

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,315,900	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGXX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Birmingham, AL	516,200	47	WBMG (42), WBRC-TV (6), WCAJ (68), WNAL-TV (44), WTJP (60), WTTD (21), WVTM-TV (13)
Mobile, AL-Pensacola, FL	410,400	63	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Huntsville-Decatur-Florence, AL	300,500	80	WAAY-TV (31), WAFF (48), WHNT-TV (19), WDWL-TV (15), WTRT (26), WZDX (54)
Chattanooga, TN	291,300	83	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVC (9)
Montgomery-Selma, AL	214,600	107	WAKA (8), WCDV-TV (20), WKAB-TV (32), WMCF-TV (45), WSFA (12)
Columbus, GA	185,300	115	WLTZ (38), WRBL (3), WWSW (66), WTVM (9), WXTX (54)
Columbus-Tupelo, MS	162,300	131	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Dothan, AL	106,000	159	WDHN (18), WTVY (4)
Meridian, MS	66,700	177	WLBM-TV (30), WTDK-TV (11), WTZH (24)
Tuscaloosa, AL	53,400	185	WCFT-TV (33), WDBB (17)
Anniston, AL	44,700	192	WJSU-TV (40)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WAFB, Decatur.....	See Huntsville-Decatur, AL
WEAR-TV, Mobile.....	See Pensacola, FL
WFGX & WHBR, Mobile.....	See Pensacola, FL
WJTC & WPAN, Mobile.....	See Pensacola, FL
WAKA, Selma.....	See Montgomery, AL

**Alabama Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	7	21	28
<b>Educational Television Stations</b>	3	6	9
	10	27	37



# Alabama—Anniston

**WJSU-TV**

**Ch. 40**

**Network Service:** CBS.

**Licensee:** RKZ Television, 405 Lexington Ave., 54th Floor, New York, NY 10174.

**Studio:** Radio-TV Bldg., 1330 Noble St., Anniston, AL 36201.

**Mailing Address:** Box 40, Anniston, AL 36202.

**Telephones:** 205-237-8651; 205-236-7336. TWX: 810-723-0624.

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

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

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

**Satellite Earth Stations:** Drake, 3.2-meter; Scientific-Atlanta, 7-meter; Drake, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Osborn Communications Corp., 100%. Osborn Communications Corp. Ownership: Frank Osborn, pres., 21.40%; Brownlee Currey Jr., 11.40%; Robert Zelle, 7.30%; Charles Evans, 5.80%; New England Capital Corp., 5.80%; John Alden Life Insurance Co., 5.80%; 4 others with less than 5%. Currey has newspaper interests. Osborn Communications Corp.: Owns WGIG-FM, Brunswick, GA; WNTQ(FM), Syracuse, NY; WHME(FM), Toledo, OH; WTJS & WKIR(FM) Jackson, TN; WWVA & WOVK(FM), Wheeling, WV.

**Began Operation:** October 26, 1969. Sale to present owner by Price Bcstg. approved by FCC March 20, 1987. Sale to Price by Jacksonville State U. approved by FCC Dec. 20, 1985. Previous sale by Harry Brandt Ayers, et al., approved by FCC May 4, 1983.

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

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

**Personnel:**

ROBERT FORD, vice president & general manager.  
BOYCE HOLT, general sales manager.  
LISA BEDFORD, program director.  
BILL HAGLER, national sales manager.  
JOHN MURRELL, chief engineer.  
PHIL COX, news director.  
WARREN CALDWELL, promotion director.  
PAT RONNE, business manager.

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

**Highest 30 Sec. Rate:** \$320.

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



WJSU-TV BPCT-4849 Granted 6/9/75 ©American Map Corp., No. 14244

**City of License:** Anniston. **AOI:** Anniston. **Rank:** 192.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Calhoun	44,800	44,500	99
	Etowah	39,500	39,200	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cherokee	7,300	7,200	99
	Clay	4,800	4,700	98
	Cleburne	5,100	5,000	98
	Randolph	7,400	7,300	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	De Kalb	21,300	21,000	99
	St Clair	17,200	17,000	99
<b>Station Totals</b>		<b>174,300</b>	<b>172,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>83,500</b>
<b>Average Daily Circulation (1989)</b>				<b>44,700</b>



**TV 40 NEWS**

**WJSU  
TV 40**



ANNISTON-GADSDEN



AN OSBORN COMMUNICATIONS CORPORATION STATION

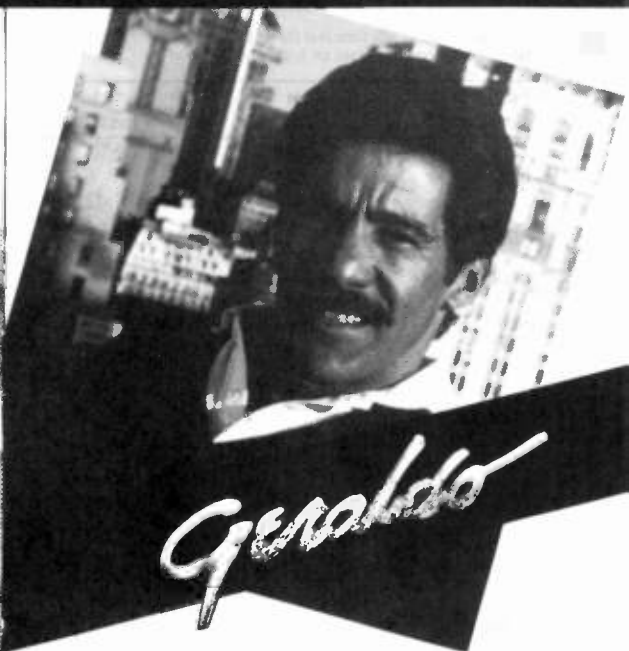


**THE  
Oprah  
WINFREY SHOW**

**WHEEL OF  
FORTUNE**



**DONAHUE**



*Geraldine*

# Alabama—Birmingham

**WBMG**

Ch. 42

**Network Service:** CBS.

**Licensee:** Birmingham Television Corp., Box 59496, Birmingham, AL 35259.

**Studio:** 2075 Golden Crest Dr., Birmingham, AL 35209.

**Mailing Address:** Box 59496, Birmingham, AL 35259.

**Telephone:** 205-322-4200. TWX: 810-733-4466.

**Fax:** 205-252-5348.

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

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

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** CBS.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

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

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

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

**Personnel:**

- HOYLE BROOME, vice president & general manager.
- GARY ANDRICH, general sales manager.
- STEVE CLOY, local sales manager.
- WENDY WAMMACK, operations manager & promotion director.
- FRED VINSON, chief engineer.
- ERSKINE BRANTLEY, traffic manager.
- AL CROUCH, news director.
- MARY LYNN TURLIN, business manager.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$6500.

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

**City of License:** Birmingham. **ADI:** Birmingham. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Chilton	12,900	12,700	98
	Jefferson	264,600	263,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Clair	17,200	17,000	99
	Shelby	30,200	30,000	99
	Walker	26,300	26,100	99
	Winston	9,000	8,900	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Blount	15,200	15,100	99
	Clay	4,800	4,700	98
	Coosa	4,400	4,300	98
	Cullman	25,600	25,400	99
	Fayette	7,200	7,100	99
	Lamar	6,300	6,200	98
	Marion	12,300	12,200	99
	Talladega	26,900	26,600	99
Tallapoosa	14,900	14,700	99	
<b>ALABAMA</b>				
	<b>Between 5-24%</b>			
	Etowah	39,500	39,200	99
	Tuscaloosa	53,500	52,900	99
<b>Station Totals</b>		<b>576,800</b>	<b>572,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>337,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>155,600</b>	

# Alabama—Birmingham

## WBRC-TV

Ch. 6

Network Service: ABC.

Licensee: Great American Television & Radio Co. Inc., Box 6, Birmingham, AL 35201.

Studio: Atop Red Mountain, Birmingham, AL 35209.

Telephone: 205-322-6666. TWX: 810-733-3650.

Fax: 205-583-4319.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 53-kw max. visual, 10-kw aural. Antenna: 1086-ft. above av. terrain, 719-ft. above ground, 1726-ft. above sea level.

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

Transmitter: Red Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Harris, 6-meter C-band; Harris, 4.5-meter Ku-band; Harris receivers.

News Services: AP, UPI.

Ownership: Great American Television & Radio Co. Inc., 100%. See Group Ownership of TV Stations.

Began Operation: July 1, 1949. Storer acquired stations from Mrs. Eloise Hanna in May 1953 (Television Digest, Vol. 9:13, 21). Sale to Taft Television & Radio Co. Inc. by Storer Bcstg. Co. approved May 8, 1957 (Vol. 13:13, 14, 19). Sale to present owners approved Oct. 3, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin; Taft, Stettinius & Hollister.

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

### Personnel:

NICK BOLTON, vice president & general manager.  
HOYT ANDRES, general sales manager.  
BILL PARKS, local sales manager.  
JIM PHILPOTT, national sales manager.  
STEVE MINIUM, news director.  
JERRY THORN, chief engineer.  
CHERRI HUDSON, program manager.  
ROBERT EARL SMITH, promotion manager.  
JEFF WILSON, business manager.  
TERRY SMITH, traffic manager.

Highest One Hour Rate: \$7500.

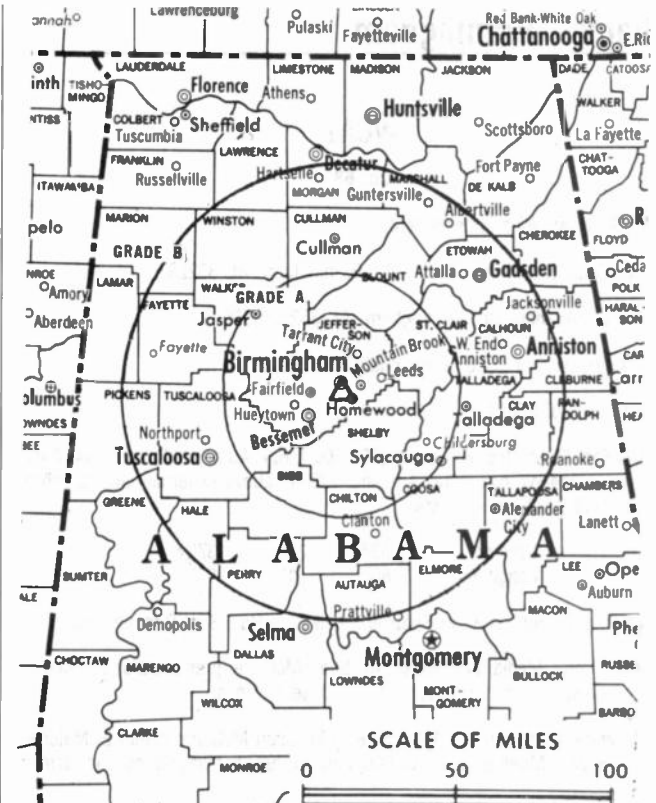
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2150.

City of License: Birmingham. ADI: Birmingham. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Bibb	6,000	5,900	98
	Blount	15,200	15,100	99
	Calhoun	44,800	44,500	99
	Chilton	12,900	12,700	98
	Clay	4,800	4,700	98
	Coosa	4,400	4,300	98
	Cullman	25,600	25,400	99
	Etowah	39,500	39,200	99
	Fayette	7,200	7,100	99



WBRC-TV BPCT-871016KF Granted 2/29/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Greene	3,600	3,500	97
	Hale	5,100	5,000	98
	Jefferson	264,600	263,000	99
	Lamar	6,300	6,200	98
	Marion	12,300	12,200	99
	Perry	5,000	4,900	98
	Pickens	7,200	7,100	98
	St Clair	17,200	17,000	99
	Shelby	30,200	30,000	99
	Talladega	26,900	26,600	99
	Tuscaloosa	53,500	52,900	99
	Walker	26,300	26,100	99
	Winston	9,000	8,900	99
<b>Between 25-49%</b>				
	Cherokee	7,300	7,200	99
	Cleburne	5,100	5,000	98
	Colbert	21,000	20,800	99
	Dallas	18,600	18,300	98
	Franklin	11,200	11,100	99
	Marshall	28,200	27,900	99
	Morgan	37,700	37,300	99
	Tallapoosa	14,900	14,700	99
<b>Between 5-24%</b>				
	Autauga	12,700	12,500	98
	De Kalb	21,300	21,000	99
	Lauderdale	32,300	31,800	99
	Lawrence	11,200	11,000	98
	Limestone	18,300	18,100	99
	Madison	88,900	87,900	99
	Marengo	8,600	8,400	98
	Randolph	7,400	7,300	99
	Sumter	5,400	5,300	98
<b>Station Totals</b>		<b>977,700</b>	<b>967,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>606,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>358,900</b>	

# Alabama—Birmingham

**WCAJ**

**Ch. 68**

**Network Service:** None, independent.

**Licensee:** Celtic Media Inc., Box 2300, Birmingham, AL 35229.

**Studio:** 800 Lakeshore Dr., Birmingham, AL 35259-9309.

**Mailing Address:** Box 2300, Birmingham, AL 35229.

**Telephone:** 205-871-6801.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 1442-kw max. visual, 144-kw max. aural. Antenna: 1029-ft. above av. terrain, 809-ft. above ground, 1749-ft. above sea level.

Latitude	33°	27'	37"
Longitude	86°	51'	07"

**Transmitter:** S of 16th Way on Spaulding Ishkooda Rd., S of Birmingham.

**Ownership:** Celtic Media Inc., 100%. M. Scott McClure, pres.; Arthur E. Malone Jr., v.p.; Edward J. Aston, secy.; Sara D. Joseph, treas.

**Began Operation:** January 31, 1986. Sale by M. Scott McClure, Arthur E. Malone, et al., to H. Jack Mizell approved by FCC June 15, 1987 but was not consummated.

**Represented (sales):** Busby, Finch, Latham & Widman.

**Represented (legal):** Buenzle & Hill.

**Personnel:**

KELLEY L. AKERS, general manager.  
AUGUST A. RUSSELL, chief engineer.

**Highest One Hour Rate:** \$100.

**Highest 30 Sec. Rate:** \$15.



**NETWORK BASE HOURLY RATE:** \$75.

**Arbitron Data:** Not available.

**City of License:** Birmingham. **ADI:** Birmingham. **Rank:** 47.

# Alabama—Birmingham

**WTTO**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** HR Bcstg. Corp. of Birmingham, 2021 Golden Crest Dr., Birmingham, AL 35209.

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

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

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1340-ft. above av. terrain, 1058-ft. above ground, 2008-ft. above sea level.

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

**Transmitter:** Atop Red Mountain, Birmingham.

**Satellite Earth Stations:** Anixter-Mark, 5-meter C-band; RCA, 4.5-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Service:** CNN Headline News.

**Ownership:** HR Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 21, 1982. Sale to present owner by B. Lasky approved by FCC July 14, 1986. Sale of 50.2% to Byron Lasky, 49.8% owner, by William A. & George K. Chapman, approved by FCC July 8, 1983.

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

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

**Represented (engineering):** du Treil, Lundin & Rackley.

**Personnel:**

- PENNY HAFT, vice president & general manager.
- ROSS HOWARD, local sales manager.
- KATY HODGES, national sales manager.
- ANTHONY COX, chief engineer.
- MARILYN CLARK, program director.
- DON WILSON, promotion manager.
- MARTHA PRATER, business manager.
- GUY CHANCEY, creative director.

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

**City of License:** Birmingham. **ADI:** Birmingham. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>ALABAMA</b>				
	Bibb	6,000	5,900	98
	Blount	15,200	15,100	99
	Chilton	12,900	12,700	98
	Clay	4,800	4,700	98
	Cullman	25,600	25,400	99
	Jefferson	264,600	263,000	99
	Marion	12,300	12,200	99
	St Clair	17,200	17,000	99
	Shelby	30,200	30,000	99
	Talladega	26,900	26,600	99
	Walker	26,300	26,100	99
	Winston	9,000	8,900	99
<b>ALABAMA</b>				
<b>Between 25-49%</b>	Calhoun	44,800	44,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Etowah	39,500	39,200	99
	Fayette	7,200	7,100	99
	Perry	5,000	4,900	98
	Tuscaloosa	53,500	52,900	99
<b>ALABAMA</b>				
<b>Between 5-24%</b>				
	Cherokee	7,300	7,200	99
	Cleburne	5,100	5,000	98
	Coosa	4,400	4,300	98
	Franklin	11,200	11,100	99
	Greene	3,600	3,500	97
	Hale	5,100	5,000	98
	Lamar	6,300	6,200	98
	Madison	88,900	87,900	99
	Marengo	8,600	8,400	98
	Marshall	28,200	27,900	99
	Morgan	37,700	37,300	99
	Pickens	7,200	7,100	98
	Randolph	7,400	7,300	99
	Tallapoosa	14,900	14,700	99
<b>Station Totals</b>		<b>836,900</b>	<b>829,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>385,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>187,700</b>	

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200



# Alabama—Birmingham

## WVTM-TV

Ch. 13

Network Service: NBC.

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

Studio: Atop Red Mountain, Birmingham, AL 35202.

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

Fax: 205-933-7516.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Circularly polarized, 1340-ft. above av. terrain, 1074-ft. above ground, 2049-ft. above sea level.

Latitude 33° 29' 25.50"  
Longitude 86° 47' 48.00"

Transmitter: Atop Red Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter Ku-band; Harris, 3.9-meter Ku-band; Mark V, 5.0-meter C-band; Vertex, 4.6-meter Ku-band; Harris, M/A-Com, Standard Communications receivers.

News Services: AP, NIWS, UPI, Weatherscan.

Ownership: Times Mirror Co., 100%. See Group Ownership of Television Stations.

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

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

### Personnel:

JEFF ROSSER, vice president & general manager.  
FRANK LANDERS, general sales manager.  
GORDON WOOD, local sales manager.  
GAIL OVERTON, regional sales manager.  
JOHN E. KRAUSER, chief engineer.  
TOM ROBERTS, news director.  
EVERETT HOLLE, program director.  
ROBIN COOPER, promotion director.  
BOBBIE CARTER, business manager.

Rates: On request.

City of License: Birmingham. ADI: Birmingham. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Blount	15,200	15,100	99
	Calhoun	44,800	44,500	99
	Chilton	12,900	12,700	98
	Clay	4,800	4,700	98
	Cleburne	5,100	5,000	98
	Cullman	25,600	25,400	99
	Etowah	39,500	39,200	99
	Fayette	7,200	7,100	99
	Hale	5,100	5,000	98
	Jefferson	264,600	263,000	99
	Lamar	6,300	6,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	12,300	12,200	99
	Pickens	7,200	7,100	98
	St Clair	17,200	17,000	99
	Shelby	30,200	30,000	99
	Talladega	26,900	26,600	99
	Tuscaloosa	53,500	52,900	99
	Walker	26,300	26,100	99
Winston	9,000	8,900	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cherokee	7,300	7,200	99
	Coosa	4,400	4,300	98
	Dallas	18,600	18,300	98
	Greene	3,600	3,500	97
	Marengo	8,600	8,400	98
	Marshall	28,200	27,900	99
	Morgan	37,700	37,300	99
	Perry	5,000	4,900	98
	Tallapoosa	14,900	14,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Autauga	12,700	12,500	98
	De Kalb	21,300	21,000	99
	Franklin	11,200	11,100	99
	Lowndes	4,000	3,900	98
	Randolph	7,400	7,300	99
	Sumter	5,400	5,300	98
<b>MISSISSIPPI</b>				
Lowndes	21,800	21,600	99	
<b>Station Totals</b>		<b>831,800</b>	<b>823,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>612,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>399,600</b>	

# Alabama—Dothan

**WDHN**

Ch. 18

**Network Service:** ABC.

**Licensee:** Morris Network of Alabama Inc., Box 6237, Dothan, AL 36302.

**Studio:** Hwy. 52 E, Dothan, AL 36301.

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

**Telephone:** 205-793-1818. TWX: 810-744-1002.

**Fax:** 205-793-2623.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1080.40-kw max. & 398-kw horizontal visual, 162.6-kw max. & 39.8-kw horizontal aural. Antenna: 730-ft. above av. terrain, 796-ft. above ground, 1049-ft. above sea level.

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

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

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, M/A-Com receivers.

**News Services:** AP, ABC.

**Ownership:** Morris Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 7, 1970. Sale to present owners by Hi Ho Television approved by FCC July 18, 1986. Previous sale by Betts Slingluff Jr., et al., approved by FCC June 26, 1979.

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

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

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

**Personnel:**

- AUBREY WOOD, general manager.
- JERRY KNOWLES, general sales manager.
- DAN BILLINGS, director of engineering.
- STEPHEN DAHLHAUSER, news director.
- BARBARA CONNER, business manager.
- CHARLES SCOTT, operations manager.

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

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

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

**City of License:** Dothan. **ADI:** Dothan. **Rank:** 159.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ALABAMA</b>				
50% & Over	Coffee	14,900	14,700	99
	Dale	16,500	16,300	99



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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Geneva	9,100	9,000	99
	Henry	5,600	5,500	98
	Houston	31,300	31,000	99
Between 25-49%	<b>ALABAMA</b>			
	Covington	14,500	14,300	99
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
Between 5-24%	<b>FLORIDA</b>			
	Holmes	6,300	6,100	97
	Jackson	15,000	14,700	98
	Walton	11,100	10,900	98
	<b>GEORGIA</b>			
	Clay	1,200	1,200	100
	Dougherty	35,100	34,700	99
	Miller	2,700	2,600	96
Quitman	800	800	100	
Seminole	3,400	3,300	97	
<b>Station Totals</b>		<b>172,200</b>	<b>169,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>69,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>34,100</b>	

# Alabama—Dothan

**WTVY**

Ch. 4

**Network Service:** CBS.

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

**Studio:** Columbia Hwy., Dothan, AL 36302.

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

**Fax:** 205-793-3947.

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

Latitude 30° 55' 10.12"  
Longitude 85° 44' 27.90"

**Transmitter:** W of Rte. 177, 2-mi. S of Miller Crossroads, FL.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

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

**News Services:** AP, CBS.

**Ownership:** Charles Woods, pres. & gen. mgr., 100%. See Group Ownership of Television Stations.

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

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

**Represented (legal):** Kenkel, Barnard & Edmundson.

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

**Personnel:**

- CHARLES WOODS, president & general manager.
- JOHN GAUSE, general sales manager.
- CARL BLACKMON, national sales manager.
- THOMAS MAYBERRY, chief engineer.
- JERRY VANN, news director.
- REGGIE MITCHELL, program director.
- BECKY COPELAND, promotion director.
- JOE HOLLOWAY, production manager.
- GWENN KIDD, business manager.

**Highest One Hour Rate:** \$1800.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$1036.

**City of License:** Dothan. **ADI:** Dothan. **Rank:** 159.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coffee	14,900	14,700	99
	Covington	14,500	14,300	99
	Dale	16,500	16,300	99
	Geneva	9,100	9,000	99
	Henry	5,600	5,500	98
	Houston	31,300	31,000	99
	<b>FLORIDA</b>			
	Bay	49,000	48,500	99
	Calhoun	3,500	3,400	97
	Gulf	4,000	3,900	97
	Holmes	6,300	6,100	97
	Jackson	15,000	14,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Okaloosa	55,200	54,700	99
	Walton	11,100	10,900	98
	Washington	6,400	6,300	98
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
	Seminole	3,400	3,300	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Crenshaw	5,400	5,300	98
	Pike	10,400	10,200	98
	<b>FLORIDA</b>			
	Liberty	1,600	1,600	100
	<b>GEORGIA</b>			
Decatur	9,200	9,100	98	
Miller	2,700	2,600	96	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Barbour	9,200	9,000	98
	Butler	7,700	7,600	99
	Conecuh	5,600	5,500	98
	Monroe	7,900	7,700	97
	Wilcox	4,600	4,500	98
	<b>FLORIDA</b>			
	Gadsden	14,400	14,100	98
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
Calhoun	1,500	1,400	93	
Clay	1,200	1,200	100	
Terrell	4,000	3,900	98	
<b>Station Totals</b>		<b>337,100</b>	<b>332,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>220,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>130,900</b>	

# Alabama—Florence

## WOWL-TV

Ch. 15

Network Service: NBC.

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

Studio: 840 Cypress Mill Rd., Florence, AL 35630.

Mailing Address: Box 2220, Florence, AL 35630.

Telephone: 205-767-1515.

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

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

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

Satellite Earth Stations: Transmit/receive Harris, 10-meter C-band; Harris, 10-meter Ku-band; Harris receivers.

News Services: NBC, UPI.

Ownership: Richard B. Biddle, chmn.-secy.-treas., 72.50%; Rick Biddle, pres. & gen. mgr., 16.03%; Sara Jean Biddle, v.p.; Holly Biddle, 11.45%.

Began Operation: October 28, 1957.

Represented (sales): Independent TV Sales.

Represented (legal): Munsey & Ford.

### Personnel:

DICK BIDDLE, chairman, treasurer.  
RICK BIDDLE, president, general manager & marketing director.  
LINCOLN WILLIAMS, operations manager & program director.  
STEVE WIGGENS, local sales manager.  
EARL SHOWBERG, national sales manager.  
RICK MANN, director of engineering.  
REGINALD JONES, news director.  
SANDRA HESTER, promotion director.  
MILDRED CORNELIUS, office manager & controller.  
TONY WORLEY, production manager.  
CINDY SHEPPARD, traffic manager.

Highest One Hour Rate: \$1300.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$250.

City of License: Florence. ADI: Huntsville-Decatur-Florence. Rank: 80.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	ALABAMA		
	Colbert	21,000	20,800 99
	Lauderdale	32,300	31,800 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	ALABAMA		
	Franklin	11,200	11,100 99
	Lawrence	11,200	11,000 98
Between 5-24%	MISSISSIPPI		
	Tishomingo	7,100	7,000 99
	ALABAMA		
Marion	12,300	12,200 99	
Winston	9,000	8,900 99	
TENNESSEE			
Hardin	8,700	8,500 98	
Lawrence	13,300	13,100 99	
Wayne	5,300	5,200 98	
Station Totals		131,400	129,600 99
Net Weekly Circulation (1989)			47,900
Average Daily Circulation (1989)			21,400

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# Alabama—Florence

**WTRT**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Bridgerland Television, 101 Little Oak Lane, Altamonte Springs, FL 32714.

**Studio:** 4600 Jackson Hwy., Sheffield, AL 35660.

**Telephone:** 205-381-2600.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 690-kw max. visual, 69-kw max. aural. Antenna: 756-ft. above av. terrain, 552-ft. above ground, 1482-ft. above sea level.

Latitude      34°    34'    38''  
Longitude     87°    46'    57''

**Transmitter:** 1-mi. E of Crooked Oak, Florence.

**Ownership:** Les White, pres., 100%.

**Began Operation:** April 19, 1986. Sale to present owner by Alabama Management Co. approved by FCC Nov. 30, 1988.

**Represented (sales):** Century Television Sales.

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

**Personnel:**

- LES WHITE, president & general manager.
- CINDY DAVIS, national sales manager.
- T. JONES, local sales manager.
- TIM ROVERE, engineering director.
- ROCHELLE KOBRIN, program director.
- PAM ENGLAND, promotion director.
- SHAWN BROCY, news director.
- DONNA WALLACE, business manager.

**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$85.

**City of License:** Florence. **ADI:** Huntsville-Decatur-Florence. **Rank:** 80.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	ALABAMA Franklin	11,200	11,100	99
Between 5-24%	ALABAMA Colbert	21,000	20,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lauderdale	32,300	31,800	99
	Lawrence	11,200	11,000	98
	Limestone	18,300	18,100	99
	Marion	12,300	12,200	99
<b>MISSISSIPPI</b>				
	Itawamba	7,900	7,800	99
	Tishomingo	7,100	7,000	99
<b>Station Totals</b>		<b>121,300</b>	<b>119,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>25,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,400</b>	

# Alabama—Gadsden

## WNAL-TV

Ch. 44

Network Service: Fox.

Licensee: WNAL-TV Inc., 213-C S. 5th St., Box 8249, Gadsden, AL 35901.

Studio: 213 C 5th St., Gadsden, AL 35901.

Mailing Address: Box 8249, Gadsden, AL 35902.

Telephone: 205-547-4444.

Fax: 205-547-1750.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 2741.20-kw max. visual, 274-kw max. aural. Antenna: 965-ft. above av. terrain, 351-ft. above ground, 1729-ft. above sea level.

Latitude 33° 57' 11"  
Longitude 86° 13' 00"

Transmitter: Chandler Mountain, St. Clair County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 in operation.

News Service: INN.

Ownership: Anthony Jay Fant, pres., 80%; Stanley Fant, v.p., 10%; Kyla Fant, 10%; Billy J. Fant, secy.-treas.

Began Operation: April 25, 1986.

Represented (sales): Seitel Inc.

Represented (legal): Borsari & Kump.

Represented (engineering): Bromo Communication Consultants.

### Personnel:

ANTHONY JAY FANT, president & general manager.  
ROBERT HILL, vice president.  
ROB ROSSON, local sales manager.  
RANDY BRADFORD, chief engineer.  
KATHY McLEOD, news director.  
BETTY C. FANT, business manager.  
EDDIE McPHERSON, production manager.

Rates: On request.

City of License: Gadsden. ADI: Birmingham. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	ALABAMA		
	Cherokee	7,300	7,200 99
	Etowah	39,500	39,200 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	ALABAMA		
	Calhoun	44,800	44,500 99
	Clay	4,800	4,700 98
	De Kalb	21,300	21,000 99
	Marshall	28,200	27,900 99
	St Clair	17,200	17,000 99
	Talladega	26,900	26,600 99
<b>Station Totals</b>		<b>190,000</b>	<b>188,100 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>36,500</b>
<b>Average Daily Circulation (1989)</b>			<b>11,400</b>

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# Alabama—Gadsden

**WTJP**

**Ch. 60**

**Network Service:** None, independent.

**Licensee:** All America TV Inc., 454 Coberta Ave., La Puente, CA 91746.

**Studio:** 313 Rosedale Ave., Gadsden, AL 35901.

**Telephone:** 205-546-8860.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1139-ft. above av. terrain, 703-ft. above ground, 2023-ft. above sea level.

Latitude	33°	48'	53''
Longitude	86°	26'	55''

**Transmitter:** 3.9-mi. NE of Springville.

**Satellite Earth Station:** Vertex, 6.1-meter C-band; Microdyne receivers.

**Ownership:** All American TV Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 22, 1986.

**Represented (sales):** TBN Media Representatives.

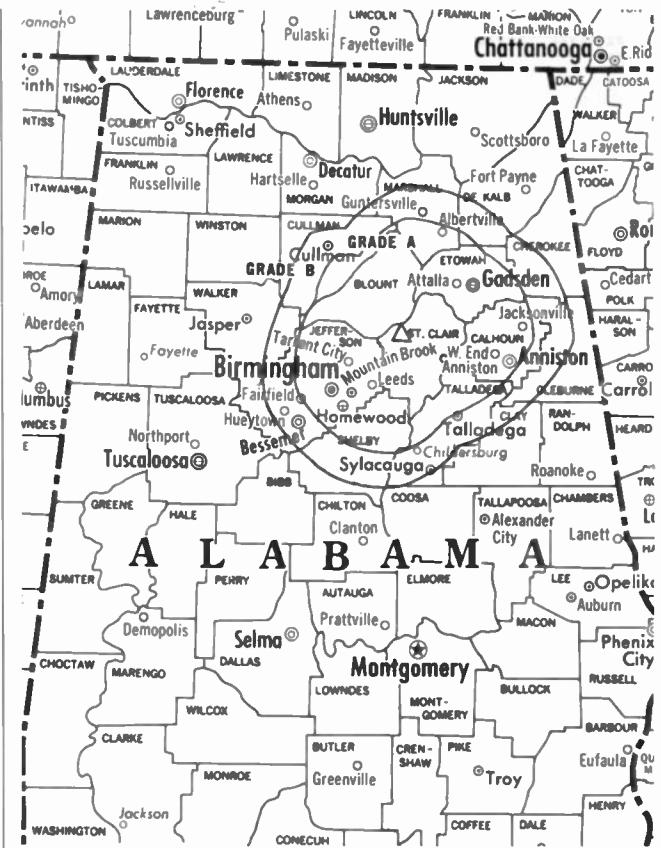
**Represented (legal):** May & Dunne.

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

**Personnel:**

RAY VICE, general manager.  
W. B. MILLER, director of engineering.  
LINDA HERNANDEZ, sales.

**Rates:** On request.



WTJP BNPCT-850114KE Granted 11/20/85

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**Arbitron Data:** Not available.

**City of License:** Gadsden. **ADI:** Birmingham. **Rank:** 47.

# Alabama—Huntsville-Decatur

**WAAY-TV**

Ch. 31

**Network Service:** ABC.

**Licensee:** Rocket City Television Inc., 1000 Monte Sano Blvd., Huntsville, AL 35801.

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

**Mailing Address:** Box 2555, Huntsville, AL 35804.

**Telephone:** 205-533-3131. TWX: 62100170.

**Fax:** 205-533-6616.

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

Latitude 34° 44' 15"  
Longitude 86° 32' 02"

**Transmitter:** 1000 Monte Sano Blvd., Huntsville.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Andrew, 7-meter; Andrew, 3-meter; RCA Ku-band; Avantek, RCA receivers.

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

**Ownership:** Smith Broadcasting Inc. Smith Broadcasting Inc. Ownership: Elizabeth Jones Smith, chmn., 70.50%; M. Davidson Smith IV, pres., 15.165%; Anita Smith Johnson, v.p., 14.095%; F. Ralph Dowdy, secy-treas., 0.239%. Smith Broadcasting Inc.: Owns WNUF(AM), Fort Walton Beach, FL.

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

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

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

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

**Personnel:**

- M. D. SMITH IV, president & general manager.
- DAN WHITSETT, vice president & general sales manager.
- REDGE SWING, local sales manager.
- PAT SPURRIER, national sales manager & controller.
- ROBERT A. GAY, chief engineer.
- DEBI BENSON, program director.
- CLIFF WINDHAM, news director.
- GREG CARROLL, promotion & marketing director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$900.

**City of License:** Huntsville. ADI: Huntsville-Decatur-Florence. Rank: 80.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	21,000	20,800	99
	De Kalb	21,300	21,000	99
	Franklin	11,200	11,100	99
	Jackson	19,900	19,600	99



WAAY-TV BPCT-4931 Granted 7/7/76

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Lauderdale	32,300	31,800	99	
	Lawrence	11,200	11,000	98	
	Limestone	18,300	18,100	99	
	Madison	88,900	87,900	99	
	Marshall	28,200	27,900	99	
	Morgan	37,700	37,300	99	
	<b>TENNESSEE</b>				
	Lincoln	10,500	10,400	99	
	<b>Between 25-49%</b>	<b>ALABAMA</b>			
		Blount	15,200	15,100	99
Cherokee		7,300	7,200	99	
Cullman		25,600	25,400	99	
<b>TENNESSEE</b>					
Franklin		12,200	12,100	99	
Giles		9,500	9,300	98	
Lawrence		13,300	13,100	99	
Moore		1,800	1,800	100	
<b>Between 5-24%</b>		<b>ALABAMA</b>			
	Etowah	39,500	39,200	99	
	Winston	9,000	8,900	99	
	<b>TENNESSEE</b>				
	Bedford	11,100	11,000	99	
	Marion	9,500	9,400	99	
	Marshall	8,100	8,000	99	
	Wayne	5,300	5,200	98	
	<b>Station Totals</b>		<b>467,900</b>	<b>462,600</b>	<b>99</b>
	<b>Net Weekly Circulation (1989)</b>			<b>287,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>167,000</b>		

# Alabama—Huntsville-Decatur

**WAFF**

Ch. 48

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., Box 2116, Huntsville, AL 35804.

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

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

Fax: 205-539-5556.

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

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

Transmitter: 5000 Governors Dr.

Satellite Earth Stations: Harris, 8-meter Ku-band; ADM, 6.1-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, 3.7-meter C-band; Harris, 3-meter Ku-band; Avcom, Harris, Kavouras, M/A-Com receivers.

News Service: AP.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations.

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

Represented (sales): Blair Television.

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

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

**Personnel:**

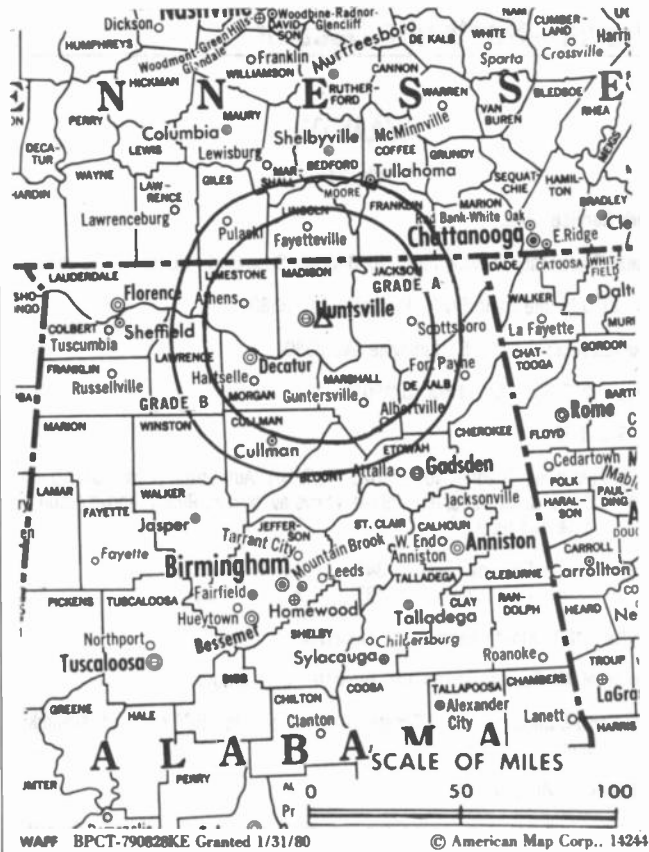
- LEE BRANTLEY, vice president & general manager.
- ROBERT LANE, operations manager.
- LAMAR REID, general sales manager.
- DOROTHY FEES, local sales manager.
- ROD HUGHES, chief engineer.
- BOB MOREFORD, news director.
- JUDY CORNELIUS, promotion director.
- JACK YOUNG, business manager.

Rates: On request.

City of License: Huntsville. ADI: Huntsville-Decatur-Florence. Rank: 80.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	21,000	20,800	99
	De Kalb	21,300	21,000	99
	Jackson	19,900	19,600	99
	Lauderdale	32,300	31,800	99
	Lawrence	11,200	11,000	98
	Limestone	18,300	18,100	99
Madison	88,900	87,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	28,200	27,900	99
	Morgan	37,700	37,300	99
	<b>TENNESSEE</b>			
	Giles	9,500	9,300	98
Lincoln	10,500	10,400	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cullman	25,600	25,400	99
	Etowah	39,500	39,200	99
	Franklin	11,200	11,100	99
	<b>TENNESSEE</b>			
	Franklin	12,200	12,100	99
Lawrence	13,300	13,100	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Blount	15,200	15,100	99
	Cherokee	7,300	7,200	99
	<b>TENNESSEE</b>			
	Coffee	15,900	15,800	99
	Marshall	8,100	8,000	99
Moore	1,800	1,800	100	
Wayne	5,300	5,200	98	
<b>Station Totals</b>		<b>454,200</b>	<b>449,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>277,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>163,800</b>	

# Alabama—Huntsville

**WHNT-TV**

Ch. 19



**KATZ CONTINENTAL**

**Network Service:** CBS.

**Licensee:** New York Times Bcstg. Services Inc., Box 19, Huntsville, AL 35804.

**Studio:** 200 Holmes Ave., Huntsville, AL 35801.

**Telephone:** 205-533-1919. TWX: 810-726-2221.

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

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

**Transmitter:** 960 Monte Sano Blvd., Huntsville.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.7-meter; Scientific-Atlanta receivers.

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

**Ownership:** The New York Times Co., 100%. See Group Ownership of Television Stations.

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

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

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

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

**Personnel:**

- ROBERT BROWNING, president & general manager.
- BILL AMBROSE, vice president & general sales manager.
- RICHARD WRIGHT, vice president & operations manager.
- DON RODEN, chief engineer.
- MIKE BELANCIK, promotion manager.
- NONDA SLOAN, business manager.
- LINDA SPALLA, marketing director.

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

**Highest 30 Sec. Rate:** \$1000.

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

**City of License:** Huntsville. ADI: Huntsville-Decatur-Florence. Rank: 80.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	21,000	20,800	99
	Cullman	25,600	25,400	99
	De Kalb	21,300	21,000	99
	Franklin	11,200	11,100	99
	Jackson	19,900	19,600	99
	Lauderdale	32,300	31,800	99
	Lawrence	11,200	11,000	98
	Limestone	18,300	18,100	99
	Madison	88,900	87,900	99
Marshall	28,200	27,900	99	
Morgan	37,700	37,300	99	
<b>TENNESSEE</b>	Giles	9,500	9,300	98
	Lincoln	10,500	10,400	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Blount	15,200	15,100	99
	Etowah	39,500	39,200	99
	<b>TENNESSEE</b>			
<b>Between 5-24%</b>	Lawrence	13,300	13,100	99
	Moore	1,800	1,800	100
	Wayne	5,300	5,200	98
<b>ALABAMA</b>	Cherokee	7,300	7,200	99
	Winston	9,000	8,900	99
	<b>MISSISSIPPI</b>			
<b>TENNESSEE</b>	Tishomingo	7,100	7,000	99
	Bedford	11,100	11,000	99
	Franklin	12,200	12,100	99
Marshall	8,100	8,000	99	
<b>Station Totals</b>		<b>465,500</b>	<b>460,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>300,700</b>
<b>Average Daily Circulation (1989)</b>				<b>175,600</b>

# Alabama—Huntsville

**WZDX**

Ch. 54

Network Service: Fox.

Licensee: Community Service Bcstrs., Debtor-in-Possession, Osborne Office Center, Suite 620, Chattanooga, TN 37411.

Studio: 6025 Mastin Lake Rd., Huntsville, AL 35810.

Telephone: 205-859-9854. TWX: 510-100-4179.

Fax: 205-859-2194.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 2240-kw visual, 224-kw aural. Antenna: 1690-ft. above av. terrain, 1000-ft. above ground, 2460-ft. above sea level.

Latitude 34° 38' 11"  
Longitude 86° 30' 42"

Transmitter: 11000 Shandlee Lane, Green Mountain, S of Huntsville.

Satellite Earth Stations: 4 in operation; Microdyne receivers.

Ownership: John F. Pauza, 50.00%; Media Central Inc., 45.00%; Joel A. Katz, 5.00%. For Media Central ownership & other interests, see Group Ownership of Television Stations.

Began Operation: April 4, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Sidley & Austin.

**Personnel:**

DICK WAGSCHAL, general manager.  
RANDY STONE, general sales manager.

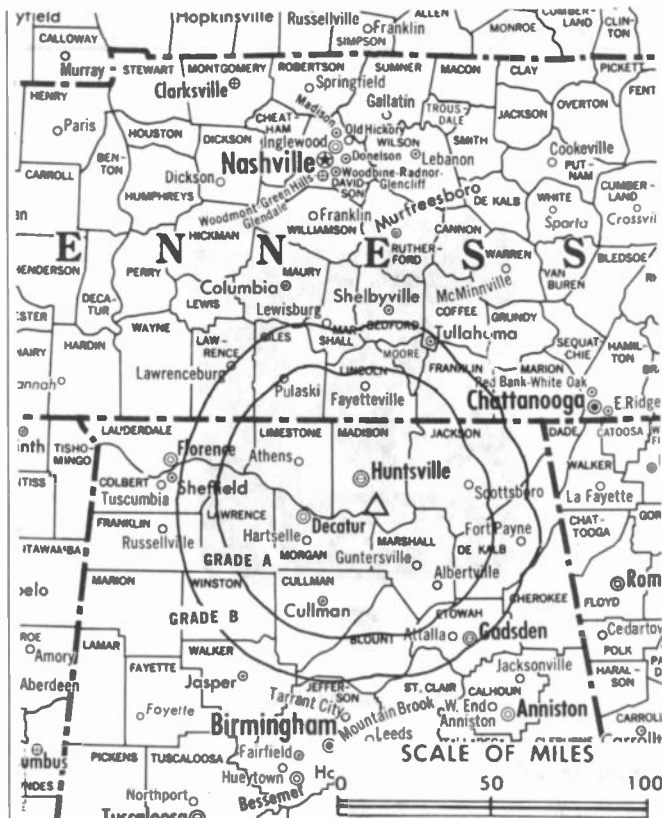
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$350.

City of License: Huntsville. ADI: Huntsville-Decatur-Florence. Rank: 80.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Lawrence	11,200	11,000	98
	Limestone	18,300	18,100	99
	Marshall	28,200	27,900	99
	Morgan	37,700	37,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Colbert	21,000	20,800	99
	Cullman	25,600	25,400	99
	De Kalb	21,300	21,000	99



WZDX BMPCT—840815KM Granted 10/26/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Franklin	11,200	11,100	99
	Jackson	19,900	19,600	99
	Lauderdale	32,300	31,800	99
	Madison	88,900	87,900	99
	<b>TENNESSEE</b>			
	Giles	9,500	9,300	98
	Lawrence	13,300	13,100	99
	Lincoln	10,500	10,400	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Blount	15,200	15,100	99
	Cherokee	7,300	7,200	99
	Etowah	39,500	39,200	99
	Winston	9,000	8,900	99
	<b>TENNESSEE</b>			
	Franklin	12,200	12,100	99
	Moore	1,800	1,800	100
	Wayne	5,300	5,200	98
<b>Station Totals</b>		<b>439,200</b>	<b>434,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>170,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>65,200</b>	

# Alabama—Mobile

## WALA-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Bumham Bcstg. Co., a Limited Partnership, 980 N. Michigan Ave., Suite 1200, Chicago, IL 60611.

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

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

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 45.70-kw aural. Antenna: 1246-ft. above av. terrain, 1197-ft. above ground, 1397-ft. above sea level.

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

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

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

**News Services:** AP, UPI.

**Ownership:** Bumham Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 14, 1953. Sale to present owner approved by FCC April 26, 1989 (*Television Digest*, Vol. 29:7, 9). Sale to Knight-Ridder by Gannett Bcstg. Group following purchase of Evening News Assn. approved by FCC Jan. 13, 1986 (Vol. 25:46; 26:3). Previous sale by Roywood Corp. approved by FCC Oct. 31, 1969 (Vol. 9:15, 44). Sale to Roywood By W. O. Pape approved Nov. 25, 1964 (Vol. 4:32, 48).

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

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

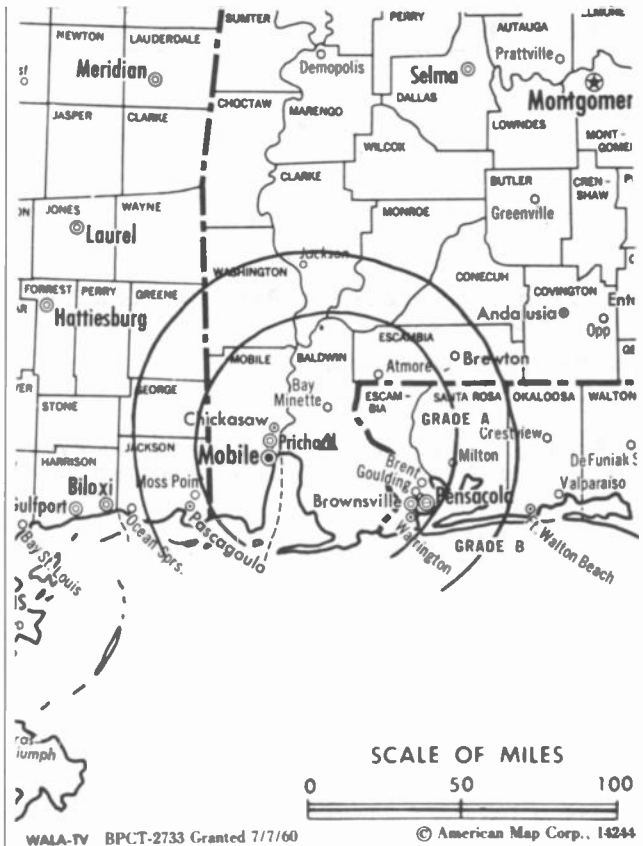
### Personnel:

JOSEPH COOK, president & general manager.  
TOM ROSENBAUM, station manager.  
JOHN DAWSON, general sales manager.  
BOB HERRON, local sales manager.  
SCOTT WILSON, national sales manager.  
LARRY PATE, program & production manager.  
JOHNNY REECE, chief engineer.  
DAVE COCHRAN, news director.  
BARRY COONEY, business manager.

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 63.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	34,900	34,700	99
	Clarke	9,400	9,200	98
	Conecuh	5,600	5,500	98
	Escambia	12,800	12,600	98
	Mobile	139,300	138,400	99
	Monroe	7,900	7,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	5,800	5,700	98
	<b>FLORIDA</b>			
	Escambia	105,400	104,600	99
	Okaloosa	55,200	54,700	99
	Santa Rosa	25,000	24,800	99
<b>MISSISSIPPI</b>	George	5,600	5,500	99
	Greene	3,300	3,200	97
	Jackson	44,500	44,200	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Choctaw	5,900	5,800	97
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Wilcox	4,600	4,500	98
	<b>FLORIDA</b>			
	Walton	11,100	10,900	98
	<b>MISSISSIPPI</b>			
Harrison	62,800	62,300	99	
Stone	3,500	3,500	99	
Wayne	6,900	6,800	99	
<b>Station Totals</b>		<b>549,500</b>	<b>544,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>409,300</b>
<b>Average Daily Circulation (1989)</b>				<b>254,000</b>



# Alabama—Mobile

## WKRG-TV

Ch. 5

**Network Service:** CBS.

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

**Studios:** 555 Broadcast Dr., Mobile, AL 36606. One Pensacola Plaza, 125 W. Romana St., Suite 5, Pensacola, FL 32501.

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

**Fax:** 205-473-8130.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1906-ft. above av. terrain, 1879-ft. above ground, 2049-ft. above sea level.

Latitude 30° 41' 19.60"  
Longitude 87° 49' 49.40"

**Transmitter:** 0.8-mi. N of Hwy. 31, 1.5-mi. NE of intersection with Hwy. 181.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Simulsat, 7-meter C-band.

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

**FM Affiliate:** WKRG-FM, 100-kw, 99.9 MHz (No. 260), 1755-ft.

**News Services:** AP, CBS, CNN, CNN Headline News, Sports News Satellite, UPI.

**Ownership:** Kenneth R. Giddens, 49%; Zelma K. Griddens, 21%; Ansley G. Green, 10%; Theresa G. Greer, 10%; Kay G. Glenday, 10%.

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

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

**Represented (legal):** Leventhal, Senter & Lerman.

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

### Personnel:

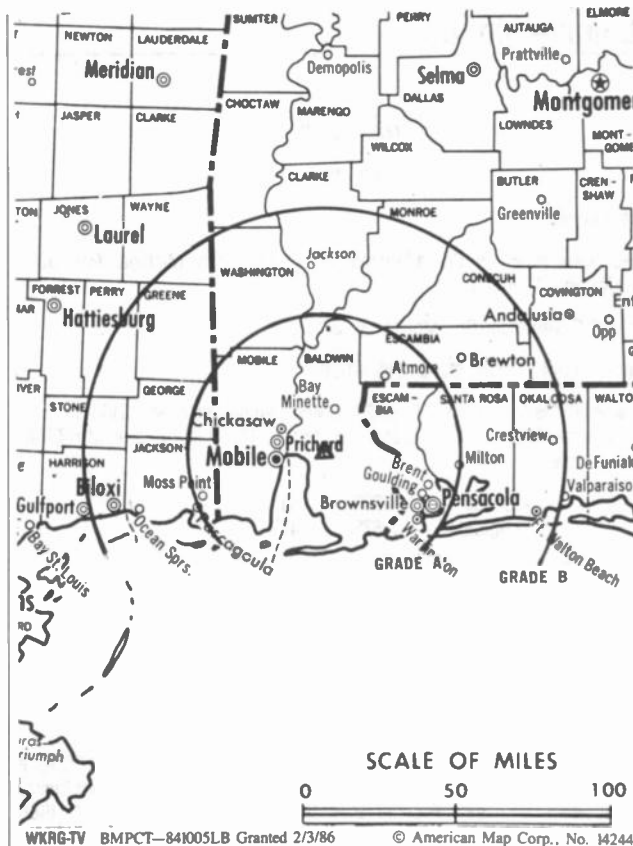
KENNETH R. GIDDENS, chairman emeritus.  
TOULMIN GREER, chairman.  
ZELMA K. GIDDENS, vice chairman & treasurer.  
D. H. LONG, president & general manager.  
WES DIAMOND, senior vice president & station manager.  
BILL BROOKS, local sales manager.  
BOB SPIELMANN, national sales manager.  
DON KOCH, chief engineer.  
BILL FARRIS, news director.  
MARK HUGHES, promotions manager.  
MARY HUTCHESON, business manager.  
CHARLES BAUMHAUER, production manager.  
JIM ELLIS, film director.

**Rates:** On request.

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 63.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
<b>50% &amp; Over</b>	Baldwin	34,900	34,700	99
	Clarke	9,400	9,200	98
	Conecuh	5,600	5,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Escambia	12,800	12,600	98
	Mobile	139,300	138,400	99
	Monroe	7,900	7,700	97
	Washington	5,800	5,700	98
<b>FLORIDA</b>				
	Escambia	105,400	104,600	99
	Okaloosa	55,200	54,700	99
	Santa Rosa	25,000	24,800	99
<b>MISSISSIPPI</b>				
	George	5,600	5,500	99
	Greene	3,300	3,200	97
	Harrison	62,800	62,300	99
	Jackson	44,500	44,200	99
	Stone	3,500	3,500	99
	Wayne	6,900	6,800	99
<b>Between 25-49%</b>				
	<b>ALABAMA</b>			
	Choctaw	5,900	5,800	97
	<b>MISSISSIPPI</b>			
	Forrest	26,100	25,900	99
	Perry	3,600	3,500	99
<b>Between 5-24%</b>				
	<b>ALABAMA</b>			
	Covington	14,500	14,300	99
	Wilcox	4,600	4,500	98
	<b>FLORIDA</b>			
	Walton	11,100	10,900	98
	<b>MISSISSIPPI</b>			
	Hancock	11,800	11,600	99
	Lamar	9,800	9,700	98
<b>Station Totals</b>		<b>615,300</b>	<b>609,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>457,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>276,200</b>	

# Alabama—Mobile

## WMPV-TV

Ch. 21

Network Service: None, independent.

Licensee: Sonlight Bcstg. Systems Inc., 3002 Dow Ave., No. 42, Tustin, CA 92680.

Studio: 120 Zeigler Circle East, Mobile, AL 36608.

Telephone: 205-633-2100.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 4335-kw max. visual, 433.5-kw max. aural. Antenna: 1428-ft. above av. terrain, 1401-ft. above ground, 1534-ft. above sea level.

Latitude	30°	35'	18"
Longitude	87°	33'	16"

Transmitter: Rte. 87, 0.9-mi. S of Rte. 10, Elsanor.

Ownership: Paul F. Crouch Jr., pres.; George V. Turner, secy.-treas. Crouch is officer of Trinity Bcstg. Network Inc. For TBN ownership and other interests see Group Ownership of TV Stations.

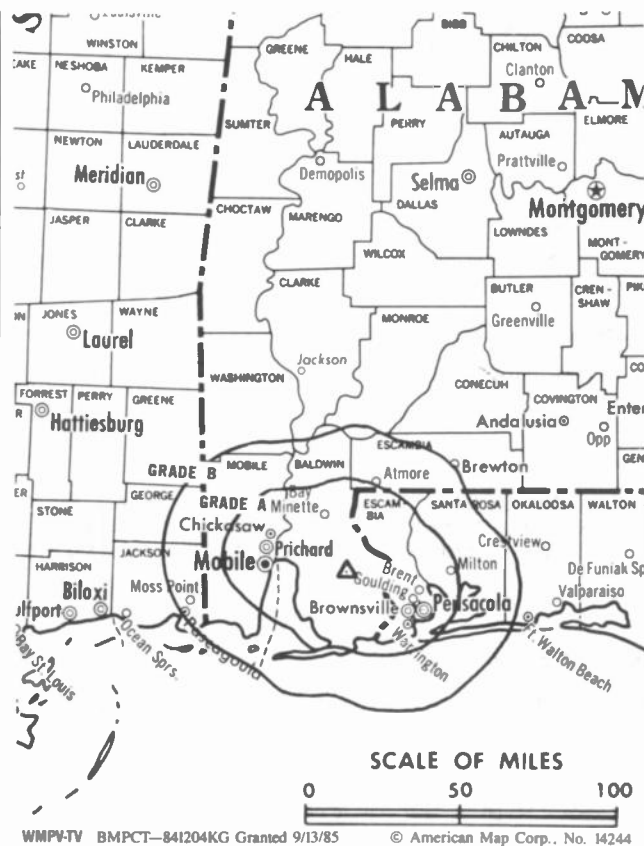
Began Operation: December 15, 1985. Sale to present owner by Doyle Brunson approved by FCC July 27, 1989.

Represented (engineering): Jansky & Bailey.

### Personnel:

JOHN MARSHALL, general manager.  
 CHARLES FOLMAR, chief engineer.  
 HANK HARRIS, promotion director.  
 JONATHAN MARSHALL, business manager.

Rates: On request.



Arbitron Data: Not available.

City of License: Mobile. ADI: Mobile, AL-Pensacola, FL. Rank: 63.

# Alabama—Mobile

**WPMI**

Ch. 15

**Network Service:** Fox.

**Licensee:** Clear Channel Television Inc., 175 E. Houston St., 500 Two Republic Bank Plaza, San Antonio, TX 78205-2225.

**Studio:** 764 St. Michael St., Mobile, AL 36602.

**Mailing Address:** Box 2766, Mobile, AL 36652.

**Telephone:** 205-433-1500.

**Fax:** 205-433-3889.

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

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

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

**Satellite Earth Stations:** Comtech, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.5-meter Ku-band; Scientific-Atlanta, Pinzone, M/A-Com receivers.

**Ownership:** Clear Channel Television Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** March 12, 1982. Sale to present owner by MERC Communications Corp., et al., approved by FCC December 8, 1988. Previous sale by Roy L. Hess, et al., approved by FCC Sept 26, 1985 (*Television Digest*, Vol. 25:32).

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

**Personnel:**

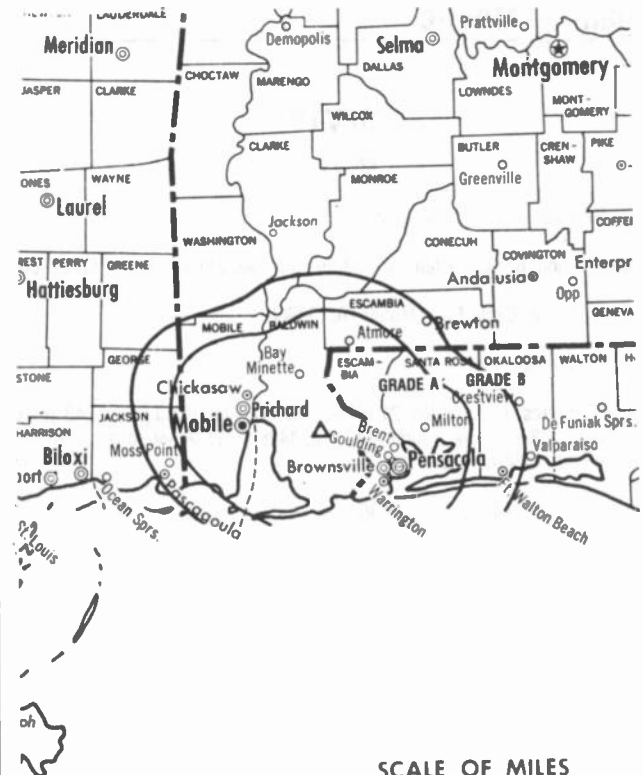
RIC GORMAN, general manager & general sales manager.  
DAVID D'ANTUONO, local sales manager.  
SHELIA DUNAWAY, local sales manager.  
HAROLD JOHNSON, chief engineer.  
CATHY GRETENCORD, program director.  
MARSHALL HART, promotions director.  
PAM SEALS, business manager.

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

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 63.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Baldwin	34,900	34,700	99
	Mobile	139,300	138,400	99
	<b>FLORIDA</b>			
	Escambia	105,400	104,600	99
	Okaloosa	55,200	54,700	99



WPMI BPCT-790830KF Granted 10/30/80

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Santa Rosa	25,000	24,800	99
	<b>MISSISSIPPI</b>			
	George	5,600	5,500	99
	Jackson	44,500	44,200	99
Between 25-49%	<b>ALABAMA</b>			
	Escambia	12,800	12,600	98
Between 5-24%	<b>ALABAMA</b>			
	Clarke	9,400	9,200	98
	Conecuh	5,600	5,500	98
	Covington	14,500	14,300	99
	Washington	5,800	5,700	98
	<b>FLORIDA</b>			
Walton	11,100	10,900	98	
	<b>MISSISSIPPI</b>			
	Greene	3,300	3,200	97
<b>Station Totals</b>		<b>472,400</b>	<b>468,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>250,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>99,300</b>	

# Alabama—Montgomery

**WCOV-TV**

Ch. 20

Network Service: Fox.

Licensee: Woods Communications Corp., One WCOV Ave., Montgomery, AL 36111.

Studio: One WCOV Ave., Montgomery, AL 36111.

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

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

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

Transmitter: 1369 Adrian Lane, Montgomery.

Satellite Earth Stations: 7-meter C-band; 2-meter Ku-band.

Ownership: David D. Woods, 100%.

Began Operation: April 17, 1953. Sale to present owner by J. D. Gay, et al., approved by FCC Sept. 26, 1985. Previous sale by Oscar P. Covington and associates approved Oct. 2, 1964 (Television Digest, Vol. 4:28, 32, 41).

Represented (sales): Seitel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

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

**Personnel:**

- DAVID WOODS, president & general manager.
- SONNY STRASSBURGER, sales manager.
- PHIL WITT, chief engineer.
- KIM MCGOUGH, promotion director.
- KELLY CRABB, marketing director.

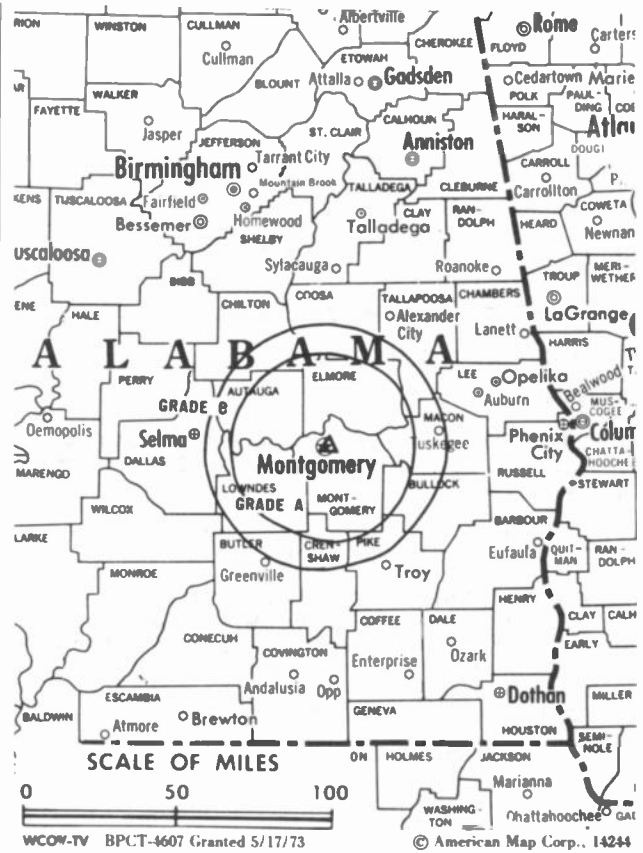
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$350.

City of License: Montgomery. ADI: Montgomery-Selma. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>ALABAMA</b>			
	Autauga	12,700	12,500	98
	Elmore	16,800	16,600	99
	Lowndes	4,000	3,900	98
	Macon	8,700	8,500	98
	Montgomery	81,400	80,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	<b>ALABAMA</b>			
	Bullock	3,600	3,500	97
	Butler	7,700	7,600	99
	Crenshaw	5,400	5,300	98
	Dallas	18,600	18,300	98
	Lee	32,300	31,900	99
	Tallapoosa	14,900	14,700	99
<b>Between 5-24%</b>				
	<b>ALABAMA</b>			
	Chilton	12,900	12,700	98
	Coffee	14,900	14,700	99
	Perry	5,000	4,900	98
	Pike	10,400	10,200	98
	Wilcox	4,600	4,500	98
<b>Station Totals</b>		<b>253,900</b>	<b>250,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>116,800</b>
<b>Average Daily Circulation (1989)</b>				<b>51,100</b>

# Alabama—Montgomery-Selma

**WKAB-TV**

Ch. 32

Network Service: ABC.

Licensee: Montgomery Alabama Ch. 32 Operating Ltd. Partnership, Box 3236, Montgomery, AL 36193.

Studio: 3251 Harrison Rd., Montgomery, AL 36109.

Telephone: 205-272-5331. TWX: 810-728-3221.

Fax: 205-271-6348.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1030-kw visual, 103-kw aural. Antenna: 794-ft. above av. terrain, 729-ft. above ground, 1016-ft. above sea level.

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

Holds CP for change to 4600-kw max. visual, 460-kw max. aural, 1799-ft. above av. terrain, 1771-ft. above ground, 2049-ft. above sea level; lat. 32° 08' 30", long. 86° 44' 43"; transmitter to 1.8-mi. from Gordonsville, bearing 32° from site to Gordonsville. BPTC-871211KG.

Transmitter: 3251 Harrison Rd., Montgomery.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Avantek receivers.

News Service: AP.

Ownership: Frey Communications South Inc., gen. partner, 40.00%; Montgomery TV 32 Investors Ltd., ltd. partner, 60.0%. Frey Communications South Inc. ownership: Louis Frey, chmn.; Michael Sanders, exec. v.p.; Nory Le Brun, v.p., chief operating officer.

Began Operation: March 24, 1962. Left air Feb. 15, 1963. Sale to present owners by Bahakel Communications Ltd. approved by FCC June 10, 1985. Sale to Bahakel by receiver Robert J. Thomas for First Alabama Corp. approved Jan. 31, 1964 by FCC. Resumed operation March 12, 1964.

Represented (sales): Petry Television Inc.

Represented (engineering): Moffet, Larson & Johnson Inc.

**Personnel:**

- LOUIS FREY, chairman.
- NORY LeBRUN, general manager.
- STEVE MICHAUD, general sales manager.
- CAROLE BYNUM, national sales manager.
- LAMAR GILBERT, chief engineer.
- MACK CARMACK, news director.
- DAVID MURPHY, operations & program director.
- AMANDA POPE, promotion & public affairs director.
- RICKY STEAD, business manager.

Highest One Hour Rate: \$1800.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$250.

City of License: Montgomery. AOI: Montgomery-Selma. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	12,700	12,500	98
	Elmore	16,800	16,600	99
	Lowndes	4,000	3,900	98
	Macon	8,700	8,500	98
	Montgomery	81,400	80,600	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Bullock	3,600	3,500	97
	Butler	7,700	7,600	99
	Crenshaw	5,400	5,300	98
	Dallas	18,600	18,300	98
	Tallapoosa	14,900	14,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Coffee	14,900	14,700	99
	Conecuh	5,600	5,500	98
	Monroe	7,900	7,700	97
	Pike	10,400	10,200	98
	Talladega	26,900	26,600	99
	Wilcox	4,600	4,500	98
<b>Station Totals</b>		<b>244,100</b>	<b>240,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>127,900</b>
<b>Average Daily Circulation (1989)</b>				<b>60,600</b>

# Alabama—Montgomery

## WMCF-TV

Ch. 45

**Network Service:** None, independent.

**Licensee:** Word of God Fellowship Inc., Box 45, Montgomery, AL 36101.

**Studio:** 6000 Monticello, Montgomery, AL 36117.

**Telephones:** 205-277-4545; 205-272-0045.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 700-kw max. visual, 70-kw aural. Antenna: 1030-ft. above av. terrain, 1040-ft. above ground, 1220-ft. above sea level.

Latitude	32°	24'	11"
Longitude	86°	11'	48"

**Transmitter:** 1.5-mi. N of intersection of Burbank Dr. & U.S. Rte. 80.

**Satellite Earth Stations:** 3 in operation; 3.8-meter C-band; M/A-Com receivers.

**Ownership:** Word of God Fellowship Inc., non-profit corp. Marcus D. Lamb, pres.; Jimmie F. Lamb, v.p.; Corrine D. Lamb, treas.; Joni T. Lamb, secy.; Tom Calender, dir.

**Began Operation:** November 25, 1985.

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

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

**Personnel:**

MARCUS LAMB, general manager.  
 STEVE WILHITE, general sales manager.  
 DAVE THOMPSON, chief engineer.  
 JACK TEMPLE, program director.  
 LAURIE THOMPSON, business manager.

**Highest One Hour Rate:** \$500.

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



**Arbitron Data:** Not available.

**City of License:** Montgomery. **ADI:** Montgomery-Selma. **Rank:** 107.



# Alabama—Montgomery

**WSFA**

Ch. 12

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., Box 250251, Montgomery, AL 36125-0251.

Studio: 10 E. Delano Ave., Montgomery, AL 36105.

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

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter; Harris Ku-band; Scientific-Atlanta receivers.

News Services: AP, UPI, NBC.

Ownership: Cosmos Broadcasting Corp., 100%. See Group Ownership of Television Stations.

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

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

Represented (legal): Dow, Lohnes & Albertson.

**Personnel:**

MEL STEBBINS, vice president & general manager.  
CARL STEPHENS, operations manager.  
TOM NORRIS, general sales manager.  
JOHN SCHUSTER, local sales manager.  
CHARLES HAISTEN, chief engineer.  
PHIL GROSSMAN, news director.  
LESLIE MORRIS, promotion manager.  
STEPHEN WATKINS, business manager.  
ROGER THOMAS, production manager.

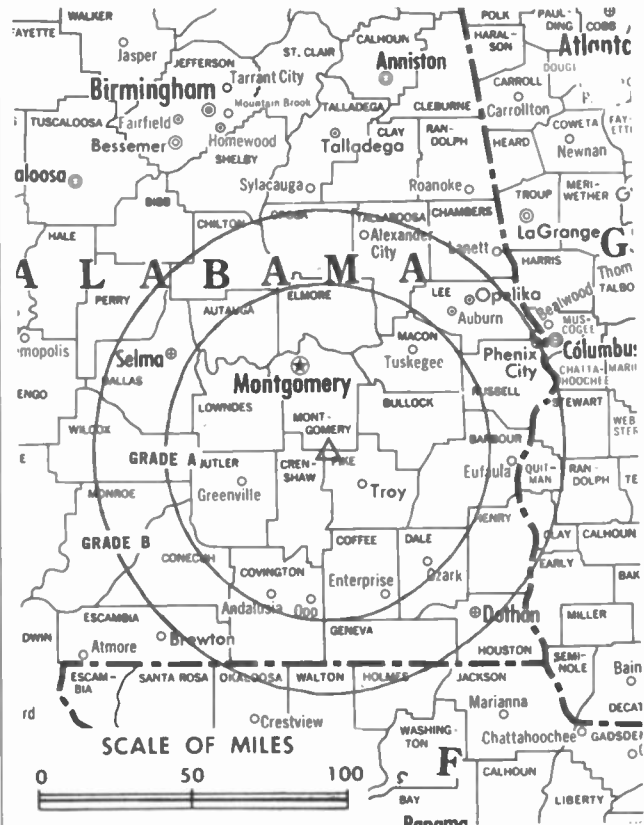
Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$2700.

City of License: Montgomery. ADI: Montgomery-Selma. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	12,700	12,500	98
	Barbour	9,200	9,000	98
	Bullock	3,600	3,500	97
	Butler	7,700	7,600	99
	Chambers	14,500	14,300	99
	Coffee	14,900	14,700	99
	Conecuh	5,600	5,500	98
	Coosa	4,400	4,300	98
	Covington	14,500	14,300	99
	Crenshaw	5,400	5,300	98
	Dale	16,500	16,300	99
	Dallas	18,600	18,300	98
	Elmore	16,800	16,600	99
	Geneva	9,100	9,000	99
	Henry	5,600	5,500	98
	Houston	31,300	31,000	99
	Lee	32,300	31,900	99



WSFA 8PCT-3643 Granted 3/13/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lowndes	4,000	3,900	98
	Macon	8,700	8,500	98
	Montgomery	81,400	80,600	99
	Perry	5,000	4,900	98
	Pike	10,400	10,200	98
	Tallapoosa	14,900	14,700	99
	Wilcox	4,600	4,500	98
	<b>GEORGIA</b>			
	Quitman	800	800	100
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Chilton	12,900	12,700	98
	Clarke	9,400	9,200	98
	Clay	4,800	4,700	98
	Marengo	8,600	8,400	98
	Monroe	7,900	7,700	97
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Clay	1,200	1,200	100
	<b>ALABAMA</b>			
	<b>Between 5-24%</b>	Escambia	12,800	12,600
Russell		18,200	17,900	99
Talladega		26,900	26,600	99
Tuscaloosa		53,500	52,900	99
<b>FLORIDA</b>				
Holmes		6,300	6,100	97
Walton		11,100	10,900	98
<b>GEORGIA</b>				
Early		4,700	4,600	98
Randolph		3,300	3,200	97
Stewart	1,900	1,800	95	
Talbot	2,200	2,100	95	
<b>Station Totals</b>		<b>545,600</b>	<b>537,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>329,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>219,700</b>	

# Alabama—Montgomery-Selma

**WAKA**

Ch. 8

**Network Service:** CBS.

**Licensee:** Alabama Telecasters Inc., Box 230667, Montgomery, AL 36123.

**Studio:** 3020 Eastern Blvd., Montgomery, AL 36116.

**Studio:** 555 Land Line Rd., Selma, AL 36701.

**Mailing Address:** Box 230667, Montgomery, AL 36123.

**Mailing Address:** Box 1888, Selma, AL 36701.

**Telephones:** 205-279-8787; 205-875-2240. TWX: 810-733-0055.

**Fax:** 205-271-3922.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: Circularly polarized, 1760-ft. above av. terrain, 1757-ft. above ground, 2000-ft. above sea level.

Latitude 32° 08' 58"  
Longitude 86° 46' 48"

**Transmitter:** Rte. 12, 3-mi. W of Gordonsville, AL.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Emcee, 4-meter C-band; RCA, 4-meter Ku-band; Scientific-Atlanta, 4-meter C-band; Kavouras, M/A-Com, Scientific-Atlanta, Vertex receivers.

**News Services:** AP, CBS.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 17, 1960; left air July 1968 following fire which destroyed studio, offices & transmitting equipment. Sale to Charles F. Grisham, et al., by William J. Brennan, William E. Bennis, et al., approved by FCC Jan. 1971. Resumed operation Nov. 1, 1973. Sale to present owner by Charles F. Grisham, et al., approved by FCC June 10, 1985.

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

**Represented (legal):** Jeffrey W. Malickson.

**Personnel:**

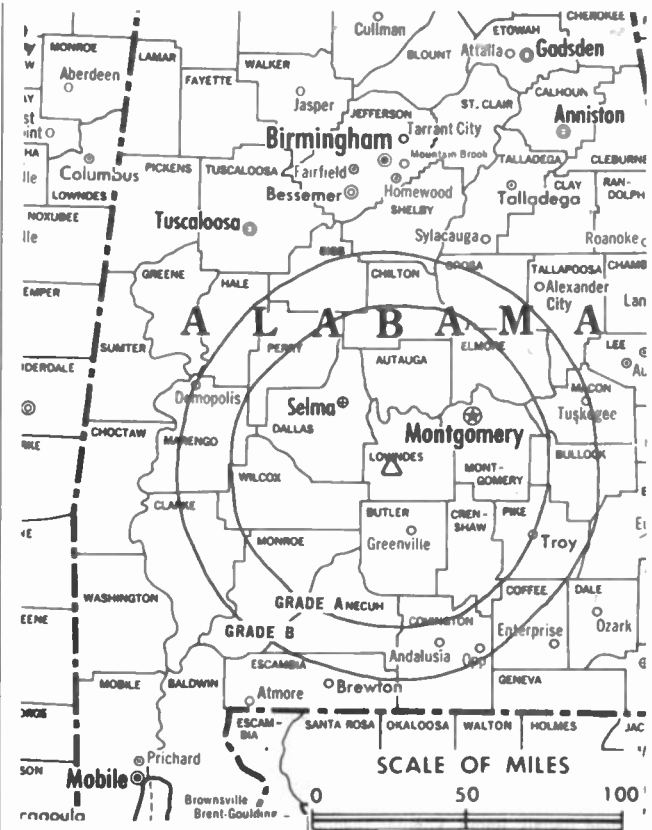
- CY N. BAHAKEL, president.
- JACK C. LONG, general manager.
- BILL BYRD, station manager & general sales manager.
- MARK SMITH, operations manager & program director.
- JOHNNIE WRIGHT, chief engineer.
- JON MANGUM, news director.
- DAWN MAREK, promotion manager.
- ANGIE PEDRICK, traffic director.
- DOROTHY MARTIN, business manager.

**Highest 30 Sec. Rate:** \$850.

**City of License:** Selma. ADI: Montgomery-Selma. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	ALABAMA	12,700	12,500	98
	Autauga	3,600	3,500	97
	Bullock	7,700	7,600	99



WAKA BMPCT-840904KL Granted 11/16/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Conecuh	5,600	5,500	98
	Coosa	4,400	4,300	98
	Crenshaw	5,400	5,300	98
	Dallas	18,600	18,300	98
	Elmore	16,800	16,600	99
	Lowndes	4,000	3,900	98
	Macon	8,700	8,500	98
	Marengo	8,600	8,400	98
	Montgomery	81,400	80,600	99
	Perry	5,000	4,900	98
	Pike	10,400	10,200	98
	Wilcox	4,600	4,500	98
<b>Between 25-49%</b>				
	ALABAMA	12,900	12,700	98
	Chilton	5,900	5,800	97
	Choctaw	9,400	9,200	98
	Clarke	14,500	14,300	99
	Covington	5,100	5,000	98
	Hale	7,900	7,700	97
	Tallapoosa	14,900	14,700	99
<b>Between 5-24%</b>				
	ALABAMA	6,000	5,900	98
	Bibb	14,900	14,700	99
	Coffee	16,500	16,300	99
	Dale	3,600	3,500	97
	Sumter	5,400	5,300	98
<b>Station Totals</b>		<b>314,500</b>	<b>309,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>198,300</b>
<b>Average Daily Circulation (1989)</b>				<b>116,600</b>

# Alabama—Opelika-Auburn

**WSWS**

**Ch. 66**

**Network Service:** None, independent.

**Licensee:** Christian Television Corp. of Alabama, 8100 Ulmerton Rd., Largo, FL 33541.

**Studio:** 1800 Pepperell Pkwy., Opelika, AL 36801.

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

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

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

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

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

**Ownership:** Christian TV Network, non-profit corp. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1982. Sale to present owners by Richard C. Hilton, et al., approved by FCC July 30, 1984.

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

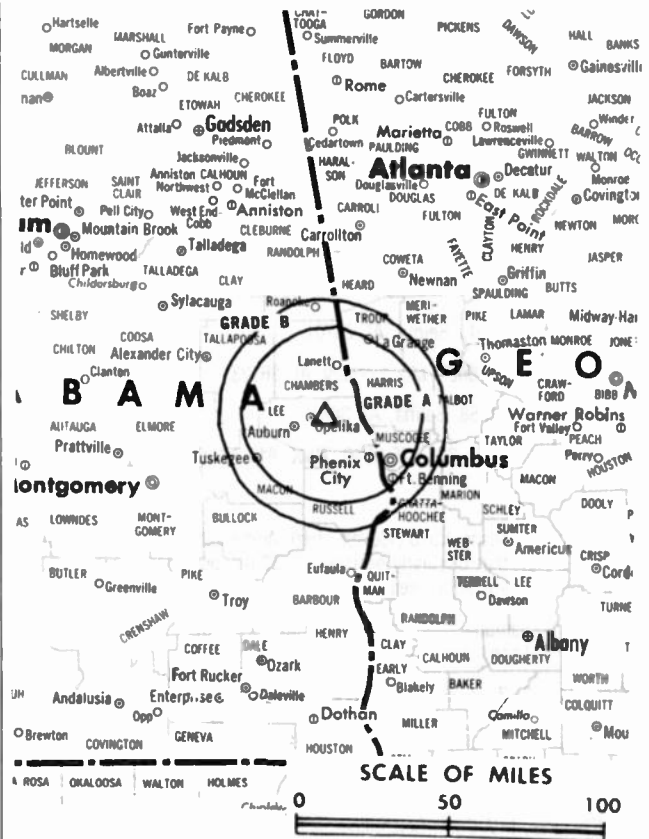
**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

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

**Personnel:**

ROBERT D'ANDREA, president & general manager.  
 BILL BRYAN, chief engineer.  
 CLAY MULLINS, program director.

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



WSWS BMPCT-811216KE Granted 1/12/82 | © American Map Corp., 14244

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Opelika. **ADI:** Columbus, GA. **Rank:** 115.

# Alabama—Tuscaloosa

## WCFT-TV

Ch. 33

Network Service: CBS.

Licensee: Beam Bcstrs. Ltd., Debtor-in-Possession, 50 W. Mashta Dr., Key Biscayne, FL 33149.

Mailing Address: Box 5239, Tuscaloosa, AL 35401.

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

Telephone: 205-533-1333.

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

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

Transmitter: 4000 37th St. E, Tuscaloosa.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Beam Communications Corp., 100%. See Group Ownership of Television Stations.

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

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

### Personnel:

JIM CARUTHERS, vice president & general manager.  
TOMMY RAY, operations manager.  
JOHN FLETCHER, chief engineer.  
JOHNNIE BLACKBURN, promotion director.

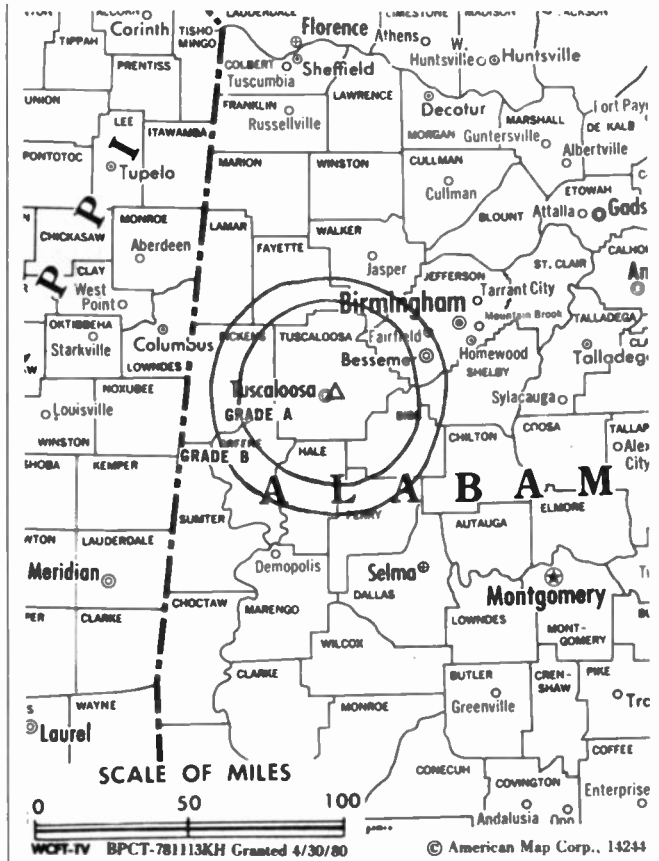
Highest 30 Sec. Rate: \$210.

NETWORK BASE HOURLY RATE: \$152.

City of License: Tuscaloosa. ADI: Tuscaloosa. Rank: 185.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Tuscaloosa	53,500	52,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ALABAMA</b>			
	Greene	3,600	3,500	97
	Hale	5,100	5,000	98
	Pickens	7,200	7,100	98
Between 5-24%	Sumter	5,400	5,300	98
	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Fayette	7,200	7,100	99
	Lamar	6,300	6,200	98
	Marengo	8,600	8,400	98
MISSISSIPPI	Marion	12,300	12,200	99
	Perry	5,000	4,900	98
Station Totals	Lowndes	21,800	21,600	99
	<b>Net Weekly Circulation (1989)</b>	<b>142,000</b>	<b>140,100</b>	<b>99</b>
	<b>Average Daily Circulation (1989)</b>			<b>63,800</b>
				<b>37,100</b>

# Alabama—Tuscaloosa

**WDBB**

Ch. 17

**Network Service:** Fox.

**Licensee:** Channel 17 Associates Ltd., 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

**Studio:** 651 Beacon Parkway West, Birmingham, AL 35209.

**Telephones:** 205-345-1117; 205-942-1717. **TWX:** 910-240-2492.

**Fax:** 205-945-7030. **Easylink:** 628-14877.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 3680-kw max. visual, 368-kw max. aural. Antenna: 2215-ft. above av. terrain, 1967-ft. above ground, 2642-ft. above sea level.

Latitude 33° 28' 51"  
Longitude 87° 24' 03"

**Transmitter:** 5-mi. E of Windham Springs.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter; AFC, 4.5-meter; Pinzone, RCA receivers.

**News Service:** UPI.

**Ownership:** Channel 17 Associates Ltd. Channel 17 Associates Ltd. Ownership: David R. DuBose, pres.-gen. partner, 68.80%; Richard G. Brennan, secy.-gen. partner, 11.90%; Karen C. Brennan, gen. partner, 10.00%.

**Began Operation:** October 8, 1984.

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

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

**Represented (engineering):** Mullaney Engineering Inc.

**Personnel:**

- DAVID R. DUBOSE, president.
- CHARLES ROUNTREE, general manager.
- R. GREY BRENNAN, vice president & director of station affairs.
- PAUL BANKSTON, general sales manager.
- MIKE ELROD, local sales manager.
- JOHN BATSON, chief engineer.
- EVA LOPEZ, program & promotion director.
- ROBIN PRICE, business manager.

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

**Highest 30 Sec. Rate:** \$400.

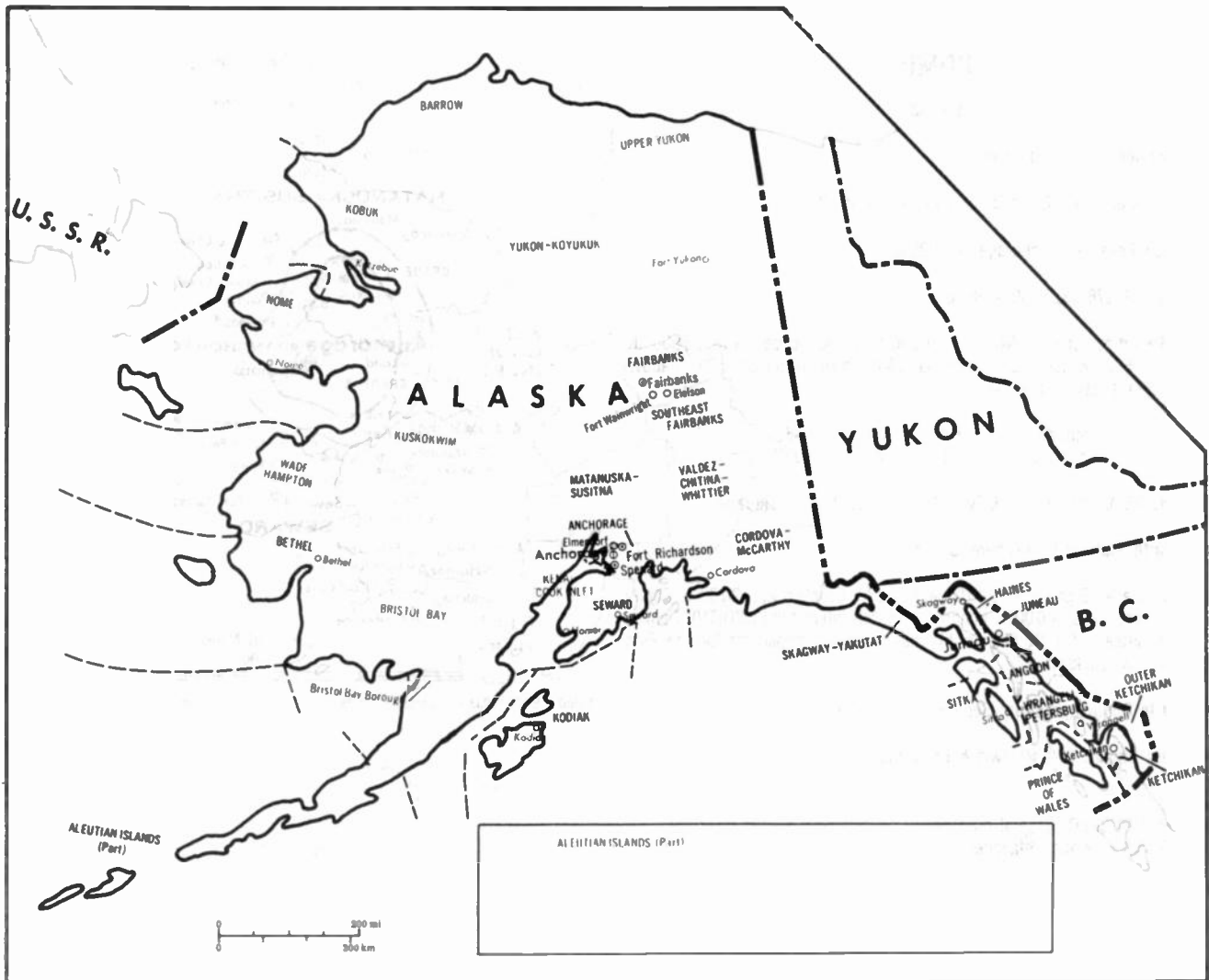
**City of License:** Tuscaloosa. **ADI:** Tuscaloosa. **Rank:** 185.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Fayette	7,200	7,100	99
	Greene	3,600	3,500	97
	Hale	5,100	5,000	98
	Lamar	6,300	6,200	98
	Marion	12,300	12,200	99
	Pickens	7,200	7,100	98
	Tuscaloosa	53,500	52,900	99
	Walker	26,300	26,100	99
	Winston	9,000	8,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Blount	15,200	15,100	99
	Chilton	12,900	12,700	98
	Cullman	25,600	25,400	99
	Jefferson	264,600	263,000	99
	Marengo	8,600	8,400	98
	Shelby	30,200	30,000	99
	Sumter	5,400	5,300	98
	Talladega	26,900	26,600	99
	<b>Between 5-24%</b>	<b>ALABAMA</b>		
Calhoun		44,800	44,500	99
Cherokee		7,300	7,200	99
Coosa		4,400	4,300	98
De Kalb		21,300	21,000	99
Etowah		39,500	39,200	99
Franklin		11,200	11,100	99
Marshall		28,200	27,900	99
Perry		5,000	4,900	98
St Clair		17,200	17,000	99
<b>MISSISSIPPI</b>				
Clay	7,400	7,300	99	
Kemper	3,600	3,500	97	
Lowndes	21,800	21,600	99	
Noxubee	4,100	4,000	98	
Oktibbeha	12,500	12,200	98	
<b>Station Totals</b>		<b>754,200</b>	<b>747,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>249,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>95,200</b>	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Anchorage.....	•	•	KDMD (33), KIMO (13), KTBY (4), KTUU-TV (2), KTVA (11)
Fairbanks.....	•	•	KATN (2), KTVF (11)
Juneau.....	•	•	KJUD (8)
North Pole.....	•	•	KJNP-TV (4)
Sitka.....	•	•	KTNL (13)

**Alaska Station Totals as of October 1, 1989**

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

**\* ARBITRON DOES NOT HAVE WEEKLY CIRCULATION DATA FOR ALASKA.**

# Alaska—Anchorage

**KDMD**

**Ch. 33**

**Network Service:** None, independent.

**Grantee:** Echonet Corp., Box 255, Evergreen, CO 80439.

**Studio:** 3935 Reka Dr., Anchorage, AK 99508.

**Telephones:** 907-278-3322; 303-526-1039.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 98-ft. above av. terrain, 528-ft. above ground, 1594-ft. above sea level.

Latitude	61°	09'	57"
Longitude	149°	41'	02"

**Transmitter:** NE 1/2 of section 6, Twp. 12 N, range 2 W, Anchorage.

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

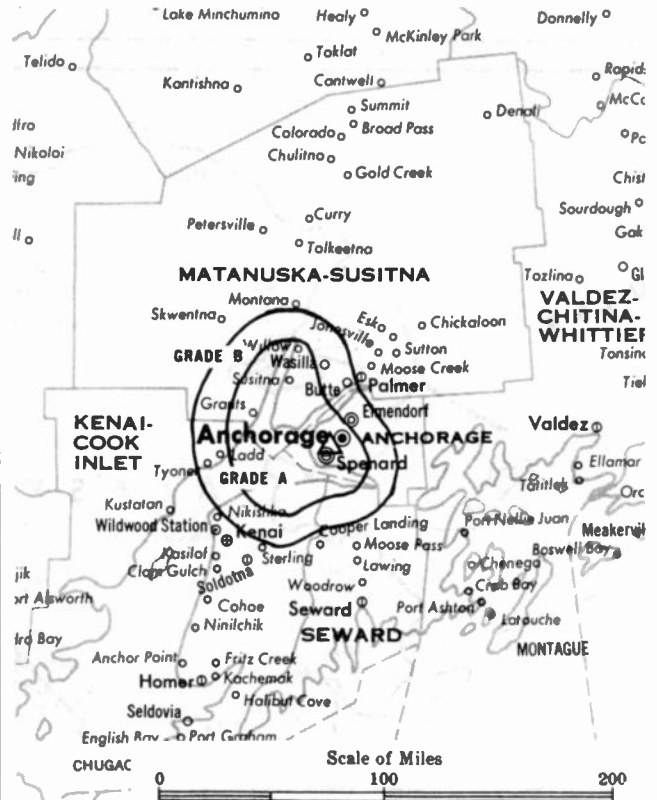
**Ownership:** Charles Ergen, pres., 40.00%; David M. Drucker, v.p., 20.00%; Candy M. Ergen, secy.-treas., 40.00%. Echonet Corp. has interest in KUBD(TV), Denver, CO; is permittee of Ch. 20 Billings, MT; has interest in applicants for new FMs in Odessa, TX; Jackson, WY.

**Scheduled to Begin Operation:** September 15, 1989.

**Represented (legal):** Cole, Raywid & Braverman.

**Personnel:**

DAVID M. DRUCKER, general manager.  
 STEVE GAASCH, station manager.  
 FRANK MENGLE, chief engineer.



KDMD BPCT-870331LA Granted 12/21/88

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**City of License:** Anchorage.

# Alaska—Anchorage

## KIMO

Ch. 13

**Network Service:** ABC.

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

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

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

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 39-kw visual, 7.8-kw aural. Antenna: 87-ft. above av. terrain, 294-ft. above ground, 400-ft. above sea level.

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

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

**Satellite Earth Stations:** Harris, 7-meter C-band; Harris, 9-meter C-band; Harris receivers.

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

**Ownership:** Alaska Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

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

**Represented (sales):** Katz Television; The Tacher Co. (regionally).

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

### Personnel:

DUANE L. TRIPLETT, president & chief executive officer.  
 RICHARD M. ZOOK, executive vice president & chief operating officer.  
 B. G. RANDLETT, sr. vice president, statewide operations & special events.  
 LARRY HOGUE, general sales manager.  
 JOHN KARNOS, national sales manager.  
 DAVE PATRICK, news director.



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

**Highest 30 Sec. Rate:** \$600.

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

**City of License:** Anchorage.



# Alaska—Anchorage

## KTBY

Ch. 4

**Network Service:** Fox.

**Licensee:** KTBY Inc., 1840 S. Bragaw St., Suite 101, Anchorage, AK 99508.

**Studio:** 1840 S. Bragaw St., Suite 101, Anchorage, AK 99508.

**Telephone:** 907-274-0404. **Telex:** 62258710. **Fax:** 907-274-3284.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 42.5-kw visual, 8.5-kw aural. Antenna: Circulatory polarized, 180-ft. above av. terrain, 263-ft. above ground, 359-ft. above sea level.

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

**Transmitter:** 300 W. 3rd Ave., Anchorage.

**Satellite Earth Stations:** Superior, 6-meter Ku & C-band; M/A-Com, 4-meter C-band; Agile, Omni receivers.

**Ownership:** Ronald K. Bradley, 100%.

**Began Operation:** December 2, 1983. Sale to Tak Communications by Totem Bcstg. Corp. approved by FCC July 11, 1984. Sale to present owner approved Feb. 5, 1985.

**Represented (sales):** Broadcast Spot Sales; Northwest Television Sales.

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

**Represented (engineering):** Octagon Corp.

**KTBY-TV is a market leader with**



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KTBY BPCT-860410KH Granted 6/10/86 © American Map Corp., No. 14244

**Personnel:**

- RONALD K. BRADLEY, general manager.
- SEAN M. BRADLEY, station manager & sales manager.
- THERESA LARSON, program manager.
- REGNER A. CAPENER, chief engineer.
- K. B. TOMPKINS, promotion director.

**Highest 30 Sec. Rate:** \$240.

**City of License:** Anchorage.

# Alaska—Anchorage

## KTUU-TV

Ch. 2

**Network Service:** NBC.

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

**Studio:** 630 W. 4th Ave., Anchorage, AK 99501.

**Telephone:** 907-257-0202. **Fax:** 907-274-3318.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 720-ft. above av. terrain, 719-ft. above ground, 834-ft. above sea level.

Latitude	61°	25'	22"
Longitude	149°	52'	20"

**Transmitter:** Mile 3, Point Mackenzie Rd., Matanuska-Susitna Borough.

**Satellite Earth Stations:** Anixter-Mark, 5-meter C-band; Harris, 3-meter C-band; Harris receivers.

**News Services:** AP, NBC.

**Ownership:** Jessica L. Longston, pres., 50.49%; L. Berenice Brownlow, v.p., 1.66%; Cora V. Zaser, secy-treas., 46.19%; Greg Zaser, v.p.-asst. secy.; Charles T. Brownlow, 0.83%; Kathleen B. Ward, 0.83%. J. L. Longston owns Othello Outlook (Othello, WA newspaper) & Columbus Basic Farmer (farm magazine, Othello, WA). The Brownlows & Ward own KOHI(AM), St. Helens, OR.

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

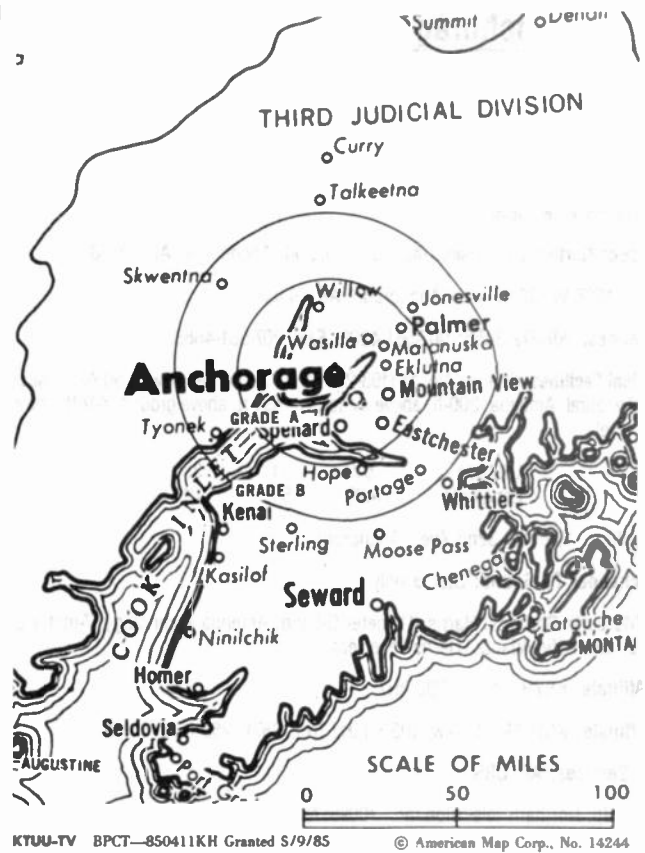
**Represented (sales):** Blair Television.

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

**Represented (engineering):** Octagon Co.

**Personnel:**

JESSICA L. LONGSTON, president.  
 AL BRAMSTEDT JR., general manager.  
 LELAND R. VERSCHUEREN, chief engineer.  
 NANCY JOHNSON, marketing director & national sales manager.  
 ANDREW MACLEOD, local sales manager.  
 RANDY UPTON, news director.



KTUU-TV BPCT—850411KH Granted S/9/85

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SANDRA MOORE, program director.  
 CECIL KELLY, promotion director.  
 BILL DOWD, control room director.  
 PETER DeETTA, business manager.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$750.

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

**City of License:** Anchorage.

# Alaska—Anchorage

**KTVA**

Ch. 11

**Network Service:** CBS.

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

**Studio:** 1007 W. 32nd Ave., Anchorage, AK 99503.

**Telephones:** 907-272-3456; 907-561-4200. Fax: 907-561-4688.

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

Latitude	61°	11'	33"
Longitude	149°	54'	01"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 11-meter C-band; Antenna Technology, 7-meter C-band; Scientific-Atlanta, Harris receivers.

**AM Affiliate:** KBYR, 10-kw, 700 kHz.

**FM Affiliate:** KNIK-FM, 25-kw, 105.3 mHz (No. 287), 255-ft.

**News Services:** AP, CBS.

**Ownership:** Northern Television Inc., 100%. Northern Television Inc. Ownership: A. G. Hiebert, chief exec. officer, 42.27%; William English, v.p., 1.30%; P. A. Hiebert, secy.-treas., 2.61%; others, none with as much as 3%. Northern Television Inc. owns KTVF, Fairbanks; radios KBYR & KNIK-FM, Anchorage & KCBF, Fairbanks, AK.

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

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

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

**Personnel:**

A. G. HIEBERT, chairman.  
 RON L. MOORE, president.  
 BRUCE SLOAN, vice president, Anchorage operations.  
 DUANE MILLSAP, chief engineer.  
 STEVE STRAIGHT, local sales manager.  
 JENNIE SMELKER, national sales manager.



KTVA BPCT-3547 Granted 7/20/65

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STEVE MACDONALD, news director.  
 RANDY KRUSE, promotion director.

**Highest One Hour Rate:** \$3700.

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

**NETWORK BASE HOURLY RATE:** \$200. Combination rate with KTVF, \$350.

**City of License:** Anchorage.

# Alaska—Fairbanks

## KATN

Ch. 2

**Network Service:** ABC, NBC.

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

**Studio:** 516 Second Ave., Fairbanks, AK 99701.

**Mailing Address:** Box 74730, Fairbanks, AK 99707.

**Telephone:** 907-452-2125. **TWX:** 09036645. **Telex:** 456-8225.

**Fax:** 907-452-8225.

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

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

**Transmitter:** 516 Second Ave.

**Satellite Earth Stations:** Harris, 9-meter; Anixter-Mark, 5-meter; Harris, Microdyne receivers.

**News Service:** AP.

**Ownership:** Alaska Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

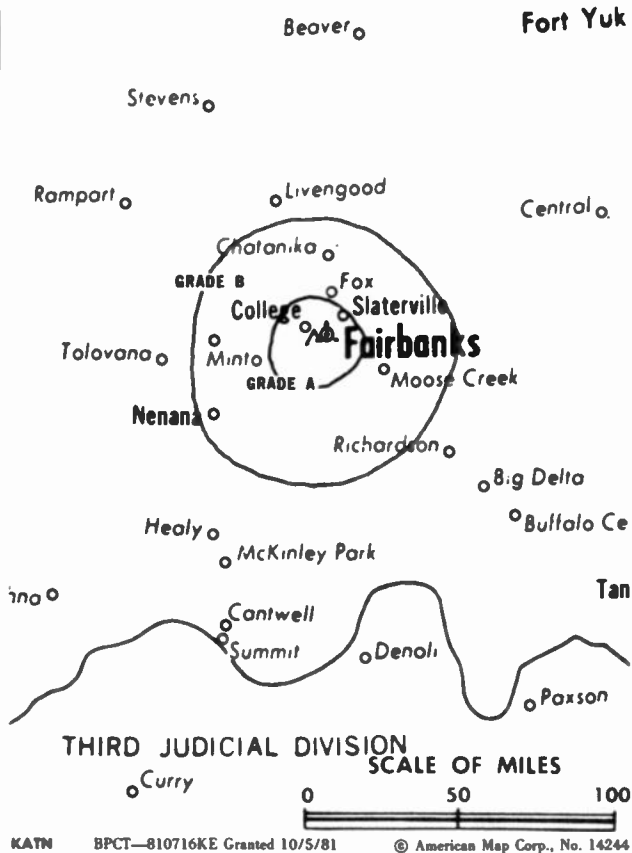
**Began Operation:** March 1, 1955. Sale to present owner by Channel 2 Bcstg. Co. approved by FCC June 8, 1984.

**Represented (sales):** Katz Television; The Tacher Co. (regionally).

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

**Personnel:**

DUANE L. TRIPLETT, president.  
 DAVID L. GEESIN, general manager.  
 J. B. KRAUSE, station & general sales manager.  
 MIKE BOSLET, chief engineer.  
 KIRK RICHMOND, local sales manager.  
 JIM POUND, news director.  
 TERRI HOTALING, program director.  
 DEL JESSEN, promotion director.



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

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

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

**City of License:** Fairbanks.

# Alaska—Fairbanks

**KTVF**

Ch. 11

**Network Service:** CBS, NBC.

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

**Studio:** 3rd & Lacey Streets, Fairbanks, AK 99701.

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

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 50-kw visual, 5.5-kw aural. Antenna: Minus 49-ft. above av. terrain, 151-ft. above ground, 587-ft. above sea level.

Latitude	64°	50'	35.70"
Longitude	147°	42'	47.60"

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

**Satellite Earth Stations:** Harris, 11-meter C-band; Harris, 6.1-meter C-band; Harris, 5-meter C-band; Microdyne, Harris receivers.

**AM Affiliate:** KCBF.

**News Service:** AP.

**Ownership:** Northern Television Inc., 100%. See KTVA, Anchorage, AK.

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

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

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

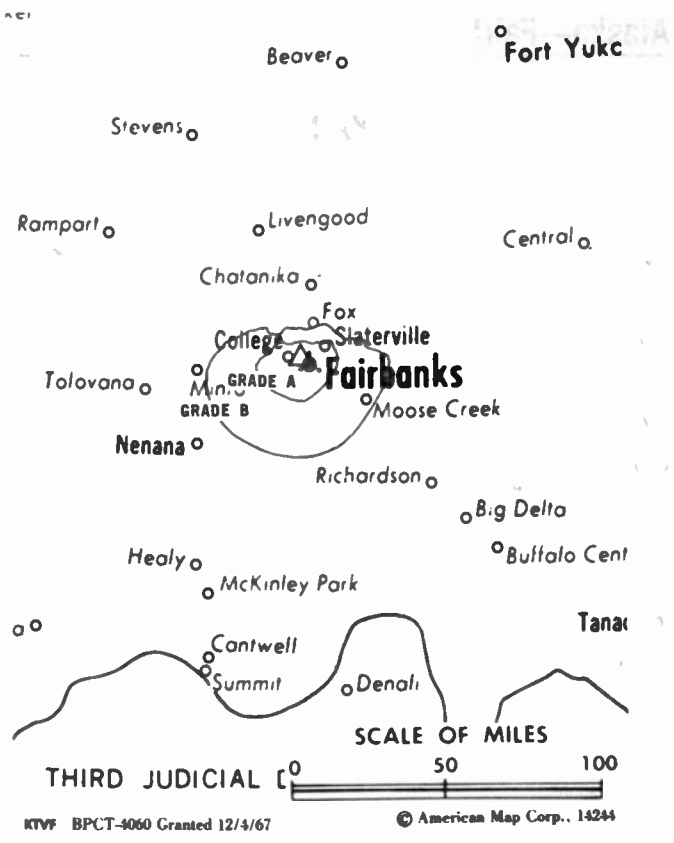
**Personnel:**

A. G. HIEBERT, chairman.  
HENRY H. HOVE, president & general manager.

**KTVF-TV is a market leader with**



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SALLY CRAWFORD, general sales manager.  
LESTER SECREST, chief engineer.  
ROBERT JOHNSTON, news director.  
LOIS PEYTON, program director.  
MEG GAYDOSIK, promotion director.  
JAN WARD, business manager.

**Highest 30 Sec. Rate:** \$275.

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

**City of License:** Fairbanks.

# Alaska—Juneau

**KJUD**

Ch. 8

**Network Service:** ABC, NBC.

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

**Studio:** 1107 8th St., Juneau, AK 99801.

**Telephone:** 907-586-3145. **Fax:** 907-463-3041.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 0.204-kw visual, 0.04-kw aural. Antenna: Minus 950-ft. above av. terrain, erected over tidewater, 277-ft. above sea level.

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

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

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

**News Service:** AP.

**Ownership:** Alaska Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

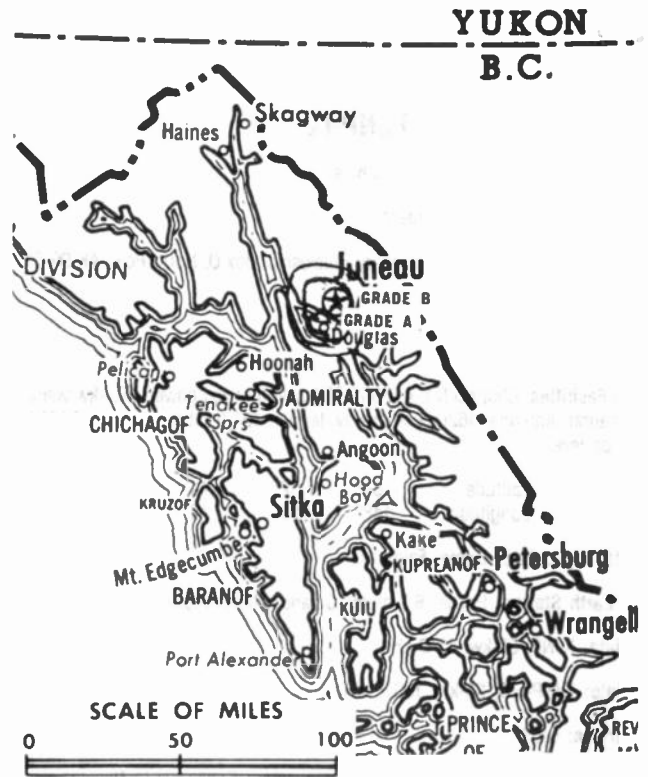
**Began Operation:** February 19, 1956. Sale to Midnight Sun & others by W. J. Wagner approved April 29, 1959 by FCC (*Television Digest*, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%. Sale to KINY Assoc. approved by FCC Dec. 11, 1981. Sale to present owners approved Nov. 24, 1982.

**Represented (sales):** Katz Television; The Tacher Co. (Northwest).

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

**Personnel:**

JOHN KARNOS, station manager.  
LILLIAN LOVE, director of business administration.  
RICK KEMP, chief engineer.  
DAVE PATRICK, news director.  
MARY HICKS, director of operations & programming.



KJUD BPCT-4637 Granted 10/11/73

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

**Highest 30 Sec. Rate:** \$210.

**City of License:** Juneau.

# Alaska—North Pole

## KJNP-TV

Ch. 4

**Network Service:** None, independent.

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

**Studio:** North Pole, AK.

**Telephone:** 907-488-2216.

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

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

**Transmitter:** Atop Ester Dome, Fairbanks.

**Satellite Earth Station:** Harris, 6.2-meter C-band; Harris receivers.

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

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

**News Service:** CNN.

**Ownership:** Non-stock corp. Donald L. Nelson, pres.; Genevieve L. Nelson, exec. v.p.; Yvonne L. Carriker, secy.-treas.; Norman Peterson Jr.; Ronald Scheimo.

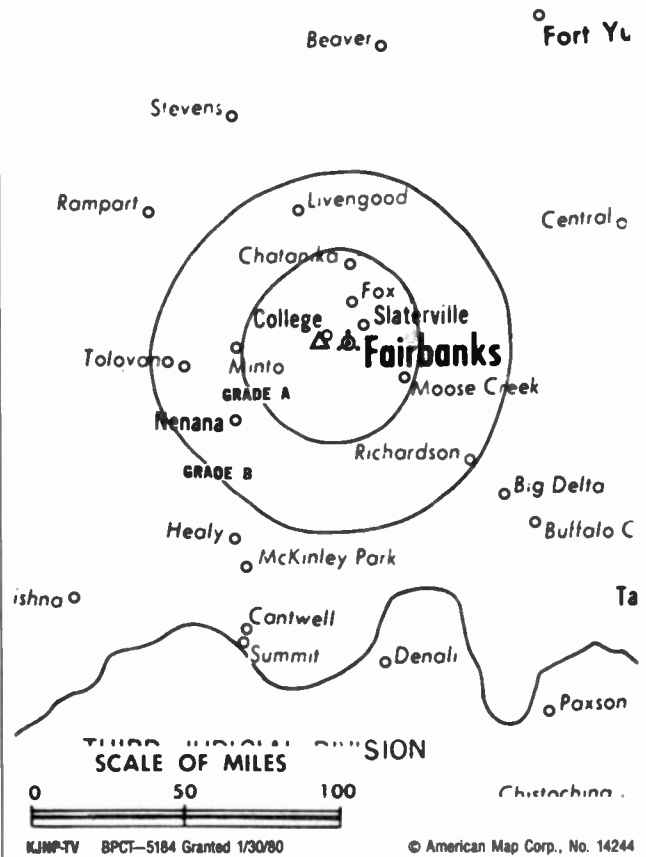
**Began Operation:** December 7, 1981.

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

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

**Personnel:**

DONALD L. NELSON, president/director.  
 GEN NELSON, executive vice president.  
 YVONNE CARRIKER, secretary/treasurer & general manager.  
 RICHARD DLSON, administrative assistant & sales manager.  
 ERIC NICHOLS, director of engineering.



ROGER SKDLD, station manager & news director.  
 BEVERLY DLSON, program director.

**Highest 30 Sec. Rate:** \$60.

**City of License:** North Pole.

# Alaska—Sitka

**KTNL**

Ch. 13

**Network Service:** CBS.

**Licensee:** Dan & Kathie Etulain, 520 Lake St., Sitka, AK 99835.

**Studio:** 520 Lake St., Sitka, AK 99835.

**Telephone:** 907-747-8488. **Fax:** 907-747-4727.

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

Latitude	57°	03'	26.50''
Longitude	135°	20'	02.00''

**Transmitter:** 611 Lake St.

**Satellite Earth Station:** Cosmos, 3.6-meter; Drake receivers.

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

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

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

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

**Personnel:**

DAN ETULAIN, president & general manager.  
KATHIE ETULAIN, vice president & secretary/treasurer.  
DEBBIE MOCKERMAN, general sales manager & marketing director.  
MICHELLE WRIGHT, local sales manager & promotion director.  
GARTH KANEN, chief engineer.  
NAT MANDEL, news & program director.  
BARBARA CASON, business manager.



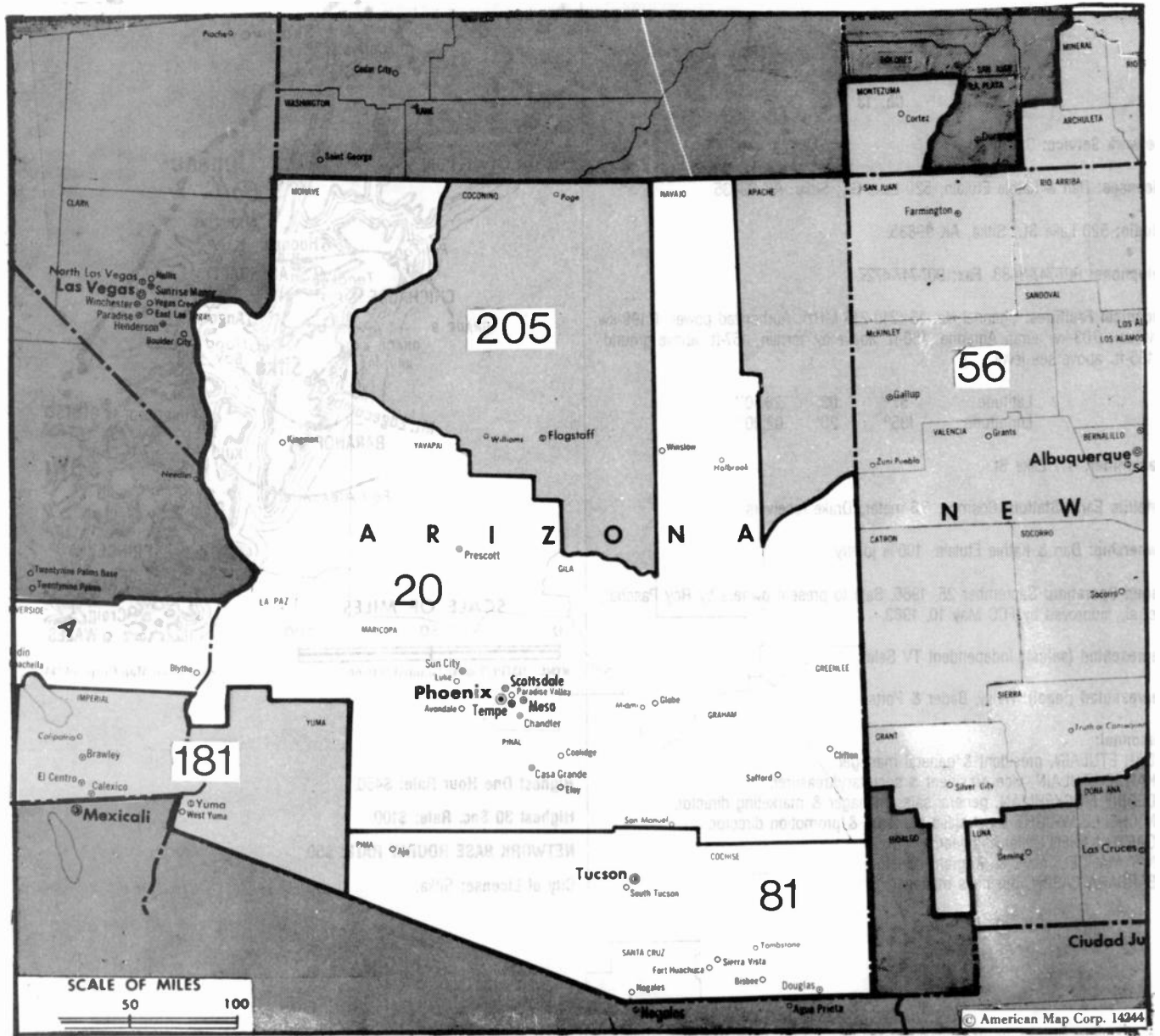
**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$100.

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

**City of License:** Sitka.





Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Phoenix, AZ	959,700	20	KMOH-TV (6), KNXV-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7), KUTP (45)
Albuquerque, NM	451,500	56	KCHF (11), KGGM-TV (13), KGSW-TV (14), KLUZ-TV (41), KNAT (23), KKTO (2), KOAT-TV (7), KOB-TV (4), KOBF (12), KWNM-TV (10)
Tucson, AZ	299,800	81	KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KTTU-TV (18), KVOA-TV (4)
El Centro, CA-Yuma, AZ	62,500	181	KECY-TV (9), KYEL-TV (13), KYMA (11)
Flagstaff, AZ	28,200	205	KNAZ-TV (2)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

KPNX-TV, Mesa	See Phoenix, AZ
KMSB-TV, Nogales	See Tucson, AZ
KUSK, Phoenix	See Prescott, AZ
KECY-TV, Yuma	See El Centro, CA

**Arizona Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	13	6	19
Educational Television Stations	2	1	3
	15	7	22

# Arizona—Flagstaff

## KNAZ-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Grand Canyon TV Co. Inc., Box 3360, Flagstaff, AZ 86003.

**Studio:** 2201 N. Vickey Dr., Flagstaff, AZ 86001.

**Telephone:** 602-526-2232. **TWX:** 910-972-0908. **Fax:** 602-526-8110.

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

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

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6-meter; Harris receivers.

**News Services:** AP, NPS.

**Ownership:** Grand Canyon Acquisition Assoc. L.P., 100%. Grand Canyon Acquisition Assoc. L.P. Ownership: Peter J. Klein, pres., 100% voting stock; William F. Case, secy. GCAA also owns KMOH-TV, Kingman, AZ.

**Began Operation:** May 2, 1970. Sale to present owner approved by FCC Nov. 16, 1988 (*Television Digest*, Vol. 29:3). Sale to Capitol Bcstg. Co. by Wendell Elliot Jr., et al., approved by FCC Jan. 7, 1981. Transfer of control to individual shareholders of Capitol approved by FCC Jan. 5, 1984.

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

**Represented (legal):** Leventhal, Senter & Lerman.

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

**Personnel:**

DON PURNELL, general manager.  
JOHN PARKER, chief engineer.  
KARI AMAROSSO, news director.

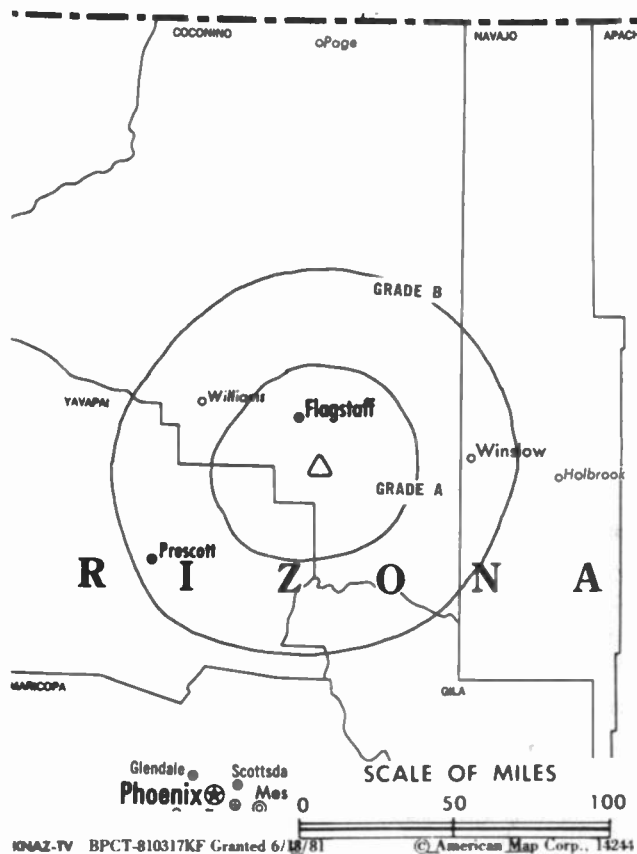
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$360.

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

**City of License:** Flagstaff. **ADI:** Flagstaff. **Rank:** 205.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>50% &amp; Over</b>	Coconino	30,100	28,000	93
<b>ARIZONA</b>				
<b>Between 25-49%</b>	Navajo	22,500	20,700	92
	Yavapai	40,800	38,900	95
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Apache North	12,000	10,800	90
	Apache South	3,800	3,400	89
<b>Station Totals</b>		<b>109,200</b>	<b>101,800</b>	<b>93</b>
<b>Net Weekly Circulation (1989)</b>			<b>43,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>22,900</b>	

# Arizona—Kingman

## KMOH-TV

Ch. 6

**Network Service:** None, independent.

**Licensee:** Grand Canyon Television Co. Inc., 2201 N. Vickey Dr., Flagstaff, AZ 86001.

**Studio:** 2999 Airways, Kingman, AZ 86401.

**Telephone:** 602-757-7676.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1920-ft. above av. terrain, 75-ft. above ground, 4496-ft. above sea level.

Latitude	35°	01'	57"
Longitude	114°	21'	56"

**Transmitter:** Black Mountains, approx. 1-mi. ENE of Oatman.

**Ownership:** Grand Canyon Acquisition Assoc. L.P., 100%. Peter J. Klein, pres., 100% voting stock; William F. Case, secy. Also owns KNAZ-TV, Flagstaff, AZ.

**Began Operation:** February 26, 1988. Sale to present owner approved by FCC Nov. 16, 1988 (*Television Digest*, Vol. 29:3).

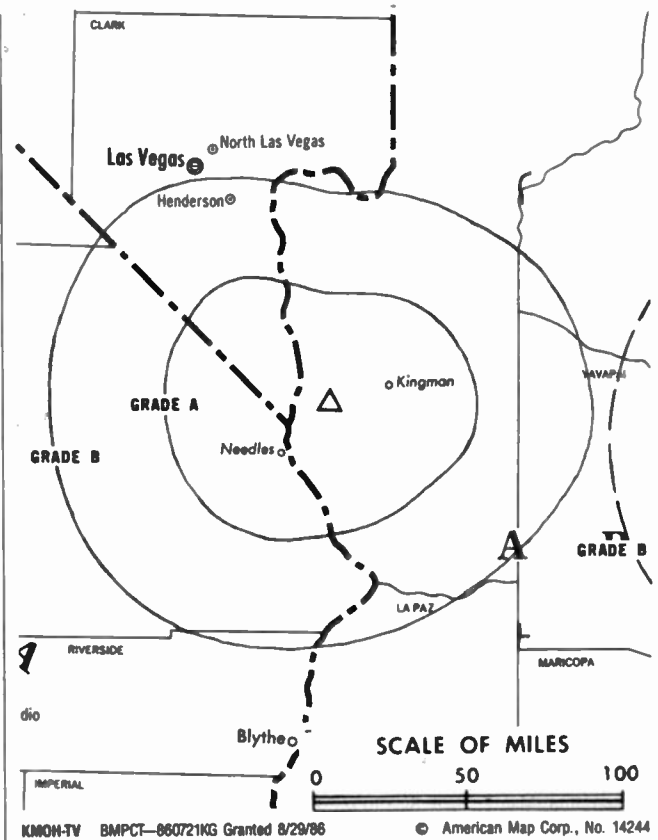
**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** W. Jeffrey Reynolds.

### Personnel:

DON PURNELL, general manager.  
ED BOUCHARD, chief engineer.  
MARK BRAY, station manager & local sales manager.  
BILL OHLSON, general sales manager.  
JAKE CRELLIN, news director.  
DELORES PERKINS, program director.  
STEVE CALLANS, promotion director.

**Highest 30 Sec. Rate:** \$120.



**Arbitron Data:** Not available.

**City of License:** Kingman. ADI: Phoenix. Rank: 20.

# Arizona—Phoenix

## KNXV-TV

Ch. 15

**Network Service:** Fox.

**Licensee:** Scripps-Howard Broadcasting Co., 4625 S. 33rd Place, Phoenix, AZ 85040.

**Studio:** 4625 S. 33rd Place, Phoenix, AZ 85040.

**Telephone:** 602-243-4151. **TWX:** 910-951-0633. **Fax:** 602-268-3347.

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

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

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

**Satellite Earth Stations:** Calstar, 5-meter C-band; Harris, 6-meter C-band; Vertex, 4.57-meter Ku-band; DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

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

**Ownership:** Scripps Howard Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** September 9, 1979. Sale to present owner by Arlington Corp. approved by FCC Jan. 8, 1985 (*Television Digest*, Vol. 24:20, 26; 25:2).

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

**Represented (legal):** Baker & Hostetler.

**Personnel:**

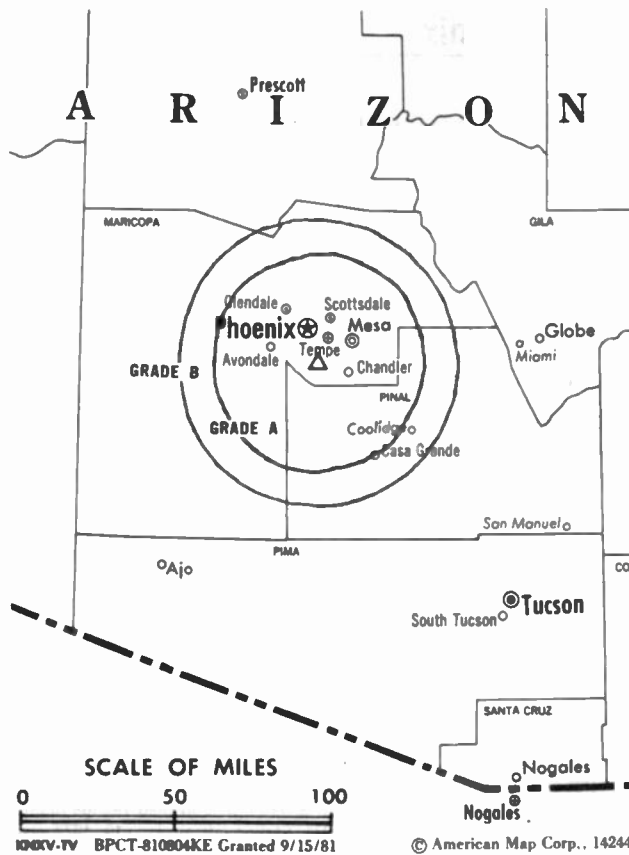
- STUART B. POWELL, vice president & general manager.
- MATT COOPERSTEIN, program manager.
- STEVEN KARGMAN, national sales manager.
- DONALD THOMAS, engineering/operations manager.
- BRAD NILSEN, local sales manager.
- CAROLYN McBURNEY, promotion director.
- JOAN TORRE, business manager.

**Rates:** On request.

**City of License:** Phoenix. **AOI:** Phoenix. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Graham	7,600	7,200	95
	Maricopa	790,500	775,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Gila	15,100	14,500	96
	Pinal	35,800	34,600	97
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Greenlee	3,400	3,300	97
<b>Station Totals</b>		<b>852,400</b>	<b>835,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>488,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>209,300</b>	

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# Arizona—Phoenix

## KPAZ-TV

Ch. 21

**Network Service:** Trinity Bcstg. Network.

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

**Studio:** 3551 E. McDowell Rd., Phoenix, AZ 85008.

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

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

Latitude	33°	20'	02.50''
Longitude	112°	03'	42.00''

**Transmitter:** South Mountain Park.

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

**News Service:** TBN.

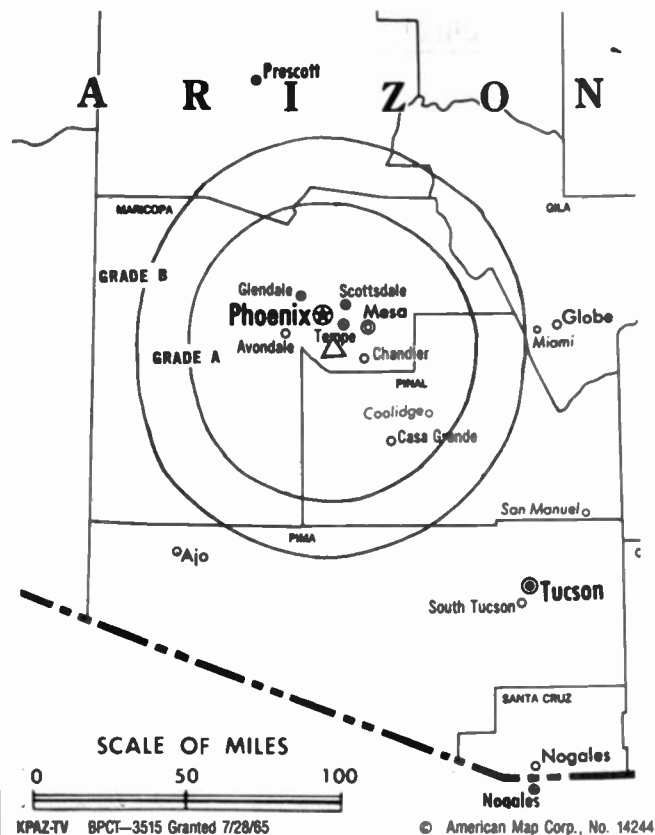
**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

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

**Represented (legal):** May & Dunne.

**Personnel:**

PAUL F. CROUCH, president.  
 STANLEY E. COMSTOCK, station manager.  
 GARY L. NICHOLS, chief engineer.



**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 20.

# Arizona—Phoenix

## KPHO-TV

Ch. 5

Network Service: None, independent.

Licensee: Meredith Corp., Box 20100, Phoenix, AZ 85036.

Studio: 4016 N. Black Canyon Highway, Phoenix, AZ 85017.

Telephone: 602-264-1000. TWX: 910-951-1519. Fax: 602-263-8818.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1770-ft. above av. terrain, 383-ft. above ground, 2983-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN.

Ownership: Meredith Corp. See Group Ownership of Television Stations.

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

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): du Treil, Lundin & Rackley.

### Personnel:

RICHARD DeANGELIS, vice president & general manager.  
CHARLES ALVEY, station manager.  
DON PAULY, general sales manager.  
CHRISTOPHER SEHRING, national sales manager.  
TOVE SPOFFORD, local sales manager.  
GREG BRANNAN, program manager.  
WILLIAM J. STRUBE, director of engineering.  
KEN ROBINSON, news director.  
STEPHANIE FORBES, business manager.  
KIMBERLEE RAYMOND, promotion & marketing director.

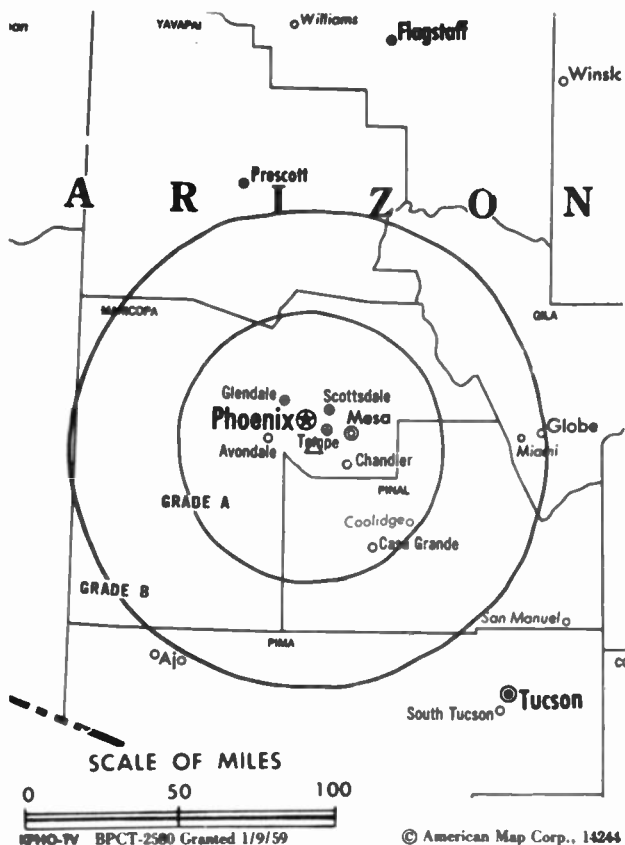
Highest One Hour Rate: \$9000.

Highest 30 Sec. Rate: \$3500.

City of License: Phoenix. ADI: Phoenix. Rank: 20.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
50% & Over	Coconino	30,100	28,000	93
	Gila	15,100	14,500	96
	Graham	7,600	7,200	95
	Greenlee	3,400	3,300	97
	La Paz	6,000	5,800	97
	Maricopa	790,500	775,500	98
	Mohave	33,400	31,900	95
	Navajo	22,500	20,700	92



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pinal	35,800	34,600	97
	Yavapai	40,800	38,900	95
	Yuma	32,100	30,500	95
<b>CALIFORNIA</b>				
	Riverside East	8,200	7,900	96
<b>ARIZONA</b>				
Between 25-49%	Apache South	3,800	3,400	89
	Cochise	36,700	35,400	96
<b>ARIZONA</b>				
Between 5-24%	Santa Cruz	8,500	8,300	97
<b>Station Totals</b>		<b>1,074,500</b>	<b>1,045,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>761,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>374,200</b>	

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# Arizona—Phoenix-Mesa

## KPNX-TV

Ch. 12

**Network Service:** NBC.

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

**Studio:** 1101 N. Central Ave., Phoenix, AZ 85004.

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

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

Latitude 33° 19' 59.50"  
Longitude 112° 03' 47.50"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Corn, Standard Communications receivers.

**News Services:** AP, UPI.

**Ownership:** Gannett Broadcasting Group, 100%. See Group Ownership of Television Stations.

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

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

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

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

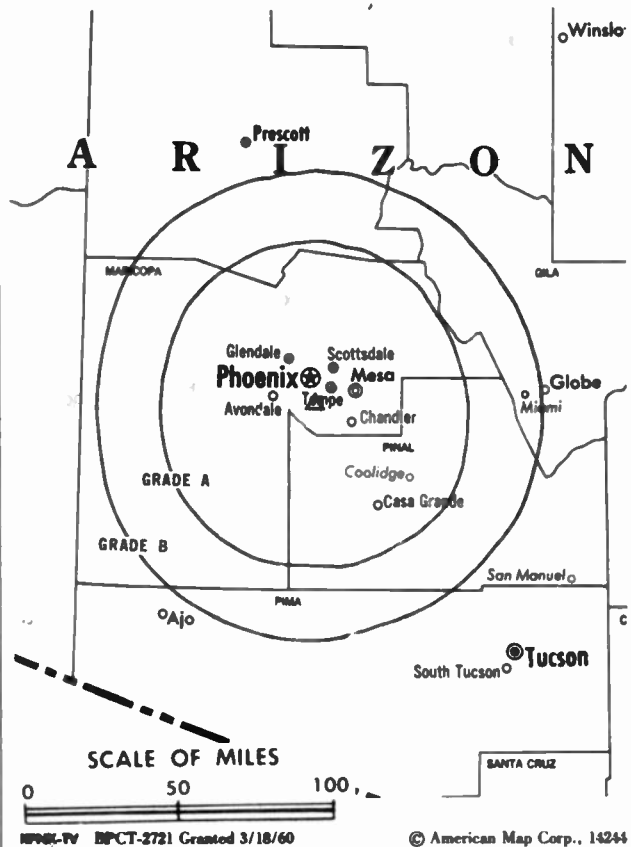
**Personnel:**

- C. E. COONEY, president & general manager.
- JEFFREY R. MORRIS, vice president & general sales manager.
- ARDY DIERCKS, vice president, programming & station relations.
- WINNIE STOLPER, vice president & controller.
- STEVE THAXTON, vice president, creative services.
- MARJORIE SCHMIDT, vice president, community affairs.
- BILL NICHOLS, local sales manager.
- JOHN TURVER, national sales manager.
- MIKE BEARDSLEY, news director.
- GEMA DUARTE, marketing director.
- CHUCK DEEN, chief engineer.

**Rates:** On request.

**City of License:** Mesa. ADI: Phoenix. Rank: 20.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Gila	15,100	14,500	96
	Graham	7,600	7,200	95
	La Paz	6,000	5,800	97
	Maricopa	790,500	775,500	98
	Mohave	33,400	31,900	95
	Navajo	22,500	20,700	92
	Pinal	35,800	34,600	97
	Yavapai	40,800	38,900	95
	<b>CALIFORNIA</b>			
Riverside East	8,200	7,900	96	
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	Coconino	30,100	28,000	93
Greenlee	3,400	3,300	97	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Yuma	32,100	30,500	95
<b>Station Totals</b>		<b>1,029,300</b>	<b>1,002,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>834,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>481,400</b>	

# Arizona—Phoenix

## KTSP-TV

Ch. 10

Network Service: CBS.

Licensee: Great American Television & Radio Co. Inc., 511 W. Adams St., Phoenix, AZ 85003.

Studio: 511 W. Adams St., Phoenix, AZ 85003.

Telephone: 602-257-1234. TWX: 910-951-1343. Fax: 602-271-9477.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.9-kw aural. Antenna: Circularly polarized, 1805-ft. above av. terrain, 373-ft. above ground, 3047-ft. above sea level.

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

Transmitter: South Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive; DX Engineering, Scientific-Atlanta, Standard Components receivers.

News Services: AP, UPI.

Ownership: Great American Television & Radio Co. Inc. See Group Ownership of Television Stations.

Began Operation: October 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (*Television Digest*, Vol. 10:12, 19). Gulf Broadcast Co. bought 48.1% interest in station from Gene Autry (Vol. 21:22), remainder from Thomas Chauncey & Homer Lane (Vol. 22:24); Sale approved by FCC Aug. 25, 1982. Sale to Taft Television & Radio Co. approved May 30, 1985 (Vol. 25:5, 20, 22). FCC approved sale to present owner Oct. 2, 1987 (Vol. 27:16, 18, 23, 30, 41).

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

Represented (legal): Koteen & Naftalin.

### Personnel:

RONALD J. BERGAMO, vice president & general manager.  
DON LOCKE, general sales manager.  
GARY ROCKEY, program manager.  
AL HILLSTROM, chief engineer.  
DAVID HOWELL, news director.  
MARK HIGGINS, regional sales manager.  
ED ORTELLI, national sales manager.  
SANDI YOST, promotion manager.

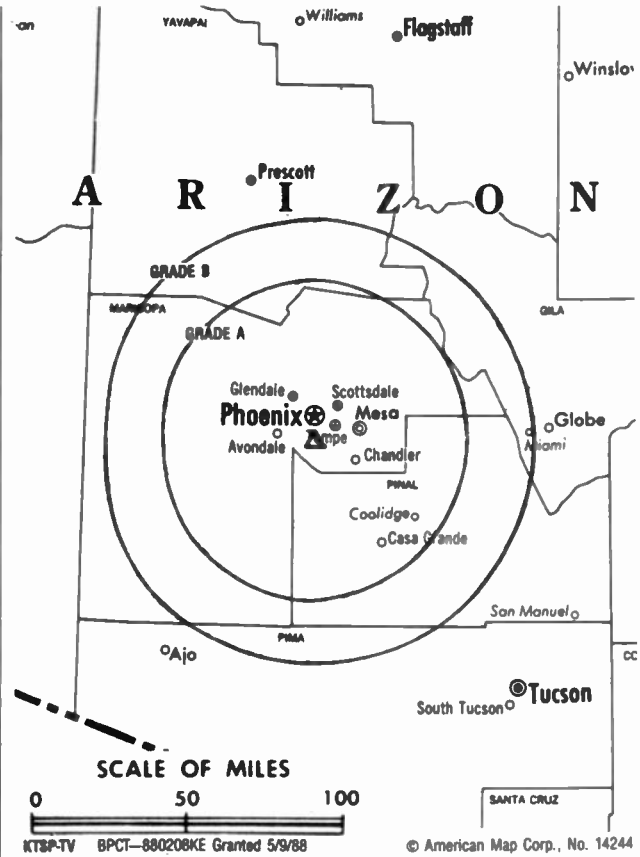
Highest One Hour Rate: \$16,500.

Highest 30 Sec. Rate: \$4200.

NETWORK BASE HOURLY RATE: \$1484.

City of License: Phoenix. ADI: Phoenix. Rank: 20.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ARIZONA</b>				
<b>50% &amp; Over</b>	Apache South	3,800	3,400	89
	Coconino	30,100	28,000	93
	Gila	15,100	14,500	96
	Graham	7,600	7,200	95
	La Paz	6,000	5,800	97
	Maricopa	790,500	775,500	98
	Mohave	33,400	31,900	95
	Navajo	22,500	20,700	92
	Pinal	35,800	34,600	97
	Yavapai	40,800	38,900	95
Yuma	32,100	30,500	95	
<b>Between 25-49%</b>	<b>ARIZONA</b> Greenlee	3,400	3,300	97
	<b>CALIFORNIA</b> Riverside East	8,200	7,900	96
<b>Station Totals</b>		<b>1,029,300</b>	<b>1,002,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>863,900</b>
<b>Average Daily Circulation (1989)</b>				<b>509,700</b>



# Arizona—Phoenix

**KTVK**

Ch. 3

**Network Service:** ABC.

**Licensee:** Arizona Television Co., Box 5068, Phoenix, AZ 85010.

**Studio:** 3435 N. 16th St., Phoenix, AZ 85016.

**Mailing Address:** Box 5068, Phoenix, AZ 85010.

**Telephone:** 602-263-3333. **TWX:** 910-951-1562. **Fax:** 602-263-3377.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1778-ft. above av. terrain, 289-ft. above ground, 2949-ft. above sea level.

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

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5.5-meter C-band; Dalsat, 4.5-meter Ku-band; GE, 3.7-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Omni, Pinzone, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

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

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

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

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

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

**Personnel:**

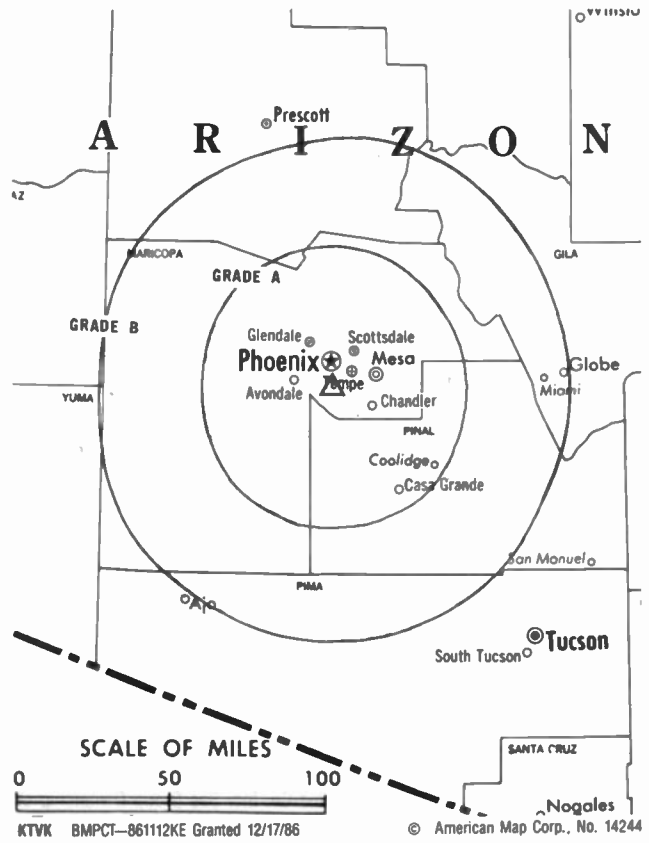
DELBERT R. LEWIS, president & general manager.  
WILLIAM MILLER, vice president & chief operating officer.  
JIM GALVIN, general sales manager.  
PHIL ALVIDREZ, news director.  
BILL LAWRENCE, chief engineer.  
LAURIE FICARRA, local sales manager.  
JOHN MATT-GONGARA, national sales manager.  
SUE SCHWARTZ, program director.  
LYNN LOVICK, promotion director.  
JIM TUTON, business manager.

**Highest 30 Sec. Rate:** \$6000.

**KTVK-TV is a market leader with**



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

**City of License:** Phoenix. **AOI:** Phoenix. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	Coconino	30,100	28,000	93
	Gila	15,100	14,500	96
	Graham	7,600	7,200	95
	La Paz	6,000	5,800	97
	Maricopa	790,500	775,500	98
	Mohave	33,400	31,900	95
	Navajo	22,500	20,700	92
	Pinal	35,800	34,600	97
Yavapai	40,800	38,900	95	
	<b>CALIFORNIA</b>			
	Riverside East	8,200	7,900	96
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,400	3,300	97
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Yuma	32,100	30,500	95
<b>Station Totals</b>		<b>1,029,300</b>	<b>1,002,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>848,500</b>
<b>Average Daily Circulation (1989)</b>				<b>473,100</b>

# Arizona—Phoenix

## KTVW-TV

Ch. 33

**Network Service:** Univision.

**Licensee:** KTVW Inc., Dept. 339, Box 419126, Kansas City, MO 64141.

**Studio:** 3019 E. Southern Ave., Phoenix, AZ 85040.

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

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

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

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

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

**News Service:** UPI.

**Ownership:** Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 2, 1979. Sale to present owner by Reynold V. Anselmo, et al., approved by FCC May 17, 1989 (*Television Digest*, Vol. 29:3, 19, 20).

**Represented (sales):** Univision.

**Represented (legal):** Leventhal, Senter & Lerman.

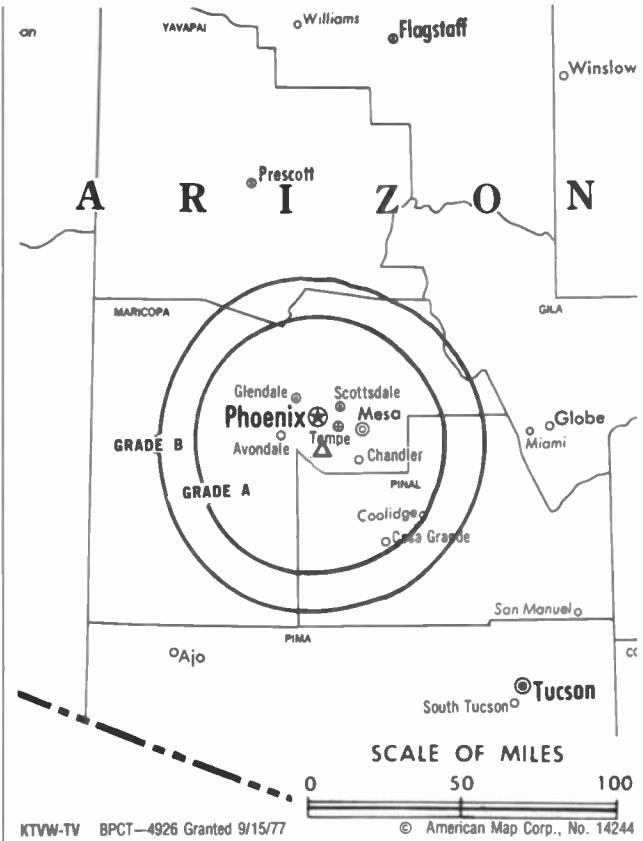
**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- GUSTAVO GODOY, general manager.
- MICHAEL FLYNN, general sales manager.
- TOM KIOSKI, operations manager.
- LAWRENCE BECKMAN, chief engineer.
- ROSA CARRILLO, program director & public service director.

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

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 20.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Pinal	35,800	34,600	97
<b>Station Totals</b>		<b>35,800</b>	<b>34,600</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>36,900</b>
<b>Average Daily Circulation (1989)</b>				<b>20,700</b>

# Arizona—Phoenix

**KUTP**

**Ch. 45**

**Network Service:** None, independent.

**Licensee:** United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

**Studio:** 4630 South 33rd Street, Phoenix, AZ 85040.

**Telephone:** 602-268-4500. **TWX:** 602-629-1741.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2750-kw max. visual, 275-kw max. aural. Antenna: 1792-ft. above av. terrain, 348-ft. above ground, 2966-ft. above sea level.

Latitude 33° 20' 01"  
Longitude 112° 03' 32"

**Transmitter:** 8.3-mi. S of Phoenix in South Mountain Park.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta, M/A-Com, Agile receivers.

**Ownership:** United Television Inc. See Group Ownership of Television Stations.

**Began Operation:** December 23, 1985.

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

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

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

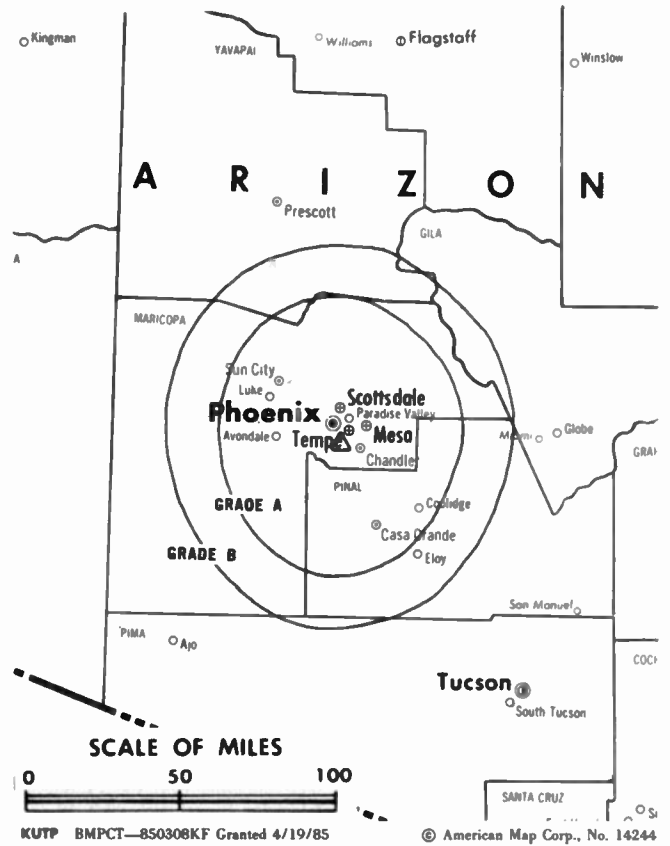
**Personnel:**

JERRY BRAET, vice president & general manager.  
MIKE DURAND, general sales manager.  
SETH PARKER, program director.  
STEVE BANKS, local sales manager.  
BOB WERNER, national sales manager.  
TOM FOY, chief engineer.  
DON MITCHELL, business manager.

**Rates:** On request.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b> Graham	7,600	7,200	95
<b>Between 25-49%</b>	<b>ARIZONA</b> Gila Maricopa Pinal	15,100 790,500 35,800	14,500 775,500 34,600	96 98 97
<b>Station Totals</b>		<b>849,000</b>	<b>831,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>326,100</b>
<b>Average Daily Circulation (1989)</b>				<b>104,600</b>

# Arizona—Prescott-Phoenix

## KUSK

Ch. 7

**Network Service:** None, independent.

**Grantee:** KUSK Inc., 1616 E. Indian School Rd., Suite 445, Phoenix, AZ 85016-8604.

**Studios:** 3211 Tower Rd., Prescott, AZ 86301-8890; 1616 E. Indian School Rd., Phoenix, AZ 85016-8604.

**Telephones:** 602-778-6770 (Prescott); 602-234-2727 (Phoenix).

**TWX:** 910-240-1471. **Fax:** 602-445-5210.

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

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

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

**Satellite Earth Stations:** Harris, 6.2-meter C-band; RCA Americom, 4.5-meter Ku-band; Paracclipse, 3.5-meter C-band; Excalibur, Harris receivers.

**News Services:** CNN Headline News, INN.

**Ownership:** William H. Sauro, pres., 55.70%; Ronna Sauro, secy.; Neighborhood TV Co., 30.00%; Allstate Insurance, 14.30% Neighborhood TV Co. Ownership: Marshall M. Carpenter Jr., pres., 18.70%; William H. Sauro, v.p., 18.70%; Lyle Mattier, treas., 18.60%; Alsta & Co., 44.00%.

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

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

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

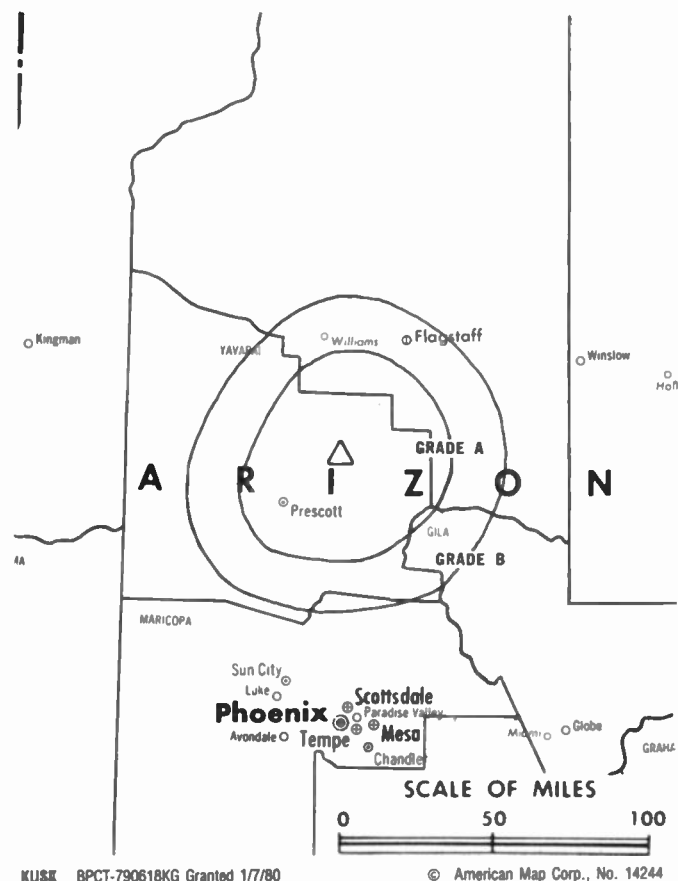
**Personnel:**

WILLIAM H. SAURO, president.  
RICHARD HOWE, vice president & general manager.  
PATRICIA GRAY, vice president & program operations manager.  
DAVID JONES, local sales manager.  
JULIA RAMIREZ, business manager.

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

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

**City of License:** Prescott. **ADI:** Phoenix. **Rank:** 20.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Coconino	30,100	28,000	93
	Maricopa	790,500	775,500	98
	Yavapai	40,800	38,900	95
<b>Station Totals</b>		<b>861,400</b>	<b>842,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>90,300</b>
<b>Average Daily Circulation (1989)</b>				<b>20,600</b>

# Arizona—Tucson

## KTTU-TV

(formerly KDTU-TV)

Ch. 18

**Network Service:** None, independent.

**Licensee:** Clear Channel TV Inc., 75 E. Houston St., 500 Two Republic Bank Plaza, San Antonio, TX 78205.

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

**Telephone:** 602-624-0180. **Telex:** 910-350-0561. **Fax:** 602-628-9469.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2510-kw max. visual, 251-kw max. aural. Antenna: 1970-ft. above av. terrain, 200-ft. above ground, 4560-ft. above sea level.

Latitude 32° 14' 55"  
Longitude 110° 06' 57"

**Transmitter:** Tucson Mountains.

**Satellite Earth Stations:** BMS, 5-meter C-band; RCA, 4.6-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** Clear Channel Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 31, 1984. Sale to present owner by Diocese of Tucson approved by FCC Jan. 11, 1989 (Television Digest, Vol. 28:46).

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

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

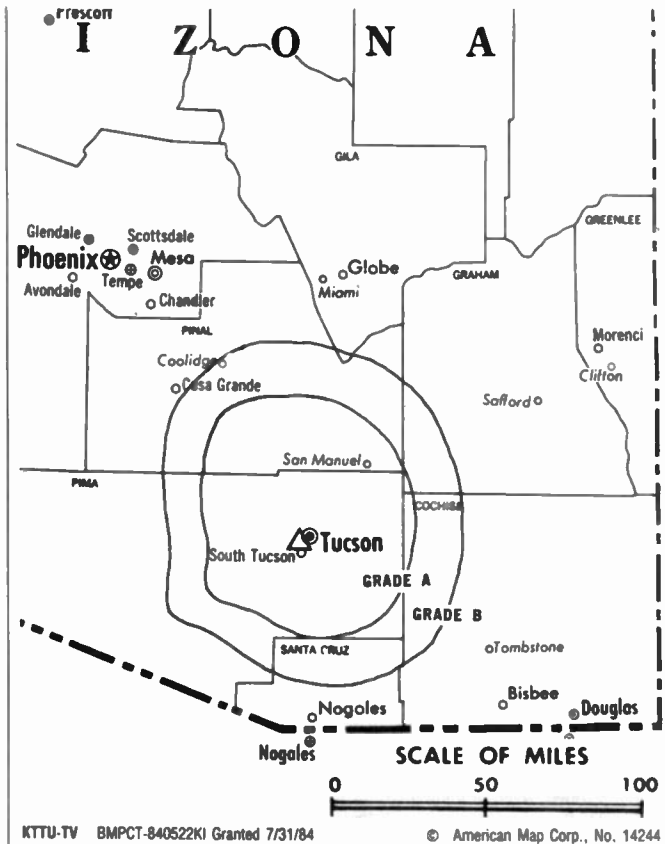
**Represented (engineering):** Marsand Inc.

### Personnel:

MARK J. JOLLIE, general manager.  
SCOTT STUART, general sales manager.  
GRACIE RAMIREZ, program director.  
DARYL ST. ROMAINE, promotion director.  
STEPHEN C. CROOK, chief engineer.  
EVA MESTON, business manager.  
PETER O'BRIEN, production manager.  
DOLORES FURTADO, traffic manager.

**Highest 30 Sec. Rate:** \$120.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	ARIZONA Pima	255,600	250,700	98
Between 5-24%	ARIZONA Pinal	35,800	34,600	97
	Santa Cruz	8,500	8,300	97
<b>Station Totals</b>		<b>299,900</b>	<b>293,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>129,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>52,800</b>	

# Arizona—Tucson

## KGUN

Ch. 9

**Network Service:** ABC.

**Licensee:** KGUN Inc., 2175 N. Sixth Ave., Tucson, AZ 85705.

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

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

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

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

**Transmitter:** Mt. Bigelow.

**Satellite Earth Station:** Prodelin, 3.6-meter; Andrew, Avantek, M/A-Corn, RCA receivers.

**News Services:** AP, UPI.

**Ownership:** Lee Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 3, 1956. H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956. (*Television Digest*, Vol. 12:51). Sale to Henry S. Hilberry & associates by H.U. Garrett group approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). Sale to Gilmore Bcstg. Corp. of Arizona by Hilberry group along with WEHT(TV), Evansville, IN approved July 15, 1964 (Vol. 4:26, 29). Sale by Gilmore to May Broadcasting Co. approved by FCC July 31, 1968 (Vol. 8:15, 34). Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

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

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

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

**Personnel:**

- CARL JAQUINT, general manager.
- STEPHEN OCHOA, general sales manager.
- LARRY SCHNEBLY, regional sales manager.
- BRUCE FRANZEN, program manager.
- JOHN R. SAWYER, chief accountant.
- PHIL AALAND, chief engineer.
- DEBRA HASTINGS, production manager.
- RAY DEPA, news director.

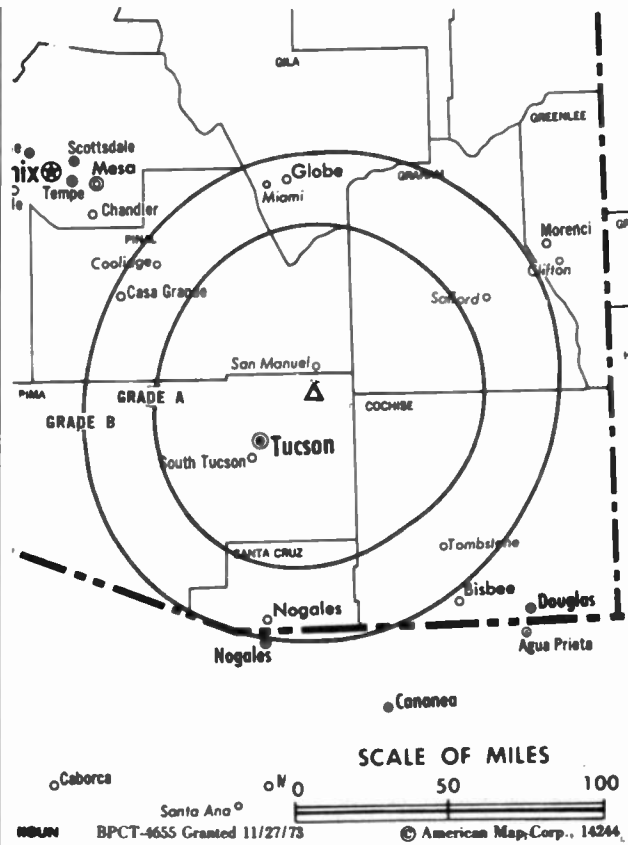
**Highest One Hour Rate:** \$3750.

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

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

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	36,700	35,400	96
	Graham	7,600	7,200	95
	Pima	255,600	250,700	98
	Santa Cruz	8,500	8,300	97
	<b>NEW MEXICO</b>			
	Hidalgo	2,100	2,000	95
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Gila	15,100	14,500	96
	Greenlee	3,400	3,300	97
	<b>NEW MEXICO</b>			
	Catron	900	800	89
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	Navajo	22,500	20,700	92
	Pinal	35,800	34,600	97
<b>Station Totals</b>		<b>392,000</b>	<b>380,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>282,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>169,600</b>	

# Arizona—Tucson

## KOLD-TV

Ch. 13

Network Service: CBS.

Licensee: NPG of Arizona Inc., Box 29, St. Joseph, MO 64502-0029.

Studio: 115 W. Drachman St., Tucson, AZ 85705.

Telephone: 602-624-2511. TWX: 910-952-1122. Fax: 602-623-8133.

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

Latitude 32° 24' 56.50"  
Longitude 110° 42' 48.50"

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

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 4-meter Ku-band; SatCom, 5-meter Ku & C-band; Uniden, 3-meter C-band; M/A-Com, Omni, Scientific-Atlanta receivers.

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

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: January 13, 1953. Sale to Evening News Assn. by Gene Autry & assoc. approved by FCC May 21, 1969 (Television Digest, Vol. 9:15, 20). Sale to Knight-Ridder approved Jan. 13, 1986 (Vol. 26:3). Sale to present owner approved by FCC April 26, 1989 (Vol. 29:9).

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

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

JOHN A. MacGREGOR, general manager.  
WANDA MYERS, general sales manager.  
TOM FOOS, marketing & program manager.  
DON SHAFER, news manager.  
KAREN FELDKAMP, business manager.  
PHIL DUNTON, director of operations.  
CAROLINE WILSON, promotion manager.

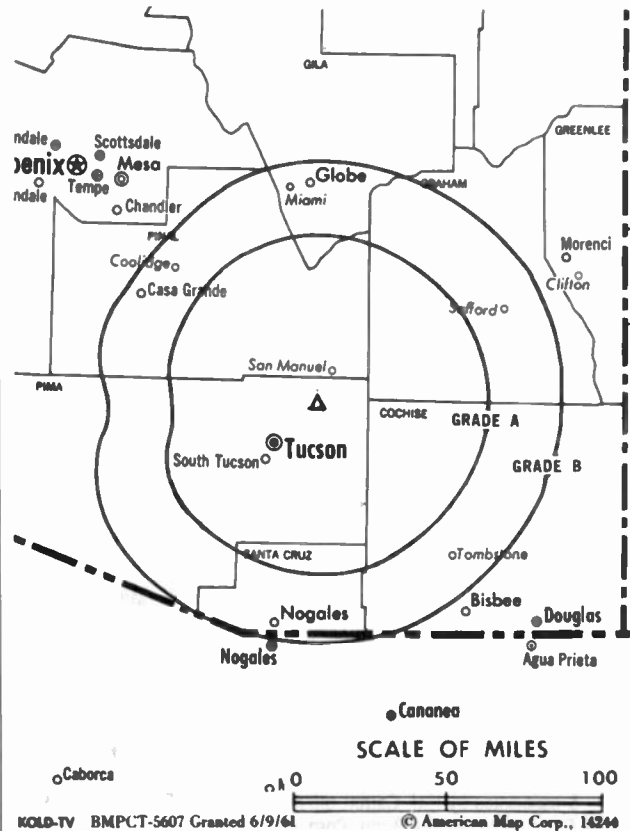
Rates: On request.

NETWORK BASE HOURLY RATE: \$538.

City of License: Tucson. ADI: Tucson. Rank: 81.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Cochise	36,700	35,400	96
	Pima	255,600	250,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Santa Cruz	8,500	8,300	97
	ARIZONA			
Between 25-49%	Greenlee	3,400	3,300	97
	NEW MEXICO			
	Hidalgo	2,100	2,000	95
Between 5-24%	ARIZONA			
	Apache South	3,800	3,400	89
	Gila	15,100	14,500	96
	Navajo	22,500	20,700	92
	Pinal	35,800	34,600	97
	NEW MEXICO			
	Catron	900	800	89
Station Totals		384,400	373,700	97
Net Weekly Circulation (1989)			272,800	
Average Daily Circulation (1989)			158,700	

# Arizona—Tucson

**KPOL**

**Ch. 40**

**Network Service:** None, independent.

**Licensee:** J. P. Communications, 2475 N. Jack Rabbit Ave., Tucson, AZ 85745.

**Studio:** 2475 N. Jack Rabbit Ave., Tucson, AZ 85745.

**Telephone:** 602-884-9001. **Fax:** 602-880-5765.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1534-kw max. visual, 153.4-kw max. aural. Antenna: 2029-ft. above av. terrain, 180-ft. above ground, 4539-ft. above sea level.

Latitude 32° 14' 55.25"  
Longitude 111° 06' 57.18"

**Transmitter:** Tucson Mountains, near Tucson.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** United Satellite Systems, 7-meter C-band; RCA, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

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

**Began Operation:** January 1, 1985.

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

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

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

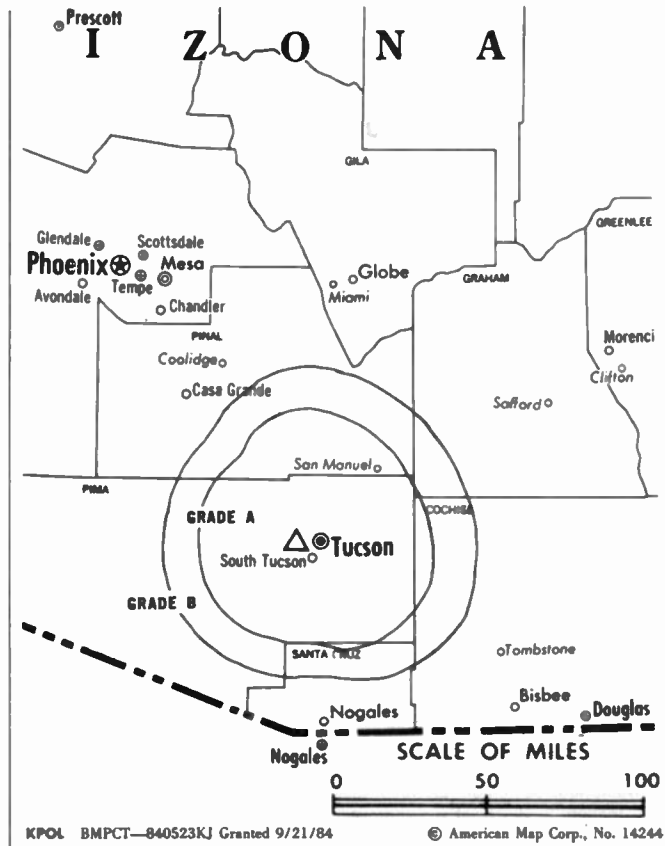
**Personnel:**

DAVID J. POLAN, general manager & program director.  
JACK JACOBS, general sales manager.  
WANDA L. LANGEJANS, business manager.  
MORTON PALIN, chief engineer.  
ELIZABETH MATLICK, promotion director.

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

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ARIZONA</b>				
Between 25-49%	Pima	255,600	250,700	98
<b>Station Totals</b>		<b>255,600</b>	<b>250,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>69,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>20,500</b>	



# Arizona—Tucson

## KVOA-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** H & C Communications, Box 5188, Tucson, AZ 85703.

**Studio:** 209 W. Elm St., Tucson, AZ 85705.

**Telephone:** 602-792-2270. **TWX:** 910-952-1100. **Fax:** 602-620-1309.

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

Latitude 32° 24' 56.00"  
Longitude 110° 42' 48.50"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** SatCom, 7-meter; RCA Americom, 4.5-meter Ku-band; Harris, M/A-Com, Pinzone, SatCom receivers.

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

**Ownership:** H & C Communications Inc., 100%. See Group Ownership of Television Stations.

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

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

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

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

### Personnel:

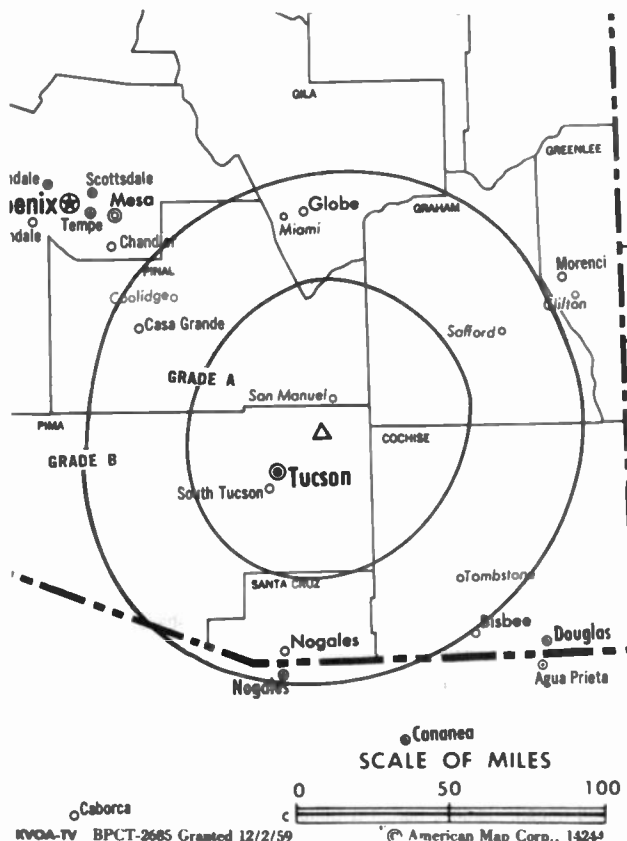
JON F. RUBY, president & general manager.  
JAMES JOSLYN, exec. vice president & station manager.  
DAVID HATFIELD, vice president & program director.  
RALPH S. TURK, vice president & chief engineer.  
RENEE BEAR, vice president & business manager.  
DAVID KERRIGAN, vice president & production manager.  
BRINK CHIPMAN, vice president, news & public affairs.  
JACKIE ANDERSON, local sales manager.  
STEVE LIVINGSTONE, promotion director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$825.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	36,700	35,400	96
	Pima	255,600	250,700	98
	Santa Cruz	8,500	8,300	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,400	3,300	97
	<b>NEW MEXICO</b>			
	Hidalgo	2,100	2,000	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	Gila	15,100	14,500	96
	Graham	7,600	7,200	95
	Navajo	22,500	20,700	92
	Pinal	35,800	34,600	97
	<b>NEW MEXICO</b>			
Catron	900	800	89	
<b>Station Totals</b>		<b>392,000</b>	<b>380,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>281,300</b>
<b>Average Daily Circulation (1989)</b>				<b>179,600</b>

# Arizona—Tucson-Nogales

## KMSB-TV

Ch. 11

**Network Service:** Fox.

**Licensee:** Mountain States Bcstg., Box 42048, Tucson, AZ 85733.

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

**Telephone:** 602-795-0311. **TWX:** 910-952-1280.

**Fax:** 602-323-3793.

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

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

Holds CP for change to 316-kw visual, 31.6 aural, 1663-ft. above av. terrain, 187-ft. above ground, 6056-ft. above sea level. BPCT-880510KE.

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

**Satellite Earth Stations:** M/A-Corn, 5-meter; Scientific-Atlanta, 5-meter; RCA Americom, 4.5-meter; Scientific-Atlanta receivers.

**Ownership:** Providence Journal Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1967. Sale to present owners by Roadrunner TV Ltd. Partnership approved by FCC Nov. 19, 1984. Previous sale by I.B.C. (Danny Thomas, et al.) approved by FCC Nov. 16, 1976 (*Television Digest*, Vol. 24:12, 40).

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

**Represented (legal):** Covington & Burling.

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

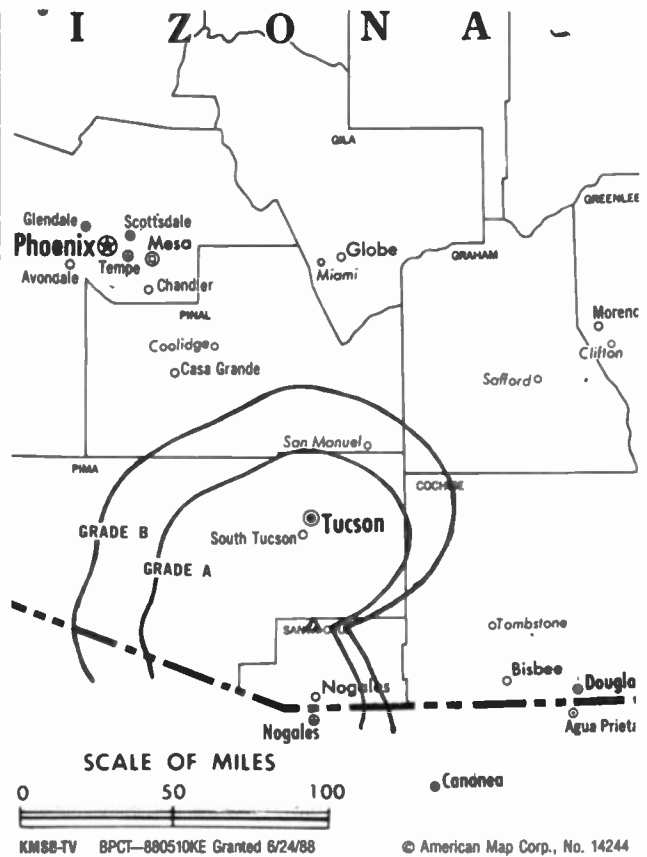
### Personnel:

RANDALL CANTRELL, vice president & general manager.  
ALLEN TRATTNER, general sales manager.  
RDY MITCHELL, chief engineer.  
LDUIS MEDRAN, production manager.  
HARRY WEST, programming director.  
DDUG GERVAIS, promotion director.  
ALLEN CANFIELD, business manager.  
SANDRA JARAMILLO, traffic manager.

**Rates:** Dn request.

**City of License:** Nogales. **ADI:** Tucson. **Rank:** 81.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b> Pima	255,600	250,700	98
<b>Between 25-49%</b>	<b>ARIZONA</b> Cochise Santa Cruz	36,700 8,500	35,400 8,300	96 97
<b>Station Totals</b>		<b>300,800</b>	<b>294,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>180,600</b>
<b>Average Daily Circulation (1989)</b>				<b>69,500</b>

**THE TED HEPBURN COMPANY**

Our firm acted as financial advisor and broker in the 1985 sale of KZAZ-TV

Ted Hepburn, President Todd Hepburn, Vice-President  
325 Garden Road, Palm Beach, Florida 33480 (407) 853-8995  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Arizona—Yuma

## KYEL-TV

Ch. 13

**Network Service:** NBC.

**Licensee:** Beam Bcstrs. Ltd., Debtor-in-Possession, 50 W. Mashta Dr., Key Biscayne, FL 33149.

**Studio:** 1301 S. 3rd Ave., Yuma, AZ 85364.

**Mailing Address:** Box 592, Yuma, AZ 85366.

**Telephone:** 602-782-5113. **Fax:** 602-782-0320.

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

Latitude 33° 03' 17.40"  
Longitude 114° 49' 34.20"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 7-meter C-band; M/A-Corn, 4.2-meter Ku-band; Drexel, Harris, M/A-Corn receivers.

**News Services:** AP, NBC.

**Ownership:** Beam Communications Corp. See Group Ownership of Television Stations.

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

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

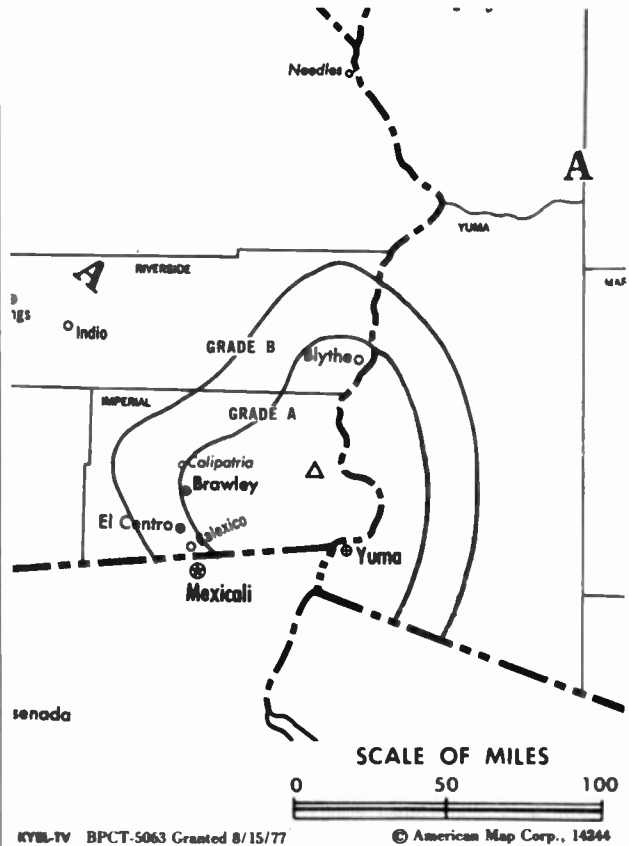
### Personnel:

PETER M. ROSELLA, vice president & general manager.  
PETER PADILLA, national sales manager.  
STEVE ROBINSON, local sales manager.  
DICK SAMPSON, chief engineer.  
PAUL KOCHIS, news director.  
PAM MENDENHALL, program director.  
JERRY W. ROSNER, promotion manager.  
ALEX VASQUEZ, production manager.  
MARY M. IDDINGS, business manager.

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

**Highest 30 Sec. Rate:** \$230.

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



**City of License:** Yuma. **ADI:** El Centro, CA-Yuma, AZ. **Rank:** 181.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b> Yuma	32,100	30,500	95
	<b>CALIFORNIA</b> Imperial	33,300	31,000	93
<b>Between 25-49%</b>	<b>ARIZONA</b> La Paz	6,000	5,800	97
	<b>CALIFORNIA</b> Riverside East	8,200	7,900	96
<b>Station Totals</b>		<b>79,600</b>	<b>75,200</b>	<b>94</b>
<b>Net Weekly Circulation (1989)</b>				<b>57,300</b>
<b>Average Daily Circulation (1989)</b>				<b>33,600</b>

# Arizona—Yuma

## KYMA

Ch. 11

**Network Service:** ABC.

**Licensee:** Yuma Bcstg. Co., Box 550, Yuma, AZ 85366.

**Studio:** 1385 S. Pacific Ave., Yuma, AZ 85365.

**Telephone:** 602-782-1111. **Fax:** 602-782-5401.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1617-ft. above av. terrain, 518-ft. above ground, 2536-ft. above sea level.

Latitude 33° 03' 17"  
Longitude 114° 49' 39"

**Transmitter:** Black Mountain, 25-mi. NW of Yuma.

**Ownership:** Sunbelt Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 22, 1988.

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

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

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

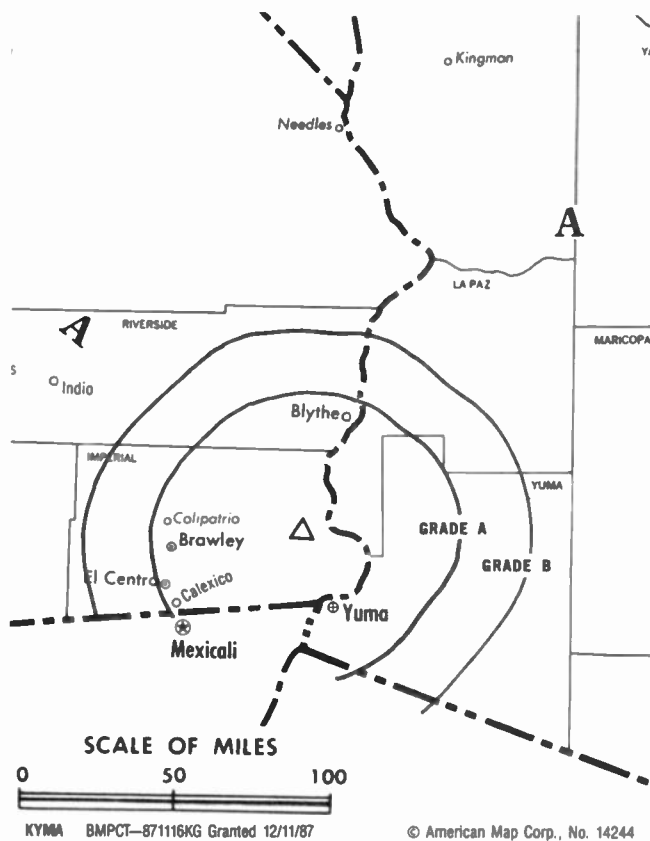
**Personnel:**

- EDD LOCKWOOD, vice president & general manager.
- DEL WHEELER, chief engineer.
- BOB YOUNG, news director.
- DEBBIE SHIVE, program director.
- MIKE TREMBATH, promotion director.
- DEBBIE KAPUSTA, production manager.
- LARRY T. HUNT, local sales manager.
- SANDY RICH, accounting manager.
- GAIL WILLIAMS, traffic manager.

**Rates:** On request.

**City of License:** Yuma. **AOI:** El Centro, CA-Yuma, AZ. **Rank:** 181.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Yuma	32,100	30,500	95
	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Riverside East	8,200	7,900	96
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	La Paz	6,000	5,800	97
<b>Station Totals</b>		<b>79,600</b>	<b>75,200</b>	<b>94</b>
<b>Net Weekly Circulation (1989)</b>				<b>45,800</b>
<b>Average Daily Circulation (1989)</b>				<b>22,100</b>

## Arizona—Yuma-Mexicali, Mexico

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### **XHBC-TV**

Ch. 3

**Network Service:** Univision.

**Licensee:** Televisora de Mexicali S.A., Ave. Madero 714 Altos, Baja California, Mexico.

**Mailing Address:** Box 7, Calexico, CA 92231.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw max. visual, 26-kw max. aural. Antenna: 650-ft. above av. terrain.

**Transmitter:** Mexicali, Mexico.

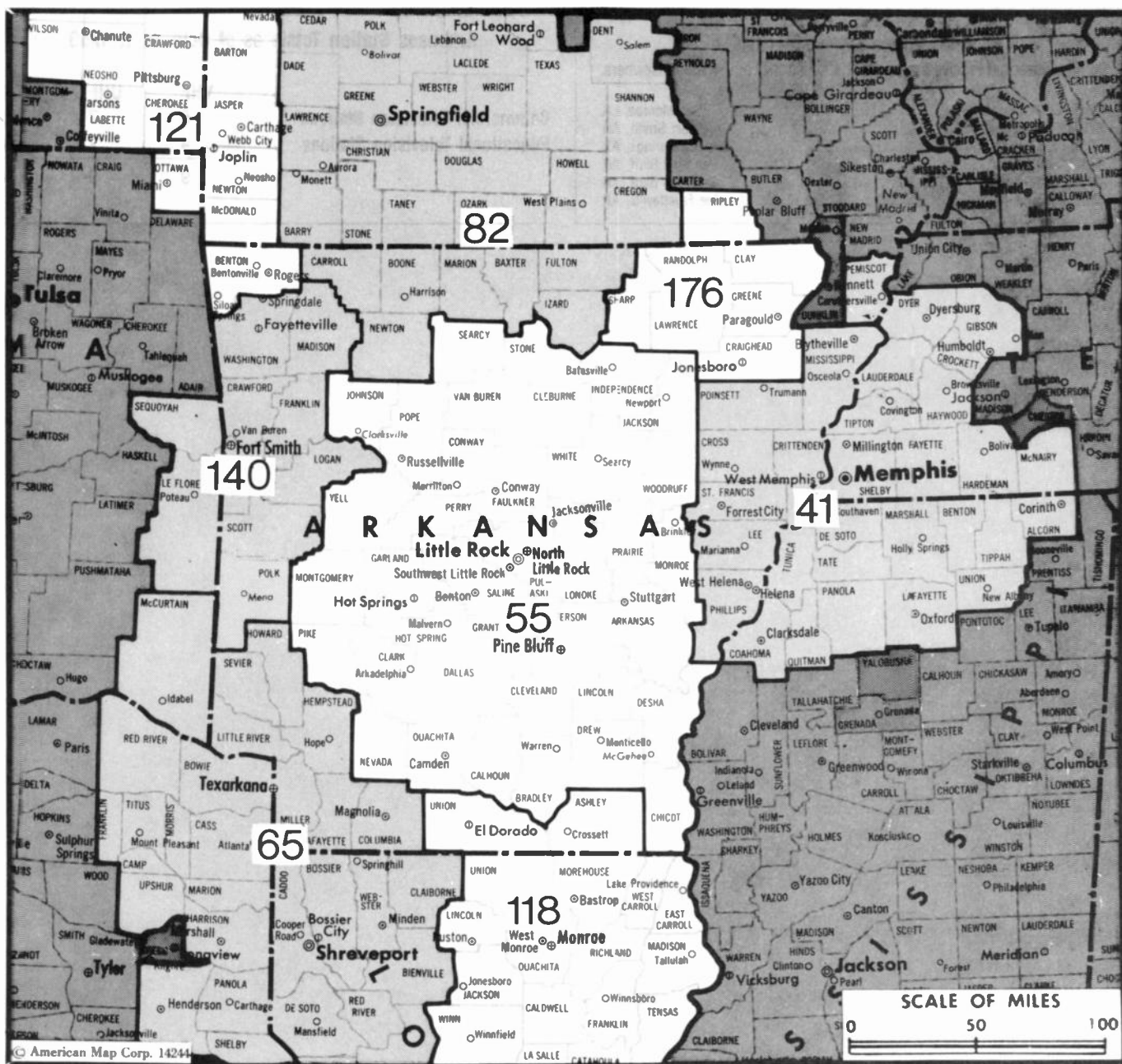
**Began Operation:** October 6, 1975.

**Personnel:**

RAUL SANCHEZ de APARICIO, manager.

**Arbitron Data:** Not available.

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Memphis, TN	586,500	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Little Rock, AR	455,900	55	KARK-TV (4), KASN (38), KATV (7), KLRT (16), KRZB-TV (26), KTHV (11), KVTN (25)
Shreveport, LA- <u>Texarkana</u> , TX	403,900	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Springfield, MO	295,300	82	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Monroe, LA- <u>El Dorado</u> , AR	182,600	118	KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
Joplin, MO- <u>Pittsburg</u> , KS	178,600	121	KOAM-TV (7), KODE-TV (12), KSNF (16)
Fort Smith, AR	153,700	140	KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
Jonesboro, AR	68,500	176	KAIT-TV (8)

# Arkansas

## State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KTVE, El Dorado .....	See Monroe, LA
KPOM-TV, Fayetteville .....	See Fort Smith, AR
KRZB-TV, Little Rock .....	See Hot Springs, AR
KASN, Little Rock .....	See Pine Bluff, AR
KVTN, Little Rock .....	See Pine Bluff, AR
KTVP, Springdale .....	See Fayetteville, AR

## Arkansas Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	5	7	12
Educational Television Stations	4	2	6
	9	9	18

# Arkansas—Fayetteville-Springdale

## KHOG-TV

Ch. 29

(Satellite of KHBS, Fort Smith, AR)

**Network Service:** ABC.

**Licensee:** Sigma Broadcasting, Box 4150, Fort Smith, AR 72901.

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

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

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

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

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

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter C-band; Microdyne, 3-meter Ku-band.

**News Services:** ABC, AP.

**Ownership:** Sigma Broadcasting, 100%. Sigma Broadcasting Ownership: Robert E. Hemreich, general partner, 70.00%; Cynthia Hemreich, general partner, 30.00%. Hemreichs also own KHBS(TV), Fort Smith, AR.

**Began Operation:** February 8, 1969. Left air Dec. 7, 1973. Sale to George T. Hernreich by Paul W. Milam Sr., et al., approved by FCC April 30, 1975. Resumed operation Dec. 8, 1977 (*Television Digest*, Vol. 17:50). Sale to present owners approved Feb. 19, 1985.

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

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

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

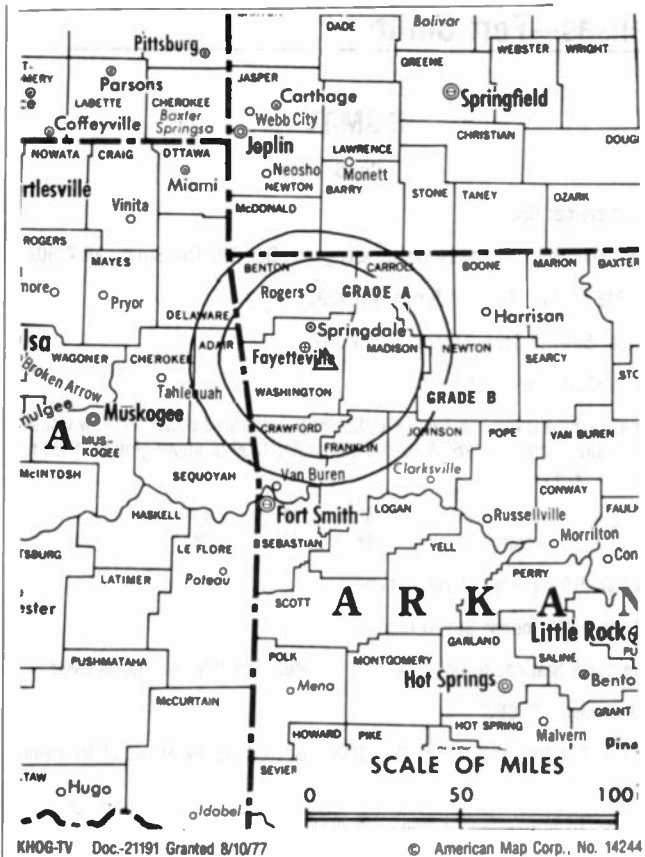
**Personnel:**

DARREL E. CUNNINGHAM, general manager.  
CLIFF WALKER, station manager.  
JARRELL WYATT, general sales manager.  
RON EVANS, local sales manager.  
MARVIN MACEDO, chief engineer.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Fayetteville. **AOI:** Fort Smith. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
<b>50% &amp; Over</b>	Benton	36,100	35,400	98
	Madison	4,700	4,500	96
	Washington	41,100	40,300	98
<b>ARKANSAS</b>				
<b>Between 25-49%</b>	Carroll	7,900	7,800	99
<b>ARKANSAS</b>				
<b>Between 5-24%</b>	Crawford	15,400	15,100	98
	MISSOURI Mc Donald	6,100	6,000	98
<b>OKLAHOMA</b>				
	Adair	7,100	6,900	97
	Delaware	11,200	10,900	97
<b>Station Totals</b>		<b>129,600</b>	<b>126,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>65,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>41,200</b>	



# Arkansas—Fort Smith

## KFSM-TV

Ch. 5

Network Service: CBS.

Licensee: The Times Southwest Broadcasting Inc., Box 369, Fort Smith, AR 72902.

Studio: 318 N. 13th St., Fort Smith, AR 72901.

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

Fax: 501-783-3131 Ext. 222.

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

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

Transmitter: 9.5-mi. NNE of Fort Smith.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CBS.

Ownership: The New York Times Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 3, 1956. Sale to George T. Hemreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administrator for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (*Television Digest*, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Hemreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vol. 14:36, 52; 15:2). Sale to Buford Television by Donald Reynolds approved by FCC April 4, 1973 (Vol. 12:38; 13:15). Sale to present owner approved July 31, 1979 (Vol. 19:4).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

ROBERT EOFF, president & general manager.  
GENE GRAHAM, vice president & general sales manager.  
LARRY DUNCAN, chief engineer.  
DENNIS MEEKS, operations & program manager.  
MARY LEE FRASE, promotion manager.  
JIM TURPIN, news director.  
MARK HOWELL, business manager.  
JIM BELL, marketing director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$425.

City of License: Fort Smith. AOI: Fort Smith. Rank: 140.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Benton	36,100	35,400	98
	Crawford	15,400	15,100	98
	Franklin	6,100	6,000	98
	Johnson	7,200	7,000	97
	Logan	7,800	7,600	98
	Madison	4,700	4,500	96
	Polk	6,600	6,400	97
	Scott	4,100	4,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Sebastian	40,000	39,600	99
	Washington	41,100	40,300	98
	Latimer	3,800	3,700	97
	Le Flore	17,200	16,900	98
Between 25-49%	<b>OKLAHOMA</b>			
	Sequoyah	12,700	12,400	98
	<b>ARKANSAS</b>			
	Pope	16,700	16,400	98
	Yell	7,000	6,900	99
Between 5-24%	<b>OKLAHOMA</b>			
	Adair	7,100	6,900	97
	Haskell	4,800	4,700	98
	<b>ARKANSAS</b>			
	Carroll	7,900	7,800	99
Station Totals	<b>MISSOURI</b>			
	Mc Donald	6,100	6,000	98
	<b>OKLAHOMA</b>			
	Delaware	11,200	10,900	97
	Pushmataha	5,200	5,100	98
<b>Station Totals</b>		<b>275,400</b>	<b>270,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>170,200</b>
<b>Average Daily Circulation (1989)</b>				<b>107,000</b>

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# Arkansas—Fort Smith

**KHBS**

**Ch. 40**

(Operates satellite KHOG-TV, Fayetteville-Springdale, AR)

**Network Service:** ABC.

**Licensee:** Sigma Broadcasting, Box 4150, Fort Smith, AR 72914.

**Studio:** 2415 N. Albert Pike, Fort Smith, AR 72901.

**Telephone:** 501-783-4040.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 3160-kw max. visual, 316-kw max. aural. Antenna: 2000-ft. above av. terrain, 225-ft. above ground, 2609-ft. above sea level.

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

**Transmitter:** Cavanal Mountain.

**Satellite Earth Stations:** Microdyne, 5-meter C-band; Microdyne, 5-meter Ku-band; Microdyne, 3-meter Ku-band; Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; Avantek receivers.

**SNG Mobile Dish:** Transmit/receive Andrew, 2.3-meter Ku-band.

**News Services:** ABC, AP.

**Ownership:** Sigma Broadcasting, 100% Sigma Broadcasting Ownership: Robert E. Herrreich, general partner, 70.00%; Cynthia Herrreich, general partner, 30.00%. Herrreichs also own KHOG-TV, Fayette-Springdale, AR.

**Began Operation:** July 28, 1971. Sale to present owners by George T. Herrreich approved by FCC Feb. 19, 1985.

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

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

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

**Personnel:**

DARREL CUNNINGHAM, general manager.  
JARRELL WYATT, general sales manager.  
NANCY DOLAN, national sales coordinator.  
DON VEST, director of engineering.  
LARRY FRIDDLE, chief engineer.  
CRAIG CANNON, news director.  
TIM BASS, program director.  
TESSA COLTHARP, promotion director.  
BILL KIBLER, business manager.

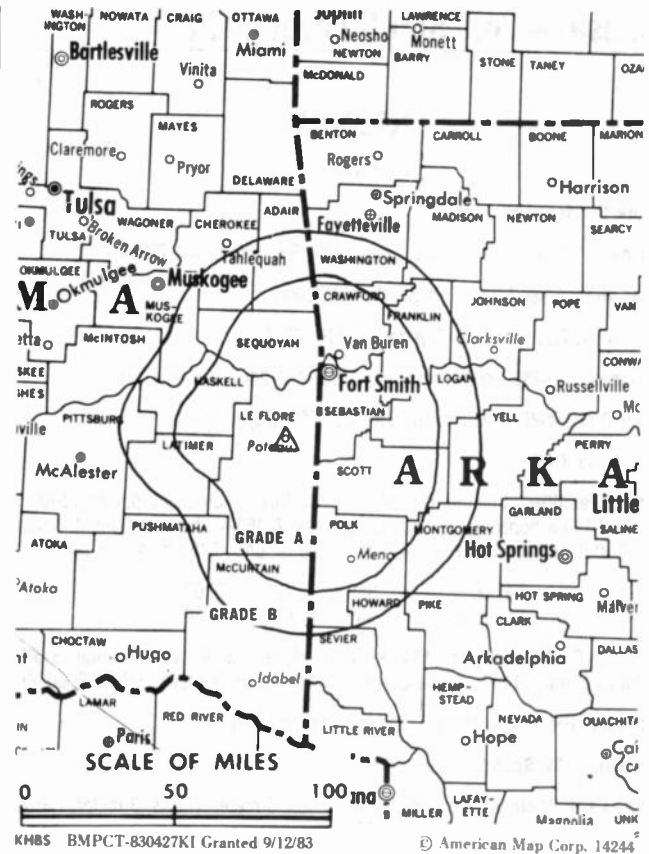
**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Fort Smith. **AOI:** Fort Smith. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>ARKANSAS</b>			
	Crawford	15,400	15,100	98
	Franklin	6,100	6,000	98



KHBS BMPCT-830427KI Granted 9/12/83

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>OKLAHOMA</b>			
	Logan	7,800	7,600	98
	Scott	4,100	4,000	98
	Sebastian	40,000	39,600	99
	Le Flore	17,200	16,900	98
	Sequoyah	12,700	12,400	98
Between 25-49%	<b>ARKANSAS</b>			
	Johnson	7,200	7,000	97
Between 5-24%	<b>ARKANSAS</b>			
	Madison	4,700	4,500	96
	Montgomery	3,500	3,400	97
	Polk	6,600	6,400	97
	Washington	41,100	40,300	98
	Yell	7,000	6,900	99
	<b>OKLAHOMA</b>			
	Adair	7,100	6,900	97
Haskell	4,800	4,700	98	
Latimer	3,800	3,700	97	
Mc Curtain	13,000	12,700	98	
Pushmataha	5,200	5,100	98	
<b>Station Totals</b>		<b>207,300</b>	<b>203,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>85,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>52,500</b>	

# Arkansas—Fort Smith-Fayetteville

## KPOM-TV

Ch. 24

Network Service: NBC.

Licensee: J. D. G. Television Inc., Box 4610, Fort Smith, AR 72914.

Studio: 4624 Kelley Hwy., Fort Smith, AR 72904.

Studio: 4040 Frontage Rd., Fayetteville, AR 72703.

Telephones: 501-785-2400 (Fort Smith); 501-443-2400 (Fayetteville).

TWX: 910-720-0029 (Fort Smith); 910-720-0028 (Fayetteville).

Fax: 501-785-3169.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2510-kw max. & 912-kw horizontal visual, 505-kw max. & 182-kw horizontal aural. Antenna: 1040-ft. above av. terrain, 499-ft. above ground, 2469-ft. above sea level.

Latitude 35° 42' 37.00"  
Longitude 94° 08' 14.50"

Requests CP for change to 4349-kw max. visual, 434.9-kw max. aural, 316-ft. above av. terrain, 144-ft. above ground, 144-ft. above sea level. BPCT-860807KE.

Transmitter: RR 2, 4.2-mi. NNE of Mountainburg, AR.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Automation Techniques, 3-meter; Harris, 3-meter; Harris, 8-meter; M/A-Com, 4-meter.

News Services: AP, Conus.

Ownership: Martha W. Griffin, chmn.; Duane Harm, pres., 5.00%; Larry E. Chapuis, v.p.-treas.; John W. Griffin, v.p.; David F. Griffin, v.p.; Almedia L. Oliver, secy.; T. Ray Phillips III, asst. secy.; Griffin Television Inc., 95%. See Group Ownership of Television Stations.

Began Operation: November 12, 1978. Sale to present owners by Raymond G. Schindler, et al. approved by FCC Dec. 11, 1985. Previous sale by MCM Bcstg. approved by FCC May 8, 1981.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

JOHN McCUTCHEON, general manager.  
BARBARA HUGGINS, local sales manager.  
ROB KRIER, national sales manager.  
KEN HANSEN, chief engineer.  
DOUG RETHERFORD, news director.  
VERLENE TADLOCK, program director.  
VERN McKIMMEY, promotion director.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$250.

City of License: Fort Smith. ADI: Fort Smith. Rank: 140.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	ARKANSAS Crawford	15,400	15,100	98
	Franklin	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Sebastian	40,000	39,600	99
	Washington	41,100	40,300	98
	OKLAHOMA Le Flore	17,200	16,900	98
Between 25-49%	ARKANSAS Benton	36,100	35,400	98
	Johnson	7,200	7,000	97
	Logan	7,800	7,600	98
	Madison	4,700	4,500	96
	Scott	4,100	4,000	98
	OKLAHOMA Sequoyah	12,700	12,400	98
Between 5-24%	ARKANSAS Polk	6,600	6,400	97
	OKLAHOMA Adair	7,100	6,900	97
	Haskell	4,800	4,700	98
Station Totals		210,900	206,800	98
Net Weekly Circulation (1989)			122,700	
Average Daily Circulation (1989)			67,300	

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# Arkansas—Hot Springs

## KRZB-TV

Ch. 26

**Network Service:** None, independent.

**Licensee:** PPD & G Inc., Debtor-in-Possession, 125 Corporate Dr., Hot Springs, AR 71914.

**Studio:** 236 Central, Box 3230, Hot Springs, AR 71914.

**Telephone:** 501-525-4726.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 244.9-kw max. visual, 24.5-kw max. aural. Antenna: 936-ft. above av. terrain, 525-ft. above ground, 1465-ft. above sea level.

Latitude	34°	22'	20"
Longitude	93°	02'	47"

Holds CP for change to 5000-kw max. visual, 902-ft. above av. terrain, 466-ft. above ground, 1417-ft. above sea level, lat. 34° 22' 17", long. 93° 02' 16", transmitter to Jack Mountain, 2.5-mi. S of Hot Springs. BPCT-870824KH.

**Transmitter:** Jack Mountain, 6-mi. S of Hot Springs.

**Multichannel TV Sound:** Stereo only.

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

**Ownership:** Bell Equities Inc., 66.7%; Don E. Pittman, 11.1%; Leonard K. Dunn, 6.1%; Patrick B. Parker, 16.1%. Rick Cobb, pres.; Rod Grandy, v.p.-secy.-treas. Bell Equities Inc. Ownership: Melvyn Bell, 100%. BEI owns licensee of KPAL(AM), North Little Rock & KQLV(FM), Sheridan, AR.

**Began Operation:** February 7, 1986. Left air May 31, 1988. Resumed operation January 1, 1989.

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

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

**Personnel:**

RICK COBB, general manager.  
JOANN LOY, general sales manager.  
DAVID STEWART, chief engineer.



RALPH JACKSON, program director.  
DEBBIE DANIELS, business manager.

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

**Arbitron Data:** Not available.

**City of License:** Hot Springs. ADI: Little Rock. Rank: 55.

# Arkansas—Jonesboro

**KAIT-TV**

Ch. 8

Network Service: ABC.

Licensee: Cosmos Bcstg. Corp., Box 790, Jonesboro, AR 72403.

Studio: Hwy. 141 North, Jonesboro, AR 72401.

Telephone: 501-931-8888. TWX: 910-728-6503. Fax: 501-933-8058.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 41.7-kw aural. Antenna: 1750-ft. above av. terrain, 1799-ft. above ground, 2049-ft. above sea level.

Latitude 35° 53' 17"  
Longitude 90° 56' 09"

Transmitter: 0.6-mi. NE of Egypt School, Egypt.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; GE, 3.5-meter Ku-band; Avantek, Avcom, M/A-Com receivers.

News Services: ABC, AP, CNS, NIWS, NOAA.

Ownership: Cosmos Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 15, 1963. Sale to Channel Communications Inc. by George T. Herrreich approved by FCC May 15, 1984 (Television Digest, Vol. 24:9). Sale to present owner by Channel approved by FCC Nov. 12, 1986 (Vol. 26:39, 49).

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

Represented (legal): Dow, Lohnes & Albertson.

**Personnel:**

- HAROLD CULVER, vice president & general manager.
- MIKE RICKWALD, general sales manager.
- ED WHITE, news director.
- AL BLANKS, local sales manager.
- TONI INBODEN, program director.
- GERALD ERICKSON, chief engineer.
- BRIAN REGA, promotion director.
- ARTIE BEDARD, business manager.
- COBY COOPER, marketing director.

Highest One Hour Rate: \$1900.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$825.

City of License: Jonesboro. ADI: Jonesboro. Rank: 176.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 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	7,800	7,700	99
	Craighead	24,200	23,900	99
	Cross	6,800	6,700	99
	Fulton	4,500	4,300	96
	Greene	12,400	12,200	98
	Independence	12,100	11,900	98
	Izard	4,500	4,300	96
	Jackson	7,700	7,600	99
	Lawrence	7,200	7,000	97
	Mississippi	19,600	19,300	98
	Poinsett	9,300	9,200	99
	Randolph	6,600	6,400	97
Sharp	6,500	6,300	97	



KAIT-TV BNPCT-4617 Granted 7/17/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Butler	15,000	14,600	97
	Carter	2,100	2,000	95
	Dunklin	13,200	12,900	98
	Oregon	4,000	3,800	95
	Pemiscot	8,500	8,300	98
Ripley	5,200	4,900	94	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Lee	5,100	4,900	97
	St Francis	9,900	9,700	98
Stone	3,700	3,600	97	
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Stoddard	11,200	11,000	98
	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Cleburne	8,200	8,000	98
	Crittenden	16,800	16,500	98
	Monroe	4,500	4,400	98
	Prairie	3,800	3,700	97
	White	19,500	19,200	98
	Woodruff	3,800	3,700	97
	<b>MISSOURI</b>			
	Howell	11,900	11,400	96
	New Madrid	7,800	7,600	97
Ozark	3,500	3,400	97	
Shannon	2,900	2,700	93	
Wayne	4,900	4,800	98	
<b>Station Totals</b>		<b>308,500</b>	<b>301,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>165,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>100,300</b>	

# Arkansas—Little Rock

## KARK-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** KARK-TV Inc., 201 W. Third St., Little Rock, AR 72203.

**Studio:** 201 W. Third St., Little Rock, AR 72203.

**Telephone:** 501-376-2481. TWX: 910-722-7417.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 1042-ft. above ground, 2072-ft. above sea level.

Latitude 34° 47' 57"  
Longitude 92° 29' 59"

**Transmitter:** Shinn Mtn.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 11-meter Ku-band; Harris, 3.5-meter Ku-band; Microdyne receivers.

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

**Ownership:** Morris Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 15, 1954. Sale to Mullins by T. K. Barton family approved Jan. 19, 1966 (Television Digest, Vol. 5:32; 6:4). Sale to Combined by Mullins Bcstg. Co. approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Merger of Combined Communicators & Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to United by Gannett Co. approved by FCC Feb. 17, 1983. Sale to present owners by United Bcstg. Corp. approved by FCC March 31, 1988 (Vol. 28:6).

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

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

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

### Personnel:

H. DEAN HINSON, general manager.  
TOM BONNER, station manager.  
CLYDE ANDERSON, general sales manager.  
BOB DENMAN, local sales manager.  
BOB STEEL, news director.  
DICK STORY, production manager.  
MARY MAY, traffic manager.  
BILL ADDINGTON, chief engineer.  
SUSAN NEWKIRK, promotion director.  
ANNE WRIGHT, director, community relations.  
JOE WELCH, business manager.

**Highest One Hour Rate:** \$15000.

**Highest 30 Sec. Rate:** \$1600.

**NETWORK BASE HOURLY RATE:** \$1550.

**City of License:** Little Rock. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Arkansas	8,600	8,500	99
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Clark	8,200	8,100	99
	Cleburne	8,200	8,000	98
	Cleveland	3,000	2,900	97
	Conway	7,100	7,000	99
	Dallas	4,000	3,900	98
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Faulkner	19,800	19,500	98
	Franklin	6,100	6,000	98
	Garland	32,300	31,800	98



KARK-TV BPCT-850507KE Granted 8/15/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Grant	5,100	5,000	98
	Hot Spring	10,700	10,500	98
	Independence	12,100	11,900	98
	Jackson	7,700	7,600	99
	Jefferson	30,800	30,300	99
	Johnson	7,200	7,000	97
	Lincoln	3,600	3,500	97
	Logan	7,800	7,600	98
	Lonoke	13,800	13,600	99
	Monroe	4,500	4,400	98
	Montgomery	3,500	3,400	97
	Nevada	3,800	3,700	97
	Ouachita	12,800	12,500	98
	Perry	2,900	2,900	100
	Pike	4,200	4,100	98
	Polk	6,600	6,400	97
	Pope	16,700	16,400	98
	Prairie	3,800	3,700	97
	Pulaski	135,800	134,600	99
	Saline	20,200	20,000	99
	Searcy	3,600	3,500	97
	Stone	3,700	3,600	97
	Van Buren	6,300	6,200	98
	White	19,500	19,200	98
	Woodruff	3,800	3,700	97
	Yell	7,000	6,900	99

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>				
	Baxter	13,800	13,500	98
	Boone	11,600	11,400	98
	Greene	12,400	12,200	98

(Continued on page A-96)

Station Totals	Total Households	TV Households	Households %
Station Totals	708,100	696,200	98
Net Weekly Circulation (1989)		469,500	
Average Daily Circulation (1989)		306,100	

# Arkansas—Little Rock

**KATV**

Ch. 7

**Network Service:** ABC.

**Licensee:** Allbritton Broadcasting Inc., 401 Main St., Box 77, Little Rock, AR 72201.

**Studios:** 401 Main St., Little Rock, AR 72201; Jefferson Square, Pine Bluff, AR 71611.

**Telephone:** 501-372-7777. TWX: 501-721-8372.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 2006-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude 34° 28' 22.60"  
Longitude 92° 12' 10.50"

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

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Comtech, 7.3-meter C-band; Avantek, Microdyne, Pinzone receivers.

**News Service:** AP.

**Ownership:** Allbritton Communications Co. See Group Ownership of Television Stations.

**Began Operation:** December 19, 1953. John T. Griffin and James C. Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (*Television Digest*, Vol. 16:45). Reorganization resulted in Griffin owning 55.81%. Transfer of control to Leakes approved by FCC Sept. 19, 1969 (Vol. 9:15). Sale to present owner by Leake Industries approved by FCC Feb. 14, 1983 (Vol. 22:45).

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

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

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

**Personnel:**

DALE NICHOLSON, president & general manager.  
KEN KOEPKA, vice president, broadcast operations & engineering.  
RON KELLY, national sales manager.

**Highest One Hour Rate:** \$8000.

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

**NETWORK BASE HOURLY RATE:** \$1250.

**City of License:** Little Rock. ADI: Little Rock. Rank: 55.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Arkansas	8,600	8,500	99
	Ashley	9,400	9,200	98
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Clark	8,200	8,100	99
	Cleburne	8,200	8,000	98
	Cleveland	3,000	2,900	97
	Conway	7,100	7,000	99
	Dallas	4,000	3,900	98
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Faulkner	19,800	19,500	98
	Garland	32,300	31,800	98
	Grant	5,100	5,000	98
	Hot Spring	10,700	10,500	98
	Independence	12,100	11,900	98
	Jackson	7,700	7,600	99
	Jefferson	30,800	30,300	99
	Johnson	7,200	7,000	97
Lee	5,100	4,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	3,600	3,500	97
	Lonoke	13,800	13,600	99
	Monroe	4,500	4,400	98
	Montgomery	3,500	3,400	97
	Nevada	3,800	3,700	97
	Ouachita	12,800	12,500	98
	Perry	2,900	2,900	100
	Phillips	11,000	10,700	97
	Pike	4,200	4,100	98
	Pope	16,700	16,400	98
	Prairie	3,800	3,700	97
	Pulaski	135,800	134,600	99
	Saline	20,200	20,000	99
	Stone	3,700	3,600	97
	Union	18,600	18,300	98
	Van Buren	6,300	6,200	98
	White	19,500	19,200	98
	Woodruff	3,800	3,700	97
	Yell	7,000	6,900	99
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Columbia	9,700	9,500	98
	Crittenden	16,800	16,500	98
	Cross	6,800	6,700	99
	Hempstead	8,700	8,500	98
	Little River	5,100	5,000	98
	Polk	6,600	6,400	97
	St Francis	9,900	9,700	98
	<b>MISSISSIPPI</b>			
Bolivar	14,400	14,000	98	
Coahoma	12,200	12,000	98	
Washington	23,700	23,200	98	

(Continued on page A-96)

<b>Station Totals</b>	<b>862,200</b>	<b>847,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>500,400</b>	
<b>Average Daily Circulation (1989)</b>		<b>306,100</b>	

# Arkansas—Little Rock

**KLRT**

Ch. 16

**Network Service:** None, independent.

**Licensee:** LRTV Ltd. Partnership, 630 Third Ave., New York, NY 10017.

**Studio:** 11711 W. Markham, Little Rock, AR 72211.

**Telephone:** 501-375-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1772-ft. above av. terrain, 1266-ft. above ground, 2220-ft. above sea level.

Latitude 34° 47' 57"  
Longitude 92° 29' 29"

**Transmitter:** Shinall Mtn., 3-mi. W of Little Rock.

**Satellite Earth Stations:** Microdyne, 5-meter C-band; Microdyne, 3.7-meter C-band; RCA Americom Ku-band; M/A-Com, Microdyne, RCA Americom receivers.

**Ownership:** SCS Communications of Little Rock Inc., gen. partner, 74.00%; Agronomics Inc., ltd. partner, 6.00%; Teleco Arkansas Inc., ltd. partner, 5.00%; Little Rock TV 16 Inc., ltd. partner, 5.00%; Central Arkansas Television Inc., ltd. partner, 5.00%; May Broadcasting Co. of Arkansas Inc., ltd. partner, 5.00%. Garrett F. Scollard, chmn.-pres. controls SCS Communications of Little Rock Inc.

**Began Operation:** June 26, 1983.

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

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

**Represented (engineering):** David Steel & Associates Inc.

**Personnel:**

- STEVE SCOLLARD, vice president & general manager.
- VICKI RICE, program manager.
- MIGUEL COPELLO, director of operations & assistant programmer.
- JOANNE MOONEY CANELLI, general sales manager.
- CALVIN DRING, national sales manager.
- BRIAN COOMBS, chief engineer.
- DAN McFADDEN, promotion director.
- YVONNE CORNET, business manager.

**Highest 30 Sec. Rate:** \$700.

**City of License:** Little Rock. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>ARKANSAS</b>			
	Arkansas	8,600	8,500	99
	Clark	8,200	8,100	99
	Conway	7,100	7,000	99
	Faulkner	19,800	19,500	98
	Grant	5,100	5,000	98
	Jefferson	30,800	30,300	99
	Lonoke	13,800	13,600	99
	Monroe	4,500	4,400	98
	Prairie	3,800	3,700	97
	Pulaski	135,800	134,600	99



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Saline	20,200	20,000	99
	White	19,500	19,200	98
<b>Between 25-49%</b>				
<b>ARKANSAS</b>				
	Bradley	5,200	5,100	98
	Cleburne	8,200	8,000	98
	Dallas	4,000	3,900	98
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Garland	32,300	31,800	98
	Hot Spring	10,700	10,500	98
	Jackson	7,700	7,600	99
	Johnson	7,200	7,000	97
	Perry	2,900	2,900	100
	Pope	16,700	16,400	98
	Van Buren	6,300	6,200	98
	Woodruff	3,800	3,700	97
	Yell	7,000	6,900	99
<b>Between 5-24%</b>				
<b>ARKANSAS</b>				
	Chicot	5,700	5,500	96
	Cleveland	3,000	2,900	97
	Lincoln	3,600	3,500	97
	Nevada	3,800	3,700	97
	Stone	3,700	3,600	97
<b>Station Totals</b>		<b>422,100</b>	<b>415,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>213,000</b>
<b>Average Daily Circulation (1989)</b>				<b>87,500</b>



# Arkansas—Little Rock

**KTHV**

Ch. 11

**Network Service:** CBS.

**Licensee:** Arkansas Television Co., Box 269, Little Rock, AR 72203.

**Studio:** 8th & Izard Sts., Little Rock, AR 72203.

**Telephone:** 501-376-1111. TWX: 910-722-7486.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 37.6-kw aural. Antenna: 1710-ft. above av. terrain, 1098-ft. above ground, 2128-ft. above sea level.

Latitude 34° 47' 57"  
Longitude 92° 29' 59"

**Transmitter:** Shinal Mountain.

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

**News Services:** AP, UPI.

**Ownership:** Arkansas Television Co. K. A. Engle Trust, 81.26%; C. Stanley Berry, chmn.-v.p.-secy., 6.34%; Marcus B. George, pres.-treas., 6.34%.

**Began Operation:** November 27, 1955.

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

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

**Personnel:**

- ROBERT L. BROWN, president & general manager.
- DOUG LAUGHTER, vice president, station operations.
- CHRIS BAILEY, general sales manager.
- LONNIE GIBBONS, national sales manager.
- JERRY GARRETT, local sales manager.
- BOB HICKS, program manager.
- STEVE DOAN, production manager.
- FRED ANDERSON, director of engineering.
- JOHN REHRAVER, news director.
- MARIE CLINTON, promotion director.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Little Rock. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>	8,600	8,500	99
	Arkansas	8,600	8,500	99
	Bradley	5,200	5,100	98
	Clark	8,200	8,100	99
	Cleburne	8,200	8,000	98
	Cleveland	3,000	2,900	97
	Conway	7,100	7,000	99
	Dallas	4,000	3,900	98
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Faulkner	19,800	19,500	98
	Garland	32,300	31,800	98
	Grant	5,100	5,000	98
	Hot Spring	10,700	10,500	98
	Independence	12,100	11,900	98
	Izard	4,500	4,300	96
	Jackson	7,700	7,600	99
	Jefferson	30,800	30,300	99
	Johnson	7,200	7,000	97
Lincoln	3,600	3,500	97	
Logan	7,800	7,600	98	
Lonoke	13,800	13,600	99	
Monroe	4,500	4,400	98	
Montgomery	3,500	3,400	97	
Nevada	3,800	3,700	97	



KTHV BPCT-850507KF Granted 8/15/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Arkansas	8,600	8,500	99
	Quachita	12,800	12,500	98
	Perry	2,900	2,900	100
	Pike	4,200	4,100	98
	Pope	16,700	16,400	98
	Prairie	3,800	3,700	97
	Pulaski	135,800	134,600	99
	Saline	20,200	20,000	99
	Searcy	3,600	3,500	97
	Stone	3,700	3,600	97
	Van Buren	6,300	6,200	98
	White	19,500	19,200	98
	Woodruff	3,800	3,700	97
Yell	7,000	6,900	99	

ARKANSAS				
<b>Between 25-49%</b>	Baxter	13,800	13,500	98
	Boone	11,600	11,400	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Franklin	6,100	6,000	98
	Hempstead	8,700	8,500	98
	Lee	5,100	4,900	97
	Phillips	11,000	10,700	97
	Polk	6,600	6,400	97
	St Francis	9,900	9,700	98
	Sevier	5,600	5,500	98

ARKANSAS				
<b>Between 5-24%</b>	Carroll	7,900	7,800	99
	Craighead	24,200	23,900	99
	Cross	6,800	6,700	99
	Fulton	4,500	4,300	96

(Continued on page A-96)

<b>Station Totals</b>	<b>676,600</b>	<b>665,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>436,500</b>	
<b>Average Daily Circulation (1989)</b>		<b>246,000</b>	

# Arkansas—Pine Bluff

**KASN**

(formerly KJTM-TV)

Ch. 38

**Network Service:** Fox.

**Licensee:** MMC TV Corp., 320 N. Michigan Ave., Chicago, IL 60601.

**Studio:** 7123 I-30, Suite 54, Little Rock, AR 72209.

**Mailing Address:** Box 19328, Little Rock, AR 72219.

**Telephone:** 501-562-3838. **Fax:** 501-562-2825.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: Circularly polarized, 1945-ft. above av. terrain, 1879-ft. above ground, 2219-ft. above sea level.

Latitude 34° 26' 31"  
Longitude 92° 13' 03"

**Transmitter:** 2-mi. W of Redfield.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** M/A-Com, 3-meter C-band; Scientific-Atlanta, 5-meter Ku-band; United Satellite Systems, 5-meter C-band; United Satellite Systems, 5-meter C-band; M/A-Com, Panasonic, Scientific-Atlanta receivers.

**Ownership:** Paula Baird Pruett, pres., 100%; Steven J. Pruett, v.p. P.B. Pruett has interest in WMSN-TV, Madison, WI.

**Began Operation:** June 17, 1986.

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

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

**Personnel:**

- EDWIN GROVES, vice president & general manager.
- CAROL HUMPHRIES-SMITH, operations & program manager.
- LANNY KIEST, general sales manager.
- TY SMITH, national sales manager.
- RICHARD DUNCAN, director of engineering.
- JOY ROSS SCARBROUGH, promotion director.
- SARAH HUGEN, business manager.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Pine Bluff. **ADI:** Little Rock. **Rank:** 55.

Small Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Grant	5,100	5,000	98
	Jefferson	30,800	30,300	99
	Lonoke	13,800	13,600	99
	Pulaski	135,800	134,600	99
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Arkansas	8,600	8,500	99
	Clark	8,200	8,100	99
	Cleveland	3,000	2,900	97
	Dallas	4,000	3,900	98



KASN BMPCT-850410KH Granted 5/15/85

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>Desha</b>	6,600	6,500	98
	<b>Drew</b>	6,500	6,300	97
	<b>Faulkner</b>	19,800	19,500	98
	<b>Garland</b>	32,300	31,800	98
	<b>Hot Spring</b>	10,700	10,500	98
	<b>Lincoln</b>	3,600	3,500	97
	<b>Monroe</b>	4,500	4,400	98
	<b>Prairie</b>	3,800	3,700	97
	<b>Saline</b>	20,200	20,000	99
	<b>Van Buren</b>	6,300	6,200	98
	<b>White</b>	19,500	19,200	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	<b>Bradley</b>	5,200	5,100	98
	<b>Chicot</b>	5,700	5,500	96
	<b>Cleburne</b>	8,200	8,000	98
	<b>Conway</b>	7,100	7,000	99
	<b>Jackson</b>	7,700	7,600	99
	<b>Perry</b>	2,900	2,900	100
<b>Yell</b>	7,000	6,900	99	
<b>Station Totals</b>		<b>386,900</b>	<b>381,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>157,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>61,200</b>	

# Arkansas—Pine Bluff

**KVTN**

**Ch. 25**

**Network Service:** None, independent.

**Licensee:** Agape Church Inc., Box 22007, Little Rock, AR 72221.

**Studio:** 701 Napa Valley Dr., Little Rock, AR 72211.

**Telephone:** 501-223-2525.

**Fax:** 501-221-3837.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 4368-kw max. visual. Antenna: 596-ft. above av. terrain, 594-ft. above ground, 820-ft. above sea level.

Latitude	34°	31'	52"
Longitude	92°	02'	42"

**Transmitter:** S side of Rte. 161, 4.5-mi. W of England.

**Satellite Earth Station:** 2.8-meter C-band.

**Ownership:** Agape Church Inc. H. L. Caldwell II, pres., 33.3%; Jeanne F. Caldwell, v.p., 33.3%; Mary S. Keleman, secy.-treas., 33.3%.

**Began Operation:** December 1, 1988.

**Represented (legal):** John Fiorini.

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

**Personnel:**

- H. L. CALDWELL, president.
- RANDY WRIGHT, general manager.
- MICHAEL CLAY, chief engineer.
- ED GILLIES, general sales manager & program director.

**Highest 30 Sec. Rate:** \$75.00.



**Arbitron Data:** Not available.

**City of License:** Pine Bluff. **ADI:** Little Rock. **Rank:** 55.

# Arkansas—Rogers

**KFAA**

Ch. 51

(Satellite of KPOM-TV, Fort Smith, AR)

**Network Service:** NBC.

**Grantee:** J.D.G. Television Inc., 7401 N. Kelley Blvd., Oklahoma City, OK 73113.

**Studio:** 114 S. First, Rogers, AR 72756.

**Telephone:** 405-843-6641.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 932-ft. above av. terrain, 515-ft. above ground, 2325-ft. above sea level.

Latitude	36°	00'	57"
Longitude	94°	05'	05"

Requests modification of CP for change to 200.9-kw max. visual, 20.1-kw max. aural, 425-ft. above av. terrain, 165-ft. above ground, 1598-ft. above sea level, lat. 36° 12' 14.50", long. 94° 6' 05.00", transmitter to Fitzgerald Mountain, 1.8-mi. NE of Springdale, AR. BMPCT-860807KE.

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

**Multichannel TV Sound:** Stereo only.

**Ownership:** Griffin Television Inc. See Group Ownership of Television Stations.

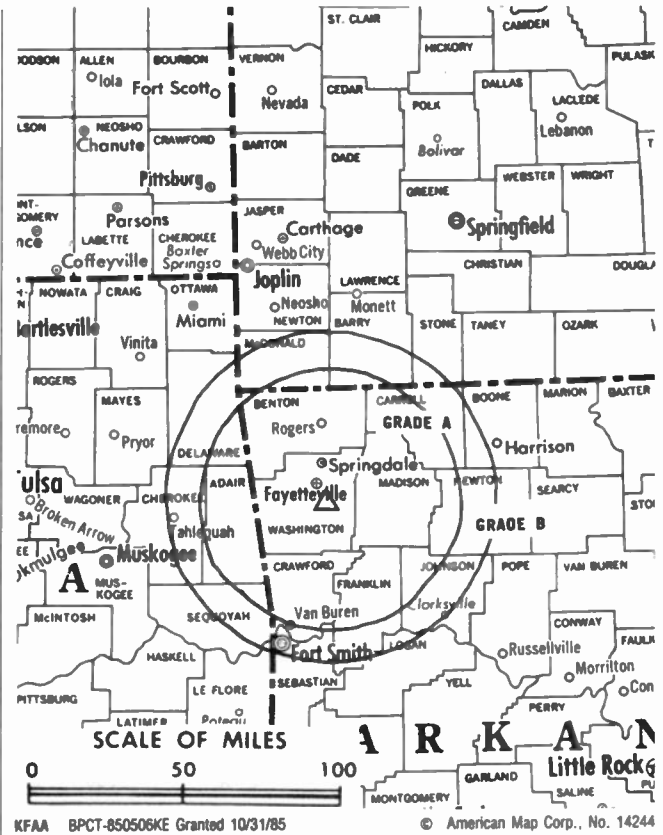
**Scheduled to Begin Operation:** Fall 1989.

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

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

**Personnel:**

See KPOM-TV, Fort Smith, AR.



**Arbitron Data:** Not Available.

**City of License:** Rogers. ADI: Joplin, MO-Pittsburg, KS. Rank: 121.

# Arkansas

## KARK-TV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Hempstead	8,700	8,500	98
	Izard	4,500	4,300	96
	Little River	5,100	5,000	98
	Randolph	6,600	6,400	97
	St Francis	9,900	9,700	98
	Sharp	6,500	6,300	97
	Union	18,600	18,300	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Chicot	5,700	5,500	96
	Craighead	24,200	23,900	99
	Howard	5,200	5,100	98
	Lawrence	7,200	7,000	97
	Marion	5,200	5,100	98
	Newton	3,100	3,000	97
	Phillips	11,000	10,700	97
	Scott	4,100	4,000	98
	Sebastian	40,000	39,600	99
	Sevier	5,600	5,500	98
	<b>MISSISSIPPI</b>			
	Bolivar	14,400	14,000	98

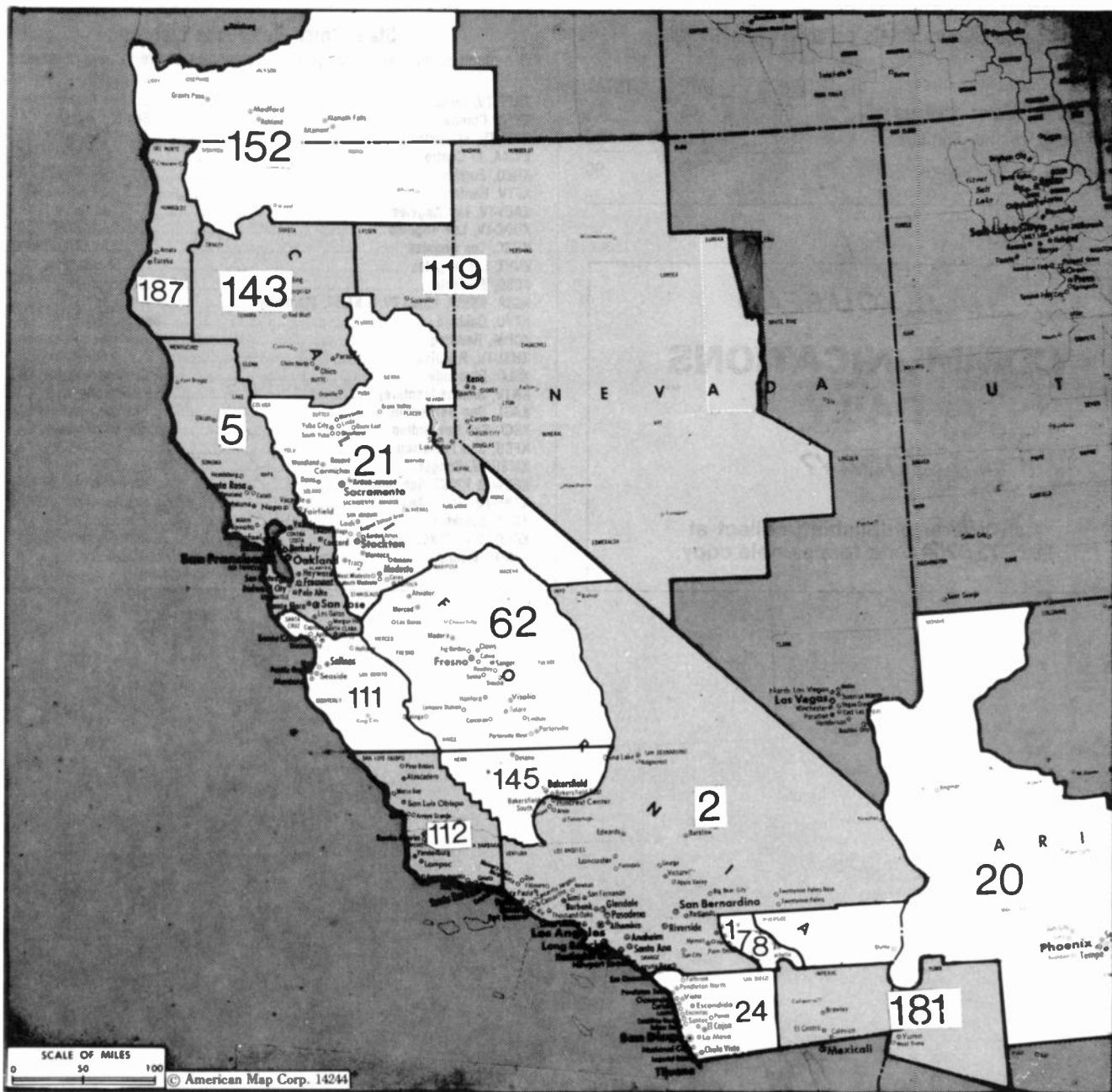
## KATV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Boone	11,600	11,400	98
	Carroll	7,900	7,800	99
	Craighead	24,200	23,900	99
	Greene	12,400	12,200	98
	Howard	5,200	5,100	98
	Izard	4,500	4,300	96
	Lafayette	3,700	3,600	97
	Lawrence	7,200	7,000	97
	Logan	7,800	7,600	98
	Miller	14,300	14,100	99
	Mississippi	19,600	19,300	98
	Poinsett	9,300	9,200	99
	Randolph	6,600	6,400	97
	Searcy	3,600	3,500	97
	Sebastian	40,000	39,600	99
	Sevier	5,600	5,500	98
	Sharp	6,500	6,300	97
	<b>OKLAHOMA</b>			
	Sequoyah	12,700	12,400	98
	<b>TEXAS</b>			
	Bowie	30,800	30,400	99

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## KTHV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Greene	12,400	12,200	98
	Howard	5,200	5,100	98
	Marion	5,200	5,100	98
	Sebastian	40,000	39,600	99
	Sharp	6,500	6,300	97
<b>OKLAHOMA</b>				
Sequoyah	12,700	12,400	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Los Angeles, CA	4,807,700	2	KABC-TV (7), KADY-TV (63), KAGL (30), KCBS-TV (2), KCOP (13), KOOC-TV (56), KHJ-TV (9), KHSC (46), KMEX-TV (34), KNBC-TV (4), KSCI (18), KSLO (62), KTBN-TV (40), KTLA (5), KTTV (11), KVEA (52), KVVT (64), KWHY-TV (22)
San Francisco, CA	2,164,100	5	KBHK-TV (44), KDTV (14), KFCB (42), KFTY (50), KGO-TV (7), KICU-TV (36), KLXV-TV (65), KNTV (11), KOFY-TV (20), KPIX (5), KPST-TV (66), KRON-TV (4), KSTS (48), KTSF (26), KTVU (2), KWBB (38)
Phoenix, AZ	959,700	20	KMOH-TV (6), KNXV-TV (15), KPAAZ-TV (21), KPHO-TV (5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7), KUTP (45)
Sacramento-Stockton, CA	957,400	21	KCRA-TV (3), KCSO (19), KFTL (64), KOVR-TV (13), KRBK-TV (31), KSCH-TV (58), KTLX (40), KXTV (10)
San Diego, CA	836,300	24	KFMB-TV (8), KGTV (10), KNSO (39), KTTY (69), KUSI-TV (51), XETV (6), XEWFTV (12)
Fresno-Visalia, CA	419,900	62	KAIL (53), KFSN-TV (30), KFTV (21), KJEO (47), KMPH (26), KMSG-TV (59), KSEE (24)
Salinas-Monterey, CA	205,600	111	KCBA (35), KMST (46), KSBW (8), KSMS-TV (67)
Santa Barbara-Santa Maria-San Luis Obispo, CA	202,000	112	KCOY-TV (12), KEYT-TV (3), KSBY-TV (6)
Reno, NV	180,000	119	KAME-TV (21), KCRL (4), KOLO-TV (8), KREN-TV (27), KTVN (2)
Chico-Redding, CA	150,600	143	KCPM (24), KHSL-TV (12), KRCR-TV (7)
Bakersfield, CA	149,000	145	KBAK-TV (29), KOOB-TV (45), KERO-TV (23), KGET (17)
Medford, OR	130,900	152	KORV (12), KOBI (5), KOTI (2), KTVL (10)
Palm Springs, CA	66,200	178	KESQ-TV (42), KMIR-TV (36)
El Centro, CA-Yuma, AZ	62,500	181	KECY-TV (9), KYEL-TV (13), KYMA (11)
Eureka, CA	51,400	187	KIEM-TV (3), KREQ (23), KVIQ-TV (6)

California Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	26	48	74
Educational Television Stations	4	12	16
	30	60	90

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State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KRCR-TV, Chico	See Redding, CA
KVEA, Corona	See Los Angeles, CA
KYEL-TV, El Centro	See Yuma, AZ
KYMA, El Centro	See Yuma, AZ
KREQ, Eureka	See Arcata, CA
KFTV, Hanford	See Fresno, CA
KADY-TV, Los Angeles	See Oxnard, CA
KDOC-TV, Los Angeles	See Anaheim, CA
KHSC, Los Angeles	See Ontario, CA
KVVT, Los Angeles	See Barstow, CA
KCSD, Modesto	See Sacramento, CA
KCBA, KSBW, KSMS-TV & KMST, Monterey	See Salinas, CA
KTVU, Oakland	See San Francisco, CA
KCPM, Redding	See Chico, CA
KHSL-TV, Redding	See Chico, CA
KSLD, Riverside	See Los Angeles, CA
KNTV, Salinas-Monterey	See San Jose, CA
KAGL, San Bernardino	See Los Angeles, CA
KSCI, San Bernardino	See Los Angeles, CA
KFCB, San Francisco	See Concord, CA
KMSG-TV, Sanger	See Fresno, CA
KSBW & KMST, San Jose	See Salinas-Monterey, CA
KTBN-TV, Santa Ana	See Los Angeles, CA
KCSD, Stockton	See Sacramento, CA
KOVR-TV & KTXL, Stockton	See Sacramento, CA
KMPH, Visalia	See Fresno, CA

# California—Anaheim

## KDOC-TV

Ch. 56

**Network Service:** None, independent.

**Licensee:** Golden Orange Broadcasting Co. Inc., 1730 S. Clementine St., Anaheim, CA 92802.

**Studio:** 1730 S. Clementine St., Anaheim, CA 92802.

**Telephone:** 714-999-5000. TWX: 714-999-1218.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2820-kw max. & 331-kw horizontal visual, 652-kw max. & 76.2-kw horizontal aural. Antenna: 2386-ft. above av. terrain, 220-ft. above ground, 5555-ft. above sea level.

Latitude 34° 11' 14"  
Longitude 117° 42' 01"

**Transmitter:** Sunset Ridge, 5-mi. NE of Claremont.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 3.7-meter Ku-band; M/A-Com, 3.7-meter C-band; Simulsat, 5-meter C-band; Microdyne, Scientific-Atlanta, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** Pat Boone, pres., 36.42%; Thomas Sheridan, v.p., 6.64%; Calvin C. Brack, secy.-treas., 23.70%; Estate of Jimmy Durante, 3.03%; David Levy, 1.97%; Richard Shepherd, 2.66%; Bill Simon, 23.59%; Michael Volpe, 1.99%.

**Began Operation:** October 1, 1982.

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

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

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

### Personnel:

CALVIN BRACK, general manager.  
SHURLEE THOMPSON, general sales manager.  
CAROLYN COLE, local sales manager.  
ROGER KNIPP, chief engineer.  
MICHELLE MERKER, news director.  
BILL DAILEY, program assistant.  
SUE HOOPER, promotion director.  
CAROL McCONNELL, business manager.

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

**City of License:** Anaheim. ADI: Los Angeles. Rank: 2.



Total Households: © MSI Consumer Market Data as of 11/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
<b>Station Totals</b>		<b>4,617,100</b>	<b>4,495,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>352,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>112,600</b>	



# California—Arcata-Eureka

## KAEF-TV

(formerly KREQ)

(Satellite of KRCR-TV, Redding, CA)

Ch. 23

**Network Service:** ABC.

**Licensee:** California-Oregon Bcstg. Inc., 755 Auditorium Dr., Redding, CA 96001.

**Studio:** 1485 L St., Arcata, CA 95521-5742.

**Telephone:** 916-243-7777.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 141-kw max. visual, 14-kw max. aural. Antenna: 1636-ft. above av. terrain, 279-ft. above ground, 2890-ft. above sea level.

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

**Transmitter:** 1733 Barry Ridge, 11-mi. ESE of Eureka.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 3.5-meter C-band; Microdyne, 3.75-meter Ku-band; Microdyne, 3.75-meter C-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** California-Oregon Bcstg. Inc. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1987; left air April 30, 1989. Sale to present owner by The Mad River Bcstg. Co. Inc. approved by FCC Aug. 4, 1989. Plans to resume operation Sept. 1989.

**Represented (sales):** Blair Television; Art Moore Inc. (Northwest).

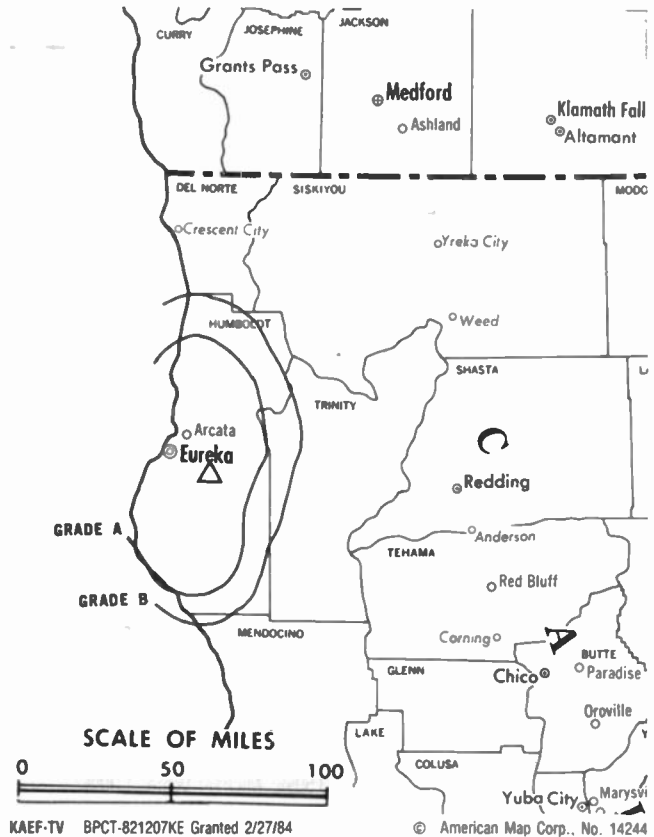
**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

ROBERT CLARKE, general manager.  
 SCOTT MARCUS, station manager & sales manager.  
 TIM DIETZ, director of engineering.  
 KEVIN SAUNDERS, production manager.  
 RANDY ALEXANDER, operations manager.  
 CATHY TAPIA, traffic director.

**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$75.



**City of License:** Arcata. **ADI:** Eureka. **Rank:** 187.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	CALIFORNIA	46,200	44,300	96
	Humboldt			
Between 5-24%	CALIFORNIA	7,600	7,100	93
	Del Norte			
<b>Station Totals</b>		<b>53,800</b>	<b>51,400</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>17,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>5,600</b>	

# California—Bakersfield

## KBAK-TV

Ch. 29

Network Service: ABC.

Licensee: Burnham Broadcasting Co., Box 2929, Bakersfield, CA 93303.

Studio: 1901 Westwind Dr., Bakersfield, CA 93301.

Telephone: 805-327-7955. TWX: 910-327-1109. Fax: 805-327-5603.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1700-kw max. & 77.6-kw horizontal visual, 340-kw max. & 15.5-kw horizontal aural. Antenna: 3730-ft. above av. terrain, 230-ft. above ground, 7775-ft. above sea level.

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

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

Satellite Earth Stations: Andrew, 7.3-meter C-band; Scientific-Atlanta, 5-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Burnham Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: August 20, 1953. Sale to Reeves Broadcasting Corp. by San Francisco Chronicle approved Oct. 12, 1960 by FCC (Television Digest, Vol. 16:36, 42). Sale to Harriscope Bcstg. Corp. by Reeves Broadcasting Corp. approved May 12, 1964 by FCC (Vol. 3:52; 4:18). Sale to present owner by Harriscope approved by FCC Oct. 2, 1986.

Represented (sales): Katz Television.

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

Represented (engineering): Hammett & Edison Inc.

### Personnel:

- WAYNE W. LANSCH, general manager.
- DEAN CRAJN, general sales manager.
- NANCY HOFEDITZ, program director.
- ROBERT BANKS, chief engineer.
- HENRY MENDOZA, news director.
- MARYBETH RICHMOND, promotion director.
- PATTI LEVEQUE, business manager.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$771.

City of License: Bakersfield. ADI: Bakersfield. Rank: 145.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Kern West	153,900	148,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Tulare	97,900	93,900	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Kern East Kings	29,500 28,400	28,500 27,100	96 95
<b>Station Totals</b>		<b>309,700</b>	<b>298,000</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>190,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>92,200</b>	

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# California—Bakersfield

## KDOB-TV

Ch. 45

**Network Service:** None, independent.

**Licensee:** Dorothy J. Owens, Box 5276, Bakersfield, CA 93388.

**Studio:** 1225 N. Chester Ave., Bakersfield, CA 93388.

**Telephone:** 805-393-4500.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1325-ft. above av. terrain, 144-ft. above ground, 3665-ft. above sea level.

Latitude 35° 26' 20''  
Longitude 118° 44' 24''

**Transmitter:** Mt. Adelaide, approx. 15-mi. ENE of Bakersfield.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Dorothy J. Owens, 100%.

**Began Operation:** December 1, 1988.

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

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

**Represented (engineering):** Elliot Klein.

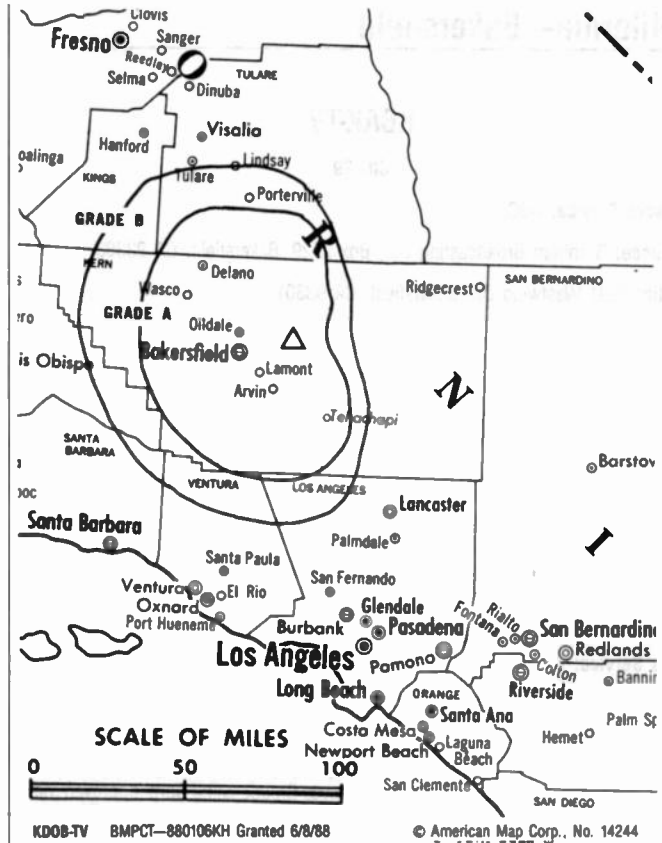
**Personnel:**

DOROTHY OWENS, general manager.  
MARLENE DELANO, general sales manager.  
DAVID JAMES GATES, chief engineer.  
BILL KLINE, program director.  
WENDY THORPE, business manager.  
TERESA BOLES, marketing director.

**Rates:** On request.

**City of License:** Bakersfield. AOI: Bakersfield. Rank: 145.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
Between 5-24%	Kern West	153,900	148,500	97
<b>Station Totals</b>		<b>153,900</b>	<b>148,500</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>15,600</b>
<b>Average Daily Circulation (1989)</b>				<b>6,400</b>

# California—Bakersfield

## KERO-TV

Ch. 23

Network Service: CBS.

Licensee: McGraw-Hill Bcstg. Co. Inc., 321 21st St., Bakersfield, CA 93303.

Studio: Television Center, Box 2367, Bakersfield, CA 93303.

Telephone: 805-327-1441. TWX: 910-327-1103. Fax: 805-322-1701.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1760-kw max. & 323-kw horizontal visual, 352-kw max. & 72.4-kw horizontal aural. Antenna: Directional, 3700-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

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

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

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Microdyne, 3.7-meter Ku-band; M/A-Corn, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: McGraw-Hill Bcstg. Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 26, 1953. This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23. Sale to present owners by Time-Life Bcst. Inc. approved by FCC March 8, 1972 (*Television Digest*, Vol. 12:10, 11). Sale to Time-Life by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV-AM, San Diego) into Transcontinent Television Corp. approved May 13, 1959 (Vol. 15:7, 12, 20).

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

Represented (legal): Koteen & Naftalin.

### Personnel:

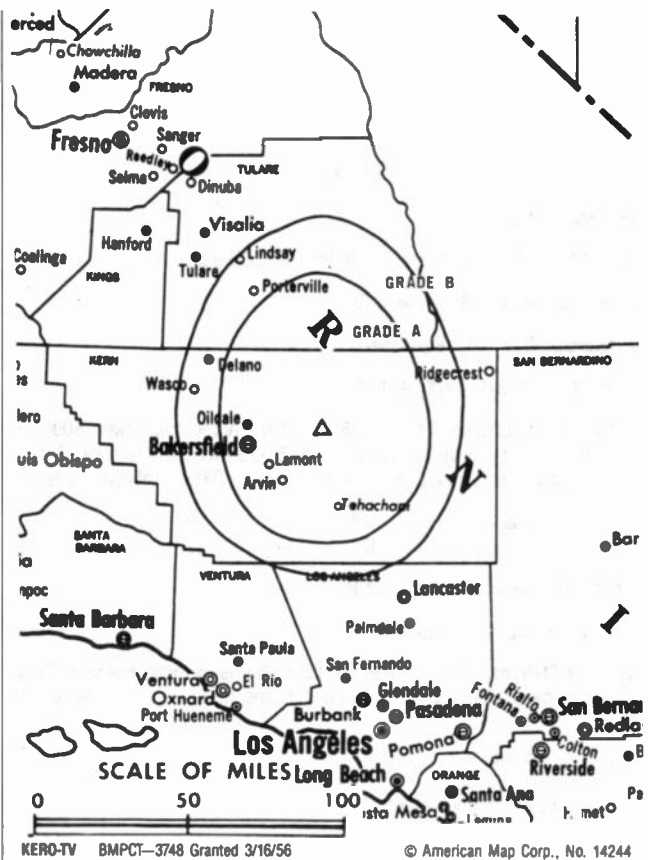
RONALD E. MIRES, vice president & general manager.  
DAVID C. CARFOLITE, general sales manager.  
MICHAEL KNOTEK, national sales manager.  
LOUIS RAPAGE, director, production, program operations & promotion.  
NORMAN E. HALL, director, engineering.  
WALT BROWN, news director.  
LYNN NOEL, director, community affairs.  
RAY SCHIFFHAUER, director, business affairs.

Rates: On request.

NETWORK BASE HOURLY RATE: \$800.

City of License: Bakersfield. ADI: Bakersfield. Rank: 145.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KERO-TV BMPCT-3748 Granted 3/16/56

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>		
	Kern West	153,900	148,500 97
<b>Between 25-49%</b>	<b>CALIFORNIA</b>		
	Kern East	29,500	28,500 96
	Tulare	97,900	93,900 96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>		
	Kings	28,400	27,100 95
<b>Station Totals</b>		<b>309,700</b>	<b>298,000 96</b>
<b>Net Weekly Circulation (1989)</b>			<b>188,300</b>
<b>Average Daily Circulation (1989)</b>			<b>95,200</b>

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# California—Bakersfield

**KGET**

Ch. 17

**Network Service:** NBC.

**Licensee:** KGETTV Inc., 2831 Eye St., Bakersfield, CA 93301.

**Studio:** 28th & Eye Sts., Bakersfield, CA 93301.

**Mailing Address:** Box 1700, Bakersfield, CA 93302.

**Telephone:** 805-327-7511. TWX: 910-327-1120.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 398-kw horizontal visual, 500-kw max. & 39.8-kw horizontal aural. Antenna: 1400-ft. above av. terrain, 288-ft. above ground, 3813-ft. above sea level.

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

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; Harris, 6-meter Ku-band; RCA, 3.66-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 8, 1959. Sale to present owner by Gillett Bcstg. Co. approved by FCC Oct. 14, 1983. Sale to Gillett by ASI Communications approved by FCC June 20, 1978. Transfer to Atlantic States Industries from Lincoln Dellar & wife approved Sept. 11, 1969 (*Television Digest*, Vol. 8:49; 9:37). Previous sale to Dellar by group which included Dellar as 41.2% stockholder approved Dec. 31, 1962.

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

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

RAYMOND A. WATSON, vice president & general manager.  
TOM RANDOUR, general sales manager.  
SHIRLEY SANFORD, program director.  
TOM BALLEW, chief engineer.  
DOUG CALDWELL, news director.

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

**Highest 30 Sec. Rate:** \$1400.

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



KGET BMPCT—181101KE Granted 12/22/78

©American Map Corp., No. 14244

**City of License:** Bakersfield. **ADI:** Bakersfield. **Rank:** 145.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Kern West	153,900	148,500	97
	<b>CALIFORNIA</b> Tulare	97,900	93,900	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Kern East	29,500	28,500	96
	<b>CALIFORNIA</b> Kings	28,400	27,100	95
<b>Station Totals</b>		<b>309,700</b>	<b>298,000</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>171,100</b>
<b>Average Daily Circulation (1989)</b>				<b>95,100</b>

# California—Barstow

**KVVT**

**Ch. 64**

**Network Service:** None, independent.

**Licensee:** Sunbelt Television Inc., Box 6464, Victorville, CA 92392.

**Studio:** 15605 Village Dr., Victorville, CA 92394.

**Telephone:** 619-251-5888.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 3134-kw max. visual, 627-kw max. aural. Antenna: 1701-ft. above av. terrain, 203-ft. above ground, 4690-ft. above sea level.

Latitude	34°	36'	34"
Longitude	117°	17'	20"

**Transmitter:** Quartzsite Mtn., 24-mi. SW of Barstow.

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

**Ownership:** Riley Jackson, pres., 23.75%; Ray Webb, v.p.-secy., 47.5%; Margaret R. Jackson, treas., 23.75%; Pat Buttram, v.p., 5%.

**Began Operation:** August 15, 1987.

**Represented (legal):** Baker & Hostetler.

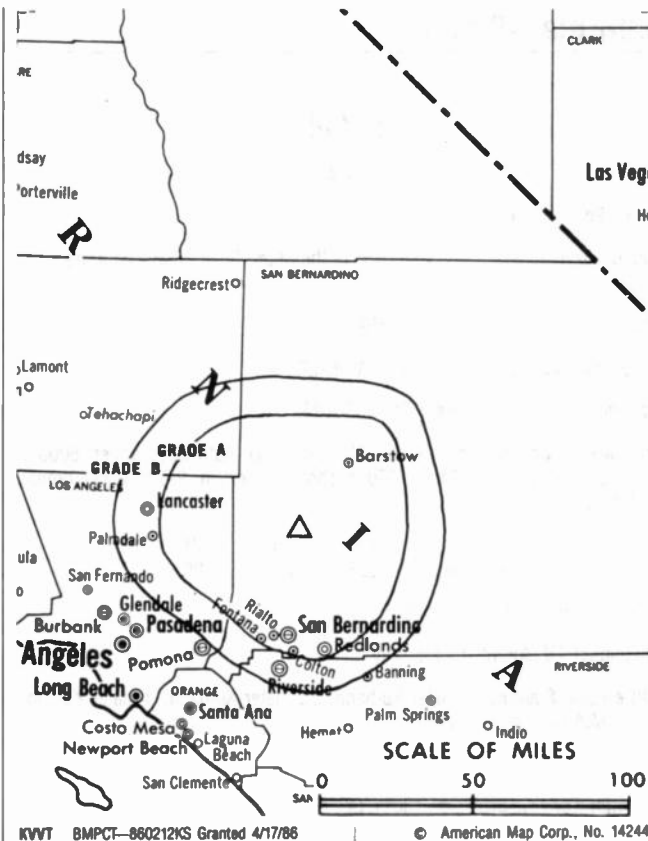
**Represented (engineering):** Radio Engineering Co.

**Personnel:**

- RILEY JACKSON, president.
- RAY WEBB, general manager.
- JONATHAN WOOD, engineering director.
- JAMES HALL, operations director.
- ROBERT MORGAN, news director.

**City of License:** Barstow. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
Between 5-24%	Kern East	29,500	28,500	96
<b>Station Totals</b>		<b>29,500</b>	<b>28,500</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>24,600</b>
<b>Average Daily Circulation (1989)</b>				<b>9,200</b>

# California—Chico

**KCPM**

**Ch. 24**

**Network Service:** NBC.

**Licenses:** Davis-Goldfarb Co., 2121 Ave. of the Stars, Suite 2800, Los Angeles, CA 90067.

**Studio:** 180 E. 4th St., Chico, CA 95928.

**Mailing Address:** Box 4406, Chico, CA 95927.

**Telephone:** 916-893-2424. **Fax:** 916-893-1033.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1850-ft. above av. terrain, 997-ft. above ground, 2762-ft. above sea level.

Latitude 40° 15' 31"  
Longitude 122° 05' 20"

**Transmitter:** 9.5-mi. NE of Red Bluff.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 6-meter Ku-band; 3.5-meter Ku-band; 3-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Davis-Goldfarb Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1985. Sale by Lorimar Telepictures Corp. to Goitrin Communications approved by FCC Feb. 12, 1988 (*Television Digest*, Vol. 28:7). Sale to present owners by Charles Abod & Melvyn Estrin approved by FCC Jan. 10, 1989.

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

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

**Represented (engineering):** Cecil Lynch.

**Personnel:**

MELVIN QUERIO, president & general manager.  
DON McFARLANE, national sales manager.  
DONNA J. O'CONNOR, program director.  
DAVID WEST, local sales manager.  
CHUCK MOOREMAN, chief engineer.  
PAUL UNWIN, news director.

**Highest 30 Sec. Rate:** \$325.

**City of License:** Chico. **ADI:** Chico-Redding. **Rank:** 143.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Butte	71,300	68,100	95
	Glenn	8,700	8,400	97
	Shasta	52,000	50,400	97
	Tehama	18,300	17,800	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Sutter	22,400	21,800	97
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Colusa	5,600	5,300	95
	Yuba	20,500	19,800	97
<b>Station Totals</b>		<b>198,800</b>	<b>191,600</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>111,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>59,700</b>	

# California—Chico

## KHSL-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Golden Empire Bcstg. Co., Box 489, Chico, CA 95927.

**Studios:** 3460 Silverbell Rd., Chico, CA 95926; 1900 Churncreek Rd., Redding, CA 96002.

**Telephone:** 916-342-0141. **TWX:** 910-536-0336. **Fax:** 916-342-2405.

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

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

**Transmitter:** Cohasset Road.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; RCA, 4.8-meter Ku-band; Simulcast, 5-meter C-band; Drake, Scientific-Atlanta, Standard Communications receivers.

**AM Affiliate:** KHSL, 5-kw, 1290 kHz.

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

**Ownership:** Mickey McClung, 95%; Hugh McClung, 5%; Dorothy Locke, secy.-treas.

**Began Operation:** August 22, 1953.

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

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

**Represented (engineering):** Hatfield & Dawson.

**Personnel:**

C. H. KINSLEY JR., executive vice president.  
WILLIAM D. CORBIN, station manager.  
WILLIAM L. MEYER, general sales manager.  
BRUCE LANG, news director.  
DAN NELSON, promotion director.  
RUSSEL B. POPE, director of engineering.

**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$565.

**City of License:** Chico. **ADI:** Chico-Redding. **Rank:** 143.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Butte	71,300	68,100	95
	Glenn	8,700	8,400	97
	Shasta	52,000	50,400	97
	Sutter	22,400	21,800	97



KHSL-TV BMPCT-6764 Granted 5/9/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tehama	18,300	17,800	97
	Trinity	5,600	5,200	93
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Colusa	5,600	5,300	95
	Lassen	8,300	7,800	94
	Plumas	8,300	7,800	94
	Yuba	20,500	19,800	97
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Lake	22,600	21,000	93
	Mendocino	30,100	27,900	93
	Nevada	29,400	27,700	94
	Siskiyou	17,500	16,300	93
<b>Station Totals</b>		<b>320,600</b>	<b>305,300</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>				<b>163,600</b>
<b>Average Daily Circulation (1989)</b>				<b>87,300</b>

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# California—Concord

**KFCB**

**Ch. 42**

**Network Service:** None, independent.

**Licensee:** First Century Broadcasting, Box 6498, Concord, CA 94520.

**Studio:** 5101 Port Chicago Hwy., Concord, CA 94520.

**Telephone:** 415-676-8969.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 1288-kw max. & 185.85-kw horizontal visual, 123.3-kw max. & 69-kw horizontal aural. Antenna: 2807-ft. above av. terrain, 140-ft. above ground, 3628-ft. above sea level.

Latitude 37° 53' 34"  
Longitude 121° 53' 53"

**Transmitter:** N peak of Mt. Diablo.

**News Service:** CNN Headline News.

**Ownership:** First Century Broadcasting. Ronald C. Haus, pres.; Ronald McConnell, v.p.; Theodore H. Terry, dir.; Gene Viglione, dir.

**Began Operation:** June 19, 1983.

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

**Personnel:**  
RONALD C. HAUS, president & general manager.  
DEBRA FRASER, program director.

**Rates:** On request.

**City of License:** Concord. ADI: San Francisco. Rank: 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KFCB BMPCT-820512KF Granted 6/8/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Contra Costa East	30,700	30,000	98
<b>Station Totals</b>		<b>30,700</b>	<b>30,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>45,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>14,100</b>	

# California—El Centro-Yuma

## KEYC-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Pacific Media Corp., 646 Main St., El Centro, CA 92243.

**Studio:** 646 Main St., El Centro, CA 92243.

**Mailing Address:** Box 3190, El Centro, CA 92244.

**Telephone:** 619-353-9990. **Fax:** 619-352-5471.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1601-ft. above av. terrain, 499-ft. above ground, 2546-ft. above sea level.

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

**Transmitter:** Top of Black Mountain.

**Satellite Earth Station:** Scientific-Atlanta, 7.2-meter.

**News Services:** AP, CBS.

**Ownership:** Katherine R. Everett & Robinson O. Everett, 50% each. See Group Ownership of Television Stations.

**Began Operation:** December 6, 1968. Sale to Esquire by United Bcstg. approved by FCC Sept. 22, 1981. Sold to Pacific Media Corp. 1984. Sale to First National Entertainment Corp. approved by FCC Dec. 12, 1986 (*Television Digest*, Vol. 26:39) but not consummated. Sale to present owners by John Smart, et al. approved by FCC Feb. 28, 1989.

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

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

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

**Personnel:**

PETER G. SIELER, general manager.  
MAURICO CALDERON, general sales manager.  
DONALD J. POWERS, chief engineer.  
KEVIN HANEFELD, news director.  
DEBORAH WEEKES, program director.  
GEORGE VAURA, promotion director.

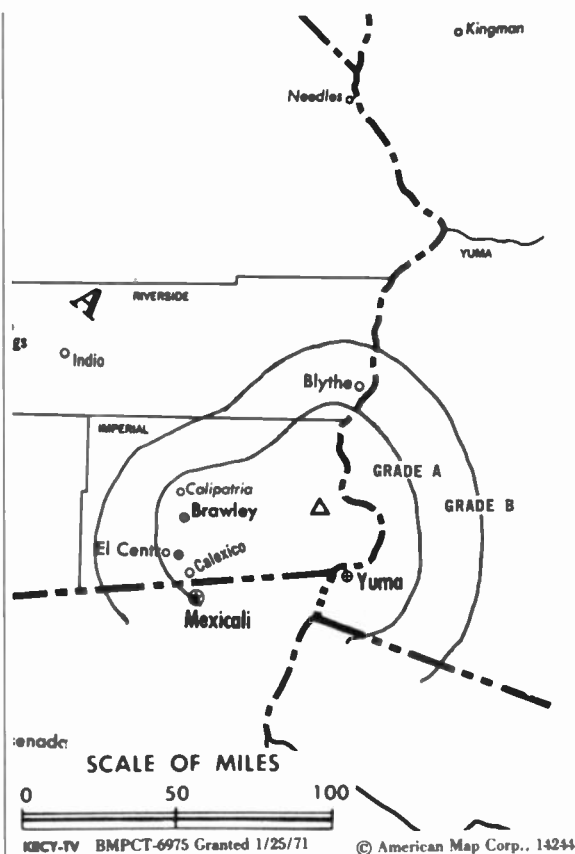
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$265.

**City of License:** El Centro. **AOI:** El Centro, CA-Yuma, AZ. **Rank:** 181.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>ARIZONA</b>			
	Yuma	32,100	30,500	95
	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
	Riverside East	8,200	7,900	96
<b>Station Totals</b>		<b>73,600</b>	<b>69,400</b>	<b>94</b>
<b>Net Weekly Circulation (1989)</b>			<b>55,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>23,700</b>	

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# California—Eureka

## KIEM-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Precht Television Associates Inc., 5650 S. Broadway, Eureka, CA 95501.

**Studio:** 5650 S. Broadway, Eureka, CA 95501.

**Telephone:** 707-443-3123. **TWX:** 310-671-1128. **Fax:** 707-442-6084.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

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

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

**Satellite Earth Stations:** Harris, 4-meter; RCA Americom Ku-band.

**News Service:** AP.

**Ownership:** Precht Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** October 25, 1953. Sale by William B. Smullin to Wayne Vickers, et al., approved by FCC Oct. 25, 1961. Sale to Ingham Communications approved July 29, 1975. Sale to present owners approved Aug. 2, 1985.

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

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

### Personnel:

MARCY LEVINE, general manager.  
HANK INGHAM, local & national sales manager.  
DONALD KING, chief engineer.  
DEVIN BRUMMOND, news director.  
TONY BERIDON, program director.  
PHIL WRIGHT, promotion director.

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

**Highest 30 Sec. Rate:** \$600.

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

**City of License:** Eureka. **ADI:** Eureka. **Rank:** 187.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	Humboldt	46,200	44,300	96
<b>Between 25-49%</b>	<b>OREGON</b>			
	Curry	7,100	6,600	92
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mendocino	30,100	27,900	93
	Trinity	5,600	5,200	93
<b>Station Totals</b>		<b>96,600</b>	<b>91,100</b>	<b>94</b>
<b>Net Weekly Circulation (1989)</b>			<b>53,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>30,900</b>	

# California—Eureka

## KVIQ-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Miller Broadcasting Co., 1800 Broadway, Eureka, CA 95501.

**Studio:** 1800 Broadway, Eureka, CA 95501.

**Telephone:** 707-443-3061. TWX: 510-742-6265.

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

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

**Transmitter:** 10.8-mi. SE of Eureka.

**Satellite Earth Stations:** AFC Ku-band; Paradigm, 3.7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Ronald W. Miller, pres.-secy., 95%; Pattison J. Christensen, v.p., 5%.

**Began Operation:** April 1, 1958. Sale to present owners by Leah McConnell and Estate of Carl McConnell, approved by FCC June 17, 1986. Sale to McConnell by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (*Television Digest*, Vol. 16:22, 24).

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

**Represented (legal):** Santarelli, Smith, Kraut & Carroccio.

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

**Personnel:**

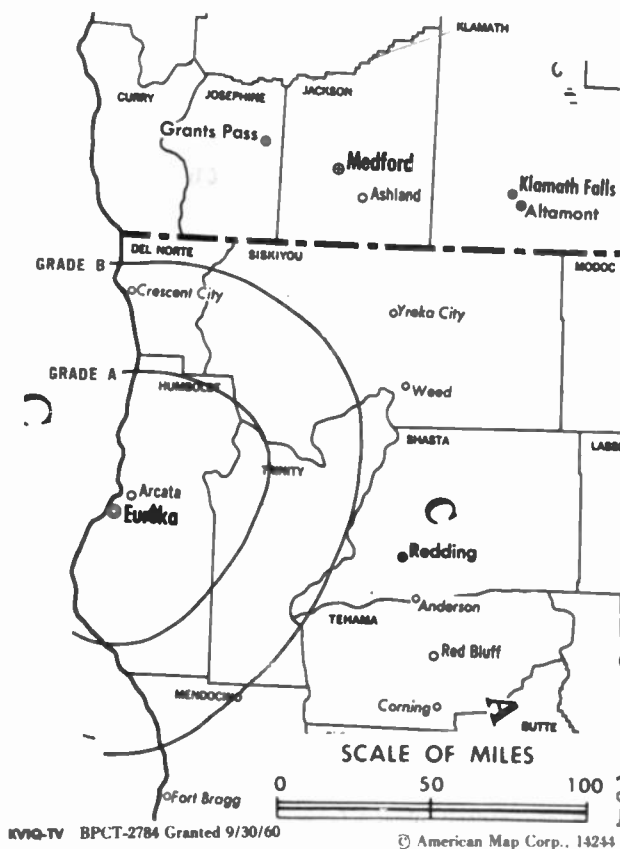
- PATTISON J. CHRISTENSEN, vice president & general manager.
- FAYE EMAD, assistant general manager & general sales manager.
- SUSAN SWANSON, local sales manager.
- CYNTHIA CONN, program director.
- SUSAN K. THOMAS, news director.
- THOMAS L. WILLIAMS, chief engineer.
- CLAUDIA ALKIRE, business manager.

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

**City of License:** Eureka. **ADI:** Eureka. **Rank:** 187.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	Humboldt	46,200	44,300	96



KVIQ-TV BPCT-2784 Granted 9/30/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OREGON</b>			
	Curry	7,100	6,600	92
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Trinity	5,600	5,200	93
<b>Station Totals</b>		<b>66,500</b>	<b>63,200</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>				<b>49,700</b>
<b>Average Daily Circulation (1989)</b>				<b>27,600</b>

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# California—Fort Bragg

## KFWU

(Satellite of KRCR-TV, Redding, CA)

Ch. 8

**Network Service:** ABC.

**Grantee:** California-Oregon Bcstg. Inc., 755 Auditorium Dr., Redding, CA 96001.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 225-kw visual.  
Antenna: 2448-ft. above av. terrain, 148-ft. above ground, 4357-ft. above sea level.

Latitude	39°	41'	38''
Longitude	123°	34'	43''

**Transmitter:** Cahto Peak, 3-mi. NE of Branscomb.

**Multichannel TV Sound:** Stereo only.

**Ownership:** California-Oregon Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Scheduled to Begin Operation:** Fall 1989.

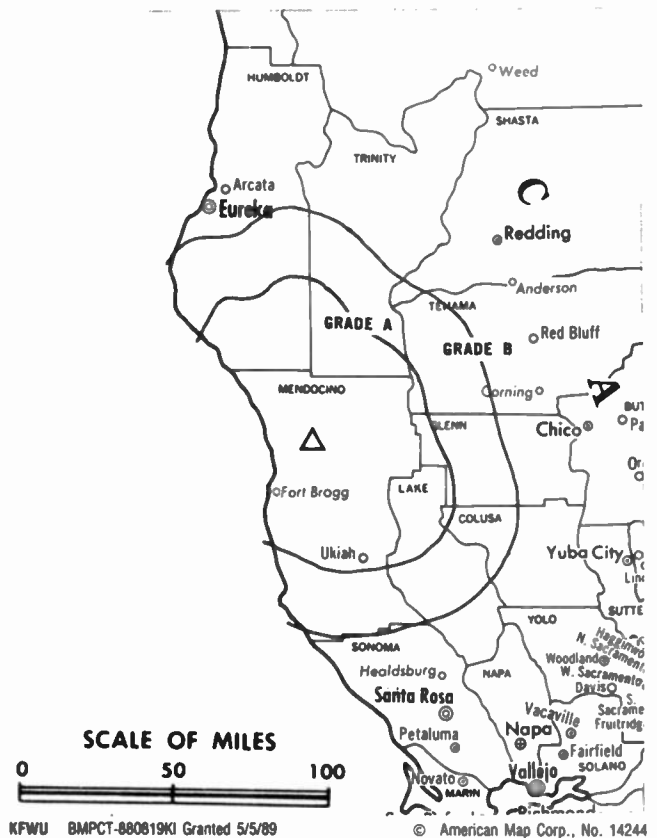
**Represented (sales):** Blair Television; Art Moore Inc. (Northwest).

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

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

### Personnel:

RICHARD GREEN, general manager.  
BILL HALL, general sales manager.  
DAVE SMITH, local sales manager.  
DOUG BUSH, chief engineer.  
CAL HUNTER, news director.  
DOREETA DOMKE, program director.  
LINDA ARCURI, promotion director.



**Rates:** On request.

**Arbitron Data:** Not available.

**City of License:** Fort Bragg. ADI: San Francisco. Rank: 5.

# California—Fresno

## KAIL

Ch. 53

**Network Service:** None, independent.

**Licensee:** Trans America Bcstg. Corp., 6803 West Blvd., Inglewood, CA 90302.

**Studio:** 5255 E. Alluvial Ave., Clovis, CA 93612.

**Mailing Address:** Box 3053, Clovis, CA 93613-3053.

**Telephone:** 209-299-9753. TWX: 510-101-0681.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1887-ft. above av. terrain, 110-ft. above ground, 4610-ft. above sea level.

Latitude 37° 04' 23"  
Longitude 119° 25' 52"

**Transmitter:** 42003 Radio Lane, Auberry, 25-mi. ENE of Fresno.

**Satellite Earth Stations:** AFC, 3.66-meter Ku-band; Paraflector 3.8-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Microwave Assoc., M/A-Corn, Scientific-Atlanta receivers.

**News Service:** Biznet News.

**Ownership:** Albert J. Williams, 79.9%; Jack M. Reeder, 20.1%. Albert J. Williams: KTYM(AM), Inglewood, CA; KDWN(AM), Las Vegas, NV.

**Began Operation:** December 18, 1961. Sale to present owner by B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC (*Television Digest*, Vol. 6:52). Left air April 17, 1973. Resumed operation Oct. 7, 1976.

**Represented (legal):** Miller & Fields, P.C.

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

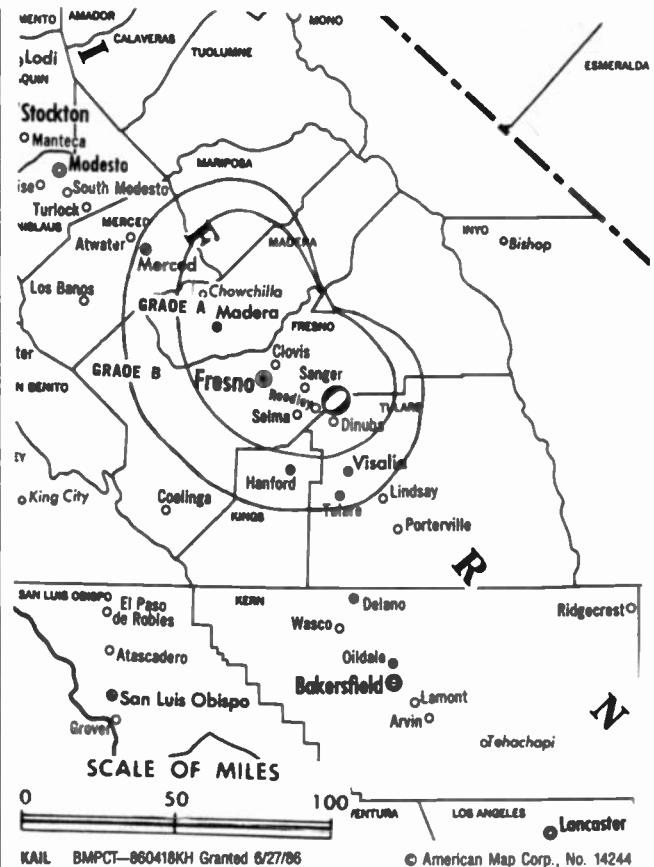
### Personnel:

CLAIR REIS BENEZRA, general manager.  
C. WILLIAMS, station manager.  
GERARDO BORREGO, business manager.  
R. MOORADIAN, local & national sales manager.  
L. COWAN, chief engineer.  
C. VARGAS, program director.  
R. JENKINS, promotion & marketing director.

**Rates:** On request.

**City of License:** Fresno. ADI: Fresno-Visalia. Rank: 62.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Fresno	217,000	209,000	96
	Kings	28,400	27,100	95
	Madera	27,200	26,000	96
	Tulare	97,900	93,900	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Mariposa	5,600	5,200	93
	Merced	57,500	55,300	96
<b>Station Totals</b>		<b>433,600</b>	<b>416,500</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>127,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>39,100</b>	

# California—Fresno

## KFSN-TV

Ch. 30

**Network Service:** ABC.

**Licensee:** Capital Cities/ABC Inc.

**Studio:** 1777 G St., Fresno, CA 93706.

**Telephone:** 209-442-1170. **TWX:** 910-362-3911. **Fax:** 209-233-5844.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 3720-kw max. & 316-kw horizontal visual, 31.6-kw horizontal aural. Antenna: 2040-ft. above av. terrain, 271-ft. above ground, 4750-ft. above sea level.

Latitude 37° 04' 38"  
Longitude 119° 26' 00"

**Transmitter:** Meadow Lake, CA.

**Satellite Earth Stations:** AFC, 3.5-meter Ku-band; Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Avantek, Harris, M/A-Com, Pinzone receivers.

**News Services:** AP, UPI.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** May 10, 1956. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (*Television Digest*, Vol. 11:9). Previous sale to Triangle by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Vol. 14:47; 15:1). **Note:** Operated on Ch. 12 until Feb. 17, 1961 when it switched to UHF Ch. 30 (Vol 17:8).

**Represented (sales):** Capital Cities/ABC Spot Sales.

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

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

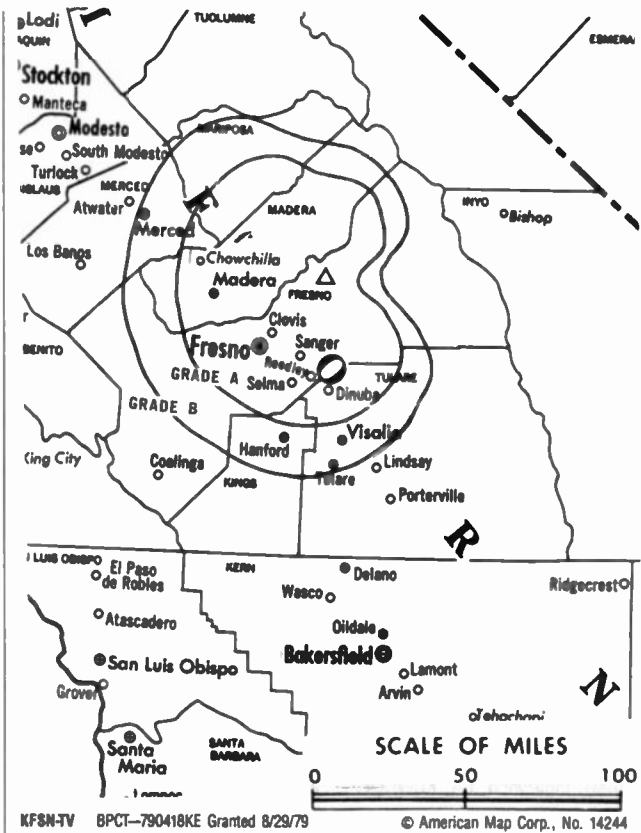
**Personnel:**

- MARC EDWARDS, president & general manager.
- DUDLEY FEW, general sales manager.
- MARK ARMINIO, local sales manager.
- DAVID S. CONVERSE, director of engineering.
- GENE ROSS, news director.
- FERNANDO GRANADO, program director.
- LOIS RASMUSSEN, business manager.

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

**City of License:** Fresno. **ADI:** Fresno-Visalia. **Rank:** 62.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	217,000	209,000	96
	Kings	28,400	27,100	95
	Madera	27,200	26,000	96
	Merced	57,500	55,300	96
	Tulare	97,900	93,900	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,600	5,200	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Stanislaus	115,700	110,300	95
<b>Station Totals</b>		<b>549,300</b>	<b>526,800</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>351,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>212,500</b>	

# California—Hanford-Fresno

**KFTV**

Ch. 21

**Network Service:** Univision.

**Licensee:** Univision Stations Group Inc., 8515 E. Lacey Rd. Hanford, CA 93230.

**Studio:** 3239 W. Ashlan Ave., Fresno, CA 93722.

**Telephone:** 202-222-2121.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 2820-kw max. & 151-kw horizontal visual, 282-kw max. & 15-kw horizontal aural. Antenna: 1830-ft. above av. terrain, 160-ft. above ground, 4600-ft. above sea level.

Latitude 37° 04' 24"  
Longitude 119° 25' 42"

**Transmitter:** Bald Mountain, 52-mi. NE of Hanford.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter.

**News Service:** UPI.

**Ownership:** Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 27, 1962 as KDAS; left air May 13, 1966 (Television Digest, Vol. 6:22). Sale to Spanish International Communications approved March 19, 1969. Resumed operation Sept. 20, 1972 Sold to present owners 1987.

**Represented (sales):** Univision.

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

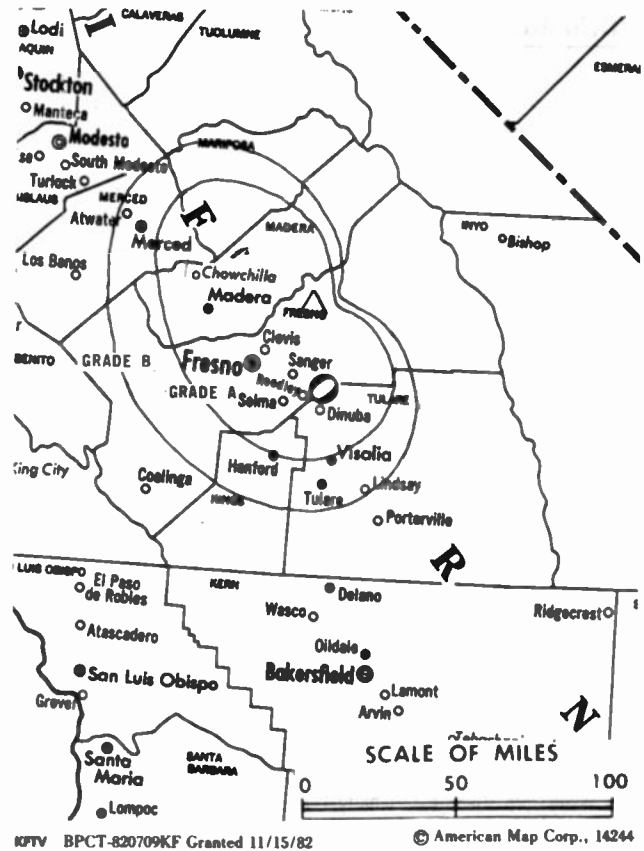
**Personnel:**

- MARIO CARRERA, general manager.
- JORGE DEGOLLADO, general sales manager.
- KEN HOLDEN, chief engineer.
- MIGUEL MEDINA, news director.
- NURIA IBARS, program director.
- JESS GONZALEZ, promotion director.
- MARIA RODRIGUEZ, business manager.

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

**City of License:** Hanford. **ADI:** Fresno-Visalia. **Rank:** 62.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	% Households
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Fresno	217,000	209,000	96
	Kern West	153,900	148,500	97
	Kings	28,400	27,100	95
	Madera	27,200	26,000	96
	Mariposa	5,600	5,200	93
	Merced	57,500	55,300	96
	Tulare	97,900	93,900	96
<b>Station Totals</b>		<b>587,500</b>	<b>565,000</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>58,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>38,300</b>	



# California—Fresno

**KJEO**

Ch. 47

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 5455, Fresno, CA 93755.

**Studio:** 4880 N. First St., Fresno, CA 93726.

**Telephone:** 209-222-2411. **TWX:** 910-362-3181. **Fax:** 209-221-6938.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 2624-kw max. visual, 529-kw max. aural. Antenna: 1959-ft. above av. terrain, 262-ft. above ground, 4742-ft. above sea level.

Latitude 37° 04' 14"  
Longitude 119° 25' 31"

**Transmitter:** Bald Mountain.

**Satellite Earth Station:** Scientific-Atlanta, 7.3-meter; Scientific-Atlanta, 4.5-meter; RCA, 3.5-meter; Avantek, Microdyne receivers.

**News Services:** CBS, NIWS.

**Ownership:** Retlaw Enterprises Inc., 100%. See Group Ownership of Television Stations.

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

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

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

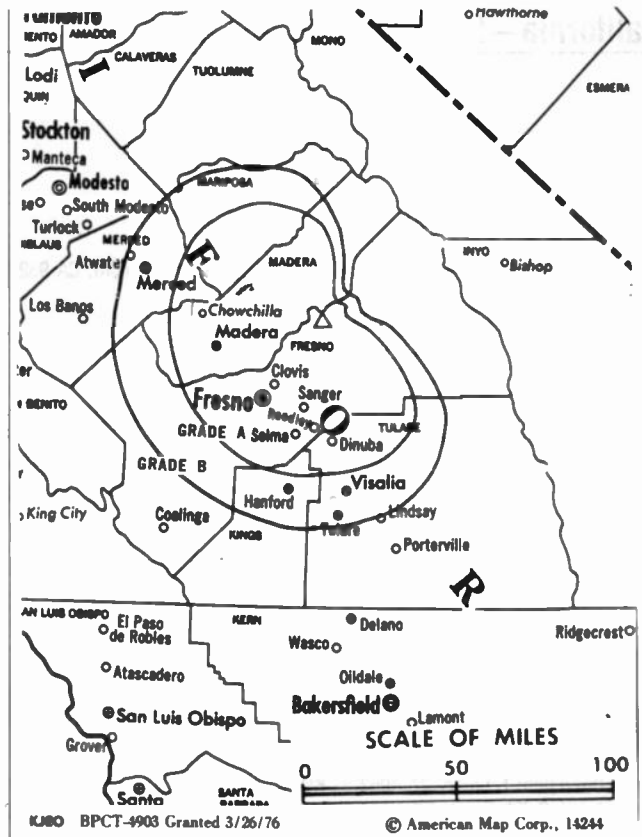
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- JOSEPH C. DRILLING, president.
- BEN TUCKER, executive vice president.
- ANDY MASTORAS, vice president, finance.
- DONALD DRILLING, vice president & general manager.
- PATTI HOULIHAN, program director.
- MARK LIBBY, general sales manager.
- KATHLEEN WILLIAMS, national sales manager.
- LARRY MAYFIELD, chief engineer.
- PATRICE COULTER, traffic manager.
- BARRY DECRANE, promotion manager.
- GREG ALBRECHT, news director.
- CARRELL HALLEY, public affairs director.

**Rates:** On request.

**City of License:** Fresno. **ADI:** Fresno-Visalia. **Rank:** 62.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	217,000	209,000	96
	Kings	28,400	27,100	95
	Madera	27,200	26,000	96
	Merced	57,500	55,300	96
	Tulare	97,900	93,900	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,600	5,200	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Stanislaus	115,700	110,300	95
<b>Station Totals</b>		<b>549,300</b>	<b>526,800</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>325,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>167,000</b>	

# California—Fresno

**KSEE**

Ch. 24

Network Service: NBC.

Licenses: San Joaquin Communications Corp., 5035 E. McKinley Ave., Fresno, CA 93727.

Studio: 5035 E. McKinley Ave., Fresno, CA 93727.

Telephone: 209-454-2424. TWX: 910-362-2403.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1600-kw max. & 191-kw horizontal visual, 153-kw max. & 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"  
Longitude 119° 16' 53"

Transmitter: Bear Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter C-band; AFC, 3.5-meter Ku-band; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Meredith Corp. See Group Ownership of Television Stations.

Began Operation: June 1, 1953. Sale to present owner by San Joaquin Communications Corp. approved by FCC March 31, 1983 (Television Digest, Vol. 22:22, 45). Sale to San Joaquin by McClatchy Newspapers approved by FCC Nov. 18, 1980 (Vol. 19:19).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

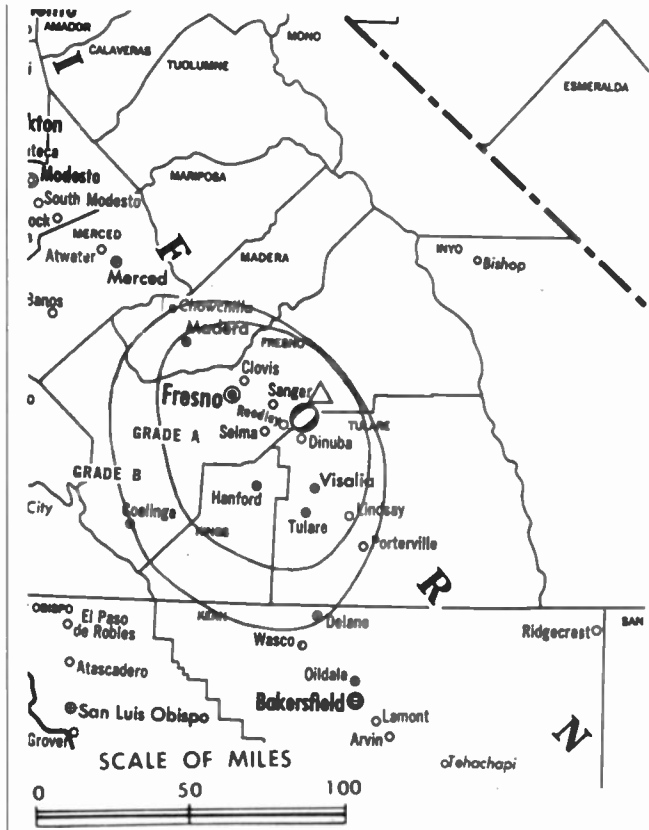
Represented (engineering): A. D. Ring & Associates.

**Personnel:**

- TODD HOLMES, vice president & general manager.
- BILL SPELLMAN, general sales manager.
- CHARLENE WINTERS, local sales manager.
- STEVE SOUTH, national sales manager.
- KEN PRESTON, director of engineering.
- KEN COY, news director.
- DOUG STEWART, promotion director.
- KAREN THOMPSON, traffic manager.
- KURT KARLSSON, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$800.



KSEE 8PCT—2859 Granted 7/12/61

© American Map Corp., No. 14244

City of License: Fresno. ADI: Fresno-Visalia. Rank: 62.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Fresno	217,000	209,000	96
	Kings	28,400	27,100	95
	Madera	27,200	26,000	96
	Merced	57,500	55,300	96
	Tulare	97,900	93,900	96
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Mariposa	5,600	5,200	93
<b>Station Totals</b>		<b>433,600</b>	<b>416,500</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>346,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>195,400</b>	

# California—Sanger-Fresno

## KMSG-TV

Ch. 59

**Network Service:** Telemundo.

**Licensee:** Sanger Telecasters Inc.

**Studio:** 706 W. Herndon Ave., Fresno, CA 93650-5957.

**Telephone:** 209-435-5900. **Fax:** 209-435-3201.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 1350-kw max. visual, 135-kw max. aural. Antenna: 1940-ft. above av. terrain, 135-ft. above ground, 4655-ft. above sea level.

Latitude 37° 04' 26''  
Longitude 119° 25' 52''

**Transmitter:** 41991 Radio Lane, Meadows Lakes, Auberry.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 3.2-meter; RCA, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter.

**News Service:** CNN.

**Ownership:** Diane D. Cocola, pres.-secy., 90%; James K. Zahn, 10%; Gary M. Cocola, chief exec. officer.

**Began Operation:** July 17, 1985.

**Represented (sales):** Telemundo.

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

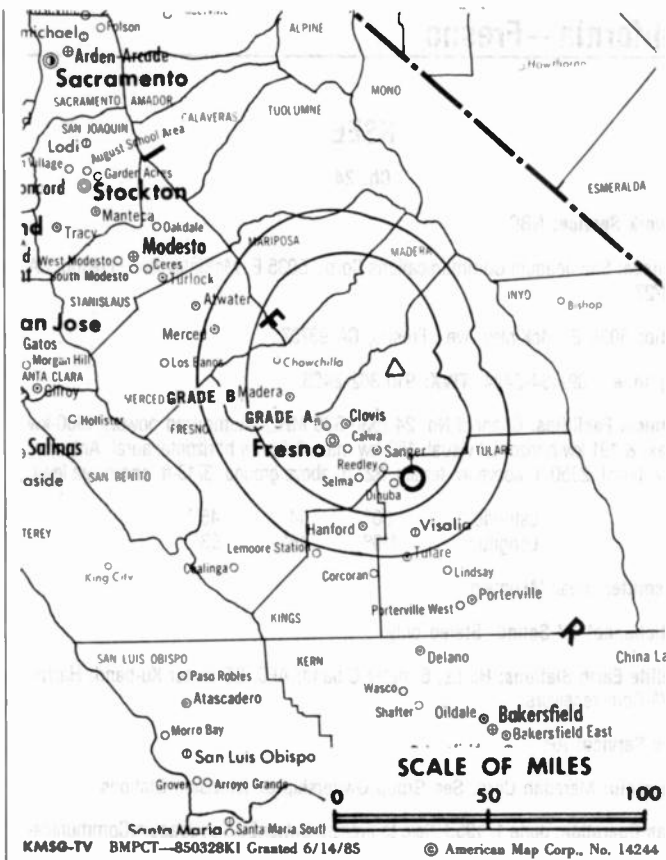
**Represented (engineering):** A. D. Ring & Associates, P.C.

### Personnel:

DIANE D. COCOLA, president.  
JIM ZAHN, general manager.  
GARY M. COCOLA, general sales manager.  
JOSE A. ELGORRIAGA, local sales manager.  
STEVE WEBER, chief engineer.  
MARLENE MOSESAN, business manager.  
KEITH ALLEN, traffic director.

**Rates:** On request.

**City of License:** Sanger. **ADI:** Fresno-Visalia. **Rank:** 62.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Fresno	217,000	209,000	96
	Madera	27,200	26,000	96
<b>Station Totals</b>		<b>244,200</b>	<b>235,000</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>19,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,100</b>	

# California—Visalia-Fresno

**KMPH**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting Inc., 5111 E. McKinley Ave., Fresno, CA 93727.

**Studio:** 5111 E. McKinley Ave., Fresno, CA 93727.

**Telephones:** 209-255-2600; 209-733-2600. **TWX:** 910-362-3999.

**Fax:** 209-255-0275.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2950-kw visual, 295-kw aural. Antenna: 2730-ft. above av. terrain, 252-ft. above ground, 5922-ft. above sea level.

Latitude 36° 17' 12"  
Longitude 118° 50' 20"

Holds CP for change to 3311-kw max. visual, 335-kw max. aural, 2518-ft. above av. terrain, 475-ft. above ground, 8383-ft. above sea level; lat. 36° 40' 02", long. 118° 52' 42", transmitter to 6-mi. SE of Wilsonia, Big Baldy Ridge, Sequoia National Forest. BMPCT-830927KF.

**Transmitter:** Blue Ridge in Sequoia Forest.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; RCA Americom, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CNN, UPI.

**Ownership:** Pappas Telecasting Inc. See Group Ownership of Television Stations.

**Began Operation:** October 11, 1971. Sale to present owner approved by FCC May 31, 1978.

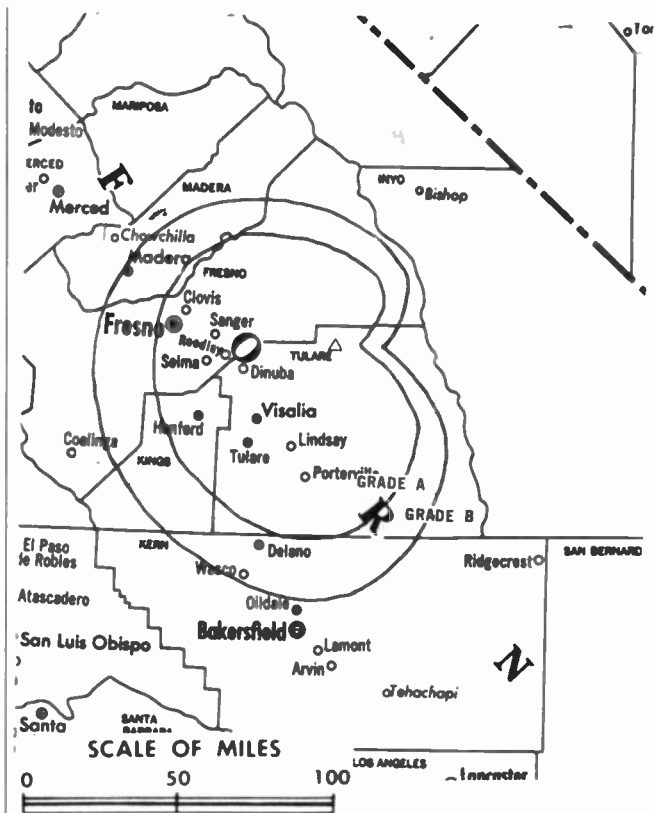
**Represented (sales):** TeleRep Inc.

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

**Represented (engineering):** Cecil Lynch; Smith & Powstenko.

**Personnel:**

- HARRY J. PAPPAS, president.
- LeBON G. ABERCROMBIE, vice president & general manager.
- DEBBIE SWEENEY, program manager.
- LISE MARKHAM, vice president & general marketing manager.
- STEVE VOURAKIS, retail marketing manager.
- RICK BUBENIK, agency marketing manager.
- CHASE BALLOU, national marketing manager.
- DENNIS J. DAVIS, vice president & chief financial officer.
- DALE KELLY, vice president & director of engineering.
- NANCY CASON, traffic manager.
- BILL RICE, news director.
- JEFF JORDAN, chief engineer.
- LINDA ANDERSON, film/shipping director.
- JANET WILLIAMS, credit manager.



KMPH BMPCT-830927KF Granted 1/11/84 © American Map Corp., No. 14244

**Rates:** On request.

**City of License:** Visalia. **ADI:** Fresno-Visalia. **Rank:** 62.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	217,000	209,000	96
	Kern West	153,900	148,500	97
	Kings	28,400	27,100	95
	Madera	27,200	26,000	96
	Merced	57,500	55,300	96
	Tulare	97,900	93,900	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,600	5,200	93
<b>Station Totals</b>		<b>587,500</b>	<b>565,000</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>384,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>195,400</b>	

# California—Los Angeles

## KABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Capital Cities/ABC Inc.

**Studio:** 4151 Prospect Ave., Hollywood, CA 90027.

**Telephone:** 213-557-7777. TWX: 213-666-1240.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 141.25-kw visual, 28.9-kw aural. Antenna: 3210-ft. above av. terrain, 470-ft. above ground, 6176-ft. above sea level.

Latitude 34° 13' 37"  
Longitude 118° 03' 58"

**Transmitter:** Mt. Wilson.

**Satellite Earth Stations:** Transmit/receive Andrew, 9.3-meter C-band; Andrew, 5.6-meter Ku-band.

**AM Affiliate:** KABC, 5-kw, 790 kHz.

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

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

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** September 16, 1949 as KECA-TV.

**Represented (sales):** Capital Cities/ABC National TV Sales.

### Personnel:

TERRY CROFOOT, president & general manager.  
JOHN RIEDL, general sales manager.  
DENNIS McCAULEY, local sales manager.  
KEVIN WALSH, local sales manager.  
STEVE SCHAEFFER, sales service manager.  
STEVE PAIR, chief engineer.  
RANDY HOOPER, director, network operations.  
ROGER BELL, news director.  
RICK SWANSON, director of creative services.  
ANDRES CHAVEZ, film director.  
BILL JOHNSON, research director.  
BRUCE GORDON, director of finance & administration.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$5100.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KABC-TV BPCT—830817%F Granted 12/5/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,800	7,000	90
	Kern East	29,500	28,500	96
	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
<b>Between 25-49%</b>	Ventura	210,700	205,600	98
	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
	Riverside Central	68,400	65,800	96
	San Luis Obispo	76,100	72,800	96
<b>Between 5-24%</b>	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
	<b>CALIFORNIA</b>			
<b>Station Totals</b>	Kern West	153,900	148,500	97
	San Diego	844,300	820,900	97
<b>Net Weekly Circulation (1989)</b>		<b>6,172,700</b>	<b>6,001,700</b>	<b>97</b>
<b>Average Daily Circulation (1989)</b>				<b>4,151,900</b>
				<b>2,193,800</b>

# California—Los Angeles

## KCBS-TV

Ch. 2

Network Service: CBS.

Licensee: CBS Inc., 6121 Sunset Blvd., Los Angeles, CA 90028.

Studio: 6121 Sunset Blvd., Los Angeles, CA 90028.

Telephone: 213-460-3000.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 36.3-kw visual, 7.24-kw aural. Antenna: 3632-ft. above av. terrain, 934-ft. above ground, 6589-ft. above sea level.

Latitude 34° 13' 57"  
Longitude 118° 04' 18"

Transmitter: 123 CBS Lane, Mt. Wilson.

Multichannel TV Sound: Stereo and separate audio program.

AM Affiliate: KNX, 50-kw, 1070 kHz.

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

News Services: AP, CNS, UPI.

Ownership: CBS Inc. See Group Ownership of Television Stations.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales): CBS Television Stations National Sales.

### Personnel:

ROBERT HYLAND, vice president & general manager.  
ERIK SORENSON, vice president & station manager.  
STEVEN GIGLIOTTI, director, sales.  
EDWARD SPRAY, director, broadcasting.  
MICHAEL SINGER, director, news.  
ELIZABETH VENDELY, director, promotion.  
DONNA BEAN, director, planning & administration.  
BOB DAVIS, director, technical operations.  
MARY HALL, director, research.  
CAROL KINSEY, director, press information.

Rates: On request.

City of License: Los Angeles. ADI: Los Angeles. Rank: 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Inyo	7,800	7,000	90
	Kern East	29,500	28,500	96



KCBS-TV BPCT-850919KW Granted 2/27/86

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside Central	68,400	65,800	96
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
	Ventura	210,700	205,600	98
<b>CALIFORNIA</b>				
Between 25-49%	Imperial	33,300	31,000	93
	San Luis Obispo	76,100	72,800	96
	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
<b>CALIFORNIA</b>				
Between 5-24%	Kern West	153,900	148,500	97
	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>6,172,700</b>	<b>6,001,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>3,997,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,883,400</b>	

# California—Los Angeles

**KCOP**

**Ch. 13**

**Network Service:** None, independent.

**Licensee:** KCOP Television Inc., 915 N. La Brea Ave., Hollywood, CA 90038.

**Studio:** 915 N. La Brea Ave., Hollywood, CA 90038.

**Telephone:** 213-851-1000. **TWX:** 910-321-4197. **Fax:** 213-850-2245.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 162-kw visual, 32.4-kw aural. Antenna: 2953-ft. above av. terrain, 240-ft. above ground, 5920-ft. above sea level.

Latitude 34° 13' 42"  
Longitude 118° 04' 02"

**Transmitter:** Mt. Wilson.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Vertex, 4.7-meter Ku-band; Miralite, 3.7-meter C-band; Scientific-Atlanta receivers.

**News Services:** INDX, UPI.

**Ownership:** Chris-Craft Industries Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 17, 1948. Sale to Chris-Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas approved Jan. 27, 1960 by FCC (*Television Digest*, Vol. 15:33, 36, 43; 16:5). Previous sale to Crosby et al. by Copley Press approved Dec. 11, 1957 (Vol. 13:16, 22, 34, 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

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

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

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

**Personnel:**

- BILL FRANK, president & general manager.
- RICK FELDMAN, vice president & station manager.
- PETER MATHES, general sales manager.
- SUZZANE THOMASON, local sales manager.
- JILL KAUFFMAN, local sales manager.
- ROBERT I. BLAGMAN, national sales manager.
- DON SEARLE, research director.
- WIN KORABELL, director of engineering.
- JANE CLARK, business manager.
- PETER SCHLESINGER, mgr., program operations & new development.
- GARY DAVIS, creative services manager.
- CAROL MYERS MARTZ, program manager.
- ED COGHLAN, news director.

**Highest One Hour Rate:** \$25,000.

**Highest 30 Sec. Rate:** \$7500.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Kern East	29,500	28,500	96
	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside Central	68,400	65,800	96
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
<b>Between 25-49%</b>	Santa Barbara South	73,100	70,400	96
	Ventura	210,700	205,600	98
	<b>ARIZONA</b>			
	Yuma	32,100	30,500	95
	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
	Kern West	153,900	148,500	97
	San Diego	844,300	820,900	97
	San Luis Obispo	76,100	72,800	96
	Santa Barbara North	58,500	56,200	96
<b>NEW MEXICO</b>	Otero	17,600	17,200	98
	<b>CALIFORNIA</b>			
<b>Between 5-24%</b>	Tulare	97,900	93,900	96
<b>Station Totals</b>		<b>6,312,500</b>	<b>6,136,300</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>3,520,500</b>
<b>Average Daily Circulation (1989)</b>				<b>1,491,600</b>

# California—Los Angeles

## KHJ-TV

Ch. 9

**Network Service:** None, independent.

**Licensee:** KHJ-TV Inc., 5515 Melrose Ave., Hollywood, CA 90038.

**Studio:** 5515 Melrose Ave., Hollywood, CA 90038.

**Telephone:** 213-467-5459. TWX: 910-321-2345.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: Circularly polarized, 3180-ft. above av. terrain, 464-ft. above ground, 6176-ft. above sea level.

Latitude 34° 13' 38"  
Longitude 118° 04' 00"

**Transmitter:** Mt. Wilson.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Microwave General, 6.1-meter C-band; Vertex, 4.5-meter Ku-band; Harris, M/A-Com receivers.

**SNG Truck/Mobile Dish:** Transmit/receive Andrew, 2.6-meter Ku-band.

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

**Ownership:** The Walt Disney Co., 100% Michael D. Eisner, chmn.; Roy E. Disney, vice chmn.; Frank G. Wells, pres.; Gary L. Wilson, exec. v.p.

**Began Operation:** August 25, 1948 as KFI-TV. Present owner purchased from RKO General & Fidelity Television following Fidelity challenge to license renewal. On July 20, 1988 FCC approved dismissal of RKO application for license renewal, grant of Fidelity Television Inc.'s application and subsequent transfer of station to The Walt Disney Co. (*Television Digest*, Vol. 25:45; 26:48; 27:5, 11, 36; 28:30). Sold to RKO General Aug. 1951 (Vol. 7:23, 32, 36).

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

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

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

### Personnel:

BLAKE BYRNE, president & general manager.  
JAMES SAUNDERS, executive vice president & station manager.  
FERNANDO DEL RIO, vice president, public affairs.  
WALT BAKER, vice president, programming.  
JANET SCHOFF, vice president & general sales manager.  
ANN FOGELHUT, vice president & local sales manager.  
JOHN SMART, vice president & local sales manager.  
JOHN TIERNEY, national sales manager.  
RICHARD TRIPALDI, controller.  
CAL BRADY, production manager.  
BUCK EVANS, director of engineering.  
BOB HENRY, vice president & news director.  
BARBARA MASSEY, videotape operations manager.  
DICK PARADISE, advertising & promotion director.  
JULIE CAVAGNARO, publicity director.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KHJ-TV BMPCT—830909KI Granted 11/23/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Kern East	29,500	28,500	96
	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
Ventura	210,700	205,600	98	
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Yuma	32,100	30,500	95
	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
	Inyo	7,800	7,000	90
	Kern West	153,900	148,500	97
	Riverside Central	68,400	65,800	96
San Luis Obispo	76,100	72,800	96	
Santa Barbara North	58,500	56,200	96	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Chaves	21,600	21,200	98
	<b>CALIFORNIA</b>			
	Riverside East	8,200	7,900	96
	<b>NEW MEXICO</b>			
Otero	17,600	17,200	98	
<b>TEXAS</b>				
El Paso	170,800	169,400	99	
<b>Station Totals</b>		<b>5,505,600</b>	<b>5,356,600</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>2,809,800</b>
<b>Average Daily Circulation (1989)</b>				<b>1,066,600</b>



# California—Los Angeles

## KMEX-TV

Ch. 34

**Network Service:** Univision.

**Licensee:** Univision Station Group Inc., 5420 Melrose Ave., Hollywood, CA 90038.

**Studio:** 721 N. Bronson Ave., Hollywood, CA 90038.

**Telephone:** 213-466-3434. **Telex:** 10614712. **Fax:** 213-960-3364.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1950-kw max. & 200-kw horizontal visual, 195-kw max. & 20-kw horizontal aural. Antenna: 2940-ft. above av. terrain, 190-ft. above ground, 5896-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

**Transmitter:** Mt. Wilson.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 4.5-meter Ku & C-band; Prodelin, 3.7-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, Standard Components receivers.

**News Services:** CNS, AP.

**Ownership:** Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 30, 1962.

**Represented (sales):** Univision.

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

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

**Personnel:**

- EMILIO NICOLAS JR., general manager.
- SANDRA D. STRICKLAND, station manager.
- CRAIG KINNEY, general sales manager.
- MIKE MARTINEZ, local sales manager.
- MAYRA CRESPO, national sales manager.
- FELIPE MUNOZ, news director.
- GERARDO PALLARES, program director.
- RICHARD MORSE, chief engineer.
- TOM SIRI, controller.
- PEDRO LASCURAIN, promotion director.



KMEX-TV BPCT-5114 Granted 1/31/78 © American Map Corp., 14244

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Los Angeles	3,122,000	3,037,600	97
	Riverside Central	68,400	65,800	96
<b>Station Totals</b>		<b>3,190,400</b>	<b>3,103,400</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>418,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>278,100</b>	

# California—Los Angeles

## KNBC-TV

Ch. 4

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 3, 3000 W. Alameda Ave., Burbank, CA 91523.

Studio: 3000 W. Alameda Ave., Burbank, CA 91523.

Telephone: 818-840-4444. TWX: 910-498-2752. Telex: 67-7237.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 44.7-kw visual, 8.94-kw aural. Antenna: Non-directional, electronically tilted 2.5°, 3200-ft. above av. terrain, 496-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 32''  
Longitude 118° 03' 52''

Transmitter: Mt. Wilson.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive Harris receivers.

News Services: AP, CNS, UPI.

Ownership: National Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: January 16, 1949.

Represented (sales): NBC TV Spot Sales.

### Personnel:

JOHN ROHRBECK, vice president & general manager.

JIM STERLING, sales director.

VINCE MANZE, director, broadcasting & promotion.

CAROLE CARTWRIGHT, director, programming.

PATRICK WALLACE, director, finance & administration.

THEO McCULLOUGH, sales manager.

TOM CAPRA, news director.

HARRY BURBIDGE, chief engineer.

Rates: On request.

City of License: Los Angeles. ADI: Los Angeles. Rank: 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
	Inyo	7,800	7,000	90
	Kern East	29,500	28,500	96
	Los Angeles	3,122,000	3,037,600	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Orange	794,700	780,700	98
	Riverside Central	68,400	65,800	96
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
	Ventura	210,700	205,600	98
	<b>CALIFORNIA</b>			
<b>Between 5-24%</b>	Kern West	153,900	148,500	97
	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>6,096,600</b>	<b>5,928,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>4,254,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>2,352,900</b>	

# California—Los Angeles

**KTLA**

Ch. 5

**Network Service:** None, independent.

**Licensee:** KTLA Inc., Box 500, Los Angeles, CA 90078.

**Studio:** 5800 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-460-5500. **TWX:** 910-321-2417. **Fax:** 213-460-5952.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 44.7-kw visual, 8.32-kw aural. Antenna: 3205-ft. above av. terrain, 433-ft. above ground, 6157-ft. above sea level.

Latitude 34° 13' 34"  
Longitude 118° 03' 54"

**Transmitter:** Mt. Wilson.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 5-meter C-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter Ku-band; Vertex, 4.5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

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

**Ownership:** Tribune Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** January 22, 1947. Sale to present owner by KKR Assoc., et al., approved by FCC Oct. 4, 1985 (*Television Digest*, Vol. 25:20, 24, 40, 51). Previous sale approved by FCC March 28, 1983 (Vol. 22:44). Sale to Gene Autry & The Signal Cos. by Paramount Television Productions approved May 13, 1964 by FCC (Vol. 3:44; 4:20).

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

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

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

**Personnel:**

- STEVEN A. BELL, senior vice president & general manager.
- TOM ARNOST, general sales manager.
- ROGER PELLEGRINO, local sales manager.
- BETTY ELLEN BERLAMINO, local sales manager.
- STEVE BERMAN, national sales manager.
- VIRGINIA HUNT, director of finance & administration.
- ROZANNE McMILLAN, director of research.
- IRA GOLDSTONE, director of engineering.
- NICHOLAS van HOOOSTRATEN, director of advertising & promotion.
- JOE QUASARANO, director of production/sports.
- BRENDA YOUNG, director of business affairs/legal counsel.
- JEFF WALD, news director.
- ED HARRISON, publicity director.
- MARK PINTO, senior national sales coordinator.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Inyo	7,800	7,000	90
	Kern East	29,500	28,500	96
	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside Central	68,400	65,800	96
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
	Ventura	210,700	205,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>ARIZONA</b>				
	Yuma	32,100	30,500	95
<b>CALIFORNIA</b>				
	Imperial	33,300	31,000	93
	Kern West	153,900	148,500	97
	San Diego	844,300	820,900	97
	San Luis Obispo	76,100	72,800	96
<b>NEW MEXICO</b>				
	Chaves	21,600	21,200	98
	Eddy	19,400	19,000	98
	Lea North	20,900	20,400	97
	Lea South	2,400	2,400	100
	Otero	17,600	17,200	98
	San Juan	32,900	31,100	95
<b>Between 5-24%</b>				
<b>ARKANSAS</b>				
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Lafayette	3,700	3,600	97
	Miller	14,300	14,100	99
<b>ARIZONA</b>				
	Cochise	36,700	35,400	96
	Coconino	30,100	28,000	93
	Pima	255,600	250,700	98
<b>CALIFORNIA</b>				
	Riverside East	8,200	7,900	96
	Tulare	97,900	93,900	96
<b>COLORADO</b>				
	Jackson	700	700	100
	Ourray	700	700	100

(Continued on page A-177)

<b>Station Totals</b>	<b>7,401,000</b>	<b>7,202,600</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>3,788,000</b>
<b>Average Daily Circulation (1989)</b>			<b>1,519,000</b>

# California—Los Angeles

**KTTV**

Ch. 11

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 5746 Sunset Blvd., Los Angeles, CA 90028.

**Studio:** 5746 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-856-1000. TWX: 910-321-4222. Fax: 213-856-1230.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 166-kw visual, 20-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.00"  
Longitude 118° 03' 47.10"

**Transmitter:** Mt. Wilson.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter C-band; Harris, 6-meter C-band; RCA, 4-meter Ku-band; DX Engineering, Harris, M/A-Com receivers.

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

**Ownership:** Fox Television Station Group. See Group Ownership of Television Stations.

**Began Operation:** January 7, 1949. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Los Angeles Times and Mirror approved May 28, 1963 (Television Digest, Vol. 3:3, 22).

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

**Personnel:**

- GREG NATHANSON, vice president & general manager.
- WILLIAM McGOWAN, vice president & station manager.
- JOHN McCORMICK, vice president & general sales manager.
- DONALD TILLMAN, v.p. & director of programming & production.
- AUGUSTINE MARTINEZ, director, finance & administration.
- PETER MARTIN, director of promotion & creative services.
- SUSAN WILCOX, local sales manager.
- ANDREA STOLTZMAN, local sales manager.
- LEE HOEGEE, national sales manager.
- DEJON COFFIN, national sales manager.
- STEVE BLUE, news director.
- RAYMOND GREEN, executive producer.
- CHARLES E. AMMANN, chief engineer.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,800	7,000	90
	Kern East	29,500	28,500	96
	Los Angeles	3,122,000	3,037,600	97
	Orange	794,700	780,700	98
	Riverside Central	68,400	65,800	96
	Riverside West	269,100	259,100	96
	San Bernardino	431,300	417,600	97
	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
	Ventura	210,700	205,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Cochise	36,700	35,400	96
	Yuma	32,100	30,500	95
	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
	Kern West	153,900	148,500	97
	San Diego	844,300	820,900	97
	San Luis Obispo	76,100	72,800	96
	<b>NEW MEXICO</b>			
	Chaves	21,600	21,200	98
Luna	6,500	6,300	97	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Coconino	30,100	28,000	93
	Pima	255,600	250,700	98
	Santa Cruz	8,500	8,300	97
	<b>CALIFORNIA</b>			
	Riverside East	8,200	7,900	96
	Tulare	97,900	93,900	96
	<b>NEW MEXICO</b>			
	Dona Ana	43,500	42,100	97
	Otero	17,600	17,200	98
San Juan	32,900	31,100	95	
<b>TEXAS</b>				
El Paso	170,800	169,400	99	
<b>Station Totals</b>		<b>6,934,700</b>	<b>6,743,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>3,841,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,570,500</b>	

# California—Los Angeles

## KWHY-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Harriscope of Los Angeles Inc., 5545 Sunset Blvd., Los Angeles, CA 90028.

**Studio:** 5545 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-466-5441. **Fax:** 213-466-3613.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 2570-kw max. & 1726-kw horizontal visual, 257-kw aural. Antenna: 2917-ft. above av. terrain, 212-ft. above ground, 5903-ft. above sea level.

Latitude	34°	13'	36"
Longitude	118°	03'	59"

**Transmitter:** Mt. Wilson.

**Satellite Earth Station:** Comtech, 5-meter Ku & C-band; Omni receivers.

**News Services:** AP, CNS, Reuters, UPI.

**Ownership:** Burt I. Harris Sr., pres. & family, 73.4%; Allan Slaight, 9.41%; Robert S. Block, 6.67%; Jim LeVitus, 3.3%; Sitel Inc., 2.5%; TD Capital Group, 1.61%; seven others, none with as much as 1%. See Harriscope in Group Ownership of Television Stations.

**Began Operation:** March 25, 1963 but left the air March 9, 1964 (*Television Digest*, Vol. 4:11). Sale by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20). Subscription TV began July 23, 1978. Sale to present owners by Coast TV Bcstg. approved Nov. 20, 1981.

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

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

**Personnel:**

- BURT I. HARRIS, chief executive officer.
- BURT I. HARRIS JR., president.
- DICK JOLLIFFE, general manager.
- CARLOS M. ECHERRI, controller.
- JOHN H. NELSON, sales manager.
- CRAIG DIESTEL, account executive.
- EUGENE A. HARRIS, chief engineer, transmitter.
- DAVID J. ZULLI, chief engineer, studio.



KWHY-TV BMPCT-7735 Granted 6/13/78

DAVID BERGEN, operations manager.  
LINDA MILLER, promotion director.

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

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

# California—Corona-Los Angeles

**KVEA**

Ch. 52

**Network Service:** Telemundo.

**Licensee:** Estrella License Corp., Sales & Administration Bldg., 1130A Air Way, Glendale, CA 91201.

**Studio:** 1139 Grand Central Ave., Glendale, CA 91201.

**Telephone:** 818-502-5700. **Fax:** 818-502-0029 (sales & administration); 818-247-2561 (studio).

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 2630-kw max. & 1320-kw horizontal visual, 261-kw max. & 132-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 199-ft. above ground, 5856-ft. above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 45"

**Transmitter:** Mt. Wilson.

**Satellite Earth Station:** Vertex, 6.1-meter C-band; Miralite, 3.7-meter Ku & C-band; Miralite, 2.4-meter Ku-band; DX Engineering, Harris, M/A-Com receivers.

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

**Ownership:** Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 29, 1966. Sale to present owner by Oak Industries approved by FCC July 17, 1985 (Television Digest, Vol. 25:7, 21). Sale of 50% to Oak Industries by A. Jerrold Perenchio approved April 15, 1983. Sale to Oak & Perenchio by Kaiser Bcstg. Corp. approved by FCC Aug. 24, 1976. Began subscription television April 1, 1977 (Vol. 17:15). Began Spanish language broadcasting Sept. 8, 1980.

**Represented (sales):** Telemundo TV Group.

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

**Personnel:**

- STEPHEN J. LEVIN, vice president & general manager.
- JULIO LUCERO, local sales manager.
- STEVEN MANDALA, national sales manager.
- HARRY ABRAHAM, director of advertising, promotion & programming.
- JOSE CASTRO, program director.
- ROBERTO SOTO, news director.
- BOB KURTZ, research director.
- DOUGLAS LUNG, director of engineering.
- STUART LIVINGSTON, business manager.
- MICHAEL DORSEY, chief engineer.

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



**City of License:** Corona. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Los Angeles	3,122,000	3,037,600	97
<b>Station Totals</b>		<b>3,122,000</b>	<b>3,037,600</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>285,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>165,300</b>	

# California—San Bernardino-Los Angeles

**KAGL**

**Ch. 30**

**Network Service:** None, independent.

**Grantee:** Angeles Broadcasting Network, 318 Mira Loma Ave., Glendale, CA 91204.

**Studio:** 318 Mira Loma Ave., Glendale, CA 91204.

**Telephones:** 714-381-1724; 818-500-0001.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 1120-kw max. & 30-kw horizontal visual, 112-kw max. & 3.33-kw horizontal aural. Antenna: 2340-ft. above av. terrain, 143-ft. above ground, 5399-ft. above sea level.

Latitude	34°	11'	15"
Longitude	117°	41'	58"

**Transmitter:** Sunset Ridge, 5.5-mi. N of Claremont.

**Satellite Earth Station:** Harris, 10-meter Ku-band.

**Ownership:** Angeles Broadcasting Network, non-profit corp. Glen A. Chambers, pres.; Ronna Scott, v.p.; Beverly Chambers, secy.-treas.

**Began Operation:** January 20, 1985.

**Represented (sales):** Gates Agency.

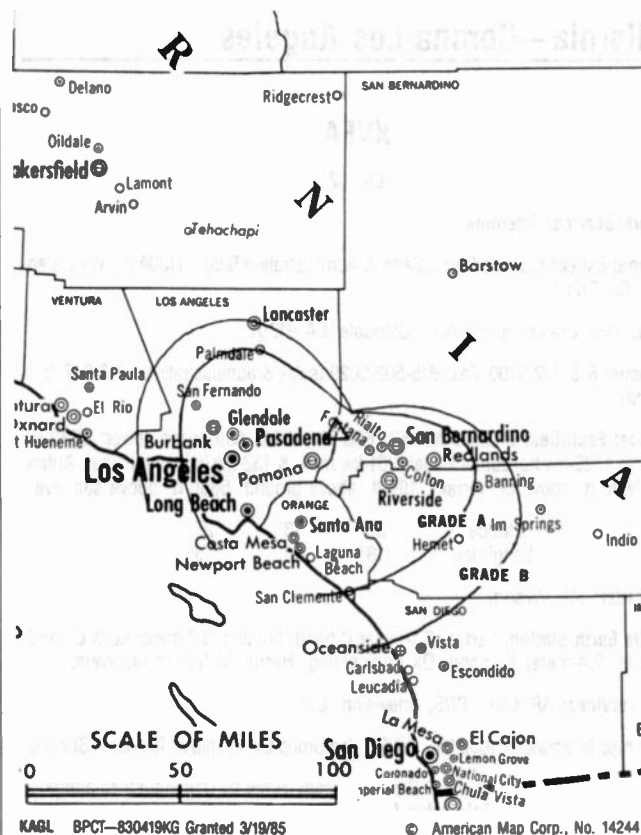
**Represented (legal):** Cohen & Berfield.

**Represented (engineering):** W. Bernard Marston.

**Personnel:**

GLEN A. CHAMBERS, president & general manager.  
 RONNA SCOTT, sales manager.  
 JON PALMER, chief engineer.  
 CLINT SCOTT, news & production director.  
 BEVERLY CHAMBERS, program director.  
 LEE McALILEY, promotion director.

**Highest One Hour Rate:** \$2240.



**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Not available.

**City of License:** San Bernardino. **ADI:** Los Angeles. **Rank:** 2.

# California—Riverside-Los Angeles

**KSLD**

**Ch. 62**

**Network Service:** None, independent.

**Grantee:** Sunland Broadcasting Co. Inc., 6290 Sunset Blvd., Suite 1505, Los Angeles, CA 90028.

**Studio:** Suite 1505, 6290 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-462-8096. **Fax:** 213-462-1432.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 2340-kw max. visual. Antenna: 2310.75-ft. above av. terrain, 126.75-ft. above ground, 5307.25-ft. above sea level.

Latitude	34°	11'	16"
Longitude	117°	41'	55"

**Transmitter:** Sunset Ridge electronics site, Los Angeles County.

**Ownership:** Jack M. Hodin, gen. mgr., 65%; Andres Soto, v.p., 35%.

**Began Operation:** December 17, 1988.

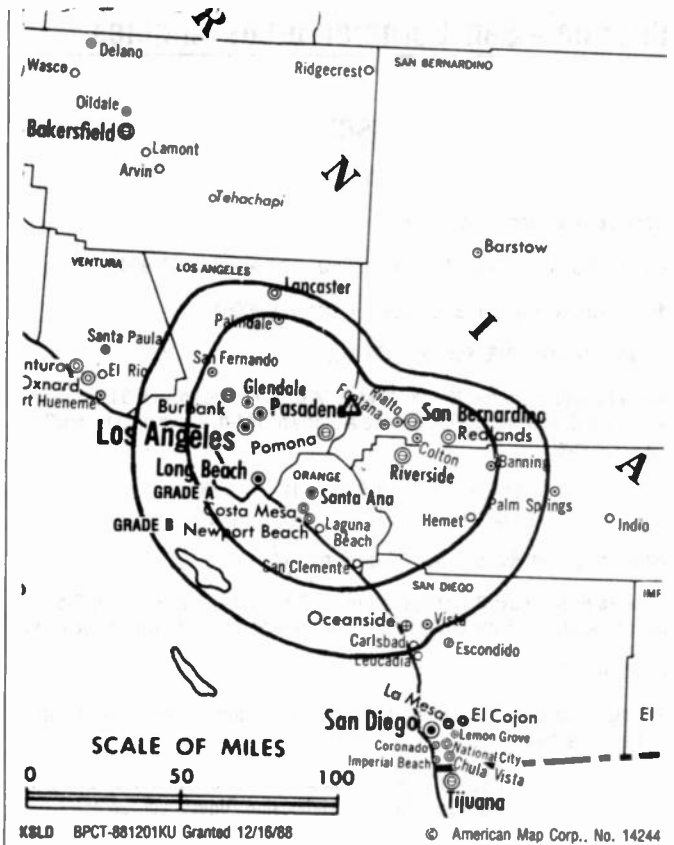
**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

JACK M. HODIN, chairman-president & general manager.  
 BILL MENDELL, general sales manager.  
 BILL DRYER, chief engineer.  
 VESTER MAPP, controller.

**Highest One Hour Rate:** \$3540.

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



**Arbitron Data:** Not available.

**City of License:** Riverside. **ADI:** Los Angeles. **Rank:** 2.



# California—San Bernardino-Los Angeles

**KSCI**

**Ch. 18**

**Network Service:** None, independent.

**Licensee:** KSCI Inc., 12401 W. Olympic Blvd., Los Angeles, CA 90064.

**Studio:** 12401 W. Olympic Blvd., Los Angeles, CA 90064.

**Telephone:** 213-478-1818. Fax: 213-479-8118.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 347-kw visual, 34.7-kw aural. Antenna: 2393-ft. above av. terrain, 144-ft. above ground, 5573-ft. above sea level.

Latitude	34°	11'	15.00"
Longitude	117°	41'	53.50"

**Transmitter:** Sunset Ridge, 5-mi. NE of Claremont.

**Satellite Earth Stations:** Paraclype, 3.8-meter C-band; Miralite, 3.7-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Sony, 3-meter Ku-band; Avcom receivers.

**News Service:** INDX.

**Ownership:** Aliza Corp. Ownership: Ray L. Beindorf, chmn.-secy., 51%; Thomas Headley, pres.-treas., 49%.

**Began Operation:** June 30, 1977. Sale to present owner by World Plan Executive Council approved by FCC Dec. 19, 1986 (*Television Digest*, Vol. 26:45).

**Represented (sales):** Asian Television Sales.

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**

RAY BEINDORF, president.  
 ROSEMARY FINCHER-DANON, general manager.  
 DOROTHY MARSH, station manager.  
 KAREN GARCES, sales manager.  
 RICHARD MILLET, operations manager.  
 MARIA GOMEZ, traffic manager.  
 BILL WELTY, director of engineering.  
 YUKO SAKAMOTO HAYAKAWA, program director.  
 MARY GOOD, promotions.



BILL LOWERY, production manager.  
 MARTIE QUAN, publicity manager.

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

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

**Arbitron Data:** Not available.

**City of License:** San Bernardino. **ADI:** Los Angeles. **Rank:** 2.

# California—Santa Ana-Los Angeles

## KTBN-TV

Ch. 40

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

**Studio:** 2442 Michelle Rd., Tustin, CA 92680.

**Telephone:** 714-832-2950.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 622-kw max. & 260-kw horizontal visual, 123-kw max. & 52-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 200-ft. above ground, 5863-ft. above sea level.

Latitude	34°	13'	27"
Longitude	118°	03'	44"

**Transmitter:** Mt. Wilson.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 10-meter.

**News Service:** UPI.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** January 5, 1967. Sale to present owner by Angel Lerma approved by FCC Aug. 2, 1974.

**Represented (legal):** May & Dunne.

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

### Personnel:

PAUL F. CROUCH, president & founder.  
 RICH BEMILLER, general sales manager.  
 STAN HOLLON, satellite sales.  
 BEN MILLER, director of engineering.  
 VICKEY DAVENPORT, director of programming.



**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Santa Ana. **ADI:** Los Angeles. **Rank:** 2.

# California—Ontario

**KHSC**

**Ch. 46**

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of Southern California Inc, 3833 Ebony St., Ontario, CA 91761.

**Studio:** 3833 Ebony St., Ontario, CA 91761.

**Telephone:** 714-986-4503.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 2450-kw max. visual, 372-kw max. aural. Antenna: 3040-ft. above av. terrain, 323-ft. above ground, 5995-ft. above sea level.

Latitude	34°	13'	37"
Longitude	118°	03'	58"

**Transmitter:** Mt. Wilson.

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

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1972; left air Jan. 29, 1973. Resumed operation June 7, 1973; left air on unannounced date. Sale to De Rance Inc. & Santa Fe Communications approved by FCC May 25, 1982. Resumed operation April 21, 1984. Transfer of 35% to Santa Fe Communications by Richard C. Hernandez, et al., approved by FCC Feb. 26, 1985. Sale to present owner approved by FCC Oct. 30, 1986 (*Television Digest*, Vol. 26:39, 45, 49).

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

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

**Personnel:**

JOHN H. WHITE, vice president & station manager.  
DR. JULIO BRITO, chief engineer.  
CAROL ROBINSON, program director.



SHEILA VITELLE, business manager.  
PETER PARISE, senior executive producer.

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Ontario. **ADI:** Los Angeles. **Rank:** 2.

# California—Oxnard

## KADY-TV

Ch. 63

**Network Service:** None, independent.

**Licensee:** Riklis Bcstg. Co. L.P., 663 Maulhardt Ave., Oxnard, CA 93030.

**Studio:** 663 Maulhardt Ave., Oxnard, CA 93030.

**Telephone:** 805-983-0044. **Fax:** 805-485-6057.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 1782-kw max. visual, 392-kw max. aural. Antenna: 1802-ft. above av. terrain, 396-ft. above ground, 2706-ft. above sea level.

Latitude 34° 19' 49"  
Longitude 119° 01' 24"

**Transmitter:** South Mountain, 3-mi. SE of Santa Paula.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Miralite, 4.7-meter C-band; Miralite, 4.5-meter Ku-band; Miralite, 3.6-meter C-band; Miralite, RCA receivers.

**News Services:** AP, CNN, Sports News Satellite.

**Ownership:** World Wide Financial Partnership Ltd., ltd. partner, 98%; Zadora Enterprises Ltd., ltd. partner, 1%; Riklis Enterprises Inc., gen. partner, 1%. WWFP ownership: Riviera Inc., ltd. partner, 99%; Meshulam Riklis, gen. partner, 1%. Riklis Enterprises Inc. ownership: Meshulam Riklis, 100%.

**Began Operation:** August 17, 1985. Sale to present owners approved by FCC Nov. 24, 1987.

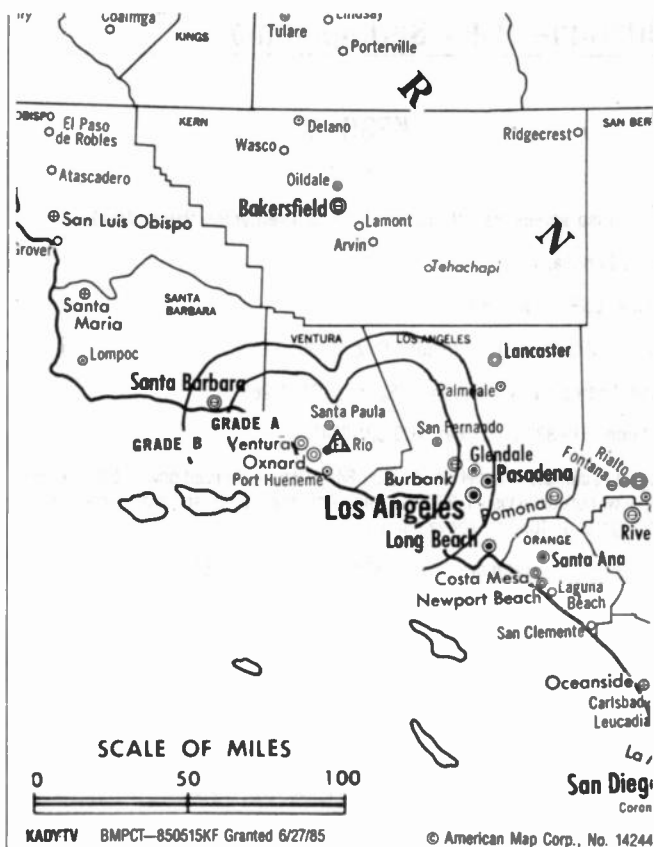
**Represented (sales):** Independent TV Sales.

**Represented (legal):** Skadden, Arps, Slate, Meagher & Flom.

**Represented (engineering):** Lawrence Behr & Associates Inc.

### Personnel:

JOHN HUDDY, president & general manager.  
EDWARD C. BRANCA, station manager & general sales manager.  
ROGER TERNEUZEN, director of operations.  
ERICA HUDDY, program director.  
JACK KIRBY, director, development.  
LARRY HUNT, chief engineer.  
SHANE MORGER, local sales manager.  
ROBERT MALCOLM, business manager.



**Highest 30 Sec. Rate:** \$125.

**City of License:** Oxnard. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Santa Barbara South	73,100	70,400	96
	Ventura	210,700	205,600	98
<b>Station Totals</b>		<b>283,800</b>	<b>276,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>61,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>14,580</b>	

# California—Palm Springs-Indio

## KESQ-TV

Ch. 42

(Also serves Hemet, Yucca Valley & Twentynine Palms Area)

**Network Service:** ABC.

**Licensee:** EGF Broadcast Corp.

**Studio:** 36-270 Plaza Dr., Cathedral City, CA 92234.

**Mailing Address:** Box 4200, Palm Springs, CA 92263.

**Telephone:** 619-328-8881. **Fax:** 619-321-8341.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 316-kw max. & 158-kw horizontal visual, 22.9-kw aural. Antenna: 630-ft. above av. terrain, 89-ft. above ground, 1650-ft. above sea level.

Latitude 33° 51' 58"  
Longitude 116° 26' 02"

**Transmitter:** Edom Hill.

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

**News Services:** ABC, AP.

**Ownership:** EGF Broadcast Corp., 100%. E. Grant Fitts, chmn.; John H. Massey, exec. v.p., treas. & asst. secy.; John S. Fitts, v.p., 100%.

**Began Operation:** October 5, 1968. Transfer of control to Esquire from receivers in bankruptcy approved by FCC June 30, 1978. Sale to Gulf Broadcast approved July 27, 1984 (*Television Digest*, Vol. 24:19). Sale to present owner approved Aug. 23, 1985.

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

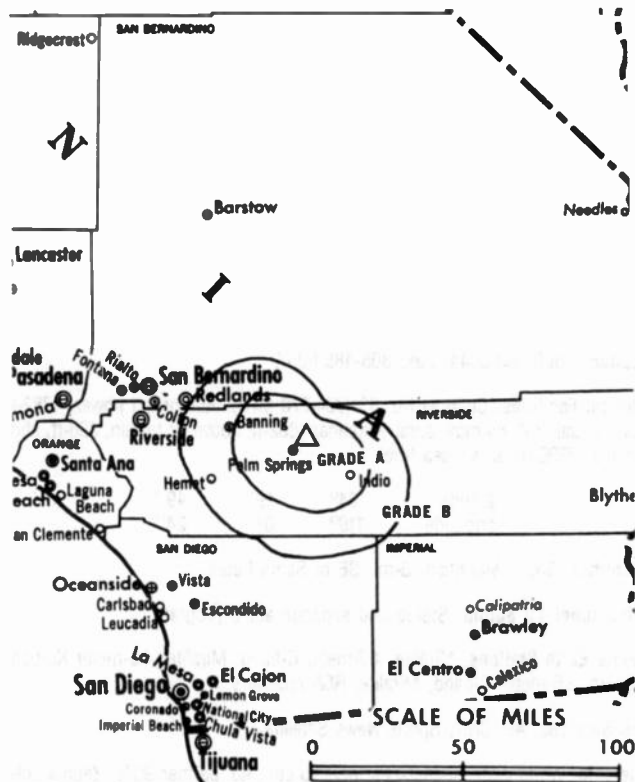
**Represented (legal):** Arnold & Porter.

**Personnel:**

SCOTT VAUGHAN, general manager.  
BILL EVANS, local sales manager.  
KIRK GREGORY, national sales manager.  
RICHARD LERNER, news director.  
DAVID GRAY, chief engineer.  
JANET MAY, program director.  
STEPHANIE LAWRENCE, promotion & creative services manager.  
RICHARD MECHLING, business manager.  
PHIL MACE, production manager.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$600.



KESQ-TV BNPCT-6668 Granted 5/1/68

© American Map Corp., No. 14244

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Palm Springs. **ADI:** Palm Springs. **Rank:** 178.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Riverside Central	68,400	65,800	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Imperial	33,300	31,000	93
<b>Station Totals</b>		<b>101,700</b>	<b>96,800</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>			<b>69,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>35,900</b>	

# California—Palm Springs

## KMIR-TV

Ch. 36

**Network Service:** NBC.

**Licensee:** Desert Empire TV Corp., Box 1506, Palm Springs, CA 92263.

**Studio:** 72920 Park View Dr., Palm Desert, CA 92260.

**Telephone:** 619-568-3636. TWX: 910-332-1292. Fax: 619-568-1176.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 547-kw max. & 164-kw horizontal visual, 16.4-kw horizontal aural. Antenna: 680-ft. above av. terrain, 124-ft. above ground, 1703-ft. above sea level.

Latitude 33° 52' 00"  
Longitude 116° 25' 56"

**Transmitter:** 7-mi. ENE of center of Palm Springs.

**Satellite Earth Stations:** Harris, 7-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 4-meter Ku-band; Miralite, 4-meter C-band; 3.1-meter C-band; Avcom, Agile, Harris, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** John Conte, pres. & Sirpuhe Philibosian Conte, secy.-treas., 100% jointly.

**Began Operation:** October 26, 1968.

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

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

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

### Personnel:

JOHN CONTE, president & general manager.  
HARRY HEIN, general sales manager.  
JAN PEARCE, chief engineer.  
TINA STEIN, news director.  
PAT VANDERHOEVEN, program director.  
DICK WARD, promotion director.

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

**Highest 30 Sec. Rate:** \$400.

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

**City of License:** Palm Springs. ADI: Palm Springs. Rank: 178.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
50% & Over	Riverside Central	68,400	65,800	96
<b>CALIFORNIA</b>				
Between 5-24%	Imperial	33,300	31,000	93
<b>Station Totals</b>		<b>101,700</b>	<b>96,800</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>			<b>58,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>29,200</b>	

# California—Paradise

**KBCP**

**Ch. 46**

(Satellite of KCSO, Modesto, CA)

**Network Service:** Univision.

**Grantee:** Sainte Ltd., Box 4159, Modesto, CA 95352-4159.

**Telephone:** 209-523-0777. **Fax:** 209-523-0898.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 2520-kw max. visual, 252-kw max. aural. Antenna: 1440-ft. above av. terrain, 374-ft. above ground, 3914-ft. above sea level.

Latitude	39°	57'	45"
Longitude	121°	42'	40"

**Transmitter:** W side of Cohasset Rd., 1.1-mi. NE of Junction Vilas Rd., 20-mi. NE of Chico.

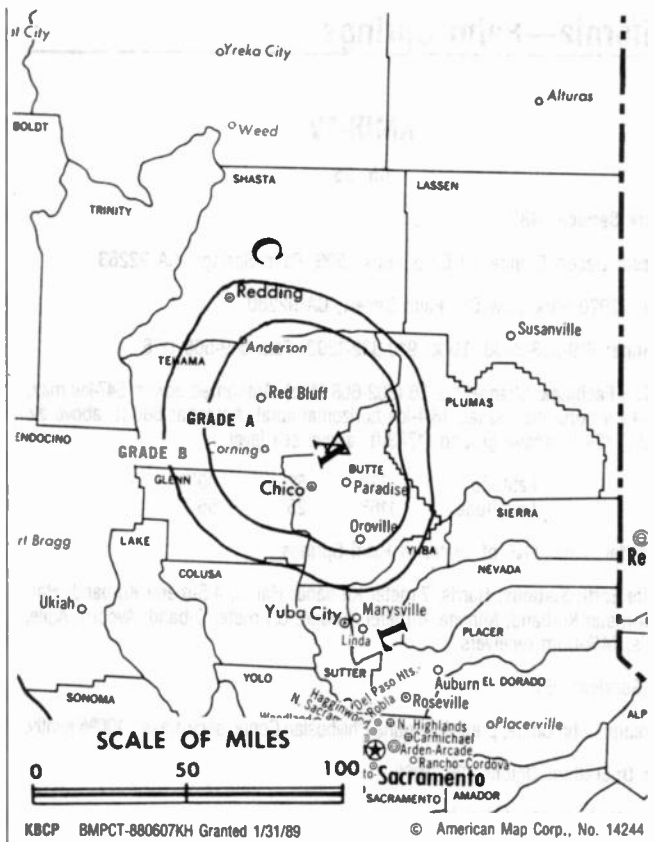
**Ownership:** Sainte Limited, 100%. See Group Ownership of Television Stations.

**Scheduled to Begin Operation:** October 1, 1989.

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

**Represented (engineering):** Cecil Lynch.

**Personnel:** See KCSO, Modesto, CA.



KBCP BMPCT-880607KH Granted 1/31/89

© American Map Corp., No. 14244

**City of License:** Paradise. **ADI:** Chico-Redding. **Rank:** 143.

# California—Redding-Chico

## KRCR-TV

Ch. 7

(Operates satellites KAEF-TV, Arcata-Eureka & KFWU, Fort Bragg, CA)

Network Service: ABC.

Licensee: California-Oregon Bcstg. Inc., Box 7R, Redding, CA 96099.

Studio: 755 Auditorium Dr., Redding, CA 96001.

Telephone: 916-243-7777. TWX: 916-243-6721. Fax: 916-243-0217.

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

Latitude 40° 36' 10"  
Longitude 122° 39' 00"

Transmitter: Mt. Shasta-Bally, 13-mi. W of Redding.

Satellite Earth Stations: Andrew, 7-meter; Andrew, 6-meter; Harris, 4.5-meter; Harris, 3-meter; Avantek, Scientific-Atlanta receivers.

News Services: Capitol News Service, Group W Newsfeed, UPI.

Ownership: California-Oregon Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 1, 1956. Acquisition of positive control by California-Oregon Bcstg. approved by FCC Feb. 9, 1968. Previous sale to Sacramento Valley TV Inc. by George C. Fleharty, Carl R. McConnell and associates approved June 5, 1963 by FCC (Television Digest, Vol. 3:11, 23).

Represented (sales): Blair Television; Art Moore Inc. (regional).

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): Lohnes & Culver.

### Personnel:

RICHARD GREEN, vice president & general manager.  
WILLIAM B. SMULLIN, vice president & director of operations.  
WILLIAM HALL, general sales manager.  
DAVE SMITH, local sales manager.  
DOUG BUSH, chief engineer.  
DOREETA DOMKE, program/operations director.  
CAL HUNTER, news director.  
LINDA ARCURI, promotion director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$800.

City of License: Redding. ADI: Chico-Redding. Rank: 143.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
<b>CALIFORNIA</b>				
	Butte	71,300	68,100	95
	Del Norte	7,600	7,100	93
	Glenn	8,700	8,400	97
	Modoc	3,600	3,300	92
	Shasta	52,000	50,400	97
	Siskiyou	17,500	16,300	93
	Tehama	18,300	17,800	97
	Trinity	5,600	5,200	93
<b>Between 25-49%</b>				
<b>CALIFORNIA</b>				
	Colusa	5,600	5,300	95
	Humboldt	46,200	44,300	96
	Lassen	8,300	7,800	94
	Mendocino	30,100	27,900	93
	Plumas	8,300	7,800	94
<b>OREGON</b>				
	Klamath	22,100	21,300	96
<b>Between 5-24%</b>				
<b>CALIFORNIA</b>				
	Yuba	20,500	19,800	97
<b>Station Totals</b>		<b>325,700</b>	<b>310,800</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>				<b>184,700</b>
<b>Average Daily Circulation (1989)</b>				<b>99,400</b>



# California—Sacramento

## KCRA-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Kelly Broadcasting Co., 3 Television Circle, Sacramento, CA 95814-0794.

**Studio:** 3 Television Circle, Sacramento, CA 95814-0794.

**Telephone:** 916-444-7300. TWX: 910-367-3557.

**Fax:** 916-325-3731; 916-441-4050 (news).

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1940-ft. above av. terrain, 1951-ft. above ground, 1951-ft. above sea level.

Latitude 38° 15' 52"  
Longitude 121° 29' 22"

**Transmitter:** 0.8-mi. S of Twin Cities Rd., adjacent to Snodgrass Slough, 2.2-mi. W of Hwy. 5.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Superior, 6-meter C-band; AFC, 3-meter Ku-band; Harris, M/A-Com, Omni, Scientific-Atlanta receivers.

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

**Ownership:** Kelly Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** September 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 50% owners, Kellys, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

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

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

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

### Personnel:

ROBERT E. KELLY, partner.  
JON S. KELLY, partner.  
JOHN KUENEKE, general manager.  
RON LONGINOTTI, general sales manager.  
GREG KELLY, national sales manager.  
GREG MOORE, regional sales manager.  
DOROTHY LUCAS, local sales manager.  
MARTIN DOAN, production manager.  
JERRY AGRESTI, chief engineer.  
SCOTT NICHOLS, business manager.  
WALT GRAY, sports director.  
BOB JORDAN, news director.  
LINDA BAYLEY, program director.  
RANDY HOFFMAN, creative services director.

**Highest 30 Sec. Rate:** \$6500.

**NETWORK BASE HOURLY RATE:** \$2450.

**City of License:** Sacramento. **AOI:** Sacramento-Stockton. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Amador	10,600	10,100	95
	Butte	71,300	68,100	95
	Calaveras	12,000	11,400	95
	Colusa	5,600	5,300	95
	Contra Costa East	30,700	30,000	98
	El Dorado East	12,900	12,400	96
	El Dorado West	31,300	30,200	97
	Lake	22,600	21,000	93



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nevada	29,400	27,700	94
	Placer East	4,300	4,100	95
	Placer West	53,200	51,300	96
	Plumas	8,300	7,800	94
	Sacramento	379,200	369,100	97
	San Joaquin	159,300	152,700	96
	Sierra	1,500	1,400	93
	Solano East	59,700	58,300	98
	Stanislaus	115,700	110,300	95
	Sutter	22,400	21,800	97
	Tuolumne	16,800	15,900	95
	Yolo	48,700	46,900	96
	Yuba	20,500	19,800	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Glenn	8,700	8,400	97
	Lassen	8,300	7,800	94
	Mariposa	5,600	5,200	93
	Mono	4,000	3,500	88
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Contra Costa West	252,100	246,600	98
	Marin	94,500	91,600	97
	Merced	57,500	55,300	96
	Napa	41,700	40,200	97
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
<b>NEVADA</b>				
	Douglas	10,400	10,000	96
	Carson City	15,700	15,300	97
<b>Station Totals</b>		<b>1,800,700</b>	<b>1,738,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,086,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>624,200</b>	

# California—Modesto

**KCSO**

Ch. 19

(Also serves Sacramento & Stockton)

**Network Service:** Univision.

**Licensee:** Sainte Limited, Box 3689, Modesto, CA 95352.

**Studio:** 2842 Iowa Ave., Modesto, CA 95351.

**Mailing Address:** Box 3689, Modesto, CA 95352.

**Telephone:** 209-578-1900. **Telex:** 359498. **Fax:** 209-527-2129.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1877-ft. above av. terrain, 346-ft. above ground, 3086-ft. above sea level.

Latitude 38° 07' 08"  
Longitude 120° 43' 21"

**Transmitter:** Bear Mountain, approx. 5.8-mi. SW of San Andreas.

**Satellite Earth Stations:** AFC, 3.6-meter Ku-band; Scientific-Atlanta, 2.4-meter C-band; M/A-Com, 5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** NCNS.

**Ownership:** Sainte Limited. See Group Ownership of Television Stations.

**Began Operation:** August 26, 1966.

**Represented (sales):** Univision.

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

**Represented (engineering):** Cecil Lynch.

**Personnel:**

- CHESTER SMITH, general partner.
- NAOMI L. SMITH, general partner.
- SHARON D. SEPULVEDA, general manager.
- GREGG A. SCHAFFER, general sales manager.
- CHUCK TIFFT, chief engineer.
- JERRY NICHOLS, director of engineering.
- XOCHITL ARELLANO, news director.
- JOHN THOMAS, promotion director.
- CHRISTOPHER HOLT, program director (English).
- BOB SHEHAN, program director (Spanish).
- CAROLYN E. BERNAL, public affairs director.

**Rates:** On request.



KCSO BMPCT-7686 Granted 6/27/78

**City of License:** Modesto. **ADI:** Sacramento-Stockton. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Merced	57,500	55,300	96
	San Joaquin	159,300	152,700	96
	Stanislaus	115,700	110,300	95
	Yuba	20,500	19,800	97
<b>Station Totals</b>		<b>353,000</b>	<b>338,100</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>30,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>14,400</b>	

# California—Stockton

**KFTL**

**Ch. 64**

**Network Service:** None, independent.

**Licensee:** Family Stations Inc., 403 McCormick St., San Leandro, CA 94577.

**Studio:** 403 McCormick St., San Leandro, CA 94577.

**Telephones:** 209-943-6464; 415-632-5385.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 1620-kw max. visual, 322-kw max. aural. Antenna: 2982-ft. above av. terrain, 114-ft. above ground, 3664-ft. above sea level.

Latitude	37°	53'	35"
Longitude	121°	53'	58"

**Transmitter:** 9-mi. SE of Concord on N peak of Mount Diablo.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Station:** 3.5-meter Ku & C-band; DX Antenna receivers.

**AM Affiliate:** KEBR, 1210 kHz.

**FM Affiliate:** KEAR, 80-kw, 106.9 MHz.

**Ownership:** Family Stations Inc., non-stock corp. Harold Camping, pres.; Scott L. Smith, v.p.-asst. secy.; Richard Van Dyk, secy.-treas. Family Stations also owns CP for WFME-TV (Ch. 66 ETV), West Milford, NJ; 30 FM stations, 3 AM stations.

**Began Operation:** November 12, 1987.

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

**Represented (engineering):** Robert A. Jones.

**Personnel:**

MATT TUTER, general manager.  
 PAUL STRIEBY, chief engineer.  
 CYNTHIA JONES, news director.  
 RICHARD YIM, business manager.  
 KEN MERSON, program director.



**Rates:** On request.

**Arbitron Data:** Not available.

**City of License:** Stockton. **ADI:** Sacramento-Stockton. **Rank:** 21.

# California—Stockton-Sacramento

## KOVR-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Anchor Media Television Inc., 1216 Arden Way, Sacramento, CA 95815.

**Studios:** 1216 Arden Way, Sacramento, CA 95815; 225 E. Miner Ave., Stockton, CA 95202.

**Telephones:** 916-927-1313 (Sacramento); 209-466-1313 (Stockton).

**TWX:** 916-367-2396 (Sacramento). Fax: 916-927-7720.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1950-ft. above av. terrain, 1960-ft. above ground, 1960-ft. above sea level.

Latitude 38° 14' 24"  
Longitude 121° 30' 03"

**Transmitter:** 14001 River Rd., Walnut Grove, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Superior, 4.5-meter Ku & C-band; Andrew, AvanteK, M/A-Com, Scientific-Atlanta, Standard Communications receivers.

**SNG Truck/Mobile Dish:** Transmit/receive 2.4-meter Ku band.

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

**Ownership:** Robert M. Bass, 68%; David Bolderman, 10%; John Sculley, 6%; David Schwarz, 3%. See Anchor Media Corp. in Group Ownership of TV Stations.

**Began Operation:** September 5, 1954. Sale to present owner by Narragansett First Fund, et al., approved by FCC Dec. 8, 1988 (Television Digest, Vol. 28:45). Sale to Narragansett by Rockefeller Group approved by FCC June 13, 1986 (Vol. 26:6, 11, 12). Sale to Rockefeller Group by The Outlet Co. approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to Outlet by McClatchy Newspapers approved by FCC March 12, 1980 (Vol. 19:28). Previous sale to McClatchy by Metropolitan Bcstg. Corp. was approved July 29, 1964 (Vol. 3:40, 41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 (Vol. 15:47, 48; 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 (Vol. 13:47; 14:2).

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

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

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

**Personnel:**

- MICHAEL J. FIORILE, vice president & general manager.
- DAVE ULRICKSON, general sales manager.
- DEBORAH BROWN, local sales manager.
- S. THOMAS COCHRAN, national sales manager.
- KURT EICHSTEADT, program manager.
- ROBERT HESS, chief engineer.
- MIKE FERRING, news director.
- LILA LUNA, business manager.
- CYNDIE REYNOLDS, creative services director.

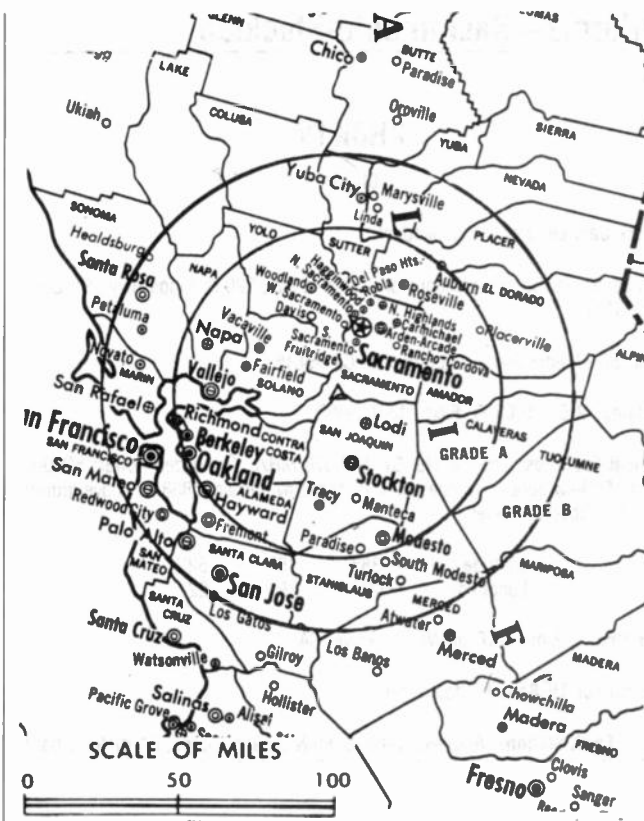
**Highest One Hour Rate:** \$25,000.

**Highest 30 Sec. Rate:** \$10,000.

**NETWORK BASE HOURLY RATE:** \$1600.

**City of License:** Stockton. AOI: Sacramento-Stockton. Rank: 21.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KOVR-TV BPCT--851219KE Granted 2/20/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	10,600	10,100	95
	Calaveras	12,000	11,400	95
	Colusa	5,600	5,300	95
	Contra Costa East	30,700	30,000	98
	El Dorado West	31,300	30,200	97
	Lake	22,600	21,000	93
	Nevada	29,400	27,700	94
	Placer West	53,200	51,300	96
	Plumas	8,300	7,800	94
	Sacramento	379,200	369,100	97
	San Joaquin	159,300	152,700	96
	Sierra	1,500	1,400	93
Solano East	59,700	58,300	98	
Stanislaus	115,700	110,300	95	
Sutter	22,400	21,800	97	
Tuolumne	16,800	15,900	95	
Yolo	48,700	46,900	96	
Yuba	20,500	19,800	97	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	71,300	68,100	95
Mariposa	5,600	5,200	93	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Contra Costa West	252,100	246,600	98
	Lassen	8,300	7,800	94
Merced	57,500	55,300	96	
<b>Station Totals</b>		<b>1,422,300</b>	<b>1,374,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>885,300</b>
<b>Average Daily Circulation (1989)</b>				<b>454,900</b>

# California—Sacramento-Stockton

## KRBK-TV

Ch. 31

Network Service: None, independent.

Licensee: Koplars Communications of California Inc., 220 N. Kings Hwy., St. Louis, MO 63108.

Studio: 500 Media Place, Sacramento, CA 95815.

Telephone: 916-929-0300. Fax: 916-920-1078.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1830-ft. above av. terrain, 1838-ft. above ground, 2000-ft. above sea level.

Latitude 38° 15' 52"  
Longitude 121° 29' 22"

Transmitter: 2.2-mi. NNE of Walnut Grove, CA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter Ku & C-band; Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Andrew, Harris, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Koplars Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 5, 1974. Sale to present owners by Northern California Bcstg. Inc. approved by FCC Jan. 28, 1981. Sale to Northern California by Andrew Bartalini, et al., approved June 9, 1980 (Television Digest, Vol. 20:6).

Represented (sales): Pety Television Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

TED KOPLAR, president.  
ELLIOTT TROSHINSKY, vice president & general manager.  
BILL FRANKS, station manager.  
MIKE GRANADOS, general sales manager.  
JUDY REMY, local sales manager.  
JACK PECK, national sales manager.  
LOU GALIANO, director of operations & production.  
JACK DAVIS, chief engineer.  
BRITTNEY SBALCHIERO, traffic manager.  
ANDY CRITTENDEN, promotion manager.  
MICHAEL ESPINOZA, news director.  
GLENN COOPER, business manager.

Rates: On request.

City of License: Sacramento. ADI: Sacramento-Stockton. Rank: 21.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Placer West	53,200	51,300	96
	Sacramento	379,200	369,100	97
	Stanislaus	115,700	110,300	95
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Amador	10,600	10,100	95
	Calaveras	12,000	11,400	95
	Contra Costa East	30,700	30,000	98
	El Dorado West	31,300	30,200	97
	Merced	57,500	55,300	96
	San Joaquin	159,300	152,700	96
	Solano East	59,700	58,300	98
	Sutter	22,400	21,800	97
Yolo	48,700	46,900	96	
Yuba	20,500	19,800	97	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Butte	71,300	68,100	95
	Colusa	5,600	5,300	95
	Lassen	8,300	7,800	94
	Nevada	29,400	27,700	94
	Plumas	8,300	7,800	94
Sierra	1,500	1,400	93	
Tuolumne	16,800	15,900	95	
<b>Station Totals</b>		<b>1,142,000</b>	<b>1,101,200</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>501,000</b>
<b>Average Daily Circulation (1989)</b>				<b>190,700</b>

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

# California—Stockton-Sacramento

## KSCH-TV

Ch. 58

**Network Service:** None, independent.

**Licensee:** Pegasus Bcstg. of Stockton/Sacramento Inc., 666 Dundee Rd., Suite 1901, Northbrook, IL 60062.

**Studio:** 3033 Gold Canal Drive, Rancho Cordova, CA 95670.

**Telephone:** 916-635-5858. **TWX:** 910-372-0154. **Fax:** 916-635-9251.

**Technical Facilities:** Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1834-ft. above av. terrain, 1840-ft. above ground, 1840-ft. above sea level.

Latitude 38° 14' 24"  
Longitude 121° 30' 03"

**Transmitter:** 0.65-mi. E of Walnut Grove.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Superior, 4-meter Ku-band; Superior, 4-meter C-band; Andrew, 4.5-meter Ku & C-band; AFC, 3.7-meter Ku-band; Standard Communications, Andrew receivers.

**Ownership:** Pegasus Broadcasting, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 13, 1986. Sale to present owners by SFN Cos. Inc. approved by FCC Oct. 2, 1986 (*Television Digest*, Vol. 26:41). Previous sale approved by FCC July 8, 1986.

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

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

**Represented (engineering):** John F. X. Browne & Associates Inc.

**Personnel:**

- HARRY DELANEY, president & general manager.
- JOHN MANSKER, national sales manager.
- ED OUTLAND, local sales manager.
- DONNA REITH, program manager.
- ROBERT OLSON, engineering director.
- TIM AKINS, traffic manager.
- STEVE HALLIWELL, promotion director.
- JOSE BRAGANZA, business manager.

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

**City of License:** Stockton. **ADI:** Sacramento-Stockton. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KSCH-TV BPCT-861106KF Granted 1/20/87

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Amador	10,600	10,100	95
	Placer West	53,200	51,300	96
	Sacramento	379,200	369,100	97
	San Joaquin	159,300	152,700	96
	Stanislaus	115,700	110,300	95
	Sutter	22,400	21,800	97
	Yolo	48,700	46,900	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Colusa	5,600	5,300	95
	Contra Costa East	30,700	30,000	98
	El Dorado West	31,300	30,200	97
	Nevada	29,400	27,700	94
	Sierra	1,500	1,400	93
	Solano East	59,700	58,300	98
	Yuba	20,500	19,800	97
<b>Station Totals</b>		<b>967,800</b>	<b>934,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>310,300</b>
<b>Average Daily Circulation (1989)</b>				<b>103,800</b>

# California—Sacramento-Stockton

**KTXL**

**Ch. 40**

**Network Service:** Fox.

**Licensee:** Channel 40 Licensee Inc., 414 Meadow St., Waterbury, CT 06702.

**Studio:** 4655 Fruitridge Rd., Sacramento, CA 95820.

**Telephone:** 916-454-4422. **TWX:** 910-367-3522.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1962-ft. above av. terrain, 1968-ft. above ground, 1970-ft. above sea level.

Latitude 38° 16' 18"  
Longitude 121° 30' 18"

**Transmitter:** Twin Cities Rd., 2.2-mi. N of Walnut Grove, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 4.5-meter; Superior, 4-meter; RCA Americom, 3.7-meter; DX Engineering, M/A-Com, Scientific-Atlanta, Standard Communications receivers.

**News Services:** AP, CNN, Conus, INN, INTV.

**Ownership:** Renaissance Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 26, 1968. Transfer of control to BMA from Colony Corp. approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Feb. 9, 1989.

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

**Represented (legal):** Nixon, Hargrove, Devans & Doyle.

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

**Personnel:**

- MICHAEL A. FISHER, vice president & general manager.
- ROD BACON, general sales manager.
- BILL PULLIAM, local sales manager.
- JEROME MARTIN, national sales manager.
- CAL BOLLWINKEL, program & operations manager.
- BILL KREUTZER, chief engineer.
- BOB COOK, news director.
- AUDREY FARRINGTON, promotion director.
- PETE FILICE, business manager.

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

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>				
	Amador	10,600	10,100	95	
	Colusa	5,600	5,300	95	
	Contra Costa East	30,700	30,000	98	
	Placer West	53,200	51,300	96	
	Sacramento	379,200	369,100	97	
	San Joaquin	159,300	152,700	96	
	Solano East	59,700	58,300	98	
	Stanislaus	115,700	110,300	95	
	Yolo	48,700	46,900	96	
	Yuba	20,500	19,800	97	
	<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
		Butte	71,300	68,100	95
Calaveras		12,000	11,400	95	
Contra Costa West		252,100	246,600	98	
Del Norte		7,600	7,100	93	
El Dorado East		12,900	12,400	96	
El Dorado West		31,300	30,200	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Lake	22,600	21,000	93
	Mendocino	30,100	27,900	93
	Merced	57,500	55,300	96
	Nevada	29,400	27,700	94
	Plumas	8,300	7,800	94
	Shasta	52,000	50,400	97
	Sutter	22,400	21,800	97
	Tuolumne	16,800	15,900	95
	<b>NEVADA</b>			
	Douglas	10,400	10,000	96
	Washoe	101,500	99,100	98
	<b>OREGON</b>			
	Klamath	22,100	21,300	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	486,000	471,100	97
	Fresno	217,000	209,000	96
	Glenn	8,700	8,400	97
	Lassen	8,300	7,800	94
	Marin	94,500	91,600	97
	Mariposa	5,600	5,200	93
	Napa	41,700	40,200	97
	Placer East	4,300	4,100	95
	San Francisco	336,700	316,200	94
	San Mateo	244,000	239,500	98
	Siskiyou	17,500	16,300	93
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
	Tehama	18,300	17,800	97
	<b>OREGON</b>			
	Douglas	35,500	33,800	95
Jackson	54,500	52,700	97	
Josephine	28,700	27,000	94	
<b>Station Totals</b>		<b>3,431,000</b>	<b>3,307,700</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,047,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>399,700</b>	

# California—Sacramento-Stockton

**KXTV**

**Ch. 10**

**Network Service:** CBS.

**Licensee:** Great Western Broadcasting Corp., 400 Broadway, Sacramento, CA 95818.

**Studio:** 400 Broadway, Sacramento, CA 95818.

**Mailing Address:** Box 10, Sacramento, CA 95801.

**Telephone:** 916-441-2345. **Fax:** 916-447-6107.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 51.3-kw aural. Antenna: 1953-ft. above av. terrain, 1960-ft. above ground, 1960-ft. above sea level.

Latitude 38° 14' 24"  
Longitude 121° 30' 03"

**Transmitter:** 0.65-mi. NE of Walnut Grove.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Microwave Assoc., 4.6-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku & C-band; M/A-Corn, Scientific-Atlanta, Standard Components receivers.

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

**Ownership:** A. H. Belo Corp. 100%. See Group Ownership of Television Stations.

**Began Operation:** March 20, 1955. Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 28, 1983 (*Television Digest*, Vol. 23:20). Sale to Corinthian by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Vol. 14:42, 49).

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

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

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

**Personnel:**

- PHILIP KELLER, president & general manager.
- BYRON ELTON, general sales manager.
- MIKE SNYDER, national sales manager.
- WILLIAM GONZALES, local sales manager.
- TOM NEWBERRY, news director.
- SHEILA GUMTOW, director, marketing & promotion.
- ROD ROBINSON, chief engineer.
- KURT EICHSTEADT, program manager.

**Highest One Hour Rate:** \$15,000.

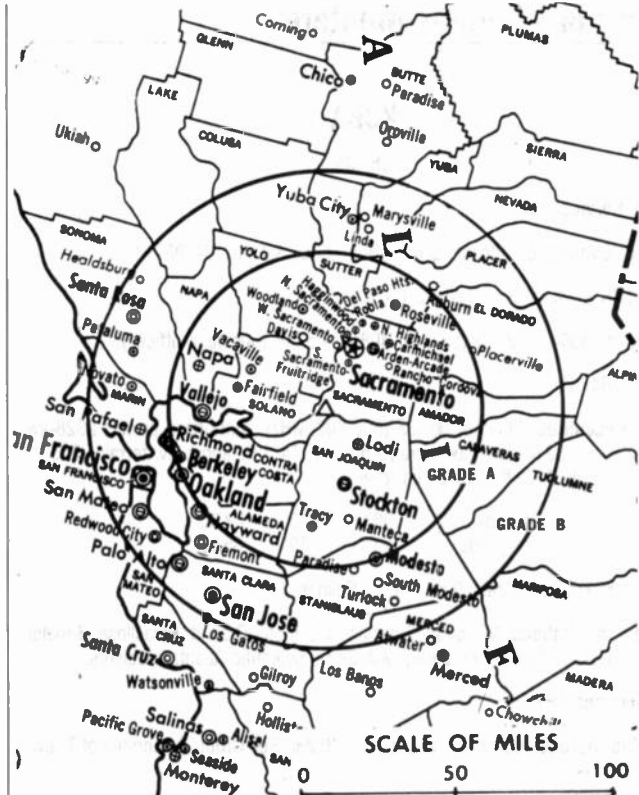
**Highest 30 Sec. Rate:** \$18,000.

**NETWORK BASE HOURLY RATE:** \$2065.

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Amador	10,600	10,100	95
	Calaveras	12,000	11,400	95
	Colusa	5,600	5,300	95
	Contra Costa East	30,700	30,000	98



KXTV BPCT-85113KE Granted 12/20/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	El Dorado West	31,300	30,200	97
	Mono	4,000	3,500	88
	Nevada	29,400	27,700	94
	Placer West	53,200	51,300	96
	Sacramento	379,200	369,100	97
	San Joaquin	159,300	152,700	96
	Solano East	59,700	58,300	98
	Stanislaus	115,700	110,300	95
	Sutter	22,400	21,800	97
	Tuolumne	16,800	15,900	95
	Yolo	48,700	46,900	96
	Yuba	20,500	19,800	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Butte	71,300	68,100	95
	Lake	22,600	21,000	93
	Placer East	4,300	4,100	95
	Plumas	8,300	7,800	94
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Contra Costa West	252,100	246,600	98
	Glenn	8,700	8,400	97
	Mariposa	5,600	5,200	93
	Merced	57,500	55,300	96
	Sierra	1,500	1,400	93
	Solano West	43,600	42,600	98
<b>Station Totals</b>		<b>1,474,600</b>	<b>1,424,800</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>885,800</b>
<b>Average Daily Circulation (1989)</b>				<b>445,800</b>



# California—Salinas-Monterey

**KCBA**

**Ch. 35**

**Network Service:** Fox.

**Licensee:** Cypress Broadcasting Inc., Box 3560, Salinas, CA 93912.

**Studio:** 646 E. Alisal St., Salinas, CA 93905.

**Telephones:** 408-422-3500 (studio); 408-424-5335 (business offices).

**Fax:** 408-754-1120.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 2328-kw max. visual, 283.65-kw max. aural. Antenna: 2414-ft. above av. terrain, 355-ft. above ground, 3421-ft. above sea level.

Latitude 36° 45' 22.30"  
Longitude 121° 30' 05.50"

**Transmitter:** Fremont Peak, 9-mi. NE of Salinas.

**Satellite Earth Stations:** Microwave Specialties, 5-meter C-band; Paraclipse, 3-meter C-band; RCA, 3.7-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1981. Sale to present owner by Sainte Bcstg. Corp. approved by FCC May 22, 1986 (*Television Digest*, Vol. 26:23, 26).

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

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

- BARBARA R. ETRICK, general manager.
- TIMOTHY J. CADIGAN, general sales manager.
- MARK FAYLOR, local sales manager.
- JEANNE BUHEIT, production manager.
- KARL KAUFFMAN, chief engineer.
- MARY A. MOORE, programming & marketing manager.
- ARLO BARBO, business manager.

**Rates:** On request.

**City of License:** Salinas. **AOI:** Salinas-Monterey. **Rank:** 111.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KCBA BMPCT-81022KI Granted 7/13/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Monterey	114,300	110,000	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b> San Benito	11,100	10,600	95
	Santa Cruz	87,100	83,500	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Santa Clara East	23,200	22,600	97
<b>Station Totals</b>		<b>235,700</b>	<b>226,700</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>97,700</b>
<b>Average Daily Circulation (1989)</b>				<b>39,000</b>

# California—Monterey-Salinas

**KMST**

Ch. 46

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 1938, Monterey, CA 93942.

**Studio:** 2200 Garden Rd., Monterey, CA 93940.

**Telephone:** 408-649-0460. **TWX:** 910-360-7106. **Fax:** 408-646-1973.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 1350-kw max. & 447-kw horizontal visual, 135-kw max. & 44.7-kw horizontal aural. Antenna: 2530-ft. above av. terrain, 222-ft. above ground, 3612-ft. above sea level.

Latitude 36° 32' 05"  
Longitude 121° 37' 14"

**Transmitter:** Mt. Toro (Baldy Peak).

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; AFC, 3.66-meter; Paraclype, 3.5-meter; AFC, DX Engineering, Paraclype, Scientific-Atlanta receivers.

**News Services:** CBS, UPI.

**Ownership:** Retlaw Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 2, 1969. Sale to present owner by Monterey-Salinas TV Inc. approved by FCC Aug. 27, 1979.

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

**Personnel:**

- RICHARD DRILLING, vice president & general manager.
- TOM TUCKER, general sales manager.
- CHUCK BERGSON, local sales manager.
- BARBARA WAECHTER, operations/program manager.
- MARK WALKER, production manager.
- ROY DASHER, chief engineer.
- DAVE COLSON, promotion director.
- MICHELLE McCULLOCH, traffic manager.
- ADRIENNE LAURENT, news director.

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

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

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Monterey. **ADI:** Salinas-Monterey. **Rank:** 111.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	114,300	110,000	96
	Santa Cruz	87,100	83,500	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	San Benito	11,100	10,600	95
	Santa Clara East	23,200	22,600	97
<b>Station Totals</b>		<b>235,700</b>	<b>226,700</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>155,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>70,900</b>	

# California—Salinas-Monterey

**KSBW**

Ch. 8

**Network Service:** NBC.

**Licensee:** KSBW Inc., Box 81651, Salinas, CA 93912.

**Studio:** 238 John St., Salinas, CA 93901.

**Telephone:** 408-758-8888. **TWX:** 910-368-7058. **Fax:** 408-424-3750.

**Technical Facilities:** Channel No. 8 (180-186 MHz). **Authorized power:** 158-kw visual, 34.7-kw aural. **Antenna:** 2934-ft. above av. terrain, 1554-ft. above ground, 4041-ft. above sea level.

Latitude 37° 03' 30"  
Longitude 121° 46' 33"

**Transmitter:** Approx. 20-mi. S of San Jose in Santa Cruz Mountains.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Americom, 3.6-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Gillett Holdings Inc. See Group Ownership of Television Stations.

**Began Operation:** September 11, 1953 as share-time outlet with KMBY-TV, Monterey; on Feb. 2, 1955 FCC approved deal for it to buy & merge with KMBY-TV (*Television Digest*, Vol. 10:45; 11:6). Sale to John Blair & Co. approved by FCC Feb. 14, 1979 (Vol. 18:3). Sale to present owner approved by FCC Dec. 30, 1986.

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

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

**Personnel:**

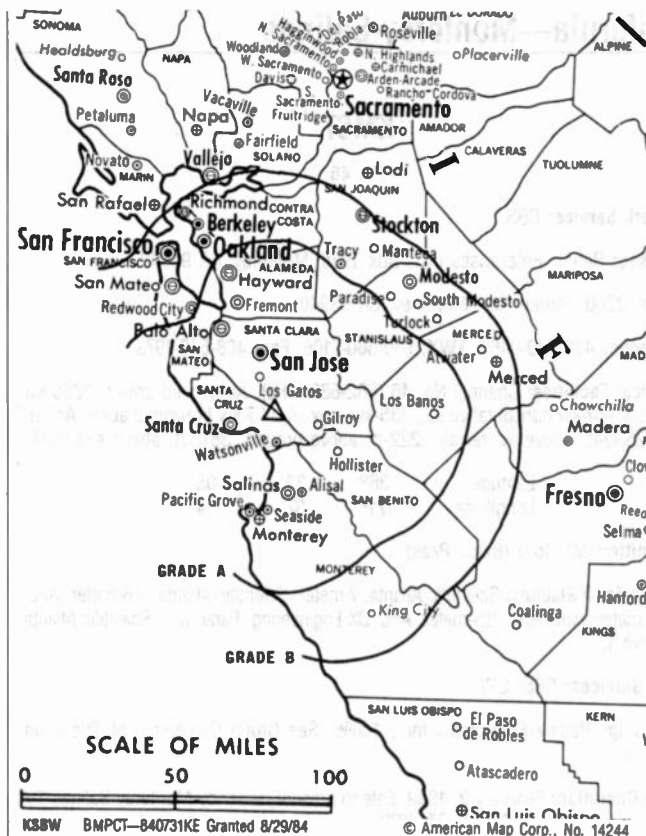
JEFFREY H. LEE, president & general manager.  
CINDY LINDSAY, general sales manager.  
BOB STOCK, promotion director.  
WILLIS WELLS, chief engineer.  
TERESA BURGESS, program director.  
RANDY BITTERS, business manager.

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

**NETWORK BASE HOURLY RATE:** \$1412.

**City of License:** Salinas. **ADI:** Salinas-Monterey. **Rank:** 111.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	114,300	110,000	96
	San Benito	11,100	10,600	95
	Santa Clara East	23,200	22,600	97
	Santa Cruz	87,100	83,500	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,600	5,200	93
	Merced	57,500	55,300	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Madera	27,200	26,000	96
	Santa Clara West	479,600	467,100	97
	Tuolumne	16,800	15,900	95
<b>Station Totals</b>		<b>822,400</b>	<b>796,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>342,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>166,800</b>	

# California—Salinas-Monterey

## KSMS-TV

Ch. 67

Network Service: Univision.

Licensee: Schuyler Bcstg. Corp., Box 2690, Monterey, CA 93942.

Studio: 67 Garden Court, Monterey, CA 93940.

Mailing Address: Box 2690, Monterey, CA 93942.

Telephones: 408-373-6767; 408-757-6711. Telex: 172-505.

Fax: 408-373-6700.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1260-kw max. visual. Antenna: 2299-ft. above av. terrain, 200-ft. above ground, 3260-ft. above sea level.

Latitude 36° 45' 23"  
Longitude 121° 30' 05"

Transmitter: Fremont Peak.

News Service: UPI.

Ownership: William H. Schuyler, gen. partner, 100%.

Began Operation: September 1, 1986.

Represented (sales): Univision.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Serge Bergen.

### Personnel:

WILLIAM SCHUYLER, president & owner.  
JACK YEARWOOD, general sales manager.  
GARY ASHBY, chief engineer.  
FIDEL SOTO, news director.  
CELESTE RICKS, program director.  
ELBA STUMPF, promotion director & production manager.  
CLIFFORD MAYNARD, business manager.  
MARLENE VALDEZ, traffic director.

Highest One Hour Rate: \$2100.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$400.

City of License: Monterey. ADI: Salinas-Monterey. Rank: 111.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
Between 5-24%	Monterey	114,300	110,000	96
	San Benito	11,100	10,600	95
<b>Station Totals</b>		<b>125,400</b>	<b>120,600</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>13,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>10,300</b>	

**KSMS-TV is a market leader with**



6939 Power Inn Road  
Sacramento, CA 95828  
916-383-1177

See our ad on Page C-115

# California—San Diego

**KNSD**

**Ch. 39**

**Network Service:** NBC.

**License:** Gillett Communications of San Diego Inc., Box 11039, San Diego, CA 92111-2493.

**Studio:** 8330 Engineer Rd., San Diego, CA 92111-2493.

**Telephone:** 619-279-3939. **TWX:** 910-335-1507. **Fax:** 619-279-1076.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 813-kw horizontal visual, 500-kw max. & 81.3-kw horizontal aural. Antenna: 1910-ft. above av. terrain, 180-ft. above ground, 2703-ft. above sea level.

Latitude 32° 41' 48.00"  
Longitude 116° 56' 05.80"

**Transmitter:** San Miguel Mountain, 13-mi. E of San Diego center.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Dalsat, 6-meter Ku-band; Chapparral, 5-meter Ku & C-band; Dalsat, 4.6-meter Ku-band; Dalsat, 3.6-meter Ku-band; Harris, Chapparral receivers.

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

**Ownership:** Gillett Holdings Inc. See Group Ownership of Television Stations.

**Began Operation:** November 14, 1965. Sale to Storer Communications by Bass Brothers Enterprises approved by FCC Sept. 30, 1974 (*Television Digest*, Vol. 13:12, 13; 14:39). Previous sale to Bass Bros. by San Diego Telecasters Inc. (Lawrence Shushan, Paul Corriere, Sample-Brown Enterprises and Town & Country Development) approved by FCC Aug. 31, 1967. Sale to present owner approved Aug. 20, 1987.

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

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

**Personnel:**

- NEIL DERROUGH, president & general manager.
- JOSEPH M. COLLINS, general sales manager.
- BOB SEXTON, local sales manager.
- CHRIS JOHNSON, national sales manager.
- PENNY MARTIN, program manager.
- THOMAS WIMBERLY, director of technical services.
- RIC SCHWARTZ, production manager.
- DON SHAFER, news director.
- JAY BELBEY, business manager.
- DOUG GILMORE, promotion director.



KNSD BMPCT-7581 Granted 6/9/85 © American Map Corp., No. 14244

**Highest 30 Sec. Rate:** \$4000.

**NETWORK BASE HOURLY RATE:** \$1400.

**City of License:** San Diego. **ADI:** San Diego. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>844,300</b>	<b>820,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>664,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>351,100</b>	

# California—San Diego

## KFMB-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 7677 Engineer Rd., San Diego, CA 92111.

**Studio:** 7677 Engineer Rd., San Diego, CA 92111.

**Telephone:** 619-571-8888. TWX: 910-335-1245.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 740-ft. above av. terrain, 284-ft. above ground, 1050-ft. above sea level.

Latitude 32° 50' 17"  
Longitude 117° 14' 56"

**Transmitter:** Mt. Soledad.

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

**AM Affiliate:** KFMB, 5-kw, 760 kHz.

**FM Affiliate:** KFMB-FM, 30-kw, 100.7 MHz (No. 264), 620-ft.

**News Services:** AP, UPI.

**Ownership:** Midwest Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (*Television Digest*, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

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

**Represented (legal):** Covington & Burling.

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

### Personnel:

AUGUST C. MEYER, chairman, Midwest Television Inc.  
AUGUST C. MEYER JR., president, Midwest Television Inc.  
ROBERT L. MYERS, president, Western Div. & general manager, KFMB  
WILLIAM R. MOYLAN, vice president, sales/programming.  
J. M. BRADLEY, asst. general manager & business manager.  
WELDON DONALDSON, general sales manager.  
HARRY MELKERSON, sales manager.  
JULES MORELAND, program director.  
JOHN WEIGAND, manager of engineering.  
TIM HNEDAK, advertising manager.



KFMB-TV BPCT-4508 Granted 5/16/72

© American Map Corp., No. 14244

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2580.

**City of License:** San Diego. ADI: San Diego. Rank: 24.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>844,300</b>	<b>820,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			742,400	
<b>Average Daily Circulation (1989)</b>			421,400	

# California—San Diego

**KGTV**

Ch. 10

Network Service: ABC.

Licensee: McGraw-Hill Broadcasting Co., Box 85347, San Diego, CA 92138.

Studio: 47th St. & Freeway 94, San Diego, CA 92102.

Telephone: 619-237-1010. TWX: 910-335-1247. Telex: 619-262-1302.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 124-kw horizontal visual, 31.6-kw aural. Antenna: 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.50"  
Longitude 117° 14' 56.50"

Transmitter: Mt. Soledad.

Satellite Earth Stations: Andrew, 9.1-meter; Andrew, 4.5-meter; Microdyne, 7-meter; RCA, 3-meter Ku-band; Vertex, 4.5-meter Ku-band; AvanteK receivers.

News Services: AP, UPI, NCNS.

Ownership: McGraw-Hill Bcstg. Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (*Television Digest*, Vol. 13:31, 32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13). Sale to present owners approved March 8, 1972 (Vol. 12:10, 11).

Represented (sales): MMT Sales Inc.

Represented (legal): Koteen & Naftalin.

**Personnel:**

- EDWARD REILLY JR., exec. vice president, McGraw-Hill Broadcasting.
- EDWARD QUINN, vice president & general manager.
- DARRELL BROWN, general sales manager.
- HOWARD OLEFF, local sales manager.
- RONALD JENNINGS, director of engineering.
- MARK WILCOX, national sales manager.
- JACK VILLARRUBIA, director of business affairs.
- DON LUNDY, director of program operations.
- MICHAEL BILTUCCI, production manager.
- ERNESTINE COWAN, traffic manager.
- PAUL SANDS, news director.
- DANIEL HERNANDEZ, public affairs director.
- JUDITH VANCE, director of creative services/promotion.



Highest 30 Sec. Rate: \$7500.

NETWORK BASE HOURLY RATE: \$2500.

City of License: San Diego. ADI: San Diego. Rank: 24.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
50% & Over	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>844,300</b>	<b>820,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>723,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>403,700</b>	

# California—San Diego

**KTTY**

**Ch. 69**

**Network Service:** None, independent.

**Licensee:** San Diego Television Inc., Box 121569, San Diego, CA 92112-5569.

**Studio:** 1696 Frontage Rd., Chula Vista, CA 92011.

**Telephone:** 619-575-6969. **Telex:** 62905837. **Fax:** 619-575-6951.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 4790-kw max. visual, 479-kw max. aural. Antenna: 1950-ft. above av. terrain, 151-ft. above ground, 2717-ft. above sea level.

Latitude 32° 41' 47"  
Longitude 116° 56' 07"

**Transmitter:** Mt. San Miguel, San Diego.

**Satellite Earth Stations:** United Satellite Systems, 5-meter C-band; Harris, 4.6-meter Ku-band; United Satellite Systems, 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Helen Smith, 41.3%; Joseph Alvarez III, 21.4%; Thomas E. Hom, 8.3%; James E. Hom, 7.8%; Allen E. Hom, 7.4%; 11 others, none with more than 3.4%. Allen E. Hom is an applicant for Ch. 45, Seattle, WA.

**Began Operation:** September 30, 1984.

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

**Represented (legal):** Hopkins, Sutter, Hamel & Park.

**Personnel:**

JAMES M. HARMON, president & general manager.  
ANDREW FELDMAN, sales manager.  
GAYLE GARRETT, national sales manager.  
JUDY ALBRECHT, promotion manager.  
FRANK AAMODT, chief engineer.

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

**City of License:** San Diego. **ADI:** San Diego. **Rank:** 24.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>844,300</b>	<b>820,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>179,500</b>
<b>Average Daily Circulation (1989)</b>				<b>47,300</b>



# California—San Diego

## KUSI-TV

Ch. 51

**Network Service:** None, independent.

**Licensee:** University Television Inc., Box 11985, San Diego, CA 92111.

**Studio:** 7377 Convoy Court, San Diego, CA 92111.

**Mailing Address:** Box 11985, San Diego, CA 92111.

**Telephone:** 619-571-5151. **Fax:** 619-571-4852.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 2880-kw max. visual, 288-kw max. aural. Antenna: 1840-ft. above av. terrain, 169-ft. above ground, 2649-ft. above sea level.

Latitude 32° 41' 52"  
Longitude 116° 56' 02"

**Transmitter:** Mt. San Miguel, 13-mi. E of San Diego.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

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

**Ownership:** United States International University, 74%; Michael D. McKinnon, pres., 26%.

**Began Operation:** September 13, 1982.

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

**Represented (legal):** Ward & Mendelsohn.

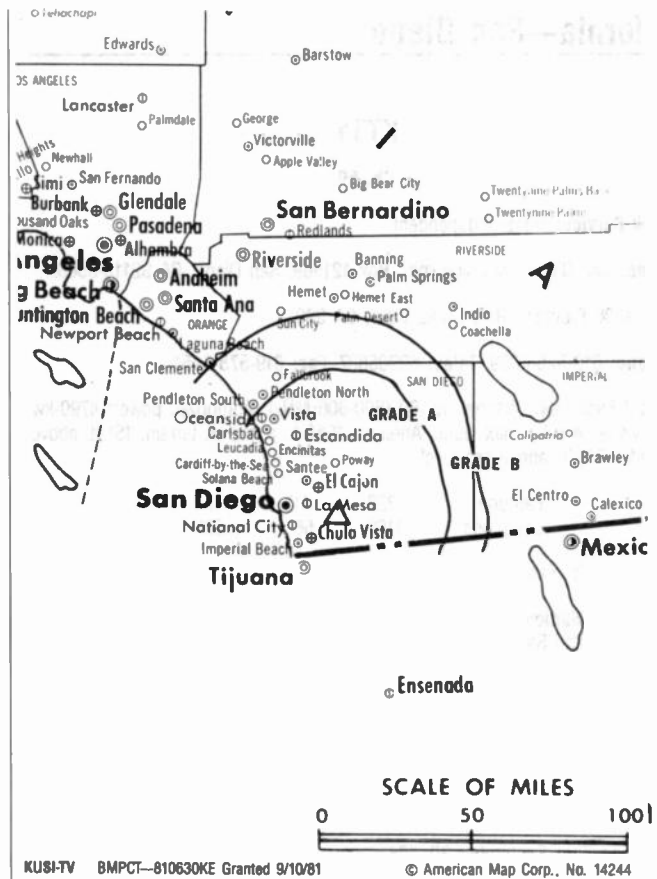
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

MICHAEL D. MCKINNON, general manager.  
WILLIAM MOORE, station manager.  
BRUCE STEIN, general sales manager.  
RICHARD LARGE, chief engineer.  
BARBARA AYRES, promotion director.  
TED LON, business manager.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$1000.



KUSI-TV BNPCT-810630KE Granted 9/10/81

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**City of License:** San Diego. **ADI:** San Diego. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
	<b>CALIFORNIA</b>			
<b>Between 25-49%</b>	San Diego	844,300	820,900	97
<b>Station Totals</b>		<b>844,300</b>	<b>820,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>382,000</b>
<b>Average Daily Circulation (1989)</b>				<b>133,100</b>

# California—San Diego-Tijuana, Mexico

**XETV**

Ch. 6

**Network Service:** Fox.

**Licensee:** Radio-Television, S.A.

**Studio:** Mount San Antonio, Tijuana, B.C.

**Mailing Address:** 8253 Ronson Rd., San Diego, CA 92111.

**Telephone:** 619-279-6666. TWX: 910-335-2017.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"  
Longitude 117° 01' 08"

**Transmitter:** Mount San Antonio, Tijuana, B.C., Mexico.

**Multichannel TV Sound:** Stereo only.

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

**Ownership:** Emilio Azcarraga Milmo, principal stockholder. For other interests, see XEW-TV, Mexico City in the International Station Directory.

**Began Operation:** February 18, 1953.

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

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

**Personnel:**

- MARTIN COLBY, vice president & general manager.
- JOAN O'LAUGHLIN HENNING, station & general sales manager.
- CHUCK DUNNING, local sales manager.
- ROBERT TAYLOR, business manager.
- FELIPE FERNANDEZ, exec. director, operations & engineering.
- ANTONIO FRIAS, chief engineer.
- VALERIE HOFFMAN, program manager.
- ROBERT ANDERSON, promotion director.
- PHILIP PALUSO, promotion director.

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

**Highest 30 Sec. Rate:** \$3500.

**AOI:** San Diego. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	844,300	820,900	97
<b>TEXAS</b>				
<b>Between 5-24%</b>	Cameron	74,300	73,300	99
	Hidalgo	102,200	100,600	98
	Starr	9,600	9,300	97
	Willacy	4,900	4,800	98
<b>Station Totals</b>		<b>1,035,300</b>	<b>1,008,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>20,200</b>
<b>Average Daily Circulation (1989)</b>				<b>8,900</b>

# California—San Diego-Tijuana, Mexico

## XEWT-TV

Ch. 12

**Network Service:** Televisa.

**Licensee:** Televisora de Calimex S.A., 4478 Camino De La Plaza Mayor 1, Suite C, San Ysidro, CA 92073.

**Studio:** Monte San Antonio, Box 12, Tijuana, Baja California, Mexico.

**Mailing Address:** No. 203, 1001 B Ave., Coronado, CA 92118.

**Telephone:** 619-437-0101. **Fax:** 619-437-0150.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1250-ft. above sea level.

Latitude	32°	30'	08"
Longitude	117°	02'	30"

**Transmitter:** Monte San Antonio, Tijuana, Baja California, Mexico.

**Satellite Earth Station:** Chapparal, 5-meter C-band; International Satellite receivers.

**News Services:** Informex, UPI.

**Ownership:** Televisora de Calimex S.A.

**Began Operation:** July 12, 1960.

**Represented (sales):** Univision.

### Personnel:

JOSE LUIS GUASCH, general manager.  
 KATHIA BUSTILLOS, general sales manager & promotion director.  
 MARTHA L. TAPIAS, sales manager.  
 EDMAR CARRILLO, business manager.  
 MARCO JACOME, traffic manager.  
 SALVADOR HERNANDEZ, chief engineer.  
 FERNANDO DEL MONTE, news director.  
 DONNA MIASAKO, marketing manager.  
 MARIO ACOSTA, operations manager.  
 RUBEN SAN JOSE, production manager.



Predicted contours supplied by station

© American Map Corp., 14244

**Highest One Hour Rate:** \$8400.

**Highest 30 Sec. Rate:** \$525.

**Arbitron Data:** Not available.

**ADI:** San Diego. Rank: 24.

# California—San Francisco

## KBHK-TV

Ch. 44

**Network Service:** None, independent.

**Licensee:** United Television Inc., 600 Madison Ave., New York, NY 10022.

**Studio:** 420 Taylor St., San Francisco, CA 94102.

**Telephone:** 415-885-3750. TWX: 910-372-6006.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 5000-kw max. visual. Antenna: 1611-ft. above av. terrain, 879-ft. above ground, 1713-ft. above sea level.

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

**Transmitter:** Mt. Sutro.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** United Television Inc. See Group Ownership of Television Stations.

**Began Operation:** January 2, 1968. Sale to present owner by Field Communications approved by FCC May 26, 1983 (*Television Digest*, Vol. 22:45, 47).

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

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

### Personnel:

JOHN SIEGEL, president.  
ROBERT QUDEEN, vice president & general manager.  
RICHARD JONES, general sales manager.  
LARRY YOUNG, national sales manager.  
THOMAS SPITZ, program manager.  
SUSAN GUYETTE, director of news & public affairs.  
EDWARD HIPPE, engineering manager.  
JACQUES GEOFFRION, production manager.  
GEORGE BRANDT, business manager.  
SUZANNE TONER, promotion manager.  
LARRY BURDEN, director of operations.  
MARY DeGRANDE, traffic manager.

**Rates:** On request.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>	486,000	471,100	97
	Alameda	71,300	68,100	95
	Butte	30,700	30,000	98
	Contra Costa East	252,100	246,600	98
	Contra Costa West	8,700	8,400	97
	Glenn	94,500	91,600	97
	Marin	11,100	10,600	95
	San Benito	336,700	316,200	94
	San Francisco	244,000	239,500	98
	San Mateo	23,200	22,600	97
	Santa Clara East			



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Santa Clara West	479,600	467,100	97
	Santa Cruz	87,100	83,500	96
	Shasta	52,000	50,400	97
	Solano East	59,700	58,300	98
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
Between 5-24%	<b>CALIFORNIA</b>	10,600	10,100	95
	Amador	5,600	5,300	95
	Colusa	22,600	21,000	93
	Lake	30,100	27,900	93
	Napa	41,700	40,200	97
	Placer West	53,200	51,300	96
	Sacramento	379,200	369,100	97
	San Joaquin	159,300	152,700	96
	Sutter	22,400	21,800	97
	Tehama	18,300	17,800	97
	Yolo	48,700	46,900	96
NEVADA	Yuba	20,500	19,800	97
	Douglas	10,400	10,000	96
<b>Station Totals</b>		<b>3,245,500</b>	<b>3,137,100</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>992,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>329,600</b>	

# California—San Francisco

## KDTV

Ch. 14

**Network Service:** Univision.

**Licensee:** Univision Station Group, 330 Madison Ave., 26th Floor, New York, NY 10017.

**Studio:** 2200 Palou Ave., San Francisco, CA 94124.

**Telephones:** 415-641-1400, San Francisco; 415-437-1414, San Jose.

**Fax:** 415-641-8677.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 2570-kw max. & 813-kw horizontal visual, 257-kw max. & 81.3-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 225-ft. above ground, 1476-ft. above sea level.

Latitude	37°	41'	07"
Longitude	122°	26'	01"

**Transmitter:** San Bruno Mtn., 1.6-mi. S of San Francisco.

**Multichannel TV Sound:** Stereo only.

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

**News Services:** Bay City News, UPI.

**Ownership:** Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 13, 1975 on Ch. 60. Switched to Ch. 14 March 5, 1979. FCC approved sale by Bahia de San Francisco Television Co. to present owner June 12, 1987.

**Represented (sales):** Univision.

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

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

**Personnel:**  
AUGUST RUIZ, vice president & general manager.  
MICHAEL McCARTHY, general sales manager.



KEN SCHREINER, chief engineer.  
ROBERT TORRES, local sales manager.  
OSVALDO VILLAZON, news director.  
JORGE BELON, production manager.

**Highest 30 Sec. Rate:** \$1600.

**Arbitron Data:** Not available.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

# California—San Francisco

## KGO-TV

Ch. 7

Network Service: ABC.

Licensee: KGO Television Inc., 900 Front St., San Francisco, CA 94111-1450.

Studio: 900 Front St., San Francisco, CA 94111-1450.

Telephones: 415-954-7777. TWX: 910-372-7236. Fax: 415-954-7294.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1670-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

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

Transmitter: Mt. Sutro.

Satellite Earth Station: Transmit/receive Andrew, 9.3-meter; AvanteK receivers.

AM Affiliate: KGO, 50-kw, 810 kHz (ABC).

News Services: AP, Bay City News, Nexus, UPI.

Ownership: Capital Cities/ABC Inc. See Group Ownership of Television Stations.

Began Operation: May 5, 1949.

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (engineering): Smith & Powstenko.

### Personnel:

JIM TOPPING, president & general manager.  
BOB YOUNG, general sales manager.  
DON CARUSO, national sales manager.  
ROBERT BUSHYHEAD, local sales manager.  
JOHN MOCZULSKI, director of program services.  
BOB MITCHELL, assistant program director.  
LYNNE MOK, film director.  
DAVE PHILLIPS, engineering director.  
MICHAEL CHING, promotion director.  
HARRY FULLER, news director.  
ANTHONY SAVICKE, controller.  
ROSEMARY ROACH, director of research.

Rates: On request.

City of License: San Francisco. ADI: San Francisco. Rank: 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>CALIFORNIA</b>				
	Alameda	486,000	471,100	97
	Contra Costa West	252,100	246,600	98
	Marin	94,500	91,600	97
	Napa	41,700	40,200	97
	San Francisco	336,700	316,200	94
	San Mateo	244,000	239,500	98
	Santa Clara East	23,200	22,600	97
	Santa Clara West	479,600	467,100	97
	Solano East	59,700	58,300	98
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
<b>BETWEEN 25-49%</b>				
	Contra Costa East	30,700	30,000	98



KGO-TV BPCT-2401 Granted 2/10/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>BETWEEN 25-49%</b>				
	El Dorado East	12,900	12,400	96
	Lake	22,600	21,000	93
	Mendocino	30,100	27,900	93
	Merced	57,500	55,300	96
	Monterey	114,300	110,000	96
	Placer East	4,300	4,100	95
	San Benito	11,100	10,600	95
	San Joaquin	159,300	152,700	96
	Santa Cruz	87,100	83,500	96
	Yuba	20,500	19,800	97
<b>BETWEEN 5-24%</b>				
<b>CALIFORNIA</b>				
	Amador	10,600	10,100	95
	Calaveras	12,000	11,400	95
	El Dorado West	31,300	30,200	97
	Humboldt	46,200	44,300	96
	Mariposa	5,600	5,200	93
	Nevada	29,400	27,700	94
	Placer West	53,200	51,300	96
	Shasta	52,000	50,400	97
	Sutter	22,400	21,800	97
	Tehama	18,300	17,800	97
	Tuolumne	16,800	15,900	95
<b>NEVADA</b>				
	Douglas	10,400	10,000	96
	Carson City	15,700	15,300	97
<b>Station Totals</b>		<b>3,078,000</b>	<b>2,971,100</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,954,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>999,500</b>	

# California—San Francisco

## KOFY-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Pacific FM Inc., 2500 Marin St., San Francisco, CA 94124.

**Studio:** 2500 Marin St., San Francisco, CA 94124.

**Telephone:** 415-821-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 3470-kw max. visual, 347-kw max. aural. Antenna: 1550-ft. above av. terrain, 820-ft. above ground, 1654-ft. above sea level.

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

**Transmitter:** Sutro Tower, Clarendon Heights, San Francisco.

**Multichannel TV Sound:** Stereo only.

**AM Affiliate:** KOFY, 1050 kHz.

**FM Affiliate:** KOFY-FM, 98.9 MHz.

**News Service:** AP.

**Ownership:** James J. Gabbert, pres., 85%; Michael P. Lincoln, secy.-treas., 15%. Gabbert also owns KOFY(AM), San Mateo, CA; KOFY-FM, San Francisco.

**Began Operation:** April 1, 1968. Left air March 30, 1971. Sale to Leon Crosby approved by FCC Jan. 19, 1972. Resumed operation Feb. 4, 1972 (Television Digest, Vol. 12:6). Sale to present owner approved Sept. 5, 1980 (Vol. 19:34; 20:10). Resumed operation Oct. 1, 1980.

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

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

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

### Personnel:

JAMES J. GABBERT, president.  
MICHAEL P. LINCOLN, general manager.  
HAL CAPRON, sales manager.  
LINDA NIX, promotion director.  
ROGER BLARMIRE, national sales manager.  
DOUG CRALL, chief engineer.  
CHUCK SNYDER, news director.  
MICHELE BALL, program director.

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

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KOFY-TV BPCT-850606KE Granted 10/16/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
<b>Between 25-49%</b>	Alameda	486,000	471,100	97
	Contra Costa West	252,100	246,600	98
	Marin	94,500	91,600	97
	Napa	41,700	40,200	97
	San Francisco	336,700	316,200	94
	San Mateo	244,000	239,500	98
	Santa Clara West	479,600	467,100	97
	Solano East	59,700	58,300	98
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
	<b>CALIFORNIA</b>			
<b>Between 5-24%</b>	Contra Costa East	30,700	30,000	98
	San Joaquin	159,300	152,700	96
	Santa Cruz	87,100	83,500	96
<b>Station Totals</b>		<b>2,457,600</b>	<b>2,376,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>757,200</b>
<b>Average Daily Circulation (1989)</b>				<b>264,500</b>

# California—San Francisco

**KPIX**

Ch. 5

Network Service: CBS.

Licensee: Group W Television Inc., 855 Battery St., San Francisco, CA 94111.

Studio: 855 Battery St., San Francisco, CA 94111.

Telephone: 415-362-5550. TWX: 415-393-7334.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1660-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

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

Transmitter: Mt. Sutro Television Center.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 11-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

News Services: AP, Bay City News, CBS, Group W Newsfeed, UPI.

Ownership: Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

Began Operation: December 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales): Group W Television Sales.

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

**Personnel:**

- CAROLYN WEAN, vice president & general manager.
- KENNEN WILLIAMS, general sales manager.
- CHRIS WESTERKAMP, local sales manager.
- FREDERICK EPPINGER, national sales manager.
- PETER MARONEY, news director.
- STEVE MOREEN, broadcast operations & engineering manager.
- JAMES LUTTON, program manager.
- DAVID LANDIS, promotion director.
- DENNIS FARRELL, controller.
- LARRY BAER, manager, market development & strategic planning.
- FLORENCE WEISS, sales operations manager.
- NANCY GRAHAM, public affairs director.
- ROBERT DICKS JR., operations manager.

Highest 30 Sec. Rate: \$12,000.

NETWORK BASE HOURLY RATE: \$2900.

City of License: San Francisco. ADI: San Francisco. Rank: 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Alameda	486,000	471,100	97
	Contra Costa East	30,700	30,000	98
	Contra Costa West	252,100	246,600	98
	Marin	94,500	91,600	97
	Mendocino	30,100	27,900	93
	Napa	41,700	40,200	97
	San Benito	11,100	10,600	95
	San Francisco	336,700	316,200	94
	San Mateo	244,000	239,500	98
	Santa Clara East	23,200	22,600	97
	Santa Clara West	479,600	467,100	97
	Solano East	59,700	58,300	98



KPIX BPCT-4230 Granted 6/24/69 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Del Norte	7,600	7,100	93
	El Dorado East	12,900	12,400	96
	Humboldt	46,200	44,300	96
	Lake	22,600	21,000	93
	Mariposa	5,600	5,200	93
	Merced	57,500	55,300	96
	Monterey	114,300	110,000	96
	Santa Cruz	87,100	83,500	96
	Tuolumne	16,800	15,900	95
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Amador	10,600	10,100	95
	Butte	71,300	68,100	95
	Calaveras	12,000	11,400	95
	El Dorado West	31,300	30,200	97
	Glenn	8,700	8,400	97
	Nevada	29,400	27,700	94
	Placer West	53,200	51,300	96
	San Joaquin	159,300	152,700	96
	Shasta	52,000	50,400	97
	Sierra	1,500	1,400	93
	Tehama	18,300	17,800	97
	Yolo	48,700	46,900	96
<b>NEVADA</b>				
	Douglas	10,400	10,000	96
<b>OREGON</b>				
	Douglas	35,500	33,800	95
	Jackson	54,500	52,700	97
<b>Station Totals</b>		<b>3,242,900</b>	<b>3,128,500</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,965,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>957,300</b>	



# California—San Francisco

## KRON-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, CA 94109.

**Studio:** 1001 Van Ness Ave., San Francisco, CA 94109.

**Telephone:** 415-441-4444. TWX: 910-372-6502.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1680-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

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

**Transmitter:** Clarendon Heights between Mt. Sutro & Twin Peaks.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 5-meter Ku-band; Satcom Technologies, 6-meter C-band; Superior, 6-meter C-band; Vertex, 4.3-meter Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, Bay City News, CNN, Environmental Satellite Services, National Weather Service, Nexus, UPI.

**Ownership:** Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 15, 1949.

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

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

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

**Personnel:**

- AMY McCOMBS, president & general manager.
- MARK MURRAY, vice president, finance & administration.
- E. RICHARD CERUSSI, vice president & general sales manager.
- JOHN McKAY, local sales manager.
- DAVID SALINGER, director of programming & audience development.
- WARREN L. ALLGYER, vice president, engineering.
- LINDA G. BRADLEY, director of public relations.
- GEORGE SHAVER, creative services director.
- KAREN MOORE, research director.
- STEPHEN HALL-KALLAS, operations manager.

**Highest 30 Sec. Rate:** \$20,000.

**NETWORK BASE HOURLY RATE:** \$3713.

**City of License:** San Francisco. ADI: San Francisco. Rank: 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	486,000	471,100	97
	Contra Costa East	30,700	30,000	98
	Contra Costa West	252,100	246,600	98
	Marin	94,500	91,600	97
	Mendocino	30,100	27,900	93
	Napa	41,700	40,200	97
	San Benito	11,100	10,600	95
San Francisco	336,700	316,200	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	San Mateo	244,000	239,500	98
	Santa Clara East	23,200	22,600	97
	Santa Clara West	479,600	467,100	97
	Solano East	59,700	58,300	98
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Amador	10,600	10,100	95
	Humboldt	46,200	44,300	96
	Monterey	114,300	110,000	96
	Santa Cruz	87,100	83,500	96
	Trinity	5,600	5,200	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Butte	71,300	68,100	95
	Colusa	5,600	5,300	95
	El Dorado West	31,300	30,200	97
	Lake	22,600	21,000	93
	Mariposa	5,600	5,200	93
	Nevada	29,400	27,700	94
	San Joaquin	159,300	152,700	96
	Shasta	52,000	50,400	97
	Sierra	1,500	1,400	93
Tehama	18,300	17,800	97	
Yolo	48,700	46,900	96	
<b>Station Totals</b>		<b>3,001,800</b>	<b>2,896,600</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,977,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,056,100</b>	

# California—San Francisco

**KTSF**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Lincoln Broadcasting Co., 100 Valley Drive, Brisbane, CA 94005.

**Studio:** 100 Valley Dr., Brisbane, CA 94005.

**Telephone:** 415-468-2626.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 500-kw max. aural. Antenna: 1378-ft. above av. terrain, 259-ft. above ground, 1539-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

**Transmitter:** Mt. San Bruno Antenna Farm.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Cablewave Systems, 2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Lincoln Broadcasting Co., gen. partner; Lillian Lincoln, Ltd. partner; Lincoln Howell, Ltd. partner.

**Began Operation:** September 4, 1976.

**Represented (sales):** Asian Television Sales.

**Represented (legal):** Miller, Young & Holbrooke.

**Personnel:**

- LILLIAN L. HOWELL, president.
- BRIAN HOLTON, general manager.
- MICHAEL J. SHERMAN, station manager.
- ROBERT G. SNOW, chief engineer.
- NANCY FULLER, business manager.
- MINOIA LOGAN, program director.
- ROSE SHIRINIAN, news & public affairs director.

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

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KTSF BMPCT-7538 Granted 9/8/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Marin	94,500	91,600	97
	San Francisco	336,700	316,200	94
	San Mateo	244,000	239,500	98
	Santa Clara West	479,600	467,100	97
<b>Station Totals</b>		<b>1,154,800</b>	<b>1,114,400</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>118,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>38,300</b>	

# California—Oakland-San Francisco

## KTVU

Ch. 2

**Network Service:** Fox.

**Licensee:** KTVU Inc., 2 Jack London Square, Oakland, CA 94607.

**Studio:** 2 Jack London Square, Oakland, CA 94607.

**Mailing Address:** Box 22222, Oakland, CA 94623.

**Telephone:** 415-834-1212. **TWX:** 910-366-7269. **Fax:** 415-272-9957.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20.9-kw aural. Antenna: 1571-ft. above av. terrain, 977-ft. above ground, 1808-ft. above sea level.

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

**Transmitter:** Mt. Sutro.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 5-meter Ku & C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 5-meter Ku-band; Scientific-Atlanta, Microdyne receivers.

**News Services:** AP, Bay City News.

**Ownership:** Cox Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

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

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

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

### Personnel:

KEVIN O'BRIEN, vice president & general manager.  
BROOKE SPECTORSKY, station manager.  
JEFF BLOCK, general sales manager.  
TOM JERMAIN, national sales manager.  
CHARLES STUART, local sales manager.  
CAROLINE CHANG, program manager.  
WILLIAM TEMPLETON, controller.  
RAY JACOBS, director of administration.  
STERLING DAVIS, director of operations and engineering.  
FRED ZEHNDER, news director.  
PHIL ARNONE, local program director.  
MIKI BYRNES, marketing director.

**Highest One Hour Rate:** \$25,000.

**Highest 30 Sec. Rate:** \$5,000.

**City of License:** Oakland. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>CALIFORNIA</b>				
	Alameda	486,000	471,100	97
	Butte	71,300	68,100	95
	Contra Costa East	30,700	30,000	98
	Contra Costa West	252,100	246,600	98
	Del Norte	7,600	7,100	93
	El Dorado East	12,900	12,400	96
	Humboldt	46,200	44,300	96
	Lake	22,600	21,000	93
	Marin	94,500	91,600	97
	Mariposa	5,600	5,200	93
	Mendocino	30,100	27,900	93
	Monterey	114,300	110,000	96
	Napa	41,700	40,200	97
	San Benito	11,100	10,600	95
	San Francisco	336,700	316,200	94
	San Mateo	244,000	239,500	98



KTVU BPCT-4257 Granted 8/8/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Santa Clara East	23,200	22,600	97
	Santa Clara West	479,600	467,100	97
	Santa Cruz	87,100	83,500	96
	Solano East	59,700	58,300	98
	Solano West	43,600	42,600	98
	Sonoma	142,600	136,600	96
<b>BETWEEN 25-49%</b>				
<b>CALIFORNIA</b>				
	Amador	10,600	10,100	95
	Calaveras	12,000	11,400	95
	Colusa	5,600	5,300	95
	Glenn	8,700	8,400	97
	Merced	57,500	55,300	96
	Nevada	29,400	27,700	94
	Placer East	4,300	4,100	95
	San Joaquin	159,300	152,700	96
	Shasta	52,000	50,400	97
	Sierra	1,500	1,400	93
	Stanislaus	115,700	110,300	95
	Sutter	22,400	21,800	97
	Tuolumne	16,800	15,900	95
	Yuba	20,500	19,800	97
<b>NEVADA</b>				
	Carson City	15,700	15,300	97
<b>OREGON</b>				
	Coos	23,300	21,600	93
	Jackson	54,500	52,700	97
	Josephine	28,700	27,000	94
	Klamath	22,100	21,300	96

(Continued on page A-177)

<b>Station Totals</b>	4,032,200	3,886,800	96
<b>Net Weekly Circulation (1989)</b>		2,095,700	
<b>Average Daily Circulation (1989)</b>		923,700	

# California—San Francisco

**KWBB**

**Ch. 38**

**Network Service:** None, independent.

**Licensee:** West Coast United Bcstg. Co., 45 Franklin St., No. 205, San Francisco, CA 94102.

**Studio:** 250 Radio Road, Brisbane, CA 94005.

**Telephone:** 415-558-8268.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. & 3819-kw horizontal visual, 500-kw max. & 382-kw horizontal aural. Antenna: 1291-ft. above av. terrain, 185-ft. above ground, 1500-ft. above sea level.

Latitude	37°	41'	15"
Longitude	122°	26'	04"

Holds CP for change to 5000-kw max. visual, 1444-ft. above av. terrain, 726-ft. above ground, 1560-ft. above sea level, lat. 37° 45' 20"; long. 122° 27' 05"; transmitter to Sutro Tower, No. 1 La Avanzada Rd., San Francisco. BMPCT-890712KI.

**Transmitter:** San Bruno Peak.

**Satellite Earth Station:** Harris, 3.8-meter C-band.

**Ownership:** Warren L. Chinn, chmn., 8%; Leo Chen, pres., 8%; Huntly Gordon, 15%; Ojen Partners L.P., 9%; Steven Yee Eng, 8%; Christopher Hirose, 8%; Molly Stabler, Elaine Coles & David A. Dall, 6% each; Lynnette Ellertson & Bart Skolow, 5% each; 5 others, none with more than 4%.

**Began Operation:** December 28, 1968 as KUDO, left air April 15, 1971. Sale to Dr. W. Eugene Scott, et al., approved by FCC May 29, 1973. Resumed operation Aug. 4, 1974 as KVOF-TV. License renewal denied. FCC ordered station to cease operation Oct. 18, 1985. Present owner awarded facilities Aug. 22, 1984, began operation Jan. 1986.

**Represented (sales):** Doty & Associates (Los Angeles).

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

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

**Personnel:**

HUNTLY GORDON, general manager.



KWBB BPCT-880825KJ Granted 11/7/88

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JOHN ANDERSON, assistant general manager.  
GEORGE MATTIMILLER, sales manager.

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

**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

# California—San Jose

## KICU-TV

Ch. 36

**Network Service:** None, independent.

**Licensee:** Ralph C. Wilson Industries Inc., Box 36, San Jose, CA 95109.

**Studio:** 1585 Schallenger Rd., San Jose, CA 95131.

**Telephones:** 408-298-3636. TWX: 910-338-2120. Fax: 408-993-0723; 408-286-1034.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 4098-kw max. & 1905 horizontal visual, 410-kw & 191-kw horizontal aural. Antenna: 2251-ft. above av. terrain, 570-ft. above ground, 3012-ft. above sea level.

Latitude 37° 29' 17"  
Longitude 121° 51' 59"

**Transmitter:** Monument Peak, Alameda County.

**Satellite Earth Stations:** Andrew, 5-meter Ku & C-band; Microwave General 5-meter Ku & C-band; Scientific Atlanta, 5-meter C-band; Vertex, 4.7-meter Ku-band; Andrew, Avantek, M/A-Corn, Scientific-Atlanta receivers.

**Multichannel TV Sound:** Stereo and separate audio program.

**News Service:** AP, Bay City News.

**Ownership:** Ralph C. Wilson Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1967. Sale to present owner by Vincent B. Welch, et al., approved by FCC Nov. 27, 1979 (*Television Digest*, Vol. 19:39).

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

**Represented (legal):** Leventhal, Senter & Lerman.

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

### Personnel:

WILLIAM R. HIRSHEY, president.  
JOHN H. DAVISON, exec. vice president & general manager.  
JIM EVERS, vice president & director of operations.  
W. S. BEEMAN, vice president, engineering.  
JOHN DuBOIS, general sales manager.  
STEVE SPENDLOVE, local sales manager.  
BOB COLETTI, local sales manager.  
MELISSA TENCH-STEVENS, program director.  
JIM KRAENZEL, chief engineer.  
DOUGLAS McKNIGHT, news director.  
MEL LIPSITZ, director of accounting.  
ROY AVILA, community affairs director.

**Rates:** On request.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Alameda	486,000	471,100	97
	Monterey	114,300	110,000	96
	San Benito	11,100	10,600	95
	San Mateo	244,000	239,500	98
	Santa Clara East	23,200	22,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Santa Clara West	479,600	467,100	97
	Santa Cruz	87,100	83,500	96
	Sonoma	142,600	136,600	96
	Sutter	22,400	21,800	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,600	10,100	95
	Calaveras	12,000	11,400	95
	Contra Costa East	30,700	30,000	98
	Contra Costa West	252,100	246,600	98
	El Dorado West	31,300	30,200	97
	Lake	22,600	21,000	93
	Marin	94,500	91,600	97
	Napa	41,700	40,200	97
	Placer West	53,200	51,300	96
	Plumas	8,300	7,800	94
	Sacramento	379,200	369,100	97
	San Francisco	336,700	316,200	94
San Joaquin	159,300	152,700	96	
Solano East	59,700	58,300	98	
Solano West	43,600	42,600	98	
Yuba	20,500	19,800	97	
<b>Station Totals</b>		<b>3,166,300</b>	<b>3,061,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>675,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>186,400</b>	

# California—San Jose

## KLXV-TV

Ch. 65

**Network Service:** None, independent.

**Licensee:** Cathedral of Faith, 2315 Canoas Garden Ave., San Jose, CA 95125.

**Studio:** 2315 Canoas Garden Ave., San Jose, CA 95125.

**Telephone:** 408-264-6565.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 3060-kw max. visual, 306-kw max. aural. Antenna: 2663-ft. above av. terrain, 196-ft. above ground, 3934-ft. above sea level.

Latitude	37°	06'	41"
Longitude	121°	50'	30"

**Transmitter:** Loma Prieta antenna farm, 15-mi. S of San Jose.

**Satellite Earth Stations:** KLM, 4.5-meter C-band; Scientific-Atlanta, 6.5-meter C-band; Microdyne, Scientific-Atlanta receivers.

**Ownership:** Cathedral of Faith, non-stock, non-profit corp. Roy Kenneth Foreman, pres.; Allen R. Randolph, 1st v.p.; Harold Woodson, 2nd v.p.; Kenneth Schmidt, 3rd v.p.; Shirley M. Foreman, secy.-treas. Foreman has interest in applicant for Ch. 30 San Bernardino, CA.

**Began Operation:** November 15, 1986. Sale to present owners by Donald B. Thompson approved by FCC March 31, 1987.

**Represented (legal):** May & Dunne, Chartered.

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

### Personnel:

ROY K. FOREMAN, general manager.  
 KURT FOREMAN, station manager.  
 SKIP MORETTI, chief engineer.  
 DAVID JAIME, program director.  
 SHERI WILSON, marketing director.  
 STEFAN BUCEK, production manager.



KLXV-TV BMPCT-851112KL Granted 4/28/86

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**Highest One Hour Rate:** \$300.00.

**Highest 30 Sec. Rate:** \$60.00.

**Arbitron Data:** Not available.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

# California—San Jose

**KNTV**

Ch. 11

Network Service: ABC.

Licensee: KNTV Inc., 645 Park Ave., San Jose, CA 95110.

Studio: 645 Park Ave., San Jose, CA 95110.

Telephone: 408-286-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 80.65-kw visual, 9.48-kw aural. Antenna: 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"  
Longitude 121° 50' 34"

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

Satellite Earth Stations: Andrew, 7.3-meter; Andrew, 4.5-meter; Avantek receivers.

News Services: AP, Bay City News.

Ownership: Landmark Communications Inc. See Group Ownership of Television Stations.

Began Operation: September 12, 1955. Sale to present owner by Gill Industries approved by FCC July 28, 1978 (Television Digest, Vol. 18:3).

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

Represented (legal): Hogan & Hartson.

**Personnel:**

- RICHARD FRAIM, vice president & general manager.
- STEWART PARK, program director & station manager.
- MARTY EDELMAN, general sales manager.
- MARK BENSCHIEDT, local sales manager.
- CHRIS JENKINS, national sales manager.
- TOM MOO, news director.
- BOB ANDERSON, promotion director.
- LOUIS R. BELL, director of engineering.
- BARBARA M. SMITH, controller.
- SHERRIL SLAWSON, marketing director.

Highest 30 Sec. Rate: \$3500.

City of License: San Jose. ADI: San Francisco. Rank: 5.



KNTV BPCT-4265 Granted 8/13/69 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	114,300	110,000	96
	San Benito	11,100	10,600	95
	Santa Clara East	23,200	22,600	97
	Santa Cruz	87,100	83,500	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Santa Clara West	479,600	467,100	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	486,000	471,100	97
	Marin	94,500	91,600	97
	Mariposa	5,600	5,200	93
	Napa	41,700	40,200	97
	San Mateo	244,000	239,500	98
	Solano West	43,600	42,600	98
<b>Station Totals</b>		<b>1,630,700</b>	<b>1,584,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>489,400</b>
<b>Average Daily Circulation (1989)</b>				<b>201,900</b>

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

# California—San Jose

**KSTS**

Ch. 48

**Network Service:** Telemundo.

**Licensee:** Telemundo of Northern California Inc., 2349 Bering Dr., San Jose, CA 95131.

**Studio:** 2349 Bering Dr., San Jose, CA 95131.

**Telephone:** 408-435-8848. **Fax:** 408-433-5921.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 4570-kw max. visual, 457-kw max. aural. Antenna: Circularly-polarized, 2070-ft. above av. terrain, 322-ft. above ground, 2872-ft. above sea level.

Latitude 37° 29' 05"  
Longitude 121° 51' 51"

**Transmitter:** Monument Peak, approx. 10-mi. NNE of San Jose.

**Satellite Earth Stations:** Microwave General, 3-meter; Microwave General, 5-meter; Harris, M/A-Com, RCA receivers.

**News Services:** Bay City News, UPI.

**Ownership:** Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 31, 1981. Sale to present owner by National Group TV Inc. (N. John Douglas, et al.) approved by FCC July 31, 1987 (*Television Digest*, Vol. 27:26, 34).

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

**Personnel:**

PAUL NIEDERMEYER, vice president & general manager.  
JOE CRUZ, general sales manager.  
CARLOS RAMOS, local sales manager.  
FRANK OGDEN, chief engineer.  
DANTE BETTEO, news director.  
LOURDES ORTIZ, program coordinator.  
MARIBEL MADRIGAL, on-air promotion coordinator.  
KEN ELKIN, business manager.

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

**Highest 30 Sec. Rate:** \$750.



KSTS BMPCT-790917KN Granted 11/15/79

© American Map Corp., 14244

**Arbitron Data:** Not available.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

**KSTS-TV is a market leader with**

6939 Power Inn Road  
Sacramento, CA 95828  
916-383-1177  
See our ad on Page C-115



# California—San Luis Obispo

## KSBY-TV

Ch. 6

Network Service: NBC.

Licensee: KSBY Inc., 467 Hill St., San Luis Obispo, CA 93401.

Studio: 467 Hill St., San Luis Obispo, CA 93401.

Branch Office: 420 2nd St., Manhattan Beach, CA 90266.

Telephones: 805-541-6666; 213-318-5630. TWX: 910-351-6701.

Fax: 805-541-5142.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1781-ft. above av. terrain, 459-ft. above ground, 2904-ft. above sea level.

Latitude 35° 21' 37.00"  
Longitude 120° 39' 17.50"

Transmitter: Los Padres Forest, 5.5-mi. N of town.

Multichannel TV Sound: Stereo only.

News Services: AP, CNN.

Ownership: Gillett Holdings Inc. See Group Ownership of Television Stations.

Began Operation: May 25, 1953. John C. Cohan and Jerome Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (Television Digest, Vol. 12:24; 13:22, 29). Subsequent sale to Central California Communications Corp. (formerly Salinas Valley Bcstg. Corp.) by Cohan and Kantro approved July 18, 1957 by FCC. Sale to John Blair & Co. approved by FCC Feb. 14, 1979 (Vol. 18:3). FCC approved sale to present owner Dec. 30, 1986.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Smith & Powstenko.

### Personnel:

D. R. OSWALD, president, general manager & general sales manager.  
VIVI ZIGLER, station manager & local sales manager.  
NANCY DODSON, national sales manager.  
JAMES BRODSKY, operations manager & chief engineer.  
JIM PRATHER, news director.  
MADELINE PALASZEWSKI, promotion director.  
DANIEL A. FAIR, business manager & personnel director.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1500.

City of License: San Luis Obispo. ADI: Santa Barbara-Santa Maria-San Luis Obispo.  
Rank: 112.



KSBY-TV BMAPCT-1066 Granted 4/29/53

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> San Luis Obispo	76,100	72,800	96
	Santa Barbara North	58,500	56,200	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Santa Barbara South	73,100	70,400	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Inyo	7,800	7,000	90
	Mono	4,000	3,500	88
<b>Station Totals</b>		<b>219,500</b>	<b>209,900</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>			<b>149,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>82,700</b>	

# California—Santa Barbara

## KEYT-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Smith Bcstg. of California Inc., Drawer X, Santa Barbara, CA 93102.

**Studio:** 730 Miramonte Dr., Santa Barbara, CA 93109.

**Telephone:** 805-965-8533. **TWX:** 910-321-0268. **Fax:** 805-962-2342.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude	34°	31'	32"
Longitude	119°	57'	08"

**Transmitter:** TV Peak, Santa Ynez Mountains.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific Atlanta, 5-meter C-band; Scientific-Atlanta, Standard Communications receivers.

**News Service:** UPI.

**Ownership:** Sandra Benton, 20%; Smith Broadcasting Group Inc., 72%; William S. Reyner Jr., gen. partner, 8%. See Smith Bcstg. Group in Group Ownership of Television Stations.

**Began Operation:** July 24, 1953. Sale by Harry C. Butcher-Collin M. Selph group to William F. Luton & family approved March 27, 1957 by FCC (*Television Digest*, Vol. 12:52, 13:9, 13). Luton sale to Shamrock Bcstg. approved by FCC Oct. 16, 1984. Sale to present owners approved by FCC April 21, 1987 (Vol. 27:8).

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

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

### Personnel:

SANDRA BENTON, vice president & general manager.  
 ARNIE WITCHELL, general sales manager.  
 JOHN SCOTT, local sales manager.  
 MIKE WARNER, community relations director.  
 DON KATICH, production manager.  
 KING HARRIS, director of news.  
 CHARLIE GOODE, chief engineer.  
 RENEE FOLEY, program director.  
 JEFF MARTIN, promotion director.  
 BETTE BIALIS, business manager.

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

**NETWORK BASE HOURLY RATE:** \$444.



**City of License:** Santa Barbara. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 112.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	76,100	72,800	96
	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Ventura	210,700	205,600	98
<b>Station Totals</b>		<b>418,400</b>	<b>405,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>274,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>114,700</b>	

# California—Santa Maria

**KCOY-TV**

Ch. 12

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc.

**Studios:** 1503 N. McClelland, Santa Maria, CA 93454; 209 W. Alamar, Santa Barbara, CA 93111.

**Telephone:** 805-922-0505. **TWX:** 910-351-5875.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 22.9-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"  
Longitude 120° 11' 08"

**Transmitter:** Tepusquet Peak.

**Satellite Earth Stations:** 2 in operation.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** March 16, 1964. Transfer of negative control from Dale G. Moore approved by FCC June 30, 1971. Sale to present owner by Helen Pedotti, et al. approved by FCC June 17, 1980 (*Television Digest*, Vol. 20:5).

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

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

**Personnel:**

CHARLES S. STAUFFER, general manager.  
CLIFF WILLIAMS, general sales manager.  
DAVE FETE, operations manager.  
DENNIS BORNHOFT, chief engineer.  
ED WILSON, news director.  
WENDY EISELE, promotion director.  
DEBBI JOHNSON, business manager.

**Rates:** On request.

**City of License:** Santa Maria. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 112.



KCOY-TV BPCT-4701 Granted 3/14/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Luis Obispo	76,100	72,800	96
	Santa Barbara North	58,500	56,200	96
	Santa Barbara South	73,100	70,400	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Ventura	210,700	205,600	98
<b>Station Totals</b>		<b>418,400</b>	<b>405,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>170,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>78,200</b>	

# California—Santa Rosa

**KFTY**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Sonoma Broadcasting Inc., 533 Mendocino Ave., Santa Rosa, CA 95401.

**Studio:** 533 Mendocino Ave., Santa Rosa, CA 95401.

**Mailing Address:** Box 1150, Santa Rosa, CA 95402.

**Telephone:** 707-526-5050. **TWX:** 62677580. **Fax:** 707-526-7429.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 302-kw max. & 209-kw horizontal visual, 12.6-kw aural. Antenna: 3084-ft. above av. terrain, 144-ft. above ground, 4454-ft. above sea level.

Latitude 38° 40' 09.60"  
Longitude 122° 37' 51.70"

**Transmitter:** 16-mi. NE of Santa Rosa on Mt. St. Helena.

**Satellite Earth Stations:** Simulsat, 5-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** W. A. Brown, 100%.

**Began Operation:** May 1, 1981.

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

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

**Personnel:**

JAMES D. JOHNSON, exec. vice president & general manager.  
JOSEPH M. PEREZ, vice president & director of engineering.  
PAUL SACKS, general sales manager.  
RANDY ROGERS, national sales manager.  
AFTON AULD, program director.  
CATHY GAZZANO, promotion director.  
AL HUBER JR., controller.

**Highest One Hour Rate:** \$1600.

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

**City of License:** Santa Rosa. **AOI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KFTY BMPCT—831215AA Granted 1/24/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	<b>CALIFORNIA</b>			
	Lake	22,600	21,000	93
	Napa	41,700	40,200	97
	Sonoma	142,600	136,600	96
Between 5-24%	<b>CALIFORNIA</b>			
	Marin	94,500	91,600	97
	Mendocino	30,100	27,900	93
	Solano West	43,600	42,600	98
<b>Station Totals</b>		<b>375,100</b>	<b>359,900</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>125,700</b>
<b>Average Daily Circulation (1989)</b>				<b>38,300</b>

# California—Vallejo

## KPST-TV

Ch. 66

**Network Service:** None, independent.

**Grantee:** Pan Pacific Television Inc., 475 El Camino Real, Suite 308, Millbrae, CA 94030.

**Studio:** Suite 308, 475 El Camino Real, Millbrae, CA 94030.

**Telephones:** 415-697-6682; 707-644-8866. **Fax:** 415-697-1268.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 3459-kw max. & 912-kw horizontal visual, 346.6-kw max. & 91.2-kw horizontal aural. Antenna: 1529-ft. above av. terrain, 797-ft. above ground, 1631-ft. above sea level.

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

**Transmitter:** Mt. Sutro Tower, San Francisco.

**Satellite Earth Stations:** 5-meter C-band; 5-meter C-band; Scientific-Atlanta receivers.

**News Service:** WTN.

**Ownership:** Victor H. Sun, chmn., 25%; David Li, pres. & gen. mgr., 20%; Wallace Lee, treas., 30%; Shirley Lau, secy., 25%.

**Began Operation:** November 25, 1986.

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

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

**Personnel:**

DAVID LI, president & general manager.  
 C. T. TUAN, general sales manager.  
 HONNA LI, traffic manager.  
 HENRY WONG, local sales manager.  
 SAMMY YANG, program director & news director.

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



**Arbitron Data:** Not available.

**City of License:** Vallejo. **ADI:** San Francisco. **Rank:** 5.

# California

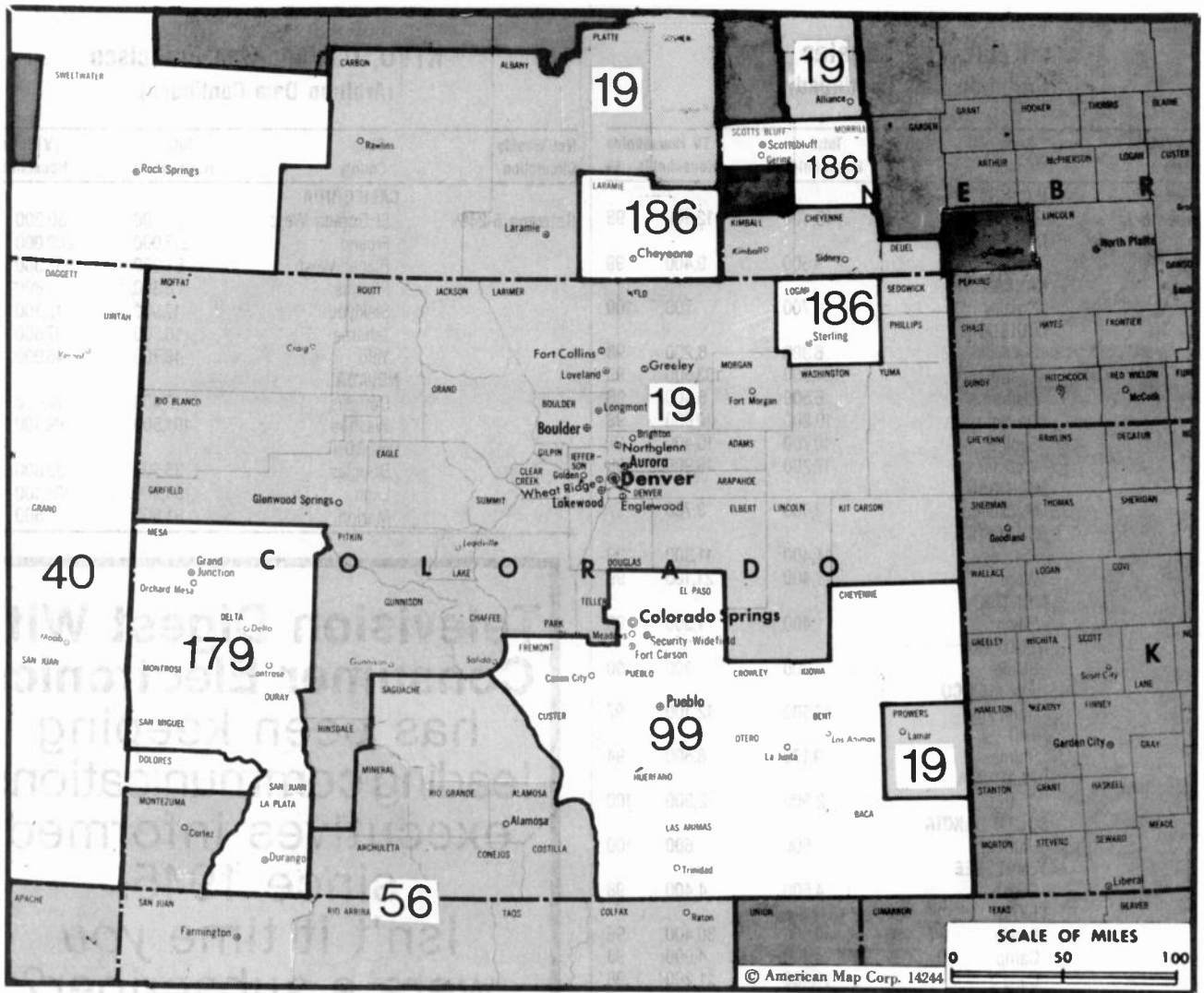
## KTLA, Los Angeles (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Iroquois	12,400	12,100	98
	<b>INDIANA</b>			
	Clay	9,500	9,400	99
	<b>KANSAS</b>			
	Greeley	700	700	100
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Caddo	104,500	103,500	99
	Claiborne	6,500	6,400	98
	De Soto	10,200	10,000	98
	Sabine	10,700	10,400	97
	Webster	17,200	16,900	98
	<b>MICHIGAN</b>			
	Mackinac	3,800	3,700	97
	<b>MINNESOTA</b>			
	Mc Leod	11,400	11,300	99
	Wright	21,400	21,100	99
	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	<b>NEBRASKA</b>			
	Blaine	300	300	100
	<b>NEW MEXICO</b>			
	Dona Ana	43,500	42,100	97
	<b>OHIO</b>			
	Holmes	9,100	8,600	94
	<b>OKLAHOMA</b>			
	Cotton	2,900	2,900	100
	<b>SOUTH DAKOTA</b>			
	Harding	600	600	100
	<b>TENNESSEE</b>			
	Decatur	4,500	4,400	98
	<b>TEXAS</b>			
	Bowie	30,800	30,400	99
	Camp	4,100	4,000	98
	Cass	11,400	11,200	98
	El Paso	170,800	169,400	99
	Gregg	42,400	41,900	99
	Harrison	20,300	20,000	99
	Marion	4,200	4,100	98
	Morris	5,400	5,300	98
	Panola	8,500	8,400	99
	Shelby	9,400	9,200	98
	Titus	8,900	8,800	98
Upshur	12,200	12,000	98	
<b>VIRGINIA</b>				
New Kent	4,000	3,900	98	
<b>WISCONSIN</b>				
Rusk	5,800	5,600	97	

## KTVU, Oakland-San Francisco (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	El Dorado West	31,300	30,200	97
	Fresno	217,000	209,000	96
	Placer West	53,200	51,300	96
	Plumas	8,300	7,800	94
	Siskiyou	17,500	16,300	93
	Tehama	18,300	17,800	97
	Yolo	48,700	46,900	96
	<b>NEVADA</b>			
	Douglas	10,400	10,000	96
	Washoe	101,500	99,100	98
	<b>OREGON</b>			
	Douglas	35,500	33,800	95
Lane	104,900	101,100	96	
Marion	81,800	78,500	96	

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Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	1,032,200	19	KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVD (20), KUBD (59), KUSA-TV (9), KWGN-TV (2)
Salt Lake City, UT.....	590,400	40	KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
Albuquerque, NM.....	451,500	56	KCHF (11), KGGM-TV (13), KGSW-TV (14), KLUZ-TV (41), KNAT (23), KKTO (2), KOAT-TV (7), KOB-TV (4), KOBF (12), KWNM-TV (10)
Colorado Springs-Pueblo, CO.....	229,200	99	KKTV (11), KOAA-TV (5), KRDO-TV (13), KXRM-TV (21)
Grand Junction-Durango, CO.....	64,600	179	KJCTV (8), KREX-TV (5), KREY-TV (10), KREZ-TV (6)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	52,400	186	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

<b>KKTV, Pueblo</b> .....	See Colorado Springs, CO
<b>KOAA-TV, Pueblo</b> .....	See Colorado Springs, CO
<b>KRDO-TV, Pueblo</b> .....	See Colorado Springs, CO
<b>KXRM-TV, Pueblo</b> .....	See Colorado Springs, CO

**Colorado Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	13	5	18
<b>Educational Television Stations</b>	3	1	4
	16	6	22

# Colorado—Colorado Springs-Pueblo

**KKTV**

Ch. 11

Network Service: CBS.

Licensee: KKTV Inc., Box 2110, Colorado Springs, CO 80901.

Studio: 3100 N. Nevada Ave., Colorado Springs, CO 80907.

Telephone: 719-634-2844. TWX: 910-920-3905. Fax: 719-634-3741.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"  
Longitude 104° 51' 41"

Transmitter: Cheyenne Mountain.

Satellite Earth Stations: ADM, 6.1-meter C-band; Harris, 3.6-meter C-band; RCA, 4.6-meter Ku-band.

News Services: AP, CBS, CNN.

Ownership: Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 7, 1952. Sale to present owner by Capitol Bcstg. Co. approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:44). Sale to Capitol by Willard W. Garvey approved June 4, 1969 (Vol. 9:23). Previous sale by James D. & Betty Z. Russell and Gifford Philips approved July 31, 1963 (Vol. 3:31).

Represented (sales): Katz Television.

Represented (legal): Rubin, Winston & Diercks.

**Personnel:**

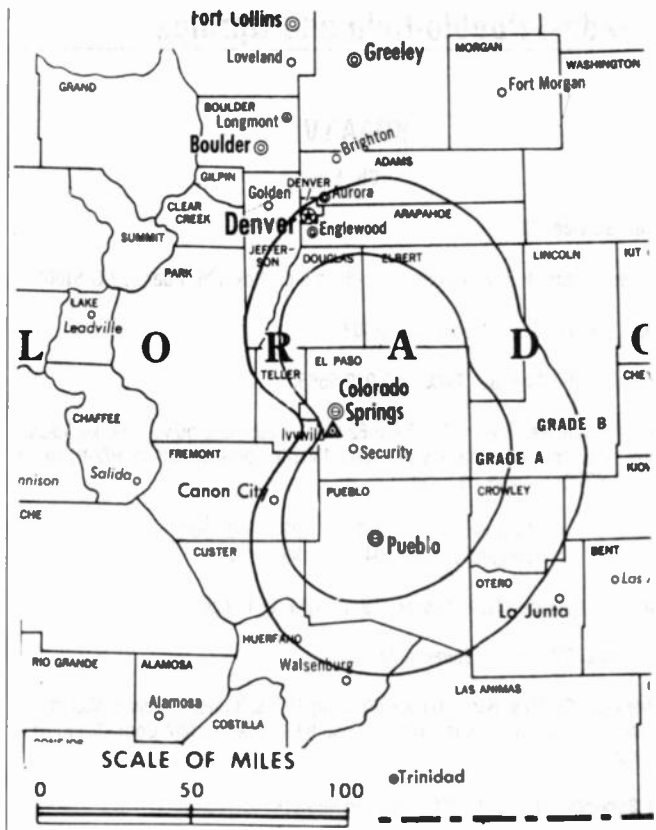
- JAMES D. LUCAS, vice president & general manager.
- HAL KENNEDY, assistant general manager.
- DAN SMITH, general sales manager.
- LORNA DUNCAN, program director.
- RICK CRADDOCK, chief engineer & operations manager.
- PIE MALSOM, national sales manager.
- GEORGE SANCHEZ, promotion director.
- JAJEAN LENZ, business manager.

Rates: On request.

City of License: Colorado Springs. ADI: Colorado Springs-Pueblo. Rank: 99.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,100	2,000	95
	Cheyenne	1,000	900	90
	Costilla	1,300	1,200	92
	Crowley	1,200	1,200	100
	Custer	600	600	100
	El Paso	145,200	143,200	99



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fremont	12,400	12,000	97
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Otero	8,200	8,000	98
	Prowers	5,500	5,200	94
	Pueblo	48,800	48,100	99
	Saguache	1,400	1,300	93
	Teller	4,600	4,500	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Conejos	2,700	2,600	96
<b>NEW MEXICO</b>	Colfax	5,300	5,000	94
	<b>Between 5-24%</b>	<b>COLORADO</b>		
Elbert		3,100	3,000	97
Rio Grande		3,800	3,600	95
Washington		2,000	1,900	95
<b>Station Totals</b>		<b>266,500</b>	<b>260,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>213,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>129,300</b>	



# Colorado—Pueblo-Colorado Springs

## KOAA-TV

Ch. 5

Network Service: NBC.

Licensee: Sangre de Cristo Communications Inc., Box 195, Pueblo, CO 81002.

Studio: 2200 7th Ave., Pueblo, CO 81003.

Telephone: 719-544-5782. TWX: 910-939-9565.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.50"  
Longitude 104° 33' 27.20"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Microdyne, 3.6-meter Ku-band; Harris, M/A-Com, Microdyne receivers.

News Services: AP, ESDI, NBC, Weather Network.

Ownership: Cordillera Communications, wholly owned subsidiary of Evening Post Publishing Co. See Group Ownership of Television Stations.

Began Operation: June 29, 1953. Sale to present owner by Mahlon T. White, William Grant, et al., approved by FCC Aug. 6, 1976. Previous sale by Metropolitan TV Co. approved June 6, 1968 (Television Digest, Vol. 8:24). Sale by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 (Vol. 17:35; 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr. to Star Bcstg. Co., approved Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

### Personnel:

JOHN O. GILBERT, president & general manager.  
JACK SINCLAIR, program director.  
FLO ISRINGHAUSEN, national sales manager.  
DORI WALLS, sales manager, Pueblo.  
ELAINE RIFE, sales manager, Colorado Springs.  
ANDY LYON, news director.  
VICKIE HESHION, promotion director.  
JOE DIAZ, production manager.  
KEN RENFROW, chief engineer.  
PATRICIA RODGERS, operations manager.  
EVIE HUDSON, business manager.  
NINA CARROLL, marketing director.

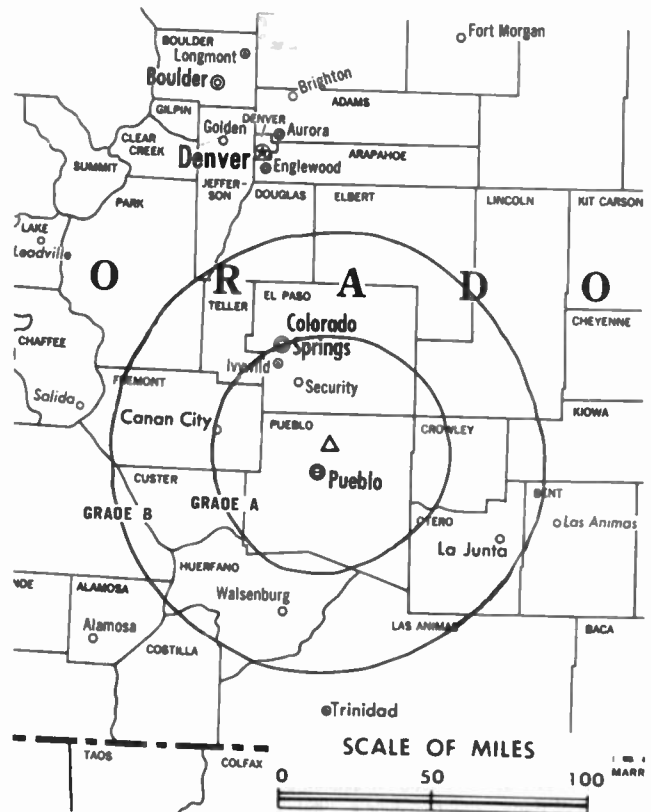
Highest One Hour Rate: \$4800.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$325.

City of License: Pueblo. ADI: Colorado Springs-Pueblo. Rank: 99.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KOAA-TV BIMPCT-5334 Granted 7/8/59

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,100	2,000	95
	Crowley	1,200	1,200	100
	Custer	600	600	100
	El Paso	145,200	143,200	99
	Fremont	12,400	12,000	97
	Hinsdale	200	200	100
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Otero	8,200	8,000	98
	Prowers	5,500	5,200	94
Pueblo	48,800	48,100	99	
<b>KANSAS</b>	Hamilton	1,100	1,100	100
	<b>COLORADO</b>			
		<b>Between 25-49%</b>		
Cheyenne		1,000	900	90
Mineral	300	300	100	
Teller	4,600	4,500	98	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Costilla	1,300	1,200	92
	Delta	9,400	9,000	96
	Gunnison	4,100	3,900	95
	Lincoln	1,800	1,700	94
	Rio Grande	3,800	3,600	95
<b>OKLAHOMA</b>				
Cimarron	1,600	1,600	100	
<b>Station Totals</b>		<b>268,700</b>	<b>263,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>206,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>124,600</b>	

# Colorado—Colorado Springs-Pueblo

## KRDO-TV

Ch. 13

Network Service: ABC.

Licensee: Pikes Peak Broadcasting Co., Box 1457, Colorado Springs, CO 80901-1457.

Studio: 399 S. 8th St., Colorado Springs, CO 80905.

Telephone: 719-632-1515. TWX: 910-920-4971.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 282-kw visual, 56.4-kw aural. Antenna: 2140-ft. above av. terrain, 153-ft. above ground, 9563-ft. above sea level.

Latitude 38° 44' 47"  
Longitude 104° 51' 37"

Transmitter: Cheyenne Mtn.

Satellite Earth Stations: Andrew, 7.3-meter Ku-band; Andrew, 4.3-meter Ku-band; Avantek, M/A-Com receivers.

AM Affiliate: KRDO, 1-kw, 1240 kHz.

FM Affiliate: KRDO-FM, 96-kw, 95.1 MHz (No. 236), 2010-ft.

News Service: AP.

Ownership: Pikes Peak Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: September 21, 1953. Sale to present owner by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Raymond E. Rohrer.

### Personnel:

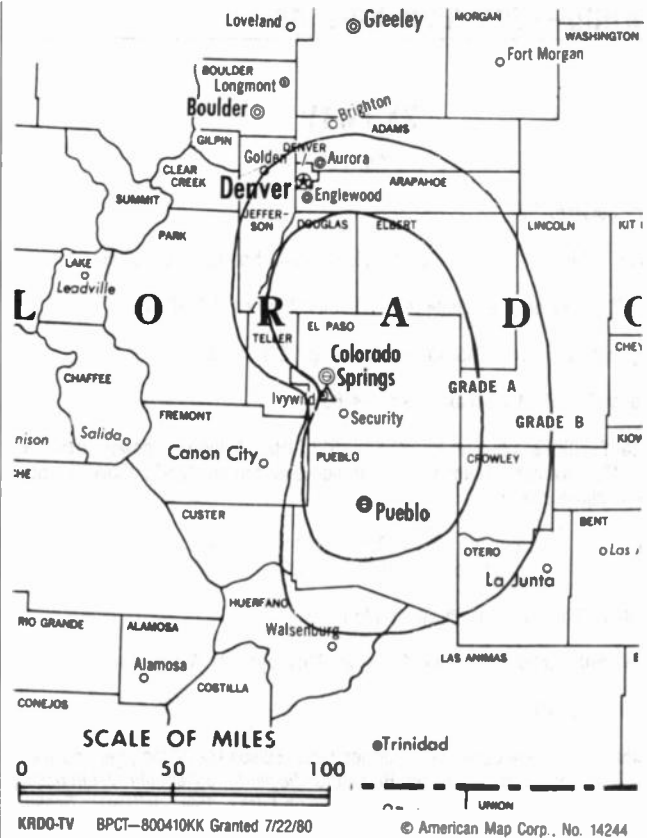
HARRY W. HOTH JR., president.  
NEIL O. KLOCKSIEM, general manager.  
PATTI HOTH CROUSE, assistant general manager.  
HANK COLVERT, general sales manager.  
BOB PIPER, local sales manager.  
CHARLES UPTON, chief engineer.

Rates: On request.

City of License: Colorado Springs. ADI: Colorado Springs-Pueblo. Rank: 99.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,100	2,000	95
	Cheyenne	1,000	900	90
	Crowley	1,200	1,200	100
	El Paso	145,200	143,200	99
	Fremont	12,400	12,000	97
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Otero	8,200	8,000	98
	Prowers	5,500	5,200	94
	Pueblo	48,800	48,100	99
	Teller	4,600	4,500	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Custer	600	600	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Chaffee	5,100	4,900	96
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	Douglas	13,400	13,300	99
	Elbert	3,100	3,000	97
	Kit Carson	2,900	2,700	93
	Park	2,900	2,800	96
	Saguache	1,400	1,300	93
	Washington	2,000	1,900	95
	<b>KANSAS</b>			
	Greeley	700	700	100
Hamilton	1,100	1,100	100	
Wallace	700	700	100	
<b>Station Totals</b>		<b>286,800</b>	<b>280,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>208,700</b>
<b>Average Daily Circulation (1989)</b>				<b>122,700</b>

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# Colorado—Colorado Springs

## KXRM-TV

Ch. 21

**Network Service:** Fox.

**Licensee:** KXRM Partnership, Box 15815, Colorado Springs, CO 80935.

**Studio:** 5050 Edison Ave., Suite 221, Colorado Springs, CO 80935.

**Mailing Address:** Box 15815, Colorado Springs, CO 80935.

**Telephone:** 719-591-1121. **Fax:** 719-591-4180.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1054-kw visual, 105.4-kw aural. Antenna: 2085-ft. above av. terrain, 125-ft. above ground, 9485-ft. above sea level.

Latitude 38° 44' 40"  
Longitude 104° 51' 37"

**Transmitter:** Bldg. No. 29, Cheyenne Mountain.

**Satellite Earth Station:** Prodelin, 12-meter; Microdyne, RCA receivers.

**News Service:** INN.

**Ownership:** Z/L Media Corp., gen. partner, 50%; Edison Media Inc., gen. partner, 50%. Z/L Media Corp. ownership: Bernard C. Ziegler III, 35%; John V. Limbach, v.p., 10%; Bernard A. Ziegler, 20%; R. Joseph Fuchs, 15%; Jeffrey J. Ziegler, 10%; Richard J. Glaisner, 10%. Edison Media Inc. ownership: Larry Douglas, pres., 50%; Kim Carlson, v.p.-secy.-treas., 50%.

**Began Operation:** January 22, 1985.

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

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

**Personnel:**

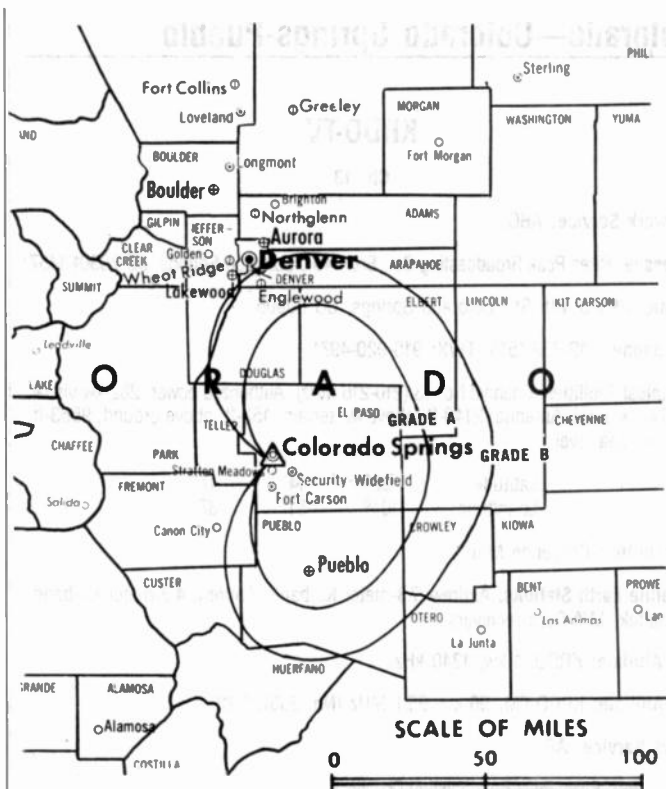
LARRY DOUGLAS, president & general manager.  
KIM CARLSON, general sales manager.  
LARRY FROST, local sales manager.  
JOE DUCKETT, chief engineer.  
DONNA TYREE, promotion director.

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

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

**City of License:** Colorado Springs. **AOI:** Colorado Springs-Pueblo. **Rank:** 99.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KXRM-TV BMPCT—831020KH Granted 12/12/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	El Paso	145,200	143,200	99
	<b>COLORADO</b>			
<b>Between 25-49%</b>	Huerfano	2,800	2,700	96
	Otero	8,200	8,000	98
	Pueblo	48,800	48,100	99
	Teller	4,600	4,500	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Fremont	12,400	12,000	97
	Kiowa	700	700	100
	Lincoln	1,800	1,700	94
<b>Station Totals</b>		<b>224,500</b>	<b>220,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>105,900</b>
<b>Average Daily Circulation (1989)</b>				<b>40,200</b>

# Colorado—Denver

## KCNC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc., Box 5012, Terminal Annex, Denver, CO 80217.

**Studio:** 1044 Lincoln St., Denver, CO 80203.

**Telephone:** 303-861-4444. TWX: 910-931-0439.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"  
Longitude 105° 14' 07"

**Transmitter:** Lookout Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; RCA, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, RCA, Scientific-Atlanta receivers.

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

**Ownership:** National Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1953. Sale to General Electric Bcstg. by Metropolitan Television Co. approved by FCC June 5, 1968 (*Television Digest*, Vol. 8:24). Previous ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

**Represented (sales):** NBC TV Spot Sales.

### Personnel:

ROGER L. OGDEN, president & general manager.  
JAMES H. MacDERMOTT, vice president & station manager.  
LON LEE, vice president & program manager.  
MARV ROCKFORD, vice president & news director.  
RICHARD WARDELL, general sales manager.  
DAVID HAUPTMAN, national sales manager.  
SUSAN McELDOON, local sales manager.  
TOM EDWARDS, production manager.  
DAVID LAYNE, operations manager.  
RENEE ROCKFORD, director of public affairs.  
TOM PIPER, chief engineer.  
MIKE JACKSON, promotion director.  
BRIAN SULLIVAN, marketing director.

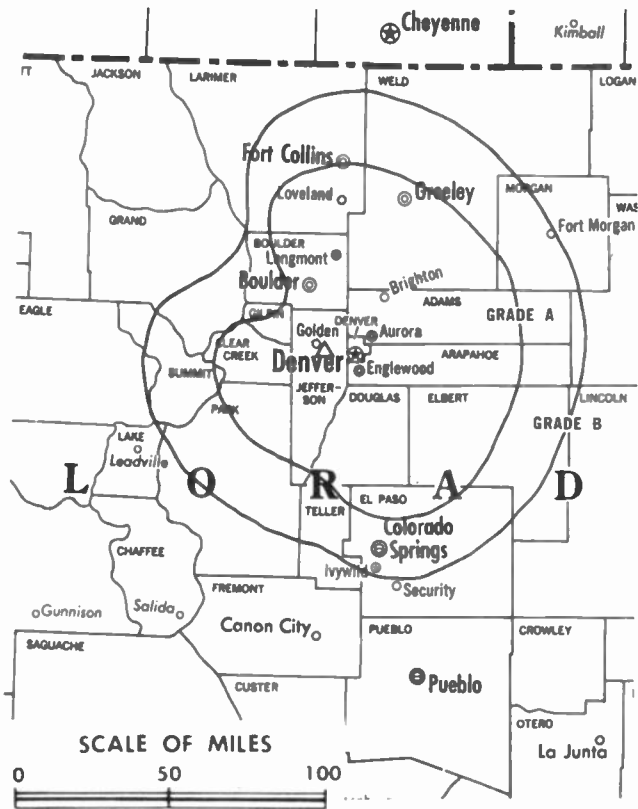
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1500.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
<b>COLORADO</b>				
	Adams	106,200	105,500	99
	Arapahoe	158,800	157,200	99
	Boulder	87,200	85,100	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Delta	9,400	9,000	96
	Denver	234,500	230,000	98
	Douglas	13,400	13,300	99
	Eagle	7,500	7,100	95
	Elbert	3,100	3,000	97
	Garfield	10,500	10,100	96
	Gilpin	1,300	1,300	100
	Grand	3,800	3,600	95
	Gunnison	4,100	3,900	95
	Jackson	700	700	100
	Jefferson	167,700	166,300	99
	Kit Carson	2,900	2,700	93



KCNC-TV BMPCT-3330 Granted 9/1/55

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Lake	2,600	2,500	96
	Larimer	71,800	70,300	98
	Lincoln	1,800	1,700	94
	Logan	7,600	7,400	97
	Mesa	34,100	33,300	98
	Mineral	300	300	100
	Moffat	5,400	5,100	94
	Morgan	8,500	8,400	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,100	4,700	92
	Prowers	5,500	5,200	94
	Rio Blanco	2,300	2,200	96
	Routt	5,800	5,400	93
	San Juan	400	400	100
	Sedgwick	1,400	1,400	100
	Summit	5,100	4,900	96
	Teller	4,600	4,500	98
	Washington	2,000	1,900	95
	Weld	51,600	50,700	98
	Yuma	3,900	3,700	96
<b>NEBRASKA</b>				
	Box Butte	5,600	5,500	98
	Cheyenne	4,200	4,100	98
	Dawes	3,500	3,400	97
	Kimball	1,900	1,900	100
	Scotts Bluff	14,300	14,100	99
<b>WYOMING</b>				
	Albany	12,000	11,500	96
	Laramie	29,000	28,500	98

(Continued on page A-197)

<b>Station Totals</b>	<b>1,576,000</b>	<b>1,545,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,082,200</b>
<b>Average Daily Circulation (1989)</b>			<b>651,800</b>

# Colorado—Denver

**KDVR**

**Ch. 31**

**Network Service:** Fox.

**Licensee:** Centennial Bcstg. Corp., Box 3100, Denver, CO 80201.

**Studio:** 501 Wazee St., Denver, CO 80204.

**Telephone:** 303-595-3131. **Telex:** 910-931-2220. **Fax:** 303-595-8312.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1038-ft. above av. terrain, 375-ft. above ground, 7730-ft. above sea level.

Latitude 39° 43' 45"  
Longitude 105° 14' 12"

**Transmitter:** Lookout Mountain, near Golden.

**Satellite Earth Stations:** M/A-Com, 3.2-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**Ownership:** BMA Corp., 100%. **Note:** Sale to Chase Communications pends (*Television Digest*, Vol. 29:13.)

**Began Operation:** August 10, 1983.

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

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

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

**Personnel:**

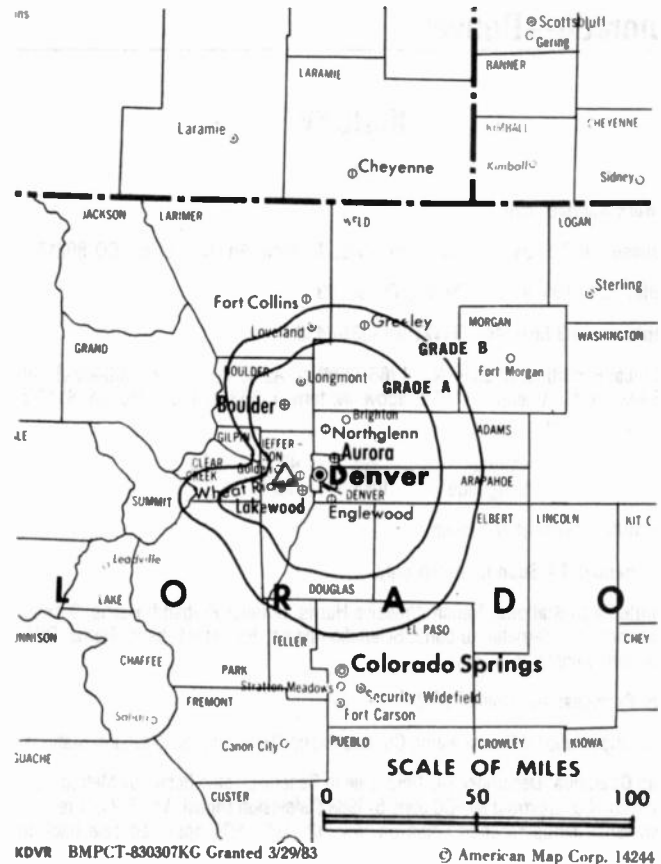
- TERENCE J. BROWN, vice president & general manager.
- PETER C. McCAMPBELL, general sales manager.
- JOHN ROBERT POINDEXTER, local sales manager.
- SAM FULLER, national sales manager.
- PHIL KANE, promotion manager.
- STEPHANIE A. CAMPBELL, program director/operations.
- STEVE COULAM, engineering & technical operations director.
- P. BRADLEY SHORT, controller.

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

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>COLORADO</b>				
	Adams	106,200	105,500	99	
	Arapahoe	158,800	157,200	99	
	Boulder	87,200	85,100	98	
	Denver	234,500	230,000	98	
	Douglas	13,400	13,300	99	
	Jefferson	167,700	166,300	99	
	Weld	51,600	50,700	98	
	<b>NEBRASKA</b>				
	Hooker	400	400	100	
	<b>Between 25-49%</b>	<b>COLORADO</b>			
		Clear Creek	3,000	2,900	97
Elbert		3,100	3,000	97	
Gunnison		4,100	3,900	95	
Larimer		71,800	70,300	98	
Park		2,900	2,800	96	
<b>NEBRASKA</b>	Perkins	1,500	1,500	100	
	Sheridan	2,900	2,900	100	
	<b>Between 5-24%</b>	<b>COLORADO</b>			
Archuleta		2,000	1,900	95	
Costilla		1,300	1,200	92	
Eagle		7,500	7,100	95	
Kiowa		700	700	100	
Lincoln		1,800	1,700	94	
Moffat		5,400	5,100	94	
Montezuma	7,000	6,700	96		



KDVR BMPCT-830307KG Granted 3/29/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Morgan	8,500	8,400	99
	Prowers	5,500	5,200	94
	Rio Blanco	2,300	2,200	96
	Saguache	1,400	1,300	93
	San Miguel	1,400	1,300	93
	Sedgwick	1,400	1,400	100
	Summit	5,100	4,900	96
	Teller	4,600	4,500	98
	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
Dickinson	6,300	6,200	98	
<b>IOAHO</b>				
Custer	2,100	2,000	95	
<b>KANSAS</b>				
Scott	2,200	2,200	100	
<b>MICHIGAN</b>				
Alger	3,200	3,100	97	
Baraga	3,000	2,900	97	
<b>MONTANA</b>				
Big Horn	3,600	3,400	94	
Blaine	2,800	2,600	93	
Carbon	3,800	3,700	97	
Musselshell	1,900	1,800	95	
Rosebud	4,400	4,100	93	
Sweet Grass	1,300	1,200	92	
<b>NORTH CAROLINA</b>				
Martin	9,500	9,400	99	
<b>NEBRASKA</b>				
Blaine	300	300	100	
Chase	1,900	1,900	100	
Deuel	1,000	1,000	100	
Saline	5,000	4,900	98	

(Continued on page A-197)

<b>Station Totals</b>	<b>1,053,200</b>	<b>1,034,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>596,200</b>
<b>Average Daily Circulation (1989)</b>			<b>273,900</b>

# Colorado—Denver

## KMGH-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** McGraw-Hill Bcstg. Co. Inc., 123 Speer Blvd., Denver, CO 80203.

**Studio:** 123 Speer Blvd., Denver, CO 80203.

**Telephone:** 303-832-7777. **TWX:** 910-931-2615. **Fax:** 303-832-0153.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 12"

**Transmitter:** Cedar Lake Rd., Lookout Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**SNG Truck/Mobile Dish:** Transmit/receive Vertex, 2.6-meter Ku-band.

**News Services:** AP, UPI.

**Ownership:** McGraw-Hill Bcstg. Co. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (*Television Digest*, Vol. 10:11, 15, 25, 26). Sale to present owner by Time-Life Bcst. Inc. approved March 8, 1972 (Vol. 12:10, 11).

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

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

### Personnel:

EDWARD T. REILLY, president & chief operating officer.  
AL SEETHALER, general manager.  
JAMES BIRSCHBACH, general sales manager.  
LEONARD MARSH, local sales manager.  
GEORGE ROUSE, business manager.  
SHIRLEY THOMPSON, traffic director.  
MIKE YOUNGREN, news director.  
ROBERT CHERNET, director of advertising & promotion.  
J. LAWRENCE POZZI, director of engineering operations.  
MARY CAROLE McDONNELL, director of programming.  
RAY MILIUS, director, production operations.

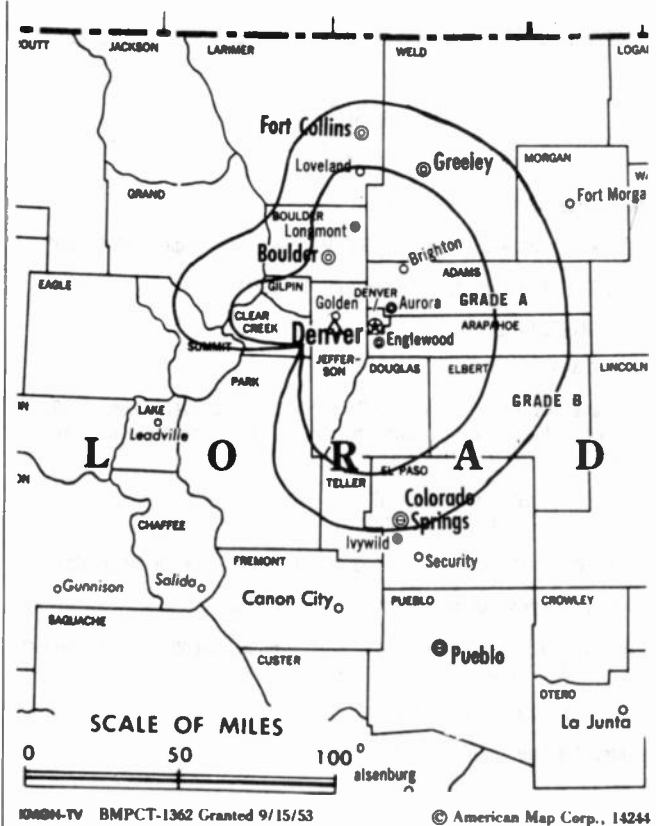
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1321.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
<b>50% &amp; Over</b>	Adams	106,200	105,500	99
	Alamosa	4,500	4,300	96
	Arapahoe	158,800	157,200	99
	Boulder	87,200	85,100	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Denver	234,500	230,000	98
	Douglas	13,400	13,300	99
	Eagle	7,500	7,100	95
	Elbert	3,100	3,000	97
	Gilpin	1,300	1,300	100
	Grand	3,800	3,600	95
	Gunnison	4,100	3,900	95
	Jackson	700	700	100
	Jefferson	167,700	166,300	99
	Kit Carson	2,900	2,700	93



KMGH-TV BNPCT-1362 Granted 9/15/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Lake	2,600	2,500	96
	Larimer	71,800	70,300	98
	Moffat	5,400	5,100	94
	Morgan	8,500	8,400	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,100	4,700	92
	Routt	5,800	5,400	93
	San Juan	400	400	100
	Summit	5,100	4,900	96
	Weld	51,600	50,700	98
<b>NEBRASKA</b>				
	Box Butte	5,600	5,500	98
	Dawes	3,500	3,400	97
	Hooker	400	400	100
	Kimball	1,900	1,900	100
<b>WYOMING</b>				
	Albany	12,000	11,500	96
	Carbon	6,900	6,600	96
	Johnson	2,600	2,500	96
	Laramie	29,000	28,500	98
	Niobrara	1,200	1,200	100
<b>COLORADO</b>				
<b>Between 25-49%</b>	Garfield	10,500	10,100	96
	Hinsdale	200	200	100
	Lincoln	1,800	1,700	94
	Logan	7,600	7,400	97
	Mineral	300	300	100
	Prowers	5,500	5,200	94
	Rio Blanco	2,300	2,200	96
	Rio Grande	3,800	3,600	95
	San Miguel	1,400	1,300	93
(Continued on page A-198)				
<b>Station Totals</b>		<b>1,507,700</b>	<b>1,478,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,000,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>530,100</b>	

# Colorado—Denver

**KTVD**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** Twenver Broadcast Inc., 11203 E. Peakview Ave., Englewood, CO 80111.

**Studio:** 11203 E. Peakview Ave., Englewood, CO 80111.

**Telephone:** 303-792-2020.

**Fax:** 303-790-4633.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 3160-kw max. visual. Antenna: 1256-ft. above av. terrain, 241-ft. above ground, 7927-ft. above sea level.

Latitude 39° 40' 18"  
 Longitude 105° 13' 12"

**Transmitter:** Mount Morrison, approx. 13-mi. ENE of Idledale, Jefferson County.

**Satellite Earth Station:** Andrew, 7.3-meter Ku & C-band.

**Ownership:** N. Richard Miller, pres.-treas., 32.4%; Hugh Rosenthal, 13.8%; Robert C. Fisk & Linda R. Fisk, 11% jointly; Allen Boorstein, 8.3%.

**Began Operation:** December 1, 1988.

**Represented (engineering):** Charles J. Thompson.

**Personnel:**

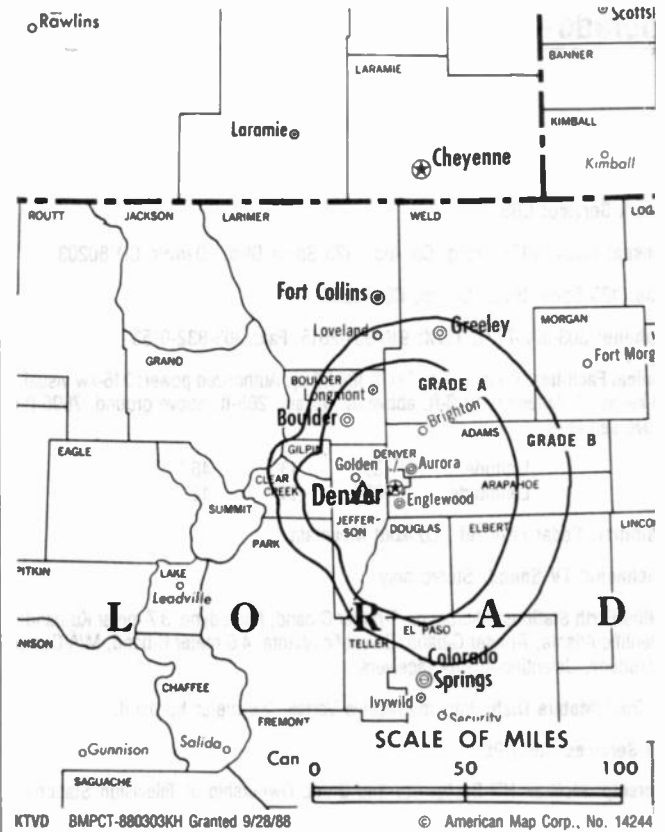
- JACK MOFFITT, vice president & station manager.
- JAY RABIN, general sales manager.
- CHARLIE HOGETVEDT, local sales manager.
- DAVID WEEMS, national sales manager.
- DAN O'BRIEN, program director.
- PAT STIPHOUT, promotion director.
- DENNIS O'BRIEN, business manager.
- BOB CRAWFORD, chief engineer.

**Rates:** On request.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Adams	106,200	105,500	99
	Arapahoe	158,800	157,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Boulder	87,200	85,100	98
	Clear Creek	3,000	2,900	97
	Denver	234,500	230,000	98
	Douglas	13,400	13,300	99
	Elbert	3,100	3,000	97
	Jefferson	167,700	166,300	99
	Larimer	71,800	70,300	98
	Weld	51,600	50,700	98
	<b>Station Totals</b>		<b>897,300</b>	<b>884,300</b>
<b>Net Weekly Circulation (1989)</b>			<b>113,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>42,800</b>	

# Colorado—Denver

## KUBD

Ch. 59

**Network Service:** Telemundo.

**Licensee:** The Denver Ch. 59 Partnership Ltd., 9805 E. Iliff Ave., Denver, CO 80231.

**Studio:** 9805 E. Iliff Ave., Denver, CO 80231.

**Telephone:** 303-751-5959. **Telex:** 303-751-5993.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 315-ft. above av. terrain, 315-ft. above ground, 5838-ft. above sea level.

Latitude 39° 40' 31"  
Longitude 104° 52' 22"

**Transmitter:** 9805 E. Iliff Ave., Denver.

**Multichannel TV Sound:** Planned.

**Satellite Earth Station:** Echosphere, 5-meter Ku & C-band.

**SNG Truck/Mobile Dish:** Transmit/receive Centro, 2-meter Ku-band.

**Ownership:** Denver Channel 59 Partnership Ltd. High Seas Communications Corp., gen. partner, 25%; Charles Ergen, Ltd. partner, 75%. High Seas ownership: David Drucker, pres., 80%; Charles Ergen, v.p., 20%.

**Began Operation:** September 2, 1987.

**Represented (legal):** Cole, Raywid & Braverman.

**Represented (engineering):** Richard L. Vega & Associates Inc.

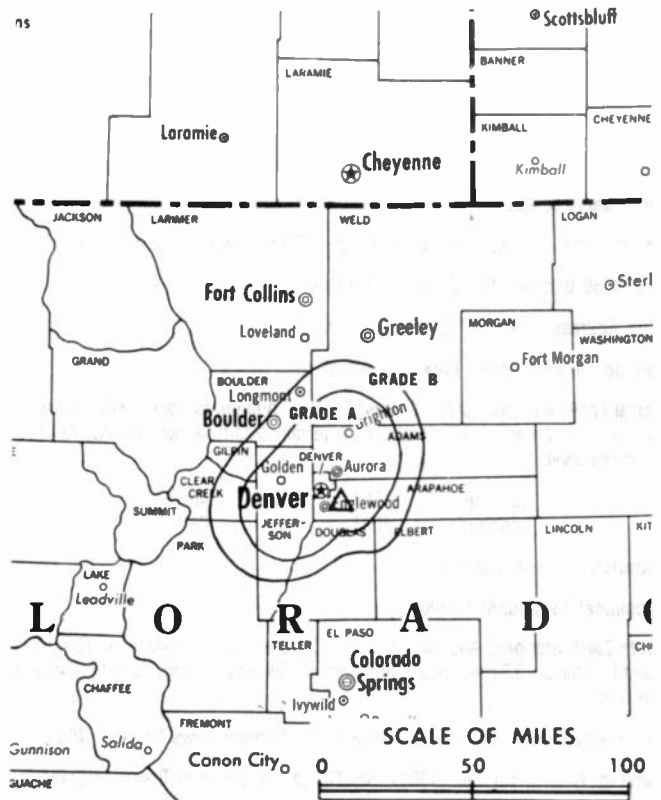
### Personnel:

DAVID DRUCKER, president.  
PAUL GARBER, general manager.  
PAM SALAZAR, program director.  
STEVE GAASH, local sales manager.  
GUNTER AUERBACH, chief engineer.

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

**Highest 30 Sec. Rate:** \$115.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.



KUBD BNPCT-861110KJ Granted 3/18/87

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>COLORADO</b>				
<b>Between 5-24%</b>	Arapahoe	158,800	157,200	99
	Jefferson	167,700	166,300	99
<b>Station Totals</b>		<b>326,500</b>	<b>323,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>27,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,200</b>	



# Colorado—Denver

## KUSA-TV

Ch. 9

Network Service: ABC.

Licensee: Combined Communications Corp., 1089 Bannock St., Denver, CO 80204.

Studio: 1089 Bannock St., Denver, CO 80204.

Mailing Address: Box 5667, Denver, CO 80217.

Telephone: 303-893-9000. TWX: 910-931-2648.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 5.6-meter Ku-band; Scientific-Atlanta, 10-meter; Scientific-Atlanta, 3.7-meter Ku-band; Avantek, DX Engineering, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN Headline News, Gannett News Service, NIWS.

Ownership: Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33). Sale by Mullins Bcstg. to Combined Communications approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Merger of Combined Communications & Gannett approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24).

Represented (sales): Blair Television.

Represented (legal): Pierson, Ball & Dowd.

### Personnel:

JOSEPH FRANZGROTE, president.  
COLLEEN BROWN, vice president, business affairs & station relations.  
MYRON OLINER, vice president & chief engineer.  
TIM DIETZ, vice president & director of broadcast operations.  
DIANE MIGNONE, general sales manager.  
MARK A. CORNETTA, national sales manager.  
CINDY VALASQUEZ, local sales manager.  
JIM GIRODO, director of advertising & promotion.  
BUTCH MONTOYA, news director.  
JUDY MOLENES, controller.  
JEAN GALLOWAY, director of community affairs.

Rates: On request.

City of License: Denver. ADI: Denver. Rank: 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	106,200	105,500	99
	Arapahoe	158,800	157,200	99
	Boulder	87,200	85,100	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Delta	9,400	9,000	96
	Denver	234,500	230,000	98
	Douglas	13,400	13,300	99
	Eagle	7,500	7,100	95
	Elbert	3,100	3,000	97
	Garfield	10,500	10,100	96
	Gilpin	1,300	1,300	100
	Grand	3,800	3,600	95
	Gunnison	4,100	3,900	95



KUSA-TV BMPCT—1265 Granted 8/14/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hinsdale	200	200	100
	Jackson	700	700	100
	Jefferson	167,700	166,300	99
	Kit Carson	2,900	2,700	93
	Lake	2,600	2,500	96
	Larimer	71,800	70,300	98
	Logan	7,600	7,400	97
	Moffat	5,400	5,100	94
	Montrose	9,400	9,100	97
	Morgan	8,500	8,400	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,100	4,700	92
	Prowers	5,500	5,200	94
	Rio Blanco	2,300	2,200	96
	Routt	5,800	5,400	93
	San Juan	400	400	100
	Sedgwick	1,400	1,400	100
	Summit	5,100	4,900	96
	Washington	2,000	1,900	95
	Weld	51,600	50,700	98
Yuma	3,900	3,700	96	
<b>NEBRASKA</b>	Box Butte	5,600	5,500	98
	Cheyenne	4,200	4,100	98
	Dawes	3,500	3,400	97
	Deuel	1,000	1,000	100
	Kimball	1,900	1,900	100
<b>WYOMING</b>	Albany	12,000	11,500	96
	Campbell	12,200	11,600	95
	Carbon	6,900	6,600	96

(Continued on page A-199)

Station Totals	1,659,000	1,625,600	98
Net Weekly Circulation (1989)		1,097,900	
Average Daily Circulation (1989)		642,600	

# Colorado—Denver

## KWGN-TV

Ch. 2

Network Service: None, independent.

Licensee: WGN of Colorado Inc., 6160 S. Wabash Way, Denver Tech Center, Englewood, CO 80111.

Studio: 6160 S. Wabash Way, Englewood, CO 80111.

Mailing Address: Box 5222, Englewood, CO 80155.

Telephones: 303-740-2222; 303-740-2853. TWX: 910-935-0877.

Fax: 303-740-2847.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 440-ft. above ground, 7720-ft. above sea level.

Latitude 39° 43' 59"  
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Lookout Mountain.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, INN, National Weather Service, PR Newswire, UPI.

Ownership: Tribune Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33). Sale to present owner by Channel 2 Corp. (formerly Gotham Bcstg.) approved March 4, 1966 by FCC (Vol. 5:36; 6:10).

Represented (sales): TeleRep Inc.

Represented (legal): Schnader, Harrison, Segal & Lewis; Reuben & Proctor.

Represented (engineering): A. D. Ring & Associates, P.C.

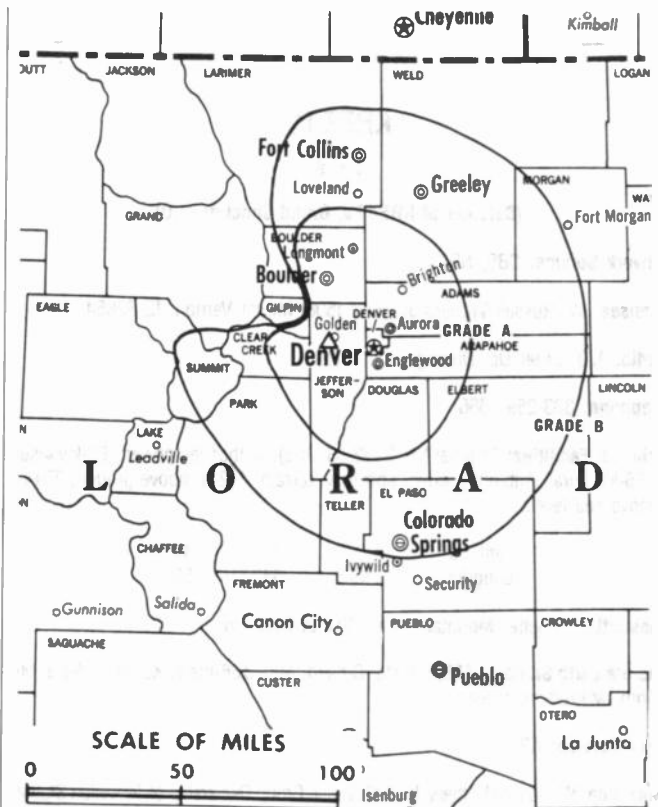
### Personnel:

JOHN SUDER, vice president & general manager.  
ROYCE W. NATION, vice president & treasurer.  
JOHN HUMMEL, general sales manager.  
DAVID DORNSEIF, national sales manager.  
PATRICIA DIEM, business manager.  
J. GREG GUINAN, vice president & director of public affairs.  
STEVE GRUND, news director.  
DEBBEE COEBACA, marketing director.  
CHARLES BIONDO, creative services director.  
LEONDELE LaMIAUX, production manager.  
KENT GRATEAU, engineering manager.  
SHERRY SWEDENBORG, traffic manager.

Rates: On request.

City of License: Denver. ADI: Denver. Rank: 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KWGN-TV BPCT-4417 Granted 5/12/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Jefferson	167,700	166,300	99	
	Lake	2,600	2,500	96	
	Larimer	71,800	70,300	98	
	Logan	7,600	7,400	97	
	Moffat	5,400	5,100	94	
	Morgan	8,500	8,400	99	
	Park	2,900	2,800	96	
	Phillips	1,800	1,800	100	
	Pitkin	5,100	4,700	92	
	Rio Blanco	2,300	2,200	96	
	Sedgwick	1,400	1,400	100	
	Teller	4,600	4,500	98	
	Weld	51,600	50,700	98	
	Yuma	3,900	3,700	96	
<b>NEBRASKA</b>	Box Butte	5,600	5,500	98	
	Cheyenne	4,200	4,100	98	
	Kimball	1,900	1,900	100	
	<b>WYOMING</b>	Carbon	6,900	6,600	96
		Laramie	29,000	28,500	98
		<b>COLORADO</b>	Alamosa	4,500	4,300
	Cheyenne		1,000	900	90
Eagle	7,500		7,100	95	
Elbert	3,100		3,000	97	
El Paso	145,200		143,200	99	
Fremont	12,400		12,000	97	
Jackson	700		700	100	
Las Animas	5,600		5,300	95	
Montrose	9,400	9,100	97		
(Continued on page A-200)					
<b>Station Totals</b>		<b>1,721,900</b>	<b>1,689,500</b>	<b>98</b>	
<b>Net Weekly Circulation (1989)</b>			<b>1,005,900</b>		
<b>Average Daily Circulation (1989)</b>			<b>478,200</b>		

# Colorado—Durango

## KREZ-TV

Ch. 6

(Satellite of KREX-TV, Grand Junction, CO)

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

**Studio:** 170 Turner Dr., Durango, CO 81301.

**Telephone:** 303-259-6666.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 6.2-kw visual, 1.36-kw aural. Antenna: 361-ft. above av. terrain, 142-ft. above ground, 7844-ft. above sea level.

Latitude 37° 15' 44"  
Longitude 107° 53' 58"

**Transmitter:** Smelter Mountain, 1-mi. SW of Durango.

**Satellite Earth Stations:** AFC, 5-meter C-band; AFC, 3.66-meter Ku-band; Agile, M/A-Com, Microdyne receivers.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 4, 1963. Left the air March 2, 1964 and was sold to Ruth G. Kendrick, et al., by Floyd & Lieselotte Jetter. FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965. Sale to present owner by E & W Bcstg. Corp. approved by FCC June 5, 1985. Sale to E & W by Ruth G. Kendrick, et al., approved by FCC May 15, 1984.

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

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

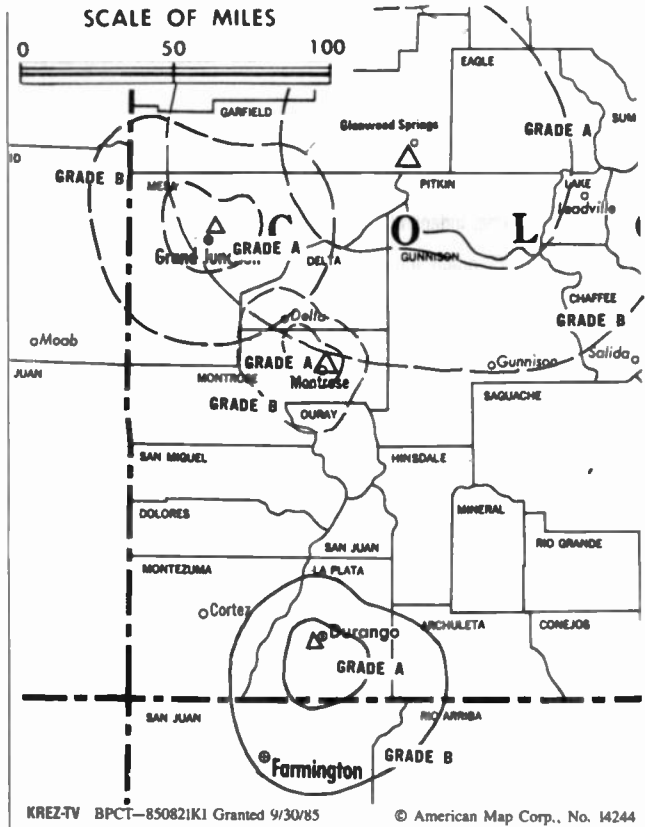
**Personnel:**  
THOMAS MCGILL, general manager.  
WILLIAM D. HARRIS, chief engineer.

**Highest 30 Sec. Rate:** \$62.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction, CO.

**City of License:** Durango. **AOI:** Grand Junction-Durango. **Rank:** 179.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>COLORADO</b> La Plata	12,200	11,700	96
	<b>COLORADO</b> Archuleta Montezuma	2,000 7,000	1,900 6,700	95 96
<b>Between 5-24%</b>	<b>COLORADO</b> Dolores	600	500	83
	San Miguel	1,400	1,300	93
	<b>NEW MEXICO</b> San Juan	32,900	31,100	95
<b>Station Totals</b>		<b>56,100</b>	<b>53,200</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>				<b>17,400</b>
<b>Average Daily Circulation (1989)</b>				<b>8,000</b>

# Colorado—Glenwood Springs

## KREG-TV

Ch. 3

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

**Studio:** 1629C Dolores Way, Carbondale, CO 81623.

**Telephone:** 303-963-3333.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 67.6-kw visual, 6.76-kw aural. Antenna: 2530-ft. above av. terrain, 202-ft. above ground, 10,602-ft. above sea level.

Latitude 39° 25' 05"  
Longitude 107° 20' 01"

**Transmitter:** 9.5-mi. SSW of Glenwood Springs.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 28, 1984; left air 1986. Sale to present owner by Western Slope Communications Ltd. approved by FCC May 13, 1987. Resumed operation Sept. 16, 1987.

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

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

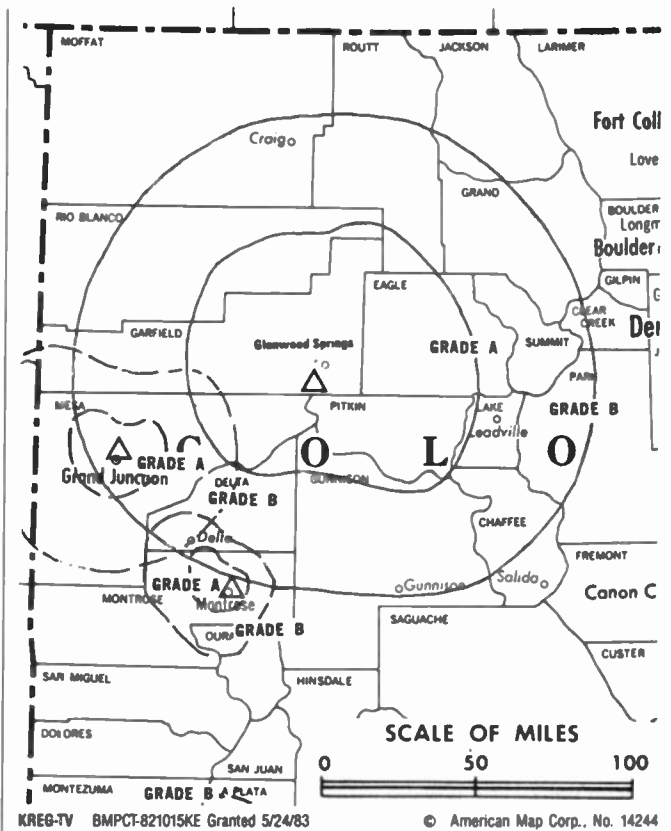
**Personnel:**

MICHAEL SULLIVAN, station manager.  
JOHN DADY, chief engineer.  
CECILE CALLIER, news director.

**City of License:** Glenwood Springs. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	COLORADO Garfield	10,500	10,100	96



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Pitkin	5,100	4,700	92
<b>COLORADO</b>				
Between 5-24%	Ouray	700	700	100
<b>Station Totals</b>		<b>16,300</b>	<b>15,500</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>			<b>7,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>2,800</b>	

# Colorado—Grand Junction

## KJCT-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Pikes Peak Broadcasting Co., Box 1457, Colorado Springs, CO 80901.

**Studio:** 8 Foresight Circle, Grand Junction, CO 81501.

**Mailing Address:** Box 3788, Grand Junction, CO 81502.

**Telephone:** 303-245-8880. TWX: 910-929-6981.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 120-kw visual, 20-kw aural. Antenna: 2720-ft. above av. terrain, 141-ft. above ground, 10,061-ft. above sea level.

Latitude 39° 02' 55"  
Longitude 108° 15' 06"

**Transmitter:** Grand Mesa, 9.6-mi. SW of Mesa.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; RCA Americom, 4-meter Ku-band.

**News Service:** AP.

**Ownership:** Pikes Peak Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** October 22, 1979.

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

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

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

### Personnel:

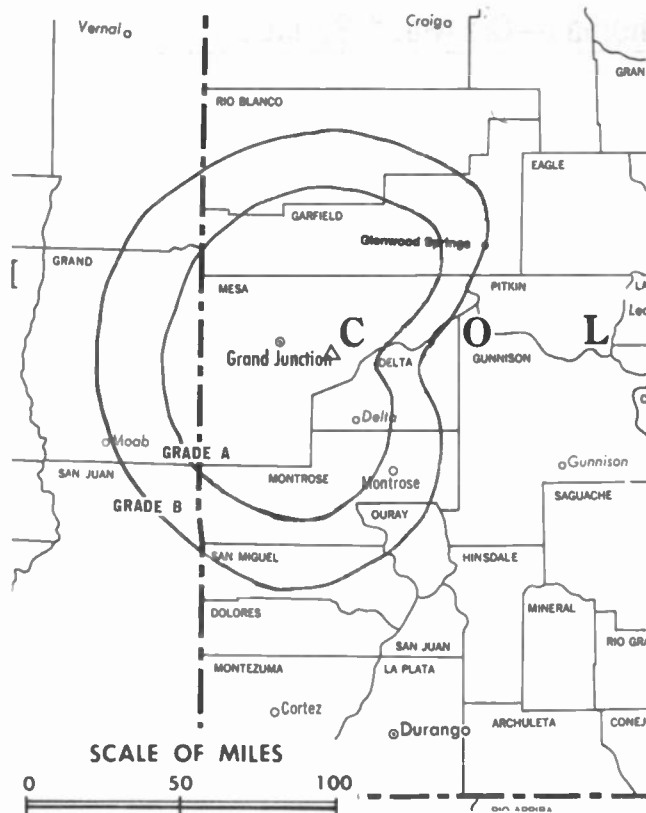
HARRY W. HOTH JR., president.  
NEIL O. KLOCKSIEG, general manager.  
PATTI HOTH CROUSE, assistant general manager.  
JAN HAMMER, station manager.  
HANK COLVERT, national/regional sales manager.  
MIKE MORAN, news director.  
ROGER HIGHTOWER, chief engineer.

**Rates:** On request.

**City of License:** Grand Junction. **ADI:** Grand Junction-Durango. **Rank:** 179.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	Mesa	34,100	33,300	98



KJCT-TV BMPCT-790424KF Granted 8/29/79

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montrose	9,400	9,100	97
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	9,400	9,000	96
	Ouray	700	700	100
	San Miguel	1,400	1,300	93
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Eagle	7,500	7,100	95
	Hinsdale	200	200	100
	Montezuma	7,000	6,700	96
<b>UTAH</b>	San Juan	3,200	3,000	94
	<b>Station Totals</b>	<b>73,500</b>	<b>70,900</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>40,600</b>
<b>Average Daily Circulation (1989)</b>				<b>23,300</b>

# Colorado—Grand Junction

## KREX-TV

Ch. 5

(Also operates satellites KREZ-TV, Ourango; KREG-TV, Glenwood Springs & KREY-TV, Montrose, CO.)

Network Service: CBS, NBC.

Licensee: W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

Studio: 345 Hillcrest Manor, Grand Junction, CO 81501.

Mailing Address: Box 789, Grand Junction, CO 81502.

Telephone: 303-242-5000. TWX: 910-929-6992. Fax: 303-242-0886.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: Minus 10-ft. above av. terrain, 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Simulsat, 5-meter C-band; Agile, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

Began Operation: May 22, 1954. Sale to present owner by E & W approved by FCC June 6, 1985. Transfer of control from Carl Q. Anderson, et al., to E & W Bcstg. Corp. approved by FCC May 15, 1984. Previous transfer to Rex G. Howell from Forestville Realty approved by FCC Aug. 11, 1972. Transfer to Forestville, et al., from Howell (Western Slope Bcstg.) approved Sept. 21, 1966 (Television Digest, Vol. 6:19, 39).

Represented (sales): Katz Television.

Represented (legal): Gardner, Carton & Douglas.

### Personnel:

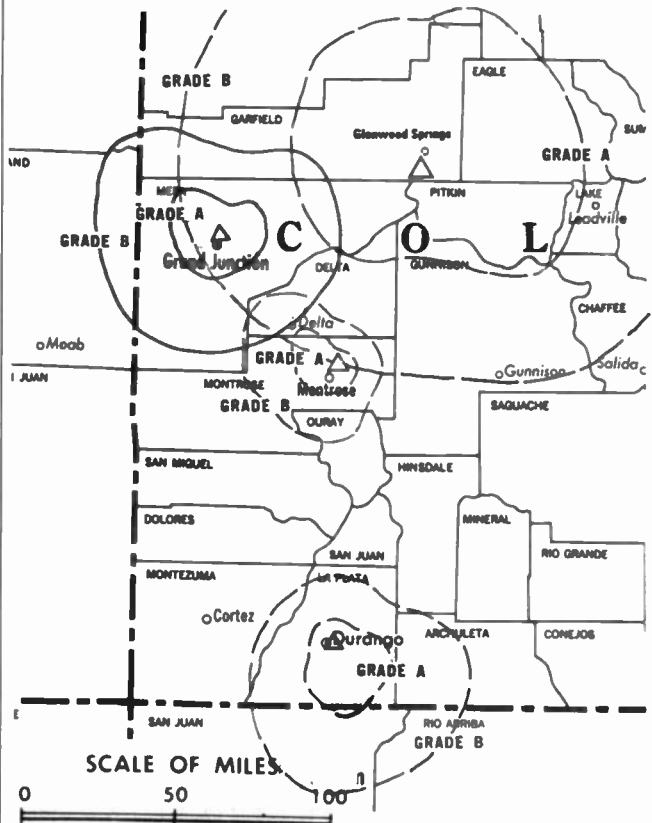
THOMAS MCGILL, general manager.  
AL LADAGE, director of engineering.  
JACQUIE CHAPPELL-REID, local sales manager.  
DON NELSON, news director.  
JUNE WORLEY, business manager.  
WILEY MIDDLETON, promotion/production director & film buyer.

Highest 30 Sec. Rate: \$280.

NETWORK BASE HOURLY RATE: \$460.

City of License: Grand Junction. ADI: Grand Junction-Durango. Rank: 179.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KREX-TV BMPCT-3797 Granted 4/20/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Gunnison	4,100	3,900	95
	Mesa	34,100	33,300	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	9,400	9,000	96
	Hinsdale	200	200	100
	Rio Blanco	2,300	2,200	96
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Garfield	10,500	10,100	96
	Montrose	9,400	9,100	97
	Ouray	700	700	100
	San Juan	400	400	100
	San Miguel	1,400	1,300	93
<b>Station Totals</b>		<b>72,500</b>	<b>70,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>39,300</b>
<b>Average Daily Circulation (1989)</b>				<b>23,900</b>

# Colorado—Montrose

## KREY-TV

Ch. 10

(Satellite of KREX-TV, Grand Junction)

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

**Studio:** 610 N. 1st St., Montrose, CO 81401.

**Telephone:** 303-249-9601.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 6.16-kw visual, 1.36-kw aural. Antenna: 115-ft. above av. terrain, 94-ft. above ground, 6374-ft. above sea level.

Latitude 38° 31' 02"  
Longitude 107° 51' 12"

**Transmitter:** Flat Top Mountain, 2.25 mi. NE of Montrose.

**Satellite Earth Station:** AFC, 3.66-meter Ku-band; Agile, M/A-Com receivers.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1956. Sale to present owner by E & W Bcstg. Corp. approved by FCC June 6, 1985.

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

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

**Personnel:**

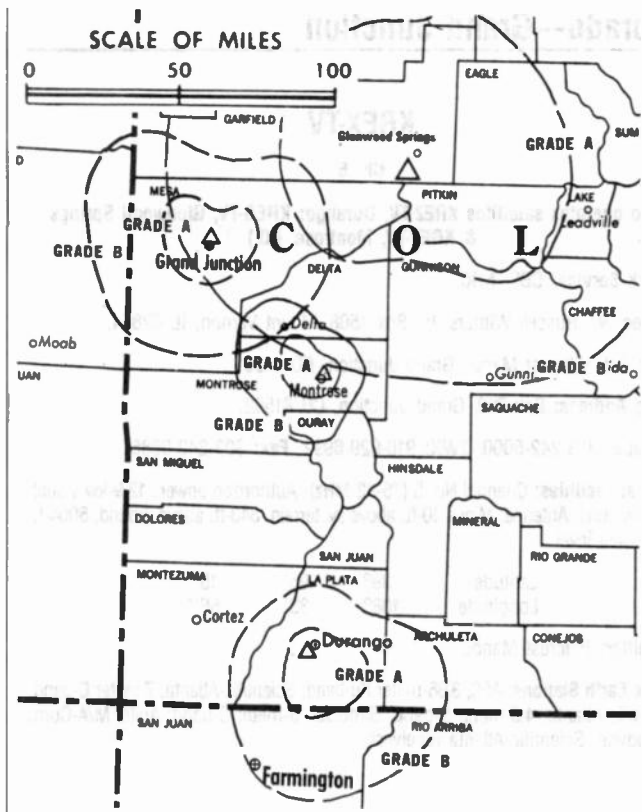
THOMAS D. MCGILL, general manager.  
CAROLINE HOGAN, station manager.  
ROYCE SEYMOR, chief engineer.

**Highest 30 Sec. Rate:** \$62.

**NETWORK BASE HOURLY RATE Bonus to KREX-TV, Grand Junction.**

**City of License:** Montrose. ADI: Grand Junction-Durango. Rank: 179.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KREY-TV BPCT-851001KF Granted 1/10/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Montrose	9,400	9,100	97
	Ouray	700	700	100
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	9,400	9,000	96
<b>Between 5-24%</b>	<b>COLORADO</b>			
	San Miguel	1,400	1,300	93
<b>Station Totals</b>		<b>20,900</b>	<b>20,100</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>13,000</b>
<b>Average Daily Circulation (1989)</b>				<b>8,500</b>

# Colorado—Steamboat Springs

## KSBS-TV

Ch. 24

**Network Service:** None, independent.

**Licensee:** Steamboat Broadcast System Inc., Box 775048, Steamboat Springs, CO 80477.

**Studio:** 1130 Lincoln Ave., Steamboat Springs, CO 80477.

**Telephones:** 303-879-3724; 303-879-3737.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 5.52-kw max. visual. Antenna: 515-ft. above av. terrain, 118-ft. above ground, 10,683-ft. above sea level.

Latitude	40°	27'	43''
Longitude	106°	51'	02''

**Transmitter:** 2.3-mi. SW of Steamboat Springs, Quarry Mountain.

**Satellite Earth Stations:** Harris, 3-meter C-band; Satellite Technology, 1.5-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** INN.

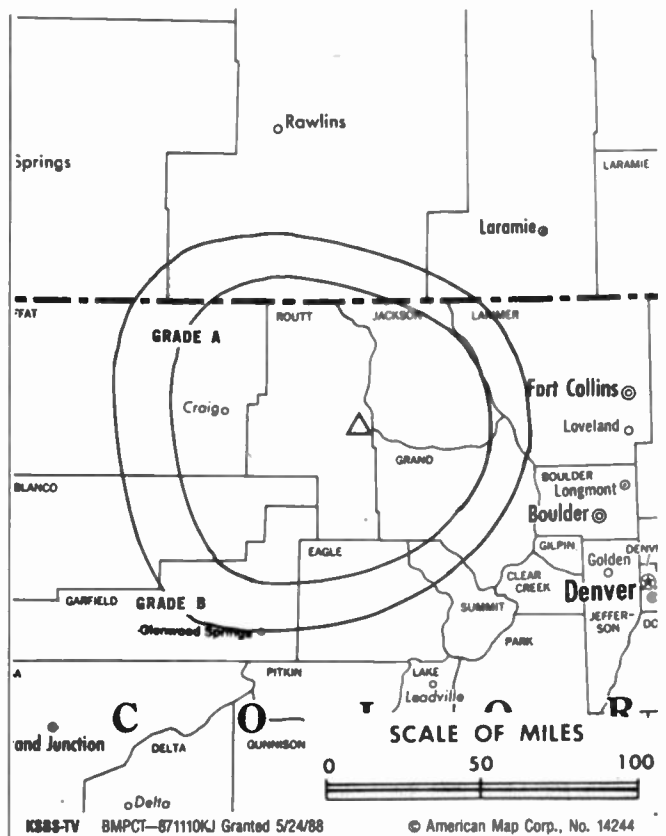
**Ownership:** Steamboat Broadcast System Inc. Thomas M. Greer, pres., 18%; Constance Wodlinger, 25%; Thomas H. Greer, 17%; Robert Neely, 10%; Christi Northrop, 5%; K & H Assoc., 5%; Edwin Hill, 5%; L.D. Shoffner, 5%.

**Began Operation:** March 1, 1988.

**Represented (engineering):** Pearson Communications.

### Personnel:

M. THOMAS GREER, president & general manager.  
TOM PEARSON, chief engineer.  
C. J. HALL, program director.  
TOM M. GREER, local sales manager & promotion director.  
ROBERT MARSHALL, news director.



**Highest One Hour Rate:** \$250.

**Highest 30 Sec. Rate:** \$35.

**Arbitron Data:** Not available.

**City of License:** Steamboat Springs. **ADI:** Denver. **Rank:** 19.



# Colorado—Sterling

## KTVS

Ch. 3

(Satellite of KGWN-TV, Cheyenne, WY)

**Network Service:** CBS, ABC.

**Licensee:** Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** See KGWN-TV, Cheyenne.

**Telephone:** 307-634-7755. **Fax:** 303-522-7813.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna: 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58.00"  
Longitude 103° 01' 50.40"

**Transmitter:** State Hwy. 61, 9.6-mi. ESE of Sterling.

**Satellite Earth Station:** RCA, 3.5-meter; RCA receivers.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** December 28, 1963. Sale to present owner by Burke Bcstg. Co. approved by FCC July 8, 1986. Sale to Burke by Lamb Enterprises Inc. approved by FCC Oct. 14, 1983.

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

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

**Personnel:**

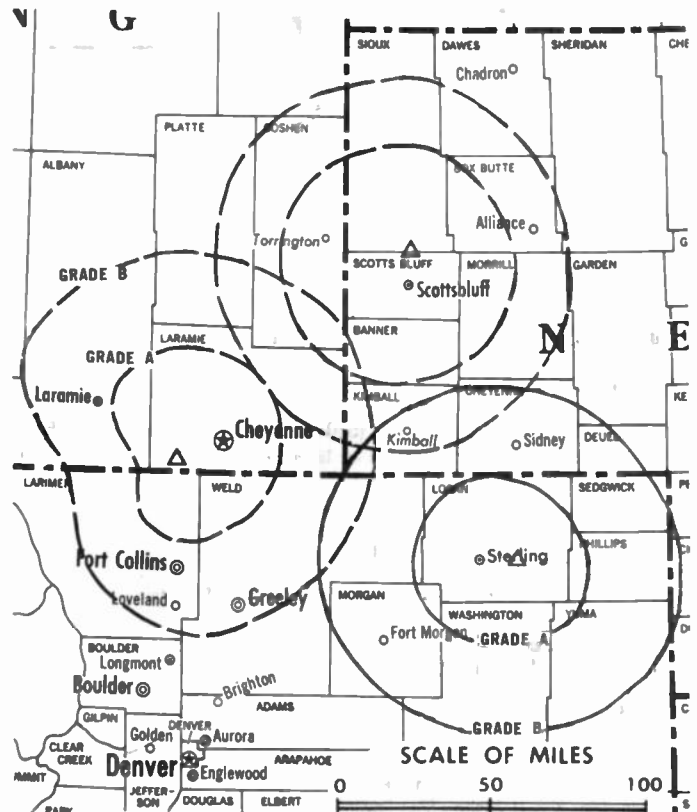
CARL J. OCCHIPINTI, manager.  
GENE HUSTON, station manager.

**Rates:** See KGWN-TV, Cheyenne, WY.

**City of License:** Sterling. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 186.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Logan	7,600	7,400	97
	Phillips	1,800	1,800	100
	Sedgwick	1,400	1,400	100
	<b>NEBRASKA</b>			
	Cheyenne	4,200	4,100	98



KTVS BPCT-3005 Granted 2/13/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Washington	2,000	1,900	95
	Yuma	3,900	3,700	96
	<b>NEBRASKA</b>			
	Deuel	1,000	1,000	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Morgan	8,500	8,400	99
	<b>NEBRASKA</b>			
	Dundy	1,200	1,200	100
	Garden	1,000	1,000	100
	Keith	3,700	3,700	100
<b>Station Totals</b>		<b>36,300</b>	<b>35,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>17,500</b>
<b>Average Daily Circulation (1989)</b>				<b>7,600</b>

# Colorado

## KCNC-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Niobrara	1,200	1,200	100
	Platte	4,200	4,000	95
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Custer	600	600	100
	Hinsdale	200	200	100
	Huerfano	2,800	2,700	96
	Montrose	9,400	9,100	97
	Ouray	700	700	100
	Rio Grande	3,800	3,600	95
	Saguache	1,400	1,300	93
	San Miguel	1,400	1,300	93
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Wallace	700	700	100
	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Roosevelt	3,800	3,700	97
	Sweet Grass	1,300	1,200	92
	<b>NEBRASKA</b>			
	Cherry	2,600	2,600	100
	Deuel	1,000	1,000	100
	Hooker	400	400	100
Keith	3,700	3,700	100	
Keya Paha	500	500	100	
Morrill	2,400	2,300	96	
Perkins	1,500	1,500	100	
Sheridan	2,900	2,900	100	
<b>SOUTH DAKOTA</b>				
Mellette	700	700	100	
<b>WYOMING</b>				
Campbell	12,200	11,600	95	
Carbon	6,900	6,600	96	
Converse	5,000	4,800	96	
Goshen	5,100	5,000	98	
Johnson	2,600	2,500	96	
Sheridan	10,400	9,900	95	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>COLORADO</b>			
	Archuleta	2,000	1,900	95
	Baca	1,900	1,700	89
	Cheyenne	1,000	900	90
	Costilla	1,300	1,200	92
	El Paso	145,200	143,200	99
	Kiowa	700	700	100
	La Plata	12,200	11,700	96
	Montezuma	7,000	6,700	96
	Pueblo	48,800	48,100	99
	<b>KANSAS</b>			
	Elk	1,600	1,600	100
	Hodgeman	900	900	100
	Osborne	2,300	2,200	96
	Stevens	1,800	1,700	97
	Trego	1,800	1,800	100

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	Judith Basin	1,000	1,000	100
	Phillips	2,200	2,100	93
	Powder River	900	800	89
	<b>NORTH DAKOTA</b>			
	Rolette	3,700	3,600	97
	<b>NEBRASKA</b>			
	Arthur	200	200	100
	Banner	300	300	100
	Brown	1,700	1,700	100
	Chase	1,900	1,900	100
	Garden	1,000	1,000	100
	Holt	5,100	4,900	96
	Wheeler	400	400	100
	<b>NEVADA</b>			
	Eureka	500	500	100
	Humboldt	4,400	4,300	97
	<b>SOUTH DAKOTA</b>			
	Brule	2,100	2,100	100
	Dewey	1,500	1,400	93
Meade	8,100	8,000	99	
Pennington	30,000	29,700	99	
Sully	800	800	100	
Tripp	2,800	2,800	100	
<b>TEXAS</b>				
Pecos	5,000	4,900	98	
<b>WASHINGTON</b>				
Wahkiakum	1,400	1,300	93	
<b>WISCONSIN</b>				
Adams	5,300	5,100	96	
<b>WEST VIRGINIA</b>				
Lincoln	7,900	7,800	99	
<b>WYOMING</b>				
Fremont	12,600	12,300	98	
Natrona	27,200	26,600	98	

## KDVR, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>NEVADA</b>			
	Humboldt	4,400	4,300	97
	<b>OKLAHOMA</b>			
	Cotton	2,900	2,900	100
	<b>OREGON</b>			
	Curry	7,100	6,600	92
	<b>TEXAS</b>			
	Shackelford	1,500	1,500	100
	<b>WYOMING</b>			
	Platte	4,200	4,000	95
Sheridan	10,400	9,900	95	

# Colorado

## KMGH-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>COLORADO</b>			
	Sedgwick	1,400	1,400	100
	Teller	4,600	4,500	98
	Yuma	3,900	3,700	96
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Sweet Grass	1,300	1,200	92
	<b>NEBRASKA</b>			
	Cheyenne	4,200	4,100	98
	Keith	3,700	3,700	100
	Scotts Bluff	14,300	14,100	99
	Sheridan	2,900	2,900	100
	Thomas	400	400	100
	<b>SOUTH DAKOTA</b>			
	Pennington	30,000	29,700	99
	<b>WYOMING</b>			
	Campbell	12,200	11,600	95
	Converse	5,000	4,800	96
Goshen	5,100	5,000	98	
Natrona	27,200	26,600	98	
Platte	4,200	4,000	95	
Sheridan	10,400	9,900	95	
Between 5-24%	<b>CALIFORNIA</b>			
	Trinity	5,600	5,200	93
	<b>COLORADO</b>			
	Archuleta	2,000	1,900	95
	Cheyenne	1,000	900	90
	Costilla	1,300	1,200	92
	Custer	600	600	100
	Delta	9,400	9,000	96
	El Paso	145,200	143,200	99
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Montezuma	7,000	6,700	96
	Montrose	9,400	9,100	97
	Ouray	700	700	100
	Pueblo	48,800	48,100	99
	Washington	2,000	1,900	95

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>IDAHO</b>			
	Custer	2,100	2,000	95
	<b>KANSAS</b>			
	Greeley	700	700	100
	Stanton	800	800	100
	Stevens	1,800	1,700	97
	<b>MONTANA</b>			
	Phillips	2,200	2,100	93
	Roosevelt	3,800	3,700	97
	Rosebud	4,400	4,100	93
	Wibaux	500	500	100
	<b>NEBRASKA</b>			
	Arthur	200	200	100
	Blaine	300	300	100
	Chase	1,900	1,900	100
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Hayes	500	500	100
	Mc Pherson	200	200	100
	Morrill	2,400	2,300	96
Perkins	1,500	1,500	100	
Saline	5,000	4,900	98	
<b>NEVADA</b>				
Eureka	500	500	100	
Humboldt	4,400	4,300	97	
Lyon	7,300	7,000	96	
Nye North	2,900	2,700	93	
<b>SOUTH CAROLINA</b>				
Williamsburg	13,100	12,700	97	
<b>SOUTH DAKOTA</b>				
Bennett	1,000	1,000	100	
Meade	8,100	8,000	99	
<b>TEXAS</b>				
Yoakum	3,500	3,500	100	
<b>WASHINGTON</b>				
Wahkiakum	1,400	1,300	93	
<b>WYOMING</b>				
Crook	2,300	2,200	96	

# Colorado

## KUSA-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Converse	5,000	4,800	96
	Johnson	2,600	2,500	96
	Laramie	29,000	28,500	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Costilla	1,300	1,200	92
	Huerfano	2,800	2,700	96
	Lincoln	1,800	1,700	94
	Mesa	34,100	33,300	98
	Mineral	300	300	100
	Rio Grande	3,800	3,600	95
	Teller	4,600	4,500	98
	<b>KANSAS</b>			
	Sherman	2,900	2,900	100
	Trego	1,800	1,800	100
	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Fallon	1,400	1,300	93
Roosevelt	3,800	3,700	97	
Sheridan	2,100	2,000	95	
<b>NORTH DAKOTA</b>				
Adams	1,300	1,300	100	
<b>NEBRASKA</b>				
Cherry	2,600	2,600	100	
Keith	3,700	3,700	100	
Scotts Bluff	14,300	14,100	99	
Sheridan	2,900	2,900	100	
Thomas	400	400	100	
<b>TEXAS</b>				
Brewster	2,900	2,800	97	
<b>WYOMING</b>				
Big Horn	4,500	4,300	96	
Goshen	5,100	5,000	98	
Hot Springs	2,200	2,100	95	
Natrona	27,200	26,600	98	
Niobrara	1,200	1,200	100	
Platte	4,200	4,000	95	
Washakie	3,500	3,400	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	<b>COLORADO</b>			
	Archuleta	2,000	1,900	95
	Custer	600	600	100
	El Paso	145,200	143,200	99
	Kiowa	700	700	100
	La Plata	12,200	11,700	96
	Montezuma	7,000	6,700	96
	Ouray	700	700	100
	Pueblo	48,800	48,100	99
	Saguache	1,400	1,300	93
	San Miguel	1,400	1,300	93

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Custer	2,100	2,000	95
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Elk	1,600	1,600	100
	Lincoln	1,600	1,600	100
	Stevens	1,800	1,700	97
	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	94
	Dawson	4,700	4,500	96
	Deer Lodge	4,200	4,100	98
	Powell	2,400	2,300	96
	Richland	5,000	4,800	96
	Rosebud	4,400	4,100	93
Silver Bow	14,300	14,000	98	
Sweet Grass	1,300	1,200	92	
<b>NORTH DAKOTA</b>				
Williams	10,300	10,200	99	
<b>NEBRASKA</b>				
Arthur	200	200	100	
Brown	1,700	1,700	100	
Chase	1,900	1,900	100	
Hayes	500	500	100	
Morrill	2,400	2,300	96	
<b>NEW MEXICO</b>				
Catron	900	800	89	
Colfax	5,300	5,000	94	
Lea South	2,400	2,400	100	
<b>NEVADA</b>				
Esmeralda	300	300	100	
Eureka	500	500	100	
Humboldt	4,400	4,300	97	
Lyon	7,300	7,000	96	
Nye North	2,900	2,700	93	
Pershing	1,500	1,500	100	
<b>SOUTH CAROLINA</b>				
Williamsburg	13,100	12,700	97	
<b>SOUTH DAKOTA</b>				
Meade	8,100	8,000	99	
Pennington	30,000	29,700	99	
<b>TEXAS</b>				
Comanche	5,000	4,900	98	
Hemphill	2,100	2,100	100	
Jeff Davis	600	600	100	
Pecos	5,000	4,900	98	
Ward	5,100	5,000	99	
<b>WYOMING</b>				
Fremont	12,600	12,300	98	
Park	9,300	8,900	96	
Teton	5,100	4,900	96	

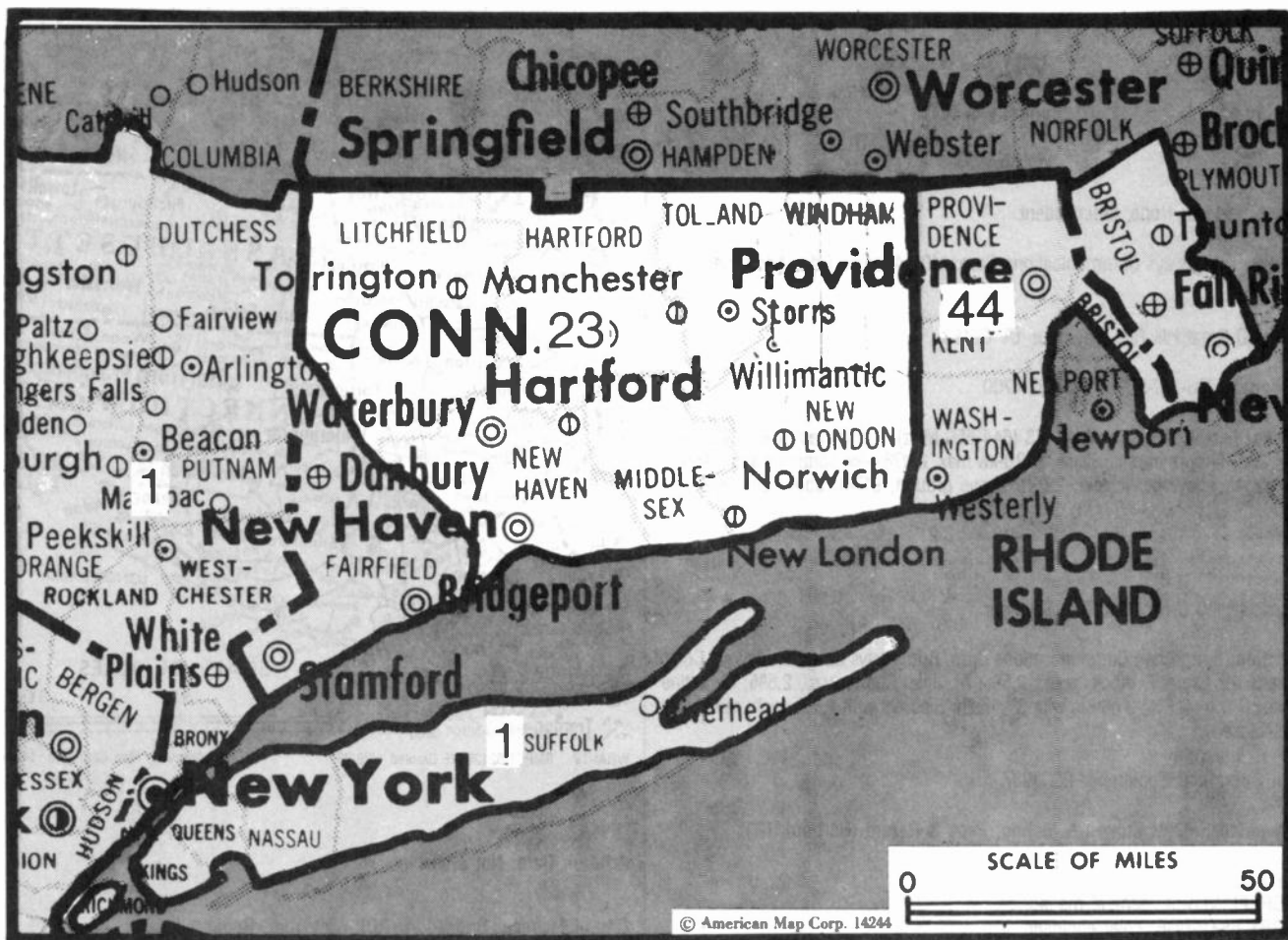
# Colorado

## KWGN-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Prowers	5,500	5,200	94
	Pueblo	48,800	48,100	99
	Rio Grande	3,800	3,600	95
	Routt	5,800	5,400	93
	Summit	5,100	4,900	96
	Washington	2,000	1,900	95
	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	94
	Deer Lodge	4,200	4,100	98
	Silver Bow	14,300	14,000	98
	<b>NEBRASKA</b>			
	Dawes	3,500	3,400	97
	Deuel	1,000	1,000	100
	Keith	3,700	3,700	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,300	14,100	99
	<b>SOUTH DAKOTA</b>			
	Hughes	6,200	6,100	98
	Pennington	30,000	29,700	99
	Stanley	1,000	1,000	100
	Tripp	2,800	2,800	100
	<b>WYOMING</b>			
	Albany	12,000	11,500	96
	Campbell	12,200	11,600	95
	Converse	5,000	4,800	96
	Fremont	12,600	12,300	98
	Goshen	5,100	5,000	98
	Hot Springs	2,200	2,100	95
	Johnson	2,600	2,500	96
Natrona	27,200	26,600	98	
Niobrara	1,200	1,200	100	
Park	9,300	8,900	96	
Platte	4,200	4,000	95	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Delta	9,400	9,000	96
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Kit Carson	2,900	2,700	93
	La Plata	12,200	11,700	96
	Mesa	34,100	33,300	98
	Ouray	700	700	100
	Saguache	1,400	1,300	93
	San Miguel	1,400	1,300	93
	<b>GEORGIA</b>			
	Towns	2,700	2,700	100
	<b>IOWA</b>			
	Allamakee	5,400	5,300	98

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Custer	2,100	2,000	95
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Finney	10,800	10,700	99
	Ford	10,100	10,000	99
	Grant	2,600	2,600	100
	Sherman	2,900	2,900	100
	<b>MINNESOTA</b>			
	Pope	4,600	4,500	98
	<b>MONTANA</b>			
	Gallatin	19,100	18,500	97
	Park	5,800	5,600	97
	Powder River	900	800	89
	Sweet Grass	1,300	1,200	92
	Yellowstone	48,000	47,200	98
	<b>NEBRASKA</b>			
	Banner	300	300	100
	Blaine	300	300	100
	Butler	3,400	3,300	97
	Chase	1,900	1,900	100
	Cherry	2,600	2,600	100
	Saline	5,000	4,900	98
	Sheridan	2,900	2,900	100
	<b>NEW MEXICO</b>			
	Catron	900	800	89
	<b>SOUTH DAKOTA</b>			
	Beadle	7,400	7,300	99
	Brown	14,300	14,200	99
	Butte	3,400	3,300	97
	Custer	2,800	2,700	96
	Day	3,100	3,100	100
	Fall River	3,400	3,300	97
	Hand	1,800	1,800	100
	Lawrence	8,000	7,900	99
	Meade	8,100	8,000	99
	Spink	3,400	3,400	100
	<b>TEXAS</b>			
	Motley	800	800	100
	<b>WEST VIRGINIA</b>			
	Lincoln	7,900	7,800	99
	<b>WYOMING</b>			
	Washakie	3,500	3,400	97



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY .....	6,944,400	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Hartford-New Haven, CT .....	883,100	23	WFSB (3), WHCTV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXS (20), WVIT (30)
Providence, RI-New Bedford, MA .....	548,400	44	WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WTXX, Hartford .....	See Waterbury, CT
WTWS, Hartford .....	See New London, CT
WVIT, New Britain .....	See Hartford, CT
WTNH-TV, New Haven .....	See Hartford, CT

**Connecticut Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	2	6	8
Educational Television Stations	0	4	4
	2	10	12

# Connecticut—Bridgeport

**WHAI-TV**  
(formerly WBCT)

Ch. 43

**Network Service:** None, independent.

**Licensee:** Bridgeways Communications Corp., 101 Ansonia Rd., Woodbridge, CT 06525.

**Studio:** 80 Great Hill Rd., Seymour, CT 06483.

**Telephones:** 203-387-5996; 203-732-4700.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2298-kw max. & 1784-kw horizontal visual, 229.8-kw max. & 178.4-kw horizontal aural. Antenna: 510-ft. above av. terrain, 297-ft. above ground, 917-ft. above sea level.

Latitude	41°	21'	43"
Longitude	73°	06'	48"

**Transmitter:** 80 Great Hills Rd., Seymour.

**Ownership:** Bridgeways Communications Corp. Bridgeways Communications Corp. Ownership: Laurel F. Vlock, pres., 2.5%; M. Jean Cherry, v.p., 2.5%; Geraldine Johnson, v.p., 2.5%; 3 others with 5% each; 5 others with 2.5% each; remainder undisclosed.

**Began Operation:** September 28, 1987.

**Represented (legal):** Crowell & Moring; Pepe & Hazard (Hartford, CT).

**Personnel:**  
MICHAEL VLOCK, general manager.  
LARRY ESKRIDGE, chief engineer.



**Arbitron Data:** Not available.

**City of License:** Bridgeport. **ADI:** New York. **Rank:** 1.

# Connecticut—Hartford

**WFSB**

Ch. 3

**Network Service:** CBS.

**Licensee:** Post-Newsweek Stations Connecticut Inc., Three Constitution Plaza, Broadcast House, Hartford, CT 06103-1892.

**Studio:** Three Constitution Plaza, Hartford, CT 06103-1892.

**Telephone:** 203-728-3333. **Fax:** 203-728-0263.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 904-ft. above av. terrain, 518-ft. above ground, 1225-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

**Transmitter:** 375 Deercliff Rd., Avon.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Satcom Technologies, 9.1-meter C-band; Vertex, 6.1-meter C-band; Vertex, 4.3-meter Ku-band; Scientific-Antana, Standard Communications receivers.

**SNG Mobile Dish:** Andrew, 2.4-meter Ku-band.

**News Services:** AP, UPI.

**Ownership:** Post-Newsweek Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** September 23, 1957. Sale to present owner by Travelers Corp. approved by FCC Jan. 30, 1974 (*Television Digest*, Vol. 13:5, 14:5).

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

**Represented (legal):** Covington & Burling.

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

**Personnel:**

- CHRISTOPHER ROHRS, vice president & general manager.
- CHESTER ELTON, national sales manager.
- KATHLEEN KEEFE, local sales manager.
- RICHARD AHLES, vice president of news & public affairs.
- HOPE ETHERIDGE, business manager.
- STEVE FLANAGAN, vice president, director of engineering.
- MARK EFFRON, news director.
- MATTHEW MIXON, program director.
- BETH HOROWITZ, promotion director.

**Highest 30 Sec. Rate:** \$7500.

**NETWORK BASE HOURLY RATE:** \$6337.

**City of License:** Hartford. **ADI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	98
	Litchfield	62,300	61,200	98
	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
	New London	90,500	88,700	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Tolland	41,900	41,100	98
	Windham	36,000	35,300	98
<b>MASSACHUSETTS</b>				
	Franklin	27,300	26,500	97
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
<b>VERMONT</b>				
	Windham	16,300	15,600	96
<b>MASSACHUSETTS</b>				
<b>Between 25-49%</b>	Berkshire	55,100	54,200	98
<b>CONNECTICUT</b>				
<b>Between 5-24%</b>	Fairfield	300,700	297,300	99
<b>MASSACHUSETTS</b>				
	Worcester	246,400	243,200	99
<b>NEW HAMPSHIRE</b>				
	Cheshire	25,100	24,400	97
<b>NEW YORK</b>				
	Putnam	28,200	27,800	99
	Suffolk	426,000	422,000	99
	Sullivan	25,800	25,100	97
<b>Station Totals</b>		<b>2,258,500</b>	<b>2,226,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,090,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>574,200</b>	



# Connecticut—Hartford

**WHCT-TV**

Ch. 18



**Network Service:** None, independent.

**Licensee:** Astroline Communications Co. Ltd. Partnership, Debtor-in-Possession, 18 Garden St., Hartford, CT 06105.

**Studio:** 18 Garden St., Hartford, CT 06105.

**Telephone:** 203-547-1818. Fax: 203-727-9891.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 3192-kw visual, 319.2-kw aural. Antenna: 980-ft. above av. terrain, 587-ft. above ground, 1261-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 04"

**Transmitter:** 376 Deercliff Rd., Avon.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Comtech, 5-meter C-band; Comtech, 3.8-meter Ku-band; Pinzone receivers.

**Ownership:** Richard P. Ramirez, gen. partner, 21%; WHCT Management Inc., gen. partner, 9%; Astroline Co., Ltd. partner, 70%. WHCT Management Inc. Ownership: Astroline Co., 100%. Astroline Co. Ownership: Herbert A. Sostek, gen. & ltd. partner, 20%; Fred J. Boling Jr., gen. & ltd. partner, 20%; Joel A. Gibbs, gen. & ltd. partner, 20%; Richard H. Gibbs, gen. & ltd. partner, 20%; Randall L. Gibbs, gen. & ltd. partner, 20%.

**Began Operation:** August 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (*Television Digest*, Vol. 11:28; 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 (Vol. 16:14, 23). Assignment of license to Faith Center approved Feb. 16, 1972. Distress sale by Faith Center approved Sept. 27, 1983, contingent on finding Interstate Media to be suitable licensee & consummation of assignment within 90 days. Final approval granted Dec. 23, 1983; sale not consummated. Subsequent sale to present owners by Faith Center approved Dec. 10, 1984 (Vol. 24:40, 51).

**Represented (legal):** Baker & Hostetler.

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



WHCT-TV 8PCT-850918KD Granted 4/28/86

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**Personnel:**

TERRY PLANELL, general manager.  
PAUL ROSSI, chief engineer.  
BILL GRAF, sales manager.  
ALFRED S. ROZANSKI, business manager.

**Rates:** On request.

**City of License:** Hartford. ADI: Hartford-New Haven. Rank: 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	99
	Litchfield	62,300	61,200	98
	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
	Windham	36,000	35,300	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
<b>Station Totals</b>		<b>1,134,900</b>	<b>1,116,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>206,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>56,600</b>	

# Connecticut—Hartford

**WTIC-TV**

Ch. 61

**Network Service:** Fox.

**Licensee:** WTIC-TV, Arch Communications Corp., One Corporate Center, Hartford, CT 06103.

**Studio:** One Corporate Center, Hartford, CT 06103.

**Telephone:** 203-527-6161. **TWX:** 710-474-0025. **Fax:** 203-293-1571.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1692-ft. above av. terrain, 1339-ft. above ground, 2049-ft. above sea level.

Latitude 41° 42' 13"  
Longitude 72° 49' 57"

**Transmitter:** Rattlesnake Mountain, near Rte. 6, Farmington, CT.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Microdyne, 5-meter C-band; Microdyne Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

**News Services:** CNN, AP.

**Ownership:** Chase Communications. Chase Communications Ownership: David T. Chase, pres., 51.98%; Roger M. Freedman, exec. v.p.-treas.; Cheryl C. Freedman, v.p.-secy., 42.575%; Arnold L. Chase, 5.445%. See Chase Bcstg. Inc. in Group Ownership of TV Stations.

**Began Operation:** September 17, 1984.

**Represented (sales):** Seltel.

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

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

**Personnel:**

- ARNOLD L. CHASE, chairman.
- ED KARLIK, president & general manager.
- ROBERT GLUCK, general sales manager.
- GARY ZENOBI, local sales manager.
- KATHRYN BRIDGMAN, national sales manager.
- W. VINCENT BURKE, news director.
- MELANIE GERIG, program director.
- MIKE WATT, promotion director.
- JOHN HUNTER, business manager.
- JIM PERRY, chief engineer.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Hartford. **AOI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	99
	Middlesex	52,500	51,600	98
	Tolland	41,900	41,100	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Litchfield	62,300	61,200	98
	New Haven	289,500	285,700	99
	New London	90,500	88,700	98
	Windham	36,000	35,300	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
<b>Station Totals</b>	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
<b>NEW YORK</b>				
Putnam	28,200	27,800	99	
<b>Net Weekly Circulation (1989)</b>		<b>1,518,900</b>	<b>1,496,200</b>	<b>99</b>
<b>Average Daily Circulation (1989)</b>				<b>611,000</b>
				<b>206,600</b>

# Connecticut—New Britain-Hartford

**WVIT**

Ch. 30

**Network Service:** NBC.

**Licensee:** Viacom International Inc./Arsenal MSUB 8 Inc., 1211 Ave. of the Americas, New York, NY 10036.

**Studio:** 1422 New Britain Ave., West Hartford, CT 06110.

**Telephones:** 203-521-3030; 203-223-3603. **TWX:** 710-425-1078.

**Fax:** 203-521-3110.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1485-ft. above av. terrain, 1129-ft. above ground, 1849-ft. above sea level.

Latitude 41° 42' 02"  
Longitude 72° 49' 57"

**Transmitter:** Rattlesnake Mountain, U.S. Rte. 6, Farmington, CT.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive MCE, 2.3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; RCA Americom, 3.5-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

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

**Ownership:** Viacom Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** February 13, 1953. Sale to present owner by Plains TV Corp. approved by FCC March 13, 1978 (*Television Digest*, Vol. 17:25). Sale to Plains by NBC approved Sept. 23, 1959 by FCC (Vol. 15:26, 28, 39). Sale to NBC of WKNB-TV-AM, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vol. 11:2, 9, 22, 26; 12:50).

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

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

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

**Personnel:**

- AL BOVA, vice president & general manager.
- MILDRED McNEILL, vice president, news & public affairs.
- AARON OLANDER, general sales manager.
- MARY ROSE McHUGH, national sales manager
- ROXANN NELSON, creative services manager.
- JOHN PALMER, program manager.
- BILL MENDOZA, production manager.
- TOM SEQUIN, business manager.
- ANITA FORD-SAUNDERS, public affairs director.
- NANCY GREER, marketing director.
- PAUL FREGA, news director.
- WILLIAM CANORA, chief engineer.

**Highest 30 Sec. Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$1,100.

**City of License:** New Britain. **ADI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	99
	Litchfield	62,300	61,200	98
	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
<b>Between 25-49%</b>	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Hampden	168,500	166,100	99
	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	Windham	36,000	35,300	98
<b>Station Totals</b>	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	Hampshire	49,600	48,600	98
<b>Station Totals</b>		<b>1,435,600</b>	<b>1,414,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>719,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>336,600</b>	

Our firm acted as financial advisor and broker in the 1978 sale of WVIT-TV

**THE TED HEPBURN COMPANY**

Ted Hepburn, President    Todd Hepburn, Vice-President  
325 Garden Road, Palm Beach, Florida 33480 (407) 853-8995  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Connecticut—New Haven-Hartford

**WTNH-TV**

Ch. 8

Network Service: ABC.

Licensee: Cook Inlet Communications Corp., 2525 C St., Suite 500, Anchorage, AK 99503.

Studio: 8 Elm St., New Haven, CT 06510.

Hartford Bureau: 2 Capitol Ave., Hartford, CT.

Mailing Address: Box 1859, New Haven, CT 06508.

Telephone: 203-784-8888. TWX: 710-465-1193. Fax: 203-773-1292.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1210-ft. above av. terrain, 909-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"  
Longitude 72° 57' 06"

Transmitter: Talmadge Rd., Mad Mare Mountain, Hamden, CT.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Andrew, 4.5-meter C-band; Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, DX Antenna, Harris, Avantek receivers.

News Services: ABC, AP, CNN, MediaLink, UPI.

Ownership: Cook Inlet Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: June 15, 1948. Sale to present owners by Capital Cities Communications approved by FCC Nov. 14, 1985 (Television Digest, Vol. 25:30, 31). Sale to Capital Cities by Triangle Publications approved by FCC Feb. 24, 1971. Previous sale by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales): Katz Television.

Represented (legal): Wilmer, Cutler & Pickering.

**Personnel:**

LEWIS FREIFELD, general manager.  
FRAN TIVALD, general sales manager.  
TONY D'ANGELO, national sales manager.  
BRUCE LAWRENCE, local sales manager.  
LAWRENCE MANNE, program director.  
BOB RUSSO, engineering manager.  
LISA FRANCO, public affairs manager.  
STEVE PERLER, business manager.  
ROBERT FELDMAN, news director.  
STAN ROMAN, operations manager.  
CATHY GUGERTY, director of creative services.

Highest 30 Sec. Rate: \$10,000.

NETWORK BASE HOURLY RATE: \$3700.

City of License: New Haven. ADI: Hartford-New Haven. Rank: 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CONNECTICUT</b> Hartford	316,800	312,100	99



WTNH-TV BPCT-4582 Granted 5/17/76

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Litchfield	62,300	61,200	98
	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	Windham	36,000	35,300	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
	<b>NEW YORK</b>			
Putnam	28,200	27,800	99	
Suffolk	426,000	422,000	99	
<b>RHODE ISLAND</b>				
Washington	37,200	36,600	98	
<b>Station Totals</b>		<b>1,899,700</b>	<b>1,874,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>910,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>485,600</b>	

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# Connecticut—New London

**WTWS**

Ch. 26

**Network Service:** None, independent.

**Licensee:** R & R Media Corp., Box 991, New London, CT 06320.

**Studio:** 216 Broad St., New London, CT 06320.

**Telephone:** 203-444-2626. **Telex:** 203-643-940. **Fax:** 203-440-2601.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2820-kw max. visual, 282-kw max. aural. Antenna: 1251-ft. above av. terrain, 1200-ft. above ground, 1501-ft. above sea level.

Latitude 41° 25' 05"  
Longitude 72° 11' 55"

**Transmitter:** 1.3-mi. SE on Hwy. 85, Montville.

**Satellite Earth Station:** Pinzone; Pinzone, DX Engineering receivers.

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

**Ownership:** R & R Media, 100%. R & R Media Ownership: Richard R. Rangoon, pres., 99%; James A. Kontoleon, v.p., 1%; Rod La Fountain, secy.

**Began Operation:** September 15, 1986.

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

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

**Personnel:**

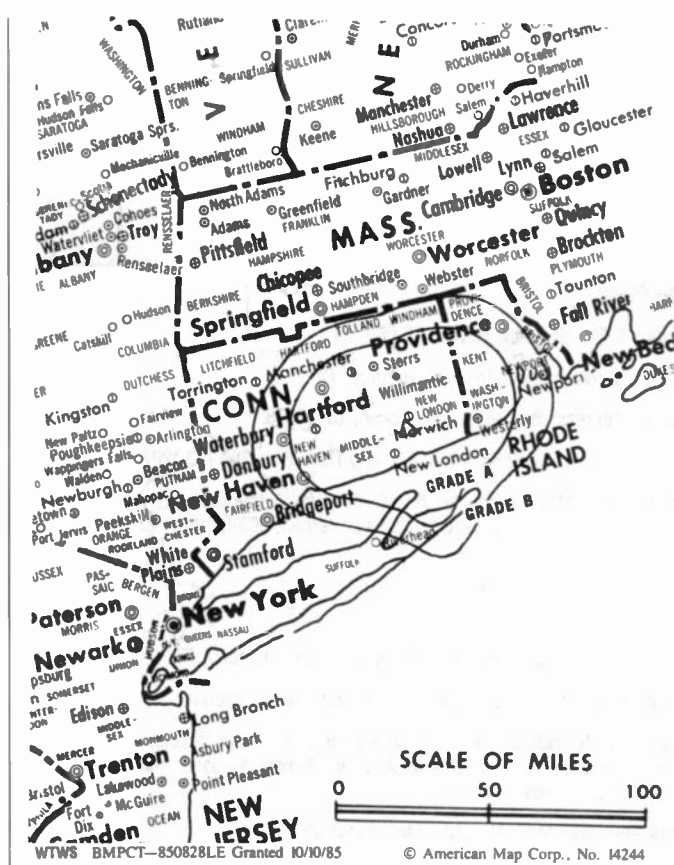
JIM KONTOLEON, vice president & general manager.  
BRUCE FOX, local sales manager.  
STEVEN ELLIS, engineering director.  
JIM PARISI, news director.  
RALPH GUARDIANO, operations manager.  
LAURA SNELL, promotion director.  
NANCY GREENE, business manager.

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

**Highest 30 Sec. Rate:** \$375.

**City of License:** New London. **AOI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	90,500	88,700	98
Between 5-24%	CONNECTICUT			
	Middlesex	52,500	51,600	98
	Tolland	41,900	41,100	98
	Windham	36,000	35,300	98
	RHODE ISLAND			
	Washington	37,200	36,600	98
<b>Station Totals</b>		<b>258,100</b>	<b>253,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>91,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>24,400</b>	

# Connecticut—Waterbury

**WTXX**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** Channel 20 Licensee Inc., 414 Meadow St., Waterbury, CT 06702.

**Studio:** 414 Meadow St., Waterbury, CT 06702.

**Telephone:** 203-575-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 2239-kw max. visual, 223.9-kw max. aural. Antenna: 1200-ft. above av. terrain, 1013-ft. above ground, 1749-ft. above sea level.

Latitude 41° 31' 04"  
Longitude 73° 01' 07"

**Transmitter:** Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, CT.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; M/A-Com, 3.7-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**Ownership:** Renaissance Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** September 4, 1953. Sale to present owners approved by FCC Nov. 9, 1981 (Television Digest, Vol. 21:18).

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

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

**Personnel:**

- GEOFFREY ROSE, vice president & general manager.
- HARVEY ADELBERG, general sales manager.
- NANCY McCORMICK, program director.
- CHARLES ALLEN, chief engineer.

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

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Waterbury. **ADI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

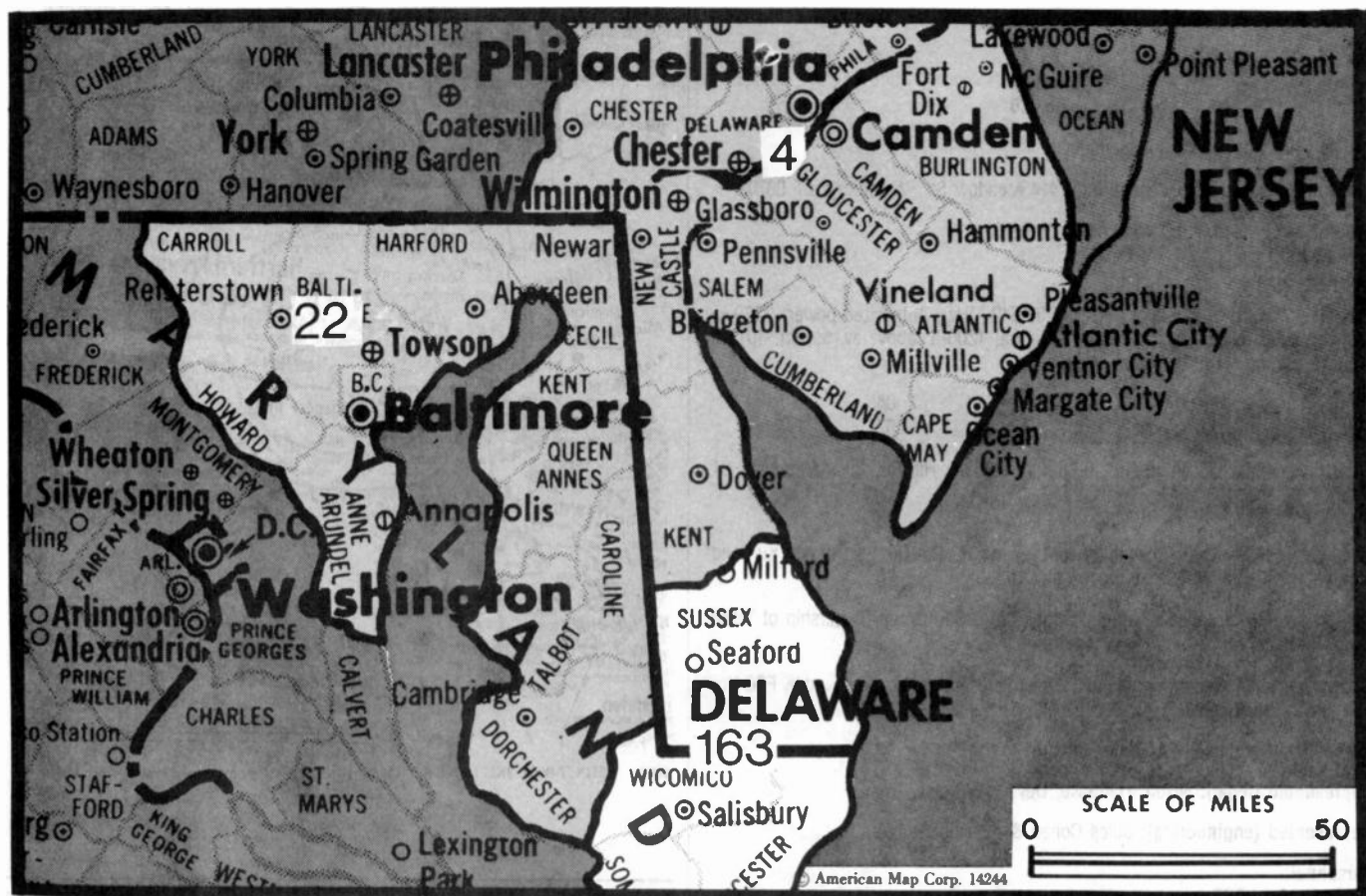
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CONNECTICUT</b>				
Between 25-49%	Fairfield	300,700	297,300	99
	Hartford	316,800	312,100	99
	Litchfield	62,300	61,200	98



WTXX BMPCT-820223KG Granted 3/11/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
	Windham	36,000	35,300	98
<b>MASSACHUSETTS</b>				
	Hampden	168,500	166,100	99
<b>MASSACHUSETTS</b>				
Between 5-24%	Hampshire	49,600	48,600	98
	<b>NEW YORK</b>			
	Putnam	28,200	27,800	99
	Suffolk	426,000	422,000	99
<b>Station Totals</b>		<b>1,862,500</b>	<b>1,837,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>552,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>178,000</b>	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Philadelphia, PA	2,642,500	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29)
Baltimore, MD	916,300	22	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	90,600	163	WBOC-TV (16), WMDT (47)

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**Delaware Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	0	1	1
Educational Television Stations	1	1	2
	1	2	3



# Delaware—Wilmington

**WTGI-TV**

**Ch. 61**

**Network Service:** Telemundo.

**Licensee:** Delaware Valley Bcstrs. L.P., One Christina Plaza, 303 A St., Wilmington, DE 19801.

**Studio:** One Christina Plaza, 303 A St., Wilmington, DE 19801.

**Telephone:** 302-654-6161. **Fax:** 302-654-8561.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 958-ft. above av. terrain, 950-ft. above ground, 1049-ft. above sea level.

Latitude 39° 41' 43"  
Longitude 75° 17' 55"

**Transmitter:** Old Vespers Rd., 2.8-mi. NNE of Woodstown.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 4.0-meter Ku-band; Vertex, 6.1-meter C-band.

**Ownership:** Elmer Lindale, chmn., 51%; Daniel G. Slape, 40%.

**Began Operation:** July 9, 1986.

**Represented (sales):** Telemundo.

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

**Represented (engineering):** Mullaney Engineering Inc.

**Personnel:**

DANIEL G. SLAPE, general manager.  
EVERETT G. PETTIECORD, station manager & program director.  
URIEL RENDON, local sales manager.  
DAN BOROWICZ, chief engineer.  
PAT PIERANTOZZI, business manager.  
LORI HILL, promotion & marketing coordinator.

**Rates:** On request.

**City of License:** Wilmington. **ADI:** Philadelphia. **Rank:** 4.



WTGI-TV BMPCT-860617KF Granted 6/27/86

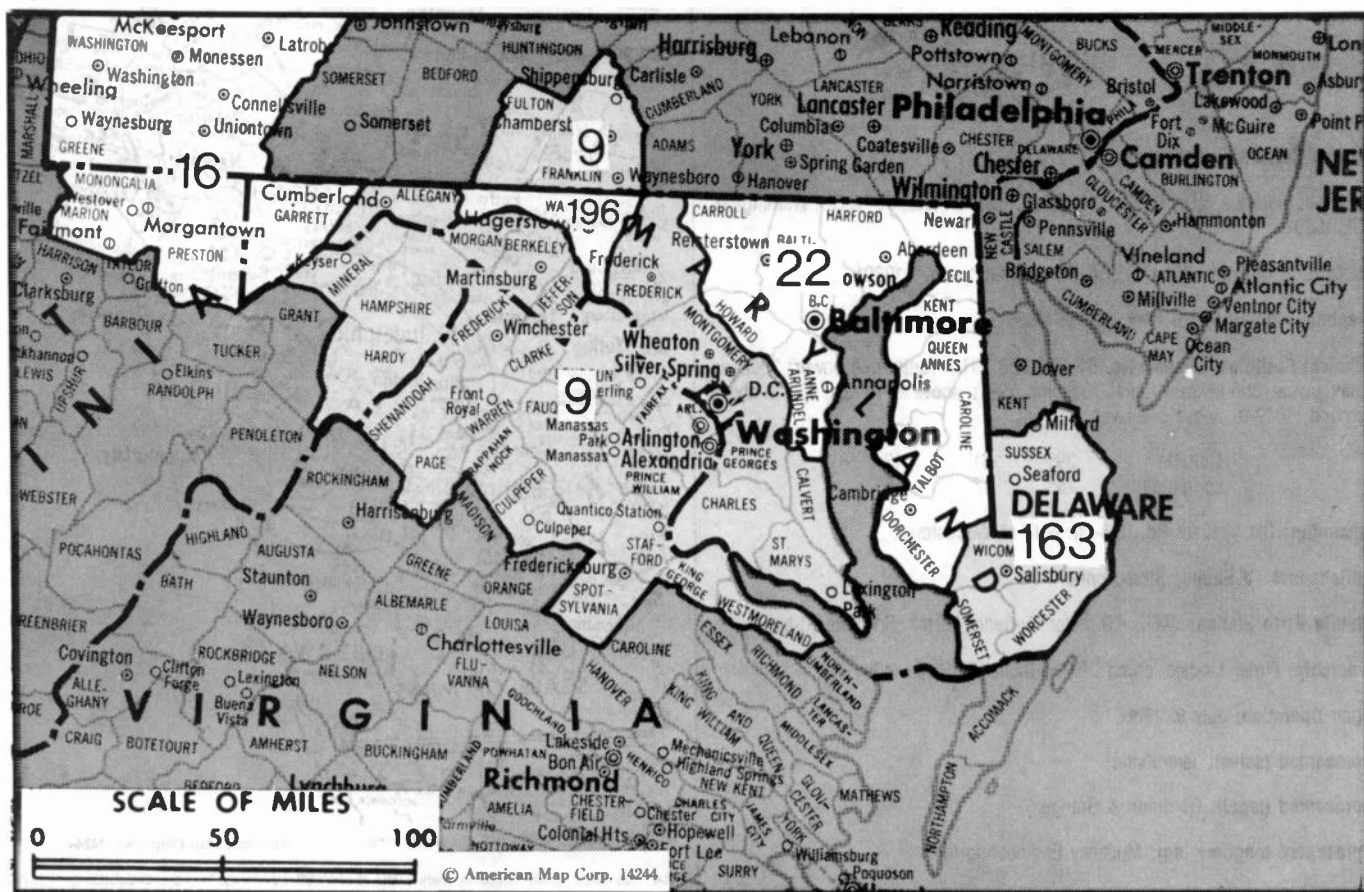
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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>DELAWARE</b>				
<b>Between 5-24%</b>	Kent	37,500	37,200	99
<b>Station Totals</b>		<b>37,500</b>	<b>37,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>14,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>2,300</b>	



# District of Columbia



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,638,900	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,186,800	16	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	916,300	22	WBAL-TV (11), WBFF (45), WHSV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	90,600	163	WBOC-TV (16), WMDT (47)
Hagerstown, MD	41,200	196	WHAG-TV (25), WJAL (68)

### State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WTKK, Washington ..... See Manassas, VA

### District of Columbia Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	4	2	6
Educational Television Stations	0	2	2
	4	4	8

# District of Columbia—Washington

## WDCA-TV

Ch. 20

Network Service: None, independent.

Licensee: TVX of Washington Inc., 5202 River Rd., Bethesda, MD 20816.

Studio: 5202 River Rd., Bethesda, MD 20816.

Telephone: 301-654-2600.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 4000-kw max. & 3090-kw horizontal visual, 400-kw max. & 309-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.40"  
Longitude 77° 06' 18.20"

Transmitter: 5202 River Rd., Bethesda, MD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Harris, 6-meter C-band; Harris, 3-meter C-band; AFC, 4-meter Ku-band; Harris receivers.

Ownership: TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

Began Operation: April 20, 1966. Sale to Improvement Leasing Co. by Milton Grant & assoc. approved by FCC May 7, 1969 (Television Digest, Vol. 8:50; 9:19). Sale to Taft Television & Radio by Improvement Leasing Co. approved by FCC Aug. 16, 1979 (Vol. 18:18; 19:30, 33-36). Sale to present owner by Taft approved Feb. 20, 1987 (Vol. 27:9, 14, 15).

Represented (sales): Seltel Inc.

Represented (legal): McFadden, Evans & Sill.

### Personnel:

RICHARD H. WILLIAMS, general manager.  
HELEN FEINBLOOM, general sales manager.  
J. W. LINKENAUER, national sales manager.  
PEDRO PEREZ, chief engineer.  
MARK BURDETTE, local sales manager.  
KEM MAHER, program director.  
MARK FELDMAN, director, marketing & promotion.

Rates: On request.

City of License: Washington. ADI: Washington, DC. Rank: 9.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
	<b>MARYLAND</b>			
	Calvert	15,100	14,900	99
Charles	29,000	28,700	99	
Prince Georges	243,300	242,400	100	
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Mineral	10,300	10,200	99
	<b>MARYLAND</b>			
	Allegany	29,000	28,700	99
	Anne Arundel	145,500	144,800	100
	Frederick	47,200	46,900	99
	Howard	57,700	57,500	100
	Montgomery	257,300	256,400	100
	Queen Annes	11,100	11,000	99
	St Marys	23,100	22,900	99
	Talbot	11,400	11,300	99
	Washington	41,400	41,100	99
	Wicomico	26,600	26,400	99
	<b>PENNSYLVANIA</b>			
Franklin	45,300	43,900	97	
<b>VIRGINIA</b>				
Albemarle	40,200	39,500	98	
Arlington	131,700	131,000	100	



WDCA-TV BPCT-4374 Granted 10/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Culpeper</b>	8,700	8,600	99
	Fairfax	274,100	273,100	100
	Fauquier	15,200	15,000	99
	Frederick	21,300	21,100	99
	King George	4,200	4,100	99
	Loudoun	24,900	24,600	99
	Prince William	64,300	64,000	99
	Spotsylvania	20,900	20,700	99
	Stafford	16,800	16,600	99
	Warren	9,200	9,000	98
	Westmoreland	5,900	5,800	98
	Hampton City	44,500	44,200	99
	Newport News City	58,900	58,600	99
	Va Beach City	116,500	115,800	99
<b>Between 5-24%</b>	<b>WEST VIRGINIA</b>			
	Berkeley	20,300	20,100	99
	<b>MARYLAND</b>			
	Baltimore	259,800	258,700	100
	Caroline	9,200	9,100	99
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Dorchester	11,500	11,300	99
	Harford	55,600	55,300	99
	Kent	6,600	6,500	98
	Baltimore City	282,200	280,900	100
	<b>PENNSYLVANIA</b>			
	Adams	25,600	25,000	98
	Fulton	5,500	5,300	96
<b>VIRGINIA</b>				
Caroline	6,500	6,400	98	
Clarke	4,000	4,000	100	
Dinwiddie	21,500	21,200	99	

(Continued on page A-219)

Station Totals	3,248,300	3,225,500	99
Net Weekly Circulation (1989)		1,111,900	
Average Daily Circulation (1989)		378,800	

# District of Columbia—Washington

**WFTY**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Channel 50 Inc., 12276 Wilkins Ave., Rockville, MD 20852.

**Studio:** 12276 Wilkins Ave., Rockville, MD 20852.

**Telephone:** 301-230-1550.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 2450-kw max. & 1860-kw horizontal visual, 245-kw max. & 186-kw horizontal aural. Antenna: 570-ft. above av. terrain, 509-ft. above ground, 797-ft. above sea level.

Latitude 38° 57' 44"  
Longitude 77° 01' 36"

Holds CP for change to 2438-kw max. visual, 810-ft. above av. terrain, 732-ft. above ground, 1020-ft. above sea level. BMPCT-871109KG.

**Transmitter:** NW Corner of 9th & Peabody, Washington.

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter C-band; ADM, 3-meter C-band.

**Ownership:** Corridor Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1981. Sale to present owners by Theodore S. Ledbetter Jr. approved by FCC Jan. 17, 1985.

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

**Represented (legal):** Patton, Boggs & Blow.

**Personnel:**

- NOLANDA HILL, chairman of the board & president.
- ANDREW M. OCKERSHAUSEN, general manager.
- LISA BRANNOCK, exec. vice president & station manager.
- KENNETH WHITE, vice president & chief financial officer.
- EDDIE SACHS, local sales manager.
- DON HAZEN, vice president, engineering & operations.
- JIM LANGE, chief engineer.
- TERRI ANDERSON, promotion director.
- HERBERT WILLIS, business manager.

**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate:** \$425.

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Anne Arundel	145,500	144,800	100
	Calvert	15,100	14,900	99
	Charles	29,000	28,700	99



WFTY BMPCT-871109KG Granted 1/27/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	<b>DORCHESTER</b>	11,500	11,300	99
	Frederick	47,200	46,900	99
	Howard	57,700	57,500	100
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
	Queen Annes	11,100	11,000	99
	St Marys	23,100	22,900	99
	Baltimore City	282,200	280,900	100
	<b>VIRGINIA</b>			
	Arlington	131,700	131,000	100
	Clarke	4,000	4,000	100
	Fairfax	274,100	273,100	100
	Fauquier	15,200	15,000	99
	Frederick	21,300	21,100	99
	King George	4,200	4,100	99
	Loudoun	24,900	24,600	99
	Prince William	64,300	64,000	99
<b>Station Totals</b>		<b>1,915,900</b>	<b>1,905,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>316,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>82,900</b>	

# District of Columbia—Washington

**WJLA-TV**

**Ch. 7**

**Network Service:** ABC.

**Licensee:** WJLA Inc., 3007 Tilden St. NW, Washington, DC 20008.

**Studio:** 3007 Tilden St. NW, Washington, DC 20008.

**Telephone:** 202-364-7777. **TWX:** 710-822-9505. **Fax:** 202-364-1943.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 48-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"  
Longitude 77° 04' 47"

**Transmitter:** 4010 Chesapeake St. NW.

**Satellite Earth Station:** Satcom Technologies, 5.5-meter Ku-band; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Allbritton Communications Co. See Group Ownership of Television Stations.

**Began Operation:** October 3, 1947.

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

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

**Personnel:**

- MICHAEL MOORE, president & chief executive officer.
- JOHN C. LONG, executive vice president & general manager.
- JANE E. COHEN, vice president, operations.
- JOHN TOLLEFSON, vice president & director of engineering.
- THURSA THOMAS, vice president, communications.
- JOSEPH DeIGROSSO, vice president & director of sales.
- BILL HAIGHT, local sales manager.
- BOB CASAZZA, vice president, marketing & promotion.
- BONNIE RANDOLPH, manager, finance & administration.
- JOYCE KRAVITZ, director of public relations.
- ROB REICHLUM, news director.

**Highest One Hour Rate:** \$50,000.

**Highest 30 Sec. Rate:** \$25,000.

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

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>				
		Dist Of Columbia	253,200	250,700	99
	<b>MARYLAND</b>				
		Allegany	29,000	28,700	99
		Calvert	15,100	14,900	99
		Charles	29,000	28,700	99
		Frederick	47,200	46,900	99
		Howard	57,700	57,500	100
		Montgomery	257,300	256,400	100
		Prince Georges	243,300	242,400	100
		St Marys	23,100	22,900	99
		Washington	41,400	41,100	99
	<b>VIRGINIA</b>				
		Arlington	131,700	131,000	100
		Clarke	4,000	4,000	100
		Culpeper	8,700	8,600	99
		Fairfax	274,100	273,100	100
	Fauquier	15,200	15,000	99	
	Frederick	21,300	21,100	99	
	King George	4,200	4,100	99	
	Loudoun	24,900	24,600	99	



WJLA-TV BMAPCT-7405 Granted 7/25/72 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Prince William	64,300	64,000	99
	Rappahannock	2,600	2,600	100
	Spotsylvania	20,900	20,700	99
	Stafford	16,800	16,600	99
	Warren	9,200	9,000	98
	Westmoreland	5,900	5,800	98
<b>WEST VIRGINIA</b>				
	Berkeley	20,300	20,100	99
	Jefferson	12,700	12,600	99
	Mineral	10,300	10,200	99
<b>MARYLAND</b>				
<b>Between 25-49%</b>	Anne Arundel	145,500	144,800	100
	Carroll	40,100	39,900	100
	Queen Annes	11,100	11,000	99
	Talbot	11,400	11,300	99
<b>PENNSYLVANIA</b>				
	Franklin	45,300	43,900	97
	Fulton	5,500	5,300	96
<b>VIRGINIA</b>				
	Madison	3,900	3,800	97
	Page	7,700	7,700	100
	Shenandoah	11,400	11,300	99
<b>WEST VIRGINIA</b>				
	Hampshire	6,000	5,900	98
	Hardy	3,700	3,600	97
	Morgan	4,500	4,400	98

<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Baltimore	259,800	258,700	100
	Caroline	9,200	9,100	99
	Dorchester	11,500	11,300	99
	Harford	55,600	55,300	99
	Kent	6,600	6,500	98

(Continued on page A-219)

<b>Station Totals</b>	<b>2,720,100</b>	<b>2,701,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,589,400</b>	
<b>Average Daily Circulation (1989)</b>		<b>846,300</b>	

# District of Columbia—Washington

## WRC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 5, 4001 Nebraska Ave. NW, Washington, DC 20016.

**Studio:** 4001 Nebraska Ave. NW, Washington, DC 20016.

**Telephone:** 202-885-4000. **TWX:** 202-965-0804.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 458-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.80"  
Longitude 77° 04' 53.50"

Holds CP for change to 627-ft. above av. terrain, 469-ft. above ground, 856-ft. above sea level. BPCT-890316KE.

**Transmitter:** 4001 Nebraska Ave. NW.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter.

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

**Ownership:** National Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 27, 1947.

**Represented (sales):** NBC TV Spot Sales.

### Personnel:

ALLAN HORLICK, vice president & general manager.  
LARRY SPERO, sales director.  
THOMAS MANN, director, facilities & engineering.  
STEPHEN DICKLER, sales manager.  
MARGARET McNALLY, sales manager.  
KATHLEEN McCAMPBELL, director, programming.  
JACK ABERNATHY, director, broadcast operations & finance.  
CAROL BAKER, director, operations & engineering production.  
RICHARD GOGGIN, director, advertising & promotion.  
PAUL BESSON, director, employe relations.  
BRET MARCUS, director, news.  
WENDY WHITE, managing editor.

**Rates:** On request.

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

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>				
	Dist Of Columbia	253,200	250,700	99	
<b>MARYLAND</b>	Calvert	15,100	14,900	99	
	Charles	29,000	28,700	99	
	Frederick	47,200	46,900	99	
	Howard	57,700	57,500	100	
	Montgomery	257,300	256,400	100	
	Prince Georges	243,300	242,400	100	
	St Marys	23,100	22,900	99	
	Washington	41,400	41,100	99	
	<b>VIRGINIA</b>	Arlington	131,700	131,000	100
		Clarke	4,000	4,000	100
		Culpeper	8,700	8,600	99
		Fairfax	274,100	273,100	100
		Fauquier	15,200	15,000	99
		Frederick	21,300	21,100	99
King George		4,200	4,100	99	
Loudoun		24,900	24,600	99	
Prince William		64,300	64,000	99	



WRC-TV BPCT-890316KE Granted 6/28/89

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>MARYLAND</b>				
	Rappahannock	2,600	2,600	100	
	Shenandoah	11,400	11,300	99	
	Spotsylvania	20,900	20,700	99	
	Stafford	16,800	16,600	99	
	Warren	9,200	9,000	98	
	Westmoreland	5,900	5,800	98	
<b>WEST VIRGINIA</b>	Berkeley	20,300	20,100	99	
	Jefferson	12,700	12,600	99	
	<b>MARYLAND</b>	Anne Arundel	145,500	144,800	100
		Carroll	40,100	39,900	100
		Dorchester	11,500	11,300	99
		Kent	6,600	6,500	98
		Queen Annes	11,100	11,000	99
		Talbot	11,400	11,300	99
	Wicomico	26,600	26,400	99	
	<b>VIRGINIA</b>	Madison	3,900	3,800	97
Page		7,700	7,700	100	
Rockingham		28,300	27,900	99	
<b>WEST VIRGINIA</b>	Hampshire	6,000	5,900	98	
	Hardy	3,700	3,600	97	
	Morgan	4,500	4,400	98	
<b>Between 5-24%</b>	<b>MARYLAND</b>				
	Baltimore	259,800	258,700	100	
	Caroline	9,200	9,100	99	
	Harford	55,600	55,300	99	
	Somerset	6,900	6,800	99	
Baltimore City	282,200	280,900	100		
(Continued on page A-219)					
<b>Station Totals</b>		<b>2,667,200</b>	<b>2,649,200</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>1,563,700</b>		
<b>Average Daily Circulation (1989)</b>			<b>840,000</b>		

# District of Columbia—Washington

**WUSA**

Ch. 9

Network Service: CBS.

Licensee: Gannett Co. Inc., Broadcast House, 4001 Brandywine St. NW, Washington, DC 20016.

Studio: 4001 Brandywine St. NW, Washington, DC 20016.

Telephone: 202-364-3900. TWX: 710-822-9776. Fax: 202-966-7948.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"  
Longitude 77° 04' 47"

Transmitter: Broadcast House.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris, 6.1-meter C-band; Harris, 4.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, UPI, Reuters, Western Union Weather.

Ownership: Gannett Co. Inc., 100%. See Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: January 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25). Washington Post acquired 100% in October 1954 (Vol. 10:42). Exchange for WWJ-TV (now WDIV), Detroit, MI approved by FCC May 18, 1978 (Vol. 17:58; 18:21). Sale by Evening News Assn. to present owner approved Jan. 13, 1986.

Represented (sales): Blair Television.

Represented (legal): Pierson, Ball & Dowd.

**Personnel:**

- HENRY K. YAGGI III, president & general manager.
- LAWRENCE P. HERBSTER, vice president, business affairs.
- DAVID PEARCE, vice president, news.
- SANDRA BUTLER-JONES, vice president, broadcast operations.
- LEON ANGLIN, vice president & chief engineer.
- STEPHEN COOK, general sales manager.
- PAUL TRELSTAD, local sales manager.
- LYNN BEALL, national sales manager.
- JAMES MARTIN, operations manager.
- LOUISE ABERNATHY, personnel manager.
- DIANE DIGIT, public relations manager.
- MARK DeSANTIS, promotion manager.
- KHALIM PIANKHI, manager, community affairs.
- KEVIN O'TOOL, controller.

Highest 30 Sec. Rate: \$8000.

NETWORK BASE HOURLY RATE: \$2350.

City of License: Washington. ADI: Washington, DC. Rank: 9.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>				
		Dist Of Columbia	253,200	250,700	99
	<b>MARYLAND</b>				
		Allegany	29,000	28,700	99
		Calvert	15,100	14,900	99
		Charles	29,000	28,700	99
		Frederick	47,200	46,900	99
		Howard	57,700	57,500	100
		Montgomery	257,300	256,400	100
		Prince Georges	243,300	242,400	100
	St Marys	23,100	22,900	99	
	Washington	41,400	41,100	99	



WUSA BMPCT-7389 Granted 8/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	<b>VIRGINIA</b>				
		Arlington	131,700	131,000	100
		Clarke	4,000	4,000	100
		Culpeper	8,700	8,600	99
		Fairfax	274,100	273,100	100
		Fauquier	15,200	15,000	99
		Frederick	21,300	21,100	99
		King George	4,200	4,100	99
		Loudoun	24,900	24,600	99
		Page	7,700	7,700	100
		Prince William	64,300	64,000	99
		Rappahannock	2,600	2,600	100
		Rockingham	28,300	27,900	99
		Shenandoah	11,400	11,300	99
		Spotsylvania	20,900	20,700	99
		Stafford	16,800	16,600	99
		Warren	9,200	9,000	98
	Westmoreland	5,900	5,800	98	
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>				
		Berkeley	20,300	20,100	99
		Hardy	3,700	3,600	97
		Jefferson	12,700	12,600	99
		Mineral	10,300	10,200	99
		Morgan	4,500	4,400	98
	<b>MARYLAND</b>				
	Anne Arundel	145,500	144,800	100	
	Carroll	40,100	39,900	100	
	Queen Annes	11,100	11,000	99	
	Talbot	11,400	11,300	99	
<b>PENNSYLVANIA</b>					
	Franklin	45,300	43,900	97	

(Continued on page A-219)

<b>Station Totals</b>	<b>2,726,700</b>	<b>2,707,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,608,200</b>	
<b>Average Daily Circulation (1989)</b>		<b>899,000</b>	



# District of Columbia—Washington

**WTTG**

**Ch. 5**

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Studio:** 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Telephone:** 202-244-5151. **TWX:** 910-881-5757. **Fax:** 202-244-1745.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"  
Longitude 77° 04' 57"

**Transmitter:** 5151 Wisconsin Ave. NW, Washington.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 10-meter; Microdyne, 5-meter; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Fox Television Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1947. Sale by Metromedia Inc. to present owner approved by FCC Nov. 14, 1985.

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

**Personnel:**

- THOMAS HERWITZ, vice president & general manager.
- MICHAEL WORTSMAN, vice president & general sales manager.
- JOSEPH SAIITA, station manager & news director.
- LINDY SPERO, vice president & director, creative services.
- BILL CUNNINGHAM, vice president & business manager.
- GARY QUINN, chief engineer.
- RICK GOLD, local sales manager.
- PETER PAISLEY, local sales manager.
- GINGER KRAUS, national sales manager.
- GLENN DYER, program director.
- DEBORAH DUGAN, director, public services.
- PAM SENUA, director, research.
- MARK POERTNER, production manager.
- DONNA HARRIS, traffic manager.

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
	<b>MARYLAND</b>			
	Allegany	29,000	28,700	99
	Anne Arundel	145,500	144,800	100
	Calvert	15,100	14,900	99
	Caroline	9,200	9,100	99
	Carroll	40,100	39,900	100
	Charles	29,000	28,700	99
	Dorchester	11,500	11,300	99
	Frederick	47,200	46,900	99
	Howard	57,700	57,500	100
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
	St Marys	23,100	22,900	99
	Talbot	11,400	11,300	99
	Washington	41,400	41,100	99
	Worcester	14,900	14,600	98
	<b>PENNSYLVANIA</b>			
	Fulton	5,500	5,300	96
	<b>VIRGINIA</b>			
Arlington	131,700	131,000	100	
Clarke	4,000	4,000	100	
Culpeper	8,700	8,600	99	
Essex	3,200	3,100	97	
Fairfax	274,100	273,100	100	



WTTG BMPCT-5854 Granted 6/25/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fauquier	15,200	15,000	99
	Frederick	21,300	21,100	99
	King George	4,200	4,100	99
	Loudoun	24,900	24,600	99
	Page	7,700	7,700	100
	Prince William	64,300	64,000	99
	Rappahannock	2,600	2,600	100
	Rockingham	28,300	27,900	99
	Shenandoah	11,400	11,300	99
	Spotsylvania	20,900	20,700	99
	Stafford	16,800	16,600	99
	Warren	9,200	9,000	98
	Westmoreland	5,900	5,800	98
	<b>WEST VIRGINIA</b>			
	Berkeley	20,300	20,100	99
Hampshire	6,000	5,900	98	
Jefferson	12,700	12,600	99	
Mineral	10,300	10,200	99	
Morgan	4,500	4,400	98	
<b>DELAWARE</b>				
Sussex	42,300	41,800	99	
<b>MARYLAND</b>				
Baltimore	259,800	258,700	100	
Harford	55,600	55,300	99	
Kent	6,600	6,500	98	
Queen Annes	11,100	11,000	99	
Somerset	6,900	6,800	99	
Wicomico	26,600	26,400	99	
<b>NORTH CAROLINA</b>				
Cumberland	86,500	85,500	99	
(Continued on page A-219)				
<b>Station Totals</b>		<b>4,383,200</b>	<b>4,345,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>2,011,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>870,000</b>	

# District of Columbia

## WJLA-TV, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	<b>MARYLAND</b>		
	Wicomico	26,600	26,400 99
	Baltimore City	282,200	280,900 100
	<b>PENNSYLVANIA</b>		
	Adams	25,600	25,000 98
	Bedford	17,700	17,200 97
	<b>VIRGINIA</b>		
	Augusta	33,400	33,000 99
	Caroline	6,500	6,400 98
	Essex	3,200	3,100 97
	Louisa	6,900	6,800 98
	Orange	7,500	7,400 98
	Rockingham	28,300	27,900 99

## WRC-TV, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	<b>PENNSYLVANIA</b>		
	Adams	25,600	25,000 98
	Franklin	45,300	43,900 97
	Fulton	5,500	5,300 96
	<b>VIRGINIA</b>		
	Augusta	33,400	33,000 99
	Caroline	6,500	6,400 98
	Essex	3,200	3,100 97
	Northumberland	4,100	4,100 99
	Orange	7,500	7,400 98

## WDCA-TV, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	<b>VIRGINIA</b>		
	Greene	3,200	3,100 97
	Henrico	77,400	76,700 99
	Madison	3,900	3,800 97
	Page	7,700	7,700 100
	Pittsylvania	40,700	40,200 99
	Prince George	15,500	15,400 99
	Rappahannock	2,600	2,600 100
	Rockbridge	10,300	10,200 99
	Rockingham	28,300	27,900 99
	Shenandoah	11,400	11,300 99
	York	16,700	16,500 99
	Norfolk City	93,700	92,900 99
	Portsmouth City	40,100	39,800 99
	<b>WEST VIRGINIA</b>		
	Hardy	3,700	3,600 97
	Jefferson	12,700	12,600 99
	Morgan	4,500	4,400 98

## WUSA, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 25-49%	<b>VIRGINIA</b>			
	Albemarle	40,200	39,500 98	
	Augusta	33,400	33,000 99	
	Madison	3,900	3,800 97	
	Northumberland	4,100	4,100 99	
	<b>WEST VIRGINIA</b>			
	Grant	3,600	3,500 97	
	Hampshire	6,000	5,900 98	
	Between 5-24%	<b>MARYLAND</b>		
		Baltimore	259,800	258,700 100
Caroline	9,200	9,100 99		

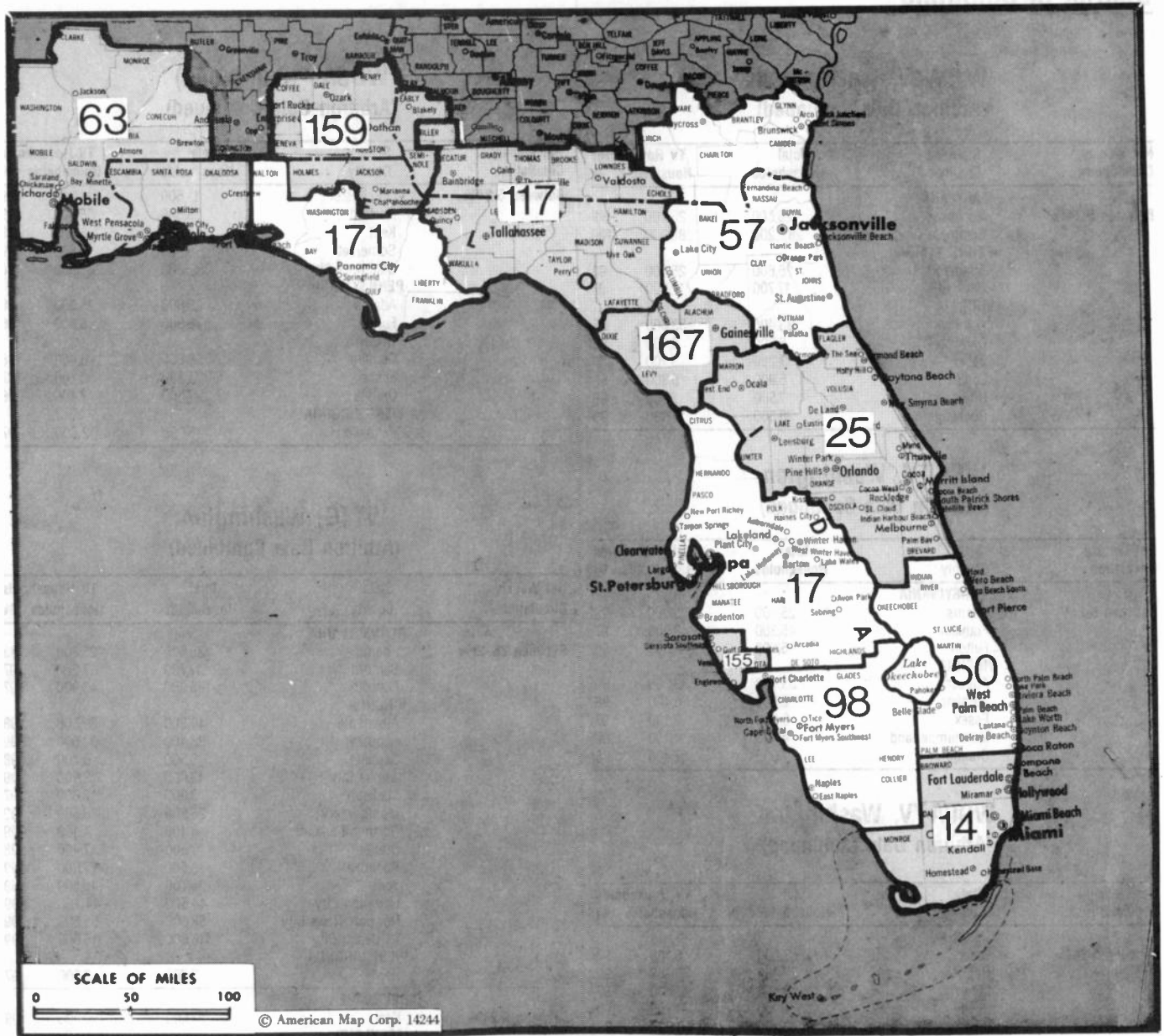
## WUSA—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Dorchester	11,500	11,300 99
	Harford	55,600	55,300 99
	Kent	6,600	6,500 98
	Somerset	6,900	6,800 99
	Baltimore City	282,200	280,900 100
	<b>PENNSYLVANIA</b>		
	Adams	25,600	25,000 98
	Fulton	5,500	5,300 96
	<b>VIRGINIA</b>		
	Caroline	6,500	6,400 98
	Essex	3,200	3,100 97
	Orange	7,500	7,400 98
	<b>WEST VIRGINIA</b>		
	Pendleton	3,000	2,900 97

## WTTG, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 25-49%	<b>PENNSYLVANIA</b>			
	Adams	25,600	25,000 98	
	Bedford	17,700	17,200 97	
	Franklin	45,300	43,900 97	
	<b>VIRGINIA</b>			
	Albemarle	40,200	39,500 98	
	Augusta	33,400	33,000 99	
	Caroline	6,500	6,400 98	
	James City	13,000	12,900 99	
	Madison	3,900	3,800 97	
	Montgomery	26,800	26,500 99	
	Northumberland	4,100	4,100 99	
	Orange	7,500	7,400 98	
	Roanoke	78,500	77,800 99	
	York	16,700	16,500 99	
	Hampton City	44,500	44,200 99	
	Newport News City	58,900	58,600 99	
	Va Beach City	116,500	115,800 99	
	<b>WEST VIRGINIA</b>			
	Hardy	3,700	3,600 97	
	Between 5-24%	<b>DELAWARE</b>		
		Kent	37,500	37,200 99
		<b>MARYLAND</b>		
Cecil		23,700	23,600 100	
Baltimore City		282,200	280,900 100	
<b>NORTH CAROLINA</b>				
Craven		30,000	29,700 99	
Edgecombe		20,700	20,500 99	
Nash		27,400	27,000 99	
Pitt		38,100	37,600 99	
Wake	145,600	144,300 99		
<b>PENNSYLVANIA</b>				
Cumberland	72,600	71,400 98		
Huntingdon	15,400	15,000 97		
York	125,900	123,700 98		
<b>SOUTH CAROLINA</b>				
Lexington	64,400	63,500 99		
Richland	100,200	99,000 99		
<b>VIRGINIA</b>				
Accomack	11,800	11,500 98		
Dinwiddie	21,500	21,200 99		
Greene	3,200	3,100 97		
Hanover	19,200	18,900 98		
Henrico	77,400	76,700 99		
Henry	28,100	27,800 99		
Prince George	15,500	15,400 99		
Richmond	2,600	2,600 100		
Rockbridge	10,300	10,200 99		
Norfolk City	93,700	92,900 99		
Portsmouth City	40,100	39,800 99		
Richmond City	88,700	87,900 99		
<b>WEST VIRGINIA</b>				
Grant	3,600	3,500 97		
Pendleton	3,000	2,900 97		





Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Miami, FL.....	1,259,900	14	WBFS-TV (33), WCIX (6), WDZL (39), WHFT (45), WLTV (23), WPLG (10), WSCV (51), WSVN (7), WTVJ (4), WYHS (69)
Tampa-St. Petersburg, FL.....	1,161,600	17	WBHS (50), WCLF (22), WFLA-TV (8), WFTS (28), WTMV (32), WTOG (44), WTSP-TV (10), WTVT (13)
Orlando-Daytona Beach-Melbourne, FL.....	827,500	25	WACX (55), WAYK (56), WAYQ (26), WBSF (43), WCPX-TV (6), WESH (2), WFTV (9), WKCF (68), WOFL (35), WTGL-TV (52)
West Palm Beach-Fort Pierce-Vero Beach, FL.....	490,100	50	WFLX (29), WPEC (12), WPTV (5), WTVX (34)
Jacksonville, FL.....	449,800	57	WAWS-TV (30), WJKS (17), WJXT (4), WNFT (47), WTLV (12)
Mobile, AL-Pensacola, FL.....	410,400	63	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Fort Myers-Naples, FL.....	235,400	98	WBBH-TV (20), WEVU (26), WFTX (36), WINK-TV (11), WNPL-TV (46)
Tallahassee, FL-Thomasville, GA.....	183,000	117	WCTV (6), WTLH (49), WTWC (40), WTXL-TV (27)
Sarasota, FL.....	118,200	155	WWSB (40)
Dothan, AL.....	106,000	159	WDHN (18), WTVY (4)
Gainesville, NY.....	84,900	167	WCJB (20), WOGX (51)
Panama City, FL.....	79,600	171	WJHG-TV (7), WMBB (13), WPGX (28)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WWSB, Bradenton .....	See Sarasota, FL
WFTX, Cape Coral .....	See Fort Myers, FL
WPAN, Fort Walton Beach .....	See Pensacola, FL
WCLF, Clearwater .....	See Tampa, FL
WKCF, Clermont .....	See Orlando, FL
WTGL-TV, Cocoa .....	See Orlando, FL
WAYQ, WCPX-TV, WESH, WFTV, Daytona Beach .....	See Orlando, FL
WTVX, Fort Pierce .....	See West Palm Beach, FL
WACX, Leesburg .....	See Orlando, FL
WAYK & WBSF, Melbourne .....	See Orlando, FL
WEVU, Naples .....	See Fort Myers, FL
WOGX, Ocala .....	See Gainesville, FL
WALA-TV, WKRG-TV, WMPV-TV & WPMI, Pensacola .....	See Mobile, AL
WXFL, WFTS, WTOG, WTSP-TV & WTVT, St. Petersburg .....	See Tampa, FL
WTLH, Tallahassee .....	See Bainbridge, GA
WVGA, Tallahassee .....	See Valdosta, GA
WPBF, Tequesta .....	See West Palm Beach, FL
WTVX, Vero Beach .....	See West Palm Beach, FL

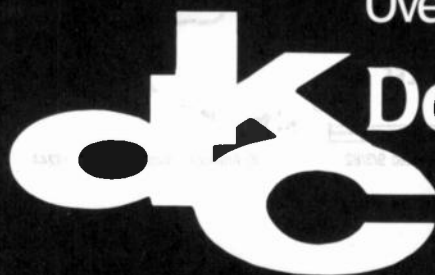
**Florida Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	18	38	56
Educational Television Stations	5	9	14
	23	47	70

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# Florida—Fort Myers

**WBBH-TV**

Ch. 20

Network Service: NBC.

Licensee: Waterman Bcstg. Corp. of Florida, 3719 Central Ave., Fort Myers, FL 33901.

Studio: 3719 Central Ave., Fort Myers, FL 33901.

Telephone: 813-939-2020.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2619-kw horizontal visual, 500-kw max. & 262-kw horizontal aural. Antenna: 1482-ft. above av. terrain, 1518-ft. above ground, 1549-ft. above sea level.

Latitude 26° 49' 27"  
Longitude 81° 45' 51"

Transmitter: Rte. 31, 2.3-mi. S of Tuckers Corner.

Satellite Earth Station: Harris, 10-meter Ku-band; Harris receivers.

News Services: AP, UPI.

Ownership: Waterman Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: December 18, 1968. Sale to present owners by William N. Dakos, et al., approved by FCC July 9, 1979.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

**Personnel:**

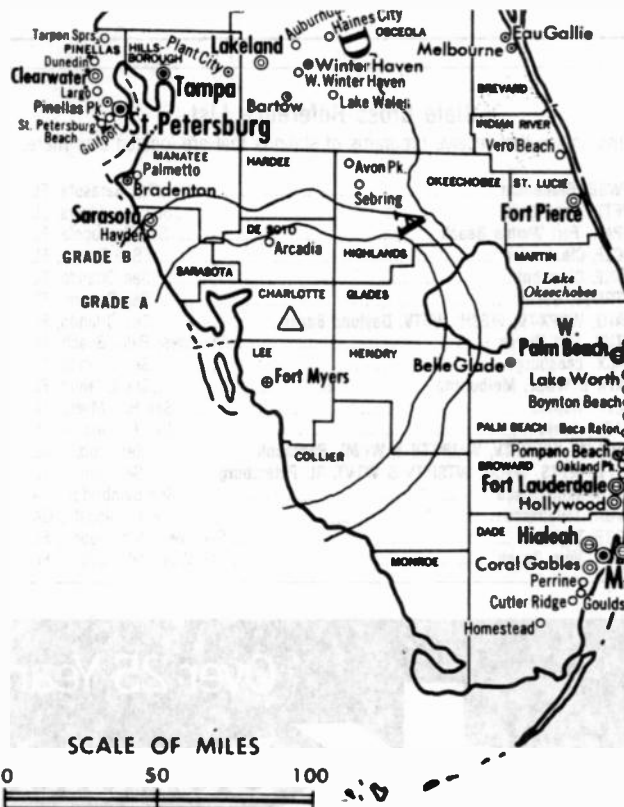
STEVE PONTIUS, vice president & general manager.  
DIANE GOWER, general sales manager.  
ROBERT M. CLEVELAND, chief engineer.  
GERALD POPPE, director of finance.  
EVELYN JEWETT, national sales administrator.  
CHERE AVERY, news director.  
KIM DOBB, program coordinator.  
KENT SCHNEIDER, marketing director.  
LISA FAAS, creative services/production.  
DEBI SMITH, computer traffic manager.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$750.

City of License: Fort Myers. ADI: Fort Myers-Naples. Rank: 98.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WBBH-TV BMPCT-820426KE Granted 9/3/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	41,000	40,400	99
	Collier	54,700	53,600	98
	Glades	2,800	2,700	96
	Hendry	8,100	7,900	98
Lee	126,100	124,700	99	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	De Soto	8,100	8,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hardee	7,400	7,300	99
	Highlands	26,800	26,400	99
	Okeechobee	10,500	10,400	99
Sarasota	119,100	118,000	99	
<b>Station Totals</b>		<b>404,600</b>	<b>399,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>227,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>150,600</b>	

# Florida—Naples-Fort Myers

**WEVU**

Ch. 26

**Network Service:** ABC.

**Licensee:** Caloosa Television Corp.

**Studio:** 26 Broadcast Park, 3451 Bonita Bay, Bonita Springs, FL 33923.

**Sales:** Box 6260, Fort Myers, FL 33906.

**Telephones:** 813-597-6038; 813-332-0076. TWX: 510-951-7340.

**Fax:** 813-947-1722.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1209-ft. above av. terrain, 1224-ft. above ground, 1249-ft. above sea level.

Latitude 26° 25' 22"  
Longitude 81° 37' 49"

**Transmitter:** 21990 Carter Rd., Estero, FL 33928.

**Multichannel TV Sound:** Stereo only.

**News Service:** AP.

**Ownership:** The Home News Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 21, 1974. Sale to present owner approved by FCC Aug. 24, 1978.

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

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

**Personnel:**

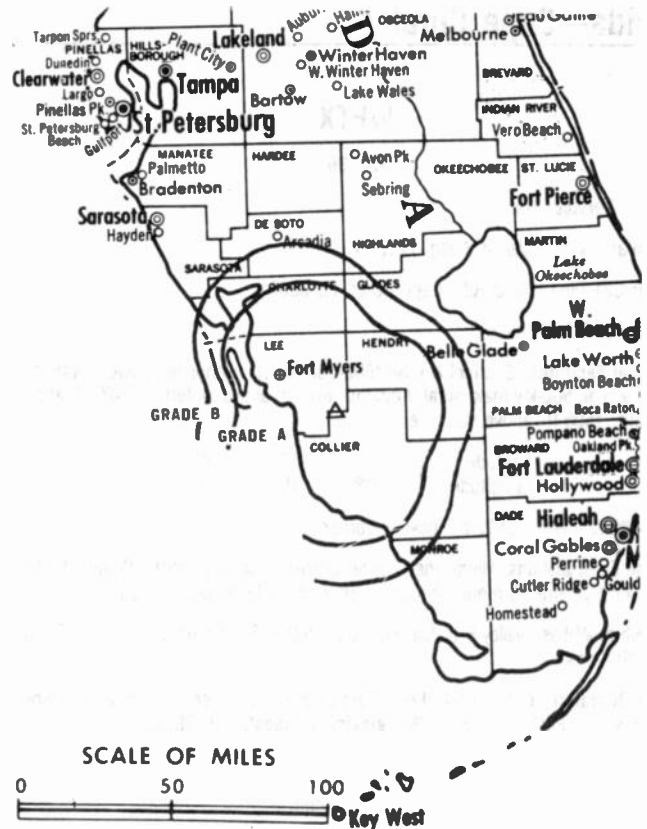
- RAY KARPOWICZ, president.
- LARRY LANDAKER, vice president & chief operations officer.
- DAVE McKELVEY, vice president, engineering.
- HANK DOUGLAS, sales manager, Naples.
- RON COMINGS, news director.
- G. SUE PETERS, program director.
- MARY NELSON, promotion director.
- ANN STAFF, business manager.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Naples. ADI: Fort Myers-Naples. Rank: 98.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
	<b>FLORIDA</b>		
<b>50% &amp; Over</b>	Charlotte	41,000	40,400 99
	Collier	54,700	53,600 98
	Lee	126,100	124,700 99



WEVU 8PCT-860702KG Granted 6/10/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
	<b>FLORIDA</b>		
<b>Between 25-49%</b>	Hendry	8,100	7,900 98
	<b>FLORIDA</b>		
<b>Between 5-24%</b>	De Soto	8,100	8,000 99
	Glades	2,800	2,700 96
<b>Station Totals</b>		<b>240,800</b>	<b>237,300 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>172,700</b>
<b>Average Daily Circulation (1989)</b>			<b>85,000</b>

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# Florida—Cape Coral

**WFTX**

Ch. 36

**Network Service:** Fox.

**Licensee:** Wabash Valley Bcstg. Corp.

**Studio:** 621 Pine Island Rd., Cape Coral, FL 33991.

**Telephone:** 813-574-3636.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1476-ft. above av. terrain, 1477-ft. above ground, 1506-ft. above sea level.

Latitude 26° 47' 43"  
Longitude 81° 48' 04"

**Transmitter:** 4.9-mi. SSW of Tuckers Corner.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Prodelin, 3-meter C-band; United Satellite Systems, 3-meter Ku-band; Automation Techniques receivers.

**Ownership:** Wabash Valley Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 14, 1985. Sale to present owner by Family TV Assoc. approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:38).

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

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

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

**Personnel:**

- CHRIS ANDREWS, general manager.
- ROD HALL, general sales manager.
- MERRILY HUFF, program manager.
- DICK ENDERWOOD, program director.
- JERRY BLEVINS, chief engineer.
- PAM O'DONNELL, business manager.

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

**Highest 30 Sec. Rate:** \$600.

**City of License:** Cape Coral. **ADI:** Fort Myers-Naples. **Rank:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	41,000	40,400	99
	Lee	126,100	124,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Collier	54,700	53,600	98
	De Soto	8,100	8,000	99
	Glades	2,800	2,700	96
	Hendry	8,100	7,900	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hardee	7,400	7,300	99
	Highlands	26,800	26,400	99
	Okeechobee	10,500	10,400	99
	Sarasota	119,100	118,000	99
<b>Station Totals</b>		<b>404,600</b>	<b>399,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>159,000</b>
<b>Average Daily Circulation (1989)</b>				<b>63,700</b>

# Florida—Fort Myers

## WINK-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Fort Myers Broadcasting Co., Box 1060, Fort Myers, FL 33902.

**Studio:** 2824 Palm Beach Blvd., Fort Myers, FL 33916.

**Telephone:** 813-334-1131. **TWX:** 510-951-7371. **Fax:** 813-334-0744.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1478-ft. above av. terrain, 1475-ft. above ground, 1505-ft. above sea level.

Latitude 26° 48' 01"  
Longitude 81° 45' 48"

**Transmitter:** State Rte. 31, 3.8-mi. S of Tuckers Corner, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 9-meter C-band; Microdyne, 7-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Paracclipse, 4-meter C-band; Harris, Microdyne, Scientific-Atlanta, Wegener, Zephyr receivers.

**AM Affiliate:** WINK, 1-kw, 1240 kHz (CBS).

**FM Affiliate:** WINK-FM, 100-kw, 96.9 MHz (No. 245), 1320-ft.

**News Services:** AP, CNN, Florida News Network, NIWS.

**Ownership:** Fort Myers Bcstg. Co. Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

**Began Operation:** March 6, 1954.

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

**Represented (legal):** Leibowitz & Spencer.

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

**Personnel:**

JOSEPH C. SCHWARTZEL, vice president & general manager.  
KEN SNEEDEN, station manager.  
MARK EDWARDS, general sales manager.  
JACK HARDINGHAM, program director.  
WENDI DUNLAP, promotion manager.  
GALEN HASSINGER, operations manager.  
JOHN EMMERT, news director.  
RITA MASSEY, production manager.  
CHARLES RAMSEY, chief engineer.

**Rates:** On request.

**City of License:** Fort Myers. **ADI:** Fort Myers-Naples. **Rank:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	FLORIDA Charlotte	41,000	40,400	99
	Collier	54,700	53,600	98



WINK-TV BPC7-870205KH Granted 5/18/87

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	De Soto	8,100	8,000	99
	Glades	2,800	2,700	96
	Hendry	8,100	7,900	98
	Lee	126,100	124,700	99
<b>Between 25-49%</b>	FLORIDA Highlands	26,800	26,400	99
	Sarasota	119,100	118,000	99
<b>Between 5-24%</b>	FLORIDA Hardee	7,400	7,300	99
	Oklaechobee	10,500	10,400	99
<b>Station Totals</b>		<b>404,600</b>	<b>399,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>265,400</b>
<b>Average Daily Circulation (1989)</b>				<b>158,400</b>

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# Florida—Gainesville

**WCJB**

Ch. 20

**Network Service:** ABC.

**Licensee:** Gainesville Television Inc., Five Milk St., Box 7437, Portland, ME 04112.

**Studio:** 6220 N.W. 43rd St., Gainesville, FL 32606.

**Mailing Address:** Box WCJB, Gainesville, FL 32602.

**Telephone:** 904-377-2020. **TWX:** 510-100-8946. **Fax:** 904-371-0747.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 2803-kw max. & 2350-kw horizontal visual, 282-kw max. & 235-kw horizontal aural. Antenna: 925-ft. above av. terrain, 985-ft. above ground, 1049-ft. above sea level.

Latitude 29° 32' 11"  
Longitude 82° 24' 00"

**Transmitter:** 1.35-mi. S of Wacahoota.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

**News Services:** ABC, AP, Conus, Florida News Network.

**Ownership:** Diversified Communications, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 7, 1971. Sale to present owner by William E. Minshall approved by FCC Oct. 12, 1976.

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

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

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

**Personnel:**

CAROLYN CATLIN, vice president & general manager.  
BRUCE SWEARINGEN, general sales manager.  
JIMMY CROMWELL, national sales manager.  
MICHAEL SHERRILL, director of engineering.  
STEVE HUNSICKER, news director.  
KAREN WOOLFSTEAD, program director.  
ROBIN SNYDER, promotion director.  
TIM HOSKINSON, controller.  
ALAN JOHNS, director of production services.  
SHERI CASON, traffic manager.

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

**Highest 30 Sec. Rate:** \$1200.

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

**City of License:** Gainesville. **ADI:** Gainesville. **Rank:** 167.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WCJB BPCT-900124KF Granted 10/15/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	70,100	68,800	98
	Bradford	7,900	7,800	99
	Columbia	15,400	15,100	98
	Dixie	3,400	3,300	97
	Gilchrist	2,600	2,600	100
	Lafayette	1,500	1,500	100
	Levy	9,800	9,500	97
	Marion	71,500	70,200	98
	Suwannee Union	9,800	9,600	97
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hamilton Putnam	3,300	3,200	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Citrus Taylor	38,000	37,300	98
<b>Station Totals</b>		<b>266,400</b>	<b>261,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>141,500</b>
<b>Average Daily Circulation (1989)</b>				<b>86,200</b>

# Florida—Ocala-Gainesville

**WOGX**

**Ch. 51**

**Network Service:** None, independent.

**Licensee:** Wabash Valley Bcstg. Corp., 9100 Keystone Crossing, Suite 725, Indianapolis, IN 46240.

**Studio:** 1551 S.W. 37th Ave., Ocala, FL 32674.

**Mailing Address:** Box 3985, Ocala, FL 32678.

**Telephone:** 904-351-5151. **Fax:** 904-237-5423.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 2750-kw horizontal visual, 275-kw horizontal aural. Antenna: 920-ft. above av. terrain, 889-ft. above ground, 1049-ft. above sea level.

Latitude 29° 21' 32"  
Longitude 82° 19' 53"

**Transmitter:** County Road 316, approx. 4.7 mi. W of Fairfield, FL.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; RCA Americom, 4.5-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** Wabash Valley Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1983. Sale to present owner by Big Sun TV Inc. approved by FCC Aug. 12, 1986.

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

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

**Personnel:**

- MEL GROSSMAN, vice president & general manager.
- CLAY BRINKER, general sales manager.
- FRANK HOWELL, local sales manager.
- GORDON SHOCKNEY, chief engineer.
- RANDY KEISER, program director.
- BOB FULP, promotion assistant.
- PATRICIA ALLEN, business manager.
- LEN CAMPBELL, production manager.
- CHARON CROY, traffic manager.

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

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

**City of License:** Ocala. **ADI:** Gainesville. **Rank:** 167.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WOGX BMPCT—820329KH Granted 10/24/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	70,100	68,800	98
	Dixie	3,400	3,300	97
	Gilchrist	2,600	2,600	100
	Levy	9,800	9,500	97
	Marion	71,500	70,200	98
	Union	2,400	2,400	100
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Bradford	7,900	7,800	99
	Citrus	38,000	37,300	98
	Putnam	23,800	23,500	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Columbia	15,400	15,100	98
	Lake	58,600	58,000	99
	Sumter	11,700	11,500	98
	Suwannee	9,800	9,600	97
<b>Station Totals</b>		<b>325,000</b>	<b>319,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>129,700</b>
<b>Average Daily Circulation (1989)</b>				<b>55,700</b>



# Florida—Jacksonville

## WAWS-TV

Ch. 30

Network Service: Fox.

Licensee: Malrite Communications Group Inc., 1200 Statler Office Tower, Cleveland, OH 44115.

Studio: 8675 Hogan Rd., Jacksonville, FL 32216.

Telephone: 904-642-3030. TWX: 810-827-1860.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2750-kw max. & 759-kw horizontal visual, 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1030-ft. above ground, 1045-ft. above sea level.

Latitude 30° 16' 52.50"  
Longitude 81° 34' 15.00"

Holds CP for change to 5000-kw max. visual, 508-kw max. aural, 991-ft. above av. terrain, 997-ft. above ground, 1012-ft. above sea level; lat. 30° 16' 53", long. 81° 34' 15". BPCT-851007KE.

Transmitter: Hogan Rd. near Pottsborg Creek, Jacksonville.

Satellite Earth Station: Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

Ownership: Malrite Communications Group Inc., 100%. See Group Ownership of Television Stations. Sale pending to Clear Channel Television (Television Digest, Vol. 29:9, 28).

Began Operation: February 15, 1981.

Represented (sales): Independent TV Sales.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Ralph Evans & Associates.

### Personnel:

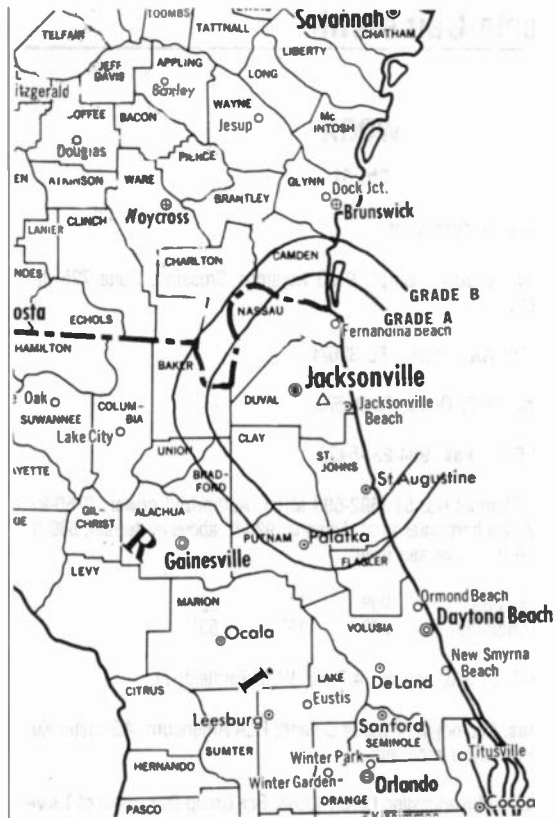
JOE GERSH, general sales manager.  
ANDY COMEGY, national sales manager.  
MARTIN LAYNE, chief engineer.  
LYNN DeFOOR, business manager.

Highest 30 Sec. Rate: \$1750.

City of License: Jacksonville. ADI: Jacksonville. Rank: 57.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	FLORIDA			
	Bradford	7,900	7,800	99
	Clay	32,300	32,000	99
	Duval	259,500	257,500	99
	Nassau	15,400	15,300	99
	St Johns	30,400	30,100	99



WAWS-TV BPCT-851007KE Granted 11/25/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	GEORGIA			
	Camden	6,100	6,000	98
	Charlton	2,800	2,700	98
	Glynn	23,400	23,100	99
	Ware	13,400	13,200	99
Between 25-49%	FLORIDA			
	Baker	5,500	5,400	98
	Putnam	23,800	23,500	99
	Union	2,400	2,400	100
Between 5-24%	GEORGIA			
	Brantley	3,800	3,700	97
Between 5-24%	FLORIDA			
	Columbia	15,400	15,100	98
	Flagler	8,300	8,100	98
Station Totals		450,400	445,900	99
Net Weekly Circulation (1989)				247,100
Average Daily Circulation (1989)				102,400

# Florida—Jacksonville

**WJKS**

Ch. 17

**Network Service:** ABC.

**Licensee:** Jacksonville Television Inc., 817 E. Washington St., Tampa, FL 33602.

**Studio:** 9117 Hogan Rd., Jacksonville, FL 32216.

**Mailing Address:** Box 17000, Jacksonville, FL 32245.

**Telephone:** 904-641-1700. **TWX:** 810-827-0284. **Fax:** 904-641-0306.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 4570-kw max. & 1450-kw horizontal visual, 457-kw max. & 145-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1015-ft. above ground, 1049-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 47"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 998-ft. above av. terrain, 978-ft. above ground, 1013-ft. above sea level. BPCT-860708KG.

**Transmitter:** 9117 Hogan Rd., Jacksonville.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Hubcom, 2.3-meter Ku-band; ADM, 6.1-meter C-band; Andrew, 6.1-meter C-band; Andrew, 5.5-meter C-band; Vertex, 4.7-meter Ku-band; Avantek, DX Engineering, Gardiner, M/A-Corn receivers.

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

**Ownership:** Media General Broadcasting Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 19, 1966. Sale to present owner by Ziff-Davis Bcstg. approved by FCC Oct. 21, 1982 (Television Digest, Vol. 21:48; 22:8, 30).

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

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

**Represented (engineering):** David Steel & Associates Inc.

**Personnel:**

- BILL WHITE, vice president & general manager.
- ROY TYM, general sales manager.
- JOHN HEISLMAN, national sales manager.
- JOYCE LUEDERS, program director.
- MICHAEL CREW, news director.
- DAVID AYOTTE, operations manager.
- JOHN BOLES, promotion director.
- GUS MITHOFF, business manager.

**Rates:** On request.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	FLORIDA Baker	5,500	5,400	98
	Bradford	7,900	7,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	CLAY	32,300	32,000	99
	DUVAL	259,500	257,500	99
	NASSAU	15,400	15,300	99
	PUTNAM	23,800	23,500	99
	ST. JOHNS	30,400	30,100	99
	UNION	2,400	2,400	100
<b>GEORGIA</b>	CAMDEN	6,100	6,000	98
	CHARLTON	2,800	2,700	98
	GLYNN	23,400	23,100	99
	WARE	13,400	13,200	99
<b>FLORIDA</b>	COLUMBIA	15,400	15,100	98
<b>Between 25-49%</b>	FLORIDA Suwannee	9,800	9,600	97
	GEORGIA Brantley	3,800	3,700	97
<b>Between 5-24%</b>	Clinch	2,300	2,300	99
	Pierce	4,600	4,500	98
	<b>Station Totals</b>	<b>458,800</b>	<b>454,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>334,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>157,500</b>	

# Florida—Jacksonville

**WJXT**

Ch. 4

**Network Service:** CBS.

**Licensee:** Post-Newsweek Stations Florida Inc., 1851 Southampton Rd., Box 5270, Jacksonville, FL 32207.

**Studio:** 1851 Southampton Rd., Jacksonville, FL 32207.

**Mailing Address:** Box 5270, Jacksonville, FL 32207.

**Telephone:** 904-399-4000. **TWX:** 810-827-1605. **Fax:** 904-393-9822.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 960-ft. above av. terrain, 938-ft. above ground, 984-ft. above sea level.

Latitude 30° 16' 23"  
Longitude 81° 33' 13"

**Transmitter:** 9830 Anders Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** SatCom, 9.2-meter C-band; 2 SatCom, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter Ku-band; DX Engineering, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Florida News Network.

**Ownership:** Post-Newsweek Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** September 15, 1949. Sold to present owner Jan. 1953 (*Television Digest*, Vol. 8:51; 9:1, 5).

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

**Represented (legal):** Covington & Burling.

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

**Personnel:**

- STEVE WASSERMAN, vice president & general manager.
- DON CARMICHAEL, vice president & general sales manager.
- ANN PACE, vice president & program director.
- JACK POTTER, national sales manager.
- JIM BIGGERS, engineering manager.
- BART FEDER, news director.
- DAVID WAY, director of business affairs.
- CINDY HAAS, operations manager.
- RON NEPA, creative services director.
- KEN KAMINSKI, broadcast operations director.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$3808.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Alachua	70,100	68,800	98
	Baker	5,500	5,400	98
	Bradford	7,900	7,800	99
	Clay	32,300	32,000	99
	Columbia	15,400	15,100	98
	Duval	259,500	257,500	99



WJXT BMPCT—850222Kf Granted 4/18/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hamilton	3,300	3,200	97
	Nassau	15,400	15,300	99
	Putnam	23,800	23,500	99
	St. Johns	30,400	30,100	99
	Union	2,400	2,400	100
<b>GEORGIA</b>				
	Brantley	3,800	3,700	97
	Camden	6,100	6,000	98
	Charlton	2,800	2,700	98
	Clinch	2,300	2,300	99
	Glynn	23,400	23,100	99
	Ware	13,400	13,200	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Flagler	8,300	8,100	98
	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
	Pierce	4,600	4,500	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Dixie	3,400	3,300	97
	Gilchrist	2,600	2,600	100
	Levy	9,800	9,500	97
	Marion	71,500	70,200	98
	Suwannee	9,800	9,600	97
	<b>GEORGIA</b>			
	Wayne	7,400	7,300	99
<b>Station Totals</b>		<b>638,800</b>	<b>630,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>465,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>302,200</b>	

# Florida—Jacksonville

**WNFT**

Ch. 47

**Network Service:** None, independent.

**Licensee:** North Florida 47 Inc., Box 17547, Jacksonville, FL 32216.

**Studio:** 2117 University Blvd. S., Jacksonville, FL 32216.

**Mailing Address:** Box 17547, Jacksonville, FL 32216.

**Telephone:** 904-725-4700. **Telex:** 810-827-0206.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 981-ft. above av. terrain, 974-ft. above ground, 1001-ft. above sea level.

Latitude 30° 16' 34"  
Longitude 81° 33' 58"

**Transmitter:** Hogan Rd., Jacksonville.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Avcom, 5-meter C-band.

**News Service:** UPI.

**Ownership:** Thomas R. McGehee, pres., 50%; Frank S. McGehee, exec. v.p., 50%; Ray Davis, v.p. & gen. mgr.; Raymond A. Patterson, v.p.; Jeff C. Ashcraft; James W. Dupree Jr., treas.

**Began Operation:** August 1, 1980.

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

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

**Personnel:**

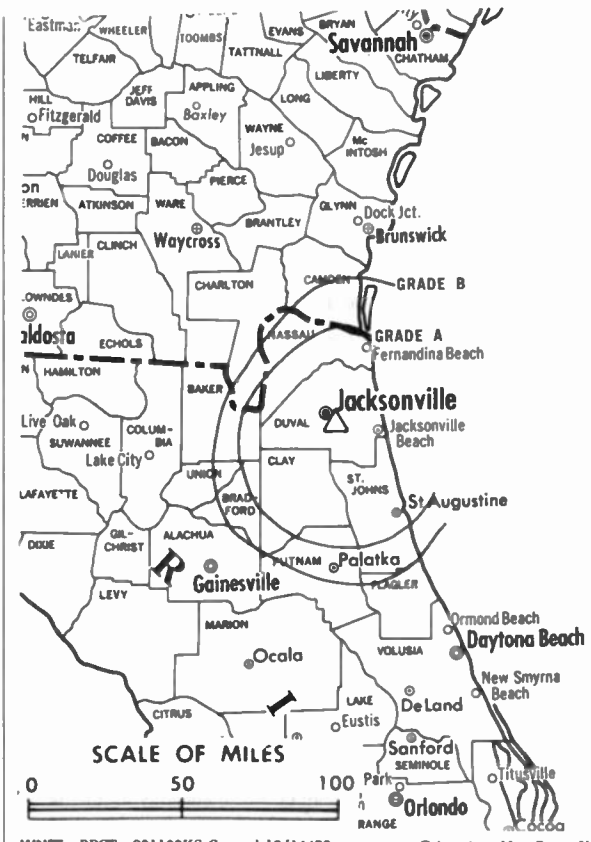
- RAY DAVIS, vice president & general manager.
- LYNN MORTIMER, general sales manager.
- SANDI LOWE, local sales manager.
- CHARLES MCHAN, director of engineering.
- LEANZA CORNETT, news director.
- KAREN J. GORMAN, program director.
- PHIL ST. LAURENT, promotion manager.
- DAVE MURPHY, business manager.

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

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Baker	5,500	5,400	98
	Duval	259,500	257,500	99
	Nassau	15,400	15,300	99



WNFT BPCT—831103KS Granted 12/14/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Johns	30,400	30,100	99
Between 25-49%	FLORIDA			
	Bradford	7,900	7,800	99
	Clay	32,300	32,000	99
	Putnam	23,800	23,500	99
	Union	2,400	2,400	100
GEORGIA	Camden	6,100	6,000	98
	Charlton	2,800	2,700	98
	Between 5-24%	FLORIDA		
	Columbia	15,400	15,100	98
GEORGIA	Brantley	3,800	3,700	97
	Ware	13,400	13,200	99
	<b>Station Totals</b>	<b>418,700</b>	<b>414,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>203,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>75,100</b>	

# Florida—Jacksonville

**WTLV**

Ch. 12

**Network Service:** NBC.

**Licensee:** Television 12 of Jacksonville Inc., Box TV-12, Jacksonville, FL 32231.

**Studio:** 1070 E. Adams St., Jacksonville, FL 32202.

**Telephone:** 904-354-1212. **Fax:** 904-354-3299.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 60-kw aural. Antenna: Circularly polarized, 970-ft. above av. terrain, 999-ft. above ground, 1049-ft. above sea level.

Latitude 30° 16' 23"  
Longitude 81° 33' 13"

**Transmitter:** 9830 Anders Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Satcom Technologies, 9.2-meter; Andrew, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter; Vertex, 3.6-meter; Avantek, Avcom, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1957. Interim operating authority for Ch. 12 was granted Jan. 9, 1969 by FCC; operation by Ch. 12 of Jacksonville began April 1, 1969. Transfer of control of licensee to Harte-Hanks Newspapers approved by FCC March 27, 1975 (Television Digest, Vol. 14:34; 15:7). FCC approved sale to Gannett Co. by Harte-Hanks Jan. 22, 1988 (Vol. 27:49; 28:6).

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

**Represented (legal):** Reed, Smith, Shaw & McClay.

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

**Personnel:**

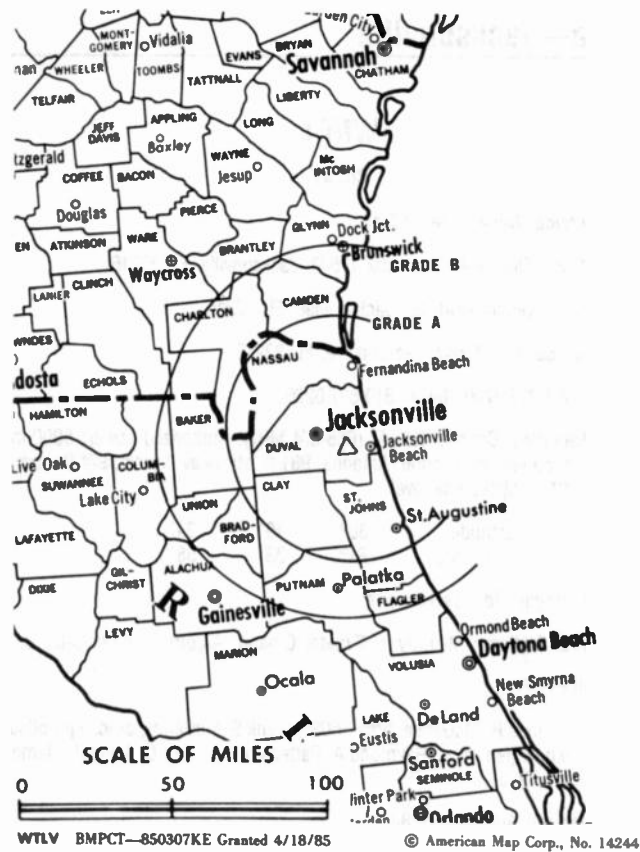
- KENNETH TONNING, president & general manager.
- KENNETH BAUDER, vice president, sales.
- PAMELA GARDNER, vice president, promotion & programming.
- PAUL BALDWIN, vice president, news.
- JIM PIERSON, local sales manager.
- CHUCK SELF, national sales manager.
- JERRY NORDSIEK, director of engineering.
- RACHEL SOLES, business manager.
- BONNIE SOLLOWAY, marketing director.
- MIKE SALMEN, production manager.

**Highest 30 Sec. Rate:** \$3200.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Baker	5,500	5,400	98
	Bradford	7,900	7,800	99
	Clay	32,300	32,000	99
	Columbia	15,400	15,100	98
	Duval	259,500	257,500	99
	Nassau	15,400	15,300	99



WTLV BMPCT—850307KE Granted 4/18/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	23,800	23,500	99
	St Johns	30,400	30,100	99
	Union	2,400	2,400	100
	<b>GEORGIA</b>			
	Camden	6,100	6,000	98
	Charlton	2,800	2,700	98
	Glynn	23,400	23,100	99
	Ware	13,400	13,200	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Suwannee	9,800	9,600	97
	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
	Brantley	3,800	3,700	97
	Clinch	2,300	2,300	99
	Pierce	4,600	4,500	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Alachua	70,100	68,800	98
	Flagler	8,300	8,100	98
	Gilchrist	2,600	2,600	100
	Hamilton	3,300	3,200	97
	Levy	9,800	9,500	97
	<b>GEORGIA</b>			
	Wayne	7,400	7,300	99
<b>Station Totals</b>		<b>563,900</b>	<b>557,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>406,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>247,100</b>	

# Florida—Miami

## WBFS-TV

Ch. 33

**Network Service:** None, independent.

**Licensee:** Channel 33 Inc., 16550 N.W. 52nd Ave., Miami, FL 33014.

**Studio:** 16550 N.W. 52nd Ave., Miami, FL 33014.

**Telephone:** 305-621-3333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 924-ft. above av. terrain, 927-ft. above ground, 931-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 33"

**Transmitter:** 390 N.W. 210th St., Miami.

**Satellite Earth Stations:** Harris, 9-meter C-band; Harris, 6.1-meter C-band; Harris receivers.

**Ownership:** Combined Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 9, 1984. Transfer of control to present owners approved by FCC June 8, 1988.

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

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

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

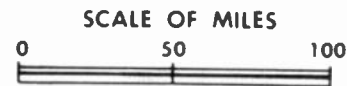
**Personnel:**

- JERRY CARR, general manager.
- ROGER GREEN, general sales manager.
- ELI MATH, local sales manager.
- CAROLINE SCOLLARD, national sales manager.
- JIM COTTRILL, chief engineer.
- STAN WASILIK, program director.
- LEE ROWAND, promotion director.
- PAULA ABERLE, business manager.

**Rates:** On request.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WBFS-TV BMPCT-840322KG Granted 10/31/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Broward	516,800	513,800	99
	Dade	695,700	690,000	99
Between 5-24%	FLORIDA			
	Palm Beach	347,100	343,100	99
<b>Station Totals</b>		<b>1,559,600</b>	<b>1,546,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>559,900</b>
<b>Average Daily Circulation (1989)</b>				<b>212,500</b>

# Florida—Miami

**WCIX**

Ch. 6

**Network Service:** CBS.

**Licensee:** CBS Inc., 51 West 52nd St., New York, NY 10019.

**Studio:** 8900 N.W. 18th Terrace, Miami, FL 33172.

**Telephones:** 305-593-0606; 305-522-6060. Fax: 305-591-3706.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 1802-ft. above av. terrain, 1842-ft. above ground, 1849-ft. above sea level.

Latitude 25° 32' 24"  
Longitude 80° 28' 07"

**Transmitter:** 17107 S.W. 248th St., Princeton, FL.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Harris, 9-meter C-band; Harris, Scientific-Atlanta receivers.

**Ownership:** CBS Inc. See Group Ownership of Television Stations.

**Began Operation:** September 20, 1967. Assignment of license to Taft Bcstg. by General Cinema Corp. approved by FCC Feb. 24, 1983. Transfer of control to General Cinema Corp. approved by FCC Aug. 10, 1972 (*Television Digest*, Vol. 12:33). FCC approved sale to TVX Broadcast Group Feb. 20, 1987 (Vol. 27:9, 14, 15). CBS assumed control of station Jan. 4, 1989 (Vol. 28:45).

**Represented (sales):** CBS Television Stations National Spot Sales.

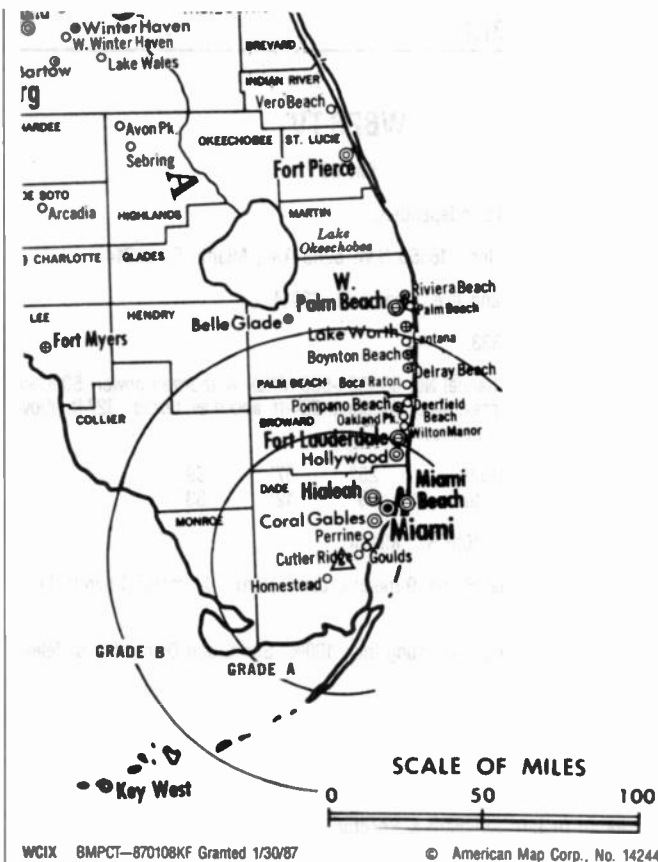
**Personnel:**

- ALLAN SHAKLAN, vice president & general manager.
- JAY NEWMAN, vice president & station manager.
- JOE CALIM, director of sales.
- HARRIET LODIN, local sales manager.
- CARA CAGLIANO, national sales manager.
- BERNIE WIMMERS, chief engineer.
- LARRY WALLENSTEIN, news director.
- JERRY BIRDWELL, program director.
- STEVE WEISBERG, promotion manager.
- LEE SUSSMAN, business manager.
- BRIAN BLUM, director of communications.

**Rates:** On request.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Dade	695,700	690,000	99
	Monroe	33,600	32,800	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Collier	54,700	53,600	98
	Palm Beach	347,100	343,100	99
<b>Station Totals</b>		<b>1,647,900</b>	<b>1,633,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>735,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>285,700</b>	

# Florida—Miami-Fort Lauderdale

**WDZL**

**Ch. 39**

**Network Service:** None, independent.

**Licensee:** Channel 39 Inc., 2055 Lee St., Hollywood, FL 33020.

**Studio:** 2055 Lee St., Hollywood, FL 33020.

**Telephones:** 305-925-3939; 305-949-3900. **TWX:** 620-121-33.

**Fax:** 305-922-3965.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 3980-kw max. visual, 400-kw max. aural. Antenna: 700-ft. above av. terrain, 703-ft. above ground, 713-ft. above sea level.

Latitude 25° 58' 48"  
Longitude 80° 11' 47"

**Transmitter:** 3200 S.W. 52nd Ave., Miami Gardens.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Vertex, 6-meter Ku-band; Agile, Omni, Scientific-Atlanta, Standard Communications receivers.

**Ownership:** Renaissance Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** October 16, 1982. Sale to Odyssey Partners approved by FCC April 4, 1984 (*Television Digest*, Vol. 24:2). Sale to present owners approved by FCC March 23, 1989.

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

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

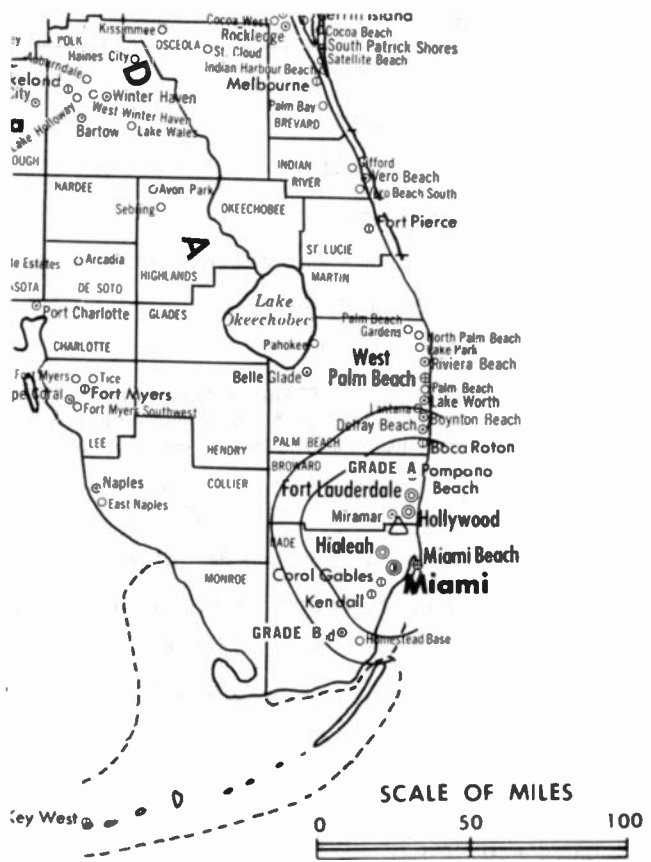
**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- HARVEY E. COHEN, president & general manager.
- MARILYN HANSEN, general sales manager.
- DENNIS ARNOLD, local sales manager.
- ALAN ROSENFELD, national sales manager.
- MICHAEL STOPNICK, program manager.
- ROBERT M. CASTILLO, chief engineer.
- MICHEL WILK, promotion director.
- MARK RYAN, business manager.
- JEANETTE JORDAN, community affairs director.

**Rates:** On request.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



WDZL BPCT-840709KH Granted 7/31/84

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
	Dade	695,700	690,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Palm Beach	347,100	343,100	99
<b>Station Totals</b>		<b>1,559,600</b>	<b>1,546,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>522,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>189,000</b>	



# Florida—Miami

## WHFT

Ch. 45

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Florida Inc., 3324 Pembroke Rd., Pembroke Park, FL 33021.

**Studio:** 3324 Pembroke Rd., Pembroke Park, FL 33021.

**Telephone:** 305-962-1700. **Fax:** 305-962-2817.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2400-kw max. & 589-kw horizontal visual, 240-kw max. & 58.9-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1037-ft. above ground, 1049-ft. above sea level.

Latitude	25°	59'	34''
Longitude	80°	10'	27''

**Transmitter:** SW Corner of S. 33rd Ave. & Pembroke Rd., Pembroke Park.

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

**SNG Truck/Mobile Dish:** Transmit/receive Midwest, 3-meter Ku-band.

**Ownership:** Trinity Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1975. Sale to present owner by Lester Sumrall Evangelistic Assn. approved by FCC May 15, 1980. Previous sale by Florida Christian Bcstg. Inc. approved June 22, 1976 (*Television Digest*, Vol. 16:26).

**Represented (legal):** May & Dunne.

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

### Personnel:

MICHAEL S. EVERETT, general manager.  
 RUTH FRENCH, program director.  
 KIMBERLY VANCE, production manager.  
 ROBIN DOWNING, public affairs director.  
 CHARLES SAFFELL, chief engineer.  
 GERALD NIKIRK, assistant chief engineer.  
 LAURIE QUINN, secretary to the general manager.



**Highest One Hour Rate:** \$610.

**Highest 30 Sec. Rate:** \$75.

**NETWORK BASE HOURLY RATE:** \$1230.

**Arbitron Data:** Not available.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

# Florida—Miami

**WLTV**

**Ch. 23**

**Network Service:** Univision.

**Licensee:** Univision Stations Group, 2600 S.W. Third Ave., Miami, FL 33129.

**Studio:** 695 N.W. 199th St., Miami, FL 33169.

**Sales:** 2600 S.W. Third Ave., Miami, FL 33129.

**Telephones:** 305-652-4000; 305-856-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1995-kw max. & 661-kw horizontal visual, 200-kw max. & 66.1-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1034-ft. above ground, 1044-ft. above sea level.

Latitude 25° 57' 29.50"  
Longitude 80° 12' 44.10"

**Transmitter:** Antenna Farm, North Dade County.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1954. Left air April 13, 1957. Sold by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967. Sale to Spanish International Communications by Al Lapin Jr., et al., approved by FCC Jan. 6, 1971. Sold to present owner 1987.

**Represented (sales):** Univision.

**Represented (legal):** Leventhal, Senter & Lerman.

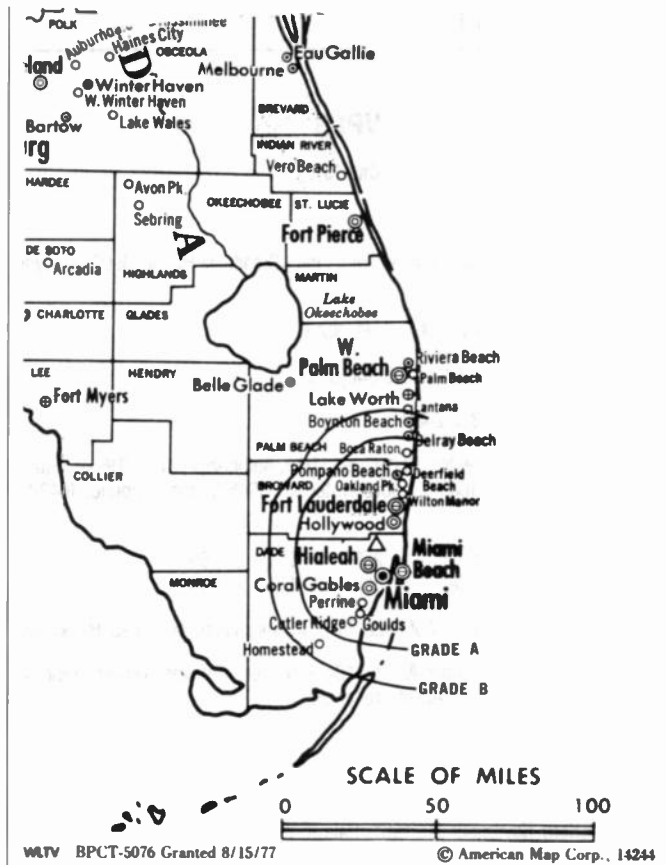
**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

JOSE CANCELA, vice president & general manager.  
ROSY ALMEIDA, program director.  
FRANCISCO GOMEZ, controller.  
EFFRAIN RIVERA, chief engineer.

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

**City of License:** Miami. ADI: Miami. Rank: 14.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Dade	695,700	690,000	99
<b>Station Totals</b>		<b>695,700</b>	<b>690,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>198,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>133,800</b>	

# Florida—Miami

**WPLG**

Ch. 10

**Network Service:** ABC.

**Licensee:** Post-Newsweek Stations of Florida Inc., Broadcast House, 3900 Biscayne Blvd., Miami, FL 33137.

**Studio:** 3900 Biscayne Blvd., Miami, FL 33137.

**Telephone:** 305-576-1010. TWX: 810-848-6032.

**Fax:** 305-325-2381; 305-325-2480.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1003-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

**Transmitter:** Approx. 0.375-mi. W of State Rte. 7, Miami antenna farm, near Hallandale.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Hero, 7-meter; SatCom, 7-meter; Hero, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Post-Newsweek Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** November 20, 1961. Sale to present owner by C. H. Topmiller, Thomas A. Welstead, et al., approved by FCC Sept. 24, 1969 (**Television Digest**, Vol. 9:39).

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

**Represented (legal):** Covington & Burling.

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

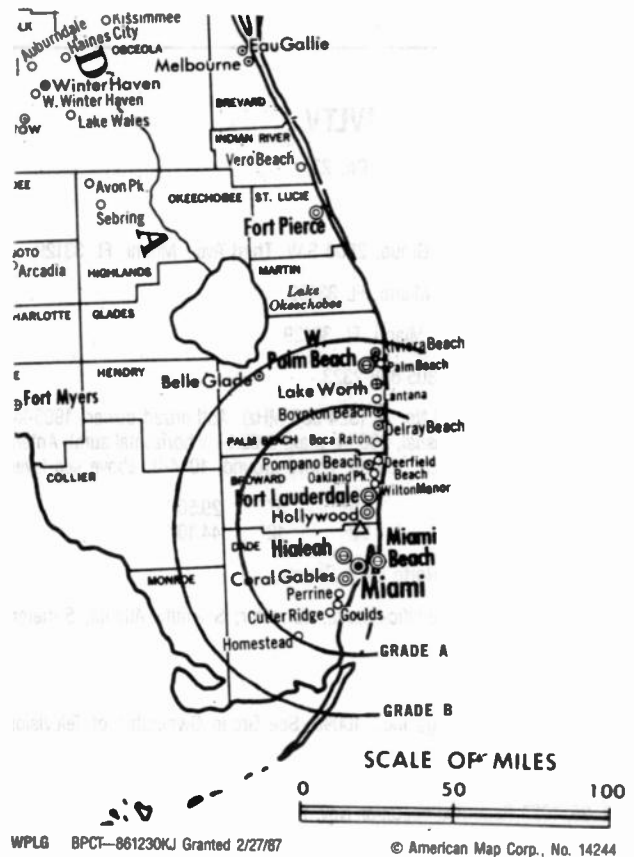
**Personnel:**

JOHN GARWOOD, vice president & general manager.  
MIKE DORSEY, vice president, sales & marketing.  
KEITH KELLY, vice president, administration.  
STEVE FLANAGAN, vice president, engineering.  
RICK HINDS, local sales manager.  
JEFF KURTZ, national sales manager.  
MIKE SECHRIST, news director.  
SHERRY BURNS, program director.  
OSCAR WELCH, promotion director.

**Highest 30 Sec. Rate:** \$10,030.

**NETWORK BASE HOURLY RATE:** \$2625.

**City of License:** Miami. ADI: Miami. Rank: 14.



WPLG BPCF-861230KJ Granted 2/27/87

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
	Dade	695,700	690,000	99
	Martin	38,500	38,000	99
	Monroe	33,600	32,800	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Palm Beach	347,100	343,100	99
	St Lucie	50,700	50,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Hendry	8,100	7,900	98
<b>Station Totals</b>		<b>1,693,300</b>	<b>1,678,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,230,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>740,700</b>	

# Florida—Fort Lauderdale

**WSCV**

**Ch. 51**

**Network Service:** Telemundo.

**Licensee:** Telemundo of Florida Inc., 2340 W. Eighth Ave., Hialeah, FL 33010.

**Studio:** 2340 W. Eighth Ave., Hialeah, FL 33010.

**Telephone:** 305-854-5151.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 2138-kw max. visual, 214-kw max. aural. Antenna: 1020-ft. above av. terrain, 1042-ft. above ground, 1049-ft. above sea level.

Latitude 25° 59' 37"  
Longitude 80° 10' 29"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, circularly polarized, 860-ft. above av. terrain, 853-ft. above ground, 860-ft. above sea level; lat. 25° 57' 59"; long. 80° 12' 33"; transmitter to 390 NW 210th St., Miami. BMPCT-880601LF.

**Transmitter:** 3200 Pembroke Rd., Pembroke Park, FL.

**Satellite Earth Stations:** Vertex, 9-meter C-band; Vertex, 6.1-meter Ku-band; Harris, Standard Communications receivers.

**SNM Truck/Mobile:** Transmit/receive Vertex, 2.6-meter Ku-band.

**News Services:** AP, CNN.

**Ownership:** Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 6, 1968 as WSMS-TV; left air Aug. 10, 1970. Sale by Gold Coast Telecasting approved by FCC Jan. 12, 1972. Resumed operation Feb. 14, 1972. Sale to Oak Industries by William F. Johns, Alvin Koenig, et al., approved by FCC Feb. 29, 1980. Previous sale by Trustee in Bankruptcy approved by FCC July 14, 1976. Subscription TV authorization granted March 23, 1979. Sale to John Blair & Co. approved by FCC Oct. 9, 1984 (*Television Digest*, Vol. 24:33). Controlling interest in John Blair & Co. was purchased by Reliance Group & approved by FCC Sept. 18, 1986 (Vol. 26:21-29, 33, 34).

**Represented (sales):** Telemundo.

**Personnel:**

ALFREDO R. DURAN, general manager.  
DAMASO SANTANA, general sales manager.  
MAGGIE DIAZ, local sales manager.  
LUIS M. DUARTE, chief engineer.  
MYRNA SONORA, news director.  
MARIE POUGET, program director.



WSCV BMPCT-880601LF Granted 6/8/88

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BEATRIZ MONTALVO, promotion director.  
JOSE E. FRANCHI, business manager.

**Highest 30 Sec. Rate:** \$700.

**City of License:** Fort Lauderdale. **ADI:** Miami. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Dade	695,700	690,000	99
<b>Station Totals</b>		<b>695,700</b>	<b>690,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>123,000</b>
<b>Average Daily Circulation (1989)</b>				<b>70,900</b>

# Florida—Miami-Fort Lauderdale

**WSVN**

Ch. 7

**Network Service:** Fox.

**Licensee:** Sunbeam Television Corp., Box 1118, Miami, FL 33138.

**Studio:** 1401 79th St. Causeway, Miami, FL 33141.

**Telephone:** 305-751-6692. **TWX:** 810-848-6151. **Fax:** 305-757-2266.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 996-ft. above ground, 1002-ft. above sea level.

Latitude 25° 57' 49"  
Longitude 80° 12' 44"

**Transmitter:** Antenna Farm, North Dade County, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 73-meter; Microdyne, 5-meter; Microdyne, Scientific-Atlanta, Standard Communications receivers.

**SNG Truck/Mobile Dish:** Transmit/receive Andrew, 3.2-meter Ku-band.

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

**Ownership:** Sunbeam Television Corp., 100%. Sunbeam is controlled by Edmund Ansin.

**Began Operation:** July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

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

**Represented (legal):** Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Koteen & Naftalin.

**Personnel:**

- EDMUND N. ANSIN, president.
- ROBERT W. LEIDER, executive vice president & general manager.
- JOHN FENWICK, general sales manager.
- MICHAEL DRAMAN, national sales manager.
- ROBERT WERNER, local sales manager.
- VICKY GREGORIAN, programming & operations manager.
- JOEL CHEATWOOD, vice president, news & program development.
- MARK TONEY, news director.
- MERLIN HAYNIE, chief engineer.
- STACEY MARKS, director of creative services.
- MARK MAYO, controller.
- BERT MEDINA, marketing research & cable relations director.
- CHARLIE FOLDS, director of community & public relations.



WSVN BPC-T-4719 Granted 9/14/74

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**Rates:** On request.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
	Dade	695,700	690,000	99
	Monroe	33,600	32,800	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Martin	38,500	38,000	99
	Palm Beach	347,100	343,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Indian River	35,400	34,800	98
	St Lucie	50,700	50,100	99
<b>Station Totals</b>		<b>1,717,800</b>	<b>1,702,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,146,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>630,400</b>	

# Florida—Miami-Fort Lauderdale

**WTVJ**

Ch. 4

**Network Service:** NBC.

**Licensee:** NBC Subsidiary, 316 N. Miami Ave., Miami, FL 33128.

**Studio:** 316 N. Miami Ave., Miami, FL 33128.

**Telephone:** 305-379-4444. **TWX:** 810-848-5932. **Fax:** 305-789-4181.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1005-ft. above sea level.

Latitude 25° 59' 08.50"  
Longitude 80° 11' 34.50"

**Transmitter:** 4991 S.W. 28th St., West Hollywood, FL.

**Satellite Earth Stations:** Vertex, 11-meter Ku-band; Hero, 8-meter; Hero, 7.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, CNN, Conus, NBC, Nexus, NIWS, Sports News Satellite.

**Ownership:** National Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 21, 1949. Sale to KKR Assoc. by Wometco Enterprises Inc. approved by FCC April 11, 1984 (*Television Digest*, Vol. 23:39, 52). Sale to present owner by KKR approved by FCC Sept. 17, 1987 (Vol. 26:43; 27:3, 11, 14, 18, 22, 37, 38).

**Represented (sales):** NBC Spot Sales.

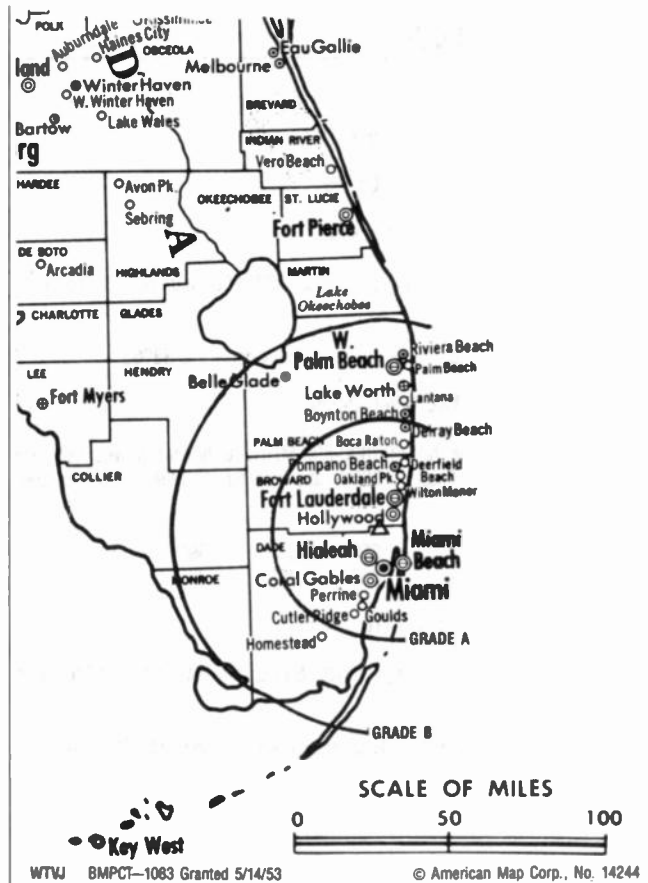
**Personnel:**

- RICHARD LOBO, president & general manager.
- LINDA BUTTON, director of broadcasting & creative services.
- DICK WEXO, general sales manager.
- BARRY ALLENTUCK, national sales manager.
- BOB BLACHER, local sales manager.
- WENDY KAISER, promotion manager.
- NANCY VALENTA, news director.
- DEBBIE BROOKS, traffic operations manager.
- MARINA ANGLETON, public affairs director.
- BRUCE CARTER, production manager.
- ALAN THIEL, business manager.
- LINDA PERRY, marketing director.
- PAUL RUSSELL, director of engineering.

**Highest 30 Sec. Rate:** \$6000.

**NETWORK BASE HOURLY RATE:** \$2027.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
	Dade	695,700	690,000	99
	Monroe	33,600	32,800	98
	Palm Beach	347,100	343,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Martin	38,500	38,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	St Lucie	50,700	50,100	99
<b>Station Totals</b>		<b>1,685,200</b>	<b>1,670,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>1,186,700</b>
<b>Average Daily Circulation (1989)</b>				<b>629,800</b>

# Florida—Hollywood

**WYHS**

**Ch. 69**

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of Hollywood, FL Inc., 1200 25th Court N, St. Petersburg, FL 33716.

**Studio:** 700 N.W. 214th, Bldg. Two, No. 304, Hollywood, FL 33083.

**Telephone:** 305-652-0571. **Fax:** 305-652-2291.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 866-ft. above av. terrain, 869-ft. above ground, 866-ft. above sea level.

Latitude	25°	57'	59"
Longitude	80°	12'	33"

**Transmitter:** 390 N.W. 210th St., North Miami.

**Ownership:** Silver King Broadcasting, 100%. See Group Ownership of Television Stations.

**Began Operation:** August 10, 1988. Sale to present owner approved by FCC November 30, 1988.

**Represented (engineering):** John F. X. Browne & Associates P.C.

**Personnel:**

EDDIE L. WHITEHEAD, general manager.  
 DAVID T. HALL, chief engineer.  
 LILY GUZMAN de GARCIA, program director.  
 DAWN JAMES, business manager.

**Rates:** On request.



WYHS BMPCT-880829KF Granted 11/30/88 © American Map Corp., No. 14244

**Arbitron Data:** Not available.

**City of License:** Hollywood. **ADI:** Miami. **Rank:** 14.

# Florida—Leesburg-Orlando

## WACX

Ch. 55

**Network Service:** None, independent.

**Licensee:** Sharp Communications Inc., 4520 Parkbreeze Court, Orlando, FL 32808.

**Studios:** 4520 Parkbreeze Court, Orlando, FL 32808; 900 N. Blvd., Leesburg, FL 32748.

**Telephone:** 407-297-0155. **Fax:** 407-290-2455.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1690-ft. above av. terrain, 1669-ft. above ground, 1749-ft. above sea level.

Latitude 28° 55' 16''  
Longitude 81° 19' 09''

**Transmitter:** 520 Miller Rd., Orange City.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; RCA, 5-meter Ku-band; Microdyne, RCA receivers.

**News Services:** CBN, UPI.

**Ownership:** ACTS Inc., 100%. Non-profit corp. Claud Bowers, pres. & chief exec. officer; P. B. Howell Jr., v.p.; Freeda Bowers, secy.-treas.; Steve Beik, director.

**Began Operation:** March 6, 1982.

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

### Personnel:

CLAUD BOWERS, president & general manager.  
CLAIRECE KIBLER, general sales manager.  
GARY HAWKINS, chief engineer.  
LINDA JARRELL, program director.  
JO ARRINGTON, traffic director.  
ED NATSHATKA, manager, master control.  
CAROL GENTRY, office manager, Leesburg.  
ANN BORDERICK, office manager, Orlando.

**Highest One Hour Rate:** \$590.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Leesburg. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.



WACX BMPCT-851104KF Granted 12/13/85

© American Map Corp., No. 14244

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Lake	58,600	58,000	99
	Sumter	11,700	11,500	98
<b>Station Totals</b>		<b>70,300</b>	<b>69,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>19,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,200</b>	



# Florida—Melbourne

## WAYK

Ch. 56

(Operates WAYQ, Daytona Beach, FL)

**Network Service:** None, independent.

**Licensee:** Beach Television Partners, 6525 Babcock St. SE, Palm Bay, FL 32907.

**Studio:** 6525 Babcock St. SE, Palm Bay, FL 32907.

**Telephones:** 407-725-0056; 904-253-0661. **TWX:** 62936365.

**Fax:** 407-951-2669.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2051-kw max. visual, 205-kw max. aural. Antenna: 1004-ft. above av. terrain, 1002-ft. above ground, 1027-ft. above sea level.

Latitude 27° 49' 35"  
Longitude 80° 42' 20"

**Transmitter:** 7.5-mi. WNW of Fellsmere.

**Satellite Earth Stations:** ADM, 5-meter C-band; Harris, 3.8-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

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

**Ownership:** TV 56 Ltd., gen. partner, 50%; Life Style Bcstg. Inc., gen. partner, 50%. TV 56 Ltd. Ownership: William R. & Debbie Varecha, 75% jointly; Harry N. Handley, gen. partner, 2.5%; Cathy Bamberg, gen. partner, 2.5%; William R. Varecha, ltd. partner, 10%; William E. Bamberg, ltd. partner, 10%. Life Style Bcstg. Inc. Ownership: J. Kermit Coble, pres., 16.1%; Edgar M. Dunn Jr., v.p., 11.5%; Richard Y. Clark, v.p., 5.3%; Rev. Hal Marchman, treas., 6%; Sally I. Gillespie, secy., 4%; Estate of Rev. E. J. Daniels, 20%; Van Pierce, 8%; Dr. Pope A. Duncan, 5.3%.

**Began Operation:** May 19, 1986.

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

**Represented (legal):** Jones, Waldo, Holbrook & McDonough.

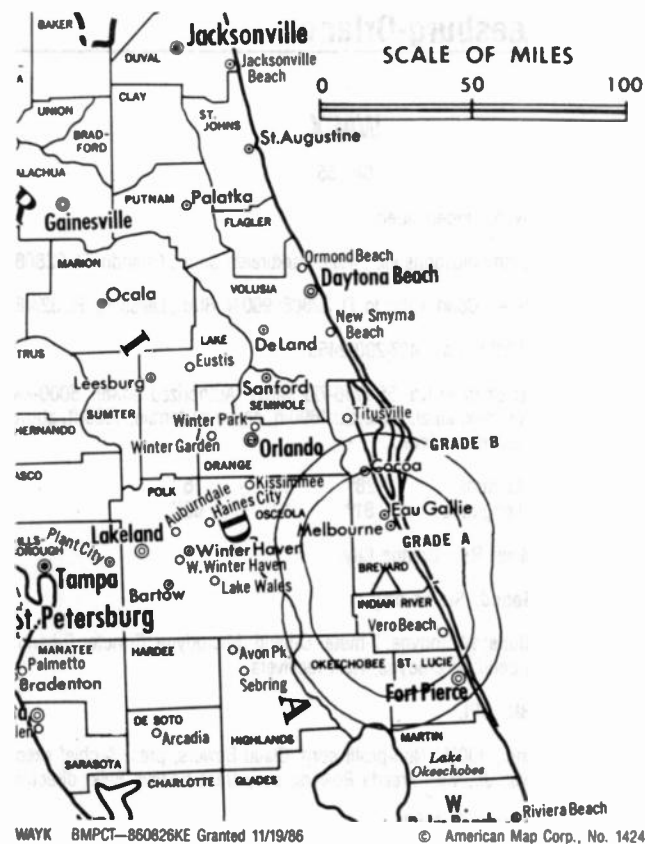
**Represented (engineering):** Arthur K. Peters Consulting Engineers.

### Personnel:

WILLIAM VARECHA, general manager.  
BILL WATTS, sales manager.  
STEVE SCHRADER, engineering director.  
DONNA SKATTUM, news director.  
DEB SCOT, promotion director.  
MARSHA NADEAU, traffic manager.

**Highest One Hour Rate:** \$1800.

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



**Arbitron Data:** Figures include WAYQ, Daytona Beach, FL.

**City of License:** Melbourne. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	FLORIDA			
	Brevard	153,600	152,200	99
	Indian River	35,400	34,800	98
Between 5-24%	FLORIDA			
	Flagler	8,300	8,100	98
	Okeechobee	10,500	10,400	99
	St Lucie	50,700	50,100	99
<b>Station Totals</b>		<b>258,500</b>	<b>255,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>95,800</b>
<b>Average Daily Circulation (1989)</b>				<b>27,800</b>

# Florida—Daytona Beach

## WAYQ

Ch. 26

(Satellite of WAYK, Melbourne, FL)

**Network Service:** None, independent.

**Grantee:** Beach TV Partners, 6525 Babcock St. SE, Palm Bay, FL 32907.

**Studio:** 444 Seabreeze Blvd., Suite 940, Daytona Beach, FL 32018.

**Telephone:** 904-238-0026. **Fax:** 904-254-0812.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 997-ft. above av. terrain, 1001-ft. above ground, 1017-ft. above sea level.

Latitude	29°	17'	10''
Longitude	81°	29'	37''

Requests modification of CP for change to 2786-kw max. visual. BMPCT-890320KH.

**Transmitter:** 2.1-mi. SSW of Seville.

**Ownership:** TV 56 Ltd., gen. partner, 50%; Life Style Bcstg. Inc., gen. partner, 50%. See WAYK, Melbourne, FL.

**Began Operation:** September 15, 1988.

**Represented (legal):** Jones, Waldo, Holbrook & McDonough.

**Represented (engineering):** Arthur K. Peters Consulting Engineers.

### Personnel:

WILLIAM VARECHA, general manager.  
BOB FOWLER, local sales manager.  
STEVE SCHRADER, chief engineer.  
DONNA SKATTUM, news director.  
DEB SCOTT, promotion director.  
DEBBIE VARECHA, business manager.



**Highest One Hour Rate:** \$1800.

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

**Arbitron Data:** Included with WAYK, Melbourne, FL.

**City of License:** Daytona Beach. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

# Florida—Melbourne-Orlando

**WBSF**

**Ch. 43**

**Network Service:** Home Shopping Network.

**Licensee:** Blackstar Communications of Florida Inc., 1818 N St. NW, Washington, DC 20036.

**Studio:** 4450-L Enterprise Court, Melbourne, FL 32934.

**Telephones:** 407-254-4343; 407-242-0863.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 4200-kw max. visual, 570-kw max. aural. Antenna: 969-ft. above av. terrain, 1005-ft. above ground, 1046-ft. above sea level.

Latitude	28°	18'	26''
Longitude	80°	54'	48''

**Transmitter:** Deseret Ranches, Star Rte. 1250, Osceola County.

**Ownership:** Blackstar Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 5, 1982. Sale to Asbury Park Press Inc. by Southern Bcstg. Corp. approved by FCC Aug. 15, 1985. Sale to present owners approved Feb. 18, 1988 (*Television Digest*, Vol. 27:49).

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

**Personnel:**

ED PARKER, general manager.  
 RON MARSHALL, chief engineer.  
 SANDIE SCHROEDEL, program & marketing director.  
 SYLVIA WILLIS, business manager.

**Rates:** On request.



**Arbitron Data:** Not available.

**City of License:** Melbourne. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

# Florida—Orlando

## WCPX-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** First Media Corp., Box 10239, Washington, DC 20018.

**Studio:** 4466 John Young Pkwy., Orlando, FL 32804.

**Mailing Address:** Box 606000, Orlando, FL 32860.

**Telephone:** 305-291-6000. TWX: 810-850-0141.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1465-ft. above av. terrain, 1608-ft. above ground, 1674-ft. above sea level.

Latitude 28° 36' 08"  
Longitude 81° 05' 37"

**Transmitter:** 4498 TV Tower Road, Orlando, FL 32820.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertax, 4.6-meter Ku-band; Microdyne, 3.6-meter Ku-band.

**News Service:** AP.

**Ownership:** Richard E. Marriott, chmn.-treas., 49.92%; Glenn T. Potter, pres., 1.29%; Danny Masden, exec. v.p.; Dale B. Williamson, v.p.-asst. treas.; Nancy P. Marriott, 18.01%; Deborah M. Harrison, 7.69%; J. W. Marriott III, 7.69%; David S. Marriott, 7.69%; Steven G. Marriott, 7.69%; First Media Trust, Donna R. G. Marriott & Sterling B. Colton, trustees, 7.69%.

**Began Operation:** July 1, 1954. Sale to present owner by Rockefeller Group approved by FCC May 30, 1986 (*Television Digest*, Vol. 26:12). Previous sale to Rockefeller by the Outlet Co. approved by FCC Nov. 23, 1983 (Vol. 23:19, 22: 24:6). Sale to Outlet by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957.

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

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

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

**Personnel:**

- MIKE SCHWEITZER, vice president & general manager.
- JAMES E. POSEY, general sales manager.
- MARK SONDERMAN, local sales manager.
- ROBERT DIEHL, chief engineer.
- GEORGE TYLL, news director.
- EVERETT H. HUGHES, program manager.
- PAM DICKENS, promotion director.
- VICKI MATHEWS, business manager.
- SCARLET PRAYTOR, marketing director.
- LEN DePANICIS, production manager.

**Rates:** On request.

**City of License:** Orlando. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Brevard	153,600	152,200	99
	Flagler	8,300	8,100	98
	Lake	58,600	58,000	99
	Marion	71,500	70,200	98
	Orange	233,900	232,000	99
	Osceola	35,500	35,100	99
	Seminole	95,400	94,500	99
<b>Between 25-49%</b>	Sumter	11,700	11,500	98
	Volusia	144,900	143,500	99
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Citrus	38,000	37,300	98
	Indian River	35,400	34,800	98
	Polk	146,400	145,000	99
<b>FLORIDA</b>				
<b>Station Totals</b>	Putnam	23,800	23,500	99
<b>Net Weekly Circulation (1989)</b>		<b>1,057,000</b>	<b>1,045,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>763,800</b>
<b>Average Daily Circulation (1989)</b>				<b>432,900</b>

# Florida—Daytona Beach-Orlando

## WESH

Ch. 2

**Network Service:** NBC.

**Licensee:** WESH-TV Broadcasting Inc., Box 1551, Daytona Beach, FL 32115.

**Studios:** 211 Ridgewood Ave., Daytona Beach, FL 32114; 1501 Minnesota Ave., Winter Park, FL 32789.

**Mailing Address:** Box 547697, Orlando, FL 32854.

**Telephones:** 904-226-2222, Daytona Beach; 407-645-2222, Orlando.

**TWX:** 810-832-6222; 810-853-0255.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 1670-ft. above ground, 1740-ft. above sea level.

Latitude 28° 56' 17"  
Longitude 81° 18' 58"

**Transmitter:** 1.2-mi. SW of Orange City, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 7-meter; Harris, M/A-Corn, Microdyne, Scientific-Atlanta receivers.

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

**Ownership:** H & C Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** May 29, 1956. Merger of Cowles Bcstg. into H & C Communications approved by FCC Oct. 1984 (*Television Digest*, Vol. 24:26, 35). Sale to Cowles by John H. Perry interests approved April 20, 1966 (Vol. 5:47).

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

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

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

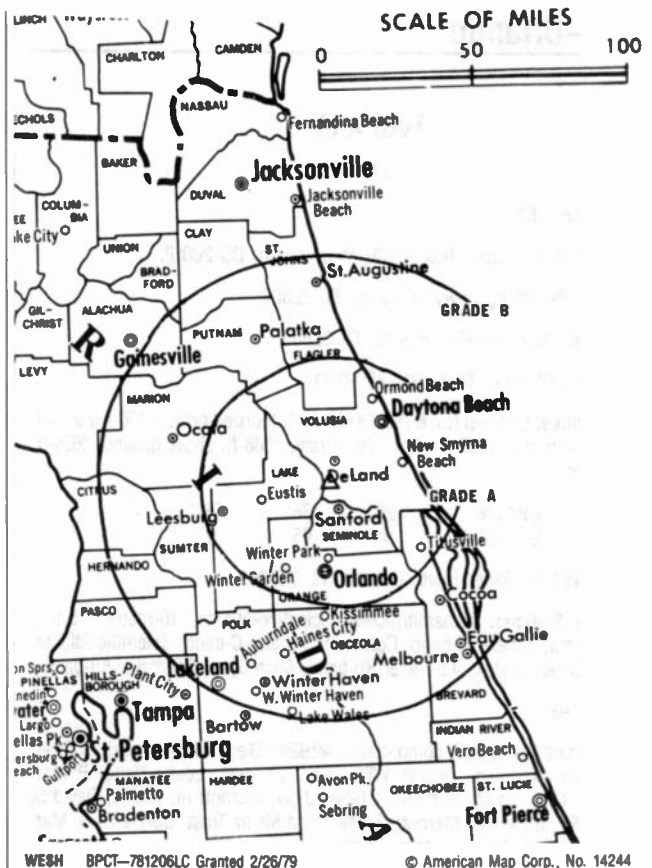
### Personnel:

NOLAN QUAM, president & general manager.  
KENNETH W. SMITH, station manager, operations.  
C. M. (MIKE) GEHRING, general sales manager.  
CARL GLICKEN, local sales manager.  
HOLLIS BOARDMAN, national sales manager.  
JOHN DEMSHOCK, director of engineering.  
STEVE RAMSEY, news director.  
LYNN STEPANIAN, program director.  
JESS SALAFRANCA, business manager.  
PAUL SHERNO, marketing & advertising manager.  
RICHARD K. SCHARF, production manager.  
CARLA McMILLAN-BRAY, public service manager.

**Rates:** On request.

**City of License:** Daytona Beach. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	70,100	68,800	98
	Brevard	153,600	152,200	99
	Flagler	8,300	8,100	98
	Lake	58,600	58,000	99
	Marion	71,500	70,200	98
	Orange	233,900	232,000	99
	Osceola	35,500	35,100	99
	Seminole	95,400	94,500	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	Levy	9,800	9,500	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Dixie	3,400	3,300	97
	Gilchrist	2,600	2,600	100
	Indian River	35,400	34,800	98
	Polk	146,400	145,000	99
<b>Station Totals</b>		<b>1,142,900</b>	<b>1,129,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>807,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>476,200</b>	

# Florida—Orlando-Daytona Beach-Melbourne

**WFTV**

Ch. 9

**Network Service:** ABC.

**Licensee:** WFTV INC., Box 999, Orlando, FL 32802.

**Studio:** 639 West Central Blvd., Orlando, FL 32801.

**Mailing Address:** Box 999, Orlando, FL 32802.

**Telephone:** 407-841-9000. **TWX:** 810-850-0179. **Fax:** 407-244-8302.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 191-kw horizontal visual, 31.6-kw max. & 19.1-kw horizontal aural. Antenna: 1570-ft. above av. terrain, 1608-ft. above ground, 1674-ft. above sea level.

Latitude 28° 36' 08"  
Longitude 81° 05' 37"

**Transmitter:** 3.5-mi. N of Bithlo, 20-mi. E of Orlando.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 5.5-meter Ku-band, Dalsat, 4.5-meter Ku-band & AFC, 4.5-meter Ku-band; Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; Avantek, DX Engineering, M/A-Com, Standard Communications receivers.

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

**Ownership:** Cox Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1958 by Mid-Florida Inc. Interim operation began April 1, 1969 (*Television Digest*, Vol. 9:14). Settlement agreement among interim operators approved by FCC June 30, 1981. Sale to SFN Communications approved by FCC May 24, 1984 (Vol. 24:9). FCC approved sale to present owner Aug. 29, 1985 (Vol. 25:23).

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

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

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

**Personnel:**

MERRITT ROSE, vice president & general manager.  
LOUIS SUPOWITZ, general sales manager.  
CONNIE ALBINO, local & regional sales manager.  
SCOTT KOONDEL, national sales manager.  
PAUL D. WARNOCK, chief engineer.  
CHRIS SCHMIDT, news director.  
SKIP SKIFFINGTON, program director.  
WALTER S. McDOWELL, promotion director.  
SCOT POST, controller.  
WAYNE GERBER, marketing research director.

**Highest 30 Sec. Rate:** \$4000.

**NETWORK BASE HOURLY RATE:** \$2000.

**City of License:** Orlando. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Brevard	153,600	152,200	99
	Flagler	8,300	8,100	98
	Highlands	26,800	26,400	99
	Indian River	35,400	34,800	98
	Lake	58,600	58,000	99
	Marion	71,500	70,200	98
	Orange	233,900	232,000	99
	Osceola	35,500	35,100	99
	Seminole	95,400	94,500	99
Sumter	11,700	11,500	98	
Volusia	144,900	143,500	99	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	Okeechobee	10,500	10,400	99
Polk	146,400	145,000	99	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Hardee	7,400	7,300	99
	Levy	9,800	9,500	97
	Putnam	23,800	23,500	99
<b>Station Totals</b>		<b>1,114,300</b>	<b>1,102,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>831,400</b>
<b>Average Daily Circulation (1989)</b>				<b>505,300</b>

# Florida—Clermont

**WKCF**

**Ch. 68**

**Network Service:** None, independent.

**Grantee:** Press Television Corp., 605 Mattison Ave., Asbury Park, NJ 07710.

**Studio:** 5125 Adanson St., Suite 650, Orlando, FL 32804.

**Mailing Address:** 5125 Adanson St., Suite 650, Orlando, FL 32804.

**Telephone:** 407-628-4043. **TWX:** 405486. **Telex:** 407-422-4148.

**Fax:** 407-647-4163.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1683-ft. above av. terrain, 1662-ft. above ground, 1716-ft. above sea level.

Latitude 28° 55' 16"  
Longitude 81° 19' 09"

**Transmitter:** 1.3-mi. W of intersection of Hwys. 17, 92 & Miller Rd., near Orange City.

**Ownership:** Press Bcstg. Co., 90%; Channel 68 Inc., 10%. Press Bcstg. ownership: Jules L. Plangere Jr., chmn., 50%; E. Donald Lass, pres.-trustee, 50%; Jules L. Plangere III, v.p.; Robert E. Murphy, v.p.; Charles W. Ritscher, secy. **Note:** Plans to exchange Ch. 68 with Ch. 18 ETV, Cocoa, FL.

**Began Operation:** December 8, 1988.

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

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

**Personnel:**

- ROBERT E. McALLAN, vice president.
- PERRY M. SIMON, assistant to the vice president.
- CARLO ANNEKE, general manager.
- NELLE AYRES, station manager.
- SKIP PAINTON, general sales manager.
- DON WARGO, local & regional sales manager.
- JOE ADDALIA, chief engineer.
- CHARLES HATHAWAY, program coordinator.
- NANCY GROSSBART, promotion director.
- CINDA PARKER, business manager.

**Rates:** On request.



**City of License:** Clermont. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
Between 5-24%	Flagler	8,300	8,100	98
<b>Station Totals</b>		<b>8,300</b>	<b>8,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>16,000</b>
<b>Average Daily Circulation (1989)</b>				<b>4,600</b>

# Florida—Orlando

**WOFL**

**Ch. 35**

**Network Service:** Fox.

**Licensee:** Meredith Corp., 35 Skyline Dr., Lake Mary, FL 32746.

**Studio:** 35 Skyline Dr., Lake Mary, FL 32746.

**Telephone:** 407-644-3535. **Telex:** 810-850-0113.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 2570-kw max. & 646-kw horizontal visual, 126-kw aural. Antenna: 1470-ft. above av. terrain, 1486-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 17"  
Longitude 81° 05' 13"

**Transmitter:** Chuluota-Christmas Rd., 3.7-mi. N of Bithlo.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Microdyne receivers.

**News Service:** UPI.

**Ownership:** Meredith Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 31, 1974. Left air Sept. 29, 1976. Sale to Omega Communications approved by FCC June 15, 1979 (*Television Digest*, Vol. 19:28). Resumed operation Oct. 15, 1979. FCC, April 4, 1983, approved sale of 60% to Meredith Corp., 40% owner.

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

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

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

**Personnel:**

- NORRIS REICHEL, vice president & general manager.
- TOM CALATO, general sales manager.
- SHARON DeLUCA, local sales manager.
- JIM DOYAS, chief engineer.
- GEORGE WILSON, news director.
- CHRIS WOLF, program & promotion manager.
- ELLEN WILLIAMS, business manager.
- MATT WEBER, advertising & marketing supervisor.
- TOM MEEK, station operations manager.

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

**City of License:** Orlando. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Brevard	153,600	152,200	99
	Lake	58,600	58,000	99
	Orange	233,900	232,000	99
	Osceola	35,500	35,100	99
<b>Between 25-49%</b>	Seminole	95,400	94,500	99
	Volusia	144,900	143,500	99
	<b>FLORIDA</b>			
	Flagler	8,300	8,100	98
<b>Between 5-24%</b>	Marion	71,500	70,200	98
	Polk	146,400	145,000	99
	Sumter	11,700	11,500	98
<b>Station Totals</b>	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	Indian River	35,400	34,800	98
<b>Net Weekly Circulation (1989)</b>		<b>1,033,200</b>	<b>1,022,200</b>	<b>99</b>
<b>Average Daily Circulation (1989)</b>				<b>540,900</b>
				<b>235,000</b>



# Florida—Cocoa

## WTGL-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Good Life Broadcasting Inc., Box 1852, Cocoa, FL 32922-1852.

**Studios:** 26 Forrest Ave., Cocoa, FL 32922; 1205 29th St., Orlando, FL 32805.

**Telephones:** 305-631-2730, Cocoa; 305-422-5257, Orlando.

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 4720-kw max. visual, 472-kw max. aural. Antenna: 934-ft. above av. terrain, 1005-ft. above ground, 1049-ft. above sea level.

Latitude	28°	18'	26''
Longitude	80°	54'	48''

**Transmitter:** Deseret Ranches, Star Rte. 1250, Melbourne.

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

**Ownership:** Christian TV Network, 100%. See Group Ownership of Television Stations.

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

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

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

**Personnel:**

KEN MIKESELL, operations manager.  
BILL BRYAN, chief engineer.

**Highest One Hour Rate:** \$690.

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



**Arbitron Data:** Not available.

**City of License:** Cocoa. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 25.

# Florida—Panama City

## WJHG-TV

Ch. 7

Network Service: NBC.

Licenses: WJHG-TV Inc., Box 2349, Panama City, FL 32402.

Studio: 8195 W. Highway 98, Panama City, FL 32407.

Telephone: 904-234-2125. TWX: 510-730-7341. Fax: 904-233-6647.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"  
Longitude 85° 24' 51"

Transmitter: 4-mi. NNE of Youngstown, FL.

Satellite Earth Stations: 4 in operation; Harris, Pinzone receivers.

News Service: AP.

Ownership: Gray Communications Systems Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 (Vol. 13:43, 47).

Represented (sales): Katz Television.

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

### Personnel:

JERRY SMITHWICK, vice president & general manager.  
ROGER JONES, general sales manager.  
SCOTT CLARKE, chief engineer.  
JOE MOORE, news director.  
MARG SHEPHERD, program director.  
JACK CRUSAN, production manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$625.

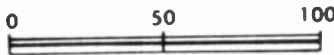
City of License: Panama City. ADI: Panama City. Rank: 171.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Geneva	9,100	9,000	99
	<b>FLORIDA</b>			
	Bay	49,000	48,500	99
	Calhoun	3,500	3,400	97
	Franklin	3,100	3,000	97
	Gulf	4,000	3,900	97
	Holmes	6,300	6,100	97
	Jackson	15,000	14,700	98
	Liberty	1,600	1,600	100



### SCALE OF MILES



WJHG-TV BPCT-3267 Granted 12/31/63

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Okaloosa	55,200	54,700	99
	Walton	11,100	10,900	98
	Washington	6,400	6,300	98
	<b>GEORGIA</b>			
	Seminole	3,400	3,300	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Houston	31,300	31,000	99
	<b>FLORIDA</b>			
	Gadsden	14,400	14,100	98
	Wakulla	5,100	5,000	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Covington	14,500	14,300	99
	Dale	16,500	16,300	99
	<b>FLORIDA</b>			
	Leon	69,200	68,200	99
<b>GEORGIA</b>				
	Decatur	9,200	9,100	98
	Early	4,700	4,600	98
<b>Station Totals</b>		<b>332,600</b>	<b>328,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>161,400</b>
<b>Average Daily Circulation (1989)</b>				<b>90,000</b>

# Florida—Panama City

**WMBB**

Ch. 13

**Network Service:** ABC.

**Licensee:** Buford Television of Panama City, Box 1340, Panama City, FL 32402.

**Studio:** 613 Harrison Ave., Panama City, FL 32401.

**Mailing Address:** Box 1340, Panama City, FL 32402.

**Telephone:** 904-769-2313. TWX: 510-738-7536.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1403-ft. above av. terrain, 1464-ft. above ground, 1549-ft. above sea level.

Latitude 30° 22' 05"  
Longitude 85° 12' 24"

**Transmitter:** 0.5-mi. E of Frink, E side of State Hwy. 73.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; Andrew, Avantek, Scientific-Atlanta receivers.

**News Services:** ABC, AP, Florida News Network, NIWS.

**Ownership:** Buford Holding Corp., 81%; Buford Television Inc., 19%. BHC ownership: Robert Buford, pres., 49.89%; Geoffrey Buford, v.p.-secy.-treas., 49.99%; Ross P. Buford Trust, 0.1%; Geoffrey R. Buford, 0.002%. BTI is publicly held & a multiple cable system operator.

**Began Operation:** October 4, 1973. Sale to present owner by Octagon Bcstg. Co. approved by FCC Dec. 5, 1986 (*Television Digest*, Vol. 26:42). Previous sale by Denver Brannen estate, Luther Edwin Thomas, et al., approved by FCC Feb. 28, 1977 (Vol. 16:52).

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

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

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

**Personnel:**

- DAVID JERNIGAN, executive vice president & general manager.
- JUDI BARNES, local sales manager.
- TOM NAJJAR, national sales manager.
- WENDELL NELSON, chief engineer.
- JERRY FISHER, news director.
- PATTI CLEMENTS, program director.
- LINN COGHILL, promotions.
- PAULA LJUNSFORD, business manager.
- STEVE COOK, production manager.

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

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

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Panama City. ADI: Panama City. Rank: 171.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Bay	49,000	48,500	99
	Calhoun	3,500	3,400	97
	Franklin	3,100	3,000	97
	Gulf	4,000	3,900	97



WMBB BPCT-4865 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>HOLMES</b>	6,300	6,100	97
	<b>JACKSON</b>	15,000	14,700	98
	<b>LIBERTY</b>	1,600	1,600	100
	<b>WALTON</b>	11,100	10,900	98
	<b>WASHINGTON</b>	6,400	6,300	98
	<b>GEORGIA</b>			
	Seminole	3,400	3,300	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Geneva	9,100	9,000	99
	<b>FLORIDA</b>			
	Gadsden	14,400	14,100	98
	Wakulla	5,100	5,000	98
	<b>GEORGIA</b>			
	Decatur	9,200	9,100	98
	Miller	2,700	2,600	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Henry	5,600	5,500	98
	Houston	31,300	31,000	99
	<b>FLORIDA</b>			
	Leon	69,200	68,200	99
	Madison	5,300	5,100	97
	Okaloosa	55,200	54,700	99
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
<b>Station Totals</b>		<b>315,200</b>	<b>310,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>119,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>60,600</b>	

# Florida—Panama City

**WPGX**

**Ch. 28**

**Network Service:** Fox.

**Grantee:** Family Group Bcstg. Operating Ltd. Partnership, 700 W. 23rd St., Suite 28, Panama City, FL 32405.

**Studio:** 700 W. 23rd St., Panama City, FL 32405.

**Telephone:** 904-784-0028. **TWX:** 62781175. **Fax:** 904-784-1773.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1936-kw max. visual, 193.6-kw max. aural. Antenna: 749-ft. above av. terrain, 726-ft. above ground, 551-ft. above sea level.

Latitude 30° 23' 42"  
Longitude 85° 32' 02"

**Transmitter:** 400-ft. W of Florida State Rd. 2301, 0.25-mi. N of intersection with Hwy. 388.

**Satellite Earth Stations:** 5-meter C-band; 4.7-meter Ku-band; 4-meter C-band.

**Ownership:** Family Group Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 20, 1988.

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

**Represented (legal):** McFadden, Evans & Sill.

**Represented (engineering):** Lyle Evans.

**Personnel:**

- PATRICK McNAMARA, general manager.
- GLENN ROSE, general sales manager.
- JIMMY CHIVERS, chief engineer.
- ANN MALAVE, program director.
- CATHERINE HARRIS, business manager.

**Highest One Hour Rate:** \$600.

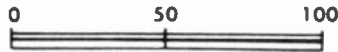
**Highest 30 Sec. Rate:** \$75.

**City of License:** Panama City **ADI:** Panama City. **Rank:** 171.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



SCALE OF MILES



WPGX BMPCT-871214LJ Granted 4/11/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Bay	49,000	48,500	99
	Calhoun	3,500	3,400	97
	Franklin	3,100	3,000	97
	Gulf	4,000	3,900	97
	Jackson	15,000	14,700	98
	Liberty	1,600	1,600	100
	Walton	11,100	10,900	98
	Washington	6,400	6,300	98
<b>Station Totals</b>		<b>93,700</b>	<b>92,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>15,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>6,900</b>	

# Florida—Pensacola-Mobile, Alabama

## WEAR-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Heritage Media Inc., Box 12278, Pensacola, FL 32581.

**Studio:** U.S. Hwy. 90, W of Pensacola, Mobile, AL.

**Mailing Address:** Box 12278, Pensacola, FL 32581.

**Telephones:** 904-455-7311, Pensacola; 205-343-3331, Mobile.

**TWX:** 510-737-7952.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 38"  
Longitude 87° 37' 31"

**Transmitter:** Robertsdale, AL.

**Satellite Earth Stations:** Andrew, 7.5-meter; Harris, 6-meter C-band; Andrew, 5-meter; Paraclype, 5-meter Ku & C-band; Harris, 4-meter Ku-band.

**SNG Truck/Mobile Dish:** BMS C-band.

**News Services:** ABC, AP.

**Ownership:** Heritage Media Corp. See Group Ownership of Television Stations.

**Began Operation:** January 13, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Rollins Communications by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (*Television Digest*, Vol. 15:14, 19).

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

**Represented (legal):** Sidley & Austin.

### Personnel:

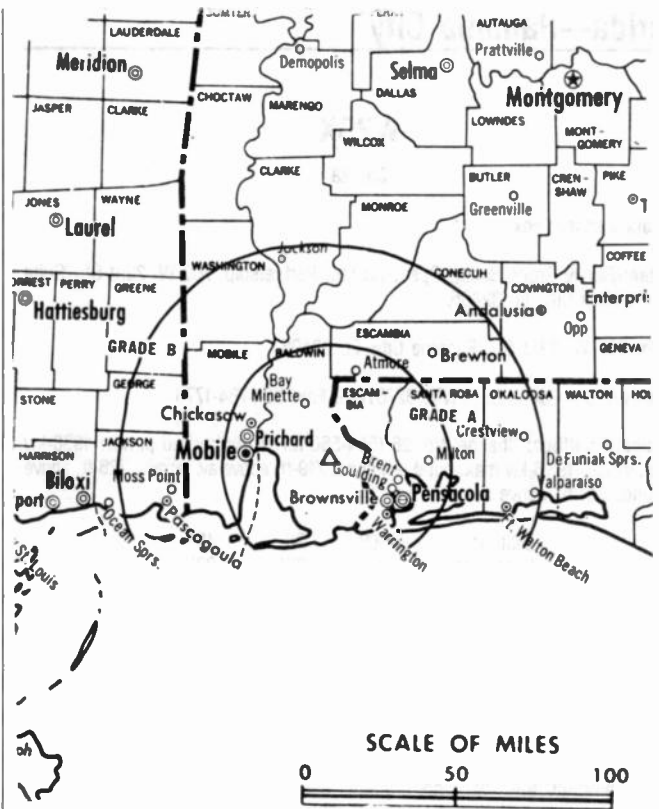
CARL LEAHY, president & general manager.  
RUSTY HOYLE, general sales manager.  
BRANDT MIMMICK, local sales manager.  
NONIA FURGYE, national sales manager.  
HARRY BABB, chief engineer.  
S. PETER NEUMANN, news director.  
KATHY MUSIAL, promotion director.  
J. LANDON SMITH, operations manager.  
SUE STRAUGHN, public service director.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Pensacola. ADI: Mobile, AL-Pensacola, FL. Rank: 63.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	34,900	34,700	99
	Clarke	9,400	9,200	98
	Conecuh	5,600	5,500	98
	Escambia	12,800	12,600	98



WEAR-TV BMPCT-5313 Granted 7/22/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mobile	139,300	138,400	99
	Monroe	7,900	7,700	97
	Washington	5,800	5,700	98
	<b>FLORIDA</b>			
	Escambia	105,400	104,600	99
Okaloosa	55,200	54,700	99	
Santa Rosa	25,000	24,800	99	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	George	5,600	5,500	99
	Greene	3,300	3,200	97
	Jackson	44,500	44,200	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Choctaw	5,900	5,800	97
	Covington	14,500	14,300	99
	Wilcox	4,600	4,500	98
	<b>FLORIDA</b>			
Walton	11,100	10,900	98	
<b>MISSISSIPPI</b>	Stone	3,500	3,500	99
	Wayne	6,900	6,800	99
	<b>Station Totals</b>		<b>501,200</b>	<b>496,600</b>
<b>Net Weekly Circulation (1989)</b>				<b>366,800</b>
<b>Average Daily Circulation (1989)</b>				<b>208,600</b>

# Florida—Fort Walton Beach

**WFGX**

**Ch. 35**

**Network Service:** None, independent.

**Licensee:** Family Group Ltd. II, 5401 W. Kennedy Blvd., Suite 341, Tampa, FL 33609.

**Studio:** 105 Beach Dr., Suite B-1, Fort Walton Beach, FL 32548.

**Telephone:** 904-863-3235.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 826.08-kw visual, 99.13-kw aural. Antenna: 197-ft. above av. terrain, 250-ft. above ground, 262-ft. above sea level.

Latitude 30° 26' 36"  
Longitude 86° 35' 56"

**Transmitter:** Off Race Track Rd., Fort Walton Beach.

**Ownership:** Family Group Ltd. II, 100%. Henry A. Ash, gen. partner, 25%; C. Anthony Sexton, ltd. partner, 75%.

**Began Operation:** April 7, 1987.

**Personnel:**  
PATRICK J. McNAMARA, general manager.

**Rates:** On request.

**City of License:** Fort Walton Beach. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 63.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
	<b>FLORIDA</b>		
Between 5-24%	Okaloosa	55,200	54,700 99
	Walton	11,100	10,900 98
<b>Station Totals</b>		<b>66,300</b>	<b>65,600 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>11,700</b>
<b>Average Daily Circulation (1989)</b>			<b>2,500</b>



SCALE OF MILES



WFGX BPC-820930KH Granted 8/25/83

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# Florida—Pensacola

**WHBR**

**Ch. 33**

**Network Service:** None, independent.

**Licensee:** Christian TV Corp. of Pensacola/Mobile Inc., Box 2633, Pensacola, FL 32513.

**Studio:** 3030 Blackshear Ave., Pensacola, FL 32503.

**Telephone:** 904-433-8633.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 3500-kw max. visual. Antenna: 1365-ft. above av. terrain, 1330-ft. above ground, 1472-ft. above sea level.

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

**Transmitter:** County Rd. 64, Robertsdale, AL.

**Satellite Earth Stations:** RCA, 10-meter Ku-band.

**Ownership:** Christian TV Network, 100%. See Group Ownership of Television Stations.

**Began Operation:** January 26, 1986.

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

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

**Personnel:**

BOB O'ANDREA, general manager.  
DAVID MAYO, operations manager & promotion director.  
BOB KENNEDY, national sales manager & program director.  
BILL COBERT, chief engineer.  
KURT STOWERS, business manager.

**Rates:** On request.



**SCALE OF MILES**



WHBR BMPCT-881031KE Granted 4/28/89

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**Arbitron Data:** Not available.

**City of License:** Pensacola. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 63.

# Florida—Pensacola

**WJTC**

**Ch. 44**

**Network Service:** None, independent.

**Licensee:** Channel 44 Ltd., 700 S. Palafox St., Pensacola, FL 32501.

**Studio:** 700 S. Palafox St., Pensacola, FL 32501.

**Sales Office:** 951 Government St., Mobile, AL 36604.

**Telephone:** 904-438-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 3310-kw max. visual, 331-kw max. aural. Antenna: 1500-ft. above av. terrain, 1489-ft. above ground, 1622-ft. above sea level.

Latitude 30° 35' 18''  
Longitude 87° 33' 16''

**Transmitter:** Hwy. 87, 0.9-mi. S of Hwy. 10, Elsanor, AL.

**Satellite Earth Stations:** Comtech, 7-meter C-band; Comtech, 5-meter C-band; RCA, 3.5-meter Ku-band; Pinzone, RCA receivers.

**Ownership:** TV 44 Inc., gen. partner, 39%; Henry D. Vara Jr., ltd. partner, 54%; Joseph C. Amato, ltd. partner, 20%; Robert Williamson, ltd. partner, 19%; Cara Ebert Cameron, ltd. partner, 4%. TV 44 ownership: Robert Williamson, pres.-treas., 33.33%; Cara Ebert Cameron, secy., 33.33%; Henry D. Vara Jr., 33.33%. Vara has a 44.44% interest in WRCC(FM) Cape Coral, FL & 26.57% interest in WKGR(FM), Fort Pierce, FL.

**Began Operation:** December 24, 1984. Sale to present owners by Carney TV Inc. approved by FCC Nov. 7, 1988.

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

**Represented (legal):** Birch, Horton, Bittner, Pestinger & Anderson.

**Represented (engineering):** Broadcast Services Inc.

**Personnel:**

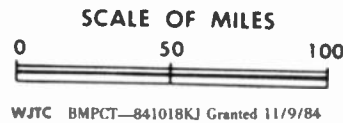
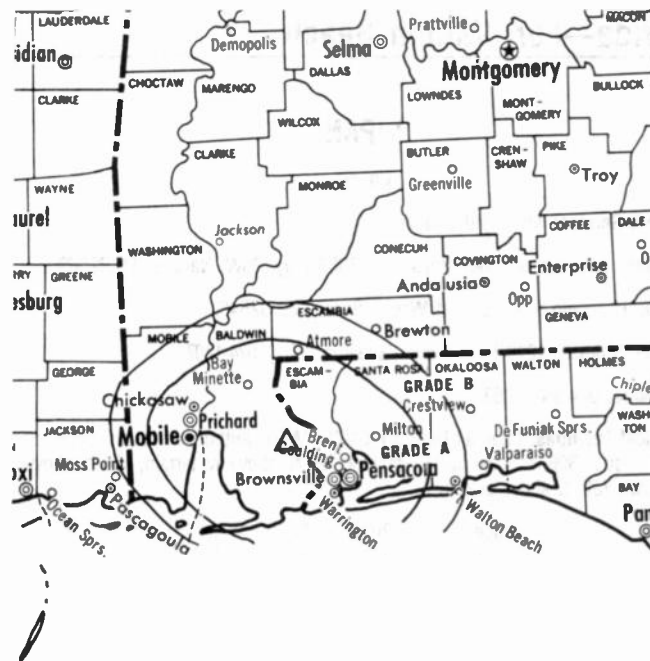
ROBERT WILLIAMSON, president & general manager.  
RICHARD KAVALE, station manager.  
LEE ESCHLER, sales manager.  
MARY ROSEBACK, national sales director.  
BOB SOWELL, engineering director.  
SHARON SOLDAN, program director.  
KIMBERLY SNOOKS, promotion director.  
KAREN Y. DUNCAN, business manager.

**Highest One Hour Rate:** \$1200.

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

**City of License:** Pensacola. ADI: Mobile, AL-Pensacola, FL. Rank: 63.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WJTC BMPCT—841018KJ Granted 11/9/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	<b>ALABAMA</b>			
	Baldwin	34,900	34,700	99
	Mobile	139,300	138,400	99
	<b>FLORIDA</b>			
	Escambia	105,400	104,600	99
	Santa Rosa	25,000	24,800	99
Between 5-24%	<b>ALABAMA</b>			
	Escambia	12,800	12,600	98
	Monroe	7,900	7,700	97
	<b>FLORIDA</b>			
	Okaloosa	55,200	54,700	99
<b>MISSISSIPPI</b>				
	George	5,600	5,500	99
<b>Station Totals</b>		<b>386,100</b>	<b>383,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>141,200</b>
<b>Average Daily Circulation (1989)</b>				<b>49,600</b>



# Florida—Fort Walton Beach

## WPAN

Ch. 53

**Network Service:** None, independent.

**Licensee:** John Franklin Ministries Inc., 3950 Hwy. 98W, Navarre, FL 32569.

**Studio:** 11 Tupelo Ave. SE, Fort Walton Beach, FL 32548.

**Mailing Address:** 1248 Eglin Pkwy., Shalimar, FL 32574-1207.

**Telephone:** 904-244-5353.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 3088-kw max. visual, 308-kw max. aural. Antenna: 722-ft. above av. terrain, 686-ft. above ground, 732-ft. above sea level.

Latitude	30°	24'	09"
Longitude	86°	59'	35"

**Transmitter:** Approx. 23.2-mi. W of center of Fort Walton Beach.

**Satellite Earth Stations:** 3 in operation; DX, M/A-Com, Microdyne receivers.

**Ownership:** John Franklin Ministries. John L. Franklin, pres.; Delores A. Franklin, secy.

**Began Operation:** February 14, 1984. Sale to present owners by Elbert R. Davis, et al., approved by FCC Feb. 22, 1988.

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

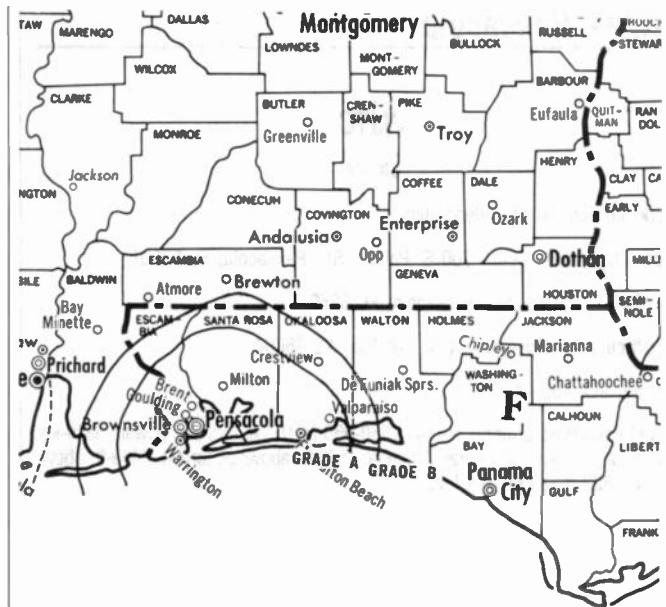
**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

JOHN L. FRANKLIN, president.  
HAROLD BUSSON, general sales manager.

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

**Highest 30 Sec. Rate:** \$75.



WPAN BMPCT—830907KE Granted 11/22/83

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**Arbitron Data:** Not available.

**City of License:** Fort Walton Beach. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 63.

# Florida—Sarasota-Bradenton

**WWSB**

Ch. 40

**Network Service:** ABC.

**Licensee:** Southern Broadcast Corp. of Sarasota, Box 21239, Sarasota, FL 33583.

**Studio:** 5725 Lawton Dr., Sarasota, FL 34233.

**Telephone:** 813-923-8840. **TWX:** 810864-4365. **Fax:** 813-924-3971.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 2871-kw visual, 287.1-kw aural. Antenna: 771-ft. above av. terrain, 814-ft. above ground, 849-ft. above sea level.

Latitude 27° 33' 27"  
Longitude 82° 21' 59"

**Transmitter:** 4.2-mi. ESE of Parrish, FL.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Andrew, 7.2-meter C-band; Microdyne, 7-meter C-band; Vertex, 6.1-meter Ku-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Paracclipse, 2-meter C-band; Andrew, Microdyne, RCA, Scientific-Atlanta receivers.

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

**Ownership:** WXLTV Broadcast Ltd. Partnership, 35%; Robert R. Nelson, 23.5%; Calkins Newspapers Inc., 18%; Southern Broadcast Group Inc., 18.5%; R & W Partners, 5%. WXLTV Broadcast Ltd. Partnership ownership: TBG Broadcasting, gen. partner Calkins Newspapers Inc., 100%. Calkins Newspapers Inc. ownership: Carolyn Smith, 33.3%; Shirley Ellis, 33.3%; Sandra Handy, 33.3%. Southern Broadcast Group Inc. ownership: Douglas C. Parker, pres., 26.5%; Manuel Calvo, exec. v.p., 22%; J. Bruce Irving, secy.-treas., 15%; Matthew L. Leibowitz, 6%; Glenwood C. Eklund; John P. Lyons Jr., 10%; Linda DesMarais, 5%; John M. Spencer, 4%; 4 others, none with more than 1%. R & W Partners ownership: Robert R. Nelson, managing partner; Robert W. Nelson, partner.

**Began Operation:** October 23, 1971. Sale to present owners by Robert R. Nelson, et al., approved by FCC Nov. 13, 1985.

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

**Represented (legal):** Leibowitz & Spencer.

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

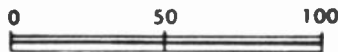
**Personnel:**

DOUGLAS C. BARKER, president & general manager.  
J. MANUEL CALVO, executive vice president & assistant general manager.  
LINDA DESMARAIS, vice president, station manager.  
STAN CRUMLEY, vice president, sales.  
GLEN C. EKLUND, vice president, operations.  
SHAWN BARTELT, national sales manager.  
MIKE BURNHAM, chief engineer.  
TODD TEMPLIN, news director.  
LINDA LaMANN, promotion director.  
MARIA ZAVARELLO, business manager.

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



SCALE OF MILES



WWSB BMPCT-7255 Granted 4/14/71

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**Highest 30 Sec. Rate:** \$900.

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

**City of License:** Sarasota. **ADI:** Sarasota. **Rank:** 155.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	41,000	40,400	99
	De Soto	8,100	8,000	99
	Hardee	7,400	7,300	99
	Manatee	80,400	79,700	99
	Sarasota	119,100	118,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	26,800	26,400	99
	Hillsborough	314,500	311,600	99
	Pinellas	384,000	381,000	99
<b>Station Totals</b>		<b>981,300</b>	<b>972,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>252,200</b>
<b>Average Daily Circulation (1989)</b>				<b>123,600</b>

# Florida—Tallahassee-Thomasville, Georgia

**WCTV**

Ch. 6

**Network Service:** CBS.

**Licensee:** John H. Phipps Inc., Box 3048, Tallahassee, FL 32315.

**Studio:** County Road 12, Tallahassee, FL 32312.

**Mailing Address:** Box 3048, Tallahassee, FL 32315.

**Telephone:** 904-893-6666. **TWX:** 910-997-0058.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 97.5-kw max. visual, 19.5-kw max. aural. Antenna: 2031-ft. above av. terrain, 1966-ft. above ground, 2188-ft. above sea level.

Latitude 30° 40' 13"  
Longitude 83° 56' 26"

**Transmitter:** Roddenberry Rd., 3.5 mi. SE of Metcalf.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; DX Engineering, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** John H. Phipps Inc. Phipps has interest in WPBF(TV), Tequesta, FL.

**Began Operation:** September 15, 1955.

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

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

**Personnel:**

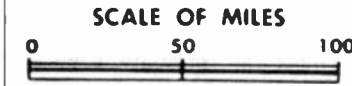
- DENNIS BOYLE, president.
- JIM CARUTHERS, vice president & general manager.
- MELVIN BLANK, operations manager.
- BOB MORGAN, chief engineer.
- JOHN SIMONS, national sales manager.
- RICHARD SMITH, news director.
- ELLIOTT TOOLE, promotion director.
- WILLIAM LANE, business manager.

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

**Highest 30 Sec. Rate:** \$950.

**City of License:** Thomasville, GA. **AOI:** Tallahassee, FL-Thomasville, GA. **Rank:** 117.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WCTV BPCT-860103KE Granted 4/29/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Decatur	9,200	9,100	98
	Dougherty	35,100	34,700	99
	Early	4,700	4,600	98
	Echols	800	800	100
	Grady	7,800	7,700	99
	Lanier	2,100	2,000	98
	Lee	5,200	5,100	98
	Lowndes	26,100	25,700	98
	Miller	2,700	2,600	96
	Mitchell	7,000	6,800	98
	Seminole	3,400	3,300	97
	Thomas	13,400	13,200	99
	Tift	12,100	11,900	98
Worth	6,600	6,500	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Dixie	3,400	3,300	97
	Jackson	15,000	14,700	98
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
Irwin	3,400	3,300	97	
Turner	3,200	3,100	97	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Columbia	15,400	15,100	98
	Gilchrist	2,600	2,600	100
	Gulf	4,000	3,900	97
	Washington	6,400	6,300	98
	<b>GEORGIA</b>			
	Ben Hill	6,500	6,400	98
	Coffee	10,500	10,300	98
	Randolph	3,300	3,200	97
Terrell	4,000	3,900	98	
<b>Station Totals</b>		<b>377,500</b>	<b>370,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>262,900</b>
<b>Average Daily Circulation (1989)</b>				<b>168,500</b>

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Franklin	3,100	3,000	97
	Gadsden	14,400	14,100	98
	Hamilton	3,300	3,200	97
	Jefferson	4,000	3,900	98
	Lafayette	1,500	1,500	100
	Leon	69,200	68,200	99
	Liberty	1,600	1,600	100
	Madison	5,300	5,100	97
	Suwannee	9,800	9,600	97
	Taylor	6,900	6,700	97
	Wakulla	5,100	5,000	98
	<b>GEORGIA</b>			
	Atkinson	2,100	2,000	95
	Baker	1,200	1,200	100
	Berrien	5,200	5,100	98
	Brooks	5,200	5,100	98
	Clinch	2,300	2,300	99
Colquitt	13,400	13,200	99	
Cook	5,000	4,900	98	

# Florida—Tallahassee

**WTWC**

Ch. 40

**Network Service:** NBC.

**Licensee:** Holt Robinson Television Inc., Drawer 3010, Hattiesburg, MS 39401.

**Studio:** 8440 Deer Lake Rd., Tallahassee, FL 32312.

**Telephone:** 904-893-4140.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 3160-kw max. visual. Antenna: 879-ft. above av. terrain, 793-ft. above ground, 1020-ft. above sea level.

Latitude 30° 35' 11"  
Longitude 84° 14' 11"

**Transmitter:** 2-mi. NW of Bradfordville.

**Satellite Earth Stations:** Harris, 8.3-meter Ku-band; Microdyne, 7-meter C-band; Prosat, 3-meter C-band; Harris, Microdyne receivers.

**News Service:** AP.

**Ownership:** Robert N. Robinson, chmn.; Eugene T. Tibbett Jr., v.p.; Charles W. Holt, secy.-treas.; Holt-Robinson Communications Corp., 100%. Holt-Robinson Communications Corp. ownership: Charles W. Holt, chmn.-secy., 70%; Robert N. Robinson, pres., 20%; Connie I. Holt, v.p., 10%. HRCC owns WHHY-AM-FM, Montgomery, AL. The Holts & Robinsons own WHSY-AM-FM, Hattiesburg, MS. Charles Holt owns WHNY(AM), McComb, MS.

**Began Operation:** April 21, 1983.

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

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

**Represented (engineering):** du Treil, Lundin & Rackley.

**Personnel:**

TOM MAGUIRE, general manager.  
WAYNE BOYD, general sales manager.  
ED SHAPER, chief engineer.  
STACY STRAZIS, news director.  
GIL DASPIT, program director.  
MERLEEN MIZELL, business manager.

**Highest 30 Sec. Rate:** \$450.

**City of License:** Tallahassee. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 117.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Jefferson	4,000	3,900	98
	Leon	69,200	68,200	99
	Taylor	6,900	6,700	97



WTWC BPCT-880718KI Granted 10/31/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wakulla	5,100	5,000	98
	FLORIDA			
Between 25-49%	Gadsden	14,400	14,100	98
	Lafayette	1,500	1,500	100
	FLORIDA			
Between 5-24%	Liberty	1,600	1,600	100
	Madison	5,300	5,100	97
	GEORGIA			
	Brooks	5,200	5,100	98
	Decatur	9,200	9,100	98
	Grady	7,800	7,700	99
	Thomas	13,400	13,200	99
<b>Station Totals</b>		<b>143,600</b>	<b>141,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>74,300</b>
<b>Average Daily Circulation (1989)</b>				<b>36,100</b>

# Florida—Tallahassee

## WTXL-TV

Ch. 27

Network Service: ABC.

Licensee: Tallahassee 27 Ltd. Partnership, 8927 Thomasville Rd., Tallahassee, FL 32312.

Studio: 8927 Thomasville Rd., Tallahassee, FL 32312.

Telephone: 904-893-3127. TWX: 810-931-3715. Fax: 904-668-1460.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1184.7-kw max. visual, 118.46-kw max. aural. Antenna: 864-ft. above av. terrain, 868-ft. above ground, 1013-ft. above sea level.

Latitude 30° 34' 29"  
Longitude 84° 12' 05"

Transmitter: E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

Satellite Earth Stations: Transmit/receive AFC, 5-meter Ku-band; Vertex, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Florida News Network.

Ownership: U. S. Communications Group Inc., gen. partner, 99.9%; Mitchell S. Cutler, ltd. partner, 0.1%. U. S. Communications Group Inc. ownership: Joseph D. Tydings, pres., 42.50%; John A. Janas, v.p., 16.666%; Mitchell S. Cutler, secy., 20.416%; Louis Frey Jr., treas., 20.416%. Frey has interest in licensee of WKAB-TV, Montgomery, AL & permittee of WGBZ, Gainesville, FL; WHLY-FM, Orlando, FL; WCSR-FM, Hamden & WPLR, New Haven, CT.

Began Operation: September 16, 1976. Sale to present owners by E. C. Allen approved by FCC Jan. 27, 1984.

Represented (sales): Petry Television Inc.

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

### Personnel:

CARL BRUCE, general manager.  
CHRIS ALDRIDGE, general sales manager.  
JERRY KELLY, local sales manager.  
KATHY SMITH, national sales manager.  
THOM KIRKSEY, chief engineer.  
LIZ EGGERT-HIRST, news director.  
SHERRY JONES, promotion director.  
STACEY SCHMITZ, business manager.  
MIKE FOWLER, production manager.  
JOYE SHERLOCK, traffic manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$150.

City of License: Tallahassee. ADI: Tallahassee, FL-Thomasville, GA. Rank: 117.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
50% & Over	Jefferson	4,000	3,900	98
	Leon	69,200	68,200	99



WTXL-TV BPCT-840831K1 Granted 9/21/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Taylor	6,900	6,700	97
	Wakulla	5,100	5,000	98
<b>GEORGIA</b>				
	Brooks	5,200	5,100	98
	Grady	7,800	7,700	99
	Thomas	13,400	13,200	99
<b>Between 25-49%</b>				
<b>FLORIDA</b>				
	Gadsden	14,400	14,100	98
	Lafayette	1,500	1,500	100
<b>GEORGIA</b>				
	Decatur	9,200	9,100	98
	Mitchell	7,000	6,800	98
<b>Between 5-24%</b>				
<b>FLORIDA</b>				
	Franklin	3,100	3,000	97
	Liberty	1,600	1,600	100
	Madison	5,300	5,100	97
	Suwannee	9,800	9,600	97
<b>GEORGIA</b>				
	Colquitt	13,400	13,200	99
<b>Station Totals</b>		<b>176,900</b>	<b>173,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>95,800</b>
<b>Average Daily Circulation (1989)</b>				<b>42,000</b>

# Florida—Tampa

**WBHS**

**Ch. 50**

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Broadcasting of Tampa Inc., Box 9090, Clearwater, FL 34618.

**Studio:** 1539 U.S. Hwy. 19S, Clearwater, FL 34624.

**Telephone:** 813-573-2501. **Fax:** 813-572-8585.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 4170-kw max. visual. Antenna: 1522-ft. above av. terrain, 75-ft. above ground, 1447-ft. above sea level.

Latitude	27°	50'	32''
Longitude	82°	15'	46''

**Satellite Earth Station:** 6-meter C-band; Pinzone receivers.

**Transmitter:** 15001 Boyette Rd., Riverview.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 1, 1988.

**Personnel:**

- JIM GOODMAN, vice president & station manager.
- ALLEN McCARTY, chief engineer.
- RICH WEXLER, national sales manager.
- JACKSON COOPER, program & promotion director.
- ROBERT TODD, business manager.
- DENISE SIMMER, marketing manager.
- LEAH POVEY, marketing assistant.

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



**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

# Florida—Clearwater

**WCLF**

**Ch. 22**

**Network Service:** None, independent.

**Licensee:** Christian Television Corp. Inc., Box 6922, Clearwater, FL 34618.

**Studio:** 6922 142nd Ave. N, Largo, FL 34641.

**Mailing Address:** Box 6922, Clearwater, FL 34618.

**Telephone:** 813-535-5622.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1170-kw horizontal visual, 500-kw max. & 117-kw horizontal aural. Antenna: 1429-ft. above av. terrain, 1538-ft. above ground, 1549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

**Transmitter:** 2.6-mi. N of Tarpon Springs.

**Satellite Earth Stations:** Transmit/receive Comtech, 5-meter C-band; Vertex, 6.1-meter Ku-band; Winegard, 3-meter C-band; ADU, Echostar, M/A-Com, receivers.

**Ownership:** Christian TV Network, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 24, 1979.

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

**Personnel:**

- ROBERT R. D'ANDREA, general manager.
- ROBERT KENNEDY, director of cable relations/special projects.
- CARL BERGER, chief engineer.
- WILLIAM BRYAN, network director of engineering.
- KURT STOWERS, comptroller.
- JACK JARVIS, production manager.

**Highest One Hour Rate:** \$900.

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

**City of License:** Clearwater. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WCLF BMPCT-790425KG Granted 9/25/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hernando	34,300	33,800	98
	Hillsborough	314,500	311,600	99
	Manatee	80,400	79,700	99
	Pasco	112,200	110,900	99
	Pinellas	384,000	381,000	99
<b>Station Totals</b>		<b>925,400</b>	<b>917,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>58,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>18,100</b>	

# Florida—Tampa-St. Petersburg

## WFLA-TV

(formerly WXFL)

Ch. 8

**Network Service:** NBC.

**Licensee:** WXFL Inc., 905 Jackson St., Tampa, FL 33602.

**Studio:** 905 Jackson St., Tampa, FL 33602.

**Telephone:** 813-228-8888. **TWX:** 810-876-0602.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 1536-ft. above av. terrain, 1545-ft. above ground, 1612-ft. above sea level.

Latitude 27° 50' 32"  
Longitude 82° 15' 46"

**Transmitter:** 15001 Boyette Rd., 5.5-mi. N of Balm.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Microband, 5-meter C-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** NBC.

**Ownership:** Media General Broadcasting Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1955.

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

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

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

### Personnel:

ROBERT SUTTON, president.  
L. WILLIAM WHITE, general manager.  
PAUL CATOE, general sales manager.  
JAY BURMER, local sales manager.  
PAUL SIRACUSE, national sales manager.  
ARDELL HILL, director of engineering.  
JOHN BUTTE, news director.  
RUSS MYERSON, director of programming.  
MARSHALL HITES, promotion manager.  
DARLENE MILLS, business manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1650.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Citrus	38,000	37,300	98
	De Soto	8,100	8,000	99



WFLA-TV BPCT-850426KG Granted 1/15/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hardee	7,400	7,300	99
	Hernando	34,300	33,800	98
	Highlands	26,800	26,400	99
	Hillsborough	314,500	311,600	99
	Manatee	80,400	79,700	99
	Pasco	112,200	110,900	99
	Pinellas	384,000	381,000	99
	Polk	146,400	145,000	99
Sarasota	119,100	118,000	99	
<b>FLORIDA</b>				
Between 25-49%	Charlotte	41,000	40,400	99
	Sumter	11,700	11,500	98
<b>FLORIDA</b>				
Between 5-24%	Dixie	3,400	3,300	97
	Levy	9,800	9,500	97
	Marion	71,500	70,200	98
	Okeechobee	10,500	10,400	99
	Osceola	35,500	35,100	99
<b>Station Totals</b>		<b>1,454,600</b>	<b>1,439,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,174,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>744,600</b>	



# Florida—Tampa-St. Petersburg

**WFTS**

**Ch. 28**

**Network Service:** Fox.

**Licensee:** Tampa Bay Television Inc., Box 30028, Tampa, FL 33630.

**Studio:** 4501 E. Columbus Dr., Tampa, FL 33605.

**Telephone:** 813-623-2828.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1546-ft. above av. terrain, 1538-ft. above ground, 1613-ft. above sea level.

Latitude 27° 50' 32"  
Longitude 82° 15' 46"

**Transmitter:** 5.5-mi. N of Balm.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band.

**News Service:** AP.

**Ownership:** Scripps Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 14, 1981. Sale to present owner approved by FCC Nov. 14, 1985 (Television Digest, Vol. 25:30). Sale to Capital Cities Communications by Ian Wheeler, et al., approved by FCC July 23, 1984 (Vol. 24:17).

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

**Represented (legal):** Baker & Hostetler.

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

**Personnel:**

- JIM MAJOR, vice president & general manager.
- LARRY JOPEK, general sales manager.
- MICHEAL BARICH, local sales manager.
- MARSHA HAMES, national sales manager.
- LEE MELVIN, engineering manager.
- JOSEPH LOGSDON, creative services & program director.
- LAURA BARTON, promotion manager.
- J. PAUL WILSON, business manager.
- LUIS ROMERO, production & operations manager.
- JOYCE COTTON, traffic manager.
- JOY PETIT, community affairs manager.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WFTS BPCT-870209KF Granted 3/31/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Hardee	7,400	7,300	99
	Hillsborough	314,500	311,600	99
	Manatee	80,400	79,700	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	De Soto	8,100	8,000	99
	Hernando	34,300	33,800	98
	Highlands	26,800	26,400	99
	Pasco	112,200	110,900	99
	Pinellas	384,000	381,000	99
	Polk	146,400	145,000	99
	Sarasota	119,100	118,000	99
Sumter	11,700	11,500	98	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Charlotte	41,000	40,400	99
	Citrus	38,000	37,300	98
<b>Station Totals</b>		<b>1,323,900</b>	<b>1,310,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>598,100</b>
<b>Average Daily Circulation (1989)</b>				<b>212,300</b>

# Florida—Lakeland

**WTMV**

**Ch. 32**

**Network Service:** None, independent.

**Licensee:** Public Interest Corp., 7201 E. Hillsborough Ave., Tampa, FL 33610.

**Studios:** 7201 E. Hillsborough Ave., Tampa, FL 33610; 101 W. Main St., Lakeland, FL 33801.

**Mailing Address:** Box 32, Tampa, FL 33601-0032.

**Telephone:** 813-626-3232. **Fax:** 813-622-7732.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 3039-kw max. visual, 304-kw max. aural. Antenna: 890-ft. above av. terrain, 862-ft. above ground, 1049-ft. above sea level.

Latitude 27° 50' 15"  
Longitude 81° 56' 53"

Holds CP for change to 2954-kw max. visual, 1086-ft. above av. terrain, 1062-ft. above ground, 1217-ft. above sea level. BPCT-890222KK.

**Transmitter:** 0.4-mi. SSW of Pebbledale, FL.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 5-meter Ku-band, Scientific-Atlanta, 3-meter C-band.

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

**Ownership:** Public Interest Corp., 100%. Dan L. & Betty Jo Johnson, 19.28% jointly; Robert G. Keelean, 13.59%; Andrew Oravec Jr., 5.58%; Fred D. Horton, 5.33%; P. N. Risser III, 5.27%; Michael B. Piper, trustee, 3.67%; Michael B. & Carol A. Piper, 3.01% jointly; Henry Esteva, 1.78%; Thomas Mahaffey Jr., 0.96%.

**Began Operation:** April 24, 1986.

**Represented (sales):** Independent TV Sales; Hugh Wallace Inc.

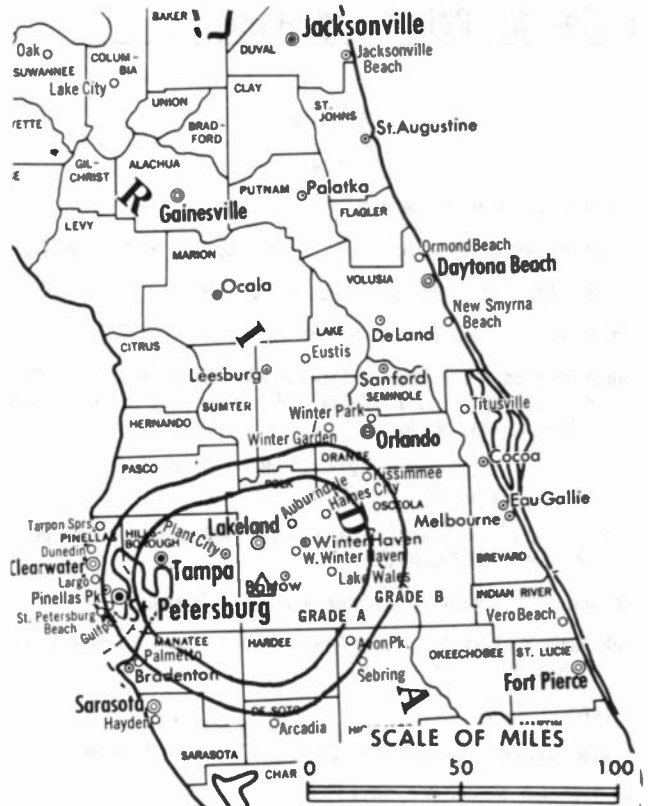
**Represented (legal):** Benedict P. Cottone.

**Represented (engineering):** Mullaney Engineering.

**Personnel:**

DAN L. JOHNSON, general manager.  
JO JOHNSON, station manager.  
TOM WATSON, general sales manager.  
CHRIS WIKER, local sales manager, Tampa.  
CINDY GRENKOWSKI, local sales manager, Lakeland.  
JERRY MCCOOK, chief engineer.  
DEBORAH BRAKKE, program director.  
ROBERT HUGHES, promotion director.  
CHARLES ROBB, business manager.

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



WTMV BPCT-890222KK Granted 6/20/89

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**Highest 30 Sec. Rate:** \$500.

**City of License:** Lakeland. **AOI:** Tampa-St. Petersburg. **Rank:** 17.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Hardee	7,400	7,300	99
Between 5-24%	FLORIDA			
	De Soto	8,100	8,000	99
	Highlands	26,800	26,400	99
	Hillsborough	314,500	311,600	99
	Polk	146,400	145,000	99
<b>Station Totals</b>		<b>503,200</b>	<b>498,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>86,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>22,800</b>	

# Florida—St. Petersburg-Tampa

**WTOG**

**Ch. 44**

**Network Service:** None, independent.

**Licensee:** Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** 365 105th Terrace NE, St. Petersburg, FL 33716.

**Telephone:** 813-576-4444. **Fax:** 813-577-1806.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1555-ft. above av. terrain, 1574-ft. above ground, 1649-ft. above sea level.

Latitude 27° 49' 48"  
Longitude 82° 15' 59"

Holds CP for change to 1490-ft. above av. terrain, 1480-ft. above ground, 1555-ft. above sea level. BPCT-890504KE.

**Transmitter:** 13310 Rhodine Rd., approx. 4-mi. SE of Riverview.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 4, 1968.

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

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

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

**Personnel:**

- EDWARD AIKEN, general manager.
- ALAN B. FRANK, station manager & general sales manager.
- JOHN HARVEY, local sales manager.
- JIM LAPIANA, national sales manager.
- JOHN KAYS, chief engineer.
- JIM BENNETT, news director.
- ROBERT AFFE, program director.
- FRITZ BRELAND, promotion director.
- STEWART WALLACE, business manager.

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

**City of License:** St. Petersburg. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Hardee	7,400	7,300	99
	Highlands	26,800	26,400	99
	Hillsborough	314,500	311,600	99
	Manatee	80,400	79,700	99
	Pasco	112,200	110,900	99



WTOG BPCT-870701KF Granted 7/31/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pinellas	384,000	381,000	99
	Polk	146,400	145,000	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	De Soto	8,100	8,000	99
	Hernando	34,300	33,800	98
	Marion	71,500	70,200	98
	Sarasota	119,100	118,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Charlotte	41,000	40,400	99
	Collier	54,700	53,600	98
	Glades	2,800	2,700	96
	Lake	58,600	58,000	99
	Lee	126,100	124,700	99
	Levy	9,800	9,500	97
	Okeechobee	10,500	10,400	99
Osceola	35,500	35,100	99	
<b>Station Totals</b>		<b>1,693,400</b>	<b>1,675,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>757,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>288,100</b>	

# Florida—St. Petersburg-Tampa

**WTSP-TV**

Ch. 10

**Network Service:** ABC.

**Licensee:** Great American Television & Radio Co. Inc., Box 10000, St. Petersburg, FL 33733.

**Studio:** 11450 Gandy Blvd., St. Petersburg, FL 33702.

**Telephones:** 813-557-1010, St. Petersburg; 813-224-9877, Tampa.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1500-ft. above av. terrain, 1538-ft. above ground, 1549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

**Transmitter:** 2.6-mi. N of Tarpon Springs.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter Ku-band; Andrew, 7.3-meter; Harris, 5-meter; Harris, 3-meter; Avantek, Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Great American Television & Radio Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965. Merger of Rahall Communications with Gulf United approved by FCC July 27, 1978 (*Television Digest*, Vol. 17:35). Sale to Taft Television & Radio approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). FCC approved sale to present owners Oct. 2, 1987 (Vol. 27:16, 18, 23, 30, 41).

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

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

**Personnel:**

VINCENT BARRESI, vice president & general manager.  
FRANK SEYMOUR, general sales manager.  
FRANK RATERMANN, local sales manager.  
MICHAEL CHANDLER, national sales manager.  
STEVEN G. JAMES, manager of engineering.  
MEL MARTIN, news director.  
LARRY CAZAVAN, program director.  
BARBARA SOBOCINSKI, promotion director.  
DAN REYNOLDS, business manager.  
RYAN TREDINNICK, production manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2500.

**City of License:** St. Petersburg. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WTSP-TV BMPCT-781214LC Granted 2/2/79

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	Hernando	34,300	33,800	98
	Hillsborough	314,500	311,600	99
	Manatee	80,400	79,700	99
	Pasco	112,200	110,900	99
<b>Between 25-49%</b>	Pinellas	384,000	381,000	99
	Polk	146,400	145,000	99
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Levy	9,800	9,500	97
	Sarasota	119,100	118,000	99
	Sumter	11,700	11,500	98
	<b>FLORIDA</b>			
	De Soto	8,100	8,000	99
Dixie	3,400	3,300	97	
Hardee	7,400	7,300	99	
Highlands	26,800	26,400	99	
Marion	71,500	70,200	98	
<b>Station Totals</b>		<b>1,367,600</b>	<b>1,353,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>990,100</b>
<b>Average Daily Circulation (1989)</b>				<b>554,300</b>

# Florida—Tampa-St. Petersburg

**WTVT**

Ch. 13

**Network Service:** CBS.

**Licensee:** WTVT Holdings Inc., Box 31113, Tampa, FL 33631-3113.

**Studio:** 3213 John F. Kennedy Blvd., Tampa, FL 33609.

**Telephone:** 813-287-1313. **TWX:** 810-876-0618. **Telex:** 813-875-8329.

**Fax:** 813-875-8329.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1416-ft. above av. terrain, 1463-ft. above ground, 1549-ft. above sea level.

Latitude 27° 49' 09"  
Longitude 82° 14' 26"

**Transmitter:** 4.4-mi. NNE of Balm, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; RCA, 6.1-meter Ku-band; Andrew, 5.6-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** CBS, Conus, Sports News Satellite.

**Ownership:** Clarence V. McKee, 51.53%; David A. Ramon, v.p.-secy.; GNG-3 Inc., 48.47%. GNG-3 Inc. ownership: Gillett Holdings Inc. See Group Ownership of TV Stations.

**Began Operation:** April 1, 1955. Sale to Gaylord Bcstg. by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (*Television Digest*, Vol. 12:26, 29). Sale to present owners by Gaylord Bcstg. Co. approved by FCC April 23, 1987 (Vol. 27:11, 29).

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

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

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

**Personnel:**

CLARENCE McKEE, chairman, president & chief executive officer.  
C. DAVID WHITAKER, vice president & general manager.  
TERRY COOPER, vice president, controller.  
JOHN WESTERBERG, general sales manager.  
KEN LUCAS, local sales manager.  
MIKE HALMINIAK, national sales manager.  
J. LOWELL OTTO, chief engineer.  
BOB FRANKLIN, news director.  
ARTIE SCHIFF, promotion manager.  
CANDACE GEIGER, marketing director.  
CAROL MOUNTAIN, production manager.  
SHELLEY PORTNOY, regional account manager.  
DICK A'HEARN, operations manager.  
LIZ BRUNNER, director of community relations.

**Highest One Hour Rate:** \$30,000.

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

**NETWORK BASE HOURLY RATE:** \$2175.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.



WTVT BMPCT-6216 Granted 5/9/66

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	De Soto	8,100	8,000	99
	Hardee	7,400	7,300	99
	Hernando	34,300	33,800	98
	Highlands	26,800	26,400	99
	Hillsborough	314,500	311,600	99
	Manatee	80,400	79,700	99
	Pasco	112,200	110,900	99
	Pinellas	384,000	381,000	99
Polk	146,400	145,000	99	
Sarasota	119,100	118,000	99	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Charlotte	41,000	40,400	99
	Sumter	11,700	11,500	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Levy	9,800	9,500	97
	Marion	71,500	70,200	98
<b>Station Totals</b>		<b>1,408,000</b>	<b>1,393,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>1,158,300</b>
<b>Average Daily Circulation (1989)</b>				<b>685,900</b>

# Florida—West Palm Beach

**WFLX**

Ch. 29

**Network Service:** Fox.

**Licensee:** Malrite Communications Group Inc., 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404.

**Studio:** 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404.

**Telephone:** 407-845-2929. **Fax:** 407-863-1238.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 1350-kw horizontal visual, 500-kw max. & 270-kw horizontal aural. Antenna: 1500-ft. above av. terrain, 1533-ft. above ground, 1549-ft. above sea level.

Latitude 26° 34' 37"  
Longitude 80° 14' 32"

**Transmitter:** 2.3-mi. W of Hwy. 441 & 0.7-mi. S of Lantana Rd., near Green Acres City.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Malrite Communications Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1982.

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

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Represented (engineering):** Ralph Evans Associates.

**Personnel:**

- MURRAY J. GREEN, vice president & general manager.
- MIKE KELLY, general sales manager.
- JANICE ZALTMAN, national sales manager.
- ANGELO (BUTCH) FIGURELLA, chief engineer.
- JACQUI DePOMPE, business manager.
- LOIS KWASMAN, marketing director.
- BOB RAMSEY, operations manager.

**Rates:** On request.

**City of License:** West Palm Beach. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WFLX BPCT—840621KF Granted 7/31/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Martin	38,500	38,000	99
	Okeechobee	10,500	10,400	99
	Palm Beach	347,100	343,100	99
	St Lucie	50,700	50,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
	Hendry	8,100	7,900	98
	Indian River	35,400	34,800	98
<b>Between 5-24%</b>	<b>FLORIDA</b>	695,700	690,000	99
	Dade			
<b>Station Totals</b>		<b>1,705,600</b>	<b>1,690,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>480,900</b>
<b>Average Daily Circulation (1989)</b>				<b>170,900</b>

# Florida—Tequesta-West Palm Beach

**WPBF**

**Ch. 25**

**Network Service:** ABC.

**Licensee:** Phipps-Potamkin Television Partners, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410.

**Telephones:** 407-694-2525; 407-624-6397.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1486-ft. above av. terrain, 1486-ft. above ground, 1516-ft. above sea level.

Latitude 27° 07' 17"  
Longitude 80° 23' 41"

**Transmitter:** 7.3-mi. SW of Palm City, Martin County.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; Andrew, 4.5-meter C-band; Avantek, Microdyne receivers.

**SNG Truck/Mobile Dish:** Andrews, 2.4-meter Ku-band.

**Ownership:** Potamkin TV Investments, 50%; Phipps Television Inc., 50%. Potamkin TV Investments ownership: Alan H. Potamkin, 50%; Robert M. Potamkin, 50%. Phipps Television Inc. ownership: John H. Phipps, 100%. John Phipps owns WCTV, Tallahassee, FL-Thomasville, GA. Alan Potamkin owns 25% of New Age Bcstg. Inc., licensee of WXDJ(FM) Homestead, FL.

**Began Operation:** January 1, 1989.

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

**Represented (legal):** Leibowitz & Spencer.

**Represented (engineering):** du Treil, Lundin & Rackley.

**Personnel:**

- ROBERT WARE, general manager.
- MIKE DIXON, general sales manager.
- ROB YOUNG, local sales manager.
- MARY MEADOWS, program director.
- JIMMY GAMBLE, chief engineer.
- LEE POLOWCZUK, news director.
- TERRY MURPHY, promotion director.

**Highest One Hour Rate:** \$3000.

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

**City of License:** Tequesta. ADI: West Palm Beach-Fort Pierce-Vero Beach. Rank: 50.



WPBF BMPCT-880822KE Granted 10/13/88

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Hendry	8,100	7,900	98
	Martin	38,500	38,000	99
	Okeechobee	10,500	10,400	99
	Palm Beach	347,100	343,100	99
	St Lucie	50,700	50,100	99
<b>Station Totals</b>		<b>454,900</b>	<b>449,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>70,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>27,900</b>	

# Florida—West Palm Beach

**WPEC**

Ch. 12

**Network Service:** CBS.

**Licensee:** Photo Electronics Corp., Box 24612, West Palm Beach, FL 33416-4612.

**Studio:** Fairfield Dr., West Palm Beach, FL 33407.

**Mailing Address:** Box 24612, West Palm Beach, FL 33416-4612.

**Telephone:** 305-844-1212. TWX: 510-952-7656.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 26° 45' 40"  
Longitude 80° 04' 08"

**Transmitter:** Intersection of U.S. Hwy. 441 & State Rd. 812.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta receivers.

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

**Ownership:** Photo Electronics Corp., 80%; Alex W. Dreyfoos Jr., pres., 12.4%; Estate of George W. Mergens, 7.6%.

**Began Operation:** January 1, 1955. Sale to present owners by Royal American Industries Inc. approved by FCC Oct. 26, 1973. Sale to Royal American (66.33% owned by Bankers Life & Casualty Co.) by Rand Bcstg. & Bertram Lebharr approved in 1964 (*Television Digest*, Vol. 4:9). Previous sale to Rand Broadcasting & Lebharr by RKO Teleradio Pictures Inc. approved May 16, 1957 (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 (Vol. 11:27, 31).

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

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

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

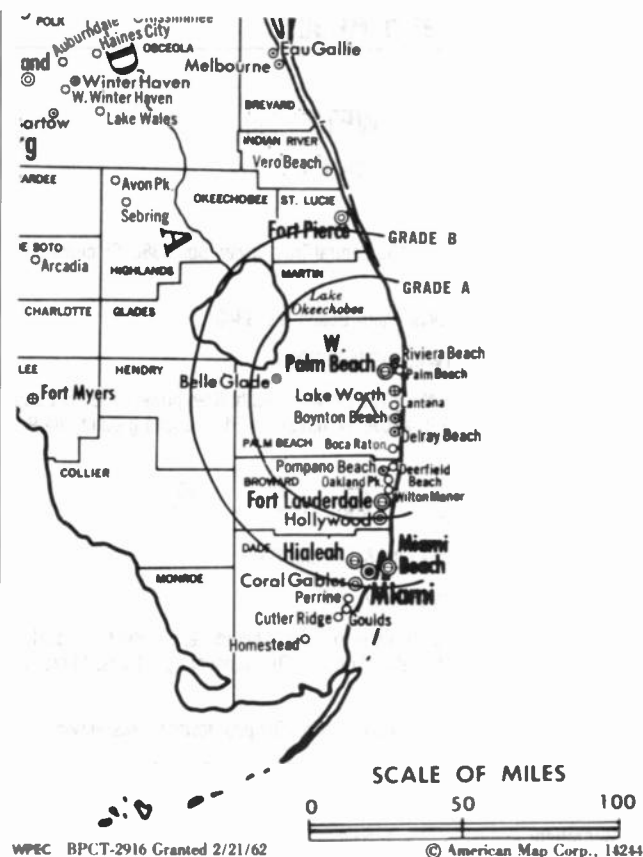
**Personnel:**

- WILLIAM B. PETERSON, president & general manager.
- DOUGLAS WOLFMUELLER, vice president & general sales manager.
- VIVIAN LESHER, national sales manager.
- GEORGE DANNER, engineering & systems manager.
- LARRY HENRICHS, news director.
- DONN COLEE JR., program manager & marketing director.
- CINDY SHELDON, business manager.
- TOM SAMAD, production & special projects manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1350.

**City of License:** West Palm Beach. ADI: West Palm Beach-Fort Pierce-Vero Beach. Rank: 50.



WPEC BPCT-2916 Granted 2/21/62

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Martin	38,500	38,000	99
	Okeechobee	10,500	10,400	99
	Palm Beach	347,100	343,100	99
	St. Lucie	50,700	50,100	99
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Broward	516,800	513,800	99
	Glades	2,800	2,700	96
	Hendry	8,100	7,900	98
	Indian River	35,400	34,800	98
<b>Station Totals</b>		<b>1,009,900</b>	<b>1,000,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>530,200</b>
<b>Average Daily Circulation (1989)</b>				<b>256,800</b>



# Florida—West Palm Beach

**WPTV**

Ch. 5

**Network Service:** NBC.

**Licensee:** Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

**Studio:** 622 N. Flagler Dr., West Palm Beach, FL 33401.

**Telephone:** 407-655-5455. TWX: 510-952-7606.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 20"  
Longitude 80° 12' 43"

**Transmitter:** Near Green Acres City & Lantana Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 11-meter Ku-band; Microdyne, 7-meter C-band; Hero, 6-meter C-band; Harris, 3.5-meter Ku-band; DX Engineering, Harris, Microdyne receivers.

**News Services:** AP, Florida News Network, NBC, Scripps Howard News Service, UPI.

**Ownership:** Scripps Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (*Television Digest*, Vol. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 (Vol. 12:37, 40).

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

**Represented (legal):** Baker & Hostetler.

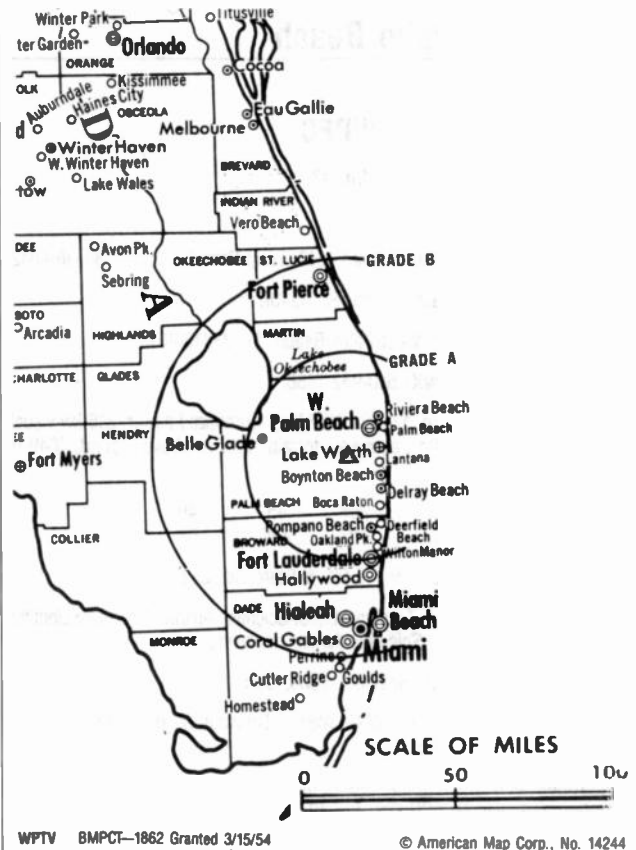
**Personnel:**

WILLIAM J. BROOKS, vice president & general manager.  
CHARLES HANSEN, general sales manager.  
DONNA M. LANE, national sales manager.  
EDWARD J. ROOS, engineering manager.  
FRANK P. VERDEL, news director.  
BERNADETTE R. O'GRADY, program director.  
WAYNE R. CUNNINGHAM, promotion director.  
CLAUDIA M. SAMOYA, business manager.

**Rates:** On request.

**City of License:** West Palm Beach. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WPTV BNPCT-1862 Granted 3/15/54

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>FLORIDA</b>				
	Indian River	35,400	34,800	98
	Martin	38,500	38,000	99
	Okeechobee	10,500	10,400	99
	Palm Beach	347,100	343,100	99
	St Lucie	50,700	50,100	99
<b>Between 25-49%</b>				
<b>FLORIDA</b>				
	Broward	516,800	513,800	99
	Hendry	8,100	7,900	98
<b>Between 5-24%</b>				
<b>FLORIDA</b>				
	Glades	2,800	2,700	96
<b>Station Totals</b>		<b>1,009,900</b>	<b>1,000,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>634,800</b>
<b>Average Daily Circulation (1989)</b>				<b>359,900</b>

# Florida—Fort Pierce-Stuart-Vero Beach- Palm Beach

**WTVX**

Ch. 34

**Network Service:** None, independent.

**Licensee:** WTVW Inc., Box 3434, Fort Pierce, FL 33454.

**Studios:** 3601 N. 25th St., Fort Pierce, FL 33450; Suite 734, West Palm Beach, FL 33404.

**Telephones:** 407-464-3434; 407-686-3434. Fax: 407-461-6344.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 5000-kw max. & 3981-kw horizontal visual, 446.68-kw aural. Antenna: 1492-ft. above av. terrain, 1520-ft. above ground, 1549-ft. above sea level.

Latitude 27° 07' 19.50"  
Longitude 80° 23' 20.50"

**Transmitter:** 7.3-mi. SW of Palm City, FL.

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

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

**Ownership:** Frank K. Spain, pres., 35%; Perrin Purvis, v.p., 10%; Margaret H. Spain, 35%; Letha M. Spain, 20%. For other interests, see WTVX(TV), Tupelo, MS.

**Began Operation:** April 5, 1966. Sale to present owners by Ruhl W. Koblegard, et al., approved by FCC Jan. 15, 1979.

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

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

**Personnel:**

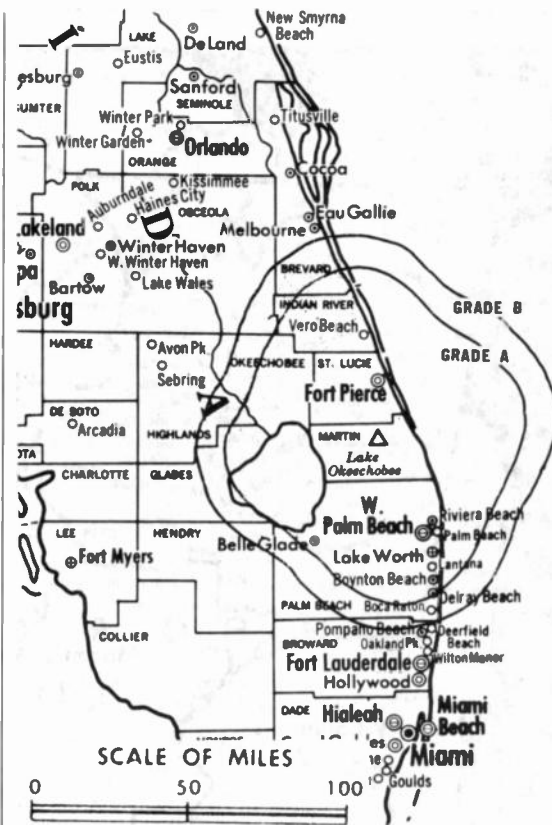
LYNWOOD WRIGHT, general manager.  
JAY OLIVER, general sales manager.  
WILLIAM CROOK, local sales manager.  
CYNTHIA SOWERBY, national & regional sales manager.  
BARBARA SMITH, programming director.  
MILTON PATRICK, chief engineer.  
LESTER WILLIAMS, news director.  
JULIA ELROD, business manager.  
MARK GROSSMAN, operations manager & promotion director.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Fort Pierce. ADI: West Palm Beach-Fort Pierce-Vero Beach. Rank: 50.

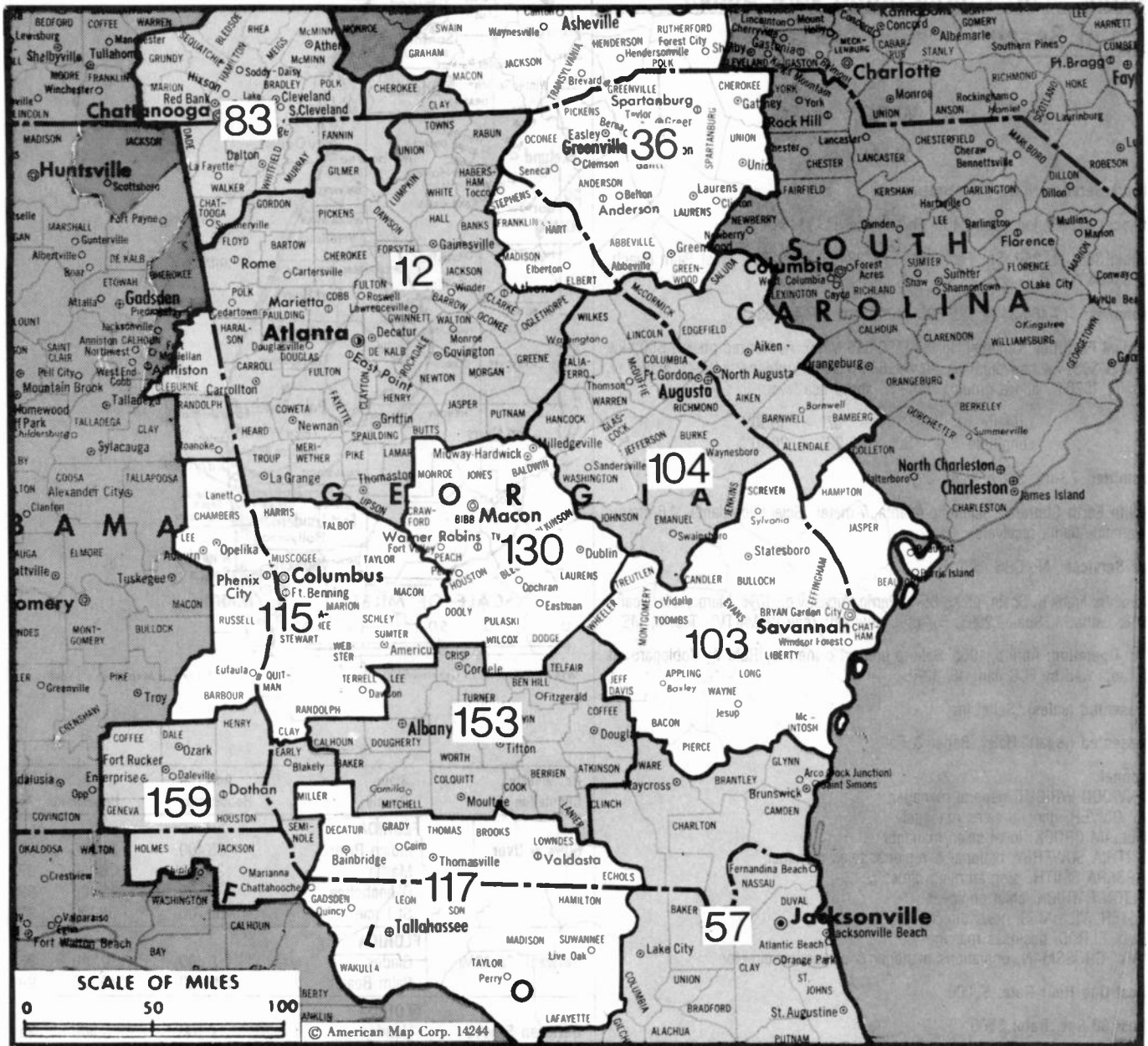
Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WTVX BPCT-5175 Granted 5/30/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Indian River	35,400	34,800	98
	Martin	38,500	38,000	99
	Okeechobee	10,500	10,400	99
	St Lucie	50,700	50,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Palm Beach	347,100	343,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
Hendry	8,100	7,900	98	
<b>Station Totals</b>		<b>493,100</b>	<b>487,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>249,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>113,800</b>	



Market	Arbitron A/DI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,315,900	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGNX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Greenville-Spartanburg, SC-Asheville, NC	634,500	36	WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Jacksonville, FL	449,800	57	WAWS-TV (30), WJKS (17), WJXT (4), WNFT (47), WTLV (12)
Chattanooga, TN	291,300	83	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVC (9)
Savannah, GA	224,100	103	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)
Augusta, GA	222,000	104	WAGT (26), WJBF (6), WRDW-TV (12)
Columbus, GA	185,300	115	WLTZ (38), WRBL (3), WWSW (66), WTVM (9), WXTX (54)
Tallahassee, FL-Thomasville, GA	183,000	117	WCTV (6), WTLH (49), WTCW (40), WTXL-TV (27)
Macon, GA	163,000	130	WGXA (24), WMAZ-TV (13), WMTG (41)
Albany, GA	129,300	153	WALB-TV (10), WSSTV (55), WTSG (31), WVGA (44)
Dothan, AL	106,000	159	WDHN (18), WTVY (4)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

<b>WSSTV, Albany</b> .....	See Cordele, GA
<b>WNGM-TV, Atlanta</b> .....	See Athens, GA
<b>WNMA-TV, Atlanta</b> .....	See Rome, GA
<b>WSWS, Columbus</b> .....	See Opelika-Auburn, AL
<b>WTGS, Savannah</b> .....	See Hardeeville, SC
<b>WCTV, Thomasville</b> .....	See Tallahassee, FL

**Georgia Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	11	17	28
<b>Educational Television Stations</b>	3	7	10
	20	24	38

# Georgia—Albany

## WALB-TV

Ch. 10

Network Service: NBC.

Licensee: WALB-TV Inc., Box 3130, Albany, GA 31708-7601.

Studio: 1709 Stuart Ave., Albany, GA 31707-7601.

Telephone: 912-883-0154. TWX: 810-781-5104. Fax: 912-436-3134.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52.00"  
Longitude 83° 51' 43.59"

Transmitter: 2.5-mi. E of Doerun.

Satellite Earth Stations: Harris, 8-meter Ku-band; Harris, 4.7-meter Ku-band; Satcom Technologies, 7-meter C-band; Satcom Technologies, 5-meter Ku & C-band; Harris, Microwave Assoc. receivers.

SNM Mobile Dish: Transmit/receive Gray/Harris 3-meter Ku-band.

News Service: AP.

Ownership: Gray Communications Systems Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 7, 1954.

Represented (sales): Katz Television.

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

Represented (engineering): Smith & Postenko.

### Personnel:

PHILLIP R. GREENE, vice president & general manager.  
R. DOUGLAS OLIVER, vice president, sales/programming.  
TROY PUCKETT JR., local sales manager.  
WILLIAM N. WILLIAMS, chief engineer.  
MATTHEW BAYNARD, production director.  
JERRY CANNADY, news director.  
SUSAN SEIY, traffic manager.

Highest One Hour Rate: \$2700.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$1400.

City of License: Albany. ADI: Albany, GA. Rank: 153.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Madison	5,300	5,100	97
	<b>GEORGIA</b>			
	Atkinson	2,100	2,000	95
	Baker	1,200	1,200	100
	Ben Hill	6,500	6,400	98
	Berrien	5,200	5,100	98
	Brooks	5,200	5,100	98
	Calhoun	1,500	1,400	93
	Clinch	2,300	2,300	99
	Coffee	10,500	10,300	98
	Colquitt	13,400	13,200	99
	Cook	5,000	4,900	98
	Crisp	7,300	7,200	98
	Decatur	9,200	9,100	98
Dooly	3,700	3,600	97	
Dougherty	35,100	34,700	99	
Early	4,700	4,600	98	
Echols	800	800	100	
Grady	7,800	7,700	99	



WALB-TV BPCT-2497 Granted 12/17/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Irwin	3,400	3,300	97
	Lanier	2,100	2,000	98
	Lee	5,200	5,100	98
	Lowndes	26,100	25,700	98
	Macon	5,100	5,000	98
	Miller	2,700	2,600	96
	Mitchell	7,000	6,800	98
	Randolph	3,300	3,200	97
	Seminole	3,400	3,300	97
	Sumter	10,400	10,100	98
	Telfair	4,000	3,900	98
	Terrell	4,000	3,900	98
Thomas	13,400	13,200	99	
Tift	12,100	11,900	98	
Turner	3,200	3,100	97	
Ware	13,400	13,200	99	
Wilcox	2,700	2,600	98	
Worth	6,600	6,500	98	

<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hamilton	3,300	3,200	97
	Jefferson	4,000	3,900	98
	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
Dodge	6,000	5,900	98	
Jeff Davis	4,500	4,400	98	
Webster	800	800	100	

<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Gadsden	14,400	14,100	98
	Lafayette	1,500	1,500	100
	Leon	69,200	68,200	99
	Suwannee	9,800	9,600	97
Taylor	6,900	6,700	97	

(Continued on page A-329)

<b>Station Totals</b>	<b>404,100</b>	<b>396,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>249,300</b>	
<b>Average Daily Circulation (1989)</b>		<b>162,100</b>	

# Georgia—Albany

**WTSG**

Ch. 31

Network Service: Fox.

Licensee: NewSouth Bcstg. Inc., 545-5 Delany Ave., Hovey Court, Miami, FL 32801.

Studio: 1211 N. Slappey Blvd., Albany, GA 31708.

Telephone: 912-435-3100.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1580-kw max. & 1200-kw horizontal visual, 240-kw aural. Antenna: 990-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"  
Longitude 83° 51' 43"

Transmitter: N of Rte. 270, 2.5-mi. E of Doerun.

Satellite Earth Stations: Microdyne, 7-meter; Skyspan, 4.5-meter; RCA, 4.5-meter Ku-band; Hercules, 4-meter C-band; Drake, M/A-Com, Microdyne receivers.

Ownership: Timothy S. Brumlik, 55.66%; Peggy Y. Antoniak, 19%; Manny Cantu, 1%; Albany TV Partners, 24.33%.

Began Operation: February 14, 1982. Sale by Gordon Communications Co. to Michael H. Male, et al., approved by FCC Oct. 7, 1987. Transfer of control to T. S. Brumlik approved June 20, 1988.

Represented (sales): Seltel Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Smith & Powstenko.

**Personnel:**

RON GRIMES, vice president & general manager.  
SONYA GARBER, local sales manager.  
JAY HALLER, national sales manager.  
HUGH ALLIGOOD, chief engineer.  
DAWN HOBBY, news director.  
BETTINA SMITH, program director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$300.

City of License: Albany. ADI: Albany, GA. Rank: 153.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Brooks	5,200	5,100	98
	Colquitt	13,400	13,200	99
	Cook	5,000	4,900	98
	Crisp	7,300	7,200	98
	Dougherty	35,100	34,700	99
	Mitchell	7,000	6,800	98
	Turner	3,200	3,100	97
	Worth	6,600	6,500	98
	<b>Between 25-49%</b>	<b>GEORGIA</b>		
Baker		1,200	1,200	100
Ben Hill		6,500	6,400	98
Berrien		5,200	5,100	98
Calhoun		1,500	1,400	93
Coffee		10,500	10,300	98
Decatur		9,200	9,100	98
Early		4,700	4,600	98
Grady		7,800	7,700	99
Irwin		3,400	3,300	97



WTSG BMPCT-800207KH Granted 1/8/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Lanier	2,100	2,000	98
	Lee	5,200	5,100	98
	Lowndes	26,100	25,700	98
	Miller	2,700	2,600	96
	Schley	1,100	1,100	100
	Sumter	10,400	10,100	98
	Terrell	4,000	3,900	98
	Thomas	13,400	13,200	99
	Tift	12,100	11,900	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hamilton	3,300	3,200	97
	Jefferson	4,000	3,900	98
	Madison	5,300	5,100	97
	<b>GEORGIA</b>			
Atkinson	2,100	2,000	95	
Bacon	3,600	3,500	97	
Bleckley	3,700	3,600	97	
Dodge	6,000	5,900	98	
Dooly	3,700	3,600	97	
Echols	800	800	100	
Macon	5,100	5,000	98	
Seminole	3,400	3,300	97	
<b>Station Totals</b>		<b>250,900</b>	<b>246,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>101,000</b>
<b>Average Daily Circulation (1989)</b>				<b>41,500</b>

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# Georgia—Athens

## WNGM-TV

Ch. 34

**Network Service:** None, independent.

**Licensee:** NGM Television Partners Ltd., Box 7818, Athens, GA 30604.

**Studio:** 185 Ben Burton Circle, Bogart, GA 30622.

**Telephone:** 404-633-4314.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1258-kw max. visual. Antenna: 1352-ft. above av. terrain, 1207-ft. above ground, 2188-ft. above sea level.

Latitude	34°	12'	27"
Longitude	83°	37'	48"

**Transmitter:** 4-mi. NE of Pendergrass on N side of GA 82 Spur, Jackson County.

**Satellite Earth Stations:** Pinzone, 5-meter C-band; Pinzone, 3-meter Ku-band.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Georgia Mountain Corp., 60%; Flowers Partners, 40%. GMC ownership: Larry Finch, 20%; James B. Latham, 20%; R. A. Birgel, 15%; F. E. Busby, 15%; M. F. Carpenter, 10%; James & S. L. Finch, 10% each. Principals have interest in Busby, Finch, Latham & Widman, radio/TV representatives.

**Began Operation:** April 18, 1989.

**Represented (engineering):** Lawrence Behr Associates Inc.

**Personnel:**

E. LANIER FINCH, general manager & general sales manager.  
LARRY WALTERS, chief engineer.

**Highest 30 Sec. Rate:** \$125.00.



**Arbitron Data:** Not available.

**City of License:** Athens, GA. **ADI:** Atlanta. **Rank:** 12.

# Georgia—Atlanta

## WAGA-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Gillett Communications of Atlanta Inc., Box 4207, Atlanta, GA 30302.

**Studio:** 1551 Briarcliff Rd. NE, Atlanta, GA 30306.

**Telephone:** 404-875-5551. **TWX:** 810-751-8265.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1100-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

**Transmitter:** 1551 Briarcliff Rd.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, 7.5-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta receivers.

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

**Ownership:** Gillett Holdings Inc. See Group Ownership of Television Stations.

**Began Operation:** March 8, 1949. Sale to present owner by SCI Holdings Inc. approved by FCC Aug. 20, 1987.

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

### Personnel:

JACK SANDER, president & general manager.  
CHUCK WING, vice president, marketing & sales.  
D. J. WILSON, local sales manager.  
VICTOR BRUST, national sales manager.  
MARK HOFFMAN, news director.  
LESLIE GLENN, program director.  
LEE ARMSTRONG, advertising & promotion manager.  
VERNON KHAIL, business manager.  
MARY DURFEY, commercial operations manager.  
JOHN DOLIVE, director of broadcast operations.  
MARY STIMMEL, editorial director.

**Rates:** On request.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Banks	3,800	3,700	97
	Barrow	9,700	9,600	99
	Bartow	17,300	17,200	99
	Butts	4,800	4,700	98
	Carroll	23,200	23,000	99
	Cherokee	26,000	25,700	99
	Clarke	30,400	30,000	99
	Clayton	63,300	63,000	100
	Cobb	157,000	156,300	100
	Coweta	17,000	16,700	99
	Dawson	2,500	2,500	98
	De Kalb	205,300	204,500	100
	Douglas	24,200	24,000	99
	Fayette	17,500	17,300	99
	Floyd	30,200	29,900	99
	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Gilmer	4,600	4,500	98
Gordon	12,300	12,200	99	
Greene	4,100	4,000	98	



WAGA-TV BPCT-1879 Granted 8/10/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Gwinnett	103,500	102,700	99
	Habersham	9,900	9,700	98
	Hall	32,600	32,300	99
	Haralson	7,600	7,500	99
	Heard	2,500	2,500	100
	Henry	17,200	16,900	99
	Jackson	10,300	10,200	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,200	4,100	99
	Meriwether	7,200	7,100	99
	Morgan	4,200	4,100	98
	Newton	14,200	14,000	99
	Oconee	5,600	5,600	100
	Oglethorpe	3,600	3,500	97
	Paulding	12,000	11,900	99
	Pickens	5,100	5,000	98
	Pike	3,400	3,300	97
	Polk	12,300	12,200	99
	Putnam	4,500	4,400	98
	Rabun	4,300	4,200	98
Rockdale	17,000	16,800	99	
Spalding	18,800	18,600	99	
Towns	2,700	2,700	100	
Troup	20,200	19,900	99	
Union	4,300	4,200	98	
Upson	9,800	9,700	99	
Walton	12,100	12,000	99	
White	4,500	4,400	98	
<b>NORTH CAROLINA</b>				
Clay	2,900	2,800	96	

(Continued on page A-329)

<b>Station Totals</b>	<b>1,685,800</b>	<b>1,669,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,179,500</b>
<b>Average Daily Circulation (1989)</b>			<b>654,500</b>



# Georgia—Atlanta

**WATL**

**Ch. 36**

**Network Service:** Fox.

**Licensee:** Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

**Studio:** One Monroe Place, Atlanta, GA 30324.

**Telephone:** 404-881-3600. **Fax:** 404-881-3635.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2682-kw max. & 2030-kw horizontal visual, 402.3-kw max. & 304.5-kw horizontal aural. Antenna: 1086-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

**Transmitter:** Briarcliff Rd. at Shepherd Lane.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Satcom Technologies, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band.

**Ownership:** Outlet Communications Inc., 100%. See Group Ownership of Television Stations. **Note:** Sale to Chase Communications pending (Television Digest, Vol. 29:33).

**Began Operation:** October 13, 1954. Left air May 31, 1955. Resumed operation under ownership of U.S. Communications Aug. 16, 1969; left air March 30, 1971. Sale to D. R. Jones, et al., approved by FCC July 14, 1974. Resumed operation July 5, 1976. Sale to Outlet Co. approved Oct. 13, 1982. Sale to Rockefeller Group granted Sept. 6, 1984 (Television Digest, Vol. 24:28; 25:1). Sale to present owner approved by FCC April 29, 1986.

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

**Represented (legal):** Carter, Ansley, Smith & McLendon.

**Personnel:**

- JOHN A. SERRAO, vice president & general manager.
- GENE McHUGH, general sales manager.
- SARB SEWAK KHALSA, business manager.
- TED BATSON, retail services director.
- MATT FILLA, national sales manager.
- DON HESS, program manager.
- TOM KOUNELIS, promotion director.
- DOUG FURCE, production manager.
- JOHN PELHAM, chief engineer.
- KINDY JONES, traffic manager.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>GEORGIA</b>			
	Barrow	9,700	9,600	99
	Butts	4,800	4,700	98
	Cherokee	26,000	25,700	99
	Clayton	63,300	63,000	100
	Cobb	157,000	156,300	100
	Dawson	2,500	2,500	98
	De Kalb	205,300	204,500	100
	Douglas	24,200	24,000	99
	Fayette	17,500	17,300	99
	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Gwinnett	103,500	102,700	99
	Henry	17,200	16,900	99
	Newton	14,200	14,000	99
	Paulding	12,000	11,900	99
	Pickens	5,100	5,000	98
	Polk	12,300	12,200	99
	Rockdale	17,000	16,800	99
	Walton	12,100	12,000	99



WATL BNPCT—6999 Granted 4/25/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	<b>GEORGIA</b>			
	Bartow	17,300	17,200	99
	Carroll	23,200	23,000	99
	Clarke	30,400	30,000	99
	Coweta	17,000	16,700	99
	Floyd	30,200	29,900	99
	Gilmer	4,600	4,500	98
	Greene	4,100	4,000	98
	Habersham	9,900	9,700	98
	Hall	32,600	32,300	99
	Haralson	7,600	7,500	99
	Heard	2,500	2,500	100
	Jackson	10,300	10,200	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Meriwether	7,200	7,100	99
	Morgan	4,200	4,100	98
	Murray	8,500	8,400	98
	Oconee	5,600	5,600	100
	Pike	3,400	3,300	97
	Putnam	4,500	4,400	98
	Spalding	18,800	18,600	99
	Troup	20,200	19,900	99
<b>Between 5-24%</b>				
	<b>ALABAMA</b>			
	Cherokee	7,300	7,200	99
	Cleburne	5,100	5,000	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Banks	3,800	3,700	97
	Chattooga	7,900	7,800	99
	Gordon	12,300	12,200	99
	Hancock	3,000	2,900	97
(Continued on page A-329)				
<b>Station Totals</b>		<b>1,333,800</b>	<b>1,322,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>674,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>259,300</b>	

# Georgia—Atlanta

**WGTX**

Ch. 46

Network Service: None, independent.

Licensee: WGTX Inc., 1810 Briarcliff Rd. NE, Atlanta, GA 30329.

Studio: 1810 Briarcliff Rd. NE, Atlanta, GA 30329.

Mailing Address: Box 98097, Atlanta, GA 30359.

Telephone: 404-325-4646. TWX: 810-751-3597. Fax: 404-633-8358.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 2333-kw max. & 1762-kw horizontal visual, 233-kw max. & 176-kw horizontal aural. Antenna: 1088-ft. above av. terrain, 1174-ft. above ground, 2049-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

Transmitter: Briarcliff Rd. & Shepherd Lane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Comtech, 5-meter C-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, INN.

Ownership: Tribune Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: June 6, 1971. Sale to present owner by CBN Continental Bcstg. Network Inc. approved by FCC Dec. 1, 1983 (Television Digest, Vol. 23:31).

Represented (sales): Pety Television Inc.

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

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

**Personnel:**

- HERMAN RAMSEY, vice president & general manager.
- WAYNE SPRACKLIN, general sales manager.
- JACK CRUMPLER, local sales manager.
- DUSTIN LECATE, national sales manager.
- DAN HIGHLAND, manager of engineering.
- JACK FRAZIER, news & community affairs director.
- LORRIE SHILLING, program manager.
- JAMES ROMANOV, business manager.
- STEVE WEITEKAMP, production manager.
- ARTHUR SHIPP, film director.
- BECKY LEWIS CONGDON, traffic manager.
- BARRY STINSON, creative services manager.

Rates: On request.

City of License: Atlanta. ADI: Atlanta. Rank: 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Butts	4,800	4,700	98
	Cherokee	26,000	25,700	99
	Clayton	63,300	63,000	100
	Douglas	24,200	24,000	99
	Fayette	17,500	17,300	99
	Lamar	4,600	4,500	98
	Polk	12,300	12,200	99
	Rockdale	17,000	16,800	99
	Spalding	18,800	18,600	99
	Walton	12,100	12,000	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Calhoun	44,800	44,500	99
	Randolph	7,400	7,300	99
<b>GEORGIA</b>	Barrow	9,700	9,600	99
	Bartow	17,300	17,200	99
	Carroll	23,200	23,000	99



WGTX BPCT-4857 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Chattooga	7,900	7,800	99
	Clarke	30,400	30,000	99
	Cobb	157,000	156,300	100
	Coweta	17,000	16,700	99
	Dawson	2,500	2,500	98
	De Kalb	205,300	204,500	100
	Floyd	30,200	29,900	99
	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Gilmer	4,600	4,500	98
	Gwinnett	103,500	102,700	99
	Habersham	9,900	9,700	98
	Hall	32,600	32,300	99
	Haralson	7,600	7,500	99
	Heard	2,500	2,500	100
	Henry	17,200	16,900	99
	Jackson	10,300	10,200	99
	Jasper	3,000	2,900	97
	Lumpkin	4,200	4,100	99
	Meriwether	7,200	7,100	99
	Monroe	5,800	5,700	98
Morgan	4,200	4,100	99	
Newton	14,200	14,000	98	
Oconee	5,600	5,600	100	
Paulding	12,000	11,900	99	
Pickens	5,100	5,000	98	
Putnam	4,500	4,400	98	
Troup	20,200	19,900	99	
Wilkes	4,000	3,900	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
Cherokee	7,300	7,200	99	

(Continued on page A-329)

<b>Station Totals</b>	<b>1,571,600</b>	<b>1,558,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>628,800</b>	
<b>Average Daily Circulation (1989)</b>		<b>213,700</b>	

# Georgia—Atlanta

## WSB-TV

Ch. 2

**Network Service:** ABC.

**Licensee:** Cox Enterprises Inc., 1601 W. Peachtree St. NE, Atlanta, GA 30309.

**Studio:** 1601 W. Peachtree St. NE, Atlanta, GA 30309.

**Telephone:** 404-897-7000. **TWX:** 810-751-3532. **Fax:** 404-897-7525.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1037-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"  
Longitude 84° 21' 42"

**Transmitter:** 766 Willoughby Way NE.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 7-meter C-band; Andrew, 4-meter C-band; SatCom, 5.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, Scientific-Atlanta receivers.

**AM Affiliate:** WSB, 50-kw, 750 kHz.

**FM Affiliate:** WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft.

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

**Ownership:** Cox Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1948.

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

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

### Personnel:

ANDREW S. FISHER, vice president & general manager.  
BRUCE BAKER, director of sales.  
JACK DABNEY, national sales manager.  
BILL SPELL, local sales manager.  
DAVID LIPPOFF, news director.  
A. R. VAN CANTFORT, program manager.  
PHIL MICHAEL, director of promotions & public relations.  
GORDON JONES, controller.  
MILT THOMAS, production manager.

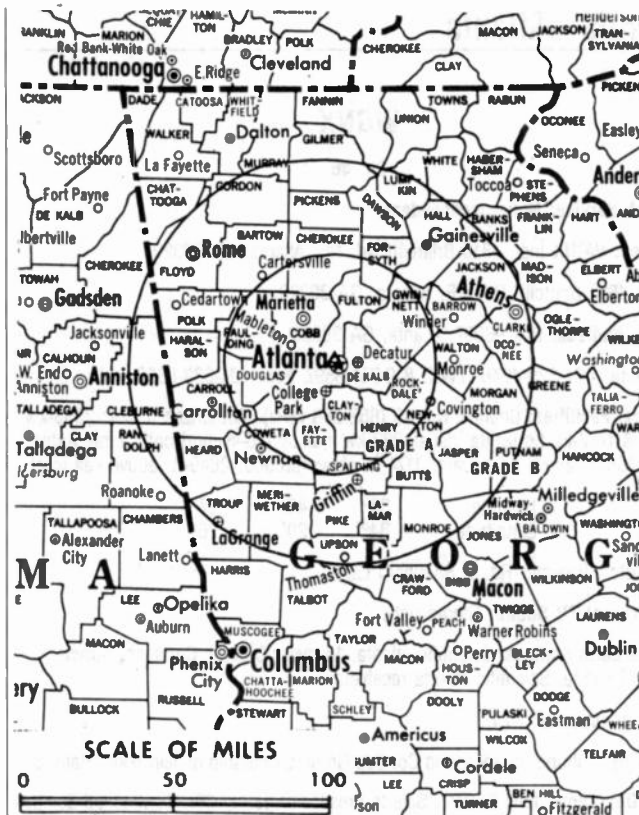
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3000.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Baldwin	12,200	12,000	98
	Banks	3,800	3,700	97
	Barrow	9,700	9,600	99
	Bartow	17,300	17,200	99
	Butts	4,800	4,700	98
	Carroll	23,200	23,000	99
	Chattooga	7,900	7,800	99
	Cherokee	26,000	25,700	99
	Clarke	30,400	30,000	99
	Clayton	63,300	63,000	100
	Cobb	157,000	156,300	100
	Coweta	17,000	16,700	99
	Dawson	2,500	2,500	98
	De Kalb	205,300	204,500	100
Douglas	24,200	24,000	99	
Fayette	17,500	17,300	99	
Floyd	30,200	29,900	99	
Forsyth	14,200	14,100	99	



WSB-TV BPCT—2303 Granted 5/6/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fulton	255,300	253,500	99
	Gilmer	4,600	4,500	98
	Gordon	12,300	12,200	99
	Greene	4,100	4,000	98
	Gwinnett	103,500	102,700	99
	Habersham	9,900	9,700	98
	Hall	32,600	32,300	99
	Haralson	7,600	7,500	99
	Heard	2,500	2,500	100
	Henry	17,200	16,900	99
	Jackson	10,300	10,200	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,200	4,100	99
	Meriwether	7,200	7,100	99
	Morgan	4,200	4,100	98
	Newton	14,200	14,000	99
	Oconee	5,600	5,600	100
	Oglethorpe	3,600	3,500	97
	Paulding	12,000	11,900	99
Pickens	5,100	5,000	98	
Pike	3,400	3,300	97	
Polk	12,300	12,200	99	
Putnam	4,500	4,400	98	
Rabun	4,300	4,200	98	
Rockdale	17,000	16,800	99	
Spalding	18,800	18,600	99	
Towns	2,700	2,700	100	
Troup	20,200	19,900	99	
Union	4,300	4,200	98	
Upson	9,800	9,700	99	
Walton	12,100	12,000	99	
White	4,500	4,400	98	

(Continued on page A-330)

<b>Station Totals</b>	<b>1,881,200</b>	<b>1,862,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,252,200</b>	
<b>Average Daily Circulation (1989)</b>		<b>740,000</b>	

# Georgia—Atlanta

**WTBS**

Ch. 17

Network Service: None, independent.

Licensee: Superstation Inc., 1050 Techwood Dr. NW, Atlanta, GA 30348.

Studio: 1050 Techwood Dr. NW, Atlanta, GA 30348.

Telephone: 404-827-1717. TWX: 810-751-8568. Telex: 797587.

Fax: 404-827-1947.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2240-kw max. & 1510-kw horizontal visual, 224-kw max. & 151-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 1042-ft. above ground, 2042-ft. above sea level.

Latitude 33° 46' 57"  
Longitude 84° 23' 20"

Transmitter: 1018 W. Peachtree St. NW.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Turner Broadcasting System Inc. R. E. Turner, chmn., holds controlling interest. Turner also owns Cable News Network.

Began Operation: September 1, 1967. Transfer of control from Jack M. Rice, et al., to R. E. Turner approved by FCC Dec. 10, 1969.

Represented (sales): Turner Broadcast Sales.

**Personnel:**

- ROBERT H. LEVI, executive vice president.
- WILLIAM MERRIAM, vice president, operations/production.
- LOU LATORRE, vice president, sales.
- ROBERT SIEBER, vice president, research.
- GENE WRIGHT, vice president, engineering.
- TERRI TINGLE, vice president, public affairs.
- JAMES WILLIAMS, local sales manager.
- JOHN POPKOWSKI, national sales manager.
- PETER MOORE, promotion director.

Rates: On request.

City of License: Atlanta. AOI: Atlanta. Rank: 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Jackson	7,700	7,600	99
	Phillips	11,000	10,700	97
	<b>COLORADO</b>			
	Hinsdale	200	200	100
	San Juan	400	400	100
	<b>FLORIDA</b>			
	Franklin	3,100	3,000	97
	<b>GEORGIA</b>			
	Baldwin	12,200	12,000	98
Barrow	9,700	9,600	99	
Bartow	17,300	17,200	99	
Butts	4,800	4,700	98	
Carroll	23,200	23,000	99	
Chattahoochee	3,400	3,400	100	
Cherokee	26,000	25,700	99	
Clayton	63,300	63,000	100	
Cobb	157,000	156,300	100	
Coweta	17,000	16,700	99	
Dawson	2,500	2,500	98	
De Kalb	205,300	204,500	100	
Douglas	24,200	24,000	99	
Floyd	30,200	29,900	99	



WTBS BMPCT—7539 Granted 7/31/74 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Glynn	23,400	23,100	99
	Gwinnett	103,500	102,700	99
	Hall	32,600	32,300	99
	Haralson	7,600	7,500	99
	Henry	17,200	16,900	99
	Jackson	10,300	10,200	99
	Lamar	4,600	4,500	98
	Lanier	2,100	2,000	98
	Liberty	13,000	12,800	98
	Lumpkin	4,200	4,100	99
	Mc Intosh	3,000	2,900	97
	Meriwether	7,200	7,100	99
	Morgan	4,200	4,100	98
	Newton	14,200	14,000	99
	Paulding	12,000	11,900	99
	Pickens	5,100	5,000	98
	Pike	3,400	3,300	97
	Polk	12,300	12,200	99
Rockdale	17,000	16,800	99	
Spalding	18,800	18,600	99	
Taylor	2,800	2,700	96	
Walton	12,100	12,000	99	
Ware	13,400	13,200	99	
<b>IOWA</b>				
Dickinson	6,300	6,200	98	
<b>IDAHO</b>				
Blaine	5,600	5,400	96	
<b>KANSAS</b>				
Geary	10,600	10,500	99	
Greeley	700	700	100	

(Continued on page A-308)

Station Totals	84,659,300	83,301,200	98
Net Weekly Circulation (1989)			17,474,600
Average Daily Circulation (1989)			5,772,600

# Georgia—Atlanta

**WVEU**

Ch. 69

Network Service: None, independent.

Licensee: Broadcast Corp. of Georgia, 2700 Northeast Expressway, Atlanta, GA 30345.

Studio: 2700 Northeast Expressway, Atlanta, GA 30345.

Telephone: 404-325-6929. Telex: 85-3488. Easylink: 62810694+.

Fax: 404-633-4567.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 2630-kw visual, 263-kw aural. Antenna: 980-ft. above av. terrain, 848-ft. above ground, 1917-ft. above sea level.

Latitude 33° 45' 34"  
Longitude 84° 23' 19"

Transmitter: Peachtree Plaza Hotel.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation.

Ownership: David J. Harris, Prentiss Q. Yancey, Harry L. Hickson, Vance L. Eckersley, E. Bruce Phillips, DeSales Harrison.

Began Operation: August 22, 1981. (Television Digest, Vol. 29:11). Sale to Silver King Bcstg. approved by FCC May 10, 1989 but not consummated.

Represented (sales): Independent TV Sales.

Represented (legal): E. William Henry.

Represented (engineering): Jules Cohen & Associates.

**Personnel:**

- VANCE L. ECKERSLEY, vice president & general manager.
- MANN REED, station manager & general sales manager.
- SHELDON W. MOSS, local sales manager.
- ROBERT W. LEETH, chief engineer.
- MARY F. MCKEE, program manager.
- PETER L. MANDELL, promotion manager.
- MARTI CHITWOOD, public affairs manager.

Rates: On request.

City of License: Atlanta. ADI: Atlanta. Rank: 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Coweta	17,000	16,700	99
Between 5-24%	GEORGIA			
	Butts	4,800	4,700	98
	Carroll	23,200	23,000	99
	Cherokee	26,000	25,700	99
	Clayton	63,300	63,000	100
	Cobb	157,000	156,300	100



WVEU BMPCT-810127KE Granted 2/24/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	De Kalb	205,300	204,500	100
	Douglas	24,200	24,000	99
	Fayette	17,500	17,300	99
	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Gwinnett	103,500	102,700	99
	Heard	2,500	2,500	100
	Henry	17,200	16,900	99
	Jackson	10,300	10,200	99
	Lamar	4,600	4,500	98
	Meriwether	7,200	7,100	99
	Morgan	4,200	4,100	98
	Newton	14,200	14,000	99
	Pickens	5,100	5,000	98
Pike	3,400	3,300	97	
Rockdale	17,000	16,800	99	
Spalding	18,800	18,600	99	
Walton	12,100	12,000	99	
<b>Station Totals</b>		<b>1,027,900</b>	<b>1,020,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>151,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>39,000</b>	

# Georgia—Atlanta

## WXIA-TV

Ch. 11

Network Service: NBC.

Licensee: Pacific & Southern Bcstg. Co. Inc., 1611 W. Peachtree St. NE, Atlanta, GA 30309.

Studio: 1611 W. Peachtree St. NE, Atlanta, GA 30309.

Telephone: 404-892-1611. TWX: 810-751-3255.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1048-ft. above av. terrain, 1040-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 23.70"  
Longitude 84° 19' 54.70"

Transmitter: 110 Arizona Ave. NE.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive 2.4-meter Ku-band; Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 5.5-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, Gannett News Service, UPI.

Ownership: Gannett Co. Inc., 100%. See Group Ownership of TV Stations.

Began Operation: September 30, 1951 as WLTV. Merger of Combined Communications with Gannett approved by FCC June 7, 1979 (Television Digest, Vol. 18:20, 38; 19:24). Merger of Pacific & Southern Bcstg. with Combined Communications approved Jan. 9, 1974 (Vol. 13:5, 14:2, 30, 34). Previous merger of Jupiter Bcstg. with Pacific & Southern Bcstg. Co. Inc. approved Nov. 15, 1967 (Vol. 7:47). Previous sale to WIBC Inc. by Crosley Bcstg. approved Sept. 25, 1962 (Vol. 2:25; 37, 38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51; 9:5, 7).

Represented (sales): Blair Television.

Represented (legal): Reed, Smith, Shaw & McClay.

### Personnel:

- HARVEY MARS, president & general manager.
- WAYNE FREEDMAN, vice president & general sales manager.
- STEPHEN A. SMITH, vice president & news director.
- JACK R. LEASE, vice president, director of operations & program manager.
- JOHN HEINEN, vice president, marketing & creative services.
- MIKE MARTIN, vice president & production manager.
- PETER CARNES, local sales manager.
- ALICE RIEHL, national sales manager.
- JERRY MICHEL, chief engineer.
- BOB WALKER, sales & marketing director.
- JOAN T. CHASE, director of business affairs & finance.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$3375.

City of License: Atlanta. ADI: Atlanta. Rank: 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
50% & Over	Barrow	9,700	9,600	99
	Bartow	17,300	17,200	99
	Butts	4,800	4,700	98
	Carroll	23,200	23,000	99
	Cherokee	26,000	25,700	99
	Clarke	30,400	30,000	99
	Clayton	63,300	63,000	100
	Cobb	157,000	156,300	100
	Coweta	17,000	16,700	99
	Dawson	2,500	2,500	98
	De Kalb	205,300	204,500	100
	Douglas	24,200	24,000	99
	Fayette	17,500	17,300	99



WXIA-TV BPCT-800924KF Granted 1/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Floyd	30,200	29,900	99
	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Greene	4,100	4,000	98
	Gwinnett	103,500	102,700	99
	Hall	32,600	32,300	99
	Haralson	7,600	7,500	99
	Heard	2,500	2,500	100
	Henry	17,200	16,900	99
	Jackson	10,300	10,200	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,200	4,100	99
	Meriwether	7,200	7,100	99
	Morgan	4,200	4,100	98
	Newton	14,200	14,000	99
	Oconee	5,600	5,600	100
	Paulding	12,000	11,900	99
	Pickens	5,100	5,000	98
	Pike	3,400	3,300	97
	Polk	12,300	12,200	99
	Putnam	4,500	4,400	98
	Rockdale	17,000	16,800	99
	Spalding	18,800	18,600	99
	Troup	20,200	19,900	99
	Upson	9,800	9,700	99
	Walton	12,100	12,000	99
	White	4,500	4,400	98
<b>NORTH CAROLINA</b>				
	Clay	2,900	2,800	96

(Continued on page A-330)

Station Totals	1,700,900	1,683,200	99
Net Weekly Circulation (1989)		1,209,100	
Average Daily Circulation (1989)		712,000	

# Georgia—Augusta

**WAGT**

Ch. 26

**Network Service:** NBC.

**Licensee:** WAGT Television Inc., Box 1526, Augusta, GA 30903.

**Studio:** 905 Broad St., Augusta, GA 30901.

**Telephone:** 404-826-0026.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 1700-kw max. & 933-kw horizontal visual, 170-kw max. & 93.3-kw horizontal aural. Antenna: 1614-ft. above av. terrain, 1560-ft. above ground, 1907-ft. above sea level.

Latitude 33° 25' 15"  
Longitude 81° 50' 19"

**Transmitter:** E Side of Pine Log Rd., 0.4-mi. N of Rte. 278.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, 3-meter C-band; RCA, 3-meter Ku-band; Harris receivers.

**News Service:** AP.

**Ownership:** Schurz Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1968. Left air Nov. 1970. Resumed operation Jan. 14, 1974. Sale to present owner by J. Thomas Jones & Francis Hanks Robertson approved by FCC May 14, 1980.

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

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

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

**Personnel:**

- HAL EDWARDS, president & general manager.
- LEE SHERIDAN, station manager.
- JAMES S. HALPIN, general sales manager.
- CHARLES COLEMAN, local sales manager.
- FRANK CROTTS, production coordinator.
- REGGIE COFER, promotion manager.
- BRIAN ROBERTS, news coordinator.
- AL VAN DINTEREN, chief engineer.
- ERIC BAKER, business manager.

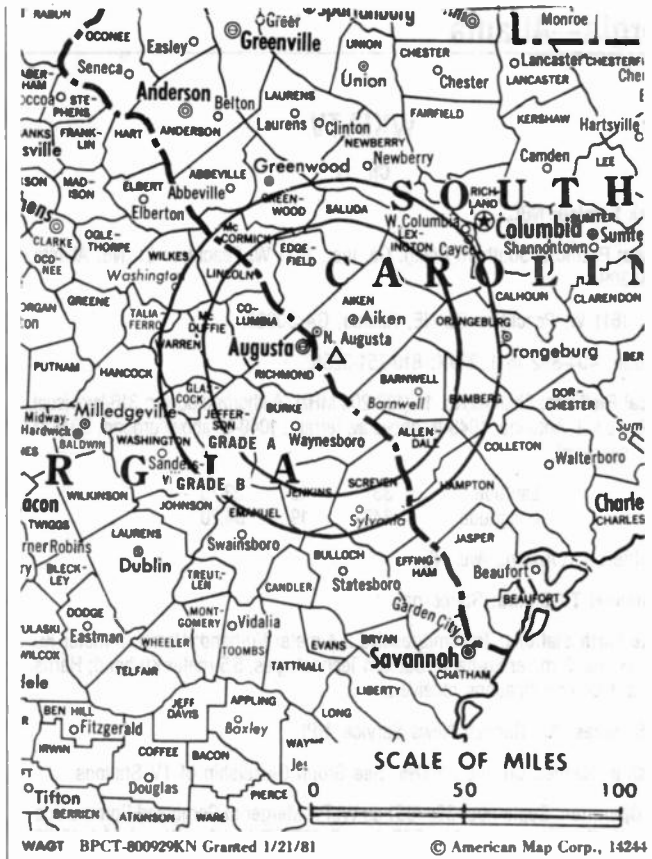
**Highest 30 Sec. Rate:** \$850.

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

**City of License:** Augusta. **AOI:** Augusta. **Rank:** 104.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,900	6,700	97
	Columbia	20,800	20,600	99
	Glascocok	800	800	100
	Jefferson	6,700	6,600	98
	Mc Duffie	7,600	7,500	99
	Richmond	68,800	68,100	99
	Warren	2,000	1,900	97
	<b>SOUTH CAROLINA</b>			
	Aiken	46,200	45,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Allendale	3,800	3,700	97
	Barnwell	7,700	7,600	98
	Edgefield	6,200	6,100	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Emanuel	7,600	7,500	98
	Jenkins	2,900	2,900	98
	Lincoln	2,300	2,300	100
	Screven	5,700	5,600	98
	Taliaferro	900	900	100
Wilkes	4,000	3,900	98	
<b>SOUTH CAROLINA</b>	Bamberg	6,200	6,100	98
	Mc Cormick	2,400	2,400	100
	Saluda	6,200	6,100	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Hancock	3,000	2,900	97
	Johnson	3,200	3,200	98
Washington	6,600	6,400	97	
<b>SOUTH CAROLINA</b>	Abbeville	8,700	8,600	98
	Calhoun	4,600	4,500	98
	Hampton	7,000	6,800	97
	Orangeburg	31,300	30,500	98
	<b>Station Totals</b>		<b>280,100</b>	<b>276,000</b>
<b>Net Weekly Circulation (1989)</b>				<b>161,800</b>
<b>Average Daily Circulation (1989)</b>				<b>89,400</b>



# Georgia—Augusta

**WJBF**

Ch. 6

**Network Service:** ABC.

**Licensee:** Pegasus Bcstg. of Augusta, GA Inc., 666 Dundee Rd., Northbrook, IL 60062.

**Studio:** 1001 Reynolds St., Augusta, GA 30901.

**Mailing Address:** Box 1404, Augusta, GA 30903.

**Telephone:** 404-722-6664. **Fax:** 404-722-0022.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 18"  
Longitude 81° 50' 15"

**Transmitter:** Pine Log Rd., near Beech Island, SC.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 4-meter Ku-band; Harris, 3-meter C-band; Avantek, Harris, M/A-Com, Cyclesat receivers.

**News Service:** AP.

**Ownership:** Pegasus Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** November 22, 1953. Sale to present owner by SFN Cos. approved by FCC Oct. 2, 1986 (*Television Digest*, Vol. 26:41). Previous sale by Western Broadcasting Co. approved by FCC June 27, 1984. Sale by Fuqua Television to Western Broadcasting approved July 10, 1980.

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

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

**Represented (engineering):** John F. X. Browne & Associates Inc.

**Personnel:**

- TERRY SAMS, president & general manager.
- MARTY FRASER, local & national sales manager.
- BILL DOKER, chief engineer.
- PETER MICHENFELDER, news director.
- DAVID LUDWIKOWSKI, director of programming & promotion.
- ANGELA McCORKLE, promotion director.
- MARY MILLER, business manager.
- JERRY LEZOTTE, production manager.
- MARY JONES, assistant to the president.
- GERALD LEVY, vice president, community affairs.

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

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

**NETWORK BASE HOURLY RATE:** \$1250.

**City of License:** Augusta. **AOI:** Augusta. **Rank:** 104.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
<b>50% &amp; Over</b>	Burke	6,900	6,700	97
	Columbia	20,800	20,600	99
	Emanuel	7,600	7,500	98
	Glascocok	800	800	100
	Hancock	3,000	2,900	97
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Lincoln	2,300	2,300	100
	Mc Duffie	7,600	7,500	99
	Richmond	68,800	68,100	99
	Scriven	5,700	5,600	98



WJBF BPCT-2441 Granted 12/18/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Taliaferro	900	900	100
	Warren	2,000	1,900	97
	Wilkes	4,000	3,900	98
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Aiken	46,200	45,800	99
	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Barnwell	7,700	7,600	98
	Edgefield	6,200	6,100	98
	Mc Cormick	2,400	2,400	100
	Saluda	6,200	6,100	98
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Bulloch	12,500	12,300	98
	Candler	2,700	2,600	96
	Johnson	3,200	3,200	98
	Treutlen	2,100	2,100	98
	Washington	6,600	6,400	97
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Abbeville	8,700	8,600	98
	Hampton	7,000	6,800	97
	Orangeburg	31,300	30,500	98
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Evans	3,000	3,000	100
	Greene	4,100	4,000	98
	Hart	7,000	6,900	99
	Oglethorpe	3,600	3,500	97
	Toombs	9,200	9,000	98
	Wheeler	2,000	1,900	95
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Greenwood	23,400	23,100	99
	Laurens	19,000	18,800	99
	Lexington	64,400	63,500	99
	Newberry	12,500	12,300	98
<b>Station Totals</b>		<b>441,000</b>	<b>434,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>236,500</b>
<b>Average Daily Circulation (1989)</b>				<b>152,400</b>



# Georgia—Augusta

**WRDW-TV**

Ch. 12

Network Service: CBS.

Licensee: WRDW Associates, Drawer 1212, Augusta, GA 30913-1212.

Studio: 1301 Georgia Ave., North Augusta, SC 29841.

Telephone: 803-278-1212. TWX: 810-771-4860. Fax: 803-279-8316.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1632-ft. above av. terrain, 1507-ft. above ground, 1887-ft. above sea level.

Latitude 33° 24' 29"  
Longitude 81° 50' 36"

Transmitter: Pine Log Rd., Beech Island, SC.

Satellite Earth Stations: KLM, 5-meter; Drake, M/A-Com receivers.

News Services: AP, CBS.

Ownership: Television Station Partners, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1954. Sale to present owners by Ziff Corp. approved by FCC Jan. 18, 1983 (*Television Digest*, Vol. 22:30). Sale to Ziff by Rust Craft Bcstg. approved by FCC May 10, 1978 but sale was not consummated until March 22, 1979. Sale to Rust Craft by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Vol. 17:30, 33; 2:14). Sale to WPIT Inc. by Southeastern Newspapers Inc. approved April 20, 1960 (Vol. 16:6, 17). Sale to Southeastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 (Vol. 11:48; 12:7). **Note:** For sale of WPIT Inc. to United Printers & Publishers (Rust Craft Greeting Cards Inc.), see WTOV-TV, Steubenville, OH.

Represented (sales): Petry Television Inc.

Represented (engineering): Lohnes & Culver.

**Personnel:**

- I. MARTIN POMPADUR, chief executive officer.
- RALPH E. BECKER, president & chief operating officer.
- WILLIAM SERVICE, vice president & general manager.
- MARY MIXON, general sales manager.
- ELAINE ELAM, national & regional sales manager.
- LEE DAVIS, chief engineer.
- SHERRY LORENZ, news director.
- DOUG DUFFY, promotion manager.
- EVERLYN LLOYD, business manager.
- PAUL WOLFE, marketing director.

Rates: On request.

City of License: Augusta. AOI: Augusta. Rank: 104.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,900	6,700	97
	Columbia	20,800	20,600	99
	Emanuel	7,600	7,500	98
	Glascocock	800	800	100
	Hancock	3,000	2,900	97
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Lincoln	2,300	2,300	100
	Mc Duffie	7,600	7,500	99
	Richmond	68,800	68,100	99
	Screven	5,700	5,600	98
	Taliaferro	900	900	100



WRDW-TV BPCT-3054 Granted 9/28/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Warren	2,000	1,900	97
	Wilkes	4,000	3,900	98
<b>SOUTH CAROLINA</b>	Aiken	46,200	45,800	99
	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Barnwell	7,700	7,600	98
	Edgefield	6,200	6,100	98
	Mc Cormick	2,400	2,400	100
	Saluda	6,200	6,100	98
	<b>GEORGIA</b>			
	Treutlen	2,100	2,100	98
	Washington	6,600	6,400	97
<b>SOUTH CAROLINA</b>	Orangeburg	31,300	30,500	98
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Candler	2,700	2,600	96
	Johnson	3,200	3,200	98
	Oglethorpe	3,600	3,500	97
	Tattnall	6,300	6,200	98
	Walton	12,100	12,000	99
	Wilkinson	3,800	3,700	97
	<b>SOUTH CAROLINA</b>			
Abbeville	8,700	8,600	98	
Calhoun	4,600	4,500	98	
Hampton	7,000	6,800	97	
Lexington	64,400	63,500	99	
Newberry	12,500	12,300	98	
<b>Station Totals</b>		<b>387,600</b>	<b>381,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>220,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>127,900</b>	

# Georgia—Bainbridge

**WTLH**

**Ch. 49**

**Network Service:** Fox.

**Licensee:** NewSouth Television Corp., 1203 Governor's Square Blvd., Suite 501, Tallahassee, FL 32301.

**Studio:** Suite 501, 1203 Grosvenor's Square Blvd., Tallahassee, FL 32301.

**Telephone:** 904-942-4900. **Fax:** 904-942-0062.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 1738-kw max. visual. Antenna: 538-ft. above av. terrain, 479-ft. above ground, 761-ft. above sea level.

Latitude	30°	47'	48"
Longitude	84°	19'	28"

Requests CP for change to 1611-kw max. visual, 807-ft. above av. terrain, 745-ft. above ground, 1027-ft. above sea level. BPCT-890601KH.

**Transmitter:** Nickleville, 0.8-mi. E of State Rte. 179.

**Ownership:** Michael H. Male, 100%.

**Began Operation:** January 31, 1989.

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

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

**Personnel:**

FRANK WATSON, general manager.  
 JAY HALLER, national sales manager.  
 LUTHER BEASLEY, chief engineer.  
 DAVID ANTONIAK, program director.  
 LORI ANTONIAK, promotion director.



WTLH BNPCT-880725KG Granted 9/28/88

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**Arbitron Data:** Not available.

**City of License:** Bainbridge. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 117.

# Georgia—Columbus

**WLTZ**

**Ch. 38**

**Network Service:** NBC.

**Licensee:** Lewis Broadcasting Corp., Lindsey Creek Station, Box 12289, Columbus, GA 31995.

**Studio:** 6140 Buena Vista Rd., Columbus, GA 31907.

**Mailing Address:** Box 12289, Lindsey Creek Station, Columbus, GA 31995.

**Telephone:** 404-561-3838. **TWX:** 810-758-4312. **Fax:** 404-563-8467.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 1480-kw max. & 1070-kw horizontal visual, 148-kw max. & 107-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1319-ft. above ground, 1704-ft. above sea level.

Latitude 32° 27' 28"  
Longitude 84° 53' 08"

**Transmitter:** 3.6-mi. E of Columbus, 0.34-mi. S of Buena Vista Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Harris, 3-meter C-band; RCA, 3-meter Ku-band; Zenith, 3-meter C-band; Harris, M/A-Com, Zenith receivers.

**News Service:** AP.

**Ownership:** Lewis Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 29, 1970. Sale by Gala Bcstg. Co., et al., to American Family Corp. approved by FCC Feb. 3, 1978. Sale to present owner approved June 18, 1981.

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

**Represented (legal):** Reed, Smith, Shaw & McClay.

**Personnel:**

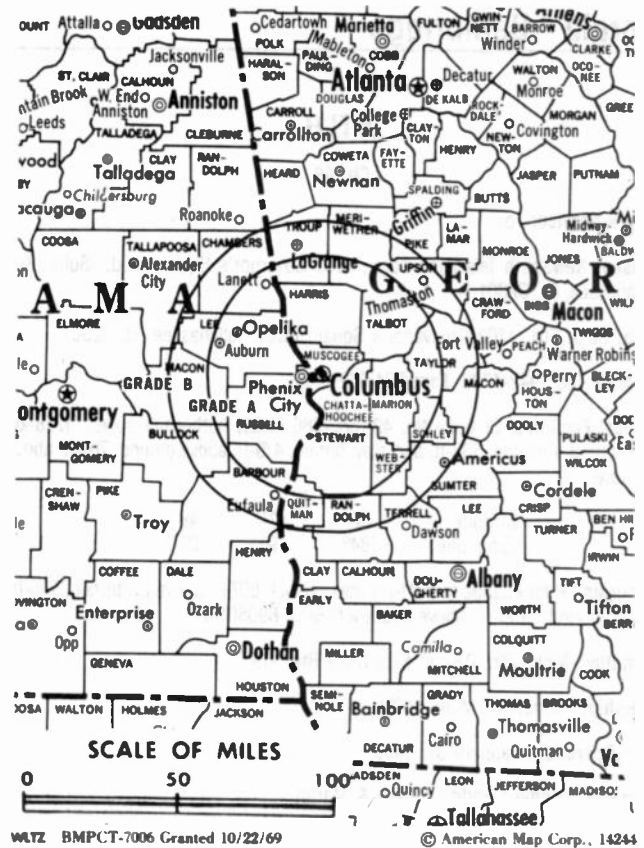
- BOB WALTON, vice president & general manager.
- T. B. BREAZEALE, general sales manager.
- BOB HOOK, chief engineer.
- BORDEN BLACK, news director.
- R. C. BARTLETT, program director & operations manager.
- REBECCA KERR, business manager.

**Rates:** On request.

**City of License:** Columbus. **AOI:** Columbus, GA. **Rank:** 115.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	Russell	18,200	17,900	99
	<b>GEORGIA</b>			
	Chattahoochee	3,400	3,400	100
	Harris	6,700	6,600	98
	Marion	1,800	1,700	94
Muscogee	66,400	65,800	99	
Talbot	2,200	2,100	95	



WLTZ BMPCT-7006 Granted 10/22/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Troup	20,200	19,900	99
	Webster	800	800	100
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Lee	32,300	31,900	99
	<b>GEORGIA</b>			
	Meriwether	7,200	7,100	99
	Schley	1,100	1,100	100
<b>Between 5-24%</b>	Stewart	1,900	1,800	95
	Taylor	2,800	2,700	96
	<b>ALABAMA</b>			
	Macon	8,700	8,500	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Crawford	2,600	2,500	96
Dougherty	35,100	34,700	99	
Macon	5,100	5,000	98	
Quitman	800	800	100	
Randolph	3,300	3,200	97	
Sumter	10,400	10,100	98	
Upson	9,800	9,700	99	
<b>Station Totals</b>		<b>262,700</b>	<b>258,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>127,800</b>
<b>Average Daily Circulation (1989)</b>				<b>65,600</b>

# Georgia—Columbus

**WRBL**

Ch. 3

**Network Service:** CBS.

**Licensee:** Columbus Bcstg. Co. Inc., Box 270, Columbus, GA 31994.

**Studio:** 1350 13th Ave., Columbus, GA 31994.

**Telephone:** 404-323-3333. **TWX:** 810-758-4335. **Fax:** 404-327-6655.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 12.02-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

**Transmitter:** Lafayette Rd., 1.2-mi. N of Cusseta, GA.

**Satellite Earth Stations:** Harris, 3-meter; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Avant Development Corp. Malcolm I. Glazer, pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960. Sale to present owner approved by FCC Sept. 11, 1978. Transfer of control to J. W. & J. B. Woodruff from R. W. Page Corp. approved by FCC Jan. 31, 1973.

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

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

**Personnel:**

- MARK S. PRATHER, vice president & general manager.
- TERESA GALLOWAY, general sales manager.
- ROYCE HACKETT, chief engineer.
- SONIA BENNETT, news director.
- ALICE UPSHAW, program director.
- CARLA JENNINGS, promotion manager.
- SUE UNDERWOOD, business manager.
- BARRY CAMMON, production manager.

**Highest One Hour Rate:** \$3500.

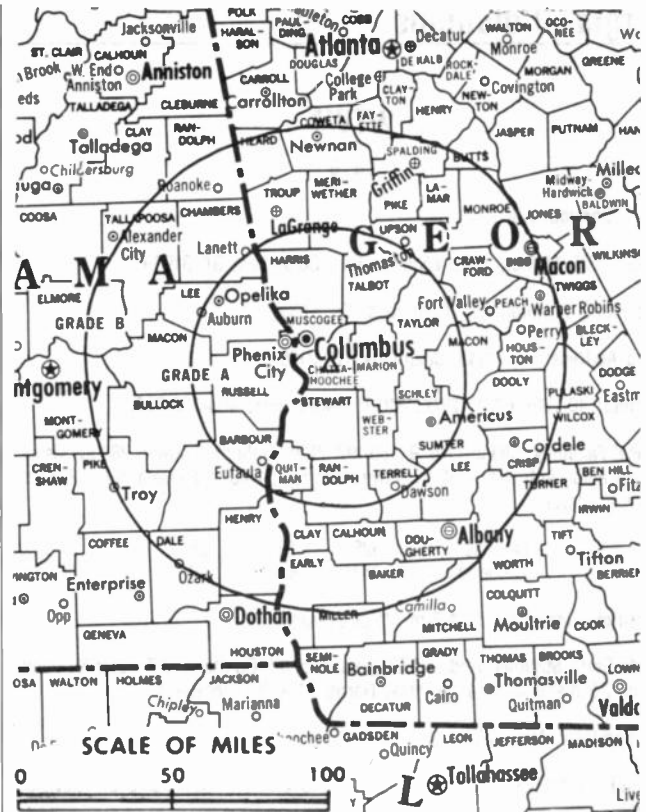
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$535.

**City of License:** Columbus. **AOI:** Columbus, GA. **Rank:** 115.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Barbour	9,200	9,000	98
	Bullock	3,600	3,500	97
	Chambers	14,500	14,300	99
	Lee	32,300	31,900	99
	Macon	8,700	8,500	98
	Russell	18,200	17,900	99
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
	Chattahoochee	3,400	3,400	100
	Clay	1,200	1,200	100
	Harris	6,700	6,600	98
	Macon	5,100	5,000	98
	Marion	1,800	1,700	94
Meriwether	7,200	7,100	99	
Muscogee	66,400	65,800	99	



WRBL BPC-2775 Granted 6/9/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Quitman	800	800	100
	Randolph	3,300	3,200	97
	Schley	1,100	1,100	100
	Stewart	1,900	1,800	95
	Sumter	10,400	10,100	98
	Talbot	2,200	2,100	95
	Taylor	2,800	2,700	96
	Terrell	4,000	3,900	98
	Troup	20,200	19,900	99
	Webster	800	800	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Henry	5,600	5,500	98
	Randolph	7,400	7,300	99
Tallahapoosa	14,900	14,700	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Crawford	2,600	2,500	96
	Crisp	7,300	7,200	98
	Dooly	3,700	3,600	97
	Dougherty	35,100	34,700	99
	Lee	5,200	5,100	98
	Turner	3,200	3,100	97
Upson	9,800	9,700	99	
Worth	6,600	6,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Coosa	4,400	4,300	98
	Pike	10,400	10,200	98
Wilcox	4,600	4,500	98	

(Continued on page A-331)

<b>Station Totals</b>	431,700	424,500	98
<b>Net Weekly Circulation (1989)</b>			232,900
<b>Average Daily Circulation (1989)</b>			122,300

# Georgia—Columbus

**WTVM**

Ch. 9

Network Service: ABC.

Licensee: WTVM Inc., 1932 Wynnton Rd., Columbus, GA 31999.

Studio: 1909 Wynnton Rd., Columbus, GA 31906.

Mailing Address: Box 1848, Columbus, GA 31994.

Telephone: 404-324-6471. TWX: 810-758-4326. Fax: 404-322-7527.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 284-kw visual, 27.8-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: Lafayette Rd., 1.2-mi. N of Cusseta.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Comtech, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Avantek, Harris, M/A-Com receivers.

News Services: ABC, AP.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960. Sale to present owner by Pegasus Bcstg. approved February 16, 1989. Previous sale by SFN Cos. approved by FCC Oct. 2, 1986 (Television Digest, Vol. 26:41). Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969. Sale by Fuqua to Western Broadcasting Co. approved July 10, 1980.

Represented (sales): Blair Television.

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

**Personnel:**

- C. WAYNE DAUGHERTY, vice president & general manager.
- RICHARD HEATH, general sales manager.
- CATHY DAVIS, national sales manager.
- DAVID WILLIAMS, chief engineer.
- DICK BYRD, news director.
- W. CARROLL WARD, program director.
- FRANK WILLIAMS, promotion director.
- SUSAN KENDUST, business manager.
- JERRY BAHR, production manager.

Highest 30 Sec. Rate: \$875.

NETWORK BASE HOURLY RATE: \$1175.

City of License: Columbus. AOI: Columbus, GA. Rank: 115.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Barbour	9,200	9,000	98
	Bullock	3,600	3,500	97
	Chambers	14,500	14,300	99
	Lee	32,300	31,900	99
	Macon	8,700	8,500	98
	Randolph	7,400	7,300	99
	Russell	18,200	17,900	99
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
Calhoun	1,500	1,400	93	
Chattahoochee	3,400	3,400	100	
Clay	1,200	1,200	100	
Crawford	2,600	2,500	96	



WTVM BMPCT-5490 Granted 7/11/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Crisp	7,300	7,200	98
	Dooly	3,700	3,600	97
	Dougherty	35,100	34,700	99
	Harris	6,700	6,600	98
	Lee	5,200	5,100	98
	Macon	5,100	5,000	98
	Marion	1,800	1,700	94
	Muscogee	66,400	65,800	99
	Quitman	800	800	100
	Randolph	3,300	3,200	97
	Schley	1,100	1,100	100
	Stewart	1,900	1,800	95
	Sumter	10,400	10,100	98
	Talbot	2,200	2,100	95
	Taylor	2,800	2,700	96
Terrell	4,000	3,900	98	
Troup	20,200	19,900	99	
Upton	9,800	9,700	99	
Webster	800	800	100	

<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Henry	5,600	5,500	98
	Pike	10,400	10,200	98
	Tallapoosa	14,900	14,700	99
<b>GEORGIA</b>	Early	4,700	4,600	98
	Meriwether	7,200	7,100	99
	Peach	7,600	7,500	99
	Pulaski	3,200	3,100	97
	Turner	3,200	3,100	97
	Worth	6,600	6,500	98

(Continued on page A-331)

<b>Station Totals</b>	<b>453,700</b>	<b>446,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>268,300</b>
<b>Average Daily Circulation (1989)</b>			<b>152,700</b>

# Georgia—Columbus

**WXTX**

Ch. 54

**Network Service:** Fox.

**Licensee:** Columbus Family Bcstg. Inc., 1025 First Ave., Rankin Square, Columbus, GA 31902.

**Studio:** 6524 Buena Vista Rd., Columbus, GA 31907.

**Mailing Address:** Box 12188, Columbus, GA 31907.

**Telephones:** 404-561-5400; 404-324-3511. Fax: 404-561-6505.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1140-ft. above av. terrain, 1146-ft. above ground, 1526-ft. above sea level.

Latitude 32° 27' 49"  
Longitude 84° 52' 37"

**Transmitter:** Buena Vista Rd., approx. 0.2-mi. E of Omega Dr.

**Satellite Earth Stations:** Harris, 3.5-meter; Microdyne Ku-band; Gardiner, Harris, Microdyne receivers.

**Ownership:** John D. Pezold, pres.-treas., 100%; Donald M. Nahley, v.p. & gen. mgr.; JoRhee Pezold, secy.; David B. Lewis, asst. secy.-treas.

**Began Operation:** June 17, 1983. Sale to present owner by Donald Kent, et al., approved by FCC June 29, 1989.

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

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

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

**Personnel:**

DONALD NAHLEY, vice president & general manager  
BRENDA MAYNARD, local sales manager.  
MORRIS POLLACK, chief engineer.  
LON McNEIL, program director.  
SHARON PAYNE, promotion director.  
LYNN ADAMS, business manager.

**Rates:** On request.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 115.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Russell	18,200	17,900	99
	<b>GEORGIA</b>			
	Harris	6,700	6,600	98
	Marion	1,800	1,700	94
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Barbour	9,200	9,000	98
	Chambers	14,500	14,300	99
	Lee	32,300	31,900	99
	<b>GEORGIA</b>			
	Chattahoochee	3,400	3,400	100
	Muscogee	66,400	65,800	99
Schley	1,100	1,100	100	



WXTX BMPCT-82119KG Granted 12/28/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Stewart	1,900	1,800	95
	Talbot	2,200	2,100	95
	Webster	800	800	100
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Bullock	3,600	3,500	97
	Macon	8,700	8,500	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Crawford	2,600	2,500	96
	Dooly	3,700	3,600	97
	Meriwether	7,200	7,100	99
	Quitman	800	800	100
	Taylor	2,800	2,700	96
Terrell	4,000	3,900	98	
Upson	9,800	9,700	99	
<b>Station Totals</b>		<b>209,100</b>	<b>206,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>76,400</b>
<b>Average Daily Circulation (1989)</b>				<b>30,000</b>

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# Georgia—Cordele

## WSST-TV

Ch. 55

**Licensee:** Sunbelt-South Telecommunications Ltd., Box 917, Cordele, GA 31015.

**Studio:** 112 7th St. S, Cordele, GA 31015.

**Telephone:** 912-273-0001.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 410-ft. above av. terrain, 407-ft. above ground, 715-ft. above sea level.

Latitude	31°	54'	15"
Longitude	83°	48'	12"

**Transmitter:** Culpepper Rd., 3.5-mi. SW of intersection with State Rte. 7W.

**Multichannel TV Sound:** Planned.

**Ownership:** William B. Goodson, gen. partner, 65%; Phillip A. Streetman, gen. partner, 35%.

**Began Operation:** May 22, 1989.

**Represented (legal):** Ward & Mendelsohn, P.C.

**Represented (engineering):** Bromo Communications Inc.

### Personnel:

WILLIAM B. GOODSON, general manager & chief engineer.  
PHILLIP A. STREETMAN, station manager & news director.  
SARA HOWELL BROWN, general sales & business manager.  
LEE W. WRIGHT, program director.

**Highest 30 Sec. Rate:** \$28.00.



**Arbitron Data:** Not available.

**City of License:** Cordele. **ADI:** Albany, GA. **Rank:** 153.

# Georgia—Macon

**WGXA**

Ch. 24

**Network Service:** ABC.

**Licensee:** Russell-Rowe Communications, 599 Broadway, Macon, GA 31201.

**Studio:** 599 Broadway, Macon, GA 31201.

**Mailing Address:** Box 340, Macon, GA 31297.

**Telephone:** 912-745-2424. **TWX:** 810-783-5541. **Fax:** 912-745-6057.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1290-kw max. & 646-kw horizontal visual, 252-kw max. & 126-kw horizontal aural. Antenna: 800-ft. above av. terrain, 895-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 08''  
Longitude 83° 33' 39''

**Transmitter:** U.S. 23-129 S, 7-mi. from Macon city limits.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avantek receivers.

**FM Affiliate:** WGUV-FM, 3-kw, 88.5 MHz, 301-ft.

**News Service:** AP.

**Ownership:** Herman J. Russell, chmn., 51%; Donald E. Heald, pres., 8%; Martin B. Sereteian, v.p., 31%.

**Began Operation:** April 21, 1982.

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

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

**Represented (engineering):** Palmer A. Greer.

**Personnel:**

- KENNETH GERDES, vice president & general manager.
- FRANK SHURLING, general sales manager.
- JIM BAKER, operations manager.
- RICHARD BLANTON, chief engineer.
- RON WILDMAN, news director.
- KELLY CAUSEY, promotion manager.

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

**Highest 30 Sec. Rate:** \$600.

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

**City of License:** Macon. **AOI:** Macon. **Rank:** 130.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>GEORGIA</b>			
	Baldwin	12,200	12,000	98
	Bibb	57,600	57,000	99
	Bleckley	3,700	3,600	97
	Crawford	2,600	2,500	96
	Dodge	6,000	5,900	98
	Houston	30,800	30,500	99
	Johnson	3,200	3,200	98
	Jones	7,000	6,900	99
	Laurens	14,000	13,700	98
	Monroe	5,800	5,700	98
	Peach	7,600	7,500	99
	Pulaski	3,200	3,100	97
	Taylor	2,800	2,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Twigg	3,600	3,500	97
	Wilkinson	3,800	3,700	97
<b>Between 25-49%</b>				
	<b>GEORGIA</b>			
	Ben Hill	6,500	6,400	98
	Dooly	3,700	3,600	97
	Macon	5,100	5,000	98
	Putnam	4,500	4,400	98
	Washington	6,600	6,400	97
	Wilcox	2,700	2,600	98
<b>Between 5-24%</b>				
	<b>GEORGIA</b>			
	Crisp	7,300	7,200	98
	Hancock	3,000	2,900	97
	Irwin	3,400	3,300	97
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Morgan	4,200	4,100	98
	Schley	1,100	1,100	100
	Telfair	4,000	3,900	98
	Treutlen	2,100	2,100	98
	Upson	9,800	9,700	99
<b>Station Totals</b>		<b>235,500</b>	<b>231,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>134,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>68,400</b>	

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# Georgia—Macon

## WMAZ-TV

Ch. 13

Network Service: CBS.

Licensee: Multimedia WMAZ Inc., Box 2760, Greenville, SC 29602.

Studio: 1314 Gray Highway, Macon, GA 31211.

Mailing Address: Box 5008, Macon, GA 31213.

Telephone: 912-746-1313. TWX: 810-783-5528. Fax: 912-745-9032.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 785-ft. above av. terrain, 891-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 09"  
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of Macon.

Satellite Earth Stations: Anixter-Mark, 5-meter; RCA, 3.6-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7.7-meter; M/A-Com, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

FM Affiliate: WAYS, 100-kw, 99.1 MHz (No. 256), 660-ft. (ABC).

News Services: AP, CBS, Newspaper 1200, Sports News Satellite, WSI.

Ownership: Multimedia Inc. See Group Ownership of Television Stations.

Began Operation: September 27, 1953. Transfer to Multimedia granted by FCC Sept. 22, 1967. Previous sale to Southeastern Bcstg. Corp. by George P. Rankin Jr. and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:2, 11).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

DON MCGUIRK, vice president & general manager.  
GOSTIN FREENEY, general sales manager.  
RON LEPPIG, local sales manager.  
LACY WORRELL, chief engineer.  
TONY VILLASANA, news director.  
SYDNEY THUM, program director.  
JOE JOHNSON, promotion director.  
TOM GARNER, business manager.  
MARK GRAY, marketing director.  
HELEN BRANHAM, traffic manager.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1035.

City of License: Macon. AOI: Macon. Rank: 130.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baldwin	12,200	12,000	98
	Ben Hill	6,500	6,400	98
	Bibb	57,600	57,000	99
	Bleckley	3,700	3,600	97
	Crawford	2,600	2,500	96
	Crisp	7,300	7,200	98
	Dodge	6,000	5,900	98
	Dooly	3,700	3,600	97
	Houston	30,800	30,500	99
	Johnson	3,200	3,200	98



WMAZ-TV BPC:T-3557 Granted 6/17/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jones	7,000	6,900	99
	Laurens	14,000	13,700	98
	Macon	5,100	5,000	98
	Monroe	5,800	5,700	98
	Peach	7,600	7,500	99
	Pulaski	3,200	3,100	97
	Taylor	2,800	2,700	96
	Twiggs	3,600	3,500	97
	Washington	6,600	6,400	97
	Wheeler	2,000	1,900	95
<b>Between 25-49%</b>	Wilcox	2,700	2,600	98
	Wilkinson	3,800	3,700	97
	<b>GEORGIA</b>			
	Greene	4,100	4,000	98
	Hancock	3,000	2,900	97
	Lamar	4,600	4,500	98
	Putnam	4,500	4,400	98
	Sumter	10,400	10,100	98
Telfair	4,000	3,900	98	
Treutlen	2,100	2,100	98	
Upson	9,800	9,700	99	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Butts	4,800	4,700	98
	Irwin	3,400	3,300	97
	Jasper	3,000	2,900	97
	Meriwether	7,200	7,100	99
	Montgomery	2,300	2,200	96
	Pike	3,400	3,300	97
	Schley	1,100	1,100	100
Spalding	18,800	18,600	99	
Toombs	9,200	9,000	98	
<b>Station Totals</b>		<b>293,500</b>	<b>288,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>193,700</b>
<b>Average Daily Circulation (1989)</b>				<b>131,800</b>

# Georgia—Macon

**WMGT**

Ch. 41

Network Service: NBC.

Licensee: Morris Network Inc., Box 4328, Macon, GA 31213.

Studio: 6525 Ocmulgee Blvd. East, Macon, GA 31208.

Mailing Address: Box 4328, Macon, GA 31213.

Telephone: 912-745-4141. TWX: 810-783-5549.

Fax: 912-742-2626; 912-741-5483 (news).

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1050-kw max. & 760-kw horizontal visual, 210-kw max. & 152-kw horizontal aural. Antenna: 787-ft. above av. terrain, 893-ft. above ground, 1186-ft. above sea level.

Latitude 32° 45' 12"  
Longitude 83° 33' 46"

Holds CP for change to 1000-kw max. visual, 777-ft. above av. terrain, 856-ft. above ground, 1151-ft. above sea level. BPCT-870615KE.

Transmitter: 3-mi. S of Interstate 16 on W side of U.S. Rte. 23, Swiftcreek Twp., GA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris Ku-band; C-band; Microdyne receivers.

News Service: AP.

Ownership: Morris Network Inc., 100%. See Group Ownership of TV Stations.

Began Operation: December 19, 1968. Sale to present owner by F. E. Busby, et al., approved by FCC Nov. 30, 1978. Previous sale by WTVY Inc. (Charles Woods) approved by FCC Aug. 9, 1974.

Represented (sales): Seltel Inc.

Represented (legal): McFadden, Evans & Sill.

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

**Personnel:**

- CHARLES MORRIS, chairman.
- H. DEAN HINSON, president.
- L. A. STURDIVANT, general manager.
- JOE RYAN, general sales manager.
- GARY KELLY, chief engineer.
- KEITH MURPHY, news director.
- DEBBIE SORIA, program director.
- LEIGH SMITH, promotion director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$450.

City of License: Macon. ADI: Macon. Rank: 130.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baldwin	12,200	12,000	98
	Bibb	57,600	57,000	99
	Bleckley	3,700	3,600	97
	Crawford	2,600	2,500	96
Houston	30,800	30,500	99	



WMGT BMPCT—6614 Granted 8/26/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Johnson	3,200	3,200	98
	Jones	7,000	6,900	99
	Laurens	14,000	13,700	98
	Peach	7,600	7,500	99
	Taylor	2,800	2,700	96
	Twiggs	3,600	3,500	97
Wilkinson	3,800	3,700	97	
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Dodge	6,000	5,900	98
	Dooly	3,700	3,600	97
	Monroe	5,800	5,700	98
	Pulaski	3,200	3,100	97
	Putnam	4,500	4,400	98
	Washington	6,600	6,400	97
Wheeler	2,000	1,900	95	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Hancock	3,000	2,900	97
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Macon	5,100	5,000	98
	Montgomery	2,300	2,200	96
	Treutlen	2,100	2,100	98
Wilcox	2,700	2,600	98	
<b>Station Totals</b>		<b>203,500</b>	<b>200,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>133,400</b>
<b>Average Daily Circulation (1989)</b>				<b>65,300</b>

# Georgia—Rome

## WAWA-TV

Ch. 14

**Network Service:** None, independent.

**Licensee:** Sudbrink Bcstg. Co. of Georgia, 100 Australian Ave., Suite 104, West Palm Beach, FL 33406.

**Studio:** 713 Shorter Ave., Rome, GA 30161.

**Telephone:** 404-291-9292. **Easylink:** 62816246. **Fax:** 404-295-0036.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1450-kw max. visual. Antenna: 820-ft. above av. terrain, 210-ft. above ground, 1535-ft. above sea level.

Latitude 34° 14' 07"  
Longitude 85° 13' 45"

Requests CP for change 5000-kw max. visual, 1972-ft. above av. terrain, 1916-ft. above ground, 2982-ft. above sea level, lat. 34° 13' 41", long. 84° 38' 31", transmitter to 0.75-mi. N of County Rd. No. 20, 7.45-mi. W of Canton. BPCT-890130KG.

**Transmitter:** Horseleg Mountain, 4.5-mi. SW of Rome.

**Satellite Earth Stations:** Paracclipse, 3.8-meter C-band; Paracclipse, 3.8-meter C-band; Paracclipse, 3.8-meter Ku-band.

**News Service:** CNN.

**Ownership:** Robert W. Sudbrink, partner, 51%; Marion Sudbrink, partner, 49%. See Group Ownership of TV Stations.

**Began Operation:** February 29, 1988.

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

**Represented (engineering):** Lawrence Behr & Associates Inc.

**Personnel:**

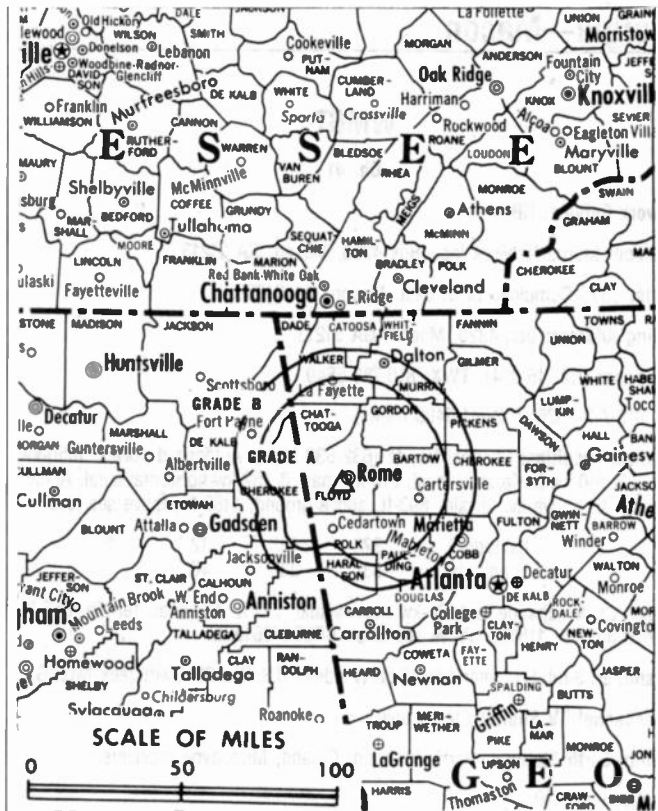
- DOUG KOONTZ, general manager.
- JACK ROBERTS, chief engineer.
- BARRY DAVIS, news director.
- KARLA KOONTZ, program director.
- JEFF BROWN, promotion director.
- MARY SAULS, business manager.
- JIM COLBERT, production manager.

**Highest One Hour Rate:** \$550.

**Highest 30 Sec. Rate:** \$115.

**City of License:** Rome. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WAWA-TV BMPCT-870722KE Granted 10/30/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	GEORGIA Chattooga	7,900	7,800	99
	Floyd	30,200	29,900	99
<b>Between 5-24%</b>	GEORGIA Bartow	17,300	17,200	99
	Gordon	12,300	12,200	99
	Murray	8,500	8,400	98
	Pickens	5,100	5,000	98
	Polk	12,300	12,200	99
<b>Station Totals</b>		<b>93,600</b>	<b>92,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>22,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>8,800</b>	

# Georgia—Savannah

**WJCL**

Ch. 22

**Network Service:** ABC.

**Licensee:** Lewis Broadcasting Corp., 10001 Abercorn St. Extension, Box 13646, Savannah, GA 31406.

**Studio:** 10001 Abercorn St. Extension, Savannah, GA 31406.

**Mailing Address:** Box 13646, Savannah, GA 31406.

**Telephone:** 912-925-0022.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 3830-kw max. visual, 383-kw max. aural. Antenna: 1430-ft. above av. terrain, 1435-ft. above ground, 1453-ft. above sea level.

Latitude 32° 03' 30"  
Longitude 81° 20' 20"

**Transmitter:** State Hwy. 204, approx. 15-mi. W of Savannah.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne, Andrew receivers.

**News Services:** ABC, AP.

**Ownership:** Lewis Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 18, 1970.

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

**Represented (legal):** Reed, Smith, Shaw & McClay.

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

**Personnel:**

- J. FRED PIERCE, exec. vice president & general manager.
- CHRISTOPHER A. BARBIERI, sr. vice president, sales & programming.
- GLORIA CRIST, local sales manager.
- WALLACE TIDWELL, chief engineer.
- LARRY WALKER, news director.
- MARY POYTHRESS, program director.
- JACK GRANGER, promotion director.
- VIRGINIA WOODCOCK, business manager.
- FRANK S. BRYSON, marketing director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Savannah. **AOI:** Savannah. **Rank:** 103.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
	Bryan	4,700	4,600	98
	Bulloch	12,500	12,300	98
	Candler	2,700	2,600	96
	Chatham	80,400	79,600	99
	Effingham	8,100	8,000	99
	Evans	3,000	3,000	100
	Glynn	23,400	23,100	99



WJCL BPCT-860602LE Granted 8/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Liberty	13,000	12,800	98
	Long	1,800	1,800	100
	Mc Intosh	3,000	2,900	97
	Tattnall	6,300	6,200	98
	Toombs	9,200	9,000	98
	Wayne	7,400	7,300	99
	<b>SOUTH CAROLINA</b>			
	Beaufort	30,200	29,700	99
	Jasper	5,700	5,500	97
	<b>Between 25-49%</b>	<b>GEORGIA</b>		
Appling		5,700	5,600	98
Jenkins		2,900	2,900	98
Montgomery		2,300	2,200	96
Pierce		4,600	4,500	98
Screenen		5,700	5,600	98
Wheeler		2,000	1,900	95
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Brantley	3,800	3,700	97
	Emanuel	7,600	7,500	98
	Jeff Davis	4,500	4,400	98
	<b>SOUTH CAROLINA</b>			
Hampton	7,000	6,800	97	
<b>Station Totals</b>		<b>261,100</b>	<b>257,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>169,300</b>
<b>Average Daily Circulation (1989)</b>				<b>79,000</b>

# Georgia—Savannah

**WSAV-TV**

Ch. 3

**Network Service:** NBC.

**Licensee:** WSAV Inc., 825 Edmond St., Box 29, St. Joseph, MO 64502.

**Studio:** 1430 E. Victory Dr., Savannah, GA 31404.

**Mailing Address:** Box 2429, Savannah, GA 31402.

**Telephone:** 912-651-0300. TWX: 810-784-5661.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1476-ft. above av. terrain, 1532-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 32.00"  
Longitude 81° 17' 56.50"

**Transmitter:** Sawdust Pile & Little Neck Rds., Pooler-Boroughs Div., 12-mi. W of Savannah.

**Satellite Earth Stations:** BMS, 6.1-meter C-band; Harris, 8.1-meter Ku-band; Harris, 3.5-meter Ku-band; Harris receivers.

**SNG Truck/Mobile Dish:** Transmit/receive 2.5-meter Ku-band.

**News Services:** AP, Conus.

**Ownership:** News Press & Gazette Co. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1956. Sale to present owners by Harben Daniel, et al., approved by FCC Sept. 21, 1976 (*Television Digest*, Vol. 16:27).

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

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

**Personnel:**

- HARVEY LIBOW, vice president & general manager.
- JAMES DAVIS, general sales manager.
- BYRON STRONG, chief engineer.
- KEITH YOUNG, news director.
- MICKEY WALLACE, promotion director.
- DAVE STAGNITTO, production manager.

**Highest 30 Sec. Rate:** \$1400.

**City of License:** Savannah. **ADI:** Savannah. **Rank:** 103.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,600	3,500	97
	Brantley	3,800	3,700	97
	Bryan	4,700	4,600	98
	Bulloch	12,500	12,300	98
	Candler	2,700	2,600	96
	Chatham	80,400	79,600	99
	Effingham	8,100	8,000	99
	Evans	3,000	3,000	100
	Glynn	23,400	23,100	99
	Liberty	13,000	12,800	98
	Long	1,800	1,800	100
	Mc Intosh	3,000	2,900	97



WSAV-TV BPCT-4812 Granted 5/20/75 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTGOMERY</b>			
	Montgomery	2,300	2,200	96
	Pierce	4,600	4,500	98
	Screven	5,700	5,600	98
	Tattnall	6,300	6,200	98
	Toombs	9,200	9,000	98
	Wayne	7,400	7,300	99
	<b>SOUTH CAROLINA</b>			
	Beaufort	30,200	29,700	99
	Hampton	7,000	6,800	97
Jasper	5,700	5,500	97	
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Emanuel	7,600	7,500	98
	Jeff Davis	4,500	4,400	98
	Treutlen	2,100	2,100	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Jenkins	2,900	2,900	98
	Telfair	4,000	3,900	98
	Ware	13,400	13,200	99
	Wheeler	2,000	1,900	95
	<b>SOUTH CAROLINA</b>			
Allendale	3,800	3,700	97	
Colleton	12,700	12,400	98	
<b>Station Totals</b>		<b>297,100</b>	<b>292,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>212,300</b>
<b>Average Daily Circulation (1989)</b>				<b>124,500</b>

# Georgia—Savannah

**WTOC-TV**

Ch. 11

**Network Service:** CBS.

**Licensee:** American Family Broadcast Group Inc., Box 8086, Savannah, GA 31412.

**Studio:** 516 Abercorn St., Savannah, GA 31401.

**Telephone:** 912-234-1111. TWX: 810-784-5619.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1531-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 14"  
Longitude 81° 21' 01"

**Transmitter:** Fort Argyle Rd., 5.3-mi. NW of I-95, 7.3-mi. SW of Pooler, GA.

**Satellite Earth Stations:** 2 in operation; M/A-Corn, Microdyne receivers.

**News Services:** AP, NIWS.

**Ownership:** American Family Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1954. Sale to present owner by William T. Knight Jr., et al., approved by FCC Aug. 8, 1979.

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

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

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

**Personnel:**

JESSE E. MOONEY JR., vice president & general manager.

BOB HEINZELMANN, general sales manager.

WILLIAM CATHCART, operations manager.

LAUGHLIN THOMPSON, chief engineer.

DOUGLAS WEATHERS, news director.

CRAIG HARNEY, promotion director.

BETTY HUNTER, business manager.

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

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Savannah. AOI: Savannah. Rank: 103.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,600	3,500	97
	Brantley	3,800	3,700	97
	Bryan	4,700	4,600	98
	Bulloch	12,500	12,300	98
	Candler	2,700	2,600	96
	Chatham	80,400	79,600	99
	Effingham	8,100	8,000	99
	Evans	3,000	3,000	100
	Glynn	23,400	23,100	99
	Jeff Davis	4,500	4,400	98
	Liberty	13,000	12,800	98
	Long	1,800	1,800	100



WTOC-TV BMPCT-7529 Granted 5/13/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Intosh	3,000	2,900	97
	Montgomery	2,300	2,200	96
	Pierce	4,600	4,500	98
	Screven	5,700	5,600	98
	Tattall	6,300	6,200	98
	Toombs	9,200	9,000	98
	Ware	13,400	13,200	99
	Wayne	7,400	7,300	99
	Wheeler	2,000	1,900	95
	<b>SOUTH CAROLINA</b>	Beaufort	30,200	29,700
Hampton		7,000	6,800	97
Jasper		5,700	5,500	97
<b>GEORGIA</b>	Coffee	10,500	10,300	98
	Emanuel	7,600	7,500	98
	Jenkins	2,900	2,900	98
	Treutlen	2,100	2,100	98
<b>GEORGIA</b>	Camden	6,100	6,000	98
	Telfair	4,000	3,900	98
<b>SOUTH CAROLINA</b>	Bamberg	6,200	6,100	98
<b>Station Totals</b>		<b>303,400</b>	<b>298,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>237,000</b>
<b>Average Daily Circulation (1989)</b>				<b>156,000</b>

# Georgia—Toccoa

## WNEG-TV

Ch. 32

Network Service: None, independent.

Licensee: Stephens County Bcstg. Co., Box 907, Toccoa, GA 30577.

Studio: 100 Boulevard, Toccoa, GA 30577.

Telephones: 404-886-0032; 404-886-9242. Fax: 404-886-7033.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 647-kw max. visual, 120-kw max. aural. Antenna: 835-ft. above av. terrain, 600-ft. above ground, 2024-ft. above sea level.

Latitude 34° 36' 44"  
Longitude 83° 22' 05"

Transmitter: State Hwy. 17, 3.2-mi. NW of Toccoa.

Satellite Earth Stations: Comtech, 5-meter C-band; Comtech, 5-meter Ku-band; 5-meter Ku & C-band; M/A-Com, Pinzone receivers.

AM Affiliate: WNEG, 630 kHz.

News Services: AP, CNN Headline News.

Ownership: Stephens County Broadcasting Co. Roy E. Gaines, pres., 50.25%; Evelyn F. Gaines, secy.-treas.; Hugh W. Whitmore, 9.95%; Thomas R. Williams, 9.95%; Ben F. Cheek III, 4.98%; Tommy Scott, 4.98%; Dorothy A. C. Hay, 4.98%; Robert E. Hamby, 4.98%; Thomas A. Arrendale Jr., 4.98%; Shirley Snell McNeely, 1.67%; Nancy Coggins Whitworth, 1.65%; Mary Aillene Coggins, 1.65%. SCBC is licensee of WNEG(AM), Toccoa, GA.

Began Operation: September 9, 1984.

Represented (sales): Independent TV Sales.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

### Personnel:

ROY E. GAINES, president & general manager.  
DAVID AUSTIN, general sales manager.  
BILL WOOD, chief engineer.  
JOHN DEFOOR, news director.  
CONNIE GAINES, program director.  
DEBBIE LOGAN, promotion director.  
TONY GARRISON, production manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$100.

City of License: Toccoa. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 36.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Banks	3,800	3,700	97
	Franklin	6,300	6,200	98
	Habersham	9,900	9,700	98
	Stephens	8,400	8,300	99
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Elbert	7,100	7,000	99
	Hall	32,600	32,300	99
	Hart	7,000	6,900	99
	Jackson	10,300	10,200	99
	Madison	7,600	7,500	99
<b>SOUTH CAROLINA</b>				
	Anderson	55,800	55,200	99
	Oconee	21,500	21,300	99
	Pickens	31,700	31,200	99
<b>Station Totals</b>		<b>202,000</b>	<b>199,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>26,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>9,600</b>	

# Georgia—Valdosta

**WVGA**

**Ch. 44**

**Network Service:** ABC.

**Licensee:** Morris Network Inc., Box 1588, Valdosta, GA 31603.

**Studio:** 275 Norman Dr., Valdosta, GA 31601.

**Telephone:** 912-242-4444. **Fax:** 912-242-4433.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 1365-kw max. visual. Antenna: 950-ft. above av. terrain, 950-ft. above ground, 1152-ft. above sea level.

Latitude 31° 10' 18"  
Longitude 83° 21' 57"

**Transmitter:** 1.1-mi. SE of Barnesdale, 1.9-mi. N of Rte. 76, 4.5-mi. E of Sparks, GA.

**Satellite Earth Stations:** In operation.

**News Services:** ABC, AP.

**Ownership:** Morris Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1980. Sale to present owner by Hi Ho Bcstg. approved by FCC July 18, 1986.

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

**Personnel:**

- AUBREY WOOD, general manager.
- MARVIN KEENE, station manager & general sales manager.
- JOHN YOUNG, chief engineer.
- JANET STUMP, program & promotion director.
- PAM GRIFFIN, business manager.
- KAREN EVANS, traffic manager.

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

**NETWORK BASE HOURLY RATE:** \$75.

**City of License:** Valdosta. **ADI:** Albany, GA. **Rank:** 153.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Clinch	2,300	2,300	99
	Lanier	2,100	2,000	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Atkinson	2,100	2,000	95
	Berrien	5,200	5,100	98
	Cook	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	Echois	800	800	100
	Irwin	3,400	3,300	97
	Lowndes	26,100	25,700	98
	Tift	12,100	11,900	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Madison	5,300	5,100	97
	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
	Brooks	5,200	5,100	98
Coffee	10,500	10,300	98	
Turner	3,200	3,100	97	
<b>Station Totals</b>		<b>86,900</b>	<b>85,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>28,900</b>
<b>Average Daily Circulation (1989)</b>				<b>11,600</b>



# Georgia

## WTBS, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	<b>KANSAS</b>			
	Pratt	4,300	4,200	98
	Stevens	1,800	1,700	97
	Thomas	3,200	3,100	97
	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Breathitt	5,400	5,300	97
	Clay	7,700	7,500	97
	Estill	5,400	5,200	97
	Floyd	18,400	18,100	99
	Harlan	14,500	14,300	99
	Jackson	4,400	4,200	97
	Johnson	9,000	8,900	99
	Knott	6,100	5,900	98
	Laurel	15,300	15,000	98
	Letcher	10,900	10,700	98
	Magoffin	4,900	4,800	98
	Owsley	1,800	1,700	94
	Perry	12,000	11,700	98
	Pike	29,900	29,400	98
	Whitley	13,400	13,200	99
	<b>LOUISIANA</b>			
	Assumption	6,900	6,800	99
	St Mary	20,900	20,700	99
	Tensas	3,000	2,900	97
	<b>MISSISSIPPI</b>			
	Coahoma	12,200	12,000	98
	Leflore	13,700	13,500	98
	Sharkey	2,300	2,300	98
	Washington	23,700	23,200	98
	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	Granite	1,100	1,100	100
	Mineral	1,700	1,700	100
	Wheatland	900	900	100
	<b>NORTH CAROLINA</b>			
	Avery	5,400	5,300	98
	Clay	2,900	2,800	96
	<b>NORTH DAKOTA</b>			
	Bowman	1,600	1,600	100
	Mercer	5,300	5,200	98
	<b>NEW MEXICO</b>			
	Curry	16,100	15,700	98
	Guadalupe	1,500	1,400	93
	Hidalgo	2,100	2,000	95
	<b>OKLAHOMA</b>			
	Cimarron	1,600	1,600	100
	Comanche	38,500	38,200	99
	Harper	1,800	1,800	100
	Texas	6,600	6,500	98
	Woods	4,100	4,000	98
	<b>OREGON</b>			
	Grant	3,300	2,900	88
	Harney	2,900	2,700	93
	Morrow	3,000	2,800	93
	<b>PENNSYLVANIA</b>			
	Forest	1,900	1,900	100
	Mifflin	18,100	17,500	97
	Potter	7,000	6,800	97
	<b>SOUTH DAKOTA</b>			
	Stanley	1,000	1,000	100
	<b>TENNESSEE</b>			
	Lake	2,600	2,600	100
	Sequatchie	3,400	3,400	100
	<b>TEXAS</b>			
	Brewster	2,900	2,800	97
	Childress	2,600	2,600	100
	Collingsworth	1,700	1,700	97
	Cottle	1,100	1,100	100

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Crockett	1,600	1,600	100
	Gray	10,200	10,100	99
	Hansford	2,500	2,500	100
	Howard	13,200	13,100	99
	Jeff Davis	600	600	100
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Scurry	7,100	7,000	99
	Sutton	1,800	1,700	94
	Terrell	600	600	100
	Tom Green	36,400	36,000	99
	Val Verde	12,700	12,300	97
	Yoakum	3,500	3,500	100
Zapata	2,700	2,600	96	
<b>UTAH</b>				
Grand	2,900	2,700	93	
<b>VIRGINIA</b>				
Buchanan	12,300	12,000	98	
Dickenson	7,000	6,900	99	
Tazewell	17,600	17,400	99	
Wise	17,300	17,000	98	
<b>WASHINGTON</b>				
Columbia	1,600	1,500	94	
<b>WEST VIRGINIA</b>				
Boone	11,000	10,900	99	
Logan	17,500	17,300	99	
Mineral	10,300	10,200	99	
Mingo	12,700	12,500	98	
Raleigh	32,400	32,000	99	
Wyoming	12,000	11,800	98	
<b>WYOMING</b>				
Big Horn	4,500	4,300	96	
Carbon	6,900	6,600	96	
Sweetwater	16,300	15,700	96	
Uinta	7,600	7,300	97	
Between 25-49%	<b>ALABAMA</b>			
	Barbour	9,200	9,000	98
	Calhoun	44,800	44,500	99
	Chambers	14,500	14,300	99
	Clarke	9,400	9,200	98
	Cleburne	5,100	5,000	98
	Coffee	14,900	14,700	99
	Colbert	21,000	20,800	99
	Covington	14,500	14,300	99
	Dale	16,500	16,300	99
	Dallas	18,600	18,300	98
	De Kalb	21,300	21,000	99
	Etowah	39,500	39,200	99
	Fayette	7,200	7,100	99
	Houston	31,300	31,000	99
	Jefferson	264,600	263,000	99
	Lauderdale	32,300	31,800	99
	Lee	32,300	31,900	99
	Madison	88,900	87,900	99
	Marengo	8,600	8,400	98
	Marion	12,300	12,200	99
	Mobile	139,300	138,400	99
	Monroe	7,900	7,700	97
	Montgomery	81,400	80,600	99
Morgan	37,700	37,300	99	
Perry	5,000	4,900	98	
Pickens	7,200	7,100	98	
Pike	10,400	10,200	98	
Randolph	7,400	7,300	99	
Russell	18,200	17,900	99	
Talladega	26,900	26,600	99	
Tallapoosa	14,900	14,700	99	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>ALABAMA</b>			
	Tuscaloosa	53,500	52,900	99
	<b>ARKANSAS</b>			
	Arkansas	8,600	8,500	99
	Ashley	9,400	9,200	98
	Baxter	13,800	13,500	98
	Benton	36,100	35,400	98
	Boone	11,600	11,400	98
	Bradley	5,200	5,100	98
	Clay	7,800	7,700	99
	Craighead	24,200	23,900	99
	Crittenden	16,800	16,500	98
	Cross	6,800	6,700	99
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Garland	32,300	31,800	98
	Greene	12,400	12,200	98
	Howard	5,200	5,100	98
	Independence	12,100	11,900	98
	Jefferson	30,800	30,300	99
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Mississippi	19,600	19,300	98
	Ouachita	12,800	12,500	98
	Pike	4,200	4,100	98
	Pope	16,700	16,400	98
	Pulaski	135,800	134,600	99
	Randolph	6,600	6,400	97
	Sebastian	40,000	39,600	99
	Union	18,600	18,300	98
	Washington	41,100	40,300	98
	Woodruff	3,800	3,700	97
	<b>ARIZONA</b>			
	Apache North	12,000	10,800	90
	Apache South	3,800	3,400	89
	Cochise	36,700	35,400	96
	Gila	15,100	14,500	96
	Graham	7,600	7,200	95
	Greenlee	3,400	3,300	97
	Navajo	22,500	20,700	92
	Santa Cruz	8,500	8,300	97
	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	El Dorado East	12,900	12,400	96
	Humboldt	46,200	44,300	96
	Inyo	7,800	7,000	90
	Kern East	29,500	28,500	96
	Lassen	8,300	7,800	94
	Plumas	8,300	7,800	94
	Riverside East	8,200	7,900	96
	Sierra	1,500	1,400	93
	Siskiyou	17,500	16,300	93
<b>COLORADO</b>				
Adams	106,200	105,500	99	
Bent	2,100	2,000	95	
Boulder	87,200	85,100	98	
Cheyenne	1,000	900	90	
Delta	9,400	9,000	96	
Douglas	13,400	13,300	99	
Fremont	12,400	12,000	97	
Garfield	10,500	10,100	96	
Huerfano	2,800	2,700	96	
Kiowa	700	700	100	
Lake	2,600	2,500	96	
Las Animas	5,600	5,300	95	
Lincoln	1,800	1,700	94	
Mesa	34,100	33,300	98	
Moffat	5,400	5,100	94	
Park	2,900	2,800	96	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>DELAWARE</b>			
	New Castle	151,500	150,800	100
	<b>FLORIDA</b>			
	Alachua	70,100	68,800	98
	Bay	49,000	48,500	99
	Brevard	153,600	152,200	99
	Charlotte	41,000	40,400	99
	Citrus	38,000	37,300	98
	Collier	54,700	53,600	98
	Columbia	15,400	15,100	98
	Duval	259,500	257,500	99
	Escambia	105,400	104,600	99
	Glades	2,800	2,700	96
	Gulf	4,000	3,900	97
	Hamilton	3,300	3,200	97
	Hendry	8,100	7,900	98
	Highlands	26,800	26,400	99
	Indian River	35,400	34,800	98
	Lake	58,600	58,000	99
	Lee	126,100	124,700	99
	Leon	69,200	68,200	99
	Manatee	80,400	79,700	99
	Marion	71,500	70,200	98
	Martin	38,500	38,000	99
	Monroe	33,600	32,800	98
	Nassau	15,400	15,300	99
	Okaloosa	55,200	54,700	99
	Okeechobee	10,500	10,400	99
	Orange	233,900	232,000	99
	Osceola	35,500	35,100	99
	Palm Beach	347,100	343,100	99
	St Johns	30,400	30,100	99
	St Lucie	50,700	50,100	99
	Santa Rosa	25,000	24,800	99
	Sarasota	119,100	118,000	99
	Seminole	95,400	94,500	99
	Taylor	6,900	6,700	97
	Volusia	144,900	143,500	99
	<b>GEORGIA</b>			
	Atkinson	2,100	2,000	95
	Ben Hill	6,500	6,400	98
	Bibb	57,600	57,000	99
	Bleckley	3,700	3,600	97
	Brantley	3,800	3,700	97
	Bryan	4,700	4,600	98
	Bulloch	12,500	12,300	98
	Camden	6,100	6,000	98
	Catoosa	14,600	14,500	99
	Chatham	80,400	79,600	99
	Chattooga	7,900	7,800	99
	Clarke	30,400	30,000	99
	Clinch	2,300	2,300	99
Coffee	10,500	10,300	98	
Colquitt	13,400	13,200	99	
Columbia	20,800	20,600	99	
Cook	5,000	4,900	98	
Crawford	2,600	2,500	96	
Crisp	7,300	7,200	98	
Decatur	9,200	9,100	98	
Dougherty	35,100	34,700	99	
Early	4,700	4,600	98	
Echols	800	800	100	
Effingham	8,100	8,000	99	
Evans	3,000	3,000	100	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Fayette	17,500	17,300	99
	Gilmer	4,600	4,500	98
	Gordon	12,300	12,200	99
	Greene	4,100	4,000	98
	Habersham	9,900	9,700	98
	Heard	2,500	2,500	100
	Houston	30,800	30,500	99
	Jasper	3,000	2,900	97
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Johnson	3,200	3,200	98
	Jones	7,000	6,900	99
	Laurens	14,000	13,700	98
	Lee	5,200	5,100	98
	Lowndes	26,100	25,700	98
	Mc Duffie	7,600	7,500	99
	Madison	7,600	7,500	99
	Monroe	5,800	5,700	98
	Muscogee	66,400	65,800	99
	Oconee	5,600	5,600	100
	Oglethorpe	3,600	3,500	97
	Peach	7,600	7,500	99
	Pulaski	3,200	3,100	97
	Putnam	4,500	4,400	98
	Randolph	3,300	3,200	97
	Richmond	68,800	68,100	99
	Schley	1,100	1,100	100
	Sumter	10,400	10,100	98
	Taliaferro	900	900	100
	Telfair	4,000	3,900	98
	Thomas	13,400	13,200	99
	Tift	12,100	11,900	98
	Toombs	9,200	9,000	98
	Troup	20,200	19,900	99
	Turner	3,200	3,100	97
	Upson	9,800	9,700	99
	Walker	20,500	20,300	99
	Washington	6,600	6,400	97
	Wayne	7,400	7,300	99
	Whitfield	25,700	25,500	99
	Wilkes	4,000	3,900	98
	<b>IOWA</b>			
	Adams	2,100	2,100	100
	Allamakee	5,400	5,300	98
	Buena Vista	7,900	7,800	99
	Carroll	8,300	8,200	99
	Cass	6,800	6,700	99
	Cerro Gordo	20,100	19,900	99
	Clarke	3,500	3,500	100
	Clay	7,700	7,600	99
	Clinton	20,700	20,600	100
	Crawford	6,800	6,700	99
	Des Moines	18,100	17,900	99
	Dubuque	31,200	30,800	99
	Emmet	4,900	4,800	98
	Fayette	9,200	9,100	99
	Greene	4,600	4,600	100
	Hancock	5,600	5,500	98
	Henry	7,200	7,100	99
	Jackson	8,300	8,200	99
	Jasper	14,200	14,100	99
	Johnson	33,600	33,100	98
	Kossuth	7,900	7,800	99
	Linn	66,800	66,300	99
	Lyon	4,500	4,400	98
	Marshall	16,000	15,900	99
	Mitchell	4,500	4,500	100
	Muscatine	15,500	15,400	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Page	7,500	7,400	99
	Palo Alto	4,600	4,500	98
	Pottawattamie	33,400	33,100	99
	Sac	5,300	5,200	98
	Wapello	15,700	15,500	99
	Webster	17,000	16,800	99
	Winnebago	5,300	5,200	98
	Woodbury	38,200	37,900	99
	Wright	6,300	6,200	98
	<b>IDAHO</b>			
	Bannock	24,600	24,100	98
	Bear Lake	2,500	2,400	96
	Benewah	3,200	3,100	97
	Bonneville	23,700	23,400	99
	Butte	1,000	1,000	100
	Clearwater	3,500	3,400	97
	Custer	2,100	2,000	95
	Elmore	7,000	6,900	99
	Fremont	3,700	3,600	97
	Gooding	4,500	4,400	98
	Idaho	5,400	5,200	96
	Kootenai	26,600	26,200	98
	Lemhi	2,700	2,500	93
	Lewis	1,400	1,400	100
	Nez Perce	12,900	12,600	98
	Power	2,700	2,600	96
	Shoshone	6,200	6,100	98
	Teton	1,000	1,000	100
	Twin Falls	19,900	19,600	98
	<b>ILLINOIS</b>			
	Bureau	14,600	14,300	98
	Carroll	7,000	6,900	99
	Cass	5,500	5,400	98
	Champaign	62,100	60,900	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	Crawford	8,300	8,100	98
	Douglas	7,600	7,500	99
	Johnson	4,000	3,900	97
	Kankakee	37,000	36,400	98
	Knox	22,800	22,500	99
	La Salle	43,100	42,200	98
	Lee	12,900	12,700	98
	Livingston	15,000	14,600	97
	Logan	10,900	10,700	98
	Mc Lean	46,100	45,100	98
	Macon	48,900	48,100	98
	Mercer	7,200	7,100	99
	Montgomery	12,400	12,100	98
	Moultrie	5,500	5,300	96
	Peoria	74,300	73,100	98
	Piatt	6,500	6,400	98
	Rock Island	62,300	61,700	99
	Sangamon	74,800	73,100	98
	Tazewell	48,400	47,700	99
	White	7,500	7,200	96
	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Benton	3,500	3,400	97
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98
	Clay	9,500	9,400	99
	Delaware	43,700	43,100	99
	Fayette	9,900	9,700	98
	Grant	27,700	27,200	98
	Howard	32,300	31,800	99
	Madison	48,800	48,200	99
	Monroe	36,600	35,600	97
	Perry	6,700	6,500	97

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Randolph	10,800	10,600	98
	Sullivan	8,200	8,000	98
	Tippecanoe	43,200	42,200	98
	Vanderburgh	66,600	65,200	98
	Vermillion	7,200	7,100	99
	Vigo	39,900	39,200	98
	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Anderson	3,300	3,200	97
	Barber	2,900	2,800	97
	Barton	12,800	12,700	99
	Chautauqua	2,300	2,300	100
	Cheyenne	1,500	1,500	100
	Clark	1,000	1,000	100
	Cowley	14,600	14,400	99
	Dickinson	8,000	7,900	99
	Douglas	26,200	25,800	98
	Edwards	1,700	1,700	100
	Elk	1,600	1,600	100
	Ellis	10,600	10,500	99
Ellsworth	2,900	2,800	97	
Finney	10,800	10,700	99	
Ford	10,100	10,000	99	
Gove	1,400	1,400	100	
Grant	2,600	2,600	100	
Gray	1,900	1,900	100	
Greenwood	3,500	3,400	97	
Hamilton	1,100	1,100	100	
Haskell	1,400	1,400	100	
Hodgeman	900	900	100	
Kearny	1,200	1,200	100	
Kiowa	1,500	1,500	100	
Lincoln	1,600	1,600	100	
Logan	1,400	1,400	100	
Lyon	13,900	13,600	98	
Mc Pherson	10,500	10,300	98	
Meade	1,800	1,800	100	
Miami	8,500	8,400	99	
Mitchell	3,400	3,300	97	
Morris	2,600	2,500	96	
Morton	1,200	1,200	100	
Neosho	7,100	7,000	99	
Norton	2,700	2,700	100	
Ottawa	2,300	2,200	96	
Phillips	2,900	2,800	96	
Pottawatomie	6,000	5,900	98	
Rawlins	1,500	1,500	100	
Reno	26,100	25,800	99	
Rice	4,700	4,700	100	
Riley	20,600	20,200	98	
Rooks	2,600	2,600	100	
Rush	1,700	1,700	100	
Saline	20,100	19,900	99	
Scott	2,200	2,200	100	
Sedgwick	153,600	152,300	99	
Seward	6,900	6,800	99	
Shawnee	63,900	63,300	99	
Sherman	2,900	2,900	100	
Smith	2,300	2,300	100	
Stanton	800	800	100	
Trego	1,800	1,800	100	
Wallace	700	700	100	
Washington	3,100	3,000	97	
Wichita	1,000	1,000	100	
Wilson	4,900	4,800	98	
<b>KENTUCKY</b>				
Anderson	5,000	5,000	100	
Barren	12,900	12,800	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 25-49%</b>	Bourbon	7,200	7,100	99
	Boyd	20,500	20,400	100
	Caldwell	4,900	4,800	98
	Calloway	12,100	12,000	99
	Christian	20,500	20,300	99
	Clark	11,000	10,900	99
	Daviess	32,800	32,600	99
	Fayette	84,300	83,700	99
	Franklin	17,400	17,200	99
	Greenup	13,500	13,400	99
	Hardin	27,700	27,500	99
	Harrison	5,600	5,500	99
	Hickman	2,000	2,000	100
	Hopkins	18,000	17,800	99
	Jefferson	259,200	258,000	100
	Jessamine	10,400	10,300	99
	Kenton	51,100	51,000	100
	Knox	10,900	10,700	98
	Lawrence	5,300	5,300	99
	Leslie	5,000	4,800	97
	Logan	10,000	9,900	99
	Mc Cracken	24,300	24,100	99
	Madison	18,800	18,500	98
	Marshall	10,500	10,400	99
	Martin	4,600	4,500	98
	Mercer	7,400	7,300	99
	Montgomery	7,800	7,700	98
	Morgan	4,300	4,200	98
	Muhlenberg	11,700	11,600	99
	Powell	4,000	3,900	98
	Pulaski	18,700	18,300	98
	Rowan	6,400	6,300	98
	Simpson	5,500	5,500	99
	Union	5,700	5,700	99
	Warren	30,800	30,600	99
	Wayne	6,600	6,400	97
	Webster	5,600	5,500	98
	<b>LOUISIANA</b>			
	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99
	Ascension	19,900	19,500	98
Avoyelles	15,100	14,800	98	
Beauregard	11,400	11,200	98	
Bossier	32,700	32,400	99	
Caddo	104,500	103,500	99	
Calcasieu	62,100	61,600	99	
Concordia	8,300	8,100	98	
East Baton Rouge	143,200	141,900	99	
East Carroll	3,700	3,600	97	
Evangeline	12,400	12,100	98	
Iberia	22,600	22,300	99	
Iberville	10,500	10,300	98	
Jackson	6,900	6,800	99	
Jefferson	175,400	174,400	99	
Jefferson Davis	11,100	10,900	98	
Lafayette	62,600	62,000	99	
Lafourche	29,300	29,000	99	
Lincoln	14,200	14,000	99	
Livingston	25,100	24,700	98	
Madison	5,800	5,600	97	
Morehouse	13,100	12,900	98	
Natchitoches	14,400	14,000	97	
Ouachita	51,700	51,200	99	
Pointe Coupee	8,400	8,200	98	
Rapides	49,800	49,300	99	
Sabine	10,700	10,400	97	
St Charles	14,800	14,700	99	
St James	6,800	6,700	99	
St John The Baptist	13,400	13,200	99	

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	St Landry	30,400	29,700	98
	St Martin	15,100	14,900	99
	Terrebonne	33,500	33,100	99
	Vermilion	18,900	18,700	99
	Vernon	18,400	18,000	98
	Webster	17,200	16,900	98
	West Baton Rouge	6,700	6,600	99
	<b>MASSACHUSETTS</b>			
	Nantucket	2,700	2,600	96
	<b>MARYLAND</b>			
	Allegany	29,000	28,700	99
	Worcester	14,900	14,600	98
	<b>MAINE</b>			
	Aroostook	29,900	29,200	98
	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Baraga	3,000	2,900	97
	Bay	41,400	41,000	99
	Delta	13,900	13,600	98
	Dickinson	10,700	10,500	99
	Gogebic	7,400	7,200	97
	Grand Traverse	22,800	22,300	98
	Houghton	13,500	13,100	97
	Ingham	101,000	99,600	99
	Iron	5,700	5,600	98
	Kent	178,700	176,000	98
	Keweenaw	700	700	100
	Mackinac	3,800	3,700	97
	Manistee	9,500	9,300	98
	Marquette	25,200	24,900	99
	Muskegon	57,300	56,500	99
	Ontonagon	3,500	3,400	97
	Otsego	5,900	5,800	98
	Roscommon	8,400	8,300	99
	St Joseph	22,200	21,900	99
	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Brown	10,200	10,000	98
	Grant	2,700	2,700	100
	Koochiching	6,000	5,800	97
	Lake	4,300	4,300	100
	Lyon	9,000	8,800	98
	Mc Leod	11,400	11,300	99
	Martin	9,700	9,600	99
	Nicollet	10,100	10,000	99
	Olmsted	37,000	36,700	99
	Pennington	5,700	5,600	98
	Traverse	1,800	1,800	100
	Wabasha	7,500	7,400	99
	Winona	16,200	15,900	98
	<b>MISSOURI</b>			
	Adair	9,200	9,100	99
	Atchison	3,200	3,200	100
	Buchanan	32,500	32,100	99
	Carter	2,100	2,000	95
	Cole	22,500	22,300	99
	Dunklin	13,200	12,900	98
	Greene	78,100	77,300	99
	Holt	2,700	2,600	96
	Iron	3,900	3,800	97
	Jasper	35,100	34,600	99
	Linn	6,200	6,100	98
	Macon	6,400	6,300	98
	Marion	10,700	10,600	99
	Mercer	1,700	1,700	100
	New Madrid	7,800	7,600	97
	Pemiscot	8,500	8,300	98
	Phelps	12,100	11,800	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	Pulaski	11,600	11,400	98	
	Randolph	9,800	9,700	99	
	Ripley	5,200	4,900	94	
	Saline	9,400	9,300	99	
	Scotland	2,100	2,100	100	
	Scott	14,800	14,600	99	
	Stoddard	11,200	11,000	98	
	Wayne	4,900	4,800	98	
		<b>MISSISSIPPI</b>			
		Adams	13,900	13,700	98
	Alcorn	13,300	13,100	98	
	Attala	7,200	7,000	98	
	Benton	2,700	2,700	98	
	Bolivar	14,400	14,000	98	
	Carroll	3,500	3,400	97	
	Chickasaw	6,300	6,200	98	
	Forrest	26,100	25,900	99	
	Grenada	7,200	7,000	98	
	Harrison	62,800	62,300	99	
	Hinds	97,900	97,200	99	
	Humphreys	4,500	4,400	98	
	Itawamba	7,900	7,800	99	
	Jackson	44,500	44,200	99	
	Jones	23,200	23,000	99	
	Lamar	9,800	9,700	98	
	Lauderdale	29,900	29,700	99	
	Lee	24,500	24,200	99	
	Lowndes	21,800	21,600	99	
	Madison	17,400	17,100	98	
	Monroe	12,900	12,800	99	
	Montgomery	4,500	4,400	98	
	Noxubee	4,100	4,000	98	
	Prentiss	9,300	9,200	99	
	Rankin	28,700	28,400	99	
	Sunflower	10,800	10,500	97	
	Tallahatchie	5,400	5,300	97	
	Tippah	7,200	7,100	99	
	Union	9,000	8,900	99	
	Warren	19,200	19,000	99	
	Winston	6,900	6,800	99	
	Yazoo	9,400	9,300	98	
	<b>MONTANA</b>				
	Beaverhead	3,200	3,000	94	
	Big Horn	3,600	3,400	94	
	Broadwater	1,600	1,500	94	
	Carbon	3,800	3,700	97	
	Cascade	30,900	30,400	98	
	Custer	5,500	5,200	95	
	Dawson	4,700	4,500	96	
	Deer Lodge	4,200	4,100	98	
	Fergus	5,100	4,900	96	
	Flathead	23,600	22,900	97	
	Garfield	600	500	83	
	Glacier	3,800	3,600	95	
	Hill	6,900	6,700	97	
	Jefferson	3,100	3,000	97	
	Lewis + Clark	19,600	19,000	97	
	Lincoln	6,700	6,400	96	
	Missoula	32,000	31,000	97	
	Park	5,800	5,600	97	
	Powder River	900	800	89	
	Powell	2,400	2,300	96	
	Roosevelt	3,800	3,700	97	
	Rosebud	4,400	4,100	93	
	Sheridan	2,100	2,000	95	
	Silver Bow	14,300	14,000	98	
	Toole	2,300	2,200	96	
	Treasure	400	400	100	
	Yellowstone	48,000	47,200	98	

**WTBS—(Continued)**  
**(Arbltron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Ashe	9,300	9,100	98
	Buncombe	69,000	68,200	99
	Burke	29,100	28,800	99
	Cabarrus	35,500	35,300	99
	Carteret	20,600	20,400	99
	Catawba	44,100	43,800	99
	Chowan	5,300	5,200	98
	Craven	30,000	29,700	99
	Cumberland	86,500	85,500	99
	Dare	8,300	8,100	98
	Durham	66,000	65,300	99
	Forsyth	105,300	104,400	99
	Gaston	63,900	63,300	99
	Granville	12,600	12,400	98
	Guilford	128,200	127,300	99
	Halifax	19,700	19,300	98
	Haywood	19,400	19,100	98
	Lenoir	22,400	22,100	99
	Mecklenburg	180,400	179,100	99
	Nash	27,400	27,000	99
	New Hanover	45,800	45,300	99
	Onslow	37,900	37,600	99
	Pasquotank	11,200	11,000	99
	Pitt	38,100	37,600	99
	Richmond	17,800	17,600	99
	Scotland	11,900	11,700	98
	Stokes	13,500	13,300	99
	Transylvania	10,100	10,000	99
	Vance	14,100	13,900	99
	Washington	5,200	5,100	98
	Watauga	12,800	12,600	98
	Wayne	36,100	35,600	99
	<b>NORTH DAKOTA</b>			
Adams	1,300	1,300	100	
Bottineau	3,200	3,200	98	
Burke	1,400	1,400	100	
Burleigh	23,500	23,300	99	
Dickey	2,500	2,500	98	
Emmons	2,000	2,000	100	
Foster	1,600	1,600	100	
Grand Forks	24,200	24,000	99	
Mc Lean	4,600	4,500	98	
Morton	9,900	9,800	99	
Nelson	2,000	2,000	100	
Ramsey	5,000	4,900	98	
Renville	1,300	1,300	100	
Rolette	3,700	3,600	97	
Sargent	2,000	2,000	100	
Stutsman	9,200	9,100	99	
Towner	1,600	1,600	100	
Walsh	5,700	5,600	98	
Ward	21,700	21,500	99	
Wells	2,700	2,700	100	
Williams	10,300	10,200	99	
<b>NEBRASKA</b>				
Antelope	3,200	3,100	97	
Box Butte	5,600	5,500	98	
Buffalo	13,900	13,800	99	
Cedar	4,000	4,000	100	
Cheyenne	4,200	4,100	98	
Custer	5,100	5,000	98	
Dawes	3,500	3,400	97	
Dawson	8,600	8,500	99	
Deuel	1,000	1,000	100	
Dodge	14,000	13,900	99	
Frontier	1,400	1,400	100	
Gage	9,000	8,900	99	
Greeley	1,200	1,200	100	

**WTBS—(Continued)**  
**(Arbltron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>HALL COUNTY</b>				
	Hall	18,900	18,700	99	
	Hamilton	3,400	3,400	100	
	Hitchcock	1,500	1,500	100	
	Holt	5,100	4,900	96	
	Keith	3,700	3,700	100	
	Knox	4,000	3,900	98	
	Lancaster	82,200	81,500	99	
	Lincoln	12,900	12,700	98	
	Loup	300	300	100	
	Madison	12,900	12,700	98	
	Nuckolls	2,600	2,600	100	
	Perkins	1,500	1,500	100	
	Phelps	3,700	3,700	100	
	Richardson	4,300	4,200	98	
	Rock	900	900	100	
	Saline	5,000	4,900	98	
	Sarpy	32,200	32,100	100	
	Seward	5,900	5,800	98	
	Sheridan	2,900	2,900	100	
	Stanton	2,400	2,400	100	
	Thayer	2,800	2,800	100	
	Valley	2,300	2,200	96	
	Webster	2,000	2,000	100	
	York	5,800	5,700	98	
	<b>NEW HAMPSHIRE</b>				
	Sullivan	15,100	14,600	97	
	<b>NEW MEXICO</b>				
	Chaves	21,600	21,200	98	
	Colfax	5,300	5,000	94	
	De Baca	1,100	1,100	100	
	Eddy	19,400	19,000	98	
	Grant	9,300	8,800	95	
	Lea North	20,900	20,400	97	
	Lea South	2,400	2,400	100	
	Luna	6,500	6,300	97	
	Mc Kinley	20,800	19,300	93	
	Otero	17,600	17,200	98	
	Quay	4,600	4,400	96	
	Roosevelt	6,200	6,000	97	
	San Juan	32,900	31,100	95	
	Union	1,900	1,800	95	
	<b>NEVADA</b>				
Elko	9,400	8,800	94		
Lander	1,900	1,800	95		
Mineral	2,600	2,500	96		
Nye North	2,900	2,700	93		
Pershing	1,500	1,500	100		
Carson City	15,700	15,300	97		
<b>NEW YORK</b>					
Broome	80,600	79,500	99		
Chemung	34,200	33,500	98		
Climton	26,900	26,600	99		
Delaware	17,700	17,100	97		
Franklin	16,000	15,600	97		
Greene	16,800	16,500	98		
Jefferson	33,600	33,100	99		
Madison	22,400	22,100	99		
Niagara	80,200	79,300	99		
Oneida East	57,100	56,300	99		
Onondaga	172,900	170,800	99		
Otsego	21,800	21,200	97		
St Lawrence	38,200	37,500	98		
Warren	20,900	20,500	98		
<b>OHIO</b>					
Allen	41,100	40,400	98		
Ashtabula	37,500	37,000	99		
Athens	19,800	19,200	97		
Belmont	31,100	30,600	99		
Butler	99,100	98,000	99		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	<b>OHIO</b>		
	Coshocton	14,100	13,700 97
	Crawford	18,600	18,300 98
	Fairfield	35,100	34,700 99
	Fayette	10,200	10,000 98
	Franklin	363,900	359,800 99
	Gallia	11,100	10,800 97
	Greene	46,000	45,500 99
	Guemsey	15,300	14,900 97
	Hancock	25,000	24,700 99
	Hocking	9,900	9,700 98
	Huron	20,400	20,100 99
	Jackson	11,200	10,900 97
	Jefferson	32,000	31,600 99
	Lawrence	23,500	23,100 98
	Licking	47,300	46,800 99
	Lorain	96,500	95,500 99
	Mahoning	104,200	103,200 99
	Marion	23,900	23,600 99
	Meigs	9,100	8,900 98
	Miami	34,100	33,700 99
	Montgomery	223,900	221,800 99
	Muskingum	31,900	31,300 98
	Noble	4,400	4,200 95
	Perry	11,700	11,500 98
	Pike	9,100	8,800 97
	Richland	48,800	48,100 99
	Sandusky	23,700	23,500 99
	Scioto	30,500	29,900 98
	Shelby	15,300	15,100 99
	Trumbull	87,600	86,700 99
	Tuscarawas	33,300	32,600 98
	Washington	24,000	23,300 97
	Wood	38,900	38,500 99
	<b>OKLAHOMA</b>		
Atoka	4,900	4,800 99	
Beaver	3,100	3,100 100	
Beckham	9,000	8,800 98	
Blaine	5,300	5,200 98	
Carter	18,200	18,000 99	
Choctaw	6,100	5,900 97	
Custer	12,400	12,200 99	
Dewey	2,200	2,200 100	
Ellis	2,200	2,100 95	
Garfield	25,400	25,200 99	
Garvin	11,600	11,500 99	
Jackson	11,000	10,900 99	
Kay	20,700	20,500 99	
Latimer	3,800	3,700 97	
Le Flore	17,200	16,900 98	
Mc Curtain	13,000	12,700 98	
Murray	5,100	5,100 100	
Noble	4,900	4,900 100	
Ottawa	13,100	13,000 99	
Pittsburg	17,200	16,900 99	
Seminole	11,000	10,900 99	
Stephens	17,500	17,400 99	
Tillman	4,300	4,300 100	
Tulsa	210,400	208,900 99	
Washington	18,600	18,500 99	
Washita	5,400	5,400 99	
Woodward	8,200	8,000 98	
<b>OREGON</b>			
Baker	6,100	5,800 95	
Crook	5,300	5,000 94	
Curry	7,100	6,600 92	
Deschutes	26,900	25,400 94	
Douglas	35,500	33,800 95	
Hood River	6,300	5,900 94	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	<b>Klamath</b>	22,100	21,300 96
	Lake	3,000	2,800 93
	Lane	104,900	101,100 96
	Lincoln	15,800	14,600 92
	Polk	17,400	16,800 97
	Tillamook	8,600	8,000 93
	Umatilla	22,100	20,700 94
	Union	8,700	8,100 93
	Wasco	8,300	7,800 94
	Wheeler	700	700 100
	<b>PENNSYLVANIA</b>		
	Allegheny	547,800	540,800 99
	Beaver	71,500	70,700 99
	Cambria	63,600	62,800 99
	Cameron	2,700	2,700 100
	Centre	39,700	38,700 97
	Clearfield	30,900	30,400 98
	Clinton	14,400	14,100 98
	Elk	13,900	13,600 98
	Fayette	60,100	58,800 98
	Huntingdon	15,400	15,000 97
	Lawrence	38,300	37,700 98
	Luzerne	129,000	127,300 99
	Mc Kean	18,300	17,900 98
	Montour	6,100	5,900 97
	Pike	9,500	9,200 97
	Somerset	30,900	30,200 98
	Tioga	15,000	14,500 97
Union	11,200	10,700 96	
Venango	23,800	23,100 97	
Warren	17,700	17,200 97	
Westmoreland	144,800	143,100 99	
<b>SOUTH CAROLINA</b>			
Aiken	46,200	45,800 99	
Beaufort	30,200	29,700 99	
Berkeley	44,300	43,500 98	
Charleston	101,200	100,100 99	
Darlington	23,300	23,000 98	
Dorchester	27,600	27,200 99	
Florence	42,800	42,200 99	
Georgetown	17,100	16,700 98	
Greenville	120,900	119,900 99	
Greenwood	23,400	23,100 99	
Horry	52,000	51,100 98	
Lexington	64,400	63,500 99	
Marlboro	10,700	10,500 98	
Newberry	12,500	12,300 98	
Orangeburg	31,300	30,500 98	
Richland	100,200	99,000 99	
Sumter	32,800	32,200 98	
<b>SOUTH DAKOTA</b>			
Beadle	7,400	7,300 99	
Bennett	1,000	1,000 100	
Brown	14,300	14,200 99	
Butte	3,400	3,300 97	
Charles Mix	3,400	3,300 97	
Codington	8,800	8,700 99	
Davison	6,700	6,600 98	
Dewey	1,500	1,400 93	
Edmunds	1,800	1,800 100	
Fall River	3,400	3,300 97	
Faulk	1,200	1,200 100	
Grant	3,200	3,100 97	
Haakon	1,000	1,000 100	
Hughes	6,200	6,100 98	
Hyde	800	800 100	
Lawrence	8,000	7,900 99	
Meade	8,100	8,000 99	
Spink	3,400	3,400 100	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 25-49%</b>	<b>SOUTH DAKOTA</b>		
	Sully	800	800 100
	Tripp	2,800	2,800 100
	Walworth	2,800	2,700 96
	<b>TENNESSEE</b>		
	Anderson	27,400	27,200 99
	Bledsoe	3,500	3,400 99
	Blount	32,700	32,400 99
	Bradley	27,100	26,900 99
	Campbell	13,700	13,500 99
	Carroll	10,900	10,800 99
	Carter	20,000	19,800 99
	Claiborne	9,800	9,600 98
	Cocke	11,400	11,200 99
	Coffee	15,900	15,800 99
	De Kalb	5,800	5,700 98
	Dyer	13,400	13,300 99
	Franklin	12,200	12,100 99
	Gibson	19,000	18,800 99
	Hamblen	21,300	21,100 99
	Hamilton	111,800	111,200 99
	Hardin	8,700	8,500 98
	Houston	2,400	2,400 100
	Johnson	5,500	5,400 98
	Knox	132,600	131,700 99
	Lawrence	13,300	13,100 99
	Mcminn	16,300	16,100 99
	Madison	30,000	29,700 99
	Marion	9,500	9,400 99
	Maury	20,900	20,700 99
	Meigs	2,800	2,800 100
	Montgomery	32,500	32,300 99
	Morgan	5,600	5,500 98
	Obion	13,200	13,100 99
	Overton	6,700	6,600 98
	Pickett	1,600	1,600 100
	Putnam	19,200	19,000 99
	Roane	18,700	18,600 99
	Sevier	19,100	18,900 99
	Shelby	298,400	296,300 99
	Sullivan	58,100	57,700 99
	Unicoi	6,500	6,400 98
	Van Buren	1,500	1,500 100
	Warren	13,100	12,900 99
	Washington	35,200	34,900 99
	Weakley	12,500	12,300 99
	<b>TEXAS</b>		
	Andrews	5,400	5,300 98
	Angelina	25,100	24,800 99
	Bailey	2,700	2,700 100
	Bee	8,800	8,600 98
	Bell	62,100	61,600 99
	Bowie	30,800	30,400 99
	Briscoe	1,000	1,000 100
	Brown	14,100	13,800 98
	Burnet	10,500	10,400 99
	Caldwell	9,300	9,100 98
	Calhoun	7,500	7,400 99
	Cameron	74,300	73,300 99
	Camp	4,100	4,000 98
	Carson	2,400	2,400 100
	Castro	3,200	3,200 100
	Cochran	1,600	1,600 100
	Coke	1,300	1,300 100
	Coleman	4,300	4,200 99
	Concho	1,100	1,100 100
	Coryell	17,700	17,500 99
	Crane	1,700	1,700 100
	Crosby	2,800	2,800 100

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 25-49%</b>	Culberson	1,000	1,000 100
	Dallam	2,600	2,600 100
	Dawson	5,400	5,300 98
	Deaf Smith	6,500	6,400 98
	De Witt	7,300	7,100 97
	Dimmit	3,400	3,300 97
	Donley	1,600	1,600 100
	Duval	4,300	4,200 98
	Ector	50,100	49,700 99
	Edwards	700	700 100
	Fannin	9,900	9,700 98
	Floyd	3,100	3,100 100
	Frio	4,500	4,400 98
	Gaines	4,900	4,900 100
	Garza	1,800	1,800 100
	Gillespie	6,500	6,300 97
	Grayson	38,100	37,700 99
	Hale	12,200	12,100 99
	Hall	2,000	1,900 97
	Hardeman	2,400	2,400 100
	Haskell	2,800	2,800 100
	Hemphill	2,100	2,100 100
	Hockley	8,400	8,400 100
	Houston	8,700	8,500 98
	Hutchinson	10,500	10,400 99
	Irion	600	600 100
	Jack	3,000	3,000 100
	Jefferson	94,300	93,700 99
	Jim Hogg	1,900	1,800 95
	Jim Wells	12,700	12,500 98
	Kerr	15,300	15,000 98
	Kimble	1,600	1,500 94
	King	200	200 100
	Kinney	900	900 100
	Kleberg	10,600	10,500 99
	Knox	1,900	1,900 100
	Lamar	17,200	16,700 97
	Lampasas	5,600	5,500 98
	La Salle	1,800	1,700 94
	Lipscomb	1,400	1,400 100
	Live Oak	3,600	3,500 97
	Llano	5,600	5,500 98
	Mc Culloch	3,600	3,500 97
	Mc Lennan	70,400	69,800 99
	Mason	1,600	1,500 94
	Matagorda	16,100	15,800 98
	Maverick	10,000	9,600 96
	Menard	900	900 100
	Midland	43,600	43,300 99
	Mitchell	3,300	3,300 100
	Moore	6,100	6,100 100
	Morris	5,400	5,300 98
	Nacogdoches	19,100	18,700 98
	Nolan	6,400	6,300 98
	Nueces	102,500	101,400 99
	Ochiltree	3,700	3,700 100
	Orange	29,700	29,400 99
	Palo Pinto	10,000	9,900 99
	Parmer	3,400	3,400 100
	Pecos	5,000	4,900 98
	Potter	41,400	41,100 99
	Randall	35,200	35,100 100
	Red River	6,300	6,100 97
	Roberts	400	400 100
	Runnels	4,800	4,700 98
	San Saba	2,400	2,400 100
	Schleicher	1,000	1,000 100
	Shelby	9,400	9,200 98
	Sherman	1,100	1,100 100



**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>TEXAS</b>				
	Stephens	4,300	4,200	98	
	Sterling	400	400	100	
	Swisher	3,300	3,300	100	
	Taylor	45,400	45,100	99	
	Terry	5,200	5,100	98	
	Travis	231,700	229,300	99	
	Upton	1,800	1,800	100	
	Uvalde	7,900	7,700	97	
	Victoria	26,800	26,300	98	
	Ward	5,100	5,000	99	
	Webb	32,600	32,100	98	
	Wheeler	3,200	3,100	97	
	Wichita	46,300	46,100	99	
	Williamson	40,300	39,700	99	
	Winkler	3,400	3,400	100	
	Zavala	3,200	3,100	97	
		<b>UTAH</b>			
	Beaver	1,700	1,700	100	
	Cache	20,700	20,200	98	
San Juan	3,200	3,000	94		
Uintah	8,000	7,700	96		
	<b>VIRGINIA</b>				
Accomack	11,800	11,500	98		
Albemarle	40,200	39,500	98		
Alleghany	9,600	9,500	99		
Augusta	33,400	33,000	99		
Bath	2,000	2,000	100		
Botetourt	9,000	8,900	99		
Campbell	41,800	41,300	99		
Chesterfield	64,800	64,500	99		
Giles	6,200	6,100	98		
Greensville	5,000	4,900	98		
Henry	28,100	27,800	99		
Lee	9,600	9,400	98		
Montgomery	26,800	26,500	99		
Northampton	5,600	5,500	98		
Pittsylvania	40,700	40,200	99		
Prince George	15,500	15,400	99		
Pulaski	12,900	12,700	99		
Roanoke	78,500	77,800	99		
Russell	11,900	11,700	98		
Scott	8,900	8,700	98		
Smyth	11,800	11,700	99		
Southampton	7,900	7,800	98		
Washington	24,200	23,900	99		
Wythe	9,500	9,300	98		
York	16,700	16,500	99		
Hampton City	44,500	44,200	99		
Newport News City	58,900	58,600	99		
Norfolk City	93,700	92,900	99		
Va Beach City	116,500	115,800	99		
	<b>VERMONT</b>				
Washington	20,800	20,400	98		
	<b>WASHINGTON</b>				
Benton	38,200	37,000	97		
Chelan	21,000	20,100	96		
Cowlitz	30,800	29,800	97		
Douglas	9,700	9,400	97		
Garfield	1,000	900	90		
Grant	20,300	19,500	96		
Kittitas West	2,000	1,900	95		
Lewis	22,500	21,400	95		
Lincoln	3,800	3,700	97		
Pacific	7,400	6,900	93		
Skamania	3,100	2,900	93		
Walla Walla	18,000	16,900	94		
	<b>WISCONSIN</b>				
Grant	17,700	17,200	97		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	Iron	2,700	2,700	100	
	Juneau	8,600	8,300	97	
	Kewaunee	6,900	6,800	99	
	Portage	20,500	20,100	98	
	Vernon	10,100	9,900	98	
		<b>WEST VIRGINIA</b>			
	Brooke	10,700	10,700	100	
	Cabell	42,100	41,800	99	
	Fayette	21,200	21,000	99	
	Grant	3,600	3,500	97	
	Greenbrier	14,400	14,100	98	
	Hancock	14,900	14,900	100	
	Harrison	29,500	29,300	99	
	Kanawha	89,900	89,300	99	
	Lewis	7,200	7,100	99	
	Lincoln	7,900	7,800	99	
	Mc Dowell	15,900	15,700	98	
	Marion	25,100	24,900	99	
	Marshall	14,900	14,800	99	
	Mason	10,000	9,900	99	
Mercer	27,400	27,100	99		
Monongalia	29,000	28,600	99		
Monroe	4,800	4,700	97		
Nicholas	10,600	10,400	99		
Ohio	23,200	23,100	100		
Pendleton	3,000	2,900	97		
Pocahontas	3,800	3,700	96		
Putnam	16,400	16,300	99		
Randolph	10,600	10,400	98		
Tyler	4,000	3,900	98		
Upshur	9,000	8,900	99		
Wayne	16,900	16,700	99		
Webster	4,500	4,400	98		
Wetzel	7,900	7,800	99		
Wood	35,900	35,500	99		
	<b>WYOMING</b>				
Campbell	12,200	11,600	95		
Converse	5,000	4,800	96		
Goshen	5,100	5,000	98		
Hot Springs	2,200	2,100	95		
Johnson	2,600	2,500	96		
Laramie	29,000	28,500	98		
Lincoln	5,700	5,400	95		
Niobrara	1,200	1,200	100		
Park	9,300	8,900	96		
Platte	4,200	4,000	95		
Sheridan	10,400	9,900	95		
Sublette	2,200	2,100	95		
Teton	5,100	4,900	96		
Washakie	3,500	3,400	97		
	<b>ALABAMA</b>				
<b>Between 5-24%</b>	Autauga	12,700	12,500	98	
Baldwin	34,900	34,700	99		
Bibb	6,000	5,900	98		
Blount	15,200	15,100	99		
Bullock	3,600	3,500	97		
Butler	7,700	7,600	99		
Cherokee	7,300	7,200	99		
Chilton	12,900	12,700	98		
Choctaw	5,900	5,800	97		
Clay	4,800	4,700	98		
Conecuh	5,600	5,500	98		
Coosa	4,400	4,300	98		
Cullman	25,600	25,400	99		
Elmore	16,800	16,600	99		
Escambia	12,800	12,600	98		
Franklin	11,200	11,100	99		
Geneva	9,100	9,000	99		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Greene	3,600	3,500	97
	Hale	5,100	5,000	98
	Henry	5,600	5,500	98
	Jackson	19,900	19,600	99
	Lamar	6,300	6,200	98
	Lawrence	11,200	11,000	98
	Limestone	18,300	18,100	99
	Lowndes	4,000	3,900	98
	Macon	8,700	8,500	98
	Marshall	28,200	27,900	99
	St Clair	17,200	17,000	99
	Shelby	30,200	30,000	99
	Sumter	5,400	5,300	98
	Walker	26,300	26,100	99
	Wilcox	4,600	4,500	98
	Winston	9,000	8,900	99
	<b>ARKANSAS</b>			
	Carroll	7,900	7,800	99
	Chicot	5,700	5,500	96
	Clark	8,200	8,100	99
	Cleburne	8,200	8,000	98
	Cleveland	3,000	2,900	97
	Columbia	9,700	9,500	98
	Conway	7,100	7,000	99
	Crawford	15,400	15,100	98
	Faulkner	19,800	19,500	98
	Franklin	6,100	6,000	98
	Fulton	4,500	4,300	96
	Hempstead	8,700	8,500	98
	Hot Spring	10,700	10,500	98
	Izard	4,500	4,300	96
	Johnson	7,200	7,000	97
	Lafayette	3,700	3,600	97
	Lawrence	7,200	7,000	97
	Lee	5,100	4,900	97
	Lincoln	3,600	3,500	97
	Logan	7,800	7,600	98
	Lonoke	13,800	13,600	99
	Madison	4,700	4,500	96
	Marion	5,200	5,100	98
	Monroe	4,500	4,400	98
	Montgomery	3,500	3,400	97
	Nevada	3,800	3,700	97
	Poinsett	9,300	9,200	99
	Polk	6,600	6,400	97
	Prairie	3,800	3,700	97
	St Francis	9,900	9,700	98
	Saline	20,200	20,000	99
	Scott	4,100	4,000	98
	Searcy	3,600	3,500	97
	Sevier	5,600	5,500	98
	Sharp	6,500	6,300	97
	Stone	3,700	3,600	97
	Van Buren	6,300	6,200	98
	White	19,500	19,200	98
	Yell	7,000	6,900	99
	<b>ARIZONA</b>			
	Coconino	30,100	28,000	93
	La Paz	6,000	5,800	97
	Maricopa	790,500	775,500	98
	Mohave	33,400	31,900	95
	Pima	255,600	250,700	98
	Pinal	35,800	34,600	97
	Yavapai	40,800	38,900	95
	<b>CALIFORNIA</b>			
	Alameda	486,000	471,100	97
	Alpine	400	300	75
	Amador	10,600	10,100	95

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Butte</b>	71,300	68,100	95
	Calaveras	12,000	11,400	95
	Colusa	5,600	5,300	95
	Contra Costa East	30,700	30,000	98
	Contra Costa West	252,100	246,600	98
	El Dorado West	31,300	30,200	97
	Fresno	217,000	209,000	96
	Glenn	8,700	8,400	97
	Kings	28,400	27,100	95
	Los Angeles	3,122,000	3,037,600	97
	Madera	27,200	26,000	96
	Marin	94,500	91,600	97
	Mariposa	5,600	5,200	93
	Mendocino	30,100	27,900	93
	Merced	57,500	55,300	96
	Modoc	3,600	3,300	92
	Mono	4,000	3,500	88
	Monterey	114,300	110,000	96
	Napa	41,700	40,200	97
	Nevada	29,400	27,700	94
	Orange	794,700	780,700	98
	Placer East	4,300	4,100	95
	Placer West	53,200	51,300	96
	Riverside West	269,100	259,100	96
	Sacramento	379,200	369,100	97
	San Benito	11,100	10,600	95
	San Bernardino	431,300	417,600	97
	San Diego	844,300	820,900	97
	San Francisco	336,700	316,200	94
	San Joaquin	159,300	152,700	96
	San Luis Obispo	76,100	72,800	96
	San Mateo	244,000	239,500	98
	Santa Barbara South	73,100	70,400	96
	Santa Clara West	479,600	467,100	97
	Santa Cruz	87,100	83,500	96
	Solano East	59,700	58,300	98
	Stanislaus	115,700	110,300	95
	Sutter	22,400	21,800	97
	Tehama	18,300	17,800	97
	Trinity	5,600	5,200	93
	Tulare	97,900	93,900	96
	Tuolumne	16,800	15,900	95
	Ventura	210,700	205,600	98
	Yolo	48,700	46,900	96
	Yuba	20,500	19,800	97
	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Arapahoe	158,800	157,200	99
	Archuleta	2,000	1,900	95
	Baca	1,900	1,700	89
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	Custer	600	600	100
	Denver	234,500	230,000	98
	Eagle	7,500	7,100	95
	El Paso	145,200	143,200	99
	Grand	3,800	3,600	95
	Gunnison	4,100	3,900	95
	Jefferson	167,700	166,300	99
	Kit Carson	2,900	2,700	93
	La Plata	12,200	11,700	96
	Larimer	71,800	70,300	98
	Mineral	300	300	100
	Montezuma	7,000	6,700	96
	Montrose	9,400	9,100	97
	Morgan	8,500	8,400	99
	Otero	8,200	8,000	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Ouray	700	700	100
	Prowers	5,500	5,200	94
	Rio Grande	3,800	3,600	95
	Routt	5,800	5,400	93
	Saguache	1,400	1,300	93
	San Miguel	1,400	1,300	93
	Sedgwick	1,400	1,400	100
	Teller	4,600	4,500	98
	Washington	2,000	1,900	95
	Yuma	3,900	3,700	96
	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	Hartford	316,800	312,100	99
	Litchfield	62,300	61,200	98
	New Haven	289,500	285,700	99
	<b>DELAWARE</b>			
	Kent	37,500	37,200	99
	Sussex	42,300	41,800	99
	<b>FLORIDA</b>			
	Broward	516,800	513,800	99
	Calhoun	3,500	3,400	97
	Clay	32,300	32,000	99
	Dade	695,700	690,000	99
	De Soto	8,100	8,000	99
	Dixie	3,400	3,300	97
	Flagler	8,300	8,100	98
	Gadsden	14,400	14,100	98
	Gilchrist	2,600	2,600	100
Hernando	34,300	33,800	98	
Hillsborough	314,500	311,600	99	
Holmes	6,300	6,100	97	
Jackson	15,000	14,700	98	
Lafayette	1,500	1,500	100	
Levy	9,800	9,500	97	
Liberty	1,600	1,600	100	
Madison	5,300	5,100	97	
Pasco	112,200	110,900	99	
Pinellas	384,000	381,000	99	
Polk	146,400	145,000	99	
Putnam	23,800	23,500	99	
Sumter	11,700	11,500	98	
Suwannee	9,800	9,600	97	
Union	2,400	2,400	100	
Walton	11,100	10,900	98	
Washington	6,400	6,300	98	
<b>GEORGIA</b>				
Appling	5,700	5,600	98	
Bacon	3,600	3,500	97	
Banks	3,800	3,700	97	
Berrien	5,200	5,100	98	
Brooks	5,200	5,100	98	
Burke	6,900	6,700	97	
Calhoun	1,500	1,400	93	
Candler	2,700	2,600	96	
Charlton	2,800	2,700	98	
Dade	4,300	4,300	100	
Dodge	6,000	5,900	98	
Dooly	3,700	3,600	97	
Elbert	7,100	7,000	99	
Emanuel	7,600	7,500	98	
Fannin	6,300	6,200	98	
Franklin	6,300	6,200	98	
Glascock	800	800	100	
Grady	7,800	7,700	99	
Hancock	3,000	2,900	97	
Hart	7,000	6,900	99	
Irwin	3,400	3,300	97	
Jeff Davis	4,500	4,400	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Lincoln	2,300	2,300	100
	Long	1,800	1,800	100
	Macon	5,100	5,000	98
	Marion	1,800	1,700	94
	Miller	2,700	2,600	96
	Mitchell	7,000	6,800	98
	Montgomery	2,300	2,200	96
	Murray	8,500	8,400	98
	Pierce	4,600	4,500	98
	Quitman	800	800	100
	Rabun	4,300	4,200	98
	Screven	5,700	5,600	98
	Seminole	3,400	3,300	97
	Stephens	8,400	8,300	99
	Stewart	1,900	1,800	95
	Talbot	2,200	2,100	95
	Tattnall	6,300	6,200	98
	Terrell	4,000	3,900	98
	Towns	2,700	2,700	100
	Treutlen	2,100	2,100	98
	Union	4,300	4,200	98
	Warren	2,000	1,900	97
	Webster	800	800	100
	Wheeler	2,000	1,900	95
	White	4,500	4,400	98
	Wilcox	2,700	2,600	98
	Wilkinson	3,800	3,700	97
	Worth	6,600	6,500	98
	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Appanoose	6,100	6,000	98
	Audubon	3,100	3,100	100
	Benton	9,000	8,900	99
	Black Hawk	47,500	47,200	99
	Boone	10,000	9,900	99
	Bremer	8,900	8,800	99
	Buchanan	8,100	8,000	99
	Butler	6,400	6,300	98
	Calhoun	4,800	4,700	98
	Cedar	7,400	7,300	99
	Cherokee	6,000	5,900	98
	Chickasaw	5,400	5,300	98
	Clayton	8,200	8,100	99
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Delaware	6,800	6,700	99
	Floyd	7,200	7,100	99
Franklin	5,200	5,200	100	
Fremont	3,700	3,700	100	
Grundy	5,400	5,400	100	
Guthrie	4,600	4,500	98	
Hamilton	6,800	6,700	99	
Hardin	8,200	8,100	99	
Howard	4,100	4,000	98	
Humboldt	5,000	4,900	98	
Ida	3,500	3,500	100	
Iowa	6,000	5,900	98	
Jefferson	6,500	6,400	98	
Jones	7,200	7,100	99	
Keokuk	4,900	4,800	98	
Lee	16,500	16,300	99	
Louisa	4,600	4,500	98	
Lucas	4,300	4,200	98	
Madison	4,600	4,600	100	
Mahaska	9,200	9,100	99	
Marion	11,100	11,000	99	
Mills	4,700	4,700	100	
Monona	4,500	4,400	98	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Monroe	3,500	3,500	100
	Montgomery	5,500	5,400	98
	O'Brien	6,300	6,300	100
	Osceola	3,200	3,200	100
	Plymouth	9,000	8,900	99
	Pocahontas	4,100	4,000	98
	Polk	130,400	129,400	99
	Poweshiek	7,100	7,000	99
	Scott	61,800	61,300	99
	Shelby	5,400	5,400	100
	Sioux	10,800	10,600	98
	Story	25,600	25,300	99
	Tama	6,900	6,800	99
	Taylor	3,300	3,200	97
	Union	5,400	5,300	98
	Van Buren	3,300	3,200	97
	Warren	13,400	13,300	99
	Washington	7,900	7,800	99
	Wayne	3,300	3,200	97
Winneshiek	7,600	7,500	99	
	<b>IOAHO</b>			
	Ada	77,800	76,500	98
	Adams	1,200	1,200	100
	Bingham	11,900	11,800	99
	Bonner	10,700	10,400	97
	Canyon	31,300	30,600	98
	Caribou	3,100	3,000	97
	Cassia	6,500	6,400	98
	Clark	300	300	100
	Franklin	2,800	2,700	96
	Jefferson	5,200	5,200	100
	Jerome	5,600	5,500	98
	Latah	10,900	10,600	97
	Lincoln	1,200	1,200	100
	Madison	5,800	5,700	98
	Minidoka	6,800	6,600	97
	Oneida	1,100	1,100	100
	Dwyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Washington	3,100	3,000	97
	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Bond	6,200	6,000	97
	Boone	11,000	10,800	98
	Brown	2,100	2,000	95
	Clark	6,700	6,500	97
	Clay	6,100	5,900	96
	Clinton	12,000	11,800	98
	Cook	1,947,600	1,918,200	98
	Cumberland	4,400	4,300	98
	Dekalb	25,600	25,200	98
	De Witt	7,300	7,200	99
	Dupage	271,600	269,600	99
	Edgar	8,400	8,200	98
	Edwards	3,700	3,600	96
	Effingham	12,300	11,800	96
	Fayette	8,400	8,200	97
	Ford	5,800	5,700	98
	Franklin	18,000	17,500	97
	Fulton	15,500	15,200	98
	Gallatin	3,000	2,900	97
	Hancock	9,300	9,200	98
	Hardin	2,100	2,000	95
	Henderson	3,500	3,400	97
	Henry	20,600	20,300	99
	Iroquois	12,400	12,100	98
	Jackson	24,000	23,300	97
	Jasper	4,300	4,200	98

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	Jefferson	16,100	15,600	97	
	Jo Daviess	9,100	8,800	97	
	Kane	112,100	110,700	99	
	Lake	162,100	160,900	99	
	Lawrence	6,800	6,600	97	
	Mc Donough	12,700	12,500	98	
	Mchenry	59,100	58,700	99	
	Macoupin	20,000	19,600	98	
	Madison	95,000	93,800	99	
	Marion	17,800	17,400	98	
	Marshall	5,200	5,100	98	
	Mason	7,000	6,900	99	
	Massac	6,300	6,100	97	
	Menard	4,800	4,700	98	
	Ogle	17,500	17,200	98	
	Perry	9,100	8,800	97	
	Pike	7,400	7,200	97	
	Pope	1,900	1,800	95	
	Pulaski	3,500	3,400	96	
	Putnam	2,300	2,200	96	
	Randolph	12,800	12,500	98	
	Richland	7,100	6,900	97	
	St Clair	96,200	94,500	98	
	Saline	12,200	11,900	97	
	Schuyler	3,100	3,000	97	
	Scott	2,300	2,300	100	
	Shelby	9,300	9,000	97	
	Stark	2,800	2,800	100	
	Stephenson	19,400	19,100	98	
	Union	7,700	7,500	97	
	Vermilion	35,700	35,000	98	
	Wabash	5,500	5,300	96	
	Warren	8,100	8,000	99	
	Washington	6,000	5,800	97	
	Wayne	7,600	7,300	95	
	Whiteside	24,000	23,600	98	
	Will	115,000	113,700	99	
	Williamson	25,300	24,600	97	
	Winnebago	95,700	94,400	99	
	Woodford	12,000	11,700	97	
		<b>INDIANA</b>			
		Adams	10,500	10,300	98
	Allen	108,600	107,100	99	
	Blackford	5,600	5,500	98	
	Boone	14,100	13,900	99	
	Brown	5,200	5,100	98	
	Clark	32,700	32,200	98	
	Clinton	11,400	11,200	98	
	Crawford	3,700	3,500	96	
	Daviess	10,500	10,200	97	
	Dearborn	13,300	13,100	98	
	Decatur	8,300	8,100	98	
	De Kalb	12,000	11,900	99	
	Dubois	13,000	12,600	97	
	Elkhart	54,100	53,000	98	
	Floyd	22,900	22,600	99	
	Fountain	6,800	6,700	99	
	Fulton	7,400	7,300	99	
	Gibson	13,000	12,700	98	
	Greene	12,200	11,900	98	
	Hamilton	34,400	34,000	99	
	Hancock	16,400	16,200	99	
	Harrison	10,400	10,200	98	
	Hendricks	25,700	25,400	99	
	Henry	18,600	18,300	98	
	Huntington	13,600	13,400	99	
	Jackson	13,700	13,500	99	
	Jasper	9,100	8,900	98	
	Jay	8,200	8,000	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>INDIANA</b>				
	Jefferson	10,400	10,200	98	
	Jennings	7,800	7,600	97	
	Johnson	29,500	29,300	99	
	Knox	15,900	15,600	98	
	Kosciusko	24,000	23,500	98	
	Lagrange	9,200	8,800	96	
	Lake	174,700	172,500	99	
	La Porte	37,500	37,100	99	
	Lawrence	16,500	16,200	98	
	Marion	305,100	301,000	99	
	Marshall	15,400	15,100	98	
	Martin	3,900	3,800	97	
	Miami	13,800	13,500	98	
	Montgomery	13,300	13,100	98	
	Morgan	19,100	18,800	98	
	Newton	5,200	5,100	98	
	Noble	13,800	13,500	98	
	Ohio	2,000	2,000	100	
	Orange	7,100	6,900	97	
	Owen	6,600	6,500	98	
	Parke	5,900	5,800	98	
	Pike	5,300	5,100	96	
	Porter	43,400	42,800	99	
	Posey	9,500	9,200	97	
	Pulaski	5,100	4,900	96	
	Putnam	10,000	9,800	98	
	Ripley	8,700	8,500	98	
	St Joseph	89,900	88,700	99	
	Scott	7,400	7,200	97	
	Shelby	14,200	14,000	99	
	Steuben	10,400	10,200	98	
	Switzerland	2,800	2,700	96	
	Tipton	6,300	6,200	98	
	Wabash	12,400	12,100	98	
	Warren	2,900	2,800	97	
	Warrick	16,700	16,300	98	
	Wayne	27,000	26,500	98	
	Wells	9,200	9,000	98	
	White	9,300	9,100	98	
	Whitley	9,600	9,500	99	
	<b>KANSAS</b>				
	Atchison	6,500	6,400	98	
	Bourbon	6,600	6,500	98	
	Brown	4,800	4,700	98	
	Butler	17,800	17,600	99	
Chase	1,300	1,300	100		
Cherokee	9,100	9,000	99		
Clay	3,900	3,800	97		
Cloud	4,600	4,500	98		
Coffey	3,700	3,600	97		
Comanche	1,000	1,000	100		
Crawford	15,600	15,400	99		
Decatur	1,800	1,800	100		
Doniphan	3,500	3,400	97		
Franklin	8,500	8,400	99		
Graham	1,500	1,500	100		
Harper	3,200	3,200	100		
Harvey	11,600	11,400	98		
Jackson	4,400	4,300	98		
Jefferson	5,800	5,700	98		
Jewell	2,000	1,900	95		
Johnson	125,100	124,500	100		
Kingman	3,400	3,400	100		
Labette	9,800	9,600	98		
Lane	1,000	1,000	100		
Leavenworth	19,200	19,000	99		
Linn	3,400	3,300	97		
Marion	5,200	5,100	98		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	Marshall	5,300	5,200	98	
	Montgomery	16,500	16,200	98	
	Nemaha	4,200	4,100	98	
	Ness	1,800	1,800	100	
	Osage	6,000	5,900	98	
	Osborne	2,300	2,200	96	
	Pawnee	3,100	3,100	100	
	Republic	2,900	2,800	97	
	Russell	3,500	3,400	97	
	Sheridan	1,300	1,300	100	
	Stafford	2,400	2,400	100	
	Sumner	9,900	9,800	99	
	Wabauensee	2,500	2,400	96	
	Woodson	1,800	1,800	100	
	Wyandotte	65,200	64,600	99	
	<b>KENTUCKY</b>				
	Adair	5,800	5,700	98	
	Ballard	3,300	3,300	100	
	Bath	3,600	3,500	97	
	Boone	18,000	17,900	100	
	Boyle	9,600	9,500	99	
	Bullitt	15,400	15,300	99	
	Butler	4,200	4,100	99	
	Campbell	29,100	29,000	100	
	Carlisle	2,000	2,000	100	
	Carroll	3,500	3,500	100	
	Carter	9,000	8,900	99	
	Casey	5,700	5,600	98	
	Clinton	3,600	3,500	97	
	Crittenden	3,300	3,300	100	
	Cumberland	2,800	2,800	98	
	Edmonson	3,600	3,500	97	
	Fleming	4,800	4,700	98	
	Fulton	3,200	3,200	100	
	Garrard	4,200	4,100	99	
	Graves	13,200	13,100	99	
	Green	4,000	3,900	97	
	Hancock	2,900	2,900	100	
	Hart	6,100	6,000	98	
	Henderson	16,400	16,200	99	
	Henry	4,800	4,800	99	
	Larue	4,500	4,500	100	
	Lee	2,900	2,800	97	
	Lewis	5,000	4,900	98	
	Lincoln	6,900	6,800	99	
	Livingston	3,700	3,700	100	
Mc Creary	5,700	5,600	98		
Mc Lean	3,500	3,500	100		
Marion	5,800	5,800	99		
Mason	6,300	6,200	98		
Meade	7,900	7,900	100		
Menifee	1,700	1,700	100		
Metcalfe	3,800	3,700	99		
Monroe	4,800	4,700	99		
Nelson	10,000	9,900	99		
Ohio	8,400	8,300	99		
Oldham	10,100	10,000	99		
Pendleton	4,000	4,000	100		
Rockcastle	5,400	5,200	97		
Russell	5,600	5,500	98		
Scott	8,200	8,100	99		
Shelby	8,700	8,600	99		
Spencer	2,200	2,200	100		
Taylor	8,600	8,500	99		
Todd	4,200	4,100	99		
Trigg	3,600	3,600	100		
Washington	3,300	3,300	100		
Wolfe	2,400	2,300	96		
Woodford	6,700	6,600	98		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Caldwell	4,800	4,700	98
	Cameron	3,400	3,400	99
	Catahoula	4,600	4,500	98
	Claiborne	6,500	6,400	98
	De Soto	10,200	10,000	98
	East Feliciana	5,900	5,700	97
	Franklin	8,400	8,200	98
	Grant	6,700	6,600	98
	La Salle	6,500	6,400	98
	Orleans	217,100	215,000	99
	Plaquemines	8,300	8,200	99
	Red River	3,800	3,700	97
	Richland	7,800	7,600	98
	St Bernard	24,100	24,000	100
	St Tammany	53,300	52,700	99
	Tangipahoa	31,800	31,200	98
	Union	8,300	8,200	99
	Washington	16,900	16,600	98
	West Feliciana	2,700	2,600	96
Winn	6,300	6,200	98	
	<b>MASSACHUSETTS</b>			
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Hampshire	49,600	48,600	98
	Middlesex	504,500	499,000	99
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>MARYLAND</b>			
	Anne Arundel	145,500	144,800	100
	Baltimore	259,800	258,700	100
	Calvert	15,100	14,900	99
	Caroline	9,200	9,100	99
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Charles	29,000	28,700	99
	Frederick	47,200	46,900	99
	Garrett	9,900	9,800	98
	Harford	55,600	55,300	99
	Howard	57,700	57,500	100
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
	St Marys	23,100	22,900	99
	Somerset	6,900	6,800	99
	Talbot	11,400	11,300	99
	Washington	41,400	41,100	99
	Wicomico	26,600	26,400	99
	<b>MAINE</b>			
	Androscoggin	37,800	37,300	99
	Cumberland	89,800	88,500	99
	Franklin	11,000	10,600	96
	Kennebec	43,300	42,500	98
	Knox	14,000	13,600	97
	Lincoln	11,200	11,000	98
	Oxford	19,300	19,000	98
	Penobscot	49,100	48,300	98
	Piscataquis	6,700	6,600	99
	Sagadahoc	12,500	12,200	98
	Somerset	16,800	16,500	98
	Washington	13,400	13,000	97
	York	62,100	61,300	99
	<b>MICHIGAN</b>			
	Alcona	4,400	4,200	95
	Allegan	31,400	31,000	99
	Alpena	11,400	11,000	96
	Antrim	6,600	6,500	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	Barry	17,300	17,100	99
	Benzie	4,600	4,500	98
	Berrien	61,600	60,600	98
	Calhoun	52,200	51,600	99
	Cass	18,300	18,000	98
	Charlevoix	8,100	7,900	98
	Cheboygan	8,200	7,900	96
	Chippewa	10,100	9,900	98
	Clare	10,400	10,200	98
	Clinton	19,000	18,800	99
	Crawford	3,800	3,700	97
	Eaton	34,800	34,400	99
	Emmet	9,400	9,100	97
	Genesee	160,100	158,600	99
	Gratiot	13,900	13,700	99
	Hillsdale	15,100	14,800	98
	Huron	13,500	13,200	98
	Ionia	17,400	17,200	99
	Iosco	11,600	11,400	99
	Isabella	17,700	17,300	98
	Kalamazoo	82,100	81,000	99
	Kalkaska	5,000	4,900	98
	Leelanau	6,000	5,900	98
	Lenawee	31,600	31,200	99
	Livingston	36,400	36,100	99
	Luce	2,100	2,000	95
	Macomb	249,800	248,500	99
	Mason	10,600	10,200	97
	Mecosta	12,600	12,300	98
	Menominee	9,700	9,500	98
	Midland	26,700	26,500	99
	Missaukee	4,000	3,900	97
	Monroe	46,000	45,500	99
	Montcalm	18,400	18,100	98
	Montmorency	3,200	3,100	97
	Newaygo	14,400	14,100	98
	Oakland	384,800	382,400	99
	Oceana	8,400	8,200	97
	Ogemaw	7,000	6,900	99
	Osceola	7,700	7,500	98
	Oscoda	2,900	2,800	97
	Ottawa	59,000	58,200	99
	Presque Isle	5,400	5,200	96
	Saginaw	76,800	75,900	99
	St Clair	51,000	50,300	99
	Sanilac	15,200	14,900	98
	Shiawassee	24,100	23,800	99
Tuscola	19,000	18,700	98	
Van Buren	25,800	25,500	99	
Washtenaw	100,000	97,900	98	
Wayne	815,100	806,200	99	
Wexford	10,400	10,200	98	
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Anoka	74,500	74,300	100
	Becker	11,100	10,900	98
	Beltrami	11,800	11,300	96
	Benton	9,800	9,700	99
	Blue Earth	18,600	18,300	98
	Carlton	10,600	10,500	99
	Carver	14,700	14,600	99
	Cass	8,500	8,200	96
	Chisago	9,900	9,800	99
	Clay	17,100	17,000	99
	Clearwater	3,200	3,100	97
	Cook	1,800	1,800	100
	Cottonwood	5,300	5,100	96
	Crow Wing	17,700	17,300	98
	Dakota	83,400	82,900	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Douglas	11,600	11,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,600	13,500	99
	Goodhue	14,800	14,600	99
	Hennepin	414,500	410,900	99
	Houston	6,400	6,300	98
	Hubbard	5,800	5,600	97
	Itasca	16,400	16,100	98
	Jackson	4,900	4,800	98
	Kandiyohi	14,200	13,900	98
	Kittson	2,400	2,300	96
	Lac Qui Parle	3,800	3,700	97
	Lake Of The Woods	1,500	1,400	93
	Le Sueur	8,700	8,600	99
	Lincoln	2,900	2,900	100
	Mahnomen	1,700	1,700	100
	Marshall	4,500	4,400	98
	Meeker	7,900	7,800	99
	Morrison	10,400	10,200	98
	Mower	15,200	15,100	99
	Murray	3,900	3,900	100
	Nobles	7,700	7,600	99
	Norman	3,300	3,200	97
	Otter Tail	20,000	19,600	98
	Pipestone	4,300	4,200	98
	Polk	12,500	12,300	98
	Pope	4,600	4,500	98
	Ramsey	187,900	186,400	99
	Red Lake	1,800	1,800	100
	Rice	16,200	16,000	99
	Rock	3,800	3,800	100
	Roseau	4,900	4,600	94
	St Louis	78,900	78,000	99
	Sibley	5,500	5,400	98
	Stearns	36,700	36,200	99
	Steele	11,100	11,000	99
	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Wadena	5,000	4,800	96
	Waseca	6,900	6,800	99
	Washington	43,300	43,000	99
	Watonwan	4,800	4,700	98
	Wilkin	2,800	2,800	100
	Wright	21,400	21,100	99
	Yellow Medicine	4,600	4,400	96
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Audrain	9,600	9,500	99
	Barry	10,300	10,100	98
	Barton	4,700	4,600	98
	Bates	6,200	6,100	98
	Benton	5,400	5,200	96
	Bollinger	4,200	4,100	98
	Boone	40,300	39,700	99
	Butler	15,000	14,600	97
	Caldwell	3,200	3,200	100
	Callaway	11,400	11,200	98
	Camden	10,300	10,100	98
	Cape Girardeau	22,900	22,600	99
	Carroll	4,600	4,500	98
	Cass	20,200	20,000	99
	Cedar	5,100	5,000	98
	Chariton	4,000	3,900	98
	Christian	10,300	10,100	98
	Clark	3,000	2,900	97
	Clay	56,100	55,700	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	Clinton	6,200	6,100	98
	Cooper	5,400	5,300	98
	Dade	3,200	3,200	100
	Dallas	5,000	4,900	98
	Dent	5,700	5,500	96
	Franklin	27,100	26,800	99
	Gasconade	5,400	5,300	98
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	8,100	8,000	99
	Hickory	3,200	3,100	97
	Howard	3,700	3,600	97
	Howell	11,900	11,400	96
	Jackson	252,200	249,300	99
	Jefferson	55,300	54,900	99
	Johnson	12,900	12,700	98
	Knox	2,100	2,100	100
	Laclede	10,200	10,000	98
	Lafayette	11,700	11,600	99
	Lawrence	12,000	11,800	98
	Lewis	3,900	3,800	97
	Lincoln	9,000	8,900	99
	Livingston	5,900	5,800	98
	Mc Donald	6,100	6,000	98
	Madison	4,700	4,600	98
	Miller	8,100	8,000	99
	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Newton	16,500	16,300	99
	Nodaway	7,600	7,500	99
	Oregon	4,000	3,800	95
	Osage	4,200	4,100	98
	Ozark	3,500	3,400	97
	Perry	6,200	6,100	98
	Pettis	14,000	13,800	99
	Pike	6,000	5,900	98
	Platte	19,200	19,000	99
	Polk	7,500	7,300	97
	Putnam	2,100	2,100	100
	Ralls	3,400	3,400	100
	Ray	8,300	8,200	99
	Reynolds	2,800	2,700	96
	St Charles	62,300	61,800	99
	St Louis	367,800	364,000	99
	Schuyler	2,000	2,000	98
	Shannon	2,900	2,700	93
	Shelby	3,000	3,000	100
	Stone	7,500	7,300	97
	Sullivan	2,900	2,900	100
	Taney	10,500	10,300	98
	Texas	8,400	8,100	96
	Vernon	7,700	7,500	97
	Washington	6,700	6,600	98
	Webster	7,900	7,700	97
	Worth	1,100	1,100	100
	Wright	6,200	6,000	97
	St Louis City	170,900	169,100	99
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Choctaw	3,100	3,000	97
	Claiborne	3,800	3,700	97
	Clarke	6,400	6,300	98
	Clay	7,400	7,300	99
	Copiah	9,400	9,200	98
	Covington	5,900	5,800	98
	De Soto	21,600	21,200	98
	George	5,600	5,500	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Hancock	11,800	11,600	99
	Holmes	7,500	7,400	98
	Jasper	6,100	6,000	98
	Jefferson	3,000	2,900	97
	Kemper	3,600	3,500	97
	Lafayette	11,500	11,400	99
	Lincoln	11,400	11,300	99
	Marion	9,400	9,200	98
	Marshall	10,500	10,300	98
	Neshoba	9,200	9,100	99
	Newton	7,600	7,500	99
	Oktibbeha	12,500	12,200	98
	Panola	9,900	9,800	98
	Pearl River	13,900	13,800	99
	Pike	13,900	13,600	98
	Pontotoc	8,500	8,400	99
	Quitman	4,000	3,900	97
	Scott	9,500	9,400	99
	Simpson	8,700	8,600	99
	Smith	5,800	5,700	98
	Stone	3,500	3,500	99
	Tate	7,000	6,900	99
	Tishomingo	7,100	7,000	99
	Tunica	3,000	2,900	97
	Wayne	6,900	6,800	99
	Webster	3,800	3,700	97
	Wilkinson	3,400	3,300	97
	Yalobusha	5,000	4,900	98
	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Chouteau	2,200	2,100	95
	Daniels	1,000	1,000	100
	Gallatin	19,100	18,500	97
	Golden Valley	400	400	100
	Judith Basin	1,000	1,000	100
	Lake	8,300	8,000	96
	Liberty	1,100	1,100	100
	Meagher	800	800	100
	Musselshell	1,900	1,800	95
	Phillips	2,200	2,100	93
	Pondera	2,500	2,400	96
	Prairie	700	600	86
	Ravalli	10,600	10,300	97
	Richland	5,000	4,800	96
	Sanders	3,900	3,700	95
	Stillwater	2,500	2,500	100
	Teton	2,500	2,400	96
	Valley	3,800	3,600	95
	Wibaux	500	500	100
	<b>NORTH CAROLINA</b>			
	Alamance	40,000	39,700	99
	Alexander	10,200	10,100	99
	Alleghany	4,000	3,900	97
	Anson	9,100	8,900	98
	Beaufort	16,500	16,300	99
	Bertie	7,600	7,400	97
	Bladen	11,400	11,100	98
	Brunswick	18,800	18,500	98
	Caldwell	26,900	26,600	99
	Camden	2,000	2,000	100
	Caswell	7,300	7,200	99
	Chatham	14,300	14,100	99
	Cherokee	8,000	7,900	98
	Cleveland	32,200	31,900	99
	Columbus	19,000	18,700	98
	Currituck	5,400	5,300	98
	Davidson	46,300	45,800	99
	Duplin	15,400	15,100	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Edgecombe</b>	20,700	20,500	99
	Franklin	12,400	12,100	98
	Graham	2,500	2,500	98
	Greene	5,400	5,300	98
	Harnett	23,400	23,100	99
	Henderson	29,300	28,900	99
	Hertford	8,300	8,200	99
	Hoke	7,200	7,000	98
	Iredell	33,900	33,500	99
	Jackson	9,700	9,500	98
	Johnston	30,500	30,100	99
	Lee	15,800	15,600	99
	Mc Dowell	13,600	13,400	99
	Macon	9,800	9,500	97
	Martin	9,500	9,400	99
	Montgomery	8,800	8,700	99
	Moore	23,300	23,000	98
	Northampton	7,700	7,500	98
	Orange	33,400	32,900	98
	Pamlico	4,100	4,100	99
	Pender	9,400	9,200	98
	Perquimans	4,200	4,100	99
	Person	11,200	11,100	99
	Randolph	38,900	38,500	99
	Robeson	35,600	35,000	98
	Rockingham	33,300	33,000	99
	Rowan	40,800	40,500	99
	Rutherford	21,800	21,600	99
	Sampson	18,800	18,500	98
	Stanly	19,800	19,600	99
	Surry	24,300	24,000	99
	Tyrrell	1,500	1,500	100
	Union	28,300	27,900	99
	Wake	145,600	144,300	99
	Wilkes	23,700	23,300	99
	Wilson	24,000	23,700	99
	Yadkin	11,500	11,300	99
	Yancey	5,800	5,700	97
	<b>NORTH DAKOTA</b>			
	Barnes	5,000	5,000	100
	Benson	2,500	2,400	96
	Cass	39,000	38,700	99
	Cavalier	2,600	2,500	96
	Divide	1,200	1,200	100
	Dunn	1,600	1,600	100
	Eddy	1,300	1,300	100
	Golden Valley	900	900	100
	Grant	1,600	1,600	100
	Griggs	1,400	1,400	100
	Hettinger	1,500	1,500	100
	Kidder	1,400	1,400	100
	La Moure	2,300	2,300	100
	Mc Intosh	1,900	1,900	100
	Mc Kenzie	2,800	2,800	100
	Mountrail	2,900	2,900	100
	Oliver	800	800	100
	Pembina	3,700	3,600	97
	Pierce	2,000	2,000	100
	Ransom	2,400	2,400	100
	Richland	7,000	6,900	99
	Sheridan	1,000	1,000	100
	Sioux	900	900	100
	Stark	8,900	8,800	99
	Steele	1,100	1,100	100
	Traill	3,500	3,500	100
	<b>NEBRASKA</b>			
	Adams	12,200	12,100	99
	Arthur	200	200	100
	Banner	300	300	100



**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Boone	2,600	2,600	100
	Boyd	1,300	1,300	100
	Brown	1,700	1,700	100
	Burt	3,500	3,500	100
	Butler	3,400	3,300	97
	Cass	8,300	8,200	99
	Chase	1,900	1,900	100
	Cherry	2,600	2,600	100
	Clay	3,000	3,000	100
	Colfax	3,700	3,600	97
	Cuming	4,100	4,000	98
	Dakota	6,700	6,700	100
	Douglas	160,900	159,500	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Furnas	2,600	2,500	96
	Garden	1,000	1,000	100
	Garfield	1,000	1,000	100
	Gosper	800	800	100
	Harlan	1,700	1,700	100
	Hayes	500	500	100
	Hooker	400	400	100
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
	Kearney	2,600	2,600	100
	Keya Paha	500	500	100
	Kimball	1,900	1,900	100
	Merrick	3,200	3,200	100
	Morrill	2,400	2,300	96
	Nance	1,800	1,800	100
	Nemaha	3,300	3,200	98
	Otoe	6,000	5,900	98
	Pawnee	1,500	1,500	100
	Pierce	3,100	3,100	100
	Platte	10,900	10,800	99
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Saunders	7,000	6,900	99
	Sherman	1,500	1,500	100
	Thomas	400	400	100
	Washington	5,900	5,900	100
	Wayne	3,400	3,400	100
	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
	Cheshire	25,100	24,400	97
	Coos	13,300	13,100	98
	Grafton	26,100	25,300	97
	Hillsborough	119,900	118,400	99
	Merrimack	42,600	41,800	98
	Rockingham	86,100	85,000	99
	<b>NEW JERSEY</b>			
	Bergen	318,300	316,200	99
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Essex	311,200	307,000	99
	Gloucester	76,400	75,800	99
	Hudson	215,300	212,600	99
	Hunterdon	34,700	34,200	99
	Mercer	117,200	115,500	99
	Middlesex	227,700	225,900	99
	Monmouth	202,800	200,700	99
	Morris	148,700	147,600	99
	Ocean	168,400	166,800	99
	Passaic	167,600	165,700	99
	Salem	25,000	24,600	98
	Somerset	78,500	77,700	99
	Sussex	44,700	44,000	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Union	188,600	187,000	99
	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Catron	900	800	89
	Cibola	10,000	9,800	98
	Dona Ana	43,500	42,100	97
	Lincoln	6,100	5,800	95
	Los Alamos	7,400	7,300	99
	Rio Arriba	11,000	10,300	94
	Sandoval	15,900	15,000	94
	San Miguel	8,700	8,100	93
	Santa Fe	34,500	33,500	97
	Sierra	4,200	4,000	95
	Socorro	4,700	4,600	98
	Taos	7,600	7,000	92
	Valencia	14,100	13,900	99
	<b>NEVADA</b>			
	Churchill	6,500	6,400	98
	Clark	245,900	241,700	98
	Douglas	10,400	10,000	96
	Esmeralda	300	300	100
	Eureka	500	500	100
	Humboldt	4,400	4,300	97
	Lyon	7,300	7,000	96
	Nye South	3,600	3,300	92
	Storey	700	700	100
	Washoe	101,500	99,100	98
	White Pine	3,100	3,000	97
	<b>NEW YORK</b>			
	Albany	112,700	110,900	98
	Allegany	17,900	17,400	97
	Cattaraugus	30,900	30,300	98
	Cayuga	29,000	28,400	98
	Chautauqua	55,000	54,100	98
	Chenango	18,800	18,400	98
	Columbia	23,500	23,100	98
	Cortland	16,700	16,400	98
	Erie	359,200	355,200	99
	Essex	14,300	14,000	98
	Hamilton	2,000	1,900	95
	Lewis	8,900	8,700	98
	Livingston	20,200	19,900	99
	Monroe	269,600	266,100	99
	Montgomery	20,300	19,900	98
	Nassau	447,800	445,300	99
	New York	765,100	728,100	95
	Oneida West	34,500	34,000	99
	Ontario	33,300	32,900	99
	Orleans	14,000	13,800	99
	Oswego	41,400	40,800	99
	Putnam	28,200	27,800	99
	Rensselaer	55,900	54,900	98
	Richmond	129,900	128,700	99
	Rockland	87,100	85,900	99
	Saratoga	58,700	58,000	99
	Schoharie	11,000	10,700	97
	Schuyler	6,400	6,200	97
	Steuben	36,900	36,100	98
	Suffolk	426,000	422,000	99
	Tioga	18,900	18,600	98
	Washington	20,000	19,700	98
	Westchester	322,300	318,700	99
	Yates	8,600	8,400	98
	<b>OHIO</b>			
	Adams	9,300	8,900	96
	Ashland	16,700	16,500	99
	Auglaize	16,200	15,900	98
	Brown	12,500	12,200	98
	Carroll	10,000	9,900	99

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %		
Between 5-24%	<b>OHIO</b>				
	Champaign	13,100	12,900	98	
	Clark	55,100	54,500	99	
	Clermont	50,100	49,500	99	
	Clinton	13,600	13,400	99	
	Columbiana	41,400	40,800	99	
	Cuyahoga	569,800	563,500	99	
	Darke	20,700	20,400	99	
	Defiance	14,300	14,100	99	
	Delaware	21,500	21,300	99	
	Erie	29,200	28,900	99	
	Fulton	14,400	14,100	98	
	Geauga	25,300	24,900	99	
	Hamilton	337,400	332,600	99	
	Hardin	11,900	11,700	98	
	Harrison	6,200	6,100	98	
	Henry	10,500	10,400	99	
	Highland	13,600	13,300	98	
	Holmes	9,100	8,600	94	
	Knox	17,700	17,500	99	
	Lake	78,500	78,000	99	
	Logan	15,700	15,500	99	
	Lucas	178,800	176,900	99	
	Madison	11,400	11,200	98	
	Medina	40,300	39,900	99	
	Mercer	13,400	13,200	99	
	Monroe	6,100	5,900	97	
	Morgan	5,300	5,100	96	
	Morrow	10,000	9,900	99	
	Ottawa	15,300	15,100	99	
	Paulding	7,500	7,400	99	
	Pickaway	15,500	15,300	99	
	Portage	48,900	48,400	99	
	Preble	14,800	14,600	99	
	Putnam	11,100	10,900	98	
	Ross	24,200	23,700	98	
	Seneca	21,900	21,600	99	
	Stark	139,300	137,700	99	
	Summit	194,900	193,000	99	
	Union	11,200	11,000	98	
	Van Wert	11,700	11,500	99	
	Warren	36,600	36,200	99	
	Wayne	36,300	35,400	98	
	Williams	14,100	13,800	98	
	Wyandot	8,200	8,000	98	
	<b>OKLAHOMA</b>				
	Adair	7,100	6,900	97	
Alfalfa	2,700	2,700	100		
Bryan	13,200	12,900	98		
Caddo	12,700	12,500	99		
Canadian	26,200	26,000	99		
Cherokee	12,600	12,400	98		
Cleveland	60,800	60,200	99		
Coal	2,200	2,200	100		
Cotton	2,900	2,900	100		
Craig	5,700	5,600	98		
Creek	26,900	26,600	99		
Delaware	11,200	10,900	97		
Grady	16,800	16,600	99		
Grant	2,600	2,600	100		
Greer	3,000	2,900	97		
Harmon	1,700	1,700	100		
Haskell	4,800	4,700	98		
Hughes	5,800	5,700	98		
Jefferson	3,300	3,300	100		
Johnston	4,100	4,000	98		
Kingfisher	5,800	5,800	100		
Kiowa	5,200	5,100	98		
Logan	11,400	11,300	99		

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 5-24%	Love	3,300	3,300	98
	Mc Intosh	7,200	7,100	99
	Major	3,300	3,200	97
	Marshall	5,200	5,100	98
	Mayes	13,300	13,100	98
	Muskogee	27,000	26,700	99
	Nowata	4,400	4,400	100
	Okfuskee	4,500	4,400	98
	Okiahoma	254,400	252,600	99
	Okmulgee	15,200	15,000	99
	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	23,500	23,200	99
	Pushmataha	5,200	5,100	98
	Rogers	20,700	20,500	99
	Sequoyah	12,700	12,400	98
	Wagoner	18,400	18,200	99
<b>OREGON</b>				
Benton	24,000	22,400	94	
Clackamas	93,900	90,800	97	
Clatsop	13,000	12,300	95	
Columbia	13,500	13,000	96	
Coos	23,300	21,600	93	
Gilliam	800	700	88	
Jackson	54,500	52,700	97	
Jefferson	4,600	4,400	96	
Josephine	28,700	27,000	94	
Linn	33,500	32,200	96	
Malheur	10,000	9,600	96	
Marion	81,800	78,500	96	
Multnomah	240,600	231,800	96	
Wallowa	3,000	2,800	93	
Washington	109,200	106,800	98	
Yamhill	21,100	20,100	95	
<b>PENNSYLVANIA</b>				
Adams	25,600	25,000	98	
Armstrong	30,500	30,000	98	
Bedford	17,700	17,200	97	
Berks	127,400	125,400	98	
Blair	51,000	50,200	98	
Bradford	24,000	23,500	98	
Bucks	185,900	184,200	99	
Butler	55,400	54,700	99	
Carbon	21,700	21,300	98	
Chester	123,200	121,600	99	
Clarion	15,000	14,700	98	
Columbia	23,300	22,900	98	
Crawford	32,400	31,600	98	
Dauphin	96,600	94,800	98	
Delaware	207,400	205,800	99	
Erie	103,500	102,200	99	
Franklin	45,300	43,900	97	
Fulton	5,500	5,300	96	
Greene	15,400	15,100	98	
Indiana	32,700	32,100	98	
Jefferson	19,200	18,800	98	
Lackawanna	85,400	84,400	99	
Lancaster	144,300	139,700	97	
Lebanon	41,700	40,800	98	
Lycoming	44,000	42,700	97	
Mercer	46,400	45,600	98	
Monroe	33,300	32,700	98	
Montgomery	250,400	247,900	99	
Northumberland	40,400	39,300	97	
Perry	15,100	14,800	98	
Philadelphia	635,100	624,400	98	
Snyder	12,700	12,200	96	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Sullivan	2,300	2,200	96
	Susquehanna	15,100	14,800	98
	Washington	80,900	79,700	99
	Wayne	15,300	14,800	97
	Wyoming	10,400	10,200	98
	York	125,900	123,700	98
	<b>RHODE ISLAND</b>			
	Bristol	16,200	16,100	99
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,700	8,600	98
	Allendale	3,800	3,700	97
	Anderson	55,800	55,200	99
	Bamberg	6,200	6,100	98
	Barnwell	7,700	7,600	98
	Calhoun	4,600	4,500	98
	Cherokee	15,400	15,200	99
	Chester	11,100	10,900	99
	Chesterfield	14,800	14,500	98
	Clarendon	9,900	9,600	97
	Colleton	12,700	12,400	98
	Dillon	10,600	10,400	98
Edgefield	6,200	6,100	98	
Fairfield	6,900	6,800	98	
Hampton	7,000	6,800	97	
Jasper	5,700	5,500	97	
Kershaw	16,200	16,000	98	
Lancaster	20,700	20,500	99	
Laurens	19,000	18,800	99	
Lee	6,000	5,900	98	
Marion	12,100	11,900	98	
Oconee	21,500	21,300	99	
Pickens	31,700	31,200	99	
Saluda	6,200	6,100	98	
Spartanburg	82,100	81,300	99	
Union	11,300	11,200	99	
Williamsburg	13,100	12,700	97	
York	44,400	43,900	99	
<b>SOUTH DAKOTA</b>				
Aurora	1,100	1,100	100	
Bon Homme	3,000	2,900	97	
Brookings	8,900	8,800	99	
Brule	2,100	2,100	100	
Clark	1,900	1,900	100	
Clay	4,800	4,700	98	
Corson	1,500	1,400	93	
Custer	2,800	2,700	96	
Day	3,100	3,100	100	
Deuel	1,900	1,900	100	
Gregory	2,100	2,100	100	
Hamiin	1,900	1,900	100	
Hand	1,800	1,800	100	
Hanson	1,100	1,100	100	
Hutchinson	3,300	3,200	97	
Jackson	1,300	1,300	100	
Jerauld	1,100	1,100	100	
Kingsbury	2,600	2,600	100	
Lake	4,300	4,300	100	
Lincoln	5,300	5,200	98	
Lyman	1,300	1,300	100	
Mc Cook	2,400	2,400	100	
Mc Pherson	1,500	1,500	100	
Marshall	2,000	2,000	100	
Mellette	700	700	100	
Minnehaha	50,400	50,100	99	
Moody	2,400	2,400	100	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Perkins	1,800	1,700	94
	Potter	1,300	1,300	100
	Roberts	3,900	3,800	97
	Sanborn	1,200	1,200	100
	Todd	1,900	1,800	95
	Turner	3,500	3,500	100
	Union	4,200	4,200	100
	Yankton	7,200	7,100	99
	Ziebach	600	600	100
	Bedford	11,100	11,000	99
	Benton	6,200	6,100	98
	Cannon	4,200	4,200	99
	Chester	4,900	4,800	99
	Cumberland	12,500	12,300	98
	Davidson	201,000	200,100	100
	Decatur	4,500	4,400	98
	Fentress	5,600	5,500	98
	Giles	9,500	9,300	98
	Grainger	6,400	6,300	98
	Greene	21,300	21,100	99
	Grundy	5,100	5,000	98
	Hancock	2,300	2,300	100
	Hawkins	17,500	17,200	99
	Haywood	7,100	7,000	99
Henderson	9,100	9,000	99	
Henry	11,800	11,600	99	
Humphreys	6,200	6,200	99	
Jefferson	12,600	12,500	99	
Lauderdale	9,400	9,300	99	
Lincoln	10,500	10,400	99	
Loudon	11,900	11,800	99	
Mc Nairy	9,500	9,400	98	
Marshall	8,100	8,000	99	
Monroe	11,200	11,000	99	
Moore	1,800	1,800	100	
Perry	2,500	2,500	100	
Rhea	9,300	9,200	99	
Robertson	14,700	14,600	99	
Rutherford	38,400	38,100	99	
Scott	7,500	7,300	98	
Smith	5,800	5,700	99	
Stewart	3,800	3,800	100	
Sumner	34,900	34,700	99	
Tipton	12,500	12,300	99	
Trousdale	2,600	2,600	100	
Union	4,800	4,700	98	
Wayne	5,300	5,200	98	
White	7,900	7,800	99	
Williamson	26,100	25,900	99	
Wilson	24,400	24,200	99	
<b>TEXAS</b>				
Anderson	15,000	14,700	98	
Aransas	7,100	7,000	99	
Archer	3,000	3,000	100	
Armstrong	800	800	100	
Atascosa	10,300	10,100	98	
Austin	8,000	7,800	98	
Bandera	3,800	3,800	100	
Bastrop	13,400	13,100	98	
Baylor	1,900	1,900	100	
Bexar	395,800	391,600	99	
Blanco	2,600	2,600	100	
Brazoria	68,500	68,000	99	
Brazos	46,600	45,900	99	
Brooks	2,800	2,700	96	
Burleson	5,400	5,200	97	
Callahan	4,900	4,800	98	
Cass	11,400	11,200	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Cherokee	15,500	15,200	98
	Clay	4,100	4,100	100
	Collin	72,600	71,800	99
	Colorado	7,500	7,300	97
	Comal	18,700	18,500	99
	Comanche	5,000	4,900	98
	Cooke	11,500	11,400	99
	Dallas	717,600	712,700	99
	Delta	1,800	1,800	100
	Denton	76,600	75,900	99
	Dickens	1,300	1,300	100
	Eastland	8,000	7,900	99
	Ellis	26,700	26,400	99
	El Paso	170,800	169,400	99
	Falls	7,300	7,200	99
	Fayette	8,300	8,000	96
	Fisher	2,100	2,100	100
	Foard	900	900	100
	Fort Bend	67,200	66,300	99
	Franklin	3,200	3,100	97
	Galveston	80,300	79,500	99
	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98
	Gregg	42,400	41,900	99
	Guadalupe	20,900	20,600	99
	Hardin	15,600	15,400	99
	Harris	1,046,200	1,037,500	99
	Harrison	20,300	20,000	99
	Hartley	1,300	1,300	100
	Hays	19,500	19,200	98
	Henderson	23,900	23,500	98
	Hidalgo	102,200	100,600	98
	Hill	10,600	10,400	99
	Hood	11,500	11,400	99
	Hopkins	11,400	11,200	98
	Hunt	25,600	25,300	99
	Jackson	4,700	4,600	98
	Jasper	12,400	12,200	98
	Jones	6,700	6,600	99
	Karnes	4,600	4,500	98
	Kendall	5,400	5,300	98
	Kent	400	400	100
	Lamb	6,000	5,900	99
	Lavaca	7,500	7,200	96
	Lee	4,900	4,800	98
	Leon	5,500	5,300	96
	Liberty	20,300	20,000	99
	Limestone	8,700	8,500	98
	Lubbock	79,000	78,400	99
Lynn	2,600	2,600	100	
Martin	1,600	1,600	100	
Medina	9,100	8,900	98	
Milam	9,000	8,800	98	
Mills	1,900	1,900	100	
Montague	7,400	7,300	99	
Montgomery	60,700	59,700	98	
Motley	800	800	100	
Navarro	15,400	15,100	98	
Newton	5,000	4,900	98	
Oldham	700	700	100	
Panola	8,500	8,400	99	
Parker	21,900	21,700	99	
Polk	12,600	12,300	98	
Real	1,000	1,000	100	
Refugio	3,100	3,100	100	
Robertson	6,200	6,100	98	
Rockwall	9,200	9,100	99	
Rusk	16,800	16,600	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	Sabine	4,400	4,300	98	
	San Augustine	3,300	3,200	97	
	San Jacinto	6,000	5,800	97	
	San Patricio	19,800	19,500	98	
	Shackelford	1,500	1,500	100	
	Smith	58,400	57,700	99	
	Somervell	2,000	2,000	100	
	Starr	9,600	9,300	97	
	Stonewall	1,000	1,000	100	
	Tarrant	415,700	412,800	99	
	Throckmorton	900	900	100	
	Titus	8,900	8,800	98	
	Tyler	8,000	7,800	98	
	Upshur	12,200	12,000	98	
	Van Zandt	15,700	15,400	98	
	Walker	16,900	16,400	97	
	Waller	7,200	7,100	98	
	Washington	9,200	8,900	97	
	Wharton	15,200	15,000	98	
	Wilbarger	6,200	6,200	100	
	Willacy	4,900	4,800	98	
	Wood	11,600	11,400	98	
	Young	8,200	8,100	99	
	<b>UTAH</b>				
	Box Elder	11,200	11,100	99	
	Carbon	8,300	8,100	98	
	Daggett	200	200	100	
	Davis	52,100	51,600	99	
	Duchesne	4,500	4,300	96	
	Emery	3,600	3,500	97	
	Iron	6,800	6,400	95	
	Juab	1,800	1,800	100	
Millard	4,600	4,500	98		
Morgan	1,500	1,500	100		
Salt Lake	238,100	234,900	99		
Sevier	5,100	5,000	98		
Summit	4,900	4,800	98		
Tooele	9,200	9,100	99		
Utah	69,500	68,300	98		
Wasatch	3,300	3,200	97		
Washington	12,000	11,400	95		
Weber	55,300	54,600	99		
<b>VIRGINIA</b>					
Amherst	10,000	9,800	98		
Appomattox	4,500	4,400	98		
Arlington	131,700	131,000	100		
Bedford	15,800	15,600	98		
Bland	2,200	2,100	95		
Carroll	9,700	9,500	98		
Craig	1,600	1,600	100		
Culpeper	8,700	8,600	99		
Dinwiddie	21,500	21,200	99		
Essex	3,200	3,100	97		
Fairfax	274,100	273,100	100		
Fauquier	15,200	15,000	99		
Franklin	13,000	12,800	98		
Frederick	21,300	21,100	99		
Gloucester	10,400	10,300	99		
Grayson	9,300	9,200	98		
Greene	3,200	3,100	97		
Halifax	12,200	12,000	98		
Hanover	19,200	18,900	98		
Henrico	77,400	76,700	99		
Isle Of Wight	8,500	8,400	99		
James City	13,000	12,900	99		
King William	3,600	3,600	100		
Loudoun	24,900	24,600	99		
Mecklenburg	10,600	10,400	98		
Middlesex	3,500	3,400	97		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>VIRGINIA</b>				
	Nelson	4,300	4,200	98	
	New Kent	4,000	3,900	98	
	Nottoway	5,400	5,300	98	
	Orange	7,500	7,400	98	
	Prince Edward	5,200	5,100	98	
	Prince William	64,300	64,000	99	
	Rockbridge	10,300	10,200	99	
	Rockingham	28,300	27,900	99	
	Shenandoah	11,400	11,300	99	
	Spotsylvania	20,900	20,700	99	
	Stafford	16,800	16,600	99	
	Sussex	3,400	3,300	97	
	Warren	9,200	9,000	98	
	Chesapeake City	46,100	45,700	99	
	Portsmouth City	40,100	39,800	99	
	Richmond City	88,700	87,900	99	
	Suffolk City	17,700	17,400	98	
	<b>VERMONT</b>				
	Addison	11,200	10,900	97	
	Caledonia	10,500	10,300	98	
	Chittenden	46,100	45,400	98	
	Essex	2,600	2,600	100	
	Franklin	13,300	13,200	99	
	Orange	9,300	9,100	98	
	Orleans	9,000	8,900	99	
	Rutland	23,400	22,900	98	
	Windham	16,300	15,600	96	
	Windsor	22,000	21,400	97	
	<b>WASHINGTON</b>				
	Adams	5,200	5,000	96	
	Asotin	7,100	6,900	97	
	Clallam	21,800	20,900	96	
	Clark	81,800	79,800	97	
	Ferry	2,100	2,000	95	
	Franklin	13,100	12,700	97	
	Grays Harbor	25,200	23,600	94	
	Island	19,800	19,400	98	
	Jefferson	8,000	7,700	96	
King	573,800	553,800	97		
Kitsap	65,500	63,900	98		
Kittitas East	7,800	7,300	94		
Klickitat	6,300	5,900	94		
Mason	14,400	14,000	97		
Okanogan	13,000	12,200	94		
Pend Oreille	3,400	3,300	97		
Pierce	209,600	204,200	97		
San Juan	4,200	4,000	95		
Snohomish	153,100	148,900	97		
Spokane	142,600	138,100	97		
Stevens	11,200	10,600	95		
Thurston	59,900	58,200	97		
Wahkiakum	1,400	1,300	93		
Whatcom	45,800	43,900	96		
Whitman	15,300	14,700	96		
Yakima	69,600	66,600	96		
<b>WISCONSIN</b>					
Adams	5,300	5,100	96		
Ashland	6,400	6,300	98		
Barron	15,700	15,300	97		
Brown	70,400	69,900	99		
Buffalo	5,500	5,400	98		
Calumet	12,000	11,800	98		
Chippewa	18,900	18,600	98		
Clark	12,200	11,800	97		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Columbia	18,000	17,700	98
	Crawford	6,100	6,000	98
	Dane	138,700	135,800	98
	Dodge	26,800	26,300	98
	Door	10,800	10,700	99
	Douglas	16,400	16,200	99
	Dunn	12,200	11,900	98
	Eau Claire	31,700	31,200	98
	Florence	1,400	1,400	100
	Fond Du Lac	32,100	31,600	98
	Green	12,300	12,100	98
	Green Lake	7,500	7,300	98
	Iowa	7,600	7,400	97
	Jackson	6,400	6,200	97
	Jefferson	24,600	24,300	99
	Kenosha	43,900	43,400	99
	La Crosse	35,900	35,500	99
	Lafayette	6,200	6,100	98
	Langlade	7,500	7,400	98
	Lincoln	11,100	10,900	99
	Manitowoc	30,000	29,800	99
	Marathon	41,500	41,100	99
	Marinette	16,000	15,800	99
	Marquette	5,600	5,400	96
	Milwaukee	373,800	369,400	99
	Monroe	13,400	13,100	98
	Oconto	11,700	11,500	98
	Oneida	13,000	12,700	98
	Outagamie	49,200	48,900	99
	Ozaukee	25,000	24,700	99
	Pepin	2,800	2,700	96
	Pierce	11,500	11,300	98
	Polk	13,300	13,100	98
	Price	6,400	6,200	97
	Racine	63,800	63,300	99
	Richland	6,500	6,300	97
	Rock	51,800	51,200	99
	Rusk	5,800	5,600	97
	St Croix	16,700	16,500	99
	Sauk	17,700	17,300	98
	Shawano	14,200	14,000	99
	Sheboygan	38,200	37,800	99
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Walworth	27,400	27,000	99
	Washburn	5,700	5,600	98
	Washington	31,300	31,000	99
	Waukesha	100,700	99,700	99
	Waupaca	16,700	16,500	99
	Wood	29,400	29,000	99
<b>WEST VIRGINIA</b>				
Barbour	6,200	6,100	98	
Berkeley	20,300	20,100	99	
Braxton	5,500	5,400	98	
Calhoun	3,400	3,300	97	
Clay	4,200	4,100	98	
Doddridge	2,900	2,800	98	
Gilmer	3,100	3,000	97	
Hampshire	6,000	5,900	98	
Hardy	3,700	3,600	97	
Jackson	9,600	9,500	99	
Morgan	4,500	4,400	98	
Pleasants	2,900	2,900	100	
Preston	11,500	11,300	98	
Ritchie	4,500	4,400	98	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>WEST VIRGINIA</b>			
	Roane	5,500	5,400	98
	Summers	5,400	5,200	97
	Taylor	6,200	6,100	98
	Tucker	3,400	3,300	97
	Wirt	1,800	1,800	100
	<b>WYOMING</b>			
	Albany	12,000	11,500	96
	Crook	2,300	2,200	96
	Fremont	12,600	12,300	98
	Weston	2,900	2,800	96

## WAGA-TV, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	<b>ALABAMA</b>				
	Cherokee	7,300	7,200	99	
	Cleburne	5,100	5,000	98	
	<b>GEORGIA</b>				
	Baldwin	12,200	12,000	98	
	Chattooga	7,900	7,800	99	
	Fannin	6,300	6,200	98	
	Madison	7,600	7,500	99	
	Monroe	5,800	5,700	98	
	Murray	8,500	8,400	98	
	Stephens	8,400	8,300	99	
	Whitfield	25,700	25,500	99	
	Wilkes	4,000	3,900	98	
	Between 5-24%	<b>ALABAMA</b>			
		Calhoun	44,800	44,500	99
		Chambers	14,500	14,300	99
		De Kalb	21,300	21,000	99
<b>GEORGIA</b>					
Bibb		57,600	57,000	99	
Coffee		10,500	10,300	98	
Crawford		2,600	2,500	96	
Elbert		7,100	7,000	99	
Franklin		6,300	6,200	98	
Hancock		3,000	2,900	97	
Harris		6,700	6,600	98	
Hart		7,000	6,900	99	
Houston		30,800	30,500	99	
Jones		7,000	6,900	99	
Lowndes		26,100	25,700	98	
Macon		5,100	5,000	98	
Peach		7,600	7,500	99	
Thomas		13,400	13,200	99	
Washington		6,600	6,400	97	
<b>NORTH CAROLINA</b>					
Macon		9,800	9,500	97	
<b>TENNESSEE</b>					
Polk		5,000	4,900	99	

## WALB-TV, Albany (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bleckley	3,700	3,600	97
	Brantley	3,800	3,700	97
	Clay	1,200	1,200	100
	Pierce	4,600	4,500	98
	Pulaski	3,200	3,100	97
	Schley	1,100	1,100	100
	Stewart	1,900	1,800	95

## WATL, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>GEORGIA</b>			
	Jones	7,000	6,900	99
	Lumpkin	4,200	4,100	99
	Madison	7,600	7,500	99
	Monroe	5,800	5,700	98
	Oglethorpe	3,600	3,500	97
	Rabun	4,300	4,200	98
	Taylor	2,800	2,700	96
	Union	4,300	4,200	98
	White	4,500	4,400	98

## WGNX, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>ALABAMA</b>			
	Cleburne	5,100	5,000	98
	<b>GEORGIA</b>			
	Banks	3,800	3,700	97
	Bibb	57,600	57,000	99
	Catoosa	14,600	14,500	99
	Dade	4,300	4,300	100
	Elbert	7,100	7,000	99
	Gordon	12,300	12,200	99
	Greene	4,100	4,000	98
	Hart	7,000	6,900	99
	Houston	30,800	30,500	99
	Jones	7,000	6,900	99
	Madison	7,600	7,500	99
	Murray	8,500	8,400	98
	Oglethorpe	3,600	3,500	97
	Peach	7,600	7,500	99
	Pike	3,400	3,300	97
	Stephens	8,400	8,300	99
	Upson	9,800	9,700	99
	Walker	20,500	20,300	99
	Whitfield	25,700	25,500	99

# Georgia

## WSB-TV, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Clay	2,900	2,800	96
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Calhoun	44,800	44,500	99
	Chambers	14,500	14,300	99
	Cherokee	7,300	7,200	99
	Cleburne	5,100	5,000	98
	<b>GEORGIA</b>			
	Bibb	57,600	57,000	99
	Crisp	7,300	7,200	98
	Fannin	6,300	6,200	98
	Jones	7,000	6,900	99
	Madison	7,600	7,500	99
	Monroe	5,800	5,700	98
	Murray	8,500	8,400	98
	Stephens	8,400	8,300	99
	Sumter	10,400	10,100	98
	Tift	12,100	11,900	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Etowah	39,500	39,200	99
	Talladega	26,900	26,600	99
	<b>GEORGIA</b>			
	Ben Hill	6,500	6,400	98
	Berrien	5,200	5,100	98
	Coffee	10,500	10,300	98
	Colquitt	13,400	13,200	99
	Cook	5,000	4,900	98
	Crawford	2,600	2,500	96
	Dade	4,300	4,300	100
	Dougherty	35,100	34,700	99
	Elbert	7,100	7,000	99
	Franklin	6,300	6,200	98
	Hancock	3,000	2,900	97
	Harris	6,700	6,600	98
	Hart	7,000	6,900	99
	Houston	30,800	30,500	99
	Jeff Davis	4,500	4,400	98
	Laurens	14,000	13,700	98
	Lee	5,200	5,100	98
	Lowndes	26,100	25,700	98
	Macon	5,100	5,000	98
	Peach	7,600	7,500	99
	Schley	1,100	1,100	100
	Talbot	2,200	2,100	95
	Taylor	2,800	2,700	96
	Telfair	4,000	3,900	98
	Thomas	13,400	13,200	99
	Toombs	9,200	9,000	98
	Whitfield	25,700	25,500	99
	Wilkes	4,000	3,900	98
	Worth	6,600	6,500	98
	<b>NORTH CAROLINA</b>			
	Cherokee	8,000	7,900	98
	Macon	9,800	9,500	97
	<b>TENNESSEE</b>			
	Polk	5,000	4,900	99

## WXIA-TV, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cherokee	7,300	7,200	99
	Cleburne	5,100	5,000	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Baldwin	12,200	12,000	98
	Banks	3,800	3,700	97
	Chattooga	7,900	7,800	99
	Gilmer	4,600	4,500	98
	Gordon	12,300	12,200	99
	Habersham	9,900	9,700	98
	Houston	30,800	30,500	99
	Laurens	14,000	13,700	98
	Monroe	5,800	5,700	98
	Oglethorpe	3,600	3,500	97
	Stephens	8,400	8,300	99
	Towns	2,700	2,700	100
	Union	4,300	4,200	98
	Whitfield	25,700	25,500	99
	Wilkes	4,000	3,900	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	De Kalb	21,300	21,000	99
	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	<b>FLORIDA</b>			
	Levy	9,800	9,500	97
	<b>GEORGIA</b>			
	Ben Hill	6,500	6,400	98
	Bibb	57,600	57,000	99
	Bleckley	3,700	3,600	97
	Coffee	10,500	10,300	98
	Elbert	7,100	7,000	99
	Fannin	6,300	6,200	98
	Franklin	6,300	6,200	98
	Grady	7,800	7,700	99
	Hancock	3,000	2,900	97
	Harris	6,700	6,600	98
	Hart	7,000	6,900	99
	Jeff Davis	4,500	4,400	98
	Jones	7,000	6,900	99
	Lowndes	26,100	25,700	98
	Madison	7,600	7,500	99
	Murray	8,500	8,400	98
	Pulaski	3,200	3,100	97
	Rabun	4,300	4,200	98
	Talbot	2,200	2,100	95
	Taylor	2,800	2,700	96
	Telfair	4,000	3,900	98
	Toombs	9,200	9,000	98
	<b>ILLINOIS</b>			
	Iroquois	12,400	12,100	98
	<b>MISSOURI</b>			
	Linn	6,200	6,100	98
	<b>NORTH CAROLINA</b>			
	Cherokee	8,000	7,900	98
	<b>NEBRASKA</b>			
	Blaine	300	300	100
	<b>NEVAOA</b>			
	Lyon	7,300	7,000	96
	<b>SOUTH OAKOTA</b>			
	Bennett	1,000	1,000	100
	Todd	1,900	1,800	95
	<b>WASHINGTON</b>			
	Wahkiakum	1,400	1,300	93

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE  
FOR USE ON YOUR OWN COMPUTER  
OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200

# Georgia

## WRBL, Columbus (Arbitron Data Continued)

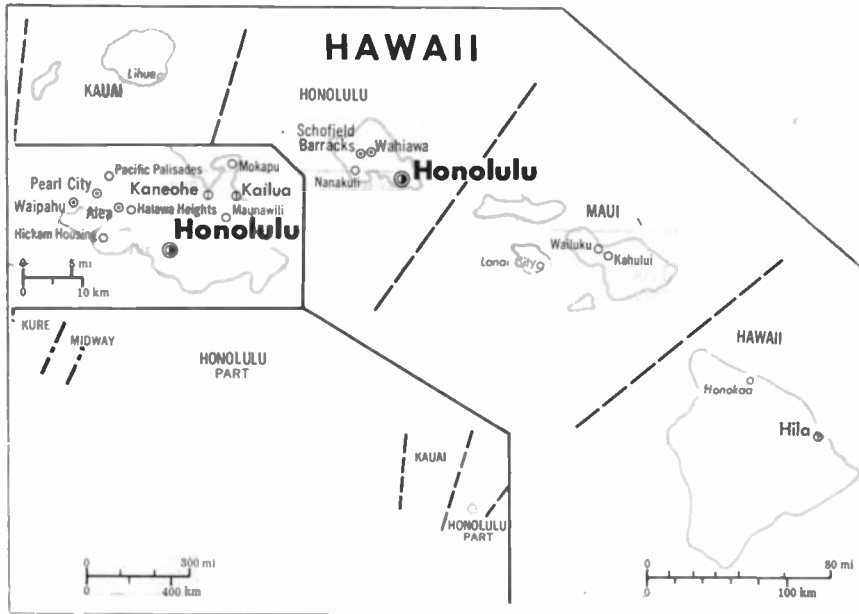
Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Bleckley	3,700	3,600	97
	Cook	5,000	4,900	98
	Coweta	17,000	16,700	99
	Dodge	6,000	5,900	98
	Early	4,700	4,600	98
	Jones	7,000	6,900	99
	Mitchell	7,000	6,800	98
	Monroe	5,800	5,700	98
	Peach	7,600	7,500	99
	Pike	3,400	3,300	97
	Pulaski	3,200	3,100	97
	Putnam	4,500	4,400	98
	Wilcox	2,700	2,600	98

## WTVM, Columbus (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Butler	7,700	7,600	99
	Cleburne	5,100	5,000	98
	Coosa	4,400	4,300	98
	Crenshaw	5,400	5,300	98
	Dale	16,500	16,300	99
	<b>GEORGIA</b>			
	Bleckley	3,700	3,600	97
	Heard	2,500	2,500	100
	Houston	30,800	30,500	99
	Lamar	4,600	4,500	98
	Miller	2,700	2,600	96
	Mitchell	7,000	6,800	98
	Wilcox	2,700	2,600	98



# Hawaii



Market	Arbitron A0I TV Households	Rank	Market Area Commercial TV Stations
Hilo .....	•	•	KGMD-TV (9), KHAW-TV (11), KHBC-TV (2), KHVO (13),
Honolulu .....	•	•	KBFD (32), KFVE (5), KGMB (9), KHAI-TV (20), KHNL (13), KHON (2), KITV (4), KGMT (26), KWHE (14)
Kailua-Kona .....	•	•	KVHF (6)
Wailuku .....	•	•	KAIH-TV (7), KGMV (3), KMAU (12)

## Hawaii Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	13	4	17
Educational Television Stations	2	0	2
	15	4	19

\* ARBITRON DOES NOT HAVE  
WEEKLY CIRCULATION DATA FOR HAWAII

# Hawaii—Hilo

## KGMD-TV

Ch. 9

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** See KGMB, Honolulu.

**Telephones:** 808-944-5200, Honolulu; 808-935-6221, Hilo.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 9.68-kw visual, 1.71-kw aural. Antenna: Minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude	19°	43'	00''
Longitude	155°	08'	13''

**Transmitter:** 58 Manaolana Place.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1955.

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

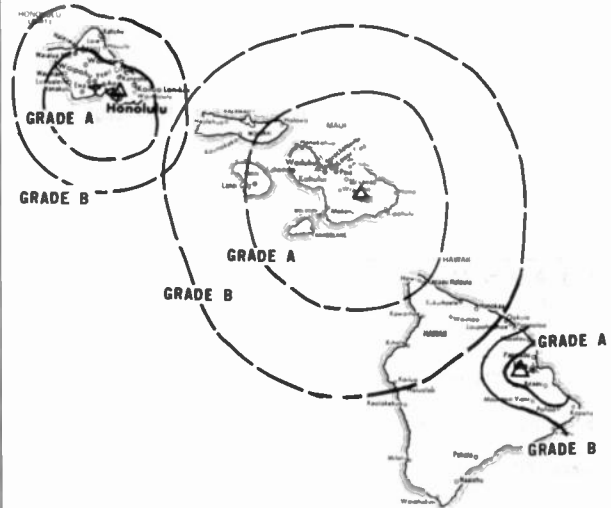
**Represented (engineering):** David Steel & Associates.

**Personnel:**

DICK GRIMM, general manager.

**NETWORK BASE HOURLY RATE:** Bonus to KGMB, Honolulu.

**Rates:** Sold in combination with KGMB, Honolulu & KGMV, Wailuku with rates applying to simultaneous telecasts on all three stations.



SCALE OF MILES  
0 50 100

KGMD-TV BPCT—4894 Granted 1/5/76

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**City of License:** Hilo.

# Hawaii—Hilo

## KHAW-TV

Ch. 11

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co., One Magnificent Mile, Suite 1200, Chicago, IL 60611.

**Studio:** See KHON-TV, Honolulu.

**Telephone:** 808-531-8585.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 2.09-kw visual, 275-kw aural. Antenna: Minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude	19°	43'	56''
Longitude	155°	04'	09''

**Transmitter:** Naniloa Hotel, Hilo.

**News Services:** AP, CNN.

**Ownership:** Burnham Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** November 27, 1961.

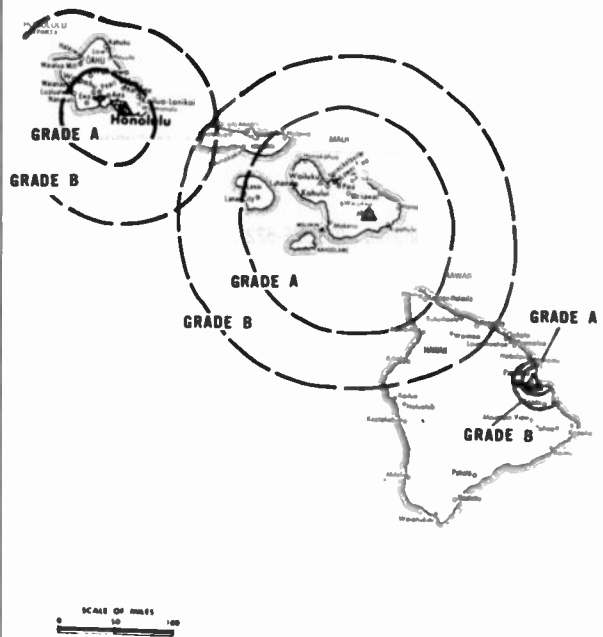
**Represented (sales):** Harrington, Righter & Parsons Inc.

**Personnel:**

See KHON-TV, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.

**Rates:** Sold in combination with KHON-TV, Honolulu & KAIH-TV Waikiki with rates applying to simultaneous telecasts on all stations.



KHAW-TV BPCT-3246 Granted 10/17/63

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**City of License:** Hilo.

# Hawaii—Hilo

## KHBC-TV

Ch. 2

(Satellite of KHNL, Honolulu)

**Network Service:** None, independent.

**Licensee:** King Bcstg. Co., 333 Dexter Ave. N, Seattle, WA 98109.

**Studio:** See KHNL, Honolulu.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 2.31-kw max. visual, 0.231-kw max. aural. Antenna: Minus 574-ft. above av. terrain, 142-ft. above ground, 148-ft. above sea level.

Latitude	19°	43'	51''
Longitude	155°	04'	11''

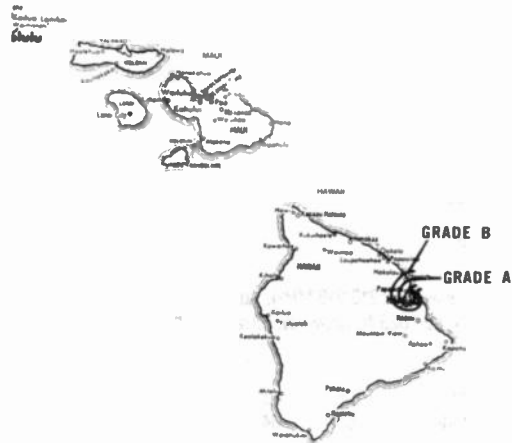
**Transmitter:** 71 Banyan Dr., Hilo Hawaiian Hotel, Hilo.

**News Service:** CNN.

**Ownership:** King Broadcasting Co. See Group Ownership of TV Stations.

**Began Operation:** August 22, 1983. Sale to Hilo Bcstg. (Marvin Chupack, et al.) by Trustee in Bankruptcy approved by FCC Jan. 31, 1986. Sale to Kona-Hilo Bcstg. approved by FCC April 24, 1987. Began operation as KHBC-TV April 14, 1986. FCC approved sale to present owner October 18, 1988.

**Rates:** Sold in combination with KHNL, Honolulu.



KHBC-TV BMPCT-830316KE Granted 5/27/83

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**City of License:** Hilo.

# Hawaii—Hilo

## KHVO

Ch. 13

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

**Studio:** See KITV, Honolulu.

**Telephone:** 808-935-8289.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: Minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude	19°	43'	57''
Longitude	155°	04'	04''

**Transmitter:** Naniloa Hotel, Hilo, HI.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations.

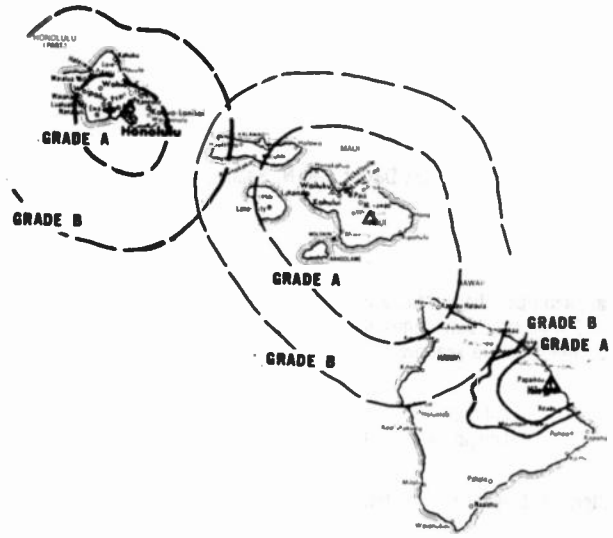
**Began Operation:** May 15, 1960.

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

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**  
See KITV, Honolulu.

**Rates:** Sold in combination with KITV, Honolulu.



KHVO BPCT-3077 Granted 9/6/62

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**City of License:** Hilo.

# Hawaii—Honolulu

## KBFD

Ch. 32

Network Service: None, independent.

Licensee: The Allen Bcstg. Corp., 1188 Bishop St., Penthouse One, Honolulu, HI 96813.

Studio: 1188 Bishop St., Penthouse One, Honolulu, HI 96813.

Telephone: 808-521-8066. Fax: 808-521-5233.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 145-kw max. visual, 14.5-kw max. aural. Antenna: Directional, 424-ft. above av. terrain, 390-ft. above ground, 413-ft. above sea level.

Latitude	21°	18'	49''
Longitude	157°	51'	43''

Transmitter: 1188 Bishop St., 38th Fl.

Ownership: Kea Sung Chung, chmn.-pres., 60%; Ok Soon Chung, v.p.-treas., 10%; Jaeh Hoon Chung, secy., 15%; June Ho Chung, 10%; Yun Hee Chung, 5%.

Began Operation: March 24, 1986.

Represented (engineering): Comsearch Inc.

### Personnel:

KEA SUNG CHUNG, president & general manager.

JAY CHUNG, station manager.

N. K. KIM, local sales manager.

DAVID MOORE, chief engineer.

YUN HEE CHUNG, program director.

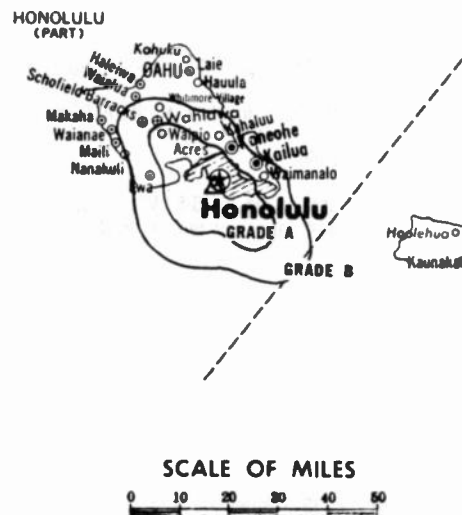
JUNE HO CHUNG, business manager.

Highest One Hour Rate: \$800.

Highest 30 Sec. Rate: \$250.

City of License: Honolulu.

## HAWAII



KBFD BNPCT—851024KG Granted 11/27/85

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# Hawaii—Honolulu

**KFVE**

Ch. 5

**Network Service:** None, independent.

**Licensee:** Ka'Ikena Lani TV Corp., 315 Sand Island Rd., Honolulu, HI 96819-2295.

**Studio:** 315 Sand Island Rd., Honolulu, HI 96819-2295.

**Telephone:** 808-842-5555.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw max. visual. Antenna: 2064-ft. above av. terrain, 161-ft. above ground, 2641-ft. above sea level.

Latitude	21°	24'	03''
Longitude	158°	06'	10''

**Transmitter:** 3-mi. NE of Nanakuli on Palehua Rd.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Lee M. Holmes, pres.-treas.; Henry Osborne, v.p., 13%; Ernie A. Galito, secy., 13%; Joan S. Holmes, Mark S. Holmes & Bryan Holmes, 17.50% jointly; Cynthia A. Char, dir., 13%; Karen Kananui, dir., 13%; Richard Kananui, dir., 13%. The Holmes have interest in licensee of KOKU(FM) Agana, Guam; applications for MMDS stations & in Guam Cable TV & Northern Marianas Cable TV Corp., cable television operators on Guam & Northern Marianas Islands.

**Began Operation:** February 7, 1988.

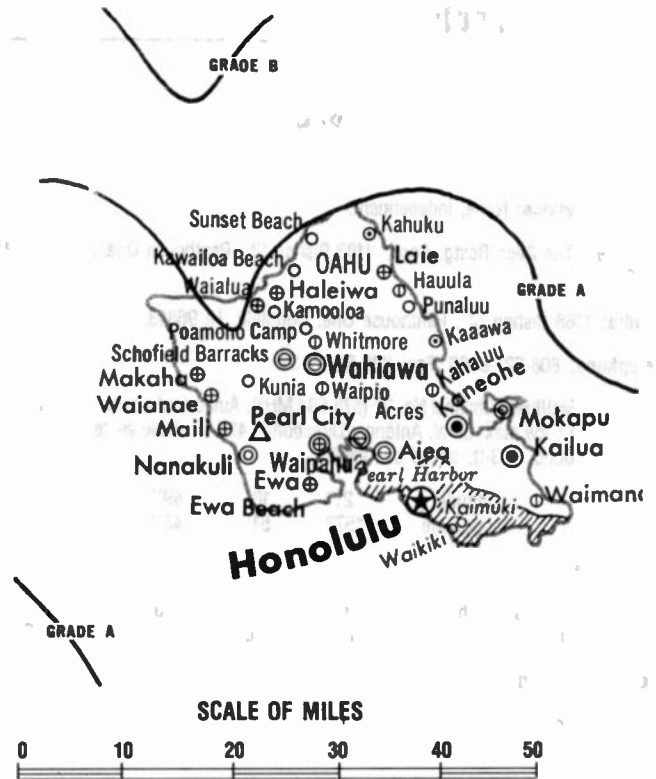
**Represented (sales):** Independent TV Sales.

**Represented (legal):** Brown, Finn & Nietert.

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

**Personnel:**

DON METZGER, vice president & general manager.  
BRYAN HOLMES, vice president, programming.  
HANK KAUL, chief engineer.



KFVE BPCT-880920KF Granted 3/13/89

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NORMA JONES, local sales manager.  
SHARON KANALEY, national sales manager.  
DEBBY MCGRAW, promotion director.  
RON CHUNG, business manager.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KGMB

Ch. 9

(Also operates satellite KGMD-TV, Hilo and semi-satellite KGMV, Wailuku, Maui)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** 1534 Kapiolani Blvd., Honolulu, HI 96814.

**Telephone:** 808-944-5200. **Fax:** 808-941-8153.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 209-kw visual, 29.5-kw aural. Antenna: Minus 170-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude	21°	17'	45.70''
Longitude	157°	50'	35.70''

**Transmitter:** 1534 Kapiolani Blvd.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Cosmos, 4.5-meter C-band; Strato Vision, 4.5-meter C-band; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% interest to Hialand Development Corp. approved Dec. 3, 1958 by FCC (*Television Digest*, Vol. 14:40, 41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 (Vol. 15:52). Sale by Honolulu Star-Bulletin approved May 5, 1965 (Vol. 4:42, 5:19). Transfer of control from the Standard Corp. to the Heftels approved Oct. 1, 1972. Sale to present owner by the Heftels approved by FCC Jan. 27, 1977 (Vol. 16:37).

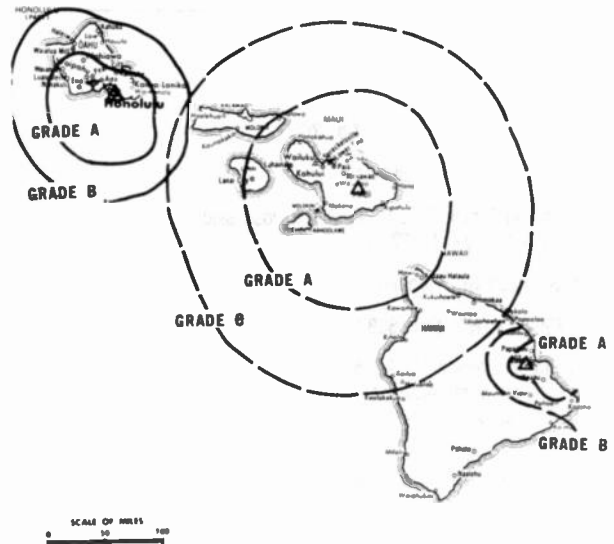
**Represented (sales):** Katz Television.

**Represented (legal):** Kobayashi, Watanabe, Sugita, Kawashima & Goda.

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

### Personnel:

DICK GRIMM, general manager.  
LOREN NEUHARTH, general sales & marketing manager.  
ROD SHIMABUKURO, chief engineer.  
TERRY HEATON, news director.  
ROBERT PENNYBACKER, audience promotion director.  
JAMES DONEY, director, community affairs/human resources.  
NICK CARTER, manager, production.



KGMB BPCT-3610 Granted 10/19/65

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**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$700.

**Note:** Above rates include satellite operation of KGMD-TV, Hilo; KGMV, Wailuku & translators K69BZ Lihue & K57BI Waimea.

**City of License:** Honolulu.



# Hawaii—Honolulu

## KHAI-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Honolulu Family TV L.P., Debtor-in-Possession, Osborne Office Center, Suite 260, Chattanooga, TN 37411.

**Studio:** 735 Sheridan St., Honolulu, HI 96814.

**Telephone:** 808-943-1169. **Fax:** 808-946-1257.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 537-kw max. visual, 63-kw max. aural. Antenna: Minus 150-ft. above av. terrain, 320-ft. above ground, 330-ft. above sea level.

Latitude	21°	17'	56''
Longitude	157°	50'	44''

**Transmitter:** 735 Sheridan St., Honolulu.

**Ownership:** Media Central Inc., gen. partner, 51%; Honolulu TV 20 Ltd. Partnership, ltd. partner, 49%. **Note:** Sale to KSCI Holding Inc. pends.

**Began Operation:** December 30, 1983. Sale to Honolulu Family TV approved by FCC Jan. 18, 1985.

**Represented (sales):** Asian Television Sales.

**Represented (legal):** Seymour M. Chase, P.C.

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

**Personnel:**

DANIEL KAWAKAMI, general manager.  
JO BAUTISTA, general sales manager.  
SAM SUGANO, program director.  
CLIFFORD INN, promotion director.

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



KHAI-TV BMPCT—830110KF Granted 10/7/83

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

**City of License:** Honolulu.

# Hawaii—Honolulu

## KHNL

Ch. 13

(Satellite of KHBC-TV, Hilo)

**Network Service:** Fox.

**Licensee:** King Broadcasting Co., 333 Dexter Ave. N, Seattle, WA 98109.

**Studio:** 150-B Puuhale Rd., Honolulu, HI 96819.

**Telephone:** 808-847-3246. **TWX:** 7430334. **Fax:** 808-845-3616.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 22-ft. above av. terrain, 500-ft. above ground, 505-ft. above sea level.

Latitude	21°	17'	09.00''
Longitude	157°	50'	18.50''

**Transmitter:** 2005 Kalia Rd., Honolulu.

**Satellite Earth Stations:** In operation.

**News Service:** UPI.

**Ownership:** King Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** July 4, 1962. Sale by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967. Sale to Mid-Pacific Television Assoc. by Richard Eaton approved by FCC Nov. 28, 1979. FCC approved sale to King Bcstg. Co. May 5, 1986.

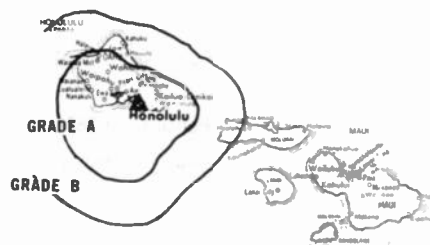
**Represented (sales):** Blair Television.

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

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

**Personnel:**

RICK BLANGIARDI, vice president & general manager.  
JOHN L. FINK, general sales manager.  
PATRICIA VIGUERAS, national sales manager.  
KEITH AOTAKI, chief engineer.  
DANIEL SCHMIDT, program director.  
MICHAEL EINSTEIN, creative director.



KHNL BPCT—810522KH Granted 6/15/81

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DOUG ARMSTRONG, business manager.  
TERRY JOINER, marketing director.  
MICHELE LUM, public affairs director.

**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KHON-TV

Ch. 2

(Also operates satellites KAIH-TV, Wailuku & KHAW-TV, Hilo)

**Network Service:** NBC.

**Licensee:** Bumham Bcstg. Co. Ltd. Partnership, One Magnificent Mile, Suite 1200, Chicago, IL 60611.

**Studio:** 1170 Auahi St., Suite 501, Honolulu, HI 96814.

**Business Office:** 1116 Auahi St., Honolulu, HI 96814.

**Telephone:** 808-531-8585. **Telex:** 723-8340. **Fax:** 808-533-1785.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 60-ft. above av. terrain, 500-ft. above ground, 506-ft. above sea level.

Latitude	21°	17'	39''
Longitude	157°	50'	18''

**Transmitter:** Century Center, 1750 Kalakaua Ave.

**Multichannel TV Sound:** Stereo and separate audio program.

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

**News Services:** AP, CNN.

**Ownership:** Bumham Broadcasting Co., 100%. See Group Ownership of Television Stations.

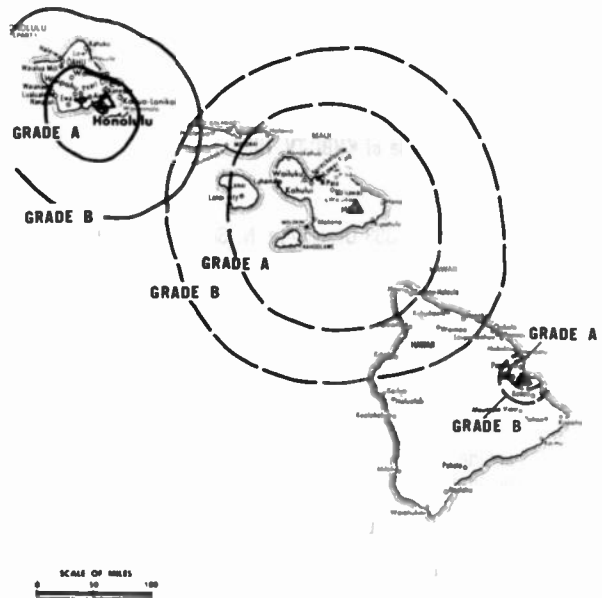
**Began Operation:** December 15, 1952. Sale to present owners by Des Moines Register & Tribune approved by FCC Aug. 23, 1985 (*Television Digest*, Vol. 25:6). Previously, merger of Des Moines Register & Tribune Co. with McCoy Bcstg. Co. approved by FCC March 8, 1979. Sale to McCoy by Pacific & Southern Co. Inc. approved Jan. 17, 1973. Previously, merger with Jupiter Bcstg. of Georgia, surviving corp., later known as Pacific & Southern Bcstg. Co. Inc., approved Nov. 15, 1967 (Vol. 7:47). Assignment to Pacific & Southern Co. Inc. approved Dec. 15, 1967. Previous sale by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 (Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

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

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

**Personnel:**

WILLIAM L. SNYDER, president & general manager.  
MICHAEL ROSENBERG, director of sales & station manager.



KHON-TV BPCT-4966 Granted 7/13/77

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STEVE HIRAMOTO, local sales manager.  
WILLIAM HAYES, director of engineering.  
KENT BAKER, news director.  
JACK KELLNER, director, community affairs.  
ALAN L. HOFFMAN, program manager.  
LINDA BROCK, promotion director.  
KATHERINE A. BAIST, business manager.  
JIM McCORMICK, productions & operations director.

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

**NETWORK BASE HOURLY RATE:** \$525.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KITV

Ch. 4

(Rebroadcast by KMAU, Wailuku & KHVO, Hilo)

**Network Service:** ABC.

**Licensee:** Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

**Studio:** 1290 Ala Moana Blvd., Honolulu, HI 96814.

**Telephone:** 808-545-4444. **TWX:** KITV 7238387. **Fax:** 805-545-6243.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 45-ft. above av. terrain, 495-ft. above ground, 500-ft. above sea level.

Latitude	21°	17'	37''
Longitude	157°	50'	34''

**Transmitter:** Ala Moana Hotel, 410 Atkinson Dr., Honolulu.

**Satellite Earth Station:** 4.5-meter C-band.

**News Services:** AP, ABC.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations. **Note:** Sale pends.

**Began Operation:** April 16, 1954. Sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, IA, interlocking with WMT-TV) & Dolph Petty Bcstg. approved Jan. 11, 1956 (*Television Digest*, Vol. 11:46; 12:2). Sale to Kaiser Bcstg. by Television Corp. of America (Albert Zugsmith interests) which operated station as KULA-TV, approved June 11, 1958 (Vol. 14:19, 24). Kaiser sale to Berger group, approved Dec. 18, 1964 (Vol. 4:41, 51). Lawrence S. Berger & assoc. sale to Starr Bcstg. Group approved June 15, 1973 (Vol. 12:47). Sold to Shamrock Bcstg. by Starr, June 7, 1979. Sale to present owner including KHVO, Hilo & KMAU, Wailuku, HI approved Jan. 27, 1987 (Vol. 26:46).

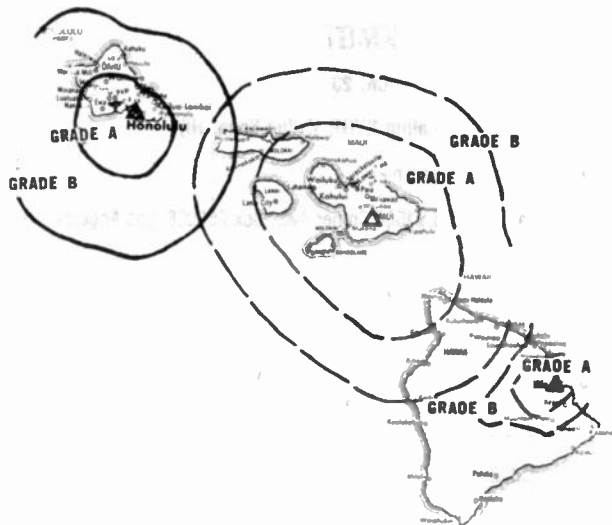
**Represented (sales):** Seltel Inc.

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

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

### Personnel:

JIM MATTHEWS, president & general manager.  
BILL GAETH, general sales manager.  
WALLY ZIMMERMAN, news director.  
TRACY KELIHOOMALU, program director.  
MIKE AINSWORTH, production manager.



KITV BPCT-4921 Granted 7/2/76

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BOB BRAUKMANN, promotion director.  
MUNEO HAMADA, business manager.  
BOB KATO, chief engineer.

**Highest One Hour Rate:** \$5000.

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

**NETWORK BASE HOURLY RATE:** \$375.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KMGT

Ch. 26

(Operates satellite KVHF, Kailua-Kona, HI)

**Network Service:** None, independent.

**Licensee:** Mauna Kea Bcstg. Co., 1500 Cotner Ave., Box 250028, Los Angeles, CA 90025.

**Studio:** 970 N. Kalaheo Ave., Honolulu, HI 96734.

**Telephone:** 808-254-5826.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 99.3-kw max. visual, 9.93-kw max. aural. Antenna: 2110-ft. above av. terrain, 100-ft. above ground, 2540-ft. above sea level.

Latitude	21°	19'	49.20''
Longitude	157°	45'	24.10''

Holds CP for change to 75.9-kw max. visual, 7.59-kw max. aural, 2120-ft. above av. terrain, 60-ft. above ground, 2500-ft. above sea level. BPCT-850305KF.

**Transmitter:** Wiliwilinui Ridge, Honolulu.

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

**News Service:** UPI.

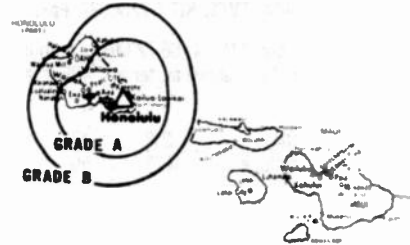
**Ownership:** Mount Wilson FM Bcstrs. Inc. Saul Levine, pres., 100%; Ellis Gusky, v.p.; Anita Levine, secy.-treas. MWFB is licensee of KKGO(FM), Los Angeles, CA.  
**Note:** Sale to Oceania Bcstg. Network pends.

**Began Operation:** December 23, 1982.

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

**Personnel:**

TOM WHITE, general manager.  
LINDA MANOWN, sales manager.



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KMGT BPCT-850305KF Granted 5/28/85

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SCOTT JOSSART, chief engineer.  
GARRETT NAKAHODO, program director.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KWHE

Ch. 14

**Network Service:** None, independent.

**Licensee:** Le Sea Broadcasting Corp., Box 1400, Honolulu, HI 96817.

**Studio:** 1188 Bishop St., 5th Floor, Honolulu, HI 96813.

**Telephone:** 808-538-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 75.85-kw max. visual. Antenna: 26-ft. above av. terrain, 407-ft. above ground, 430-ft. above sea level.

Latitude	21°	18'	49"
Longitude	157°	51'	43"

**Transmitter:** 1188 Bishop St., Honolulu.

**Ownership:** Le Sea Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** March 6, 1988.

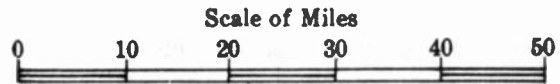
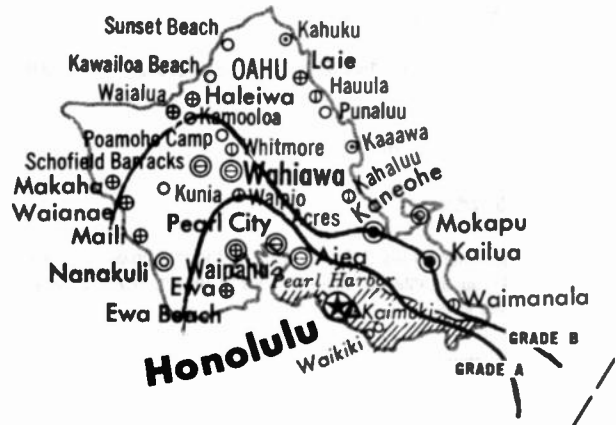
**Represented (sales):** Cummings Media.

**Represented (legal):** Heron, Burchett, Ruckert & Rothwell.

**Personnel:**

PETE SUMRALL, general manager.  
KEITH SPENCER, engineering director.  
JIM SHAFFER, program director & general sales manager.  
BOYD LYONS, promotion director & operations manager.  
SHARON SING, local sales manager.

## ULU



KWHE BMPCT-880809KH Granted 11/30/88

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City of License: Honolulu.

# Hawaii—Kailua-Kona

**KVHF**

**Ch. 6**

(Satellite of KMGH, Honolulu, HI)

**Network Service:** None, independent.

**Grantee:** Mauna Kea Bcstg. Co., 1500 Cotner Ave., Box 250028, Los Angeles, CA 90025.

**Studio:** See KMGH, Honolulu, HI.

**Telephone:** 808-254-5826.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 52.5-kw max. visual, 6.7-kw max. aural. Antenna: 2910-ft. above av. terrain, 175-ft. above ground, 5775-ft. above sea level.

Latitude	19°	42'	56''
Longitude	155°	55'	00''

**Transmitter:** 7.2-mi. NE of Kailua-Kona.

**Ownership:** Mount Wilson FM Bcstrs. Inc. See KMGH, Honolulu.

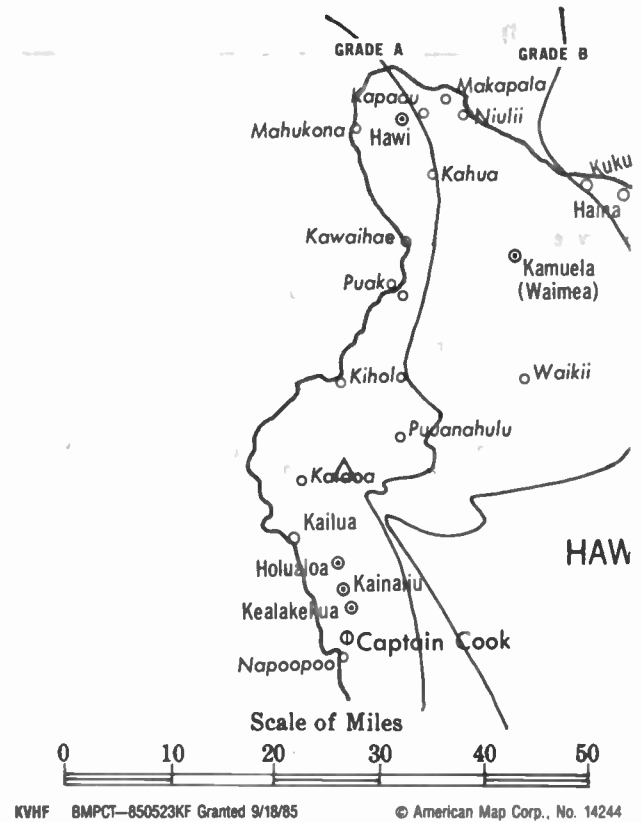
**Began Operation:** May 1, 1988.

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

**Represented (engineering):** John J. Davis & Associates.

**Personnel:**

See KMGH, Honolulu, HI.



KVHF BMPCT-850523KF Granted 9/18/85

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**City of License:** Kailua-Kona.

# Hawaii—Wailuku

## KAII-TV

Ch. 7

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co. Ltd. Partnership, One Magnificent Mile, Suite 1200, Chicago, IL 60611.

**Studio:** See KHON-TV, Honolulu.

**Telephone:** 808-531-8585.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 29.8-kw visual, 5.89-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

Latitude	20°	42'	41''
Longitude	156°	15'	26''

**Transmitter:** Mt. Haleakala, Maui.

**News Services:** AP, CNN.

**Ownership:** Burnham Broadcasting Co., 100%. See Group Ownership of Television Stations.

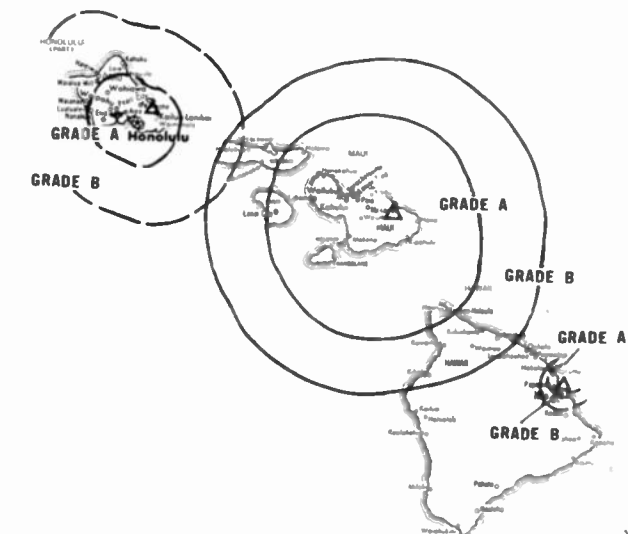
**Began Operation:** November 19, 1958.

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

**Personnel:**  
See KHON-TV, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.

**Rates:** Sold in combination with KHON-TV, Honolulu; KHAW-TV, Hilo & K550Z, Lihue, with rates applying to simultaneous telecasts on all stations.



KAII-TV BPCT-2906 Granted 10/20/61

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City of License: Wailuku.



# Hawaii—Wailuku

## KGMV

Ch. 3

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** See KGMB, Honolulu.

**Telephone:** 808-944-5200.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 14.1-kw visual, 2.69-kw aural. Antenna: 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude	20°	42'	41''
Longitude	156°	15'	35''

**Transmitter:** Mt. Haleakala, Maui.

**News Service:** UPI.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** April 24, 1955. Sale to present owner by Heftel Bcstg. approved by FCC Sept. 10, 1985. Previous sale by John S. Young approved by FCC March 7, 1974. Previous sale to Young by Pacific Bcstg. (Glasmann interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 (*Television Digest*, Vol. 4:42; 5:19).

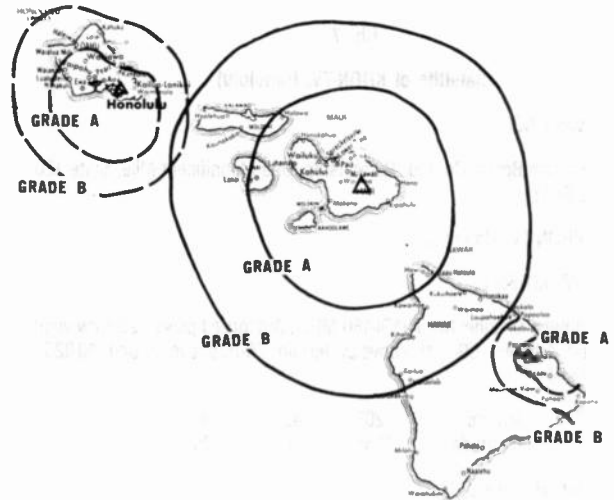
**Represented (sales):** Katz Television.

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

**Personnel:**

See KGMB, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KGMB, Honolulu.



KGMV BMAPCT-2821 Granted 2/25/55

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**Rates:** Sold in combination with KGMB, Honolulu & satellite KGMD-TV Hilo, with rates applying to simultaneous telecasts on all three stations.

**City of License:** Wailuku.

# Hawaii—Wailuku

## KMAU

Ch. 12

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

**Studio:** See KITV, Honolulu.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 4.36-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.

Latitude	20°	42'	43''
Longitude	156°	15'	26''

Holds CP for change to 52.2-kw max. visual, 11.5-kw max. aural, 5755-ft. above av. terrain, 46-ft. above ground, 9956-ft. above sea level. BPCT-861118KH.

**Transmitter:** Haleakala Crater.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 4, 1955. Sale to Shamrock Bcstg. by Maui Publishing Co. Ltd. approved by FCC March 27, 1978. Shamrock sold to Tak Communications Jan. 27, 1987 (*Television Digest*, Vol. 26:46).

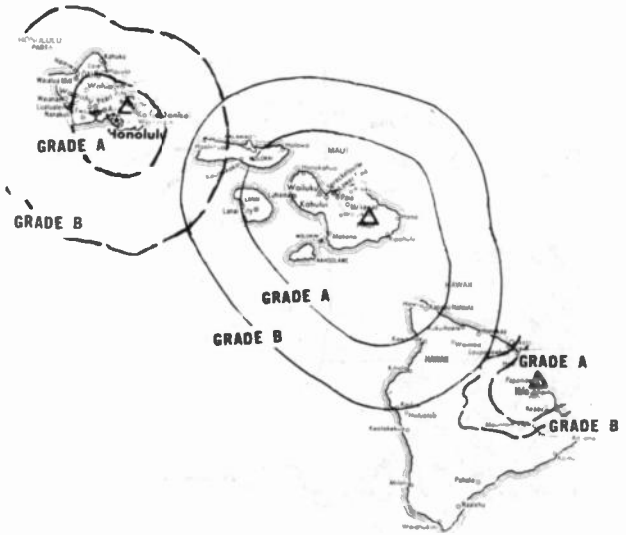
**Represented (sales):** Seltel Inc.

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**

See KITV, Honolulu.

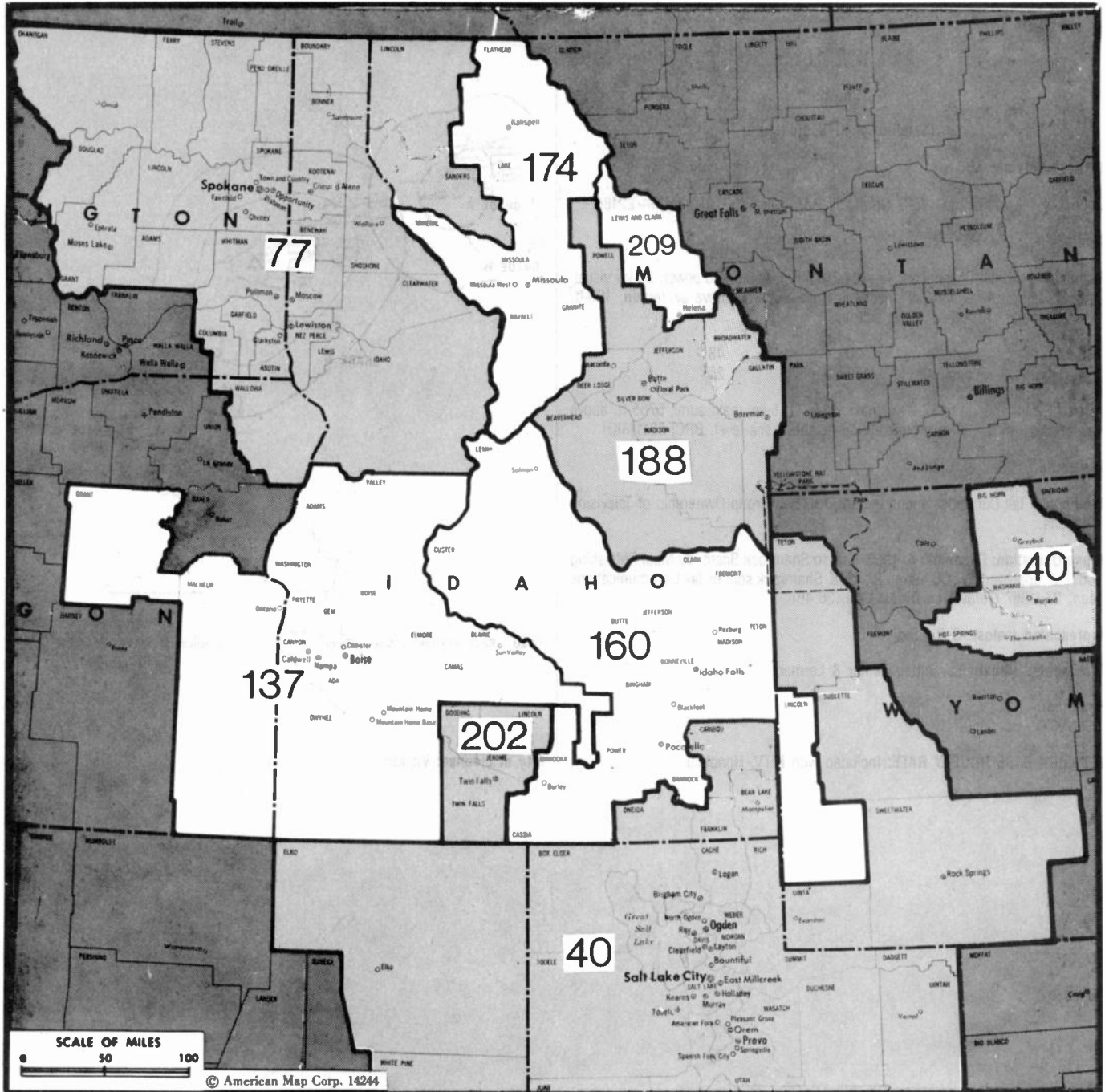
**NETWORK BASE HOURLY RATE:** Included with KITV, Honolulu.



KMAU BPCT-861118KH Granted 2/26/87

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**City of License:** Wailuku.



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT.....	590,400	40	KDDG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Spokane, WA.....	323,300	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Boise, ID.....	155,600	137	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Idaho Falls-Pocatello, ID.....	102,500	160	KIDK (3), KIFI-TV (8), KPVI (6)
Missoula, MT.....	75,500	174	KCFW-TV (9), KECI-TV (13), KPAX-TV (8)
Butte, MT.....	48,300	188	KCTZ (7), KTVM (6), KXLF-TV (4)
Twin Falls, ID.....	31,000	202	KKVI (35), KMVT (11)
Helena, MT.....	19,000	209	KTVH (12)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

KIVI & KTRV, Boise .....	See Nampa, ID
KIVI & KTRV, Caldwell .....	See Nampa, ID
KPVI, Idaho Falls .....	See Pocatello, ID
KBCI-TV & KTVB, Nampa .....	See Boise, ID
KIDK-TV & KIFI-TV, Pocatello .....	See Idaho Falls, ID

**Idaho Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	9	1	10
<b>Educational Television Stations</b>	3	0	3
	12	1	13

# Idaho—Boise

## KBCI-TV

Ch. 2

Network Service: CBS.

Licensee: Northwest Television Inc., Box 2, Boise, ID 83707.

Studio: 1007 W. Jefferson St., Boise, ID 83702.

Mailing Address: Box 2, Boise, ID 83707.

Telephone: 208-336-5222. TWX: 910-970-5790.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 65-kw visual, 12.9-kw aural. Antenna: 2640-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 17"  
Longitude 116° 05' 53"

Transmitter: Deer Point Peak, Shafer Butte.

Satellite Earth Stations: Harris, 6.1-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, UPI, Weather Wire.

Ownership: Northwest Television Inc. See Group Ownership of Television Stations.

Began Operation: November 26, 1953. Sale to present owner by Boise Valley Bcstrs. Inc. approved by FCC Aug. 31, 1976.

Represented (sales): Katz Television; Art Moore Inc.

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

TIMOTHY BEVER, general manager.  
SCOTT EYMER, general sales manager.  
LARRY SMITH, chief engineer.  
DICK LARSEN, news director.  
DAWN JOSLIN, program & promotion director.  
JOE GALLEGOS, business manager.

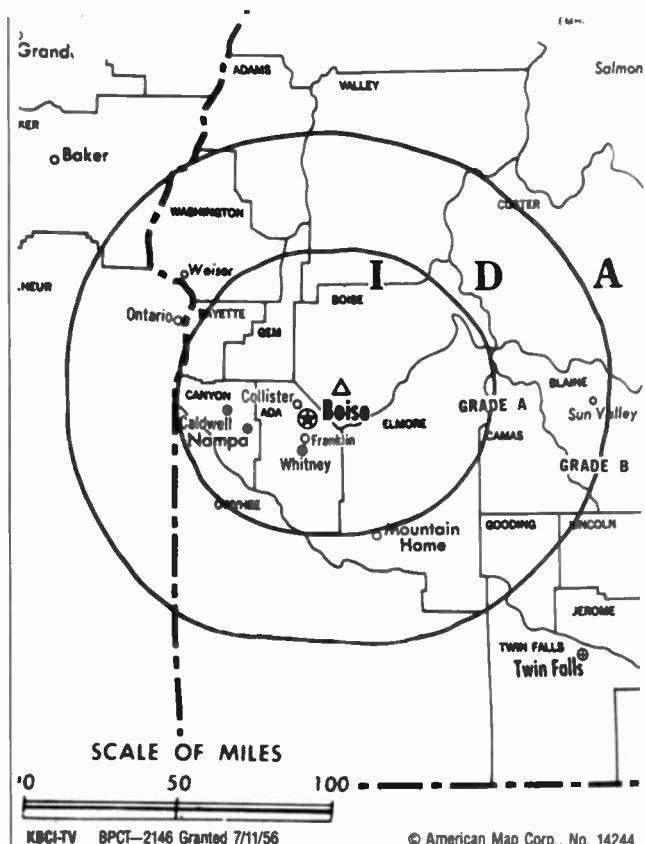
Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$1500.

City of License: Boise. ADI: Boise. Rank: 137.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	77,800	76,500	98
	Adams	1,200	1,200	100
	Boise	1,600	1,600	100
	Camas	300	300	100
	Canyon	31,300	30,600	98
	Elmore	7,000	6,900	99
	Gem	4,400	4,300	98
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Valley	2,400	2,300	96
	Washington	3,100	3,000	97
	<b>OREGON</b>			
	Grant	3,300	2,900	88
	Harney	2,900	2,700	93
	Malheur	10,000	9,600	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Blaine	5,600	5,400	96
	Gooding	4,500	4,400	98
	Lincoln	1,200	1,200	100
	<b>NEVADA</b>			
	Humboldt	4,400	4,300	97
<b>Between 5-24%</b>	<b>IOAHO</b>			
	Custer	2,100	2,000	95
	Jerome	5,600	5,500	98
	Twin Falls	19,900	19,600	98
	<b>OREGON</b>			
	Baker	6,100	5,800	95
	Wheeler	700	700	100
<b>Station Totals</b>		<b>204,400</b>	<b>199,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>134,800</b>
<b>Average Daily Circulation (1989)</b>				<b>74,100</b>

# Idaho—Boise

**KTVB**

Ch. 7

**Network Service:** NBC.

**Licensee:** King Bcstg. Co., Box 24525, Seattle, WA 98124.

**Studio:** 5407 Fairview Ave., Boise, ID 83706.

**Mailing Address:** Box 7, Boise, ID 83707.

**Telephone:** 208-375-7277. **TWX:** 910-970-5779. **Fax:** 208-378-1762.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 162-kw visual, 26.3-kw aural. Antenna: 2650-ft. above av. terrain, 226-ft. above ground, 7206-ft. above sea level.

Latitude 43° 45' 16"  
Longitude 116° 05' 56"

**Transmitter:** TV Lot No. 3, Deer Point, ID.

**Satellite Earth Station:** Prodelin, 5-meter; Gardiner, Harris, M/A-Com, Microdyny receivers.

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

**Ownership:** King Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** July 12, 1953. Sale to present owner by Georgia M. Davidson, et al., approved by FCC Feb. 22, 1980 *Television Digest*, Vol. 19:41).

**Represented (sales):** Blair Television; Northwest Television Sales (Seattle & Portland).

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

**Personnel:**

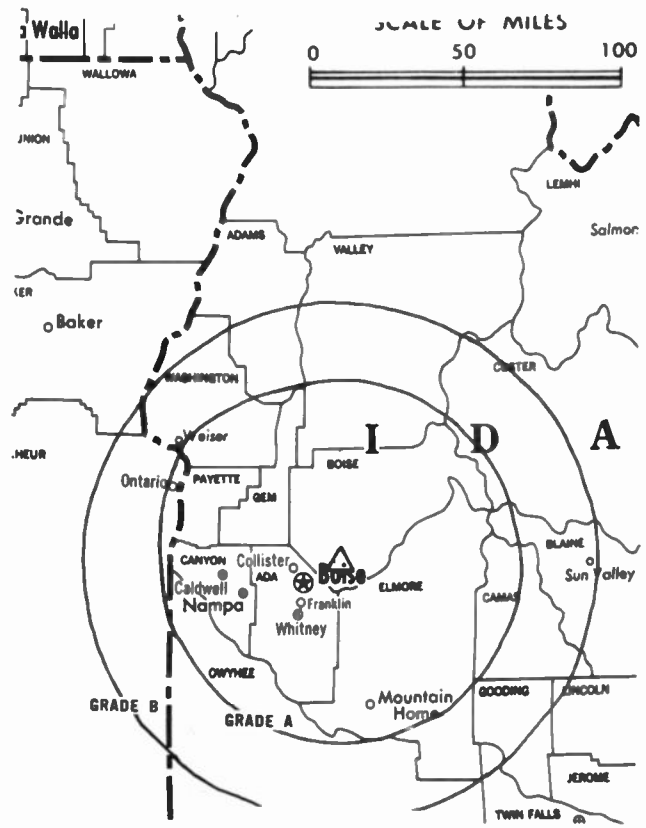
- STEVE CLIFFORD, president.
- ROBERT E. KRUEGER, vice president & general manager.
- JOHN LEWIS, general sales manager.
- KRISTI EDMUNDS, local sales manager.
- ROD GRAMER, news director.
- ROBERT E. KRUEGER, program director.
- PAM LAWS, promotion director.
- ANDY ARTIS, business manager.
- PETER HOEKZEMA, director of engineering.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Boise. **AOI:** Boise. **Rank:** 137.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	77,800	76,500	98
	Adams	1,200	1,200	100
	Blaine	5,600	5,400	96
	Boise	1,600	1,600	100
	Camas	300	300	100
	Canyon	31,300	30,600	98
	Elmore	7,000	6,900	99
	Gem	4,400	4,300	98
	Gooding	4,500	4,400	98
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Valley	2,400	2,300	96
	Washington	3,100	3,000	97
	<b>OREGON</b>			
	Baker	6,100	5,800	95



KTVB BPCT-820721KG Granted 8/31/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Grant	3,300	2,900	88
	Malheur	10,000	9,600	96
	Union	8,700	8,100	93
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	Twin Falls	19,900	19,600	98
<b>NEVAOA</b>	Elko	9,400	8,800	94
	<b>OREGON</b>			
	Harney	2,900	2,700	93
	<b>Between 5-24%</b>	<b>IDAHO</b>		
Custer		2,100	2,000	95
Lewis		1,400	1,400	100
<b>NEVAOA</b>				
Eureka		500	500	100
Humboldt	4,400	4,300	97	
Lander	1,900	1,800	95	
<b>OREGON</b>				
Wheeler	700	700	100	
<b>Station Totals</b>		<b>226,300</b>	<b>220,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>165,500</b>
<b>Average Daily Circulation (1989)</b>				<b>104,700</b>

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# Idaho—Idaho Falls-Pocatello-Blackfoot

**KIDK**

Ch. 3

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., 4880 N. First St., Fresno, CA 93755.

**Studio:** 1255 E. 17th St., Idaho Falls, ID 83401.

**Mailing Address:** Box 2008, Idaho Falls, ID 83403.

**Telephone:** 208-522-5100. **TWX:** 114192. **Fax:** 208-522-5103.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

**Transmitter:** Little Butte Mtn., 8.5-mi. NE of Atomic City, ID.

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

**News Service:** AP.

**Ownership:** Retlaw Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 20, 1953. Sale to John Price by Lucille J. Ricks, et al., approved by FCC Oct. 2, 1984. FCC approved sale to Retlaw Enterprises Inc. Dec. 3, 1987.

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

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

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

**Personnel:**

GERRY CORNWELL, general manager.  
KIM SOUTHWICK, operations manager.  
GARY SMITH, chief engineer.  
JAMES BROWN, news director.  
JIM KUNZ, local sales manager.  
KAREN CORNWELL, program & marketing director.  
BRUCE FELT, promotion director.

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

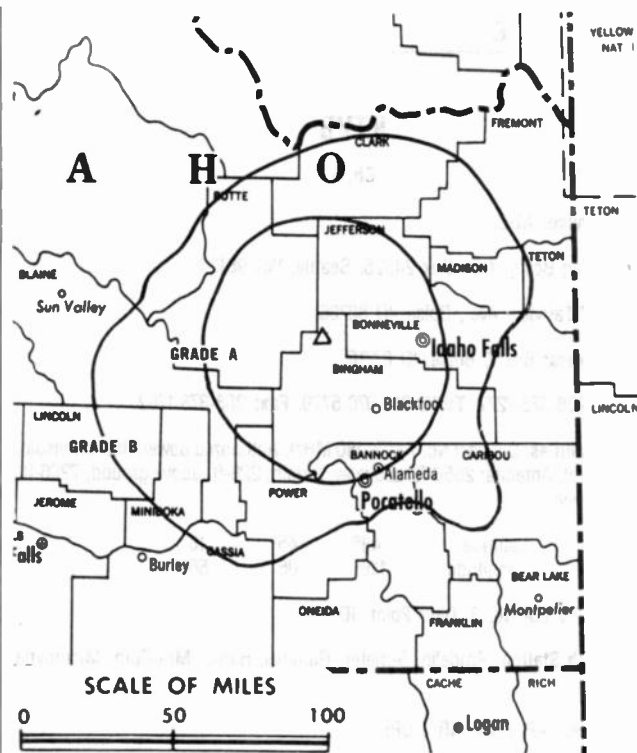
**Highest 30 Sec. Rate:** \$250.

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

**City of License:** Idaho Falls. **AOI:** Idaho Falls-Pocatello. **Rank:** 160.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOAHO</b>			
	Bannock	24,600	24,100	98
	Bingham	11,900	11,800	99
	Blaine	5,600	5,400	96
	Bonneville	23,700	23,400	99
	Butte	1,000	1,000	100



KIDK BMPCT—1281 Granted 8/21/53

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Caribou	3,100	3,000	97	
	Cassia	6,500	6,400	98	
	Clark	300	300	100	
	Custer	2,100	2,000	95	
	Franklin	2,800	2,700	96	
	Fremont	3,700	3,600	97	
	Jefferson	5,200	5,200	100	
	Lemhi	2,700	2,500	93	
	Madison	5,800	5,700	98	
	Minidoka	6,800	6,600	97	
	Oneida	1,100	1,100	100	
	Power	2,700	2,600	96	
	Teton	1,000	1,000	100	
	<b>WYOMING</b>				
	Lincoln	5,700	5,400	95	
	Teton	5,100	4,900	96	
<b>Between 5-24%</b>	<b>IOAHO</b>				
	Bear Lake	2,500	2,400	96	
	Jerome	5,600	5,500	98	
	Lincoln	1,200	1,200	100	
<b>WYOMING</b>					
Sublette	2,200	2,100	95		
<b>Station Totals</b>		<b>132,900</b>	<b>129,900</b>	<b>98</b>	
<b>Net Weekly Circulation (1989)</b>				<b>99,500</b>	
<b>Average Daily Circulation (1989)</b>				<b>60,800</b>	

# Idaho—Idaho Falls-Pocatello-Blackfoot

## KIFI-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** The Post Co., 935 First St., Idaho Falls, ID 83401.

**Studios:** 1915 North Yellowstone Hwy., Idaho Falls, ID 83401; 150 S. Arthur, Pocatello, ID 83201.

**Mailing Address:** Box 2148, Idaho Falls, ID 83403.

**Telephone:** 208-525-8888. TWX: 910-977-5726.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

Latitude 42° 30' 02"  
Longitude 112° 39' 36"

**Transmitter:** Little Butte Mtn., 32-mi. W of Idaho Falls.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 3-meter Ku-band; Comtech, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

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

**Ownership:** J. Robb Brady, pres., 20.53%; Rose Anna Keller, 6.16%; Marion Brady, Trustee & J. M. Brady Marital Deduction Trust, 73.31%.

**Began Operation:** January 23, 1961.

**Represented (sales):** Settel Inc. (national); Art Moore Inc. (regional).

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

**Represented (engineering):** John H. Mullaney.

**Personnel:**

RICKIE ORCHIN BRADY, general manager.  
HERMAN G. HAEFELE, station manager & program director.  
MARK METZGER, general sales manager.  
SHANE BEARD, chief engineer.  
MARIANNE LITTLE, promotion director.  
LEE SHUMWAY, Idaho Falls office manager.  
BLAINE PETERSEN, production manager.

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

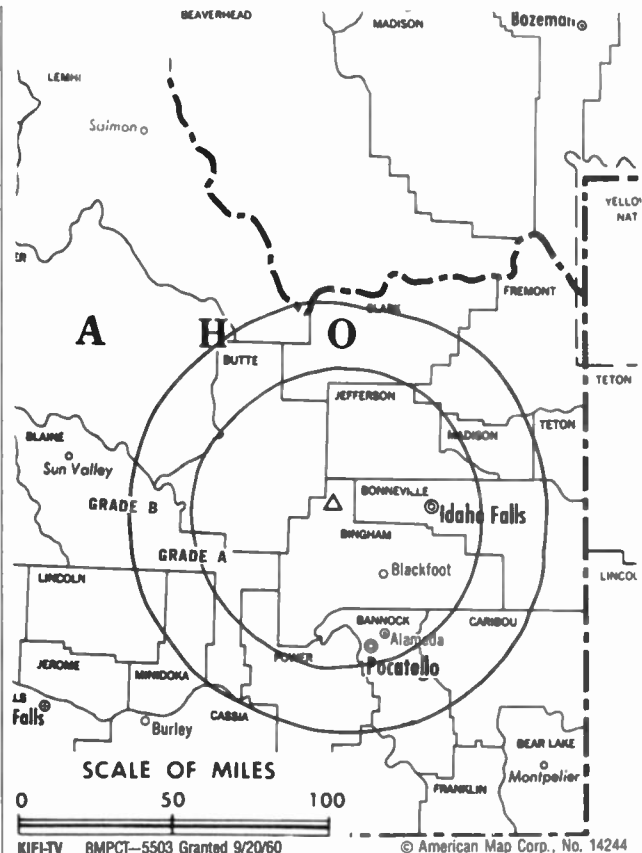
**Highest 30 Sec. Rate:** \$400.

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

**City of License:** Idaho Falls. **ADI:** Idaho Falls-Pocatello. **Rank:** 160.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>IOAHO</b>			
	Bannock	24,600	24,100	98
	Bingham	11,900	11,800	99
	Bonneville	23,700	23,400	99
	Butte	1,000	1,000	100
	Cassia	6,500	6,400	98
	Clark	300	300	100
	Custer	2,100	2,000	95
	Fremont	3,700	3,600	97
	Jefferson	5,200	5,200	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	Lemhi	2,700	2,500	93
	Madison	5,800	5,700	98
	Minidoka	6,800	6,600	97
	Power	2,700	2,600	96
	Teton	1,000	1,000	100
<b>Between 25-49%</b>	<b>IOAHO</b>			
	Bear Lake	2,500	2,400	96
	Oneida	1,100	1,100	100
	<b>WYOMING</b>			
Lincoln	5,700	5,400	95	
Teton	5,100	4,900	96	
<b>Between 5-24%</b>	<b>IOAHO</b>			
	Blaine	5,600	5,400	96
	Caribou	3,100	3,000	97
	Jerome	5,600	5,500	98
	<b>WYOMING</b>			
Sublette	2,200	2,100	95	
<b>Station Totals</b>		<b>128,900</b>	<b>126,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>91,500</b>
<b>Average Daily Circulation (1989)</b>				<b>58,500</b>

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# Idaho—Lewiston

## KLEW-TV

Ch. 3

(Associated with KIMA-TV, Yakima, WA)

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

**Studio:** 2626 17th St., Lewiston, ID 83501.

**Telephone:** 208-746-2636.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.3-kw aural. Antenna: 1260-ft. above av. terrain, 304-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"  
Longitude 117° 05' 57"

Holds CP for change to 56.2-kw max. visual. BPCT-890119KE.

**Transmitter:** 3-mi. NW of Clarkston, WA, 2.5-mi. SW of U.S. 195.

**Satellite Earth Station:** Harris, 7.1-meter; Harris, Scientific-Atlanta receivers.

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

**Ownership:** Retlaw Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** December 9, 1955.

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

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

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

**Personnel:**

FRED FICKENWORTH, station manager.  
MARLIN JACKSON, chief engineer.  
GENE HAAGENSEN, news director.  
CHRIS NARDINE, promotion director.  
JANINE DUNCAN, public service director.

**Highest One Hour Rate:** \$500.

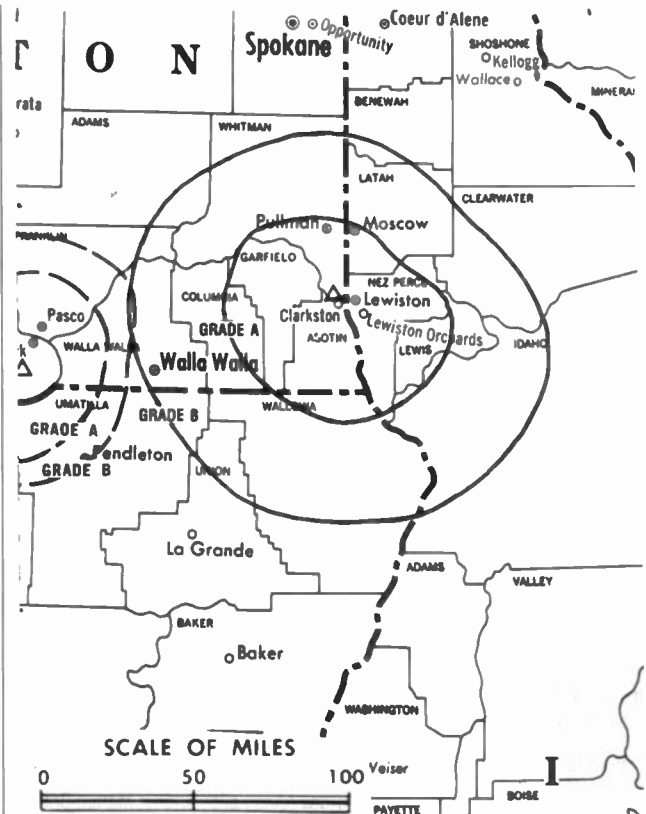
**Highest 30 Sec. Rate:** \$125.

**Rates:** Sold in combination with KIMA-TV, Yakima & KEPR-TV, Pasco, WA.

**NETWORK BASE HOURLY RATE:** Bonus to KIMA-TV, Yakima, WA.

**City of License:** Lewiston. ADI: Yakima. Rank: 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KLEW-TV BPCT-890119KE Granted 3/17/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Clearwater	3,500	3,400	97
	Latah	10,900	10,600	97
	Nez Perce	12,900	12,600	98
	<b>WASHINGTON</b>			
	Asotin	7,100	6,900	97
	Garfield	1,000	900	90
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Idaho	5,400	5,200	96
	Lewis	1,400	1,400	100
	<b>WASHINGTON</b>			
	Whitman	15,300	14,700	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Columbia	1,600	1,500	94
<b>Station Totals</b>		<b>59,100</b>	<b>57,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>35,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>17,600</b>	

# Idaho—Nampa-Boise-Caldwell

**KIVI**

Ch. 6

Network Service: ABC.

Licensee: Sawtooth Communications Inc., 1866 E. Chisholm Dr., Nampa, ID 83687.

Studio: 1866 E. Chisholm Dr., Nampa, ID 83687.

Telephone: 208-467-3301. Fax: 208-336-0500.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 2660-ft. above av. terrain, 210-ft. above ground, 7230-ft. above sea level.

Latitude 43° 45' 20"  
Longitude 116° 05' 55"

Transmitter: Deer Point, Shaffer Butte.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 7-meter C-band; Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; M/A-Com, 3-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP, UPI, WSI.

Ownership: Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

Began Operation: February 1, 1974. Sale to present owner by Futura Corp. approved by FCC Aug. 25, 1981.

Represented (sales): Seitel Inc.; Tacher Co. (Pacific Northwest).

Represented (legal): Dow, Lohnes & Albertson.

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

**Personnel:**

LARRY CHASE, president & general manager.  
KEN RITCHIE, general sales manager.  
SUSU MAHOOD, local sales manager.  
MELISSA LARSON, national sales assistant.  
ANDY SUK, chief engineer.  
DON JENSEN, production manager.  
CHRIS HUSTON, news director.  
KRAIG SPILLE, promotion director.  
CHRIS SALLEE, business manager.  
LONI HANKA, community relations.

Highest One Hour Rate: \$2000.

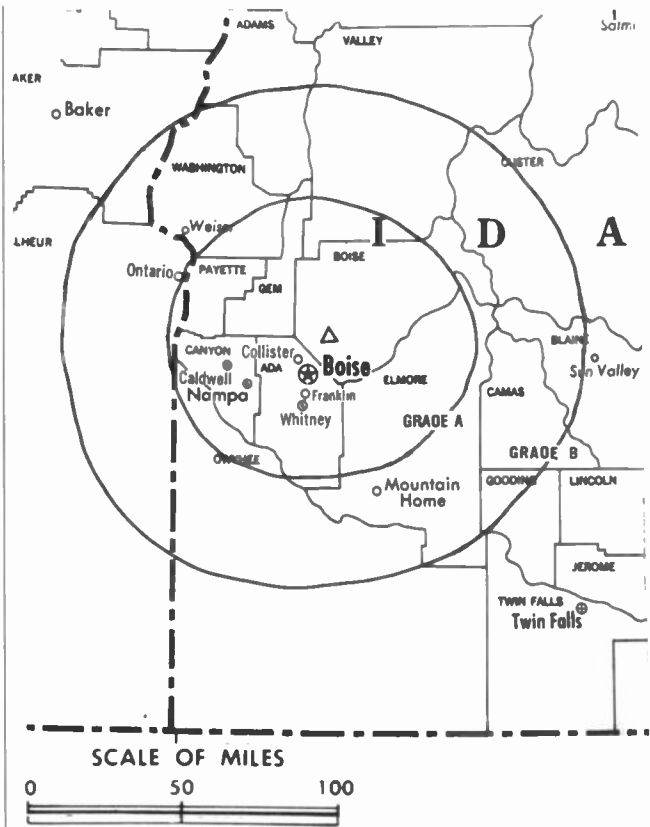
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$400.

City of License: Nampa. ADI: Boise. Rank: 137.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	77,800	76,500	98
	Adams	1,200	1,200	100
	Blaine	5,600	5,400	96
	Boise	1,600	1,600	100
	Camas	300	300	100
	Canyon	31,300	30,600	98
	Elmore	7,000	6,900	99



KIVI BMPCT-7448 Granted 8/2/73

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gem	4,400	4,300	98
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Twin Falls	19,900	19,600	98
	Valley	2,400	2,300	96
	Washington	3,100	3,000	97
Between 25-49%	OREGON			
	Grant	3,300	2,900	88
	Malheur	10,000	9,600	96
Between 5-24%	IDAHO			
	Gooding	4,500	4,400	98
	Jerome	5,600	5,500	98
Station Totals	Lincoln	1,200	1,200	100
	IDAHO			
	Custer	2,100	2,000	95
	NEVADA			
	Humboldt	4,400	4,300	97
NET WEEKLY CIRCULATION (1989)	OREGON			
	Baker	6,100	5,800	95
Average Daily Circulation (1989)	Harney	2,900	2,700	93
	<b>Station Totals</b>	<b>203,700</b>	<b>198,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>145,300</b>
<b>Average Daily Circulation (1989)</b>				<b>75,500</b>

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# Idaho—Nampa-Boise-Caldwell

**KTRV**

Ch. 12

**Network Service:** Fox.

**Licensee:** Idaho Independent Television Inc., Box 1212, Nampa, ID 83651.

**Studio:** 679 Sixth St., North Extension, Nampa, ID 83651.

**Telephone:** 208-888-1200. TWX: 910-970-5748. Fax: 208-467-6958.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 178-kw max. & 166-kw horizontal visual, 18.2-kw horizontal aural. Antenna: 2720-ft. above av. terrain, 260-ft. above ground, 7310-ft. above sea level.

Latitude 43° 45' 18"  
Longitude 116° 05' 52"

**Transmitter:** Deer Point Peak, 10.75-mi. NNE of Boise.

**Satellite Earth Stations:** Prodelin, 4.6-meter C-band; RCA Americom, 3.1-meter Ku-band; Microwave Assoc., M/A-Com receivers.

**News Service:** AP.

**Ownership:** Blade Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 18, 1981. Sale to present owner by Peyton Bcstg. Ltd. approved by FCC April 23, 1985 (Television Digest, Vol. 25:9).

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

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

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

**Personnel:**

REX L. McARTHUR, vice president & general manager.  
JIM BARTO, treasurer & chief financial officer.  
JACK BOLTON, local sales manager.  
RON GRISHAM, national sales manager.  
DIANE FRISCH, station manager & program director.  
FRANCIS D. WILSON, chief engineer.  
BILL HATCH, news director.

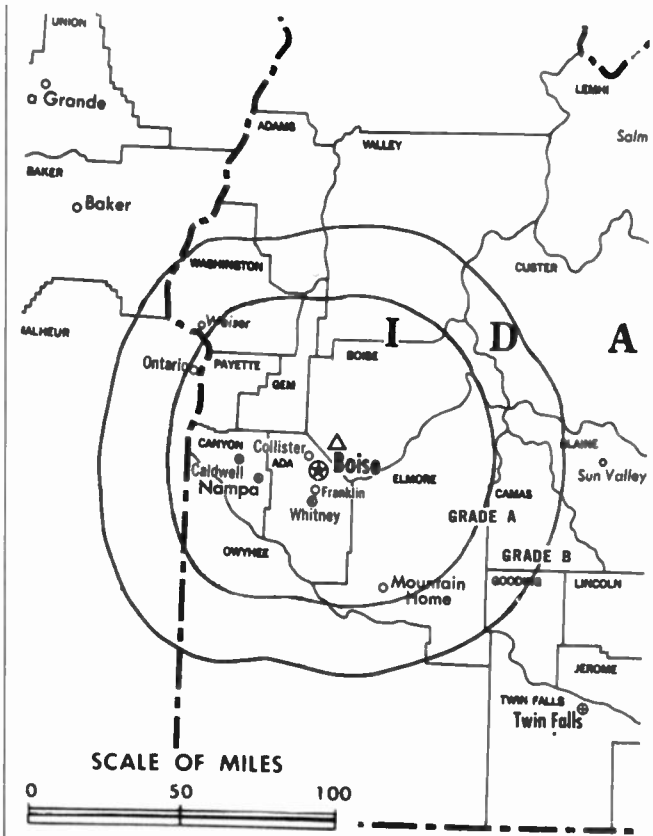
**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$450.

**City of License:** Nampa. **ADI:** Boise. **Rank:** 137.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	77,800	76,500	98
	Adams	1,200	1,200	100
	Boise	1,600	1,600	100
	Canyon	31,300	30,600	98
	Elmore	7,000	6,900	99
	Gem	4,400	4,300	98



KTRV BPCT-800310KH Granted 11/8/80

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Washington	3,100	3,000	97
	<b>OREGON</b>			
	Malheur	10,000	9,600	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Gooding	4,500	4,400	98
	Jerome	5,600	5,500	98
	Twin Falls	19,900	19,600	98
	Valley	2,400	2,300	96
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Camas	300	300	100
	Custer	2,100	2,000	95
	Lincoln	1,200	1,200	100
	<b>OREGON</b>			
	Baker	6,100	5,800	95
<b>Station Totals</b>		<b>187,500</b>	<b>183,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>119,100</b>
<b>Average Daily Circulation (1989)</b>				<b>58,500</b>

# Idaho—Pocatello-Blackfoot-Idaho Falls

**KPVI**

**Ch. 6**

(Operates satellite KKVI, Twin Falls)

**Network Service:** ABC.

**Licensee:** Ambassador Media Corp., 7600 Potomac Falls Rd., McLean, VA 22102.

**Studio:** 425 E. Center, Box 667, Pocatello, ID 83201.

**Mailing Address:** Box 667, Pocatello, ID 83204.

**Telephone:** 208-232-6666. **TWX:** 310-372-7346.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1530-ft. above av. terrain, 619-ft. above ground, 6857-ft. above sea level.

Latitude 42° 55' 14.50"  
Longitude 112° 20' 44.00"

**Transmitter:** SE 1/4 of SW 1/4 of SE 1/2 of Section 3, T6S, R35E.

**Satellite Earth Stations:** Andrew, 7.5-meter; Andrew, 4.5-meter; RCA Ku-band; AvanteK receivers.

**News Services:** AP, ABC, NIWS, Sports News Satellite.

**Ownership:** Ambassador Media Corp. William L. Armstrong, pres., 45%; Brian P. Hogan, v.p., 10%; Ellen M. Armstrong, secy.-treas., 45%. The Armstrongs have interest in KEZW(AM), Aurora, CO; KKVI, Ch. 35, Twin Falls, ID; permittee of KJVI, Ch. 2, Jackson, WY.

**Began Operation:** April 26, 1974. Sale to present owners by Futura Corp. approved by FCC Oct. 25, 1983.

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

**Represented (legal):** Hopkins, Sutter, Hamel & Park.

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

**Personnel:**

HARRY NEUHARDT, vice president & general manager.  
TONY DIVESTI, chief engineer.  
VIC ALLEN, production manager.  
DEXTER McBRIDE, promotion director.  
BARBARA HENDERSON, business manager.

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

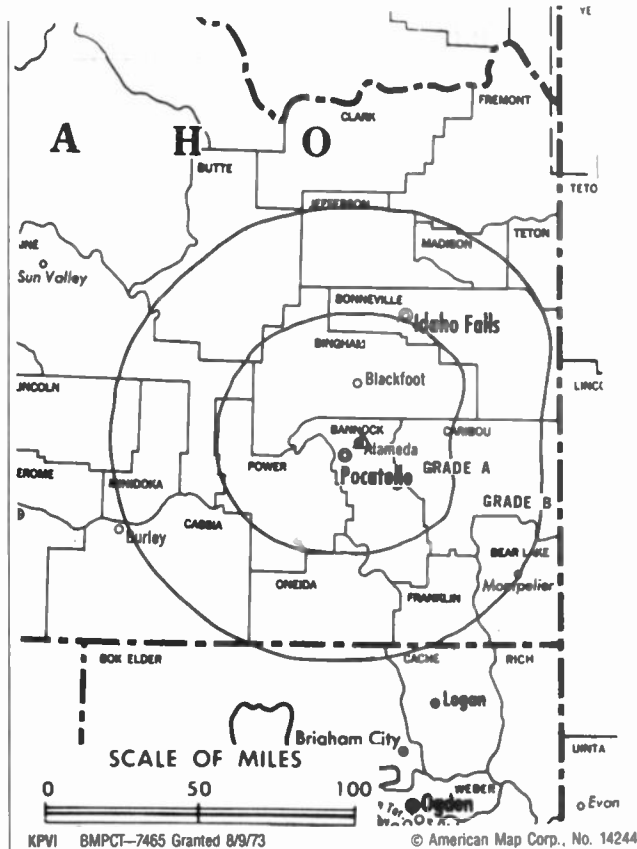
**Highest 30 Sec. Rate:** \$250.

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

**City of License:** Pocatello. **ADI:** Idaho Falls-Pocatello. **Rank:** 160.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,600	24,100	98
	Bingham	11,900	11,800	99
	Blaine	5,600	5,400	96
	Bonneville	23,700	23,400	99
	Butte	1,000	1,000	100
	Cassia	6,500	6,400	98



KPVI BMPCT-7465 Granted 8/9/73

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fremont	3,700	3,600	97
	Jefferson	5,200	5,200	100
	Madison	5,800	5,700	98
	Minidoka	6,800	6,600	97
	Power	2,700	2,600	96
	<b>WYOMING</b>			
	Lincoln	5,700	5,400	95
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Clark	300	300	100
	Custer	2,100	2,000	95
	<b>IDAHO</b>			
	Teton	1,000	1,000	100
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Caribou	3,100	3,000	97
	Gooding	4,500	4,400	98
	Jerome	5,600	5,500	98
	Lemhi	2,700	2,500	93
	Lincoln	1,200	1,200	100
	Oneida	1,100	1,100	100
	<b>WYOMING</b>			
	Teton	5,100	4,900	96
<b>Station Totals</b>		<b>132,400</b>	<b>129,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>84,200</b>
<b>Average Daily Circulation (1989)</b>				<b>44,900</b>

# Idaho—Twin Falls

**KKVI**

Ch. 35

(Satellite of KPVI, Pocatello, ID)

**Network Service:** ABC.

**Grantee:** Western Telecasting Co., 1061 Blue Lakes Blvd. N, Twin Falls, ID 83301.

**Studio:** 1061 Blue Lakes Blvd. N, Twin Falls, ID 83301.

**Telephone:** 208-733-0035.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 96-kw max. visual. Antenna: 537-ft. above av. terrain, 95-ft. above ground, 4380-ft. above sea level.

Latitude	42°	43'	42''
Longitude	114°	24'	43''

**Transmitter:** Atop Flat Top Butte, 5.2-mi. E of Jerome County, ID.

**Ownership:** William L. Armstrong III, pres., 50%; Ellen M. Armstrong, secy.-treas., 50%. The Armstrongs own 45% each of KPVI(TV) Pocatello, ID; 50% each of permittee of KJVI(TV), Jackson, WY; have interest in KEZW(AM) Aurora, CO & LPTV interests.

**Began Operation:** June 1, 1989.

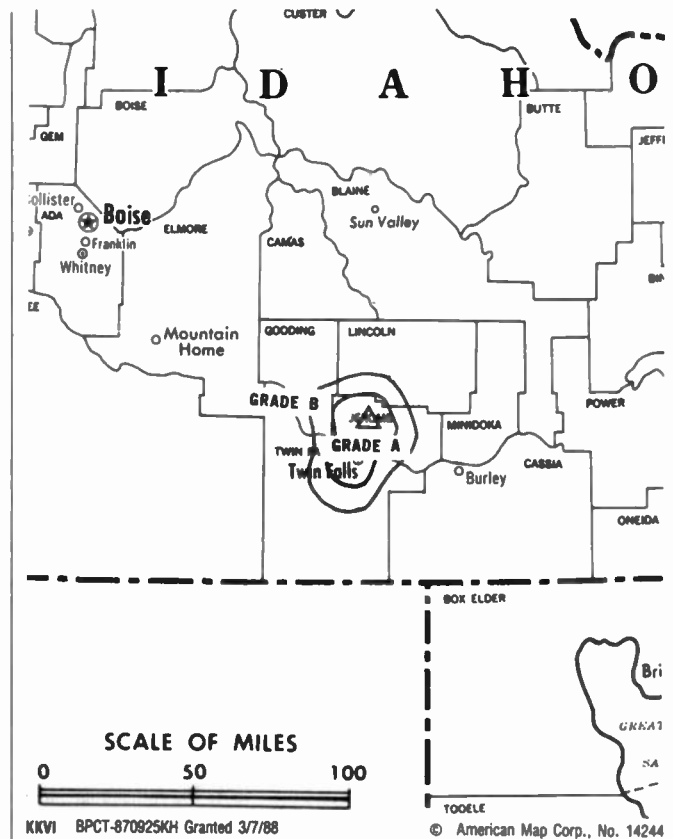
**Represented (legal):** Hopkins, Sutter, Hamel & Park.

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

**Personnel:**

DICK McMAHON, general manager & local sales manager.  
TONY DIVESTI, chief engineer.

**Arbitron Data:** Not available.



City of License: Twin Falls. ADI: Twin Falls. Rank: 202.

# Idaho—Twin Falls

**KMVT**

Ch. 11

**Network Service:** CBS.

**Licensee:** KMVT Bcstg. Inc., 1100 Blue Lakes North, Twin Falls, ID 83301.

**Studio:** 1100 Blue Lakes North, Twin Falls, ID 83301.

**Telephone:** 208-733-1100. TWX: 910-977-5716.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 3.8-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Latitude 42° 34' 52"  
Longitude 114° 27' 32"

**Transmitter:** Flat Top Butte, 11-mi. N of city.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Root Co. Chapman S. Root, 100%. Root owns WNDB(AM) & WWLV(FM), Daytona Beach; WLKF(AM) & WVFM(FM), Lakeland, FL.

**Began Operation:** May 30, 1955. Sale to present owner by Western Bcstg. Co. approved by FCC Jan. 6, 1984 (*Television Digest*, Vol. 23:44). Sale to Western (Dale Moore) by KLIX Corp. (A. L. Glasmann family) approved Dec. 16, 1970. Previous sale by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 (Vol. 11:31; 12:10).

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

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

**Personnel:**

JAMES UNDERWOOD, president.  
LEE PAUL WAGNER, general manager.  
BOB THOMAS, general sales manager.  
GEORGE BROWN, program director.  
DENNIS LOWE, chief engineer.  
DOUG MAUGHAN, news director.  
BARBARA L. KEIHLE, promotion director.

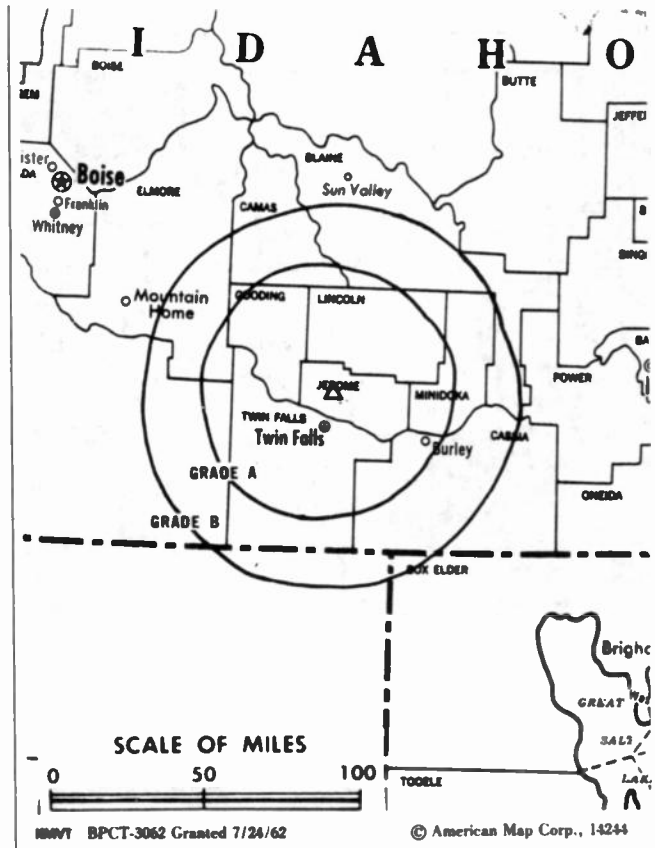
**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate:** \$500.

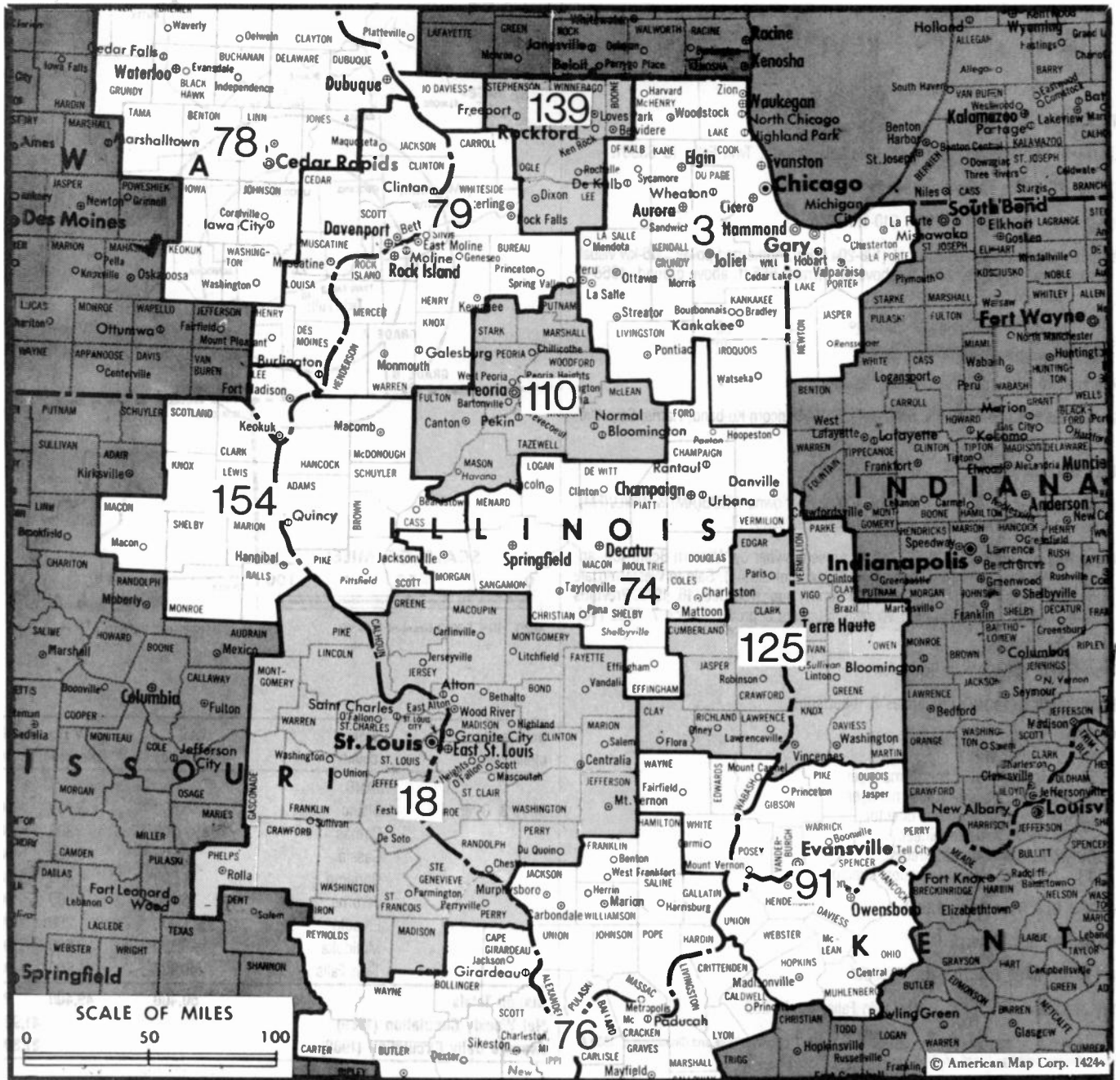
**NETWORK BASE HOURLY RATE:** \$650.

**City of License:** Twin Falls. ADI: Twin Falls. Rank: 202.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO</b>				
<b>50% &amp; Over</b>	Blaine	5,600	5,400	96
	Camas	300	300	100
	Cassia	6,500	6,400	98
	Gooding	4,500	4,400	98
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	Minidoka	6,800	6,600	97
	Twin Falls	19,900	19,600	98
<b>Station Totals</b>		<b>50,400</b>	<b>49,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>41,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>27,300</b>	



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	2,860,600	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WHKE (55), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
St. Louis, MO	1,104,700	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13)
Springfield-Decatur-Champaign, IL	331,900	74	WAND (17), WCCU (27), WCFN (49), WCIA (3), WFHL (23), WICD (15), WICS (20), WRSP-TV (55)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	326,900	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Cedar Rapids-Waterloo-Dubuque, IA	313,300	78	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWLL (7)
Davenport, IA-Rock Island-Moline, IL	306,800	79	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WQAD-TV (8)
Evansville, IN	261,600	91	WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WROZ (61), WTVW (7)
Peoria-Bloomington, IL	208,100	110	WEEK-TV (25), WHOI (19), WMBD-TV (31), WYZZ-TV (43)
Terre Haute, IN	167,900	125	WBAK-TV (38), WTHI-TV (10), WTWO (2)
Rockford, IL	154,500	139	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Quincy, IL-Hannibal, MO	121,600	154	KHOA-TV (7), WGEM-TV (10), WTJR (16)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WEHS, Aurora	.....	See Chicago, IL
WICS, Champaign	.....	See Springfield, IL
WAND & WFHL, Champaign	.....	See Decatur, IL
WGBO-TV, Chicago	.....	See Joliet, IL
WCIA, Decatur	.....	See Champaign, IL
WICS, Decatur	.....	See Springfield, IL
WIFR-TV, Freeport	.....	See Rockford, IL
KFVS-TV & KBSI, Harrisburg	.....	See Cape Girardeau, MO
WPSD-TV, Harrisburg	.....	See Paducah, KY
KLJB-TV & KWQC-TV, Moline	.....	See Davenport, IA
WHBF-TV, Moline	.....	See Rock Island, IL
WYZZ-TV, Peoria	.....	See Bloomington-Normal, IL
KHQA-TV, Quincy	.....	See Hannibal, MO
KLJB-TV & KWQC-TV, Rock Island	.....	See Davenport, IA
WQAD-TV, Rock Island	.....	See Moline, IL
WAND & WFHL, Springfield	.....	See Decatur, IL
WCIA, Springfield	.....	See Champaign, IL
WCIA, Urbana	.....	See Champaign, IL

**Illinois Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	11	24	35
Educational Television Stations	3	8	11
	14	32	46

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**— NEW AREA CODES —**

State	Before	After	Effective Date
Illinois	312	312 Chicago 708 Suburban areas	November 1989
New Jersey	201	201 Bergen, Essex, Passaic, Hudson, Sussex, Morris (portions) counties 908 Union, Warren, Hunterdon, Somers- et, Middlesex, Monmouth, Ocean (portions) counties	June 1991



# Illinois—Bloomington-Normal-Peoria

## WYZZ-TV

Ch. 43

**Network Service:** Fox.

**Licensee:** Bloomington ComCo Inc., 2714 E. Lincoln St., Bloomington, IL 61701.

**Studios:** 2714 E. Lincoln St., Bloomington, IL 61701; 6901 N. Knoxville, Suite 203, Peoria, IL 61614.

**Telephone:** 309-662-4373. **Easylink:** 62-92-0322. **Fax:** 309-663-8479.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1200-kw max. & 1070-kw horizontal visual, 200-kw horizontal aural. Antenna: 1007-ft. above av. terrain, 970-ft. above ground, 1747-ft. above sea level.

Latitude 40° 38' 45"  
Longitude 89° 10' 45"

**Transmitter:** 1-mi. NW of Congerville.

**Satellite Earth Stations:** AFC, 3-meter Ku-band; Block, 3-meter C-band; United Satellite Systems, 3-meter C-band; Triple Crown, Scientific-Atlanta, RCA receivers.

**Ownership:** Bloomington ComCo Inc. Gerald J. Robinson, pres., 90%; Mark L. Shoner, v.p., 10%. See Robinson in Group Ownership of Television Stations.

**Began Operation:** October 18, 1982. Sale to present owner approved by FCC June 14, 1985.

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

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

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

**Personnel:**

- ROD WHISENANT, general manager.
- LARRY HALCOMB, national sales manager.
- BOB BOLTON, local sales manager.
- JOHN WAMSLEY, chief engineer.
- MITCH ROBINSON, continuity, production & promotion director.

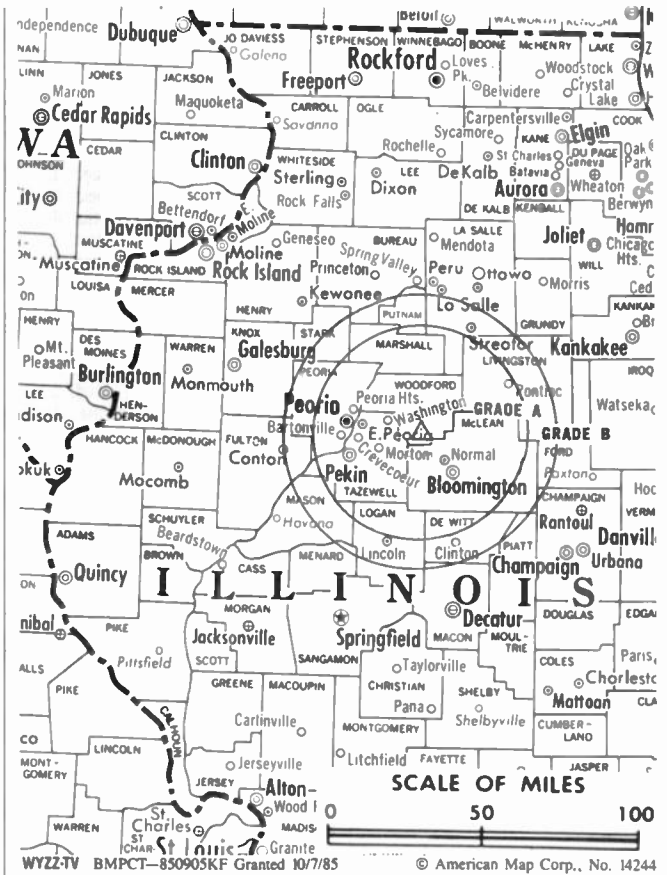
**Highest One Hour Rate:** \$2500.

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

**City of License:** Bloomington. **ADI:** Peoria-Bloomington. **Rank:** 110.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	De Witt	7,300	7,200	99
	Mc Lean	46,100	45,100	98
	Marshall	5,200	5,100	98
	Peoria	74,300	73,100	98
	Putnam	2,300	2,200	96
	Tazewell	48,400	47,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Woodford	12,000	11,700	97
<b>ILLINOIS</b>				
<b>Between 25-49%</b>	Fulton	15,500	15,200	98
	La Salle	43,100	42,200	98
	Livingston	15,000	14,600	97
	Logan	10,900	10,700	98
	Mason	7,000	6,900	99
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Bureau	14,600	14,300	98
	Cass	5,500	5,400	98
	Ford	5,800	5,700	98
	Knox	22,800	22,500	99
	Menard	4,800	4,700	98
	Stark	2,800	2,800	100
<b>Station Totals</b>		<b>343,400</b>	<b>337,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>160,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>64,200</b>	

# Illinois—Champaign

**WCIA**

Ch. 3

(Also operates satellite WCFN, Springfield, IL)

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** 509 S. Neil St., Champaign, IL 61820.

**Telephone:** 217-356-8333. TWX: 910-221-0203.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"  
Longitude 88° 26' 59"

**Transmitter:** Seymour, IL.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; ADM, 6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Scientific-Atlanta, Microdyne, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Midwest Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 14, 1953.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

- AUGUST C. MEYER JR., president.
- AUGUST C. MEYER SR., chairman of the board.
- JACK B. EVERETTE, executive vice president & treasurer.
- KAREN H. MEYER, secretary.
- GUY MAIN, executive vice president & station manager.
- RICHARD L. ADAMS, manager, informational programming.
- JERRY JOHNSON, general sales manager.
- LEN DAVIS, national sales manager.
- SHEILA HICKMAN, program director.
- DALE FLEMING, chief engineer.
- CARLA KELLY, production manager.
- DAVE SHAUL, news director.
- KAREN REIFSTECK, promotion director.

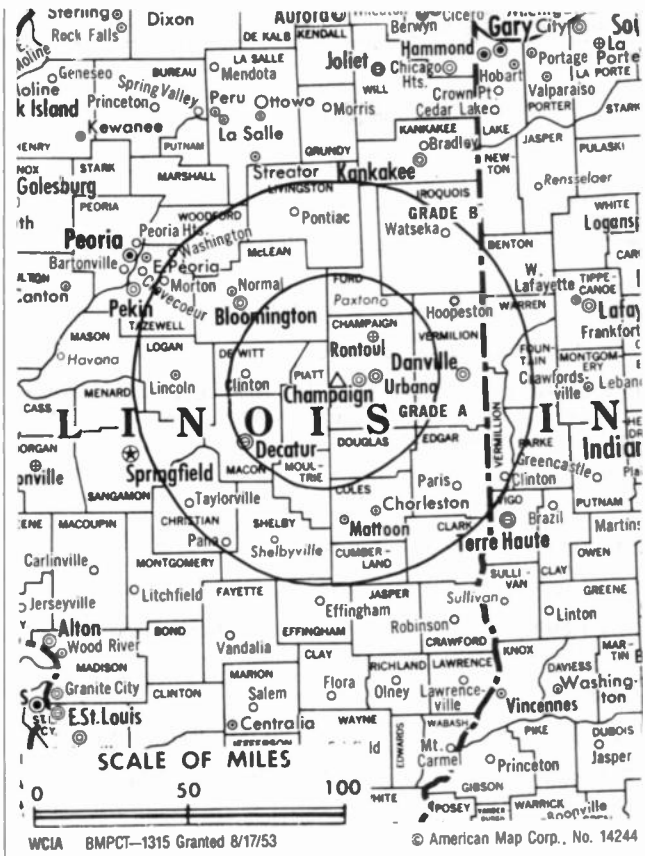
**Rates:** On request.

**Arbitron Data:** Includes coverage of WFCN, Springfield, IL.

**City of License:** Champaign. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	62,100	60,900	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	Cumberland	4,400	4,300	98
	De Witt	7,300	7,200	99
	Douglas	7,600	7,500	99
	Edgar	8,400	8,200	98
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Iroquois	12,400	12,100	98
	Mc Lean	46,100	45,100	98
	Macon	48,900	48,100	98
	Menard	4,800	4,700	98
Moultrie	5,500	5,300	96	
Piatt	6,500	6,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sangamon	74,800	73,100	98
	Shelby	9,300	9,000	97
	Vermillion	35,700	35,000	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Fayette	8,400	8,200	97
	Livingston	15,000	14,600	97
	Logan	10,900	10,700	98
	<b>INDIANA</b>			
Fountain	6,800	6,700	99	
Newton	5,200	5,100	98	
Warren	2,900	2,800	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
	Clark	6,700	6,500	97
	Crawford	8,300	8,100	98
	Kankakee	37,000	36,400	98
	La Salle	43,100	42,200	98
	Macoupin	20,000	19,600	98
	Mason	7,000	6,900	99
	Morgan	14,500	14,100	97
	Richland	7,100	6,900	97
<b>INDIANA</b>				
Benton	3,500	3,400	97	
Parke	5,900	5,800	98	
Vermillion	7,200	7,100	99	
<b>Station Totals</b>		<b>600,900</b>	<b>588,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>356,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>213,700</b>	

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# Illinois—Champaign

**WICD**

**Ch. 15**

**Network Service:** NBC.

**Licensee:** Plains Television Partnership, 645 N. Michigan Ave., Suite 530, Chicago, IL 60611.

**Studio:** 250 Country Fair Dr., Champaign, IL 61821.

**Telephone:** 217-351-8500. **Fax:** 217-351-6056.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 355-kw max. visual, 34.7-kw max. aural. Antenna: 1300-ft. above av. terrain, 1335-ft. above ground, 1995-ft. above sea level.

Latitude 40° 04' 10"  
Longitude 87° 54' 45"

**Transmitter:** 3.75-mi. N, 215° from Homer, IL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; 3-meter C-band; Harris, Regency receivers.

**News Service:** AP.

**Ownership:** Plains Television Partnership; Elmer Balaban; Harry Balaban Estate.

**Began Operation:** April 23, 1959. Changed to Ch. 15 from Ch. 33 and increased power July 25, 1967.

**Represented (sales):** Katz Television.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- JOSEPH NORRIS, station manager.
- GINGER RUSH, national sales manager.
- EDWARD MASON, sales manager.
- DAVID A. BOYER, chief engineer.
- LARRY WATERS, program operations manager.
- JACK KEEFE, news director.
- KEVIN SIUTS, business manager.

**Highest One Hour Rate:** \$1500.

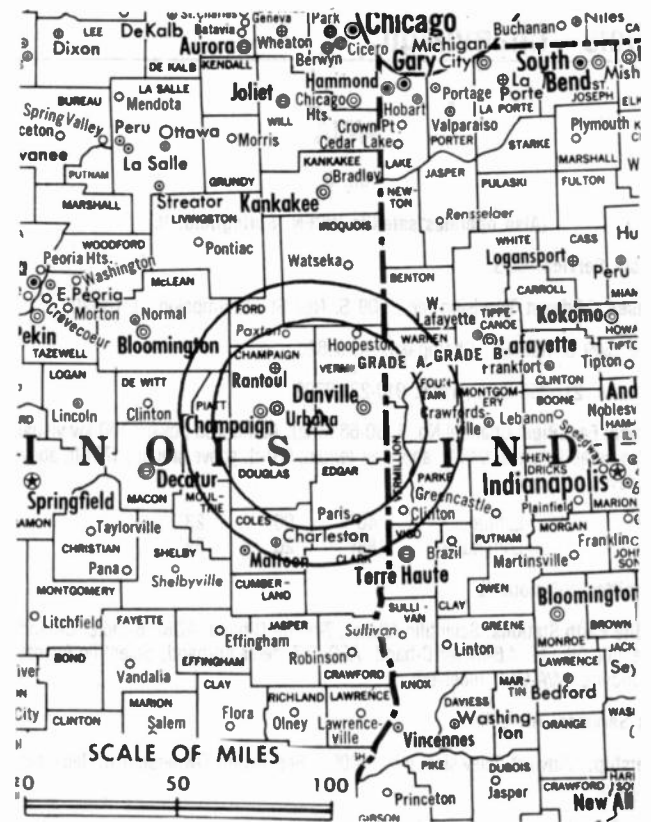
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Champaign. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	62,100	60,900	98
	Coles	19,700	19,300	98
	Douglas	7,600	7,500	99
	Ford	5,800	5,700	98
	Iroquois	12,400	12,100	98
	Piatt	6,500	6,400	98



WICD BPCT-820604KF Granted 6/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Vermilion	35,700	35,000	98
	<b>INDIANA</b>			
	Benton	3,500	3,400	97
	Warren	2,900	2,800	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cumberland	4,400	4,300	98
	Edgar	8,400	8,200	98
	Moultrie	5,500	5,300	96
	<b>INDIANA</b>			
	Fountain	6,800	6,700	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	De Witt	7,300	7,200	99
	Livingston	15,000	14,600	97
	Mc Lean	46,100	45,100	98
	<b>INDIANA</b>			
	Parke	5,900	5,800	98
	Vermillion	7,200	7,100	99
<b>Station Totals</b>		<b>269,500</b>	<b>263,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>138,500</b>
<b>Average Daily Circulation (1989)</b>				<b>78,100</b>

# Illinois—Chicago

**WBBM-TV**

Ch. 2

**Network Service:** CBS.

**Licensee:** CBS Inc., 630 N. McClurg Court, Chicago, IL 60611.

**Studio:** 630 N. McClurg Court, Chicago, IL 60611.

**Telephone:** 312-944-6000. TWX: 312-222-0698.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 35.4-kw visual, 7.08-kw aural. Antenna: 1370-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

**Transmitter:** John Hancock Bldg., 875 N. Michigan Ave.

**AM Affiliate:** WBBM, 50-kw, 780 kHz.

**FM Affiliate:** WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft.

**News Services:** AP, City Hall News, UPI.

**Ownership:** CBS Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

**Represented (sales):** CBS Television Stations National Sales.

**Personnel:**

- JOHNATHAN RODGERS, vice president & general manager.
- DAVID GITTENS, director, planning & administration.
- JOAN ZUCKER, director, press relations.
- COLLEEN DUDGEON, news director.
- SAM STALLWORTH, director, sales.
- JOHN LEE, general sales manager.
- MARK TUPPER, national sales manager.
- JOHN H. BYRNE JR., director of technical operations.
- WAYNE WEBER, director of broadcast services.
- DON JOHNSON, director, community affairs & editorial services.
- KAREN MILLER, director of broadcasting.
- MONROE ANDERSON, director of station services.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4750.

**City of License:** Chicago. ADI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,947,600	1,918,200	98
	Dekalb	25,600	25,200	98
	Dupage	271,600	269,600	99
	Grundey	12,500	12,400	99
	Kane	112,100	110,700	99
	Kankakee	37,000	36,400	98
	Kendall	14,200	14,100	99
	Lake	162,100	160,900	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99
	Will	115,000	113,700	99
	<b>INDIANA</b>			
	Jasper	9,100	8,900	98
Lake	174,700	172,500	99	
La Porte	37,500	37,100	99	
Porter	43,400	42,800	99	
<b>WISCONSIN</b>				
Kenosha	43,900	43,400	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Newton	5,200	5,100	98
	Starke	7,900	7,700	97
<b>MICHIGAN</b>	Berrien	61,600	60,600	98
	<b>ARIZONA</b>			
<b>Between 5-24%</b>	Apache South	3,800	3,400	89



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Levy	9,800	9,500	97
	<b>GEORGIA</b>			
	Towns	2,700	2,700	100
	<b>ILLINOIS</b>			
	Boone	11,000	10,800	98
	Bureau	14,600	14,300	98
	Ford	5,800	5,700	98
	Iroquois	12,400	12,100	98
	Livingston	15,000	14,600	97
Ogle	17,500	17,200	98	
<b>INDIANA</b>				
Pulaski	5,100	4,900	96	
White	9,300	9,100	98	
<b>MICHIGAN</b>				
Cass	18,300	18,000	98	
Mackinac	3,800	3,700	97	
Manistee	9,500	9,300	98	
<b>MISSOURI</b>				
Linn	6,200	6,100	98	

(Continued on page A-415)

<b>Station Totals</b>	<b>3,438,600</b>	<b>3,390,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>2,889,100</b>	
<b>Average Daily Circulation (1989)</b>		<b>1,827,900</b>	

**WBBM-TV is a market leader with**

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# Illinois—Chicago

## WCFC-TV

Ch. 38

Network Service: None, independent.

Licensee: Christian Communications of Chicagoland Inc., One N. Wacker Dr., Suite 1100, Chicago, IL 60606.

Studio: One N. Wacker Dr., Chicago, IL 60606.

Telephone: 312-977-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. & 1260-kw horizontal visual, 500-kw max. & 126-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1450-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

Transmitter: John Hancock Center.

News Service: CNN Headline News.

Ownership: Christian Communications of Chicagoland Inc. Non-profit corp. Jerry K. Rose, chmn. & pres.; Max Ephraim Jr., vice chmn. & v.p.; Cecil O. Swanson, secy.; Wilfred P. Severance, treas.

Began Operation: May 31, 1976.

Represented (legal): Fisher, Wayland, Cooper & Leader.

### Personnel:

JERRY K. ROSE, president & general manager.  
PHILIP MOWBRAY, operations director.  
DAVE OSELAND, program director.  
KEVIN SAN HAMEL, general sales manager.

Highest 30 Sec. Rate: \$140.

City of License: Chicago. ADI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Cook	1,947,600	1,918,200	98
	DeKalb	25,600	25,200	98



WCFC-TV BPCT-3439 Granted 1/2/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Kankakee	37,000	36,400	98
	Kendall	14,200	14,100	99
	Will	115,000	113,700	99
	INDIANA			
	Lake	174,700	172,500	99
	Porter	43,400	42,800	99
Station Totals		2,357,500	2,322,900	99
Net Weekly Circulation (1989)			167,300	
Average Daily Circulation (1989)			46,700	

# Illinois—Chicago

## WCIU-TV

Ch. 26

**Network Service:** Univision.

**Licensee:** Weigel Broadcasting Co., Board of Trade Bldg., 141 W. Jackson Blvd., Chicago, IL 60604.

**Studio:** 141 W. Jackson Blvc., Chicago, IL 60604.

**Telephone:** 312-663-0260. **Telex:** 270-255. **Fax:** 312-663-0585.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1555-ft. above av. terrain, 1707-ft. above ground, 2302-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Bldg., 233 S. Wacker Dr., Chicago.

**Satellite Earth Stations:** 4 in operation.

**News Services:** City Hall News, Reuters, UPI.

**Ownership:** Weigel Broadcasting Co., 100%. See Group Ownership of TV Stations.

**Began Operation:** February 6, 1964.

**Represented (sales):** Univision.

**Represented (engineering):** David Steel & Associates.

### Personnel:

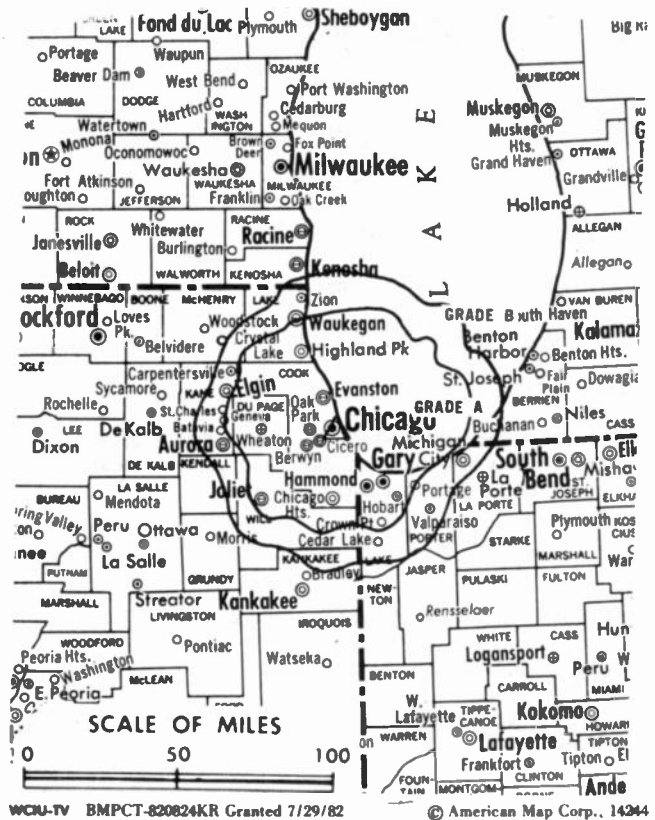
HOWARD SHAPIRO, president.  
PETER ZOMAYA, assistant general manager & sales manager.  
MARY HOUSER, film director.  
BERNARD HOELTING, chief engineer.  
BEN LARSON, news director.  
DON AQUIRRE, news director.  
ELISA ALFONSO, promotion director.  
NORMAN SHAPIRO, business & legal advisor.

**Highest 30 Sec. Rate:** \$525.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Illinois Cook	1,947,600	1,918,200	98
	Illinois DeKalb	25,600	25,200	98



WCIU-TV BMPCT-820824KR Granted 7/29/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Indiana Grundy	12,500	12,400	99
	Indiana Will	115,000	113,700	99
	Indiana Jasper	9,100	8,900	98
<b>Station Totals</b>		<b>2,109,800</b>	<b>2,078,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>188,900</b>
<b>Average Daily Circulation (1989)</b>				<b>53,100</b>

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# Illinois—Aurora-Chicago

**WEHS**

Ch. 60

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of Illinois Inc.

**Studio:** 4255 Westbrook Dr., Suite 220, Aurora, IL 60507.

**Telephone:** 312-851-5960.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1621-ft. above av. terrain, 1625-ft. above ground, 2220-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Tower, 233 S. Wacker Dr., Chicago.

**Satellite Earth Station:** 6.5-meter C-band.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 20, 1982. Sale by Newsweb Corp. (Fred Eychaner, et al.) to present owners approved by FCC Dec. 4, 1986 (Television Digest, Vol. 26:44).

**Personnel:**

- JEFF McGRATH, vice president & station manager.
- DANA BAIFUS, chief engineer.
- MONICA NETTLES GARY, program & promotion director.
- SALLY BITTNER, traffic manager.

**Rates:** On request.

**City of License:** Aurora. ADI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
Between 5-24%	Newton	5,200	5,100	98
<b>Station Totals</b>		<b>5,200</b>	<b>5,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>51,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>16,000</b>	

# Illinois—Chicago

**WFLD**

Ch. 32

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 205 N. Michigan Ave., Chicago, IL 60601.

**Studio:** 205 N. Michigan Ave., Chicago, IL 60601.

**Telephone:** 312-565-5532.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1415-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

**Transmitter:** John Hancock Bldg., 875 N. Michigan Ave., Chicago, IL 60611.

**Satellite Earth Stations:** Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Fox Television Station Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** January 4, 1966. FCC approved formation of new company combining original licensee Field Communications with Kaiser Bcstg. May 9, 1973 (*Television Digest*, Vol. 12:32, 13:18). Sale back to Field approved by FCC June 22, 1977 (Vol. 16:15; 17:26). Sale by Field to Metromedia approved by FCC Feb. 17, 1983 (Vol. 22:23, 35, 47). Sale to present owner by Metromedia approved Nov. 14, 1985.

**Represented (sales):** Petry Television Inc.

**Personnel:**

- CARY D. JONES, vice president & general manager.
- STEPHEN A. GALLEN, vice president & general sales manager.
- ROBERT SIMONE, vice president & program manager.
- MICHAEL HENRY, vice president & director of creative services.
- PAUL HERRIGAN, vice president, finance & administration.
- GREG CAPUTO, vice president & news director.
- PATRICIA SKLAR, local sales manager.
- TODD R. ROHDE, local sales manager.
- DWAIN SCHOONOVER, engineering manager.
- KEN KOLB, production manager.
- WANDA WELLS, public affairs manager.
- PHIL MATTHEWS, traffic manager.
- ED VILLAREAL, operations manager.

**Highest 30 Sec. Rate:** \$10,000.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,947,600	1,918,200	98
	Dekalb	25,600	25,200	98
	Dupage	271,600	269,600	99
	Grundy	12,500	12,400	99
	Kane	112,100	110,700	99
	Kankakee	37,000	36,400	98
	Kendall	14,200	14,100	99
	Lake	162,100	160,900	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99
	Will	115,000	113,700	99
	<b>INDIANA</b>			
	Jasper	9,100	8,900	98
	Lake	174,700	172,500	99
La Porte	37,500	37,100	99	
Newton	5,200	5,100	98	
Porter	43,400	42,800	99	



WFLD BMPCT-810925KF Granted 10/9/81

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 25-49%</b>	<b>IOWA</b>		
	Clinton	20,700	20,600 100
	<b>ILLINOIS</b>		
	Boone	11,000	10,800 98
	Livingston	15,000	14,600 97
	Whiteside	24,000	23,600 98
	<b>INDIANA</b>		
	Howard	32,300	31,800 99
	St Joseph	89,900	88,700 99
	White	9,300	9,100 98
<b>MICHIGAN</b>			
Berrien	61,600	60,600 98	
<b>WISCONSIN</b>			
Kenosha	43,900	43,400 99	
Racine	63,800	63,300 99	

<b>Between 5-24%</b>	<b>IOWA</b>		
	Des Moines	18,100	17,900 99
	<b>ILLINOIS</b>		
	Bureau	14,600	14,300 98
	Carroll	7,000	6,900 99
	Ford	5,800	5,700 98
	Iroquois	12,400	12,100 98
	Knox	22,800	22,500 99
	Lee	12,900	12,700 98
	Mc Donough	12,700	12,500 98
	Ogle	17,500	17,200 98
	Stephenson	19,400	19,100 98
	Warren	8,100	8,000 99
	<b>INDIANA</b>		
	Benton	3,500	3,400 97
Cass	14,800	14,500 98	

(Continued on page A-415)

<b>Station Totals</b>	<b>3,845,100</b>	<b>3,792,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,930,900</b>	
<b>Average Daily Circulation (1989)</b>		<b>808,500</b>	



# Illinois—Chicago

## WGN-TV

Ch. 9

Network Service: None, independent.

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago, IL 60618.

Studio: 2501 Bradley Place, Chicago, IL 60618.

Telephone: 312-528-2311. TWX: 910-221-5850. Fax: 312-528-6857.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 112-kw visual, 4.34-kw aural. Antenna: 1360-ft. above av. terrain, 1359-ft. above ground, 1952-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; RCA, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: WGN, 50-kw, 720 kHz.

News Services: AP, City Hall News, CNN, INN, UPI.

Ownership: Tribune Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: April 5, 1948.

Represented (sales): TeleRep Inc.

Represented (legal): Schnader, Harrison, Segal & Lewis.

### Personnel:

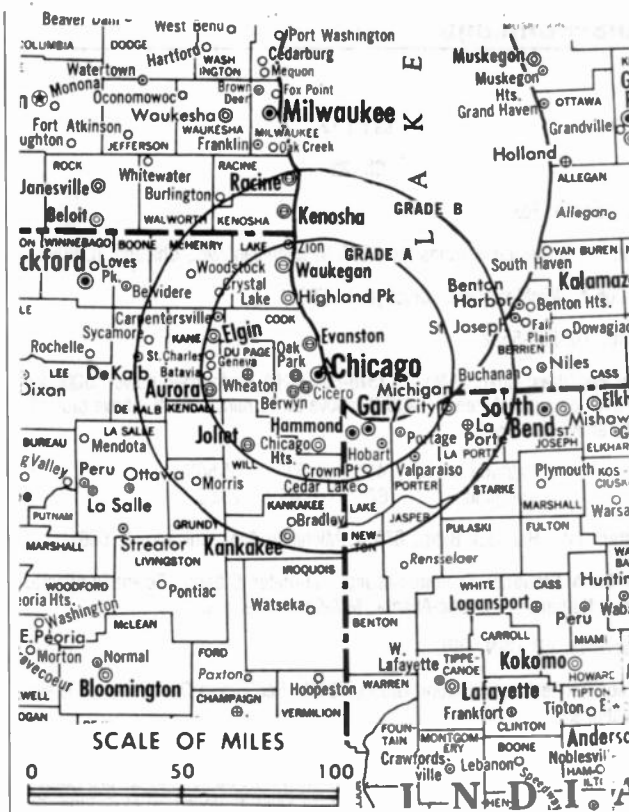
DENNIS FITZSIMONS, vice president & general manager.  
PETER WALKER, general sales manager.  
WILLIAM BRADLEY, local sales manager.  
JOHN REARDON, local sales manager.  
JOHN P. FENDLEY, sports sales manager.  
DAVID TYNAN, national sales manager.  
DOMINIC MANCUSO, regional sales manager.  
JOHN VITANOVEC, controller.  
JIM ZERWEKH, program director.  
WILLIAM J. LOTZER, production manager.  
ROBERT STRUTZEL, engineering director.  
CHARLOTTE O'BRIEN, community affairs manager.  
PAUL DAVIS, director of news.  
PAMELA PEARSON, promotion director.

Rates: On request.

City of License: Chicago. AOI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache North	12,000	10,800	90
	Graham	7,600	7,200	95
	Greenlee	3,400	3,300	97
	<b>COLORADO</b>			
	San Juan	400	400	100
	Summit	5,100	4,900	96
	<b>IOWA</b>			
	Clay	7,700	7,600	99
	Dickinson	6,300	6,200	98
<b>ILLINOIS</b>				
Cook	1,947,600	1,918,200	98	
Dekalb	25,600	25,200	98	
Dupage	271,600	269,600	99	
Ford	5,800	5,700	98	
Grundy	12,500	12,400	99	
Iroquois	12,400	12,100	98	
Kane	112,100	110,700	99	



WGN-TV BPC-T-4179 Granted 3/26/69

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Kankakee	37,000	36,400	98
	Kendall	14,200	14,100	99
	Lake	162,100	160,900	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99
	Will	115,000	113,700	99
	<b>INDIANA</b>			
	Jasper	9,100	8,900	98
	Lake	174,700	172,500	99
	La Porte	37,500	37,100	99
Newton	5,200	5,100	98	
Porter	43,400	42,800	99	
Pulaski	5,100	4,900	96	
Starke	7,900	7,700	97	
<b>KANSAS</b>				
Elk	1,600	1,600	100	
Geary	10,600	10,500	99	
Kearny	1,200	1,200	100	
Osborne	2,300	2,200	96	
Saline	20,100	19,900	99	
<b>KENTUCKY</b>				
Johnson	9,000	8,900	99	
Knott	6,100	5,900	98	
<b>LOUISIANA</b>				
Tensas	3,000	2,900	97	
<b>MICHIGAN</b>				
Berrien	61,600	60,600	98	
<b>MONTANA</b>				
Fallon	1,400	1,300	93	
Granite	1,100	1,100	100	

(Continued on page A-399)

Station Totals	49,828,800	49,107,800	99
Net Weekly Circulation (1989)		11,147,300	
Average Daily Circulation (1989)		4,019,300	

# Illinois—Chicago

## WLS-TV

Ch. 7

Network Service: ABC.

Licensee: Capital Cities/ABC Inc., 190 N. State St., Chicago, IL 60601.

Studio: 190 N. State St., Chicago, IL 60601.

Telephone: 312-750-7777. TWX: 312-222-9530.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 55-kw visual, 11.2-kw aural. Antenna: Circularly polarized. 1688-ft. above av. terrain, 1710-ft. above ground, 2305-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

Transmitter: Sears Bldg., 233 S. Wacker Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Andrew, 7.3-meter C-band; Avantek receivers.

AM Affiliate: WLS, 50-kw, 890 kHz.

FM Affiliate: WLS-FM, 6-kw, 94.7 MHz (No. 234), 1170-ft.

News Services: AP, City Hall News, UPI.

Ownership: Capital Cities/ABC Inc. See Group Ownership of Television Stations.

Began Operation: October 13, 1943.

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (engineering): Smith & Powstenko.

### Personnel:

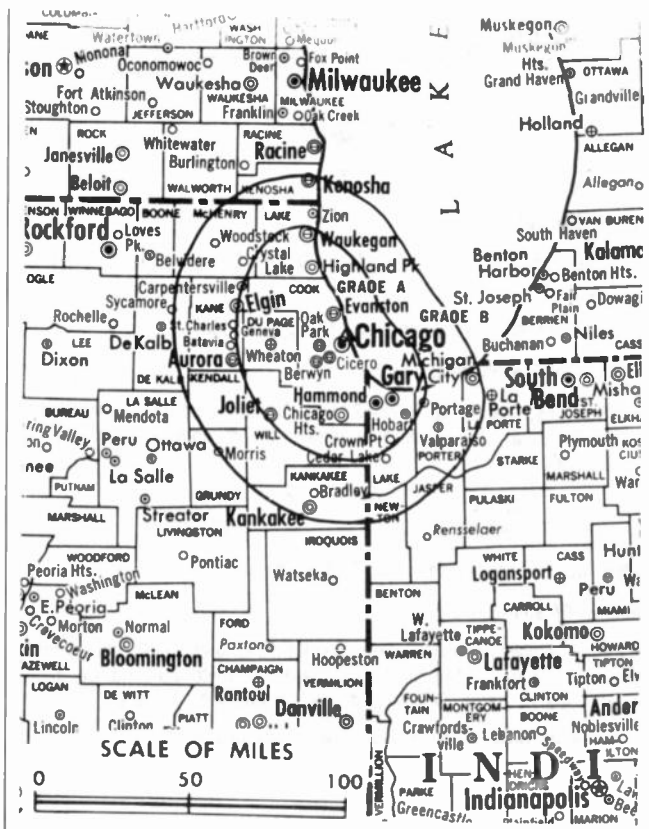
JOSEPH J. AHERN, president & general manager.  
MARK GRANT, general sales manager.  
GORDON PEPPARS, national sales manager.  
CLAR W. HEIDER, assistant to president.  
TIM BENNETT, director of programming.  
ERNST LEDEBUHR, controller.  
JEANNE FISHER, business manager.  
WILLIAM CAMPBELL, director of public affairs.  
TOM DOLAN, news director.  
PHYLLIS SCHWARTZ, assistant news director.  
SHARON MCGILL, research director.  
JOSEPH KRESNICKA, director of engineering.  
FRAN PRESTON, creative services director.  
MOWANI CARTER, senior publicist.  
KAREN DILLON, promotions director.

Highest 30 Sec. Rate: \$6500.

City of License: Chicago. ADI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,947,600	1,918,200	98
	Dekalb	25,600	25,200	98
	Dupage	271,600	269,600	99
	Grundy	12,500	12,400	99
	Kane	112,100	110,700	99
	Kankakee	37,000	36,400	98
	Kendall	14,200	14,100	99
	Lake	162,100	160,900	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99
	Will	115,000	113,700	99
	<b>INDIANA</b>			
	Jasper	9,100	8,900	98
Lake	174,700	172,500	99	
La Porte	37,500	37,100	99	



WLS-TV BNPCT-811124KR Granted 3/25/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Newton	5,200	5,100	98
	Porter	43,400	42,800	99
	Pulaski	5,100	4,900	96
	Starke	7,900	7,700	97
	<b>WISCONSIN</b>			
	Kenosha	43,900	43,400	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Iroquois	12,400	12,100	98
	Livingston	15,000	14,600	97
	<b>INDIANA</b>			
	White	9,300	9,100	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Berrien	61,600	60,600	98
	<b>WISCONSIN</b>			
	Racine	63,800	63,300	99
	Walworth	27,400	27,000	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Boone	11,000	10,800	98
	Bureau	14,600	14,300	98
	Ford	5,800	5,700	98
	Lee	12,900	12,700	98
Ogle	17,500	17,200	98	

(Continued on page A-415)

<b>Station Totals</b>	<b>3,505,100</b>	<b>3,457,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>2,889,100</b>	
<b>Average Daily Circulation (1989)</b>		<b>1,827,900</b>	

**WLS-TV is a market leader with**

**JAMPRO**  
ANTENNAS, INC.

6939 Power Inn Road  
Sacramento, CA 95828  
916-383-1177  
See our ad on Page C-115

# Illinois—Chicago

## WMAQ-TV

Ch. 5

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 4, NBC Tower, 454 N. Columbus Dr., Chicago, IL 60611-5555.

Studio: NBC Tower, 454 N. Columbus Dr., Chicago, IL 60611.

Telephone: 312-836-5555. Telex: 253535.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40.1-kw visual, 8-kw aural. Antenna: 1307-ft. above av. terrain, 1317-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 3.5-meter Ku-band; Comtech, 3.5-meter Ku-band; Harris, Scientific-Atlanta, DX Antenna receivers.

SNG Truck/Mobile Dish: Transmit/receive Hubcom Ku-band.

News Services: AP, City Hall News, Nexus, UPI.

Ownership: National Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: January 7, 1949.

Represented (sales): NBC TV Spot Sales; Clem & Lowrance Inc. (Dallas, Atlanta & St. Louis).

### Personnel:

ROBERT MORSE, vice president & general manager.  
KEN HALL, director, sales.  
DAVID MAYBER, sales manager.  
LISA CHURCHVILLE, sales manager.  
DAVID M. YEARWOOD JR., director, finance & administration.  
DAVID FINNEY, program director.  
JAMES POWELL, director, broadcast operations & engineering.  
RICHARD REINGOLD, news director.  
DELORIS M. E. BAIN, manager, community affairs.  
NICK ARONSON, director, communications.  
JAMES CORBOY, manager, advertising & promotion.  
DIANA BORRI, director, program operations.  
WILLIAM FALLON, director, employe relations.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4800.

City of License: Chicago. ADI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,947,600	1,918,200	98
	Dekalb	25,600	25,200	98
	Dupage	271,600	269,600	99
	Grundy	12,500	12,400	99
	Kane	112,100	110,700	99
	Kankakee	37,000	36,400	98
	Kendall	14,200	14,100	99
	Lake	162,100	160,900	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99



WMAQ-TV BPC1-4223 Granted 5/14/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Will	115,000	113,700	99
	<b>INDIANA</b>			
	Jasper	9,100	8,900	98
	Lake	174,700	172,500	99
	La Porte	37,500	37,100	99
	Newton	5,200	5,100	98
	Porter	43,400	42,800	99
	<b>WISCONSIN</b>			
	Kenosha	43,900	43,400	99
	<b>Between 25-49%</b>	<b>ILLINOIS</b>		
Iroquois		12,400	12,100	98
Livingston		15,000	14,600	97
<b>INDIANA</b>				
Starke		7,900	7,700	97
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Berrien	61,600	60,600	98
	<b>ILLINOIS</b>			
Boone	11,000	10,800	98	
Bureau	14,600	14,300	98	
Ford	5,800	5,700	98	
Ogle	17,500	17,200	98	
<b>Station Totals</b>	<b>INDIANA</b>			
	Pulaski	5,100	4,900	96
	White	9,300	9,100	98
	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
<b>WISCONSIN</b>	Racine	63,800	63,300	99
	Walworth	27,400	27,000	99
<b>Station Totals</b>		<b>3,383,400</b>	<b>3,337,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>2,767,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,571,100</b>	

# Illinois—Chicago-Gary, Indiana

## WPWR-TV

Ch. 50

Network Service: None, independent.

Licensee: Channel 50 TV Corp., 3505 N. Ashland Ave., Chicago, IL 60657.

Studio: 2151 N. Elston Ave., Chicago, IL 60614.

Telephone: 312-276-5050.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1623-ft. above av. terrain, 1627-ft. above ground, 2222-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

Transmitter: Sears Tower, 233 S. Wacker Dr., Chicago, IL.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 7.3-meter Ku & C-band; Comtech, 5-meter Ku & C-band.

News Service: CNN.

Ownership: Metrowest Corp., 90%; Great Lakes Bcstg. Inc., 10%. Metrowest Corp. Ownership: Fred Eychaner, 100%. Great Lakes Bcstg. Inc. Ownership: Earman J. Irons, pres., 5.3%; Lloyd B. Fisher, secy., 7.6%; Gilbert King Jr., treas., 0.8%; Aurelius W. Douglas, 12.8%; Franklin Gentry, 12.3%; Harry F. Douglas, 9.5%; Solomon Cameron, 7.6%; Rayfield Fisher, 7.4%; Joseph C. Knox Jr., 7.4%; Gerald D. Irons Jr., 6.4%; Thaddeus Parker, 5.8%; Ivory Brown, 5.8%; Claude Taliaferro, 5.3%; James Beard, 5.3%; Imogene Harris, 2.1%; William Brewer, 0.8%. Eychaner owns permittee of KTVJ, Ch. 14, Boulder, CO.

Began Operation: January 1, 1987.

Represented (sales): MMT Sales Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): E. Harold Munn Jr. & Associates Inc.; A. D. Ring & Associates, P.C.

### Personnel:

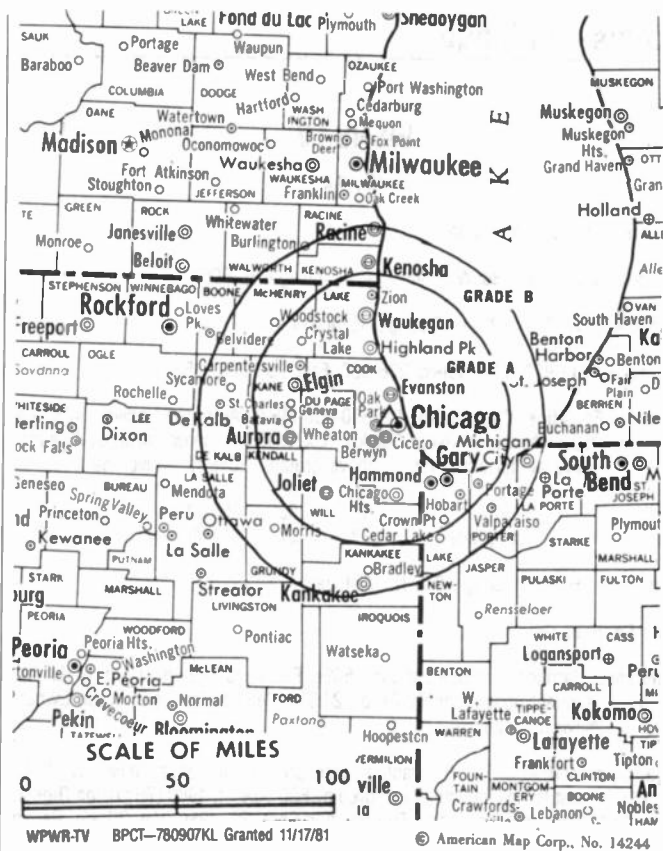
AL DEVANEY, senior vice president & general manager.  
RICHARD L. ENGBERG, vice president, sales.  
JACK DONOVAN, national sales manager.  
DAVID J. FORD, local sales manager.  
NEAL SABIN, program director.  
BOB FIELDS, production director.  
TIM WELSH, promotion director.  
CYNDI GOODPASTOR, traffic manager.  
BOB BREWER, business manager.  
KAREN SELDAL, acting public service manager.  
BOB MINOR, chief engineer.

Rates: On request.

City of License: Gary. AOI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 11/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS Cook	1,947,600	1,918,200	98
	Dupage	271,600	269,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	ILLINOIS Grundy	12,500	12,400	99	
	Kane	112,100	110,700	99	
	Kankakee	37,000	36,400	98	
	Kendall	14,200	14,100	99	
	Lake	162,100	160,900	99	
INDIANA	Will	115,000	113,700	99	
	Jasper	9,100	8,900	98	
	Lake	174,700	172,500	99	
	La Porte	37,500	37,100	99	
PORTER	Porter	43,400	42,800	99	
	ILLINOIS	Boone	11,000	10,800	98
		Dekalb	25,600	25,200	98
Iroquois		12,400	12,100	98	
La Salle		43,100	42,200	98	
Mchenry		59,100	58,700	99	
INDIANA	Newton	5,200	5,100	98	
	Pulaski	5,100	4,900	96	
	Starke	7,900	7,700	97	
WISCONSIN	Kenosha	43,900	43,400	99	
<b>Station Totals</b>		<b>3,150,100</b>	<b>3,107,400</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>1,127,600</b>		
<b>Average Daily Circulation (1989)</b>			<b>400,000</b>		

# Illinois—Chicago

## WSNS-TV

Ch. 44

**Network Service:** Telemundo.

**Licensee:** Video 44, 430 W. Grant Place, Chicago, IL 60614.

**Studio:** 430 W. Grant Place, Chicago, IL 60614.

**Telephone:** 312-929-1200. **Telex:** 206-887. **Fax:** 206-929-8153.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 4260-kw max. & 1050-kw horizontal visual, 500-kw max. & 123-kw horizontal aural. Antenna: 1420-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude	41°	53'	55.50''
Longitude	87°	37'	23.00''

**Transmitter:** Hancock Bldg., 875 N. Michigan Ave.

**News Service:** UPI.

**Ownership:** Harriscope of Chicago Inc., 50%; Essaness Theatres Corp. of Illinois, 25.5%; National Subscription TV Corp., 24.5%. See Harriscope in Group Ownership of Television Stations.

**Began Operation:** April 5, 1970. Granted subscription TV authorization Feb. 22, 1980. Sale of interest to Oak Industries approved by FCC July 11, 1980 (*Television Digest*, Vol. 20:11). Began subscription TV operation Sept. 22, 1980 (Vol. 20:36). Began Spanish language programming July 1, 1985 (Vol. 25:17).

**Represented (sales):** Telemundo.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- BURT I. HARRIS, president, Harriscope (Los Angeles).
- JOSE F. LAMAS, general manager.
- JOHN DICKINSON, director, business affairs.
- CHARLES BREEDING, director of engineering & technical services.
- DAVID CORDOVA, news director.
- ARMANDO TRIANA, general sales manager.



WSNS-TV BPCT-4681 Granted 5/28/74 © American Map Corp., 14244

WILLIAM S. HOPKINS, local sales manager.  
 MARISSA QUILES, program director.  
 BERT GAGAS, business manager.

**Highest One Hour Rate:** \$1400.

**Highest 30 Sec. Rate:** \$750.

**Arbitron Data:** Not available.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

# Illinois—Decatur

## WAND

Ch. 17

**Network Service:** ABC.

**Licensee:** WAND Television, 904 South Side Dr., Decatur, IL 62525.

**Studio:** 904 South Side Dr., Decatur, IL 62525.

**Telephone:** 217-424-2500. **TWX:** 910-243-0458. **Fax:** 217-422-8203.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 1350-kw horizontal visual, 500-kw max. & 135-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1314-ft. above ground, 2000-ft. above sea level.

Latitude 39° 57' 07"  
Longitude 88° 49' 55"

**Transmitter:** Near Argenta, IL.

**Satellite Earth Stations:** Andrew, 73-meter; Microdyne, 7-meter; Andrew, 4.5-meter; Harris, 3-meter; Microdyne receivers.

**News Services:** ABC, AP.

**Ownership:** LIN Television Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 16, 1953. Sale to present owner by Metromedia Inc. approved Dec. 22, 1965 by FCC (*Television Digest*, Vol. 5:41, 42, 52). Sale to Metromedia by George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

**Represented (sales):** Blair Television.

**Represented (legal):** Schwartz, Woods & Miller.

### Personnel:

T. J. VAUGHAN, vice president & station manager.  
LARRY KATT, vice president, sales.  
MIKE GROSS, national sales manager.  
JON LAWHEAD, local sales manager.  
JAMES SHERLOCK, news director.  
WAYNE SEMPLE, chief engineer.  
JANET BELL, traffic manager.  
MIKE MASTRULLO, promotion manager.  
DANIEL CALDWELL, business manager.

**Highest One Hour Rate:** \$2200.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$925.

**City of License:** Decatur. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	ILLINOIS			
	Champaign	62,100	60,900	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	De Witt	7,300	7,200	99
	Douglas	7,600	7,500	99
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Logan	10,900	10,700	98



WAND BPCT-780914K1 Granted 3/13/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Macon	48,900	48,100	98
	Menard	4,800	4,700	96
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Piatt	6,500	6,400	98
	Sangamon	74,800	73,100	98
	Shelby	9,300	9,000	97
Vermilion	35,700	35,000	98	
<b>Between 25-49%</b>	ILLINOIS			
	Cass	5,500	5,400	98
	Cumberland	4,400	4,300	98
	Fayette	8,400	8,200	97
	Iroquois	12,400	12,100	98
	Mc Lean	46,100	45,100	98
Montgomery	12,400	12,100	98	
<b>Between 5-24%</b>	ILLINOIS			
	Clark	6,700	6,500	97
	Edgar	8,400	8,200	98
	Macoupin	20,000	19,600	98
	Mason	7,000	6,900	99
INDIANA				
Benton	3,500	3,400	97	
Warren	2,900	2,800	97	
<b>Station Totals</b>		<b>480,000</b>	<b>469,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>308,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>160,200</b>	

# Illinois—Decatur

**WFHL**

**Ch. 23**

**Network Service:** None, independent.

**Licensee:** Decatur Foursquare Bcstg. Inc., 2510 Parkway Court, Decatur, IL 62526.

**Studio:** 2510 Parkway Court, Decatur, IL 62526.

**Telephone:** 217-428-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1950-kw visual, 195-kw aural. Antenna: 1030-ft. above av. terrain, 1046-ft. above ground, 1736-ft. above sea level.

Latitude 39° 27' 03"  
Longitude 88° 52' 05"

**Transmitter:** Near Hwy. 48, Oreana.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter C-band; RCA, 3.2-meter Ku-band; Scientific-Atlanta, 3.2-meter C-band; 3-meter C-band; M/A-Corn, Scientific-Atlanta receivers.

**Ownership:** Decatur Foursquare Bcstg. Inc. Non-stock corp. Timothy J. Peterson, pres.; A. Ray Jones, v.p.; Harold Cleveland, secy.; Betty Crackel, treas. Decatur Foursquare Bcstg. Inc. ownership: International Church of the Foursquare Gospel. ICFG is licensee of KHIS-AM-FM, Bakersfield & KFSG(FM), Los Angeles, CA.

**Began Operation:** May 13, 1984.

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

**Represented (engineering):** D. C. Williams & Associates Inc.

**Personnel:**

MARK DREIADT, general manager.  
RITA GRAY, local sales manager.  
GREG DANAHA, chief engineer.  
BOB WILCOTT, promotion director.  
MINYONNE RHOADES, traffic manager.

**Highest One Hour Rate:** \$747.

**Highest 30 Sec. Rate:** \$25.

**City of License:** Decatur. ADI: Springfield-Decatur-Champaign. Rank: 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WFHL BMPCT-841214KF Granted 2/28/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	De Witt	7,300	7,200	99
	Douglas	7,600	7,500	99
	Logan	10,900	10,700	98
	Macon	48,900	48,100	98
	Menard	4,800	4,700	98
PIATT	6,500	6,400	98	
<b>Station Totals</b>		<b>86,000</b>	<b>84,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>13,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>4,300</b>	

# Illinois—Harrisburg

## WSIL-TV

Ch. 3

(Operates satellite KPOB-TV, Poplar Bluff, MO)

Network Service: ABC.

Licensee: WSIL-TV Inc., 21 Country Aire Rd., Carterville, IL 62918.

Studio: 21 Country Aire Rd., Carterville, IL 62918.

Telephone: 618-985-2333.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 994-ft. above av. terrain, 1000-ft. above ground, 1600-ft. above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

Transmitter: 2-mi. W of Creal Springs.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

Ownership: Mel Wheeler Inc., 100%. See Group Ownership of TV Stations.

Began Operation: December 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959. Sale to present owners by John W. Kirby, et al., approved by FCC May 12, 1983. Previous sale by O. L. Turner, et al., approved April 23, 1981 (Television Digest, Vol. 21:14).

Represented (sales): Seltel Inc.

Represented (legal): Pepper & Corazzini.

### Personnel:

MEL WHEELER, president.  
STEVE WHEELER, general manager.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$400.

Arbitron Data: Figures include satellite KPOB-TV, Poplar Bluff.

City of License: Harrisburg. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
<b>50% &amp; Over</b>	Alexander	4,800	4,600	96
	Franklin	18,000	17,500	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,000	23,300	97
	Jefferson	16,100	15,600	97
	Johnson	4,000	3,900	97
	Massac	6,300	6,100	97
	Perry	9,100	8,800	97
	Pope	1,900	1,800	95
	Pulaski	3,500	3,400	96
	Saline	12,200	11,900	97
	Union	7,700	7,500	97
	Wayne	7,600	7,300	95
Williamson	25,300	24,600	97	
<b>KENTUCKY</b>				
	Ballard	3,300	3,300	100
	Carlisle	2,000	2,000	100
	Crittenden	3,300	3,300	100
	Graves	13,200	13,100	99
	Hickman	2,000	2,000	100
	Livingston	3,700	3,700	100
	Lyon	2,400	2,400	100



WSIL-TV BPCT—840221KG Granted 7/17/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%		
<b>50% &amp; Over</b>	Mc Cracken	24,300	24,100	99		
	Marshall	10,500	10,400	99		
	<b>MISSOURI</b>					
	Butler	15,000	14,600	97		
	Cape Girardeau	22,900	22,600	99		
	Mississippi	5,400	5,300	98		
	Scott	14,800	14,600	99		
	<b>Between 25-49%</b>	<b>KENTUCKY</b>				
		Calloway	12,100	12,000	99	
		Fulton	3,200	3,200	100	
Trigg		3,600	3,600	100		
<b>MISSOURI</b>						
Bollinger	4,200	4,100	98			
New Madrid	7,800	7,600	97			
Stoddard	11,200	11,000	98			
<b>Between 5-24%</b>	<b>ARKANSAS</b>					
	Clay	7,800	7,700	99		
	<b>ILLINOIS</b>					
	Randolph	12,800	12,500	98		
	White	7,500	7,200	96		
	<b>KENTUCKY</b>					
	Caldwell	4,900	4,800	98		
	<b>MISSOURI</b>					
	Carter	2,100	2,000	95		
	Dunkin	13,200	12,900	98		
	Madison	4,700	4,600	98		
	Pemiscot	8,500	8,300	98		
	Perry	6,200	6,100	98		
	Reynolds	2,800	2,700	96		
	Ripley	5,200	4,900	94		
<b>TENNESSEE</b>						
Obion	13,200	13,100	99			
<b>Station Totals</b>		<b>403,300</b>	<b>394,600</b>	<b>98</b>		
<b>Net Weekly Circulation (1989)</b>			<b>222,800</b>			
<b>Average Daily Circulation (1989)</b>			<b>111,100</b>			



# Illinois—Joliet

## WGBO-TV

Ch. 66

**Network Service:** None, independent.

**Licensee:** Combined Broadcasting Inc., 420 N. 20th St., Philadelphia, PA 19130.

**Offices:** 875 N. Michigan Ave., Suite 3141, Chicago, IL 60611.

**Telephone:** 312-751-6666.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1308-ft. above av. terrain, 1512-ft. above ground, 2107-ft. above sea level.

Latitude 41° 53' 56"  
Longitude 87° 37' 23"

**Transmitter:** 875 N. Michigan Ave., Chicago, IL.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter C-band; Paracclipse, 3.9-meter C-band; Scientific-Atlanta, Chapparral receivers.

**News Service:** CNN Headline News.

**Ownership:** Combined Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1981. Sale to Grant Bcstg. approved by FCC Oct. 30, 1985. Transfer to current owners approved by FCC June 8, 1988.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Goldberg & Spector.

### Personnel:

STEVEN FRIEDHEIM, general manager & general sales manager.  
TIM GREENIER, local sales manager.  
LISA KRUGLOV, national sales manager.  
CHUCK JENNINGS, chief engineer.  
JEAN IKEZOE-HALEVI, news director.  
GEORGE LEH, program director.  
DARLENE CHAN, promotion manager.  
RANDY SWANSON, business manager.

**Highest One Hour Rate:** \$15,000.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Joliet. **AOI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Cook	1,947,600	1,918,200	98
	Kankakee	37,000	36,400	98
	INDIANA			
	Lake	174,700	172,500	99



WGBO-TV BMPCT—801222KG Granted 2/5/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Dekalb	25,600	25,200	98
	Dupage	271,600	269,600	99
	Grundy	12,500	12,400	99
	Iroquois	12,400	12,100	98
	Kane	112,100	110,700	99
	Kendall	14,200	14,100	99
	Lake	162,100	160,900	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99
Will	115,000	113,700	99	
	INDIANA			
Jasper	9,100	8,900	98	
La Porte	37,500	37,100	99	
Newton	5,200	5,100	98	
Porter	43,400	42,800	99	
	WISCONSIN			
Kenosha	43,900	43,400	99	
<b>Station Totals</b>		<b>3,126,100</b>	<b>3,084,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>731,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>217,200</b>	

# Illinois—La Salle

## WWTO-TV

Ch. 35

Network Service: None, independent.

Licensee: All America TV Inc., 13181 Cross Roads Pkwy. N, Suite 250, City of Industry, CA 91746.

Studio: 420 E. Stevenson Dr., Ottawa, IL 61350.

Telephone: 815-434-2700.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1371-ft. above av. terrain, 1338-ft. above ground, 1970-ft. above sea level.

Latitude 41° 16' 51"  
Longitude 88° 56' 13"

Transmitter: 3.8-mi. SW of intersection of Chicago Rd. & Hwy. 71, near Oglesby.

Satellite Earth Station: Vertex, 6.1-meter C-band; Microdyne receivers.

Ownership: All American TV Inc. See Group Ownership of Television Stations.

Began Operation: December 5, 1986.

Represented (sales): TBN Media Representatives.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith & Powstenko.

### Personnel:

DON GLADDEN, general manager.  
GLEN DINGLEY, chief engineer.

Highest One Hour Rate: \$1050.

Highest 30 Sec. Rate: \$105.

City of License: La Salle. AOI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
Between 5-24%	Woodford	12,000	11,700	97
<b>Station Totals</b>		<b>12,000</b>	<b>11,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>5,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,600</b>	

# Illinois—Marion

**WTCT**

**Ch. 27**

**Network Service:** None, independent.

**Licensee:** Tri-State Christian TV, Box 1010, Marion, IL 62959.

**Studio:** Rte. 37 North, Marion, IL 62959.

**Telephone:** 618-997-9333.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2917-kw max. visual. Antenna: 764-ft. above av. terrain, 466-ft. above ground, 1306-ft. above sea level.

Latitude 37° 33' 26"  
Longitude 89° 01' 24"

**Transmitter:** 2.2-mi. W of Goreville.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; RCA, 3.66-meter Ku-band; Scientific-Atlanta receivers.

**Ownership:** Tri-State Christian TV, non-profit, non-stock corp. See Group Ownership of Television Stations.

**Began Operation:** August 24, 1981. Sale to present owner by Dennis F. Doelitzsch approved by FCC Feb. 6, 1984.

**Represented (legal):** May & Dunne, Chartered.

**Personnel:**

GARTH W. COONCE, president & general manager.  
TIM DETERDING, chief engineer.  
THOMAS C. NOLAN, business manager.

**Rates:** On request.

**City of License:** Marion. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	ILLINOIS			
	Alexander	4,800	4,600	96
	Franklin	18,000	17,500	97
	Gallatin	3,000	2,900	97



WTCT BPCT—7807201C Granted 6/25/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Hamilton	3,900	3,700	95
	Pulaski	3,500	3,400	96
	Saline	12,200	11,900	97
	Wayne	7,600	7,300	95
	Williamson	25,300	24,600	97
	MISSOURI			
	Bollinger	4,200	4,100	98
<b>Station Totals</b>		<b>82,500</b>	<b>80,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>9,700</b>
<b>Average Daily Circulation (1989)</b>				<b>3,100</b>

# Illinois—Moline

## WQAD-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** The New York Times Co., 3003 Park 16th St., Moline, IL 61265.

**Studio:** 3003 Park 16th St., Moline, IL 61265.

**Telephone:** 309-764-8888. **Fax:** 309-764-5763.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1010-ft. above av. terrain, 1066-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"  
Longitude 90° 22' 47"

**Transmitter:** 2.8-mi. S of Orion on U.S. 150.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; AFC, 3-meter Ku-band; Comtech, 3-meter C-band; Andrew, Avantek, M/A-Com receivers.

**News Service:** AP.

**Ownership:** The New York Times Co. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1963. Sale to Des Moines Register & Tribune Co. by Moline Television Corp. approved by FCC July 13, 1977. Sale to New York Times Co. approved Oct. 3, 1985 (Television Digest, Vol. 25:5, 6, 12).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

OLIVER GILLESPIE, president & general manager.  
PEGGY VYNCKE, vice president & business manager.  
GENE SMITH, general sales manager.  
LLOYD BOLKCOM, director of programming & community affairs.  
RICK SERRE, chief engineer.  
JOHN RICHES, news director.  
JULIE KIRKPATRICK, promotion director.

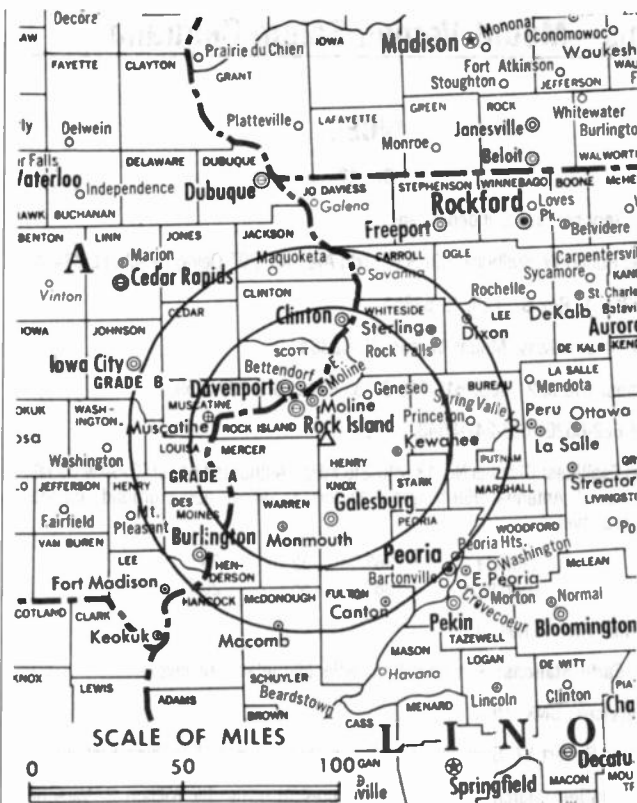
**Highest 30 Sec. Rate:** \$1700.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Moline. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 79.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	20,700	20,600	100
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
	Scott	61,800	61,300	99
	<b>ILLINOIS</b>			
	Bureau	14,600	14,300	98
	Carroll	7,000	6,900	99
	Henderson	3,500	3,400	97
	Henry	20,600	20,300	99



WQAD-TV BPCT-2440 Granted 5/16/62

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KNOX</b>			
	Knox	22,800	22,500	99
	Mc Donough	12,700	12,500	98
	Mercer	7,200	7,100	99
	Rock Island	62,300	61,700	99
	Stark	2,800	2,800	100
	Warren	8,100	8,000	99
Whiteside	24,000	23,600	98	
<b>BETWEEN 25-49%</b>	<b>IOWA</b>			
	Jackson	8,300	8,200	99
	Lee	16,500	16,300	99
<b>BETWEEN 5-24%</b>	<b>ILLINOIS</b>			
	Hancock	9,300	9,200	98
	Lee	12,900	12,700	98
	Putnam	2,300	2,200	96
<b>BETWEEN 5-24%</b>	<b>IOWA</b>			
	Johnson	33,600	33,100	98
	Washington	7,900	7,800	99
	<b>ILLINOIS</b>			
	Fulton	15,500	15,200	98
	Jo Daviess	9,100	8,800	97
La Salle	43,100	42,200	98	
Ogle	17,500	17,200	98	
<b>Station Totals</b>		<b>496,900</b>	<b>490,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>309,300</b>
<b>Average Daily Circulation (1989)</b>				<b>166,600</b>

# Illinois—Mount Vernon-Salem-Centralia

**WCEE**

**Ch. 13**

**Network Service:** None, independent.

**Licenses:** Robert W. Sudbrink, 801 S.E. Sixth Ave., No. 207, Delray Beach, FL 33444.

**Studio:** Rte. 1, Box 97, Kell, IL 62853.

**Sales:** 4110 Broadway, Mount Vernon, IL 62864.

**Telephones:** 618-822-6900; 618-242-8813. **Telex:** 910-997-0159.

**Fax:** 618-822-6526; 618-242-8643.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 989-ft. above av. terrain, 962-ft. above ground, 1527-ft. above sea level.

Latitude 38° 32' 39"  
Longitude 88° 55' 26"

**Transmitter:** Rte. 1, Kell, IL.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta receivers.

**News Services:** CNN, UPI.

**Ownership:** Robert W. Sudbrink. See Group Ownership of Television Stations.

**Began Operation:** March 13, 1983. Sale to present owner by William R. Varecha approved by FCC Oct. 30, 1985.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Arthur K. Peters Consulting Engineers.

**Personnel:**

- HAROLD J. PONTIOUS, general manager.
- KAREN SHUTE, sales manager.
- KENT HOGSHEAD, chief engineer.
- CINDY RETHMEYER, news director.
- CAROL SINCLAIR, program director.
- PAM FULLER, promotion director.
- DIANA TATE, business manager.

**Highest One Hour Rate:** \$2200.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Mount Vernon. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,900	96
	Effingham	12,300	11,800	96
	Fayette	8,400	8,200	97
	Richland	7,100	6,900	97
Wayne	7,600	7,300	95	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Clinton	12,000	11,800	98
Edwards	3,700	3,600	96	



WCEE BMPCT—840305KH Granted 4/26/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Franklin	18,000	17,500	97
	Hamilton	3,900	3,700	95
	Jackson	24,000	23,300	97
	Jasper	4,300	4,200	98
	Jefferson	16,100	15,600	97
	Marion	17,800	17,400	98
	Perry	9,100	8,800	97
	Washington	6,000	5,800	97
	Williamson	25,300	24,600	97
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Cumberland		4,400	4,300	98
Gallatin		3,000	2,900	97
Johnson		4,000	3,900	97
Lawrence		6,800	6,600	97
Macoupin		20,000	19,600	98
Montgomery		12,400	12,100	98
St Clair		96,200	94,500	98
Saline		12,200	11,900	97
Shelby		9,300	9,000	97
Wabash	5,500	5,300	96	
White	7,500	7,200	96	
<b>Station Totals</b>		<b>369,200</b>	<b>359,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>105,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>38,500</b>	

# Illinois—Peoria

## WEEK-TV

Ch. 25

**Network Service:** NBC.

**Licensee:** Granite Broadcasting Corp., 2907 Springfield Rd., East Peoria, IL 61611.

**Studio:** 2907 Springfield Rd., East Peoria, IL 61611.

**Telephone:** 309-698-2525. **TWX:** 622-2429. **Fax:** 309-698-9335.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2410-kw max. visual, 241-kw max. aural. Antenna: 680-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42.00"  
Longitude 89° 32' 51.20"

**Transmitter:** 2907 Springfield Rd.

**Satellite Earth Stations:** 3 in operation; Harris, Microdyne receivers.

**News Services:** AP, NBC, CNN, NIWS.

**Ownership:** Granite Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1953. Sale to current owners approved Aug. 26, 1988 (Television Digest, Vol. 28:22, 26). Sale to Price Communications by LDX Broadcast Inc. approved by FCC Nov. 15, 1984 (Vol. 24:36). Previous sale, including former satellite WEEQ-TV, La Salle, by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (Vol. 6:29).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Lohnes & Culver.

### Personnel:

DENNIS UPAH, vice president & general manager.  
GWEN DAILY, local sales manager.  
CHRISTOPHER DIERKER, national sales manager.  
PHIL SUPPLE, news director.  
KEN TOFANELLI, chief engineer.  
AMY J. PAGE, promotion director.  
DONALD STEWART, business manager.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Peoria. **AOI:** Peoria-Bloomington. **Rank:** 110.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	ILLINOIS			
	Fulton	15,500	15,200	98
	Knox	22,800	22,500	99
	Livingston	15,000	14,600	97
	Logan	10,900	10,700	98



WEEK-TV BPCT-5060 Granted 12/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Lean	46,100	45,100	98
	Marshall	5,200	5,100	98
	Mason	7,000	6,900	99
	Peoria	74,300	73,100	98
	Putnam	2,300	2,200	96
	Stark	2,800	2,800	100
	Tazewell	48,400	47,700	99
	Woodford	12,000	11,700	97
<b>Between 25-49%</b>	ILLINOIS			
	Bureau	14,600	14,300	98
	La Salle	43,100	42,200	98
	Mc Donough	12,700	12,500	98
	Menard	4,800	4,700	98
	Schuyler	3,100	3,000	97
Warren	8,100	8,000	99	
<b>Between 5-24%</b>	ILLINOIS			
	Cass	5,500	5,400	98
	De Witt	7,300	7,200	99
Henry	20,600	20,300	99	
<b>Station Totals</b>		<b>382,100</b>	<b>375,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>252,300</b>
<b>Average Daily Circulation (1989)</b>				<b>148,100</b>

# Illinois—Peoria

**WHOI**

Ch. 19

Network Service: ABC.

Licensee: Adams TV of Peoria Inc., 500 N. Stewart St., Creve Coeur, IL 61611.

Studio: 500 N. Stewart St., Creve Coeur, IL 61611.

Telephone: 309-698-1919. TWX: 910-652-3955.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 637-ft. above av. terrain, 193-ft. above ground, 400-ft. above sea level.

Latitude 40° 39' 11"  
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur.

Satellite Earth Stations: Andrew, 7.2-meter C-band; Andrew, 4.6-meter C-band; Andrew, M/A-Com receivers.

News Services: ABC, AP, UPI.

Ownership: Adams Communications, 100%. See Group Ownership of Television Stations.

Began Operation: October 20, 1953. Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Television Digest, Vol. 10:13, 15, 18) Sale to Metropolitan Bcstg. (Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 (Vol. 15:43, 16:1). Sale to Mid America by Metromedia approved July 21, 1965 (Vol. 5:14). Sale to Forward Communications by Mid America Media Inc. approved March 24, 1971. (Vol. 10:13, 11:13). Sale to Wesray Corp. approved by FCC Aug. 16, 1984. FCC approved sale to Adams Communications Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

**Personnel:**

- WILLIAM L. CARSON, president & general manager.
- GLORIA TOWLES, vice president, finance, business manager.
- FRAN CAREY, vice president, local sales.
- LES SACHS, vice president, news director.
- DEVOE SLISHER, promotion coordinator.
- SCOTT BARNES, director of engineering.
- BRAD SMITH, director of operations.
- WILLIAM CARSON, program director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$800.

City of License: Peoria. ADI: Peoria-Bloomington. Rank: 110.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
	Fulton	15,500	15,200	98
	Logan	10,900	10,700	98



WHOI BPCT-860613KF Granted 7/29/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Lean	46,100	45,100	98
	Marshall	5,200	5,100	98
	Mason	7,000	6,900	99
	Peoria	74,300	73,100	98
	Putnam	2,300	2,200	96
	Schuyler	3,100	3,000	97
	Tazewell	48,400	47,700	99
Woodford	12,000	11,700	97	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	Bureau	14,600	14,300	98
	Knox	22,800	22,500	99
	Livingston	15,000	14,600	97
	Mc Donough	12,700	12,500	98
	Menard	4,800	4,700	98
Stark	2,800	2,800	100	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	De Witt	7,300	7,200	99
	Henry	20,600	20,300	99
	La Salle	43,100	42,200	98
	Pike	7,400	7,200	97
Warren	8,100	8,000	99	
<b>Station Totals</b>		<b>391,600</b>	<b>384,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>232,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>131,100</b>	

# Illinois—Peoria

## WMBD-TV

Ch. 31

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** 3131 N. University St., Peoria, IL 61604.

**Telephone:** 309-688-3131. TWX: 910-652-3954.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 2040-kw max. & 1740-kw horizontal visual, 204-kw aural. Antenna: 640-ft. above av. terrain, 548-ft. above ground, 1288-ft. above sea level.

Latitude 40° 38' 07"  
Longitude 89° 32' 19"

**Transmitter:** Pinecrest Dr., East Peoria, IL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 7-meter C-band; 5-meter C-band; 5-meter Ku-band.

**AM Affiliate:** WMBD, 5-kw, 1470 kHz (CBS).

**FM Affiliate:** WKZW, 40-kw, 93.3 MHz (No. 227), 550-ft.

**News Services:** AP, CBS.

**Ownership:** Midwest Television Inc. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

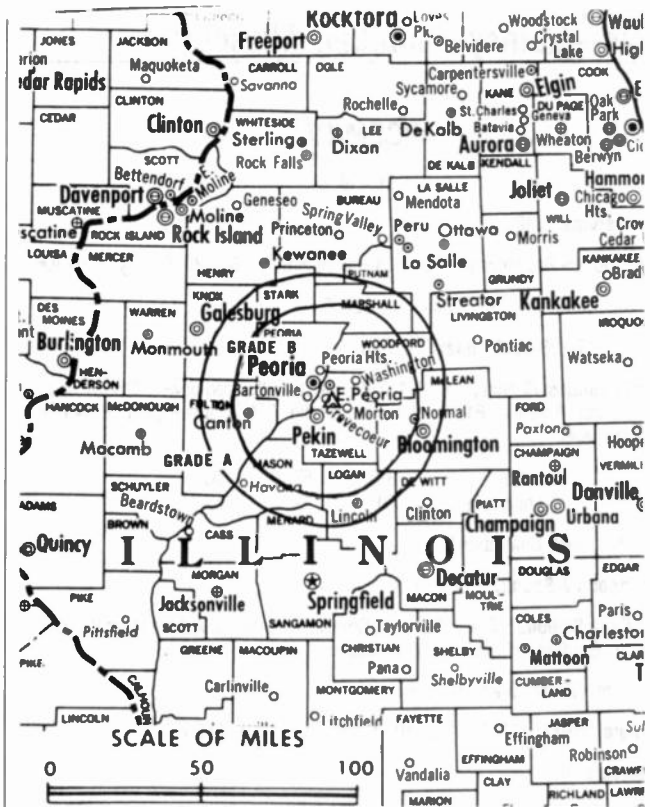
AUGUST C. MEYER JR., president.  
GUY MAIN, executive vice president.  
GENE C. ROBINSON, vice president & general manager.  
JIM DONOVAN, general sales manager.  
PAUL BAUMGARTNER, chief engineer.  
LLOYD PETERSON, program director.  
RODGER LEYSAHT, production manager.  
DUANE WALLACE, news director.  
JOHN BIRKS, promotion director.  
M. JOYCE CARLISLE-BLAHNIK, business manager.

**Rates:** On request.

**City of License:** Peoria. ADI: Peoria-Bloomington. Rank: 110.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	ILLINOIS			
	Fulton	15,500	15,200	98
	Logan	10,900	10,700	98
	Mc Lean	46,100	45,100	98
	Marshall	5,200	5,100	98



WMBD-TV BPCT-4700 Granted 5/31/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mason	7,000	6,900	99
	Menard	4,800	4,700	98
	Peoria	74,300	73,100	98
	Putnam	2,300	2,200	96
	Tazewell	48,400	47,700	99
	Woodford	12,000	11,700	97
	<b>BETWEEN 25-49%</b>	ILLINOIS		
Knox		22,800	22,500	99
La Salle		43,100	42,200	98
Livingston		15,000	14,600	97
<b>BETWEEN 5-24%</b>	ILLINOIS			
	Brown	2,100	2,000	95
	Bureau	14,600	14,300	98
	Cass	5,500	5,400	98
	De Witt	7,300	7,200	99
	Henry	20,600	20,300	99
	Mc Donough	12,700	12,500	98
Schuyler	3,100	3,000	97	
Warren	8,100	8,000	99	
<b>Station Totals</b>		<b>384,200</b>	<b>377,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>221,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>118,500</b>	



# Illinois—Quincy-Hannibal, Missouri

## WGEM-TV

Ch. 10

Network Service: NBC.

Licensee: Quincy Broadcasting Co., 513 Hampshire St., Box 80, Quincy, IL 62306.

Studio: 513 Hampshire St., Quincy, IL 62306.

Telephone: 217-228-6600. Telex: 322289.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"  
Longitude 91° 19' 54"

Transmitter: North Columbus Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 4.8-meter; Comsat Ku-band; RCA Americom Ku-band; Comtech, Gardiner, Harris, Cyclesat receivers.

AM Affiliate: WGEM, 5-kw, 1440 kHz.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft.

News Service: AP.

Ownership: Quincy Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: August 27, 1953.

Represented (sales): Blair Television.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): Lohnes & Culver.

### Personnel:

RALPH M. OAKLEY, vice president & general manager.  
J. BEN STEWART, national sales manager.  
JIM MARTENS, chief engineer.  
BRENDA WISKIRCHEN, business manager.  
RALPH BRISTOL, news director.  
JIM LAWRENCE, promotion director.

Highest One Hour Rate: \$3000.

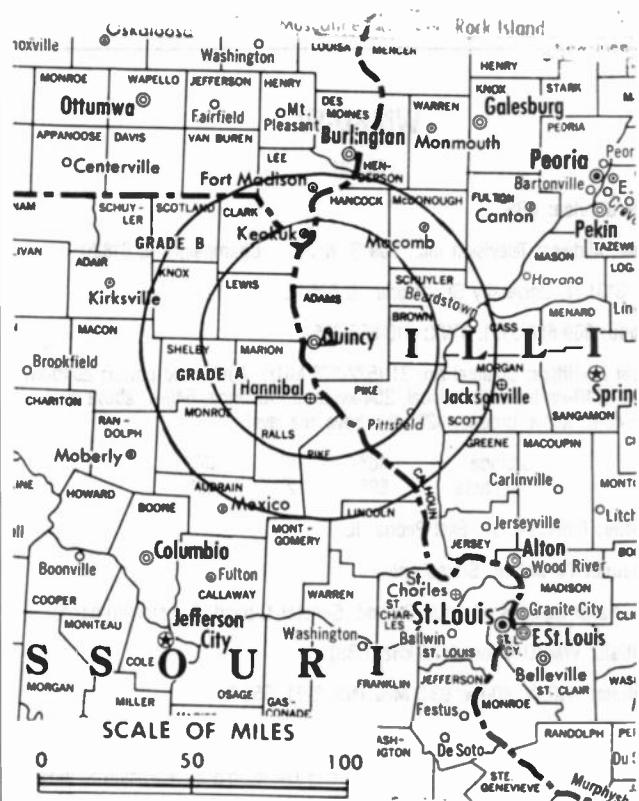
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Quincy. ADI: Quincy, IL-Hannibal, MO. Rank: 154.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Lee	16,500	16,300	99
	Van Buren	3,300	3,200	97
	<b>ILLINOIS</b>			
	Adams	26,800	26,400	99
	Brown	2,100	2,000	95
	Hancock	9,300	9,200	98
	Mc Donough	12,700	12,500	98
	Pike	7,400	7,200	97
	Schuyler	3,100	3,000	97
	Scott	2,300	2,300	100
	<b>MISSOURI</b>			
	Adair	9,200	9,100	99
	Clark	3,000	2,900	97
	Knox	2,100	2,100	100



WGEM-TV BMPCT-1254 Granted 7/24/53

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Lewis	3,900	3,800	97	
	Macon	6,400	6,300	98	
	Marion	10,700	10,600	99	
	Monroe	3,600	3,600	100	
	Pike	6,000	5,900	98	
	Ralls	3,400	3,400	100	
	Schuyler	2,000	2,000	98	
	Scotland	2,100	2,100	100	
	Shelby	3,000	3,000	100	
	<b>Between 25-49%</b>	<b>IOWA</b>			
Jefferson		6,500	6,400	98	
<b>ILLINOIS</b>					
Cass		5,500	5,400	98	
<b>MISSOURI</b>	Audrain	9,600	9,500	99	
	Sullivan	2,900	2,900	100	
	<b>Between 5-24%</b>	<b>IOWA</b>			
		Davis	3,300	3,300	100
Des Moines		18,100	17,900	99	
Henry	7,200	7,100	99		
<b>ILLINOIS</b>	Fulton	15,500	15,200	98	
	Henderson	3,500	3,400	97	
	Morgan	14,500	14,100	97	
	<b>MISSOURI</b>				
	Montgomery	4,300	4,200	98	
	Putnam	2,100	2,100	100	
Randolph	9,800	9,700	99		
<b>Station Totals</b>		<b>241,700</b>	<b>238,100</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>				<b>133,800</b>	
<b>Average Daily Circulation (1989)</b>				<b>88,300</b>	

# Illinois—Quincy

**WTJR**

Ch. 16

**Network Service:** None, independent.

**Licensee:** Believer's Bcstg. Corp., Box 3112, Quincy, IL 62305.

**Studio:** Old Cannon Ball Rd., Quincy, IL 62301.

**Mailing Address:** Box 3112, Quincy, IL 62305.

**Telephone:** 217-228-1275.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 179.2-kw max. visual, 31.5-kw max. aural. Antenna: 994-ft. above av. terrain, 880-ft. above ground, 1620-ft. above sea level.

Latitude 39° 58' 18"  
Longitude 91° 19' 42"

**Transmitter:** Columbus Rd., 2-mi. NE of Quincy.

**Satellite Earth Stations:** 3 in operation.

**Ownership:** Believer's Bcstg. Corp., Non-stock corp. Carl Geisendorfer, pres.; Mary Geisendorfer, v.p.; Harley Smith, secy.

**Began Operation:** January 1, 1986.

**Represented (legal):** Thomas L. Root, P.C.

**Represented (engineering):** John R. Powley.

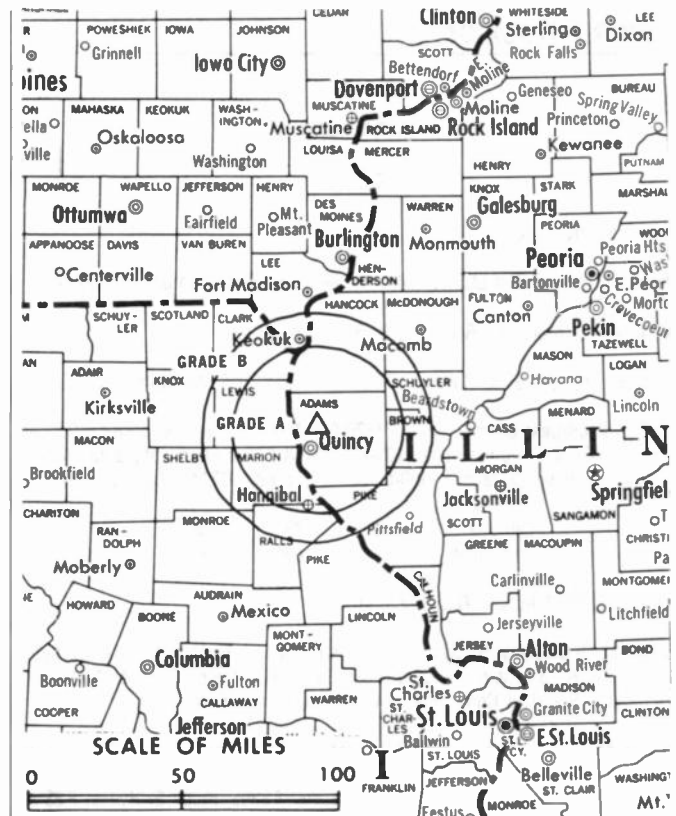
**Personnel:**

CARL GEISENDORFER, president & general manager.  
SUSAN FOSTER, local & national sales manager.  
JOSEPH CAPRONI, chief engineer.  
HENRY GEISENDORFER, news & program director.

**Rates:** On request.

**City of License:** Quincy. **ADI:** Quincy, IL-Hannibal, MO. **Rank:** 154.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WTJR BMPCT-840724KF Granted 11/2/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
Between 5-24%	Schuyler	3,100	3,000	97
<b>Station Totals</b>		<b>3,100</b>	<b>3,000</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>2,200</b>
<b>Average Daily Circulation (1989)</b>				<b>900</b>

# Illinois—Rockford

## WQRF-TV

Ch. 39

**Network Service:** Fox.

**Licensee:** Family Group Ltd. IV, 5401 W. Kennedy Blvd., Tampa, FL 33609.

**Studio:** 401 S. Main St., Rockford, IL 61101.

**Telephone:** 815-987-3950. **TWX:** 910-631-3390. **Fax:** 815-964-9974.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 1050-kw max. & 776-kw horizontal visual, 105-kw max. & 776-kw horizontal aural. Antenna: 577-ft. above av. terrain, 600-ft. above ground, 1097-ft. above sea level.

Latitude 42° 17' 26"  
Longitude 89° 09' 51"

**Transmitter:** 6528 Auburn Rd., Rockford.

**Satellite Earth Stations:** RF Systems, 10-meter C-band; Fort Worth Tower, 5-meter C-band; RCA, 3.7-meter Ku-band; DH Satellite, 3-meter C-band; M/A-Com, Microdyne, Standard Communications, Chapparral receivers.

**Ownership:** Henry A. Ash, pres., 8.33%; John A. Grant, secy-treas., 8.33%; Glenn Hooper, 8.33%; Huey Johnson, 8.33%; Jack Sahiman, 8.33%; T. Terrell Sessums, 8.33%; James P. Gillis, 8.33%; Frank Morsani, 8.33%; Ralph E. Rydell, 8.33%; Vincent Tedone, 8.33%; Carey A. Williams, 8.33%. For other interests, see Family Group Ltd. in Group Ownership of Television Stations. Sale to Petracom Inc. pends.

**Began Operation:** November 27, 1978. Sale to present owners by Orion Broadcast approved by FCC March 31, 1986 (Television Digest, Vol. 26:22). Sale to Orion by Lloyd Hearing Aid Corp. approved by FCC Dec. 20, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- ROBB GRAY JR., vice president & general manager.
- DEAN TURMAN, chief engineer.
- PAT BAUERLEIN, program manager.
- KEMP NICHOL, general sales manager.
- LARRY PHILLIP, national sales manager.
- PAUL KLICK, promotion director.
- DONNA BRANTLY, traffic manager.
- BRIAN ERICKSON, production manager.
- GAIL JOHNSON, business manager.

**Rates:** On request.

**City of License:** Rockford. **ADI:** Rockford. **Rank:** 139.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WQRF-TV BPCT-820827KE Granted 9/24/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	11,000	10,800	98
	Ogle	17,500	17,200	98
	Stephenson	19,400	19,100	98
	Winnebago	95,700	94,400	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Dekalb	25,600	25,200	98
	Lee	12,900	12,700	98
	<b>WISCONSIN</b>			
	Green	12,300	12,100	98
	Rock	51,800	51,200	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Carroll	7,000	6,900	99
	Jo Daviess	9,100	8,800	97
	<b>WISCONSIN</b>			
	Lafayette	6,200	6,100	98
	Walworth	27,400	27,000	99
<b>Station Totals</b>		<b>295,900</b>	<b>291,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>131,600</b>
<b>Average Daily Circulation (1989)</b>				<b>45,800</b>

# Illinois—Rockford

## WREX-TV

Ch. 13

Network Service: ABC.

Licensee: WREX Associates, 7 W. 51st St., New York, NY 10019.

Studio: W. Auburn & Winnebago Rds., Rockford, IL 61105.

Mailing Address: Box 530, Rockford, IL 61105.

Telephone: 815-968-1813. TWX: 310-372-9465.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 7'-0-ft. above av. terrain, 652-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"  
Longitude 89° 14' 24"

Transmitter: W. Auburn & Winnebago Roads.

Satellite Earth Stations: ADM, 6.1-meter; Drake receivers.

News Service: AP.

Ownership: ML Media Partners Ltd. Partnership, gen. partner, 99.99%; Media Management Partners, gen. partner, 0.001%. See Group Ownership of Television Stations.

Began Operation: September 18, 1953. Sale to present owners by Gilmore Bcstg. approved by FCC July 9, 1987 (Vol. 27:26). Sale to Heritage Bcstg. by Gilmore Bcstg. Corp. approved by FCC July 17, 1985 but was not consummated (Television Digest, Vol. 25:24). Sale by Gannett Co. Inc. to Gilmore approved by FCC Aug. 29, 1969 (Vol. 9:35). Previous sale by Greater Rockford Television Inc. approved June 26, 1963.

Represented (sales): Petry Television.

Represented (legal): Wiley, Rein & Fielding.

### Personnel:

RAY CHUMLEY, general manager.  
JEANNE FOSTER, program director.  
GENE HINES, promotion director.  
DICK HARBISON, director of sales.  
GERRY MEINDERS, chief engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$750.

City of License: Rockford. ADI: Rockford. Rank: 139.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS Boone	11,000	10,800	98
	Lee	12,900	12,700	98
	Ogle	17,500	17,200	98



WREX-TV BPC-3263 Granted 1/3/64

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Stephenson	19,400	19,100	98	
	Winnebago	95,700	94,400	99	
	WISCONSIN Green	12,300	12,100	98	
	Rock	51,800	51,200	99	
Between 25-49%	ILLINOIS Carroll	7,000	6,900	99	
	Jo Daviess	9,100	8,800	97	
Between 5-24%	IOWA Jackson	8,300	8,200	99	
	ILLINOIS DeKalb	25,600	25,200	98	
	La Salle	43,100	42,200	98	
	Mchenry	59,100	58,700	99	
	Whiteside	24,000	23,600	98	
	WISCONSIN Iowa	7,600	7,400	97	
	Lafayette	6,200	6,100	98	
	Walworth	27,400	27,000	99	
	Station Totals		438,000	431,600	99
	Net Weekly Circulation (1989)			193,600	
Average Daily Circulation (1989)			96,000		

# Illinois—Rockford

**WTVO**

Ch. 17

**Network Service:** NBC.

**Licensee:** Young Broadcasting Inc., 3 E. 54th St., New York, NY 10022.

**Studio:** Meridian Rd., Box 470, Rockford, IL 61105.

**Telephone:** 815-963-5413. **TWX:** 910-631-3445.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 1175-kw max. & 759-kw horizontal visual, 124-kw max. & 79.4-kw horizontal aural. Antenna: 674-ft. above av. terrain, 710-ft. above ground, 1501-ft. above sea level.

Latitude 42° 17' 14"  
Longitude 89° 10' 16"

**Transmitter:** Meridian Rd.

**News Service:** UPI.

**Ownership:** Young Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 3, 1953. Sale to present owner by Winnebago TV Corp. approved July 27, 1988.

**Represented (sales):** Adam Young Inc.

**Personnel:**

- HAROLD FROELICH, general manager.
- TOM D. ANDERSON, general sales manager.
- ROD LEEZER, local sales manager.
- RICHARD McDANIEL, program director.
- JOHN BAUMGARTNER, news director.
- AL PETZKE, chief engineer.

**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Rockford. **ADI:** Rockford. **Rank:** 139.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	11,000	10,800	98
	Lee	12,900	12,700	98
	Ogle	17,500	17,200	98
	Stephenson	19,400	19,100	98
	Winnebago	95,700	94,400	99



WTVO BPCT-820604KH Granted 6/30/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Carroll	7,000	6,900	99
	Dekalb	25,600	25,200	98
	<b>WISCONSIN</b>			
	Green	12,300	12,100	98
	Rock	51,800	51,200	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Jo Daviess	9,100	8,800	97
	La Salle	43,100	42,200	98
	Whiteside	24,000	23,600	98
	<b>WISCONSIN</b>			
	Lafayette	6,200	6,100	98
	Walworth	27,400	27,000	99
<b>Station Totals</b>		<b>363,000</b>	<b>357,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>194,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>114,000</b>	

# Illinois—Freeport-Rockford

## WIFR-TV

Ch. 23

**Network Service:** CBS.

**Licensee:** Benedek Broadcasting of Illinois Inc., Box 123, Rockford, IL 61105.

**Studio:** 2523 N. Meridian Rd., Rockford, IL 61103.

**Telephone:** 815-987-5300.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 676-kw max. & 562-kw horizontal visual, 101-kw max. & 85.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"  
Longitude 89° 10' 15"

**Transmitter:** 1.7-mi. W of Rockford.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; RCA, 3.6-meter; Harris, 3-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** A. Richard Benedek, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1965. Sale to present owner approved by FCC Nov. 5, 1986 (*Television Digest*, Vol. 26:39). Sale to Worrell Television by General Media Corp. approved by FCC April 11, 1977 (Vol. 16:39).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilner & Scheiner.

### Personnel:

JIM GRIMES, general manager.  
ARLES HENDERSHOTT, news director.  
KEITH BLAND, sales manager.  
BARB SCHOBINGER, program director.  
ROGER TOPPING, chief engineer.  
SCOTT DURAND, promotion director.

**Highest One Hour Rate:** \$2400.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$584.

**City of License:** Freeport. **ADI:** Rockford. **Rank:** 139.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	11,000	10,800	98
	Lee	12,900	12,700	98
	Ogle	17,500	17,200	98
	Stephenson	19,400	19,100	98
	Winnebago	95,700	94,400	99



WIFR-TV BPCT-3995 Granted 10/12/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Rock	51,800	51,200	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Dekalb	25,600	25,200	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Carroll	7,000	6,900	99
	Jo Daviess	9,100	8,800	97
	Kane	112,100	110,700	99
	Kendall	14,200	14,100	99
	La Salle	43,100	42,200	98
	Mchenry	59,100	58,700	99
	Whiteside	24,000	23,600	98
	<b>WISCONSIN</b>			
	Green	12,300	12,100	98
	Lafayette	6,200	6,100	98
	Walworth	27,400	27,000	99
<b>Station Totals</b>		<b>548,400</b>	<b>540,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>202,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>103,100</b>	

# Illinois—Rock Island

## WHBF-TV

Ch. 4

Network Service: CBS.

Licensee: Coronet Communications Co., 231 18th St., Rock Island, IL 61201.

Studio: 231 18th St., Rock Island, IL 61201.

Telephone: 309-786-5441. Fax: 309-788-4975.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"  
Longitude 90° 28' 35"

Transmitter: Middle Rd., 5-mi. E of Davenport.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Paraclipse, 4.8-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Winegard, 3-meter C-band; Cyclesat, Pinzone, Scientific-Atlanta, Standard Communications, Winegard receivers.

News Services: AP, CBS, MediaLink.

Ownership: Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: July 1, 1950. Sale to present owner by Rock Island Bcstg. Co. approved by FCC Dec. 31, 1986.

Represented (sales): MMT Sales Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): A. D. Ring & Associates, P.C.

### Personnel:

ROBERT W. HOFFMAN, vice president & general manager.  
CLYDE HELTON, general sales manager.  
DENNIS KELLEY, national sales manager.  
AL UZZELL, program manager.  
JOE CORCORAN, news director.  
COY BULLARD, chief engineer.  
JEFF LYLE, promotion director.  
JOYCE MERRITT, business manager.

Highest One Hour Rate: \$3600.

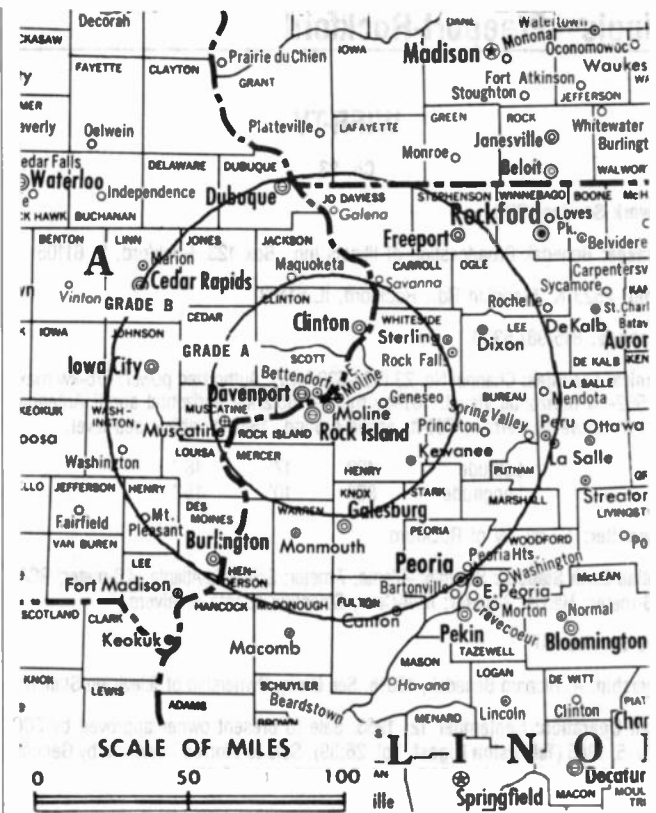
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Rock Island. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 79.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cedar	7,400	7,300	99
	Clinton	20,700	20,600	100
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Jackson	8,300	8,200	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
Scott	61,800	61,300	99	



WHBF-TV BMPCT-810415KE Granted 7/10/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bureau	14,600	14,300	98
	Carroll	7,000	6,900	99
	Henderson	3,500	3,400	97
	Henry	20,600	20,300	99
	Jo Daviess	9,100	8,800	97
	Knox	22,800	22,500	99
	Mercer	7,200	7,100	99
	Rock Island	62,300	61,700	99
	Warren	8,100	8,000	99
Whiteside	24,000	23,600	98	
Between 25-49%	IOWA			
	Jefferson	6,500	6,400	98
	Jones	7,200	7,100	99
	Lee	16,500	16,300	99
Washington	7,900	7,800	99	
ILLINOIS	Lee	12,900	12,700	98
	Stark	2,800	2,800	100
Between 5-24%	IOWA			
	Dubuque	31,200	30,800	99
	Johnson	33,600	33,100	98
ILLINOIS	Hancock	9,300	9,200	98
	Mc Donough	12,700	12,500	98
	Putnam	2,300	2,200	96
Station Totals		465,700	459,800	99
Net Weekly Circulation (1989)			308,200	
Average Daily Circulation (1989)			170,100	

# Illinois—Springfield

**WCFN**

**Ch. 49**

(Satellite of WCIA, Champaign)

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** See WCIA, Champaign.

**Telephone:** 217-525-2306.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 652-ft. above ground, 1188-ft. above sea level.

Latitude	39°	47'	27"
Longitude	89°	30'	53"

**Transmitter:** 7-mi. E of center of Springfield.

**Satellite Earth Station:** ADM, 6-meter; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Midwest Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 9, 1985.

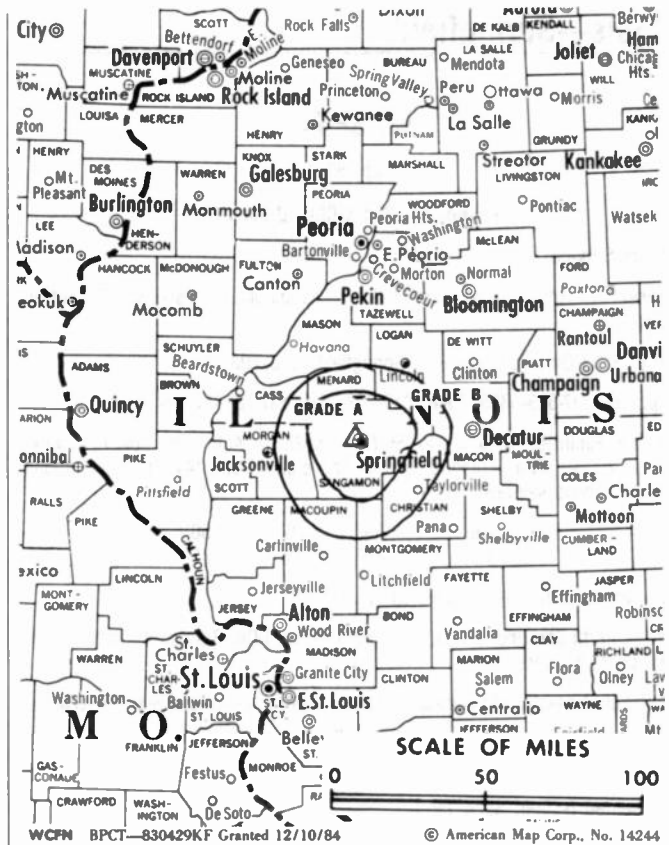
**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

GUY MAIN, executive vice president & general manager.  
 JERRY JOHNSON, general sales manager.  
 SHEILA HICKMAN, program director.  
 DAVE SHAUL, news director.  
 DALE FLEMING, chief engineer.



**Rates:** On request.

**Arbitron Data:** Included with WCIA, Champaign, IL.

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.



# Illinois—Springfield

## WRSP-TV

Ch. 55

(Operates satellite WCCU, Urbana, IL)

**Network Service:** Fox.

**Licensee:** Springfield Independent TV Co. Inc., 3003 Old Rochester Rd., Springfield, IL 62703.

**Studio:** 3003 Old Rochester Rd., Springfield, IL 62703.

**Telephone:** 217-523-8855. **TWX:** 910-242-0516. **Fax:** 217-523-4410.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 2000-kw visual, 200-kw aural. Antenna: 1442-ft. above av. terrain, 1449-ft. above ground, 2049-ft. above sea level.

Latitude 39° 47' 56"  
Longitude 89° 26' 45"

**Transmitter:** 2.6-mi. SW of Mechanicsburg.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; RCA, 3-meter Ku-band; Harris, M/A-Com receivers.

**Ownership:** Bahakel Communications Ltd. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1979. Sale to present owner by Will F. Wingerter, et al., approved by FCC March 15, 1982.

**Represented (sales):** Seitel Inc.

**Personnel:**

BILL EVANS, general manager.  
MICHAEL T. BURNS, sales manager.  
KEN MYERS, chief engineer.

**Highest One Hour Rate:** \$950.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Christian	14,300	14,000	98
	Macon	48,900	48,100	98
	Menard	4,800	4,700	98
	Morgan	14,500	14,100	97
	Piatt	6,500	6,400	98
	Sangamon	74,800	73,100	98
Schuyler	3,100	3,000	97	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	Cass	5,500	5,400	98
	De Witt	7,300	7,200	99
	Douglas	7,600	7,500	99
	Fayette	8,400	8,200	97



WRSP-TV BPFCT—821206KE Granted 10/7/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Fulton	15,500	15,200	98
	Logan	10,900	10,700	98
	Mason	7,000	6,900	99
	Montgomery	12,400	12,100	98
	Moultrie	5,500	5,300	96
Shelby	9,300	9,000	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Champaign	62,100	60,900	98
	Coles	19,700	19,300	98
	Cumberland	4,400	4,300	98
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Greene	6,200	6,100	98
	Jersey	7,300	7,100	97
	Mc Lean	46,100	45,100	98
	Macoupin	20,000	19,600	98
Scott	2,300	2,300	100	
<b>Station Totals</b>		<b>444,600</b>	<b>435,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>154,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>58,700</b>	

# Illinois—Springfield

**WICS**

**Ch. 20**

**Network Service:** NBC.

**Licensee:** Guy Gannett Publishing Co., Northport Plaza, Portland, ME 04104.

**Studio:** 2680 East Cook St., Springfield, IL 62703.

**Telephone:** 217-753-5620. **TWX:** 910-242-0551.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1510-kw max. & 676-kw horizontal visual, 151-kw max. & 67.6-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1458-ft. above ground, 2049-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

**Transmitter:** Mechanicsburg, IL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** RCA Americom, 7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Guy Gannett Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 17, 1953. Sale to present owner by WICS-TV Inc. approved by FCC Jan. 31, 1985. Previous sale by Plains TV Corp. approved April 7, 1980 (*Television Digest*, Vol. 19:16).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Lohnes & Cuver.

**Personnel:**

- JOHN V. CONNORS, general manager.
- DON SQUIRES, general sales manager.
- VIRGINIA RUSH, national sales manager.
- JERROLD MERRITT, director of engineering.
- GARY SPEARS, program operations manager.
- H. K. SPRINGER, business manager.
- DON HICKMAN, news director.
- DEMETRIOS HADJIS, director of promotion & marketing.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
	Christian	14,300	14,000	98
	De Witt	7,300	7,200	99
	Effingham	12,300	11,800	96
	Logan	10,900	10,700	98
	Macon	48,900	48,100	98
	Menard	4,800	4,700	98



WICS BPCT-4487 Granted 7/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	12,400	12,100	98
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Sangamon	74,800	73,100	98
	Shelby	9,300	9,000	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	Fayette	8,400	8,200	97
	Macoupin	20,000	19,600	98
	Mason	7,000	6,900	99
	Piatt	6,500	6,400	98
	Schuyler	3,100	3,000	97
Scott	2,300	2,300	100	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Coles	19,700	19,300	98
	Cumberland	4,400	4,300	98
	Fulton	15,500	15,200	98
	Greene	6,200	6,100	98
Jasper	4,300	4,200	98	
Mc Lean	46,100	45,100	98	
<b>Station Totals</b>		<b>372,300</b>	<b>364,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>216,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>136,800</b>	

# Illinois—Urbana

**WCCU**

Ch. 27

(Satellite of WRSP-TV, Springfield, IL)

**Network Service:** Fox.

**Licensee:** Urbana-Champaign Television Inc., 712 Killarney, Urbana, IL 61801.

**Studio:** See WRSP-TV, Springfield, IL.

**Telephone:** 217-367-8827. **Fax:** 217-367-8839.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2360-kw max. visual. Antenna: 456-ft. above av. terrain, 469-ft. above ground, 1168-ft. above sea level.

Latitude 40° 18' 42"  
Longitude 87° 54' 48"

**Transmitter:** RR 1, Penfield.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 25, 1987. Sale to present owner by Gerald Fitzgerald approved by FCC Feb. 25, 1988.

**Represented (legal):** Southmayd, Powell & Taylor.

**Personnel:**  
See WRSP-TV, Springfield.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Urbana. **AOI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Champaign	62,100	60,900	98
	Ford	5,800	5,700	98
	Vermilion	35,700	35,000	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Coles	19,700	19,300	98
	Douglas	7,600	7,500	99
	Edgar	8,400	8,200	98
	Iroquois	12,400	12,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Benton	3,500	3,400	97
	Fountain	6,800	6,700	99
	Vermillion	7,200	7,100	99
	Warren	2,900	2,800	97
<b>Station Totals</b>		<b>178,600</b>	<b>175,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>50,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>20,900</b>	

# Illinois

## WGN-TV, Chicago (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Emmons	2,000	2,000	100
	Foster	1,600	1,600	100
	<b>NEBRASKA</b>			
	Nuckolls	2,600	2,600	100
	<b>NEVADA</b>			
	Pershing	1,500	1,500	100
	<b>OKLAHOMA</b>			
	Cimarron	1,600	1,600	100
	<b>OKLAHOMA</b>			
	Greer	3,000	2,900	97
	<b>SOUTH DAKOTA</b>			
	Hughes	6,200	6,100	98
	<b>TENNESSEE</b>			
	Sequatchie	3,400	3,400	100
	<b>TEXAS</b>			
	Hardeman	2,400	2,400	100
	Hemphill	2,100	2,100	100
	Lipscomb	1,400	1,400	100
	Ochiltree	3,700	3,700	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
	Val Verde	12,700	12,300	97
<b>WISCONSIN</b>				
Kenosha	43,900	43,400	99	
<b>WYOMING</b>				
Carbon	6,900	6,600	96	
Washakie	3,500	3,400	97	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Conecuh	5,600	5,500	98
	Covington	14,500	14,300	99
	Madison	88,900	87,900	99
	Monroe	7,900	7,700	97
	Montgomery	81,400	80,600	99
	Morgan	37,700	37,300	99
	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Baxter	13,800	13,500	98
	Boone	11,600	11,400	98
	Bradley	5,200	5,100	98
	Craighead	24,200	23,900	99
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Garland	32,300	31,800	98
	Independence	12,100	11,900	98
	Jackson	7,700	7,600	99
	Johnson	7,200	7,000	97
	Lawrence	7,200	7,000	97
	Little River	5,100	5,000	98
	Pope	16,700	16,400	98
	Pulaski	135,800	134,600	99
	Sebastian	40,000	39,600	99
	Sharp	6,500	6,300	97
	<b>ARIZONA</b>			
	Apache South	3,800	3,400	89
	Cochise	36,700	35,400	96
	Gila	15,100	14,500	96
	Navajo	22,500	20,700	92
	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	Mono	4,000	3,500	88
	Siskiyou	17,500	16,300	93
	Trinity	5,600	5,200	93
	<b>COLORADO</b>			
	Bent	2,100	2,000	95
	Boulder	87,200	85,100	98
	Cheyenne	1,000	900	90
	Garfield	10,500	10,100	96
	Grand	3,800	3,600	95

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Gunnison	4,100	3,900	95
	Huerfano	2,800	2,700	96
	Jefferson	167,700	166,300	99
	Lake	2,600	2,500	96
	Las Animas	5,600	5,300	95
	Mineral	300	300	100
	Moffat	5,400	5,100	94
	Otero	8,200	8,000	98
	Rio Blanco	2,300	2,200	96
	Rio Grande	3,800	3,600	95
	Weld	51,600	50,700	98
	<b>FLORIDA</b>			
	Brevard	153,600	152,200	99
	Duval	259,500	257,500	99
	Escambia	105,400	104,600	99
	Manatee	80,400	79,700	99
	Monroe	33,600	32,800	98
	Okaloosa	55,200	54,700	99
	St Johns	30,400	30,100	99
	Sarasota	119,100	118,000	99
	<b>GEORGIA</b>			
	Camden	6,100	6,000	98
	Chattahoochee	3,400	3,400	100
	Dougherty	35,100	34,700	99
	Lanier	2,100	2,000	98
	Mc Duffie	7,600	7,500	99
	Muscogee	66,400	65,800	99
	Union	4,300	4,200	98
	<b>IOWA</b>			
	Adams	2,100	2,100	100
	Bremer	8,900	8,800	99
	Buena Vista	7,900	7,800	99
	Butler	6,400	6,300	98
	Carroll	8,300	8,200	99
	Cass	6,800	6,700	99
	Cedar	7,400	7,300	99
	Cerro Gordo	20,100	19,900	99
	Cherokee	6,000	5,900	98
	Clarke	3,500	3,500	100
Clayton	8,200	8,100	99	
Clinton	20,700	20,600	100	
Davis	3,300	3,300	100	
Des Moines	18,100	17,900	99	
Dubuque	31,200	30,800	99	
Emmet	4,900	4,800	98	
Fayette	9,200	9,100	99	
Floyd	7,200	7,100	99	
Fremont	3,700	3,700	100	
Greene	4,600	4,600	100	
Hancock	5,600	5,500	98	
Jefferson	6,500	6,400	98	
Johnson	33,600	33,100	98	
Kossuth	7,900	7,800	99	
Lee	16,500	16,300	99	
Linn	66,800	66,300	99	
Louisa	4,600	4,500	98	
Marion	11,100	11,000	99	
Marshall	16,000	15,900	99	
Muscatine	15,500	15,400	99	
Page	7,500	7,400	99	
Polk	130,400	129,400	99	
Pottawattamie	33,400	33,100	99	
Sac	5,300	5,200	98	
Scott	61,800	61,300	99	
Wapello	15,700	15,500	99	
Webster	17,000	16,800	99	
Winnebago	5,300	5,200	98	
Woodbury	38,200	37,900	99	

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Benewah	3,200	3,100	97
	Clearwater	3,500	3,400	97
	Custer	2,100	2,000	95
	Elmore	7,000	6,900	99
	Power	2,700	2,600	96
	Shoshone	6,200	6,100	98
	Teton	1,000	1,000	100
	<b>ILLINOIS</b>			
Adams	26,800	26,400	99	
Alexander	4,800	4,600	96	
Boone	11,000	10,800	98	
Bureau	14,600	14,300	98	
Carroll	7,000	6,900	99	
Cass	5,500	5,400	98	
Champaign	62,100	60,900	98	
Christian	14,300	14,000	98	
Clark	6,700	6,500	97	
Clinton	12,000	11,800	98	
Coles	19,700	19,300	98	
Crawford	8,300	8,100	98	
De Witt	7,300	7,200	99	
Douglas	7,600	7,500	99	
Edgar	8,400	8,200	98	
Effingham	12,300	11,800	96	
Hancock	9,300	9,200	98	
Henry	20,600	20,300	99	
Jackson	24,000	23,300	97	
Jefferson	16,100	15,600	97	
Jo Daviess	9,100	8,800	97	
Johnson	4,000	3,900	97	
Knox	22,800	22,500	99	
Lawrence	6,800	6,600	97	
Lee	12,900	12,700	98	
Livingston	15,000	14,600	97	
Logan	10,900	10,700	98	
Mc Donough	12,700	12,500	98	
Mc Lean	46,100	45,100	98	
Macon	48,900	48,100	98	
Marion	17,800	17,400	98	
Marshall	5,200	5,100	98	
Massac	6,300	6,100	97	
Mercer	7,200	7,100	99	
Montgomery	12,400	12,100	98	
Morgan	14,500	14,100	97	
Moultrie	5,500	5,300	96	
Ogle	17,500	17,200	98	
Peoria	74,300	73,100	98	
Piatt	6,500	6,400	98	
Pike	7,400	7,200	97	
Putnam	2,300	2,200	96	
Richland	7,100	6,900	97	
Rock Island	62,300	61,700	99	
Sangamon	74,800	73,100	98	
Shelby	9,300	9,000	97	
Stark	2,800	2,800	100	
Stephenson	19,400	19,100	98	
Tazewell	48,400	47,700	99	
Vermilion	35,700	35,000	98	
Wabash	5,500	5,300	96	
Warren	8,100	8,000	99	
White	7,500	7,200	96	
Whiteside	24,000	23,600	98	
Winnebago	95,700	94,400	99	
Woodford	12,000	11,700	97	
<b>INDIANA</b>				
Allen	108,600	107,100	99	
Bartholomew	24,400	24,000	98	

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>Benton</b>	3,500	3,400	97
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Daviess	10,500	10,200	97
	Delaware	43,700	43,100	99
	Elkhart	54,100	53,000	98
	Grant	27,700	27,200	98
	Howard	32,300	31,800	99
	Knox	15,900	15,600	98
Madison	48,800	48,200	99	
Marion	305,100	301,000	99	
Marshall	15,400	15,100	98	
Montgomery	13,300	13,100	98	
Randolph	10,800	10,600	98	
St Joseph	89,900	88,700	99	
Tippecanoe	43,200	42,200	98	
Vanderburgh	66,600	65,200	98	
Vermillion	7,200	7,100	99	
Vigo	39,900	39,200	98	
White	9,300	9,100	98	
<b>KANSAS</b>				
Allen	6,300	6,200	98	
Brown	4,800	4,700	98	
Chautauqua	2,300	2,300	100	
Cherokee	9,100	9,000	99	
Clark	1,000	1,000	100	
Clay	3,900	3,800	97	
Cloud	4,600	4,500	98	
Coffey	3,700	3,600	97	
Cowley	14,600	14,400	99	
Decatur	1,800	1,800	100	
Douglas	26,200	25,800	98	
Edwards	1,700	1,700	100	
Ellsworth	2,900	2,800	97	
Gove	1,400	1,400	100	
Grant	2,600	2,600	100	
Gray	1,900	1,900	100	
Greenwood	3,500	3,400	97	
Hamilton	1,100	1,100	100	
Haskell	1,400	1,400	100	
Kiowa	1,500	1,500	100	
Labette	9,800	9,600	98	
Logan	1,400	1,400	100	
Lyon	13,900	13,600	98	
Meade	1,800	1,800	100	
Montgomery	16,500	16,200	98	
Norton	2,700	2,700	100	
Ottawa	2,300	2,200	96	
Pawnee	3,100	3,100	100	
Pratt	4,300	4,200	98	
Rawlins	1,500	1,500	100	
Republic	2,900	2,800	97	
Riley	20,600	20,200	98	
Sedgwick	153,600	152,300	99	
Seward	6,900	6,800	99	
Sherman	2,900	2,900	100	
Smith	2,300	2,300	100	
Stanton	800	800	100	
Stevens	1,800	1,700	97	
Wallace	700	700	100	
Wichita	1,000	1,000	100	
<b>KENTUCKY</b>				
Christian	20,500	20,300	99	
Clay	7,700	7,500	97	
Clinton	3,600	3,500	97	
Fayette	84,300	83,700	99	
Floyd	18,400	18,100	99	
Hardin	27,700	27,500	99	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 25-49%</b>	<b>KENTUCKY</b>		
	Harlan	14,500	14,300 99
	Hopkins	18,000	17,800 99
	Jefferson	259,200	258,000 100
	Knox	10,900	10,700 98
	Laurel	15,300	15,000 98
	Letcher	10,900	10,700 98
	Logan	10,000	9,900 99
	Mc Cracken	24,300	24,100 99
	Martin	4,600	4,500 98
	Oldham	10,100	10,000 99
	Owsley	1,800	1,700 94
	Perry	12,000	11,700 98
	Pike	29,900	29,400 98
	Powell	4,000	3,900 98
	Pulaski	18,700	18,300 98
	Union	5,700	5,700 99
	Warren	30,800	30,600 99
	Wayne	6,600	6,400 97
	Whitley	13,400	13,200 99
Woodford	6,700	6,600 98	
<b>LOUISIANA</b>			
Caddo	104,500	103,500 99	
East Baton Rouge	143,200	141,900 99	
East Carroll	3,700	3,600 97	
Iberville	10,500	10,300 98	
Lincoln	14,200	14,000 99	
Madison	5,800	5,600 97	
Natchitoches	14,400	14,000 97	
Ouachita	51,700	51,200 99	
Pointe Coupee	8,400	8,200 98	
Rapides	49,800	49,300 99	
Sabine	10,700	10,400 97	
St Charles	14,800	14,700 99	
St James	6,800	6,700 99	
Terrebonne	33,500	33,100 99	
Vernon	18,400	18,000 98	
West Baton Rouge	6,700	6,600 99	
Winn	6,300	6,200 98	
<b>MARYLAND</b>			
Garrett	9,900	9,800 98	
<b>MICHIGAN</b>			
Alger	3,200	3,100 97	
Baraga	3,000	2,900 97	
Calhoun	52,200	51,600 99	
Cass	18,300	18,000 98	
Delta	13,900	13,600 98	
Dickinson	10,700	10,500 99	
Gogebic	7,400	7,200 97	
Houghton	13,500	13,100 97	
Iron	5,700	5,600 98	
Jackson	51,500	50,900 99	
Kalamazoo	82,100	81,000 99	
Keweenaw	700	700 100	
Luce	2,100	2,000 95	
Manistee	9,500	9,300 98	
Marquette	25,200	24,900 99	
Menominee	9,700	9,500 98	
Muskegon	57,300	56,500 99	
Ontonagon	3,500	3,400 97	
<b>MINNESOTA</b>			
Beltrami	11,800	11,300 96	
Cottonwood	5,300	5,100 96	
Crow Wing	17,700	17,300 98	
Koochiching	6,000	5,800 97	
Lac Qui Parle	3,800	3,700 97	
Lake	4,300	4,300 100	
Lake Of The Woods	1,500	1,400 93	
Lyon	9,000	8,800 98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 25-49%</b>	Martin	9,700	9,600 99
	Nicollet	10,100	10,000 99
	Polk	12,500	12,300 98
	Winona	16,200	15,900 98
	<b>MISSOURI</b>		
	Adair	9,200	9,100 99
	Atchison	3,200	3,200 100
	Lewis	3,900	3,800 97
	Macon	6,400	6,300 98
	Mercer	1,700	1,700 100
	Pemiscot	8,500	8,300 98
	Pettis	14,000	13,800 99
	Pulaski	11,600	11,400 98
	Putnam	2,100	2,100 100
	Ripley	5,200	4,900 94
	Scott	14,800	14,600 99
	Wayne	4,900	4,800 98
	<b>MISSISSIPPI</b>		
	Alcorn	13,300	13,100 98
	Coahoma	12,200	12,000 98
Forrest	26,100	25,900 99	
Hinds	97,900	97,200 99	
Humphreys	4,500	4,400 98	
Lauderdale	29,900	29,700 99	
Madison	17,400	17,100 98	
Montgomery	4,500	4,400 98	
Oktibbeha	12,500	12,200 98	
Sharkey	2,300	2,300 98	
Warren	19,200	19,000 99	
Washington	23,700	23,200 98	
<b>MONTANA</b>			
Big Horn	3,600	3,400 94	
Blaine	2,800	2,600 93	
Carbon	3,800	3,700 97	
Garfield	600	500 83	
Hill	6,900	6,700 97	
Lincoln	6,700	6,400 96	
Mineral	1,700	1,700 100	
Musselshell	1,900	1,800 95	
Powder River	900	800 89	
Rosebud	4,400	4,100 93	
Treasure	400	400 100	
Wheatland	900	900 100	
<b>NORTH CAROLINA</b>			
Carteret	20,600	20,400 99	
Craven	30,000	29,700 99	
Currituck	5,400	5,300 98	
Haywood	19,400	19,100 98	
New Hanover	45,800	45,300 99	
Onslow	37,900	37,600 99	
Transylvania	10,100	10,000 99	
<b>NORTH DAKOTA</b>			
Adams	1,300	1,300 100	
Bowman	1,600	1,600 100	
Burke	1,400	1,400 100	
Burleigh	23,500	23,300 99	
Dickey	2,500	2,500 98	
Divide	1,200	1,200 100	
Dunn	1,600	1,600 100	
Golden Valley	900	900 100	
Grand Forks	24,200	24,000 99	
Hettinger	1,500	1,500 100	
Mc Lean	4,600	4,500 98	
Mercer	5,300	5,200 98	
Morton	9,900	9,800 99	
Mountrail	2,900	2,900 100	
Nelson	2,000	2,000 100	
Ramsey	5,000	4,900 98	
Renville	1,300	1,300 100	

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>NORTH DAKOTA</b>			
	Rolette	3,700	3,600	97
	Stutsman	9,200	9,100	99
	Towner	1,600	1,600	100
	Trail	3,500	3,500	100
	Walsh	5,700	5,600	98
	Wells	2,700	2,700	100
	<b>NEBRASKA</b>			
	Adams	12,200	12,100	99
	Boone	2,600	2,600	100
	Buffalo	13,900	13,800	99
	Chase	1,900	1,900	100
	Colfax	3,700	3,600	97
	Dakota	6,700	6,700	100
	Dawson	8,600	8,500	99
	Frontier	1,400	1,400	100
	Gage	9,000	8,900	99
	Garfield	1,000	1,000	100
	Hall	18,900	18,700	99
	Keith	3,700	3,700	100
	Knox	4,000	3,900	98
	Lancaster	82,200	81,500	99
	Madison	12,900	12,700	98
	Perkins	1,500	1,500	100
	Pierce	3,100	3,100	100
Platte	10,900	10,800	99	
Richardson	4,300	4,200	98	
Saline	5,000	4,900	98	
Sarpy	32,200	32,100	100	
Sheridan	2,900	2,900	100	
Stanton	2,400	2,400	100	
Thayer	2,800	2,800	100	
Valley	2,300	2,200	96	
<b>NEW MEXICO</b>				
Cibola	10,000	9,800	98	
Colfax	5,300	5,000	94	
Grant	9,300	8,800	95	
Guadalupe	1,500	1,400	93	
Hidalgo	2,100	2,000	95	
Luna	6,500	6,300	97	
Mc Kinley	20,800	19,300	93	
<b>NEVADA</b>				
Humboldt	4,400	4,300	97	
Lander	1,900	1,800	95	
Mineral	2,600	2,500	96	
Nye North	2,900	2,700	93	
<b>OHIO</b>				
Athens	19,800	19,200	97	
Pickaway	15,500	15,300	99	
<b>OKLAHOMA</b>				
Atoka	4,900	4,800	99	
Beaver	3,100	3,100	100	
Dewey	2,200	2,200	100	
Ellis	2,200	2,100	95	
Harper	1,800	1,800	100	
Jackson	11,000	10,900	99	
Latimer	3,800	3,700	97	
Le Flore	17,200	16,900	98	
Mc Curtain	13,000	12,700	98	
Pittsburg	17,200	16,900	99	
Texas	6,600	6,500	98	
Tillman	4,300	4,300	100	
Tulsa	210,400	208,900	99	
Woodward	8,200	8,000	98	
<b>OREGON</b>				
Curry	7,100	6,600	92	
Grant	3,300	2,900	88	
Harney	2,900	2,700	93	
Lake	3,000	2,800	93	

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Lincoln	15,800	14,600	92
	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	100
	Forest	1,900	1,900	100
	<b>SOUTH CAROLINA</b>			
	Greenwood	23,400	23,100	99
	Sumter	32,800	32,200	98
	<b>SOUTH DAKOTA</b>			
	Beadle	7,400	7,300	99
	Bennett	1,000	1,000	100
	Brown	14,300	14,200	99
	Brule	2,100	2,100	100
	Charles Mix	3,400	3,300	97
	Davison	6,700	6,600	98
	Day	3,100	3,100	100
	Dewey	1,500	1,400	93
	Edmunds	1,800	1,800	100
	Fall River	3,400	3,300	97
	Haakon	1,000	1,000	100
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Lawrence	8,000	7,900	99
	Mc Pherson	1,500	1,500	100
	Meade	8,100	8,000	99
	Mellette	700	700	100
Miner	1,400	1,400	100	
Spink	3,400	3,400	100	
Sully	800	800	100	
Tripp	2,800	2,800	100	
Walworth	2,800	2,700	96	
<b>TENNESSEE</b>				
Anderson	27,400	27,200	99	
Bledsoe	3,500	3,400	99	
Bradley	27,100	26,900	99	
Campbell	13,700	13,500	99	
Decatur	4,500	4,400	98	
Dyer	13,400	13,300	99	
Hambien	21,300	21,100	99	
Hamilton	111,800	111,200	99	
Maury	20,900	20,700	99	
Montgomery	32,500	32,300	99	
Morgan	5,600	5,500	98	
Obion	13,200	13,100	99	
Putnam	19,200	19,000	99	
Sullivan	58,100	57,700	99	
Unicoi	6,500	6,400	98	
Warren	13,100	12,900	99	
Weakley	12,500	12,300	99	
<b>TEXAS</b>				
Andrews	5,400	5,300	98	
Bailey	2,700	2,700	100	
Brazos	46,600	45,900	99	
Burnet	10,500	10,400	99	
Cameron	74,300	73,300	99	
Carson	2,400	2,400	100	
Coke	1,300	1,300	100	
Cottle	1,100	1,100	100	
Crockett	1,600	1,600	100	
Culberson	1,000	1,000	100	
Dawson	5,400	5,300	98	
Deaf Smith	6,500	6,400	98	
Edwards	700	700	100	
Floyd	3,100	3,100	100	
Frio	4,500	4,400	98	
Garza	1,800	1,800	100	
Gray	10,200	10,100	99	
Hansford	2,500	2,500	100	
Hutchinson	10,500	10,400	99	
Jeff Davis	600	600	100	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Kimble	1,600	1,500	94
	Kinney	900	900	100
	Kleberg	10,600	10,500	99
	Midland	43,600	43,300	99
	Mitchell	3,300	3,300	100
	Moore	6,100	6,100	100
	Morris	5,400	5,300	98
	Nueces	102,500	101,400	99
	Parmer	3,400	3,400	100
	Pecos	5,000	4,900	98
	Potter	41,400	41,100	99
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	San Saba	2,400	2,400	100
	Schleicher	1,000	1,000	100
	Sutton	1,800	1,700	94
	Swisher	3,300	3,300	100
	Terrell	600	600	100
	Terry	5,200	5,100	98
	Uvalde	7,900	7,700	97
	Wheeler	3,200	3,100	97
	Wichita	46,300	46,100	99
	Winkler	3,400	3,400	100
	Yoakum	3,500	3,500	100
	Zavala	3,200	3,100	97
		<b>UTAH</b>		
	Carbon	8,300	8,100	98
	Washington	12,000	11,400	95
	<b>VIRGINIA</b>			
	Bath	2,000	2,000	100
	King George	4,200	4,100	99
	Chesapeake City	46,100	45,700	99
	<b>WASHINGTON</b>			
	Adams	5,200	5,000	96
	Benton	38,200	37,000	97
	Columbia	1,600	1,500	94
	Douglas	9,700	9,400	97
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Chippewa	18,900	18,600	98
	Dane	138,700	135,800	98
	Eau Claire	31,700	31,200	98
	Grant	17,700	17,200	97
	Green	12,300	12,100	98
	Iron	2,700	2,700	100
	Kewaunee	6,900	6,800	99
	La Crosse	35,900	35,500	99
	Langlade	7,500	7,400	98
	Marathon	41,500	41,100	99
	Portage	20,500	20,100	98
	Racine	63,800	63,300	99
	Rock	51,800	51,200	99
	Vernon	10,100	9,900	98
	Walworth	27,400	27,000	99
	Winnebago	53,000	52,500	99
	<b>WEST VIRGINIA</b>			
	Boone	11,000	10,900	99
	Mineral	10,300	10,200	99
	Mingo	12,700	12,500	98
	Tucker	3,400	3,300	97
	<b>WYOMING</b>			
	Albany	12,000	11,500	96
	Big Horn	4,500	4,300	96
	Goshen	5,100	5,000	98
	Hot Springs	2,200	2,100	95
	Sublette	2,200	2,100	95
	Teton	5,100	4,900	96

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Autauga	12,700	12,500	98	
	Baldwin	34,900	34,700	99	
	Blount	15,200	15,100	99	
	Bullock	3,600	3,500	97	
	Butler	7,700	7,600	99	
	Chambers	14,500	14,300	99	
	Chilton	12,900	12,700	98	
	Choctaw	5,900	5,800	97	
	Clarke	9,400	9,200	98	
	Clay	4,800	4,700	98	
	Colbert	21,000	20,800	99	
	De Kalb	21,300	21,000	99	
	Elmore	16,800	16,600	99	
	Escambia	12,800	12,600	98	
	Fayette	7,200	7,100	99	
	Franklin	11,200	11,100	99	
	Geneva	9,100	9,000	99	
	Hale	5,100	5,000	98	
	Henry	5,600	5,500	98	
	Jackson	19,900	19,600	99	
	Jefferson	264,600	263,000	99	
	Lamar	6,300	6,200	98	
	Lauderdale	32,300	31,800	99	
	Lawrence	11,200	11,000	98	
	Limestone	18,300	18,100	99	
	Macon	8,700	8,500	98	
	Marengo	8,600	8,400	98	
	Marion	12,300	12,200	99	
	Mobile	139,300	138,400	99	
	Pike	10,400	10,200	98	
	Randolph	7,400	7,300	99	
	Russell	18,200	17,900	98	
	St Clair	17,200	17,000	99	
	Shelby	30,200	30,000	99	
	Sumter	5,400	5,300	98	
	Talladega	26,900	26,600	99	
	Tallapoosa	14,900	14,700	99	
	Walker	26,300	26,100	99	
	Wilcox	4,600	4,500	98	
	Winston	9,000	8,900	99	
		<b>ARKANSAS</b>			
		Arkansas	8,600	8,500	99
		Benton	36,100	35,400	98
		Calhoun	2,200	2,200	100
		Carroll	7,900	7,800	99
		Chicot	5,700	5,500	96
	Clark	8,200	8,100	99	
	Clay	7,800	7,700	99	
	Cleburne	8,200	8,000	98	
	Cleveland	3,000	2,900	97	
	Columbia	9,700	9,500	98	
	Conway	7,100	7,000	99	
	Crawford	15,400	15,100	98	
	Cross	6,800	6,700	99	
	Faulkner	19,800	19,500	98	
	Franklin	6,100	6,000	98	
	Fulton	4,500	4,300	96	
	Grant	5,100	5,000	98	
	Greene	12,400	12,200	98	
	Hempstead	8,700	8,500	98	
	Hot Spring	10,700	10,500	98	
	Howard	5,200	5,100	98	
	Izard	4,500	4,300	96	
	Jefferson	30,800	30,300	99	
	Lafayette	3,700	3,600	97	
	Lee	5,100	4,900	97	
	Logan	7,800	7,600	98	



**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Lonoke	13,800	13,600	99
	Marion	5,200	5,100	98
	Miller	14,300	14,100	99
	Mississippi	19,600	19,300	98
	Monroe	4,500	4,400	98
	Montgomery	3,500	3,400	97
	Newton	3,100	3,000	97
	Pike	4,200	4,100	98
	Poinsett	9,300	9,200	99
	Polk	6,600	6,400	97
	Prairie	3,800	3,700	97
	Randolph	6,600	6,400	97
	St Francis	9,900	9,700	98
	Saline	20,200	20,000	99
	Scott	4,100	4,000	98
	Stone	3,700	3,600	97
	Union	18,600	18,300	98
	Van Buren	6,300	6,200	98
	Washington	41,100	40,300	98
	White	19,500	19,200	98
	Woodruff	3,800	3,700	97
	Yell	7,000	6,900	99
	<b>ARIZONA</b>			
	Coconino	30,100	28,000	93
	Maricopa	790,500	775,500	98
	Mohave	33,400	31,900	95
	Pima	255,600	250,700	98
	Pinal	35,800	34,600	97
	Santa Cruz	8,500	8,300	97
	Yavapai	40,800	38,900	95
	<b>CALIFORNIA</b>			
	El Dorado East	12,900	12,400	96
	Kings	28,400	27,100	95
	Lassen	8,300	7,800	94
	Mendocino	30,100	27,900	93
	Nevada	29,400	27,700	94
	Orange	794,700	780,700	98
	Plumas	8,300	7,800	94
	Riverside West	269,100	259,100	96
	Sacramento	379,200	369,100	97
	San Bernardino	431,300	417,600	97
	Tulare	97,900	93,900	96
	Yolo	48,700	46,900	96
	<b>COLORADO</b>			
	Adams	106,200	105,500	99
	Alamosa	4,500	4,300	96
	Arapahoe	158,800	157,200	99
	Archuleta	2,000	1,900	95
	Baca	1,900	1,700	89
	Clear Creek	3,000	2,900	97
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	Custer	600	600	100
	Delta	9,400	9,000	96
	Denver	234,500	230,000	98
	Douglas	13,400	13,300	99
	Eagle	7,500	7,100	95
	El Paso	145,200	143,200	99
	Kiowa	700	700	100
	Kit Carson	2,900	2,700	93
	La Plata	12,200	11,700	96
	Larimer	71,800	70,300	98
	Lincoln	1,800	1,700	94
	Montezuma	7,000	6,700	96
	Morgan	8,500	8,400	99
	Ouray	700	700	100
	Phillips	1,800	1,800	100
	Pitkin	5,100	4,700	92

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>				
	Prowers	5,500	5,200	94
	Routt	5,800	5,400	93
	Saguache	1,400	1,300	93
	San Miguel	1,400	1,300	93
	Sedgwick	1,400	1,400	100
	Teller	4,600	4,500	98
	Yuma	3,900	3,700	96
	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Charlotte	41,000	40,400	99
	Citrus	38,000	37,300	98
	Clay	32,300	32,000	99
	Collier	54,700	53,600	98
	Columbia	15,400	15,100	98
	De Soto	8,100	8,000	99
	Dixie	3,400	3,300	97
	Franklin	3,100	3,000	97
	Glades	2,800	2,700	96
	Gulf	4,000	3,900	97
	Hamilton	3,300	3,200	97
	Hendry	8,100	7,900	98
	Hernando	34,300	33,800	98
	Highlands	26,800	26,400	99
	Hillsborough	314,500	311,600	99
	Holmes	6,300	6,100	97
	Lake	58,600	58,000	99
	Lee	126,100	124,700	99
	Levy	9,800	9,500	97
	Liberty	1,600	1,600	100
	Madison	5,300	5,100	97
	Marion	71,500	70,200	98
	Nassau	15,400	15,300	99
	Orange	233,900	232,000	99
	Osceola	35,500	35,100	99
	Pasco	112,200	110,900	99
	Pinellas	384,000	381,000	99
	Polk	146,400	145,000	99
	Putnam	23,800	23,500	99
	Santa Rosa	25,000	24,800	99
	Seminole	95,400	94,500	99
	Sumter	11,700	11,500	98
	Suwannee	9,800	9,600	97
	Taylor	6,900	6,700	97
	Union	2,400	2,400	100
	Volusia	144,900	143,500	99
	Walton	11,100	10,900	98
	Washington	6,400	6,300	98
	<b>GEORGIA</b>			
	Atkinson	2,100	2,000	95
	Baldwin	12,200	12,000	98
	Barrow	9,700	9,600	99
	Ben Hill	6,500	6,400	98
	Berrien	5,200	5,100	98
	Bleckley	3,700	3,600	97
	Brantley	3,800	3,700	97
	Brooks	5,200	5,100	98
	Bryan	4,700	4,600	98
	Bulloch	12,500	12,300	98
	Calhoun	1,500	1,400	93
	Candler	2,700	2,600	96
	Carroll	23,200	23,000	99
	Catoosa	14,600	14,500	99
	Charlton	2,800	2,700	98
	Chattooga	7,900	7,800	99
	Cherokee	26,000	25,700	99
	Clarke	30,400	30,000	99
	Clayton	63,300	63,000	100
	Clinch	2,300	2,300	99
	Cobb	157,000	156,300	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>GEORGIA</b>			
	Coffee	10,500	10,300	98
	Colquitt	13,400	13,200	99
	Columbia	20,800	20,600	99
	Crawford	2,600	2,500	96
	Crisp	7,300	7,200	98
	Dade	4,300	4,300	100
	Dawson	2,500	2,500	98
	Decatur	9,200	9,100	98
	De Kalb	205,300	204,500	100
	Dodge	6,000	5,900	98
	Douglas	24,200	24,000	99
	Early	4,700	4,600	98
	Echols	800	800	100
	Effingham	8,100	8,000	99
	Elbert	7,100	7,000	99
	Emanuel	7,600	7,500	98
	Evans	3,000	3,000	100
	Fannin	6,300	6,200	98
	Fayette	17,500	17,300	99
	Floyd	30,200	29,900	99
	Forsyth	14,200	14,100	99
	Fulton	255,300	253,500	99
	Glynn	23,400	23,100	99
	Gwinnett	103,500	102,700	99
	Hall	32,600	32,300	99
	Hart	7,000	6,900	99
	Houston	30,800	30,500	99
	Irwin	3,400	3,300	97
	Jasper	3,000	2,900	97
	Jeff Davis	4,500	4,400	98
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Johnson	3,200	3,200	98
	Jones	7,000	6,900	99
	Lee	5,200	5,100	98
	Lincoln	2,300	2,300	100
	Lowndes	26,100	25,700	98
	Marion	1,800	1,700	94
	Meriwether	7,200	7,100	99
	Miller	2,700	2,600	96
	Mitchell	7,000	6,800	98
	Montgomery	2,300	2,200	96
	Morgan	4,200	4,100	98
	Murray	8,500	8,400	98
	Newton	14,200	14,000	99
	Paulding	12,000	11,900	99
	Peach	7,600	7,500	99
	Pickens	5,100	5,000	98
	Pierce	4,600	4,500	98
Pulaski	3,200	3,100	97	
Putnam	4,500	4,400	98	
Randolph	3,300	3,200	97	
Rockdale	17,000	16,800	99	
Screven	5,700	5,600	98	
Seminole	3,400	3,300	97	
Spalding	18,800	18,600	99	
Stephens	8,400	8,300	99	
Tattnell	6,300	6,200	98	
Telfair	4,000	3,900	98	
Terrell	4,000	3,900	98	
Thomas	13,400	13,200	99	
Tift	12,100	11,900	98	
Towns	2,700	2,700	100	
Treutlen	2,100	2,100	98	
Troup	20,200	19,900	99	
Turner	3,200	3,100	97	
Walker	20,500	20,300	99	
Walton	12,100	12,000	99	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	Ware	13,400	13,200	99	
	Warren	2,000	1,900	97	
	Washington	6,600	6,400	97	
	Wayne	7,400	7,300	99	
	Wheeler	2,000	1,900	95	
	White	4,500	4,400	98	
	Whitfield	25,700	25,500	99	
	Wilcox	2,700	2,600	98	
	Wilkes	4,000	3,900	98	
	Worth	6,600	6,500	98	
	<b>IOWA</b>				
	Adair	3,700	3,700	100	
	Allamakee	5,400	5,300	98	
	Appanoose	6,100	6,000	98	
	Audubon	3,100	3,100	100	
	Benton	9,000	8,900	99	
	Black Hawk	47,500	47,200	99	
	Boone	10,000	9,900	99	
	Buchanan	8,100	8,000	99	
	Calhoun	4,800	4,700	98	
	Chickasaw	5,400	5,300	98	
	Crawford	6,800	6,700	99	
	Dallas	12,000	11,900	99	
	Decatur	3,400	3,300	97	
	Delaware	6,800	6,700	99	
	Franklin	5,200	5,200	100	
	Grundy	5,400	5,400	100	
	Guthrie	4,600	4,500	98	
Hamilton	6,800	6,700	99		
Hardin	8,200	8,100	99		
Harrison	6,000	5,900	98		
Henry	7,200	7,100	99		
Howard	4,100	4,000	98		
Humboldt	5,000	4,900	98		
Ida	3,500	3,500	100		
Iowa	6,000	5,900	98		
Jackson	8,300	8,200	99		
Jasper	14,200	14,100	99		
Jones	7,200	7,100	99		
Keokuk	4,900	4,800	98		
Lyon	4,500	4,400	98		
Madison	4,600	4,600	100		
Mahaska	9,200	9,100	99		
Mills	4,700	4,700	100		
Mitchell	4,500	4,500	100		
Monona	4,500	4,400	98		
Monroe	3,500	3,500	100		
Montgomery	5,500	5,400	98		
O'Brien	6,300	6,300	100		
Osceola	3,200	3,200	100		
Palo Alto	4,600	4,500	98		
Plymouth	9,000	8,900	99		
Pocahontas	4,100	4,000	98		
Poweshiek	7,100	7,000	99		
Shelby	5,400	5,400	100		
Sioux	10,800	10,600	98		
Story	25,600	25,300	99		
Tama	6,900	6,800	99		
Taylor	3,300	3,200	97		
Union	5,400	5,300	98		
Van Buren	3,300	3,200	97		
Warren	13,400	13,300	99		
Washington	7,900	7,800	99		
Wayne	3,300	3,200	97		
Winneshiek	7,600	7,500	99		
Wright	6,300	6,200	98		
<b>IOAHO</b>					
Ada	77,800	76,500	98		
Adams	1,200	1,200	100		

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>IDAHO</b>				
	Bingham	11,900	11,800	99	
	Blaine	5,600	5,400	96	
	Bonner	10,700	10,400	97	
	Butte	1,000	1,000	100	
	Canyon	31,300	30,600	98	
	Caribou	3,100	3,000	97	
	Franklin	2,800	2,700	96	
	Fremont	3,700	3,600	97	
	Idaho	5,400	5,200	96	
	Lewis	1,400	1,400	100	
	Lincoln	1,200	1,200	100	
	Oneida	1,100	1,100	100	
	Owyhee	2,900	2,800	96	
	Payette	6,100	6,000	98	
	Washington	3,100	3,000	97	
	<b>ILLINOIS</b>				
	Brown	2,100	2,000	95	
	Clay	6,100	5,900	96	
	Cumberland	4,400	4,300	98	
	Edwards	3,700	3,600	96	
	Fayette	8,400	8,200	97	
	Franklin	18,000	17,500	97	
	Fulton	15,500	15,200	98	
	Gallatin	3,000	2,900	97	
Hamilton	3,900	3,700	95		
Hardin	2,100	2,000	95		
Henderson	3,500	3,400	97		
Jasper	4,300	4,200	98		
Macoupin	20,000	19,600	98		
Madison	95,000	93,800	99		
Mason	7,000	6,900	99		
Menard	4,800	4,700	98		
Perry	9,100	8,800	97		
Pulaski	3,500	3,400	96		
Randolph	12,800	12,500	98		
St Clair	96,200	94,500	98		
Saline	12,200	11,900	97		
Schuyler	3,100	3,000	97		
Scott	2,300	2,300	100		
Union	7,700	7,500	97		
Washington	6,000	5,800	97		
Wayne	7,600	7,300	95		
Williamson	25,300	24,600	97		
<b>INDIANA</b>					
Adams	10,500	10,300	98		
Blackford	5,600	5,500	98		
Boone	14,100	13,900	99		
Brown	5,200	5,100	98		
Clark	32,700	32,200	98		
Clay	9,500	9,400	99		
Crawford	3,700	3,500	96		
Dearborn	13,300	13,100	98		
Decatur	8,300	8,100	98		
De Kalb	12,000	11,900	99		
Dubois	13,000	12,600	97		
Fayette	9,900	9,700	98		
Floyd	22,900	22,600	99		
Fountain	6,800	6,700	99		
Franklin	6,500	6,300	97		
Fulton	7,400	7,300	99		
Gibson	13,000	12,700	98		
Greene	12,200	11,900	98		
Hamilton	34,400	34,000	99		
Hancock	16,400	16,200	99		
Hendricks	25,700	25,400	99		
Henry	18,600	18,300	98		
Huntington	13,600	13,400	99		
Jackson	13,700	13,500	99		

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Jay</b>	8,200	8,000	98
	Jefferson	10,400	10,200	98
	Jennings	7,800	7,600	97
	Johnson	29,500	29,300	99
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96
	Lawrence	16,500	16,200	98
	Martin	3,900	3,800	97
	Miami	13,800	13,500	98
	Monroe	36,600	35,600	97
	Morgan	19,100	18,800	98
	Noble	13,800	13,500	98
	Ohio	2,000	2,000	100
	Orange	7,100	6,900	97
	Owen	6,600	6,500	98
	Parke	5,900	5,800	98
	Perry	6,700	6,500	97
	Posey	9,500	9,200	97
	Ripley	8,700	8,500	98
	Scott	7,400	7,200	97
	Shelby	14,200	14,000	99
	Spencer	6,900	6,700	97
	Steuben	10,400	10,200	98
	Sullivan	8,200	8,000	98
	Wabash	12,400	12,100	98
Warren	2,900	2,800	97	
Warrick	16,700	16,300	98	
Washington	8,300	8,000	97	
Wayne	27,000	26,500	98	
Wells	9,200	9,000	98	
Whitley	9,600	9,500	99	
<b>KANSAS</b>				
Anderson	3,300	3,200	97	
Atchison	6,500	6,400	98	
Barber	2,900	2,800	97	
Barton	12,800	12,700	99	
Bourbon	6,600	6,500	98	
Butler	17,800	17,600	99	
Cheyenne	1,500	1,500	100	
Cornmanche	1,000	1,000	100	
Crawford	15,600	15,400	99	
Dickinson	8,000	7,900	99	
Doniphan	3,500	3,400	97	
Ellis	10,600	10,500	99	
Greeley	700	700	100	
Harper	3,200	3,200	100	
Hodgeman	900	900	100	
Jackson	4,400	4,300	98	
Jefferson	5,800	5,700	98	
Jewell	2,000	1,900	95	
Johnson	125,100	124,500	100	
Kingman	3,400	3,400	100	
Leavenworth	19,200	19,000	99	
Lincoln	1,600	1,600	100	
Mc Pherson	10,500	10,300	98	
Marion	5,200	5,100	98	
Marshall	5,300	5,200	98	
Miami	8,500	8,400	99	
Mitchell	3,400	3,300	97	
Morris	2,600	2,500	96	
Morton	1,200	1,200	100	
Nemaha	4,200	4,100	98	
Ness	1,800	1,800	100	
Phillips	2,900	2,800	96	
Pottawatomie	6,000	5,900	98	
Rice	4,700	4,700	100	
Rooks	2,600	2,600	100	
Rush	1,700	1,700	100	
Scott	2,200	2,200	100	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 5-24%	<b>KANSAS</b>			
	Sheridan	1,300	1,300	100
	Sumner	9,900	9,800	99
	Thomas	3,200	3,100	97
	Trego	1,800	1,800	100
	Washington	3,100	3,000	97
	Wilson	4,900	4,800	98
	Wyandotte	65,200	64,600	99
	<b>KENTUCKY</b>			
	Adair	5,800	5,700	98
	Allen	5,800	5,700	98
	Anderson	5,000	5,000	100
	Ballard	3,300	3,300	100
	Bath	3,600	3,500	97
	Bell	11,900	11,700	98
	Boone	18,000	17,900	100
	Bracken	2,700	2,700	100
	Breathitt	5,400	5,300	97
	Bullitt	15,400	15,300	99
	Caldwell	4,900	4,800	98
	Calloway	12,100	12,000	99
	Campbell	29,100	29,000	100
	Carlisle	2,000	2,000	100
	Carroll	3,500	3,500	100
	Casey	5,700	5,600	98
	Crittenden	3,300	3,300	100
	Edmonson	3,600	3,500	97
	Estill	5,400	5,200	97
	Fulton	3,200	3,200	100
	Grant	5,000	4,900	99
	Graves	13,200	13,100	99
	Green	4,000	3,900	97
	Harrison	5,600	5,500	99
	Hart	6,100	6,000	98
	Henderson	16,400	16,200	99
	Henry	4,800	4,800	99
	Hickman	2,000	2,000	100
	Jessamine	10,400	10,300	99
	Kenton	51,100	51,000	100
	Lawrence	5,300	5,300	99
	Leslie	5,000	4,800	97
	Lewis	5,000	4,900	98
	Livingston	3,700	3,700	100
	Lyon	2,400	2,400	100
Mc Creary	5,700	5,600	98	
Mc Lean	3,500	3,500	100	
Madison	18,800	18,500	98	
Magoffin	4,900	4,800	98	
Marshall	10,500	10,400	99	
Mason	6,300	6,200	98	
Meade	7,900	7,900	100	
Mercer	7,400	7,300	99	
Metcalfe	3,800	3,700	99	
Monroe	4,800	4,700	99	
Montgomery	7,800	7,700	98	
Morgan	4,300	4,200	98	
Nelson	10,000	9,900	99	
Ohio	8,400	8,300	99	
Rockcastle	5,400	5,200	97	
Rowan	6,400	6,300	98	
Russell	5,600	5,500	98	
Scott	8,200	8,100	99	
Shelby	8,700	8,600	99	
Spencer	2,200	2,200	100	
Taylor	8,600	8,500	99	
Todd	4,200	4,100	99	
Trigg	3,600	3,600	100	
Webster	5,600	5,500	98	
Wolfe	2,400	2,300	96	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 5-24%	<b>LOUISIANA</b>			
	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99
	Ascension	19,900	19,500	98
	Assumption	6,900	6,800	99
	Avoyelles	15,100	14,800	98
	Beauregard	11,400	11,200	98
	Bienville	6,300	6,200	98
	Caldwell	4,800	4,700	98
	Catahoula	4,600	4,500	98
	Claiborne	6,500	6,400	98
	Concordia	8,300	8,100	98
	De Soto	10,200	10,000	98
	East Feliciana	5,900	5,700	97
	Evangeline	12,400	12,100	98
	Franklin	8,400	8,200	98
	Grant	6,700	6,600	98
	Jackson	6,900	6,800	99
	Jefferson	175,400	174,400	99
	Jefferson Davis	11,100	10,900	98
	Lafourche	29,300	29,000	99
	La Salle	6,500	6,400	98
	Livingston	25,100	24,700	98
	Orleans	217,100	215,000	99
	Red River	3,800	3,700	97
	Richland	7,800	7,600	98
	St Bernard	24,100	24,000	100
	St John The Baptist	13,400	13,200	99
	St Mary	20,900	20,700	99
	St Tammany	53,300	52,700	99
	Tangipahoa	31,800	31,200	98
	Union	8,300	8,200	99
	Webster	17,200	16,900	98
	West Carroll	4,700	4,600	98
	West Feliciana	2,700	2,600	96
	<b>MARYLAND</b>			
	Allegany	29,000	28,700	99
	Anne Arundel	145,500	144,800	100
	<b>MAINE</b>			
	Aroostook	29,900	29,200	98
	Knox	14,000	13,600	97
	Lincoln	11,200	11,000	98
	Penobscot	49,100	48,300	98
	Piscataquis	6,700	6,600	99
Somerset	16,800	16,500	98	
Washington	13,400	13,000	97	
York	62,100	61,300	99	
<b>MICHIGAN</b>				
Allegan	31,400	31,000	99	
Antrim	6,600	6,500	98	
Barry	17,300	17,100	99	
Benzie	4,600	4,500	98	
Cheboygan	8,200	7,900	96	
Clare	10,400	10,200	98	
Clinton	19,000	18,800	99	
Crawford	3,800	3,700	97	
Eaton	34,800	34,400	99	
Genesee	160,100	158,600	99	
Grand Traverse	22,800	22,300	98	
Gratiot	13,900	13,700	99	
Huron	13,500	13,200	98	
Ingham	101,000	99,600	99	
Ionia	17,400	17,200	99	
Iosco	11,600	11,400	99	
Isabella	17,700	17,300	98	
Kent	178,700	176,000	98	
Lapeer	23,800	23,500	99	
Leelanau	6,000	5,900	98	
Lenawee	31,600	31,200	99	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>MICHIGAN</b>		
	Livingston	36,400	36,100 99
	Mackinac	3,800	3,700 97
	Macomb	249,800	248,500 99
	Mason	10,600	10,200 97
	Mecosta	12,600	12,300 98
	Monroe	46,000	45,500 99
	Montcalm	18,400	18,100 98
	Montmorency	3,200	3,100 97
	Newaygo	14,400	14,100 98
	Oakland	384,800	382,400 99
	Oceana	8,400	8,200 97
	Ogemaw	7,000	6,900 99
	Osceola	7,700	7,500 98
	Oscoda	2,900	2,800 97
	Otsego	5,900	5,800 98
	Ottawa	59,000	58,200 99
	Presque Isle	5,400	5,200 96
	Roscommon	8,400	8,300 99
	Saginaw	76,800	75,900 99
	St Clair	51,000	50,300 99
	St Joseph	22,200	21,900 99
	Sanilac	15,200	14,900 98
	Shiawassee	24,100	23,800 99
	Tuscola	19,000	18,700 98
	Van Buren	25,800	25,500 99
	Washtenaw	100,000	97,900 98
	Wayne	815,100	806,200 99
	Wexford	10,400	10,200 98
	<b>MINNESOTA</b>		
	Aitkin	5,400	5,300 98
	Anoka	74,500	74,300 100
	Becker	11,100	10,900 98
	Benton	9,800	9,700 99
Big Stone	2,900	2,900 100	
Blue Earth	18,600	18,300 98	
Brown	10,200	10,000 98	
Carlton	10,600	10,500 99	
Chisago	9,900	9,800 99	
Clearwater	3,200	3,100 97	
Dakota	83,400	82,900 99	
Dodge	5,500	5,400 98	
Faribault	7,400	7,300 99	
Fillmore	7,900	7,800 99	
Goodhue	14,800	14,600 99	
Grant	2,700	2,700 100	
Hennepin	414,500	410,900 99	
Houston	6,400	6,300 98	
Hubbard	5,800	5,600 97	
Isanti	9,300	9,200 99	
Itasca	16,400	16,100 98	
Jackson	4,900	4,800 98	
Kanabec	4,900	4,800 98	
Kandiyohi	14,200	13,900 98	
Le Sueur	8,700	8,600 99	
Lincoln	2,900	2,900 100	
Mc Leod	11,400	11,300 99	
Mahnomen	1,700	1,700 100	
Marshall	4,500	4,400 98	
Meeker	7,900	7,800 99	
Morrison	10,400	10,200 98	
Mower	15,200	15,100 99	
Murray	3,900	3,900 100	
Nobles	7,700	7,600 99	
Norman	3,300	3,200 97	
Olmsted	37,000	36,700 99	
Otter Tail	20,000	19,600 98	
Pennington	5,700	5,600 98	
Pipestone	4,300	4,200 98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	Ramsey	187,900	186,400 99
	Redwood	6,700	6,500 97
	Renville	7,400	7,200 98
	Rice	16,200	16,000 99
	Roseau	4,900	4,600 94
	St Louis	78,900	78,000 99
	Scott	17,600	17,500 99
	Sibley	5,500	5,400 98
	Stearns	36,700	36,200 99
	Steele	11,100	11,000 99
	Swift	4,700	4,600 98
	Traverse	1,800	1,800 100
	Wabasha	7,500	7,400 99
	Wadena	5,000	4,800 96
	Waseca	6,900	6,800 99
	Washington	43,300	43,000 99
	Watonwan	4,800	4,700 98
	Wilkin	2,800	2,800 100
	Yellow Medicine	4,600	4,400 96
	<b>MISSOURI</b>		
	Audrain	9,600	9,500 99
	Barry	10,300	10,100 98
	Barton	4,700	4,600 98
	Benton	5,400	5,200 96
	Boone	40,300	39,700 99
	Cape Girardeau	22,900	22,600 99
	Carter	2,100	2,000 95
	Cass	20,200	20,000 99
	Chariton	4,000	3,900 98
	Christian	10,300	10,100 98
	Clark	3,000	2,900 97
	Clay	56,100	55,700 99
	Clinton	6,200	6,100 98
	Cooper	5,400	5,300 98
Dade	3,200	3,200 100	
Dallas	5,000	4,900 98	
De Kalb	3,200	3,100 97	
Douglas	4,800	4,700 98	
Dunklin	13,200	12,900 98	
Franklin	27,100	26,800 99	
Gasconade	5,400	5,300 98	
Greene	78,100	77,300 99	
Grundy	4,700	4,600 98	
Henry	8,100	8,000 99	
Holt	2,700	2,600 96	
Howard	3,700	3,600 97	
Iron	3,900	3,800 97	
Jackson	252,200	249,300 99	
Jasper	35,100	34,600 99	
Jefferson	55,300	54,900 99	
Johnson	12,900	12,700 98	
Lafayette	11,700	11,600 99	
Lawrence	12,000	11,800 98	
Lincoln	9,000	8,900 99	
Livingston	5,900	5,800 98	
Mc Donald	6,100	6,000 98	
Madison	4,700	4,600 98	
Marion	10,700	10,600 99	
Miller	8,100	8,000 99	
Mississippi	5,400	5,300 98	
Moniteau	4,500	4,400 98	
Monroe	3,600	3,600 100	
Montgomery	4,300	4,200 98	
New Madrid	7,800	7,600 97	
Newton	16,500	16,300 99	
Nodaway	7,600	7,500 99	
Oregon	4,000	3,800 95	
Ozark	3,500	3,400 97	
Phelps	12,100	11,800 98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
Between 5-24%	<b>MISSOURI</b>				
	Pike	6,000	5,900	98	
	Platte	19,200	19,000	99	
	Polk	7,500	7,300	97	
	Ralls	3,400	3,400	100	
	Ray	8,300	8,200	99	
	Reynolds	2,800	2,700	96	
	St Charles	62,300	61,800	99	
	Ste Genevieve	5,700	5,600	98	
	St Louis	367,800	364,000	99	
	Saline	9,400	9,300	99	
	Schuyler	2,000	2,000	98	
	Scotland	2,100	2,100	100	
	Shannon	2,900	2,700	93	
	Shelby	3,000	3,000	100	
	Stoddard	11,200	11,000	98	
	Stone	7,500	7,300	97	
	Sullivan	2,900	2,900	100	
	Taney	10,500	10,300	98	
	Texas	8,400	8,100	96	
	Vernon	7,700	7,500	97	
	Washington	6,700	6,600	98	
	Webster	7,900	7,700	97	
	Worth	1,100	1,100	100	
	Wright	6,200	6,000	97	
	St Louis City	170,900	169,100	99	
	<b>MISSISSIPPI</b>				
	Attala	7,200	7,000	98	
	Bolivar	14,400	14,000	98	
	Calhoun	5,700	5,600	98	
	Carroll	3,500	3,400	97	
	Chickasaw	6,300	6,200	98	
	Clarke	6,400	6,300	98	
	Clay	7,400	7,300	99	
	Copiah	9,400	9,200	98	
Covington	5,900	5,800	98		
De Soto	21,600	21,200	98		
Hancock	11,800	11,600	99		
Holmes	7,500	7,400	98		
Itawamba	7,900	7,800	99		
Jones	23,200	23,000	99		
Lafayette	11,500	11,400	99		
Lamar	9,800	9,700	99		
Lawrence	4,500	4,400	98		
Leake	6,900	6,800	99		
Lee	24,500	24,200	99		
Leflore	13,700	13,500	98		
Marion	9,400	9,200	98		
Marshall	10,500	10,300	98		
Monroe	12,900	12,800	99		
Neshoba	9,200	9,100	99		
Newton	7,600	7,500	99		
Noxubee	4,100	4,000	98		
Pearl River	13,900	13,800	99		
Prentiss	9,300	9,200	99		
Quitman	4,000	3,900	97		
Rankin	28,700	28,400	99		
Scott	9,500	9,400	99		
Smith	5,800	5,700	98		
Tallahatchie	5,400	5,300	97		
Tate	7,000	6,900	99		
Tippah	7,200	7,100	99		
Tishomingo	7,100	7,000	99		
Union	9,000	8,900	99		
Wayne	6,900	6,800	99		
Webster	3,800	3,700	97		
Wilkinson	3,400	3,300	97		
Winston	6,900	6,800	99		
Yalobusha	5,000	4,900	98		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 5-24%	Yazoo	9,400	9,300	98
	<b>MONTANA</b>			
	Broadwater	1,600	1,500	94
	Carter	600	600	100
	Chouteau	2,200	2,100	95
	Daniels	1,000	1,000	100
	Deer Lodge	4,200	4,100	98
	Gallatin	19,100	18,500	97
	Golden Valley	400	400	100
	Jefferson	3,100	3,000	97
	Judith Basin	1,000	1,000	100
	Lewis + Clark	19,600	19,000	97
	Liberty	1,100	1,100	100
	Mc Cone	900	900	100
	Meagher	800	800	100
	Missoula	32,000	31,000	97
	Park	5,800	5,600	97
	Phillips	2,200	2,100	93
	Pondera	2,500	2,400	96
	Prairie	700	600	86
	Richland	5,000	4,800	96
	Roosevelt	3,800	3,700	97
	Sanders	3,900	3,700	95
	Sheridan	2,100	2,000	95
	Stillwater	2,500	2,500	100
	Sweet Grass	1,300	1,200	92
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
	Valley	3,800	3,600	95
	Wibaux	500	500	100
	<b>NORTH CAROLINA</b>			
	Alamance	40,000	39,700	99
	Alexander	10,200	10,100	99
	Ashe	9,300	9,100	98
	Beaufort	16,500	16,300	99
	Bertie	7,600	7,400	97
	Bladen	11,400	11,100	98
	Brunswick	18,800	18,500	98
	Buncombe	69,000	68,200	99
	Cabarrus	35,500	35,300	99
	Camden	2,000	2,000	100
	Caswell	7,300	7,200	99
	Cherokee	8,000	7,900	98
	Chowan	5,300	5,200	98
	Clay	2,900	2,800	96
	Cleveland	32,200	31,900	99
	Columbus	19,000	18,700	98
	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Duplin	15,400	15,100	98
	Edgecombe	20,700	20,500	99
	Forsyth	105,300	104,400	99
	Franklin	12,400	12,100	98
	Gaston	63,900	63,300	99
	Graham	2,500	2,500	98
	Greene	5,400	5,300	98
	Guilford	128,200	127,300	99
	Harnett	23,400	23,100	99
	Henderson	29,300	28,900	99
	Hertford	8,300	8,200	99
	Hoke	7,200	7,000	98
	Hyde	2,100	2,000	95
	Iredell	33,900	33,500	99
	Jackson	9,700	9,500	98
	Johnston	30,500	30,100	99
	Lee	15,800	15,600	99
	Lenoir	22,400	22,100	99
	Mc Dowell	13,600	13,400	99
	Martin	9,500	9,400	99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Mecklenburg	180,400	179,100	99
	Northampton	7,700	7,500	98
	Pamlico	4,100	4,100	99
	Pender	9,400	9,200	98
	Person	11,200	11,100	99
	Pitt	38,100	37,600	99
	Polk	5,800	5,700	98
	Randolph	38,900	38,500	99
	Rockingham	33,300	33,000	99
	Rowan	40,800	40,500	99
	Rutherford	21,800	21,600	99
	Sampson	18,800	18,500	98
	Stanly	19,800	19,600	99
	Stokes	13,500	13,300	99
	Surry	24,300	24,000	99
	Tyrrell	1,500	1,500	100
	Wake	145,600	144,300	99
	Washington	5,200	5,100	98
	Watauga	12,800	12,600	98
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
	Yadkin	11,500	11,300	99
	<b>NORTH DAKOTA</b>			
	Barnes	5,000	5,000	100
	Benson	2,500	2,400	96
	Bottineau	3,200	3,200	98
	Cass	39,000	38,700	99
	Cavalier	2,600	2,500	96
	Eddy	1,300	1,300	100
	Grant	1,600	1,600	100
	Griggs	1,400	1,400	100
	Kidder	1,400	1,400	100
	La Moure	2,300	2,300	100
	Mc Intosh	1,900	1,900	100
	Mc Kenzie	2,800	2,800	100
	Oliver	800	800	100
	Pembina	3,700	3,600	97
	Pierce	2,000	2,000	100
	Ransom	2,400	2,400	100
	Richland	7,000	6,900	99
	Sargent	2,000	2,000	100
	Sioux	900	900	100
	Stark	8,900	8,800	99
	Ward	21,700	21,500	99
	Williams	10,300	10,200	99
	<b>NEBRASKA</b>			
	Antelope	3,200	3,100	97
	Arthur	200	200	100
	Boyd	1,300	1,300	100
	Brown	1,700	1,700	100
	Burt	3,500	3,500	100
	Butler	3,400	3,300	97
	Cass	8,300	8,200	99
	Cedar	4,000	4,000	100
	Clay	3,000	3,000	100
	Curming	4,100	4,000	98
	Custer	5,100	5,000	98
	Dawes	3,500	3,400	97
	Deuel	1,000	1,000	100
	Dodge	14,000	13,900	99
	Douglas	160,900	159,500	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Furnas	2,600	2,500	96
	Garden	1,000	1,000	100
	Greeley	1,200	1,200	100
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Holt	5,100	4,900	96
	Hooker	400	400	100
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
	Kearney	2,600	2,600	100
	Keya Paha	500	500	100
	Loup	300	300	100
	Merrick	3,200	3,200	100
	Nance	1,800	1,800	100
	Nemaha	3,300	3,200	98
	Otoe	6,000	5,900	98
	Phelps	3,700	3,700	100
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Rock	900	900	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Washington	5,900	5,900	100
	Wayne	3,400	3,400	100
	Webster	2,000	2,000	100
	Wheeler	400	400	100
	York	5,800	5,700	98
	<b>NEW HAMPSHIRE</b>			
	Cheshire	25,100	24,400	97
	<b>NEW JERSEY</b>			
	Hunterdon	34,700	34,200	99
	Mercer	117,200	115,500	99
	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Catron	900	800	89
	De Baca	1,100	1,100	100
	Dona Ana	43,500	42,100	97
	Lea North	20,900	20,400	97
	Lea South	2,400	2,400	100
	Lincoln	6,100	5,800	95
	Los Alamos	7,400	7,300	99
	Otero	17,600	17,200	98
	Quay	4,600	4,400	96
	Rio Arriba	11,000	10,300	94
	Sandoval	15,900	15,000	94
	San Juan	32,900	31,100	95
	San Miguel	8,700	8,100	93
	Santa Fe	34,500	33,500	97
	Sierra	4,200	4,000	95
	Socorro	4,700	4,600	98
	Taos	7,600	7,000	92
	Union	1,900	1,800	95
	Valencia	14,100	13,900	99
	<b>NEVADA</b>			
	Churchill	6,500	6,400	98
	Clark	245,900	241,700	98
	Douglas	10,400	10,000	96
	Esmeralda	300	300	100
	Eureka	500	500	100
	Lincoln	1,400	1,300	93
	Lyon	7,300	7,000	96
	Nye South	3,600	3,300	92
	White Pine	3,100	3,000	97
	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
	Clinton	26,900	26,600	99
	Delaware	17,700	17,100	97
	Essex	14,300	14,000	98

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
	Jefferson	33,600	33,100	99	
	Lewis	8,900	8,700	98	
	Putnam	28,200	27,800	99	
	Schoharie	11,000	10,700	97	
	Steuben	36,900	36,100	98	
	Warren	20,900	20,500	98	
	Westchester	322,300	318,700	99	
	Wyoming	13,700	13,600	99	
	<b>OHIO</b>				
	Adams	9,300	8,900	96	
	Ashland	16,700	16,500	99	
	Ashtabula	37,500	37,000	99	
	Butler	99,100	98,000	99	
	Champaign	13,100	12,900	98	
	Clermont	50,100	49,500	99	
	Clinton	13,600	13,400	99	
	Columbiana	41,400	40,800	99	
	Darke	20,700	20,400	99	
	Defiance	14,300	14,100	99	
	Erie	29,200	28,900	99	
	Fairfield	35,100	34,700	99	
	Fayette	10,200	10,000	98	
	Fulton	14,400	14,100	98	
	Gallia	11,100	10,800	97	
	Geauga	25,300	24,900	99	
	Greene	46,000	45,500	99	
Guemsey	15,300	14,900	97		
Hamilton	337,400	332,600	99		
Hardin	11,900	11,700	98		
Henry	10,500	10,400	99		
Hocking	9,900	9,700	98		
Holmes	9,100	8,600	94		
Huron	20,400	20,100	99		
Jackson	11,200	10,900	97		
Jefferson	32,000	31,600	99		
Lake	78,500	78,000	99		
Licking	47,300	46,800	99		
Logan	15,700	15,500	99		
Lorain	96,500	95,500	99		
Madison	11,400	11,200	98		
Marion	23,900	23,600	99		
Meigs	9,100	8,900	98		
Mercer	13,400	13,200	99		
Miami	34,100	33,700	99		
Montgomery	223,900	221,800	99		
Ottawa	15,300	15,100	99		
Paulding	7,500	7,400	99		
Perry	11,700	11,500	98		
Pike	9,100	8,800	97		
Portage	48,900	48,400	99		
Preble	14,800	14,600	99		
Putnam	11,100	10,900	98		
Ross	24,200	23,700	98		
Tuscarawas	33,300	32,600	98		
Union	11,200	11,000	98		
Van Wert	11,700	11,500	99		
Warren	36,600	36,200	99		
Wayne	36,300	35,400	98		
Williams	14,100	13,800	98		
Wood	38,900	38,500	99		
Wyandot	8,200	8,000	98		
<b>OKLAHOMA</b>					
Adair	7,100	6,900	97		
Alfalfa	2,700	2,700	100		
Blaine	5,300	5,200	98		
Bryan	13,200	12,900	98		
Caddo	12,700	12,500	99		
Canadian	26,200	26,000	99		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	Cherokee	12,600	12,400	98
	Choctaw	6,100	5,900	97
	Cleveland	60,800	60,200	99
	Coal	2,200	2,200	100
	Comanche	38,500	38,200	99
	Cotton	2,900	2,900	100
	Craig	5,700	5,600	98
	Creek	26,900	26,600	99
	Custer	12,400	12,200	99
	Delaware	11,200	10,900	97
	Garfield	25,400	25,200	99
	Garvin	11,600	11,500	99
	Grady	16,800	16,600	99
	Grant	2,600	2,600	100
	Harmon	1,700	1,700	100
	Haskell	4,800	4,700	98
	Hughes	5,800	5,700	98
	Jefferson	3,300	3,300	100
	Johnston	4,100	4,000	98
	Kay	20,700	20,500	99
	Kingfisher	5,800	5,800	100
	Kiowa	5,200	5,100	98
	Logan	11,400	11,300	99
	Mc Intosh	7,200	7,100	99
	Major	3,300	3,200	97
	Marshall	5,200	5,100	98
	Mayer	13,300	13,100	98
	Muskogee	27,000	26,700	99
	Noble	4,900	4,900	100
	Nowata	4,400	4,400	100
	Okfuskee	4,500	4,400	98
	Oklahoma	254,400	252,600	99
	Okmulgee	15,200	15,000	99
	Osage	16,200	16,100	99
	Ottawa	13,100	13,000	99
	Pawnee	7,100	7,000	99
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	23,500	23,200	99
	Roger Mills	2,200	2,200	100
	Rogers	20,700	20,500	99
	Seminole	11,000	10,900	99
	Sequoyah	12,700	12,400	98
	Wagoner	18,400	18,200	99
	Washington	18,600	18,500	99
	Washita	5,400	5,400	99
	Woods	4,100	4,000	98
<b>OREGON</b>				
Clackamas	93,900	90,800	97	
Columbia	13,500	13,000	96	
Coos	23,300	21,600	93	
Douglas	35,500	33,800	95	
Hood River	6,300	5,900	94	
Malheur	10,000	9,600	96	
Morrow	3,000	2,800	93	
Multnomah	240,600	231,800	96	
Sherman	800	800	100	
Tillamook	8,600	8,000	93	
Umatilla	22,100	20,700	94	
Union	8,700	8,100	93	
Washington	109,200	106,800	98	
Yamhill	21,100	20,100	95	
<b>PENNSYLVANIA</b>				
Bedford	17,700	17,200	97	
Blair	51,000	50,200	98	
Centre	39,700	38,700	97	
Clarion	15,000	14,700	98	
Clearfield	30,900	30,400	98	
Clinton	14,400	14,100	98	



# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>				
		Crawford	32,400	31,600	98
		Elk	13,900	13,600	98
		Erie	103,500	102,200	99
		Huntingdon	15,400	15,000	97
		Jefferson	19,200	18,800	98
		Juniata	7,600	7,300	96
		Lycoming	44,000	42,700	97
		Mc Kean	18,300	17,900	98
		Mifflin	18,100	17,500	97
		Potter	7,000	6,800	97
		Tioga	15,000	14,500	97
		Venango	23,800	23,100	97
		Warren	17,700	17,200	97
		Wayne	15,300	14,800	97
		<b>SOUTH CAROLINA</b>			
	Abbeville	8,700	8,600	98	
	Allendale	3,800	3,700	97	
	Anderson	55,800	55,200	99	
	Barnwell	7,700	7,600	98	
	Beaufort	30,200	29,700	99	
	Berkeley	44,300	43,500	98	
	Charleston	101,200	100,100	99	
	Cherokee	15,400	15,200	99	
	Chester	11,100	10,900	99	
	Clarendon	9,900	9,600	97	
	Greenville	120,900	119,900	99	
	Hampton	7,000	6,800	97	
	Horry	52,000	51,100	98	
	Jasper	5,700	5,500	97	
	Lancaster	20,700	20,500	99	
	Laurens	19,000	18,800	99	
	Lee	6,000	5,900	98	
	Lexington	64,400	63,500	99	
	Marlboro	10,700	10,500	98	
	Newberry	12,500	12,300	98	
	Oconee	21,500	21,300	99	
	Orangeburg	31,300	30,500	98	
	Pickens	31,700	31,200	99	
	Richland	100,200	99,000	99	
	Saluda	6,200	6,100	98	
	Spartanburg	82,100	81,300	99	
	Union	11,300	11,200	99	
	Williamsburg	13,100	12,700	97	
	York	44,400	43,900	99	
	<b>SOUTH DAKOTA</b>				
	Aurora	1,100	1,100	100	
	Bon Homme	3,000	2,900	97	
	Brookings	8,900	8,800	99	
	Butte	3,400	3,300	97	
	Clark	1,900	1,900	100	
	Clay	4,800	4,700	98	
	Custer	2,800	2,700	96	
	Deuel	1,900	1,900	100	
	Douglas	1,500	1,500	100	
	Faulk	1,200	1,200	100	
	Grant	3,200	3,100	97	
	Gregory	2,100	2,100	100	
	Hamlin	1,900	1,900	100	
	Hand	1,800	1,800	100	
	Hanson	1,100	1,100	100	
	Hutchinson	3,300	3,200	97	
	Jackson	1,300	1,300	100	
	Kingsbury	2,600	2,600	100	
	Lake	4,300	4,300	100	
	Lincoln	5,300	5,200	98	
	Lyman	1,300	1,300	100	
	Mc Cook	2,400	2,400	100	
	Marshall	2,000	2,000	100	

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>MINNESOTA</b>				
		Minnehaha	50,400	50,100	99
		Moody	2,400	2,400	100
		Perkins	1,800	1,700	94
		Potter	1,300	1,300	100
		Roberts	3,900	3,800	97
		Sanborn	1,200	1,200	100
		Stanley	1,000	1,000	100
		Todd	1,900	1,800	95
		Turner	3,500	3,500	100
		Union	4,200	4,200	100
		Yankton	7,200	7,100	99
		<b>TENNESSEE</b>			
		Bedford	11,100	11,000	99
		Benton	6,200	6,100	98
		Blount	32,700	32,400	99
	Carroll	10,900	10,800	99	
	Carter	20,000	19,800	99	
	Cheatham	9,400	9,300	99	
	Chester	4,900	4,800	99	
	Claiborne	9,800	9,600	98	
	Cocke	11,400	11,200	99	
	Coffee	15,900	15,800	99	
	Cumberland	12,500	12,300	98	
	Davidson	201,000	200,100	100	
	De Kalb	5,800	5,700	98	
	Fentress	5,600	5,500	98	
	Franklin	12,200	12,100	99	
	Gibson	19,000	18,800	99	
	Greene	21,300	21,100	99	
	Hardin	8,700	8,500	98	
	Hawkins	17,500	17,200	99	
	Haywood	7,100	7,000	99	
	Henderson	9,100	9,000	99	
	Henry	11,800	11,600	99	
	Hickman	5,700	5,700	99	
	Humphreys	6,200	6,200	99	
	Jefferson	12,600	12,500	99	
	Johnson	5,500	5,400	98	
	Knox	132,600	131,700	99	
	Lake	2,600	2,600	100	
	Lewis	3,600	3,600	99	
	Loudon	11,900	11,800	99	
	Mcminn	16,300	16,100	99	
	Mc Nairy	9,500	9,400	98	
	Marion	9,500	9,400	99	
	Marshall	8,100	8,000	99	
	Monroe	11,200	11,000	99	
	Overton	6,700	6,600	98	
	Pickett	1,600	1,600	100	
	Rhea	9,300	9,200	99	
	Roane	18,700	18,600	99	
	Rutherford	38,400	38,100	99	
	Scott	7,500	7,300	98	
	Sevier	19,100	18,900	99	
	Shelby	298,400	296,300	99	
	Smith	5,800	5,700	99	
	Sumner	34,900	34,700	99	
	Tipton	12,500	12,300	99	
	Union	4,800	4,700	98	
	Van Buren	1,500	1,500	100	
	Washington	35,200	34,900	99	
	Wayne	5,300	5,200	98	
	White	7,900	7,800	99	
	Williamson	26,100	25,900	99	
	Wilson	24,400	24,200	99	
	<b>TEXAS</b>				
	Anderson	15,000	14,700	98	
	Aransas	7,100	7,000	99	
	Archer	3,000	3,000	100	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Atascosa	10,300	10,100	98
	Austin	8,000	7,800	98
	Bandera	3,800	3,800	100
	Bastrop	13,400	13,100	98
	Baylor	1,900	1,900	100
	Bee	8,800	8,600	98
	Bell	62,100	61,600	99
	Bexar	395,800	391,600	99
	Bowie	30,800	30,400	99
	Brazoria	68,500	68,000	99
	Briscoe	1,000	1,000	100
	Brooks	2,800	2,700	96
	Burleson	5,400	5,200	97
	Caldwell	9,300	9,100	98
	Calhoun	7,500	7,400	99
	Callahan	4,900	4,800	98
	Cass	11,400	11,200	98
	Castro	3,200	3,200	100
	Chambers	8,000	7,900	99
	Cherokee	15,500	15,200	98
	Childress	2,600	2,600	100
	Clay	4,100	4,100	100
	Cochran	1,600	1,600	100
	Collin	72,600	71,800	99
	Collingsworth	1,700	1,700	97
	Colorado	7,500	7,300	97
	Comal	18,700	18,500	99
	Comanche	5,000	4,900	98
	Concho	1,100	1,100	100
	Cooke	11,500	11,400	99
	Coryell	17,700	17,500	99
	Crane	1,700	1,700	100
	Crosby	2,800	2,800	100
	Dallam	2,600	2,600	100
	Dallas	717,600	712,700	99
	Denton	76,600	75,900	99
	De Witt	7,300	7,100	97
	Dickens	1,300	1,300	100
	Dimmit	3,400	3,300	97
	Donley	1,600	1,600	100
	Duval	4,300	4,200	98
	Eastland	8,000	7,900	99
	Ector	50,100	49,700	99
	Fannin	9,900	9,700	98
	Fisher	2,100	2,100	100
	Foard	900	900	100
	Fort Bend	67,200	66,300	99
	Gaines	4,900	4,900	100
	Galveston	80,300	79,500	99
Gillespie	6,500	6,300	97	
Gonzales	6,400	6,300	98	
Grayson	38,100	37,700	99	
Gregg	42,400	41,900	99	
Guadalupe	20,900	20,600	99	
Hale	12,200	12,100	99	
Hall	2,000	1,900	97	
Hardin	15,600	15,400	99	
Harris	1,046,200	1,037,500	99	
Harrison	20,300	20,000	99	
Haskell	2,800	2,800	100	
Hays	19,500	19,200	98	
Hidalgo	102,200	100,600	98	
Hill	10,600	10,400	99	
Hockley	8,400	8,400	100	
Hood	11,500	11,400	99	
Houston	8,700	8,500	98	
Hunt	25,600	25,300	99	
Jack	3,000	3,000	100	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	Jackson	4,700	4,600	98
	Jasper	12,400	12,200	98
	Jim Wells	12,700	12,500	98
	Jones	6,700	6,600	99
	Kendall	5,400	5,300	98
	Kent	400	400	100
	Kerr	15,300	15,000	98
	Lamar	17,200	16,700	97
	Lamb	6,000	5,900	99
	Lampasas	5,600	5,500	98
	La Salle	1,800	1,700	94
	Lee	4,900	4,800	98
	Leon	5,500	5,300	96
	Llano	5,600	5,500	98
	Lubbock	79,000	78,400	99
	Lynn	2,600	2,600	100
	Mc Culloch	3,600	3,500	97
	Martin	1,600	1,600	100
	Maverick	10,000	9,600	96
	Medina	9,100	8,900	98
	Menard	900	900	100
	Milam	9,000	8,800	98
	Montgomery	60,700	59,700	98
	Newton	5,000	4,900	98
	Oldham	700	700	100
	Orange	29,700	29,400	99
	Parker	21,900	21,700	99
	Polk	12,600	12,300	98
	Randall	35,200	35,100	100
	Real	1,000	1,000	100
	Red River	6,300	6,100	97
	Reeves	4,800	4,700	98
	Refugio	3,100	3,100	100
	Robertson	6,200	6,100	98
	Rockwall	9,200	9,100	99
	Rusk	16,800	16,600	99
	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	San Patricio	19,800	19,500	98
	Shelby	9,400	9,200	98
	Smith	58,400	57,700	99
	Starr	9,600	9,300	97
	Stonewall	1,000	1,000	100
	Tarrant	415,700	412,800	99
	Throckmorton	900	900	100
	Titus	8,900	8,800	98
	Travis	231,700	229,300	99
	Upton	1,800	1,800	100
	Van Zandt	15,700	15,400	98
	Ward	5,100	5,000	99
Washington	9,200	8,900	97	
Wilbarger	6,200	6,200	100	
Willacy	4,900	4,800	98	
Williamson	40,300	39,700	99	
<b>UTAH</b>				
Beaver	1,700	1,700	100	
Box Elder	11,200	11,100	99	
Cache	20,700	20,200	98	
Davis	52,100	51,600	99	
Duchesne	4,500	4,300	96	
Emery	3,600	3,500	97	
Grand	2,900	2,700	93	
Iron	6,800	6,400	95	
Juab	1,800	1,800	100	
Kane	1,600	1,500	94	
Rich	700	700	100	
Salt Lake	238,100	234,900	99	
San Juan	3,200	3,000	94	
Sanpete	5,300	5,200	98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>UTAH</b>			
	Sevier	5,100	5,000	98
	Summit	4,900	4,800	98
	Tooele	9,200	9,100	99
	Uintah	8,000	7,700	96
	Utah	69,500	68,300	98
	Wasatch	3,300	3,200	97
	Weber	55,300	54,600	99
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	98
	Alleghany	9,600	9,500	99
	Amherst	10,000	9,800	98
	Appomattox	4,500	4,400	98
	Bedford	15,800	15,600	98
Bland	2,200	2,100	95	
Botetourt	9,000	8,900	99	
Buchanan	12,300	12,000	98	
Campbell	41,800	41,300	99	
Chesterfield	64,800	64,500	99	
Dickenson	7,000	6,900	99	
Giles	6,200	6,100	98	
Greensville	5,000	4,900	98	
Halifax	12,200	12,000	98	
Henry	28,100	27,800	99	
Isle Of Wight	8,500	8,400	99	
James City	13,000	12,900	99	
Lee	9,600	9,400	98	
Loudoun	24,900	24,600	99	
Mecklenburg	10,600	10,400	98	
Middlesex	3,500	3,400	97	
Nelson	4,300	4,200	98	
Northampton	5,600	5,500	98	
Nottoway	5,400	5,300	98	
Pittsylvania	40,700	40,200	99	
Prince George	15,500	15,400	99	
Rockingham	28,300	27,900	99	
Russell	11,900	11,700	98	
Scott	8,900	8,700	98	
Southampton	7,900	7,800	98	
Sussex	3,400	3,300	97	
Washington	24,200	23,900	99	
Wise	17,300	17,000	98	
York	16,700	16,500	99	
<b>VERMONT</b>				
Orleans	9,000	8,900	99	
<b>WASHINGTON</b>				
Chelan	21,000	20,100	96	
Clark	81,800	79,800	97	
Franklin	13,100	12,700	97	
Grant	20,300	19,500	96	
Kittitas West	2,000	1,900	95	
Klickitat	6,300	5,900	94	
Lewis	22,500	21,400	95	
Skamania	3,100	2,900	93	
Yakima	69,600	66,600	96	
<b>WISCONSIN</b>				
Adams	5,300	5,100	96	
Barron	15,700	15,300	97	
Bayfield	5,600	5,500	98	
Brown	70,400	69,900	99	
Calumet	12,000	11,800	98	
Clark	12,200	11,800	97	
Columbia	18,000	17,700	98	
Crawford	6,100	6,000	98	
Dodge	26,800	26,300	98	
Door	10,800	10,700	99	
Douglas	16,400	16,200	99	
Dunn	12,200	11,900	98	
Florence	1,400	1,400	100	
Fond Du Lac	32,100	31,600	98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Green Lake	7,500	7,300	98
	Iowa	7,600	7,400	97
	Jackson	6,400	6,200	97
	Jefferson	24,600	24,300	99
	Juneau	8,600	8,300	97
	Lafayette	6,200	6,100	98
	Lincoln	11,100	10,900	99
	Manitowoc	30,000	29,800	99
	Marinette	16,000	15,800	99
	Marquette	5,600	5,400	96
	Milwaukee	373,800	369,400	99
	Monroe	13,400	13,100	98
	Oconto	11,700	11,500	98
	Oneida	13,000	12,700	98
	Outagamie	49,200	48,900	99
	Ozaukee	25,000	24,700	99
	Pepin	2,800	2,700	96
	Polk	13,300	13,100	98
	Price	6,400	6,200	97
	Richland	6,500	6,300	97
	Rusk	5,800	5,600	97
	St Croix	16,700	16,500	99
	Sauk	17,700	17,300	98
	Sawyer	5,600	5,400	96
	Shawano	14,200	14,000	99
	Sheboygan	38,200	37,800	99
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Washburn	5,700	5,600	98
	Washington	31,300	31,000	99
	Waukesha	100,700	99,700	99
	Waupaca	16,700	16,500	99
	Waushara	8,500	8,300	98
	Wood	29,400	29,000	99
	<b>WEST VIRGINIA</b>			
	Clay	4,200	4,100	98
	Doddridge	2,900	2,800	98
	Fayette	21,200	21,000	99
	Grant	3,600	3,500	97
	Greenbrier	14,400	14,100	98
	Harrison	29,500	29,300	99
	Jackson	9,600	9,500	99
	Jefferson	12,700	12,600	99
	Kanawha	89,900	89,300	99
Lincoln	7,900	7,800	99	
Logan	17,500	17,300	99	
Mc Dowell	15,900	15,700	98	
Marion	25,100	24,900	99	
Mason	10,000	9,900	99	
Monroe	4,800	4,700	97	
Nicholas	10,600	10,400	99	
Pleasants	2,900	2,900	100	
Preston	11,500	11,300	98	
Putnam	16,400	16,300	99	
Ritchie	4,500	4,400	98	
Summers	5,400	5,200	97	
Taylor	6,200	6,100	98	
Wyoming	12,000	11,800	98	
<b>WYOMING</b>				
Campbell	12,200	11,600	95	
Converse	5,000	4,800	96	
Crook	2,300	2,200	96	
Lincoln	5,700	5,400	95	
Niobrara	1,200	1,200	100	
Park	9,300	8,900	96	
Platte	4,200	4,000	95	
Sheridan	10,400	9,900	95	
Uinta	7,600	7,300	97	
Weston	2,900	2,800	96	

# Illinois

## WBBM-TV, Chicago (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>NEBRASKA</b>			
	Blaine	300	300	100
	<b>NEVADA</b>			
	Lyon	7,300	7,000	96
	<b>SOUTH DAKOTA</b>			
	Todd	1,900	1,800	95
	<b>TENNESSEE</b>			
	Chester	4,900	4,800	99
	<b>TEXAS</b>			
	Comanche	5,000	4,900	98
	<b>WISCONSIN</b>			
	Racine	63,800	63,300	99
	Walworth	27,400	27,000	99

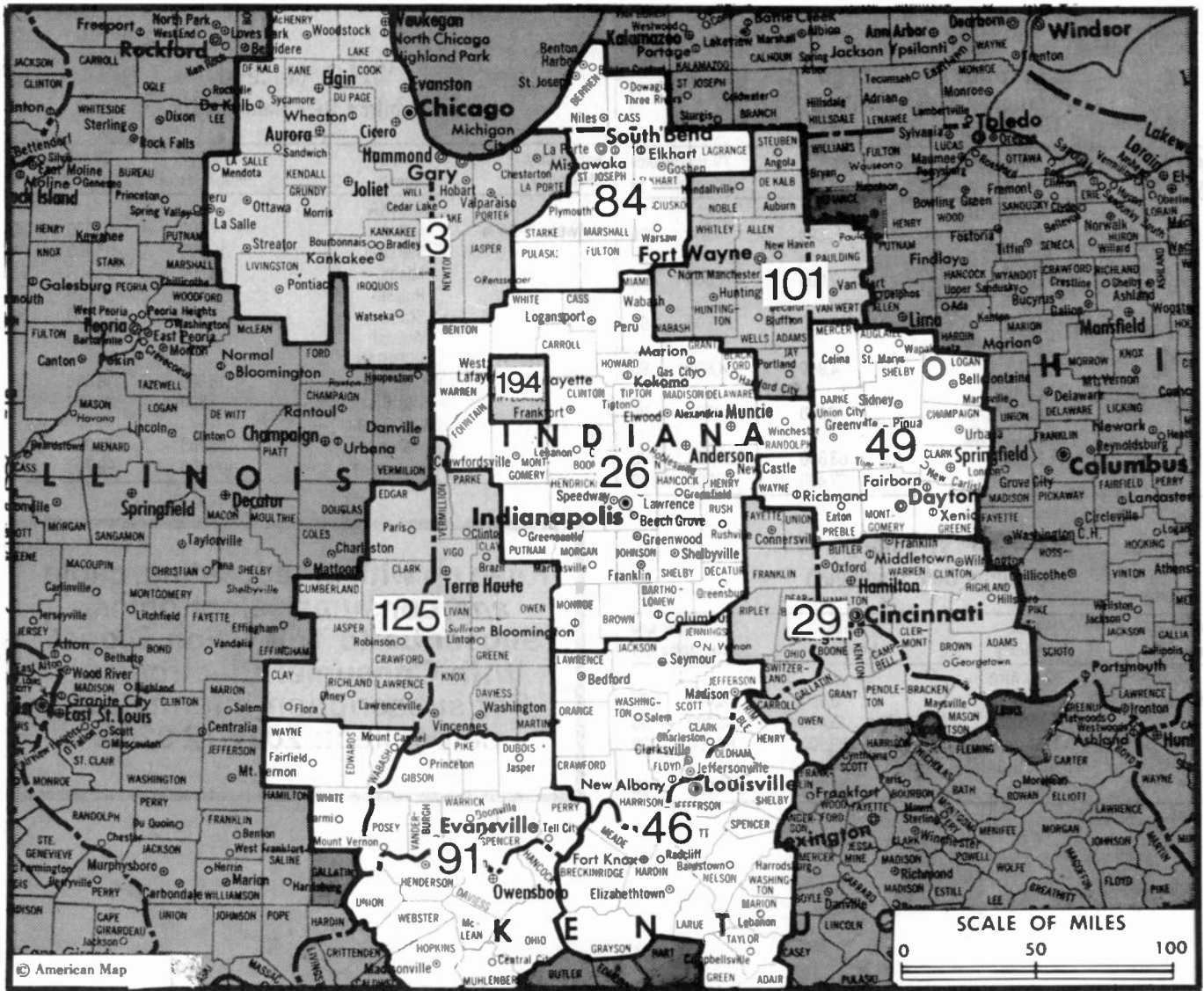
## WLS-TV, Chicago (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>INDIANA</b>			
	Benton	3,500	3,400	97
	Marshall	15,400	15,100	98
	St Joseph	89,900	88,700	99
	<b>MICHIGAN</b>			
Cass	18,300	18,000	98	

## WFLD, Chicago (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>INDIANA</b>			
	Fulton	7,400	7,300	99
	Marshall	15,400	15,100	98
	Miami	13,800	13,500	98
	Pulaski	5,100	4,900	96
	Starke	7,900	7,700	97
	Wabash	12,400	12,100	98
	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
	Van Buren	25,800	25,500	99
	<b>WISCONSIN</b>			
	Walworth	27,400	27,000	99
	Waukesha	100,700	99,700	99

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	2,860,600	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WHKE (55), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
Indianapolis, IN	816,800	26	WCLJ (42), WHMB-TV (40), WIIB (63), WISH-TV (8), WMCC (23), WRTV (6), WTHR (13), WTTK (29), WTTV (4), WXIN (59)
Cincinnati, OH	737,400	29	WCPO-TV (9), WIII (64), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Louisville, KY	531,700	46	WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Dayton, OH	491,700	49	WDTN (2), WHIO-TV (7), WKEF (22), WKOH (43), WRGT-TV (45), WTJC (26)
South Bend-Elkhart, IN	289,200	84	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Evansville, IN	261,600	91	WEHT (25), WEVV (44), WFIE-TV (14), WLGN (19), WROZ (61), WTVW (7)
Fort Wayne, IN	225,200	101	WANE-TV (15), WFFT-TV (55), WINM (62), WKJG-TV (33), WPTA (21)
Terre Haute, IN	167,900	125	WBAK-TV (38), WTHI-TV (10), WTWO (2)
Lafayette, IN	42,300	194	WLFJ-TV (18)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WLCN, Evansville	See Madisonville, KY
WINM, Fort Wayne	See Angola, IN
WPWR-TV, Gary	See Chicago, IL
WMCC, Marion	See Indianapolis, IN

**Indiana Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	7	21	28
Educational Television Stations	1	7	8
	8	28	36

# Indiana—Angola

**WINM**

Ch. 63

**Network Service:** None, independent.

**Licensee:** Tri-State Bcstg., 2901 N. Clinton St., Fort Wayne, IN 46805.

**Studio:** 2901 N. Clinton, Fort Wayne, IN 46805.

**Telephone:** 219-484-0630.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 3240-kw max. visual. Antenna: 476-ft. above av. terrain, 476-ft. above ground, 1325-ft. above sea level.

Latitude 41° 24' 34"  
Longitude 84° 54' 40"

**Transmitter:** County Rds. 34 & 59, Butler, IN.

**Ownership:** Non-profit corp. Dr. Paul Paino, chmn.; Rev. Paul C. Paino, pres.; Dale Romey, v.p.; Constance McDaniel, secy.; Rev. Dennis Kutzner, treas.

**Began Operation:** April 22, 1983. Sale to present owner by James A. Chase approved by FCC Oct. 1, 1985. Left air Jan. 1985. Returned to air June 11, 1988.

**Represented (sales):** Landin Media Sales.

**Represented (legal):** Lauren A. Colby.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

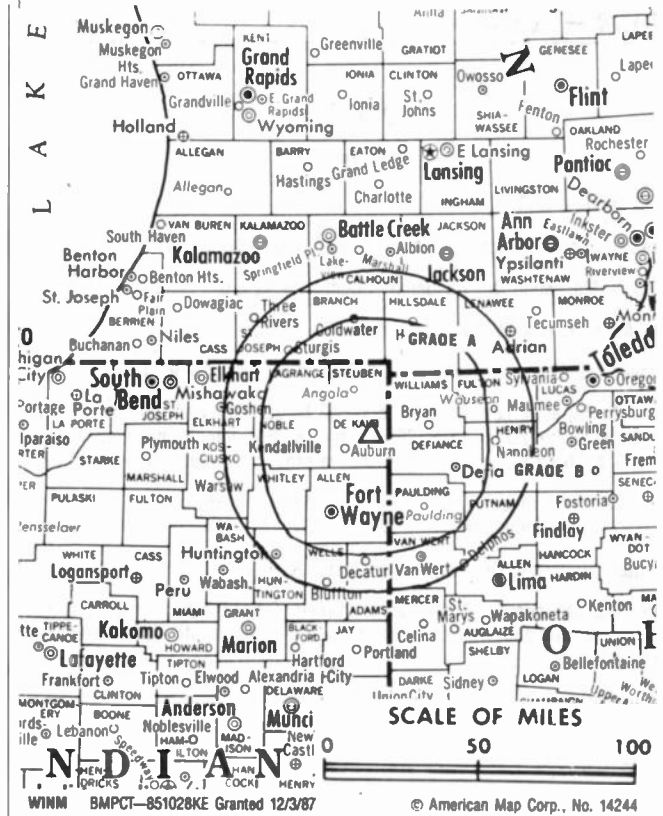
**Personnel:**

PAUL C. PAINO, president & general manager.  
STEPHEN CANNADAY, vice president, operations.  
ROGER RHODES, vice president, programming.  
JERRY CLARK, general sales manager & marketing director.  
STEPHEN BUZZY, chief engineer.  
LARRY KUHN, business manager.

**Rates:** On request.

**City of License:** Angola. **AD:** Fort Wayne. **Rank:** 101.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State	County	Total Households	TV Households	%
Between 5-24%	INDIANA	Allen	108,600	107,100	99
		De Kalb	12,000	11,900	99
		Steuben	10,400	10,200	98
Station Totals	OHIO	Paulding	7,500	7,400	99
		<b>Net Weekly Circulation (1989)</b>	<b>138,500</b>	<b>136,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>					<b>10,900</b>
<b>Average Daily Circulation (1989)</b>					<b>3,300</b>

# Indiana—Evansville

**WEHT**

Ch. 25

**Network Service:** CBS.

**Licensee:** Gilmore Broadcasting Corp., Box 25, Evansville, IN 47701.

**Studio:** 800 Marywood Dr., Henderson County, KY 42420.

**Mailing Address:** Box 25, Evansville, IN 47701.

**Telephone:** 812-424-9215. **TWX:** 510-545-7434. **Fax:** 502-826-6823.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 1194-kw max. & 794-kw horizontal visual, 286-kw max. & 185-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 988-ft. above ground, 1449-ft. above sea level.

Latitude 37° 51' 56"  
Longitude 87° 34' 04"

**Transmitter:** Marywood Dr., Henderson County, KY.

**Satellite Earth Stations:** Scientific-Atlanta, 7.1-meter C-band; ADM, 7-meter C-band; RCA, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Gilmore Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (*Television Digest*, Vol. 4:16, 29). Sale to Hilberg group by M.A. Lightman's Malco Theatres Inc. approved Oct. 24, 1956 (Vol. 12:35, 43).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Cohen, Dippell & Everist, P.C.

**Personnel:**

- DOUGLAS A. PADGETT, vice president & general manager.
- MIKE RILEY, general sales manager.
- LISA DAUGHERTY, local sales manager.
- BROD SEYMOUR, program director.
- MIKE PECKENPAUGH, chief engineer.
- JOHN MUROVICH, news director.
- CRAIG BURDICK, promotion director.
- JENNY GAGER, business manager.

**Highest One Hour Rate:** \$3200.

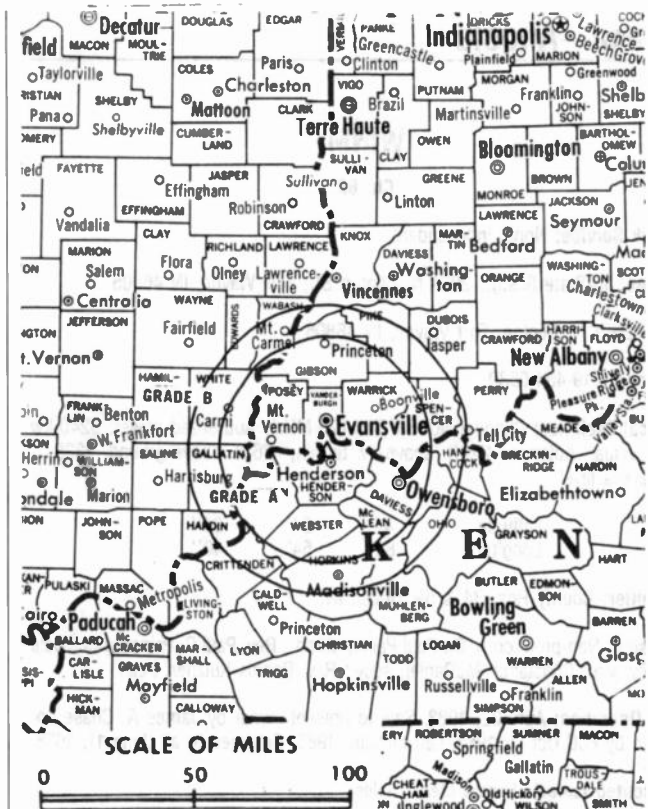
**Highest 30 Sec. Rate:** \$580.

**NETWORK BASE HOURLY RATE:** \$715.

**City of License:** Evansville. **AOI:** Evansville. **Rank:** 91.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Edwards	3,700	3,600	96
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	Wayne	7,600	7,300	95
	White	7,500	7,200	96
<b>INOIANA</b>	Dubois	13,000	12,600	97
	Gibson	13,000	12,700	98
	Perry	6,700	6,500	97
	Pike	5,300	5,100	96
	Posey	9,500	9,200	97
	Spencer	6,900	6,700	97
	Vanderburgh	66,600	65,200	98
	Warrick	16,700	16,300	98



WEHT BPC-4924 Granted 6/29/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Daviess	32,800	32,600	99
	Hancock	2,900	2,900	100
	Henderson	16,400	16,200	99
	Hopkins	18,000	17,800	99
	Mc Lean	3,500	3,500	100
	Muhlenberg	11,700	11,600	99
	Ohio	8,400	8,300	99
<b>Between 25-49%</b>	Union	5,700	5,700	99
	Webster	5,600	5,500	98
	<b>ILLINOIS</b>			
	Hardin	2,100	2,000	95
	Lawrence	6,800	6,600	97
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Knox	15,900	15,600	98
	<b>KENTUCKY</b>			
	Caldwell	4,900	4,800	98
	<b>ILLINOIS</b>			
	Clay	6,100	5,900	96
	Hamilton	3,900	3,700	95
	Richland	7,100	6,900	97
	Saline	12,200	11,900	97
	<b>INOIANA</b>			
Daviess	10,500	10,200	97	
Martin	3,900	3,800	97	
<b>KENTUCKY</b>				
Butler	4,200	4,100	99	
Christian	20,500	20,300	99	
Crittenden	3,300	3,300	100	
Grayson	8,300	8,200	99	
Livingston	3,700	3,700	100	
Lyon	2,400	2,400	100	
Trigg	3,600	3,600	100	
<b>Station Totals</b>		<b>389,400</b>	<b>381,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>240,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>136,700</b>	

# Indiana—Evansville

**WEVV**

Ch. 44

**Network Service:** Fox.

**Licensee:** Ralph C. Wilson Industries Inc., 1585 Schallenger Rd., San Jose, CA 95131.

**Studio:** 629 Walnut St., Evansville, IN 47708.

**Telephones:** 812-424-9201; 812-464-4444. **Fax:** 812-465-4559.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 1313.7-kw max. visual, 262.6-kw max. aural. Antenna: 970-ft. above av. terrain, 999-ft. above ground, 1419-ft. above sea level.

Latitude 38° 03' 07"  
Longitude 87° 19' 12"

**Transmitter:** 0.9-mi. E of U.S. 41 on KY Hwy. 414, Henderson County, KY.

**Satellite Earth Station:** Avcom, 6-meter; Avcom receivers.

**Ownership:** Ralph C. Wilson Jr., chmn. & pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 17, 1983. Reorganization & addition of partners approved by FCC Nov. 19, 1984. FCC approved sale to present owner by Ohio Valley TV Inc. Dec. 27, 1985.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**

- J. A. (SKIP) SIMMS, general manager.
- JOHN SANDWELL, sales manager.
- BILL HIGHT, regional sales manager.
- TIM JONES, local sales manager.
- DON HOLLINGSWORTH, chief engineer.
- BETH-ANN KATZ, news director.
- ALICE LOVELL, program director.
- JUDY DAGES, promotion director.
- LOIS HOUSER, business manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$350.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 91.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	White	7,500	7,200	96
	<b>INDIANA</b>			
Gibson	13,000	12,700	98	
Posey	9,500	9,200	97	
Spencer	6,900	6,700	97	
Vanderburgh	66,600	65,200	98	
Warrick	16,700	16,300	98	
<b>KENTUCKY</b>				
Daviess	32,800	32,600	99	
Hancock	2,900	2,900	100	
Henderson	16,400	16,200	99	
Hopkins	18,000	17,800	99	
Mc Lean	3,500	3,500	100	
Union	5,700	5,700	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Edwards	3,700	3,600	96
Wayne	7,600	7,300	95	



WEVV BNPCT-821101K1 Granted 12/15/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Daviess	10,500	10,200	97
	Dubois	13,000	12,600	97
	Knox	15,900	15,600	98
	Perry	6,700	6,500	97
	Pike	5,300	5,100	96
	<b>KENTUCKY</b>			
	Caldwell	4,900	4,800	98
	Muhlenberg	11,700	11,600	99
	Ohio	8,400	8,300	99
Webster	5,600	5,500	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Lawrence	6,800	6,600	97
	Richland	7,100	6,900	97
Saline	12,200	11,900	97	
<b>KENTUCKY</b>				
Crittenden	3,300	3,300	100	
Livingston	3,700	3,700	100	
<b>Station Totals</b>		<b>340,400</b>	<b>333,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>171,300</b>
<b>Average Daily Circulation (1989)</b>				<b>77,100</b>

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# Indiana—Evansville

## WFIE-TV

Ch. 14

Network Service: NBC.

Licensee: Cosmos Broadcasting Co., Box 1414, Evansville, IN 47701.

Studio: 1115 Mount Auburn Rd., Evansville, IN 47712.

Telephone: 812-426-1414. TWX: 810-353-0507. Telex: 812-426-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 2208-kw max. & 1020-kw horizontal visual, 331-kw max. & 91.2-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 949-ft. above ground, 1449-ft. above sea level.

Latitude 37° 53' 14''  
Longitude 87° 31' 07''

Transmitter: Wolf Hill, approx. 2300-ft. NE of intersection of Rte. 414 & Cemetery Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter; ADM, 3-meter; Harris, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Cosmos Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: November 9, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981. Sale to Orion by Jesse D. Fine theatre family approved July 18, 1956 (Television Digest, Vol. 12:25, 26, 29).

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

CONRAD L. CAGLE, vice president & general manager.  
ANGIE SAUER, general sales manager.  
JIM MOORE, national sales manager.  
C. J. BEUTIEN, news director.  
MARION B. PAUL, chief engineer.  
SHIRLEY KIRK, program director.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$870.

City of License: Evansville. AOI: Evansville. Rank: 91.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Edwards	3,700	3,600	96
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	Wayne	7,600	7,300	95
	White	7,500	7,200	96
	INDIANA			
	Dubois	13,000	12,600	97
	Gibson	13,000	12,700	98
	Perry	6,700	6,500	97
Pike	5,300	5,100	96	
Posey	9,500	9,200	97	
Spencer	6,900	6,700	97	
Vanderburgh	66,600	65,200	98	
Warrick	16,700	16,300	98	



WFIE-TV BPC-4913 Granted 6/11/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Daviess	32,800	32,600	99
	Hancock	2,900	2,900	100
	Henderson	16,400	16,200	99
	Hopkins	18,000	17,800	99
	Mc Lean	3,500	3,500	100
	Muhlenberg	11,700	11,600	99
	Ohio	8,400	8,300	99
Union	5,700	5,700	99	
Webster	5,600	5,500	98	
Between 25-49%	ILLINOIS			
	Clay	6,100	5,900	96
	Hardin	2,100	2,000	95
	Lawrence	6,800	6,600	97
INDIANA				
Daviess	10,500	10,200	97	
Knox	15,900	15,600	98	
Between 5-24%	KENTUCKY			
	Caldwell	4,900	4,800	98
Between 5-24%	ILLINOIS			
	Hamilton	3,900	3,700	95
	Saline	12,200	11,900	97
	KENTUCKY			
Crittenden	3,300	3,300	100	
Livingston	3,700	3,700	100	
Lyon	2,400	2,400	100	
Station Totals		348,900	341,700	98
Net Weekly Circulation (1989)				244,100
Average Daily Circulation (1989)				149,900

# Indiana—Evansville

**WTVW**

Ch. 7

**Network Service:** ABC.

**Licensee:** Woods Communications Group Inc.

**Studio:** 477 Carpenter St., Evansville, IN 47708.

**Mailing Address:** Box 7, Evansville, IN 47701.

**Telephone:** 812-422-1121. **Fax:** 812-465-4365.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: Circularly polarized, 1000-ft. above av. terrain, 1013-ft. above ground, 1493-ft. above sea level.

Latitude 38° 01' 27"  
Longitude 87° 21' 43"

**Transmitter:** 1-mi. S of Chandler, IN.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; ADM, 4.5-meter C-band; AFC, 3.7-meter Ku-band; Avantek, Avcom, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Charles Woods, pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 21, 1956. Sale to Broad Street TV granted Aug. 17, 1988 (Television Digest, Vol. 28:25) but not consummated. Sale to Charles Woods by Fuqua Communications approved by FCC Nov. 17, 1980. Sale of control to Fuqua by Polaris Corp. approved by FCC Sept. 26, 1966 (Vol. 5:51; 6:39). Previous sale of control by Ferris E. Traylor, Res Schepp and Miklos Sperling to Producers Inc. (Polaris) approved Aug. 27, 1962 (Vol. 2:35).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

**Personnel:**

- CHARLES WOODS, president.
- KEN SCHREIBER, vice president & general manager.
- DAVID CASTRALE, production manager.
- JOHN SCHUTA, chief engineer.
- JOHN STERNE, news director.
- DEBBIE BOSLEY, program director.
- J. K. STRINGER, promotion director.
- CATHY WOODS, business manager.

**Highest One Hour Rate:** \$4000.

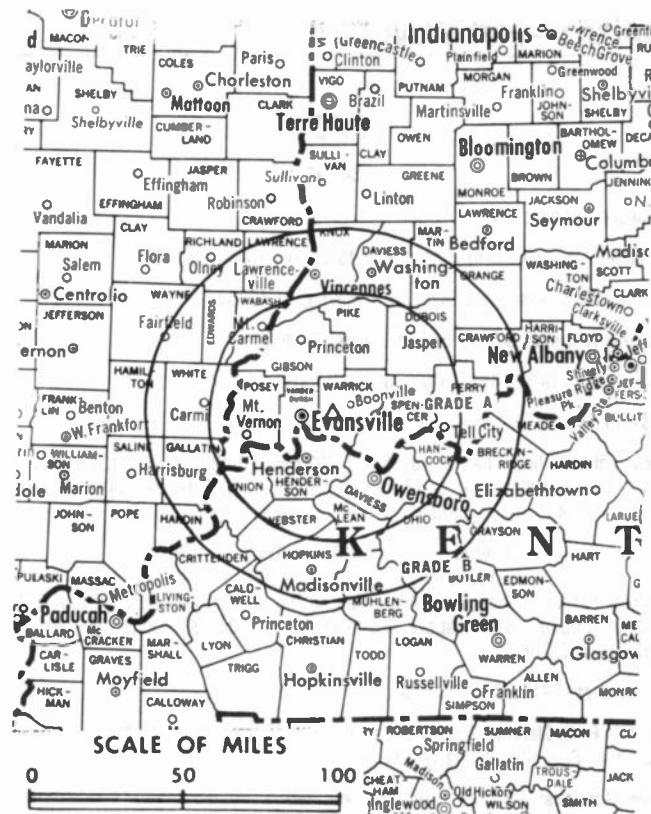
**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 91.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,900	96
	Edwards	3,700	3,600	96
	Gallatin	3,000	2,900	97
	Lawrence	6,800	6,600	97
	Richland	7,100	6,900	97
	Wabash	5,500	5,300	96
	Wayne	7,600	7,300	95
	White	7,500	7,200	96
	<b>INDIANA</b>			
	Daviess	10,500	10,200	97
	Dubois	13,000	12,600	97
	Gibson	13,000	12,700	98
	Knox	15,900	15,600	98
Martin	3,900	3,800	97	
Perry	6,700	6,500	97	
Pike	5,300	5,100	96	
Posey	9,500	9,200	97	
Spencer	6,900	6,700	97	
Vanderburgh	66,600	65,200	98	
Warrick	16,700	16,300	98	



WTVW BPCT-810427KE Granted 6/22/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Caldwell	4,900	4,800	98
	Daviess	32,800	32,600	99
	Hancock	2,900	2,900	100
	Henderson	16,400	16,200	99
	Hopkins	18,000	17,800	99
	Mc Lean	3,500	3,500	100
	Muhlenberg	11,700	11,600	99
	Ohio	8,400	8,300	99
	Union	5,700	5,700	99
Webster	5,600	5,500	98	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Crawford	8,300	8,100	98
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Breckinridge	6,200	6,100	98
	Crittenden	3,300	3,300	100
	Lyon	2,400	2,400	100
<b>Station Totals</b>	<b>ILLINOIS</b>			
	Jasper	4,300	4,200	98
	Saline	12,200	11,900	97
	<b>INDIANA</b>			
	Crawford	3,700	3,500	96
	Greene	12,200	11,900	98
	Lawrence	16,500	16,200	98
	Orange	7,100	6,900	97
	Sullivan	8,200	8,000	98
	<b>KENTUCKY</b>			
Butler	4,200	4,100	99	
Christian	20,500	20,300	99	
Grayson	8,300	8,200	99	
Meade	7,900	7,900	100	
<b>Station Totals</b>		<b>456,500</b>	<b>447,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>286,100</b>
<b>Average Daily Circulation (1989)</b>				<b>158,900</b>

# Indiana—Fort Wayne

## WANE-TV

Ch. 15

Network Service: CBS.

Licensee: Indiana Bcstg. Corp., Box 1515, Fort Wayne, IN 46801.

Studio: 2915 West State Blvd., Fort Wayne, IN 46808.

Mailing Address: Box 1515, Fort Wayne, IN 46801.

Telephone: 219-424-1515. TWX: 810-332-1508.

Easylink: 62-577480.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 436-kw max. & 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 834-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

Holds CP for change to 1114-kw max. visual, 830-ft. above av. terrain, 807-ft. above ground, 1617-ft. above sea level, lat. 41° 05' 38'', long. 85° 10' 48''. BMPCT-880526KK.

Transmitter: 2915 West State Blvd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: LIN Television Corp. See Group Ownership of Television Stations.

Began Operation: September 26, 1954. Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 28, 1983 (Television Digest, Vol. 23:36). Sale to Corinthian by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956 (Vol. 12:24, 34, 41).

Represented (sales): Petry Television Inc.

Represented (legal): Covington & Burling.

Represented (engineering): Moffet, Larson & Johnson Inc.

### Personnel:

FRANK N. MOORE, president & general manager.  
R. BRUCE CYNAR, general sales manager.  
MARK C. DiBUENO, local sales manager.  
MARK MEYER, program/production manager.  
JIM GILL, promotion director.  
BILL WAGMAN, news director.  
HERB LYONS, chief engineer.  
CULBERTSON E. RANDELL, financial manager.

Highest One Hour Rate: \$2500.

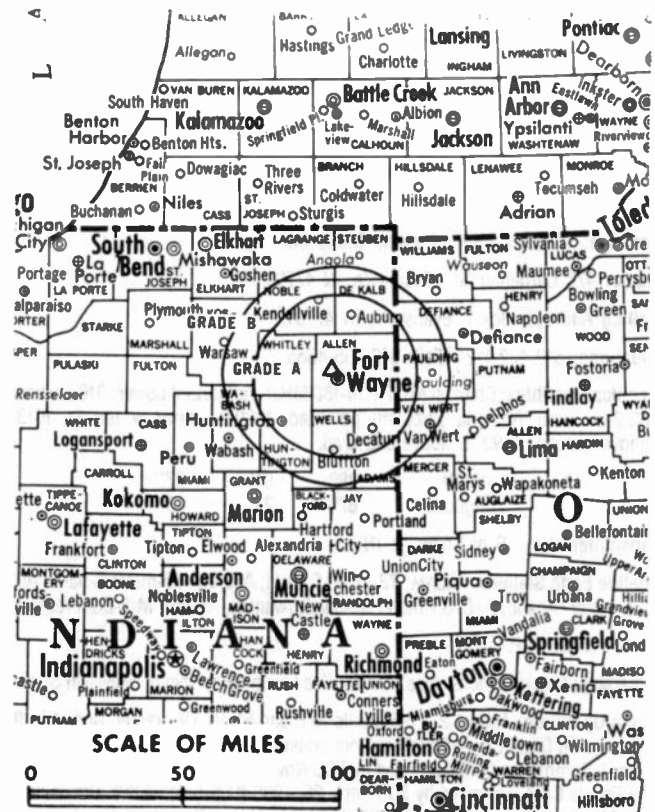
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$950.

City of License: Fort Wayne. ADI: Fort Wayne. Rank: 101.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	INDIANA Adams	10,500	10,300	98
	Allen	108,600	107,100	99
	Blackford	5,600	5,500	98
	De Kalb	12,000	11,900	99
	Huntington	13,600	13,400	99



WANE-TV BPCT-2515 Granted 7/30/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jay	8,200	8,000	98
	Noble	13,800	13,500	98
	Steuben	10,400	10,200	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
OHIO	Paulding	7,500	7,400	99
	Van Wert	11,700	11,500	99
<b>Between 25-49%</b>	INDIANA Kosciusko	24,000	23,500	98
	OHIO Defiance	14,300	14,100	99
	Mercer	13,400	13,200	99
	Putnam	11,100	10,900	98
	Williams	14,100	13,800	98
<b>Between 5-24%</b>	INDIANA Grant	27,700	27,200	98
	Lagrange	9,200	8,800	96
	Miami	13,800	13,500	98
	Randolph	10,800	10,600	98
	OHIO Allen	41,100	40,400	98
Auglaize	16,200	15,900	98	
Henry	10,500	10,400	99	
<b>Station Totals</b>		<b>439,300</b>	<b>431,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>245,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>137,200</b>	

# Indiana—Fort Wayne

**WFYT-TV**

**Ch. 55**

**Network Service:** Fox.

**Licensee:** Williams Communications, 717 E. David Rd., Dayton, OH 45429.

**Studio:** 3707 Hillegas Rd., Fort Wayne, IN 46808.

**Mailing Address:** Box 2255, Fort Wayne, IN 46801.

**Telephone:** 219-424-5555. **TWX:** 810-332-1528. **Fax:** 219-484-4331.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 603-kw max. & 389-kw horizontal visual, 60.3-kw max. & 38.9-kw horizontal aural. Antenna: 780-ft. above av. terrain, 805-ft. above ground, 1625-ft. above sea level.

Latitude 41° 06' 33"  
Longitude 85° 11' 44"

**Transmitter:** 3707 Hillegas Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Prodelin, 4.5-meter C-band; AFC, 3.7-meter; RCA Ku-band; Comtech, 5-meter C-band; Agile, M/A-Com, Omni, Scientific-Atlanta, Standard Communications receivers.

**News Services:** CNN Headline News, UPI.

**Ownership:** Great Trails Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** December 21, 1977. Sale to Great Trails Bcstg. Corp. by Ontario Corp. approved by FCC June 1, 1982 (Television Digest, Vol. 22:13). Sold to present owner Dec. 1986.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

- JEFF EVANS, vice president & general manager.
- STEVE POZEZANAC, director of operations & program manager.
- FRANK HAWKINS, general sales manager.
- JIM GLENDENING, national sales manager.
- BOB SMITHHART, regional sales manager.
- GLENN SHICK, chief engineer.
- AL CRAIN, production manager.
- STEVE SHINE, news director.
- CHERI STREICHER, promotion director.
- BURL RAWLINS, business manager.
- LOIS DINKEL, co-op director.

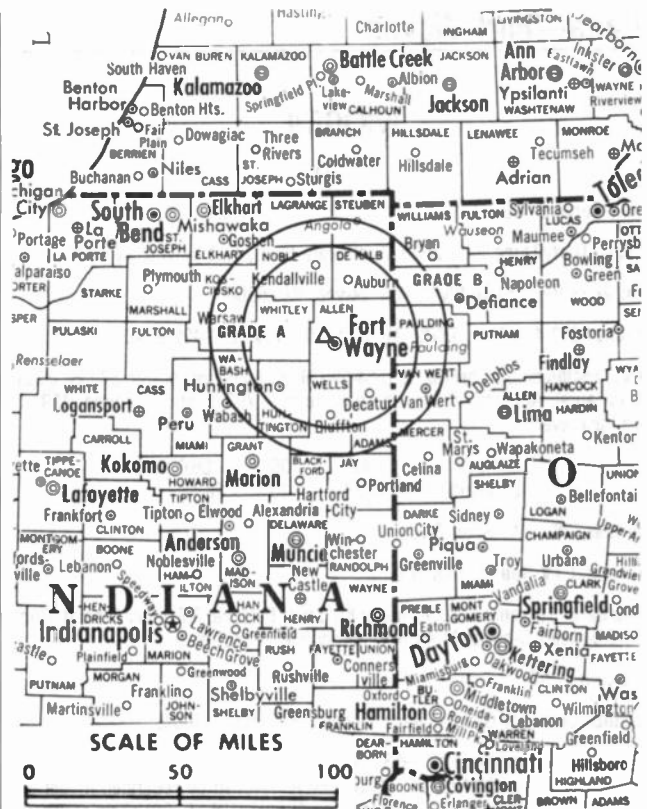
**Highest One Hour Rate:** \$7500.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Fort Wayne. **ADI:** Fort Wayne. **Rank:** 101.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,500	10,300	98
	Allen	108,600	107,100	99
	De Kalb	12,000	11,900	99
	Huntington	13,600	13,400	99
	Jay	8,200	8,000	98
	Noble	13,800	13,500	98
	Steuben	10,400	10,200	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
	Whitley	9,600	9,500	99
	<b>OHIO</b>			
	Paulding	7,500	7,400	99
	Van Wert	11,700	11,500	99



WFYT-TV BPCT-4975 Granted 5/20/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Blackford	5,600	5,500	98
	Grant	27,700	27,200	98
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96
	Miami	13,800	13,500	98
	<b>OHIO</b>			
	Allen	41,100	40,400	98
	Auglaize	16,200	15,900	98
	Defiance	14,300	14,100	99
	Mercer	13,400	13,200	99
Putnam	11,100	10,900	98	
Williams	14,100	13,800	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fulton	7,400	7,300	99
	Randolph	10,800	10,600	98
	<b>MICHIGAN</b>			
	Branch	14,800	14,600	99
<b>OHIO</b>				
Darke	20,700	20,400	99	
Fulton	14,400	14,100	98	
Henry	10,500	10,400	99	
<b>Station Totals</b>		<b>496,600</b>	<b>488,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>239,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>96,700</b>	

Our firm acted as financial advisor and broker in the 1982 sale of **WFYT-TV**

**THE TED HEPBURN COMPANY**

Ted Hepburn, President    Todd Hepburn, Vice-President  
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Indiana—Fort Wayne

**WKJG-TV**

Ch. 33

Network Service: NBC.

Licensee: Thirty-Three Inc., 2633 West State Blvd., Fort Wayne, IN 46808.

Studio: 2633 West State Blvd., Fort Wayne, IN 46808.

Telephone: 219-422-7474. TWX: 810-332-1400. Fax: 219-422-9648.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00  
Longitude 85° 10' 28.47"

Transmitter: 2633 W. State Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Pinzone, 3.7-meter C-band; Comtech, 5.0-meter C-band; M/A-Com, Microdyne, receivers.

News Service: AP.

Ownership: Corp. for General Trade. Joseph R. Cloutier, 100%.

Began Operation: November 21, 1953. Sale to present owner by Wabash Valley Bcstg. Corp. approved by FCC Nov. 23, 1983. Sale to Wabash by Federated Media Inc. approved by FCC July 30, 1974 (Television Digest, Vol. 14:32). Sale to FMI by Truth Publishing Co. approved by FCC March 10, 1971 (Vol. 10:27). Previous sale by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 (Vol. 13:5, 11).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Lohnes & Culver.

**Personnel:**

- HILLIARD GATES, vice president & general manager.
- WILLIAM KLINE, general sales manager.
- EUGENE YERGENS, local sales manager.
- WILLIAM NICHOLS, station manager.
- LARRY BOWER, promotion & operations director.
- JACK MAURER, news director.
- ED SCHMIDT, chief engineer.
- ROBERT LUCAS, business manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$575.

City of License: Fort Wayne. ADI: Fort Wayne. Rank: 101.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WKJG-TV BPCT-790925KJ Granted 12/30/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jay	8,200	8,000	98
	Noble	13,800	13,500	98
	Steuben	10,400	10,200	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
	Whitley	9,600	9,500	99
	<b>OHIO</b>			
Defiance	14,300	14,100	99	
Paulding	7,500	7,400	99	
Van Wert	11,700	11,500	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96
<b>OHIO</b>				
Mercer	13,400	13,200	99	
Williams	14,100	13,800	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Grant	27,700	27,200	98
	Miami	13,800	13,500	98
	<b>OHIO</b>			
	Allen	41,100	40,400	98
Auglaize	16,200	15,900	98	
Fulton	14,400	14,100	98	
Putnam	11,100	10,900	98	
<b>Station Totals</b>		<b>432,400</b>	<b>424,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>239,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>128,300</b>	

# Indiana—Fort Wayne

**WPTA**

Ch. 21

**Network Service:** ABC.

**Licensee:** Pulitzer Broadcasting Co., 3401 Butler Rd., Fort Wayne, IN 46808.

**Studio:** 3401 Butler Rd., Fort Wayne, IN 46808.

**Mailing Address:** Box 2121, Fort Wayne, IN 46801.

**Telephone:** 219-483-0584. **TWX:** 810-332-1549.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 562-kw max. & 490-kw horizontal visual, 56.2-kw max. & 49-kw horizontal aural. Antenna: 740-ft. above av. terrain, 770-ft. above ground, 1582-ft. above sea level.

Latitude 41° 06' 08"  
Longitude 85° 11' 04"

**Transmitter:** 3401 Butler Rd.

**Satellite Earth Station:** Microdyne, 7.3-meter; Andrew, Avantek, Microdyne, RCA receivers.

**News Services:** ABC, AP, NIWS, UPI.

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations. Sale to Granite Bcstg. pends (Television Digest, Vol. 29:34).

**Began Operation:** September 28, 1957. Sale to present owner by Gannett Co. Inc. approved by FCC May 12, 1983 (Television Digest, Vol. 23:2). Merger of Combined Communications with Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sarkes Tarzian Inc. approved April 4, 1973 (Vol. 12:41; 13:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Verner, Lipfert, Bernhard, McPherson & Hand.

**Personnel:**

BARBARA WIGHAM, vice president & general manager.  
MARVIN GOTTLIEB, general sales manager.  
BILL MacDONALD, sales manager.  
WAYNE LUDKEY, news director.  
RAY KRUEGER, chief engineer.  
MIRIAM SYMONDS, business manager.  
RAY SYLVESTER, marketing director.  
EDWIN C. METCALFE, consultant.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$825.

**City of License:** Fort Wayne. **ADI:** Fort Wayne. **Rank:** 101.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Adams	10,500	10,300	98
	Allen	108,600	107,100	99
	De Kalb	12,000	11,900	99
	Huntington	13,600	13,400	99
	Jay	8,200	8,000	98
	Noble	13,800	13,500	98
	Stauben	10,400	10,200	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
	Whitley	9,600	9,500	99



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>50% &amp; Over</b>	Mercer	13,400	13,200	99
	Paulding	7,500	7,400	99
	Van Wert	11,700	11,500	99
	Williams	14,100	13,800	98
<b>INDIANA</b>				
<b>Between 25-49%</b>	Blackford	5,600	5,500	98
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96
<b>OHIO</b>				
	Defiance	14,300	14,100	99
	Putnam	11,100	10,900	98
<b>INDIANA</b>				
<b>Between 5-24%</b>	Grant	27,700	27,200	98
	Miami	13,800	13,500	98
<b>OHIO</b>				
	Allen	41,100	40,400	98
	Auglaize	16,200	15,900	98
	Fulton	14,400	14,100	98
	Hardin	11,900	11,700	98
<b>Station Totals</b>		<b>444,300</b>	<b>436,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>256,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>148,700</b>	

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

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202-872-9200

# Indiana—Indianapolis

## WHMB-TV

Ch. 40

**Network Service:** None, independent.

**Licensee:** LeSea Broadcasting Co., Box 12, South Bend, IN 46624.

**Studio:** 10511 Greenfield Ave., Noblesville, IN 46060.

**Mailing Address:** Box 50250, Indianapolis, IN 46250.

**Telephone:** 317-773-5050. **Fax:** 317-773-4051.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 2113-kw max. & 1596-kw horizontal visual, 211.3-kw max. & 159.6-kw horizontal aural. Antenna: 994-ft. above av. terrain, 1010-ft. above ground, 1845-ft. above sea level.

Latitude 39° 53' 39"  
Longitude 86° 12' 19"

**Transmitter:** 7701 Walnut Dr., Indianapolis.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Microdyne, 7-meter; Harris, 5-meter; Microdyne, Scientific-Atlanta receivers.

**News Services:** INN, UPI.

**Ownership:** Le Sea Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** January 25, 1971. Sale to present owner by Dr. Wendell Hansen approved by FCC Aug. 15, 1972.

**Represented (sales):** Cummings Media.

**Represented (legal):** Heron, Burchette, Ruckert & Rothwell.

### Personnel:

LESTER SUMRALL, president.  
PETER SUMRALL, general manager.  
JIM SHAFFER, sales manager.  
DAVE STRAIT, station manager.  
THOM EWING, local sales manager.  
DOUG GARLINGER, chief engineer.  
JIM SHAFFER, program director.

**Highest One Hour Rate:** \$800.

**Highest 30 Sec. Rate:** \$45.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Tipton	6,300	6,200	98
Between 5-24%	INDIANA			
	Boone	14,100	13,900	99
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98



WHMB-TV BPCT-810722KH Granted 1/12/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Clay	9,500	9,400	99
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Grant	27,700	27,200	98
	Hamilton	34,400	34,000	99
	Hancock	16,400	16,200	99
	Hendricks	25,700	25,400	99
	Henry	18,600	18,300	98
	Howard	32,300	31,800	99
	Johnson	29,500	29,300	99
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Miami	13,800	13,500	98
	Montgomery	13,300	13,100	98
	Morgan	19,100	18,800	98
Shelby	14,200	14,000	99	
<b>Station Totals</b>		<b>670,400</b>	<b>661,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>70,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>20,300</b>	



# Indiana—Indianapolis

## WISH-TV

Ch. 8

Network Service: CBS.

Licensee: Indiana Broadcasting Corp., 1950 N. Meridian St., Indianapolis, IN 46202.

Studio: 1950 N. Meridian St., Indianapolis, IN 46202.

Telephone: 317-923-8888. TWX: 810-341-3127. Fax: 317-926-1144.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"  
Longitude 86° 00' 21"

Transmitter: 553 South Post Rd. 46239.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band.

News Services: AP, CBS, Group W Newsfeed, UPI.

Ownership: LIN Television Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 1, 1954. Sale, along with WANE-TV-AM, Fort Wayne, to Corinthian Bcstg. approved by FCC Oct. 10, 1956 (Television Digest, Vol. 12:34, 41). Sale by Corinthian to LIN Bcstg. approved Nov. 28, 1983 (Vol. 23:36).

Represented (sales): Petry Television Inc.

Represented (legal): Covington & Burling.

Represented (engineering): A. D. Ring & Associates, P.C.

### Personnel:

PAUL KARPOWICZ, president & general manager.  
SCOTT BLUMENTHAL, general sales manager.  
PETER NIKIEL, advertising & promotion manager.  
TERRY VAN BIBBER, chief engineer.  
LEE GILES, news director.  
TIM WARNER, local sales manager.  
JOE WERTENBERGER, business manager.

Highest One Hour Rate: \$20000.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$2200.

City of License: Indianapolis. ADI: Indianapolis. Rank: 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Blackford	5,600	5,500	98
	Boone	14,100	13,900	99
	Brown	5,200	5,100	98
	Carroll	7,100	7,000	99
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Delaware	43,700	43,100	99
	Fayette	9,900	9,700	98
	Grant	27,700	27,200	98
	Hamilton	34,400	34,000	99
	Hancock	16,400	16,200	99
	Hendricks	25,700	25,400	99
	Henry	18,600	18,300	98
	Howard	32,300	31,800	99
	Jackson	13,700	13,500	99
	Jennings	7,800	7,600	97



WISH-TV BPCT-110 Granted 1/28/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Johnson	29,500	29,300	99
	Lawrence	16,500	16,200	98
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Miami	13,800	13,500	98
	Monroe	36,600	35,600	97
	Montgomery	13,300	13,100	98
	Morgan	19,100	18,800	98
	Owen	6,600	6,500	98
	Putnam	10,000	9,800	98
	Randolph	10,800	10,600	98
	Rush	6,500	6,400	98
	Shelby	14,200	14,000	99
Tipton	6,300	6,200	98	
Wayne	27,000	26,500	98	
<b>INDIANA</b>				
<b>Between 25-49%</b>	Cass	14,800	14,500	98
	Clay	9,500	9,400	99
	Jay	8,200	8,000	98
	Parke	5,900	5,800	98
	Tippecanoe	43,200	42,200	98
	Wabash	12,400	12,100	98
White	9,300	9,100	98	
<b>INDIANA</b>				
<b>Between 5-24%</b>	Benton	3,500	3,400	97
	Fountain	6,800	6,700	99
	Franklin	6,500	6,300	97
	Jefferson	10,400	10,200	98
	Orange	7,100	6,900	97
	Vermillion	7,200	7,100	99
	Vigo	39,900	39,200	98
Warren	2,900	2,800	97	
<b>Station Totals</b>		<b>1,058,000</b>	<b>1,041,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>774,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>438,100</b>	



# Indiana—Indianapolis

**WRTV**

Ch. 6

Network Service: ABC.

Licensee: McGraw-Hill Broadcasting Co. Inc., 1330 N. Meridian St., Indianapolis, IN 46202.

Studio: 1330 N. Meridian St., Indianapolis, IN 46202.

Telephone: 317-635-9788. TWX: 810-341-3339.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"  
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Line Rd.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Microdyne, 3-meter Ku-band; Microdyne, 7.2-meter C-band; Satcom Technologies, 5.5-meter Ku-band; AvanteK, M/A-Com, Microdyne receivers.

News Services: ABC, AP, Conus, UPI.

Ownership: McGraw-Hill Bcstg. Co., 100%. See Group Ownership of Television Stations.

Began Operation: May 30, 1949. Sale to present owner by Time Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Previous sale by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16).

Represented (sales): MMT Sales Inc.

Represented (legal): Koteen & Naftalin.

**Personnel:**

- JOHN PROFFITT, vice president & general manager.
- SHARON CHALFIN, general sales manager.
- KEN LAOAGE, director of program operations.
- SHARON MALMSTONE, director of advertising & sales promotion.
- MARTIN SIOOALL, director of business affairs.
- DICK PRATT, director of engineering.
- ARLIN STEVENS, director of news.
- EO SORENSEN, sports director.
- ROB McCONNELL, local sales manager.
- JEFF KLOPFENSTEIN, national sales manager.

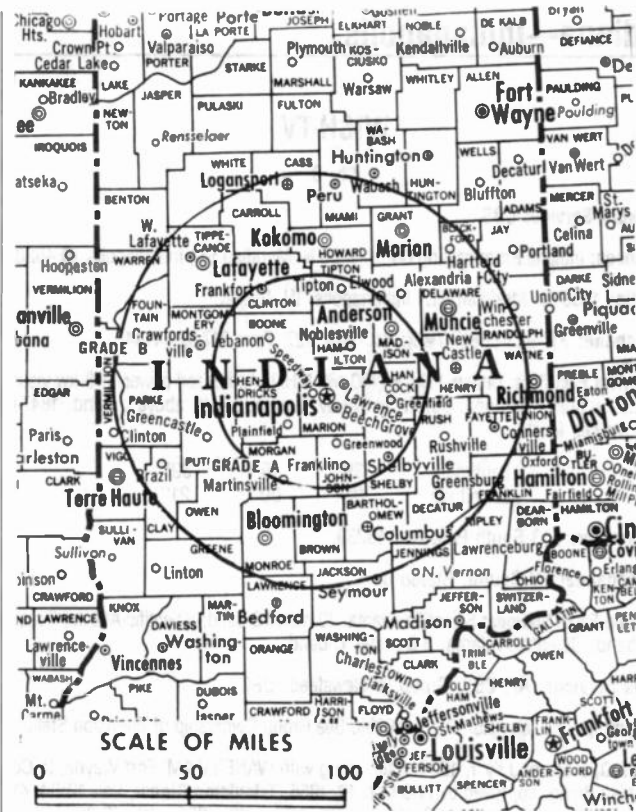
Rates: On request.

NETWORK BASE HOURLY RATE: \$2300.

City of License: Indianapolis. AOI: Indianapolis. Rank: 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Benton	3,500	3,400	97
	Blackford	5,600	5,500	98
	Boone	14,100	13,900	99
	Brown	5,200	5,100	98
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98
	Clay	9,500	9,400	99
	Clinton	11,400	11,200	98
	Oecatur	8,300	8,100	98
	Delaware	43,700	43,100	99
	Fayette	9,900	9,700	98
	Fountain	6,800	6,700	99
	Grant	27,700	27,200	98
	Hamilton	34,400	34,000	99
	Hancock	16,400	16,200	99
	Hendricks	25,700	25,400	99
	Henry	18,600	18,300	98



WRTV BMPCT-1529 Granted 12/29/53 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Howard	32,300	31,800	99
	Jennings	7,800	7,600	97
	Johnson	29,500	29,300	99
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Miami	13,800	13,500	98
	Monroe	36,600	35,600	97
	Montgomery	13,300	13,100	98
	Morgan	19,100	18,800	98
	Owen	6,600	6,500	98
	Putnam	10,000	9,800	98
	Randolph	10,800	10,600	98
	Rush	6,500	6,400	98
	Shelby	14,200	14,000	99
	Tippecanoe	43,200	42,200	98
Tipton	6,300	6,200	98	
Warren	2,900	2,800	97	
White	9,300	9,100	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jackson	13,700	13,500	99
	Jay	8,200	8,000	98
	Lawrence	16,500	16,200	98
	Parke	5,900	5,800	98
	Vermillion	7,200	7,100	99
Wabash	12,400	12,100	98	
Wayne	27,000	26,500	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Edgar	8,400	8,200	98
	Vermilion	35,700	35,000	98
<b>INDIANA</b>	Franklin	6,500	6,300	97
	Greene	12,200	11,900	98
	Union	2,400	2,300	96
	Vigo	39,900	39,200	98
	<b>Station Totals</b>	<b>1,099,200</b>	<b>1,081,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>803,200</b>		
<b>Average Daily Circulation (1989)</b>		<b>453,300</b>		

# Indiana—Indianapolis

**WTHR**

Ch. 13

**Network Service:** NBC.

**Licensee:** VideoIndiana Inc., Box 1313, Indianapolis, IN 46202.

**Studio:** 1000 N. Meridian St., Indianapolis, IN 46204.

**Telephone:** 317-636-1313. **Fax:** 317-636-3717.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 980-ft. above av. terrain, 1040-ft. above ground, 1860-ft. above sea level.

Latitude 39° 55' 43"  
Longitude 86° 10' 55"

**Transmitter:** Ditch Rd. & 96th St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8.8-meter; ADM, 6.1-meter; Harris, 6.1-meter; RCA Americom Ku-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

**News Services:** Accu-Weather, AP, CNN, NBC, NIWS, Sports News Satellite.

**Ownership:** WBNS-TV Inc. See Group Ownership of Television Stations.

**Began Operation:** October 30, 1957. Sale to present owner by Avco Bcstg. Corp. approved by FCC Aug. 11, 1975 (Television Digest, Vol. 15:13, 21).

**Represented (sales):** Blair Television.

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates Inc.

**Personnel:**

- GENE D'ANGELO, president.
- MICHAEL J. CORKEN, vice president & general manager.
- GERALD CARY, treasurer.
- WILLIAM ORR, vice president of engineering.
- WILLIAM C. HINEMAN, director of operations.
- TOM ROSE, program director.
- MARLENE CAMPBELL, general sales manager.
- LARRY LEESE, national sales manager.
- BETTY CROCKETT, local sales manager.
- ROD PORTER, marketing manager.
- BOB CAMPBELL, news director.
- MARK DILLON, business manager.
- CHUCK JACKSON, productions director.
- HAROLD THOMPSON, chief engineer.

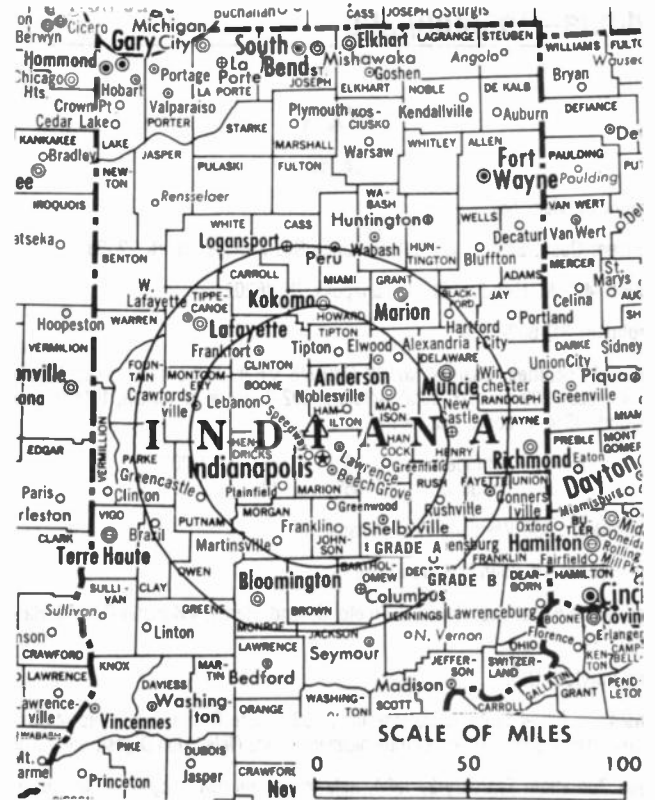
**Highest One Hour Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$2000.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Benton	3,500	3,400	97
	Blackford	5,600	5,500	98
	Boone	14,100	13,900	99
	Brown	5,200	5,100	98
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Delaware	43,700	43,100	99
	Fayette	9,900	9,700	98
	Fountain	6,800	6,700	99
	Grant	27,700	27,200	98
	Hamilton	34,400	34,000	99
	Hancock	16,400	16,200	99
	Hendricks	25,700	25,400	99
	Henry	18,600	18,300	98



WTHR BMPCT—831103KR Granted 12/21/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Howard	32,300	31,800	99
	Johnson	29,500	29,300	99
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Miami	13,800	13,500	98
	Monroe	36,600	35,600	97
	Montgomery	13,300	13,100	98
	Morgan	19,100	18,800	98
	Owen	6,600	6,500	98
	Putnam	10,000	9,800	98
	Randolph	10,800	10,600	98
	Rush	6,500	6,400	98
	Shelby	14,200	14,000	99
	Tippecanoe	43,200	42,200	98
	Tipton	6,300	6,200	98
	Warren	2,900	2,800	97
	White	9,300	9,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jackson	13,700	13,500	99
	Jay	8,200	8,000	98
	Lawrence	16,500	16,200	98
	Parke	5,900	5,800	98
Wabash	12,400	12,100	98	
Wayne	27,000	26,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Edgar	8,400	8,200	98
	<b>INDIANA</b>			
	Clay	9,500	9,400	99
	Franklin	6,500	6,300	97
	Greene	12,200	11,900	98
	Jennings	7,800	7,600	97
Newton	5,200	5,100	98	
Vermillion	7,200	7,100	99	
Vigo	39,900	39,200	98	

<b>Station Totals</b>	<b>1,066,300</b>	<b>1,049,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>793,700</b>	
<b>Average Daily Circulation (1989)</b>		<b>453,000</b>	

# Indiana—Indianapolis

**WXIN**

**Ch. 59**

**Network Service:** Fox.

**Licensee:** Outlet Bcstg. Inc., 111 Dorrance St., Providence, RI 02903.

**Studio:** 1440 N. Meridian St., Indianapolis, IN 46202.

**Telephone:** 317-632-5900.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 2090-kw max. visual, 209-kw max. aural. Antenna: 992-ft. above av. terrain, 1014-ft. above ground, 1814-ft. above sea level.

Latitude 39° 53' 20"  
Longitude 86° 12' 07"

**Transmitter:** 2350 Westland Rd., Indianapolis.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 4.6-meter C-band; Harris receivers.

**News Service:** UPI.

**Ownership:** Outlet Communications Inc., 100%. See Group Ownership of Television Stations. Sale to Chase Communications pending (*Television Digest*, Vol. 29:33).

**Began Operation:** February 2, 1984. Sale to present owner by USA Communications Inc. approved by FCC Dec. 26, 1984.

**Represented (sales):** Katz Independent TV Sales.

**Personnel:**

- JOSEPH YOUNG, vice president & general manager.
- RAY HUNT, general sales manager.
- OENNIS CHRISTINE JR., national sales manager.
- GEORGE BOGGS, program manager.
- SCOTT FARLEY, local sales manager.
- MIKE McKINNON, chief engineer.
- ANNA KOKAS, promotion director.
- SARAH BONNER, business manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$1800.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Bartholomew	24,400	24,000	98
	Boone	14,100	13,900	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Delaware	43,700	43,100	99
	Hamilton	34,400	34,000	99
	Hancock	16,400	16,200	99
	Hendricks	25,700	25,400	99
	Johnson	29,500	29,300	99
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Montgomery	13,300	13,100	98
	Rush	6,500	6,400	98
	Shelby	14,200	14,000	99
	Tippecanoe	43,200	42,200	98
	Tipton	6,300	6,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>Between 25-49%</b>	Blackford	5,600	5,500	98
	Brown	5,200	5,100	98
	Carroll	7,100	7,000	99
	Decatur	8,300	8,100	98
	Henry	18,600	18,300	98
	Howard	32,300	31,800	99
	Jackson	13,700	13,500	99
	Jennings	7,800	7,600	97
	Miami	13,800	13,500	98
	Monroe	36,600	35,600	97
	Morgan	19,100	18,800	98
	Putnam	10,000	9,800	98
	Vigo	39,900	39,200	98
	White	9,300	9,100	98
<b>INDIANA</b>				
<b>Between 5-24%</b>	Benton	3,500	3,400	97
	Clay	9,500	9,400	99
	Fountain	6,800	6,700	99
	Grant	27,700	27,200	98
	Jay	8,200	8,000	98
	Lawrence	16,500	16,200	98
	Owen	6,600	6,500	98
	Parke	5,900	5,800	98
	Randolph	10,800	10,600	98
	Vermillion	7,200	7,100	99
	Warren	2,900	2,800	97
<b>Station Totals</b>		<b>984,700</b>	<b>969,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>492,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>206,100</b>	

# Indiana—Bloomington-Indianapolis

**WCLJ**

**Ch. 42**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Indiana, 2528 US 31 South, Greenwood, IN 46143.

**Studio:** 2528 US 31 S, Greenwood, IN 46143.

**Telephone:** 317-535-5542; 800-227-5714.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1040-ft. above av. terrain, 967-ft. above ground, 1827-ft. above sea level.

Latitude	39°	24'	12"
Longitude	86°	08'	50"

**Transmitter:** 0.8-mi. SE of junction of Hwys. 252 & 135, near Trafalgar.

**Satellite Earth Station:** Vertax, 6.1-meter; Wegener receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** August 27, 1987.

**Represented (legal):** May & Dunne, Chartered.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

ROBERT HIGLEY, general manager.  
 RICHARD BEMILLER, sales manager.  
 IRVIN THOMAS, chief engineer.  
 CINDY TATUM, program director.

**Rates:** On request.

**Arbitron Data:** Not available



**City of License:** Bloomington. **ADI:** Indianapolis. **Rank:** 26.

# Indiana—Bloomington-Indianapolis

**WIIB**

**Ch. 63**

**Network Service:** Home Shopping Network.

**Licensee:** Channel 63 Inc., 3500 Parkdale Ave., Baltimore, MD 21211.

**Telephone:** 317-878-5407. **Fax:** 317-878-4458.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 1838-kw max. visual. Antenna: 1077-ft. above av. terrain, 974-ft. above ground, 1865-ft. above sea level.

Latitude	39°	24'	16"
Longitude	86°	08'	37"

**Transmitter:** 0.4-mi. SW of intersection of Rte. 252 & West Rd., Trafalgar.

**Satellite Earth Station:** DX Antenna, 5-meter C-band.

**Ownership:** Sinclair Broadcast Group Inc., 100%. Sinclair Broadcast Group Inc. ownership: Carolyn C. & Julian S. Smith, 55.6% jointly; Robert L. Simms, 5.8%; Commercial Radio Institute Inc., 38.5%. See Commercial Radio Institute in Group Ownership of TV Stations.

**Began Operation:** December 27, 1988.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

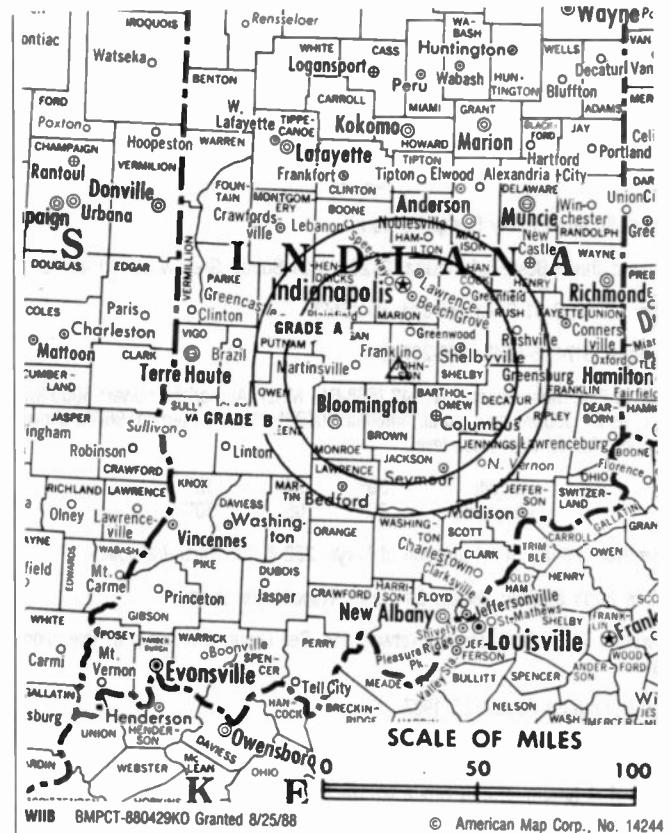
MARY ANN RENNE, general manager.

DENNIS WALLACE, chief engineer.

BARBARA KERR, assistant to general manager.

**Arbitron Data:** Not available.

**Highest 30 Sec. Rate:** \$50.00.



**City of License:** Bloomington. **ADI:** Indianapolis. **Rank:** 26.

# Indiana—Marion-Indianapolis

## WMCC

Ch. 23

**Network Service:** None, independent.

**Licensee:** Marion TV Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

**Studio:** 13044 E. 246th St., Noblesville, IN 46060.

**Telephone:** 317-552-0804. **Telex:** 910-250-5554. **Fax:** 317-552-0977.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 5000-kw visual, 600-kw aural. Antenna: 964-ft. above av. terrain, 963-ft. above ground, 1825-ft. above sea level.

Latitude 40° 08' 57"  
Longitude 85° 56' 15"

**Transmitter:** NE corner of intersection of Hwy. 213 & 246th St., Strawtown.

**Ownership:** Gerald J. Robinson, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 19, 1987.

**Personnel:**

DAVE TURNER, general manager.  
BOB PINNET, chief engineer.  
LINDA REED, program director.  
CAROL BUCKNER, business manager.

**Rates:** On request.

**City of License:** Marion. **ADI:** Indianapolis. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Carroll	7,100	7,000	99
	Delaware	43,700	43,100	99
	Grant	27,700	27,200	98
	Hancock	16,400	16,200	99
	Henry	18,600	18,300	98
	Miami	13,800	13,500	98
Tipton	6,300	6,200	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Boone	14,100	13,900	99
	Brown	5,200	5,100	98
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Hamilton	34,400	34,000	99
	Hendricks	25,700	25,400	99



WMCC BMPCT—870605LN Granted 7/2/87

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	Howard	32,300	31,800	99
	Jay	8,200	8,000	98
	Johnson	29,500	29,300	99
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Montgomery	13,300	13,100	98
	Morgan	19,100	18,800	98
	Randolph	10,800	10,600	98
	Rush	6,500	6,400	98
	Shelby	14,200	14,000	99
Wabash	12,400	12,100	98	
<b>Station Totals</b>		<b>747,700</b>	<b>737,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>127,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>46,300</b>	

# Indiana—Bloomington-Indianapolis

**WTTV**

Ch. 4

(Operates satellite WTTK, Kokomo, IN)

**Network Service:** None, independent.

**Licensee:** WTTV Inc., 3490 Bluff Rd., Indianapolis, IN 46217.

**Studio:** 3490 Bluff Rd., Indianapolis, IN 46217.

**Telephone:** 317-787-2211. **TWX:** 510-101-2288. **Fax:** 317-781-0031.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1200-ft. above av. terrain, 1170-ft. above ground, 2037-ft. above sea level.

Latitude 39° 24' 26.50"  
Longitude 86° 08' 52.00"

**Transmitter:** Trafalgar, IN.

**Satellite Earth Stations:** Transmit/receive Harris, 8.8-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Microdyne, 3.6-meter Ku-band; Vertex, 6.1-meter C-band; Harris, Scientific-Atlanta, Standard Communications receivers.

**News Services:** UPI, CNN.

**Ownership:** Capitol Broadcasting Co. Inc. See Group Ownership of Television Stations.

**Began Operation:** November 11, 1949. Sale by Sarkes Tarzian Inc. approved by FCC May 9, 1978 (*Television Digest*, Vol. 17:29). Sale to Tel-Am Operations Inc. by Teleco Inc. approved by FCC Jan. 24, 1984. Sale to present owner approved June 7, 1988.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Moffet, Larson & Johnson Inc.

**Personnel:**

- FREDERICK R. BARBER, vice president & general manager.
- CLYDE V. DUTTON, general sales manager.
- BERNARD J. SOUERS, local sales manager.
- WILLIS M. DAVIS, manager of broadcast services.
- TOM WEBER, engineering manager.
- DOUG BALLIN, news director.
- PEGGY McCLELLAND, production manager.
- JOHN O'LAUGHLIN, promotion manager.
- CATHRYN CARTER, business manager.

**Rates:** On request.

**City of License:** Bloomington. **ADI:** Indianapolis. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Boone	14,100	13,900	99
	Brown	5,200	5,100	98
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98
	Clay	9,500	9,400	99
	Decatur	8,300	8,100	98
	Delaware	43,700	43,100	99
	Fayette	9,900	9,700	98
	Grant	27,700	27,200	98
	Greene	12,200	11,900	98
	Hamilton	34,400	34,000	99
	Hancock	16,400	16,200	99
	Hendricks	25,700	25,400	99
	Henry	18,600	18,300	98
	Howard	32,300	31,800	99
	Jackson	13,700	13,500	99
	Jefferson	10,400	10,200	98
	Jennings	7,800	7,600	97



WTTV BPCT-5061 Granted 11/14/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Johnson	29,500	29,300	99
	Lawrence	16,500	16,200	98
	Madison	48,800	48,200	99
	Marion	305,100	301,000	99
	Miami	13,800	13,500	98
	Monroe	36,600	35,600	97
	Montgomery	13,300	13,100	98
	Morgan	19,100	18,800	98
	Orange	7,100	6,900	97
	Owen	6,600	6,500	98
	Parke	5,900	5,800	98
	Putnam	10,000	9,800	98
Rush	6,500	6,400	98	
Shelby	14,200	14,000	99	
Tipton	6,300	6,200	98	

<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Edgar	8,400	8,200	98

<b>Between 25-49%</b>	<b>INDIANA</b>			
	Blackford	5,600	5,500	98
	Clinton	11,400	11,200	98
	Crawford	3,700	3,500	96
	Daviess	10,500	10,200	97
	Franklin	6,500	6,300	97
	Jay	8,200	8,000	98
	Knox	15,900	15,600	98
	Martin	3,900	3,800	97
	Randolph	10,800	10,600	98
	Ripley	8,700	8,500	98
	Scott	7,400	7,200	97
Sullivan	8,200	8,000	98	
Tippecanoe	43,200	42,200	98	
Vermillion	7,200	7,100	99	

(Continued on page A-445)

<b>Station Totals</b>	<b>1,902,900</b>	<b>1,873,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>765,800</b>	
<b>Average Daily Circulation (1989)</b>		<b>294,000</b>	

# Indiana—Kokomo

**WTTK**

Ch. 29

(Satellite of WTTV, Bloomington-Indianapolis, IN)

**Network Service:** None, independent.

**Licensee:** WTTV Inc., 3490 Bluff Rd., Indianapolis, IN 46217.

**Studio:** See WTTV, Bloomington.

**Telephone:** 317-787-2211. **TWX:** 510-101-2288. **Fax:** 317-781-0031.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 774-ft. above av. terrain, 785-ft. above ground, 1654-ft. above sea level.

Latitude	40°	20'	20"
Longitude	85°	57'	15"

**Transmitter:** Windfall, IN.

**Ownership:** Capitol Broadcasting Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 1, 1988.

**Represented (sales):** TeleRep Inc.

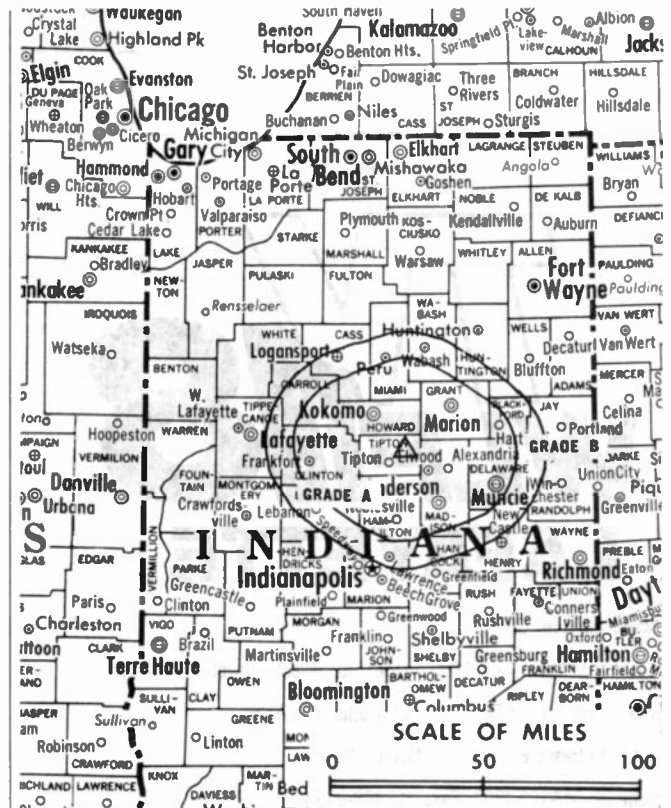
**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Moffet, Larson & Johnson Inc.

**Personnel:**

FREDERICK BARBER, vice president & general manager.  
 TOM WEBER, engineering manager.  
 CLYDE DUTTON, general sales manager.  
 BERNIE SOUERS, local sales manager.

**Arbitron Data:** Included with WTTV, Bloomington-Indianapolis, IN.



WTTK BNPCT-880202KH Granted 3/29/88

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**City of License:** Kokomo. **ADI:** Indianapolis. **Rank:** 26.



# Indiana—Lafayette-Kokomo

**WLFI-TV**

Ch. 18



**Network Service:** CBS.

**Licensee:** WLFI-TV Inc., 2605 Yeager Rd., West Lafayette, IN 47906.

**Studio:** 2605 Yeager Rd., West Lafayette, IN 47906.

**Mailing Address:** Box 7018, Lafayette, IN 47903.

**Telephone:** 317-463-1800. **Fax:** 317-463-9960.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1490-kw max. & 631-kw horizontal visual, 298-kw max. & 126-kw horizontal aural. Antenna: 780-ft. above av. terrain, 783-ft. above ground, 1553-ft. above sea level.

Latitude 40° 23' 20"  
Longitude 86° 36' 46"

**Transmitter:** 600 West Rd., Ross Twp., IN.

**Multichannel TV Sound:** Planned.

**Satellite Earth Stations:** Andrew, 10-meter C-band; Scientific-Atlanta, 7.2-meter C-band; RCA, 3-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Blade Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 8, 1953 on Ch. 59. Transfer of TV and WASK(AM) to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (*Television Digest*, Vol. 13:4, 8). Sold to Sarkes Tarzian as Ch. 59, but left the air May 15, 1959 while sale was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959; resumed operation on Ch. 18 Nov. 15, 1959 (Vol. 15:19, 20, 25, 46). Sale to RJN Bcstg. Inc. (Richard F. Shively) by Sarkes Tarzian Inc. approved Nov. 3, 1967. Sale to Blade Communications Inc. by RJN Bcstg. approved by FCC Sept. 13, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

ROBERT FORD, general manager.  
TOM COMBS, sales manager.  
MIKE PIGGOTT, news director.  
TINA PARKER, director of operations.  
DICK LONG, local sales manager.  
KEN FITZGERALD, chief engineer.  
NINA HART, program director.  
JON HENDRICKSON, promotion director.  
ROGER TELFER, business manager.



WLFI-TV BMPCT-7447 Granted 3/15/73

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**Highest One Hour Rate:** \$900.

**Highest 30 Sec. Rate:** \$425.

**NETWORK BASE HOURLY RATE:** \$245.

**City of License:** Lafayette. **ADI:** Lafayette, IN. **Rank:** 194.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Benton	3,500	3,400	97
	Carroll	7,100	7,000	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Fountain	6,800	6,700	99
	Tippecanoe	43,200	42,200	98
	Warren	2,900	2,800	97
	White	9,300	9,100	98
	<b>INDIANA</b>			
	<b>Between 25-49%</b>	Howard	32,300	31,800
Jasper	9,100	8,900	98	
Montgomery	13,300	13,100	98	
Newton	5,200	5,100	98	
Pulaski	5,100	4,900	96	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Iroquois	12,400	12,100	98
	<b>INDIANA</b>			
Fulton	7,400	7,300	99	
Miami	13,800	13,500	98	
Tipton	6,300	6,200	98	
<b>Station Totals</b>		<b>203,900</b>	<b>199,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>109,000</b>
<b>Average Daily Circulation (1989)</b>				<b>56,000</b>

# Indiana—Richmond

**WKOI**

Ch. 43

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Indiana Inc., Box 1057, Richmond, IN 47375.

**Studio:** 1702 S. Ninth St., Richmond, IN 47374.

**Mailing Address:** Box 1057, Richmond, IN 47375.

**Telephone:** 317-935-2390.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1410-kw visual, 141-kw aural. Antenna: 990-ft. above av. terrain, 1003-ft. above ground, 1903-ft. above sea level.

Latitude 39° 30' 44"  
Longitude 84° 38' 09"

**Transmitter:** Rte. 73, Collinsville, 2080 Trenton-Oxford Rd.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc., a non-profit corp. See Group Ownership of Television Stations.

**Began Operation:** May 11, 1982.

**Represented (legal):** May & Dunne, Chartered.

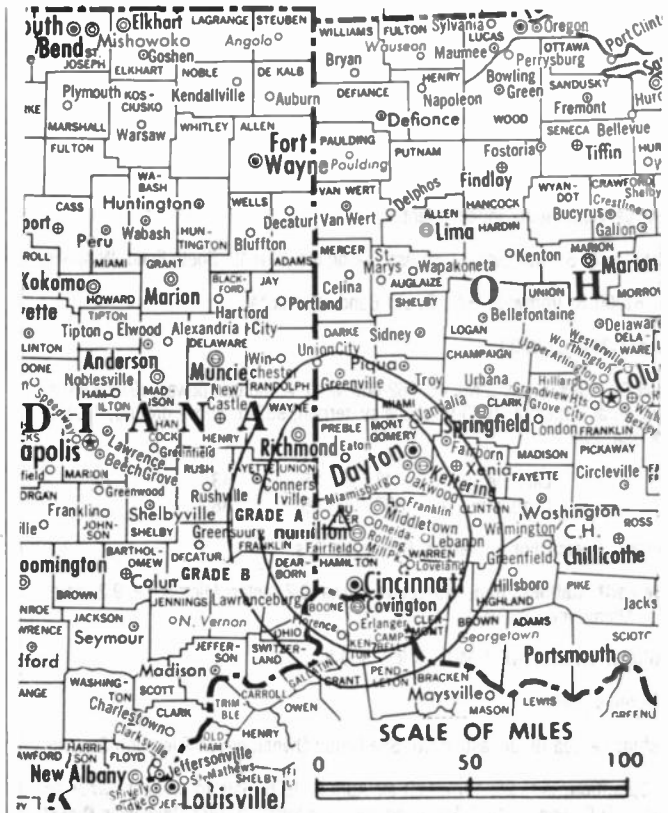
**Personnel:**

MARY L. LAIRD, supervisor of station operations.  
JOE HOYER, production manager.  
CARL DOLE, chief engineer.

**Rates:** On request.

**City of License:** Richmond. ADI: Dayton. Rank: 49.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WKOI BPCT-5228 Granted 5/19/80

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>INDIANA</b>				
Between 15-24%	Switzerland	2,800	2,700	96
<b>OHIO</b>				
	Brown	12,500	12,200	98
	Darke	20,700	20,400	99
<b>Station Totals</b>		<b>36,000</b>	<b>35,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>20,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,400</b>	

# Indiana—South Bend

**WHME-TV**

Ch. 46

**Network Service:** None, independent.

**Licensee:** Lester Sumrall Evangelistic Association Inc., Box 12, South Bend, IN 46624.

**Studio:** 61300 S. Ironwood Rd., South Bend, IN 46614.

**Telephone:** 219-291-8200.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 891-kw visual, 178-kw aural. Antenna: 1000-ft. above av. terrain, 982-ft. above ground, 1828-ft. above sea level.

Latitude 41° 35' 43"  
Longitude 86° 09' 38"

**Transmitter:** Intersection of Fern & Roosevelt Rds.

**Satellite Earth Stations:** Transmit/receive Harris, 9.2-meter; Microdyne, 9.2-meter; Harris, Microdyne receivers.

**FM Affiliate:** WHME, 103.1 MHz, 3 kw, 300-ft.

**News Service:** UPI.

**Ownership:** Le Sea Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** July 25, 1974. Left air April 6, 1976. Sale to present owner approved by FCC June 10, 1977. Resumed operation Sept. 10, 1977 (Television Digest, Vol. 17:38).

**Represented (sales):** Landin Media Sales.

**Represented (legal):** Heron, Burchette, Ruckert & Rothwell.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

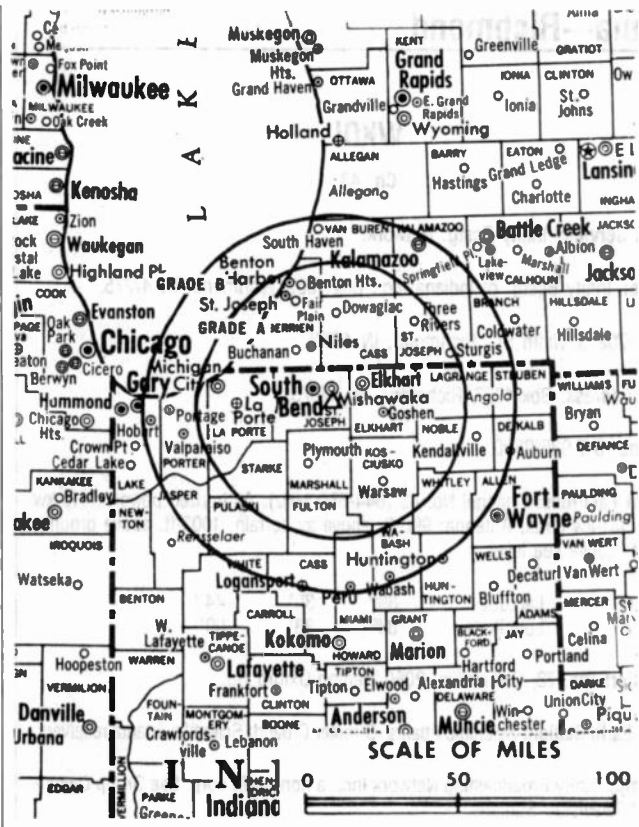
- LESTER SUMRALL, president.
- PETE SUMRALL, general manager.
- DUANE KIRISH, operations manager.
- JIM SHAFFER JR., general sales manager.
- DAR MONESMITH, chief engineer.
- RAY SLOGAR, controller.

**Highest 30 Sec. Rate:** \$50.

**City of License:** South Bend. **ADI:** South Bend-Elkhart. **Rank:** 84.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Elkhart	54,100	53,000	98
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96
	Marshall	15,400	15,100	98
	Pulaski	5,100	4,900	96



WHME-TV BMPCT-7479 Granted 7/25/73

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Cass	14,800	14,500	98
	Fulton	7,400	7,300	99
	Jasper	9,100	8,900	98
	La Porte	37,500	37,100	99
	Noble	13,800	13,500	98
	St Joseph	89,900	88,700	99
	Starke	7,900	7,700	97
	Steuben	10,400	10,200	98
	Wabash	12,400	12,100	98
Whitley	9,600	9,500	99	
<b>MICHIGAN</b>	Berrien	61,600	60,600	98
	Branch	14,800	14,600	99
	St Joseph	22,200	21,900	99
<b>Station Totals</b>		<b>437,500</b>	<b>429,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>97,400</b>
<b>Average Daily Circulation (1989)</b>				<b>32,600</b>

# Indiana—South Bend

## WNDU-TV

Ch. 16

Network Service: NBC.

Licensee: Michiana Telecasting Corp., Box 1616, South Bend, IN 46634.

Studio: 54516 Business U.S. 31 N, South Bend, IN 46637.

Mailing Address: Box 1616, South Bend, IN 46634.

Telephone: 219-239-1616. TWX: 810-299-2594. Fax: 219-282-2916.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3770-kw max. & 1955-kw horizontal visual, 754-kw max. & 390-kw horizontal aural. Antenna: 1069-ft. above av. terrain, 1068-ft. above ground, 1913-ft. above sea level.

Latitude 41° 36' 20.00"  
Longitude 86° 12' 44.50"

Transmitter: Ironwood & Kern Rds.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter C-band; Andrew, 2.4-meter Ku-band; Scientific-Atlanta, 4-meter Ku-band; Gardiner, M/A-Corn, Scientific-Atlanta, Standard Communications receivers.

AM Affiliate: WNDU, 1-kw, 1490 kHz (ABC).

FM Affiliate: WNDU-FM, 12-kw, 92.9 MHz (No. 225), 880-ft.

News Services: AP, CNN, NBC.

Ownership: Michiana Telecasting Corp., 100%. Rev. E. William Beauchamp, C.S.C., secy.-treas.

Began Operation: July 15, 1955.

Represented (sales): Adam Young Inc.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Represented (engineering): A. D. Ring & Associates, P.C.

### Personnel:

BAZIL O'HAGAN, president & general manager.  
HARRY KEVORKIAN, vice president, education & administration.  
MICHAEL LEYES, general sales manager.  
PAT BARTH, local sales manager.  
KAREN CROAKE-HEISLER, program director.  
GREGORY J. GICZI, operations manager.  
MELISSA HEILMAN, promotion manager.  
GARY SIEBER, director of news & sports.  
RUSS SUMMERVILLE, chief engineer.  
JOHN G. HOOVER, business manager.

Highest One Hour Rate: \$3400.

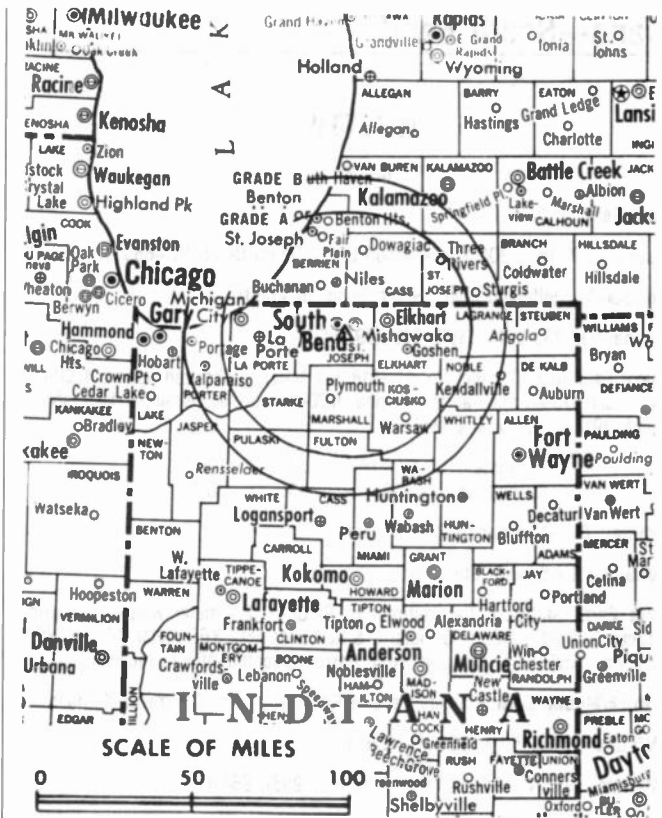
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1000.

City of License: South Bend. ADI: South Bend-Elkhart. Rank: 84.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>		
	Cass	14,800	14,500 98
	Elkhart	54,100	53,000 98
	Fulton	7,400	7,300 99
	Jasper	9,100	8,900 98



WNDU-TV BPCT-4222 Granted 12/10/69

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>KOSCIUSKO</b>	24,000	23,500 98
	Lagrange	9,200	8,800 96
	Marshall	15,400	15,100 98
	Pulaski	5,100	4,900 96
	St Joseph	89,900	88,700 99
	Starke	7,900	7,700 97
	<b>MICHIGAN</b>		
	Berrien	61,600	60,600 98
	Cass	18,300	18,000 98
	St Joseph	22,200	21,900 99
<b>Between 25-49%</b>	<b>INDIANA</b>		
	La Porte	37,500	37,100 99
	Miami	13,800	13,500 98
	Noble	13,800	13,500 98
	Stauben	10,400	10,200 98
	Wabash	12,400	12,100 98
White	9,300	9,100 98	
<b>MICHIGAN</b>			
Branch	14,800	14,600 99	
<b>Between 5-24%</b>	<b>INDIANA</b>		
	Carroll	7,100	7,000 99
	De Kalb	12,000	11,900 99
	Porter	43,400	42,800 99
	Whitley	9,600	9,500 99
<b>MICHIGAN</b>			
Van Buren	25,800	25,500 99	
<b>Station Totals</b>		<b>548,900</b>	<b>539,700 98</b>
<b>Net Weekly Circulation (1989)</b>			<b>349,600</b>
<b>Average Daily Circulation (1989)</b>			<b>206,700</b>

# Indiana—South Bend

**WSBT-TV**

Ch. 22

Network Service: CBS.

Licensee: WSBT Inc., 300 W. Jefferson Blvd., South Bend, IN 46601.

Studio: 300 W. Jefferson Blvd., South Bend, IN 46601.

Telephone: 219-233-3141. TWX: 810-299-2500.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 4790-kw max. visual, 479-kw max. aural. Antenna: 1070-ft. above av. terrain, 1048-ft. above ground, 1918-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01"

Transmitter: 60351 Ironwood Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive SatCom, 2.4-meter Ku-band; Harris, 6.1-meter C-band; SatCom, 5-meter C & Ku-band; AFC, 3.65-meter C-band; RCA Americom, 3.65-meter Ku-band; AFC, Harris, Scientific-Atlanta receivers.

SNG Truck/Mobile Dish: Transmit/receive Roscor/Satcom, 2.4-meter Ku-band.

AM Affiliate: WSBT, 5-kw, 960 kHz (CBS).

FM Affiliate: WNSN, 13.0-kw, 101.5 MHz (No. 268), 967-ft.

News Services: AP, CBS, NIWS.

Ownership: Schurz Communications Inc. See Group Ownership of Television Stations.

Began Operation: December 21, 1952.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): David Steel & Associates Inc.

**Personnel:**

- JAMES D. FREEMAN, president & general manager.
- NORBERT J. GASSENSMITH, vice president & program director.
- ROLAND ADESZKO, general sales manager.
- TOM LABUZIENSKI, local sales manager.
- JERRY BLECK, director, research.
- KENNETH BIGGINS, business manager.
- RODERICK S. JOHNSON, community affairs director.
- ROBERT W. BELL, chief engineer.
- SANDRA SHARP, promotion manager.
- ROBERT JOHNSON, operations manager.
- JULIUS DECOCCO, production manager.

Highest One Hour Rate: \$3000.

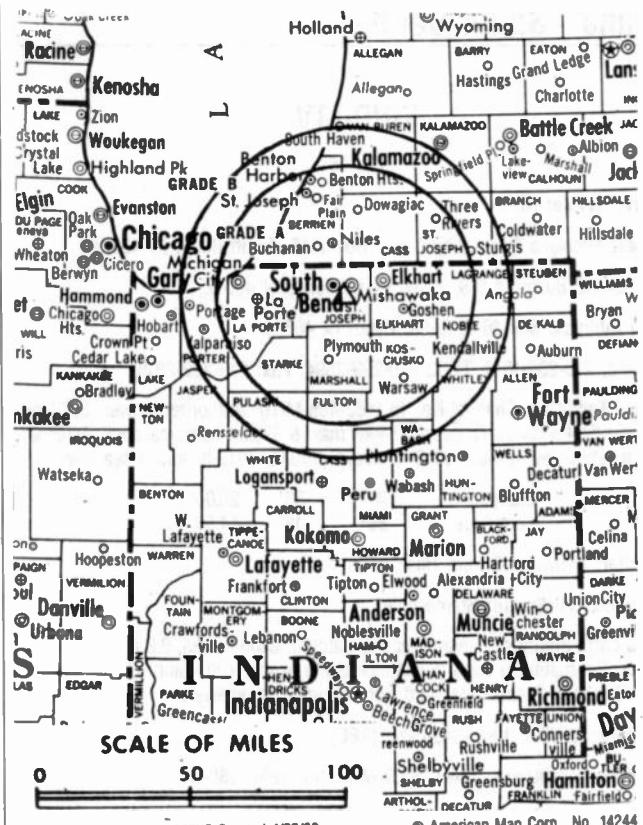
Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$944.

City of License: South Bend. ADI: South Bend-Elkhart. Rank: 84.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Elkhart	54,100	53,000	98
	Fulton	7,400	7,300	99
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96



WSBT-TV BPCT-871027KF Granted 1/29/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Marshall	15,400	15,100	98
	Pulaski	5,100	4,900	96
	St Joseph	89,900	88,700	99
	Starke	7,900	7,700	97
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Berrien	61,600	60,600	98
	Cass	18,300	18,000	98
	<b>INDIANA</b>			
	Jasper	9,100	8,900	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	La Porte	37,500	37,100	99
	Miami	13,800	13,500	98
	Noble	13,800	13,500	98
	<b>MICHIGAN</b>			
St Joseph	22,200	21,900	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Cass	14,800	14,500	98
	Porter	43,400	42,800	99
	Steuben	10,400	10,200	98
	Wabash	12,400	12,100	98
<b>Station Totals</b>	White	9,300	9,100	98
	Whitley	9,600	9,500	99
	<b>MICHIGAN</b>			
	Branch	14,800	14,600	99
	Kalamazoo	82,100	81,000	99
Van Buren	25,800	25,500	99	
<b>Station Totals</b>		<b>611,900</b>	<b>601,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>322,400</b>
<b>Average Daily Circulation (1989)</b>				<b>179,700</b>

# Indiana—Elkhart-South Bend

**WSJV**

Ch. 28

**Network Service:** ABC.

**Licensee:** WSJV-TV Inc., 58096 County Rd. 7 South, Elkhart, IN 46517.

**Studio:** 58096 County Rd. 7 South, Elkhart, IN 46517.

**Mailing Address:** Box 1646, Elkhart, IN 46515.

**Telephones:** 219-293-8616; 219-674-5106. TWX: 497-1504.

**Fax:** 219-294-1324.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 5000-wk max. visual. Antenna: 1099-ft. above av. terrain, 1048-ft. above ground, 1918-ft. above sea level.

Latitude 41° 36' 58"  
Longitude 86° 11' 38"

**Transmitter:** Grass Rd., 3-mi. SW of Mishawaka, IN.

**Multichannel TV Sound:** Stereo only.

**News Services:** AP, ABC.

**Ownership:** Quincy Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1954. Sale to present owner by Truth Publishing Co. (John F. Dille Jr., et al.) approved by FCC March 31, 1975.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** Lohnes & Culver.

**Personnel:**

DON E. FULLER, vice president & general manager.  
JOHN HART, general sales manager.  
DICK FRID, local sales manager.  
MARTHA SIMS, program director.  
TERRY DAY, chief engineer.  
PAM YODER, computer operations manager.  
KEVIN SARGENT, operations manager.  
MORRIE GOODMAN, news director.  
PAM LAMB, public affairs director.  
JAMES SMITH, promotion director.

**Highest One Hour Rate:** \$3600.

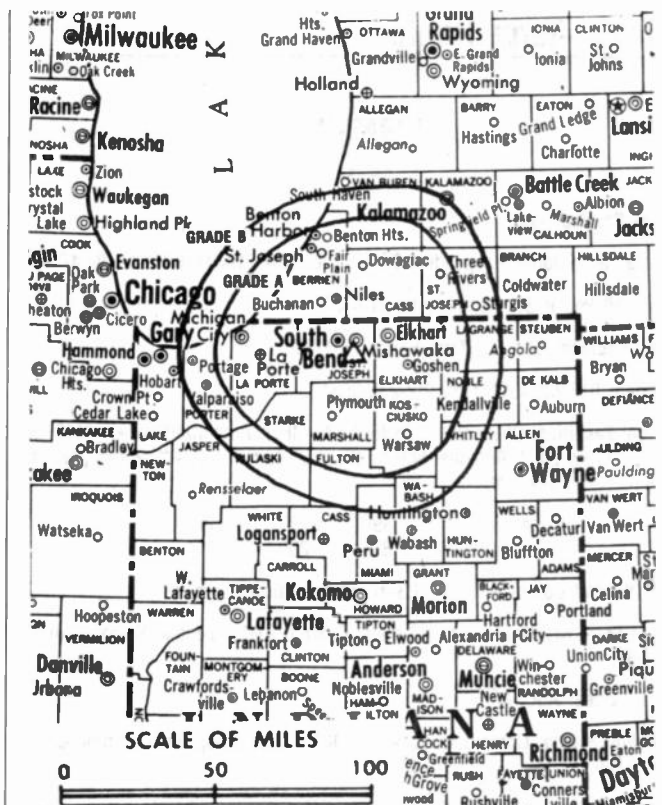
**Highest 30 Sec. Rate:** \$950.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Elkhart. **ADI:** South Bend-Elkhart. **Rank:** 84.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Elkhart	54,100	53,000	98
	Fulton	7,400	7,300	99
	Kosciusko	24,000	23,500	98
	Lagrange	9,200	8,800	96



WSJV BMPCT-880714KF Granted 10/14/88

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Marshall	15,400	15,100	98
	Pulaski	5,100	4,900	96
	St Joseph	89,900	88,700	99
	Starke	7,900	7,700	97
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Berrien	61,600	60,600	98
	Cass	18,300	18,000	98
	St Joseph	22,200	21,900	99
	<b>INDIANA</b>			
La Porte	37,500	37,100	99	
Noble	13,800	13,500	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Branch	14,800	14,600	99
	<b>INDIANA</b>			
	Cass	14,800	14,500	98
	De Kalb	12,000	11,900	99
	Jasper	9,100	8,900	98
	Miami	13,800	13,500	98
	Porter	43,400	42,800	99
	Steuben	10,400	10,200	98
	Whitley	9,600	9,500	99
<b>MICHIGAN</b>				
Van Buren	25,800	25,500	99	
<b>Station Totals</b>		<b>520,100</b>	<b>511,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>281,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>139,000</b>	

# Indiana—Terre Haute

## WBAK-TV

Ch. 38

Network Service: ABC.

Licensee: Terre Haute Independent Bcstrs. Inc., Box 719, Terre Haute, IN 47808.

Studio: 138 Poplar St., Terre Haute, IN 47807.

Mailing Address: Box 719, Terre Haute, IN 47808.

Telephone: 812-238-1515. Fax: 812-235-3854.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2140-kw visual, 214-kw aural. Antenna: 980-ft. above av. terrain, 1004-ft. above ground, 1549-ft. above sea level.

Latitude 39° 13' 58"  
Longitude 87° 23' 49"

Transmitter: W side of Hwy. 41, 1.3-mi. SW of Farmersburg, IN.

Satellite Earth Stations: ADM, 4.2-meter C-band; AFC, 3.7-meter Ku-band; ADM receivers.

News Services: ABC, AP.

Ownership: Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: April 3, 1973. Sale to present owner by John M. House, et al., approved by FCC Feb. 28, 1977.

Represented (sales): Seltel Inc.

### Personnel:

CY N. BAHAKEL, president.  
LYNDA SNYDER, general manager.  
RICHARD HUNTER, chief engineer.  
DENNIS ROBERTS, program & promotion director.  
DONNA JENKINS, business manager.

Highest One Hour Rate: \$2000.

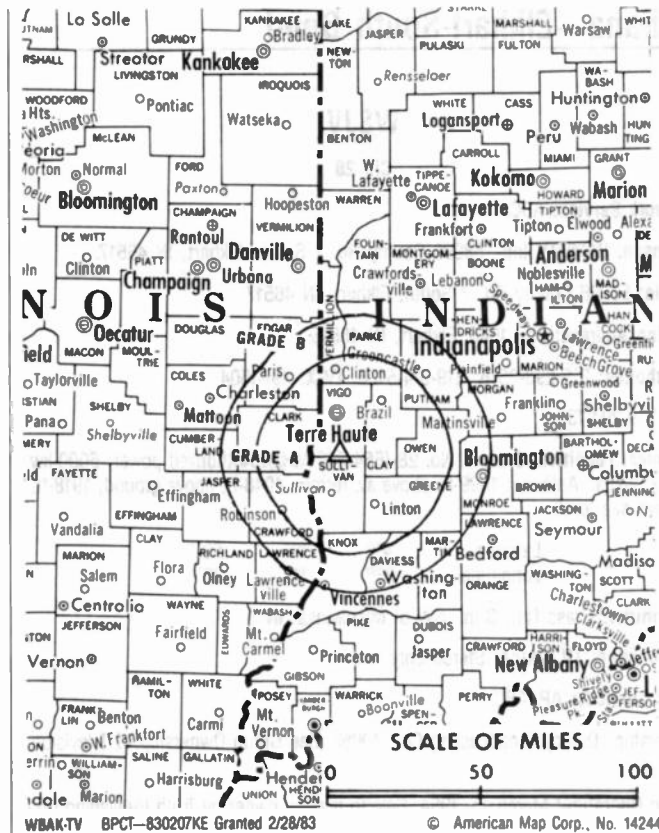
Highest 30 Sec. Rate: \$365.

NETWORK BASE HOURLY RATE: \$175.

City of License: Terre Haute. ADI: Terre Haute. Rank: 125.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Crawford	8,300	8,100	98
	Edgar	8,400	8,200	98
	Jasper	4,300	4,200	98
	<b>INOIANA</b>			
	Clay	9,500	9,400	99
	Greene	12,200	11,900	98
	Sullivan	8,200	8,000	98
	Vigo	39,900	39,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cumberland	4,400	4,300	98
	Lawrence	6,800	6,600	97
	<b>INOIANA</b>			
	Daviess	10,500	10,200	97
	Knox	15,900	15,600	98
	Owen	6,600	6,500	98
	Parke	5,900	5,800	98
	Vermillion	7,200	7,100	99
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Coles		19,700	19,300	98
Effingham		12,300	11,800	96
Richland		7,100	6,900	97
<b>INOIANA</b>				
Dubois		13,000	12,600	97
Martin		3,900	3,800	97
Monroe		36,600	35,600	97
Pike		5,300	5,100	96
Putnam		10,000	9,800	98
<b>Station Totals</b>		<b>262,700</b>	<b>256,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>103,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>41,200</b>	

# Indiana—Terre Haute

**WTHI-TV**

Ch. 10

Network Service: CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St., Terre Haute, IN 47808.

Studio: 918 Ohio St., Terre Haute, IN 47808.

Telephone: 812-232-9481. TWX: 810-356-2137.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 993-ft. above ground, 1549-ft. above sea level.

Latitude 39° 14' 36"  
Longitude 87° 23' 07"

Transmitter: E of U.S. 41, 0.34-mi. S of Farmersburg, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 6.1-meter; Scientific-Atlanta receivers.

AM Affiliate: WTHI, 5-kw (1-kw night), 1480 kHz (CBS).

FM Affiliate: WTHI-FM, 50-kw, 99.9 MHz (No. 260), 500-ft.

News Services: AP, CBS, Group W Newsfeed, UPI.

Ownership: Wabash Valley Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 22, 1954.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

**Personnel:**

- DAVID BAILEY, vice president & general manager.
- PHIL JOHNSON, general sales manager.
- GARY CROWDER, personnel director & business manager.
- ROD GARVIN, operations director
- BILL KAUFFMAN, local sales manager.
- JEFF TUCKER, chief engineer.
- KURT SWEENEY, news director.
- STEVE RIFKIN, promotion director.
- AL DOWBNIA, marketing director.

Highest One Hour Rate: \$2200.

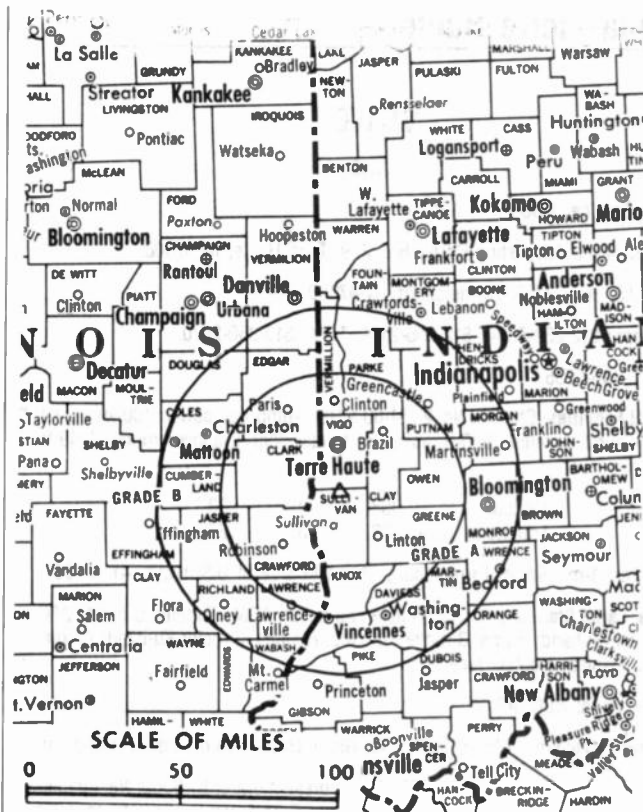
Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1574.

City of License: Terre Haute. ADI: Terre Haute. Rank: 125.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Clay	6,100	5,900	96
	Crawford	8,300	8,100	98
	Cumberland	4,400	4,300	98
	Edgar	8,400	8,200	98
	Effingham	12,300	11,800	96
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	Richland	7,100	6,900	97
	<b>INDIANA</b>			
	Clay	9,500	9,400	99
	Daviess	10,500	10,200	97



WTHI-TV BPCT-3289 Granted 6/18/64

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Greene	12,200	11,900	98
	Knox	15,900	15,600	98
	Martin	3,900	3,800	97
	Owen	6,600	6,500	98
	Parke	5,900	5,800	98
	Putnam	10,000	9,800	98
	Sullivan	8,200	8,000	98
	Vermillion	7,200	7,100	99
	Vigo	39,900	39,200	98
	<b>Between 25-49%</b>	<b>ILLINOIS</b>		
Coles		19,700	19,300	98
<b>INDIANA</b>				
Fountain		6,800	6,700	99
Lawrence		16,500	16,200	98
<b>Between 5-24%</b>	Monroe	36,600	35,600	97
	Pike	5,300	5,100	96
	<b>ILLINOIS</b>			
	Douglas	7,600	7,500	99
	Fayette	8,400	8,200	97
	Shelby	9,300	9,000	97
	Vermilion	35,700	35,000	98
	Wabash	5,500	5,300	96
	Wayne	7,600	7,300	95
	<b>INDIANA</b>			
Dubois	13,000	12,600	97	
Gibson	13,000	12,700	98	
Montgomery	13,300	13,100	98	
Orange	7,100	6,900	97	
Warren	2,900	2,800	97	
<b>Station Totals</b>		<b>402,500</b>	<b>393,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>202,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>125,000</b>	



# Indiana—Terre Haute

**WTWO**

Ch. 2

Network Service: NBC.

Licensee: Illiana Telecasting Corp., Box 299, Terre Haute, IN 47808.

Studio: U.S. Hwy. 41 S, Farmersburg, IN 47850.

Telephones: 812-232-9504; 812-696-2121. TWX: 810-350-2470.

Fax: 812-696-2755.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 999-ft. above ground, 1549-ft. above sea level.

Latitude 39° 14' 33"  
Longitude 87° 23' 29"

Transmitter: 1-mi. SW of Farmersburg, IN on W side of U.S. Hwys. 41 & 150.

Satellite Earth Stations: Harris, 7-meter Ku-band; ADM, 7-meter C-band; AFC, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Hughes, 2-meter Ku-band; Avcom, Harris, Toshiba, Hughes receivers.

News Services: NBC, AP.

Ownership: Malcolm I. Glazer, 100%. See Group Ownership of Television Stations.

Began Operation: September 1, 1965. Sale to present owner by Booth Newspapers Inc. approved by FCC July 18, 1975 (Television Digest, Vol. 15:9). Sale to Booth by J. R. Livesay, John T. Gelder, et al., approved by FCC Jan. 6, 1971.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

**Personnel:**

- MARK ALLEN, executive vice president & general manager.
- JERRY TILLER, sales manager.
- PHYLIS MARTINDALE, program & operations director.
- TIFFANY BAIR, promotion director.
- ARDEN RAMSEY, chief engineer.
- RICH LARSEN, news director.

Highest One Hour Rate: \$3500.

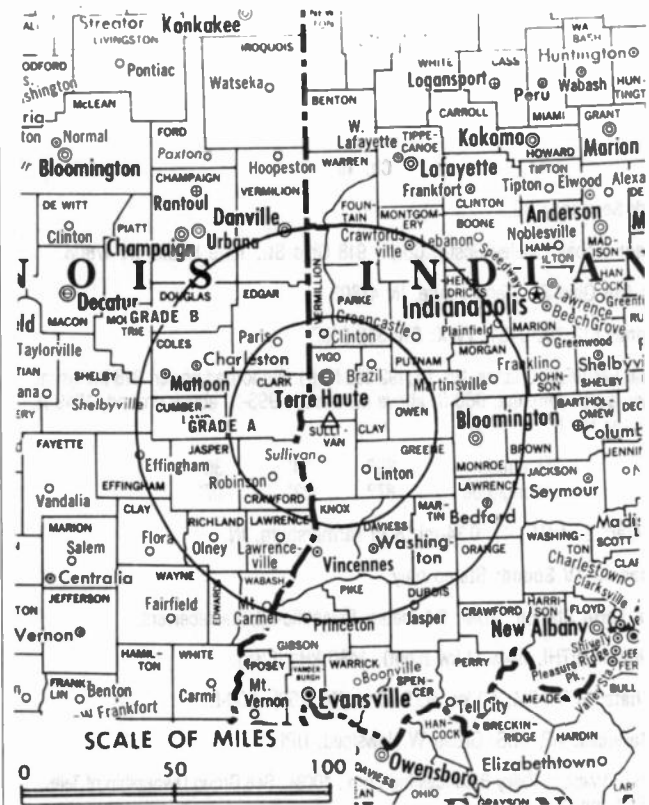
Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$2100.

City of License: Terre Haute. ADI: Terre Haute. Rank: 125.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Crawford	8,300	8,100	98
	Cumberland	4,400	4,300	98
	Edgar	8,400	8,200	98
	Effingham	12,300	11,800	96
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	Richland	7,100	6,900	97
	<b>INDIANA</b>			
Clay	9,500	9,400	99	
Daviess	10,500	10,200	97	
Greene	12,200	11,900	98	



WTWO BMPCT-6077 Granted 4/2/65

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Knox	15,900	15,600	98
	Martin	3,900	3,800	97
	Owen	6,600	6,500	98
	Parke	5,900	5,800	98
	Sullivan	8,200	8,000	98
	Vermillion	7,200	7,100	99
	Vigo	39,900	39,200	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,900	96
	Coles	19,700	19,300	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Lawrence	16,500	16,200	98
	Monroe	36,600	35,600	97
	Montgomery	13,300	13,100	98
	Pike	5,300	5,100	96
	Putnam	10,000	9,800	98
	<b>ILLINOIS</b>			
Edwards	3,700	3,600	96	
Vermilion	35,700	35,000	98	
Wabash	5,500	5,300	96	
Wayne	7,600	7,300	95	
<b>INDIANA</b>	Dubois	13,000	12,600	97
	Fountain	6,800	6,700	99
	Jackson	13,700	13,500	99
	Orange	7,100	6,900	97
	<b>Station Totals</b>		<b>378,700</b>	<b>370,000</b>
<b>Net Weekly Circulation (1989)</b>				<b>207,300</b>
<b>Average Daily Circulation (1989)</b>				<b>123,900</b>

# Indiana

## WTTV, Bloomington-Indianapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Vigo	39,900	39,200	98
	Wabash	12,400	12,100	98
	Warren	2,900	2,800	97
	Wayne	27,000	26,500	98
	White	9,300	9,100	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Crawford	8,300	8,100	98
	Vermilion	35,700	35,000	98
	Wabash	5,500	5,300	96
	<b>INDIANA</b>			
Adams	10,500	10,300	98	
Allen	108,600	107,100	99	
Benton	3,500	3,400	97	
Clark	32,700	32,200	98	
Dearborn	13,300	13,100	98	

## WTTV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Dubois	13,000	12,600	97
	Floyd	22,900	22,600	99
	Fountain	6,800	6,700	99
	Gibson	13,000	12,700	98
	Huntington	13,600	13,400	99
	Pulaski	5,100	4,900	96
	Union	2,400	2,300	96
	Washington	8,300	8,000	97
	<b>KENTUCKY</b>			
	Carroll	3,500	3,500	100
	Trimble	2,200	2,200	100
	<b>OHIO</b>			
	Butler	99,100	98,000	99
Clark	55,100	54,500	99	
Greene	46,000	45,500	99	
Montgomery	223,900	221,800	99	
Warren	36,600	36,200	99	