

| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|--|
| Des Moines, IA | 387,500 | 67 | KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5) |
| Omaha, NE | 363,400 | 71 | KETV (7), KMTV (3), KPTM (42), WOWT (6) |
| Davenport, IA-Rock Island-Moline, IL | 316,400 | 79 | KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WOAD-TV (8) |
| Cedar Rapids-Waterloo-Dubuque, IA | 308,500 | 82 | KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KWWL (7) |
| Sioux Falls-Mitchell, SD | 232,300 | 103 | KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17) |
| Sioux City, IA | 157,300 | 137 | KCAU-TV (9), KMEG (14), KTIV (4) |
| Rochester, MN-Mason City, IA-Austin, MN | 143,900 | 146 | KAAL (6), KIMT (3), KTTC (10), KXLT-TV (47) |
| Quincy, IL-Hannibal, MO | 116,000 | 156 | KHCA-TV (7), WGEM-TV (10), WTJR (16) |
| Ottumwa, IA-Kirksville, MO | 28,700 | 203 | KOIA-TV (15), KTVO (3) |
| Mankato, MN | 23,200 | 206 | KEYC-TV (12) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|--------------------------------------|----------------------|
| WOI-TV, Ames | See Des Moines, IA |
| WHBF-TV, Davenport | See Rock Island, IL |
| WQAD-TV, Davenport | See Moline, IL |
| KAAL, Mason City | See Austin, MN |
| KTTC, Mason City | See Rochester, MN |
| KCRG-TV, KGAN & KWVL, Waterloo | See Cedar Rapids, IA |

Iowa Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|--|-----|-----|-------|
| Commercial Television Stations | 11 | 7 | 18 |
| Educational Television Stations | 2 | 6 | 8 |
| | 13 | 13 | 26 |

Iowa—Burlington

KJMH

Ch. 25

Network Service: Fox

Licenses: Burlington Bcstg. Co. Ltd., 200 Jefferson St., Box 982, Burlington, IA 52601.

Studio: 200 Jefferson St., 4th Floor, Burlington, IA 52601.

Telephone: 319-752-0026.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 200-kw max. visual. Antenna: 315-ft. above av. terrain, 230-ft. above ground, 925-ft. above sea level.

Latitude 40° 49' 25"
Longitude 91° 08' 22"

Transmitter: Winegard Dr. & Roosevelt St., Burlington.

Ownership: Burlington Bcstg. Co. Ltd.

Began Operation: January 5, 1988.

Represented (sales): Roslin TV Sales.

Represented (legal): Miller & Fields, P.C.

Personnel:

- Steve Hoth, General Manager.
- George Van Hagen, Station Manager.
- Roger Hester, General Sales Manager.
- Vicki Lind, News Director.
- Joi Harris, Program Director.
- Jack Rowley, Chief Engineer.
- Pat Beardsley, Promotion Director.

Highest 30 Sec. Rate: \$100.

City of License: Burlington. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 79.

Total Households: CMSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49% | IOWA | | | |
| | Des Moines | 18,200 | 18,000 | 99 |
| | Lee | 16,400 | 16,200 | 99 |



KJMH BMPCT-870416KE Granted 6/9/87 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| Between 5-24% | IOWA | | | |
| | Henry | 7,200 | 7,100 | 99 |
| | Van Buren | 3,100 | 3,100 | 98 |
| | ILLINOIS | | | |
| | Hancock | 9,200 | 9,100 | 99 |
| | Henderson | 3,500 | 3,400 | 97 |
| Station Totals | | 57,600 | 56,900 | 99 |
| Net Weekly Circulation (1991) | | | 14,100 | |
| Average Daily Circulation (1991) | | | 3,300 | |

Iowa—Cedar Rapids-Waterloo

KCRG-TV

Ch. 9

Network Service: ABC.

Licensee: Cedar Rapids Television Co., Box 816, Cedar Rapids, IA 52406-0816.

Studio: 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401.

Telephone: 319-398-8422. TWX: 910-525-1341.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2943-ft. above sea level.

Latitude 42° 18' 59"
Longitude 91° 51' 31"

Transmitter: 4.5-mi. NW of Walker.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Miralite, 3.8-meter Ku & C-band; Prodefin, 3.7-meter C-band; Avantek, M/A-Corn, Standard Communications receivers.

AM Affiliate: KCRG, 5-kw, 1600 kHz (ABC).

News Service: AP.

Ownership: Cedar Rapids Television Co.

Began Operation: October 15, 1953.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohnes & Culver.

Personnel:

- Joseph F. Hladky Jr., Chairman of the Board.
- Joseph F. Hladky III, President.
- Robert G. Allen, Vice President & General Manager.
- Linda Blackburn, General Sales Manager.
- Jim Johnson, National Sales Manager.
- John Phelan, Local Sales Manager.
- Dean Bunting, News & Program Director.
- Bruce A. Kruse, Chief Engineer.
- Bob Lorenzen, Promotion Director.
- Jim Laymon, Business Manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$975.

City of License: Cedar Rapids. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Allamakee | 5,400 | 5,300 | 98 |
| | Benton | 8,900 | 8,800 | 99 |
| | Black Hawk | 47,200 | 46,900 | 99 |
| | Bremer | 8,600 | 8,500 | 99 |
| | Buchanan | 8,000 | 7,900 | 99 |
| | Butler | 6,200 | 6,100 | 98 |
| | Cedar | 7,300 | 7,200 | 99 |
| | Chickasaw | 5,300 | 5,200 | 98 |
| | Clayton | 8,100 | 8,000 | 99 |
| | Delaware | 6,800 | 6,700 | 99 |
| | Fayette | 9,000 | 8,900 | 99 |
| | Franklin | 5,000 | 5,000 | 100 |
| | Grundy | 5,300 | 5,300 | 100 |



KCRG-TV BMPCT-6432 Granted 1/11/67

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| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------------|------------------|----------------|----------------|----|
| 50% & Over | Iowa | 6,000 | 5,900 | 98 | |
| | Johnson | 34,400 | 33,900 | 99 | |
| | Jones | 7,300 | 7,200 | 99 | |
| | Keokuk | 4,700 | 4,600 | 98 | |
| | Linn | 68,100 | 67,600 | 99 | |
| | Tama | 6,800 | 6,700 | 99 | |
| | Washington | 7,700 | 7,600 | 99 | |
| | Winnesiek | 7,700 | 7,600 | 99 | |
| | Between 25-49% | IOWA | | | |
| | | Dubuque | 31,700 | 31,300 | 99 |
| Floyd | | 7,100 | 7,000 | 99 | |
| Henry | | 7,200 | 7,100 | 99 | |
| Jackson | | 8,200 | 8,100 | 99 | |
| Jefferson | | 6,700 | 6,600 | 98 | |
| Marshall | | 15,900 | 15,800 | 99 | |
| Muscatine | | 15,800 | 15,700 | 99 | |
| Poweshiek | | 7,300 | 7,200 | 99 | |
| WISCONSIN | | | | | |
| Crawford | 6,200 | 6,100 | 98 | | |
| Grant | 18,100 | 17,600 | 97 | | |
| Between 5-24% | IOWA | | | | |
| | Clinton | 20,300 | 20,200 | 100 | |
| | Hardin | 8,100 | 8,000 | 99 | |
| | Howard | 4,000 | 3,900 | 98 | |
| | Mahaska | 9,300 | 9,200 | 99 | |
| | Mitchell | 4,500 | 4,500 | 100 | |
| ILLINOIS | | | | | |
| Jo Daviess | 9,200 | 9,000 | 98 | | |
| Station Totals | | 453,400 | 448,200 | 99 | |
| Net Weekly Circulation (1991) | | | | 295,000 | |
| Average Daily Circulation (1991) | | | | 170,100 | |

Iowa—Cedar Rapids-Waterloo

KGAN

Ch. 2

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Box 3131, Cedar Rapids, IA 52406.

Studio: 600 Old Marion Rd. NE, Cedar Rapids, IA 52402.

Mailing Address: Box 3131, Cedar Rapids, IA 52406.

Telephone: 319-395-9060. Fax: 319-395-0987.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1430-ft. above av. terrain, 1336-ft. above ground, 2385-ft. above sea level.

Latitude 42° 17' 39"
Longitude 91° 53' 10"

Transmitter: 4.75-mi. N of Urbana.

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

News Services: AP, CBS.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Began Operation: September 30, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:11). Sale to Orion by American Bcstg. Stations Inc., William B. Quarton & others, approved by FCC June 12, 1968 (Vol. 8:25).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- Richard Herbst, Vice President & General Manager.
- Dee Noonan, National Sales Manager.
- Nick Palen, Local Sales Manager.
- Les Sachs, Director of News.
- Robert Burns, Chief Engineer.
- John Ganahl, Program Manager & Public Affairs Director.
- Mike Cunningham, Promotion Manager.
- John Stock, Business Manager.
- Mike Smith, Production Manager.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1047.

City of License: Cedar Rapids. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| IOWA | | | | |
| 50% & Over | Allamakee | 5,400 | 5,300 | 98 |
| | Benton | 8,900 | 8,800 | 99 |
| | Black Hawk | 47,200 | 46,900 | 99 |
| | Bremer | 8,600 | 8,500 | 99 |
| | Buchanan | 8,000 | 7,900 | 99 |
| | Butler | 6,200 | 6,100 | 98 |
| | Cedar | 7,300 | 7,200 | 99 |
| | Chickasaw | 5,300 | 5,200 | 98 |
| | Clayton | 8,100 | 8,000 | 99 |
| | Delaware | 6,800 | 6,700 | 99 |
| | Dubuque | 31,700 | 31,300 | 99 |
| | Fayette | 9,000 | 8,900 | 99 |
| | Grundy | 5,300 | 5,300 | 100 |



KGAN BPCT—2102 Granted 5/29/56 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Iowa | 6,000 | 5,900 | 98 |
| | Jefferson | 6,700 | 6,600 | 98 |
| | Johnson | 34,400 | 33,900 | 99 |
| | Jones | 7,300 | 7,200 | 99 |
| | Keokuk | 4,700 | 4,600 | 98 |
| | Linn | 68,100 | 67,600 | 99 |
| | Tama | 6,800 | 6,700 | 99 |
| | Washington | 7,700 | 7,600 | 99 |
| | Winneshiek | 7,700 | 7,600 | 99 |
| IOWA | | | | |
| Between 25-49% | | | | |
| | Franklin | 5,000 | 5,000 | 100 |
| | Marshall | 15,900 | 15,800 | 99 |
| | Poweshiek | 7,300 | 7,200 | 99 |
| WISCONSIN | | | | |
| | Crawford | 6,200 | 6,100 | 98 |
| | Grant | 18,100 | 17,600 | 97 |
| IOWA | | | | |
| Between 5-24% | | | | |
| | Clinton | 20,300 | 20,200 | 100 |
| | Floyd | 7,100 | 7,000 | 99 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Henry | 7,200 | 7,100 | 99 |
| | Howard | 4,000 | 3,900 | 98 |
| | Jackson | 8,200 | 8,100 | 99 |
| | Mahaska | 9,300 | 9,200 | 99 |
| | Muscatine | 15,800 | 15,700 | 99 |
| ILLINOIS | | | | |
| | Jo Daviess | 9,200 | 9,000 | 98 |
| WISCONSIN | | | | |
| | Lafayette | 6,200 | 6,100 | 98 |
| Station Totals | | 455,100 | 449,800 | 99 |
| Net Weekly Circulation (1991) | | | | 282,400 |
| Average Daily Circulation (1991) | | | | 158,200 |

Iowa—Cedar Rapids

KOCR

Ch. 28

Network Service: Fox.

Licensee: Metro Program Network Inc., 605 Boyson Rd. NE, Cedar Rapids, IA 52402.

Studio: 605 Boyson Rd. NE, Cedar Rapids, IA 52402.

Telephone: 319-378-1696.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1461-kw max. visual. Antenna: 672-ft. above av. terrain, 670-ft. above ground, 1500-ft. above sea level.

Latitude 42° 02' 46"
Longitude 91° 38' 42"

Transmitter: 605 Boyson Rd. NE, Cedar Rapids.

Ownership: Metro Program Network Inc.

Began Operation: February 1, 1988.

Represented (engineering): George E. Gunter (Jacksonville, TX).

Personnel:

Jerry Fitzgerald, General Manager.
Larry Edwards, General Sales Manager.
Steve Ludley, Chief Engineer.

Rates: On request.

City of License: Cedar Rapids. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| Between 25-49% | IOWA Delaware | 6,800 | 6,700 | 99 |
| | IOWA Linn | 68,100 | 67,600 | 99 |
| Between 5-24% | IOWA Benton | 8,900 | 8,800 | 99 |
| | IOWA Buchanan | 8,000 | 7,900 | 99 |



KOCR BMPCT-880329KL Granted 1/23/89

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| Between 5-24% | Cedar | 7,300 | 7,200 | 99 |
| | Iowa | 6,000 | 5,900 | 98 |
| | Johnson | 34,400 | 33,900 | 99 |
| | Jones | 7,300 | 7,200 | 99 |
| | Washington | 7,700 | 7,600 | 99 |
| Station Totals | | 154,500 | 152,800 | 99 |
| Net Weekly Circulation (1991) | | | 43,200 | |
| Average Daily Circulation (1991) | | | 12,300 | |

Iowa—Waterloo-Cedar Rapids

KWWL

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., E. 4th & Franklin Sts., Waterloo, IA 50703.

Studio: 500 E. 4th St., Waterloo, IA 50703.

Telephone: 319-291-1200. **TWX:** 910-525-1271. **Fax:** 319-291-1233.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44-kw aural. Antenna: 1980-ft. above av. terrain, 1930-ft. above ground, 2910-ft. above sea level.

Latitude 42° 24' 04"
Longitude 91° 50' 43"

Transmitter: 2-mi. N of Rowley, IA.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN, NBC, UPI.

Ownership: American Family Corp. (Group Owner).

Began Operation: November 25, 1953. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980 (Television Digest, Vol. 19:41).

Represented (sales): Blair Television.

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

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

Personnel:

- Jim Waterbury, President & General Manager.
- Mark Mathis, Vice President, Operations & Programming.
- Bob Cashen, Vice President, News & Public Affairs.
- Mike Weeks, Vice President & General Sales Manager.
- Jim Ohmstede, Vice President & Chief Engineer.
- John Sampson, National Sales Manager.
- Sherree Sharp, Marketing & Promotion Director.
- Bonnie Wurtzel, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Waterloo. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| IOWA | | | | |
| 50% & Over | Allamakee | 5,400 | 5,300 | 98 |
| | Benton | 8,900 | 8,800 | 99 |
| | Black Hawk | 47,200 | 46,900 | 99 |
| | Bremer | 8,600 | 8,500 | 99 |
| | Buchanan | 8,000 | 7,900 | 99 |
| | Butler | 6,200 | 6,100 | 98 |
| | Cedar | 7,300 | 7,200 | 99 |
| | Chickasaw | 5,300 | 5,200 | 98 |
| | Clayton | 8,100 | 8,000 | 99 |
| | Delaware | 6,800 | 6,700 | 99 |
| | Dubuque | 31,700 | 31,300 | 99 |
| | Fayette | 9,000 | 8,900 | 99 |
| | Floyd | 7,100 | 7,000 | 99 |
| | Franklin | 5,000 | 5,000 | 100 |
| | Grundy | 5,300 | 5,300 | 100 |



KWWL BMAP:6729 Granted 1/4/68

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|----------------|
| 50% & Over | Howard | 4,000 | 3,900 | 98 |
| | Iowa | 6,000 | 5,900 | 98 |
| | Johnson | 34,400 | 33,900 | 99 |
| | Jones | 7,300 | 7,200 | 99 |
| | Keokuk | 4,700 | 4,600 | 98 |
| | Linn | 68,100 | 67,600 | 99 |
| | Tama | 6,800 | 6,700 | 99 |
| | Washington | 7,700 | 7,600 | 99 |
| | Winnebuck | 7,700 | 7,600 | 99 |
| | WISCONSIN | | | |
| | Crawford | 6,200 | 6,100 | 98 |
| | Grant | 18,100 | 17,600 | 97 |
| Between 25-49% | IOWA | | | |
| | Jackson | 8,200 | 8,100 | 99 |
| | Louisa | 4,600 | 4,500 | 98 |
| | Marshall | 15,900 | 15,800 | 99 |
| | Mitchell | 4,500 | 4,500 | 100 |
| | Poweshiek | 7,300 | 7,200 | 99 |
| ILLINOIS | | | | |
| | Jo Daviess | 9,200 | 9,000 | 98 |
| Between 5-24% | IOWA | | | |
| | Clinton | 20,300 | 20,200 | 100 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Henry | 7,200 | 7,100 | 99 |
| | Jefferson | 6,700 | 6,600 | 98 |
| | Muscatine | 15,800 | 15,700 | 99 |
| | WISCONSIN | | | |
| | Iowa | 7,900 | 7,700 | 97 |
| Lafayette | 6,200 | 6,100 | 98 | |
| Station Totals | | 462,800 | 457,300 | 99 |
| Net Weekly Circulation (1991) | | | | 315,400 |
| Average Daily Circulation (1991) | | | | 196,800 |

Iowa—Davenport

KLJB-TV

Ch. 18

Network Service: Fox.

Licensee: Quad Cities Television Acquisition Corp., 937 E. 53rd St., Davenport, IA 52807.

Studio: 937 E. 53rd St., Suite D, Davenport, IA 52807.

Telephone: 319-386-1818. **TWX:** 510-600-1729. **Fax:** 319-386-8543.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2950-kw max. visual, 295-kw max. aural. Antenna: 990-ft. above av. terrain, 942-ft. above ground, 1722-ft. above sea level.

Latitude 41° 19' 17"
Longitude 90° 22' 47"

Transmitter: W side of Hwy. 150, 1.75-mi. S of Orion, IL.

Satellite Earth Station: United Satellite Systems, 5-meter; DX Antenna, ISS, Scientific-Atlanta receivers.

Ownership: Quad Cities Television Acquisition Corp.

Began Operation: July 28, 1985. Sale to present owner by Davenport Communications Ltd. Partnership approved by FCC April 1, 1991; consummated August 30, 1991.

Represented (sales): Seitel Inc.

Personnel:

- Milton Grant, General Manager.
- Drew Pfeiffer, Station Manager.
- Dan Olson, General Sales Manager.
- Don Bergmann, Chief Engineer.
- Sue Passe, Production Manager.
- Martha Renk, Promotion Manager.
- Kathleen S. DeBoeuf, Business Manager.
- Penny Johnson, Traffic Manager.

Highest 30 Sec. Rate: \$900.

City of License: Davenport. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 79.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Clinton | 20,300 | 20,200 | 100 |
| | Jackson | 8,200 | 8,100 | 99 |
| | Louisa | 4,600 | 4,500 | 98 |
| | Scott | 61,000 | 60,500 | 99 |
| ILLINOIS | Mercer | 7,000 | 6,900 | 99 |
| | Rock Island | 61,100 | 60,500 | 99 |
| | IOWA | | | |
| Between 25-49% | Cedar | 7,300 | 7,200 | 99 |
| | Henry | 7,200 | 7,100 | 99 |
| | Muscatine | 15,800 | 15,700 | 99 |



KLJB-TV BMPCT—850412KE Granted 6/21/85 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| Between 25-49% | ILLINOIS | | | |
| | Carroll | 7,000 | 6,900 | 99 |
| | Henderson | 3,500 | 3,400 | 97 |
| | Henry | 20,300 | 20,100 | 99 |
| | Stark | 2,600 | 2,600 | 100 |
| | Warren | 7,900 | 7,800 | 99 |
| Between 5-24% | IOWA | | | |
| | Des Moines | 18,200 | 18,000 | 99 |
| | Jones | 7,300 | 7,200 | 99 |
| | Lee | 16,400 | 16,200 | 99 |
| | ILLINOIS | | | |
| | Bureau | 14,400 | 14,100 | 98 |
| Jo Daviess | 9,200 | 9,000 | 98 | |
| Knox | 22,700 | 22,400 | 99 | |
| Lee | 13,000 | 12,800 | 98 | |
| Ogle | 17,600 | 17,300 | 98 | |
| Putnam | 2,200 | 2,100 | 95 | |
| Station Totals | | 379,000 | 374,400 | 99 |
| Net Weekly Circulation (1991) | | | | 147,800 |
| Average Daily Circulation (1991) | | | | 61,600 |

Iowa—Davenport

KWQC-TV

Ch. 6

Network Service: NBC.

Licensee: Broad Street Television L.P., 250 State St., Sturbridge Commons, Ethan House, North Haven, CT 06473-2135.

Studio: 805 Brady St., Davenport, IA 52808.

Telephone: 319-383-7000. TWX: 910-525-1189.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"
Longitude 90° 28' 35"

Transmitter: Middle Rd., 5-mi. E of Davenport.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: SatCom, 7-meter; Harris, M/A-Corn receivers.

News Services: AP, UPI.

Ownership: Broad Street Television L.P.

Began Operation: October 31, 1949. Sold to present owner by Palmer Communications Inc. 1985 (Television Digest, Vol. 29:22).

Represented (sales): Blair Television.

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

Personnel:

John Sloan, President & General Manager.
John Hegeman, Vice President, Operations & Engineering.
Allen Wiese, Local Sales Manager.
Doug Retherford, News Director.
Duane Mathias, Promotion Director.
Cathie Whiteside, Business Manager.
Kerri Davis Filcke, Marketing Director.
Doug Bierman, Chief Engineer.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1900.

City of License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 79.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Cedar | 7,300 | 7,200 | 99 |
| | Clinton | 20,300 | 20,200 | 100 |
| | Des Moines | 18,200 | 18,000 | 99 |
| | Henry | 7,200 | 7,100 | 99 |
| | Jackson | 8,200 | 8,100 | 99 |
| | Louisa | 4,600 | 4,500 | 98 |
| | Muscatine | 15,800 | 15,700 | 99 |
| | Scott | 61,000 | 60,500 | 99 |
| | ILLINOIS | | | |
| | Bureau | 14,400 | 14,100 | 98 |
| | Carroll | 7,000 | 6,900 | 99 |
| | Henderson | 3,500 | 3,400 | 97 |
| | Henry | 20,300 | 20,100 | 99 |
| Knox | 22,700 | 22,400 | 99 | |
| Mercer | 7,000 | 6,900 | 99 | |
| Rock Island | 61,100 | 60,500 | 99 | |
| Warren | 7,900 | 7,800 | 99 | |
| Whiteside | 24,200 | 23,800 | 99 | |



KWQC-TV 8PCT-810430KG Granted 7/6/81

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | IOWA | | | |
| | Washington | 7,700 | 7,600 | 99 |
| | ILLINOIS | | | |
| | Jo Daviess | 9,200 | 9,000 | 98 |
| Between 5-24% | Lee | 13,000 | 12,800 | 98 |
| | Stark | 2,600 | 2,600 | 100 |
| | IOWA | | | |
| | Jefferson | 6,700 | 6,600 | 98 |
| | Johnson | 34,400 | 33,900 | 99 |
| | Jones | 7,300 | 7,200 | 99 |
| | Lee | 16,400 | 16,200 | 99 |
| | ILLINOIS | | | |
| | Hancock | 9,200 | 9,100 | 99 |
| | La Salle | 42,200 | 41,400 | 98 |
| Mc Donough | 12,500 | 12,300 | 98 | |
| Ogle | 17,600 | 17,300 | 98 | |
| Putnam | 2,200 | 2,100 | 95 | |
| WISCONSIN | | | | |
| Grant | 18,100 | 17,600 | 97 | |
| Station Totals | | 509,800 | 502,900 | 99 |
| Net Weekly Circulation (1991) | | | 304,500 | |
| Average Daily Circulation (1991) | | | 191,600 | |

Need Broadcast TV or Cable TV Mail Labels From the Factbook?

Call Warren Publishing Inc.'s
Market Research & Data Sales Dept.
202-872-9200

Iowa—Des Moines

KCCI-TV

Ch. 8

Network Service: CBS.

Licensee: H & C Communications Inc., 3050 Post Oak Blvd., Suite 1330, Houston, TX 77056.

Studio: 888 9th St., Des Moines, IA 50309.

Mailing Address: Box 10305, Des Moines, IA 50306.

Telephone: 515-247-8888. TWX: 910-520-2618. Fax: 515-243-4931.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

Latitude 41° 48' 35"
Longitude 93° 37' 16"

Transmitter: 1-mi. SW of Alleman, IA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Prodelin, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA, 3.6-meter Ku-band; DX Antenna, M/A-Corn, Scientific-Atlanta, Microdyne receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, CBS.

Ownership: H & C Communications Inc. (Group Owner).

Began Operation: July 31, 1955. Merger of Cowles Bcstg. into H & C Communications approved by FCC Oct. 24, 1984 (Television Digest, Vol. 24:26, 35).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

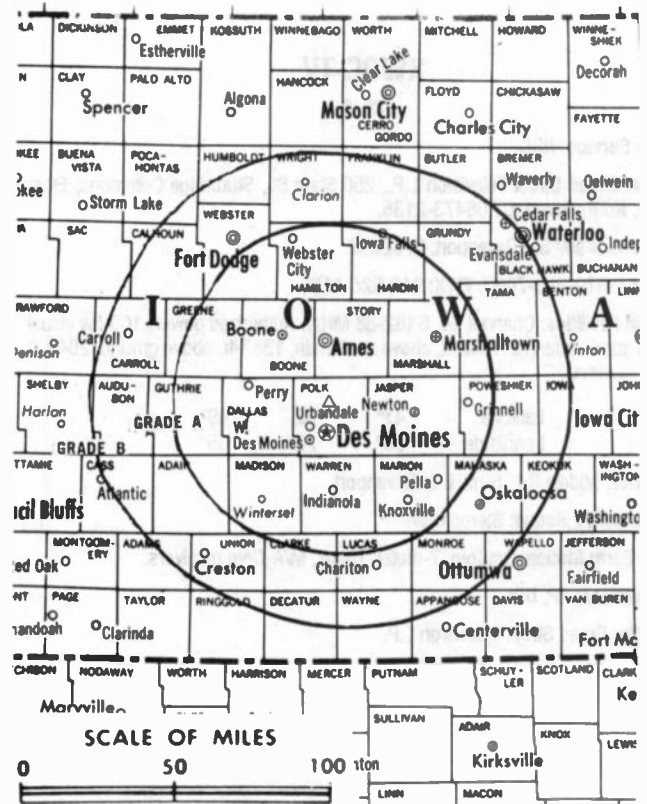
Paul Fredericksen, President & General Manager.
John Pascuzzi, Vice President, Operations.
Dave Porepp, General Sales Manager.
Anne Marie Caudron, National Account Executive.
Dave Busiek, News Director.
Robert Day, Programming Director.
Pam Kullik, Director, Promotion & Community Affairs.
Irma Davis, Business Manager.
Doug Cretzinger, Production Manager.
Steve Houg, Chief Engineer.

Rates: On request.

City of License: Des Moines. ADI: Des Moines. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Adair | 3,500 | 3,500 | 100 |
| | Appanoose | 6,000 | 5,900 | 98 |
| | Audubon | 2,900 | 2,900 | 100 |
| | Boone | 10,200 | 10,100 | 99 |
| | Calhoun | 4,700 | 4,600 | 98 |
| | Carroll | 8,400 | 8,300 | 99 |
| | Cass | 6,500 | 6,400 | 98 |
| | Clarke | 3,500 | 3,500 | 100 |
| | Dallas | 12,200 | 12,100 | 99 |
| | Davis | 3,300 | 3,300 | 100 |
| | Decatur | 3,300 | 3,200 | 97 |
| | Greene | 4,600 | 4,600 | 100 |
| | Guthrie | 4,700 | 4,700 | 99 |
| | Hamilton | 6,700 | 6,600 | 99 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Humboldt | 4,900 | 4,800 | 98 |



KCCI-TV BMPCT-7477 Granted 7/31/73

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|----------------------------------|--------------|------------------|---------------|-------|-----|
| 50% & Over | Jasper | 14,500 | 14,400 | 99 | |
| | Lucas | 4,100 | 4,000 | 98 | |
| | Madison | 4,700 | 4,700 | 100 | |
| | Mahaska | 9,300 | 9,200 | 99 | |
| | Marion | 11,300 | 11,200 | 99 | |
| | Marshall | 15,900 | 15,800 | 99 | |
| | Monroe | 3,300 | 3,300 | 100 | |
| | Pocahontas | 4,100 | 4,100 | 99 | |
| | Polk | 135,900 | 134,900 | 99 | |
| | Poweshiek | 7,300 | 7,200 | 99 | |
| | Ringgold | 2,300 | 2,300 | 100 | |
| | Story | 25,700 | 25,400 | 99 | |
| | Taylor | 3,100 | 3,000 | 97 | |
| | Union | 5,400 | 5,300 | 98 | |
| | Wapello | 15,400 | 15,200 | 99 | |
| | Warren | 13,700 | 13,600 | 99 | |
| | Wayne | 3,100 | 3,000 | 97 | |
| | Webster | 17,000 | 16,800 | 99 | |
| | Wright | 6,100 | 6,000 | 98 | |
| | MISSOURI | Mercer | 1,600 | 1,600 | 100 |
| | | Putnam | 2,100 | 2,100 | 100 |
| IOWA | | | | | |
| Between 25-49% | Adams | 2,100 | 2,100 | 100 | |
| | Buena Vista | 7,700 | 7,600 | 99 | |
| | Franklin | 5,000 | 5,000 | 100 | |
| | Grundy | 5,300 | 5,300 | 100 | |
| | Keokuk | 4,700 | 4,600 | 98 | |
| | Kossuth | 7,700 | 7,600 | 99 | |
| | Palo Alto | 4,4010 | 4,300 | 98 | |
| (Continued on page A-481) | | | | | |
| Station Totals | | 509,300 | 504,100 | 99 | |
| Net Weekly Circulation (1991) | | | 377,900 | | |
| Average Daily Circulation (1991) | | | 245,500 | | |

Iowa—Des Moines

KDSM-TV

Ch. 17

Network Service: Fox

Licensee: River City Television Partners L.P., 4023 Fleur Dr., Des Moines, IA 50321.

Studio: 4023 Fleur Dr., Des Moines, IA 50321.

Telephone: 515-287-1717. Fax: 515-287-0064.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3110-kw max. visual, 311-kw max. aural. Antenna: 1516-ft. above av. terrain, 1539-ft. above ground, 2509-ft. above sea level.

Latitude 41° 48' 01.20"
Longitude 93° 36' 27.00"

Transmitter: 0.4-mi. W of U.S. 69, 0.4-mi. S of N.E. 134th Ave.

Satellite Earth Stations: AFC, 4-meter Ku-band; M/A-Com, 5-meter C-band; Prodelin, 5-meter C-band; M/A-Com receivers.

News Service: INN.

Ownership: Atlantic Bcstg. Co. (Group Owner).

Began Operation: March 14, 1983. Sale to present owners by Duchossois Communications approved by FCC April 24, 1991 (Television Digest, Vol. 30:49). Sale to Duchossois by William J. Trout, Raymond J. Gazzo & Carl G. Goldsberry, approved by FCC April 19, 1985 (Vol. 25:8).

Represented (sales): MMT Sales Inc.

Represented (legal): Tierney & Swift.

Personnel:

Thomas E. MacArthur, Vice President & General Manager.

Ted Stephens, General Sales Manager.

Dave Wilfahrt, Local Sales Manager.

Ken Carrington, Promotion Manager.

Martin Mohrfield, Chief Engineer.

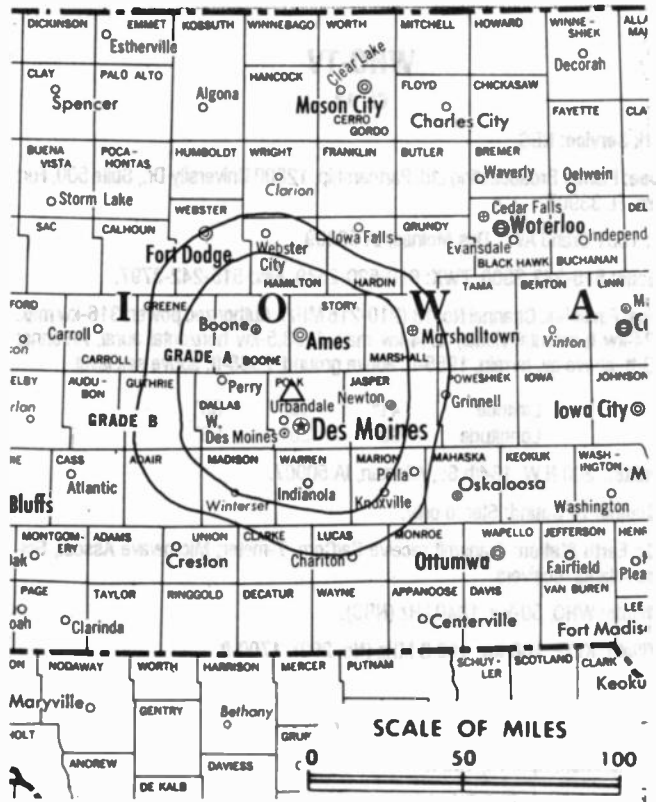
Candy Freeman, Business Manager.

Highest 30 Sec. Rate: \$1300.

City of License: Des Moines. ADI: Des Moines. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Boone | 10,200 | 10,100 | 99 |
| | Carroll | 8,400 | 8,300 | 99 |
| | Dallas | 12,200 | 12,100 | 99 |
| | Greene | 4,600 | 4,600 | 100 |
| | Guthrie | 4,700 | 4,700 | 99 |
| | Hamilton | 6,700 | 6,600 | 99 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Humboldt | 4,900 | 4,800 | 98 |
| | Jasper | 14,500 | 14,400 | 99 |
| | Lucas | 4,100 | 4,000 | 98 |
| | Madison | 4,700 | 4,700 | 100 |
| | Marion | 11,300 | 11,200 | 99 |
| | Polk | 135,900 | 134,900 | 99 |
| Poweshiek | 7,300 | 7,200 | 99 | |
| Story | 25,700 | 25,400 | 99 | |
| Warren | 13,700 | 13,600 | 99 | |
| Webster | 17,000 | 16,800 | 99 | |
| Between 25-49% | IOWA | | | |
| | Adair | 3,500 | 3,500 | 100 |
| | Audubon | 2,900 | 2,900 | 100 |



KDSM-TV BMPCT-821006KE Granted 10/29/82

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| Between 25-49% | IOWA | | | |
| | Calhoun | 4,700 | 4,600 | 98 |
| | Cass | 6,500 | 6,400 | 98 |
| | Clarke | 3,500 | 3,500 | 100 |
| | Decatur | 3,300 | 3,200 | 97 |
| | Grundy | 5,300 | 5,300 | 100 |
| | Mahaska | 9,300 | 9,200 | 99 |
| | Marshall | 15,900 | 15,800 | 99 |
| | Monroe | 3,300 | 3,300 | 100 |
| | Ringgold | 2,300 | 2,300 | 100 |
| | Tama | 6,800 | 6,700 | 99 |
| | Taylor | 3,100 | 3,000 | 97 |
| | Union | 5,400 | 5,300 | 98 |
| Wayne | 3,100 | 3,000 | 97 | |
| Wright | 6,100 | 6,000 | 98 | |
| Between 5-24% | IOWA | | | |
| | Adams | 2,100 | 2,100 | 100 |
| | Appanoose | 6,000 | 5,900 | 98 |
| | Buena Vista | 7,700 | 7,600 | 99 |
| | Butler | 6,200 | 6,100 | 98 |
| | Davis | 3,300 | 3,300 | 100 |
| | Franklin | 5,000 | 5,000 | 100 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Page | 7,300 | 7,200 | 99 |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | Sac | 5,300 | 5,200 | 98 |
| | Shelby | 5,500 | 5,500 | 100 |
| Wapello | 15,400 | 15,200 | 99 | |
| Station Totals | | 459,900 | 455,400 | 99 |
| Net Weekly Circulation (1991) | | | 232,800 | |
| Average Daily Circulation (1991) | | | 99,900 | |

WHO-TV

Ch. 13

Network Service: NBC.

Licensee: Palmer Broadcasting Ltd. Partnership, 12800 University Dr., Suite 500, Fort Myers, FL 33907.

Studio: 1801 Grand Ave., Des Moines, IA 50309.

Telephone: 515-242-3500. TWX: 910-520-2549. Fax: 515-242-3797.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 224-kw horizontal visual, 47.4-kw max. & 33.5-kw horizontal aural. Antenna: 1970-ft. above av. terrain, 1955-ft. above ground, 2988-ft. above sea level.

Latitude 41° 48' 33"
Longitude 93° 36' 53"

Transmitter: 200 N.W. 134th St., Alleman, IA 50007.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive SatCom, 7-meter; Microwave Assoc., Scientific-Atlanta receivers.

AM Affiliate: WHO, 50-kw, 1040 kHz (NBC).

FM Affiliate: KLYF, 100-kw, 100.3 MHz (No. 262), 1700-ft.

News Service: AP.

Ownership: Palmer Communications Inc. (Group Owner).

Began Operation: April 15, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates, P.C.; A. D. Ring & Associates, P.C.

Personnel:

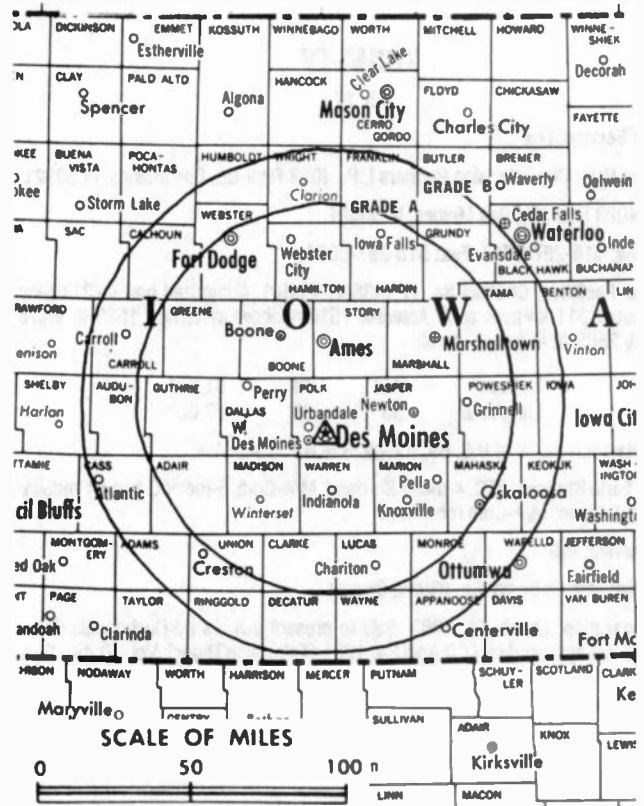
- Joseph Lentz, Vice President & General Manager.
- Cheryl Semerad, General Sales Manager.
- Victor J. Landau, Director of Engineering.
- Brian Greif, News Director.
- Mary Bracken, Program Manager.
- Shirley Streff, Business Manager.

Rates: On request.

City of License: Des Moines. ADI: Des Moines. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Adair | 3,500 | 3,500 | 100 |
| | Appanoose | 6,000 | 5,900 | 98 |
| | Audubon | 2,900 | 2,900 | 100 |
| | Boone | 10,200 | 10,100 | 99 |
| | Calhoun | 4,700 | 4,600 | 98 |
| | Carroll | 8,400 | 8,300 | 99 |
| | Clarke | 3,500 | 3,500 | 100 |
| | Dallas | 12,200 | 12,100 | 99 |
| | Davis | 3,300 | 3,300 | 100 |
| | Decatur | 3,300 | 3,200 | 97 |
| | Franklin | 5,000 | 5,000 | 100 |
| | Greene | 4,600 | 4,600 | 100 |
| | Guthrie | 4,700 | 4,700 | 99 |
| | Hamilton | 6,700 | 6,600 | 99 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Humboldt | 4,900 | 4,800 | 98 |
| | Jasper | 14,500 | 14,400 | 99 |
| | Keokuk | 4,700 | 4,600 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Lucas | 4,100 | 4,000 | 98 |



WHO-TV BPCT-5011 Granted 7/27/77

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----|
| 50% & Over | Madison | 4,700 | 4,700 | 100 |
| | Mahaska | 9,300 | 9,200 | 99 |
| | Marion | 11,300 | 11,200 | 99 |
| | Marshall | 15,900 | 15,800 | 99 |
| | Monroe | 3,300 | 3,300 | 100 |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | Polk | 135,900 | 134,900 | 99 |
| | Poweshiek | 7,300 | 7,200 | 99 |
| | Ringgold | 2,300 | 2,300 | 100 |
| | Story | 25,700 | 25,400 | 99 |
| | Union | 5,400 | 5,300 | 98 |
| | Wapello | 15,400 | 15,200 | 99 |
| | Warren | 13,700 | 13,600 | 99 |
| | Wayne | 3,100 | 3,000 | 97 |
| | Webster | 17,000 | 16,800 | 99 |
| | Wright | 6,100 | 6,000 | 98 |
| MISSOURI | Mercer | 1,600 | 1,600 | 100 |
| | Putnam | 2,100 | 2,100 | 100 |
| | IOWA | | | |
| Between 25-49% | Adams | 2,100 | 2,100 | 100 |
| | Cass | 6,500 | 6,400 | 98 |
| | Grundy | 5,300 | 5,300 | 100 |
| | Jefferson | 6,700 | 6,600 | 98 |
| | Sac | 5,300 | 5,200 | 98 |
| | Tama | 6,800 | 6,700 | 99 |
| Taylor | 3,100 | 3,000 | 97 | |
| Between 5-24% | IOWA | | | |
| | Butler | 6,200 | 6,100 | 98 |
| Crawford | 6,800 | 6,700 | 99 | |
| (Continued on page A-481) | | | | |
| Station Totals | | 485,700 | 480,800 | 99 |
| Net Weekly Circulation (1991) | | | 365,700 | |
| Average Daily Circulation (1991) | | | 219,000 | |

Iowa—Ames-Des Moines

WOI-TV

Ch. 5

Network Service: ABC.

Licensee: Iowa State University Bcstg. Corp., Communications Bldg., Ames, IA 50011.

Studio: Iowa State U. of Science, Ames, IA 50011.

Mailing Address: 2111 Grand Ave., Des Moines, IA 50309.

Telephone: 515-294-5555. Fax: 515-294-8503.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1850-ft. above av. terrain, 1995-ft. above ground, 2980-ft. above sea level.

Latitude 41° 48' 33"
Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Andrew, 4.5-meter; Microdyne, 3.7-meter Ku-band; Avantek, Harris, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, ABC.

Ownership: Iowa State University Broadcasting Corp.

Began Operation: February 21, 1950.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

Robert G. Heimers, President & General Manager.
Ray Johnson, General Sales Manager.
Ed A. Powers, Chief Engineer.
Diana Lamm, News Director.
Betty Lou Varnum, Public Affairs Coordinator.
Terry McFarlane, Promotion Director.
Don Wirth, Business Manager.
Mel Crippen, Marketing Director.

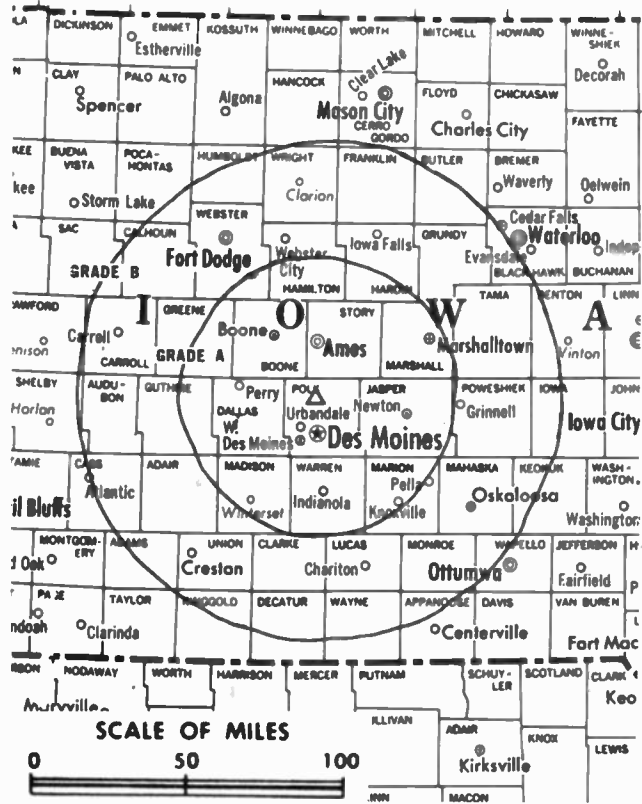
Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Ames. ADI: Des Moines. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| IOWA | | | | |
| 50% & Over | Adair | 3,500 | 3,500 | 100 |
| | Appanoose | 6,000 | 5,900 | 98 |
| | Audubon | 2,900 | 2,900 | 100 |
| | Boone | 10,200 | 10,100 | 99 |
| | Calhoun | 4,700 | 4,600 | 98 |
| | Carroll | 8,400 | 8,300 | 99 |
| | Cass | 6,500 | 6,400 | 98 |
| | Clarke | 3,500 | 3,500 | 100 |
| | Dallas | 12,200 | 12,100 | 99 |
| | Decatur | 3,300 | 3,200 | 97 |
| | Greene | 4,600 | 4,600 | 100 |
| | Guthrie | 4,700 | 4,700 | 99 |
| | Hamilton | 6,700 | 6,600 | 99 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Humboldt | 4,900 | 4,800 | 98 |
| | Jasper | 14,500 | 14,400 | 99 |
| | Keokuk | 4,700 | 4,600 | 98 |
| | Lucas | 4,100 | 4,000 | 98 |
| | Madison | 4,700 | 4,700 | 100 |



WOI-TV BMPCT-7324 Granted 12/20/71

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | | | | |
| | Mahaska | 9,300 | 9,200 | 99 |
| | Marion | 11,300 | 11,200 | 99 |
| | Marshall | 15,900 | 15,800 | 99 |
| | Monroe | 3,300 | 3,300 | 100 |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | Polk | 135,900 | 134,900 | 99 |
| | Poweshiek | 7,300 | 7,200 | 99 |
| | Ringgold | 2,300 | 2,300 | 100 |
| | Story | 25,700 | 25,400 | 99 |
| | Union | 5,400 | 5,300 | 98 |
| | Wapello | 15,400 | 15,200 | 99 |
| | Warren | 13,700 | 13,600 | 99 |
| | Wayne | 3,100 | 3,000 | 97 |
| | Webster | 17,000 | 16,800 | 99 |
| | Wright | 6,100 | 6,000 | 98 |

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| IOWA | | | | |
| Between 25-49% | Franklin | 5,000 | 5,000 | 100 |
| | Grundy | 5,300 | 5,300 | 100 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Palo Alto | 4,400 | 4,300 | 98 |
| | Sac | 5,300 | 5,200 | 98 |
| | Tama | 6,800 | 6,700 | 99 |
| | Taylor | 3,100 | 3,000 | 97 |
| MISSOURI | | | | |
| | Mercer | 1,600 | 1,600 | 100 |
| | Putnam | 2,100 | 2,100 | 100 |

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| IOWA | | | | |
| Between 5-24% | Adams | 2,100 | 2,100 | 100 |
| | Benton | 8,900 | 8,800 | 99 |

(Continued on page A-481)

| Station Totals | Total Households | TV Households | % |
|----------------------------------|------------------|---------------|---------|
| Net Weekly Circulation (1991) | 500,300 | 495,200 | 99 |
| Net Weekly Circulation (1991) | | | 339,400 |
| Average Daily Circulation (1991) | | | 178,900 |

Iowa—Dubuque

KDUB-TV

Ch. 40

Network Service: ABC.

Licensee: Dubuque TV Ltd. Partnership, One Cycare Plaza, Dubuque, IA 52001.

Studio: 9th Floor, One Cycare Plaza, Dubuque, IA 52001.

Telephone: 319-556-4040.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 537-kw visual, 53.7-kw aural. Antenna: 841-ft. above av. terrain, 837-ft. above ground, 1661-ft. above sea level.

Latitude 42° 31' 05"
Longitude 90° 37' 16"

Transmitter: 0.7-mi. N of Illinois state line, 0.75-mi. W of Hwy. 35, Grant County, WI.

Satellite Earth Stations: Calstar, 4.6-meter; Prodelin, 4.2-meter; Avantek, Scientific-Atlanta receivers.

News Services: ABC, UPI.

Ownership: Dubuque TV Ltd. Partnership.

Began Operation: June 1, 1970. Left air Oct. 3, 1974. Sale to Lloyd Hearing Aid Corp. approved by FCC June 29, 1976. Resumed operation Sept. 12, 1976. Sale to The Commercial Dispatch Publishing Co. approved by FCC Sept. 13, 1979. Sale to Dubuque TV Ltd. Partnership approved Feb. 8, 1985. FCC approved sale to Sage Bcstg. Corp. of Dubuque March 25, 1988 but sale was not consummated.

Represented (sales): Selig Inc.

Personnel:

Thomas G. Bond, General Manager.
Joe Denk, News & Program Director.
Gary Haverland, Chief Engineer.

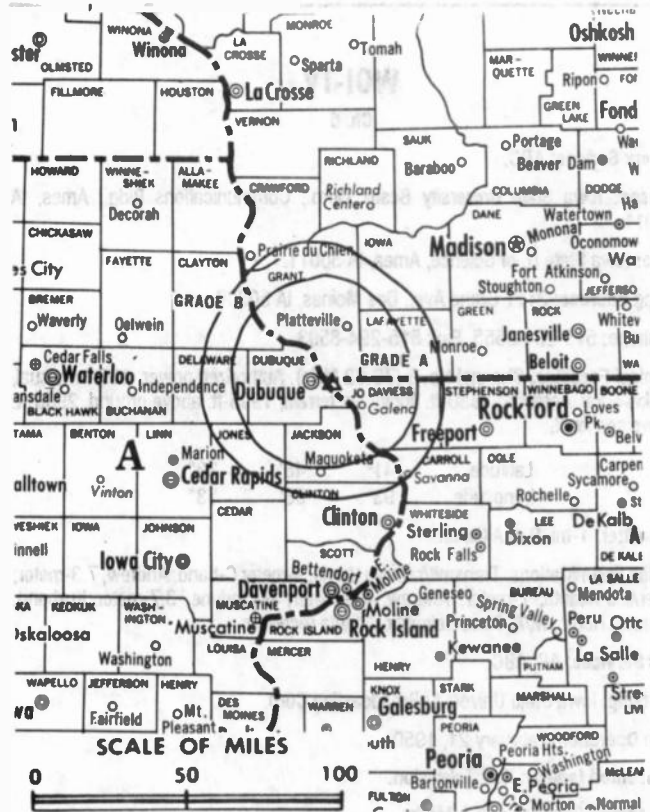
Highest 30 Sec. Rate: \$135.

NETWORK BASE HOURLY RATE: \$75.

City of License: Dubuque. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | IOWA | | | |
| | Dubuque | 31,700 | 31,300 | 99 |
| | WISCONSIN | | | |
| | Grant | 18,100 | 17,600 | 97 |



KDUB-TV BPC1-4978 Granted 2/11/77

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|--------|
| Between 25-49% | ILLINOIS | | | |
| | Jo Daviess | 9,200 | 9,000 | 98 |
| Between 5-24% | IOWA | | | |
| | Delaware | 6,800 | 6,700 | 99 |
| | Jackson | 8,200 | 8,100 | 99 |
| WISCONSIN | Crawford | 6,200 | 6,100 | 98 |
| | Iowa | 7,900 | 7,700 | 97 |
| | Lafayette | 6,200 | 6,100 | 98 |
| Station Totals | | 94,300 | 92,600 | 98 |
| Net Weekly Circulation (1991) | | | | 43,200 |
| Average Daily Circulation (1991) | | | | 22,700 |

Iowa—Mason City

KIMT

Ch. 3

Network Service: CBS.

Licensee: Spartan Radiocasting Inc., Box 1717, Spartanburg, SC 29304.

Studio: 2nd & Pennsylvania Ave., Mason City, IA 50401.

Telephone: 515-423-2540. Fax: 515-423-7960.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 97.7-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 1565-ft. above ground, 2801-ft. above sea level.

Latitude 43° 22' 25"
Longitude 92° 50' 00"

Transmitter: 3.5-mi. E of St. Ansgar, IA.

Satellite Earth Stations: Scientific-Atlanta, 7.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.9-meter; Scientific-Atlanta, 3.7-meter; DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Spartan Radiocasting Inc. (Group Owner).

Began Operation: May 15, 1954. Sale to Daily Telegraph Printing Co. by Lee Enterprises approved by FCC April 22, 1980 (Television Digest, Vol. 20:1). Sale to present owner approved by FCC June 12, 1984 (Vol. 24:15).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

- John Shine, General Manager.
- Dave Presler, General Sales Manager.
- Steve Martinson, Local & Regional Sales Manager.
- Jerome Risting, Program Director.
- Kip Ireland, Promotion Manager.
- Doug Merbach, News Director.
- Dale Byre, Chief Engineer.
- Karen Bird, Business Manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$615.

City of License: Mason City. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Cerro Gordo | 20,000 | 19,800 | 99 |
| | Chickasaw | 5,300 | 5,200 | 98 |
| | Floyd | 7,100 | 7,000 | 99 |
| | Franklin | 5,000 | 5,000 | 100 |
| | Hancock | 5,600 | 5,500 | 98 |
| | Howard | 4,000 | 3,900 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Mitchell | 4,500 | 4,500 | 100 |
| | Winnebago | 5,200 | 5,100 | 99 |
| | Worth | 3,500 | 3,500 | 100 |
| | MINNESOTA | | | |
| | Fillmore | 7,700 | 7,600 | 99 |
| | Freeborn | 13,400 | 13,300 | 99 |
| Mower | 14,800 | 14,700 | 99 | |
| Olmsted | 38,500 | 38,200 | 99 | |



KIMT BMPCT-7648 Granted 8/31/76 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|---------------|-----|
| Between 25-49% | IOWA | | | |
| | Butler | 6,200 | 6,100 | 98 |
| | Humboldt | 4,900 | 4,800 | 98 |
| | Wright | 6,100 | 6,000 | 98 |
| | MINNESOTA | | | |
| Dodge | 5,500 | 5,400 | 98 | |
| Steele | 11,400 | 11,300 | 99 | |
| Waseca | 6,800 | 6,700 | 99 | |
| Between 5-24% | IOWA | | | |
| | Allamakee | 5,400 | 5,300 | 98 |
| | Bremer | 8,600 | 8,500 | 99 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Fayette | 9,000 | 8,900 | 99 |
| | Grundy | 5,300 | 5,300 | 100 |
| | Hardin | 8,100 | 8,000 | 99 |
| | Winneshiak | 7,700 | 7,600 | 99 |
| | MINNESOTA | | | |
| | Faribault | 7,200 | 7,100 | 99 |
| Goodhue | 15,100 | 14,900 | 99 | |
| Rice | 16,700 | 16,500 | 99 | |
| Wabasha | 7,700 | 7,600 | 99 | |
| Winona | 16,300 | 16,100 | 98 | |
| Station Totals | | 295,000 | 291,600 | 99 |
| Net Weekly Circulation (1991) | | | 137,300 | |
| Average Daily Circulation (1991) | | | 75,500 | |

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

Iowa—Ottumwa

KOIA-TV

Ch. 15

Network Service: Fox

Licensee: Public Interest Broadcast Group Inc., 820 W. 2nd St., Ottumwa, IA 52501.

Studio: 820 W. 2nd St., Ottumwa, IA 52501.

Telephone: 515-684-5415. Fax: 515-682-5173.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 166-kw max. visual, 16.6-kw max. aural. Antenna: 410-ft. above av. terrain, 417-ft. above ground, 1157-ft. above sea level.

Latitude 40° 57' 50"
Longitude 92° 23' 50"

Requests CP for change 2213-kw max. visual, 1190-ft. above av. terrain, 1161-ft. above ground, 1911-ft. above sea level, lat. 41° 11' 42", long. 91° 57' 15", transmitter to 1.3-mi. NNE of State Hwys. 1 & 78 in Richland Twp. BPCT-910628KH.

Transmitter: 3.4-mi. SSE of intersection of Hwys. 63 & 34, Keokuk Twp., IA.

Satellite Earth Stations: KLM, 4.8-meter C-band; KLM, 3.9-meter C-band; AFC Ku-band; ADM Ku & C-band; General Instrument, KLM, M/A-Com receivers.

Ownership: Public Interest Broadcast Group Inc.

Began Operation: June 2, 1986. Left air 1986; resumed operation June 29, 1987.

Represented (sales): Savall Broadcast Sales.

Personnel:

Dirk Engstrom, President & General Manager.
Sheri Locke-Ward, Sales Manager.
Peter Owens, News Director.
A. J. Coffin, Business Manager.
Phil Benjamin, Chief Engineer.

Highest 30 Sec. Rate: \$240.

City of License: Ottumwa. ADI: Ottumwa, IA-Kirksville, MO. Rank: 203.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Davis | 3,300 | 3,300 | 100 |
| | Wapello | 15,400 | 15,200 | 99 |
| Between 25-49% | IOWA | | | |
| | Appanoose | 6,000 | 5,900 | 98 |
| | Jefferson | 6,700 | 6,600 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| Between 25-49% | Keokuk | 4,700 | 4,600 | 98 |
| | Monroe | 3,300 | 3,300 | 100 |
| | Van Buren | 3,100 | 3,100 | 98 |
| Between 5-24% | IOWA | | | |
| | Henry | 7,200 | 7,100 | 99 |
| | Mahaska | 9,300 | 9,200 | 99 |
| | Washington | 7,700 | 7,600 | 99 |
| | MISSOURI | | | |
| | Adair | 9,000 | 8,900 | 99 |
| | Putnam | 2,100 | 2,100 | 100 |
| | Schuyler | 2,000 | 2,000 | 100 |
| Station Totals | | 79,800 | 78,900 | 99 |
| Net Weekly Circulation (1991) | | | | 29,300 |
| Average Daily Circulation (1991) | | | | 12,200 |

Iowa—Ottumwa-Kirksville, MO

KTVO

Ch. 3

Network Service: ABC.

Licensee: Federal Bcstg., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48304.

Studio: Highway 63 N, Kirksville, MO 63501.

Mailing Address: Box 949, Kirksville, MO 63501.

Telephones: 816-627-3333; 515-682-3333. TWX: 910-777-7950.

Fax: 816-627-1885.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1112-ft. above av. terrain, 1050-ft. above ground, 1963-ft. above sea level.

Latitude 40° 31' 47"
Longitude 92° 26' 29"

Transmitter: 4.5-mi. E of Lancaster on Hwy. 136.

News Services: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: November 21, 1955. Sale to Gillett Group Inc. by Post Corp. approved by FCC June 19, 1984. Sale to Post by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2). Sale to present owner by Gillett Group Inc. approved by FCC July 17, 1987 (Vol. 27:20).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

- Greg Wittland, Vice President & General Manager.
- Juanita Hootman, Local Sales Manager.
- Merle Snyder, National Sales Manager.
- John Wise, Chief Engineer.
- Roy Clem, News Director.
- Pam Small, Program & Promotion Director.
- Kay Sandner, Business Manager.

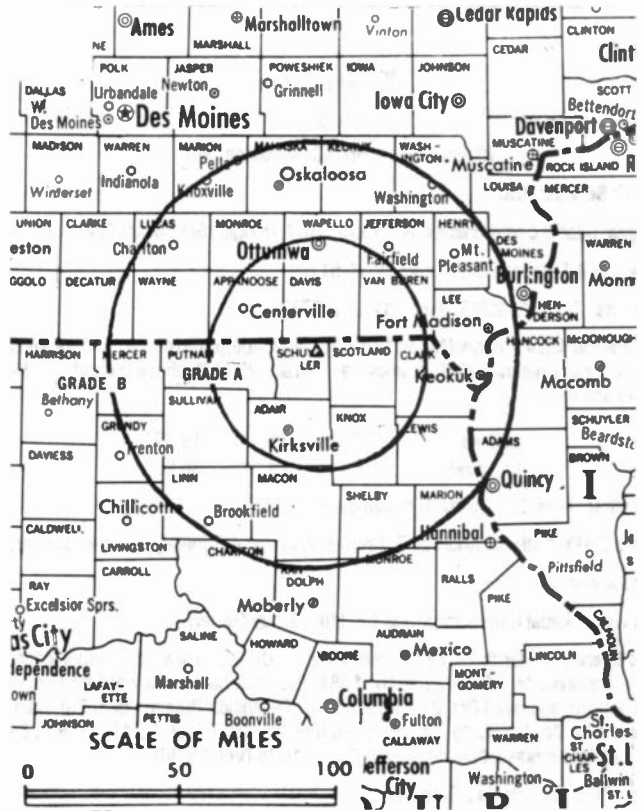
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$637.

City of License: Kirksville, MO. ADI: Ottumwa, IA-Kirksville, MO. Rank: 203.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Appanoose | 6,000 | 5,900 | 98 |
| | Oavis | 3,300 | 3,300 | 100 |
| | Henry | 7,200 | 7,100 | 99 |
| | Jefferson | 6,700 | 6,600 | 98 |
| | Lee | 16,400 | 16,200 | 99 |
| | Van Buren | 3,100 | 3,100 | 98 |
| | Wapello | 15,400 | 15,200 | 99 |
| | Wayne | 3,100 | 3,000 | 97 |
| | MISSOURI | | | |
| Adair | 9,000 | 8,900 | 99 | |
| Clark | 3,000 | 3,000 | 98 | |
| Knox | 2,100 | 2,100 | 100 | |
| Lewis | 3,700 | 3,600 | 97 | |
| Linn | 6,100 | 6,000 | 98 | |
| Macon | 6,500 | 6,400 | 98 | |
| Mercer | 1,600 | 1,600 | 100 | |
| Putnam | 2,100 | 2,100 | 100 | |



KTVO BPCT-890607KJ Granted 4/11/91

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| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|--------------|------------------|----------------|----------------|--|
| 50% & Over | Schuyler | 2,000 | 2,000 | 100 | |
| | Scotland | 2,100 | 2,100 | 100 | |
| | Shelby | 3,000 | 3,000 | 100 | |
| | Sullivan | 2,800 | 2,800 | 100 | |
| | ILLINOIS | | | | |
| Between 25-49% | Adams | 26,900 | 26,500 | 99 | |
| | Hancock | 9,200 | 9,100 | 99 | |
| Between 5-24% | IOWA | | | | |
| | Decatur | 3,300 | 3,200 | 97 | |
| | Des Moines | 18,200 | 18,000 | 99 | |
| | Keokuk | 4,700 | 4,600 | 98 | |
| | Monroe | 3,300 | 3,300 | 100 | |
| | Washington | 7,700 | 7,600 | 99 | |
| | ILLINOIS | | | | |
| | Henderson | 3,500 | 3,400 | 97 | |
| | Pike | 7,400 | 7,200 | 97 | |
| | MISSOURI | | | | |
| Grundy | 4,700 | 4,600 | 98 | | |
| Harrison | 4,000 | 3,900 | 98 | | |
| Marion | 10,700 | 10,600 | 99 | | |
| Monroe | 3,500 | 3,500 | 100 | | |
| Ralls | 3,400 | 3,400 | 100 | | |
| Station Totals | | 215,700 | 212,900 | 99 | |
| Net Weekly Circulation (1991) | | | | 108,100 | |
| Average Daily Circulation (1991) | | | | 60,300 | |

Some 23,705 key industry people can see your message when you advertise in the
Television & Cable Factbook

Iowa—Sioux City

KCAU-TV

Ch. 9

(Operates satellite KCAN, Abilene, NE)

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 7th & Douglas Sts., Sioux City, IA 51101.

Studio: 7th & Douglas Sts., Sioux City, IA 51101.

Telephone: 712-277-2345. Fax: 712-277-3733.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 310-kw visual, 48-kw aural. Antenna: 2020-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level.

Latitude 42° 35' 12.39"
Longitude 96° 13' 56.98"

Transmitter: 4-mi. E, 0.75-mi. N of James, IA.

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

News Service: AP.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

Began Operation: March 29, 1953. Sale to Wesray Corp. by Forward Communications Corp. approved by FCC August 16, 1984. Previous sale to Forward by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (Television Digest, Vol. 5:30). Sale to People's by Cowles Bcstg. Co. approved Nov. 27, 1957 (Vol. 13:41, 44, 49). Sale to Citadel Communications approved Oct. 1, 1985 (Vol. 25:30).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

Philip J. Lombardo, President.
Ray Cole, Vice President & General Manager.
Jim Rupert, General Sales Manager.
Jack Baker, Local Sales Manager.
Ken Gullette, News Director.
Jim Hughes, Business Manager.
Joel Walls, Director of Broadcast Operations.
Jon Barnett, Chief Engineer.
Randy Chapman, Promotion Manager.

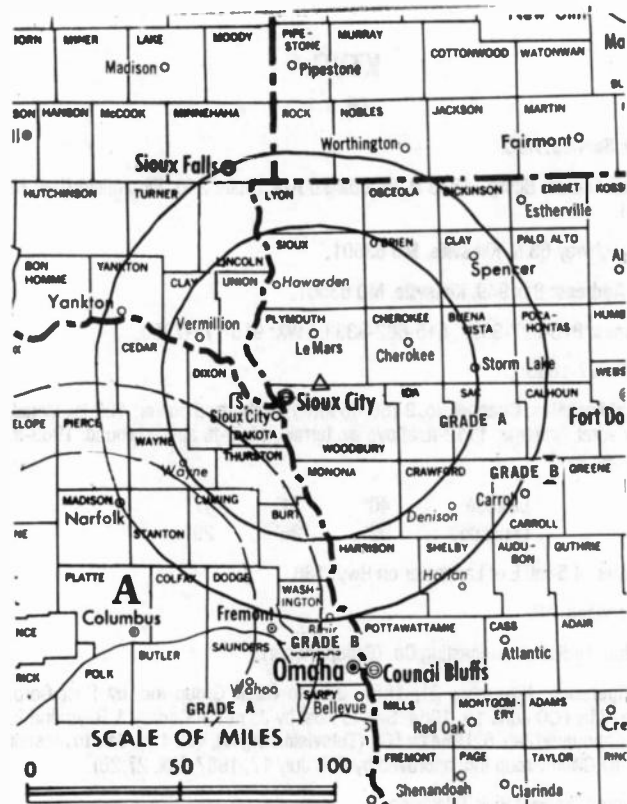
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Sioux City. ADI: Sioux City. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Buena Vista | 7,700 | 7,600 | 99 |
| | Cherokee | 5,900 | 5,800 | 98 |
| | Clay | 7,400 | 7,300 | 99 |
| | Crawford | 6,800 | 6,700 | 99 |
| | Dickinson | 6,300 | 6,200 | 98 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Ida | 3,500 | 3,500 | 100 |
| | Lyon | 4,400 | 4,300 | 98 |
| | Monona | 4,400 | 4,300 | 98 |
| | O'Brien | 6,200 | 6,200 | 100 |
| | Osceola | 3,100 | 3,100 | 100 |
| | Palo Alto | 4,400 | 4,300 | 98 |
| | Plymouth | 9,300 | 9,200 | 99 |
| | Sac | 5,300 | 5,200 | 98 |
| | Sioux | 10,800 | 10,600 | 98 |
| | Woodbury | 38,600 | 38,300 | 99 |
| | NEBRASKA | | | |
| | Burt | 3,400 | 3,400 | 100 |
| Cedar | 3,900 | 3,900 | 100 | |



KCAU-TV BPCT-3128 Granted 1/19/65

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------|
| 50% & Over | Dakota | 6,700 | 6,700 | 100 |
| | Dixon | 2,600 | 2,600 | 100 |
| | Knox | 4,000 | 3,900 | 97 |
| | Madison | 12,700 | 12,500 | 98 |
| | Pierce | 3,100 | 3,100 | 100 |
| | Thurston | 2,400 | 2,400 | 100 |
| | Wayne | 3,300 | 3,300 | 100 |
| | SOUTH DAKOTA | | | |
| | Clay | 4,900 | 4,800 | 98 |
| | Union | 4,200 | 4,200 | 100 |
| Yankton | 7,200 | 7,100 | 99 | |
| Between 25-49% | IOWA | | | |
| | Carroll | 8,400 | 8,300 | 99 |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | NEBRASKA | | | |
| | Antelope | 3,100 | 3,000 | 97 |
| | Boone | 2,500 | 2,500 | 100 |
| Holt | 5,000 | 4,800 | 96 | |
| Stanton | 2,500 | 2,500 | 100 | |
| Between 5-24% | SOUTH DAKOTA | | | |
| | Lincoln | 5,400 | 5,300 | 98 |
| | IOWA | | | |
| | Calhoun | 4,700 | 4,600 | 98 |
| | Harrison | 6,000 | 5,900 | 98 |
| | Humboldt | 4,900 | 4,800 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Shelby | 5,500 | 5,500 | 100 |
| | MINNESOTA | | | |
| | Nobles | 7,600 | 7,500 | 99 |
| Rock | 3,800 | 3,800 | 100 | |
| (Continued on page A-481) | | | | |
| Station Totals | | 313,800 | 309,900 | 99 |
| Net Weekly Circulation (1991) | | | | 176,300 |
| Average Daily Circulation (1991) | | | | 100,500 |

Iowa—Sioux City

KMEG

Ch. 14

Network Service: CBS.

Licensee: KMEG Television Inc., Box 657, Sioux City, IA 51102.

Studio: 700 Floyd Blvd., Sioux City, IA 51102.

Mailing Address: Box 657, Sioux City, IA 51102.

Telephone: 712-277-3554. Fax: 712-277-4732.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural. Antenna: 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

Latitude 42° 30' 53"

Longitude 96° 18' 14"

Transmitter: Rural Rte. 2, 1-mi. E of city limits.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Prodelin, 4.5-meter; Microwave Assoc., Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Maine Broadcasting System (Group Owner).

Began Operation: September 5, 1967. Sale to present owner by Gillett Communications Group approved by FCC Sept. 23, 1986. Sale to Gillett by Fetzer Communications approved by FCC Oct. 29, 1985. Sale to Fetzer by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (Television Digest, Vol. 9:33).

Represented (sales): Adam Young Inc.

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

Personnel:

- Bruce Lewis, General Manager.
- Dick Herr, Chief Engineer.
- Fritz Miller, Promotion Manager.
- Greg Funk, Business Manager.
- Dianne Ehrhardt, Community Service Director.

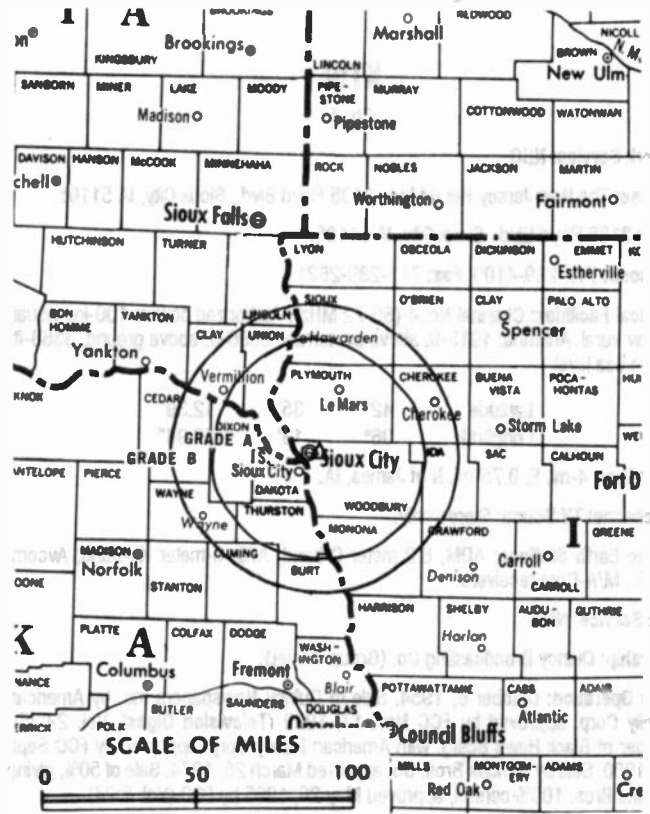
Highest 30 Sec. Rate: \$220.

NETWORK BASE HOURLY RATE: \$200.

City of License: Sioux City. ADI: Sioux City. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Buena Vista | 7,700 | 7,600 | 99 |
| | Cherokee | 5,900 | 5,800 | 98 |
| | Ida | 3,500 | 3,500 | 100 |
| | Monona | 4,400 | 4,300 | 98 |
| | Plymouth | 9,300 | 9,200 | 99 |
| | Woodbury | 38,600 | 38,300 | 99 |
| | NEBRASKA | | | |
| | Dakota | 6,700 | 6,700 | 100 |
| | Dixon | 2,600 | 2,600 | 100 |
| Thurston | 2,400 | 2,400 | 100 | |
| Wayne | 3,300 | 3,300 | 100 | |



IONBG BPCT-3871 Granted 2/13/67

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | SOUTH DAKOTA | | | |
| | Clay | 4,900 | 4,800 | 98 |
| | Union | 4,200 | 4,200 | 100 |
| Between 25-49% | IOWA | | | |
| | Clay | 7,400 | 7,300 | 99 |
| | O'Brien | 6,200 | 6,200 | 100 |
| | Osceola | 3,100 | 3,100 | 100 |
| | Sac | 5,300 | 5,200 | 98 |
| | Sioux | 10,800 | 10,600 | 98 |
| Between 5-24% | NEBRASKA | | | |
| | Cedar | 3,900 | 3,900 | 100 |
| | Madison | 12,700 | 12,500 | 98 |
| | Stanton | 2,500 | 2,500 | 100 |
| Station Totals | SOUTH DAKOTA | | | |
| | Yankton | 7,200 | 7,100 | 99 |
| | IOWA | | | |
| | Crawford | 6,800 | 6,700 | 99 |
| | Dickinson | 6,300 | 6,200 | 98 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Lyon | 4,400 | 4,300 | 98 |
| | Palo Alto | 4,400 | 4,300 | 98 |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | NEBRASKA | | | |
| Burt | 3,400 | 3,400 | 100 | |
| Knox | 4,000 | 3,900 | 97 | |
| SOUTH DAKOTA | | | | |
| Lincoln | 5,400 | 5,300 | 98 | |
| Station Totals | | 196,100 | 193,900 | 99 |
| Net Weekly Circulation (1991) | | | | 102,800 |
| Average Daily Circulation (1991) | | | | 52,000 |

Iowa—Sioux City

KTIV

Ch. 4

Network Service: NBC.

Licensee: The New Jersey Herald Inc., 3135 Floyd Blvd., Sioux City, IA 51105.

Studio: 3135 Floyd Blvd., Sioux City, IA 51105.

Telephone: 712-239-4100. Fax: 712-239-2621.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1915-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level.

Latitude 42° 35' 12.39"
Longitude 96° 13' 56.98"

Transmitter: 4-mi. E, 0.75-mi. N of James, IA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6.2-meter C-band; AFC, 3-meter Ku-band; Avcom, Harris, M/A-Com receivers.

News Service: NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: October 9, 1954. Sale to Quincy Newspapers Inc. by American Family Corp. approved by FCC Nov. 17, 1989 (Television Digest, Vol. 29:35). Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980. Sale by Perkins Bros. Co. approved March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Vol. 5:24).

Represented (sales): Petry Television Inc.

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

Personnel:

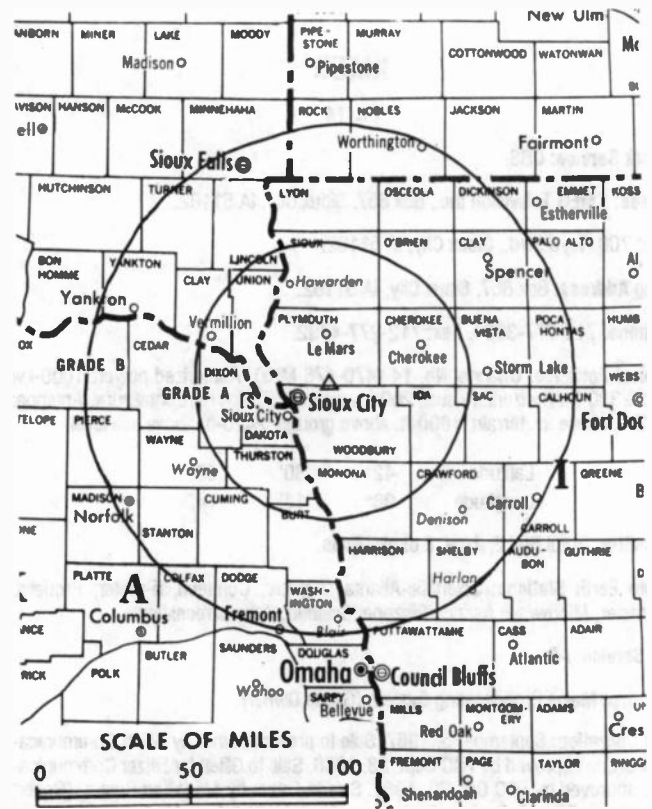
- William F. Turner, Vice President & General Manager.
- Paul O'Bryan, General Sales Manager.
- Dave Madsen, Program Director.
- Scot Krayenhagen, Chief Engineer.
- Bryan Brosamle, News Director.
- Kim Cleaver, Local Sales Manager.
- Jerry L. Johnson, Promotion Director.
- Kathy Clayton, Business Manager.
- J. P. Pass, Production Manager.

Rates: On request.

City of License: Sioux City. ADI: Sioux City. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Buena Vista | 7,700 | 7,600 | 99 |
| | Cherokee | 5,900 | 5,800 | 98 |
| | Clay | 7,400 | 7,300 | 99 |
| | Crawford | 6,800 | 6,700 | 99 |
| | Dickinson | 6,300 | 6,200 | 98 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Ida | 3,500 | 3,500 | 100 |
| | Lyon | 4,400 | 4,300 | 98 |
| | Monona | 4,400 | 4,300 | 98 |
| | O'Brien | 6,200 | 6,200 | 100 |
| | Osceola | 3,100 | 3,100 | 100 |
| | Palo Alto | 4,400 | 4,300 | 98 |
| | Plymouth | 9,300 | 9,200 | 99 |
| | Sac | 5,300 | 5,200 | 98 |
| | Sioux | 10,800 | 10,600 | 98 |
| | Woodbury | 38,600 | 38,300 | 99 |
| MINNESOTA | | | | |
| Nobles | 7,600 | 7,500 | 99 | |



KTIV BPCT-3127 Granted 1/19/65

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|-----------|
| 50% & Over | NEBRASKA | | | |
| | Antelope | 3,100 | 3,000 | 97 |
| | Burt | 3,400 | 3,400 | 100 |
| | Cedar | 3,900 | 3,900 | 100 |
| | Dakota | 6,700 | 6,700 | 100 |
| | Dixon | 2,600 | 2,600 | 100 |
| | Knox | 4,000 | 3,900 | 97 |
| | Madison | 12,700 | 12,500 | 98 |
| | Pierce | 3,100 | 3,100 | 100 |
| | Stanton | 2,500 | 2,500 | 100 |
| | Thurston | 2,400 | 2,400 | 100 |
| | Wayne | 3,300 | 3,300 | 100 |
| | SOUTH DAKOTA | Clay | 4,900 | 4,800 |
| Union | | 4,200 | 4,200 | 100 |
| Yankton | | 7,200 | 7,100 | 99 |
| Between 25-49% | IOWA | | | |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | MINNESOTA | | | |
| | Jackson | 4,700 | 4,600 | 98 |
| Rock | 3,800 | 3,800 | 100 | |
| NEBRASKA | Cuming | 4,100 | 4,000 | 98 |
| | Holt | 5,000 | 4,800 | 96 |
| | Between 5-24% | IOWA | | |
| Calhoun | | 4,700 | 4,600 | 98 |
| Harrison | | 6,000 | 5,900 | 98 |
| Shelby | 5,500 | 5,500 | 100 | |
| SOUTH DAKOTA | Bon Homme | 2,600 | 2,500 | 96 |
| | Hutchinson | 3,300 | 3,200 | 97 |
| | Lincoln | 5,400 | 5,300 | 98 |
| | Station Totals | 249,600 | 246,400 | 99 |
| Net Weekly Circulation (1991) | | | 180,500 | |
| Average Daily Circulation (1991) | | | 114,100 | |

Iowa

KCCI-TV, Des Moines (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 25-49% | IOWA | | | |
| | Sac | 5,300 | 5,200 | 98 |
| | Tama | 6,800 | 6,700 | 99 |
| | MISSOURI | | | |
| | Worth | 1,100 | 1,100 | 100 |
| Between 5-24% | IOWA | | | |
| | Bremer | 8,600 | 8,500 | 99 |
| | Butler | 6,200 | 6,100 | 98 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Hancock | 5,600 | 5,500 | 98 |
| | Jefferson | 6,700 | 6,600 | 98 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Page | 7,300 | 7,200 | 99 |
| | Shelby | 5,500 | 5,500 | 100 |
| | Van Buren | 3,100 | 3,100 | 98 |
| | MISSOURI | | | |
| | Harrison | 4,000 | 3,900 | 98 |
| | Sullivan | 2,800 | 2,800 | 100 |

WHO-TV, Des Moines (Arbitron Data Continued)

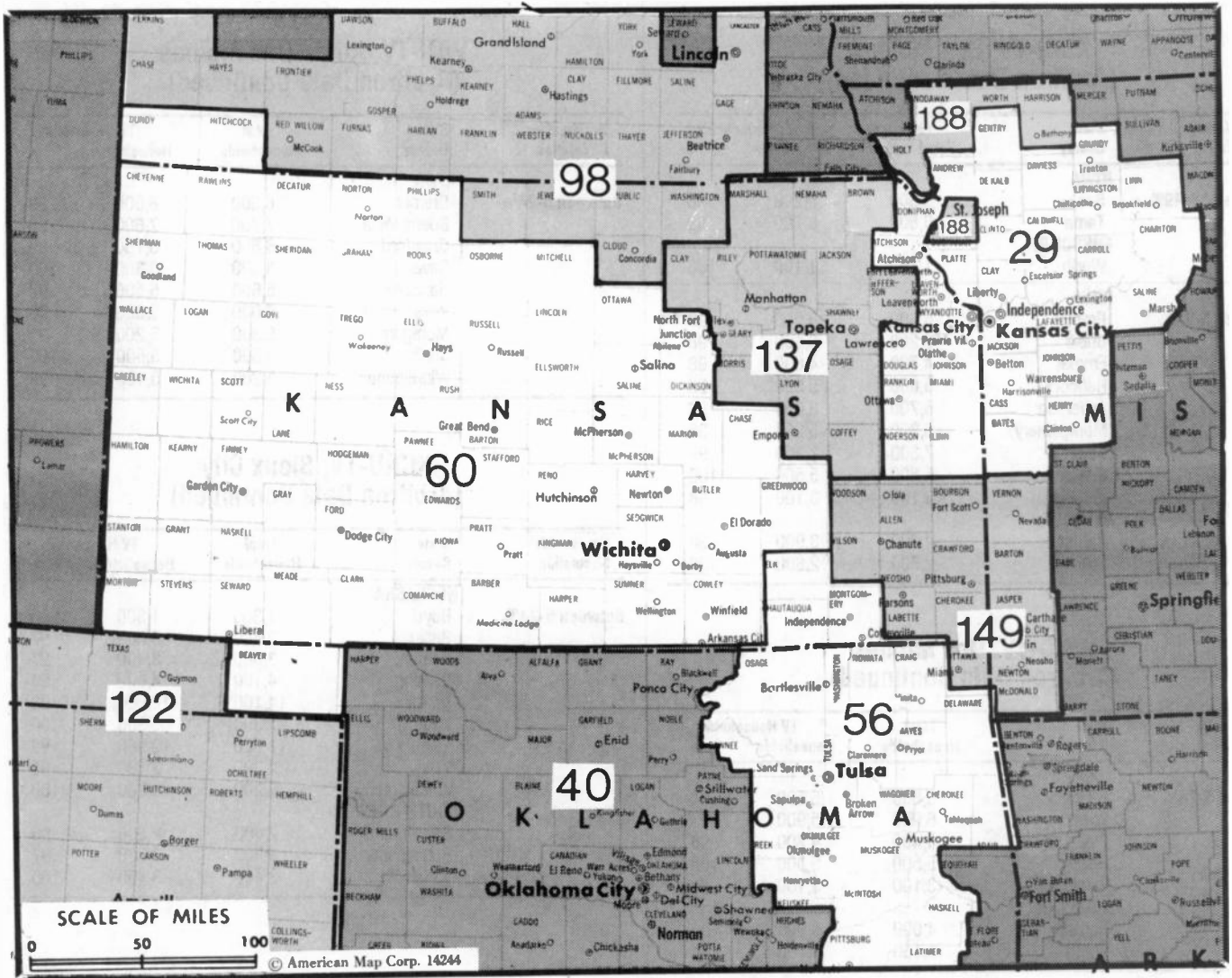
| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | IOWA | | | |
| | Hancock | 5,600 | 5,500 | 98 |
| | Iowa | 6,000 | 5,900 | 98 |
| | Palo Alto | 4,400 | 4,300 | 98 |
| | Shelby | 5,500 | 5,500 | 100 |
| | Van Buren | 3,100 | 3,100 | 98 |
| | MISSOURI | | | |
| | Harrison | 4,000 | 3,900 | 98 |
| Worth | 1,100 | 1,100 | 100 | |

WOI-TV, Ames-Des Moines (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | IOWA | | | |
| | Bremer | 8,600 | 8,500 | 99 |
| | Buena Vista | 7,700 | 7,600 | 99 |
| | Crawford | 6,800 | 6,700 | 99 |
| | Davis | 3,300 | 3,300 | 100 |
| | Hancock | 5,600 | 5,500 | 98 |
| | Iowa | 6,000 | 5,900 | 98 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Shelby | 5,500 | 5,500 | 100 |
| | Winnebago | 5,200 | 5,100 | 99 |

KCAU-TV, Sioux City (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | NEBRASKA | | | |
| | Boyd | 1,300 | 1,300 | 100 |
| | Butler | 3,400 | 3,300 | 97 |
| | Coffax | 3,500 | 3,400 | 97 |
| | Cuming | 4,100 | 4,000 | 98 |
| | Dodge | 14,100 | 14,000 | 99 |
| | Loup | 300 | 300 | 100 |
| | Platte | 11,000 | 10,900 | 99 |
| | Valley | 2,200 | 2,100 | 95 |
| | Washington | 6,200 | 6,200 | 100 |
| | SOUTH DAKOTA | | | |
| | Bon Homme | 2,600 | 2,500 | 96 |
| | Hutchinson | 3,300 | 3,200 | 97 |
| | Turner | 3,400 | 3,400 | 100 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|------------------------------|----------------------------|------|---|
| Kansas City, MO | 763,500 | 29 | KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KSMO-TV (62), KYFC (50), WDAF-TV (4) |
| Oklahoma City, OK | 600,000 | 40 | KAUT (43), KFOR-TV (4), KOCB (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTV (9) |
| Tulsa, OK | 471,300 | 56 | KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTFO (41), KTUL-TV (8), KWHB (47) |
| Wichita-Hutchinson, KS | 431,500 | 60 | KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBHS-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12) |
| Lincoln-Hastings-Kearney, NE | 243,900 | 98 | KCAN (8), KGIN (11), KHAS-TV (5), KHGT-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6) |
| Amarillo, TX | 178,100 | 122 | KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7), KVIJ-TV (8) |
| Topeka, KS | 157,300 | 137 | KSNT (27), KTKA-TV (49), WIBW-TV (13) |
| Joplin, MO-Pittsburg, KS | 142,000 | 149 | KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16) |
| St. Joseph, MO | 47,400 | 188 | KQTV (2), KTAJ (16) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|---------------------|-----------------|
| KWCH-TV, Hutchinson | See Wichita, KS |
| KSNK, Oberlin | See McCook, NE |
| KODE-TV, Pittsburg | See Joplin, MO |
| KSNF, Pittsburg | See Joplin, MO |

Kansas Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 12 | 5 | 17 |
| Educational Television Stations | 4 | 0 | 4 |
| | 16 | 5 | 21 |

Kansas—Colby

KLBY

Ch. 4

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., Box 3412, San Francisco, CA 94109.

Studio: 900 S. Range, Colby, KS 67701.

Telephone: 913-462-8644. Fax: 913-462-3522.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 748-ft. above av. terrain, 770-ft. above ground, 4190-ft. above sea level.

Latitude 39° 15' 25"
Longitude 101° 21' 10"

Transmitter: 7.2-mi. SSE of Brewster.

Satellite Earth Station: AFC, 3.7-meter Ku-band; M/A-Com receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

Began Operation: September 4, 1984. Sale to Smoky Hills Public Television Corp. approved by FCC March 5, 1986, but not consummated. Sale to present owner by Sheraton Colby Convention Inc. approved by FCC Oct. 10, 1986. Station returned to air Feb. 11, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

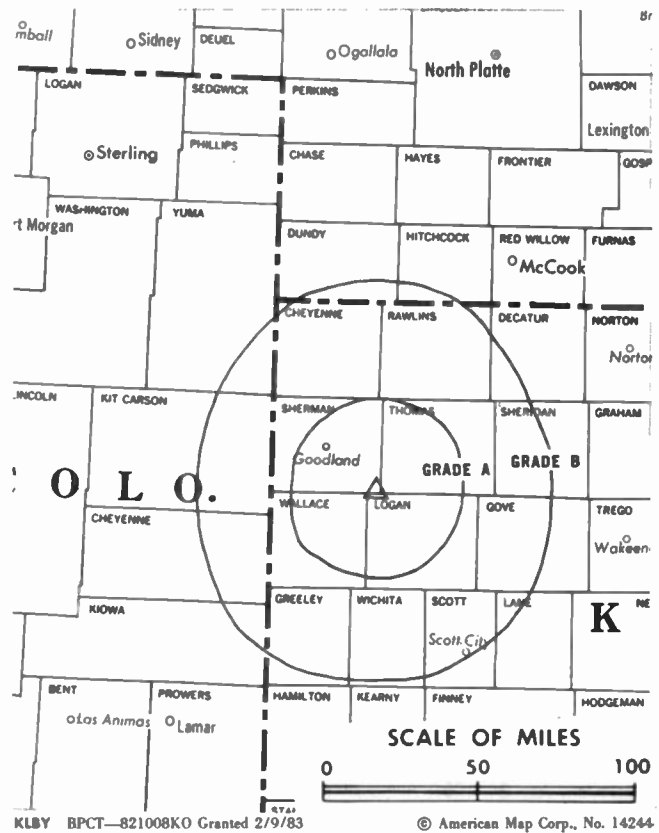
Jan McDaniel, President & General Manager.
Wayne Roberts, Station Manager.
Deb Schwanke, Business Manager.
Clarence Steckman, Chief Engineer.

Highest 30 Sec. Rate: \$200.

City of License: Colby. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Cheyenne | 1,500 | 1,500 | 100 |
| | Decatur | 1,700 | 1,700 | 100 |
| | Logan | 1,400 | 1,400 | 100 |
| | Sheridan | 1,300 | 1,300 | 100 |
| | Sherman | 2,900 | 2,900 | 100 |
| | Thomas | 3,000 | 2,900 | 97 |
| | Wallace | 700 | 700 | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|---------------|
| Between 25-49% | COLORADO | | | |
| | Kit Carson | 2,900 | 2,800 | 95 |
| | KANSAS | | | |
| Between 5-24% | Gove | 1,400 | 1,400 | 100 |
| | Wichita | 1,000 | 1,000 | 100 |
| | COLORADO | | | |
| | Cheyenne | 900 | 900 | 100 |
| | Yuma | 3,900 | 3,800 | 97 |
| | KANSAS | | | |
| | Graham | 1,400 | 1,400 | 100 |
| | Greeley | 700 | 700 | 100 |
| | Lane | 1,000 | 1,000 | 100 |
| | Rawlins | 1,400 | 1,400 | 100 |
| Scott | 2,200 | 2,200 | 100 | |
| Trego | 1,700 | 1,700 | 100 | |
| Station Totals | | 31,000 | 30,700 | 99 |
| Net Weekly Circulation (1991) | | | | 13,300 |
| Average Daily Circulation (1991) | | | | 6,700 |

KBSD-TV

Ch. 6

(Operates in affiliation with KWCH-TV, Hutchinson-Wichita, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Studio: Airport Terminal, Dodge City, 67801.

Mailing Address: Box 157, Dodge City, KS 67801.

Telephone: 316-227-3121. Fax: 316-865-2525.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 717-ft. above av. terrain, 683-ft. above ground, 3473-ft. above sea level.

Latitude 37° 38' 26"
Longitude 100° 20' 33"

Transmitter: State Hwy. 23, 20-mi. SW of Dodge City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

Began Operation: July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969. Transfer of control to Kansas Bcstg. System approved by FCC May 19, 1988. Sale to Smith Broadcasting Group Inc. approved Oct. 12, 1988.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:

Gayle Kiger, Station Manager.

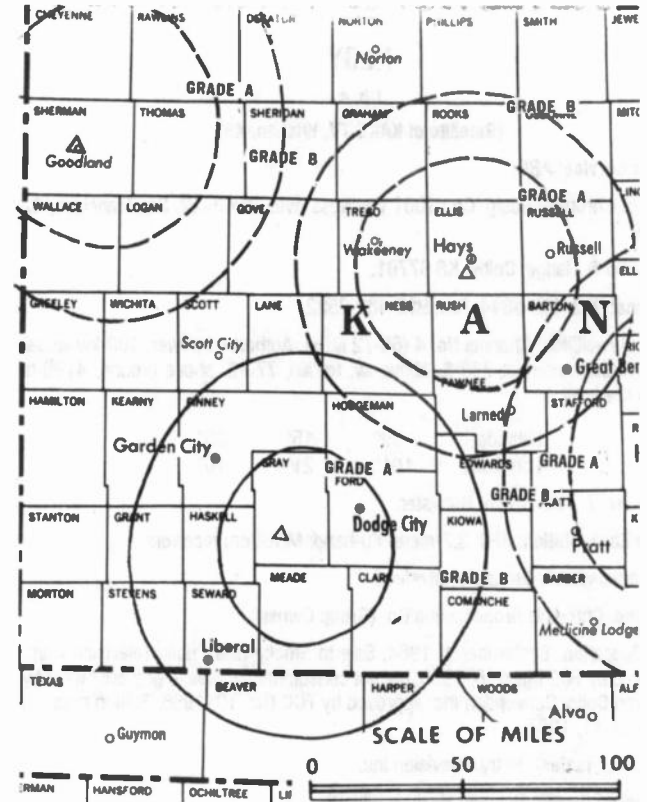
Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$178.

City of License: Ensign. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Clark | 1,000 | 1,000 | 100 |
| | Comanche | 1,000 | 1,000 | 100 |
| | Finney | 11,000 | 10,900 | 99 |
| | Ford | 10,100 | 10,000 | 99 |
| | Grant | 2,700 | 2,700 | 100 |
| | Gray | 1,900 | 1,900 | 100 |
| | Hamilton | 1,100 | 1,100 | 100 |
| | Haskell | 1,400 | 1,400 | 100 |
| | Hodgeman | 900 | 900 | 100 |
| Kearny | 1,200 | 1,200 | 100 | |



KBSD-TV BPCT-3474 Granted 1/29/65

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|---------------|
| 50% & Over | Meade | 1,800 | 1,800 | 100 |
| | Seward | 6,900 | 6,800 | 99 |
| | Stanton | 800 | 800 | 100 |
| | Stevens | 1,700 | 1,700 | 100 |
| | OKLAHOMA | | | |
| Beaver | 2,900 | 2,900 | 100 | |
| Between 25-49% | KANSAS | | | |
| | Edwards | 1,700 | 1,700 | 100 |
| | Lane | 1,000 | 1,000 | 100 |
| | Scott | 2,200 | 2,200 | 100 |
| | OKLAHOMA | | | |
| Harper | 1,800 | 1,800 | 100 | |
| Between 5-24% | KANSAS | | | |
| | Kiowa | 1,500 | 1,500 | 100 |
| | Morton | 1,200 | 1,200 | 100 |
| | Ness | 1,600 | 1,600 | 100 |
| | Wichita | 1,000 | 1,000 | 100 |
| | OKLAHOMA | | | |
| | Texas | 6,400 | 6,300 | 98 |
| TEXAS | | | | |
| Lipscomb | 1,300 | 1,300 | 100 | |
| Station Totals | | 66,100 | 65,700 | 99 |
| Net Weekly Circulation (1991) | | | | 39,200 |
| Average Daily Circulation (1991) | | | | 21,700 |

Kansas—Garden City

KSNB

Ch. 11

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 833 N. Main St., Wichita, KS 67203.

Studio: 204 Fulton, Garden City, KS 67846.

Telephone: 316-276-2311. Fax: 316-275-0576.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 24.5-kw aural. Antenna: 800-ft. above av. terrain, 834-ft. above ground, 3711-ft. above sea level.

Latitude 37° 46' 40"
Longitude 100° 52' 08"

Transmitter: U.S. Hwy. 83, 12.6-mi. S of Garden City.

Satellite Earth Station: RCA Americom, 3.6-meter Ku-band; M/A-Com receivers.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: November 5, 1958. For sale to present owners, see KSNW, Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

Sharolyn Mayfield, Station Manager.

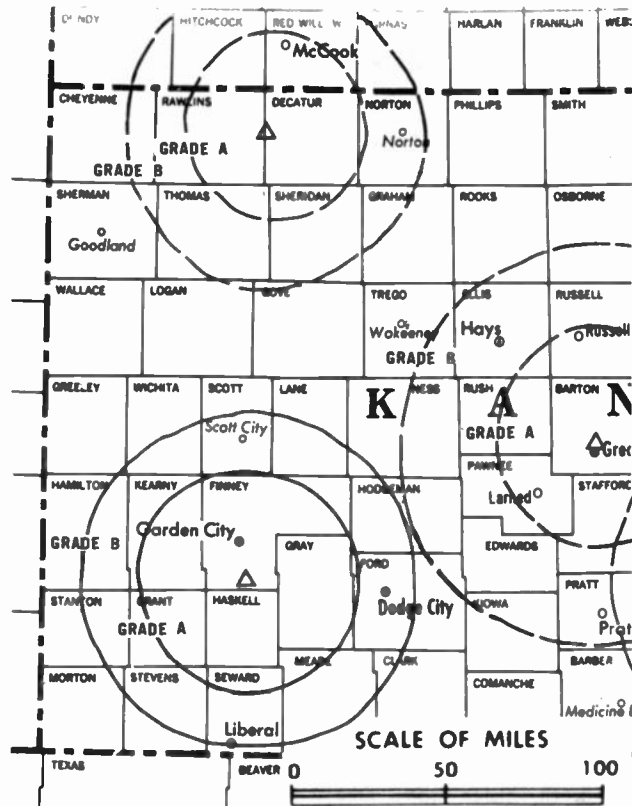
Jim Bowers, Chief Engineer.

Rates: Offered as a bonus with KSNW, Wichita and its other satellites KSNB, Great Bend and KSNK, McCook, NE.

City of License: Garden City. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Clark | 1,000 | 1,000 | 100 |
| | Finney | 11,000 | 10,900 | 99 |
| | Ford | 10,100 | 10,000 | 99 |
| | Grant | 2,700 | 2,700 | 100 |
| | Gray | 1,900 | 1,900 | 100 |
| | Greeley | 700 | 700 | 100 |
| | Hamilton | 1,100 | 1,100 | 100 |
| | Haskell | 1,400 | 1,400 | 100 |
| | Hodgeman | 900 | 900 | 100 |
| | Kearny | 1,200 | 1,200 | 100 |
| | Lane | 1,000 | 1,000 | 100 |
| | Meade | 1,800 | 1,800 | 100 |
| | Morton | 1,200 | 1,200 | 100 |
| | Scott | 2,200 | 2,200 | 100 |
| | Seward | 6,900 | 6,800 | 99 |
| | Stanton | 800 | 800 | 100 |
| | Stevens | 1,700 | 1,700 | 100 |
| | Wichita | 1,000 | 1,000 | 100 |



KSNB BPCT-3371 Granted 8/20/64

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|---------------|
| Between 25-49% | KANSAS | | | |
| | Ness | 1,600 | 1,600 | 100 |
| | OKLAHOMA | | | |
| | Beaver | 2,900 | 2,900 | 100 |
| Between 5-24% | COLORADO | | | |
| | Baca | 1,900 | 1,700 | 89 |
| | KANSAS | | | |
| | Jewell | 1,900 | 1,800 | 95 |
| | Kiowa | 1,500 | 1,500 | 100 |
| | OKLAHOMA | | | |
| | Harper | 1,800 | 1,800 | 100 |
| | Texas | 6,400 | 6,300 | 98 |
| Station Totals | | 66,600 | 65,900 | 99 |
| Net Weekly Circulation (1991) | | | | 43,100 |
| Average Daily Circulation (1991) | | | | 26,000 |

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Kansas—Garden City

KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., Box 10, San Francisco, CA 94109.

Studio: See KAKE-TV, Wichita.

Telephone: 316-668-5513. Fax: 316-668-5518.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 224-kw visual, 44.7-kw aural. Antenna: 870-ft. above av. terrain, 847-ft. above ground, 3687-ft. above sea level.

Latitude 37° 39' 01"
Longitude 100° 40' 06"

Transmitter: 8-mi. NW of Copeland, KS.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Luxor, 3.65-meter C-band; Luxor, M/A-Com receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

Began Operation: October 28, 1964.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Bob Surber, General Manager.
Bryce Baker, Sales Manager.
Paul Hinderliter, Chief Engineer.
Roxie Tucker, Program Director & Farm Director.

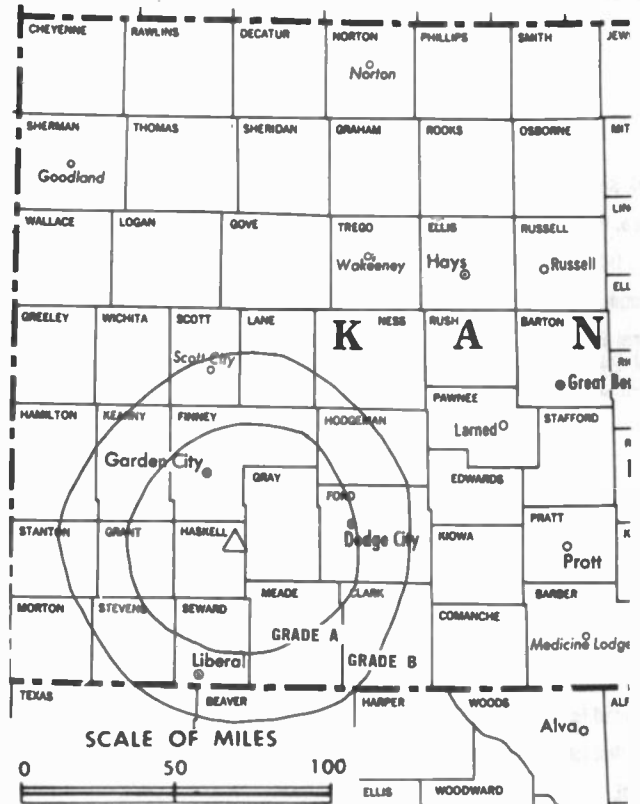
Highest 30 Sec. Rate: \$200.

Note: Combination rates with KAKE-TV, Wichita also available.

City of License: Garden City. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Clark | 1,000 | 1,000 | 100 |
| | Comanche | 1,000 | 1,000 | 100 |
| | Finney | 11,000 | 10,900 | 99 |
| | Ford | 10,100 | 10,000 | 99 |
| | Grant | 2,700 | 2,700 | 100 |
| | Gray | 1,900 | 1,900 | 100 |
| | Hamilton | 1,100 | 1,100 | 100 |
| | Haskell | 1,400 | 1,400 | 100 |
| | Hodgeman | 900 | 900 | 100 |



KUPK-TV BMPCT—831216KF Granted 1/11/84 ©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|---------------|---------------|
| 50% & Over | KANSAS | | | |
| | Kearny | 1,200 | 1,200 | 100 |
| | Meade | 1,800 | 1,800 | 100 |
| | Morton | 1,200 | 1,200 | 100 |
| | Ness | 1,600 | 1,600 | 100 |
| | Scott | 2,200 | 2,200 | 100 |
| | Seward | 6,900 | 6,800 | 99 |
| | Stanton | 800 | 800 | 100 |
| | Stevens | 1,700 | 1,700 | 100 |
| | Wichita | 1,000 | 1,000 | 100 |
| OKLAHOMA | Beaver | 2,900 | 2,900 | 100 |
| | KANSAS | | | |
| Between 25-49% | Edwards | 1,700 | 1,700 | 100 |
| | Lane | 1,000 | 1,000 | 100 |
| Between 5-24% | KANSAS | | | |
| | Greeley | 700 | 700 | 100 |
| | Kiowa | 1,500 | 1,500 | 100 |
| OKLAHOMA | Texas | 6,400 | 6,300 | 98 |
| | Station Totals | 63,700 | 63,300 | 99 |
| Net Weekly Circulation (1991) | | | | 45,600 |
| Average Daily Circulation (1991) | | | | 24,300 |

Kansas—Goodland

KBSL-TV

Ch. 10

(Satellite of KBSH-TV, Hays, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Studio: See KBSH-TV, Hays.

Telephone: 913-899-2309. Fax: 913-899-7113.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 976-ft. above ground, 4526-ft. above sea level.

| | | | |
|-----------|------|-----|-----|
| Latitude | 39° | 28' | 09" |
| Longitude | 101° | 33' | 20" |

Transmitter: 9-mi. N of Edson.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

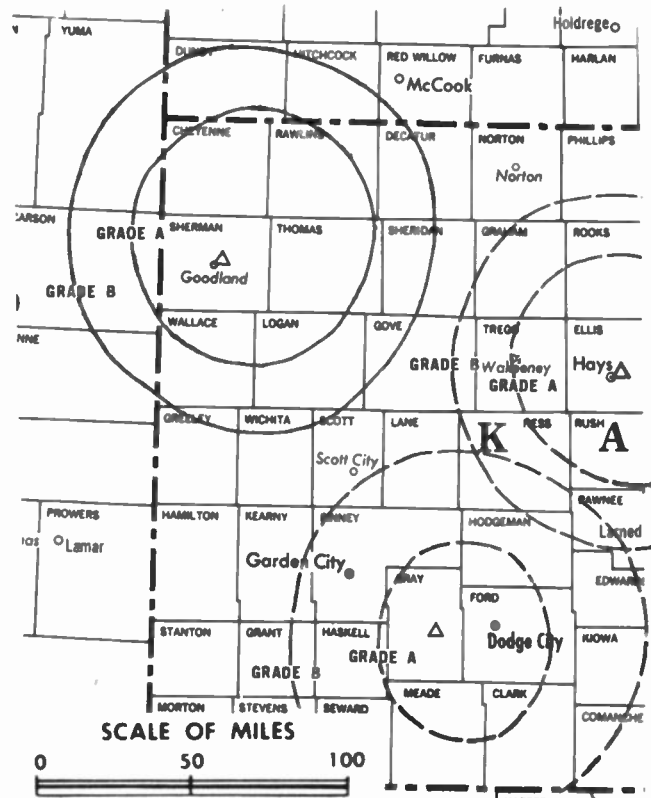
Began Operation: Test programming Sept. 11, 1958; full operation April 26, 1959. Leslie E. Whittemore group acquired station from James E. Blair (*Television Digest*, Vol. 15:16, 27). Max Jones took over station from Whittemore and associates following bankruptcy (Vol. 16:24). Transfer to Standard Electronics Corp. from Max Jones, trustee in bankruptcy, approved by FCC Nov. 2, 1960 (Vol. 16:39, 45). Sale to KAYS Inc. approved by FCC Aug. 1, 1962. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:
Bernie Brown, Station Manager.

Rates: Sold in combination with KBSH-TV, Hays, KS.



KBSL-TV BPCT-5222 Granted 9/1/78

© American Map Corp., No. 14244

NETWORK BASE HOURLY RATE: \$131.

Arbitron Data: Included with KAYS-TV, Hays.

City of License: Goodland. ADI: Wichita-Hutchinson. Rank: 60.

Kansas—Great Bend

KSNC

Ch. 2

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 333 N. Main St., Wichita, KS 67201.

Studio: See KSNW, Wichita.

Telephone: 316-793-7868.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 17.8-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level.

Latitude 38° 25' 54"
Longitude 98° 46' 24"

Transmitter: U.S. Hwy. 281, 4-mi. N of city limits.

Satellite Earth Station: RCA Americom, 3.6-meter Ku-band.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: November 28, 1954. Sale (with satellites KSNG, Garden City, KS and KSNK, McCook, NE) by Central Kansas Television Co. Inc. approved by FCC June 13, 1962 (Television Digest, Vol. 2:25). For sale to present owners, see KSNW, Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

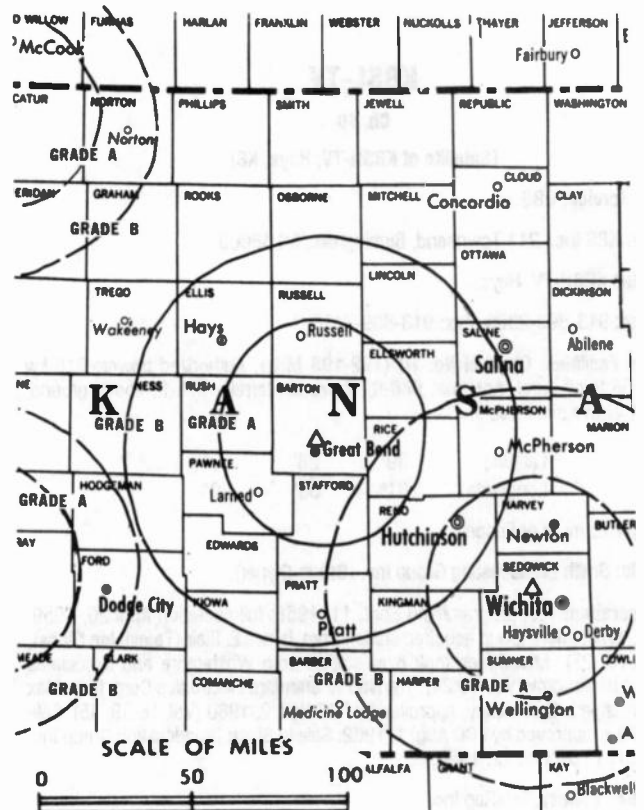
Mark Nichols, Station Manager.
James Bowers, Chief Engineer.
Tim McQuade, News Director.

Rates: On request.

City of License: Great Bend. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Barton | 12,000 | 11,900 | 99 |
| | Comanche | 1,000 | 1,000 | 100 |
| | Edwards | 1,700 | 1,700 | 100 |
| | Ellis | 10,200 | 10,100 | 99 |
| | Ellsworth | 2,900 | 2,800 | 97 |
| | Kiowa | 1,500 | 1,500 | 100 |
| | Lincoln | 1,600 | 1,600 | 100 |
| Mitchell | 3,200 | 3,100 | 97 | |



KSNC BPCT-1838 Granted 3/3/54

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|---------------|---------------|
| 50% & Over | Ness | 1,600 | 1,600 | 100 |
| | Osborne | 2,300 | 2,200 | 96 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | Pawnee | 3,000 | 3,000 | 100 |
| | Rush | 1,600 | 1,600 | 100 |
| | Russell | 3,300 | 3,200 | 97 |
| | Stafford | 2,300 | 2,300 | 100 |
| | Trego | 1,700 | 1,700 | 100 |
| Between 25-49% | KANSAS | | | |
| | Hodgeman | 900 | 900 | 100 |
| | Rice | 4,600 | 4,600 | 100 |
| Between 5-24% | Smith | 2,300 | 2,300 | 100 |
| | KANSAS | | | |
| | Clark | 1,000 | 1,000 | 100 |
| | Kearny | 1,200 | 1,200 | 100 |
| Station Totals | Pratt | 4,200 | 4,100 | 99 |
| | Rooks | 2,400 | 2,400 | 100 |
| Net Weekly Circulation (1991) | | 68,800 | 68,000 | 99 |
| Average Daily Circulation (1991) | | | | 48,700 |
| | | | | 29,600 |

Kansas—Hays

KBSH-TV

Ch. 7

(Operates satellite KBSL-TV, Goodland, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Studio: 2300 Hall St., Hays, KS 67601.

Telephone: 913-625-2578. Fax: 913-625-1161.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 821-ft. above ground, 2840-ft. above sea level.

Latitude 38° 53' 05"
Longitude 99° 20' 15"

Transmitter: 2300 Hall St.

Satellite Earth Stations: ADM, 4.8-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Standard Communications receivers.

News Service: UPI.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

Began Operation: September 2, 1958. Sale by Kansas Bcstg. System to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:

Bernard Brown, Station Manager.
Dennis Massler, Director of Engineering.
Ed Zimmer, News Director.

Highest 30 Sec. Rate: \$200.

Rates: Include KBSL-TV, Goodland, KS.

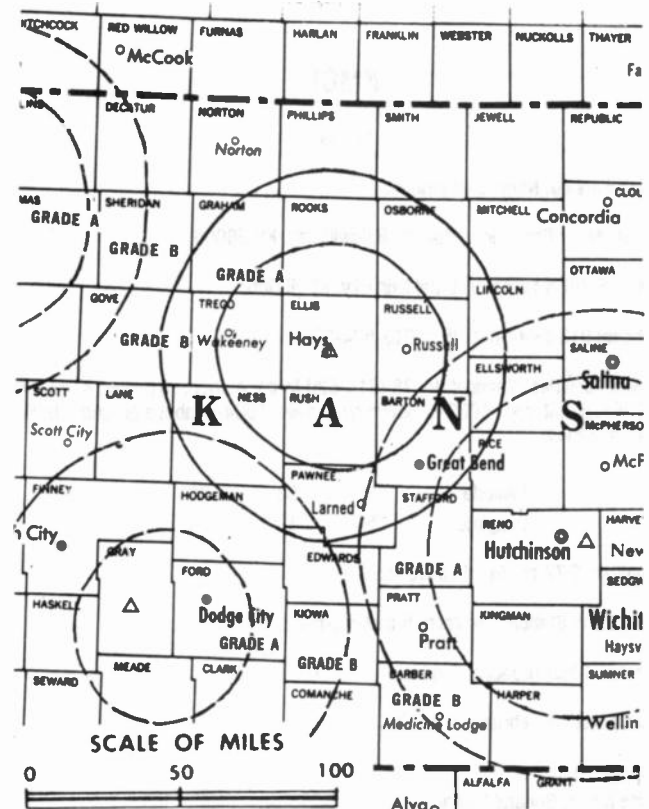
NETWORK BASE HOURLY RATE: \$278.

Arbitron Data: Figures include KLOE-TV, Goodland, KS.

City of License: Hays. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Cheyenne | 1,500 | 1,500 | 100 |
| | Decatur | 1,700 | 1,700 | 100 |
| | Ellis | 10,200 | 10,100 | 99 |
| | Gove | 1,400 | 1,400 | 100 |
| | Graham | 1,400 | 1,400 | 100 |
| | Greeley | 700 | 700 | 100 |
| | Logan | 1,400 | 1,400 | 100 |
| | Ness | 1,600 | 1,600 | 100 |
| | Norton | 2,700 | 2,700 | 100 |
| | Osborne | 2,300 | 2,200 | 96 |
| | Phillips | 2,900 | 2,800 | 97 |
| | Rawlins | 1,400 | 1,400 | 100 |
| | Rooks | 2,400 | 2,400 | 100 |
| | Rush | 1,600 | 1,600 | 100 |
| | Russell | 3,300 | 3,200 | 97 |
| | Scott | 2,200 | 2,200 | 100 |
| | Sheridan | 1,300 | 1,300 | 100 |
| | Sherman | 2,900 | 2,900 | 100 |
| | Smith | 2,300 | 2,300 | 100 |
| Thomas | 3,000 | 2,900 | 97 | |
| Trego | 1,700 | 1,700 | 100 | |
| Wallace | 700 | 700 | 100 | |
| Wichita | 1,000 | 1,000 | 100 | |



KBSH-TV BPCT-4033 Granted 10/16/67

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|---------------|
| 50% & Over | NEBRASKA | | | |
| | Dundy | 1,200 | 1,200 | 100 |
| | Hitchcock | 1,500 | 1,500 | 100 |
| Between 25-49% | COLORADO | | | |
| | Kit Carson | 2,900 | 2,800 | 95 |
| | Yuma | 3,900 | 3,800 | 97 |
| KANSAS | Hodgeman | 900 | 900 | 100 |
| | Lane | 1,000 | 1,000 | 100 |
| | Lincoln | 1,600 | 1,600 | 100 |
| | COLORADO | | | |
| | Cheyenne | 900 | 900 | 100 |
| | KANSAS | | | |
| Edwards | 1,700 | 1,700 | 100 | |
| Jewell | 1,900 | 1,800 | 95 | |
| Mitchell | 3,200 | 3,100 | 97 | |
| Pawnee | 3,000 | 3,000 | 100 | |
| NEBRASKA | | | | |
| Chase | 1,900 | 1,900 | 100 | |
| Hayes | 500 | 500 | 100 | |
| Red Willow | 4,900 | 4,800 | 98 | |
| Station Totals | | 82,600 | 81,600 | 99 |
| Net Weekly Circulation (1991) | | | | 53,300 |
| Average Daily Circulation (1991) | | | | 33,200 |

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Market Research & Data Sales Dept.
202-872-9200

Kansas—Lawrence

KMCI

Ch. 38

Network Service: None, independent.

Licensee: Miller Bcstg. Inc., Box 66, Baldwin City, KS 66006.

Studio: U.S. 56 at First Street, Baldwin City, KS 66006.

Telephone: 913-594-3086. **Fax:** 913-594-3080.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 4743.8-kw max. visual. Antenna: 1083-ft. above av. terrain, 1004-ft. above ground, 2018-ft. above sea level.

Latitude 38° 53' 46"
Longitude 95° 10' 29"

Transmitter: 5.77-mi. SE of Lawrence.

Satellite Earth Station: Comtech, 5-meter C-band.

Ownership: Miller Broadcasting Inc.

Began Operation: February 1, 1988.

Personnel:

Monte Miller, General Manager.

Doris Miller, Station Manager.

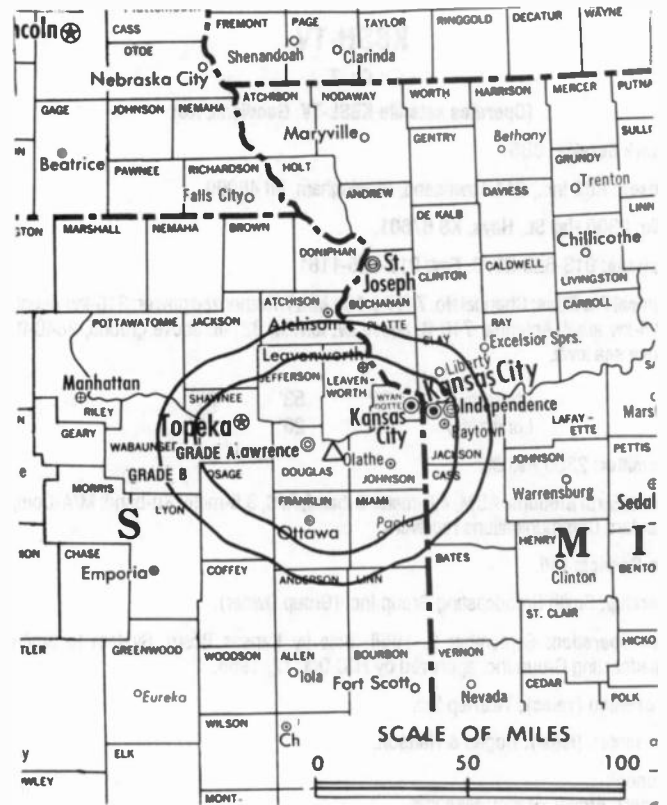
Christopher Miller, General Sales Manager.

Gary Krohe, Chief Engineer.

Rates: On request.

City of License: Lawrence. **ADI:** Kansas City. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KMCI BMPCT-891228KF Granted 3/23/90

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|--------------|
| | MISSOURI | | | |
| Between 5-24% | Caldwell | 3,300 | 3,300 | 100 |
| Station Totals | | 3,300 | 3,300 | 100 |
| Net Weekly Circulation (1991) | | | | 3,400 |
| Average Daily Circulation (1991) | | | | 1,100 |

Kansas—Pittsburg-Joplin, Missouri

KOAM-TV

Ch. 7

Network Service: CBS.

Licensee: KOAM Licensed Partnership, Box 659, Pittsburg, KS 66762.

Studio: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg.

Mailing Address: Box 659, Pittsburg, KS 66762.

Telephone: 417-624-0233. Fax: 417-624-3158; 417-624-3115.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1092-ft. above av. terrain, 1156-ft. above ground, 2046-ft. above sea level.

Latitude 37° 13' 15"
Longitude 94° 42' 25"

Transmitter: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; RCA Americom, 4.6-meter Ku-band; Scientific-Atlanta, 4-meter C-band; MVA-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: KOAM Ltd. Partnership.

Began Operation: December 5, 1953. Sale to Draper Communications by Mid-Continent Telecastings Inc. approved by FCC Sept. 27, 1984 (Television Digest, Vol. 24:34). FCC approved sale to present owners Oct. 28, 1987.

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

Personnel:

Donald J. Hicks, General Manager.
Danny N. Thomas, General Sales Manager.
Cathy Coomer, Program & Promotion Director.
Walter Ward, Chief Engineer.
Shirley Beer, News Director.
Debbie Auman, Business Manager.
Kevin McKelvy, Local Sales Manager.

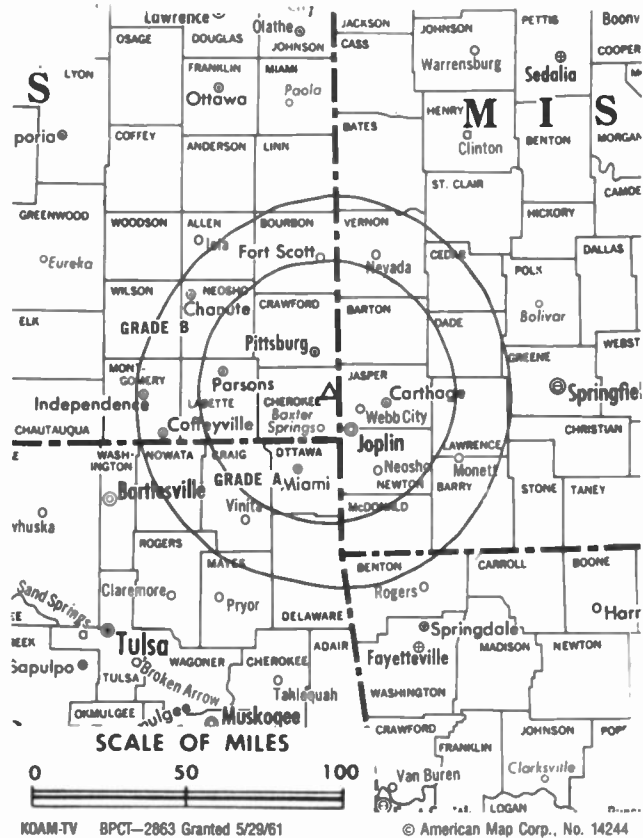
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$1566.

City of License: Pittsburg. ADI: Joplin, MO-Pittsburg, KS. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Allen | 6,100 | 6,000 | 98 |
| | Bourbon | 6,600 | 6,500 | 98 |
| | Cherokee | 9,000 | 8,900 | 99 |
| | Crawford | 15,400 | 15,200 | 99 |
| | Labette | 9,700 | 9,600 | 99 |
| | Montgomery | 16,500 | 16,200 | 98 |
| | Neosho | 6,900 | 6,800 | 99 |
| | Wilson | 4,800 | 4,700 | 98 |
| | Woodson | 1,800 | 1,800 | 100 |
| | MISSOURI | | | |
| | Barton | 4,800 | 4,700 | 98 |
| | Jasper | 36,000 | 35,500 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Mc Donald | 6,500 | 6,400 | 98 |
| | Newton | 16,800 | 16,600 | 99 |
| | Vernon | 7,800 | 7,600 | 97 |
| | OKLAHOMA | | | |
| | Ottawa | 12,700 | 12,600 | 99 |
| Between 25-49% | ARKANSAS | | | |
| | Benton | 38,700 | 38,000 | 98 |
| | KANSAS | | | |
| | Elk | 1,600 | 1,600 | 100 |
| | Linn | 3,400 | 3,300 | 97 |
| | MISSOURI | | | |
| | Barry | 10,800 | 10,600 | 98 |
| | Cedar | 5,100 | 5,000 | 98 |
| | Dade | 3,200 | 3,200 | 100 |
| | Lawrence | 12,000 | 11,800 | 98 |
| OKLAHOMA | | | | |
| | Craig | 5,600 | 5,500 | 98 |
| | Delaware | 11,600 | 11,400 | 98 |
| Between 5-24% | KANSAS | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Chautauqua | 2,200 | 2,200 | 100 |
| | Greenwood | 3,300 | 3,200 | 97 |
| | MISSOURI | | | |
| | Bates | 6,500 | 6,400 | 98 |
| | Hickory | 3,400 | 3,300 | 97 |
| OKLAHOMA | | | | |
| | Nowata | 4,300 | 4,300 | 100 |
| Station Totals | | 276,300 | 272,100 | 98 |
| Net Weekly Circulation (1991) | | | | 173,400 |
| Average Daily Circulation (1991) | | | | 102,200 |

Kansas—Salina

KAAS-TV

Ch. 18

(Satellite of KSAS-TV, Wichita, KS)

Network Service: Fox.

Licensee: Clear Channel Television Inc.

Studio: See KSAS-TV, Wichita.

Telephone: 316-942-2424.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 612.3-kw max. visual. Antenna: 1040-ft. above av. terrain, 866-ft. above ground, 2361-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 39° | 06' | 16" |
| Longitude | 97° | 23' | 15" |

Transmitter: Ottawa County 282°T from Manchester.

Ownership: Clear Channel Television Inc. (Group Owner).

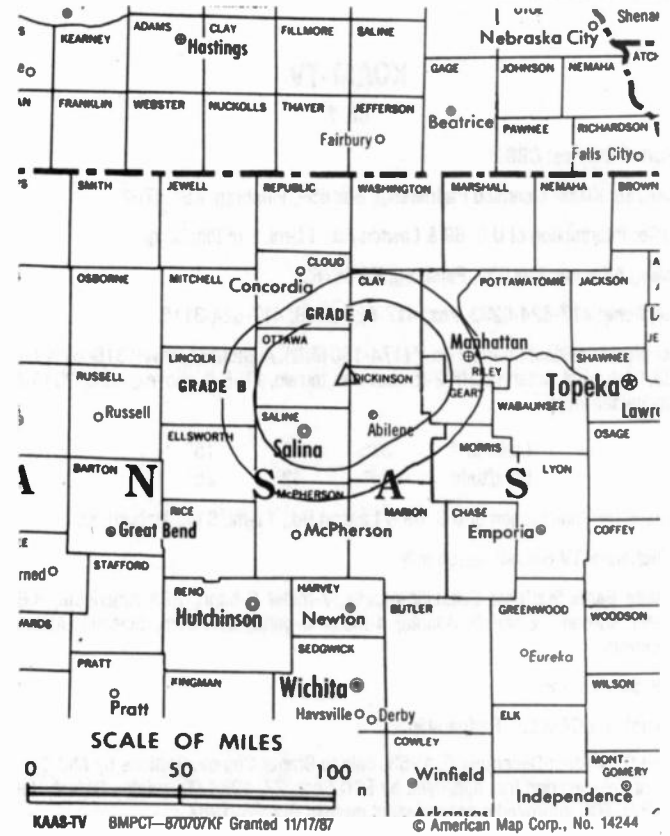
Began Operation: April 3, 1988. Sale to present owner by Channel 24 Ltd. approved by FCC July 24, 1990 (Television Digest, Vol. 30:25).

Personnel:

See KSAS-TV, Wichita, KS.

Rates: On request.

Arbitron Data: Included with KSAS-TV, Wichita, KS.



City of License: Salina. ADI: Wichita-Hutchinson. Rank: 60.

Kansas—Topeka

KSNT

Ch. 27

Network Service: NBC.

Licensee: Topeka License Subsidiary Corp., 6835 Northwest U.S. Hwy. 24, Topeka, KS 66618.

Studio: 6835 Northwest U.S. Hwy. 24, Topeka, KS 66618.

Mailing Address: Box 2700, Topeka, KS 66601.

Telephone: 913-582-4000. Fax: 913-582-5283.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1094-kw max. & 912-kw horizontal visual, 165-kw max. & 138-kw horizontal aural. Antenna: 1047-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 33.50"
Longitude 95° 47' 04.10"

Transmitter: 6835 Northwest U.S. Hwy. 24.

Satellite Earth Stations: Transmit/receive Harris, 11-meter Ku-band; Harris, 4.6-meter Ku-band; RCA Americom, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Conus, KSN, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: December 28, 1967. Sale to present owners by Standard Corp. approved by FCC Aug. 5, 1988 (Television Digest, Vol. 28:20).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

- Perry Chester, General Manager.
- Susan L. Brier, General Sales Manager.
- John Rinkenbaugh, News Director.
- Chris Davies, Chief Engineer.
- Marilyn Thompson, Promotion Director.
- Melody Miller, Business Manager.

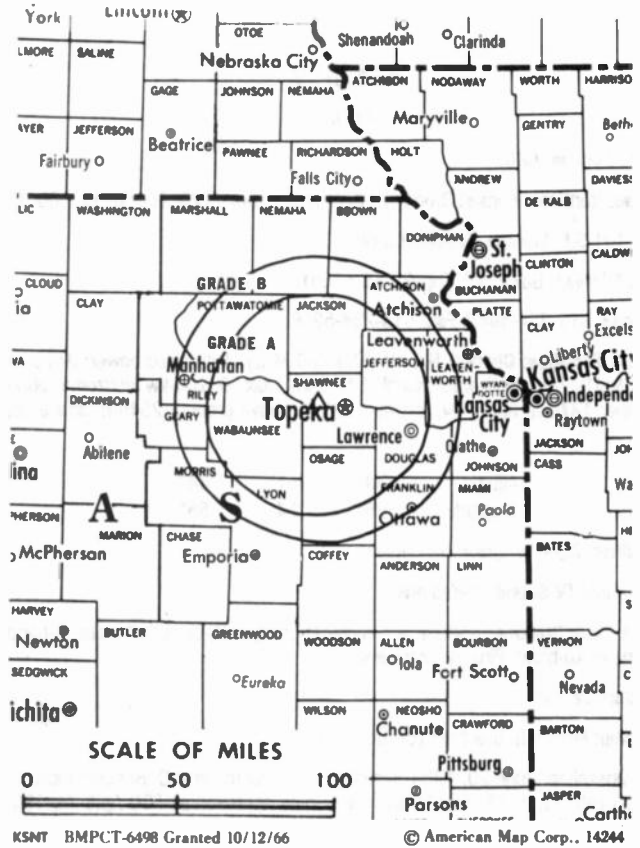
Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$750.

City of License: Topeka. ADI: Topeka. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over | KANSAS | | | |
| | Brown | 4,700 | 4,600 | 98 |
| | Clay | 3,800 | 3,700 | 97 |
| | Coffey | 3,600 | 3,500 | 97 |
| | Geary | 10,600 | 10,500 | 99 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Marshall | 5,300 | 5,200 | 98 |
| | Morris | 2,600 | 2,500 | 96 |
| | Nemaha | 4,200 | 4,100 | 98 |
| | Osage | 6,100 | 6,000 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|----------------|
| 50% & Over | Pottawatomie | 6,000 | 5,900 | 98 |
| | Riley | 20,400 | 20,000 | 98 |
| | Shawnee | 66,100 | 65,500 | 99 |
| | Wabaunsee | 2,500 | 2,400 | 96 |
| Between 25-49% | KANSAS | | | |
| | Chase | 1,300 | 1,300 | 100 |
| | Cloud | 4,500 | 4,400 | 98 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Jefferson | 6,000 | 5,900 | 98 |
| Washington | 3,000 | 2,900 | 97 | |
| Between 5-24% | KANSAS | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Atchison | 6,500 | 6,400 | 98 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Linn | 3,400 | 3,300 | 97 |
| | Miami | 8,900 | 8,800 | 99 |
| MISSOURI | | | | |
| Andrew | 5,500 | 5,400 | 98 | |
| Buchanan | 32,800 | 32,400 | 99 | |
| Platte | 20,500 | 20,300 | 99 | |
| Station Totals | | 297,700 | 293,400 | 99 |
| Net Weekly Circulation (1991) | | | | 153,500 |
| Average Daily Circulation (1991) | | | | 78,600 |

Kansas—Topeka

KTKA-TV

Ch. 49

Network Service: ABC.

Licensee: Northeast Kansas Broadcast Service Inc., Box 2229, Topeka, KS 66601.

Studio: 101 S.E. Monroe, Topeka, KS 66603.

Mailing Address: Box 2229, Topeka, KS 66601.

Telephone: 913-234-4949. Fax: 913-234-5256.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 3475-kw max. & 1042-kw horizontal visual, 347.5-kw max. & 104-kw horizontal aural. Antenna: 1476-ft. above av. terrain, 1439-ft. above ground, 2549-ft. above sea level.

Latitude 39° 01' 34"

Longitude 95° 54' 58"

Transmitter: 2280 W. Union Rd., Dover.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; M/A-Com, 3.7-meter C-band; 3.7-meter Ku-band; Pinzone receivers.

News Service: AP.

Ownership: Marion B. Brechner (Group Owner).

Began Operation: June 20, 1983. Transfer of control to Larry D. Hudson approved by FCC Feb. 11, 1985. Sale to present owners approved by FCC April 28, 1986 (Television Digest, Vol. 25:15).

Represented (sales): Seitel Inc.

Represented (legal): Cohn & Marks.

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

Personnel:

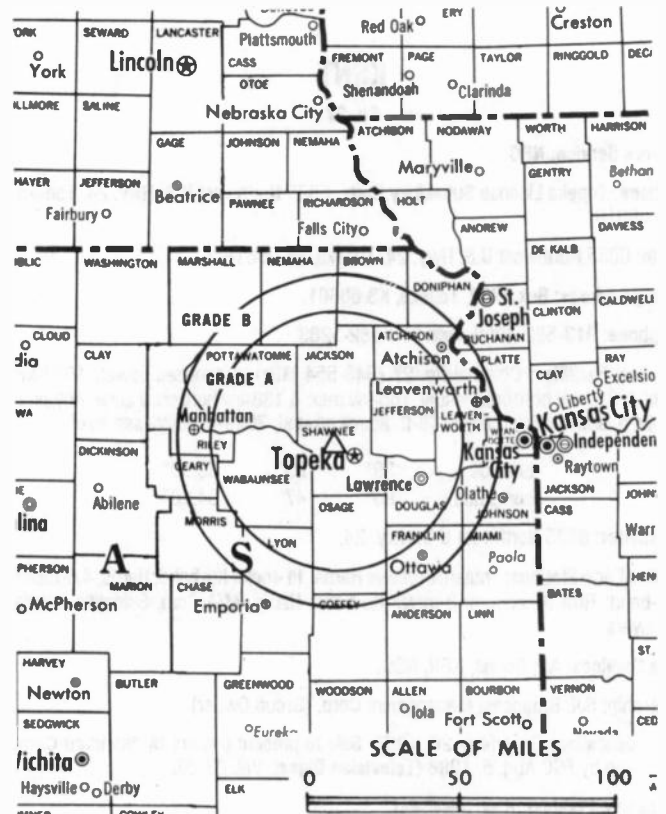
Beri Brechner, President.
 Bob Fulmer, Sales Manager.
 Nancy Weeden, Program Director.
 Steve Snyder, News Director.
 Jim MacDaniels, Promotion & Marketing Director.
 Jerry Roberts, Business Manager.
 Thom Kirksey, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Topeka. ADI: Topeka. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over | KANSAS | | | |
| | Coffey | 3,600 | 3,500 | 97 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Morris | 2,600 | 2,500 | 96 |
| | Nemaha | 4,200 | 4,100 | 98 |
| | Pottawatomie | 6,000 | 5,900 | 98 |



KTKA-TV BNPCT-83011KG Granted 1/28/83

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Riley | 20,400 | 20,000 | 98 |
| | Shawnee | 66,100 | 65,500 | 99 |
| | Wabaunsee | 2,500 | 2,400 | 96 |
| Between 25-49% | KANSAS | | | |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Geary | 10,600 | 10,500 | 99 |
| | Jefferson | 6,000 | 5,900 | 98 |
| Between 5-24% | KANSAS | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Brown | 4,700 | 4,600 | 98 |
| | Chase | 1,300 | 1,300 | 100 |
| | Clay | 3,800 | 3,700 | 97 |
| | Cloud | 4,500 | 4,400 | 98 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Washington | 3,000 | 2,900 | 97 |
| | MISSOURI | | | |
| | Andrew | 5,500 | 5,400 | 98 |
| NEBRASKA | | | | |
| | Platte | 20,500 | 20,300 | 99 |
| | NEBRASKA | | | |
| | Pawnee | 1,500 | 1,500 | 100 |
| Station Totals | | 265,300 | 261,500 | 99 |
| Net Weekly Circulation (1991) | | | | 122,600 |
| Average Daily Circulation (1991) | | | | 58,200 |

Kansas—Topeka

WIBW-TV

Ch. 13

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: 5600 W. 6th St., Topeka, KS 66606.

Mailing Address: Box 119, Topeka, KS 66601.

Telephone: 913-272-3456. TWX: 910-744-6709. Fax: 913-272-0117.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.50"
Longitude 96° 02' 57.50"

Transmitter: 18-mi. W of Topeka & 5.5-mi. S of Maple Hill, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 7-meter; Simulsat, 5-meter; Microdyne, RCA, Scientific-Atlanta, Simulsat receivers.

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

AM Affiliate: WIBW, 5-kw, 580 kHz (CBS).

FM Affiliate: WIBW-FM, 100-kw, 97.3 MHz (No. 247), 1220-ft.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: November 15, 1953. Sale of WIBW-TV-AM to present owner by Capper Publications approved Dec. 19, 1956 by FCC (Television Digest, Vol. 12:51).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:
Jerry Holley, Vice President, Broadcasting.
George Logan, General Manager.
Vince Frye, General Sales Manager.
Paul Winders, Director of Engineering.
Kent Cornish, Operations Manager.
Kelly Lenz, Farm Director.
Ron Paradis, Sports Director.
James Hollis, News Director.
Larry Slawson, Creative Director.
Beverly Anderson, Business Manager.
Bobbi Athon, Promotion Manager.
Elmer Gunderson, Chief Engineer.

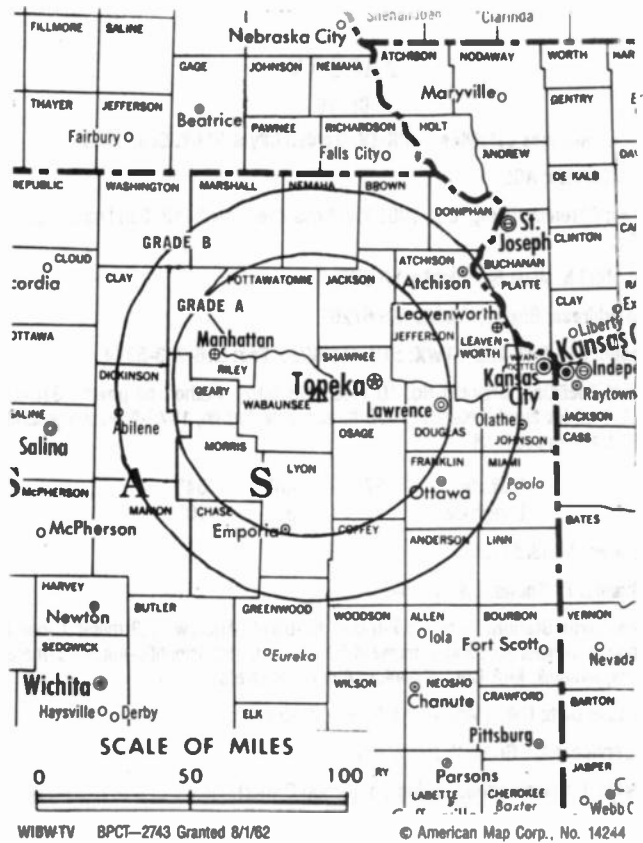
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Topeka. ADI: Topeka. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | | | | |
| | Brown | 4,700 | 4,600 | 98 |
| | Chase | 1,300 | 1,300 | 100 |
| | Clay | 3,800 | 3,700 | 97 |
| | Cloud | 4,500 | 4,400 | 98 |
| | Coffey | 3,600 | 3,500 | 97 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Geary | 10,600 | 10,500 | 99 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Marshall | 5,300 | 5,200 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | | | | |
| | Morris | 2,600 | 2,500 | 96 |
| | Nemaha | 4,200 | 4,100 | 98 |
| | Osage | 6,100 | 6,000 | 98 |
| | Pottawatomie | 6,000 | 5,900 | 98 |
| | Riley | 20,400 | 20,000 | 98 |
| | Saline | 20,500 | 20,300 | 99 |
| | Shawnee | 66,100 | 65,500 | 99 |
| | Wabaunsee | 2,500 | 2,400 | 96 |
| BETWEEN 25-49% | | | | |
| KANSAS | | | | |
| | Allen | 6,100 | 6,000 | 98 |
| | Anderson | 3,200 | 3,200 | 98 |
| | Atchison | 6,500 | 6,400 | 98 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Greenwood | 3,300 | 3,200 | 97 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Washington | 3,000 | 2,900 | 97 |
| BETWEEN 5-24% | | | | |
| KANSAS | | | | |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Jewell | 1,900 | 1,800 | 95 |
| | Labette | 9,700 | 9,600 | 99 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Linn | 3,400 | 3,300 | 97 |
| | Miami | 8,900 | 8,800 | 99 |
| | Montgomery | 16,500 | 16,200 | 98 |
| | Neosho | 6,900 | 6,800 | 99 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | Republic | 2,800 | 2,700 | 96 |
| | Wilson | 4,800 | 4,700 | 98 |
| | Woodson | 1,800 | 1,800 | 100 |

(Continued on page A-500)

| | | | |
|---|----------------|----------------|----------------|
| Station Totals | 357,100 | 351,600 | 98 |
| Net Weekly Circulation (1991) | | | 195,500 |
| Average Daily Circulation (1991) | | | 111,700 |

Kansas—Wichita

KAKE-TV

Ch. 10

(Operates satellites KUPK-TV, Garden City & KLBY, Colby, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., Box 3412, San Francisco, CA 94119.

Studio: 1500 N. West St., Wichita, KS 67203.

Mailing Address: Box 10, Wichita, KS 67201.

Telephone: 316-943-4221. TWX: 510-741-6926. Fax: 316-943-5374.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 44.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

Latitude 37° 46' 54"
Longitude 97° 31' 10"

Transmitter: W. 53rd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Datsat/Andrew, 3.7-meter Ku-band.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

Began Operation: October 19, 1954. Sale to present owner by KAKE-TV & Radio approved by FCC Jan. 21, 1980 (Television Digest, Vol. 19:14).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Jan McDaniel, President & General Manager.
- Steve South, General Sales Manager.
- Matthew Zeikind, Executive News Director.
- Peggy Law, Local Sales Manager.
- Terry Johnson, National Sales Manager.
- Mark Chamberlin, Marketing Director.
- Dale Morrell, Chief Engineer.
- Don Gollidge, Director of Programming & Operations.
- Vicki Heckman, Traffic Director.
- Cyndi Wagner, Business Manager.

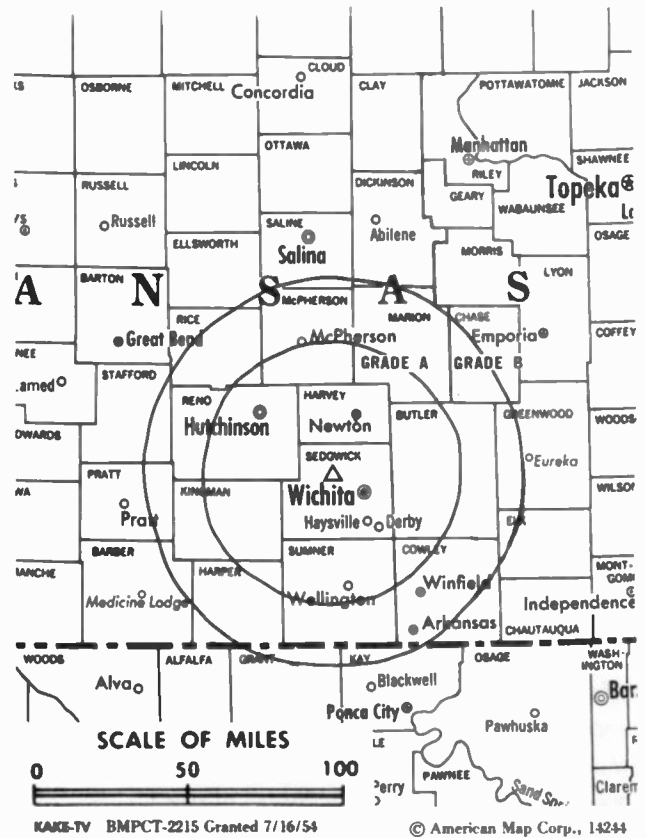
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1150.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Barber | 2,700 | 2,600 | 96 |
| | Barton | 12,000 | 11,900 | 99 |
| | Butler | 18,600 | 18,400 | 99 |
| | Chase | 1,300 | 1,300 | 100 |
| | Chautauqua | 2,200 | 2,200 | 100 |
| | Cowley | 14,400 | 14,200 | 99 |
| | Elk | 1,600 | 1,600 | 100 |
| | Ellis | 10,200 | 10,100 | 99 |
| | Ellsworth | 2,900 | 2,800 | 97 |
| | Greenwood | 3,300 | 3,200 | 97 |
| | Harper | 3,100 | 3,100 | 100 |
| | Harvey | 11,600 | 11,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Kingman | 3,400 | 3,400 | 100 |
| | Kiowa | 1,500 | 1,500 | 100 |
| | Mc Pherson | 10,600 | 10,400 | 98 |
| | Marion | 5,100 | 5,000 | 98 |
| | Pawnee | 3,000 | 3,000 | 100 |
| | Pratt | 4,200 | 4,100 | 99 |
| | Reno | 25,600 | 25,400 | 99 |
| | Rice | 4,600 | 4,600 | 100 |
| | Russell | 3,300 | 3,200 | 97 |
| | Saline | 20,500 | 20,300 | 99 |
| | Sedgwick | 158,800 | 157,400 | 99 |
| | Stafford | 2,300 | 2,300 | 100 |
| | Sumner | 10,200 | 10,100 | 99 |
| OKLAHOMA | | | | |
| Grant | 2,400 | 2,400 | 100 | |
| Between 25-49% | KANSAS | | | |
| | Clay | 3,800 | 3,700 | 97 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | OKLAHOMA | | | |
| Kay | 20,300 | 20,100 | 99 | |
| Woods | 4,000 | 3,900 | 98 | |
| Between 5-24% | KANSAS | | | |
| | Edwards | 1,700 | 1,700 | 100 |
| | Geary | 10,600 | 10,500 | 99 |
| | Lincoln | 1,600 | 1,600 | 100 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Morris | 2,600 | 2,500 | 96 |
| | Ness | 1,600 | 1,600 | 100 |
| Riley | 20,400 | 20,000 | 98 | |
| (Continued on page A-500) | | | | |
| Station Totals | | 452,300 | 447,100 | 99 |
| Net Weekly Circulation (1991) | | | | 312,300 |
| Average Daily Circulation (1991) | | | | 176,900 |

Kansas—Wichita

KSAS-TV

Ch. 24

(Operates satellite KAAS-TV, Salina, KS)

Network Service: Fox

Licensee: Clear Channel Television Inc.

Studio: 316 North West St., Wichita, KS 67203.

Telephone: 316-942-2424. TWX: 510-600-2921. Fax: 316-942-8927.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3303.7-kw max. & 2009-kw horizontal visual, 330.37-kw max. & 200.9-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1161-ft. above ground, 2531-ft. above sea level.

Latitude 37° 46' 40"
Longitude 97° 30' 37"

Transmitter: S of Hwy. 296, 1.4-mi. E of Colwich.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; United Satellite Systems, 3.8-meter C-band; RCA Americom, 3.77-meter C-band; M/A-Com, Scientific-Atlanta, United Satellite Systems receivers.

Ownership: Clear Channel Television Inc. (Group Owner).

Began Operation: August 24, 1985. Sale to present owner by Channel 24 Ltd. approved by FCC July 24, 1990 (Television Digest, Vol. 30:25).

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

Personnel:

Rip Riordan, General Manager.
Kelly Womack, Program Director.
Mael Hernandez, Production Director.
David R. Bird, Director of Engineering.
Tom Gateway, Promotion Director.
Ronald Goldner, National Sales Manager.
Joe Brown, Local Sales Manager.
Virginia Edwards, Business Manager.

Rates: On request.

Arbitron Data: Figures include KAAS-TV, Salinas, KS.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Barber | 2,700 | 2,600 | 96 |
| | Butler | 18,600 | 18,400 | 99 |
| | Harper | 3,100 | 3,100 | 100 |
| | Reno | 25,600 | 25,400 | 99 |
| | Sedgwick | 158,800 | 157,400 | 99 |
| Between 25-49% | KANSAS | | | |
| | Barton | 12,000 | 11,900 | 99 |
| | Chase | 1,300 | 1,300 | 100 |
| | Cowley | 14,400 | 14,200 | 99 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Ellis | 10,200 | 10,100 | 99 |
| | Ellsworth | 2,900 | 2,800 | 97 |



KSAS-TV BNPCT-841115KJ Granted 2/28/85

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|----------------|
| Between 25-49% | KANSAS | | | |
| | Harvey | 11,600 | 11,400 | 98 |
| | Kingman | 3,400 | 3,400 | 100 |
| | McPherson | 10,600 | 10,400 | 98 |
| | Marion | 5,100 | 5,000 | 98 |
| | Pawnee | 3,000 | 3,000 | 100 |
| | Pratt | 4,200 | 4,100 | 99 |
| | Saline | 20,500 | 20,300 | 99 |
| Sumner | 10,200 | 10,100 | 99 | |
| Between 5-24% | KANSAS | | | |
| | Clay | 3,800 | 3,700 | 97 |
| | Cloud | 4,500 | 4,400 | 98 |
| | Geary | 10,600 | 10,500 | 99 |
| | Greenwood | 3,300 | 3,200 | 97 |
| | Kiowa | 1,500 | 1,500 | 100 |
| | Lincoln | 1,600 | 1,600 | 100 |
| | Marshall | 5,300 | 5,200 | 98 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | Republic | 2,800 | 2,700 | 96 |
| | Rice | 4,600 | 4,600 | 100 |
| | Russell | 3,300 | 3,200 | 97 |
| Stafford | 2,300 | 2,300 | 100 | |
| Washington | 3,000 | 2,900 | 97 | |
| OKLAHOMA | | | | |
| Grant | 2,400 | 2,400 | 100 | |
| Station Totals | | 381,000 | 376,600 | 99 |
| Net Weekly Circulation (1991) | | | | 184,200 |
| Average Daily Circulation (1991) | | | | 79,500 |

Kansas—Wichita

KSNW

Ch. 3

(Operates KSN Inc., including satellites KSNB, Great Bend, KS; KSNB, Garden City, KS & KSNK, McCook, NE-Oberlin, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 833 N. Main St., Wichita, KS 67203.

Studio: 833 N. Main St., Wichita, KS 67203.

Mailing Address: Box 333, Wichita, KS 67201.

Telephone: 316-265-3333. TWX: 910-741-6976. Fax: 316-292-1197.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1365-ft. above av. terrain, 1071-ft. above ground, 2449-ft. above sea level.

Latitude 37° 46' 37"
Longitude 97° 31' 01"

Transmitter: Colwich, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter; Scientific-Atlanta, 4.6-meter; RCA Americom, 3.6-meter; Superior, 3.6-meter Ku-band; Harris, 3-meter; Harris, Microdyne, Scientific-Atlanta, Standard Communications receivers.

SNG Mobile Dish: DX Communications.

News Services: AP, CNN, Conus, KSN, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: September 1, 1955. Sale to The Standard Corp. approved by FCC Dec. 30, 1980 (Television Digest, Vol. 19:35, 48). Sale to SJL of Kansas Corp. approved by FCC Aug. 8, 1988 (Vol. 28:15, 20).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

- Allan Buch, Vice President & General Manager.
- Mike Hanrahan, General Sales Manager.
- Gary Gore, Local Sales Manager.
- Joan Smith, Program Coordinator.
- Bob Locke, Chief Engineer.
- Jim Tellus, Promotion Director.
- Robert Yuna, News Director.
- Georgianna Kurtz, Business Manager.

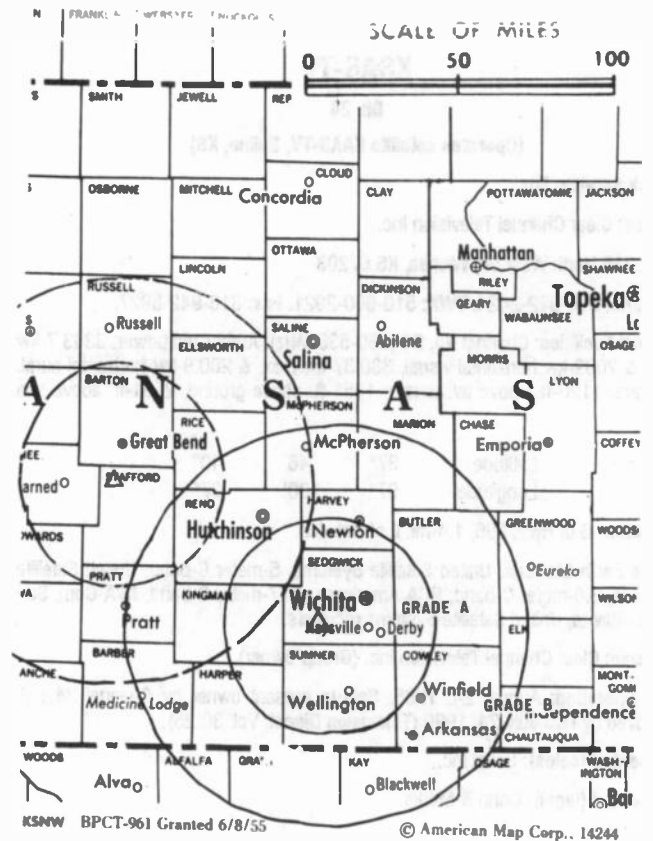
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Barber | 2,700 | 2,600 | 96 |
| | Butler | 18,600 | 18,400 | 99 |
| | Chase | 1,300 | 1,300 | 100 |
| | Cowley | 14,400 | 14,200 | 99 |
| | Greenwood | 3,300 | 3,200 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over | Harper | 3,100 | 3,100 | 100 |
| | Harvey | 11,600 | 11,400 | 98 |
| | Kingman | 3,400 | 3,400 | 100 |
| | McPherson | 10,600 | 10,400 | 98 |
| | Marion | 5,100 | 5,000 | 98 |
| | Pratt | 4,200 | 4,100 | 99 |
| | Reno | 25,600 | 25,400 | 99 |
| | Saline | 20,500 | 20,300 | 99 |
| | Sedgwick | 158,800 | 157,400 | 99 |
| | Sumner | 10,200 | 10,100 | 99 |
| Between 25-49% | KANSAS | | | |
| | Chautauqua | 2,200 | 2,200 | 100 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Rice | 4,600 | 4,600 | 100 |
| | Stafford | 2,300 | 2,300 | 100 |
| OKLAHOMA | Grant | 2,400 | 2,400 | 100 |
| | KANSAS | | | |
| Between 5-24% | Barton | 12,000 | 11,900 | 99 |
| | Edwards | 1,700 | 1,700 | 100 |
| | Elk | 1,600 | 1,600 | 100 |
| | Ellsworth | 2,900 | 2,800 | 97 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Woodson | 1,800 | 1,800 | 100 |
| | OKLAHOMA | | | |
| | Kay | 20,300 | 20,100 | 99 |
| | Osage | 15,500 | 15,400 | 99 |
| | Woods | 4,000 | 3,900 | 98 |
| Station Totals | | 386,600 | 382,500 | 99 |
| Net Weekly Circulation (1991) | | | 265,200 | |
| Average Daily Circulation (1991) | | | 146,000 | |

Kansas—Wichita-Hutchinson

KWCH-TV

Ch. 12

(Operates Kansas Broadcasting System, including KBSD-TV, Ensign; KBSL-TV, Goodland & KBSH-TV, Hays, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Studios: 2815 E. 37th St. N, Wichita, KS 67219; 1800 N. Plum St., Hutchinson, KS 67501.

Mailing Address: Box 12, Wichita, KS 67201.

Telephones: 316-838-1212, Wichita; 316-665-5503, Hutchinson.

TWX: 910-741-6998. Fax: 316-838-3524.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1522-ft. above av. terrain, 1504-ft. above ground, 3049-ft. above sea level.

Latitude 38° 03' 16.50"
Longitude 97° 46' 40.50"

Transmitter: 9-mi. E of Hutchinson on 4th St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku & C-band; AFC, 3-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; M/A-Corn, Microdyne, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

Began Operation: June 22, 1953. FCC approved sale of 80% to Minneapolis Star and Tribune (Cowles) with former owners retaining 20% Oct. 19, 1955 (Television Digest, Vol. 11:28, 43). Sale by Minneapolis Star and Tribune to Kansas Bcstg. System approved by FCC Nov. 24, 1982. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988. Sale to present owners approved by FCC Feb. 3, 1989.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

Sandy DiPasquale, President & General Manager.

Steve Merren, Director of Sales & Programming.

Jim Martin, Local Sales Manager.

Sandy Evenson, National Sales Manager.

Steve Tuttle, News Director.

Clell Lacy, Chief Engineer.

Susan Kimmell, Promotion Manager.

Sharon McKiltrick, Electronic Data Processing Manager.

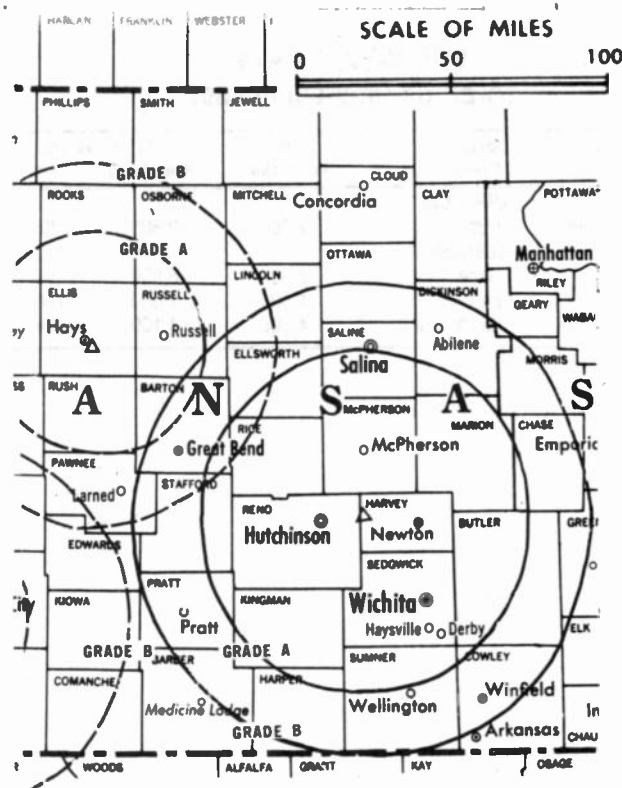
Bob Wine, Controller.

Highest 30 Sec. Rate: \$2000.

City of License: Hutchinson. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| KANSAS | | | | |
| 50% & Over | Barber | 2,700 | 2,600 | 96 |
| | Barton | 12,000 | 11,900 | 99 |
| | Butler | 18,600 | 18,400 | 99 |
| | Chase | 1,300 | 1,300 | 100 |
| | Cowley | 14,400 | 14,200 | 99 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Edwards | 1,700 | 1,700 | 100 |
| | Ellsworth | 2,900 | 2,800 | 97 |



KWCH-TV BPCT-2884 Granted 6/29/83

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Greenwood | 3,300 | 3,200 | 97 |
| | Harper | 3,100 | 3,100 | 100 |
| | Harvey | 11,600 | 11,400 | 98 |
| | Kingman | 3,400 | 3,400 | 100 |
| | Kiowa | 1,500 | 1,500 | 100 |
| | Lincoln | 1,600 | 1,600 | 100 |
| | Mc Pherson | 10,600 | 10,400 | 98 |
| | Marion | 5,100 | 5,000 | 98 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | Pawnee | 3,000 | 3,000 | 100 |
| | Pratt | 4,200 | 4,100 | 99 |
| | Reno | 25,600 | 25,400 | 99 |
| | Rice | 4,600 | 4,600 | 100 |
| Saline | 20,500 | 20,300 | 99 | |
| Sedgwick | 158,800 | 157,400 | 99 | |
| Stafford | 2,300 | 2,300 | 100 | |
| Sumner | 10,200 | 10,100 | 99 | |
| Between 25-49% | KANSAS | | | |
| | Lyon | 13,600 | 13,300 | 98 |
| | OKLAHOMA | | | |
| | Grant | 2,400 | 2,400 | 100 |
| Between 5-24% | KANSAS | | | |
| | Clay | 3,800 | 3,700 | 97 |
| | Cloud | 4,500 | 4,400 | 98 |
| | Comanche | 1,000 | 1,000 | 100 |
| | Elk | 1,600 | 1,600 | 100 |
| | Ellis | 10,200 | 10,100 | 99 |
| | Morris | 2,600 | 2,500 | 96 |
| | Russell | 3,300 | 3,200 | 97 |
| | OKLAHOMA | | | |
| | Woods | 4,000 | 3,900 | 98 |
| Station Totals | | 383,800 | 379,300 | 99 |
| Net Weekly Circulation (1991) | | | | 301,680 |
| Average Daily Circulation (1991) | | | | 189,600 |

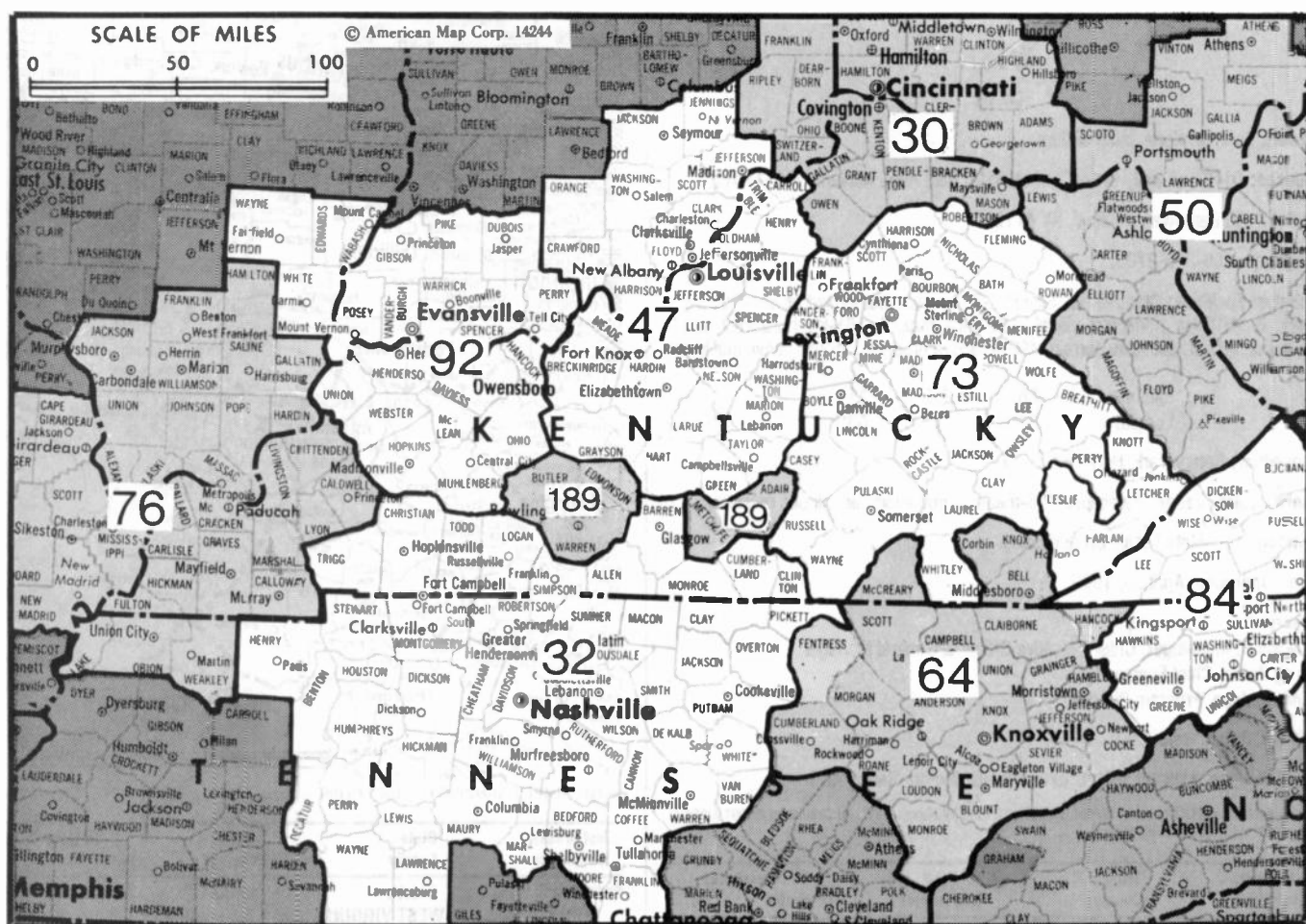
Kansas

WIBW-TV, Topeka (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | MISSOURI | | | |
| | Hok | 2,700 | 2,600 | 96 |
| | NEBRASKA | | | |
| | Gage | 8,900 | 8,800 | 99 |
| | Pawnee | 1,500 | 1,500 | 100 |
| Richardson | 4,200 | 4,100 | 98 | |

KAKE-TV, Wichita (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | KANSAS | | | |
| | Wilson | 4,800 | 4,700 | 98 |
| | Woodson | 1,800 | 1,800 | 100 |
| | OKLAHOMA | | | |
| Osage | 15,500 | 15,400 | 99 | |



| Market | Arbitron A01 TV Households | Rank | Market Area Commercial TV Stations |
|--|----------------------------|------|--|
| Cincinnati, OH | 752,000 | 30 | WCPO-TV (9), WKRC-TV (12), WLWT (5),WSTR-TV (64), WXIX-TV (19) |
| Nashville, TN | 711,900 | 32 | WHTN (39), WJFB (66), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WXMT (30), WZTV (17) |
| Louisville, KY | 530,400 | 47 | WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32) |
| Charleston-Huntington, WV | 511,900 | 50 | WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSP (61), WVAH-TV (11) |
| Knoxville, TN | 402,800 | 64 | WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WKXT-TV (8) |
| Lexington, KY | 358,800 | 73 | WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVO-TV (36), WYMTT (57) |
| Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL | 332,800 | 76 | KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27) |
| Bristol, VA-Kingsport-Johnson City, TN | 307,100 | 84 | WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPTV (19) |
| Evansville, IN | 264,500 | 92 | WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WTVW (7) |
| Bowling Green, KY | 47,000 | 189 | WBKO (13) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|-------------------------|------------------------|
| WKY-TV, Lexington | See Danville, KY |
| WLJC-TV, Lexington | See Beattyville, KY |
| WGRB, Louisville | See Campbellsville, KY |
| KFVS-TV & KBSI, Paducah | See Cape Girardeau, MO |
| WSIL-TV, Paducah | See Harrisburg, IL |
| WTCT, Paducah | See Marion, IL |
| WXIX-TV, Newport | See Cincinnati, OH |

Kentucky Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 4 | 12 | 16 |
| Educational Television Stations | 0 | 17 | 17 |
| | 4 | 29 | 33 |

Kentucky—Ashland

WTSF

Ch. 61

Network Service: None, independent.

Licensee: Tri-State Family Broadcasting, 3100 Bath Ave., Ashland, KY 41101.

Studio: 3100 Bath Ave., Ashland, KY 41101.

Telephone: 606-329-2700.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 1963-kw max. & 1610-kw horizontal visual, 196.3-kw max. & 161-kw horizontal aural. Antenna: 631-ft. above av. terrain, 499-ft. above ground, 1352-ft. above sea level.

Latitude 38° 25' 11"
Longitude 82° 24' 06"

Transmitter: Rotary Park, Huntington, WV.

Satellite Earth Station: Paraclype, 3.6-meter; Automation Techniques receivers.

Ownership: Tri-State Family Broadcasting.

Began Operation: April 30, 1983.

Personnel:

Claude H. Messinger, Chief Executive Officer & General Manager.

Greg Paton, Chief Engineer.

Ann Bledsoe, Program Director.

Highest 30 Sec. Rate: \$50.

City of License: Ashland. ADI: Charleston-Huntington. Rank: 50.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Boyd | 20,200 | 20,100 | 100 |
| | Greenup | 13,600 | 13,500 | 99 |
| | OHIO | | | |
| | Lawrence | 23,800 | 23,400 | 98 |



WTSF BMPCT-810928KE Granted 12/11/81

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|-----------|
| Between 5-24% | Scioto | 30,600 | 30,100 | 98 |
| | WEST VIRGINIA | | | |
| | Wayne | 17,000 | 16,800 | 99 |
| Station Totals | | 105,200 | 103,900 | 99 |
| Net Weekly Circulation (1991) | | | 10,300 | |
| Average Daily Circulation (1991) | | | 2,800 | |

Kentucky—Beattyville

WLJC-TV

Ch. 65

Network Service: None, independent.

Licensee: Hour of Harvest Inc., c/o Rev. Forest Drake, Station WLJC(FM), Beattyville, KY 41311.

Studio: Rte. 11, Beattyville, KY 41311.

Telephone: 606-464-8672.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 73.4-kw max. visual, 7.34-kw max. aural. Antenna: 632-ft. above av. terrain, 501-ft. above ground, 1578-ft. above sea level.

Latitude 37° 36' 23"
Longitude 83° 41' 16"

Transmitter: 2.4-mi. N on Route 11, Beattyville.

Satellite Earth Stations: 3 in operation C-band; Automation Techniques receivers.

Ownership: Hour of Harvest Inc.

Began Operation: October 18, 1982.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:
Forest Drake, President & General Manager.

Highest 30 Sec. Rate: \$7.92.

City of License: Beattyville. ADI: Lexington. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| | KENTUCKY | | | |
| Between 5-24% | Jackson | 4,500 | 4,400 | 98 |
| | Lee | 2,900 | 2,800 | 97 |



WLJC-TV BMPCT—870212KX Granted 4/30/87

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| Between 5-24% | Powell | 4,200 | 4,100 | 98 |
| | Wolfe | 2,500 | 2,500 | 98 |
| Station Totals | | 14,100 | 13,800 | 98 |
| Net Weekly Circulation (1991) | | | 1,500 | |
| Average Daily Circulation (1991) | | | 800 | |

Kentucky—Bowling Green

WBKO

Ch. 13

Network Service: ABC.

Licensee: Bluegrass Television Inc., 2727 Russellville Rd., Box 13000, Bowling Green, KY 42102.

Telephone: 502-781-1313. TWX: 810-531-3667. Fax: 502-781-1814.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

Latitude 37° 03' 52"
Longitude 86° 26' 07"

Transmitter: Off State Hwy. 185, 5-mi. NE of Bowling Green.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; M/A-Corn, 3.66-meter Ku-band; Avantek, Drake, M/A-Corn receivers.

News Services: ABC, AP, NIWS.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: June 3, 1962. Sale to present owner by Bluegrass Media Inc. approved by FCC Feb. 14, 1983. Sale to Bluegrass by Professional Telecasting Systems approved July 14, 1976. Previous sale by Argus Bcstg. Co. (George A. Brown Jr., et al.) approved by FCC June 11, 1970.

Represented (sales): Katz Television.

Represented (legal): Crowell & Moring.

Personnel:

- Clyde G. Payne, Vice President & General Manager.
- Charles Fortney, News Director.
- Steve Crabtree, Program Director.
- Neal Morrison, General Sales Manager.
- David L. Chumley, Director of Engineering.
- Chris Allen, Promotion Director.
- Nellie W. Brown, Business Manager.
- Blair Payne, Production Manager.
- Gene Prather, Administrative & Community Services Director.

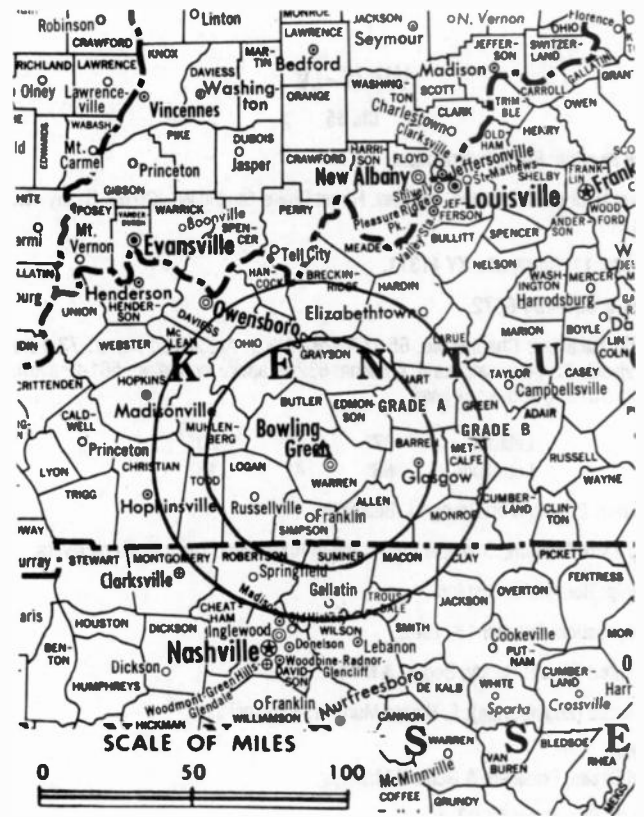
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$350.

City of License: Bowling Green. ADI: Bowling Green. Rank: 189.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| KENTUCKY | | | | |
| 50% & Over | Adair | 5,900 | 5,800 | 98 |
| | Allen | 5,900 | 5,900 | 99 |
| | Barren | 13,000 | 12,900 | 99 |
| | Butler | 4,200 | 4,200 | 100 |
| | Cumberland | 2,800 | 2,800 | 100 |
| | Edmonson | 3,500 | 3,500 | 100 |
| | Grayson | 8,500 | 8,400 | 99 |
| | Green | 3,900 | 3,900 | 100 |
| | Hart | 6,000 | 6,000 | 100 |
| | Logan | 10,000 | 9,900 | 99 |



WBKO BPC1-4372 Granted 7/27/70

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Metcalfe | 3,600 | 3,600 | 100 |
| | Monroe | 4,700 | 4,700 | 100 |
| | Muhlenberg | 11,500 | 11,400 | 99 |
| | Ohio | 8,100 | 8,000 | 99 |
| | Russell | 5,800 | 5,700 | 98 |
| | Simpson | 5,500 | 5,500 | 100 |
| | Warren | 30,900 | 30,700 | 99 |
| BETWEEN 25-49% | | | | |
| KENTUCKY | | | | |
| | Christian | 20,200 | 20,100 | 100 |
| | Clinton | 3,600 | 3,600 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Todd | 4,300 | 4,300 | 100 |
| TENNESSEE | | | | |
| | Clay | 3,100 | 3,100 | 100 |
| | Pickett | 1,600 | 1,600 | 100 |
| BETWEEN 5-24% | | | | |
| KENTUCKY | | | | |
| | Breckinridge | 6,400 | 6,300 | 98 |
| | Hardin | 28,900 | 28,800 | 100 |
| | Larue | 4,400 | 4,400 | 100 |
| | Mc Lean | 3,500 | 3,500 | 100 |
| | Trigg | 3,600 | 3,600 | 100 |
| | Wayne | 6,800 | 6,700 | 99 |
| TENNESSEE | | | | |
| | Macon | 6,400 | 6,300 | 98 |
| Station Totals | | 235,400 | 233,900 | 99 |
| Net Weekly Circulation (1991) | | | | 135,400 |
| Average Daily Circulation (1991) | | | | 80,000 |

Kentucky—Campbellsville

WGRB

Ch. 34

Network Service: None, independent.

Licensee: Green River Bcstg. Co. Inc., Box 400, Campbellsville, KY 42718.

Studio: 1210 Cane Valley Rd., Cane Valley, KY 42720.

Telephones: 502-465-2223; 502-384-4738. Fax: 502-384-6864.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 600-kw max. visual, 108-kw max. aural. Antenna: 1027-ft. above av. terrain, 954-ft. above ground, 1848-ft. above sea level.

Latitude 37° 10' 05"
Longitude 85° 18' 32"

Transmitter: Hwy. 55, 4.1-mi. N of Columbia.

Satellite Earth Stations: C-band; Ku-band; ChannelMaster, Scientific-Atlanta receivers.

Ownership: Green River Bcstg. Co. Inc.

Began Operation: April 7, 1983.

Represented (legal): Schwartz, Woods & Miller.

Represented (engineering): Rubin, Bednarek & Associates Inc.

Personnel:

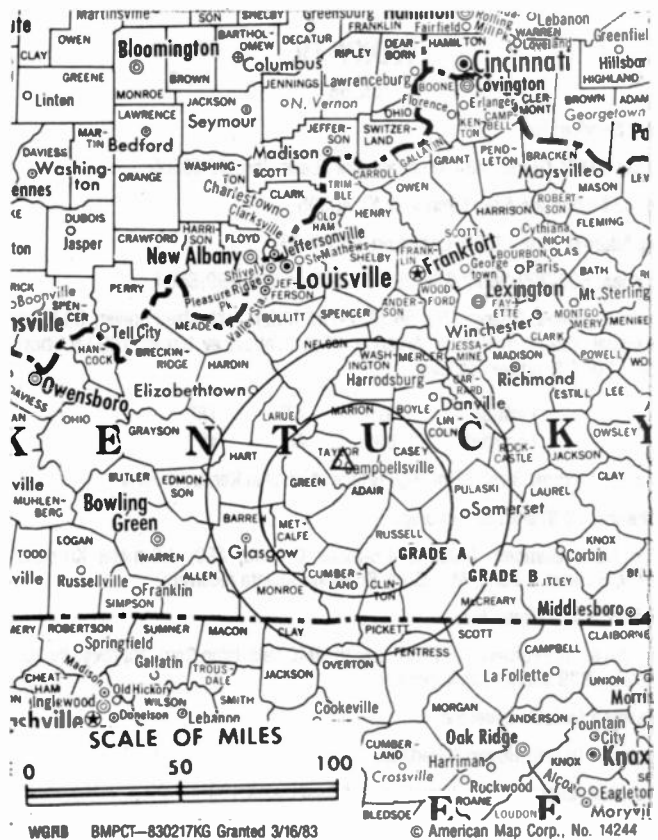
- Anita Begley, General Manager.
- Linda Waggener, Local Sales Manager.
- Connie Leonard, News Director.
- Marty Bagby, Program Director.
- Mike Graham, Chief Engineer.
- Greg Rinehart, Promotion Director

Highest 30 Sec. Rate: \$125.

City of License: Campbellsville. ADI: Louisville. Rank: 47.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KENTUCKY | | | |
| | Adair | 5,900 | 5,800 | 98 |
| Between 25-49% | KENTUCKY | | | |
| | Clinton | 3,600 | 3,600 | 100 |
| | Green | 3,900 | 3,900 | 100 |
| | Hart | 6,000 | 6,000 | 100 |
| | Metcalfe | 3,600 | 3,600 | 100 |
| | Russell | 5,800 | 5,700 | 98 |
| | Wayne | 6,800 | 6,700 | 99 |
| Between 5-24% | KENTUCKY | | | |
| | Allen | 5,900 | 5,900 | 99 |
| | Barren | 13,000 | 12,900 | 99 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Casey | 5,900 | 5,800 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|----------------|---------------|
| Between 5-24% | Cumberland | 2,800 | 2,800 | 100 |
| | Edmonson | 3,500 | 3,500 | 100 |
| | Garrard | 4,300 | 4,300 | 100 |
| | Grayson | 8,500 | 8,400 | 99 |
| | Hardin | 28,900 | 28,800 | 100 |
| | Larue | 4,400 | 4,400 | 100 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | McCreary | 5,800 | 5,700 | 98 |
| | Marion | 5,800 | 5,800 | 100 |
| | Monroe | 4,700 | 4,700 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Pulaski | 19,300 | 19,000 | 98 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Washington | 3,400 | 3,400 | 100 |
| TENNESSEE | Clay | 3,100 | 3,100 | 100 |
| | Pickett | 1,600 | 1,600 | 100 |
| Station Totals | | 192,900 | 191,400 | 99 |
| Net Weekly Circulation (1991) | | | | 33,200 |
| Average Daily Circulation (1991) | | | | 10,500 |

Kentucky—Danville-Lexington

WDKY-TV

Ch. 56

Network Service: Fox.

Licensee: WDKY-TV Inc., 434 Interstate Ave., Lexington, KY 40505.

Studio: 434 Interstate Ave., Lexington, KY 40505.

Mailing Address: Box 12650, Lexington, KY 40583.

Telephones: 606-299-3856; 606-293-1475. Fax: 606-299-8604.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 3390-kw max. visual, 339-kw max. aural. Antenna: 1151-ft. above av. terrain, 1099-ft. above ground, 2044-ft. above sea level.

Latitude 37° 47' 18"
Longitude 84° 40' 49"

Transmitter: Approx. 3-mi. SE of High Bridge at bend in Kentucky River.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.6-meter C-band; AFC, 3.6-meter Ku-band; Andrew, 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Backe Group Inc.

Began Operation: February 10, 1986. Sale to MMC Television Corp. approved by FCC Sept. 25, 1989 but not consummated.

Represented (sales): Seitel Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

- Tylin J. Smith, Vice President & General Manager.
- Larry Frost, General Sales Manager.
- Juris Rasums, Program & Operations Manager.
- Stephen Jones, Chief Engineer.
- Joy Ross-Scarborough, Promotion Director.
- Joanne Q. Parker, Business Manager.

Highest 30 Sec. Rate: \$750.

City of License: Danville. ADI: Lexington. Rank: 73.

Total Households: ©NSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| KENTUCKY | | | | |
| 50% & Over | Bourbon | 7,400 | 7,300 | 99 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Clark | 11,300 | 11,200 | 99 |
| | Fayette | 90,300 | 89,800 | 99 |
| | Garrard | 4,300 | 4,300 | 100 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jessamine | 11,100 | 11,000 | 99 |
| | Laurel | 15,900 | 15,700 | 99 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Madison | 19,800 | 19,600 | 99 |
| | Mercer | 7,500 | 7,400 | 99 |
| | Owsley | 1,800 | 1,700 | 97 |
| | Powell | 4,200 | 4,100 | 98 |
| | Pulaski | 19,300 | 19,000 | 98 |
| | Rockcastle | 5,400 | 5,300 | 98 |
| | Scott | 8,600 | 8,500 | 99 |
| | Woodford | 7,200 | 7,100 | 99 |
| KENTUCKY | | | | |
| Between 25-49% | Anderson | 5,400 | 5,400 | 100 |
| | Bath | 3,600 | 3,600 | 99 |
| | Casey | 5,900 | 5,800 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | | | | |
| | Clay | 7,900 | 7,800 | 99 |
| | Estill | 5,400 | 5,300 | 98 |
| | Fleming | 4,800 | 4,800 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| | Harrison | 5,800 | 5,800 | 100 |
| | Lee | 2,900 | 2,800 | 97 |
| | Marion | 5,800 | 5,800 | 100 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Nicholas | 2,700 | 2,700 | 100 |
| | Russell | 5,800 | 5,700 | 98 |
| | Whitley | 13,700 | 13,500 | 99 |

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| KENTUCKY | | | | |
| Between 5-24% | | | | |
| | Adair | 5,900 | 5,800 | 98 |
| | Breathitt | 5,600 | 5,500 | 98 |
| | Grant | 5,200 | 5,200 | 100 |
| | Harlan | 14,300 | 14,100 | 99 |
| | Henry | 4,700 | 4,700 | 100 |
| | Knox | 11,100 | 10,900 | 98 |
| | McCreary | 5,800 | 5,700 | 98 |
| | Menifee | 1,600 | 1,600 | 100 |
| | Morgan | 4,100 | 4,000 | 98 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Owen | 3,400 | 3,400 | 100 |
| | Robertson | 800 | 800 | 100 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Washington | 3,400 | 3,400 | 100 |
| | Wayne | 6,800 | 6,700 | 99 |
| | Wolfe | 2,500 | 2,500 | 98 |

| | | | |
|---|----------------|----------------|----------------|
| Station Totals | 426,000 | 421,700 | 99 |
| Net Weekly Circulation (1991) | | | 189,900 |
| Average Daily Circulation (1991) | | | 78,700 |

Kentucky—Hazard

WYMT-TV

Ch. 57

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Hwy. 15 Bypass, Box 1299, Hazard, KY 41701.

Studio: Box 1299, Hwy. 15 Bypass, Hazard, KY 41701.

Telephone: 606-436-5757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 2630-kw max. visual, 250-kw max. aural. Antenna: 1560-ft. above av. terrain, 1005-ft. above ground, 2925-ft. above sea level.

Latitude 37° 11' 38"
Longitude 83° 10' 52"

Transmitter: Buffalo Mountain, Hazard.

Satellite Earth Stations: Harris, 7-meter C-band; Harris, 3.5-meter C-band; Scientific-Atlanta receivers.

SNG Mobile Dish: Nurad.

News Services: AP, CBS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

Began Operation: October 20, 1969. Sale to present owner by William D. Gorman, et al., approved by FCC May 22, 1985.

Represented (sales): Roslin TV Sales.

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

Personnel:

Ralph W. Gabbard, Executive Vice President & General Manager.

Ernestine Cornett, Station Manager.

Jim Boggs, General Sales Manager.

Tony Turner, News Director.

Mahala Duff, Program & Promotion Coordinator.

Jim Combs, Chief Engineer.

Louise Adams, Office Manager.

Highest 30 Sec. Rate: \$340.

City of License: Hazard. ADI: Lexington. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| KENTUCKY | | | | |
| 50% & Over | Bell | 11,900 | 11,800 | 99 |
| | Breathitt | 5,600 | 5,500 | 98 |
| | Floyd | 18,200 | 18,000 | 99 |
| | Harlan | 14,300 | 14,100 | 99 |
| | Knott | 6,200 | 6,100 | 98 |
| | Knox | 11,100 | 10,900 | 98 |
| | Leslie | 5,000 | 4,900 | 98 |
| | Letcher | 10,600 | 10,400 | 98 |
| | Owsley | 1,800 | 1,700 | 97 |



WYMT-TV BMPCT-851220KF Granted 2/28/86

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Perry | 12,200 | 12,000 | 98 |
| | Pike | 28,600 | 28,300 | 99 |
| KENTUCKY | | | | |
| Between 25-49% | Clay | 7,900 | 7,800 | 99 |
| | Johnson | 9,100 | 9,000 | 99 |
| | Laurel | 15,900 | 15,700 | 99 |
| | Magoffin | 5,000 | 4,900 | 98 |
| | Martin | 4,500 | 4,400 | 98 |
| | Morgan | 4,100 | 4,000 | 98 |
| | Whitley | 13,700 | 13,500 | 99 |
| KENTUCKY | | | | |
| Between 5-24% | Elliott | 2,500 | 2,500 | 100 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Lee | 2,900 | 2,800 | 97 |
| | Menifee | 1,600 | 1,600 | 100 |
| | Wolfe | 2,500 | 2,500 | 98 |
| WEST VIRGINIA | | | | |
| | Mingo | 12,700 | 12,500 | 98 |
| Station Totals | | 212,400 | 209,300 | 99 |
| Net Weekly Circulation (1991) | | | 120,100 | |
| Average Daily Circulation (1991) | | | 67,800 | |

Kentucky—Lexington

WKYT-TV

Ch. 27

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Box 5037, Lexington, KY 40555.

Studio: Rte. 4, Winchester Rd., Lexington, KY 40555.

Mailing Address: Box 5037, Lexington, KY 40555.

Telephone: 606-299-0411. TWX: 510-476-8850. Fax: 606-299-2494.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1520-kw max. visual. Antenna: 985-ft. above av. terrain, 954-ft. above ground, 1945-ft. above sea level.

Latitude 38° 02' 22"
Longitude 84° 24' 11"

Transmitter: N side of U.S. Rte. 60, 2.8-mi. E of New Circle Rd.

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

News Services: AP, CBS, NIWS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

Began Operation: September 30, 1957. Sale to present owner by Taft Bcstg. approved April 26, 1967 by FCC (Television Digest, Vol. 7:6, 18). Sale to Taft by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 (Vol. 14:12, 20). Gregg, et al., acquired Ch. 27 CP when they purchased radio WLAP from Gilmore N. Nunn in 1957 (Vol. 13:13).

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

Represented (legal): Latham & Watkins.

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

Personnel:

- Ralph W. Gabbard, President & General Manager.
- Jere Pigue, Vice President & Station Manager.
- John Bobel, Vice President, News, Client & Creative Services.
- Mike Kanarek, Vice President, Operations.
- Chas Callaway, Vice President, Engineering & Broadcast Services.
- George Stevens, National Sales Manager.
- Barbara Carden, Program Director.
- Belinda Turley, Business Manager.
- Sharon Helton, Traffic Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Lexington. ADI: Lexington. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| KENTUCKY | | | | |
| 50% & Over | Anderson | 5,400 | 5,400 | 100 |
| | Bath | 3,600 | 3,600 | 99 |
| | Bourbon | 7,400 | 7,300 | 99 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Casey | 5,900 | 5,800 | 98 |
| | Clark | 11,300 | 11,200 | 99 |
| | Clay | 7,900 | 7,800 | 99 |
| | Estill | 5,400 | 5,300 | 98 |
| | Fayette | 90,300 | 89,800 | 99 |
| | Fleming | 4,800 | 4,800 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| | Garrard | 4,300 | 4,300 | 100 |
| | Harlan | 14,300 | 14,100 | 99 |
| | Harrison | 5,800 | 5,800 | 100 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jessamine | 11,100 | 11,000 | 99 |



WKYT-TV BPCT-890407KG Granted 5/12/89

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Knott | 6,200 | 6,100 | 98 |
| | Laurel | 15,900 | 15,700 | 99 |
| | Lee | 2,900 | 2,800 | 97 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Mc Creary | 5,800 | 5,700 | 98 |
| | Madison | 19,800 | 19,600 | 99 |
| | Mason | 6,300 | 6,300 | 100 |
| | Menifee | 1,600 | 1,600 | 100 |
| | Mercer | 7,500 | 7,400 | 99 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Nicholas | 2,700 | 2,700 | 100 |
| | Owsley | 1,800 | 1,700 | 97 |
| | Perry | 12,200 | 12,000 | 98 |
| | Powell | 4,200 | 4,100 | 98 |
| | Pulaski | 19,300 | 19,000 | 98 |
| | Robertson | 800 | 800 | 100 |
| | Rockcastle | 5,400 | 5,300 | 98 |
| | Rowan | 6,500 | 6,400 | 98 |
| | Russell | 5,800 | 5,700 | 98 |
| | Scott | 8,600 | 8,500 | 99 |
| | Washington | 3,400 | 3,400 | 100 |
| | Wayne | 6,800 | 6,700 | 99 |
| | Whitley | 13,700 | 13,500 | 99 |
| | Wolfe | 2,500 | 2,500 | 98 |
| | Woodford | 7,200 | 7,100 | 99 |
| KENTUCKY | | | | |
| Between 25-49% | Breathitt | 5,600 | 5,500 | 98 |
| | Knox | 11,100 | 10,900 | 98 |
| | Lewis | 5,000 | 4,900 | 98 |
| | Magoffin | 5,000 | 4,900 | 98 |
| (Continued on page A-518) | | | | |
| Station Totals | | 617,100 | 610,800 | 99 |
| Net Weekly Circulation (1991) | | | | 356,400 |
| Average Daily Circulation (1991) | | | | 208,000 |

Kentucky—Lexington

WLEX-TV

Ch. 18

Network Service: NBC.

Licensee: WLEX-TV Inc., Box 1457, Lexington, KY 40591.

Studio: 1065 Russell Cave Rd., Lexington, KY 40505.

Mailing Address: Box 1457, Lexington, KY 40591.

Telephone: 606-255-4404. TWX: 510-476-8896. Fax: 606-255-2418.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1104-kw max. & 1000-kw horizontal visual, 221-kw max. & 200-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level.

Latitude 38° 03' 56"
Longitude 84° 29' 13"

Requests CP for change to 5000-kw max. visual, 1808-ft. above av. terrain, 1699-ft. above ground, 2664-ft. above sea level, lat. 37° 55' 23", long. 84° 09' 14", transmitter to 4396-ft. SSE of Muddy Creek & Cole Rds., 4.6-mi. SSE of Winchester. BPCT-900316KE.

Transmitter: Russell Cave Pike.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris Ku-band; Comtech, 5-meter C-band; RCA Ku-band; Cyclesat, Harris, M/A-Corn, Pinzone receivers.

News Service: AP.

Ownership: WLEX-TV Inc.

Began Operation: March 15, 1955.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Harry C. Barfield, President & General Manager.
John A. Duvall, Vice President & Station Manager.
Joe Oliver, Vice President & General Sales Manager.
Simuel R. Wilson, Vice President, Finance & Administration.
Paul East, Local Sales Manager.
Jim Allison, News Director.
Bill Crawford, Director, Station Promotion.
Al Greenfield, Production Manager.
Sue Wylie, Director, Public Affairs.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Lexington. ADI: Lexington. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | KENTUCKY | | | |
| | Anderson | 5,400 | 5,400 | 100 |
| | Bath | 3,600 | 3,600 | 99 |
| | Bourbon | 7,400 | 7,300 | 99 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Breathitt | 5,600 | 5,500 | 98 |
| | Casey | 5,900 | 5,800 | 98 |
| | Clark | 11,300 | 11,200 | 99 |
| | Clay | 7,900 | 7,800 | 99 |
| | Estill | 5,400 | 5,300 | 98 |
| | Fayette | 90,300 | 89,800 | 99 |
| | Fleming | 4,800 | 4,800 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| | Garrard | 4,300 | 4,300 | 100 |



WLEX-TV BPCT-4123 Granted 5/27/68

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Harrison | 5,800 | 5,800 | 100 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jessamine | 11,100 | 11,000 | 99 |
| | Knox | 11,100 | 10,900 | 98 |
| | Laurel | 15,900 | 15,700 | 99 |
| | Lee | 2,900 | 2,800 | 97 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Madison | 19,800 | 19,600 | 99 |
| | Menifee | 1,600 | 1,600 | 100 |
| | Mercer | 7,500 | 7,400 | 99 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Nicholas | 2,700 | 2,700 | 100 |
| | Owen | 3,400 | 3,400 | 100 |
| | Owsley | 1,800 | 1,700 | 97 |
| | Perry | 12,200 | 12,000 | 98 |
| | Powell | 4,200 | 4,100 | 98 |
| | Pulaski | 19,300 | 19,000 | 98 |
| | Robertson | 800 | 800 | 100 |
| | Rockcastle | 5,400 | 5,300 | 98 |
| | Rowan | 6,500 | 6,400 | 98 |
| Russell | 5,800 | 5,700 | 98 | |
| Scott | 8,600 | 8,500 | 99 | |
| Taylor | 8,800 | 8,700 | 99 | |
| Washington | 3,400 | 3,400 | 100 | |
| Wayne | 6,800 | 6,700 | 99 | |
| Wolfe | 2,500 | 2,500 | 98 | |
| Woodford | 7,200 | 7,100 | 99 | |

| Between 25-49% | State County | Total Households | TV Households | % |
|----------------|--------------|------------------|---------------|-----|
| Between 25-49% | KENTUCKY | | | |
| | Green | 3,900 | 3,900 | 100 |
| | Harian | 14,300 | 14,100 | 99 |

(Continued on page A-518)

| Station Totals | Total Households | TV Households | % |
|----------------------------------|------------------|---------------|---------|
| Station Totals | 497,100 | 491,900 | 99 |
| Net Weekly Circulation (1991) | | | 325,000 |
| Average Daily Circulation (1991) | | | 179,900 |

Kentucky—Lexington

WTVQ-TV

Ch. 36

Network Service: ABC.

Licensee: Shamrock Bcstg. Inc., Box 5590, Lexington, KY 40509.

Studio: 2940 Bryant Rd., Lexington, KY 40511.

Telephone: 606-233-3600. TWX: 510-476-8806. Fax: 606-293-5002.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2240-kw max. & 1700-kw horizontal visual, 224-kw max. & 170-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 994-ft. above ground, 1994-ft. above sea level.

Latitude 38° 02' 03"
Longitude 84° 23' 39"

Transmitter: 2940 Bryant Rd.

Satellite Earth Stations: Andrew, 9.3-meter C-band; Andrew, 4.5-meter C-band; Harris, 6.2-meter C-band; Comtech, 3.8-meter C-band; Andrew, Harris, Scientific-Atlanta receivers.

News Services: ABC, AP, UPI.

Ownership: Shamrock Broadcasting Inc. (Group Owner).

Began Operation: June 2, 1968 on Ch. 62; began on Ch. 36 June 20, 1980. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Roy B. White Jr. & Reeves Telecom Corp. approved Nov. 14, 1973.

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Jerry Fox, Vice President & General Manager.

Ted Holcomb, Local Sales Manager.

Craig Alexander, News Director.

Carolyn Dooley, Business Manager.

Claudia Haller, Promotion & Marketing Director.

Jim Brady, Director of Engineering.

Rates: On request.

NETWORK BASE HOURLY RATE: \$650.

City of License: Lexington. ADI: Lexington. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | | | | |
| | Anderson | 5,400 | 5,400 | 100 |
| | Bath | 3,600 | 3,600 | 99 |
| | Bourbon | 7,400 | 7,300 | 99 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Breathitt | 5,600 | 5,500 | 98 |
| | Casey | 5,900 | 5,800 | 98 |
| | Clark | 11,300 | 11,200 | 99 |
| | Clay | 7,900 | 7,800 | 99 |
| | Estill | 5,400 | 5,300 | 98 |
| | Fayette | 90,300 | 89,800 | 99 |
| | Fleming | 4,800 | 4,800 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| | Garrard | 4,300 | 4,300 | 100 |
| | Harrison | 5,800 | 5,800 | 100 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jessamine | 11,100 | 11,000 | 99 |
| | Knott | 6,200 | 6,100 | 98 |
| | Laurel | 15,900 | 15,700 | 99 |
| | Lee | 2,900 | 2,800 | 97 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Madison | 19,800 | 19,600 | 99 |
| | Mason | 6,300 | 6,300 | 100 |



WTVQ-TV Doc. 21392 Granted 4/18/79

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Menifee | 1,600 | 1,600 | 100 |
| | Mercer | 7,500 | 7,400 | 99 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Nicholas | 2,700 | 2,700 | 100 |
| | Owen | 3,400 | 3,400 | 100 |
| | Owsley | 1,800 | 1,700 | 97 |
| | Perry | 12,200 | 12,000 | 98 |
| | Powell | 4,200 | 4,100 | 98 |
| | Pulaski | 19,300 | 19,000 | 98 |
| | Robertson | 800 | 800 | 100 |
| | Rockcastle | 5,400 | 5,300 | 98 |
| | Rowan | 6,500 | 6,400 | 98 |
| | Russell | 5,800 | 5,700 | 98 |
| | Scott | 8,600 | 8,500 | 99 |
| | Wayne | 6,800 | 6,700 | 99 |
| | Whitley | 13,700 | 13,500 | 99 |
| | Wolfe | 2,500 | 2,500 | 98 |
| | Woodford | 7,200 | 7,100 | 99 |
| BETWEEN 25-49% | | | | |
| | Knox | 11,100 | 10,900 | 98 |
| | Leslie | 5,000 | 4,900 | 98 |
| | Lewis | 5,000 | 4,900 | 98 |
| | Magoffin | 5,000 | 4,900 | 98 |
| | Morgan | 4,100 | 4,000 | 98 |
| BETWEEN 5-24% | | | | |
| | Bell | 11,900 | 11,800 | 99 |
| | Bracken | 2,700 | 2,700 | 100 |
| | Carter | 9,000 | 8,900 | 99 |
| | Floyd | 18,200 | 18,000 | 99 |
| | Grant | 5,200 | 5,200 | 100 |
| (Continued on page A-518) | | | | |
| Station Totals | | 527,500 | 521,900 | 99 |
| Net Weekly Circulation (1991) | | | | 321,100 |
| Average Daily Circulation (1991) | | | | 179,700 |

Kentucky—Louisville

WAVE

Ch. 3

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, KY 40203.

Studio: 725 S. Floyd St., Louisville, KY 40203.

Mailing Address: Box 32970, Louisville, KY 40232.

Telephone: 502-585-2201. Fax: 502-561-4115.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1820-ft. above av. terrain, 1690-ft. above ground, 2500-ft. above sea level.

Latitude 38° 27' 23"
Longitude 85° 25' 28"

Transmitter: 4.1-mi. NW of LaGrange, N of Hwy. 42, W of Hwy. 53.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, Andrew receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: November 24, 1948. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 20:24; 21:4).

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

Guy Hempel, Vice President & General Manager.
Stephen P. Langford, General Sales Manager.
Nick Ulmer, National Sales Manager.
Bill Eschbach, Chief Engineer.
Ed Godfrey, News Director.
Margaret Shadbourne, Program & Special Services Director.
Margaret Wadlington, Business Manager.
Jim Brandenburg, Production & Operations Manager.
Bob Fulbright, Creative Services Director.

Highest 30 Sec. Rate: \$2900.

NETWORK BASE HOURLY RATE: \$3863.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | INDIANA | | | |
| | Clark | 33,100 | 32,600 | 98 |
| | Crawford | 3,800 | 3,700 | 97 |
| | Floyd | 23,800 | 23,500 | 99 |
| | Harrison | 10,700 | 10,500 | 98 |
| | Jackson | 14,000 | 13,800 | 99 |
| | Jefferson | 10,600 | 10,400 | 98 |
| | Jennings | 8,100 | 7,900 | 98 |
| | Lawrence | 16,900 | 16,600 | 98 |
| | Orange | 7,300 | 7,100 | 97 |
| | Scott | 7,600 | 7,400 | 97 |
| | Washington | 8,600 | 8,400 | 98 |
| | KENTUCKY | | | |
| | Anderson | 5,400 | 5,400 | 100 |
| | Breckinridge | 6,400 | 6,300 | 98 |
| Bullitt | 15,800 | 15,700 | 99 | |
| Carroll | 3,600 | 3,600 | 100 | |



WAVE BPCT-850211KJ Granted 3/28/85 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Grayson | 8,500 | 8,400 | 99 |
| | Hardin | 28,900 | 28,800 | 100 |
| | Hart | 6,000 | 6,000 | 100 |
| | Henry | 4,700 | 4,700 | 100 |
| | Jefferson | 263,800 | 263,000 | 100 |
| | Larue | 4,400 | 4,400 | 100 |
| | Marion | 5,800 | 5,800 | 100 |
| | Meade | 8,100 | 8,100 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Oldham | 10,700 | 10,700 | 100 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Spencer | 2,300 | 2,300 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| | Washington | 3,400 | 3,400 | 100 |

| | | | | |
|----------------|----------|--------|--------|-----|
| Between 25-49% | INDIANA | | | |
| | Dubois | 13,400 | 13,000 | 97 |
| | Perry | 6,500 | 6,300 | 97 |
| Switzerland | 2,900 | 2,800 | 97 | |
| KENTUCKY | Franklin | 18,000 | 17,900 | 99 |
| | Green | 3,900 | 3,900 | 100 |
| | Mercer | 7,500 | 7,400 | 99 |
| | Owen | 3,400 | 3,400 | 100 |

| | | | | |
|---------------|-------------|--------|--------|----|
| Between 5-24% | INDIANA | | | |
| | Bartholomew | 25,200 | 24,800 | 98 |
| | Brown | 5,500 | 5,400 | 98 |
| | Decatur | 8,500 | 8,300 | 98 |
| Martin | 3,900 | 3,800 | 97 | |

(Continued on page A-518)

| | | | |
|----------------------------------|---------|---------|---------|
| Station Totals | 709,200 | 702,900 | 99 |
| Net Weekly Circulation (1991) | | | 512,800 |
| Average Daily Circulation (1991) | | | 300,700 |

Kentucky—Louisville

WBNA

Ch. 21

Network Service: None, independent.

Licensee: Word Bcstg. Network Inc., Drawer 21, Louisville, KY 40219.

Studio: 3701 Fern Valley Rd., Louisville, KY 40219.

Telephones: 502-964-2121; 502-968-2000.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 2000-kw max visual, 200-kw max aural. Antenna: 750-ft. above av. terrain, 549-ft. above ground, 1349-ft. above sea level.

Latitude 38° 01' 59"
Longitude 85° 45' 16"

Transmitter: Prayer Mountain, Sheperdsville.

Ownership: Word Broadcasting Network Inc.

Began Operation: April 2, 1986.

Represented (sales): Landin Media Sales.

Represented (legal): Pepper & Corazzini.

Personnel:

Robert W. Rodgers, General Manager.
Steve Rayborn, Station Manager.
Robert Gordon, General Sales Manager.
Carl Piccuto, Local Sales Manager.
Bryan Bailey, Program & Promotion Director.
Terrell Smith, Chief Engineer.
Clarence Henson, Engineering.
Charles Ragland, Business Manager.

Highest 30 Sec. Rate: \$250.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24% | INDIANA | | | |
| | Clark | 33,100 | 32,600 | 98 |
| | Floyd | 23,800 | 23,500 | 99 |
| | Harrison | 10,700 | 10,500 | 98 |
| | Scott | 7,600 | 7,400 | 97 |
| KENTUCKY | Breckinridge | 6,400 | 6,300 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| Between 5-24% | Bullitt | 15,800 | 15,700 | 99 |
| | Hardin | 28,900 | 28,800 | 100 |
| | Jefferson | 263,800 | 263,000 | 100 |
| | Meade | 8,100 | 8,100 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Oldham | 10,700 | 10,700 | 100 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Spencer | 2,300 | 2,300 | 100 |
| | Trimble | 2,200 | 2,200 | 100 |
| Station Totals | | 432,900 | 430,500 | 99 |
| Net Weekly Circulation (1991) | | | | 51,900 |
| Average Daily Circulation (1991) | | | | 12,400 |

Kentucky—Louisville

WDRB-TV

Ch. 41

Network Service: Fox.

Licensee: Independence Television Co., One Independence Square, Louisville, KY 40203.

Studio: One Independence Square, Louisville, KY 40203.

Telephone: 502-584-6441. TWX: 810-535-3328. Fax: 502-589-5559.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 5000-kw max. visual. Antenna: Circularly polarized, 1283-ft. above av. terrain, 971-ft. above ground, 1932-ft. above sea level.

Latitude 38° 21' 00.00"
Longitude 85° 50' 56.50"

Transmitter: W side of Christian Rd., 4-mi. NW of New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Microdyne, 4.7-meter C-band; AFC, 3.6-meter Ku-band; Microdyne receivers.

News Service: AP, CNN.

Ownership: Blade Communications Inc. (Group Owner).

Began Operation: February 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (Television Digest, Vol. 23:26). Sale to Cowles by Owsley & Egerton Welch, J. P. Morgan, Arie Howard, et al., approved by FCC Oct. 25, 1977 (Vol. 17:21, 51).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

John J. Dorkin, President & General Manager.
Jack Ratterman, General Sales Manager.
Kim Craven, National Sales Manager.
Gary Bockhorst, Operations Manager.
Hal Stopfel, News Director.
Glen Cook, Chief Engineer.
Trish Powell, Promotion Director.
Pattie Kiray, Controller.
Sherean Malezedah, Marketing Director.
Ron Mack, Production Director.
Nella Seow, Traffic Supervisor.

Highest 30 Sec. Rate: \$1200.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | INDIANA | | | |
| | Clark | 33,100 | 32,600 | 98 |
| | Floyd | 23,800 | 23,500 | 99 |
| | Harrison | 10,700 | 10,500 | 98 |
| | Jefferson | 10,600 | 10,400 | 98 |
| | Perry | 6,500 | 6,300 | 97 |
| | Scott | 7,600 | 7,400 | 97 |
| | Washington | 8,600 | 8,400 | 98 |
| | KENTUCKY | | | |
| | Breckinridge | 6,400 | 6,300 | 98 |
| | Bullitt | 15,800 | 15,700 | 99 |
| Carroll | 3,600 | 3,600 | 100 | |
| Grayson | 8,500 | 8,400 | 99 | |
| Hardin | 28,900 | 28,800 | 100 | |
| Henry | 4,700 | 4,700 | 100 | |
| Jefferson | 263,800 | 263,000 | 100 | |
| Larue | 4,400 | 4,400 | 100 | |



WDRB-TV BPCT-890518KG Granted 6/14/89

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Meade | 8,100 | 8,100 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Oldham | 10,700 | 10,700 | 100 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Spencer | 2,300 | 2,300 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| | Washington | 3,400 | 3,400 | 100 |
| Between 25-49% | INDIANA | | | |
| | Crawford | 3,800 | 3,700 | 97 |
| | Dubois | 13,400 | 13,000 | 97 |
| | Jackson | 14,000 | 13,800 | 99 |
| | Lawrence | 16,900 | 16,600 | 98 |
| Between 5-24% | INDIANA | | | |
| | Decatur | 8,500 | 8,300 | 98 |
| | Jennings | 8,100 | 7,900 | 98 |
| | Martin | 3,900 | 3,800 | 97 |
| | Switzerland | 2,900 | 2,800 | 97 |
| Station Totals | KENTUCKY | | | |
| | Anderson | 5,400 | 5,400 | 100 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Franklin | 18,000 | 17,900 | 99 |
| Net Weekly Circulation (1991) | Hart | 6,000 | 6,000 | 100 |
| | Marion | 5,800 | 5,800 | 100 |
| | Mercer | 7,500 | 7,400 | 99 |
| Average Daily Circulation (1991) | Adair | 5,900 | 5,800 | 98 |
| | Bartten | 13,000 | 12,900 | 99 |
| | Bourbon | 7,400 | 7,300 | 99 |
| Station Totals | | 761,300 | 754,900 | 99 |
| Net Weekly Circulation (1991) | | | | 423,000 |
| Average Daily Circulation (1991) | | | | 189,700 |

(Continued on page A-518)

Kentucky—Louisville

WHAS-TV

Ch. 11

Network Service: ABC.

Licensee: Journal Bcstg. of Kentucky Inc., 75 Fountain St., Providence, RI 02902.

Studio: 520 W. Chestnut St., Louisville, KY 40202.

Telephone: 502-582-7840. Fax: 502-582-7279.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 23"
Longitude 85° 50' 52"

Transmitter: 5667 S. Skyline Dr. Floyds Knob, 3.6-mi. N of New Albany, IN.

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI, Group W Newsfeed.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

Began Operation: March 27, 1950. Sale to Providence Journal Co. by Louisville Courier-Journal & Times approved by FCC July 30, 1986 (Television Digest, Vol. 26:2, 23).

Represented (sales): TeleRep Inc.

Represented (legal): Covington & Burling.

Personnel:

- George Hulcher, Station Manager.
- Charles Gordon, General Sales Manager.
- Doug Roberts, National Sales Manager.
- Mike Rausch, News Director.
- Dan Miller, Program Director.
- Eric Bergman, Engineering Manager.
- Anne Adkins, Promotion Director.
- Becky Norris, Business Manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2712.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | INDIANA | | | |
| | Clark | 33,100 | 32,600 | 98 |
| | Crawford | 3,800 | 3,700 | 97 |
| | Floyd | 23,800 | 23,500 | 99 |
| | Harrison | 10,700 | 10,500 | 98 |
| | Jackson | 14,000 | 13,800 | 99 |
| | Jefferson | 10,600 | 10,400 | 98 |
| | Jennings | 8,100 | 7,900 | 98 |
| | Lawrence | 16,900 | 16,600 | 98 |
| | Orange | 7,300 | 7,100 | 97 |
| | Perry | 6,500 | 6,300 | 97 |
| | Scott | 7,600 | 7,400 | 97 |
| | Washington | 8,600 | 8,400 | 98 |
| | KENTUCKY | | | |
| | Breckinridge | 6,400 | 6,300 | 98 |
| | Bullitt | 15,800 | 15,700 | 99 |
| | Carroll | 3,600 | 3,600 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| | Grayson | 8,500 | 8,400 | 99 |
| | Green | 3,900 | 3,900 | 100 |
| Hardin | 28,900 | 28,800 | 100 | |
| Hart | 6,000 | 6,000 | 100 | |
| Henry | 4,700 | 4,700 | 100 | |



WHAS-TV BPCT-820506KF Granted 7/30/82

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Jefferson | 263,800 | 263,000 | 100 |
| | Larue | 4,400 | 4,400 | 100 |
| | Marion | 5,800 | 5,800 | 100 |
| | Meade | 8,100 | 8,100 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Oldham | 10,700 | 10,700 | 100 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Spencer | 2,300 | 2,300 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| Washington | 3,400 | 3,400 | 100 | |
| Between 25-49% | INDIANA | | | |
| | Bartholomew | 25,200 | 24,800 | 98 |
| | Dubois | 13,400 | 13,000 | 97 |
| | Switzerland | 2,900 | 2,800 | 97 |
| | KENTUCKY | | | |
| | Adair | 5,900 | 5,800 | 98 |
| Anderson | 5,400 | 5,400 | 100 | |
| Boyle | 9,900 | 9,800 | 99 | |
| Hancock | 2,900 | 2,900 | 100 | |
| Mercer | 7,500 | 7,400 | 99 | |
| Owen | 3,400 | 3,400 | 100 | |
| Russell | 5,800 | 5,700 | 98 | |
| Woodford | 7,200 | 7,100 | 99 | |
| Between 5-24% | INDIANA | | | |
| | Decatur | 8,500 | 8,300 | 98 |
| | Martin | 3,900 | 3,800 | 97 |
| | Spencer | 7,000 | 6,800 | 97 |
| KENTUCKY | | | | |
| Barren | 13,000 | 12,900 | 99 | |

(Continued on page A-518)

| | | | |
|---|----------------|----------------|----------------|
| Station Totals | 775,500 | 768,600 | 99 |
| Net Weekly Circulation (1991) | | | 548,500 |
| Average Daily Circulation (1991) | | | 332,500 |

Kentucky—Louisville

WLKY-TV

Ch. 32

Network Service: CBS.

Licensee: Pulitzer Broadcasting Co., Box 6205, Louisville, KY 40206.

Studio: 1918 Mellwood Ave., Louisville, KY 40206.

Telephone: 502-893-3671. TWX: 810-535-3212. Fax: 502-897-2384.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

Latitude 38° 22' 10"
Longitude 85° 50' 02"

Transmitter: Rte. 1, Floyds Knob, near New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 7-meter C-band; Comtech, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; Microdyne, Pinzone receivers.

SNG Mobile Dish: Comtech, 5-meter Ku & C-band.

News Services: AP, CNN.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 16, 1961. Sale to present owner by Gannett Co. approved by FCC May 12, 1983 (Television Digest, Vol. 23:2). Merger of Combined Communications & Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sonderling Bcstg. approved April 4, 1973 (Vol. 12:33, 41; 3:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

Represented (sales): Katz Television.

Personnel:

- Rabun Matthews, Vice President & General Manager.
- Bill Stanley, General Sales Manager.
- Greg Baird, National Sales Manager.
- Fred Steurer, Chief Engineer.
- Steve Sabato, News Director.
- Jack Shafer, Program Director.
- Bruce Burns, Promotion Director.
- Delores Roehm, Business Manager.
- Lora Bradshaw, Community Affairs Director.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$800.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | INDIANA | | | |
| | Clark | 33,100 | 32,600 | 98 |
| | Crawford | 3,800 | 3,700 | 97 |
| | Floyd | 23,800 | 23,500 | 99 |
| | Harrison | 10,700 | 10,500 | 98 |
| | Jackson | 14,000 | 13,800 | 99 |
| | Jefferson | 10,600 | 10,400 | 98 |
| | Lawrence | 16,900 | 16,600 | 98 |
| | Orange | 7,300 | 7,100 | 97 |
| | Scott | 7,600 | 7,400 | 97 |
| | Washington | 8,600 | 8,400 | 98 |
| | KENTUCKY | | | |
| | Breckinridge | 6,400 | 6,300 | 98 |
| | Bullitt | 15,800 | 15,700 | 99 |
| | Grayson | 8,500 | 8,400 | 99 |
| Hardin | 28,900 | 28,800 | 100 | |



WLKY-TV BPC-4811 Granted 2/18/75

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|----------------|
| 50% & Over | Henry | 4,700 | 4,700 | 100 |
| | Jefferson | 263,800 | 263,000 | 100 |
| | Larue | 4,400 | 4,400 | 100 |
| | Marion | 5,800 | 5,800 | 100 |
| | Meade | 8,100 | 8,100 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Oldham | 10,700 | 10,700 | 100 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Spencer | 2,300 | 2,300 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| Washington | 3,400 | 3,400 | 100 | |
| Between 25-49% | INDIANA | | | |
| | Dubois | 13,400 | 13,000 | 97 |
| | Jennings | 8,100 | 7,900 | 98 |
| KENTUCKY | Perry | 6,500 | 6,300 | 97 |
| | Carroll | 3,600 | 3,600 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| Between 5-24% | Green | 3,900 | 3,900 | 100 |
| | Hart | 6,000 | 6,000 | 100 |
| | Mercer | 7,500 | 7,400 | 99 |
| Between 5-24% | Owen | 3,400 | 3,400 | 100 |
| | INDIANA | | | |
| | Bartholomew | 25,200 | 24,800 | 98 |
| KENTUCKY | Switzerland | 2,900 | 2,800 | 97 |
| | Adair | 5,900 | 5,800 | 98 |
| | Anderson | 5,400 | 5,400 | 100 |
| Barren | 13,000 | 12,900 | 99 | |
| (Continued on page A-519) | | | | |
| Station Totals | | 699,500 | 693,600 | 99 |
| Net Weekly Circulation (1991) | | | | 474,900 |
| Average Daily Circulation (1991) | | | | 255,300 |

Kentucky—Madisonville

WLCN

Ch. 19

Network Service: None, independent.

Licensee: Zoe Bcstg. Corp., Box 1087, Madisonville, KY 42431.

Studio: 721 Princeton Pike, Madisonville, KY 42431.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1143-kw max. & 953-kw horizontal visual, 114.3-kw max. & 95.3-kw horizontal aural. Antenna: 1194-ft. above av. terrain, 1057-ft. above ground, 1667-ft. above sea level.

Latitude 37° 17' 02"
Longitude 87° 33' 42"

Holds CP for change to 2676-kw max. visual, 791-ft. above av. terrain, 666-ft. above ground, 1220-ft. above sea level; lat. 37° 24' 46", long. 87° 31' 32", transmitter to N side of County Rd. 260, Hopkins County, approx. 2.4-mi. W of Hanson. BPCT-881114KK.

Transmitter: 1-mi. SE of Hwy. 70, 0.55-mi. NE of Sugar Creek, near Madisonville.

Ownership: Life Anew Ministries.

Began Operation: October 15, 1983.

Represented (sales): Landin Media Sales.

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

Personnel:

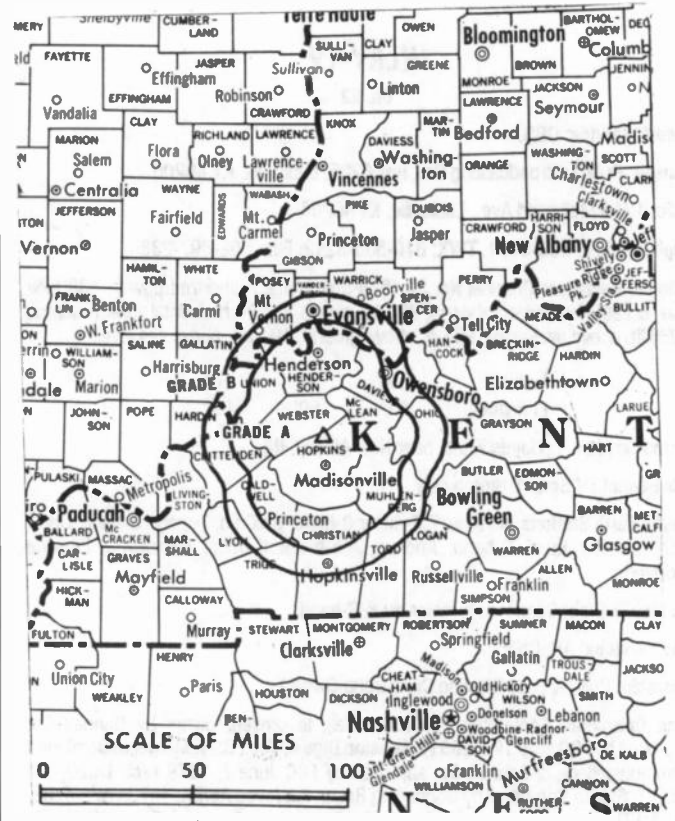
Rick Tomlinson, General Manager.

Highest 30 Sec. Rate: \$18.50.

City of License: Madisonville. ADI: Evansville. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------------|------------------|---------------|----|
| Between 5-24% | KENTUCKY Breckinridge | 6,400 | 6,300 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------------|------------------|-----------------|----------|
| Between 5-24% | Hopkins Webster | 18,100 5,500 | 17,900 5,400 | 99 98 |
| Station Totals | | 30,000 | 29,600 | 99 |
| Net Weekly Circulation (1991) | | | | 3,300 |
| Average Daily Circulation (1991) | | | | 800 |

Kentucky—Paducah

WPSD-TV

Ch. 6

Network Service: NBC.

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42002.

Studio: 100 Television Lane, Paducah, KY 42003-5098.

Mailing Address: Box 1197, Paducah, KY 42002-1197.

Telephone: 502-442-8214. TWX: 510-546-2047.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1585-ft. above av. terrain, 1623-ft. above ground, 2000-ft. above sea level.

Latitude 37° 11' 31"
Longitude 88° 58' 53"

Transmitter: Approx. 23-mi. NW of Paducah near Monkey's Eyebrow, KY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Paducah Newspapers Inc.

Began Operation: May 28, 1957.

Represented (sales): Blair Television.

Represented (legal): Covington & Buring.

Represented (engineering): Jules Cohen & Associates.

Personnel:

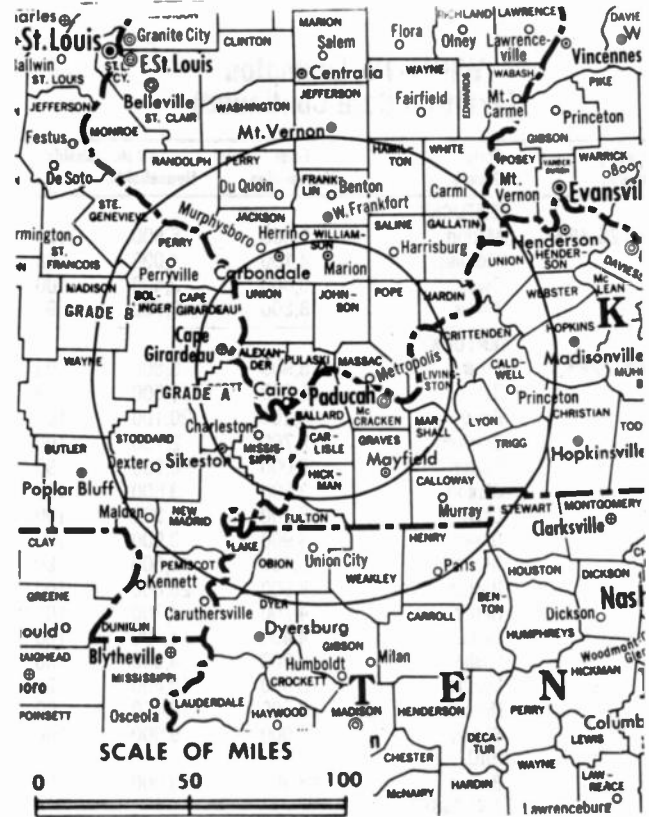
- Fred Paxton, President.
- John Williams, Vice President & General Manager.
- Richard Paxton, Station Manager.
- Don Van Cleve, Local Sales Manager.
- Ann Eaves, National Sales Manager.
- Don Brown, Chief Engineer.
- Terry Reeves, News Director.
- Dan Steele, Operations & Program Manager.
- Cathy Crecellus, Promotion & Public Affairs Manager.

Rates: On request.

City of License: Paducah. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | ILLINOIS | | | |
| | Alexander | 4,700 | 4,500 | 96 |
| | Franklin | 17,700 | 17,300 | 97 |
| | Gallatin | 2,900 | 2,800 | 96 |
| | Hamilton | 3,900 | 3,700 | 95 |
| | Hardin | 2,200 | 2,100 | 95 |
| | Jackson | 24,000 | 23,400 | 97 |
| | Johnson | 3,300 | 3,200 | 97 |
| | Massac | 6,300 | 6,100 | 97 |
| | Pope | 1,900 | 1,800 | 95 |
| | Pulaski | 3,500 | 3,400 | 97 |
| | Saline | 12,100 | 11,800 | 98 |
| | Union | 7,800 | 7,600 | 97 |
| | Williamson | 25,300 | 24,700 | 98 |
| | KENTUCKY | | | |
| | Ballard | 3,200 | 3,200 | 100 |
| | Caldwell | 5,000 | 4,900 | 98 |
| | Calloway | 12,000 | 11,900 | 99 |
| | Carlisle | 2,000 | 2,000 | 100 |
| | Crittenden | 3,200 | 3,200 | 100 |



WPSD-TV BPC-2823 Granted 12/8/80

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over | FULTON | 3,100 | 3,100 | 100 |
| | GRAVES | 13,600 | 13,500 | 99 |
| | HICKMAN | 1,900 | 1,900 | 100 |
| | LIVINGSTON | 3,700 | 3,700 | 100 |
| | LYON | 2,300 | 2,300 | 100 |
| | MC CRACKEN | 24,600 | 24,500 | 100 |
| | MARSHALL | 10,800 | 10,800 | 100 |
| | TRIGG | 3,600 | 3,600 | 100 |
| | MISSOURI | | | |
| | Bollinger | 4,400 | 4,300 | 98 |
| | Cape Girardeau | 23,600 | 23,300 | 99 |
| | Mississippi | 5,500 | 5,400 | 98 |
| | New Madrid | 7,600 | 7,400 | 97 |
| | Scott | 15,200 | 15,000 | 99 |
| | Stoddard | 11,400 | 11,200 | 98 |
| TENNESSEE | | | | |
| Henry | 11,800 | 11,700 | 99 | |
| Lake | 2,600 | 2,600 | 100 | |
| Obion | 13,200 | 13,100 | 99 | |
| Weakley | 12,600 | 12,500 | 99 | |
| Between 25-49% | KENTUCKY | | | |
| | Hopkins | 18,100 | 17,900 | 99 |
| | MISSOURI | | | |
| | Butler | 15,000 | 14,600 | 97 |
| | Carter | 2,000 | 1,900 | 95 |
| | Dunklin | 12,900 | 12,600 | 98 |
| | Perry | 6,200 | 6,100 | 98 |
| | Wayne | 5,100 | 5,000 | 98 |
| | TENNESSEE | | | |
| | Carroll | 11,100 | 11,000 | 99 |

(Continued on page A-519)

| | | | |
|---|----------------|----------------|----------------|
| Station Totals | 518,400 | 509,800 | 98 |
| Net Weekly Circulation (1991) | | | 311,800 |
| Average Daily Circulation (1991) | | | 185,500 |

Kentucky

WKYT-TV, Lexington (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|------------------|------------------|--------------------------|-----|
| Between 25-49% | KENTUCKY | | | |
| | Marion | 5,800 | 5,800 | 100 |
| | Morgan | 4,100 | 4,000 | 98 |
| | Owen | 3,400 | 3,400 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| Between 5-24% | KENTUCKY | | | |
| | Adair | 5,900 | 5,800 | 98 |
| | Bell | 11,900 | 11,800 | 99 |
| | Boyd | 20,200 | 20,100 | 100 |
| | Bracken | 2,700 | 2,700 | 100 |
| | Carter | 9,000 | 8,900 | 99 |
| | Clinton | 3,600 | 3,600 | 100 |
| | Grant | 5,200 | 5,200 | 100 |
| | Green | 3,900 | 3,900 | 100 |
| | Greenup | 13,600 | 13,500 | 99 |
| | Hardin | 28,900 | 28,800 | 100 |
| | Henry | 4,700 | 4,700 | 100 |
| | Larue | 4,400 | 4,400 | 100 |
| | Leslie | 5,000 | 4,900 | 98 |
| | Letcher | 10,600 | 10,400 | 98 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Shelby | 9,000 | 9,000 | 100 |
| | OHIO | | | |
| | Brown | 13,300 | 13,000 | 98 |
| | TENNESSEE | | | |
| | Campbell | 14,000 | 13,800 | 99 |

WLEX-TV, Lexington (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 25-49% | KENTUCKY | | | |
| | Marion | 5,800 | 5,800 | 100 |
| | Mason | 6,300 | 6,300 | 100 |
| | Morgan | 4,100 | 4,000 | 98 |
| | Whitley | 13,700 | 13,500 | 99 |
| Between 5-24% | KENTUCKY | | | |
| | Adair | 5,900 | 5,800 | 98 |
| | Bell | 11,900 | 11,800 | 99 |
| | Bracken | 2,700 | 2,700 | 100 |
| | Carroll | 3,600 | 3,600 | 100 |
| | Gallatin | 2,000 | 2,000 | 100 |
| | Grant | 5,200 | 5,200 | 100 |
| | Henry | 4,700 | 4,700 | 100 |
| | Knott | 6,200 | 6,100 | 98 |
| | Leslie | 5,000 | 4,900 | 98 |
| | Magoffin | 5,000 | 4,900 | 98 |
| | Shelby | 9,000 | 9,000 | 100 |
| | OHIO | | | |
| | Brown | 13,300 | 13,000 | 98 |

WTVQ-TV, Lexington (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 25-49% | KENTUCKY | | | |
| | Harlan | 14,300 | 14,100 | 99 |
| | Henry | 4,700 | 4,700 | 100 |
| | Letcher | 10,600 | 10,400 | 98 |

WTVQ-TV, Lexington—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 25-49% | KENTUCKY | | | |
| | Mc Creary | 5,800 | 5,700 | 98 |
| | Marion | 5,800 | 5,800 | 100 |
| | Nelson | 10,500 | 10,400 | 99 |
| | Shelby | 9,000 | 9,000 | 100 |
| | Taylor | 8,800 | 8,700 | 99 |
| | Washington | 3,400 | 3,400 | 100 |

WHAS-TV, Louisville (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Casey | 5,900 | 5,800 | 98 |
| | Clinton | 3,600 | 3,600 | 100 |
| | Cumberland | 2,800 | 2,800 | 100 |
| | Edmonson | 3,500 | 3,500 | 100 |
| | Garrard | 4,300 | 4,300 | 100 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Metcalfe | 3,600 | 3,600 | 100 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Ohio | 8,100 | 8,000 | 99 |
| | Warren | 30,900 | 30,700 | 99 |

WAVE, Louisville (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Adair | 5,900 | 5,800 | 98 |
| | Barren | 13,000 | 12,900 | 99 |
| | Boyle | 9,900 | 9,800 | 99 |
| | Casey | 5,900 | 5,800 | 98 |
| | Edmonson | 3,500 | 3,500 | 100 |
| | Hancock | 2,900 | 2,900 | 100 |
| | Metcalfe | 3,600 | 3,600 | 100 |
| | Russell | 5,800 | 5,700 | 98 |
| | Woodford | 7,200 | 7,100 | 99 |

WDRB-TV, Louisville (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Casey | 5,900 | 5,800 | 98 |
| | Daviess | 33,600 | 33,400 | 99 |
| | Edmonson | 3,500 | 3,500 | 100 |
| | Garrard | 4,300 | 4,300 | 100 |
| | Grant | 5,200 | 5,200 | 100 |
| | Green | 3,900 | 3,900 | 100 |
| | Hancock | 2,900 | 2,900 | 100 |
| | Jessamine | 11,100 | 11,000 | 99 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Madison | 19,800 | 19,600 | 99 |

Kentucky

WDRB-TV, Louisville (Arbitron Data Continued)

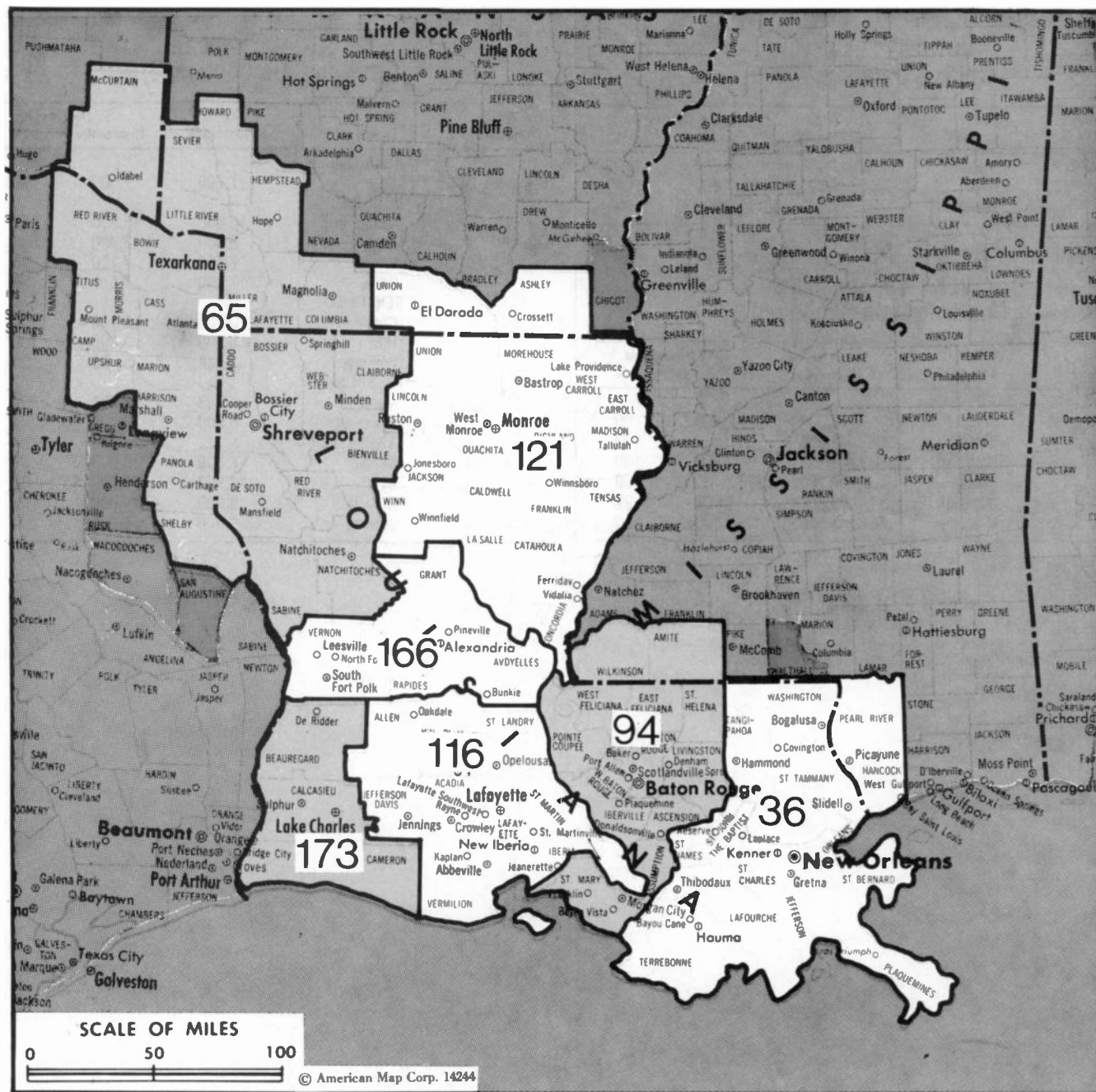
| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | Metcalfe | 3,600 | 3,600 | 100 |
| | Owen | 3,400 | 3,400 | 100 |
| | Woodford | 7,200 | 7,100 | 99 |

WLKY-TV, Louisville (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Boyle | 9,900 | 9,800 | 99 |
| | Clinton | 3,600 | 3,600 | 100 |
| | Hancock | 2,900 | 2,900 | 100 |
| | Lincoln | 7,200 | 7,100 | 99 |
| | Madison | 19,800 | 19,600 | 99 |
| | Metcalfe | 3,600 | 3,600 | 100 |

WPSD-TV, Paducah (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|------------------|------------------|--------------------------|-----|
| Between 5-24% | ARKANSAS | | | |
| | Clay | 7,700 | 7,600 | 99 |
| | ILLINOIS | | | |
| | Jefferson | 15,800 | 15,300 | 97 |
| | Perry | 9,000 | 8,800 | 98 |
| | Wayne | 7,400 | 7,100 | 96 |
| | White | 7,300 | 7,000 | 96 |
| | KENTUCKY | | | |
| | Christian | 20,200 | 20,100 | 100 |
| | Union | 5,900 | 5,900 | 100 |
| | Webster | 5,500 | 5,400 | 98 |
| | MISSOURI | | | |
| | Madison | 4,900 | 4,800 | 98 |
| | Pemiscot | 8,600 | 8,400 | 98 |
| | TENNESSEE | | | |
| | Benton | 6,300 | 6,200 | 98 |
| Dyer | 13,800 | 13,700 | 99 | |
| Gibson | 19,200 | 19,000 | 99 | |
| Stewart | 3,900 | 3,900 | 100 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|----------------------------------|-------------------------------|------|--|
| New Orleans, LA | 641,700 | 36 | WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4) |
| Shreveport, LA- Texarkana, TX | 389,600 | 65 | KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3) |
| Baton Rouge, LA | 254,100 | 94 | WAFB (9), WBRZ (2), WGMB (44), WVLA (33) |
| Lafayette, LA | 194,600 | 116 | KADN (15), KATC (3), KLFY-TV (10) |
| Monroe, LA- El Dorado, AR | 182,900 | 121 | KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10) |
| Alexandria, LA | 88,100 | 166 | KALB-TV (5), KLAX-TV (31) |
| Lake Charles, LA | 76,500 | 173 | KPLC-TV (7), KVHP (29) |

State Cross Reference List
Communities that receive programs of stations that are located elsewhere.

| | |
|----------------------|----------------|
| KARD, West Monroe | See Monroe, LA |
| KMCT-TV, West Monroe | See Monroe, LA |

Louisiana Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 14 | 10 | 24 |
| Educational Television Stations | 2 | 6 | 8 |
| | 16 | 16 | 32 |

Louisiana—Alexandria

KALB-TV

Ch. 5

Network Service: NBC.

Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St., Alexandria, LA 71301.

Studio: 605-11 Washington St., Alexandria, LA 71301.

Telephone: 318-445-2456. Fax: 318-442-7427.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

Latitude 31° 02' 15"
Longitude 92° 29' 45"

Transmitter: Forest Hill, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Comtech, 4.2-meter C-band; Harris receivers.

AM Affiliate: KALB, 5-kw (1-kw night), 580 kHz.

FM Affiliate: KZMZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

News Services: AP, NBC.

Ownership: Lanford Telecasting Co. Inc.

Began Operation: September 29, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Lesley Golmon, Vice President & General Manager.
Jim Reardon, Station & General Sales Manager.
Wayne Bettoney, Local Sales Manager.
Roland Phillips, Chief Engineer.
Frances Yeager, Program Director.
Jimmy Fox, Operations Manager.
Pete Petrawski, Promotion Director.
Tom Webb, News Director.
Brenda Kaiser, Business Manager.

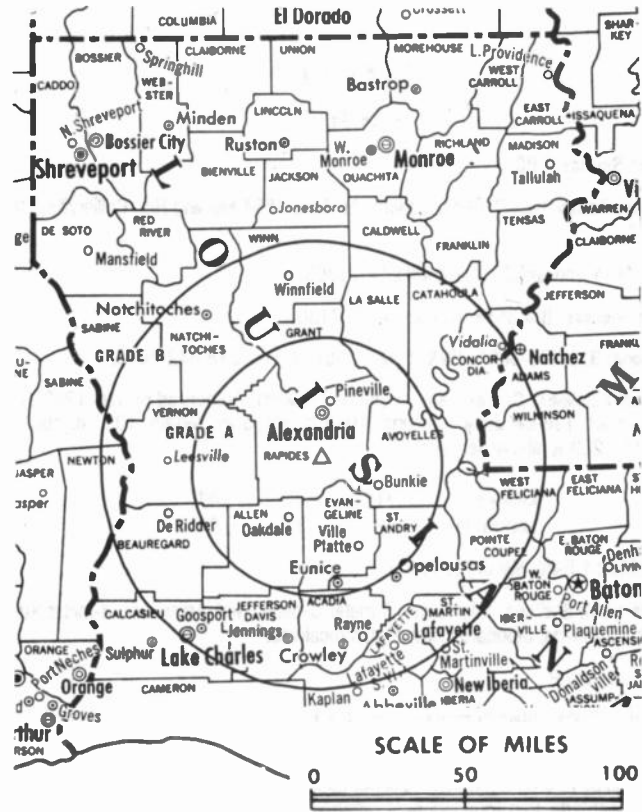
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Alexandria. ADI: Alexandria, LA. Rank: 166.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Allen | 7,200 | 7,100 | 99 |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Catahoula | 4,500 | 4,400 | 98 |
| | Concordia | 8,000 | 7,800 | 98 |
| | Evangeline | 12,300 | 12,000 | 98 |
| | Grant | 6,900 | 6,800 | 99 |
| | La Salle | 6,100 | 6,000 | 98 |



KALB-TV BPCT-3449 Granted 1/13/65

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------|------------------|---------------|---------|
| 50% & Over | Natchitoches | 14,300 | 13,900 | 97 |
| | Rapides | 49,400 | 48,900 | 99 |
| | Sabine | 10,600 | 10,300 | 97 |
| | St Landry | 30,200 | 29,600 | 98 |
| | Vernon | 18,500 | 18,100 | 98 |
| | Winn | 6,200 | 6,100 | 98 |
| Between 25-49% | MISSISSIPPI | | | |
| | Adams | 13,800 | 13,600 | 99 |
| | LOUISIANA | | | |
| Between 5-24% | Beauregard | 11,500 | 11,300 | 98 |
| | MISSISSIPPI | | | |
| | Wilkinson | 3,400 | 3,300 | 97 |
| | TEXAS | | | |
| Station Totals | Sabine | 4,300 | 4,200 | 98 |
| | LOUISIANA | | | |
| | Acadia | 20,100 | 19,800 | 99 |
| | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Pointe Coupee | 8,300 | 8,100 | 98 |
| | St Mary | 20,000 | 19,800 | 99 |
| | Tensas | 2,900 | 2,800 | 97 |
| | Vermilion | 18,900 | 18,700 | 99 |
| | West Feliciana | 2,600 | 2,500 | 96 |
| | MISSISSIPPI | | | |
| Amite | 4,800 | 4,700 | 98 | |
| Jefferson | 3,000 | 2,900 | 97 | |
| Station Totals | | 313,700 | 308,200 | 98 |
| Net Weekly Circulation (1991) | | | | 187,200 |
| Average Daily Circulation (1991) | | | | 116,800 |

Louisiana—Alexandria

KLAX-TV

Ch. 31

Network Service: ABC.

Licensee: Pollack/Belz Communications Co. Inc., 4554 Fleming Rd., Collierville, TN 38017.

Studio: 1811 England Dr., Alexandria, LA 71303.

Mailing Address: Box 8818, Alexandria, LA 71306.

Telephone: 318-473-0031. TWX: 510-976-5704. Fax: 318-442-4646.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1290-kw max. visual, 130-kw aural. Antenna: 1093-ft. above av. terrain, 1027-ft. above ground, 1253-ft. above sea level.

Latitude 31° 33' 54"
Longitude 92° 33' 00"

Transmitter: 1.5-mi. SW of Dry Prong.

Satellite Earth Stations: Microdyne, 5-meter C-band; RCA Americom, 4-meter Ku-band; Microdyne, Standard Components receivers.

News Service: AP.

Ownership: Pollack/Belz Communications Co. Inc.

Begin Operation: March 3, 1983. Sale of station to G. Russell Chambers, et al., approved by FCC Dec. 24, 1986, but not consummated. Sale to present owners by James Richards, Ben Johnson, et al., approved May 13, 1988.

Represented (sales): Blair Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Represented (engineering): Lechman & Johnson Inc.

Personnel:

- Duane W. Dargis, General Manager.
- Jack Paris, General Sales Manager.
- Keith Smith, Local Sales Manager.
- Becky Dautat, National Sales Manager.
- Charles Flowers, Chief Engineer.
- Bert Mosley, News Director.
- Karl McGowen, Promotion Director.
- Lori Johnson, Program Director.
- David L. Carlson, Business Manager.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$75.

City of License: Alexandria. ADI: Alexandria, LA. Rank: 166.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KLAX-TV BPCT-850528KH Granted 3/28/86

© American Map Corp., No. M244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|---------------|
| 50% & Over | LOUISIANA Grant | 6,900 | 6,800 | 99 |
| | Rapides | 49,400 | 48,900 | 99 |
| Between 25-49% | LOUISIANA Avoyelles | 14,800 | 14,500 | 98 |
| | La Salle | 6,100 | 6,000 | 98 |
| | Natchitoches | 14,300 | 13,900 | 97 |
| | Vernon | 18,500 | 18,100 | 98 |
| Between 5-24% | LOUISIANA Allen | 7,200 | 7,100 | 99 |
| | Catahoula | 4,500 | 4,400 | 98 |
| | Sabine | 10,600 | 10,300 | 97 |
| | Winn | 6,200 | 6,100 | 98 |
| | TEXAS Sabine | 4,300 | 4,200 | 98 |
| Station Totals | | 142,800 | 140,300 | 98 |
| Net Weekly Circulation (1991) | | | | 64,100 |
| Average Daily Circulation (1991) | | | | 31,500 |

Louisiana—Baton Rouge

WAFB

Ch. 9

Network Service: CBS.

Licensee: WAFB Television Inc., 1932 Wynnnton Rd., Columbus, GA 31999.

Studio: 844 Government St., Baton Rouge, LA 70802.

Telephone: 504-383-9999. TWX: 510-993-3406. Fax: 504-379-7891.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

Latitude 30° 21' 58"
Longitude 91° 12' 47"

Transmitter: E of River Rd. & S of Baton Rouge on Duncan Point.

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

Ownership: American Family Corp. (Group Owner).

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 (Television Digest, Vol. 17:7). Sale to Guaranty Bcstg. by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Vol. 4:3). FCC approved sale to American Family Corp., March 23, 1988.

Represented (sales): Katz Television.

Represented (engineering): David Steel & Associates.

Personnel:

- Ronald E. Winders, Vice President & General Manager.
- Dave Ward, Assistant General Manager.
- Ray Sullivan, General Sales Manager.
- Dale Russell, Chief Engineer.
- Michael Moore, Operations Manager.
- Andree Boyd, Promotions Manager.
- Nick Simonette, News Director.
- Flo Ulmer, Business Manager.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$845.

City of License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| LOUISIANA | | | | |
| 50% & Over | Ascension | 20,000 | 19,700 | 99 |
| | Assumption | 6,900 | 6,800 | 99 |
| | East Baton Rouge | 139,800 | 138,700 | 99 |
| | East Feliciana | 6,000 | 5,900 | 98 |
| | Iberville | 10,400 | 10,200 | 98 |
| | Livingston | 25,200 | 24,800 | 98 |
| | Pointe Coupee | 8,300 | 8,100 | 98 |
| | St Helena | 3,100 | 3,000 | 97 |
| | St James | 6,900 | 6,800 | 99 |
| | St Mary | 20,000 | 19,800 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| West Baton Rouge | 6,700 | 6,600 | 98 | |
| West Feliciana | 2,600 | 2,500 | 96 | |



WAFB BPCT-3437 Granted 1/22/65

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| MISSISSIPPI | | | | |
| 50% & Over | Amite | 4,800 | 4,700 | 98 |
| | Pike | 13,800 | 13,600 | 99 |
| | Wilkinson | 3,400 | 3,300 | 97 |
| LOUISIANA | | | | |
| Between 25-49% | Avoyelles | 14,800 | 14,500 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |
| | Lafayette | 60,900 | 60,300 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | St John The Baptist | 13,500 | 13,300 | 99 |
| | St Landry | 30,200 | 29,600 | 98 |
| | St Martin | 15,000 | 14,800 | 99 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| LOUISIANA | | | | |
| Between 5-24% | Acadia | 20,100 | 19,800 | 99 |
| | Concordia | 8,000 | 7,800 | 98 |
| | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Vermilion | 18,900 | 18,700 | 99 |
| | Washington | 17,100 | 16,800 | 98 |
| MISSISSIPPI | | | | |
| Between 5-24% | Franklin | 3,200 | 3,100 | 97 |
| | Pearl River | 14,500 | 14,400 | 99 |
| | Walthall | 5,000 | 4,900 | 98 |
| Station Totals | | 625,800 | 617,700 | 99 |
| Net Weekly Circulation (1991) | | | | 352,100 |
| Average Daily Circulation (1991) | | | | 196,400 |

Louisiana—Baton Rouge

WBRZ

Ch. 2

Network Service: ABC.

Licensee: Louisiana Television Bcstg., Box 2906, Baton Rouge, LA 70821.

Studio: 1650 Highland Rd., Baton Rouge, LA 70802.

Mailing Address: Box 2906, Baton Rouge, LA 70821.

Telephone: 504-387-2222. TWX: 504-993-3576. Fax: 504-336-2246.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1682-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

Latitude 30° 17' 49"
Longitude 91° 11' 40"

Transmitter: Plaquemine Point, LA.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Andrew, 7.3-meter; SatCom, 5.5-meter; Andrew, 4.5-meter; Avantek, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Subcomm RSI, 2.5-meter Ku-band.

News Services: ABC, AP.

Ownership: Manship Stations (Group Owner).

Began Operation: April 14, 1955.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- Douglas L. Manship, Chairman.
- Richard F. Manship, President.
- Patricia L. Cheramie, General Manager.
- John M. Spain, Station Manager.
- Fred Reno, Director of Market Development.
- James Daboval III, Director of Sales.
- Rick Willis, Director of News.
- Suzanne Sims, Program Supervisor.
- Kim Kirkendoll, Director of Finance.
- Denise Akers, Marketing Director.
- Raymond J. Drago, Director of Production.
- Jamie Politz, Director of Human Resources.
- Clyde Pierce, Director of Engineering.

Highest 30 Sec. Rate: \$1250.

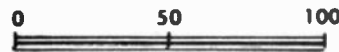
City of License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Ascension | 20,000 | 19,700 | 99 |
| | Assumption | 6,900 | 6,800 | 99 |
| | East Baton Rouge | 139,800 | 138,700 | 99 |
| | East Feliciana | 6,000 | 5,900 | 98 |
| | Iberville | 10,400 | 10,200 | 98 |
| | Livingston | 25,200 | 24,800 | 98 |
| | Pointe Coupee | 8,300 | 8,100 | 98 |
| St Helena | 3,100 | 3,000 | 97 | |



SCALE OF MILES



WBRZ BPCT-4173 Granted 3/5/70

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|-----------|
| 50% & Over | St James | 6,900 | 6,800 | 99 |
| | St Mary | 20,000 | 19,800 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| | West Baton Rouge | 6,700 | 6,600 | 98 |
| | West Feliciana | 2,600 | 2,500 | 96 |
| MISSISSIPPI | | | | |
| | Adams | 13,800 | 13,600 | 99 |
| | Amite | 4,800 | 4,700 | 98 |
| | Wilkinson | 3,400 | 3,300 | 97 |
| Between 25-49% | LOUISIANA | | | |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Concordia | 8,000 | 7,800 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | St Landry | 30,200 | 29,600 | 98 |
| | St Martin | 15,000 | 14,800 | 99 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| Washington | 17,100 | 16,800 | 98 | |
| MISSISSIPPI | | | | |
| | Franklin | 3,200 | 3,100 | 97 |
| | Pike | 13,800 | 13,600 | 99 |
| | Walthall | 5,000 | 4,900 | 98 |
| Between 5-24% | LOUISIANA | | | |
| | Acadia | 20,100 | 19,800 | 99 |
| | Catahoula | 4,500 | 4,400 | 98 |
| | Lafayette | 60,900 | 60,300 | 99 |
| | St John The Baptist | 13,500 | 13,300 | 99 |
| Vermilion | 18,900 | 18,700 | 99 | |
| Station Totals | | 618,500 | 610,300 | 99 |
| Net Weekly Circulation (1991) | | | 357,700 | |
| Average Daily Circulation (1991) | | | 200,200 | |

Louisiana—Baton Rouge

WGMB

Ch. 44

Network Service: Fox.

Grantee: Galloway Media Inc., 5800 Florida Blvd., Baton Rouge, LA 70806.

Studio: 5800 Florida Blvd., Baton Rouge, LA 70806.

Telephone: 504-926-4444.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 3871-kw max. visual. Antenna: 1398-ft. above av. terrain, 1388-ft. above ground, 1401-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 30° | 19' | 35" |
| Longitude | 91° | 16' | 36" |

Transmitter: 1.9-mi. W of State Hwy. 1 on Hwy. 1148 near Addis.

Ownership: Galloway Media Inc.

Began Operation: August 11, 1991.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- Damian Calata, General Manager.
- Mike Polatschek, Sales Manager.
- Bryan Bouton, Program Director.
- Terry Freeman, Chief Engineer.



WGMB BMPCT-901210KE Granted 1/25/91

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Arbitron Data: Not available.

City of License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Louisiana—Baton Rouge

WVLA

Ch. 33

Network Service: NBC.

Licensee: Vetter Communications Co. Inc., Box 14685, Baton Rouge, LA 70898.

Studio: 5220 Essen Lane, Baton Rouge, LA 70809.

Mailing Address: Box 14685, Baton Rouge, LA 70898.

Telephone: 504-766-3233. **Fax:** 504-766-4112.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1713-ft. above av. terrain, 1735-ft. above ground, 1749-ft. above sea level.

Latitude 30° 19' 34.61"
Longitude 91° 16' 36.10"

Transmitter: 1.9-mi. W of Hwy. 1 on Hwy. 1148, Addis, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Microdyne, 7-meter C-band; Microwave Assoc., 5-meter C-band; Harris, 3-meter Ku-band; Harris, Microdyne, Microwave Assoc. receivers.

News Services: AP, National Weather Service, NBC, Skycam.

Ownership: Vetter Communications Co. Inc.

Began Operation: January 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Philip W. Cary.

Personnel:

- Cyril E. Vetter, Chairman.
- Courtney B. Westbrook, President & General Manager.
- Larry Dietz, Vice President & Operations Manager.
- Allen McCarty, Vice President, Sales.
- Joyce Harvey, Program Director.
- John Galligan, Research & Development.
- Felton Coleman, Public Affairs Manager.

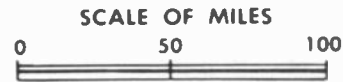
Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$900.

City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 94.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Ascension | 20,000 | 19,700 | 99 |
| | Assumption | 6,900 | 6,800 | 99 |
| | East Baton Rouge | 139,800 | 138,700 | 99 |
| | East Feliciana | 6,000 | 5,900 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |



WVLA BPCT-860814KE Granted 9/30/86

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|-----------|
| 50% & Over | Iberia | 10,400 | 10,200 | 98 |
| | Livingston | 25,200 | 24,800 | 98 |
| | Pointe Coupee | 8,300 | 8,100 | 98 |
| | St Helena | 3,100 | 3,000 | 97 |
| | St James | 6,900 | 6,800 | 99 |
| | St Martin | 15,000 | 14,800 | 99 |
| | St Mary | 20,000 | 19,800 | 99 |
| | West Baton Rouge | 6,700 | 6,600 | 98 |
| West Feliciana | 2,600 | 2,500 | 96 | |
| Between 25-49% | LOUISIANA | | | |
| | Lafourche | 28,800 | 28,500 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| Between 5-24% | MISSISSIPPI | | | |
| | Amite | 4,800 | 4,700 | 98 |
| | LOUISIANA | | | |
| | Acadia | 20,100 | 19,800 | 99 |
| | Avoyelles | 14,800 | 14,500 | 98 |
| Lafayette | 60,900 | 60,300 | 99 | |
| St Landry | 30,200 | 29,600 | 98 | |
| Vermilion | 18,900 | 18,700 | 99 | |
| MISSISSIPPI | | | | |
| Wilkinson | 3,400 | 3,300 | 97 | |
| Station Totals | | 506,800 | 500,400 | 99 |
| Net Weekly Circulation (1991) | | | 270,000 | |
| Average Daily Circulation (1991) | | | 142,500 | |

Louisiana—Lafayette

KADN
Ch. 15

Network Service: Fox.

Licensee: KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

Studio: 1500 Eraste Landry Rd., Lafayette, LA 70506.

Telephone: 318-237-1500. TWX: 510-975-5031. Fax: 318-237-2237.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2300-kw max. visual, 231-kw max. aural. Antenna: 1180-ft. above av. terrain, 1178-ft. above ground, 1218-ft. above sea level.

Latitude 30° 21' 44"
Longitude 92° 12' 53"

Transmitter: 3-mi. S of Church Point.

Satellite Earth Stations: Vertex, 5.2-meter Ku-band; KLM, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Corr, Scientific-Atlanta receivers.

News Services: CNN, INN.

Ownership: KADN Broadcasting Inc.

Began Operation: February 27, 1980.

Represented (sales): Blair Television.

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

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

Personnel:

- Clark White, General Manager.
- Eddie Blanchard, Station Manager & Program Director.
- Dave Pierce, Local Sales Manager.
- Pat Newberg, National Sales Manager.
- Keith Townsdlin, Chief Engineer.
- Billy Pruitt, Promotion Director.

Highest 30 Sec. Rate: \$590.

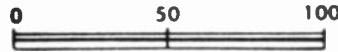
City of License: Lafayette. AOI: Lafayette, LA. Rank: 116.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| LOUISIANA | | | | |
| 50% & Over | Acadia | 20,100 | 19,800 | 99 |
| | Evangeline | 12,300 | 12,000 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |
| | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Lafayette | 60,900 | 60,300 | 99 |
| | St Landry | 30,200 | 29,600 | 98 |
| | St Martin | 15,000 | 14,800 | 99 |
| | Vermilion | 18,900 | 18,700 | 99 |



SCALE OF MILES



KAON BPCT—851227KF Granted 2/24/86

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|-----------|
| LOUISIANA | | | | |
| Between 5-24% | Allen | 7,200 | 7,100 | 99 |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Cameron | 3,400 | 3,400 | 100 |
| | Pointe Coupee | 8,300 | 8,100 | 98 |
| | St Mary | 20,000 | 19,800 | 99 |
| Station Totals | | 244,400 | 241,100 | 99 |
| Net Weekly Circulation (1991) | | | 142,000 | |
| Average Daily Circulation (1991) | | | 67,300 | |

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Louisiana—Lafayette

KATC

Ch. 3

Network Service: ABC.

Licensee: KATC Associates, Box 93133, Lafayette, LA 70509.

Studio: 1103 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 93133, Lafayette, LA 70509.

Telephone: 318-235-3333. Fax: 318-234-3580.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.10"
Longitude 92° 22' 14.90"

Transmitter: 25-mi. SW of city limits.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; AvanteK, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, NIWS.

Ownership: ML Media Partners L.P./Media Management Partners (Group Owner).

Began Operation: September 19, 1962. Sale to Loyola University approved by FCC April 29, 1982. Sale to present owners approved Nov. 28, 1986.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Tom Will, General Manager.
- Douglas M. Marks, General Sales Manager.
- Joey Cormier, Director of Broadcast Operations.
- Bill Rumsey, Chief Engineer.
- Deborah Terrible, News Director.
- Bill Leger, News Director.
- David Cuccio, Promotion Director.
- John Grandon, Business Manager.

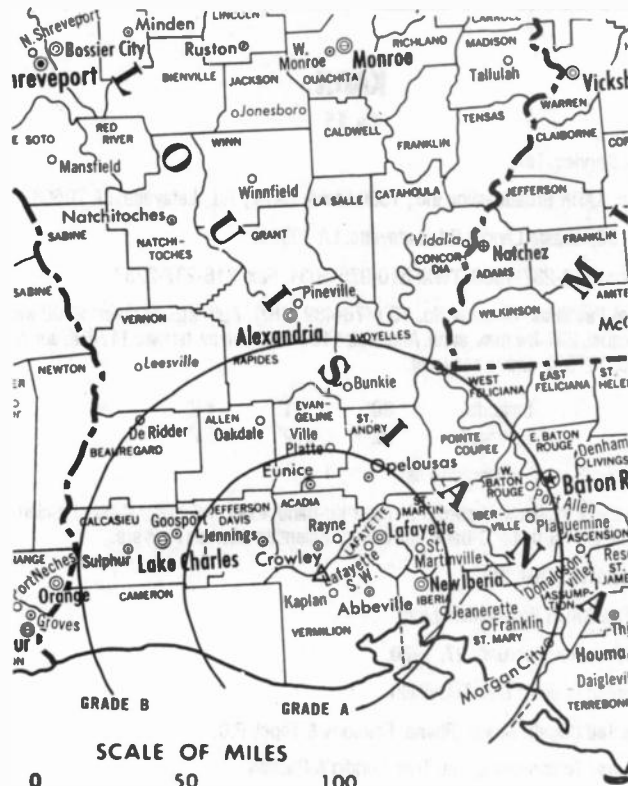
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$625.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 116.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Acadia | 20,100 | 19,800 | 99 |
| | Allen | 7,200 | 7,100 | 99 |
| | Evangeline | 12,300 | 12,000 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |



KATC BPCT-5012 Granted 4/15/77

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Lafayette | 60,900 | 60,300 | 99 |
| | St Landry | 30,200 | 29,600 | 98 |
| | St Martin | 15,000 | 14,800 | 99 |
| | St Mary | 20,000 | 19,800 | 99 |
| | Vermilion | 18,900 | 18,700 | 99 |
| Between 25-49% | LOUISIANA | | | |
| | Calcasieu | 62,000 | 61,500 | 99 |
| | Cameron | 3,400 | 3,400 | 100 |
| Between 5-24% | LOUISIANA | | | |
| | Assumption | 6,900 | 6,800 | 99 |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Beauregard | 11,500 | 11,300 | 98 |
| | La Salle | 6,100 | 6,000 | 98 |
| | Rapides | 49,400 | 48,900 | 99 |
| | Vernon | 18,500 | 18,100 | 98 |
| | TEXAS | | | |
| | Newton | 4,900 | 4,800 | 98 |
| Station Totals | | 395,400 | 390,400 | 99 |
| Net Weekly Circulation (1991) | | | 226,600 | |
| Average Daily Circulation (1991) | | | 125,400 | |

Louisiana—Lafayette

KLFY-TV

Ch. 10

Network Service: CBS.

Licensee: KLFY L.P., 599 Lexington Ave., 47th Floor, New York, NY 10022.

Studio: 2410 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 90665, Lafayette, LA 70509.

Telephone: 318-981-4823. TWX: 510-975-5052. Fax: 318-984-8323.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

Latitude 30° 19' 18"
Longitude 92° 22' 41"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1740-ft. above av. terrain. BPCT-791231KG.

Transmitter: State Hwy. 98, 1.8-mi. E of Moxie, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter C-band; Scientific-Atlanta, 3-meter Ku-band; Cyclesat, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previous sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vol. 4:48; 5:6). FCC approved sale to present owners by Texoma Bcstrs. Inc., Feb. 3, 1988.

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Joseph Varholj, Vice President & General Manager.
- Maria Placer, Vice President, News.
- Mike Barras, General Sales Manager.
- Harriet Landry, National Sales Manager.
- Terry Dover, Operations Manager & Program Director.
- Gary Arnold, Assistant News Director.
- Mike Harrison, Promotion Director.
- Dave Hebert, Chief Engineer.
- Sandra Campeaux, Business Manager.

Highest 30 Sec. Rate: \$775.

NETWORK BASE HOURLY RATE: \$1994.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 116.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| LOUISIANA | | | | |
| 50% & Over | Acadia | 20,100 | 19,800 | 99 |
| | Allen | 7,200 | 7,100 | 99 |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Beauregard | 11,500 | 11,300 | 98 |
| | Calcasieu | 62,000 | 61,500 | 99 |



KLFY-TV BPCT-791231KG Granted 7/28/80

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|----------------|
| 50% & Over | Cameron | 3,400 | 3,400 | 100 |
| | Evangeline | 12,300 | 12,000 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |
| | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Lafayette | 60,900 | 60,300 | 99 |
| | St Landry | 30,200 | 29,600 | 98 |
| | St Martin | 15,000 | 14,800 | 99 |
| | St Mary | 20,000 | 19,800 | 99 |
| | Vermilion | 18,900 | 18,700 | 99 |
| | Vernon | 18,500 | 18,100 | 98 |
| Between 25-49% | LOUISIANA | | | |
| | Assumption | 6,900 | 6,800 | 99 |
| | Pointe Coupee | 8,300 | 8,100 | 98 |
| Rapides | 49,400 | 48,900 | 99 | |
| Between 5-24% | LOUISIANA | | | |
| | Catahoula | 4,500 | 4,400 | 98 |
| | Concordia | 8,000 | 7,800 | 98 |
| | Grant | 6,900 | 6,800 | 99 |
| | Iberville | 10,400 | 10,200 | 98 |
| | Lafourche | 28,800 | 28,500 | 99 |
| La Salle | 6,100 | 6,000 | 98 | |
| Station Totals | | 457,400 | 451,400 | 99 |
| Net Weekly Circulation (1991) | | | | 302,400 |
| Average Daily Circulation (1991) | | | | 183,800 |

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Louisiana—Lake Charles

KPLC-TV

Ch. 7

Network Service: NBC.

Licensee: Cosmos Corp., Box 1488, Lake Charles, LA 70602.

Studio: 320 Division St., Lake Charles, LA 70601.

Telephone: 318-439-9071. Fax: 318-437-7600.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 43"
Longitude 93° 00' 08"

Transmitter: Near Fenton, LA.

Satellite Earth Stations: Harris, 10-meter Ku-band; Harris, 3-meter Ku-band; Harris, 3-meter C-band; Comtech, 7-meter Ku-band; Comtech, 7-meter C-band; Harris, Omni receivers.

News Service: AP.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: September 29, 1954. Sale to present owner approved by FCC Nov. 13, 1986 (Television Digest, Vol. 26:39). Sale to Channel Communications by G. Russell Chambers approved by FCC March 31, 1986. Previous sale by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Sale to Calcasieu by T. B. Lanford & L. M. Sepaugh Sr. & Jr. approved June 30, 1964 (Vol. 4:18, 27).

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

James D. Serra, Vice President & General Manager.
Steve Hensley, General Sales Manager.
Dolores Tutt, Local Sales Manager.
James Smith, News Director.
Robin Daugereau, Program & Marketing Director.
Daphne Walker, Promotion Director.
Sandra Barrow, Business Manager.
Paula Dupuis, Marketing Director.
Ron Blansett, Chief Engineer.

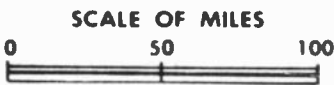
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$675.

City of License: Lake Charles. ADI: Lake Charles. Rank: 173.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Acadia | 20,100 | 19,800 | 99 |
| | Allen | 7,200 | 7,100 | 99 |
| | Beauregard | 11,500 | 11,300 | 98 |



KPLC-TV BPCT-4012 Granted 12/12/67

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Calcasieu | 62,000 | 61,500 | 99 |
| | Cameron | 3,400 | 3,400 | 100 |
| | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Lafayette | 60,900 | 60,300 | 99 |
| | Vermilion | 18,900 | 18,700 | 99 |
| Between 25-49% | LOUISIANA | | | |
| | Evangeline | 12,300 | 12,000 | 98 |
| | St Landry | 30,200 | 29,600 | 98 |
| Between 5-24% | LOUISIANA | | | |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Concordia | 8,000 | 7,800 | 98 |
| | Iberia | 22,200 | 22,000 | 99 |
| | St Martin | 15,000 | 14,800 | 99 |
| | TEXAS | | | |
| | Jasper | 12,400 | 12,200 | 98 |
| | Newton | 4,900 | 4,800 | 98 |
| | Orange | 28,700 | 28,500 | 99 |
| | Sabine | 4,300 | 4,200 | 98 |
| Station Totals | | 366,400 | 361,600 | 99 |
| Net Weekly Circulation (1991) | | | 183,800 | |
| Average Daily Circulation (1991) | | | 98,400 | |

Louisiana—Lake Charles

KVHP

Ch. 29

Network Service: Fox.

Licensee: KVHP-TV Partners, 3638 Camino Del Rio N, Suite 102, San Diego, CA 92108.

Studio: 129 W. Prien Lake Rd., Lake Charles, LA 70605.

Telephone: 318-474-1316.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"
Longitude 93° 13' 12"

Holds CP for change to 2507-kw max. visual, 1293-ft. above av. terrain, 1289-ft. above ground, 1319-ft. above sea level, lat. 30° 17' 26", long. 93° 34' 35", transmitter to State Rte. 379, 5.9-mi. NW of Edgerly, LA. BMPCT-900730KZ.

Transmitter: SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

Satellite Earth Stations: 2 in operation; Simulcast receivers.

News Service: CNN.

Ownership: KVHP-TV Partners.

Began Operation: January 18, 1983. Sale to Herschell Hardesty & J. W. DiGiglia by Hugh Van Eaton approved by FCC March 3, 1984. Sale to Marvin Gorman Ministries Inc. from receivership approved by FCC July 16, 1986. Sale to present owners approved March 12, 1987.

Represented (sales): Seltel Inc.

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

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

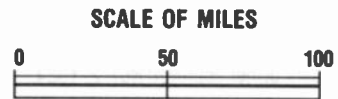
Personnel:

- Gary Hardesty, President.
- Ken Smith, General Manager.
- Jeff Pryor, Station Manager & Marketing Director.
- Debbie Racca, National Sales Manager.
- Jason Lauckner, Chief Engineer.
- Ted Wrenn, News Director.
- Betty Feduccia, Program Director.
- Sarah Bateman, Promotion Director.
- Cathy High, Business Manager.

Highest 30 Sec. Rate: \$185.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 173.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KVHP BMPCT-900730KZ Granted 8/16/91 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|---------------|
| 50% & Over | LOUISIANA | | | |
| | Calcasieu | 62,000 | 61,500 | 99 |
| | Cameron | 3,400 | 3,400 | 100 |
| Between 25-49% | LOUISIANA | | | |
| | Allen | 7,200 | 7,100 | 99 |
| | Beauregard | 11,500 | 11,300 | 98 |
| | Jefferson Davis | 11,100 | 11,000 | 99 |
| | Vernon | 18,500 | 18,100 | 98 |
| | TEXAS | | | |
| Jasper | 12,400 | 12,200 | 98 | |
| Newton | 4,900 | 4,800 | 98 | |
| Orange | 28,700 | 28,500 | 99 | |
| Between 5-24% | TEXAS | | | |
| | Hardin | 14,600 | 14,400 | 99 |
| | Jefferson | 92,200 | 91,600 | 99 |
| | Tyler | 7,500 | 7,300 | 97 |
| Station Totals | | 274,000 | 271,200 | 99 |
| Net Weekly Circulation (1991) | | | | 97,400 |
| Average Daily Circulation (1991) | | | | 40,400 |

Louisiana—West Monroe-Monroe

KARD

Ch. 14

Network Service: ABC.

Licensee: Woods Communications Group Inc., 102 Thomas Rd., Suite 22, West Monroe, LA 71291.

Studio: 102 Thomas Rd., Suite 22, West Monroe, LA 71291.

Telephone: 318-323-1972. Fax: 318-322-0926.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1876-ft. above av. terrain, 1929-ft. above ground, 2049-ft. above sea level.

Latitude 32° 05' 41"
Longitude 92° 10' 39"

Transmitter: 5.5-mi. W of Columbia, 1.5-mi. S of Hwy. 4.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Andrew, 3.5-meter; Andrew, Microwave Assoc. receivers.

Ownership: Charles Woods (Group Owner).

Began Operation: August 19, 1967 on Ch. 39 as KUZN-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to Kenneth E. Meyer, et al., approved by FCC Jan. 31, 1978. Sale to present owner approved Nov. 2, 1984.

Represented (sales): Sattel Inc.

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

Personnel:

Rick Lipps, General Manager.
Joe Currie, General Sales Manager.
Lydia Sandifer, Local Sales Manager.
Rodney Evans, Chief Engineer.
Todd Chisnell, Promotion Director.

Highest 30 Sec. Rate: \$300.

City of License: West Monroe. ADI: Monroe, LA-EI Dorado, AR. Rank: 121.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Ashley | 9,400 | 9,200 | 98 |
| 50% & Over | LOUISIANA | | | |
| | Caldwell | 4,800 | 4,700 | 98 |
| | Catahoula | 4,500 | 4,400 | 98 |
| | Concordia | 8,000 | 7,800 | 98 |
| | Franklin | 8,500 | 8,400 | 99 |
| | Jackson | 6,900 | 6,800 | 99 |
| | Lincoln | 14,200 | 14,100 | 99 |



KARD BPCT-851118KE Granted 5/27/86

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Morehouse | 13,300 | 13,100 | 98 |
| | Ouachita | 52,200 | 51,700 | 99 |
| | Richland | 8,000 | 7,900 | 99 |
| | Tensas | 2,900 | 2,800 | 97 |
| | Union | 8,100 | 8,000 | 99 |
| Between 25-49% | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Grant | 6,900 | 6,800 | 99 |
| | La Salle | 6,100 | 6,000 | 98 |
| | Madison | 5,800 | 5,700 | 98 |
| | West Carroll | 4,700 | 4,600 | 98 |
| Between 5-24% | LOUISIANA | | | |
| | Natchitoches | 14,300 | 13,900 | 97 |
| | MISSISSIPPI | | | |
| | Adams | 13,800 | 13,600 | 99 |
| Jefferson | 3,000 | 2,900 | 97 | |
| Wilkinson | 3,400 | 3,300 | 97 | |
| Station Totals | | 211,200 | 207,900 | 98 |
| Net Weekly Circulation (1991) | | | | 114,500 |
| Average Daily Circulation (1991) | | | | 60,000 |

Louisiana—West Monroe

KMCT-TV

Ch. 39

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1616, Greenville, SC 29602.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-322-1399.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 560-kw max. visual, 56-kw max. aural. Antenna: 498-ft. above av. terrain, 514-ft. above ground, 583-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 32° | 30' | 21" |
| Longitude | 92° | 08' | 54" |

Transmitter: 701 Parkwood Dr., West Monroe.

Satellite Earth Stations: 2 in operation.

News Service: INN.

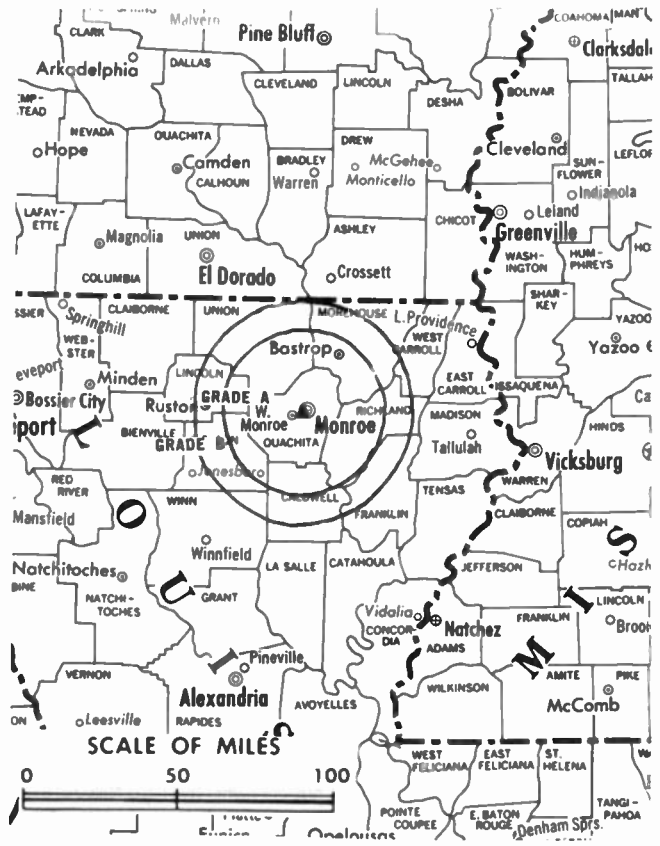
Ownership: Carolina Christian Broadcasting Co. (Group Owner).

Began Operation: April 7, 1986.

Personnel:

James H. Thompson, President.
 Ben F. Jones, General Manager.
 Skip Garret, Sales Manager.
 Charles Reed, Sales.
 Norvin Duncan, General Counsel.
 Gene Gibson, Chief Engineer.

Rates: On request.



KMCT-TV BNPCT-850920KG Granted 11/25/85

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Arbitron Data: Not available.

City of License: West Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 121.

Louisiana—Monroe-EI Dorado, Arkansas

KTVE

Ch. 10

Network Service: NBC.

Licensee: KTVE Inc., 2909 Kilpatrick Blvd., Box 4339, Monroe, LA 71201.

Studios: 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

Telephones: 318-323-1300, Monroe; 501-862-6651, El Dorado.

TWX: 510-977-5386.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 1980-ft. above ground, 2106-ft. above sea level.

Latitude 33° 04' 41.00"
Longitude 92° 13' 40.60"

Transmitter: 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

Satellite Earth Stations: Satcom Technologies, 8.3-meter C-band; Harris, 7-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, 3-meter C-band; Harris, Microdyne receivers.

News Service: AP, NBC.

Ownership: Gray Communications Systems Inc. (Group Owner).

Began Operation: December 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by William Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & W. M. Bigley approved July 6, 1960 (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 (Vol. 16:34).

Represented (sales): Katz Television.

Represented (legal): Sidley & Austin.

Represented (engineering): Smith & Powstenko.

Personnel:

- George Singleton, Vice President & General Manager.
- Wanda Meadows, Station Manager.
- David Brown, General Sales Manager.
- Fran Rogers, National Sales Manager.
- Mike Caruso, Chief Engineer.
- Jerry Mayer, News Director.
- Betty Smith, Program Director.
- Susan Allain, Promotion Director.
- Judy Futch, Business Director.
- David Clark, Operations Manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1300.

City of License: El Dorado, AR. ADI: Monroe, LA-El Dorado, AR. Rank: 121.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|-----|
| 50% & Over | ARKANSAS | | | |
| | Ashley | 9,400 | 9,200 | 98 |
| | Bradley | 5,000 | 4,900 | 98 |
| | Calhoun | 2,200 | 2,200 | 100 |
| | Chicot | 5,600 | 5,400 | 96 |
| | Ouachita | 13,200 | 13,000 | 98 |
| | Union | 18,700 | 18,400 | 98 |
| | LOUISIANA | | | |
| | Caldwell | 4,800 | 4,700 | 98 |



KTVE BPCT-860328KH Granted 9/9/86

©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|---------------|---------|
| 50% & Over | East Carroll | 3,700 | 3,600 | 97 |
| | Franklin | 8,500 | 8,400 | 99 |
| | Jackson | 6,900 | 6,800 | 99 |
| | Lincoln | 14,200 | 14,100 | 99 |
| | Morehouse | 13,300 | 13,100 | 98 |
| | Ouachita | 52,200 | 51,700 | 99 |
| | West Carroll | 4,700 | 4,600 | 98 |
| Between 25-49% | ARKANSAS | | | |
| | Desha | 6,500 | 6,400 | 98 |
| | LOUISIANA | | | |
| | Claiborne | 6,300 | 6,200 | 98 |
| Madison | 5,800 | 5,700 | 98 | |
| Between 5-24% | MISSISSIPPI | | | |
| | Washington | 24,100 | 23,800 | 99 |
| Between 5-24% | ARKANSAS | | | |
| | Cleveland | 3,000 | 2,900 | 97 |
| | Columbia | 9,900 | 9,700 | 98 |
| | Dallas | 4,000 | 3,900 | 98 |
| | Drew | 6,500 | 6,300 | 97 |
| | Lincoln | 3,500 | 3,400 | 97 |
| | Nevada | 3,800 | 3,700 | 97 |
| | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Catahoula | 4,500 | 4,400 | 98 |
| Winn | 6,200 | 6,100 | 98 | |
| Between 5-24% | MISSISSIPPI | | | |
| | Bolivar | 14,500 | 14,200 | 98 |
| | Issaquena | 800 | 800 | 100 |
| Sharkey | 2,200 | 2,200 | 100 | |
| Station Totals | | 286,300 | 281,800 | 98 |
| Net Weekly Circulation (1991) | | | | 167,500 |
| Average Daily Circulation (1991) | | | | 89,800 |

Louisiana—Monroe-West Monroe

KNOE-TV

Ch. 8

Network Service: CBS.

Licensee: NOE Enterprises Inc., Box 4067, Monroe, LA 71211.

Studio: 1400 Oliver Rd., Monroe, LA 71201.

Mailing Address: Box 4067, Monroe, LA 71211.

Telephone: 318-388-8888. TWX: 510-977-5384. Fax: 318-322-8774.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, LA.

Satellite Earth Stations: RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; Simulcast, 7-meter C-band; Comsat, Harris, Pirzone receivers.

AM Affiliate: KNOE, 5-kw, 540 kHz.

FM Affiliate: KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

News Services: AP, CBS, CNN, CNN Headline News, Colorgraphics, National Weather Service, Potomac News Service.

Ownership: Noe Corp.

Began Operation: September 27, 1953.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Personnel:

James A. Noe Jr., President.
Richard L. French, General Manager.
Ken Hawkins, General Sales Manager.
Jamie Patrick, News Director.
Jack McCall, Program Director.
David Price, Promotion Director.
Ronald Shelby, Controller.
Freddy Roberts, Chief Engineer.
Ansel Smith, Operations & Production Manager.
Ken Purcell, Chief Photographer.
Laura Z. Roberts, Personnel & EEO Director.

Highest 30 Sec. Rate: \$1200.

City of License: Monroe. AOI: Monroe, LA-El Dorado, AR. Rank: 121.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Ashley | 9,400 | 9,200 | 98 |
| | Union | 18,700 | 18,400 | 98 |
| LOUISIANA | Caldwell | 4,800 | 4,700 | 98 |
| | Catahoula | 4,500 | 4,400 | 98 |
| | Concordia | 8,000 | 7,800 | 98 |
| | East Carroll | 3,700 | 3,600 | 97 |
| | Franklin | 8,500 | 8,400 | 99 |
| | Grant | 6,900 | 6,800 | 99 |
| | Jackson | 6,900 | 6,800 | 99 |
| | La Salle | 6,100 | 6,000 | 98 |
| | Lincoln | 14,200 | 14,100 | 99 |
| | Madison | 5,800 | 5,700 | 98 |



KNOE-TV BPCT-3313 Granted 10/2/64

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Morehouse | 13,300 | 13,100 | 98 |
| | Natchitoches | 14,300 | 13,900 | 97 |
| | Ouachita | 52,200 | 51,700 | 99 |
| | Rapides | 49,400 | 48,900 | 99 |
| | Richland | 8,000 | 7,900 | 99 |
| | Tensas | 2,900 | 2,800 | 97 |
| | Union | 8,100 | 8,000 | 99 |
| | West Carroll | 4,700 | 4,600 | 98 |
| | Winn | 6,200 | 6,100 | 98 |
| | MISSISSIPPI | | | |
| Adams | 13,800 | 13,600 | 99 | |
| Claiborne | 3,700 | 3,600 | 97 | |
| Between 25-49% | ARKANSAS | | | |
| | Chicot | 5,600 | 5,400 | 96 |
| | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Claiborne | 6,300 | 6,200 | 98 |
| | MISSISSIPPI | | | |
| Jefferson | 3,000 | 2,900 | 97 | |
| Warren | 19,200 | 19,000 | 99 | |
| Wilkinson | 3,400 | 3,300 | 97 | |
| Between 5-24% | ARKANSAS | | | |
| | Bradley | 5,000 | 4,900 | 98 |
| | LOUISIANA | | | |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Red River | 3,800 | 3,700 | 97 |
| | Sabine | 10,600 | 10,300 | 97 |
| MISSISSIPPI | | | | |
| Amite | 4,800 | 4,700 | 98 | |
| Franklin | 3,200 | 3,100 | 97 | |
| Issaquena | 800 | 800 | 100 | |
| Station Totals | | 360,800 | 355,000 | 98 |
| Net Weekly Circulation (1991) | | | | 247,600 |
| Average Daily Circulation (1991) | | | | 158,200 |

Louisiana—New Orleans

WDSU-TV

Ch. 6

Network Service: NBC.

Licensee: WDSU Television Inc., 515 N. 6th St., No. 2020, St. Louis, MO 63101.

Studio: 520 Royal St., New Orleans, LA 70130.

Telephone: 314-234-5950. TWX: 810-951-6077. Fax: 504-527-0145.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 932-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01.00"
Longitude 89° 57' 28.50"

Transmitter: Tournefort St., Chalmette, LA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 3.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: December 18, 1948. Sale to Cosmos Bcstg. by Royal Street Corp. approved by FCC Nov. 29, 1972 (Television Digest, Vol. 12:15, 49). Sale to present owner approved Sept. 22, 1989 (Vol. 29:31, 34, 35).

Represented (sales): Katz Television.

Represented (legal): Verner, Liipfert, Bernhard, McPherson & Hand.

Personnel:

John Carpenter, General Manager.
Brooks Hogg, General Sales Manager.
Blaine Mitchell, Local Sales Manager.
Don Hahn, Director of Broadcast Operations & Engineering.
Linda Levy, News Director.
Leslie Doskey, Program Coordinator.
Charles E. Paige, Promotion & Marketing Director.
Steve Mohammed, Business Manager.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$2200.

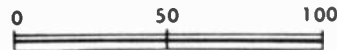
City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| LOUISIANA | | | | |
| 50% & Over | Assumption | 6,900 | 6,800 | 99 |
| | Jefferson | 175,800 | 174,900 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | Orleans | 210,700 | 208,800 | 99 |
| | Plaquemines | 8,300 | 8,200 | 99 |
| | St Bernard | 24,200 | 24,100 | 100 |
| | St Charles | 15,400 | 15,300 | 99 |



SCALE OF MILES



WDSU-TV BPCT-2034 Granted 11/10/55

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | St James | 6,900 | 6,800 | 99 |
| | St John The Baptist | 13,500 | 13,300 | 99 |
| | St Tammany | 55,000 | 54,400 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| | Washington | 17,100 | 16,800 | 98 |
| MISSISSIPPI | | | | |
| | Hancock | 12,600 | 12,500 | 99 |
| | Harrison | 63,200 | 62,900 | 99 |
| | Pearl River | 14,500 | 14,400 | 99 |
| Between 25-49% | | | | |
| MISSISSIPPI | | | | |
| | Stone | 3,700 | 3,700 | 100 |
| | Walthall | 5,000 | 4,900 | 98 |
| Between 5-24% | | | | |
| LOUISIANA | | | | |
| | Ascension | 20,000 | 19,700 | 99 |
| | Livingston | 25,200 | 24,800 | 98 |
| | St Helena | 3,100 | 3,000 | 97 |
| | St Mary | 20,000 | 19,800 | 99 |
| MISSISSIPPI | | | | |
| | Jackson | 45,900 | 45,600 | 99 |
| Station Totals | | 840,400 | 832,900 | 99 |
| Net Weekly Circulation (1991) | | | | 630,300 |
| Average Daily Circulation (1991) | | | | 366,500 |

Louisiana—New Orleans

WGNO

Ch. 26

Network Service: None, independent.

Licensee: WGNO Inc., Two Canal St., Suite 2800, New Orleans, LA 70130.

Studio: World Trade Center, Suite 2800, New Orleans, LA 70130.

Telephone: 504-581-2600. TWX: 810-954-6158. Fax: 504-522-1885.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2690-kw max. & 1100-kw horizontal visual, 269-kw max. & 111-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"
Longitude 89° 56' 58"

Transmitter: Paris Rd. & Bayou Bienvenue, New Orleans.

Satellite Earth Stations: Simulsat, 7-meter C-band; Vertex, 5-meter Ku-band; Harris, Scientific-Atlanta receivers.

Ownership: Tribune Broadcasting Co. (Group Owner).

Began Operation: October 14, 1967. Sale to Tribune Bcstg. Co. by General Media Corp. approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et al., approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagervoord, et al.

Represented (sales): TeleRep Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

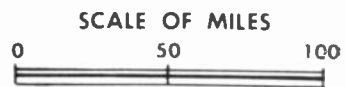
- Bob Gremillion, Station Manager.
- Bill Ross, Director of Sales.
- Karen Nally, Local Sales Manager.
- Michael LaBonia, Regional Sales Manager.
- Vincent Manzl, National Sales Manager.
- Paula Pendarvis, News Director.
- Kath Quinn, Program Director.
- Randy Davis, Chief Engineer.
- Jeff Clemons, Promotion Director.
- Terry Eagan, Controller.
- Chris Rogers, Marketing Director.

Highest 30 Sec. Rate: \$1500.

City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | LOUISIANA | | | |
| | Jefferson | 175,800 | 174,900 | 99 |
| | Orleans | 210,700 | 208,800 | 99 |
| | Plaquemines | 8,300 | 8,200 | 99 |
| | St Bernard | 24,200 | 24,100 | 100 |
| | St Charles | 15,400 | 15,300 | 99 |
| | St James | 6,900 | 6,800 | 99 |
| | St John The Baptist | 13,500 | 13,300 | 99 |
| | St Tammany | 55,000 | 54,400 | 99 |
| | Terrebonne | 32,800 | 32,400 | 99 |



WGNO BPCT-790523KE Granted 1/30/80 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| Between 25-49% | LOUISIANA | | | |
| | Ascension | 20,000 | 19,700 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| | Washington | 17,100 | 16,800 | 98 |
| Between 5-24% | MISSISSIPPI | | | |
| | Hancock | 12,600 | 12,500 | 99 |
| | Pearl River | 14,500 | 14,400 | 99 |
| | LOUISIANA | | | |
| | Assumption | 6,900 | 6,800 | 99 |
| Livingston | 25,200 | 24,800 | 98 | |
| St Helena | 3,100 | 3,000 | 97 | |
| St Mary | 20,000 | 19,800 | 99 | |
| Station Totals | MISSISSIPPI | | | |
| | Harrison | 63,200 | 62,900 | 99 |
| | Stone | 3,700 | 3,700 | 100 |
| | Walthall | 5,000 | 4,900 | 98 |
| Net Weekly Circulation (1991) | | 794,500 | 787,300 | 99 |
| Average Daily Circulation (1991) | | | | 401,600 |
| | | | | 168,200 |

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Louisiana—New Orleans

WNOL-TV

Ch. 38

Network Service: Fox.

Licensee: Quincy Jones Bcstg. Inc., 1661 Canal St., New Orleans, LA 70112.

Studio: 1661 Canal St., New Orleans, LA 70112.

Telephone: 504-525-3838. Fax: 504-569-0908.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"
Longitude 89° 56' 26"

Transmitter: 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundary, Chalmette.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Simulcast, 7-meter; Harris, M/A-Com receivers.

Ownership: Quincy Jones Bcstg. Inc.

Began Operation: March 25, 1984. Sale to TVX Broadcast Group by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (Television Digest, Vol. 25:50). Sale to present owner approved Nov. 17, 1989.

Represented (sales): Sattel Inc.

Personnel:

Madelyne Mix Bonnot, Vice President & General Manager.
Steve Barry, General Sales Manager.
Sonya Landry, Local Sales Manager.
Mike Zikmund, National Sales Manager.
Bob Lawrence, Chief Engineer.
Jenny Zoeller, Program Director.
Linda Rae Tucker, Business Manager.

Highest 30 Sec. Rate: \$1500.

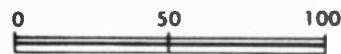
City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | LOUISIANA | | | |
| | Jefferson | 175,800 | 174,900 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | Orleans | 210,700 | 208,800 | 99 |
| | Plaquemines | 8,300 | 8,200 | 99 |
| | St Bernard | 24,200 | 24,100 | 100 |
| | St Charles | 15,400 | 15,300 | 99 |



SCALE OF MILES



WNOL-TV BMPCT—831214K1 Granted 1/26/84

©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------------|------------------|---------------|---------|
| 50% & Over | St James | 6,900 | 6,800 | 99 |
| | St John The Baptist | 13,500 | 13,300 | 99 |
| | St Tammany | 55,000 | 54,400 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| Between 25-49% | LOUISIANA | | | |
| | Washington | 17,100 | 16,800 | 98 |
| | MISSISSIPPI | | | |
| | Hancock | 12,600 | 12,500 | 99 |
| Between 5-24% | Harrison | 63,200 | 62,900 | 99 |
| | Pearl River | 14,500 | 14,400 | 99 |
| Station Totals | LOUISIANA | | | |
| | Livingston | 25,200 | 24,800 | 98 |
| | MISSISSIPPI | | | |
| | Walthall | 5,000 | 4,900 | 98 |
| Net Weekly Circulation (1991) | | 740,800 | 734,300 | 99 |
| Average Daily Circulation (1991) | | | 433,400 | 187,900 |

Louisiana—New Orleans

WVUE

Ch. 8

Network Service: ABC.

Licensee: Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Suite 1200, Chicago, IL 60611.

Studio: 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

Telephone: 504-486-6161. TWX: 810-951-6090. Fax: 504-483-1212.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"
Longitude 89° 56' 58"

Transmitter: 3900 Marrietta Rd., Chalmette, LA.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 9-meter C-band; Andrew, 7-meter C-band; Satcom Technologies, 7-meter Ku-band; Avantek, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Burnham Broadcasting Co. (Group Owner).

Began Operation: December 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vol. 14:51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23). Switched to Ch. 8 June 8, 1970. Sale to Gaylord Bcstg. approved by FCC June 30, 1977 (Vol. 16:26; 17:28). Sale to Burnham Bcstg. L.P. by Gaylord approved by FCC June 8, 1987 (Vol. 26:47; 27:3).

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

Represented (legal): Reed, Smith, Shaw & McClay.

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

Personnel:

- Phillip Nye, President & General Manager.
- Ron Jones, General Sales Manager.
- Jim Goodlad, Local Sales Manager.
- Fred Barrett, Chief Engineer.
- Kevin Brennan, News Director.
- Susan Whatley, Program Director.
- Greg Buisson, Marketing Director.
- John Nagel, Director of Finance.

Rates: On request.

City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | LOUISIANA | | | |
| | Jefferson | 175,800 | 174,900 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | Orleans | 210,700 | 208,800 | 99 |
| | Plaquemines | 8,300 | 8,200 | 99 |
| | St Bernard | 24,200 | 24,100 | 100 |
| | St James | 6,900 | 6,800 | 99 |



WVUE Doc-18390

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | St John The Baptist | 13,500 | 13,300 | 99 |
| | St Tammany | 55,000 | 54,400 | 99 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| | Washington | 17,100 | 16,800 | 98 |
| | MISSISSIPPI | | | |
| | Hancock | 12,600 | 12,500 | 99 |
| Between 25-49% | Pearl River | 14,500 | 14,400 | 99 |
| | LOUISIANA | | | |
| | Ascension | 20,000 | 19,700 | 99 |
| | Assumption | 6,900 | 6,800 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| Between 5-24% | MISSISSIPPI | | | |
| | Harrison | 63,200 | 62,900 | 99 |
| | Walthall | 5,000 | 4,900 | 98 |
| | LOUISIANA | | | |
| | Livingston | 25,200 | 24,800 | 98 |
| Station Totals | St Helena | 3,100 | 3,000 | 97 |
| | St Mary | 20,000 | 19,800 | 99 |
| | MISSISSIPPI | | | |
| Pike | 13,800 | 13,600 | 99 | |
| Station Totals | | 804,600 | 797,200 | 99 |
| Net Weekly Circulation (1991) | | | | 562,000 |
| Average Daily Circulation (1991) | | | | 293,500 |

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Louisiana—New Orleans

WWL-TV

Ch. 4

Network Service: CBS.

Licensee: Rampart Operating Partnership, 1024 N. Rampart St., New Orleans, LA 70116-2487.

Studio: 1024 N. Rampart St., New Orleans, LA 70116-2487.

Telephone: 504-529-4444. TWX: 810-951-5097. Fax: 504-529-6400.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1048-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.50"
Longitude 90° 02' 23.30"

Transmitter: No. Four Cooper Rd., Gretna, LA 70053.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 7.4-meter Ku-band; Harris, 6.1-meter C-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat, 4.2-meter Ku-band.

News Services: AP, UPI.

Ownership: Rampart Operating Partnership.

Began Operation: September 7, 1957. Sale to present owners by Loyola University approved by FCC May 23, 1990 (Television Digest, Vol. 30:1).

Represented (sales): Petry Television.

Represented (legal): Holland & Knight.

Personnel:

J. Michael Early, President & General Manager.
Phil Johnson, Vice President & Assistant Manager.
Jimmie B. Phillips, Director of Sales.
Don De La Housseaye, Local Sales Manager.
Billie Bonnett, National Sales Manager.
Joe Duke, News Director.
Dee Joyce, Promotion & Marketing Director.
Debra Barnewold, Business Manager.
William Mosely, Finance Director.
Gary Couillard, Chief Engineer.
Neil Fears, Marketing Director.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$4580.

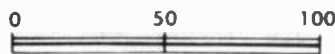
City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | LOUISIANA | | | |
| | Assumption | 6,900 | 6,800 | 99 |
| | Jefferson | 175,800 | 174,900 | 99 |
| | Lafourche | 28,800 | 28,500 | 99 |
| | Orleans | 210,700 | 208,800 | 99 |
| | Plaquemines | 8,300 | 8,200 | 99 |
| | St Bernard | 24,200 | 24,100 | 100 |
| St Charles | 15,400 | 15,300 | 99 | |



SCALE OF MILES



WWL-TV BPCT-3071 Granted 11/1/62

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------------|------------------|---------------|---------|
| 50% & Over | St James | 6,900 | 6,800 | 99 |
| | St John The Baptist | 13,500 | 13,300 | 99 |
| | St Tammany | 55,000 | 54,400 | 99 |
| | Tangipahoa | 31,800 | 31,300 | 98 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| | Washington | 17,100 | 16,800 | 98 |
| Between 25-49% | MISSISSIPPI | | | |
| | Hancock | 12,600 | 12,500 | 99 |
| | Harrison | 63,200 | 62,900 | 99 |
| Between 5-24% | Pearl River | 14,500 | 14,400 | 99 |
| | Walthall | 5,000 | 4,900 | 98 |
| | LOUISIANA | | | |
| | Ascension | 20,000 | 19,700 | 99 |
| | St Mary | 20,000 | 19,800 | 99 |
| | MISSISSIPPI | | | |
| | Pike | 13,800 | 13,600 | 99 |
| Stone | 3,700 | 3,700 | 100 | |
| Station Totals | LOUISIANA | | | |
| | East Feliciana | 6,000 | 5,900 | 98 |
| | Livingston | 25,200 | 24,800 | 98 |
| | St Helena | 3,100 | 3,000 | 97 |
| Average Daily Circulation (1991) | MISSISSIPPI | | | |
| | Amite | 4,800 | 4,700 | 98 |
| | Jackson | 45,900 | 45,600 | 99 |
| | Marion | 9,300 | 9,200 | 99 |
| Net Weekly Circulation (1991) | | 874,300 | 866,300 | 99 |
| Average Daily Circulation (1991) | | | 666,800 | 454,300 |

Louisiana—Shreveport

KMSS-TV

Ch. 33

Network Service: Fox.

Licensee: SWMM/Shreveport Corp., 6100 Corporate Dr., Suite 130, Houston, TX 77036.

Studio: 3519 Jewella Ave., Shreveport, LA 71109.

Mailing Address: Box 30033, Shreveport, LA 71130.

Telephone: 318-631-5677. Fax: 318-631-4195.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 4532-kw max. visual, 453.2-kw max. aural. Antenna: 1813-ft. above av. terrain, 1749-ft. above ground, 2014-ft. above sea level.

Latitude 32° 40' 00"
Longitude 93° 56' 02"

Transmitter: 0.57-mi. S of KSLA-TV transmitter site on St. John's Church Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; AFC, 3.7-meter Ku-band; Agile, M/A-Com, Pinzone receivers.

News Service: CNN Headline News.

Ownership: SouthWest MultiMedia Corp.

Began Operation: October 6, 1985. Sale by J. D. Waggoner & G. Teekell, et al., to present owner approved by FCC June 24, 1987.

Represented (sales): Seitel Inc.

Personnel:

Art Lanham, Vice President & General Manager.
Susan Newman, General Sales Manager
Paul Jones, Local Sales Manager.
Richard Logan, Engineering Director.
Doug Ginn, News Coordinator.
Karl Cole, Promotion Director.
Phyllis Phillips, Business Manager.

Highest 30 Sec. Rate: \$300.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Bossier | 32,700 | 32,400 | 99 |
| | Caddo | 103,300 | 102,300 | 99 |
| | De Soto | 10,400 | 10,200 | 98 |
| | Webster | 17,400 | 17,200 | 99 |
| Between 25-49% | TEXAS | | | |
| | Cass | 11,300 | 11,100 | 98 |
| | Harrison | 20,600 | 20,300 | 99 |
| | Panola | 8,500 | 8,400 | 99 |
| | ARKANSAS | | | |
| | Howard | 5,100 | 5,000 | 98 |
| | Miller | 14,500 | 14,300 | 99 |
| | LOUISIANA | | | |
| | Natchitoches | 14,300 | 13,900 | 97 |
| | Red River | 3,800 | 3,700 | 97 |



KMSS-TV BMPCT-850227KH Granted 7/31/85 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---|------------------|----------------|----------------|
| Between 25-49% | TEXAS | | | |
| | Bowie | 31,500 | 31,200 | 99 |
| | Gregg | 42,400 | 41,900 | 99 |
| | Marion | 4,200 | 4,100 | 98 |
| | Morris | 5,300 | 5,200 | 98 |
| | Rusk | 16,300 | 16,100 | 99 |
| Between 5-24% | ARKANSAS | | | |
| | Hempstead | 8,500 | 8,300 | 98 |
| | Lafayette | 3,500 | 3,400 | 97 |
| | Nevada | 3,800 | 3,700 | 97 |
| | Sevier | 5,500 | 5,400 | 98 |
| | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Claiborne | 6,300 | 6,200 | 98 |
| | Jackson | 6,900 | 6,800 | 99 |
| | OKLAHOMA | | | |
| Mc Curtin | 13,300 | 13,000 | 98 | |
| Station Totals | TEXAS | | | |
| | Camp | 4,200 | 4,100 | 98 |
| | Red River | 6,200 | 6,000 | 97 |
| | Sabine | 4,300 | 4,200 | 98 |
| | San Augustine | 3,500 | 3,400 | 97 |
| | Shelby | 9,600 | 9,400 | 98 |
| | Titus | 9,200 | 9,100 | 99 |
| | Station Totals | 444,900 | 438,500 | 99 |
| | Net Weekly Circulation (1991) | | | 194,600 |
| | Average Daily Circulation (1991) | | | 82,400 |

Louisiana—Shreveport

KSLA-TV

Ch. 12

Network Service: CBS.

Licensee: VSC Communications Inc., Box 4812, Shreveport, LA 71104.

Studio: 1812 Fairfield Ave., Shreveport, LA 71101.

Telephone: 318-222-1212. TWX: 510-973-4013. Fax: 318-677-6703.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

Latitude 32° 40' 29"
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

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

News Services: AP, CBS, Group W Newsfeed.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: December 22, 1953 as KSLA Interim Television Corp., equally owned by KRMO, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to KSLA-TV by Mrs. George, et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

Represented (sales): TeleRep Inc.

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

Personnel:

Alan F. Cartwright, Vice President & General Manager.
Marc Stover, Local Sales Manager.
Sandi Lowe, Director of National Sales.
Roger Herring, Operations Manager.
Jim Womack, Chief Engineer.
Jack Hodges, News Director.
Donna Frank, Program Director.
Mike Thomas, Promotion Director.
Cindy Townsend, Business Manager.

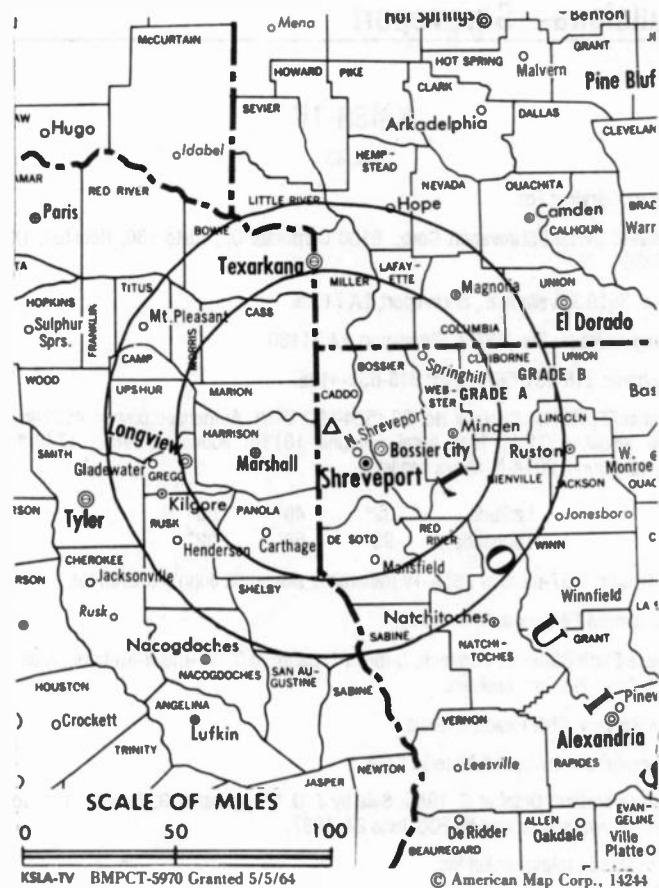
Rates: On request.

NETWORK BASE HOURLY RATE: \$1733.

City of License: Shreveport. ADI: Shreveport, LA-*Texarkana, TX*. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Columbia | 9,900 | 9,700 | 98 |
| | Hempstead | 8,500 | 8,300 | 98 |
| | Howard | 5,100 | 5,000 | 98 |
| | Lafayette | 3,500 | 3,400 | 97 |
| | Little River | 5,100 | 5,000 | 98 |
| | Miller | 14,500 | 14,300 | 99 |
| | Sevier | 5,500 | 5,400 | 98 |
| | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Bossier | 32,700 | 32,400 | 99 |
| | Caddo | 103,300 | 102,300 | 99 |
| | Claiborne | 6,300 | 6,200 | 98 |
| | De Soto | 10,400 | 10,200 | 98 |
| | Natchitoches | 14,300 | 13,900 | 97 |
| | Red River | 3,800 | 3,700 | 97 |
| | Sabine | 10,600 | 10,300 | 97 |
| | Webster | 17,400 | 17,200 | 99 |
| | TEXAS | | | |
| Bowie | 31,500 | 31,200 | 99 | |
| Camp | 4,200 | 4,100 | 98 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|-----------|
| 50% & Over | Cass | 11,300 | 11,100 | 98 |
| | Franklin | 3,200 | 3,100 | 97 |
| | Gregg | 42,400 | 41,900 | 99 |
| | Harrison | 20,600 | 20,300 | 99 |
| | Marion | 4,200 | 4,100 | 98 |
| | Morris | 5,300 | 5,200 | 98 |
| | Nacogdoches | 19,500 | 19,100 | 98 |
| | Panola | 8,500 | 8,400 | 99 |
| | Rusk | 16,300 | 16,100 | 99 |
| | Shelby | 9,600 | 9,400 | 98 |
| | Titus | 9,200 | 9,100 | 99 |
| Upshur | 12,300 | 12,100 | 98 | |
| Between 25-49% | ARKANSAS | | | |
| | Nevada | 3,800 | 3,700 | 97 |
| | LOUISIANA | | | |
| | Jackson | 6,900 | 6,800 | 99 |
| | Lincoln | 14,200 | 14,100 | 99 |
| | OKLAHOMA | | | |
| | Mc Curtain | 13,300 | 13,000 | 98 |
| Between 5-24% | TEXAS | | | |
| | Hopkins | 11,800 | 11,600 | 98 |
| | Sabine | 4,300 | 4,200 | 98 |
| | San Augustine | 3,500 | 3,400 | 97 |
| | Wood | 11,900 | 11,700 | 98 |
| | ARKANSAS | | | |
| | Ouachita | 13,200 | 13,000 | 98 |
| LOUISIANA | | | | |
| Pike | 4,300 | 4,200 | 98 | |
| Union | 18,700 | 18,400 | 98 | |
| LOUISIANA | | | | |
| Winn | 6,200 | 6,100 | 98 | |
| TEXAS | | | | |
| Red River | 6,200 | 6,000 | 97 | |
| Station Totals | | 573,500 | 564,800 | 98 |
| Net Weekly Circulation (1991) | | | 407,900 | |
| Average Daily Circulation (1991) | | | 244,500 | |

Louisiana—Shreveport-Longview, Texas

KTAL-TV

Ch. 6

Network Service: NBC.

Licensee: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

Studio: 3150 N. Market St., Shreveport, LA 71107.

Offices: 3227 Summerhill Rd., Texarkana, TX.

Telephones: 318-425-2422, Texarkana; 214-793-1133, Shreveport.

TWX: 510-973-4169.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"
Longitude 94° 00' 22"

Transmitter: 2.3-mi. NNW of Vivian, LA, W of County Rd.

Satellite Earth Stations: In operation.

AM Affiliate: KCMC, 1-kw, 740 kHz (ABC).

FM Affiliate: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

News Service: AP.

Ownership: KTAL-TV Inc.

Began Operation: August 16, 1953.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

Walter E. Hussman, President.
H. Lee Bryant, Vice President & General Manager.
Douglas Yoder, Station & Sales Manager.
Jean Byrd, Program Director.
Gordon Grafton, News Director.
George Tracy, Chief Engineer.
Danielle Dykes, Promotion Director.
Terry Reese, Business Manager.

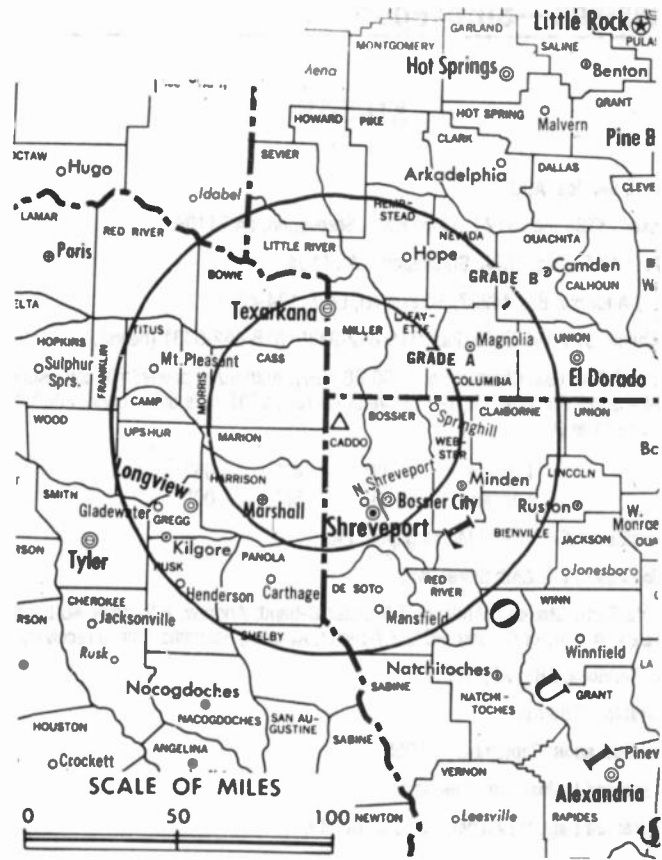
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$750.

City of License: Texarkana, TX. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Columbia | 9,900 | 9,700 | 98 |
| | Hempstead | 8,500 | 8,300 | 98 |
| | Howard | 5,100 | 5,000 | 98 |
| | Lafayette | 3,500 | 3,400 | 97 |
| | Little River | 5,100 | 5,000 | 98 |
| | Miller | 14,500 | 14,300 | 99 |
| | Sevier | 5,500 | 5,400 | 98 |
| | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Bossier | 32,700 | 32,400 | 99 |
| | Caddo | 103,300 | 102,300 | 99 |
| | Claiborne | 6,300 | 6,200 | 98 |
| | De Soto | 10,400 | 10,200 | 98 |
| Red River | 3,800 | 3,700 | 97 | |
| Webster | 17,400 | 17,200 | 99 | |
| OKLAHOMA | | | | |
| Mc Curtain | 13,300 | 13,000 | 98 | |



KTAL-TV BPCT-1135 Granted 7/24/62

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | TEXAS | | | |
| | Bowie | 31,500 | 31,200 | 99 |
| | Camp | 4,200 | 4,100 | 98 |
| | Cass | 11,300 | 11,100 | 98 |
| | Franklin | 3,200 | 3,100 | 97 |
| | Gregg | 42,400 | 41,900 | 99 |
| | Harrison | 20,600 | 20,300 | 99 |
| | Marion | 4,200 | 4,100 | 98 |
| | Morris | 5,300 | 5,200 | 98 |
| | Panola | 8,500 | 8,400 | 99 |
| | Red River | 6,200 | 6,000 | 97 |
| | Shelby | 9,600 | 9,400 | 98 |
| | Titus | 9,200 | 9,100 | 99 |
| Upshur | 12,300 | 12,100 | 98 | |
| Between 25-49% | ARKANSAS | | | |
| | Nevada | 3,800 | 3,700 | 97 |
| | TEXAS | | | |
| Rusk | 16,300 | 16,100 | 99 | |
| Wood | 11,900 | 11,700 | 98 | |
| Between 5-24% | ARKANSAS | | | |
| | Ouachita | 13,200 | 13,000 | 98 |
| | Pike | 4,300 | 4,200 | 98 |
| | Polk | 6,600 | 6,400 | 97 |
| | Union | 18,700 | 18,400 | 98 |
| | LOUISIANA | | | |
| | Lincoln | 14,200 | 14,100 | 99 |
| Natchitoches | 14,300 | 13,900 | 97 | |
| Sabine | 10,600 | 10,300 | 97 | |
| TEXAS | | | | |
| Nacogdoches | 19,500 | 19,100 | 98 | |
| San Augustine | 3,500 | 3,400 | 97 | |
| Smith | 58,300 | 57,600 | 99 | |
| Station Totals | | 609,200 | 600,100 | 99 |
| Net Weekly Circulation (1991) | | | 363,400 | |
| Average Daily Circulation (1991) | | | 207,500 | |

Louisiana—Shreveport

KTBS-TV

Ch. 3

Network Service: ABC.

Licensee: KTBS Inc., 312 E. Kings Hwy., Shreveport, LA 71104.

Studio: 312 E. Kings Hwy., Shreveport, LA 71104.

Mailing Address: Box 44227, Shreveport, LA 71134-4227.

Telephone: 318-861-5800. Fax: 318-862-9430; 318-862-9431 (news).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-ft. above av. terrain, 1801-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"
Longitude 93° 56' 00"

Transmitter: 1.5-mi. SE of Mooringsport, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 6.2-meter Ku-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter; AvanteK, Scientific-Atlanta receivers.

News Services: ABC, AP, UPI.

Ownership: KTBS Inc.

Began Operation: September 3, 1955.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Edwin N. Wray, President & General Manager.

Steven Smith, Local Sales Manager.

Tom Pears, National Sales Manager.

Andrew Pontz, News Director.

Marvin L. Perry Jr., Program Manager.

Don Wiegel, Promotion Manager.

A. Dale Beasley, Business Manager.

David L. Hendricks, Chief Engineer.

Oral Link, Production Manager.

Carolyn Lowry, Traffic Manager.

George Sirven, Community Projects Director.

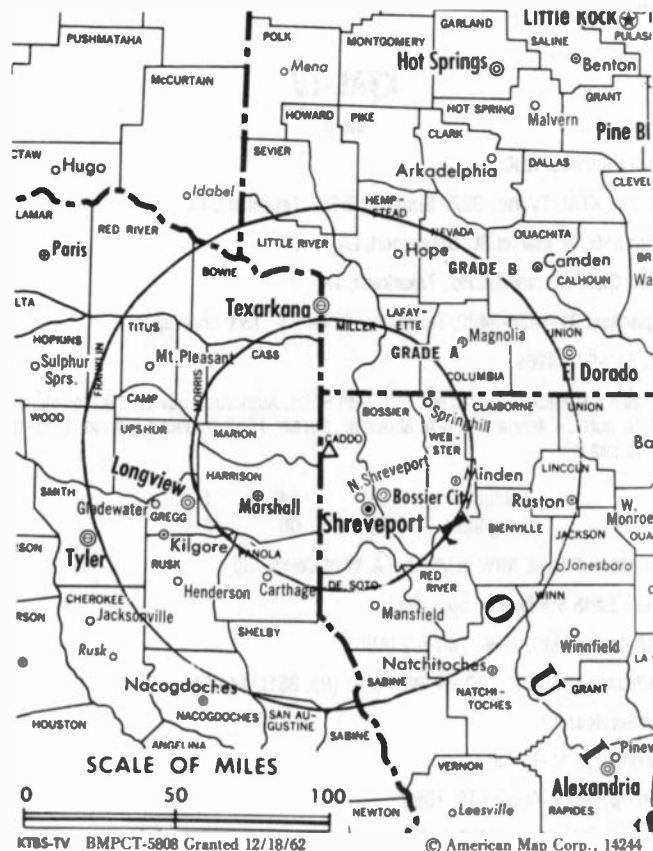
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Columbia | 9,900 | 9,700 | 98 |
| | Hempstead | 8,500 | 8,300 | 98 |
| | Lafayette | 3,500 | 3,400 | 97 |
| | Little River | 5,100 | 5,000 | 98 |
| | Miller | 14,500 | 14,300 | 99 |
| | Sevier | 5,500 | 5,400 | 98 |
| | LOUISIANA | | | |
| | Bienville | 6,200 | 6,100 | 98 |
| | Bossier | 32,700 | 32,400 | 99 |
| Caddo | 103,300 | 102,300 | 99 | |
| Claiborne | 6,300 | 6,200 | 98 | |
| De Soto | 10,400 | 10,200 | 98 | |
| Lincoln | 14,200 | 14,100 | 99 | |
| Natchitoches | 14,300 | 13,900 | 97 | |
| Red River | 3,800 | 3,700 | 97 | |
| Sabine | 10,600 | 10,300 | 97 | |
| Webster | 17,400 | 17,200 | 99 | |



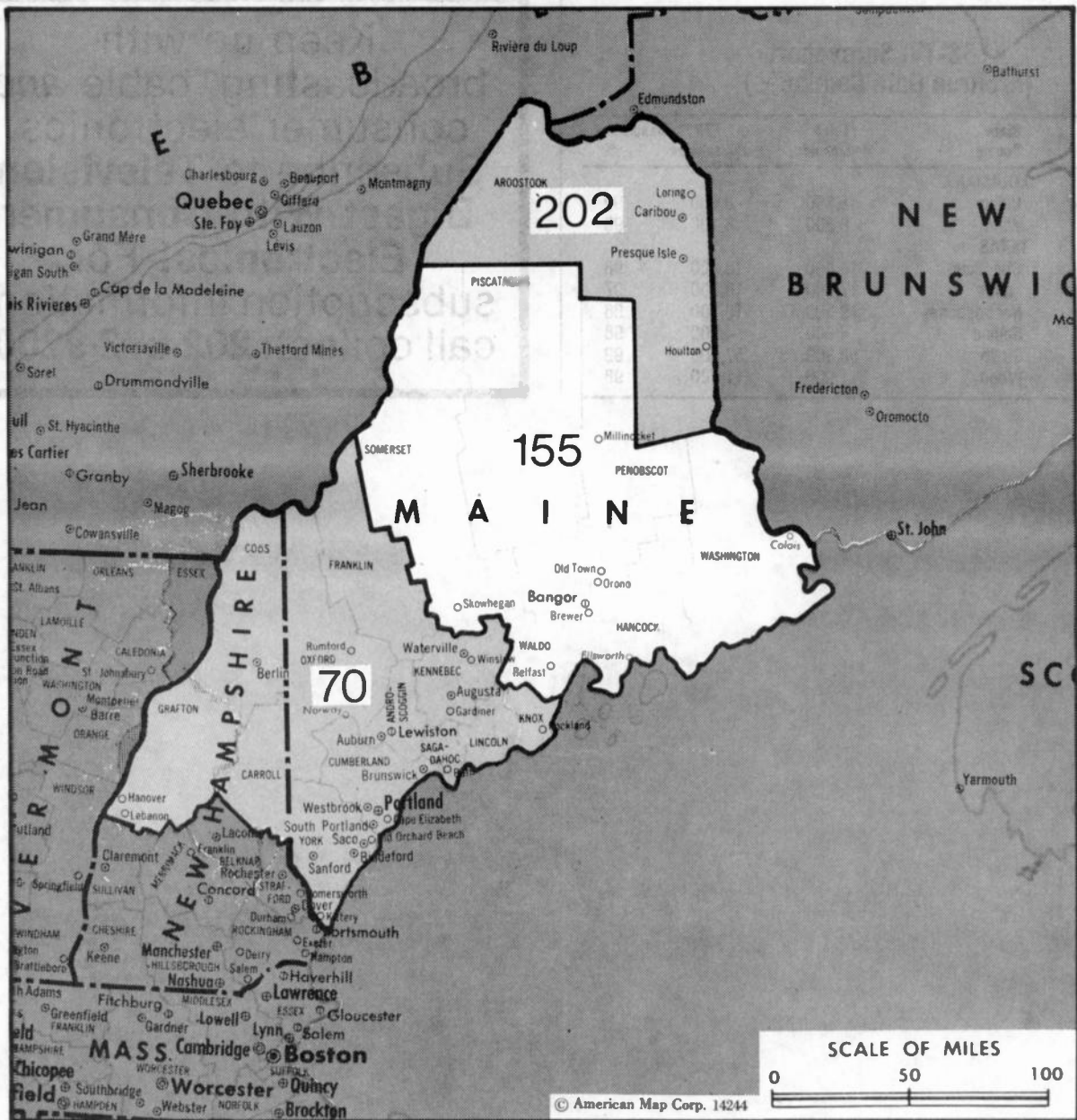
| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | TEXAS | | | |
| | Bowie | 31,500 | 31,200 | 99 |
| | Camp | 4,200 | 4,100 | 98 |
| | Cass | 11,300 | 11,100 | 98 |
| | Gregg | 42,400 | 41,900 | 99 |
| | Harrison | 20,600 | 20,300 | 99 |
| | Marion | 4,200 | 4,100 | 98 |
| | Morris | 5,300 | 5,200 | 98 |
| | Panola | 8,500 | 8,400 | 99 |
| | Rusk | 16,300 | 16,100 | 99 |
| | Shelby | 9,600 | 9,400 | 98 |
| | Upshur | 12,300 | 12,100 | 98 |
| Between 25-49% | ARKANSAS | | | |
| | Howard | 5,100 | 5,000 | 98 |
| | Nevada | 3,800 | 3,700 | 97 |
| | Union | 18,700 | 18,400 | 98 |
| | LOUISIANA | | | |
| Jackson | 6,900 | 6,800 | 99 | |
| OKLAHOMA | Mc Curtain | 13,300 | 13,000 | 98 |
| | TEXAS | | | |
| Franklin | 3,200 | 3,100 | 97 | |
| Red River | 6,200 | 6,000 | 97 | |
| San Augustine | 3,500 | 3,400 | 97 | |
| Titus | 9,200 | 9,100 | 99 | |
| Between 5-24% | ARKANSAS | | | |
| | Ouachita | 13,200 | 13,000 | 98 |
| | Pike | 4,300 | 4,200 | 98 |
| Polk | 6,600 | 6,400 | 97 | |
| (Continued on page A-545) | | | | |
| Station Totals | | 667,500 | 657,200 | 98 |
| Net Weekly Circulation (1991) | | | 396,200 | |
| Average Daily Circulation (1991) | | | 252,700 | |

Louisiana

KTBS-TV, Shreveport (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| Between 5-24% | LOUISIANA | | | |
| | Union | 8,100 | 8,000 | 99 |
| | Winn | 6,200 | 6,100 | 98 |
| | TEXAS | | | |
| | Cherokee | 15,400 | 15,100 | 98 |
| | Lamar | 17,400 | 16,900 | 97 |
| | Nacogdoches | 19,500 | 19,100 | 98 |
| | Sabine | 4,300 | 4,200 | 98 |
| | Smith | 58,300 | 57,600 | 99 |
| | Wood | 11,900 | 11,700 | 98 |

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| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|----------------------------------|-------------------------------|------|---|
| Portland-Poland Spring, ME | 369,700 | 70 | WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51) |
| Bangor, ME | 118,300 | 155 | WABI-TV (5), WLBZ-TV (2), WVII-TV (7) |
| Presque Isle, ME | 29,000 | 202 | WAGM-TV (8) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|-------------------------|-----------------------|
| WMTW-TV, Portland | See Poland Spring, ME |
|-------------------------|-----------------------|

Maine Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 7 | 1 | 8 |
| Educational Television Stations | 4 | 1 | 5 |
| | 11 | 2 | 13 |

Maine—Bangor

WABI-TV

Ch. 5

Network Service: CBS.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04412.

Studio: 35 Hildreth St., Bangor, ME 04401.

Telephone: 207-947-8321. TWX: 910-240-1221. Fax: 207-941-9378.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 6-kw aural. Antenna: 1316-ft. above av. terrain, 490-ft. above ground, 1710-ft. above sea level.

Latitude 44° 42' 13"
Longitude 69° 04' 47"

Transmitter: Pickard Mountain, near Maine Rte. 9.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; M/A-Corn Ku-band; M/A-Corn, Scientific-Atlanta receivers.

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

FM Affiliate: WYOU-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. (ABC).

News Services: AP, CBS.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: January 25, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

George Gonyar, Vice President & General Manager.

Joseph Carr, Operations Manager.

Michael Young, Local Sales Manager.

Dale Carter, Chief Engineer.

Don Colson, News Director.

Paul Salwanchek, Promotion Director.

Lillian Hollis, Business Manager.

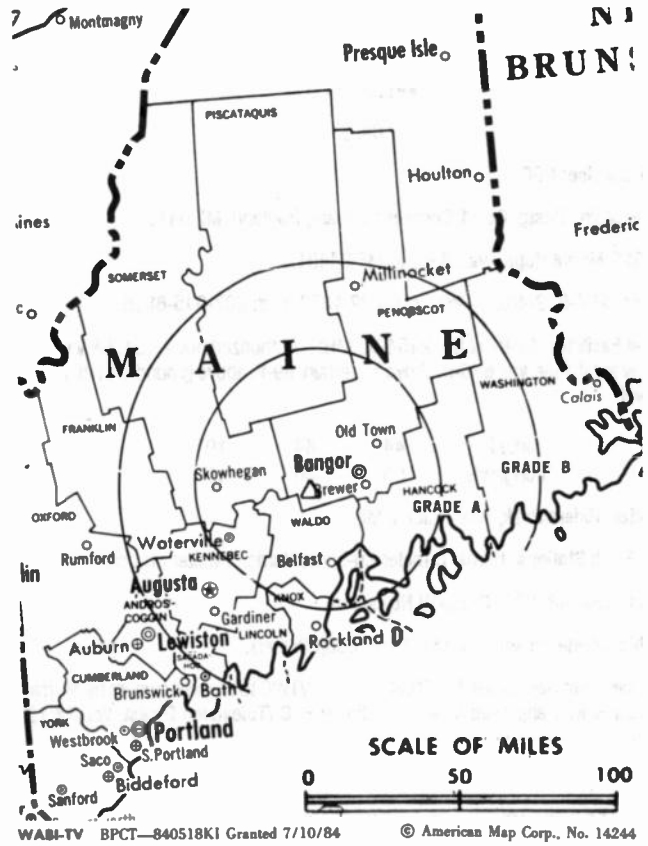
Betti Laverty, Public Service Director.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$805.

City of License: Bangor. ADI: Bangor. Rank: 155.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | MAINE | | | |
| | Franklin | 11,400 | 11,000 | 97 |
| | Hancock | 18,800 | 18,500 | 98 |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Knox | 14,400 | 14,000 | 97 |
| | Penobscot | 50,700 | 49,900 | 98 |
| | Piscataquis | 6,800 | 6,700 | 99 |
| | Somerset | 17,500 | 17,200 | 98 |
| | Waldo | 12,200 | 11,900 | 98 |
| Washington | 13,600 | 13,200 | 97 | |
| Between 5-24% | MAINE | | | |
| | Aroostook | 29,900 | 29,200 | 98 |
| | Lincoln | 11,900 | 11,700 | 98 |
| Oxford | 20,200 | 19,900 | 99 | |
| Station Totals | | 252,400 | 247,400 | 98 |
| Net Weekly Circulation (1991) | | | 155,400 | |
| Average Daily Circulation (1991) | | | 96,600 | |

Maine—Bangor

WLBZ-TV

Ch. 2

Network Service: NBC.

Licensee: Maine Bcstg. Co., 1 Congress Square, Portland, ME 04101.

Studio: 329 Mount Hope Ave., Bangor, ME 04401.

Telephone: 207-942-4822. TWX: 710-222-1877. Fax: 207-945-6816.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"
Longitude 68° 40' 17"

Transmitter: Riders Peak, near Holden, ME.

Satellite Earth Stations: Harris, 8-meter Ku-band; Harris, 3-meter Ku-band.

News Services: AP, NBC, Group W Newsfeed.

Ownership: Maine Broadcasting System (Group Owner).

Began Operation: September 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales): Katz Television.

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

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

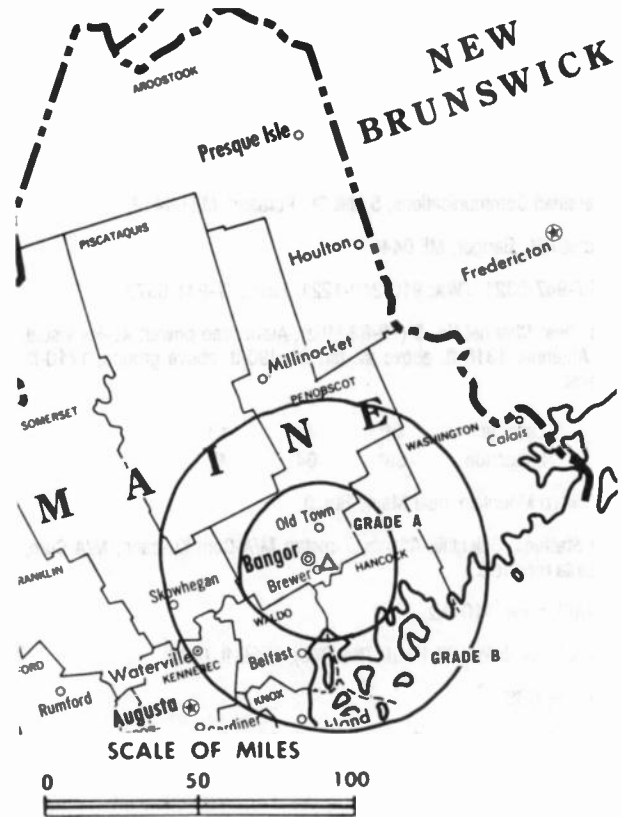
Personnel:

Mary Rines Thompson, Chairman of Board.
Frederic Thompson, President.
Bruce McGorriell, Executive Vice President.
Margo Cobb, Vice President & General Manager.
Jim Bartlett, Local Sales Manager.
Sharon Goss, National Sales Manager.
David Gwizdowski, News Director.
Jim Chadwick, Chief Engineer.
Laura Joyner, Promotion Director.
Maria Kreilkamp, Business Manager.

Highest 30 Sec. Rate: \$400.

City of License: Bangor. ADI: Bangor. Rank: 155.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WLBZ-TV BPCT-2555 Granted 12/22/58

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | MAINE | | | |
| | Hancock | 18,800 | 18,500 | 98 |
| | Penobscot | 50,700 | 49,900 | 98 |
| | Piscataquis | 6,800 | 6,700 | 99 |
| | Somerset | 17,500 | 17,200 | 98 |
| | Waldo | 12,200 | 11,900 | 98 |
| | Washington | 13,600 | 13,200 | 97 |
| Between 25-49% | MAINE | | | |
| | Aroostook | 29,900 | 29,200 | 98 |
| | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Knox | 14,400 | 14,000 | 97 |
| Station Totals | | 220,300 | 215,800 | 98 |
| Net Weekly Circulation (1991) | | | | 140,100 |
| Average Daily Circulation (1991) | | | | 90,700 |

Maine—Bangor

WV7I-TV

Ch. 7

Network Service: ABC.

Licensee: Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME 04401.

Studio: 371 Target Industrial Circle, Bangor, ME 04401.

Telephone: 207-945-6457. TWX: 710-222-1742. Fax: 207-942-0511.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 819-ft. above av. terrain, 137-ft. above ground, 1134-ft. above sea level.

Latitude 44° 45' 35"
Longitude 68° 34' 01"

Transmitter: Black Cap Mountain, Eddington, ME.

Satellite Earth Stations: Comtech, 5-meter C-band; Andrew, 4.5-meter C-band; Andrew, Pinzone receivers.

News Services: ABC, AP.

Ownership: Seaway Communications Inc. (Group Owner).

Began Operation: October 15, 1965. Sale to present owners by John J. Pineau approved by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor-in-Possession, approved by FCC Jan. 20, 1976.

Represented (sales): Seltel Inc.; Metrospot Television Ltd. (Canada).

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

Personnel:

Hoyt Andres, General Manager.
Tim Galer, News Director.
Michele A. Slater, Local Sales Manager.
Bernard E. Chase, Business Manager.
Mike Staples, Chief Engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$250.

City of License: Bangor. ADI: Bangor. Rank: 155.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MAINE | | | |
| | Hancock | 18,800 | 18,500 | 98 |
| | Penobscot | 50,700 | 49,900 | 98 |
| | Piscataquis | 6,800 | 6,700 | 99 |
| | Waldo | 12,200 | 11,900 | 98 |
| Washington | 13,600 | 13,200 | 97 | |



WV7I-TV BPCT-861010KN Granted 1/29/87

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| Between 25-49% | MAINE | | | |
| | Aroostook | 29,900 | 29,200 | 98 |
| | Knox | 14,400 | 14,000 | 97 |
| | Somerset | 17,500 | 17,200 | 98 |
| Between 5-24% | MAINE | | | |
| | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| Station Totals | | 220,300 | 215,800 | 98 |
| Net Weekly Circulation (1991) | | | | 119,200 |
| Average Daily Circulation (1991) | | | | 61,100 |

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Maine—Portland-Poland Spring

WMTW-TV

Ch. 8

Network Service: ABC.

Licensee: Harron Communications Corp., 70 E. Lancaster Ave., Frazer, PA 19355-2121.

Studio: Box 8, Auburn, ME 04210.

Sales Office: 119 Middle St., Portland, ME 04112-9501.

Telephones: 207-775-1800 (Portland); 207-782-1800 (Auburn).

TWX: 710-221-1708. Fax: 207-783-7371.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"
Longitude 71° 18' 13"

Transmitter: Mount Washington, NH.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Comtech, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; Avantek, M/A-Com, Pinzone receivers.

SNG Mobile Dish: Vertex, 2.8-meter Ku-band.

News Services: AP, ABC.

Ownership: Harron Communications Corp. (Group Owner).

Began Operation: August 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Personnel:

Alfred P. Ritter, Vice President & General Manager.
Bernard Aiello, Program & Operations Manager.
Mary Jo Snyder, Local Sales Manager.
David Kaufman, National Sales Manager.
Richard Cushman, Director of Engineering.
Dennis Tompkins, News Director.
Steve Lahey, Promotion Manager.
Connie Densmore, Business Manager.
David Beane, Production Manager.
Jack Connor, Assistant Chief Engineer.
Phyllis Bouchles, Traffic Manager, Auburn.
Darlene Sterling, Traffic Manager, Portland.

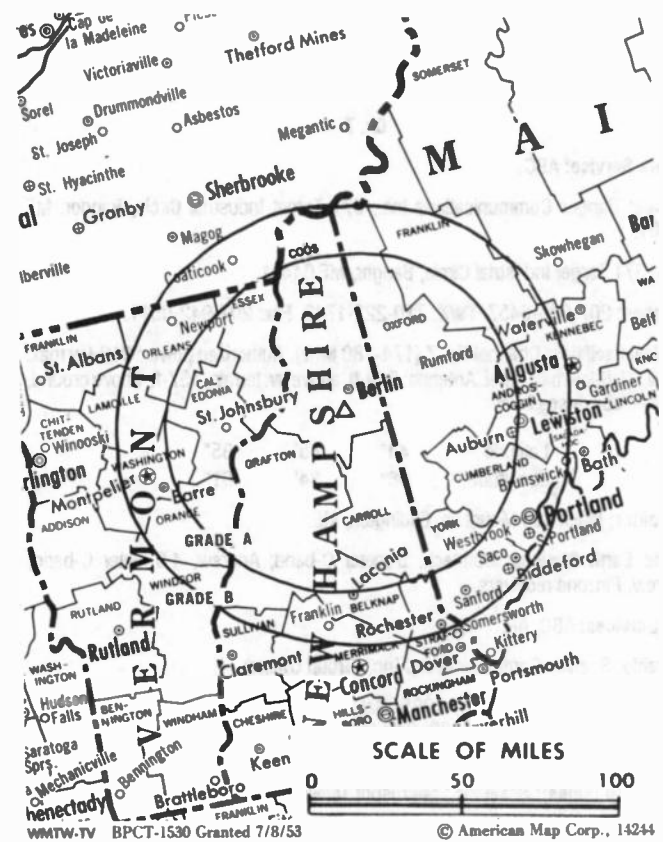
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$750.

City of License: Poland Spring. ADI: Portland-Poland Spring. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MAINE | | | |
| | Androscoggin | 39,500 | 39,000 | 99 |
| | Cumberland | 94,300 | 93,000 | 99 |
| | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Knox | 14,400 | 14,000 | 97 |
| | Lincoln | 11,900 | 11,700 | 98 |
| | Oxford | 20,200 | 19,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|---------------|---------|
| 50% & Over | Sagadahoc | 13,000 | 12,700 | 98 |
| | Somerset | 17,500 | 17,200 | 98 |
| | York | 66,200 | 65,400 | 99 |
| Between 25-49% | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Carroll | 15,300 | 15,000 | 98 |
| | Coos | 13,700 | 13,500 | 99 |
| | VERMONT | | | |
| | Caledonia | 11,100 | 10,900 | 98 |
| | Essex | 2,800 | 2,800 | 100 |
| | Orleans | 9,200 | 9,100 | 99 |
| | NEW HAMPSHIRE | | | |
| | Grafton | 27,800 | 27,000 | 97 |
| Merrimack | 46,500 | 45,600 | 98 | |
| Strafford | 37,100 | 36,500 | 98 | |
| Sullivan | 15,900 | 15,500 | 97 | |
| VERMONT | | | | |
| Lamoille | 7,400 | 7,300 | 99 | |
| Orange | 9,600 | 9,400 | 98 | |
| Washington | 22,000 | 21,600 | 98 | |
| Windsor | 23,400 | 22,800 | 97 | |
| Between 5-24% | MAINE | | | |
| | Waldo | 12,200 | 11,900 | 98 |
| | NEW HAMPSHIRE | | | |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | VERMONT | | | |
| Addison | 11,600 | 11,300 | 97 | |
| Franklin | 13,900 | 13,800 | 99 | |
| Rutland | 24,300 | 23,800 | 98 | |
| Windham | 16,700 | 16,000 | 96 | |
| Station Totals | | 892,700 | 877,900 | 98 |
| Net Weekly Circulation (1991) | | | | 408,600 |
| Average Daily Circulation (1991) | | | | 211,600 |

Maine—Portland

WCSH-TV

Ch. 6

Network Service: NBC.

Licensee: Maine Radio & Television Co., 1 Congress Square, Portland, ME 04101.

Studio: 1 Congress Square, Portland, ME 04101.

Telephone: 207-828-6666. TWX: 710-221-1988.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"
Longitude 70° 42' 40"

Transmitter: Winn Mountain, Sebago, ME.

Satellite Earth Station: Satcom Technologies, 7-meter; M/A-Com receivers.

News Services: AP, Group W Newsfeed, NBC.

Ownership: Maine Broadcasting System (Group Owner).

Began Operation: December 1, 1953.

Represented (sales): Katz Television.

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

Represented (engineering): Jules Cohen & Associates.

Personnel:

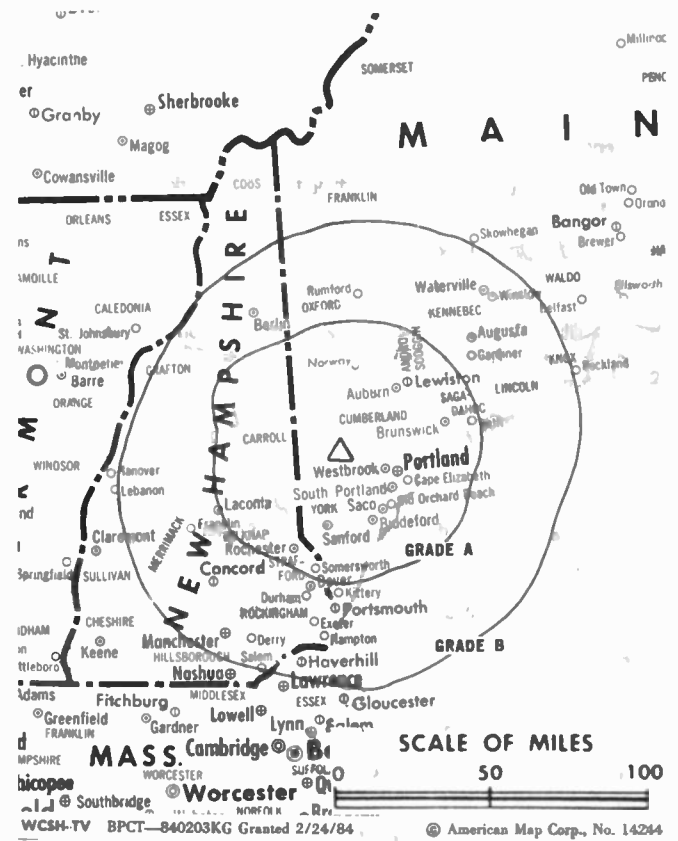
- Frederic L. Thompson, President.
- Bruce McGorin, Executive Vice President.
- Lew Colby, Vice President & General Manager.
- Dale Eichorn, Treasurer.
- Fred Nutter, Public Affairs & Editorial Director.
- Jeffrey Marks, Station Manager.
- Jim Hopkins, Chief Engineer.
- Rick Bassett, Film Director.
- Mike Cohen, Local Sales Manager.
- Bob Burt, National Sales Manager.
- Patrick Casey, News Director.
- Cary Collette, Promotion Director.
- Glenn Morin, Business Manager.
- Debbie Briggs, Marketing Director.

Rates: On request.

City of License: Portland. ADI: Portland-Poland Spring. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MAINE | | | | |
| 50% & Over | Androscoggin | 39,500 | 39,000 | 99 |
| | Cumberland | 94,300 | 93,000 | 99 |
| | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Knox | 14,400 | 14,000 | 97 |
| | Lincoln | 11,900 | 11,700 | 98 |
| | Oxford | 20,200 | 19,900 | 99 |
| | Sagadahoc | 13,000 | 12,700 | 98 |
| | York | 66,200 | 65,400 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|---------------|---------|
| 50% & Over | NEW HAMPSHIRE | | | |
| | Bellnap | 19,900 | 19,700 | 99 |
| | Carroll | 15,300 | 15,000 | 98 |
| | Coos | 13,700 | 13,500 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| Between 25-49% | MAINE | | | |
| | Somerset | 17,500 | 17,200 | 98 |
| Between 5-24% | NEW HAMPSHIRE | | | |
| | Merrimack | 46,500 | 45,600 | 98 |
| | MAINE | | | |
| | Waldo | 12,200 | 11,900 | 98 |
| | NEW HAMPSHIRE | | | |
| | Grafton | 27,800 | 27,000 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | VERMONT | | | |
| Caledonia | 11,100 | 10,900 | 98 | |
| Essex | 2,800 | 2,800 | 100 | |
| Station Totals | | 754,600 | 742,800 | 98 |
| Net Weekly Circulation (1991) | | | | 377,200 |
| Average Daily Circulation (1991) | | | | 221,900 |

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Maine—Portland

WGME-TV

Ch. 13

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Northport Business Park, Washington Ave., Portland, ME 04103.

Studio: Northport Business Park, Portland, ME 04103.

Telephone: 207-797-9330. **Fax:** 207-878-3505.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond.

Satellite Earth Stations: C-band; Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Began Operation: May 16, 1954.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

William B. Stough, Vice President & General Manager.

Paul Saltin, General Sales Manager.

Mike Colello, Local Sales Manager.

Steve Schwald, News Director.

Wayne Bearor, Business Manager.

Towle Tompkins, Marketing Manager.

Monica Tobin, Research Director.

Fred Desjardins, Chief Engineer.

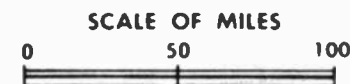
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 70.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MAINE | | | |
| | Androscoggin | 39,500 | 39,000 | 99 |
| | Cumberland | 94,300 | 93,000 | 99 |
| | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Lincoln | 11,900 | 11,700 | 98 |



WGME-TV BMPCT—2508 Granted 11/1/59

©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|----------------|----------------|
| 50% & Over | Oxford | 20,200 | 19,900 | 99 |
| | Sagadahoc | 13,000 | 12,700 | 98 |
| | York | 66,200 | 65,400 | 99 |
| | NEW HAMPSHIRE | | | |
| | Carroll | 15,300 | 15,000 | 98 |
| Between 25-49% | MAINE | | | |
| | Knox | 14,400 | 14,000 | 97 |
| | Somerset | 17,500 | 17,200 | 98 |
| | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Coos | 13,700 | 13,500 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| Between 5-24% | MAINE | | | |
| | Waldo | 12,200 | 11,900 | 98 |
| | NEW HAMPSHIRE | | | |
| | Grafton | 27,800 | 27,000 | 97 |
| Station Totals | | 459,400 | 451,700 | 98 |
| Net Weekly Circulation (1991) | | | | 305,400 |
| Average Daily Circulation (1991) | | | | 164,300 |

Maine—Portland

WPXT

Ch. 51

Network Service: Fox.

Licensee: Portland Broadcasting Inc., 2320 Congress St., Portland, ME 04102.

Studio: 2320 Congress St., Portland, ME 04102.

Telephone: 207-774-0051. Fax: 207-774-6849.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 3011-kw max. visual, 301-kw max. aural. Antenna: 917-ft. above av. terrain, 697-ft. above ground, 1177-ft. above sea level.

Latitude 43° 51' 05.50"
Longitude 70° 19' 40.00"

Transmitter: 2.5-mi. S of Gray.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Chapparral C-band; Comtech C-band; Scientific-Atlanta Ku-band; Vertex Ku-band; M/A-Com, Pinzone, Scientific-Atlanta, Standard Communications receivers.

Ownership: Portland Broadcasting Inc.

Began Operation: September 14, 1986. FCC approved transfer of control to present owner Oct. 6, 1986.

Represented (sales): Settel Inc.

Represented (legal): Hopkins & Sutter.

Represented (engineering): Ray Goudreau.

Personnel:

Douglas Finck, Executive Vice President & General Manager.

Tony Palminteri, Vice President & General Sales Manager.

Jennifer Vanderwerf, Vice President, Programming, Promotion & Production.

Roy Ouellette, Chief Engineer.

Ann Gagne, Business Manager.

Highest 30 Sec. Rate: \$900.

City of License: Portland. ADI: Portland-Poland Spring. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MAINE | | | |
| | Androscoggin | 39,500 | 39,000 | 99 |
| | Cumberland | 94,300 | 93,000 | 99 |
| | Sagadahoc | 13,000 | 12,700 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|----------------|-----------|
| Between 25-49% | MAINE | | | |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Oxford | 20,200 | 19,900 | 99 |
| Between 5-24% | MAINE | | | |
| | Franklin | 11,400 | 11,000 | 97 |
| | Hancock | 18,800 | 18,500 | 98 |
| | Knox | 14,400 | 14,000 | 97 |
| | Lincoln | 11,900 | 11,700 | 98 |
| | Penobscot | 50,700 | 49,900 | 98 |
| | Piscataquis | 6,800 | 6,700 | 99 |
| | Waldo | 12,200 | 11,900 | 98 |
| | NEW HAMPSHIRE | | | |
| | Carroll | 15,300 | 15,000 | 98 |
| Station Totals | | 419,700 | 412,900 | 98 |
| Net Weekly Circulation (1991) | | | 150,300 | |
| Average Daily Circulation (1991) | | | 58,700 | |

Maine—Presque Isle

WAGM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: NEPSK Inc., Box 1149, Presque Isle, ME 04769.

Studio: U.S. Hwy. 1 & Parkhurst Road, Presque Isle, ME 04769.

Mailing Address: Box 1149, Presque Isle, ME 04769.

Telephone: 207-764-4461. TWX: 710-229-1631. Fax: 207-764-5329.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"
Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 4.6-meter Ku-band; Star, 3.6-meter; M/A-Corn, Standard Communications receivers.

Ownership: NEPSK Inc.

Began Operation: October 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (Television Digest, Vol. 13:39). Sale to NEPSK Inc. approved Feb. 8, 1984. Transfer of control to present owners approved March 21, 1991.

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Norman W. Johnson, Vice President & General Manager.

Kathleen McLain, General Sales Manager.

Sue Bernard, News Director.

Buddy Price, Promotion Director.

Cathy Donovan, Business Manager.

Edgar Dery, Chief Engineer.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$450.

City of License: Presque Isle. ADI: Presque Isle. Rank: 202.

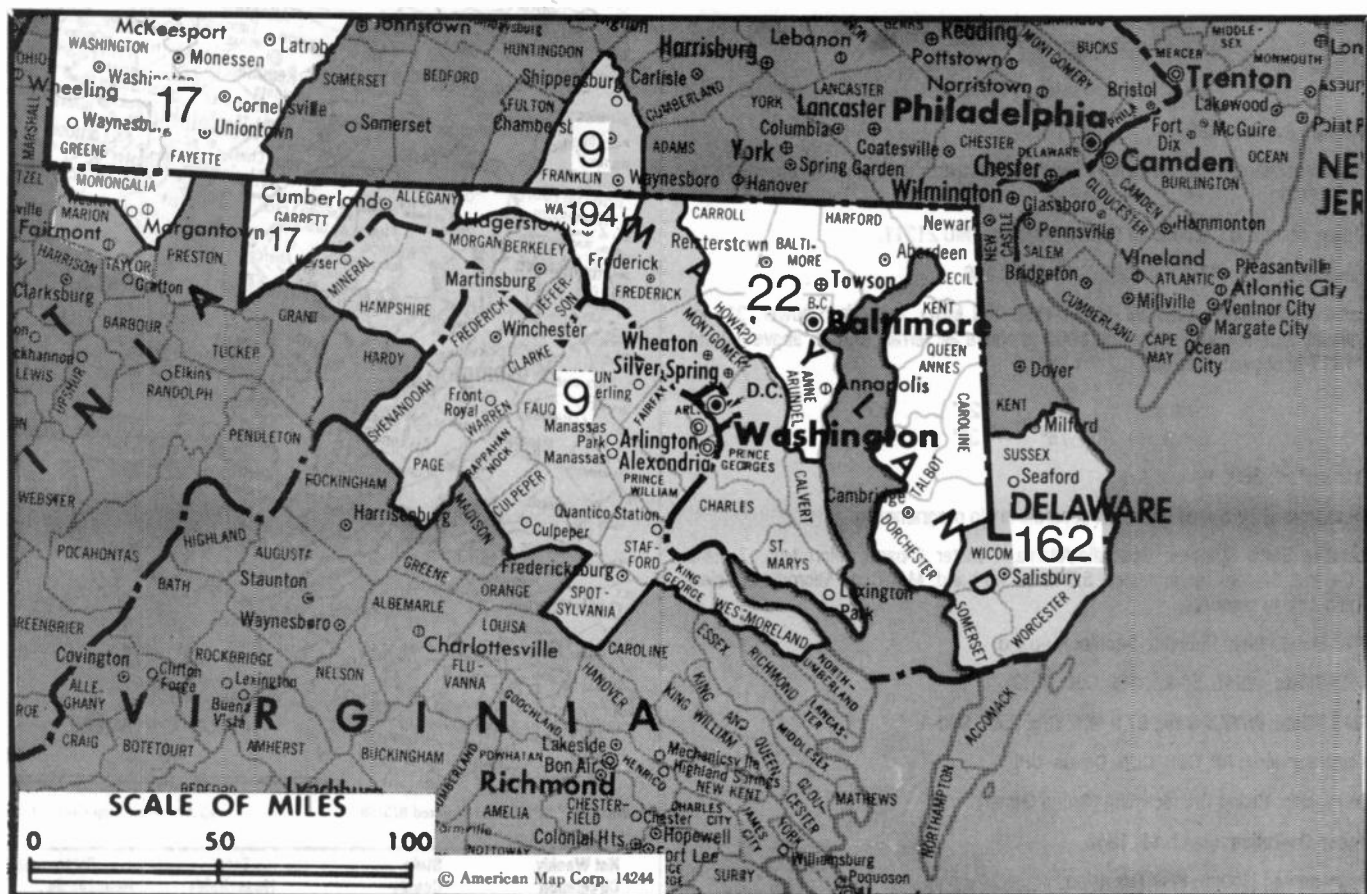


WAGM-TV BMPCT-4232 Granted 10/8/56

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Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| MAINE | | | | |
| 50% & Over | Aroostook | 29,900 | 29,200 | 98 |
| Station Totals | | 29,900 | 29,200 | 98 |
| Net Weekly Circulation (1991) | | | 27,200 | |
| Average Daily Circulation (1991) | | | 20,400 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|----------------|----------------------------|------|---|
| Washington, DC | 1,718,600 | 9 | WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9) |
| Pittsburgh, PA | 1,156,800 | 17 | KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPPT-TV (22), WPXI (11), WTAE-TV (4) |
| Baltimore, MD | 945,700 | 22 | WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54) |
| Salisbury, MD | 95,900 | 162 | WBDC-TV (16), WMDT (47) |
| Hagerstown, MD | 43,300 | 194 | WHAG-TV (25), WJAL (68) |

Maryland Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 3 | 7 | 10 |
| Educational Television Stations | 0 | 6 | 6 |
| | 3 | 13 | 16 |

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— NEW AREA CODES —

| State | Before | After | Effective Date |
|----------|--------|--|----------------|
| Maryland | 301 | 301 Allegany, Charles, Frederick (except eastern portion), Garrett, Montgomery, Prince George's, St. Mary's, Washington counties | November 1992 |
| | | 410 Anne Arundel, Baltimore, Calvert, Caroline, Carroll, Cecil, Oorchester, Frederick (eastern portion), Harford, Howard, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester counties, Baltimore City | |

Maryland—Baltimore

WBAL-TV

Ch. 11

Network Service: CBS.

Licensee: Hearst Corp., Radio & TV Division, Maryland's Broadcast Center, Baltimore, MD 21211.

Studio: Maryland's Broadcast Center, Baltimore, MD 21211.

Telephone: 301-467-3000. TWX: 710-234-1086.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Ave.

Multichannel TV Sound: Stereo & separate audio programming.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, 5-meter Ku-band.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

News Services: AP, CBS, CNN, Conus, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

- Philip Stolz, Vice President & General Manager.
- Joseph W. Heston, Vice President & Station Manager.
- Jack Gilmore, Vice President & General Sales Manager.
- T. C. Shultz, Local Sales Manager.
- John Kenealy, National Sales Manager.
- Tom Haufl, News Director.
- Emerson Coleman, Director of Programming.
- Hank Volpe, Chief Engineer.
- Kerry Richards, Promotion Director.
- Gordon Jones, Business Manager.
- Tom Van Benschoten, Marketing Director.
- Edith House, Public Affairs Manager.

Rates: On request.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. Country coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | MARYLAND | | | |
| | Anne Arundel | 150,600 | 150,000 | 100 |
| | Baltimore | 270,400 | 269,300 | 100 |
| | Caroline | 9,500 | 9,400 | 99 |
| | Carroll | 42,800 | 42,600 | 100 |
| | Cecil | 25,600 | 25,500 | 100 |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Harford | 59,000 | 58,700 | 99 |
| | Howard | 64,100 | 63,800 | 100 |
| | Kent | 6,600 | 6,600 | 99 |
| | Queen Annes | 11,900 | 11,800 | 99 |
| | Talbot | 11,800 | 11,700 | 99 |
| | Baltimore City | 282,100 | 281,000 | 100 |



WBAL-TV BPCT-5141 Granted 8/5/58 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------------|------------------|---------------|-----|
| 50% & Over | PENNSYLVANIA | | | |
| | Adams | 26,700 | 26,200 | 98 |
| | MARYLAND | | | |
| | Calvert | 17,800 | 17,600 | 99 |
| | Frederick | 51,400 | 51,100 | 99 |
| | Wicomico | 28,000 | 27,800 | 99 |
| | Worcester | 15,600 | 15,400 | 99 |
| | PENNSYLVANIA | | | |
| | Franklin | 46,700 | 45,300 | 97 |
| | VIRGINIA | | | |
| Warren | 9,600 | 9,500 | 99 | |
| Between 5-24% | DISTRICT OF COLUMBIA | | | |
| | Dist Of Columbia | 254,800 | 252,500 | 99 |
| | DELAWARE | | | |
| | Kent | 39,500 | 39,200 | 99 |
| | Sussex | 45,200 | 44,700 | 99 |
| | MARYLAND | | | |
| | Montgomery | 278,700 | 277,800 | 100 |
| | Prince Georges | 255,300 | 254,500 | 100 |
| | St Marys | 25,000 | 24,800 | 99 |
| | Somerset | 7,000 | 6,900 | 99 |
| | Washington | 43,000 | 42,700 | 99 |
| | PENNSYLVANIA | | | |
| | Perry | 16,000 | 15,600 | 98 |
| | York | 131,400 | 129,300 | 98 |
| | VIRGINIA | | | |
| Arlington | 134,000 | 133,400 | 100 | |
| Frederick | 23,000 | 22,800 | 99 | |
| Shenandoah | 12,000 | 11,900 | 99 | |
| WEST VIRGINIA | | | | |
| Berkeley | 22,000 | 21,800 | 99 | |
| Jefferson | 13,400 | 13,300 | 99 | |
| Station Totals | | 2,442,200 | 2,426,100 | 99 |
| Net Weekly Circulation (1991) | | | 1,029,100 | |
| Average Daily Circulation (1991) | | | 517,700 | |

Maryland—Baltimore

WBFF

Ch. 45

Network Service: Fox.

Licensee: Chesapeake Television Inc., 2000 W. 41st St., Baltimore, MD 21211.

Studio: 2000 W. 41st St., Baltimore, MD 21211.

Telephone: 301-462-4500. Fax: 301-728-7724.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1292-kw max. visual. Antenna: 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level.

Latitude 39° 20' 10"
Longitude 76° 38' 59"

Transmitter: 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: April 11, 1971.

Represented (sales): TeleRep Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

- David D. Smith, President.
- Ken Walter, General Sales Manager.
- William Stanton, National Sales Manager.
- George Brust, National Sales Manager.
- Mike Schroeder, Program & Promotion Director.
- Mark Pimentel, News Director.
- David B. Amy, Controller.
- William Murphy, Business Manager.
- S. Jenell Trigg, Marketing Director.
- Dwight Weems, Production Manager.
- Sharon Wylie, Public Affairs Manager.
- Dennis Winters, Chief Engineer.

Highest 30 Sec. Rate: \$4000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------------|------------------|---------------|-----|
| 50% & Over | MARYLAND | | | |
| | Baltimore | 270,400 | 269,300 | 100 |
| | Kent | 6,600 | 6,600 | 99 |
| | Baltimore City | 282,100 | 281,000 | 100 |
| Between 25-49% | MARYLAND | | | |
| | Anne Arundel | 150,600 | 150,000 | 100 |
| | Caroline | 9,500 | 9,400 | 99 |
| | Carroll | 42,800 | 42,600 | 100 |
| | Cecil | 25,600 | 25,500 | 100 |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Harford | 59,000 | 58,700 | 99 |
| | Howard | 64,100 | 63,800 | 100 |
| | Queen Annes | 11,900 | 11,800 | 99 |
| | Talbot | 11,800 | 11,700 | 99 |
| Between 5-24% | DISTRICT OF COLUMBIA | | | |
| | Dist Of Columbia | 254,800 | 252,500 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|----------------------|------------------|---------------|-----|
| Between 5-24% | MARYLAND | | | |
| | Calvert | 17,800 | 17,600 | 99 |
| | Frederick | 51,400 | 51,100 | 99 |
| | Montgomery | 278,700 | 277,800 | 100 |
| | Prince Georges | 255,300 | 254,500 | 100 |
| | St Marys | 25,000 | 24,800 | 99 |
| | Washington | 43,000 | 42,700 | 99 |
| | PENNSYLVANIA | | | |
| | Adams | 26,700 | 26,200 | 98 |
| | York | 131,400 | 129,300 | 98 |
| | VIRGINIA | | | |
| | Arlington | 134,000 | 133,400 | 100 |
| | Clarke | 4,200 | 4,200 | 100 |
| | Fairfax | 296,800 | 295,900 | 100 |
| | Frederick | 23,000 | 22,800 | 99 |
| | Stafford | 18,500 | 18,300 | 99 |
| | Warren | 9,600 | 9,500 | 99 |
| | WEST VIRGINIA | | | |
| | Berkeley | 22,000 | 21,800 | 99 |
| | Jefferson | 13,400 | 13,300 | 99 |
| Station Totals | | 2,551,700 | 2,537,700 | 99 |
| Net Weekly Circulation (1991) | | | 677,800 | |
| Average Daily Circulation (1991) | | | 250,500 | |

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

Call Lynn Levine
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Maryland—Baltimore

WHSW

Ch. 24

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of Maryland Inc., 4820 Seton Dr., Suite M-N, Baltimore, MD 21215.

Studio: 4820 Seton Dr., Baltimore, MD 21215.

Telephone: 301-358-2400. Fax: 301-764-7232.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1180-kw max. visual, 118-kw max. aural. Antenna: 1073-ft. above av. terrain, 900-ft. above ground, 1405-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 39° | 17' | 15" |
| Longitude | 76° | 45' | 38" |

Transmitter: 2038 Powers Lane, Catonsville, MD 21228.

Satellite Earth Stations: Weatherscan, 3.9-meter C-band; M/A-Corn, 3-meter C-band; DX Engineering, M/A-Corn receivers.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: December 24, 1985. Sale to present owner by Sam Moore, et al., approved by FCC Nov. 6, 1986 (Television Digest, Vol. 26:33, 45).

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Kenneth Becker, Vice President & Station Manager.

Carole A. Taylor, Program Manager.

John C. Skeinik, Chief Engineer.

Maxine Rush, Business Manager.

Highest 30 Sec. Rate: \$400.



WHSW BNPCT-840522KF Granted 12/4/84

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Arbitron Data: Not available.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Maryland—Baltimore

WJZ-TV

Ch. 13

Network Service: ABC.

Licensee: Group W Television Inc., 888 7th Ave., New York, NY 10106.

Studio: Television Hill, Baltimore, MD 21211.

Telephone: 301-466-0013. TWX: 301-955-1178. Fax: 301-578-7502.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 04.30"
Longitude 76° 39' 02.80"

Requests modification of license for change to 948-ft. above ground, 1268-ft. above sea level, lat. 39° 20' 05", long. 76° 39' 03". BMLCT-910429KG.

Transmitter: 3725 Malden Ave., Baltimore, MD.

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI.

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

Began Operation: November 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18, 19, 26).

Represented (sales): Group W Television Sales.

Personnel:

- Marcellus Alexander, Vice President & General Manager.
- Dana Fitzgerald, General Sales Manager.
- Dick Gebhard, Director, New Product Development.
- Ruth Heltne, Sales Manager.
- Michael Easterling, Program Director.
- Karen Sobek, Operations Manager.
- Gail Bendine, News Director.
- Phil Arrington, Creative Services, Marketing & Promotion Manager.
- Bob Curcuruto, Business Manager.
- Phyllis Shelton Reese, Public Communications Manager.
- Rick Seaby, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1925.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MARYLAND | | | |
| | Anne Arundel | 150,600 | 150,000 | 100 |
| | Baltimore | 270,400 | 269,300 | 100 |
| | Caroline | 9,500 | 9,400 | 99 |
| | Carroll | 42,800 | 42,600 | 100 |
| | Cecil | 25,600 | 25,500 | 100 |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Harford | 59,000 | 58,700 | 99 |
| | Howard | 64,100 | 63,800 | 100 |
| | Kent | 6,600 | 6,600 | 99 |
| | Queen Annes | 11,900 | 11,800 | 99 |
| | Talbot | 11,800 | 11,700 | 99 |
| | Baltimore City | 282,100 | 281,000 | 100 |
| | PENNSYLVANIA | | | |
| Adams | 26,700 | 26,200 | 98 | |
| Between 25-49% | DELAWARE | | | |
| | Sussex | 45,200 | 44,700 | 99 |



WJZ-TV BPCT-2248 Granted 2/5/57

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------------|------------------|------------------|------------------|
| Between 25-49% | MARYLAND | | | |
| | Allegany | 28,800 | 28,600 | 99 |
| | Calvert | 17,800 | 17,600 | 99 |
| | Frederick | 51,400 | 51,100 | 99 |
| | Wicomico | 28,000 | 27,800 | 99 |
| | Worcester | 15,600 | 15,400 | 99 |
| | PENNSYLVANIA | | | |
| | Franklin | 46,700 | 45,300 | 97 |
| | York | 131,400 | 129,300 | 98 |
| | VIRGINIA | | | |
| Warren | 9,600 | 9,500 | 99 | |
| Between 5-24% | DISTRICT OF COLUMBIA | | | |
| | Dist Of Columbia | 254,800 | 252,500 | 99 |
| | DELAWARE | | | |
| | Kent | 39,500 | 39,200 | 99 |
| | MARYLAND | | | |
| | Charles | 32,000 | 31,700 | 99 |
| | Montgomery | 278,700 | 277,800 | 100 |
| | Prince Georges | 255,300 | 254,500 | 100 |
| | St Marys | 25,000 | 24,800 | 99 |
| | Somerset | 7,000 | 6,900 | 99 |
| | Washington | 43,000 | 42,700 | 99 |
| | PENNSYLVANIA | | | |
| | Fulton | 5,700 | 5,500 | 96 |
| | VIRGINIA | | | |
| | Arlington | 134,000 | 133,400 | 100 |
| Clarke | 4,200 | 4,200 | 100 | |
| Frederick | 23,000 | 22,800 | 99 | |
| WEST VIRGINIA | | | | |
| Berkeley | 22,000 | 21,800 | 99 | |
| Jefferson | 13,400 | 13,300 | 99 | |
| Mineral | 10,600 | 10,500 | 99 | |
| Station Totals | | 2,495,500 | 2,479,100 | 99 |
| Net Weekly Circulation (1991) | | | | 1,160,000 |
| Average Daily Circulation (1991) | | | | 631,000 |

Maryland—Baltimore

WMAR-TV

Ch. 2

Network Service: NBC.

Licensee: Scripps Howard Bcstg. Co., 6400 York Rd., Baltimore, MD 21212.

Studio: 6400 York Rd., Baltimore, MD 21212.

Telephone: 301-377-2222. TWX: 310-374-6564. Fax: 301-377-0493.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 11-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.30"
Longitude 76° 39' 02.80"

Transmitter: Television Hill, 3724 Parkdale Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter Ku-band; AFC, 3.2-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat/Andrew, 4-meter Ku-band.

News Services: AP, NBC.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: October 27, 1947. Sale to present owner by Gillett Holdings Inc. was approved by FCC Dec. 19, 1990 (Television Digest, Vol. 30:30, 33; 31:5, 6, 14). Sale to Gillett by Times Mirror approved Sept. 4, 1986 (Vol. 26:28). Previous sale to Times Mirror by Abell Communications approved simultaneously.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Personnel:

Arnold J. Kleiner, Vice President & General Manager.
Emily Barr, Director, Broadcast Operations.
Gary Wordlaw, News Director.
Mark Distler, Local Sales Manager.
Dante Genua, National Sales Manager.
Joseph M. Bruno, Director of Engineering.
Robert Imhoff, Controller.
Kathleen Baylies, Promotion Director.
Maria Velleggia, Public Relations Director.

Highest 30 Sec. Rate: \$5000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MARYLAND | | | |
| | Anne Arundel | 150,600 | 150,000 | 100 |
| | Baltimore | 270,400 | 269,300 | 100 |
| | Caroline | 9,500 | 9,400 | 99 |
| | Carroll | 42,800 | 42,600 | 100 |
| | Cecil | 25,600 | 25,500 | 100 |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Frederick | 51,400 | 51,100 | 99 |
| | Harford | 59,000 | 58,700 | 99 |
| | Howard | 64,100 | 63,800 | 100 |
| | Kent | 6,600 | 6,600 | 99 |
| | Queen Annes | 11,900 | 11,800 | 99 |
| | Talbot | 11,800 | 11,700 | 99 |
| | Worcester | 15,600 | 15,400 | 99 |
| | Baltimore City | 282,100 | 281,000 | 100 |
| | PENNSYLVANIA | | | |
| | Adams | 26,700 | 26,200 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------------|------------------|------------------|------------------|
| Between 25-49% | DELAWARE | | | |
| | Kent | 39,500 | 39,200 | 99 |
| | Sussex | 45,200 | 44,700 | 99 |
| | MARYLAND | | | |
| | Calvert | 17,800 | 17,600 | 99 |
| | Somerset | 7,000 | 6,900 | 99 |
| | Washington | 43,000 | 42,700 | 99 |
| | Wicomico | 28,000 | 27,800 | 99 |
| | PENNSYLVANIA | | | |
| | York | 131,400 | 129,300 | 98 |
| VIRGINIA | | | | |
| Warren | 9,600 | 9,500 | 99 | |
| Between 5-24% | DISTRICT OF COLUMBIA | | | |
| | Dist Of Columbia | 254,800 | 252,500 | 99 |
| | MARYLAND | | | |
| | Montgomery | 278,700 | 277,800 | 100 |
| | Prince Georges | 255,300 | 254,500 | 100 |
| | St Marys | 25,000 | 24,800 | 99 |
| | PENNSYLVANIA | | | |
| | Franklin | 46,700 | 45,300 | 97 |
| | Fulton | 5,700 | 5,500 | 96 |
| | Lancaster | 154,300 | 149,700 | 97 |
| VIRGINIA | | | | |
| Arlington | 134,000 | 133,400 | 100 | |
| Clarke | 4,200 | 4,200 | 100 | |
| Fauquier | 16,700 | 16,500 | 99 | |
| Frederick | 23,000 | 22,800 | 99 | |
| Loudoun | 27,100 | 26,800 | 99 | |
| WEST VIRGINIA | | | | |
| Berkeley | 22,000 | 21,800 | 99 | |
| Jefferson | 13,400 | 13,300 | 99 | |
| Morgan | 4,700 | 4,600 | 98 | |
| Station Totals | | 2,626,900 | 2,605,900 | 99 |
| Net Weekly Circulation (1991) | | | | 1,073,500 |
| Average Daily Circulation (1991) | | | | 568,400 |

Maryland—Baltimore

WNUV-TV

Ch. 54

Network Service: None, independent.

Licensee: WNUV Inc., 2 Copley Place, Boston, MA 02116.

Studio: 3001 Druid Park Dr., Baltimore, MD 21215.

Telephone: 301-462-5400. TWX: 910-333-6575. Fax: 301-523-4319.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1148-ft. above av. terrain, 998-ft. above ground, 1505-ft. above sea level.

Latitude 39° 17' 15"
Longitude 76° 45' 38"

Transmitter: 0.37-mi. W of Rolling Rd., 0.16-mi. N of U.S. 40, Catonsville.

Satellite Earth Stations: Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter Ku-band; M/A-Com, Microdyne receivers.

Ownership: ABRY Communications (Group Owner).

Began Operation: July 1, 1982. Sale to present owners by Samuel S. Kravetz, et al., approved by FCC Jan. 23, 1989.

Represented (sales): Seltel Inc.

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

Personnel:

- Joseph Koff, General Manager.
- Michael Kelly, General Sales Manager.
- Bonita Clark, Regional Sales Manager.
- Manny Paige, National Sales Manager.
- Bruce Binenfeld, Program & Promotion Director.
- Paul Garnet, Chief Engineer.
- Collette Leonard, Business Manager.
- Donna Cooper, Marketing Director.

Highest 30 Sec. Rate: \$400.

City of License: Baltimore. AOI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------------|------------------|---------------|-----|
| 50% & Over | MARYLAND Baltimore City | 282,100 | 281,000 | 100 |
| | MARYLAND | | | |
| Between 25-49% | Anne Arundel | 150,600 | 150,000 | 100 |
| | Baltimore | 270,400 | 269,300 | 100 |
| | Caroline | 9,500 | 9,400 | 99 |
| | Carroll | 42,800 | 42,600 | 100 |
| | Harford | 59,000 | 58,700 | 99 |
| | Howard | 64,100 | 63,800 | 100 |
| | Kent | 6,600 | 6,600 | 99 |
| | Queen Annes | 11,900 | 11,800 | 99 |
| | Talbot | 11,800 | 11,700 | 99 |



WNUV-TV BPCT-890512KE Granted 8/9/89

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|------------|
| Between 5-24% | DISTRICT OF COLUMBIA | | | |
| | Dist Of Columbia | 254,800 | 252,500 | 99 |
| | MARYLAND | | | |
| | Calvert | 17,800 | 17,600 | 99 |
| | Cecil | 25,600 | 25,500 | 100 |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Montgomery | 278,700 | 277,800 | 100 |
| | Prince Georges | 255,300 | 254,500 | 100 |
| | St Marys | 25,000 | 24,800 | 99 |
| | VIRGINIA | | | |
| Clarke | 4,200 | 4,200 | 100 | |
| Frederick | 23,000 | 22,800 | 99 | |
| Loudoun | 27,100 | 26,800 | 99 | |
| WEST VIRGINIA | | | | |
| Berkeley | 22,000 | 21,800 | 99 | |
| Station Totals | | 1,854,000 | 1,844,800 | 100 |
| Net Weekly Circulation (1991) | | | 518,500 | |
| Average Daily Circulation (1991) | | | 193,500 | |

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Maryland—Hagerstown

WHAG-TV

Ch. 25

Network Service: NBC.

Licensee: Great Trails Bcstg. Corp., 717 E. David Rd., Dayton, OH 45429.

Studio: 13 E. Washington St., Hagerstown, MD 21740.

Telephone: 301-797-4400. TWX: 898123. Fax: 301-733-1735.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1358-kw max. visual. Antenna: 1230-ft. above av. terrain, 427-ft. above ground, 1864-ft. above sea level.

Latitude 39° 39' 35"
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris, Pinzone receivers.

News Services: NBC, UPI, Group W Newsfeed.

Ownership: Great Trails Broadcasting Corp. (Group Owner).

Began Operation: January 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (Television Digest, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

Hugh Breslin III, Vice President & General Manager.
Bob Borngesser, News Director.
Chuck Noland, Program & Promotion Director.
Mark Green, Business Manager.
Wayne Younkins, Chief Engineer.

Highest 30 Sec. Rate: \$800.

NETWRK BASE HDURLY RATE: \$145.

City of License: Hagerstown. ADI: Hagerstown. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MARYLAND | | | |
| | Allegany | 28,800 | 28,600 | 99 |
| | Washington | 43,000 | 42,700 | 99 |
| | PENNSYLVANIA | | | |
| | Franklin | 46,700 | 45,300 | 97 |
| WEST VIRGINIA | Franklin | | | |
| | Berkeley | 22,000 | 21,800 | 99 |



WHAG-TV BPCT-880601LE Granted 4/18/89

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|-----------|
| 50% & Over | Mineral | 10,600 | 10,500 | 99 |
| | Morgan | 4,700 | 4,600 | 98 |
| Between 25-49% | MARYLAND | | | |
| | Garrett | 9,900 | 9,800 | 99 |
| Between 5-24% | PENNSYLVANIA | | | |
| | Adams | 26,700 | 26,200 | 98 |
| | Fulton | 5,700 | 5,500 | 96 |
| | VIRGINIA | | | |
| | Clarke | 4,200 | 4,200 | 100 |
| | Frederick | 23,000 | 22,800 | 99 |
| | Page | 8,000 | 8,000 | 100 |
| | Shenandoah | 12,000 | 11,900 | 99 |
| | Warren | 9,600 | 9,500 | 99 |
| | WEST VIRGINIA | | | |
| Hampshire | 6,200 | 6,100 | 98 | |
| Jefferson | 13,400 | 13,300 | 99 | |
| Station Totals | | 274,500 | 270,800 | 99 |
| Net Weekly Circulation (1991) | | | 122,600 | |
| Average Daily Circulation (1991) | | | 62,900 | |

Maryland—Hagerstown

WJAL

Ch. 68

Network Service: None, independent.

Licensee: Channel 68 Bcstg. Corp., 2688 Molly Pitcher Hwy. S, Box 229, Chambersburg, PA 17201.

Studio: 16948 Buchanan Trail West, Mercersburg, PA 17326.

Telephones: 717-263-6852; 800-444-8868. Fax: 717-263-6652.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 3910-kw max. visual. Antenna: 1293-ft. above av. terrain, 276-ft. above ground, 2277-ft. above sea level.

Latitude 39° 53' 31"
Longitude 77° 58' 02"

Transmitter: State Rd. 16, 3-mi. SSE of McConnellsburg, PA.

Satellite Earth Stations: Paracclipse, 3-meter Ku & C-band; Winegard, 3-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; AFC, 3.6-meter Ku-band.

News Service: HomeNet.

Ownership: Channel 68 Bcstg. Corp.

Began Operation: May 5, 1987.

Represented (sales): Roslin TV Sales.

Represented (legal): McCabe & Allen.

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

Personnel:

- Gabriel Osho, General Manager.
- Jerome Foreman, Chief Engineer.
- Lloyd Harris, Business Manager.
- Michael Patterson, Promotion Director.
- Beth A. Lanzer, Administrative Assistant.

Highest 30 Sec. Rate: \$250.

City of License: Hagerstown. ADI: Hagerstown. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49% | PENNSYLVANIA | | | |
| | Fulton | 5,700 | 5,500 | 96 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|-----------|
| Between 5-24% | MARYLAND | | | |
| | Montgomery | 278,700 | 277,800 | 100 |
| | Washington | 43,000 | 42,700 | 99 |
| | PENNSYLVANIA | | | |
| | Franklin | 46,700 | 45,300 | 97 |
| | VIRGINIA | | | |
| | Clarke | 4,200 | 4,200 | 100 |
| | Frederick | 23,000 | 22,800 | 99 |
| | WEST VIRGINIA | | | |
| | Berkeley | 22,000 | 21,800 | 99 |
| Morgan | 4,700 | 4,600 | 98 | |
| Station Totals | | 428,000 | 424,700 | 99 |
| Net Weekly Circulation (1991) | | | 62,000 | |
| Average Daily Circulation (1991) | | | 15,300 | |

Maryland—Salisbury

WBOC-TV

Ch. 16

Network Service: CBS.

Licensee: WBOC-TV Inc., 1729 N. Salisbury Blvd., Salisbury, MD 21801.

Studio: Radio-TV Park, Salisbury, MD 21801.

Telephone: 301-749-1111. TWX: 301-344-4947.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.3-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"
Longitude 75° 38' 35"

Transmitter: 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

Satellite Earth Station: ADM, 6.8-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Draper Communications Inc. (Group Owner).

Began Operation: July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

Represented (sales): Katz Television.

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

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

Personnel:

William K. Kenton, Vice President & General Manager.
Robert Getz, General Sales Manager.
Carol Hess, Program Director.
Sally Cannon, News Director.
Vincent E. Donovan, Chief Engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$850.

City of License: Salisbury. ADI: Salisbury. Rank: 162.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| | DELAWARE | | | |
| 50% & Over | Kent | 39,500 | 39,200 | 99 |
| | Sussex | 45,200 | 44,700 | 99 |



WBOC-TV BMPCT-820805KE Granted 8/16/82

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|---------|
| 50% & Over | MARYLAND | | | |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Somerset | 7,000 | 6,900 | 99 |
| | Wicomico | 28,000 | 27,800 | 99 |
| | Worcester | 15,600 | 15,400 | 99 |
| | VIRGINIA | | | |
| | Accomack | 12,500 | 12,300 | 98 |
| Between 25-49% | MARYLAND | | | |
| | Caroline | 9,500 | 9,400 | 99 |
| Between 5-24% | MARYLAND | | | |
| | Talbot | 11,800 | 11,700 | 99 |
| | VIRGINIA | | | |
| | Northampton | 5,700 | 5,600 | 98 |
| | Northumberland | 4,200 | 4,200 | 100 |
| Station Totals | | 190,700 | 188,800 | 99 |
| Net Weekly Circulation (1991) | | | | 136,600 |
| Average Daily Circulation (1991) | | | | 89,200 |

Maryland—Salisbury

WMDT

Ch. 47

Network Service: ABC, NBC.

Licensee: Delmarva Broadcast Service Gen. Partnership, Box 4009, Salisbury, MD 21803-4009.

Studio: 202 Downtown Plaza, Salisbury, MD 21801.

Telephone: 301-742-4747. TWX: 710-864-7044. Fax: 301-742-5767.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2190-kw max. & 324-kw horizontal visual. Antenna: 997-ft. above av. terrain, 1001-ft. above ground, 1024-ft. above sea level.

Latitude 38° 30' 06"
Longitude 75° 44' 09"

Transmitter: 0.2-mi. NW of intersection of State Rds. 452 & 477, Wicomico County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.9-meter Ku-band; AvanteK, Microdyne, Standard Components, Agile Omni receivers.

News Services: ABC, AP.

Ownership: Marion B. Brechner (Group Owner); Berl Brechner.

Began Operation: April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- Frank Pilgrim, General Manager.
- Thomas E. Latimer, National/Regional Sales Manager.
- Susan Kelly, Local Sales Manager.
- Roger Follobout, News Director.
- Karen Cannon, Program Director.
- Matt Swider, Promotion Director.
- Karen Cannon, Traffic Manager.
- Linda Skelley, Business Manager.
- William Hctor, Director of Engineering.

Highest 30 Sec. Rate: \$425.

NETWORK BASE HOURLY RATE: \$275.

City of License: Salisbury. ADI: Salisbury. Rank: 162.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | DELAWARE | | | |
| | Kent | 39,500 | 39,200 | 99 |
| | Sussex | 45,200 | 44,700 | 99 |
| | MARYLAND | | | |
| | Somerset | 7,000 | 6,900 | 99 |
| | Wicomico | 28,000 | 27,800 | 99 |
| | Worcester | 15,600 | 15,400 | 99 |
| Between 25-49% | VIRGINIA | | | |
| | Accomack | 12,500 | 12,300 | 98 |
| Between 5-24% | MARYLAND | | | |
| | Caroline | 9,500 | 9,400 | 99 |
| | Dorchester | 11,700 | 11,600 | 99 |
| | Kent | 6,600 | 6,600 | 99 |
| | Talbot | 11,800 | 11,700 | 99 |
| | VIRGINIA | | | |
| | Northampton | 5,700 | 5,600 | 98 |
| Station Totals | | 193,100 | 191,200 | 99 |
| Net Weekly Circulation (1991) | | | | 101,000 |
| Average Daily Circulation (1991) | | | | 51,700 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|--------------------------------|----------------------------|------|--|
| Boston, MA | 2,115,500 | 6 | WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WSHH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38) |
| Providence, RI-New Bedford, MA | 559,600 | 45 | WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12) |
| Albany-Schenectady-Troy, NY | 491,500 | 54 | WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23) |
| Springfield, MA | 246,100 | 97 | WGGB-TV (40), WWLP (22) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|--------------------|---------------------|
| WHSN, Boston | See Marlborough, MA |
| WHLL, Boston | See Worcester, MA |
| WMFP, Boston | See Lawrence, MA |
| WLVI-TV, Cambridge | See Boston, MA |
| WLNE, New Bedford | See Providence, RI |

Massachusetts Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 3 | 10 | 13 |
| Educational Television Stations | 1 | 2 | 3 |
| | 4 | 12 | 16 |

Massachusetts—Adams

WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

Network Service: ABC.

Licensee: Young Bcstg. of Albany Inc., 3 E. 54th St., New York, NY 10022.

Studio: See WTEN, Albany.

Telephones: 518-436-4822; 413-743-5326. Fax: 518-462-6065.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 220-kw visual, 20-kw aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 36' | 14" |
| Longitude | 73° | 10' | 07" |

Transmitter: Mount Greylock, Adams, MA.

News Services: AP, UPI.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: February 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8). Sale to Knight-Ridder Bcstg. Inc. by Poole Bcstg. Co. approved by FCC 1977. Sale to present owner approved by FCC Aug. 24, 1989 (Vol. 29:13).

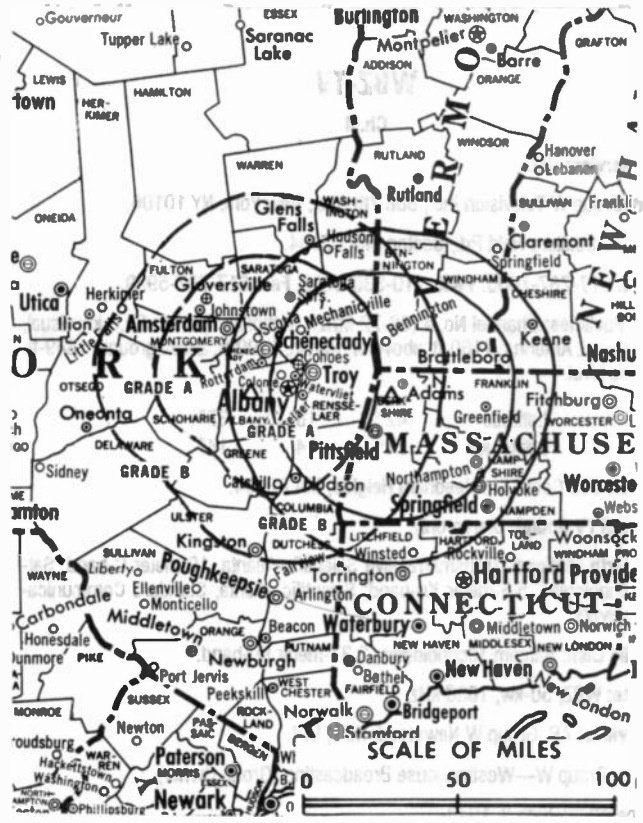
Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel: See WTEN Albany, NY.

Rates: Sold in combination with WTEN, Albany, NY.



Arbitron Data: Included with parent WTEN, Albany, NY.

City of License: Adams. ADI: Albany-Schenectady-Troy. Rank: 54.

Massachusetts—Boston

WBZ-TV

Ch. 4

Network Service: NBC.

Licensee: Group W Television Inc., 888 7th Ave., New York, NY 10106.

Studio: 1170 Soldiers Field Rd., Boston, MA 02134.

Telephone: 617-787-7000. TWX: 710-330-0283. Fax: 617-787-5969.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, MA 02194.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

SNG Mobile Dish: Satcom Technologies, 2.37-meter Ku-band.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

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

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

Began Operation: June 9, 1948.

Represented (sales): Group W Television Sales.

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

Personnel:

- John J. Spinola, Vice President & General Manager.
- Tony Vinciguerra, Vice President & Station Manager.
- Pam Masters, National Sales Manager.
- Michelle Dempsey-Dubrow, Local Sales Manager.
- Peter Hennessey, Local Sales Manager.
- Barry Schulman, Program Manager.
- Francine Achbar, Executive Producer.
- Eric Goldstein, Creative Services Director.
- Kim Harbin, Public Relations Director.
- Stan Hopkins, News Director.
- Bob Houghton, Controller.
- Bob Hess, Engineering Manager.
- Joseph Blake, Assistant Engineering Manager.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MASSACHUSETTS | | | | |
| 50% & Over | Barnstable | 78,200 | 77,000 | 98 |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Nantucket | 2,900 | 2,800 | 96 |
| | Norfolk | 226,800 | 224,900 | 99 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |
| NEW HAMPSHIRE | | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Cheshire | 26,500 | 25,800 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |



WBZ-TV BPCT-2072 Granted 2/8/56

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|-----------|
| 50% & Over | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | VERMONT | | | |
| | Windham | 16,700 | 16,000 | 96 |
| Between 25-49% | CONNECTICUT | | | |
| | Windham | 37,700 | 37,000 | 98 |
| | MASSACHUSETTS | | | |
| | Bristol | 186,900 | 185,500 | 99 |
| | Dukes | 5,700 | 5,500 | 96 |
| | Franklin | 28,000 | 27,200 | 97 |
| | MAINE | | | |
| | York | 66,200 | 65,400 | 99 |
| | NEW HAMPSHIRE | | | |
| | Carroll | 15,300 | 15,000 | 98 |
| Grafton | 27,800 | 27,000 | 97 | |
| RHODE ISLAND | | | | |
| Providence | 225,100 | 222,600 | 99 | |
| VERMONT | | | | |
| Caledonia | 11,100 | 10,900 | 98 | |
| Windsor | 23,400 | 22,800 | 97 | |
| Between 5-24% | CONNECTICUT | | | |
| | New London | 92,500 | 90,700 | 98 |
| | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | Hampden | 172,300 | 169,900 | 99 |
| | Hampshire | 49,400 | 48,400 | 98 |
| | RHODE ISLAND | | | |
| | Bristol | 16,700 | 16,600 | 99 |
| | Kent | 60,400 | 59,900 | 99 |
| | Newport | 31,300 | 30,900 | 99 |
| Washington | 38,500 | 37,900 | 98 | |
| Station Totals | | 3,283,100 | 3,238,500 | 99 |
| Net Weekly Circulation (1991) | | | 2,061,000 | |
| Average Daily Circulation (1991) | | | 1,111,100 | |

Massachusetts—Boston

WCVB-TV

Ch. 5

Network Service: ABC.

Licensee: The Hearst Corp., 5 TV Place, Needham Branch, Boston, MA 02194.

Studio: 5 TV Place, Needham Branch, Boston, MA 02194.

Telephone: 617-449-0400. Fax: 617-449-0260; 617-449-6681.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 19, 1972. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Boston Broadcasters approved April 1, 1982 (Television Digest, Vol. 21:30, 31; 22:1, 14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

S. James Coppersmith, President & General Manager.
Deborah J. Siny, Vice President & General Sales Manager.
Paul A. La Camera, Vice President & Station Manager.
Thomas J. Bringola, Vice President & Business Manager.
Ross Kauffman, Vice President & Director of Engineering.
Emily Rooney, News Director.
Andrew Hoffman, National Sales Manager.
William Fine, Local Sales Manager.
Michael Tiedemann, Design Director.
Edward Aaronson, Creative Services Director.
Ann Marie Reddy, Director of Commercial Operations.
Burt Peretsky, Public Relations Director.
Carol Bolling, Human Resources Director.
Gloria Lee, Promotion Manager.
Terry Mulvey, Marketing Director.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over | CONNECTICUT | | | |
| | Windham | 37,700 | 37,000 | 98 |
| | MASSACHUSETTS | | | |
| | Barnstable | 78,200 | 77,000 | 98 |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Nantucket | 2,900 | 2,800 | 96 |
| | Norfolk | 226,800 | 224,900 | 99 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |
| | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |



WCVB-TV BMPCT-7316 Granted 7/29/71

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------|------------------|---------------|----|
| 50% & Over | Cheshire | 26,500 | 25,800 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| Between 25-49% | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | Bristol | 186,900 | 185,000 | 99 |
| | Dukes | 5,700 | 5,500 | 96 |
| | Franklin | 28,000 | 27,200 | 97 |
| | MAINE | | | |
| | York | 66,200 | 65,400 | 99 |
| | RHODE ISLAND | | | |
| | Providence | 225,100 | 222,600 | 99 |
| | CONNECTICUT | | | |
| Between 5-24% | New London | 92,500 | 90,700 | 98 |
| | Tolland | 43,600 | 42,900 | 98 |
| | MASSACHUSETTS | | | |
| | Hampden | 172,300 | 169,900 | 99 |
| | Hampshire | 49,400 | 48,400 | 98 |
| | NEW HAMPSHIRE | | | |
| | Carroll | 15,300 | 15,000 | 98 |
| | Grafton | 27,800 | 27,000 | 97 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | RHODE ISLAND | | | |
| Bristol | 16,700 | 16,600 | 99 | |
| Kent | 60,400 | 59,900 | 99 | |
| Newport | 31,300 | 30,900 | 99 | |
| VERMONT | | | | |
| Windham | 16,700 | 16,000 | 96 | |
| Windsor | 23,400 | 22,800 | 97 | |
| Station Totals | | 3,277,100 | 3,232,600 | 99 |
| Net Weekly Circulation (1991) | | | 2,074,500 | |
| Average Daily Circulation (1991) | | | 1,148,900 | |

Massachusetts—Boston

WFXT

Ch. 25

Network Service: Fox.

Licensee: Boston Celtics Communications L.P., 151 Merrimac St., Boston, MA 02114.

Studio: 1000 Providence Hwy., Dedham, MA 02026.

Telephone: 617-326-8825. Fax: 617-326-9984.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1950-kw max. & 1380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural. Antenna: 1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Satellite Earth Station: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Boston Celtics Communications L.P.

Began Operation: October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc. to Fox Television Stations Nov. 18, 1986 (Television Digest, Vol. 26:33). Transfer of control to trustees approved April 26, 1989 (Vol. 28:11, 17, 25; 29:18). Sale to present owners approved April 25, 1990 (Vol. 29:39).

Represented (sales): Petry Television Inc.

Personnel:

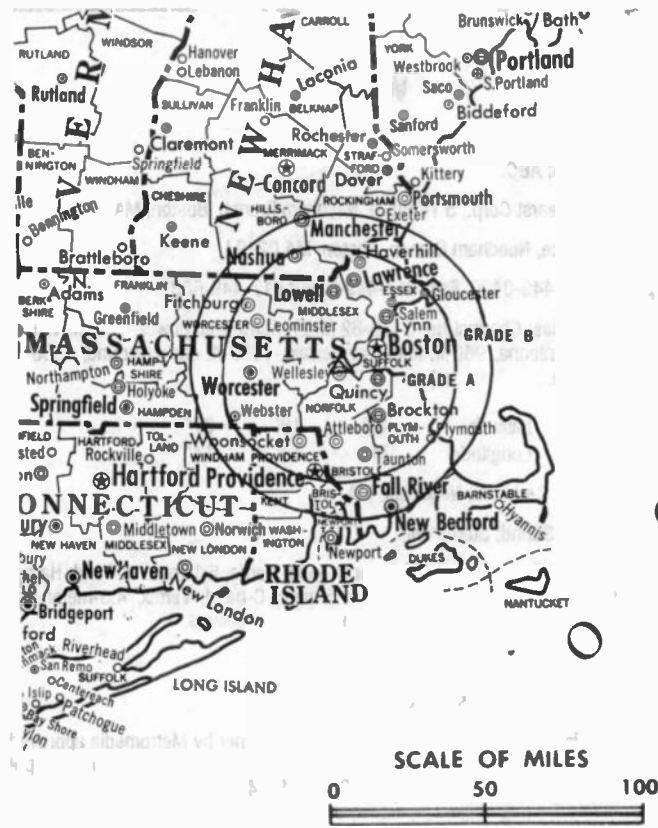
- Gerald R. Walsh, Vice President & General Manager.
- Christopher T. Kager, General Sales Manager.
- Debby Smith, Local Sales Manager.
- William Acker, National Sales Manager.
- Gunnar Rieger, Chief Engineer.
- James R. Byrne, Program & Promotion Director.
- Patti Keagy, Business Manager.
- Marian Ward-Lent, Cable Relations Director.

Highest 30 Sec. Rate: \$3000.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over | MASSACHUSETTS | | | |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| Between 25-49% | MASSACHUSETTS | | | |
| | Barnstable | 78,200 | 77,000 | 98 |
| | Bristol | 186,900 | 185,000 | 99 |
| | Nantucket | 2,900 | 2,800 | 96 |



WFXT BMPCT-7672 Granted 4/28/77 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|------------------|
| Between 25-49% | Norfolk | 226,800 | 224,900 | 99 |
| | Worcester | 255,400 | 252,200 | 99 |
| | NEW HAMPSHIRE | | | |
| | Cheshire | 26,500 | 25,800 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| | RHODE ISLAND | | | |
| | Bristol | 16,700 | 16,600 | 99 |
| | Providence | 225,100 | 222,600 | 99 |
| Between 5-24% | MASSACHUSETTS | | | |
| | Dukes | 5,700 | 5,500 | 96 |
| | Franklin | 28,000 | 27,200 | 97 |
| | MAINE | | | |
| | York | 66,200 | 65,400 | 99 |
| | NEW HAMPSHIRE | | | |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | RHODE ISLAND | | | |
| | Kent | 60,400 | 59,900 | 99 |
| Newport | 31,300 | 30,900 | 99 | |
| Washington | 38,500 | 37,900 | 98 | |
| Station Totals | | 2,761,400 | 2,726,400 | 99 |
| Net Weekly Circulation (1991) | | | | 1,156,100 |
| Average Daily Circulation (1991) | | | | 369,700 |

Massachusetts—Boston

WHDH-TV

Ch. 7

Network Service: CBS.

Licensee: New England Television Corp., 7 Bulfinch Place, Government Center, Boston, MA 02114.

Studio: 7 Bulfinch Place, Government Center, Boston, MA 02114.

Telephone: 617-725-0777. TWX: 710-321-0361. Fax: 617-227-4782.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"
Longitude 71° 13' 00"

Transmitter: Tower Rd., Newton, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Avantek, Scientific-Atlanta receivers.

AM Affiliate: WHDH.

News Services: AP, CBS.

Ownership: New England Television Corp.

Began Operation: June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (Television Digest, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

Represented (sales): TeleRep Inc.

Represented (legal): Fitch, Miller & Tourse.

Personnel:

- Bruce Marson, General Manager.
- Thomas S. Warner, General Sales Manager.
- Richard Weisberg, Vice President, Marketing & Creative Services.
- Jacques Natz, Vice President, News.
- Karl Renwanz, Vice President, Engineering & Operations.
- Cathy Perron, Program Director.
- Halg Sarian, Local Sales Manager.
- Peter Dadomo, National Sales Manager.
- David Ting, Chief Financial Officer & Director of Business Affairs.
- Judith Young, Design Director.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over | MASSACHUSETTS | | | |
| | Barnstable | 78,200 | 77,000 | 98 |
| | Bristol | 186,900 | 185,000 | 99 |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Nantucket | 2,900 | 2,800 | 96 |
| | Norfolk | 226,800 | 224,900 | 99 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |
| | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Cheshire | 26,500 | 25,800 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |



WHDH-TV BPCT-3057 Granted 3/27/63

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|-----------|
| Between 25-49% | MASSACHUSETTS | | | |
| | Dukes | 5,700 | 5,500 | 96 |
| | MAINE | | | |
| | York | 66,200 | 65,400 | 99 |
| | NEW HAMPSHIRE | | | |
| | Sullivan | 15,900 | 15,500 | 97 |
| RHODE ISLAND | Bristol | 16,700 | 16,600 | 99 |
| | Providence | 225,100 | 222,600 | 99 |
| | CONNECTICUT | | | |
| | Windham | 37,700 | 37,000 | 98 |
| | MASSACHUSETTS | | | |
| | Franklin | 28,000 | 27,200 | 97 |
| Hampshire | 49,400 | 48,400 | 98 | |
| NEW HAMPSHIRE | | | | |
| Carroll | 15,300 | 15,000 | 98 | |
| RHODE ISLAND | | | | |
| Kent | 60,400 | 59,900 | 99 | |
| Newport | 31,300 | 30,900 | 99 | |
| Washington | 38,500 | 37,900 | 98 | |
| VERMONT | | | | |
| Windham | 16,700 | 16,000 | 96 | |
| Windsor | 23,400 | 22,800 | 97 | |
| Station Totals | | 2,923,800 | 2,885,300 | 99 |
| Net Weekly Circulation (1991) | | | 1,969,600 | |
| Average Daily Circulation (1991) | | | 1,007,000 | |

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Massachusetts—Cambridge-Boston

WLVI-TV

Ch. 56

Network Service: None, independent.

Licensee: Gannett Massachusetts Bcstg. Inc., 75 Morrissey Blvd., Boston, MA 02125.

Studio: 75 Morrissey Blvd., Boston, MA 02125.

Telephone: 617-265-5656. Fax: 617-265-0063.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 140 Cabot St., Needham, MA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Microdyne, 5-meter C-band; Microdyne, 4.5-meter Ku-band; Microdyne, 4-meter Ku-band; M/A-Com receivers.

News Services: AP, CNN, UPI.

Ownership: Gannett Broadcasting (Group Owner).

Began Operation: August 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (Television Digest, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

Represented (sales): Blair Television.

Personnel:

Peter S. Temple, Vice President & General Manager.

Ron Becker, Vice President, News & Operations.

Peter Schrueth, General Sales Manager.

Gregg Kelley, Local Sales Manager.

Howard Strudler, National Sales Manager.

James Gilbert, Director of Operations & Engineering.

Michael J. Izor, Controller.

Barbara Bethea, Production Manager.

Gracelyn Brown, Director of Programming & Creative Services

Natalie McIver, Community Affairs Manager.

Rates: On request.

City of License: Cambridge. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over | MASSACHUSETTS | | | |
| | Nantucket | 2,900 | 2,800 | 96 |
| Between 25-49% | CONNECTICUT | | | |
| | New London | 92,500 | 90,700 | 98 |
| | MASSACHUSETTS | | | |
| | Barnstable | 78,200 | 77,000 | 98 |
| | Bristol | 186,900 | 185,000 | 99 |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Norfolk | 226,800 | 224,900 | 99 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |



WLVI-TV BPCT-4314 Granted 10/7/70

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|------------------|
| Between 25-49% | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Cheshire | 26,500 | 25,800 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | RHODE ISLAND | | | |
| | Bristol | 16,700 | 16,600 | 99 |
| Providence | 225,100 | 222,600 | 99 | |
| Between 5-24% | CONNECTICUT | | | |
| | Tolland | 43,600 | 42,900 | 98 |
| | Windham | 37,700 | 37,000 | 98 |
| | MASSACHUSETTS | | | |
| | Dukes | 5,700 | 5,500 | 96 |
| | Franklin | 28,000 | 27,200 | 97 |
| | Hampshire | 49,400 | 48,400 | 98 |
| | MAINE | | | |
| | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| Oxford | 20,200 | 19,900 | 99 | |
| Somerset | 17,500 | 17,200 | 98 | |
| York | 66,200 | 65,400 | 99 | |
| NEW HAMPSHIRE | Coos | 13,700 | 13,500 | 99 |
| | Grafton | 27,800 | 27,000 | 97 |
| RHODE ISLAND | | | | |
| Kent | 60,400 | 59,900 | 99 | |
| Newport | 31,300 | 30,900 | 99 | |
| Washington | 38,500 | 37,900 | 98 | |
| Station Totals | | 3,140,100 | 3,097,900 | 99 |
| Net Weekly Circulation (1991) | | | | 1,145,900 |
| Average Daily Circulation (1991) | | | | 413,900 |

Massachusetts—Boston

WQTV

Ch. 68

Network Service: None, independent.

Licensee: Monitor Television Inc., 1660 Soldiers Field Rd., Boston, MA 02135.

Studio: 1660 Soldiers Field Rd., Boston, MA 02135.

Telephone: 617-787-6868. Fax: 617-787-6853.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1350-kw visual, 135-kw aural. Antenna: 770-ft. above av. terrain, 836-ft. above ground, 846-ft. above sea level.

Latitude 42° 20' 50"
Longitude 71° 04' 59"

Transmitter: Prudential Center, Boston.

Satellite Earth Stations: Andrew, 4.5-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Vertex, 1.5-meter C-band; Andrew, M/A-Com receivers.

Ownership: Monitor Television Inc.

Began Operation: January 3, 1979. Sale to present owner by Arlington Broadcast Group approved by FCC Oct. 6, 1986 (Television Digest, Vol. 26:23). Sale to Arlington approved by FCC March 22, 1982.

Personnel:

- Bill Spitzer**, General Manager.
- Maryrose DiDomenico**, Program Director.
- James Damiano**, Promotion Director.
- Kitty Cook**, Business Manager.
- Steven Giusti**, Marketing Director.
- Bud Rath**, Chief Engineer.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MASSACHUSETTS | | | | |
| Between 5-24% | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Norfolk | 226,800 | 224,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|-----------|
| Between 5-24% | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |
| Station Totals | | 1,676,600 | 1,655,900 | 99 |
| Net Weekly Circulation (1991) | | | 174,500 | |
| Average Daily Circulation (1991) | | | 38,400 | |

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Television & Cable Factbook

Massachusetts—Boston

WSBK-TV

Ch. 38

Network Service: None, independent.

Licensee: Gillette Communications of Boston Inc., 555 17th Ave., Suite 3300, Denver, CO 80202.

Studio: 83 Leo Birmingham Pkwy., Brighton, MA 02135.

Telephone: 617-783-3838. Fax: 617-783-1875.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Vertex, 6.2-meter; Scientific-Atlanta, Pinzone receivers.

News Service: AP.

Ownership: SCI Television Inc. (Group Owner).

Began Operation: October 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved by FCC July 29, 1966 (Television Digest, Vol. 6:15, 31). Transfer of control to present owner approved Oct. 29, 1987.

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

Represented (legal): Pepper & Corazzini.

Personnel:

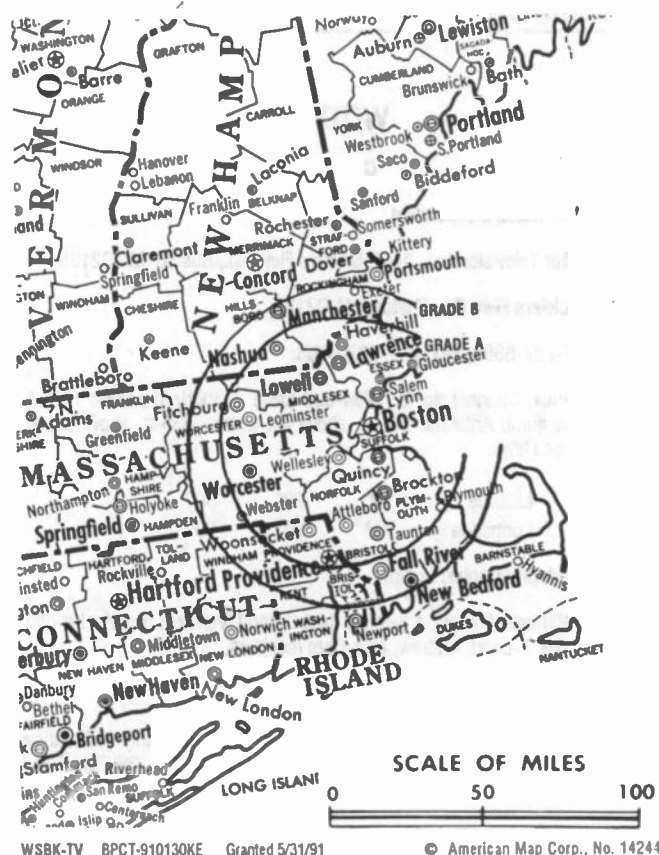
Daniel J. Berkery, President & General Manager.
Stuart P. Tauber, Assistant General Manager.
John S. Viell, Director of Operations.
Francis X. Comerford, General Sales Manager.
Tim Ermish, National Sales Manager.
John Anderson, Director, Sales Development.
James McCarthy, Chief Engineer.
Meg La Vigne, Program Director.
Victoria Kendall, Creative Services Director.
Virginia C. Jones, Controller.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| MASSACHUSETTS | | | | |
| 50% & Over | Barnstable | 78,200 | 77,000 | 98 |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Nantucket | 2,900 | 2,800 | 96 |
| | Norfolk | 226,800 | 224,900 | 99 |
| CONNECTICUT | | | | |
| Between 25-49% | New London | 92,500 | 90,700 | 98 |
| | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| Between 5-24% | Bristol | 186,900 | 185,000 | 99 |
| | Franklin | 28,000 | 27,200 | 97 |
| | Hampden | 172,300 | 169,900 | 99 |
| | Hampshire | 49,400 | 48,400 | 98 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |
| | MAINE | | | |
| | Androscoggin | 39,500 | 39,000 | 99 |
| Cumberland | 94,300 | 93,000 | 99 | |



WSBK-TV BPC7-910130KE Granted 5/31/91

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|------------------|
| Between 25-49% | Franklin | 11,400 | 11,000 | 97 |
| | Kennebec | 45,000 | 44,200 | 98 |
| | Piscataquis | 6,800 | 6,700 | 99 |
| | Sagadahoc | 13,000 | 12,700 | 98 |
| | Somerset | 17,500 | 17,200 | 98 |
| | York | 66,200 | 65,400 | 99 |
| | NEW HAMPSHIRE | | | |
| Between 5-24% | Belknap | 19,900 | 19,700 | 99 |
| | Cheshire | 26,500 | 25,800 | 97 |
| | Coos | 13,700 | 13,500 | 99 |
| | Grafton | 27,800 | 27,000 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | NEW YORK | | | |
| Between 5-24% | Fulton | 21,200 | 20,900 | 99 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| RHODE ISLAND | | | | |
| Between 5-24% | Bristol | 16,700 | 16,600 | 99 |
| | Kent | 60,400 | 59,900 | 99 |
| | Newport | 31,300 | 30,900 | 99 |
| | Providence | 225,100 | 222,600 | 99 |
| Washington | 38,500 | 37,900 | 98 | |
| CONNECTICUT | | | | |
| Between 5-24% | Hartford | 325,300 | 320,700 | 99 |
| | Litchfield | 64,800 | 63,700 | 98 |
| | Middlesex | 55,300 | 54,400 | 98 |
| (Continued on page A-580) | | | | |
| Station Totals | | 5,863,400 | 5,782,600 | 99 |
| Net Weekly Circulation (1991) | | | | 1,880,100 |
| Average Daily Circulation (1991) | | | | 632,300 |

Massachusetts—Lawrence

WMFP

Ch. 62

Network Service: None, independent.

Licensee: MFP Inc., One Parker St., Lawrence, MA 01843.

Studio: One Parker St., Lawrence, MA 01843.

Telephone: 508-975-3053.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 20-kw max. visual, 2-kw max. aural. Antenna: 505-ft. above av. terrain, 271-ft. above ground, 600-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 42' | 25" |
| Longitude | 71° | 00' | 54" |

Holds CP for change to 5000-kw max. visual, 650-ft. above av. terrain, 643-ft. above ground, 699-ft. above sea level, lat. 42° 21' 29", long. 71° 03' 40", transmitter to One Beacon St., Boston. BMPCT-871203KJ

Transmitter: Baldpate Hill, approx. 1-mi. SSW of intersection with Hwy. 133.

Satellite Earth Station: Paraclype, 3.8-meter.

Ownership: MFP Inc.

Began Operation: October 16, 1987.

Represented (legal): Hopkins & Sutter.

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

Personnel:

Isle Brinkman, Station Contact.

Highest 30 Sec. Rate: \$85.



WMFP BMPCT-871203KJ Granted 6/12/89

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Arbitron Data: Not available.

City of License: Lawrence. ADI: Boston. Rank: 6.

Massachusetts—Marlborough

WHSH

Ch. 66

Network Service: Home Shopping Network.

Licensee: Silver King Broadcasting of Massachusetts Inc., 71 Parmenter Rd., Hudson, MA 01749.

Studio: 71 Parmenter Rd., Hudson, MA 01749.

Telephones: 617-350-6666; 508-879-6666. Fax: 508-875-3416.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 3160-kw visual, 316-kw aural. Antenna: 1070-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 23' | 01" |
| Longitude | 71° | 29' | 35" |

Transmitter: 71 Parmenter Rd., Hudson, MA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Comtech, 7.3-meter C-band; Vertex, 4.5-meter C-band; Pinzone receivers.

News Service: UPI.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: February 12, 1985. Sale to present owner by Arnold Ginsburg & John Garabedian approved by FCC Sept. 23, 1986 (Television Digest, Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Merril Buchhalter, Vice President & Station Manager.
- Jane Woodhouse, Marketing & Promotion Director.
- Francesca Bryden, News & Program Director.
- Mark Arpino, Chief Engineer.
- Robin Belle-Isle, Operations Supervisor.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Marlborough. ADI: Boston. Rank: 6.

Massachusetts—Springfield-Holyoke

WGGB-TV

Ch. 40

Network Service: ABC.

Licensee: Guy Gannett Publishing Co., Box 40, Springfield, MA 01102-0040.

Studio: 1300 Liberty St., Springfield, MA 01104.

Telephone: 413-733-4040. Fax: 413-781-5733.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4270-kw visual, 427-kw aural. Antenna: 1056-ft. above av. terrain, 167-ft. above ground, 1378-ft. above sea level.

Latitude 42° 14' 30"
Longitude 72° 38' 57"

Transmitter: Top of Mount Tom, Holyoke, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-meter C-band; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Began Operation: April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol. 6:44). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

Kevin P. Leroux, Vice President & General Manager.

Michael Moran, General Sales Manager.

Clayton Travernicht, National Sales Manager.

Ted Gratkowski, Chief Engineer.

Bill Anderson, Director of Marketing & Station Operations.

Richard Wylie, Traffic Manager.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$750.

City of License: Springfield. A01: Springfield, MA. Rank: 97

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|----------------|-----------|
| 50% & Over | MASSACHUSETTS | | | |
| | Franklin | 28,000 | 27,200 | 97 |
| | Hampden | 172,300 | 169,900 | 99 |
| | Hampshire | 49,400 | 48,400 | 98 |
| Between 25-49% | VERMONT | | | |
| | Windham | 16,700 | 16,000 | 96 |
| Between 5-24% | CONNECTICUT | | | |
| | Hartford | 325,300 | 320,700 | 99 |
| | Tolland | 43,600 | 42,900 | 98 |
| Station Totals | | 635,300 | 625,100 | 98 |
| Net Weekly Circulation (1991) | | | 275,900 | |
| Average Daily Circulation (1991) | | | 142,900 | |

Massachusetts—Springfield

WWLP

Ch. 22

Network Service: NBC.

Licensee: Forward TV of Springfield, Box 2210, Springfield, MA 01102-2210.

Studio: Provin Mountain, Feeding Hills, MA 01030.

Mailing Address: Box 2210, Springfield, MA 01102-2210.

Telephone: 413-786-2200.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 3420-kw max. visual, 342-kw max. aural. Antenna: 877-ft. above av. terrain, 495-ft. above ground, 1135-ft. above sea level.

Latitude 42° 05' 00"
Longitude 72° 42' 16"

Transmitter: Provin Mountain, Agawam, MA.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Adams Communications (Group Owner).

Began Operation: March 17, 1953. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- William Popin, President & General Manager.
- E. Holland Low, Vice President & National Sales Manager.
- Constance O'Brien, Vice President, Business Affairs.
- Greg Strauser, General Sales Manager.
- Max Marek, Chief Engineer.
- Kelth Silver, News Director.
- Anna Giza, Promotion Manager.
- Francis Kozlowski Jr., Traffic Manager.
- Rich Tetteimer, Sports Director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Springfield. ADI: Springfield, MA. Rank: 97.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|----------------|----------------|
| 50% & Over | MASSACHUSETTS | | | |
| | Hampden | 172,300 | 169,900 | 99 |
| | Hampshire | 49,400 | 48,400 | 98 |
| Between 25-49% | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | Franklin | 28,000 | 27,200 | 97 |
| Between 5-24% | CONNECTICUT | | | |
| | Hartford | 325,300 | 320,700 | 99 |
| | Middlesex | 55,300 | 54,400 | 98 |
| | Tolland | 43,600 | 42,900 | 98 |
| MASSACHUSETTS | Worcester | 255,400 | 252,200 | 99 |
| | NEW HAMPSHIRE | | | |
| | Cheshire | 26,500 | 25,800 | 97 |
| Station Totals | | 1,011,400 | 996,200 | 98 |
| Net Weekly Circulation (1991) | | | | 289,500 |
| Average Daily Circulation (1991) | | | | 157,000 |

Massachusetts—Worcester

WHLL

Ch. 27

Network Service: None, independent.

Licensee: Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

Studio: 27 Parker Rd., Shrewsbury, MA 01545.

Telephones: 617-799-2727; 508-799-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2301-kw max. visual, 230-kw max. aural. Antenna: 1531-ft. above av. terrain, 1315-ft. above ground, 2015-ft. above sea level.

Latitude 42° 20' 01"
Longitude 71° 42' 53"

Transmitter: Stiles Hill, Cross St., Boylston.

Satellite Earth Station: Microdyne, 7-meter.

News Service: CNN.

Ownership: Corridor Broadcasting Corp. (Group Owner).

Began Operation: January 2, 1970. Sale to present owner by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980. Resumed independent operation Jan. 1, 1986.

Personnel:

- Vicky Gregorian, Vice President & General Manager.
- Richard Betto, Station Manager.
- Michael Nurse, General Sales Manager.
- Dorothy Buduo, Marketing Manager.
- Fran Vaccari, Chief Engineer.
- Lynne MacNamee, News Director.
- Lillian Chan, Program Director.
- Robert Davis, Promotion Director.
- Richard Betto, Business Manager.

Highest 30 Sec. Rate: \$360.

City of License: Worcester. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| Between 5-24% | MASSACHUSETTS | | | |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Norfolk | 226,800 | 224,900 | 99 |
| | Plymouth | 155,100 | 153,300 | 99 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|------------------|-----------|
| Between 5-24% | NEW HAMPSHIRE | | | |
| | Cheshire | 26,500 | 25,800 | 97 |
| | RHODE ISLAND | | | |
| | Newport | 31,300 | 30,900 | 99 |
| | Providence | 225,100 | 222,600 | 99 |
| Station Totals | | 1,959,500 | 1,935,200 | 99 |
| Net Weekly Circulation (1991) | | | 233,200 | |
| Average Daily Circulation (1991) | | | 54,600 | |

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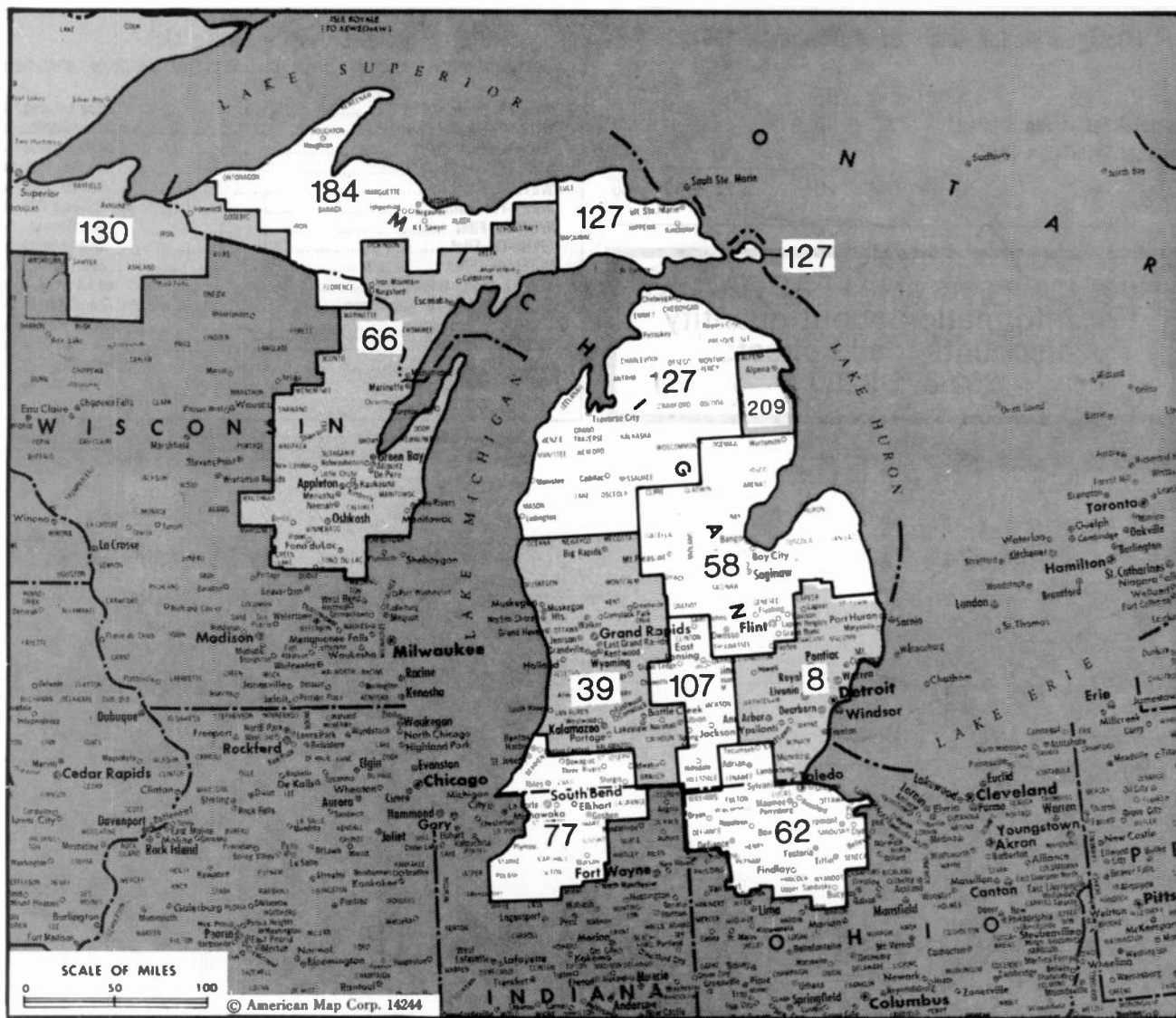
Massachusetts

WSBK-TV, Boston (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|-----|
| Between 5-24% | CONNECTICUT | | | |
| | New Haven | 300,800 | 297,100 | 99 |
| | Tolland | 43,600 | 42,900 | 98 |
| | Windham | 37,700 | 37,000 | 98 |
| | GEORGIA | | | |
| | Pierce | 4,800 | 4,700 | 98 |
| | IOWA | | | |
| | Jackson | 8,200 | 8,100 | 99 |
| | ILLINOIS | | | |
| | Henderson | 3,500 | 3,400 | 97 |
| | Washington | 6,200 | 6,000 | 97 |
| | KANSAS | | | |
| | Cheyenne | 1,500 | 1,500 | 100 |
| | Greeley | 700 | 700 | 100 |
| | Lincoln | 1,600 | 1,600 | 100 |
| | KENTUCKY | | | |
| | Hart | 6,000 | 6,000 | 100 |
| | MASSACHUSETTS | | | |
| | Dukes | 5,700 | 5,500 | 96 |
| | MAINE | | | |
| | Aroostook | 29,900 | 29,200 | 98 |
| Hancock | 18,800 | 18,500 | 98 | |
| Knox | 14,400 | 14,000 | 97 | |
| Lincoln | 11,900 | 11,700 | 98 | |
| Oxford | 20,200 | 19,900 | 99 | |
| Penobscot | 50,700 | 49,900 | 98 | |
| Waldo | 12,200 | 11,900 | 98 | |
| MONTANA | | | | |
| Beaverhead | 3,200 | 3,000 | 94 | |
| NORTH DAKOTA | | | | |
| Oliver | 800 | 800 | 100 | |
| Rolette | 3,900 | 3,800 | 97 | |
| NEBRASKA | | | | |
| Blaine | 300 | 300 | 100 | |
| Thurston | 2,400 | 2,400 | 100 | |
| NEW HAMPSHIRE | | | | |
| Carroll | 15,300 | 15,000 | 98 | |

WSBK-TV—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| Between 5-24% | NEW MEXICO | | | |
| | Cibola | 7,100 | 7,000 | 99 |
| | Union | 1,800 | 1,700 | 94 |
| | NEW YORK | | | |
| | Albany | 113,000 | 111,300 | 98 |
| | Broome | 80,200 | 79,100 | 99 |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Columbia | 23,900 | 23,500 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| | Greene | 17,100 | 16,800 | 98 |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Oneida West | 33,300 | 32,900 | 99 |
| | Onondaga | 174,300 | 172,300 | 99 |
| | Oswego | 42,700 | 42,100 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Schenectady | 59,600 | 58,900 | 99 |
| | Tioga | 19,100 | 18,800 | 98 |
| | Warren | 21,300 | 20,900 | 98 |
| | Washington | 20,000 | 19,700 | 99 |
| | Westchester | 325,900 | 322,400 | 99 |
| | OKLAHOMA | | | |
| Harper | 1,800 | 1,800 | 100 | |
| PENNSYLVANIA | | | | |
| Potter | 7,000 | 6,800 | 97 | |
| SOUTH DAKOTA | | | | |
| Jones | 600 | 600 | 100 | |
| TEXAS | | | | |
| Angelina | 25,100 | 24,800 | 99 | |
| VIRGINIA | | | | |
| Va Beach City | 127,100 | 126,400 | 99 | |
| VERMONT | | | | |
| Bennington | 14,500 | 14,200 | 98 | |
| Caledonia | 11,100 | 10,900 | 98 | |
| Windham | 16,700 | 16,000 | 96 | |
| Windsor | 23,400 | 22,800 | 97 | |
| WISCONSIN | | | | |
| Menominee | 1,000 | 1,000 | 95 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|---|
| Detroit, MI | 1,726,700 | 8 | WADL (38), WBSX (31), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7) |
| Grand Rapids-Kalamazoo-Battle Creek, MI | 604,500 | 39 | WLLA (64), WOTV (8), WTLJ (54), WUHQ-TV (41), WWMT (3), WXMI (17), WZZM-TV (13) |
| Flint-Saginaw-Bay City, MI | 453,700 | 58 | WAQP (49), WEYI-TV (25), WJRTV (12), WNEM-TV (5), WSMH (66) |
| Toledo, OH | 414,500 | 62 | WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36) |
| Green Bay-Appleton, WI | 388,400 | 66 | WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11), WSCO (14), WXGZ-TV (32) |
| South Bend-Elkhart, IN | 321,600 | 77 | WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28) |
| Lansing, MI | 223,900 | 107 | WILX-TV (10), WLAI (53), WLNS-TV (6), WSYM-TV (47) |
| Traverse City-Cadillac, MI | 166,700 | 127 | WGKI (33), WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTW (9), WWUP-TV (10) |
| Duluth, MN-Superior, WI | 164,400 | 130 | KBUR-TV (6), KDLH (3), WDIO-TV (10), WIRT (13) |
| Marquette, MI | 55,000 | 184 | WLUC-TV (6) |
| Alpena, MI | 15,700 | 209 | WBKB-TV (11) |

Michigan

Michigan Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 18 | 16 | 34 |
| Educational Television Stations | 2 | 10 | 12 |
| | 20 | 26 | 46 |

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State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|---------------------------|-----------------------|
| WILX-TV, Battle Creek | See Lansing, MI |
| WUHQ-TV, Battle Creek | See Grand Rapids, MI |
| WWMT, Battle Creek | See Kalamazoo, MI |
| WJRT-TV, Bay City | See Flint, MI |
| WEYI-TV, Bay City | See Saginaw, MI |
| WPBN-TV Cadillac | See Traverse City, MI |
| WEYI-TV, Flint | See Saginaw, MI |
| WLNS-TV, Flint | See Lansing, MI |
| WNEM-TV, Flint | See Bay City, MI |
| WWMT, Grand Rapids | See Kalamazoo, MI |
| WOTV & WZZM-TV, Kalamazoo | See Grand Rapids, MI |
| WUHQ-TV, Kalamazoo | See Grand Rapids, MI |
| WJRT-TV, Saginaw | See Flint, MI |
| WNEM-TV, Saginaw | See Bay City, MI |
| WWTV, Traverse City | See Cadillac, MI |

Michigan—Alpena-Oscoda-Tawas City-East Tawas

WBKB-TV
Ch. 11

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

Studio: 1390 Bagley St., Alpena, MI 49707.

Telephone: 517-356-3434.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.00"
Longitude 83° 31' 22.50"

Transmitter: Hubbard Lake Rd., 3-mi. N of M-72.

Satellite Earth Stations: RCA Americom, 4.5-meter Ku-band; 3.8-meter C-band; M/A-Com, Standard Communications receivers.

News Services: CBS, UPI.

Ownership: Thunder Bay Broadcasting Corp.

Began Operation: September 22, 1975.

Represented (sales): Settel Inc.

Represented (legal): Cohn & Marks.

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

Personnel:

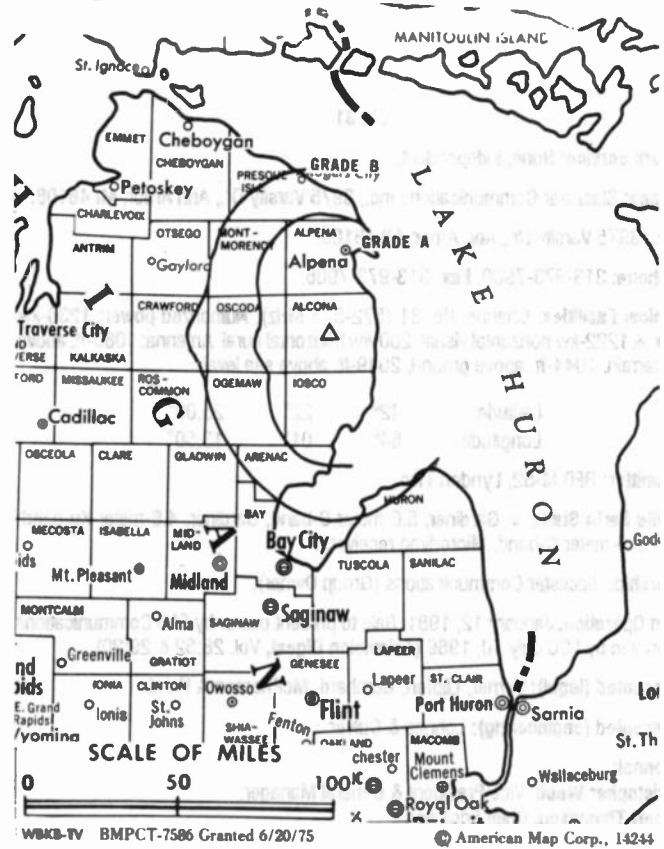
- Stephen A. Marks, President.
- Curtis W. Smith, Vice President & General Manager.
- Barb Bowen, General Sales Manager.
- Cher Allen, Local Sales Manager.
- Mark Nowak, Chief Engineer.
- Terese Thomas, News Director.
- Theresa Stoppa, Business Manager.
- Michael Stroud, Production Manager.

Rates: On request.

City of License: Alpena. ADI: Alpena. Rank: 209.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Alcona | 4,500 | 4,400 | 98 |
| | Alpena | 11,700 | 11,300 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|----------------------|------------------|---------------|---------------|----|
| 50% & Over | Iosco | 12,000 | 11,900 | 99 | |
| | Montmorency | 3,400 | 3,300 | 97 | |
| | Oscoda | 3,200 | 3,100 | 97 | |
| | Presque Isle | 5,500 | 5,300 | 96 | |
| MICHIGAN | | | | | |
| Between 25-49% | Ogemaw | 7,300 | 7,200 | 99 | |
| | MICHIGAN | | | | |
| | Between 5-24% | Arenac | 6,000 | 5,900 | 98 |
| Huron | | 13,700 | 13,400 | 98 | |
| Otsego | | 6,200 | 6,100 | 98 | |
| Station Totals | | 73,500 | 71,900 | 98 | |
| Net Weekly Circulation (1991) | | | | 39,900 | |
| Average Daily Circulation (1991) | | | | 22,000 | |

Michigan—Ann Arbor

WBSX

Ch. 31

Network Service: None, independent.

Licensee: Blackstar Communications Inc., 3975 Varsity Dr., Ann Arbor, MI 48108.

Studio: 3975 Varsity Dr., Ann Arbor, MI 48108.

Telephone: 313-973-7900. **Fax:** 313-973-7906.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1230-kw max. & 1222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

| | | | |
|-----------|-----|-----|--------|
| Latitude | 42° | 22' | 25.00" |
| Longitude | 84° | 01' | 13.50" |

Transmitter: RFD M-52, Lyndon Twp.

Satellite Earth Stations: Gardiner, 5.6-meter C-band; Gardiner, 4.6-meter Ku-band; AFC, 3.5-meter C-band; Microdyne receivers.

Ownership: Blackstar Communications (Group Owner).

Began Operation: January 12, 1981. Sale to present owner by FAB Communications approved by FCC July 10, 1989 (Television Digest, Vol. 28:52 & 29:20).

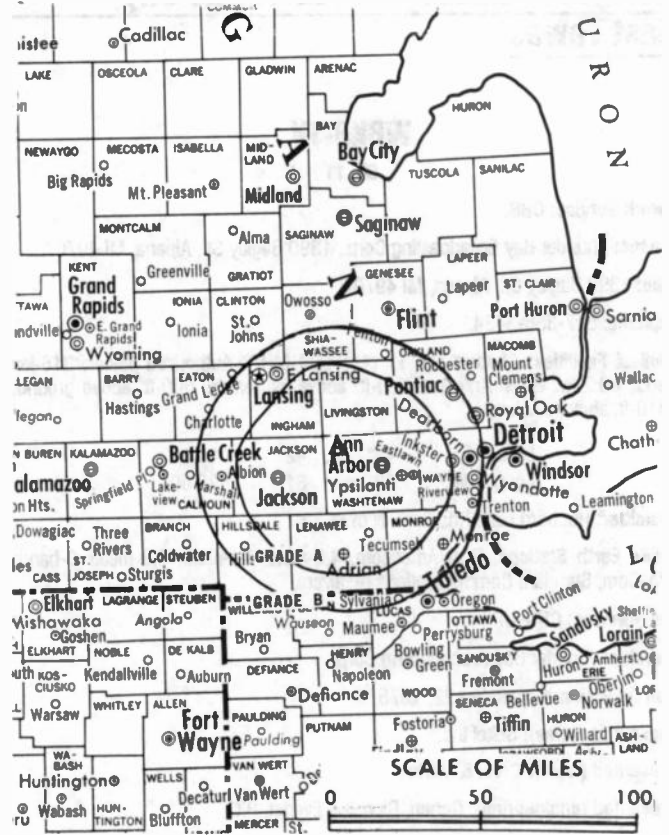
Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

Represented (engineering): Lohnes & Culver.

Personnel:

Christopher Webb, Vice President & General Manager.
 Robert Thompson, Chief Engineer.
 Jerry Samons, Production Manager.
 Marjorie Wiechers, Business Manager.

Highest 30 Sec. Rate: \$135.



WBSX BMPCT-800522KF Granted 9/10/80

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ArbTron Data: Not available.

City of License: Ann Arbor. **ADI:** Detroit. **Rank:** 8.

Michigan—Bay City-Saginaw-Flint

WNEM-TV

Ch. 5

Network Service: NBC.

Licensee: Meredith Corp., Box 531, Saginaw, MI 48606.

Studios: 107 N. Franklin St., Saginaw, MI 48606; 5409 Gateway Centre, Flint, MI 48507.

Telephones: 517-755-8191 (Saginaw); 313-232-3900 (Flint).

Fax: 517-755-1860 (Saginaw); 313-239-2420 (Flint).

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1049-ft. above ground, 1635-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, MI.

Satellite Earth Station: Harris; Drake, Harris receivers.

News Service: AP.

Ownership: Meredith Corp. (Group Owner).

Began Operation: February 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

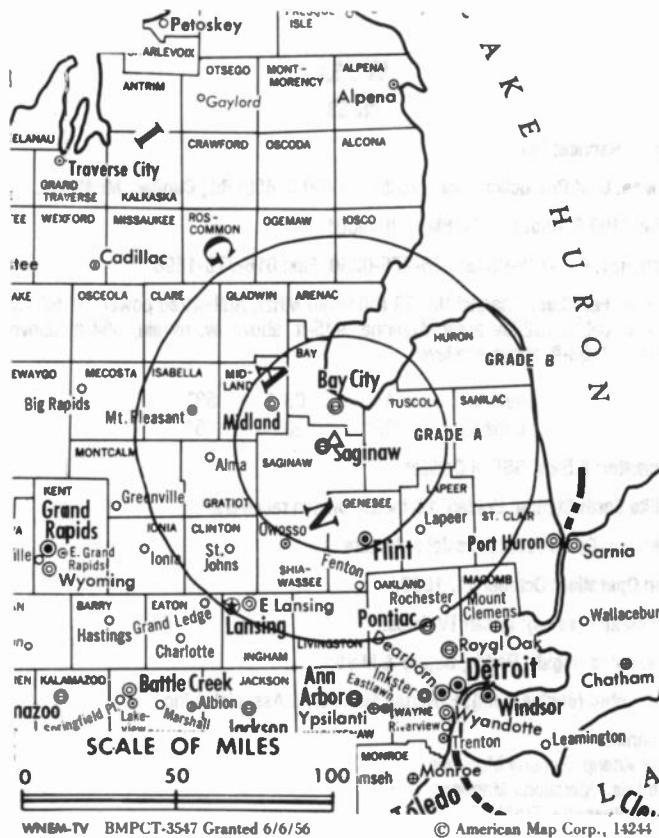
Paul Virciglio, Vice President & General Manager.
Gary Rivard, General Sales Manager.
Sandy Langworthy, Sales Manager, Saginaw/Operations.
Peggy Madigan, Sales Manager, Flint/National.
Greg Surma, Director of Engineering.
Ron Petrovich, News Director.
Bill Avery, Program Director.
Pat DeCorte, Business Manager.
John Haupricht, Production Manager.
Michelle Keilitz, Creative Services Director.
Marc Wesley, Sports Director.

Rates: On request.

City of License: Bay City. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Alcona | 4,500 | 4,400 | 98 |
| | Alpena | 11,700 | 11,300 | 97 |
| | Arenac | 6,000 | 5,900 | 98 |
| | Bay | 42,000 | 41,600 | 99 |
| | Clare | 10,800 | 10,600 | 98 |
| | Genesee | 161,100 | 159,700 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Gladwin | 9,200 | 9,000 | 98 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Huron | 13,700 | 13,400 | 98 |
| | Iosco | 12,000 | 11,900 | 99 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Midland | 27,700 | 27,500 | 99 |
| | Ogemaw | 7,300 | 7,200 | 99 |
| | Saginaw | 77,300 | 76,500 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| | Shiawassee | 24,800 | 24,500 | 99 |
| | Tuscola | 19,300 | 19,000 | 98 |
| MICHIGAN | | | | |
| Between 25-49% | Oscoda | 3,200 | 3,100 | 97 |
| | Roscommon | 8,900 | 8,800 | 99 |
| MICHIGAN | | | | |
| Between 5-24% | Chippewa | 10,400 | 10,200 | 98 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Emmet | 9,700 | 9,500 | 98 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | St Clair | 53,100 | 52,500 | 99 |
| Station Totals | | 675,700 | 667,600 | 99 |
| Net Weekly Circulation (1991) | | | | 439,000 |
| Average Daily Circulation (1991) | | | | 272,000 |

Michigan—Cadillac

WGKI
Ch. 33

Network Service: Fox.

Licensee: GRK Productions Joint Venture, 7400 S. 45th Rd., Cadillac, MI 49601.

Studio: 7400 S. 45th Rd., Cadillac, MI 49601.

Telephones: 616-775-9813; 616-775-0330. **Fax:** 616-775-1898.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 61.52-kw max. visual, 6.152-kw aural. Antenna: 945-ft. above av. terrain, 584-ft. above ground, 2153-ft. above sea level.

Latitude 44° 08' 53"
Longitude 85° 20' 45"

Transmitter: 6.5-mi. SSE of Cadillac.

Satellite Earth Station: Uniden, 10-meter; Uniden receivers.

Ownership: GRK Productions Joint Venture.

Began Operation: October 11, 1989.

Represented (sales): Roslin TV Sales.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

- Gary Knapp, General Manager.
- Bob Lee, Operations Manager.
- Joyce Bassette, Traffic.
- Donna Horning, National & Local Sales Manager.
- Connie Knapp, Business Manager.
- Glen Walker, Chief Engineer.

Highest 30 Sec. Rate: \$75.

City of License: Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 127.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Missaukee | 4,100 | 4,000 | 98 |
| | Osceola | 7,800 | 7,700 | 99 |
| Between 25-49% | MICHIGAN | | | |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Wexford | 10,800 | 10,600 | 98 |



WGKI BNPCT-890421KF Granted 7/31/89

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|---------------|
| Between 5-24% | MICHIGAN | | | |
| | Benzie | 4,800 | 4,700 | 98 |
| | Clare | 10,800 | 10,600 | 98 |
| | Crawford | 4,000 | 3,900 | 97 |
| | Grand Traverse | 24,300 | 23,800 | 98 |
| | Kalkaska | 5,100 | 5,000 | 98 |
| | Lake | 4,000 | 3,900 | 97 |
| | Manistee | 9,400 | 9,200 | 98 |
| | Mason | 10,500 | 10,200 | 97 |
| | Otsego | 6,200 | 6,100 | 98 |
| | Roscommon | 8,900 | 8,800 | 99 |
| Station Totals | | 123,500 | 121,100 | 98 |
| Net Weekly Circulation (1991) | | | | 27,300 |
| Average Daily Circulation (1991) | | | | 10,400 |

Michigan—Cadillac-Traverse City

WWTV

Ch. 9

(Operates satellite WWUP-TV, Sault Ste. Marie, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward, Birmingham, MI 48009.

Studios: 11360 N. 130th Ave., Cadillac, MI 49601; 3920 U.S. 31 South, Traverse City, MI 49684-0627.

Mailing Address: Box 627, Cadillac, MI 49601.

Telephone: 616-775-3478. Fax: 616-775-3671.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground, 2999-ft. above sea level.

Latitude 44° 08' 12"

Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Microwave General, 5-meter C-band; RCA, 4.6-meter Ku-band; Chapparral, Pinzone, Scientific-Atlanta receivers.

SNG Mobile Dish: Prodelin, 3.2-meter Ku & C-band.

News Services: AP, CBS, CNN, UPI.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: December 11, 1953. Sale to present owner by Wilson Communications approved by FCC March 2, 1989. Sale to Wilson Communications by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (Television Digest, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

Mario F. Iacobelli, Vice President & General Manager.

Chuck O'Connor, General Sales Manager.

Mark Featherston, National Sales Manager.

John DeMarsh, Local Sales Manager.

Bob Young, Director of News, Community & Public Affairs.

Sherri McKinley, Program Director.

Bob Faulk, Promotion Director.

Lowell Shore, Chief Engineer.

Ann Merchberger, Business Manager.

Highest 30 Sec. Rate: \$400.

Rates: WWTV is sold in combination with WWUP-TV Sault Ste. Marie.

NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie.

City of License: Cadillac. ADI: Traverse City-Cadillac. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Antrim | 6,800 | 6,700 | 99 |
| | Benzie | 4,800 | 4,700 | 98 |
| | Charlevoix | 8,600 | 8,400 | 98 |
| | Cheboygan | 8,500 | 8,300 | 97 |
| | Chippewa | 10,400 | 10,200 | 98 |
| | Clare | 10,800 | 10,600 | 98 |
| | Crawford | 4,000 | 3,900 | 97 |
| | Emmet | 9,700 | 9,500 | 98 |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Grand Traverse | 24,300 | 23,800 | 98 |



WWTV Doc. 14230 Granted 4/12/62

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| 50% & Over | Isabella | 17,900 | 17,600 | 98 |
| | Kalkaska | 5,100 | 5,000 | 98 |
| | Lake | 4,000 | 3,900 | 97 |
| | Leelanau | 6,400 | 6,300 | 98 |
| | Luce | 2,200 | 2,100 | 95 |
| | Mackinac | 4,000 | 3,900 | 98 |
| | Manistee | 9,400 | 9,200 | 98 |
| | Mason | 10,500 | 10,200 | 97 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Missaukee | 4,100 | 4,000 | 98 |
| | Montmorency | 3,400 | 3,300 | 97 |
| | Oceana | 8,700 | 8,500 | 98 |
| | Ogemaw | 7,300 | 7,200 | 99 |
| | Osceola | 7,800 | 7,700 | 99 |
| | Oscoda | 3,200 | 3,100 | 97 |
| | Otsego | 6,200 | 6,100 | 98 |
| | Presque Isle | 5,500 | 5,300 | 96 |
| | Roscommon | 8,900 | 8,800 | 99 |
| | Wexford | 10,800 | 10,600 | 98 |
| MICHIGAN | | | | |
| Between 25-49% | Delta | 13,900 | 13,600 | 98 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Midland | 27,700 | 27,500 | 99 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Newaygo | 15,200 | 14,900 | 98 |
| | Schoolcraft | 2,900 | 2,800 | 97 |
| MICHIGAN | | | | |
| Between 5-24% | Alger | 3,100 | 3,000 | 97 |
| | Alpena | 11,700 | 11,300 | 97 |
| | Arenac | 6,000 | 5,900 | 98 |
| | Dickinson | 10,700 | 10,600 | 99 |
| | Marquette | 25,400 | 25,100 | 99 |
| Station Totals | | 385,400 | 378,200 | 98 |
| Net Weekly Circulation (1991) | | | | 249,100 |
| Average Daily Circulation (1991) | | | | 148,400 |

Michigan—Cheboygan

WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48304-2863.

Studio: U.S. Rte. 23, 6.7-mi E of Cheboygan.

Telephone: 313-352-7560.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 45° | 39' | 01" |
| Longitude | 84° | 20' | 37" |

Transmitter: U.S. Rte. 23, 6.7-mi. E of Cheboygan.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Roscor, 2.4-meter Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: May 16, 1959. Sale by Beam Communications Corp. to present owner approved by FCC August 2, 1990.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Erik Storck, General Manager.
 Sam Curcuru, General Sales Manager.
 Robert Kizer, Station Manager.
 Linda Kimble, National Sales Manager.



Michael Kent, News Director.
 Sue McQuade, Promotion Director.
 Sheryl Stepheson, Business Manager.

Rates: See WPBN-TV, Traverse City.

Arbitron Data: Included with WPBN-TV, Traverse City.

City of License: Cheboygan. ADI: Traverse City-Cadillac. Rank: 127.

Michigan—Mount Clemens-Detroit

WADL

Ch. 38

Network Service: None, independent.

Licensee: Adell Bcstg. Corp., 22590 15 Mile Rd., Mount Clemens, MI 48043.

Studio: 35000 Adell Rd., Mount Clemens, MI 48043.

Telephone: 313-790-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual. Antenna: 630-ft. above av. terrain, 623-ft. above ground, 1214-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 33' | 15" |
| Longitude | 82° | 53' | 15" |

Transmitter: 22590 15 Mile Rd., 1.6-mi. S of Mount Clemens.

Ownership: Adell Broadcasting Corp.

Began Operation: May 20, 1989.

Represented (sales): Landin Media Sales.

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

Personnel:

Frank Adell, General Manager.

Jim Panagos, General Sales & Programming Manager.

Jim Kuhns, Chief Engineer.

Kevin Adell, Marketing.

Rates: On request.

Arbitron Data: Not available.



City of License: Mount Clemens. ADI: Detroit. Rank: 8.

Michigan—Detroit

WDIV

Ch. 4

Network Service: NBC.

Licensee: Post-Newsweek Stations Michigan Inc., 550 W. Lafayette Blvd., Detroit, MI 48231.

Studio: 550 W. Lafayette Blvd., Detroit, MI 48231.

Telephone: 313-222-0444. TWX: 810-221-1623. Fax: 313-222-0471.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1004-ft. above av. terrain, 1020-ft. above ground, 1706-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Transmitter: 15700 Lincoln Dr., Southfield, MI.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 4.5-meter Ku-band; Harris, 6.1-meter C-band; Satcom Technologies, 5.5-meter C-band; Satcom Technologies, 7-meter C-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC, UPI.

Ownership: Post-Newsweek Stations Inc. (Group Owner).

Began Operation: June 3, 1947. Exchange by Evening News for WTOP-TV (now WUSA), Washington, DC approved by FCC May 18, 1978 (Television Digest, Vol. 17:50; 18:21).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

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

Personnel:

- Alan Frank, Vice President & General Manager.
- Robert Warfield, Vice President & Station Manager.
- Henry Maidonado, Vice President, Programming & Promotion.
- Harry Remboldt, General Sales Manager.
- Claudia Cole, Local Sales Manager.
- Randy Pratt, National Sales Manager.
- Laura Benavides, Press & Publicity Manager.
- Marcus Williams, Chief Engineer.
- Marcia Etienne, Director of Business & Administrative Affairs.
- Denise Cunningham, Operations Manager.
- Kathy Salazar, Business Manager.
- Carol Rueppel, News Director.
- Terri Turpin-Amato, Promotion Manager.
- Mary Ann Rusch, Research Director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3802.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Macomb | 259,400 | 258,100 | 100 |
| | Monroe | 47,400 | 47,000 | 99 |
| | Oakland | 404,700 | 402,400 | 99 |
| | St Clair | 53,100 | 52,500 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| | Washtenaw | 103,000 | 100,900 | 98 |
| | Wayne | 809,600 | 801,600 | 99 |
| | NEBRASKA | | | |
| | Rock | 900 | 900 | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|------------------|------------------|
| Between 25-49% | MICHIGAN | | | |
| | Genesee | 161,100 | 159,700 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |
| | Lenawee | 32,500 | 32,100 | 99 |
| | MISSOURI | | | |
| Ripley | 5,300 | 5,000 | 94 | |
| Between 5-24% | SOUTH DAKOTA | | | |
| | Hyde | 900 | 900 | 100 |
| | Potter | 1,300 | 1,300 | 100 |
| | ARKANSAS | | | |
| | Sharp | 6,500 | 6,300 | 97 |
| | FLORIDA | | | |
| | Gilchrist | 2,600 | 2,600 | 100 |
| | IOWA | | | |
| | Audubon | 2,900 | 2,900 | 100 |
| | KENTUCKY | | | |
| Clinton | 3,600 | 3,600 | 100 | |
| MARYLAND | | | | |
| Garrett | 9,900 | 9,800 | 99 | |
| MICHIGAN | | | | |
| Alger | 3,100 | 3,000 | 97 | |
| Hillsdale | 15,700 | 15,400 | 98 | |
| Houghton | 13,500 | 13,100 | 97 | |
| Huron | 13,700 | 13,400 | 98 | |
| Ingham | 103,400 | 102,100 | 99 | |
| Shiawassee | 24,800 | 24,500 | 99 | |
| MISSOURI | | | | |
| Carter | 2,000 | 1,900 | 95 | |
| Harrison | 4,000 | 3,900 | 98 | |
| Sullivan | 2,800 | 2,800 | 100 | |
| (Continued on page A-618) | | | | |
| Station Totals | | 2,495,300 | 2,471,200 | 99 |
| Net Weekly Circulation (1991) | | | | 1,704,500 |
| Average Daily Circulation (1991) | | | | 1,019,100 |

Michigan—Detroit

WGPR-TV

Ch. 62

Network Service: None, independent.

Licensee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

Studio: 3140-46 E. Jefferson Ave., Detroit, MI 48207.

Telephone: 313-259-8862. Fax: 313-259-6662.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"
Longitude 83° 09' 50"

Transmitter: One Radio Plaza, Royal Oak Twp., MI.

Satellite Earth Stations: Harris, 5-meter; Harris, 4.6-meter; M/A-Com, 3.3-meter; M/A-Com, Harris, Pinzone receivers.

Ownership: WGPR Inc.

Began Operation: September 29, 1975.

Represented (sales): R. A. Lazar Co.

Represented (legal): Hogan & Hartson.

Personnel:

George Mathews, President & General Manager.
Michelle DeSouza, Vice President, Traffic & Production Manager.
Celestine Harris, Public Relations & Promotion Director.
Albert Ruedemann, Chief Engineer.
Jill Jones, News Director.
Joe Spencer, Program Director.
Roger Williams, Business Manager.

Highest 30 Sec. Rate: \$100.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| MICHIGAN | | | | |
| Between 5-24% | Wayne | 809,600 | 801,600 | 99 |
| Station Totals | | 809,600 | 801,600 | 99 |
| Net Weekly Circulation (1991) | | | 150,900 | |
| Average Daily Circulation (1991) | | | 40,000 | |

Michigan—Detroit

WJBK-TV

Ch. 2

Network Service: CBS.

Licensee: Gillett Communications of Detroit Inc., 16550 W. 9 Mile Rd., Southfield, MI 48075.

Studio: 16550 W. 9 Mile Rd., Southfield, MI 48075.

Mailing Address: Box 2000, Southfield, MI 48037.

Telephone: 313-557-2000. TWX: 810-224-4876. Fax: 313-552-0280.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"

Longitude 83° 12' 47"

Transmitter: Southfield, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 7-meter C-band; Vertex, 6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, UPI.

Ownership: SCI Television Inc. (Group Owner).

Began Operation: October 24, 1948.

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

Represented (legal): Pepper & Corazzini.

Personnel:

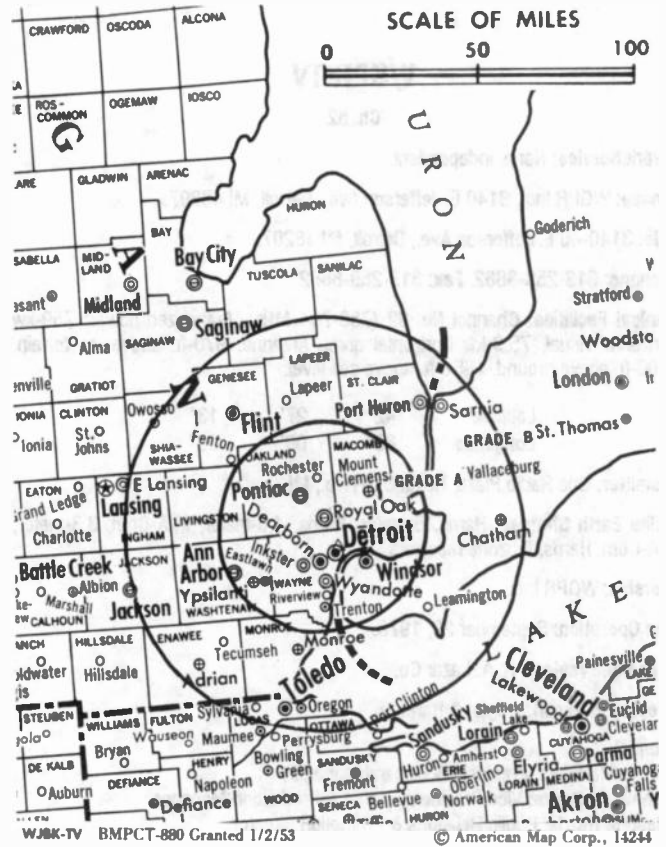
- Steve Antonlotti, President & General Manager.
- Spencer Koch, Vice President, Sales & Station Manager.
- Dillard Scott, Vice President, Finance & Administration.
- Ken Ryczyn, National Sales Manager.
- Wayne Joseph, Local Sales Manager.
- Debra Lawson, Community Affairs Director.
- Jeff Forster, Operations Manager.
- Carolyn Worford, Program Manager.
- Gloria Peterson, Controller.
- Mort Melsner, News Director.
- Katy Baetz, Promotion Director.
- Steve Schram, Marketing Director.

Rates: On request.

City of License: Detroit. **ADI:** Detroit. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Macomb | 259,400 | 258,100 | 100 |
| | Monroe | 47,400 | 47,000 | 99 |
| | Oakland | 404,700 | 402,400 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|------------------|
| 50% & Over | St Clair | 53,100 | 52,500 | 99 |
| | Washtenaw | 103,000 | 100,900 | 98 |
| | Wayne | 809,600 | 801,600 | 99 |
| Between 25-49% | MICHIGAN | | | |
| | Genesee | 161,100 | 159,700 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| Between 5-24% | NEBRASKA | | | |
| | Rock | 900 | 900 | 100 |
| | ARKANSAS | | | |
| | Sharp | 6,500 | 6,300 | 97 |
| | FLORIDA | | | |
| | Levy | 10,100 | 9,800 | 97 |
| | MICHIGAN | | | |
| | Houghton | 13,500 | 13,100 | 97 |
| | Jackson | 52,700 | 52,200 | 99 |
| | Lenawee | 32,500 | 32,100 | 99 |
| OHIO | | | | |
| Fulton | 14,900 | 14,600 | 98 | |
| Lucas | 182,800 | 181,100 | 99 | |
| Wood | 39,700 | 39,300 | 99 | |
| WEST VIRGINIA | | | | |
| Pendleton | 3,000 | 2,900 | 97 | |
| Station Totals | | 2,274,000 | 2,252,800 | 99 |
| Net Weekly Circulation (1991) | | | | 1,585,300 |
| Average Daily Circulation (1991) | | | | 844,200 |

Michigan—Detroit

WKBD-TV

Ch. 50

Network Service: Fax.

Licensee: WKBD Inc., Box 50, Southfield, MI 48037.

Studio: 26905 W. 11 Mile Rd., Southfield, MI 48037.

Mailing Address: Box 50, Southfield, MI 48037.

Telephone: 313-350-5050. TWX: 810-224-4897. Fax: 313-355-2692.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 W. 11 Mile Rd., Southfield, MI.

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

News Services: AP, CNN Headline News, UPI.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: January 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Duane G. Kell, Vice President & General Manager.
Ellen M. Bramson, General Sales Manager.
Bill Tynan, Local Sales Manager.
Steve Schwarz, National Sales Manager.
Helen Pasakarnis, News Director.
Paul A. Prange, Program Director.
Toby Cunningham, Promotion Director.
Bob Fitzgerald, Business Manager.
Lori Bell-Shuk, Marketing Director.
David L. Jerrell, Director of Operations.
Gene Faulkner, Chief Engineer.

Highest 30 Sec. Rate: \$10,000.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Macomb | 259,400 | 258,100 | 100 |
| | Monroe | 47,400 | 47,000 | 99 |
| | Oakland | 404,700 | 402,400 | 99 |
| | St Clair | 53,100 | 52,500 | 99 |
| | Washtenaw | 103,000 | 100,900 | 98 |
| | Wayne | 809,600 | 801,600 | 99 |
| | Between 25-49% | MICHIGAN | | |
| Alpena | | 11,700 | 11,300 | 97 |
| Antrim | | 6,800 | 6,700 | 99 |
| Baraga | | 3,100 | 3,000 | 97 |
| Bay | | 42,000 | 41,600 | 99 |
| Calhoun | | 53,700 | 53,200 | 99 |
| Charlevoix | | 8,600 | 8,400 | 98 |
| Chippewa | | 10,400 | 10,200 | 98 |
| Delta | | 13,900 | 13,600 | 98 |
| Dickinson | | 10,700 | 10,600 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % | | |
|---|----------------|------------------|------------------|-----------|-------|----|
| Between 25-49% | Emmet | 9,700 | 9,500 | 98 | | |
| | Genesee | 161,100 | 159,700 | 99 | | |
| | Gogebic | 7,400 | 7,200 | 97 | | |
| | Grand Traverse | 24,300 | 23,800 | 98 | | |
| | Houghton | 13,500 | 13,100 | 97 | | |
| | Ingham | 103,400 | 102,100 | 99 | | |
| | Iosco | 12,000 | 11,900 | 99 | | |
| | Jackson | 52,700 | 52,200 | 99 | | |
| | Lenawee | 32,500 | 32,100 | 99 | | |
| | Luce | 2,200 | 2,100 | 95 | | |
| | Marquette | 25,400 | 25,100 | 99 | | |
| | Menominee | 9,700 | 9,600 | 98 | | |
| | Muskegon | 58,500 | 57,800 | 99 | | |
| | Ortonagon | 3,500 | 3,400 | 97 | | |
| | Otsego | 6,200 | 6,100 | 98 | | |
| | Saginaw | 77,300 | 76,500 | 99 | | |
| | Sanilac | 15,700 | 15,400 | 98 | | |
| | Schoolcraft | 2,900 | 2,800 | 97 | | |
| | Shiawassee | 24,800 | 24,500 | 99 | | |
| | OHIO | Hancock | 25,500 | 25,200 | 99 | |
| WISCONSIN | | Florence | 1,400 | 1,400 | 100 | |
| | | Iron | 2,700 | 2,700 | 100 | |
| | | MICHIGAN | Alcona | 4,500 | 4,400 | 98 |
| | | | Alger | 3,100 | 3,000 | 97 |
| | Branch | | 15,300 | 15,100 | 99 | |
| Cheboygan | 8,500 | | 8,300 | 97 | | |
| Clare | 10,800 | | 10,600 | 98 | | |
| Clinton | 19,700 | 19,500 | 99 | | | |
| (Continued on page A-618) | | | | | | |
| Station Totals | | 3,532,700 | 3,495,100 | 99 | | |
| Net Weekly Circulation (1991) | | | 1,682,300 | | | |
| Average Daily Circulation (1991) | | | 693,500 | | | |

Michigan—Detroit

WXON

Ch. 20



Network Service: None, independent.

Licensee: WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, MI 48034.

Studio: 26935 W. 11 Mile Rd., Southfield, MI 48034.

Telephone: 313-355-2900. Fax: 313-355-0368.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26935 W. 11 Mile Rd., Southfield.

Satellite Earth Station: M/A-Com, 4.7-meter Ku-band.

News Service: UPI.

Ownership: WXON-TV Inc.

Began Operation: September 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

Represented (sales): TV Rep Inc.

Represented (legal): Arthur V. Belendiuk.

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

Personnel:

- Douglas Johnson, Vice President & General Manager.
- Michael Berman, Station Manager.
- Jack Dabbah, Local Sales Manager.
- Howard Levinson, National Sales Manager.
- A. J. Schweitzer, Operations Manager.
- Gary King, Chief Engineer.
- Tracey Nichol, Publicity & Promotions.
- Melanie Johnson, News Director.
- Kathleen Dubro, Business Manager.

Highest 30 Sec. Rate: \$500.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------------|------------------|------------------|-----------|-----|
| 50% & Over | MICHIGAN | | | | |
| | Wayne | 809,600 | 801,600 | 99 | |
| | Between 25-49% | MICHIGAN | | | |
| | | Livingston | 38,900 | 38,600 | 99 |
| | | Macomb | 259,400 | 258,100 | 100 |
| | | Monroe | 47,400 | 47,000 | 99 |
| Oakland | | 404,700 | 402,400 | 99 | |
| Between 5-24% | St Clair | 53,100 | 52,500 | 99 | |
| | Sanilac | 15,700 | 15,400 | 98 | |
| | Washtenaw | 103,000 | 100,900 | 98 | |
| | MICHIGAN | | | | |
| | Genesee | 161,100 | 159,700 | 99 | |
| | Hillsdale | 15,700 | 15,400 | 98 | |
| | Jackson | 52,700 | 52,200 | 99 | |
| | Lapeer | 24,500 | 24,300 | 99 | |
| | Lenawee | 32,500 | 32,100 | 99 | |
| | OHIO | | | | |
| Ottawa | 15,700 | 15,600 | 99 | | |
| Station Totals | | 2,034,000 | 2,015,800 | 99 | |
| Net Weekly Circulation (1991) | | | 900,700 | | |
| Average Daily Circulation (1991) | | | 370,300 | | |

NEW for the
NINETIES



WXON
DETROIT

Michigan—Detroit

WXYZ-TV

Ch. 7

Network Service: ABC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 20777 W. 10 Mile Rd., Southfield, MI 48037.

Mailing Address: Box 789, Southfield, MI 48037.

Telephone: 313-827-7777. TWX: 810-224-4924. Fax: 313-827-4454.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. 10 Mile Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, Standard Communications receivers.

News Services: ABC, AP, UPI.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: October 9, 1948. FCC approved sale to present owner by American Bcstg. Cos. Nov. 14, 1985.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetter.

Personnel:

Thomas Griesdorn, Vice President & General Manager.
Grace Gilchrist, Assistant General Manager & General Sales Manager.
Joe Trondle, Local Sales Manager.
Robert Silva, National Sales Manager.
Bob Rowe, News Director.
Maria Drutz, Program Director.
Milda Skorupskas, Traffic Manager.
Wallace Rodammer, Director of Engineering.
Jan Qualtiere, Business Manager.
Thomas Polk, Promotion Director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3600.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Jackson | 52,700 | 52,200 | 99 |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Lenawee | 32,500 | 32,100 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Macomb | 259,400 | 258,100 | 100 |
| | Monroe | 47,400 | 47,000 | 99 |
| | Oakland | 404,700 | 402,400 | 99 |



WXYZ-TV BPCT-3490 Granted 7/10/58

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----------|
| 50% & Over | St Clair | 53,100 | 52,500 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| | Washtenaw | 103,000 | 100,900 | 98 |
| | Wayne | 809,600 | 801,600 | 99 |
| | NEBRASKA | | | |
| Rock | 900 | 900 | 100 | |
| Between 25-49% | MICHIGAN | | | |
| | Genesee | 161,100 | 159,700 | 99 |
| Between 5-24% | MICHIGAN | | | |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Houghton | 13,500 | 13,100 | 97 |
| | Huron | 13,700 | 13,400 | 98 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Iosco | 12,000 | 11,900 | 99 |
| | Orionagon | 3,500 | 3,400 | 97 |
| | Shiawassee | 24,800 | 24,500 | 99 |
| | Tuscola | 19,300 | 19,000 | 98 |
| | OHIO | | | |
| Lucas | 182,800 | 181,100 | 99 | |
| Ottawa | 15,700 | 15,600 | 99 | |
| Sandusky | 23,700 | 23,500 | 99 | |
| PENNSYLVANIA | | | | |
| Clearfield | 30,800 | 30,300 | 98 | |
| Elk | 14,100 | 13,900 | 99 | |
| Station Totals | | 2,476,500 | 2,452,900 | 99 |
| Net Weekly Circulation (1991) | | | | 1,753,200 |
| Average Daily Circulation (1991) | | | | 1,048,700 |

Michigan—Escanaba

WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

Network Service: ABC.

Licensee: Midwest Communications Inc., 90 S. 11th St., Minneapolis, MN 56403.

Studio: See WFRV-TV, Green Bay, WI.

Telephone: 414-437-5411. Fax: 414-437-4576.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 46° | 08' | 04" |
| Longitude | 86° | 56' | 52" |

Transmitter: 4.3-mi. S of Trenary, MI.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: October 7, 1969.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel: See WFRV-TV, Green Bay, WI.

Rates: See WFRV-TV, Green Bay, WI.



Arbitron Data: Included with WFRV-TV, Green Bay, WI.

City of License: Escanaba. ADI: Green Bay-Appleton. Rank: 66.

Michigan—Flint-Saginaw-Bay City

WJRT-TV

Ch. 12

Network Service: ABC.

Licensee: Flint License Subsidiary Corp., 2302 Lapeer Rd., Flint, MI 48503.

Studio: 2302 Lapeer Rd., Flint, MI 48503.

Telephone: 313-233-3130. Fax: 313-257-2834.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 34.76-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"
Longitude 84° 03' 35"

Transmitter: 7401 Burt Rd., St. Charles.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 5-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.6-meter C-band; Andrew, Harris, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: October 12, 1958. Sale to present owner by Knight-Ridder Bcstg. approved by FCC June 8, 1989 (Television Digest, Vol. 29:13). Sale to Knight-Ridder Bcstg. by Poole Bcstg. approved by FCC Dec. 12, 1958 (Vol. 17:26). Poole acquired station when Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

- Thomas Bryson, Vice President & General Manager.
- Dan Aube, General Sales Manager.
- Roberta Voelker, Local Sales Manager.
- Ray Scott, National Sales Manager.
- William Dayton, Chief Engineer.
- James Bleicher, News Director.
- Sara Jo Gallock, Director of Programming & Creative Services.
- Richard Garrison, Business Manager.

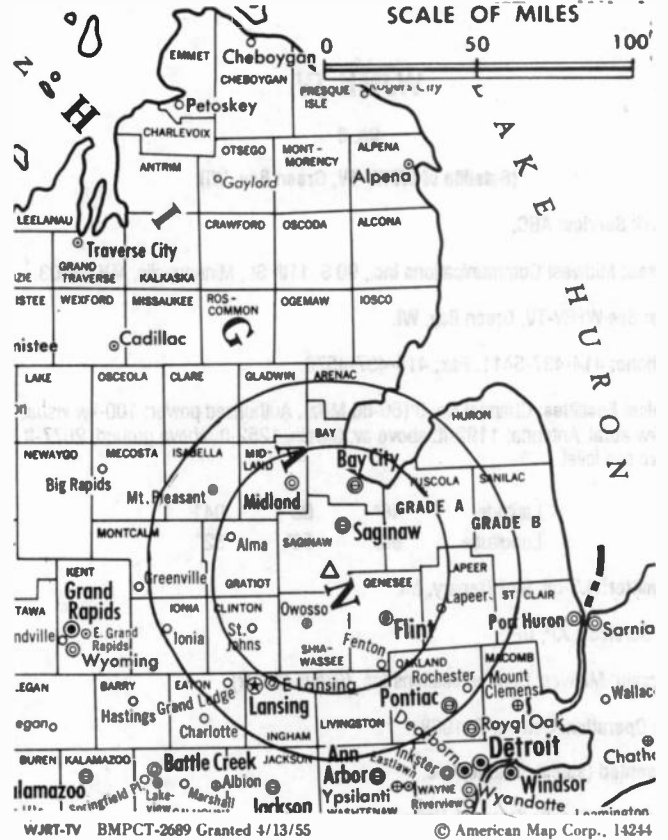
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Flint. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | | | | |
| | Alpena | 11,700 | 11,300 | 97 |
| | Arenac | 6,000 | 5,900 | 98 |
| | Bay | 42,000 | 41,600 | 99 |
| | Clare | 10,800 | 10,600 | 98 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Genesee | 161,100 | 159,700 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Huron | 13,700 | 13,400 | 98 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Iosco | 12,000 | 11,900 | 99 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Midland | 27,700 | 27,500 | 99 |
| | Ogemaw | 7,300 | 7,200 | 99 |
| | Saginaw | 77,300 | 76,500 | 99 |
| | Shiawassee | 24,800 | 24,500 | 99 |
| | Tuscola | 19,300 | 19,000 | 98 |
| Between 25-49% | | | | |
| MICHIGAN | | | | |
| | Alcona | 4,500 | 4,400 | 98 |
| | Eaton | 35,800 | 35,400 | 99 |
| | Roscommon | 8,900 | 8,800 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| Between 5-24% | | | | |
| MICHIGAN | | | | |
| | Ionia | 18,000 | 17,800 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Montcalm | 19,400 | 19,100 | 98 |
| Station Totals | | 756,500 | 747,600 | 99 |
| Net Weekly Circulation (1991) | | | | 540,100 |
| Average Daily Circulation (1991) | | | | 306,700 |

Michigan—Flint

WSMH

Ch. 66

Network Service: Fox

Licensee: Flint Television Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

Studio: G-2288 S. Ballenger Hwy., Flint, MI 48503.

Mailing Address: Box 1556, Flint, MI 48501.

Telephone: 313-767-8866.

Technical Facilities: Channel No. 66 (762-788 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 943-ft. above av. terrain, 967-ft. above ground, 1577-ft. above sea level.

Latitude 43° 13' 18"
Longitude 84° 03' 14"

Transmitter: 7114 Gary Road, Chesaning.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 3-meter C-band; Harris receivers.

Ownership: Gerald J. Robinson (Group Owner).

Began Operation: April 8, 1985. Sale to present owner by Flint Family TV Inc., et al., approved by FCC April 21, 1986.

Represented (sales): Seitel Inc.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

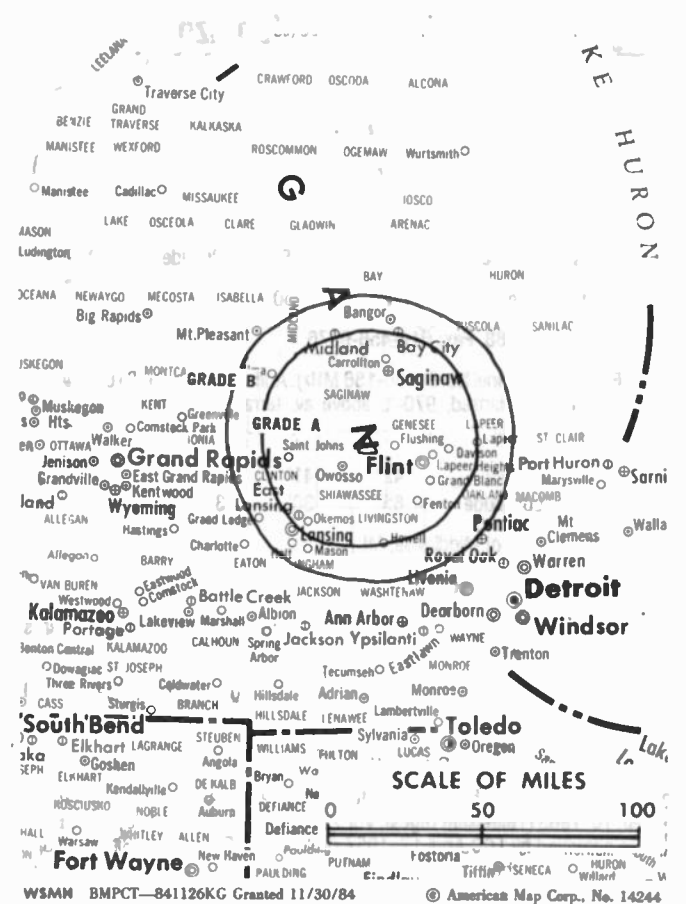
- Will Davis, General Manager.
- Jon Harpat, Local Sales Manager.
- Jim Reppert, Program Manager.
- Dawn Fleetwood, Promotion Director.
- Jeanette Nielsen, Business Manager.
- John Grover, Chief Engineer.

Highest 30 Sec. Rate: \$250.

City of License: Flint. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Bay | 42,000 | 41,600 | 99 |
| | Genesee | 161,100 | 159,700 | 99 |
| | Midland | 27,700 | 27,500 | 99 |
| | Saginaw | 77,300 | 76,500 | 99 |
| | Shiawassee | 24,800 | 24,500 | 99 |
| | Tuscola | 19,300 | 19,000 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| MICHIGAN | | | | |
| Between 25-49% | Arenac | 6,000 | 5,900 | 98 |
| | Clare | 10,800 | 10,600 | 98 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Huron | 13,700 | 13,400 | 98 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Lapeer | 24,500 | 24,300 | 99 |
| MICHIGAN | | | | |
| Between 5-24% | Ionia | 18,000 | 17,800 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| Station Totals | | 540,700 | 534,800 | 99 |
| Net Weekly Circulation (1991) | | | | 278,500 |
| Average Daily Circulation (1991) | | | | 126,500 |

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Michigan—Grand Rapids-Kalamazoo

WOTV

Ch. 8

Network Service: NBC.

Licensee: LCH Communications Inc., 4 Richmond Square, Providence, RI 02906.

Studio: 120 College Ave. SE, Grand Rapids, MI 49503.

Telephone: 616-456-8888. Fax: 616-456-9676.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual. Antenna: Circularly polarized, 970-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"
Longitude 85° 30' 35"

Transmitter: 2.5-mi. SW of Middleville, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

News Services: AP, CNN, Group W Newsfeed, Michigan News Exchange, UPI, Skycorn.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: August 15, 1949. Sale to present owner by Time Inc. approved by FCC Feb. 10, 1983 (Television Digest, Vol. 22:46). Sale to Time-Life by H. M. Bltner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bltner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Jansky & Bailey.

Personnel:

- M. J. (Bob) Groothand, President & General Manager.
- Richard McKay, General Sales Manager.
- Shelly Bohr, Marketing Director.
- Jeff Cartwright, Local Sales Manager.
- Tom Richards, Program Manager.
- James Thomas, Promotion Director.
- Jim Sherlock, News Director.
- Don Gallagher, Chief Engineer.
- Lil Clary-Welki, Business Manager.

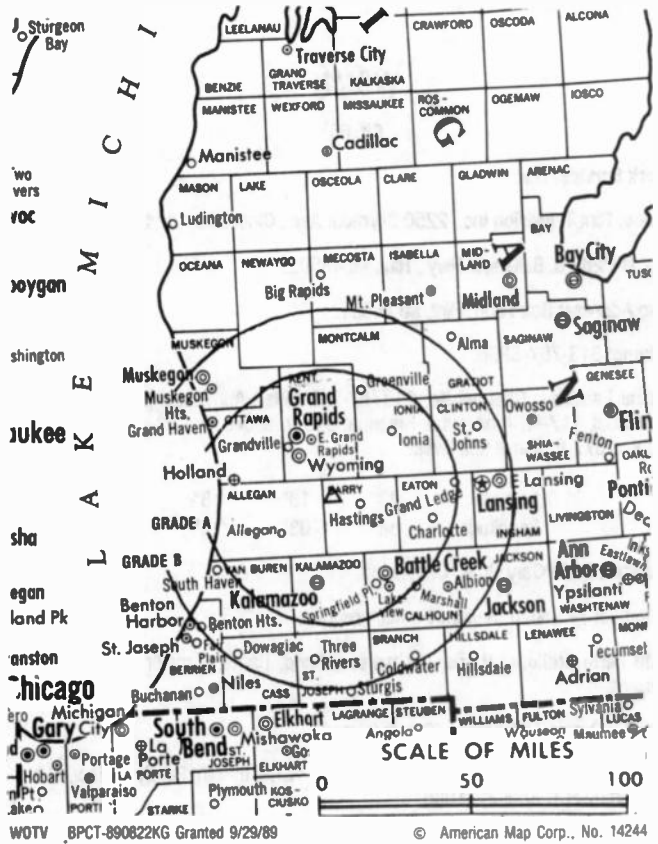
Highest 30 Sec. Rate: \$2400.

NETWORK BASE HOURLY RATE: \$2400.

City of License: Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Allegan | 32,600 | 32,200 | 99 |
| | Barry | 17,900 | 17,700 | 99 |
| | Calhoun | 53,700 | 53,200 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over | Eaton | 35,800 | 35,400 | 99 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Kalamazoo | 84,200 | 83,200 | 99 |
| | Kent | 185,400 | 182,900 | 99 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Muskegon | 58,500 | 57,800 | 99 |
| | Newaygo | 15,200 | 14,900 | 98 |
| | Ottawa | 62,500 | 61,700 | 99 |
| | St Joseph | 23,000 | 22,700 | 99 |
| | Van Buren | 26,600 | 26,300 | 99 |
| Between 25-49% | MICHIGAN | | | |
| | Branch | 15,300 | 15,100 | 99 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Oceana | 8,700 | 8,500 | 98 |
| Between 5-24% | MICHIGAN | | | |
| | Berrien | 63,500 | 62,500 | 98 |
| | Cass | 18,800 | 18,500 | 99 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Jackson | 52,700 | 52,200 | 99 |
| Station Totals | | 975,400 | 962,800 | 99 |
| Net Weekly Circulation (1991) | | | 584,800 | |
| Average Daily Circulation (1991) | | | 322,700 | |

Michigan—Battle Creek-Grand Rapids-Kalamazoo

WUHQ-TV
Ch. 41

Network Service: ABC.

Licensee: Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

Studio: 5200 Dickman Rd., Battle Creek, MI 49016.

Telephone: 616-968-9341. Fax: 616-966-6837.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: 5800 Norris Rd., Delton, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Andrew, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Channel 41 Inc.

Began Operation: July 24, 1971.

Represented (sales): Seitel Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Jerry P. Colvin, Executive Vice President & General Manager.

Michael J. Laemers, Vice President & Station Manager.

Mark Crawford, Vice President & Director of Communications.

Ann Ellis, Local Sales Manager.

Phil Hartman, Program & Promotion Director.

Rob Pennock, Accounting Supervisor.

Kathy Long, Traffic Manager.

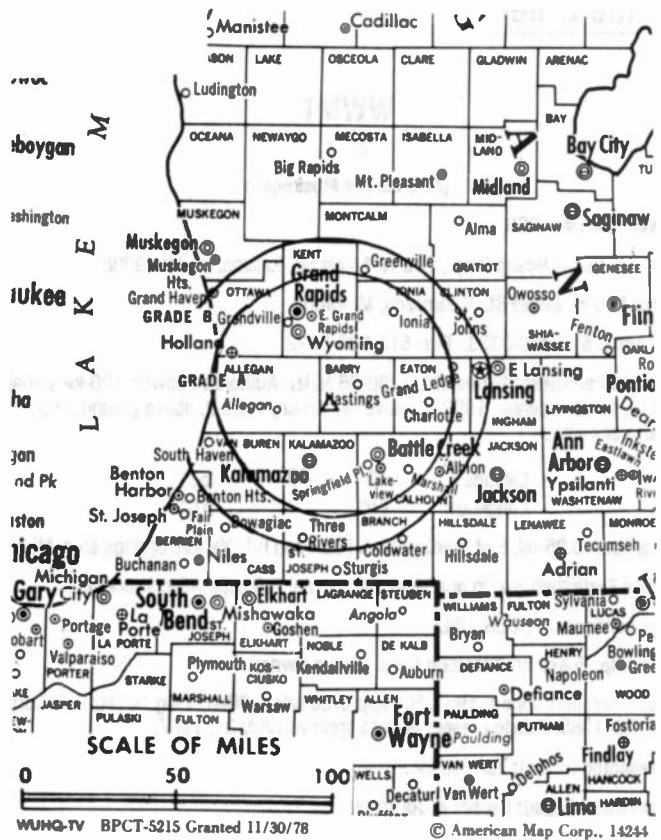
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$475.

City of License: Battle Creek. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Allegan | 32,600 | 32,200 | 99 |
| | Barry | 17,900 | 17,700 | 99 |
| | Branch | 15,300 | 15,100 | 99 |
| | Calhoun | 53,700 | 53,200 | 99 |
| | Kalamazoo | 84,200 | 83,200 | 99 |
| | Van Buren | 26,600 | 26,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|-----------|
| Between 25-49% | MICHIGAN | | | |
| | Eaton | 35,800 | 35,400 | 99 |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Kent | 185,400 | 182,900 | 99 |
| | St Joseph | 23,000 | 22,700 | 99 |
| Between 5-24% | MICHIGAN | | | |
| | Cass | 18,800 | 18,500 | 99 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Muskegon | 58,500 | 57,800 | 99 |
| | Ottawa | 62,500 | 61,700 | 99 |
| Station Totals | | 843,200 | 832,800 | 99 |
| Net Weekly Circulation (1991) | | | 279,000 | |
| Average Daily Circulation (1991) | | | 108,400 | |

Michigan—Grand Rapids-Kalamazoo-Battle Creek

WWMT

Ch. 3

(Also serves Muskegon)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 590 W. Maple St., Kalamazoo, MI 49008.

Telephone: 616-388-3333. Fax: 616-388-8322.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"
Longitude 85° 32' 16"

Transmitter: 0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, MI.

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

News Services: AP, CBS, UPL

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: June 1, 1950. FCC approved sale to Gillett Bcstg. by Fetzer TV Corp. Oct. 29, 1985. Sale to present owners approved July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

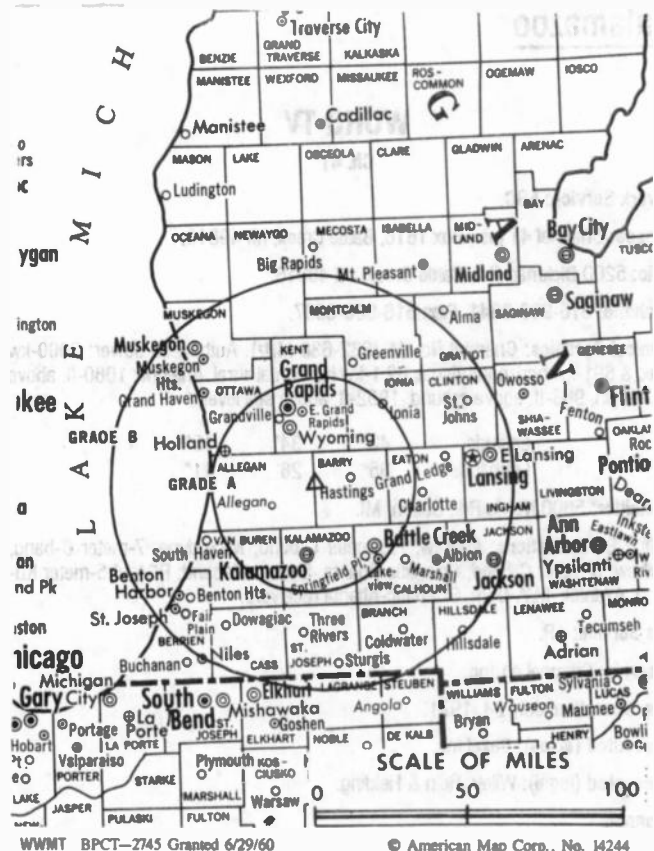
- Lawrence Busse, President & General Manager.
- Gil Buettner, Station Manager.
- Christopher Cornelius, General Sales Manager.
- Al Lancaster, National Sales Manager.
- Michael Rindo, News Director.
- Jeannene Jacques, Business Manager.
- Jeff Watts, Production Manager.
- David Comisar, Program Manager.
- James Steffey, Chief Engineer.
- Phil Parsons, Promotion Manager.
- Rob Gray, Studio Operations Manager.

Rates: On request.

City of License: Kalamazoo. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Allegan | 32,600 | 32,200 | 99 |
| | Barry | 17,900 | 17,700 | 99 |
| | Branch | 15,300 | 15,100 | 99 |
| | Calhoun | 53,700 | 53,200 | 99 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Kalamazoo | 84,200 | 83,200 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|----------------|
| 50% & Over | Kent | 185,400 | 182,900 | 99 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Muskegon | 58,500 | 57,800 | 99 |
| | Ottawa | 62,500 | 61,700 | 99 |
| | St Joseph | 23,000 | 22,700 | 99 |
| | Van Buren | 26,600 | 26,300 | 99 |
| MICHIGAN | | | | |
| | Between 25-49% | | | |
| | Eaton | 35,800 | 35,400 | 99 |
| Hillsdale | 15,700 | 15,400 | 98 | |
| Newaygo | 15,200 | 14,900 | 98 | |
| Between 5-24% | INDIANA | | | |
| | Steuben | 10,900 | 10,800 | 99 |
| MICHIGAN | | | | |
| | Berrien | 63,500 | 62,500 | 98 |
| | Cass | 18,800 | 18,500 | 99 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |
| | Mecosta | 12,800 | 12,600 | 98 |
| Oceana | 8,700 | 8,500 | 98 | |
| Station Totals | | 954,300 | 942,100 | 99 |
| Net Weekly Circulation (1991) | | | | 567,100 |
| Average Daily Circulation (1991) | | | | 296,400 |

Michigan—Grand Rapids

WXMI

Ch. 17

Network Service: Fox

Licensee: TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Studio: 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Telephone: 616-364-8722. TWX: 810-273-6084. Fax: 616-364-8506.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1300-kw visual, 130-kw aural. Antenna: 1081-ft. above av. terrain, 1083-ft. above ground, 1884-ft. above sea level.

Latitude 42° 41' 15"
Longitude 85° 31' 57"

Requests CP for change to 1290-kw max. visual, 1096-ft. above av. terrain, 1043-ft. above ground, 1883-ft. above sea level. 8PCT-910717KE.

Transmitter: Davis Rd., 1-mi. W of Cherry Valley Rd.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4-meter Ku & C-band; Harris receivers.

SNG Mobile Dish: 2.2-meter Ku-band.

Ownership: Dudley Communications Corp. (Group Owner).

Began Operation: March 18, 1982. Sale to present owner by Harold O. Shively, et al., approved by FCC November 17, 1988 (Television Digest, Vol. 29:19).

Represented (sales): Petry Television Inc.

Represented (legal): Arter & Hadden.

Personnel:

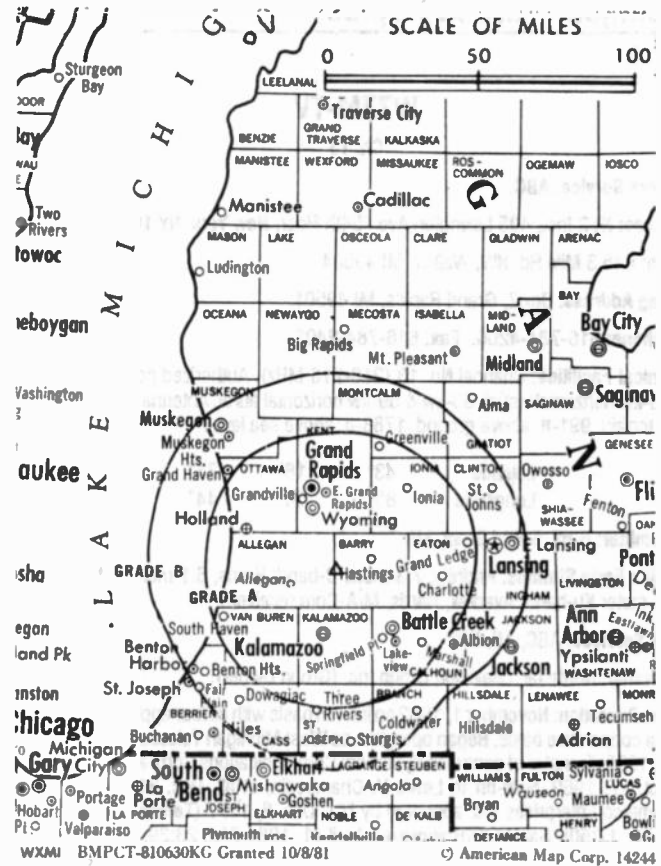
- Patrick J. Mullen, Vice President & General Manager.
- Judy Kenney, Director of Sales.
- Ed Fernandez, Local Sales Manager.
- Jullianne Galle, National Sales Manager.
- Dale Scholten, Director of Engineering.
- Pennie Pessell, Promotion Manager.
- Pam Swenk, Director of Broadcast Services.
- Bonnie Hunter, Director of Administrative Services.

Highest 30 Sec. Rate: \$3000.

City of License: Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Allegan | 32,600 | 32,200 | 99 |
| | Barry | 17,900 | 17,700 | 99 |
| | Calhoun | 53,700 | 53,200 | 99 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Kalamazoo | 84,200 | 83,200 | 99 |
| | Kent | 185,400 | 182,900 | 99 |
| | Muskegon | 58,500 | 57,800 | 99 |
| | Ottawa | 62,500 | 61,700 | 99 |
| | Van Buren | 26,600 | 26,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| MICHIGAN | | | | |
| Between 25-49% | Branch | 15,300 | 15,100 | 99 |
| | Eaton | 35,800 | 35,400 | 99 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Newaygo | 15,200 | 14,900 | 98 |
| | St Joseph | 23,000 | 22,700 | 99 |
| MICHIGAN | | | | |
| Between 5-24% | Cass | 18,800 | 18,500 | 99 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Oceana | 8,700 | 8,500 | 98 |
| Station Totals | | 755,800 | 746,000 | 99 |
| Net Weekly Circulation (1991) | | | | 404,200 |
| Average Daily Circulation (1991) | | | | 181,400 |

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

**Call Lynn Levine
202-872-9200**

Michigan—Grand Rapids

WZZM-TV

Ch. 13

Network Service: ABC.

Licensee: NTG Inc., 405 Lexington Ave., 54th Floor, New York, NY 10174.

Studio: 645 3 Mile Rd. NW, Walker, MI 49504.

Mailing Address: Box Z, Grand Rapids, MI 49501.

Telephone: 616-784-4200. Fax: 616-784-2408.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw & 295-kw horizontal visual, 63-kw & 59-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"
Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Avantek, Harris, W/A-Com receivers.

News Services: ABC, AP, UPI.

Ownership: Northstar Television Group Inc. (Group Owner).

Began Operation: November 1, 1962 on interim basis with all four applicants operating on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to Wometco Enterprises Inc. approved by FCC Dec. 8, 1977 (Television Digest, Vol. 16:36; 17:50). Sale to KKR approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16). Sale to Price Communications approved Dec. 19, 1985. Sale to present owner approved Sept. 11, 1989.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

John T. (Jack) Mazzie, Vice President & General Manager.
Edward (Buss) Kunst, General Sales Manager.
Tim Siegel, National Sales Manager.
Dale Wolters, Chief Engineer.
Ken Kolbe, News Director.
Karen Horstmanshof, Controller.
Roberta Tepper, Promotion Director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | MICHIGAN Allegan | 32,600 | 32,200 | 99 |
| | Kent | 185,400 | 182,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|-----------|
| 50% & Over | Lake | 4,000 | 3,900 | 97 |
| | Manistee | 9,400 | 9,200 | 98 |
| | Mason | 10,500 | 10,200 | 97 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Muskegon | 58,500 | 57,800 | 99 |
| Between 25-49% | Newaygo | 15,200 | 14,900 | 98 |
| | Oceana | 8,700 | 8,500 | 98 |
| | Osceola | 7,800 | 7,700 | 99 |
| | Ottawa | 62,500 | 61,700 | 99 |
| | MICHIGAN Ionia | 18,000 | 17,800 | 99 |
| | Isabella | 17,900 | 17,600 | 98 |
| Between 5-24% | Kalamazoo | 84,200 | 83,200 | 99 |
| | Van Buren | 26,600 | 26,300 | 99 |
| | MICHIGAN Barry | 17,900 | 17,700 | 99 |
| | Grand Traverse | 24,300 | 23,800 | 98 |
| Wexford | 10,800 | 10,600 | 98 | |
| Station Totals | | 626,500 | 617,700 | 99 |
| Net Weekly Circulation (1991) | | | 407,900 | |
| Average Daily Circulation (1991) | | | 253,800 | |

Michigan—Kalamazoo

WLLA

Ch. 64

Network Service: None, independent.

Licensee: Christian Faith Broadcast Inc., 3809 Maple Ave., Box 247, Castalia, OH 44824.

Studio: 7048 Kilgore Rd., Kalamazoo, MI 49003.

Mailing Address: Box 3157, Kalamazoo, MI 49003.

Telephone: 616-345-6421.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1500-kw max. visual, 145-kw max. aural. Antenna: 1000-ft. above av. terrain, 903-ft. above ground, 1847-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 34' | 15" |
| Longitude | 85° | 28' | 11" |

Holds CP for change to 2500-kw max. visual. BPCT-890404KF.

Transmitter: 5800 Norris Rd., Delton, MI.

Ownership: Christian Faith Broadcast Inc. (Group Owner).

Began Operation: June 30, 1987.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith Electronics.

Personnel:

Richard Hawkins, General Manager.
 Daniel Behrmann, Program Director.
 L. John Donovan, Sales Manager.
 Rusty Yost, Chief Engineer.

Highest 30 Sec. Rate: \$32.



Arbitron Data: Not available.

City of License: Kalamazoo. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 39.

Michigan—Lansing-Onondaga

WILX-TV

Ch. 10

(Also serves Battle Creek & Jackson, MI)

Network Service: NBC.

Licensee: Adams TV Corp. I, Box 30380, Lansing, MI 48909.

Studios: 1510 Springport Rd., Jackson, MI 49202; 500 American Rd., Lansing, MI 48911.

Mailing Address: Box 30380, Lansing, MI 48909.

Telephones: 517-393-0110 (Lansing); 517-783-2621 (Jackson).

Fax: 517-787-9744.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"

Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster, 3.3-meter C-band; Comtech, 5-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 4.6-meter Ku-band; Harris, 6-meter Ku-band; Harris, ChannelMaster, Pinzone, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Adams Communications (Group Owner).

Begin Operation: March 15, 1959. Sale to present owner by Figgie International Inc. approved by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (Television Digest, Vol. 18:23).

Represented (sales): Blair Television.

Personnel:

- William G. Snider, President & General Manager.
- Pamela J. Manor, Vice President, Business Affairs.
- Cliff Smith, General Sales Manager.
- Raymond J. Pernot, Director of Broadcast Operations.
- Douglas G. Chaljian, News Director.
- Jim Greenhoe, Creative Services Director.

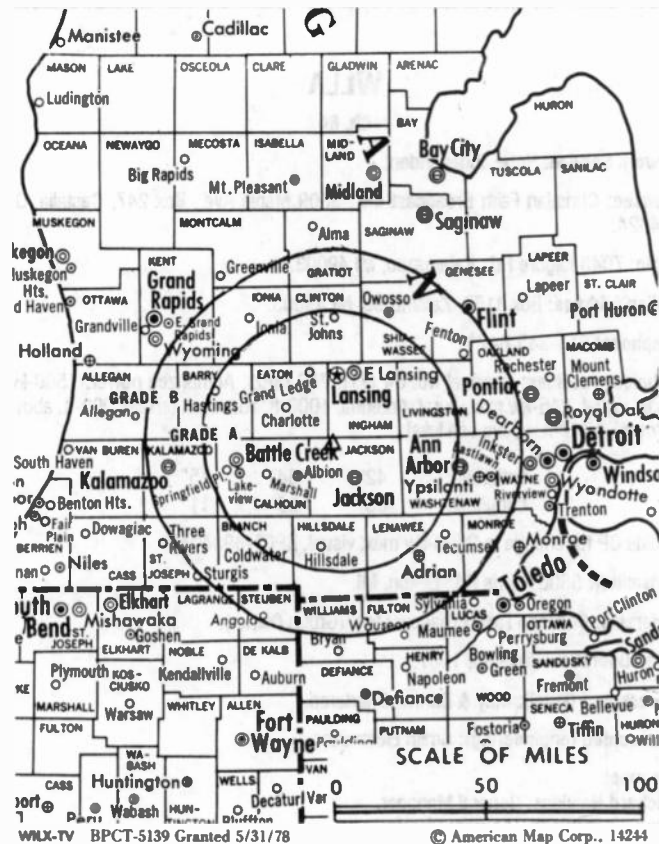
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Onondaga. ADI: Lansing. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Branch | 15,300 | 15,100 | 99 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Eaton | 35,800 | 35,400 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | Hillsdale | 15,700 | 15,400 | 98 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |
| Between 25-49% | MICHIGAN | | | |
| | Calhoun | 53,700 | 53,200 | 99 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| Between 5-24% | Shiawassee | 24,800 | 24,500 | 99 |
| | INDIANA | | | |
| | Steuben | 10,900 | 10,800 | 99 |
| | MICHIGAN | | | |
| | Barty | 17,900 | 17,700 | 99 |
| Gratiot | 14,100 | 13,900 | 99 | |
| Kalamazoo | 84,200 | 83,200 | 99 | |
| Lenawee | 32,500 | 32,100 | 99 | |
| Montcalm | 19,400 | 19,100 | 98 | |
| St Joseph | 23,000 | 22,700 | 99 | |
| Washtenaw | 103,000 | 100,900 | 98 | |
| Station Totals | | 683,000 | 674,200 | 99 |
| Net Weekly Circulation (1991) | | | 289,700 | |
| Average Daily Circulation (1991) | | | 153,700 | |

Michigan—Lansing

WLAJ

Ch. 53

Network Service: ABC.

Grantee: Lansing 53 Inc., Box 27307, Lansing, MI 48909-7307.

Studio: 5815 S. Pennsylvania Ave., Lansing, MI 48911.

Telephone: 517-394-5300. Fax: 517-887-0077.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1660-kw max. visual. Antenna: Circularly polarized, 981-ft. above av. terrain, 988-ft. above ground, 1929-ft. above sea level.

Latitude 42° 25' 11"
Longitude 84° 31' 26"

Transmitter: 4335 Baseline Rd., Rives Junction, MI.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter Ku & C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; DH Satellite, 3.8-meter; Andrew, Standard Communications receivers.

News Services: AP, ABC.

Ownership: Lansing 53 Inc.

Began Operation: October 22, 1990.

Represented (sales): Katz Television.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

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

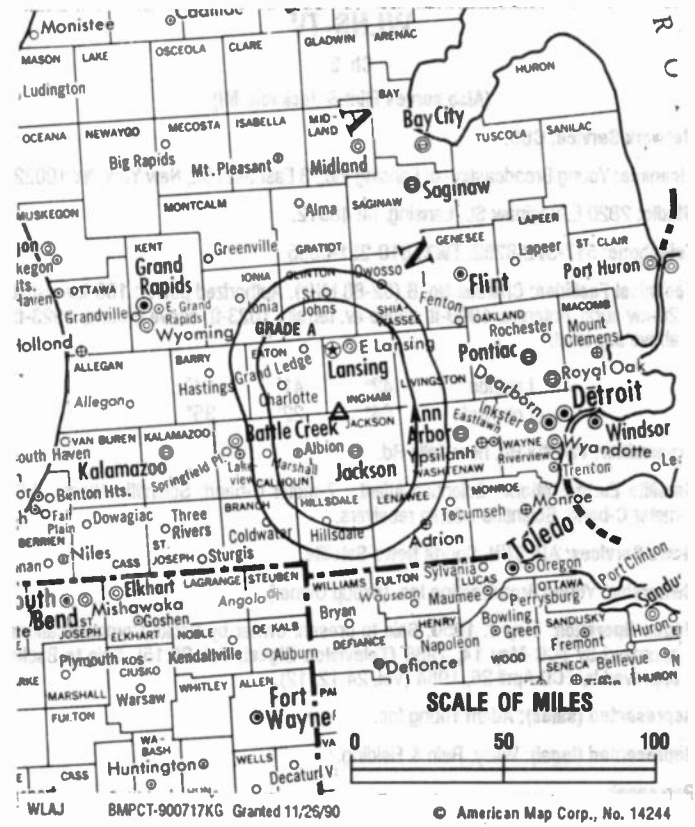
Personnel:

- Thomas B. Jones, General Manager.
- Sandy Carson, General Sales Manager.
- Bruce N. Cornelius, News Director.
- Mary D. Siders, Program Director & Operations Manager.
- Ruth Glover, Business Manager.
- Larry A. Estlack, Chief Engineer.

Highest 30 Sec. Rate: \$2000.

City of License: Lansing. ADI: Lansing. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| MICHIGAN | | | | |
| Between 5-24% | Branch | 15,300 | 15,100 | 99 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Eaton | 35,800 | 35,400 | 99 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |
| Station Totals | | 226,900 | 224,300 | 99 |
| Net Weekly Circulation (1991) | | | | 41,000 |
| Average Daily Circulation (1991) | | | | 14,800 |

Michigan—Lansing

WLNS-TV

Ch. 6

(Also serves Flint & Jackson, MI)

Network Service: CBS.

Licensee: Young Broadcasting of Lansing Inc., 3 East 54th St., New York, NY 10022.

Studio: 2820 E. Saginaw St., Lansing, MI 48912.

Telephone: 517-372-8282. TWX: 810-251-0805.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"
Longitude 84° 22' 35"

Transmitter: Vanatta Rd. near Jolly Rd.

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

News Services: AP, CNN, Sports News Satellite.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: May 1, 1950. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (Television Digest, Vol. 26:15). Sale to Backe approved by FCC April 26, 1984 (Vol. 24:12, 12).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Ronald J. Kwasnick, President.
Grant A. Santimone, Vice President & General Manager.
Thomas Grismar, General Sales Manager.
Daniel Batchelor, Local Sales Manager.
Cari Onken, Chief Engineer.
Steven Hillman, Operations Manager.
Paula Richardson, Business Manager.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1214.

City of License: Lansing. ADI: Lansing. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | MICHIGAN Clinton | 19,700 | 19,500 | 99 |
| | Eaton | 35,800 | 35,400 | 99 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |
| | Shiawassee | 24,800 | 24,500 | 99 |



WLNS-TV BPCT—2041 Granted 11/23/55

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|----------------|
| Between 25-49% | MICHIGAN Calhoun | 53,700 | 53,200 | 99 |
| | Genesee | 161,100 | 159,700 | 99 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| Montcalm | 19,400 | 19,100 | 98 | |
| Between 5-24% | MICHIGAN Barry | 17,900 | 17,700 | 99 |
| | Branch | 15,300 | 15,100 | 99 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Lenawee | 32,500 | 32,100 | 99 |
| Washtenaw | 103,000 | 100,900 | 98 | |
| Station Totals | | 768,400 | 759,100 | 99 |
| Net Weekly Circulation (1991) | | | | 347,600 |
| Average Daily Circulation (1991) | | | | 170,000 |

Michigan—Lansing

WSYM-TV

Ch. 47

Network Service: Fox

Licensee: WTMJ Inc., 600 W. St. Joseph St., Suite 47, Lansing, MI 48933.

Studio: 600 W. St. Joseph St., Lansing, MI 48933.

Telephone: 517-484-7747. TWX: 810-251-0807. Fax: 517-484-3144.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"
Longitude 84° 39' 06"

Transmitter: 9447 Holmes Hwy., Eaton Rapids.

Satellite Earth Stations: Microdyne, 7-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, 3.2-meter C-band; M/A-Com, Microdyne, Drake receivers.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 1, 1982. Sale to present owner by F & S Development Group approved by FCC Nov. 9, 1984 (Television Digest, Vol. 24:34, 39).

Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

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

Personnel:

Peter Bannister, Vice President & General Manager.

Randy Rose, Local Sales Manager.

W. B. Shipley, Operations Manager.

Thom Lilly, National Sales Manager.

Bill Shipley, Program Director.

Kip Bohne, Promotion Director.

Larry Amburgey, Business Manager.

Bill Tessman, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Lansing. ADI: Lansing. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Clinton | 19,700 | 19,500 | 99 |
| | Eaton | 35,800 | 35,400 | 99 |
| | Ingham | 103,400 | 102,100 | 99 |
| | Jackson | 52,700 | 52,200 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| Between 25-49% | MICHIGAN | | | |
| | Barry | 17,900 | 17,700 | 99 |
| | Branch | 15,300 | 15,100 | 99 |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Ionia | 18,000 | 17,800 | 99 |
| | Livingston | 38,900 | 38,600 | 99 |
| Shiawassee | 24,800 | 24,500 | 99 | |
| Between 5-24% | INDIANA | | | |
| | Steuben | 10,900 | 10,800 | 99 |
| | MICHIGAN | | | |
| | Calhoun | 53,700 | 53,200 | 99 |
| | Gratiot | 14,100 | 13,900 | 99 |
| Kalamazoo | 84,200 | 83,200 | 99 | |
| Montcalm | 19,400 | 19,100 | 98 | |
| St Joseph | 23,000 | 22,700 | 99 | |
| Station Totals | | 547,500 | 541,200 | 99 |
| Net Weekly Circulation (1991) | | | 204,800 | |
| Average Daily Circulation (1991) | | | 80,100 | |

Michigan—Marquette

WLUC-TV

Ch. 6

Network Service: CBS, NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48304.

Studio: 177 U.S. Highway 41, Negaunee, MI 49866.

Branch Office: 614 Ludington, Escanaba, MI 49829.

Telephones: 906-475-4161; 906-475-4141. TWX: 62127136.

Fax: 906-475-4824.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"
Longitude 87° 50' 55"

Transmitter: 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: March 23, 1956. Sale to present owner approved by FCC July 17, 1987 (Television Digest, Vol. 27:20). Sale to Gillett Group by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. with WLUC-TV, Green Bay, WI by M & M Bcstg. Co. approved Jan. 6, 1965 by FCC (Vol. 4:41; 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

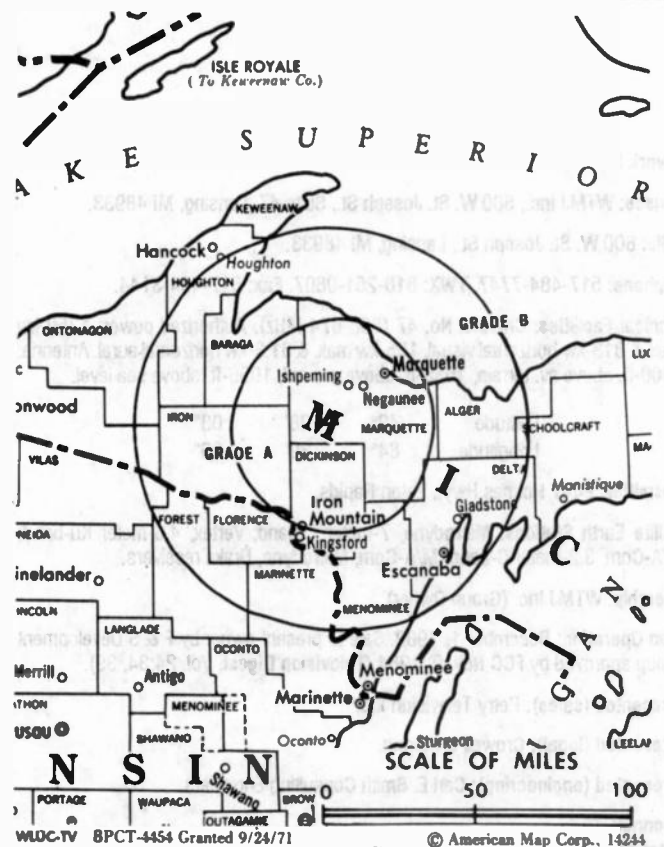
James Kizer, Vice President & General Manager.
Brad Van Stuyters, General Sales Manager.
Dan DiCoreto, National Sales Manager.
Judy Richer, Business Manager.
Kim Parker, Marketing Director.
Karen Rhodes, Production Manager.
Chris Brooks, Local Sales Manager.
Steve Asplund, News Director.
John Truitt, Chief Engineer.
Ed Kearney, Operations Manager.

Highest 30 Sec. Rate: \$575.

NETWORK BASE HOURLY RATE: \$972.

City of License: Marquette. ADI: Marquette. Rank: 184.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|---------------|
| 50% & Over | MICHIGAN | | | |
| | Alger | 3,100 | 3,000 | 97 |
| | Baraga | 3,100 | 3,000 | 97 |
| | Delta | 13,900 | 13,600 | 98 |
| | Dickinson | 10,700 | 10,600 | 99 |
| | Gogebic | 7,400 | 7,200 | 97 |
| | Houghton | 13,500 | 13,100 | 97 |
| | Iron | 5,700 | 5,600 | 98 |
| | Keweenaw | 700 | 700 | 100 |
| | Marquette | 25,400 | 25,100 | 99 |
| Ontonagon | 3,500 | 3,400 | 97 | |
| Schoolcraft | 2,900 | 2,800 | 97 | |
| Between 25-49% | WISCONSIN | | | |
| | Florence | 1,400 | 1,400 | 100 |
| | Iron | 2,700 | 2,700 | 100 |
| Between 5-24% | MICHIGAN | | | |
| | Luce | 2,200 | 2,100 | 95 |
| | Menominee | 9,700 | 9,600 | 98 |
| | WISCONSIN | | | |
| Forest | 3,400 | 3,300 | 97 | |
| Marinette | 16,400 | 16,300 | 99 | |
| Vilas | 7,900 | 7,700 | 97 | |
| Station Totals | | 133,600 | 131,200 | 98 |
| Net Weekly Circulation (1991) | | | | 89,700 |
| Average Daily Circulation (1991) | | | | 61,700 |

Michigan—Muskegon

WTLJ
Ch. 54

Network Service: None, independent.

Licensee: Video Mail Communications Inc., 2675 Dayton Rd., Springfield, OH 45506.

Studio: 10290 48th Ave., Allendale, MI 49401.

Telephone: 616-895-4154.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 4395-kw max. visual, 440-kw max. aural. Antenna: 966-ft. above av. terrain, 962-ft. above ground, 1642-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 57' | 25" |
| Longitude | 85° | 54' | 07" |

Transmitter: 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

Satellite Earth Station: Comtech, 5-meter C-band; Harris receivers.

Ownership: Video Mail Communications Inc. (Group Owner).

Began Operation: November 3, 1986.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): R. L. Purcell.

Personnel:

Marvin D. Sparks, President.
Richard L. Woodby, Treasurer & General Manager.
John Elliott, Chief Engineer.

Highest 30 Sec. Rate: \$11.

Arbitron Data: Not available.



WTLJ BMPCT-860214KE Granted 4/28/86

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City of License: Muskegon. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Michigan—Saginaw

WAQP

Ch. 49

Network Service: None, independent.

Licensee: Tri-State Christian TV, Box 1010, Marion, IL 62959.

Studio: 707 Federal Ave., Saginaw, MI 48607.

Mailing Address: Box 2215, Saginaw, MI 48605.

Telephones: 618-997-9333; 517-754-1038. **Fax:** 517-754-8668.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 1000-kw max. & 833.68-kw horizontal visual, 100-kw max. & 83.37-kw horizontal aural. Antenna: 940-ft. above av. terrain, 964-ft. above ground, 1574-ft. above sea level.

Latitude 43° 13' 18"
Longitude 84° 03' 14"

Transmitter: 7114 W. Gary Rd., Chesaning.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Winegard, 3-meter C-band; Drake, SatCom, Scientific-Atlanta receivers.

Ownership: Tri-State Christian TV Inc. (Group Owner).

Began Operation: March 26, 1985.

Represented (legal): May & Dunne, Chartered.

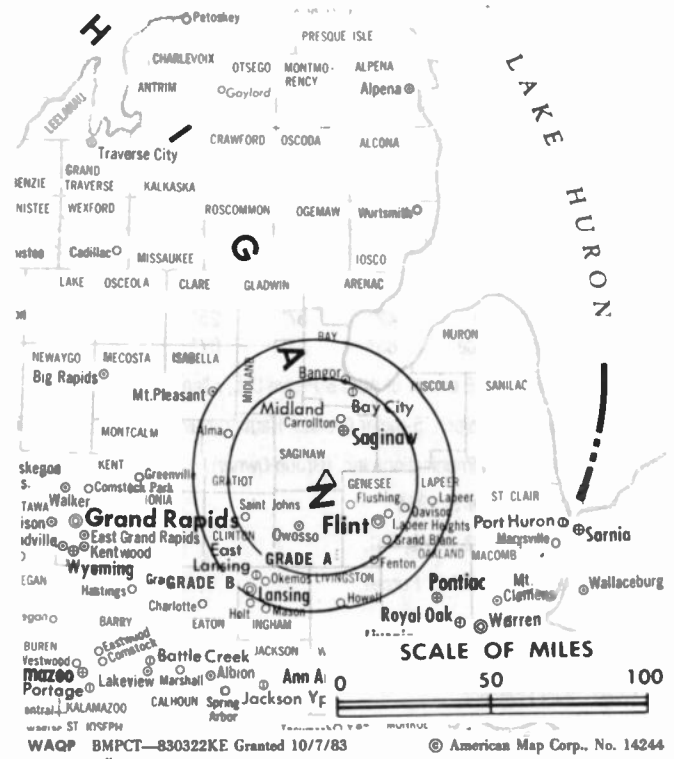
Personnel:

Garth Coonce, General Manager.
Chris Gabriel, Local Sales Manager & News Director.
Chris Gabriel, National Sales Manager.
Ken Bigelow, Chief Engineer.
Michael Socler, Station Manager & Promotion Director.
Tina Coonce, Program Director.

Rates: On request.

City of License: Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 58.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| Between 5-24% | MICHIGAN | | | |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Shiawassee | 24,800 | 24,500 | 99 |
| Station Totals | | 34,000 | 33,500 | 99 |
| Net Weekly Circulation (1991) | | | | 17,600 |
| Average Daily Circulation (1991) | | | | 6,500 |

Michigan—Saginaw-Flint-Bay City-Midland

WEYI-TV

Ch. 25

Network Service: CBS.

Licensee: WEYI Associates, 2225 W. Willard Rd., Box 250, Clio, MI 48420.

Studio: 2225 W. Willard Rd., Clio, MI 48420.

Telephones: 313-687-1000; 517-755-0525. TWX: 810-235-1132.

Fax: 313-687-4925.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2035-kw max. & 675-kw horizontal visual, 204-kw max. & 68-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"
Longitude 83° 43' 17"

Transmitter: 2225 W. Willard Rd., Clio, MI.

Satellite Earth Stations: Harris, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 3.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Television Station Partners L.P. (Group Owner).

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Ralph E. Becker, President.
Eric Land, Vice President & General Manager.
Michael Collins, General Sales Manager.
Ray Nelson, Local & Regional Sales Manager.
Jon Bengtson, Program Manager.
Terry Stanton, News Director.
James Barnes, Chief Engineer.
Donald Weatherup, Promotion Director.
Robert Ayers, Business Manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$569.

City of License: Saginaw. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Arenac | 6,000 | 5,900 | 98 |
| | Bay | 42,000 | 41,600 | 99 |
| | Genesee | 161,100 | 159,700 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | Huron | 13,700 | 13,400 | 98 |
| | Midland | 27,700 | 27,500 | 99 |
| | Saginaw | 77,300 | 76,500 | 99 |
| | Sanilac | 15,700 | 15,400 | 98 |
| | Tuscola | 19,300 | 19,000 | 98 |
| Between 25-49% | MICHIGAN | | | |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Lapeer | 24,500 | 24,300 | 99 |
| | Ogemaw | 7,300 | 7,200 | 99 |
| Between 5-24% | MICHIGAN | | | |
| | Alcona | 4,500 | 4,400 | 98 |
| | Clare | 10,800 | 10,600 | 98 |
| | Clinton | 19,700 | 19,500 | 99 |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Iosco | 12,000 | 11,900 | 99 |
| | Isabella | 17,900 | 17,600 | 98 |
| Livingston | 38,900 | 38,600 | 99 | |
| Station Totals | | 546,500 | 540,500 | 99 |
| Net Weekly Circulation (1991) | | | 323,400 | |
| Average Daily Circulation (1991) | | | 147,800 | |

Michigan—Sault Ste. Marie

WGTO

Ch. 8

(Satellite of WGTU, Traverse City, MI)

Network Service: ABC.

Licensee: Scanlan Communications, 201 E. Front St., Traverse City, MI 49684.

Studio: 300 Court St., Sault Ste. Marie, MI 49783.

Mailing Address: 201 E. Front St., Traverse City, MI 49684.

Telephone: 906-632-3333.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude 46° 03' 09"
Longitude 84° 06' 28"

Transmitter: 0.9-mi. W of Goetzville, Chippewa County.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

Ownership: Scanlan Communications (Group Owner).

Began Operation: October 29, 1976.

Represented (sales): Seitel Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

Tim Hall, Local Manager.

Dennis Bernard, Chief Engineer.

Rates: Sold in combination with WGTU, Traverse City, MI.



WGTO BPCT-4685 Granted 12/2/75

© American Map Corp.. 14244

Arbitron Data: Included with WGTU, Traverse City, MI.

City of License: Sault Ste. Marie. ADI: Traverse City-Cadillac. Rank: 127.

Michigan—Sault Ste. Marie

WWUP-TV

Ch. 10

(Satellite of WWTW, Cadillac, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward St., Suite 335, Birmingham, MI 48009.

Studio: See WWTW, Cadillac.

Telephone: 616-775-3478. Fax: 616-775-3671.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1876-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 46° | 03' | 49" |
| Longitude | 84° | 06' | 08" |

Transmitter: Goetzville, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation, Ku-band.

News Services: AP, UPI, CBS, CNN.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: June 15, 1962.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel: See WWTW, Cadillac, MI.

Rates: Sold as one rate with WWTW, Cadillac, MI.



WWUP-TV BPCT-860926KG Granted 11/21/86 © American Map Corp., No. 14244

Arbitron Data: Included with WWTW, Cadillac, MI.

City of License: Sault Ste. Marie. ADI: Traverse City-Cadillac. Rank: 127.

Michigan—Traverse City

WGTV

Ch. 29

(Operates satellite WGTV, Sault Ste. Marie, MI)

Network Service: ABC.

Licensee: Scanlan Communications, 201 E. Front St., Traverse City, MI 49684.

Studio: 201 E. Front St., Traverse City, MI 49684.

Telephone: 616-946-2900. TWX: 810-291-1972. Fax: 616-946-1600.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"
Longitude 85° 04' 08"

Holds CP for change to 2000-kw max. visual, 1309-ft. above av. terrain, 1224-ft. above ground, 2451-ft. above sea level. BPCT-901206KE.

Transmitter: 5.3-mi. N, 0.078-mi. E of Kalkaska on Hagni Rd., Excelsior Twp.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, Avantek receivers.

Ownership: Scanlan Communications.

Began Operation: August 23, 1971. Sale to present owner approved by FCC May 21, 1982.

Represented (sales): Settel Inc.

Represented (legal): Koteen & Naftain.

Personnel:

- Thomas Scanlan, President & General Sales Manager.
- Jerry K. Moore, Vice President & General Manager.
- Nancy Sundstrom, Program & Promotion Director.
- Jan Dickman, Local Sales Manager.
- Ron Jolly, News Director.
- Ronald R. Stark, Chief Engineer.
- Todd Ruonavaara, Business Manager.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$200.

Arbitron Data: Figures include WGTV, Sault Ste. Marie, MI.

City of License: Traverse City. ADI: Traverse City-Cadillac. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | | | | |
| | MICHIGAN | | | |
| | Antrim | 6,800 | 6,700 | 99 |
| | Berzie | 4,800 | 4,700 | 98 |
| | Charlevoix | 8,600 | 8,400 | 98 |
| | Cheboygan | 8,500 | 8,300 | 97 |
| | Chippewa | 10,400 | 10,200 | 98 |
| | Crawford | 4,000 | 3,900 | 97 |
| | Emmet | 9,700 | 9,500 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Grand Traverse | 24,300 | 23,800 | 98 |
| | Kalkaska | 5,100 | 5,000 | 98 |
| | Leelanau | 6,400 | 6,300 | 98 |
| | Mackinac | 4,000 | 3,900 | 98 |
| | Missaukee | 4,100 | 4,000 | 98 |
| | Montmorency | 3,400 | 3,300 | 97 |
| | Oscoda | 3,200 | 3,100 | 97 |
| | Otsego | 6,200 | 6,100 | 98 |
| | Presque Isle | 5,500 | 5,300 | 96 |
| | Roscommon | 8,900 | 8,800 | 99 |
| | Wexford | 10,800 | 10,600 | 98 |
| BETWEEN 25-49% | | | | |
| | MICHIGAN | | | |
| | Luce | 2,200 | 2,100 | 95 |
| | Manistee | 9,400 | 9,200 | 98 |
| BETWEEN 5-24% | | | | |
| | MICHIGAN | | | |
| | Alpena | 11,700 | 11,300 | 97 |
| | Clare | 10,800 | 10,600 | 98 |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Mason | 10,500 | 10,200 | 97 |
| | Ogemaw | 7,300 | 7,200 | 99 |
| | Osceola | 7,800 | 7,700 | 99 |
| Station Totals | | 203,600 | 199,200 | 98 |
| Net Weekly Circulation (1991) | | | | 111,300 |
| Average Daily Circulation (1991) | | | | 63,200 |

Michigan—Traverse City-Cadillac

WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48034.

Studio: 8518 M 72 West, Traverse City, MI 33149.

Mailing Address: Box 546, Traverse City, MI 49685-0546.

Telephone: 616-947-7770. Fax: 616-947-0354.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1350-ft. above av. terrain, 1125-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 49"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

SNG Mobile Dish: DX Antenna, Ku-band.

News Services: Conus, CNN Headline News, NBC, SNN, Sun World Satellite News, UPI.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: September 13, 1954. Sale to present owner approved by FCC August 2, 1990. Sale to Beam Communications by U.S. Tobacco Co. approved by FCC Sept. 18, 1985 (Television Digest, Vol. 25:33). Sale by Les Biederman, et al., approved by FCC Sept. 12, 1979.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

- Erik V. Storck, General Manager.
- Robert A. Kizer, Station Manager & Program Director.
- Samuel J. Curcuru, General Sales Manager.
- Mike Kent, News Director.
- Linda Kimbel, National Sales Manager.
- Cheryl Stephenson, Business Manager.
- Susan McQuaid, Promotion & Marketing Director.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include WTOM-TV, Cheboygan, MI.

City of License: Traverse City. ADI: Traverse City-Cadillac. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MICHIGAN | | | | |
| 50% & Over | Antrim | 6,800 | 6,700 | 99 |
| | Benzie | 4,800 | 4,700 | 98 |
| | Charlevoix | 8,600 | 8,400 | 98 |
| | Cheboygan | 8,500 | 8,300 | 97 |
| | Chippewa | 10,400 | 10,200 | 98 |



WPBN-TV BPCT-3679 Granted 2/14/66 © American Map Corp., 1424

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Crawford | 4,000 | 3,900 | 97 |
| | Emmet | 9,700 | 9,500 | 98 |
| | Grand Traverse | 24,300 | 23,800 | 98 |
| | Kalkaska | 5,100 | 5,000 | 98 |
| | Lake | 4,000 | 3,900 | 97 |
| | Leelanau | 6,400 | 6,300 | 98 |
| | Mackinac | 4,000 | 3,900 | 98 |
| | Manistee | 9,400 | 9,200 | 98 |
| | Mason | 10,500 | 10,200 | 97 |
| | Mecosta | 12,800 | 12,600 | 98 |
| | Missaukee | 4,100 | 4,000 | 98 |
| | Montmorency | 3,400 | 3,300 | 97 |
| | Oceana | 8,700 | 8,500 | 98 |
| | Osceola | 7,800 | 7,700 | 99 |
| | Oscoda | 3,200 | 3,100 | 97 |
| | Otsego | 6,200 | 6,100 | 98 |
| | Presque Isle | 5,500 | 5,300 | 96 |
| | Roscommon | 8,900 | 8,800 | 99 |
| | Wexford | 10,800 | 10,600 | 98 |
| MICHIGAN | | | | |
| Between 25-49% | | | | |
| | Alpena | 11,700 | 11,300 | 97 |
| | Clare | 10,800 | 10,600 | 98 |
| | Newaygo | 15,200 | 14,900 | 98 |
| MICHIGAN | | | | |
| Between 5-24% | | | | |
| | Alcona | 4,500 | 4,400 | 98 |
| | Gladwin | 9,200 | 9,000 | 98 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Luce | 2,200 | 2,100 | 95 |
| | Ogemaw | 7,300 | 7,200 | 99 |
| Station Totals | | 266,700 | 261,100 | 98 |
| Net Weekly Circulation (1991) | | | | 174,600 |
| Average Daily Circulation (1991) | | | | 103,100 |

Michigan

WDIV, Detroit (Arbitron Data Continued)

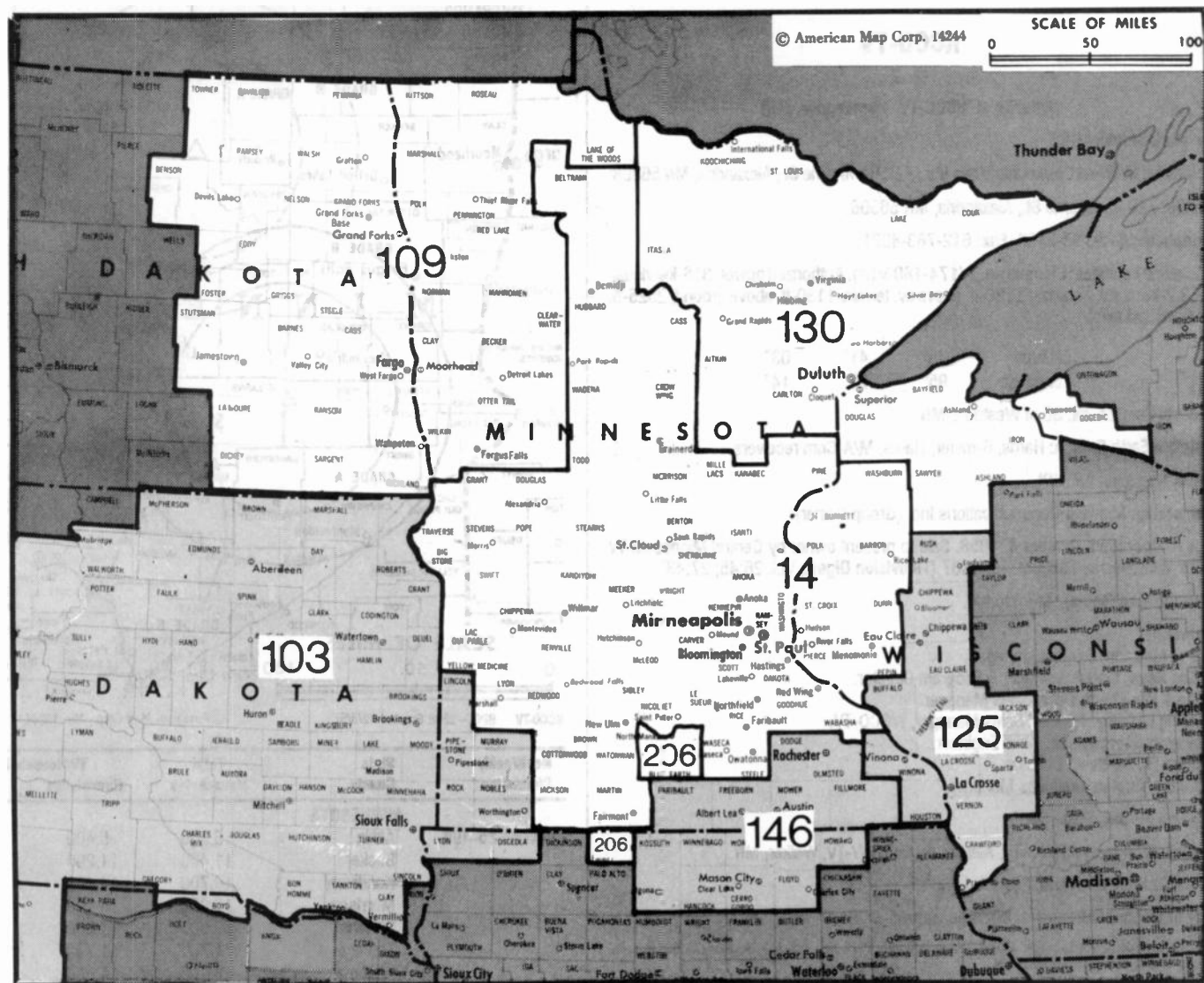
| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|----------------------|------------------|--------------------------|-----|
| Between 5-24% | OHIO | | | |
| | Lucas | 182,800 | 181,100 | 99 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Wood | 39,700 | 39,300 | 99 |
| | SOUTH DAKOTA | | | |
| | Brown | 14,500 | 14,400 | 99 |
| | Edmunds | 1,700 | 1,700 | 100 |
| | Faulk | 1,200 | 1,200 | 100 |
| | WISCONSIN | | | |
| | Sawyer | 5,800 | 5,600 | 97 |
| | WEST VIRGINIA | | | |
| | Pendleton | 3,000 | 2,900 | 97 |
| | Tucker | 3,400 | 3,300 | 97 |

WKBD-TV, Detroit (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|----|
| Between 5-24% | MICHIGAN | | | |
| | Crawford | 4,000 | 3,900 | 97 |
| | Eaton | 35,800 | 35,400 | 99 |
| | Gratiot | 14,100 | 13,900 | 99 |
| | Hillsdale | 15,700 | 15,400 | 98 |

WKBD-TV—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|-----|
| Between 5-24% | IONIA | | | |
| | Ionia | 18,000 | 17,800 | 99 |
| | Iron | 5,700 | 5,600 | 98 |
| | Isabella | 17,900 | 17,600 | 98 |
| | Kalamazoo | 84,200 | 83,200 | 99 |
| | Kent | 185,400 | 182,900 | 99 |
| | Keweenaw | 700 | 700 | 100 |
| | Mackinac | 4,000 | 3,900 | 98 |
| | Midland | 27,700 | 27,500 | 99 |
| | Montcalm | 19,400 | 19,100 | 98 |
| | Ottawa | 62,500 | 61,700 | 99 |
| | St Joseph | 23,000 | 22,700 | 99 |
| | Tuscola | 19,300 | 19,000 | 98 |
| | Wexford | 10,800 | 10,600 | 98 |
| | OHIO | | | |
| | Fulton | 14,900 | 14,600 | 98 |
| | Huron | 21,000 | 20,700 | 99 |
| | Lucas | 182,800 | 181,100 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Sandusky | 23,700 | 23,500 | 99 |
| Seneca | 22,400 | 22,100 | 99 | |
| Wood | 39,700 | 39,300 | 99 | |
| WISCONSIN | | | | |
| Ashland | 6,500 | 6,400 | 98 | |
| Bayfield | 5,600 | 5,500 | 98 | |
| Marinette | 16,400 | 16,300 | 99 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|--|
| Minneapolis-St. Paul, MN | 1,355,000 | 14 | KARE (11), KCCO-TV (7), KCCW-TV (12), KITN-TV (29), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4) |
| Sioux Falls-Mitchell, SD | 232,300 | 103 | KABY-TV (9), KDLO-TV (3), KDLT (5), KELD-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17) |
| Fargo, ND | 218,600 | 109 | KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8) |
| La Crosse-Eau Claire, WI | 168,700 | 125 | WEAU-TV (13), WKBT (8), WLAX (25), WOOW-TV (18), WXOW-TV (19) |
| Duluth, MN-Superior, WI | 164,400 | 130 | KBJR-TV (6), KDLH (3), WDDI-TV (10), WIRT (13) |
| Rochester, MN-Mason City, IA-Austin, MN | 143,900 | 146 | KAAL (6), KIMT (3), KTTC (10), KXLI-TV (47) |
| Mankato, MN | 23,200 | 206 | KEYC-TV (12) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|-------------------|--------------------|
| KIMT, Austin | See Mason City, IA |
| KTTC, Austin | See Rochester, MN |
| KVRR, Moorhead | See Fargo, ND |
| KAAL, Rochester | See Austin, MN |
| KIMT, Rochester | See Mason City, IA |
| KSTP-TV, St. Paul | See Minneapolis MN |

Minnesota Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 14 | 5 | 19 |
| Educational Television Stations | 4 | 3 | 7 |
| | 18 | 8 | 26 |

Minnesota—Alexandria

KCCO-TV

Ch. 7

(Satellite of WCCO-TV, Minneapolis, MN)

Network Service: CBS.

Licensee: Midwest Communications Inc., 720 Hawthorne St., Alexandria, MN 56308.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166. Fax: 612-763-4991.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, MN.

Satellite Earth Station: Harris, 6-meter; Harris, M/A-Corn receivers.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: October 8, 1958. Sale to present owner by Central Minnesota TV Co. approved by FCC Oct. 15, 1987 (Television Digest, Vol. 26:45; 27:43).

Represented (sales): TeleRep Inc.

Personnel:

Bob McGann, General Manager.
Ken Rees, Station Manager & Program Director.
Mark Proudfoot, Local Sales Manager.
Kevin Cuddihy, National Sales Manager, WCCO-TV.
Wayne Quernemoen, Chief Engineer.
John Froyd, News Director.
Duane Tingum, Business Manager.

Highest 30 Sec. Rate: \$600.

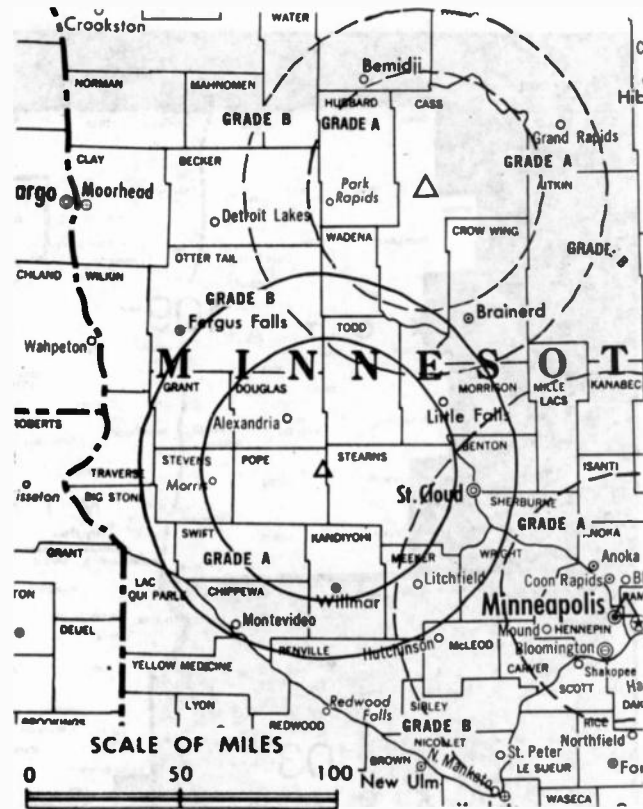
Combination rates: KCCO-TV, Alexandria & KCCW-TV, Walker, MN.

NETWORK BASE HOURLY RATE: \$980.

City of License: Alexandria. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Beltrami | 12,100 | 11,600 | 96 |
| | Big Stone | 2,800 | 2,800 | 100 |
| | Cass | 8,300 | 8,000 | 96 |
| | Chippewa | 5,500 | 5,400 | 98 |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Grant | 2,600 | 2,600 | 100 |
| | Hubbard | 6,000 | 5,800 | 97 |
| | Itasca | 16,400 | 16,100 | 98 |
| | Lac Qui Parle | 3,700 | 3,600 | 97 |
| | Otter Tail | 20,100 | 19,700 | 98 |
| | Pope | 4,700 | 4,600 | 98 |
| | Stevens | 3,600 | 3,500 | 97 |
| | Swift | 4,600 | 4,500 | 98 |
| | Todd | 9,600 | 9,400 | 98 |



KCCO-TV BPCT-2396 Granted 12/5/57 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| MINNESOTA | | | | |
| Between 25-49% | Alkin | 5,500 | 5,400 | 98 |
| | Becker | 11,400 | 11,200 | 98 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Morrison | 10,600 | 10,400 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| | Traverse | 1,700 | 1,700 | 100 |
| | Wadena | 5,000 | 4,800 | 96 |
| Wilkin | 2,800 | 2,800 | 100 | |
| SOUTH DAKOTA | | | | |
| | Grant | 3,200 | 3,100 | 97 |
| MINNESOTA | | | | |
| Between 5-24% | Benton | 10,300 | 10,200 | 99 |
| | Clearwater | 3,100 | 3,000 | 97 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Renville | 7,200 | 7,100 | 99 |
| | Wright | 22,500 | 22,200 | 99 |
| | Yellow Medicine | 4,500 | 4,400 | 97 |
| | NORTH DAKOTA | | | |
| | Richland | 7,100 | 7,000 | 99 |
| SOUTH DAKOTA | | | | |
| | Roberts | 3,800 | 3,700 | 97 |
| Station Totals | | 289,400 | 283,800 | 98 |
| Net Weekly Circulation (1991) | | | | 143,300 |
| Average Daily Circulation (1991) | | | | 88,300 |

Minnesota—Alexandria

KSAX

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX-TV Inc., 415 Fillmore St., Box 189, Alexandria, MN 56308.

Studio: 415 Fillmore St., Alexandria, MN 56308.

Telephones: 612-763-5729; 612-642-4200.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: 1176-ft. above av. terrain, 1164-ft. above ground, 2523-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 45° | 41' | 59" |
| Longitude | 95° | 10' | 36" |

Transmitter: E side Rte. 33, approx. 0.6-mi. S of intersection with Rte. 28, near Westport.

Satellite Earth Station: 3-meter C-band; Avcom receivers.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: September 15, 1987.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

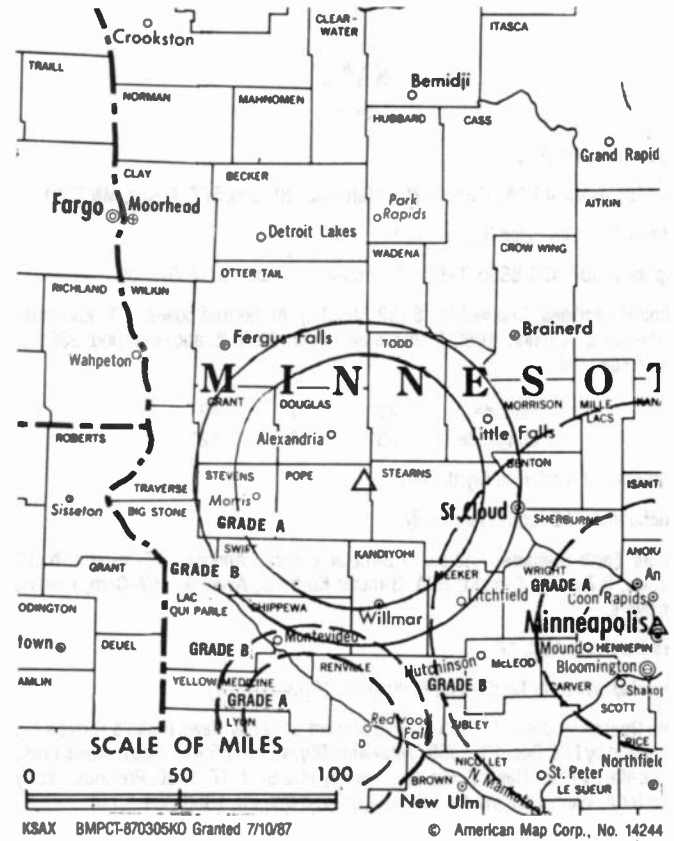
Personnel:

Mike Burgess, General Manager.

Mark Vanderwerf, News Director.

Donna Corle, Operations Manager.

Rates: On request.



Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN.

City of License: Alexandria. ADI: Minneapolis-St. Paul. Rank: 14.

Minnesota—Austin

KAAL

Ch. 6

Network Service: ABC.

Licensee: Midwest KAAL Corp., 1701 10th Place NE, Box 577, Austin, MN 55912.

Studio: 1701 10th Place NE, Austin, MN 55912.

Telephone: 507-433-8836. TWX: 910-565-2104. Fax: 507-433-9560.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Miralite, 3.7-meter C-band; RCA, 3-meter Ku-band; Avartek, M/A-Corn, Pinzone receivers.

News Services: ABC, AP.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: July 27, 1953. Sale to present owner by News Press & Gazette Co. approved by FCC Dec. 13, 1985 (Television Digest, Vol. 25:44). Sale to News Press & Gazette by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958 (Vol. 13:6).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetter.

Personnel:

- Pat Niekamp, General Manager.
- Terry Hurley, General Sales Manager.
- Juni Gilles, National Sales Manager.
- Jerald Jones, Vice President, Engineering.
- Brent Pickard, News Director.
- Mitzi Doss, Business Manager.
- Dan Collado, Production Manager.
- Lora Lee Bauer, Data Processing Manager.

Rates: On request.

City of License: Austin. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Cerro Gordo | 20,000 | 19,800 | 99 |
| | Floyd | 7,100 | 7,000 | 99 |
| | Hancock | 5,600 | 5,500 | 98 |
| | Howard | 4,000 | 3,900 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Mitchell | 4,500 | 4,500 | 100 |
| | Winnebago | 5,200 | 5,100 | 99 |
| | Worth | 3,500 | 3,500 | 100 |
| | MINNESOTA | | | |
| Dodge | 5,500 | 5,400 | 98 | |
| Faribault | 7,200 | 7,100 | 99 | |



KAAL BPCT-4528 Granted 7/12/72

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Fillmore | 7,700 | 7,600 | 99 |
| | Freeborn | 13,400 | 13,300 | 99 |
| | Mower | 14,800 | 14,700 | 99 |
| | Olmsted | 38,500 | 38,200 | 99 |
| | Steele | 11,400 | 11,300 | 99 |
| | Waseca | 6,800 | 6,700 | 99 |
| Between 25-49% | MINNESOTA | | | |
| | Blue Earth | 18,800 | 18,600 | 99 |
| | Nicollet | 10,100 | 10,000 | 99 |
| Between 5-24% | IOWA | | | |
| | Butler | 6,200 | 6,100 | 98 |
| | Chickasaw | 5,300 | 5,200 | 98 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Franklin | 5,000 | 5,000 | 100 |
| | Grundy | 5,300 | 5,300 | 100 |
| | Wright | 6,100 | 6,000 | 98 |
| MINNESOTA | | | | |
| Goodhue | 15,100 | 14,900 | 99 | |
| Le Sueur | 8,800 | 8,700 | 99 | |
| Martin | 9,400 | 9,300 | 99 | |
| Rice | 16,700 | 16,500 | 99 | |
| Wabasha | 7,700 | 7,600 | 99 | |
| Winona | 16,300 | 16,100 | 98 | |
| WISCONSIN | | | | |
| La Crosse | 37,100 | 36,700 | 99 | |
| Station Totals | | 355,500 | 331,800 | 99 |
| Net Weekly Circulation (1991) | | | 141,500 | |
| Average Daily Circulation (1991) | | | 74,700 | |

Minnesota—Duluth-Superior, Wisconsin

KBJR-TV

Ch. 6

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

Studio: 230 E. Superior St., Duluth, MN 55802.

Telephone: 218-727-8484 Fax: 218-727-1737.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 410 W. 10th Street, Duluth.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 6-meter Ku-band; Vertex, 4.5-meter Ku-band; Paracclipse, 4-meter C-band; Paracclipse, 3.6-meter C-band; Harris, 3-meter Ku-band; Harris, Houston Tracker, M/A-Com receivers.

News Services: MediaLink, NBC, AP.

Ownership: Granite Broadcasting Corporation (Group Owner).

Began Operation: February 23, 1954. Sale to RJR Communications by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (Television Digest, Vol. 14:28, 30). Sale to present owners approved Sept. 12, 1988.

Represented (sales): Katz Television; Target Broadcast Sales (Canada).

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Personnel:

- F. Robert Kalkhoff, General Manager.
- John Leifheit, General Sales Manager.
- Steve Boff, National Sales Manager.
- Dave Jensch, News Director.
- Bob Wilmers, Director of Operations.
- Dianne Kalkhoff, Director of Audience Development.
- Brian Autio, Business Manager.

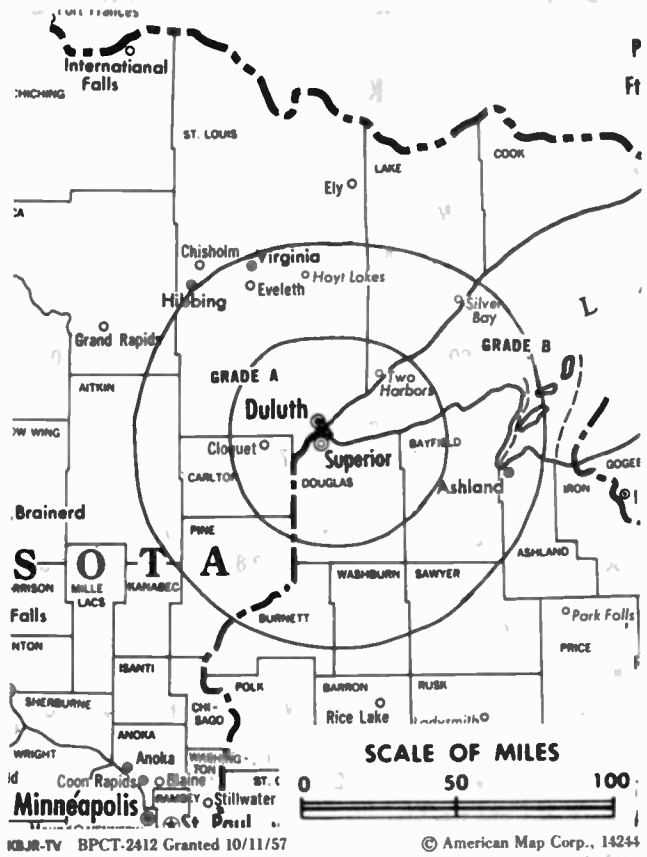
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Superior, WI. ADI: Duluth, MN-Superior, WI. Rank: 130.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study;

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Gogebic | 7,400 | 7,200 | 97 |
| | MINNESOTA | | | |
| | Aitkin | 5,500 | 5,400 | 98 |
| | Carlton | 10,800 | 10,700 | 99 |
| | Cook | 1,800 | 1,800 | 100 |
| | Itasca | 16,400 | 16,100 | 98 |
| | Koochiching | 5,700 | 5,500 | 96 |
| | Lake | 4,200 | 4,200 | 100 |
| | St Louis | 77,900 | 77,100 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| 50% & Over | WISCONSIN | | | |
| | Ashland | 6,500 | 6,400 | 98 |
| | Bayfield | 5,600 | 5,500 | 98 |
| | Douglas | 16,600 | 16,400 | 99 |
| | Iron | 2,700 | 2,700 | 100 |
| Sawyer | 5,800 | 5,600 | 97 | |
| Between 25-49% | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Cass | 8,300 | 8,000 | 96 |
| | Pine | 7,700 | 7,600 | 99 |
| | Wadena | 5,000 | 4,800 | 96 |
| Between 5-24% | WISCONSIN | | | |
| | Washburn | 5,900 | 5,800 | 98 |
| | MINNESOTA | | | |
| Crow Wing | 18,500 | 18,100 | 98 | |
| Hubbard | 6,000 | 5,800 | 97 | |
| Station Totals | WISCONSIN | | | |
| | Burnett | 5,600 | 5,500 | 98 |
| Station Totals | | 236,000 | 231,800 | 98 |
| Net Weekly Circulation (1991) | | | | 157,300 |
| Average Daily Circulation (1991) | | | | 101,100 |

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

Minnesota—Duluth-Superior, Wisconsin

KDLH

Ch. 3

Network Service: CBS.

Licensee: Benedek Bcstg. of Minnesota.

Studio: 425 W. Superior St., Duluth, MN 55802.

Telephone: 218-727-8911. **TWX:** 910-561-2522.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 07"
Longitude 92° 07' 15"

Transmitter: 3 Observation Rd. & 11th St.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; M/A-Com, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, 3.8-meter Ku-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: March 14, 1954. Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (*Television Digest*, Vol. 16:34, 50). Sale to Palmer by WGN Inc. approved Jan. 10, 1979 (Vol. 18:30). Sale to present owner by Palmer Bcstg. approved by FCC May 23, 1985 (Vol. 25:24).

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

Personnel:

- Bruce R. Miller, Vice President & General Manager.
- Walt Ledingham, Director of Sales.
- Craig Spellerberg, Operations Manager.
- Jeff Potts, News Director.
- Doug Karsko, Promotion Director.
- Julie Toland, Business Manager.
- John Talcott, Chief Engineer.

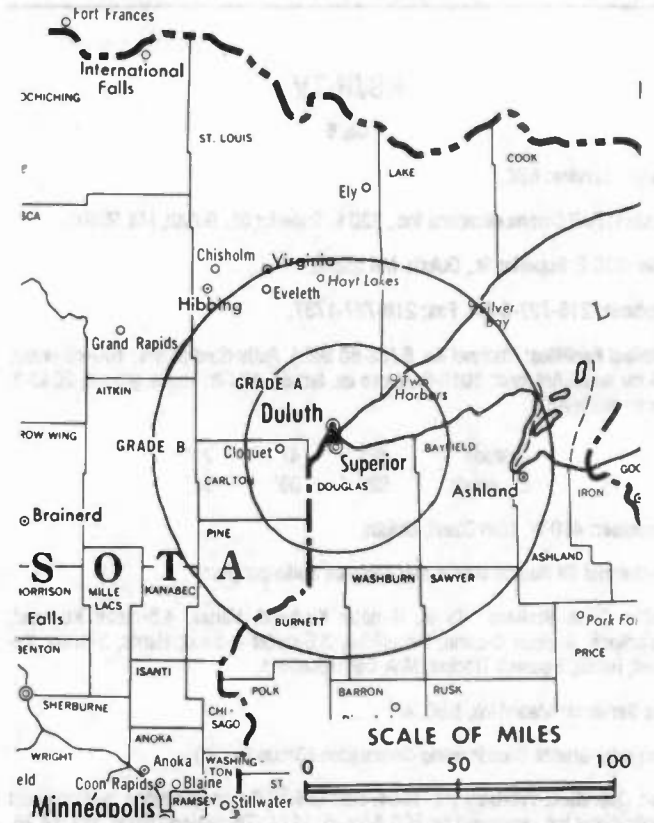
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1060.

City of License: Duluth. **ADI:** Duluth, MN-Superior, WI. **Rank:** 130.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Gogebic | 7,400 | 7,200 | 97 |
| | MINNESOTA | | | |
| | Aitkin | 5,500 | 5,400 | 98 |
| | Carlton | 10,800 | 10,700 | 99 |
| | Cook | 1,800 | 1,800 | 100 |



KDLH BMPCT-3130 Granted 6/13/55 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Itasca | 16,400 | 16,100 | 98 |
| | Koochiching | 5,700 | 5,500 | 96 |
| | Lake | 4,200 | 4,200 | 100 |
| | St Louis | 77,900 | 77,100 | 99 |
| | WISCONSIN | | | |
| | Ashland | 6,500 | 6,400 | 98 |
| | Bayfield | 5,600 | 5,500 | 98 |
| | Douglas | 16,600 | 16,400 | 99 |
| | Iron | 2,700 | 2,700 | 100 |
| | Sawyer | 5,800 | 5,600 | 97 |
| | Washburn | 5,900 | 5,800 | 98 |
| Between 25-49% | MINNESOTA | | | |
| | Pine | 7,700 | 7,600 | 99 |
| Between 5-24% | MINNESOTA | | | |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | WISCONSIN | | | |
| | Price | 6,500 | 6,300 | 97 |
| | Rusk | 5,900 | 5,800 | 98 |
| Station Totals | | 211,400 | 208,200 | 98 |
| Net Weekly Circulation (1991) | | | | 148,100 |
| Average Daily Circulation (1991) | | | | 91,100 |

Minnesota—Duluth

WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 10 Observation Rd., Duluth, MN 55811.

Telephone: 218-727-6864. TWX: 910-561-2539. Fax: 218-727-4415.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 868-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"
Longitude 92° 07' 17"

Requests CP for change to 987-ft. above av. terrain, 789-ft. above ground, 2000-ft. above sea level. BPCT-910617KF.

Transmitter: 10 Observation Rd., Duluth.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 5-meter Ku-band; Andrew, 7.3-meter C-band; Avarek receivers.

News Services: ABC, AP, Conus, SNN, UPI.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: January 24, 1966. Sale to Harcourt Brace Jovanovich Inc. by Frank P. Befera, et al., approved by FCC March 32, 1978 (Television Digest, Vol. 17:28). FCC approved sale to Hubbard Bcstg. Nov. 27, 1987 (Vol. 27:33).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Smith & Powstenko.

Personnel:

George Couture, General Manager.
Susan Anderson, Local Sales Manager.
George W. Woody, Chief Engineer.
Joel Anderson, News Director.
Oave Poirier, Program Manager.
Joe Golden, National Sales Manager.
Jeff Laundergan, Promotion Director.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$850.

Arbitron Data: Figures include WIRT, Hibbing, MN.

City of License: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 130.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MICHIGAN | | | |
| | Gogebic | 7,400 | 7,200 | 97 |
| | MINNESOTA | | | |
| | Aitkin | 5,500 | 5,400 | 98 |
| | Carlton | 10,800 | 10,700 | 99 |
| | Cook | 1,800 | 1,800 | 100 |
| | Itasca | 16,400 | 16,100 | 98 |
| | Koochiching | 5,700 | 5,500 | 96 |
| | Lake | 4,200 | 4,200 | 100 |
| | St Louis | 77,900 | 77,100 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| 50% & Over | WISCONSIN | | | |
| | Ashland | 6,500 | 6,400 | 98 |
| | Bayfield | 5,600 | 5,500 | 98 |
| | Douglas | 16,600 | 16,400 | 99 |
| | Sawyer | 5,800 | 5,600 | 97 |
| Between 25-49% | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Cass | 8,300 | 8,000 | 96 |
| | WISCONSIN | | | |
| Iron | 2,700 | 2,700 | 100 | |
| Washburn | 5,900 | 5,800 | 98 | |
| Between 5-24% | MICHIGAN | | | |
| | Ontonagon | 3,500 | 3,400 | 97 |
| | MINNESOTA | | | |
| | Crow Wing | 18,500 | 18,100 | 98 |
| Pine | 7,700 | 7,600 | 99 | |
| WISCONSIN | | | | |
| Burnett | 5,600 | 5,500 | 98 | |
| Price | 6,500 | 6,300 | 97 | |
| Station Totals | | 235,000 | 230,900 | 98 |
| Net Weekly Circulation (1991) | | | | 159,300 |
| Average Daily Circulation (1991) | | | | 103,700 |

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Minnesota—Hibbing

WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: See WDIO-TV, Duluth.

Telephone: 218-727-6864. TWX: 910-561-2539.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 125-kw visual, 12.5-kw aural. Antenna: 666-ft. above av. terrain, 517-ft. above ground, 2123-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 47° | 22' | 52" |
| Longitude | 92° | 57' | 18" |

Transmitter: Maple Hill, Hibbing, MN.

News Services: AP, Conus.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: August 31, 1967. Sale to present owners approved by FCC Nov. 27, 1987.

Represented (sales): Pety Television Inc.

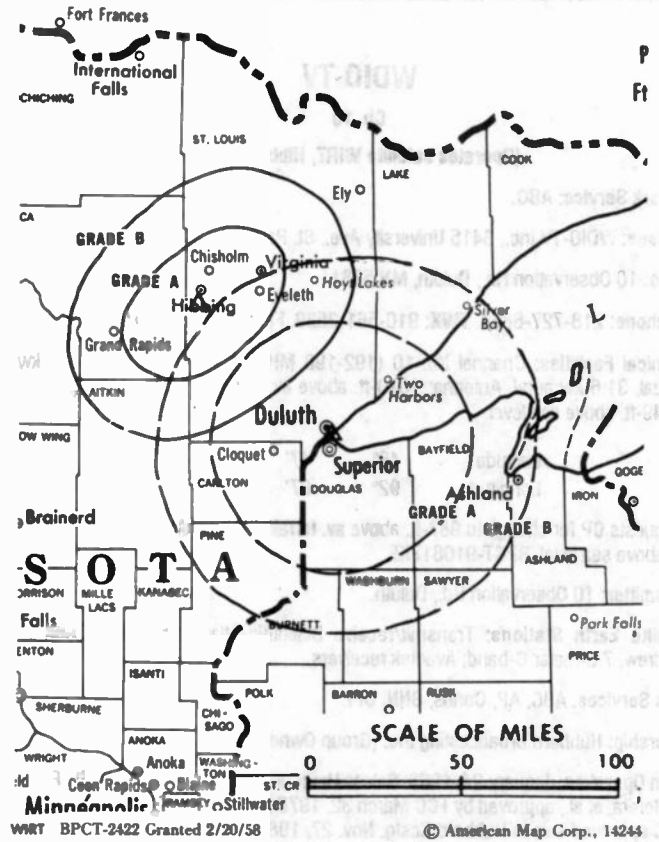
Represented (legal): Fletcher, Heald & Hildreth.

Personnel: See WDIO-TV, Duluth, MN.

Rates: Sold in combination with WDIO-TV, Duluth.

NETWORK BASE HOURLY RATE: Bonus.

Arbitron Data: Figures are included with parent WDIO-TV, Duluth.



City of License: Hibbing. ADI: Duluth, MN-Superior, WI. Rank: 130.

Minnesota—Mankato

KEYC-TV

Ch. 12

Network Service: CBS.

Licensee: United Communications Corp., Box 128, Mankato, MN 56001.

Studio: 1570 Lookout Dr., North Mankato, MN 56001.

Telephone: 507-625-7905. Fax: 507-625-5745.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, MN.

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

News Services: CBS, AP.

Ownership: United Communications Corp. (Group Owner).

Began Operation: October 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:25).

Represented (sales): Katz Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Personnel:

Dennis Wahlstrom, General Manager.
Elaine Peterson, Operations Manager.
Jeff Wilwant, Production Manager.
David Hooge, Chief Engineer.
David Nixon, News Director.
Lloyd Miller, Local Sales Manager.
Sharon Freitag, Business Manager.

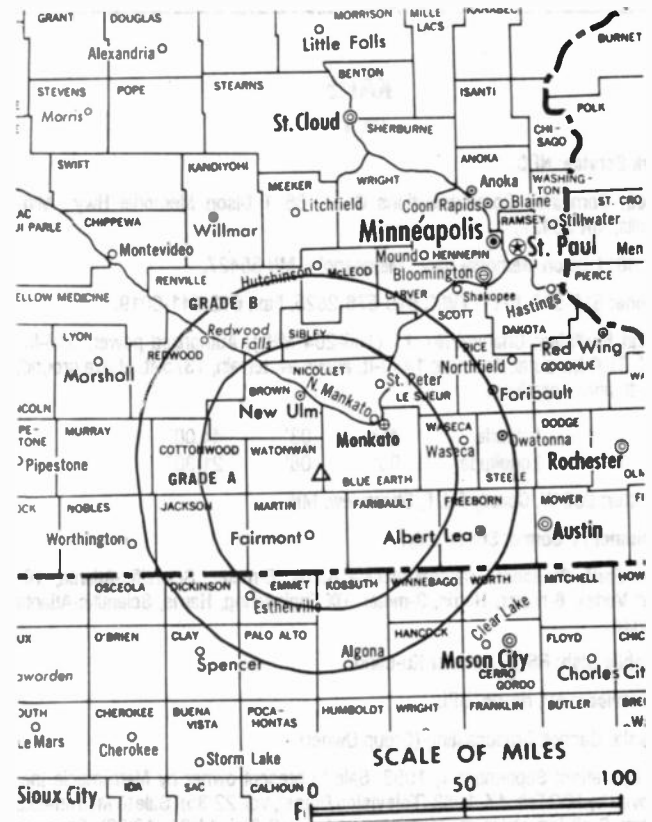
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$393.

City of License: Mankato. ADI: Mankato. Rank: 206.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | IOWA | | | |
| | Dickinson | 6,300 | 6,200 | 98 |
| | Emmet | 4,700 | 4,600 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Palo Alto | 4,400 | 4,300 | 98 |
| MINNESOTA | Blue Earth | 18,800 | 18,600 | 99 |
| | Brown | 10,200 | 10,000 | 98 |
| | Cottonwood | 5,200 | 5,000 | 96 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Jackson | 4,700 | 4,600 | 98 |
| | Martin | 9,400 | 9,300 | 99 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | Redwood | 6,500 | 6,300 | 97 |



KEYC-TV BPCT-2433 Granted 6/11/58

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | Waseca | 6,800 | 6,700 | 99 |
| | Watsonwan | 4,700 | 4,600 | 98 |
| Between 25-49% | MINNESOTA | | | |
| | Freeborn | 13,400 | 13,300 | 99 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | Renville | 7,200 | 7,100 | 99 |
| Sibley | 5,400 | 5,300 | 98 | |
| Between 5-24% | IOWA | | | |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | Winnebago | 5,200 | 5,100 | 99 |
| | MINNESOTA | | | |
| Chippewa | 5,500 | 5,400 | 98 | |
| Lyon | 9,100 | 8,900 | 98 | |
| McLeod | 11,800 | 11,700 | 99 | |
| Murray | 3,900 | 3,900 | 100 | |
| Nobles | 7,600 | 7,500 | 99 | |
| Rice | 16,700 | 16,500 | 99 | |
| Steele | 11,400 | 11,300 | 99 | |
| Yellow Medicine | 4,500 | 4,400 | 97 | |
| Station Totals | | 221,300 | 218,100 | 99 |
| Net Weekly Circulation (1991) | | | 106,100 | |
| Average Daily Circulation (1991) | | | 55,900 | |

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Minnesota—Minneapolis-St. Paul

KARE

Ch. 11

Network Service: NBC.

Licensee: Combined Communications Corp., 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

Studio: 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

Telephone: 612-546-1111. TWX: 910-576-2825. Fax: 612-541-8019.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 44.00"
Longitude 93° 08' 21.30"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter; Scientific-Atlanta, 10-meter; Vertex, 6-meter; Harris, 3-meter; DX Engineering, Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: RSI, 2.4-meter Ku-band.

News Services: AP, Nexus, UPI.

Ownership: Gannett Broadcasting (Group Owner).

Began Operation: September 1, 1953. Sale to present owner by Metromedia Inc. approved by FCC Feb. 17, 1983 (Television Digest, Vol. 22:35). Sale to Metromedia by Chris-Craft Industries approved June 14, 1972 (Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 (Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full-time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales): Blair Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Henry E. Price, President & General Manager.
- Ellot A. Bass, Vice President & General Sales Manager.
- Kathryn Bardins, Vice President & Community Affairs Manager.
- H. G. (Skip) Aldrich, Vice President & Chief Engineer.
- Richard Modig, Vice President, Broadcast Operations.
- Janet Mason, Vice President, News.
- Susan Adams Loyd, Marketing & Research Director.
- Thomas Fee, Local Sales Manager.
- John Remes, National Sales Manager.
- Pame Gardner, Advertising & Promotion Manager.
- Paul Baldwin, News Director.
- Merven Jensen, Controller.
- Robert Bye, Production Manager.
- Anne Julian-Van Abel, Director of Human Resources.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Anoka | 80,900 | 80,700 | 100 |
| | Benton | 10,300 | 10,200 | 99 |
| | Big Stone | 2,800 | 2,800 | 100 |
| | Blue Earth | 18,800 | 18,600 | 99 |
| | Brown | 10,200 | 10,000 | 98 |
| | Carver | 16,100 | 16,000 | 99 |
| | Chippewa | 5,500 | 5,400 | 98 |
| | Chisago | 10,200 | 10,100 | 99 |



KARE SMPCT-7396 Granted 5/23/72 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | Cottonwood | 5,200 | 5,000 | 96 |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Dakota | 92,200 | 91,700 | 99 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Hennepin | 422,200 | 418,600 | 99 |
| | Isanti | 9,400 | 9,300 | 99 |
| | Jackson | 4,700 | 4,600 | 98 |
| | Kanabec | 4,800 | 4,700 | 98 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | McLeod | 11,800 | 11,700 | 99 |
| | Martin | 9,400 | 9,300 | 99 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Mille Lacs | 7,100 | 7,000 | 99 |
| | Morrison | 10,600 | 10,400 | 98 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | Pine | 7,700 | 7,600 | 99 |
| | Pope | 4,700 | 4,600 | 98 |
| | Ramsey | 191,300 | 189,900 | 99 |
| | Redwood | 6,500 | 6,300 | 97 |
| | Renville | 7,200 | 7,100 | 99 |
| | Rice | 16,700 | 16,500 | 99 |
| | Scott | 18,600 | 18,500 | 99 |
| | Sherburne | 12,200 | 12,100 | 99 |
| | Sibley | 5,400 | 5,300 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| | Steele | 11,400 | 11,300 | 99 |
| | Swift | 4,600 | 4,500 | 98 |
| | Todd | 9,600 | 9,400 | 98 |
| | Wabasha | 7,700 | 7,600 | 99 |

(Continued on page A-640)

| | | | |
|----------------------------------|-----------|-----------|-----------|
| Station Totals | 1,455,600 | 1,440,400 | 99 |
| Net Weekly Circulation (1991) | | | 1,125,000 |
| Average Daily Circulation (1991) | | | 632,800 |

Minnesota—Minneapolis-St. Paul

KITN-TV

Ch. 29

Network Service: Fox.

Licensee: Nationwide Communications Inc., 7325 Aspen Lane N, Brooklyn Park, MN 55428.

Studio: 7325 Aspen Lane N, Brooklyn Park, MN 55428.

Telephone: 612-424-2929. Fax: 612-424-2649.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1811-kw max. visual, 181.1-kw max. aural. Antenna: 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"
Longitude 93° 07' 27.00"

Holds CP for change to 5000-kw max. visual, 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level, lat. 45° 03' 30", long. 93° 07' 27", transmitter to 560 Gramsie Rd., Shoreview. BMPCT-910206KE.

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria, Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: SatCom, 7-meter C-band; Vertex, 3.7-meter Ku-band; Paracclipse, 3.7-meter Ku & C-band; M/A-Com, Chaparral receivers.

News Service: CNN.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: October 6, 1982. Sale to present owner by Beverly Hills Hotel Corp. approved by FCC July 30, 1985. Previous sale by Jonathan E. Byrd, et al., approved March 20, 1984.

Represented (sales): MMT Sales Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- Gail L. Brekke, General Manager.
- Martin Sokoler, General Sales Manager.
- Diane Mignone, Local Sales Manager.
- Mark Bousquet, National Sales Manager.
- Dale Palecek, Program Director.
- Mary O'neill, Director of Advertising & Promotion.
- Kathleen Beauchamp, Business Manager.
- Don Kirby, Chief Engineer.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Anoka | 80,900 | 80,700 | 100 |
| | Brown | 10,200 | 10,000 | 98 |
| | Carver | 16,100 | 16,000 | 99 |
| | Cottonwood | 5,200 | 5,000 | 96 |
| | Dakota | 92,200 | 91,700 | 99 |
| | Hennepin | 422,200 | 418,600 | 99 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Martin | 9,400 | 9,300 | 99 |
| | Ramsey | 191,300 | 189,900 | 99 |
| | Renville | 7,200 | 7,100 | 99 |
| | Scott | 18,600 | 18,500 | 99 |
| | Swift | 4,600 | 4,500 | 98 |
| | Washington | 47,100 | 46,800 | 99 |
| | Yellow Medicine | 4,500 | 4,400 | 97 |
| WISCONSIN | | | | |
| | Pierce | 11,800 | 11,600 | 98 |
| MINNESOTA | | | | |
| Between 25-49% | Benton | 10,300 | 10,200 | 99 |



KITN-TV BMPCT-910206KE Granted 6/20/91 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| Between 25-49% | Blue Earth | 18,800 | 18,600 | 99 |
| | Chippewa | 5,500 | 5,400 | 98 |
| | Chisago | 10,200 | 10,100 | 99 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Grant | 2,600 | 2,600 | 100 |
| | Isanti | 9,400 | 9,300 | 99 |
| | Lac Qui Parle | 3,700 | 3,600 | 97 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | Lyon | 9,100 | 8,900 | 98 |
| | McLeod | 11,800 | 11,700 | 99 |
| | Mille Lacs | 7,100 | 7,000 | 99 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | Olmsted | 38,500 | 38,200 | 99 |
| | Pope | 4,700 | 4,600 | 98 |
| | Redwood | 6,500 | 6,300 | 97 |
| | Rice | 16,700 | 16,500 | 99 |
| | Sherburne | 12,200 | 12,100 | 99 |
| | Sibley | 5,400 | 5,300 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| Steele | 11,400 | 11,300 | 99 | |
| Stevens | 3,600 | 3,500 | 97 | |
| Waseca | 6,800 | 6,700 | 99 | |
| Watonwan | 4,700 | 4,600 | 98 | |
| Winona | 16,300 | 16,100 | 98 | |
| Wright | 22,500 | 22,200 | 99 | |
| WISCONSIN | | | | |
| | Polk | 13,700 | 13,500 | 99 |
| | St Croix | 17,700 | 17,500 | 99 |

(Continued on page A-640)

| | | | |
|---|------------------|------------------|----------------|
| Station Totals | 1,423,100 | 1,408,900 | 99 |
| Net Weekly Circulation (1991) | | | 651,800 |
| Average Daily Circulation (1991) | | | 222,800 |

Minnesota—Minneapolis-St. Paul

KMSP-TV

Ch. 9

Network Service: None, independent.

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

Studio: 6975 York Ave. S, Minneapolis, MN 55435.

Telephone: 612-926-9999. TWX: 910-576-2926. Fax: 612-926-9368.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: Circularly polarized, 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude 45° 03' 30"
Longitude 93° 07' 27"

Transmitter: 550 Gramsie Rd., Shoreview.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: United Television Inc. (Group Owner).

Began Operation: January 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

Represented (sales): Katz Television.

Represented (legal): Wimer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

Evan Thompson, President.
Garth S. Lindsey, Vice President, Finance.
Stuart Swartz, General Manager.
Stephanie Peterson, General Sales Manager.
Rich Ambrose, National Sales Manager.
Doug McMonagle, Local Sales Manager.
Mark Herman, Local Sales Manager.
Gene Steinberg, Program Director.
Darrell Schmidt, Business Manager.
Penny Parrish, Director of News.
Donna Yonchak, Traffic Manager.
Susan Arneson, Manager, Program Services.
Darold Arvidson, Director of Engineering.
Pamela Springer, Promotion Manager.
Jeanine Socha, Research Director.
Leita Larson, Administrative Assistant.

Highest 30 Sec. Rate: \$2500.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Anoka | 80,900 | 80,700 | 100 |
| | Benton | 10,300 | 10,200 | 99 |
| | Big Stone | 2,800 | 2,800 | 100 |
| | Blue Earth | 18,800 | 18,600 | 99 |
| | Brown | 10,200 | 10,000 | 98 |
| | Carver | 16,100 | 16,000 | 99 |
| | Chippewa | 5,500 | 5,400 | 98 |
| | Chisago | 10,200 | 10,100 | 99 |
| | Dakota | 92,200 | 91,700 | 99 |



KMSP-TV BPCT-860116KE Granted 9/30/86

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Dodge | 5,500 | 5,400 | 98 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Hennepin | 422,200 | 418,600 | 99 |
| | Isanti | 9,400 | 9,300 | 99 |
| | Jackson | 4,700 | 4,600 | 98 |
| | Kanabec | 4,800 | 4,700 | 98 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | McLeod | 11,800 | 11,700 | 99 |
| | Martin | 9,400 | 9,300 | 99 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Mille Lacs | 7,100 | 7,000 | 99 |
| | Morrison | 10,600 | 10,400 | 98 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | Olmsted | 38,500 | 38,200 | 99 |
| | Pine | 7,700 | 7,600 | 99 |
| | Pope | 4,700 | 4,600 | 98 |
| | Ramsey | 191,300 | 189,900 | 99 |
| | Redwood | 6,500 | 6,300 | 97 |
| | Renville | 7,200 | 7,100 | 99 |
| | Rice | 16,700 | 16,500 | 99 |
| | Scott | 18,600 | 18,500 | 99 |
| | Sherburne | 12,200 | 12,100 | 99 |
| | Sibley | 5,400 | 5,300 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| | Steele | 11,400 | 11,300 | 99 |
| | Stevens | 3,600 | 3,500 | 97 |
| | Swift | 4,600 | 4,500 | 98 |
| | Todd | 9,600 | 9,400 | 98 |
| | Traverse | 1,700 | 1,700 | 100 |

(Continued on page A-640)

| | | | |
|----------------------------------|-----------|-----------|-----------|
| Station Totals | 1,838,900 | 1,818,000 | 99 |
| Net Weekly Circulation (1991) | | | 1,084,100 |
| Average Daily Circulation (1991) | | | 506,600 |

Minnesota—St. Paul-Minneapolis

KSTP-TV

Ch. 5

(Also operates satellites KSAX, Alexandria & KRWF, Redwood Falls, MN)

Network Service: ABC.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 3415 University Ave., St. Paul, MN 55114.

Telephone: 612-646-5555. Fax: 612-642-4172.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45"
Longitude 93° 08' 22"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Andrew, Scientific-Atlanta receivers.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

News Services: ABC, AP, Conus.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: April 23, 1948.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Harold C. Crump, President & General Manager.
Larry G. Shrum, Vice President & Assistant General Manager.
John M. Degan, Vice President & Station Manager.
Karl Genshelmer, Vice President & Director of Sales.
Mendes Napoli, Vice President, News.
Dixie Hansen, Vice President & Business Manager.
John Misner, Assistant General Sales Manager.
Joseph Taylor, Chief Engineer.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1800.

City of License: St. Paul. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Anoka | 80,900 | 80,700 | 100 |
| | Benton | 10,300 | 10,200 | 99 |
| | Big Stone | 2,800 | 2,800 | 100 |
| | Blue Earth | 18,800 | 18,600 | 99 |
| | Brown | 10,200 | 10,000 | 98 |
| | Carver | 16,100 | 16,000 | 99 |
| | Chippewa | 5,500 | 5,400 | 98 |
| | Chisago | 10,200 | 10,100 | 99 |
| | Cottonwood | 5,200 | 5,000 | 96 |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Dakota | 92,200 | 91,700 | 99 |
| | Dodge | 5,500 | 5,400 | 98 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Hennepin | 422,200 | 418,600 | 99 |
| | Hubbard | 6,000 | 5,800 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | Isanti | 9,400 | 9,300 | 99 |
| | Jackson | 4,700 | 4,600 | 98 |
| | Kanabec | 4,800 | 4,700 | 98 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Lac Qui Parle | 3,700 | 3,600 | 97 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | Lyon | 9,100 | 8,900 | 98 |
| | McLeod | 11,800 | 11,700 | 99 |
| | Martin | 9,400 | 9,300 | 99 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Mille Lacs | 7,100 | 7,000 | 99 |
| | Morrison | 10,600 | 10,400 | 98 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | Pine | 7,700 | 7,600 | 99 |
| | Pope | 4,700 | 4,600 | 98 |
| | Ramsey | 191,300 | 189,900 | 99 |
| | Redwood | 6,500 | 6,300 | 97 |
| | Renville | 7,200 | 7,100 | 99 |
| | Rice | 16,700 | 16,500 | 99 |
| | Scott | 18,600 | 18,500 | 99 |
| | Sherburne | 12,200 | 12,100 | 99 |
| | Sibley | 5,400 | 5,300 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| | Steele | 11,400 | 11,300 | 99 |
| | Stevens | 3,600 | 3,500 | 97 |
| | Swift | 4,600 | 4,500 | 98 |
| | Todd | 9,600 | 9,400 | 98 |
| | Traverse | 1,700 | 1,700 | 100 |
| | Wabasha | 7,700 | 7,600 | 99 |
| | Wadena | 5,000 | 4,800 | 96 |
| | Waseca | 6,800 | 6,700 | 99 |

(Continued on page A-641)

| | | | |
|----------------------------------|-----------|-----------|----|
| Station Totals | 1,597,700 | 1,579,800 | 99 |
| Net Weekly Circulation (1991) | | 1,205,000 | |
| Average Daily Circulation (1991) | | 659,900 | |

Minnesota—Minneapolis-St. Paul

KTMA-TV

Ch. 23

Network Service: None, independent.

Licensee: KTMA Acquisition Corp., Debtor in Possession, 1640 Como Ave., St. Paul, MN 55108.

Studio: 1640 Como Ave., St. Paul, MN 55108.

Telephone: 612-646-2300. Fax: 612-646-1220.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1740-kw max. visual, 347-kw max. aural. Antenna: 1170-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"
Longitude 93° 07' 27.00"

Transmitter: 570 Gramsie Rd., Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; W/A-Com, Pinzone, Scientific-Atlanta receivers.

Ownership: KTMA Acquisition Corp., Debtor-in-Possession.

Began Operation: September 22, 1982. Sale to United Cable TV Corp., et al., by Buford Television approved by FCC Sept. 5, 1984. Sale to present owner approved Sept. 30, 1986 (Television Digest, Vol. 26:36).

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

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

Personnel:

Donald W. O'Connor, President & General Manager.
Mike Gillham, General Sales Manager.
Robb Anthony, Local Sales Manager.
Kim MacDonald, News Director.
Brenda Wilson, Program Director.
Tim Jerkovich, Promotion Director.
Carol Mauder, Business Manager.
Diane Mosier, Marketing Director.
Steven Lunde, Chief Engineer.

Highest 30 Sec. Rate: \$1500.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|-----|
| Between 25-49% | MINNESOTA | | | |
| | Anoka | 80,900 | 80,700 | 100 |
| | Isanti | 9,400 | 9,300 | 99 |
| | Kanabec | 4,800 | 4,700 | 98 |
| | Ramsey | 191,300 | 189,900 | 99 |
| | Renville | 7,200 | 7,100 | 99 |
| | Scott | 18,600 | 18,500 | 99 |
| | WISCONSIN | | | |
| | Pierce | 11,800 | 11,600 | 98 |
| | St. Croix | 17,700 | 17,500 | 99 |
| Between 5-24% | MINNESOTA | | | |
| | Benton | 10,300 | 10,200 | 99 |
| | Blue Earth | 18,800 | 18,600 | 99 |



KTMA-TV BMPCT-820629KF Granted 9/9/82

© American Map Corp. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|----------------|
| Between 5-24% | Carver | 16,100 | 16,000 | 99 |
| | Chisago | 10,200 | 10,100 | 99 |
| | Dakota | 92,200 | 91,700 | 99 |
| | Dodge | 5,500 | 5,400 | 98 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Hennepin | 422,200 | 418,600 | 99 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | McLeod | 11,800 | 11,700 | 99 |
| | Martin | 9,400 | 9,300 | 99 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Mille Lacs | 7,100 | 7,000 | 99 |
| | Pine | 7,700 | 7,600 | 99 |
| | Rice | 16,700 | 16,500 | 99 |
| | Sherburne | 12,200 | 12,100 | 99 |
| | Sibley | 5,400 | 5,300 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| | Steele | 11,400 | 11,300 | 99 |
| | Waseca | 6,800 | 6,700 | 99 |
| | Washington | 47,100 | 46,800 | 99 |
| Wright | 22,500 | 22,200 | 99 | |
| WISCONSIN | | | | |
| Pepin | 2,900 | 2,800 | 96 | |
| Polk | 13,700 | 13,500 | 99 | |
| Station Totals | | 1,176,100 | 1,165,900 | 99 |
| Net Weekly Circulation (1991) | | | | 264,000 |
| Average Daily Circulation (1991) | | | | 72,900 |

Minnesota—Minneapolis-St. Paul

WCCO-TV

Ch. 4

(Also operates satellites KCCO-TV, Alexandria & KCCW-TV Walker, MN)

Network Service: CBS.

Licensee: Midwest Communications Inc., 90 S. 11th St., Minneapolis, MN 55403.

Studio: 90 S. 11th St., Minneapolis, MN 55403.

Telephone: 612-339-4444. TWX: 910-576-3401.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.00"
Longitude 93° 08' 21.30"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Daisat, 4.3-meter Ku-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; DX Engineering, Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WLTE, 100-kw, 102.9 MHz (No. 275), 1150-ft.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976.

Represented (sales): TeleRep Inc.

Represented (legal): Oppenheimer, Wolf & Donnelly.

Personnel:

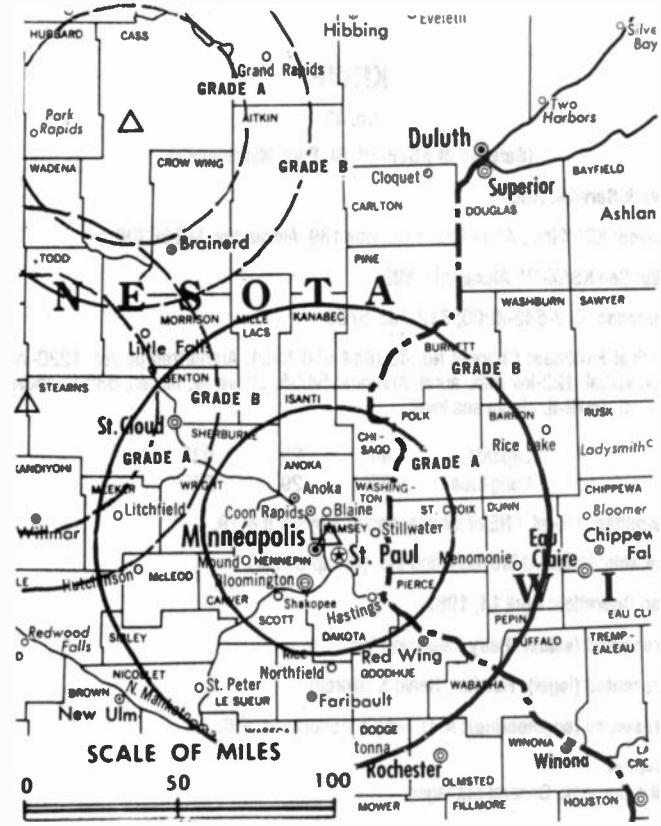
Robert G. McGann, Vice President & General Manager.
Ken Rees, Vice President & Station Manager.
John Culliton, Vice President, News.
William Bradley, General Sales Director.
Betty May, Program Coordinator.
Lori Fink Garelick, Program Director.
John Lansing, Director of News.
Kevin Cuddihy, Local Sales Manager.
John O'Neill, National Sales Manager.
Steven Smith, Director of Engineering & Operations.
Susan Weas, Director of Publicity & Events.
Greg Keck, Business Manager.
Michael Wright, Director of Graphic Design.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Anoka | 80,900 | 80,700 | 100 |
| | Benton | 10,300 | 10,200 | 99 |
| | Blue Earth | 18,800 | 18,600 | 99 |
| | Brown | 10,200 | 10,000 | 98 |
| | Carver | 16,100 | 16,000 | 99 |
| | Chisago | 10,200 | 10,100 | 99 |



WCCO-TV BMPCT-7126 Granted 1/18/70

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | Cottonwood | 5,200 | 5,000 | 96 |
| | Dakota | 92,200 | 91,700 | 99 |
| | Dodge | 5,500 | 5,400 | 98 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Hennepin | 422,200 | 418,600 | 99 |
| | Isanti | 9,400 | 9,300 | 99 |
| | Kanabec | 4,800 | 4,700 | 98 |
| | Kandiyohi | 14,700 | 14,400 | 98 |
| | Le Sueur | 8,800 | 8,700 | 99 |
| | Lyon | 9,100 | 8,900 | 98 |
| | McLeod | 11,800 | 11,700 | 99 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Mille Lacs | 7,100 | 7,000 | 99 |
| | Morrison | 10,600 | 10,400 | 98 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | Olmsted | 38,500 | 38,200 | 99 |
| | Pine | 7,700 | 7,600 | 99 |
| | Ramsey | 191,300 | 189,900 | 99 |
| | Redwood | 6,500 | 6,300 | 97 |
| | Renville | 7,200 | 7,100 | 99 |
| | Rice | 16,700 | 16,500 | 99 |
| | Scott | 18,600 | 18,500 | 99 |
| | Sherburne | 12,200 | 12,100 | 99 |
| | Sibley | 5,400 | 5,300 | 98 |
| | Stearns | 37,800 | 37,300 | 99 |
| | Steele | 11,400 | 11,300 | 99 |
| | Swift | 4,600 | 4,500 | 98 |
| | Todd | 9,600 | 9,400 | 98 |
| | Wabasha | 7,700 | 7,600 | 99 |
| | Wadena | 5,000 | 4,800 | 96 |
| | Waseca | 6,800 | 6,700 | 99 |

(Continued on page A-641)

| | | | |
|---|-----------|-----------|-----------|
| Station Totals | 1,531,100 | 1,514,900 | 99 |
| Net Weekly Circulation (1991) | | | 1,177,500 |
| Average Daily Circulation (1991) | | | 693,500 |

Minnesota—Redwood Falls

KRWF

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX Inc., 415 Fillmore St., Box 189, Alexandria, MN 56308.

Studio: See KSAX-TV, Alexandria, MN.

Telephones: 612-642-4200; 612-763-5729.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1220-kw max. visual, 122-kw max. aural. Antenna: 547-ft. above av. terrain, 535-ft. above ground, 1619-ft. above sea level.

Latitude 44° 29' 03"
Longitude 95° 29' 27"

Transmitter: 3.6-mi. ENE of intersection of Hwys. 68 & 19.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: April 14, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

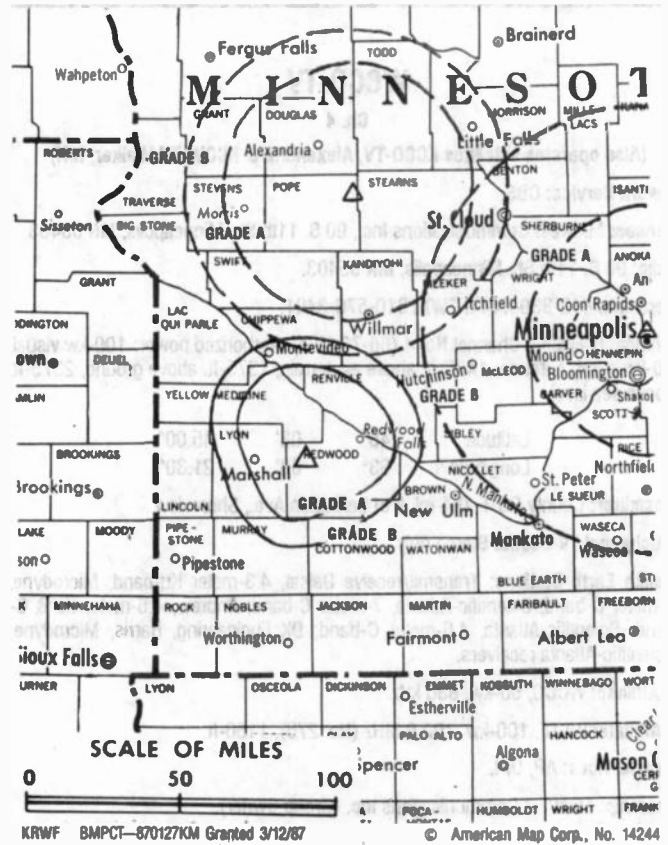
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

Mike Burgess, General Manager.

Rates: Sold in combination with KSAX, Alexandria, MN.

Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN.



City of License: Redwood Falls. ADI: Minneapolis-St. Paul. Rank: 14.

Minnesota—Rochester

KTTC

Ch. 10

Network Service: NBC.

Licensee: KTTC Television Inc., 601 First Ave. SW, Rochester, MN 55902.

Studio: 601 First Ave. SW, Rochester, MN 55902.

Telephone: 507-288-4444. TWX: 910-565-2477.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.30"
Longitude 92° 25' 36.90"

Transmitter: 3.2-mi. S of Ostrander, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 5-meter; DH Satellite, 5-meter; Harris, 3-meter; Harris, 6-meter; ChannelMaster, Gardiner, Harris receivers.

News Services: AP, Conus, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (Television Digest, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allan A. Gentling approved April 2, 1963.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

- Jerry Watson, General Manager.
- John Wade, Sales Manager.
- Ronald E. Gruber, Operations Manager.
- C. H. (Bud) Sanders, Chief Engineer.
- Gene Carlson, News Director.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$490.

City of License: Rochester. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Cerro Gordo | 20,000 | 19,800 | 99 |
| | Floyd | 7,100 | 7,000 | 99 |
| | Hancock | 5,600 | 5,500 | 98 |
| | Howard | 4,000 | 3,900 | 98 |
| | Mitchell | 4,500 | 4,500 | 100 |
| | Winnebago | 5,200 | 5,100 | 99 |
| | Worth | 3,500 | 3,500 | 100 |
| | MINNESOTA | | | |
| | Dodge | 5,500 | 5,400 | 98 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Fillmore | 7,700 | 7,600 | 99 |
| | Freeborn | 13,400 | 13,300 | 99 |
| | Mower | 14,800 | 14,700 | 99 |
| Olmsted | 38,500 | 38,200 | 99 | |
| Steele | 11,400 | 11,300 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|----------------|
| 50% & Over | Wabasha | 7,700 | 7,600 | 99 |
| | Winona | 16,300 | 16,100 | 98 |
| Between 25-49% | IOWA | | | |
| | Chickasaw | 5,300 | 5,200 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Winneshiek | 7,700 | 7,600 | 99 |
| | MINNESOTA | | | |
| | Houston | 6,600 | 6,500 | 98 |
| Waseca | 6,800 | 6,700 | 99 | |
| Between 5-24% | WISCONSIN | | | |
| | Crawford | 6,200 | 6,100 | 98 |
| | Vernon | 10,400 | 10,200 | 98 |
| | IOWA | | | |
| | Allamakee | 5,400 | 5,300 | 98 |
| | Bremer | 8,600 | 8,500 | 99 |
| Butler | 6,200 | 6,100 | 98 | |
| Emmet | 4,700 | 4,600 | 98 | |
| Fayette | 9,000 | 8,900 | 99 | |
| Franklin | 5,000 | 5,000 | 100 | |
| Wright | 6,100 | 6,000 | 98 | |
| Station Totals | MINNESOTA | | | |
| | Blue Earth | 18,800 | 18,600 | 99 |
| | Goodhue | 15,100 | 14,900 | 99 |
| | Martin | 9,400 | 9,300 | 99 |
| | Nicollet | 10,100 | 10,000 | 99 |
| | WISCONSIN | | | |
| Buffalo | 5,600 | 5,500 | 98 | |
| La Crosse | 37,100 | 36,700 | 99 | |
| Monroe | 14,100 | 13,800 | 98 | |
| Pepin | 2,900 | 2,800 | 96 | |
| Station Totals | | 381,200 | 376,500 | 99 |
| Net Weekly Circulation (1991) | | | | 167,400 |
| Average Daily Circulation (1991) | | | | 90,000 |

Minnesota—Rochester

KXLT-TV

Ch. 47

(Satellite of KXLI, St. Cloud, MN)

Network Service: None, independent.

Grantee: KXLI Acquisition L.P., 22727 176th St., Big Lake, MN 55309.

Studio: See KXLI, St. Cloud, MN.

Telephone: 612-263-8666. Fax: 612-263-6600.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 107.2-kw max. visual, 10.72-kw max. aural. Antenna: 341-ft. above av. terrain, 256-ft. above ground, 1496-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 44° | 02' | 39" |
| Longitude | 92° | 23' | 56" |

Transmitter: 0.7-mi. SE of Haverhill.

Ownership: KXLI Acquisition L.P. (Group Owner).

Began Operation: August 10, 1987; suspended operation December 1988. Returned to air September 29, 1990.

Personnel:

Mariana Reid, General Manager.

Rebecca Mix, General Sales Manager & Program Director.

Rates: On request.

Arbitron Data: Not available.



KXLT-TV BMPCT-860903KE Granted 10/27/86

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City of License: Rochester. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 146.

Minnesota—St. Cloud

KXLI

Ch. 41

(Operates satellite KXLT, Rochester, MN)

Network Service: None, independent.

Grantee: KXLI Acquisition L.P., 22727 176th St., Big Lake, MN 55309.

Studio: 22727 176th St., Big Lake, MN 55309.

Telephone: 612-263-8666. Fax: 612-263-6600.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: Circularly polarized, 1470-ft. above av. terrain, 1499-ft. above ground, 2449-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 45° | 23' | 00" |
| Longitude | 93° | 42' | 30" |

Transmitter: 3.7-mi. NE of Big Lake.

Ownership: KXLI Acquisition L.P. (Group Owner).

Began Operation: November 24, 1982; suspended operation December 15, 1988.
Returned to air September 29, 1990.

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

Personnel:

Mariana Reid, General Manager.
Rebecca Mix, General Sales Manager & Program Director.
Larry Entner, Chief Engineer.

Highest 30 Sec. Rate: \$50.

Arbitron Data: Not available.



City of License: St. Cloud. ADI: Minneapolis-St. Paul. Rank: 14.

Minnesota—Thief River Falls

KBRR

Ch. 10

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Telephone: 701-277-1515. **TWX:** 510-600-6414. **Fax:** 701-277-1830.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 123-kw max. visual, 12.3-kw max. aural. Antenna: 596-ft. above av. terrain, 499-ft. above ground, 1640-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 48° | 01' | 19" |
| Longitude | 96° | 22' | 12" |

Transmitter: 227-ft. NE of intersection of Hwys. 3 & 12, W of St. Hilaire, MN.

Multichannel TV Sound: Stereo only.

News Service: Fox News.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: October 25, 1985.

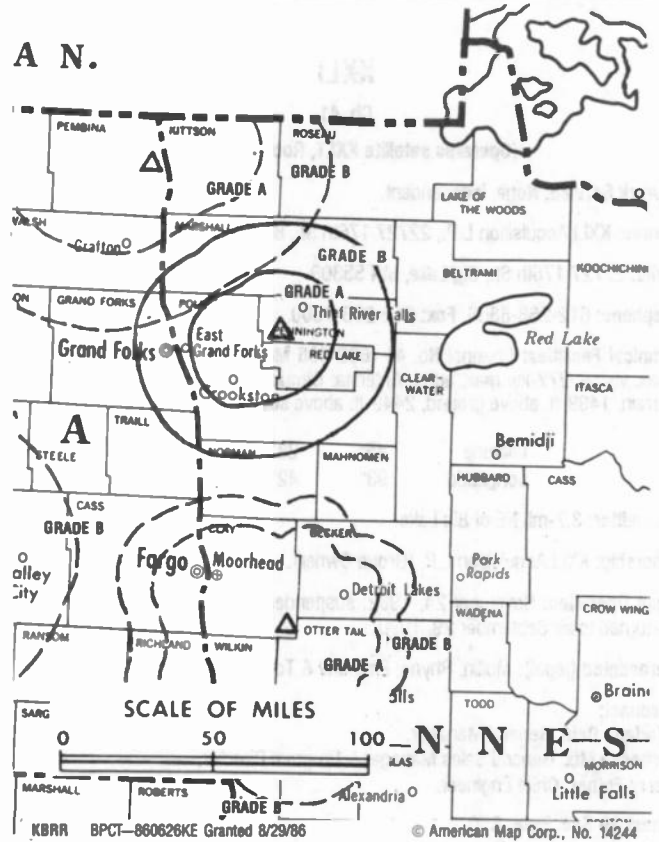
Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel: See KVRR(TV), Fargo, ND.

Rates: On request.



Arbkr Data: Included with KVRR, Fargo, ND.

City of License: Thief River Falls. **ADI:** Fargo. **Rank:** 109.

Minnesota—Walker

KCCW-TV

Ch. 12

(Satellite of KCCO-TV, Alexandria, MN)

Network Service: CBS.

Licensee: Midwest Communications Inc., 720 Hawthorne St., Alexandria, MN 56308.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166. TWX: 910-578-0003. Fax: 612-763-4991.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 933-ft. above av. terrain, 999-ft. above ground, 2383-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 46° | 56' | 03" |
| Longitude | 94° | 27' | 25" |

Transmitter: 3-mi. E of Hackensack.

Satellite Earth Station: Satellite Video Systems, 4.5-meter C-band; Scientific-Atlanta receivers.

News Services: AP, UPI.

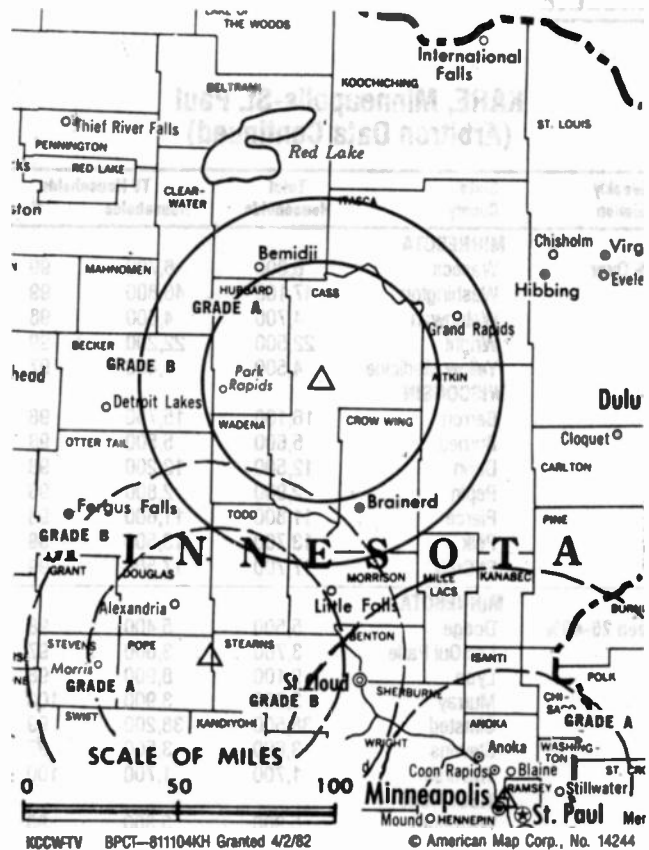
Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: January 1, 1964. Sale to present owner approved by FCC Oct. 15, 1987 (Television Digest, Vol. 26:45; 27:43).

Represented (sales): TeleRep Inc.

Personnel:

Bob McGann, General Manager.
 Ken Rees, Station Manager.
 Kevin Cuddihy, General Sales Manager.
 Mark Proudfoot, Local Sales Manager.
 Wayne Quernemoen, Chief Engineer.
 Greg Keck, Business Manager.



Rates: Sold in combination with KCCO-TV, Alexandria, MN.

Arbitron Data: Not available.

City of License: Walker. ADI: Minneapolis-St. Paul. Rank: 14.

Minnesota

KARE, Minneapolis-St. Paul (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Waseca | 6,800 | 6,700 | 99 |
| | Washington | 47,100 | 46,800 | 99 |
| | Watsonwan | 4,700 | 4,600 | 98 |
| | Wright | 22,500 | 22,200 | 99 |
| | Yellow Medicine | 4,500 | 4,400 | 97 |
| | WISCONSIN | | | |
| | Barron | 16,100 | 15,700 | 98 |
| | Burnett | 5,600 | 5,500 | 98 |
| | Dunn | 12,500 | 12,200 | 98 |
| Pepin | 2,900 | 2,800 | 96 | |
| Pierce | 11,800 | 11,600 | 98 | |
| Polk | 13,700 | 13,500 | 99 | |
| St Croix | 17,700 | 17,500 | 99 | |
| Between 25-49% | MINNESOTA | | | |
| | Dodge | 5,500 | 5,400 | 98 |
| | Lac Qui Parle | 3,700 | 3,600 | 97 |
| | Lyon | 9,100 | 8,900 | 98 |
| | Murray | 3,900 | 3,900 | 100 |
| | Olmsted | 38,500 | 38,200 | 99 |
| | Stevens | 3,600 | 3,500 | 97 |
| | Traverse | 1,700 | 1,700 | 100 |
| | WISCONSIN | | | |
| | Washburn | 5,900 | 5,800 | 98 |
| Between 5-24% | MINNESOTA | | | |
| | Altkin | 5,500 | 5,400 | 98 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Grant | 2,600 | 2,600 | 100 |
| | Lincoln | 2,800 | 2,800 | 100 |
| | Wadena | 5,000 | 4,800 | 96 |
| | SOUTH DAKOTA | | | |
| | Grant | 3,200 | 3,100 | 97 |
| | WISCONSIN | | | |
| | Buffalo | 5,600 | 5,500 | 98 |
| Chippewa | 19,500 | 19,200 | 98 | |
| Rusk | 5,900 | 5,800 | 98 | |

KITN-TV, Minneapolis-St. Paul (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|-----|
| Between 5-24% | MINNESOTA | | | |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Dodge | 5,500 | 5,400 | 98 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Fillmore | 7,700 | 7,600 | 99 |
| | Freeborn | 13,400 | 13,300 | 99 |
| | Jackson | 4,700 | 4,600 | 98 |
| | Kanabec | 4,800 | 4,700 | 98 |
| | Lincoln | 2,800 | 2,800 | 100 |
| | Meeker | 8,000 | 7,900 | 99 |
| | Morrison | 10,600 | 10,400 | 98 |
| | Murray | 3,900 | 3,900 | 100 |
| | Pine | 7,700 | 7,600 | 99 |
| | Traverse | 1,700 | 1,700 | 100 |
| | Wabasha | 7,700 | 7,600 | 99 |
| | WISCONSIN | | | |
| | Barron | 16,100 | 15,700 | 98 |
| | Buffalo | 5,600 | 5,500 | 98 |
| | Burnett | 5,600 | 5,500 | 98 |
| | Pepin | 2,900 | 2,800 | 96 |

KMSP-TV, Minneapolis-St. Paul (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Wabasha | 7,700 | 7,600 | 99 |
| | Waseca | 6,800 | 6,700 | 99 |
| | Washington | 47,100 | 46,800 | 99 |
| | Watsonwan | 4,700 | 4,600 | 98 |
| | Wilkin | 2,800 | 2,800 | 100 |
| | Wright | 22,500 | 22,200 | 99 |
| | Yellow Medicine | 4,500 | 4,400 | 97 |
| | WISCONSIN | | | |
| | Barron | 16,100 | 15,700 | 98 |
| Burnett | 5,600 | 5,500 | 98 | |
| Dunn | 12,500 | 12,200 | 98 | |
| Pepin | 2,900 | 2,800 | 96 | |
| Pierce | 11,800 | 11,600 | 98 | |
| Polk | 13,700 | 13,500 | 99 | |
| St Croix | 17,700 | 17,500 | 99 | |
| Between 25-49% | IOWA | | | |
| | Emmet | 4,700 | 4,600 | 98 |
| | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Cottonwood | 5,200 | 5,000 | 96 |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Itasca | 16,400 | 16,100 | 98 |
| | Lac Qui Parle | 3,700 | 3,600 | 97 |
| | Lake | 4,200 | 4,200 | 100 |
| Lyon | 9,100 | 8,900 | 98 | |
| Otter Tail | 20,100 | 19,700 | 98 | |
| Pennington | 5,600 | 5,500 | 98 | |
| Rock | 3,800 | 3,800 | 100 | |
| St Louis | 77,900 | 77,100 | 99 | |
| NORTH DAKOTA | | | | |
| Grand Forks | 25,200 | 25,000 | 99 | |
| SOUTH DAKOTA | | | | |
| Codington | 8,900 | 8,800 | 99 | |
| Grant | 3,200 | 3,100 | 97 | |
| WISCONSIN | | | | |
| Chippewa | 19,500 | 19,200 | 98 | |
| Eau Claire | 32,500 | 32,000 | 98 | |
| Washburn | 5,900 | 5,800 | 98 | |
| Between 5-24% | IOWA | | | |
| | Kossuth | 7,700 | 7,600 | 99 |
| | MINNESOTA | | | |
| | Altkin | 5,500 | 5,400 | 98 |
| | Becker | 11,400 | 11,200 | 98 |
| | Carlton | 10,800 | 10,700 | 99 |
| | Cass | 8,300 | 8,000 | 96 |
| | Clay | 17,200 | 17,100 | 99 |
| | Freeborn | 13,400 | 13,300 | 99 |
| | Grant | 2,600 | 2,600 | 100 |
| | Hubbard | 6,000 | 5,800 | 97 |
| | Lake Of The Woods | 1,500 | 1,400 | 93 |
| | Lincoln | 2,800 | 2,800 | 100 |
| | Marshall | 4,500 | 4,400 | 98 |
| | Mower | 14,800 | 14,700 | 99 |
| | Murray | 3,900 | 3,900 | 100 |
| | Nobles | 7,600 | 7,500 | 99 |
| | Pipestone | 4,300 | 4,300 | 99 |
| | Polk | 12,500 | 12,300 | 98 |
| | Roseau | 5,100 | 4,800 | 94 |
| | Wadena | 5,000 | 4,800 | 96 |
| | NORTH DAKOTA | | | |
| Richland | 7,100 | 7,000 | 99 | |
| SOUTH DAKOTA | | | | |
| Brookings | 8,900 | 8,800 | 99 | |
| Deuel | 1,800 | 1,800 | 100 | |

Minnesota

KMSP-TV—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|----|
| Between 5-24% | SOUTH DAKOTA | | | |
| | Roberts | 3,800 | 3,700 | 97 |
| | WISCONSIN | | | |
| | Buffalo | 5,600 | 5,500 | 98 |
| | Douglas | 16,600 | 16,400 | 99 |
| | Rusk | 5,900 | 5,800 | 98 |
| | Sawyer | 5,800 | 5,600 | 97 |

KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Washington | 47,100 | 46,800 | 99 |
| | Watsonwan | 4,700 | 4,600 | 98 |
| | Wright | 22,500 | 22,200 | 99 |
| | Yellow Medicine | 4,500 | 4,400 | 97 |
| | WISCONSIN | | | |
| | Barron | 16,100 | 15,700 | 98 |
| | Burnett | 5,600 | 5,500 | 98 |
| | Dunn | 12,500 | 12,200 | 98 |
| | Pepin | 2,900 | 2,800 | 96 |
| | Pierce | 11,800 | 11,600 | 98 |
| Between 25-49% | MINNESOTA | | | |
| | Aitkin | 5,500 | 5,400 | 98 |
| | Cass | 8,300 | 8,000 | 96 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Grant | 2,600 | 2,600 | 100 |
| | Nobles | 7,600 | 7,500 | 99 |
| | Olmsted | 38,500 | 38,200 | 99 |
| | Otter Tail | 20,100 | 19,700 | 98 |
| | Wilkin | 2,800 | 2,800 | 100 |
| | Winona | 16,300 | 16,100 | 98 |
| | SOUTH DAKOTA | | | |
| Grant | 3,200 | 3,100 | 97 | |
| Between 5-24% | IOWA | | | |
| | Kossuth | 7,700 | 7,600 | 99 |
| | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Fillmore | 7,700 | 7,600 | 99 |
| | Lincoln | 2,800 | 2,800 | 100 |
| | Murray | 3,900 | 3,900 | 100 |
| | Pipestone | 4,300 | 4,300 | 99 |
| | Rock | 3,800 | 3,800 | 100 |
| | NORTH DAKOTA | | | |
| | Richland | 7,100 | 7,000 | 99 |
| WISCONSIN | | | | |
| Buffalo | 5,600 | 5,500 | 98 | |

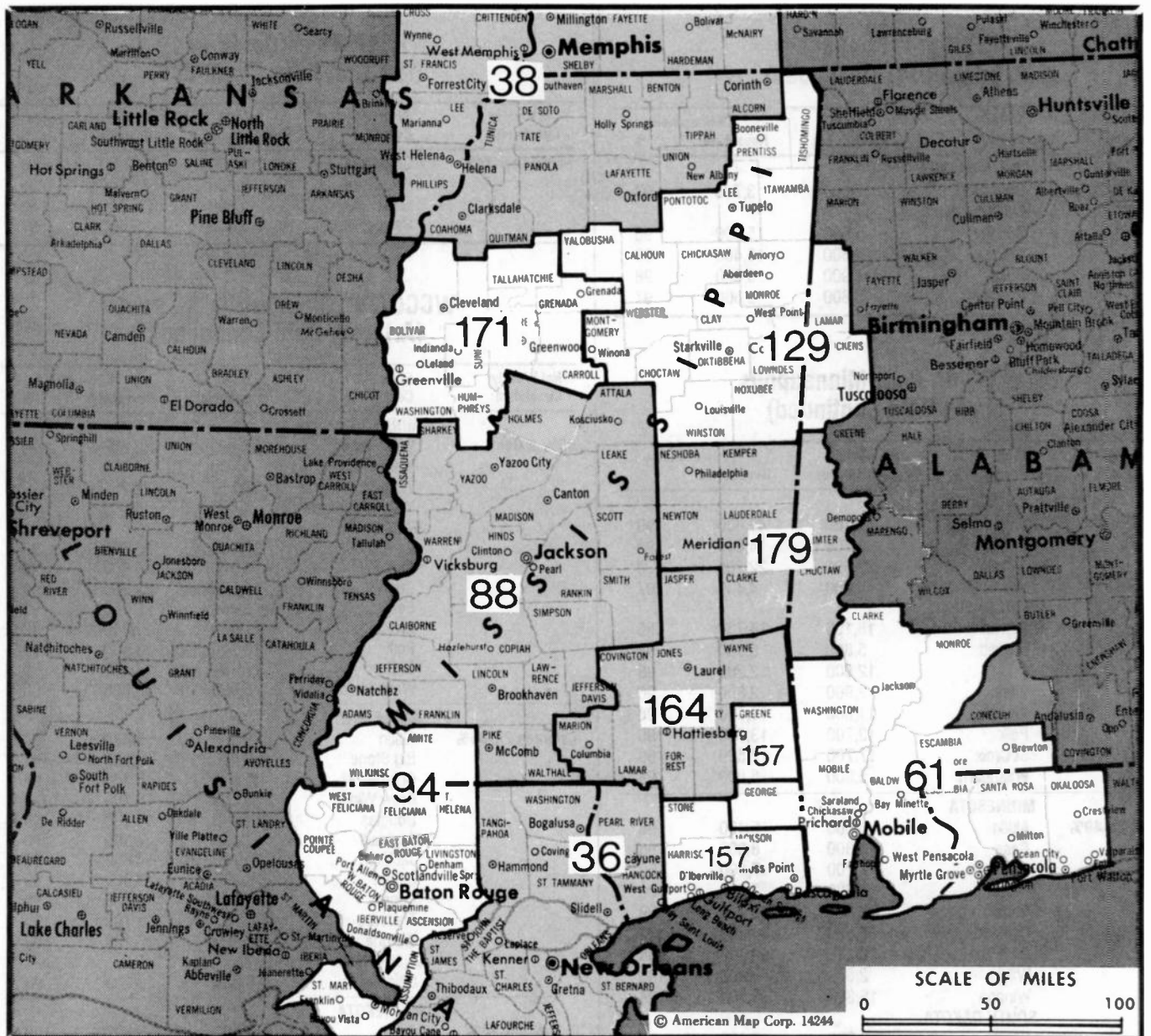
KSTP-TV—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24% | Chippewa | 19,500 | 19,200 | 98 |
| | Eau Claire | 32,500 | 32,000 | 98 |
| | Rusk | 5,900 | 5,800 | 98 |
| | Sawyer | 5,800 | 5,600 | 97 |

WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Washington | 47,100 | 46,800 | 99 |
| | Watsonwan | 4,700 | 4,600 | 98 |
| | Wright | 22,500 | 22,200 | 99 |
| | Yellow Medicine | 4,500 | 4,400 | 97 |
| | WISCONSIN | | | |
| | Barron | 16,100 | 15,700 | 98 |
| | Burnett | 5,600 | 5,500 | 98 |
| | Dunn | 12,500 | 12,200 | 98 |
| | Pepin | 2,900 | 2,800 | 96 |
| | Pierce | 11,800 | 11,600 | 98 |
| Between 25-49% | MINNESOTA | | | |
| | Aitkin | 5,500 | 5,400 | 98 |
| | Big Stone | 2,800 | 2,800 | 100 |
| | Chippewa | 5,500 | 5,400 | 98 |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Faribault | 7,200 | 7,100 | 99 |
| | Jackson | 4,700 | 4,600 | 98 |
| | Martin | 9,400 | 9,300 | 99 |
| | Pope | 4,700 | 4,600 | 98 |
| | Traverse | 1,700 | 1,700 | 100 |
| Winona | 16,300 | 16,100 | 98 | |
| WISCONSIN | | | | |
| Chippewa | 19,500 | 19,200 | 98 | |
| Between 5-24% | MINNESOTA | | | |
| | Grant | 2,600 | 2,600 | 100 |
| | Lincoln | 2,800 | 2,800 | 100 |
| | Murray | 3,900 | 3,900 | 100 |
| | Nobles | 7,600 | 7,500 | 99 |
| | Pipestone | 4,300 | 4,300 | 99 |
| | Rock | 3,800 | 3,800 | 100 |
| | Stevens | 3,600 | 3,500 | 97 |
| | SOUTH DAKOTA | | | |
| | Brookings | 8,900 | 8,800 | 99 |
| | Grant | 3,200 | 3,100 | 97 |
| WISCONSIN | | | | |
| Buffalo | 5,600 | 5,500 | 98 | |
| Eau Claire | 32,500 | 32,000 | 98 | |
| Rusk | 5,900 | 5,800 | 98 | |
| Sawyer | 5,800 | 5,600 | 97 | |

Mississippi



| Market | ADDITIONAL TV Households | Market Area Commercial TV Stations |
|--------------------------------|--------------------------|------------------------------------|
| New Orleans, LA | 641,700 | 36 |
| Memphis, TN | 609,600 | 36 |
| Mobile, AL-Pensacola, FL | 419,000 | 61 |
| Jackson, MS | 293,500 | 88 |
| Baton Rouge, LA | 254,100 | 94 |
| Columbus-Tupelo, MS | 165,100 | 129 |
| Biloxi-Gulfport-Pascagoula, MS | 11,530 | 157 |
| Laurel-Hattiesburg, MS | 91,000 | 164 |
| Greenwood-Greenville, MS | 82,500 | 171 |
| Meridian, MS | 66,500 | 179 |

WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
 WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
 WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPXI (15)
 WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3)
 WAFB (9), WBRZ (2), WGMB (44), WVLA (33)
 WCBI-TV (4), WLOV-TV (27), WTVA (9)
 WLOX-TV (13), WXXV-TV (25)
 WDAM-TV (7), WHLT (22)
 WABG-TV (6), WXVT (15)
 WGBC (30), WTOK-TV (11), WTZH (24)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|----------------------|---------------------|
| WXXV-TV, Biloxi | See Gulfport MS |
| WLOV-TV, Columbus | See Tupelo, MS |
| WTVA, Columbus | See Tupelo, MS |
| WDAM-TV, Hattiesburg | See Laurel, MS |
| WHLT, Laurel | See Hattiesburg, MS |

Mississippi Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 8 | 9 | 17 |
| Educational Television Stations | 2 | 6 | 8 |
| | 10 | 15 | 25 |

Mississippi—Biloxi-Gulfport-Pascagoula

WLOX-TV

Ch. 13

Network Service: ABC.

Licensee: WLOX Television Inc., Box 4596, West Biloxi Station, Biloxi, MS 39535-4596.

Studio: 208 Debuys Rd., Biloxi, MS 39535.

Mailing Address: Box 4596, West Biloxi Station, Biloxi, MS 39535-4596.

Telephone: 601-896-1313. TWX: 510-997-1090. Fax: 601-385-1303.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"
Longitude 89° 05' 29"

Transmitter: 3-mi. NE of McHenry, MS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Corn, Microdyne receivers.

SNG Mobile Dish: RSI, 2.4-meter Ku-band.

News Services: ABC, AP, NWS.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: September 15, 1962.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

John Hash, President.
Leon D. Long, Vice President & General Manager.
David Vincent, Vice President & News Director.
Bobby Edwards, General Sales Manager.
Ralph Caudill, National Sales Manager.
Darlene Duffano, Program Director.
Van Williams, Promotion Director.
Gene Faucett, Business Manager.
James S. Fleming, Chief Engineer.

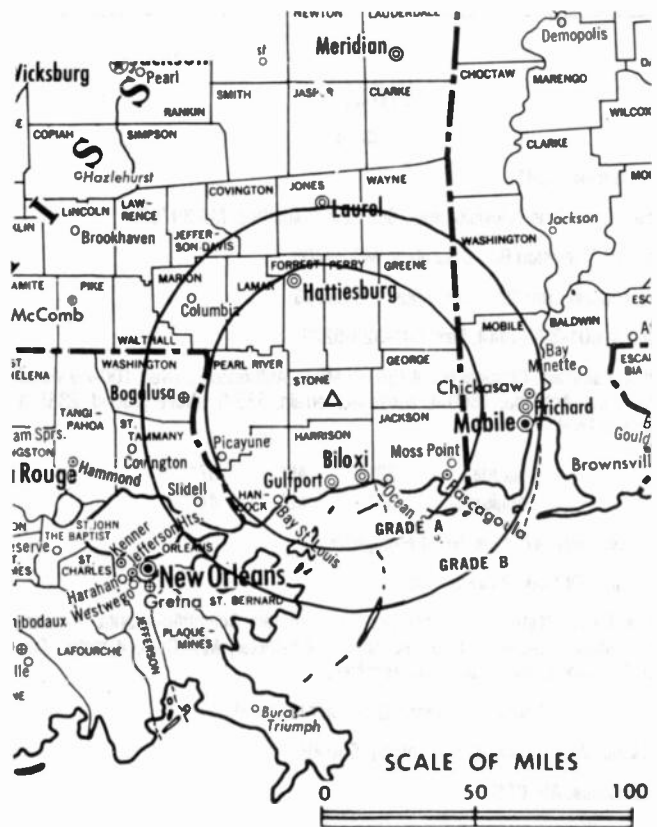
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$550.

City of License: Biloxi. ADI: Biloxi-Gulfport-Pascagoula. Rank: 157.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MISSISSIPPI | | | |
| | Forrest | 26,300 | 26,100 | 99 |
| | George | 5,800 | 5,800 | 100 |
| | Greene | 3,300 | 3,200 | 97 |
| | Hancock | 12,600 | 12,500 | 99 |



WLOX-TV BMPCT-5991 Granted 7/31/64

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|-----------|
| 50% & Over | Harrison | 63,200 | 62,900 | 99 |
| | Jackson | 45,900 | 45,600 | 99 |
| | Jones | 23,600 | 23,400 | 99 |
| | Lamar | 10,200 | 10,100 | 99 |
| | Marion | 9,300 | 9,200 | 99 |
| | Pearl River | 14,500 | 14,400 | 99 |
| | Perry | 3,500 | 3,500 | 100 |
| | Stone | 3,700 | 3,700 | 100 |
| | Walthall | 5,000 | 4,900 | 98 |
| | Between 25-49% | MISSISSIPPI | | |
| Covington | | 6,200 | 6,100 | 98 |
| Wayne | | 7,000 | 6,900 | 99 |
| Between 5-24% | ALABAMA | | | |
| | Mobile | 145,800 | 145,100 | 100 |
| | Washington | 5,800 | 5,700 | 98 |
| | LOUISIANA | | | |
| | Washington | 17,100 | 16,800 | 98 |
| MISSISSIPPI | Jasper | 6,000 | 5,900 | 98 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Pike | 13,800 | 13,600 | 99 |
| | Station Totals | 433,400 | 430,100 | 99 |
| Net Weekly Circulation (1991) | | | 198,800 | |
| Average Daily Circulation (1991) | | | 121,400 | |

Mississippi—Columbus

WCBI-TV

Ch. 4

Network Service: CBS.

Licensee: Columbus Television Inc., Box 271, Columbus, MS 39703.

Studio: 327 Television Rd., Columbus, MS 39703.

Mailing Address: Box 271, Columbus, MS 39703.

Telephone: 601-327-4444. Fax: 601-328-5222.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1800-ft. above av. terrain, 535-ft. above ground, 2335-ft. above sea level.

Latitude 33° 45' 07"
Longitude 88° 52' 44"

Transmitter: Hwy. 47, 4-mi. NE of Montpelier.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster, 7-meter; Scientific-Atlanta, 7-meter; ChannelMaster, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, 4-meter; Gardiner, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Radiator Systems, 2.8-meter Ku-band.

AM Affiliate: WCBI, 1-kw (0.5-kw night), 550 kHz.

News Services: AP, CBS.

Ownership: Birney Imes Jr. & Family (Group Owner).

Began Operation: July 13, 1956.

Represented (sales): Seitel Inc.

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

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

Personnel:

- Stan Siegal, Group Manager.
- Frank Imes, General Manager.
- Mark Gordon, Local Sales Manager.
- Jeffery Rupp, News Director.
- Tom Ford, Chief Engineer.
- Vallory Williamson, Business Manager.

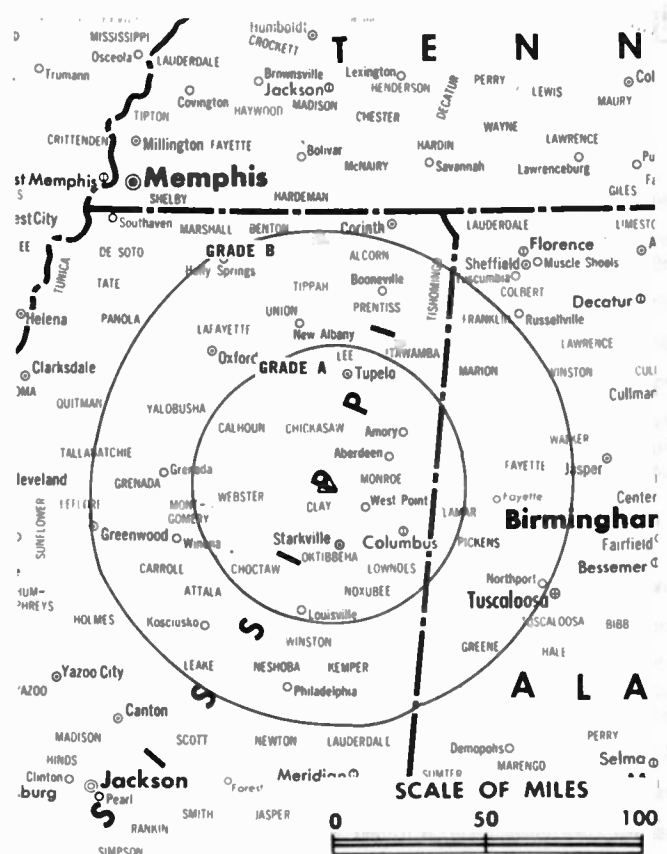
Highest 30 Sec. Rate: \$475.

NETWORK BASE HOURLY RATE: \$1082.

City of License: Columbus. ADI: Columbus-Tupelo. Rank: 129.

Total Households: CSMI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|-----|
| 50% & Over | ALABAMA | | | |
| | Greene | 3,700 | 3,600 | 97 |
| | Lamar | 6,400 | 6,300 | 98 |
| | Pickens | 7,300 | 7,200 | 99 |
| | MISSISSIPPI | | | |
| | Calhoun | 5,700 | 5,600 | 98 |
| | Chickasaw | 6,500 | 6,400 | 98 |
| | Choctaw | 3,200 | 3,200 | 100 |
| | Clay | 7,600 | 7,500 | 99 |
| | Itawamba | 8,000 | 7,900 | 99 |
| | Kemper | 3,500 | 3,400 | 97 |
| | Lee | 25,400 | 25,200 | 99 |
| | Lowndes | 22,100 | 21,900 | 99 |
| | Monroe | 13,100 | 13,000 | 99 |



WCBI-TV BPCT-840723KS Granted 1/30/85

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|----------------|-----------|
| 50% & Over | Noxubee | 4,100 | 4,000 | 98 |
| | Oktibbeha | 12,400 | 12,200 | 98 |
| | Pontotoc | 8,700 | 8,600 | 99 |
| | Prentiss | 9,400 | 9,300 | 99 |
| | Tishomingo | 7,200 | 7,100 | 99 |
| | Union | 9,000 | 8,900 | 99 |
| | Webster | 3,700 | 3,600 | 97 |
| | Winston | 7,000 | 6,900 | 99 |
| | Yalobusha | 5,100 | 5,000 | 98 |
| | Between 25-49% | ALABAMA | | |
| Fayette | | 7,300 | 7,200 | 99 |
| Marion | | 12,300 | 12,200 | 99 |
| Sumter | | 5,300 | 5,200 | 98 |
| MISSISSIPPI | | | | |
| Attala | | 7,200 | 7,100 | 99 |
| Lafayette | | 11,500 | 11,400 | 99 |
| Between 5-24% | ALABAMA | | | |
| | Franklin | 11,300 | 11,200 | 99 |
| | Marengo | 8,700 | 8,600 | 99 |
| | MISSISSIPPI | | | |
| | Alcorn | 13,300 | 13,200 | 99 |
| | Carroll | 3,400 | 3,300 | 97 |
| | Grenada | 7,000 | 6,900 | 99 |
| | Leake | 6,900 | 6,800 | 99 |
| | Newton | 7,700 | 7,600 | 99 |
| | Quitman | 3,900 | 3,800 | 97 |
| Station Totals | | 311,400 | 307,400 | 99 |
| Net Weekly Circulation (1991) | | | 181,600 | |
| Average Daily Circulation (1991) | | | 109,100 | |

Mississippi—Greenville

WXVT

Ch. 15

Network Service: CBS.

Licensee: Greenville Television Inc., 208 Debuys Rd., Biloxi, MS 39535.

Studio: 3015 E. Reed Rd., Greenville, MS 38703.

Telephone: 601-334-1500. Fax: 601-378-8122.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.00"
Longitude 90° 42' 17.50"

Transmitter: 4.9-mi. SSE of Cleveland, MS.

Satellite Earth Stations: ADM, 5.5-meter; DH Satellite, 5-meter; Harris, 3-meter; RCA, 3-meter.

News Services: AP, CBS, Group W Newsfeed, Sports News Satellite.

Ownership: Greenville Television Inc.

Began Operation: November 7, 1980. Sale to Lamco Communications by Big River Broadcasting Co. approved by FCC March 5, 1984. Sale to present owners approved Aug. 28, 1991.

Represented (sales): Seitel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Larry Harris, General Manager.
- Stan Sandroni, News Director.
- Gina Smith, Program Director.
- David Mitchell, Promotion Director.
- Robbin Morgan, Business Manager.
- Pete Sparks, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$263.

City of License: Greenville. ADI: Greenwood-Greenville. Rank: 171.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Chicot | 5,600 | 5,400 | 96 |
| | MISSISSIPPI | | | |
| | Bolivar | 14,500 | 14,200 | 98 |
| | Coahoma | 12,400 | 12,200 | 98 |
| | Humphreys | 4,500 | 4,400 | 98 |
| | Leflore | 14,000 | 13,800 | 99 |
| | Sunflower | 10,900 | 10,700 | 98 |
| | Tallahatchie | 5,500 | 5,400 | 98 |
| | Washington | 24,100 | 23,800 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|-----------|
| Between 25-49% | ARKANSAS | | | |
| | Desha | 6,500 | 6,400 | 98 |
| | MISSISSIPPI | | | |
| | Carroll | 3,400 | 3,300 | 97 |
| Between 5-24% | Grenada | 7,000 | 6,900 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| | MISSISSIPPI | | | |
| | Holmes | 7,600 | 7,500 | 99 |
| | Issaquena | 800 | 800 | 100 |
| Station Totals | Quitman | 3,900 | 3,800 | 97 |
| | Tunica | 3,000 | 3,000 | 100 |
| | Yalobusha | 5,100 | 5,000 | 98 |
| | Station Totals | 133,200 | 130,900 | 98 |
| Net Weekly Circulation (1991) | | | 81,000 | |
| Average Daily Circulation (1991) | | | 48,600 | |

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202-872-9200

Mississippi—Greenwood-Greenville

WABG-TV

Ch. 6

Network Service: ABC.

Licensee: Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

Studios: 849 Washington Ave., Box 1243, Greenville, MS 38701; Box 720, Greenwood, MS 38930.

Telephones: 601-332-0949, Greenville; 601-453-4001, Greenwood.

TWX: 810-966-0022. Fax: 601-334-6420.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 33° 22' 23"
Longitude 90° 32' 31"

Transmitter: 2.3-mi. NE of city limits, near Inverness, MS.

Satellite Earth Stations: 2 in operation.

AM Affiliate: WABG, 1-kw (0.5-kw night), 960 kHz.

News Services: AP, ABC, CNN.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: October 20, 1959.

Represented (sales): Katz Television.

Personnel:

Cy N. Bahakel, President.
Jim Chick, General Manager.
Randy Swan, Station Manager, Greenwood & News Director.
Brian Skinner, Operations Manager.
Brad LeBrun, Chief Engineer.
Kathy Boswell, Program & Promotion Director.
Nancy Meek, Office Manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

City of License: Greenwood. ADI: Greenwood-Greenville. Rank: 171.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | ARKANSAS | | | |
| | Chicot | 5,600 | 5,400 | 96 |
| | MISSISSIPPI | | | |
| | Attala | 7,200 | 7,100 | 99 |
| | Bolivar | 14,500 | 14,200 | 98 |
| | Carroll | 3,400 | 3,300 | 97 |
| | Coahoma | 12,400 | 12,200 | 98 |
| | Grenada | 7,000 | 6,900 | 99 |
| | Holmes | 7,600 | 7,500 | 99 |
| | Humphreys | 4,500 | 4,400 | 98 |
| | Issaquena | 800 | 800 | 100 |
| | Leflore | 14,000 | 13,800 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| | Quitman | 3,900 | 3,800 | 97 |



WABG-TV BPCT-800303KC Granted 10/10/80

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| 50% & Over | Sharkey | 2,200 | 2,200 | 100 |
| | Sunflower | 10,900 | 10,700 | 98 |
| | Tallahatchie | 5,500 | 5,400 | 98 |
| | Washington | 24,100 | 23,800 | 99 |
| | Yalobusha | 5,100 | 5,000 | 98 |
| | Yazoo | 9,600 | 9,500 | 99 |
| Between 25-49% | LOUISIANA | | | |
| | East Carroll | 3,700 | 3,600 | 97 |
| | West Carroll | 4,700 | 4,600 | 98 |
| Between 5-24% | ARKANSAS | | | |
| | Ashley | 9,400 | 9,200 | 98 |
| | Desha | 6,500 | 6,400 | 98 |
| | LOUISIANA | | | |
| | Madison | 5,800 | 5,700 | 98 |
| | MISSISSIPPI | | | |
| | Calhoun | 5,700 | 5,600 | 98 |
| | Choctaw | 3,200 | 3,200 | 100 |
| | Leake | 6,900 | 6,800 | 99 |
| | Newton | 7,700 | 7,600 | 99 |
| | Panola | 10,400 | 10,300 | 99 |
| | Tunica | 3,000 | 3,000 | 100 |
| | Warren | 19,200 | 19,000 | 99 |
| Webster | 3,700 | 3,600 | 97 | |
| Winston | 7,000 | 6,900 | 99 | |
| Station Totals | | 239,600 | 235,800 | 98 |
| Net Weekly Circulation (1991) | | | | 126,800 |
| Average Daily Circulation (1991) | | | | 77,400 |

Mississippi—Gulfport

WXXV-TV

Ch. 25

Network Service: Fox.

Licensee: Prime Cities Broadcasters of Mississippi, Box 2500, Gulfport, MS 39505.

Studio: Hwy. 49 N, Gulfport, MS 39505.

Mailing Address: Box 2500, Gulfport, MS 39505.

Telephone: 601-832-2525. TWX: 910-240-8412. Fax: 601-832-4442.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 1600-ft. above av. terrain, 1540-ft. above ground, 1780-ft. above sea level.

Latitude 30° 44' 48"
Longitude 89° 03' 30"

Transmitter: 4.7-mi. NE of McHenry.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter C-band; Pinzone receivers.

Ownership: Prime Cities Bcstrs. Corp. of Mississippi.

Began Operation: February 14, 1987. Sale to present owners approved by FCC May 1, 1991. Sale to AmSouth Realty Inc. by Gulf Coast TV Ltd. approved Dec. 8, 1989.

Represented (sales): Blair Television.

Represented (legal): Cordon & Kelly.

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

Personnel:

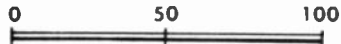
- William Ritchie, General Manager.
- Jim Stunkard, General Sales Manager.
- Curt Mabry, Promotion Director.
- Kathy Hayes, Program Director.
- Ray Luke, Chief Engineer.
- Donna Smith, Business Manager.

Highest 30 Sec. Rate: \$325.

City of License: Gulfport. ADI: Biloxi-Gulfport-Pascagoula. Rank: 157.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|-----|
| 50% & Over | MISSISSIPPI | | | |
| | Forrest | 26,300 | 26,100 | 99 |
| | Harrison | 63,200 | 62,900 | 99 |
| | Jackson | 45,900 | 45,600 | 99 |
| | Perry | 3,500 | 3,500 | 100 |
| | Stone | 3,700 | 3,700 | 100 |



WXXV-TV BMPCT—840824KJ Granted 2/28/85 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|----------------|-----------|
| Between 25-49% | MISSISSIPPI | | | |
| | George | 5,800 | 5,800 | 100 |
| | Greene | 3,300 | 3,200 | 97 |
| | Hancock | 12,600 | 12,500 | 99 |
| | Jones | 23,600 | 23,400 | 99 |
| | Lamar | 10,200 | 10,100 | 99 |
| | Pearl River | 14,500 | 14,400 | 99 |
| | Walthall | 5,000 | 4,900 | 98 |
| Between 5-24% | ALABAMA | | | |
| | Washington | 5,800 | 5,700 | 98 |
| | MISSISSIPPI | | | |
| | Covington | 6,200 | 6,100 | 98 |
| | Jasper | 6,000 | 5,900 | 98 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Marion | 9,300 | 9,200 | 99 |
| | Wayne | 7,000 | 6,900 | 99 |
| Station Totals | | 256,700 | 254,600 | 99 |
| Net Weekly Circulation (1991) | | | 120,400 | |
| Average Daily Circulation (1991) | | | 48,700 | |

Mississippi—Hattiesburg-Laurel

WHLT

Ch. 22

(Satellite of WJTV, Jackson, MS)

Network Service: CBS.

Licensee: Broadcasters of Mississippi Inc., Box 8887, Jackson, MS 39204.

Studio: 990 Hardy St., Hattiesburg, MS 39401.

Mailing Address: Box 232, Hattiesburg, MS 39401-0232.

Telephone: 601-545-2077.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 800-ft. above av. terrain, 707-ft. above ground, 1017-ft. above sea level.

Latitude 31° 24' 21"

Longitude 89° 14' 35"

Transmitter: 4-mi. NE of Petal on Lynn Ray Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 5-meter C-band.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: January 23, 1987.

Represented (sales): Blair Television.

Personnel:

Randy Cleland, Vice President & General Manager.

Greg Poudevigne, Local Sales Manager.

Walker Johnson, News Director.

Daniel Hamilton, Production Manager.

Highest 30 Sec. Rate: \$250.

City of License: Hattiesburg. ADI: Laurel-Hattiesburg. Rank: 164.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MISSISSIPPI | | | |
| | Covington | 6,200 | 6,100 | 98 |
| | Forrest | 26,300 | 26,100 | 99 |
| | Jones | 23,600 | 23,400 | 99 |
| | Lamar | 10,200 | 10,100 | 99 |
| | Marion | 9,300 | 9,200 | 99 |
| | Perry | 3,500 | 3,500 | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|---------------|
| Between 25-49% | MISSISSIPPI | | | |
| | Jasper | 6,000 | 5,900 | 98 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Walthall | 5,000 | 4,900 | 98 |
| | Wayne | 7,000 | 6,900 | 99 |
| Between 5-24% | MISSISSIPPI | | | |
| | Clarke | 6,500 | 6,400 | 98 |
| | Greene | 3,300 | 3,200 | 97 |
| | Pearl River | 14,500 | 14,400 | 99 |
| | Smith | 5,600 | 5,500 | 98 |
| | Stone | 3,700 | 3,700 | 100 |
| Station Totals | | 135,500 | 134,000 | 99 |
| Net Weekly Circulation (1991) | | | | 67,400 |
| Average Daily Circulation (1991) | | | | 33,200 |

Mississippi—Holly Springs

WBUY

Ch. 40

Network Service: None, independent.

Grantee: Sonlight Bcstg. Systems Inc., 120 Zeigler Circle E, Mobile, AL 36608.

Studio: Box 752344, Memphis, TN 38175.

Telephone: 205-633-2100.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4624-kw max. visual. Antenna: 465-ft. above av. terrain, 468-ft. above ground, 818-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 34° | 59' | 20" |
| Longitude | 89° | 41' | 13" |

Transmitter: 0.43-mi. SSW of Byhalia Rd., at Tennessee border, near Barton.

Ownership: Sonlight Bcstg. Systems Inc. (Group Owner).

Began Operation: September 15, 1991.

Represented (engineering): Charles J. Thompson.

Personnel:

Jay A. Sekulow, Chief Executive Officer.

Ed Gertz, General Manager.

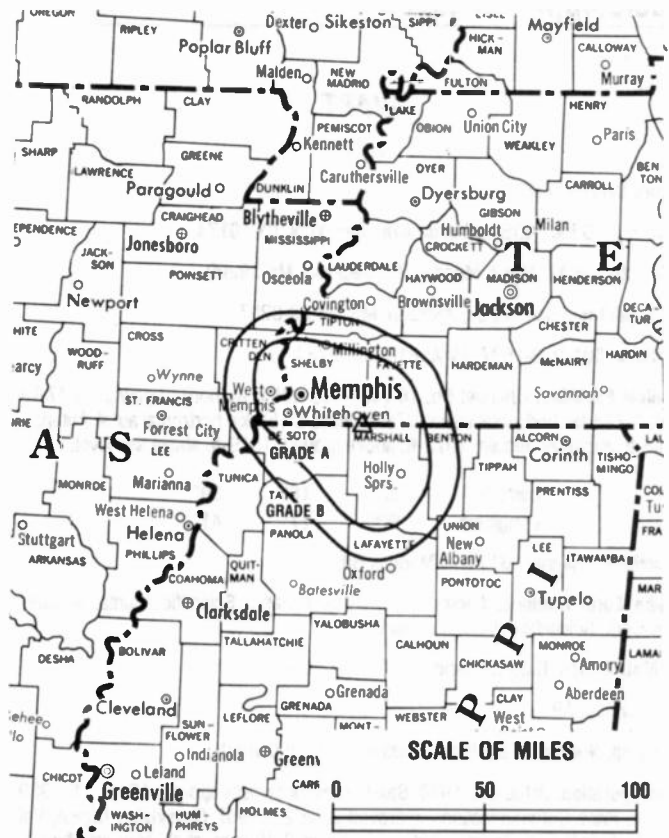
Stuart J. Roth, Director of Operations & Sales Manager.

David Sinks, Chief Engineer.

Jonathan Johnson, Director of Finance.

Rates: On request.

Arbitron Data: Not available.



WBUY BMPCT-901002KO Granted 12/14/90 © American Map Corp., No. 14244

City of License: Holly Springs. ADI: Memphis. Rank: 38.

Mississippi—Jackson

WAPT

Ch. 16

Network Service: ABC.

Licensee: NTG Inc., 405 Lexington Ave., New York, NY 10174.

Studio: Channel 16 Way & Maddox Rd., Jackson, MS 39209.

Mailing Address: Box 10297, Jackson, MS 39289-0297.

Telephone: 601-922-1607. TWX: 810-966-2734.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"
Longitude 90° 17' 41"

Transmitter: Channel 16 Way & Maddox Rd.

Satellite Earth Stations: Microdyne, 4-meter C-band; Scientific-Atlanta, 4-meter; M/A-Corn, Scientific-Atlanta receivers.

SNG Mobile Dish: BMS Ku-band.

News Service: AP.

Ownership: Northstar Television Group Inc. (Group Owner).

Began Operation: October 3, 1970. Sale to present owners approved Sept. 11, 1989. Sale to Price Communications approved June 23, 1987 (Television Digest, Vol. 27:21). Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC March 18, 1979. Sale by American Public Life Insurance Co. to Lewis Hopper, et al. approved by FCC March 18, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Bill Ferrell, General Manager.
- William D. Webb, Station & General Sales Manager.
- Frank Brady, Local Sales Manager.
- Terry Kurtright, News Director.
- Joe Root, Program Director.
- Anna Box, Business Manager.
- Tom Bondurant, Chief Engineer.

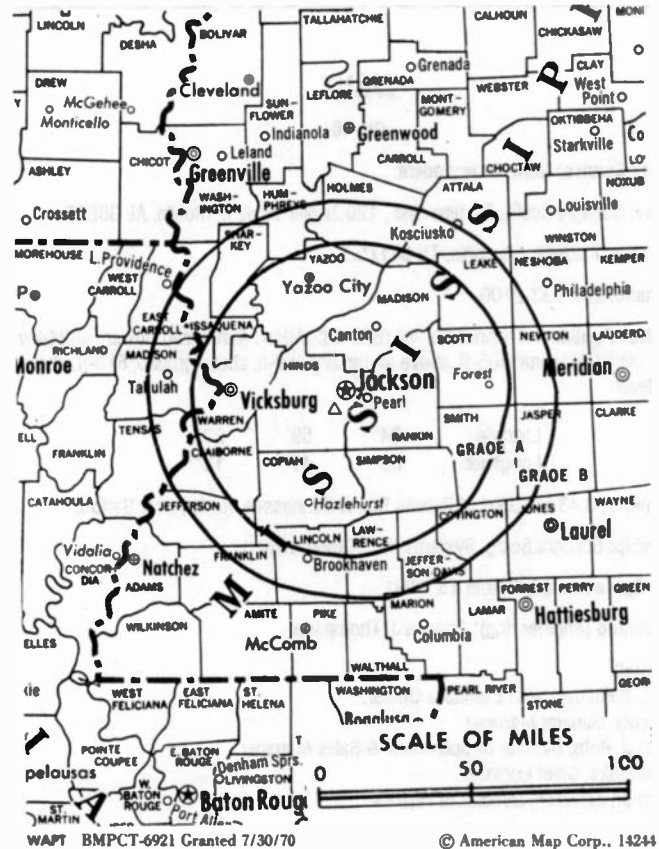
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$400.

City of License: Jackson. ADI: Jackson, MS. Rank: 88.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | LOUISIANA | | | |
| | Madison | 5,800 | 5,700 | 98 |
| | MISSISSIPPI | | | |
| | Clalborne | 3,700 | 3,600 | 97 |
| | Copiah | 9,700 | 9,600 | 99 |
| | Hinds | 96,000 | 95,400 | 99 |
| | Lawrence | 4,700 | 4,600 | 98 |
| | Leake | 6,900 | 6,800 | 99 |
| | Madison | 19,100 | 18,800 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Rankin | 30,700 | 30,400 | 99 |
| | Scott | 9,800 | 9,700 | 99 |
| | Sharkey | 2,200 | 2,200 | 100 |
| | Simpson | 9,000 | 8,900 | 99 |
| | Smith | 5,600 | 5,500 | 98 |
| | Warren | 19,200 | 19,000 | 99 |
| | Yazoo | 9,600 | 9,500 | 99 |
| Between 25-49% | MISSISSIPPI | | | |
| | Adams | 13,800 | 13,600 | 99 |
| | Attala | 7,200 | 7,100 | 99 |
| | Holmes | 7,600 | 7,500 | 99 |
| | Humphreys | 4,500 | 4,400 | 98 |
| | Issaquena | 800 | 800 | 100 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| Between 5-24% | Lincoln | 11,700 | 11,600 | 99 |
| | Pike | 13,800 | 13,600 | 99 |
| | ARKANSAS | | | |
| | Chicot | 5,600 | 5,400 | 96 |
| | LOUISIANA | | | |
| | Concordia | 8,000 | 7,800 | 98 |
| | Tensas | 2,900 | 2,800 | 97 |
| MISSISSIPPI | | | | |
| Covington | 6,200 | 6,100 | 98 | |
| Franklin | 3,200 | 3,100 | 97 | |
| Jasper | 6,000 | 5,900 | 98 | |
| Jefferson | 3,000 | 2,900 | 97 | |
| Newton | 7,700 | 7,600 | 99 | |
| Station Totals | | 338,800 | 334,600 | 99 |
| Net Weekly Circulation (1991) | | | | 210,700 |
| Average Daily Circulation (1991) | | | | 115,100 |

Mississippi—Jackson

WDBD

Ch. 40

Network Service: Fox

Licensee: D & K Broadcast Properties L.P., 7200 Wisconsin Ave., No. 310, Bethesda, MD 20814.

Studio: 7440 Channel 16 Way, Jackson, MS 39209.

Mailing Address: Box 10888, Jackson, MS 39209.

Telephones: 601-922-1234; 301-654-0700.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1050-kw visual, 105-kw aural. Antenna: 1210-ft. above av. terrain, 1078-ft. above ground, 1522-ft. above sea level.

Latitude 32° 16' 53"
Longitude 90° 17' 41"

Transmitter: 1.8-mi. SW of intersection of Hwy. 18 & I-20.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Donatelli & Klein Inc. (Group Owner).

Began Operation: December 27, 1984. Transfer of control of CP from Brenda Harrison to H. Bernard Dixon approved by FCC April 30, 1985. Transfer of control from H. Bernard Dixon to Media Central approved by FCC Nov. 26, 1985. Assignment of license from Media Central to C. Kenneth Still, trustee approved May 10, 1989. Sale to current owner approved by FCC June 22, 1989.

Represented (sales): Seitel Inc.

Personnel:

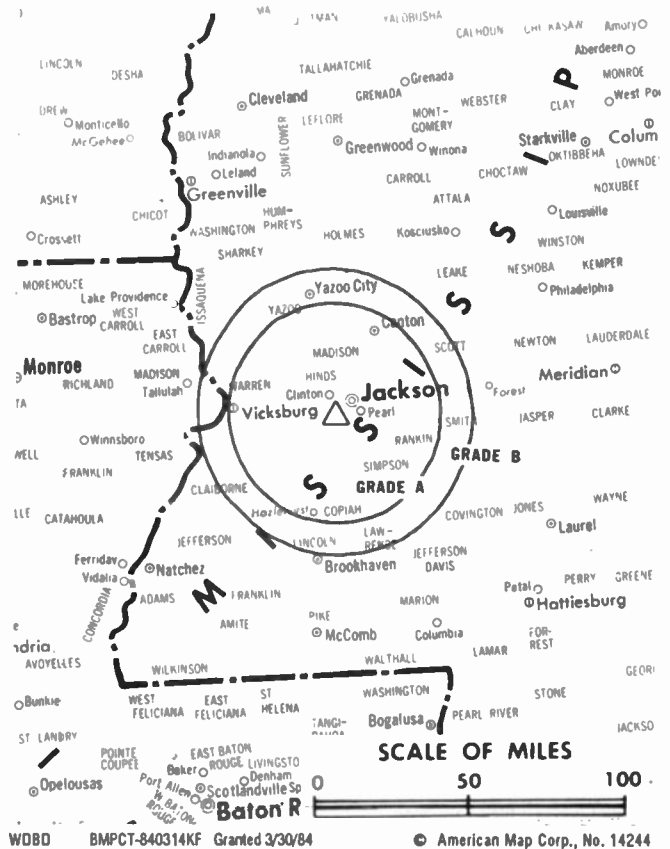
- Sam McLeod, General Manager.
- Lynn Boggs, General Sales Manager.
- Alan Simmons, Program Director.
- Don Long, Chief Engineer.
- Hank Downey, News Director.

Highest 30 Sec. Rate: \$150.

City of License: Jackson. ADI: Jackson, MS. Rank: 88.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|-----|
| 50% & Over | MISSISSIPPI | | | |
| | Claiborne | 3,700 | 3,600 | 97 |
| | Copiah | 9,700 | 9,600 | 99 |
| | Hinds | 96,000 | 95,400 | 99 |
| | Issaquena | 800 | 800 | 100 |
| | Madison | 19,100 | 18,800 | 98 |
| | Rankin | 30,700 | 30,400 | 99 |
| | Sharkey | 2,200 | 2,200 | 100 |
| | Simpson | 9,000 | 8,900 | 99 |
| | Warren | 19,200 | 19,000 | 99 |
| | Yazoo | 9,600 | 9,500 | 99 |
| | Between 25-49% | LOUISIANA | | |
| Madison | | 5,800 | 5,700 | 98 |
| MISSISSIPPI | | | | |
| | Attala | 7,200 | 7,100 | 99 |
| | Holmes | 7,600 | 7,500 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|----------------|-----------|
| Between 25-49% | MISSISSIPPI | | | |
| | Humphreys | 4,500 | 4,400 | 98 |
| | Jefferson | 3,000 | 2,900 | 97 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Lawrence | 4,700 | 4,600 | 98 |
| | Leake | 6,900 | 6,800 | 99 |
| | Lincoln | 11,700 | 11,600 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| | Scott | 9,800 | 9,700 | 99 |
| | Smith | 5,600 | 5,500 | 98 |
| Between 5-24% | MISSISSIPPI | | | |
| | Carroll | 3,400 | 3,300 | 97 |
| | Covington | 6,200 | 6,100 | 98 |
| | Franklin | 3,200 | 3,100 | 97 |
| | Jasper | 6,000 | 5,900 | 98 |
| | Newton | 7,700 | 7,600 | 99 |
| Washington | 24,100 | 23,800 | 99 | |
| Station Totals | | 326,600 | 322,800 | 99 |
| Net Weekly Circulation (1991) | | | 159,500 | |
| Average Daily Circulation (1991) | | | 69,700 | |

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Television & Cable Factbook

Mississippi—Jackson

WJTV

Ch. 12

(Operates satellite WHLT, Hattiesburg-Laurel, MS)

Network Service: CBS.

Licensee: News Press & Gazette Co., Box 8887, Jackson, MS 39284.

Studio: 1820 TV Road, Jackson, MS 39204.

Mailing Address: Box 8887, Jackson, MS 39284-8887.

Telephone: 601-372-6311. TWX: 810-966-2735.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, 0.3-mi. S of Rte. 18.

Satellite Earth Stations: 7 in operation; BMS receivers.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (Television Digest, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

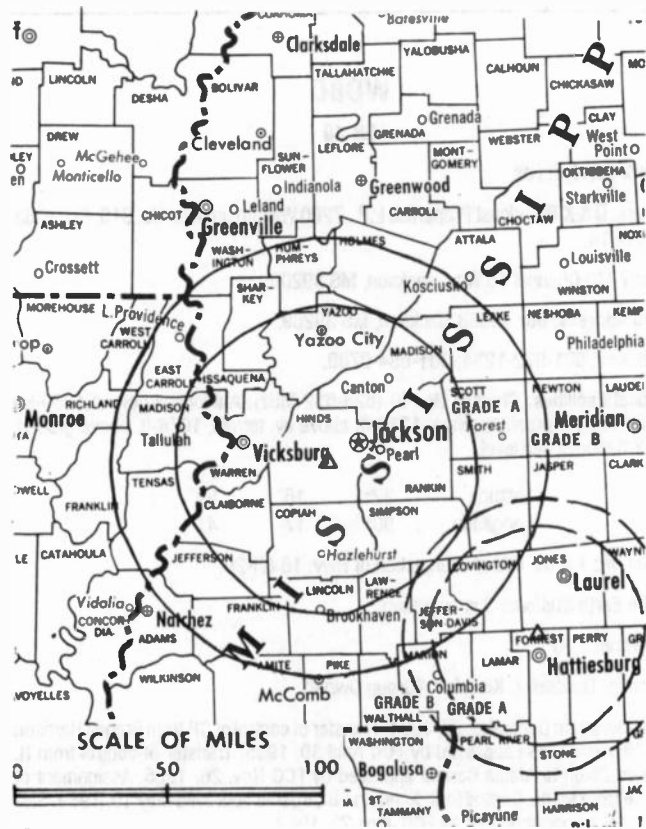
- John A. MacGregor, President.
- Michael R. Brooks, Executive Vice President & General Manager.
- Fred Howard, Local Sales Manager.
- Scott Simpson, Local Sales Manager.
- Walter Saddler, News Director.
- Glenda McKay, Program & Public Affairs Director.
- Buck Holston, Chief Engineer.

Rates: On request.

City of License: Jackson. ADI: Jackson, MS. Rank: 88.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | LOUISIANA | | | |
| | Madison | 5,800 | 5,700 | 98 |
| | MISSISSIPPI | | | |
| | Adams | 13,800 | 13,600 | 99 |
| | Attala | 7,200 | 7,100 | 99 |
| | Claiborne | 3,700 | 3,600 | 97 |
| | Copiah | 9,700 | 9,600 | 99 |
| | Franklin | 3,200 | 3,100 | 97 |
| | Hinds | 96,000 | 95,400 | 99 |
| | Holmes | 7,600 | 7,500 | 99 |
| | Humphreys | 4,500 | 4,400 | 98 |
| | Issaquena | 800 | 800 | 100 |
| | Jefferson | 3,000 | 2,900 | 97 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Lawrence | 4,700 | 4,600 | 98 |
| | Leake | 6,900 | 6,800 | 99 |
| | Leflore | 14,000 | 13,800 | 99 |
| | Lincoln | 11,700 | 11,600 | 99 |
| | Madison | 19,100 | 18,800 | 98 |
| | Neshoba | 9,400 | 9,300 | 99 |
| | Pike | 13,800 | 13,600 | 99 |
| Rankin | 30,700 | 30,400 | 99 | |
| Scott | 9,800 | 9,700 | 99 | |



WJTV BPCT-2540 Granted 1/10/62

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|----------------|
| 50% & Over | Sharkey | 2,200 | 2,200 | 100 |
| | Simpson | 9,000 | 8,900 | 99 |
| | Smith | 5,600 | 5,500 | 98 |
| | Warren | 19,200 | 19,000 | 99 |
| | Yazoo | 9,600 | 9,500 | 99 |
| Between 25-49% | LOUISIANA | | | |
| | Tensas | 2,900 | 2,800 | 97 |
| | MISSISSIPPI | | | |
| | Bolivar | 14,500 | 14,200 | 98 |
| | Covington | 6,200 | 6,100 | 98 |
| | Jasper | 6,000 | 5,900 | 98 |
| | Marion | 9,300 | 9,200 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| Between 5-24% | Arkansas | | | |
| | Chicot | 5,600 | 5,400 | 96 |
| | LOUISIANA | | | |
| | Concordia | 8,000 | 7,800 | 98 |
| | East Carroll | 3,700 | 3,600 | 97 |
| | Franklin | 8,500 | 8,400 | 99 |
| | West Carroll | 4,700 | 4,600 | 98 |
| | MISSISSIPPI | | | |
| | Amite | 4,800 | 4,700 | 98 |
| | Carroll | 3,400 | 3,300 | 97 |
| | Choctaw | 3,200 | 3,200 | 100 |
| | Jones | 23,600 | 23,400 | 99 |
| | Washington | 24,100 | 23,800 | 99 |
| | Webster | 3,700 | 3,600 | 97 |
| | Wilkinson | 3,400 | 3,300 | 97 |
| | Winston | 7,000 | 6,900 | 99 |
| | Station Totals | | 496,400 | 489,800 |
| Net Weekly Circulation (1991) | | | | 308,600 |
| Average Daily Circulation (1991) | | | | 192,900 |

Mississippi—Jackson

WLBT-TV

Ch. 3

Network Service: NBC.

Licensee: TV-3 Inc., Box 1712, Jackson, MS 39215-1712.

Studio: 715 S. Jefferson St., Jackson, MS 39205.

Telephone: 601-948-3333. TWX: 601-948-0726.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: Circularly polarized, 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: December 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted June 2, 1971 to Communications Improvement which began operation June 14, 1971. TV-3 began operation Feb. 1, 1980. Sale to present owners approved by FCC Dec. 13, 1983 (Television Digest, Vol. 1:52).

Represented (sales): Katz Television.

Represented (legal): Blair, Joyce & Silva.

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

Personnel:

- Frank Melton, President & Chief Executive Officer.
- Dan Modisett, General Manager.
- Frankie Thomas, General Sales Manager.
- Dennis Smith, News Director.
- Jacqueline Warren, Promotion Director.
- Frank Carlisle, Business Manager.
- Jacquelyn Gary, Personnel Director.
- Goldia Revies, Public Service Director.
- Renaë Wright, Marketing Director.
- Floyd Kinard, Chief Engineer.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Jackson. ADI: Jackson, MS. Rank: 88.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | LOUISIANA | | | |
| | Madison | 5,800 | 5,700 | 98 |
| | MISSISSIPPI | | | |
| | Adams | 13,800 | 13,600 | 99 |
| | Attala | 7,200 | 7,100 | 99 |
| | Claiborne | 3,700 | 3,600 | 97 |
| | Copiah | 9,700 | 9,600 | 99 |
| | Franklin | 3,200 | 3,100 | 97 |
| | Hinds | 96,000 | 95,400 | 99 |
| | Holmes | 7,600 | 7,500 | 99 |
| | Humphreys | 4,500 | 4,400 | 98 |
| | Issaquena | 800 | 800 | 100 |
| | Jefferson | 3,000 | 2,900 | 97 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Lawrence | 4,700 | 4,600 | 98 |
| | Leake | 6,900 | 6,800 | 99 |
| | Lincoln | 11,700 | 11,600 | 99 |



WLBT-TV 8PCT-3807 Granted 9/21/66

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Madison | 19,100 | 18,800 | 98 |
| | Newton | 7,700 | 7,600 | 99 |
| | Pike | 13,800 | 13,600 | 99 |
| | Rankin | 30,700 | 30,400 | 99 |
| | Scott | 9,800 | 9,700 | 99 |
| | Sharkey | 2,200 | 2,200 | 100 |
| | Simpson | 9,000 | 8,900 | 99 |
| | Smith | 5,600 | 5,500 | 98 |
| | Warren | 19,200 | 19,000 | 99 |
| | Washington | 24,100 | 23,800 | 99 |
| Yazoo | 9,600 | 9,500 | 99 | |
| Between 25-49% | LOUISIANA | | | |
| | East Carroll | 3,700 | 3,600 | 97 |
| | Tensas | 2,900 | 2,800 | 97 |
| | MISSISSIPPI | | | |
| | Amite | 4,800 | 4,700 | 98 |
| Between 5-24% | Bolivar | 14,500 | 14,200 | 98 |
| | Carroll | 3,400 | 3,300 | 97 |
| | Covington | 6,200 | 6,100 | 98 |
| | Jasper | 6,000 | 5,900 | 98 |
| | Lefflore | 14,000 | 13,800 | 99 |
| | Marion | 9,300 | 9,200 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| | Neshoba | 9,400 | 9,300 | 99 |
| | Sunflower | 10,900 | 10,700 | 98 |
| | Walthall | 5,000 | 4,900 | 98 |
| | ARKANSAS | | | |
| | Chicot | 5,600 | 5,400 | 96 |
| | LOUISIANA | | | |
| Concordia | 8,000 | 7,800 | 98 | |
| (Continued on page A-660) | | | | |
| Station Totals | | 540,800 | 533,600 | 99 |
| Net Weekly Circulation (1991) | | | 333,100 | |
| Average Daily Circulation (1991) | | | 210,700 | |

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7

Network Service: NBC.

Licensee: Federal Broadcasting Company, Box 16269, Hattiesburg, MS 39404-6269.

Studio: Hwy. 11 N, Hattiesburg, MS 39402.

Mailing Address: Box 16269, Hattiesburg, MS 39404-6269.

Telephones: 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

Fax: 601-584-9302.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabuchie.

Satellite Earth Stations: Harris, 8-meter; Harris, 3.5-meter; Avcom, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (Television Digest, Vol. 12:31, 38). Plant was sold to owners, who held CP for Ch. 7, Laurel, MS; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44; 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to Beam Communications approved July 27, 1983. Sale to present owner approved Aug. 2, 1990.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Carl T. Jones Corp.

Personnel:

Cliff Brown, General Manager.
Dickey Mauldin, Local Sales Manager.
Kris Adcock, National Sales Manager.
Henry Lena, Operations Manager.
Eric Reid, News Director.
Bobby Smith, Chief Engineer.
Diane Hazfeld, Community Affairs Director.
Diane Schilling, Traffic Director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$975.

City of License: Laurel. ADI: Laurel-Hattiesburg. Rank: 164.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MISSISSIPPI | | | |
| | Covington | 6,200 | 6,100 | 98 |
| | Forrest | 26,300 | 26,100 | 99 |



WDAM-TV BPCT-2031 Granted 2/20/57

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Greene | 3,300 | 3,200 | 97 |
| | Jasper | 6,000 | 5,900 | 98 |
| | Jefferson Davis | 4,800 | 4,700 | 98 |
| | Jones | 23,600 | 23,400 | 99 |
| | Lamar | 10,200 | 10,100 | 99 |
| | Marion | 9,300 | 9,200 | 99 |
| | Perry | 3,500 | 3,500 | 100 |
| | Smith | 5,600 | 5,500 | 98 |
| | Stone | 3,700 | 3,700 | 100 |
| | Walthall | 5,000 | 4,900 | 98 |
| Wayne | 7,000 | 6,900 | 99 | |
| Between 25-49% | MISSISSIPPI | | | |
| | Clarke | 6,500 | 6,400 | 98 |
| | Lauderdale | 29,600 | 29,400 | 99 |
| Between 5-24% | ALABAMA | | | |
| | Choctaw | 5,900 | 5,800 | 98 |
| | Washington | 5,800 | 5,700 | 98 |
| | MISSISSIPPI | | | |
| | George | 5,800 | 5,800 | 100 |
| | Lawrence | 4,700 | 4,600 | 98 |
| | Newton | 7,700 | 7,600 | 99 |
| | Pearl River | 14,500 | 14,400 | 99 |
| Pike | 13,800 | 13,600 | 99 | |
| Simpson | 9,000 | 8,900 | 99 | |
| Station Totals | | 217,800 | 215,400 | 99 |
| Net Weekly Circulation (1991) | | | | 121,600 |
| Average Daily Circulation (1991) | | | | 82,900 |

Mississippi—Meridian

WTZH

Ch. 24

Network Service: CBS.

Licensee: Meridian Bcstg. Partnership, Debtor-in-Possession, Box 5185, Meridian, MS 39302.

Studio: Hwy. 45 S & TV Towers Rd., Meridian, MS 39301.

Mailing Address: Box 5185, Meridian, MS 39302.

Telephone: 601-693-2933.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. & 631-kw horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: 610-ft. above av. terrain, 388-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 39.57"
Longitude 88° 41' 31.25"

Transmitter: Bozeman Way, 1.8-mi. S of Meridian on Hwy. 45.

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

News Service: AP.

Ownership: Meridian Bcstg. Partnership, Debtor-in-Possession.

Began Operation: June 10, 1968; left air Oct. 13, 1970. Sale to Frank Spain, et al., by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972. FCC approved sale to present owners Aug. 15, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Reddy, Begley & Martin.

Personnel:

- Nory Le Brun, General Manager.
- Tony Sansone, Local & Regional Sales Manager.
- Sue Weathers, National Sales & Business Manager.
- Tony Grice, Chief Engineer.
- Stan Torgerson, News Director.
- Dawn Walker, Program, Promotion & Production Manager.
- Saran Grant, Traffic Manager.

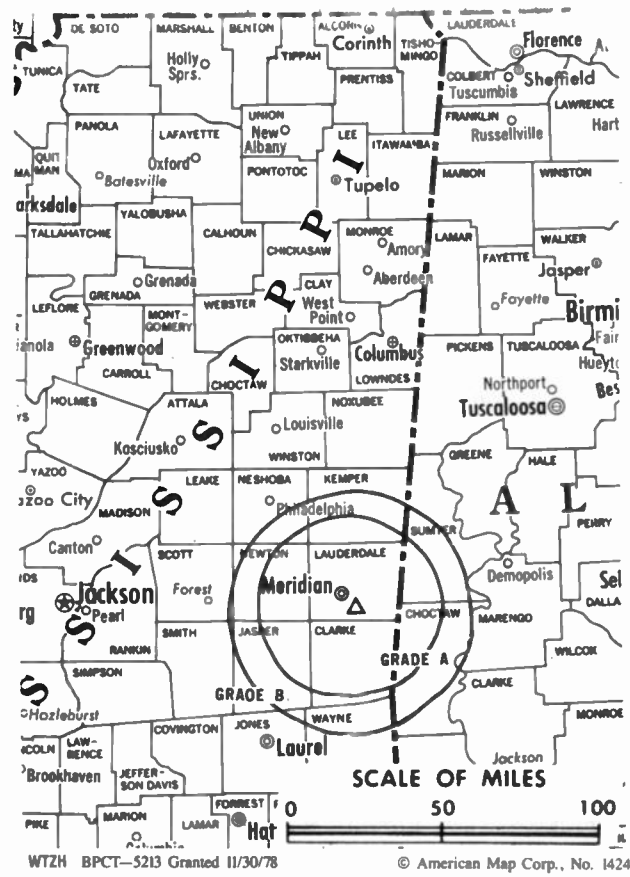
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$355.

City of License: Meridian. ADI: Meridian. Rank: 179.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|----|
| 50% & Over | MISSISSIPPI Clarke | 6,500 | 6,400 | 98 |
| | Lauderdale | 29,600 | 29,400 | 99 |
| | Newton | 7,700 | 7,600 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|----------------|---------------|
| Between 25-49% | ALABAMA Choctaw | 5,900 | 5,800 | 98 |
| | Sumter | 5,300 | 5,200 | 98 |
| | MISSISSIPPI Kemper | 3,500 | 3,400 | 97 |
| | Neshoba | 9,400 | 9,300 | 99 |
| Between 5-24% | ALABAMA Greene | 3,700 | 3,600 | 97 |
| | Marengo | 8,700 | 8,600 | 99 |
| | MISSISSIPPI Jasper | 6,000 | 5,900 | 98 |
| | Jones | 23,600 | 23,400 | 99 |
| | Wayne | 7,000 | 6,900 | 99 |
| Station Totals | | 116,900 | 115,500 | 99 |
| Net Weekly Circulation (1991) | | | | 45,100 |
| Average Daily Circulation (1991) | | | | 24,400 |

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Mississippi—Meridian

WGBC
(formerly WLBM-TV)
Ch. 30

Network Service: NBC.

Licensee: Global Communications Inc., 425 26th St., Meridian, MS 39301.

Studio: 4608 Skyland Dr., Meridian, MS 39301.

Mailing Address: Box 5840, Meridian, MS 39302-5840.

Telephones: 601-485-3030; 601-693-1961. Fax: 601-354-3107.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1600-kw max. visual. Antenna: 614-ft. above av. terrain, 387-ft. above ground, 1030-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 32° | 19' | 34" |
| Longitude | 88° | 41' | 12" |

Transmitter: 0.8-mi. S of Meridian at 4608 Skyland Dr.

Satellite Earth Stations: 8-meter; 3-meter; Harris receivers.

News Services: AP, NBC.

Ownership: Global Communications Inc.

Began Operation: September 30, 1982. Burned to ground in 1990; resumed operation under new ownership in 1991 (*Television Digest*, Vol. 31:38). Sale to present owner by Civic Communications Corp. approved by FCC March 12, 1991.

Represented (sales): Adam Young Inc.

Represented (legal): Blair, Joyce & Silva.

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

Personnel:

Anthony Sansone, Vice President & General Manager.

Alfred Martin, Local Sales Manager & Marketing Director.



Danny Johnson, Chief Engineer.
Don Spann, Promotion Director.

Highest 30 Sec. Rate: \$400.

Arbitron Data: Not available.

City of License: Meridian. ADI: Meridian. Rank: 179.

Mississippi—Meridian

WTOK-TV

Ch. 11

Network Service: ABC.

Licensee: Benedek Bcstg. Corp., Box 2988, Meridian, MS 39301.

Studio: 815 23rd Ave., Meridian, MS 39301.

Mailing Address: Box 2988, Meridian, MS 39301.

Telephone: 601-693-1441. TWX: 501-961-1090. Fax: 601-483-3266.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.30"
Longitude 88° 41' 27.80"

Transmitter: U.S. Hwy. 45, 1.8-mi. S of city.

Satellite Earth Stations: Andrew, 7.2-meter C-band; Andrew, 4.5-meter C-band; Andrew, Avantek, RCA receivers.

News Services: ABC, AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: September 26, 1953. Sale to H & C Communications by Robert F. Wright, et al., approved by FCC July 28, 1981 (Television Digest, Vol. 21:14). Sale to Southwest Media Inc. (later United Bcstg. Corp.) approved by FCC Oct. 24, 1984 (Vol. 24:26, 33). Sale to current owner approved May 10, 1988 (Vol. 28:15).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

- Tom Wall, General Manager.
- Bob Holland, Station Manager.
- Tracey Jones, Local Sales Manager.
- John Johnson, News Director.
- Edna La Shane, Program Manager.
- Rusty Rollson, Promotion Director.
- Bob Klein, Chief Engineer.
- Paula Thomas, Business Manager.

Highest 30 Sec. Rate: \$600.

City of License: Meridian. ADI: Meridian. Rank: 179.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| ALABAMA | | | | |
| 50% & Over | Choctaw | 5,900 | 5,800 | 98 |
| | Greene | 3,700 | 3,600 | 97 |
| | Marengo | 8,700 | 8,600 | 99 |
| | Sumter | 5,300 | 5,200 | 98 |
| MISSISSIPPI | | | | |
| | Clarke | 6,500 | 6,400 | 98 |
| | Jasper | 6,000 | 5,900 | 98 |
| | Kemper | 3,500 | 3,400 | 97 |
| | Lauderdale | 29,600 | 29,400 | 99 |



WTOK-TV BMPCT-3043 Granted 5/2/55

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| 50% & Over | Neshoba | 9,400 | 9,300 | 99 |
| | Newton | 7,700 | 7,600 | 99 |
| | Wayne | 7,000 | 6,900 | 99 |
| MISSISSIPPI | | | | |
| Between 25-49% | Noxubee | 4,100 | 4,000 | 98 |
| | Scott | 9,800 | 9,700 | 99 |
| | Winston | 7,000 | 6,900 | 99 |
| ALABAMA | | | | |
| Between 5-24% | Clarke | 9,500 | 9,400 | 99 |
| | Hale | 5,300 | 5,200 | 98 |
| | Perry | 4,900 | 4,800 | 98 |
| | Pickens | 7,300 | 7,200 | 99 |
| MISSISSIPPI | | | | |
| | Choctaw | 3,200 | 3,200 | 100 |
| | Jones | 23,600 | 23,400 | 99 |
| | Leake | 6,900 | 6,800 | 99 |
| | Smith | 5,600 | 5,500 | 98 |
| Station Totals | | 180,500 | 178,200 | 99 |
| Net Weekly Circulation (1991) | | | | 92,700 |
| Average Daily Circulation (1991) | | | | 59,100 |

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Mississippi—Tupelo—Columbus

WTVA

Ch. 9

Network Service: NBC.

Licensee: WTVA Inc., Box 350, Tupelo, MS 38802.

Studio: Beach Spring Rd., Tupelo, MS 38801.

Mailing Address: Box 350, Tupelo, MS 38802.

Telephone: 601-842-7620. Fax: 601-844-7061.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: 3 in operation.

SNG Mobile Dish: Hubcom Ku-band.

News Service: AP.

Ownership: WTVA Inc. (Group Owner).

Began Operation: March 18, 1957.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

- Frank K. Spain, President.
- Mark Ledbetter, General Manager.
- Bob Leech, National Sales Director.
- Jack Cristil, Local Sales Director.
- Charles Ed Bishop, Program Director.
- Wendell Robinson, Chief Engineer.
- Gerald Stanford, Operations Director.
- Terry Smith, News Director.

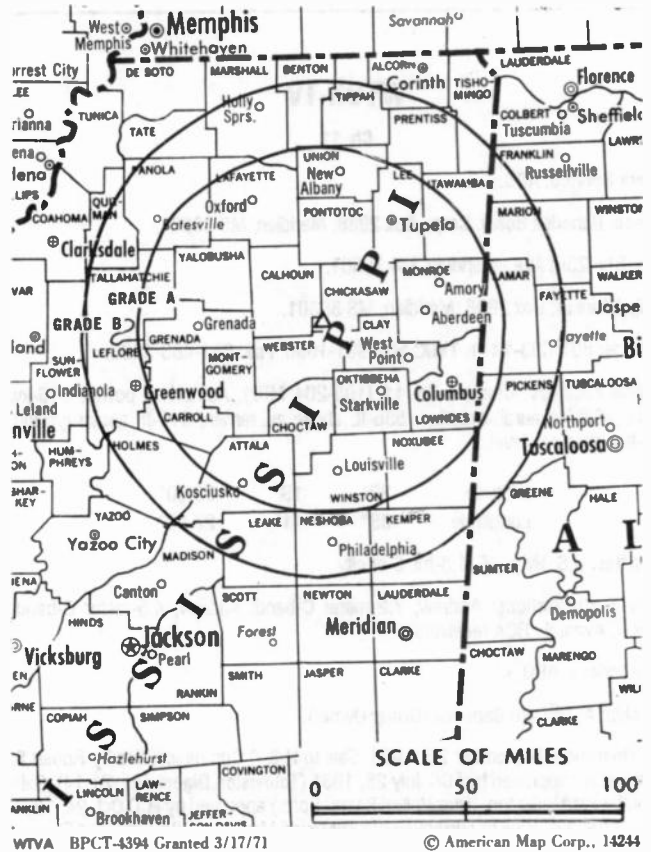
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Tupelo. ADI: Columbus-Tupelo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|-----|
| 50% & Over | ALABAMA | | | |
| | Lamar | 6,400 | 6,300 | 98 |
| | MISSISSIPPI | | | |
| | Attala | 7,200 | 7,100 | 99 |
| | Calhoun | 5,700 | 5,600 | 98 |
| | Carroll | 3,400 | 3,300 | 97 |
| | Chickasaw | 6,500 | 6,400 | 98 |
| | Choctaw | 3,200 | 3,200 | 100 |
| | Clay | 7,600 | 7,500 | 99 |
| | Grenada | 7,000 | 6,900 | 99 |
| | Itawamba | 8,000 | 7,900 | 99 |
| | Kemper | 3,500 | 3,400 | 97 |
| | Lee | 25,400 | 25,200 | 99 |
| | Leflore | 14,000 | 13,800 | 99 |
| | Lowndes | 22,100 | 21,900 | 99 |
| | Monroe | 13,100 | 13,000 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| | Neshoba | 9,400 | 9,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|----------------|----------------|
| 50% & Over | Noxubee | 4,100 | 4,000 | 98 |
| | Oktibbeha | 12,400 | 12,200 | 98 |
| | Pontotoc | 8,700 | 8,600 | 99 |
| | Prentiss | 9,400 | 9,300 | 99 |
| | Tallahatchie | 5,500 | 5,400 | 98 |
| | Tishomingo | 7,200 | 7,100 | 99 |
| | Union | 9,000 | 8,900 | 99 |
| | Webster | 3,700 | 3,600 | 97 |
| | Winston | 7,000 | 6,900 | 99 |
| | Yalobusha | 5,100 | 5,000 | 98 |
| Between 25-49% | ALABAMA | | | |
| | Greene | 3,700 | 3,600 | 97 |
| | Marion | 12,300 | 12,200 | 99 |
| MISSISSIPPI | Pickens | 7,300 | 7,200 | 99 |
| | ALABAMA | | | |
| | Alcorn | 13,300 | 13,200 | 99 |
| | Coahoma | 12,400 | 12,200 | 98 |
| | Holmes | 7,600 | 7,500 | 99 |
| | Lafayette | 11,500 | 11,400 | 99 |
| | Panola | 10,400 | 10,300 | 99 |
| Tippah | 7,200 | 7,100 | 99 | |
| Between 5-24% | ALABAMA | | | |
| | Fayette | 7,300 | 7,200 | 99 |
| | Franklin | 11,300 | 11,200 | 99 |
| | Sumter | 5,300 | 5,200 | 98 |
| | MISSISSIPPI | | | |
| Bolivar | 14,500 | 14,200 | 98 | |
| Leake | 6,900 | 6,800 | 99 | |
| Sunflower | 10,900 | 10,700 | 98 | |
| Tate | 7,400 | 7,300 | 99 | |
| Station Totals | | 368,300 | 363,400 | 99 |
| Net Weekly Circulation (1991) | | | | 229,900 |
| Average Daily Circulation (1991) | | | | 145,000 |

Mississippi—Tupelo

WLOV-TV

(formerly WVSB-TV)

Ch. 27

Network Service: ABC.

Licensee: Love Communications Co., Box 777, West Point, MS 39773.

Studio: 327 N. Gloster St., Tupelo, MS 38802-1491.

Mailing Address: Box 777, West Point, MS 39773.

Telephone: 601-494-8327. Fax: 601-494-6789.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2000-kw max. & 468-kw horizontal visual, 200-kw max. & 46.8-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

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

News Service: AP.

Ownership: James S. Love III. Sale to present owner by Venture Systems Inc. approved by FCC June 24, 1991.

Began Operation: May 29, 1983.

Represented (legal): Cordon & Kelly.

Personnel:

Ted Fortenberry, General Manager.
Becky Declément, General Sales Manager.
Mary Beth Bobbitt, Program Director.
Chuck Young, Chief Engineer.
Bob Snell, Sports Director.
Leo Ridge, Promotion Director.
Jean Poss, Business Manager.

Highest 30 Sec. Rate: \$300.

City of License: Tupelo. ADI: Columbus-Tupelo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MISSISSIPPI | | | |
| | Chickasaw | 6,500 | 6,400 | 98 |
| | Clay | 7,600 | 7,500 | 99 |
| | Itawamba | 8,000 | 7,900 | 99 |
| | Lee | 25,400 | 25,200 | 99 |
| | Lowndes | 22,100 | 21,900 | 99 |
| | Monroe | 13,100 | 13,000 | 99 |
| | Oktibbeha | 12,400 | 12,200 | 98 |
| | Pontotoc | 8,700 | 8,600 | 99 |
| | Webster | 3,700 | 3,600 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| Between 25-49% | MISSISSIPPI | | | |
| | Calhoun | 5,700 | 5,600 | 98 |
| | Choctaw | 3,200 | 3,200 | 100 |
| | Noxubee | 4,100 | 4,000 | 98 |
| | Prentiss | 9,400 | 9,300 | 99 |
| Between 5-24% | ALABAMA | | | |
| | Lamar | 6,400 | 6,300 | 98 |
| | MISSISSIPPI | | | |
| | Lafayette | 11,500 | 11,400 | 99 |
| | Montgomery | 4,400 | 4,300 | 98 |
| | Tippah | 7,200 | 7,100 | 99 |
| | Tishomingo | 7,200 | 7,100 | 99 |
| Winston | 7,000 | 6,900 | 99 | |
| Yalobusha | 5,100 | 5,000 | 98 | |
| Station Totals | | 187,700 | 185,400 | 99 |
| Net Weekly Circulation (1991) | | | | 83,500 |
| Average Daily Circulation (1991) | | | | 35,000 |

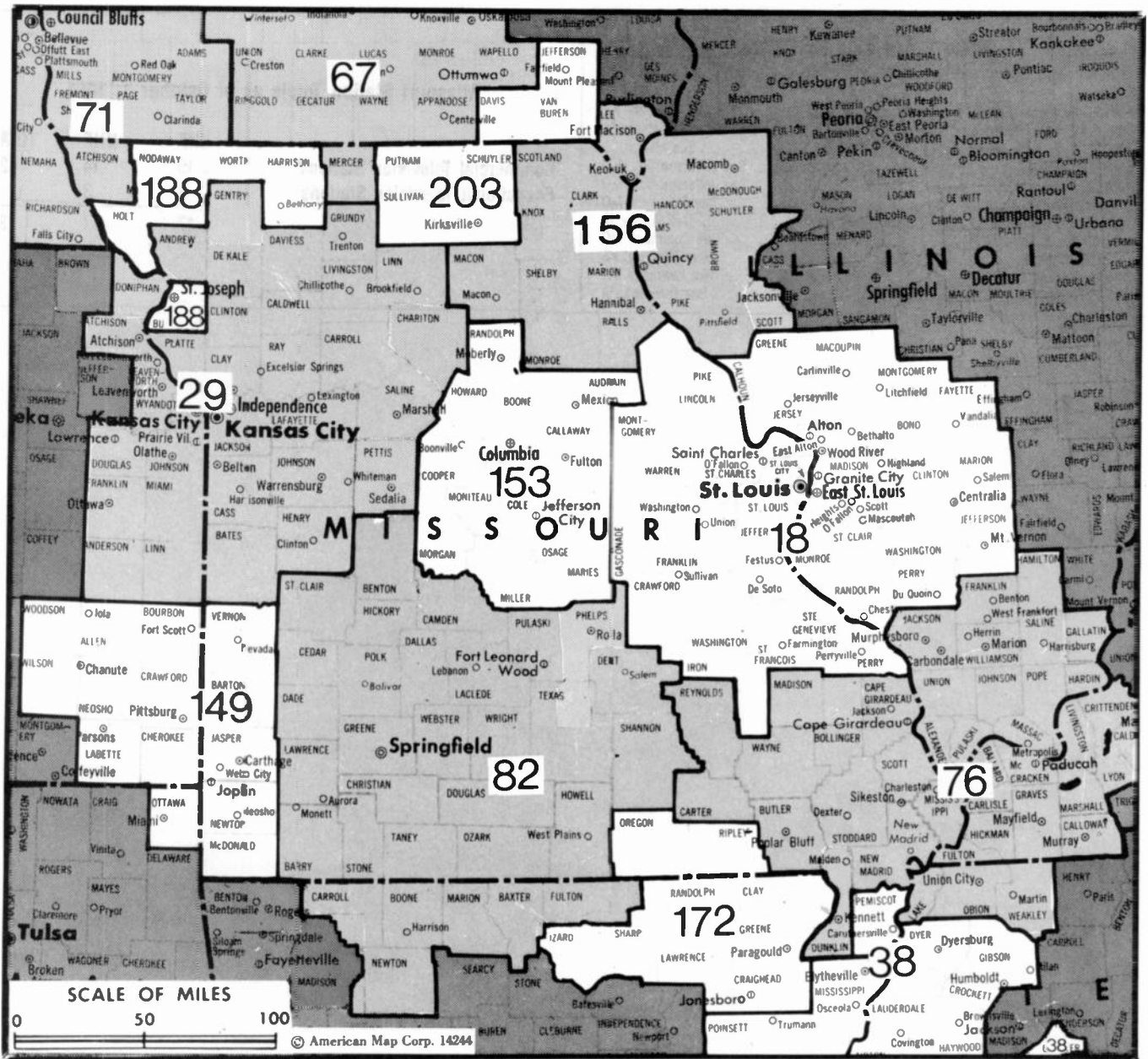
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**WLBT-TV, Jackson
 (Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|----|
| Between 5-24% | LOUISIANA | | | |
| | Franklin | 8,500 | 8,400 | 99 |
| | Richland | 8,000 | 7,900 | 99 |
| | Washington | 17,100 | 16,800 | 98 |
| | West Carroll | 4,700 | 4,600 | 98 |
| | MISSISSIPPI | | | |
| | Clarke | 6,500 | 6,400 | 98 |
| | Kemper | 3,500 | 3,400 | 97 |
| | Lamar | 10,200 | 10,100 | 99 |
| | Lauderdale | 29,600 | 29,400 | 99 |
| Wilkinson | 3,400 | 3,300 | 97 | |
| Winston | 7,000 | 6,900 | 99 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|--|----------------------------|------|---|
| St. Louis, MO | 1,111,600 | 18 | KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13), WHSL (46) |
| Kansas City, MO | 763,500 | 29 | KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KSMO-TV (62), KYFC (50), WDAF-TV (4) |
| Memphis, TN | 609,600 | 38 | WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3) |
| Des Moines, IA | 387,500 | 67 | KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5) |
| Omaha, NE | 363,400 | 71 | KETV (7), KMTV (3), KPTM (42), WOWT (6) |
| Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL | 332,800 | 76 | KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27) |
| Springfield, MO | 308,500 | 82 | KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3) |
| Joplin, MO-Pittsburg, KS | 142,000 | 149 | KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16) |
| Columbia-Jefferson City, MO | 126,900 | 153 | KMIZ (17), KNLJ (25), KOMU-TV (8), KRGC (13) |
| Quincy, IL-Hannibal, MO | 116,000 | 156 | KHQA-TV (7), WGEM-TV (10), WTJR (16) |
| Jonesboro, AR | 77,500 | 172 | KAITV (8) |
| St. Joseph, MO | 47,400 | 188 | KQTV (2), KTAJ (16) |
| Ottumwa, IA-Kirksville, MO | 28,700 | 203 | KOIA-TV (15), KTVO (3) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|-------------------------------|------------------------|
| WPSD-TV, Cape Girardeau | See Paducah, KY |
| WSIL-TV, Cape Girardeau | See Harrisburg, IL |
| WTCT, Cape Girardeau | See Marion, IL |
| KNLJ, Columbia | See Jefferson City, MO |
| KRCG, Columbia | See Jefferson City, MO |
| WHSL, East St. Louis | See St. Louis, MO |
| WGEM-TV, Hannibal | See Quincy, IL |
| KOMU-TV, Jefferson City | See Columbia, MO |
| KOAM-TV, Joplin | See Pittsburg, KS |
| KMCI, Kansas City | See Lawrence, KS |
| KTVO, Kirksville | See Ottumwa, IA |

Missouri Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|--|-----|-----|-------|
| Commercial Television Stations | 15 | 14 | 29 |
| Educational Television Stations | 2 | 3 | 5 |
| | 17 | 17 | 34 |

Missouri—Cape Girardeau

KBSI

Ch. 23

Network Service: Fox.

Licensee: Engles Communications Inc., 806 Enterprise St., Cape Girardeau, MO 63701.

Studio: 806 Enterprise St., Cape Girardeau, MO 63701.

Telephones: 314-334-1223; 910-760-1494. Fax: 314-334-1208.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1870-kw max. visual, 187-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above ground, 2277-ft. above sea level.

Latitude 37° 24' 23"
Longitude 89° 33' 44"

Transmitter: E side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

Satellite Earth Stations: Zenith, 3-meter Ku & C-band; Gardiner, 7-meter C-band; Avcom, 10-meter C-band; M/A-Corn, 7-meter Ku-band; Avcom, Gardiner, M/A-Corn, Zenith receivers.

Ownership: Engles Communications Inc.

News Service: CNN, Fox.

Began Operation: September 10, 1983. Sale to present owners by Stephen Kent, et al., approved by FCC Dec. 20, 1989.

Represented (sales): Settel Inc.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

Steven B. Engles, President & General Manager.

Mark Culbertson, Program Manager.

John Baker, Chief Engineer.

Jean Turnbough, Local Sales Manager.

Bryan Uptain, Promotions Director.

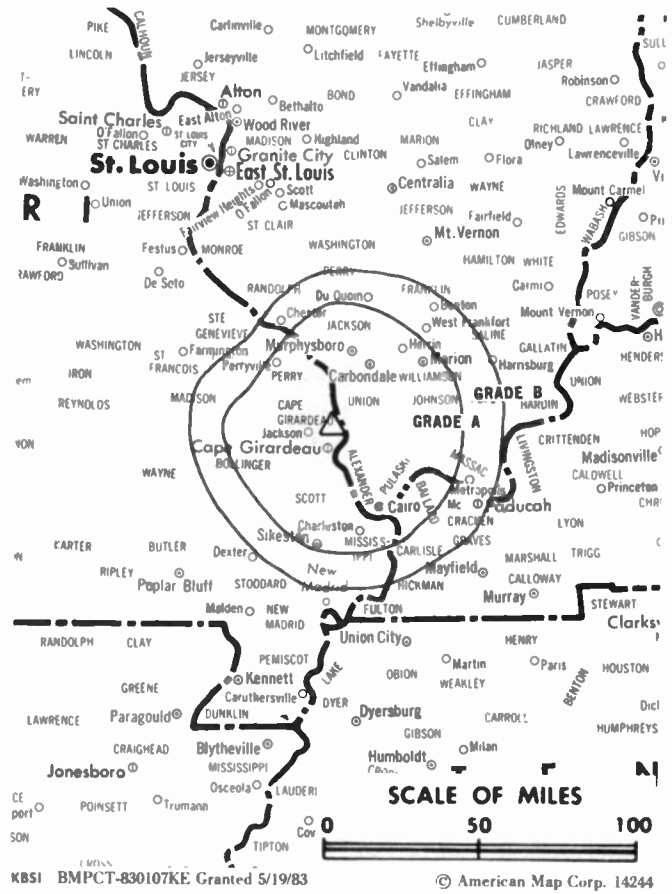
Robert Steinberg, Business Manager.

Rates: On request.

City of License: Cape Girardeau. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | ILLINOIS | | | |
| | Alexander | 4,700 | 4,500 | 96 |
| | Franklin | 17,700 | 17,300 | 97 |
| | Hamilton | 3,900 | 3,700 | 95 |
| | Jackson | 24,000 | 23,400 | 97 |
| | Johnson | 3,300 | 3,200 | 97 |
| | Pulaski | 3,500 | 3,400 | 97 |
| | Union | 7,800 | 7,600 | 97 |
| | Williamson | 25,300 | 24,700 | 98 |
| | KENTUCKY | | | |
| | Ballard | 3,200 | 3,200 | 100 |
| | Mc Cracken | 24,600 | 24,500 | 100 |
| | MISSOURI | | | |
| | Bollinger | 4,400 | 4,300 | 98 |
| | Cape Girardeau | 23,600 | 23,300 | 99 |
| New Madrid | 7,600 | 7,400 | 97 | |
| Scott | 15,200 | 15,000 | 99 | |
| Stoddard | 11,400 | 11,200 | 98 | |
| Between 25-49% | ILLINOIS | | | |
| | Massac | 6,300 | 6,100 | 97 |
| | Pope | 1,900 | 1,800 | 95 |
| | Saline | 12,100 | 11,800 | 98 |
| | KENTUCKY | | | |
| | Calloway | 12,000 | 11,900 | 99 |
| Carlisle | 2,000 | 2,000 | 100 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------|------------------|----------------|----------------|
| Between 25-49% | FULTON | 3,100 | 3,100 | 100 |
| | GRAVES | 13,600 | 13,500 | 99 |
| | LIVINGSTON | 3,700 | 3,700 | 100 |
| | MARSHALL | 10,800 | 10,800 | 100 |
| | MISSOURI | | | |
| | BUTLER | 15,000 | 14,600 | 97 |
| | DUNKLIN | 12,900 | 12,600 | 98 |
| | MISSISSIPPI | 5,500 | 5,400 | 98 |
| | PEMISCOT | 8,600 | 8,400 | 98 |
| | PERRY | 6,200 | 6,100 | 98 |
| TENNESSEE | LAKE | 2,600 | 2,600 | 100 |
| | OBION | 13,200 | 13,100 | 99 |
| Between 5-24% | ARKANSAS | | | |
| | CLAY | 7,700 | 7,600 | 99 |
| | ILLINOIS | | | |
| | GALLATIN | 2,900 | 2,800 | 96 |
| | HARDIN | 2,200 | 2,100 | 95 |
| | JEFFERSON | 15,800 | 15,300 | 97 |
| | PERRY | 9,000 | 8,800 | 98 |
| | RANDOLPH | 12,800 | 12,600 | 98 |
| | KENTUCKY | | | |
| | CALDWELL | 5,000 | 4,900 | 98 |
| CRITTENDEN | 3,200 | 3,200 | 100 | |
| HICKMAN | 1,900 | 1,900 | 100 | |
| LYON | 2,300 | 2,300 | 100 | |
| MISSOURI | | | | |
| IRON | 4,000 | 3,900 | 97 | |
| MADISON | 4,900 | 4,800 | 98 | |
| RIPLEY | 5,300 | 5,000 | 94 | |
| (Continued on page A-692) | | | | |
| Station Totals | | 410,400 | 402,800 | 98 |
| Net Weekly Circulation (1991) | | | | 167,400 |
| Average Daily Circulation (1991) | | | | 74,600 |

Missouri—Cape Girardeau

KFVS-TV

Ch. 12

Network Service: CBS.

Licensee: American Family Broadcast Group Inc., Box 100, Cape Girardeau, MO 63702.

Studio: 310 Broadway, Cape Girardeau, MO 63701.

Mailing Address: Box 100, Cape Girardeau, MO 63702.

Telephone: 314-335-1212. TWX: 910-760-1564.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1677-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off County Road V.

Satellite Earth Stations: ADM, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Avcom, M/A-Corn receivers.

News Service: AP.

Ownership: American Family Corp. (Group Owner).

Began Operation: October 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (Television Digest, Vol. 18:41).

Represented (sales): Katz Television.

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

Personnel:

Joe Goleniowski, Vice President & General Manager.
James Wareham, General Sales Manager.
Michael Beecher, News Director.
Arnold Kilian, Chief Engineer.
Frank Knight, Business Manager.
John Blim, Operations Manager.

Rates: On request.

City of License: Cape Girardeau. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KFVS-TV BPC2-2609 Granted 4/17/59

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|----------------|
| 50% & Over | Hickman | 1,900 | 1,900 | 100 |
| | Livingston | 3,700 | 3,700 | 100 |
| | Lyon | 2,300 | 2,300 | 100 |
| | Mc Cracken | 24,600 | 24,500 | 100 |
| | Marshall | 10,800 | 10,800 | 100 |
| MISSOURI | | | | |
| | Bollinger | 4,400 | 4,300 | 98 |
| | Butler | 15,000 | 14,600 | 97 |
| | Cape Girardeau | 23,600 | 23,300 | 99 |
| | Carter | 2,000 | 1,900 | 95 |
| | Dunkin | 12,900 | 12,600 | 98 |
| | Iron | 4,000 | 3,900 | 97 |
| | Madison | 4,900 | 4,800 | 98 |
| | Mississippi | 5,500 | 5,400 | 98 |
| | New Madrid | 7,600 | 7,400 | 97 |
| | Pemiscot | 8,600 | 8,400 | 98 |
| | Perry | 6,200 | 6,100 | 98 |
| | Reynolds | 2,700 | 2,600 | 96 |
| | Ripley | 5,300 | 5,000 | 94 |
| | Scott | 15,200 | 15,000 | 99 |
| | Stoddard | 11,400 | 11,200 | 98 |
| | Wayne | 5,100 | 5,000 | 98 |
| TENNESSEE | | | | |
| | Lake | 2,600 | 2,600 | 100 |
| | Obion | 13,200 | 13,100 | 99 |
| | Weakley | 12,600 | 12,500 | 99 |
| ILLINOIS | | | | |
| Between 25-49% | Randolph | 12,800 | 12,600 | 98 |
| | Wayne | 7,400 | 7,100 | 96 |
| (Continued on page A-692) | | | | |
| Station Totals | | 563,600 | 553,300 | 98 |
| Net Weekly Circulation (1991) | | | | 352,400 |
| Average Daily Circulation (1991) | | | | 229,500 |

Missouri—Columbia

KMIZ

Ch. 17

Network Service: ABC.

Licensee: Stauffer Communications Inc., 501 Business 70 East, Columbia, MO 65201.

Studio: 501 Business 70 East, Columbia, MO 65201.

Telephone: 314-449-0917. Fax: 314-875-7078.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1600-kw max. visual. Antenna: 1141-ft. above av. terrain, 1070-ft. above ground, 1877-ft. above sea level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

Transmitter: 3.5-mi. W of Jamestown.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.66-meter Ku-band; 3-meter C-band; Andrew receivers.

News Service: ABC.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: December 5, 1971. Sale to present owner by Richard E. & Robert H. Koerig approved by FCC Dec. 13, 1984 (Television Digest, Vol. 24:43).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Carlos Fernandez, General Manager.
- Jean Viox, General Sales Manager.
- Kelley Mathis, Local Sales Manager.
- Tom Chapman, Program Director.
- Joe Lamie, News Director.
- Brad Strommen, Chief Engineer.
- Greg Crain, Promotion Director.
- Gary Peel, Business Manager.

Rates: On request.

City of License: Columbia. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MISSOURI | | | | |
| 50% & Over | Audrain | 9,600 | 9,500 | 99 |
| | Boone | 40,900 | 40,300 | 99 |
| | Callaway | 11,400 | 11,200 | 98 |
| | Cole | 23,100 | 22,900 | 99 |
| | Cooper | 5,800 | 5,700 | 98 |
| | Howard | 3,600 | 3,500 | 97 |
| | Miller | 7,900 | 7,800 | 99 |
| | Moniteau | 4,500 | 4,400 | 98 |



KMIZ BPCT-890522KF Granted 7/31/89

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Morgan | 6,400 | 6,300 | 98 |
| | Osage | 4,300 | 4,200 | 98 |
| | Randolph | 9,600 | 9,500 | 99 |
| MISSOURI | | | | |
| Between 25-49% | Camden | 11,000 | 10,800 | 98 |
| | Chariton | 3,900 | 3,800 | 97 |
| | Maries | 3,200 | 3,100 | 97 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | Saline | 9,400 | 9,300 | 99 |
| MISSOURI | | | | |
| Between 5-24% | Bertron | 5,600 | 5,400 | 96 |
| | Crawford | 7,600 | 7,400 | 97 |
| | Monroe | 3,500 | 3,500 | 100 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Ralls | 3,400 | 3,400 | 100 |
| Station Totals | | 217,600 | 214,100 | 98 |
| Net Weekly Circulation (1991) | | | | 118,500 |
| Average Daily Circulation (1991) | | | | 55,300 |

Missouri—Columbia

KOMU-TV

Ch. 8

Network Service: NBC.

Licensee: The Curators of University of Missouri, Columbia, MO 65201.

Studio: Hwy. 63 South, Columbia, MO 65201.

Telephone: 314-442-1122. TWX: 910-760-1444. Fax: 314-449-3435.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 793-ft. above av. terrain, 738-ft. above ground, 1575-ft. above sea level.

Latitude 38° 53' 16"
Longitude 92° 15' 48"

Transmitter: U. of Missouri South Farm, 6.2-mi. SE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; RCA, 2.5-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 6.5-meter; Scientific-Atlanta, Harris receivers.

SNG Mobile Dish: Satcom, 2.4-meter Ku-band.

News Service: AP.

Ownership: The Curators of the University of Missouri

Began Operation: December 21, 1953.

Represented (sales): Petry Television Inc.

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

Personnel:

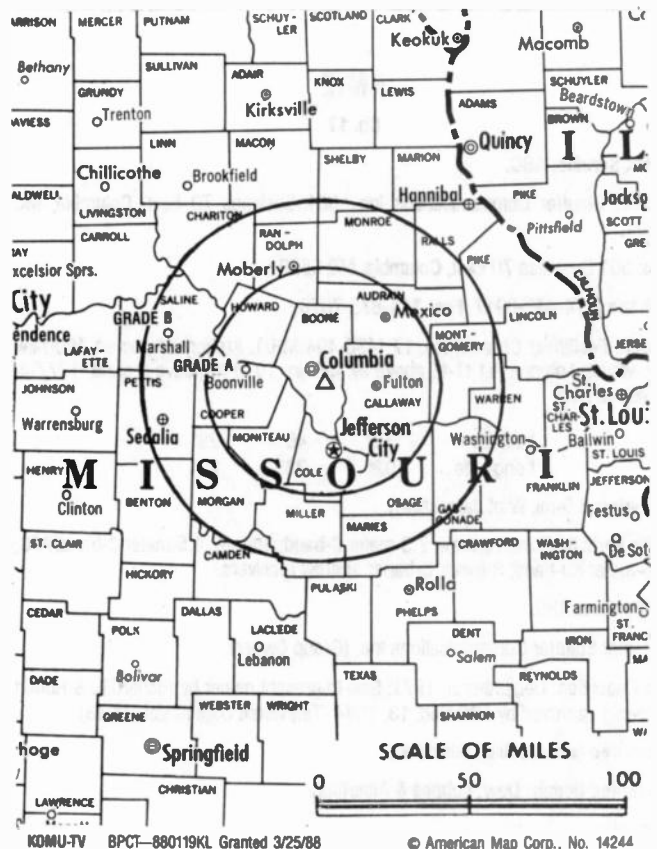
Thomas R. Gray, General Manager.
John Strecker, General Sales Manager.
Stacey Woolfel, News Director.
Robert Austin, Program Director.
Becky Cooper, Promotion Director.
Lee Eggers, Chief Engineer.
Gloria Britt, Business Manager.
Roger Allbee, Operations Manager.

Rates: On request.

City of License: Columbia. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | | | | |
| | MISSOURI | | | |
| | Audrain | 9,600 | 9,500 | 99 |
| | Boone | 40,900 | 40,300 | 99 |
| | Callaway | 11,400 | 11,200 | 98 |
| | Camden | 11,000 | 10,800 | 98 |
| | Chariton | 3,900 | 3,800 | 97 |
| | Cole | 23,100 | 22,900 | 99 |
| | Cooper | 5,800 | 5,700 | 98 |
| | Howard | 3,600 | 3,500 | 97 |
| | Maries | 3,200 | 3,100 | 97 |
| | Miller | 7,900 | 7,800 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Moniteau | 4,500 | 4,400 | 98 |
| | Monroe | 3,500 | 3,500 | 100 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Morgan | 6,400 | 6,300 | 98 |
| | Osage | 4,300 | 4,200 | 98 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Randolph | 9,600 | 9,500 | 99 |
| | Saline | 9,400 | 9,300 | 99 |
| Between 25-49% | | | | |
| | MISSOURI | | | |
| | Gasconade | 5,400 | 5,300 | 98 |
| | Macon | 6,500 | 6,400 | 98 |
| Between 5-24% | | | | |
| | MISSOURI | | | |
| | Benton | 5,600 | 5,400 | 96 |
| | Crawford | 7,600 | 7,400 | 97 |
| | Franklin | 27,600 | 27,300 | 99 |
| | Johnson | 13,300 | 13,100 | 98 |
| | Linn | 6,100 | 6,000 | 98 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | Ralls | 3,400 | 3,400 | 100 |
| | Shelby | 3,000 | 3,000 | 100 |
| | Warren | 7,200 | 7,100 | 99 |
| Station Totals | | 286,700 | 282,300 | 98 |
| Net Weekly Circulation (1991) | | | | 152,600 |
| Average Daily Circulation (1991) | | | | 93,400 |

Missouri—Hannibal-Quincy, Illinois

KHQA-TV

Ch. 7

Network Service: CBS.

Licensee: Benedek Bcstg. HQA Inc., 510 Maine St., Quincy, IL 62301.

Studios: 2333 Palmyra Rd., Hannibal, MO 63401; WCU Bldg., Quincy, IL 62301.

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

TWX: 910-246-2204.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 48.4-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, IL.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: August 27, 1953. FCC approved sale to present owner by Lee Enterprises Inc. Oct. 30, 1986 (Television Digest, Vol. 26:38).

Represented (sales): Katz Television.

Represented (engineering): David Steel & Associates.

Personnel:

Lowell Johnson, General Manager.
Ron Heller, Operations/News Director.
Tana Kenny, National Sales Coordinator.
Owen Filehr, Local Sales Manager.
Nadine Martin, Business Manager.
Hank Mayhall, Program/Production Manager.
Lee Gray, Chief Engineer.
Ron Hendren, Farm Director.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1158.

City of License: Hannibal. ADI: Quincy, IL-Hannibal, MO. Rank: 156.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | IOWA | | | |
| | Lee | 16,400 | 16,200 | 99 |
| | Van Buren | 3,100 | 3,100 | 98 |
| | ILLINOIS | | | |
| | Adams | 26,900 | 26,500 | 99 |
| | Brown | 2,000 | 2,000 | 98 |
| | Cass | 5,400 | 5,300 | 98 |
| | Hancock | 9,200 | 9,100 | 99 |
| | Mc Donough | 12,500 | 12,300 | 98 |
| | Morgan | 14,600 | 14,200 | 98 |
| Pike | 7,400 | 7,200 | 97 | |
| Schuyler | 3,100 | 3,000 | 97 | |
| Scott | 2,400 | 2,400 | 100 | |



KHQA-TV BPCT-4746 Granted 10/9/74

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | MISSOURI | | | |
| | Adair | 9,000 | 8,900 | 99 |
| | Clark | 3,000 | 3,000 | 98 |
| | Knox | 2,100 | 2,100 | 100 |
| | Lewis | 3,700 | 3,600 | 97 |
| | Macon | 6,500 | 6,400 | 98 |
| | Marion | 10,700 | 10,600 | 99 |
| | Monroe | 3,500 | 3,500 | 100 |
| | Pike | 6,100 | 6,000 | 98 |
| | Ralls | 3,400 | 3,400 | 100 |
| | Schuyler | 2,000 | 2,000 | 100 |
| | Scotland | 2,100 | 2,100 | 100 |
| | Shelby | 3,000 | 3,000 | 100 |
| Between 25-49% | MISSOURI | | | |
| | Audrain | 9,600 | 9,500 | 99 |
| Between 5-24% | IOWA | | | |
| | Davis | 3,300 | 3,300 | 100 |
| | Henry | 7,200 | 7,100 | 99 |
| ILLINOIS | | | | |
| | Greene | 6,300 | 6,200 | 98 |
| | Henderson | 3,500 | 3,400 | 97 |
| MISSOURI | | | | |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Sullivan | 2,800 | 2,800 | 100 |
| Station Totals | | 195,100 | 192,400 | 99 |
| Net Weekly Circulation (1991) | | | | 136,500 |
| Average Daily Circulation (1991) | | | | 83,200 |

Missouri—Jefferson City

KNLJ

Ch. 25

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., Box 2525, New Bloomfield, MO 65063.

Studio: Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

Telephone: 314-896-5105. Fax: 314-896-4376.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"
Longitude 92° 05' 20"

Transmitter: Hwys. 54 & 232, Bloomfield, MO.

Satellite Earth Stations: ADM, 3-meter; Winegard, 3-meter; Drake, Uniden receivers.

News Service: INN.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: March 30, 1986.

Represented (sales): Savalli Broadcast Sales.

Represented (legal): John Midlen Jr.

Personnel:

Larry Rice, General Manager.

Penny Rice, Station & General Sales Manager.

Highest 30 Sec. Rate: \$100.

City of License: Jefferson City. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| Between 25-49% | MISSOURI Callaway | 11,400 | 11,200 | 98 |
| | MISSOURI Audrain | 9,600 | 9,500 | 99 |
| Between 5-24% | Boone | 40,900 | 40,300 | 99 |
| | Cole | 23,100 | 22,900 | 99 |
| | Cooper | 5,800 | 5,700 | 98 |



KNLJ BMPCT-850416KF Granted 5/28/85 © American Map Corp. No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| Between 5-24% | Howard | 3,600 | 3,500 | 97 |
| | Maries | 3,200 | 3,100 | 97 |
| | Miller | 7,900 | 7,800 | 99 |
| | Moniteau | 4,500 | 4,400 | 98 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Morgan | 6,400 | 6,300 | 98 |
| | Osage | 4,300 | 4,200 | 98 |
| Station Totals | | 125,000 | 123,100 | 98 |
| Net Weekly Circulation (1991) | | | 20,200 | |
| Average Daily Circulation (1991) | | | 7,300 | |

Missouri—Jefferson City

KRCG

Ch. 13

Network Service: CBS.

Licensee: Mel Wheeler Inc., 1710 Westminster St., Denton, TX 76205.

Studio: Hwy. 54, Jefferson City, MO 65102.

Mailing Address: Box 659, Jefferson City, MO 65102.

Telephone: 314-896-5144. TWX: 910-760-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"
Longitude 92° 05' 43"

Transmitter: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Harris-Farion Ku-band.

News Services: AP, CBS, Group W Newsfeed, SNN.

Ownership: Mel Wheeler Inc. (Group Owner).

Began Operation: February 13, 1955. Sale to present owner by Price Communications approved by FCC Sept. 9, 1988. Sale to Price Communications by LDX Broadcast approved Nov. 15, 1984 (Television Digest, Vol. 24:36). Sale, including former satellite KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

Represented (sales): Katz Television.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

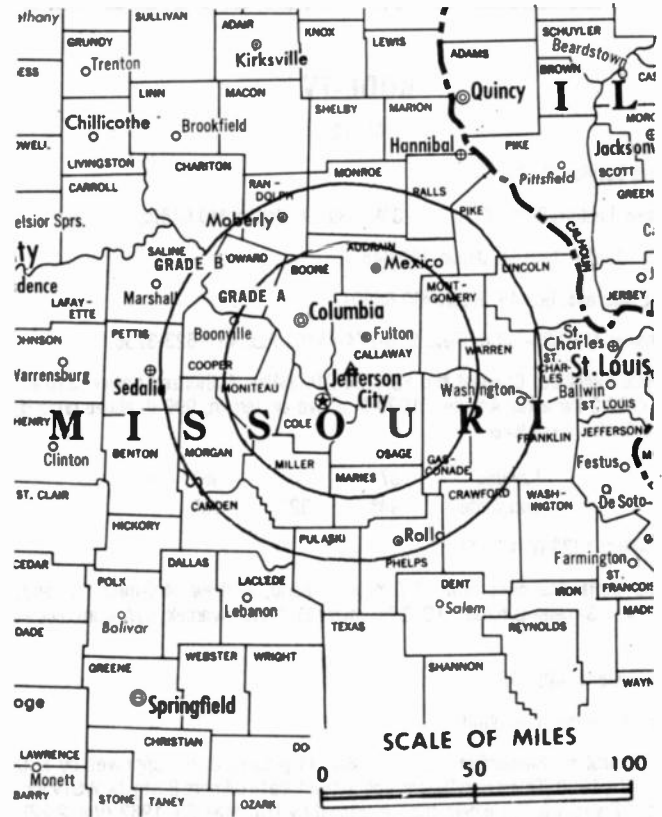
- Len Wheeler, General Manager.
- Tim Thompson, Local Sales Manager.
- Roger Wellman, News Director.
- Leland Gordon, Program Director.
- Beverly Purvis, Promotion Director.
- Roberta Lewis, Business Manager.
- Steve Metzger, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Jefferson City. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | | | | |
| | MISSOURI | | | |
| | Audrain | 9,600 | 9,500 | 99 |
| | Boone | 40,900 | 40,300 | 99 |
| | Callaway | 11,400 | 11,200 | 98 |
| | Camden | 11,000 | 10,800 | 98 |
| | Chariton | 3,900 | 3,800 | 97 |
| | Cole | 23,100 | 22,900 | 99 |
| | Cooper | 5,800 | 5,700 | 98 |



KRCG BPCT-811221KE Granted 1/12/82

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Howard | 3,600 | 3,500 | 97 |
| | Maries | 3,200 | 3,100 | 97 |
| | Miller | 7,900 | 7,800 | 99 |
| | Moniteau | 4,500 | 4,400 | 98 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Morgan | 6,400 | 6,300 | 98 |
| | Osage | 4,300 | 4,200 | 98 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Randolph | 9,600 | 9,500 | 99 |
| Between 25-49% | | | | |
| | MISSOURI | | | |
| | Gasconade | 5,400 | 5,300 | 98 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | Saline | 9,400 | 9,300 | 99 |
| Between 5-24% | | | | |
| | MISSOURI | | | |
| | Benton | 5,600 | 5,400 | 96 |
| | Crawford | 7,600 | 7,400 | 97 |
| | Dert | 5,600 | 5,400 | 96 |
| | Franklin | 27,600 | 27,300 | 99 |
| | Hickory | 3,400 | 3,300 | 97 |
| | Monroe | 3,500 | 3,500 | 100 |
| | Ralls | 3,400 | 3,400 | 100 |
| | Warren | 7,200 | 7,100 | 99 |
| Station Totals | | 266,800 | 262,500 | 98 |
| Net Weekly Circulation (1991) | | | | 155,500 |
| Average Daily Circulation (1991) | | | | 92,600 |

Missouri—Joplin

KODE-TV

Ch. 12

Network Service: ABC.

Licensee: Eastern Bcstg. Corp., 1928 W. 13th St., Joplin, MO 64802.

Studio: 1928 W. 13th St., Joplin, MO 64802.

Mailing Address: Box 46, Joplin, MO 64801.

Telephone: 417-623-7260. TWX: 910-774-4516. Fax: 417-623-3736.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"
Longitude 94° 32' 10"

Transmitter: 1928 W. 13th St.

Satellite Earth Stations: ADM, 3.7-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Avantek, M/A-Com receivers.

News Services: ABC, AP.

Ownership: Roger A. Neuhoff.

Began Operation: September 26, 1954. Sale to present owner approved by FCC March 23, 1990 (Television Digest, Vol. 30:8). Sale to Gilmore Bcstg. by WSTV Inc. (United Printers & Publishers Inc.) approved by FCC May 23, 1962 (Vol. 2:22). Transfer of Friendly Stations to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales): Blair Television.

Represented (legal): Schwartz, Woods & Miller.

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

Personnel:

Jerry Montgomery, General Manager.
Gary Hood, General Sales Manager.
Larry Young, News Director.
Lorie Heatley, Program Director.
Bob Shryock, Business Manager.
John Hoffmann, Regional Sales Manager.
Gary Bandy, Production Manager.
Michael Jackson, Chief Engineer.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over | KANSAS | | | |
| | Allen | 6,100 | 6,000 | 98 |
| | Bourbon | 6,600 | 6,500 | 98 |
| | Cherokee | 9,000 | 8,900 | 99 |
| | Crawford | 15,400 | 15,200 | 99 |
| | Labette | 9,700 | 9,600 | 99 |
| | Neosho | 6,900 | 6,800 | 99 |
| | Wilson | 4,800 | 4,700 | 98 |
| Woodson | 1,800 | 1,800 | 100 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | MISSOURI | | | |
| | Bartlesville | 10,800 | 10,600 | 98 |
| | Barton | 4,800 | 4,700 | 98 |
| | Jasper | 36,000 | 35,500 | 99 |
| | Mc Donald | 6,500 | 6,400 | 98 |
| | Newton | 16,800 | 16,600 | 99 |
| | Vernon | 7,800 | 7,600 | 97 |
| | OKLAHOMA | | | |
| | Ottawa | 12,700 | 12,600 | 99 |
| | Between 25-49% | ARKANSAS | | |
| Benton | | 38,700 | 38,000 | 98 |
| KANSAS | | | | |
| Montgomery | | 16,500 | 16,200 | 98 |
| MISSOURI | | | | |
| Cedar | | 5,100 | 5,000 | 98 |
| Dade | | 3,200 | 3,200 | 100 |
| Lawrence | | 12,000 | 11,800 | 98 |
| OKLAHOMA | | | | |
| Craig | | 5,600 | 5,500 | 98 |
| Delaware | 11,600 | 11,400 | 98 | |
| Between 5-24% | ARKANSAS | | | |
| | Madison | 4,800 | 4,600 | 96 |
| | MISSOURI | | | |
| | Polk | 8,000 | 7,800 | 98 |
| | St Clair | 3,500 | 3,400 | 97 |
| | OKLAHOMA | | | |
| Nowata | 4,300 | 4,300 | 100 | |
| Station Totals | | 269,000 | 264,700 | 98 |
| Net Weekly Circulation (1991) | | | | 168,700 |
| Average Daily Circulation (1991) | | | | 97,800 |

Missouri—Joplin

KSNF

Ch. 16

Network Service: NBC.

Licensee: Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64802.

Studio: 1502 Cleveland Ave., Joplin, MO 64801.

Telephone: 417-781-2345. TWX: 910-774-4520. Fax: 417-782-2417.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2600-kw visual, 260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level.

Latitude 37° 04' 33"
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

Satellite Earth Stations: Harris, 6.2-meter Ku-band; Scientific-Atlanta, 4.6-meter; RCA, 3.2-meter Ku-band; ChannelMaster, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Price Communications Corp. (Group Owner).

Began Operation: September 2, 1967. Sale to present owner approved by FCC Feb. 27, 1987. Previous sale to Kansas State Network by Virginia S. Hickey, et al., approved by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV), Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

- Bill Bengtson, Vice President & General Manager.
- Bill Ward, General Sales Manager.
- Gary Sisco, Operations & Production Manager.
- Steve Russell, News Director.
- Mike Pound, Promotion Director.
- Sharon Workman, Business Director.
- Melvin Brooks, Chief Engineer.

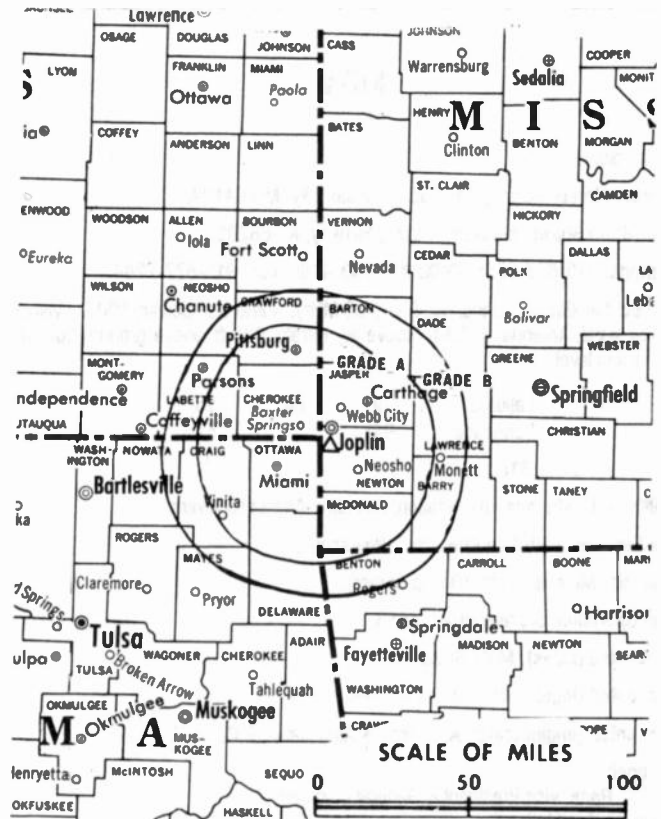
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 149.

Total Households: ©NSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | KANSAS | | | |
| | Allen | 6,100 | 6,000 | 98 |
| | Bourbon | 6,600 | 6,500 | 98 |
| | Cherokee | 9,000 | 8,900 | 99 |
| | Crawford | 15,400 | 15,200 | 99 |
| | Labette | 9,700 | 9,600 | 99 |
| | Montgomery | 16,500 | 16,200 | 98 |
| | Neosho | 6,900 | 6,800 | 99 |
| | Wilson | 4,800 | 4,700 | 98 |
| | MISSOURI | | | |
| | Barton | 4,800 | 4,700 | 98 |
| | Jasper | 36,000 | 35,500 | 99 |
| | Mc Donald | 6,500 | 6,400 | 98 |



KSNF BPCT-810615LC Granted 9/10/81

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Newton | 16,800 | 16,600 | 99 |
| | Vernon | 7,800 | 7,600 | 97 |
| | OKLAHOMA | | | |
| | Ottawa | 12,700 | 12,600 | 99 |
| Between 25-49% | ARKANSAS | | | |
| | Benton | 38,700 | 38,000 | 98 |
| | MISSOURI | | | |
| | Barry | 10,800 | 10,600 | 98 |
| | Lawrence | 12,000 | 11,800 | 98 |
| | OKLAHOMA | | | |
| | Delaware | 11,600 | 11,400 | 98 |
| Between 5-24% | KANSAS | | | |
| | Chautauqua | 2,200 | 2,200 | 100 |
| | Ek | 1,600 | 1,600 | 100 |
| | Woodson | 1,800 | 1,800 | 100 |
| | MISSOURI | | | |
| | Bates | 6,500 | 6,400 | 98 |
| | Cedar | 5,100 | 5,000 | 98 |
| | Dade | 3,200 | 3,200 | 100 |
| | OKLAHOMA | | | |
| | Craig | 5,600 | 5,500 | 98 |
| Nowata | 4,300 | 4,300 | 100 | |
| Station Totals | | 263,000 | 259,100 | 99 |
| Net Weekly Circulation (1991) | | | | 163,800 |
| Average Daily Circulation (1991) | | | | 97,400 |

Missouri—Kansas City

KCTV
Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., Box 5555, Kansas City, MO 64109.

Studio: 4500 Shawnee Mission Pkwy., Fairway, KS 66205.

Telephone: 913-677-5555. TWX: 910-743-4180. Fax: 913-677-7284.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1128-ft. above av. terrain, 998-ft. above ground, 2005-ft. above sea level.

Latitude 39° 04' 15"
Longitude 94° 34' 57"

Transmitter: 129 E. 31st St.

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

News Services: CNN Headline News, Newscope.

Ownership: Meredith Corp. (Group Owner).

Began Operation: September 27, 1953.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

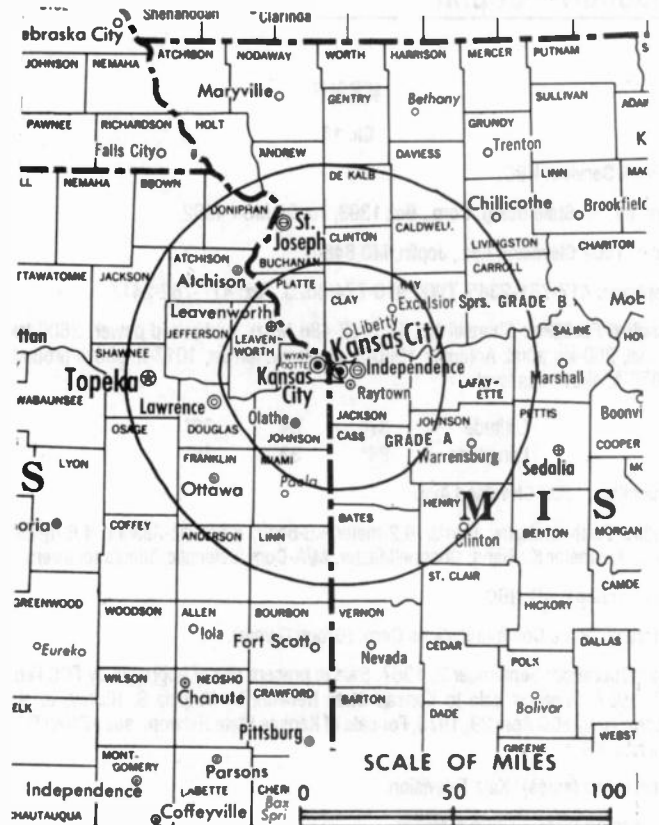
- John C. Rosa, Vice President & General Manager.
- Erwin Parthe, Station Operations Director.
- Pat North, General Sales Manager.
- Robert Frey, Local Sales Manager.
- Mark St. Clair, National Sales Manager.
- Joe Snelson, Director of Engineering.
- Jim Overbay, News Director.
- Bernie Erber, Business Manager.
- Patti DeWalt, Marketing Manager.
- Duke Uridge, Creative Service Manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Atchison | 6,500 | 6,400 | 98 |
| | Brown | 4,700 | 4,600 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Johnson | 136,200 | 135,600 | 100 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Linn | 3,400 | 3,300 | 97 |
| | Miami | 8,900 | 8,800 | 99 |
| | Wyandotte | 65,600 | 65,000 | 99 |
| | MISSOURI | | | |
| | Andrew | 5,500 | 5,400 | 98 |
| | Bates | 6,500 | 6,400 | 98 |
| | Buchanan | 32,800 | 32,400 | 99 |
| | Caldwell | 3,300 | 3,300 | 100 |
| | Carroll | 4,600 | 4,500 | 98 |
| | Cass | 21,900 | 21,700 | 99 |
| | Clay | 58,600 | 58,200 | 99 |
| | Clinton | 6,400 | 6,300 | 98 |
| | Daviess | 3,500 | 3,400 | 97 |
| | De Kalb | 3,300 | 3,200 | 97 |
| | Gentry | 3,000 | 2,900 | 97 |



KCTV BMPCT-2317 Granted 10/26/54

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | Grundy | 4,700 | 4,600 | 98 |
| | Harrison | 4,000 | 3,900 | 98 |
| | Henry | 8,400 | 8,300 | 99 |
| | Holt | 2,700 | 2,600 | 96 |
| | Jackson | 258,400 | 255,600 | 99 |
| | Johnson | 13,300 | 13,100 | 98 |
| | Lafayette | 12,200 | 12,100 | 99 |
| | Linn | 6,100 | 6,000 | 98 |
| | Livingston | 6,000 | 5,900 | 98 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Platte | 20,500 | 20,300 | 99 |
| | Ray | 8,700 | 8,600 | 99 |
| | Saline | 9,400 | 9,300 | 99 |
| | Between 25-49% | KANSAS | | |
| Bourbon | | 6,600 | 6,500 | 98 |
| Coffey | | 3,600 | 3,500 | 97 |
| Geary | | 10,600 | 10,500 | 99 |
| Jackson | | 4,500 | 4,400 | 98 |
| Osage | | 6,100 | 6,000 | 98 |
| Pottawatomie | | 6,000 | 5,900 | 98 |
| Shawnee | | 66,100 | 65,500 | 99 |
| MISSOURI | | | | |
| Adair | | 9,000 | 8,900 | 99 |
| Chariton | | 3,900 | 3,800 | 97 |
| Nodaway | 7,600 | 7,500 | 99 | |
| Vernon | 7,800 | 7,600 | 97 | |
| NEBRASKA | | | | |
| Richardson | 4,200 | 4,100 | 98 | |
| Between 5-24% | KANSAS | | | |
| | Clay | 3,800 | 3,700 | 97 |

(Continued on page A-692)

| | | | |
|---|------------------|------------------|----------------|
| Station Totals | 1,044,300 | 1,032,300 | 99 |
| Net Weekly Circulation (1991) | | | 739,000 |
| Average Daily Circulation (1991) | | | 427,800 |

Missouri—Kansas City

KMBC-TV

Ch. 9

Network Service: ABC.

Licensee: The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

Studio: 1049 Central St., Kansas City, MO 64105.

Telephone: 816-221-9999. Fax: 816-421-4163.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: Circularly polarized, 1170-ft. above av. terrain, 1124-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 01"
Longitude 94° 30' 57"

Transmitter: 5701 E. 22nd St., Kansas City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 5.5-meter Ku-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Andrew, DX Antenna, M/A-Corn receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: ABC, AP.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: August 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954, FCC approved sale and WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961. Sale to present owner by Metromedia approved by FCC April 1, 1982 (Vol. 21:37; 22:14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

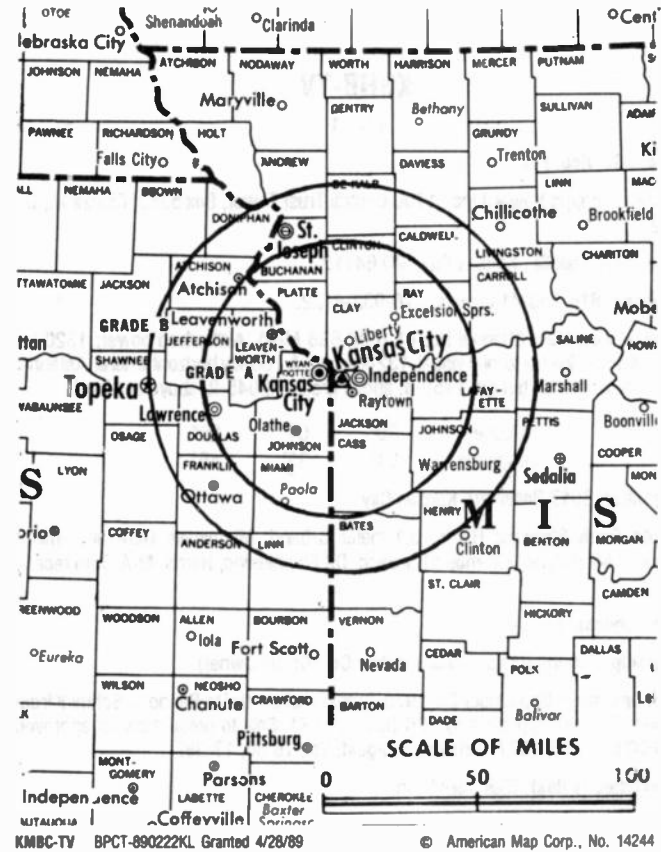
Paul (Dino) Dinovitz, Vice President & General Manager.
Tracy Boschert, General Sales Manager.
Bob Brandt, Local Sales & Marketing Manager.
Mark Manders, National Sales Manager.
John Calver, Promotion Director.
Gerald Golden, Business Manager.
Pat Patton, Program Director.
Brian Bracco, News Director.
Jerry Dixon, Chief Engineer.
Eva Pinon, Traffic/Computer Operations Manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Atchison | 6,500 | 6,400 | 98 |
| | Brown | 4,700 | 4,600 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Ellis | 10,200 | 10,100 | 99 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Johnson | 136,200 | 135,600 | 100 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Linn | 3,400 | 3,300 | 97 |
| | Miami | 8,900 | 8,800 | 99 |
| | Wyandotte | 65,600 | 65,000 | 99 |
| | MISSOURI | | | |
| | Bates | 6,500 | 6,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | | | | |
| | Buchanan | 32,800 | 32,400 | 99 |
| | Caldwell | 3,300 | 3,300 | 100 |
| | Carroll | 4,600 | 4,500 | 98 |
| | Cass | 21,900 | 21,700 | 99 |
| | Clay | 58,600 | 58,200 | 99 |
| | Clinton | 6,400 | 6,300 | 98 |
| | Daviess | 3,500 | 3,400 | 97 |
| | De Kalb | 3,300 | 3,200 | 97 |
| | Grundy | 4,700 | 4,600 | 98 |
| | Henry | 8,400 | 8,300 | 99 |
| | Holt | 2,700 | 2,600 | 96 |
| | Jackson | 258,400 | 255,600 | 99 |
| | Johnson | 13,300 | 13,100 | 98 |
| | Lafayette | 12,200 | 12,100 | 99 |
| | Linn | 6,100 | 6,000 | 98 |
| | Livingston | 6,000 | 5,900 | 98 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Platte | 20,500 | 20,300 | 99 |
| | Ray | 8,700 | 8,600 | 99 |
| | Saline | 9,400 | 9,300 | 99 |

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| BETWEEN 25-49% | | | | |
| | Allen | 6,100 | 6,000 | 98 |
| | Clay | 3,800 | 3,700 | 97 |
| | Coffey | 3,600 | 3,500 | 97 |
| | Geary | 10,600 | 10,500 | 99 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Osage | 6,100 | 6,000 | 98 |
| | Pottawatomie | 6,000 | 5,900 | 98 |
| | Riley | 20,400 | 20,000 | 98 |
| | Saline | 20,500 | 20,300 | 99 |

(Continued on page A-692)

| Station Totals | 1,113,500 | 1,100,700 | 99 |
|----------------------------------|-----------|-----------|---------|
| Net Weekly Circulation (1991) | | | 753,700 |
| Average Daily Circulation (1991) | | | 433,400 |

Missouri—Kansas City

KSHB-TV

Ch. 41

Network Service: Fox.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 4720 Oak St., Kansas City, MO 64112.

Telephone: 816-753-4141. Fax: 816-932-4122.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: 3017 Belleview, Kansas City.

Satellite Earth Stations: Harris, 6.1-meter C-band; Microwave General, 6-meter C-band; Microdyne, 3.6-meter Ku-band; DX Engineering, Harris, M/A-Corn receivers.

News Services: AP, CNN.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (Television Digest, Vol. 16:50; 17:38).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostedter.

Represented (engineering): Paul Godley Co.

Personnel:

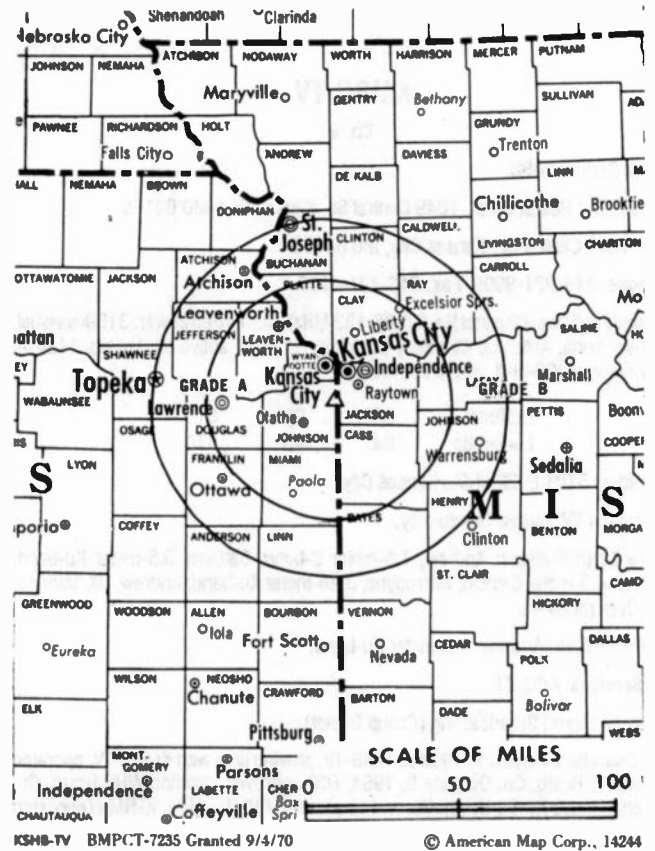
Bob Wormington, Vice President & General Manager.
Charlotte Moore-English, Station Manager.
Joann Campo, General Sales Manager.
Alan Fuchsman, Local Sales Manager.
Alex George, National Sales Manager.
Tom Christiansen, News Director.
Sandy Martin, Promotion Director.
Bill Hankins, Business Manager.
Harold DeGood, Chief Engineer.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Douglas | 27,800 | 27,400 | 99 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Geary | 10,600 | 10,500 | 99 |
| | Johnson | 136,200 | 135,600 | 100 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Linn | 3,400 | 3,300 | 97 |
| | Miami | 8,900 | 8,800 | 99 |
| | Wyandotte | 65,600 | 65,000 | 99 |
| | MISSOURI | | | |
| | Bates | 6,500 | 6,400 | 98 |
| | Buchanan | 32,800 | 32,400 | 99 |
| | Caldwell | 3,300 | 3,300 | 100 |
| | Cass | 21,900 | 21,700 | 99 |
| | Clay | 58,600 | 58,200 | 99 |
| | Clinton | 6,400 | 6,300 | 98 |
| | De Kalb | 3,300 | 3,200 | 97 |
| | Jackson | 258,400 | 255,600 | 99 |
| | Johnson | 13,300 | 13,100 | 98 |
| | Platte | 20,500 | 20,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|------------------|-----------|
| Between 25-49% | KANSAS | | | |
| | Allen | 6,100 | 6,000 | 98 |
| | Anderson | 3,200 | 3,200 | 98 |
| | Atchison | 6,500 | 6,400 | 98 |
| | Bourbon | 6,600 | 6,500 | 98 |
| | Brown | 4,700 | 4,600 | 98 |
| | Cloud | 4,500 | 4,400 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Neosho | 6,900 | 6,800 | 99 |
| | Osage | 6,100 | 6,000 | 98 |
| | Pottawatomie | 6,000 | 5,900 | 98 |
| | Riley | 20,400 | 20,000 | 98 |
| | Saline | 20,500 | 20,300 | 99 |
| | Shawnee | 66,100 | 65,500 | 99 |
| | Wabaunsee | 2,500 | 2,400 | 96 |
| | Wilson | 4,800 | 4,700 | 98 |
| MISSOURI | | | | |
| Andrew | 5,500 | 5,400 | 98 | |
| Atchison | 3,100 | 3,100 | 100 | |
| Boone | 40,900 | 40,300 | 99 | |
| Carroll | 4,600 | 4,500 | 98 | |
| Daviess | 3,500 | 3,400 | 97 | |
| Gentry | 3,000 | 2,900 | 97 | |
| Grundy | 4,700 | 4,600 | 98 | |
| Harrison | 4,000 | 3,900 | 98 | |
| Henry | 8,400 | 8,300 | 99 | |
| Holt | 2,700 | 2,600 | 96 | |
| (Continued on page A-692) | | | | |
| Station Totals | | 1,221,700 | 1,207,200 | 99 |
| Net Weekly Circulation (1991) | | | 615,800 | |
| Average Daily Circulation (1991) | | | 274,400 | |

Missouri—Kansas City

KSMO-TV

Ch. 62

(formerly KZKC)

Network Service: None, independent.

Licensee: Kansas City TV-62 L.P., 2 Copley Place, Boston, MA 02116.

Studio: 10 E. Cambridge Circle, Suite 300, Kansas City, KS 66103.

Telephone: 913-621-6262. TWX: 910-777-6901. Fax: 913-621-4703.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1660-kw max. & 88.13-kw horizontal visual, 166-kw max. & 8.81-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1222-ft. above ground, 1969-ft. above sea level.

Latitude 39° 04' 59"
Longitude 94° 28' 49"

Holds CP for change to 2183-kw max. visual, 218.3-kw max. aural, 1115-ft. above av. terrain, 1142-ft. above ground, 1968-ft. above sea level. BPCT-901217KF.

Transmitter: 21st St. & Stark Ave.

Satellite Earth Stations: Comtech, 5-meter C-band; M/A-Com, 3-meter Ku-band; Standard Communications, M/A-Com receivers.

News Service: AP.

Ownership: ABRY Communications (Group Owner).

Began Operation: December 7, 1983. Sale to present owner approved by FCC Jan. 31, 1990.

Represented (sales): Seitel Inc.

Represented (legal): Arter & Hadden.

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

Personnel:

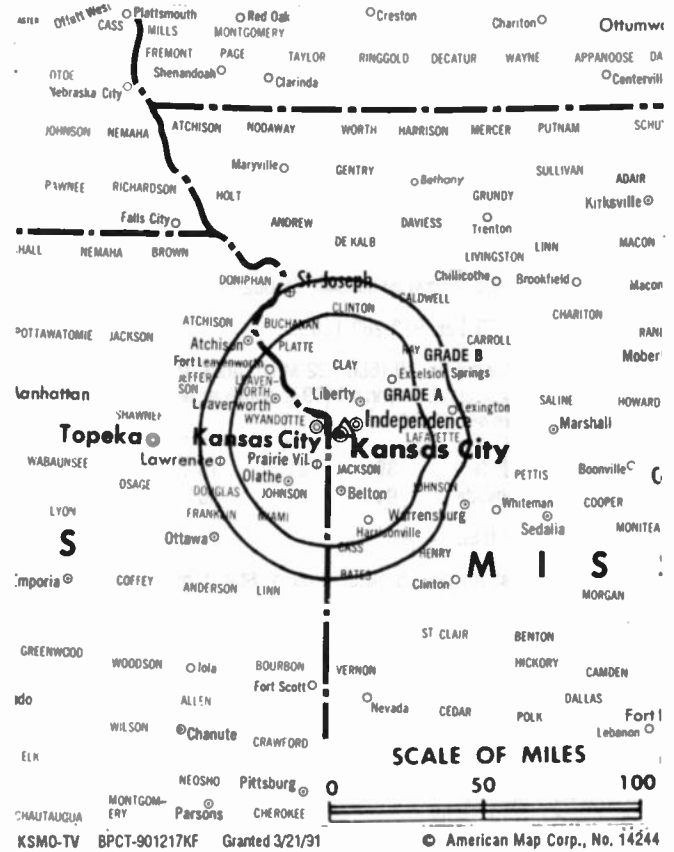
Jim MacDonald, General Manager.
Richard Deutsch, General Sales Manager.
Becky Liener, Local Sales Manager.
Len Randazzo, National Sales Manager.
David Birdsong, Chief Engineer.
Eva Lopez, Program Director.
Bruce Stone, Promotion Director.
Mary Brown, Business Manager.
Angela Graham, Traffic Manager.
Dave Dore, Production Manager.

Highest 30 Sec. Rate: \$1000.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MISSOURI | | | |
| | Caldwell | 3,300 | 3,300 | 100 |
| | Carroll | 4,600 | 4,500 | 98 |
| Between 25-49% | MISSOURI | | | |
| | Clinton | 6,400 | 6,300 | 98 |
| | KANSAS | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Johnson | 136,200 | 135,600 | 100 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Linn | 3,400 | 3,300 | 97 |
| Miami | 8,900 | 8,800 | 99 | |
| Wyandotte | 65,600 | 65,000 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | MISSOURI | | | |
| | Buchanan | 32,800 | 32,400 | 99 |
| | Cass | 21,900 | 21,700 | 99 |
| | Clay | 58,600 | 58,200 | 99 |
| | Daviess | 3,500 | 3,400 | 97 |
| | De Kalb | 3,300 | 3,200 | 97 |
| | Jackson | 258,400 | 255,600 | 99 |
| | Johnson | 13,300 | 13,100 | 98 |
| | Lafayette | 12,200 | 12,100 | 99 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Platte | 20,500 | 20,300 | 99 |
| | Ray | 8,700 | 8,600 | 99 |
| | Saline | 9,400 | 9,300 | 99 |
| Between 5-24% | KANSAS | | | |
| | Atchison | 6,500 | 6,400 | 98 |
| | Bourbon | 6,600 | 6,500 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Osage | 6,100 | 6,000 | 98 |
| | MISSOURI | | | |
| Andrew | 5,500 | 5,400 | 98 | |
| Bates | 6,500 | 6,400 | 98 | |
| Gentry | 3,000 | 2,900 | 97 | |
| Harrison | 4,000 | 3,900 | 98 | |
| Henry | 8,400 | 8,300 | 99 | |
| Livingston | 6,000 | 5,900 | 98 | |
| Station Totals | | 808,000 | 799,800 | 99 |
| Net Weekly Circulation (1991) | | | 288,600 | |
| Average Daily Circulation (1991) | | | 87,600 | |

Missouri—Kansas City

KYFC

Ch. 50

Network Service: None, independent.

Licensee: Kansas City Youth For Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

Studio: 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

Telephone: 913-262-1700. Fax: 913-262-1782.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 01' 19"
Longitude 94° 30' 50"

Transmitter: 6309 E. 56th St.

Satellite Earth Stations: Andrew, 5-meter C-band; Star, 5-meter C-band; Harris receivers.

Ownership: Kansas City Youth for Christ Inc.

Began Operation: December 15, 1978.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

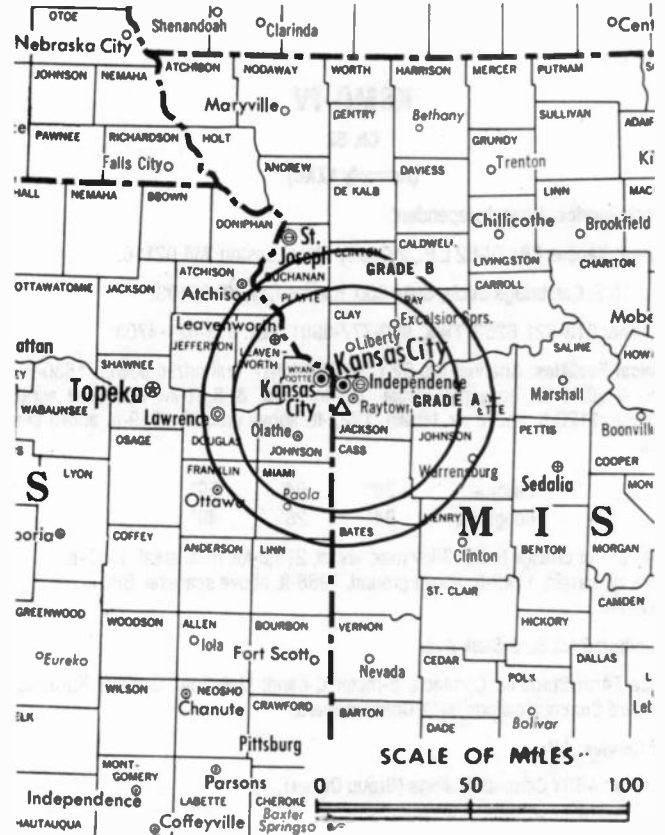
- Ronnie Metsker, President.
- Kathy Burton, General Sales Manager.
- Sue Copling, Program Director.
- George Pula, Marketing Director.
- Ron Rockrohr, Chief Engineer.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| Between 5-24% | KANSAS | | | |
| | Franklin | 8,600 | 8,500 | 99 |
| | Linn | 3,400 | 3,300 | 97 |
| | Wyandotte | 65,600 | 65,000 | 99 |



KYFC BPCT-4950 Granted 4/29/77

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|-----------|
| Between 5-24% | MISSOURI | | | |
| | Bates | 6,500 | 6,400 | 98 |
| | Carroll | 4,600 | 4,500 | 98 |
| | Cass | 21,900 | 21,700 | 99 |
| | Henry | 8,400 | 8,300 | 99 |
| | Jackson | 258,400 | 255,600 | 99 |
| | Lafayette | 12,200 | 12,100 | 99 |
| Ray | 8,700 | 8,600 | 99 | |
| Station Totals | | 398,300 | 394,000 | 99 |
| Net Weekly Circulation (1991) | | | 35,000 | |
| Average Daily Circulation (1991) | | | 11,400 | |

Missouri—Kansas City

WDAF-TV

Ch. 4

Network Service: NBC.

Licensee: Great American Television & Radio Co. Inc., Signal Hill, Kansas City, MO 64108.

Studio: Signal Hill, Kansas City, MO 64108.

Telephone: 816-753-4567. Fax: 816-931-3984.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: Signal Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.2-meter C-band; Scientific-Atlanta, 3-meter C-band; Harris receivers.

SNG Mobile Dish: Midwest, 3-meter Ku-band.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: KYYS, 100-kw, 102.1 MHz (No 271), 940-ft.

News Services: AP, CNN, NWS, UPI.

Ownership: Great American Broadcasting Co. (Group Owner).

Began Operation: October 16, 1949. Sale to present owner approved Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41). Sale to Taft TV & Radio by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31; 4:8). Sale to Transcontinent by National-Missouri TV Inc. (wholly owned by National Theatres & Television Inc.) approved July 13, 1960 (Vol. 16:29). Sale to National-Missouri TV Inc. by founding Kansas City Star in compliance with government anti-trust consent decree approved April 23, 1958 (Vol. 13:47,48; 14:17).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

Edward J. Plette, Vice President & General Manager.

Cheryl McDonald, General Sales Manager.

John Hegedus, Local Sales Manager.

Greg Blessen, National Sales Manager.

Mike McDonald, News Director.

Lisa Revare, Program & Promotion Director.

Thermal Stewart, Business Manager.

Deborah Weber, Manager, Public Relations & Special Projects.

Jim Moore, Chief Engineer.

Bud Turner, Teleport Manager.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1920.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Anderson | 3,200 | 3,200 | 98 |
| | Atchison | 6,500 | 6,400 | 98 |
| | Brown | 4,700 | 4,600 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | Douglas | 27,800 | 27,400 | 99 |
| | Franklin | 8,600 | 8,500 | 99 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Johnson | 136,200 | 135,600 | 100 |
| | Leavenworth | 21,100 | 20,900 | 99 |



WDAF-TV BMPCT-6552 Granted 7/17/67

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Linn | 3,400 | 3,300 | 97 |
| | Miami | 8,900 | 8,800 | 99 |
| | Wyandotte | 65,600 | 65,000 | 99 |
| | MISSOURI | | | |
| | Andrew | 5,500 | 5,400 | 98 |
| | Bates | 6,500 | 6,400 | 98 |
| | Buchanan | 32,800 | 32,400 | 99 |
| | Caldwell | 3,300 | 3,300 | 100 |
| | Carroll | 4,600 | 4,500 | 98 |
| | Cass | 21,900 | 21,700 | 99 |
| | Clay | 58,600 | 58,200 | 99 |
| | Clinton | 6,400 | 6,300 | 98 |
| | Daviess | 3,500 | 3,400 | 97 |
| | De Kalb | 3,300 | 3,200 | 97 |
| | Gentry | 3,000 | 2,900 | 97 |
| | Grundy | 4,700 | 4,600 | 98 |
| | Harrison | 4,000 | 3,900 | 98 |
| | Henry | 8,400 | 8,300 | 99 |
| | Holt | 2,700 | 2,600 | 96 |
| | Jackson | 258,400 | 255,600 | 99 |
| | Johnson | 13,300 | 13,100 | 98 |
| | Lafayette | 12,200 | 12,100 | 99 |
| | Linn | 6,100 | 6,000 | 98 |
| | Livingston | 6,000 | 5,900 | 98 |
| | Nodaway | 7,600 | 7,500 | 99 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Platte | 20,500 | 20,300 | 99 |
| | Ray | 8,700 | 8,600 | 99 |
| | Saline | 9,400 | 9,300 | 99 |

(Continued on page A-693)

| | | | |
|---|------------------|------------------|----------------|
| Station Totals | 1,090,600 | 1,077,800 | 99 |
| Net Weekly Circulation (1991) | | | 769,100 |
| Average Daily Circulation (1991) | | | 423,500 |

Missouri—Poplar Bluff

KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., Rte. 13, Carterville, IL 62918.

Studio: Oak Grove Community, U.S. Rte. 67.

Telephone: 618-985-2333.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 36° | 48' | 02" |
| Longitude | 90° | 27' | 03" |

Transmitter: Oak Grove Community, U.S. Rte. 67.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

Ownership: Mel Wheeler Inc. (Group Owner).

Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, IL.

Airtron Data: Included with parent WSIL-TV, Harrisburg, IL.



City of License: Poplar Bluff. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Missouri—St. Joseph

KQTV

Ch. 2

Network Service: ABC.

Licensee: TCS Television Partners L.P., 5251 Fieldstone Rd., Bronx, NY 10471.

Studio: 40th & Faraon Sts., St. Joseph, MO 64506.

Mailing Address: Box 247, St. Joseph, MO 64506.

Telephone: 816-364-2222. Fax: 216-364-3787.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.

Satellite Earth Stations: ADM, 6.1-meter Ku & C-band; RCA, 3-meter Ku-band; Andrew, 7.3-meter C-band; Avantek, Avcom, Standard Agile Omni receivers.

News Services: ABC, AP.

Ownership: TCS Television Partners (Group Owner).

Began Operation: September 13, 1953. Sale to present owner by Malcolm I. Glazer approved by FCC May 1, 1990 (Television Digest, Vol. 30:8, 26). Sale to Glazer by Amarturo Group approved by FCC Sept. 10, 1979 (Vol. 19:24). Previous sale by ISC Industries approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved Aug. 30, 1963 (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bling Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of the station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Lohnes & Culver.

Personnel:

- Jerry Condra, Executive Vice President & General Manager.
- Denise Dalley, General Sales Manager.
- Heather Lamar, Local Sales Manager.
- Bill Strain, Director of Engineering.
- Dennis Fishen, News Director.
- Sally Pike, Program Director.
- Jeannie Rigby, Promotion Director.
- Patty Ziesel, Business Manager.
- Dave Tillery, Operations Manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$700.

City of License: St. Joseph. ADI: St. Joseph. Rank: 188.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Brown | 4,700 | 4,600 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| | MISSOURI | | | |
| | Andrew | 5,500 | 5,400 | 98 |
| | Atchison | 3,100 | 3,100 | 100 |
| | Buchanan | 32,800 | 32,400 | 99 |
| | Daviss | 3,500 | 3,400 | 97 |
| | De Kalb | 3,300 | 3,200 | 97 |



KQTV BPC1-2219 Granted 12/4/56

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|---------------|
| 50% & Over | Gentry | 3,000 | 2,900 | 97 |
| | Harrison | 4,000 | 3,900 | 98 |
| | Holt | 2,700 | 2,600 | 96 |
| | Livingston | 6,000 | 5,900 | 98 |
| | Nodaway | 7,600 | 7,500 | 99 |
| | Worth | 1,100 | 1,100 | 100 |
| Between 25-49% | NEBRASKA | | | |
| | Richardson | 4,200 | 4,100 | 98 |
| | KANSAS | | | |
| | Atchison | 6,500 | 6,400 | 98 |
| | MISSOURI | | | |
| Caldwell | 3,300 | 3,300 | 100 | |
| Clinton | 6,400 | 6,300 | 98 | |
| Grundy | 4,700 | 4,600 | 98 | |
| Between 5-24% | IOWA | | | |
| | Ringgold | 2,300 | 2,300 | 100 |
| | Taylor | 3,100 | 3,000 | 97 |
| | KANSAS | | | |
| | Jackson | 4,500 | 4,400 | 98 |
| | Jefferson | 6,000 | 5,900 | 98 |
| | Leavenworth | 21,100 | 20,900 | 99 |
| | Nemaha | 4,200 | 4,100 | 98 |
| | MISSOURI | | | |
| | Linn | 6,100 | 6,000 | 98 |
| Mercer | 1,600 | 1,600 | 100 | |
| NEBRASKA | | | | |
| Pawnee | 1,500 | 1,500 | 100 | |
| Station Totals | | 156,200 | 153,800 | 98 |
| Net Weekly Circulation (1991) | | | | 96,400 |
| Average Daily Circulation (1991) | | | | 53,600 |

Missouri—St. Joseph

KTAJ

Ch. 16

Network Service: None, independent.

Licensee: All American TV Inc., 13181 Cross Roads Pkwy. N, Suite 250, City of Industry, CA 91746.

Studio: 4410-B, St. Joseph, MO 64503.

Telephones: 714-641-3222; 213-699-1348.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1071-ft. above av. terrain, 1027-ft. above ground, 2012-ft. above sea level.

Latitude 39° 39' 03"
Longitude 94° 40' 11"

Transmitter: 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

Ownership: All American TV Inc. (Group Owner).

Began Operation: October 7, 1986.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

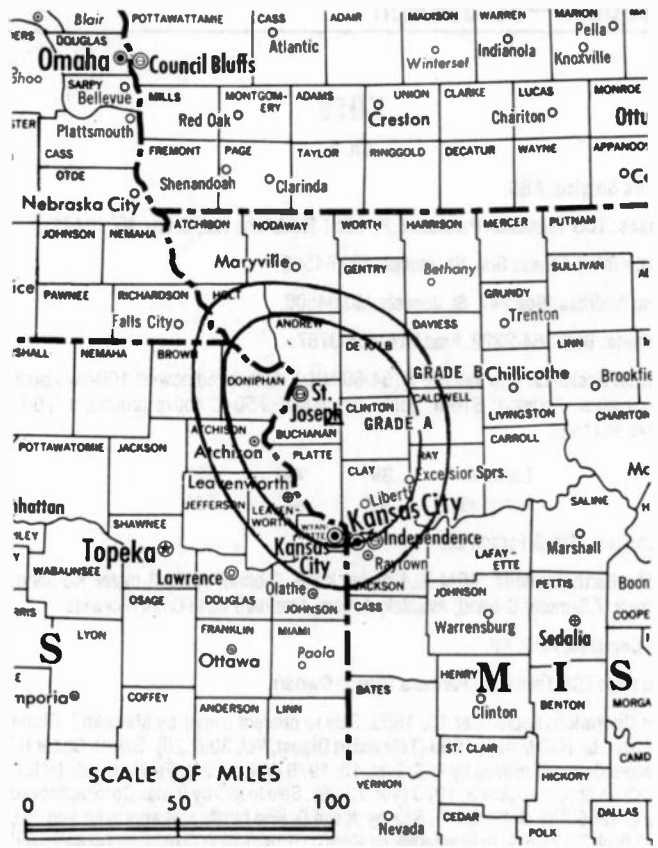
Personnel:

- Gary Penovitch, General Manager.
- Eugene Seibel, Station Manager & Chief Engineer.
- Donna Seibel, Program Director.
- Joe Brinnon, Promotion Director.

Rates: On request.

City of License: St. Joseph. ADI: St. Joseph. Rank: 188.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KTAJ 8PCT-880523KJ Granted 7/29/88

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| KANSAS | | | | |
| Between 5-24% | Brown | 4,700 | 4,600 | 98 |
| | Doniphan | 3,400 | 3,400 | 100 |
| Station Totals | | 8,100 | 8,000 | 99 |
| Net Weekly Circulation (1991) | | | 6,300 | |
| Average Daily Circulation (1991) | | | 2,700 | |

Missouri—St. Louis

KDNL-TV

Ch. 30

Network Service: Fox.

Licensee: River City Broadcasting L.P., 1215 Cole St., St. Louis, MO 63106.

Studio: 1215 Cole St., St. Louis, MO 63106.

Telephone: 314-436-3030. Fax: 314-259-5763.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2190-kw max. & 1950-kw horizontal visual, 218.5-kw aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"
Longitude 90° 19' 43"

Transmitter: 1010 Watson Rd., Shrewsbury, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; RCA Americom, 3.7-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Atlantic Bcstg. Co. (Group Owner).

Began Operation: June 8, 1969. Sale to Cox Enterprises by Evans Bcstg. approved by FCC Nov. 25, 1981 (Television Digest, Vol. 21:10) Sale to present owner approved by FCC July 14, 1989 (Vol. 29:9, 37).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

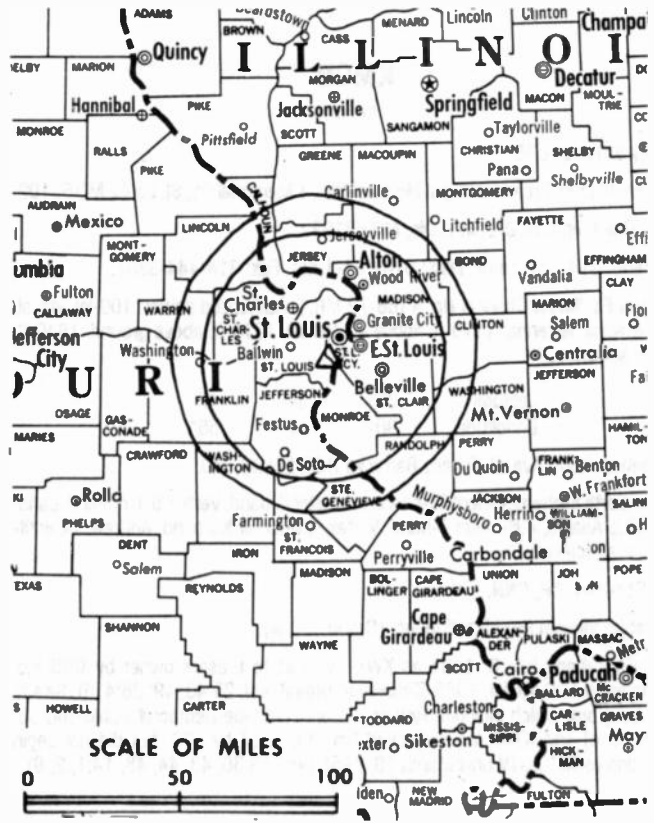
- Barry Baker, Chief Executive Officer.
- Larry D. Marcus, Chief Financial Officer.
- Gregory Filandrinos, Vice President & General Manager.
- Donna Fuhrman, General Sales Manager.
- Thomas Ehlmann, Local Sales Manager.
- James Lowery, Director of Station Operations.
- Robert G. West, Program Director.
- Robert Kobarg, Promotion Director.
- Michael Sileck, Manager of Finance & Business Affairs.
- Jean O'Rourke, Traffic Manager.
- Debbie Davidson, Research Director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|------------------------|-----------------|------------------|---------------|---------|----|
| 50% & Over | ILLINOIS | | | | |
| | | Clinton | 12,100 | 11,900 | 98 |
| | | Jersey | 7,500 | 7,300 | 98 |
| | | Madison | 97,200 | 96,000 | 99 |
| | | Monroe | 8,400 | 8,200 | 98 |
| | | St. Clair | 98,100 | 96,500 | 98 |
| | | Washington | 6,200 | 6,000 | 97 |
| | | MISSOURI | | | |
| | | Franklin | 27,600 | 27,300 | 99 |
| | | Jefferson | 58,500 | 58,100 | 99 |
| | | Lincoln | 10,000 | 9,800 | 98 |
| | | St. Charles | 69,600 | 69,100 | 99 |
| | | St. Louis | 377,900 | 374,100 | 99 |
| | St. Louis City | 169,100 | 167,400 | 99 | |
| Between 25-49% | ILLINOIS | | | | |
| | Bond | 6,300 | 6,100 | 97 | |



KDNL-TV BPCT-790629KJ Granted 10/30/79 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------|------------------|------------------|----------------|----|
| Between 25-49% | MISSOURI | | | | |
| | Iron | 4,000 | 3,900 | 97 | |
| | Marion | 10,700 | 10,600 | 99 | |
| | Montgomery | 4,300 | 4,200 | 98 | |
| | Perry | 6,200 | 6,100 | 98 | |
| | Phelps | 12,500 | 12,200 | 98 | |
| | Pike | 6,100 | 6,000 | 98 | |
| | Ste Genevieve | 6,000 | 5,900 | 98 | |
| | St. Francois | 16,600 | 16,400 | 99 | |
| | Warren | 7,200 | 7,100 | 99 | |
| | Washington | 6,900 | 6,800 | 99 | |
| | Between 5-24% | ILLINOIS | | | |
| | | Clay | 6,200 | 6,000 | 97 |
| Jefferson | | 15,800 | 15,300 | 97 | |
| Morgan | | 14,600 | 14,200 | 98 | |
| Perry | | 9,000 | 8,800 | 98 | |
| Pike | | 7,400 | 7,200 | 97 | |
| MISSOURI | | | | | |
| Callaway | 11,400 | 11,200 | 98 | | |
| Crawford | 7,600 | 7,400 | 97 | | |
| Dent | 5,600 | 5,400 | 96 | | |
| Gasconade | 5,400 | 5,300 | 98 | | |
| Madison | 4,900 | 4,800 | 98 | | |
| Wayne | 5,100 | 5,000 | 98 | | |
| Station Totals | | 1,201,300 | 1,185,500 | 99 | |
| Net Weekly Circulation (1991) | | | | 633,100 | |
| Average Daily Circulation (1991) | | | | 269,000 | |

Missouri—St. Louis

KMOV

Ch. 4

Network Service: CBS.

Licensee: Viacom Broadcasting of Missouri Inc., 1 Memorial Dr., St. Louis, MO 63102.

Studio: One Memorial Dr., St. Louis, MO 63102.

Telephone: 314-621-4444. TWX: 910-761-1024. Fax: 314-444-3367.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, MO.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by CBS Inc. approved by FCC April 4, 1986 (Television Digest, Vol. 25:43, 49; 26:4, 6). Sale to CBS by group which included Robert T. Corvey, Globe-Democrat Publishing Co. (Newhouse) and KTSP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

Represented (sales): TeleRep Inc.

Personnel:

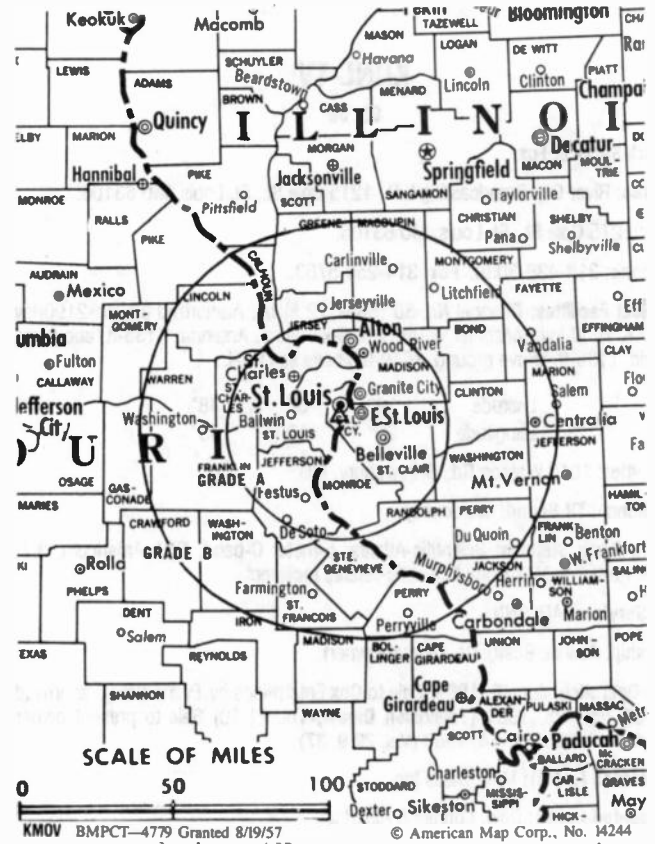
- Allan Cohen, Vice President & General Manager.
- Thomas Raponi, General Sales Manager.
- Margaret Caputo, National Sales Manager.
- Jim Theiss, Local Sales Manager.
- Walker Nichol, Chief Engineer.
- Al Holzer, Director of News.
- Dan Dillon, Promotion Director.
- Peggy Milner, Business Manager.
- Laura Larrabee, Traffic Manager.
- Wilbur Allmeyer, Engineer in Charge.
- Jim Rothschild, Director of Operations.
- Mary Cannon, Director of Community Affairs.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | ILLINOIS | | | |
| | Bond | 6,300 | 6,100 | 97 |
| | Calhoun | 2,100 | 2,100 | 100 |
| | Clinton | 12,100 | 11,900 | 98 |
| | Fayette | 8,300 | 8,100 | 98 |
| | Greene | 6,300 | 6,200 | 98 |
| | Jefferson | 15,800 | 15,300 | 97 |
| | Jersey | 7,500 | 7,300 | 98 |
| | Macoupin | 20,100 | 19,800 | 98 |
| | Madison | 97,200 | 96,000 | 99 |
| | Marion | 17,300 | 17,000 | 98 |
| | Monroe | 8,400 | 8,200 | 98 |
| | Montgomery | 12,400 | 12,100 | 98 |
| | Perry | 9,000 | 8,800 | 98 |
| | Randolph | 12,800 | 12,600 | 98 |
| | St. Clair | 98,100 | 96,500 | 98 |
| | Washington | 6,200 | 6,000 | 97 |
| | MISSOURI | | | |
| | Crawford | 7,600 | 7,400 | 97 |
| Franklin | 27,600 | 27,300 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|------------------|------------------|
| 50% & Over | Gasconade | 5,400 | 5,300 | 98 |
| | Iron | 4,000 | 3,900 | 97 |
| | Jefferson | 58,500 | 58,100 | 99 |
| | Lincoln | 10,000 | 9,800 | 98 |
| | Madison | 4,900 | 4,800 | 98 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Perry | 6,200 | 6,100 | 98 |
| | St. Charles | 69,600 | 69,100 | 99 |
| | Ste Genevieve | 6,000 | 5,900 | 98 |
| | St. Francois | 16,600 | 16,400 | 99 |
| | St. Louis | 377,900 | 374,100 | 99 |
| | Warren | 7,200 | 7,100 | 99 |
| | Washington | 6,900 | 6,800 | 99 |
| St. Louis City | 169,100 | 167,400 | 99 | |
| Between 25-49% | MISSOURI | | | |
| | Dent | 5,600 | 5,400 | 96 |
| | Maries | 3,200 | 3,100 | 97 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Pike | 6,100 | 6,000 | 98 |
| Reynolds | 2,700 | 2,600 | 96 | |
| Between 5-24% | ILLINOIS | | | |
| | Adams | 26,900 | 26,500 | 99 |
| | Clay | 6,200 | 6,000 | 97 |
| | Pike | 7,400 | 7,200 | 97 |
| | Scott | 2,400 | 2,400 | 100 |
| MISSOURI | | | | |
| Audrain | 9,600 | 9,500 | 99 | |
| Bollinger | 4,400 | 4,300 | 98 | |
| Boone | 40,900 | 40,300 | 99 | |
| Butler | 15,000 | 14,600 | 97 | |
| (Continued on page A-693) | | | | |
| Station Totals | | 1,308,500 | 1,291,100 | 99 |
| Net Weekly Circulation (1991) | | | | 1,026,000 |
| Average Daily Circulation (1991) | | | | 618,400 |

Missouri—St. Louis

KNLC

Ch. 24

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

Studio: 1411 Locust St., St. Louis, MO 63103.

Mailing Address: Box 924, St. Louis, MO 63188.

Telephone: 314-436-2424.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1000-ft. above av. terrain, 706-ft. above ground, 1621-ft. above sea level.

Latitude 38° 21' 40"
Longitude 90° 32' 58"

Transmitter: 6091 Tower Rd., House Springs.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: September 12, 1982.

Represented (legal): John Midlen Jr.

Personnel:

Judy Redlich, Acting General Manager & Program Director.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24% | ILLINOIS | | | |
| | Clinton | 12,100 | 11,900 | 98 |
| | Jersey | 7,500 | 7,300 | 98 |
| | Madison | 97,200 | 96,000 | 99 |
| | Monroe | 8,400 | 8,200 | 98 |
| | Perry | 9,000 | 8,800 | 98 |
| | St Clair | 98,100 | 96,500 | 98 |
| MISSOURI | Crawford | 7,600 | 7,400 | 97 |
| | Franklin | 27,600 | 27,300 | 99 |
| | Jefferson | 58,500 | 58,100 | 99 |



KNLC BPCT—850315KK Granted 4/22/85

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|---------------|
| Between 5-24% | Lincoln | 10,000 | 9,800 | 98 |
| | Pike | 6,100 | 6,000 | 98 |
| | Ste Genevieve | 6,000 | 5,900 | 98 |
| | St Francois | 16,600 | 16,400 | 99 |
| | Washington | 6,900 | 6,800 | 99 |
| | St Louis City | 169,100 | 167,400 | 99 |
| Station Totals | | 540,700 | 533,800 | 99 |
| Net Weekly Circulation (1991) | | | | 66,400 |
| Average Daily Circulation (1991) | | | | 15,300 |

Missouri—St. Louis

KPLR-TV

Ch. 11

Network Service: None, independent.

Licensee: Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

Studio: 4935 Lindell Blvd., St. Louis, MO 63108.

Telephone: 314-367-7211. TWX: 910-761-1093. Fax: 314-454-6428.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulsat, 5-meter C-band; Microdyne, 3.66-meter Ku-band; Saturn, 3.1-meter Ku-band; Harris, Gardiner, M/A-Com, Microdyne, Sony receivers.

News Services: AP, CNN, UPI.

Ownership: Koplars Communications Inc. (Group Owner).

Began Operation: April 28, 1959.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

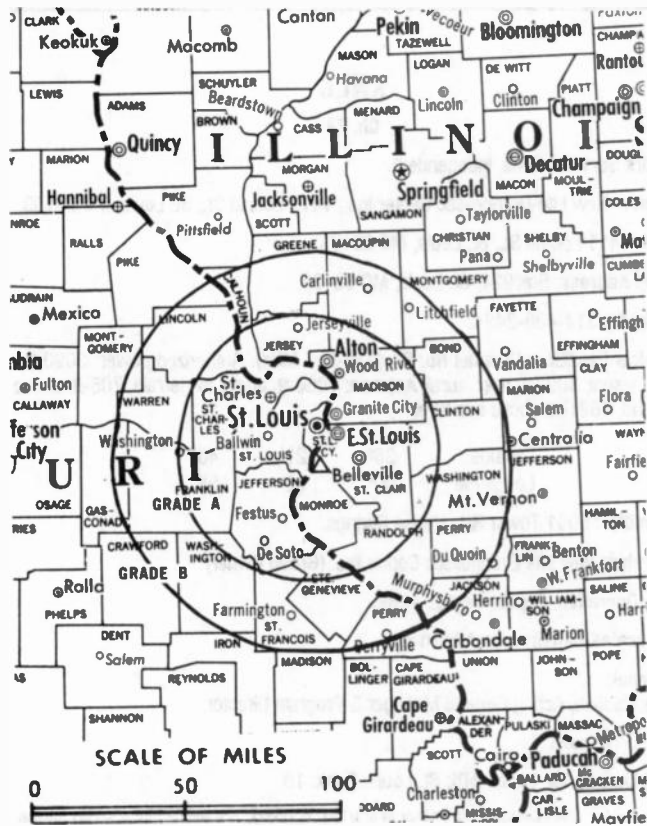
Ted Koplars, President.
William T. Crowell, Vice President & General Manager.
Jim Wright, Vice President, Operations.
Dan Neumann, Vice President, Administrative & Strategic Planning.
Robert A. Galle, General Sales Manager.
Tim McKernan, Director of Sales.
Suzi Schrappen, Director of Creative Services.
Gil Engler, News Director.
Howard Stevens, Director of Programming.
Jim Winkle, Production Manager.
Wade Link, Director of Design.
Jan Pendleton, Traffic Manager.
Gloria Sawyer, Public Affairs Director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | ILLINOIS | | | |
| | Bond | 6,300 | 6,100 | 97 |
| | Calhoun | 2,100 | 2,100 | 100 |
| | Clinton | 12,100 | 11,900 | 98 |
| | Fayette | 8,300 | 8,100 | 98 |
| | Greene | 6,300 | 6,200 | 98 |
| | Jefferson | 15,800 | 15,300 | 97 |
| | Jersey | 7,500 | 7,300 | 98 |
| | Macoupin | 20,100 | 19,800 | 98 |
| | Madison | 97,200 | 96,000 | 99 |
| | Marion | 17,300 | 17,000 | 98 |
| | Monroe | 8,400 | 8,200 | 98 |
| | Montgomery | 12,400 | 12,100 | 98 |
| | Perry | 9,000 | 8,800 | 98 |
| | Randolph | 12,800 | 12,600 | 98 |
| | St. Clair | 98,100 | 96,500 | 98 |
| Washington | 6,200 | 6,000 | 97 | |



KPLR-TV BMPCT-5230 Granted 1/21/59

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------|------------------|---------------|-----|
| 50% & Over | MISSOURI | | | |
| | Crawford | 7,600 | 7,400 | 97 |
| | Franklin | 27,600 | 27,300 | 99 |
| | Jefferson | 58,500 | 58,100 | 99 |
| | Lincoln | 10,000 | 9,800 | 98 |
| | Madison | 4,900 | 4,800 | 98 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | St. Charles | 69,600 | 69,100 | 99 |
| | St. Genevieve | 6,000 | 5,900 | 98 |
| | St. Francois | 16,600 | 16,400 | 99 |
| | St. Louis | 377,900 | 374,100 | 99 |
| | Warren | 7,200 | 7,100 | 99 |
| | Washington | 6,900 | 6,800 | 99 |
| St. Louis City | 169,100 | 167,400 | 99 | |
| Between 25-49% | ILLINOIS | | | |
| | Adams | 26,900 | 26,500 | 99 |
| | Clay | 6,200 | 6,000 | 97 |
| | Effingham | 12,500 | 12,100 | 97 |
| | Franklin | 17,700 | 17,300 | 97 |
| | Jackson | 24,000 | 23,400 | 97 |
| | Morgan | 14,600 | 14,200 | 98 |
| | Scott | 2,400 | 2,400 | 100 |
| | MISSOURI | | | |
| | Audrain | 9,600 | 9,500 | 99 |
| Butler | 15,000 | 14,600 | 97 | |
| Cole | 23,100 | 22,900 | 99 | |
| Dent | 5,600 | 5,400 | 96 | |
| Gasconade | 5,400 | 5,300 | 98 | |
| Iron | 4,000 | 3,900 | 97 | |
| Marion | 10,700 | 10,600 | 99 | |
| Mississippi | 5,500 | 5,400 | 98 | |
| (Continued on page A-693) | | | | |
| Station Totals | | 1,483,800 | 1,462,400 | 99 |
| Net Weekly Circulation (1991) | | | 880,700 | |
| Average Daily Circulation (1991) | | | 397,400 | |

Missouri—St. Louis

KSDK

Ch. 5

Network Service: NBC.

Licensee: Multimedia KSDK Inc.

Studio: Television Plaza, 1000 Market St., St. Louis, MO 63101.

Telephone: 314-421-5055. TWX: 910-761-1037. Fax: 314-444-5289.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Anibter-Mark, 5-meter C-band; Comtech, 5-meter C-band; Microdyne, 3.7-meter Ku-band; RCA, 3.7-meter Ku-band; Comtech, Microdyne, Standard Components receivers.

SNG Mobile Dish: BAF/Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: February 8, 1947. Assignment of license to present owner by Pulitzer Publishing approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- Robert Drewel, General Sales Manager.
- Rose Weltz, Local Sales Manager.
- Dave Siazinik, National Sales Manager.
- Steve Smkh, Chief Engineer.
- Cliff Abromats, Director of News.
- Jim Girodo, Director, Broadcast Operations.
- Chris Fricke, Business Manager.
- Terri Matthews, Research & Marketing Manager.
- Terry Doll, Community Relations Manager.
- Paula Stacy, Program Administrator.
- Jeff Gray, Director of Creative Services.
- Pat Bolling, Public Relations Director.

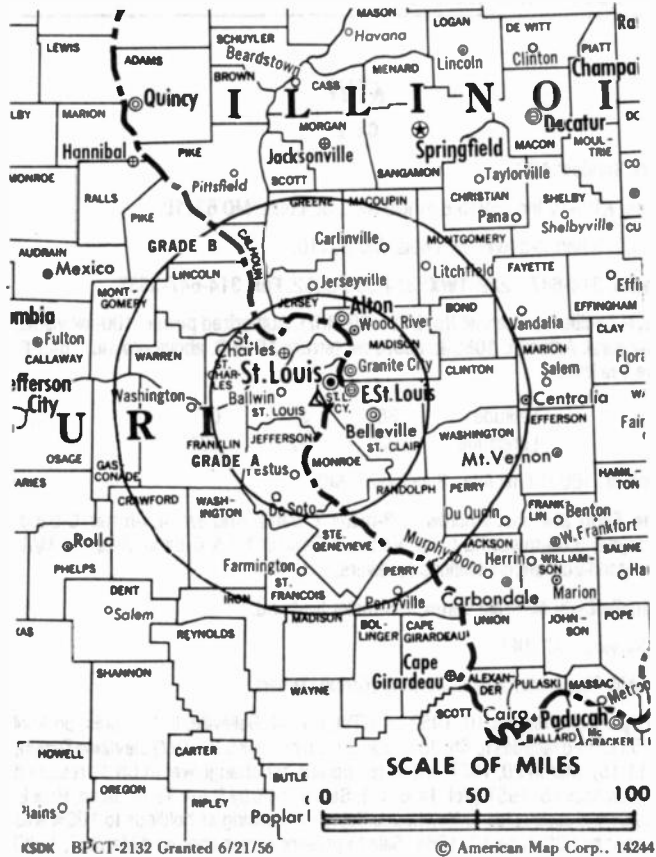
Rates: On request.

NETWORK BASE HOURLY RATE: \$2350.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | ILLINOIS | | | |
| | Bond | 6,300 | 6,100 | 97 |
| | Calhoun | 2,100 | 2,100 | 100 |
| | Clinton | 12,100 | 11,900 | 98 |
| | Fayette | 8,300 | 8,100 | 98 |
| | Greene | 6,300 | 6,200 | 98 |
| | Jefferson | 15,800 | 15,300 | 97 |
| | Jersey | 7,500 | 7,300 | 98 |
| | Macoupin | 20,100 | 19,800 | 98 |
| | Madison | 97,200 | 96,000 | 99 |
| | Marion | 17,300 | 17,000 | 98 |
| | Monroe | 8,400 | 8,200 | 98 |
| | Montgomery | 12,400 | 12,100 | 98 |
| Perry | 9,000 | 8,800 | 98 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Randolph | 12,800 | 12,600 | 98 |
| | St Clair | 98,100 | 96,500 | 98 |
| | Washington | 6,200 | 6,000 | 97 |
| | MISSOURI | | | |
| | Crawford | 7,600 | 7,400 | 97 |
| | Franklin | 27,600 | 27,300 | 99 |
| | Gasconade | 5,400 | 5,300 | 98 |
| | Iron | 4,000 | 3,900 | 97 |
| | Jefferson | 58,500 | 58,100 | 99 |
| | Lincoln | 10,000 | 9,800 | 98 |
| | Madison | 4,900 | 4,800 | 98 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Perry | 6,200 | 6,100 | 98 |
| | Pike | 6,100 | 6,000 | 98 |
| | St Charles | 69,600 | 69,100 | 99 |
| | Ste Genevieve | 6,000 | 5,900 | 98 |
| | St Francois | 16,600 | 16,400 | 99 |
| | St Louis | 377,900 | 374,100 | 99 |
| | Warren | 7,200 | 7,100 | 99 |
| Washington | 6,900 | 6,800 | 99 | |
| St Louis City | 169,100 | 167,400 | 99 | |
| Between 25-49% | ILLINOIS | | | |
| | Clay | 6,200 | 6,000 | 97 |
| | Pike | 7,400 | 7,200 | 97 |
| | Scott | 2,400 | 2,400 | 100 |
| MISSOURI | Dent | 5,600 | 5,400 | 96 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Reynolds | 2,700 | 2,600 | 96 |

(Continued on page A-693)

| | | | |
|---|------------------|------------------|------------------|
| Station Totals | 1,439,600 | 1,419,400 | 99 |
| Net Weekly Circulation (1991) | | | 1,067,900 |
| Average Daily Circulation (1991) | | | 710,000 |

Missouri—St. Louis

KTVI

Ch. 2

Network Service: ABC.

Licensee: KTVI-TV Inc., 5915 Berthold Ave., St. Louis, MO 63110.

Studio: 5915 Berthold Ave., St. Louis, MO 63110.

Telephone: 314-647-2222. TWX: 314-556-0082. Fax: 314-647-3637.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: 10001 Emil Ave., Sappington, MO.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Vertex, 4.5-meter Ku & C-band; Avanteq, M/A-Com, Standard Communications receivers.

SNG Mobile Dish: Midwest Vertex, 2.6-meter Ku-band.

News Services: AP, UPI.

Ownership: Times Mirror Broadcasting (Group Owner).

Began Operation: August 10, 1953 as WTVI, Ch. 54, Belleville, IL-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (Television Digest, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltason and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

Represented (sales): Blair Television.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

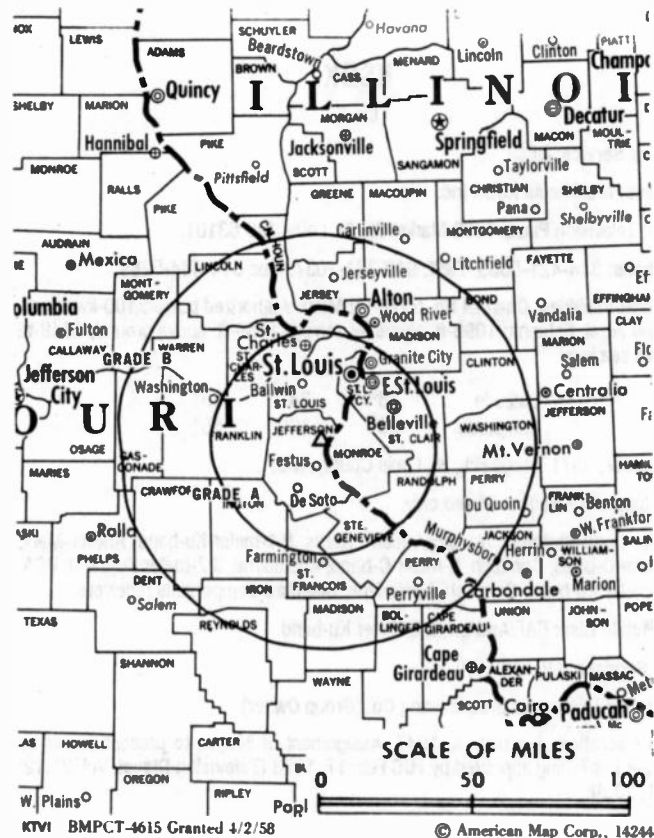
- A. Wayne Thomas, Vice President & General Manager.
- Marshall W. Galliers, Vice President, Director of Finance & Administration.
- Terry B. Dunning, General Sales Manager.
- Kevin L. Harlan, Local Sales Manager.
- David J. Oca, National Sales Manager.
- William M. Berra, News Director.
- Susan C. Matthews, Program Director.
- Craig R. Ghiotti, Controller/Treasurer.
- Robert Earl Smith, Director of Creative Services.
- Cason W. Capps, Chief Engineer.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | ILLINOIS | | | |
| | Bond | 6,300 | 6,100 | 97 |
| | Calhoun | 2,100 | 2,100 | 100 |
| | Clinton | 12,100 | 11,900 | 98 |
| | Greene | 6,300 | 6,200 | 98 |
| | Jefferson | 15,800 | 15,300 | 97 |
| | Jersey | 7,500 | 7,300 | 98 |
| | Macoupin | 20,100 | 19,800 | 98 |
| | Madison | 97,200 | 96,000 | 99 |
| | Marion | 17,300 | 17,000 | 98 |
| | Monroe | 8,400 | 8,200 | 98 |
| | Montgomery | 12,400 | 12,100 | 98 |
| | Randolph | 12,800 | 12,600 | 98 |
| | St. Clair | 98,100 | 96,500 | 98 |
| Washington | 6,200 | 6,000 | 97 | |



KTVI BMPCT-4615 Granted 4/2/58

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|---------|
| 50% & Over | MISSOURI | | | |
| | Crawford | 7,600 | 7,400 | 97 |
| | Franklin | 27,600 | 27,300 | 99 |
| | Gasconade | 5,400 | 5,300 | 98 |
| | Iron | 4,000 | 3,900 | 97 |
| | Jefferson | 58,500 | 58,100 | 99 |
| | Lincoln | 10,000 | 9,800 | 98 |
| | Madison | 4,900 | 4,800 | 98 |
| | Montgomery | 4,300 | 4,200 | 98 |
| | Perry | 6,200 | 6,100 | 98 |
| | Pike | 6,100 | 6,000 | 98 |
| | St. Charles | 69,600 | 69,100 | 99 |
| | Ste. Genevieve | 6,000 | 5,900 | 98 |
| | St. Francois | 16,600 | 16,400 | 99 |
| St. Louis | 377,900 | 374,100 | 99 | |
| Warren | 7,200 | 7,100 | 99 | |
| Washington | 6,900 | 6,800 | 99 | |
| St. Louis City | 169,100 | 167,400 | 99 | |
| Between 25-49% | ILLINOIS | | | |
| | Fayette | 8,300 | 8,100 | 98 |
| | Pike | 7,400 | 7,200 | 97 |
| | Scott | 2,400 | 2,400 | 100 |
| MISSOURI | Dent | 5,600 | 5,400 | 96 |
| | Marion | 10,700 | 10,600 | 99 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Reynolds | 2,700 | 2,600 | 96 |
| | IOWA | | | |
| Between 5-24% | Lee | 16,400 | 16,200 | 99 |
| (Continued on page A-694) | | | | |
| Station Totals | | 1,310,600 | 1,292,800 | 99 |
| Net Weekly Circulation (1991) | | | | 944,000 |
| Average Daily Circulation (1991) | | | | 483,800 |

Missouri—St. Louis-East St. Louis, IL

WHSL

Ch. 46

Network Service: None, independent.

Grantee: Roberts Bcstg. Co., 1408 N. Kingshighway Blvd., Suite 202, St. Louis, MO 63113.

Studio: 1408 N. Kingshighway Blvd., St. Louis, MO 63113.

Telephone: 314-367-4600.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1132-ft. above av. terrain, 820-ft. above ground, 1719-ft. above sea level.

Latitude 38° 23' 30"
Longitude 90° 29' 16"

Transmitter: Butler Hill & Hageman Rds., St. Louis.

Ownership: Roberts Bcstg. Co.

Began Operation: September 11, 1989.

Represented (legal): Hogan & Hartson.

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

Personnel:

Steven Roberts, General Manager.
Michael Roberts, Sales Manager.
Gary Kenney, Chief Engineer.

Rates: On request.

City of License: East St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| Between 5-24% | ILLINOIS Bond | 6,300 | 6,100 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|-----------|
| Between 5-24% | MISSOURI Washington | 6,900 | 6,800 | 99 |
| Station Totals | | 13,200 | 12,900 | 98 |
| Net Weekly Circulation (1991) | | | 8,000 | |
| Average Daily Circulation (1991) | | | 3,100 | |

Missouri—Springfield

KDEB-TV

Ch. 27

Network Service: Fox.

Licensee: Woods Communications Group Inc., 3000 E. Cherry St., Springfield, MO 65802.

Studio: 3000 E. Cherry St., Springfield, MO 65802.

Telephone: 417-862-2727. TWX: 62938402. Fax: 417-831-4209.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1688-ft. above av. terrain, 1592-ft. above ground, 3147-ft. above sea level.

Latitude 37° 11' 40"
Longitude 92° 56' 04"

Transmitter: 2.5-mi. NNE of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Aniter-Mark, 5-meter C-band; AFC, 3.9-meter Ku-band; DX Antenna, Drake, Harris, M/A-Corn, Standard Omni receivers.

Ownership: Charles Woods (Group Owner).

Began Operation: October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

Represented (sales): Sektel Inc.

Represented (legal): Kenkel & Associates.

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

Personnel:

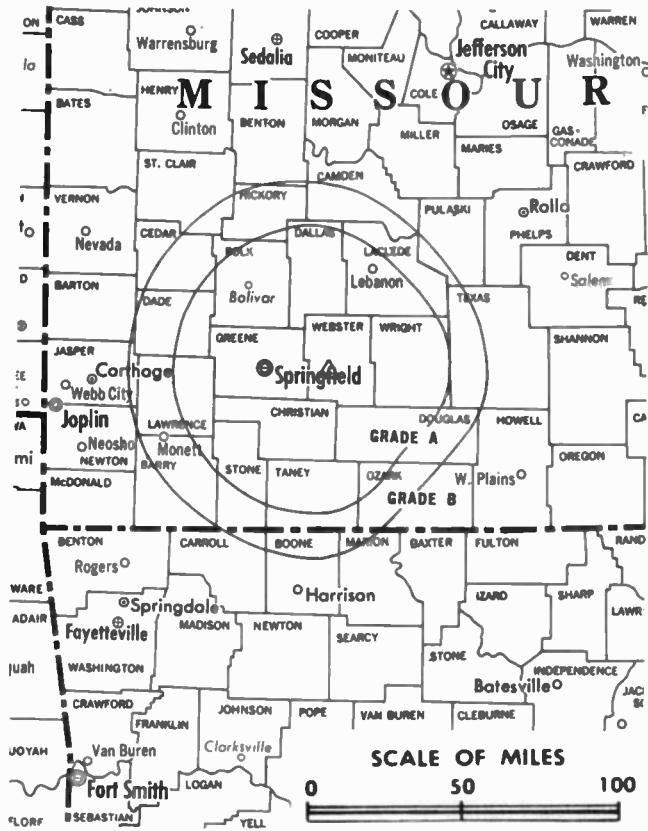
- Charles Woods, President.
- Deborah W. Corbett, General Manager.
- J. Keith Abercrombie, General Sales Manager.
- Carol Parker, National Sales Manager.
- Paul Katong, Chief Engineer.
- Nancy Bingham, Program Director.
- Chuck Blaker, Promotion Director.
- Tim Bryan, Business Manager.

Highest 30 Sec. Rate: \$125.

City of License: Springfield. ADI: Springfield, MO. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | MISSOURI | | | |
| | Bary | 10,800 | 10,600 | 98 |
| | Camden | 11,000 | 10,800 | 98 |
| | Cedar | 5,100 | 5,000 | 98 |
| | Christian | 11,500 | 11,300 | 98 |
| | Dade | 3,200 | 3,200 | 100 |
| | Dallas | 5,300 | 5,200 | 98 |
| | Douglas | 4,800 | 4,700 | 98 |
| | Greene | 80,800 | 80,000 | 99 |
| | Hickory | 3,400 | 3,300 | 97 |
| | Howell | 12,100 | 11,600 | 96 |
| | Laclede | 10,600 | 10,400 | 98 |
| | Lawrence | 12,000 | 11,800 | 98 |
| | Ozark | 3,600 | 3,500 | 97 |
| | Polk | 8,000 | 7,800 | 98 |
| | Pulaski | 11,800 | 11,600 | 98 |



KDEB-TV BMPCT-860327KE Granted 5/27/86 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Stone | 7,900 | 7,700 | 97 |
| | Taney | 11,100 | 10,900 | 98 |
| | Texas | 8,500 | 8,200 | 96 |
| | Webster | 8,500 | 8,300 | 98 |
| | Wright | 6,400 | 6,200 | 97 |
| Between 25-49% | ARKANSAS | | | |
| | Carroll | 8,300 | 8,200 | 99 |
| | Marion | 5,400 | 5,300 | 98 |
| | Newton | 3,200 | 3,100 | 97 |
| Between 5-24% | MISSOURI | | | |
| | Barton | 4,800 | 4,700 | 98 |
| | Benton | 5,600 | 5,400 | 96 |
| | Miller | 7,900 | 7,800 | 99 |
| | St Clair | 3,500 | 3,400 | 97 |
| | Shannon | 3,100 | 2,900 | 93 |
| | Vernon | 7,800 | 7,600 | 97 |
| | ARKANSAS | | | |
| | Baxter | 13,800 | 13,500 | 98 |
| | Boone | 12,000 | 11,800 | 98 |
| Fulton | 4,600 | 4,400 | 96 | |
| Izard | 4,600 | 4,400 | 96 | |
| Madison | 4,800 | 4,600 | 96 | |
| MISSOURI | | | | |
| Dent | 5,600 | 5,400 | 96 | |
| Jasper | 36,000 | 35,500 | 99 | |
| Maries | 3,200 | 3,100 | 97 | |
| Morgan | 6,400 | 6,300 | 98 | |
| Oregon | 3,900 | 3,700 | 95 | |
| Phelps | 12,500 | 12,200 | 98 | |
| Station Totals | | 393,400 | 385,400 | 98 |
| Net Weekly Circulation (1991) | | | | 187,600 |
| Average Daily Circulation (1991) | | | | 85,800 |

Missouri—Springfield

KOLR

Ch. 10

Network Service: CBS.

Licensee: Independent Broadcasting Co., Box 1716, Springfield, MO 65801.

Studio: 2650 E. Division St., Springfield, MO 65803.

Mailing Address: Box 1716, Springfield, MO 65801-1716.

Telephone: 417-862-1010. TWX: 910-775-4718.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: State Hwy. FF near Fordland, MO.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Independent Broadcasting Co.

Began Operation: March 14, 1953.

Represented (sales): Katz Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

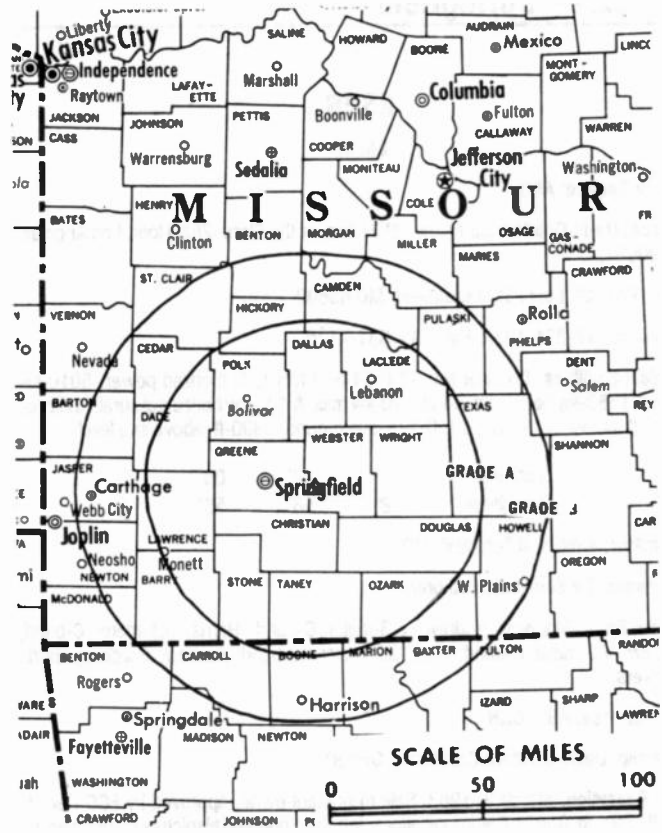
- Ellis Shook, Vice President & General Manager.
- Malcolm Hukriede, General Sales Manager.
- Cathy Rippee, National Sales Manager.
- Gene Hartley, News Director.
- Dean Wasson, Program & Promotion Director.
- Susan Brashears, Business Manager.
- Don Miller, Chief Engineer.

Highest 30 Sec. Rate: \$550.

City of License: Springfield. ADI: Springfield, MO. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | ARKANSAS | | | |
| | Baxter | 13,800 | 13,500 | 98 |
| | Boone | 12,000 | 11,800 | 98 |
| | Carroll | 8,300 | 8,200 | 99 |
| | Fulton | 4,600 | 4,400 | 96 |
| | Izard | 4,600 | 4,400 | 96 |
| | Marion | 5,400 | 5,300 | 98 |
| | Newton | 3,200 | 3,100 | 97 |
| | MISSOURI | | | |
| | Barry | 10,800 | 10,600 | 98 |
| | Benton | 5,600 | 5,400 | 96 |
| | Camden | 11,000 | 10,800 | 98 |
| | Cedar | 5,100 | 5,000 | 98 |
| | Christian | 11,500 | 11,300 | 98 |
| | Dade | 3,200 | 3,200 | 100 |
| Dallas | 5,300 | 5,200 | 98 | |
| Dent | 5,600 | 5,400 | 96 | |
| Douglas | 4,800 | 4,700 | 98 | |
| Greene | 80,800 | 80,000 | 99 | |
| Hickory | 3,400 | 3,300 | 97 | |
| Howell | 12,100 | 11,600 | 96 | |
| Laclede | 10,600 | 10,400 | 98 | |



KOLR BPCT-4549 Granted 12/12/72

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Lawrence | 12,000 | 11,800 | 98 |
| | Miller | 7,900 | 7,800 | 99 |
| | Morgan | 6,400 | 6,300 | 98 |
| | Oregon | 3,900 | 3,700 | 95 |
| | Ozark | 3,600 | 3,500 | 97 |
| | Polk | 8,000 | 7,800 | 98 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | St Clair | 3,500 | 3,400 | 97 |
| | Shannon | 3,100 | 2,900 | 93 |
| | Stone | 7,900 | 7,700 | 97 |
| | Taney | 11,100 | 10,900 | 98 |
| | Texas | 8,500 | 8,200 | 96 |
| | Webster | 8,500 | 8,300 | 98 |
| | Wright | 6,400 | 6,200 | 97 |
| Between 25-49% | ARKANSAS | | | |
| | Madison | 4,800 | 4,600 | 96 |
| | Sharp | 6,500 | 6,300 | 97 |
| | MISSOURI | | | |
| Phelps | 12,500 | 12,200 | 98 | |
| Vernon | 7,800 | 7,600 | 97 | |
| Between 5-24% | ARKANSAS | | | |
| | Benton | 38,700 | 38,000 | 98 |
| | Searcy | 3,600 | 3,500 | 97 |
| | Stone | 4,000 | 3,900 | 97 |
| | Washington | 43,300 | 42,500 | 98 |
| | MISSOURI | | | |
| | Barton | 4,800 | 4,700 | 98 |
| | Bates | 6,500 | 6,400 | 98 |
| | Henry | 8,400 | 8,300 | 99 |
| | Mc Donald | 6,500 | 6,400 | 98 |
| Maries | 3,200 | 3,100 | 97 | |
| Newton | 16,800 | 16,600 | 99 | |
| Station Totals | | 491,700 | 481,800 | 98 |
| Net Weekly Circulation (1991) | | | | 298,000 |
| Average Daily Circulation (1991) | | | | 183,600 |

Missouri—Springfield

KSPR

Ch. 33

Network Service: ABC.

Licensee: Davis-Goldfarb Company, 2121 Ave. of the Stars, 28th Floor, Los Angeles, CA 90067.

Studio: 1359 St. Louis St., Springfield, MO 65802.

Telephone: 417-831-1333. Fax: 417-831-4125.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5010-kw max. & 1580-kw horizontal visual, 110-kw max. & 100-kw horizontal aural. Antenna: 1995-ft. above av. terrain, 1816-ft. above ground, 3390-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: 4-mi. N of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

News Services: ABC, CNN.

Ownership: Davis-Goldfarb Co. (Group Owner).

Began Operation: March 9, 1983. Sale to present owner approved by FCC Dec. 1, 1988. Sale to Goltrin Communications Inc. by Lorimar-Telepictures approved by FCC Feb. 12, 1988 (Television Digest, Vol. 28:17). Sale to Lorimar-Telepictures by Springfield TV Assoc. Ltd. approved Dec. 12, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

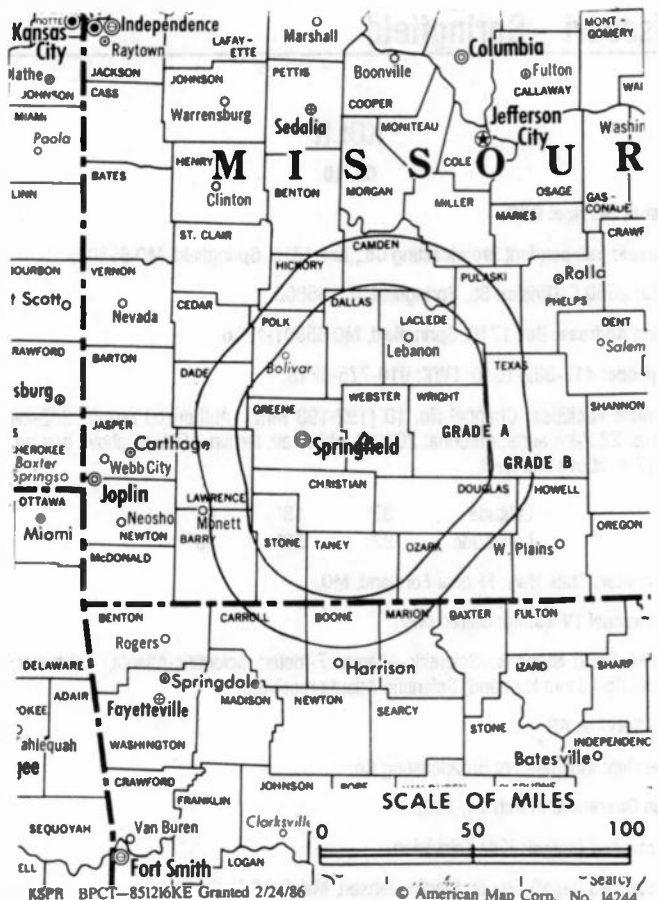
- Clyde Helton, General Manager.
- David Appleton, Operations Director.
- Jim Ware, News Director.
- Leland Sanders, Program Director.
- David Middleton, Assistant Operations Manager.
- Gayle Kirchner, Promotion Manager.
- Sherry Yates, Controller.
- Kirk Lemons, Chief Engineer.
- Betty Alley, Traffic Manager.

Highest 30 Sec. Rate: \$700.

City of License: Springfield. ADI: Springfield, MO. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | ARKANSAS | | | |
| | Baxter | 13,800 | 13,500 | 98 |
| | Boone | 12,000 | 11,800 | 98 |
| | MISSOURI | | | |
| | Barry | 10,800 | 10,600 | 98 |
| | Camden | 11,000 | 10,800 | 98 |
| | Cedar | 5,100 | 5,000 | 98 |
| | Christian | 11,500 | 11,300 | 98 |
| | Dade | 3,200 | 3,200 | 100 |
| | Dallas | 5,300 | 5,200 | 98 |
| Douglas | 4,800 | 4,700 | 98 | |
| Greene | 80,800 | 80,000 | 99 | |
| Hickory | 3,400 | 3,300 | 97 | |
| Howell | 12,100 | 11,600 | 96 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|----------------|
| 50% & Over | Laclede | 10,600 | 10,400 | 98 |
| | Ozark | 3,600 | 3,500 | 97 |
| | Polk | 8,000 | 7,800 | 98 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | Stone | 7,900 | 7,700 | 97 |
| | Taney | 11,100 | 10,900 | 98 |
| | Texas | 8,500 | 8,200 | 96 |
| | Webster | 8,500 | 8,300 | 98 |
| | Wright | 6,400 | 6,200 | 97 |
| | Between 25-49% | ARKANSAS | | |
| Carroll | | 8,300 | 8,200 | 99 |
| Marion | | 5,400 | 5,300 | 98 |
| MISSOURI | | | | |
| Benton | 5,600 | 5,400 | 96 | |
| Dent | 5,600 | 5,400 | 96 | |
| Lawrence | 12,000 | 11,800 | 98 | |
| Morgan | 6,400 | 6,300 | 98 | |
| St Clair | 3,500 | 3,400 | 97 | |
| Shannon | 3,100 | 2,900 | 93 | |
| Between 5-24% | ARKANSAS | | | |
| | Fulton | 4,600 | 4,400 | 96 |
| | Madison | 4,800 | 4,600 | 96 |
| | Newton | 3,200 | 3,100 | 97 |
| | MISSOURI | | | |
| | Barton | 4,800 | 4,700 | 98 |
| | Maries | 3,200 | 3,100 | 97 |
| | Miller | 7,900 | 7,800 | 99 |
| | Oregon | 3,900 | 3,700 | 95 |
| | Phelps | 12,500 | 12,200 | 98 |
| Vernon | 7,800 | 7,600 | 97 | |
| Station Totals | | 352,800 | 345,500 | 98 |
| Net Weekly Circulation (1991) | | | | 203,400 |
| Average Daily Circulation (1991) | | | | 99,400 |

Missouri—Springfield

KYTV

Ch. 3

Network Service: NBC.

Licensee: KY3 Inc., Box 3500, Springfield, MO 65808.

Studio: 999 W. Sunshine, Springfield, MO 65807.

Telephone: 417-866-2766. TWX: 910-775-4714.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: 0.7-mi. N of Fordland, MO.

Satellite Earth Stations: 6 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: DX.

News Service: AP.

Ownership: Schurz Communications Inc. (Group Owner).

Began Operation: October 1, 1953. Sale to present owner by Harte-Hanks Communications Inc. approved by FCC Feb. 19, 1987 (Television Digest, Vol. 26:46, 48). Sale to Harte-Hanks by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Vol. 18:21).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

- Stanley Pederson, President & General Manager.
- Mike Scott, Local Sales Manager.
- Anne Helm, National Sales Manager.
- Marcel Burdick, News Director.
- Bill Saddler, Business Manager.
- Dan White, Production Manager.
- Truman Krumholz, Chief Engineer.
- Deb Gallon, Promotion & Public Affairs Director.

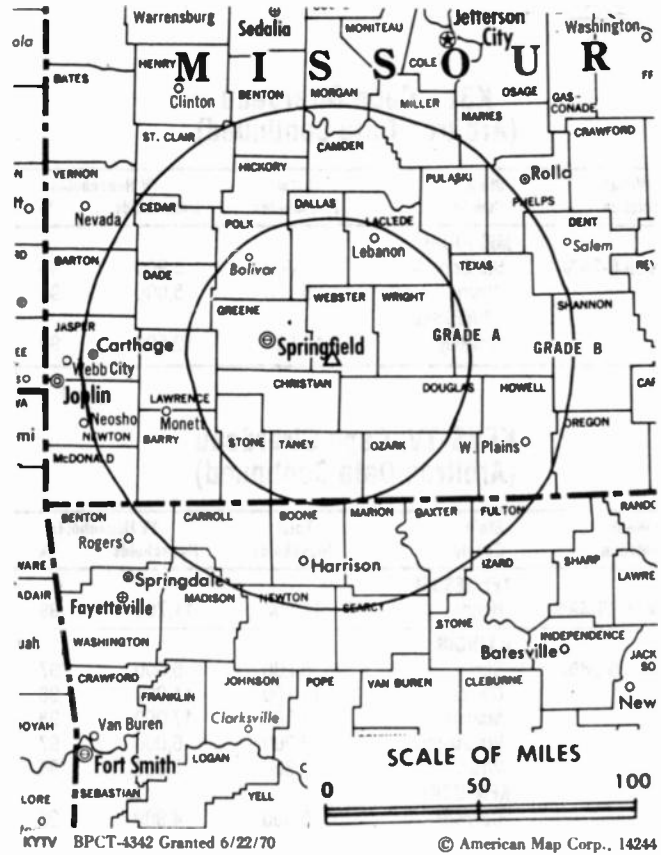
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$2300.

City of License: Springfield. ADI: Springfield, MO. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | ARKANSAS | | | |
| | Bader | 13,800 | 13,500 | 98 |
| | Boone | 12,000 | 11,800 | 98 |
| | Carroll | 8,300 | 8,200 | 99 |
| | Fulton | 4,600 | 4,400 | 96 |
| | Izard | 4,600 | 4,400 | 96 |
| | Madison | 4,800 | 4,600 | 96 |
| | Marion | 5,400 | 5,300 | 98 |
| | Newton | 3,200 | 3,100 | 97 |
| | MISSOURI | | | |
| | Barry | 10,800 | 10,600 | 98 |
| | Benton | 5,600 | 5,400 | 96 |
| | Camden | 11,000 | 10,800 | 98 |
| | Cedar | 5,100 | 5,000 | 98 |
| Christian | 11,500 | 11,300 | 98 | |
| Dade | 3,200 | 3,200 | 100 | |
| Dallas | 5,300 | 5,200 | 98 | |
| Dent | 5,600 | 5,400 | 96 | |
| Douglas | 4,800 | 4,700 | 98 | |
| Greene | 80,800 | 80,000 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Hickory | 3,400 | 3,300 | 97 |
| | Howell | 12,100 | 11,600 | 96 |
| | Laclede | 10,600 | 10,400 | 98 |
| | Lawrence | 12,000 | 11,800 | 98 |
| | Oregon | 3,900 | 3,700 | 95 |
| | Ozark | 3,600 | 3,500 | 97 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Polk | 8,000 | 7,800 | 98 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | St Clair | 3,500 | 3,400 | 97 |
| | Shannon | 3,100 | 2,900 | 93 |
| | Stone | 7,900 | 7,700 | 97 |
| | Taney | 11,100 | 10,900 | 98 |
| | Texas | 8,500 | 8,200 | 96 |
| Webster | 8,500 | 8,300 | 98 | |
| Wright | 6,400 | 6,200 | 97 | |
| Between 25-49% | ARKANSAS | | | |
| | Searcy | 3,600 | 3,500 | 97 |
| | MISSOURI | | | |
| | Miller | 7,900 | 7,800 | 99 |
| | Morgan | 6,400 | 6,300 | 98 |
| Vernon | 7,800 | 7,600 | 97 | |
| Between 5-24% | ARKANSAS | | | |
| | Benton | 38,700 | 38,000 | 98 |
| | Sharp | 6,500 | 6,300 | 97 |
| | Stone | 4,000 | 3,900 | 97 |
| | MISSOURI | | | |
| | Barton | 4,800 | 4,700 | 98 |
| | Carter | 2,000 | 1,900 | 95 |
| | Mc Donald | 6,500 | 6,400 | 98 |
| | Maries | 3,200 | 3,100 | 97 |
| | Newton | 16,800 | 16,600 | 99 |
| Station Totals | | 435,500 | 426,500 | 98 |
| Net Weekly Circulation (1991) | | | | 293,400 |
| Average Daily Circulation (1991) | | | | 200,600 |

Missouri

KBSI, Cape Girardeau (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| Between 5-24% | MISSOURI | | | |
| | Ste Genevieve | 6,000 | 5,900 | 98 |
| | Wayne | 5,100 | 5,000 | 98 |
| | TENNESSEE | | | |
| | Weakley | 12,600 | 12,500 | 99 |

KFVS-TV, Cape Girardeau (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| Between 25-49% | TENNESSEE | | | |
| | Henry | 11,800 | 11,700 | 99 |
| Between 5-24% | ILLINOIS | | | |
| | Clay | 6,200 | 6,000 | 97 |
| | Clinton | 12,100 | 11,900 | 98 |
| | Marion | 17,300 | 17,000 | 98 |
| | Washington | 6,200 | 6,000 | 97 |
| | White | 7,300 | 7,000 | 96 |
| | KENTUCKY | | | |
| | Caldwell | 5,000 | 4,900 | 98 |
| | Trigg | 3,600 | 3,600 | 100 |
| | Union | 5,900 | 5,900 | 100 |
| | MISSOURI | | | |
| | Ste Genevieve | 6,000 | 5,900 | 98 |
| | St Francois | 16,600 | 16,400 | 99 |
| | Shannon | 3,100 | 2,900 | 93 |
| | Washington | 6,900 | 6,800 | 99 |
| | TENNESSEE | | | |
| | Carroll | 11,100 | 11,000 | 99 |
| | Dyer | 13,800 | 13,700 | 99 |
| Gibson | 19,200 | 19,000 | 99 | |

KCTV, Kansas City (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| Between 5-24% | KANSAS | | | |
| | Cloud | 4,500 | 4,400 | 98 |
| | Crawford | 15,400 | 15,200 | 99 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Morris | 2,600 | 2,500 | 96 |
| | Nemaha | 4,200 | 4,100 | 98 |
| | Riley | 20,400 | 20,000 | 98 |
| | MISSOURI | | | |
| | Atchison | 3,100 | 3,100 | 100 |
| | Benton | 5,600 | 5,400 | 96 |
| | Cooper | 5,800 | 5,700 | 98 |
| | Mercer | 1,600 | 1,600 | 100 |
| | Randolph | 9,600 | 9,500 | 99 |
| | St Clair | 3,500 | 3,400 | 97 |
| | Worth | 1,100 | 1,100 | 100 |

KMBC-TV, Kansas City (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | MISSOURI | | | |
| | Andrew | 5,500 | 5,400 | 98 |
| | Benton | 5,600 | 5,400 | 96 |
| | Chariton | 3,900 | 3,800 | 97 |
| | Gentry | 3,000 | 2,900 | 97 |
| | Harrison | 4,000 | 3,900 | 98 |
| | Vernon | 7,800 | 7,600 | 97 |
| Between 5-24% | KANSAS | | | |
| | Bourbon | 6,600 | 6,500 | 98 |
| | Crawford | 15,400 | 15,200 | 99 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Nemaha | 4,200 | 4,100 | 98 |
| | Neosho | 6,900 | 6,800 | 99 |
| | Rush | 1,600 | 1,600 | 100 |
| | Russell | 3,300 | 3,200 | 97 |
| | Shawnee | 66,100 | 65,500 | 99 |
| | MISSOURI | | | |
| | Cedar | 5,100 | 5,000 | 98 |
| | Cole | 23,100 | 22,900 | 99 |
| | Cooper | 5,800 | 5,700 | 98 |
| | Nodaway | 7,600 | 7,500 | 99 |
| | Randolph | 9,600 | 9,500 | 99 |
| | St Clair | 3,500 | 3,400 | 97 |
| Sullivan | 2,800 | 2,800 | 100 | |
| NEBRASKA | | | | |
| Richardson | 4,200 | 4,100 | 98 | |

KSHB-TV, Kansas City (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | MISSOURI | | | |
| | Lafayette | 12,200 | 12,100 | 99 |
| | Linn | 6,100 | 6,000 | 98 |
| | Livingston | 6,000 | 5,900 | 98 |
| | Nodaway | 7,600 | 7,500 | 99 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Ray | 8,700 | 8,600 | 99 |
| | Saline | 9,400 | 9,300 | 99 |
| | OKLAHOMA | | | |
| | Washington | 17,600 | 17,500 | 99 |
| Between 5-24% | IOWA | | | |
| | Warren | 13,700 | 13,600 | 99 |
| | KANSAS | | | |
| | Clay | 3,800 | 3,700 | 97 |
| | Coffey | 3,600 | 3,500 | 97 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Edwards | 1,700 | 1,700 | 100 |
| | Harvey | 11,600 | 11,400 | 98 |
| | Jewell | 1,900 | 1,800 | 95 |
| | Labette | 9,700 | 9,600 | 99 |
| Marion | 5,100 | 5,000 | 98 | |
| Montgomery | 16,500 | 16,200 | 98 | |
| Morris | 2,600 | 2,500 | 96 | |

Missouri

KSHB-TV—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|----|
| Between 5-24% | KANSAS | | | |
| | Nemaha | 4,200 | 4,100 | 98 |
| | Reno | 25,600 | 25,400 | 99 |
| | Republic | 2,800 | 2,700 | 96 |
| | MISSOURI | | | |
| | Beriton | 5,600 | 5,400 | 96 |
| | Cedar | 5,100 | 5,000 | 98 |
| | Chariton | 3,900 | 3,800 | 97 |
| | Cooper | 5,800 | 5,700 | 98 |
| | Randolph | 9,600 | 9,500 | 99 |
| | St Clair | 3,500 | 3,400 | 97 |
| | Vernon | 7,800 | 7,600 | 97 |
| NEBRASKA | | | | |
| Richardson | 4,200 | 4,100 | 98 | |

WDAF-TV, Kansas City (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % | |
|------------------------|-----------------|------------------|--------------------------|--------|----|
| Between 25-49% | KANSAS | | | | |
| | Allen | 6,100 | 6,000 | 98 | |
| | Bourbon | 6,600 | 6,500 | 98 | |
| | Cloud | 4,500 | 4,400 | 98 | |
| | Coffey | 3,600 | 3,500 | 97 | |
| | Ellis | 10,200 | 10,100 | 99 | |
| | Gearry | 10,600 | 10,500 | 99 | |
| | Mitchell | 3,200 | 3,100 | 97 | |
| | Osage | 6,100 | 6,000 | 98 | |
| | Pottawatomie | 6,000 | 5,900 | 98 | |
| | Riley | 20,400 | 20,000 | 98 | |
| | Russell | 3,300 | 3,200 | 97 | |
| | Saline | 20,500 | 20,300 | 99 | |
| | Shawnee | 66,100 | 65,500 | 99 | |
| | MISSOURI | | | | |
| | Adair | 9,000 | 8,900 | 99 | |
| | Atchison | 3,100 | 3,100 | 100 | |
| | Chariton | 3,900 | 3,800 | 97 | |
| | Vernon | 7,800 | 7,600 | 97 | |
| | Worth | 1,100 | 1,100 | 100 | |
| | NEBRASKA | | | | |
| | Richardson | 4,200 | 4,100 | 98 | |
| | Between 5-24% | KANSAS | | | |
| | | Clay | 3,800 | 3,700 | 97 |
| | | Crawford | 15,400 | 15,200 | 99 |
| | | Jackson | 4,500 | 4,400 | 98 |
| | | Jewell | 1,900 | 1,800 | 95 |
| Lyon | | 13,600 | 13,300 | 98 | |
| Morris | | 2,600 | 2,500 | 96 | |
| Nemaha | | 4,200 | 4,100 | 98 | |
| Republic | | 2,800 | 2,700 | 96 | |
| MISSOURI | | | | | |
| Beriton | | 5,600 | 5,400 | 96 | |
| Cedar | | 5,100 | 5,000 | 98 | |
| Cooper | | 5,800 | 5,700 | 98 | |
| Mercer | | 1,600 | 1,600 | 100 | |
| St Clair | | 3,500 | 3,400 | 97 | |
| Sullivan | 2,800 | 2,800 | 100 | | |

KMOV, St. Louis (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|----|
| Between 5-24% | MISSOURI | | | |
| | Callaway | 11,400 | 11,200 | 98 |
| | Cole | 23,100 | 22,900 | 99 |
| | Osage | 4,300 | 4,200 | 98 |
| | Wayne | 5,100 | 5,000 | 98 |

KPLR-TV, St. Louis (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|----|
| Between 25-49% | MISSOURI | | | |
| | Perry | 6,200 | 6,100 | 98 |
| | Phelps | 12,500 | 12,200 | 98 |
| | Pike | 6,100 | 6,000 | 98 |
| | Scott | 15,200 | 15,000 | 99 |
| Between 5-24% | IOWA | | | |
| | Lee | 16,400 | 16,200 | 99 |
| | ILLINOIS | | | |
| | Christian | 14,500 | 14,200 | 98 |
| | Hancock | 9,200 | 9,100 | 99 |
| | Pike | 7,400 | 7,200 | 97 |
| | Richland | 6,800 | 6,600 | 97 |
| | Union | 7,800 | 7,600 | 97 |
| | Wayne | 7,400 | 7,100 | 96 |
| | Williamson | 25,300 | 24,700 | 98 |
| | MISSOURI | | | |
| | Bollinger | 4,400 | 4,300 | 98 |
| | Callaway | 11,400 | 11,200 | 98 |
| | Maries | 3,200 | 3,100 | 97 |
| | New Madrid | 7,600 | 7,400 | 97 |
| | Osage | 4,300 | 4,200 | 98 |
| | Randolph | 9,600 | 9,500 | 99 |
| | Reynolds | 2,700 | 2,600 | 96 |
| | Stoddard | 11,400 | 11,200 | 98 |
| | Wayne | 5,100 | 5,000 | 98 |

KSDK, St. Louis (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|----|
| Between 5-24% | ARKANSAS | | | |
| | Clay | 7,700 | 7,600 | 99 |
| | IOWA | | | |
| | Lee | 16,400 | 16,200 | 99 |
| | ILLINOIS | | | |
| | Adams | 26,900 | 26,500 | 99 |
| | Effingham | 12,500 | 12,100 | 97 |
| | Jackson | 24,000 | 23,400 | 97 |
| | Morgan | 14,600 | 14,200 | 98 |
| | Williamson | 25,300 | 24,700 | 98 |
| | MISSOURI | | | |
| | Audrain | 9,600 | 9,500 | 99 |

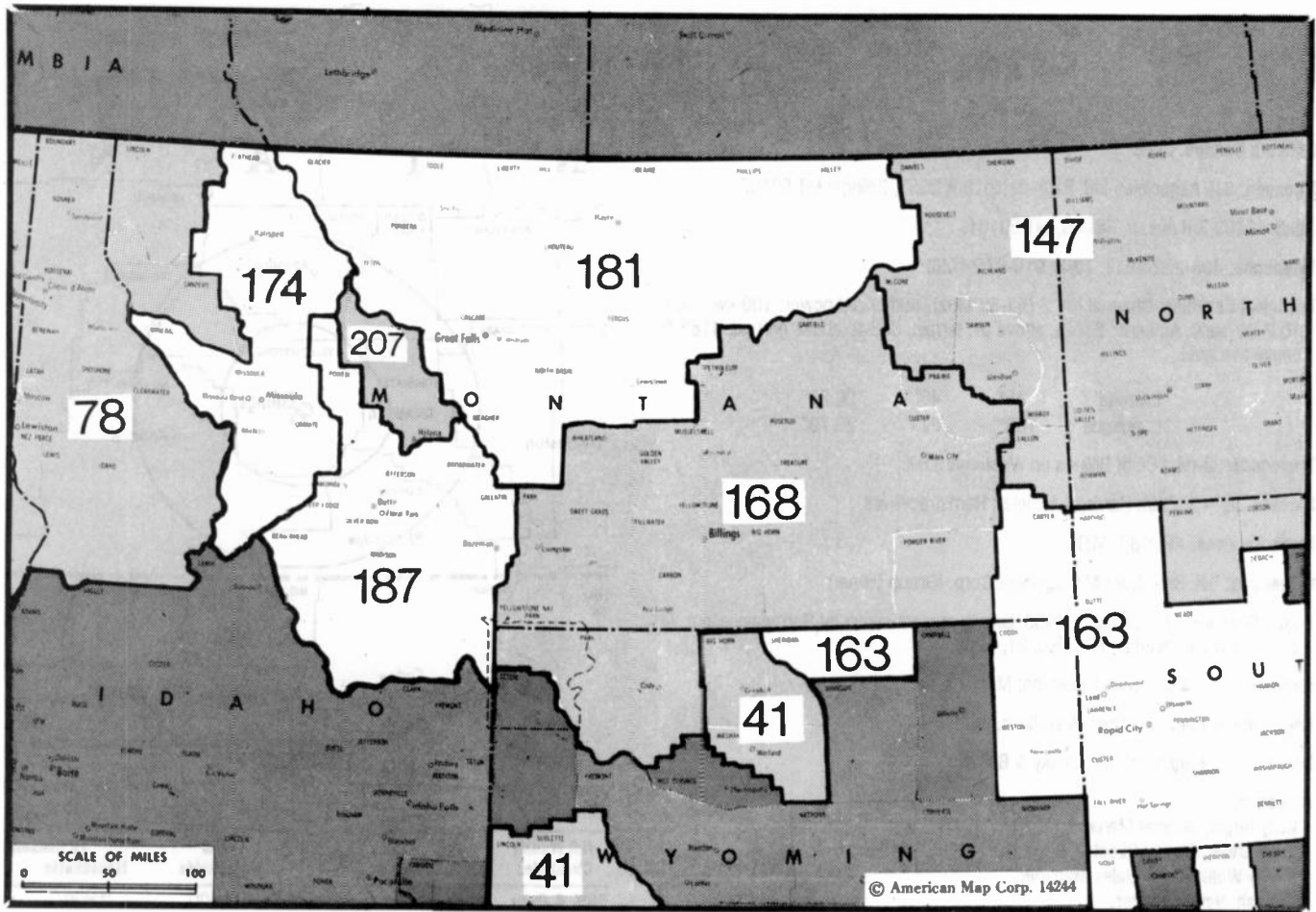
Missouri

KSDK—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | |
|---------------------------|-----------------|---------------------|---------------|----|
| | | | Households | % |
| Between 5-24% | MISSOURI | | | |
| | Boone | 40,900 | 40,300 | 99 |
| | Butler | 15,000 | 14,600 | 97 |
| | Callaway | 11,400 | 11,200 | 98 |
| | Cole | 23,100 | 22,900 | 99 |
| | Dunklin | 12,900 | 12,600 | 98 |
| | Maries | 3,200 | 3,100 | 97 |
| | Marion | 10,700 | 10,600 | 99 |
| | Osage | 4,300 | 4,200 | 98 |
| | Stoddard | 11,400 | 11,200 | 98 |
| | Wayne | 5,100 | 5,000 | 98 |

KTVI, St. Louis (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | |
|---------------------------|-----------------|---------------------|---------------|----|
| | | | Households | % |
| Between 5-24% | ILLINOIS | | | |
| | Adams | 26,900 | 26,500 | 99 |
| | Hancock | 9,200 | 9,100 | 99 |
| | Jackson | 24,000 | 23,400 | 97 |
| | Morgan | 14,600 | 14,200 | 98 |
| | Perry | 9,000 | 8,800 | 98 |
| | MISSOURI | | | |
| | Butler | 15,000 | 14,600 | 97 |
| | Callaway | 11,400 | 11,200 | 98 |
| | Maries | 3,200 | 3,100 | 97 |
| | Osage | 4,300 | 4,200 | 98 |
| | Stoddard | 11,400 | 11,200 | 98 |
| Wayne | 5,100 | 5,000 | 98 | |



| Market | Arbitron AOI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|--|
| Salt Lake City, UT | 597,700 | 41 | KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14) |
| Spokane, WA | 321,300 | 78 | KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4) |
| Minot-Bismarck-Dickinson, ND-Glendive, MT | 143,200 | 147 | KBMY (17), KFVR-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11) |
| Rapid City, SD | 92,200 | 163 | KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12) |
| Billings-Hardin, MT | 83,900 | 168 | KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3) |
| Missoula, MT | 76,000 | 174 | KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTMF (23) |
| Great Falls, MT | 64,600 | 181 | KFBB-TV (5), KRTV (3), KTGf (16) |
| Butte, MT | 48,300 | 187 | KCTZ (7), KTVM (6), KXLF-TV (4) |
| Helena, MT | 19,300 | 207 | KTVH (12) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KOUS-TV, Billings See Hardin, MT

Montana Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 14 | 2 | 16 |
| Educational Television Stations | 1 | 0 | 1 |
| | 15 | 2 | 17 |

Montana—Billings

KTVQ

Ch. 2

Network Service: CBS.

Licensee: SJL Associates Ltd. Partnership, Box 2557, Billings, MT 59103.

Studio: 3203 3rd Ave. N, Billings, MT 59101.

Telephone: 406-252-5611. TWX: 910-975-1030.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.20"
Longitude 108° 27' 26.70"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

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

News Services: AP, CBS, MTN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: November 9, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 21, 1983.

Represented (sales): Blair Television; Montana TV Network.

Represented (legal): Latham & Watkins.

Represented (engineering): Jansky & Bailey.

Personnel:

- Kelly Sugai, General Manager.
- Lee Lareva, Station Director.
- Monty Wallis, Local Sales Manager.
- Al Nash, News Director.
- Janet Skorupa, Promotion Director.
- Ron Jacobson, Chief Engineer.
- Dove McCurdy, Business Manager.

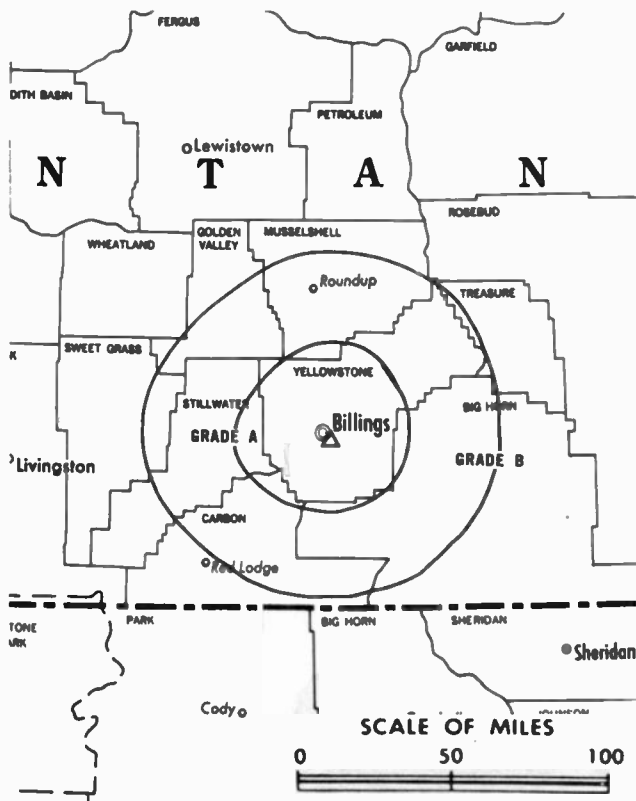
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$770.

City of License: Billings. ADI: Billings-Hardin. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| MONTANA | | | | |
| 50% & Over | Big Horn | 3,300 | 3,100 | 94 |
| | Carbon | 3,600 | 3,500 | 97 |
| | Custer | 5,200 | 4,900 | 94 |
| | Golden Valley | 400 | 400 | 100 |
| | Musselshell | 1,800 | 1,700 | 94 |
| | Park | 5,100 | 4,900 | 96 |
| | Petroleum | 200 | 200 | 100 |
| | Powder River | 900 | 800 | 89 |
| | Rosebud | 4,200 | 4,000 | 95 |



KTVQ BMPCT-4001 Granted 8/20/56

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| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|----------------|------------------|----------------|---------------|----|
| 50% & Over | Stillwater | 2,800 | 2,800 | 100 | |
| | Sweet Grass | 1,200 | 1,100 | 92 | |
| | Treasure | 400 | 400 | 100 | |
| | Wheatland | 900 | 900 | 100 | |
| | Yellowstone | 46,800 | 46,100 | 99 | |
| | WYOMING | | | | |
| | Big Horn | 4,300 | 4,100 | 95 | |
| | Park | 9,300 | 8,900 | 96 | |
| | MONTANA | | | | |
| | Between 25-49% | Fergus | 4,900 | 4,700 | 96 |
| Garfield | | 600 | 500 | 83 | |
| Judith Basin | | 1,000 | 1,000 | 100 | |
| Richland | | 4,400 | 4,300 | 98 | |
| WYOMING | | | | | |
| Sheridan | 10,200 | 9,700 | 95 | | |
| MONTANA | | | | | |
| Between 5-24% | Gallatin | 19,100 | 18,500 | 97 | |
| | Meagher | 800 | 800 | 100 | |
| | WYOMING | | | | |
| Washakie | 3,400 | 3,300 | 97 | | |
| Station Totals | | 134,800 | 130,600 | 97 | |
| Net Weekly Circulation (1991) | | | | 86,100 | |
| Average Daily Circulation (1991) | | | | 53,800 | |

Montana—Billings

KULR-TV

Ch. 8

Network Service: NBC.

Licensee: Wooster Republican Printing Co., 212 E. Liberty St., Wooster, OH 44691.

Studio: 2045 Overland Ave., Billings, MT 59102.

Mailing Address: Box 80810, Billings, MT 59108.

Telephone: 406-656-8000. TWX: 910-975-1020.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35.00"
Longitude 108° 27' 13.60"

Transmitter: 2.7-mi. E of Billings.

Satellite Earth Stations: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.5-meter Ku-band; Andrew, OX Antenna, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 15, 1958. FCC approved sale to present owner by Harriscope Dec. 12, 1986 (Television Digest, Vol. 26:45). Sale to Harriscope by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

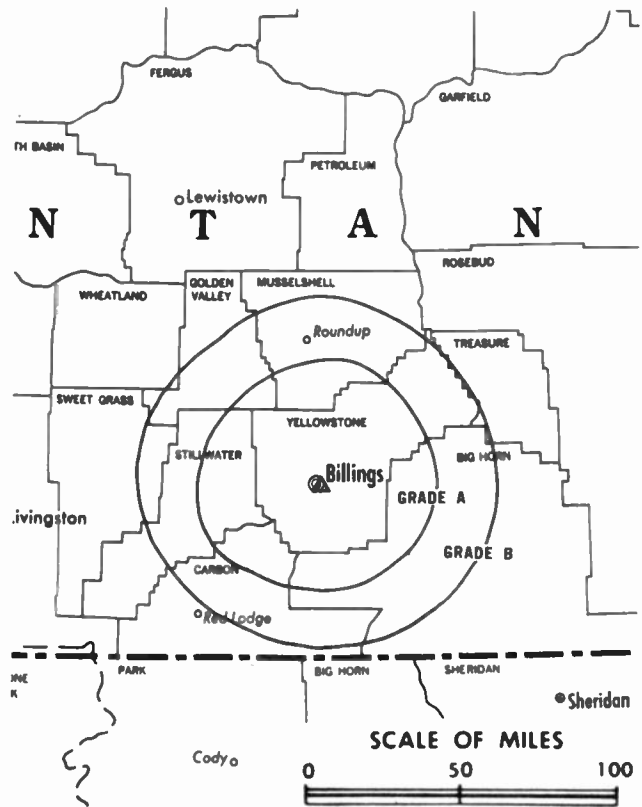
Stan Whitman, President.
Ron Olson, Station Manager & Program Director.
Bruce Cummings, General Sales Manager.
Dean Jansma, Chief Engineer.
Julie Omvig, Promotion Director.

Highest 30 Sec. Rate: \$300.

City of License: Billings. ADI: Billings-Hardin. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| MONTANA | | | | |
| 50% & Over | Big Horn | 3,300 | 3,100 | 94 |
| | Carbon | 3,600 | 3,500 | 97 |
| | Custer | 5,200 | 4,900 | 94 |
| | Garfield | 600 | 500 | 83 |
| | Golden Valley | 400 | 400 | 100 |
| | Musselshell | 1,800 | 1,700 | 94 |
| | Park | 5,100 | 4,900 | 96 |
| | Petroleum | 200 | 200 | 100 |
| | Powder River | 900 | 800 | 89 |
| | Rosebud | 4,200 | 4,000 | 95 |
| | Stillwater | 2,800 | 2,800 | 100 |



KULR-TV BMPCT-4810 Granted 11/21/57

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|---------------|
| 50% & Over | Sweet Grass | 1,200 | 1,100 | 92 |
| | Treasure | 400 | 400 | 100 |
| | Wheatland | 900 | 900 | 100 |
| | Yellowstone | 46,800 | 46,100 | 99 |
| Between 25-49% | MONTANA | | | |
| | Fergus | 4,900 | 4,700 | 96 |
| | Prairie | 700 | 600 | 86 |
| | WYOMING | | | |
| | Big Horn | 4,300 | 4,100 | 95 |
| | Park | 9,300 | 8,900 | 96 |
| Between 5-24% | MONTANA | | | |
| | Judith Basin | 1,000 | 1,000 | 100 |
| | Meagher | 800 | 800 | 100 |
| | WYOMING | | | |
| | Sheridan | 10,200 | 9,700 | 95 |
| Station Totals | | 108,600 | 105,100 | 97 |
| Net Weekly Circulation (1991) | | | | 71,800 |
| Average Daily Circulation (1991) | | | | 41,500 |

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Montana—Bozeman

KCTZ

Ch. 7

Network Service: ABC.

Licensee: Big Horn Communications, Drawer D, Hardin, MT 59034.

Studio: 1128 E. Main St., Bozeman, MT 59715.

Telephone: 406-586-3280. Fax: 406-586-4135.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 44.1-kw visual, 4.41-kw aural. Antenna: 816-ft. above av. terrain, 306-ft. above ground, 6916-ft. above sea level.

Latitude 45° 40' 24"
Longitude 110° 52' 02"

Holds CP for change to 1122-ft. above av. terrain, 305-ft. above ground, 6916-ft. above sea level. BPCT-880812KF.

Transmitter: 1.75-mi. W of Hwy. 10, 7.7-mi. E of Bozeman.

News Service: AP.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: September 1, 1987. Sale to present owners by Bee Bcstg. Assoc. approved by FCC June 28, 1988.

Represented (sales): Roslin TV Sales.

Represented (legal): Brinig & Bernstein.

Personnel:

Ray Moser, General Manager.

Michael Douglas, Station & General Sales Manager.

Gene Brodeur, News Director.

Johna Zinda, Program Director.

J. R. Middleton, Chief Engineer.

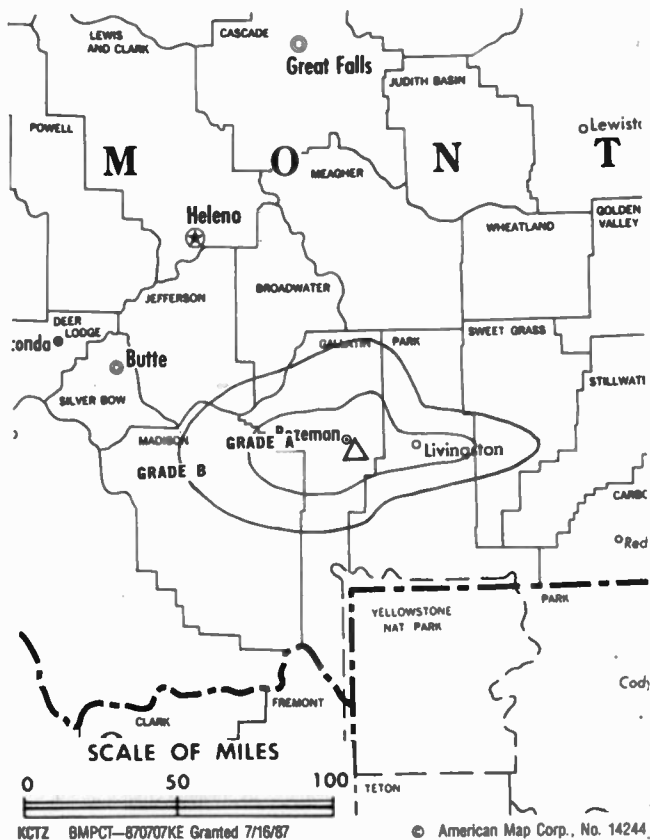
Steve Bruggeman, Business Manager.

Highest 30 Sec. Rate: \$125.

City of License: Bozeman. ADI: Butte. Rank: 187.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | MONTANA Gallatin | 19,100 | 18,500 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|---------------|---------------|
| Between 25-49% | MONTANA Park | 5,100 | 4,900 | 96 |
| Between 5-24% | MONTANA Jefferson | 3,300 | 3,200 | 97 |
| | Madison | 2,200 | 2,200 | 100 |
| | Meagher | 800 | 800 | 100 |
| | Sweet Grass | 1,200 | 1,100 | 92 |
| Station Totals | | 31,700 | 30,700 | 97 |
| Net Weekly Circulation (1991) | | | | 16,400 |
| Average Daily Circulation (1991) | | | | 8,300 |

Montana—Butte

KTVM

Ch. 6

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC.

Licensee: Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

Studio: 750 Dewey Blvd., Suite 1, Butte, MT 59701.

Telephone: 406-494-7603. Fax: 406-494-2572.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: On mountain peak, 2.6-mi. E of Butte.

Multichannel TV Sound: Stereo only.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: May 15, 1970.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

Robert H. Precht, President & General Manager.

Larry Sem, Station Manager.

Pat Grant, National Sales Manager.

Carol Simone, News Director.

Billy Ward, Chief Engineer.

Jane English, Business Manager.

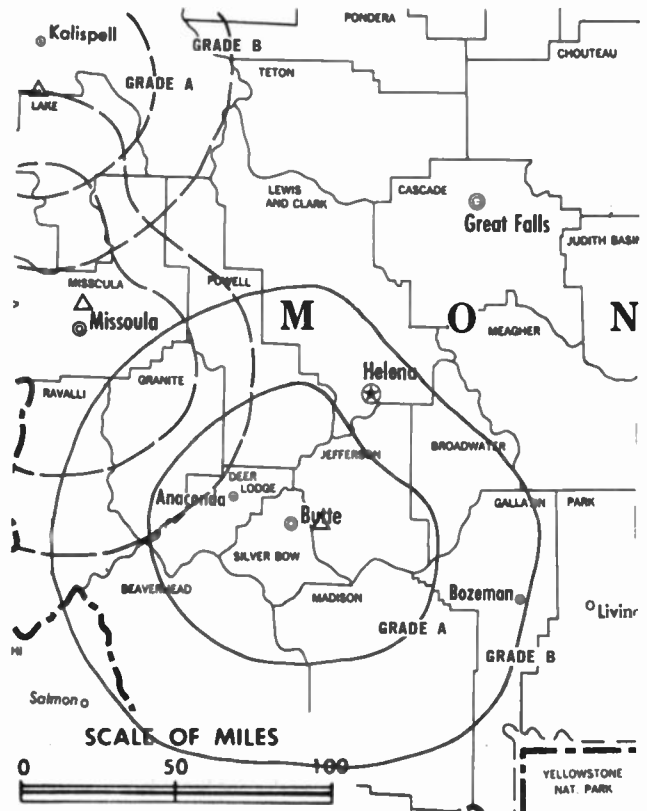
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$400.

City of License: Butte. ADI: Butte. Rank: 187.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MONTANA | | | |
| | Beaverhead | 3,200 | 3,000 | 94 |
| | Deer Lodge | 4,000 | 3,900 | 98 |



KTVM BPCT-4187 Granted 12/3/69

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| 50% & Over | Gallatin | 19,100 | 18,500 | 97 |
| | Granite | 1,100 | 1,100 | 100 |
| | Jefferson | 3,300 | 3,200 | 97 |
| | Madison | 2,200 | 2,200 | 100 |
| | Powell | 2,400 | 2,300 | 96 |
| | Silver Bow | 14,200 | 13,900 | 98 |
| Between 5-24% | MONTANA | | | |
| | Broadwater | 1,700 | 1,600 | 94 |
| | Meagher Park | 800 | 800 | 100 |
| | | 5,100 | 4,900 | 96 |
| Station Totals | | 57,100 | 55,400 | 97 |
| Net Weekly Circulation (1991) | | | 38,600 | |
| Average Daily Circulation (1991) | | | 21,900 | |

Montana—Butte

KXLF-TV

Ch. 4

Network Service: CBS.

Licensee: KXLF Communications Inc., Box 3500, Butte, MT 59702.

Studio: 1003 S. Montana St., Butte, MT 59701.

Telephone: 406-782-0444. Fax: 406-782-8906.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: 3-mi. E of Butte on XL Heights.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: Harris, 6.1-meter; RCA Ku-band; Harris receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: August 14, 1953. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales): Blair Television; Montana Television Network.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Ron Cass, President & General Manager.
Jay Kohn, News Director.
Pat Cooney, Sales Manager.
Margaret McIntosh, Program Director.
Linda Thompson, Business Manager.
John Mizelle, Chief Engineer.
Lynn Clark, Promotion Director.

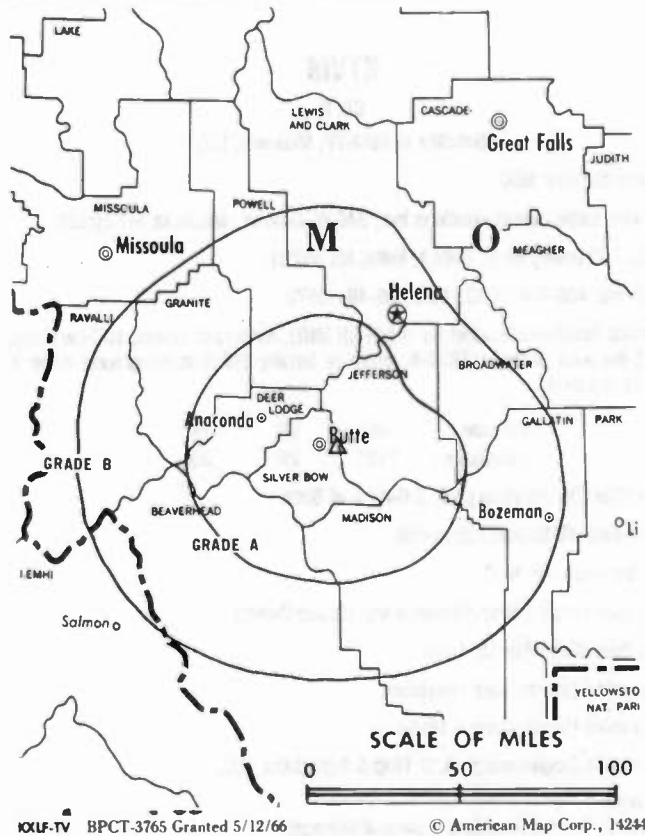
Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$960.

City of License: Butte. ADI: Butte. Rank: 187.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MONTANA | | | |
| | Beaverhead | 3,200 | 3,000 | 94 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------|------------------|---------------|--------|
| 50% & Over | Broadwater | 1,700 | 1,600 | 94 |
| | Deer Lodge | 4,000 | 3,900 | 98 |
| | Gallatin | 19,100 | 18,500 | 97 |
| | Granite | 1,100 | 1,100 | 100 |
| | Jefferson | 3,300 | 3,200 | 97 |
| | Lewis + Clark | 20,000 | 19,400 | 97 |
| | Madison | 2,200 | 2,200 | 100 |
| | Meagher | 800 | 800 | 100 |
| | Powell | 2,400 | 2,300 | 96 |
| | Silver Bow | 14,200 | 13,900 | 98 |
| Between 5-24% | MONTANA | | | |
| | Park | 5,100 | 4,900 | 96 |
| | Ravalli | 10,500 | 10,200 | 97 |
| Station Totals | | 87,600 | 85,000 | 97 |
| Net Weekly Circulation (1991) | | | | 57,000 |
| Average Daily Circulation (1991) | | | | 36,200 |

Montana—Glendive

KXGN-TV

Ch. 5

Network Service: CBS, NBC.

Licensee: Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

Studio: 210 S. Douglas St., Glendive, MT 59330.

Telephone: 406-365-3377. Fax: 406-365-3378.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

Satellite Earth Stations: 4.5-meter C-band; 4.5-meter Ku-band; 3.7-meter C-band.

AM Affiliate: KXGN, 1-kw, 1400 kHz.

News Service: National Weather Service.

Ownership: Glendive Broadcasting Corp.

Began Operation: November 1, 1957. Sale to present owner by Lewis W. Moore, et al., approved by FCC April 18, 1990 (Television Digest, Vol. 30:17).

Represented (sales): Roslin TV Sales.

Represented (engineering): Mullany Engineering Inc.

Personnel:

Dan Frenzel, General Manager.

Mark Gauthier, News Director.

Traci Schell, Program Director.

Winnifred Norton, Promotion Director.

Dennis Hanson, Chief Engineer.

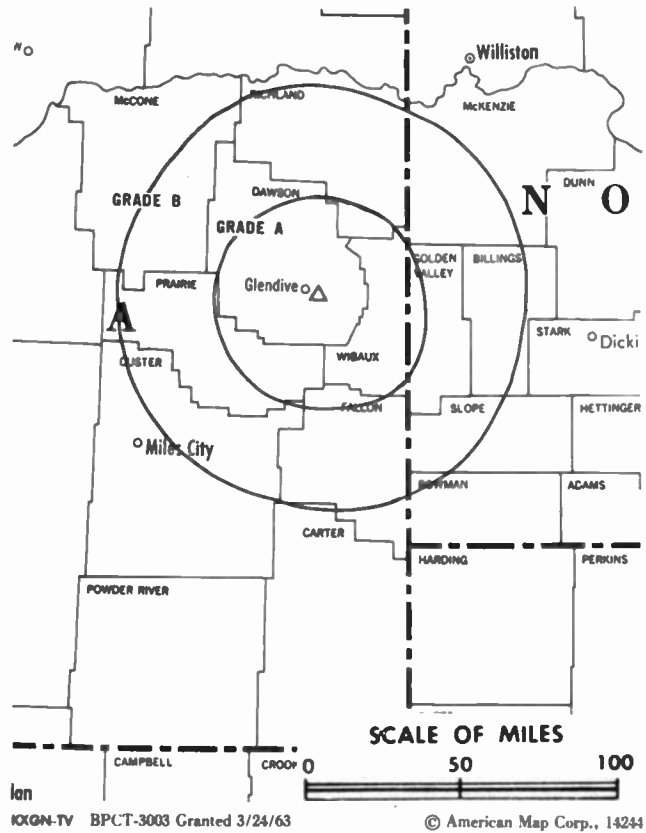
Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$100.

City of License: Glendive. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | MONTANA | | | |
| | Dawson | 4,100 | 3,900 | 96 |
| | Fallon | 1,400 | 1,300 | 93 |
| | Prairie | 700 | 600 | 86 |
| | Wibaux | 500 | 500 | 100 |
| Between 25-49% | MONTANA | | | |
| | Carter | 600 | 600 | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-------|
| Between 25-49% | Mc Cone | 900 | 900 | 100 |
| | Richland | 4,400 | 4,300 | 98 |
| Between 5-24% | MONTANA | | | |
| | Garfield | 600 | 500 | 83 |
| | NORTH DAKOTA | | | |
| Golden Valley | 900 | 900 | 100 | |
| Station Totals | | 14,100 | 13,500 | 96 |
| Net Weekly Circulation (1991) | | | | 7,600 |
| Average Daily Circulation (1991) | | | | 3,700 |

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

Call Lynn Levine
202-872-9200

Montana—Great Falls

KFBB-TV

Ch. 5

Network Service: ABC.

Licensee: KFBB Corp., Box 1139, Great Falls, MT 59403.

Studio: U.S. Hwy 87, 1-mi. N of Missouri River, Great Falls.

Mailing Address: Box 1139, Great Falls, MT 59403.

Telephone: 406-453-4377. TWX: 910-975-1917. Fax: 406-727-9703.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Satellite Earth Stations: Microdyne, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

News Services: AP, ABC, National Weather Service.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 21, 1954. Sale to present owners by Advance Corp. approved by FCC April 26, 1982 (Television Digest, Vol. 22:8). Sale to Advance by Harriscope Bcstg. Corp. approved April 21, 1977. Sale to Harriscope by David E. Bright, Ernest Scanton & Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11, 22). Sale to Bright, Scanton & O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

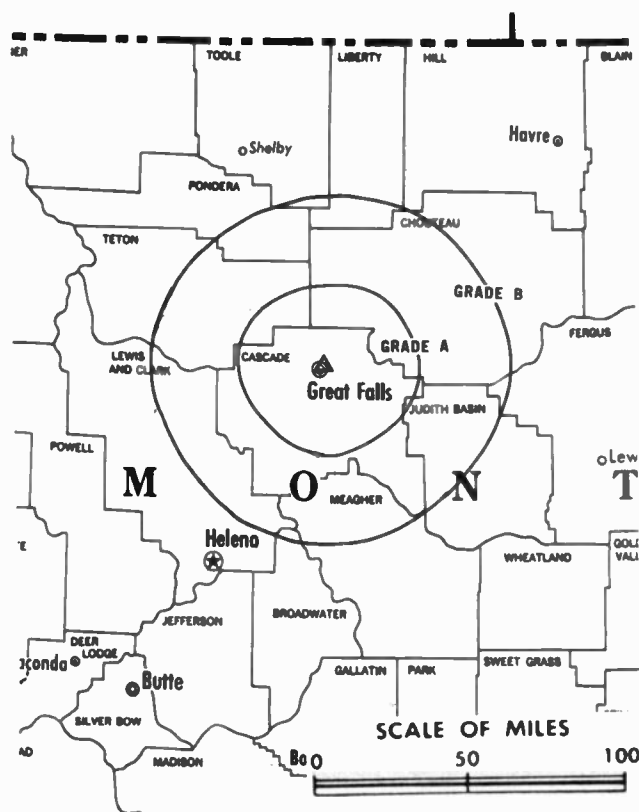
Jack J. Fisher Sr., General Manager.
Jack May, Local Sales Manager.
Dick Pompa, News Director.
Loren Hendrickson, Production/Promotion Manager.
Mike Warner, Chief Engineer.
Myla Cole, Accounting Supervisor.
Carol Funston, Traffic Manager.

Rates: On request.

City of License: Great Falls. ADI: Great Falls. Rank: 181.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MONTANA | | | |
| | Blaine | 2,500 | 2,300 | 92 |
| | Cascade | 30,700 | 30,200 | 98 |
| | Chouteau | 2,200 | 2,100 | 95 |



KFBB-TV BPCT-4340 Granted 5/7/70

© American Map Corp., 1424-

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------|------------------|---------------|--------|
| 50% & Over | Fergus | 4,900 | 4,700 | 96 |
| | Glacier | 3,800 | 3,600 | 95 |
| | Hill | 6,900 | 6,700 | 97 |
| | Judith Basin | 1,000 | 1,000 | 100 |
| | Lewis + Clark | 20,000 | 19,400 | 97 |
| | Liberty | 1,000 | 1,000 | 100 |
| | Meagher | 800 | 800 | 100 |
| | Phillips | 2,100 | 2,000 | 95 |
| | Pondera | 2,600 | 2,500 | 96 |
| | Teton | 2,500 | 2,400 | 96 |
| | Toole | 2,200 | 2,100 | 95 |
| | Valley | 3,700 | 3,500 | 95 |
| Between 25-49% | MONTANA | | | |
| | Broadwater | 1,700 | 1,600 | 94 |
| | Garfield | 600 | 500 | 83 |
| Between 5-24% | MONTANA | | | |
| | Jefferson | 3,300 | 3,200 | 97 |
| | Roosevelt | 3,800 | 3,700 | 97 |
| Station Totals | | 96,300 | 93,300 | 97 |
| Net Weekly Circulation (1991) | | | | 70,300 |
| Average Daily Circulation (1991) | | | | 40,800 |

Montana—Great Falls

KRTV

Ch 3

Network Service: CBS.

Licensee: KRTV Communications Inc., Box 2989, Great Falls, MT 59403.

Studio: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Mailing Address: Box 2989, Great Falls, MT 59403.

Telephone: 406-453-2431. TWX: 62948919. Fax: 406-453-8041.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: RCA, 4.5-meter Ku-band; Poulitan, 3.2-meter C-band; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, M/A-Com, Agile Omni receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: October 5, 1958. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (Television Digest, Vol. 14:40).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Donald G. Bradley, President & General Manager.
- Peter B. Friden, General Sales Manager.
- Reed Larson, Local Sales Manager.
- Joel Lundstad, News Director.
- Joseph Lawson, Promotion Director.
- Phil Saxton, Chief Engineer.
- Roxanna Rattray, Traffic Director/Program Coordinator.

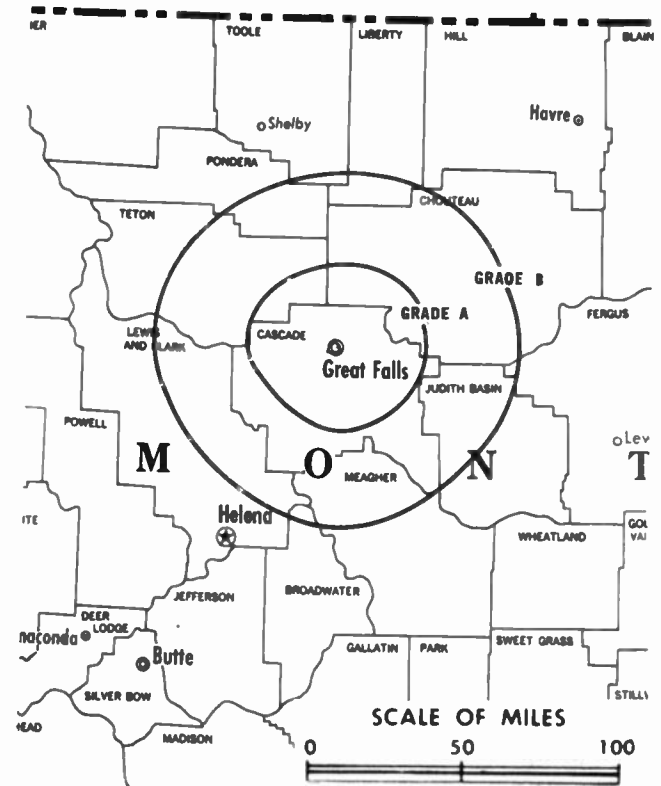
Rates: On request.

NETWORK BASE HOURLY RATE: \$553.

City of License: Great Falls. ADI: Great Falls. Rank: 181.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| MONTANA | | | | |
| 50% & Over | Blaine | 2,500 | 2,300 | 92 |
| | Cascade | 30,700 | 30,200 | 98 |



KRTV BPCT-4457 Granted 10/18/71

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| 50% & Over | | | | |
| | Chouteau | 2,200 | 2,100 | 95 |
| | Fergus | 4,900 | 4,700 | 96 |
| | Garfield | 600 | 500 | 83 |
| | Glacier | 3,800 | 3,600 | 95 |
| | Hill | 6,900 | 6,700 | 97 |
| | Judith Basin | 1,000 | 1,000 | 100 |
| | Liberty | 1,000 | 1,000 | 100 |
| | Phillips | 2,100 | 2,000 | 95 |
| | Pondera | 2,600 | 2,500 | 96 |
| | Teton | 2,500 | 2,400 | 96 |
| | Toole | 2,200 | 2,100 | 95 |
| | Valley | 3,700 | 3,500 | 95 |
| MONTANA | | | | |
| Between 25-49% | | | | |
| | Meagher | 800 | 800 | 100 |
| MONTANA | | | | |
| Between 5-24% | | | | |
| | Broadwater | 1,700 | 1,600 | 94 |
| | Jefferson | 3,300 | 3,200 | 97 |
| Station Totals | | 72,500 | 70,200 | 97 |
| Net Weekly Circulation (1991) | | | | 54,900 |
| Average Daily Circulation (1991) | | | | 33,100 |

Montana—Great Falls

KTGF

Ch. 16

Network Service: NBC.

Grantee: Continental Television Network Inc., 118 6th St. S, Great Falls, MT 59401.

Studio: 118 6th St. S, Great Falls, MT 59401.

Mailing Address: 80x 1219, Great Falls, MT 59403.

Telephone: 406-761-8816. Fax: 406-454-3484.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2030-kw max. visual, 203-kw max. aural. Antenna: 1046-ft. above av. terrain, 769-ft. above ground, 4619-ft. above sea level.

Latitude 47° 36' 26"
Longitude 111° 21' 27"

Transmitter: 3.5-mi. W of Bootlegger Trail, 7-mi. N of Missouri River, Great Falls.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 5-meter Ku-band; Paraclipse, 4-meter C-band; Scientific-Atlanta, 4-meter Ku-band; W/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Continental Television Network Inc. (Group Owner).

Began Operation: September 21, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

Jim Colla, General Manager.

Cheryl Cordeiro, Station Manager.

Janet Dorale, National Sales Manager.

Jo May Barker, News Director.

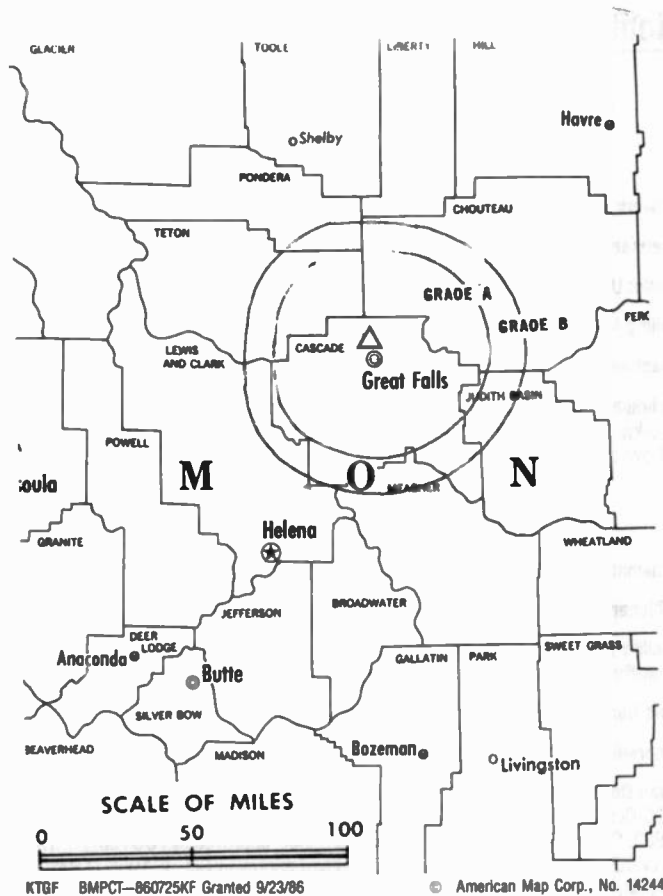
Penny Adkins, Promotion, Marketing & Program Director.

Highest 30 Sec. Rate: \$340.

City of License: Great Falls. ADI: Great Falls. Rank: 181.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MONTANA | | | |
| | Blaine | 2,500 | 2,300 | 92 |
| | Cascade | 30,700 | 30,200 | 98 |
| | Chouteau | 2,200 | 2,100 | 95 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------|------------------|---------------|--------|
| 50% & Over | Glacier | 3,800 | 3,600 | 95 |
| | Hill | 6,900 | 6,700 | 97 |
| | Liberty | 1,000 | 1,000 | 100 |
| | Phillips | 2,100 | 2,000 | 95 |
| | Pondera | 2,600 | 2,500 | 96 |
| | Teton | 2,500 | 2,400 | 96 |
| | Toole | 2,200 | 2,100 | 95 |
| Between 25-49% | MONTANA | | | |
| | Fergus Valley | 4,900 | 4,700 | 96 |
| Between 5-24% | MONTANA | | | |
| | Judith Basin | 1,000 | 1,000 | 100 |
| Station Totals | | 66,100 | 64,100 | 97 |
| Net Weekly Circulation (1991) | | | | 44,200 |
| Average Daily Circulation (1991) | | | | 23,200 |

Montana—Hardin-Billings

KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City, MT)

Network Service: ABC.

Licensee: KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

Studio: W. Third St., Hardin, MT 59034.

Mailing Address: Box 23309, Billings, MT 59104.

Telephone: 406-652-4743. Fax: 406-652-6963.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"

Longitude 108° 08' 19"

Transmitter: Pryor Star Rte., Billings.

News Service: AP.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: November 26, 1980.

Represented (sales): Adam Young Inc.; Bob Hix (Denver).

Represented (legal): Fortas & Hardman.

Personnel:

Ray Moser, General Manager.

Dan Michael, General Sales Manager.

Doug Rice, Local Sales Manager.

Johna Zinda, Program Director.

Ed Conners, Promotion Director.

J. R. Middleton, Chief Engineer.

Tracy Nelson, Traffic Director.

Highest 30 Sec. Rate: \$490.

Arbitron Data: Figures include KYUS-TV, Miles City, MT.

City of License: Hardin. ADI: Billings-Hardin. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | MONTANA | | | |
| | Big Horn | 3,300 | 3,100 | 94 |
| | Carbon | 3,600 | 3,500 | 97 |
| | Custer | 5,200 | 4,900 | 94 |
| | Golden Valley | 400 | 400 | 100 |
| | Musselshell | 1,800 | 1,700 | 94 |
| | Petroleum | 200 | 200 | 100 |
| | Stillwater | 2,800 | 2,800 | 100 |
| | Sweet Grass | 1,200 | 1,100 | 92 |



KOUS-TV BMPCT-800410KI Granted 7/28/80

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| 50% & Over | Treasure | 400 | 400 | 100 |
| | Wheatland | 900 | 900 | 100 |
| | Yellowstone | 46,800 | 46,100 | 99 |
| | WYOMING | | | |
| | Park | 9,300 | 8,900 | 96 |
| Between 25-49% | MONTANA | | | |
| | Rosebud | 4,200 | 4,000 | 95 |
| | WYOMING | | | |
| | Big Horn | 4,300 | 4,100 | 95 |
| Between 5-24% | MONTANA | | | |
| | Fergus | 4,900 | 4,700 | 96 |
| | Mc Cone | 900 | 900 | 100 |
| | Park | 5,100 | 4,900 | 96 |
| | Prairie | 700 | 600 | 86 |
| | WYOMING | | | |
| | Sheridan | 10,200 | 9,700 | 95 |
| Station Totals | | 106,200 | 102,900 | 97 |
| Net Weekly Circulation (1991) | | | | 63,500 |
| Average Daily Circulation (1991) | | | | 34,300 |

Montana—Helena

KTVH

Ch. 12

Network Service: NBC.

Licensee: Big Sky Bcstg. L.P., Box 6125, Helena, MT 59604.

Studio: 2433 N. Montana Ave., Helena, MT 59601.

Telephone: 406-443-5050. Fax: 406-442-5106.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 105-kw visual, 10.5-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground, 7929-ft. above sea level.

Latitude 46° 49' 35"
Longitude 111° 42' 33"

Transmitter: Hogback Mountain, approx. 22-mi. NE of Helena.

Satellite Earth Stations: AFC, 3-meter Ku-band; Paraclipse, 3-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Corn, Microdyne receivers.

News Services: AP, NBC.

Ownership: Big Sky Bcstg. L.P.

Began Operation: January 1, 1958. Left air Feb. 5, 1959; resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42; 17:4). Sale by Helena TV Inc. approved June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968. Sale to Lynn H. Koch, et al., approved Nov. 29, 1979. Sale to Bradley, Courtmagne & Lundberg approved April 22, 1985. Sale to present owners approved by FCC Aug. 4, 1988.

Represented (sales): Seitel Inc.; The Tacher Co.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

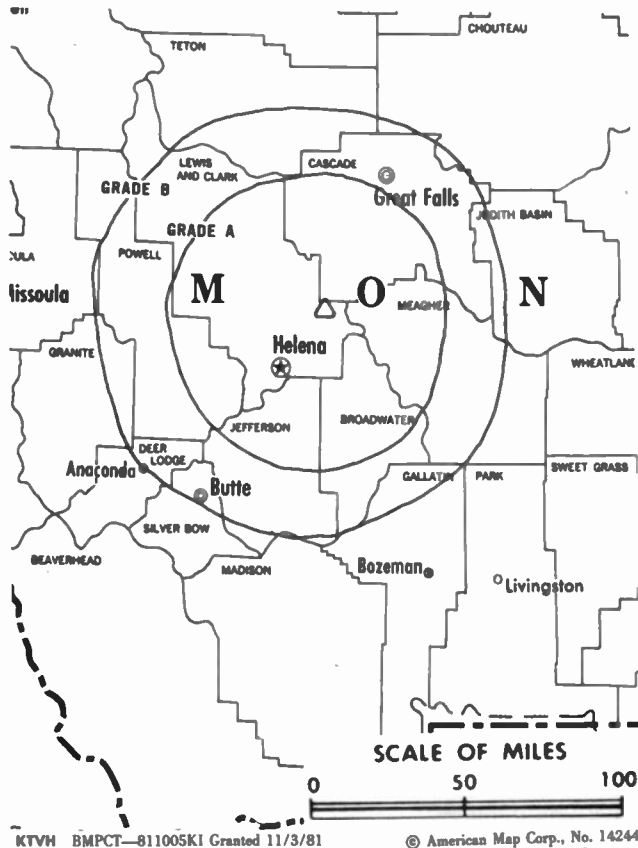
Personnel:

- John Radeck, President & General Manager.
- Bill Stebbins, General Sales Manager.
- Ashley Webster, News Director.
- Janice W. Radeck, Program Director.
- Allen Knuth, Chief Engineer.
- Dyan Foster, Business Manager.

Highest 30 Sec. Rate: \$250.

City of License: Helena. ADI: Helena. Rank: 207.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|---------------|---------------|
| 50% & Over | MONTANA | | | |
| | Broadwater | 1,700 | 1,600 | 94 |
| | Lewis + Clark | 20,000 | 19,400 | 97 |
| Between 25-49% | MONTANA | | | |
| | Jefferson | 3,300 | 3,200 | 97 |
| | Meagher | 800 | 800 | 100 |
| Between 5-24% | MONTANA | | | |
| | Cascade | 30,700 | 30,200 | 98 |
| | Chouteau | 2,200 | 2,100 | 95 |
| | Judith Basin | 1,000 | 1,000 | 100 |
| | Pondera | 2,600 | 2,500 | 96 |
| Station Totals | | 62,300 | 60,800 | 98 |
| Net Weekly Circulation (1991) | | | | 23,700 |
| Average Daily Circulation (1991) | | | | 14,300 |

Montana—Kalispell

KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

Studio: 401 First Ave. E, Kalispell, MT 59901.

Telephone: 406-755-5239. Fax: 406-752-8002.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"
Longitude 114° 21' 55"

Transmitter: Blacktail Mountain, 6.5-mi. W of Lakeside, MT.

Multichannel TV Sound: Stereo only.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: June 10, 1968.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

Robert H. Precht, President & General Manager.

Steve Fetveit, Station Manager.

Pat Grant, National Sales Manager.

Roger Hopkins, News Director.

Chris Neuhausen, Chief Engineer.

Jane English, Business Manager.

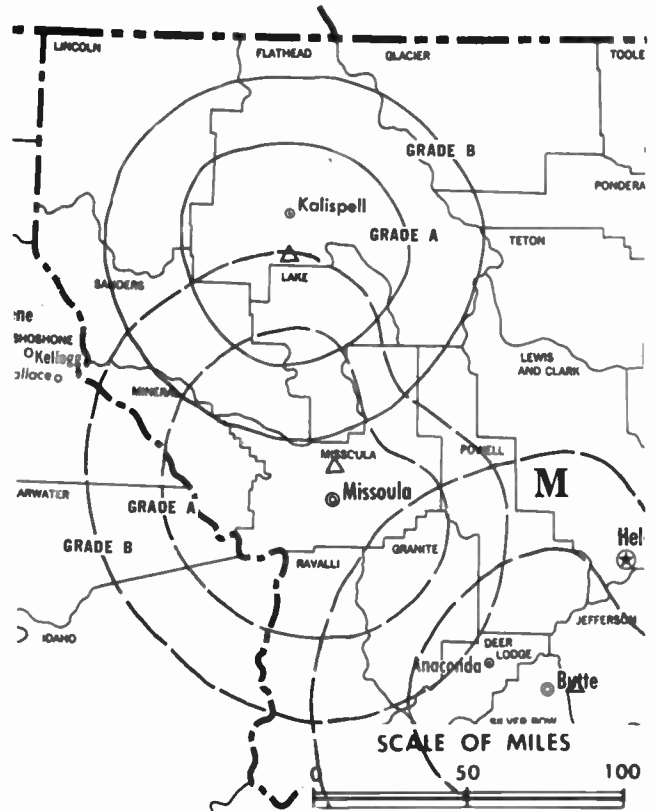
Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$400.

City of License: Kalispell. ADI: Missoula. Rank: 174.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over | MONTANA Flathead | 24,100 | 23,400 | 97 |
| Between 25-49% | MONTANA Lake | 8,500 | 8,300 | 98 |
| | Lincoln | 6,900 | 6,600 | 96 |



KCFW-TV BPCT-3985 Granted 12/20/67

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------|------------------|---------------|----|
| Between 5-24% | MONTANA Glacier | 3,800 | 3,600 | 95 |
| | Sanders | 3,800 | 3,600 | 95 |
| Station Totals | | 47,100 | 45,500 | 97 |
| Net Weekly Circulation (1991) | | | 25,300 | |
| Average Daily Circulation (1991) | | | 16,900 | |

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Montana—Miles City

KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

Network Service: ABC.

Licensee: KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

Telephone: 406-665-3320.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

| | | | |
|-----------|------|-----|-----|
| Latitude | 46° | 25' | 56" |
| Longitude | 105° | 51' | 31" |

Transmitter: 1-mi. NW of Miles City.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: September 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV approved March 14, 1984 by FCC.

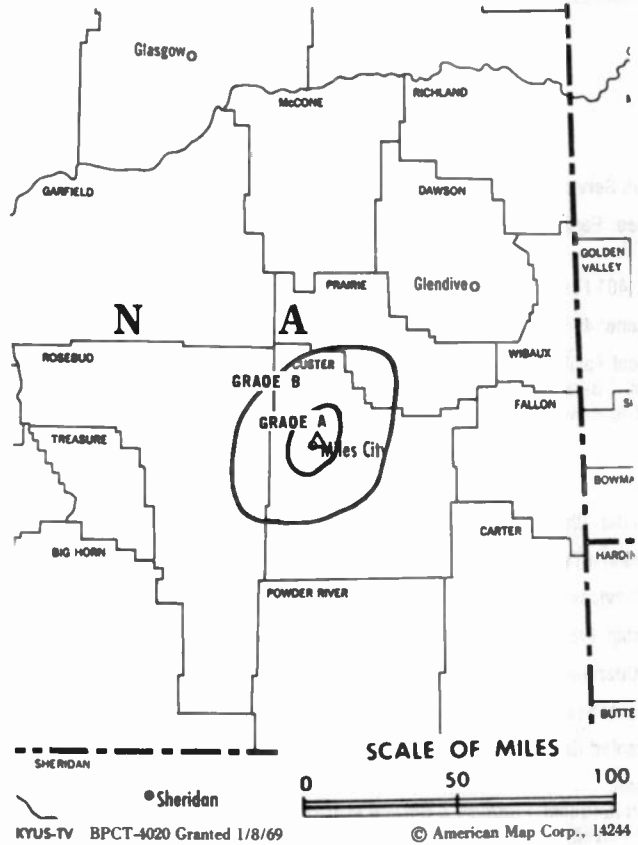
Represented (sales): Seitel Inc.; Bob Hix (Denver).

Represented (legal): Fortas & Hardman.

Personnel:

Ray Moser, General Manager.
Dan Michael, Local Sales Manager.
Johna Zinda, Program Director.
Ed Conners, Promotion Director.
J. R. Middleton, Chief Engineer.
Tracy Nelson, Traffic Director.

Highest 30 Sec. Rate: \$60.



Arbitron Data: Included with KOUS-TV, Hardin, MT.

City of License: Miles City. ADI: Billings-Hardin. Rank: 168.

Montana—Missoula

KECI-TV

Ch. 13

(Operates satellites KCFW-TV, Kalispell & KTYM, Butte, MT)

Network Service: NBC.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

Studio: 340 W. Main St., Missoula, MT 59802.

Telephone: 406-721-2063. Fax: 406-549-6507.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, MT.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7-meter Ku-band; Paracclipse, 4.5-meter C-band; Harris, 4.5-meter C-band; Harris, 3-meter Ku-band; 2 Harris, M/A-Corn receivers.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

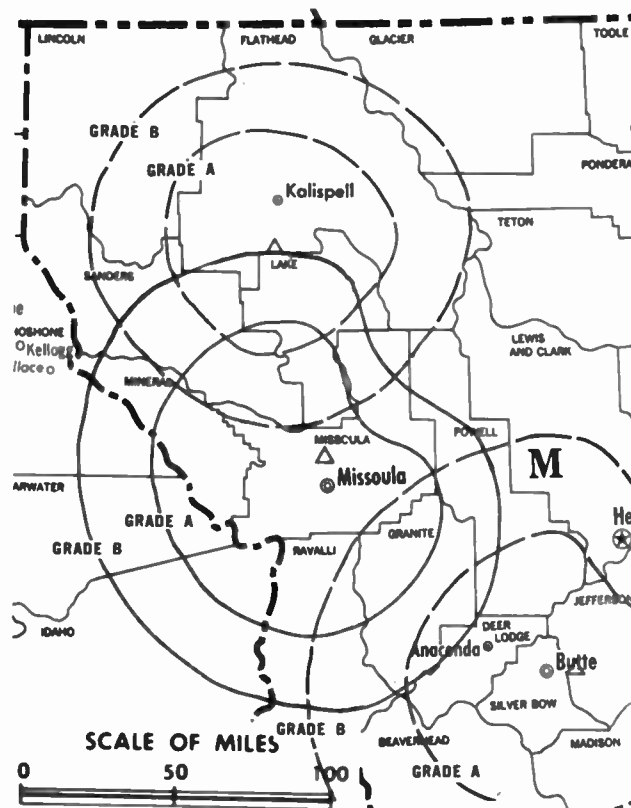
Robert H. Precht, President & General Manager.
Steve Hellegaard, Station Manager.
Jean Crepeau, Program Director.
Jim Harmon, News Director.
Larry Arbaugh, Chief Engineer.
Pat Grant, National Sales Manager.
Jane English, Business Manager.

Highest 30 Sec. Rate: \$625.

NETWORK BASE HOURLY RATE: \$800.

City of License: Missoula. ADI: Missoula. Rank: 174.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KECI-TV BPCT-3969 Granted 6/13/67

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| 50% & Over | IDAHO | | | |
| | Lemhi | 2,700 | 2,500 | 93 |
| | MONTANA | | | |
| | Lake | 8,500 | 8,300 | 98 |
| | Mineral | 1,600 | 1,600 | 100 |
| | Missoula | 32,400 | 31,400 | 97 |
| | Ravalli | 10,500 | 10,200 | 97 |
| | Sanders | 3,800 | 3,600 | 95 |
| | MONTANA | | | |
| Between 25-49% | Granite | 1,100 | 1,100 | 100 |
| | IDAHO | | | |
| Between 5-24% | Shoshone | 5,700 | 5,600 | 98 |
| | MONTANA | | | |
| | Flathead | 24,100 | 23,400 | 97 |
| Station Totals | | 90,400 | 87,700 | 97 |
| Net Weekly Circulation (1991) | | | 49,700 | |
| Average Daily Circulation (1991) | | | 31,300 | |

Montana—Missoula

KPAX-TV

Ch. 8

Network Service: CBS.

Licensee: KPAX Communications Inc., Box 4827, Missoula, MT 59806.

Studio: 2204 Regent St., Missoula, MT 59801.

Telephone: 406-543-7106. Fax: 406-543-7111.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level.

Latitude 47° 01' 06"
Longitude 114° 00' 41"

Transmitter: TV Mountain, 4-mi. E of Evaro.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta C-band; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: May 1, 1970. Sale to present owners by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 23, 1983.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

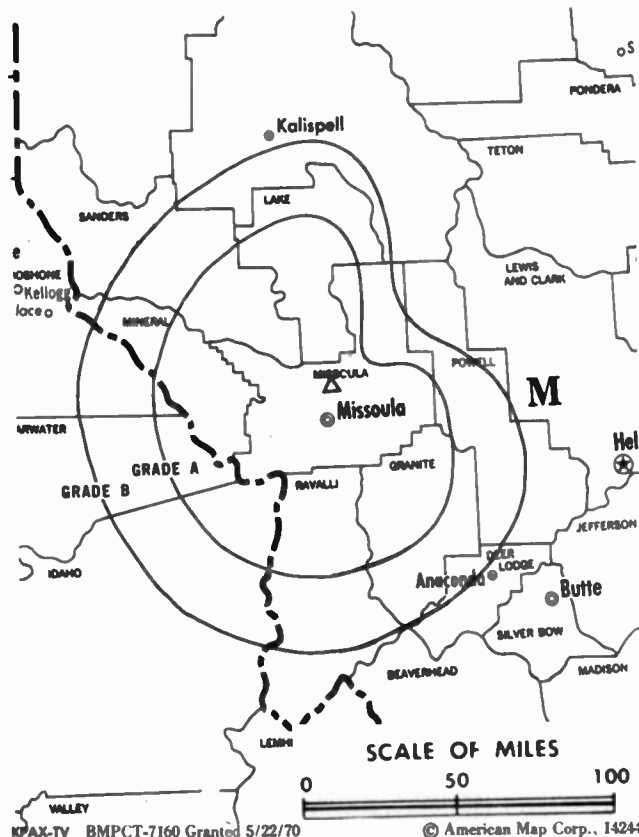
William F. Sullivan, President & General Manager.
Robert Hermes, Local Sales Manager.
Ian Marquand, News Director.
Tammy Engle, Program Director & Operations Manager.
Marie Lane, Promotion Director.
Mark Rapson, Chief Engineer.

Highest 30 Sec. Rate: \$400.

City of License: Missoula. ADI: Missoula. Rank: 174.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MONTANA | | | |
| | Flathead | 24,100 | 23,400 | 97 |
| | Lake | 8,500 | 8,300 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| 50% & Over | Mineral | 1,600 | 1,600 | 100 |
| | Missoula | 32,400 | 31,400 | 97 |
| | Ravalli | 10,500 | 10,200 | 97 |
| MONTANA | | | | |
| Between 25-49% | Sanders | 3,800 | 3,600 | 95 |
| IDAHO | | | | |
| Between 5-24% | Lemhi | 2,700 | 2,500 | 93 |
| | Shoshone | 5,700 | 5,600 | 98 |
| MONTANA | | | | |
| | Granite | 1,100 | 1,100 | 100 |
| Station Totals | | 90,400 | 87,700 | 97 |
| Net Weekly Circulation (1991) | | | 63,100 | |
| Average Daily Circulation (1991) | | | 39,300 | |

Montana—Missoula

KTMF

Ch. 23

Network Service: ABC.

Licensee: CTN Missoula Inc., 2200 Stephens Ave., Missoula, MT 59801.

Studio: 2200 Stephens Ave., Missoula, MT 59801.

Telephone: 406-542-8900. Fax: 406-728-4800.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1820-kw max. visual. Antenna: 2106-ft. above av. terrain, 256-ft. above ground, 7047-ft. above sea level.

Latitude 47° 01' 10"
Longitude 114° 00' 46"

Transmitter: TV Mountain, approx. 10.56-mi. N of Missoula.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: C-band; Ku-band; M/A-Corn receivers.

Ownership: Continental Television Network Inc. (Group Owner).

Began Operation: November 16, 1990.

Represented (sales): Adam Young Inc.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

James Colla, General Manager.

Penry L. Adkins, Station Manager.

Ken Cathey, General Sales Manager.

Janet Dorale, National Sales Manager.

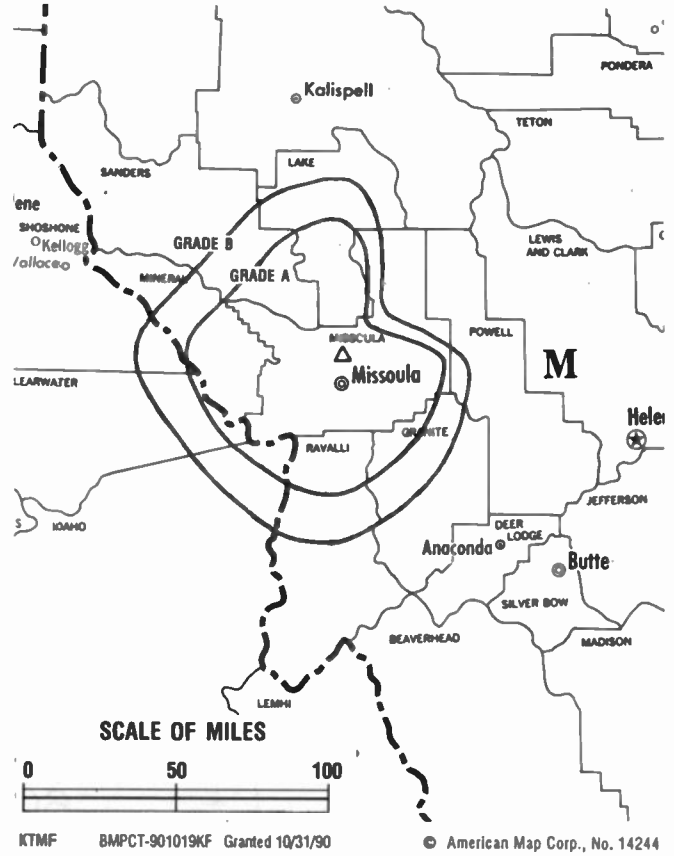
Dave Hathaway, Chief Engineer.

Cheryl Cordeiro, Business Manager.

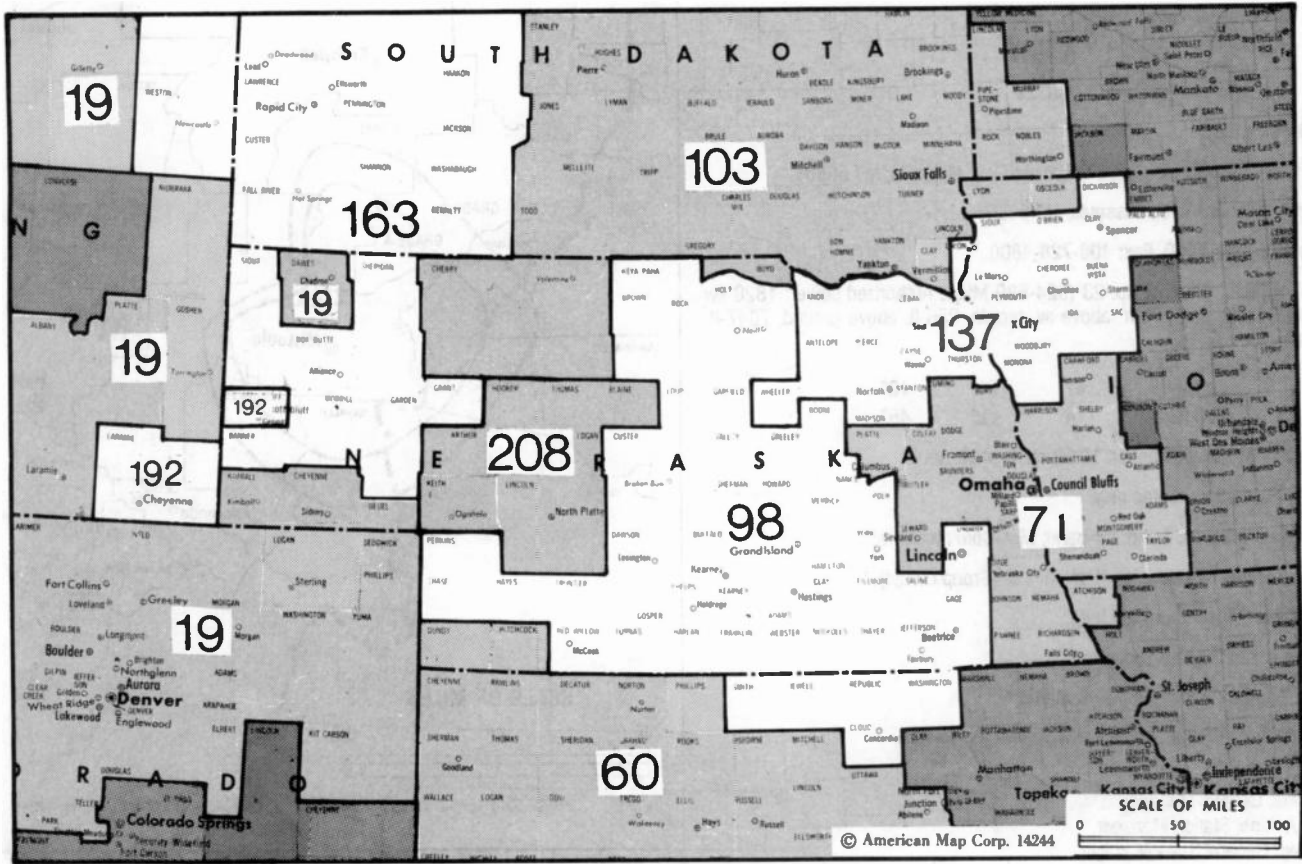
Highest 30 Sec. Rate: \$415.

City of License: Missoula. ADI: Missoula. Rank: 174.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|--------------|
| MONTANA | | | | |
| Between 5-24% | Missoula | 32,400 | 31,400 | 97 |
| | Ravalli | 10,500 | 10,200 | 97 |
| Station Totals | | 42,900 | 41,600 | 97 |
| Net Weekly Circulation (1991) | | | | 7,600 |
| Average Daily Circulation (1991) | | | | 3,200 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|---|
| Denver, CO | 1,048,400 | 19 | KCEC (50), 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), KWHD (53) |
| Wichita-Hutchinson, KS | 431,500 | 60 | KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12) |
| Omaha, NE | 363,400 | 71 | KETV (7), KMTV (3), KPTM (42), WOWT (6) |
| Lincoln-Hastings-Kearney, NE | 243,900 | 98 | KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6) |
| Sioux Falls-Mitchell, SD | 232,300 | 103 | KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17) |
| Sioux City, IA | 157,300 | 137 | KCAU-TV (9), KMEG (14), KTIV (4) |
| Rapid City, SD | 92,200 | 163 | KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12) |
| Cheyenne, WY-Scottsbluff, NE-Sterling, CO | 44,200 | 192 | KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3) |
| North Platte, NE | 18,100 | 208 | KNOP-TV (2) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|-------------------|---------------------|
| KSTF, Gering | See Scottsbluff, NE |
| KHGI-TV, Hastings | See Kearney, NE |

Nebraska Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 14 | 1 | 15 |
| Educational Television Stations | 6 | 3 | 9 |
| | 20 | 4 | 24 |

Nebraska—Albion

KCAN

Ch. 8

(Satellite of KCAU-TV, Sioux City, IA)

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 7th & Douglas Sts., Sioux City, IA 51101.

Studio: RR 1, Genoa, NE 68640.

Telephones: 402-495-4995, Albion; 712-277-2345, Sioux City.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1973-ft. above ground, 3729-ft. above sea level.

Latitude 41° 32' 28"
Longitude 97° 40' 45"

Transmitter: 3-mi. E of Rte. 22, 5-mi. N of Genoa, NE.

Satellite Earth Stations: ChannelMaster, 5-meter; Pinzone, 5-meter; Pinzone, 3.7-meter; Pinzone receivers.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

Began Operation: December 5, 1964. Sale to present owner by Amataro Group Inc. approved by FCC Nov. 12, 1986.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

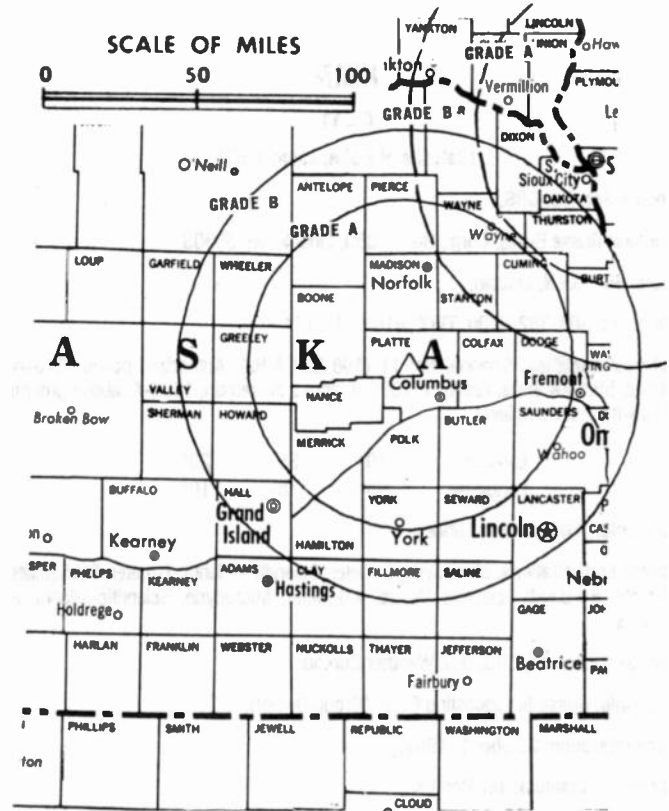
Phillip J. Lombardo, President.
Ray Cole, Vice President & General Manager.
Dan Ackerman, Chief Engineer.

Highest 30 Sec. Rate: \$250.

City of License: Albion. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NEBRASKA | | | | |
| 50% & Over | Antelope | 3,100 | 3,000 | 97 |
| | Boone | 2,500 | 2,500 | 100 |
| | Nance | 1,700 | 1,700 | 100 |
| | Polk | 2,300 | 2,300 | 100 |
| | Wheeler | 400 | 400 | 100 |
| NEBRASKA | | | | |
| Between 25-49% | Butler | 3,400 | 3,300 | 97 |
| | Coffax | 3,500 | 3,400 | 97 |
| | Garfield | 900 | 900 | 100 |
| | Greeley | 1,200 | 1,200 | 100 |
| | Howard | 2,400 | 2,400 | 100 |
| | Loup | 300 | 300 | 100 |
| | Merrick | 3,100 | 3,100 | 100 |
| | Platte | 11,000 | 10,900 | 99 |



KCAN BMPCT-821229KE Granted 1/28/83

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| Between 25-49% | Stanton | 2,500 | 2,500 | 100 |
| | Valley | 2,200 | 2,100 | 95 |
| | York | 5,800 | 5,700 | 98 |
| NEBRASKA | | | | |
| Between 5-24% | Brown | 1,600 | 1,600 | 100 |
| | Clay | 2,900 | 2,900 | 100 |
| | Dodge | 14,100 | 14,000 | 99 |
| | Hall | 18,800 | 18,600 | 99 |
| | Hamilton | 3,500 | 3,500 | 100 |
| | Holt | 5,000 | 4,800 | 96 |
| | Jefferson | 3,600 | 3,600 | 99 |
| | Knox | 4,000 | 3,900 | 97 |
| | Madison | 12,700 | 12,500 | 98 |
| | Otoe | 5,900 | 5,800 | 98 |
| | Pierce | 3,100 | 3,100 | 100 |
| | Saline | 4,900 | 4,800 | 98 |
| | Saunders | 7,100 | 7,000 | 99 |
| Seward | 6,000 | 5,900 | 98 | |
| Thayer | 2,600 | 2,600 | 100 | |
| Thurston | 2,400 | 2,400 | 100 | |
| Wayne | 3,300 | 3,300 | 100 | |
| Station Totals | | 147,800 | 146,000 | 99 |
| Net Weekly Circulation (1991) | | | | 32,000 |
| Average Daily Circulation (1991) | | | | 14,200 |

Nebraska—Grand Island

KGIN

Ch. 11

(Satellite of KOLN, Lincoln, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., Box 30350, Lincoln, NE 68503.

Studio: See KOLN, Lincoln.

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

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

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

Transmitter: 10-mi. NE of Minden.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

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

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: October 1, 1961.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Rates: Sold in combination with KOLN, Lincoln, NE.



KGIN BMPCT—5631 Granted 8/24/61

© American Map Corp., No. 14244

Arbitron Data: Included with KOLN, Lincoln, NE.

City of License: Grand Island. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Nebraska—Hastings

KHAS-TV

Ch. 5

Network Service: NBC.

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

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

Mailing Address: Box 578, Hastings, NE 68901.

Telephone: 402-463-1321. Telex: 62069443. Fax: 402-463-6551.

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 3.9-meter Ku-band; Harris, M/A-Com receivers.

AM Affiliate: KHAS, 1-kw, 1230 KHz.

News Services: Accu-Weather, AP, NBC.

Ownership: Nebraska Television Corp.

Began Operation: January 1, 1956.

Represented (sales): Settel Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

John T. Benson Jr., General Manager.
Bill Hughes, General Sales Manager.
Jackie Ackerman, Program Director.
Doris Sanford, Business Manager.
Dave Block, Chief Engineer.

Highest 30 Sec. Rate: \$525.

NETWORK BASE HOURLY RATE: \$410.

City of License: Hastings. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Jewell | 1,900 | 1,800 | 95 |
| | Smith | 2,300 | 2,300 | 100 |
| | NEBRASKA | | | |
| | Adams | 12,100 | 12,000 | 99 |
| | Boone | 2,500 | 2,500 | 100 |
| | Buffalo | 14,000 | 13,900 | 99 |
| | Clay | 2,900 | 2,900 | 100 |
| | Fillmore | 2,900 | 2,900 | 100 |
| | Garfield | 900 | 900 | 100 |
| | Greeley | 1,200 | 1,200 | 100 |
| Hall | 18,800 | 18,600 | 99 | |
| Hamilton | 3,500 | 3,500 | 100 | |
| Harlan | 1,700 | 1,700 | 100 | |
| Howard | 2,400 | 2,400 | 100 | |
| Jefferson | 3,600 | 3,600 | 99 | |
| Kearney | 2,700 | 2,700 | 100 | |
| Merrick | 3,100 | 3,100 | 100 | |
| Nance | 1,700 | 1,700 | 100 | |
| Nuckolls | 2,600 | 2,600 | 100 | |
| Phelps | 3,700 | 3,700 | 100 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------|------------------|---------------|--------|
| 50% & Over | Polk | 2,300 | 2,300 | 100 |
| | Sherman | 1,500 | 1,500 | 100 |
| | Thayer | 2,600 | 2,600 | 100 |
| | Valley | 2,200 | 2,100 | 95 |
| | Webster | 2,000 | 2,000 | 100 |
| | York | 5,800 | 5,700 | 98 |
| Between 25-49% | KANSAS | | | |
| | Phillips | 2,900 | 2,800 | 97 |
| | Republic | 2,800 | 2,700 | 96 |
| Between 5-24% | NEBRASKA | | | |
| | Franklin | 1,500 | 1,500 | 100 |
| | Loup | 300 | 300 | 100 |
| | Wheeler | 400 | 400 | 100 |
| | KANSAS | | | |
| Mitchell | 3,200 | 3,100 | 97 | |
| Station Totals | NEBRASKA | | | |
| | Custer | 5,000 | 4,900 | 98 |
| | Dawson | 8,100 | 8,000 | 99 |
| | Furnas | 2,500 | 2,500 | 98 |
| | Gage | 8,900 | 8,800 | 99 |
| | Gosper | 800 | 800 | 100 |
| Saline | 4,900 | 4,800 | 98 | |
| Station Totals | | 142,200 | 140,800 | 99 |
| Net Weekly Circulation (1991) | | | | 85,600 |
| Average Daily Circulation (1991) | | | | 45,400 |

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Television & Cable Factbook

Nebraska—Hayes Center

KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

Network Service: ABC.

Licensee: Joseph C. Amato, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Studio: See KHGI-TV, Kearney.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 737-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"

Longitude 101° 01' 46"

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

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

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

Ownership: Joseph C. Amato, Receiver (Group Owner).

Began Operation: February 9, 1956.

Represented (sales): Katz Television.

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

Personnel:

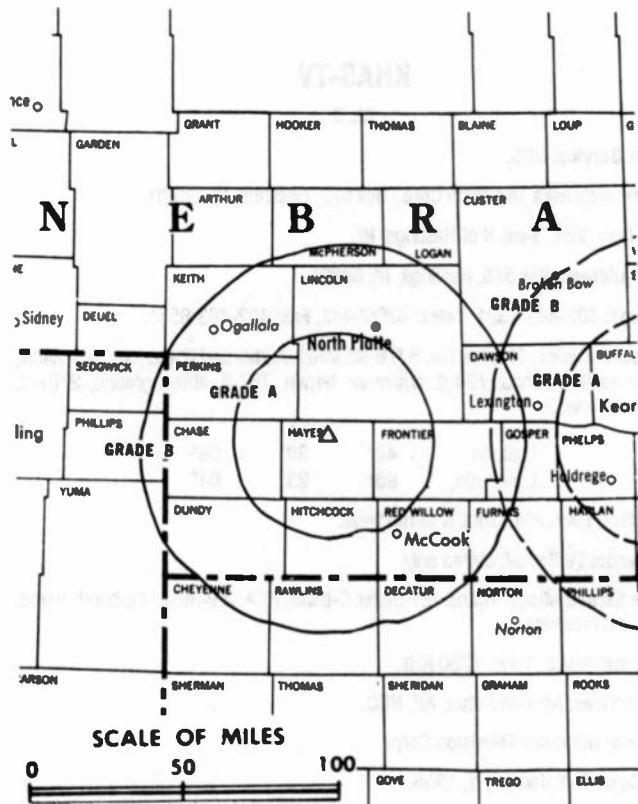
Peggy A. Landry, General Manager.

Gene Short, General Sales Manager.

Jerry Fuehrer, Chief Engineer.

Al Zobel, News Director.

Dan Lab, Business Manager.



KWNB-TV BPCT-2531 Granted 9/17/58

© American Map Corp., 14244

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

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

City of License: Hayes Center. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Nebraska—Kearney-Hastings-Grand Island

KHGI-TV

Ch. 13

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

Network Service: ABC.

Licensee: Joseph C. Amato, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Studio: 14-mi. S of Kearney on Hwy. 44.

Mailing Address: Box 220, Kearney, NE 68848.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 3240-ft. above sea level.

Latitude 40° 39' 28"
Longitude 98° 52' 04"

Transmitter: 1.2-mi. NW of Lowell.

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

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

Ownership: Joseph C. Amato, Receiver (Group Owner).

Began Operation: December 24, 1953. Sale to NTV by BI-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Television Digest, Vol. 14:7). Sale to Amato Group by NTV Enterprises approved by FCC Nov. 16, 1979 (Vol. 19:24). Sale to Gordon Bcstg. Inc. by Amato Group approved by FCC Jan. 17, 1986. Sale to Sterling Communications by Gordon Bcstg. Inc. approved by FCC Feb. 27, 1989, but not consummated. Assignment to Joseph C. Amato, Receiver, granted June 28, 1979.

Represented (sales): Katz Television.

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

Personnel:

Peggy A. Landry, General Manager.
Gene Short, Sales Manager.
Al Zobel, News Director.
Dan Lab, Business Manager.
Jerry Fuehrer, Chief Engineer.

Rates: On request.

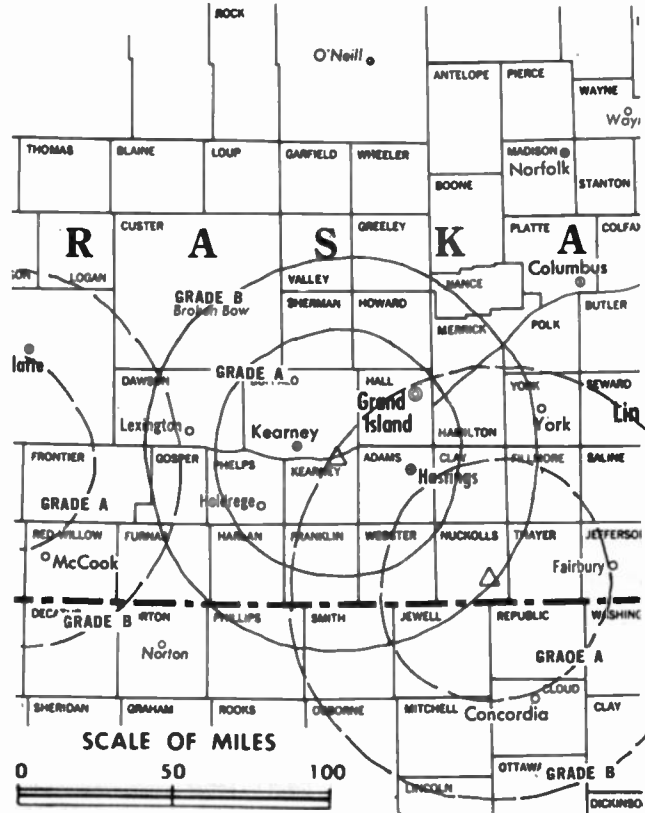
NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include KWNB-TV, Hayes Center & KSNB-TV, Superior, NE.

City of License: Kearney. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Cloud | 4,500 | 4,400 | 98 |
| | Jewell | 1,900 | 1,800 | 95 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Norton | 2,700 | 2,700 | 100 |
| | Osborne | 2,300 | 2,200 | 96 |
| | Phillips | 2,900 | 2,800 | 97 |
| | Rawlins | 1,400 | 1,400 | 100 |
| | Republic | 2,800 | 2,700 | 96 |
| | Smith | 2,300 | 2,300 | 100 |
| | NEBRASKA | | | |
| | Adams | 12,100 | 12,000 | 99 |
| | Buffalo | 14,000 | 13,900 | 99 |
| | Chase | 1,900 | 1,900 | 100 |
| Clay | 2,900 | 2,900 | 100 | |
| Custer | 5,000 | 4,900 | 98 | |



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

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Dawson | 8,100 | 8,000 | 99 |
| | Dundy | 1,200 | 1,200 | 100 |
| | Fillmore | 2,900 | 2,900 | 100 |
| | Franklin | 1,500 | 1,500 | 100 |
| | Frontier | 1,400 | 1,400 | 100 |
| | Furnas | 2,500 | 2,500 | 98 |
| | Garfield | 900 | 900 | 100 |
| | Gosper | 800 | 800 | 100 |
| | Greeley | 1,200 | 1,200 | 100 |
| | Hall | 18,800 | 18,600 | 99 |
| | Hamilton | 3,500 | 3,500 | 100 |
| | Harlan | 1,700 | 1,700 | 100 |
| | Hayes | 500 | 500 | 100 |
| | Hitchcock | 1,500 | 1,500 | 100 |
| | Howard | 2,400 | 2,400 | 100 |
| | Jefferson | 3,600 | 3,600 | 99 |
| | Kearney | 2,700 | 2,700 | 100 |
| | Keith | 3,700 | 3,700 | 100 |
| | Lincoln | 12,600 | 12,500 | 99 |
| | Logan | 400 | 400 | 100 |
| McPherson | 200 | 200 | 100 | |
| Merrick | 3,100 | 3,100 | 100 | |
| Nuckolls | 2,600 | 2,600 | 100 | |
| Perkins | 1,500 | 1,500 | 100 | |
| Phelps | 3,700 | 3,700 | 100 | |
| Red Willow | 4,900 | 4,800 | 98 | |
| Sherman | 1,500 | 1,500 | 100 | |
| Thayer | 2,600 | 2,600 | 100 | |
| Valley | 2,200 | 2,100 | 95 | |
| Webster | 2,000 | 2,000 | 100 | |

(Continued on page A-728)

| Station Totals | 209,200 | 207,000 | 99 |
|----------------------------------|---------|---------|---------|
| Net Weekly Circulation (1991) | | | 134,100 |
| Average Daily Circulation (1991) | | | 72,800 |

Nebraska—Lincoln

KOLN

Ch. 10

(Also operates satellite KGIN, Grand Island, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., Box 30350, Lincoln, NE 68503.

Studio: 40th & W Sts., Lincoln.

Mailing Address: Box 30350, Lincoln, NE 68503.

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

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

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

Transmitter: 6-mi. E of Beaver Crossing.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

News Services: AP, U.S. Weather Bureau.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: February 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955 (Television Digest, Vol. 9:30, 34; 10:9, 13, 20). Sale to Gillett by Fetzer Communications Inc. approved Oct. 29, 1985. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

Frank Jonas, President & General Manager.
Dick Nelson, General Sales Manager.
David Bradley, National Sales Manager.
John Denney, News Director.
Charlie Weber, Program & Promotion Director.
Lisa Gull, Production Supervisor.
Kim Knox, Community Affairs Director.
Lyle Kaufman, Chief Engineer & Operations Manager.
Christine McPike, Business Manager.

Highest 30 Sec. Rate: \$2500.

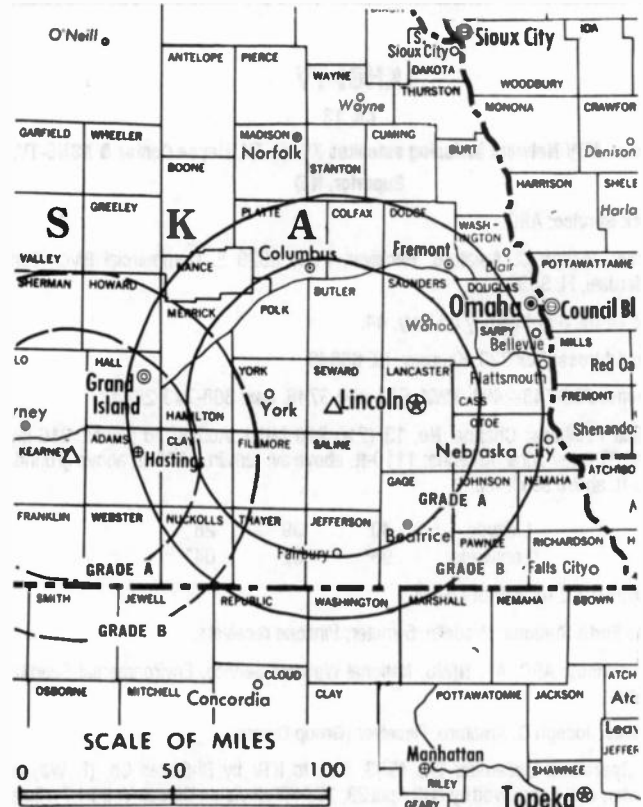
NETWORK BASE HOURLY RATE: \$910.

Arbitron Data: Includes KGIN, Grand Island, NE.

City of License: Lincoln. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Cloud | 4,500 | 4,400 | 98 |
| | Jewell | 1,900 | 1,800 | 95 |
| | Phillips | 2,900 | 2,800 | 97 |
| | Republic | 2,800 | 2,700 | 96 |
| | Smith | 2,300 | 2,300 | 100 |
| | Washington | 3,000 | 2,900 | 97 |
| | NEBRASKA | | | |
| | Adams | 12,100 | 12,000 | 99 |
| | Antelope | 3,100 | 3,000 | 97 |
| Boone | 2,500 | 2,500 | 100 | |
| Brown | 1,600 | 1,600 | 100 | |
| Buffalo | 14,000 | 13,900 | 99 | |



1 KOLN BPCT-3649 Granted 12/15/65

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Butler | 3,400 | 3,300 | 97 |
| | Clay | 2,900 | 2,900 | 100 |
| | Colfax | 3,500 | 3,400 | 97 |
| | Custer | 5,000 | 4,900 | 98 |
| | Dawson | 8,100 | 8,000 | 99 |
| | Fillmore | 2,900 | 2,900 | 100 |
| | Franklin | 1,500 | 1,500 | 100 |
| | Frontier | 1,400 | 1,400 | 100 |
| | Furnas | 2,500 | 2,500 | 98 |
| | Gage | 8,900 | 8,800 | 99 |
| | Garfield | 900 | 900 | 100 |
| | Gosper | 800 | 800 | 100 |
| | Greeley | 1,200 | 1,200 | 100 |
| | Hall | 18,800 | 18,600 | 99 |
| | Hamilton | 3,500 | 3,500 | 100 |
| | Haran | 1,700 | 1,700 | 100 |
| | Holt | 5,000 | 4,800 | 96 |
| | Howard | 2,400 | 2,400 | 100 |
| | Jefferson | 3,600 | 3,600 | 99 |
| | Johnson | 2,000 | 2,000 | 100 |
| | Kearney | 2,700 | 2,700 | 100 |
| | Keith | 3,700 | 3,700 | 100 |
| | Lancaster | 84,900 | 84,100 | 99 |
| | Lincoln | 12,600 | 12,500 | 99 |
| | Loup | 300 | 300 | 100 |
| | Madison | 12,700 | 12,500 | 98 |
| | Merrick | 3,100 | 3,100 | 100 |
| | Nance | 1,700 | 1,700 | 100 |
| | Nuckolls | 2,600 | 2,600 | 100 |
| | Pawnee | 1,500 | 1,500 | 100 |
| Perkins | 1,500 | 1,500 | 100 | |

(Continued on page A-728)

| Station Totals | 395,600 | 391,100 | 99 |
|----------------------------------|---------|---------|---------|
| Net Weekly Circulation (1991) | | | 277,100 |
| Average Daily Circulation (1991) | | | 177,100 |

Nebraska—McCook-Oberlin, Kansas

KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 333 N. Main St., Wichita, KS 67201.

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

Telephone: 913-475-2248. Fax: 913-475-3944.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw visual, 29.5-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"

Longitude 100° 42' 04"

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

Satellite Earth Station: M/A-Corn, 4-meter; M/A-Corn receivers.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: October 16, 1959. Sale to present owner by The Standard Corp. approved by FCC August 5, 1988.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

Dwayne Dettler

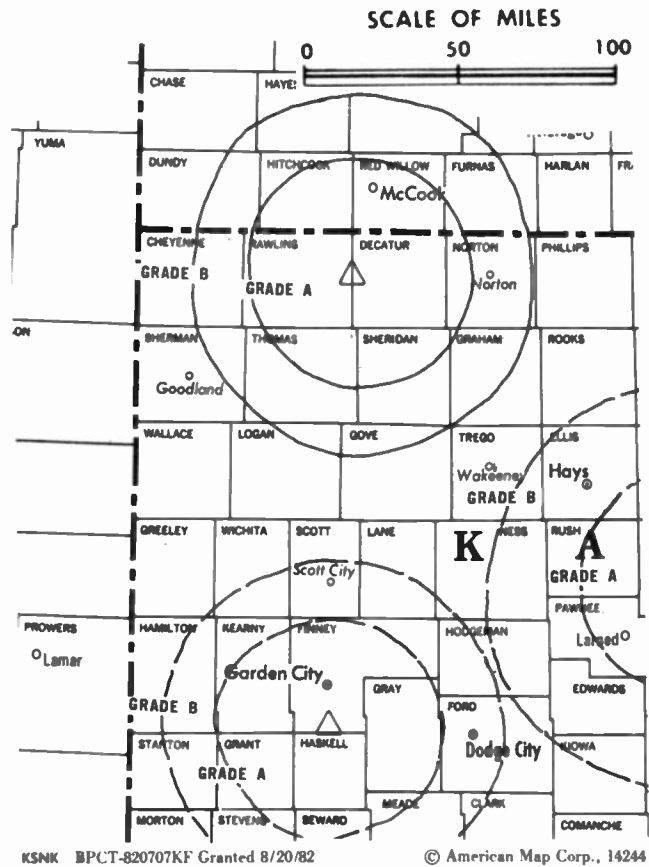
Jim Bowers, Chief Engineer.

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

City of License: McCook. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | KANSAS | | | |
| | Cheyenne | 1,500 | 1,500 | 100 |
| | Decatur | 1,700 | 1,700 | 100 |
| | Gove | 1,400 | 1,400 | 100 |
| | Graham | 1,400 | 1,400 | 100 |
| | Logan | 1,400 | 1,400 | 100 |
| | Norton | 2,700 | 2,700 | 100 |
| | Rawlins | 1,400 | 1,400 | 100 |
| | Sheridan | 1,300 | 1,300 | 100 |
| | Thomas | 2,900 | 2,900 | 100 |
| | Thomas | 3,000 | 2,900 | 97 |



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

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|---------------|-----------|
| 50% & Over | NEBRASKA | | | |
| | Dundy | 1,200 | 1,200 | 100 |
| | Furnas | 2,500 | 2,500 | 98 |
| | Hayes | 500 | 500 | 100 |
| | Hitchcock | 1,500 | 1,500 | 100 |
| | Red Willow | 4,900 | 4,800 | 98 |
| Between 25-49% | KANSAS | | | |
| | Phillips | 2,900 | 2,800 | 97 |
| | Rooks | 2,400 | 2,400 | 100 |
| | NEBRASKA | | | |
| | Frontier | 1,400 | 1,400 | 100 |
| | Gosper | 800 | 800 | 100 |
| Between 5-24% | KANSAS | | | |
| | Trego | 1,700 | 1,700 | 100 |
| | Wallace | 700 | 700 | 100 |
| | NEBRASKA | | | |
| | | Chase | 1,900 | 1,900 |
| | Harlan | 1,700 | 1,700 | 100 |
| Station Totals | | 42,800 | 42,500 | 99 |
| Net Weekly Circulation (1991) | | | 28,200 | |
| Average Daily Circulation (1991) | | | 17,700 | |

Nebraska—North Platte

KNOP-TV

Ch. 2

Network Service: NBC.

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

Studio: 4.7-mi. NNE of North Platte town, North Platte, NE 69103.

Telephone: 308-532-2222.

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

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

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

Satellite Earth Stations: 2 in operation; Harris receivers.

News Service: AP.

Ownership: North Platte Television Inc.

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

Represented (sales): Adam Young Inc.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Ulysses A. Carlini, General Manager.

Jodi Ritacca, News Director.

John Koch, Sports Director.

Chris Davies, Chief Engineer.

Cheryl McDonald, Traffic Director.

Gregg Hoover, Program & Promotion Director.

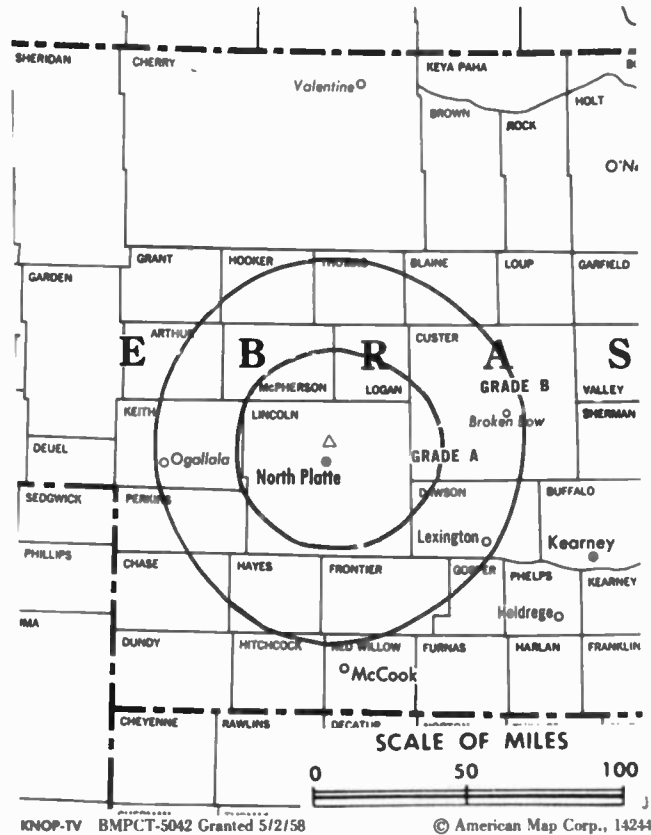
Highest 30 Sec. Rate: \$285.

NETWORK BASE HOURLY RATE: \$200.

City of License: North Platte. ADI: North Platte. Rank: 208.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NEBRASKA | | | | |
| 50% & Over | Arthur | 200 | 200 | 100 |
| | Blaine | 300 | 300 | 100 |
| | Cherry | 2,600 | 2,600 | 100 |
| | Custer | 5,000 | 4,900 | 98 |
| | Dawson | 8,100 | 8,000 | 99 |
| | Frontier | 1,400 | 1,400 | 100 |
| | Hooker | 400 | 400 | 100 |
| | Keith | 3,700 | 3,700 | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| 50% & Over | Lincoln | 12,600 | 12,500 | 99 |
| | Logan | 400 | 400 | 100 |
| | McPherson | 200 | 200 | 100 |
| | Perkins | 1,500 | 1,500 | 100 |
| | Thomas | 400 | 400 | 100 |
| NEBRASKA | | | | |
| Between 25-49% | Chase | 1,900 | 1,900 | 100 |
| | Garden | 1,000 | 1,000 | 100 |
| | Grant | 300 | 300 | 100 |
| | Hayes | 500 | 500 | 100 |
| NEBRASKA | | | | |
| Between 5-24% | Deuel | 1,000 | 1,000 | 100 |
| | Gosper | 800 | 800 | 100 |
| | Red Willow | 4,900 | 4,800 | 98 |
| Station Totals | | 47,200 | 46,800 | 99 |
| Net Weekly Circulation (1991) | | | | 31,200 |
| Average Daily Circulation (1991) | | | | 20,500 |

Nebraska—Omaha

KETV
Ch. 7

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 27th & Douglas Sts., Omaha, NE 68131.

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

Telephone: 402-345-7777. Fax: 402-978-8922 (sales); 402-978-8931 (news).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1360-ft. above av. terrain, 1363-ft. above ground, 2549-ft. above sea level.

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

Transmitter: 5600 N. 72nd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 6-meter Ku & C-band; BMS, 6-meter C-band; M/A-Com, 3-meter Ku-band; Avantek, M/A-Com receivers.

News Services: ABC, AP, Conus, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

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

Represented (sales): Blair Television.

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

Personnel:

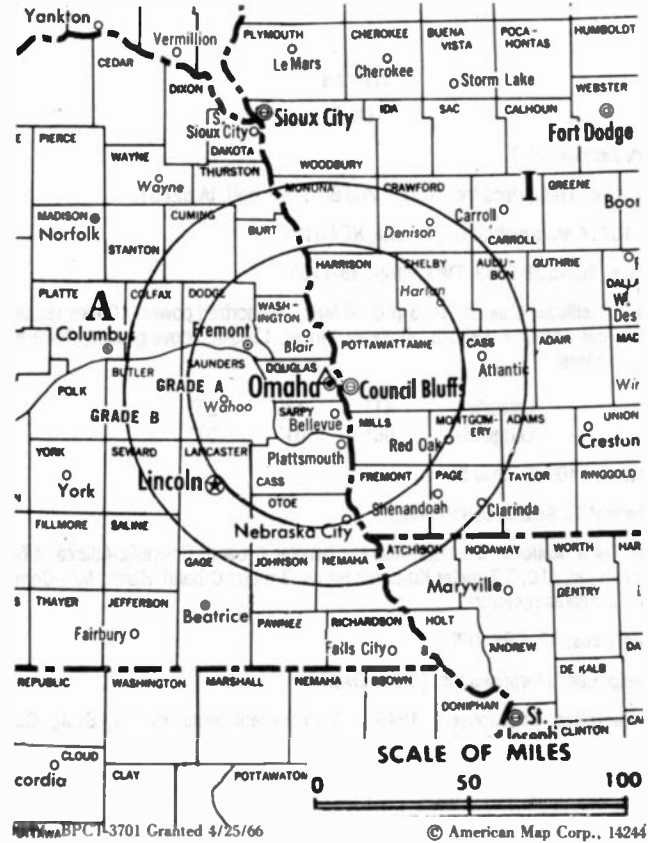
- David L. Summers, General Manager.
- Phyllis Ned, Local Sales Manager.
- Don Grubaugh, National Sales Manager.
- Bettie Denny, Program/Community Affairs Manager.
- Phil Clark, Promotion Manager.
- Kirk Winkler, News Director.
- Don Clausen, Chief Engineer.
- Dick Spark, Business Manager.

Highest 30 Sec. Rate: \$5000.

City of License: Omaha. ADI: Omaha. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. Country coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Adams | 2,100 | 2,100 | 100 |
| | Audubon | 2,900 | 2,900 | 100 |
| | Cass | 6,500 | 6,400 | 98 |
| | Crawford | 6,800 | 6,700 | 99 |
| | Fremont | 3,800 | 3,800 | 100 |
| | Harrison | 6,000 | 5,900 | 98 |
| | Mills | 4,800 | 4,800 | 100 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Page | 7,300 | 7,200 | 99 |
| | Pottawattamie | 34,100 | 33,800 | 99 |
| | Shelby | 5,500 | 5,500 | 100 |
| | Taylor | 3,100 | 3,000 | 97 |
| | MISSOURI | | | |
| | Atchison | 3,100 | 3,100 | 100 |
| | NEBRASKA | | | |
| | Burt | 3,400 | 3,400 | 100 |
| | Butler | 3,400 | 3,300 | 97 |
| | Cass | 8,500 | 8,400 | 99 |
| Colfax | 3,500 | 3,400 | 97 | |
| Cuming | 4,100 | 4,000 | 98 | |



©1991 BPC 1-3701 Granted 4/25/66

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | Dodge | 14,100 | 14,000 | 99 |
| | Douglas | 160,400 | 159,100 | 99 |
| | Gage | 8,900 | 8,800 | 99 |
| | Johnson | 2,000 | 2,000 | 100 |
| | Lancaster | 84,900 | 84,100 | 99 |
| | Nemaha | 3,200 | 3,200 | 100 |
| | Otoe | 5,900 | 5,800 | 98 |
| | Pawnee | 1,500 | 1,500 | 100 |
| | Platte | 11,000 | 10,900 | 99 |
| | Richardson | 4,200 | 4,100 | 98 |
| | Saline | 4,900 | 4,800 | 98 |
| | Sarpy | 33,500 | 33,400 | 100 |
| | Saunders | 7,100 | 7,000 | 99 |
| | Seward | 6,000 | 5,900 | 98 |
| Washington | 6,200 | 6,200 | 100 | |
| Between 25-49% | IOWA | | | |
| | Monona | 4,400 | 4,300 | 98 |
| | NEBRASKA | | | |
| | Stanton | 2,500 | 2,500 | 100 |
| | Thurston | 2,400 | 2,400 | 100 |
| York | 5,800 | 5,700 | 98 | |
| Between 5-24% | IOWA | | | |
| | Ida | 3,500 | 3,500 | 100 |
| | Sac | 5,300 | 5,200 | 98 |
| | Union | 5,400 | 5,300 | 98 |
| | KANSAS | | | |
| Marshall | 5,300 | 5,200 | 98 | |
| Nemaha | 4,200 | 4,100 | 98 | |
| MISSOURI | | | | |
| Nodaway | 7,600 | 7,500 | 99 | |
| (Continued on page A-728) | | | | |
| Station Totals | | 545,600 | 540,400 | 99 |
| Net Weekly Circulation (1991) | | | 413,700 | |
| Average Daily Circulation (1991) | | | 245,100 | |

Nebraska—Omaha

KMTV
Ch. 3

Network Service: CBS.

Licensee: Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

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

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

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

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

Transmitter: 5400 N. 72nd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CBS, UPI.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: September 1, 1949. Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

Represented (sales): Katz Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Represented (engineering): David Steel & Associates Inc.

Personnel:

- Howard Kennedy, General Manager.
- David L. Kuehn, General Sales Manager.
- Lin White, National Sales Manager.
- Loren Tobia, News Director.
- Donald E. Browers, Program & Production Manager.
- Larry Steele, Chief Engineer.

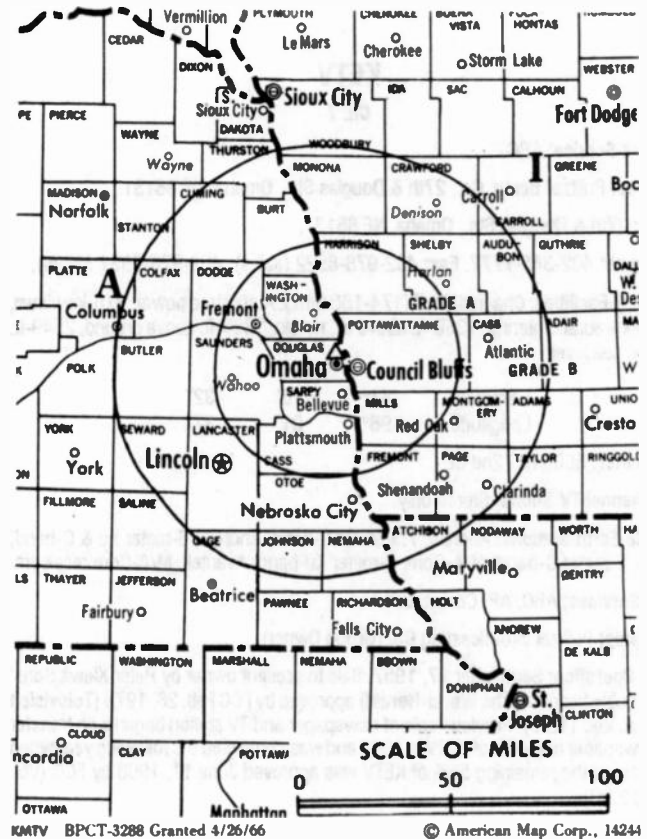
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1325.

City of License: Omaha. ADI: Omaha. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Adams | 2,100 | 2,100 | 100 |
| | Cass | 6,500 | 6,400 | 98 |
| | Crawford | 6,800 | 6,700 | 99 |
| | Fremont | 3,800 | 3,800 | 100 |
| | Harrison | 6,000 | 5,900 | 98 |
| | Mills | 4,800 | 4,800 | 100 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Page | 7,300 | 7,200 | 99 |
| | Pottawattamie | 34,100 | 33,800 | 99 |
| | Shelby | 5,500 | 5,500 | 100 |
| | MISSOURI | | | |
| | Atchison | 3,100 | 3,100 | 100 |
| | NEBRASKA | | | |
| | Burt | 3,400 | 3,400 | 100 |
| | Cass | 8,500 | 8,400 | 99 |
| | Coffax | 3,500 | 3,400 | 97 |
| | Cuming | 4,100 | 4,000 | 98 |
| | Dodge | 14,100 | 14,000 | 99 |
| | Douglas | 160,400 | 159,100 | 99 |
| | Lancaster | 84,900 | 84,100 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Nemaha | 3,200 | 3,200 | 100 |
| | Otoe | 5,900 | 5,800 | 98 |
| | Sarpy | 33,500 | 33,400 | 100 |
| | Saunders | 7,100 | 7,000 | 99 |
| | Washington | 6,200 | 6,200 | 100 |
| Between 25-49% | IOWA | | | |
| | Audubon | 2,900 | 2,900 | 100 |
| | Monona | 4,400 | 4,300 | 98 |
| Between 5-24% | Taylor | 3,100 | 3,000 | 97 |
| | MISSOURI | | | |
| | Nodaway | 7,600 | 7,500 | 99 |
| | NEBRASKA | | | |
| | Butler | 3,400 | 3,300 | 97 |
| | Gage | 8,900 | 8,800 | 99 |
| | Jefferson | 3,600 | 3,600 | 99 |
| | Johnson | 2,000 | 2,000 | 100 |
| | Platte | 11,000 | 10,900 | 99 |
| | Richardson | 4,200 | 4,100 | 98 |
| Saline | 4,900 | 4,800 | 98 | |
| Seward | 6,000 | 5,900 | 98 | |
| Stanton | 2,500 | 2,500 | 100 | |
| York | 5,800 | 5,700 | 98 | |
| Between 5-24% | IOWA | | | |
| | Carroll | 8,400 | 8,300 | 99 |
| | KANSAS | | | |
| Marshall | 5,300 | 5,200 | 98 | |
| NEBRASKA | | | | |
| Dakota | 6,700 | 6,700 | 100 | |

(Continued on page A-728)

| Station Totals | 533,000 | 528,000 | 99 |
|----------------------------------|---------|---------|---------|
| Net Weekly Circulation (1991) | | | 370,300 |
| Average Daily Circulation (1991) | | | 214,500 |

Nebraska—Omaha

KPTM

Ch. 42

Network Service: Fox.

Licensee: Pappas Telecasting of the Midlands, 4625 Farnam St., Omaha, NE 68132.

Studio: 4625 Farnam St., Omaha, NE 68132.

Telephone: 402-558-4200. TWX: 910-558-0475. Fax: 402-554-4290.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1559-ft. above av. terrain, 1479-ft. above ground, 2689-ft. above sea level.

Latitude 41° 04' 15"
Longitude 96° 13' 30"

Holds CP for change to 1893-ft. above av. terrain, 1814-ft. above ground, 3021-ft. above sea level. BPCT-870902KE.

Transmitter: 19801 Pflug Rd., Springfield.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.6-meter Ku-band; Harris, M/A-Com receivers.

Ownership: Pappas Telecasting Companies (Group Owner).

Began Operation: April 6, 1986.

Represented (sales): TeleRep Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

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

Personnel:

- Harry J. Pappas, President.
- Howard H. Shrier, Vice President & General Manager.
- Jim McKernan, Station & General Marketing Manager.
- Steve Rabb, National Marketing Manager.
- Roger Moody, Local Marketing Manager.
- Brad Gonzalez, Program Manager.
- Kathy Higgins, Traffic Manager.
- Dale Scherbring, Chief Engineer.
- Jace Anderson, Production Manager.
- Marilyn Rothe, Film Manager, Programming Assistant.
- Donna Riddley, Promotion Director.
- Patty Moore, Business Manager.

Rates: On request.

City of License: Omaha. ADI: Omaha. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Fremont | 3,800 | 3,800 | 100 |
| | Harrison | 6,000 | 5,900 | 98 |
| | Mills | 4,800 | 4,800 | 100 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Pottawattamie | 34,100 | 33,800 | 99 |
| | NEBRASKA | | | |
| | Butler | 3,400 | 3,300 | 97 |
| | Cass | 8,500 | 8,400 | 99 |
| | Dodge | 14,100 | 14,000 | 99 |
| Douglas | 160,400 | 159,100 | 99 | |
| Gage | 8,900 | 8,800 | 99 | |
| Johnson | 2,000 | 2,000 | 100 | |
| Lancaster | 84,900 | 84,100 | 99 | |
| Nemaha | 3,200 | 3,200 | 100 | |
| Otoe | 5,900 | 5,800 | 98 | |
| Pawnee | 1,500 | 1,500 | 100 | |
| Platte | 11,000 | 10,900 | 99 | |
| Richardson | 4,200 | 4,100 | 98 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|----------------|
| 50% & Over | Saline | 4,900 | 4,800 | 98 |
| | Sarpy | 33,500 | 33,400 | 100 |
| | Saunders | 7,100 | 7,000 | 99 |
| | Seward | 6,000 | 5,900 | 98 |
| | Stanton | 2,500 | 2,500 | 100 |
| | Washington | 6,200 | 6,200 | 100 |
| | Between 25-49% | IOWA | | |
| Adams | | 2,100 | 2,100 | 100 |
| Cass | | 6,500 | 6,400 | 98 |
| Monona | | 4,400 | 4,300 | 98 |
| Page | | 7,300 | 7,200 | 99 |
| Shelby | | 5,500 | 5,500 | 100 |
| Taylor | | 3,100 | 3,000 | 97 |
| MISSOURI | | | | |
| Atchison | | 3,100 | 3,100 | 100 |
| NEBRASKA | | | | |
| Burt | 3,400 | 3,400 | 100 | |
| Colfax | 3,500 | 3,400 | 97 | |
| Cuming | 4,100 | 4,000 | 98 | |
| Fillmore | 2,900 | 2,900 | 100 | |
| Jefferson | 3,600 | 3,600 | 99 | |
| Polk | 2,300 | 2,300 | 100 | |
| Thurston | 2,400 | 2,400 | 100 | |
| York | 5,800 | 5,700 | 98 | |
| Between 5-24% | IOWA | | | |
| | Audubon | 2,900 | 2,900 | 100 |
| | Carroll | 8,400 | 8,300 | 99 |
| | Crawford | 6,800 | 6,700 | 99 |
| KANSAS | | | | |
| Marshall | 5,300 | 5,200 | 98 | |
| (Continued on page A-728) | | | | |
| Station Totals | | 519,800 | 515,000 | 99 |
| Net Weekly Circulation (1991) | | | | 314,200 |
| Average Daily Circulation (1991) | | | | 149,300 |

Nebraska—Omaha

WOWT

Ch. 6

Network Service: NBC.

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

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

Telephone: 402-346-6666. TWX: 910-622-0488. Fax: 402-346-9249.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1343-ft. above ground, 2534-ft. above sea level.

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

Transmitter: 72nd & Crown Point Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Chronicle Bcstg., CNN, ESDI, National Weather Service, NBC, UPI.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- R. D. Oswald, Vice President & General Manager.
- Chris Bailey, General Sales Manager.
- John Curry, Local Sales Manager.
- Bob Heitzelmann, National Sales Manager.
- Karen Bride, Operations Manager.
- John Clark, News Director.
- Wayne Goetz, Chief Engineer.
- Judy Horan, Promotion Manager.
- Marilyn Konigsberg, Community Affairs Director.
- Bryce Anderson, Farm Director.

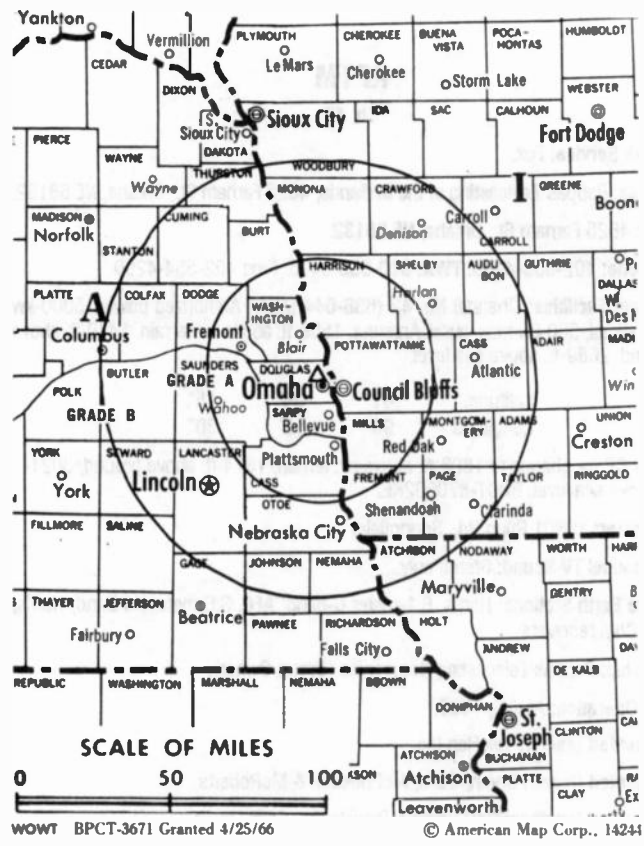
Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Omaha. ADI: Omaha. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | IOWA | | | |
| | Adams | 2,100 | 2,100 | 100 |
| | Audubon | 2,900 | 2,900 | 100 |
| | Cass | 6,500 | 6,400 | 98 |
| | Crawford | 6,800 | 6,700 | 99 |
| | Fremont | 3,800 | 3,800 | 100 |
| | Harrison | 6,000 | 5,900 | 98 |
| | Mills | 4,800 | 4,800 | 100 |
| | Montgomery | 5,300 | 5,200 | 98 |
| | Page | 7,300 | 7,200 | 99 |
| | Pottawattamie | 34,100 | 33,800 | 99 |
| | Shelby | 5,500 | 5,500 | 100 |
| | MISSOURI | | | |
| | Atchison | 3,100 | 3,100 | 100 |
| | NEBRASKA | | | |
| | Burt | 3,400 | 3,400 | 100 |
| | Butler | 3,400 | 3,300 | 97 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Cass | 8,500 | 8,400 | 99 |
| | Colfax | 3,500 | 3,400 | 97 |
| | Cuming | 4,100 | 4,000 | 98 |
| | Dodge | 14,100 | 14,000 | 99 |
| | Douglas | 160,400 | 159,100 | 99 |
| | Gage | 8,900 | 8,800 | 99 |
| | Johnson | 2,000 | 2,000 | 100 |
| | Lancaster | 84,900 | 84,100 | 99 |
| | Nemaha | 3,200 | 3,200 | 100 |
| | Otoe | 5,900 | 5,800 | 98 |
| | Platte | 11,000 | 10,900 | 99 |
| | Richardson | 4,200 | 4,100 | 98 |
| | Saline | 4,900 | 4,800 | 98 |
| | Sarpy | 33,500 | 33,400 | 100 |
| Saunders | 7,100 | 7,000 | 99 | |
| Seward | 6,000 | 5,900 | 98 | |
| Washington | 6,200 | 6,200 | 100 | |
| Between 25-49% | IOWA | | | |
| | Monona | 4,400 | 4,300 | 98 |
| | Taylor | 3,100 | 3,000 | 97 |
| | MISSOURI | | | |
| Nodaway | 7,600 | 7,500 | 99 | |
| NEBRASKA | | | | |
| Jefferson | 3,600 | 3,600 | 99 | |
| Madison | 12,700 | 12,500 | 98 | |
| Pawnee | 1,500 | 1,500 | 100 | |
| Stanton | 2,500 | 2,500 | 100 | |
| Thurston | 2,400 | 2,400 | 100 | |
| York | 5,800 | 5,700 | 98 | |
| (Continued on page A-729) | | | | |
| Station Totals | | 536,900 | 531,800 | 99 |
| Net Weekly Circulation (1991) | | | | 394,500 |
| Average Daily Circulation (1991) | | | | 209,200 |

Nebraska—Scottsbluff

KDUH-TV

Ch. 4

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

Network Service: ABC.

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

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

Telephone: 308-632-3071.

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

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

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

Satellite Earth Stations: Simulcast, 5-meter; RCA Americom Ku-band; Simulcast receivers.

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: February 20, 1958.

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

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

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

Personnel:

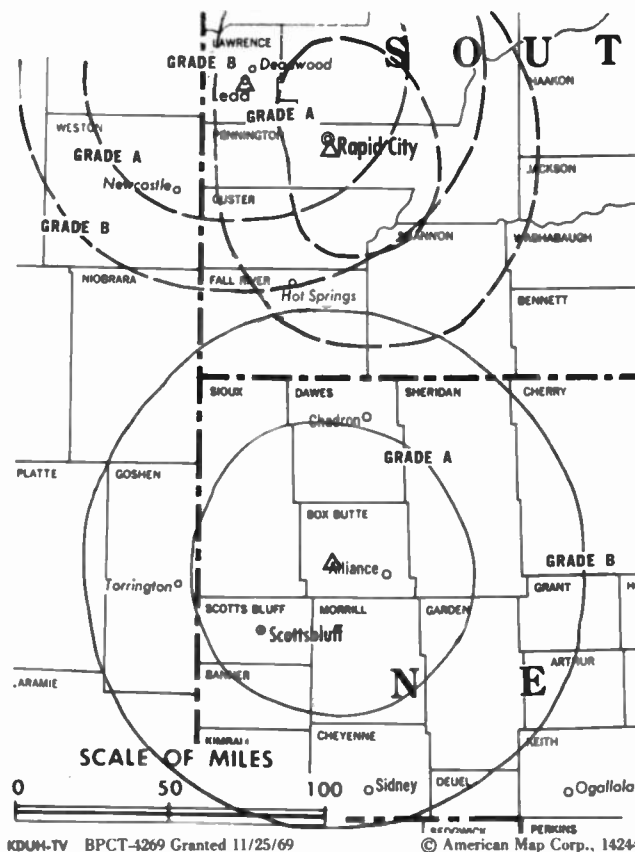
William Duhamel, General Manager.
Wes Haugen, General Sales Manager.
Frank Etherington, Director of Engineering.
Rex Swanson, Station Manager.
Dennis Lortz, News Director.

Rates: Sold in combination with KOTA-TV, Rapid City, SD.

City of License: Scottsbluff. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 192.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | NEBRASKA | | | |
| | Banner | 300 | 300 | 100 |
| | Box Butte | 5,300 | 5,200 | 98 |
| | Cheyenne | 4,200 | 4,100 | 98 |
| | Dawes | 3,500 | 3,400 | 97 |
| | Garden | 1,000 | 1,000 | 100 |
| | Grant | 300 | 300 | 100 |
| | Kimball | 1,800 | 1,800 | 100 |
| | Morrill | 2,400 | 2,300 | 96 |
| | Scotts Bluff | 14,300 | 14,100 | 99 |
| | Sheridan | 2,800 | 2,800 | 100 |
| | Sioux | 700 | 700 | 100 |
| | WYOMING | | | |
| Goshen | 5,200 | 5,100 | 98 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------------|
| Between 25-49% | NEBRASKA | | | |
| | Deuel | 1,000 | 1,000 | 100 |
| | SOUTH DAKOTA | | | |
| | Shannon | 2,700 | 2,500 | 92 |
| | WYOMING | | | |
| | Niobrara | 1,200 | 1,200 | 100 |
| | Platte | 4,300 | 4,100 | 95 |
| Between 5-24% | COLORADO | | | |
| | Sedgwick | 1,400 | 1,400 | 100 |
| | NEBRASKA | | | |
| | Cherry | 2,600 | 2,600 | 100 |
| | Hooker | 400 | 400 | 100 |
| | Perkins | 1,500 | 1,500 | 100 |
| | SOUTH DAKOTA | | | |
| | Custer | 2,800 | 2,700 | 96 |
| | Fall River | 3,300 | 3,200 | 97 |
| | WYOMING | | | |
| Weston | 2,800 | 2,700 | 96 | |
| Station Totals | | 65,800 | 64,400 | 98 |
| Net Weekly Circulation (1991) | | | | 38,600 |
| Average Daily Circulation (1991) | | | | 23,100 |

Nebraska—Scottsbluff-Gering

KSTF

Ch. 10

(Satellite of KGWN-TV, Cheyenne, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: See KGWN-TV, Cheyenne, WY.

Telephone: 307-634-7755. **Fax:** 307-635-0224.

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

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

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

Satellite Earth Station: RCA, 3.5-meter; RCA receivers.

News Service: AP.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: August 7, 1955. Sale to present owner by Burke Bcstg. of Cheyenne approved by FCC June 8, 1986. Sale to Wyneco Communications approved Oct. 14, 1983.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Carl J. Occhipinti, General Manager.
Robert Olsen, Station Manager.

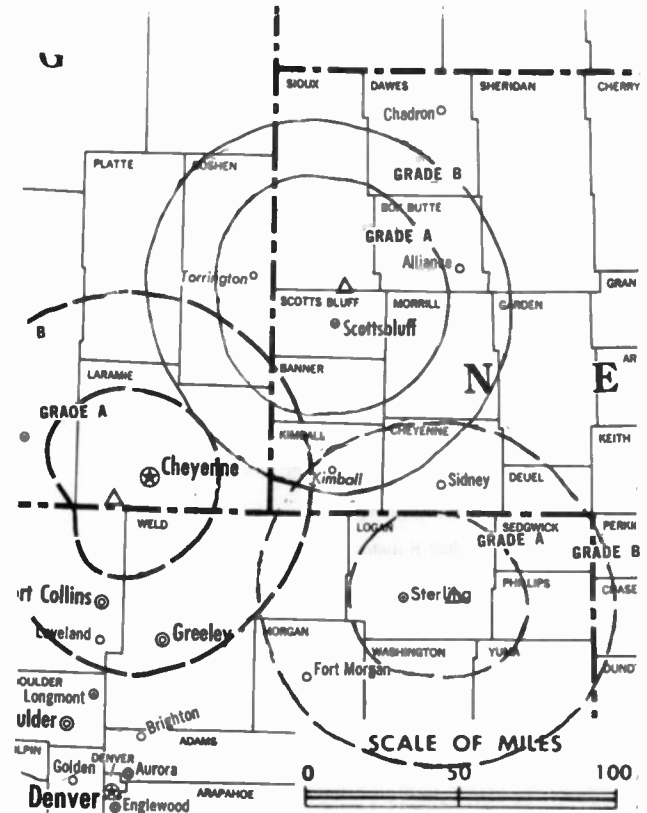
Rates: Bonus to KGWN-TV, Cheyenne, WY.

NETWORK BASE HOURLY RATE: Bonus to KGWN-TV, Cheyenne, WY.

City of License: Scottsbluff. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 192.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | NEBRASKA | | | |
| | Banner | 300 | 300 | 100 |
| | Box Butte | 5,300 | 5,200 | 98 |
| | Kimball | 1,800 | 1,800 | 100 |
| | Morrill | 2,400 | 2,300 | 96 |
| | Scotts Bluff | 14,300 | 14,100 | 99 |
| | Sioux | 700 | 700 | 100 |



KSTF BMPCT-4858 Granted 10/9/57

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------------|
| 50% & Over | WYOMING | | | |
| | Goshen | 5,200 | 5,100 | 98 |
| Between 25-49% | NEBRASKA | | | |
| | Sheridan | 2,800 | 2,800 | 100 |
| Between 5-24% | WYOMING | | | |
| | Platte | 4,300 | 4,100 | 95 |
| Between 5-24% | NEBRASKA | | | |
| | Cheyenne | 4,200 | 4,100 | 98 |
| Between 5-24% | SOUTH DAKOTA | | | |
| | Fall River | 3,300 | 3,200 | 97 |
| Between 5-24% | WYOMING | | | |
| | Niobrara | 1,200 | 1,200 | 100 |
| Station Totals | | 45,800 | 44,900 | 98 |
| Net Weekly Circulation (1991) | | | | 27,900 |
| Average Daily Circulation (1991) | | | | 15,700 |

Nebraska—Superior

KSNB-TV

Ch. 4

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

Network Service: ABC.

Licensee: Joseph C. Amato, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Studio: 14.5-mi. S of Hwy. 44, Kearney, NE 68848.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1130-ft. above av. terrain, 1086-ft. above ground, 2837-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 40° | 05' | 13" |
| Longitude | 97° | 55' | 12" |

Transmitter: 4.7-mi. SW of Ruskin.

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

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

Ownership: Joseph C. Amato, Receiver (Group Owner).

Began Operation: October 1, 1965.

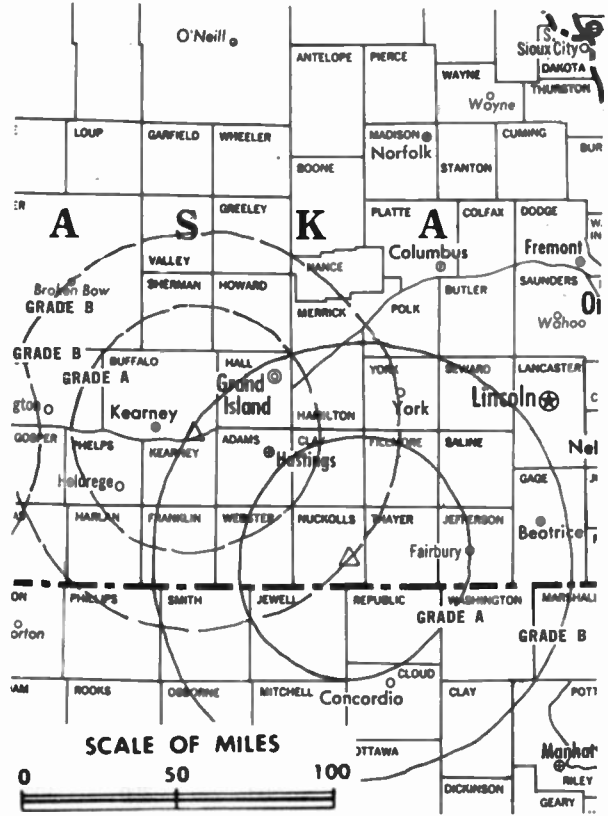
Represented (sales): Katz Television.

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

Personnel:

Peggy A. Landry, General Manager.
 Gene Short, Sales Manager.
 Al Zobel, News Director.
 Dan Lab, Business Manager.
 Jerry Fuehrer, Chief Engineer.

Rates: Sold in conjunction with KHGI-TV, Kearney & KWNB-TV, Hayes Centre, NE.



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

© American Map Corp., 14244

NETWORK BASE HOURLY RATE: Bonus.

Arbitron Data: Included with KHGI-TV, Kearney.

City of License: Superior. ADI: Lincoln-Hastings-Kearney. Rank: 98.

Nebraska

KHGI-TV, Kearney-Hastings-Grand Island (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 25-49% | KANSAS | | | |
| | Cheyenne | 1,500 | 1,500 | 100 |
| | Decatur | 1,700 | 1,700 | 100 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | Rooks | 2,400 | 2,400 | 100 |
| | Washington | 3,000 | 2,900 | 97 |
| Between 5-24% | NEBRASKA | | | |
| | Arthur | 200 | 200 | 100 |
| | Boone | 2,500 | 2,500 | 100 |
| | Nance | 1,700 | 1,700 | 100 |
| | York | 5,800 | 5,700 | 98 |
| | KANSAS | | | |
| | Clay | 3,800 | 3,700 | 97 |
| | Dickinson | 8,300 | 8,200 | 99 |
| | Graham | 1,400 | 1,400 | 100 |
| | Lincoln | 1,600 | 1,600 | 100 |
| Marshall | 5,300 | 5,200 | 98 | |
| NEBRASKA | Deuel | 1,000 | 1,000 | 100 |
| | Gage | 8,900 | 8,800 | 99 |
| | Garden | 1,000 | 1,000 | 100 |
| | Loup | 300 | 300 | 100 |
| | Wheeler | 400 | 400 | 100 |

KETV, Omaha (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | NEBRASKA | | | |
| | Dakota | 6,700 | 6,700 | 100 |
| | Dixon | 2,600 | 2,600 | 100 |
| | Jefferson | 3,600 | 3,600 | 99 |
| | Madison | 12,700 | 12,500 | 98 |
| | Polk | 2,300 | 2,300 | 100 |
| | Wayne | 3,300 | 3,300 | 100 |

KMTV, Omaha (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | NEBRASKA | | | |
| | Madison | 12,700 | 12,500 | 98 |
| | Pawnee | 1,500 | 1,500 | 100 |
| | Polk | 2,300 | 2,300 | 100 |
| | Thurston | 2,400 | 2,400 | 100 |
| | Wayne | 3,300 | 3,300 | 100 |

KPTM, Omaha (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | KANSAS | | | |
| | Nemaha | 4,200 | 4,100 | 98 |
| | NEBRASKA | | | |
| | Dakota | 6,700 | 6,700 | 100 |
| Wayne | 3,300 | 3,300 | 100 | |

KOLN, Lincoln (Arbitron Data Continued)

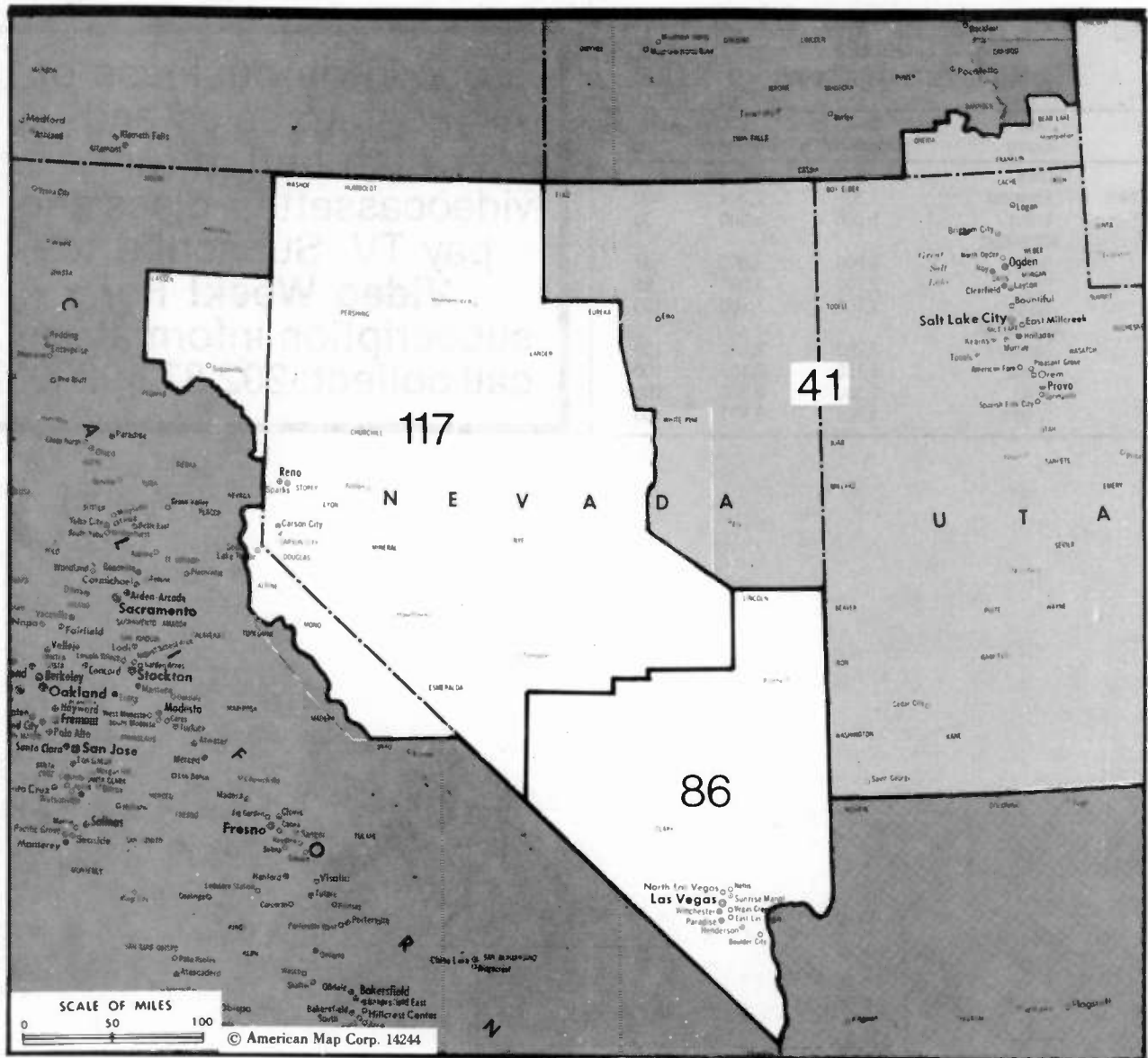
| Net Weekly Circulation | State County | Total Households | TV Households Households | % | |
|------------------------|-----------------|------------------|--------------------------|-------|-----|
| 50% & Over | NEBRASKA | | | | |
| | Phelps | 3,700 | 3,700 | 100 | |
| | Platte | 11,000 | 10,900 | 99 | |
| | Polk | 2,300 | 2,300 | 100 | |
| | Red Willow | 4,900 | 4,800 | 98 | |
| | Richardson | 4,200 | 4,100 | 98 | |
| | Rock | 900 | 900 | 100 | |
| | Saline | 4,900 | 4,800 | 98 | |
| | Seward | 6,000 | 5,900 | 98 | |
| | Sherman | 1,500 | 1,500 | 100 | |
| | Stanton | 2,500 | 2,500 | 100 | |
| | Thayer | 2,600 | 2,600 | 100 | |
| | Valley | 2,200 | 2,100 | 95 | |
| | Webster | 2,000 | 2,000 | 100 | |
| | York | 5,800 | 5,700 | 98 | |
| | Between 25-49% | KANSAS | | | |
| | | Marshall | 5,300 | 5,200 | 98 |
| | | Norton | 2,700 | 2,700 | 100 |
| | | Osborne | 2,300 | 2,200 | 96 |
| NEBRASKA | | | | | |
| Boyd | | 1,300 | 1,300 | 100 | |
| Chase | | 1,900 | 1,900 | 100 | |
| Cherry | | 2,600 | 2,600 | 100 | |
| Keya Paha | | 500 | 500 | 100 | |
| Logan | | 400 | 400 | 100 | |
| Nemaha | 3,200 | 3,200 | 100 | | |
| Otoe | 5,900 | 5,800 | 98 | | |
| Saunders | 7,100 | 7,000 | 99 | | |
| Wheeler | 400 | 400 | 100 | | |
| Between 5-24% | KANSAS | | | | |
| | Mitchell | 3,200 | 3,100 | 97 | |
| | Nemaha | 4,200 | 4,100 | 98 | |
| | Rooks | 2,400 | 2,400 | 100 | |
| | NEBRASKA | | | | |
| | Burt | 3,400 | 3,400 | 100 | |
| | Cass | 8,500 | 8,400 | 99 | |
| | Cuming | 4,100 | 4,000 | 98 | |
| | Deuel | 1,000 | 1,000 | 100 | |
| | Dodge | 14,100 | 14,000 | 99 | |
| Hitchcock | 1,500 | 1,500 | 100 | | |
| Knox | 4,000 | 3,900 | 97 | | |
| Pierce | 3,100 | 3,100 | 100 | | |

Nebraska

WOWT, Omaha (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|---------------------------|-----------------|---------------------|-----------------------------|-----|
| Between 5-24% | IOWA | | | |
| | Ringgold | 2,300 | 2,300 | 100 |
| | Union | 5,400 | 5,300 | 98 |
| | MISSOURI | | | |
| | Gentry | 3,000 | 2,900 | 97 |
| | Holt | 2,700 | 2,600 | 96 |
| | Worth | 1,100 | 1,100 | 100 |
| | NEBRASKA | | | |
| | Dakota | 6,700 | 6,700 | 100 |
| | Pierce | 3,100 | 3,100 | 100 |
| | Polk | 2,300 | 2,300 | 100 |
| | Wayne | 3,300 | 3,300 | 100 |

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| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|--------------------------|-------------------------------|------|--|
| Salt Lake City, UT | 597,700 | 41 | KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14) |
| Las Vegas, NV | 300,600 | 86 | KBLR (39), KFBT (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVVU-TV (5) |
| Reno, NV | 192,800 | 117 | KAME-TV (21), KOLO-TV (8), KREN-TV (27), KRNV (4), KTVN (2) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

- KVVU-TV, Henderson See Las Vegas, NV
- KBLR, Las Vegas See Paradise, NV

Nevada Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 7 | 5 | 12 |
| Educational Television Stations | 2 | 0 | 2 |
| | 9 | 5 | 14 |

Nevada—Las Vegas

KFBT

Ch. 33

Network Service: None, independent.

Grantee: Channel 33 Inc., 3840 S. Jones Blvd., Las Vegas, NV 89103.

Studio: 3840 S. Jones Blvd., Las Vegas, NV 89103.

Telephone: 702-873-0033. **Fax:** 702-873-6192.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1349-kw max. visual. Antenna: 1906-ft. above av. terrain, 174-ft. above ground, 4494-ft. above sea level.

Latitude 35° 56' 44"
Longitude 115° 02' 31"

Transmitter: 1.03-mi. NE of Black Mountain.

Satellite Earth Stations: Comtel, C-band; Harris receivers.

Ownership: Channel 33 Inc.

Began Operation: August 1, 1989.

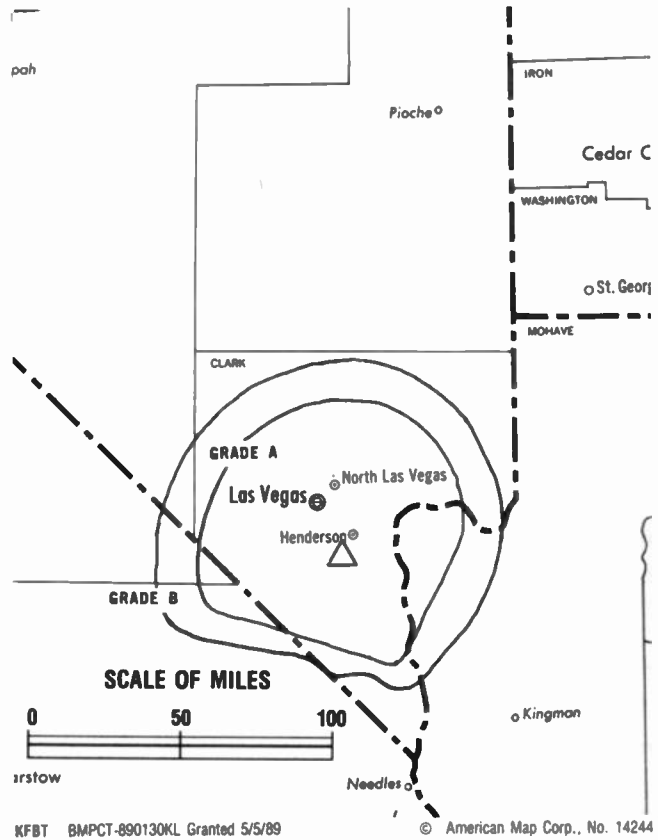
Personnel:

- Steve Groesbeck, General Manager.
- Mike Pyne, General Sales Manager.
- Mike Cardin, Chief Engineer.
- Kristine Collman, Program Director.
- Korie Fera, Promotion Director.

Highest 30 Sec. Rate: \$120.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| NEVADA | | | | |
| Between 5-24% | Clark | 285,500 | 280,800 | 98 |
| | Nye South | 3,800 | 3,500 | 92 |
| Station Totals | | 289,300 | 284,300 | 98 |
| Net Weekly Circulation (1991) | | | | 62,500 |
| Average Daily Circulation (1991) | | | | 17,900 |

Nevada—Las Vegas

KLAS-TV

Ch. 8

Network Service: CBS.

Licensee: Landmark Television Inc., 3228 Channel 8 Dr., Las Vegas, NV 89114.

Studio: 3228 Channel 8 Dr., Las Vegas, NV 89109.

Mailing Address: Box 15047, Las Vegas, NV 89114.

Telephone: 702-792-8888. TWX: 910-397-6968. Fax: 702-734-7437.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 288-kw horizontal visual, 63.2-kw max. & 57.5-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

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

Transmitter: Black Mountain, 7-mi. from Henderson.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; DH Satellite, 5-meter Ku-band; Anixter, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Microdyne receivers.

SNG Mobile Dish: SatCom, 2.4-meter Ku-band.

News Services: AP, Conus, Group W Newsfeed, NIWS, UPI.

Ownership: Landmark Communications Inc.

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

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

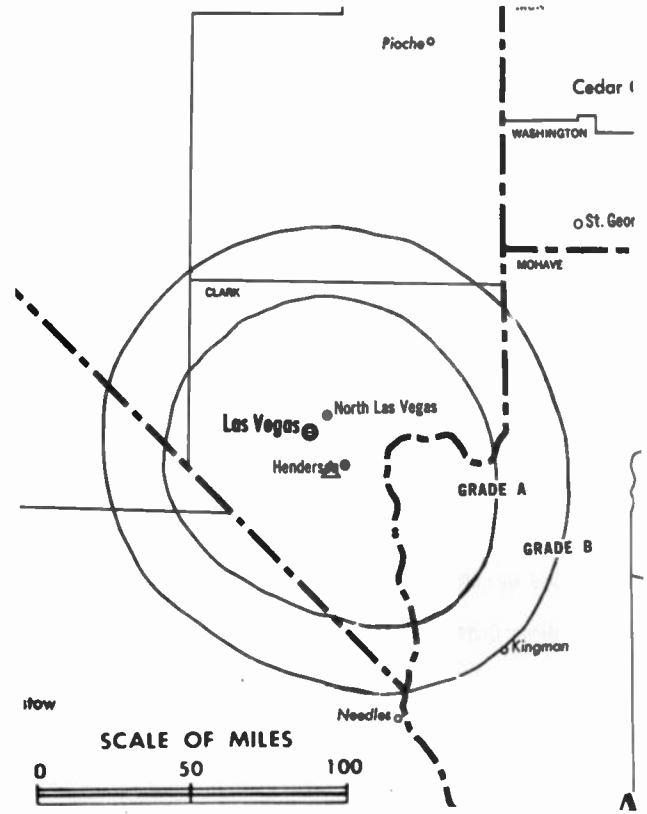
Represented (legal): Hogan & Hartson.

Personnel:

Richard Fraim, Vice President & General Manager.
Andy Henderson, General Sales Manager.
Matt Aaron, National Sales Manager.
Bob Stoldal, News Director.
Pat Monson, Program Director.
Virginia Canfield, Business Manager.
Jeff Chesser, Production Manager.
John Nelson, Chief Engineer.

Rates: On request.

City of License: Las Vegas. ADI: Las Vegas. Rank: 86.



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

© American Map Corp., 14244

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------|------------------|----------------|-----------|
| 50% & Over | NEVADA | | | |
| | Clark | 285,500 | 280,800 | 98 |
| | Lincoln | 1,400 | 1,300 | 93 |
| | Nye South | 3,800 | 3,500 | 92 |
| Between 25-49% | NEVADA | | | |
| | White Pine | 3,000 | 2,900 | 97 |
| Between 5-24% | ARIZONA | | | |
| | Mohave | 37,700 | 36,000 | 96 |
| Station Totals | | 331,400 | 324,500 | 98 |
| Net Weekly Circulation (1991) | | | 258,900 | |
| Average Daily Circulation (1991) | | | 154,400 | |

Nevada—Las Vegas

KRLR

Ch. 21

Network Service: None, independent.

Licensee: DRES Media Inc., Box 26815, Las Vegas, NV 89126.

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

Mailing Address: Box 26815, Las Vegas, NV 89126.

Telephone: 702-382-2121. **Fax:** 702-382-1351.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 427-kw max. visual, 40-kw max. aural. Antenna: 1158-ft. above av. terrain, 90-ft. above ground, 3420-ft. above sea level.

Latitude 36° 00' 26"
Longitude 115° 00' 24"

Transmitter: Black Mountain, Henderson.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; ChannelMaster, 3.2-meter C-band; DX Engineering, 3.2-meter C-band; M/A-Corn, 3.2-meter Ku-band; ChannelMaster, DX Engineering, M/A-Corn, Pirzone receivers.

Ownership: DRES Media Inc.

Began Operation: July 31, 1984.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): Carl T. Jones Corp.

Personnel:

Rick Scott, General Manager.

Wayne Gartley, Station & National Sales Manager.

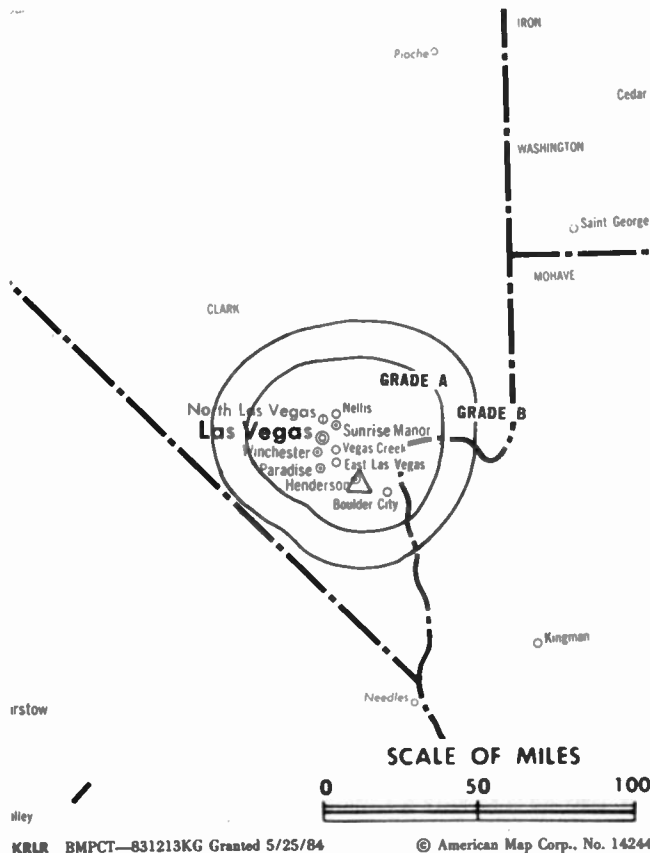
Steve Scott, Chief Engineer.

Rita Wotherspoon, Traffic & Operations Manager.

Highest 30 Sec. Rate: \$1500.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KRLR BMPCT—831213KG Granted 5/25/84 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|------------------|------------------|----------------|----------------|
| Between 25-49% | NEVADA Clark | 285,500 | 280,800 | 98 |
| Between 5-24% | NEVADA Nye South | 3,800 | 3,500 | 92 |
| Station Totals | | 289,300 | 284,300 | 98 |
| Net Weekly Circulation (1991) | | | | 137,800 |
| Average Daily Circulation (1991) | | | | 53,200 |

Nevada—Las Vegas

KTNV

Ch. 13

Network Service: ABC.

Licensee: WTMJ Inc.

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

Telephone: 702-876-1313. **Fax:** 702-871-1961.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 15.8-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 4603-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; DX, 3-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; Avantek, DX, RCA, Scientific-Atlanta, Standard Electronics receivers.

News Services: ABC, AP.

Ownership: WTMJ Inc. (Group Owner).

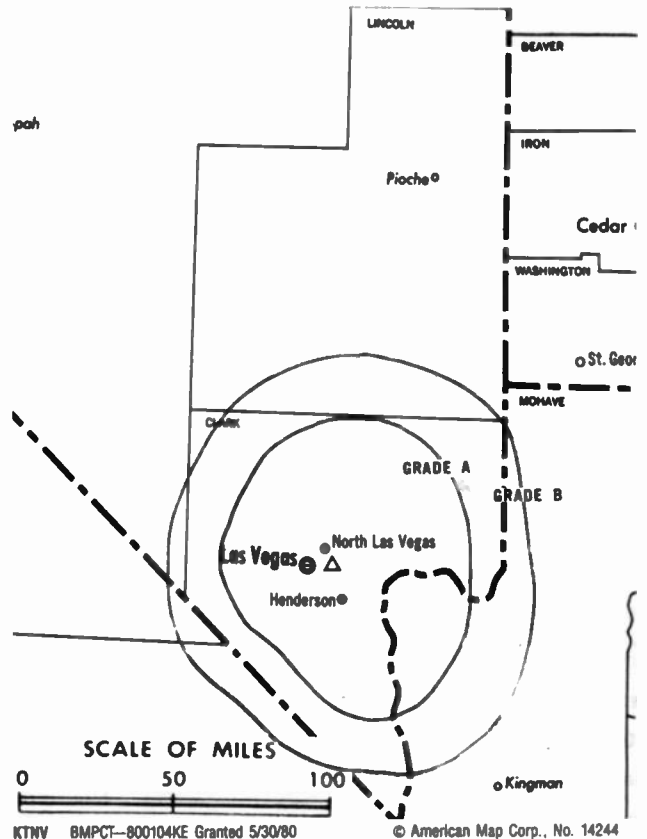
Began Operation: May 4, 1956. Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Television Digest, Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV & KBMI(AM), Henderson, NV approved Nov. 28, 1956 (Vol. 12:48). Sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan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

Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

Personnel:

James Behling, Vice President & General Manager.
Gary Plumlee, General Sales Manager.
Tim Foster, National Sales Manager.
Richard Urey, News Director.
Stormi Lloyd-Drake, Program Director.
Donna Dube, Promotion Director.
Jayne Bohn, Business Manager.



Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| NEVADA | | | | |
| 50% & Over | Clark | 285,500 | 280,800 | 98 |
| | Lincoln | 1,400 | 1,300 | 93 |
| | Nye South | 3,800 | 3,500 | 92 |
| Station Totals | | 290,700 | 285,600 | 98 |
| Net Weekly Circulation (1991) | | | 243,500 | |
| Average Daily Circulation (1991) | | | 134,200 | |

Nevada—Las Vegas

KVBC

Ch. 3

Network Service: NBC.

Licensee: Valley Broadcasting Co., Box 44169, Las Vegas, NV 89116.

Studio: 1500 Foremaster Lane, Las Vegas, NV 89101.

Telephone: 702-642-3333. TWX: 910-397-6997. Fax: 702-399-0767.

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

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

Transmitter: Black Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Prodelin, 5-meter C-band; Paracom, 3.1-meter C-band; Andrew, 2.37-meter Ku-band; DX Engineering, Pinzone receivers.

News Services: AP, CNN, LPN, NBC, UPI.

Ownership: Sunbelt Broadcasting Co. (Group Owner).

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

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

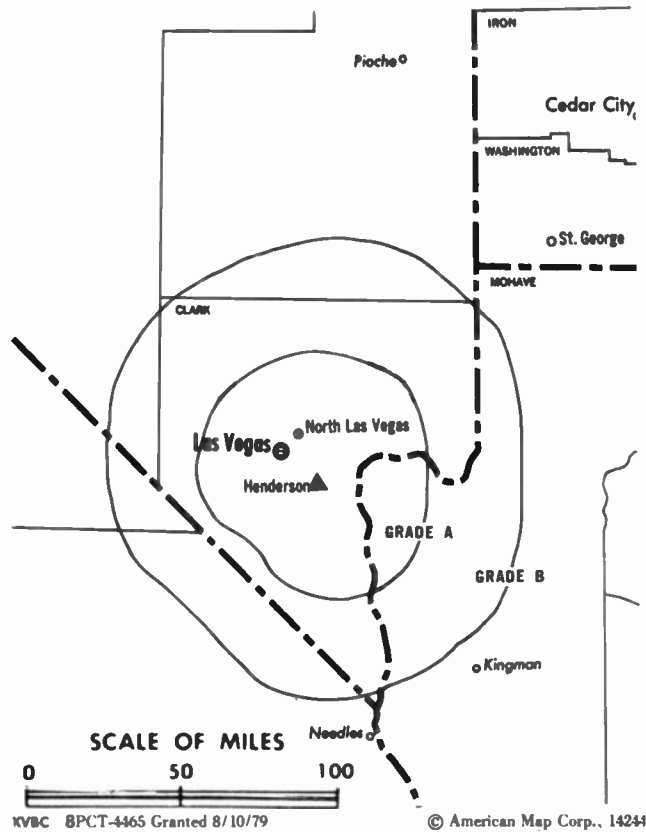
- Rolla D. Cleaver, General Manager.
- Gene R. Greenberg, General Sales Manager.
- Dick Hollister, National Sales Manager.
- Charlene Hearst, Public Affairs Director.
- Mike Cutler, News Director.
- Judy Reich, Program Director.
- Peter Carlson, Promotion Director.
- Susan Jacobs, Business Manager.
- Frank Haynes, Chief Engineer.
- Laurence Richesin, Assistant Chief Engineer.
- Tom Cross, Operations Supervisor.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$595.

City of License: Las Vegas. ADI: Las Vegas. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|----------------|
| 50% & Over | NEVADA | | | |
| | Clark | 285,500 | 280,800 | 98 |
| | Lincoln | 1,400 | 1,300 | 93 |
| | Nye South | 3,800 | 3,500 | 92 |
| | UTAH | | | |
| | Washington | 13,900 | 13,200 | 95 |
| Between 5-24% | NEVADA | | | |
| | Eureka | 500 | 500 | 100 |
| | White Pine | 3,000 | 2,900 | 97 |
| Station Totals | | 308,100 | 302,200 | 98 |
| Net Weekly Circulation (1991) | | | | 269,700 |
| Average Daily Circulation (1991) | | | | 169,400 |

Nevada—Henderson-Las Vegas

KVVU-TV

Ch. 5

Network Service: Fox.

Licensee: KVVU Broadcasting Corp., 25 TV 5 Dr., Henderson, NV 89014.

Studio: 25 TV 5 Dr., Henderson, NV 89014.

Telephone: 702-435-5555. **TWX:** 910-397-6879. **Fax:** 702-451-4220.

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Simulcast, 5-meter C-band; AFC, 3.5-meter Ku-band; M/A-Com, Standard Communications receivers.

News Service: UPI.

Ownership: Meredith Corp. (Group Owner).

Began Operation: September 10, 1967. Sale to present owner approved by FCC April 5, 1985 (Television Digest, Vol. 25:3). Sale to John W. Carson, et al., by William H. Hernstadt, et al., approved March 30, 1979 (Vol. 18:25; 19:14, 16). Previous sale by Levin-Townsend Enterprises approved Sept. 1, 1971. Sale by Charles Vanda approved by FCC May 1, 1969 (Vol. 9:18).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

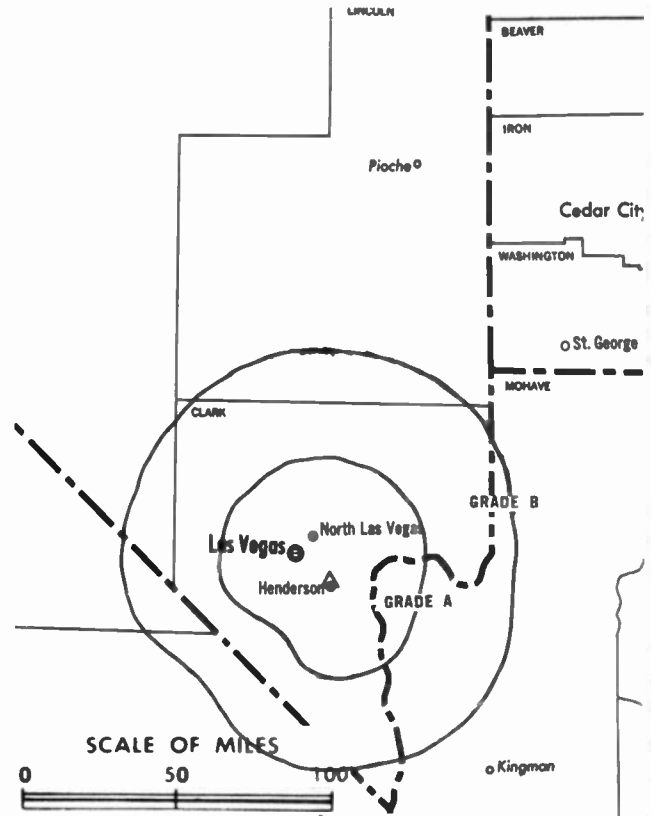
Personnel:

Rusty Durante, Vice President & General Manager.
Bill Utton, General Sales Manager.
Tom Marclano, Local Sales Manager.
Sonia Maxwell, National Sales Manager.
Tom Purney, Promotion Director.
Jack Smith, Director of Engineering.
Monte Wagner, Business Manager.

Rates: On request.

City of License: Henderson. **ADI:** Las Vegas. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



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

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | ARIZONA | | | |
| | Mohave | 37,700 | 36,000 | 96 |
| | NEVADA | | | |
| | Clark | 285,500 | 280,800 | 98 |
| | Nye South | 3,800 | 3,500 | 92 |
| | White Pine | 3,000 | 2,900 | 97 |
| Between 25-49% | NEVADA | | | |
| | Lincoln | 1,400 | 1,300 | 93 |
| Between 5-24% | UTAH | | | |
| | Washington | 13,900 | 13,200 | 95 |
| Station Totals | | 345,300 | 337,700 | 98 |
| Net Weekly Circulation (1991) | | | 270,500 | |
| Average Daily Circulation (1991) | | | 159,400 | |

Nevada—Paradise

KBLR

Ch. 39

Network Service: None, independent.

Licensee: Rose Communications, 2309 Renaissance Dr., Las Vegas, NV 89119.

Studio: 2309 Renaissance Dr., Las Vegas, NV 89119.

Telephone: 702-736-3993. **Fax:** 702-736-4971.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1330-kw max. visual. Antenna: 1204-ft. above av. terrain, 223-ft. above ground, 3481-ft. above sea level.

Latitude 36° 00' 31"
Longitude 115° 00' 22"

Transmitter: Black Mountain communications site, near Henderson, Clark County.

Satellite Earth Station: Midwest Communications Ku & C-band; Drake receivers.

Ownership: Rose Communications.

Began Operation: April 1, 1989.

Represented (sales): Airwaves Inc.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

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

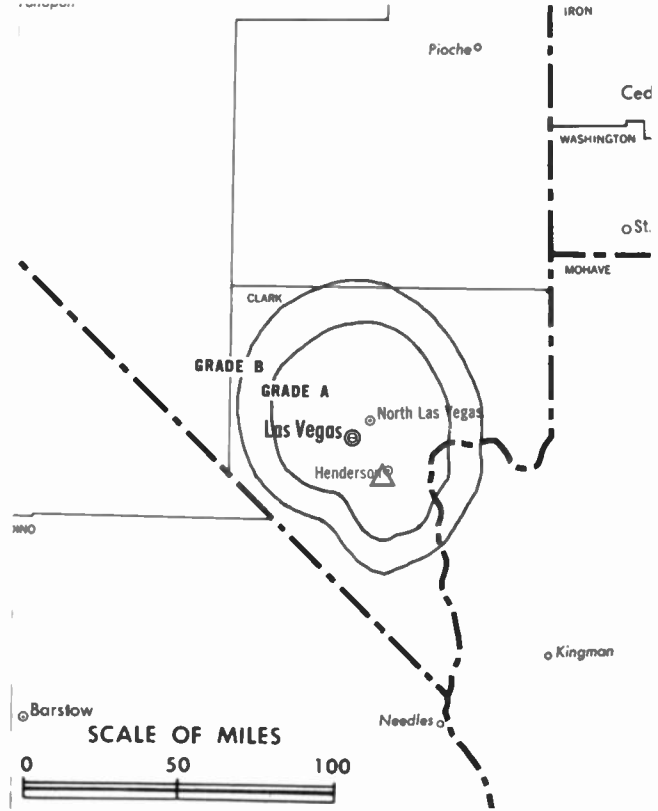
Personnel:

James D. Williams, General Manager.
Ted Lon, Station & General Sales Manager.
Lou Ann Boone, Program Director.
Wendy Oesterle, Business Manager.
John Romanko, Chief Engineer.

Highest 30 Sec. Rate: \$110.

City of License: Paradise. **ADI:** Las Vegas. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KBLR BMPCT-881212KI Granted 1/31/89

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|---------------|
| | NEVADA | | | |
| Between 5-24% | Clark | 285,500 | 280,800 | 98 |
| Station Totals | | 285,500 | 280,800 | 98 |
| Net Weekly Circulation (1991) | | | | 31,100 |
| Average Daily Circulation (1991) | | | | 6,500 |

Nevada—Reno

KAME-TV

Ch. 21

Network Service: Fox.

Licensee: Page Enterprises Inc., 4920 Brookside Court, Reno, NV 89502.

Studio: 4920 Brookside Court, Reno, NV 89502.

Mailing Address: Box 11129, Reno, NV 89510.

Telephone: 702-786-2121. TWX: 910-395-6062. Fax: 702-786-9146.

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

Latitude 39° 35' 03.50"
Longitude 119° 47' 00.51"

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

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, Standard Communications receivers.

Ownership: Page Enterprises Inc.

Began Operation: October 11, 1981.

Represented (sales): Settel Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): Smith & Powstenko.

Personnel:

Bill Andrews, President & General Manager.

B. J. Andrews, Station Manager.

Michael Andrews, General Sales Manager.

Chuck Harper, Local Sales Manager.

Debbie Schultz, Program Director.

Barry Myer, Business Manager.

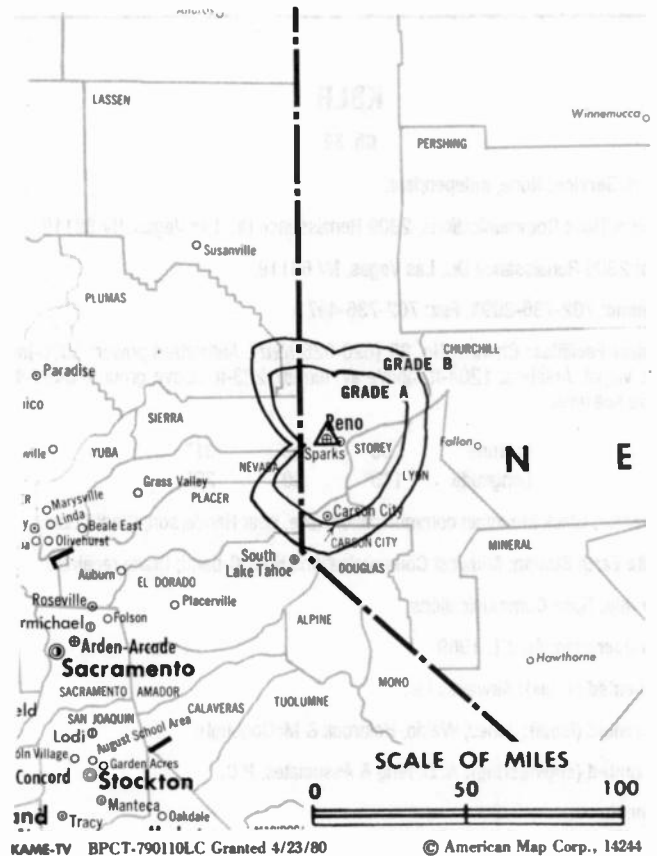
Al Ruch, Chief Engineer.

Highest 30 Sec. Rate: \$600.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|-----|
| 50% & Over | NEVADA Churchill | 6,900 | 6,800 | 99 |
| | Douglas | 11,100 | 10,700 | 96 |
| | Mineral | 2,700 | 2,600 | 96 |
| | Pershing | 1,800 | 1,700 | 94 |
| | Storey | 600 | 600 | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------------|------------------|----------------|----------------|
| 50% & Over | Washoe | 108,200 | 105,800 | 98 |
| | Carson City | 17,000 | 16,600 | 98 |
| Between 25-49% | CALIFORNIA El Dorado East | 12,300 | 11,800 | 96 |
| | Lassen | 8,300 | 7,800 | 94 |
| | Placer East | 4,400 | 4,200 | 95 |
| | NEVADA Lyon | 7,800 | 7,500 | 96 |
| Between 5-24% | CALIFORNIA Alpine | 400 | 400 | 88 |
| | Plumas | 8,600 | 8,000 | 93 |
| | NEVADA Esmeralda | 300 | 300 | 100 |
| | Nye North | 3,000 | 2,800 | 93 |
| Station Totals | | 193,400 | 187,600 | 97 |
| Net Weekly Circulation (1991) | | | | 105,100 |
| Average Daily Circulation (1991) | | | | 41,600 |

Nevada—Reno

KOLO-TV

Ch. 8

Network Service: ABC.

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

Studio: 4850 Ampere Dr., Reno, NV 89502.

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

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

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

Transmitter: Slide Mountain, Washoe County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; GE, 3-meter Ku-band; Andrew, Avantek, Standard Components receivers.

News Services: ABC, AP.

Ownership: Donrey Media Group Inc.

Began Operation: September 26, 1953.

Represented (sales): Blair Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Fred W. Smith, President.

Charles S. Alvey, General Manager.

C. Robert Thompson, Jr., General Sales Manager.

John Z. Cota, Program/Operations Manager.

Mark Mayhew, News Director.

Robert C. Peterson, Business Manager.

Earl Ling, Promotion & Film Director.

John Howe, Director of Community Relations.

Lorna King, Traffic Director.

Robert L. Northam, Chief Engineer.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$275.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| 50% & Over | CALIFORNIA | | | |
| | Alpine | 400 | 400 | 88 |
| | El Dorado East | 12,300 | 11,800 | 96 |
| | Lassen | 8,300 | 7,800 | 94 |
| | Modoc | 3,600 | 3,300 | 92 |
| | Mono | 4,100 | 3,600 | 87 |
| | Placer East | 4,400 | 4,200 | 95 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|----------------|-----------|
| 50% & Over | NEVADA | | | |
| | Churchill | 6,900 | 6,800 | 99 |
| | Douglas | 11,100 | 10,700 | 96 |
| | Eureka | 500 | 500 | 100 |
| | Humboldt | 4,800 | 4,600 | 96 |
| | Lander | 2,100 | 2,000 | 95 |
| | Lyon | 7,800 | 7,500 | 96 |
| | Mineral | 2,700 | 2,600 | 96 |
| | Nye North | 3,000 | 2,800 | 93 |
| | Pershing | 1,800 | 1,700 | 94 |
| | Storey | 600 | 600 | 100 |
| | Washoe | 108,200 | 105,800 | 98 |
| Carson City | 17,000 | 16,600 | 98 | |
| Between 25-49% | NEVADA | | | |
| | Elko | 10,700 | 10,000 | 94 |
| | Esmeralda | 300 | 300 | 100 |
| | White Pine | 3,000 | 2,900 | 97 |
| Between 5-24% | CALIFORNIA | | | |
| | Inyo | 7,800 | 7,000 | 90 |
| | Nevada | 32,200 | 30,400 | 95 |
| | Plumas | 8,600 | 8,000 | 93 |
| | Sierra | 1,500 | 1,400 | 93 |
| Station Totals | | 263,700 | 253,300 | 96 |
| Net Weekly Circulation (1991) | | | 172,300 | |
| Average Daily Circulation (1991) | | | 107,100 | |

Nevada—Reno

KREN-TV

Ch. 27

Network Service: Univision.

Licensee: Sainte Limited, Box 4159, Modesto, CA 95352.

Studio: 4600 Kietzke Lane, Bldg. G, No.171, Reno, NV 89502.

Telephones: 702-826-8827; 209-523-0777. Fax: 702-826-8830.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1820-kw max. visual, 182-kw max. aural. Antenna: 2925-ft. above av. terrain, 107-ft. above ground, 9754-ft. above sea level.

| | | | |
|-----------|------|-----|-----|
| Latitude | 39° | 18' | 47" |
| Longitude | 119° | 52' | 59" |

Transmitter: Peak of Slide Mountain, 15-mi. SSW of Reno.

Satellite Earth Stations: M/A-Com, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band.

Ownership: Sainte Ltd. (Group Owner).

Began Operation: October 8, 1986.

Represented (sales): Univision.

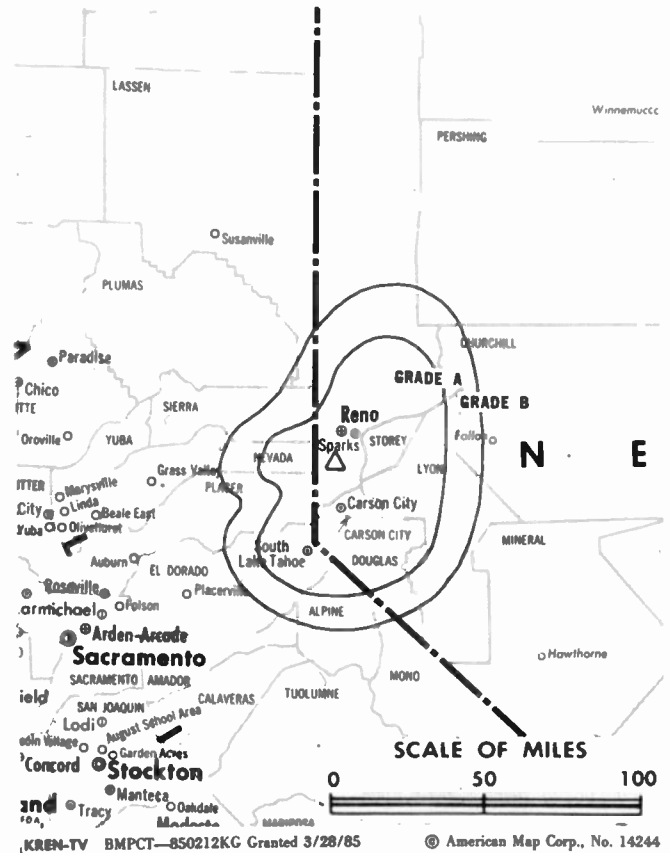
Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Cecil Lynch.

Personnel:

Chester Smith, General Manager.
Gregg Schaler, General Sales Manager.
Leslie Mlx, Local Manager.
Herbert Crenshaw, Engineering Director.

Highest 30 Sec. Rate: \$60.



Arbitron Data: Not available.

City of License: Reno. ADI: Reno. Rank: 117.

Nevada—Reno

KRNV

Ch. 4

Network Service: NBC.

Licensee: Sierra Broadcasting Co., Box 7160, Reno, NV 89510-7160.

Studio: 1790 Vassar St., Reno, NV 89502.

Mailing Address: Box 7160, Reno, NV 89510-7160.

Telephone: 702-322-4444. TWX: 910-395-7080. Fax: 702-785-1200.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

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

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

Satellite Earth Stations: Harris, 6-meter Ku-band; Scientific-Atlanta, 4.5-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: 2.4-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Sunbelt Broadcasting Co. (Group Owner).

Began Operation: September 30, 1962. Sale to present owner by Circle L Inc. approved by FCC Sept. 13, 1989.

Represented (sales): Pety Television Inc.

Represented (engineering): Lohnes & Culver.

Personnel:

Steve Newman, Vice President & General Manager.

Jim Elliott, Station Manager.

Jack Hartman, National Sales Manager.

Patricia McRae, News Director.

Ralph Toddre, Program & Promotion Director.

Monique DeVries, Business Manager.

John Holland, Chief Engineer.

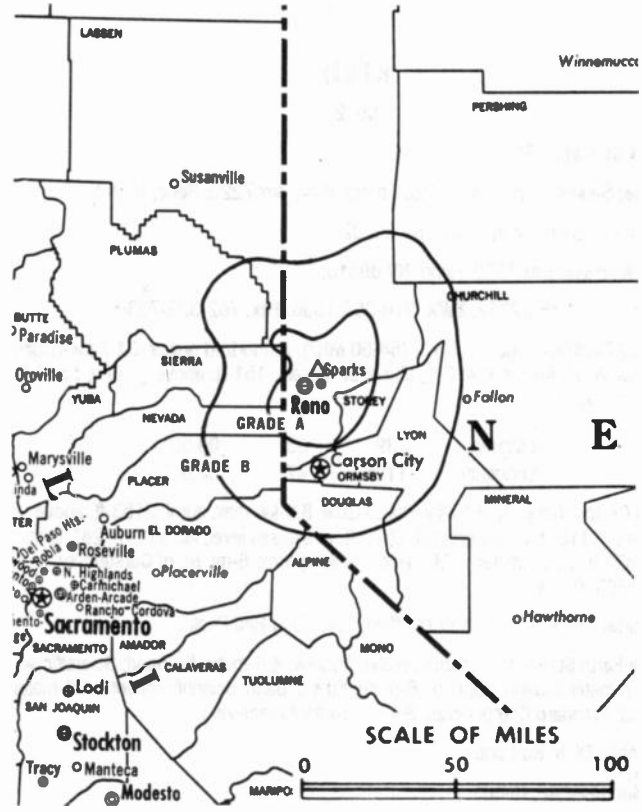
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$392.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over | CALIFORNIA | | | |
| | El Dorado East | 12,300 | 11,800 | 96 |
| | Lassen | 8,300 | 7,800 | 94 |
| | Placer East | 4,400 | 4,200 | 95 |
| | NEVADA | | | |
| | Churchill | 6,900 | 6,800 | 99 |
| | Douglas | 11,100 | 10,700 | 96 |
| | Lyon | 7,800 | 7,500 | 96 |
| | Mineral | 2,700 | 2,600 | 96 |
| | Nye North | 3,000 | 2,800 | 93 |



KRNV BPC-2656 Granted 6/15/61

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| 50% & Over | Pershing | 1,800 | 1,700 | 94 |
| | Storey | 600 | 600 | 100 |
| | Washoe | 108,200 | 105,800 | 98 |
| | Carson City | 17,000 | 16,600 | 98 |
| Between 25-49% | CALIFORNIA | | | |
| | Alpine | 400 | 400 | 88 |
| | NEVADA | | | |
| | Esmeralda | 300 | 300 | 100 |
| Humboldt | 4,800 | 4,600 | 96 | |
| Between 5-24% | CALIFORNIA | | | |
| | Mono | 4,100 | 3,600 | 87 |
| | Plumas | 8,600 | 8,000 | 93 |
| | Sierra | 1,500 | 1,400 | 93 |
| Station Totals | | 203,800 | 197,200 | 97 |
| Net Weekly Circulation (1991) | | | | 142,200 |
| Average Daily Circulation (1991) | | | | 73,800 |

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Nevada—Reno

KTVN

Ch. 2

Network Service: CBS.

Licensee: Sarkes Tarzian Inc., 4925 Energy Way, Box 7220, Reno, NV 89510.

Studio: 4925 Energy Way, Reno, NV 89502.

Mailing Address: Box 7220, Reno, NV 89510.

Telephone: 702-786-2212. **TWX:** 910-395-7096. **Fax:** 702-323-7836.

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

Latitude 39° 35' 00.50"
Longitude 119° 47' 52.00"

Holds CP for change to 89.1-kw max. visual, 8.9-kw max. aural, 2153-ft. above av. terrain, 113-ft. above ground, 7570-ft. above sea level; lat. 39° 15' 28", long. 119° 42' 36", transmitter to McClellan Peak, approx. 6-mi. NE of Carson City. BPCT-860507KG.

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

Satellite Earth Stations: Transmit/receive Andrew, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Superior, 6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; Standard Components, Scientific-Atlanta receivers.

SNG Mobile Dish: Ku-band.

News Services: AP, Conus.

Ownership: Sarkes Tarzian Inc. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Lawson Fox, General Manager.

Al Richards, Director of Operations & Engineering.

Robert J. Weinstein, General Sales Manager.

Tom Jeans, Creative Services Director.

Sharon Asher, Program Services Manager.

Theresa Clarke, Local Sales Manager.

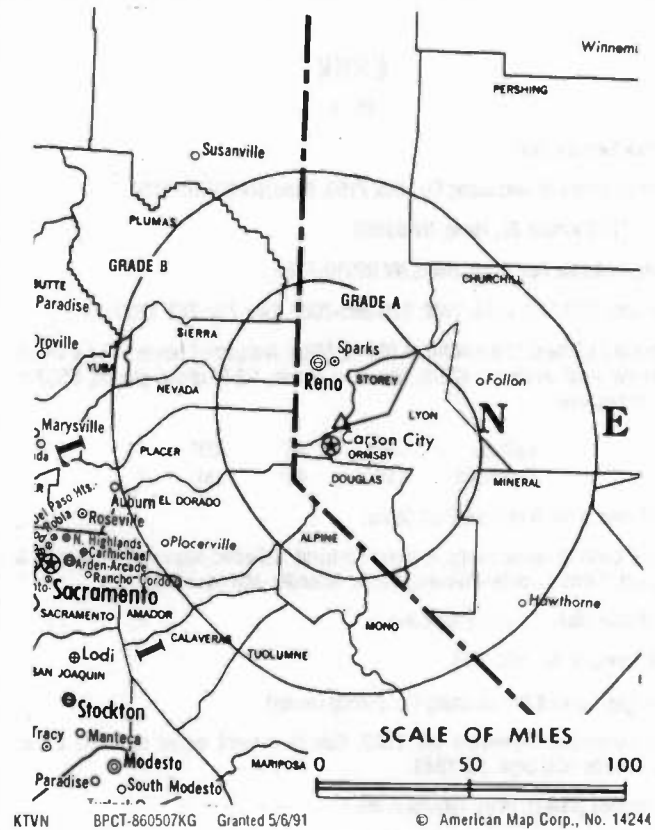
Joann Mitchell, Controller.

Rates: On request.

City of License: Reno. **ADI:** Reno. **Rank:** 117.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

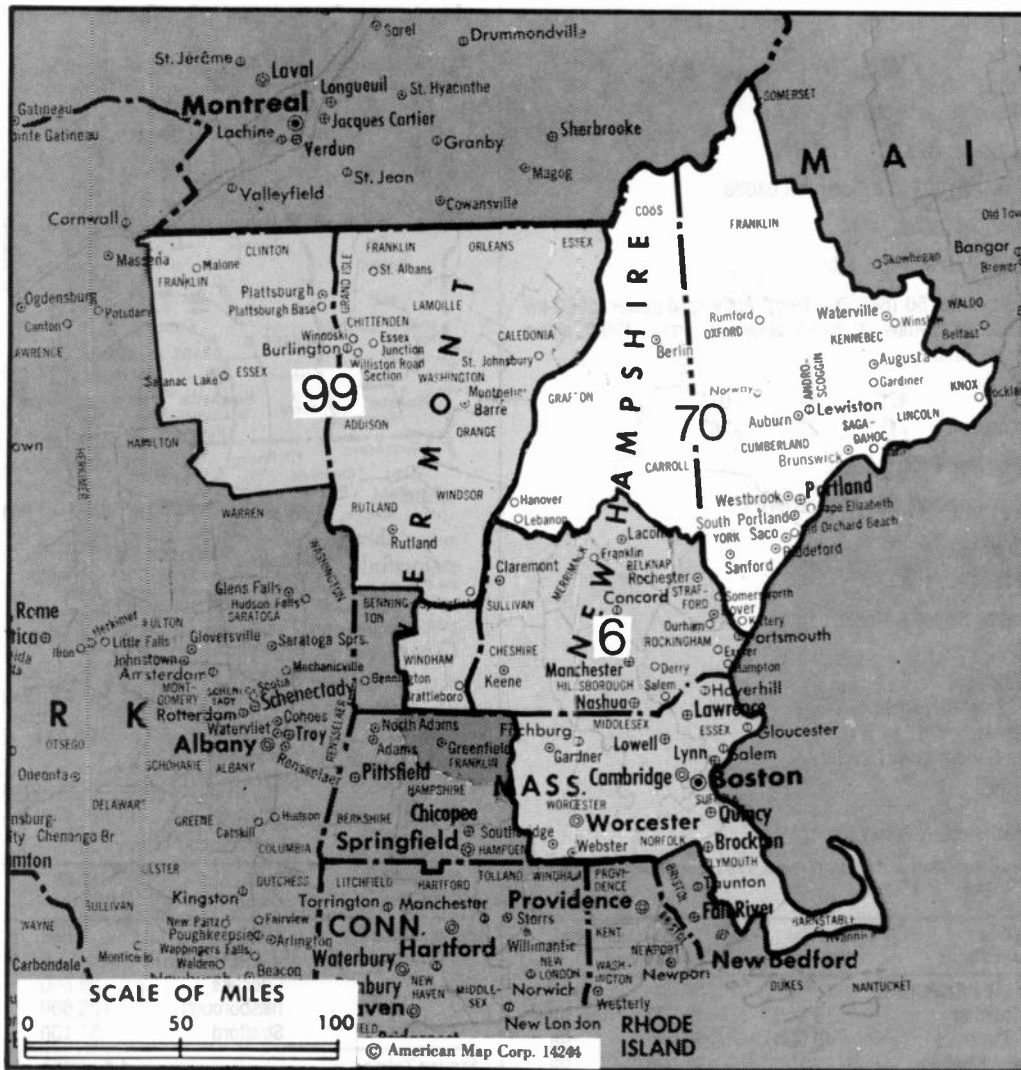
| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over | CALIFORNIA | | | |
| | El Dorado East | 12,300 | 11,800 | 96 |
| | NEVADA | | | |
| | Churchill | 6,900 | 6,800 | 99 |
| | Douglas | 11,100 | 10,700 | 96 |



KTVN BPCT-860507KG Granted 5/6/91

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| 50% & Over | Esmeralda | 300 | 300 | 100 |
| | Lyon | 7,800 | 7,500 | 96 |
| | Mineral | 2,700 | 2,600 | 96 |
| | Nye North | 3,000 | 2,800 | 93 |
| | Pershing | 1,800 | 1,700 | 94 |
| | Storey | 600 | 600 | 100 |
| | Washoe | 108,200 | 105,800 | 98 |
| | Carson City | 17,000 | 16,600 | 98 |
| Between 25-49% | CALIFORNIA | | | |
| | Lassen | 8,300 | 7,800 | 94 |
| | Placer East | 4,400 | 4,200 | 95 |
| | NEVADA | | | |
| | Elko | 10,700 | 10,000 | 94 |
| Between 5-24% | Humboldt | 4,800 | 4,600 | 96 |
| | Lander | 2,100 | 2,000 | 95 |
| | CALIFORNIA | | | |
| | Alpine | 400 | 400 | 88 |
| | Mono | 4,100 | 3,600 | 87 |
| Station Totals | Plumas | 8,600 | 8,000 | 93 |
| | NEVADA | | | |
| | Eureka | 500 | 500 | 100 |
| | White Pine | 3,000 | 2,900 | 97 |
| Station Totals | | 218,600 | 211,200 | 97 |
| Net Weekly Circulation (1991) | | | | 149,400 |
| Average Daily Circulation (1991) | | | | 81,800 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|--------------------------------------|----------------------------|------|--|
| Boston, MA | 2,115,500 | 6 | WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38) |
| Portland-Poland Spring, ME | 369,700 | 70 | WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51) |
| Burlington, VT-Plattsburgh, NY | 241,600 | 99 | WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|---------------------------------|-----------------------|
| WNNE-TV, Hanover | See Hartford, VT |
| WMTW-TV, Mount Washington | See Poland Spring, ME |

New Hampshire Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 1 | 2 | 3 |
| Educational Television Stations | 1 | 2 | 3 |
| | 2 | 4 | 6 |

New Hampshire—Derry

WNDS

Ch. 50

Network Service: None, independent.

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

Studio: TV 50 Place, Derry, NH 03038.

Telephone: 603-434-8850. Fax: 603-434-8627.

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

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

Transmitter: Trigate Rd. on Merrill Hill, Hudson.

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

Ownership: CTV of Derry Inc.

Began Operation: September 12, 1983.

Represented (legal): Reddy, Begley & Martin.

Personnel:

- Donna Cole, General Manager.
- Marc Lehner, National Sales Manager.
- Paul Hunter, Chief Engineer.
- Tom Zappala, Program & Promotions Director.

Highest 30 Sec. Rate: \$275.

City of License: Derry. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| Between 25-49% | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Rockingham | 92,100 | 91,000 | 99 |
| Between 5-24% | MASSACHUSETTS | | | |
| | Essex | 253,300 | 250,700 | 99 |



WNDS BPCT-810121KF Granted 7/16/82 © American Map Corp. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|---------------|----|
| Between 5-24% | Middlesex | 511,800 | 506,400 | 99 |
| | NEW HAMPSHIRE | | | |
| | Cheshire | 26,500 | 25,800 | 97 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| Station Totals | | 1,114,000 | 1,101,000 | 99 |
| Net Weekly Circulation (1991) | | | 165,500 | |
| Average Daily Circulation (1991) | | | 51,300 | |

New Hampshire—Manchester

WMUR-TV

Ch. 9

Network Service: ABC.

Licensee: WMUR-TV Inc., 50 Cote St., Manchester, NH 03101.

Studio: 50 Cote St., Manchester, NH 03101.

Telephone: 603-669-9999. Fax: 603-641-9044.

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

Latitude 42° 58' 59"
Longitude 71° 35' 19"

Transmitter: Goffstown, NH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter Ku-band; Vertex, 4.5-meter Ku-band; Vertex, 4-meter C-band; Andrew, M/A-Com, Standard Components receivers.

News Service: AP.

Ownership: Birney Imes Jr. & Family (Group Owner).

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

Represented (sales): Seitel Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Jules Cohen & Associates.

Personnel:

David L. Zamichow, Vice President & General Manager.
Larry Gilpin, General Sales Manager.
Tom Bonnar, Operations/Program Manager.
Joseph Paclorkowski, Chief Engineer.
Miles Resnick, News Director.
Chrys Ogle, Promotion Director.
Linda Wilkins, Business Manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$325.

City of License: Manchester. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Cheshire | 26,500 | 25,800 | 97 |



WMUR-TV BPCT-2407 Granted 11/15/55

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|---------------|------------------|---------------|----|
| 50% & Over | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Strafford | 37,100 | 36,500 | 98 |
| Between 25-49% | NEW HAMPSHIRE | | | |
| | Carroll | 15,300 | 15,000 | 98 |
| | Grafton | 27,800 | 27,000 | 97 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | VERMONT | | | |
| Windham | 16,700 | 16,000 | 96 | |
| Windsor | 23,400 | 22,800 | 97 | |
| Between 5-24% | MASSACHUSETTS | | | |
| | Essex | 253,300 | 250,700 | 99 |
| | Middlesex | 511,800 | 506,400 | 99 |
| | Worcester | 255,400 | 252,200 | 99 |
| | MAINE | | | |
| York | 66,200 | 65,400 | 99 | |
| Station Totals | | 1,534,700 | 1,514,900 | 99 |
| Net Weekly Circulation (1991) | | | 347,000 | |
| Average Daily Circulation (1991) | | | 165,100 | |

New Hampshire—Merrimack

WGOT

Ch. 60

Network Service: None, independent.

Licensee: Paugus Television Inc., Box 265, Feeding Hills, MA 01030-0265.

Studio: One Sundial Ave., Suite 501, Manchester, NH 03103.

Telephone: 603-647-6060. Fax: 603-644-0060.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 1410-kw max. visual, 140-kw max. aural. Antenna: 1011-ft. above av. terrain, 137-ft. above ground, 1464-ft. above sea level.

Latitude 42° 59' 02"
Longitude 71° 35' 18"

Transmitter: South Mountain, Goffstown.

Satellite Earth Stations: Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band; ChannelMaster, 3.1-meter C-band; Vertex, 4.58-meter Ku-band; Sony receivers.

Ownership: Paugus Television Inc.

Began Operation: August 14, 1987. Sale to present owners by Golden Triangle TV60 granted Jan. 6, 1989.

Represented (legal): Davis Wright & Tremaine.

Personnel:

- John Fergie, General Manager.
- Earl Rinker, General Sales Manager.
- Sue Furey, National Sales Manager.
- Ed Williams, Director of Engineering.
- Rhonda Mann, News Director.
- Doreen Warchal, Program Director.
- Don Hill, Operations Manager.
- Kat Strange-Murphy, Promotion & Marketing Director.
- Maureen Sawyer, Business Manager.
- Sandra Del Dolori, Production Manager.

Highest 30 Sec. Rate: \$150.

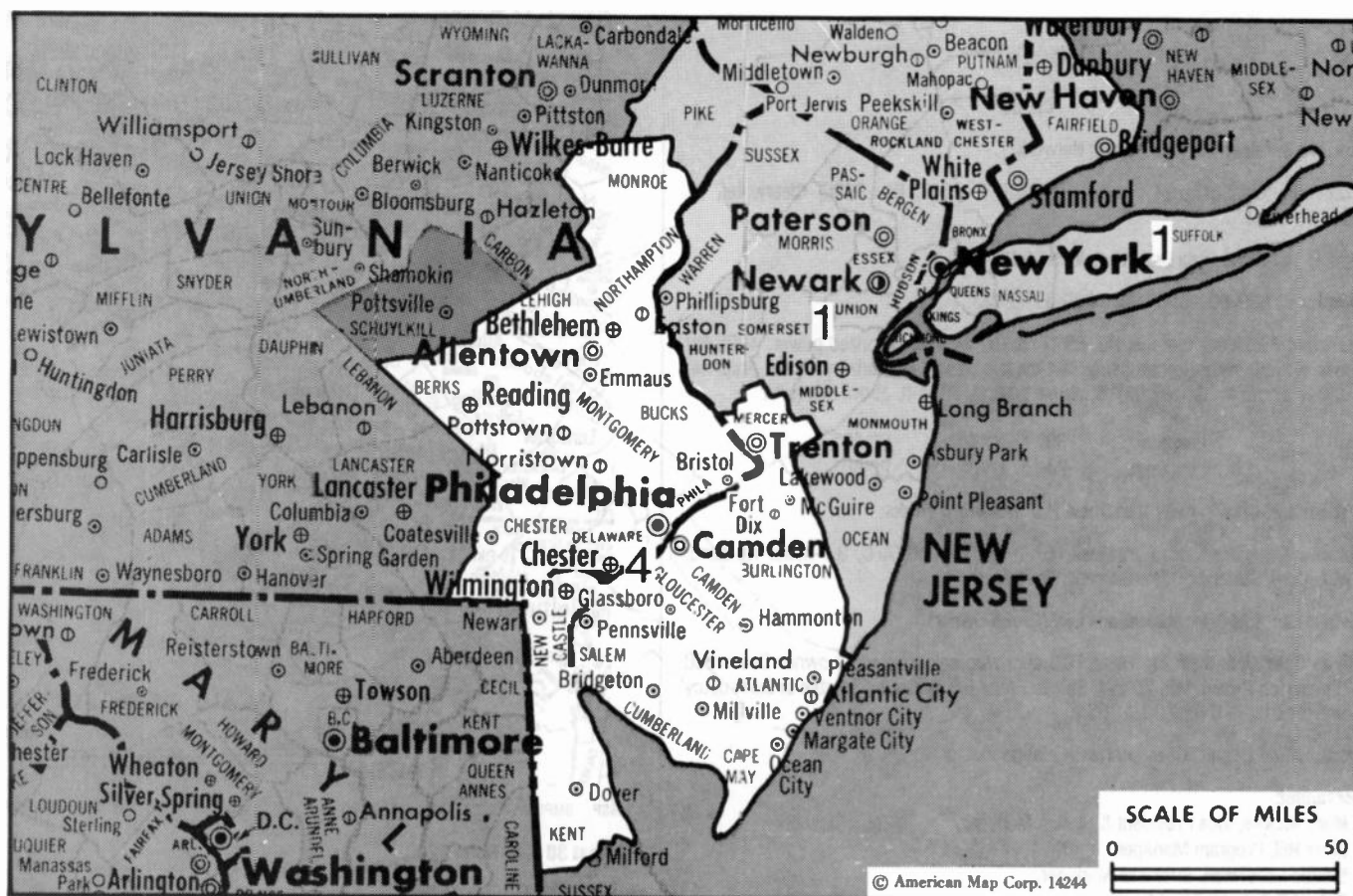
City of License: Merrimack. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WGOT BNPCT-860701KQ Granted 9/15/86 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| NEW HAMPSHIRE | | | | |
| Between 5-24% | Hillsborough | 126,800 | 125,300 | 99 |
| | Merrimack | 46,500 | 45,600 | 98 |
| Station Totals | | 173,300 | 170,900 | 99 |
| Net Weekly Circulation (1991) | | | 28,800 | |
| Average Daily Circulation (1991) | | | 8,200 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|------------------|----------------------------|------|--|
| New York, NY | 7,075,000 | 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) |
| Philadelphia, PA | 2,736,000 | 4 | KYW-TV (3), WBPH-TV (60), 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) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|---------------------|------------------|
| WNJU, Linden | See New York, NY |
| WNJU & WHSE, Newark | See New York, NY |
| WXTV, Paterson | See New York, NY |
| WWOR-TV, Secaucus | See New York, NY |

New Jersey Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 0 | 3 | 3 |
| Educational Television Stations | 0 | 4 | 4 |
| | 0 | 7 | 7 |

— NEW AREA CODES —

| State | Before | After | Effective Date |
|------------|--------|--|----------------|
| New Jersey | 201 | 201 Bergen, Essex, Hudson, Morris (portions), Passaic, Sussex counties | June 1991 |
| | | 908 Hunterdon, Middlesex, Monmouth, Ocean (portions), Somerset, Union, Warren counties | |

New Jersey—Vineland

WHSP

Ch. 65

Network Service: Home Shopping Network.

Licensee: HSN Bcstg. of Vineland, 1529 U.S. 19 S, Box 9090, Clearwater, FL 34618-9090.

Studio: 4449 N. Delsea Dr., Newfield, NJ 08344.

Telephone: 609-691-6565. **Fax:** 609-691-2483.

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

| | | | |
|-----------|-----|-----|--------|
| Latitude | 39° | 44' | 00.40" |
| Longitude | 74° | 50' | 28.60" |

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

Satellite Earth Stations: Paraclype, 4.6-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Standard Communications receivers.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: July 21, 1981. FCC approved sale to present owner Dec. 1986 (Television Digest, Vol. 26:52). Sale to Press Bcstg. Co. by Trustee in Bankruptcy approved by FCC April 30, 1985.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Mary McKee, Vice President & Station Manager.
Chris Hill, Program Manager.
Bunnie Lederman, Business Manager.
Robert Pritchard, Chief Engineer.
Linda Donovan, Traffic Manager.



WHSP BMPCT-800618KJ Granted 10/23/80

© American Map Corp., No. 14244

Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Vineland. **ADI:** Philadelphia. **Rank:** 4.

New Jersey—Wildwood-Atlantic City

WMGM-TV

Ch. 40

Network Service: NBC.

Licensee: South Jersey Radio Inc., 15 Shore Rd., Linwood, NJ 08221.

Studio: Avalon Blvd., Swainton, NJ.

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

Telephone: 609-927-4440.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1740-kw visual, 174-kw aural. Antenna: 420-ft. above av. terrain, 425-ft. above ground, 430-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster; RCA.

News Services: AP, NBC.

Ownership: Howard Green Group (Group Owner).

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

Represented (sales): Landin Media Sales.

Represented (legal): Cordon & Kelly.

Represented (engineering): Lohnes & Culver.

Personnel:

Howard Green, President.
Jane B. Stark, General Manager.
Chris Adams, Program Director.
John Iaruzzi, General Sales Manager.
Lou McDonald, Chief Engineer.
Jeff Whiteker, News Director.
Janet Davidson, Business Manager.

Highest 30 Sec. Rate: \$300.

City of License: Wildwood. ADI: Philadelphia. Rank: 4.

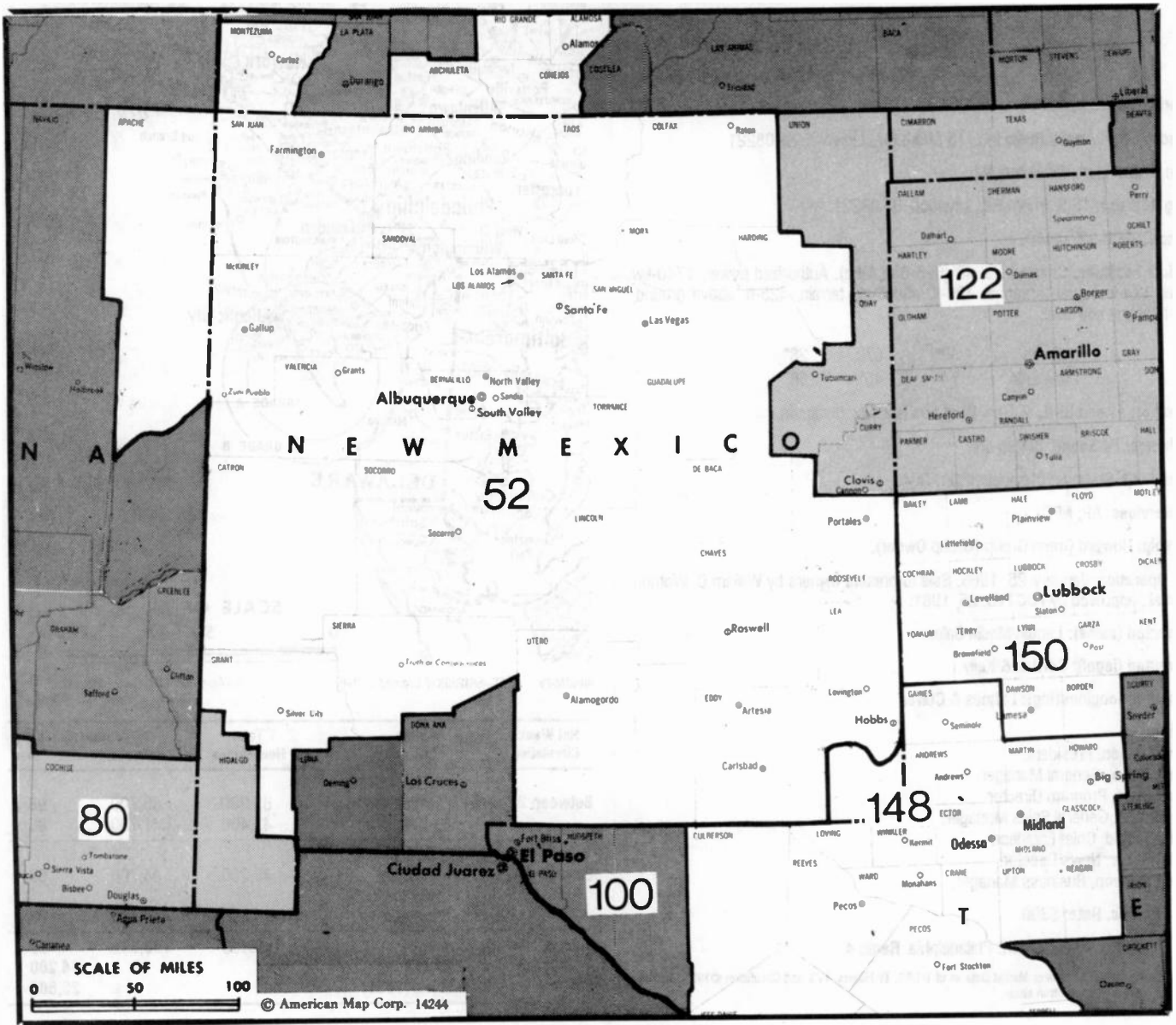
Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WMGM-TV BPCT-861229KW Granted 2/25/87

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|----------------|---------------|
| Between 25-49% | NEW JERSEY | | | |
| | Atlantic | 85,200 | 83,700 | 98 |
| | Cape May | 42,400 | 41,700 | 98 |
| Between 5-24% | DELAWARE | | | |
| | Sussex | 45,200 | 44,700 | 99 |
| | MARYLAND | | | |
| | Worcester | 15,600 | 15,400 | 99 |
| Station Totals | | 188,400 | 185,500 | 98 |
| Net Weekly Circulation (1991) | | | | 64,200 |
| Average Daily Circulation (1991) | | | | 25,600 |



| Market | Arbitron A01 TV Households | Rank | Market Area Commercial TV Stations |
|--------------------|----------------------------|------|---|
| Albuquerque, NM | 506,000 | 52 | KBIM-TV (10), KCHF (11), KGGM-TV (13), KGSW-TV (14), KHFT (29), KKTO (2), KLUZ-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KOBR (8), KRPV (27), KVIO-TV (6), KWNM-TV (10) |
| Tucson, AZ | 313,900 | 80 | KGUN (9), KMSB-TV (11), KOLO-TV (13), KTTU-TV (18), KVOA-TV (4) |
| El Paso, TX | 237,700 | 100 | KCIK (14), KDDB-TV (4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHIJ-TV (44) |
| Amarillo, TX | 178,100 | 122 | KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7), KVIJ-TV (8) |
| Odessa-Midland, TX | 143,000 | 148 | KMIO-TV (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4) |
| Lubbock, TX | 139,700 | 150 | KAMC (28), KCBO-TV (11), KJTV (34), KLBK-TV (13) |

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New Mexico Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 11 | 6 | 17 |
| Educational Television Stations | 2 | 2 | 4 |
| | 13 | 8 | 21 |

New Mexico—Albuquerque

KGGM-TV

Ch. 13

(Operates satellite KBIM-TV, Roswell, NM)

Network Service: CBS.

Licensee: New Mexico Broadcasting Co. Inc., 13 Broadcast Plaza SW, Box 1294, Albuquerque, NM 87103-1294.

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

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

Telephone: 505-243-2285. TWX: 910-989-1676. Fax: 505-842-8483.

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

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

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: New Mexico Broadcasting Co. Inc. (Group Owner).

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

Represented (sales): Katz Television.

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

Personnel:

Jim Thompson, General Manager.
Stan Byars, General Sales Manager.
Dean Carroll, Local Sales Manager.
Doug Milligan, Local Sales Manager.
Alan Deme, Chief Engineer.
Jim Loy, News Director.
John Tischendorf, Program & Promotion Director.
Donna Bergman, Business Manager.
Brenda Yager, Public Affairs Director.

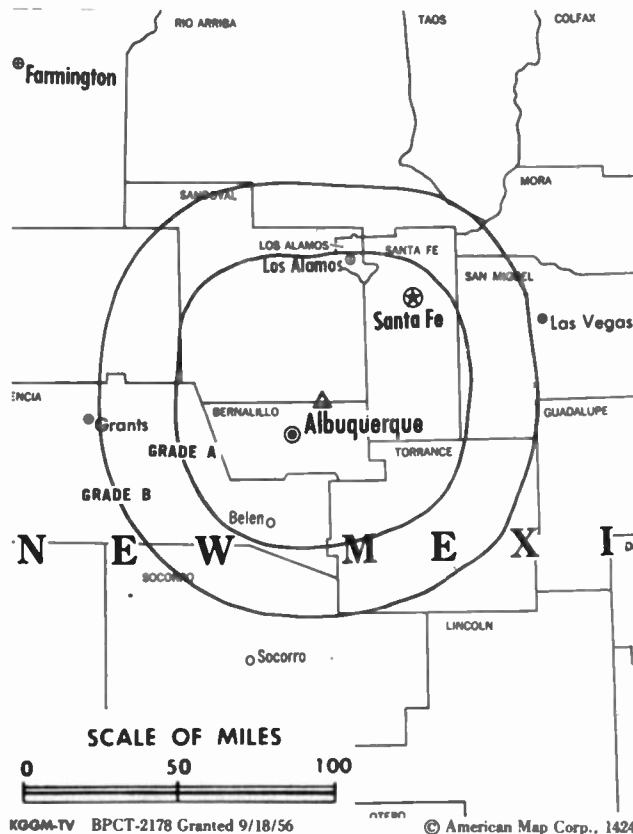
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1016.

City of License: Albuquerque. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARIZONA | | | |
| | Apache North | 13,200 | 11,900 | 90 |
| | COLORADO | | | |
| | Archuleta | 2,200 | 2,100 | 95 |
| | Conejos | 2,800 | 2,700 | 96 |
| | Rio Grande | 4,000 | 3,800 | 95 |
| | NEW MEXICO | | | |
| | Bernalillo | 197,100 | 194,200 | 99 |
| | Cibola | 7,100 | 7,000 | 99 |
| | Coffax | 5,100 | 4,800 | 95 |
| | Grant | 9,800 | 9,300 | 95 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Guadalupe | 1,500 | 1,400 | 93 |
| | Los Alamos | 7,600 | 7,500 | 99 |
| | Luna | 6,600 | 6,400 | 97 |
| | Mc Kinley | 20,500 | 19,100 | 93 |
| | Mora | 1,500 | 1,300 | 87 |
| | Rio Arriba | 11,400 | 10,700 | 94 |
| | Sandoval | 19,200 | 18,200 | 95 |
| | San Juan | 31,000 | 29,300 | 95 |
| | San Miguel | 8,800 | 8,200 | 93 |
| | Santa Fe | 36,900 | 35,900 | 97 |
| | Sierra | 4,500 | 4,300 | 94 |
| | Socorro | 4,800 | 4,700 | 98 |
| | Taos | 7,400 | 6,800 | 92 |
| | Torrance | 3,600 | 3,500 | 96 |
| Valencia | 15,600 | 15,400 | 99 | |
| Between 25-49% | COLORADO | | | |
| | Alamosa | 4,800 | 4,600 | 96 |
| | Montezuma | 6,900 | 6,600 | 96 |
| | Saguache | 1,400 | 1,300 | 93 |
| NEW MEXICO | Harding | 400 | 400 | 100 |
| | Lincoln | 6,000 | 5,800 | 97 |
| | Otero | 18,200 | 17,800 | 98 |
| | Quay | 4,600 | 4,400 | 96 |
| Between 5-24% | COLORADO | | | |
| | Costilla | 1,200 | 1,100 | 92 |
| | La Plata | 12,200 | 11,700 | 96 |
| | NEW MEXICO | | | |
| Catron | 900 | 800 | 89 | |
| Station Totals | | 478,800 | 463,000 | 97 |
| Net Weekly Circulation (1991) | | | | 346,700 |
| Average Daily Circulation (1991) | | | | 185,400 |

New Mexico—Albuquerque

KGSW-TV

Ch. 14

9

Network Service: Fox.

Licensee: KGSW-TV Inc., 1377 University Blvd. NE, Albuquerque, NM 87102.

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

Mailing Address: Box 25200, Albuquerque, NM 87125.

Telephone: 505-842-1414. TWX: 910-989-1792. Fax: 505-242-1355.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1412.5-kw max. & 490-kw horizontal visual, 141.25-kw max. & 49-kw horizontal aural. Antenna: 4181-ft. above av. terrain, 145-ft. above ground, 10,769-ft. above sea level.

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

Transmitter: Sandia Crest, near Albuquerque.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 5-meter C-band; Vertex, 5-meter Ku-band; Simulcast, 5-meter Ku & C-band; Prodelin 4-meter C-band.

News Service: Group W Newsfeed.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

Began Operation: May 8, 1981. Sale to present owners by Galaxy-Southwest TV approved by FCC Nov. 19, 1984 (Television Digest, Vol. 24:40).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Smith & Powstenko.

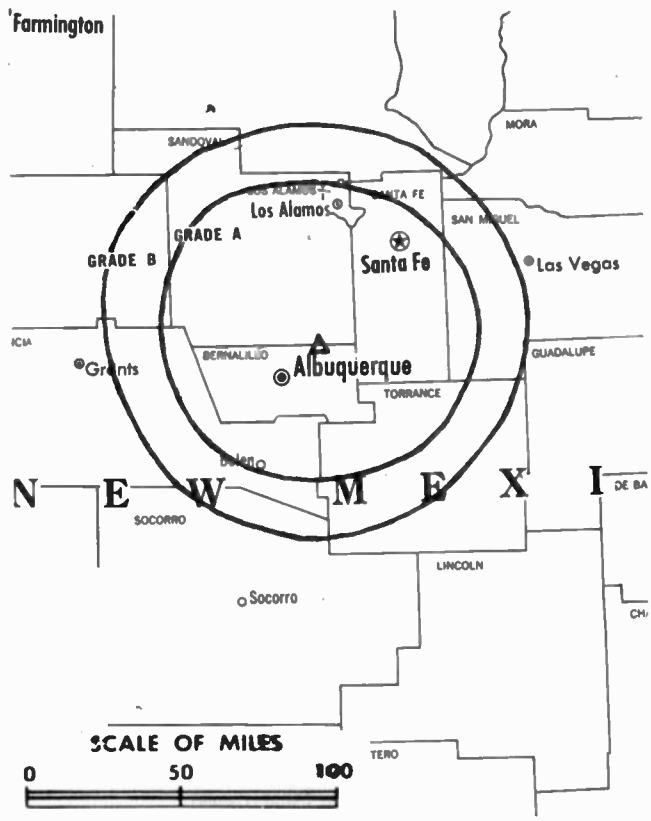
Personnel:

Erick B. Steffens, President & General Manager.
R. Mark Cortner, General Sales Manager.
Michael Maulano, National Sales Manager.
Dudley Bullock, Chief Engineer.
Debra James, News Director.
Ida Ganger, Business Manager.
Brian Anderson, Creative Services Director.
Jim Gonsey, Technical Operations Manager.

City of License: Albuquerque. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| 50% & Over | NEW MEXICO | | | |
| | Bernalillo | 197,100 | 194,200 | 99 |
| | Otero | 18,200 | 17,800 | 98 |
| | Sandoval | 19,200 | 18,200 | 95 |
| | San Juan | 31,000 | 29,300 | 95 |
| | Santa Fe | 36,900 | 35,900 | 97 |
| | Sierra | 4,500 | 4,300 | 94 |
| | Torrance | 3,600 | 3,500 | 96 |
| | Valencia | 15,600 | 15,400 | 99 |



KGSW-TV BPCT-871118KF Granted 4/29/88

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|----------------|----------------|
| Between 25-49% | COLORADO | | | |
| | Conejos | 2,800 | 2,700 | 96 |
| | Rio Grande | 4,000 | 3,800 | 95 |
| | Saguache | 1,400 | 1,300 | 93 |
| | NEW MEXICO | | | |
| | Chaves | 21,800 | 21,400 | 98 |
| | Cibola | 7,100 | 7,000 | 99 |
| | Eddy | 18,800 | 18,400 | 98 |
| | Guadalupe | 1,500 | 1,400 | 93 |
| | Lea North | 19,400 | 19,100 | 98 |
| Between 5-24% | COLORADO | | | |
| | Alamosa | 4,800 | 4,600 | 96 |
| | Costilla | 1,200 | 1,100 | 92 |
| | La Plata | 12,200 | 11,700 | 96 |
| | Montezuma | 6,900 | 6,600 | 96 |
| | NEW MEXICO | | | |
| | Mc Kinley | 20,500 | 19,100 | 93 |
| | Mora | 1,500 | 1,300 | 87 |
| | Rio Arriba | 11,400 | 10,700 | 94 |
| | Taos | 7,400 | 6,800 | 92 |
| Station Totals | | 496,000 | 481,800 | 97 |
| Net Weekly Circulation (1991) | | | | 244,600 |
| Average Daily Circulation (1991) | | | | 102,500 |

New Mexico—Albuquerque

KLUZ-TV

Ch. 41

Network Service: Univision.

Licensee: Univision Station Group Inc., 330 Madison Ave., New York, NY 10017-5002.

Studio: 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

Telephone: 505-344-5589.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1170-kw visual, 58.9-kw aural. Antenna: 4152-ft. above av. terrain, 114-ft. above ground, 10,754-ft. above sea level.

Latitude 35° 12' 41"
Longitude 106° 26' 56"

Transmitter: Sandía Crest, approx. 15-mi. NE of Albuquerque.

Satellite Earth Station: Scientific-Atlanta.

Ownership: Univision Holdings Inc. (Group Owner).

Began Operation: September 5, 1987.

Represented (sales): Univision.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): JP Associates.

Personnel:

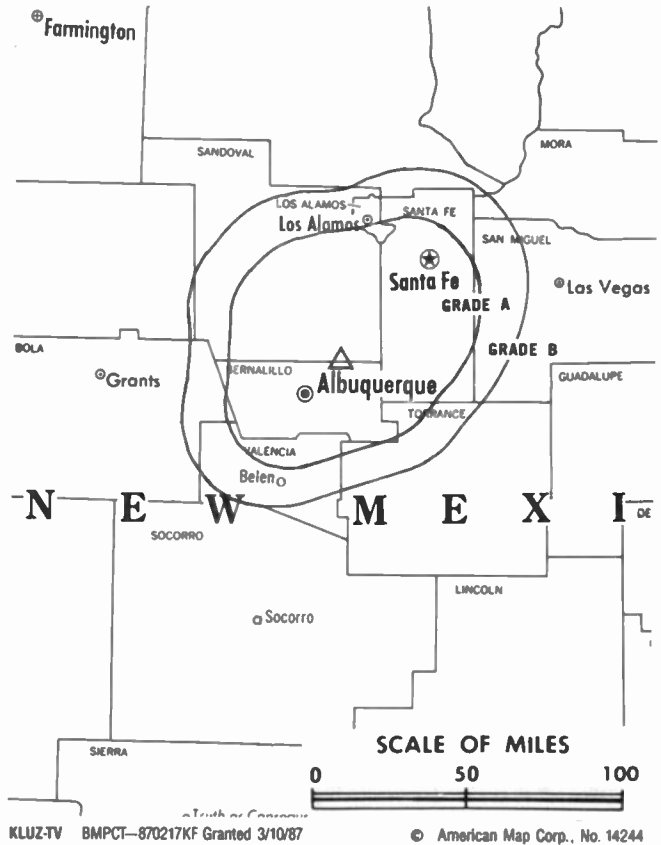
Jim Perrin, General Manager.
Kambiz Victory, Chief Engineer.
Leroy Mascarenas, Production Manager.

Highest 30 Sec. Rate: \$275.

City of License: Albuquerque. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| | NEW MEXICO | | | |
| Between 5-24% | Bernalillo | 197,100 | 194,200 | 99 |
| | Rio Arriba | 11,400 | 10,700 | 94 |
| | Sandoval | 19,200 | 18,200 | 95 |
| | San Miguel | 8,800 | 8,200 | 93 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| Between 5-24% | Socorro | 4,800 | 4,700 | 98 |
| | Valencia | 15,600 | 15,400 | 99 |
| Station Totals | | 256,900 | 251,400 | 98 |
| Net Weekly Circulation (1991) | | | | 16,300 |
| Average Daily Circulation (1991) | | | | 8,400 |

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New Mexico—Albuquerque

KNAT

Ch. 23

Network Service: None, independent.

Licensee: All American TV Inc., 13181 Crossroads Pkwy. N, City of Industry, CA 91746.

Studio: 1510 Coors Blvd. NW, Albuquerque, NM 87121.

Telephone: 505-836-6585.

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

Latitude 35° 12' 00.55"
Longitude 106° 27' 01.50"

Transmitter: Sandia Crest, Cibola National Forest.

Multichannel TV Sound: Separate audio program.

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

Ownership: All American TV Inc. (Group Owner).

Began Operation: August 10, 1975. Sale to present owner by Trinity Bcstg. Network approved by FCC Nov. 6, 1989. Sale to Trinity by John Carson, et al., approved by FCC Dec. 4, 1985. Sale to Carson group by Eddie L. Pena, et al., approved July 23, 1982. Station left air in 1985 (Television Digest, Vol. 25:24).

Represented (legal): May & Dunne.

Personnel:

Gary Y. Hodges, General Manager.

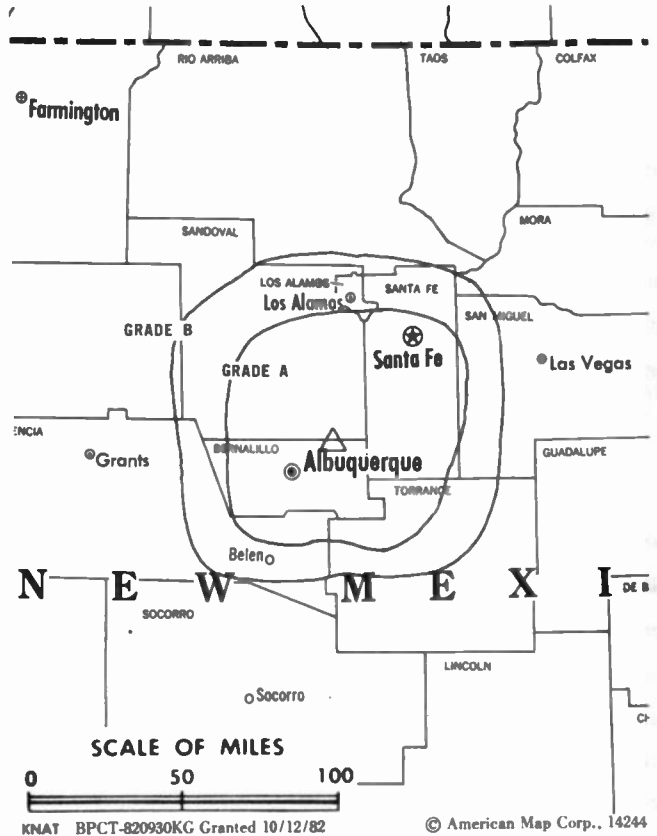
Jim Booth, Chief Engineer.

Jo Ann Hodges, Program Director.

Highest 30 Sec. Rate: \$120.

City of License: Albuquerque. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|--------------|
| Between 5-24% | NEW MEXICO | | | |
| | Socorro | 4,800 | 4,700 | 98 |
| | Torrance | 3,600 | 3,500 | 96 |
| Station Totals | | 8,400 | 8,200 | 98 |
| Net Weekly Circulation (1991) | | | | 4,900 |
| Average Daily Circulation (1991) | | | | 2,600 |

New Mexico—Albuquerque

KOAT-TV

Ch. 7

(Operates satellite KWNM-TV, Silver City, NM)

Network Service: ABC.

Licensee: KOAT-TV Inc., Box 25982, Albuquerque, NM 87125.

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

Mailing Address: Box 25982, Albuquerque, NM 87125.

Telephone: 505-884-7777. TWX: 910-989-1687. Fax: 505-884-6282.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 51.3-kw visual, 19.2-kw aural. Antenna: 4081-ft. above av. terrain, 72-ft. above ground, 10,666-ft. above sea level.

Latitude 35° 12' 53"
Longitude 106° 27' 01"

Transmitter: 14.5-mi. NE of Albuquerque.

Satellite Earth Stations: Andrew, 9.3-meter; Harris, 6.1-meter; Vertex, 4.7-meter; Andrew, 4.5-meter; Avantek, Harris, M/A-Com, Standard Components receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

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

Represented (sales): Blair Television.

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel:

C. Wayne Godsey, Vice President & General Manager.

Mary Lynn Roper, Vice President, News.

Jeff Sales, General Sales Manager.

Barbara Wagoner, National Sales Manager.

Lisa Breedan, News Director.

Roy Leone, Program Director.

Linda Eddleman, Business Manager.

Parker Harms, Marketing Director.

Jim Dixon, Production Manager.

Charles L. Amy, Chief Engineer.

Highest 30 Sec. Rate: \$2500.

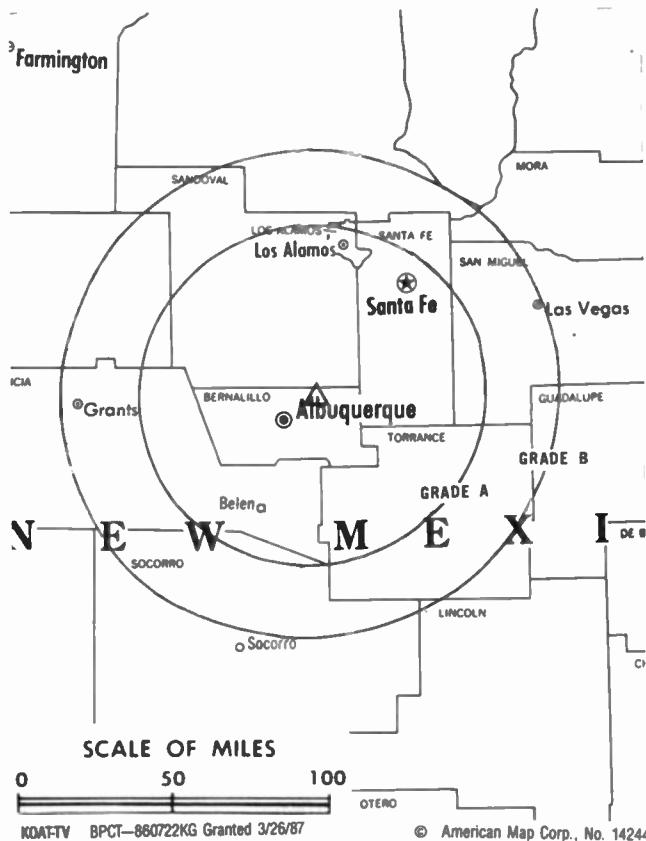
NETWORK BASE HOURLY RATE: \$1200.

Arbitron Data: Figures include KWNM-TV, Silver City, NM.

City of License: Albuquerque. ADI: Albuquerque. Rank: 52.

Total Households: ©NSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | ARIZONA | | | |
| | Apache North | 13,200 | 11,900 | 90 |
| | COLORADO | | | |
| | Alamosa | 4,800 | 4,600 | 96 |
| | Conejos | 2,800 | 2,700 | 96 |
| | La Plata | 12,200 | 11,700 | 96 |
| | Montezuma | 6,900 | 6,600 | 96 |
| | Rio Grande | 4,000 | 3,800 | 95 |
| | NEW MEXICO | | | |
| | Bernalillo | 197,100 | 194,200 | 99 |
| | Catron | 900 | 800 | 89 |
| | Chaves | 21,800 | 21,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Cibola | 7,100 | 7,000 | 99 |
| | Colfax | 5,100 | 4,800 | 95 |
| | Curry | 16,300 | 15,900 | 98 |
| | Eddy | 18,800 | 18,400 | 98 |
| | Grant | 9,800 | 9,300 | 95 |
| | Guadalupe | 1,500 | 1,400 | 93 |
| | Harding | 400 | 400 | 100 |
| | Hidalgo | 2,000 | 1,900 | 95 |
| | Lea North | 19,400 | 19,100 | 98 |
| | Lincoln | 6,000 | 5,800 | 97 |
| | Los Alamos | 7,600 | 7,500 | 99 |
| | McKinley | 20,500 | 19,100 | 93 |
| | Otero | 18,200 | 17,800 | 98 |
| | Quay | 4,600 | 4,400 | 96 |
| | Rio Arriba | 11,400 | 10,700 | 94 |
| | Sandoval | 19,200 | 18,200 | 95 |
| | San Juan | 31,000 | 29,300 | 95 |
| | San Miguel | 8,800 | 8,200 | 93 |
| | Santa Fe | 36,900 | 35,900 | 97 |
| | Sierra | 4,500 | 4,300 | 94 |
| Socorro | 4,800 | 4,700 | 98 | |
| Taos | 7,400 | 6,800 | 92 | |
| Torrance | 3,600 | 3,500 | 96 | |
| Union | 1,800 | 1,700 | 94 | |
| Valencia | 15,600 | 15,400 | 99 | |
| Between 25-49% | COLORADO | | | |
| | Archuleta | 2,200 | 2,100 | 95 |
| | Costilla | 1,200 | 1,100 | 92 |
| | Saguache | 1,400 | 1,300 | 93 |
| NEW MEXICO | | | | |
| De Baca | 1,100 | 1,100 | 100 | |
| (Continued on page A-768) | | | | |
| Station Totals | | 610,500 | 591,500 | 97 |
| Net Weekly Circulation (1991) | | | 444,100 | |
| Average Daily Circulation (1991) | | | 271,800 | |

New Mexico—Albuquerque

KOB-TV

Ch. 4

(Operates satellites KOBK, Farmington & KOBK, Roswell, NM)

Network Service: NBC.

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

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

Mailing Address: Box 1351, Albuquerque, NM 87103.

Telephone: 505-243-4411. TWX: 910-989-1682. Fax: 505-764-2522.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 2.7-kw aural. Antenna: Circularly polarized, 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 2° electrical beam tilt.

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

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.2-meter Ku-band & Satellite Technology, 5.5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; RCA Americom, 4.57-meter Ku-band; Kavouras, 3.6-meter C-band; Harris, 2.8-meter Ku-band; Andrew 2.36-meter Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, Ku-band.

News Services: AP, Conus, NBC, NWS, NOAA.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

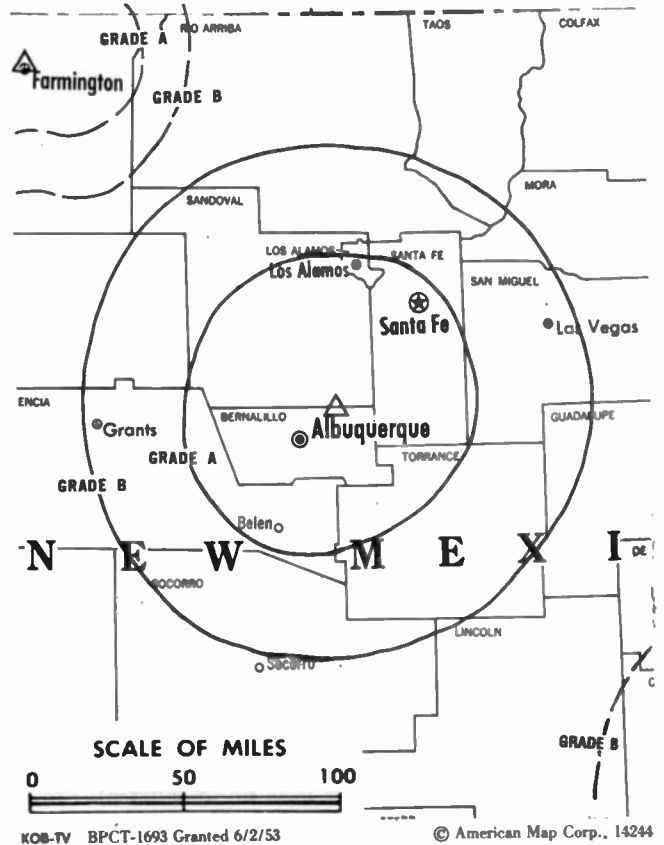
Jerry Danziger, President.
Dave Herman, Senior Vice President & General Manager.
Bob Evans, General Sales Manager.
Howard Hoffman, National Sales Manager.
Bob Richardson, News Director.
Gary Williams, Production Manager.
Sam Tikkanen, Chief Engineer.
Paula Maes, Promotion Director.
Dru Fell, Business Manager.

Rates: On request.

City of License: Albuquerque. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| 50% & Over | ARIZONA | | | |
| | Apache North | 13,200 | 11,900 | 90 |
| | COLORADO | | | |
| | Alamosa | 4,800 | 4,600 | 96 |
| | Archuleta | 2,200 | 2,100 | 95 |
| | Conejos | 2,800 | 2,700 | 96 |
| | La Plata | 12,200 | 11,700 | 96 |
| | Montezuma | 6,900 | 6,600 | 96 |
| | NEW MEXICO | | | |
| | Bernalillo | 197,100 | 194,200 | 99 |
| | Chaves | 21,800 | 21,400 | 98 |
| | Cibola | 7,100 | 7,000 | 99 |
| | Colfax | 5,100 | 4,800 | 95 |



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

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | Curry | 16,300 | 15,900 | 98 |
| | De Baca | 1,100 | 1,100 | 100 |
| | Eddy | 18,800 | 18,400 | 98 |
| | Grant | 9,800 | 9,300 | 95 |
| | Guadalupe | 1,500 | 1,400 | 93 |
| | Harding | 400 | 400 | 100 |
| | Lea North | 19,400 | 19,100 | 98 |
| | Lincoln | 6,000 | 5,800 | 97 |
| | Los Alamos | 7,600 | 7,500 | 99 |
| | McKinley | 20,500 | 19,100 | 93 |
| | Otero | 18,200 | 17,800 | 98 |
| | Rio Arriba | 11,400 | 10,700 | 94 |
| | Roosevelt | 6,300 | 6,100 | 97 |
| | Sandoval | 19,200 | 18,200 | 95 |
| | San Juan | 31,000 | 29,300 | 95 |
| | San Miguel | 8,800 | 8,200 | 93 |
| | Santa Fe | 36,900 | 35,900 | 97 |
| | Sierra | 4,500 | 4,300 | 94 |
| | Socorro | 4,800 | 4,700 | 98 |
| Taos | 7,400 | 6,800 | 92 | |
| Torrance | 3,600 | 3,500 | 96 | |
| Valencia | 15,600 | 15,400 | 99 | |

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| Between 25-49% | COLORADO | | | |
| | Costilla | 1,200 | 1,100 | 92 |
| | Rio Grande | 4,000 | 3,800 | 95 |
| | Saguache | 1,400 | 1,300 | 93 |
| | NEW MEXICO | | | |
| Catron | 900 | 800 | 89 | |
| Luna | 6,600 | 6,400 | 97 | |

(Continued on page A-768)

| Station Totals | Total Households | TV Households | % |
|----------------------------------|------------------|---------------|----|
| Station Totals | 566,700 | 549,100 | 97 |
| Net Weekly Circulation (1991) | | 451,800 | |
| Average Daily Circulation (1991) | | 267,000 | |

New Mexico—Carlsbad

KVIO-TV

Ch. 5

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

Network Service: ABC.

Licensee: Marsh Media of El Paso, 4140 Rio Bravo, El Paso, TX 79902.

Studio: See KVIA-TV, El Paso.

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

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

Transmitter: 12-mi. E of Artesia on Rte. 82.

Multichannel TV Sound: Stereo and separate audio program.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

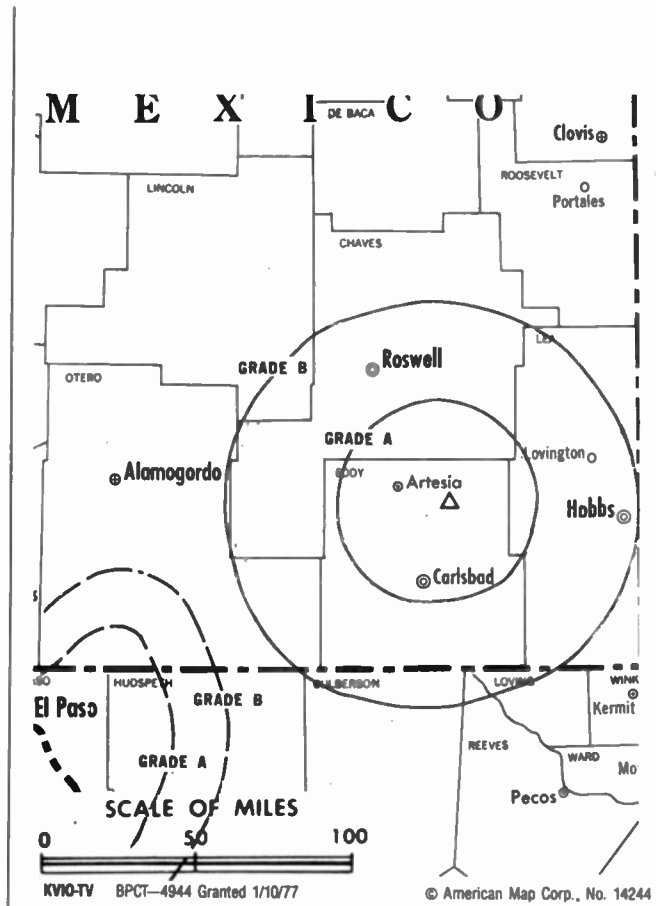
Began Operation: August 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 (Vol.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

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

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



Rates: Included with KVIA-TV, El Paso, TX.

Arbitron Data: Included with KVIA-TV, El Paso, TX.

City of License: Carlsbad. ADI: Albuquerque. Rank: 52.

New Mexico—Clovis

KVII-TV

Ch. 12

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4326.

Studio: See KVII-TV, Amarillo.

Telephones: 505-276-8266; 806-373-1787. Fax: 806-371-7329.

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

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

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

Multichannel TV Sound: Stereo only.

Ownership: Marsh Media Inc. (Group Owner).

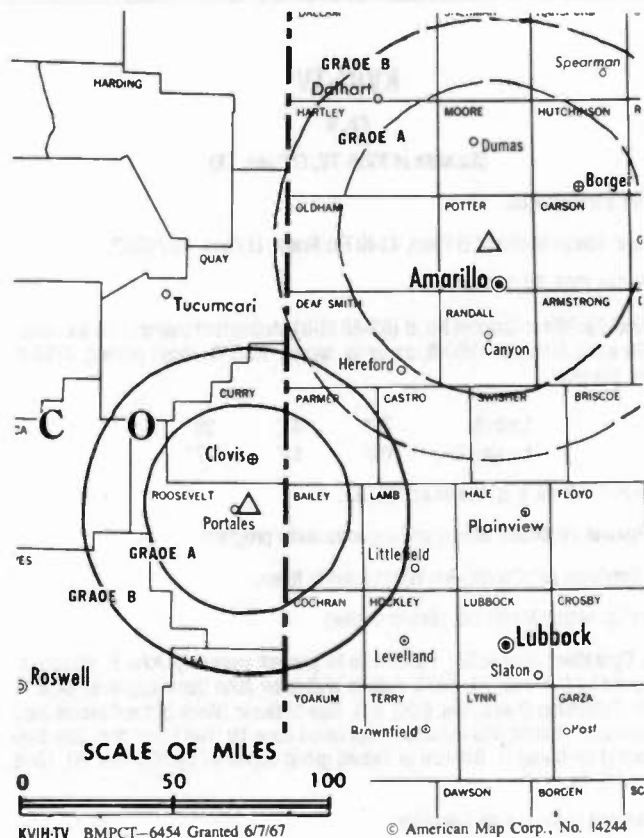
Began Operation: December 2, 1956. Sale to present owner by McAlister Television Enterprises approved by FCC July 28, 1986 (*Television Digest*, Vol. 26:31). Sale to McAlister Television Enterprises by Melvin L. Wheeler approved by FCC March 23, 1979. Sale to Wheeler by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to Bass by Marshall Enterprises Inc. approved Jan. 22, 1964. Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Vol. 15:38, 43).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel: See KVII-TV, Amarillo, TX.



Rates: See KVII-TV, Amarillo, TX.

Arbitron Data: Figures included with KVII-TV, Amarillo, TX.

City of License: Clovis. ADI: Amarillo. Rank: 122.

New Mexico—Farmington

KOBF

Ch. 12

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC.

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

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

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

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

Latitude 36° 41' 43"

Longitude 108° 13' 14"

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

Satellite Earth Station: RCA Americom Ku-band; Avcom receivers.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

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

Represented (sales): Petry Television Inc.

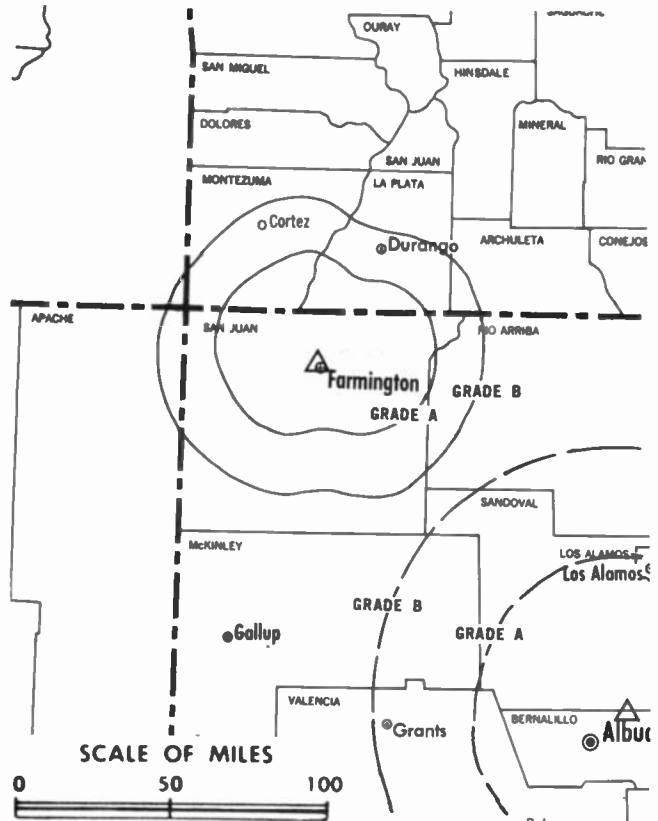
Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

Jerry Danziger, President, KOB-TV.

Steve Henderson, Station Manager.

Scott Michlin, News Director.



KOBF BPCT—830803KE Granted 8/31/83

©American Map Corp., No. 14244

Dan Harlin, Chief Engineer.
Bill Hershey, Production Manager.

Highest 30 Sec. Rate: \$425.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Farmington. ADI: Albuquerque. Rank: 52.

New Mexico—Hobbs

KHFT

Ch. 29

Network Service: None, independent.

Licensee: Hobbs Family Television, 420 N. Turner, Hobbs, NM 88240.

Studio: 420 N. Turner, Hobbs, NM 88240.

Telephone: 505-393-0944. Fax: 505-393-6208.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 8-kw visual, 0.8-kw aural. Antenna: 550-ft. above av. terrain, 536-ft. above ground, 4156-ft. above sea level.

Latitude 32° 43' 28"
Longitude 103° 05' 46"

Transmitter: 2.9-mi. E of Hobbs on Marland Dr.

Satellite Earth Stations: 3 C-band in operation.

Ownership: Hobbs Family Television.

Began Operation: February 1, 1989.

Represented (legal): James Oyster.

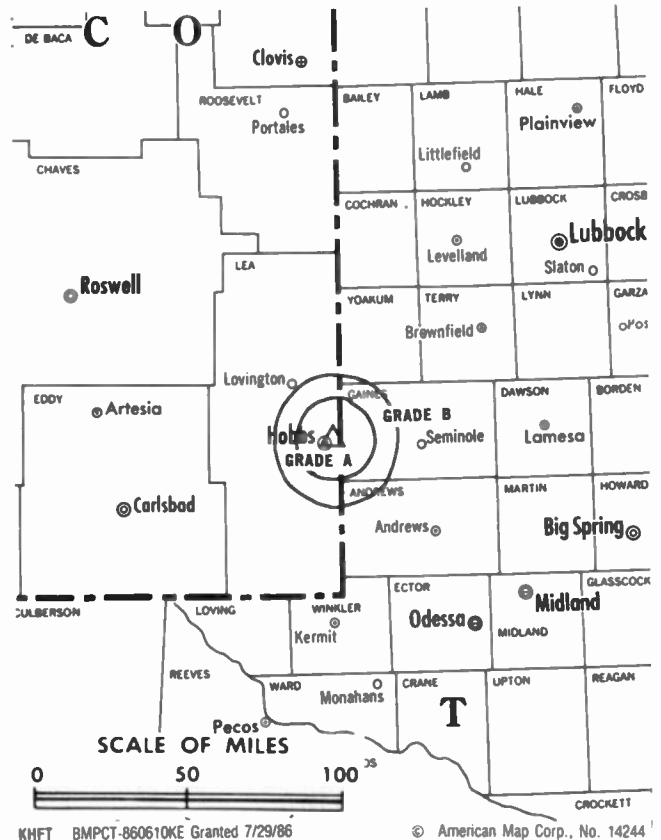
Personnel:

Kimberly Brunson, General Manager.
Mike Coon, Local Sales Manager.
Pete Warren, Chief Engineer.

Rates: On request.

City of License: Hobbs. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | Households % |
|---|--------------|------------------|---------------|--------------|
| NEW MEXICO | | | | |
| Between 5-24% | Lea North | 19,400 | 19,100 | 98 |
| Station Totals | | 19,400 | 19,100 | 98 |
| Net Weekly Circulation (1991) | | | | 2,900 |
| Average Daily Circulation (1991) | | | | 500 |

New Mexico—Las Cruces

KZIA

Ch. 48

Network Service: None, independent.

Licensee: Southwestern Bcstg. Co. Inc., 500 S. Main St., Suite 150, Las Cruces, NM 88001.

Studio: 500 S. Main St., Las Cruces, NM 88001.

Telephone: 505-526-4848. **Fax:** 505-526-0938.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 5000-kw max. visual. Antenna: 440-ft. above av. terrain, 469-ft. above ground, 4590-ft. above sea level.

Latitude 32° 02' 30"
Longitude 106° 27' 41"

Transmitter: 9-mi. ENE of Anthony, 3-mi. E of Rte. 213.

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

Ownership: Southwestern Broadcasting Co. Inc.

Began Operation: November 18, 1984. Sale to present owner by Lynn Dubois, Receiver, approved by FCC Nov. 29, 1989. Sale to Roy E. Henderson by Logan D. Matthews & associates approved by FCC Aug. 6, 1987.

Represented (sales): Roslin TV Sales.

Represented (legal): Southmayd, Powell, Taylor & Bowen.

Personnel:

Robert L. Munoz, President & General Manager.

Sam Kobren, General Sales Manager.

Joel Rickman, Local Sales Manager.

Kerry Cooper, Chief Engineer.

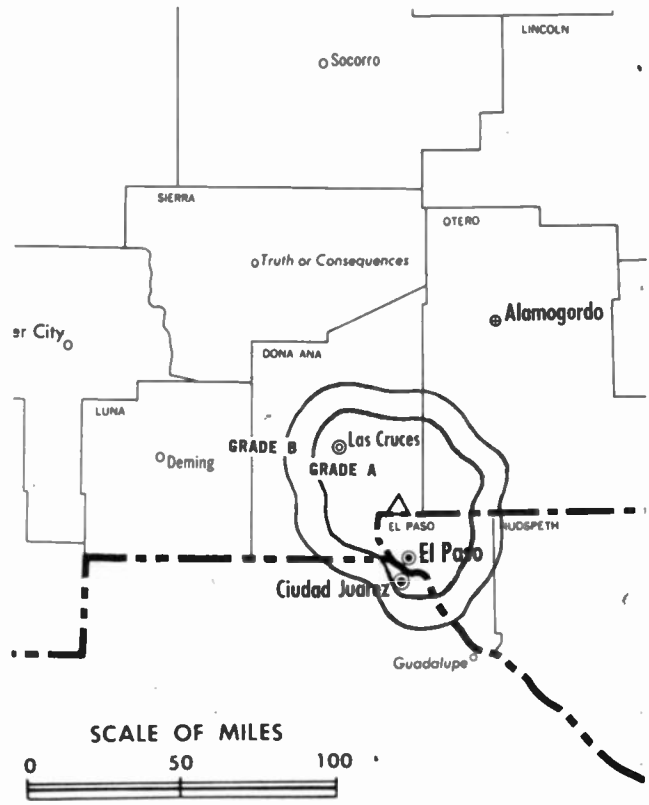
Bill Mitchell, News & Production Director.

Jay Duncan, Program Director.

Highest 30 Sec. Rate: \$112.50.

City of License: Las Cruces. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/91. **TV Homes, TV% and Circulation** ©1991 Arbitron. County coverage based on Arbitron study.



KZIA BMPCT-900514KF Granted 6/13/90

American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|---------------|-----------|
| | NEW MEXICO | | | |
| Between 5-24% | Dona Ana | 47,200 | 45,800 | 97 |
| Station Totals | | 47,200 | 45,800 | 97 |
| Net Weekly Circulation (1991) | | | 11,500 | |
| Average Daily Circulation (1991) | | | 3,800 | |

New Mexico—Roswell

KBIM-TV

Ch. 10

(Satellite of KGGM-TV, Albuquerque, NM)

Network Service: CBS.

Licensee: New Mexico Bcstg. Co. Inc., Box 294, Albuquerque, NM 87103.

Studio: 212-214 N. Main St., Roswell, NM 88201.

Telephone: 505-622-2120. TWX: 510-101-1181. Fax: 505-623-6606.

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

Latitude 33° 03' 20"
Longitude 103° 49' 12"

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

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: New Mexico Broadcasting Co. Inc. (Group Owner).

Began Operation: February 23, 1966. Sale to present owners by Holsum Inc. approved by FCC April 12, 1989.

Represented (sales): Katz Television.

Personnel:

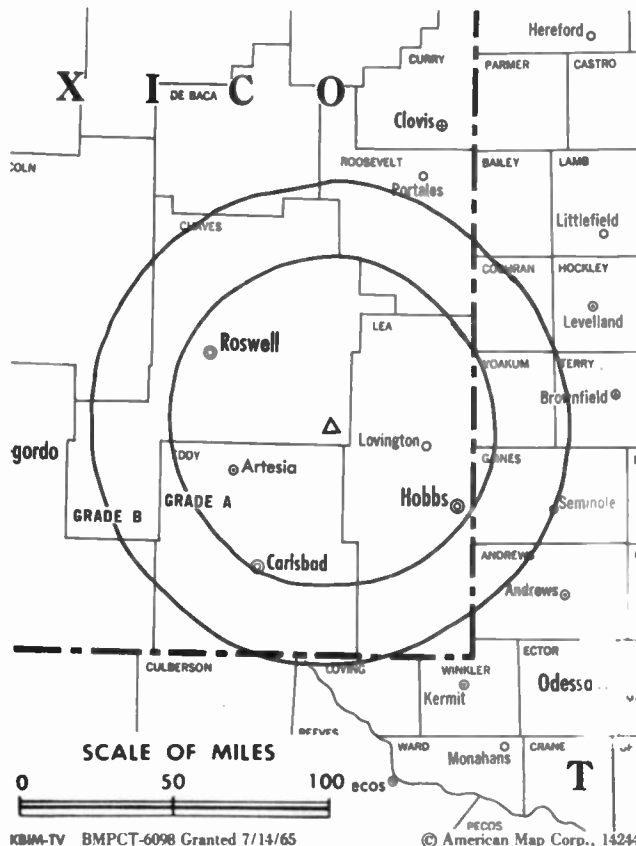
Jack Henry, Station Manager.
Dave Atkins, Director of Engineering.
David Gonzales, News Director.
Cathy Burch, Promotion Director.

Rates: On request.

City of License: Roswell. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over | NEW MEXICO | | | |
| | Chaves | 21,800 | 21,400 | 98 |
| | Curry | 16,300 | 15,900 | 98 |
| | De Baca | 1,100 | 1,100 | 100 |
| | Eddy | 18,800 | 18,400 | 98 |



KBIM-TV BMPCT-6098 Granted 7/14/65

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|----------------|-----------|
| 50% & Over | Lea North | 19,400 | 19,100 | 98 |
| | Lea South | 2,300 | 2,100 | 93 |
| | Lincoln | 6,000 | 5,800 | 97 |
| | Roosevelt | 6,300 | 6,100 | 97 |
| Between 5-24% | NEW MEXICO | | | |
| | Otero | 18,200 | 17,800 | 98 |
| | TEXAS | | | |
| | Gaines | 4,700 | 4,700 | 100 |
| | Hudspeth | 1,000 | 1,000 | 100 |
| Yoakum | 3,600 | 3,600 | 100 | |
| Station Totals | | 119,500 | 117,000 | 98 |
| Net Weekly Circulation (1991) | | | 72,700 | |
| Average Daily Circulation (1991) | | | 40,300 | |

New Mexico—Roswell

KOBR

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC.

Licensee: Stanley S. Hubbard Revocable Trust.

Studio: 124 E. 4th St., Roswell, NM 88201.

Telephone: 505-625-8888. Fax: 505-625-8866.

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

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

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

Satellite Earth Station: RCA Americom, 4.5-meter Ku-band.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: June 24, 1953. Sale to present owner by Caprock Telecasting approved by FCC June 19, 1985. Previous sale by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

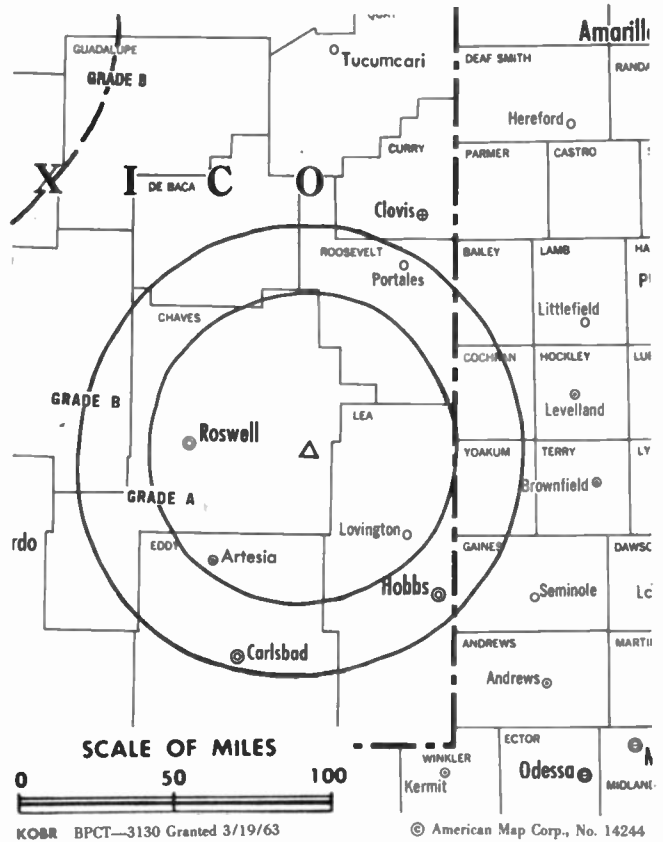
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

Jerry Danziger, President, KOB-TV.

Tim Spinder, Station Manager.

Dave Atkins, Chief Engineer.



John Purvis, News Director.
Dusty Huckabee, Production Manager.

Rates: On request.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Roswell. ADI: Albuquerque. Rank: 52.

New Mexico—Roswell

KRPV

Ch. 27

Network Service: None, independent.

Licensee: Prime Time Christian Bcstg., Box 967, Roswell, NM 88202.

Studio: 2606 S. Main, Roswell, NM 88201.

Telephone: 505-622-5778.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 871-kw max. visual, 87-kw max. aural. Antenna: 441-ft. above av. terrain, 500-ft. above ground, 4007-ft. above sea level.

Latitude 33° 24' 58"
Longitude 104° 33' 59"

Transmitter: 1901 N. Moore, Roswell.

Satellite Earth Stations: Prodelin, 4-meter C-band; Winegard, 3-meter C-band; Drexel, Microdyne receivers.

Ownership: Prime Time Christian Broadcasting Inc. (Group Owner).

Began Operation: September 9, 1986.

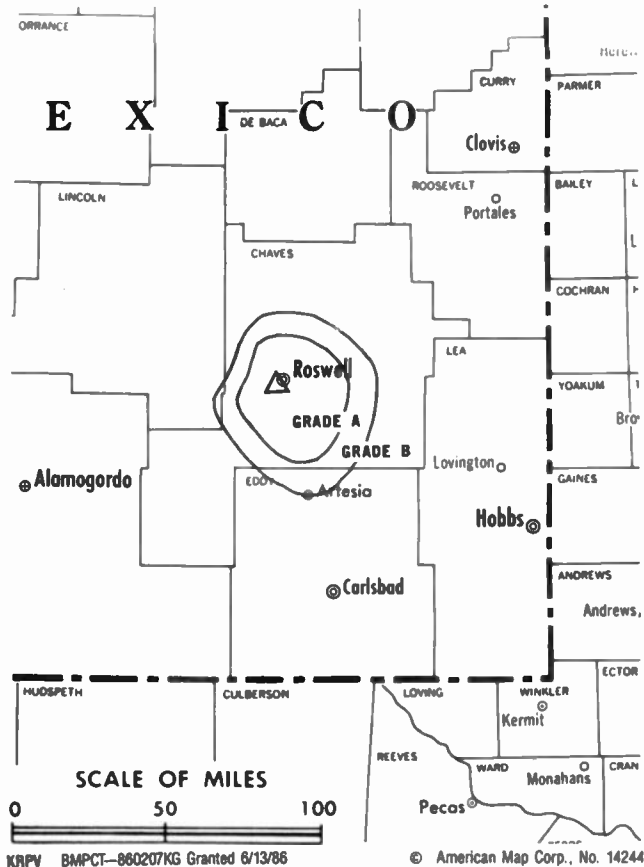
Personnel:

- Al Cooper, General Manager.
- Don Price, General Sales Manager & Director.
- Tommie Cooper, Program Director.
- Amy Bare, Business Manager.
- Eddie H. Sills, Chief Engineer.
- David Whitley, Traffic.

Rates: On request.

City of License: Roswell. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KRPV BMPCT-860207KG Granted 6/13/86

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|--------------|
| Between 5-24% | NEW MEXICO | | | |
| | Chaves | 21,800 | 21,400 | 98 |
| | Roosevelt | 6,300 | 6,100 | 97 |
| Station Totals | | 28,100 | 27,500 | 98 |
| Net Weekly Circulation (1991) | | | | 3,700 |
| Average Daily Circulation (1991) | | | | 1,300 |

New Mexico—Santa Fe

KCHF

Ch. 11

Network Service: None, independent.

Licensee: Son Broadcasting Inc., 4004 Carlisle NE, Box 4338, Albuquerque, NM 87106.

Studio: 216-TV Frontage Rd., HY-14, Santa Fe, NM 87501.

Telephones: 505-473-1111; 505-883-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 263-kw max. visual, 26.3-kw max. aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

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

Transmitter: No Name Mountain E of Jemez Springs.

Satellite Earth Station: Paraclypse, 3-meter; GLR receivers.

News Service: INN.

Ownership: Son Broadcasting Inc.

Began Operation: January 21, 1984.

Represented (engineering): Serge Bergen.

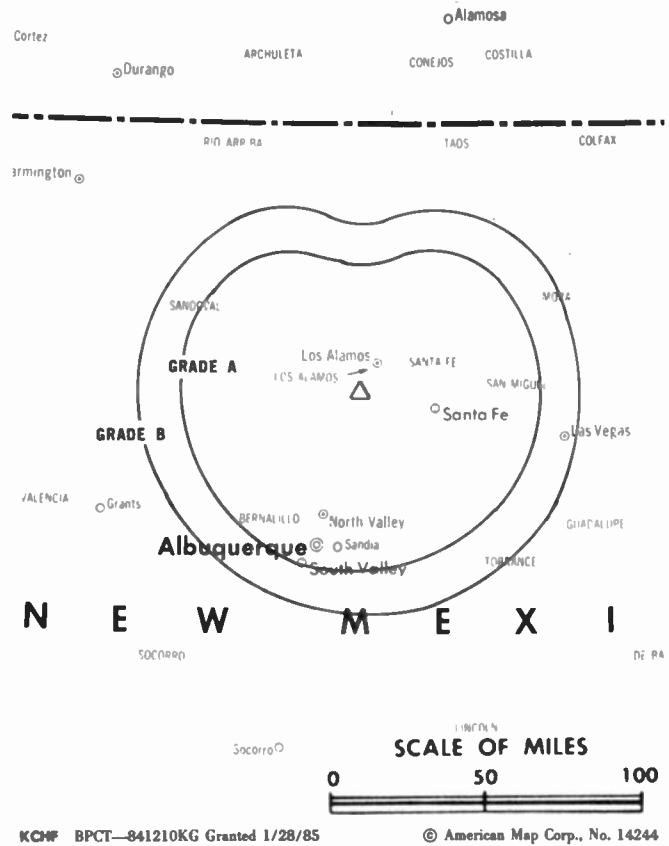
Personnel:

- Blackie Gonzalez, General Manager.
- Jose Gonzales, Sales Manager.
- Mary Kay Gonzales, Program Director.
- Angie Gonzales, Marketing Director.
- Rob Ramseyer, Chief Engineer.

Highest 30 Sec. Rate: \$200.

City of License: Santa Fe. ADI: Albuquerque. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KCHF BPCT—841210KG Granted 1/28/85

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|---------------|-----------|
| | NEW MEXICO | | | |
| Between 5-24% | Mora | 1,500 | 1,300 | 87 |
| | Taos | 7,400 | 6,800 | 92 |
| Station Totals | | 8,900 | 8,100 | 91 |
| Net Weekly Circulation (1991) | | | 4,200 | |
| Average Daily Circulation (1991) | | | 1,000 | |

New Mexico—Santa Fe

KKTO

Ch. 2

Network Service: None, independent.

Licensee: Coronado Communications Co., 301 Clark Ave., No. 880, Las Vegas, NV 89101.

Studio: 1311 Calle Nava, Santa Fe, NM 87501.

Telephones: 505-982-2422; 505-345-2222. **TWX:** 9109970849.

Fax: 505-982-1117.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 89-kw visual, 8.9-kw aural. Antenna: 1970-ft. above av. terrain, 299-ft. above ground, 10,179-ft. above sea level.

Latitude 35° 46' 50"
Longitude 106° 31' 35"

Transmitter: Peralta Ridge, Santa Fe National Forest, 9.3-mi. E of Jemez Springs.

Satellite Earth Stations: Antenna Technology, 5-meter C-band; KLM, 4-meter C-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

Ownership: Sunbelt Broadcasting Co. (Group Owner).

Began Operation: October 31, 1983. Sale to Channel 2 Associates by New Mexico Media Co. approved by FCC Feb. 29, 1984. Sale to present owners approved March 7, 1988.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Kathy Brown, Station Manager & Program Director.

Dick Wellman, Chief Engineer.

John Ungemach, Promotion Director.

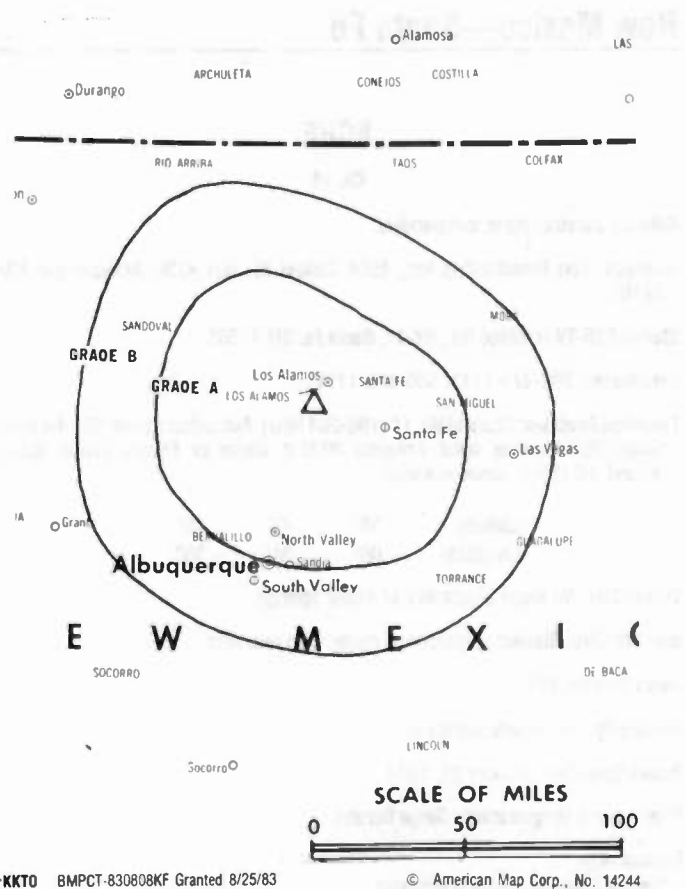
Rosalie Blanchette, Business Manager.

Highest 30 Sec. Rate: \$200.

City of License: Santa Fe. **ADI:** Albuquerque. **Rank:** 52.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49% | COLORADO | | | |
| | Conejos | 2,800 | 2,700 | 96 |
| | NEW MEXICO | | | |
| | Bernalillo | 197,100 | 194,200 | 99 |
| | Los Alamos | 7,600 | 7,500 | 99 |



KKTO BMPCT-830808KF Granted 8/25/83

American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| Between 25-49% | Rio Arriba | 11,400 | 10,700 | 94 |
| | Sandoval | 19,200 | 18,200 | 95 |
| | Santa Fe | 36,900 | 35,900 | 97 |
| | Valencia | 15,600 | 15,400 | 99 |
| Between 5-24% | COLORADO | | | |
| | Rio Grande | 4,000 | 3,800 | 95 |
| | NEW MEXICO | | | |
| | San Juan | 31,000 | 29,300 | 95 |
| | San Miguel | 8,800 | 8,200 | 93 |
| | Taos | 7,400 | 6,800 | 92 |
| | Torrance | 3,600 | 3,500 | 96 |
| Station Totals | | 345,400 | 336,200 | 97 |
| Net Weekly Circulation (1991) | | | | 95,600 |
| Average Daily Circulation (1991) | | | | 32,700 |

New Mexico—Silver City

KWNM-TV

Ch. 10

(Satellite of KOAT-TV, Albuquerque, NM)

Network Service: ABC.

Licensee: KOAT Television Inc., 3801 Carlisle Blvd., NE, Box 25982, Albuquerque, NM 87107.

Studio: See KOAT-TV, Albuquerque.

Telephone: 505-884-7777. Fax: 505-884-6282.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.7-kw visual, 0.87-kw aural. Antenna: 1590-ft. above av. terrain, 111-ft. above ground, 8226-ft. above sea level.

| | | | |
|-----------|------|-----|-----|
| Latitude | 32° | 51' | 46" |
| Longitude | 108° | 14' | 28" |

Transmitter: Pinos Altos Mountain, 1.2-mi. W of Pinos Altos.

Multichannel TV Sound: Stereo only.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 10, 1987.

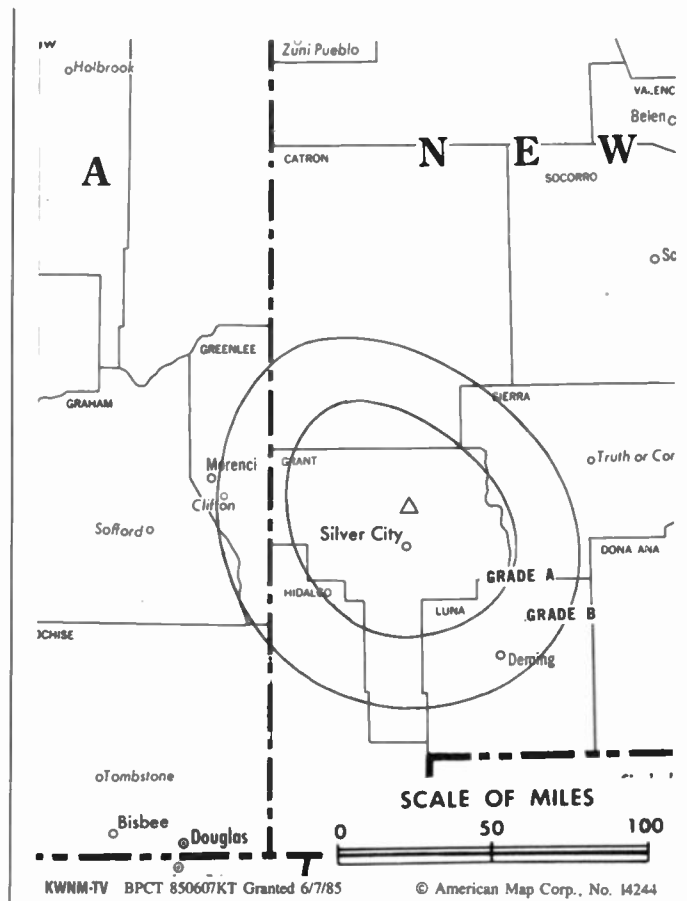
Represented (sales): Blair Television.

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel: See KOAT-TV, Albuquerque, NM.

Rates: Sold with KOAT-TV, Albuquerque, NM.



KWNM-TV BPCT 850607KT Granted 6/7/85

© American Map Corp., No. 14244

Arbitron Data: Included with KOAT-TV, Albuquerque, NM.

City of License: Silver City. ADI: Albuquerque. Rank: 52.

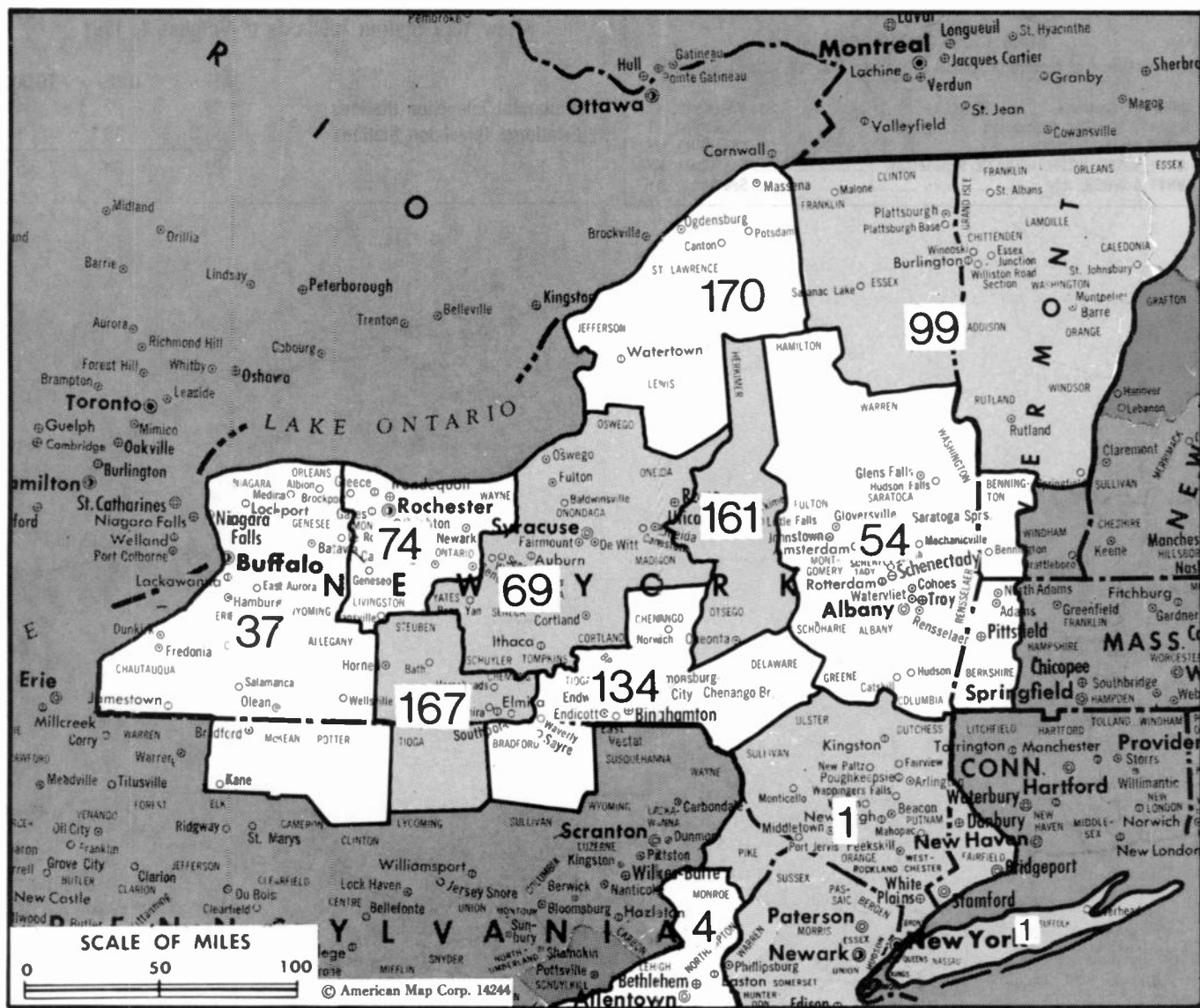
New Mexico

KOAT-TV, Albuquerque (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-------------------|------------------|--------------------------|-----|
| Between 25-49% | NEW MEXICO | | | |
| | Luna | 6,600 | 6,400 | 97 |
| | Mora | 1,500 | 1,300 | 87 |
| Between 5-24% | ARIZONA | | | |
| | Greenlee | 3,000 | 2,900 | 97 |
| | COLORADO | | | |
| | Mineral | 300 | 300 | 100 |
| | NEW MEXICO | | | |
| | Dona Ana | 47,200 | 45,800 | 97 |

KOB-TV, Albuquerque (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-------------------|------------------|--------------------------|-----|
| Between 25-49% | NEW MEXICO | | | |
| | Mora | 1,500 | 1,300 | 87 |
| | Quay | 4,600 | 4,400 | 96 |
| Between 5-24% | COLORADO | | | |
| | Dolores | 600 | 500 | 83 |
| | TEXAS | | | |
| | Yoakum | 3,600 | 3,600 | 100 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|--------------------------------|-------------------------------|------|--|
| New York, NY | 7,075,000 | 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) |
| Philadelphia, PA | 2,736,000 | 4 | KYW-TV (3), WBPH-TV (60), 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) |
| Buffalo, NY | 614,300 | 37 | WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTV (29) |
| Albany-Schenectady-Troy, NY | 491,500 | 54 | WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23) |
| Syracuse, NY | 373,600 | 69 | WIXT (9), WSNR-TV (43), WSTM-TV (3), WSYT (68), WTVH (5) |
| Rochester, NY | 354,100 | 74 | WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31) |
| Burlington, VT-Plattsburgh, NY | 241,600 | 99 | WCAV-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22) |
| Binghamton, NY | 158,600 | 134 | WBNG-TV (12), WICZ-TV (40), WMGC-TV (34) |
| Utica, NY | 101,900 | 161 | WFXV (33), WKTU (2), WUTR (20) |
| Elmira, NY | 84,600 | 167 | WENY-TV (36), WETM-TV (18) |
| Watertown-Carthage, NY | 82,800 | 170 | WWNY-TV (7), WWTI (50) |

New York

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WWNY-TV, Carthage See Watertown, NY
WCAX-TV & WVNY, Plattsburgh See Burlington, VT
WUTR, Rome See Utica, NY
WNYT, WRGB, WTEN, WXXA-TV, Schenectady See Albany, NY
WNYT & WRGB, Troy See Albany, NY

New York Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 22 | 21 | 43 |
| Educational Television Stations | 1 | 13 | 14 |
| | 23 | 34 | 57 |

New York—Albany-Troy-Schenectady

WNYT

Ch. 13

Network Service: NBC.

Licensee: Arsenal M Sub 17 Inc., 200 Elm St., Dedham, MA 02026.

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

Telephone: 518-436-4791. Fax: 518-436-8723.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 174-kw visual, 20.3-kw aural. Antenna: Circularly polarized, 1170-ft. above av. terrain, 738-ft. above ground, 1688-ft. above sea level.

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

Transmitter: Bald Mountain, Brunswick, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; RCA, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: BAF 450B, 2.4-meter Ku-band.

News Services: AP, NBC, UPI, CNN.

Ownership: Viacom Broadcasting Inc. (Group Owner).

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

Represented (sales): TeleRep Inc.

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

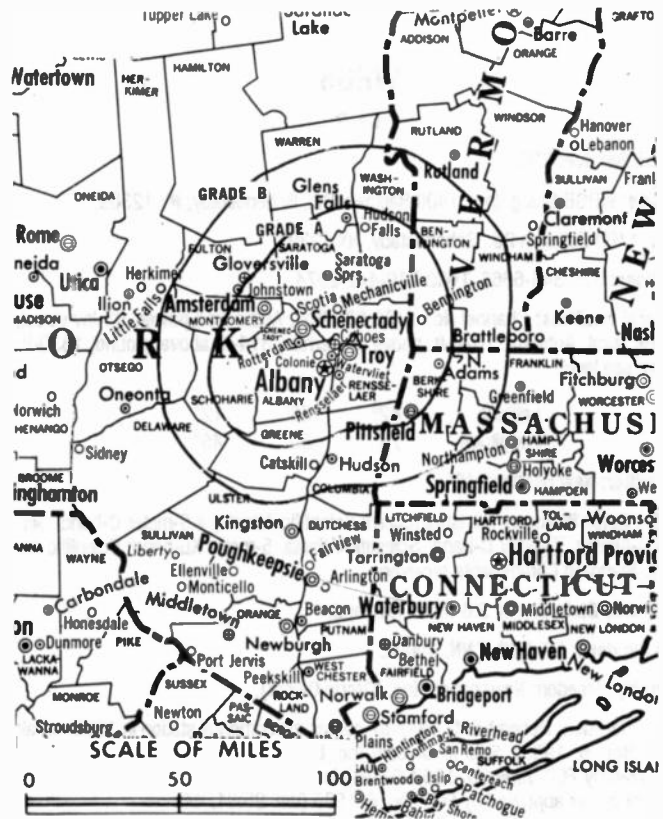
Personnel:

- Donald D. Perry, Vice President & General Manager.
- Tom Blau, Business Manager.
- Karl Davis, Director of Sales.
- Tony McManus, Local Sales Manager.
- Jerry Brehm, National Sales Manager.
- Noelle Wall, Director of Operations.
- Jim Moore, Director of Production.
- Steve Baboullis, News Director.
- Doug Jones, Director of Programming & Public Affairs.
- Linda Cummings, Traffic Manager.
- Richard Klein, Chief Engineer.

Rates: On request.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WNYT BPCT-781228LC Granted 6/20/79

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|----------------|-----------|
| 50% & Over | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | NEW YORK | | | |
| | Albany | 113,000 | 111,300 | 98 |
| | Columbia | 23,900 | 23,500 | 98 |
| | Fulton | 21,200 | 20,900 | 99 |
| | Greene | 17,100 | 16,800 | 98 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| | Schenectady | 59,600 | 58,900 | 99 |
| | Schoharie | 11,300 | 11,100 | 98 |
| | Warren | 21,300 | 20,900 | 98 |
| Washington | 20,000 | 19,700 | 99 | |
| VERMONT | | | | |
| Bennington | 14,500 | 14,200 | 98 | |
| NEW YORK | | | | |
| Hamilton | 1,900 | 1,900 | 97 | |
| Ulster | 63,700 | 62,100 | 98 | |
| VERMONT | | | | |
| Rutland | 24,300 | 23,800 | 98 | |
| Station Totals | | 586,500 | 576,800 | 98 |
| Net Weekly Circulation (1991) | | | 423,100 | |
| Average Daily Circulation (1991) | | | 247,200 | |

New York—Albany-Schenectady-Troy

WRGB

Ch. 6

Network Service: CBS.

Licensee: WRGB Bcstg. Inc., 1400 Balltown Rd., Schenectady, NY 12309.

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

Telephone: 518-346-6666. TWX: 710-442-2974.

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

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

Transmitter: New Scotland, NY.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; Scientific-Atlanta, Standard Components receivers.

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

News Services: AP, CBS, CNN, Conus.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: December 1, 1947 (began as experimental station in 1928; on air since Nov. 6, 1939). Sale to Unicom Inc. by General Electric Broadcasting Co. approved by FCC June 30, 1983 (Television Digest, Vol. 22:48; 23:18). Sale to present owner approved by FCC Jan. 6, 1986 (Vol. 25:31, 44).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

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

Personnel:

- David M. Lynch, Vice President & General Manager.
- Cheryl Snell, General Sales Manager.
- Don Evans, Local Sales Manager.
- Lou Verruto, National Sales Manager.
- Gary Whitaker, News Manager.
- Daniel A. Fiorillo, Engineering Manager.
- Fred Lass, Chief Engineer.
- Terry Walden, Programming Manager.
- Bill Brandt, Promotion Manager.
- Beverly Wittner, Public Affairs Manager.
- William Futrell, Production Manager.
- William A. Rinchik, Controller.

Highest 30 Sec. Rate: \$1750.

City of License: Schenectady. ADI: Albany-Schenectady-Troy. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | NEW YORK | | | |
| | Albany | 113,000 | 111,300 | 98 |
| | Columbia | 23,900 | 23,500 | 98 |



WRGB BPCT-1047 Granted 9/16/52

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | Fulton | 21,200 | 20,900 | 99 |
| | Greene | 17,100 | 16,800 | 98 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| | Schenectady | 59,600 | 58,900 | 99 |
| | Schoharie | 11,300 | 11,100 | 98 |
| | Warren | 21,300 | 20,900 | 98 |
| | Washington | 20,000 | 19,700 | 99 |
| | VERMONT | | | |
| | Bennington | 14,500 | 14,200 | 98 |
| Between 25-49% | NEW YORK | | | |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Ulster | 63,700 | 62,100 | 98 |
| VERMONT | | | | |
| | Rutland | 24,300 | 23,800 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Delaware | 18,300 | 17,700 | 97 |
| | Dutchess | 92,100 | 90,400 | 98 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | VERMONT | | | |
| | Addison | 11,600 | 11,300 | 97 |
| Station Totals | | 755,300 | 742,100 | 98 |
| Net Weekly Circulation (1991) | | | 478,200 | |
| Average Daily Circulation (1991) | | | 294,100 | |

New York—Albany

WTEN

Ch. 10

(Operates satellite WCDC, Adams, MA)

Network Service: ABC.

Licensee: Young Broadcasting of Albany Inc., 599 Lexington Ave., 47th Floor, New York, NY 10022.

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

Telephone: 518-436-4822. Fax: 518-462-6065.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

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

Transmitter: Beaver Dam Rd., Helderberg Mountain, New Scotland.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Avantek, Harris, M/A-Com receivers.

News Services: ABC, AP, NWS, Sports News Satellite, UPI, Weather Services Inc.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: October 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vol. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved Dec. 21, 1977 (Vol. 17:26). Sale by Knight-Ridder to Young Bcstg. approved by FCC Aug. 24, 1989 (Vol. 29:13).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

- Robert Peterson, Vice President & General Manager.
- Connie Scott, Business Manager.
- Michael Funk, General Sales Manager.
- Vera Hope, National Sales Manager.
- Don Decker, News Director.
- Desare Frazier, Community Affairs Director.
- Harold Lansing, Chief Engineer.
- Lynn Riley, Production & Marketing Director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2550.

Arbitron Data: Includes satellite WCDC, Adams, MA.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | NEW YORK | | | |
| | Albany | 113,000 | 111,300 | 98 |
| | Columbia | 23,900 | 23,500 | 98 |
| | Fulton | 21,200 | 20,900 | 99 |
| Greene | 17,100 | 16,800 | 98 | |
| Montgomery | 20,400 | 20,000 | 98 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|----------------------|------------------|----------------|----------------|
| 50% & Over | Rensselaer | 56,100 | 55,100 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| | Schenectady | 59,600 | 58,900 | 99 |
| | Schoharie | 11,300 | 11,100 | 98 |
| | Warren | 21,300 | 20,900 | 98 |
| | Washington | 20,000 | 19,700 | 99 |
| VERMONT | Bennington | 14,500 | 14,200 | 98 |
| | VERMONT | | | |
| Between 25-49% | Rutland | 24,300 | 23,800 | 98 |
| | Windham | 16,700 | 16,000 | 96 |
| Between 5-24% | MASSACHUSETTS | | | |
| | Franklin | 28,000 | 27,200 | 97 |
| | NEW YORK | | | |
| | Delaware | 18,300 | 17,700 | 97 |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Ulster | 63,700 | 62,100 | 98 |
| | VERMONT | | | |
| | Addison | 11,600 | 11,300 | 97 |
| Station Totals | | 707,900 | 694,900 | 98 |
| Net Weekly Circulation (1991) | | | | 467,000 |
| Average Daily Circulation (1991) | | | | 271,500 |

There is no more visible place for your advertising message than the pages of the
Television & Cable Factbook

New York—Albany

WXXA-TV

Ch. 23

Network Service: Fox.

Licensee: Heritage Bcstg. Co. of New York, 815 Central Ave., Albany, NY 12206-1502.

Studio: 815 Central Ave., Albany, NY 12206-1502.

Telephone: 518-438-8700. TWX: 518-438-0090.

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

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

Transmitter: Camp Pinnacle Rd., New Scotland.

Satellite Earth Stations: Andrew, 7-meter C-band; AFC, 3.7-meter Ku-band; Andrew, 4.5-meter C-band; M/A-Com, Microdyne receivers.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: July 30, 1982. Sale to present owners by James D. Boaz, et al., approved by FCC Sept. 12, 1986 (Television Digest, Vol. 26:30).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

- Will Meyl, Vice President & General Manager.
- Kevin O'Kane, General Sales Manager.
- Gary De Luke, Local Sales Manager.
- Sargent Cathrall, Chief Engineer.
- Tim Pennings, Promotion Director.
- Catherine Castracane, Business Manager.

Rates: On request.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NEW YORK | | | | |
| 50% & Over | Albany | 113,000 | 111,300 | 98 |
| | Columbia | 23,900 | 23,500 | 98 |
| | Fulton | 21,200 | 20,900 | 99 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| | Schenectady | 59,600 | 58,900 | 99 |



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

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| MASSACHUSETTS | | | | |
| Between 25-49% | Berkshire | 55,600 | 54,700 | 98 |
| NEW YORK | | | | |
| | Greene | 17,100 | 16,800 | 98 |
| | Schoharie | 11,300 | 11,100 | 98 |
| | Warren | 21,300 | 20,900 | 98 |
| | Washington | 20,000 | 19,700 | 99 |
| VERMONT | | | | |
| | Bennington | 14,500 | 14,200 | 98 |
| NEW YORK | | | | |
| Between 5-24% | Ulster | 63,700 | 62,100 | 98 |
| VERMONT | | | | |
| | Rutland | 24,300 | 23,800 | 98 |
| Station Totals | | 584,600 | 574,900 | 98 |
| Net Weekly Circulation (1991) | | | | 269,900 |
| Average Daily Circulation (1991) | | | | 108,000 |

New York—Binghamton

WBNB-TV

Ch. 12

Network Service: CBS.

Licenses: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

Studio: 50 Front St., Binghamton, NY 13902.

Branch Office: 111-115 N. Main St., Elmira, NY 14901.

Telephone: 607-723-7311. TWX: 510-252-1991. Fax: 607-724-7817.

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

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

Holds CP for change to 168-kw visual, 1210-ft. above av. terrain, 789-ft. above ground, 2554-ft. above sea level. BPCT-8703313L.

Transmitter: Ingraham Hill Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

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

Represented (sales): Blair Television.

Represented (engineering): Smith & Powstenko.

Personnel:

John S. Mucha, Vice President & General Manager.
Don Barr, Local Sales Manager.
Bob Krummenacker, Regional Sales Manager.
Joseph P. McNamara, National Sales Manager.
Paul Daffinee, News Director.
Mark Prutisto, Program Manager.
Ron Shoemaker, Chief Engineer.
Veronika Lineberry, Marketing Director.

Highest 30 Sec. Rate: \$3000.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Broome | 80,200 | 79,100 | 99 |
| | Chemung | 34,400 | 33,700 | 98 |
| | Chenango | 19,300 | 18,900 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Tioga | 19,100 | 18,800 | 98 |
| | Tompkins | 32,100 | 30,800 | 96 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | PENNSYLVANIA | | | |
| | Bradford | 24,700 | 24,200 | 98 |
| | Tioga | 15,200 | 14,800 | 97 |
| Between 25-49% | NEW YORK | | | |
| | Cortland | 17,100 | 16,800 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| | Sullivan | 26,200 | 25,500 | 97 |
| | PENNSYLVANIA | | | |
| | Sullivan | 2,300 | 2,200 | 96 |
| | Susquehanna | 15,800 | 15,500 | 98 |
| | Wyoming | 10,700 | 10,500 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Seneca | 12,000 | 11,900 | 99 |
| | PENNSYLVANIA | | | |
| | Wayne | 16,000 | 15,500 | 97 |
| Station Totals | | 408,400 | 399,500 | 98 |
| Net Weekly Circulation (1991) | | | | 247,100 |
| Average Daily Circulation (1991) | | | | 151,600 |

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

Call Lynn Levine
202-872-9200

New York—Binghamton

WICZ-TV

Ch. 40

Network Service: NBC.

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

Studio: 4600 Vestal Pkwy. E, Vestal, NY 13850.

Mailing Address: Box 1626, Binghamton, NY 13902.

Telephone: 607-770-4040. TWX: 607-772-0240.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 468.3-kw max. visual, 37-kw aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

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

Ownership: Stainless Broadcasting Co. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- John Hurley, General Manager.
- John Leet, General Sales Manager.
- Gino Ricciardelli, Vice President, Engineering.
- Dean Adams, News Director.
- Christine Lomanaco, Program Director.
- Vernon Rowlands, Promotion Director.
- Virginia Jurik, Business Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$400.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Broome | 80,200 | 79,100 | 99 |
| | Tioga | 19,100 | 18,800 | 98 |
| | PENNSYLVANIA | | | |
| | Sullivan | 2,300 | 2,200 | 96 |



WICZ-TV BPCT-890801KH Granted 8/29/89

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|-----------|
| Between 25-49% | NEW YORK | | | |
| | Chenango | 19,300 | 18,900 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| Between 5-24% | PENNSYLVANIA | | | |
| | Bradford | 24,700 | 24,200 | 98 |
| | NEW YORK | | | |
| | Chemung | 34,400 | 33,700 | 98 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | PENNSYLVANIA | | | |
| | Susquehanna | 15,800 | 15,500 | 98 |
| | Tioga | 15,200 | 14,800 | 97 |
| Wayne | 16,000 | 15,500 | 97 | |
| Wyoming | 10,700 | 10,500 | 98 | |
| Station Totals | | 363,700 | 355,800 | 98 |
| Net Weekly Circulation (1991) | | | 130,400 | |
| Average Daily Circulation (1991) | | | 60,000 | |

New York—Binghamton

WMGC-TV

Ch. 34

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 17 Kraft Ave., Bronxville, NY 10708.

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

Telephone: 607-723-7464. Fax: 607-723-1034.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1490-kw max. visual, 149-kw max. aural. Antenna: 1293-ft. above av. terrain, 553-ft. above ground, 2243-ft. above sea level.

Latitude 42° 03' 39"
Longitude 75° 56' 36"

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

Satellite Earth Stations: Andrew, 4.5-meter C-band; Comtech, 4-meter C-band; Scientific-Atlanta, 4-meter C-band; Harris, 3-meter Ku-band; RCA, 3-meter Ku-band; Avantek, Drake, Microwave Assoc., Scientific-Atlanta receivers.

News Service: AP.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

Began Operation: November 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscornb (53.13%) and James E. Greeley (10.4%) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:34). Sale to Pinnacle Communications Inc. approved Aug. 7, 1978. Sale to present owners approved Aug. 6, 1986.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

Phil Lombardo, President.
Tony McMahon, Vice President & General Manager.
Rob Gilbert, General Sales Manager.
Martha Cameron, News Director.
Brian Durham, Business Manager.
Ray Russ, Chief Engineer.
William Luxford, Operations Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$200.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Broome | 80,200 | 79,100 | 99 |
| | Tioga | 19,100 | 18,800 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| Between 25-49% | NEW YORK | | | |
| | Chenango | 19,300 | 18,900 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| | PENNSYLVANIA | | | |
| Between 5-24% | NEW YORK | | | |
| | Chemung | 34,400 | 33,700 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Otsego | 21,900 | 21,400 | 98 |
| Station Totals | PENNSYLVANIA | | | |
| | Sullivan | 2,300 | 2,200 | 96 |
| | Susquehanna | 15,800 | 15,500 | 98 |
| | Tioga | 15,200 | 14,800 | 97 |
| Net Weekly Circulation (1991) | | 268,300 | 263,100 | 98 |
| Average Daily Circulation (1991) | | | | 107,900 |
| | | | | 48,800 |

New York—Buffalo

WGRZ-TV

Ch. 2

Network Service: NBC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 259 Delaware Ave., Buffalo, NY 14202.

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

Telephone: 716-856-1414. TWX: 710-522-1729. Fax: 716-849-5703.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 996-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"
Longitude 78° 33' 48"

Transmitter: Warner Hill Rd., South Wales, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 9-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

News Services: AP, CNN, LPN, NBC, UPI.

Ownership: Tak Communications Inc., Debtor-in-Possession (Group Owner).

Began Operation: August 14, 1954. Sale to Robert N. Smith, William S. Reyner, George D. Lilly, et al. approved by FCC July 31, 1986 (Television Digest, Vol. 26:13; 40). Assignment to General Cinema Corp. from Taft Bcstg. in exchange for WCIX(TV), Miami, FL approved by FCC Feb. 24, 1983. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Sale to present owner approved June 24, 1988 (Vol. 28:19).

Represented (sales): Katz Television; Radio-Television Representatives Ltd. (Canada).

Represented (legal): Cohn & Marks.

Personnel:

Thomas Hartman, President & General Manager.
Kathy Lundquist, Controller.
Jeff Foyes, General Sales Manager.
Tim Busch, National Sales Manager.
David Baer, News Director.
Larry Floss, Manager of Engineering.
Carla Contino, Program Director.
Peggy Penders, Promotion Director.
Marilyn Campana, Traffic Manager.
Judy Grady, Marketing Director.
Gary Letgers, Operations Manager.

Highest 30 Sec. Rate: \$3000.

City of License: Buffalo. ADI: Buffalo. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WGRZ-TV BPCT-3826 Granted 12/13/66

© American Map Corp. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Chautauqua | 54,300 | 53,400 | 98 |
| | Erie | 361,300 | 357,500 | 99 |
| | Genesee | 21,700 | 21,500 | 99 |
| | Niagara | 81,400 | 80,600 | 99 |
| Orleans | 14,500 | 14,200 | 98 | |
| Wyoming | 14,000 | 13,900 | 99 | |
| PENNSYLVANIA | Mc Kean | 18,100 | 17,700 | 98 |
| | Potter | 7,000 | 6,800 | 97 |
| Between 25-49% | PENNSYLVANIA | | | |
| | Cameron | 2,800 | 2,800 | 100 |
| | Warren | 17,400 | 16,900 | 97 |
| Between 5-24% | NEW YORK | | | |
| | Livingston | 20,500 | 20,200 | 99 |
| | Steuben | 36,600 | 35,900 | 98 |
| Station Totals | | 698,100 | 688,900 | 99 |
| Net Weekly Circulation (1991) | | | | 545,600 |
| Average Daily Circulation (1991) | | | | 320,500 |

New York—Buffalo

WIVB-TV

Ch. 4

Network Service: CBS.

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

Studio: 2077 Elmwood Ave., Buffalo, NY 14207.

Telephone: 716-874-4410. Fax: 716-879-4896.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"
Longitude 78° 37' 33"

Transmitter: Colden, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Microdyne, 7-meter C-band; Microwave General, 6-meter C-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, Sportsticker, UPL

Ownership: Buffalo Broadcasting Co. Inc.

Began Operation: May 14, 1948. Sale to Howard Publications Inc. by Buffalo Evening News approved by FCC Sept. 16, 1977 (Television Digest, Vol. 17:22). Sale to present owner approved Oct. 13, 1988 (vol. 28:26).

Represented (sales): TeleRep Inc.; Canadian Communications Co. (Canada).

Personnel:

Gary R. Nielsen, Vice President & General Manager.

Jack Lyons, Sales Director.

Ken Britton, Director of Engineering.

Tony Ballew, News Director.

Sarah L. Lewis, Community Services Director.

Twila Henneberger, Director, Program Operations.

John Glomb, Controller.

Dale Bluestein, Director of Programming & Marketing.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1461.

City of License: Buffalo. ADI: Buffalo. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Chautauqua | 54,300 | 53,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|----------------|------------------|---------------|---------|
| 50% & Over | Erie | 361,300 | 357,500 | 99 |
| | Genesee | 21,700 | 21,500 | 99 |
| | Niagara | 81,400 | 80,600 | 99 |
| | Orleans | 14,500 | 14,200 | 98 |
| | Wyoming | 14,000 | 13,900 | 99 |
| | PENNSYLVANIA | | | |
| | Mc Kean | 18,100 | 17,700 | 98 |
| | Potter | 7,000 | 6,800 | 97 |
| | Warren | 17,400 | 16,900 | 97 |
| | Between 25-49% | NEW YORK | | |
| Steuben | | 36,600 | 35,900 | 98 |
| PENNSYLVANIA | | | | |
| Cameron | 2,800 | 2,800 | 100 | |
| Between 5-24% | NEW YORK | | | |
| | Livingston | 20,500 | 20,200 | 99 |
| Station Totals | | 698,100 | 688,900 | 99 |
| Net Weekly Circulation (1991) | | | | 547,900 |
| Average Daily Circulation (1991) | | | | 322,100 |

New York—Buffalo

WKBW-TV

Ch. 7

Network Service: ABC.

Licensee: Queen City Broadcasting of New York Inc., 7 Broadcast Plaza, Buffalo, NY 14202.

Studio: 7 Broadcast Plaza, Buffalo, NY 14202.

Telephone: 716-845-6100. TWX: 710-522-1846. Fax: 716-842-1855.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"
Longitude 78° 37' 12"

Transmitter: E of Center St., Colder, NY.

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI.

Ownership: Queen City Broadcasting of New York Inc.

Began Operation: November 30, 1958. Sale to present owners by Capital Cities Communications Inc. approved by FCC Nov. 14, 1985, consummated Jan. 1986 (Television Digest, Vol. 25:30, 32).

Represented (sales): Pety Television.

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

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

Personnel:

Paul J. Cassidy, President & General Manager.
Cliff Fisher, Vice President & General Sales Manager.
Ken Koller, Vice President & Chief Financial Officer.
Paul Cunningham, Local Sales Manager.
Sarah Norat-Phillips, Director, Syndication & Public Affairs.
Don Holland, Vice President, Engineering & Operations.
Lou Rera, Director, Creative Services.
John DiScullo, Director, Promotion & Marketing.

Highest 30 Sec. Rate: \$9,000.

NETWORK BASE HOURLY RATE: \$2350.

City of License: Buffalo. ADI: Buffalo. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Chautauqua | 54,300 | 53,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | Erie | 361,300 | 357,500 | 99 |
| | Genesee | 21,700 | 21,500 | 99 |
| | Niagara | 81,400 | 80,600 | 99 |
| | Orleans | 14,500 | 14,200 | 98 |
| | Wyoming | 14,000 | 13,900 | 99 |
| PENNSYLVANIA | | | | |
| | Cameron | 2,800 | 2,800 | 100 |
| | Mc Kean | 18,100 | 17,700 | 98 |
| | Potter | 7,000 | 6,800 | 97 |
| | Warren | 17,400 | 16,900 | 97 |
| NEW YORK | | | | |
| Between 25-49% | Steuben | 36,600 | 35,900 | 98 |
| NEW YORK | | | | |
| Between 5-24% | Livingston | 20,500 | 20,200 | 99 |
| PENNSYLVANIA | | | | |
| | Elk | 14,100 | 13,900 | 99 |
| Station Totals | | 712,200 | 702,800 | 99 |
| Net Weekly Circulation (1991) | | | 573,400 | |
| Average Daily Circulation (1991) | | | 366,300 | |

New York—Buffalo

WNYB-TV

Ch. 49

Network Service: None, independent.

Licensee: Tri-State Christian TV Inc., Box 1010, Marion, IL 62959.

Studio: 699 Hertel Ave., Buffalo, NY 14207-2341.

Telephone: 716-875-4919. Fax: 716-875-9229.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4932-kw max. visual, 493-kw max. aural. Antenna: 1235-ft. above av. terrain, 1049-ft. above ground, 2420-ft. above sea level.

Latitude 42° 46' 58"
Longitude 78° 27' 28"

Transmitter: 2034 Folsomdale Rd., Cowlesville, NY.

Multichannel TV Sound: Separate audio program.

Satellite Earth Station: United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Tri-State Christian TV Inc. (Group Owner).

Began Operation: September 1, 1987. Sale to present owner by Niagara Frontier Bcstg. Partnership approved by FCC Oct. 19, 1989 (Television Digest, Vol. 29:36).

Represented (legal): May & Dunne, Chartered.

Personnel:

Kathy Lundquist, General Manager.

Sue Salamone, Traffic Manager.

Jon Bivin, Chief Engineer.

Tom Gaulin, Production Coordinator.

Rates: On request.

City of License: Buffalo. ADI: Buffalo. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24% | NEW YORK | | | |
| | Chautauqua | 54,300 | 53,400 | 98 |
| | Erie | 361,300 | 357,500 | 99 |
| | Genesee | 21,700 | 21,500 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| Between 5-24% | Niagara | 81,400 | 80,600 | 99 |
| | Orleans | 14,500 | 14,200 | 98 |
| | Wyoming | 14,000 | 13,900 | 99 |
| Station Totals | | 547,200 | 541,100 | 99 |
| Net Weekly Circulation (1991) | | | 73,800 | |
| Average Daily Circulation (1991) | | | 25,400 | |

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New York—Buffalo

WUTV

Ch. 29

Network Service: Fox.

Licensee: ACT III Bcstg. of Buffalo Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30278.

Studio: 951 Whitehaven Rd., Grand Island, NY 14072.

Telephone: 716-773-7531. TWX: 710-260-1359. Fax: 716-773-5753.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"
Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, NY.

Satellite Earth Stations: Microdyne, 5-meter KU-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter KU-band; Harris, 3-meter C-band; DX Antenna, M/A-Corn, Microdyne, Standard Communications receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: December 21, 1970. Sale to present owner by Citadel Communications approved by FCC June 13, 1990 (Television Digest, Vol. 29:36; 30:26). Sale to Citadel by Whitehaven Entertainment approved Aug. 31, 1984 (Vol. 24:29). Sale to Whitehaven by Herman Pease, et al., approved August 31, 1984. Sale to Herman Pease, et al., by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved Feb. 10, 1978 (Vol. 17:31).

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

- Willard J. Stone, General Manager.
- John Friend, General Sales Manager.
- Jim Dimino, Local Sales Manager.
- Robert French, National Sales Manager.
- Lee McEnery, Promotion Director.
- Dennis J. Majewicz, Chief Engineer.
- Lois Ringle, Program Director.
- Robert Bart, Business Manager.
- Ken Kaszubowski, Operations Manager.

Highest 30 Sec. Rate: \$300.

City of License: Buffalo. ADI: Buffalo. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | NEW YORK | | | |
| | Erie | 361,300 | 357,500 | 99 |
| | Niagara | 81,400 | 80,600 | 99 |
| Between 25-49% | NEW YORK | | | |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Genesee | 21,700 | 21,500 | 99 |
| | Orleans | 14,500 | 14,200 | 98 |
| | Wyoming | 14,000 | 13,900 | 99 |
| Between 5-24% | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Chautauqua | 54,300 | 53,400 | 98 |
| | Livingston | 20,500 | 20,200 | 99 |
| | PENNSYLVANIA | | | |
| | Warren | 17,400 | 16,900 | 97 |
| Station Totals | | 633,600 | 625,700 | 99 |
| Net Weekly Circulation (1991) | | | | 275,800 |
| Average Daily Circulation (1991) | | | | 107,200 |

New York—Elmira

WENY-TV

Ch. 36

Network Service: ABC.

Licensee: WENY Inc., Box 208, Elmira, NY 14902.

Studio: 596 Old Ithaca Rd., Horseheads, NY 14845.

Telephone: 607-739-3636.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

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

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

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

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

News Service: AP.

Ownership: Howard Green Group (Group Owner).

Began Operation: November 19, 1969.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Lohnes & Culver.

Personnel:

Howard L. Green, Executive Vice President.

Patrick M. Parish, General Manager.

Meade Murtland, Station & General Sales Manager.

Vaughn Richardson, Chief Engineer.

Dan Johnson, News Director.

Paul Zylowski, Production Director.

Highest 30 Sec. Rate: \$260.

City of License: Elmira. ADI: Elmira. Rank: 167.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Chemung | 34,400 | 33,700 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Steuben | 36,600 | 35,900 | 98 |
| | PENNSYLVANIA | | | |
| | Tioga | 15,200 | 14,800 | 97 |



WENY-TV BMPCT-7044 Granted 8/20/69

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------------------|------------------|----------------|-----------|
| Between 25-49% | PENNSYLVANIA Bradford | 24,700 | 24,200 | 98 |
| | NEW YORK | | | |
| Between 5-24% | Tioga | 19,100 | 18,800 | 98 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | PENNSYLVANIA | | | |
| | Potter | 7,000 | 6,800 | 97 |
| | Sullivan | 2,300 | 2,200 | 96 |
| Station Totals | | 177,900 | 173,500 | 98 |
| Net Weekly Circulation (1991) | | | 84,600 | |
| Average Daily Circulation (1991) | | | 42,400 | |

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New York—Elmira-Corning

WETM-TV

Ch. 18

Network Service: NBC.

Licensee: Smith Television of New York Inc., 1211 Townsend, Birmingham, MI 48009.

Studio: One Broadcast Center, Elmira, NY 14901.

Mailing Address: Box 1207, Elmira, NY 14902.

Telephone: 313-642-2208. TWX: 710-541-0075. Fax: 607-734-1176.

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comsat, 8-meter Ku-band; 4-meter C-band; 3-meter Ku-band; ChannelMaster receivers.

News Service: UPI.

Ownership: Smith Broadcasting Group Inc. (Group Owner); William S. Reyner Jr. (Group Owner); Robert N. Smith.

Began Operation: September 10, 1956. Sale to present owner by Times Mirror Co. approved by FCC April 17, 1986 (Television Digest, Vol. 26:17). Previous sale by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Vol. 18:50; 19:19).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Robert N. Smith, President.
Robert Grissom, Vice President & General Manager.
Jack Kelley, Local Sales Manager.
Crawford Hurley, News Director.
Heather Wingate, Program & Promotion Director.
Margaret Williams, Business Manager.
Chris Zell, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$250.

City of License: Elmira. ADI: Elmira. Rank: 167.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|---------------|
| 50% & Over | NEW YORK | | | |
| | Chemung | 34,400 | 33,700 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Steuben | 36,600 | 35,900 | 98 |
| | PENNSYLVANIA | | | |
| | Tioga | 15,200 | 14,800 | 97 |
| Between 25-49% | PENNSYLVANIA | | | |
| | Bradford | 24,700 | 24,200 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Tioga | 19,100 | 18,800 | 98 |
| | Yates | 8,800 | 8,600 | 98 |
| | PENNSYLVANIA | | | |
| | Potter | 7,000 | 6,800 | 97 |
| | Sullivan | 2,300 | 2,200 | 96 |
| Station Totals | | 172,400 | 168,700 | 98 |
| Net Weekly Circulation (1991) | | | | 87,900 |
| Average Daily Circulation (1991) | | | | 51,000 |

New York—Jamestown

WTJA

Ch. 26

Network Service: None, independent.

Licensee: Jamestown TV Assoc., 401 W. Kirkpatrick St., Syracuse, NY 13250-0095.

Telephone: 315-472-0200.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 715-kw max. visual. Antenna: 597-ft. above av. terrain, 427-ft. above ground, 2057-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 42° | 05' | 06" |
| Longitude | 79° | 17' | 23" |

Holds CP for change to 461-kw max. visual. BPCT-890512KF.

Transmitter: 2 Orchard Rd., Ellicott.

Ownership: Jamestown TV Assoc.

Began Operation: September 24, 1988.

Represented (legal): James L. Oyster.

Personnel:

Craig Fox, General Manager.

Rates: On request.

Arbitron Data: Not available.



WTJA BPCT-890512KF Granted 6/20/90 © American Map Corp., No. 14244

City of License: Jamestown. ADI: Buffalo. Rank: 37.

New York—Kingston

WTZA

Ch. 62

Network Service: None, independent.

Licensee: WTZA-TV Assoc., 721 Broadway, Box 1609, Kingston, NY 12401.

Studios: 721 Broadway, Kingston, NY 12401; 800 Y St., Newburgh, NY 12550.

Telephone: 914-339-6200. **Fax:** 914-339-6264.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1962-ft. above av. terrain, 299-ft. above ground, 3219-ft. above sea level.

Latitude 42° 05' 06"
Longitude 74° 06' 00"

Transmitter: Overlook Mountain, Woodstock.

Satellite Earth Stations: Harris, 6.1-meter; M/A-Com Ku-band; Harris, M/A-Com receivers.

News Services: AP, CNN, NYT.

Ownership: WTZA-TV Associates.

Began Operation: December 15, 1985.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Edward P. Swyer, Managing Partner & Chief Executive Officer.

David Earle, General Manager.

Art DePasqua, Sales Director.

Laurence Siragusa, Local Sales Manager.

Jan Chomiak, National Sales Manager.

Henry Marcotte, News Director.

Steve Houk, Promotion Director.

Kathy Yanas, Director of Community Relations.

Leslie Dawson, Business Manager.

Michael Shovan, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$300.

City of License: Kingston. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WTZA BMPCT-850529KF Granted 9/4/85 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| Between 25-49% | NEW YORK | | | |
| | Columbia | 23,900 | 23,500 | 98 |
| | Dutchess | 92,100 | 90,400 | 98 |
| | Greene | 17,100 | 16,800 | 98 |
| Between 5-24% | Ulster | 63,700 | 62,100 | 98 |
| | NEW YORK | | | |
| | Orange | 99,900 | 98,200 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | Sullivan | 26,200 | 25,500 | 97 |
| Station Totals | | 379,000 | 371,600 | 98 |
| Net Weekly Circulation (1991) | | | | 103,000 |
| Average Daily Circulation (1991) | | | | 36,500 |

New York—New York

WABC-TV

Ch. 7

Network Service: ABC.

Licensee: American Bcstg. Companies Inc., 7 Lincoln Square, New York, NY 10023.

Studio: 7 Lincoln Square, New York, NY 10023.

Telephone: 212-887-7777.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 64.6-kw visual, 6.46-kw aural. Antenna: 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level.

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

Transmitter: World Trade Center.

Satellite Earth Stations: Andrew, 5.6-meter Ku-band; Vertex, 4.7-meter Ku-band; Andrew, W/A-Com receivers.

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

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

News Services: ABC, AP, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

Began Operation: August 10, 1948.

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (engineering): Smith & Powstenko.

Personnel:

- Walter C. Liss, President & General Manager.
- Thomas Kane, General Sales Manager.
- Iris Osman, Local & National Sales Manager.
- Scott Simensky, Local & National Sales Manager.
- Henry S. Florsheim, Director of News.
- James Baker, Director of Engineering.
- Cliff Love, Director of Community Affairs.
- Richard R. Graham, Director of Finance & Business Affairs.
- Art Moore, Program Director.
- Brigitte McCray, Director of Creative Services.
- Sylvia Hueston, Director of Community Relations.
- Anna Carbonell, Press Information Manager.
- Rob Battles, Promotion Director.
- Patricia Liguori, Research Director.
- Grace Frisone, Assistant Research Director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|----|
| 50% & Over | CONNECTICUT | | | |
| | Fairfield | 301,900 | 298,700 | 99 |
| | NEW JERSEY | | | |
| | Bergen | 317,600 | 315,700 | 99 |
| | Essex | 313,800 | 309,700 | 99 |
| | Hudson | 213,200 | 210,700 | 99 |
| | Hunterdon | 36,300 | 35,800 | 99 |
| | Mercer | 122,200 | 120,600 | 99 |
| | Middlesex | 237,800 | 235,900 | 99 |
| | Monmouth | 210,500 | 208,400 | 99 |
| | Morris | 150,700 | 149,700 | 99 |
| | Ocean | 174,400 | 172,800 | 99 |
| | Passaic | 170,100 | 168,400 | 99 |
| | Somerset | 83,700 | 83,000 | 99 |
| | Sussex | 46,200 | 45,500 | 98 |
| | Union | 189,100 | 187,700 | 99 |
| | Warren | 33,800 | 33,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|------------------|-----------|
| 50% & Over | NEW YORK | | | |
| | Bronx | 472,700 | 466,000 | 99 |
| | Dutchess | 92,100 | 90,400 | 98 |
| | Kings | 911,700 | 897,000 | 98 |
| | Nassau | 452,100 | 449,800 | 99 |
| | New York | 786,400 | 750,400 | 95 |
| | Orange | 99,900 | 98,200 | 98 |
| | Putnam | 29,400 | 29,000 | 99 |
| | Queens | 761,000 | 753,800 | 99 |
| | Richmond | 133,600 | 132,500 | 99 |
| | Rockland | 86,900 | 85,800 | 99 |
| | Suffolk | 435,100 | 431,200 | 99 |
| Sullivan | 26,200 | 25,500 | 97 | |
| Ulster | 63,700 | 62,100 | 98 | |
| Westchester | 325,900 | 322,400 | 99 | |
| Between 25-49% | CONNECTICUT | | | |
| | New Haven | 300,800 | 297,100 | 99 |
| | NEBRASKA | | | |
| Boyd | 1,300 | 1,300 | 100 | |
| OHIO | Morgan | 5,200 | 5,100 | 97 |
| | PENNSYLVANIA | | | |
| Pike | 11,100 | 10,800 | 97 | |
| Wayne | 16,000 | 15,500 | 97 | |
| Between 5-24% | ALABAMA | | | |
| | Lowndes | 4,200 | 4,100 | 98 |
| | Randolph | 7,700 | 7,600 | 99 |
| | ARKANSAS | | | |
| | Little River | 5,100 | 5,000 | 98 |
| Stone | 4,000 | 3,900 | 97 | |
| (Continued on page A-814) | | | | |
| Station Totals | | 8,105,700 | 7,983,800 | 98 |
| Net Weekly Circulation (1991) | | | 6,522,000 | |
| Average Daily Circulation (1991) | | | 3,922,700 | |

New York—New York

WCBS-TV

Ch. 2

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

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

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

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 21.4-kw visual, 4.02-kw aural. Antenna: 1578-ft. above av. terrain, 1577-ft. above ground, 1622-ft. above sea level.

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

Transmitter: North Tower, World Trade Center.

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

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

News Services: AP, CBS, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: July 1, 1941.

Represented (sales): CBS Television Stations National Sales.

Personnel:

Roger Colloff, Vice President & General Manager.
James A. Clayton, Director of Sales.
Elliot Black, National Sales Manager.
Alice Flood, Director of Planning & Administration.
Dean Daniels, Director of News.
Jean Hodge, Director of Station Services.
David LaFountaine, Director of Communications.
Nesline Swaby, Manager of News Administration.
Barbara Terasaka, Director of Finance & Business Affairs.
Georges Carraha, Manager of Broadcast Operations.
James Pleinich, Director of Broadcast Administration.
Joseph Fedele, Manager of Technical Operations.
Dolores Danska, Program Director.
Daniel Scher, Marketing Director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|----|
| 50% & Over | CONNECTICUT | | | |
| | Fairfield | 301,900 | 298,700 | 99 |
| | NEW JERSEY | | | |
| | Bergen | 317,600 | 315,700 | 99 |
| | Essex | 313,800 | 309,700 | 99 |
| | Hudson | 213,200 | 210,700 | 99 |
| | Hunterdon | 36,300 | 35,800 | 99 |
| | Middlesex | 237,800 | 235,900 | 99 |
| | Monmouth | 210,500 | 208,400 | 99 |
| | Morris | 150,700 | 149,700 | 99 |
| | Ocean | 174,400 | 172,800 | 99 |
| | Passaic | 170,100 | 168,400 | 99 |
| | Somerset | 83,700 | 83,000 | 99 |
| | Sussex | 46,200 | 45,500 | 98 |
| | Union | 189,100 | 187,700 | 99 |
| | Warren | 33,800 | 33,300 | 99 |
| | NEW YORK | | | |
| Bronx | 472,700 | 466,000 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|----|
| 50% & Over | Dutchess | 92,100 | 90,400 | 98 |
| | Kings | 911,700 | 897,000 | 98 |
| | Nassau | 452,100 | 449,800 | 99 |
| | New York | 786,400 | 750,400 | 95 |
| | Orange | 99,900 | 98,200 | 98 |
| | Putnam | 29,400 | 29,000 | 99 |
| | Queens | 761,000 | 753,800 | 99 |
| | Richmond | 133,600 | 132,500 | 99 |
| | Rockland | 86,900 | 85,800 | 99 |
| | Suffolk | 435,100 | 431,200 | 99 |
| | Sullivan | 26,200 | 25,500 | 97 |
| | Ulster | 63,700 | 62,100 | 98 |
| | Westchester | 325,900 | 322,400 | 99 |
| PENNSYLVANIA | | | | |
| Pike | 11,100 | 10,800 | 97 | |
| Between 25-49% | CONNECTICUT | | | |
| | New Haven | 300,800 | 297,100 | 99 |
| Between 5-24% | NEW JERSEY | | | |
| | Mercer | 122,200 | 120,600 | 99 |
| Station Totals | CONNECTICUT | | | |
| | Litchfield | 64,800 | 63,700 | 98 |
| | NEW YORK | | | |
| | Oelaware | 18,300 | 17,700 | 97 |
| | Greene | 17,100 | 16,800 | 98 |
| | PENNSYLVANIA | | | |
| | Monroe | 37,100 | 36,500 | 98 |
| Northampton | 94,300 | 92,900 | 99 | |
| Wayne | 16,000 | 15,500 | 97 | |
| Station Totals | | 7,837,500 | 7,721,000 | 99 |
| Net Weekly Circulation (1991) | | | 6,066,900 | |
| Average Daily Circulation (1991) | | | 3,187,600 | |

New York—New York

WNBC-TV

Ch. 4

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 1, 30 Rockefeller Plaza, New York, NY 10112.

Studio: 30 Rockefeller Plaza, New York, NY 10112.

Telephone: 212-664-4444. TWX: 212-640-5788. Fax: 212-664-6449.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.47-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

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

Transmitter: North Tower, World Trade Center.

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co. (Group Owner).

Began Operation: July 1, 1941. Sale of RCA approved by FCC June 5, 1986.

Represented (sales): NBC TV Spot Sales.

Personnel:

- William G. Moll, President & General Manager.
- Jay Linden, Director, Sales.
- Michael Ganz, Local Sales Manager.
- Susan Epstein, Local Sales Manager.
- Linda Button, Director, Communications.
- Andy Morris, Director of Engineering.
- John O'Neill, Director, Finance & Administration.
- Bret Marcus, Director, News.
- Rich Cervini, Director, Broadcast Operations.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------|------------------|---------------|----|
| 50% & Over | CONNECTICUT | | | |
| | Fairfield | 301,900 | 298,700 | 99 |
| | NEW JERSEY | | | |
| | Bergen | 317,600 | 315,700 | 99 |
| | Essex | 313,800 | 309,700 | 99 |
| | Hudson | 213,200 | 210,700 | 99 |
| | Hunterdon | 36,300 | 35,800 | 99 |
| | Middlesex | 237,800 | 235,900 | 99 |
| | Monmouth | 210,500 | 208,400 | 99 |
| | Morris | 150,700 | 149,700 | 99 |
| | Ocean | 174,400 | 172,800 | 99 |
| | Passaic | 170,100 | 168,400 | 99 |
| | Somerset | 83,700 | 83,000 | 99 |
| | Sussex | 46,200 | 45,500 | 98 |
| | Union | 189,100 | 187,700 | 99 |
| | Warren | 33,800 | 33,300 | 99 |
| | NEW YORK | | | |
| Bronx | 472,700 | 466,000 | 99 | |
| Dutchess | 92,100 | 90,400 | 98 | |
| Kings | 911,700 | 897,000 | 98 | |
| Nassau | 452,100 | 449,800 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | New York | 786,400 | 750,400 | 95 |
| | Orange | 99,900 | 98,200 | 98 |
| | Putnam | 29,400 | 29,000 | 99 |
| | Queens | 761,000 | 753,800 | 99 |
| | Richmond | 133,600 | 132,500 | 99 |
| | Rockland | 86,900 | 85,800 | 99 |
| | Suffolk | 435,100 | 431,200 | 99 |
| | Sullivan | 26,200 | 25,500 | 97 |
| | Ulster | 63,700 | 62,100 | 98 |
| Westchester | 325,900 | 322,400 | 99 | |
| Between 25-49% | PENNSYLVANIA | | | |
| | Pike | 11,100 | 10,800 | 97 |
| | CONNECTICUT | | | |
| Between 25-49% | Litchfield | 64,800 | 63,700 | 98 |
| | New Haven | 300,800 | 297,100 | 99 |
| Between 5-24% | NEW JERSEY | | | |
| | Mercer | 122,200 | 120,600 | 99 |
| | NEW YORK | | | |
| | Atlantic | 85,200 | 83,700 | 98 |
| | NEW YORK | | | |
| | Delaware | 18,300 | 17,700 | 97 |
| | Greene | 17,100 | 16,800 | 98 |
| | PENNSYLVANIA | | | |
| Lehigh | 116,300 | 114,700 | 99 | |
| Northampton | 94,300 | 92,900 | 99 | |
| Wayne | 16,000 | 15,500 | 97 | |
| Station Totals | | 8,001,900 | 7,882,900 | 99 |
| Net Weekly Circulation (1991) | | | 6,148,400 | |
| Average Daily Circulation (1991) | | | 3,235,600 | |

New York—New York

WNYW

Ch. 5

Network Service: Fox.

Licensee: Fox Television Stations Inc.

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

Telephone: 212-452-5555. Fax: 212-249-1182.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.4-kw visual, 1.74-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

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

Transmitter: World Trade Center.

News Services: AP, UPI.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc. FCC approved sale to present owner by Metromedia Nov. 14, 1985.

Represented (sales): Pety Television Inc.

Personnel:

- Carolyn Wall, Vice President & General Manager.
- Rudy Taylor, Vice President & General Sales Manager.
- Joanne Cini, Vice President & Local Sales Manager.
- Joe Berini, Vice President, Broadcast Operations & Engineering.
- Phyllis Seifer, Vice President, Advertising & Creative Services.
- Muriel Reis, Vice President & General Counsel.
- Ian Rae, Vice President & News Director.
- Donald Epstein, Vice President, Finance & Administration.
- Michele Liebowitz, National Sales Manager.
- John De Simone, Local Sales Manager.
- Bruce Sutton, Director of Traffic.
- Jacqueline Todtman, Director of Research & Marketing.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|------------------------|--------------------|------------------|---------------|---------|----|
| 50% & Over | CONNECTICUT | | | | |
| | | Fairfield | 301,900 | 298,700 | 99 |
| | NEW JERSEY | | | | |
| | | Bergen | 317,600 | 315,700 | 99 |
| | | Essex | 313,800 | 309,700 | 99 |
| | | Hudson | 213,200 | 210,700 | 99 |
| | | Hunterdon | 36,300 | 35,800 | 99 |
| | | Mercer | 122,200 | 120,600 | 99 |
| | | Middlesex | 237,800 | 235,900 | 99 |
| | | Monmouth | 210,500 | 208,400 | 99 |
| | | Morris | 150,700 | 149,700 | 99 |
| | | Ocean | 174,400 | 172,800 | 99 |
| | | Passaic | 170,100 | 168,400 | 99 |
| | | Somerset | 83,700 | 83,000 | 99 |
| | | Sussex | 46,200 | 45,500 | 98 |
| | | Union | 189,100 | 187,700 | 99 |
| | | Warren | 33,800 | 33,300 | 99 |
| NEW YORK | | | | | |
| | Bronx | 472,700 | 466,000 | 99 | |
| | Dutchess | 92,100 | 90,400 | 98 | |
| | Kings | 911,700 | 897,000 | 98 | |
| | Nassau | 452,100 | 449,800 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | New York | 786,400 | 750,400 | 95 |
| | Orange | 99,900 | 98,200 | 98 |
| | Putnam | 29,400 | 29,000 | 99 |
| | Queens | 761,000 | 753,800 | 99 |
| | Richmond | 133,600 | 132,500 | 99 |
| | Rockland | 86,900 | 85,800 | 99 |
| | Suffolk | 435,100 | 431,200 | 99 |
| | Sullivan | 26,200 | 25,500 | 97 |
| | Ulster | 63,700 | 62,100 | 98 |
| | Westchester | 325,900 | 322,400 | 99 |
| PENNSYLVANIA | | | | |
| | Northampton | 94,300 | 92,900 | 99 |
| | Pike | 11,100 | 10,800 | 97 |
| CONNECTICUT | | | | |
| Between 25-49% | Litchfield | 64,800 | 63,700 | 98 |
| | New Haven | 300,800 | 297,100 | 99 |
| NEW YORK | | | | |
| | Broome | 80,200 | 79,100 | 99 |
| | Chautauqua | 54,300 | 53,400 | 98 |
| | Chemung | 34,400 | 33,700 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| PENNSYLVANIA | | | | |
| | Carbon | 22,300 | 22,000 | 98 |
| | Lehigh | 116,300 | 114,700 | 99 |
| | Monroe | 37,100 | 36,500 | 98 |
| CONNECTICUT | | | | |
| Between 5-24% | Middlesex | 55,300 | 54,400 | 98 |
| (Continued on page A-819) | | | | |
| Station Totals | | 9,029,800 | 8,894,700 | 99 |
| Net Weekly Circulation (1991) | | | 5,857,600 | |
| Average Daily Circulation (1991) | | | 2,753,200 | |

New York—New York

WPIX
Ch. 11

Network Service: None, independent.

Licensee: WPIX Inc., 11 WPIX Plaza, New York, NY 10017.

Studio: 220 E. 42nd St., New York, NY 10017.

Telephone: 212-949-1100. **Fax:** 212-210-2590.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 1663-ft. above av. terrain, 1687-ft. above ground, 1699-ft. above sea level.

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

Transmitter: World Trade Center.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Vertex, 4.6-meter Ku-band; Andrew, M/A-Com receivers.

News Services: AP, INN, UPI, Visnews, WTN.

Ownership: Tribune Broadcasting Co. (Group Owner).

Began Operation: June 15, 1948.

Represented (sales): TeleRep Inc.

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

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

Personnel:

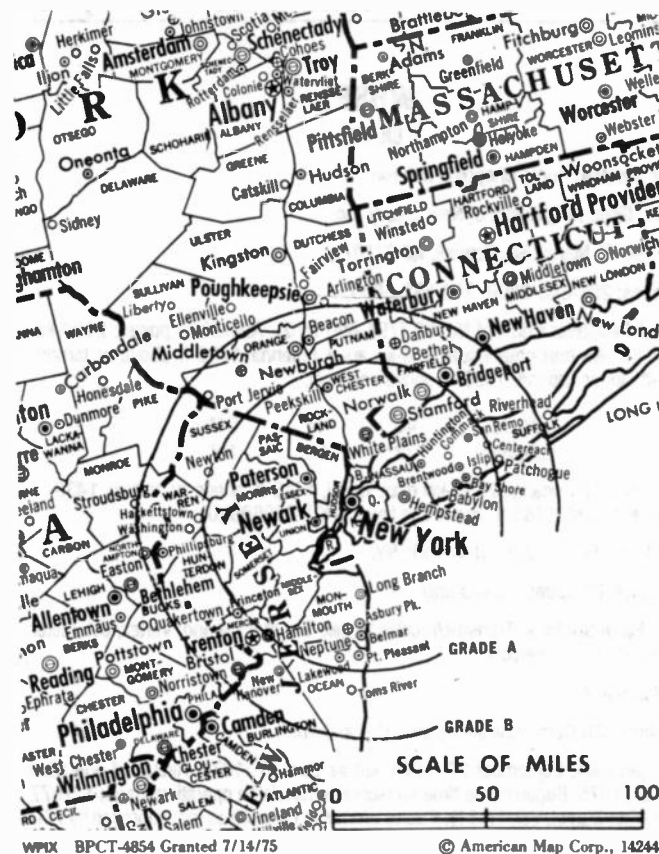
- Leavitt J. Pope, President.
- Michael Eigner, Executive Vice President & General Manager.
- David H. Pollinger, Senior Vice President, Administration.
- Patrick Austin, Senior Vice President & Treasurer.
- John Corporon, Senior Vice President, News.
- Mike Wach, Vice President & General Sales Manager.
- Robert Murch, Vice President & Chief Engineer.
- Julie Nunnari, Vice President, Programming.
- Jane Perlman, Vice President, Research.
- Kathleen Shepherd, Vice President, Community Affairs & Production.
- Paul Bissonette, Vice President, Creative Services.
- Martin Appel, Vice President, Public Relations & Sports.
- Elaine Huryn, Vice President, Planning.
- Claudia Gasparini, Vice President, Human Resources.
- Liz Goldberg, Vice President, Operations.
- Jonathan Spaet, Local Sales Manager.
- Scott Koondel, National Sales Manager.
- Fred Witke, Controller.
- Janet Gray, Promotion Director.
- Sudi Khosropur, Media Director.
- Sandy Weinberger, Marketing Director.
- Dick Stenker, Director, Technical Operations.
- Earl Arbuckle, Assistant Chief Engineer.
- Guy Beverlin, Assistant Chief Engineer.
- Rossana Rosado, Director, Public Service.
- Nancy Lee, Program Administrator.
- Alberto Knie, Art Director.
- Abe Adler, Production Manager.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NEW JERSEY | | | | |
| 50% & Over | Bergen | 317,600 | 315,700 | 99 |
| | Essex | 313,800 | 309,700 | 99 |
| | Hudson | 213,200 | 210,700 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|--------------------|-------------------|-------------------|-----------|----|
| 50% & Over | Middlesex | 237,800 | 235,900 | 99 | |
| | Monmouth | 210,500 | 208,400 | 99 | |
| | Morris | 150,700 | 149,700 | 99 | |
| | Ocean | 174,400 | 172,800 | 99 | |
| | Passaic | 170,100 | 168,400 | 99 | |
| | Sussex | 46,200 | 45,500 | 98 | |
| | Union | 189,100 | 187,700 | 99 | |
| | Warren | 33,800 | 33,300 | 99 | |
| | NEW YORK | | | | |
| | | Bronx | 472,700 | 466,000 | 99 |
| | | Dutchess | 92,100 | 90,400 | 98 |
| | | Kings | 911,700 | 897,000 | 98 |
| | | Nassau | 452,100 | 449,800 | 99 |
| | | New York | 786,400 | 750,400 | 95 |
| | Putnam | 29,400 | 29,000 | 99 | |
| | Queens | 761,000 | 753,800 | 99 | |
| | Richmond | 133,600 | 132,500 | 99 | |
| | Rockland | 86,900 | 85,800 | 99 | |
| | Suffolk | 435,100 | 431,200 | 99 | |
| | Sullivan | 26,200 | 25,500 | 97 | |
| | Westchester | 325,900 | 322,400 | 99 | |
| Between 25-49% | CONNECTICUT | | | | |
| | Fairfield | 301,900 | 298,700 | 99 | |
| | Litchfield | 64,800 | 63,700 | 98 | |
| | New Haven | 300,800 | 297,100 | 99 | |
| | INDIANA | | | | |
| | Vanderburgh | 67,800 | 66,600 | 98 | |
| | KANSAS | | | | |
| | Thomas | 3,000 | 2,900 | 97 | |
| (Continued on page A-819) | | | | | |
| Station Totals | | 13,598,600 | 13,394,800 | 99 | |
| Net Weekly Circulation (1991) | | | 5,760,100 | | |
| Average Daily Circulation (1991) | | | 2,195,400 | | |

New York—New York-Newark, New Jersey

WHSE

Ch. 68

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of New Jersey Inc.

Studio: 390 W. Market St., Newark, NJ 07107.

Telephones: 201-643-6800; 212-582-6800.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 2190-kw max. & 832-kw horizontal visual, 219-kw aural. Antenna: 1430-ft. above av. terrain, 1449-ft. above ground, 1499-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 40° | 44' | 54" |
| Longitude | 73° | 59' | 10" |

Requests CP for change 2630-kw max. visual, 1440-ft. above av. terrain, 1430-ft. above ground, 1483-ft. above sea level. BPCT-900605KU.

Transmitter: 350 Fifth Ave., New York, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 9-meter C-band; Vertex, 6.1-meter C-band; Pirzone receivers.

News Service: AP.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: September 29, 1974; left air Dec. 27, 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (Television Digest, Vol. 17:11). Sale to Wometco Enterprises Inc. approved by FCC July 20, 1977 (Vol. 16:11; 17:32). Transfer of control to WBC Bcstg. Inc. approved April 16, 1984 (Vol. 23:39, 52; 24:14, 16). Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 19, 1986 (Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Ella Connors, Vice President & Station Manager.
Alvin Saltzman, Chief Engineer.



WHSE BPCT-820422KE Granted 9/22/82

© American Map Corp., No. 14244

William Roller, Program Director.
Violeta Zapata, Business Manager.

Highest 30 Sec. Rate: \$300.

Arbitron Data: Not available.

City of License: Newark, NJ. ADI: New York. Rank: 1.

New York—New York-Newark, New Jersey

WNJU

Ch. 47

Network Service: Telemundo.

Licensee: WNJU License Corp., 1740 Broadway, 18th Floor, New York, NY 10019.

Studio: 47 Industrial Ave., Teterboro, NJ 07608.

Sales Office: 1740 Broadway, New York, NY 10019.

Telephone: 212-492-5500. Fax: 212-459-9498.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 4570-kw max. & 810-kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna: 1508-ft. above av. terrain, 1549-ft. above ground, 1561-ft. above sea level.

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

Transmitter: One World Trade Center, New York.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: 5-meter C-band; Miralite, 3.7-meter C-band; 3.2 meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Telemundo Group (Group Owner).

Began Operation: May 16, 1965.

Represented (sales): Telemundo TV Group.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Stephen J. Levin, Senior Vice President & General Manager.
- George Kraus, Vice President & Station Manager.
- Thomas Johansen, Vice President, Sales.
- Morris Marotta, Vice President, Finance & Controller.
- Rosemarie Lieberman, General Sales Manager.
- Manuel Martinez-Iloran, National Sales Manager.
- Sylvia Pascual, Programming Manager.
- Roberto Solo, News Director.
- Sylvia Santiago, Traffic Manager.
- Manolo Garcia Oliva, Director of Public Affairs.

Highest 30 Sec. Rate: \$850.

City of License: Linden, NJ. ADI: New York. Rank: 1.



WNJU BPCT-4884 Granted 11/9/76

© American Map Corp., No. 1424

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|------------------|-----------|
| Between 5-24% | NEW JERSEY | | | |
| | Essex | 313,800 | 309,700 | 99 |
| | Hudson | 213,200 | 210,700 | 99 |
| | NEW YORK | | | |
| | Bronx | 472,700 | 466,000 | 99 |
| | Kings | 911,700 | 897,000 | 98 |
| New York | 786,400 | 750,400 | 95 | |
| Queens | 761,000 | 753,800 | 99 | |
| Station Totals | | 3,458,800 | 3,387,600 | 98 |
| Net Weekly Circulation (1991) | | | 395,500 | |
| Average Daily Circulation (1991) | | | 202,100 | |

New York—New York-Secaucus, New Jersey

WWOR-TV

Ch. 9

Network Service: None, independent.

Licensee: WWOR-TV Inc., 445 Park Ave., 6th Floor, New York, NY 10022.

Studio: 9 Broadcast Plaza, Secaucus, NJ 07096.

Telephone: 201-348-0009. Fax: 201-330-2488.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 47.9-kw visual, 4.79-kw aural. Antenna: Circularly polarized, 1640-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

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

Transmitter: World Trade Center, New York.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Vertex, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Drake, Harris, Microdyne receivers.

News Services: AP, CNN, Conus, Group W Newsfeed, UPI.

Ownership: WWOR-TV Inc.

Began Operation: October 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., Macy Co. retaining 10%; in Dec. 1955, Macy sold its interest to General Tire & Rubber Co., latter setting up a parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (*Television Digest*, Vol. 7:41, 46; 8:3; 11:48, 51). Sale to MCA by RKO General approved by FCC Nov. 25, 1986 (Vol. 26:29, 48; 27:13). Spun off to shareholders as Pinelands Inc. (Vol. 30:40, 53; 31:1).

Represented (sales): Katz Television.

Represented (legal): Michael Gardner.

Personnel:

Michael B. Alexander, President & General Manager.
Donna Zapata, Senior Vice President, Sales & Marketing.
Barbara Levy Landes, Senior Vice President, Finance & Operations.
Thomas N. Ryan, Vice President & General Sales Manager.
Barry Margolis, Vice President & Local Sales Manager.
Seth Winter, Vice President & National Sales Manager.
Timothy Connors, Vice President & Local Sales Manager.
Farrell Meisel, Vice President, Programming.
Robert Woodruff, Vice President, Program Development & Executive Producer.
Frederic J. Gold, Vice President of Planning & Research.
Douglas Land, Vice President & General Counsel.
Arthur Hecht, Vice President & Director of Marketing.
Robert French, Vice President & New Jersey Sales & Marketing Manager.
Rick Miner, Vice President Production & Engineering.
Thomas Petner, Vice President, News.
Cynthia Harrison, Vice President, Public Relations & Market Planning.
Michael DiLaura, Director of Human Resources.
Ken McGowan, Director of Engineering.
Ellen Morgenstern, Manager, Press & Publicity.
Seth Brown, Manager, On-Air Promotions.
Ann Sardini, Controller.

Rates: On request.

City of License: Secaucus, NJ. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | COLORADO | | | |
| | Hinsdale | 200 | 200 | 100 |
| | CONNECTICUT | | | |
| | Fairfield | 301,900 | 298,700 | 99 |
| NEW JERSEY | | | | |
| | Bergen | 317,600 | 315,700 | 99 |
| | Essex | 313,800 | 309,700 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------|------------------|---------------|----|--|
| 50% & Over | Hudson | 213,200 | 210,700 | 99 | |
| | Middlesex | 237,800 | 235,900 | 99 | |
| | Monmouth | 210,500 | 208,400 | 99 | |
| | Morris | 150,700 | 149,700 | 99 | |
| | Ocean | 174,400 | 172,800 | 99 | |
| | Passaic | 170,100 | 168,400 | 99 | |
| | Somerset | 83,700 | 83,000 | 99 | |
| | Union | 189,100 | 187,700 | 99 | |
| | NEW YORK | | | | |
| | Bronx | 472,700 | 466,000 | 99 | |
| | Kings | 911,700 | 897,000 | 98 | |
| | Nassau | 452,100 | 449,800 | 99 | |
| | New York | 786,400 | 750,400 | 95 | |
| | Orange | 99,900 | 98,200 | 98 | |
| | Putnam | 29,400 | 29,000 | 99 | |
| | Queens | 761,000 | 753,800 | 99 | |
| | Richmond | 133,600 | 132,500 | 99 | |
| | Rockland | 86,900 | 85,800 | 99 | |
| | Suffolk | 435,100 | 431,200 | 99 | |
| Sullivan | 26,200 | 25,500 | 97 | | |
| Ulster | 63,700 | 62,100 | 98 | | |
| Westchester | 325,900 | 322,400 | 99 | | |
| PENNSYLVANIA | | | | | |
| Pike | 11,100 | 10,800 | 97 | | |
| ARIZONA | | | | | |
| Navajo | 23,300 | 21,400 | 92 | | |
| CONNECTICUT | | | | | |
| Litchfield | 64,800 | 63,700 | 98 | | |
| Middlesex | 55,300 | 54,400 | 98 | | |
| New Haven | 300,800 | 297,100 | 99 | | |
| (Continued on page A-814) | | | | | |
| Station Totals | | 29,711,600 | 29,341,700 | 99 | |
| Net Weekly Circulation (1991) | | | 7,739,500 | | |
| Average Daily Circulation (1991) | | | 2,918,800 | | |

New York—New York-Paterson, New Jersey

WXTV

Ch. 41

Network Service: Univision.

Licensee: Univision Station Group Inc., 605 3rd Ave., 12th Floor, New York, NY 10158-0180.

Studio: 24 Meadowlands Pkwy., Secaucus, NJ 07094.

Telephone: 201-348-4141.

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

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

Holds CP for change to 2340-kw max. visual, 1381-ft. above av. terrain, 1385-ft. above ground, 1437-ft. above sea level, lat. 40° 44' 54", long. 73° 59' 10", transmitter to Empire State Bldg., 350 5th Ave., New York, NY. BPCT-890821KF.

Transmitter: World Trade Center, New York.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 4.6-meter.

News Service: UPI.

Ownership: Univision Holdings Inc. (Group Owner).

Began Operation: August 4, 1968. Merger of Trans-Tel Corp. with Spanish International Communications approved by FCC Dec. 26, 1972. Sale of Spanish International to Hallmark Cards approved by FCC June 12, 1987.

Represented (sales): Univision.

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

Personnel:

- Richard Ramirez, Vice President & General Manager.
- Cristina Schwarz, General Sales Manager.
- Gerald Griffin, Local Sales Manager.
- Agnes Rodriguez, Local Sales Manager.
- Rosemary Gama, National Sales Manager.
- Alan Cohen, Chief Engineer.
- Helga Silva, News Director.
- Marie Pouget, Program Director.
- Carlos Ferreyros, Promotion Director.
- Hector Diaz, Merchandising Manager.
- Maria Torres, Merchandising Manager.

Rates: On request.

City of License: Paterson, NJ. ADI: New York. Rank: 1.



WXTV BPCT-890821KF Granted 2/28/90

© American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|------------------|----------------|
| Between 5-24% | NEW JERSEY | | | |
| | Hudson | 213,200 | 210,700 | 99 |
| | Passaic | 170,100 | 168,400 | 99 |
| | Somerset | 83,700 | 83,000 | 99 |
| | Union | 189,100 | 187,700 | 99 |
| | NEW YORK | | | |
| | Bronx | 472,700 | 466,000 | 99 |
| | Kings | 911,700 | 897,000 | 98 |
| | New York | 786,400 | 750,400 | 95 |
| | Queens | 761,000 | 753,800 | 99 |
| Station Totals | | 3,587,900 | 3,517,000 | 98 |
| Net Weekly Circulation (1991) | | | | 385,300 |
| Average Daily Circulation (1991) | | | | 233,000 |

New York—Plattsburgh

WPTZ

Ch. 5

(Operates satellite WNNE-TV, Hartford, VT)

Network Service: NBC.

Licensee: Heritage Media Inc., 13355 Noel Rd., Dallas, TX 75240.

Studio: Old Moffitt Rd., Plattsburgh, NY 12901.

Telephones: 518-561-5555; 802-862-8817. Fax: 518-561-5940.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"
Longitude 73° 40' 29"

Transmitter: Terry Mountain.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: December 8, 1954. Merger of Rollins Communications with Heritage Communications approved by FCC Feb. 9, 1987 (Television Digest, Vol. 26:20, 23). Sale to Rollins Communications by Carl F. Stohn group approved March 28, 1956 by FCC (Vol. 12:7, 13).

Represented (sales): Petry Television Inc.; Airtime TV Sales Ltd. (Canada).

Represented (legal): Sidley & Austin.

Personnel:

Bob Shields, President & General Manager.

Joe Krone, Operations Manager.

R. Semler Dieterich, General Sales Manager.

Mike Beaudoin, Local Sales Manager.

Cece Wick, New England Sales Manager.

Tom Bradshaw, Chief Engineer.

Stewart Ledbetter, News Director.

Luther Stephney, Promotion Director.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1355.

City of License: North Pole. ADI: Burlington, VT-Plattsburgh, NY. Rank: 99.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Clinton | 27,200 | 26,900 | 99 |
| | Essex | 14,500 | 14,300 | 98 |
| | Franklin | 16,000 | 15,600 | 98 |
| | VERMONT | | | |
| | Addison | 11,600 | 11,300 | 97 |



WPTZ BNPCT-2080 Granted 8/26/54

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|----------------|
| 50% & Over | Chittenden | 49,600 | 48,900 | 99 |
| | Franklin | 13,900 | 13,800 | 99 |
| | Grand Isle | 2,000 | 2,000 | 100 |
| | Orleans | 9,200 | 9,100 | 99 |
| | Rutland | 24,300 | 23,800 | 98 |
| | Washington | 22,000 | 21,600 | 98 |
| Between 25-49% | NEW YORK | | | |
| | Hamilton | 1,900 | 1,900 | 97 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| VERMONT | Lamoille | 7,400 | 7,300 | 99 |
| | Between 5-24% | NEW HAMPSHIRE | | |
| Coos | | 13,700 | 13,500 | 99 |
| Grafton | | 27,800 | 27,000 | 97 |
| NEW YORK | | | | |
| Warren | 21,300 | 20,900 | 98 | |
| VERMONT | | | | |
| Caledonia | 11,100 | 10,900 | 98 | |
| Essex | 2,800 | 2,800 | 100 | |
| Orange | 9,600 | 9,400 | 98 | |
| Windsor | 23,400 | 22,800 | 97 | |
| Station Totals | | 347,000 | 340,800 | 98 |
| Net Weekly Circulation (1991) | | | | 174,900 |
| Average Daily Circulation (1991) | | | | 103,700 |

New York—Poughkeepsie

WTBY

Ch. 54

Network Service: Trinity Bcstg. Network.

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

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

Mailing Address: Box 534, Fishkill, NY 12524.

Telephone: 914-896-4610.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. & 1860-kw horizontal visual, 250-kw max. & 93-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 894-ft. above ground, 1994-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 41° | 43' | 09" |
| Longitude | 73° | 59' | 47" |

Transmitter: Illinois Mountain, 4-mi. W of Poughkeepsie, near Highland.

Satellite Earth Station: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

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

Represented (legal): May & Dunne, Chartered.

Personnel:
 Campbell K. Thompson, Vice President & Station Manager.
 Grace Cephas, Director, Community Affairs.
 William Weeks, Chief Engineer.

Highest 30 Sec. Rate: \$95.

Arbitron Data: Not available.



City of License: Poughkeepsie. ADI: New York. Rank: 1.

New York—Riverhead

WLIG

Ch. 55

Network Service: None, independent.

Licensee: Trexar Corp., 300 Crossways Park Dr., Woodbury, NY 11797.

Studio: 315 Wading River Hollow Rd., Ridge, NY 11961.

Mailing Address: Box 272, Woodbury, NY 11797.

Telephone: 516-364-1500. Fax: 516-364-0546.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. & 474-kw horizontal visual, 500-kw max. & 47.4-kw horizontal aural. Antenna: 700-ft. above av. terrain, 637-ft. above ground, 731-ft. above sea level.

Latitude 40° 53' 50"
Longitude 72° 54' 56"

Transmitter: 315 Winding River Hollow Rd., Ridge.

Satellite Earth Stations: Vertex, 4.8-meter C-band; RCA Ku-band.

Ownership: Trexar Corp.

Began Operation: April 28, 1985.

Represented (legal): Gammon & Grange.

Personnel:

Marvin R. Chauvin, Vice President & General Manager.

Tara Laporati, Sales Manager.

Margaret Mesecher, News Director.

Highest 30 Sec. Rate: \$550.

City of License: Riverhead. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|---------------|
| NEW YORK | | | | |
| Between 5-24% | Queens | 761,000 | 753,800 | 99 |
| | Suffolk | 435,100 | 431,200 | 99 |
| Station Totals | | 1,196,100 | 1,185,000 | 99 |
| Net Weekly Circulation (1991) | | | | 99,000 |
| Average Daily Circulation (1991) | | | | 23,900 |

New York—Rochester

WHEC-TV

Ch. 10

Network Service: NBC.

Licensee: Arsenal Holdings II Inc., Viacom International, 1515 Broadway, New York, NY 10036.

Studio: 191 East Ave., Rochester, NY 14604.

Telephone: 716-546-5670. TWX: 510-253-3594. Fax: 716-454-7433.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 5 in operation; M/A-Com, Pinzone, Scientific-Atlanta receivers.

News Services: AP, CQI Sports Ticker, NBC, Sports News Satellite.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: November 1, 1953 as a time-share outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32). Sale to BENI by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24). Sale to present owner approved Oct. 18, 1983.

Represented (sales): TeleRep Inc.; Airtime TV Sales Inc. (Canada).

Personnel:

- Arnold Klinsky, Vice President & General Manager.
- Harvey Lazear, General Sales Manager.
- Andrew Alford, Local Sales Manager.
- Steve Arvan, National Sales Manager.
- Steve Hammel, News Director.
- Terry A. Fauth, Program Director.
- John Walsh, Chief Engineer.
- Joseph LaFornara, Business Manager.
- John Doyle, Promotion Director.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Genesee | 21,700 | 21,500 | 99 |
| | Livingston | 20,500 | 20,200 | 99 |
| | Monroe | 271,100 | 267,800 | 99 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Wayne | 32,500 | 32,000 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------|
| Between 25-49% | NEW YORK | | | |
| | Orleans | 14,500 | 14,200 | 98 |
| | Seneca | 12,000 | 11,900 | 99 |
| | Wyoming | 14,000 | 13,900 | 99 |
| | Yates | 8,800 | 8,600 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| Station Totals | | 512,900 | 505,800 | 99 |
| Net Weekly Circulation (1991) | | | | 358,200 |
| Average Daily Circulation (1991) | | | | 204,500 |

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

New York—Rochester

WOKR

Ch. 13

Network Service: ABC.

Licensee: WOKR Partners, Box L, Rochester, NY 14623.

Studio: 4225 W. Henrietta Rd., Rochester, NY 14623.

Mailing Address: Box L, Rochester, NY 14623.

Telephone: 716-334-8700. Fax: 716-359-1570.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 361-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 03"

Transmitter: Pinnacle Hill, Brighton.

Satellite Earth Stations: Andrew, 7.3-meter; Simulcast, 7-meter; Andrew, 4.5-meter.

News Service: AP.

Ownership: VS&A-Hughes Inc.

Began Operation: September 15, 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (Television Digest, Vol. 7:32). Flower City began operation after March 1, 1970. Sale to Post Corp. approved by FCC Aug. 15, 1977 (Vol. 17:16). Sale to Gillett Holdings approved June 19, 1984. Sale to Falmouth Bcstg. approved Feb. 8, 1990 but not consummated. Sale to present owners approved May 15, 1991 (Vol. 31:13).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- Vincent DeLuca, President & General Manager.
- Kent Beckwith, General Sales Manager.
- Donald J. Loy, Program & Creative Services Director.
- Ann Abraham, News Director.
- John Drain, Controller.
- Charlotte Clarke, Public Affairs Director.
- Jeff Starkwether, Marketing Director.
- Robert Erskine, Engineering Manager.
- Marianne Fosco, Traffic Manager.
- Craig D. Heslor, Production Manager.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$950.

City of License: Rochester. ADI: Rochester, NY. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | NEW YORK | | | |
| | Genesee | 21,700 | 21,500 | 99 |
| | Livingston | 20,500 | 20,200 | 99 |
| | Monroe | 271,100 | 267,800 | 99 |
| | Ontario | 34,100 | 33,700 | 99 |
| Between 25-49% | Orleans | 14,500 | 14,200 | 98 |
| | Wayne | 32,500 | 32,000 | 98 |
| | NEW YORK | | | |
| Between 5-24% | Seneca | 12,000 | 11,900 | 99 |
| | Wyoming | 14,000 | 13,900 | 99 |
| | Yates | 8,800 | 8,600 | 98 |
| Station Totals | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Steuben | 36,600 | 35,900 | 98 |
| Net Weekly Circulation (1991) | | 519,400 | 512,100 | 99 |
| Average Daily Circulation (1991) | | | | 360,300 |
| | | | | 223,500 |

New York—Rochester

WROC-TV

Ch. 8

Network Service: CBS.

Licensee: WROC Associates/Television Station Partners.

Studio: 201 Humboldt St., Rochester, NY 14610.

Telephone: 716-288-8400. TWX: 510-253-5407. Fax: 716-288-1505.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Paracclipse, 3.8-meter C-band; United Satellite Systems, 5-meter Ku-band; DX Engineering, Harris receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Television Station Partners L.P. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohnes & Culver.

Personnel:

Ralph E. Becker, Chief Operating Officer.
Gary R. Bolton, Vice President & General Manager.
Lynda Peterson, General Sales Manager.
James Sanders, Local Sales Manager.
Jeff Ulrich, Program Manager.
Scott Benjamin, News Director.
John Coon, Chief Engineer.
David Apel, Creative Services Director.
Pamela Campbell, Business Manager.

Highest 30 Sec. Rate: \$4600.

NETWORK BASE HOURLY RATE: \$1332.

City of License: Rochester. ADI: Rochester, NY. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | NEW YORK | | | |
| | Genesee | 21,700 | 21,500 | 99 |
| | Livingston | 20,500 | 20,200 | 99 |
| | Monroe | 271,100 | 267,800 | 99 |
| | Ontario | 34,100 | 33,700 | 99 |
| Between 25-49% | Orleans | 14,500 | 14,200 | 98 |
| | Wayne | 32,500 | 32,000 | 98 |
| | NEW YORK | | | |
| | Seneca | 12,000 | 11,900 | 99 |
| Between 5-24% | Steuben | 36,600 | 35,900 | 98 |
| | Wyoming | 14,000 | 13,900 | 99 |
| | Yates | 8,800 | 8,600 | 98 |
| | NEW YORK | | | |
| Station Totals | Allegany | 17,800 | 17,400 | 98 |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| Net Weekly Circulation (1991) | | 519,400 | 512,100 | 99 |
| Average Daily Circulation (1991) | | | | 345,400 |
| | | | | 175,400 |

New York—Rochester

WUHF

Ch. 31

Network Service: Fox.

Licensee: Act III Bcstg. of Rochester Inc., One CNN Center, South Tower, Suite 800, Atlanta, GA 30303.

Studio: 360 East Ave., Rochester, NY 14604.

Telephone: 716-232-3700. TWX: 716-546-4774. Fax: 716-546-4774.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1200-kw max. & 910-kw horizontal visual, 151-kw max. & 182-kw horizontal aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07.00"
Longitude 77° 35' 02.50"

Transmitter: Pinnacle Hill, Rochester.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: MSC, 6-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Prodelin, 3.9-meter Ku-band; DX Engineering, M/A-Corn receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: January 27, 1980. Sale to present owner by Malrite Communications Group approved by FCC Jan. 23, 1989 (Television Digest, Vol. 29:9).

Represented (sales): Katz Television.

Represented (engineering): Gallagher & Associates, Consulting Radio Engineers.

Personnel:

- Heather Farnsworth, Vice President & General Manager.
- Don Moran, General Sales Manager.
- Jeff Guilbert, Local Sales Manager.
- Dale Hartnett, Program Director.
- Rick Finnie, Chief Engineer.
- Barb Browning, Promotion Director.
- Kitty Henry, Business Manager.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over | NEW YORK Livingston | 20,500 | 20,200 | 99 |
| | NEW YORK Monroe | 271,100 | 267,800 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-------------------|------------------|----------------|----------------|
| 50% & Over | Ontario | 34,100 | 33,700 | 99 |
| | Wayne | 32,500 | 32,000 | 98 |
| Between 25-49% | NEW YORK Genesee | 21,700 | 21,500 | 99 |
| | NEW YORK Orleans | 14,500 | 14,200 | 98 |
| | NEW YORK Seneca | 12,000 | 11,900 | 99 |
| | NEW YORK Wyoming | 14,000 | 13,900 | 99 |
| Between 5-24% | NEW YORK Allegany | 17,800 | 17,400 | 98 |
| | NEW YORK Cayuga | 29,300 | 28,700 | 98 |
| | NEW YORK Steuben | 36,600 | 35,900 | 98 |
| | NEW YORK Yates | 8,800 | 8,600 | 98 |
| Station Totals | | 512,900 | 505,800 | 99 |
| Net Weekly Circulation (1991) | | | | 267,600 |
| Average Daily Circulation (1991) | | | | 120,500 |

New York—Smithtown

WHSI

Ch. 67

(Satellite of WHSE, New York-Newark)

Network Service: Home Shopping Network.

Licensee: Silver King Broadcasting of New Jersey.

Studio: See WHSE, New York-Newark.

Office: 3200 Expressway Dr., Central Islip, NY 11722.

Telephone: 516-582-6700.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 2630-kw max. visual, 263.2-kw max. aural. Antenna: 720-ft. above av. terrain, 656-ft. above ground, 798-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 40° | 53' | 23" |
| Longitude | 72° | 57' | 13" |

Transmitter: 666 Middle Country Rd., Middle Island, NY.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: November 18, 1973. Left air June 20, 1975. Resumed operation Dec. 15, 1979. Began subscription TV operation Jan. 11, 1980. Sale to Wometco Enterprises Inc. approved by FCC Nov. 18, 1980. Transfer of control to WBC Bcstg. approved April 16, 1984. Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 16, 1986 (Television Digest, Vol. 26:32).

Represented (legal): Dow, Lohnes & Albertson.

Personnel: See WHSE, New York-Newark.

Highest 30 Sec. Rate: \$300.



WHSI BMPCT-830810KF Granted 8/22/83

Arbitron Data: Not available.

City of License: Smithtown. **ADI:** New York. **Rank:** 1.

New York—Syracuse

WIXT

Ch. 9

Network Service: ABC.

Licensee: WIXT-TV Inc., Box 699, East Syracuse, NY 13057.

Studio: 5904 Bridge St., East Syracuse, NY 13057.

Telephone: 315-446-4780. TWX: 710-541-0565. Fax: 315-446-0045.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"
Longitude 76° 01' 28"

Transmitter: Atop Mount Sevier, Pompey, Onondaga County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Prodelin, 5-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.8-meter C-band; Avartek, Microdyne receivers.

News Services: AP, UPI.

Ownership: Ackerley Communications Inc. (Group Owner).

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

Represented (sales): Blair Television.

Represented (legal): Rubin, Winston, Diercks & Harris.

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

Personnel:

- A. Stephen Kronquest, General Manager.
- Robert Coughlin, Local Sales Manager.
- Angela Roach, National Sales Manager.
- Dan Cummings, News Director.
- Sherry Potter, Program Director.
- John King, Chief Engineer.
- Richard Bennett, Operations Manager.
- Vince Spicola, Promotion Director.
- Mark Rinefler, Business Manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$925.

City of License: Syracuse. ADI: Syracuse. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NEW YORK | | | | |
| 50% & Over | Cayuga | 29,300 | 28,700 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Madison | 22,800 | 22,500 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|----|
| 50% & Over | Onondaga | 174,300 | 172,300 | 99 |
| | Oswego | 42,700 | 42,100 | 99 |
| | Seneca | 12,000 | 11,900 | 99 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | Yates | 8,800 | 8,600 | 98 |
| NEW YORK | | | | |
| Between 25-49% | Chenango | 19,300 | 18,900 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Wayne | 32,500 | 32,000 | 98 |
| NEW YORK | | | | |
| Between 5-24% | Franklin | 16,000 | 15,600 | 98 |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Lewis | 9,400 | 9,200 | 98 |
| | Oneida East | 57,800 | 56,900 | 99 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| Station Totals | | 726,000 | 713,800 | 98 |
| Net Weekly Circulation (1991) | | | 395,100 | |
| Average Daily Circulation (1991) | | | 222,300 | |

New York—Syracuse

WSNR-TV

Ch. 43

Network Service: None, independent.

Licensee: Salt of the Earth Bcstg. Ltd., Rte. 1, Box 203A, Castleton, VA 22716.

Telephone: 703-937-4800. Fax: 703-937-2148.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 17.8-kw max. visual. Antenna: 115-ft. above av. terrain, 125-ft. above ground, 676-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 43° | 03' | 33" |
| Longitude | 76° | 08' | 10" |

Transmitter: 989 James St., Syracuse.

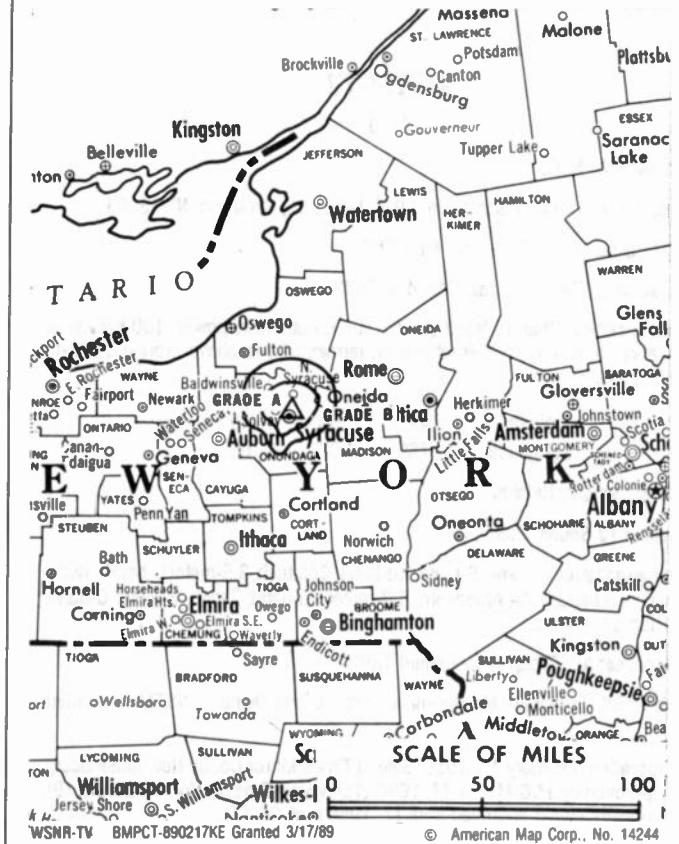
Ownership: Salt of the Earth Bcstg. Ltd.

Began Operation: October 1, 1989.

Personnel:
James I. Oyster, General Manager.

Rates: On request.

Arbitron Data: Not available.



New York—Syracuse

WSTM-TV

Ch. 3

Network Service: NBC.

Licensee: WSTM-TV Ltd. Partnership, 1030 James St., Syracuse, NY 13203.

Studio: 1030 James St., Syracuse, NY 13203.

Telephone: 315-474-5000. Fax: 315-474-5082.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 3.5-meter C-band; Harris, 3.3-meter Ku-band; RCA Americom, 3.3-meter Ku-band; Zenith, 3-meter C-band; Omni, Harris receivers.

News Services: AP, Group W Newsfeed, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner); WSTM Investment Corp.

Began Operation: February 15, 1950. Sale to Times Mirror Co. by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19). Sale to present owner approved April 17, 1986 (Vol. 26:17).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Personnel:

Ronald W. Philips, President & General Manager.
Russ Hamilton, General Sales Manager.
Charles Bivins Jr., Program Director.
Mark Carros, News Director.
Mary Dougherty, Local Sales Manager.
Toni Rhodes, National Sales Manager.
Joann Mangione, Creative Services & Promotion Director.
John Merrill, Chief Engineer.
Theresa J. Weston, Controller.

Rates: On request.

City of License: Syracuse. ADI: Syracuse. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NEW YORK | | | | |
| 50% & Over | Cayuga | 29,300 | 28,700 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Madison | 22,800 | 22,500 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Onondaga | 174,300 | 172,300 | 99 |
| | Oswego | 42,700 | 42,100 | 99 |
| | Seneca | 12,000 | 11,900 | 99 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | Yates | 8,800 | 8,600 | 98 |
| NEW YORK | | | | |
| Between 25-49% | Chenango | 19,300 | 18,900 | 98 |
| | Lewis | 9,400 | 9,200 | 98 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Wayne | 32,500 | 32,000 | 98 |
| NEW YORK | | | | |
| Between 5-24% | Delaware | 18,300 | 17,700 | 97 |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Oneida East | 57,800 | 56,900 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| | Tioga | 19,100 | 18,800 | 98 |
| Station Totals | | 729,100 | 717,000 | 98 |
| Net Weekly Circulation (1991) | | | | 390,800 |
| Average Daily Circulation (1991) | | | | 218,400 |

New York—Syracuse

WSYT
Ch. 68

Network Service: Fox.

Licensee: Encore Communications Inc. of Syracuse, 900 Granby St., Norfolk, VA 23510.

Studio: 1000 James St., Syracuse, NY 13203-2704.

Telephone: 315-472-6800. **TWX:** 710-541-0063. **Fax:** 315-471-8889.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1461-ft. above av. terrain, 1019-ft. above ground, 2649-ft. above sea level.

Latitude 42° 52' 50"
Longitude 76° 11' 59"

Transmitter: Barker St., Otisco Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 3.2-meter C-band; Microdyne, Scientific-Atlanta, DX Antenna receivers.

Ownership: Charles A. McFadden (Group Owner).

Began Operation: February 15, 1986. Operated part-time until April 5, 1987. Sale to present owner by Thomas Flatley approved by FCC June 8, 1990.

Represented (sales): Seitel Inc.

Represented (legal): Gardner, Carton & Douglas.

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

Personnel:

- Gary Dreispul, Vice President & General Manager.
- Will McManus, General Sales Manager.
- Daniel Walding, National Sales Manager.
- Jeryl Jonza, Program Director.
- Gary Nilsen, Promotion Director.
- Brian Crompwell, Business Manager.
- Michael J. Maville, Chief Engineer.

Highest 30 Sec. Rate: \$450.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|----|
| 50% & Over | NEW YORK | | | |
| | Onondaga | 174,300 | 172,300 | 99 |
| | Oswego | 42,700 | 42,100 | 99 |



WSYT BNPCT-860218KD Granted 3/5/86

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| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|----------------------------------|--------------|------------------|--------------------------|---------|
| 50% & Over | Tompkins | 32,100 | 30,800 | 96 |
| Between 25-49% | NEW YORK | | | |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Madison | 22,800 | 22,500 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |
| | Seneca | 12,000 | 11,900 | 99 |
| Yates | 8,800 | 8,600 | 98 | |
| Between 5-24% | NEW YORK | | | |
| | Chenango | 19,300 | 18,900 | 98 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Schuyler | 6,500 | 6,300 | 97 |
| Wayne | 32,500 | 32,000 | 98 | |
| Station Totals | | 464,800 | 457,500 | 98 |
| Net Weekly Circulation (1991) | | | | 210,600 |
| Average Daily Circulation (1991) | | | | 83,200 |

New York—Syracuse

WTVH

Ch. 5

Network Service: CBS.

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

Studio: 980 James St., Syracuse, NY 13203.

Telephone: 315-425-5555. **Fax:** 315-425-5513.

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

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

Transmitter: 3791 Sentinel Heights Rd., 0.32-mi. E & 0.34-mi. N of Sentinel Heights & Jim Bull Rds.

Satellite Earth Stations: Antenna Technology, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, Simulcast receivers.

News Services: AP, UPI.

Ownership: Meredith Corp. (Group Owner).

Began Operation: December 1, 1948.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

Personnel:

- Cathy Creamy, Vice President & General Manager.
- Edward Bradley, General Sales Manager.
- Sanda Coyle, Local Sales Manager.
- Peg McDermott, National Sales Manager.
- David M. Tinsch, Program Manager.
- Graham Robertson, News Director.
- James T. Bernier, Director of Engineering.
- Dave Oetjen, Promotion Director.
- Victoria Hooper, Business Manager.

Highest 30 Sec. Rate: \$2000.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over | NEW YORK | | | |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Madison | 22,800 | 22,500 | 99 |
| | Oneida East | 57,800 | 56,900 | 99 |
| Oneida West | 33,300 | 32,900 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | Onondaga | 174,300 | 172,300 | 99 |
| | Oswego | 42,700 | 42,100 | 99 |
| | Seneca | 12,000 | 11,900 | 99 |
| | Yates | 8,800 | 8,600 | 98 |
| Between 25-49% | NEW YORK | | | |
| | Chenango | 19,300 | 18,900 | 98 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | Wayne | 32,500 | 32,000 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Delaware | 18,300 | 17,700 | 97 |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Lewis | 9,400 | 9,200 | 98 |
| | Otsego | 21,900 | 21,400 | 98 |
| Schuyler | 6,500 | 6,300 | 97 | |
| Tioga | 19,100 | 18,800 | 98 | |
| Station Totals | | 654,800 | 644,100 | 98 |
| Net Weekly Circulation (1991) | | | | 417,500 |
| Average Daily Circulation (1991) | | | | 239,000 |

New York—Utica

WFXV

Ch. 33

Network Service: Fox.

Licensee: Mohawk Valley Bcstg. Inc.

Studio: Greenfield Rd., Rome, NY 13440.

Telephone: 315-337-3300.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 42.5-kw max. visual, 4.25-kw max. aural. Antenna: 647-ft. above av. terrain, 175-ft. above ground, 1550-ft. above sea level.

Latitude 43° 02' 14"
Longitude 75° 26' 40"

Transmitter: Prospect Hill, Skyline Dr., Kirkland.

Satellite Earth Stations: Paracclipse, 5-meter Ku & C-band; RCA Americom, 5-meter Ku & C-band; Paracclipse, 3.6-meter C-band; M/A-Com, 3.6-meter Ku-band; Chap-paral, M/A-Com receivers.

News Service: INN.

Ownership: Mohawk Valley Broadcasting Inc.

Began Operation: December 9, 1986.

Represented (sales): Roslin TV Sales.

Represented (legal): James L. Oyster.

Personnel:

- Kevin O'Kane, President & General Manager.
- Craig Fox, Vice President.
- John L. Maurine III, General Sales Manager.
- Rick Lewis, Promotion Director.

Highest 30 Sec. Rate: \$90.

City of License: Utica. ADI: Utica. Rank: 161.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49% | NEW YORK | | | |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Oneida East | 57,800 | 56,900 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |



WFXV BMPCT-860513KE Granted 6/9/86

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| Between 5-24% | NEW YORK | | | |
| | Madison | 22,800 | 22,500 | 99 |
| Station Totals | | 138,800 | 136,800 | 99 |
| Net Weekly Circulation (1991) | | | 49,500 | |
| Average Daily Circulation (1991) | | | 16,500 | |

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New York—Utica

WKTV

Ch. 2

Network Service: NBC.

Licensee: Harron Communications Corp., Box 2, Utica, NY 13503.

Studio: Smith Hill Rd., Utica, NY 13502.

Mailing Address: Box 2, Utica, NY 13503.

Telephone: 315-733-0404. TWX: 315-797-1832. Fax: 315-793-3498.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.9-kw aural. Antenna: Directional, 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

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

Transmitter: Near Middleville, NY.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Harron Communications Corp. (Group Owner).

Began Operation: December 1, 1949. Sale to Harron Communications Corp. by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vol. 14:45, 46, 49; 15:1). Sale to Smith Television by New York Inc. pends.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

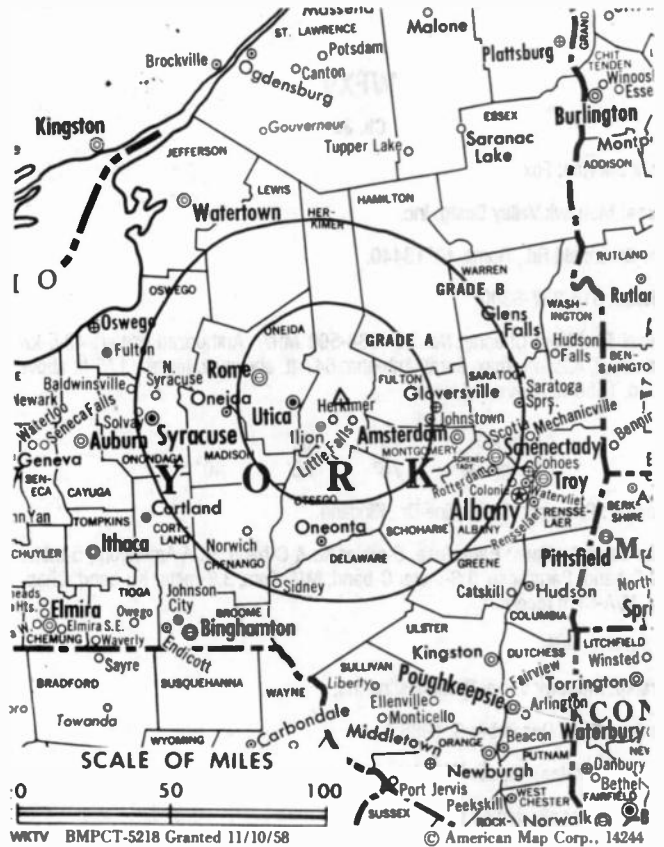
- Paul F. Harron, President.
- Sid Perry, Local Sales Manager.
- Tom Coyne, Program & Operations Director.
- Jack Durant, News Director.
- Merv Ainsworth, Chief Engineer.
- Frank Klipers, Business Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$912.

City of License: Utica. ADI: Utica. Rank: 161.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over | NEW YORK | | | |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Oneida East | 57,800 | 56,900 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| Between 25-49% | NEW YORK | | | |
| | Hamilton | 1,900 | 1,900 | 97 |
| Between 5-24% | NEW YORK | | | |
| | Delaware | 18,300 | 17,700 | 97 |
| | Fulton | 21,200 | 20,900 | 99 |
| | Lewis | 9,400 | 9,200 | 98 |
| | Madison | 22,800 | 22,500 | 99 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Schoharie | 11,300 | 11,100 | 98 |
| Station Totals | | 243,200 | 239,000 | 98 |
| Net Weekly Circulation (1991) | | | | 127,200 |
| Average Daily Circulation (1991) | | | | 78,800 |

New York—Utica-Rome

WUTR

Ch. 20

Network Service: ABC.

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

Studio: Smith Hill Rd., Utica, NY 13502.

Mailing Address: Box 20, Utica, NY 13503.

Telephone: 315-797-5220.

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

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

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

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: February 28, 1970.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- Paul R. Kennedy, General Manager.
- Stephen Barrie, General Sales Manager.
- David Phoenix, Program Director.
- Kathy Contino Turner, News Director.
- Robert Hajec, Chief Engineer.
- Barbara Roberts, Business Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$200.

City of License: Utica. ADI: Utica. Rank: 161.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over | NEW YORK | | | |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Oneida East | 57,800 | 56,900 | 99 |
| Between 25-49% | NEW YORK | | | |
| | Oneida West | 33,300 | 32,900 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Lewis | 9,400 | 9,200 | 98 |
| | Madison | 22,800 | 22,500 | 99 |
| | Montgomery | 20,400 | 20,000 | 98 |
| Station Totals | | 190,500 | 187,400 | 98 |
| Net Weekly Circulation (1991) | | | 89,800 | |
| Average Daily Circulation (1991) | | | 44,200 | |

New York—Carthage-Watertown

WWNY-TV

Ch. 7

Network Service: CBS, NBC.

Licensee: United Communications Corp., 120 Arcade St., Watertown, NY 13601.

Studio: 120 Arcade St., Watertown, NY 13601.

Telephone: 315-788-3800. TWX: 510-257-4650. Fax: 315-782-7468.

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

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

Requests CP for change to 725-ft. above av. terrain, 541-ft. above ground, 1663-ft. above sea level. BPCT-890619KF.

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

Satellite Earth Station: Microdyne C-band; Scientific-Atlanta receivers.

Ownership: United Communications Corp. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Jones, Wakdo, Holbrook & McDonough.

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

Personnel:

Kevin T. Mastellon, General Manager.
Edward V. Dempsey, General Sales Manager.
Nicolas Darling, Local & Regional Sales Manager.
John A. Shatraw, Director of Promotion.
David N. Cummings, Director of Operations.
Cathy Pircsuk, News Director.
Lois Dempster, Program Director.
Don Rohr, Chief Engineer.
Marie Fuhrken, Business Manager.
James Corbin, Production Manager.

Rates: On request.

City of License: Carthage. ADI: Watertown-Carthage. Rank: 170.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | NEW YORK | | | |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Lewis | 9,400 | 9,200 | 98 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| Between 5-24% | NEW YORK | | | |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Oswego | 42,700 | 42,100 | 99 |
| Station Totals | | 128,400 | 126,400 | 98 |
| Net Weekly Circulation (1991) | | | 79,800 | |
| Average Daily Circulation (1991) | | | 54,800 | |

New York—Watertown

WWTI

Ch. 50

Network Service: ABC.

Licensee: Watertown Television Corp., Box 6250, Watertown, NY 13601.

Studio: 1222 Arsenal St., Watertown, NY 13601.

Mailing Address: Box 6250, Watertown, NY 13601.

Telephone: 315-785-8850. TWX: 710-541-0006. Fax: 315-785-0127.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1268-ft. above av. terrain, 975-ft. above ground, 2470-ft. above sea level.

Latitude 43° 52' 47"
Longitude 75° 43' 11"

Transmitter: Hayes Rd., near Denmark.

Ownership: Media Management Corp.

Began Operation: January 3, 1988. Sale to present owners by Craig L. Fox, et al., approved by FCC June 22, 1990.

Represented (sales): Adam Young Inc.; Canadian Communications Co.

Personnel:

- Sheldon Markoff, General Manager.
- Pat Aceti, Station & Program Manager.
- Dick Whelan, Local Sales Manager.
- Chuck Plumpton, News Director.
- Brad Peterson, Promotion Director.
- Debra Cox, Traffic Manager.

Rates: On request.

City of License: Watertown. ADI: Watertown-Carthage. Rank: 170.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NEW YORK | | | | |
| 50% & Over | Jefferson | 36,700 | 36,200 | 99 |
| | St Lawrence | 37,700 | 37,000 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| NEW YORK | | | | |
| Between 25-49% | Lewis | 9,400 | 9,200 | 98 |
| Station Totals | | 83,800 | 82,400 | 98 |
| Net Weekly Circulation (1991) | | | | 51,000 |
| Average Daily Circulation (1991) | | | | 25,400 |

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

*Call Lynn Levine
202-872-9200*

**WABC-TV, New York
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|-----|
| Between 5-24% | CALIFORNIA | | | |
| | Lassen | 8,300 | 7,800 | 94 |
| | CONNECTICUT | | | |
| | Litchfield | 64,800 | 63,700 | 98 |
| | FLORIDA | | | |
| | Dixie | 3,800 | 3,700 | 97 |
| | Jefferson | 4,200 | 4,100 | 98 |
| | Suwannee | 10,100 | 9,900 | 98 |
| | GEORGIA | | | |
| | Madison | 7,800 | 7,700 | 99 |
| | Rabun | 4,600 | 4,500 | 98 |
| | Wheeler | 1,900 | 1,900 | 100 |
| | IOWA | | | |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Pocahontas | 4,100 | 4,100 | 99 |
| | IDAHO | | | |
| | Camas | 300 | 300 | 100 |
| | ILLINOIS | | | |
| | Hamilton | 3,900 | 3,700 | 95 |
| | KANSAS | | | |
| | Lincoln | 1,600 | 1,600 | 100 |
| | KENTUCKY | | | |
| | Hart | 6,000 | 6,000 | 100 |
| | Morgan | 4,100 | 4,000 | 98 |
| | MASSACHUSETTS | | | |
| | Dukes | 5,700 | 5,500 | 96 |
| | MISSISSIPPI | | | |
| Attala | 7,200 | 7,100 | 99 | |
| Bolivar | 14,500 | 14,200 | 98 | |
| Coahoma | 12,400 | 12,200 | 98 | |
| Issaquena | 800 | 800 | 100 | |
| Leflore | 14,000 | 13,800 | 99 | |
| Sunflower | 10,900 | 10,700 | 98 | |
| Washington | 24,100 | 23,800 | 99 | |
| Webster | 3,700 | 3,600 | 97 | |
| Yalobusha | 5,100 | 5,000 | 98 | |
| MONTANA | | | | |
| Big Horn | 3,300 | 3,100 | 94 | |
| Sheridan | 2,100 | 2,000 | 98 | |
| NORTH CAROLINA | | | | |
| Anson | 9,300 | 9,100 | 98 | |
| Yancey | 6,100 | 6,000 | 98 | |
| NORTH DAKOTA | | | | |
| Rolette | 3,900 | 3,800 | 97 | |
| NEBRASKA | | | | |
| Arthur | 200 | 200 | 100 | |
| Blaine | 300 | 300 | 100 | |
| Grant | 300 | 300 | 100 | |
| Hayes | 500 | 500 | 100 | |
| Pierce | 3,100 | 3,100 | 100 | |
| Thomas | 400 | 400 | 100 | |
| NEW MEXICO | | | | |
| Harding | 400 | 400 | 100 | |
| Sierra | 4,500 | 4,300 | 94 | |
| NEW YORK | | | | |
| Delaware | 18,300 | 17,700 | 97 | |
| Hamilton | 1,900 | 1,900 | 97 | |
| OHIO | | | | |
| Monroe | 6,100 | 5,900 | 97 | |
| PENNSYLVANIA | | | | |
| Monroe | 37,100 | 36,500 | 98 | |
| Northampton | 94,300 | 92,900 | 99 | |
| Potter | 7,000 | 6,800 | 97 | |
| SOUTH DAKOTA | | | | |
| Jones | 600 | 600 | 100 | |
| Stanley | 900 | 900 | 100 | |

**WABC-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|-----|
| Between 5-24% | TENNESSEE | | | |
| | Perry | 2,600 | 2,600 | 100 |
| | Pickett | 1,600 | 1,600 | 100 |
| | TEXAS | | | |
| | Cottle | 1,000 | 1,000 | 100 |
| | Glasscock | 400 | 400 | 100 |
| | Jeff Davis | 600 | 600 | 100 |
| | Kimble | 1,600 | 1,500 | 94 |
| | San Augustine | 3,500 | 3,400 | 97 |
| | Terrell | 600 | 600 | 100 |
| | Zavala | 3,200 | 3,100 | 97 |
| | VIRGINIA | | | |
| | Orange | 7,900 | 7,800 | 99 |
| | Rappahannock | 2,700 | 2,700 | 100 |
| | WEST VIRGINIA | | | |
| | Calhoun | 3,300 | 3,200 | 97 |
| | Lewis | 7,100 | 7,000 | 99 |
| Tyler | 4,000 | 3,900 | 98 | |

**WWOR-TV, New York-Secaucus, New Jersey
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| Between 25-49% | FLORIDA | | | |
| | Martin | 42,000 | 41,600 | 99 |
| | IOWA | | | |
| | Dickinson | 6,300 | 6,200 | 98 |
| | KANSAS | | | |
| | Hamilton | 1,100 | 1,100 | 100 |
| | NEW JERSEY | | | |
| | Atlantic | 85,200 | 83,700 | 98 |
| | Cape May | 42,400 | 41,700 | 98 |
| | Cumberland | 49,700 | 49,100 | 99 |
| | Hunterdon | 36,300 | 35,800 | 99 |
| | Mercer | 122,200 | 120,600 | 99 |
| | Sussex | 46,200 | 45,500 | 98 |
| | Warren | 33,800 | 33,300 | 99 |
| | NEW MEXICO | | | |
| | Grant | 9,800 | 9,300 | 95 |
| | NEW YORK | | | |
| | Chemung | 34,400 | 33,700 | 98 |
| | Dutchess | 92,100 | 90,400 | 98 |
| | Greene | 17,100 | 16,800 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| | PENNSYLVANIA | | | |
| | Carbon | 22,300 | 22,000 | 98 |
| | Clinton | 14,500 | 14,200 | 98 |
| | Elk | 14,100 | 13,900 | 99 |
| | Lackawanna | 85,800 | 84,900 | 99 |
| | Lehigh | 116,300 | 114,700 | 99 |
| | Luzerne | 129,900 | 128,200 | 99 |
| | Lycoming | 44,900 | 43,700 | 97 |
| | Monroe | 37,100 | 36,500 | 98 |
| | Northampton | 94,300 | 92,900 | 99 |
| | Northumberland | 40,800 | 39,800 | 97 |
| | Susquehanna | 15,800 | 15,500 | 98 |
| Union | 11,600 | 11,100 | 96 | |
| Wyoming | 10,700 | 10,500 | 98 | |
| TEXAS | | | | |
| Garza | 1,800 | 1,800 | 100 | |
| Upton | 1,500 | 1,500 | 100 | |

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| Between 5-24% | ALABAMA | | | |
| | Barbour | 9,500 | 9,400 | 99 |
| | Bullock | 3,500 | 3,400 | 97 |
| | Butler | 8,100 | 8,000 | 99 |
| | Calhoun | 45,800 | 45,500 | 99 |
| | Geneva | 9,400 | 9,300 | 99 |
| | Madison | 96,100 | 95,400 | 99 |
| | Pike | 10,700 | 10,600 | 99 |
| | Shelby | 32,600 | 32,400 | 99 |
| | Tallapoosa | 15,400 | 15,300 | 99 |
| | ARKANSAS | | | |
| | Carroll | 8,300 | 8,200 | 99 |
| | Little River | 5,100 | 5,000 | 98 |
| | Mississippi | 19,700 | 19,400 | 98 |
| | Perry | 2,900 | 2,900 | 100 |
| | ARIZONA | | | |
| | Cochise | 37,200 | 36,000 | 97 |
| | Gila | 15,900 | 15,300 | 96 |
| | Greenlee | 3,000 | 2,900 | 97 |
| | Mohave | 37,700 | 36,000 | 96 |
| | Pima | 269,100 | 264,200 | 98 |
| Pinal | 38,800 | 37,600 | 97 | |
| CALIFORNIA | | | | |
| Colusa | 5,700 | 5,400 | 95 | |
| Modoc | 3,600 | 3,300 | 92 | |
| COLORADO | | | | |
| Larimer | 74,200 | 72,700 | 98 | |
| Moffat | 4,900 | 4,600 | 94 | |
| Washington | 1,900 | 1,800 | 95 | |
| CONNECTICUT | | | | |
| Hartford | 325,300 | 320,700 | 99 | |
| New London | 92,500 | 90,700 | 98 | |
| Tolland | 43,600 | 42,900 | 98 | |
| Windham | 37,700 | 37,000 | 98 | |
| DELAWARE | | | | |
| Kent | 39,500 | 39,200 | 99 | |
| New Castle | 159,800 | 159,200 | 100 | |
| FLORIDA | | | | |
| Broward | 548,500 | 545,800 | 99 | |
| Citrus | 42,500 | 41,800 | 98 | |
| Dade | 731,600 | 726,300 | 99 | |
| Hendry | 8,900 | 8,700 | 98 | |
| Hernando | 40,700 | 40,200 | 99 | |
| Highlands | 29,700 | 29,300 | 99 | |
| Hillsborough | 338,900 | 336,200 | 99 | |
| Lee | 139,700 | 138,300 | 99 | |
| Levy | 10,100 | 9,800 | 97 | |
| Manatee | 84,700 | 84,000 | 99 | |
| Marion | 79,300 | 78,000 | 98 | |
| Nassau | 16,900 | 16,700 | 99 | |
| Palm Beach No | 246,800 | 244,400 | 99 | |
| Palm Beach So | 133,200 | 131,800 | 99 | |
| Pinellas | 396,200 | 393,400 | 99 | |
| St Lucie | 57,300 | 56,600 | 99 | |
| Volusia | 155,700 | 154,400 | 99 | |
| GEORGIA | | | | |
| Barrow | 10,300 | 10,200 | 99 | |
| Bulloch | 13,000 | 12,800 | 98 | |
| Cherokee | 30,600 | 30,400 | 99 | |
| Clayton | 67,100 | 66,800 | 100 | |
| Cobb | 174,600 | 173,900 | 100 | |
| Coffee | 10,900 | 10,700 | 98 | |
| Cook | 5,200 | 5,100 | 98 | |
| Dawson | 3,000 | 2,900 | 97 | |
| De Kalb | 216,200 | 215,500 | 100 | |
| Douglas | 26,000 | 25,800 | 99 | |
| Fayette | 20,200 | 20,000 | 99 | |

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**WWOR-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|----------------|------------------|--------------------------|-----|
| Between 5-24% | GEORGIA | | | |
| | Forsyth | 16,200 | 16,100 | 99 |
| | Fulton | 267,600 | 265,900 | 99 |
| | Glynn | 24,100 | 23,900 | 99 |
| | Gwinnett | 122,100 | 121,300 | 99 |
| | Hall | 34,800 | 34,500 | 99 |
| | Heard | 2,600 | 2,600 | 100 |
| | Jackson | 11,000 | 10,900 | 99 |
| | Johnson | 3,300 | 3,300 | 100 |
| | Lincoln | 2,300 | 2,300 | 100 |
| | Newton | 15,700 | 15,500 | 99 |
| | Seminole | 3,300 | 3,200 | 97 |
| | Spalding | 19,700 | 19,500 | 99 |
| | Tattnall | 6,300 | 6,200 | 98 |
| | Terrell | 4,100 | 4,000 | 98 |
| | Toombs | 9,300 | 9,100 | 98 |
| | Upson | 10,200 | 10,100 | 99 |
| | Wayne | 7,600 | 7,500 | 99 |
| | White | 4,900 | 4,800 | 98 |
| | IOWA | | | |
| | Black Hawk | 47,200 | 46,900 | 99 |
| | Bremer | 8,600 | 8,500 | 99 |
| | Buena Vista | 7,700 | 7,600 | 99 |
| | Carroll | 8,400 | 8,300 | 99 |
| | Cass | 6,500 | 6,400 | 98 |
| | Des Moines | 18,200 | 18,000 | 99 |
| | Harrison | 6,000 | 5,900 | 98 |
| | Kossuth | 7,700 | 7,600 | 99 |
| | Lucas | 4,100 | 4,000 | 98 |
| | Mahaska | 9,300 | 9,200 | 99 |
| | Monroe | 3,300 | 3,300 | 100 |
| | O'Brien | 6,200 | 6,200 | 100 |
| | Osceola | 3,100 | 3,100 | 100 |
| | Shelby | 5,500 | 5,500 | 100 |
| | Sioux | 10,800 | 10,600 | 98 |
| | Wapello | 15,400 | 15,200 | 99 |
| | IDAHO | | | |
| Caribou | 2,800 | 2,700 | 96 | |
| ILLINOIS | | | | |
| Brown | 2,000 | 2,000 | 98 | |
| Cass | 5,400 | 5,300 | 98 | |
| Clay | 6,200 | 6,000 | 97 | |
| Crawford | 8,100 | 8,000 | 99 | |
| De Witt | 7,300 | 7,200 | 99 | |
| Douglas | 7,700 | 7,600 | 99 | |
| Dupage | 285,200 | 283,400 | 99 | |
| Effingham | 12,500 | 12,100 | 97 | |
| Ford | 5,800 | 5,700 | 98 | |
| Greene | 6,300 | 6,200 | 98 | |
| Henderson | 3,500 | 3,400 | 97 | |
| Lake | 173,100 | 171,900 | 99 | |
| Marion | 17,300 | 17,000 | 98 | |
| Mason | 6,700 | 6,600 | 99 | |
| Moultrie | 5,500 | 5,400 | 98 | |
| Schuyler | 3,100 | 3,000 | 97 | |
| Warren | 7,900 | 7,800 | 99 | |
| Will | 118,700 | 117,500 | 99 | |
| INDIANA | | | | |
| Adams | 10,700 | 10,500 | 98 | |
| Dearborn | 14,100 | 13,900 | 99 | |
| Jay | 8,200 | 8,000 | 98 | |
| Lake | 173,600 | 171,600 | 99 | |
| La Porte | 37,700 | 37,300 | 99 | |
| Ohio | 2,000 | 2,000 | 100 | |
| Porter | 44,800 | 44,300 | 99 | |
| Wells | 9,600 | 9,400 | 98 | |

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|----------------------|------------------|--------------------------|-----|
| Between 5-24% | KANSAS | | | |
| | Cloud | 4,500 | 4,400 | 98 |
| | Greeley | 700 | 700 | 100 |
| | Haskell | 1,400 | 1,400 | 100 |
| | Lyon | 13,600 | 13,300 | 98 |
| | Meade | 1,800 | 1,800 | 100 |
| | Mitchell | 3,200 | 3,100 | 97 |
| | Ottawa | 2,300 | 2,200 | 96 |
| | Rush | 1,600 | 1,600 | 100 |
| | Seward | 6,900 | 6,800 | 99 |
| | KENTUCKY | | | |
| | Barren | 13,000 | 12,900 | 99 |
| | Bracken | 2,700 | 2,700 | 100 |
| | Carter | 9,000 | 8,900 | 99 |
| | Clay | 7,900 | 7,800 | 99 |
| | Estill | 5,400 | 5,300 | 98 |
| | Green | 3,900 | 3,900 | 100 |
| | Hart | 6,000 | 6,000 | 100 |
| | Johnson | 9,100 | 9,000 | 99 |
| | Logan | 10,000 | 9,900 | 99 |
| | McCreary | 5,800 | 5,700 | 98 |
| | Martin | 4,500 | 4,400 | 98 |
| | Mason | 6,300 | 6,300 | 100 |
| | Menifee | 1,600 | 1,600 | 100 |
| | Pulaski | 19,300 | 19,000 | 98 |
| | Woodford | 7,200 | 7,100 | 99 |
| | LOUISIANA | | | |
| | Avoyelles | 14,800 | 14,500 | 98 |
| | Tensas | 2,900 | 2,800 | 97 |
| | Terrebonne | 32,800 | 32,400 | 99 |
| | Vermilion | 18,900 | 18,700 | 99 |
| | Vernon | 18,500 | 18,100 | 98 |
| | MASSACHUSETTS | | | |
| | Berkshire | 55,600 | 54,700 | 98 |
| | Dukes | 5,700 | 5,500 | 96 |
| | Essex | 253,300 | 250,700 | 99 |
| | Hampden | 172,300 | 169,900 | 99 |
| Hampshire | 49,400 | 48,400 | 98 | |
| Middlesex | 511,800 | 506,400 | 99 | |
| Norfolk | 226,800 | 224,900 | 99 | |
| Plymouth | 155,100 | 153,300 | 99 | |
| Worcester | 255,400 | 252,200 | 99 | |
| MARYLAND | | | | |
| Anne Arundel | 150,600 | 150,000 | 100 | |
| Baltimore | 270,400 | 269,300 | 100 | |
| Harford | 59,000 | 58,700 | 99 | |
| Montgomery | 278,700 | 277,800 | 100 | |
| Baltimore City | 282,100 | 281,000 | 100 | |
| MAINE | | | | |
| Franklin | 11,400 | 11,000 | 97 | |
| Somerset | 17,500 | 17,200 | 98 | |
| MICHIGAN | | | | |
| Alger | 3,100 | 3,000 | 97 | |
| Houghton | 13,500 | 13,100 | 97 | |
| Iron | 5,700 | 5,600 | 98 | |
| MINNESOTA | | | | |
| Big Stone | 2,800 | 2,800 | 100 | |
| Dodge | 5,500 | 5,400 | 98 | |
| Hubbard | 6,000 | 5,800 | 97 | |
| Jackson | 4,700 | 4,600 | 98 | |
| Koochiching | 5,700 | 5,500 | 96 | |
| Nobles | 7,600 | 7,500 | 99 | |
| Rock | 3,800 | 3,800 | 100 | |
| Scott | 18,600 | 18,500 | 99 | |
| Wabasha | 7,700 | 7,600 | 99 | |
| MISSOURI | | | | |
| Gentry | 3,000 | 2,900 | 97 | |

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|-----|
| Between 5-24% | MISSOURI | | | |
| | Linn | 6,100 | 6,000 | 98 |
| | Macon | 6,500 | 6,400 | 98 |
| | Pemiscot | 8,600 | 8,400 | 98 |
| | Pettis | 14,300 | 14,100 | 99 |
| | Pulaski | 11,800 | 11,600 | 98 |
| | Schuyler | 2,000 | 2,000 | 100 |
| | MISSISSIPPI | | | |
| | Clay | 7,600 | 7,500 | 99 |
| | Coahoma | 12,400 | 12,200 | 98 |
| | De Soto | 23,800 | 23,500 | 99 |
| | Monroe | 13,100 | 13,000 | 99 |
| | Noxubee | 4,100 | 4,000 | 98 |
| | Tippah | 7,200 | 7,100 | 99 |
| | Tishomingo | 7,200 | 7,100 | 99 |
| | MONTANA | | | |
| | Lincoln | 6,900 | 6,600 | 96 |
| | Powder River | 900 | 800 | 89 |
| | Sanders | 3,800 | 3,600 | 95 |
| | NORTH CAROLINA | | | |
| | Alexander | 10,700 | 10,600 | 99 |
| | Beaufort | 17,200 | 17,000 | 99 |
| | Bertie | 7,600 | 7,500 | 98 |
| Brunswick | 20,400 | 20,100 | 99 | |
| Cabarrus | 36,500 | 36,300 | 99 | |
| Cleveland | 33,200 | 32,900 | 99 | |
| Dare | 9,600 | 9,400 | 98 | |
| Edgecombe | 21,200 | 21,000 | 99 | |
| Gaston | 65,500 | 65,000 | 99 | |
| Granville | 13,500 | 13,300 | 99 | |
| Jackson | 10,100 | 9,900 | 98 | |
| Lee | 16,300 | 16,100 | 99 | |
| New Hanover | 48,000 | 47,600 | 99 | |
| Orange | 35,400 | 34,900 | 99 | |
| Pender | 10,400 | 10,200 | 98 | |
| Rowan | 42,000 | 41,700 | 99 | |
| Sampson | 19,200 | 18,900 | 98 | |
| Stanly | 20,300 | 20,100 | 99 | |
| Surry | 25,000 | 24,700 | 99 | |
| Vance | 14,600 | 14,400 | 99 | |
| Warren | 6,000 | 5,900 | 98 | |
| Yancey | 6,100 | 6,000 | 98 | |
| NORTH DAKOTA | | | | |
| Cavalier | 2,600 | 2,500 | 96 | |
| Mountrail | 2,900 | 2,900 | 100 | |
| Oliver | 800 | 800 | 100 | |
| Walsh | 5,700 | 5,600 | 98 | |
| NEBRASKA | | | | |
| Arthur | 200 | 200 | 100 | |
| Boone | 2,500 | 2,500 | 100 | |
| Burt | 3,400 | 3,400 | 100 | |
| Cedar | 3,900 | 3,900 | 100 | |
| Colfax | 3,500 | 3,400 | 97 | |
| Cuming | 4,100 | 4,000 | 98 | |
| Dodge | 14,100 | 14,000 | 99 | |
| Douglas | 160,400 | 159,100 | 99 | |
| Furnas | 2,500 | 2,500 | 98 | |
| Garfield | 900 | 900 | 100 | |
| Madison | 12,700 | 12,500 | 98 | |
| Merrick | 3,100 | 3,100 | 100 | |
| Phelps | 3,700 | 3,700 | 100 | |
| Pierce | 3,100 | 3,100 | 100 | |
| Rock | 900 | 900 | 100 | |
| Sherman | 1,500 | 1,500 | 100 | |
| Stanton | 2,500 | 2,500 | 100 | |
| Washington | 6,200 | 6,200 | 100 | |

SATELLITE WEEK

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WWOR-TV—(Continued)
(Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|-----|
| Between 5-24% | NEW HAMPSHIRE | | | |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | NEW JERSEY | | | |
| | Burlington | 140,500 | 139,300 | 99 |
| | Camden | 186,200 | 184,700 | 99 |
| | Gloucester | 77,800 | 77,200 | 99 |
| | Salem | 24,800 | 24,500 | 99 |
| | NEW MEXICO | | | |
| | Cibola | 7,100 | 7,000 | 99 |
| | Dona Ana | 47,200 | 45,800 | 97 |
| | Harding | 400 | 400 | 100 |
| | Lincoln | 6,000 | 5,800 | 97 |
| | Mc Kinley | 20,500 | 19,100 | 93 |
| | Otero | 18,200 | 17,800 | 98 |
| | Taos | 7,400 | 6,800 | 92 |
| | Valencia | 15,600 | 15,400 | 99 |
| | NEVADA | | | |
| | Churchill | 6,900 | 6,800 | 99 |
| | Clark | 285,500 | 280,800 | 98 |
| | Humboldt | 4,800 | 4,600 | 96 |
| | Pershing | 1,800 | 1,700 | 94 |
| | NEW YORK | | | |
| | Albany | 113,000 | 111,300 | 98 |
| | Allegany | 17,800 | 17,400 | 98 |
| | Broome | 80,200 | 79,100 | 99 |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Cayuga | 29,300 | 28,700 | 98 |
| | Chautauqua | 54,300 | 53,400 | 98 |
| | Chenango | 19,300 | 18,900 | 98 |
| | CClinton | 27,200 | 26,900 | 99 |
| | Columbia | 23,900 | 23,500 | 98 |
| | Cortland | 17,100 | 16,800 | 98 |
| | Delaware | 18,300 | 17,700 | 97 |
| | Erie | 361,300 | 357,500 | 99 |
| | Essex | 14,500 | 14,300 | 98 |
| | Franklin | 16,000 | 15,600 | 98 |
| | Fulton | 21,200 | 20,900 | 99 |
| | Genesee | 21,700 | 21,500 | 99 |
| | Hamilton | 1,900 | 1,900 | 97 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Lewis | 9,400 | 9,200 | 98 |
| | Livingston | 20,500 | 20,200 | 99 |
| | Madison | 22,800 | 22,500 | 99 |
| | Monroe | 271,100 | 267,800 | 99 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Niagara | 81,400 | 80,600 | 99 |
| | Oneida East | 57,800 | 56,900 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |
| | Onondaga | 174,300 | 172,300 | 99 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Orleans | 14,500 | 14,200 | 98 |
| | Oswego | 42,700 | 42,100 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| | Schenectady | 59,600 | 58,900 | 99 |
| | Schoharie | 11,300 | 11,100 | 98 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Seneca | 12,000 | 11,900 | 99 |
| | Tioga | 19,100 | 18,800 | 98 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | Warren | 21,300 | 20,900 | 98 |
| | Washington | 20,000 | 19,700 | 99 |
| | Wayne | 32,500 | 32,000 | 98 |
| | Wyoming | 14,000 | 13,900 | 99 |

WWOR-TV—(Continued)
(Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|-----|
| Between 5-24% | Yates | 8,800 | 8,600 | 98 |
| | OHIO | | | |
| | Clermont | 53,400 | 52,800 | 99 |
| | Hamilton | 347,700 | 343,200 | 99 |
| | Lake | 80,000 | 79,500 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |
| | Madison | 11,500 | 11,300 | 98 |
| | Medina | 41,500 | 41,100 | 99 |
| | Pickaway | 15,600 | 15,500 | 99 |
| | Pike | 9,400 | 9,200 | 98 |
| | Ross | 24,500 | 24,000 | 98 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| | Warren | 38,800 | 38,400 | 99 |
| | Wayne | 37,600 | 36,800 | 98 |
| | OKLAHOMA | | | |
| | Coal | 2,200 | 2,200 | 100 |
| | Cotton | 2,800 | 2,800 | 100 |
| | Craig | 5,600 | 5,500 | 98 |
| | Johnston | 4,000 | 3,900 | 98 |
| | Latimer | 3,800 | 3,700 | 97 |
| | Mc Curtain | 13,300 | 13,000 | 98 |
| | Portotoc | 13,400 | 13,300 | 99 |
| | OREGON | | | |
| | Douglas | 36,100 | 34,400 | 95 |
| | Union | 8,500 | 7,900 | 93 |
| | PENNSYLVANIA | | | |
| | Allegheny | 549,200 | 542,600 | 99 |
| | Beaver | 71,600 | 70,800 | 99 |
| | Blair | 50,800 | 50,000 | 98 |
| | Bradford | 24,700 | 24,200 | 98 |
| | Bucks | 197,400 | 195,800 | 99 |
| | Cambria | 62,700 | 61,900 | 99 |
| | Cameron | 2,800 | 2,800 | 100 |
| | Centre | 40,700 | 39,700 | 98 |
| | Chester | 131,800 | 130,100 | 99 |
| | Clearfield | 30,800 | 30,300 | 98 |
| | Columbia | 23,300 | 22,900 | 98 |
| | Cumberland | 75,200 | 74,000 | 98 |
| | Dauphin | 98,200 | 96,500 | 98 |
| | Delaware | 212,700 | 211,200 | 99 |
| | Erie | 104,600 | 103,300 | 99 |
| | Fayette | 57,100 | 55,900 | 98 |
| | Greene | 15,400 | 15,100 | 98 |
| | Indiana | 33,000 | 32,400 | 98 |
| | Jefferson | 19,200 | 18,900 | 98 |
| | Juniata | 7,900 | 7,600 | 96 |
| | Lancaster | 154,300 | 149,700 | 97 |
| | Mc Kean | 18,100 | 17,700 | 98 |
| | Mercer | 46,200 | 45,400 | 98 |
| | Mifflin | 18,400 | 17,900 | 97 |
| | Montgomery | 260,700 | 258,200 | 99 |
| | Montour | 6,300 | 6,100 | 97 |
| | Perry | 16,000 | 15,600 | 98 |
| | Philadelphia | 643,100 | 632,800 | 98 |
| | Potter | 7,000 | 6,800 | 97 |
| | Schuylkill | 63,200 | 62,000 | 98 |
| | Snyder | 13,100 | 12,600 | 96 |
| | Tioga | 15,200 | 14,800 | 97 |
| | Warren | 17,400 | 16,900 | 97 |
| | Washington | 81,300 | 80,200 | 99 |
| | Wayne | 16,000 | 15,500 | 97 |
| | Westmoreland | 145,400 | 143,800 | 99 |
| | RHODE ISLAND | | | |
| | Washington | 38,500 | 37,900 | 98 |
| | SOUTH CAROLINA | | | |
| | Anderson | 56,800 | 56,300 | 99 |

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| Between 5-24% | SOUTH CAROLINA | | | |
| | Clarendon | 10,200 | 9,900 | 97 |
| | Darlington | 23,800 | 23,500 | 99 |
| | Florence | 43,700 | 43,200 | 99 |
| | Georgetown | 18,000 | 17,700 | 98 |
| | Horry | 55,900 | 55,100 | 99 |
| | Sumter | 34,100 | 33,600 | 99 |
| | SOUTH DAKOTA | | | |
| | Butte | 3,300 | 3,200 | 97 |
| | Grant | 3,200 | 3,100 | 97 |
| Lawrence | 8,400 | 8,300 | 99 | |
| Lincoln | 5,400 | 5,300 | 98 | |
| Meade | 8,500 | 8,400 | 99 | |
| Tripp | 2,700 | 2,700 | 100 | |
| Turner | 3,400 | 3,400 | 100 | |
| Yankton | 7,200 | 7,100 | 99 | |
| Ziebach | 600 | 600 | 100 | |
| TENNESSEE | | | | |
| Blount | 33,900 | 33,700 | 99 | |
| Cheatham | 10,000 | 9,900 | 99 | |
| Dickson | 13,300 | 13,200 | 99 | |
| Dyer | 13,800 | 13,700 | 99 | |
| Franklin | 12,600 | 12,500 | 99 | |
| Lake | 2,600 | 2,600 | 100 | |
| Lauderdale | 9,500 | 9,400 | 99 | |
| Mcminn | 16,400 | 16,300 | 99 | |
| Marion | 9,800 | 9,700 | 99 | |
| Overton | 6,900 | 6,800 | 99 | |
| Pickett | 1,600 | 1,600 | 100 | |
| Shelby | 310,000 | 308,400 | 99 | |
| White | 8,200 | 8,100 | 99 | |
| TEXAS | | | | |
| Aransas | 7,000 | 6,900 | 99 | |
| Bailey | 2,700 | 2,700 | 100 | |
| Caldwell | 9,800 | 9,600 | 98 | |
| Callahan | 4,900 | 4,900 | 100 | |
| Dawson | 5,400 | 5,300 | 98 | |
| De Witt | 7,200 | 7,000 | 97 | |
| Dimmit | 3,300 | 3,200 | 97 | |
| Fannin | 10,200 | 10,000 | 98 | |
| Gillespie | 6,900 | 6,700 | 97 | |
| Hemphill | 1,800 | 1,800 | 100 | |
| Lubbock | 81,900 | 81,300 | 99 | |
| Mc Culloch | 3,600 | 3,500 | 97 | |
| Ochiltree | 3,300 | 3,300 | 100 | |
| Reagan | 1,400 | 1,400 | 100 | |
| Real | 1,000 | 1,000 | 100 | |
| Terry | 5,100 | 5,100 | 100 | |
| Winkler | 3,100 | 3,100 | 100 | |
| UTAH | | | | |
| Cache | 21,500 | 21,000 | 98 | |
| Daggett | 200 | 200 | 100 | |
| VIRGINIA | | | | |
| Arlington | 134,000 | 133,400 | 100 | |
| Augusta | 33,700 | 33,400 | 99 | |
| Craig | 1,500 | 1,500 | 100 | |
| Fairfax | 296,800 | 295,900 | 100 | |
| Greene | 3,400 | 3,300 | 97 | |
| Prince George | 15,700 | 15,600 | 99 | |
| Prince William | 74,300 | 73,900 | 99 | |
| Rockbridge | 10,400 | 10,300 | 99 | |
| Scott | 8,900 | 8,700 | 98 | |
| Chesapeake City | 50,200 | 49,800 | 99 | |
| Norfolk City | 94,800 | 94,100 | 99 | |
| Portsmouth City | 41,300 | 41,000 | 99 | |
| Suffolk City | 18,800 | 18,500 | 98 | |
| Va Beach City | 127,100 | 126,400 | 99 | |

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|------------------|------------------|---------------|----|
| Between 5-24% | VERMONT | | | |
| | Chittenden | 49,600 | 48,900 | 99 |
| | Franklin | 13,900 | 13,800 | 99 |
| | Lamoille | 7,400 | 7,300 | 99 |
| | Orange | 9,600 | 9,400 | 98 |
| | Rutland | 24,300 | 23,800 | 98 |
| | Washington | 22,000 | 21,600 | 98 |
| | WISCONSIN | | | |
| | Adams | 5,300 | 5,100 | 96 |
| | Door | 11,100 | 11,000 | 99 |
| Kenosha | 45,100 | 44,600 | 99 | |
| Lincoln | 11,300 | 11,200 | 99 | |
| Manitowoc | 30,400 | 30,200 | 99 | |
| Milwaukee | 380,900 | 376,800 | 99 | |
| Oconto | 12,300 | 12,100 | 98 | |
| Pierce | 11,800 | 11,600 | 98 | |
| Sheboygan | 39,100 | 38,700 | 99 | |
| Trempealeau | 9,700 | 9,400 | 97 | |
| Wood | 30,500 | 30,100 | 99 | |
| WEST VIRGINIA | | | | |
| Brooke | 10,600 | 10,600 | 100 | |
| Doddridge | 2,800 | 2,800 | 100 | |
| Hancock | 15,000 | 15,000 | 100 | |
| Lincoln | 8,100 | 8,000 | 99 | |
| Mingo | 12,700 | 12,500 | 98 | |
| Pleasants | 2,900 | 2,900 | 100 | |

**WNYW, New York
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|----|
| Between 5-24% | NEW JERSEY | | | |
| | Atlantic | 85,200 | 83,700 | 98 |
| | NEW YORK | | | |
| | Allegany | 17,800 | 17,400 | 98 |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Chenango | 19,300 | 18,900 | 98 |
| | Herkimer | 24,900 | 24,500 | 98 |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Tioga | 19,100 | 18,800 | 98 |
| Warren | 21,300 | 20,900 | 98 | |
| PENNSYLVANIA | | | | |
| Bucks | 197,400 | 195,800 | 99 | |
| Clearfield | 30,800 | 30,300 | 98 | |
| Clinton | 14,500 | 14,200 | 98 | |
| Columbia | 23,300 | 22,900 | 98 | |
| Lackawanna | 85,800 | 84,900 | 99 | |
| Lycoming | 44,900 | 43,700 | 97 | |
| Mc Kean | 18,100 | 17,700 | 98 | |
| Schuylkill | 63,200 | 62,000 | 98 | |
| Warren | 17,400 | 16,900 | 97 | |
| Wayne | 16,000 | 15,500 | 97 | |

**WPIX, New York
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------|------------------|---------------|---|
| Between 25-49% | MASSACHUSETTS | | | |
| Berkshire | 55,600 | 54,700 | 98 | |

WPIX—(Continued)
(Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|---------------------|------------------|--------------------------|-----|
| Between 25-49% | MONTANA | | | |
| | Musselshell | 1,800 | 1,700 | 94 |
| | NEBRASKA | | | |
| | Thomas | 400 | 400 | 100 |
| | NEW JERSEY | | | |
| | Atlantic | 85,200 | 83,700 | 98 |
| | Cape May | 42,400 | 41,700 | 98 |
| | Gloucester | 77,800 | 77,200 | 99 |
| | Hunterdon | 36,300 | 35,800 | 99 |
| | Mercer | 122,200 | 120,600 | 99 |
| | Somerset | 83,700 | 83,000 | 99 |
| | NEW YORK | | | |
| | Broome | 80,200 | 79,100 | 99 |
| | Cattaraugus | 30,700 | 30,100 | 98 |
| | Chautauqua | 54,300 | 53,400 | 98 |
| | Chemung | 34,400 | 33,700 | 98 |
| | Clinton | 27,200 | 26,900 | 99 |
| | Delaware | 18,300 | 17,700 | 97 |
| | Franklin | 16,000 | 15,600 | 98 |
| | Fulton | 21,200 | 20,900 | 99 |
| | Jefferson | 36,700 | 36,200 | 99 |
| | Montgomery | 20,400 | 20,000 | 98 |
| | Oneida East | 57,800 | 56,900 | 99 |
| | Oneida West | 33,300 | 32,900 | 99 |
| | Onondaga | 174,300 | 172,300 | 99 |
| | Orange | 99,900 | 98,200 | 98 |
| | Rensselaer | 56,100 | 55,100 | 98 |
| | St Lawrence | 37,700 | 37,000 | 98 |
| | Steuben | 36,600 | 35,900 | 98 |
| | Tompkins | 32,100 | 30,800 | 96 |
| | Ulster | 63,700 | 62,100 | 98 |
| | PENNSYLVANIA | | | |
| | Cameron | 2,800 | 2,800 | 100 |
| | Carbon | 22,300 | 22,000 | 98 |
| | Centre | 40,700 | 39,700 | 98 |
| | Clinton | 14,500 | 14,200 | 98 |
| | Elk | 14,100 | 13,900 | 99 |
| | Huntingdon | 15,500 | 15,100 | 97 |
| | Lackawanna | 85,800 | 84,900 | 99 |
| | Lehigh | 116,300 | 114,700 | 99 |
| | Luzerne | 129,900 | 128,200 | 99 |
| | Lycoming | 44,900 | 43,700 | 97 |
| | Monroe | 37,100 | 36,500 | 98 |
| | Montour | 6,300 | 6,100 | 97 |
| | Northampton | 94,300 | 92,900 | 99 |
| | Northumberland | 40,800 | 39,800 | 97 |
| | Pike | 11,100 | 10,800 | 97 |
| | Snyder | 13,100 | 12,600 | 96 |
| | Tioga | 15,200 | 14,800 | 97 |
| | Wyoming | 10,700 | 10,500 | 98 |
| VERMONT | | | | |
| Bennington | 14,500 | 14,200 | 98 | |
| Between 5-24% | ALABAMA | | | |
| | Cleburne | 5,200 | 5,100 | 98 |
| | Pike | 10,700 | 10,600 | 99 |
| | ARKANSAS | | | |
| | Izard | 4,600 | 4,400 | 96 |
| | Pike | 4,300 | 4,200 | 98 |
| | CALIFORNIA | | | |
| | Modoc | 3,600 | 3,300 | 92 |
| | CONNECTICUT | | | |
| | Hartford | 325,300 | 320,700 | 99 |
| | New London | 92,500 | 90,700 | 98 |
| | Tolland | 43,600 | 42,900 | 98 |
| | Windham | 37,700 | 37,000 | 98 |
| | GEORGIA | | | |
| | Glynn | 24,100 | 23,900 | 99 |

WPIX—(Continued)
(Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|----------------------|------------------|--------------------------|-----|
| Between 5-24% | HEARD | | | |
| | Heard | 2,600 | 2,600 | 100 |
| | WARE | | | |
| | Ware | 13,400 | 13,200 | 99 |
| | IDAHO | | | |
| | Bear Lake | 2,300 | 2,200 | 96 |
| | ILLINOIS | | | |
| | Henderson | 3,500 | 3,400 | 97 |
| | Jasper | 4,300 | 4,200 | 98 |
| | KANSAS | | | |
| | Lincoln | 1,600 | 1,600 | 100 |
| | KENTUCKY | | | |
| | Casey | 5,900 | 5,800 | 98 |
| | Hart | 6,000 | 6,000 | 100 |
| | Morgan | 4,100 | 4,000 | 98 |
| | LOUISIANA | | | |
| | St Helena | 3,100 | 3,000 | 97 |
| | West Feliciana | 2,600 | 2,500 | 96 |
| | MASSACHUSETTS | | | |
| | Bristol | 186,900 | 185,000 | 99 |
| | Hampden | 172,300 | 169,900 | 99 |
| | Hampshire | 49,400 | 48,400 | 98 |
| | Suffolk | 274,200 | 268,400 | 98 |
| | Worcester | 255,400 | 252,200 | 99 |
| | MARYLAND | | | |
| | Carroll | 42,800 | 42,600 | 100 |
| | MISSOURI | | | |
| | Gentry | 3,000 | 2,900 | 97 |
| | Laclede | 10,600 | 10,400 | 98 |
| | MONTANA | | | |
| | Petroleum | 200 | 200 | 100 |
| | Valley | 3,700 | 3,500 | 95 |
| | NORTH DAKOTA | | | |
| | Billings | 400 | 400 | 100 |
| | Rolette | 3,900 | 3,800 | 97 |
| | NEBRASKA | | | |
| | Boone | 2,500 | 2,500 | 100 |
| | Cedar | 3,900 | 3,900 | 100 |
| | Hamilton | 3,500 | 3,500 | 100 |
| | Hayes | 500 | 500 | 100 |
| | Nuckolls | 2,600 | 2,600 | 100 |
| | Sherman | 1,500 | 1,500 | 100 |
| | Thurston | 2,400 | 2,400 | 100 |
| | NEW HAMPSHIRE | | | |
| | Belknap | 19,900 | 19,700 | 99 |
| | Hillsborough | 126,800 | 125,300 | 99 |
| | Rockingham | 92,100 | 91,000 | 99 |
| | Sullivan | 15,900 | 15,500 | 97 |
| | NEW JERSEY | | | |
| | Burlington | 140,500 | 139,300 | 99 |
| Camden | 186,200 | 184,700 | 99 | |
| Cumberland | 49,700 | 49,100 | 99 | |
| NEW MEXICO | | | | |
| Cibola | 7,100 | 7,000 | 99 | |
| Mc Kinley | 20,500 | 19,100 | 93 | |
| NEVADA | | | | |
| Churchill | 6,900 | 6,800 | 99 | |
| Douglas | 11,100 | 10,700 | 96 | |
| NEW YORK | | | | |
| Albany | 113,000 | 111,300 | 98 | |
| Allegany | 17,800 | 17,400 | 98 | |
| Cayuga | 29,300 | 28,700 | 98 | |
| Chenango | 19,300 | 18,900 | 98 | |
| Columbia | 23,900 | 23,500 | 98 | |
| Essex | 14,500 | 14,300 | 98 | |
| Genesee | 21,700 | 21,500 | 99 | |
| Greene | 17,100 | 16,800 | 98 | |
| Herkimer | 24,900 | 24,500 | 98 | |
| Lewis | 9,400 | 9,200 | 98 | |

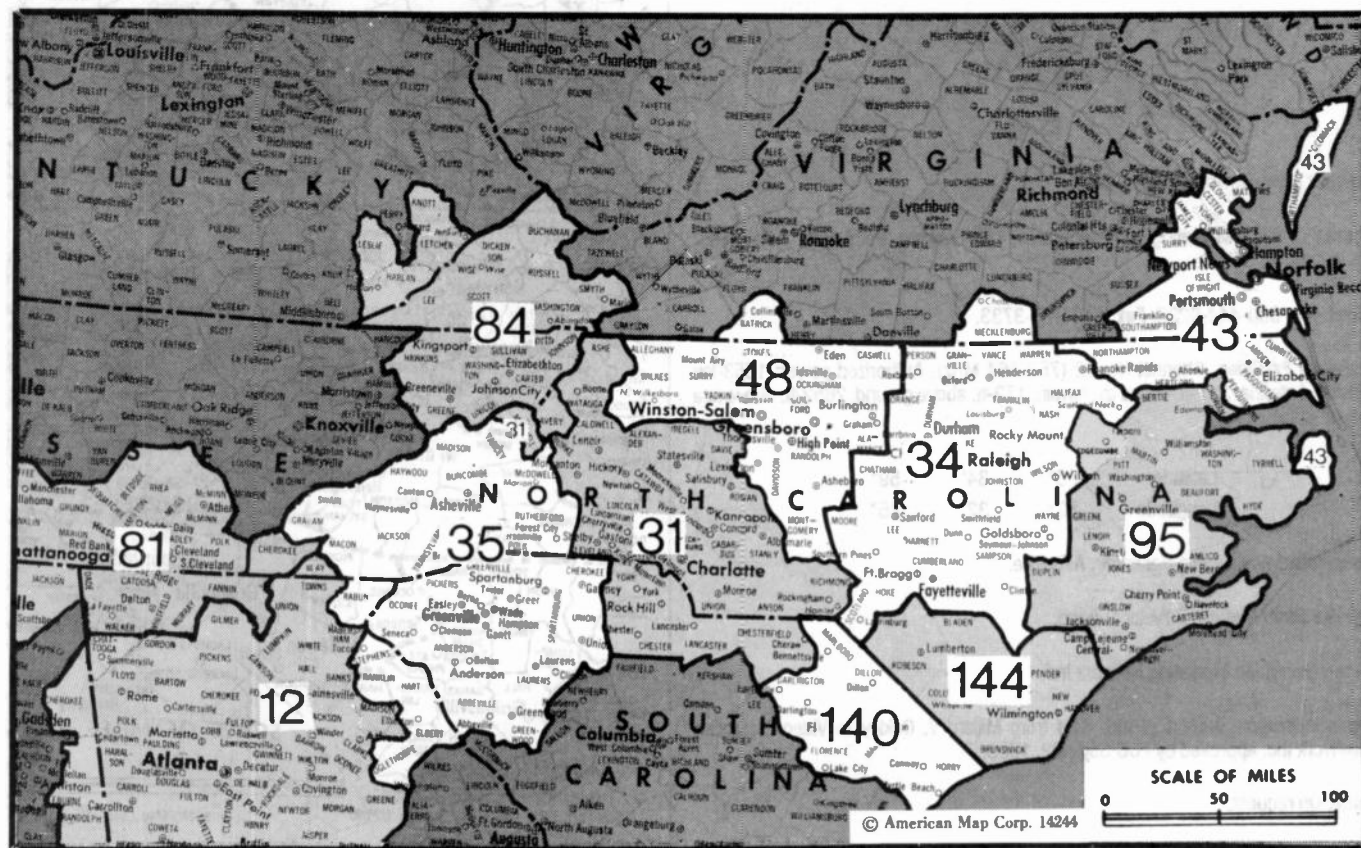
New York

WPIX—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|---------------------|------------------|--------------------------|----|
| Between 5-24% | NEW YORK | | | |
| | Livingston | 20,500 | 20,200 | 99 |
| | Madison | 22,800 | 22,500 | 99 |
| | Ontario | 34,100 | 33,700 | 99 |
| | Orleans | 14,500 | 14,200 | 98 |
| | Oswego | 42,700 | 42,100 | 99 |
| | Otsego | 21,900 | 21,400 | 98 |
| | Saratoga | 62,600 | 61,900 | 99 |
| | Schenectady | 59,600 | 58,900 | 99 |
| | Schuyler | 6,500 | 6,300 | 97 |
| | Seneca | 12,000 | 11,900 | 99 |
| | Tioga | 19,100 | 18,800 | 98 |
| | Warren | 21,300 | 20,900 | 98 |
| | Washington | 20,000 | 19,700 | 99 |
| | Wayne | 32,500 | 32,000 | 98 |
| | Yates | 8,800 | 8,600 | 98 |
| | OHIO | | | |
| | Jackson | 11,400 | 11,200 | 98 |
| | Union | 11,600 | 11,400 | 98 |
| | OKLAHOMA | | | |
| | Mc Curtain | 13,300 | 13,000 | 98 |
| | PENNSYLVANIA | | | |
| | Blair | 50,800 | 50,000 | 98 |
| | Bradford | 24,700 | 24,200 | 98 |
| Bucks | 197,400 | 195,800 | 99 | |
| Clearfield | 30,800 | 30,300 | 98 | |
| Columbia | 23,300 | 22,900 | 98 | |
| Cumberland | 75,200 | 74,000 | 98 | |
| Dauphin | 98,200 | 96,500 | 98 | |

WPIX—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|---------------------|------------------|--------------------------|-----|
| Between 5-24% | Jefferson | 19,200 | 18,900 | 98 |
| | Mc Kean | 18,100 | 17,700 | 98 |
| | Potter | 7,000 | 6,800 | 97 |
| | Schuylkill | 63,200 | 62,000 | 98 |
| | Union | 11,600 | 11,100 | 96 |
| | Warren | 17,400 | 16,900 | 97 |
| | Wayne | 16,000 | 15,500 | 97 |
| | RHODE ISLAND | | | |
| | Newport | 31,300 | 30,900 | 99 |
| | Providence | 225,100 | 222,600 | 99 |
| | Washington | 38,500 | 37,900 | 98 |
| | SOUTH DAKOTA | | | |
| | Jones | 600 | 600 | 100 |
| | Perkins | 1,800 | 1,700 | 94 |
| | TENNESSEE | | | |
| | Grainger | 6,700 | 6,600 | 98 |
| | TEXAS | | | |
| | Glasscock | 400 | 400 | 100 |
| | VIRGINIA | | | |
| | Orange | 7,900 | 7,800 | 99 |
| | VERMONT | | | |
| | Chittenden | 49,600 | 48,900 | 99 |
| | Rutland | 24,300 | 23,800 | 98 |
| | WISCONSIN | | | |
| Kenosha | 45,100 | 44,600 | 99 | |
| WEST VIRGINIA | | | | |
| Brooke | 10,600 | 10,600 | 100 | |
| WYOMING | | | | |
| Teton | 5,500 | 5,300 | 96 | |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|--|
| Atlanta, GA | 1,421,300 | 12 | WAGA-TV (5), WATL (36), WGNX (46), WHSG (63), WNGM-TV (34), WSB-TV (2), WTBS (17), WTLK-TV (14), WVEU (69), WXIA-TV (11) |
| Charlotte, NC | 744,100 | 31 | WBTV (3), WCCB (18), WCNC-TV (36), WKHY-TV (14), WJZY (46), WSOC-TV (9) |
| Raleigh-Durham, NC | 683,000 | 34 | WFCT (62), WKFT (40), WFLF-TV (22), WPTF-TV (28), WRAL-TV (5), WRMY (47), WTVD (11), WYED (17) |
| Greenville-Spartanburg, SC-Asheville, NC | 650,900 | 35 | WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLDS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4) |
| Norfolk-Portsmouth-Newport News-Hampton, VA | 577,000 | 43 | WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13) |
| Greensboro-Winston Salem-High Point, NC | 522,200 | 48 | WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12) |
| Chattanooga, TN | 310,800 | 81 | WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9) |
| Bristol, VA-Kingsport-Johnson City, TN | 307,100 | 84 | WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19) |
| Greenville-New Bern-Washington, NC | 252,900 | 95 | WCTI (12), WFXI (8), WITN-TV (7), WNCT-TV (9) |
| Florence, SC | 156,100 | 140 | WBTW (13), WGSE (43), WPDE-TV (15) |
| Wilmington, NC | 145,600 | 144 | WECT (6), WJKA (26), WWAY (3) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|---|--------------------------------|
| WHNS, WLOS, WSPA-TV & WYFF-TV, Asheville | See Greenville-Spartanburg, SC |
| WJZY, Belmont | See Charlotte, NC |
| WPTF-TV, WRAL-TV & WTVD, Durham | See Raleigh, NC |
| WEJC, Greensboro | See Lexington, NC |
| WROG, Greensboro | See Burlington, NC |
| WITN-TV, Greenville | See Washington, NC |
| WYED, Raleigh | See Goldsboro, NC |
| WCTI, Washington | See New Bern, NC |
| WNCT-TV, Washington | See Greenville, NC |
| WFMY-TV, WGGT, WGHP-TV, WLXI-TV, WNRW & WXII, Winston-Salem | See Greensboro, NC |

North Carolina Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations | 13 | 17 | 30 |
| Educational Television Stations | 2 | 9 | 11 |
| | 15 | 26 | 41 |

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North Carolina—Asheville

WASV-TV

Ch. 62

Network Service: None, independent.

Licensee: Video Marketing Network Inc., 2477 Stickney Point Rd., Suite 319B, Sarasota, FL 34231.

Telephone: 800-444-9233. Fax: 813-923-3733.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1553-kw visual. Antenna: 227-ft. above av. terrain, 172-ft. above ground, 2652-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 35° | 34' | 59" |
| Longitude | 82° | 32' | 45" |

Transmitter: White Fawn Reservoir, Asheville.

Satellite Earth Station: 5-meter C-band.

Ownership: Video Marketing Network Inc.

Began Operation: June 1, 1986. Sale from Millard V. Oakley to Video Marketing Network Inc. approved by FCC Sept. 22, 1988.

Rates: On request.

Arbitron Data: Not available.



City of License: Asheville. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.

North Carolina—Burlington

WAAP

Ch. 16

Network Service: None, independent.

Licensee: Television Communications Inc., Box 16, Burlington, NC 27216-0016.

Studio: Bass Mountain Rd., Burlington, NC 27216.

Mailing Address: Box 16, Burlington, NC 27216-0016.

Telephone: 919-376-6016.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1918.7-kw max. visual, 175-kw max. aural. Antenna: 837-ft. above av. terrain, 529-ft. above ground, 1429-ft. above sea level.

Latitude 35° 56' 22"
Longitude 79° 25' 47"

Transmitter: Cane Creek Mountain, S of Burlington.

Satellite Earth Station: Paracclipse, 3-meter C-band; ChannelMaster, M/A-Corn receivers.

Ownership: Television Communications Inc.

Began Operation: August 7, 1984. Assignment of 20% to Carmelo Selestre from Kearm family members approved by FCC Nov. 7, 1984. Sale to present owner approved Nov. 20, 1985.

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

Personnel:

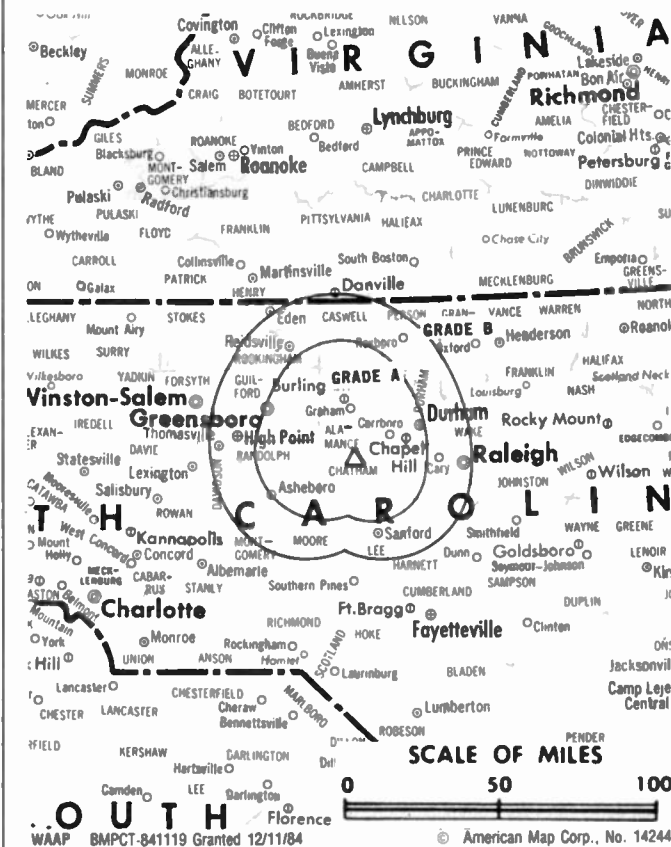
Steve Rehburg, Vice President & General Manager.

Jeff Rehburg, Vice President, Production.

Highest 30 Sec. Rate: \$300.

City of License: Burlington. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| NORTH CAROLINA | | | | |
| Between 5-24% | Alamance | 41,800 | 41,500 | 99 |
| | Chatham | 15,000 | 14,800 | 99 |
| Station Totals | | 56,800 | 56,300 | 99 |
| Net Weekly Circulation (1991) | | | 14,200 | |
| Average Daily Circulation (1991) | | | 4,400 | |

North Carolina—Charlotte

WBT
Ch. 3

Network Service: CBS.

Licensee: Jefferson-Pilot Communications Co., 1 Julian Price Place, Charlotte, NC 28208.

Studio: 1 Julian Price Place, Charlotte, NC 28208.

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

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 16.4-kw aural. Antenna: Circularly polarized, 1873-ft. above av. terrain, 1993-ft. above ground, 2733-ft. above sea level.

Latitude 35° 21' 51"
Longitude 81° 11' 18"

Transmitter: Rte. 3, Bob Friday Rd., Dallas.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5.6-meter Ku-band; Microdyne, Scientific-Atlanta receivers.

SNM Mobile Dish: 23 Ku-band.

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

FM Affiliate: WBT-FM, 100-kw, 107.9 MHz (No. 300), 1700-ft.

News Services: AP, UPI.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

Began Operation: July 15, 1949.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- William Blackwell, President.
- John Hutchinson, Vice President & General Manager.
- Jack Mason, Controller.
- Jerry Pelletier, General Sales Manager.
- Rita Littles, National Sales Manager.
- Tim Allran, Local Sales Manager.
- Kathy Rideaux, Local Sales Manager.
- Bill Napier, Director of Operations & Engineering.
- Ron Miller, News Director.
- Pam Glasgow, Traffic Manager.
- Mike Burney, Marketing Director.
- Paul Cameron, Sports Director.
- Carolyn Mints, Community Affairs Director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3300.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA | | | |
| | Alexander | 10,700 | 10,600 | 99 |
| | Anson | 9,300 | 9,100 | 98 |
| | Ashe | 9,500 | 9,300 | 98 |
| | Avery | 5,600 | 5,500 | 98 |
| | Burke | 30,200 | 29,900 | 99 |
| | Cabarrus | 36,500 | 36,300 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |
| | Cleveland | 33,200 | 32,900 | 99 |
| | Gaston | 65,500 | 65,000 | 99 |
| Iredell | 35,600 | 35,300 | 99 | |



WBT BPCT—811116KF Granted 10/25/83 ©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------------|-----------------------|------------------|-----------|----|
| 50% & Over | Lincoln | 19,100 | 19,000 | 99 | |
| | Mc Dowell | 13,900 | 13,700 | 99 | |
| | Mecklenburg | 196,000 | 194,700 | 99 | |
| | Mitchell | 5,600 | 5,500 | 98 | |
| | Polk | 6,000 | 5,900 | 98 | |
| | Richmond | 18,200 | 18,000 | 99 | |
| | Rowan | 42,000 | 41,700 | 99 | |
| | Rutherford | 22,500 | 22,300 | 99 | |
| | Stanly | 20,300 | 20,100 | 99 | |
| | Union | 30,100 | 29,800 | 99 | |
| | Watauga | 13,000 | 12,800 | 98 | |
| | Wilkes | 24,100 | 23,800 | 99 | |
| | SOUTH CAROLINA | Cherokee | 15,800 | 15,700 | 99 |
| Chester | | 11,300 | 11,200 | 99 | |
| Lancaster | | 21,100 | 20,900 | 99 | |
| York | | 47,200 | 46,700 | 99 | |
| Between 25-49% | | NORTH CAROLINA | | | |
| | | Davie | 11,300 | 11,100 | 98 |
| | Henderson | 30,300 | 29,900 | 99 | |
| | Montgomery | 9,200 | 9,100 | 99 | |
| SOUTH CAROLINA | Chesterfield | 15,100 | 14,900 | 99 | |
| | Union | 11,400 | 11,300 | 99 | |
| | Between 5-24% | NORTH CAROLINA | | | |
| Alleghany | | 3,900 | 3,800 | 97 | |
| Buncombe | | 71,900 | 71,100 | 99 | |
| Davidson | | 48,600 | 48,200 | 99 | |
| Hoke | | 7,900 | 7,800 | 99 | |
| Transylvania | | 10,600 | 10,500 | 99 | |
| (Continued on page A-854) | | | | | |
| Station Totals | | 1,232,200 | 1,220,400 | 99 | |
| Net Weekly Circulation (1991) | | | 733,000 | | |
| Average Daily Circulation (1991) | | | 421,900 | | |

North Carolina—Charlotte

WCCB

Ch. 18

Network Service: Fox

Licensee: WCCB-TV Inc., 1 Television Place, Charlotte, NC 28205.

Studio: 1 Television Place, Charlotte, NC 28205.

Telephone: 704-372-1800. Fax: 704-376-3415.

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

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

Transmitter: 0.5-mi. SE of Newell.

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

News Services: AP, INN.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: December 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales): Katz Independent TV Sales.

Personnel:

- Cy N. Bahakel, President.
- Lorraine Lancaster, Senior Vice President.
- Steven Soldinger, General Manager.
- Gene Doss, General Sales Manager.
- Butch Allen, Local Sales Manager.
- Jeff Arrowood, Program & Promotion Director.
- Jim White, Marketing Director.
- Gerry Vaillancourt, Sports Director.
- Rick Aydielt, Chief Engineer.

Highest 30 Sec. Rate: \$6000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA | | | |
| | Cabarrus | 36,500 | 36,300 | 99 |
| | Gaston | 65,500 | 65,000 | 99 |
| | Lincoln | 19,100 | 19,000 | 99 |
| | Mecklenburg | 196,000 | 194,700 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| | Stanly | 20,300 | 20,100 | 99 |
| | Union | 30,100 | 29,800 | 99 |
| | SOUTH CAROLINA | | | |
| | Chester | 11,300 | 11,200 | 99 |
| | Lancaster | 21,100 | 20,900 | 99 |
| | York | 47,200 | 46,700 | 99 |



WCCB BMPCT-7760 Granted 2/15/79 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|-----------------------|----------------|-----------|
| Between 25-49% | NORTH CAROLINA | | | |
| | Alexander | 10,700 | 10,600 | 99 |
| | Anson | 9,300 | 9,100 | 98 |
| | Burke | 30,200 | 29,900 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |
| | Cleveland | 33,200 | 32,900 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Watauga | 13,000 | 12,800 | 98 |
| | SOUTH CAROLINA | | | |
| | Chesterfield | 15,100 | 14,900 | 99 |
| | Marlboro | 10,900 | 10,700 | 98 |
| | Between 5-24% | NORTH CAROLINA | | |
| Alleghany | | 3,900 | 3,800 | 97 |
| Ashe | | 9,500 | 9,300 | 98 |
| Davidson | | 48,600 | 48,200 | 99 |
| Davie | | 11,300 | 11,100 | 98 |
| Mc Dowell | | 13,900 | 13,700 | 99 |
| Rutherford | | 22,500 | 22,300 | 99 |
| Wilkes | | 24,100 | 23,800 | 99 |
| Yadkin | | 11,800 | 11,700 | 99 |
| SOUTH CAROLINA | | | | |
| Cherokee | | 15,800 | 15,700 | 99 |
| Fairfield | | 7,100 | 7,000 | 99 |
| Kershaw | | 17,200 | 16,900 | 98 |
| Union | | 11,400 | 11,300 | 99 |
| VIRGINIA | | | | |
| Carroll | 9,700 | 9,500 | 98 | |
| Grayson | 9,300 | 9,200 | 99 | |
| Station Totals | | 964,800 | 955,900 | 99 |
| Net Weekly Circulation (1991) | | | 440,700 | |
| Average Daily Circulation (1991) | | | 160,700 | |

North Carolina—Charlotte

WCNC-TV

Ch. 36

Network Service: NBC.

Licensee: Journal Bcstg. of Charlotte Inc., 75 Fountain St., Providence, RI 02902.

Studio: 8036 Hood Rd., Charlotte, NC 28215.

Mailing Address: Box 18665, Charlotte, NC 28218.

Telephone: 704-536-3636. TWX: 810-621-7888. Fax: 704-536-1891.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1982-ft. above av. terrain, 1969-ft. above ground, 2749-ft. above sea level.

Latitude 35° 20' 49.10"
Longitude 81° 10' 14.80"

Transmitter: Between Rtes. 1101 & 1805, 0.9-mi. N of Rte. 1804 near Dallas, Gaston County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA, 6-meter Ku-band; Harris, 3-meter Ku-band; Andrew, 5-meter C-band; Harris, M/A-Com receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to Westinghouse Bcstg. & Cable approved March 17, 1980 (Television Digest, Vol. 19:21). Sale to Odyssey Partners approved by FCC Nov. 23, 1984 (Vol. 24:15). Sale to present owner approved by FCC Nov. 1, 1988.

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

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Powstenko.

Personnel:

John E. Hayes, President & General Manager.
Nicholas Magnini, General Sales Manager.
John McCormick, National Sales Manager.
Dave Folsom, Director of Engineering.
Ken Middleton, News Director.
Tim Bloodworth, Program Director.
Glenn Nash, Promotion Manager.
Jean Fuller, Director of Station Relations.

Highest 30 Sec. Rate: \$4000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | | | | |
| NORTH CAROLINA | | | | |
| | Anson | 9,300 | 9,100 | 98 |
| | Cabarrus | 36,500 | 36,300 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |
| | Gaston | 65,500 | 65,000 | 99 |
| | Lincoln | 19,100 | 19,000 | 99 |
| | Mecklenburg | 196,000 | 194,700 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |



WCNC-TV BPC-870514KK Granted 11/30/87

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Stanly | 20,300 | 20,100 | 99 |
| | Union | 30,100 | 29,800 | 99 |
| SOUTH CAROLINA | | | | |
| | Chester | 11,300 | 11,200 | 99 |
| | Lancaster | 21,100 | 20,900 | 99 |
| | York | 47,200 | 46,700 | 99 |
| Between 25-49% | | | | |
| NORTH CAROLINA | | | | |
| | Alexander | 10,700 | 10,600 | 99 |
| | Burke | 30,200 | 29,900 | 99 |
| | Cleveland | 33,200 | 32,900 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| Between 5-24% | | | | |
| NORTH CAROLINA | | | | |
| | Alleghany | 3,900 | 3,800 | 97 |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | McDowell | 13,900 | 13,700 | 99 |
| | Mitchell | 5,600 | 5,500 | 98 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Rutherford | 22,500 | 22,300 | 99 |
| SOUTH CAROLINA | | | | |
| | Cherokee | 15,800 | 15,700 | 99 |
| | Chesterfield | 15,100 | 14,900 | 99 |
| | Darlington | 23,800 | 23,500 | 99 |
| | Fairfield | 7,100 | 7,000 | 99 |
| | Spartanburg | 84,400 | 83,700 | 99 |
| | Union | 11,400 | 11,300 | 99 |
| Station Totals | | 973,100 | 964,700 | 99 |
| Net Weekly Circulation (1991) | | | | 474,800 |
| Average Daily Circulation (1991) | | | | 201,300 |

North Carolina—Charlotte

WSOC-TV

Ch. 9

Network Service: ABC.

Licensee: WSOC Television Inc., Box 34665, Charlotte, NC 28234.

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

Telephone: 704-335-4700. TWX: 810-621-0437. Fax: 704-335-4839.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1179-ft. above av. terrain, 1034-ft. above ground, 1890-ft. above sea level.

Latitude 35° 15' 41"
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, NC.

Multichannel TV Sound: Stereo only.

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

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

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

News Service: AP.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

James C. Kennedy, President.
Bruce R. Baker, Vice President & General Manager.
John E. Callaghan, Vice President & Station Manager.
Martin Fenton, General Sales Manager.
John Humphries, Local Sales Manager.
Elizabeth Brady, National Sales Manager.
Michael Kronley, News Director.
L. Merle Thomas, Director, Engineering & Technical Operations.
Bruce Chastine, Controller.
Ron Shuping, Production Manager.

Rates: On request.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Alexander | 10,700 | 10,600 | 99 |
| | Anson | 9,300 | 9,100 | 98 |
| | Burke | 30,200 | 29,900 | 99 |
| | Cabarrus | 36,500 | 36,300 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |
| | Cleveland | 33,200 | 32,900 | 99 |
| | Gaston | 65,500 | 65,000 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Lincoln | 19,100 | 19,000 | 99 |
| | Mecklenburg | 196,000 | 194,700 | 99 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| Stanly | 20,300 | 20,100 | 99 | |



WSOC-TV BPCT-86015KN Granted 3/28/86

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| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------------|------------------|------------------|----------------|--|
| 50% & Over | Union | 30,100 | 29,800 | 99 | |
| | Watauga | 13,000 | 12,800 | 98 | |
| | SOUTH CAROLINA | | | | |
| | Chester | 11,300 | 11,200 | 99 | |
| | Chesterfield | 15,100 | 14,900 | 99 | |
| Lancaster | 21,100 | 20,900 | 99 | | |
| York | 47,200 | 46,700 | 99 | | |
| NORTH CAROLINA | | | | | |
| Between 25-49% | Avery | 5,600 | 5,500 | 98 | |
| | Wilkes | 24,100 | 23,800 | 99 | |
| | SOUTH CAROLINA | | | | |
| | Cherokee | 15,800 | 15,700 | 99 | |
| | Fairfield | 7,100 | 7,000 | 99 | |
| NORTH CAROLINA | | | | | |
| Between 5-24% | Alleghany | 3,900 | 3,800 | 97 | |
| | Ashe | 9,500 | 9,300 | 98 | |
| | Davidson | 48,600 | 48,200 | 99 | |
| | Davie | 11,300 | 11,100 | 98 | |
| | Henderson | 30,300 | 29,900 | 99 | |
| | McDowell | 13,900 | 13,700 | 99 | |
| | Mitchell | 5,600 | 5,500 | 98 | |
| | Polk | 6,000 | 5,900 | 98 | |
| | Rutherford | 22,500 | 22,300 | 99 | |
| | Scotland | 12,300 | 12,100 | 98 | |
| Surry | 25,000 | 24,700 | 99 | | |
| Yadkin | 11,800 | 11,700 | 99 | | |
| SOUTH CAROLINA | | | | | |
| | Darlington | 23,800 | 23,500 | 99 | |
| | Marlboro | 10,900 | 10,700 | 98 | |
| | Union | 11,400 | 11,300 | 99 | |
| Station Totals | | 1,037,200 | 1,027,400 | 99 | |
| Net Weekly Circulation (1991) | | | | 683,300 | |
| Average Daily Circulation (1991) | | | | 413,500 | |

North Carolina—Belmont-Charlotte

WJZY

Ch. 46

Network Service: None, independent.

Licensee: WJZY-TV Inc., Box 668400, Charlotte, NC 28266.

Studio: 3501 Performance Rd., Charlotte, NC 28214.

Mailing Address: Box 668400, Charlotte, NC 28266-8400.

Telephone: 704-398-0046. Fax: 704-393-8407.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. & 214-kw horizontal visual, 500-kw max. & 21-kw horizontal aural. Antenna: 1948-ft. above av. terrain, 1921-ft. above ground, 2721-ft. above sea level.

Latitude 35° 21' 44"
Longitude 81° 09' 19"

Transmitter: 2.9-mi. NE of Dallas, 0.7-mi. SE of intersection of Hwys. 1001 & 1836.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Capitol Broadcasting Co. Inc. (Group Owner).

Began Operation: March 9, 1987. Sale to present owner approved by FCC Nov. 20, 1987.

Represented (sales): Seitel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Mark Conrad, Vice President & General Manager.
- Tommy Schenck, General Sales Manager.
- Mark Moseley, National Sales Manager.
- Janet Noll, Local Sales Manager.
- John Bishop, Engineering Manager.
- Lyle Schutze, Program Director.
- Jonathan Katz, Promotion Manager.
- Jacqueline Draper, Business Manager.
- Karen Allen, Traffic Manager.

Highest 30 Sec. Rate: \$600.

City of License: Belmont. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA | | | |
| | Alexander | 10,700 | 10,600 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Gaston | 65,500 | 65,000 | 99 |
| | Lincoln | 19,100 | 19,000 | 99 |
| | Mecklenburg | 196,000 | 194,700 | 99 |
| | SOUTH CAROLINA | | | |
| York | 47,200 | 46,700 | 99 | |
| Between 25-49% | NORTH CAROLINA | | | |
| | Anson | 9,300 | 9,100 | 98 |
| | Burke | 30,200 | 29,900 | 99 |
| | Cabarrus | 36,500 | 36,300 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|------------------|-----------|
| Between 25-49% | NORTH CAROLINA | | | |
| | Cleveland | 33,200 | 32,900 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| | Rutherford | 22,500 | 22,300 | 99 |
| | Stanly | 20,300 | 20,100 | 99 |
| | Union | 30,100 | 29,800 | 99 |
| | Watauga | 13,000 | 12,800 | 98 |
| | SOUTH CAROLINA | | | |
| | Cherokee | 15,800 | 15,700 | 99 |
| Chester | 11,300 | 11,200 | 99 | |
| Lancaster | 21,100 | 20,900 | 99 | |
| Union | 11,400 | 11,300 | 99 | |
| Between 5-24% | NORTH CAROLINA | | | |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Polk | 6,000 | 5,900 | 98 |
| | Wilkes | 24,100 | 23,800 | 99 |
| | Yadkin | 11,800 | 11,700 | 99 |
| | SOUTH CAROLINA | | | |
| | Chesterfield | 15,100 | 14,900 | 99 |
| | Fairfield | 7,100 | 7,000 | 99 |
| Kershaw | 17,200 | 16,900 | 98 | |
| Laurens | 19,500 | 19,300 | 99 | |
| Newberry | 12,900 | 12,700 | 98 | |
| Spartanburg | 84,400 | 83,700 | 99 | |
| Station Totals | | 1,012,200 | 1,003,300 | 99 |
| Net Weekly Circulation (1991) | | | 401,300 | |
| Average Daily Circulation (1991) | | | 164,900 | |

North Carolina—Fayetteville

WFCT
Ch. 62

Network Service: None, independent.

Licensee: Fayetteville-Cumberland Telecasters Inc., 301 W. Main St., Box 588, Durham, NC 27702.

Studio: Intersection of Hwys. 71 & 20, Lumber Bridge, NC 28357.

Mailing Address: Drawer 62, Lumber Bridge, NC 28357.

Telephone: 919-843-3884. TWX: 810-621-0039.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 337.3-kw visual, 33.7-kw aural. Antenna: 846-ft. above av. terrain, 855-ft. above ground, 1057-ft. above sea level.

Latitude 34° 53' 05"
Longitude 79° 04' 31"

Transmitter: Hwys. 71 & 20, Lumber Bridge, NC.

Satellite Earth Stations: Paracclipse, 4.8-meter; AFC, 3.66-meter Ku-band; Paracclipse, 3.6-meter; M/A-Com receivers.

Ownership: Katherine R. Everett & Robinson O. Everett (Group Owners); Jacob H. Froelich Jr.; George Lyles Jr.

Began Operation: March 4, 1985.

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

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

Personnel:

- Ernie Whitmeyer, General Manager.
- Jenny Martin, Director of Sales & Programming.
- Don O'Banion, Engineering Director.
- Chris Gaw, Production Manager.
- Terri Walker, Business Manager.

Highest 30 Sec. Rate: \$125.

City of License: Fayetteville. ADI: Raleigh-Durham. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|----|
| Between 25-49% | NORTH CAROLINA Hoke | 7,900 | 7,800 | 99 |



WFCT BMPCT—830518KF Granted 4/19/84 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| NORTH CAROLINA | | | | |
| Between 5-24% | Cumberland | 88,700 | 87,800 | 99 |
| | Harnett | 24,700 | 24,400 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Robeson | 36,600 | 36,000 | 98 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Scotland | 12,300 | 12,100 | 98 |
| Station Totals | | 207,600 | 205,000 | 99 |
| Net Weekly Circulation (1991) | | | 30,800 | |
| Average Daily Circulation (1991) | | | 7,900 | |

North Carolina—Fayetteville

WKFT

Ch. 40

Network Service: None, independent.

Licensee: Delta Bcstg. Inc., 131 Wind Chime Court, Raleigh, NC 27615.

Studio: 230 Donaldson St., Fayetteville, NC 28301.

Telephones: 919-846-8000; 919-847-0040. TWX: 510-938-0186.

Fax: 919-323-3924.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1842-ft. above av. terrain, 1749-ft. above ground, 2149-ft. above sea level.

Latitude 35° 30' 45"
Longitude 78° 58' 40"

Transmitter: 5.9-mi. NE of Broadway, 0.65-mi. E of Hwy. 1538 & 0.6-mi. SW of Cape Fear River.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Microdyne, 7-meter; ADM, 5-meter; RCA Ku-band; M/A-Corn receivers.

News Services: AP.

Ownership: Delta Broadcasting Inc.

Began Operation: June 1, 1981. FCC approved sale to present owner March 20, 1991. Sale to SLJ of North Carolina Assoc. by Norman J. Suttler, et al., approved by FCC June 20, 1985 (Television Digest, Vol. 25:15).

Represented (sales): Petry Television Inc.

Personnel:

- Mitchell L. Saieed, General Manager.
- Mike Prater, General Sales Manager.
- Arlene Mabry, Program Director.
- Gabrielle Adler-Barnard, Controller.
- Jim Lamm, Production Manager.
- David Rickels, Chief Engineer.

Highest 30 Sec. Rate: \$150.

City of License: Fayetteville. ADI: Raleigh-Durham. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------|------------------|---------------|----|
| Between 25-49% | NORTH CAROLINA | | | |
| | Harnett | 24,700 | 24,400 | 99 |
| | Hoke | 7,900 | 7,800 | 99 |
| Between 5-24% | NORTH CAROLINA | | | |
| | Alamance | 41,800 | 41,500 | 99 |



WKFT BPCT-850405KE. Granted 6/21/85

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| Between 5-24% | Bladen | 11,600 | 11,400 | 98 |
| | Chatham | 15,000 | 14,800 | 99 |
| | Cumberland | 88,700 | 87,800 | 99 |
| | Durham | 71,300 | 70,600 | 99 |
| | Granville | 13,500 | 13,300 | 99 |
| | Johnston | 31,700 | 31,300 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Orange | 35,400 | 34,900 | 99 |
| | Robeson | 36,600 | 36,000 | 98 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Scotland | 12,300 | 12,100 | 98 |
| | Vance | 14,600 | 14,400 | 99 |
| Wake | 158,300 | 157,000 | 99 | |
| Wayne | 37,100 | 36,700 | 99 | |
| Station Totals | | 660,900 | 653,500 | 99 |
| Net Weekly Circulation (1991) | | | | 76,400 |
| Average Daily Circulation (1991) | | | | 22,600 |

North Carolina—Goldsboro

WYED

Ch. 17

Network Service: None, independent.

Licensee: Group H Bcstg. Corp., 622 S. Barbour St., Box 1117, Clayton, NC 27520.

Studio: 622 S. Barbour St., Clayton.

Telephones: 919-553-1700; 800-442-7912. Fax: 919-553-0984.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2570-kw max. visual, 260-kw max. aural. Antenna: 1575-ft. above av. terrain, 1529-ft. above ground, 1496-ft. above sea level.

Latitude 35° 37' 01"
Longitude 78° 28' 38"

Transmitter: 2800 Country Lane, Clayton, NC 27520.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Paracclipse, 5-meter Ku-band; Prodelin, 5.5-meter C-band; Drake, Pinzone receivers.

Ownership: Beasley Bcstg. Group.

Began Operation: April 11, 1988.

Represented (legal): Hogan & Hartson.

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

Personnel:

Bob Perotic, General Manager & General Sales Manager.

Sam Garfield, Chief Engineer.

Allan Horowitz, Promotion Director.

Teresa Beddingfield, Business Manager.

Highest 30 Sec. Rate: \$200.

City of License: Goldsboro. ADI: Raleigh-Durham. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------------------|------------------|--------------------------|----|
| Between 5-24% | NORTH CAROLINA Granville | 13,500 | 13,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|---|--------------|------------------|--------------------------|-----------|
| Between 5-24% | Greene | 5,400 | 5,300 | 98 |
| | Hoke | 7,900 | 7,800 | 99 |
| | Johnston | 31,700 | 31,300 | 99 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Warren | 6,000 | 5,900 | 98 |
| Station Totals | | 83,700 | 82,500 | 99 |
| Net Weekly Circulation (1991) | | | 15,400 | |
| Average Daily Circulation (1991) | | | 3,700 | |

North Carolina—Greensboro-High Point & Winston-Salem

WFMY-TV

Ch. 2

Network Service: CBS.

Licensee: WFMY Television Corp., 1615 Phillips Ave., Greensboro, NC 27405.

Studio: 1615 Phillips Ave., Greensboro, NC 27405.

Mailing Address: Box TV-2, Greensboro, NC 27420.

Telephone: 919-379-9369. TWX: 510-925-1193.

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

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

Transmitter: 3.7-mi. NE of Sophia.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter Ku-band; SatCom, 9.2-meter C-band; Drake, 4-meter C-band; RCA, 3.66-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Carolina News Network, CBS, GOES, NAFAX, National Weather Wire, UPI.

Ownership: Gannett Broadcasting (Group Owner).

Began Operation: September 22, 1949. Sale to Harte-Hanks Communications by Landmark Communications approved by FCC Oct. 29, 1976 (Television Digest, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51). FCC approved sale to Gannett Co. Jan. 21, 1988 (Vol. 27:49; 28:6).

Represented (sales): Blair Television.

Personnel:

- Colleen Brown, President & General Manager.
- Deborah Hooper, Vice President & Controller.
- Jim Collins, Vice President, News.
- Mike Tamme, Vice President, Programming & Engineering.
- Dick Kelly, General Sales Manager.
- Julie Morphis, Local Sales Manager.
- Marjorie Meyer, National Sales Manager.
- Sandy Sharp, Promotion Manager.
- Jay Wilkinson, Production Manager.
- Gary Davis, Community Affairs Manager.

Highest 30 Sec. Rate: \$5500.

NETWORK BASE HOURLY RATE: \$1492.

City of License: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Alamance | 41,800 | 41,500 | 99 |
| | Alleghany | 3,900 | 3,800 | 97 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Chatham | 15,000 | 14,800 | 99 |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | Forsyth | 110,800 | 110,000 | 99 |
| | Gulford | 134,100 | 133,300 | 99 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Randolph | 40,800 | 40,400 | 99 |
| | Rockingham | 34,100 | 33,800 | 99 |



WFMY-TV BMPCT-780928KI Granted 11/27/78 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|------------------|-----------|
| 50% & Over | Rowan | 42,000 | 41,700 | 99 |
| | Stokes | 14,000 | 13,900 | 99 |
| | Surry | 25,000 | 24,700 | 99 |
| | Wilkes | 24,100 | 23,800 | 99 |
| | Yadkin | 11,800 | 11,700 | 99 |
| VIRGINIA | | | | |
| | Patrick | 6,600 | 6,500 | 98 |
| NORTH CAROLINA | | | | |
| Between 25-49% | Ashe | 9,500 | 9,300 | 98 |
| | Lee | 16,300 | 16,100 | 99 |
| | Orange | 35,400 | 34,900 | 99 |
| | Person | 11,600 | 11,500 | 99 |
| | Stanly | 20,300 | 20,100 | 99 |
| VIRGINIA | | | | |
| | Carroll | 9,700 | 9,500 | 98 |
| | Grayson | 9,300 | 9,200 | 99 |
| | Henry | 28,800 | 28,500 | 99 |
| | Pittsylvania | 40,900 | 40,400 | 99 |
| NORTH CAROLINA | | | | |
| Between 5-24% | Anson | 9,300 | 9,100 | 98 |
| | Cabarrus | 36,500 | 36,300 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Durham | 71,300 | 70,600 | 99 |
| | Granville | 13,500 | 13,300 | 99 |
| | Hamett | 24,700 | 24,400 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Watauga | 13,000 | 12,800 | 98 |
| | VIRGINIA | | | |
| | Floyd | 4,800 | 4,700 | 98 |
| | Franklin | 13,700 | 13,500 | 99 |
| | Halifax | 12,400 | 12,200 | 98 |
| Station Totals | | 1,067,900 | 1,057,300 | 99 |
| Net Weekly Circulation (1991) | | | 600,100 | |
| Average Daily Circulation (1991) | | | 347,000 | |

North Carolina—Greensboro-High Point & Winston-Salem

WGGT
Ch. 48

Network Service: None, independent.

Licensee: Guilford Telecasters Inc., Debtor-in-Possession.

Studio: 330 S. Greene St., Greensboro, NC 27401.

Mailing Address: Box 1618, Greensboro, NC 27401.

Telephone: 919-274-4848.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

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

Transmitter: 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

Satellite Earth Stations: Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com receivers.

Ownership: Guilford Telecasters Inc.

Began Operation: May 9, 1981. Sale to Edward H. Herlihy approved by FCC June 7, 1985 (Television Digest, Vol. 25:13) but not consummated.

Represented (sales): Petry Television Inc.

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

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

Personnel:

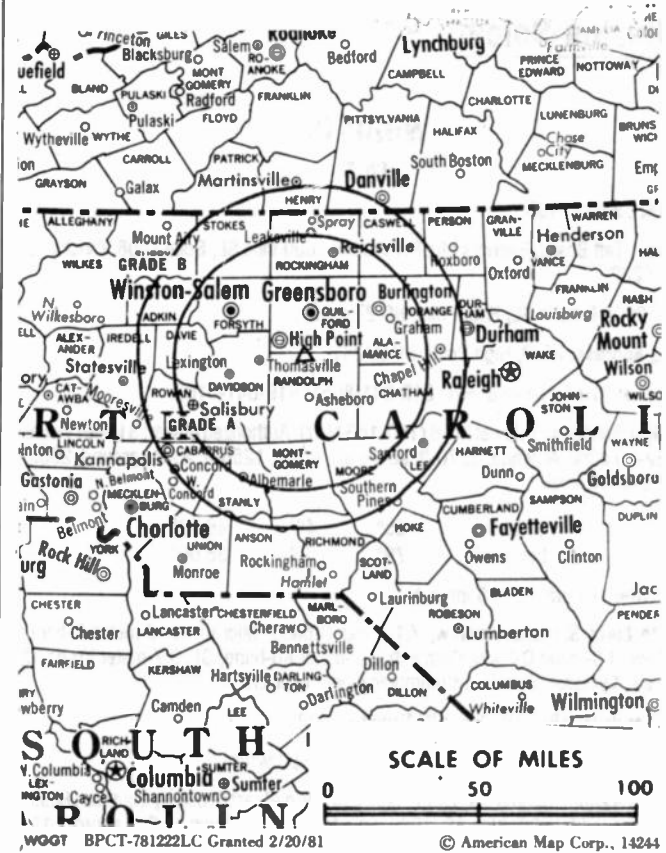
- James Thrash, President & General Manager.
- Norm Cissna, General Sales Manager.
- Kenny Gonzalez, Program & Operations Manager.
- Duncan Brown, Traffic Manager.

Rates: On request.

City of License: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| Between 25-49% | Alamance | 41,800 | 41,500 | 99 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | Forsyth | 110,800 | 110,000 | 99 |
| | Guilford | 134,100 | 133,300 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| | Randolph | 40,800 | 40,400 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------|
| Between 25-49% | Rockingham | 34,100 | 33,800 | 99 |
| | VIRGINIA | | | |
| | Henry | 28,800 | 28,500 | 99 |
| NORTH CAROLINA | | | | |
| Between 5-24% | Alexander | 10,700 | 10,600 | 99 |
| | Chatham | 15,000 | 14,800 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| | Stokes | 14,000 | 13,900 | 99 |
| | Surry | 25,000 | 24,700 | 99 |
| | Yadkin | 11,800 | 11,700 | 99 |
| VIRGINIA | | | | |
| | Franklin | 13,700 | 13,500 | 99 |
| | Halifax | 12,400 | 12,200 | 98 |
| | Patrick | 6,600 | 6,500 | 98 |
| | Pittsylvania | 40,900 | 40,400 | 99 |
| Station Totals | | 735,800 | 729,100 | 99 |
| Net Weekly Circulation (1991) | | | | 193,500 |
| Average Daily Circulation (1991) | | | | 62,100 |

North Carolina—Greensboro-High Point & Winston-Salem

WGHP-TV

Ch. 8

Network Service: ABC.

Licensee: Taft Bcstg. Partners Ltd. Partnership, 600 Vine St., Suite 1808, Cincinnati, OH 45202.

Studio: 2005 Francis St., High Point, NC 27263.

Mailing Address: HP-8, High Point, NC 27261.

Telephone: 919-841-8888. Fax: 919-841-8051; 919-841-5169.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.50"
Longitude 79° 50' 36.00"

Transmitter: 1.2-mi. SE of Sophia, NC.

Satellite Earth Stations: Andrew, 7.1-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.7-meter Ku-band; GE, 3.7-meter Ku-band; Andrew, Cyclesat, Standard Communications receivers.

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

Ownership: Taft Broadcasting Partners L.P. (Group Owner).

Began Operation: October 14, 1963. Sale to Gulf Broadcast Group by Southern Bcstg. Co. approved by FCC June 16, 1978. Sale to Taft TV & Radio by Gulf approved by FCC May 30, 1985 (Television Digest, Vol. 25:5, 20, 22). Sale to present owners approved Oct. 2, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

David Boylan, Vice President & General Manager.

Quinn Koontz, Director of Sales.

Noreen Parker, Manager of Local Sales.

Jeff Scheidecker, Director of News.

Larry Blackerby, Director of Programming & Broadcast Operations.

Frank Terry, Director of Finance & Administration.

Ross Mason, Director of Engineering.

Dan Brazda, Director of Creative Services.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: High Point. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Alamance | 41,800 | 41,500 | 99 |
| | Alleghany | 3,900 | 3,800 | 97 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | Forsyth | 110,800 | 110,000 | 99 |
| | Guilford | 134,100 | 133,300 | 99 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Randolph | 40,800 | 40,400 | 99 |
| | Rockingham | 34,100 | 33,800 | 99 |



WGHP-TV 8PCT-2579 Granted 10/3/62

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over | Stokes | 14,000 | 13,900 | 99 |
| | Surry | 25,000 | 24,700 | 99 |
| | Wilkes | 24,100 | 23,800 | 99 |
| | Yadkin | 11,800 | 11,700 | 99 |
| | VIRGINIA | | | |
| | Henry | 28,800 | 28,500 | 99 |
| | Patrick | 6,600 | 6,500 | 98 |
| NORTH CAROLINA | | | | |
| Between 25-49% | Ashe | 9,500 | 9,300 | 98 |
| | Chatham | 15,000 | 14,800 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| | Stanly | 20,300 | 20,100 | 99 |
| | Watauga | 13,000 | 12,800 | 98 |
| | VIRGINIA | | | |
| | Carroll | 9,700 | 9,500 | 98 |
| | Grayson | 9,300 | 9,200 | 99 |
| | Pittsylvania | 40,900 | 40,400 | 99 |
| NORTH CAROLINA | | | | |
| Between 5-24% | Alexander | 10,700 | 10,600 | 99 |
| | Anson | 9,300 | 9,100 | 98 |
| | Harnett | 24,700 | 24,400 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Orange | 35,400 | 34,900 | 99 |
| | Person | 11,600 | 11,500 | 99 |
| Station Totals | | 898,700 | 889,800 | 99 |
| Net Weekly Circulation (1991) | | | 557,200 | |
| Average Daily Circulation (1991) | | | 312,300 | |

North Carolina—Greensboro

WLXI-TV

Ch. 61

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. Network Inc., Box C-11949, Santa Ana, CA 92711.

Studio: 2101-D Patterson St., Greensboro, NC 27407.

Telephone: 919-855-5610.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 500-kw max. visual, 50-kw max. aural. Antenna: 564-ft. above av. terrain, 489-ft. above ground, 1449-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 36° | 08' | 58" |
| Longitude | 80° | 03' | 21" |

Transmitter: 2-mi. NE of Kernersville.

Satellite Earth Station: Paracclipse, 3.1-meter C-band; M/A-Com receivers.

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operation: March 5, 1984. Transfer of control from Gary S. Smithwick & Harrell Powell Jr. to William Satterfield approved by FCC May 23, 1985. FCC approved sale to present owner Feb. 24, 1986.

Personnel:
Larry L. Patton, General Manager.

Highest 30 Sec. Rate: \$45.

Arbitron Data: Not available.



City of License: Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

North Carolina—Winston-Salem-Greensboro-High Point

WNRW
Ch. 45

Network Service: Fox.

Licensee: Act III Bcstg. of North Carolina Inc., 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Studio: 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Telephone: 919-722-4545. **Fax:** 919-723-8217.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 1450-kw horizontal visual, 500-kw max. & 145-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"
Longitude 80° 22' 10"

Transmitter: End of County Rd. 1172, King, NC.

Satellite Earth Stations: Comtech, 5-meter C-band; AFC Ku-band; Scientific-Atlanta, Agile Omni receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

Represented (sales): Setkel Inc.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

- Donita Todd, Vice President & General Manager.
- Tony Holloway, General Sales Manager.
- Joel Kaczmarek, National Sales Manager.
- Frank Armstrong, Director of Broadcast Operations.
- Wendy Bernard, Program Director.
- Vikki Riggs, Promotion Director.
- Diane Beasley, Business Manager.
- Gil Couch, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/91. **TV Homes, TV% and Circulation** ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA | | | |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | Forsyth | 110,800 | 110,000 | 99 |
| | Guilford | 134,100 | 133,300 | 99 |
| | Rockingham | 34,100 | 33,800 | 99 |
| | Stokes | 14,000 | 13,900 | 99 |
| | Surry | 25,000 | 24,700 | 99 |
| | VIRGINIA | | | |
| | Henry | 28,800 | 28,500 | 99 |



WNRW BPCT-800808KE Granted 12/12/80 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|----------------|
| Between 25-49% | NORTH CAROLINA | | | |
| | Alamance | 41,800 | 41,500 | 99 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Randolph | 40,800 | 40,400 | 99 |
| | Wilkes | 24,100 | 23,800 | 99 |
| | Yadkin | 11,800 | 11,700 | 99 |
| VIRGINIA | Patrick | 6,600 | 6,500 | 98 |
| | NORTH CAROLINA | | | |
| Between 5-24% | Alexander | 10,700 | 10,600 | 99 |
| | Alleghany | 3,900 | 3,800 | 97 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| | VIRGINIA | | | |
| | Carroll | 9,700 | 9,500 | 98 |
| Franklin | 13,700 | 13,500 | 99 | |
| Halifax | 12,400 | 12,200 | 98 | |
| Pittsylvania | 40,900 | 40,400 | 99 | |
| Station Totals | | 708,100 | 701,700 | 99 |
| Net Weekly Circulation (1991) | | | | 295,200 |
| Average Daily Circulation (1991) | | | | 121,300 |

North Carolina—Greensboro-High Point & Winston-Salem

WXII
Ch. 12

Network Service: NBC.

Licensee: Pulitzer Bcstg. Co., One City Center, 515 N. 6th St., Suite 2020, St. Louis, MO 63101.

Studio: 700 Coliseum Dr., Winston-Salem, NC 27106.

Branch Office: Guilford County Bureau, 301 S. Green St., Suite 12, Greensboro, NC 27401.

Telephone: 919-721-9944. Fax: 919-722-7685.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"
Longitude 80° 22' 27"

Transmitter: Sauratown Mountain, 7-mi. N of King, NC.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Satellite Technology, 3.5-meter; Drake, Standard Communications receivers.

News Services: AP, NBC.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972 (Television Digest, Vol. 11:44; 12:37). Exchanged by Multimedia with WFBC-TV, Greenville, SC for KSDK, St. Louis, MO (Vol. 21:12; 22:1; 23:8).

Represented (sales): Katz Television.

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel:

- Raynard A. Corley, Vice President & General Manager.
- Rebecca Walker, General Sales Manager.
- Michael Pulitzer Jr., National Sales Manager.
- Roger L. Bergson, News Director.
- Phyllis C. Sheffield, Program Director.
- Henry L. Hunt, Director of Engineering.
- Robin H. Morrow, Business Manager.
- James M. Hart, Marketing & Promotion Director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1305.

City of License: Winston-Salem. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Alamance | 41,800 | 41,500 | 99 |
| | Alleghany | 3,900 | 3,800 | 97 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Davidson | 48,600 | 48,200 | 99 |
| | Davie | 11,300 | 11,100 | 98 |
| | Forsyth | 110,800 | 110,000 | 99 |
| | Guilford | 134,100 | 133,300 | 99 |
| | Iredell | 35,600 | 35,300 | 99 |
| | Randolph | 40,800 | 40,400 | 99 |
| | Rockingham | 34,100 | 33,800 | 99 |
| | Stokes | 14,000 | 13,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Surry | 25,000 | 24,700 | 99 |
| | Wilkes | 24,100 | 23,800 | 99 |
| | Yadkin | 11,800 | 11,700 | 99 |
| VIRGINIA | | | | |
| | Henry | 28,800 | 28,500 | 99 |
| | Patrick | 6,600 | 6,500 | 98 |
| | Pittsylvania | 40,900 | 40,400 | 99 |
| NORTH CAROLINA | | | | |
| Between 25-49% | Alexander | 10,700 | 10,600 | 99 |
| | Ashe | 9,500 | 9,300 | 98 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Rowan | 42,000 | 41,700 | 99 |
| | Watauga | 13,000 | 12,800 | 98 |
| VIRGINIA | | | | |
| | Carroll | 9,700 | 9,500 | 98 |
| | Grayson | 9,300 | 9,200 | 99 |
| NORTH CAROLINA | | | | |
| Between 5-24% | Caldwell | 27,700 | 27,500 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |
| | Chatham | 15,000 | 14,800 | 99 |
| | Mitchell | 5,600 | 5,500 | 98 |
| | Moore | 24,900 | 24,500 | 99 |
| | Orange | 35,400 | 34,900 | 99 |
| | Person | 11,600 | 11,500 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Stanly | 20,300 | 20,100 | 99 |
| VIRGINIA | | | | |
| | Floyd | 4,800 | 4,700 | 98 |
| | Franklin | 13,700 | 13,500 | 99 |
| | Halifax | 12,400 | 12,200 | 98 |
| | Pulaski | 12,800 | 12,700 | 99 |
| | Wythe | 9,800 | 9,700 | 99 |
| Station Totals | | 981,700 | 972,200 | 99 |
| Net Weekly Circulation (1991) | | | | 560,900 |
| Average Daily Circulation (1991) | | | | 301,400 |

North Carolina—Greenville-New Bern-Washington

WNCT-TV

Ch. 9

Network Service: CBS.

Licensee: Roy H. Park Bcstg. Inc., Box 898, Greenville, NC 27835-0898.

Studio: 3221 Evans St., Greenville, NC 27834.

Telephones: 919-355-8500; 800-682-0999. TWX: 510-929-1616.

Fax: 919-355-8568.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; AFC, 3.5-meter C-band; Winegard, 3.5-meter C-band; DX Antenna, 3.1-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta, Winegard receivers.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: December 22, 1953. Sale to present owner by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Edward Adams, Vice President & General Manager.
John Fusco, General Sales Manager.
Vicki Storm, Local Sales Manager.
Roy Hardee, News Director.
Shirley Dale, Program Director.
Bertie Cartwright, Chief Engineer.
William Morrisette, Business Manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$943.

City of License: Greenville. ADI: Greenville-New Bern-Washington. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Beaufort | 17,200 | 17,000 | 99 |
| | Bertie | 7,600 | 7,500 | 98 |
| | Carteret | 21,700 | 21,500 | 99 |
| | Craven | 30,800 | 30,600 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Greene | 5,400 | 5,300 | 98 |
| | Halifax | 20,400 | 20,000 | 98 |



WNCT-TV 8PCT-5087 Granted 5/17/79

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | Hyde | 2,000 | 1,900 | 95 |
| | Jones | 3,200 | 3,200 | 100 |
| | Lenoir | 22,700 | 22,500 | 99 |
| | Martin | 9,600 | 9,500 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| | Pamlico | 4,300 | 4,300 | 100 |
| | Pitt | 40,800 | 40,400 | 99 |
| | Tyrrell | 1,400 | 1,400 | 100 |
| | Washington | 5,300 | 5,200 | 98 |
| | Wayne | 37,100 | 36,700 | 99 |
| NORTH CAROLINA | | | | |
| Between 25-49% | Chowan | 5,500 | 5,400 | 98 |
| | Dare | 9,600 | 9,400 | 98 |
| | Hertford | 8,400 | 8,300 | 99 |
| | Nash | 28,400 | 28,100 | 99 |
| | Northampton | 7,700 | 7,600 | 99 |
| | Wilson | 24,900 | 24,600 | 99 |
| NORTH CAROLINA | | | | |
| Between 5-24% | Brunswick | 20,400 | 20,100 | 99 |
| | Franklin | 13,300 | 13,100 | 98 |
| | Johnston | 31,700 | 31,300 | 99 |
| | New Hanover | 48,000 | 47,600 | 99 |
| | Pasquotank | 11,500 | 11,400 | 99 |
| | Pender | 10,400 | 10,200 | 98 |
| | Perquimans | 4,400 | 4,400 | 100 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Warren | 6,000 | 5,900 | 98 |
| Station Totals | | 555,900 | 549,600 | 99 |
| Net Weekly Circulation (1991) | | | | 308,600 |
| Average Daily Circulation (1991) | | | | 163,000 |

North Carolina—Hickory

WHKY-TV

Ch. 14

Network Service: None, independent.

Licensee: The Long Family Partnership, 526 Main Ave. SE, Hickory, NC 28601.

Studio: 526 Main Ave. SE, Hickory, NC 28601.

Mailing Address: Box 1059, Hickory, NC 28603.

Telephone: 704-322-5115.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw max. visual, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above ground, 1652-ft. above sea level.

Latitude 35° 43' 57"
Longitude 81° 19' 52"

Transmitter: 526 Main Ave. SE.

Satellite Earth Stations: 4 in operation.

AM Affiliate: WHKY, 5-kw, 1290 kHz.

News Service: National Weather Wire.

Ownership: The Long Family Partnership.

Began Operation: February 14, 1968.

Represented (sales): Roslin TV Sales.

Represented (legal): Walker, Bordelon, Hamlin, Theriot & Hardy.

Personnel:

Thomas E. Long, General Manager.

Jeffrey B. Long, Station Manager.

James O. Carr, News Director & Sales Manager.

Julius Phillips, Sports Director.

Lynne Critcher, Traffic Manager.

Lou Anne Kincaid, Assignment Editor.

Highest 30 Sec. Rate: \$55.

City of License: Hickory. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| NORTH CAROLINA | | | | |
| Between 5-24% | Burke | 30,200 | 29,900 | 99 |
| | Caldwell | 27,700 | 27,500 | 99 |
| | Catawba | 46,500 | 46,200 | 99 |
| Station Totals | | 104,400 | 103,600 | 99 |
| Net Weekly Circulation (1991) | | | 7,600 | |
| Average Daily Circulation (1991) | | | 1,400 | |

North Carolina—Lexington

WEJC
Ch. 20

Network Service: None, independent.

Grantee: Koinonia Ministry Inc., Rte. 1, Box 2020, Lexington, NC 27292.

Studio: Rte. 1, Box 2020, Lexington, NC 27292.

Telephone: 919-547-0020.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 280-kw max. visual, 28-kw max. aural. Antenna: 980-ft. above av. terrain, 938-ft. above ground, 1758-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 35° | 58' | 09" |
| Longitude | 79° | 49' | 29" |

Transmitter: W of Rte. 220, Pleasant Garden.

Map Note: Operating on Special Temporary Authority with reduced power. Map reflects authorized facilities.

Satellite Earth Stations: 2 in operation; Harris, M/A-Corn receivers.

Ownership: Koinonia Broadcasting Inc.

Began Operation: April 2, 1986.

Represented (legal): Gammon & Grange.

Personnel:

Robert R. D'Andrea, President.
William P. Register Sr., General Manager.
Cardin A. Hesselton, General Sales Manager & Program Director.
Carl Berger, Chief Engineer.
Neville Chankersingh, Finance Director.

Highest 30 Sec. Rate: \$100.



WEJC BNPCT-850528KG Granted 7/23/85

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Arbitron Data: Not available.

City of License: Lexington. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

North Carolina—Morehead City

WFXI

Ch. 8

Network Service: Fox.

Licensee: Local Television Assoc. Inc., Box 2069, Morehead City, NC 28577.

Studio: No. 1 Television Place, Hwy. 70 E, Morehead City, NC 28577.

Telephone: 919-240-0888. TWX: 62891991. Fax: 919-240-2028.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 817-ft. above av. terrain, 810-ft. above ground, 817-ft. above sea level.

Latitude 34° 52' 53"
Longitude 76° 30' 23"

Transmitter: Open Grounds Farm, approx. 5.5-mi. NW of Stacy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Agile Omni receivers.

Ownership: Local Television Associates Inc.

Began Operation: November 6, 1989.

Represented (sales): Seitel Inc.

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

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

LaRho Markham Vestal, General Manager.
Glenn Rose, General Sales Manager.
Dave Gernoske, Chief Engineer.
David Adcock, Promotion Director.
Lauretta Whaley, Business Manager.

Rates: On request.

City of License: Morehead City. ADI: Greenville-New Bern-Washington. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------------|------------------|--------------------------|-----|
| 50% & Over | NORTH CAROLINA | | | |
| | Carteret | 21,700 | 21,500 | 99 |
| | Craven | 30,800 | 30,600 | 99 |
| | Hyde | 2,000 | 1,900 | 95 |
| | Onslow | 40,000 | 39,700 | 99 |
| | Pamlico | 4,300 | 4,300 | 100 |



Beach

SCALE OF MILES



WFXI BMPCT-880907KF Granted 3/16/89

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|---|-----------------------|------------------|--------------------------|-----------|
| Between 25-49% | NORTH CAROLINA | | | |
| | Jones | 3,200 | 3,200 | 100 |
| | Pitt | 40,800 | 40,400 | 99 |
| Between 5-24% | NORTH CAROLINA | | | |
| | Beaufort | 17,200 | 17,000 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Tyrrell | 1,400 | 1,400 | 100 |
| Washington | 5,300 | 5,200 | 98 | |
| Station Totals | | 182,500 | 180,800 | 99 |
| Net Weekly Circulation (1991) | | | 71,800 | |
| Average Daily Circulation (1991) | | | 29,500 | |

North Carolina—New Bern-Greenville-Washington

WCTI
Ch. 12

Network Service: ABC.

Licensee: Diversified Communications Inc.

Studio: 400 Glenburnie Dr., New Bern, NC 28561.

Mailing Address: Box 2325, New Bern, NC 28561.

Telephone: 919-638-1212. Fax: 919-637-4141.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1940-ft. above av. terrain, 1999-ft. above ground, 2049-ft. above sea level.

Latitude 35° 06' 18"
Longitude 77° 20' 15"

Transmitter: State Hwy. 41, N of Trenton, NC.

Satellite Earth Stations: Transmit/receive ADM, 6.1-meter; Avcom receivers.

News Service: AP.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: September 7, 1963. Sale to present owner by Heritage Bcstg. approved by FCC Feb. 24, 1986. Sale to Heritage by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved Oct. 14, 1976. Previous sale by Nathan Frank & Thomslund Inc. approved April 15, 1969.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Robert G. Salat, Vice President & General Manager.
- Andrew Shenkan, General Sales Manager.
- Bill Poole, Local Sales Manager.
- Terry Heaton, News Director.
- Carolyn Stevens, Program Director.
- Ron Snipes, Production Manager.
- Theresa Dailey, Business Manager.
- Ken Hughes, Chief Engineer.
- Carole Bergman, Administrator.

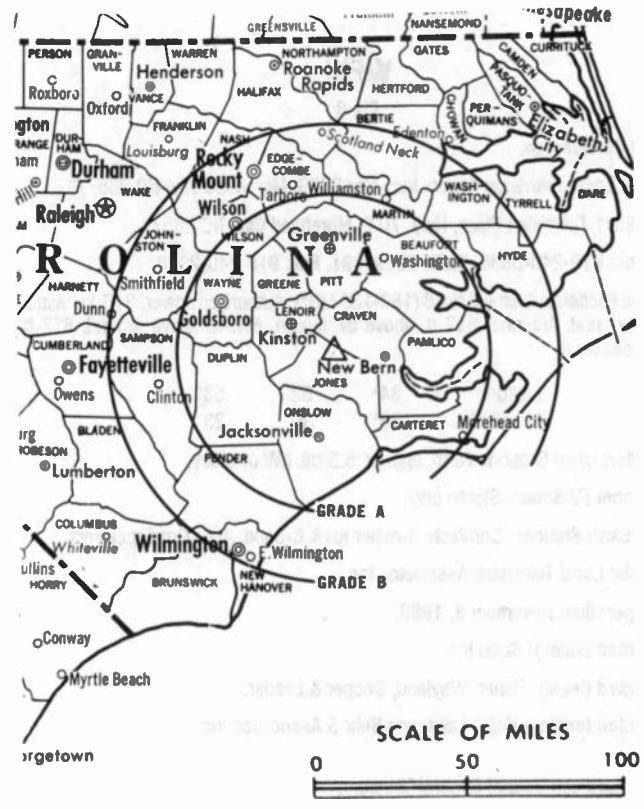
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

City of License: New Bern. ADI: Greenville-New Bern-Washington. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Beaufort | 17,200 | 17,000 | 99 |
| | Bertie | 7,600 | 7,500 | 98 |
| | Carteret | 21,700 | 21,500 | 99 |



WCTI BPCT-3831 Granted 1/4/67

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|----------------|-----------|
| 50% & Over | Craven | 30,800 | 30,600 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Greene | 5,400 | 5,300 | 98 |
| | Hyde | 2,000 | 1,900 | 95 |
| | Jones | 3,200 | 3,200 | 100 |
| | Lenoir | 22,700 | 22,500 | 99 |
| | Martin | 9,600 | 9,500 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| | Pamlico | 4,300 | 4,300 | 100 |
| | Pitt | 40,800 | 40,400 | 99 |
| Tyrrell | 1,400 | 1,400 | 100 | |
| Washington | 5,300 | 5,200 | 98 | |
| Between 5-24% | NORTH CAROLINA | | | |
| | Chowan | 5,500 | 5,400 | 98 |
| | Dare | 9,600 | 9,400 | 98 |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Halifax | 20,400 | 20,000 | 98 |
| | Pender | 10,400 | 10,200 | 98 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Wayne | 37,100 | 36,700 | 99 |
| Wilson | 24,900 | 24,600 | 99 | |
| Station Totals | | 376,100 | 371,800 | 99 |
| Net Weekly Circulation (1991) | | | 215,200 | |
| Average Daily Circulation (1991) | | | 124,300 | |

North Carolina—Raleigh

WLFL-TV

Ch. 22

Network Service: Fox.

Licensee: TVX of Raleigh/Durham Inc., 1205 Front St., Raleigh, NC 27609.

Studio: 1205 Front St., Raleigh, NC 27609.

Telephones: 919-821-2200; 919-682-8522. Fax: 919-836-1540.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1675-ft. above av. terrain, 1545-ft. above ground, 2015-ft. above sea level.

Latitude 35° 42' 51.50"
Longitude 78° 49' 00.50"

Transmitter: 1700-ft. W of intersection of Hwys. 1379 & 1010, 1.5-mi. SE of Apex.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3.5-meter C-band; AFC, 3-meter Ku-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: TVX Broadcast Group (Group Owner).

Began Operation: December 18, 1981. Sale to S & F Communications was approved by FCC Dec. 21, 1984 but not consummated (Television Digest, Vol. 24:39). Sale to TVX Broadcast Group approved Feb. 10, 1986 (Vol. 25:50; 26:17).

Represented (sales): Settel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

- Linda Cochran, Vice President & General Manager.
- Jim Laptana, General Sales Manager.
- Chuck Ward, Local Sales Manager.
- Kathy Bennett, National Sales Manager.
- Den Ingram, Chief Engineer.
- Mel House, Director of Programming.
- Bobby Stone, Director of Promotion.
- Douglas Hamilton, Business Manager.

Rates: On request.

City of License: Raleigh. ADI: Raleigh-Durham. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | | | | |
| NORTH CAROLINA | | | | |
| | Chatham | 15,000 | 14,800 | 99 |
| | Cumberland | 88,700 | 87,800 | 99 |
| | Durham | 71,300 | 70,600 | 99 |
| | Franklin | 13,300 | 13,100 | 98 |
| | Granville | 13,500 | 13,300 | 99 |
| | Harnett | 24,700 | 24,400 | 99 |
| | Johnston | 31,700 | 31,300 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| | Orange | 35,400 | 34,900 | 99 |
| | Person | 11,600 | 11,500 | 99 |
| | Vance | 14,600 | 14,400 | 99 |
| | Wake | 158,300 | 157,000 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| Between 25-49% | | | | |
| NORTH CAROLINA | | | | |
| | Alamance | 41,800 | 41,500 | 99 |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Hoke | 7,900 | 7,800 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Nash | 28,400 | 28,100 | 99 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Warren | 6,000 | 5,900 | 98 |
| | Wayne | 37,100 | 36,700 | 99 |
| | Wilson | 24,900 | 24,600 | 99 |
| Between 5-24% | | | | |
| NORTH CAROLINA | | | | |
| | Bladen | 11,600 | 11,400 | 98 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Greene | 5,400 | 5,300 | 98 |
| | Halifax | 20,400 | 20,000 | 98 |
| | Randolph | 40,800 | 40,400 | 99 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Robeson | 36,600 | 36,000 | 98 |
| VIRGINIA | | | | |
| | Halifax | 12,400 | 12,200 | 98 |
| | Mecklenburg | 10,800 | 10,600 | 98 |
| Station Totals | | 885,200 | 875,000 | 99 |
| Net Weekly Circulation (1991) | | | | 389,300 |
| Average Daily Circulation (1991) | | | | 170,000 |

North Carolina—Durham-Raleigh

WPTF-TV

Ch. 28

Network Service: NBC.

Licensee: FSF TV Inc., 4101 Lake Boone Trail, Raleigh, NC 27607.

Studio: 3012 Highwoods Blvd., Raleigh, NC 27604.

Telephone: 919-876-0674. TWX: 510-928-1852. Fax: 919-790-6254.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1919-ft. above av. terrain, 1900-ft. above ground, 2215-ft. above sea level.

Latitude 35° 40' 35"
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3.6-meter Ku-band; RCA, 3-meter Ku-band; Andrew, Harris, M/A-Com receivers.

News Services: AP, NBC, UPI.

Ownership: FSF TV Inc.

Began Operation: November 4, 1968. Sale to present owners approved by FCC June 14, 1991 (Television Digest, Vol. 31:15). Sale to Durham Life Bcstg. by Robinson O. Everett, et al., approved by FCC May 19, 1977 (Vol. 17:5).

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

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

Personnel:

B. W. Landstreet, President.
Bob Butler, Executive Vice President & General Manager.
Bob Wolfe, Station Manager.
Kay Crowder, General Sales Manager.
Jess Sessoms, National Sales Manager.
Latham Hamner, Chief Engineer.
Shelia Conlin, News Director.
Barbara Nicely, Promotion Director.
Bill Ramsey, Production Manager.
Ken Durham, Business Manager.

Highest 30 Sec. Rate: \$3200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Durham. ADI: Raleigh-Durham. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Chatham | 15,000 | 14,800 | 99 |
| | Durham | 71,300 | 70,600 | 99 |
| | Franklin | 13,300 | 13,100 | 98 |
| | Granville | 13,500 | 13,300 | 99 |
| | Harnett | 24,700 | 24,400 | 99 |
| | Johnston | 31,700 | 31,300 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----|
| 50% & Over | | | | |
| | Lee | 16,300 | 16,100 | 99 |
| | Orange | 35,400 | 34,900 | 99 |
| | Person | 11,600 | 11,500 | 99 |
| | Scotland | 12,300 | 12,100 | 98 |
| | Vance | 14,600 | 14,400 | 99 |
| | Wake | 158,300 | 157,000 | 99 |
| | Warren | 6,000 | 5,900 | 98 |
| NORTH CAROLINA | | | | |
| Between 25-49% | | | | |
| | Alamance | 41,800 | 41,500 | 99 |
| | Cumberland | 88,700 | 87,800 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Nash | 28,400 | 28,100 | 99 |
| | Wayne | 37,100 | 36,700 | 99 |
| NORTH CAROLINA | | | | |
| Between 5-24% | | | | |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Halifax | 20,400 | 20,000 | 98 |
| | Hoke | 7,900 | 7,800 | 99 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | Northampton | 7,700 | 7,600 | 99 |
| | Randolph | 40,800 | 40,400 | 99 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Wilson | 24,900 | 24,600 | 99 |
| VIRGINIA | | | | |
| | Brunswick | 5,100 | 5,000 | 98 |
| | Mecklenburg | 10,800 | 10,600 | 98 |
| Station Totals | | | | |
| | | 812,100 | 803,000 | 99 |
| Net Weekly Circulation (1991) | | | 405,100 | |
| Average Daily Circulation (1991) | | | 168,700 | |

North Carolina—Raleigh-Durham

WRAL-TV

Ch. 5

Network Service: CBS.

Licensee: Capitol Bcstg. Co. Inc., Box 12000, Raleigh, NC 27605.

Studio: 2619 Western Blvd., Raleigh, NC 27606.

Mailing Address: Box 12000, Raleigh, NC 27605.

Telephone: 919-821-8555. TWX: 510-928-1833. Fax: 919-821-8554.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2326-ft. above sea level.

Latitude 35° 40' 35"
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Wolfcoach, RSI, 2.4-meter Ku-band.

FM Affiliate: WRAL-FM, 100-kw, 101.5 MHz (No. 268), 1840-ft.

News Services: AP, CNN, Conus, UPI.

Ownership: Capitol Broadcasting Co. Inc. (Group Owner).

Began Operation: December 15, 1956.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- Jim Goodman, President.
- Frederick Barber, Senior Vice President & General Manager.
- Paul Quinn, Station Manager.
- Laura Stillman, Local Sales Manager.
- Doug Minor, National Sales Manager.
- Doug Ballin, News Director.
- Jim Griffin, Program Manager.
- Alfred Dunbar Jr., Manager of Engineering.
- Cindy Sink, Promotion Director.
- Leah Chauncey, Business Manager.
- Waltye Rasulala, Public Affairs Manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1575.

City of License: Raleigh. **ADI:** Raleigh-Durham. **Rank:** 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| NORTH CAROLINA | | | | |
| 50% & Over | Chatham | 15,000 | 14,800 | 99 |
| | Cumberland | 88,700 | 87,800 | 99 |
| | Durham | 71,300 | 70,600 | 99 |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Franklin | 13,300 | 13,100 | 98 |
| | Granville | 13,500 | 13,300 | 99 |
| | Halifax | 20,400 | 20,000 | 98 |
| | Harnett | 24,700 | 24,400 | 99 |
| | Hoke | 7,900 | 7,800 | 99 |
| | Johnston | 31,700 | 31,300 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Nash | 28,400 | 28,100 | 99 |
| | Northampton | 7,700 | 7,600 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|------------------|----------------|
| 50% & Over | Orange | 35,400 | 34,900 | 99 |
| | Person | 11,600 | 11,500 | 99 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Scotland | 12,300 | 12,100 | 98 |
| | Vance | 14,600 | 14,400 | 99 |
| | Wake | 158,300 | 157,000 | 99 |
| | Warren | 6,000 | 5,900 | 98 |
| | Wayne | 37,100 | 36,700 | 99 |
| | Wilson | 24,900 | 24,600 | 99 |
| | VIRGINIA | Mecklenburg | 10,800 | 10,600 |
| Between 25-49% | NORTH CAROLINA | | | |
| | Alamance | 41,800 | 41,500 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Greene | 5,400 | 5,300 | 98 |
| | Hertford | 8,400 | 8,300 | 99 |
| | Lenoir | 22,700 | 22,500 | 99 |
| | Martin | 9,600 | 9,500 | 99 |
| Robeson | 36,600 | 36,000 | 98 | |
| Between 5-24% | NORTH CAROLINA | | | |
| | Bertie | 7,600 | 7,500 | 98 |
| | Bladen | 11,600 | 11,400 | 98 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Columbus | 19,600 | 19,300 | 98 |
| | Montgomery | 9,200 | 9,100 | 99 |
| | New Hanover | 48,000 | 47,600 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| Pender | 10,400 | 10,200 | 98 | |
| Pitt | 40,800 | 40,400 | 99 | |
| Richmond | 18,200 | 18,000 | 99 | |
| (Continued on page A-854) | | | | |
| Station Totals | | 1,140,600 | 1,127,400 | 99 |
| Net Weekly Circulation (1991) | | | | 665,800 |
| Average Daily Circulation (1991) | | | | 398,400 |

North Carolina—Durham-Raleigh-Fayetteville

WTVD

Ch. 11

Network Service: ABC.

Licensee: Capital Cities Communications Inc., Box 2009, Durham, NC 27702.

Studio: 411 Liberty St., Durham, NC 27702.

Fayetteville Office: 225 Green St., Fayetteville, NC 28301.

Raleigh Office: 411 Fayetteville St. Mall, Box 1950, Raleigh, NC 27602.

Mailing Address: Box 2009, Durham, NC 27702.

Telephones: 919-683-1111, Durham; 919-323-5883, Fayetteville.

TWX: 510-927-1810. Fax 919-682-7476.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, NC.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, C-band; Harris, 9.1-meter C-band; Avantek, Harris receivers.

SNM Mobile Dish: Andrew, 3.7-meter Ku-band.

News Services: AP, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and WDNC (AM) approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

Represented (sales): Capital Cities/ABC National Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

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

Personnel:

- Timothy Bennett, President & General Manager.
- Denis J. O'Connor, General Sales Manager.
- Jon L. Miller, Director of Programming.
- Janice Crump, Community Relations Manager.
- Curtis Meredith, Chief Engineer.
- William Higgs, Business Manager.
- Marie Brown, Sales Service Manager.

Rates: On request.

City of License: Durham. ADI: Raleigh-Durham. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA | | | |
| | Chatham | 15,000 | 14,800 | 99 |
| | Cumberland | 88,700 | 87,800 | 99 |
| | Durham | 71,300 | 70,600 | 99 |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Franklin | 13,300 | 13,100 | 98 |
| | Granville | 13,500 | 13,300 | 99 |
| | Halifax | 20,400 | 20,000 | 98 |
| | Harnett | 24,700 | 24,400 | 99 |
| | Hoke | 7,900 | 7,800 | 99 |
| | Johnston | 31,700 | 31,300 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| Nash | 28,400 | 28,100 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------------|------------------|---------------|---------|
| 50% & Over | ORANGE | 35,400 | 34,900 | 99 |
| | PERSON | 11,600 | 11,500 | 99 |
| | SAMPSON | 19,200 | 18,900 | 98 |
| | SCOTLAND | 12,300 | 12,100 | 98 |
| | VANCE | 14,600 | 14,400 | 99 |
| | WAKE | 158,300 | 157,000 | 99 |
| | WARREN | 6,000 | 5,900 | 98 |
| | WAYNE | 37,100 | 36,700 | 99 |
| | WILSON | 24,900 | 24,600 | 99 |
| | VIRGINIA | | | |
| | MECKLENBURG | 10,800 | 10,600 | 98 |
| Between 25-49% | NORTH CAROLINA | | | |
| | Alamance | 41,800 | 41,500 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Greene | 5,400 | 5,300 | 98 |
| | Northampton | 7,700 | 7,600 | 99 |
| | Robeson | 36,600 | 36,000 | 98 |
| VIRGINIA | | | | |
| HALIFAX | 12,400 | 12,200 | 98 | |
| Between 5-24% | NORTH CAROLINA | | | |
| | Bladen | 11,600 | 11,400 | 98 |
| | Brunswick | 20,400 | 20,100 | 99 |
| | Caswell | 7,400 | 7,300 | 99 |
| | Columbus | 19,600 | 19,300 | 98 |
| | Lenoir | 22,700 | 22,500 | 99 |
| | Martin | 9,600 | 9,500 | 99 |
| | New Hanover | 48,000 | 47,600 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| | Pender | 10,400 | 10,200 | 98 |
| Pitt | 40,800 | 40,400 | 99 | |
| (Continued on page A-854) | | | | |
| Station Totals | | 1,108,600 | 1,095,900 | 99 |
| Net Weekly Circulation (1991) | | | | 695,100 |
| Average Daily Circulation (1991) | | | | 416,500 |

North Carolina—Rocky Mount

WRMY

(formerly WFXB)

Ch. 47

Network Service: None, independent.

Grantee: Family Bcstg. Enterprises, Box 4750, Rocky Mount, NC 27802.

Studio: 126 N. Washington St., Rocky Mount, NC 27801.

Telephone: 919-985-2447. **Fax:** 919-985-1447.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2500-kw max. visual, 250-kw aural. Antenna: 610-ft. above av. terrain, 610-ft. above ground, 702-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 35° | 48' | 40" |
| Longitude | 77° | 44' | 33" |

Requests modification of CP for change to 12.3-kw max. visual, 318-ft. above av. terrain, 331-ft. above ground, 482-ft. above sea level, lat. 35° 57' 03", long. 77° 55' 37", transmitter to State Rd. 1765, 401 Farm Rd. BMPCT-910805KG.

Transmitter: Temperance Hall Community, intersection of State Rds. 1124 & 1003.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 4-meter Ku & C-band; General Instrument, 2-meter C-band; Agile Microdyne, General Instrument receivers.

News Service: HomeNet.

Ownership: Family Broadcasting Enterprises.

Began Operation: July 5, 1989.

Represented (sales): Roslin TV Sales.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Personnel:

- Bob Pelletier, General Manager.
- Kevin Logan, General Sales Manager.
- Suzanne Lynn, Program & Marketing Director.



WRMY BMPCT-900507KG Granted 7/31/90

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Kevin Davis, Promotion Director.
Mary Logan, Business Manager.

Highest 30 Sec. Rate: \$45.

Arbitron Data: Not available.

City of License: Rocky Mount. **ADI:** Raleigh-Durham. **Rank:** 34.

North Carolina—Washington-Greenville- New Bern

WITN-TV

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc.

Studio: Hwy. 17, Washington, NC 27889.

Mailing Address: Box 468, Washington, NC 27889.

Telephone: 919-946-3131.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: American Family Corp. (Group Owner).

Began Operation: September 28, 1955. Sale to present owner by W. R. Roberson Jr., et al., approved by FCC June 26, 1985 (Television Digest, Vol. 25:8).

Represented (sales): Katz Television.

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

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

Personnel:

- Howard Meagle Jr., Vice President & General Manager.
- Jeanette Lecroy, National Sales Manager.
- Helen S. Jackson, National Sales Coordinator.
- Al Manning, Chief Engineer.
- Chris McDaniel, News Director.
- Michael Riddle, Program Director.
- Frances W. Williams, Business Manager.
- Dean Leipsner, Promotion Director.

Rates: On request.

City of License: Washington. ADI: Greenville-New Bern-Washington. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NORTH CAROLINA | | | | |
| 50% & Over | Beaufort | 17,200 | 17,000 | 99 |
| | Bertie | 7,600 | 7,500 | 98 |
| | Carteret | 21,700 | 21,500 | 99 |
| | Chowan | 5,500 | 5,400 | 98 |
| | Craven | 30,800 | 30,600 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Edgecombe | 21,200 | 21,000 | 99 |
| | Greene | 5,400 | 5,300 | 98 |
| | Halifax | 20,400 | 20,000 | 98 |
| | Hyde | 2,000 | 1,900 | 95 |
| | Jones | 3,200 | 3,200 | 100 |



WITN-TV BNPCT-790131 LN Granted 8/30/79

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | Lenoir | 22,700 | 22,500 | 99 |
| | Martin | 9,600 | 9,500 | 99 |
| | Nash | 28,400 | 28,100 | 99 |
| | Northampton | 7,700 | 7,600 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| | Pamlico | 4,300 | 4,300 | 100 |
| | Pitt | 40,800 | 40,400 | 99 |
| | Tyrrell | 1,400 | 1,400 | 100 |
| | Washington | 5,300 | 5,200 | 98 |
| | Wayne | 37,100 | 36,700 | 99 |
| | Wilson | 24,900 | 24,600 | 99 |
| NORTH CAROLINA | | | | |
| Between 25-49% | Camden | 2,200 | 2,200 | 100 |
| | Dare | 9,600 | 9,400 | 98 |
| | Johnston | 31,700 | 31,300 | 99 |
| | Pasquotank | 11,500 | 11,400 | 99 |
| | Perquimans | 4,400 | 4,400 | 100 |
| NORTH CAROLINA | | | | |
| Between 5-24% | Franklin | 13,300 | 13,100 | 98 |
| | Hertford | 8,400 | 8,300 | 99 |
| | Pender | 10,400 | 10,200 | 98 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Vance | 14,600 | 14,400 | 99 |
| | Warren | 6,000 | 5,900 | 98 |
| VIRGINIA | | | | |
| | Brunswick | 5,100 | 5,000 | 98 |
| | Mecklenburg | 10,800 | 10,600 | 98 |
| Station Totals | | 520,200 | 514,100 | 99 |
| Net Weekly Circulation (1991) | | | 354,100 | |
| Average Daily Circulation (1991) | | | 194,300 | |

North Carolina—Wilmington

WECT

Ch. 6

Network Service: NBC.

Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd., Wilmington, NC 28403.

Studio: 322 Shipyard Blvd., Wilmington, NC 28403.

Mailing Address: Box 4029, Wilmington, NC 28406.

Telephone: 919-791-8070. Fax: 919-392-1509.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"
Longitude 78° 26' 13"

Transmitter: State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter; Prodelin, 5-meter; Harris, 3-meter; Harris, Pinzone receivers.

News Services: AP, Conus, NBC.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: April 9, 1954. Sale of 60% of stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50). Sale to present owner approved by FCC Nov. 21, 1986.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Robert B. Beall, Vice President & General Manager.
- John Peck, Local Sales Manager.
- Tom Lamont, News Director.
- Diane Lomax, Program Director.
- Wayne Tiner, Chief Engineer.
- Tom Cheatham, Production Manager.

Rates: On request.

City of License: Wilmington. ADI: Wilmington. Rank: 144.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | | | | |
| | NORTH CAROLINA | | | |
| | Bladen | 11,600 | 11,400 | 98 |
| | Brunswick | 20,400 | 20,100 | 99 |
| | Columbus | 19,600 | 19,300 | 98 |
| | Cumberland | 88,700 | 87,800 | 99 |
| | Duplin | 15,800 | 15,600 | 99 |
| | Hoke | 7,900 | 7,800 | 99 |
| | New Hanover | 48,000 | 47,600 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Pender | 10,400 | 10,200 | 98 |
| | Richmond | 18,200 | 18,000 | 99 |
| | Robeson | 36,600 | 36,000 | 98 |
| | Sampson | 19,200 | 18,900 | 98 |
| | Scotland | 12,300 | 12,100 | 98 |
| SOUTH CAROLINA | | | | |
| | Horry | 55,900 | 55,100 | 99 |
| | Marion | 12,300 | 12,100 | 98 |
| NORTH CAROLINA | | | | |
| Between 25-49% | | | | |
| | Harnett | 24,700 | 24,400 | 99 |
| | Moore | 24,900 | 24,500 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| SOUTH CAROLINA | | | | |
| | Dillon | 10,800 | 10,600 | 98 |
| | Marlboro | 10,900 | 10,700 | 98 |
| NORTH CAROLINA | | | | |
| Between 5-24% | | | | |
| | Chatham | 15,000 | 14,800 | 99 |
| | Lee | 16,300 | 16,100 | 99 |
| SOUTH CAROLINA | | | | |
| | Georgetown | 18,000 | 17,700 | 98 |
| | Lee | 6,000 | 5,900 | 98 |
| Station Totals | | 543,500 | 536,400 | 99 |
| Net Weekly Circulation (1991) | | | | 347,600 |
| Average Daily Circulation (1991) | | | | 188,100 |

North Carolina—Wilmington

WJKA

Ch. 26

Network Service: CBS.

Licensee: Wilmington Telecasters Inc., 1926 Oleander Dr., Wilmington, NC 28403.

Studio: 1926 Oleander Dr., Wilmington, NC 28403.

Mailing Address: Box 2626, Wilmington, NC 28403.

Telephone: 919-343-8826. Fax: 919-251-0978.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 4325-kw max. visual, 432.5-kw max. aural. Antenna: 1641-ft. above av. terrain, 1629-ft. above ground, 1689-ft. above sea level.

Latitude 34° 07' 51"
Longitude 78° 11' 16"

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

Satellite Earth Stations: Transmit/receive Microdyne, 7-meter; Scientific-Atlanta, 6.2-meter; Harris, 4.7-meter; Harris, 3.7-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Katherine R. Everett & Robinson O. Everett (Group Owners).

Began Operation: September 24, 1984.

Represented (sales): Setel Inc.

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

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

Personnel:

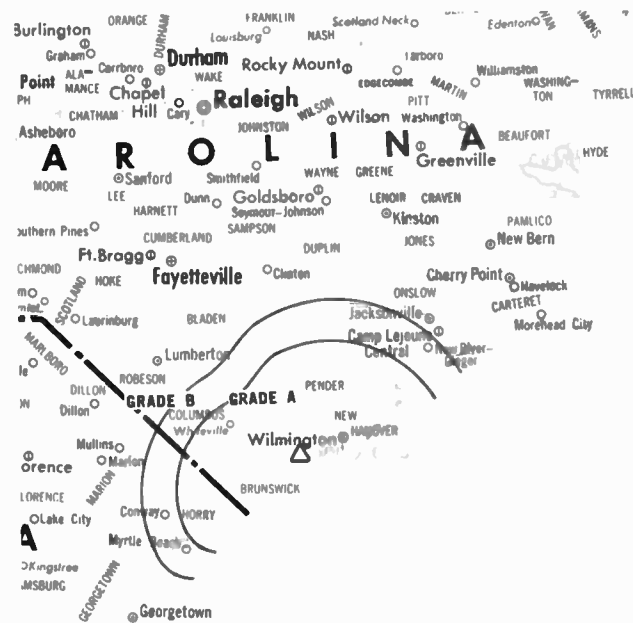
- Ty Watts, General Manager.
- Bob Watson, General Sales Manager.
- Carl Bahner, Chief Engineer.
- Liz Bowman, Program & Promotion Director.
- Ciara Dittmer, Office Manager.

Highest 30 Sec. Rate: \$600.

City of License: Wilmington. ADI: Wilmington. Rank: 144.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA Brunswick | 20,400 | 20,100 | 99 |



WJKA BLCT—841009KW Granted 3/28/85

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--|------------------|---------------|--------|
| 50% & Over | New Hanover Pender | 48,000 10,400 | 47,600 10,200 | 99 98 |
| Between 25-49% | NORTH CAROLINA Columbus | 19,600 | 19,300 | 98 |
| Between 5-24% | NORTH CAROLINA Bladen SOUTH CAROLINA Horry | 11,600 55,900 | 11,400 55,100 | 98 99 |
| Station Totals | | 165,900 | 163,700 | 99 |
| Net Weekly Circulation (1991) | | | | 72,200 |
| Average Daily Circulation (1991) | | | | 33,600 |

North Carolina—Wilmington

WWAY

Ch. 3

Network Service: ABC.

Licensee: Adams TV of Wilmington Inc.

Studio: 615 N. Front St., Wilmington, NC 28401.

Mailing Address: Box 2068, Wilmington, NC 28401.

Telephone: 919-762-8581.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1953-ft. above av. terrain, 1941-ft. above ground, 2001-ft. above sea level.

Latitude 34° 07' 51"
Longitude 78° 11' 16"

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Adams Communications (Group Owner).

Began Operation: October 30, 1964. Sale to Price Communications Corp. by Clay Communications approved by FCC June 23, 1987 (Television Digest, Vol. 27:21). Sale to Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by FCC Aug. 28, 1988. Note: Left air temporarily Jan. 24, 1981 when plane collided with tower (Vol. 21:5). Sale to Adams TV approved July 11, 1988.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Personnel:

Vickie R. Street, President, General Manager.
Ruth Ann Roberts, National Sales Manager.
Daniel Hester, News Director.
Sue Rachunok, Production Manager.
Gina Horne, Business Manager.
Dan Sullivan, Chief Engineer.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$600.

City of License: Wilmington. ADI: Wilmington. Rank: 144.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over | NORTH CAROLINA | | | |
| | Bladen | 11,600 | 11,400 | 98 |
| | Brunswick | 20,400 | 20,100 | 99 |
| | Columbus | 19,600 | 19,300 | 98 |



WWAY BPCT—841213K1 Granted 1/30/85

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------------|------------------|---------------|---------|
| 50% & Over | NORTH CAROLINA | | | |
| | New Hanover | 48,000 | 47,600 | 99 |
| | Onslow | 40,000 | 39,700 | 99 |
| | Pender | 10,400 | 10,200 | 98 |
| Between 25-49% | SOUTH CAROLINA | | | |
| | Horry | 55,900 | 55,100 | 99 |
| | NORTH CAROLINA | | | |
| | Duplin | 15,800 | 15,600 | 99 |
| Between 5-24% | SOUTH CAROLINA | | | |
| | Robeson | 36,600 | 36,000 | 98 |
| | SOUTH CAROLINA | | | |
| | Dillon | 10,800 | 10,600 | 98 |
| Station Totals | SOUTH CAROLINA | | | |
| | Sampson | 19,200 | 18,900 | 98 |
| | Florence | 43,700 | 43,200 | 99 |
| Georgetown | 18,000 | 17,700 | 98 | |
| Net Weekly Circulation (1991) | | 362,300 | 357,500 | 99 |
| Average Daily Circulation (1991) | | | | 198,300 |
| | | | | 110,000 |

North Carolina

WBTV, Charlotte (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------------|------------------|--------------------------|----|
| Between 5-24% | NORTH CAROLINA | | | |
| | Yadkin | 11,800 | 11,700 | 99 |
| | Yancey | 6,100 | 6,000 | 98 |
| | SOUTH CAROLINA | | | |
| | Darlington | 23,800 | 23,500 | 99 |
| | Fairfield | 7,100 | 7,000 | 99 |
| | Kershaw | 17,200 | 16,900 | 98 |
| | Laurens | 19,500 | 19,300 | 99 |
| | Spartanburg | 84,400 | 83,700 | 99 |
| | VIRGINIA | | | |
| Carroll | 9,700 | 9,500 | 98 | |
| Grayson | 9,300 | 9,200 | 99 | |
| Patrick | 6,600 | 6,500 | 98 | |

WRAL-TV, Raleigh-Durham (Arbitron Data Continued)

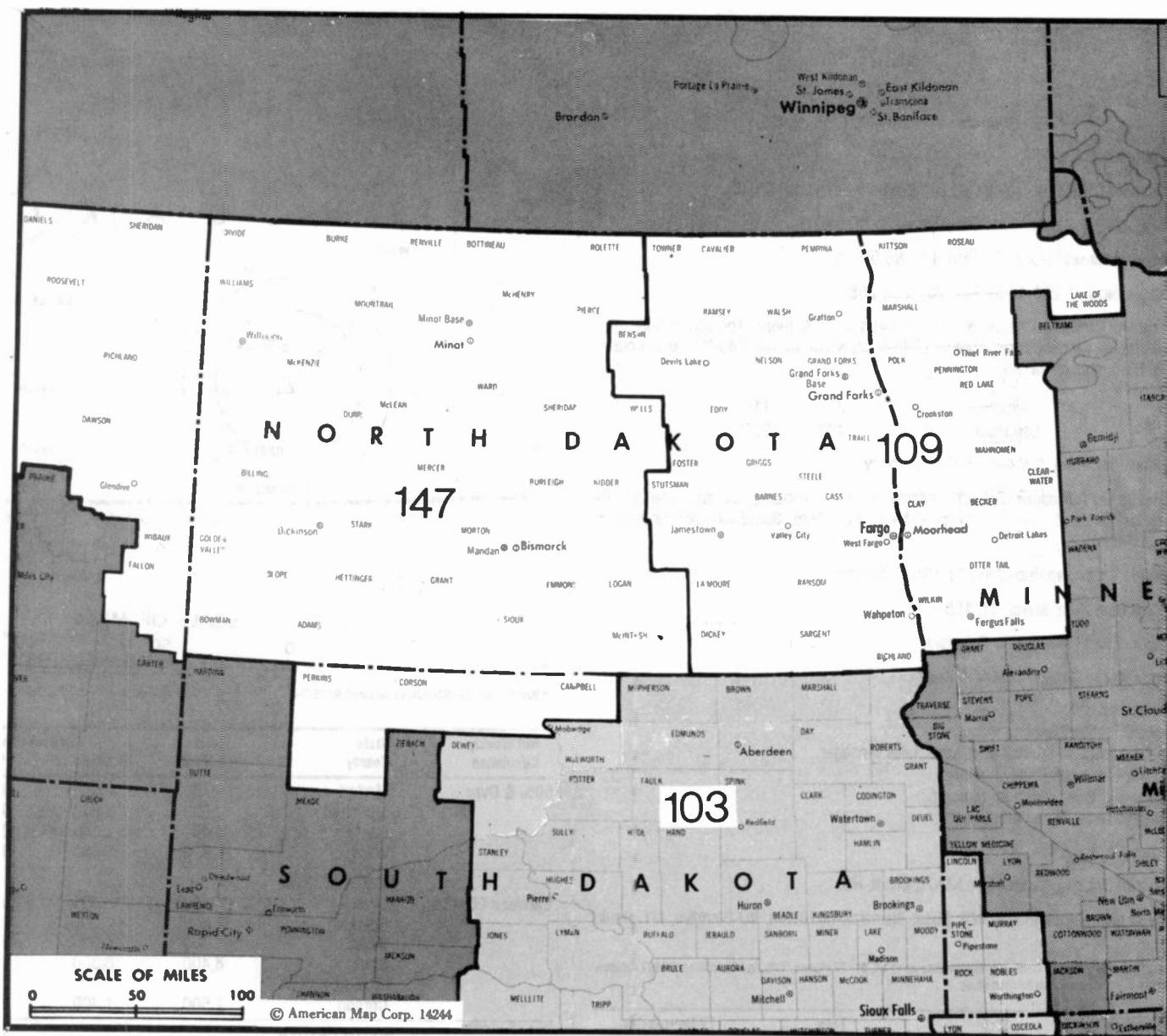
| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|----|
| Between 5-24% | VIRGINIA | | | |
| | Brunswick | 5,100 | 5,000 | 98 |

WRAL-TV—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-------------------|------------------|--------------------------|----|
| Between 5-24% | GREENSBORO | | | |
| | Greensville | 5,000 | 4,900 | 98 |
| | Halifax | 12,400 | 12,200 | 98 |
| | Pittsylvania | 40,900 | 40,400 | 99 |
| | Prince Edward | 5,400 | 5,300 | 98 |
| | Sussex | 3,500 | 3,400 | 97 |

WTVD, Durham-Raleigh-Fayetteville (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------------|------------------|--------------------------|----|
| Between 5-24% | NORTH CAROLINA | | | |
| | Randolph | 40,800 | 40,400 | 99 |
| | VIRGINIA | | | |
| | Brunswick | 5,100 | 5,000 | 98 |
| | Greensville | 5,000 | 4,900 | 98 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|---|----------------------------|------|--|
| Sioux Falls-Mitchell, SD | 232,300 | 103 | KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17) |
| Fargo, ND | 218,600 | 109 | KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8) |
| Minot-Bismarck-Dickinson, ND-Glendive, MT | 143,200 | 147 | KBMY (17), KFVR-TV (5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11) |

State Cross Reference List
 Communities that receive programs of stations that are located elsewhere.

KXJB-TV, Fargo See Valley City, ND
KTHI-TV, Grand Forks See Fargo, ND

North Dakota Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|--|-----|-----|-------|
| Commercial Television Stations | 14 | 3 | 17 |
| Educational Television Stations | 6 | 0 | 6 |
| | 20 | 3 | 23 |

North Dakota—Bismarck

KBMY

Ch. 17

(Operates satellite KMCY, Minot, ND)

Network Service: ABC.

Licensee: Forum Publishing Co., 301 8th St. S, Fargo, ND 58103.

Studio: 919 S. 7th St., Suite 600, Bismarck, ND 58501.

Mailing Address: Box 7277, Bismarck, ND 58502.

Telephone: 701-223-1700. Fax: 701-258-0886.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 510-kw max. visual, 90-kw max. aural. Antenna: 948-ft. above av. terrain, 649-ft. above ground, 2869-ft. above sea level.

Latitude 46° 35' 11"
Longitude 100° 48' 20"

Transmitter: 2-mi. S & 4-mi. E of St. Anthony.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Harris, 3-meter C-band; M/A-Com, Standard Communications receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: March 31, 1985.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

- Mark Prather, General Manager.
- Chuck Peterson, Local & National Sales Manager.
- Jerry Grimstad, Chief Engineer.
- Susan J. Eider, Program Director.
- Bob Prowse, Promotion Director.

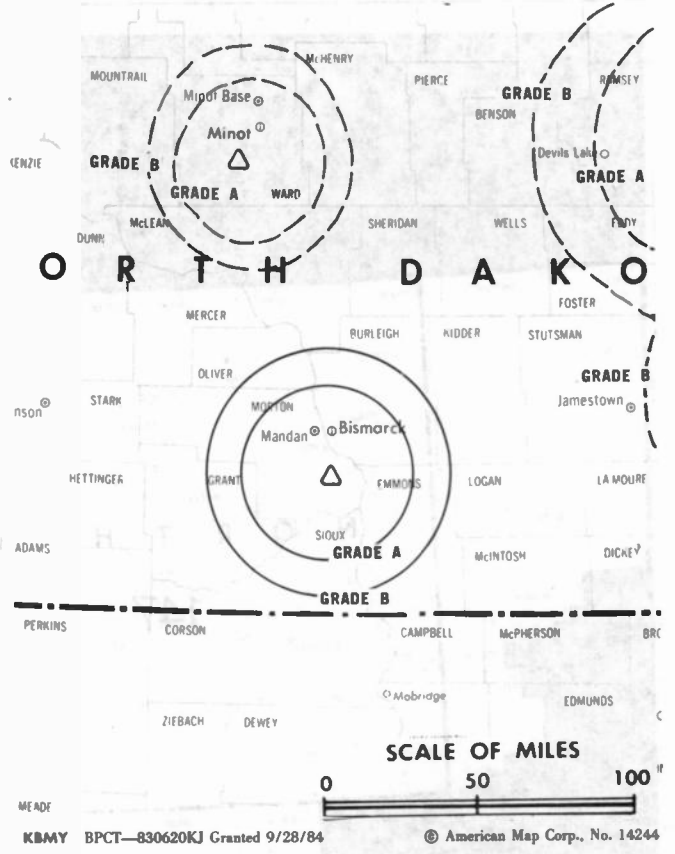
Rates: On request.

Arbitron Data: Figures include KMCY, Minot, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | NORTH DAKOTA | | | |
| | Bottineau | 3,200 | 3,200 | 100 |
| | Burleigh | 23,300 | 23,100 | 99 |
| | Emmons | 2,000 | 2,000 | 100 |
| | Grant | 1,500 | 1,500 | 100 |
| | Kidder | 1,400 | 1,400 | 100 |
| | Mc Henry | 2,800 | 2,800 | 100 |
| | Mc Lean | 4,500 | 4,400 | 99 |
| | Mercer | 5,100 | 5,000 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------------------------|------------------|---------------|--------|
| 50% & Over | Morton | 9,700 | 9,600 | 99 |
| | Mountrail | 2,900 | 2,900 | 100 |
| | Renville | 1,400 | 1,400 | 100 |
| | Ward | 21,800 | 21,600 | 99 |
| Between 25-49% | NORTH DAKOTA | | | |
| | Oliver | 800 | 800 | 100 |
| | Sheridan | 1,000 | 1,000 | 100 |
| | Sioux | 1,000 | 1,000 | 100 |
| | Stark | 8,400 | 8,300 | 99 |
| Between 5-24% | SOUTH DAKOTA | | | |
| | Corson | 1,500 | 1,400 | 93 |
| Between 5-24% | NORTH DAKOTA | | | |
| | Burke | 1,400 | 1,400 | 100 |
| | Dunn | 1,600 | 1,600 | 100 |
| | Hettinger | 1,500 | 1,500 | 100 |
| | Logan | 1,200 | 1,200 | 100 |
| | Mc Intosh | 1,900 | 1,900 | 100 |
| Station Totals | | 101,900 | 101,000 | 99 |
| | Net Weekly Circulation (1991) | | | 62,800 |
| | Average Daily Circulation (1991) | | | 30,200 |

North Dakota—Bismarck

KFYR-TV

Ch. 5

(Operates satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 200 N. 4th St., Bismarck, ND 58501.

Telephone: 701-255-5757. Fax: 701-255-4921.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 17"
Longitude 100° 48' 30"

Transmitter: 12-mi. S of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: GE, 6-meter Ku-band; Harris, 3-meter C-band; Simulcast Ku & C-band; Comsat, Harris, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: KFYZ, 5-kw, 550 kHz (ABC).

FM Affiliate: KYYY, 100-kw, 92.9 MHz (No. 225), 1402-ft.

News Services: Agri-data, AP, NBC, Sports News Satellite.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: December 19, 1953.

Represented (sales): Blair Television; Target Broadcast Sales (Canada).

Represented (legal): Hogan & Hartson.

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

Personnel:

Judith Johnson, President & Chief Executive Officer.

Tom Barr, General Manager.

Jim Sande, Operations & Programming Manager.

Penny Borg, National & Regional Sales Manager.

Jerry Hegel, Local Sales Manager.

Rich Belerle, Chief Engineer.

Dick Heldt, News Director.

Linda Johnson, Promotion Director.

Ed Kautzman, Business Manager.

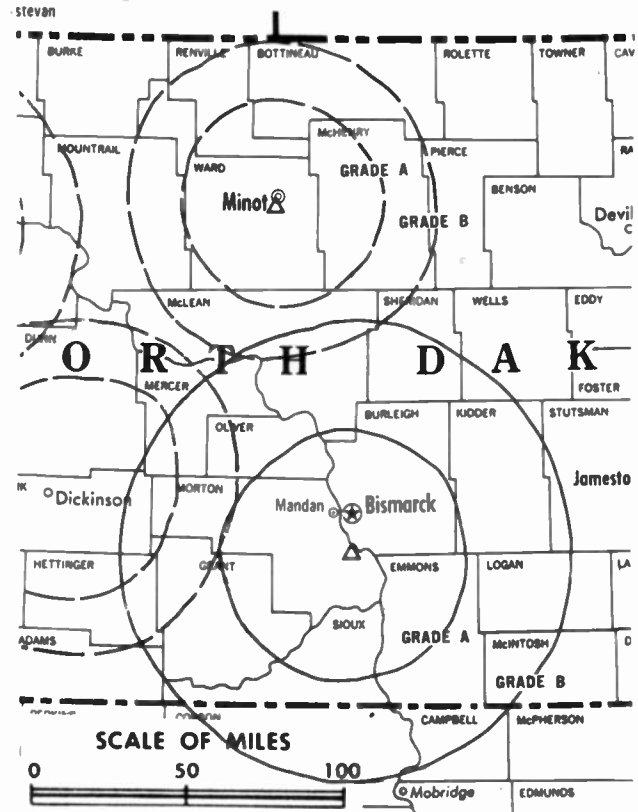
Highest 30 Sec. Rate: \$500.

Rates: Include KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NORTH DAKOTA | | | | |
| 50% & Over | Burleigh | 23,300 | 23,100 | 99 |
| | Emmons | 2,000 | 2,000 | 100 |
| | Grant | 1,500 | 1,500 | 100 |
| | Kidder | 1,400 | 1,400 | 100 |
| | Logan | 1,200 | 1,200 | 100 |
| | Mc Intosh | 1,900 | 1,900 | 100 |
| | Mc Lean | 4,500 | 4,400 | 99 |
| | Mercer | 5,100 | 5,000 | 98 |
| | Morton | 9,700 | 9,600 | 99 |



KFYR-TV BPCT-2965 Granted 2/24/63

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|---------------------|------------------|---------------|--------|--|
| 50% & Over | Oliver | 800 | 800 | 100 | |
| | Sioux | 1,000 | 1,000 | 100 | |
| | SOUTH DAKOTA | | | | |
| | Campbell | 800 | 800 | 100 | |
| | Corson | 1,500 | 1,400 | 93 | |
| Wahworth | 2,700 | 2,600 | 96 | | |
| Between 25-49% | NORTH DAKOTA | | | | |
| | Foster | 1,600 | 1,600 | 100 | |
| | Hettinger | 1,500 | 1,500 | 100 | |
| | Sheridan | 1,000 | 1,000 | 100 | |
| | SOUTH DAKOTA | | | | |
| Dewey | 1,500 | 1,400 | 93 | | |
| Mc Pherson | 1,500 | 1,500 | 100 | | |
| Perkins | 1,800 | 1,700 | 94 | | |
| Between 5-24% | NORTH DAKOTA | | | | |
| | Dunn | 1,600 | 1,600 | 100 | |
| | Slope | 400 | 400 | 100 | |
| | Stark | 8,400 | 8,300 | 99 | |
| | Stutsman | 9,300 | 9,200 | 99 | |
| Wells | 2,700 | 2,700 | 100 | | |
| Station Totals | | 88,700 | 87,600 | 99 | |
| Net Weekly Circulation (1991) | | | | 58,700 | |
| Average Daily Circulation (1991) | | | | 41,500 | |

There is no more visible place for your advertising message than the pages of the
Television & Cable Factbook

North Dakota—Bismarck

KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Company Inc., Box 1617, Bismarck, ND 58502.

Studio: 1811 North 15, Bismarck, ND 58501.

Telephone: 701-223-9197. Fax: 701-223-3320.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

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

News Services: AP, CBS.

Ownership: Reiten Television (Group Owner).

Began Operation: November 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales): Katz Television.

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

Personnel:

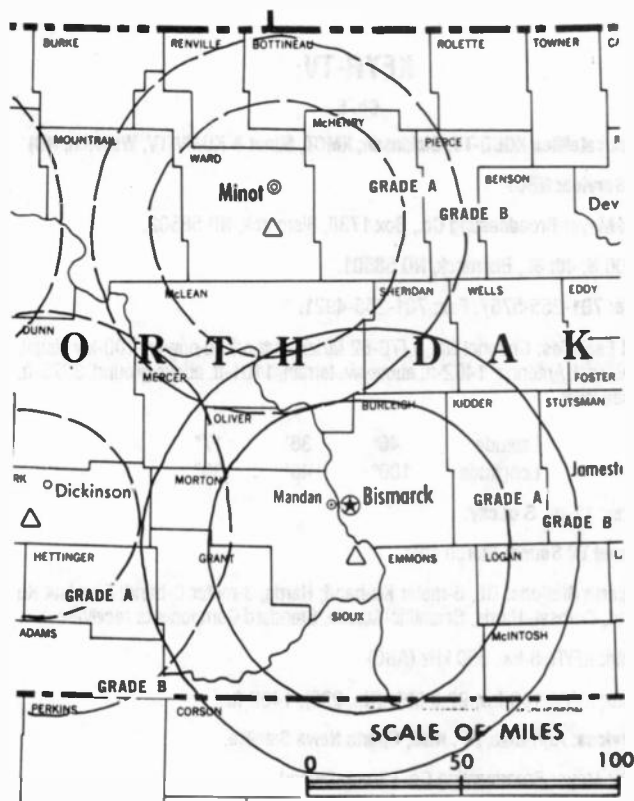
Robert Romine, Manager.
David Reiten, National Sales Manager.
Tim J. Reiten, News Director.
Rocky Hefty, Chief Engineer.

Rates: Sold with KXMC-TV, Minot; KXMD-TV, Williston & KXMA-TV, Dickinson, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | NORTH DAKOTA | | | |
| | Burleigh | 23,300 | 23,100 | 99 |
| | Emmons | 2,000 | 2,000 | 100 |
| | Grant | 1,500 | 1,500 | 100 |
| | Kidder | 1,400 | 1,400 | 100 |
| | Logan | 1,200 | 1,200 | 100 |
| | Mc Intosh | 1,900 | 1,900 | 100 |
| | Mercer | 5,100 | 5,000 | 98 |
| | Morton | 9,700 | 9,600 | 99 |
| | Oliver | 800 | 800 | 100 |
| | Sioux | 1,000 | 1,000 | 100 |
| | SOUTH DAKOTA | | | |
| | Corson | 1,500 | 1,400 | 93 |



KXMB-TV BMPCT-7664 Granted 2/15/77

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|-----------|
| Between 25-49% | NORTH DAKOTA | | | |
| | Hettinger | 1,500 | 1,500 | 100 |
| | Sheridan | 1,000 | 1,000 | 100 |
| | SOUTH DAKOTA | | | |
| | Campbell | 800 | 800 | 100 |
| | Dewey | 1,500 | 1,400 | 93 |
| Between 5-24% | Mc Pherson | 1,500 | 1,500 | 100 |
| | Perkins | 1,800 | 1,700 | 94 |
| | Walworth | 2,700 | 2,600 | 96 |
| | NORTH DAKOTA | | | |
| | Foster | 1,600 | 1,600 | 100 |
| | Mc Lean | 4,500 | 4,400 | 99 |
| Stark | 8,400 | 8,300 | 99 | |
| Stutsman | 9,300 | 9,200 | 99 | |
| Wells | 2,700 | 2,700 | 100 | |
| Station Totals | | 86,700 | 85,600 | 99 |
| Net Weekly Circulation (1991) | | | 45,600 | |
| Average Daily Circulation (1991) | | | 26,600 | |

North Dakota—Devils Lake-Grand Forks

WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND)

Network Service: ABC.

Licensee: Forum Publishing Co., 301 S. 8th St., Fargo, ND 58108.

Studio: 600 DeMers Ave., Grand Forks, ND 58201.

Telephone: 701-775-2500. Fax: 701-746-4507.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1461-ft. above ground, 2982-ft. above sea level.

Latitude 48° 08' 24"
Longitude 97° 59' 38"

Transmitter: 9-mi. N of Petersburg, ND.

Satellite Earth Station: Harris, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Harris, Microdyne receivers.

News Service: AP.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: February 8, 1967.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

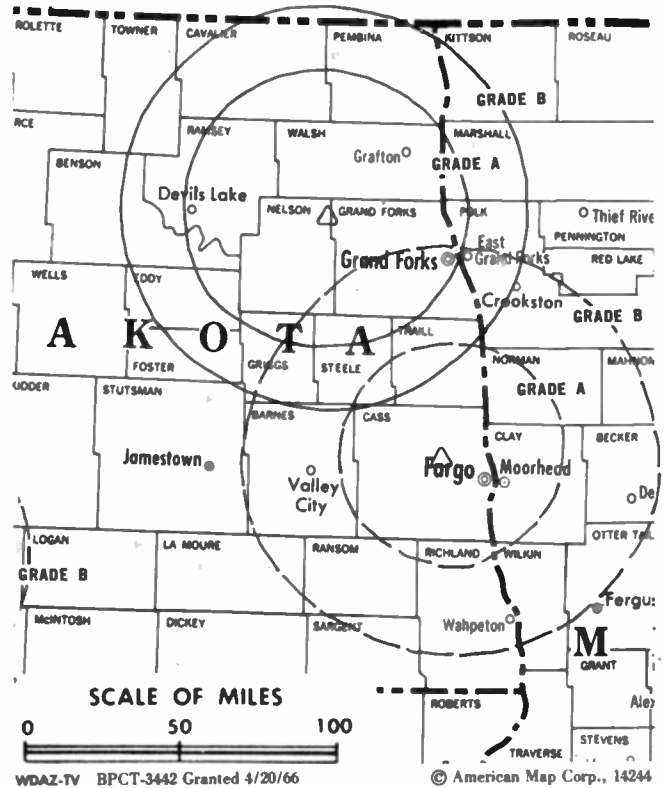
Robert Kerr, Station Manager.
Jack Eisenzimmer, Local Sales Manager.
Chuck Bundlie, News Director.
Julia Spicer, Promotion Director.
Dennis Clemenson, Chief Engineer.

Rates: Sold in combination with WDAY-TV, Fargo, ND. Separate rates available on request.

City of License: Devils Lake. ADI: Fargo. Rank: 109.

Total Households: ©NSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Kittson | 2,400 | 2,300 | 96 |
| | Lake Of The Woods | 1,500 | 1,400 | 93 |
| | Marshall | 4,500 | 4,400 | 98 |
| | Pennington | 5,600 | 5,500 | 98 |
| | Red Lake | 1,800 | 1,800 | 100 |
| | Roseau | 5,100 | 4,800 | 94 |
| NORTH DAKOTA | Benson | 2,500 | 2,400 | 96 |
| | Cavalier | 2,600 | 2,500 | 96 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| 50% & Over | Eddy | 1,300 | 1,300 | 100 |
| | Foster | 1,600 | 1,600 | 100 |
| | Grand Forks | 25,200 | 25,000 | 99 |
| | Griggs | 1,400 | 1,400 | 100 |
| | Nelson | 2,000 | 2,000 | 100 |
| | Pembina | 3,800 | 3,700 | 97 |
| | Pierce | 2,000 | 2,000 | 100 |
| | Ramsey | 5,200 | 5,100 | 98 |
| | Rolette | 3,900 | 3,800 | 97 |
| | Towner | 1,600 | 1,600 | 100 |
| | Walsh | 5,700 | 5,600 | 98 |
| Wells | 2,700 | 2,700 | 100 | |
| Between 25-49% | MINNESOTA | | | |
| | Polk | 12,500 | 12,300 | 98 |
| Between 5-24% | NORTH DAKOTA | | | |
| | Kidder | 1,400 | 1,400 | 100 |
| | Steele | 1,100 | 1,100 | 100 |
| | Trail | 3,400 | 3,400 | 100 |
| Station Totals | | 100,800 | 99,100 | 98 |
| Net Weekly Circulation (1991) | | | | 74,600 |
| Average Daily Circulation (1991) | | | | 47,700 |

North Dakota—Dickinson

KXMA-TV

Ch. 2

Network Service: CBS.

Licensee: Reiten Television Company Inc., Drawer B, Dickinson, ND 58602.

Studio: 119 2nd Ave. W, Dickinson, ND 58601.

Mailing Address: Drawer B, Dickinson, ND 58602.

Telephone: 701-227-1400.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

Ownership: Reiten Television (Group Owner).

Began Operation: October 15, 1956. Sale to present owner approved by FCC Dec. 4, 1984. Sale to Northern Plains Bcstg. Group by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (*Television Digest*, Vol. 6:44).

Represented (sales): Katz Television.

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

Personnel:

Charles Tibor, General Manager.

Keith Tysver, Chief Engineer.

David Reiten, National Sales Manager.

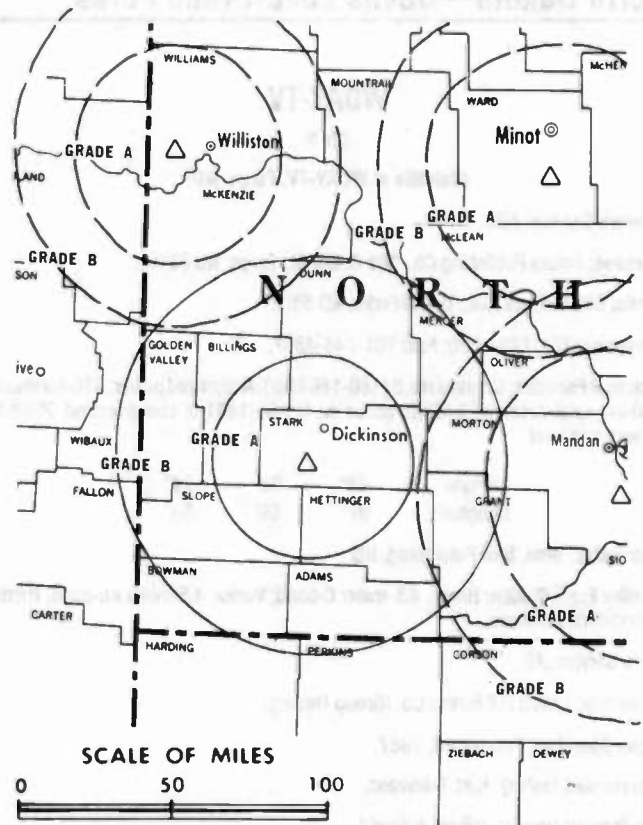
Highest 30 Sec. Rate: \$35.

NETWORK BASE HOURLY RATE: \$100.

City of License: Dickinson. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | NORTH DAKOTA | | | |
| | Adams | 1,300 | 1,300 | 100 |
| | Billings | 400 | 400 | 100 |
| | Bowman | 1,600 | 1,600 | 100 |
| | Dunn | 1,600 | 1,600 | 100 |
| | Golden Valley | 900 | 900 | 100 |



KXMA-TV BPCT—3391 Granted 3/16/65

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------------|
| 50% & Over | Hettinger | 1,500 | 1,500 | 100 |
| | Slope | 400 | 400 | 100 |
| | Stark | 8,400 | 8,300 | 99 |
| Between 25-49% | SOUTH DAKOTA | | | |
| | Harding | 600 | 600 | 100 |
| Between 5-24% | MONTANA | | | |
| | Carter | 600 | 600 | 100 |
| | NORTH DAKOTA | | | |
| | Mercer | 5,100 | 5,000 | 98 |
| | SOUTH DAKOTA | | | |
| | Perkins | 1,800 | 1,700 | 94 |
| Station Totals | | 24,200 | 23,900 | 99 |
| Net Weekly Circulation (1991) | | | | 13,900 |
| Average Daily Circulation (1991) | | | | 7,900 |

North Dakota—Dickinson

KQCD-TV

Ch. 7

(Satellite of KFYP-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 373 21st St. E, Dickinson, ND 58601.

Telephone: 701-225-6843.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 282-kw visual, 63-kw aural. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude 46° 56' 49"
Longitude 102° 59' 17"

Transmitter: 10.5-mi. WNW of Dickinson.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 4.6-meter Ku-band; Standard Communications receivers.

News Services: Agri-data, AP, NBC.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: July 28, 1980.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Judith Johnson, President & Chief Executive Officer (Bismarck).

Cherie Harms, General Manager (Bismarck).

Ron Zenor, Chief Engineer.

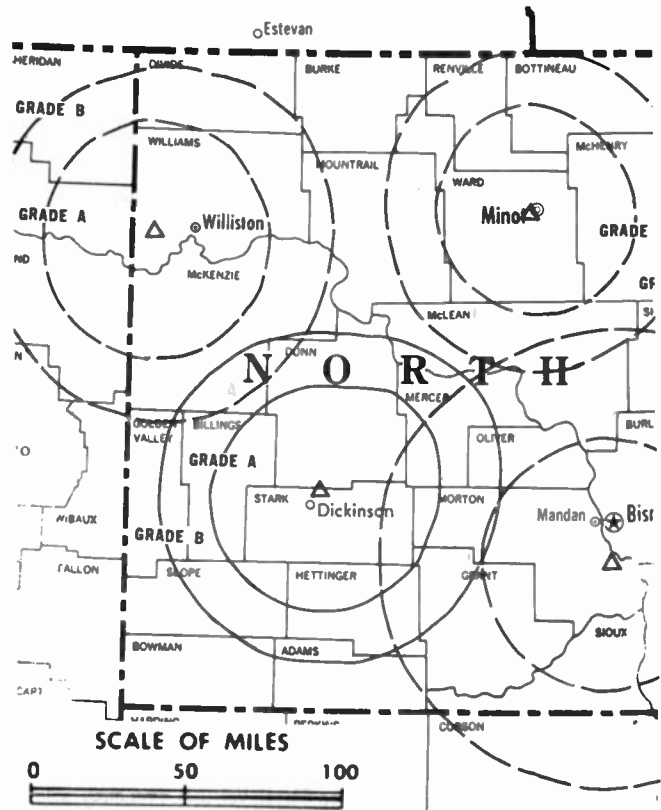
Sean Burshek, Program Director.

Rates: Sold in combination with KFYP-TV, Bismarck.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------|------------------|---------------|-----|
| 50% & Over | MONTANA | | | |
| | Wibaux | 500 | 500 | 100 |
| | NORTH DAKOTA | | | |
| | Adams | 1,300 | 1,300 | 100 |
| | Billings | 400 | 400 | 100 |
| | Bowman | 1,600 | 1,600 | 100 |
| | Dunn | 1,600 | 1,600 | 100 |
| | Golden Valley | 900 | 900 | 100 |



KQCD-TV BPCT-4910 Granted 1/25/78

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|---------------|
| 50% & Over | Hettinger | 1,500 | 1,500 | 100 |
| | Slope | 400 | 400 | 100 |
| | Stark | 8,400 | 8,300 | 99 |
| Between 25-49% | MONTANA | | | |
| | Fallon | 1,400 | 1,300 | 93 |
| Between 5-24% | SOUTH DAKOTA | | | |
| | Harding | 600 | 600 | 100 |
| | Perkins | 1,800 | 1,700 | 94 |
| Station Totals | | 20,400 | 20,100 | 99 |
| Net Weekly Circulation (1991) | | | | 14,700 |
| Average Daily Circulation (1991) | | | | 10,600 |

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North Dakota—Fargo-Grand Forks

KTHI-TV

Ch. 11

Network Service: NBC.

Licensee: Spokane Television Inc., 1350 21st Ave. S, Fargo, ND 58103.

Studios: 1350 21st Ave. S, Fargo, ND 58103; 314 9th Ave. N, Grand Forks, 58201.

Mailing Address: Box 1878, Fargo, ND 58107.

Telephones: 701-237-5211, Fargo; 701-772-3481, Grand Forks.

TWX: 910-673-8302.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"
Longitude 97° 17' 17"

Transmitter: 3-mi. W of Blanchard.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, M/A-Corn, Standard Agile Omni receivers.

News Services: AP, NBC.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: October 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (Television Digest, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

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

Represented (legal): Brown, Finn & Nietert, Chartered.

Personnel:

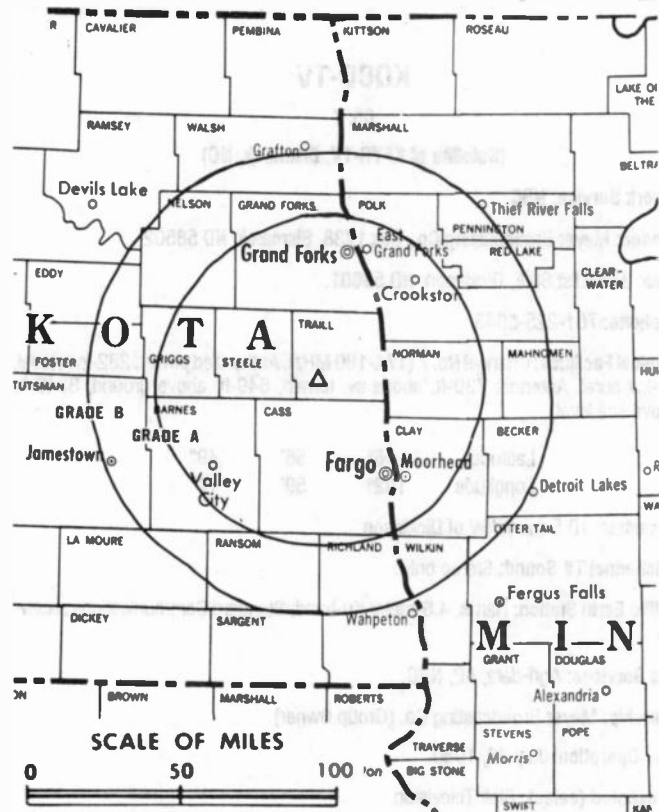
Elizabeth M. Burns, President.
John P. Hrubesky, Vice President & General Manager.
Dale Bosch, Station Manager & Program Director.
Pete Anderson, General Sales Manager.
Joy Ryan, National Sales Manager.
Charley Johnson, News Director.
Pam Petrik, Creative Services & Promotion.
Carol Gillett, Traffic Manager.
Roger Johnson, Chief Engineer.
Arnie Buck, Business Manager.

Highest 30 Sec. Rate: \$765.

City of License: Fargo. ADI: Fargo. Rank: 109.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Becker | 11,400 | 11,200 | 98 |
| | Clay | 17,200 | 17,100 | 99 |
| | Clearwater | 3,100 | 3,000 | 97 |
| | Kittson | 2,400 | 2,300 | 96 |
| | Lake Of The Woods | 1,500 | 1,400 | 93 |
| | Mahnomen | 1,700 | 1,700 | 100 |
| | Marshall | 4,500 | 4,400 | 98 |
| | Norman | 3,200 | 3,100 | 97 |
| | Otter Tail | 20,100 | 19,700 | 98 |
| | Pennington | 5,600 | 5,500 | 98 |
| | Polk | 12,500 | 12,300 | 98 |
| | Red Lake | 1,800 | 1,800 | 100 |
| | Roseau | 5,100 | 4,800 | 94 |
| | Wilkin | 2,800 | 2,800 | 100 |



KTHI-TV BMPCT-5881 Granted 8/13/63

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NORTH DAKOTA | | | | |
| 50% & Over | Barnes | 5,100 | 5,100 | 100 |
| | Cass | 40,800 | 40,500 | 99 |
| | Eddy | 1,300 | 1,300 | 100 |
| | Foster | 1,600 | 1,600 | 100 |
| | Grand Forks | 25,200 | 25,000 | 99 |
| | Griggs | 1,400 | 1,400 | 100 |
| | La Moure | 2,200 | 2,200 | 100 |
| | Nelson | 2,000 | 2,000 | 100 |
| | Pembina | 3,800 | 3,700 | 97 |
| | Ramsey | 5,200 | 5,100 | 98 |
| | Ransom | 2,500 | 2,500 | 100 |
| | Richland | 7,100 | 7,000 | 99 |
| | Sargent | 1,900 | 1,900 | 100 |
| | Steele | 1,100 | 1,100 | 100 |
| | Stutsman | 9,300 | 9,200 | 99 |
| | Traill | 3,400 | 3,400 | 100 |
| | Walsh | 5,700 | 5,600 | 98 |
| MINNESOTA | | | | |
| Between 25-49% | Grant | 2,600 | 2,600 | 100 |
| | Stevens | 3,600 | 3,500 | 97 |
| | Traverse | 1,700 | 1,700 | 100 |
| NORTH DAKOTA | | | | |
| | Benson | 2,500 | 2,400 | 96 |
| | Cavalier | 2,600 | 2,500 | 96 |
| | Dickey | 2,500 | 2,500 | 100 |
| | Towner | 1,600 | 1,600 | 100 |
| SOUTH DAKOTA | | | | |
| | Marshall | 2,000 | 2,000 | 100 |
| | Roberts | 3,800 | 3,700 | 97 |

(Continued on page A-873)

| | | | |
|---|---------|---------|---------|
| Station Totals | 272,600 | 268,400 | 98 |
| Net Weekly Circulation (1991) | | | 190,900 |
| Average Daily Circulation (1991) | | | 107,900 |

North Dakota—Fargo-Moorhead, Minnesota

KVRR

Ch. 15

(Also operates KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief River Falls, MN)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: 4015 9th Ave. SW, Fargo, ND 58103.

Mailing Address: Box 9115, Fargo, ND 58106.

Telephone: 701-277-1515. TWX: 510-600-6414. Fax: 701-277-1830.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 4170-kw max. visual, 417-kw max. aural. Antenna: 1216-ft. above av. terrain, 1095-ft. above ground, 2543-ft. above sea level.

Latitude 46° 40' 26"
Longitude 96° 13' 40"

Transmitter: 1-mi. N of Hwy. 32, 0.5-mi. E of intersection of Hwys. 32 & 34, Tansem, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, 4.5-meter Ku-band; RCA Ku-band; Scientific-Atlanta, M/A-Com receivers.

News Service: Fox.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: February 14, 1983. Sale to Fargo Bcstg. Corp. approved by FCC March 12, 1985. Transfer of 50% to John W. Boler approved by FCC July 19, 1985. Transfer from Boler to present owner approved Aug. 4, 1987.

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel:

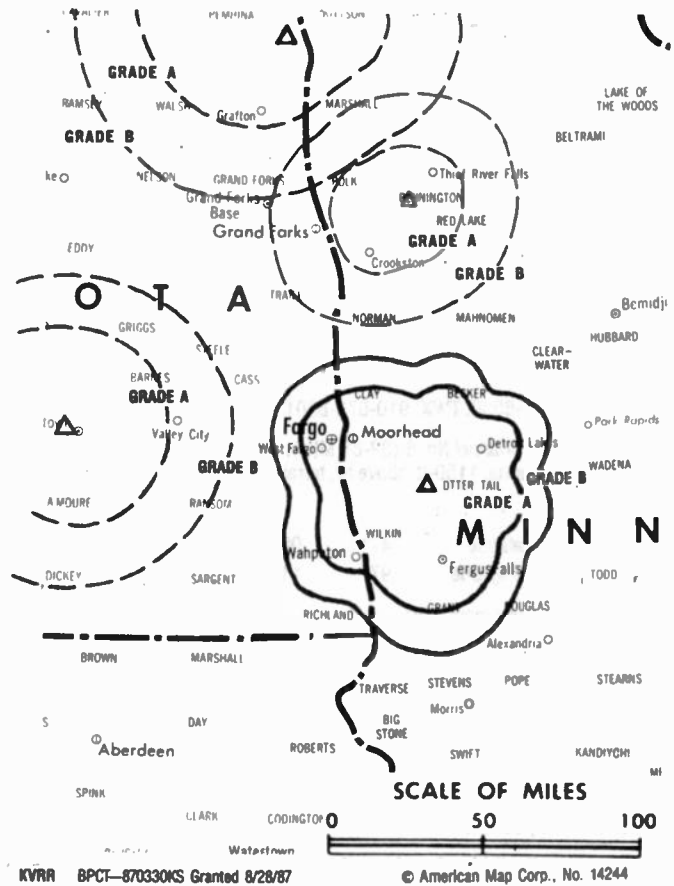
- Ro Grignon, General Manager.
- Donn Bryant, General Sales Manager.
- Kent Lien, Program Manager.
- Nancy Barr, Operations Manager & Promotion Director.
- Kathy Lau, Business Manager.
- Lindsay Bold, Production Manager.
- Candace Kassenborg, Public Service Director.
- Glen Pederson, Chief Engineer.

Rates: On request.

City of License: Fargo. ADI: Fargo. Rank: 109.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Becker | 11,400 | 11,200 | 98 |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Clay | 17,200 | 17,100 | 99 |
| | Kittson | 2,400 | 2,300 | 96 |
| | Marshall | 4,500 | 4,400 | 98 |
| | Pennington | 5,600 | 5,500 | 98 |
| | Polk | 12,500 | 12,300 | 98 |
| | Red Lake | 1,800 | 1,800 | 100 |
| | Roseau | 5,100 | 4,800 | 94 |
| | Wilkin | 2,800 | 2,800 | 100 |
| | NORTH DAKOTA | | | |
| | Barnes | 5,100 | 5,100 | 100 |
| | Cass | 40,800 | 40,500 | 99 |
| Grand Forks | 25,200 | 25,000 | 99 | |
| Griggs | 1,400 | 1,400 | 100 | |



KVRR BPC1-870330MS Granted 8/28/87

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------|
| 50% & Over | Pembina | 3,800 | 3,700 | 97 |
| | Richland | 7,100 | 7,000 | 99 |
| | Stutsman | 9,300 | 9,200 | 99 |
| | Walsh | 5,700 | 5,600 | 98 |
| Between 25-49% | MINNESOTA | | | |
| | Cass | 8,300 | 8,000 | 96 |
| | Clearwater | 3,100 | 3,000 | 97 |
| | Crow Wing | 18,500 | 18,100 | 98 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Grant | 2,600 | 2,600 | 100 |
| | Hubbard | 6,000 | 5,800 | 97 |
| | Itasca | 16,400 | 16,100 | 98 |
| | Mahnomen | 1,700 | 1,700 | 100 |
| | Norman | 3,200 | 3,100 | 97 |
| | Otter Tail | 20,100 | 19,700 | 98 |
| | Traverse | 1,700 | 1,700 | 100 |
| | Wadena | 5,000 | 4,800 | 96 |
| Between 5-24% | NORTH DAKOTA | | | |
| | Cavalier | 2,600 | 2,500 | 96 |
| | Eddy | 1,300 | 1,300 | 100 |
| | Foster | 1,600 | 1,600 | 100 |
| | Ramsey | 5,200 | 5,100 | 98 |
| | Ransom | 2,500 | 2,500 | 100 |
| | Sargent | 1,900 | 1,900 | 100 |
| | Steele | 1,100 | 1,100 | 100 |
| | Trail | 3,400 | 3,400 | 100 |
| | MINNESOTA | | | |
| Lake Of The Woods | 1,500 | 1,400 | 93 | |
| Morrison | 10,600 | 10,400 | 98 | |
| Stevens | 3,600 | 3,500 | 97 | |
| (Continued on page A-873) | | | | |
| Station Totals | | 322,700 | 317,300 | 98 |
| Net Weekly Circulation (1991) | | | | 149,900 |
| Average Daily Circulation (1991) | | | | 66,900 |

North Dakota—Fargo

WDAY-TV

Ch. 6

(Operates satellite WDAZ-TV, Devils Lake, ND)

Network Service: ABC.

Licensee: Forum Publishing Co., Box 2466, Fargo, ND 58108.

Studio: 301 S. 8th St., Fargo, ND 58108.

Mailing Address: Box 2466, Fargo, ND 58108.

Telephone: 701-237-6500. TWX: 910-673-8301. Fax: 701-241-5368.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1206-ft. above ground, 2152-ft. above sea level.

Latitude 47° 00' 43"
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Ameria, ND.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Vertex, 4.5-meter Ku-band; Andrew, Microdyne, Standard Communications receivers.

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 100-kw, 93.7 MHz (No. 229), 1150-ft.

News Services: AP, Conus.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

William C. Marcil, President.
Mark Prather, General Manager.
Al Aamodt, News Director.
Susan Elder, Operations Manager.
Tom Thompson, Chief Engineer.

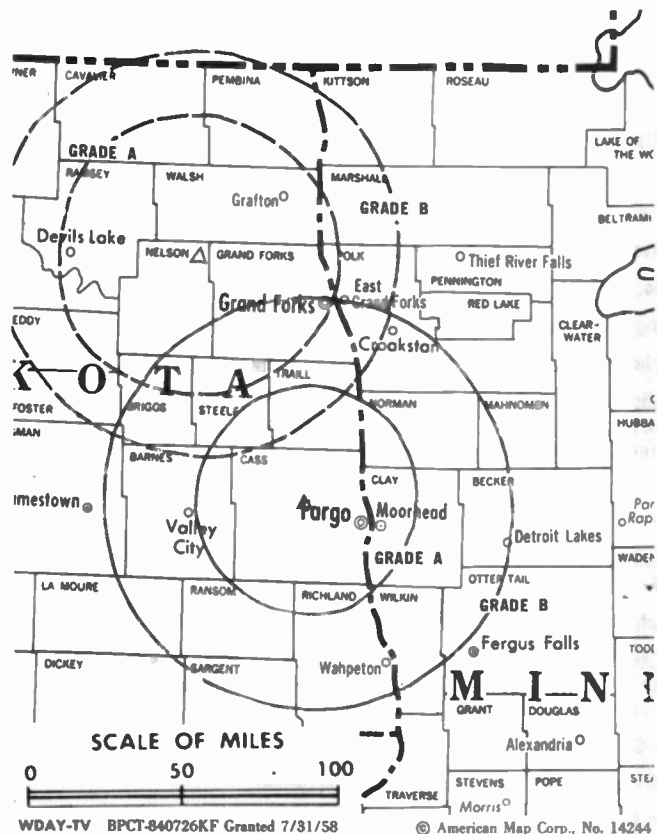
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

City of License: Fargo. ADI: Fargo. Rank: 109.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MINNESOTA | | | |
| | Becker | 11,400 | 11,200 | 98 |
| | Clay | 17,200 | 17,100 | 99 |
| | Clearwater | 3,100 | 3,000 | 97 |
| | Mahnomen | 1,700 | 1,700 | 100 |
| | Norman | 3,200 | 3,100 | 97 |
| | Otter Tail | 20,100 | 19,700 | 98 |
| | Wilkin | 2,800 | 2,800 | 100 |
| | NORTH DAKOTA | | | |
| | Barnes | 5,100 | 5,100 | 100 |
| | Cass | 40,800 | 40,500 | 99 |
| | Dickey | 2,500 | 2,500 | 100 |



WDAY-TV BPCT-840726KF Granted 7/31/58

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | La Moure | 2,200 | 2,200 | 100 |
| | Ransom | 2,500 | 2,500 | 100 |
| | Richland | 7,100 | 7,000 | 99 |
| | Sargent | 1,900 | 1,900 | 100 |
| | Steele | 1,100 | 1,100 | 100 |
| | Stutsman | 9,300 | 9,200 | 99 |
| | Trail | 3,400 | 3,400 | 100 |
| Between 25-49% | MINNESOTA | | | |
| | Polk | 12,500 | 12,300 | 98 |
| | Red Lake | 1,800 | 1,800 | 100 |
| | Traverse | 1,700 | 1,700 | 100 |
| | NORTH DAKOTA | | | |
| Griggs | 1,400 | 1,400 | 100 | |
| Nelson | 2,000 | 2,000 | 100 | |
| Between 5-24% | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Grant | 2,600 | 2,600 | 100 |
| | NORTH DAKOTA | | | |
| | Benson | 2,500 | 2,400 | 96 |
| | Cavalier | 2,600 | 2,500 | 96 |
| | Foster | 1,600 | 1,600 | 100 |
| | Pembina | 3,800 | 3,700 | 97 |
| | Ramsey | 5,200 | 5,100 | 98 |
| | Walsh | 5,700 | 5,600 | 98 |
| | SOUTH DAKOTA | | | |
| Mc Pherson | 1,500 | 1,500 | 100 | |
| Marshall | 2,000 | 2,000 | 100 | |
| Roberts | 3,800 | 3,700 | 97 | |
| Station Totals | | 198,200 | 195,500 | 99 |
| Net Weekly Circulation (1991) | | | | 124,900 |
| Average Daily Circulation (1991) | | | | 76,700 |

North Dakota—Jamestown

KJRR

Ch. 7

(Satellite of KVRR, Fargo, ND)

Network Service: Fox

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Mailing Address: Box 9115, Fargo, ND 58106.

Telephone: 701-277-1515. **TWX:** 510-600-6414. **Fax:** 701-277-1830.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 443-ft. above av. terrain, 499-ft. above ground, 1984-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 46° | 55' | 30" |
| Longitude | 98° | 46' | 21" |

Transmitter: 2.5-mi. WNW of Fort Seward Historic site, Jamestown.

Multichannel TV Sound: Stereo only.

News Service: Fox.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: October 7, 1988.

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel:

Ro Grignon, General Manager.

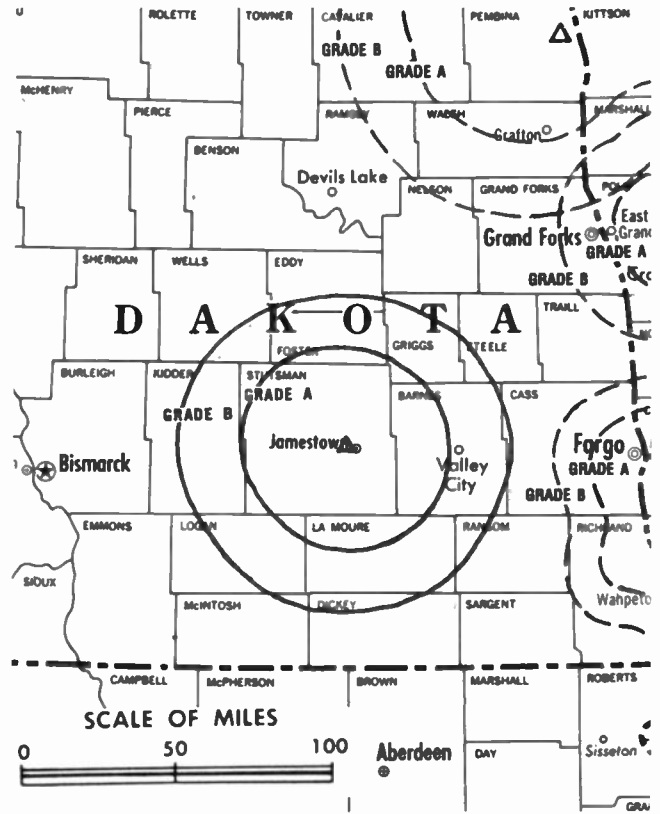
Donn Bryant, General Sales Manager.

Glen Pedersen, Chief Engineer.

Kent Lien, Program Director.

Nancy Barr, Operations Manager & Promotion Director.

Kathy Lau, Business Manager.



KJRR BMPCT-880801LM Granted 1/27/89

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Lindsay Bold, Production Manager.

Candace Kassenborg, Public Service Director.

Rates: On request.

Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Jamestown. ADI: Fargo. Rank: 109.

North Dakota—Minot

KMCY

Ch. 14

(Satellite of KBMY, Bismarck, ND)

Network Service: ABC.

Grantee: Forum Publishing Co., 301 S. Eighth St., Fargo, ND 58103.

Studio: See KBMY, Bismarck.

Telephone: 701-223-1700.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 90-kw aural. Antenna: 829-ft. above av. terrain, 649-ft. above ground, 2723-ft. above sea level.

| | | | |
|-----------|------|-----|-----|
| Latitude | 48° | 03' | 13" |
| Longitude | 101° | 23' | 05" |

Transmitter: 11.5-mi. S & 4-mi. W of Minot.

Satellite Earth Station: Harris, 3.6-meter; Harris receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: June 19, 1985.

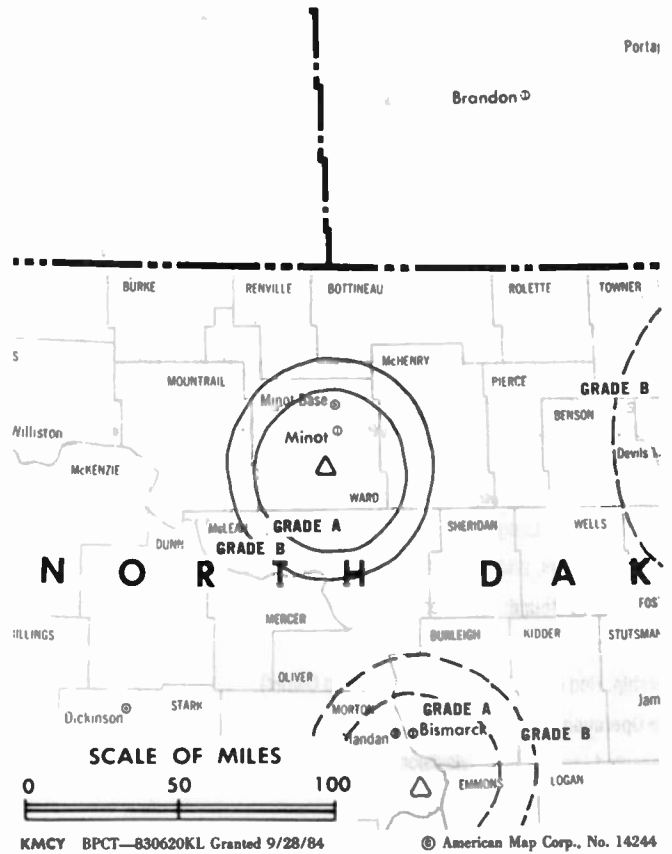
Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

Mark Prather, Station Manager.
Chuck Peterson, General Sales Manager.
Don Humphries, Local Sales Manager.
Jerry Grimstad, Chief Engineer.
Susan J. Elder, Program Director.
Bob Prowse, Promotion Director.

Rates: On request.



KMCY BPCT—830620KL Granted 9/28/84

Arbitron Data: Included with KBMY, Bismarck, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

North Dakota—Minot

KMOT

Ch. 10

(Satellite of KFYP-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 1800 S.W. 16th St., Minot, ND 58702.

Telephone: 701-852-4101. Fax: 701-838-8195.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

Latitude 48° 12' 56"
Longitude 101° 19' 05"

Transmitter: 1800 16th St. SW.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: M/A-Com, 3-meter; AFC, 3-meter; M/A-Com, Standard Communications receivers.

News Services: Agri-data, AP, NBC.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: January 20, 1958.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

Judith Johnson, President & Chief Executive Officer (Bismarck).

Tom Barr, General Manager (Bismarck).

Wayne Sanders, General Manager.

Colleen Anderson, Local Sales Manager.

Dave Benton, News Director.

Rod Wilson, Program Director.

Ray Roberts, Chief Engineer.

Highest 30 Sec. Rate: \$85.

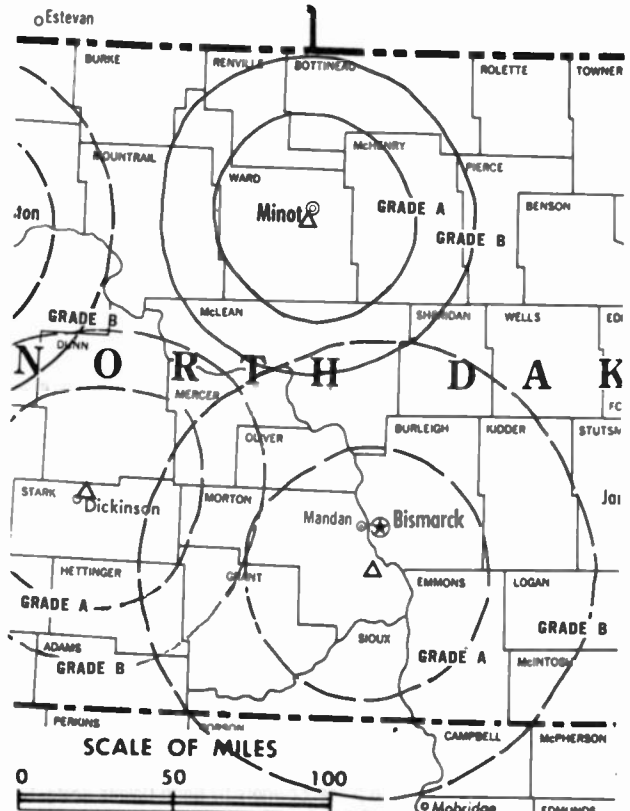
Rates: Sold in combination with KFYP-TV, Bismarck, ND.

NETWORK BASE HOURLY RATE: \$147.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendale, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NORTH DAKOTA | | | | |
| 50% & Over | Bottineau | 3,200 | 3,200 | 100 |
| | Burke | 1,400 | 1,400 | 100 |
| | Mc Henry | 2,800 | 2,800 | 100 |
| | Mountrail | 2,900 | 2,900 | 100 |
| | Pierce | 2,000 | 2,000 | 100 |
| | Renville | 1,400 | 1,400 | 100 |



KMOT BPCT-4085 Granted 5/1/68

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| 50% & Over | Rolette | 3,900 | 3,800 | 97 |
| | Ward | 21,800 | 21,600 | 99 |
| | Wells | 2,700 | 2,700 | 100 |
| NORTH DAKOTA | | | | |
| Between 25-49% | Sheridan | 1,000 | 1,000 | 100 |
| | Towner | 1,600 | 1,600 | 100 |
| NORTH DAKOTA | | | | |
| Between 5-24% | Benson | 2,500 | 2,400 | 96 |
| | Mc Lean | 4,500 | 4,400 | 99 |
| Station Totals | | 51,700 | 51,200 | 99 |
| Net Weekly Circulation (1991) | | | | 37,900 |
| Average Daily Circulation (1991) | | | | 24,800 |

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

North Dakota—Minot

KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 1686, Minot, ND 58702.

Studio: 3425 S. Broadway, Minot, ND 58701.

Telephone: 701-852-2104. Fax: 701-838-9360.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Latitude 48° 03' 02"
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

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

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

FM Affiliate: KHHT-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Services: AP, National Weather Wire, NOAA.

Ownership: Reiten Television (Group Owner).

Began Operation: April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

Represented (sales): Katz Television.

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

Personnel:

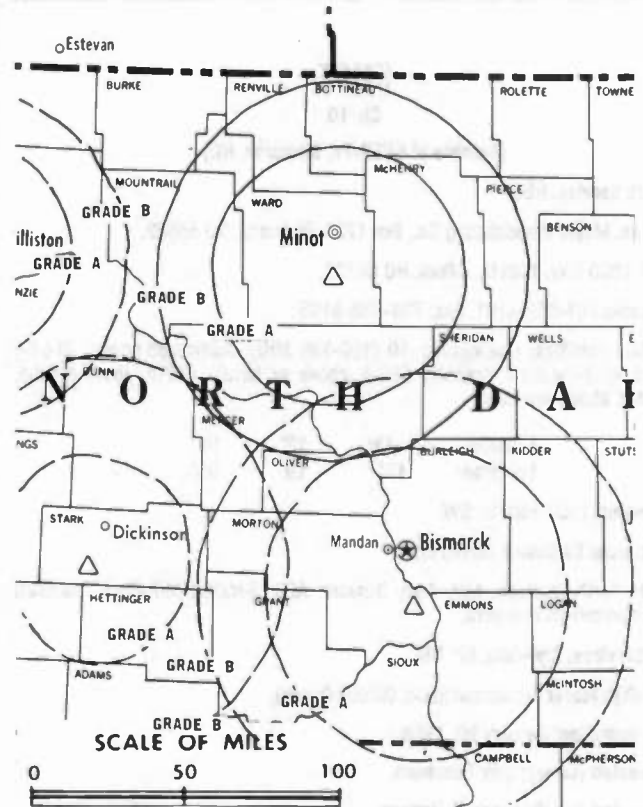
David Reiten, President.
Rod Romine, Operations Manager.
Jan Fiedler, Local Sales Manager.
Duane Aase, Chief Engineer.
Mark Narum, News Director.

Rates: Sold with KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| NORTH DAKOTA | | | | |
| 50% & Over | Bottineau | 3,200 | 3,200 | 100 |
| | Burke | 1,400 | 1,400 | 100 |
| | Mc Henry | 2,800 | 2,800 | 100 |
| | Mc Lean | 4,500 | 4,400 | 99 |



KXMC-TV BPCT-830628KF Granted 9/21/83

©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| 50% & Over | Mountrail | 2,900 | 2,900 | 100 |
| | Pierce | 2,000 | 2,000 | 100 |
| | Renville | 1,400 | 1,400 | 100 |
| | Rolette | 3,900 | 3,800 | 97 |
| | Sheridan | 1,000 | 1,000 | 100 |
| | Ward | 21,800 | 21,600 | 99 |
| | Wells | 2,700 | 2,700 | 100 |
| NORTH DAKOTA | | | | |
| Between 25-49% | Mercer | 5,100 | 5,000 | 98 |
| | Towner | 1,600 | 1,600 | 100 |
| NORTH DAKOTA | | | | |
| Between 5-24% | Benson | 2,500 | 2,400 | 96 |
| | Divide | 1,200 | 1,200 | 100 |
| | Dunn | 1,600 | 1,600 | 100 |
| | Oliver | 800 | 800 | 100 |
| Station Totals | | 60,400 | 59,800 | 99 |
| Net Weekly Circulation (1991) | | | 46,400 | |
| Average Daily Circulation (1991) | | | 31,300 | |

North Dakota—Pembina

KNRR

Ch. 12

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: 4015 9th Ave. SW, Fargo, ND 58103.

Mailing Address: Box 9115, Fargo, ND 58106.

Telephone: 701-277-1515. **TWX:** 510-600-6414. **Fax:** 701-277-1830.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1292-ft. above av. terrain, 1394-ft. above ground, 2828-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 48° | 59' | 42" |
| Longitude | 97° | 24' | 26" |

Transmitter: 7.5-mi. WNW of Pembina, 1.78-mi. N of State Hwy. 55.

News Service: Fox.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: August 11, 1985.

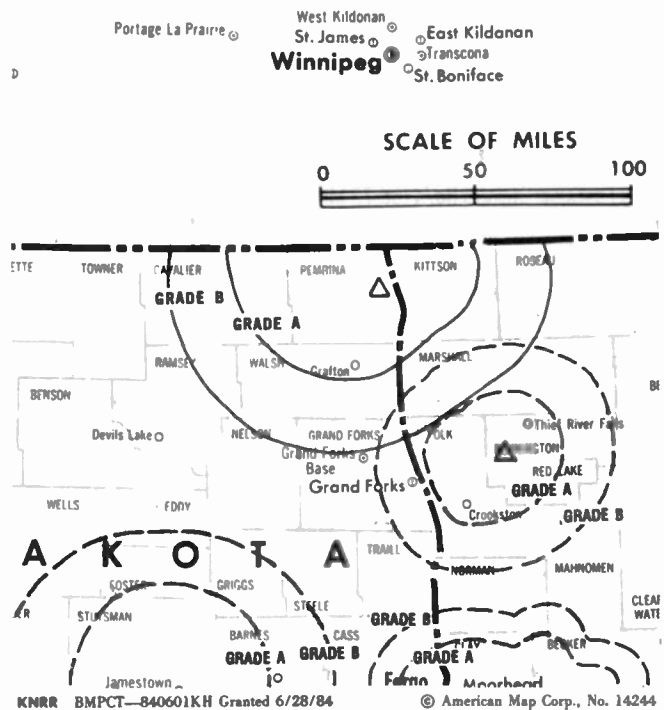
Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel: See KVRR, Fargo, ND.

Rates: On request.



Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Pembina. **ADI:** Fargo. **Rank:** 109.

North Dakota—Valley City-Fargo

KXJB-TV

Ch. 4

Network Service: CBS.

Licensee: North American Communication Corp., Box 10399, Fargo, ND 58106-0399.

Studio: 4302 13th Ave. S, Fargo, ND 58103.

Telephone: 701-282-0444. TWX: 910-673-8307. Fax: 701-282-9331.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"
Longitude 97° 20' 18"

Transmitter: 3-mi. E of Galesburg, ND.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Vertex, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: North American Communication Corp.

Began Operation: July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

Represented (sales): Setel Inc.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Bruce E. Barnes, President & General Manager.
- Paul Wickre, Station & General Sales Manager.
- David Hoglin, News Director.
- Bernadette Hendrickson, Program Director.
- Linda Birmingham, Promotion Director.
- Arvid Sonstelle, Chief Engineer.
- Curt Sommer, Business Manager.

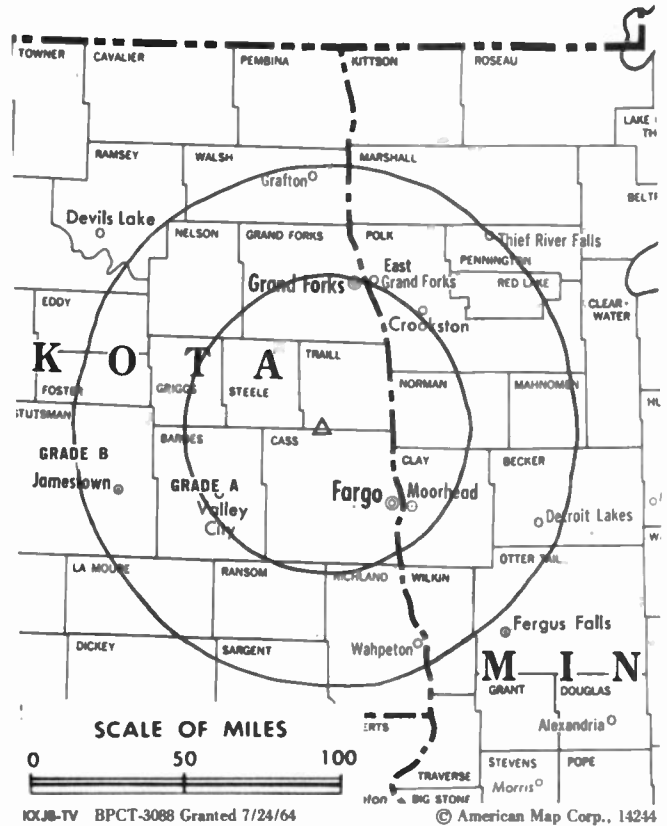
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$757.

City of License: Valley City. ADI: Fargo. Rank: 109.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-------------------|------------------|---------------|-----|
| MINNESOTA | | | | |
| 50% & Over | Becker | 11,400 | 11,200 | 98 |
| | Clay | 17,200 | 17,100 | 99 |
| | Clearwater | 3,100 | 3,000 | 97 |
| | Kitson | 2,400 | 2,300 | 96 |
| | Lake Of The Woods | 1,500 | 1,400 | 93 |
| | Mahnomen | 1,700 | 1,700 | 100 |
| | Marshall | 4,500 | 4,400 | 98 |
| | Norman | 3,200 | 3,100 | 97 |
| | Otter Tail | 20,100 | 19,700 | 98 |
| | Pennington | 5,600 | 5,500 | 98 |
| | Polk | 12,500 | 12,300 | 98 |
| | Red Lake | 1,800 | 1,800 | 100 |
| | Roseau | 5,100 | 4,800 | 94 |
| | Wilkin | 2,800 | 2,800 | 100 |
| NORTH DAKOTA | | | | |
| | Barnes | 5,100 | 5,100 | 100 |
| | Cass | 40,800 | 40,500 | 99 |
| | Cavalier | 2,600 | 2,500 | 96 |



KXJB-TV BPCT-3088 Granted 7/24/64

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| 50% & Over | | | | |
| | Dickey | 2,500 | 2,500 | 100 |
| | Eddy | 1,300 | 1,300 | 100 |
| | Foster | 1,600 | 1,600 | 100 |
| | Grand Forks | 25,200 | 25,000 | 99 |
| | Griggs | 1,400 | 1,400 | 100 |
| | La Moure | 2,200 | 2,200 | 100 |
| | Nelson | 2,000 | 2,000 | 100 |
| | Pembina | 3,800 | 3,700 | 97 |
| | Ramsey | 5,200 | 5,100 | 98 |
| | Ransom | 2,500 | 2,500 | 100 |
| | Richland | 7,100 | 7,000 | 99 |
| | Sargent | 1,900 | 1,900 | 100 |
| | Steele | 1,100 | 1,100 | 100 |
| | Stutsman | 9,300 | 9,200 | 99 |
| | Towner | 1,600 | 1,600 | 100 |
| | Trail | 3,400 | 3,400 | 100 |
| | Walsh | 5,700 | 5,600 | 98 |
| Between 25-49% | | | | |
| | MINNESOTA | | | |
| | Traverse | 1,700 | 1,700 | 100 |
| | NORTH DAKOTA | | | |
| | Benson | 2,500 | 2,400 | 96 |
| | Wells | 2,700 | 2,700 | 100 |
| Between 5-24% | | | | |
| | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | NORTH DAKOTA | | | |
| | Kidder | 1,400 | 1,400 | 100 |
| | Pierce | 2,000 | 2,000 | 100 |
| | SOUTH DAKOTA | | | |
| | Marshall | 2,000 | 2,000 | 100 |
| Station Totals | | 243,600 | 240,100 | 99 |
| Net Weekly Circulation (1991) | | | | 189,100 |
| Average Daily Circulation (1991) | | | | 115,500 |

North Dakota—Williston

KUMV-TV

Ch. 8

(Satellite of KFYP-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 602 Main, Box 1287, Williston, ND 58802.

Telephone: 701-572-4676. Fax: 701-572-0118.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"
Longitude 103° 51' 36"

Transmitter: U.S. Rte. 2, 10-mi. W of Williston.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: M/A-Com, 3-meter; M/A-Com receivers.

News Services: Agri-data, AP, NBC, Sports News Satellite.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: February 11, 1957.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

Judith Johnson, President & Chief Executive Officer (Bismarck).

Tom Barr, Vice President (Bismarck).

Cherie Olson, General Manager.

Kelly Buechler, News Director.

Debi Burton, Local Sales Manager.

Mikel Huseby, Chief Engineer.

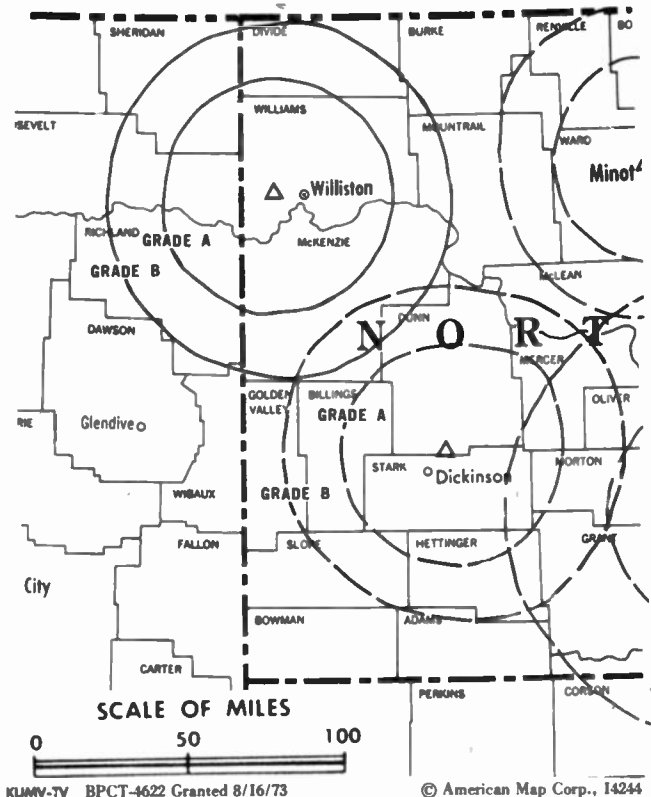
Highest 30 Sec. Rate: \$60.

Rates: Sold in combination with KFYP-TV, Bismarck, ND.

City of License: Williston. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------|------------------|---------------|-----|
| 50% & Over | MONTANA | | | |
| | Daniels | 1,000 | 1,000 | 100 |
| | Dawson | 4,100 | 3,900 | 96 |
| | Mc Cone | 900 | 900 | 100 |
| | Richland | 4,400 | 4,300 | 98 |
| | Roosevelt | 3,800 | 3,700 | 97 |
| | Sheridan | 2,100 | 2,000 | 98 |
| Valley | 3,700 | 3,500 | 95 | |



KUMV-TV BPCT-4622 Granted 8/16/73

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------------|
| 50% & Over | NORTH DAKOTA | | | |
| | Divide | 1,200 | 1,200 | 100 |
| | Mc Kenzie | 2,600 | 2,600 | 100 |
| | Williams | 9,100 | 9,000 | 99 |
| Between 25-49% | MONTANA | | | |
| | Prairie | 700 | 600 | 86 |
| | Wibaux | 500 | 500 | 100 |
| | NORTH DAKOTA | | | |
| | Mountrail | 2,900 | 2,900 | 100 |
| Between 5-24% | NORTH DAKOTA | | | |
| | Burke | 1,400 | 1,400 | 100 |
| Station Totals | | 38,400 | 37,500 | 98 |
| Net Weekly Circulation (1991) | | | | 29,500 |
| Average Daily Circulation (1991) | | | | 20,300 |

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

**Call Lynn Levine
202-872-9200**

North Dakota—Williston

KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 790, Williston, ND 58801.

Studio: See KXMC-TV, Minot.

Telephone: 701-572-2345.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

Satellite Earth Stations: In operation; Microdyne receivers.

Ownership: Reiten Television (Group Owner).

Began Operation: October 25, 1969.

Represented (sales): Katz Television.

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

Personnel:

David M. Reiten, President.

Marilyn Karst, Manager.

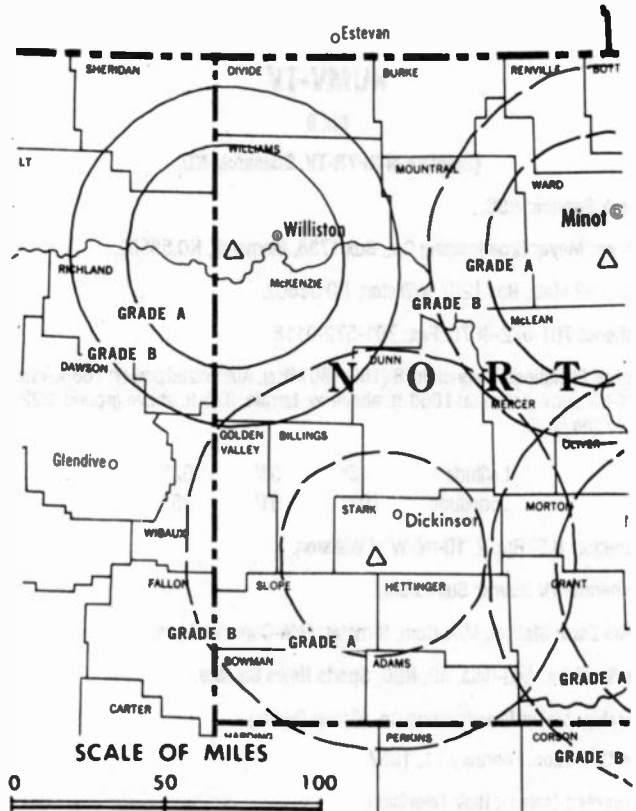
Wayne McNamara, Chief Engineer.

Rates: Sold in combination with KXMC-TV, Minot, ND.

City of License: Williston. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over | MONTANA | | | |
| | Daniels | 1,000 | 1,000 | 100 |
| | Richland | 4,400 | 4,300 | 98 |
| | Roosevelt | 3,800 | 3,700 | 97 |
| | Sheridan | 2,100 | 2,000 | 98 |
| | NORTH DAKOTA | | | |
| | Divide | 1,200 | 1,200 | 100 |
| | Mc Kenzie | 2,600 | 2,600 | 100 |
| | Williams | 9,100 | 9,000 | 99 |



KXMD-TV BMPCT-7509 Granted 12/7/73

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|---------------|---------------|
| Between 25-49% | MONTANA | | | |
| | Valley | 3,700 | 3,500 | 95 |
| Between 5-24% | MONTANA | | | |
| | Dawson | 4,100 | 3,900 | 96 |
| | Mc Cone | 900 | 900 | 100 |
| | Wibaux | 500 | 500 | 100 |
| | NORTH DAKOTA | | | |
| | Burke | 1,400 | 1,400 | 100 |
| | Golden Valley | 900 | 900 | 100 |
| Station Totals | | 35,700 | 34,900 | 98 |
| Net Weekly Circulation (1991) | | | | 21,000 |
| Average Daily Circulation (1991) | | | | 11,800 |

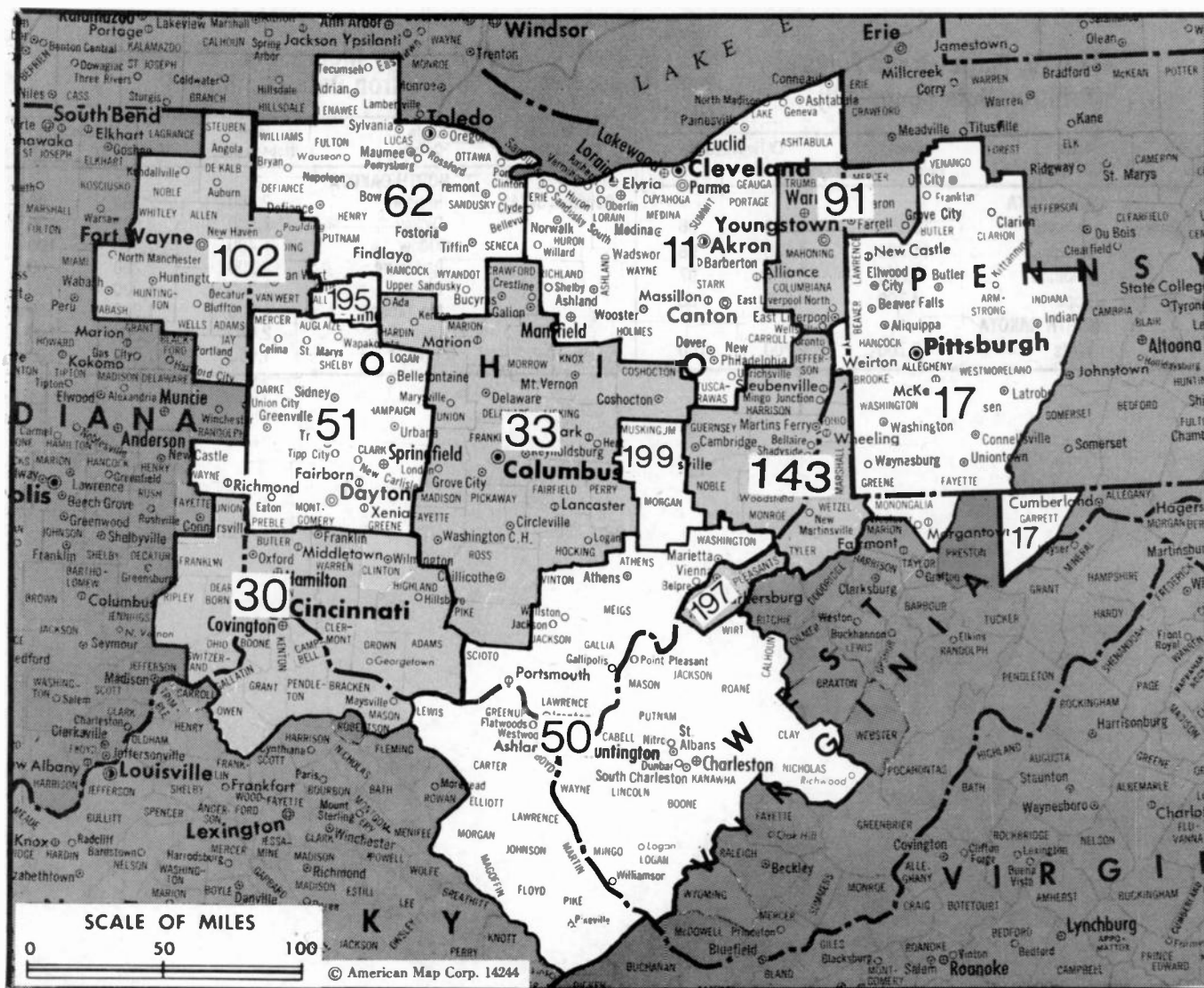
North Dakota

KTHI-TV, Fargo-Grand Forks (Arbitron Data Continued)

| Net Weekly Circulation | State County | TV Households | | |
|---------------------------|---------------------|---------------------|------------|-----|
| | | Total Households | Households | % |
| Between 5-24% | MINNESOTA | | | |
| | Beltrami | 12,100 | 11,600 | 96 |
| | Douglas | 11,700 | 11,500 | 98 |
| | Hubbard | 6,000 | 5,800 | 97 |
| | Pope | 4,700 | 4,600 | 98 |
| | NORTH DAKOTA | | | |
| | Wells | 2,700 | 2,700 | 100 |

KVRR, Fargo-Moorehead, Minnesota (Arbitron Data Continued)

| Net Weekly Circulation | State County | TV Households | | |
|---------------------------|---------------------|---------------------|------------|-----|
| | | Total Households | Households | % |
| Between 5-24% | NORTH DAKOTA | | | |
| | Benson | 2,500 | 2,400 | 96 |
| | Dickey | 2,500 | 2,500 | 100 |
| | Kidder | 1,400 | 1,400 | 100 |
| | La Moure | 2,200 | 2,200 | 100 |
| | Logan | 1,200 | 1,200 | 100 |
| | Mc Intosh | 1,900 | 1,900 | 100 |
| | Nelson | 2,000 | 2,000 | 100 |
| | Towner | 1,600 | 1,600 | 100 |



| Market | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations |
|-------------------------------|----------------------------|------|--|
| Cleveland, OH | 1,445,100 | 11 | WAKC-TV (23), WBNX-TV (55), WDLI (17), WEWS (5), WJW-TV (8), WKYC-TV (3), WOAC (67), WOIO (19), WOHS (61), WUAB (43) |
| Pittsburgh, PA | 1,156,800 | 17 | KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPPT-TV (22), WPXI (11), WTAE-TV (4) |
| Cincinnati, OH | 752,000 | 30 | WCPO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXIX-TV (19) |
| Columbus, OH | 690,600 | 33 | WBNS-TV (10), WCMH-TV (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53) |
| Charleston-Huntington, WV | 511,900 | 50 | WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11) |
| Dayton, OH | 506,300 | 51 | WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26) |
| Toledo, OH | 414,500 | 62 | WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36) |
| Youngstown, OH | 277,000 | 91 | WFMJ-TV (21), WKBN-TV (27), WYTV (33) |
| Fort Wayne, IN | 233,900 | 102 | WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21) |
| Wheeling, WV-Stuebenville, OH | 152,800 | 143 | WTOV-TV (9), WTRF-TV (7) |
| Lima, OH | 41,600 | 195 | WLIO (35), WTLW (44) |
| Parkersburg, WV | 39,100 | 197 | WTAP-TV (15) |
| Zanesville, OH | 37,200 | 199 | WHIZ-TV (18) |

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

| | |
|-----------------------------|---------------------|
| WSFJ, Columbus | See Newark, OH |
| WWAT, Columbus | See Chillicothe, OH |
| WKOI, Dayton | See Richmond, IN |
| WTJC, Dayton | See Springfield, OH |
| WUAB, Lorain | See Cleveland, OH |
| WTAP-TV, Marietta | See Parkersburg, WV |
| WOIO, Shaker Heights | See Cleveland, OH |
| WTRF-TV, Steubenville | See Wheeling, WV |

Ohio Station Totals as of October 1, 1991

| | VHF | UHF | TOTAL |
|--|-----|-----|-------|
| Commercial Television Stations | 14 | 24 | 38 |
| Educational Television Stations | 0 | 12 | 12 |
| | 14 | 36 | 50 |

Ohio—Akron

WAKC-TV

Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1290-kw horizontal visual, 175-kw max. & 175-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Broadcasting Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Roger G. Berk Jr., President & General Manager.
Robert C. Berk, Executive Vice President & Treasurer.
Frank J. (Chip) Fox, Vice President, Sales.
Ana Perez Trenchard, Assistant Station Manager.
Mark Williamson, News Director.
William J. O'Neil Jr., Program Director.
Earl L. Miller, Chief Engineer.
Dennis Lebec, Production Director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49% | OHIO | | | |
| | Ashland | 17,300 | 17,100 | 99 |
| | Carroll | 10,300 | 10,200 | 99 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Portage | 50,100 | 49,600 | 99 |



WAKC-TV Doc. -16538 Granted 3/17/67

©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|-----------|
| Between 25-49% | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| | Tuscarawas | 33,900 | 33,300 | 98 |
| | Wayne | 37,600 | 36,800 | 98 |
| Between 5-24% | OHIO | | | |
| | Belmont | 30,700 | 30,300 | 99 |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Coshocton | 14,500 | 14,100 | 97 |
| | Cuyahoga | 577,100 | 571,300 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Guernsey | 15,300 | 15,000 | 98 |
| | Harrison | 6,100 | 6,000 | 98 |
| | Huron | 21,000 | 20,700 | 99 |
| | Medina | 41,500 | 41,100 | 99 |
| Trumbull | 87,700 | 86,900 | 99 | |
| Station Totals | | 1,360,700 | 1,345,400 | 99 |
| Net Weekly Circulation (1991) | | | 254,300 | |
| Average Daily Circulation (1991) | | | 100,600 | |

Ohio—Akron

WBNX-TV

Ch. 55

Network Service: None, independent.

Licensee: Winston Broadcasting Network Inc., Box 91660, Cleveland, OH 44101.

Studio: 2690 State Rd., Cuyahoga Falls, OH 44223.

Telephones: 216-928-5711; 216-273-5511. Fax: 216-920-1057.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 2290-kw max. visual, 229-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above ground, 1566-ft. above sea level.

Latitude 41° 16' 50"
Longitude 81° 37' 22"

Transmitter: 8200 Snowville Rd., Brecksville.

Satellite Earth Stations: Harris C-band; RCA Ku-band.

Ownership: Winston Broadcasting Network Inc.

Began Operation: December 1, 1985.

Represented (legal): Goldman, Rosen, Davis, Tsarner & Hendler.

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

Personnel:

Lou Spangler, President & General Manager.
Anne Catherine Keith, Station Manager & Director of Programming
Terry Schultz, General Sales Manager.
Stephen Nelson, Chief Engineer.
Debbie Stone, Promotion Director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| OHIO | | | | |
| Between 5-24% | Cuyahoga | 577,100 | 571,300 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |



WBNX-TV BMPCT-851010KF Granted 4/25/86

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|-----------|
| Between 5-24% | Medina | 41,500 | 41,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| | Wayne | 37,600 | 36,800 | 98 |
| Station Totals | | 1,170,900 | 1,159,000 | 99 |
| Net Weekly Circulation (1991) | | | 178,200 | |
| Average Daily Circulation (1991) | | | 54,000 | |

Ohio—Canton

WDLI

Ch. 17

Network Service: None, independent.

Licensee: Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

Studio: 6600 Atlantic Blvd., Louisville, OH 44641.

Telephone: 216-875-5542. Fax: 216-875-9986.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"
Longitude 81° 16' 37"

Transmitter: U.S. Rte. 62, California Ave. & Reno Rd., Louisville, OH.

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

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operation: January 1, 1967. Sale to present owner by David Livingstone Missionary Foundation Inc. approved by FCC March 5, 1986. Sale by PTL approved Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977 (Television Digest, Vol. 17:35, 37).

Represented (legal): May & Dunne.

Represented (engineering): D. W. Sargent.

Personnel:

Dale K. Osborn, Manager.

Rebecca Osborn, Production & Public Affairs.

Highest 30 Sec. Rate: \$60.

City of License: Canton. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WDLI BPCT-4988 Granted 4/20/77

© American Map Corp. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| OHIO | | | | |
| Between 5-24% | Harrison | 6,100 | 6,000 | 98 |
| Station Totals | | 6,100 | 6,000 | 98 |
| Net Weekly Circulation (1991) | | | | 14,400 |
| Average Daily Circulation (1991) | | | | 5,700 |

Ohio—Canton

WOAC

Ch. 67

Network Service: None, independent.

Licensee: Canton 67, 103 Jordan Dr., Suite 6, Chattanooga, TN 37421.

Studio: 4867 Fulton Rd. NW, Canton, OH 44718.

Telephone: 216-492-5267. TWX: 88806. Fax: 216-492-8487.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1429-kw visual, 142.9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, 1405-ft. above sea level.

Latitude 40° 50' 49"
Longitude 81° 26' 23"

Transmitter: 4867 Fulton Dr., Jackson Twp., near Canton.

Satellite Earth Stations: M/A-Com, 3.5-meter Ku-band; Microdyne, 3.5-meter; Comtech, M/A-Com, Microdyne receivers.

News Service: UPI.

Ownership: Canton 67.

Began Operation: March 1, 1982. Sale to Discovery Bcstg. Systems Inc. approved by FCC June 20, 1985, but not consummated.

Represented (legal): Sidley & Austin.

Personnel:

Michael Larson, General Manager.
Phillip Sherck, General Sales Manager.
Scott Davis, News Director.
Marcus Anderson, Operations Manager & Chief Engineer.
Kevin Hoffman, Program Director.
J. D. DiAngella, Promotion Director.
Shelby Polen, Business Manager.
Randy Ramsey, Production Manager.

Highest 30 Sec. Rate: \$100.

City of License: Canton. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/81. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49% | OHIO Stark | 140,900 | 139,400 | 99 |



WOAC BIMPCT-811211KF Granted 5/20/82

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| OHIO | | | | |
| Between 5-24% | Carroll | 10,300 | 10,200 | 99 |
| | Harrison | 6,100 | 6,000 | 98 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Medina | 41,500 | 41,100 | 99 |
| | Tuscarawas | 33,900 | 33,300 | 98 |
| | Wayne | 37,600 | 36,800 | 98 |
| Station Totals | | 279,500 | 275,500 | 99 |
| Net Weekly Circulation (1991) | | | | 68,100 |
| Average Daily Circulation (1991) | | | | 15,100 |

Ohio—Chillicothe

WWAT

Ch. 53

Network Service: None, independent.

Licensee: Triplett & Assoc., Debtor-in-Possession, 1501 Rd. 235, Bellefontaine, OH 43311.

Studio: 1281 River Rd., Chillicothe, OH 45601.

Telephones: 614-775-3578; 614-847-8229. Fax: 614-775-3584.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 3250-kw max. visual. Antenna: 679-ft. above av. terrain, 650-ft. above ground, 1417-ft. above sea level.

Latitude 39° 35' 30"

Longitude 83° 06' 38"

Transmitter: Near Williamsport.

Satellite Earth Stations: C-band; Ku-band.

Ownership: Triplett & Associates, Debtor-in-Possession.

Began Operation: August 31, 1987.

Represented (legal): Roy Perkins.

Personnel:

Wendell A. Triplett, General Manager.

William W. Scott, National Sales Manager & Program Director.

Mike Smith, News Director.

Sandra Elkin, Business Manager.

Craig Stevenson, Chief Engineer.

B. J. Tripp, Traffic Manager.

Rates: On request.

City of License: Chillicothe. ADI: Columbus, OH. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WWAT BMPCT-910114KE Granted 5/9/91

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----------|
| | OHIO | | | |
| Between 5-24% | Ross | 24,500 | 24,000 | 98 |
| Station Totals | | 24,500 | 24,000 | 98 |
| Net Weekly Circulation (1991) | | | 6,500 | |
| Average Daily Circulation (1991) | | | 1,500 | |

Ohio—Cincinnati

WCPO-TV

Ch. 9

Network Service: CBS.

Licensee: Scripps Howard Broadcasting Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 500 Central Ave., Cincinnati, OH 45202.

Telephone: 513-721-9900. TWX: 810-461-2690. Fax: 513-721-6032.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Transmitter: 2345 Symmes St.

Satellite Earth Stations: RCA Americom Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: July 26, 1949.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

- J. B. Chase, Vice President & General Manager.
- Iris Simpson-Kelly, General Sales Manager.
- Ann Hornblower, Local Sales Manager.
- John Greenwood, National Sales Manager.
- Jack Cahalan, Director of Operations.
- Ron Arendall, Chief Engineer.
- Jim Zarchin, News Director.
- Meg Callahan, Traffic Manager.
- Bernard Borden, Film Director.
- Robbin Holliday, Business Manager.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over | INDIANA | | | |
| | Dearborn | 14,100 | 13,900 | 99 |
| | Fayette | 9,900 | 9,800 | 98 |
| | Franklin | 6,700 | 6,500 | 97 |
| | Ohio | 2,000 | 2,000 | 100 |
| | Ripley | 9,000 | 8,800 | 98 |
| | Switzerland | 2,900 | 2,800 | 97 |
| | Union | 2,400 | 2,300 | 96 |
| | KENTUCKY | | | |
| | Boone | 19,300 | 19,300 | 100 |
| | Bracken | 2,700 | 2,700 | 100 |
| | Campbell | 30,200 | 30,100 | 100 |
| | Carroll | 3,600 | 3,600 | 100 |
| | Gallatin | 2,000 | 2,000 | 100 |
| | Grant | 5,200 | 5,200 | 100 |
| | Kenton | 52,800 | 52,700 | 100 |
| | Mason | 6,300 | 6,300 | 100 |
| | Owen | 3,400 | 3,400 | 100 |
| | Pendleton | 4,200 | 4,200 | 100 |
| Robertson | 800 | 800 | 100 | |
| Rowan | 6,500 | 6,400 | 98 | |



WCPO-TV BPCT-6555 Granted 7/18/67

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|-----------|
| 50% & Over | OHIO | | | |
| | Adams | 9,700 | 9,300 | 96 |
| | Brown | 13,300 | 13,000 | 98 |
| | Butler | 103,500 | 102,400 | 99 |
| | Clermont | 53,400 | 52,800 | 99 |
| | Clinton | 14,100 | 13,900 | 99 |
| | Hamilton | 347,700 | 343,200 | 99 |
| Highland | 14,100 | 13,800 | 98 | |
| Warren | 38,800 | 38,400 | 99 | |
| Between 25-49% | INDIANA | | | |
| | Jefferson | 10,600 | 10,400 | 98 |
| | KENTUCKY | | | |
| | Fleming | 4,800 | 4,800 | 100 |
| Harrison | 5,800 | 5,800 | 100 | |
| Lewis | 5,000 | 4,900 | 98 | |
| OHIO | | | | |
| Preble | 15,300 | 15,200 | 99 | |
| Between 5-24% | INDIANA | | | |
| | Decatur | 8,500 | 8,300 | 98 |
| | Wayne | 27,200 | 26,800 | 99 |
| | KENTUCKY | | | |
| | Bath | 3,600 | 3,600 | 99 |
| | Bourbon | 7,400 | 7,300 | 99 |
| | Henry | 4,700 | 4,700 | 100 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Scott | 8,600 | 8,500 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| | OHIO | | | |
| | Darke | 21,200 | 20,900 | 99 |
| Greene | 47,700 | 47,200 | 99 | |
| Miami | 35,100 | 34,700 | 99 | |
| Montgomery | 230,600 | 228,600 | 99 | |
| Station Totals | | 1,224,800 | 1,211,300 | 99 |
| Net Weekly Circulation (1991) | | | 760,400 | |
| Average Daily Circulation (1991) | | | 432,600 | |

Ohio—Cincinnati

WKRC-TV

Ch. 12

Network Service: ABC.

Licensee: Great American Television & Radio Co. Inc., 1906 Highland Ave., Cincinnati, OH 45219.

Studio: 1906 Highland Ave., Cincinnati, OH 45219.

Telephone: 513-651-1200. TWX: 513-577-1617. Fax: 513-421-3820.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 998-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.40"
Longitude 84° 30' 05.00"

Transmitter: 1906 Highland Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 2.6-meter Ku-band; Harris receivers.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

FM Affiliate: WKRC, 10-kw, 101.9 MHz (No. 270), 875-ft.

News Services: AP, UPI.

Ownership: Great American Broadcasting Co. (Group Owner).

Began Operation: April 4, 1949. Sale to present owner by Taft TV & Radio approved by FCC Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

Terrence Connelly, Vice President & General Manager.
James Donnelly, General Sales Manager.
Don North, News Director.
Ann Bryant, Program Director.
Terry Miller, Business Manager.
Leon Brown, Engineering Manager.
John Hill, Film Director.

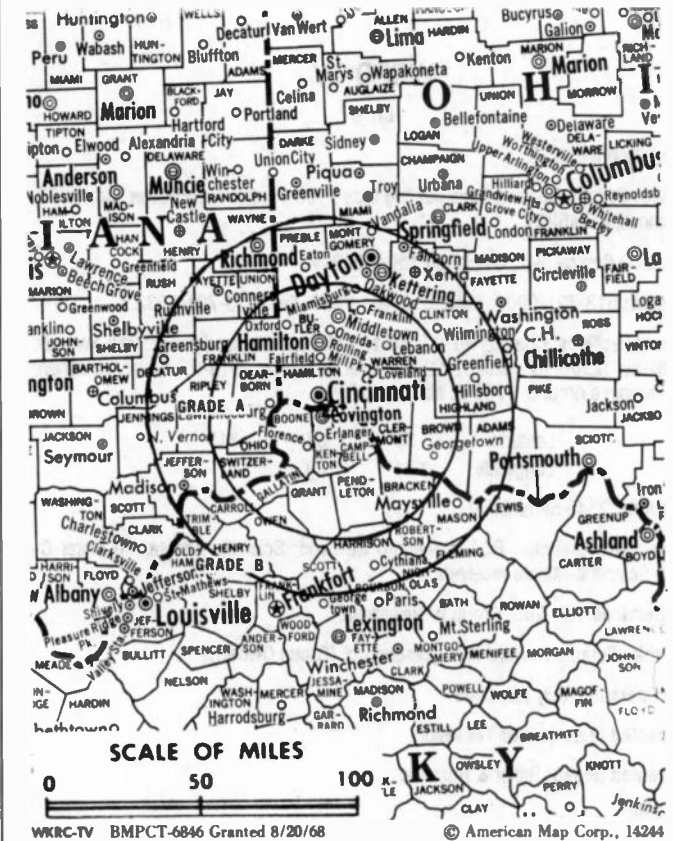
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1900.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|------------------------|----------------|------------------|---------------|--------|-----|
| 50% & Over | INDIANA | | | | |
| | | Dearborn | 14,100 | 13,900 | 99 |
| | | Franklin | 6,700 | 6,500 | 97 |
| | | Ohio | 2,000 | 2,000 | 100 |
| | | Ripley | 9,000 | 8,800 | 98 |
| | | Switzerland | 2,900 | 2,800 | 97 |
| | | Union | 2,400 | 2,300 | 96 |
| | | KENTUCKY | | | |
| | | Boone | 19,300 | 19,300 | 100 |
| | | Bracken | 2,700 | 2,700 | 100 |
| | | Campbell | 30,200 | 30,100 | 100 |
| | | Carroll | 3,600 | 3,600 | 100 |
| | | Gallatin | 2,000 | 2,000 | 100 |
| | | Grant | 5,200 | 5,200 | 100 |
| | | Kenyon | 52,800 | 52,700 | 100 |
| | Mason | 6,300 | 6,300 | 100 | |
| | Owen | 3,400 | 3,400 | 100 | |
| | Pendleton | 4,200 | 4,200 | 100 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------|------------------|------------------|----------------|-----|
| 50% & Over | OHIO | | | | |
| | | Robertson | 800 | 800 | 100 |
| | | Adams | 9,700 | 9,300 | 96 |
| | | Brown | 13,300 | 13,000 | 98 |
| | | Butler | 103,500 | 102,400 | 99 |
| | | Clermont | 53,400 | 52,800 | 99 |
| | | Clinton | 14,100 | 13,900 | 99 |
| | | Hamilton | 347,700 | 343,200 | 99 |
| | | Highland | 14,100 | 13,800 | 98 |
| | Warren | 38,800 | 38,400 | 99 | |
| Between 25-49% | INDIANA | | | | |
| | | Fayette | 9,900 | 9,800 | 98 |
| | KENTUCKY | | | | |
| | | Fleming | 4,800 | 4,800 | 100 |
| | Harrison | 5,800 | 5,800 | 100 | |
| | Trimble | 2,200 | 2,200 | 100 | |
| Between 5-24% | INDIANA | | | | |
| | | Jefferson | 10,600 | 10,400 | 98 |
| | | Jennings | 8,100 | 7,900 | 98 |
| | | Wayne | 27,200 | 26,800 | 99 |
| | KENTUCKY | | | | |
| | | Bourbon | 7,400 | 7,300 | 99 |
| | | Clark | 11,300 | 11,200 | 99 |
| | | Henry | 4,700 | 4,700 | 100 |
| | | Nicholas | 2,700 | 2,700 | 100 |
| | | Scott | 8,600 | 8,500 | 99 |
| | OHIO | | | | |
| | | Greene | 47,700 | 47,200 | 99 |
| | Miami | 35,100 | 34,700 | 99 | |
| | Montgomery | 230,600 | 228,600 | 99 | |
| | Preble | 15,300 | 15,200 | 99 | |
| Station Totals | | 1,194,200 | 1,181,200 | 99 | |
| Net Weekly Circulation (1991) | | | | 731,700 | |
| Average Daily Circulation (1991) | | | | 395,100 | |

Ohio—Cincinnati

WLWT

Ch. 5

Network Service: NBC.

Licensee: Multimedia Entertainment Inc., 140 W. 9th St., Cincinnati, OH 45202.

Studio: 140 W. 9th St., Cincinnati, OH 45202.

Telephone: 513-352-5000. TWX: 810-461-2610.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.10"
Longitude 84° 31' 18.10"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Harris, 6-meter Ku-band; GE, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Corn, Standard Communications receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, Ohio State News Network, UPI.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: February 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (Television Digest, Vol. 15:24).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Gary Robinson, Vice President & General Manager.
- Ned Paddock, Director of Sales.
- Tom Lamarche, Local Sales Manager.
- Gary Poole, National Sales Manager.
- Alan Sakalas, Director of Engineering.
- Tom Kuelbs, News Director.
- Julie Weindel, Promotion Director.
- Tom Storey, Program Administrator.
- Harry Schneider, Controller.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | INDIANA | | | |
| | Dearborn | 14,100 | 13,900 | 99 |
| | Fayette | 9,900 | 9,800 | 98 |
| | Franklin | 6,700 | 6,500 | 97 |
| | Ohio | 2,000 | 2,000 | 100 |
| | Ripley | 9,000 | 8,800 | 98 |
| | Switzerland | 2,900 | 2,800 | 97 |
| | Union | 2,400 | 2,300 | 96 |
| | KENTUCKY | | | |
| | Boone | 19,300 | 19,300 | 100 |
| Bracken | 2,700 | 2,700 | 100 | |
| Campbell | 30,200 | 30,100 | 100 | |
| Carroll | 3,600 | 3,600 | 100 | |
| Gallatin | 2,000 | 2,000 | 100 | |
| Grant | 5,200 | 5,200 | 100 | |
| Keriton | 52,800 | 52,700 | 100 | |
| Mason | 6,300 | 6,300 | 100 | |
| Pendleton | 4,200 | 4,200 | 100 | |



WLWT BPCT-5024 Granted 6/17/77

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| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|----------------------|------------------|------------------|-----------|----|
| 50% & Over | OHIO | | | | |
| | Adams | 9,700 | 9,300 | 96 | |
| | Brown | 13,300 | 13,000 | 98 | |
| | Butler | 103,500 | 102,400 | 99 | |
| | Clermont | 53,400 | 52,800 | 99 | |
| | Clinton | 14,100 | 13,900 | 99 | |
| | Hamilton | 347,700 | 343,200 | 99 | |
| | Highland | 14,100 | 13,800 | 98 | |
| Warren | 38,800 | 38,400 | 99 | | |
| Between 25-49% | INDIANA | | | | |
| | Jefferson | 10,600 | 10,400 | 98 | |
| | Wayne | 27,200 | 26,800 | 99 | |
| | KENTUCKY | | | | |
| Harrison | 5,800 | 5,800 | 100 | | |
| Lewis | 5,000 | 4,900 | 98 | | |
| Owen | 3,400 | 3,400 | 100 | | |
| Robertson | 800 | 800 | 100 | | |
| OHIO | Preble | 15,300 | 15,200 | 99 | |
| | Scioto | 30,600 | 30,100 | 98 | |
| | Between 5-24% | INDIANA | | | |
| | | Decatur | 8,500 | 8,300 | 98 |
| Jennings | | 8,100 | 7,900 | 98 | |
| Randolph | | 10,700 | 10,500 | 98 | |
| Rush | | 6,500 | 6,400 | 98 | |
| KENTUCKY | | | | | |
| Bourbon | 7,400 | 7,300 | 99 | | |
| Fleming | 4,800 | 4,800 | 100 | | |
| Greenup | 13,600 | 13,500 | 99 | | |
| Henry | 4,700 | 4,700 | 100 | | |
| (Continued on page A-914) | | | | | |
| Station Totals | | 1,086,400 | 1,073,400 | 99 | |
| Net Weekly Circulation (1991) | | | 726,700 | | |
| Average Daily Circulation (1991) | | | 417,900 | | |

Ohio—Cincinnati

WSTR-TV

Ch. 64

Network Service: None, independent.

Licensee: Cincinnati TV 64 Ltd. Partnership, 18 Newbury St., Boston, MA 02116.

Studio: 5177 Fishwick Dr., Cincinnati, OH 45216.

Telephone: 513-641-4400. Fax: 513-242-2633.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1148-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain, 792-ft. above ground, 1627-ft. above sea level.

Latitude 39° 07' 28"
Longitude 84° 31' 18"

Holds CP for change to 5000-kw max. visual, 1106-ft. above av. terrain, 932-ft. above ground, 1827-ft. above sea level, lat. 39° 12' 01", long. 84° 31' 22", transmitter to approx. 0.12-mi. SW of intersection of N. Bend Rd. & Winton Rd. BPCT-891114KF.

Transmitter: 2222 Chickasaw St., Cincinnati.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; RCA, 3.6-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: ABRY Communications (Group Owner).

Began Operation: January 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to HEN Inc. by Buford TV Inc. approved by FCC Dec. 28, 1982. Sale to Channel 64 Joint Venture by HEN Inc. approved by FCC Nov. 14, 1984 (Television Digest, Vol. 24:25). Discontinued Subscription TV operation January 1985. Sale to Channel 64 Acquisition Inc. approved by FCC Feb. 9, 1988. Sale to present owner approved Sept. 22, 1989.

Represented (sales): Seltel Inc.

Represented (legal): Kirkland & Ellis.

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

Personnel:

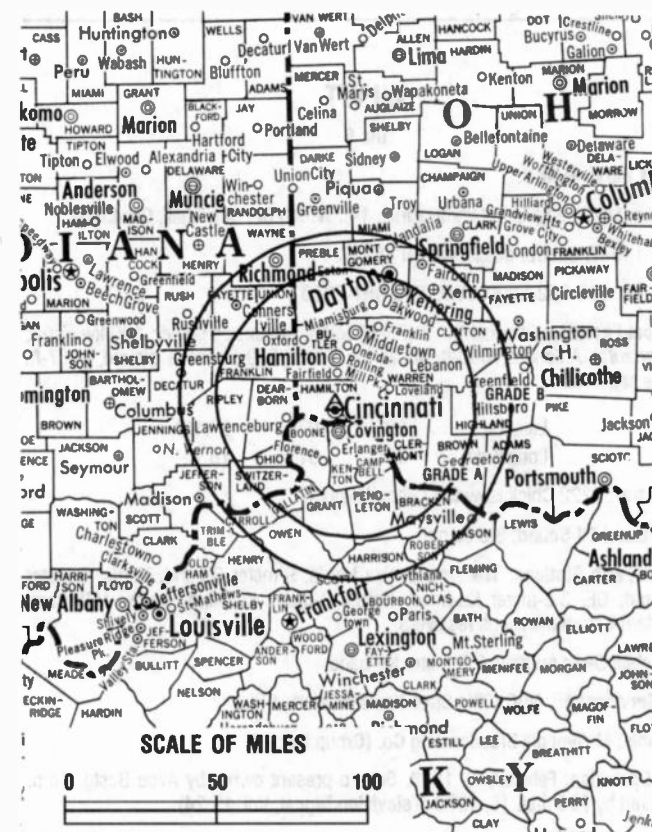
David Smith, General Manager.
Greg Kingery, General Sales Manager.
Karen Phillips, Local Sales Manager.
Jill Casagrande, Program Director.
Phil Zalcon, Promotion Director.
Missy Gaines, Business Manager.
Greg Buzzell, Chief Engineer.

Highest 30 Sec. Rate: \$400.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | KENTUCKY | | | |
| | Boone | 19,300 | 19,300 | 100 |
| | Campbell | 30,200 | 30,100 | 100 |
| | Kenton | 52,800 | 52,700 | 100 |



WSTR-TV BPCT-910114KE Granted 5/9/91

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| Between 25-49% | OHIO | | | |
| | Adams | 9,700 | 9,300 | 96 |
| | Brown | 13,300 | 13,000 | 98 |
| | Butler | 103,500 | 102,400 | 99 |
| | Clermont | 53,400 | 52,800 | 99 |
| | Hamilton | 347,700 | 343,200 | 99 |
| | Warren | 38,800 | 38,400 | 99 |
| Between 5-24% | INDIANA | | | |
| | Dearborn | 14,100 | 13,900 | 99 |
| | Ohio | 2,000 | 2,000 | 100 |
| | Ripley | 9,000 | 8,800 | 98 |
| | Switzerland | 2,900 | 2,800 | 97 |
| KENTUCKY | Bracken | 2,700 | 2,700 | 100 |
| | Gallatin | 2,000 | 2,000 | 100 |
| | Grant | 5,200 | 5,200 | 100 |
| | Harrison | 5,800 | 5,800 | 100 |
| | Mason | 6,300 | 6,300 | 100 |
| | Owen | 3,400 | 3,400 | 100 |
| | OHIO | | | |
| | Clinton | 14,100 | 13,900 | 99 |
| Highland | 14,100 | 13,800 | 98 | |
| Station Totals | | 750,300 | 741,800 | 99 |
| Net Weekly Circulation (1991) | | | | 252,500 |
| Average Daily Circulation (1991) | | | | 87,300 |

Ohio—Cincinnati-Newport, Kentucky

WXIX-TV

Ch. 19

Network Service: Fox.

Licensee: Malrite of Ohio Inc., 1200 Statler Office Tower, Cleveland, OH 44115.

Studio: 10490 Taconic Terrace, Cincinnati, OH 45215.

Telephone: 513-772-1919. TWX: 810-461-2439. Fax: 513-772-5850.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 4495-kw max. visual, 449.5-kw max. aural. Antenna: 1005-ft. above av. terrain, 985-ft. above ground, 1713-ft. above sea level.

Latitude 39° 07' 19"
Longitude 84° 32' 52"

Transmitter: 10490 Taconic Terrace, Cincinnati.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.2-meter C-band; RCA, 3.7-meter Ku-band; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Malrite Communications Group Inc. (Group Owner).

Began Operation: August 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (Television Digest, Vol. 12:33). Sale to present owner by Metromedia approved Nov. 8, 1983 (Vol. 22:35).

Represented (sales): Petry Television Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Personnel:

- Bill Jenkins, Executive Vice President & General Manager.
- Patrice Mohn, Station Manager.
- Robert Bee, General Sales Manager.
- Jon Lawhead, Local Sales Manager.
- Jerry Pollicoff, National Sales Manager.
- Hugh Dermody, News Director.
- Tom Fele, Program Director.
- Brenda Craddock, Business Manager.
- Bob Thurber, Chief Engineer.
- Rick Oliver, Film Director.

Rates: On request.

City of License: Newport, KY. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | INDIANA | | | |
| | Dearborn | 14,100 | 13,900 | 99 |
| | Ohio | 2,000 | 2,000 | 100 |
| | Ripley | 9,000 | 8,800 | 98 |
| | Switzerland | 2,900 | 2,800 | 97 |
| | Union | 2,400 | 2,300 | 96 |
| | KENTUCKY | | | |
| | Boone | 19,300 | 19,300 | 100 |
| | Bracken | 2,700 | 2,700 | 100 |
| | Campbell | 30,200 | 30,100 | 100 |
| Grant | 5,200 | 5,200 | 100 | |
| Kenton | 52,800 | 52,700 | 100 | |
| Mason | 6,300 | 6,300 | 100 | |
| Owen | 3,400 | 3,400 | 100 | |
| Pendleton | 4,200 | 4,200 | 100 | |
| Robertson | 800 | 800 | 100 | |
| OHIO | | | | |
| Adams | 9,700 | 9,300 | 96 | |
| Brown | 13,300 | 13,000 | 98 | |
| Butler | 103,500 | 102,400 | 99 | |
| Clermont | 53,400 | 52,800 | 99 | |
| Clinton | 14,100 | 13,900 | 99 | |



WXIX-TV BMPCT-85107KG Granted 4/28/86

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-----------------|------------------|---------------|-----|
| 50% & Over | Hamilton | 347,700 | 343,200 | 99 |
| | Preble | 15,300 | 15,200 | 99 |
| | Warren | 38,800 | 38,400 | 99 |
| Between 25-49% | INDIANA | | | |
| | Fayette | 9,900 | 9,800 | 98 |
| | Franklin | 6,700 | 6,500 | 97 |
| | Jefferson | 10,600 | 10,400 | 98 |
| Wayne | 27,200 | 26,800 | 99 | |
| Between 5-24% | KENTUCKY | | | |
| | Bourbon | 7,400 | 7,300 | 99 |
| | Carroll | 3,600 | 3,600 | 100 |
| | Fleming | 4,800 | 4,800 | 100 |
| | Franklin | 18,000 | 17,900 | 99 |
| | Gallatin | 2,000 | 2,000 | 100 |
| | Harrison | 5,800 | 5,800 | 100 |
| | Lewis | 5,000 | 4,900 | 98 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Nicholas | 2,700 | 2,700 | 100 |
| Powell | 4,200 | 4,100 | 98 | |
| OHIO | | | | |
| Fayette | 10,400 | 10,200 | 98 | |
| Greene | 47,700 | 47,200 | 99 | |
| Highland | 14,100 | 13,800 | 98 | |
| Miami | 35,100 | 34,700 | 99 | |
| Montgomery | 230,600 | 228,600 | 99 | |
| Between 5-24% | INDIANA | | | |
| | Decatur | 8,500 | 8,300 | 98 |
| | Jennings | 8,100 | 7,900 | 98 |
| KENTUCKY | | | | |
| Clark | 11,300 | 11,200 | 99 | |
| (Continued on page A-914) | | | | |
| Station Totals | | 1,354,400 | 1,339,100 | 99 |
| Net Weekly Circulation (1991) | | | 693,600 | |
| Average Daily Circulation (1991) | | | 301,300 | |

Ohio—Cleveland

WEWS

Ch. 5

Network Service: ABC.

Licensee: Scripps Howard Broadcasting Co., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 3001 Euclid Ave., Cleveland, OH 44115.

Telephone: 216-431-5555. TWX: 810-421-8593. Fax: 216-361-1762.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 9.33-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"
Longitude 81° 43' 06"

Transmitter: 7080 State Rd., Parma, Ohio.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter C-band; Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, Scientific-Atlanta, DX Engineering receivers. Ku-band.

News Services: ABC, AP, CNN.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: December 17, 1947.

Represented (sales): Blair Television; Canadian Communications Co. (Canada).

Represented (legal): Baker & Hostetler.

Personnel:

James H. Knight, Vice President & General Manager.
Thomas G. Allen, Operations Director.
Jane L. Sherwin, General Sales Manager.
Robert Chirton, Local Sales Manager.
Lawrence Olevitch, National Sales Manager.
Edward J. Miller, Engineering Manager.
John Ray, News Director.
Gary A. Stark, Program Director.
Vern McKimmey, Promotion Director.
Mary Z. Reed, Business & Research Director.
Alan Bush, Production Manager.

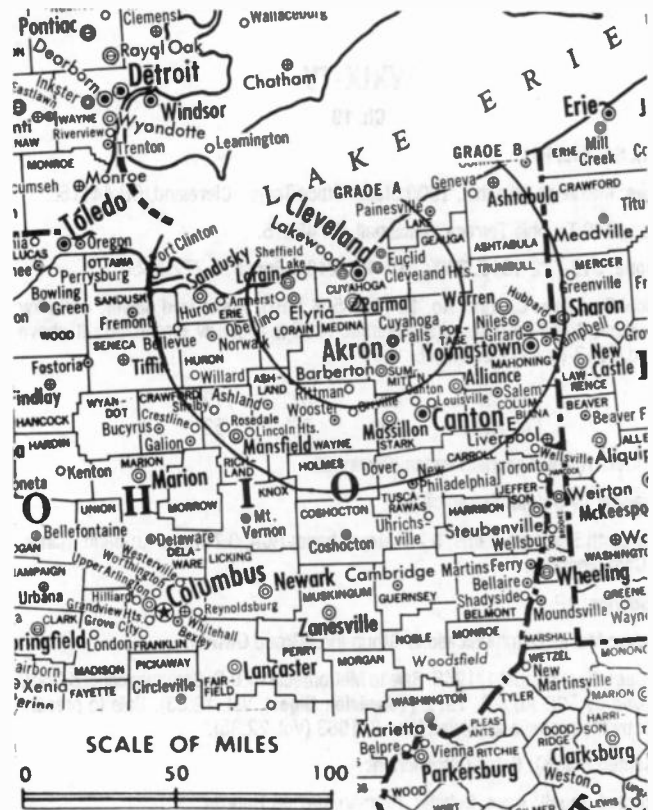
Rates: On request.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Cleveland. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Ashland | 17,300 | 17,100 | 99 |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Crawford | 19,000 | 18,700 | 98 |
| | Cuyahoga | 577,100 | 571,300 | 99 |
| | Erie | 29,700 | 29,400 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Huron | 21,000 | 20,700 | 99 |



WEWS 8PCT-1291 Granted 5/28/53

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----------|
| 50% & Over | Lake | 80,000 | 79,500 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |
| | Medina | 41,500 | 41,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Richland | 49,300 | 48,700 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| Between 25-49% | Tuscarawas | 33,900 | 33,300 | 98 |
| | Wayne | 37,600 | 36,800 | 98 |
| | OHIO | | | |
| Between 25-49% | Carroll | 10,300 | 10,200 | 99 |
| | Coshocton | 14,500 | 14,100 | 97 |
| | Trumbull | 87,700 | 86,900 | 99 |
| Between 5-24% | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Hancock | 25,500 | 25,200 | 99 |
| | Harrison | 6,100 | 6,000 | 98 |
| | Knox | 18,100 | 17,900 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Sandusky | 23,700 | 23,500 | 99 |
| PENNSYLVANIA | Seneca | 22,400 | 22,100 | 99 |
| | Wyandot | 8,200 | 8,100 | 99 |
| Station Totals | Crawford | 32,400 | 31,700 | 98 |
| | Mercer | 46,200 | 45,400 | 98 |
| Net Weekly Circulation (1991) | | 1,925,000 | 1,903,800 | 99 |
| Average Daily Circulation (1991) | | | | 1,384,200 |
| | | | | 884,300 |

Ohio—Cleveland

WJW-TV

Ch. 8

Network Service: CBS.

Licensee: GNG Corp., 555 17th St., Suite 3300, Denver, CO 80202.

Studio: 5800 S. Marginal Rd., Cleveland, OH 44103.

Telephone: 216-431-8888. TWX: 810-421-8406. Fax: 216-432-4239.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"
Longitude 81° 42' 58"

Transmitter: 4501 Pleasant Valley Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter Ku & C-band; Scientific-Atlanta receivers.

News Services: CBS, CNN, NWS.

Ownership: SCI Television Inc. (Group Owner).

Began Operation: December 17, 1949. Sale to Storer Communications by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44). Sale to present owner approved by FCC Aug. 20, 1987.

Represented (sales): TeleRep Inc.

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

Personnel:

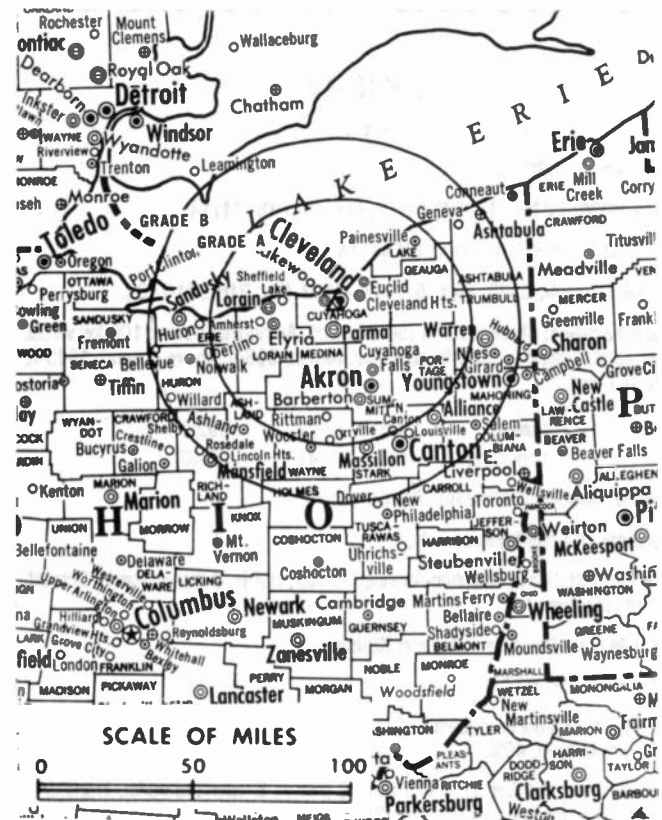
Virgil Dominic, President & General Manager.
Michael Renda, General Sales Manager.
Don Alexander, Local Sales Manager.
Kyra Bosnik, National Sales Manager.
Tom Miller, Chief Engineer.
Phyllis Quail, News Director.
Joanne Stern, Promotion & Creative Services Director.
Louis A. Gattozzi, Director of Operations.
Tom Flavelle, Business Manager.
Joanne Gowdy, Marketing Director.
Jackie Goinik, Traffic Manager.
Kevin Salyer, Publicity Director.

Rates: On request.

City of License: Cleveland. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Ashland | 17,300 | 17,100 | 99 |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Cuyahoga | 577,100 | 571,300 | 99 |
| | Erie | 29,700 | 29,400 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Huron | 21,000 | 20,700 | 99 |



WJW-TV BMPCT-2527 Granted 10/21/54

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|------------------|
| 50% & Over | Lake | 80,000 | 79,500 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |
| | Medina | 41,500 | 41,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Richland | 49,300 | 48,700 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| | Tuscarawas | 33,900 | 33,300 | 98 |
| Wayne | 37,600 | 36,800 | 98 | |
| Between 25-49% | OHIO | | | |
| | Carroll | 10,300 | 10,200 | 99 |
| | Crawford | 19,000 | 18,700 | 98 |
| Between 5-24% | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Coshocton | 14,500 | 14,100 | 97 |
| | Knox | 18,100 | 17,900 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| Wyandot | 8,200 | 8,100 | 99 | |
| Station Totals | | 1,814,800 | 1,795,500 | 99 |
| Net Weekly Circulation (1991) | | | | 1,351,100 |
| Average Daily Circulation (1991) | | | | 815,100 |

Ohio—Cleveland

WKYC-TV

Ch. 3

Network Service: NBC.

Licensee: WKYC-TV Inc., 1403 E. 6th St., Cleveland, OH 44114.

Studio: 1403 E. 6th St., Cleveland, OH 44114.

Telephone: 216-344-3333. TWX: 810-421-8133. Fax: 216-344-7493.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 906-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.50"
Longitude 81° 41' 23.40"

Transmitter: 6600 Broadview Rd., Parma, OH.

Multichannel TV Sound: Stereo only.

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

SNG Mobile Dish: Hubcom, 2.4-meter Ku-band.

News Services: AP, NBC.

Ownership: Multimedia Broadcasting Co. (Group Owner), 51%; National Broadcasting Co. (Group Owner), 49%.

Began Operation: October 31, 1948 as NBC owned-&-operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (Television Digest, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25). Transfer of control from NBC to Multimedia Inc. granted Dec. 24, 1990 (Vol. 30:12, 53).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Pat A. Servodidio, Vice President & General Manager.
Bill Scaffide, Director of Sales.
Tom Humpage, Local Sales Manager.
John Tamerlano, National Sales Manager.
Kathleen McNulty, Director of Finance & Administration.
Richard O'Dell, Production Manager.
Richard Reingold, News Director.
Daniel Kilntworth, Director of Advertising & Promotion.
Richard A. Plemmons, Director of Engineering.
Karen Malone, Press & Community Relations Manager.

Rates: On request.

City of License: Cleveland. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Ashland | 17,300 | 17,100 | 99 |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Cuyahoga | 577,100 | 571,300 | 99 |
| | Erie | 29,700 | 29,400 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |



WKYC-TV BPCT-1789 Granted 1/12/54

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|-----------|
| 50% & Over | Holmes | 9,200 | 8,700 | 95 |
| | Huron | 21,000 | 20,700 | 99 |
| | Lake | 80,000 | 79,500 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |
| | Medina | 41,500 | 41,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Richland | 49,300 | 48,700 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| | Tuscarawas | 33,900 | 33,300 | 98 |
| Wayne | 37,600 | 36,800 | 98 | |
| Between 25-49% | OHIO | | | |
| | Carroll | 10,300 | 10,200 | 99 |
| | Crawford | 19,000 | 18,700 | 98 |
| Trumbull | 87,700 | 86,900 | 99 | |
| Between 5-24% | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Knox | 18,100 | 17,900 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| PENNSYLVANIA | | | | |
| Mercer | 46,200 | 45,400 | 98 | |
| Station Totals | | 1,838,300 | 1,818,700 | 99 |
| Net Weekly Circulation (1991) | | | 1,302,300 | |
| Average Daily Circulation (1991) | | | 732,700 | |

Ohio—Cleveland

WQHS

Ch. 61

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Ohio, 2861 W. Ridgewood Dr., Parma, OH 44134.

Studio: 2861 W. Ridgewood Dr., Parma, OH 44134.

Telephone: 216-888-0061. **Fax:** 216-888-6551.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above ground, 2049-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 41° | 23' | 02" |
| Longitude | 81° | 42' | 06" |

Transmitter: 2861 W. Ridgewood Dr., Parma, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, M/A-Com receivers.

News Service: UPI.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: January 13, 1981. FCC approved sale to present owner Nov. 6, 1986 (Television Digest, Vol. 26:45). Sale to Channel Communications Inc. by Cleveland Associates approved July 27, 1984.

Personnel:

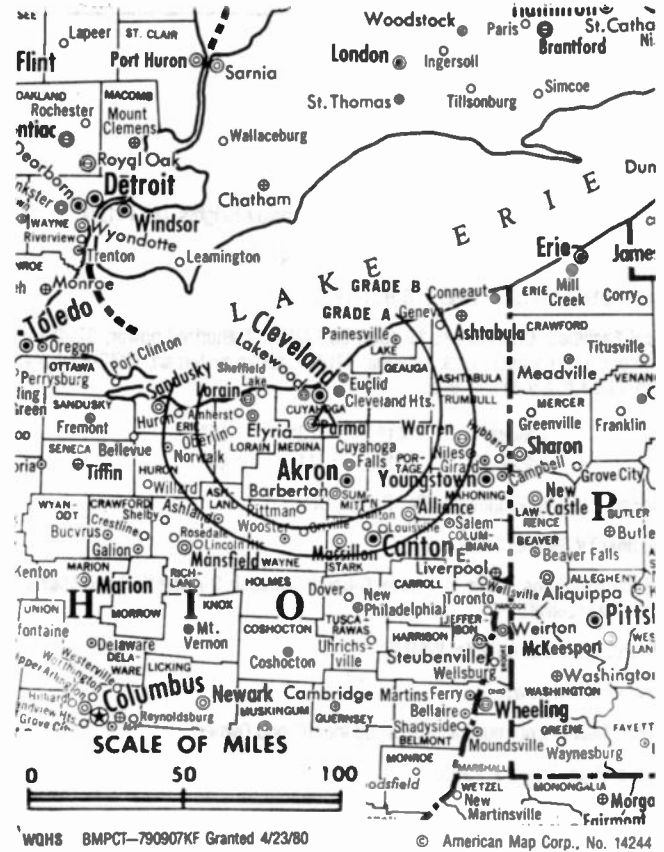
Gerald Kerwin, Vice President & Station Manager.

Sharon Roman, Public Affairs Director.

Dave Smith, Chief Engineer.

Sue Gundich, Traffic Manager.

Highest 30 Sec. Rate: \$750.



WQHS BMPCT-790907KF Granted 4/23/80

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Arbitron Data: Not available.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 11.

Ohio—Shaker Heights-Cleveland

WOIO

Ch. 19

Network Service: Fox.

Licensee: Channel 19 Inc., 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Studio: 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Telephone: 216-561-1919. Fax: 216-991-1932.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1108-ft. above av. terrain, 1072-ft. above ground, 2013-ft. above sea level.

Latitude 41° 23' 15"
Longitude 81° 41' 43"

Transmitter: 2135 W. Ridgewood Dr., Parma, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Comtech, 3-meter Ku-band; Harris, DX Antenna receivers.

AM Affiliate: WHK. FM Affiliate: WMMS.

News Service: Fox News.

Ownership: Malrite Communications Group Inc. (Group Owner).

Began Operation: May 19, 1985.

Represented (sales): Pety Television Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Evans Associates.

Personnel:

- Dennis P. Thatcher, Vice President & General Manager.
- Richard Sullivan, Station Manager.
- Jackie Kröjck, General Sales Manager.
- David Moody, Local Sales Manager.
- Doug Cross, National Sales Manager.
- Jim Somich, Chief Engineer.
- Judy Hackett, Public Relations & Marketing Director.
- Karen Bizjak, Business Manager.
- Emily Davis, Public Affairs Director.
- Diane Hewlett Pierce, Public Service Director.

City of License: Shaker Heights. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Cuyahoga | 577,100 | 571,300 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Huron | 21,000 | 20,700 | 99 |
| | Lake | 80,000 | 79,500 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |



WOIO BNPCT-840720KH Granted 3/14/85

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|----------------|
| 50% & Over | Medina | 41,500 | 41,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| | Wayne | 37,600 | 36,800 | 98 |
| Between 25-49% | OHIO | | | |
| | Ashland | 17,300 | 17,100 | 99 |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Erie | 29,700 | 29,400 | 99 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Richland | 49,300 | 48,700 | 99 |
| | Trumbull | 87,700 | 86,900 | 99 |
| Tuscarawas | 33,900 | 33,300 | 98 | |
| Between 5-24% | OHIO | | | |
| | Carroll | 10,300 | 10,200 | 99 |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Harrison | 6,100 | 6,000 | 98 |
| | Ottawa | 15,700 | 15,600 | 99 |
| Station Totals | | | | 99 |
| Net Weekly Circulation (1991) | | | | 931,500 |
| Average Daily Circulation (1991) | | | | 368,800 |

Ohio—Lorain-Cleveland

WUAB

Ch. 43

Network Service: None, independent.

Licensee: Cannell Communications L.P., 400 Perimeter Terrace Center, Suite 975, Atlanta, GA 30346-1260.

Studio: 8443 Day Dr., Parma, OH 44129.

Telephone: 216-845-6043. TWX: 810-427-9153. Fax: 216-845-6061.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 4800-kw max. visual, 480-kw max. aural. Antenna: 1071-ft. above av. terrain, 886-ft. above ground, 1938-ft. above sea level.

Latitude 41° 22' 45"
Longitude 81° 43' 12"

Holds CP for change 4680-kw max. visual, 1102-ft. above av. terrain, 915-ft. above ground, 1968-ft. above sea level. BPCT-910807KE.

Transmitter: 4800 Bruening Dr., Parma.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter Ku & C-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, CNN, Group W Newsfeed, MediaLink, PR Newswire, Sportsticker, UPI, WSI.

Ownership: Cannell Communications L.P. (Group Owner).

Began Operation: September 15, 1968. Sale to present owner by Gaylord Bcstg. approved by FCC June 19, 1990 (Television Digest, Vol. 30:13, 35). Sale to Gaylord by United Artists Bcstg. & Kaiser Bcstg. Co. approved June 30, 1977 (Vol. 16:39; 17:2, 28).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Brooke Sectorsky, Vice President & General Manager.
- Ron St. Charles, Director of Programming & Operations.
- Bruno Graziano, General Sales Manager.
- Wayne Myers, Local Sales Manager.
- Pat Campbell, Business Manager.
- Dave Howitt, Promotion Director.
- Rex Rickly, Manager of Engineering.
- Dan Acklen, News Director.

Highest 30 Sec. Rate: \$1200.

City of License: Lorain. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Ashland | 17,300 | 17,100 | 99 |
| | Cuyahoga | 577,100 | 571,300 | 99 |
| | Erie | 29,700 | 29,400 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Lake | 80,000 | 79,500 | 99 |
| | Lorain | 98,200 | 97,400 | 99 |
| | Medina | 41,500 | 41,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | Summit | 199,100 | 197,300 | 99 |
| Wayne | 37,600 | 36,800 | 98 | |
| Between 25-49% | OHIO | | | |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Columbiana | 42,000 | 41,500 | 99 |



WUAB BPCT-910807KE Granted 9/8/91

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|------------------|-----------|
| Between 25-49% | Coshocton | 14,500 | 14,100 | 97 |
| | Crawford | 19,000 | 18,700 | 98 |
| | Hancock | 25,500 | 25,200 | 99 |
| | Huron | 21,000 | 20,700 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Marion | 24,000 | 23,700 | 99 |
| | Richland | 49,300 | 48,700 | 99 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| | Trumbull | 87,700 | 86,900 | 99 |
| Tuscarawas | 33,900 | 33,300 | 98 | |
| Between 5-24% | PENNSYLVANIA | | | |
| | Mercer | 46,200 | 45,400 | 98 |
| | KENTUCKY | | | |
| | Greenup | 13,600 | 13,500 | 99 |
| | OHIO | | | |
| | Carroll | 10,300 | 10,200 | 99 |
| | Clark | 56,400 | 55,900 | 99 |
| | Delaware | 22,800 | 22,600 | 99 |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Franklin | 383,500 | 379,600 | 99 |
| | Greene | 47,700 | 47,200 | 99 |
| | Guemsey | 15,300 | 15,000 | 98 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Knox | 18,100 | 17,900 | 99 |
| | Licking | 48,500 | 48,000 | 99 |
| Morrow | 10,200 | 10,100 | 99 | |
| Noble | 4,300 | 4,100 | 95 | |
| Ottawa | 15,700 | 15,600 | 99 | |
| Scioto | 30,600 | 30,100 | 98 | |
| (Continued on page A-914) | | | | |
| Station Totals | | 2,754,900 | 2,724,500 | 99 |
| Net Weekly Circulation (1991) | | | 1,217,300 | |
| Average Daily Circulation (1991) | | | 521,700 | |

Ohio—Columbus

WBNS-TV

Ch. 10

Network Service: CBS.

Licensee: WBNS-TV Inc., Box 1010, Columbus, OH 43216.

Studio: 770 Twin Rivers Dr., Columbus, OH 43215.

Mailing Address: Box 1010, Columbus, OH 43216.

Telephone: 614-460-3700. TWX: 810-482-1619. Fax: 614-460-2812.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 945-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"
Longitude 83° 01' 40"

Transmitter: 776 Twin Rivers Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Harris receivers. Ku-band.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kHz.

FM Affiliate: WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

News Services: AP, CBS, CNN, UPI.

Ownership: WBNS-TV Inc. (Group Owner).

Began Operation: October 5, 1949.

Represented (sales): Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

Represented (legal): Crowell & Moring.

Represented (engineering): David Steel & Associates Inc.

Personnel:

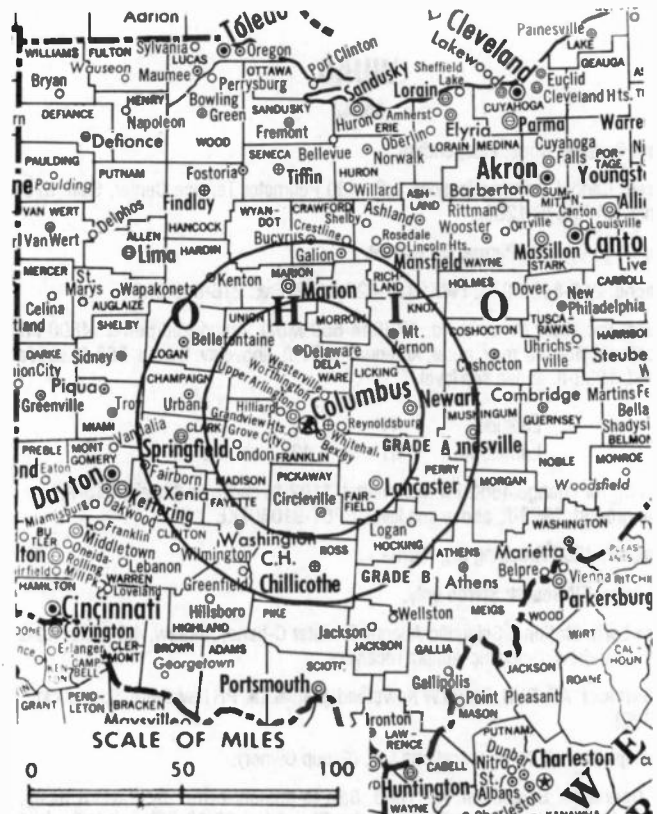
Eugene D'Angelo Jr., President & General Manager.
Doug Parker, Vice President, Programming.
Marvin C. Born, Vice President, Engineering.
Jerry Cary, Treasurer.
Bill Vance, News Director.
Gary Lowell, General Sales Manager.
Tim D'Angelo, National Sales Manager.
Phil Pikely, Director of Marketing & Promotion.
Mike Berry, Production Manager.
Charles White, Public Service Director.

Rates: On request.

City of License: Columbus. ADI: Columbus, OH. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| OHIO | | | | |
| 50% & Over | Coshocton | 14,500 | 14,100 | 97 |
| | Crawford | 19,000 | 18,700 | 98 |
| | Delaware | 22,800 | 22,600 | 99 |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |
| | Franklin | 383,500 | 379,600 | 99 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Hocking | 10,100 | 9,900 | 98 |
| | Knox | 18,100 | 17,900 | 99 |
| | Licking | 48,500 | 48,000 | 99 |
| | Logan | 16,300 | 16,100 | 99 |
| | Madison | 11,500 | 11,300 | 98 |
| | Marion | 24,000 | 23,700 | 99 |
| | Morgan | 5,200 | 5,100 | 97 |
| | Morrow | 10,200 | 10,100 | 99 |
| Muskingum | 32,600 | 32,100 | 98 | |



WBNS-TV BNPCT-800507KF Granted 3/30/81

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|--------------|------------------|------------------|-----------|--|
| 50% & Over | Perry | 11,800 | 11,600 | 98 | |
| | Pickaway | 15,600 | 15,500 | 99 | |
| | Pike | 9,400 | 9,200 | 98 | |
| | Ross | 24,500 | 24,000 | 98 | |
| | Union | 11,600 | 11,400 | 98 | |
| OHIO | | | | | |
| Between 25-49% | Athens | 20,200 | 19,700 | 98 | |
| | Auglaize | 16,700 | 16,400 | 98 | |
| | Champaign | 13,600 | 13,400 | 99 | |
| | Clark | 56,400 | 55,900 | 99 | |
| | Guernsey | 15,300 | 15,000 | 98 | |
| | Jackson | 11,400 | 11,200 | 98 | |
| | Richland | 49,300 | 48,700 | 99 | |
| | Scioto | 30,600 | 30,100 | 98 | |
| | Vinton | 4,400 | 4,300 | 98 | |
| | Washington | 24,200 | 23,600 | 98 | |
| Wyandot | 8,200 | 8,100 | 99 | | |
| WEST VIRGINIA | | | | | |
| | Wood | 36,500 | 36,200 | 99 | |
| KENTUCKY | | | | | |
| Between 5-24% | Greenup | 13,600 | 13,500 | 99 | |
| | OHIO | | | | |
| | Allen | 42,100 | 41,400 | 98 | |
| | Ashland | 17,300 | 17,100 | 99 | |
| | Clinton | 14,100 | 13,900 | 99 | |
| | Gallia | 11,200 | 10,900 | 97 | |
| | Hancock | 25,500 | 25,200 | 99 | |
| Highland | 14,100 | 13,800 | 98 | | |
| Holmes | 9,200 | 8,700 | 95 | | |
| (Continued on page A-914) | | | | | |
| Station Totals | | 1,270,300 | 1,253,100 | 99 | |
| Net Weekly Circulation (1991) | | | 758,100 | | |
| Average Daily Circulation (1991) | | | 423,500 | | |

Ohio—Columbus

WCMH

Ch. 4

Network Service: NBC.

Licensee: Outlet Communications Inc., 3165 Olentangy River Rd., Columbus, OH 43202.

Studio: 3165 Olentangy River Rd., Columbus, OH 43202.

Telephone: 614-263-4444. Fax: 614-447-9017.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 900-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 15"
Longitude 83° 01' 39"

Transmitter: 766 Twin Rivers Dr., Columbus.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive Harris, 5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; OX Antenna, Harris, Scientific-Atlanta receivers.

News Services: AP, Conus, NBC.

Ownership: Outlet Communications Inc. (Group Owner).

Began Operation: April 3, 1949. Sale to The Outlet Co. by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (Television Digest, Vol. 15:21, 52). Sale to Rockefeller Group approved Nov. 23, 1983 (Vol. 23:19, 22; 26:6). Sale by Rockefeller Group approved April 29, 1986.

Represented (sales): Katz Television.

Represented (legal): Coffey, McGovern & Noel.

Personnel:

- Douglas E. Gealy, Vice President & General Manager.
- Bill Lanesey, General Sales Manager.
- Dick Groat, Local Sales Manager.
- Mike Cash, National Sales Manager.
- J. Lawrence Pozzi, Chief Engineer.
- Carl Twentier, News Director.
- Janna Petry, Promotion Manager.
- Bob Shaw, Operations Manager.
- Paul Ernst, Production Manager.

Rates: On request.

City of License: Columbus. ADI: Columbus, OH. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| OHIO | | | | |
| 50% & Over | Champaign | 13,600 | 13,400 | 99 |
| | Coshocton | 14,500 | 14,100 | 97 |
| | Crawford | 19,000 | 18,700 | 98 |
| | Delaware | 22,800 | 22,600 | 99 |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |
| | Franklin | 383,500 | 379,600 | 99 |
| | Hocking | 10,100 | 9,900 | 98 |
| | Knox | 18,100 | 17,900 | 99 |
| | Licking | 48,500 | 48,000 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|----------------|
| 50% & Over | Logan | 16,300 | 16,100 | 99 |
| | Madison | 11,500 | 11,300 | 98 |
| | Marion | 24,000 | 23,700 | 99 |
| | Morrow | 10,200 | 10,100 | 99 |
| | Perry | 11,800 | 11,600 | 98 |
| | Pickaway | 15,600 | 15,500 | 99 |
| | Pike | 9,400 | 9,200 | 98 |
| | Ross | 24,500 | 24,000 | 98 |
| | Union | 11,600 | 11,400 | 98 |
| | OHIO | | | |
| Between 25-49% | Athens | 20,200 | 19,700 | 98 |
| | Clark | 56,400 | 55,900 | 99 |
| | Guernsey | 15,300 | 15,000 | 98 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Jackson | 11,400 | 11,200 | 98 |
| | Muskingum | 32,600 | 32,100 | 98 |
| | Richland | 49,300 | 48,700 | 99 |
| Vinton | 4,400 | 4,300 | 98 | |
| OHIO | | | | |
| Between 5-24% | Ashland | 17,300 | 17,100 | 99 |
| | Clinton | 14,100 | 13,900 | 99 |
| | Highland | 14,100 | 13,800 | 98 |
| | Morgan | 5,200 | 5,100 | 97 |
| | Scioto | 30,600 | 30,100 | 98 |
| | Tuscarawas | 33,900 | 33,300 | 98 |
| | Wyandot | 8,200 | 8,100 | 99 |
| Station Totals | | 1,037,200 | 1,023,900 | 99 |
| Net Weekly Circulation (1991) | | | | 706,600 |
| Average Daily Circulation (1991) | | | | 420,400 |

Ohio—Columbus

WSYX

Ch. 6

Network Service: ABC.

Licensee: Anchor Media Ltd., 11300 4th St. N, Suite 349, St. Petersburg, FL.

Studio: 1261 Dublin Rd., Columbus, OH 43215.

Mailing Address: Box 718, Columbus, OH 43216.

Telephone: 614-481-6666. TWX: 614-759-0448. Fax: 614-481-6828.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"
Longitude 83° 01' 07"

Requests CP for change 79-kw visual, 1056-ft. above av. terrain, 1126-ft. above ground, 1822-ft. above sea level, lat. 39° 54' 46", long. 83° 00' 48", transmitter to Frank Rd. & I-71, Columbus. BPCT-910211KG.

Transmitter: 350 W. Dodridge St.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Superior, 5-meter Ku & C-band; Avantek, Harris, Standard Communications receivers.

News Services: ABC, AP, NIWS, UPI.

Ownership: Anchor Media Holdings Ltd., gen. partner (Group Owner).

Began Operation: September 29, 1949. Sale to Taft Bcstg. by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9). Sale to present owners approved by FCC Dec. 3, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

Personnel:

- Anthony R. Twibell, Vice President & General Manager.
- Rob Wagley, General Sales Manager.
- Pat Cramer, Local Sales Manager.
- Toni McHugh, National Sales Manager.
- Pete Ford, Director of Engineering.
- Bill Payer, News Director.
- John Schnabel, Business Manager.
- Paul Dicker, Program Director.
- Jim Strader, Creative Services Director.

Highest 30 Sec. Rate: \$4500.

NETWORK BASE HOURLY RATE: \$1875.

City of License: Columbus. ADI: Columbus, OH. Rank: 33.

Total Households: ©NSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| OHIO | | | | |
| 50% & Over | Coshocton | 14,500 | 14,100 | 97 |
| | Delaware | 22,800 | 22,600 | 99 |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |
| | Franklin | 383,500 | 379,600 | 99 |
| | Hocking | 10,100 | 9,900 | 98 |
| | Knox | 18,100 | 17,900 | 99 |
| | Licking | 48,500 | 48,000 | 99 |
| | Logan | 16,300 | 16,100 | 99 |
| | Madison | 11,500 | 11,300 | 98 |



WSYX BPCT-4870 Granted 5/22/75

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| Net Weekly Circulation | State County | Total Households | TV Households | % | |
|---|-----------------|------------------|------------------|----------------|--|
| 50% & Over | Marion | 24,000 | 23,700 | 99 | |
| | Morgan | 5,200 | 5,100 | 97 | |
| | Morrow | 10,200 | 10,100 | 99 | |
| | Muskingum | 32,600 | 32,100 | 98 | |
| | Perry | 11,800 | 11,600 | 98 | |
| | Pickaway | 15,600 | 15,500 | 99 | |
| | Ross | 24,500 | 24,000 | 98 | |
| Between 25-49% | Union | 11,600 | 11,400 | 98 | |
| | OHIO | | | | |
| | Athens | 20,200 | 19,700 | 98 | |
| | Champaign | 13,600 | 13,400 | 99 | |
| | Crawford | 19,000 | 18,700 | 98 | |
| | Guernsey | 15,300 | 15,000 | 98 | |
| | Hardin | 12,200 | 12,000 | 98 | |
| | Jackson | 11,400 | 11,200 | 98 | |
| | Noble | 4,300 | 4,100 | 95 | |
| | Pike | 9,400 | 9,200 | 98 | |
| | Richland | 49,300 | 48,700 | 99 | |
| Scioto | 30,600 | 30,100 | 98 | | |
| Washington | 24,200 | 23,600 | 98 | | |
| WEST VIRGINIA | Wood | 36,500 | 36,200 | 99 | |
| | KENTUCKY | | | | |
| Between 5-24% | Greenup | 13,600 | 13,500 | 99 | |
| | OHIO | | | | |
| | Clark | 56,400 | 55,900 | 99 | |
| | Clinton | 14,100 | 13,900 | 99 | |
| | Highland | 14,100 | 13,800 | 98 | |
| | Meigs | 9,300 | 9,100 | 98 | |
| | Vinton | 4,400 | 4,300 | 98 | |
| Wyandot | 8,200 | 8,100 | 99 | | |
| Station Totals | | 1,073,900 | 1,060,000 | 99 | |
| Net Weekly Circulation (1991) | | | | 719,100 | |
| Average Daily Circulation (1991) | | | | 397,000 | |

Ohio—Columbus

WTTE

Ch. 28

Network Service: Fox.

Licensee: WTTE Channel 28 Inc., Box 280, Columbus, OH 43216.

Studio: 6130 Sunbury Rd., Westerville, OH 43081.

Telephone: 614-895-2800. TWX: 310-286-949. Fax: 614-895-3159.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1910-kw max. visual, 191-kw max. aural. Antenna: 965-ft. above av. terrain, 1124-ft. above ground, 2044-ft. above sea level.

Latitude 40° 09' 33.50"
Longitude 82° 55' 21.50"

Transmitter: 6680 State Rte. 3, Westerville.

Satellite Earth Stations: Comtech, 7.3-meter; Harris, 6.1-meter; Harris, 3-meter Ku-band; Microdyne, Standard Communications receivers.

News Service: UPI.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: June 1, 1984.

Represented (sales): TeleRep Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

- David D. Smith, President.
- John T. Quigley, General Manager.
- Steve Marks, General Sales Manager.
- Michael C. Summers, Local Sales Manager.
- Robert Heyde, National Sales Manager.
- Oran D. Gough, Operations Director.
- Susan Gilbert, Promotion Director.
- Lois Dean, Business Manager.
- Joe Subich, Chief Engineer.

Highest 30 Sec. Rate: \$3000.

City of License: Columbus. ADI: Columbus, OH. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| OHIO | | | | |
| 50% & Over | Delaware | 22,800 | 22,600 | 99 |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Franklin | 383,500 | 379,600 | 99 |
| | Knox | 18,100 | 17,900 | 99 |
| | Licking | 48,500 | 48,000 | 99 |
| | Madison | 11,500 | 11,300 | 98 |
| | Marion | 24,000 | 23,700 | 99 |
| | Morrow | 10,200 | 10,100 | 99 |
| | Pickaway | 15,600 | 15,500 | 99 |
| | Union | 11,600 | 11,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|----------------|
| OHIO | | | | |
| Between 25-49% | Coshocton | 14,500 | 14,100 | 97 |
| | Crawford | 19,000 | 18,700 | 98 |
| | Guemsey | 15,300 | 15,000 | 98 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Hocking | 10,100 | 9,900 | 98 |
| | Logan | 16,300 | 16,100 | 99 |
| | Morgan | 5,200 | 5,100 | 97 |
| | Muskingum | 32,600 | 32,100 | 98 |
| | Perry | 11,800 | 11,600 | 98 |
| | Ross | 24,500 | 24,000 | 98 |
| OHIO | | | | |
| Between 5-24% | Athens | 20,200 | 19,700 | 98 |
| | Champaign | 13,600 | 13,400 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |
| | Highland | 14,100 | 13,800 | 98 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Pike | 9,400 | 9,200 | 98 |
| Richland | 49,300 | 48,700 | 99 | |
| Station Totals | | 870,100 | 858,700 | 99 |
| Net Weekly Circulation (1991) | | | | 445,700 |
| Average Daily Circulation (1991) | | | | 189,100 |

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

Call Lynn Levine
202-872-9200

Ohio—Dayton

WDTN

Ch. 2

Network Service: ABC.

Licensee: The Hearst Corp., Box 741, Dayton, OH 45401.

Studio: 4595 S. Dixie Ave., Dayton, OH 45439.

Telephone: 513-293-2101. TWX: 810-459-1731. Fax: 513-294-6542.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"
Longitude 84° 15' 22"

Transmitter: Frytown Rd. & Gettysburg Ave.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 5-meter C-band; Drake, 3.4-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Avantek, Drake, M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: ABC, Conus.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (Television Digest, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

Represented (sales): Blair Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hettlage.

Personnel:

- Cheryl Craigie, Vice President & General Manager.
- Steven L. Fisher, Program Director & Station Manager.
- Larry Ryan, General Sales Manager.
- Sheryl Sorrell, Local Sales Manager.
- Megan Carone, National Sales Manager.
- David Roberts, News Director.
- Kirk Szesny, Promotion Director.
- Roger Berardinis, Business Manager.
- Kim Peters, Marketing Director.
- Sharon Fakr, Community & Human Resources.
- Ted Lester, Chief Engineer.

Highest 30 Sec. Rate: \$3500.

City of License: Dayton. ADI: Dayton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | INDIANA | | | |
| | Randolph | 10,700 | 10,500 | 98 |
| | Wayne | 27,200 | 26,800 | 99 |
| | OHIO | | | |
| | Auglaize | 16,700 | 16,400 | 98 |
| | Champaign | 13,600 | 13,400 | 99 |
| | Clark | 56,400 | 55,900 | 99 |
| | Clermont | 14,100 | 13,900 | 99 |
| | Darke | 21,200 | 20,900 | 99 |
| | Greene | 47,700 | 47,200 | 99 |



WDTN BPCT-4987 Granted 5/6/77

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|----------------|
| 50% & Over | Logan | 16,300 | 16,100 | 99 |
| | Mercer | 13,800 | 13,600 | 99 |
| | Miami | 35,100 | 34,700 | 99 |
| | Montgomery | 230,600 | 228,600 | 99 |
| | Preble | 15,300 | 15,200 | 99 |
| | Shelby | 15,500 | 15,300 | 99 |
| Between 25-49% | INDIANA | | | |
| | Ohio | 2,000 | 2,000 | 100 |
| | Union | 2,400 | 2,300 | 96 |
| | OHIO | | | |
| | Butler | 103,500 | 102,400 | 99 |
| Between 5-24% | Fayette | 10,400 | 10,200 | 98 |
| | Highland | 14,100 | 13,800 | 98 |
| | Warren | 38,800 | 38,400 | 99 |
| | INDIANA | | | |
| | Fayette | 9,900 | 9,800 | 98 |
| | Franklin | 6,700 | 6,500 | 97 |
| | KENTUCKY | | | |
| | Mason | 6,300 | 6,300 | 100 |
| | OHIO | | | |
| | Adams | 9,700 | 9,300 | 96 |
| Allen | 42,100 | 41,400 | 98 | |
| Clermont | 53,400 | 52,800 | 99 | |
| Hamilton | 347,700 | 343,200 | 99 | |
| Madison | 11,500 | 11,300 | 98 | |
| Station Totals | | 1,192,700 | 1,178,200 | 99 |
| Net Weekly Circulation (1991) | | | | 579,800 |
| Average Daily Circulation (1991) | | | | 317,500 |

Ohio—Dayton-Springfield

WHIO-TV

Ch. 7

Network Service: CBS.

Licensee: Miami Valley Broadcasting Corp., Box 1206, Dayton, OH 45401.

Studio: 1414 Wilmington Ave., Dayton, OH 45401.

Telephone: 513-259-2111. TWX: 810-459-1760. Fax: 513-259-2024.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter Ku & C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

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

FM Affiliate: WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

News Service: AP.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: February 26, 1949.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

David Lippoff, Vice President & General Manager.
Don Kemper, Station Manager.
John Hayes, General Sales Manager.
Tim McVay, Local Sales Manager.
Mike Mansour, National Sales Manager.
Richard Bieser, Director, Community Relations.
Dennis Nickell, Television News Director.
William Kelly, Director of Engineering.
John Hanley, Business Manager.
Therese Weller, Research Director.

Rates: On request.

City of License: Dayton. ADI: Dayton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | INDIANA | | | |
| | Randolph | 10,700 | 10,500 | 98 |
| | Wayne | 27,200 | 26,800 | 99 |
| | OHIO | | | |
| | Auglaize | 16,700 | 16,400 | 98 |
| | Champaign | 13,600 | 13,400 | 99 |
| | Clark | 56,400 | 55,900 | 99 |
| | Clinton | 14,100 | 13,900 | 99 |
| | Darke | 21,200 | 20,900 | 99 |
| | Greene | 47,700 | 47,200 | 99 |
| Logan | 16,300 | 16,100 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|------------------|----------------|
| 50% & Over | Mercer | 13,800 | 13,600 | 99 |
| | Miami | 35,100 | 34,700 | 99 |
| | Montgomery | 230,600 | 228,600 | 99 |
| | Preble | 15,300 | 15,200 | 99 |
| | Shelby | 15,500 | 15,300 | 99 |
| Between 25-49% | INDIANA | | | |
| | Union | 2,400 | 2,300 | 96 |
| | OHIO | | | |
| | Allen | 42,100 | 41,400 | 98 |
| | Butler | 103,500 | 102,400 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |
| Between 5-24% | Highland | 14,100 | 13,800 | 98 |
| | Warren | 38,800 | 38,400 | 99 |
| | INDIANA | | | |
| | Fayette | 9,900 | 9,800 | 98 |
| | Franklin | 6,700 | 6,500 | 97 |
| | Jay | 8,200 | 8,000 | 98 |
| | Ohio | 2,000 | 2,000 | 100 |
| | OHIO | | | |
| | Brown | 13,300 | 13,000 | 98 |
| | Clermont | 53,400 | 52,800 | 99 |
| | Hamilton | 347,700 | 343,200 | 99 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Madison | 11,500 | 11,300 | 98 |
| Marion | 24,000 | 23,700 | 99 | |
| Putnam | 11,500 | 11,300 | 98 | |
| Ross | 24,500 | 24,000 | 98 | |
| Van Wert | 11,900 | 11,800 | 99 | |
| Station Totals | | 1,282,300 | 1,266,400 | 99 |
| Net Weekly Circulation (1991) | | | | 618,000 |
| Average Daily Circulation (1991) | | | | 353,000 |

Ohio—Dayton

WKFE
Ch. 22

Network Service: NBC.

Licensee: KT Communications Ltd. Partnership III, 333 W. Wacker Dr., Suite 830, Chicago, IL 60606.

Studio: 1731 Soldiers Home Rd., Dayton, OH 45418.

Telephone: 513-263-2662.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.50"
Longitude 84° 15' 38.90"

Transmitter: 1731 Soldiers Home Rd.

Satellite Earth Stations: Microdyne, 7-meter; AFC, 6-meter; Harris, 3-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: KT Communications Ltd. Partnership III.

Began Operation: September 27, 1964. Sale to Adams Communications by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35). Sale to present owner by Adams approved Feb. 23, 1989.

Represented (sales): Katz Television.

Personnel:

- James D. Graham, General Manager.
- Steve Shanks, Local Sales Manager.
- Michael Smythe, National Sales Manager.
- Lori Webster, Director of News & Public Affairs.
- Sandy Patton, Production & Promotion Manager.
- Bob Vaughn, Business Manager.
- Darrell Hunter, Chief Engineer.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1550.

City of License: Dayton. ADI: Dayton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Champaign | 13,600 | 13,400 | 99 |
| | Clark | 56,400 | 55,900 | 99 |
| | Clinton | 14,100 | 13,900 | 99 |
| | Darke | 21,200 | 20,900 | 99 |
| | Greene | 47,700 | 47,200 | 99 |
| | Miami | 35,100 | 34,700 | 99 |
| | Montgomery | 230,600 | 228,600 | 99 |
| | Preble | 15,300 | 15,200 | 99 |
| | Shelby | 15,500 | 15,300 | 99 |
| Between 25-49% | INDIANA | | | |
| | Randolph | 10,700 | 10,500 | 98 |



WKFE BPCT—841029KG Granted 11/29/84

© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|-----------------|------------------|------------------|----------------|
| Between 25-49% | OHIO | | | |
| | Union | 2,400 | 2,300 | 96 |
| | Auglaize | 16,700 | 16,400 | 98 |
| | Butler | 103,500 | 102,400 | 99 |
| | Highland | 14,100 | 13,800 | 98 |
| Between 5-24% | Logan | 16,300 | 16,100 | 99 |
| | Warren | 38,800 | 38,400 | 99 |
| | INDIANA | | | |
| | Dearborn | 14,100 | 13,900 | 99 |
| | Franklin | 6,700 | 6,500 | 97 |
| Station Totals | Ohio | 2,000 | 2,000 | 100 |
| | Wayne | 27,200 | 26,800 | 99 |
| | KENTUCKY | | | |
| | Kenton | 52,800 | 52,700 | 100 |
| | OHIO | | | |
| | Clermont | 53,400 | 52,800 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |
| | Hamilton | 347,700 | 343,200 | 99 |
| | Madison | 11,500 | 11,300 | 98 |
| | Mercer | 13,800 | 13,600 | 99 |
| Station Totals | | 1,191,600 | 1,178,000 | 99 |
| Net Weekly Circulation (1991) | | | | 488,400 |
| Average Daily Circulation (1991) | | | | 225,400 |

Ohio—Dayton

WRGT-TV

Ch. 45

Network Service: Fox.

Licensee: Dayton Telecasting Inc., 45 Broadcast Plaza, Dayton, OH 45408.

Studio: 45 Broadcast Plaza, Dayton, OH 45408.

Telephone: 513-263-4500. TWX: 910-333-3284. Fax: 513-268-5265.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1170-ft. above av. terrain, 1149-ft. above ground, 2045-ft. above sea level.

Latitude 39° 43' 28.40"
Longitude 84° 15' 17.60"

Transmitter: 2045 S. Gettysburg Ave., Dayton, OH.

Satellite Earth Station: Comtech, 5-meter.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 23, 1984. Sale to present owner by Meridian Communications approved by FCC Dec. 17, 1987 (Television Digest, Vol. 27:42).

Represented (sales): Seitel Inc.

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

- David J. Miller, Vice President & General Manager.
- Dale A. Remy, General Sales Manager.
- Marcia Woodward, National Sales Manager.
- Linda Triplett, Operations Manager.
- Ron Schuetze, Chief Engineer.

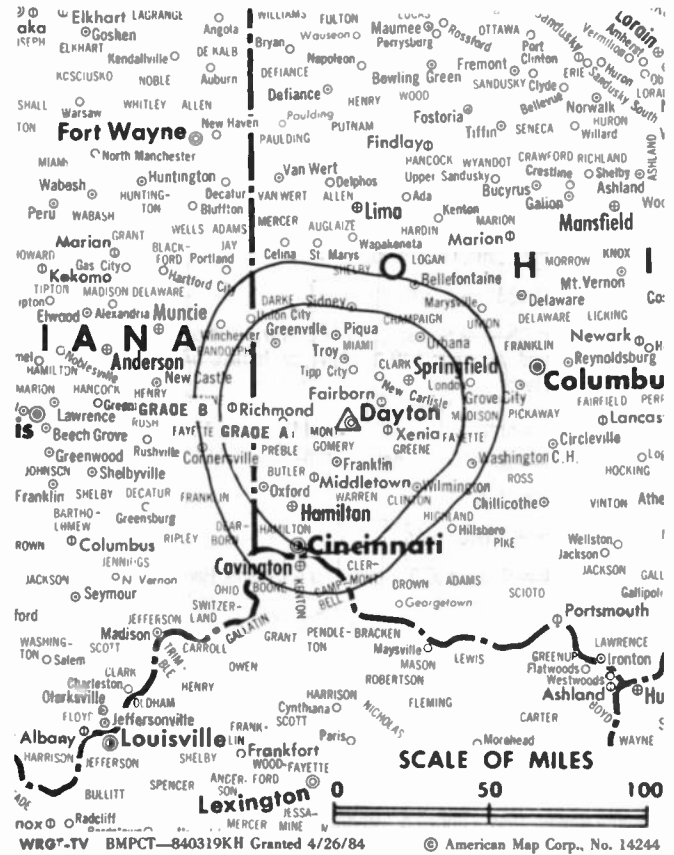
Rates: On request.

City of License: Dayton. ADI: Dayton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Champaign | 13,600 | 13,400 | 99 |
| | Clark | 56,400 | 55,900 | 99 |
| | Clinton | 14,100 | 13,900 | 99 |
| | Darke | 21,200 | 20,900 | 99 |
| | Greene | 47,700 | 47,200 | 99 |
| | Miami | 35,100 | 34,700 | 99 |
| | Montgomery | 230,600 | 228,600 | 99 |
| | Preble | 15,300 | 15,200 | 99 |
| | Shelby | 15,500 | 15,300 | 99 |

| | | | | |
|----------------|----------|---------|---------|----|
| Between 25-49% | INDIANA | | | |
| | Randolph | 10,700 | 10,500 | 98 |
| | Wayne | 27,200 | 26,800 | 99 |
| | OHIO | | | |
| | Auglaize | 16,700 | 16,400 | 98 |
| | Brown | 13,300 | 13,000 | 98 |
| | Butler | 103,500 | 102,400 | 99 |
| | Clermont | 53,400 | 52,800 | 99 |
| | Fayette | 10,400 | 10,200 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|-----|
| Between 25-49% | Highland | 14,100 | 13,800 | 98 |
| | Logan | 16,300 | 16,100 | 99 |
| | Madison | 11,500 | 11,300 | 98 |
| | Warren | 38,800 | 38,400 | 99 |
| Between 5-24% | INDIANA | | | |
| | Fayette | 9,900 | 9,800 | 98 |
| | Franklin | 6,700 | 6,500 | 97 |
| | Jay | 8,200 | 8,000 | 98 |
| | Ohio | 2,000 | 2,000 | 100 |
| | Switzerland | 2,900 | 2,800 | 97 |
| | Union | 2,400 | 2,300 | 96 |
| | KENTUCKY | | | |
| | Kenton | 52,800 | 52,700 | 100 |
| | OHIO | | | |
| Hamilton | 347,700 | 343,200 | 99 | |
| Mercer | 13,800 | 13,600 | 99 | |
| Station Totals | | 1,211,800 | 1,197,700 | 99 |
| Net Weekly Circulation (1991) | | | 457,000 | |
| Average Daily Circulation (1991) | | | 191,400 | |

Some 23,705 key industry people can see your message when you advertise in the
Television & Cable Factbook

Ohio—Lima

WLIO

Ch. 35

Network Service: NBC.

Licensee: Lima Communications Corp., Box 1689, Lima, OH 45802.

Studio: 1424 Rice Ave., Lima, OH 45805.

Telephone: 419-228-8835. **Fax:** 419-229-7091.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 661-kw visual, 132-kw aural. Antenna: 549-ft. above av. terrain, 549-ft. above ground, 870-ft. above sea level.

Latitude 40° 44' 54"
Longitude 84° 07' 55"

Transmitter: 1424 Rice Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Chapparral, 3.5-meter Ku & C-band; Harris receivers.

News Service: AP.

Ownership: Blade Communications Inc. (Group Owner).

Began Operation: March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pbdy & Case families approved Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- James C. Dages, President & General Manager.
- Bruce A. Opperman, Vice President & General Sales Manager.
- James D. Garling, Program Director.
- Antelle Halthcock, Promotion Director.
- George Dunster, News Director.
- Frederick R. Vobbe, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Lima. **ADI:** Lima. **Rank:** 195.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Allen | 42,100 | 41,400 | 98 |
| | Auglaize | 16,700 | 16,400 | 98 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Mercer | 13,800 | 13,600 | 99 |



WLIO BPC7-820712KP Granted 10/08/82

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | Putnam | 11,500 | 11,300 | 98 |
| | Van Wert | 11,900 | 11,800 | 99 |
| Between 25-49% | OHIO | | | |
| | Hancock | 25,500 | 25,200 | 99 |
| | Logan | 16,300 | 16,100 | 99 |
| | Paulding | 7,800 | 7,700 | 99 |
| Between 5-24% | INDIANA | | | |
| | Adams | 10,700 | 10,500 | 98 |
| | Jay | 8,200 | 8,000 | 98 |
| | OHIO | | | |
| Defiance | 14,700 | 14,500 | 99 | |
| Wyandot | 8,200 | 8,100 | 99 | |
| Station Totals | | 215,100 | 211,900 | 99 |
| Net Weekly Circulation (1991) | | | 114,700 | |
| Average Daily Circulation (1991) | | | 64,700 | |

Ohio—Lima

WTLW
Ch. 44

Network Service: None, independent.

Licensee: American Christian TV Services, 1844 Baty Rd., Lima, OH 45807.

Studio: 1844 Baty Rd., Lima, OH 45807.

Telephone: 419-339-4444.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw visual, 100.2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground, 1532-ft. above sea level.

Latitude 40° 45' 47"
Longitude 84° 10' 59"

Transmitter: 1844 Baty Rd., near Lima.

Satellite Earth Stations: AFC, 2-meter Ku-band; R. H. Tyler, 3-meter C-band; Taco, 2-meter C-band; DX Antenna, Gardiner, W/A-Com, Uniden receivers.

News Service: CNN.

Ownership: American Christian Television Services Inc.

Began Operation: June 13, 1982.

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

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

Personnel:

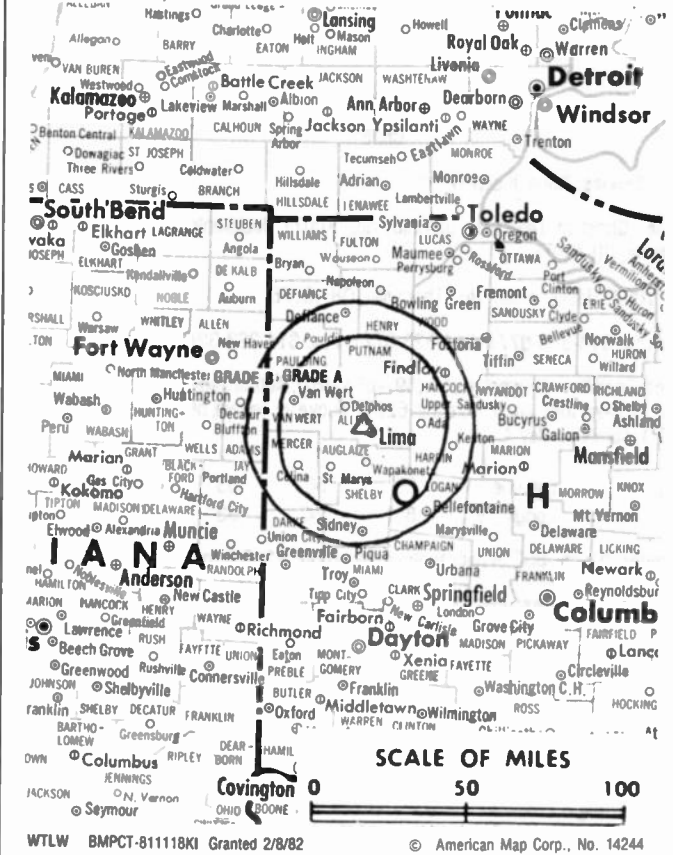
- Ron Mighell, Vice President & Director.
- Robert Plack, General Manager.
- Harry Barnes, General Sales Manager.
- John Owens, Production Director.
- Ray Tanner, Chief Engineer.
- Jeff Millstagle, Program Director.
- Michele Wassink, Promotion Director.
- Kevin Bowers, Development Director.

Highest 30 Sec. Rate: \$40.

City of License: Lima. ADI: Lima. Rank: 195.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|----|
| Between 5-24% | INDIANA | | | |
| | Adams | 10,700 | 10,500 | 98 |
| | OHIO | | | |
| | Allen | 42,100 | 41,400 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|---|--------------|------------------|--------------------------|-----------|
| Between 5-24% | Auglaize | 16,700 | 16,400 | 98 |
| | Hancock | 25,500 | 25,200 | 99 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Henry | 10,700 | 10,600 | 99 |
| | Logan | 16,300 | 16,100 | 99 |
| | Mercer | 13,800 | 13,600 | 99 |
| | Paulding | 7,800 | 7,700 | 99 |
| | Putnam | 11,500 | 11,300 | 98 |
| | Van Wert | 11,900 | 11,800 | 99 |
| Station Totals | | 179,200 | 176,600 | 99 |
| Net Weekly Circulation (1991) | | | 28,100 | |
| Average Daily Circulation (1991) | | | 9,100 | |

Ohio—Newark

WSFJ

Ch. 51

Network Service: None, independent.

Licensee: Christian Television of Ohio Inc., 10077 Jacksontown Rd., Box 770, Thornville, OH 43076.

Studio: 10077 Jacksontown Rd., Thornville, OH 43076.

Telephones: 614-833-0771; 614-323-0771. Fax: 614-323-3242.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 724-kw max. visual, 72.4-kw max. aural. Antenna: 620-ft. above av. terrain, 500-ft. above ground, 1600-ft. above sea level.

Latitude 39° 56' 53"
Longitude 82° 24' 33"

Transmitter: 0.8-mi. SSE of Jacksontown along Rte. 13, 0.3-mi. N of I-70.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; RF Systems, 6-meter C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta, Standard Components receivers.

Ownership: Christian Television of Ohio Inc.

Began Operation: March 9, 1980.

Represented (sales): Hugh Wallace Inc.

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

Represented (engineering): Lechman & Johnson Inc.

Personnel:

Betty J. Stanley, President & General Manager.
Ed Griffiths, General Sales Manager, Program & Promotion Director.
Ted Ross, Production Manager & Director of Engineering.
James Williams, Chief Engineer.

Rates: On request.

City of License: Newark. ADI: Columbus, OH. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WSFJ BMPCT-830930LJ Granted 3/14/84

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| OHIO | | | | |
| Between 5-24% | Coshocton | 14,500 | 14,100 | 97 |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Knox | 18,100 | 17,900 | 99 |
| | Muskingum | 32,600 | 32,100 | 98 |
| Station Totals | | 101,800 | 100,400 | 99 |
| Net Weekly Circulation (1991) | | | | 19,900 |
| Average Daily Circulation (1991) | | | | 6,300 |

Ohio—Sandusky

WGGN-TV

Ch. 52

Network Service: None, independent.

Licensee: Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, OH 44824.

Studio: 3809 Maple Ave., Castalia, OH 44824.

Telephone: 419-684-5311.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1482-kw max. visual, 148.2-kw max. aural. Antenna: 774-ft. above av. terrain, 715-ft. above ground, 1415-ft. above sea level.

Latitude 41° 23' 48"
Longitude 82° 47' 31"

Transmitter: 3809 Maple Ave., Castalia.

Satellite Earth Stations: In operation; Drake receivers.

News Service: CNN.

Ownership: Christian Faith Broadcast Inc. (Group Owner).

Began Operation: December 5, 1982.

Represented (legal): May & Dunne, Chartered.

Personnel:

Shelby Gilliam, President.

Rusty Yost, General Manager.

Virginia Jordon, Traffic Coordinator.

Highest 30 Sec. Rate: \$150.

City of License: Sandusky. ADI: Toledo. Rank: 62.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|-----------|
| OHIO | | | | |
| Between 5-24% | Seneca | 22,400 | 22,100 | 99 |
| Station Totals | | 22,400 | 22,100 | 99 |
| Net Weekly Circulation (1991) | | | 2,800 | |
| Average Daily Circulation (1991) | | | 700 | |

Ohio—Springfield

WTJC

Ch. 26

Network Service: None, independent.

Licensee: Video Mall Communications Inc., Box 26, Dayton, OH 45401.

Studio: 2675 Dayton Rd., Springfield, OH 45506.

Telephone: 513-323-0026.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude 39° 54' 33"
Longitude 83° 51' 36"

Transmitter: S of Wright Brothers Memorial Hwy., 0.15-mi. W of Springfield city limits.

Satellite Earth Stations: In operation.

News Service: AP.

Ownership: Video Mall Communications Inc. (Group Owner).

Began Operation: September 21, 1980. Sale to present owners by Miami Valley Christian TV Inc. approved by FCC Jan. 15, 1991.

Represented (legal): Miller & Fields.

Represented (engineering): R. L. Purcell.

Personnel:

Marvin D. Sparks, President & General Manager.

Vic Costello, Promotion Director.

John Elliott, Chief Engineer.

Joanne Horn, Administrative Assistant.

Highest 30 Sec. Rate: \$38.

City of License: Springfield. ADI: Dayton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WTJC BPCT-7808141C Granted 12/14/79

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|---------------|---------------|
| | OHIO | | | |
| Between 5-24% | Clark | 56,400 | 55,900 | 99 |
| | Darke | 21,200 | 20,900 | 99 |
| Station Totals | | 77,600 | 76,800 | 99 |
| Net Weekly Circulation (1991) | | | | 13,800 |
| Average Daily Circulation (1991) | | | | 4,000 |

Ohio—Steubenville-Wheeling, WV

WTOV-TV

Ch. 9

Network Service: NBC.

Licensee: WTOV Associates, Box 9999, Steubenville, OH 43952.

Studio: Altamont Heights, Steubenville, OH 43952.

Sales Office: Riley Bldg., Wheeling, WV 26003.

Mailing Address: Box 9999, Steubenville, OH 43952-6799.

Telephones: 614-282-0911 (Steubenville); 304-232-0430 (Wheeling).

TWX: 810-339-2574. Fax: 614-282-0911.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Harris, 3.5-meter Ku-band; Prodelin, 3.5-meter C-band; Drake receivers.

News Services: AP, Group W Newsfeed.

Ownership: Television Station Partners L.P. (Group Owner).

Began Operation: December 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vol. 17:30, 33; 2:14). Sale to Ziff Corp. by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36; 18:20, 41). Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol. 22:30).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Ralph E. Becker, President.
Arthur Daube, Vice President & General Manager.
Tim McCoy, Operations Manager.
Jim Emmerling, Local Sales Manager.
Janet Cipriani, National Sales Assistant.
Len Smith, Chief Engineer.
Brian Trauring, News Director.
Karen Rossano, Program Assistant.
Sherry Hansen, Promotion Assistant.
Mike Cunningham, Business Manager.
Vicki Orban, Local Sales Assistant.
Cristol Stavroulakis, Assistant News Director.
Jim Lacko, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$2000.

City of License: Steubenville. ADI: Wheeling, WV-Steubenville, OH. Rank: 143.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Belmont | 30,700 | 30,300 | 99 |
| | Carroll | 10,300 | 10,200 | 99 |
| | Guernsey | 15,300 | 15,000 | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------|------------------|----------------|----------------|
| 50% & Over | Harrison | 6,100 | 6,000 | 98 |
| | Jefferson | 31,700 | 31,400 | 99 |
| | Monroe | 6,100 | 5,900 | 97 |
| Between 25-49% | WEST VIRGINIA | | | |
| | Brooke | 10,600 | 10,600 | 100 |
| | Hancock | 15,000 | 15,000 | 100 |
| | Marshall | 15,100 | 15,000 | 99 |
| | Ohio | 23,400 | 23,300 | 100 |
| | Wetzel | 7,800 | 7,700 | 99 |
| Between 5-24% | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Noble | 4,300 | 4,100 | 95 |
| | Tuscarawas | 33,900 | 33,300 | 98 |
| | WEST VIRGINIA | | | |
| | Tucker | 3,400 | 3,300 | 97 |
| Tyler | 4,000 | 3,900 | 98 | |
| Station Totals | OHIO | | | |
| | Coshocton | 14,500 | 14,100 | 97 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Stark | 140,900 | 139,400 | 99 |
| | PENNSYLVANIA | | | |
| | Beaver | 71,600 | 70,800 | 99 |
| | Butler | 56,500 | 55,800 | 99 |
| | Greene | 15,400 | 15,100 | 98 |
| | Washington | 81,300 | 80,200 | 99 |
| | WEST VIRGINIA | | | |
| Doddridge | 2,800 | 2,800 | 100 | |
| Harrison | 29,700 | 29,500 | 99 | |
| Preston | 11,300 | 11,100 | 98 | |
| Station Totals | | 692,900 | 684,000 | 99 |
| Net Weekly Circulation (1991) | | | | 257,900 |
| Average Daily Circulation (1991) | | | | 132,100 |

Ohio—Toledo

WNWO-TV

Ch. 24

Network Service: ABC.

Licensee: WNWO Associates, 300 S. Byrne Rd., Toledo, OH 43615.

Studio: 300 S. Byrne Rd., Toledo, OH 43615.

Telephone: 419-535-0024. TWX: 810-421-0064. Fax: 419-535-0202.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"
Longitude 83° 21' 22"

Transmitter: 833 N. Cousino Rd. at Arquette Rd., Oregon, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

News Services: AP, ABC.

Ownership: WNWO Associates.

Began Operation: May 3, 1966. FCC approved sale to present owners by The First National Bank of Boston which took control from D. H. Overmyer Telecasting Co. Inc. Jan. 31, 1986 (Television Digest, Vol. 25:24).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Brett Cornwell, Vice President & General Manager.
Sam Jacobs, General Sales Manager.
James Glendening, Local Sales Manager.
Christopher W. Jones, Operations Manager.
Chris Howard, Promotion Director/Marketing Associate.
Michael Przybylski, Business Manager.
Bert DeVeau, Marketing Director.
Harold W. Thompson, Chief Engineer.
Nancy Pratt, Traffic Manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$850.

City of License: Toledo. ADI: Toledo. Rank: 62.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | 42,100 | 41,400 | 98 |
| | Allen | 14,900 | 14,600 | 98 |
| | Fulton | 25,500 | 25,200 | 99 |
| | Hancock | 12,200 | 12,000 | 98 |
| | Henry | 10,700 | 10,600 | 99 |
| | Lucas | 182,800 | 181,100 | 99 |



WNWO-TV BMPCT-6221 Granted 2/17/66

©American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| 50% & Over | Ottawa | 15,700 | 15,600 | 99 |
| | Putnam | 11,500 | 11,300 | 98 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| | Wood | 39,700 | 39,300 | 99 |
| | Wyandot | 8,200 | 8,100 | 99 |
| Between 25-49% | MICHIGAN | | | |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Lenawee | 32,500 | 32,100 | 99 |
| Between 5-24% | OHIO | | | |
| | Monroe | 47,400 | 47,000 | 99 |
| | Defiance | 14,700 | 14,500 | 99 |
| | Huron | 21,000 | 20,700 | 99 |
| | Williams | 14,700 | 14,500 | 98 |
| | OHIO | | | |
| Auglaize | 16,700 | 16,400 | 98 | |
| Crawford | 19,000 | 18,700 | 98 | |
| Erie | 29,700 | 29,400 | 99 | |
| Paulding | 7,800 | 7,700 | 99 | |
| Van Wert | 11,900 | 11,800 | 99 | |
| Station Totals | | 640,500 | 633,000 | 99 |
| Net Weekly Circulation (1991) | | | 399,400 | |
| Average Daily Circulation (1991) | | | 188,400 | |

Ohio—Toledo

WTOL-TV

Ch. 11

Network Service: CBS.

Licensee: Cosmos Broadcasting Corp., Box 715, Toledo, OH 43695.

Studio: 730 N. Summit St., Toledo, OH 43604.

Telephone: 419-248-1111. Fax: 419-244-7104.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"
Longitude 83° 22' 47"

Transmitter: Cedar Point, near Norden Rd., Oregon City, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: December 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46; 5:11).

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

S. Wheeler Rudd, Vice President & General Manager.
John Cottingham, General Sales Manager.
Cathy Clark, National Sales Manager.
Rick Gevers, News Director.
Steve Israel, Program Manager.
Gary Albers, Promotion Director.
Patricia Genson, Business Manager.
Bill Stewart, Production Manager.
Stewart Hirze, Chief Engineer.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$2521.

City of License: Toledo. ADI: Toledo. Rank: 62.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Lenawee | 32,500 | 32,100 | 99 |
| | Monroe | 47,400 | 47,000 | 99 |
| | OHIO | | | |
| | Defiance | 14,700 | 14,500 | 99 |
| Fulton | 14,900 | 14,600 | 98 | |
| Hancock | 25,500 | 25,200 | 99 | |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|----------------|------------------|---------------|----|
| 50% & Over | Henry | 10,700 | 10,600 | 99 |
| | Lucas | 182,800 | 181,100 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Putnam | 11,500 | 11,300 | 98 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| | Williams | 14,700 | 14,500 | 98 |
| | Wood | 39,700 | 39,300 | 99 |
| | Wyandot | 8,200 | 8,100 | 99 |
| | Between 25-49% | MICHIGAN | | |
| Hillsdale | | 15,700 | 15,400 | 98 |
| OHIO | | | | |
| Allen | | 42,100 | 41,400 | 98 |
| Crawford | | 19,000 | 18,700 | 98 |
| Erie | | 29,700 | 29,400 | 99 |
| Between 5-24% | Hardin | 12,200 | 12,000 | 98 |
| | Huron | 21,000 | 20,700 | 99 |
| | MICHIGAN | | | |
| Between 5-24% | Washtenaw | 103,000 | 100,900 | 98 |
| | OHIO | | | |
| | Paulding | 7,800 | 7,700 | 99 |
| Station Totals | | 714,900 | 705,700 | 99 |
| Net Weekly Circulation (1991) | | | 486,000 | |
| Average Daily Circulation (1991) | | | 291,300 | |

Ohio—Toledo

WTVG

Ch. 13

Network Service: NBC.

Licensee: WTVG Inc., 4247 Dorr St., Toledo, OH 43607.

Studio: 4247 Dorr St., Toledo, OH 43607.

Telephone: 419-531-1313. Fax: 419-531-1399.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"
Longitude 83° 24' 49"

Transmitter: 1701 N. Stadium Rd., Oregon, OH, 7-mi. NNE of Toledo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.8-meter; Harris, 3-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; Harris, Microwave Assoc., Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: WTVG Inc.

Began Operation: July 21, 1948. Sold to present owners by KKR in 1987 (Television Digest, Vol. 27:44).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

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

Personnel:

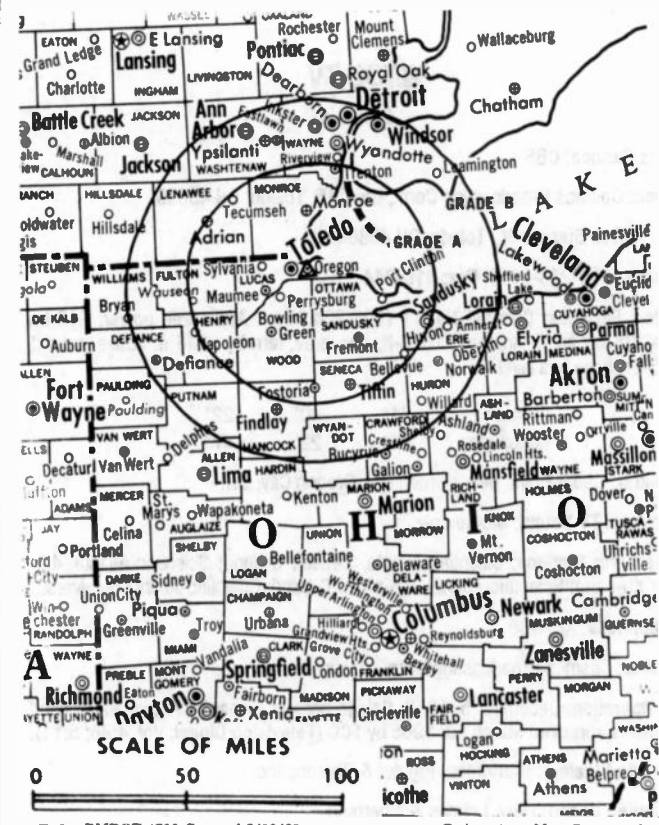
- Andy Lee, President & General Manager.
- George Carlino, General Sales Manager.
- Paul Ladrow, Assistant General Sales Manager.
- Don Schaller, Director of Technical Services.
- Pat Dennis, Director of News.
- Marsha Schroeder, Director of Operations.
- Earnestine Weathers, Director of Community Affairs.
- James M. Nowak, Director of Creative Services.
- Barbara Vaughn, Business Manager.

Rates: On request.

City of License: Toledo. ADI: Toledo. Rank: 62.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | MICHIGAN | | | |
| | Lenawee | 32,500 | 32,100 | 99 |
| | Monroe | 47,400 | 47,000 | 99 |
| | OHIO | | | |
| | Defiance | 14,700 | 14,500 | 99 |
| | Fulton | 14,900 | 14,600 | 98 |
| | Hancock | 25,500 | 25,200 | 99 |
| Henry | 10,700 | 10,600 | 99 | |



WTVG BMPCT-4735 Granted 5/13/59 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|-------------------------------|------------------|---------------|---------|
| 50% & Over | Lucas | 182,800 | 181,100 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Putnam | 11,500 | 11,300 | 98 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| | Williams | 14,700 | 14,500 | 98 |
| | Wood | 39,700 | 39,300 | 99 |
| Wyandot | 8,200 | 8,100 | 99 | |
| Between 25-49% | MICHIGAN | | | |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | OHIO | | | |
| | Crawford | 19,000 | 18,700 | 98 |
| | Erie | 29,700 | 29,400 | 99 |
| Between 5-24% | MICHIGAN | | | |
| | Washtenaw | 103,000 | 100,900 | 98 |
| | OHIO | | | |
| | Allen | 42,100 | 41,400 | 98 |
| | Auglaize | 16,700 | 16,400 | 98 |
| Station Totals | | 741,800 | 732,200 | 99 |
| | Net Weekly Circulation (1991) | | | 475,500 |
| Average Daily Circulation (1991) | | | | 279,800 |

Ohio—Toledo

WUPW

Ch. 36

Network Service: Fox.

Licensee: Toledo Television Ltd. Partnership, 4 SeaGate, Toledo, OH 43604.

Studio: 4 SeaGate, Toledo, OH 43604.

Telephone: 419-244-3600. Fax: 419-244-8842.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2040-kw max. & 1033-kw horizontal visual, 206-kw max. & 103-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 1253-ft. above ground, 1849-ft. above sea level.

Latitude 41° 39' 21"
Longitude 83° 26' 40"

Transmitter: 1.7-mi. E of Toledo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 7-meter C-band; AFC, 3.6-meter Ku-band; AFC, 3.6-meter C-band; M/A-Com, Microdyne, Uniden receivers.

Ownership: Toledo Television L.P.

Began Operation: September 22, 1985.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Jansky & Bailey.

Personnel:

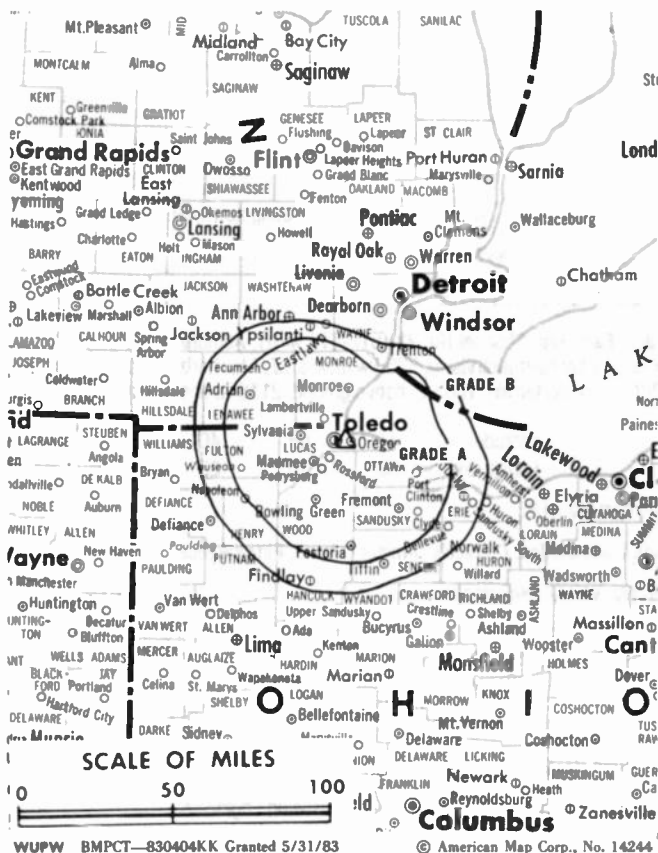
Larry Blum, President & General Manager.
Larry Scott, General Sales Manager.
Mike Girocco, Local Sales Manager.
Steven W. Puntieri, Chief Engineer.
Denis C. Katell, Program Director.
Chris Karl, Promotion Director.
Sandy Rice, Business Manager.

Highest 30 Sec. Rate: \$1000.

City of License: Toledo. ADI: Toledo. Rank: 62.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| OHIO | | | | |
| 50% & Over | Fulton | 14,900 | 14,600 | 98 |
| | Hancock | 25,500 | 25,200 | 99 |
| | Henry | 10,700 | 10,600 | 99 |
| | Lucas | 182,800 | 181,100 | 99 |
| | Ottawa | 15,700 | 15,600 | 99 |
| | Putnam | 11,500 | 11,300 | 98 |
| | Sandusky | 23,700 | 23,500 | 99 |
| | Seneca | 22,400 | 22,100 | 99 |
| | Williams | 14,700 | 14,500 | 98 |
| | Wood | 39,700 | 39,300 | 99 |
| | Wyandot | 8,200 | 8,100 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|-----------|
| Between 25-49% | | | | |
| MICHIGAN | | | | |
| | Hillsdale | 15,700 | 15,400 | 98 |
| | Lenawee | 32,500 | 32,100 | 99 |
| | Monroe | 47,400 | 47,000 | 99 |
| OHIO | | | | |
| | Allen | 42,100 | 41,400 | 98 |
| | Defiance | 14,700 | 14,500 | 99 |
| | Hardin | 12,200 | 12,000 | 98 |
| | Huron | 21,000 | 20,700 | 99 |
| Between 5-24% | | | | |
| MICHIGAN | | | | |
| | Washtenaw | 103,000 | 100,900 | 98 |
| OHIO | | | | |
| | Crawford | 19,000 | 18,700 | 98 |
| | Erie | 29,700 | 29,400 | 99 |
| | Paulding | 7,800 | 7,700 | 99 |
| | Van Wert | 11,900 | 11,800 | 99 |
| Station Totals | | 726,800 | 717,500 | 99 |
| Net Weekly Circulation (1991) | | | 339,400 | |
| Average Daily Circulation (1991) | | | 140,700 | |

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Ohio—Youngstown

WFMJ-TV

Ch. 21

Network Service: NBC.

Licensee: WFMJ-TV Inc., 101 W. Boardman St., Youngstown, OH 44503.

Studio: 101 W. Boardman St., Youngstown, OH 44503.

Telephone: 216-744-8611. Fax: 216-744-3402.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"
Longitude 80° 38' 25"

Transmitter: Mabel St.

Satellite Earth Station: Comtech, 5-meter C-band; Pinzone receivers.

Ownership: WFMJ Television Inc.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19). Began operation on Ch. 21 Aug. 7, 1954.

Represented (sales): Blair Television.

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

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

Personnel:

Betty H. Brown Jagnow, President.
John A. Grdic, General Manager.
Kathie Brickman, National Sales & Traffic Manager.
Homalme Baxter, Film Director.
Rudy Recklies, Chief Engineer.
Art Jordan, News Director.
James Terry, Marketing Director.
Jack Stevenson, Traffic Coordinator.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$725.

City of License: Youngstown. ADI: Youngstown. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Trumbull | 87,700 | 86,900 | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over | PENNSYLVANIA | | | |
| | Lawrence | 37,900 | 37,300 | 98 |
| | Mercer | 46,200 | 45,400 | 98 |
| Between 5-24% | OHIO | | | |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Carroll | 10,300 | 10,200 | 99 |
| | Geauga | 26,400 | 26,100 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| | Stark | 140,900 | 139,400 | 99 |
| | PENNSYLVANIA | | | |
| | Beaver | 71,600 | 70,800 | 99 |
| | Butler | 56,500 | 55,800 | 99 |
| | Clarion | 14,900 | 14,600 | 98 |
| | Crawford | 32,400 | 31,700 | 98 |
| | Venango | 23,800 | 23,100 | 97 |
| Station Totals | | 782,600 | 772,900 | 99 |
| Net Weekly Circulation (1991) | | | 300,300 | |
| Average Daily Circulation (1991) | | | 174,900 | |

Ohio—Youngstown

WKBN-TV

Ch. 27

Network Service: CBS.

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, OH 44501.

Studio: 3930 Sunset Blvd., Youngstown, OH 44501.

Telephone: 216-782-1144. TWX: 810-435-2825.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 23.60"
Longitude 80° 38' 43.50"

Transmitter: 3930 Sunset Blvd.

Satellite Earth Stations: Comtech, 5-meter; RCA Americom, 7-meter Ku-band; 5-meter C-band; Pinzone, Scientific-Atlanta receivers.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS).

FM Affiliate: WKBN-FM, 5.9-kw, 98.9 MHz (No. 255), 1370-ft.

News Service: AP.

Ownership: WKBN Broadcasting Corp.

Began Operation: January 11, 1953. W. P. Williamson Jr. increased holdings from 60% to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treasury (Television Digest, Vol. 14:34).

Represented (sales): Katz Television.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): David Steel & Associates Inc.

Personnel:

- W. P. Williamson Jr., Chairman.
- W. P. Williamson III, President.
- J. D. Williamson II, Vice President, Broadcast Operations.
- C. Richard Wade, General Sales Manager.
- David Coy, Local Sales Manager.
- Michael Seachman, Operations Manager.
- E. Larry Nass, Director of Engineering.
- Gary Hanson, News Director.
- Karen Renner, Promotion Director.
- Curt Weingart, Marketing Director.
- Laurie Norris, Cable TV Coordinator.
- Richard Chisholm, Studio Engineering Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$818.

City of License: Youngstown. ADI: Youngstown. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WKBN-TV BMPCT-7580 Granted 7/14/75

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|-----------|
| 50% & Over | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Trumbull | 87,700 | 86,900 | 99 |
| | PENNSYLVANIA | | | |
| | Lawrence | 37,900 | 37,300 | 98 |
| | Mercer | 46,200 | 45,400 | 98 |
| Between 5-24% | OHIO | | | |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Carroll | 10,300 | 10,200 | 99 |
| | Harrison | 6,100 | 6,000 | 98 |
| | Portage | 50,100 | 49,600 | 99 |
| PENNSYLVANIA | | | | |
| | Beaver | 71,600 | 70,800 | 99 |
| | Butler | 56,500 | 55,800 | 99 |
| | Clarion | 14,900 | 14,600 | 98 |
| | Crawford | 32,400 | 31,700 | 98 |
| | Venango | 23,800 | 23,100 | 97 |
| WEST VIRGINIA | | | | |
| | Brooke | 10,600 | 10,600 | 100 |
| Station Totals | | 632,000 | 624,000 | 99 |
| Net Weekly Circulation (1991) | | | 304,900 | |
| Average Daily Circulation (1991) | | | 176,700 | |

Ohio—Youngstown

WYTV

Ch. 33

Network Service: ABC.

Licensee: Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

Studio: 3800 Shady Run Rd., Youngstown, OH 44502.

Telephone: 216-783-2930. TWX: 810-435-2816. Fax: 216-782-6661.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 561-ft. above av. terrain, 642-ft. above ground, 1667-ft. above sea level.

Latitude 41° 03' 43"
Longitude 80° 38' 07"

Transmitter: 3800 Shady Run Rd., Youngstown.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Paraclype, 3.6-meter C-band; RCA Americom, 3.6-meter Ku-band; Avantek, M/A-Corn, Microdyne, Agile Omni receivers.

News Service: AP.

Ownership: A. Richard Benedek. (Group Owner).

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to A. Richard Benedek & Robert L. Dudley approved April 15, 1983 (Vol. 22:32). Sale of Dudley's 50% to Benedek approved Nov. 25, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Covington & Burling.

Personnel:

- Raymond P. Maselli, Vice President & General Manager.
- James C. Vickery Jr., General Sales Manager.
- Vincent Nelson, Local Sales Manager.
- Tom Mock, News Director.
- Frank Marafiotte, Program, Promotion & Marketing Director.
- Lisa Granchie, Business Manager.
- Arthur C. Taylor, Chief Engineer.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$600.

City of License: Youngstown. ADI: Youngstown. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over | OHIO | | | |
| | Columbiana | 42,000 | 41,500 | 99 |
| | Mahoning | 104,200 | 103,300 | 99 |
| | Trumbull | 87,700 | 86,900 | 99 |
| Between 5-24% | PENNSYLVANIA | | | |
| | Lawrence | 37,900 | 37,300 | 98 |
| | Mercer | 46,200 | 45,400 | 98 |
| | OHIO | | | |
| | Ashtabula | 37,700 | 37,200 | 99 |
| | Belmont | 30,700 | 30,300 | 99 |
| | Harrison | 6,100 | 6,000 | 98 |
| | Jefferson | 31,700 | 31,400 | 99 |
| | Portage | 50,100 | 49,600 | 99 |
| Station Totals | PENNSYLVANIA | | | |
| | Beaver | 71,600 | 70,800 | 99 |
| | Butler | 56,500 | 55,800 | 99 |
| | Clarion | 14,900 | 14,600 | 98 |
| | Crawford | 32,400 | 31,700 | 98 |
| Station Totals | | 649,700 | 641,800 | 99 |
| Net Weekly Circulation (1991) | | | | 280,000 |
| Average Daily Circulation (1991) | | | | 154,400 |

Ohio—Zanesville

WHIZ-TV

Ch. 18

Network Service: NBC.

Licensee: Southeastern Ohio Television System, 629 Downard Rd., Zanesville, OH 43701.

Studio: 629 Downard Rd., Zanesville, OH 43701.

Telephones: 614-453-0361; 614-452-5431. Fax: 614-452-6553.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 588-kw visual, 58.8-kw aural. Antenna: 533-ft. above av. terrain, 477-ft. above ground, 1387-ft. above sea level.

Latitude 39° 55' 42"
Longitude 81° 59' 06"

Transmitter: 629 Downard Rd., Zanesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 6-meter; Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; RCA, 3-meter Ku-band; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: WHIZ, 1-kw, 1240 kHz (NBC).

FM Affiliate: WHIZ-FM, 50-kw, 102.5 MHz (No. 273), 490-ft.

News Services: AP, NBC.

Ownership: Southeastern Ohio Television System.

Began Operation: May 23, 1953.

Represented (sales): Katz Television; Regional Reps Corp. (Ohio).

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

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

Personnel:

Allan Land, Vice President & General Manager.
Van Vannell, Sales Manager.
George Hlotis, News Director.
Barbara Mitter, Director of Programs.
Franklin Young, Film Operation Manager.
Gary Earich, Production Manager.
C. E. Hartmeyer, Chief Engineer.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$175.

City of License: Zanesville. ADI: Zanesville. Rank: 199.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WHIZ-TV BPC-850828KX Granted 10/25/85

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| Net Weekly Circulation | State County | Total Households | TV Households | % |
|---|--------------|------------------|----------------|---------------|
| 50% & Over | OHIO | | | |
| | Coshocton | 14,500 | 14,100 | 97 |
| | Guernsey | 15,300 | 15,000 | 98 |
| | Morgan | 5,200 | 5,100 | 97 |
| | Muskingum | 32,600 | 32,100 | 98 |
| | Perry | 11,800 | 11,600 | 98 |
| Between 25-49% | OHIO | | | |
| | Noble | 4,300 | 4,100 | 95 |
| Between 5-24% | OHIO | | | |
| | Fairfield | 36,600 | 36,300 | 99 |
| | Hocking | 10,100 | 9,900 | 98 |
| | Holmes | 9,200 | 8,700 | 95 |
| | Licking | 48,500 | 48,000 | 99 |
| | Monroe | 6,100 | 5,900 | 97 |
| | Washington | 24,200 | 23,600 | 98 |
| Station Totals | | 218,400 | 214,400 | 98 |
| Net Weekly Circulation (1991) | | | | 78,900 |
| Average Daily Circulation (1991) | | | | 44,100 |

Ohio

WLWT, Cincinnati (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Madison | 19,800 | 19,600 | 99 |
| | Montgomery | 7,900 | 7,800 | 99 |
| | Scott | 8,600 | 8,500 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| | OHIO | | | |
| | Fayette | 10,400 | 10,200 | 98 |
| | Greene | 47,700 | 47,200 | 99 |
| | Lawrence | 23,800 | 23,400 | 98 |
| Miami | 35,100 | 34,700 | 99 | |

WUAB, Lorain-Cleveland (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|---------------------|------------------|--------------------------|----|
| Between 5-24% | OHIO | | | |
| | Wyandot | 8,200 | 8,100 | 99 |
| | PENNSYLVANIA | | | |
| | Crawford | 32,400 | 31,700 | 98 |
| | Erie | 104,600 | 103,300 | 99 |
| | Lawrence | 37,900 | 37,300 | 98 |

WXIX-TV, Cincinnati-Newport, Kentucky (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|----------------------|------------------|--------------------------|-----|
| Between 5-24% | KENTUCKY | | | |
| | Greenup | 13,600 | 13,500 | 99 |
| | Henry | 4,700 | 4,700 | 100 |
| | Scott | 8,600 | 8,500 | 99 |
| | Trimble | 2,200 | 2,200 | 100 |
| | OHIO | | | |
| | Darke | 21,200 | 20,900 | 99 |
| | Lawrence | 23,800 | 23,400 | 98 |
| | Scioto | 30,600 | 30,100 | 98 |
| | WEST VIRGINIA | | | |
| | Wayne | 17,000 | 16,800 | 99 |

WBNS-TV, Columbus (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | % |
|------------------------|--------------|------------------|--------------------------|----|
| Between 5-24% | OHIO | | | |
| | Lawrence | 23,800 | 23,400 | 98 |
| | Meigs | 9,300 | 9,100 | 98 |
| | Miami | 35,100 | 34,700 | 99 |
| | Noble | 4,300 | 4,100 | 95 |
| | Shelby | 15,500 | 15,300 | 99 |