

Market	Arbitron ADI TV Households	Rank
Oklahoma City, OK	563,000	45
Tulsa, OK	448,700	59
Wichita-Hutchinson, KS	422,700	61
Shreveport, LA-Texarkana, TX	368,300	71
Fort Smith, AR	191,800	117
Amarillo, TX	167,400	128
Wichita Falls, TX-Lawton, OK	156,500	135
Joplin, MO-Pittsburg, KS	137,500	146
Ardmore-Ada, OK	70,800	177

Market Area Commercial TV Stations

KFOR-TV (4), KOCB (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTW (9), KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTFO (41), KTUL-TV (8), KWHB (47), KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNB (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12), KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3), KFSSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24), KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (12), KVII-TV (7), KVIJ-TV (8), KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7), KFAA (51), KKFT (20), KOAM-TV (7), KODE-TV (12), KSNF (16), KTEN (10), KXII (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KXII, Ardmore	See Sherman, TX
KAUZ-TV, Lawton	See Wichita Falls, TX
KFDX-TV, Lawton	See Wichita Falls, TX
KDOR, Tulsa	See Bartlesville, OK

Oklahoma Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	9	8	17
Educational Television Stations	4	2	6
	13	10	23

Oklahoma—Ada-Ardmore

KTEN
Ch. 10

Network Service: ABC, NBC.

Licensee: Eastern Oklahoma Television Co. Inc., Debtor in Possession, Box 1450, Denison, TX 75020.

Studio: 1600 Arlington St., Ada, OK 74820.

Mailing Address: Box 1450, Denison, TX 75020.

Telephones: 405-332-3311; 903-465-5836. **TWX:** 910-830-6740.

Fax: 214-465-5859.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1460-ft. above av. terrain, 1458-ft. above ground, 2338-ft. above sea level.

Latitude 34° 21' 34"
Longitude 96° 33' 34"

Transmitter: 6-mi., 225° SSW, near Bromide, OK.

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

News Services: ABC, AP.

Ownership: Eastern Oklahoma Television Co. Inc.

Began Operation: April 28, 1954. Sale to TV 10, et al., by Bill Hoover, et al., approved by FCC Jan. 25, 1985. Transfer of control to present owner approved by FCC Nov. 16, 1988.

Represented (sales): Katz Television.

Personnel:

- Dirk W. Johnston, Vice President & General Manager.
- Garry Carter, General Sales Manager.
- Rich Segal, News Director.
- Linda Boyles, Program Director.
- Donna Perry, Promotion Director.
- Sherry Lowery, Business Manager.
- Bill Green, Chief Engineer.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$700.

City of License: Ada. **ADI:** Ardmore-Ada. **Rank:** 177.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OKLAHOMA			
	Atoka	4,600	4,600	100
	Bryan	13,200	13,000	98
	Carter	17,100	16,900	99
	Choctaw	6,100	5,900	97
	Coal	2,300	2,300	100
	Johnston	3,900	3,800	97
	Love	3,200	3,200	100
	Marshall	4,800	4,700	99
	Murray	4,800	4,800	100



KTEN BPCT-3560 Granted 5/28/65

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Pittsburg	16,600	16,400	99
	Pontotoc	13,400	13,300	99
	Pushmataha	4,700	4,600	98
	Seminole	10,000	9,900	99
	TEXAS			
Lamar	17,200	16,700	97	
Between 25-49%	OKLAHOMA			
	Garvin	10,700	10,600	99
	Hughes	5,400	5,400	100
	Mc Curtain	12,800	12,500	98
	TEXAS			
Fannin	10,000	9,800	98	
Grayson	37,900	37,500	99	
Between 5-24%	OKLAHOMA			
	Haskell	4,600	4,500	98
	Jefferson	3,000	3,000	100
	Latimer	3,900	3,800	97
	Mc Claim	8,900	8,800	99
TEXAS				
Cooke	11,800	11,700	99	
Station Totals		230,900	227,700	99
Net Weekly Circulation (1992)				123,900
Average Daily Circulation (1992)				65,500

Oklahoma—Bartlesville

KDOR

Ch. 17

Network Service: None independent.

Licensee: All American TV Inc., 13181 Crossroads Pkwy. N, Suite 250, City of Industry, CA 91746.

Studio: 2120 N. Yellowwood, Broken Arrow, OK 74012.

Telephone: 918-250-0777.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3981-kw max. visual, 398-kw max. aural. Antenna: 1036-ft. above av. terrain; 1056-ft. above ground, 1716-ft. above sea level.

Latitude 36° 30' 59"
Longitude 95° 46' 10"

Transmitter: 4.2-mi. WSW of Talala.

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

Ownership: All American TV Inc. (Group Owner).

Began Operation: January 10, 1987.

Represented (legal): May & Dunne.

Personnel:

Thomas Harrison, General Manager.

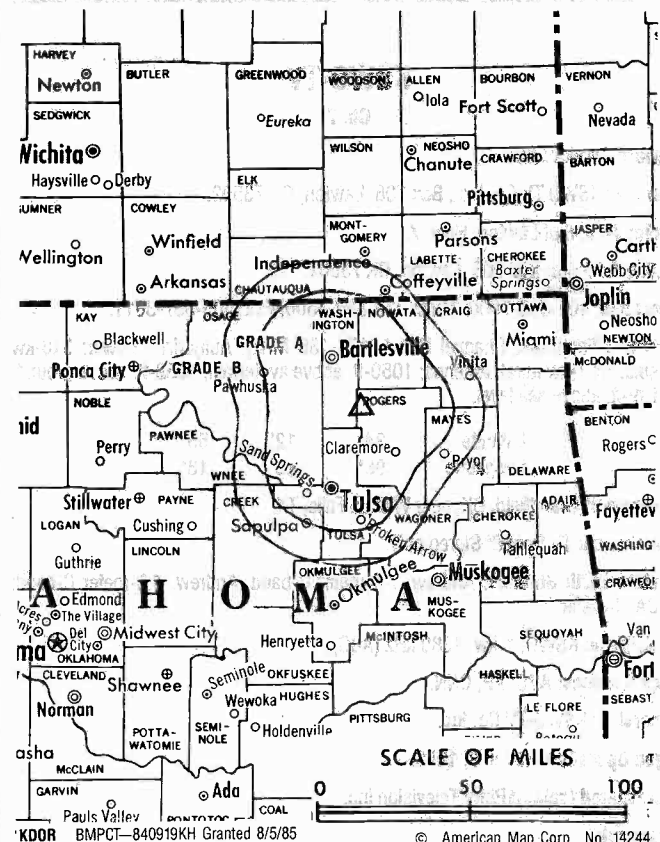
Darrell Highfield, Production Assistant.

Highest 30 Sec. Rate: \$50.

City of License: Bartlesville. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Nowata	4,100	4,100	100
	Osage	15,300	15,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Rogers	20,500	20,300	99
	Washington	18,300	18,200	99
Station Totals		58,200	57,800	99
Net Weekly Circulation (1992)				12,100
Average Daily Circulation (1992)				4,900

Oklahoma—Lawton-Wichita Falls, Texas

KSWO-TV

Ch. 7

Network Service: ABC.

Licensee: KSWO TV Co. Inc., Box 708, Lawton, OK 73502.

Studio: 4-mi. E of Lawton, Hwy. 7.

Mailing Address: Box 708, Lawton, OK 73502.

Telephone: 405-355-7000. **TWX:** 910-836-3600. **Fax:** 405-357-3811.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1050-ft. above av. terrain, 1050-ft. above ground, 2199-ft. above sea level.

Latitude 34° 12' 55"
Longitude 98° 43' 13"

Transmitter: Grandfield, OK, near Wichita Falls, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; RCA, 4-meter.

AM Affiliate: KSWO, 1-kw, 1380 kHz (ABC).

News Services: ABC, AP, CNN.

Ownership: KSWO-TV Co. Inc.

Began Operation: March 8, 1953.

Represented (sales): Petry Television Inc.

Personnel:

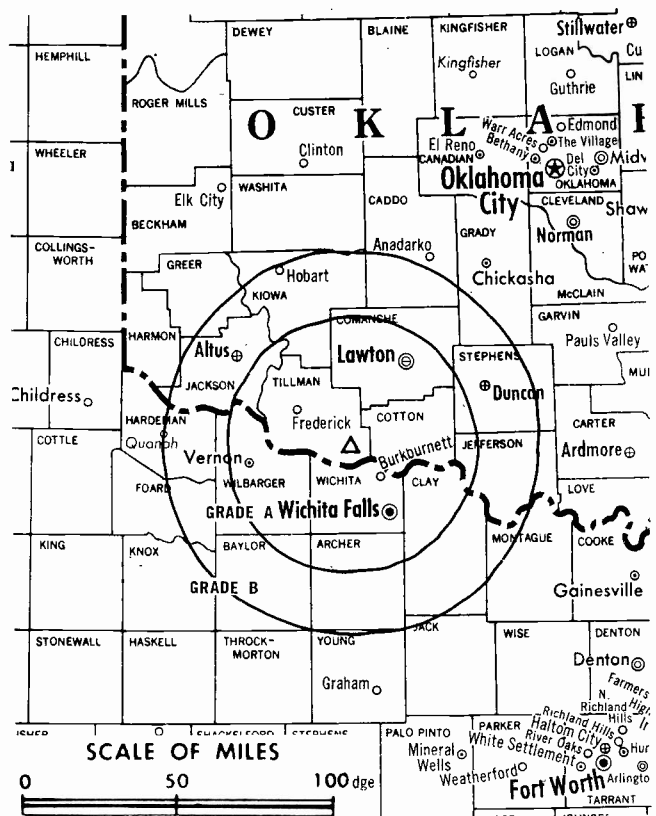
- R. H. Drewry, President.
- Larry Patton, General Manager.
- Jerry Pursley, General Sales Manager.
- Cindy Coleman, National Sales Manager.
- Mike Taylor, Operations Director.
- Jan Stratton, News Director.
- Derrick McMillian, Chief Engineer.
- Pat Pitts, Promotion Director.
- Lisa Duffy, Marketing Director.

Rates: On request.

City of License: Lawton. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 135.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,800	38,500	99
	Cotton	2,700	2,700	100
	Greer	2,600	2,600	100
	Harmon	1,600	1,600	100
	Jackson	10,700	10,600	99
	Jefferson	3,000	3,000	100
	Kiowa	4,800	4,800	99
	Stephens	16,900	16,800	99
	Tillman	4,000	4,000	100



KSWO-TV BMPCT-5424 Granted 1/18/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,900	1,900	100
	Clay	4,000	4,000	100
	Foard	800	800	100
	Hardeman	2,100	2,100	100
	Knox	1,900	1,900	100
	Throckmorton	900	900	100
	Wichita	46,000	45,800	100
	Wilbarger	5,800	5,800	100
Between 25-49%	OKLAHOMA			
	Caddo	11,600	11,500	99
	TEXAS			
	Montague	7,000	6,900	99
Young	7,300	7,200	99	
Between 5-24%	OKLAHOMA			
	Washita	4,600	4,600	100
	TEXAS			
Jack	2,800	2,800	100	
Station Totals		184,900	183,900	99
Net Weekly Circulation (1992)				138,300
Average Daily Circulation (1992)				81,100

Oklahoma—Oklahoma City

KFOR-TV

Ch. 4

Network Service: NBC.

Licensee: Palmer Broadcasting Partnership, Box-14068, Oklahoma City, OK 73113.

Studio: 444-E Britton Rd., Oklahoma City, OK 73114.

Mailing Address: Box 14068, Oklahoma City, OK 73113.

Telephones: 405-424-4444; 405-478-1212. **TWX:** 910-830-6866.

Fax: 405-478-6206.

Technical Facilities: Channel No. 4 (66-72 MHz), Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

Latitude 35° 34' 07"
Longitude 97° 29' 20"

Transmitter: 1401 E. Britton Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 3.1-meter C-band; Harris, 8.1-meter Ku-band; Harris, 6.2-meter C-band; RCA Americom, 3.7-meter Ku-band; Harris, M/A-Com receivers.

SNG Mobile Dish: Vertex, 2.7-meter Ku-band.

News Services: AP, CNN, NBC, UPI.

Ownership: Palmer Communications Inc. (Group Owner).

Began Operation: June 6, 1949. Sale to Palmer Communications approved by FCC May 8, 1989 (Television Digest, Vol. 28:41; 29:10). Previous sale to Knight-Ridder approved by FCC Jan. 13, 1986. Previous sale to Evening News Assn. by Gaylord Bcstg. Co., approved Oct. 29, 1975 (Vol. 15:29).

Represented (sales): Katz Television

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- William J. Katsafanas, Vice President & General Manager.
- Tom Heston, General Sales Manager.
- Wes Milbourn, Local Sales Manager.
- Julie Paulsen, National Sales Manager.
- Mark Toney, News Director.
- Robert Brooks, Program Director.
- Roxann Nelson, Creative Services Director.
- Gene Parrish, Chief Engineer.
- Dennis Kelly, Business Manager.
- Amy Cooper, Public Relations Director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2075.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,400	2,400	100
	Beckham	7,600	7,500	99
	Blaine	4,700	4,600	99
	Caddo	11,600	11,500	99
	Canadian	26,500	26,300	99
	Cleveland	64,200	63,600	99
	Custer	10,800	10,700	99
	Dewey	2,200	2,200	100
	Ellis	1,900	1,800	97
	Garfield	22,700	22,500	99
	Garvin	10,700	10,600	99
	Grady	15,900	15,700	99



KFOR-TV, BMPCT-5994 Granted 8/13/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	2,300	2,300	100
	Harmon	1,600	1,600	100
	Harper	1,700	1,700	100
	Hughes	5,400	5,400	100
	Jackson	10,700	10,600	99
	Kay	19,600	19,400	99
	Kingfisher	5,100	5,100	100
	Kiowa	4,800	4,800	99
	Lincoln	11,400	11,300	99
	Logan	10,700	10,600	99
	McClain	8,900	8,800	99
	Major	3,200	3,100	97
	Murray	4,800	4,800	100
	Noble	4,500	4,500	100
	Oklahoma	246,500	244,900	99
	Payne	24,100	23,800	99
	Pottawatomie	22,100	21,900	99
	Roger Mills	1,700	1,700	100
	Seminole	10,000	9,900	99
	Washita	4,600	4,600	100
Woods	3,900	3,800	99	
Woodward	7,200	7,100	99	
Between 25-49%	OKLAHOMA			
	Carter	17,100	16,900	99
	Comanche	38,800	38,500	99
	Greer	2,600	2,600	100
	Tillman	4,000	4,000	100

(Continued on page A-937)

Station Totals	747,800	741,600	99
Net Weekly Circulation (1992)			566,500
Average Daily Circulation (1992)			339,000

Oklahoma—Oklahoma City

KOCB

Ch. 34

Network Service: None, independent.

Licensee: Oklahoma City Bcstg. Co., 1501 N.E. 85th St., Oklahoma City, OK 73131.

Studio: 1501 N.E. 85th St., Oklahoma City, OK 73131.

Mailing Address: Box 13034, Oklahoma City, OK 73113.

Telephone: 405-478-3434. **Fax:** 405-478-1027.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1167-kw max. & 785-kw horizontal visual, 116.7-kw max. & 78.5-kw horizontal aural. Antenna: 1209-ft. above av. terrain, 1257-ft. above ground, 2397-ft. above sea level.

Latitude 35° 33' 36"
Longitude 97° 29' 07"

Transmitter: N.E. 85th St. at Ridgeway.

Satellite Earth Stations: Prodelin, 4.5-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

Ownership: Oklahoma City Broadcasting Co.

Began Operation: November 1, 1979. Purchase of remaining 80% by Oklahoma City Bcstg. Inc. from General Media Corp. approved by FCC Feb. 16, 1983. Transfer of control to Beverly Hills Hotel Corp., et al., approved Oct. 21, 1983. Transfer of control to present owner approved Jan. 5, 1990.

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

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

Represented (engineering): Gallagher & Associates, Consulting Radio Engineers.

Personnel:

- Ted Baze, President & General Manager.
- T. Dan Loving, Vice President & Director of Sales.
- Glen Parker, Vice President & Business Manager.
- Greg Miller, Vice President & Director of Engineering.
- Bob Pingleton, Local Sales Manager.
- Brian Hill, Director of Creative Services.

Highest 30 Sec. Rate: \$300.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OKLAHOMA			
	Caddo	11,600	11,500	99
	Canadian	26,500	26,300	99
	Kingfisher	5,100	5,100	100
	McClain	8,900	8,800	99
Between 25-49%	OKLAHOMA			
	Beckham	7,600	7,500	99
	Blaine	4,700	4,600	99
	Cleveland	64,200	63,600	99
	Custer	10,800	10,700	99
	Garfield	22,700	22,500	99
	Garvin	10,700	10,600	99
	Grady	15,900	15,700	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Grant	2,300	2,300	100
	Greer	2,600	2,600	100
	Hughes	5,400	5,400	100
	Kay	19,600	19,400	99
	Lincoln	11,400	11,300	99
	Logan	10,700	10,600	99
	Major	3,200	3,100	97
	Murray	4,800	4,800	100
	Oklahoma	246,500	244,900	99
	Payne	24,100	23,800	99
	Pottawatomie	22,100	21,900	99
Seminole	10,000	9,900	99	
Between 5-24%	OKLAHOMA			
	Alfalfa	2,400	2,400	100
	Harmon	1,600	1,600	100
	Jackson	10,700	10,600	99
	Kiowa	4,800	4,800	99
	Noble	4,500	4,500	100
	Okfuskee	4,200	4,100	98
	Pawnee	6,400	6,300	98
Pontotoc	13,400	13,300	99	
Roger Mills	1,700	1,700	100	
Washita	4,600	4,600	100	
Station Totals		605,700	600,800	99
Net Weekly Circulation (1992)				247,000
Average Daily Circulation (1992)				86,300

Oklahoma—Oklahoma City

KOCO-TV Ch. 5

Network Service: ABC.

Licensee: Combined Communications Corp. of Oklahoma Inc., Box 14555, Oklahoma City, OK 73113.

Studio: 1300 E. Britton Rd., Oklahoma City, OK 73131.

Mailing Address: Box 14555, Oklahoma City, OK 73113.

Telephone: 405-478-3000. **Fax:** 405-478-4721.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 14.5-kw aural. Antenna: 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

Latitude 35° 33' 45"
Longitude 97° 29' 24"

Holds CP for change to 1522-ft. above av. terrain, 1516-ft. above ground, 2680-ft. above sea level, transmitter to 1200 E. Britton Rd. BPCT-910315KF.

Transmitter: 0.33-mi. E of N. Kelly Ave. on Britton Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, ESDI, Gannett News Service, National Weather Service, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: June 19, 1954. Sale to L. E. Caster (75%) and Ashley L. Robinson (25%) by Streets Electronics Inc. approved by FCC Dec. 11, 1957 (*Television Digest*, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al., approved March 5, 1958 (Vol. 14:7, 8, 10). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23; 1:4). Transfer to Combined Communications approved July 17, 1970 (Vol. 10:30). Merger of Combined with Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24).

Represented (sales): Blair Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Thomas Kirby, President & General Manager.
- Lynette Rodriguez, Vice President & Business Manager.
- Jerry Hart, Vice President, Operations.
- Brent Hensley, General Sales Manager.
- Marie Curkan Flanagan, News Director.
- Terry Smith, Chief Engineer.

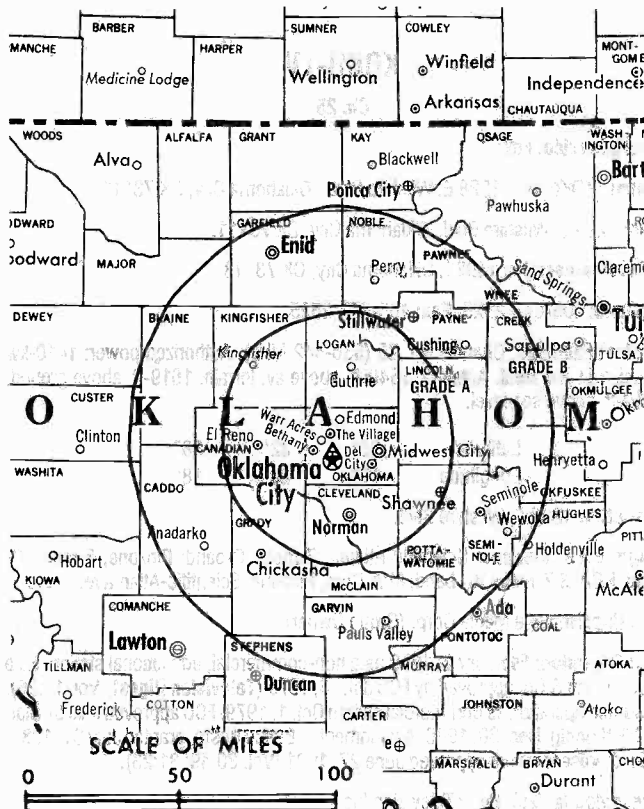
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,400	2,400	100
	Blaine	4,700	4,600	99
	Caddo	11,600	11,500	99
	Canadian	26,500	26,300	99
	Cleveland	64,200	63,600	99
	Custer	10,800	10,700	99
	Dewey	2,200	2,200	100
	Ellis	1,900	1,800	97
	Garfield	22,700	22,500	99
	Garvin	10,700	10,600	99
	Grady	15,900	15,700	99
	Grant	2,300	2,300	100
	Harper	1,700	1,700	100



KOCO-TV BPCT-910315KF Granted 6/7/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hughes	5,400	5,400	100
	Kay	19,600	19,400	99
	Kingfisher	5,100	5,100	100
	Lincoln	11,400	11,300	99
	Logan	10,700	10,600	99
	McClain	8,900	8,800	99
	Major	3,200	3,100	97
	Murray	4,800	4,800	100
	Noble	4,500	4,500	100
	Oklahoma	246,500	244,900	99
	Payne	24,100	23,800	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,100	21,900	99
	Seminole	10,000	9,900	99
Woods	3,900	3,800	99	
Woodward	7,200	7,100	99	
Between 25-49%	OKLAHOMA	7,600	7,500	99
	Beckham	10,700	10,600	99
	Jackson	4,200	4,100	98
	Okfuskee	16,600	16,400	99
	Pittsburg	16,900	16,800	99
	Stephens	4,000	4,000	100
Between 5-24%	Washita	4,600	4,600	100
	OKLAHOMA	4,600	4,600	100
	Atoka	17,100	16,900	99
	Carter	2,300	2,300	100
	Coal	38,800	38,500	99
	Comanche	3,000	3,000	100
	Jefferson	4,800	4,800	99
Kiowa	6,400	6,300	98	
Pawnee				
Station Totals		720,000	714,000	99
Net Weekly Circulation (1992)				518,600
Average Daily Circulation (1992)				299,600

Oklahoma—Oklahoma City

KOKH-TV

Ch. 25

Network Service: Fox.

Licensee: KOKH Inc., 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

Studio: 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

Mailing Address: Box 14925, Oklahoma City, OK 73113.

Telephone: 405-843-2525. **Fax:** 405-843-2525.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1410-kw visual, 141-kw aural. Antenna: 1540-ft. above av. terrain, 1619-ft. above ground, 2749-ft. above sea level.

Latitude 35° 32' 58"
Longitude 97° 29' 18"

Transmitter: 1228 E. Wilshire Blvd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Pinzone, 5-meter C-band; RCA, 3.7-meter Ku-band; M/A-Corn, Pinzone, Scientific-Atlanta receivers.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: February 2, 1959 as a non-commercial, educational station. Sale to John Blair & Co. approved by FCC June 6, 1979 (*Television Digest*, Vol. 19:25). Resumed operation as commercial station Oct. 1, 1979. FCC approved sale by Blair to Gillett Bcstg. Dec. 30, 1986. Assignment to Busse Bcstg. granted July 31, 1987. Sale to present owner approved June 27, 1991 (Vol. 30:49; 31:23).

Represented (sales): Petry Television Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

Harlan Reams, President & General Manager.

Louis Palos, Local Sales Manager.

Dian Johnson, Director, Program Services.

Vicky Buchner, Director of Promotion Services.

Sheila Parrish, Controller.

Jay Holmes, Chief Engineer.

Rates: On request.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Beckham	7,600	7,500	99
	Canadian	26,500	26,300	99
	Cleveland	64,200	63,600	99
	Custer	10,800	10,700	99
	Grant	2,300	2,300	100
	Kingfisher	5,100	5,100	100
	Lincoln	11,400	11,300	99
	Logan	10,700	10,600	99
	Mc Clain	8,900	8,800	99
	Major	3,200	3,100	97
	Oklahoma	246,500	244,900	99
	Pottawatomie	22,100	21,900	99
	Seminole	10,000	9,900	99
Between 25-49%	OKLAHOMA			
	Blaine	4,700	4,600	99
	Caddo	11,600	11,500	99
	Garfield	22,700	22,500	99



KOKH-TV BPCT-790625KE Granted 8/29/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Garvin	10,700	10,600	99
	Grady	15,900	15,700	99
	Greer	2,600	2,600	100
	Hughes	5,400	5,400	100
	Jackson	10,700	10,600	99
	Kay	19,600	19,400	99
	Kiowa	4,800	4,800	99
	Murray	4,800	4,800	100
	Noble	4,500	4,500	100
	Okfuskee	4,200	4,100	98
	Payne	24,100	23,800	99
	Pontotoc	13,400	13,300	99
	Roger Mills	1,700	1,700	100
	Stephens	16,900	16,800	99
Washita	4,600	4,600	100	
Between 5-24%	OKLAHOMA			
	Alfalfa	2,400	2,400	100
	Carter	17,100	16,900	99
	Comanche	38,800	38,500	99
	Creek	23,400	23,100	99
	Dewey	2,200	2,200	100
	Harmon	1,600	1,600	100
	Osage	15,300	15,200	99
	Pawnee	6,400	6,300	98
	Tillman	4,000	4,000	100
Woods	3,900	3,800	99	
TEXAS				
Lipscomb	1,200	1,200	100	
Station Totals		728,500	722,500	99
Net Weekly Circulation (1992)				323,500
Average Daily Circulation (1992)				129,700

Oklahoma—Oklahoma City

KSBI

Ch. 52

Network Service: None, independent.

Licensee: Locke Supply Co., Box 26128, Oklahoma City, OK 73126.

Telephone: 405-631-9701.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1355-kw max. visual, 135.5-kw max. aural. Antenna: 601-ft. above av. terrain, 520-ft. above ground, 1824-ft. above sea level.

Latitude 35° 22' 54"

Longitude 97° 29' 20"

Transmitter: 1300 S.E.-82nd St., Oklahoma City

Ownership: Locke Supply Co.

Began Operation: October 7, 1988.

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

Personnel:

Kimberly Brunson, General Manager.

Ron Tutor, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



KSBI BMPCT-851114KJ Granted 12/20/85

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City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Oklahoma—Oklahoma City

KTBO-TV

Ch. 14

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting of Oklahoma City, 3705 N.W. 63rd, Oklahoma City, OK 73116.

Studio: 3705 N.W. 63rd, Oklahoma City, OK 73116.

Telephone: 405-848-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 575-kw max. visual. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

Latitude	35°	34'	30"
Longitude	97°	29'	04"

Transmitter: 1300 N.E. 108th St., Oklahoma City.

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

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operation: March 6, 1981.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

John Gordon, General Manager.
Joanne Mann, Production Coordinator.

Highest 30 Sec. Rate: \$72.

Arbitron Data: Not available.



City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Oklahoma—Oklahoma City

KWTV
Ch. 9

Network Service: CBS.

Licensee: Griffin Television Inc., 7401 N. Kelley Ave., Oklahoma City, OK 73111.

Studio: 7401 N. Kelley Ave., Oklahoma City, OK 73111.

Telephone: 405-843-6641. **TWX:** 910-830-6852. **Fax:** 405-841-9135.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1525-ft. above av. terrain, 1577-ft. above ground, 2690-ft. above sea level.

Latitude 35° 32' 58"
Longitude 97° 29' 50"

Transmitter: 7401 N. Kelley Ave.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 4.6-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Harris, 3-meter C-band; AFC, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Midwest/Vertex, 3.57-meter Ku-band.

News Services: AP, CBS, Conus, UPI.

Ownership: Griffin Television Inc. (Group Owner).

Began Operation: December 20, 1953.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- David F. Griffin, President & General Manager.
- Jerry Dalrymple, Executive Vice President & Director of Operations.
- Rob Krier, General Sales Manager.
- Tim Payne, Local Sales Manager.
- Tom Newberry, News Director.
- Angela Jaramillo, Program Director.
- Richard Dutton, Operations Manager.
- Rick Buchanan, Promotion & Marketing Director.
- Bettye Ferguson, Business Manager.
- Julie Cameron, Engineering Supervisor.
- Stewart Stubbs, Engineering Supervisor.

Rates: On request.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 45.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,400	2,400	100
	Beckham	7,600	7,500	99
	Blaine	4,700	4,600	99
	Caddo	11,600	11,500	99
	Canadian	26,500	26,300	99
	Cleveland	64,200	63,600	99
	Custer	10,800	10,700	99
	Dewey	2,200	2,200	100
	Ellis	1,900	1,800	97
	Garfield	22,700	22,500	99
	Garvin	10,700	10,600	99
	Grady	15,900	15,700	99
	Grant	2,300	2,300	100
	Greer	2,600	2,600	100
	Harmon	1,600	1,600	100
	Harper	1,700	1,700	100
Hughes	5,400	5,400	100	



KWTV BPCT -860520KI Granted 7/29/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	10,700	10,600	99
	Kay	19,600	19,400	99
	Kingfisher	5,100	5,100	100
	Kiowa	4,800	4,800	99
	Lincoln	11,400	11,300	99
	Logan	10,700	10,600	99
	McClain	8,900	8,800	99
	Major	3,200	3,100	97
	Murray	4,800	4,800	100
	Noble	4,500	4,500	100
	Oklahoma	246,500	244,900	99
	Payne	24,100	23,800	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,100	21,900	99
	Roger Mills	1,700	1,700	100
	Seminole	10,000	9,900	99
	Washita	4,600	4,600	100
Woods	3,900	3,800	99	
Woodward	7,200	7,100	99	
Between 25-49%	OKLAHOMA			
	Carter	17,100	16,900	99
	Cotton	2,700	2,700	100
	Okfuskee	4,200	4,100	98
	Pittsburg	16,600	16,400	99
Between 5-24%	OKLAHOMA			
	Atoka	4,600	4,600	100
	Bryan	13,200	13,000	98
Coal	2,300	2,300	100	
(Continued on page A-937)				
Station Totals		761,900	755,500	99
Net Weekly Circulation (1992)				571,400
Average Daily Circulation (1992)				357,700

Oklahoma—Sayre

KVIJ-TV

Ch. 8

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

Studio: See KVII-TV, Amarillo, TX.

Telephones: 405-928-3233; 806-373-1787. **Fax:** 806-371-7329.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 131.5-kw visual, 26.3-kw aural. Antenna: 580-ft. above av. terrain, 629-ft. above ground, 2749-ft. above sea level.

Latitude	35°	25'	25"
Longitude	99°	50'	30"

Transmitter: NW corner of junction of Hwys. 6 & 152.

Multichannel TV Sound: Stereo only.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: August 7, 1961. Left air Aug. 11, 1965. Sale to Bass Bcstg. by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (*Television Digest*, Vol. 5:33). Resumed operation May 17, 1966. Sale to present owner by Bass Bcstg. approved by FCC Dec. 19, 1975.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

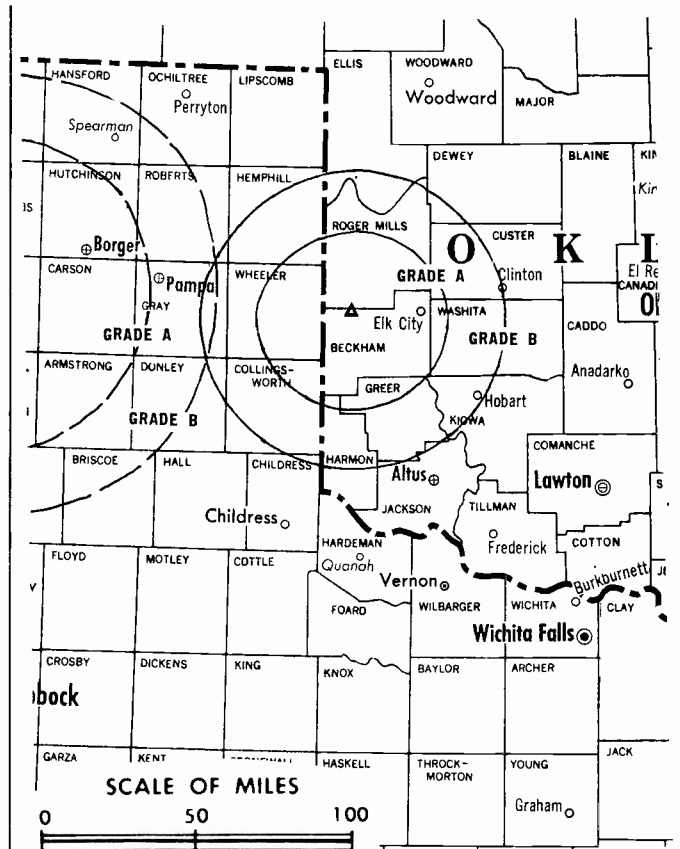
James R. McCormick, General Manager.

John Patrick, General Sales Manager.

Steve Pritchett, News Director.

Mac Douglas, Program Director.

Phil Huffman, Promotion & Marketing Director.



KVIJ-TV BPCT-861007KI Granted 12/11/86

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John Janeway, Business Manager.

Bill Canady, Chief Engineer.

Rates: On request.

Arbitron Data: Figures included with KVII-TV, Amarillo, TX.

City of License: Sayre. **ADI:** Amarillo. **Rank:** 128.

Oklahoma—Tulsa

KJRH

Ch. 2

Network Service: NBC.

Licensee: Scripps Howard Broadcasting Co., 3701 S. Peoria Ave., Tulsa, OK 74105-3269.

Studio: 3701 S. Peoria Ave., Tulsa, OK 74105-3269.

Mailing Address: Box 2, Tulsa, OK 74101.

Telephone: 918-743-2222. **TWX:** 910-845-2134. **Fax:** 918-748-1460.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circular polarized, 1828-ft. above av. terrain, 1775-ft. above ground, 2465-ft. above sea level.

Latitude 36° 01' 15"
Longitude 95° 40' 32"

Transmitter: 9870 S. 273rd E. Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microwave General, 5-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, CNN, CNN Headline News, NBC, NIWS, Oklahoma News Network, Southwest Newswire, UPI.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: December 5, 1954. Sale to present owner by Central Plains Enterprises Inc. approved by FCC Nov. 25, 1970 (Television Digest, Vol. 10:24, 48).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

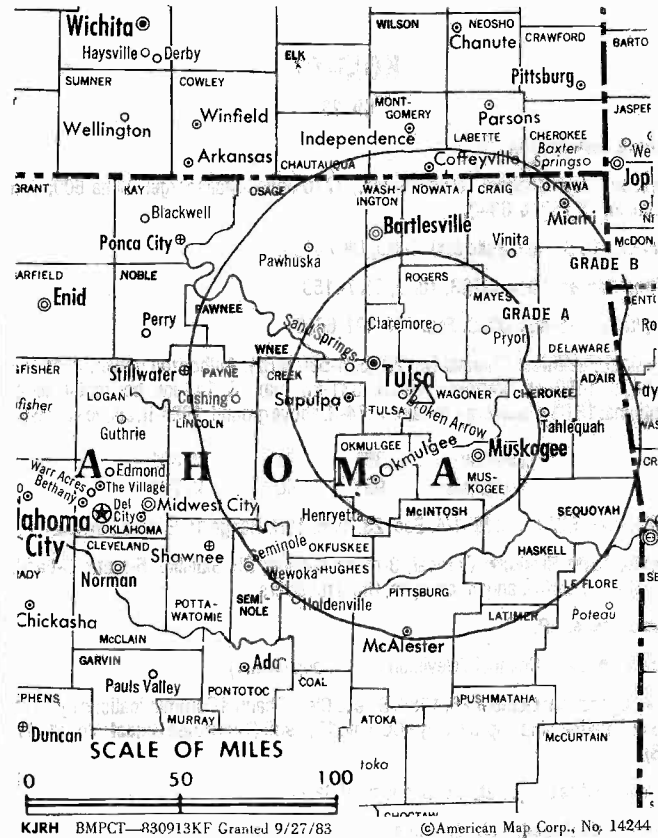
- William J. Donahue, General Manager.
- Michael Vrabac, General Sales Manager.
- Rick Rollins, National Sales Manager.
- Vic Turner, Director of Engineering.
- Ed Scripps, News Director.
- Peggy Loop, Business Manager.
- Steve Arnett, Marketing Manager.
- Dave Fling, Production Manager.

Rates: On request.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	2,000	2,000	100
	Montgomery	15,900	15,600	98
	OKLAHOMA			
	Adair	6,900	6,700	97
	Cherokee	13,000	12,800	98
	Craig	5,500	5,400	98
	Creek	23,400	23,100	99
	Delaware	11,600	11,300	98
	Haskell	4,600	4,500	98
	Latimer	3,900	3,800	97
Mc Intosh	7,100	7,000	99	
Mayes	13,100	12,900	99	
Muskogee	26,100	25,800	99	
Nowata	4,100	4,100	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Okmulgee	14,600	14,500	99
	Osage	15,300	15,200	99
	Pawnee	6,400	6,300	98
	Pittsburg	16,600	16,400	99
	Rogers	20,500	20,300	99
	Tulsa	210,600	209,300	99
	Wagoner	18,000	17,800	99
Washington	18,300	18,200	99	
Between 25-49%	OKLAHOMA			
	Okfuskee	4,200	4,100	98
	Ottawa	12,400	12,300	99
Sequoyah	13,000	12,800	98	
Between 5-24%	ARKANSAS			
	Benton	39,300	38,600	98
	Polk	6,800	6,600	97
Washington	43,900	43,100	98	
KANSAS	Elk	1,500	1,500	100
	Labette	9,500	9,400	99
	Neosho	6,700	6,600	99
	Wilson	4,400	4,300	98
	MISSOURI			
Mc Donald	6,500	6,400	98	
OKLAHOMA	Hughes	5,400	5,400	100
	Kay	19,600	19,400	99
	Le Flore	17,200	16,900	98
	Lincoln	11,400	11,300	99
	Payne	24,100	23,800	99
	Pushmataha	4,700	4,600	98
	Station Totals		688,100	680,100
Net Weekly Circulation (1992)				405,400
Average Daily Circulation (1992)				228,700

KOKI-TV

Ch. 23

Network Service: Fox.

Licensee: Clear Channel Television Inc., 7710 Jones-Maltsberger, Suite 600, San Antonio, TX 76216-6940.

Studio: 5416 S. Yale, Suite 500, Tulsa, OK 74135.

Mailing Address: Box 33223, Tulsa, OK 74153.

Telephone: 918-491-0023. **Fax:** 918-491-6650.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3310-kw max. & 1480-kw horizontal visual, 331-kw max. & 148-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1274-ft. above ground, 1994-ft. above sea level.

Latitude 36° 01' 35.80"
Longitude 95° 40' 43.70"

Transmitter: SW 1/4 of NE 1/4, Sec. 23, Twp. 18N, Range 15 E, near Coweta.

Satellite Earth Stations: Comsat, 3-meter C-band; DH Satellite, 5-meter C-band; RCA, 3-meter Ku-band; Microdyne, Omni receivers.

News Service: AP.

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

Began Operation: October 26, 1980. Sale to Clear Channel Communications by Tulsa 23 Ltd. Partnership approved by FCC Nov. 17, 1989 (Television Digest, Vol. 29:11, 48).

Represented (sales): Katz Independent TV Sales.

Represented (legal): Cohn & Marks.

Represented (engineering): Marsand Inc.

Personnel:

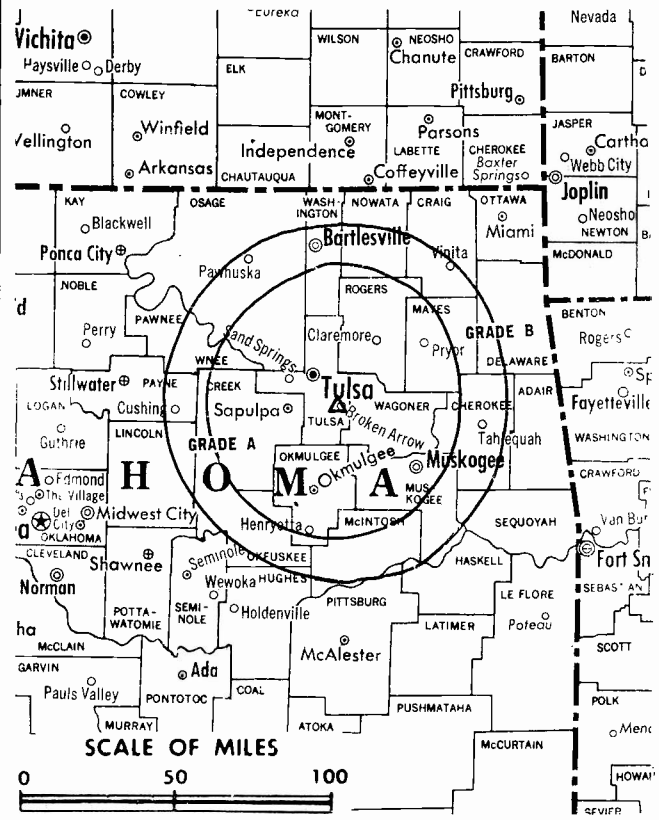
- Jason Elkin, Vice President & General Manager.
- Hal Capron, General Sales Manager.
- Paul Herz, National Sales Manager.
- Dan Lyons, Regional Sales Manager.
- Mike DeClue, Chief Engineer.
- Jack Bunds, News Director.
- Mark McKay, Director of Operations & Programming.
- Sandee Cooper, Business Manager.
- Irv Johnson, Production Supervisor.
- Lee Reams, Creative Services Manager.

Rates: On request.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Cherokee	13,000	12,800	98
	Creek	23,400	23,100	99
	Mayes	13,100	12,900	99
	Muskogee	26,100	25,800	99
	Nowata	4,100	4,100	100
	Okmulgee	14,600	14,500	99
	Osage	15,300	15,200	99
	Pittsburg	16,600	16,400	99
	Rogers	20,500	20,300	99



KOKI-TV BMPCT-800421KE Granted 7/28/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tulsa	210,600	209,300	99
	Wagoner	18,000	17,800	99
	Washington	18,300	18,200	99
Between 25-49%	KANSAS			
	Chautauqua	2,000	2,000	100
	Montgomery	15,900	15,600	98
	OKLAHOMA			
	Adair	6,900	6,700	97
	Craig	5,500	5,400	98
	Delaware	11,600	11,300	98
	Haskell	4,600	4,500	98
	Hughes	5,400	5,400	100
	Kay	19,600	19,400	99
Between 5-24%	Mc Intosh	7,100	7,000	99
	Okfuskee	4,200	4,100	98
	Ottawa	12,400	12,300	99
	Pawnee	6,400	6,300	98
	Sequoyah	13,000	12,800	98
	KANSAS			
	Cherokee	8,600	8,500	99
	Labette	9,500	9,400	99
	OKLAHOMA			
	Latimer	3,900	3,800	97
Le Flore	17,200	16,900	98	
Station Totals		547,400	541,800	99
Net Weekly Circulation (1992)				295,600
Average Daily Circulation (1992)				139,200

Oklahoma—Tulsa

KOTV
Ch. 6

Network Service: CBS.

Licensee: KOTV Inc., Box 6, Tulsa, OK 74101

Studio: 302 S. Frankfort St., Tulsa, OK 74120.

Telephone: 918-582-6666. Fax: 918-582-9585.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1885-ft. above av. terrain, 1839-ft. above ground, 2549-ft. above sea level.

Latitude 36° 01' 15"
Longitude 95° 40' 32"

Transmitter: Approx. 1.8-mi. E of Oneta, N of intersection of Muskogee Toll Rd. & S. 101st St.

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

News Services: AP, CBS, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: October 22, 1949. Sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (Television Digest, Vol. 8:19, 31). Sale to Corinthian Bcstg. approved May 13, 1954 (Vol. 10:20). Merger of Corinthian Bcstg. with Dun & Bradstreet approved by FCC April 14, 1971 (Vol. 11:16, 21). Sale to present owner by Corinthian approved Nov. 22, 1983 (Vol. 23:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

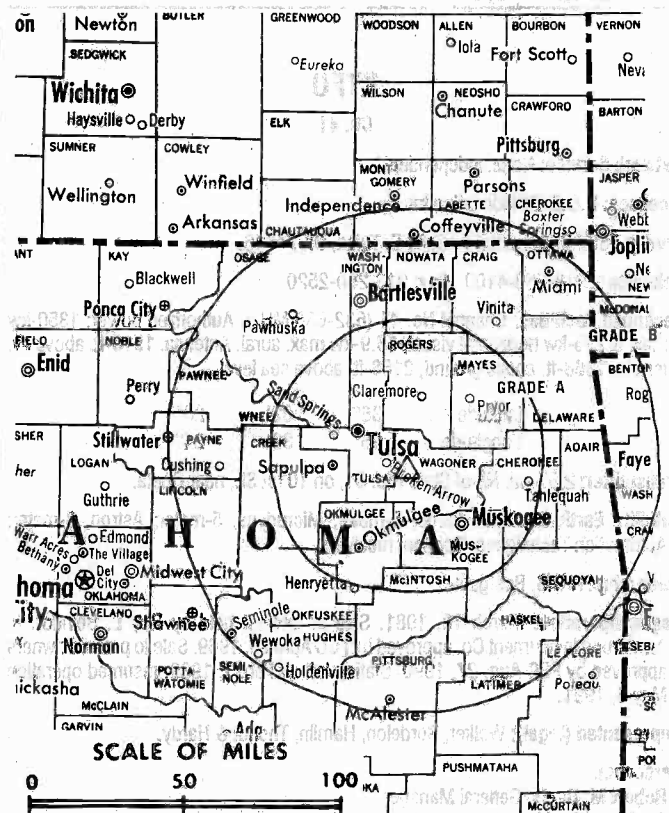
- Ward Huey, Vice Chairman, A. H. Belo Corp. & President, Broadcast Division.
- James Moroney, Vice President & General Manager.
- Peter Diaz, General Sales Manager.
- Shawn Jordan, National Sales Manager.
- Jeff Gurley, Regional Sales Manager.
- Scott Parks, News Director.
- Paul Fry, Financial Manager.
- Don Stafford, Chief Engineer.
- Donita Quesnel, Promotion Manager.
- John Quesnel, Production Manager.

Rates: On request.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. Country coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	2,000	2,000	100
	Montgomery	15,900	15,600	98
	OKLAHOMA			
	Adair	6,900	6,700	97
	Cherokee	13,000	12,800	98
	Craig	5,500	5,400	98
	Creek	23,400	23,100	99
	Delaware	11,600	11,300	98
	Haskell	4,600	4,500	98
	Kay	19,600	19,400	99
	Latimer	3,900	3,800	97
	Mc Intosh	7,100	7,000	99



KOTV BMPCT—830906KE Granted 9/27/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mayes	13,100	12,900	99
	Muskogee	26,100	25,800	99
	Nowata	4,100	4,100	100
	Okmulgee	14,600	14,500	99
	Osage	15,300	15,200	99
	Pawnee	6,400	6,300	98
	Pittsburg	16,600	16,400	99
	Rogers	20,500	20,300	99
	Tulsa	210,600	209,300	99
	Wagoner	18,000	17,800	99
Washington	18,300	18,200	99	
Between 25-49%	OKLAHOMA			
	Okfuskee	4,200	4,100	98
	Ottawa	12,400	12,300	99
	Payne	24,100	23,800	99
Sequoyah	13,000	12,800	98	
Between 5-24%	ARKANSAS			
	Benton	39,300	38,600	98
Washington	43,900	43,100	98	
KANSAS	Elk	1,500	1,500	100
	Labette	9,500	9,400	99
	Wilson	4,400	4,300	98
MISSOURI	Mc Donald	6,500	6,400	98
OKLAHOMA	Hughes	5,400	5,400	100
	Le Flore	17,200	16,900	98
	Lincoln	11,400	11,300	99
	Pushmataha	4,700	4,600	98
	Station Totals		674,600	666,900
Net Weekly Circulation (1992)				456,600
Average Daily Circulation (1992)				276,800

Oklahoma—Tulsa

KTFO
Ch. 41

Network Service: None, independent.

Licensee: R.D.S. Broadcasting Inc.

Studio: 5807 S. Garnett Rd., Suite E, Tulsa, OK 74146.

Telephone: 918-250-4100. **Fax:** 918-250-2520.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1350-kw max. & 295-kw horizontal visual, 58.9-kw max. aural. Antenna: 1510-ft. above av. terrain, 1368-ft. above ground, 2168-ft. above sea level.

Latitude 36° 02' 28"
Longitude 95° 39' 24"

Transmitter: 2.67-mi. NE of State Rte. 51, on 101st St., near Oneta.

Satellite Earth Stations: Harris, 5-meter; Microdyne, 5-meter; Astron, 3-meter; Automation Techniques, Gardiner receivers.

Ownership: R.D.S. Bcstg. Inc.

Began Operation: March 18, 1981. Sale of interest held by Ray L. Beindorf to Armstrong Investment Co. approved by FCC April 26, 1989. Sale to present owners approved by FCC Aug. 27, 1990. Station left air Feb. 1, 1989; resumed operation May 6, 1991.

Represented (legal): Walker, Bordelon, Hamlin, Theriot & Hardy.

Personnel:

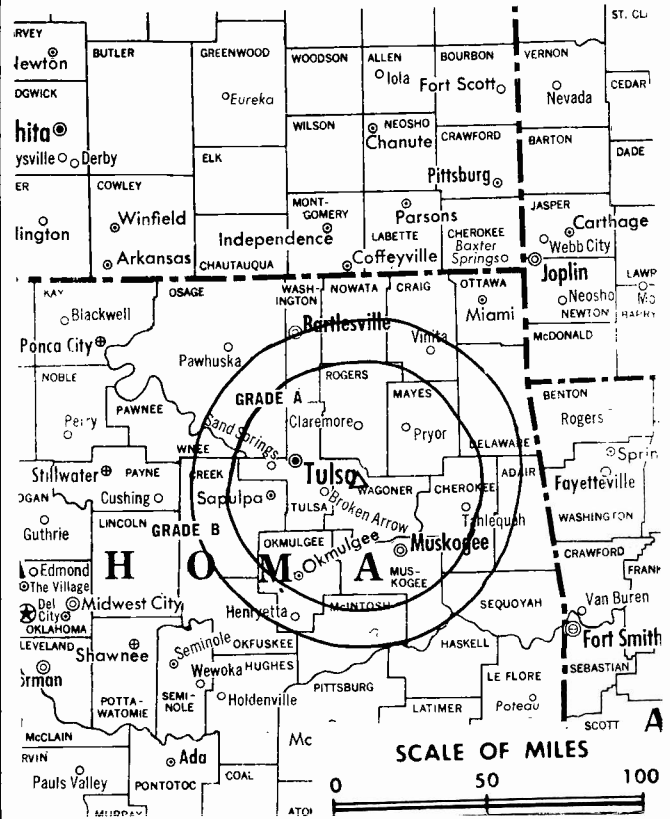
- Robert M. Davis, General Manager.
- David G. Sheridan, Sales Manager.
- Dean Bruner, Chief Engineer.

Rates: On request.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Cherokee	13,000	12,800	98
	Creek	23,400	23,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Muskogee	26,100	25,800	99
	Okfuskee	4,200	4,100	98
	Rogers	20,500	20,300	99
	Wagoner	18,000	17,800	99
Station Totals		105,200	103,900	99
Net Weekly Circulation (1992)				17,800
Average Daily Circulation (1992)				6,200

Oklahoma—Tulsa

KTUL-TV

Ch. 8

Network Service: ABC.

Licensee: KTUL Television Inc., Box 8, Tulsa, OK 74101.

Studio: Lookout Mountain, Tulsa, OK 74107.

Mailing Address: Box 8, Tulsa, OK 74101.

Telephone: 918-445-8888. **TWX:** 910-845-2181. **Fax:** 918-445-9316.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 08"
Longitude 95° 36' 55"

Transmitter: 13455 S. 321st St. E, 2.3-mi. NE of Coweta, OK.

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

SNG Mobile Dish: Andrew, 2.7-meter Ku-band.

News Services: Conus, NIWS, UPI, Washington News Bureau.

Ownership: Allbritton Communications Company (Group Owner).

Began Operation: September 18, 1954. Sale to present owner by Leake TV Inc. approved by FCC Feb. 14, 1983 (Television Digest, Vol. 22:45).

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

Dan Bates, President & General Manager.
John Dowd, General Sales Manager.
Garry Porterfield, National Sales Manager.
Ron Stevens, Local Sales Manager.
Roger Herring, Director of Operations.
Regina Moon, Director of On-Air Product.
Lisa Gendein, Programming Coordinator.
Mike Cunningham, Promotion Manager.
Lori Wacker, Director of Business Affairs.
Doug Bonebrake, Production Manager.

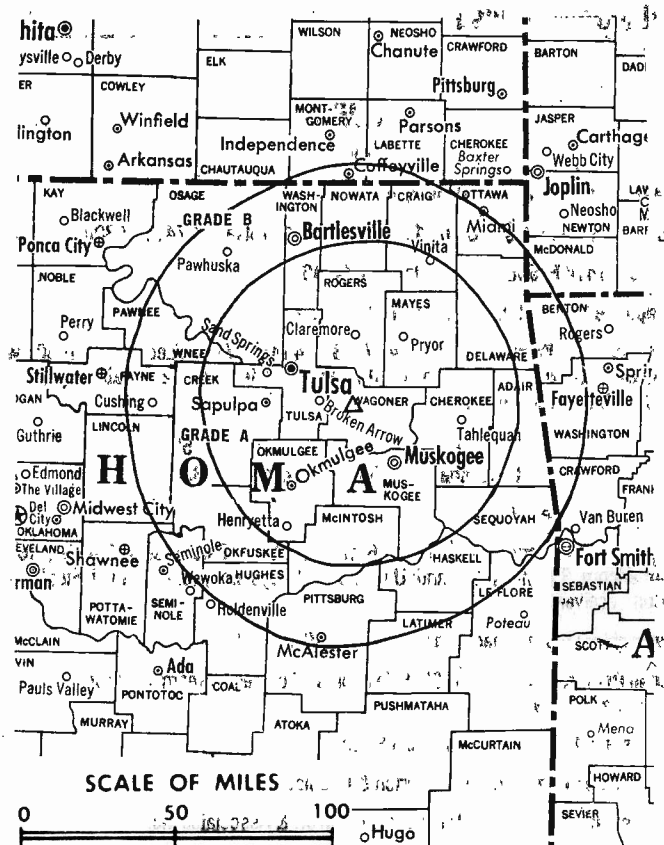
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	2,000	2,000	100
	Montgomery	15,900	15,600	98
	OKLAHOMA			
	Adair	6,900	6,700	97
	Cherokee	13,000	12,800	98
	Craig	5,500	5,400	98
	Creek	23,400	23,100	99
	Delaware	11,600	11,300	98
	Haskell	4,600	4,500	98
	Hughes	5,400	5,400	100
	Latimer	3,900	3,800	97
	Mc Intosh	7,100	7,000	99
	Mayes	13,100	12,900	99
Muskogee	26,100	25,800	99	
Nowata	4,100	4,100	100	
Okfuskee	4,200	4,100	98	
Okmulgee	14,600	14,500	99	
Osage	15,300	15,200	99	



KTUL-TV BPCT-2941 Granted 2/19/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ottawa	12,400	12,300	99
	Pawnee	6,400	6,300	98
	Pittsburg	16,600	16,400	99
	Rogers	20,500	20,300	99
	Sequoyah	13,000	12,800	98
	Tulsa	210,600	209,300	99
	Wagoner	18,000	17,800	99
Washington	18,300	18,200	99	
Between 25-49%	ARKANSAS			
	Benton	39,300	38,600	98
	Washington	43,900	43,100	98
KANSAS	Labette	9,500	9,400	99
	OKLAHOMA			
	Le Flore	17,200	16,900	98
	Mc Curtain	12,800	12,500	98
	Seminole	10,000	9,900	99
Between 5-24%	ARKANSAS			
	Crawford	16,200	15,900	98
	Scott	4,200	4,100	98
	Sebastian	40,600	40,200	99
	KANSAS			
	Cherokee	8,600	8,500	99
Elk	1,500	1,500	100	
Wilson	4,400	4,300	98	
MISSOURI	Mc Donald	6,500	6,400	98
	Newton	16,900	16,700	99
	OKLAHOMA			
Kay	19,600	19,400	99	
Lincoln	11,400	11,300	99	
Payne	24,100	23,800	99	
Pushmataha	4,700	4,600	98	
Station Totals		783,900	774,700	99
Net Weekly Circulation (1992)				503,700
Average Daily Circulation (1992)				305,000

Oklahoma—Tulsa

KWHB Ch. 47

Network Service: None, independent.

Licensee: Le Sea Bcstg. Corp., 11414 E. 58th St., Tulsa, OK 74146-6800.

Studio: 11414 E. 58th Street, Tulsa, OK 74146.

Telephone: 918-250-9402. **Fax:** 918-254-5614.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1660-kw visual, 166-kw aural. Antenna: 1510-ft. above av. terrain, 1425-ft. above ground, 1839-ft. above sea level.

Latitude 36° 01' 15"
Longitude 95° 40' 32"

Transmitter: Oneta, OK.

Satellite Earth Stations: Cyclesat, 3.6-meter Ku-band; Paracclipse, 4.8-meter; RCA Americom, 3.6-meter Ku-band; United Satellite Systems, 4.2-meter C-band; M/A-Com receivers.

Ownership: Le Sea Broadcasting Co. (Group Owner).

Began Operation: July 20, 1985. Sale to present owner by Kern family approved by FCC May 14, 1986.

Represented (sales): Landin Media Sales.

Represented (legal): Gardner, Carton & Douglas.

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

Personnel:

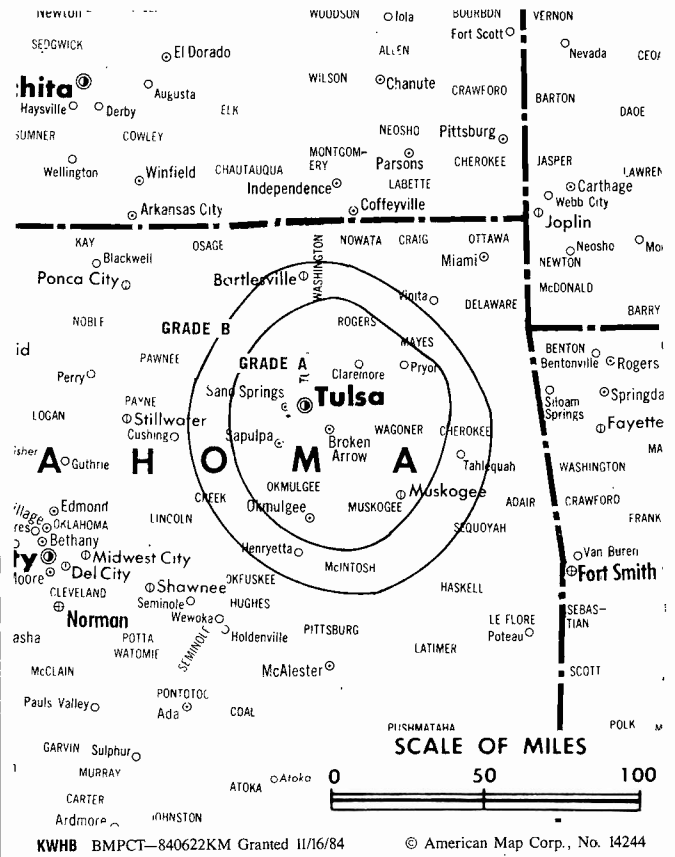
- Steve Morgan, General Manager.
- Pete Sumrall, General Sales Manager.
- Gary Murphy, Local Sales Manager.
- Jim Hobbs, Chief Engineer.

Rates: On request.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Creek	23,400	23,100	99
	Mc Intosh	7,100	7,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mayes	13,100	12,900	99
	Muskogee	26,100	25,800	99
	Nowata	4,100	4,100	100
	Okfuskee	4,200	4,100	98
	Okmulgee	14,600	14,500	99
	Osage	15,300	15,200	99
	Rogers	20,500	20,300	99
Tulsa	210,600	209,300	99	
Station Totals		339,000	336,300	99
Net Weekly Circulation (1992)			26,600	
Average Daily Circulation (1992)			8,000	

Oklahoma

**KFOR-TV, Oklahoma City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Atoka	4,600	4,600	100
	Coal	2,300	2,300	100
	Cotton	2,700	2,700	100
	Jefferson	3,000	3,000	100
	Johnston	3,900	3,800	97
	Osage	15,300	15,200	99
	Pawnee	6,400	6,300	98
Pittsburg	16,600	16,400	99	

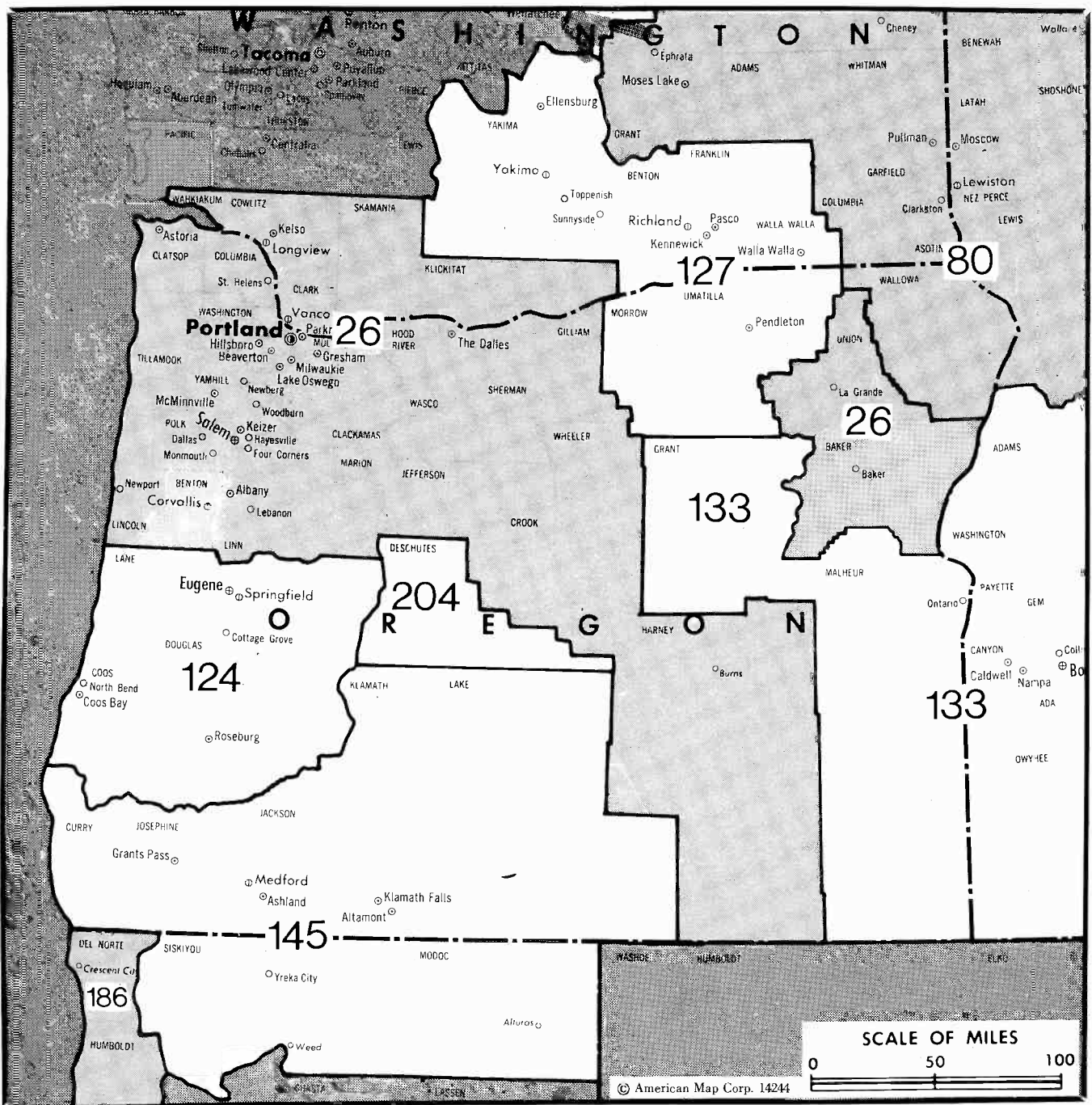
**KWTV, Oklahoma City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Comanche	38,800	38,500	99
	Jefferson	3,000	3,000	100
	Marshall	4,800	4,700	99
	Osage	15,300	15,200	99
	Pawnee	6,400	6,300	98



(This section contains mirrored text from the reverse side of the page, including station call letters and circulation data.)

Station	City	Net Weekly Circulation	Total Households	TV Households	%
KFOR-TV	Oklahoma City	Between 5-24%	16,600	16,400	99
KWTV	Oklahoma City	Between 5-24%	38,800	38,500	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland, OR	887,900	26	KATU (2), KBSP-TV (22), KEBN (32), KGW-TV (8), KNMT (24), KOIN (6), KPDX (49), KPTV (12)
Spokane, WA	315,600	80	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Eugene, OR	168,700	124	KCBY-TV (11), KEVU (34), KEZI (9), KMTR (16), KMTX-TV (46), KMTZ (23), KPIC (4), KVAL-TV (13)
Yakima, WA	167,500	127	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)
Boise, ID	158,400	133	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Medford, OR	137,900	145	KDKF (31), KDRV (12), KOBI (5), KOTI (2), KTVL (10)
Eureka, CA	56,000	186	KAEF (23), KIEM-TV (3), KVIQ-TV (6)
Bend, OR	29,900	204	KTVZ (21)

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

KBSP-TV & KEBN, Portland	See Salem, OR
KPDX, Portland	See Vancouver, WA

Oregon Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	12	9	21
Educational Television Stations	5	2	7
	17	11	28

Oregon—Bend

KTVZ
Ch. 21

Network Service: NBC.

Licensee: Resort Bcstg. Co., 3rd & Montgomery Sts., North Wales, PA 19454.

Studio: 62990 O.B. Riley Rd., Bend, OR 97701.

Mailing Address: Box 149, Bend, OR 97709.

Telephone: 503-383-2121. **TWX:** 910-459-6838. **Fax:** 503-382-1616.

Technical Facilities: Channel No. 21 (512-518 MHz); Authorized power: 77.9-kw max. & 31.6-kw horizontal visual, 3.16-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

Latitude 44° 04' 40"
Longitude 121° 19' 49"

Holds CP for change to 133-kw max. visual, 646-ft. above av. terrain, 167-ft. above ground, 4383-ft. above sea level. BPCT-920130KM.

Transmitter: Atop Awbrey Butte, 1-mi. NW of Bend.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter C-band; Harris, 9-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Stainless Broadcasting Co. (Group Owner).

Began Operation: November 6, 1977. Sale to present owners by Sierra Cascade Communications Inc. approved by FCC Oct. 30, 1986.

Represented (sales): Katz Television.

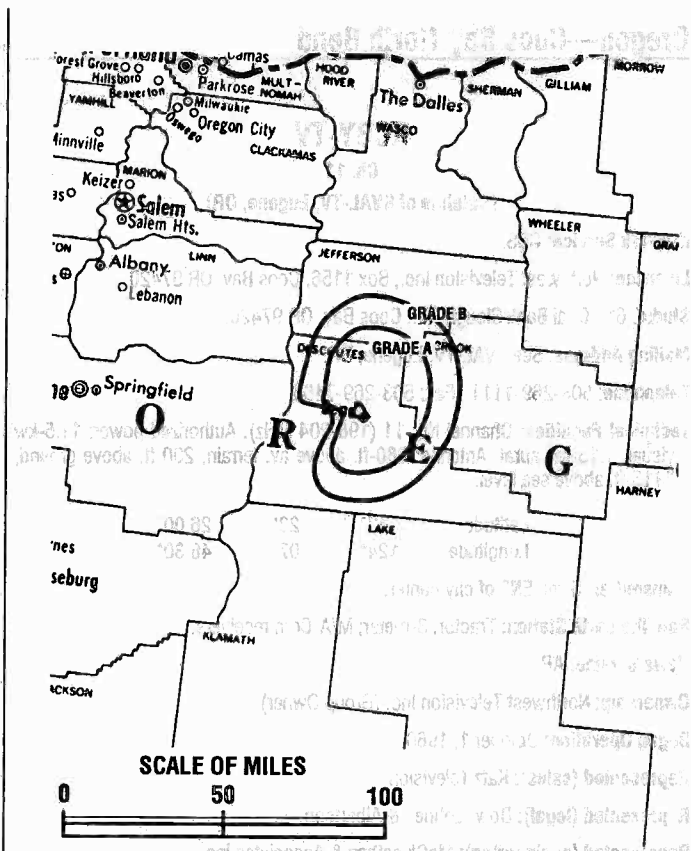
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- John Larkin, General Manager.
- Duncan Laing, General Sales Manager.
- Bryn Hazell, News Director.
- Natalie Forwood, Program Director.
- Kevin Raichi, Promotion Director.
- Ernie Pendergraft, Chief Engineer.
- Marge Weimar, Business Manager.

Rates: On request.



KTVZ BPCT-920130KM Granted 5/29/92 © American Map Corp., No. 14244

City of License: Bend. **ADI:** Bend. **Rank:** 204.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Crook	5,600	5,300	95
	Deschutes	29,000	27,500	95
	Jefferson	4,900	4,700	96
Station Totals		39,500	37,500	95
Net Weekly Circulation (1992)				30,700
Average Daily Circulation (1992)				17,600

Oregon—Coos Bay-North Bend

KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

Licensee: Northwest Television Inc., Box 1156, Coos Bay, OR 97420.

Studio: 611 Coal Bank Slough Rd., Coos Bay, OR 97420.

Mailing Address: See KVAL-TV, Eugene, OR.

Telephone: 503-269-1111. **Fax:** 503-269-7464.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 11.5-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1115-ft. above sea level.

Latitude	43°	23'	26.00"
Longitude	124°	07'	46.30"

Transmitter: 5-mi. ENE of city center.

Satellite Earth Station: Tractor, 3-meter; M/A-Com receivers.

News Service: AP.

Ownership: Northwest Television Inc. (Group Owner).

Began Operation: October 1, 1960.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

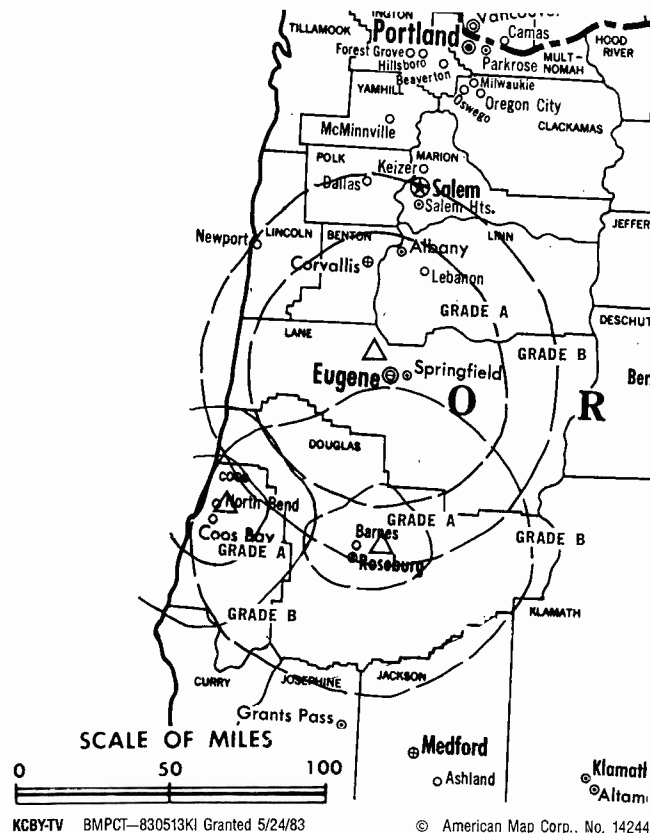
James W. Putney, Vice President & General Manager.

Bruce Bennett, Station Manager.

Joseph Lowe, Chief Engineer.

Mary Walker, Promotion Director.

Brent Smith, Production Manager.



Rates: On request.

Arbitron Data: Included with KVAL-TV, Eugene, OR.

City of License: Coos Bay. **AD1:** Eugene. **Rank:** 124.

Oregon—Coos Bay

KMTZ

Ch. 23

(Satellite of KMTR, Eugene, OR)

Licensee: KMTR Inc., Box 7308, Eugene, OR 97401.

Studio: See KMTR, Eugene.

Telephone: 503-267-0757. **Fax:** 503-267-0622.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 12.43-kw max. visual, 1.24-kw aural. Antenna: 623-ft. above av. terrain, 151-ft. above ground, 1030-ft. above sea level.

Latitude	43°	23'	39"
Longitude	124°	07'	56"

Transmitter: Atop Noah Butte, 4.8-mi. E of Coos Bay at 70° T.

Multichannel TV Sound: Planned.

News Services: AP, NBC.

Ownership: KMTR Inc. (Group Owner).

Began Operation: July 8, 1991.

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hatfield & Dawson.

Personnel:

Robert W. Davis, General Manager.

Rates: On request.

Arbitron Data: Included with KMTR, Eugene, OR.



KMTZ BMPCT-901113KG Granted 12/12/90 © American Map Corp., No. 14244

City of License: Coos Bay. ADI: Eugene. Rank: 124.

Oregon—Eugene

KEVU

Ch. 34

Network Service: None, independent.

Licensee: Telecasters of Eugene Inc., 2624 College Ave., Modesto, CA 95350.

Studio: 809 Glory St., Eugene, OR 99440.

Mailing Address: Box 1526, Eugene, OR 97404.

Telephone: 503-461-3436. **Fax:** 503-689-2733.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3070-kw max. visual. Antenna: 850-ft. above av. terrain, 141-ft. above ground, 1499-ft. above sea level.

Latitude	44°	00'	04"
Longitude	123°	06'	22"

Transmitter: Antenna Farm, 0.5-mi. SE of Blanton Rd.

Ownership: Telecasters of Eugene Inc.

Began Operation: October 30, 1991.

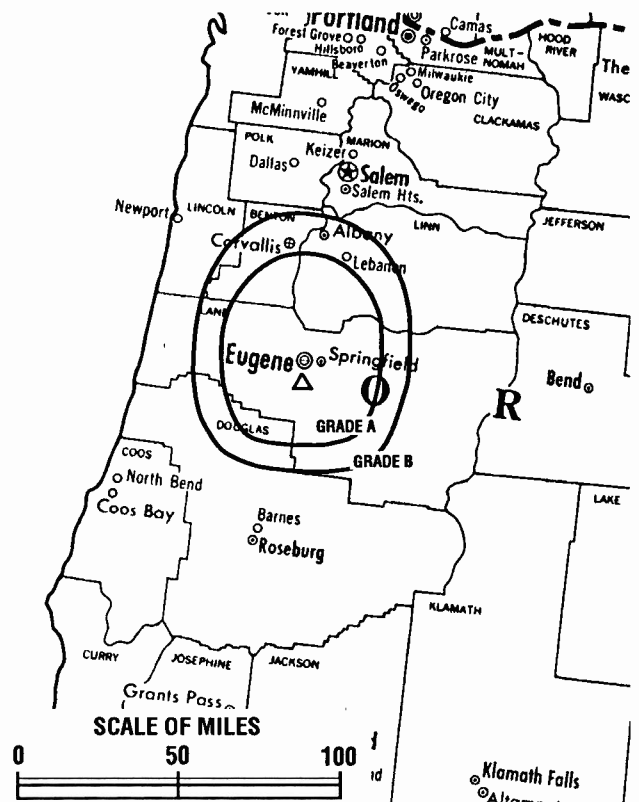
Represented (legal): Hildreth & Coons.

Represented (engineering): Cecil Lynch.

Personnel:

Raul Palazuelos, General Manager.
Sandy Keefer, General Sales Manager.
Jerry Nichols, Chief Engineer.
John Mielke, Program Director.
Tim Lay, Production Manager.

Rates: On request.



KEVU BMPCT-910214KH Granted 3/28/91 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Eugene. **ADI:** Eugene. **Rank:** 124.

Oregon—Eugene

KEZI
Ch. 9

Network Service: ABC.

Licensee: KEZI Inc., Box 7009, Eugene, OR 97401.

Studio: 2225 Coburg Rd., Eugene, OR 97401.

Mailing Address: Box 7009, Eugene, OR 97401.

Telephone: 503-485-5611. **TWX:** 910-459-2028. **Fax:** 503-342-1568.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1769-ft. above av. terrain, 496-ft. above ground, 2604-ft. above sea level.

Latitude 44° 06' 57"
Longitude 122° 59' 57"

Transmitter: Coburg Ridge, approx. 7-mi. NE of Eugene.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Harris, 6.1-meter C-band; Harris, 3-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Drake, Harris, M/A-Com receivers.

News Services: ABC, AP.

Ownership: Carolyn S. Chambers.

Began Operation: December 19, 1960. Sale to present owner approved by FCC, Aug. 10, 1983.

Represented (sales): Seltel; The Tacher Co. (Seattle & Portland).

Personnel:

Carolyn S. Chambers, President.

Bruce R. Liljegren, General Manager.

Dave Larson, Director of Operations.

Bruce A. Barrett, General Sales Manager.

Thomas J. Fullmer, Local Sales Manager.

Beth Cookson, National & Regional Sales Coordinator.

Rebecca Force, News Director.

Lauren McMichaels, Promotion Manager.

Kevin Coad, Controller.

Joe Smelser, Production Manager.

Dennis Hunt, Chief Engineer.

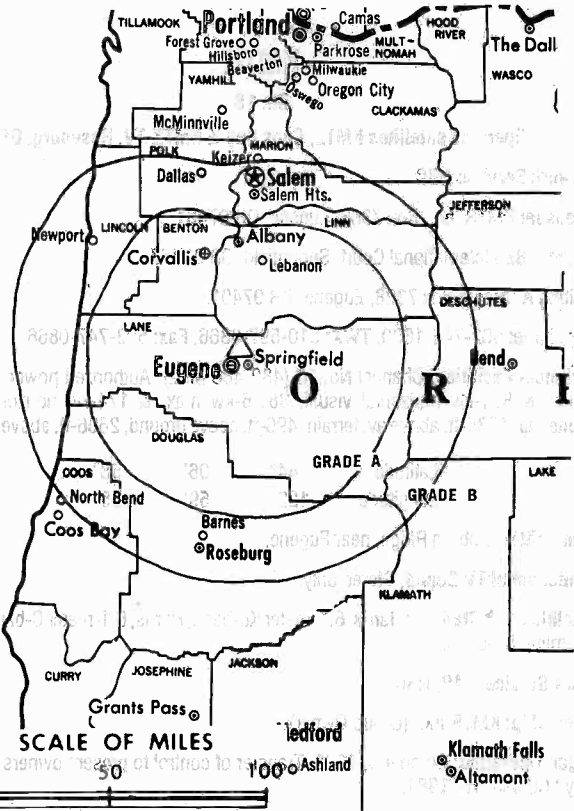
Dave Cole, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$650.

City of License: Eugene. **ADI:** Eugene. **Rank:** 124.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OREGON			
	Benton	25,400	23,800	94
	Coos	24,100	22,400	93
	Douglas	36,300	34,700	95
	Lane	110,300	106,400	97



KEZI BPCT-820721KJ Granted 9/29/82 American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Deschutes	29,000	27,500	95
Between 5-24%	OREGON			
	Crook	5,600	5,300	95
	Jefferson	4,900	4,700	96
	Lincoln	16,700	15,500	93
	Marion	85,300	82,000	96
	Polk	18,600	17,900	96
Station Totals		391,100	373,800	96
Net Weekly Circulation (1992)				187,100
Average Daily Circulation (1992)				99,700

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

Oregon—Eugene

KMTR

Ch. 16

(Operates satellites KMTZ, Coos Bay & KMTX-TV, Roseburg, OR)

Network Service: NBC.

Licensee: KMTR Inc., Box 7308, Eugene, OR 97401.

Studio: 3825 International Court, Springfield, OR 97477.

Mailing Address: Box 7308, Eugene, OR 97401.

Telephone: 503-746-1600. TWX: 510-597-0366. Fax: 503-747-0866.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

Latitude 44° 06' 58"
Longitude 122° 59' 55"

Transmitter: Coburg Ridge, near Eugene.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Harris, 3-meter Ku-band.

News Services: AP, NBC.

Ownership: KMTR Inc. (Group Owner).

Begin Operation: October 4, 1982. Transfer of control to present owners approved by FCC Jan. 16, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hatfield & Dawson.

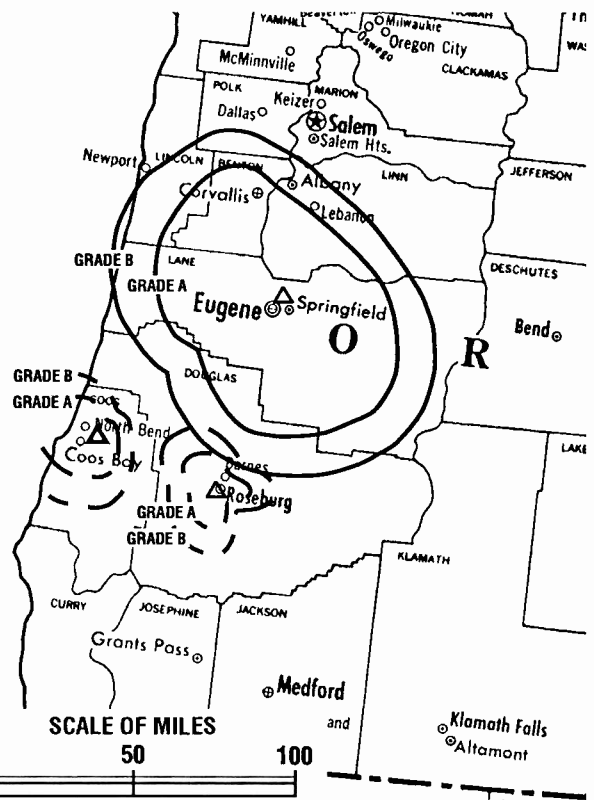
Personnel:

- Robert W. Davis, President & General Manager.
- Robert L. Rector, General Sales Manager.
- James Frandin, News Director.
- Julie Strandlien, Program Director.
- Paula Dixon, Promotion Director.
- Susan Boone, Controller.
- Cambra Ward, Production Manager.
- Jerry Madsen, Chief Engineer.

Rates: On request.

Arbitron Data: Figures include KMTZ, Coos Bay, OR.

City of License: Eugene. ADI: Eugene. Rank: 124.



KMTR BPCT-790507KJ Granted 10/19/81 © American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Benton	25,400	23,800	94
	Lane	110,300	106,400	97
Between 25-49%	OREGON Linn	34,900	33,600	96
	OREGON Coos	24,100	22,400	93
Between 5-24%	Douglas	36,300	34,700	95
	Station Totals	231,000	220,900	96
Net Weekly Circulation (1992)			120,800	
Average Daily Circulation (1992)			58,300	

Oregon—Eugene

KVAL-TV

Ch. 13

(Operates satellites KPIC, Roseburg, OR & KCBY-TV, Coos Bay, OR)

Network Service: CBS.

Licensee: Northwest Television Inc., Box 1313, Eugene, OR 97440.

Studio: 4575 Blanton Rd., Eugene, OR 97405.

Mailing Address: Box 1313, Eugene, OR 97440.

Telephone: 503-342-4961. TWX: 910-459-2033. Fax: 503-342-7252.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

Latitude 44° 00' 07"
Longitude 123° 06' 53"

Transmitter: Blanton Heights.

Satellite Earth Stations: Transmit/receive Andrew, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Northwest Television Inc. (Group Owner).

Began Operation: April 15, 1954.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

James W. Putney, Vice President & General Manager.
David Weinkauf, General Sales Manager.
Greg Raschio, Local Sales Manager.
Paul Riess, News Director.
Paul Greene, Program Director.
R. Wade Hughes, Promotion Director.
Gary F. Livesay, Business Manager.
James Bowen, Director of Engineering.

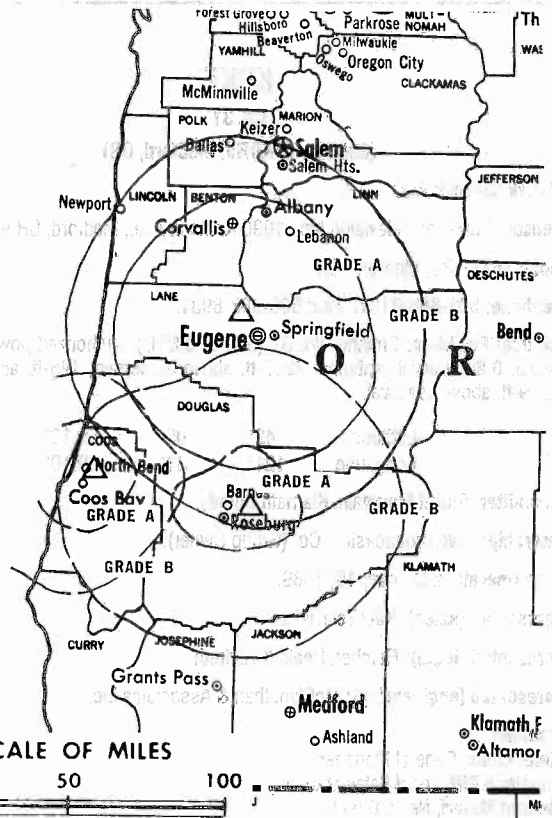
Rates: On request.

Arbitron Data: Figures include satellites KPIC, Roseburg & KCBY-TV, Coos Bay, OR.

City of License: Eugene. ADI: Eugene. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Coos	24,100	22,400	93
	Douglas	36,300	34,700	95
	Lane	110,300	106,400	97



KVAL-TV BPCT-3588 Granted 2/23/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON Benton	25,400	23,800	94
	Curry	8,400	7,800	93
	Linn	34,900	33,600	96
	Polk	18,600	17,900	96
Between 5-24%	OREGON Deschutes	29,000	27,500	95
	Jefferson	4,900	4,700	96
	Lincoln	16,700	15,500	93
	Marion	85,300	82,000	96
Station Totals		393,900	376,300	96
Net Weekly Circulation (1992)			189,300	
Average Daily Circulation (1992)			107,700	

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Television & Cable Factbook

Oregon—Klamath Falls

KDKF

Ch. 31

(Satellite of KDRV, Medford, OR)

Network Service: ABC.

Licensee: Sunshine Television Inc., 1090 Knutson Ave., Medford, OR 97504.

Studio: See KDRV, Medford, OR.

Telephone: 503-883-3131. **Fax:** 503-883-8931.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 6.03-kw visual, 0.6-kw aural. Antenna: 2267-ft. above av. terrain, 145-ft. above ground, 6579-ft. above sea level.

Latitude	42°	05'	50.10"
Longitude	121°	31'	59.10"

Transmitter: Stukel Mountain, Klamath County.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: October 15, 1989.

Represented (sales): Katz Television.

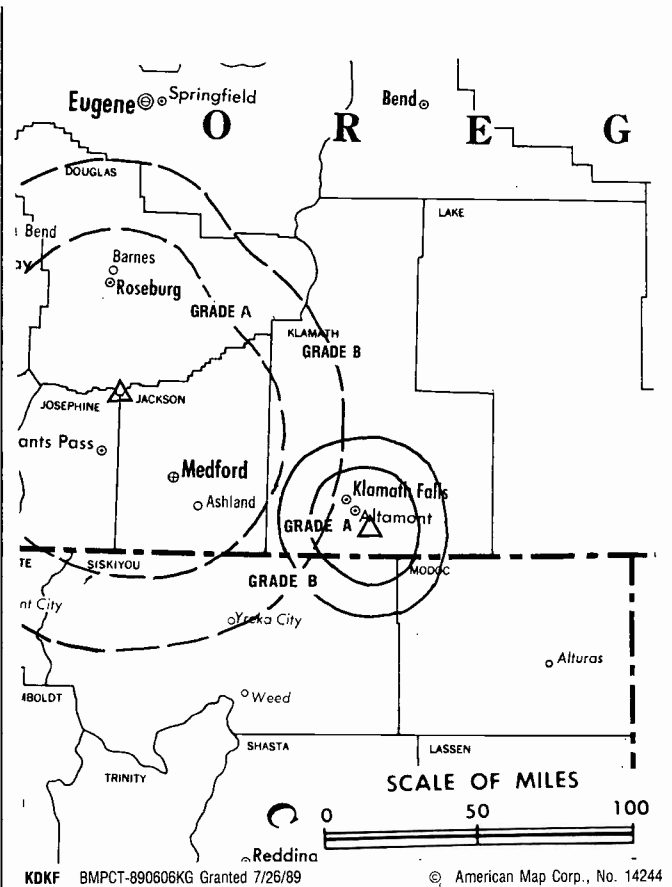
Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

Keith Lollis, General Manager.
Jonathan Piff, Local Sales Manager.
Renard Maiuri, News Director.
Larry Black, Promotion Director.
Doug La Feve, Business Manager.
Rick Carrara, Chief Engineer.

Rates: On request.



Arbitron Data: Included with KDRV, Medford, OR.

City of License: Klamath Falls. **ADI:** Medford. **Rank:** 145.

Oregon—Klamath Falls

KOTI
Ch. 2

Network Service: NBC.

Licensee: California-Oregon Broadcasting Inc., Box 5M, Medford, OR 97501.

Studio: 222 S. 7th St., Box 2K, Klamath Falls, OR 97601.

Telephone: 503-882-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 1050-ft. above av. terrain, 180-ft. above ground, 6500-ft. above sea level.

Latitude 42° 05' 48"
Longitude 121° 37' 57"

Holds CP for change to 85-kw max. visual, 2201-ft. above av. terrain, 154-ft. above ground, 6565-ft. above sea level, transmitter to Mount Stukel, 9.3-mi. SE of Klamath Falls. BPCT-900314KF.

Transmitter: 4-mi. ESE of city.

Satellite Earth Station: Scientific-Atlanta, 4.5-meter.

Ownership: California-Oregon Broadcasting Inc. (Group Owner).

Began Operation: August 13, 1956.

Represented (sales): Blair Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Represented (engineering): Lohnes & Culver.

Personnel:

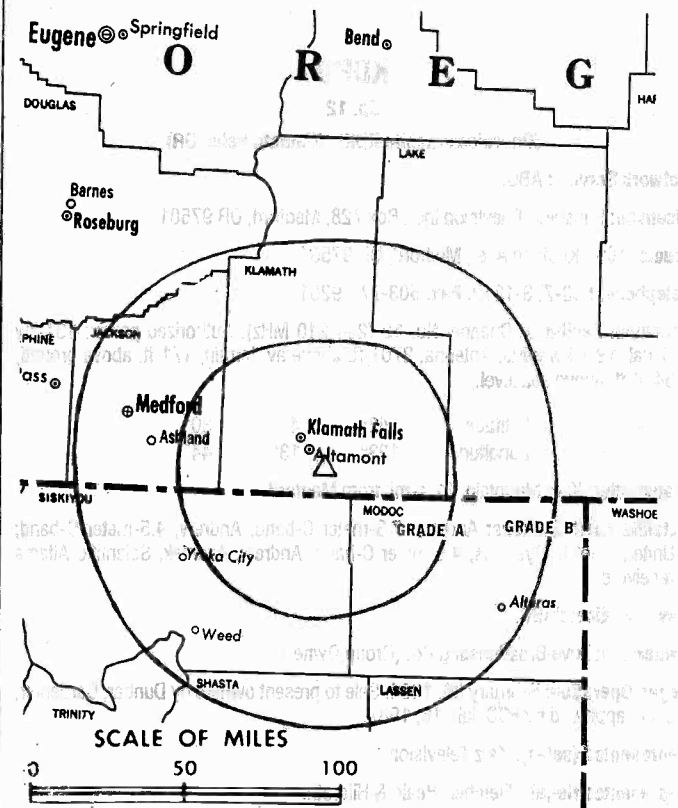
Patricia C. Smullin, President.
William B. Smullin, Secretary/Founder.
Edward Zander, General Manager.
Scott McMahon, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$50.

City of License: Klamath Falls. **ADI:** Medford. **Rank:** 145.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KOTI BPCT-900314KF Granted 5/30/90 American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Modoc	3,700	3,400	93
	OREGON			
	Klamath	22,500	21,700	97
	Lake	2,900	2,700	93
Between 5-24%	CALIFORNIA			
	Siskiyou	17,600	16,500	94
Station Totals		46,700	44,300	95
Net Weekly Circulation (1992)			27,200	
Average Daily Circulation (1992)			16,700	

Oregon—Medford

KDRV

Ch. 12

(Operates satellite KDKF, Klamath Falls, OR)

Network Service: ABC.

Licensee: Sunshine Television Inc., Box 728, Medford, OR 97501.

Studio: 1090 Knutson Ave., Medford, OR 97504.

Telephone: 503-773-1212. **Fax:** 503-779-9261.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 2701-ft. above av. terrain, 171-ft. above ground, 5434-ft. above sea level.

Latitude 42° 41' 30"
Longitude 123° 13' 44"

Transmitter: King Mountain, 31.4-mi. from Medford.

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

News Services: ABC.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: February 26, 1984. Sale to present owners by Dunbar, Carpenter, et al., approved by FCC July 16, 1987.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

- Keith Lollis, General Manager.
- Jonathan Piff, Local Sales Manager.
- Renard Maiuri, News Director.
- Larry Black, Promotion Manager.
- Doug La Feve, Business Manager.
- Rick Carrara, Chief Engineer.

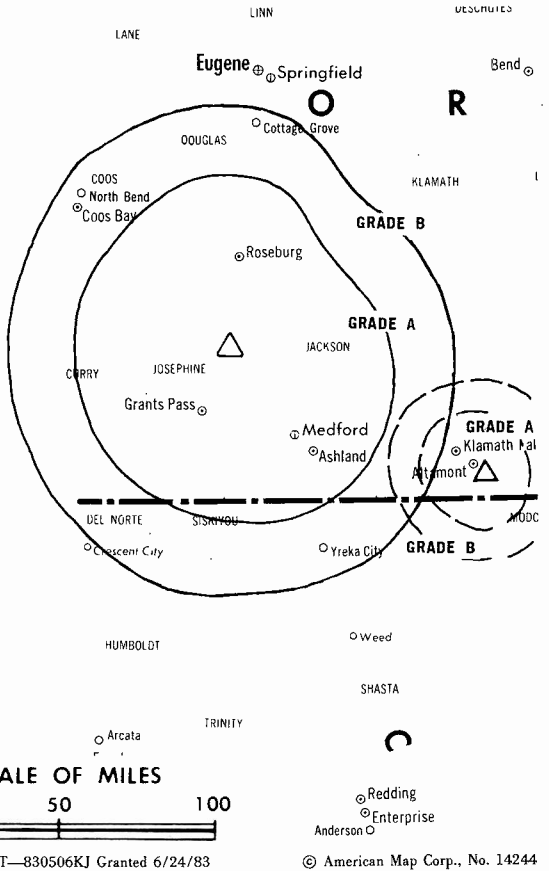
Rates: On request.

Arbitron Data: Figures include KDKF, Klamath Falls, OR.

City of License: Medford. **ADI:** Medford. **Rank:** 145.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Curry	8,400	7,800	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	58,000	56,200	97
	Josephine	28,000	26,400	94
	Klamath	22,500	21,700	97
Between 25-49%	CALIFORNIA			
	Del Norte	8,300	7,800	94
	Siskiyou	17,600	16,500	94
Between 5-24%	OREGON			
	Lake	2,900	2,700	93
Between 5-24%	OREGON			
	Coos	24,100	22,400	93
	Douglas	36,300	34,700	95
Station Totals		206,100	196,200	95
Net Weekly Circulation (1992)				105,800
Average Daily Circulation (1992)				58,000

Oregon—Medford

KOBI

Ch. 5

Network Service: NBC.

Licensee: California-Oregon Broadcasting Inc., Box 5M, Medford, OR 97501.

Studio: 125 S. Fir St., Medford, OR 97501.

Telephone: 503-779-5555. **TWX:** 510-757-0607. **Fax:** 503-779-1151.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 60.3-kw visual, 8.13-kw aural. Antenna: 2700-ft. above av. terrain, 228-ft. above ground, 5358-ft. above sea level.

Latitude 42° 41' 49"
Longitude 123° 13' 39"

Transmitter: King Mountain, approx. 28-mi. NW of Medford.

Satellite Earth Stations: Andrew, 6.3-meter; Harris, 3-meter; Paradigm, 4.5-meter; Andrew, Harris, Scientific-Atlanta receivers.

AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kHz.

Ownership: California-Oregon Broadcasting Inc. (Group Owner).

Began Operation: August 1, 1953.

Represented (sales): Blair Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Represented (engineering): Lohnes & Culver.

Personnel:

- Patricia C. Smullin, President.
- William B. Smullin, Secretary/Founder.
- Ed Zander, Manager.
- Steve Aase, Chief Engineer.

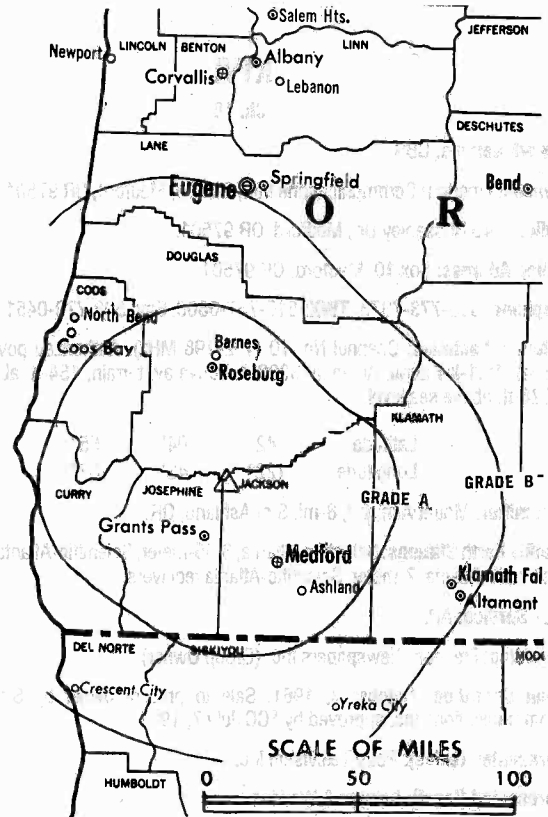
Rates: On request.

NETWORK BASE HOURLY RATE: \$671.

City of License: Medford. **ADI:** Medford. **Rank:** 145.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	CALIFORNIA			
	Del Norte	8,300	7,800	94
	Siskiyou	17,600	16,500	94
	OREGON			
	Coos	24,100	22,400	93
	Curry	8,400	7,800	93
	Douglas	36,300	34,700	95



KOBI BPCT—830601KG Granted 6/24/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Jackson	58,000	56,200	97
	Josephine	28,000	26,400	94
Between 5-24%	OREGON			
	Klamath	22,500	21,700	97
	Lake	2,900	2,700	93
Station Totals		206,100	196,200	95
Net Weekly Circulation (1992)				134,800
Average Daily Circulation (1992)				75,700

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Oregon—Medford

KTVL
Ch. 10

Network Service: CBS.

Licensee: Freedom Communications Inc., Box 10, Medford, OR 97501.

Studio: 1440 Rossanley Dr., Medford, OR 97501.

Mailing Address: Box 10, Medford, OR 97501.

Telephone: 503-773-7373. **TWX:** 510-757-0606. **Fax:** 503-779-0451.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"
Longitude 122° 43' 07"

Transmitter: Mount Ashland, 8-mi. S of Ashland, OR.

Satellite Earth Stations: Scientific-Atlanta, 3.65-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: October 3, 1961. Sale to present owner by Sierra/Cascade Communications Inc. approved by FCC July 7, 1981.

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

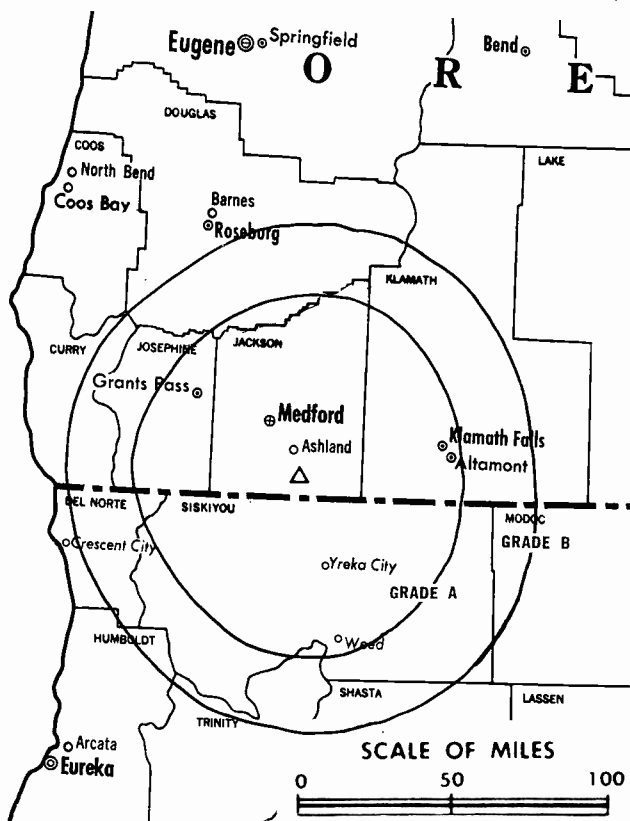
Personnel:

- Thomas M. Long, Vice President & General Manager.
- Marvin Rhodes, Assistant General Manager & Program Director.
- Marcus Wood, Sales Manager.
- Claudette Moore, Local Sales Manager.
- Mel Tynan, Chief Engineer.
- Gayle Mitchell, News Director.
- Barry Tevis, Promotion Director.
- James Harlor, Business Manager.
- Claudia Don, Operations Manager.

Rates: On request.

City of License: Medford. **ADI:** Medford. **Rank:** 145.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KTVL BPCT-3608 Granted 10/19/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Siskiyou	17,600	16,500	94
	OREGON			
	Jackson	58,000	56,200	97
	Josephine	28,000	26,400	94
	Klamath	22,500	21,700	97
	Lake	2,900	2,700	93
	CALIFORNIA			
Between 5-24%	Modoc	3,700	3,400	93
Station Totals		132,700	126,900	96
Net Weekly Circulation (1992)				105,100
Average Daily Circulation (1992)				62,700

Oregon—Portland

KATU

Ch. 2

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., Portland, OR.

Studio: 2153 N.E. Sandy Blvd., Portland, OR 97232.

Mailing Address: Box 2, Portland, OR 97207.

Telephone: 503-231-4222, TWX: 910-464-4700, Fax: 503-231-4233

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power, 100-kw visual, 20-kw aural. Antenna: 1560-ft. above av. terrain, 918-ft. above ground, 1873-ft. above sea level.

Latitude 45° 31' 15.00"
Longitude 122° 44' 37.50"

Transmitter: 225 N.W. Skyline Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 9.1-meter C-band; Andrew, 7-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.6-meter C-band; Avantek, M/A-Com, Scientific-Atlanta, Vertex receivers.

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

News Services: ABC, AP, Conus, MediaLink, PR Newswire, UPI.

Ownership: Fisher Broadcasting Inc. (Group Owner).

Began Operation: March 15, 1962.

Represented (sales): TeleRep Inc.

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

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

Personnel:

James L. Boyer, Vice President & General Manager.

Robert D. Kalstad, Vice President, Administration.

Tom Oberg, General Sales Manager.

Stan Hubert, Local Sales Manager.

Karen Heniger, National Sales Manager.

Karl Zedell, News Director.

Lee Petrik, Program Director.

Laurie Dahl, Promotion Director.

Connie Grad, Business Manager.

Everett Helm, Chief Engineer.

Katherine Gulick, Marketing Director.

Joella Werlin, Public Affairs & Community Relations Director.

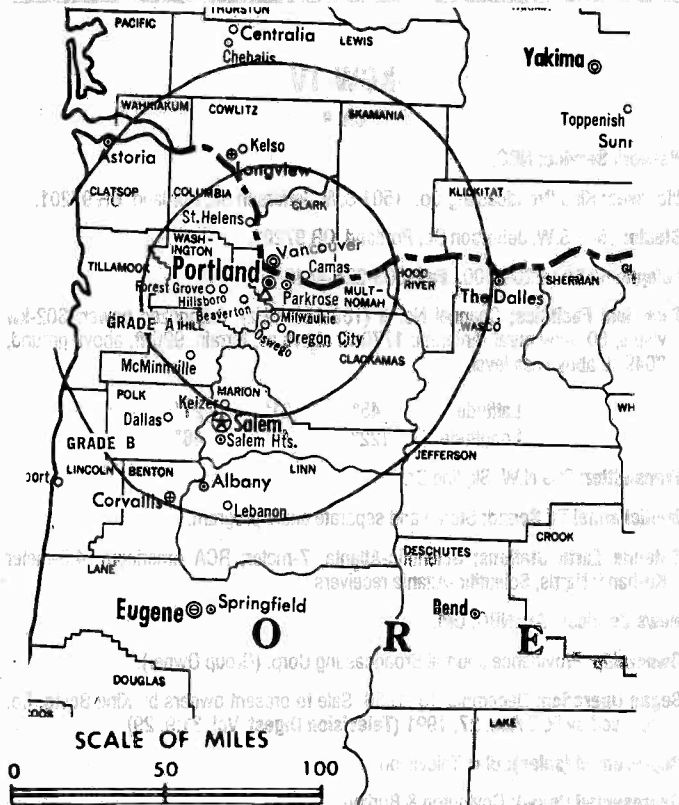
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1500.

City of License: Portland. ADI: Portland, OR. Rank: 26

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	25,400	23,800	94
	Clackamas	103,600	100,400	97
	Clatsop	13,300	12,600	95
	Columbia	14,700	13,500	96
	Crook	5,600	5,300	95
	Deschutes	29,000	27,500	95
	Gilliam	800	800	100
	Harney	2,900	2,700	93



KATU BPCT-3063 Granted 6/26/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hood River	6,500	6,100	94
	Jefferson	4,900	4,700	96
	Lincoln	16,700	15,500	93
	Linn	34,900	33,600	96
	Marion	85,300	82,000	96
	Multnomah	244,200	235,600	96
	Polk	18,600	17,900	96
	Sherman	800	800	100
	Tillamook	8,900	8,300	93
	Union	8,800	8,200	93
	Wasco	8,400	7,900	94
	Washington	118,700	116,200	98
	Yamhill	22,600	21,600	96
	WASHINGTON			
Clark	89,000	86,800	98	
Cowlitz	32,200	31,200	97	
Klickitat	6,200	5,800	94	
Skamania	3,100	2,900	93	
Wahkiakum	1,400	1,300	93	
Between 25-49%	OREGON			
	Morrow	2,800	2,600	93
	Umatilla	21,800	20,500	94
	Wheeler	700	700	100
WASHINGTON				
Pacific	7,800	7,300	94	
Between 5-24%	OREGON			
	Baker	6,000	5,700	95
	Klamath	22,500	21,700	97
	WASHINGTON			
Lewis	23,100	22,000	95	
Station Totals		990,600	953,500	96
Net Weekly Circulation (1992)				736,900
Average Daily Circulation (1992)				419,100

Oregon—Portland

KGW-TV

Ch. 8

Network Service: NBC.

Licensee: King Broadcasting Co., 1501 S.W. Jefferson St., Portland, OR 97201.

Studio: 1501 S.W. Jefferson St., Portland, OR 97201.

Telephone: 503-226-5000. Fax: 503-226-4448.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"
Longitude 122° 44' 46"

Transmitter: 299 N.W. Skyline Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; RCA Americom, 4.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

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

Began Operation: December 15, 1956. Sale to present owners by King Bcstg. Co. approved by FCC Aug. 27, 1991 (Television Digest, Vol. 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

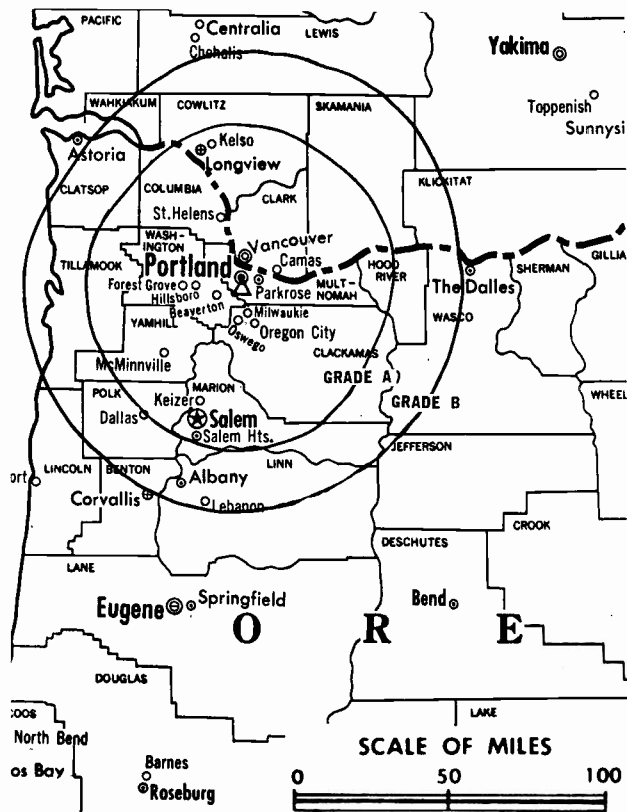
Dennis Williamson, President & General Manager.
Bob Blacher, General Sales Manager.
Caroline Albertson, Local Sales Manager.
Howard Nolte, National Sales Manager.
Brenda Buratti, Program Director.
Jeanna Shelley, Promotion & Marketing Manager.
Eric Dausman, Director of Engineering.
Jan Heskiss, Business Manager.
Boyd Levett, Public Affairs Director.
Mary Warner, Traffic Manager.

Rates: On request.

City of License: Portland. ADI: Portland, OR. Rank: 26.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
50% & Over	Clackamas	103,600	100,400	97
	Clatsop	13,300	12,600	95
	Columbia	14,100	13,500	96
	Crook	5,600	5,300	95
	Hamey	2,900	2,700	93
	Hood River	6,500	6,100	94
	Jefferson	4,900	4,700	96
	Lincoln	16,700	15,500	93
	Linn	34,900	33,600	96
	Marion	85,300	82,000	96
	Multnomah	244,200	235,600	96
	Polk	18,600	17,900	96
	Sherman	800	800	100
	Tillamook	8,900	8,300	93
	Union	8,800	8,200	93



KGW-TV BMPCT-5919 Granted 11/21/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Wasco	8,400	7,900	94
	Washington	118,700	116,200	98
	Yamhill	22,600	21,600	96
WASHINGTON				
	Clark	89,000	86,800	98
	Cowlitz	32,200	31,200	97
	Klickitat	6,200	5,800	94
	Pacific	7,800	7,300	94
	Skamania	3,100	2,900	93
	Wahkiakum	1,400	1,300	93
OREGON				
Between 25-49%				
	Baker	6,000	5,700	95
	Benton	25,400	23,800	94
	Gilliam	800	800	100
	Grant	3,200	2,800	88
	Morrow	2,800	2,600	93
	Umatilla	21,800	20,500	94
IDAHO				
Between 5-24%				
	Owyhee	2,900	2,800	97
	Payette	6,200	6,100	98
OREGON				
	Coos	24,100	22,400	93
	Deschutes	29,000	27,500	95
	Lake	2,900	2,700	93
	Malheur	9,500	9,100	96
	Wheeler	700	700	100
WASHINGTON				
	Lewis	23,100	22,000	95
Station Totals		1,016,900	977,700	96
Net Weekly Circulation (1992)				732,600
Average Daily Circulation (1992)				395,100

Oregon—Portland

KNMT

Ch. 24

Network Service: Trinity Bcstg. Network.

Licensee: National Minority TV Inc., Box C-11949, Santa Ana, CA 92711z

Studio: 432 N.E. 74th Ave., Portland, OR 97213.

Telephone: 503-252-0792. Fax: 503-256-4205

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2690-kw max. visual. Antenna: 1519-ft. above av. terrain; 758-ft. above ground, 1814-ft. above sea level.

Latitude 45° 30' 58"
Longitude 122° 43' 59"

Transmitter: 5516 S.W. Barnes Rd., Portland.

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

Ownership: National Minority TV Inc.

Began Operation: November 16, 1989.

Represented (legal): May & Dunne, Chartered.

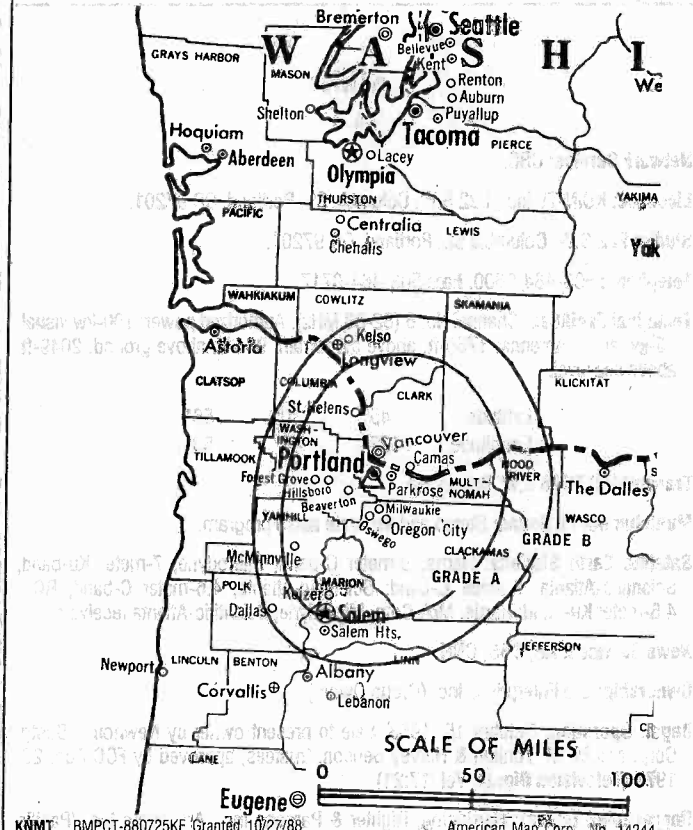
Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

Jim McClellan, Station Manager.
Mark Fountain, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



KNMT BMPCT-880725KE Granted 10/27/88 American Map Corp., No. 14244

City of License: Portland. **ADI:** Portland, OR. **Rank:** 26.

Channel	Frequency	Power	Notes
20	530.000	2690	
21	530.000	2690	
22	530.000	2690	
23	530.000	2690	
24	530.000	2690	
25	530.000	2690	
26	530.000	2690	
27	530.000	2690	
28	530.000	2690	
29	530.000	2690	
30	530.000	2690	
31	530.000	2690	
32	530.000	2690	
33	530.000	2690	
34	530.000	2690	
35	530.000	2690	
36	530.000	2690	
37	530.000	2690	
38	530.000	2690	
39	530.000	2690	
40	530.000	2690	
41	530.000	2690	
42	530.000	2690	
43	530.000	2690	
44	530.000	2690	
45	530.000	2690	
46	530.000	2690	
47	530.000	2690	
48	530.000	2690	
49	530.000	2690	
50	530.000	2690	

Oregon—Portland

KOIN
Ch. 6

Network Service: CBS.

Licensee: KOIN-TV Inc., 222 S.W. Columbia St., Portland, OR 97201.

Studio: 222 S.W. Columbia St., Portland, OR 97201.

Telephone: 503-464-0600. **Fax:** 503-464-0717.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1750-ft. above av. terrain, 984-ft. above ground, 2049-ft. above sea level.

Latitude 45° 30' 58"
Longitude 122° 43' 59"

Transmitter: 5516 S.W. Barnes Rd.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9-meter C-band; Microdyne, 7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA, 4.6-meter Ku-band; Harris, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: October 15, 1953. Sale to present owner by Newhouse Bcstg. Corp. and M. M. Tonkon & Harvey Benson, trustees, approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:21).

Represented (sales): Harrington, Righter & Parsons Inc.; Art Moore Inc. (Pacific Northwest).

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

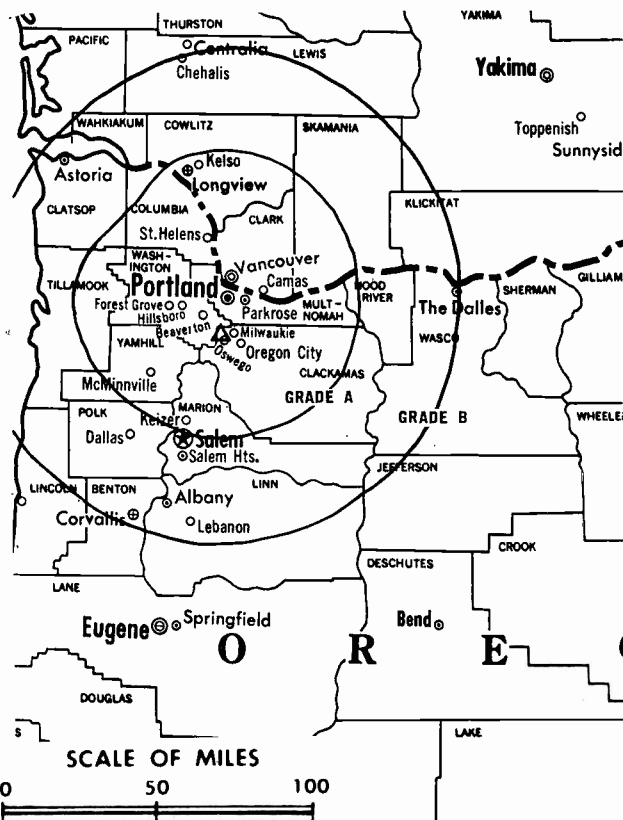
- Richard M. (Mick) Schafbuch**, Vice President & General Manager.
- Brian Holmes**, General Sales Manager.
- Elaine Durst**, Local Sales Manager.
- Dave Berkeley**, National Sales Manager.
- Greg Veon**, Station Manager.
- Steve Currie**, Broadcast Operations Manager.
- Dan Myers**, Production Manager.
- Peter Maroney**, News Director.
- Dick Vardanega**, Promotion Director.
- Mike Savage**, Human Resources Manager.
- Pat Berkeley**, Business Manager.
- Dean Gustafson**, Marketing Director.
- Lee Wood**, Director of Engineering.
- Kerry Dickson**, Traffic Manager.

Highest 30 Sec. Rate: \$4500.

City of License: Portland. **ADI:** Portland, OR. **Rank:** 26.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
50% & Over	Benton	25,400	23,800	94
	Clackamas	103,600	100,400	97
	Clatsop	13,300	12,600	95
	Columbia	14,100	13,500	96
	Crook	5,600	5,300	95
	Deschutes	29,000	27,500	95
	Gilliam	800	800	100
	Hamey	2,900	2,700	93
	Hood River	6,500	6,100	94
	Jefferson	4,900	4,700	96



KOIN BMPCT-5941 Granted 3/19/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	16,700	15,500	93
	Linn	34,900	33,600	96
	Marion	85,300	82,000	96
	Multnomah	244,200	235,600	96
	Polk	18,600	17,900	96
	Sherman	800	800	100
	Tillamook	8,900	8,300	93
	Union	8,800	8,200	93
	Wasco	8,400	7,900	94
	Washington	118,700	116,200	98
	Wheeler	700	700	100
	Yamhill	22,600	21,600	96
WASHINGTON				
	Clark	89,000	86,800	98
	Cowlitz	32,200	31,200	97
	Klickitat	6,200	5,800	94
	Pacific	7,800	7,300	94
	Skamania	3,100	2,900	93
	Wahkiakum	1,400	1,300	93
Between 25-49%	OREGON			
	Baker	6,000	5,700	95
	Morrow	2,800	2,600	93
	Umatilla	21,800	20,500	94
	Wallowa	2,900	2,700	93
Between 5-24%	OREGON			
	Lake	2,900	2,700	93
	Lane	110,300	106,400	97
WASHINGTON				
	Grays Harbor	25,600	24,000	94
	Lewis	23,100	22,000	95
Station Totals		1,109,800	1,067,600	96
Net Weekly Circulation (1992)				766,700
Average Daily Circulation (1992)				430,200

Oregon—Portland

KPTV

Ch. 12

Network Service: None, independent.

Licensee: Oregon Television Inc., B6x 3401, Portland, OR 97208.

Studio: 735 S.W. 20th Place, Portland, OR 97205.

Telephone: 503-222-9921. TWX: 910-464-6136.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.9-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"
Longitude 122° 44' 53"

Transmitter: 212 N.W. Miller Rd.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Vertex, 7.2-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Chris-Craft Industries Inc. (Group Owner).

Began Operation: September 20, 1952. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (*Television Digest*, Vol. 13:10, 11, 16, 18). Transfer from George Haggarty to NAFI Corp. approved July 22, 1959 (NAFI Corp. name changed to Chris-Craft Industries Inc.). Transfer of stock of Chris-Craft Industries Inc. by shareholders to Baldwin-Montrose Chemical Co. Inc. bringing holdings to 35% approved Nov. 8, 1967 (Vol. 7:46). Later Baldwin-Montrose merged into Chris-Craft.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

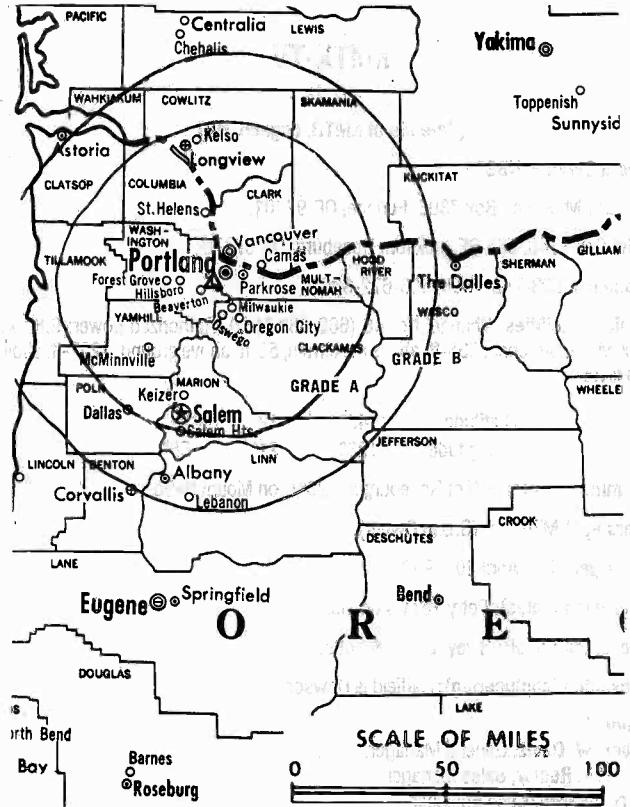
- L. Martin Brantley, President & General Manager.
- Connie Martin, General Sales Manager.
- Collin Chisholm, Local Sales Manager.
- Greg Shelby, National Sales Manager.
- Gordon White, Program Manager & Film Buyer.
- John Sears, News Director.
- Barbara Giles, Promotion Manager.
- Robert Nelson, Chief Engineer.
- Humberto Carlos, Business Manager.

Highest 30 Sec. Rate: \$2700.

City of License: Portland. ADI: Portland, OR. Rank: 26.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
50% & Over	Baker	6,000	5,700	95
	Benton	25,400	23,800	94
	Clackamas	103,600	100,400	97
	Clatsop	13,300	12,600	95
	Columbia	14,100	13,500	96
	Coos	24,100	22,400	93
	Crook	5,600	5,300	95
	Deschutes	29,000	27,500	95
	Hood River	6,500	6,100	94
	Jefferson	4,900	4,700	96
	Lincoln	16,700	15,500	93
	Linn	34,900	33,600	96
	Marion	85,300	82,000	96
	Multnomah	244,200	235,600	96
	Polk	18,600	17,900	96



KPTV BMPCT-5915 Granted 12/3/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Sherman	800	800	100
	Tillamook	8,900	8,300	93
	Union	8,800	8,200	93
	Wasco	8,400	7,900	94
	Washington	118,700	116,200	98
	Yamhill	22,600	21,600	96
WASHINGTON				
	Clark	89,000	86,800	98
	Cowlitz	32,200	31,200	97
	Skamania	3,100	2,900	93
	Wahkiakum	1,400	1,300	93
OREGON				
Between 25-49%				
	Gilliam	800	800	100
	Hamey	2,900	2,700	93
	Lane	110,300	106,400	97
	Morrow	2,800	2,600	93
	Umatilla	21,800	20,500	94
	Wallowa	2,900	2,700	93
	Wheeler	700	700	100
WASHINGTON				
	Grays Harbor	25,600	24,000	94
	Klickitat	6,200	5,800	94
	Lewis	23,100	22,000	95
	Pacific	7,800	7,300	94
OREGON				
Between 5-24%				
	Douglas	36,300	34,700	95
	Grant	3,200	2,800	88
	Jackson	58,000	56,200	97
	Josephine	28,000	26,400	94
	Klamath	22,500	21,700	97
	Lake	2,900	2,700	93
Station Totals		1,281,900	1,231,800	96
Net Weekly Circulation (1992)				729,800
Average Daily Circulation (1992)				350,000

Oregon—Roseburg

KMTX-TV

Ch. 46

(Satellite of KMTR, Eugene, OR)

Network Service: NBC.

Grantee: KMTR Inc., Box 7308, Eugene, OR 97401.

Studio: Box 1546, 358 SE Jackson, Roseburg, OR 97470.

Telephones: 503-746-1600; 503-672-9852.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 9.82-kw max. visual. Antenna: 358-ft. above av. terrain, 56-ft. above ground, 1227-ft. above sea level.

Latitude	43°	12'	22"
Longitude	123°	21'	56"

Transmitter: 1.9-mi. SW of Roseburg at 220°T, on Mount Nebo.

Ownership: KMTR Inc. (Group Owner).

Began Operation: April 20, 1992.

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hatfield & Dawson.

Personnel:

Robert W. Davis, General Manager.

Robert L. Rector, Sales Manager.

Jerry Madsen, Chief Engineer.

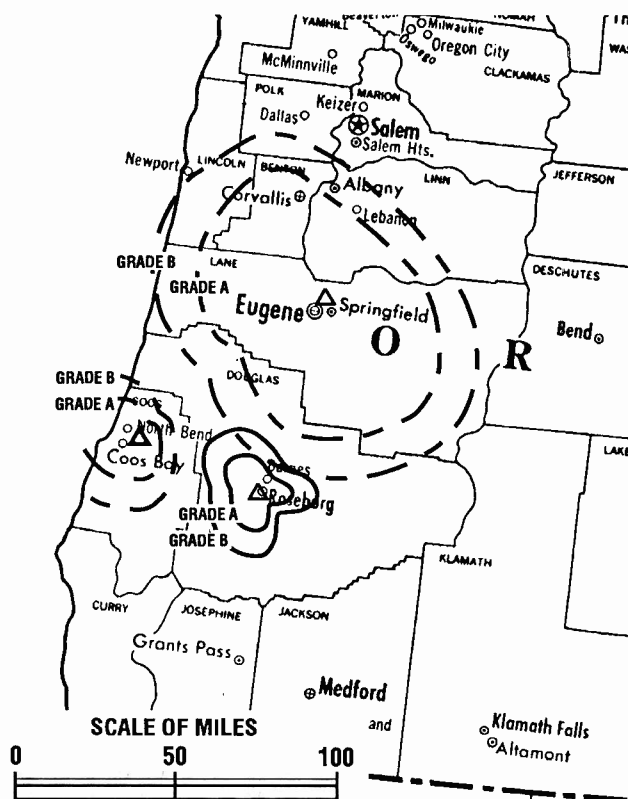
Jim Frandin, News Director.

Julie Strandlien, Program Director.

Paula Dixon, Promotion Director.

Susan Boone, Business Manager.

Cambra Ward, Production Manager.



KMTX-TV BPCT-881021KG Granted 1/15/92 © American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Roseburg. **ADI:** Eugene. **Rank:** 124.

Oregon—Roseburg

KPIC

Ch. 4

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

Licensee: South West Oregon Television Bcstg. Corp., Box 1345, Roseburg, OR 97470.

Studio: 655-W. Umpqua, Roseburg, OR 97470.

Telephone: 503-672-4481.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, 0.55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

Latitude	43°	14'	39.60"
Longitude	123°	18'	42.00"

Transmitter: 3.1-mi. NE of center of Roseburg.

Satellite Earth Station: Tractor, 3-meter C-band; M/A-Com receivers.

News Service: AP.

Ownership: Northwest Television Inc. (Group Owner), California-Oregon Broadcasting Inc. (Group Owner).

Began Operation: April 1, 1956.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

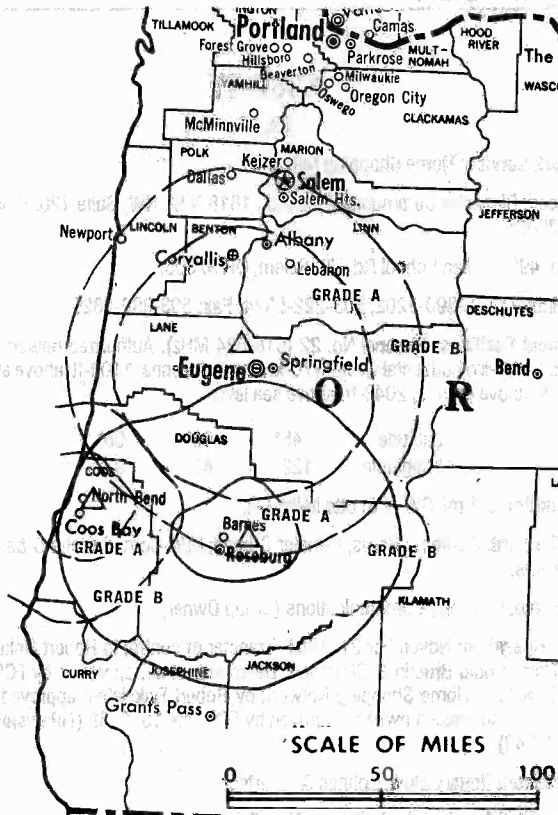
Personnel:

James W. Putney, Vice President & General Manager.

Don Clithero, Station Manager.

Michael Hill, Chief Engineer.

Highest 30 Sec. Rate: \$100.



KPIC BMPCT-3395 Granted 10/26/55

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NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

Arbitron Data: Included with KVAL-TV Eugene, OR.

City of License: Roseburg. **ADI:** Eugene. **Rank:** 124.

Oregon—Salem

KBSP-TV

Ch. 22

Network Service: Home Shopping Network.

Licensee: Blackstar Communications Inc., 1818 N St. NW, Suite 120, Washington, DC 20036.

Studio: 4923 Indian School Rd. NE, Salem, OR 97305.

Telephones: 503-390-2202; 503-222-5324. **Fax:** 503-390-6829.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1700-kw max. & 759-kw horizontal visual, 170-kw aural. Antenna: 1100-ft. above av. terrain, 949-ft. above ground, 2049-ft. above sea level.

Latitude 45° 00' 00"

Longitude 122° 41' 37"

Transmitter: 3.1 mi. SW of Scotts Mills, OR.

Satellite Earth Stations: Harris, 6-meter C-band; M/A-Com, 4-meter C-band; Harris receivers.

Ownership: Blackstar Communications (Group Owner).

Began Operation: November 21, 1981. Transfer of control to Robert Finkelstein, et al., from Arnold Brustin & Christopher Desmond, et al., approved by FCC May 8, 1985. Sale to Home Shopping Network by Robert Finkelstein approved July 17, 1987. Sale to present owners approved by FCC Feb. 18, 1988 (*Television Digest*, Vol. 27:49).

Represented (legal): Dow, Lohnes & Albertson.

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

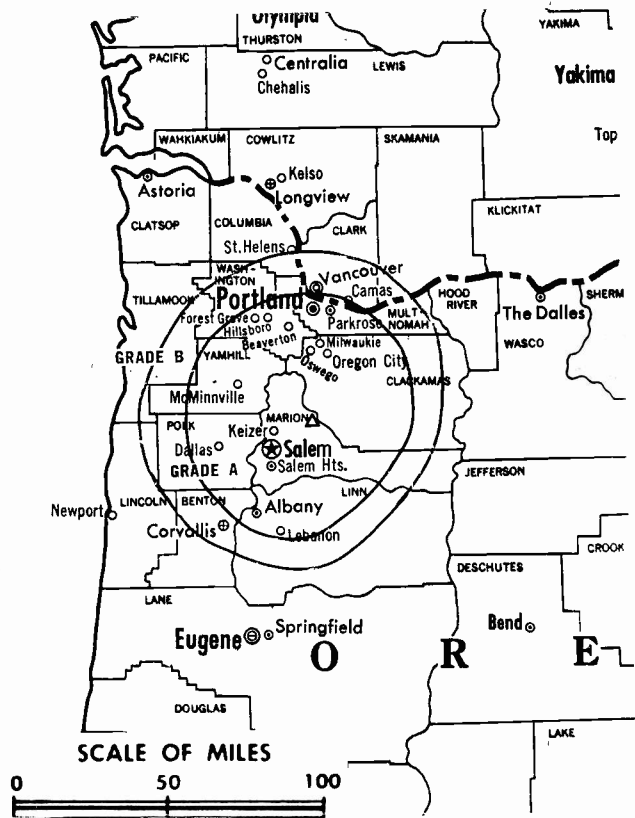
Personnel:

Judy Koenig, General Manager.

Tom Craven, Promotion Director.

Tim Mance, Chief Engineer.

Julie Aman, Business Manager.



KBSP-TV BPCT-800715KE Granted 1/23/81

© American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Salem. **ADI:** Portland, OR. **Rank:** 26.

Oregon—Salem

KEBN

Ch. 32

(formerly KUTF)

Network Service: None, independent.

Licensee: Communications Programming Agency Inc., 318 Mira Loma Ave., Glendale, CA 60559.

Studio: 1154 Madison St. NE, Salem, OR 97303.

Telephone: 503-585-3232.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1786-ft. above av. terrain, 220-ft. above ground, 4627-ft. above sea level.

Latitude 45° 00' 28"
Longitude 122° 20' 05"

Transmitter: 14.5-mi. SE of Molalla at High Camp Lookout.

Satellite Earth Station: Echostar, 3-meter Ku & C-band.

Ownership: Communications Programming Agency Inc.

Began Operation: May 8, 1989. Sale to present owners by Willamette Valley Bcstg. approved by FCC July 17, 1991.

Represented (sales): Landin Media Sales.

Represented (legal): Cohen & Berfield, P.C.

Represented (engineering): Sterling Communications Inc.

Personnel:

Glen Chambers, General Manager.

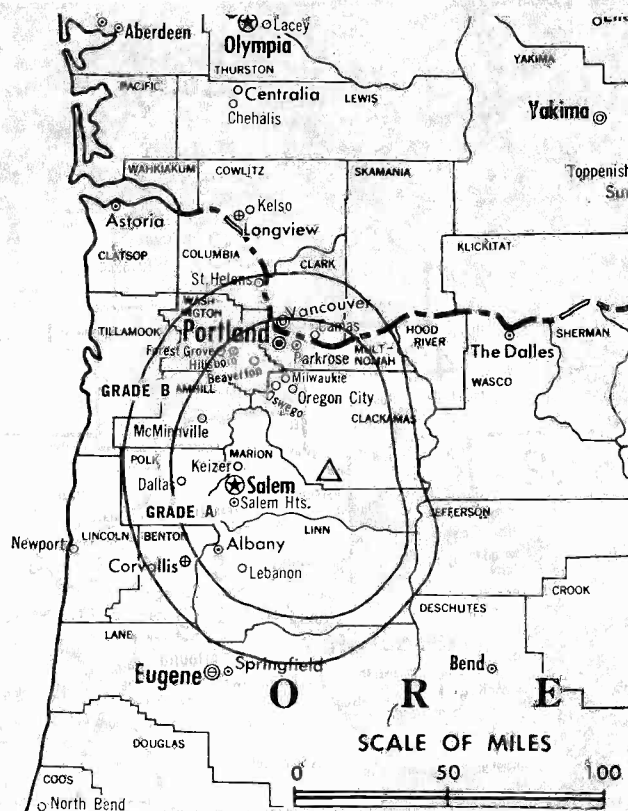
Pete Smith, Station Manager & Program Director.

Ronna Scott, General Sales Manager.

Barry Silveira, Regional & Local Sales Manager.

Steve Perrigo, Chief Engineer.

John Cole, Production Manager.



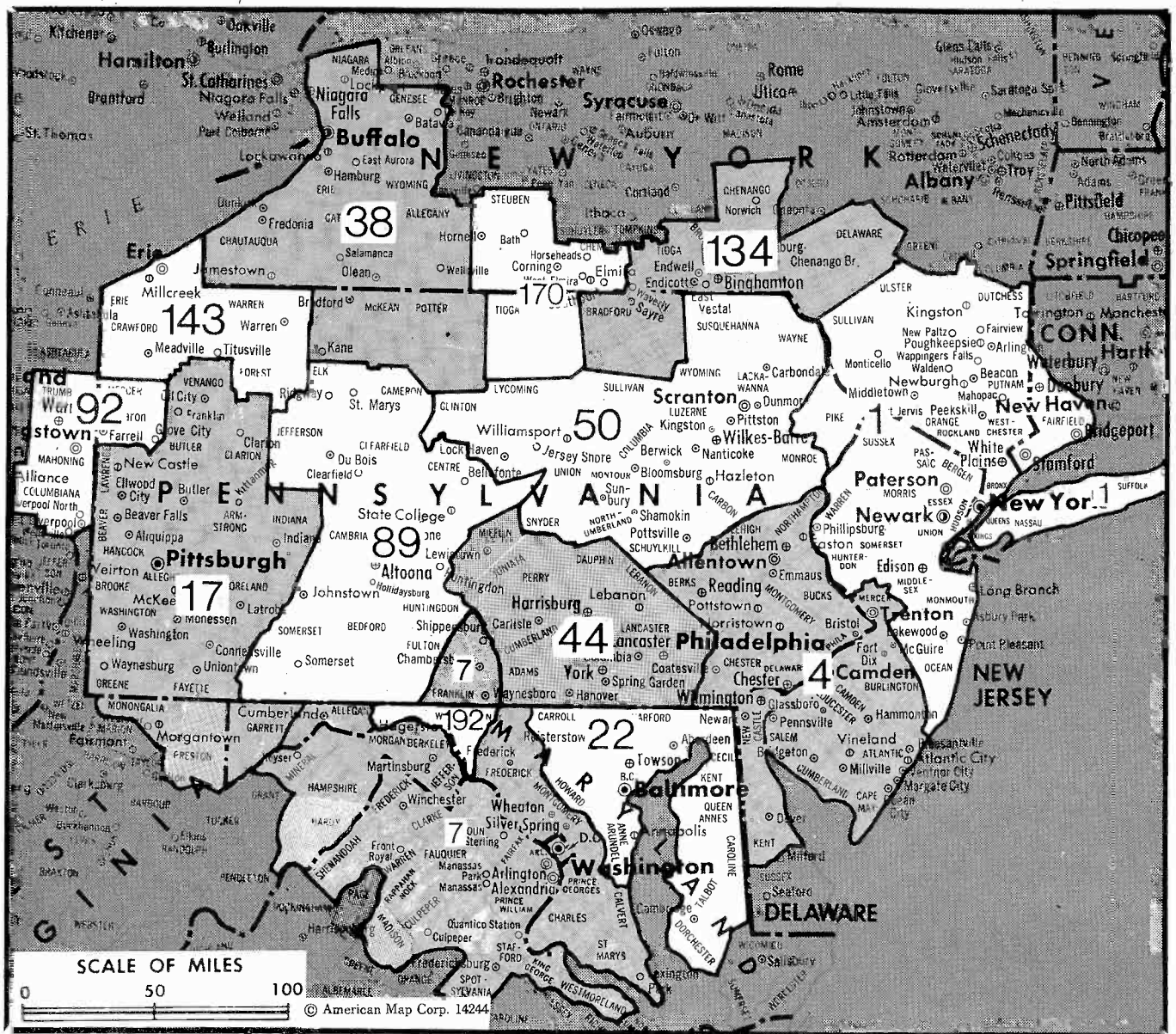
KEBN BPCT-880129KU Granted 5/17/88 © American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Salem. **ADI:** Portland, OR. **Rank:** 26.

Pennsylvania



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,760,400	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC (4), WNJU (47), WNYW (5), WPIX (11), WTTY (54), WTZA (62), WWOR-TV (9), WXTV (41), KYW-TV (3), WBPB-TV (60), WCAU-TV (10), WPMZ-TV (69), WGBS-TV (57), WGTW (48), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF (29)
Philadelphia, PA	2,659,700	4	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WYVN (60)
Washington, DC	1,812,500	7	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Pittsburgh, PA	1,137,900	17	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Baltimore, MD	973,000	22	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
Buffalo, NY	613,900	38	WGAL (8), WGCB-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Harrisburg-York-Lancaster-Lebanon, PA	567,700	44	WBRE-TV (28), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Wilkes-Barre-Scranton, PA	521,600	50	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8)
Johnstown-Altoona, PA	281,100	89	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Youngstown, OH	270,000	92	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Binghamton, NY	158,300	134	WETG (66), WIGU-TV (12), WJET-TV (24), WSEE-TV (35)
Erie, PA	150,500	143	WENY-TV (36), WETM-TV (18)
Elmira, NY	86,500	170	WHAG-TV (25), WJAL (68)
Hagerstown, MD	45,000	192	

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WGTV, Burlington, NJ	See Philadelphia, PA
WJAC-TV, Altoona	See Johnstown, PA
WPCB-TV, Greensburg	See Pittsburgh, PA
WGAL, Harrisburg	See Lancaster, PA
WATM-TV & WTAJ-TV, Johnstown	See Altoona, PA
WGCB-TV, Lancaster	See Red Lion, PA
WGAL, Lebanon	See Lancaster, PA
WTVE, Philadelphia	See Reading, PA
WBRE-TV, WNEP-TV, WOLF-TV & WYOU, Wilkes-Barre	See Scranton, PA
WGCB-TV, York	See Red Lion, PA

Pennsylvania Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	11	25	36
Educational Television Stations	2	6	8
	13	31	44

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Pennsylvania—Allentown

WFMZ-TV

Ch. 69

Network Service: None, independent.

Licensee: Maranatha Broadcasting Co. Inc., E. Rock Rd., Allentown, PA 18103.

Studio: E. Rock Rd., Allentown, PA 18103.

Telephone: 215-797-4530. Fax: 215-791-3000.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 2147.8-kw max. visual, 214.8-kw max. aural. Antenna: 1080-ft. above av. terrain, 646-ft. above ground, 1578-ft. above sea level.

Latitude 40° 33' 54"
Longitude 75° 26' 26"

Transmitter: E. Rock Rd., Allentown.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: M/A-Com, 5-meter Ku-band; Microwave Assoc., 5-meter; M/A-Com, Microwave Assoc. receivers.

FM Affiliate: WFMZ, 17-kw, 100.7 MHz (No. 264). 868-ft.

News Service: UPI.

Ownership: Maranatha Broadcasting Co.

Began Operation: November 25, 1976.

Represented (sales): Mutual Telesales Inc.

Represented (legal): Birch, Horton, Bittner & Cherot.

Represented (engineering): James R. Audet.

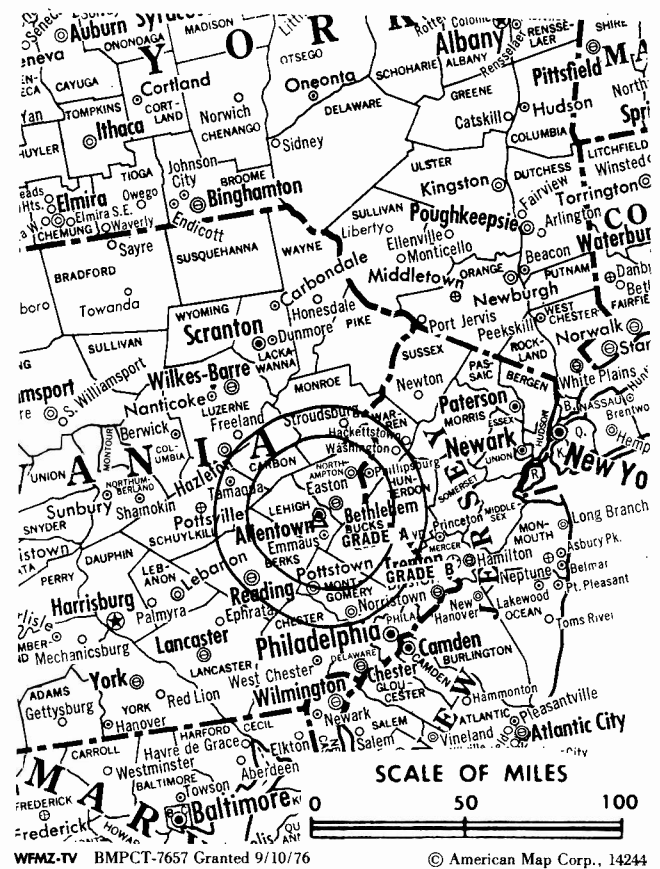
Personnel:

Richard C. Dean, President & General Manager.
David G. Hinson, Assistant General Manager & Program Manager.
Dean Dallmann, General Sales Manager.
Brad Rinehart, News Director.
Rich Lerner, Sports Director.
Kathy Craine, Office Manager.
Barry Fisher, Director of Engineering.

Highest 30 Sec. Rate: \$300.

City of License: Allentown. ADI: Philadelphia. Rank: 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Berks	131,000	129,200	99
	Carbon	22,500	22,200	99
	Lehigh	116,000	114,500	99
	Northampton	94,200	92,900	99
Between 5-24%	NEW JERSEY			
	Warren	34,300	33,800	99
	PENNSYLVANIA			
	Monroe	37,000	36,400	98
Station Totals		435,000	429,000	99
Net Weekly Circulation (1992)				150,400
Average Daily Circulation (1992)				52,200

Pennsylvania—Altoona

WATM-TV

Ch. 23

Network Service: ABC.

Licensee: Evergreen Broadcasting Corp., 1450 Scalp Ave., Johnstown, PA 15904.

Studio: 1450 Scalp Ave., Johnstown, PA 15904.

Telephone: 814-266-8088. Fax: 814-266-7749.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 182-kw max. visual, 9.1-kw max. aural. Antenna: 1062-ft. above av. terrain, 257-ft. above ground, 2787-ft. above sea level.

Latitude 40° 34' 06"
Longitude 78° 26' 38"

Transmitter: Wopsy Lookout, Wopsonnock Mountain, Dysart, PA.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Prodelin, 3.6-meter C-band; Drake, KLM, M/A-Com receivers.

News Services: ABC, AP, CNN, UPI.

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

Began Operation: November 28, 1974. Sale to present owners by John R. Powley approved by FCC Oct. 25, 1985. Sale to Auburn Television Group Inc. approved Dec. 19, 1989 but not consummated.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Marty Ostrow, General Manager.

Christopher Taylor, Station Manager & Program Director.

Ron Kabo, Local Sales Manager.

Jeff Alan, News Director.

Bob Andrade, Chief Engineer.

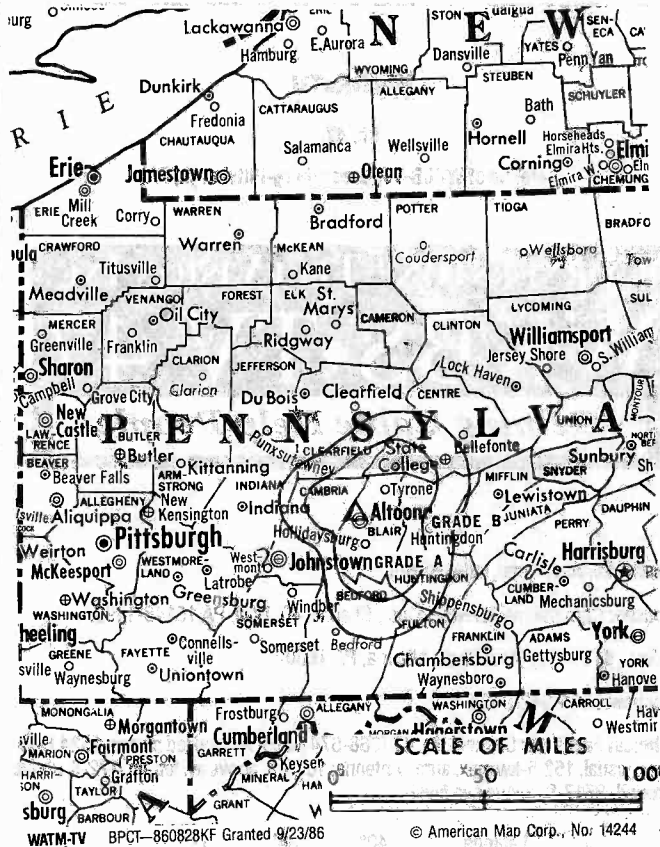
Kathleen Smith, Administration Director.

Rates: On request.

City of License: Altoona. ADI: Johnstown-Altoona. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Blair	50,600	49,800	99
	Centre	42,000	41,000	98
Between 25-49%	PENNSYLVANIA			
	Bedford	18,200	17,700	98
	Cambria	61,800	61,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Clearfield	30,200	29,700	98
	Huntingdon	15,600	15,200	97
Between 5-24%	PENNSYLVANIA			
	Cameron	2,600	2,600	100
	Fulton	5,500	5,300	96
	Juniata	7,800	7,500	96
	Somerset	30,300	29,700	98
Station Totals		264,600	259,600	98
Net Weekly Circulation (1992)				109,000
Average Daily Circulation (1992)				41,400

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Pennsylvania—Altoona

WKBS-TV

Ch. 47

(Satellite of WPCB-TV, Greensburg-Pittsburgh, PA)

CORNERSTONE TELEVISION INC
WKBS-TV 47
Helping Cable Help People

Network Service: None, independent.

Licensee: Cornerstone Television Inc., Channel 40, Wall, PA 15148-1499.

Studio: 1813 Valley View Blvd., Altoona, PA 16602.

Telephone: 814-942-3400.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1524.6-kw max. visual, 152.5-kw max. aural. Antenna: 1015-ft. above av. terrain, 172-ft. above ground, 2717-ft. above sea level.

Latitude	40°	34'	12"
Longitude	78°	26'	26"

Transmitter: Lookout Rd., Logan Twp.

Satellite Earth Station: DX Antenna, 3.2-meter C-band.

Ownership: Cornerstone Television Inc. (Group Owner).

Began Operation: October 1, 1985.

Represented (legal): Gammon & Grange.



Personnel:

- Oleen Eagle**, Executive General Manager.
- David Skeba**, Vice President & Director of Programming.
- Blake Richert**, Vice President & Director of Engineering.
- Dorothy Harris**, Station Manager.

Rates: On request.

Arbitron Data: Included with WPCB-TV, Greensburg, PA.

City of License: Altoona. ADI: Johnstown-Altoona. Rank: 89.

Pennsylvania—Altoona

WTAJ-TV
Ch. 10

Network Service: CBS

Licensee: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

Studio: 5000 6th Ave., Altoona, PA 16602.

Telephone: 814-944-2031. **Fax:** 814-946-8746.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 21.9-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

Latitude 40° 34' 01"
Longitude 78° 26' 31"

Transmitter: 3-mi. NW of Altoona.

Satellite Earth Stations: 5 in operation; ChannelMaster, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CNN, CBS.

Ownership: Gateway Communications Inc. (Group Owner).

Began Operation: March 1, 1953. Sale to present owner by Triangle Publications approved by FCC Sept. 20, 1972 (Television Digest, Vol. 11:50; 12:39). Previous sale by William F. Gable Co. dept. store approved Jan. 11, 1956 (Vol. 11:33, 39, 47; 12:2).

Represented (sales): Blair Television.

Personnel:

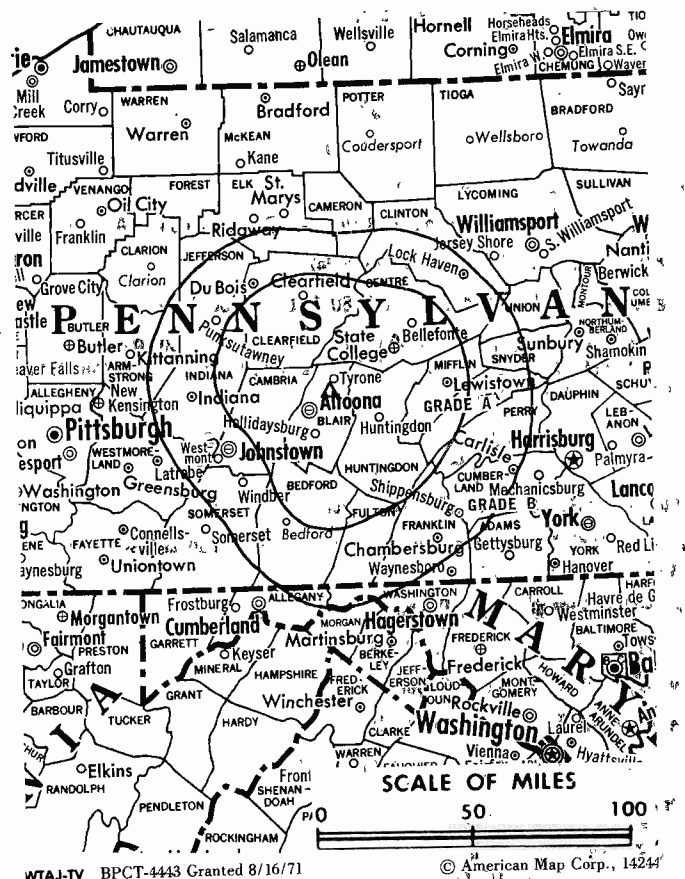
- C. Norman (Rick) Reeves, Vice President & General Manager.
- Robert Eger, General Sales Manager.
- Pete James, Local Sales Manager.
- David Hopkins, News Director.
- Lowell Sollenberger, Program Director.
- Dave Beoney, Production Manager.
- Richard Kline, Chief Engineer.
- Thomas F. Murphy, Business Manager.
- Dan Dillier, Marketing Director.

Rates: On request.

City of License: Altoona. **ADI:** Johnstown-Altoona. **Rank:** 89.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	PENNSYLVANIA			
	Bedford	18,200	17,700	98
	Blair	50,600	49,800	99
	Cambria	61,800	61,100	99
	Cameron	2,600	2,600	100
	Centre	42,000	41,000	98
	Clearfield	30,200	29,700	98
	Clinton	14,200	14,000	99
	Elk	13,500	13,300	99
	Fulton	5,500	5,300	96
	Huntingdon	15,600	15,200	97
	Jefferson	18,300	18,000	98
	Mifflin	18,200	17,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Indiana	32,300	31,700	98
	Juniata	7,800	7,500	96
	Potter	6,700	6,500	97
	Somerset	30,300	29,700	98
Between 5-24%				
	PENNSYLVANIA			
	Clarion	14,900	14,600	98
	Franklin	46,600	45,300	97
	Lycoming	45,300	44,100	97
	Mc Kean	17,900	17,500	98
	Snyder	13,100	12,600	96
	Venango	22,900	22,300	97
	Westmoreland	144,700	143,100	99
	WEST VIRGINIA			
	Hampshire	6,300	6,200	98
	Morgan	4,800	4,700	98
Station Totals		686,200	673,100	98
Net Weekly Circulation (1992)				304,200
Average Daily Circulation (1992)				176,100

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Call Lynn Levine 202-872-9200

Pennsylvania—Bethlehem

WBPH-TV

Ch. 60

Network Service: None, independent.

Licensee: Sonshine Family TV Inc., 483 Woodland Rd., Walnutport, PA 18058.

Studio: 428 Gaffney Hill Rd., Easton, PA 18042.

Telephones: 215-767-7144; 215-250-8860. **Fax:** 215-250-9379.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 12.16-kw max. visual, 1.2-kw aural. Antenna: 758-ft. above av. terrain, 187-ft. above ground, 1201-ft. above sea level.

Latitude	40°	37'	33"
Longitude	75°	15'	19"

Transmitter: Gaffney Hill Rd., RD No. 4, Easton.

Satellite Earth Stations: Prodelin, 3.7-meter C-band; ChannelMaster, 3.2-meter C-band; Drake receivers.

Ownership: Sonshine Family TV Inc.

Began Operation: December 27, 1990.

Represented (sales): Roslin TV Sales.

Represented (legal): Blair, Joyce & Silva.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

Patricia F. Huber, President.
Art Kardos, General Manager.
Ken Holler, Program Director.
Daniel Huber, Chief Engineer.

Rates: On request.



Arbitron Data: Not available.

City of License: Bethlehem. **ADI:** Philadelphia. **Rank:** 4.

Pennsylvania—Erie

WETG

Ch. 66

Network Service: Fox.

Licensee: Gannon University Bcstg. Inc., University Square, Erie, PA 16541.

Studio: University Square, Erie, PA 16541.

Telephone: 814-871-7446. **Fax:** 814-459-0996.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 35-kw max. visual, 3.5-kw max. aural. Antenna: 500-ft. above av. terrain, 350-ft. above ground, 1667-ft. above sea level.

Latitude 42° 01' 50"
Longitude 80° 02' 53"

Holds CP for change to 562-kw max. visual, 889-ft. above av. terrain, 696-ft. above ground, 1995-ft. above sea level, lat. 42° 02' 31", long. 80° 03' 57", transmitter to 2.25-mi. SE of Kearsarge, Waterford Pike, near Erie, BMRCT-880129KV.

Transmitter: 1390 Townhall Rd. W, Summit Twp.

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

Ownership: Gannon University Broadcasting Inc.

Began Operation: September 2, 1986.

Represented (sales): Roslin TV Sales.

Represented (legal): Haley, Bader & Potts.

Personnel:

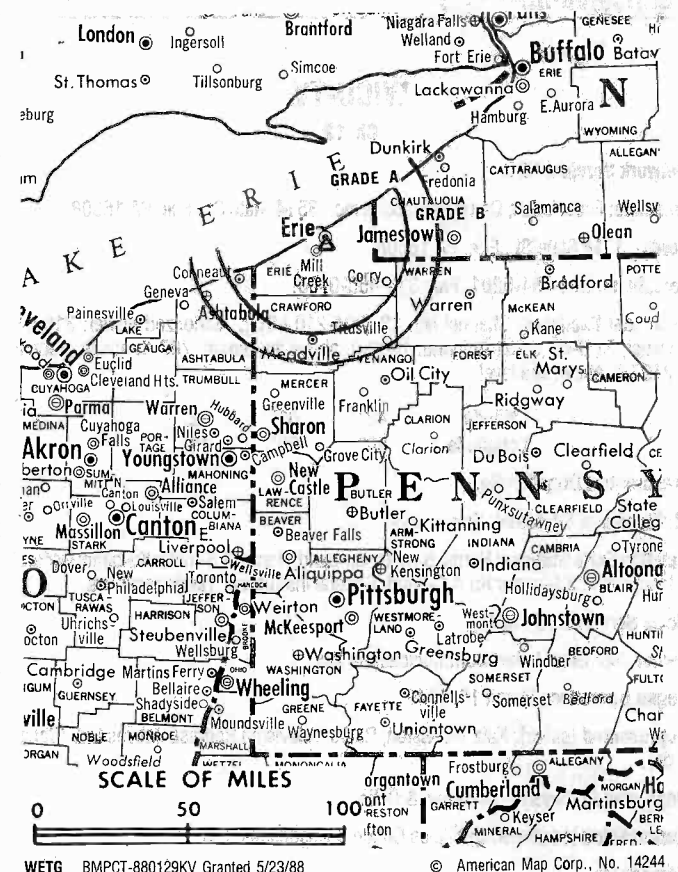
- Anthony J. Miceli, General Manager.
- Art Arkelian, General Sales Manager.
- Judy Shannon, Program & Promotion Director.
- Jeff Honard, Production Manager.
- Doug Justham, Chief Engineer.

Highest 30 Sec. Rate: \$80.

City of License: Erie. **ADI:** Erie. **Rank:** 143.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Erie	102,900	101,700	99
	PENNSYLVANIA Crawford	32,200	31,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO Ashtabula	37,300	36,800	99
	PENNSYLVANIA Forest	1,900	1,900	100
Station Totals		174,300	171,900	99
Net Weekly Circulation (1992)				64,400
Average Daily Circulation (1992)				23,900

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

Pennsylvania—Erie

WICU-TV

Ch. 12

Network Service: NBC.

Licensee: Great Lakes Communications Inc., 3514 State St., Erie, PA 16508.

Studio: 3514 State St., Erie, PA 16508.

Telephone: 814-454-5201. **Fax:** 814-455-0703.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"
Longitude 80° 00' 19"

Transmitter: Donation Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; General Instrument, 3.5-meter Ku & C-band; General Instrument, Harris receivers.

News Services: AP, NBC.

Ownership: Great Lakes Communications Inc.

Began Operation: March 15, 1949.

Represented (sales): Katz Television; Radio-Television Representatives Ltd. (Canada).

Represented (legal): Rosenman & Colin.

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

Personnel:

Clarence Paoletta, General Manager.

Bill Knupp, News Director.

Douglas White, Local Sales Manager.

Michael Csop, Chief Engineer.

Rates: On request.

City of License: Erie. **ADI:** Erie. **Rank:** 143.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,200	31,500	98
	Erie	102,900	101,700	99
	Warren	17,300	16,800	97



WICU-TV BMPCT-1113 Granted 6/28/57 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Chautauqua	53,900	53,100	99
	OHIO			
	Ashtabula	37,300	36,800	99
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Mc Kean	17,900	17,500	98
	Venango	22,900	22,300	97
Between 5-24%	PENNSYLVANIA			
	Elk	13,500	13,300	99
Station Totals		299,800	294,900	98
Net Weekly Circulation (1992)			186,600	
Average Daily Circulation (1992)			108,700	

Pennsylvania—Erie

WJET-TV
Ch. 24

Network Service: ABC.

Licensee: Jet Broadcasting Co. Inc., 1635 Ash St., Erie, PA 16503.

Studio: 8455 Peach St., Erie, PA 16509.

Telephones: 814-864-2400; 814-868-2424. **TWX:** 610-596-6877.

Fax: 814-868-3041.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1120-kw max. visual, 112-kw max. aural. Antenna: 955-ft. above av. terrain, 780-ft. above ground, 2090-ft. above sea level.

Latitude 42° 02' 24"
Longitude 80° 04' 08"

Transmitter: 8455 Peach St.

Satellite Earth Stations: 3 in operation; Andrew receivers.

FM Affiliate: WJET, 3-kw, 102.3 MHz.

Ownership: Jet Broadcasting Co. Inc.

Began Operation: April 3, 1966.

Represented (sales): Blair Television; Canadian Communications Co.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

- John Kanzius, President & General Manager.
- Myron Jones, Chief Executive Officer.
- Eric Johnson, News Director.
- Marsha MacKinnon, News Director.
- Michael George, Sales Manager.
- Joan Vicary, National Sales.
- Charles Jennings, Chief Engineer.
- Dennis Kerr, Chief Engineer.
- Tom New, Promotion Director.

Rates: On request.

City of License: Erie. **ADI:** Erie. **Rank:** 143.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,200	31,500	98
	Erie	102,900	101,700	99
	Warren	17,300	16,800	97
Between 25-49%	OHIO			
	Ashtabula	37,300	36,800	99



WJET-TV BMPCT-840503KH Granted 5/31/84. © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Venango	22,900	22,300	97
Between 5-24%	NEW YORK			
	Chautauqua	53,900	53,100	99
	PENNSYLVANIA			
	Elk	13,500	13,300	99
	Mc Kean	17,900	17,500	98
Station Totals		299,800	294,900	98
Net Weekly Circulation (1992)				173,500
Average Daily Circulation (1992)				106,100

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Pennsylvania—Erie

WSEE-TV

Ch. 35

Network Service: CBS.

Licensee: NTG Inc., 405 Lexington Ave., New York, NY 10174.

Studio: 1220 Peach St., Erie, PA 16501.

Telephone: 814-455-7575. **Fax:** 814-454-5541.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 1186-kw max. visual, 118.6-kw max. aural. Antenna: 938-ft. above av. terrain, 750-ft. above ground, 2090-ft. above sea level.

Latitude 42° 02' 20"
Longitude 80° 03' 45"

Transmitter: U.S. Hwy. 19, 7-mi. S of Erie.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Northstar Television Group Inc. (Group Owner).

Began Operation: April 25, 1954. Sale by MMT Sales Inc. approved by FCC Dec. 13, 1985. Sale to MMT by Gillett Bcstg. approved April 16, 1982. Sale to Gillett by Great Lakes Television Co. approved July 19, 1978. FCC approved sale to Federal Bcstg. Corp. Sept. 30, 1987 (Television Digest, Vol. 27:33); to present owners Sept. 19, 1989.

Represented (sales): Seitel; Metrospot Television Ltd. (Canada).

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

Represented (engineering): Smith & Powstenko.

Personnel:

- Robert W. Hoffman, Vice President & General Manager.
- Jeff Gallop, General Sales Manager.
- Don Rowe, Production Manager.
- Pierre Bellinili, News Director.
- Earl Kneissler, Program Director.
- Jim Larkin, Promotion Director.
- Rita Masi, Business Manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$685.

City of License: Erie. **ADI:** Erie. **Rank:** 143.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WSEE-TV BPCT-810911KG Granted 10/8/81 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,200	31,500	98
	Erie	102,900	101,700	99
	Warren	17,300	16,800	97
Between 25-49%	OHIO			
	Ashtabula	37,300	36,800	99
Between 5-24%	PENNSYLVANIA			
	Venango	22,900	22,300	97
	NEW YORK			
	Chautauqua	53,900	53,100	99
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Mc Kean	17,900	17,500	98
Station Totals		286,300	281,600	98
Net Weekly Circulation (1992)				160,100
Average Daily Circulation (1992)				92,600

Pennsylvania—Harrisburg-York

WHP-TV

Ch. 21

Network Service: CBS.

Licensee: WHP Inc., Box 1507, Harrisburg, PA 17105.

Studio: 3300 N. 6th St., Harrisburg, PA 17110.

Telephone: 717-238-2100. Fax: 717-236-0198.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 1220-ft. above av. terrain, 500-ft. above ground, 1810-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

Transmitter: Blue Mountain.

Multichannel TV Sound: Stereo only.

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

News Services: AP.

Ownership: Commonwealth Communications Services Inc.

Began Operation: April 15, 1953.

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Dave Ritter, Vice President & General Manager.
Thomas G. Miller, General Sales Manager.
Mary O. Hoff, Program Director.
Rob Hershey, Director of Engineering.
Matthew Hope, Director, Creative Services.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$649.

City of License: Harrisburg. ADI: Harrisburg-York-Lancaster-Lebanon. Rank: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA				
		Cumberland	75,400	74,300	98
		Dauphin	97,500	95,800	98
		Juniata	7,800	7,500	96
		Lebanon	43,200	42,400	98
		Perry	15,800	15,500	98
	York	132,100	130,000	98	
Between 25-49%	PENNSYLVANIA				
		Adams	27,900	27,400	98
		Lancaster	156,500	152,000	97
		Snyder	13,100	12,600	96



WHP-TV BPTC-4510 Granted 6/26/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	MARYLAND				
		Cecil	25,900	25,800	100
	PENNSYLVANIA				
		Clinton	14,200	14,000	99
		Franklin	46,600	45,300	97
		Mifflin	18,200	17,700	97
		Montour	6,500	6,300	97
	Northumberland	39,800	38,900	98	
	Schuylkill	61,600	60,400	98	
	Union	11,800	11,400	97	
Station Totals		793,900	777,300	98	
Net Weekly Circulation (1992)				373,600	
Average Daily Circulation (1992)				188,800	

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Television & Cable Factbook

Pennsylvania—Harrisburg-York-Lebanon

WHTM-TV

Ch. 27

Network Service: ABC.

Licensee: WHTM-TV Inc., Box 5860, Harrisburg, PA 17110.

Studio: 3235 Hoffman St., Harrisburg, PA 17110.

Telephone: 717-236-2727. **TWX:** 510-650-0803. **Fax:** 717-232-5272.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2382-kw max. visual, 238.2-kw max. aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 18' 57.40"
Longitude 76° 57' 02.20"

Transmitter: W of U.S. Hwys. 11 & 15, N of State Hwy. 944.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.5-meter Ku-band; Avantek receivers.

News Service: AP.

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

Began Operation: June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (Television Digest, Vol. 13:15, 20). Sale to Times Mirror Co. by Newhouse Bcstg. approved by FCC March 27, 1980 (Vol. 18:50, 19:19). Sale to present owners approved April 17, 1986.

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

Represented (legal): Hogan & Hartson.

Personnel:

- Robert N. Smith, President.
- John Purcell, Vice President & General Manager.
- Paul O'Dell, Station Manager.
- Jay Rabin, General Sales Manager.
- Caroline Wilson, Promotion Director.
- Holly Steuart, News Director.
- Donald Landis, Chief Engineer.
- Joseph Fry, Controller.

Rates: On request.

City of License: Harrisburg. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 44.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	75,400	74,300	98
	Dauphin	97,500	95,800	98
	Juniata	7,800	7,500	96
	Lebanon	43,200	42,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mifflin	18,200	17,700	97
	Perry	15,800	15,500	98
	York	132,100	130,000	98
PENNSYLVANIA				
Between 25-49%	Adams	27,900	27,400	98
	Franklin	46,600	45,300	97
	Huntingdon	15,600	15,200	97
	Lancaster	156,500	152,000	97
	Snyder	13,100	12,600	96
MARYLAND				
Between 5-24%	Cecil	25,900	25,800	100
PENNSYLVANIA				
Station Totals	Berks	131,000	129,200	99
	Montour	6,500	6,300	97
	Northumberland	39,800	38,900	98
	Schuylkill	61,600	60,400	98
	Union	11,800	11,400	97
Station Totals		926,300	907,700	98
Net Weekly Circulation (1992)				434,900
Average Daily Circulation (1992)				250,400

Pennsylvania—Hazleton

WWLF-TV

Ch. 56

(Satellite of WOLF-TV, Scranton, PA)

Network Service: Fox.

Licensee: Scranton TV Partners Ltd., 916 Oak St., Scranton, PA 18508.

Studio: See WOLF-TV, Scranton, PA.

Telephone: 717-347-9653.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 1000-kw max. visual. Antenna: 266-ft. above av. terrain, 174-ft. above ground, 1994-ft. above sea level.

Latitude 41° 02' 13"
Longitude 76° 05' 07"

Transmitter: Nescopeck Mountain, near State Rte. 93, Hollenback/Sugarloaf.

Multichannel TV Sound: Stereo only.

Ownership: Scranton TV Partners Ltd.

Began Operation: June 3, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

Personnel:

See WOLF-TV, Scranton, PA.

Rates: On request.

Arbitron Data: Included with WOLF-TV, Scranton, PA.



City of License: Hazleton. **ADI:** Wilkes Barre-Scranton. **Rank:** 50.

Pennsylvania—Johnstown

WJAC-TV

Ch. 6

Network Service: NBC.

Licensee: WJAC Inc., 1949 Hickory Lane, Johnstown, PA 15905.

Studio: 1949 Hickory Lane, Johnstown, PA 15905.

Telephone: 814-255-7600.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 70.8-kw visual, 10.5-kw aural. Antenna: 1119-ft. above av. terrain, 148-ft. above ground, 2848-ft. above sea level.

Latitude 40° 22' 17"
Longitude 78° 58' 58"

Transmitter: Laurel Hill, 4.5-mi. NW of Johnston.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; ChannelMaster, 3.5-meter C-band; Harris, 7-meter Ku-band; Microdyne C-band; Drake, Harris, Microdyne, Pinzone receivers.

News Services: NBC, AP.

Ownership: WJAC Inc.

Began Operation: September 15, 1949.

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

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

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

Personnel:

- James M. Edwards Sr., President & General Manager.
- Richard D. Schrott, Vice President & General Sales Manager.
- James Parker, Local Sales Manager.
- Ron Miller, News Director.
- Dino Tessari, Operations Manager.
- Ken DeGennaro, Promotion & Production Manager.
- Jolene Courter, Program Manager.
- Gale Koestler, Director of Human Resources.
- Daniel Pavuk, Controller.
- Rob Abele, Chief Engineer.

Rates: On request.

City of License: Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 89.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MARYLAND				
		Garrett	10,100	10,000	99
	PENNSYLVANIA				
		Armstrong	29,200	28,800	98
		Bedford	18,200	17,700	98
		Blair	50,600	49,800	99
		Cambria	61,800	61,100	99
		Cameron	2,600	2,600	100
		Centre	42,000	41,000	98
		Clarion	14,900	14,600	98
		Clearfield	30,200	29,700	98
		Elk	13,500	13,300	99



WJAC-TV BPCT-640 Granted 7/11/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Forest	1,900	1,900	100	
	Huntingdon	15,600	15,200	97	
	Indiana	32,300	31,700	98	
	Jefferson	18,300	18,000	98	
	Somerset	30,300	29,700	98	
WEST VIRGINIA					
	Grant	3,900	3,800	97	
Between 25-49%	PENNSYLVANIA				
	Westmoreland	144,700	143,100	99	
Between 5-24%	MARYLAND				
	PENNSYLVANIA				
	Allegany	29,100	28,900	99	
	Butler	56,300	55,700	99	
	Fayette	56,400	55,300	98	
	Franklin	46,600	45,300	97	
	Fulton	5,500	5,300	96	
	Greene	15,000	14,700	98	
	Juniata	7,800	7,500	96	
	Mc Kean	17,900	17,500	98	
	Mifflin	18,200	17,700	97	
	Venango	22,900	22,300	97	
	Warren	17,300	16,800	97	
	WEST VIRGINIA				
		Hampshire	6,300	6,200	98
	Hardy	4,100	4,000	98	
	Preston	10,900	10,800	99	
Station Totals		834,400	820,000	98	
Net Weekly Circulation (1992)				424,100	
Average Daily Circulation (1992)				229,100	

Pennsylvania—Johnstown

WWCP-TV

Ch. 8

Network Service: Fox.

Licensee: Evergreen Bcstg. Corp., 1450 Scalp Ave., Johnstown, PA 15904.

Studio: 1450 Scalp Ave., Johnstown, PA 15904.

Telephone: 814-266-8088. **Fax:** 814-266-7749.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 16.6-kw aural. Antenna: 1208-ft. above av. terrain, 270-ft. above ground, 3175-ft. above sea level.

Latitude 40° 10' 53"
Longitude 79° 09' 06"

Transmitter: Approx. 6-mi. SE of Ligonier, near Hwy. 30.

Satellite Earth Stations: ChannelMaster, 4.4-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; ChannelMaster, M/A-Com, Microdyne receivers.

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

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

Began Operation: October 13, 1986.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

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

Personnel:

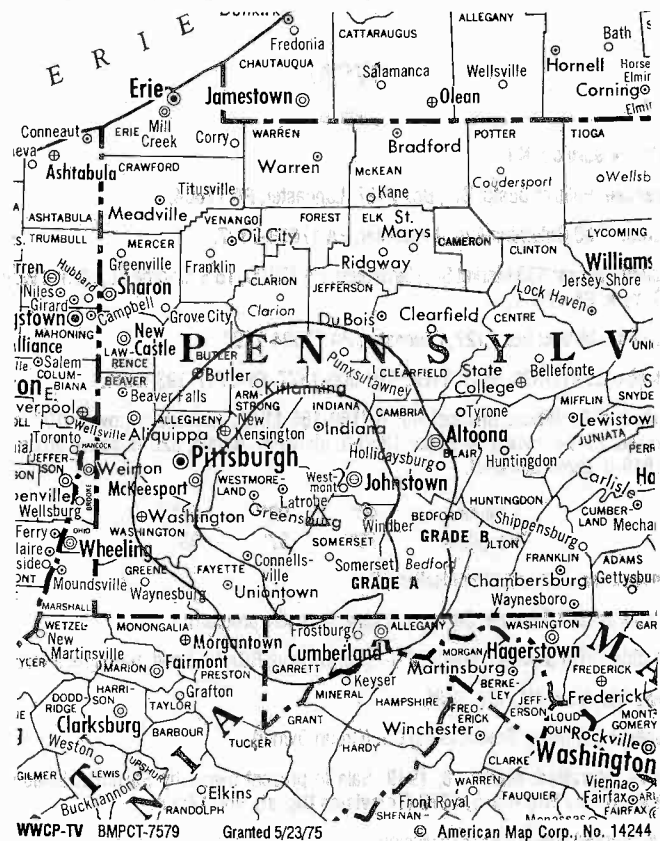
Martin H. Ostrow, General Manager.
Christopher J. Taylor, Station Manager.
Ron Kabo, Local Sales Manager.
Robert Andrade, Chief Engineer.
Jeff Alan, News Director.
Kathleen Smith, Administration Director.

Rates: On request.

City of License: Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 89.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over				
PENNSYLVANIA				
	Bedford	18,200	17,700	98
	Blair	50,600	49,800	99
	Cambria	61,800	61,100	99
	Clearfield	30,200	29,700	98
	Indiana	32,300	31,700	98
	Somerset	30,300	29,700	98
Between 25-49%				
MARYLAND				
	Garrett	10,100	10,000	99
PENNSYLVANIA				
	Armstrong	29,200	28,800	98
	Centre	42,000	41,000	98
	Elk	13,500	13,300	99
	Huntingdon	15,600	15,200	97
	Jefferson	18,300	18,000	98
	Westmoreland	144,700	143,100	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%				
WEST VIRGINIA				
	Grant	3,900	3,800	97
Between 5-24%				
PENNSYLVANIA				
	Butler	56,300	55,700	99
	Cameron	2,600	2,600	100
	Clarion	14,900	14,600	98
	Clinton	14,200	14,000	99
	Fayette	56,400	55,300	98
	Forest	1,900	1,900	100
	Fulton	5,500	5,300	96
	Greene	15,000	14,700	98
	Mifflin	18,200	17,700	97
	Venango	22,900	22,300	97
	Washington	79,700	78,600	99
WEST VIRGINIA				
	Hampshire	6,300	6,200	98
	Preston	10,900	10,800	99
Station Totals		805,500	792,600	98
Net Weekly Circulation (1992)				285,000
Average Daily Circulation (1992)				120,800

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Television & Cable Factbook

Pennsylvania—Lancaster

WGAL

Ch. 8

Network Service: NBC.

Licensee: Pulitzer Bcstg. Co., Box 7127, Lancaster, PA 17604.

Studio: 1300 Columbia Ave., Lancaster, PA 17603-7127.

Branch Offices: 333 Market St., Harrisburg, PA 17100; 18 S. George St., Market Way S, York, PA 17401.

Mailing Address: Box 7127, Lancaster, PA 17604-7127.

Telephone: 717-393-5851. **TWX:** 510-600-1877. **Fax:** 717-393-9484.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 107-kw visual, 21.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

Latitude 40° 02' 04"
Longitude 76° 37' 08"

Transmitter: 2.25-mi. NE of Hallam, PA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 8.8-meter C-band; RCA Ku-band; Harris receivers.

News Services: AP, NBC, CNN.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: March 18, 1949. Sale to present owner by Steinman Stations approved by FCC Oct. 5, 1978 (*Television Digest*, Vol. 17:50).

Represented (sales): Katz Television.

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel:

- David McAtee, Vice President & General Manager.
- Nelson Sears, Program Manager.
- John Feeser, General Sales Manager.
- Tom Van Benschoten, Local & Regional Sales Manager.
- Ed Wickenheiser, News Director.
- Cil Frazier, Promotion & Marketing Director.
- Pat Saam, Commercial Operations Manager.
- Robert B. Good Jr., Chief Engineer.
- Robert Singer, Business Manager.

Rates: On request.

City of License: Lancaster. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 44.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Adams	27,900	27,400	98
	Cumberland	75,400	74,300	98
	Dauphin	97,500	95,800	98
	Franklin	46,600	45,300	97
	Juniata	7,800	7,500	96



WGAL BPCT-910 Granted 2/3/54

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	156,500	152,000	97
	Lebanon	43,200	42,400	98
	Mifflin	18,200	17,700	97
	Perry	15,800	15,500	98
	Snyder	13,100	12,600	96
	York	132,100	130,000	98
Between 25-49%	PENNSYLVANIA			
	Berks	131,000	129,200	99
	Northumberland	39,800	38,900	98
	Schuylkill	61,600	60,400	98
Between 5-24%	Union	11,800	11,400	97
	MARYLAND			
	Carroll	43,700	43,500	100
	Cecil	25,900	25,800	100
	Harford	62,500	62,200	100
Station Totals	Kent	6,700	6,700	100
	PENNSYLVANIA			
	Chester	136,600	134,900	99
	Fulton	5,500	5,300	96
	Huntingdon	15,600	15,200	97
Montour	6,500	6,300	97	
Station Totals		1,181,300	1,160,300	98
Net Weekly Circulation (1992)				665,300
Average Daily Circulation (1992)				369,200

Pennsylvania—Lancaster-Lebanon

WLYH-TV
Ch. 15

Network Service: CBS.

Licensee: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

Studio: RD 5, Television Hill, Lebanon, PA 17042.

Mailing Address: Box 1283, Lebanon, PA 17042.

Telephone: 717-273-4551. **TWX:** 510-650-4953. **Fax:** 717-270-0901.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 676-kw horizontal visual, 68-kw & 33.8-kw horizontal aural. Antenna: 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level.

Latitude 40° 15' 45"
Longitude 76° 27' 53"

Transmitter: RD 5, Television Hill.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; AFC, 3.6-meter Ku-band; Drake, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

Began Operation: October 9, 1953 but left air Oct. 16, 1954. Sold to Triangle Publications by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27, 13:18). Sale by Triangle to present owner approved by FCC Sept. 20, 1972 (Vol. 11:50; 12:39).

Represented (sales): Seltel Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

- David F. Metz, Vice President & General Manager.
- Bob Patterson, Program Director.
- John McNally, Local Sales Manager.
- Kathy Morgan, Business Manager.
- Leilyn Perri, News Director.
- Jan Hrabovsky, Promotion Manager.
- Tim Costley, Chief Engineer.

Rates: On request.

City of License: Lancaster. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 44.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Lebanon	43,200	42,400	98
Between 25-49%	PENNSYLVANIA			
	Lancaster	156,500	152,000	97
	Mifflin	18,200	17,700	97
	York	132,100	130,000	98



WLYH-TV BNPCT-790214KI Granted 6/29/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Adams	27,900	27,400	98
	Berks	131,000	129,200	99
	Cumberland	75,400	74,300	98
	Dauphin	97,500	95,800	98
	Juniata	7,800	7,500	96
	Northumberland	39,800	38,900	98
	Perry	15,800	15,500	98
	Schuylkill	61,600	60,400	98
	Snyder	13,100	12,600	96
Station Totals		819,900	803,700	98
Net Weekly Circulation (1992)			243,600	
Average Daily Circulation (1992)			85,400	

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Pennsylvania—Philadelphia

KYW-TV

Ch. 3

Network Service: NBC.

Licensee: Group W Television Inc., Independence Mall East, Philadelphia, PA 19106.

Studio: Independence Mall East, Philadelphia, PA 19106.

Telephone: 215-238-4700. **Fax:** 215-238-4907.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 99.5-kw visual, 9.95-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Roxborough, PA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

AM Affiliate: KYW, 50-kw, 1060 kHz.

FM Affiliate: WMMR-FM.

News Services: AP, UPI.

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

Began Operation: September 1, 1941. Sold to Westinghouse Bcstg. by Philco Corp. in 1953 (*Television Digest*, Vol. 9:8, 22); then transferred to NBC in deal approved Dec. 21, 1955 (Vol. 11:2, 12:3). Transfer from NBC back to Westinghouse under order by FCC approved Feb. 17, 1965 (Vol. 5:7, 8, 25).

Represented (sales): Group W Television Sales.

Personnel:

- Jonathan Klein, Vice President & General Manager.
- Allen Murphy, General Sales Manager.
- Robert Ross, Director of Broadcast Operations & Engineering.
- James Eaton, Director, KYW Enterprises.
- Jim Zuratt, Controller.
- Scott Herman, News Director.
- Dick Goggin, Product Manager.
- Charles Thomson, Editorial Director.
- Susan Cohen-Dickler, Executive Producer.
- Iona Harper, Human Resources Manager.
- Joanne Calabria, Communications Director.

Rates: On request.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	DELAWARE				
		Kent	40,200	39,900	99
		New Castle	165,300	164,700	100
	MARYLAND				
		Cecil	25,900	25,800	100
	NEW JERSEY				
		Atlantic	86,600	85,100	98
		Burlington	141,000	139,900	99
		Camden	184,600	183,200	99
		Cape May	40,600	40,000	99
		Cumberland	48,700	48,100	99
		Gloucester	79,400	78,800	99
		Mercer	121,000	119,400	99
		Salem	24,500	24,200	99



KYW-TV BPCT-2214 Granted 3/20/57 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	PENNSYLVANIA				
		Berks	131,000	129,200	99
		Bucks	197,900	196,300	99
		Chester	136,600	134,900	99
		Delaware	207,000	205,600	99
		Lehigh	116,000	114,500	99
		Montgomery	261,100	258,700	99
		Northampton	94,200	92,900	99
		Philadelphia	622,800	613,200	98
	Between 25-49%	NEW JERSEY			
		Hunterdon	37,800	37,300	99
		Ocean	174,500	173,000	99
		Warren	34,300	33,800	99
PENNSYLVANIA					
		Carbon	22,500	22,200	99
Between 5-24%	DELAWARE				
		Sussex	45,600	45,100	99
	MARYLAND				
		Caroline	10,000	9,900	99
		Kent	6,700	6,700	100
	NEW JERSEY				
		Middlesex	241,400	239,600	99
		Monmouth	206,600	204,700	99
	PENNSYLVANIA				
		Columbia	23,500	23,100	98
	Lebanon	43,200	42,400	98	
Station Totals		3,825,600	3,781,000	99	
Net Weekly Circulation (1992)				2,511,000	
Average Daily Circulation (1992)				1,285,900	

Pennsylvania—Philadelphia

WCAU-TV

Ch. 10

Network Service: CBS.

Licensee: CBS Inc., City Ave. & Monument Rd., Philadelphia, PA 19131.

Studio: City Ave. & Monument Rd., Philadelphia, PA 19131.

Telephone: 215-668-5510.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 1160-ft. above av. terrain, 1139-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 31"

Longitude 75° 14' 11"

Transmitter: Domino Lane & Fowler St., Roxborough, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 5.6-meter Ku-band; Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WCAU, 50-kw, 1210 kHz.

FM Affiliate: WCAU-FM, 8.9-kw, 98.1 MHz (No. 251), 1000-ft.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: March 15, 1948. Sale to present owner by Philadelphia Bulletin interests approved July 23, 1958 by FCC (Television Digest, Vol. 13:51; 14:1, 18, 27, 30).

Represented (sales): CBS Television Stations National Sales.

Personnel:

Eugene Lothery, Vice President & General Manager,

Jay Newman, Vice President & Station Manager.

Jeffrey M. Cash, Director of Sales.

Alex Dusek, Director of Creative Services.

David Harvey, Director, Operations & Engineering.

Drew Berry, News Director.

Joanne Wilder, Director, Community Affairs.

Rates: On request.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	40,200	39,900	99
	New Castle	165,300	164,700	100
	NEW JERSEY			
	Atlantic	86,600	85,100	98
	Burlington	141,000	139,900	99
	Camden	184,600	183,200	99
	Cape May	40,600	40,000	99
	Cumberland	48,700	48,100	99
	Gloucester	79,400	78,800	99
	Mercer	121,000	119,400	99
	Salem	24,500	24,200	99
	PENNSYLVANIA			
	Berks	131,000	129,200	99
Bucks	197,900	196,300	99	
Carbon	22,500	22,200	99	
Chester	136,600	134,900	99	
Delaware	207,000	205,600	99	



WCAU-TV BPCT-4403 Granted 2/25/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lehigh	116,000	114,500	99
	Monroe	37,000	36,400	98
	Montgomery	261,100	258,700	99
	Northampton	94,200	92,900	99
	Philadelphia	622,800	613,200	98
	Schuylkill	61,600	60,400	98
Between 25-49%	MARYLAND			
	Cecil	25,900	25,800	100
	NEW JERSEY			
	Hunterdon	37,800	37,300	99
	Ocean	174,500	173,000	99
Warren	34,300	33,800	99	
Between 5-24%	PENNSYLVANIA			
	Lancaster	156,500	152,000	97
	DELAWARE			
	Sussex	45,600	45,100	99
	MARYLAND			
	Caroline	10,000	9,900	99
NEW JERSEY				
Monmouth	206,600	204,700	99	
PENNSYLVANIA				
Northumberland	39,800	38,900	98	
Sullivan	2,300	2,200	96	
Station Totals		3,552,900	3,510,300	99
Net Weekly Circulation (1992)			2,573,300	
Average Daily Circulation (1992)			1,341,800	

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Pennsylvania—Philadelphia

WGBS-TV

Ch. 57

Network Service: None, independent.

Licensee: Combined Broadcasting Inc.

Studio: 420 N. 20th St., Philadelphia, PA 19130.

Telephone: 215-563-5757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1159-ft. above av. terrain, 1134-ft. above ground, 1376-ft. above sea level.

Latitude 40° 02' 21"
Longitude 75° 14' 13"

Transmitter: Umbria & Paoli Ave., Roxborough.

Satellite Earth Stations: Microdyne, 7-meter; Prodelin, 4.5-meter.

Ownership: Combined Broadcasting Inc. (Group Owner).

Began Operation: June 15, 1981. FCC approved sale to Grant Bcstg. by Leon S. Gross, et al., April 24, 1985. Transfer to present owners approved June 8, 1988.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Loeb & Loeb.

Personnel:

- Robert E. O'Connor, President.
- Carol C. Healey, Station Manager.
- Edward Shaffer, General Sales Manager.
- Richard Hammond, Local Sales Manager.
- Maria Kent, National Sales Manager.
- Richard Quinto, Chief Engineer.
- Mark Cooper, Promotion Director.
- Kathleen Gorman, Business Manager.

Rates: On request.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY Salem	24,500	24,200	99
	DELAWARE New Castle	165,300	164,700	100
Between 25-49%	NEW JERSEY Atlantic	86,600	85,100	98
	Burlington	141,000	139,900	99
	Camden	184,600	183,200	99
	Cumberland	48,700	48,100	99
	Gloucester	79,400	78,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Bucks	197,900	196,300	99
	Chester	136,600	134,900	99
	Delaware	207,000	205,600	99
	Lebanon	43,200	42,400	98
	Montgomery	261,100	258,700	99
Philadelphia	622,800	613,200	98	
Between 5-24%	DELAWARE Kent	40,200	39,900	99
	MARYLAND Cecil	25,900	25,800	100
	Kent	6,700	6,700	100
NEW JERSEY	Cape May	40,600	40,000	99
	Mercer	121,000	119,400	99
	Ocean	174,500	173,000	99
PENNSYLVANIA	Berks	131,000	129,200	99
	Lancaster	156,500	152,000	97
Station Totals		2,895,100	2,861,100	99
Net Weekly Circulation (1992)				910,700
Average Daily Circulation (1992)				307,000

Pennsylvania—Philadelphia-Burlington, New Jersey

WGTW
Ch. 48

Network Service: None, independent.

Grantee: Brunson Bcstg. Co. of New Jersey Inc., Box 67584, Baltimore, MD 21215.

Studio: 642 N. Broad St., Philadelphia, PA 19130.

Telephone: 215-765-4800.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 2340 kw max. visual, 234 kw max. aural. Antenna: 1100 ft. above av. terrain, 1079 ft. above ground, 1332 ft. above sea level.

Latitude 40° 02' 35.50"
Longitude 75° 14' 32.50"

Transmitter: Umbria St. near Domino Lane, Roxborough.

Ownership: Brunson Communications Inc.

Began Operation: August 13, 1992.

Represented (sales): Blain Television.

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

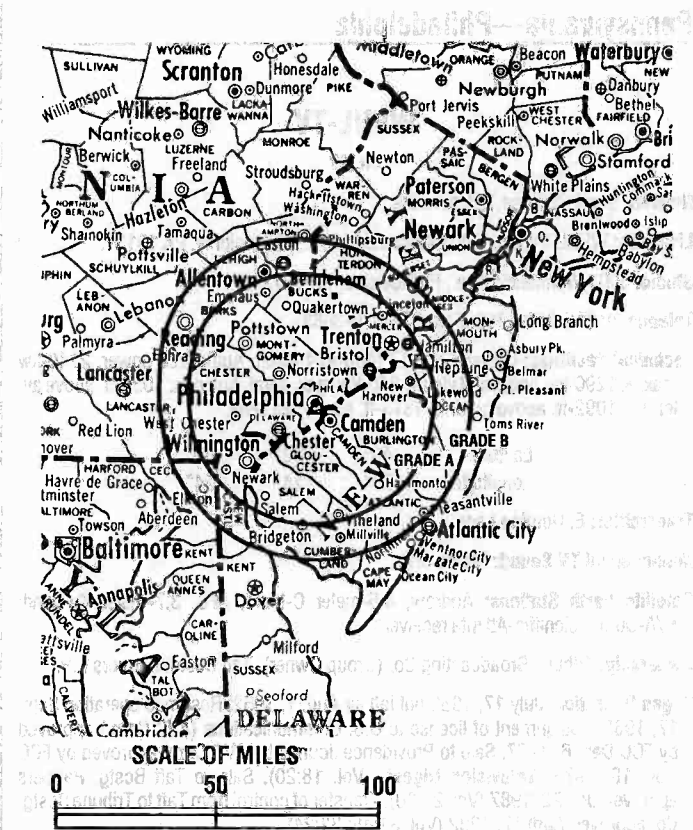
Represented (engineering): Rubin, Bednarek & Associates Inc.

Personnel:

- Dorothy Brunson, General Manager.
- Wade Griffin, General Sales Manager.
- Roger Dufault, Chief Engineer.
- Edward R. Brunson, Creative Services.

Rates: On request.

Arbitron Data: Not available.



WGTW BPCT-840104KL. Granted 8/1/86 © American Map Corp., No. 14244
City of License: Burlington. ADI: Philadelphia. Rank: 4.

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Pennsylvania—Philadelphia

WPHL-TV

Ch. 17

Network Service: None, independent.

Licensee: WPHL-TV Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Studio: 5001 Wynnefield Ave., Philadelphia, PA 19131.

Telephone: 215-878-1700. **Fax:** 215-879-3665.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 350-kw max. aural. Antenna: 1050-ft. above av. terrain, 1092-ft. above ground, 1313-ft. above sea level.

Latitude 40° 02' 30"
Longitude 75° 14' 24"

Transmitter: E. Domino Lane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

Ownership: Tribune Broadcasting Co. (Group Owner); Taft Bcstg. Partners L.P.

Began Operation: July 17, 1960 but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U.S. Communications (AVC Corp.) approved by FCC Dec. 6, 1967. Sale to Providence Journal by AVC Corp. approved by FCC Nov. 16, 1978 (Television Digest, Vol. 18:20). Sale to Taft Bcstg. Partners approved Oct. 22, 1987 (Vol. 27:30). Transfer of control from Taft to Tribune Bcstg. Co. approved April 17, 1992 (Vol. 31:45; 32:24).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

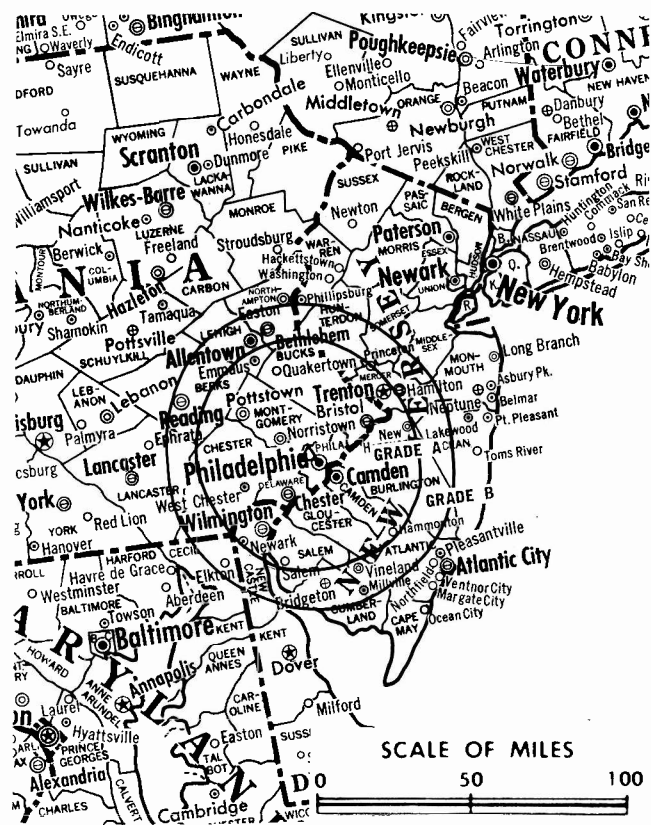
Randall Smith, Executive Vice President & General Manager.
Jan Dickler, General Sales Manager.
Tim Cabrey, National Sales Manager.
Trish Silvas, Director of Programming.
Wanda Fletcher, Operations Manager.
David Smith, Engineering Manager.

Highest 30 Sec. Rate: \$5000.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY			
	Cumberland	48,700	48,100	99
	Salem	24,500	24,200	99
Between 25-49%	PENNSYLVANIA			
	Philadelphia	622,800	613,200	98
	DELAWARE			
	Kent	40,200	39,900	99
	New Castle	165,300	164,700	100
	MARYLAND			
	Cecil	25,900	25,800	100
	NEW JERSEY			
	Atlantic	86,600	85,100	98
	Burlington	141,000	139,900	99
	Camden	184,600	183,200	99
	Cape May	40,600	40,000	99
	Gloucester	79,400	78,800	99
	Hunterdon	37,800	37,300	99
	Mercer	121,000	119,400	99
PENNSYLVANIA				
Berks	131,000	129,200	99	



WPHL-TV BPCT-5023 Granted 6/20/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Bucks	197,900	196,300	99
	Carbon	22,500	22,200	99
	Chester	136,600	134,900	99
	Delaware	207,000	205,600	99
	Lancaster	156,500	152,000	97
	Lebanon	43,200	42,400	98
	Lehigh	116,000	114,500	99
	Montgomery	261,100	258,700	99
	Montour	6,500	6,300	97
	Northampton	94,200	92,900	99
	Northumberland	39,800	38,900	98
	Schuylkill	61,600	60,400	98
Between 5-24%	DELAWARE			
	Sussex	45,600	45,100	99
	MARYLAND			
	Caroline	10,000	9,900	99
	Kent	6,700	6,700	100
	NEW JERSEY			
	Middlesex	241,400	239,600	99
	Ocean	174,500	173,000	99
	Somerset	88,600	87,800	99
	Warren	34,300	33,800	99
PENNSYLVANIA	Columbia	23,500	23,100	98
	Cumberland	75,400	74,300	98
	Dauphin	97,500	95,800	98
	Lycoming	45,300	44,100	97
	Monroe	37,000	36,400	98
	Pike	11,500	11,200	97
	Snyder	13,100	12,600	96
	Union	11,800	11,400	97
York	132,100	130,000	98	
Station Totals		4,140,600	4,088,700	99
Net Weekly Circulation (1992)				1,478,400
Average Daily Circulation (1992)				496,500

Pennsylvania—Philadelphia

WPVI-TV

Ch. 6

Network Service: ABC.

Licensee: Capital Cities/ABC Inc., 4100 City Line Ave., Philadelphia, PA 19131.

Studio: 4100 City Line Ave., Philadelphia, PA 19131.

Telephone: 215-878-9700. **TWX:** 710-670-9799. **Fax:** 215-581-4515.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 74-kw visual, 7.4-kw aural. Antenna: 1090-ft. above av. terrain, 1116-ft. above ground, 1368-ft. above sea level.

Latitude 40° 02' 38.50"
Longitude 75° 14' 26.50"

Transmitter: Culp St., Roxborough, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 5.3-meter Ku-band; Scientific-Atlanta, 7.1-meter C-band; Andrew 7-meter C-band; Andrew, Scientific-Atlanta, receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

Began Operation: September 13, 1947. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 10:8, 9; 11:9).

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

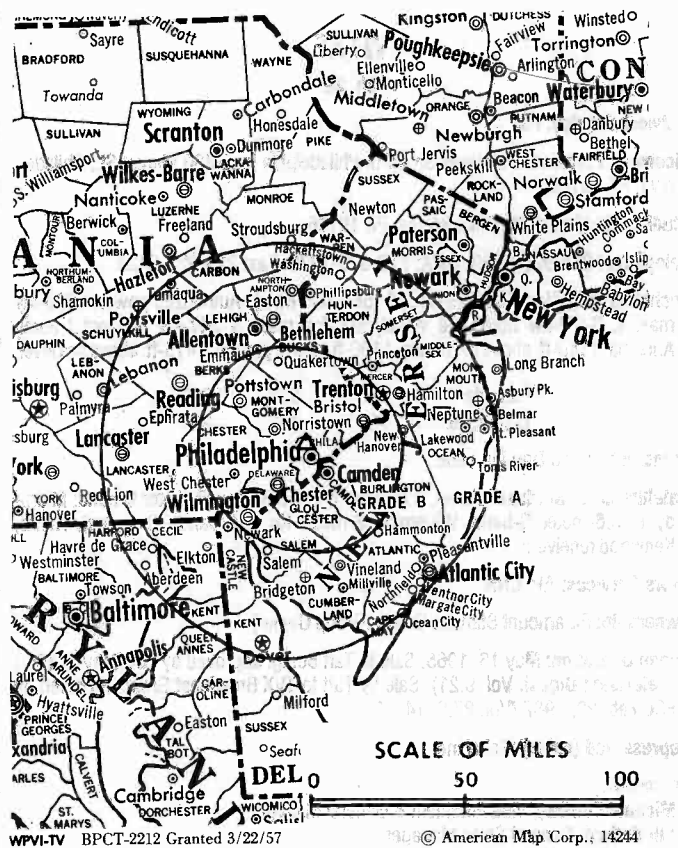
- Alan Nesbitt, President & General Manager.
- Todd Wheeler, Director of Sales.
- Lisa Hipp, Local Sales Manager.
- Charles D. Dunn, National Sales Manager.
- Dave Davis, News Director.
- William Burton, Promotion Director.
- Robert Apfel, Business Manager.
- Terry Belford, Production Manager.
- Charles R. Bradley, Director of Programming & Operations.
- Irwin L. Ross, Engineering Director.
- Linda Munich, Public Affairs Director.

Rates: On request.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	40,200	39,900	99
	New Castle	165,300	164,700	100
	NEW JERSEY			
	Atlantic	86,600	85,100	98
	Burlington	141,000	139,900	99
	Camden	184,600	183,200	99
	Cape May	40,600	40,000	99
	Cumberland	48,700	48,100	99
	Gloucester	79,400	78,800	99
Mercer	121,000	119,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Salem	24,500	24,200	99
	Berks	131,000	129,200	99
	Bucks	197,900	196,300	99
	Chester	136,600	134,900	99
	Delaware	207,000	205,600	99
	Lancaster	156,500	152,000	97
	Lehigh	116,000	114,500	99
	Monroe	37,000	36,400	98
	Montgomery	261,100	258,700	99
Northampton	94,200	92,900	99	
Philadelphia	622,800	613,200	98	
Schuylkill	61,600	60,400	98	
Between 25-49%	MARYLAND			
	Cecil	25,900	25,800	100
	NEW JERSEY			
	Hunterdon	37,800	37,300	99
Ocean	174,500	173,000	99	
Warren	34,300	33,800	99	
Between 5-24%	PENNSYLVANIA			
	Carbon	22,500	22,200	99
	NEW JERSEY			
	Monmouth	206,600	204,700	99
PENNSYLVANIA				
Lebanon	43,200	42,400	98	
Northumberland	39,800	38,900	98	
Station Totals		3,538,200	3,495,500	99
Net Weekly Circulation (1992)			2,711,000	
Average Daily Circulation (1992)			1,761,700	

Pennsylvania—Philadelphia

WTXF

Ch. 29

Network Service: Fox.

Licensee: Paramount Stations Group of Philadelphia Inc., 330 Market St., Philadelphia, PA 19106.

Studio: 330 Market St., Philadelphia, PA 19106.

Telephone: 215-925-2929. **TWX:** 710-670-1979. **Fax:** 215-925-2420.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 3470-kw horizontal visual, 500-kw max. & 347-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1190-ft. above ground, 1415-ft. above sea level.

Latitude 40° 02' 26"
Longitude 75° 14' 20"

Transmitter: 340 Domino Lane.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 3-meter C-band; Microdyne, 3.6-meter C-band; Winegard, 3-meter Ku & C-band; Chapparral, Harris, Kenwood receivers.

News Services: AP, CNN.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: May 16, 1965. Sale to Taft Bcstg. approved by FCC May 7, 1969 (Television Digest, Vol. 9.21). Sale to Taft to TVX Broadcast Group approved by FCC Feb. 20, 1987 (Vol. 27:9, 14, 15).

Represented (sales): Seltel Inc.

Personnel:

- Michael Conway, Vice President & General Manager.
- Bill Ballard, General Sales Manager.
- Brad Wagner, Local Sales Manager.
- Scott Mayes, Local Sales Manager.
- William Butler, Program Manager.
- Roger Lamay, News Director.
- Denise Rolfe, Promotion Manager.
- Kent Von Hertsenberg, Business Manager.
- Diane Krach, Chief Engineer.

Rates: On request.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	40,200	39,900	99
	New Castle	165,300	164,700	100
	NEW JERSEY			
	Atlantic	86,600	85,100	98
	Burlington	141,000	139,900	99
	Camden	184,600	183,200	99
	Cape May	40,600	40,000	99
	Cumberland	48,700	48,100	99
	Gloucester	79,400	78,800	99
	Salem	24,500	24,200	99
	PENNSYLVANIA			
	Berks	131,000	129,200	99
	Bucks	197,900	196,300	99
	Chester	136,600	134,900	99
	Delaware	207,000	205,600	99
	Montgomery	261,100	258,700	99
Northampton	94,200	92,900	99	
Philadelphia	622,800	613,200	98	
Between 25-49%	DELAWARE			
	Sussex	45,600	45,100	99
	MARYLAND			
	Cecil	25,900	25,800	100
NEW JERSEY				
Hunterdon	37,800	37,300	99	



WTXF BPCT-4576 Granted 6/21/73 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Mercer	121,000	119,400	99
	Warren	34,300	33,800	99
	PENNSYLVANIA			
	Carbon	22,500	22,200	99
	Lancaster	156,500	152,000	97
	Lehigh	116,000	114,500	99
Monroe	37,000	36,400	98	
Schuylkill	61,600	60,400	98	
Between 5-24%	MARYLAND			
	Caroline	10,000	9,900	99
	Kent	6,700	6,700	100
	Worcester	15,100	14,900	99
	NEW JERSEY			
	Middlesex	241,400	239,600	99
Monmouth	206,600	204,700	99	
Ocean	174,500	173,000	99	
Somerset	88,600	87,800	99	
Sussex	46,000	45,400	99	
PENNSYLVANIA	Clinton	14,200	14,000	99
	Columbia	23,500	23,100	98
	Dauphin	97,500	95,800	98
	Lackawanna	85,200	84,300	99
	Lebanon	43,200	42,400	98
	Luzerne	129,300	127,700	99
	Lycoming	45,300	44,100	97
	Montour	6,500	6,300	97
	Northumberland	39,800	38,900	98
	Pike	11,500	11,200	97
	Snyder	13,100	12,600	96
	Union	11,800	11,400	97
	Wyoming	10,500	10,300	98
Station Totals		4,440,000	4,385,700	99
Net Weekly Circulation (1992)				2,023,000
Average Daily Circulation (1992)				857,400

Pennsylvania—Pittsburgh

KDKA-TV

Ch. 2

Network Service: CBS.

Licensee: Group W Television Inc., One Gateway Center, Pittsburgh, PA 15222-1465.

Studio: One Gateway Center, Pittsburgh, PA 15222-1465.

Telephones: 412-575-2200; 412-575-2276. **TWX:** 710-664-4380. **Fax:** 412-575-3207.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 38.22"
Longitude 80° 01' 09.40"

Transmitter: 4101 Grizzella St.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Ver-tex, 4.6-meter Ku-band; Scientific-Atlanta receivers.

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

AM Affiliate: KDKA, 50-kw, 1020 kHz.

News Services: AP, CBS, CNN.

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

Began Operation: January 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (Television Digest, Vol. 10:49; 11:2).

Represented (sales): Group W Television Sales.

Represented (legal): Wilkes, Artis, Hedrick & Lane, Chartered.

Personnel:

Joseph Berwanger, Vice President & General Manager.

Jayne Adair, Program Manager.

Bruce Kaplan, Director of Sales & Marketing.

Phil Johnson, Director of Sales.

Sue McInerney, News Director.

Lorraine Snebold, Creative Services Director.

John J. Cvetic, Engineering Manager.

Jerry Kalke, Director, Broadcast Operations & Engineering.

Rates: On request.

City of License: Pittsburgh. **ADI:** Pittsburgh. **Rank:** 17.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Household	TV Households	%
50% & Over	MARYLAND			
	Garrett	10,100	10,000	99
50% & Over	OHIO			
	Jefferson	31,300	31,000	99
	PENNSYLVANIA			
	Allegheny	543,800	537,500	99
	Armstrong	29,200	28,800	98
	Beaver	71,600	70,800	99
	Butler	56,300	55,700	99
	Cambria	61,800	61,100	99
	Clarion	14,900	14,600	98
	Fayette	56,400	55,300	98
	Greene	15,000	14,700	98
	Indiana	32,300	31,700	98
	Jefferson	18,300	18,000	98
	Lawrence	37,000	36,400	99
	Somerset	30,300	29,700	98
	Venango	22,900	22,300	97
	Washington	79,700	78,600	99
	Westmoreland	144,700	143,100	99
	WEST VIRGINIA			
	Brooke	10,300	10,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hancock	14,300	14,300	100
	Marion	23,700	23,500	99
	Monongalia	29,800	29,500	99
Between 25-49%	OHIO			
	Belmont	29,200	28,800	99
	Columbiana	41,400	40,900	99
	Harrison	6,100	6,000	98
PENNSYLVANIA	Elk	13,500	13,300	99
	Forest	1,900	1,900	100
	Mercer	45,700	45,000	98
	WEST VIRGINIA			
	Harrison	28,200	28,000	99
	Marshall	14,500	14,400	99
Ohio	21,800	21,700	100	
Preston	10,900	10,800	99	
Randolph	10,500	10,300	99	
Taylor	5,800	5,700	98	
Between 5-24%	MARYLAND			
	Allegany	29,100	28,900	99
	OHIO			
	Carroll	10,100	10,000	99
Monroe	5,900	5,800	97	
PENNSYLVANIA	Blair	50,600	49,800	99
	Clearfield	30,200	29,700	98
	Crawford	32,200	31,500	98
WEST VIRGINIA	Barbour	6,000	5,900	98
	Grant	3,900	3,800	97
	Upshur	8,500	8,400	99
	Wetzel	7,400	7,300	99
	Station Totals		1,747,100	1,724,800
Net Weekly Circulation (1992)				1,255,700
Average Daily Circulation (1992)				786,500

Pennsylvania—Greensburg-Pittsburgh

WPCB-TV

Ch. 40

(Operates satellite WKBS-TV, Altoona, PA)



Network Service: None, independent.

Licensee: Cornerstone Television Inc., Rte. 48, Signal Hill Dr., Wall, PA 15148-1499.

Studio: Rte. 48, Signal Hill Dr., Wall, PA 15148-1499.

Telephone: 412-824-3930. **Fax:** 412-824-5442.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 117-kw max. & 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

Latitude	40°	23'	30.00"
Longitude	79°	46'	51.10"

Transmitter: Signal Hill Dr., Wall, PA.

Satellite Earth Stations: Transmit/receive Vertex, 11-meter C-band; Scientific-Atlanta, 11-meter Ku & C-band; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; Agile Omni, Scientific-Atlanta receivers.

Ownership: Cornerstone Television Inc. (Group Owner).

Began Operation: April 15, 1979.

Represented (legal): Gammon & Grange.

Personnel:

- Oleen Eagle**, Executive Vice President & General Manager.
- David Skeba**, Vice President & Director of Programming.
- Blake Richert**, Vice President & Director of Engineering.
- James Fitzgerald**, Director of Development.

Highest 30 Sec. Rate: \$55.

Arbitron Data: Includes WKBS-TV, Altoona, PA.



City of License: Greensburg. **ADI:** Pittsburgh. **Rank:** 17.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Allegheny	543,800	537,500	99
	Beaver	71,600	70,800	99
	Clarion	14,900	14,600	98
	Fayette	56,400	55,300	98
	Greene	15,000	14,700	98
	Indiana	32,300	31,700	98
	Washington	79,700	78,600	99
	Westmoreland	144,700	143,100	99
Station Totals		958,400	946,300	99
Net Weekly Circulation (1992)				88,100
Average Daily Circulation (1992)				25,100

CORNERSTONE TELEVISION'S

WPCB-TV 40

Life Changing Television

Now Available on Satellite Nationwide!

WPCB-TV 40, one of the stations owned and operated by Cornerstone TeleVision, broadcasts some of the best Christian programming available. Ten original programs are produced in our WPCB-TV 40 studio.

GETTING TOGETHER is our "flagship" program: a live, daily program of music, ministry, miracles and more.

LIGHTMUSIC! This award-winning, daily, half-hour program – aimed at teens and young adults – is internationally syndicated and features contemporary Christian music.

HIS PLACE is heralded as a welcome "breath of fresh air" in television programming for the "Baby Boomer" generation.

AT HOME in Arlene Williams' kitchen offers a warm weekly potpourri of recipes and hospitality.

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Evolution. Scientists from all over the world make this experience engaging, informative and inspirational.

CORNERSTONE TELEVISION, INC

Changing Lives & Helping Cable Serve the Community

Wall, PA 15148-1499 ♦ (412) 824-3930

SPACENET II, CHANNEL 21 ♦ WPCB-TV 40 ♦ WKBS-TV 47 ♦ WOCD-TV 55
Greenburg/Pittsburgh, PA Altoona, PA Amsterdam, NY

Pennsylvania—Pittsburgh

WPGH-TV

Ch. 53

Network Service: Fox.

Licensee: WPGH Inc., 750 Ivory Ave., Pittsburgh, PA 15214.

Studio: 750 Ivory Ave., Pittsburgh, PA 15214.

Telephone: 412-931-5300. Fax: 412-931-8029.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1280-kw horizontal visual, 234-kw max. & 64-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 43"
Longitude 80° 00' 18"

Transmitter: 750 Ivory Ave., Pittsburgh.

Satellite Earth Stations: AFC, 4.7-meter C-band; AFC, 4.5-meter Ku-band; AFC, 3.7-meter Ku-band; Vertex, 6.1-meter C-band; SatCom, 5.5-meter C-band; DX, Harris, M/A-Com, Microdyne receivers.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to Meredith Corp. by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38). FCC approved sale by Meredith to Lorimar-Telepictures Nov. 12, 1986 (Vol. 26:29, 46, 52; 27:2). Sale to Renaissance Communications approved Nov. 23, 1988 (Vol. 29:3). FCC approved sale to present owner June 21, 1991.

Represented (sales): Petry Television Inc.

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

Personnel:

Alan B. Frank, General Manager.
Jim Lapiana, General Sales Manager.
Dennis Welsh, Local Sales Manager.
Terry Gaughan, National Sales Manager.
Michael Karas, Director of Programming.
John Getz, Chief Engineer.
Wendy Shust, Business Manager.
Terry Caywood, Promotion Manager.
Michael Wolff, Marketing Development Manager.

Rates: On request.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 17.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	29,200	28,800	99
	Jefferson	31,300	31,000	99
	PENNSYLVANIA			
	Allegheny	543,800	537,500	99
	Armstrong	29,200	28,800	98
	Beaver	71,600	70,800	99
	Butler	56,300	55,700	99
	Fayette	56,400	55,300	98
	Lawrence	37,000	36,400	99
	Venango	22,900	22,300	97
	Washington	79,700	78,600	99
	Westmoreland	144,700	143,100	99
	WEST VIRGINIA			
	Brooke	10,300	10,300	100
	Hancock	14,300	14,300	100
	Marion	23,700	23,500	99
	Monongalia	29,800	29,500	99
	Ohio	21,800	21,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Garrett	10,100	10,000	99
	OHIO			
	Columbiana	41,400	40,900	99
	Harrison	6,100	6,000	98
	Monroe	5,900	5,800	97
	PENNSYLVANIA			
	Clarion	14,900	14,600	98
	Elk	13,500	13,300	99
	Greene	15,000	14,700	98
	Indiana	32,300	31,700	98
	Jefferson	18,300	18,000	98
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Harrison	28,200	28,000	99
	Marshall	14,500	14,400	99
	Randolph	10,500	10,300	99
	Taylor	5,800	5,700	98
	Upshur	8,500	8,400	99
	Wetzel	7,400	7,300	99
Between 5-24%	OHIO			
	Carroll	10,100	10,000	99
	PENNSYLVANIA			
	Blair	50,600	49,800	99
	Cambria	61,800	61,100	99
	Clearfield	30,200	29,700	98
	Forest	1,900	1,900	100
	Mercer	45,700	45,000	98
	Somerset	30,300	29,700	98
	WEST VIRGINIA			
	Preston	10,900	10,800	99
	Tyler	3,800	3,800	99
Station Totals		1,685,700	1,664,400	99
Net Weekly Circulation (1992)				903,300
Average Daily Circulation (1992)				450,000

Pennsylvania—Pittsburgh

WPTT-TV

Ch. 22

Network Service: None, independent.

Licensee: WPTT Inc., 500 Seco Rd., Monroeville, PA 15146.

Studio: 500 Seco Rd., Monroeville, PA 15146.

Mailing Address: Box 2809, Pittsburgh, PA 15230-2809.

Telephone: 412-856-9010. **TWX:** 510-600-8950. **Fax:** 412-856-4170.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.50"
Longitude 79° 43' 10.50"

Transmitter: Hawkeye Dr. Extended.

Satellite Earth Stations: AFC, 5-meter C-band; AFC, 3.7-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Microdyne receivers.

Ownership: WPTT Inc.

Began Operation: September 29, 1978.

Represented (sales): Sattel Inc.

Represented (engineering): Carl T. Jones Corp.

Personnel:

Edwin L. Edwards, President & General Manager.

Willette Edwards, Secretary.

Highest 30 Sec. Rate: \$1200.

City of License: Pittsburgh. **ADI:** Pittsburgh. **Rank:** 17.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Allegheny	543,800	537,500	99
	Armstrong	29,200	28,800	98
	Beaver	71,600	70,800	99
	Clarion	14,900	14,600	98
	Washington	79,700	78,600	99
	Westmoreland	144,700	143,100	99
WEST VIRGINIA	Hancock	14,300	14,300	100
	OHIO			
Between 5-24%	Belmont	29,200	28,800	99
	Columbiana	41,400	40,900	99
	Harrison	6,100	6,000	98
	Jefferson	31,300	31,000	99
	PENNSYLVANIA			
Butler	56,300	55,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CLEARFIELD	30,200	29,700	98
	Elk	13,500	13,300	99
	Fayette	56,400	55,300	98
	Forest	1,900	1,900	100
	Greene	15,000	14,700	98
	Indiana	32,300	31,700	98
	Jefferson	18,300	18,000	98
	Lawrence	37,000	36,400	99
	Venango	22,900	22,300	97
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Brooke	10,300	10,300	100
	Harrison	28,200	28,000	99
	Marion	23,700	23,500	99
Marshall	14,500	14,400	99	
Monongalia	29,800	29,500	99	
Ohio	21,800	21,700	100	
Preston	10,900	10,800	99	
Taylor	5,800	5,700	98	
Station Totals		1,441,000	1,423,200	99
Net Weekly Circulation (1992)				364,800
Average Daily Circulation (1992)				114,500

Pennsylvania—Pittsburgh

WPXI

Ch. 11

Network Service: NBC.

Licensee: WPXI Inc., Box 1100, Pittsburgh, PA 15230.

Studio: 11 Television Hill, Pittsburgh, PA 15214.

Telephone: 412-237-1100. **TWX:** 710-664-4340. **Fax:** 412-323-8097.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 848-ft. above ground, 2048-ft. above sea level.

Latitude 40° 27' 47"
Longitude 80° 00' 17"

Transmitter: 11 Television Hill.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 6-meter; Harris, 3-meter; Microdyne, 3-meter; Satcom Technologies, 2.8-meter; Scientific-Atlanta, 7-meter; Cyclesat, DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Satcom Technologies, 2.8-meter.

News Services: AP, CNN Headline News, Mediawire, National Weather Wire, NBC, Nexus, UPI.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: September 1, 1957. Sale to present owner by co-owners Pittsburgh Post-Gazette & Sun Telegraph and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (Television Digest, Vol. 4:36, 47).

Represented (sales): TeleRep Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- John Howell, Vice President & General Manager.
- Howard Zeiden, Director of Sales & Marketing.
- Steve Cummings, Local Sales Manager.
- Gary Bogart, National Sales Manager.
- Mark Barash, Program Director.
- Bud Moore, Controller.
- Steve Riley, Promotion Director.
- Al Blinke, News Director.
- Glenn Romsos, Director of Engineering.

Rates: On request.

City of License: Pittsburgh. **ADI:** Pittsburgh. **Rank:** 17.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Jefferson	31,300	31,000	99
	PENNSYLVANIA			
	Allegheny	543,800	537,500	99
	Armstrong	29,200	28,800	98
	Beaver	71,600	70,800	99
	Butler	56,300	55,700	99
	Clarion	14,900	14,600	98
	Fayette	56,400	55,300	98
	Greene	15,000	14,700	98
	Indiana	32,300	31,700	98
	Lawrence	37,000	36,400	99
	Venango	22,900	22,300	97
	Washington	79,700	78,600	99
Westmoreland	144,700	143,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Brooke	10,300	10,300	100
	Hancock	14,300	14,300	100
	Marion	23,700	23,500	99
	Monongalia	29,800	29,500	99
Between 25-49%	OHIO			
	Belmont	29,200	28,800	99
	Columbiana	41,400	40,900	99
	Harrison	6,100	6,000	98
PENNSYLVANIA	Cambria	61,800	61,100	99
	Forest	1,900	1,900	100
	Jefferson	18,300	18,000	98
	Mercer	45,700	45,000	98
	Somerset	30,300	29,700	98
	WEST VIRGINIA			
	Harrison	28,200	28,000	99
	Marshall	14,500	14,400	99
	Ohio	21,800	21,700	100
	Preston	10,900	10,800	99
Taylor	5,800	5,700	98	
Between 5-24%	OHIO			
	Carroll	10,100	10,000	99
	Monroe	5,900	5,800	97
PENNSYLVANIA	Clearfield	30,200	29,700	98
	Elk	13,500	13,300	99
	Mc Kean	17,900	17,500	98
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
Randolph	10,500	10,300	99	
Upshur	8,500	8,400	99	
Wetzel	7,400	7,300	99	
Station Totals		1,639,100	1,618,300	99
Net Weekly Circulation (1992)				1,140,300
Average Daily Circulation (1992)				677,200

Pennsylvania—Pittsburgh

WTAE-TV

Ch. 4

Network Service: ABC.

Licensee: The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh, PA 15221.

Studio: 400 Ardmore Blvd., Pittsburgh, PA 15221.

Telephone: 412-242-4300. **TWX:** 710-664-4266. **Fax:** 412-244-4628.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"
Longitude 79° 48' 11"

Transmitter: Elizabeth Township, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 5.3-meter Ku-band; Andrew, 5-meter C-band; Satcom Technologies, 5-meter Ku-band; Avantek, DX Antenna receivers.

AM Affiliate: WTAE, 5-kw, 1250 kHz.

FM Affiliate: WVTY, 50-kw, 96.1 MHz (no. 241), 500-ft.

News Services: AP, Conus, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: September 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (Television Digest, Vol. 2:29, 32).

Represented (sales): Katz Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

- James R. Hefner III, Vice President & General Manager.
- Rick Henry, General Sales Manager.
- John Rossi, Local Sales Manager.
- Linda Guiler, Sales Development Manager.
- Megan Chandler, National Sales Manager.
- Gloria Spence, Resident Controller.
- Viki Regan, Director of Programming.
- Marty Faubell, Director of Engineering.
- Joseph Rovitto, News Director.
- Leslie Wojdowski, Marketing & Development Director.
- Estelle D. Gould, Director of Community Affairs.

Rates: On request.

City of License: Pittsburgh. **ADI:** Pittsburgh. **Rank:** 17.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	10,100	10,000	99
	OHIO			
	Belmont	29,200	28,800	99
	Harrison	6,100	6,000	98
	Jefferson	31,300	31,000	99
	PENNSYLVANIA			
	Allegheny	543,800	537,500	99
	Armstrong	29,200	28,800	98
	Beaver	71,600	70,800	99
	Butler	56,300	55,700	99
	Cambria	61,800	61,100	99
	Clarion	14,900	14,600	98
Elk	13,500	13,300	99	
Fayette	56,400	55,300	98	
Greene	15,000	14,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Indiana	32,300	31,700	98
	Jefferson	18,300	18,000	98
	Lawrence	37,000	36,400	99
	Somerset	30,300	29,700	98
	Venango	22,900	22,300	97
	Washington	79,700	78,600	99
	Westmoreland	144,700	143,100	99
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Brooke	10,300	10,300	100
Between 25-49%	Hancock	14,300	14,300	100
	Harrison	28,200	28,000	99
	Marion	23,700	23,500	99
	Marshall	14,500	14,400	99
	Monongalia	29,800	29,500	99
	Ohio	21,800	21,700	100
	Preston	10,900	10,800	99
	Randolph	10,500	10,300	99
	Taylor	5,800	5,700	98
	Wetzel	7,400	7,300	99
Between 25-49%	OHIO			
	Columbiana	41,400	40,900	99
	PENNSYLVANIA			
	Bedford	18,200	17,700	98
	Blair	50,600	49,800	99
Clearfield	30,200	29,700	98	
Between 25-49%	WEST VIRGINIA			
	Lewis	6,800	6,700	99
	Tucker	3,200	3,200	98
	Tyler	3,800	3,800	99
	Upshur	8,500	8,400	99

(Continued on page A-999)

Station Totals	1,760,100	1,737,700	99
Net Weekly Circulation (1992)			1,312,100
Average Daily Circulation (1992)			793,000

Pennsylvania—Reading

WTVE

Ch. 51

Network Service: None, independent.

Licensee: Reading Broadcasting Inc., 1729 N. 11th St., Reading, PA 19604.

Studio: 1729 N. 11th St., Reading, PA 19604.

Telephone: 215-921-9181. **Fax:** 215-921-9139.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1445-kw max. & 1100-kw horizontal visual, 290-kw max. & 219-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

Latitude	40°	21'	15"
Longitude	75°	53'	56"

Holds CP for change to 5000-kw max. visual, 1260-ft. above av. terrain, 678-ft. above ground, 1778-ft. above sea level, lat. 40° 20' 47", long. 75° 42' 03", transmitter to Long Hill, Berks County, 10-mi. E of Reading. BPCT-870327KI.

Transmitter: Mount Penn, 1.9-mi. NE of center of Reading.

Satellite Earth Stations: Microdyne, 7-meter C-band; Andrew, 5-meter C-band; AFC, 3-meter Ku-band; ChannelMaster, 3-meter C-band; ChannelMaster, M/A-Com, Microdyne, Standard Communications receivers.

Ownership: Reading Bcstg. Inc.

Began Operation: May 4, 1980.

Represented (legal): Sidley & Austin.

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

Personnel:

Michael Parker, President.
Daniel Bendetti, General Sales Manager.
Gibson White, Chief Engineer.



Rates: On request.

Arbitron Data: Not available.

City of License: Reading. **ADI:** Philadelphia. **Rank:** 4.

Pennsylvania—Red Lion-Lancaster

WGCB-TV

Ch. 49

Network Service: None, independent.

Licensee: Red Lion Television Inc., Windsor Rd., Box 88, Red Lion, PA 17356.

Studio: Windsor Rd., Red Lion, PA 17356.

Telephone: 717-246-1681. Fax: 717-244-9316

Technical Facilities: Channel No. 49 (680-686 MHz) Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"
Longitude 76° 35' 00"

Transmitter: State Rte. 66141, 1.75-mi. E of Red Lion.

Satellite Earth Stations: Gardiner, 5.6-meter C-band; 4.3-meter C-band; 3.3-meter Ku-band; 3.3-meter G-band; Microdyne receivers

AM Affiliate: WGCB, 1-kw, 1440 KHz.

FM Affiliate: WGCB-FM, 50-kw, 96.1MHz (No. 241)

Ownership: Red Lion Television Inc.

Began Operation: April 28, 1979.

Represented (sales): Hugh Wallace Inc.

Represented (legal): Benedict P. Cottone.

Personnel:

John H. Norris, President & General Manager.

Fred Wise, Vice President.

John E. Stockstill, Station Manager.

Gordon Moul, General Sales Manager.

Don Horst, Chief Engineer.

Clyde Campbell, Business Manager.

Jerry Jacobs, Marketing Director.

Highest 30 Sec. Rate: \$50.

City of License: Red Lion. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 44.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WGCB-TV BPCT-3678 Granted 3/9/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA	156,500	152,000	97
	Lancaster	132,100	130,000	98
Station Totals		288,600	282,000	98
Net Weekly Circulation (1992)			25,100	
Average Daily Circulation (1992)			8,000	

Pennsylvania—Wilkes-Barre & Scranton

WBRE-TV

Ch. 28

Network Service: NBC.

Licensee: Northeastern Television Investors, 55 Old Post Road No. 2, 2nd Floor, Greenwich, CT 06830-6074.

Studio: 62 S. Franklin St., Wilkes-Barre, PA 18773.

Telephone: 717-823-2828. **TWX:** 510-658-3198. **Fax:** 717-829-0440.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 3020-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 814-ft. above ground, 2920-ft. above sea level.

Latitude 41° 11' 01"
Longitude 75° 52' 02"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN, NBC.

Ownership: Northeastern Television Investors.

Began Operation: January 1, 1953. Sale to WBRE Associates by David M. Baltimore & family approved by FCC May 24, 1984 (*Television Digest*, Vol. 24:9). Sale to Adams Communications by WBRE Associates approved by FCC June 22, 1989 but not consummated. (Vol. 29:17).

Represented (sales): Petry Television Inc.

Personnel:

William W. Harper, Vice President & General Manager.

Kevin M. Mirek, General Sales Manager.

Morrell Devlin, Local Sales Manager.

Larry Stirewalt, News Director.

James McDanials, Promotion Director.

Barry Erick, Chief Engineer.

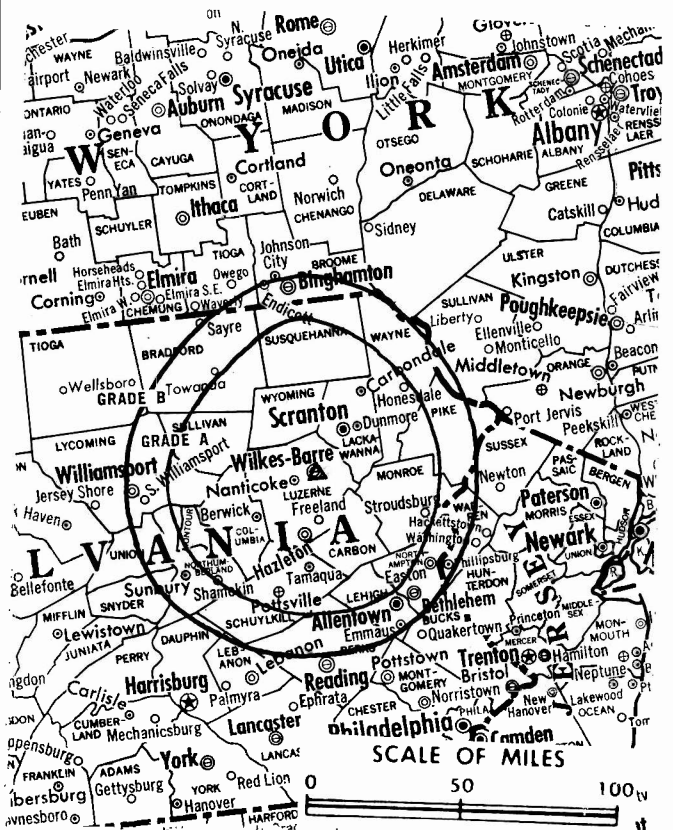
Renee Dopko, Business Manager.

Rates: On request.

City of License: Wilkes-Barre. **ADI:** Wilkes-Barre-Scranton. **Rank:** 50.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	PENNSYLVANIA			
	Carbon	22,500	22,200	99
	Clinton	14,200	14,000	99
	Columbia	23,500	23,100	98
	Lackawanna	85,200	84,300	99
	Luzerne	129,300	127,700	99
	Lycoming	45,300	44,100	97
	Monroe	37,000	36,400	98



WBRE-TV BPCT-890503KH Granted 9/25/89

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Montour	6,500	6,300	97
	Northumberland	39,800	38,900	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,600	15,300	98
	Union	11,800	11,400	97
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
BETWEEN 25-49%				
	PENNSYLVANIA			
	Bradford	23,700	23,300	98
	Pike	11,500	11,200	97
	Schuylkill	61,600	60,400	98
BETWEEN 5-24%				
	NEW YORK			
	Sullivan	25,700	25,000	97
STATION TOTALS				
		767,800	754,000	98
Net Weekly Circulation (1992)			438,700	
Average Daily Circulation (1992)			246,800	

Pennsylvania—Scranton & Wilkes-Barre

WNEP-TV

Ch. 16

Network Service: ABC.

Licensee: The New York Times Co., 229 W. 43rd St., New York, NY 10036.

Studio: 16 Montage Mountain Rd., Moosic, PA 18507.

Telephone: 717-346-7474. Fax: 717-347-0359.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP.

Ownership: The New York Times Co. (Group Owner).

Began Operation: February 9, 1954. Sale to present owner by NEP Communications approved by FCC Oct. 29, 1985 (Television Digest, Vol. 25:32). Sale to NEP by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre, PA (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Vol. 13:46; 14:7).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Personnel:

Elden A. Hale Jr., President & General Manager.
Warren Reed, Vice President & General Sales Manager.
Sandra Cameli, Controller.
Frank Chebalo, Chief Engineer.

Highest 30 Sec. Rate: \$5250.

NETWORK BASE HOURLY RATE: \$3600.

City of License: Scranton. ADI: Wilkes-Barre-Scranton. Rank: 50.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	22,500	22,200	99
	Clinton	14,200	14,000	99
	Columbia	23,500	23,100	98
	Lackawanna	85,200	84,300	99
	Luzerne	129,300	127,700	99
	Lycoming	45,300	44,100	97
	Monroe	37,000	36,400	98
Montour	6,500	6,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northumberland	39,800	38,900	98
	Schuylkill	61,600	60,400	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,600	15,300	98
	Union	11,800	11,400	97
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
Between 25-49%	PENNSYLVANIA			
	Bradford	23,700	23,300	98
	Centre	42,000	41,000	98
	Lehigh	116,000	114,500	99
Pike	11,500	11,200	97	
Between 5-24%	NEW JERSEY			
	Warren	34,300	33,800	99
NEW YORK	NEW YORK			
	Delaware	18,100	17,600	97
PENNSYLVANIA	PENNSYLVANIA			
	Juniata	7,800	7,500	96
	Mifflin	18,200	17,700	97
	Northampton	94,200	92,900	99
	Tioga	15,100	14,700	97
Station Totals		914,700	898,500	98
Net Weekly Circulation (1992)			533,400	
Average Daily Circulation (1992)			346,800	

Pennsylvania—Scranton

WOLF-TV

Ch. 38

(Operates satellite WWLF-TV, Hazleton, PA)

Network Service: Fox.

Licensee: Scranton TV Partners Ltd., 916 Oak St., Scranton, PA 18508.

Studio: 916 Oak St., Scranton, PA 18508.

Telephone: 717-347-9653. **Fax:** 717-347-3141.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1290-kw max. visual, 129-kw max. aural. Antenna: 1259-ft. above av. terrain, 375-ft. above ground, 2410-ft. above sea level.

Latitude 41° 26' 09"
Longitude 75° 43' 45"

Transmitter: West Mountain Rd., Ransom Twp.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

Ownership: Scranton TV Partners Ltd.

Began Operation: June 6, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Latham & Watkins.

Personnel:

- Peter Kilcullen, General Manager.
- Terrill Weiss, National Sales Manager.
- Michael Yanuzzi, General Sales Manager.
- Paul Silvestri, Promotion Director.
- Jon Cadman, Production Manager.
- Richard Jordan, Chief Engineer.
- Jeanne O'Neil, Business Manager.

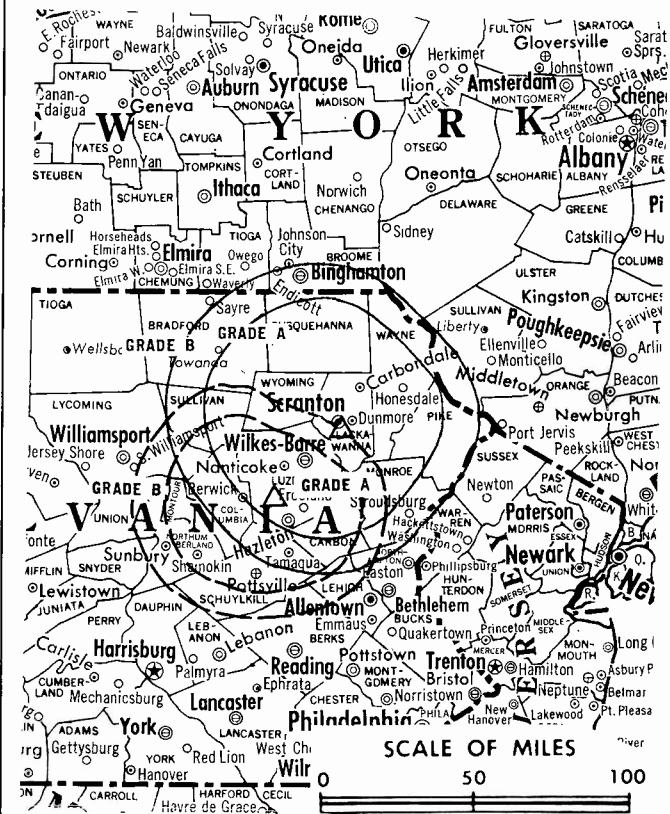
Rates: On request.

Arbitron Data: Includes coverage of WWLF-TV, Hazleton, PA.

City of License: Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 50.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	PENNSYLVANIA			
	Columbia	23,500	23,100	98
	Lackawanna	85,200	84,300	99
	Luzerne	129,300	127,700	99
	Susquehanna	15,600	15,300	98
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98



WOLF-TV BPTC-860624KF Granted 7/31/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	PENNSYLVANIA			
	Bradford	23,700	23,300	98
	Lycoming	45,300	44,100	97
	Montour	6,500	6,300	97
	Northumberland	39,800	38,900	97
	Pike	11,500	11,200	97
	Schuylkill	61,600	60,400	98
Snyder	13,100	12,600	96	
Union	11,800	11,400	97	
Between 5-24%	NEW YORK			
	Delaware	18,100	17,600	97
	Tioga	19,200	18,900	98
PENNSYLVANIA	Carbon	22,500	22,200	99
	Monroe	37,000	36,400	98
	Sullivan	2,300	2,200	96
	Tioga	15,100	14,700	97
	Station Totals		607,200	596,000
Net Weekly Circulation (1992)				256,100
Average Daily Circulation (1992)				99,400

Pennsylvania—Scranton & Wilkes-Barre

WYOU

Ch. 22

Network Service: CBS.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04101.

Studio: 415 Lackawanna Ave., Scranton, PA 18503.

Telephone: 717-961-2222. **Fax:** 717-342-1254.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2945-kw max. visual, 295-kw max. aural. Antenna: 1686-ft. above av. terrain, 842-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 26"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Varian, 2.37-meter Ku-band; Varian, 3.3-meter Ku-band; 2.37-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

SNG Mobile Dish: Spacelink 22.

News Services: AP, CBS, Conus

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: June 7, 1953. In 1959 Scranton Broadcasters reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42:15:16, 22). Sale to Southeastern Capital Corp. approved by FCC May 9, 1984. Sale to present owner approved July 18, 1986 (Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

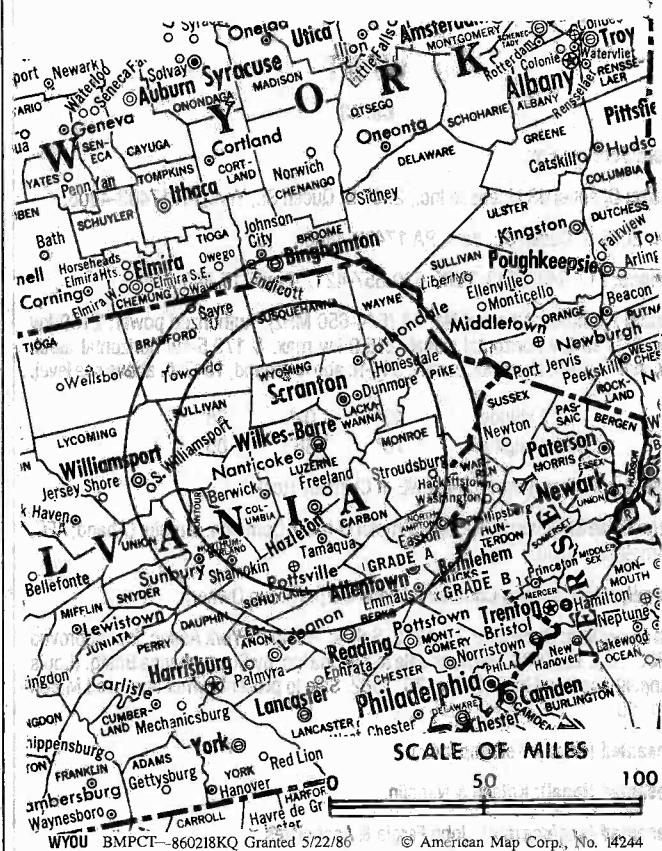
- William J. Christian, Vice President & General Manager.
- Billy Huggins, General Sales Manager.
- Robert Fein, National Sales Manager.
- Harry McClintock, Operations Manager.
- Mark Thomas, News Director.
- Joseph Balkan, Chief Engineer.
- John Gardocki, Business Manager.
- Timothy Mason, Marketing Director.

Rates: On request.

City of License: Scranton. **ADI:** Wilkes-Barre-Scranton. **Rank:** 50.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Carbon	22,500	22,200	99
	Columbia	23,500	23,100	98
	Lackawanna	85,200	84,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Luzerne	129,300	127,700	99
	Lycoming	45,300	44,100	97
	Monroe	37,000	36,400	98
	Montour	6,500	6,300	97
	Northumberland	39,800	38,900	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,600	15,300	98
	Union	11,800	11,400	97
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
PENNSYLVANIA				
Between 25-49%	Bradford	23,700	23,300	98
	Pike	11,500	11,200	97
	Schuylkill	61,600	60,400	98
PENNSYLVANIA				
Between 5-24%	Clinton	14,200	14,000	99
	Potter	6,700	6,500	97
	Tioga	15,100	14,700	97
Station Totals		590,800	580,000	98
Net Weekly Circulation (1992)				408,300
Average Daily Circulation (1992)				242,400

Pennsylvania—York

WPMT

Ch. 43

Network Service: Fox.

Licensee: Channel 43 Licensee Inc., 2005 S. Queen St., York, PA 17403-4806.

Studio: 2005 S. Queen St., York, PA 17403-4806.

Telephone: 717-843-0043. **TWX:** 510-657-4217. **Fax:** 717-843-9741.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2159-kw max. & 1795-kw horizontal visual, 215.9-kw max. & 179.5-kw horizontal aural. Antenna: 1360-ft. above av. terrain, 947-ft. above ground, 1847-ft. above sea level.

Latitude 40° 01' 38"
Longitude 76° 36' 00"

Transmitter: Hellam Twp., 0.5-mi. NE of Chimney Rock.

Satellite Earth Stations: M/A-Com, 5-meter C-band; Comtech, 5-meter C-band; AFC, 3.9-meter Ku-band.

Ownership: Renaissance Communications Corp. (Group Owner).

Began Operation: December 21, 1952. Sale to Westport-York Assoc. Inc. approved by FCC Sept. 12, 1986. Previous sale to Kapuna Inc. by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982. Sale to present owner approved March 30, 1990.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): John Fergie & Associates.

Personnel:

- John Riggie, Vice President & General Manager.
- Pete Rosella, General Sales Manager.
- Tony Kahl, Local Sales Manager.
- David Farish, Promotion Director.
- John Sterling, Director of Engineering.
- Lou Castriota, Program Director.
- Sandy Hawk, Program Coordinator.
- Timothy L. Koller, Business Manager.

City of License: York. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 44.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Adams	27,900	27,400	98
	Cumberland	75,400	74,300	98
	Dauphin	97,500	95,800	98
	Lancaster	156,500	152,000	97
	Lebanon	43,200	42,400	98



WPMT BPCT-820715KJ Granted 10/18/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perry	15,800	15,500	98
	York	132,100	130,000	98
Between 25-49%	PENNSYLVANIA			
	Berks	131,000	129,200	99
	Juniata	7,800	7,500	96
Between 5-24%	MARYLAND			
	Carroll	43,700	43,500	100
	Cecil	25,900	25,800	100
	Harford	62,500	62,200	100
PENNSYLVANIA	Franklin	46,600	45,300	97
	Fulton	5,500	5,300	96
	Huntingdon	15,600	15,200	97
	Mifflin	18,200	17,700	97
	Schuylkill	61,600	60,400	98
	Snyder	13,100	12,600	96
Station Totals		979,900	962,100	98
Net Weekly Circulation (1992)				389,100
Average Daily Circulation (1992)				158,700

Pennsylvania

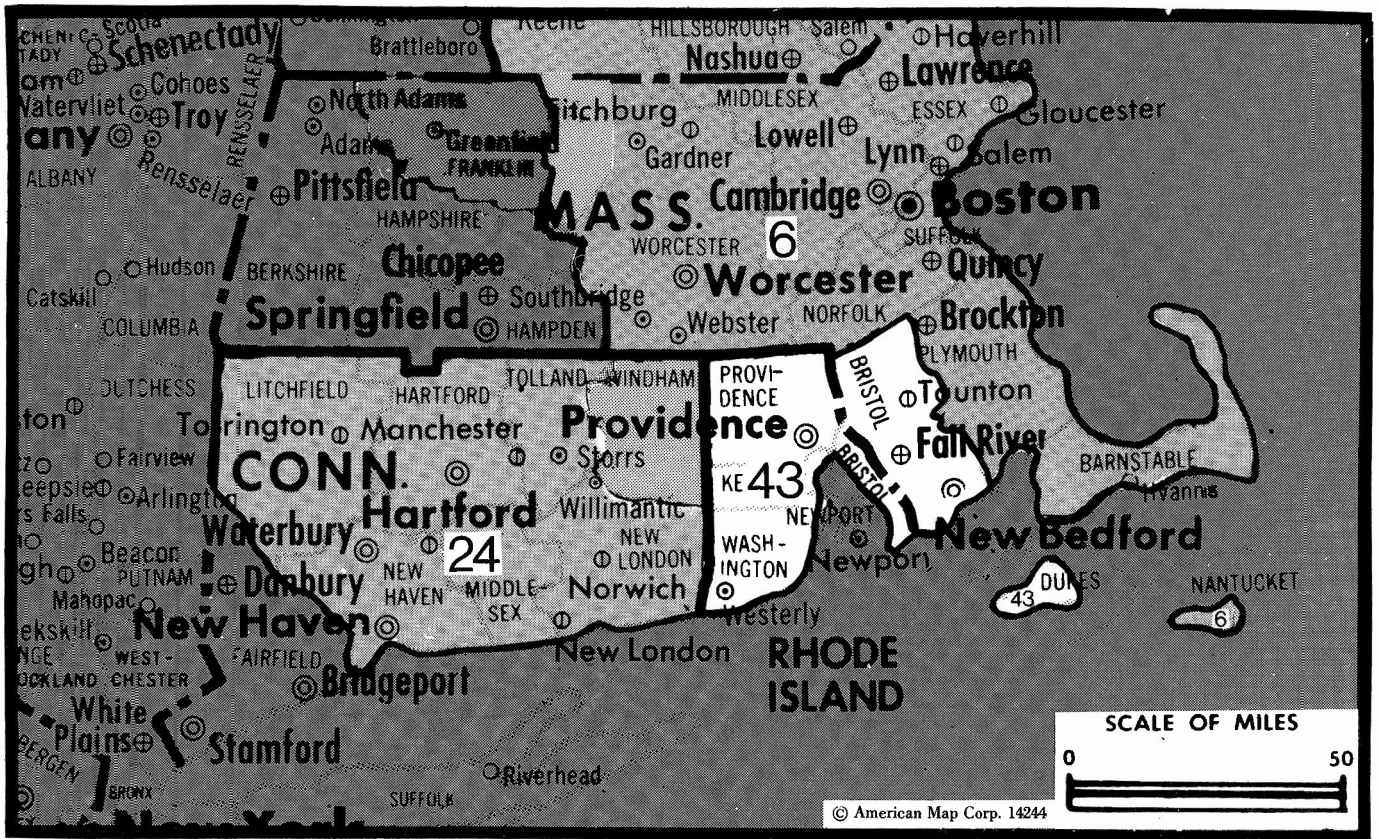
**WTAE-TV, Pittsburgh
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MARYLAND			
	Allegany	29,100	28,900	99
	OHIO			
	Carroll	10,100	10,000	99
	Monroe	5,900	5,800	97
	PENNSYLVANIA			
	Forest	1,900	1,900	100

**WTAE-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mercer	45,700	45,000	98
	WEST VIRGINIA			
	Doddridge	2,700	2,700	100
	Grant	3,900	3,800	97
	Hampshire	6,300	6,200	98
	Ritchie	4,200	4,100	98

Rhode Island



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,121,400	6
Hartford-New Haven, CT	928,000	24
Providence, RI-New Bedford, MA	571,500	43

Market Area Commercial TV Stations
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), WFSB (3), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXN (20), WVIT (30), WJAR (10), WLNE (6), WNAC-TV (64), WOST-TV (69), WPRI-TV (12)

State Cross Reference List	
Communities that receive programs of stations that are located elsewhere.	
WLNE, New Bedford, MA	See Providence, RI

Rhode Island Station Totals as of November 1, 1992			
	VHF	UHF	TOTAL
Commercial Television Stations	3	2	5
Educational Television Stations	0	1	1
	3	3	6

Rhode Island—Block Island

WOST-TV

Ch. 69

Network Service: None, independent.

Licensee: Offshore Bcstg. Corp., 201 Power St., Suite 300, Providence, RI 02906.

Studio: National Hotel, Block Island, RI 02807.

Telephone: 401-466-5222.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 17.7-kw max. visual. Antenna: 125-ft. above av. terrain, 125-ft. above ground, 128-ft. above sea level.

Latitude 41° 10' 30"
Longitude 71° 34' 10"

Transmitter: 1.18-mi. E. of Beacon Hill.

Ownership: Offshore Broadcasting Corp.

Began Operation: April 2, 1992.

Represented (legal): Cohn & Marks.

Represented (engineering): William P. Tumey.

Personnel:

Ray Yorke, General Manager.

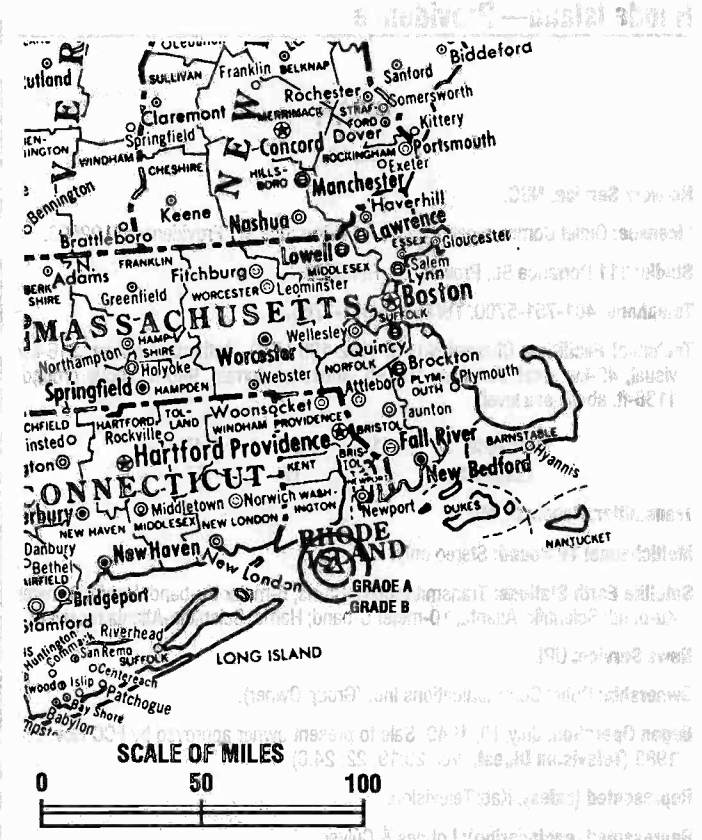
John Frank, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.

City of License: Block Island. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 43.

City	Population	Distance (mi.)	Grade
Providence, RI	211,000	1.18	Grade A
New Bedford, MA	188,000	188	Grade B
Hartford, CT	182,000	182	Grade B
Springfield, MA	150,000	150	Grade B
Worcester, MA	148,000	148	Grade B
Lowell, MA	130,000	130	Grade B
Manchester, NH	125,000	125	Grade B
Nashua, NH	110,000	110	Grade B
Concord, NH	105,000	105	Grade B
Keene, NH	100,000	100	Grade B
Brattleboro, VT	95,000	95	Grade B
Greenfield, VT	90,000	90	Grade B
Fitchburg, MA	85,000	85	Grade B
Worcester, MA	80,000	80	Grade B
Leominster, MA	75,000	75	Grade B
Wellesley, MA	70,000	70	Grade B
Quincy, MA	65,000	65	Grade B
Attleboro, MA	60,000	60	Grade B
Brockton, MA	55,000	55	Grade B
Plymouth, MA	50,000	50	Grade B
Woonsocket, RI	45,000	45	Grade B
Providence, RI	40,000	40	Grade B
Fall River, MA	35,000	35	Grade B
New Bedford, MA	30,000	30	Grade B
Durham, NH	25,000	25	Grade B
Warren, RI	20,000	20	Grade B
Westerly, RI	15,000	15	Grade B
Providence, RI	10,000	10	Grade B
Providence, RI	5,000	5	Grade B



WOST-TV BMPCT-890131KH Granted 4/12/91 © American Map Corp., No. 14244

Rhode Island—Providence

WJAR

Ch. 10

Network Service: NBC.

Licensee: Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

Studio: 111 Dorrance St., Providence, RI 02903.

Telephone: 401-751-5700. **TWX:** 710-381-1765.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 940-ft. above ground, 1136-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Outlet Communications Inc. (Group Owner).

Began Operation: July 10, 1949. Sale to present owner approved by FCC Nov. 23, 1983 (Television Digest, Vol. 23:19, 22; 24:6).

Represented (sales): Katz Television.

Represented (engineering): Lohnes & Cúlver.

Personnel:

- Linda W. Sullivan, Vice President & General Manager.
- Aaron Olander, General Sales Manager.
- Paul Rossi, National Sales Manager.
- Gerald Plemmons, Chief Engineer.
- Larry W. Price, News Director.
- Donna L. Weston, Promotion Director.
- Peter Lassotovitch, Business Manager.

Rates: On request.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	188,000	186,100	99
	Nantucket	2,800	2,700	96
	RHODE ISLAND			
	Bristol	17,300	17,200	99
Kent	61,700	61,200	99	



WJAR BPCT-3270 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
	Washington	39,700	39,100	98
Between 25-49%	CONNECTICUT			
	New London	93,700	91,900	98
	Windham	38,100	37,400	98
MASSACHUSETTS	Barnstable	78,800	77,600	98
	Dukes	5,500	5,300	96
	Plymouth	153,200	151,500	99
	Worcester	261,900	258,700	99
	MASSACHUSETTS			
Between 5-24%	Middlesex	517,100	511,700	99
	Norfolk	227,800	225,900	99
Station Totals		1,945,400	1,923,200	99
Net Weekly Circulation (1992)				764,900
Average Daily Circulation (1992)				391,200

**Rhode Island—Providence-New Bedford,
Massachusetts**

WLNE
Ch. 6

Network Service: CBS.

Licensee: Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741.

Studio: 10 Orms St., Providence, RI 02904.

Telephones: 617-992-6666, 401-751-6666. **TWX:** 710-344-6898.

Fax: 508-992-0180.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power, 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 930-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"
Longitude 71° 11' 24"

Transmitter: 1.8-mi. N of Tiverton, RI on Lafayette Rd.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, Harris, M/A-Corn receivers.

News Services: AP, CBS.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: January 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (Television Digest, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

Represented (sales): Petry Television.

Represented (legal): Latham & Watkins.

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

Personnel:

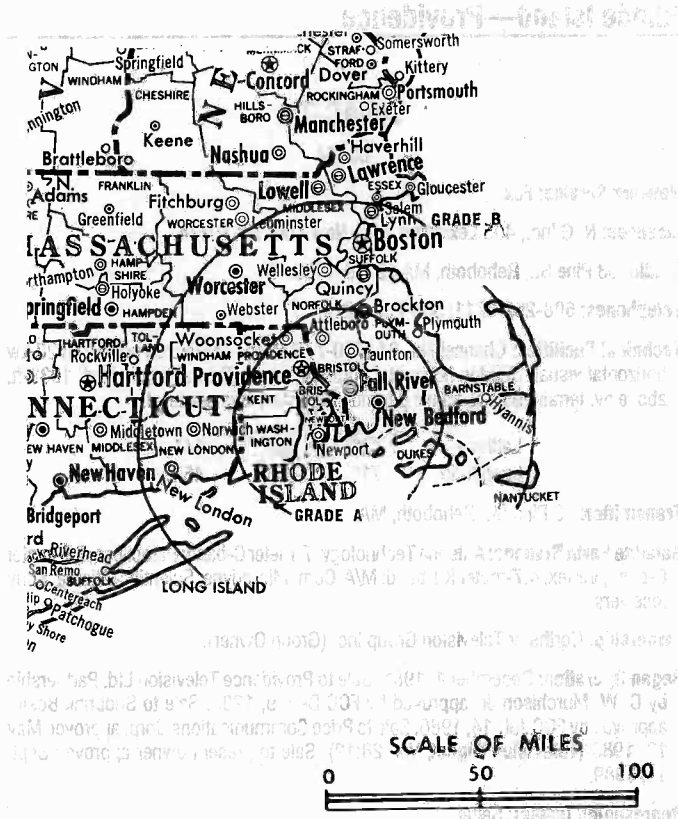
- Ed Ivey, Vice President & General Manager.
- Paul Kilcullen, Assistant General Manager & General Sales Manager.
- Doreen Wade, Local Sales Manager.
- Truman B. Taylor, Program Manager & Director of Public Affairs.
- Simonne Coutinho, Controller.
- Philip B. Taylor, Chief Engineer.
- Ernie Piche, Assistant Chief Engineer.
- Bryn Hazell, News Director.
- Lisa DiMonte, Promotion Director.
- Juliana Okine, Film Department Manager.

Rates: On request.

City of License: New Bedford, MA. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 43.

Total Households: ©MSI Consumer-Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992-Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	RHODE ISLAND			
	Bristol	17,300	17,200	99
	Kent	61,700	61,200	99



WLNE BPCT-3450 Granted 12/7/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
	Washington	39,700	39,100	98
Between 25-49%	CONNECTICUT			
	New London	93,700	91,900	98
	Windham	38,100	37,400	98
	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
Nantucket	2,800	2,700	96	
Plymouth	153,200	151,500	99	
Between 5-24%	MASSACHUSETTS			
	Norfolk	227,800	225,900	99
	Worcester	281,900	258,700	99
Station Totals		1,428,300	1,411,500	99
Net Weekly Circulation (1992)				601,800
Average Daily Circulation (1992)				273,200

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Call Lynn Levine
202-872-9200

Rhode Island—Providence

WNAC-TV

Ch. 64

Network Service: Fox.

Licensee: NTG Inc., 405 Lexington Ave., New York, NY 10174.

Studio: 33 Pine St., Rehoboth, MA 02769-1406.

Telephones: 508-252-9711; 508-252-6210.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 3720-kw horizontal visual, 372-kw horizontal aural. Antenna: Circularly polarized, 1033-ft. above av. terrain, 951-ft. above ground, 1125-ft. above sea level.

Latitude 41° 52' 14"
Longitude 71° 17' 45"

Transmitter: 33 Pine St., Rehoboth, MA.

Satellite Earth Stations: Antenna Technology, 7-meter C-band; Paraclipse, 3.9-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta, Sony receivers.

Ownership: Northstar Television Group Inc. (Group Owner).

Began Operation: December 1, 1981. Sale to Providence Television Ltd. Partnership by C. W. Murchison Jr. approved by FCC Dec. 9, 1983. Sale to Sudbrink Bcstg. approved by FCC July 14, 1986. Sale to Price Communications Corp. approved May 10, 1988 (Television Digest, Vol. 28:12). Sale to present owner approved Sept. 11, 1989.

Represented (sales): Seltel.

Represented (legal): Cohn & Marks.

Personnel:

- John M. Fignar, Vice President & General Manager.
- Craig Bachman, General Sales Manager.
- Jon Barcelo, National Sales Manager.
- Charles R. Breeding, Director of Engineering.
- Keith W. Folz, Program & Operations Director.
- Michael Schochet, Promotion Director.
- Suzanne Shea, Business Manager.

Rates: On request.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	RHODE ISLAND			
	Kent	61,700	61,200	99
	Washington	39,700	39,100	98



WNAC-TV BPCT-870916KI Granted 11/6/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	RHODE ISLAND			
Between 5-24%	Bristol	17,300	17,200	99
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
	MASSACHUSETTS			
Between 5-24%	Barnstable	78,800	77,600	98
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Worcester	261,900	258,700	99
Station Totals		1,293,700	1,279,500	99
Net Weekly Circulation (1992)				392,000
Average Daily Circulation (1992)				135,300

Rhode Island—Providence

WPRI-TV

Ch. 12

Network Service: ABC.

Licensee: Narragansett Television L.P., 50 Kennedy Plaza, Providence, RI 02903.

Studio: 25 Catamore Blvd., East Providence, RI 02914.

Telephone: 401-438-7200. **Fax:** 401-434-3761.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew; Microdyne, 7-meter; Harris, 6.1-meter; RCA Americom Ku-band; Avantek, Harris, Microdyne, Standard Components receivers.

News Services: AP, UPI, Sportsticker.

Ownership: Narragansett Television L.P. (Group Owner).

Began Operation: March 27, 1955. Sale to present owner by Knight-Ridder Bcstg. approved by FCC April 26, 1989 (*Television Digest*, Vol. 29:9). Sale to Knight-Ridder by Poole Bcstg. approved by FCC Dec. 21, 1977 (Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

Represented (sales): TeleRep Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Robert F. Finke, General Manager.
- Robert McCaughey, General Sales Manager.
- Michael Donahue, National Sales Manager.
- William Hague, Director of Operations & Chief Engineer.
- Russ Kilgore, News & Program Director.
- Rita Neuschatz, Business Manager.
- Stu Giannini, Production Manager.

Rates: On request.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	Nantucket	2,800	2,700	96
	RHODE ISLAND			
	Bristol	17,300	17,200	99
	Kent	61,700	61,200	99
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
	Washington	39,700	39,100	98



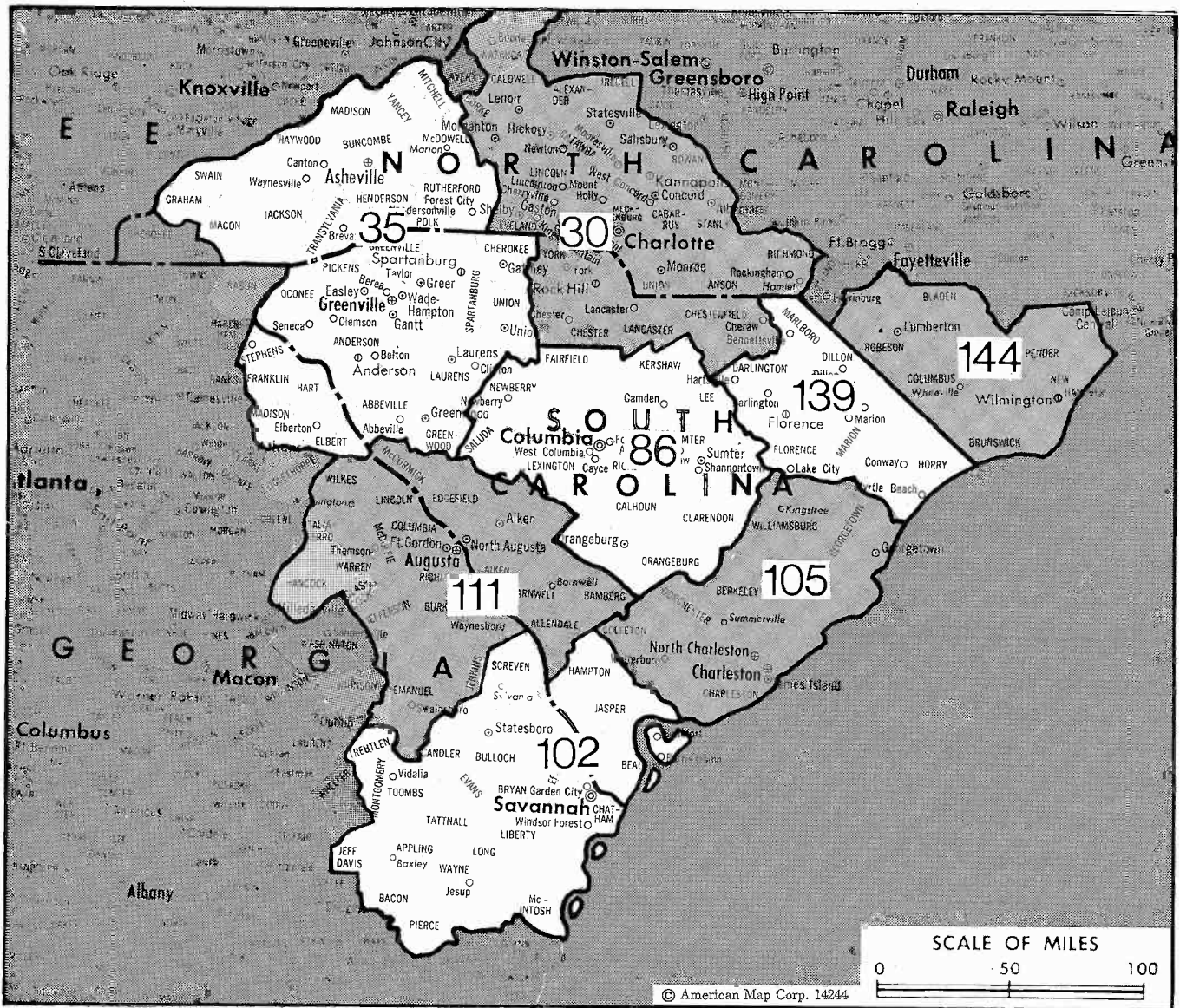
WPRI-TV BPCT-3943 Granted 7/6/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	93,700	91,900	98
	Windham	38,100	37,400	98
	MASSACHUSETTS			
Between 5-24%	Barnstable	78,800	77,600	98
	Plymouth	153,200	151,500	99
	CONNECTICUT			
	Tolland	44,800	44,100	98
Station Totals	MASSACHUSETTS			
	Norfolk	227,800	225,900	99
	Worcester	261,900	258,700	99
Net Weekly Circulation (1992)	1,473,100	1,455,600	99	
Average Daily Circulation (1992)				731,400
				371,800

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

South Carolina



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	756,700	30	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	666,400	35	WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	291,300	86	WACH (57), WIS (10), WLTX (19), WOLO-TV (25)
Savannah, GA	234,400	102	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11), WUBI (34)
Charleston, SC	225,700	105	WCBD-TV (2), WCIV (4), WCSC-TV (5), WTAT-TV (24)
Augusta, GA	207,200	111	WAGT (26), WFXG (54), WJBF (6), WRDW-TV (12)
Florence, SC	154,000	139	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	148,700	144	WECT (6), WJKA (26), WWAY (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WGSE, Florence	See Myrtle Beach, SC
WNEG-TV, Greenville-Spartanburg	See Toccoa, GA
WLOS, Spartanburg, SC-Asheville, NC	See Greenville, SC

South Carolina Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	8	10	18
Educational Television Stations	1	10	11
	9	20	29

South Carolina—Anderson

WAXA

Ch. 40

(Satellite of WLOS, Greenville-Spartanburg, SC & Asheville, NC)

Network Service: ABC.

Licensee: WLOS-TV Inc., 288 Macon Dr., Asheville, NC-28802.

Studio: 520 U.S. Hwy. 29 N. Bypass, Anderson, SC 29621.

Telephone: 803-226-9292. Fax: 704-255-4612.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 2570-kw max. visual, 257-kw max. aural. Antenna: 1020-ft. above av. terrain, 1051-ft. above ground, 1821-ft. above sea level.

Latitude 34° 38' 51"
Longitude 82° 16' 13"

Transmitter: Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

Multichannel TV Spund: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; M/A-Com, 3.6-meter Ku-band; Harris, M/A-Com receivers.

Ownership: Anchor Media Holdings Ltd. (Group Owner).

Began Operation: December 1, 1953. Sale by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (Television Digest, Vol. 18:23). Left air 1983; resumed operation Oct. 1, 1984. Ceased operation Aug. 1, 1989. Proposed sale to Anchor Media dismissed by FCC (Vol. 30:17). Resumed operation 1990. Sale to Anchor Media remanded, eventually granted November 1, 1991.

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

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

Personnel:

- James Conschaffer, Vice President & General Manager.
- David Bunnell, General Sales Manager.
- Ellen Vaillancourt, Local Sales Manager.
- Scarlett Jones, Regional Sales Manager.
- Jim Carrier, Chief Engineer.
- Alan Mason, News Director.
- Bob Mackowiak, Program & Promotion Director.
- Bill Walsh, Business Manager.
- Glenn York, Production Manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1350.

City of License: Anderson. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.



WAXA BNFCT-840126KJ Granted 2/27/84 © American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA				
Between 5-24%	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Lincoln	2,500	2,500	100
	Rabun	4,700	4,600	98
SOUTH CAROLINA				
	Abbeville	8,900	8,800	99
	Anderson	56,600	56,100	99
	Greenwood	23,500	23,300	99
	Laurens	20,300	20,100	99
Station Totals		130,200	128,900	99
Net Weekly Circulation (1992)				17,300
Average Daily Circulation (1992)				6,200

South Carolina—Charleston

WCBD-TV

Ch. 2

Network Service: ABC.

Licensee: Charleston Television Inc., Box 879, Charleston, SC 29402.

Studio: 210 W. Coleman Blvd., Mount Pleasant, SC 29464.

Mailing Address: Box 879, Charleston, SC 29402.

Telephone: 803-884-2222. **TWX:** 810-881-1891. **Fax:** 803-881-3410.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1950-ft. above av. terrain, 1940-ft. above ground, 1957-ft. above sea level.

Latitude 32° 56' 24"
Longitude 79° 41' 45"

Transmitter: Awendaw Section, Sewee Rd., 4-mi. NE of Ten Mile, Charleston County.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6.1-meter C-band; Andrew, Avantek, Harris, Microdyne receivers.

News Services: AP, UPI.

Ownership: Media General Broadcast Group (Group Owner).

Began Operation: September 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (*Television Digest*, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved July 14, 1960 (Vol. 16:29).

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Represented (engineering): David Steel & Associates Inc.

Personnel:

Joseph W. (Bill) Evans III, President & General Manager.

Douglas M. Pinkerton, General Sales Manager.

Michael L. Cline, Local Sales Manager.

Mac Thompson, News Director.

Stephen Gleason, Programming Director.

Mark Bradley, Promotion Director.

Jo Torrey, Traffic Manager.

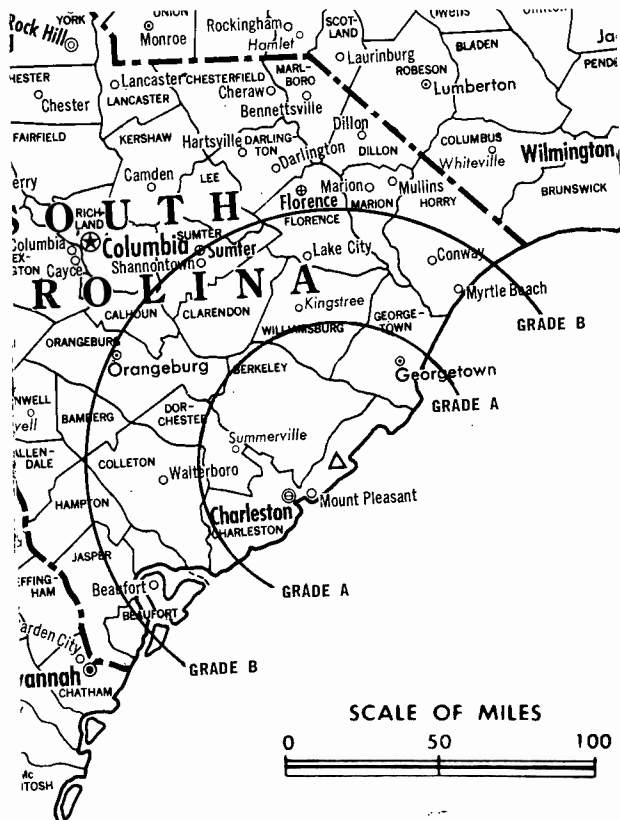
Richard Fordham, Operations Manager.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$525.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 105.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WCBD-TV BMPCT-850723KF Granted 12/6/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Berkeley	45,000	44,300	98
	Charleston	109,200	108,200	99
	Clarendon	10,000	9,700	97
	Colleton	12,700	12,400	98
	Dorchester	29,600	29,200	99
	Georgetown	17,500	17,200	98
Williamsburg	12,700	12,400	98	
Between 25-49%	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
	Orangeburg	31,000	30,400	98
Between 5-24%	SOUTH CAROLINA			
	Bamberg	5,800	5,700	98
	Calhoun	4,600	4,500	98
	Florence	42,300	41,800	99
	Hampton	6,800	6,700	98
Jasper	5,600	5,500	98	
Station Totals		365,300	360,100	99
Net Weekly Circulation (1992)				229,800
Average Daily Circulation (1992)				136,700

South Carolina—Charleston

WCIV
Ch. 4

Network Service: NBC.

Licensee: First Charleston Corp., Box 10866, Charleston, SC 29411.

Studio: 888 Allbritton Blvd., Mount Pleasant, SC 29464.

Mailing Address: Box 22165, Charleston, SC 29413-2165.

Telephone: 803-884-8513. **Fax:** 803-849-2507.

Technical Facilities: Channel No. 4 (66-72 MHz), Authorized power: 100-kw visual, 20-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28.00"
Longitude 79° 41' 05.80"

Transmitter: 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Sewee Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 10-meter Ku-band; Harris, 3.5-meter Ku-band; RCA, 3.5-meter Ku-band; Standard Communications receivers.

SNG Mobile Dish: Vertex, 2.6-meter.

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

Ownership: Allbritton Communications Company (Group Owner).

Began Operation: October 23, 1962. Sale by Washington Star Communications to present owner was finalized in 1976. Sale by First Charleston Corp. approved Oct. 5, 1966 by FCC (Television Digest, Vol. 6:28, 41).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Janjky & Bailey.

Personnel:

- Stephen G. Brock, President & General Manager.
- Celia Shaw, Vice President & Station Manager.
- Mark Olingy, Operations Manager.
- Peter Carnes, General Sales Manager.
- Terri Hegel, Local Sales Manager.
- Deborah Tibbetts, News Director.
- Eva Wicks, Business Manager.
- Jim Halling, Marketing Director.
- Joe Papp, Chief Engineer.
- Don Moody, Production Manager.

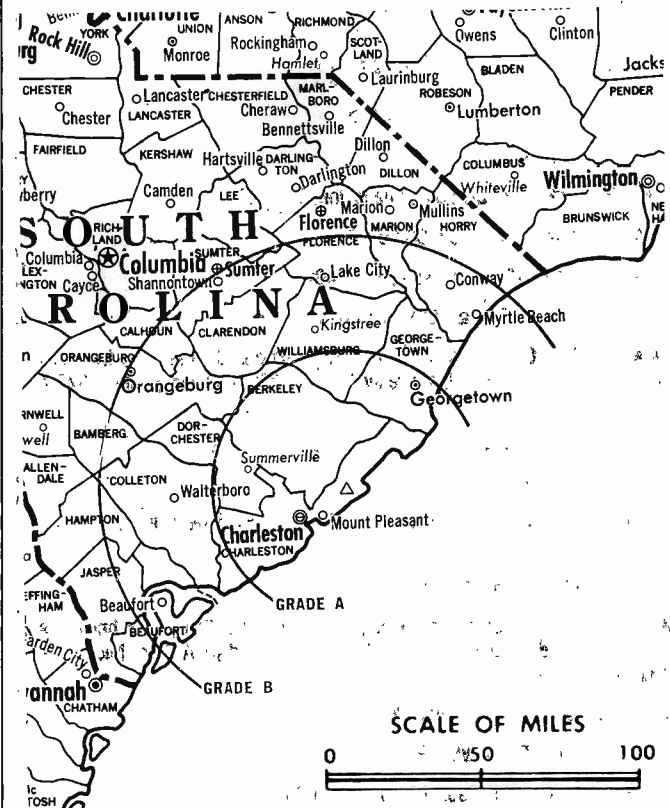
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 105.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	45,000	44,300	98
	Charleston	109,200	108,200	99
	Colleton	12,700	12,400	98



WCIV (BMPCT-850912KU) Granted 1/21/86. © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dorchester	29,600	29,200	99
	Georgetown	17,500	17,200	98
	Williamsburg	12,700	12,400	98
SOUTH CAROLINA				
Between 25-49%	Beaufort	32,500	32,100	99
	Clarendon	10,000	9,700	97
	Hampton	6,800	6,700	98
	Orangeburg	31,000	30,400	98
SOUTH CAROLINA				
Between 5-24%	Bamberg	5,800	5,700	98
	Calhoun	4,600	4,500	98
	Florence	42,300	41,800	99
	Horry	57,500	56,700	99
	Sumter	33,900	33,400	99
Station Totals		451,100	444,700	99
Net Weekly Circulation (1992)				239,300
Average Daily Circulation (1992)				136,200

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South Carolina—Charleston

WCSC-TV

Ch. 5

Network Service: CBS.

Licensee: WCSC Inc., 485 East Bay, Charleston, SC 29403.

Studio: 485 East Bay, Charleston, SC 29403.

Mailing Address: Box 186, Charleston, SC 29402.

Telephone: 803-723-8371. **Fax:** 803-723-0074.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28"
Longitude 79° 41' 58"

Transmitter: 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Sewee Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 1.9-meter Ku-band.

News Services: AP, CBS, NIWS, UPI.

Ownership: General Electric Capital Corp. (Group Owner).

Began Operation: June 19, 1953. Sale to Harold Crump & David Allen by John M. Rivers Sr., et al., approved by FCC Sept. 1, 1987 (*Television Digest*, Vol. 27: 29). Proposed sale to Anchor Media Holdings Ltd. dismissed by FCC April 2, 1990. Transfer of control to present owner approved by FCC July 24, 1991.

Represented (sales): Petry Television Inc.

Represented (legal): Tierney & Swift.

Represented (engineering): Lohnes & Culver.

Personnel:

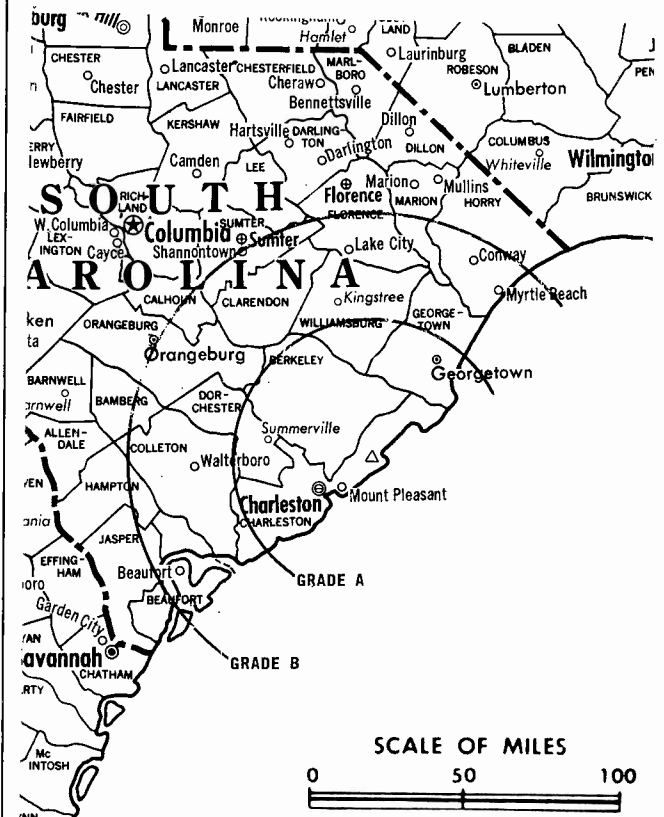
- James H. Smith, President & General Manager.
- Eddie N. Bolling, Vice President & General Sales Manager.
- Donald M. Feldman, Vice President & Director of News.
- Charles I. Thompson III, Vice President & Program Director.
- Miriam McManus, Vice President & Business Manager.
- Jack R. Becknell Jr., Vice President & Director of Engineering.
- Lovell W. Waugh, Local Sales Manager.
- James P. DeMauro, Production Manager.
- Andrew F. Hunt, Promotion Director.
- Sallie Moultrie, Traffic Director.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1411.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 105.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WCSC-TV BMPCT-850910KR Granted 12/20/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
	Berkeley	45,000	44,300	98
	Charleston	109,200	108,200	99
	Colleton	12,700	12,400	98
	Dorchester	29,600	29,200	99
	Georgetown	17,500	17,200	98
Orangeburg	31,000	30,400	98	
Williamsburg	12,700	12,400	98	
Between 25-49%	SOUTH CAROLINA			
	Clarendon	10,000	9,700	97
	Hampton	6,800	6,700	98
Between 5-24%	SOUTH CAROLINA			
	Allendale	3,800	3,700	97
	Bamberg	5,800	5,700	98
	Calhoun	4,600	4,500	98
	Florence	42,300	41,800	99
	Horry	57,500	56,700	99
Jasper	5,600	5,500	98	
Station Totals		426,600	420,500	99
Net Weekly Circulation (1992)				268,300
Average Daily Circulation (1992)				163,300

South Carolina—Charleston

WTAT-TV

Ch. 24

Network Service: Fox.

Licensee: ACT III Broadcasting of Charleston Inc., 4301 Arco Lane, Charleston, SC 29418.

Studio: 4301 Arco Lane, Charleston, SC 29418.

Telephone: 803-744-2424. **Fax:** 803-554-9649.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1778-ft. above av. terrain, 1767-ft. above ground, 1784-ft. above sea level.

Latitude 32° 56' 24"
Longitude 79° 41' 45"

Transmitter: 4-mi. NE of Ten Mile, on Sewee Rd., Isle of Palms.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: AFC, 7-meter; Microdyne receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 7, 1985. Sale to Act III Bcstg. by Terry A. Trousdale, et al., approved by FCC Oct. 22, 1987.

Represented (sales): Seitel Inc.

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

Personnel:

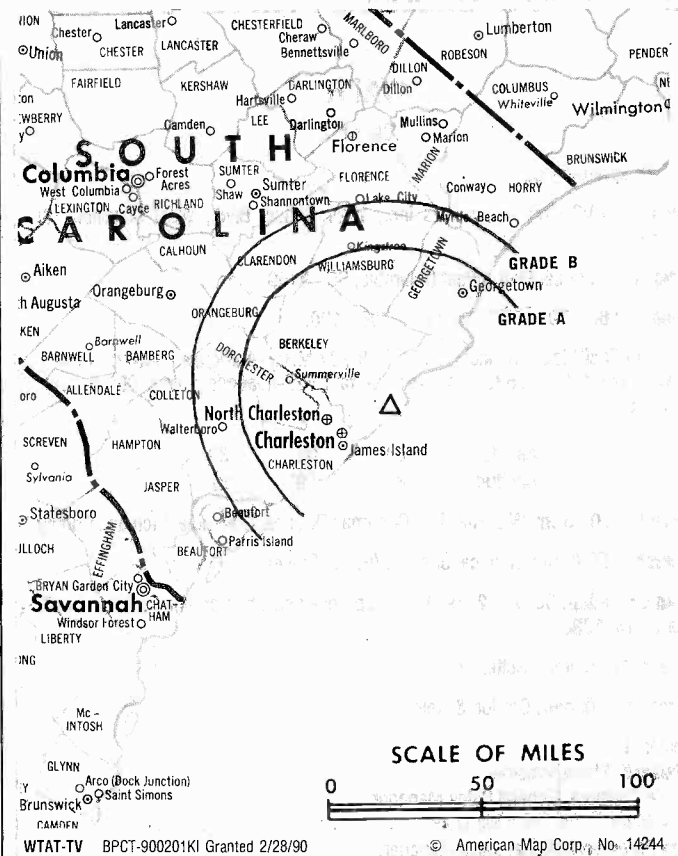
- P. J. Ryal**, Vice President & General Manager.
- Otis M. Pickett III**, General Sales Manager.
- Sandra F. Smith**, National & Regional Sales Manager.
- Bob Waters**, News Director.
- Bill Littleton**, Program Director.
- Mark Gray**, Director of Marketing & Advertising.
- Barbara Parsons**, Business Manager.
- Clarke Holmes**, Chief Engineer.

Rates: On request.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 105.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	45,000	44,300	98
	Charleston	109,200	108,200	99
	Dorchester	29,600	29,200	99
	Georgetown	17,500	17,200	98
	Williamsburg	12,700	12,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 25-49%	Clarendon	10,000	9,700	97
	Colleton	12,700	12,400	98
SOUTH CAROLINA				
Between 5-24%	Beaufort	32,500	32,100	99
	Florence	42,300	41,800	99
	Horry	57,500	56,700	99
	Jasper	5,600	5,500	98
	Orangeburg	31,000	30,400	98
	Sumter	33,900	33,400	99
Station Totals		439,500	433,300	99
Net Weekly Circulation (1992)				171,400
Average Daily Circulation (1992)				78,400

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Television & Cable Factbook

South Carolina—Columbia

WACH

Ch. 57

Network Service: Fox.

Licensee: FCVS Communications Inc., 1221 Sunset Blvd., West Columbia, SC 29169.

Studio: 1221 Sunset Blvd., West Columbia, SC 29169.

Telephone: 803-791-5757. **Fax:** 803-796-1120.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual. Antenna: 633-ft. above av. terrain, 522-ft. above ground, 902-ft. above sea level.

Latitude 34° 02' 39"
Longitude 80° 59' 52"

Transmitter: 0.25-mi. W of Rte. 1 on Cushman Dr., near Columbia, Richland County.

Ownership: FCVS Communications Inc. (Group Owner).

Began Operation: October 2, 1981. FCC approved sale by Carolina Christian Bcstg. March 14, 1988.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

- Walter K. Flynn, President.
- David Godbout, General Sales Manager.
- Jeff Flynn, Local Sales Manager.
- Tim Freenier, National Sales Manager.
- Murray Michaels, Program Director.
- Lee Latham, Chief Engineer.
- Lynn Rada, Promotion Director.
- Jack Colegrove, Traffic Manager.
- Janis Metts, Office Manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,600	4,500	98
	Fairfield	7,400	7,300	99
	Kershaw	16,900	16,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	66,000	65,300	99
	Richland	104,400	103,300	99
	Sumter	33,900	33,400	99
SOUTH CAROLINA				
Between 25-49%	Lee	6,100	6,000	98
	Newberry	12,700	12,600	99
	Orangeburg	31,000	30,400	98
	Saluda	5,900	5,800	98
SOUTH CAROLINA				
Between 5-24%	Darlington	23,000	22,700	99
Station Totals		311,900	308,000	99
Net Weekly Circulation (1992)				166,500
Average Daily Circulation (1992)				80,000

South Carolina—Columbia

WIS

Ch. 10

Network Service: NBC.

Licensee: Cosmos Bcstg. Corp., Box 789, Greenville, SC 29602.

Studio: 1111 Bull St., Columbia, SC 29201.

Telephone: 803-799-1010. **TWX:** 810-666-2636. **Fax:** 803-758-1155.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"
Longitude 80° 45' 25"

Transmitter: 1741 Tower Rd., Lugoff, SC 29078.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Comsat, 8-meter Ku-band; Comsat, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; DH Satellite, 4.9-meter C-band; Harris, W/A-Com, Scientific-Atlanta receivers.

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

News Services: AP, NBC.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: November 7, 1953.

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Ronald Loewen, Vice President & General Manager.
- David Harbert, General Sales Manager.
- Matt Browning, National Sales Manager.
- Randy Covington, News Director.
- Diane K. Bagwell, Director of Market Development & Program Manager.
- Evon A. Trotter, Business Manager.
- Coby Cooper, Director of Broadcast Operations.
- John Augustine, Chief Engineer.
- Jenny Maxwell, Promotion Director.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Bamberg	5,800	5,700	98
	Bamwell	7,600	7,500	99
	Calhoun	4,600	4,500	98
	Chesterfield	14,700	14,500	99
	Clarendon	10,000	9,700	97
	Darlington	23,000	22,700	99
	Fairfield	7,400	7,300	99
	Florence	42,300	41,800	99
	Kershaw	16,900	16,700	99
	Lancaster	20,700	20,500	99
	Lee	6,100	6,000	98
	Lexington	66,000	65,300	99
	Marlboro	10,500	10,300	98
	Newberry	12,700	12,600	99
	Orangeburg	31,000	30,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richland	104,400	103,300	99
	Saluda	5,900	5,800	98
	Sumter	33,900	33,400	99
Between 25-49%	SOUTH CAROLINA			
	Allendale	3,800	3,700	97
	Chester	11,500	11,400	99
	Dillon	10,400	10,200	98
	Horry	57,500	56,700	99
Between 5-24%	NORTH CAROLINA			
	Anson	8,900	8,800	99
	Richmond	17,500	17,300	99
	SOUTH CAROLINA			
	Aiken	47,400	47,000	99
	Edgefield	6,500	6,400	98
	Georgetown	17,500	17,200	98
	Greenwood	23,500	23,300	99
	Hampton	6,800	6,700	98
	Marion	12,100	11,900	98
Union	11,400	11,300	99	
Williamsburg	12,700	12,400	98	
York	48,300	47,800	99	
Station Totals		719,300	710,100	99
Net Weekly Circulation (1992)				417,000
Average Daily Circulation (1992)				259,900

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South Carolina—Columbia

WLTX
Ch. 19

Network Service: CBS.

Licensee: Lewis Bcstg. Corp., Drawer M, Columbia, SC 29250.

Studio: 6027 Devine St., Columbia, SC 20209.

Mailing Address: Drawer M, Columbia, SC 29250.

Telephone: 803-776-3600. **TWX:** 810-666-2629. **Fax:** 803-783-2971.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1749-ft. above av. terrain, 1664-ft. above ground, 2014-ft. above sea level.

Latitude 34° 05' 49"
Longitude 80° 45' 51"

Transmitter: Screaming Eagle Rd., 11-mi. NE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; ChannelMaster, 3.6-meter C-band; RCA, 3.6-meter Ku-band; ChannelMaster, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Lewis Broadcasting Corp. (Group Owner).

Began Operation: September 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

Represented (sales): Petry Television Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Represented (engineering): Communications Engineering Services.

Personnel:

- J. C. Lewis Jr., President.
- Richard T. Laughridge, Vice President & General Manager.
- Debbie Holland, Local Sales Manager.
- Gene Upright, Program Manager & Film Buyer.
- William F. Aull, Director of Technical Operations.
- Jack Jones, News Director.
- Neil Johnson, Business Manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,600	4,500	98
	Clarendon	10,000	9,700	97
	Fairfield	7,400	7,300	99
	Kershaw	16,900	16,700	99
	Lee	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	66,000	65,300	99
	Newberry	12,700	12,600	99
	Orangeburg	31,000	30,400	98
	Richland	104,400	103,300	99
	Saluda	5,900	5,800	98
Sumter	33,900	33,400	99	
SOUTH CAROLINA				
Between 25-49%	Bamberg	5,800	5,700	98
	Chester	11,500	11,400	99
SOUTH CAROLINA				
Between 5-24%	Aiken	47,400	47,000	99
	Allendale	3,800	3,700	97
	Bamwell	7,600	7,500	99
	Chesterfield	14,700	14,500	99
	Darlington	23,000	22,700	99
	Florence	42,300	41,800	99
	Lancaster	20,700	20,500	99
	Marlboro	10,500	10,300	98
Union	11,400	11,300	99	
Williamsburg	12,700	12,400	98	
Station Totals		510,300	503,800	99
Net Weekly Circulation (1992)				267,600
Average Daily Circulation (1992)				144,300

South Carolina—Columbia

WOLO-TV

Ch. 25

Network Service: ABC.

Licensee: South Carolina Broadcasting Partners, Box 4217, Columbia, SC 29240.

Studio: 5807 Shakespeare Rd., Columbia, SC 29223.

Mailing Address: Box 4217, Columbia, SC 29240

Telephone: 803-754-7525. **TWX:** 810-666-2100. **Fax:** 803-754-6147.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.

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

News Services: ABC, AP, CNN, Sports News Satellite.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: October 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

Represented (sales): Katz Television.

Represented (legal): Jeffrey Malickson.

Personnel:

- Carl Bruce, General Manager.
- Linda Patterson, General Sales Manager.
- David Aiken, Program Director.
- Rick Sprott, Chief Engineer.
- Peter Poore, News Director.
- Cleve Edwards, Promotion Director.
- Marty White, Business Manager.
- Willie Fuller Jr., Production Manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,600	4,500	98
	Fairfield	7,400	7,300	99
	Kershaw	16,900	16,700	99
	Lee	6,100	6,000	98
	Lexington	66,000	65,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newberry	12,700	12,600	99
	Richland	104,400	103,300	99
	Sumter	33,900	33,400	99
SOUTH CAROLINA				
Between 25-49%	Bamberg	5,800	5,700	98
	Orangeburg	31,000	30,400	98
	Saluda	5,900	5,800	98
SOUTH CAROLINA				
Between 5-24%	Aiken	47,400	47,000	99
	Allendale	3,800	3,700	97
	Barnwell	7,600	7,500	99
	Chester	11,500	11,400	99
	Chesterfield	14,700	14,500	99
	Clarendon	10,000	9,700	97
Lancaster	20,700	20,500	99	
Station Totals		410,400	405,300	99
Net Weekly Circulation (1992)			219,000	
Average Daily Circulation (1992)			103,600	

South Carolina—Florence

WBTW

Ch. 13

Network Service: CBS.

Licensee: Spartan Radiocasting Co., 3430 TV Rd., Box F-13, Florence, SC 29501.

Studios: 3430 TV Rd., Florence, SC 29501; 101 McDonald Court, Myrtle Beach, SC 29577.

Telephones: 803-662-1565; 803-293-1301. **Fax:** 803-678-4252.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 02"
Longitude 79° 19' 22"

Transmitter: 3.1-mi. N of Floyd Dale, SC.

Satellite Earth Stations: 5 in operation; Harris, M/A-Com, Scientific-Atlanta, Vertex receivers.

News Service: AP.

Ownership: Spartan Radiocasting Inc. (Group Owner).

Began Operation: October 18, 1954. Sale to present owner by Daily Telegraph Printing Co. approved by FCC June 12, 1984 (Television Digest, Vol. 24:15). Sale by Jefferson Standard Life Insurance Co. approved Feb. 28, 1968 (Vol. 7:43; 8:10).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

- Louis Wall, General Manager.
- Lou Kirchen, General Sales Manager.
- Nanette Frye, Local Sales Manager.
- Doug Carter, Chief Engineer.
- Cecil Chandler, News Director.
- Drew Rhodes, Promotion Director.
- Judy Nobles, Business Manager.
- James Briggs, Operations Manager.

Rates: On request.

City of License: Florence. **ADI:** Florence, SC. **Rank:** 139.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Florence	42,300	41,800	99
	Horry	57,500	56,700	99
	Lee	6,100	6,000	98
	Marion	12,100	11,900	98
	Marlboro	10,500	10,300	98
Between 25-49%	NORTH CAROLINA			
	Anson	8,900	8,800	99
	Columbus	19,100	18,800	98
	Hoke	7,800	7,700	99
Between 5-24%	SOUTH CAROLINA			
	Clarendon	10,000	9,700	97
	Georgetown	17,500	17,200	98
	Sumter	33,900	33,400	99
	Williamsburg	12,700	12,400	98
Station Totals		499,800	492,800	99
	Net Weekly Circulation (1992)			274,300
Average Daily Circulation (1992)				161,200

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	11,200	11,000	98
	Richmond	17,500	17,300	99
	Robeson	36,800	36,200	98
	Scotland	12,300	12,100	98
SOUTH CAROLINA	Chesterfield	14,700	14,500	99
	Darlington	23,000	22,700	99
	Dillon	10,400	10,200	98

South Carolina—Florence

WPDE-TV

Ch. 15

Network Service: ABC

Licensee: Diversified Communications, 5 Milk St., Box 7437, Portland, ME 04112.

Studio: 3215 S. Cashua Dr., Florence, SC 29501-6303.

Telephone: 803-665-1515. **Fax:** 803-665-4907.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.2-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"
Longitude 79° 19' 49"

Transmitter: 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 4-meter; Avcom receivers.

News Services: ABC, AP.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: November 22, 1980. Sale to present owner by Eastern Carolinas Bcstg. approved by FCC June 27, 1985 (Television Digest, Vol. 25:24).

Represented (Sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Michael G. Reed, Vice President & General Manager.

Lynn Young, General Sales Manager.

Robert Hartnett, Local Sales Manager.

Matt James, News Director.

Linda McCaskill, Program Manager.

Chuck Spruill, Promotion Director.

Bill Elks, Chief Engineer.

Marshall Lucius, Controller.

Joyce Jordan, Business Manager.

Keith Foster, Operations Manager.

Rates: On request.

City of License: Florence. **ADI:** Florence, SC. **Rank:** 139.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Scotland	12,300	12,100	98
	SOUTH CAROLINA			
	Darlington	23,000	22,700	99
	Dillon	10,400	10,200	98
	Florence	42,300	41,800	99



WPDE-TV BMPCT-800915KE Granted 11/24/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Horry	57,500	56,700	99
	Marion	12,100	11,900	98
	Marlboro	10,500	10,300	98
Between 25-49%	NORTH CAROLINA			
	Bladen	11,200	11,000	98
	Columbus	19,100	18,800	98
	Robeson	36,800	36,200	98
	SOUTH CAROLINA			
	Chesterfield	14,700	14,500	99
Georgetown	17,500	17,200	98	
	Lee	6,100	6,000	98
	Sumter	33,900	33,400	99
	Williamsburg	12,700	12,400	98
Between 5-24%	NORTH CAROLINA			
	Anson	8,900	8,800	99
	Hoke	7,800	7,700	99
	Richmond	17,500	17,300	99
	SOUTH CAROLINA			
Clarendon	10,000	9,700	97	
Station Totals		364,300	358,700	98
Net Weekly Circulation (1992)				186,600
Average Daily Circulation (1992)				92,600

South Carolina—Greenville

WGGS-TV

Ch. 16

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., Box 1616, Greenville, SC 29602.

Studio: 3409 Rutherford Rd., Taylors, SC 29687.

Mailing Address: Box 1616, Greenville, SC 29602.

Telephone: 803-244-1616. **Fax:** 803-292-8481.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"
Longitude 82° 24' 41"

Transmitter: Ridge Rd. off Altamont Rd. on Paris Mountain near Greenville.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; AFC, 3.8-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Carolina Christian Broadcasting Co. (Group Owner).

Began Operation: October 29, 1972.

Represented (sales): Spot Time Ltd.

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

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

- James H. Thompson, President & General Manager.
- Norvin C. Duncan, Assistant to President.
- Gene Gibson, Director of Engineering.
- Hugh McLean, Program Director.
- William A. Garthwaite, Operations & Production Manager.
- Peggy Denny, Public Affairs Director.
- Charles Wilson, Chief Engineer.
- Greg West, Promotion Director.

Rates: On request.

City of License: Greenville. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 35.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Franklin	6,500	6,400	98
	Hart	7,400	7,300	99



WGGS-TV BMPCT-7705 Granted 5/15/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Rutherford	22,600	22,400	99
	SOUTH CAROLINA			
	Anderson	56,600	56,100	99
	Cherokee	16,300	16,200	99
	Greenville	126,300	125,400	99
	Greenwood	23,500	23,300	99
	Laurens	20,300	20,100	99
	Oconee	22,900	22,700	99
	Pickens	33,900	33,500	99
	Spartanburg	85,400	84,700	99
Union	11,400	11,300	99	
Station Totals		433,100	429,400	99
Net Weekly Circulation (1992)				48,500
Average Daily Circulation (1992)				14,900

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WHNS

Ch. 21

Network Service: Fox.

Licensee: Cannell Communications L.P., 7083 Hollywood Blvd., Hollywood, CA 90028.

Studios: 21 Interstate Court, Greenville, SC 29615; 56 Central Ave., Suite 105, Asheville, NC 28801.

Telephones: 803-288-2100 (Greenville); 704-258-2100 (Asheville);

TWX: 810-281-2251. **Fax:** 803-297-0728.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3390-kw visual, 339-kw aural. Antenna: Circularly polarized, 2510-ft. above av. terrain, 1620-ft. above ground, 5049-ft. above sea level.

Latitude 35° 10' 56"
Longitude 82° 40' 56"

Transmitter: Slick Rock Mountain, Transylvania County.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; AFC; 3-meter Ku-band.

Ownership: Cannell Communications L.P. (Group Owner).

Began Operation: July 5, 1953. Sale to Pappas Telecasting by Thomas Bostg. approved by FCC July 27, 1979 (Television Digest, Vol. 19:25). Resumed operation April 1, 1984. Sale to present owner by Pappas Telecasting Companies approved Aug. 2, 1990 (Vol. 29:47; 30:35).

Represented (sales): TeleRep Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

- Cary D. Jones, General Manager.
- Frank Savage, Local Sales Manager.
- Joe Shaffer, Program Manager.
- Jerry Garvin, Chief Engineer.
- Tom Rogers, Promotion Director.
- Tony Thompson, General Marketing Manager.
- Rich Bunard, National Marketing Manager.
- Diana Womble, Traffic Systems Coordinator/Manager.
- Joe Heaton, Production Manager.

Highest 30 Sec. Rate: \$2000.

City of License: Asheville, NC. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 35.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Madison	8,000	7,900	99
	Stephens	9,000	8,900	99
	NORTH CAROLINA			
	Buncombe	72,300	71,600	99
	Henderson	30,100	29,800	99
	Transylvania	10,400	10,300	99
	SOUTH CAROLINA			
	Abbeville	8,900	8,800	99
	Anderson	56,600	56,100	99
	Cherokee	16,300	16,200	99
	Greenville	126,300	125,400	99
Greenwood	23,500	23,300	99	
Laurens	20,300	20,100	99	



WHNS' BMPC#—840207KE Granted 2/14/84. ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oconee	22,900	22,700	99
	Pickens	33,900	33,500	99
	Spartanburg	85,400	84,700	99
Between 25-49%	GEORGIA			
	Banks	4,000	3,900	97
	Hart	7,400	7,300	99
	Oglethorpe	3,700	3,600	97
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Cleveland	32,900	32,600	99
	Haywood	19,600	19,300	99
	Mc Dowell	13,900	13,700	99
	Polk	6,100	6,000	98
Rutherford	22,600	22,400	99	
SOUTH CAROLINA				
Union	11,400	11,300	99	
Between 5-24%	GEORGIA			
	Habersham	10,300	10,200	99
	Jackson	11,100	11,000	99
	Lincoln	2,500	2,500	100
	Rabun	4,700	4,600	98
	White	5,100	5,000	98
	NORTH CAROLINA			
	Macon	10,100	9,900	98
	Madison	6,600	6,500	98
	Yancey	6,200	6,100	98
	SOUTH CAROLINA			
	Chester	11,500	11,400	99
	Fairfield	7,400	7,300	99
Mc Cormick	2,500	2,500	100	
Newberry	12,700	12,600	99	
York	48,300	47,800	99	
Station Totals		802,200	794,200	99
Net Weekly Circulation (1992)				400,700
Average Daily Circulation (1992)				192,000

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WLOS

Ch. 13

(Operates satellite WAXA, Anderson, SC)

Network Service: ABC.

Licensee: WLOS Inc., Box 1300, Asheville, NC 28802.

Studios: 288 Macon Ave., Asheville, NC 28804; 100 Verdae Blvd., Suite 410, Greenville, SC 29607.

Mailing Address: Box 1300, Asheville, NC 28802.

Telephones: 704-255-0013 (Asheville); 803-271-1313 (Greenville).

Fax: 704-255-4612.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude	35°	25'	32.21"
Longitude	82°	45'	25.06"

Transmitter: Mount Pisgah.

Satellite Earth Stations: Vertex, 6.1-meter C-band; Comtech, 5-meter Ku-band; AFC, 3.6-meter Ku-band; DX Antenna, M/A-Com, Standard Components receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, Carolina News Network, UPI.

Ownership: Anchor Media Holdings Ltd. (Group Owner).

Began Operation: September 18, 1954. Sale to present owners by Wometco Broadcasting Co. approved by FCC April 10, 1987.

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

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

Personnel:

Alan Henry, President.

James Conschaffer, Vice President & General Manager.

David Bunnell, General Sales Manager.

Ellen Vaillancourt, Local Sales Manager.

Alan Mason, News Director.

Bob Mackowiak, Director, Programming & Promotion.

Bill Walsh, Business Manager.

Jim Carrier, Chief Engineer.

Rates: On request.

City of License: Asheville, NC. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 35.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Hart	7,400	7,300	99
	Madison	8,000	7,900	99
	Stephens	9,000	8,900	99
	NORTH CAROLINA			
	Buncombe	72,300	71,600	99
	Graham	2,600	2,600	100
	Haywood	19,600	19,300	99
	Henderson	30,100	29,800	99
	Jackson	10,000	9,800	98
	Mc Dowell	13,900	13,700	99
Macon	10,100	9,900	98	
Madison	6,600	6,500	98	
Mitchell	5,700	5,600	98	
Polk	6,100	6,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rutherford	22,600	22,400	99
	Swain	4,200	4,100	98
	Transylvania	10,400	10,300	99
	Yancey	6,200	6,100	98
	SOUTH CAROLINA			
Abbeville	8,900	8,800	99	
Anderson	56,600	56,100	99	
Cherokee	16,300	16,200	99	
Greenville	126,300	125,400	99	
Greenwood	23,500	23,300	99	
Laurens	20,300	20,100	99	
Oconee	22,900	22,700	99	
Pickens	33,900	33,500	99	
Spartanburg	85,400	84,700	99	
Union	11,400	11,300	99	
Between 25-49%	GEORGIA			
	Oglethorpe	3,700	3,600	97
	KENTUCKY			
Harlan	13,600	13,400	99	
NORTH CAROLINA	Burke	30,000	29,800	99
	Caldwell	27,800	27,600	99
	Catawba	46,900	46,600	99
	Cherokee	8,400	8,300	99
	Cleveland	32,900	32,600	99
	TENNESSEE			
Greene	21,600	21,400	99	
Between 5-24%	GEORGIA			
	Banks	4,000	3,900	97
	Jackson	11,100	11,000	99
Wilkes	4,000	3,900	98	
(Continued on page A-1025)				
Station Totals		1,053,800	1,043,300	99
Net Weekly Circulation (1992)				616,100
Average Daily Circulation (1992)				343,200

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WSPA-TV
Ch. 7

Network Service: CBS.

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

Studio: 250 International Dr., Spartanburg, SC 29301.

Telephones: 803-576-7777; 803-233-7777. **TWX:** 810-282-2591.

Fax: 803-587-5425.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"
Longitude 82° 17' 27"

Transmitter: Hogback Mountain, 25-mi. NW of Spartanburg.

Satellite Earth Stations: Microdyne, 7-meter C-band; ADM, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; DX Communications, M/A-Com, Scientific Atlanta, Standard Components receivers.

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

AM Affiliate: WSPA, 5-kw, 950 kHz (CBS).

FM Affiliate: WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

News Services: AP, CBS.

Ownership: Spartan Radiocasting Inc. (Group Owner).

Began Operation: April 29, 1956.

Represented (sales): Blair Television.

Represented (legal): Covington & Bunting.

Represented (engineering): Bone & Associates Inc.

Personnel:

- Nick Evans, President.
- Boyd Bunting, Secretary-Treasurer.
- John W. West, General Manager.
- Greg Rose, General Sales Manager.
- Mitchell Maund, Local Sales Manager.
- Phil Lane, National Sales Manager.
- Ken Elmore, News Director.
- Jimmy Sanders, Program Manager.
- Bill Shatten, Advertising & Promotion Manager.
- Laura Nunamacher, Business Manager.
- Rolan Littlefield, Creative Services Director.
- Bob Richardson, Chief Engineer.
- Donna Groothedde, Personnel Director.
- Betty Foster, Traffic Manager.

Rates: On request.

City of License: Spartanburg. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 35.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Habersham	10,300	10,200	99
	Hart	7,400	7,300	99
	Rabun	4,700	4,600	98
NORTH CAROLINA	Buncombe	72,300	71,600	99
	Haywood	19,600	19,300	99
	Henderson	30,100	29,800	99
	McDowell	13,900	13,700	99



WSPA-TV BMECT-5883 Granted 9/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Macdon	10,100	9,900	98
	Polk	6,100	6,000	98
	Rutherford	22,600	22,400	99
	Transylvania	10,400	10,300	99
	SOUTH CAROLINA			
	Abbeville	8,900	8,800	99
	Anderson	56,600	56,100	99
	Cherokee	16,300	16,200	99
	Greenville	126,300	125,400	99
	Greenwood	23,500	23,300	99
	Laurens	20,300	20,100	99
	Oconee	22,900	22,700	99
	Pickens	33,900	33,500	99
	Spartanburg	85,400	84,700	99
	Union	11,400	11,300	99
Between 25-49%	GEORGIA			
	Banks	4,000	3,900	97
	Madison	8,000	7,900	99
	Oglethorpe	3,700	3,600	97
	Stephens	9,000	8,900	99
NORTH CAROLINA	Burke	30,000	29,800	99
	Caldwell	27,800	27,600	99
	Cleveland	32,900	32,600	99
	Jackson	10,000	9,800	98
	Madison	6,600	6,500	98
	Mitchell	5,700	5,600	98
SOUTH CAROLINA	Chester	11,500	11,400	99
	Newberry	12,700	12,600	99
	York	48,300	47,800	99

(Continued on page A-1025)

Station Totals	947,600	938,100	99
Net Weekly Circulation (1992)			604,800
Average Daily Circulation (1992)			334,500

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WYFF-TV

Ch. 4

Network Service: NBC.

Licensee: Pulitzer Broadcasting Co., One City Center, 515 N. 6th St., Suite 2020, St. Louis, MO 63101.

Studio: Broadcast Pl., 505 Rutherford St., Greenville, SC 29602.

Mailing Address: Box 788, Greenville, SC 29602.

Telephone: 803-242-4404. **Fax:** 803-240-5329.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; BMS, 6.1-meter C-band; Harris, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

News Service: AP.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: December 31, 1953. Exchange (with WXII, Winston-Salem, NC) for KSDK, St. Louis, MO approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales): Katz Television.

Represented (legal): Verner, Liipfert, Bernhard, McPherson & Hand.

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

Personnel:

- David Dodds, Vice President & General Manager.
- Ken Bauder, General Sales Manager.
- Tom Post, National Sales Manager.
- Andy Still, News Director.
- Kay Hall, Program Director.
- Kathryn Hansen, Promotion Manager.
- Penny Henderson, Business Manager.
- Bob King, Chief Engineer.
- Lilly Spencer, Marketing Director.
- Anne Carnegie, Production Manager.

Highest 30 Sec. Rate: \$6000.

City of License: Greenville. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 35.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA				
		Banks	4,000	3,900	97
		Elbert	7,200	7,100	99
		Franklin	6,500	6,400	98
		Habersham	10,300	10,200	99
		Hart	7,400	7,300	99
		Madison	8,000	7,900	99
		Oglethorpe	3,700	3,600	97
		NORTH CAROLINA			
		Buncombe	72,300	71,600	99
		Burke	30,000	29,800	99
		Graham	2,600	2,600	100
		Haywood	19,600	19,300	99
		Henderson	30,100	29,800	99
	Jackson	10,000	9,800	98	



WYFF-TV BPCT-2395 Granted 11/18/57

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mc Dowell	13,900	13,700	99	
	Macon	10,100	9,900	98	
	Madison	6,600	6,500	98	
	Polk	6,100	6,000	98	
	Rutherford	22,600	22,400	99	
	Swain	4,200	4,100	98	
	Transylvania	10,400	10,300	99	
	SOUTH CAROLINA				
	Abbeville	8,900	8,800	99	
	Anderson	56,600	56,100	99	
	Cherokee	16,300	16,200	99	
	Greenville	126,300	125,400	99	
	Greenwood	23,500	23,300	99	
	Laurens	20,300	20,100	99	
Oconee	22,900	22,700	99		
Pickens	33,900	33,500	99		
Spartanburg	85,400	84,700	99		
Union	11,400	11,300	99		
Between 25-49%	GEORGIA				
	Jackson	11,100	11,000	99	
	Lincoln	2,500	2,500	100	
	Rabun	4,700	4,600	98	
	Stephens	9,000	8,900	99	
	Wilkes	4,000	3,900	98	
NORTH CAROLINA					
Cherokee	8,400	8,300	99		
Cleveland	32,900	32,600	99		
Mitchell	5,700	5,600	98		
SOUTH CAROLINA					
Mc Cormick	2,500	2,500	100		
Newberry	12,700	12,600	99		

(Continued on page A-1025)

Station Totals	952,000	942,500	99
Net Weekly Circulation (1992)			620,900
Average Daily Circulation (1992)			375,500

South Carolina—Hardeeville

WTGS

Ch. 28

Network Service: Fox.

Licensee: Hilton Head Television Inc., 28 Broadcast Way, Ridgeland, SC 29936.

Studio: 28 Broadcast Way, Ridgeland, SC 29936.

Sales Office: One Johnston St., Savannah, GA 31406.

Telephone: 803-726-5244. **TWX:** 510-600-1811. **Fax:** 803-726-5694.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1500-ft. above av. terrain, 1498-ft. above ground, 1515-ft. above sea level.

Latitude 32° 02' 48"
Longitude 81° 20' 27"

Transmitter: 4.4-mi. W of I-95 on Hwy 204, S of Bloomington, GA.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Paracclipse, 3.66-meter C-band; AFC, 3.6-meter Ku-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

Ownership: American Communications & Television Inc. (Group Owner).

Began Operation: September 1, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Bechtel & Cole, Chartered.

Represented (engineering): W. Lee Simmons & Associates Inc.

Personnel:

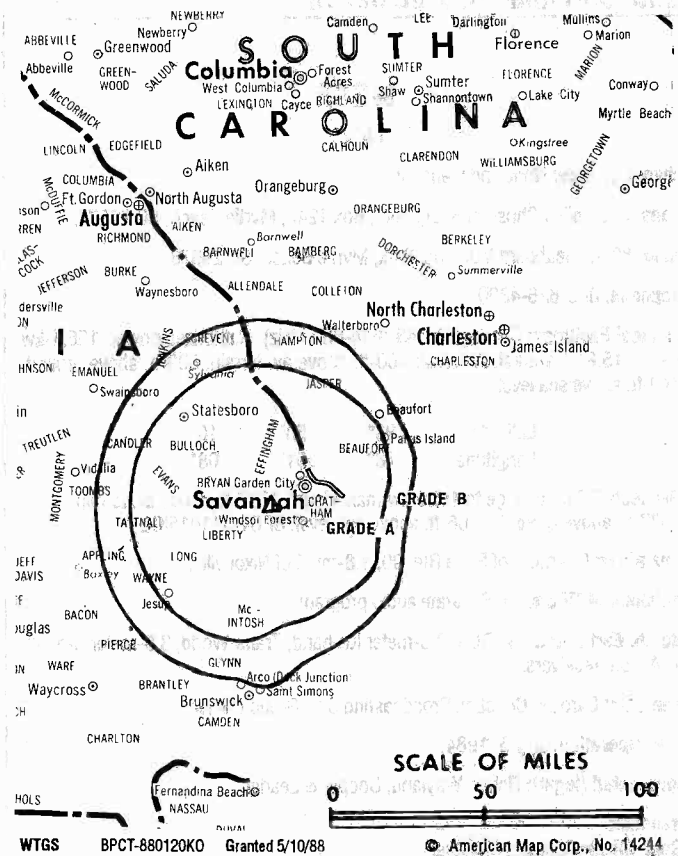
- Cliff Thompson, General Manager.
- Ron Sciabarasi, General Sales Manager.
- Bryan Allport, Local Sales Manager.
- Menesa Pritchett, Program Director.
- Sherry Fowler, Business Manager.
- Ed Youmans, Chief Engineer.
- Al Andres, Traffic Manager.

Highest 30 Sec. Rate: \$350.

City of License: Hardeeville. **ADI:** Savannah. **Rank:** 102.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Bulloch	14,200	14,000	99
	Candler	2,900	2,800	96
	Chatham	83,700	83,000	99
	Effingham	9,100	9,000	99
	Liberty	14,900	14,700	99
	Long	2,100	2,100	100
	SOUTH CAROLINA			
	Hampton	6,800	6,700	98
	Jasper	5,600	5,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Appling	5,900	5,800	98
	Bacon	3,600	3,500	97
	Bryan	5,600	5,500	98
	Evans	3,200	3,200	100
	Mc Intosh	3,200	3,100	97
	Montgomery	2,400	2,300	96
	Screven	5,400	5,300	98
	Tattnall	6,100	6,000	98
	Toombs	9,200	9,000	98
	Wayne	7,900	7,800	99
	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
Between 5-24%	GEORGIA			
	Brantley	4,100	4,000	98
	Emanuel	7,700	7,600	99
	Jeff Davis	4,500	4,400	98
	Pierce	4,900	4,800	98
	Treutlen	2,200	2,200	100
	Wheeler	1,900	1,900	100
Station Totals		249,600	246,300	99
Net Weekly Circulation (1992)				124,300
Average Daily Circulation (1992)				53,100

South Carolina—Myrtle Beach

WGSE

Ch. 43

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1243, Myrtle Beach, SC 29578.

Studio: 803-A Seaboard Industrial Park, Myrtle Beach, SC 29578.

Telephone: 803-626-4300.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 156.4-kw visual, 15.64-kw aural. Antenna: 600-ft. above av. terrain, 609-ft. above ground, 649-ft. above sea level.

Latitude 33° 50' 10"
 Longitude 78° 51' 08"

Requests CP for change to 1020-kw max. visual, 1037-ft. above av. terrain, 1027-ft. above ground, 1066-ft. above sea level. BPCT-911015KK.

Transmitter: 0.6-mi. S of State Rte. 90, 1.8-mi. E of Nixonville.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: RCA, 3.6-meter Ku-band; Trans-World, 3.6-meter C-band; W/A-Com receivers.

Ownership: Carolina Christian Broadcasting Co. (Group Owner).

Began Operation: July 5, 1984.

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

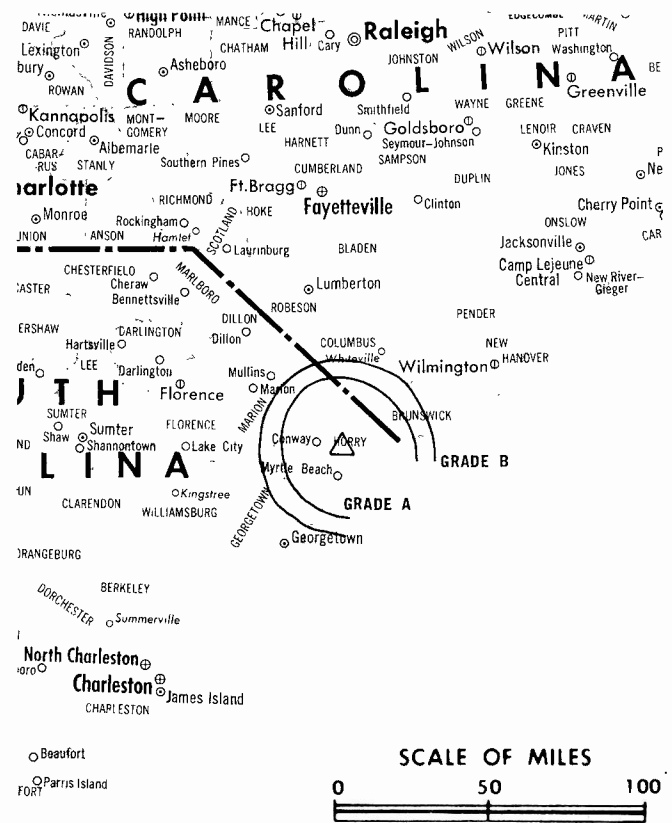
Personnel:

- Gene Gibson, General Manager.
- Jim Simmons, Local & Regional Sales Manager.
- Bill Antlogger, Chief Engineer.
- Diane Barnhill, Program Coordinator.
- Tom Robinson, Production Manager.

Rates: On request.

City of License: Myrtle Beach. **ADI:** Florence, SC. **Rank:** 139.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WGSE BMPCT—830930KJ Granted 7/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 5-24%	Horry	57,500	56,700	99
Station Totals		57,500	56,700	99
Net Weekly Circulation (1992)			6,000	
Average Daily Circulation (1992)			1,200	

South Carolina

WSPA-TV, Greenville-Spartanburg & Asheville, North Carolina (Arbitron Data Continued)

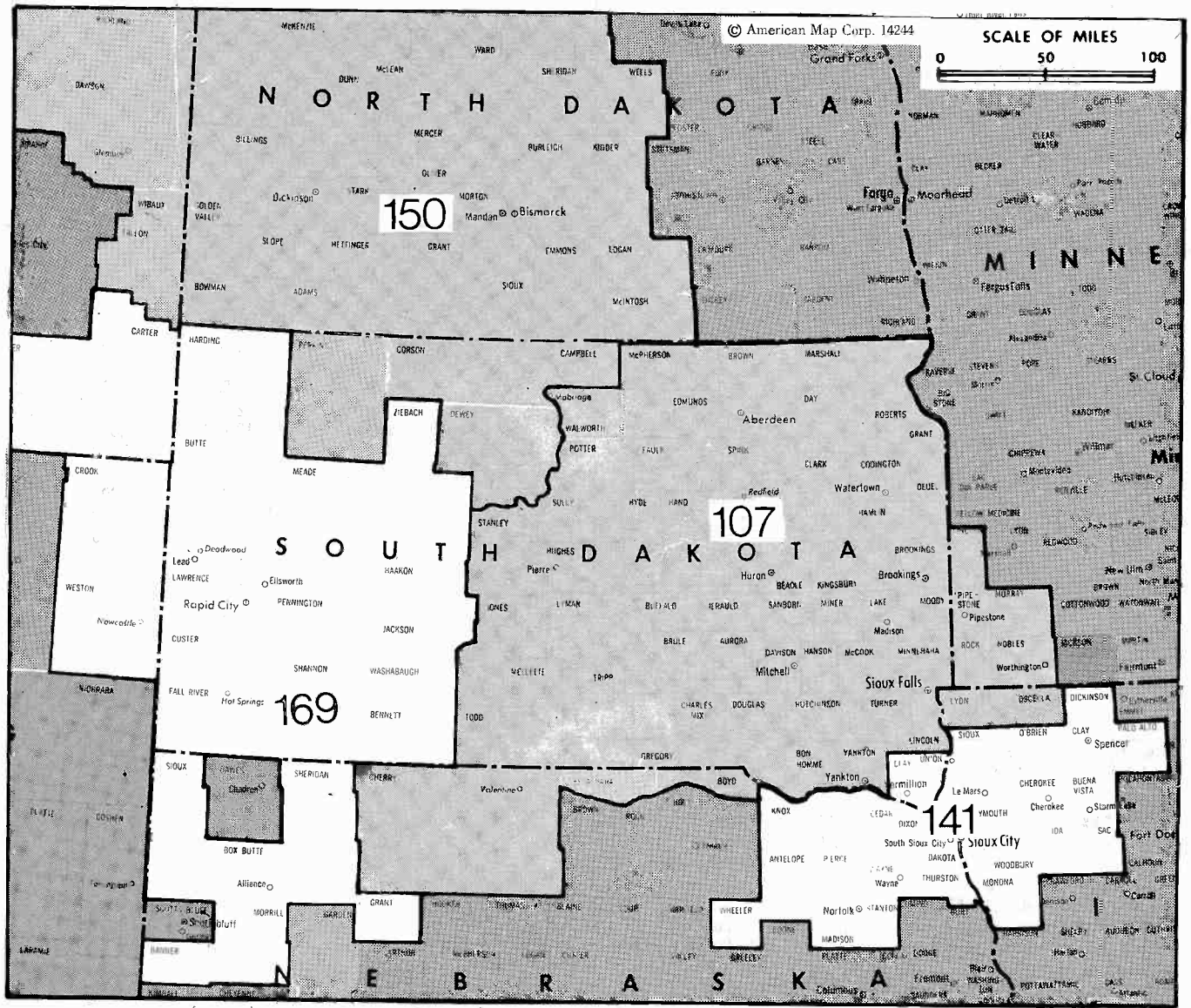
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Jackson	11,100	11,000	99
	Lincoln	2,500	2,500	100
	White	5,100	5,000	98
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Avery	5,600	5,500	98
	Graham	2,600	2,600	100
	Lincoln	19,400	19,300	99
	Swain	4,200	4,100	98
	Watauga	13,500	13,300	99
	Yancey	6,200	6,100	98
	SOUTH CAROLINA			
	Fairfield	7,400	7,300	99
	Lancaster	20,700	20,500	99
	Mc Cormick	2,500	2,500	100
	Saluda	5,900	5,800	98

WYFF-TV, Greenville-Spartanburg & Asheville, North Carolina (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Morgan	4,500	4,400	98
	Taliaferro	800	800	100
	Union	4,800	4,700	98
	White	5,100	5,000	98
	NORTH CAROLINA			
	Avery	5,600	5,500	98
	Caldwell	27,800	27,600	99
	Catawba	46,900	46,600	99
	Yancey	6,200	6,100	98
	SOUTH CAROLINA			
	Chester	11,500	11,400	99
	Saluda	5,900	5,800	98
	York	48,300	47,800	99

WLOS, Greenville-Spartanburg & Asheville, North Carolina (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Bell	11,600	11,500	99
	NORTH CAROLINA			
	Alexander	10,600	10,500	99
	Avery	5,600	5,500	98
	Clay	3,000	2,900	97
	SOUTH CAROLINA			
	Chester	11,500	11,400	99
	Mc Cormick	2,500	2,500	100
	Newberry	12,700	12,600	99
	York	48,300	47,800	99
	TENNESSEE			
	Claiborne	10,000	9,900	99
	Cocke	11,400	11,300	99
	Hancock	2,400	2,400	100
	Hawkins	17,700	17,500	99
	Jefferson	12,700	12,600	99
	VIRGINIA			
	Lee	9,300	9,100	98
	Wise	16,500	16,300	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD	218,000	107	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	153,400	141	KCAU-TV (9), KMEG (14), KTIV (4)
Minot-Bismarck-Dickinson, ND-Glendive, MT	134,900	150	KBMY (17), KFYR-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)
Rapid City, SD	87,000	169	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)

State Cross Reference List	
Communities that receive programs of stations that are located elsewhere.	
KIVV-TV, Deadwood	See Lead, SD
KDLT, Mitchell	See Sioux Falls, SD
KDLO-TV, Watertown	See Florence, SD

South Dakota Station Totals as of November 1, 1992			
	VHF	UHF	TOTAL
Commercial Television Stations	12	2	14
Educational Television Stations	7	1	8
	19	3	22

South Dakota—Aberdeen

KABY-TV

Ch. 9

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Telephone: 605-225-9200.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 288-kw visual, 45.7-kw aural. Antenna: 1413-ft. above av. terrain, 1311-ft. above ground, 3071-ft. above sea level.

Latitude 45° 06' 32"
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Grandall, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

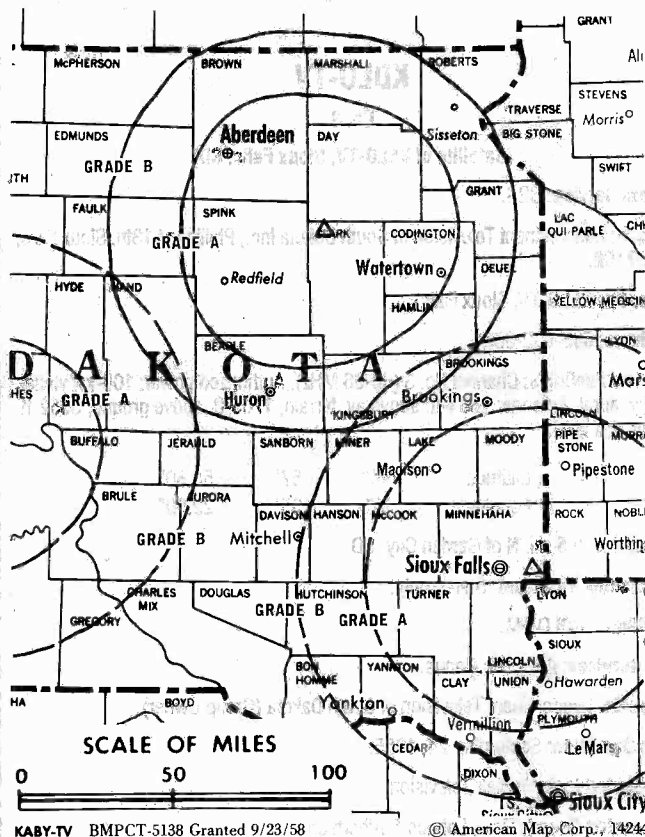
Began Operation: November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al. approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales): Katz Television.

Personnel:

See KSFY-TV, Sioux Falls, SD.

Rates: Sold in combination with KSFY-TV, Sioux Falls, SD.



KABY-TV BMPCT-5138 Granted 9/23/58

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Arbitron Data: Included with KSFY-TV, Sioux Falls, SD.

City of License: Aberdeen. **ADI:** Sioux Falls-Mitchell. **Rank:** 107.

South Dakota—Florence-Watertown

KDLO-TV

Ch. 3

(Satellite of KELO-TV, Sioux Falls, SD)

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., Phillips at 13th, Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls.

Telephone: 605-532-3621.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1684-ft. above av. terrain, 1705-ft. above ground, 3552-ft. above sea level.

Latitude	44°	57'	56.50"
Longitude	97°	35'	22.00"

Transmitter: 0.5-mi. N of Garden City, SD.

Multichannel TV Sound: Stereo only.

FM Affiliate: KDLO-FM.

News Services: AP, CBS, Conus.

Ownership: Midcontinent Television of South Dakota (Group Owner).

Began Operation: September 24, 1955.

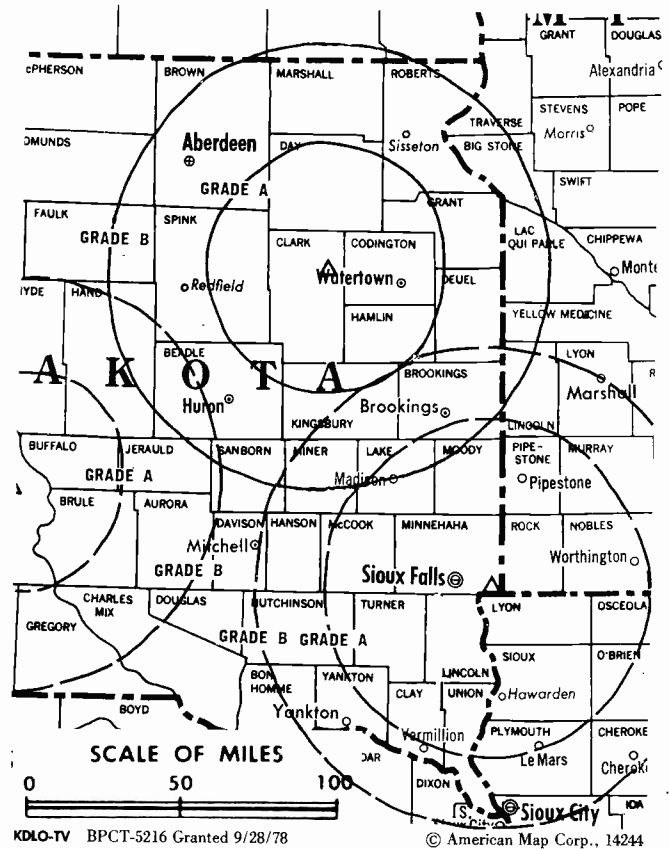
Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Mike Braker, General Manager.
Jay Huizenga, General Sales Manager.
Roy Thorson, Chief Engineer.



Rates: Sold in combination with KELO-TV, Sioux Falls, SD.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls.

Arbitron Data: Included with parent KELO-TV, Sioux Falls, SD.

City of License: Florence. **ADI:** Sioux Falls-Mitchell. **Rank:** 107.

South Dakota—Huron

KTTM

Ch. 12

(Satellite of KTTW, Sioux Falls, SD)

Network Service: Fox.

Licensee: Independent Communications Inc., 2000 W. 32nd St., Sioux Falls, SD 57105

Studio: See KTTW, Sioux Falls, SD.

Telephone: 605-338-0017.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 850-ft. above av. terrain, 830-ft. above ground, 2146-ft. above sea level.

Latitude 44° 11' 39"
Longitude 98° 19' 05"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, transmitter to 12-mi. SW of Huron, Warren Twp., Sanborn County, BPCT-920205KF.

Transmitter: Hwy. 28, near Carpenter.

Ownership: Independent Communications Inc.

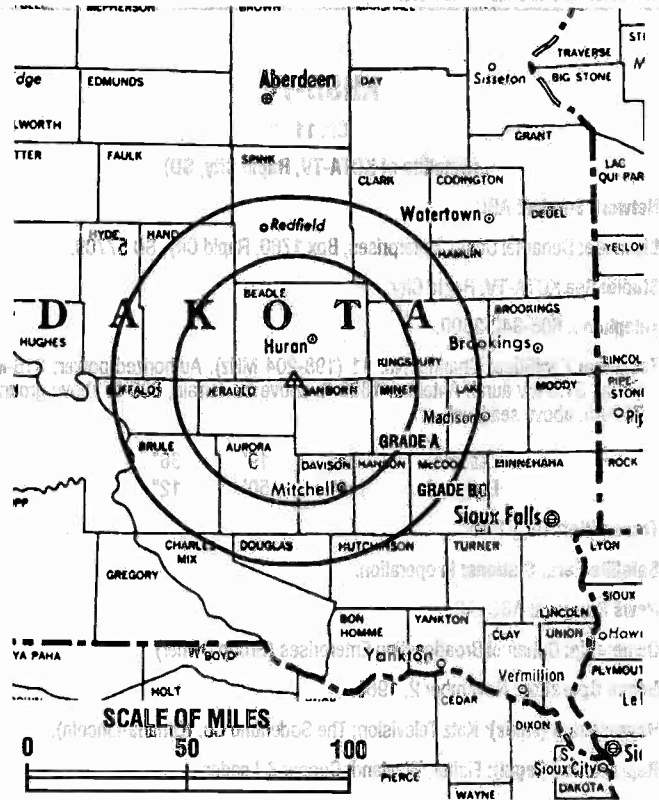
Began Operation: August 31, 1991.

Represented (legal): Reddy, Begley & Martin.

Personnel:

Charles Poppen, General Manager.
Bob Matson, General Sales Manager.
Dan Sterner, Program Director.

Rates: On request.



KTTM BPCT-920205KF Granted 5/22/92 © American Map Corp. No. 14244

Arbitron Data: Included with KTTW, Sioux Falls, SD.

City of License: Huron. **ADI:** Sioux Falls-Mitchell. **Rank:** 107

South Dakota—Lead-Deadwood

KIVV-TV

Ch. 5

(Satellite of KEVN-TV, Rapid City, SD)

Network Service: NBC.

Licensee: KEVN Inc., Box 677, Rapid City, SD 57709.

Studio: See KEVN-TV, Rapid City.

Telephone: 605-394-7777. **TWX:** 510-366-8021. **Fax:** 605-348-9128.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 9.55-kw aural. Antenna: 1851-ft. above av. terrain, 638-ft. above ground, 7531-ft. above sea level.

Latitude	44°	19'	30"
Longitude	103°	50'	14"

Transmitter: Terry Peak, 3.6-mi. SW of Lead.

News Services: AP, NBC.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: July 11, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Akin, Gump, Hauer & Feld.

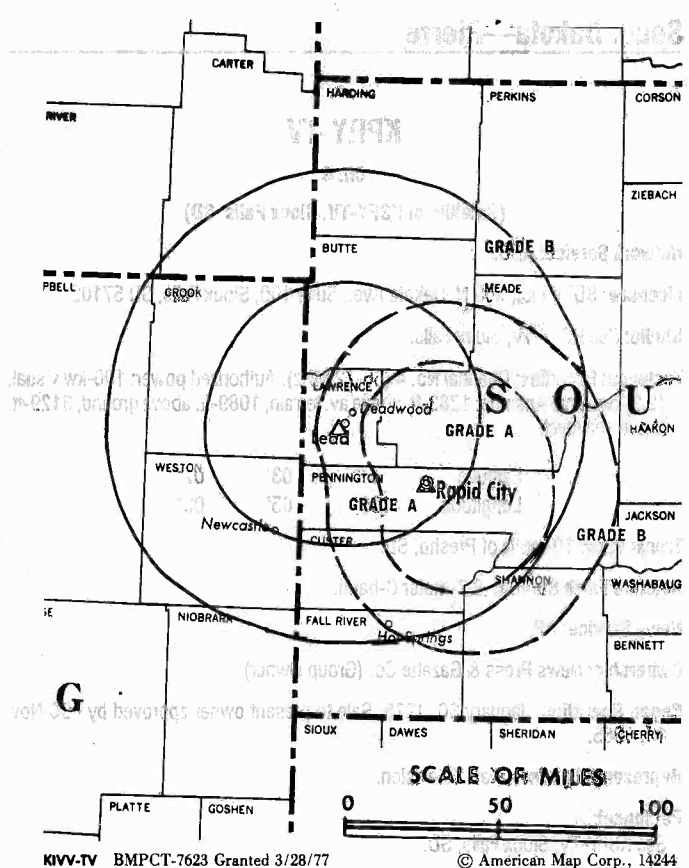
Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

See KEVN-TV, Rapid City, SD.

Rates: Sold in combination with KEVN-TV, Rapid City, SD.

Arbitron Data: Included with KEVN-TV, Rapid City, SD.



City of License: Lead. **ADI:** Rapid City. **Rank:** 169.

South Dakota—Pierre

KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1283-ft. above av. terrain, 1089-ft. above ground, 3129-ft. above sea level.

Latitude	44°	03'	07"
Longitude	100°	05'	03"

Transmitter: 10-mi. N of Presho, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: January 30, 1976. Sale to present owner approved by FCC Nov. 15, 1985.

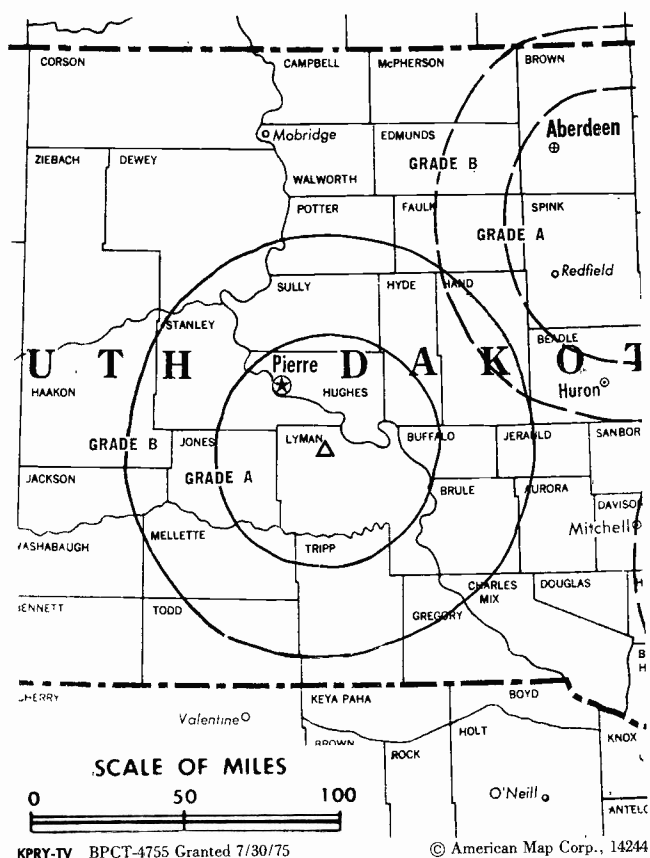
Represented (sales): Katz Television.

Personnel:

See KSFY-TV, Sioux Falls, SD.

Rates: Sold in combination with KSFY-TV, Sioux Falls, SD.

Arbitron Data: Included with KSFY-TV, Sioux Falls, SD.



City of License: Pierre. **ADI:** Sioux Falls-Mitchell. **Rank:** 107.

South Dakota—Rapid City

KCLO-TV

Ch. 15

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: 2497 W. Chicago, Rapid City, SD 57709.

Mailing Address: Box 9428, Rapid City, SD 57709.

Telephones: 605-336-1100; 605-341-1500. Fax: 605-348-5518.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 690-kw max. visual, 69-kw max. aural. Antenna: 520-ft. above av. terrain, 421-ft. above ground, 4201-ft. above sea level.

Latitude 44° 04' 14"
Longitude 103° 15' 01"

Transmitter: Skyline Dr., approx. 0.8-mi. S of intersection of Rtes. 44 & 79, Rapid City.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 3.2-meter C-band.

News Service: AP.

Ownership: Midcontinent Television of South Dakota (Group Owner).

Began Operation: November 28, 1988.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

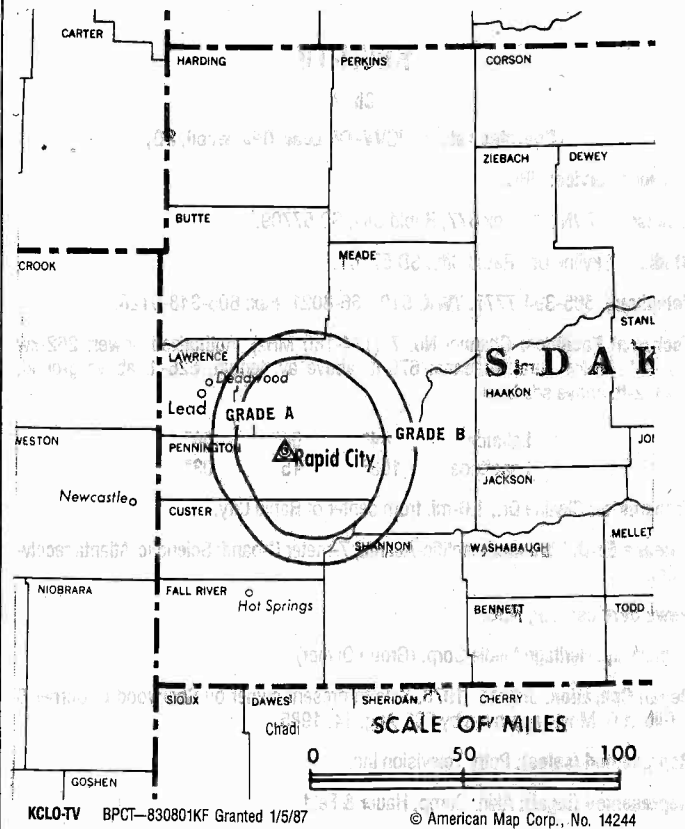
Mike Braker, General Manager;
Jay Huizenga, General Sales Manager.
Pete Karn, Engineer.
Perry Grotten, News Director

Highest 30 Sec. Rate: \$90.

City of License: Rapid City. **ADI:** Rapid City. **Rank:** 169.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA				
50% & Over	Fall River	3,000	2,900	97
	Meade	7,900	7,800	99
	Pennington	32,000	31,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA				
Between 25-49%	Butte	3,200	3,100	98
	Lawrence	8,200	8,100	99
SOUTH DAKOTA				
Between 5-24%	Bennett	1,100	1,100	100
	Custer	2,600	2,500	96
Station Totals		58,000	57,200	99
Net Weekly Circulation (1992)				31,800
Average Daily Circulation (1992)				13,800

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South Dakota—Rapid City

KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, SD)

Network Service: NBC.

Licensee: KEVN Inc., Box 677, Rapid City, SD 57709.

Studio: 7 Skyline Dr., Rapid City, SD 57701.

Telephone: 605-394-7777. **TWX:** 510-366-8021. **Fax:** 605-348-9128.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"
Longitude 103° 15' 03"

Transmitter: Skyline Dr., 1.6-mi. from center of Rapid City.

Satellite Earth Station: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: July 11, 1976. Sale to present owner by Sherwood L. Corner & Gilbert D. Moyle approved by FCC Aug. 14, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Akin, Gump, Hauer & Feld.

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

Personnel:

- Gerry Fenske, President & General Manager.
- Gary Pierone, Local Sales Manager.
- Mike Morgan, News Director.
- Bob Slocum, Program Director & Operations Manager.
- Harvey Sachau, Chief Engineer.
- Don Neilsen, Promotion Director.
- Les Hofland, Production Manager.

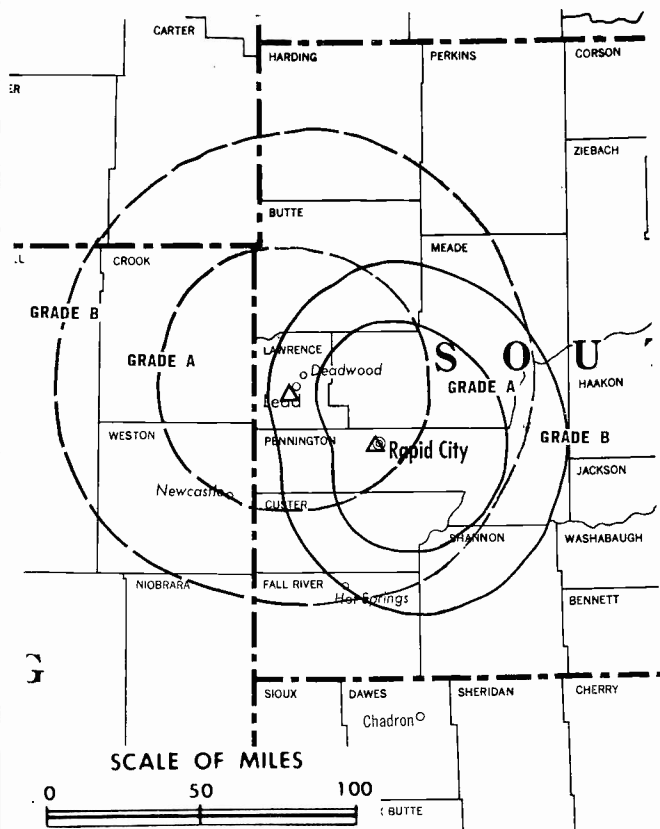
Rates: On request.

Arbitron Data: Figures include coverage of KIVV-TV, Lead-Deadwood, SD.

City of License: Rapid City. **ADI:** Rapid City. **Rank:** 169.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Carter	600	600	100
	SOUTH DAKOTA			
	Bennett	1,100	1,100	100
	Butte	3,200	3,100	98
	Custer	2,600	2,500	96
	Fall River	3,000	2,900	97
	Haakon	1,000	1,000	100
	Harding	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	1,100	1,100	100
	Lawrence	8,200	8,100	99
	Meade	7,900	7,800	99
	Pennington	32,000	31,700	99
	Shannon	2,400	2,300	94
	Ziebach	600	600	100
	WYOMING			
	Campbell	11,100	10,600	95
	Crook	2,100	2,000	95
	Between 25-49%	NEBRASKA		
Dawes		3,400	3,300	97
SOUTH DAKOTA				
Perkins		1,700	1,700	97
WYOMING				
Weston	2,500	2,400	96	
Between 5-24%	MONTANA			
	Fallon	1,200	1,200	96
	Powder River	900	800	88
	NORTH DAKOTA			
	Bowman	1,500	1,500	100
NEBRASKA				
Sioux	700	700	100	
Station Totals		89,400	87,600	98
Net Weekly Circulation (1992)				68,200
Average Daily Circulation (1992)				42,700

South Dakota—Rapid City

KOTA-TV

Ch. 3

(Also operates affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY)

Network Service: ABC.

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

Studio: Duhamel Bldg., 518-1/2 St. Joe St., Rapid City, SD 57701.

Mailing Address: Box 1760, Rapid City, SD 57709.

Telephone: 605-342-2000. TWX: 510-366-8012. Fax: 605-342-7305.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

Satellite Earth Stations: Simulsat, 7-meter; Harris, 5.8-meter; Scientific-Atlanta, Simulsat receivers.

AM Affiliate: KOTA, 5-kw, 1380 kHz (CBS).

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: May 29, 1955.

Represented (sales): Katz Television.

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

Personnel:

William F. Duhamel, President & General Manager.

Peter A. Duhamel, Vice President.

Wes Haugen, General Sales Manager.

Helene M. Duhamel, News Director.

Monte Loos, Program & Operations Manager.

Frank Etherington, Director of Engineering.

Debbie Anderson, Promotions Director.

Verlyn Hammerstrom, Business Manager.

John Howard, Sports Director.

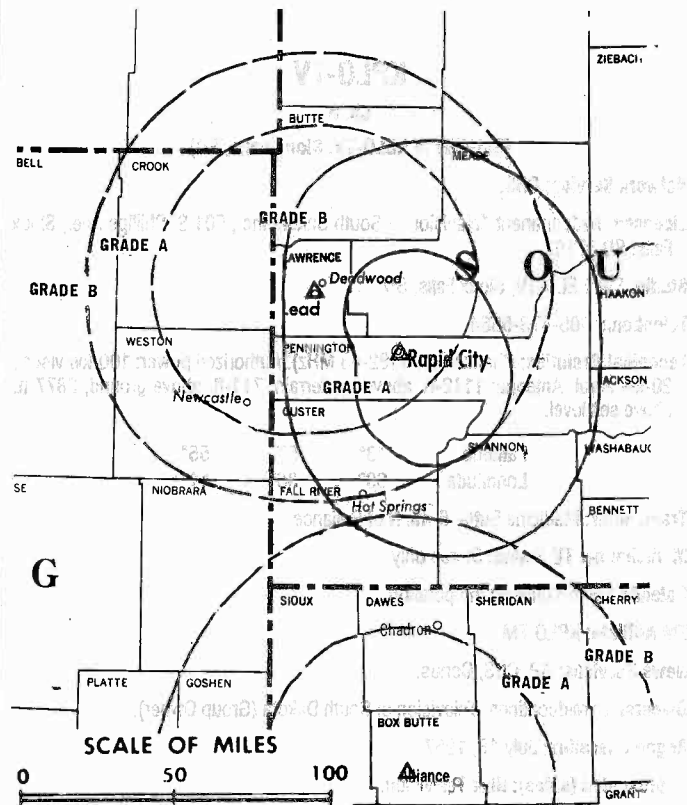
Rates: On request.

Arbitron Data: Figures include satellites KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

City of License: Rapid City. ADI: Rapid City. Rank: 169.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Carter	600	600	100
	Powder River	900	800	88
	NORTH DAKOTA			
	Bowman	1,500	1,500	100
	SOUTH DAKOTA			
	Bennett	1,100	1,100	100
	Butte	3,200	3,100	98
	Custer	2,600	2,500	96
	Fall River	3,000	2,900	97
	Harding	600	600	100
	Jackson	1,100	1,100	100
Lawrence	8,200	8,100	99	



KOTA-TV BMPCT-5990 Granted 8/25/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Meade	7,900	7,800	99
	Pennington	32,000	31,700	99
	Perkins	1,700	1,700	97
	Shannon	2,400	2,300	94
	Ziebach	600	600	100
	WYOMING			
	Campbell	11,100	10,600	95
	Crook	2,100	2,000	95
	Sheridan	9,700	9,300	95
	Between 25-49%	MONTANA		
Big Horn		3,300	3,100	94
Fallon		1,200	1,200	96
SOUTH DAKOTA				
Haakon		1,000	1,000	100
Between 5-24%	WYOMING			
	Johnson	2,500	2,400	96
	Weston	2,500	2,400	96
Between 5-24%	MONTANA			
	Rosebud	3,800	3,600	95
	NORTH DAKOTA			
Adams	1,200	1,200	100	
Slope	400	400	100	
Station Totals		106,200	103,600	98
Net Weekly Circulation (1992)				80,000
Average Daily Circulation (1992)				53,000

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

South Dakota—Reliance

KPLO-TV

Ch. 6

(Satellite of KELO-TV, Sioux Falls, SD)

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls, SD.

Telephone: 605-473-5564.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

Latitude	43°	57'	55"
Longitude	99°	36'	11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation.

FM Affiliate: KPLO-FM.

News Services: AP, CBS, Conus.

Ownership: Midcontinent Television of South Dakota (Group Owner).

Began Operation: July 15, 1957.

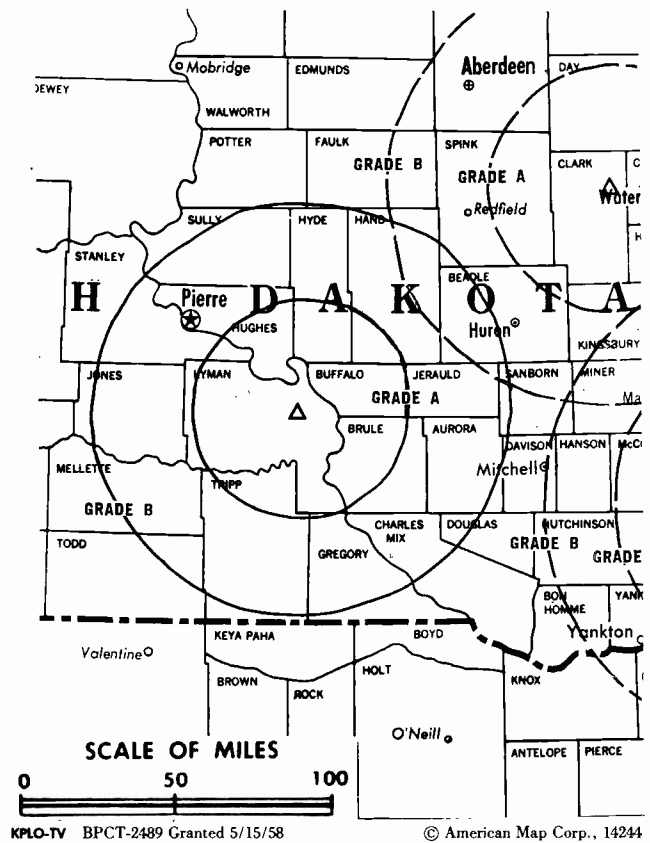
Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Mike Braker, General Manager.
Jay Huizenga, General Sales Manager.
Darrel House, Chief Engineer.



KPLO-TV BPCT-2489 Granted 5/15/58

© American Map Corp., 14244

Rates: Sold in combination with KELO-TV, Sioux Falls & satellite KDLO-TV, Florence, SD.

Arbitron Data: Included with KELO-TV, Sioux Falls, SD.

City of License: Reliance. **ADI:** Sioux Falls-Mitchell. **Rank:** 107.

South Dakota—Sioux Falls

KELO-TV

Ch. 11

(Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, SD)

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: 501 S. Phillips Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1100. TWX: 910-660-0552. Fax: 605-334-3447.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: KELO, 5-kw, 1320 kHz.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

News Services: AP, Capitol News, CBS.

Ownership: Midcontinent Television of South Dakota (Group Owner).

Began Operation: May 12, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Larry Bentson, Chairman & Chief Executive Officer

Mike Braker, Vice President & General Manager.

Jay Huizenga, General Sales Manager.

John Hertz, Director of Engineering.

Mark Millage, News Director.

Devin Duncan, Promotion Manager.

Marlin Van Peurse, Business Manager.

Scott Burri, Production Manager.

Jennifer Townsend, Operations Manager.

Highest 30 Sec. Rate: \$850 (in combination with satellites).

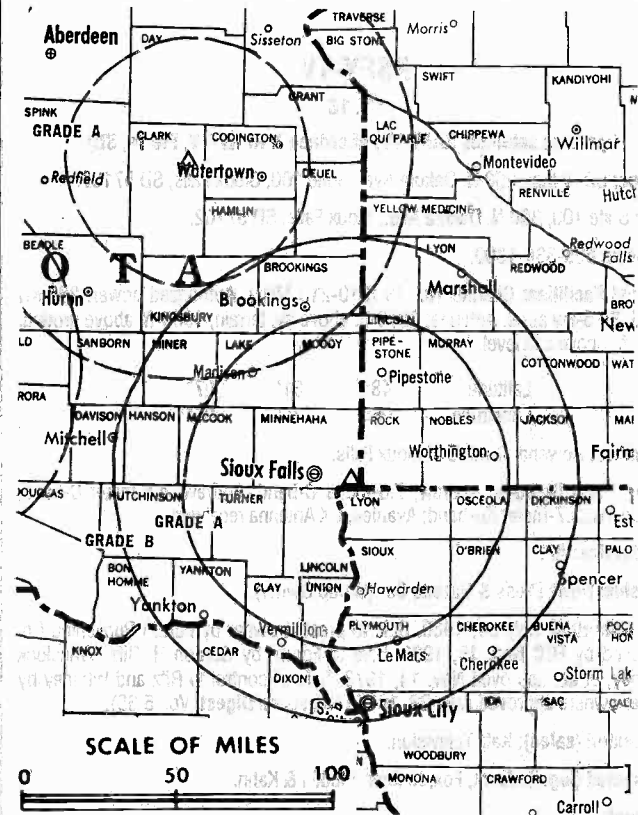
NETWORK BASE HOURLY RATE: \$2500.

Arbitron Data: Figures include KDLO-TV, Florence & KPLO-TV, Reliance, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Clay	7,200	7,100	99
	Dickinson	6,300	6,200	98
	Lyon	4,300	4,200	98
	O'Brien	6,100	6,100	100
	Osceola	2,900	2,900	100
	Sioux	10,400	10,200	98
	MINNESOTA			
	Big Stone	2,600	2,600	100
	Lincoln	2,700	2,700	100
	Murray	3,800	3,800	100
	Nobles	7,600	7,500	99
	Pipestone	4,200	4,200	100
	Rock	3,800	3,800	100



KELO-TV BPCT-3821 Granted 10/21/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Cedar	3,800	3,800	100
	Cherry	2,500	2,500	100
	Keya Paha	500	500	100
	Knox	3,800	3,700	97
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	2,600	2,500	96
	Brookings	9,000	8,900	99
	Brown	14,300	14,200	99
	Brule	2,000	2,000	100
	Buffalo	500	500	100
	Charles Mix	3,300	3,200	97
	Clark	1,800	1,800	100
	Clay	4,600	4,600	99
	Codington	8,900	8,800	99
Davison	6,800	6,700	99	
Day	2,800	2,800	100	
Deuel	1,800	1,800	100	
Douglas	1,400	1,400	100	
Edmunds	1,700	1,700	100	
Faulk	1,100	1,100	100	
Grant	3,200	3,100	98	
Gregory	2,100	2,100	100	
Haakon	1,000	1,000	100	
Hamlin	1,900	1,900	100	
Hand	1,700	1,700	100	
Hanson	1,100	1,100	100	
Hughes	6,200	6,100	98	
Hutchinson	3,300	3,200	97	
(Continued on page A-1041)				
Station Totals		384,500	380,300	99
Net Weekly Circulation (1992)				262,800
Average Daily Circulation (1992)				173,800

South Dakota—Sioux Falls

KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, SD)

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102.

Studio: Suite 100, 300 N. Dakota Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1300.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 285-kw visual, 39.5-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"
Longitude 96° 32' 05"

Transmitter: Rowena, 9-mi. E of Sioux Falls.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.7-meter Ku-band; Avantek, DX Antenna receivers.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: July 31, 1960. Sale to present owner by Forum Publishing Co. approved by FCC Nov. 15, 1985. Sale to Forum by Gordon H. Ritz, Wheelock Whitney, et al., approved Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 (Television Digest, Vol. 5:35).

Represented (sales): Katz Television.

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

Personnel:

- Mike D. Smith, General Manager.
- Nick Keilen, Local Sales Manager.
- Ken Walker, News Director.
- Marge Hokenstad, Program Director.
- Steve Carter, Promotion Manager.
- Marilyn Brink, Business Manager.
- Doug Loos, Production Director.
- Wayne Gudgel, Chief Engineer.

Highest 30 Sec. Rate: \$500. Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

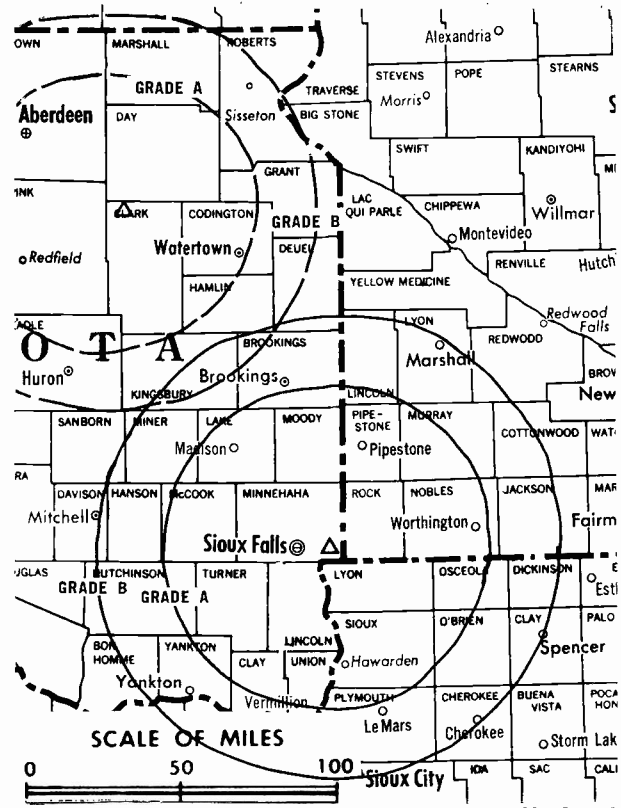
NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Clay	7,200	7,100	99
	Dickinson	6,300	6,200	98
	Lyon	4,300	4,200	98
	O'Brien	6,100	6,100	100
	Osceola	2,900	2,900	100
	Sioux	10,400	10,200	98
	MINNESOTA			
	Lincoln	2,700	2,700	100
	Lyon	9,100	8,900	98
	Murray	3,800	3,800	100
	Nobles	7,600	7,500	99
	Pipestone	4,200	4,200	100
Rock	3,800	3,800	100	
NORTH DAKOTA				
Dickey	2,400	2,400	100	
SOUTH DAKOTA				
Aurora	1,100	1,100	100	
Beadle	7,400	7,300	99	
Bon Homme	2,600	2,500	96	
Brookings	9,000	8,900	99	



KSFY-TV BPCT-3802 Granted 9/12/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Brown	14,300	14,200	99
	Brule	2,000	2,000	100
	Buffalo	500	500	100
	Campbell	800	800	100
	Clark	1,800	1,800	100
	Clay	4,600	4,600	99
	Codington	8,900	8,800	99
	Davison	6,800	6,700	99
	Day	2,800	2,800	100
	Deuel	1,800	1,800	100
	Douglas	1,400	1,400	100
	Edmunds	1,700	1,700	100
	Faulk	1,100	1,100	100
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
	Hand	1,700	1,700	100
	Hanson	1,100	1,100	100
	Hughes	6,200	6,100	98
	Hutchinson	3,300	3,200	97
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,500	2,500	100
	Lake	4,200	4,200	100
	Lincoln	5,500	5,400	98
	Lyman	1,300	1,300	100
	Mc Cook	2,300	2,300	100
Mc Pherson	1,400	1,400	100	
Marshall	2,000	2,000	100	
Mellette	700	700	100	
Miner	1,400	1,400	100	

(Continued on page A-1041)

Station Totals	361,700	357,700	99
Net Weekly Circulation (1992)			233,000
Average Daily Circulation (1992)			141,700

South Dakota—Sioux Falls

KTTW

Ch. 17

(Operates satellite KTTM, Huron, SD)

Network Service: Fox.

Licensee: Independent Communications Inc., 2000 W. 42nd St., Sioux Falls, SD 57105.

Studio: 2000 W. 42nd St., Sioux Falls, SD 57105.

Telephone: 605-338-0017.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 19.5-kw max. visual, 2.06-kw max. aural. Antenna: 495-ft. above av. terrain, 443-ft. above ground, 1942-ft. above sea level.

Latitude 43° 29' 20"
Longitude 96° 45' 40"

Holds CP for change to 196.7-kw max. visual, 20-kw max. aural. BMPCT-920205KG.

Transmitter: Rural Rte. 3, Yankton Rd., Sioux Falls.

Multichannel TV Sound: Stereo-only.

Satellite Earth Stations: In operation.

Ownership: Independent Communications Inc. (Group Owner).

Began Operation: May 25, 1987. Sale to present owners approved by FCC Jan. 15, 1988.

Represented (legal): Raddy, Begley & Martin.

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

Personnel:

- Charles Poppen, General Manager.
- Bob Matson, Sales Manager.
- Forrest Fox, Production Manager.
- Dan Sterner, Program Director.
- Stacey Knapp, Traffic Director.

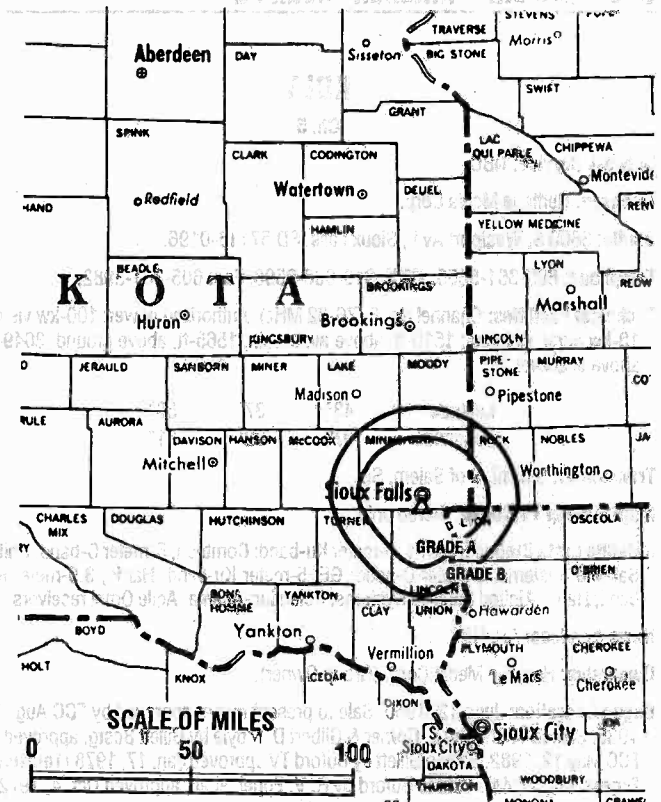
Rates: On request.

Arbitron Data: Figures include KTTM, Huron, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 107.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Rock	3,800	3,800	100
	SOUTH DAKOTA			
	Beadle	7,400	7,300	99
	Brookings	9,000	8,900	99
	Buffalo	500	500	100
	Jerauld	1,100	1,100	100



KTTW BMPCT-920205KG Granted 3/26/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Lincoln	5,500	5,400	98
	Minnehaha	50,600	50,300	99
Between 5-24%	IOWA			
	Lyon	4,300	4,200	98
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Brule	2,000	2,000	100
	Clark	1,800	1,800	100
	Codington	8,900	8,800	99
	Davison	6,800	6,700	99
	Hand	1,700	1,700	100
	Kingsbury	2,500	2,500	100
Lake	4,200	4,200	100	
Miner	1,400	1,400	100	
Moody	2,400	2,400	100	
Sanborn	1,200	1,200	100	
Spink	3,100	3,100	100	
Turner	3,400	3,400	100	
Station Totals		122,700	121,800	99
Net Weekly Circulation (1992)				36,200
Average Daily Circulation (1992)				13,000

South Dakota—Mitchell-Sioux Falls

KDLT
Ch. 5

Network Service: NBC.

Licensee: Heritage Media Corp.

Studio: 3600 S. Westport Ave., Sioux Falls, SD 57116-0196.

Telephone: 605-361-5555. **TWX:** 910-668-0598. **Fax:** 605-361-3982.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1565-ft. above ground, 3049-ft. above sea level.

Latitude 43° 37' 56"
Longitude 97° 22' 21"

Transmitter: 6.5-mi. S of Salem, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 5-meter C-band; United Satellite Systems, 5-meter C-band; GE, 5-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, United Satellite Systems, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, NBC.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: June 12, 1960. Sale to present owner approved by FCC Aug. 14, 1985. Sale to Sherwood L. Corner & Gilbert D. Moyle by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (Television Digest, Vol. 17:44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

Represented (sales): Petry Television Inc.

Represented (legal): Akin, Gump, Hauer & Feld.

Represented (engineering): D. Sargeant Broadcast Services.

Personnel:

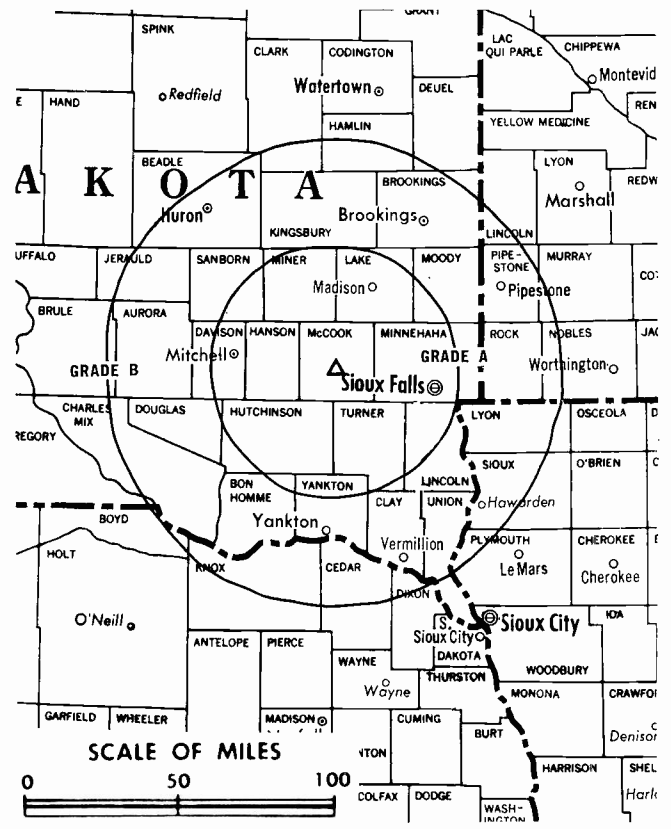
- Steven M. Herman, President & General Manager.
- Wendy Miles, General Sales Manager.
- Ralph Steinhauer, Local Sales Manager.
- Terry Keegan, News Director.
- Leslie Elliott, Programming Coordinator.
- Candy Van Dam, Promotion Director.
- Don Sturzenbecher, Chief Engineer.

Rates: On request.

City of License: Mitchell. **ADI:** Sioux Falls-Mitchell. **Rank:** 107.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Lincoln	2,700	2,700	100
	Pipestone	4,200	4,200	100
	Rock	3,800	3,800	100
	NEBRASKA			
	Boyd	1,200	1,200	100
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	2,600	2,500	96
	Brookings	9,000	8,900	99
	Brown	14,300	14,200	99
	Charles Mix	3,300	3,200	97
	Codington	8,900	8,800	99
Davison	6,800	6,700	99	
Douglas	1,400	1,400	100	
Edmunds	1,700	1,700	100	
Gregory	2,100	2,100	100	
Hamlin	1,900	1,900	100	
Hand	1,700	1,700	100	
Hanson	1,100	1,100	100	
Hughes	6,200	6,100	98	



KDLT BPCT-4928 Granted 8/12/76 © American Map Corp., 14244.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hutchinson	3,300	3,200	97
	Jerauld	1,100	1,100	100
	Kingsbury	2,500	2,500	100
	Lake	4,200	4,200	100
	Lincoln	5,500	5,400	98
	Mc Cook	2,300	2,300	100
	Miner	1,400	1,400	100
	Minnehaha	50,600	50,300	99
	Moody	2,400	2,400	100
	Sanborn	1,200	1,200	100
	Stanley	900	900	100
	Sully	700	700	100
Turner	3,400	3,400	100	
Between 25-49%	MINNESOTA			
	Murray	3,800	3,800	100
	SOUTH DAKOTA			
	Campbell	800	800	100
	Clark	1,800	1,800	100
	Clay	4,600	4,600	99
	Day	2,800	2,800	100
	Deuel	1,800	1,800	100
	Mc Pherson	1,400	1,400	100
	Potter	1,300	1,300	100
	Spink	3,100	3,100	100
	Tripp	2,700	2,700	100
Union	4,100	4,100	100	
Walworth	2,600	2,500	96	
Yankton	7,200	7,100	99	
Between 5-24%	IOWA			
	Lyon	4,300	4,200	98
(Continued on page A-1042)				
Station Totals		245,200	243,000	99
Net Weekly Circulation (1992)				143,000
Average Daily Circulation (1992)				73,300

South Dakota

**KELO-TV, Sioux Falls
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,500	2,500	100
	Lake	4,200	4,200	100
	Lincoln	5,500	5,400	98
	Lyman	1,300	1,300	100
	Mc Cook	2,300	2,300	100
	Mc Pherson	1,400	1,400	100
	Marshall	2,000	2,000	100
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	50,600	50,300	99
	Moody	2,400	2,400	100
	Potter	1,300	1,300	100
	Roberts	3,700	3,600	97
	Sanborn	1,200	1,200	100
	Spink	3,100	3,100	100
	Stanley	900	900	100
	Sully	700	700	100
	Todd	2,100	2,000	95
Tripp	2,700	2,700	100	
Turner	3,400	3,400	100	
Union	4,100	4,100	100	
Walworth	2,600	2,500	96	
Yankton	7,200	7,100	99	
Between 25-49%	IOWA			
	Plymouth	8,900	8,800	99
	MINNESOTA			
	Jackson	4,500	4,400	98
	Lac Qui Parle	3,600	3,500	97
	Lyon	9,100	8,900	98
	Traverse	1,700	1,700	100
	NORTH DAKOTA			
	Dickey	2,400	2,400	100
	NEBRASKA			
Boyd	1,200	1,200	100	
Brown	1,500	1,500	100	
Pierce	3,000	3,000	100	
Between 5-24%	SOUTH DAKOTA			
	Jackson	1,100	1,100	100
	IOWA			
	Buena Vista	7,600	7,500	99
	Cherokee	5,700	5,600	98
	MINNESOTA			
	Cottonwood	5,100	4,900	96
	Yellow Medicine	4,600	4,500	98
	NEBRASKA			
	Antelope	3,100	3,000	97
	Dixon	2,500	2,500	100
	SOUTH DAKOTA			
	Campbell	800	800	100
	Dewey	1,600	1,500	94
	Lawrence	8,200	8,100	99
Pennington	32,000	31,700	99	
Shannon	2,400	2,300	94	

**KSFY-TV, Sioux Falls
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	SOUTH DAKOTA				
	Minnehaha	50,600	50,300	99	
	Moody	2,400	2,400	100	
	Potter	1,300	1,300	100	
	Roberts	3,700	3,600	97	
	Sanborn	1,200	1,200	100	
	Spink	3,100	3,100	100	
	Stanley	900	900	100	
	Sully	700	700	100	
	Todd	2,100	2,000	95	
	Tripp	2,700	2,700	100	
	Turner	3,400	3,400	100	
	Union	4,100	4,100	100	
	Walworth	2,600	2,500	96	
	Yankton	7,200	7,100	99	
	Between 25-49%	IOWA			
		Emmet	4,600	4,500	98
		MINNESOTA			
		Cottonwood	5,100	4,900	96
		Jackson	4,500	4,400	98
		Traverse	1,700	1,700	100
		Yellow Medicine	4,600	4,500	98
NEBRASKA					
Boyd		1,200	1,200	100	
Keya Paha		500	500	100	
Knox	3,800	3,700	97		
Between 5-24%	SOUTH DAKOTA				
	Charles Mix	3,300	3,200	97	
	Dewey	1,600	1,500	94	
	Grant	3,200	3,100	98	
	IOWA				
	Cherokee	5,700	5,600	98	
	Palo Alto	4,300	4,200	98	
	Plymouth	8,900	8,800	99	
	MINNESOTA				
	Big Stone	2,600	2,600	100	
	Martin	9,200	9,100	99	
	Redwood	6,500	6,300	97	
	NORTH DAKOTA				
	Richland	6,800	6,700	99	
	Sargent	1,800	1,800	100	
NEBRASKA					
Brown	1,500	1,500	100		
Cedar	3,800	3,800	100		
Cherry	2,500	2,500	100		
Dixon	2,500	2,500	100		
Pierce	3,000	3,000	100		
Rock	900	900	100		
SOUTH DAKOTA					
Haakon	1,000	1,000	100		
Jackson	1,100	1,100	100		

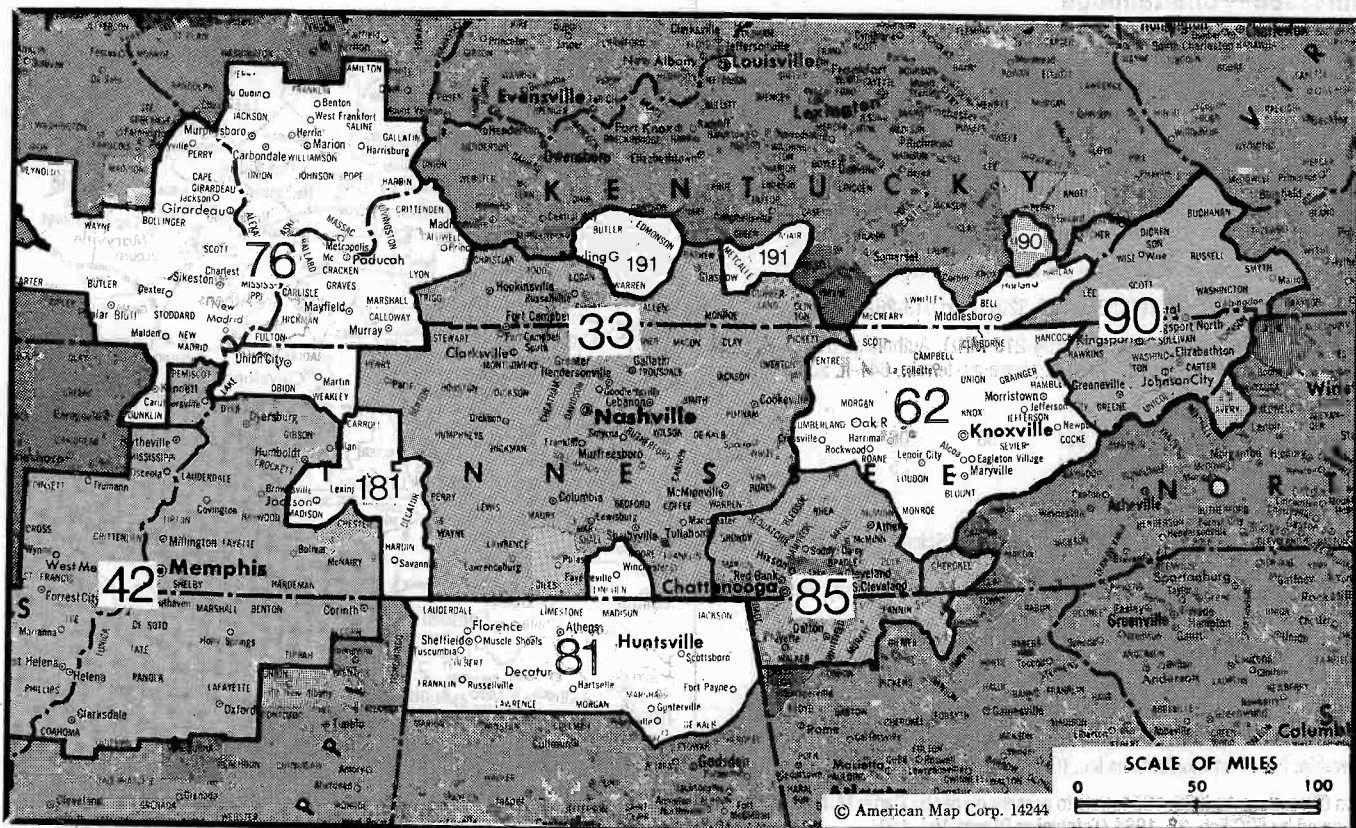
South Dakota

KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Sioux	10,400	10,200	98
	MINNESOTA			
	Nobles	7,600	7,500	99
	NEBRASKA			
	Antelope	3,100	3,000	97
	Cedar	3,800	3,800	100
Holt	4,800	4,700	97	

KDLT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Knox	3,800	3,700	97
	Pierce	3,000	3,000	100
	SOUTH DAKOTA			
	Brule	2,000	2,000	100
	Buffalo	500	500	100
	Faulk	1,100	1,100	100
	Jones	600	600	100
	Lyman	1,300	1,300	100



Market	Arbitron ADI TV Households	Rank
Nashville, TN	731,000	33
Memphis, TN	595,200	42
Knoxville, TN	415,700	62
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	329,900	76
Huntsville-Decatur-Florence, AL	308,600	81
Chattanooga, TN	292,000	85
Bristol, VA-Kingsport-Johnson City, TN	280,700	90
Jackson, TN	62,300	181
Bowling Green, KY	45,800	191

Market Area Commercial TV Stations

WHTN (39), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WXMT (30), WZTV (17)
 WBUY (40), WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
 WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WKXT-TV (8), WPMC (54)
 KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSLI-TV (3), WTCT (27)
 WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WTRT (26), WZDX (54)
 WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
 WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
 WBBJ-TV (7), WMTU (16)
 WBKO (13), WKNT (40)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WFLI-TV, Chattanooga	See Cleveland, TN
WJHL-TV, Bristol & Kingsport	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WCYB-TV, Johnson City	See Bristol, VA
WKPT-TV, Johnson City	See Kingsport, TN
WEMT, Kingsport-Johnson City	See Greenville, TN
WHTN, Nashville	See Murfreesboro, TN

Tennessee Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	15	29
Educational Television Stations	4	3	7
	18	18	36

Tennessee—Chattanooga

WDEF-TV

Ch. 12

Network Service: CBS.

Licensee: Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St., Chattanooga, TN 37408.

Studio: Broadcast Center, 3300 Broad St., Chattanooga, TN 37408.

Telephone: 615-267-3392. TWX: 810-573-5207. Fax: 615-267-0009.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"
Longitude 85° 19' 25"

Transmitter: Atop Signal Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; RCA, 3.6-meter Ku-band; United Products, 3.5-meter; United Products, 3-meter; United Products, 2.8-meter; Drake, M/A-Com, Microdyne, Regency, Scientific-Atlanta receivers.

AM Affiliate: WDEF, 5-kw, 1370 kHz (CBS).

FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

News Services: AP, CBS, NIWS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: April 25, 1954. Sale to present owner by Carter M. Parham Group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Mark Keown, Vice President & General Manager.

Lynn Ayes, Local Sales Manager.

Carol Chadwick, National Sales Manager.

Tony Windsor, News Director.

Doris Ellis, Program Director.

Teresa Dinger, Promotion Director.

Mike Newberry, Business Manager.

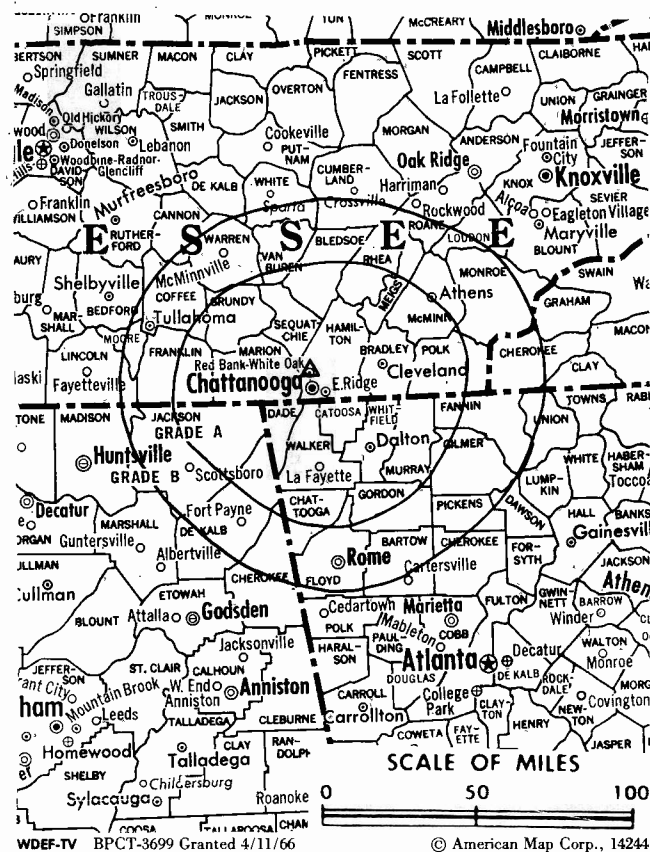
William Christman, Chief Engineer.

Rates: On request.

City of License: Chattanooga. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	19,000	18,800	99
	GEORGIA			
	Catoosa	15,900	15,800	99
	Dade	4,600	4,600	100
	Fannin	6,500	6,400	98
	Gordon	12,800	12,700	99
	Murray	9,600	9,500	99
	Walker	21,700	21,500	99
	Whitfield	27,100	26,900	99
	NORTH CAROLINA			
	Swain	4,200	4,100	98
	TENNESSEE			
	Bledsoe	3,400	3,400	100
	Bradley	28,200	28,100	100
	Grundy	4,900	4,800	98
	Hamilton	114,900	114,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	McMinn	16,500	16,400	99
	Marion	9,600	9,500	99
	Meigs	3,100	3,100	100
	Polk	5,000	5,000	100
	Rhea	9,500	9,400	99
	Sequatchie	3,400	3,400	100
Between 25-49%	ALABAMA			
	De Kalb	21,600	21,400	99
	GEORGIA			
	Chattooga	8,300	8,200	99
	Floyd	30,900	30,600	99
Union	4,800	4,700	98	
Between 5-24%	NORTH CAROLINA			
	Cherokee	8,400	8,300	99
	TENNESSEE			
	Franklin	12,800	12,700	99
	Monroe	11,500	11,400	99
	Roane	18,800	18,700	99
	Van Buren	1,700	1,700	100
	GEORGIA			
	Bartow	20,400	20,200	99
	Cherokee	33,100	32,800	99
Gilmer	5,100	5,000	98	
Pickens	5,500	5,400	98	
Polk	12,800	12,700	99	
NORTH CAROLINA				
Clay	3,000	2,900	97	
TENNESSEE				
Cumberland	13,600	13,400	99	
White	8,000	7,900	99	
Station Totals		540,200	535,800	99
Net Weekly Circulation (1992)			315,600	
Average Daily Circulation (1992)			164,900	

Tennessee—Chattanooga

WDSI-TV

Ch. 61

Network Service: Fox.

Licensee: Donatelli & Klein Inc., 2401 E. Main St., Chattanooga, TN 37404.

Studio: 2401 E. Main St., Chattanooga, TN 37404.

Telephone: 615-697-0661. **Fax:** 615-697-0650.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 5000-kw max. & 457-kw horizontal visual, 117-kw max. & 91.2-kw horizontal aural. Antenna: 1212-ft. above av. terrain; 552-ft. above ground; 2522-ft. above sea level.

Latitude 35° 12' 34"
Longitude 85° 16' 39"

Transmitter: 1.6 mi. NW of Falling Water, TN.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Paracclipse, 4-meter C-band; M/A-Com, Microdyne receivers.

Ownership: Donatelli & Klein Inc. (Group Owner).

Began Operation: January 24, 1972. Sale to present owners by Roy L. Hess, et al., approved by FCC Jan. 30, 1985. Previous sale by Col. Jay Sadow approved Jan. 18, 1983 (Television Digest, Vol. 22:39).

Represented (sales): Sattel Inc.

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

Personnel:

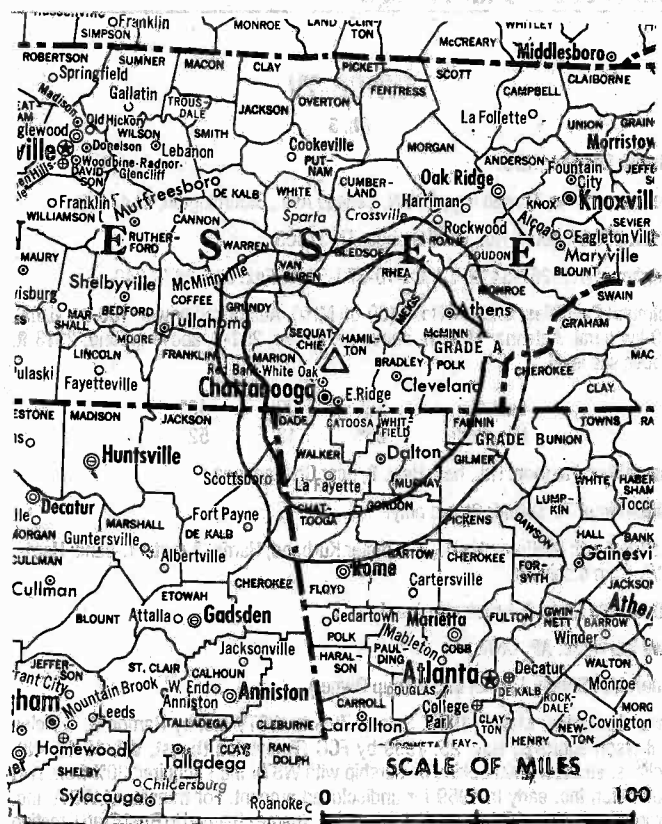
- Alan B. Barrows, General Manager.
- Hoyt Andres, General Sales Manager.
- Glenn Coffey, Operations Manager.
- Cheryal Morgan, Program Director.
- Rick Lane, Promotion Manager.
- Becky McGee, Bookkeeper.

Rates: On request.

City of License: Chattanooga. **ADI:** Chattanooga. **Rank:** 85

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Murray	9,600	9,500	99
	Whitfield	27,100	26,900	99
	TENNESSEE			
	Bradley	28,200	28,100	100
Hamilton	114,900	114,400	100	
Sequatchie	3,400	3,400	100	
Between 25-49%	GEORGIA			
	Catoosa	15,900	15,800	99
	Dade	4,600	4,600	100
	Walker	21,700	21,500	99
	TENNESSEE			
Bledsoe	3,400	3,400	100	



WDSI-TV BPTC-890607KH Granted 12/11/89 © American Map Corp., No. 142424

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	McMinn	16,500	16,400	99
	Marion	9,600	9,500	99
	Meigs	3,100	3,100	100
	Polk	5,000	5,000	100
	Rhea	9,500	9,400	99
Between 5-24%	ALABAMA			
	Jackson	19,000	18,800	99
	GEORGIA			
	Chattooga	8,300	8,200	99
	Fannin	6,500	6,400	98
	Gordon	12,800	12,700	99
	Pickens	5,500	5,400	98
	NORTH CAROLINA			
	Cherokee	8,400	8,300	99
	Clay	3,000	2,900	97
TENNESSEE				
Grundy	4,900	4,800	98	
Roane	18,800	18,700	99	
Station Totals		359,700	357,200	99
Net Weekly Circulation (1992)				151,400
Average Daily Circulation (1992)				64,100

Tennessee—Chattanooga

WRCB-TV

Ch. 3

Network Service: NBC.

Licensee: Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, IN 47402.

Studio: 900 Whitehall Rd., Chattanooga, TN 37405.

Telephone: 615-267-5412. TWX: 810-573-5240. Fax: 615-267-6840.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 251-ft. above ground, 2313-ft. above sea level.

Latitude 35° 09' 40"
Longitude 85° 18' 52"

Transmitter: Fairmont Rd., near Hwy. 8, near Chattanooga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com receivers.

SNG Mobile Dish: 2.4-meter Ku-band.

News Services: AP, CNN.

Ownership: Sarkes Tarzian Inc. (Group Owner).

Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (Television Digest, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, OH. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Tom Tolar, President & General Manager.
Doug Short, General Sales Manager.
Ralph Flynn, Local Sales Manager.
Bill Wallace, News Director.
Vinnie Fusco, Program Director.
Ed Aslinger, Chief Engineer.
Cindy McCashin, Promotion Director.
Pam Teague, Business Manager.

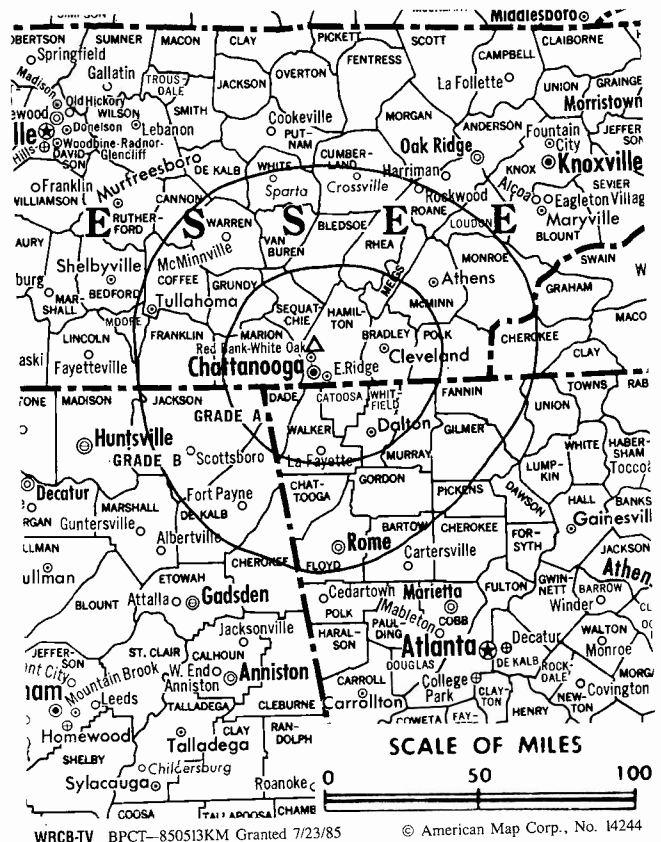
Rates: On request.

NETWORK BASE HOURLY RATE: \$1125.

City of License: Chattanooga. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	19,000	18,800	99
	GEORGIA			
	Catoosa	15,900	15,800	99
	Chattooga	8,300	8,200	99
	Dade	4,600	4,600	100
	Fannin	6,500	6,400	98
	Gordon	12,800	12,700	99
	Murray	9,600	9,500	99
	Walker	21,700	21,500	99
	Whitfield	27,100	26,900	99
	TENNESSEE			
	Bledsoe	3,400	3,400	100
	Bradley	28,200	28,100	100
Grundey	4,900	4,800	98	
Hamilton	114,900	114,400	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	McMinn	16,500	16,400	99
	Marion	9,600	9,500	99
	Meigs	3,100	3,100	100
	Polk	5,000	5,000	100
	Rhea	9,500	9,400	99
	Sequatchie	3,400	3,400	100
Between 25-49%	ALABAMA			
	De Kalb	21,600	21,400	99
	GEORGIA			
	Floyd	30,900	30,600	99
	NORTH CAROLINA			
	Cherokee	8,400	8,300	99
	Clay	3,000	2,900	97
	TENNESSEE			
	Cumberland	13,600	13,400	99
	Franklin	12,800	12,700	99
Van Buren	1,700	1,700	100	
Between 5-24%	ALABAMA			
	Cherokee	7,600	7,500	99
	GEORGIA			
	Bartow	20,400	20,200	99
	Dawson	3,400	3,300	97
	Gilmer	5,100	5,000	98
	Polk	12,800	12,700	99
	Towns	2,900	2,900	100
	NORTH CAROLINA			
	Swain	4,200	4,100	98
TENNESSEE				
Coffee	16,300	16,200	99	
Monroe	11,500	11,400	99	
Roane	18,800	18,700	99	
White	8,000	7,900	99	
Station Totals		527,000	522,800	99
Net Weekly Circulation (1992)			320,900	
Average Daily Circulation (1992)			190,200	

Tennessee—Chattanooga

WTVC

Ch. 9

Network Service: ABC.

Licensee: Freedom-TV Sub Inc., Box 1150, Chattanooga, TN 37401.

Studio: 410 W. 6th St., Chattanooga, TN 37402.

Mailing Address: Box 1150, Chattanooga, TN 37401.

Telephone: 615-756-5500. **Fax:** 615-757-7400.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"
Longitude 85° 19' 03"

Transmitter: Taft Hwy. & Anderson Pike, Signal Mountain, TN.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

News Services: AP, ABC, CoBus.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: June 15, 1953 as WROM-TV, Rome, GA but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to Martin Theatres of Georgia Inc. by Dean Covington and associates was approved Oct. 30, 1957 (Television Digest, Vol. 13:40, 44). Sale of Martin Theatres to Fiqua Industries approved Feb. 7, 1969. Sale to Belo Bcstg. approved June 13, 1980. Sale to present owner approved Dec. 13, 1983 (Vol. 23:42).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

- Jerry Lingertel, General Manager.
- Bob Brandy, Local Sales Manager.
- Mike Hood, National Sales Manager.
- Dennis Brown, Chief Engineer.
- Jim Church, News Director.
- Ronnie Minton, Promotion & Marketing Director.
- Harold Tallant, Business Manager.

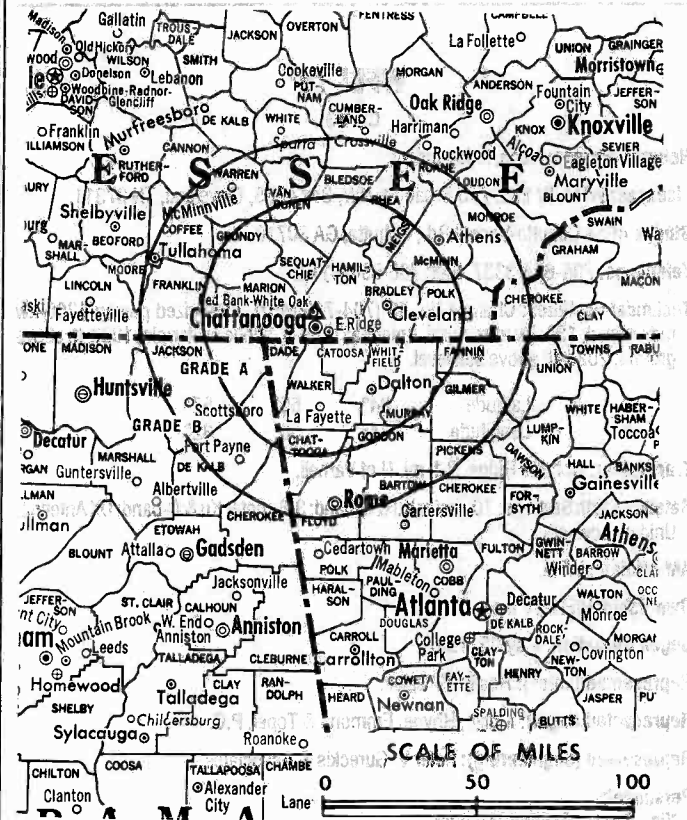
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Chattanooga. **ADI:** Chattanooga. **Rank:** 85.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron; County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	19,000	18,800	99
	GEORGIA			
	Catoosa	15,900	15,800	99
	Dade	4,600	4,600	100
	Fannin	6,500	6,400	98
	Gordon	12,800	12,700	99
	Murray	9,600	9,500	99
	Walker	21,700	21,500	99
	Whitfield	27,100	26,900	99
	TENNESSEE			
	Bledsoe	3,400	3,400	100
Bradley	28,200	28,100	100	
Grundy	4,900	4,800	98	



WTVC BMPCT-4945 Granted 1/30/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	114,900	114,400	100
	McMinn	16,500	16,400	99
	Marion	9,600	9,500	99
	Meigs	3,100	3,100	100
	Polk	5,000	5,000	100
	Rhea	9,500	9,400	99
	Sequatchie	3,400	3,400	100
Between 25-49%	ALABAMA			
	De Kalb	21,600	21,400	99
	GEORGIA			
	Chattooga	8,300	8,200	99
Union	4,800	4,700	98	
NORTH CAROLINA				
Cherokee	8,400	8,300	99	
TENNESSEE				
Cumberland	13,600	13,400	99	
Roane	18,800	18,700	99	
Van Buren	1,700	1,700	100	
Between 5-24%	GEORGIA			
	Floyd	30,900	30,600	99
	Gilmer	5,100	5,000	98
	Pickens	5,500	5,400	98
	NORTH CAROLINA			
Clay	3,000	2,900	97	
TENNESSEE				
Franklin	12,800	12,700	99	
Monroe	11,500	11,400	99	
White	8,000	7,900	99	
Station Totals		469,700	466,000	99
Net Weekly Circulation (1992)				306,900
Average Daily Circulation (1992)				182,600

Tennessee—Cleveland

WFLI-TV Ch. 53

Network Service: None, independent.

Licensee: WFLI-TV Inc., 750 Broad St. NW, Box 4285, Cleveland, TN 37311.

Studio: 4654 Cohutta-Varnell Rd., Cohutta, GA 30710.

Telephone: 706-694-3337. **Fax:** 706-694-4112.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1306-kw max. visual, 131-kw max. aural. Antenna: 1169-ft. above av. terrain, 1039-ft. above ground, 2023-ft. above sea level.

Latitude 34° 55' 57"
Longitude 84° 58' 32"

Transmitter: Cohutta Ridge, 2.1-mi. N of Varnell.

Satellite Earth Stations: 10-meter Ku & C-band; 3.8-meter Ku & C-band; DX Antenna, Uniden receivers.

AM Affiliate: WFLI.

Ownership: WFLI-TV Inc.

Began Operation: May 25, 1987.

Represented (sales): Roslin TV Sales.

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

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

Personnel:

- Ying Bennis, General Manager.
- Dale Anthony, Station & General Sales Manager.
- Jeff Gregory, Engineering Director.
- Kim Duncan, Program & Promotion Director.
- Kelly Coker, Business Manager.
- Gene Parrott, Production Manager.

Rates: On request.

City of License: Cleveland. **ADI:** Chattanooga. **Rank:** 85.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA Murray	9,600	9,500	99
Between 5-24%	GEORGIA Catoosa	15,900	15,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Gordon	12,800	12,700	99
	Pickens	5,500	5,400	98
	Walker	21,700	21,500	99
	Whitfield	27,100	26,900	99
TENNESSEE				
	Bradley	28,200	28,100	100
	Hamilton	114,900	114,400	100
	McMinn	16,500	16,400	99
	Meigs	3,100	3,100	100
	Polk	5,000	5,000	100
Station Totals		260,300	258,800	99
Net Weekly Circulation (1992)				47,300
Average Daily Circulation (1992)				13,000

Tennessee—Cookeville

WMTT

Ch. 28

Network Service: None, independent.

Licensee: Steven J. Sweeney, Box 769, Crossville, TN 38557.

Studio: 2046 N. Main St., Crossville, TN 38501.

Telephone: 615-839-2489.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 230-kw max. visual. Antenna: 869-ft. above av. terrain, 466-ft. above ground, 2444-ft. above sea level.

Latitude 36° 07' 33"

Longitude 85° 17' 33"

Transmitter: Goff Hill, 1.2-mi. S of Monterey.

Ownership: Steven J. Sweeney.

Began Operation: November 5, 1988.

Personnel:

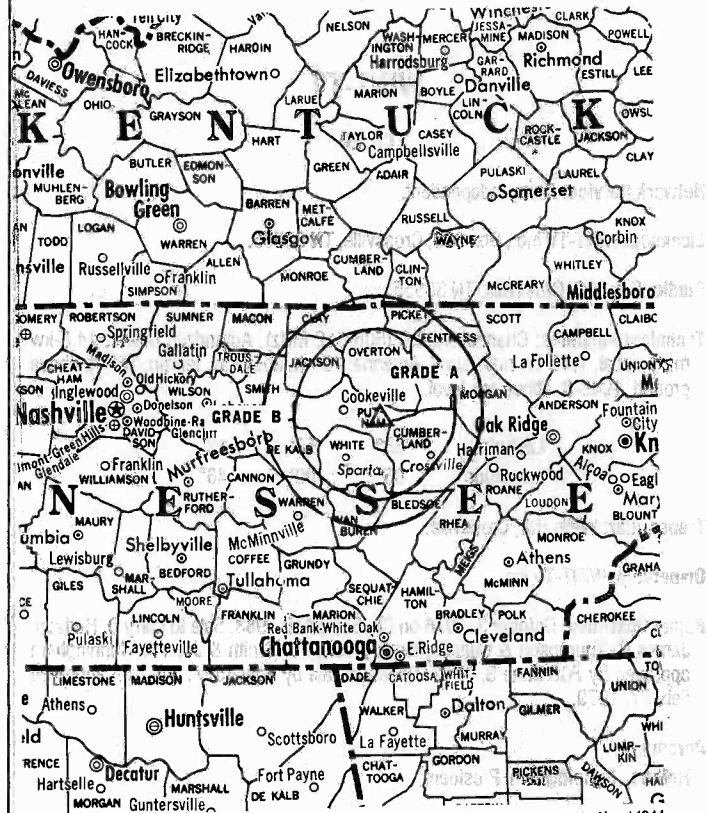
Steven Sweeney, General Manager.

Greg Tabor, Sales Manager.

Robert Huddleston, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



WMTT BMPCT-880713KF Granted 10/31/88 © American Map Corp. No. 14244

City of License: Cookeville. **ADI:** Nashville. **Rank:** 33.

Tennessee—Crossville

WINT-TV

Ch. 20

Network Service: None, independent.

Licensee: WINT-TV Inc., Box 608, Crossville, TN 38555.

Studio: Box 608, Crossville, TN 38555.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 14.8-kw max. visual, 1.48-kw max. aural. Antenna: 159-ft. above av. terrain, 157-ft. above ground, 1949-ft. above sea level.

Latitude	35°	56'	12"
Longitude	85°	00'	46"

Transmitter: Wells Rd., Crossville.

Ownership: WINT-TV Inc.

Began Operation: October 3, 1976 on Ch. 55; left air 1983. Sale to Larry D. Hudson, James C. Thompson & Cunningham by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

Personnel:

Helen L. Cunningham, President.

Rates: On request.

Arbitron Data: Not available.



City of License: Crossville. **ADI:** Knoxville. **Rank:** 62.

Tennessee—Greenville

WEMT
Ch. 39

Network Service: Fox.

Licensee: Television Marketing Group of Tri-Cities Inc., Suite 198, 5501 Greenwich, Virginia Beach, VA 23462.

Studio: Industrial Rd., Greenville, TN 37743.

Telephone: 615-639-0181. **Fax:** 615-639-7281.

Sales Office: 1902 N. Roan St., Johnson City, TN.

Telephone: 615-283-4901. **Fax:** 615-283-4938.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 2628-ft. above av. terrain, 141-ft. above ground, 4981-ft. above sea level.

Latitude 36° 01' 24"
Longitude 82° 42' 56"

Transmitter: Camp Creek Bald, Bald Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Harris, W/A-Com, Satellite Technology receivers.

Ownership: Chesapeake Bay Holding Co. Inc. (Group Owner).

Began Operation: November 8, 1985. Sale to MT Communications approved by FCC Aug. 23, 1989 (Television Digest, Vol. 29: 52). Sale to present owner approved March 19, 1992.

Represented (sales): Katz Television.

Personnel:

- Edwin Groves, Vice President & General Manager.
- Paul Bankston, General Sales Manager.
- Gary Hlavacek, National Sales Manager.
- Jim Hartline, Chief Engineer.
- Matt Laws, Program Director.
- Danny Greene, Promotion Director.
- Larry McGowan, Production Manager.

Highest 30 Sec. Rate: \$500.

City of License: Greenville. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 90.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Greene	21,600	21,400	99
	Hawkins	17,700	17,500	99
Between 25-49%	KENTUCKY			
	Harlan	13,600	13,400	99
	Leslie	4,800	4,700	98
	Perry	11,300	11,100	98
	TENNESSEE			
	Carter	20,400	20,300	100
	Cocke	11,400	11,300	99
	Hamblen	20,200	20,000	99
	Jefferson	12,700	12,600	99



WEMT BMPCT-841005KU Granted 10/31/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	JOHNSON	5,500	5,400	98
	SULLIVAN	58,300	58,100	100
	UNICOI	6,500	6,400	98
	WASHINGTON	36,000	35,800	99
	WISE	16,500	16,300	99
Between 5-24%	KENTUCKY			
	Letcher	10,100	10,000	99
	NORTH CAROLINA			
	Madison	6,600	6,500	98
	TENNESSEE			
	Grainger	6,600	6,500	98
	Hancock	2,400	2,400	100
	Roane	18,800	18,700	99
	Sevier	20,200	20,000	99
	VIRGINIA			
Buchanan	11,300	11,100	98	
Dickenson	6,600	6,500	98	
Lee	9,300	9,100	98	
Russell	11,100	10,900	98	
Scott	8,900	8,700	98	
Washington	24,900	24,700	99	
Station Totals		393,300	389,400	99
Net Weekly Circulation (1992)				141,100
Average Daily Circulation (1992)				55,100

Tennessee—Hendersonville

WPGD

Ch. 50

Network Service: None, independent.

Grantee: Sonlight Bcstg. Systems Inc., 120 Zeigler Circle E, Mobile, AL 36608.

Telephones: 205-633-2100; 615-230-6662. **Fax:** 205-633-2174.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 4508-kw max. visual. Antenna: 783-ft. above av. terrain, 473-ft. above ground, 1475-ft. above sea level.

Latitude	36°	28'	04"
Longitude	86°	28'	37"

Transmitter: W side of Rte. 109, 1.1 km SW of junction of Wallace Rd. & Seaboard RR.

Ownership: Sonlight Bcstg. Systems Inc. (Group Owner).

Began Operation: September 24, 1992.

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

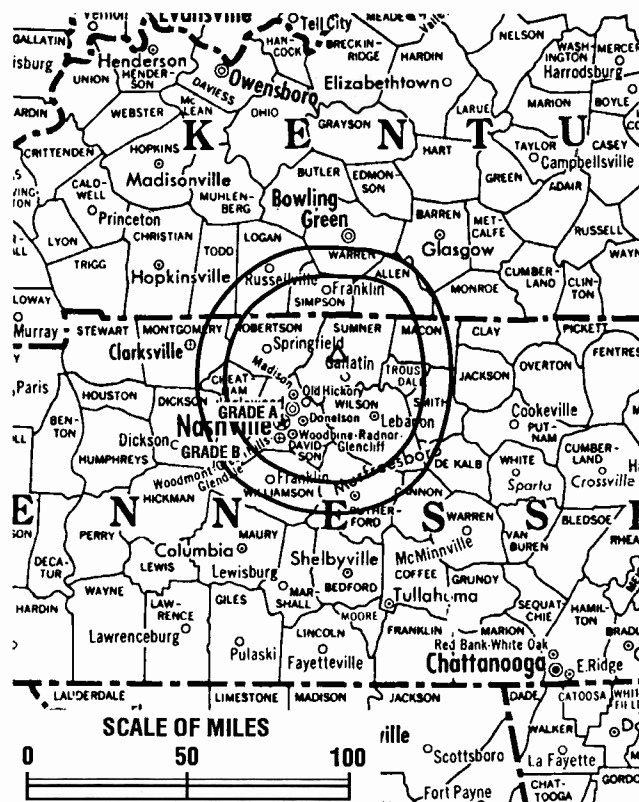
Represented (engineering): Smith & Powstenko.

Personnel:

Tom Park, General Manager & Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



WPGD BMPCT-901212KF Granted 7/24/91 © American Map Corp., No. 14244

City of License: Hendersonville. ADI: Nashville. Rank: 33.

Tennessee—Jackson

WBBJ-TV

Ch. 7

Network Service: ABC

Licensee: Tennessee Bcstg. Partners, 346 Muse St., Box 2387, Jackson, TN 38301.

Studio: 346 Muse St., Jackson, TN 38301.

Mailing Address: Box 2387, Jackson, TN 38301.

Telephone: 901-424-4515. **TWX:** 810-592-7100. **Fax:** 901-424-5448.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"
Longitude 88° 41' 32"

Transmitter: 6-mi. E of Jackson.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 7.2-meter C-band; Harris, 6.1-meter C-band; Andrew, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

Represented (sales): Katz Television.

Personnel:

- Tommy Spain, General Manager.
- David K. Stockard, National Sales Manager.
- Ed Ward, Director of Engineering.
- Thelma Jones, Office Manager.

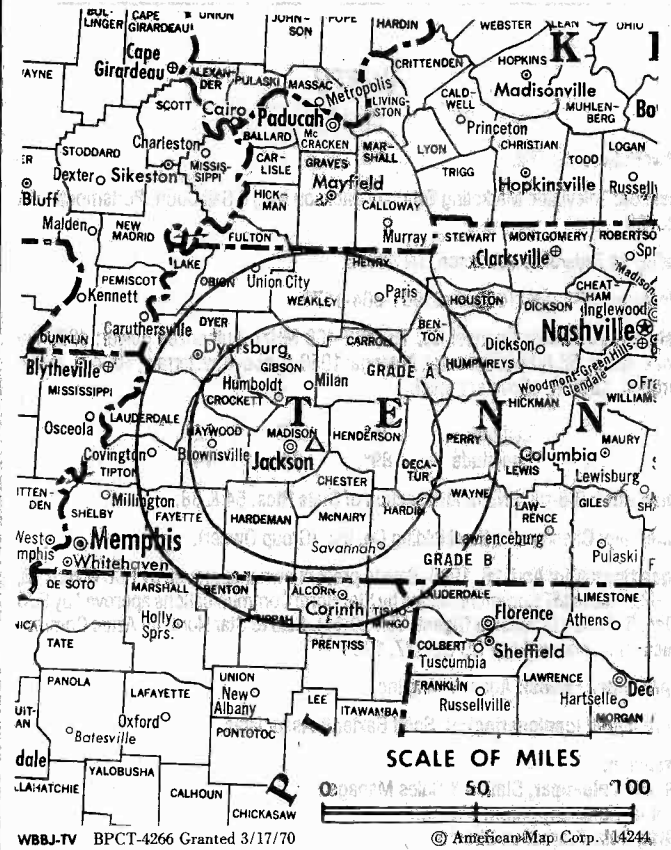
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$450.

City of License: Jackson. **ADI:** Jackson, TN. **Rank:** 181.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	TENNESSEE			
	Benton	6,000	5,900	99
	Catroll	10,900	10,800	99
	Chester	4,900	4,900	100
	Crockett	5,200	5,200	100
	Decatur	4,300	4,300	99
	Dyer	13,900	13,800	99
	Gibson	18,700	18,600	99
	Hardeman	8,500	8,400	99
	Hardin	8,800	8,700	99
	Henderson	9,000	8,900	99
	Henry	11,600	11,500	99
Lake	2,500	2,500	100	
Mc Nairy	9,400	9,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	30,300	30,100	99
	Obion	12,700	12,600	99
	Weakley	12,200	12,100	99
Between 25-49%	KENTUCKY			
	Calloway	11,800	11,700	99
	Fulton	3,200	3,200	100
	MISSISSIPPI			
	Tishomingo	7,200	7,100	99
Between 5-24%	TENNESSEE			
	Haywood	7,100	7,000	99
	Lauderdale	9,000	8,900	99
	Wayne	5,300	5,200	98
	KENTUCKY			
Hickman	2,000	2,000	100	
MISSOURI				
Pemiscot	8,400	8,200	98	
MISSISSIPPI				
Tippah	7,300	7,200	99	
TENNESSEE				
Fayette	8,700	8,600	99	
Humphreys	6,300	6,300	100	
Perry	2,600	2,600	100	
Tipton	13,500	13,400	99	
Station Totals		274,100	271,700	99
Net Weekly Circulation (1992)				158,700
Average Daily Circulation (1992)				91,300

Tennessee—Jackson

WMTU
Ch. 16

Network Service: Fox.

Licensee: Television Marketing Group of Jackson Inc., 8 Sail Court, Portsmouth, VA 23703.

Studio: 34 Federal Dr., Jackson, TN 38305.

Telephone: 901-664-1600. Fax: 901-664-1673.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4680-kw max. visual, 58.8-kw max. aural. Antenna: 1056-ft. above av. terrain, 1004-ft. above ground, 1385-ft. above sea level.

Latitude 35° 47' 22"
Longitude 89° 06' 14"

Transmitter: 0.8-mi. ENE of intersection of State Rtes. 54 & 88.

Ownership: Chesapeake Bay Holding Co. Inc. (Group Owner).

Began Operation: April 18, 1985. Sale to present owner approved by FCC March 18, 1992. Sale to MT Communications by Star North Communications approved by FCC Dec. 5, 1989 (Television Digest, Vol. 29:11). Sale to Star North by Aztec Communications approved by FCC Oct. 27, 1988.

Represented (sales): Adam Young Inc.

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

Personnel:

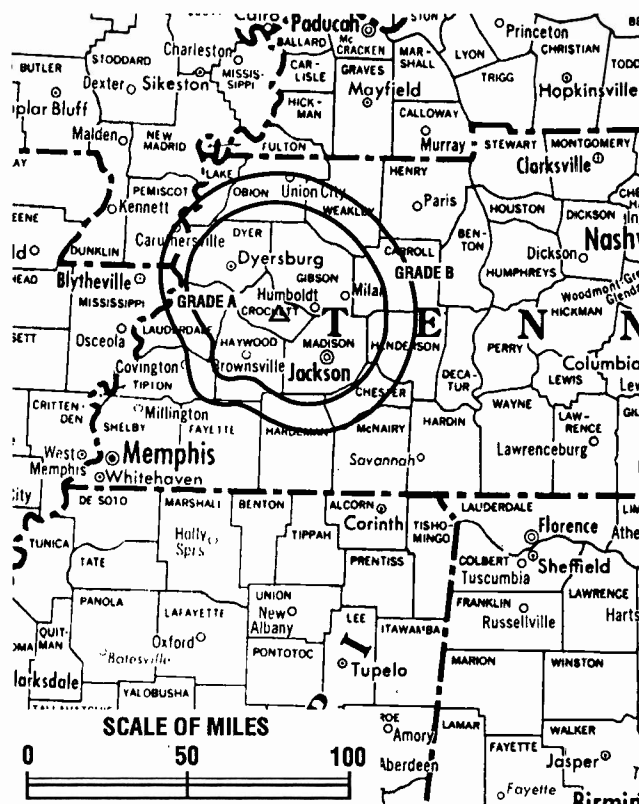
- Randy Culpepper, Station & Sales Manager.
- Linda Murlatt, Program Director.
- Greg Belz, Promotion Director.
- Denise Reber, Business Manager.
- Randy McCaskill, Chief Engineer.

Highest 30 Sec. Rate: \$170.

City of License: Jackson. ADI: Jackson, TN. Rank: 181.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Chester	4,900	4,900	100
	Crockett	5,200	5,200	100
Between 25-49%	TENNESSEE			
	Carroll	10,900	10,800	99
	Gibson	18,700	18,600	99
	Hardin	8,800	8,700	99
	Haywood	7,100	7,000	99
Henderson	9,000	8,900	99	



WMTU BMPCT-910926KJ Granted 10/24/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Madison	30,300	30,100	99
	TENNESSEE			
Between 5-24%	Decatur	4,300	4,300	99
	Dyer	13,900	13,800	99
	Hardeman	8,500	8,400	99
	Henry	11,600	11,500	99
	Humphreys	6,300	6,300	100
	Lauderdale	9,000	8,900	99
	Mc Nairy	9,400	9,300	99
	Obion	12,700	12,600	99
Tipton	13,500	13,400	99	
Weakley	12,200	12,100	99	
Station Totals		196,300	194,800	99
Net Weekly Circulation (1992)				48,600
Average Daily Circulation (1992)				16,600

Tennessee—Jellico

WPMC

Ch. 54

Network Service: None, independent.

Grantee: Pine Mountain Christian Bcstg. Inc., Box 847, Jellico, TN 37762.

Studio: 1 Huddleston Cemetery Rd., Jellico, TN 37762.

Telephones: 606-376-2778; 615-784-7854.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 20-kw max. visual, 3.9-kw max. aural. Antenna: 1296-ft. above av. terrain, 112-ft. above ground, 2900-ft. above sea level.

Latitude 36° 24' 36"
Longitude 84° 10' 38"

Transmitter: Walnut Mountain, 3.5-mi. NW of La Follette.

Ownership: Pine Mountain Christian Broadcasting Inc.

Began Operation: May 4, 1992.

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

Represented (engineering): Smith & Powstenko.

Personnel:

Wayne Marler, President & General Manager.

Douglas Bruce, Program Director.

Ron Cassidy, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



WPMC BMPCT-911230KF Granted 3/30/92 © American Map Corp., No. 14244

City of License: Jellico. **ADI:** Knoxville. **Rank:** 62.

Tennessee—Johnson City-Bristol-Kingsport

WJHL-TV
Ch. 11

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities, 338 E. Main St., Johnson City, TN 37601.

Studio: 338 E. Main St., Johnson City, TN 37601.

Mailing Address: Box 1130, Johnson City, TN 37605-1130.

Telephone: 615-926-2151. **TWX:** 810-575-8551. **Fax:** 615-926-7928.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 245-kw visual, 30-kw aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"

Longitude 82° 08' 15"

Transmitter: Holston Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.664-meter Ku-band; 3.053-meter C-band; Prodelin, 3.053-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: October 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (Television Digest, Vol. 4:11, 24).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Jack D. Dempsey, Vice President & General Manager.

Edward C. Herbert, General Sales Manager.

Alfred Gregory, Program Director & Film Buyer.

Carl Dickenson, Chief Engineer.

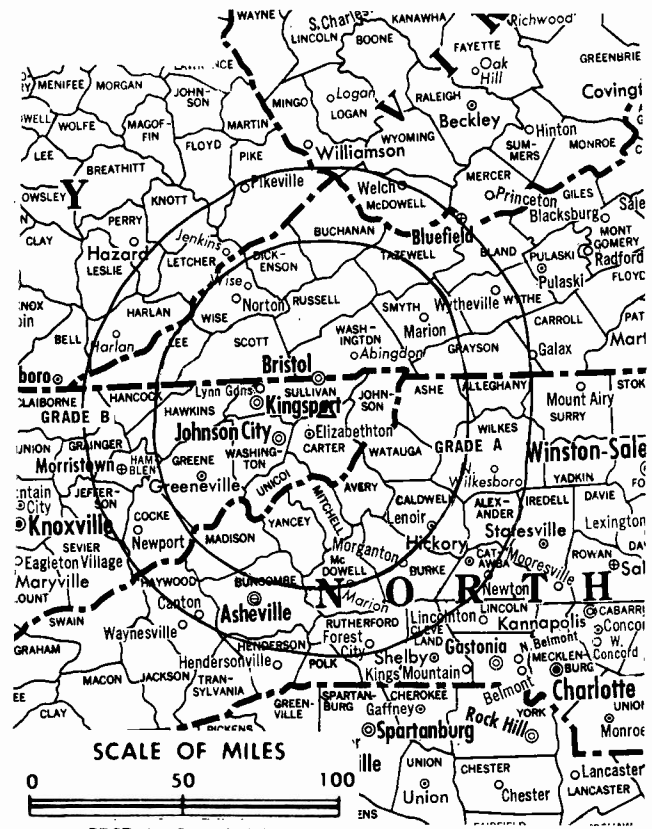
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$936.

City of License: Johnson City. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 90.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Carter	20,400	20,300	100
	Greene	21,600	21,400	99
	Hawkins	17,700	17,500	99
	Johnson	5,500	5,400	98
	Sullivan	58,300	58,100	100
	Unicoi	6,500	6,400	98
	Washington	36,000	35,800	99
	VIRGINIA			
	Buchanan	11,300	11,100	98
	Dickenson	6,600	6,500	98
	Lee	9,300	9,100	98
	Russell	11,100	10,900	98
	Scott	8,900	8,700	98
	Smyth	12,000	11,900	99
	Washington	24,900	24,700	99
Wise	16,500	16,300	99	
Between 25-49%	KENTUCKY			
Letcher	10,100	10,000	99	



WJHL-TV BPCT-4385 Granted 1/5/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	NORTH CAROLINA				
	Avery	5,600	5,500	98	
	Watauga	13,500	13,300	99	
	Yancey	6,200	6,100	98	
	TENNESSEE				
	Hancock	2,400	2,400	100	
	VIRGINIA				
	Tazewell	17,200	17,000	99	
	Between 5-24%	KENTUCKY			
		Bell	11,600	11,500	99
Harlan		13,600	13,400	99	
NORTH CAROLINA					
Ashe		9,200	9,000	98	
Madison		6,600	6,500	98	
TENNESSEE					
Claiborne		10,000	9,900	99	
Cocke		11,400	11,300	99	
Grainger		6,600	6,500	98	
Hamblen	20,200	20,000	99		
Jefferson	12,700	12,600	99		
VIRGINIA					
Bland	2,200	2,100	95		
WEST VIRGINIA					
Mc Dowell	13,700	13,500	99		
Mercer	26,200	26,000	99		
Wyoming	10,900	10,700	99		
Station Totals		476,500	471,400	99	
Net Weekly Circulation (1992)			263,100		
Average Daily Circulation (1992)			149,800		

Tennessee—Kingsport-Johnson City-Bristol

WKPT-TV

Ch. 19

Network Service: ABC.

Licensee: Holston Valley Bostg. Corp., Box WKPT, Kingsport, TN 37662.

Studio: 222 Commerce St., Kingsport, TN 37660.

Telephones: 615-246-9578; 615-246-2295. TWX: 810-574-5180.

Fax: 615-246-6261.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.1-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"
Longitude 82° 08' 15"

Transmitter: Holston Mountain, Cherokee National Forest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: AFC, 5-meter C-band; AFC, 3-meter C-band; AFC, 3-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Avcom, TWA-Com, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WKPT.

FM Affiliate: WTFM.

News Services: ABC, AP, ESPN, Potomac News Service.

Ownership: The Home News Co.

Began Operation: August 20, 1969.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly; Wiley, Rein & Fielding.

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

Personnel:

George E. DeVault Jr., President & General Manager.
Ray Walker, Executive Vice President & Station Manager.
Harold T. Dougherty, Senior Vice President, Engineering.
Bette Lawson, Vice President, Controller.
Jack Jeter, Vice President & Sales Manager.
Betty Payne, News Director.
Fred Falin, Program Director.
Bob Lawrence, Promotion Director.
Jeff Faust, Production Director.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$325.

City of License: Kingsport. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Letcher	10,100	10,000	99
	TENNESSEE			
	Carter	20,400	20,300	100
	Sullivan	58,300	58,100	100
	Washington	36,000	35,800	99
	VIRGINIA			
	Buchanan	11,300	11,100	98
	Smyth	12,000	11,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	24,900	24,700	99
	Wise	16,500	16,300	99
Between 25-49%	KENTUCKY			
	Leslie	4,800	4,700	98
	NORTH CAROLINA			
	Watauga	13,500	13,300	99
	TENNESSEE			
	Greene	21,600	21,400	99
	Hawkins	17,700	17,500	99
	Johnson	5,500	5,400	98
	Unicoi	6,500	6,400	98
	VIRGINIA			
Dickenson	6,600	6,500	98	
Lee	9,300	9,100	98	
Russell	11,100	10,900	98	
Scott	8,900	8,700	98	
Tazewell	17,200	17,000	99	
Between 5-24%	KENTUCKY			
	Bell	11,600	11,500	99
	Harlan	13,600	13,400	99
	Knott	6,200	6,100	98
	Perry	11,300	11,100	98
	Pike	27,100	26,800	99
	NORTH CAROLINA			
	Avery	5,600	5,500	98
	VIRGINIA			
	Wythe	9,900	9,800	99
Station Totals		397,500	393,300	99
Net Weekly Circulation (1992)				191,100
Average Daily Circulation (1992)				85,500

Tennessee—Knoxville

WATE-TV

Ch. 6

Network Service: ABC.

Licensee: Nationwide Communications Inc., Box 2349, Knoxville, TN 37901.

Studio: 1306 Broadway NE, Knoxville, TN 37917.

Telephone: 615-637-6666. Fax: 615-525-4091.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharp's Ridge Memorial Park Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 4.5-meter; Andrew, 7.2-meter; Comtech, 3.8-meter Ku-band; Comtech, 5-meter; Avantek, Pinzone, W/A-Com, Scientific-Atlanta, Standard Communications receivers.

News Service: AP.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: October 1, 1953. Sale to present owner by Paul Montcastle and associates approved on April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Jim Mikels, General Manager.

Larry Cazavan, Station Operations & Program Director.

Don Carmichael, General Sales Manager.

Joe Warnecke, National Sales Manager.

Robert Morford, News Director.

Bob Williams, Chief Engineer.

David Rosch, Promotion Director.

Debbie Farmer, Business Manager.

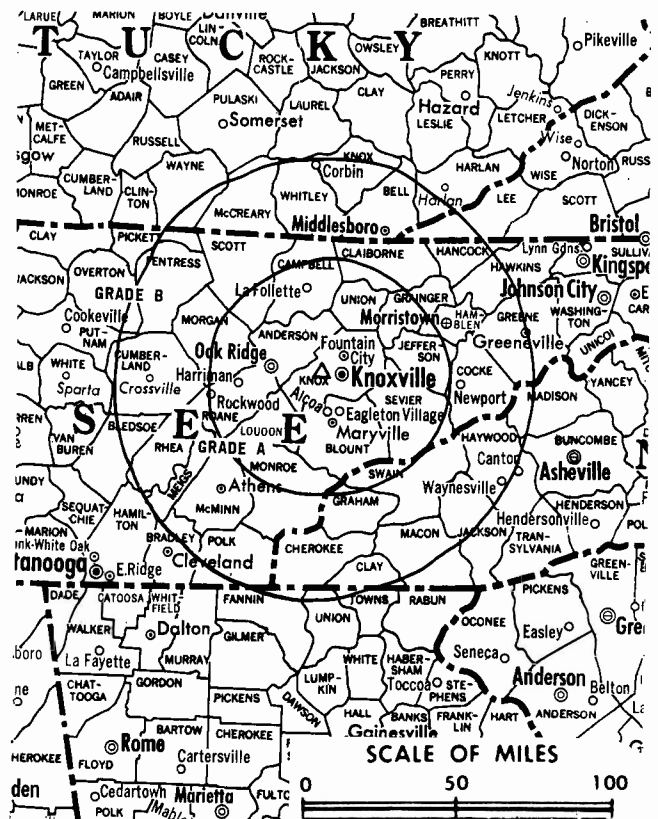
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Knoxville. ADI: Knoxville. Rank: 62.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,600	11,500	99
	Mc Creary	5,700	5,600	98
	Whitley	13,000	12,900	99
	TENNESSEE			
	Anderson	28,100	28,000	100
	Blount	34,100	33,900	99
	Campbell	13,600	13,400	99
	Claiborne	10,000	9,900	99
	Cocke	11,400	11,300	99
	Cumberland	13,600	13,400	99
	Fentress	5,700	5,600	98
	Grainger	6,600	6,500	98
	Hamblen	20,200	20,000	99
Jefferson	12,700	12,600	99	
Knox	135,700	135,000	99	
Loudon	12,500	12,400	99	
Monroe	11,500	11,400	99	
Morgan	5,900	5,800	98	
Roane	18,800	18,700	99	
Scott	7,000	6,900	99	



WATE-TV BPCT-4672 Granted 1/14/74 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sevier	20,200	20,000	99
	Union	5,100	5,000	98
Between 25-49%	GEORGIA			
	Towns	2,900	2,900	100
	KENTUCKY			
	Harlan	13,600	13,400	99
	Knox	10,900	10,700	98
	TENNESSEE			
	Greene	21,600	21,400	99
Hancock	2,400	2,400	100	
Hawkins	17,700	17,500	99	
McMinn	16,500	16,400	99	
Rhea	9,500	9,400	99	
Between 5-24%	GEORGIA			
	Fannin	6,500	6,400	98
	Union	4,800	4,700	98
	KENTUCKY			
	Laurel	15,900	15,700	99
	Leslie	4,800	4,700	98
	Russell	6,000	5,900	98
	Wayne	6,700	6,600	99
	NORTH CAROLINA			
	Cherokee	8,400	8,300	99
	Graham	2,600	2,600	100
	Jackson	10,000	9,800	98
	Madison	6,600	6,500	98
Swain	4,200	4,100	98	
Yancey	6,200	6,100	98	
TENNESSEE				
Meigs	3,100	3,100	100	
VIRGINIA				
Lee	9,300	9,100	98	
Station Totals		593,200	587,500	99
Net Weekly Circulation (1992)				387,700
Average Daily Circulation (1992)				216,800

Tennessee—Knoxville

WBIR-TV

Ch. 10

Network Service: NBC.

Licensee: Multimedia WBIR Inc., Box 2760, Greenville, SC 29602.

Studio: 1513 Hutchinson Ave., Knoxville, TN 37917.

Telephone: 615-637-1010. **TWX:** 810-583-0172.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"
Longitude 83° 56' 23"

Transmitter: Memorial Park Rd., Sharp's Ridge, Knoxville.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Anixter-Mark, 5-meter; Scientific-Atlanta, 4.6-meter; RCA Americom, 3.6-meter Ku-band; Harris, 3-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, NIWS.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: August 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Co. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- James M. Hart, Vice President & General Manager.
- Chris Gallu, General Sales Manager.
- Jody Trinsey, Local Sales Manager.
- Jim Swinehart, News Director.
- David Cowen, Program Director.
- Steve Dean, Creative Services Director.
- Robert E. Horton, Chief Engineer.
- Joe Cable, Promotion Director.
- Gathy Norton, Business Manager.

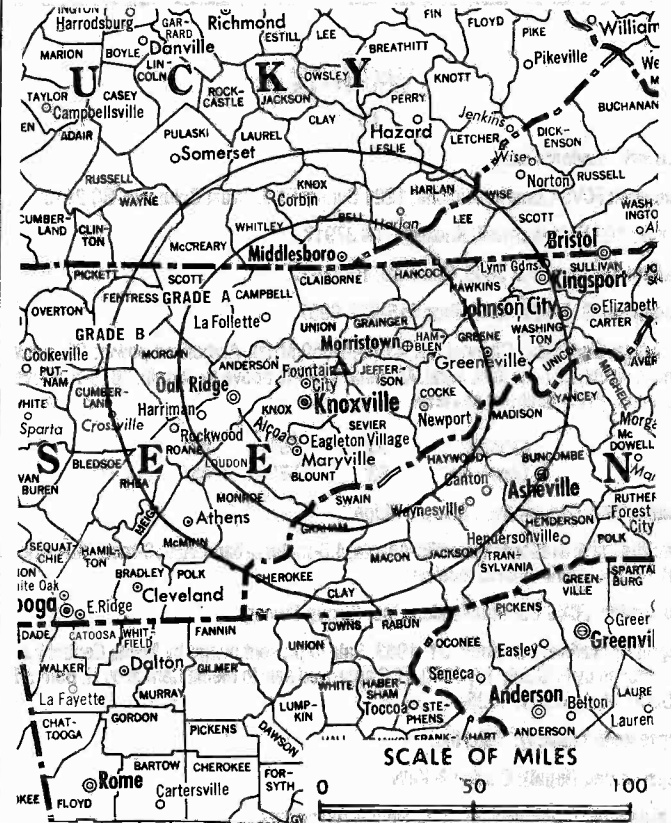
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1225.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 62.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,600	11,500	99
	Harlan	13,600	13,400	99
	McCreary	5,700	5,600	98
	Whitley	13,000	12,900	99
	TENNESSEE			
	Anderson	28,100	28,000	100
	Blount	34,100	33,900	99
	Campbell	13,600	13,400	99
	Claiborne	10,000	9,900	99
	Cocke	11,400	11,300	99
	Cumberland	13,600	13,400	99
	Fentress	5,700	5,600	98
	Grainger	6,600	6,500	98
Hamblen	20,200	20,000	99	
Jefferson	12,700	12,600	99	
Knox	135,700	135,000	99	
Loudon	12,500	12,400	99	
Monroe	11,500	11,400	99	
Morgan	5,900	5,800	98	



WBIR-TV BPCT-781006KH Granted 3/14/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roane	18,800	18,700	99
	Scott	7,000	6,900	99
	Sevier	20,200	20,000	99
	Union	5,100	5,000	98
Between 25-49%	GEORGIA			
	Towns	2,900	2,900	100
	KENTUCKY			
	Knox	10,900	10,700	98
	Laurel	15,900	15,700	99
Pulaski	19,100	18,800	98	
Wayne	6,700	6,600	99	
NORTH CAROLINA	Graham	2,600	2,600	100
	TENNESSEE			
	Greene	21,600	21,400	99
	Hancock	2,400	2,400	100
	Hawkins	17,700	17,500	99
	McMinn	16,500	16,400	99
	Rhea	9,500	9,400	99
	VIRGINIA			
	Lee	9,300	9,100	98
	Between 5-24%	KENTUCKY		
Clinton		3,600	3,600	100
Leslie		4,800	4,700	98
Russell		6,000	5,900	98
NORTH CAROLINA				
Jackson		10,000	9,800	98
Madison		6,600	6,500	98
TENNESSEE				
Bledsoe		3,400	3,400	100
Meigs		3,100	3,100	100
Polk	5,000	5,000	100	
Sullivan	58,300	58,100	100	
Station Totals		652,500	646,800	99
Net Weekly Circulation (1992)				424,000
Average Daily Circulation (1992)				265,900

Tennessee—Knoxville

WKCH-TV
Ch. 43

Network Service: Fox.

Licensee: FCVS Communications, 1221 Sunset Blvd., West Columbia, SC 29169.

Studio: 109 E. Churchwell, Knoxville, TN 37917.

Mailing Address: Box 3809, Knoxville, TN 37927.

Telephone: 615-971-4343. **Fax:** 615-637-6957.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2210-kw max. visual, 221-kw max. aural. Antenna: 1150-ft. above av. terrain, 1079-ft. above ground, 2179-ft. above sea level.

Latitude 35° 59' 20"
Longitude 83° 57' 45"

Transmitter: Cadock Ave., Sharp's Ridge.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

Ownership: FCVS Communications Inc. (Group Owner).

Began Operation: December 31, 1983. Sale to present owner by Media Central Inc. approved by FCC July 17, 1990. FCC approved sale to Media Central by H. Bernard Dixon, et al., Oct. 1, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

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

Personnel:

- Bill DeWert, Station Manager.
- Linda J. Lawton, Director of Sales.
- Brad Raney, National Sales Manager.
- Phil Rainey, News Director & Program Director.
- Bob Driggers, Creative Services Manager.
- Bill Morris, Business Manager.
- Jim Grimes, Chief Engineer.

Rates: On request.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 62.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Anderson	28,100	28,000	100
	Blount	34,100	33,900	99
	Claiborne	10,000	9,900	99
	Knox	135,700	135,000	99
	Loudon	12,500	12,400	99
	Roane	18,800	18,700	99
	Sevier	20,200	20,000	99
Between 25-49%	KENTUCKY			
	Bell	11,600	11,500	99
	Mc Creary	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Campbell	13,600	13,400	99
	Cumberland	13,600	13,400	99
	Hamblen	20,200	20,000	99
	Jefferson	12,700	12,600	99
	Monroe	11,500	11,400	99
	Scott	7,000	6,900	99
Between 5-24%	KENTUCKY			
	Harlan	13,600	13,400	99
	Knox	10,900	10,700	98
	TENNESSEE			
	Cocke	11,400	11,300	99
	Fentress	5,700	5,600	98
	Grainger	6,600	6,500	98
	Hancock	2,400	2,400	100
	Hawkins	17,700	17,500	99
	Meigs	3,100	3,100	100
Morgan	5,900	5,800	98	
Rhea	9,500	9,400	99	
Union	5,100	5,000	98	
Station Totals		447,200	443,400	99
Net Weekly Circulation (1992)				203,100
Average Daily Circulation (1992)				90,100

Tennessee—Knoxville

WKXT-TV
Ch. 8

Network Service: CBS.

Licensee: Knoxville Channel 8 Ltd. Partnership, Box 59088, Knoxville, TN 37950-9088.

Studio: Sharp's Ridge Memorial Park Rd., Knoxville, TN 37917.

Mailing Address: Box 59088, Knoxville, TN 37950-9088.

Telephone: 615-689-8000. **Fax:** 615-689-9047.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1254-ft. above av. terrain, 1016-ft. above ground, 2274-ft. above sea level.

Latitude 36° 00' 35.90"
Longitude 83° 55' 56.50"

Transmitter: 0.18-mi. NE of Sharp's Ridge Memorial Park, Knox County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.7-meter Ku-band; DX Engineering; M/A-Com; Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Knoxville Ch. 8 Ltd. Partnership.

Began Operation: December 6, 1988. Sale to present owners approved by FCC June 9, 1992.

Represented (sales): Petry Television Inc.

Represented (legal): McCampbell & Young, P.C.

Represented (engineering): Smith & Powstenko.

Personnel:

- Lewis F. Cosby, General Manager.
- Earl R. Taylor, General Sales Manager.
- Lamar Reed, Assistant General Sales Manager.
- Richard Hall, News Director.
- Don Bagwell, Program Director.
- Ranee Ranby, Promotion Director.
- Robert H. Glenn, Chief Engineer.
- Evelyn Cannon, Business Manager.

Rates: On request.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 62.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
		Mc Creary	5,700	5,600	98
	TENNESSEE				
		Anderson	28,100	28,000	100
		Blount	34,100	33,900	99
		Campbell	13,600	13,400	99
		Claiborne	10,000	9,900	99
		Cocke	11,400	11,300	99
		Cumberland	13,600	13,400	99
		Grainger	6,600	6,500	98
		Hamblen	20,200	20,000	99
		Jefferson	12,700	12,600	99
		Knox	135,700	135,000	99
		Loudon	12,500	12,400	99
	Monroe	11,500	11,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
		Morgan	5,900	5,800	98
		Roane	18,800	18,700	99
		Scott	7,000	6,900	99
		Sevier	20,200	20,000	99
	Union	5,100	5,000	98	
Between 25-49%	KENTUCKY				
		Bell	11,600	11,500	99
		Pulaski	19,100	18,800	98
	Whitley	13,000	12,900	99	
Between 5-24%	TENNESSEE				
		Fentress	5,700	5,600	98
		Hancock	2,400	2,400	100
		McMinn	16,500	16,400	99
	KENTUCKY				
		Harlan	13,600	13,400	99
		Knox	10,900	10,700	98
		Laurel	15,900	15,700	99
		Leslie	4,800	4,700	98
		Wayne	6,700	6,600	99
TENNESSEE					
	Greene	21,600	21,400	99	
	Hawkins	17,700	17,500	99	
	Meigs	3,100	3,100	100	
	Polk	5,000	5,000	100	
	Rhea	9,500	9,400	99	
VIRGINIA					
	Lee	9,300	9,100	98	
Station Totals		559,100	554,000	99	
Net Weekly Circulation (1992)			344,600		
Average Daily Circulation (1992)			194,200		

Tennessee—Memphis

WHBQ-TV

Ch. 13

Network Service: ABC.

Licensee: Adams TV of Memphis Inc., Box 11407, Memphis, TN 38111.

Studio: 485 S. Highland, Memphis, TN 38111.

Telephone: 901-320-1313. Fax: 901-323-0092.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1076-ft. above ground, 1336-ft. above sea level.

Latitude 35° 10' 28"
Longitude 89° 50' 41"

Transmitter: 6555 Raleigh-La Grange Rd.

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

News Service: AP.

Ownership: Adams Communications (Group Owner).

Began Operation: September 27, 1953. Jan. 11, 1990 FCC dismissed RKO General's application for license renewal, granted application of South Jersey Radio Inc. & consented to the assignment of license to Adams TV of Memphis (Television Digest, Vol. 29:20; 30:3).

Represented (sales): TeleRep Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Timothy M. Lynch, President & General Manager.

Susan Adams, National Sales Manager.

Dave Janecek, News Director.

Larry Coughlan, Chief Engineer.

Jean Piercy, Business Manager.

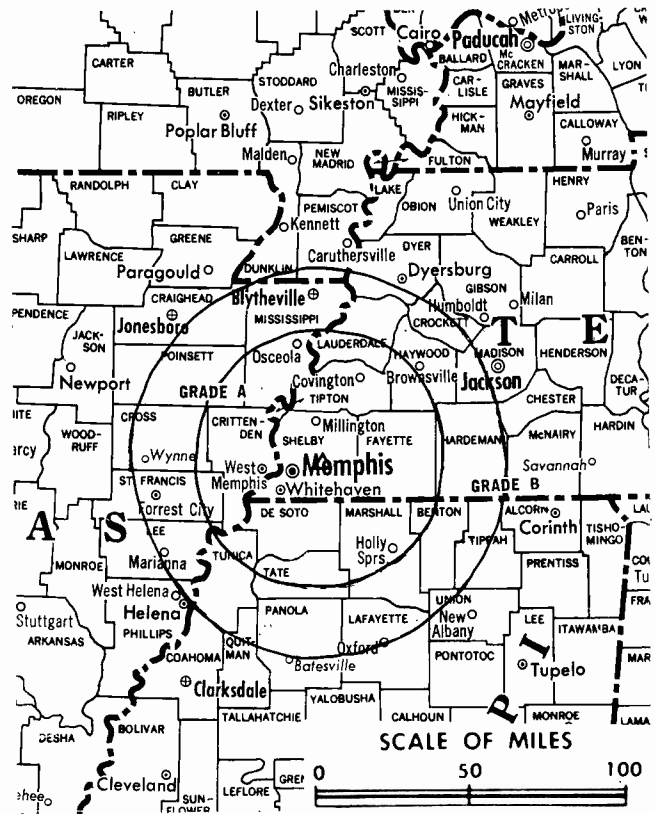
Dewey Keener, Sales Service Director.

Rates: On request.

City of License: Memphis. ADI: Memphis. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	25,800	25,600	99
	Crittenden	17,400	17,100	98
	Cross	6,800	6,700	99
	Lee	4,800	4,700	98
	Mississippi	20,000	19,700	99
	Phillips	10,300	10,000	98
	Poinsett	9,300	9,200	99
	St Francis	9,800	9,600	98
	MISSOURI			
	Pemiscot	8,400	8,200	98
	MISSISSIPPI			
	Benton	2,800	2,800	100
	De Soto	24,800	24,500	99
	Lafayette	11,300	11,200	99
	Marshall	10,700	10,600	99
	Panola	10,400	10,300	99
	Tate	7,300	7,200	99
	Tippah	7,300	7,200	99
	Tunica	2,800	2,800	100
TENNESSEE				
Crockett	5,200	5,200	100	
Dyer	13,900	13,800	99	
Fayette	8,700	8,600	99	
Hardeman	8,500	8,400	99	
Haywood	7,100	7,000	99	
Lake	2,500	2,500	100	



WHBQ-TV BMPCT-1046 Granted 4/30/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lauderdale	9,000	8,900	99
	Shelby	309,800	308,200	99
	Tipton	13,500	13,400	99
Between 25-49%	ARKANSAS			
	Greene	12,500	12,300	98
	MISSOURI			
	Dunklin	13,000	12,700	98
	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	Coahoma	11,300	11,100	98
	Grenada	7,500	7,400	99
	Lee	25,300	25,100	99
	Quitman	3,600	3,600	99
Yalobusha	4,900	4,800	98	
TENNESSEE				
Gibson	18,700	18,600	99	
Mc Nairy	9,400	9,300	99	
Madison	30,300	30,100	99	
Between 5-24%	ARKANSAS			
	Clay	7,600	7,500	99
	Jackson	7,400	7,300	99
	Monroe	4,300	4,200	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Lowndes	21,700	21,500	99
	Pontotoc	8,700	8,600	99
	Tallahatchie	5,300	5,200	98
	Union	8,700	8,700	99
TENNESSEE				
Chester	4,900	4,900	100	
Obion	12,700	12,600	99	
Weakley	12,200	12,100	99	
Station Totals		816,700	809,300	99
Net Weekly Circulation (1992)				531,600
Average Daily Circulation (1992)				281,100

Tennessee—Memphis

WLMT

Ch. 30

Network Service: None, independent.

Licensee: Television Marketing Group of Memphis Inc., 2876 Directors Cove, Memphis, TN 38131.

Studio: 2876 Directors Cove, Memphis, TN 38131.

Mailing Address: Box 30030, Memphis, TN 38130.

Telephone: 901-346-3030; **Fax:** 901-346-1451.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 50-kw aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

Transmitter: 2.5-mi.-NE of Memphis on L & N Railroad.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter, M/A-Com, 4.2-meter Ku-band; Automation Techniques, 3.8-meter; Automation Techniques, M/A-Com, Scientific-Atlanta receivers.

Ownership: Chesapeake Bay Holding Co. Inc. (Group Owner).

Began Operation: April 18, 1983. Sale to MT Communications by TVX Best. Group approved by FCC March 10, 1989 (Television Digest, Vol. 29:7). Sale to present owner approved by FCC March 19, 1992.

Represented (sales): Petry Television Inc.

Represented (legal): McFadden, Evans & Sill.

Personnel:

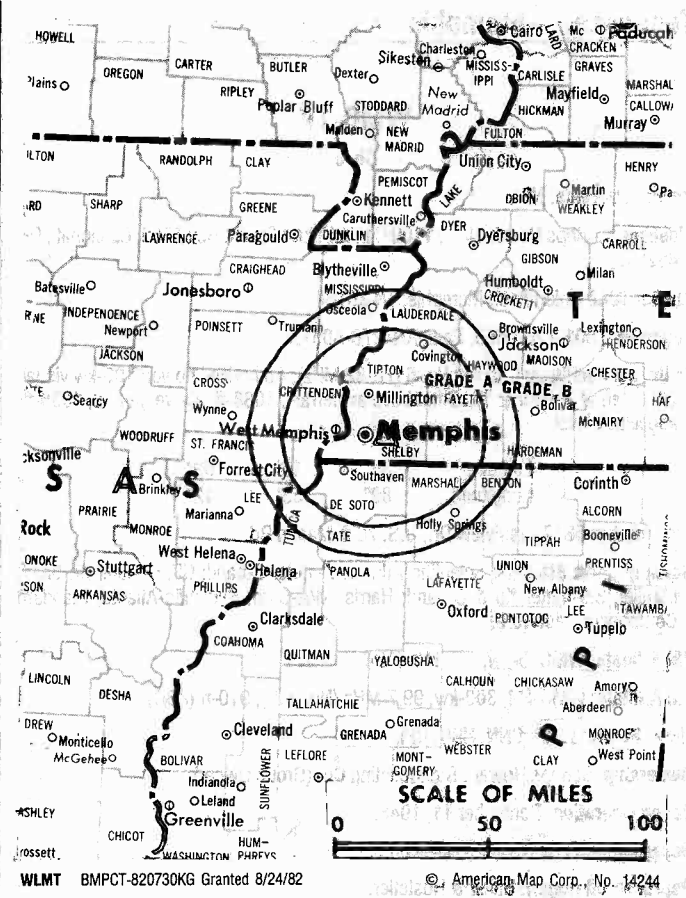
- Morrie P. Beitch, Vice President & General Manager.
- Joe Mazza, General Sales Manager.
- Jim Wright, Local Sales Manager.
- Suzanne Peirce, Program Director.
- Keith Cox, Business Manager.
- Greg Belz, Promotion Director.
- Adam Sator, Production Manager.
- Doug Henderson, Chief Engineer.

Highest 30 Sec. Rate: \$1200.

City of License: Memphis. **ADI/Market Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,400	17,100	98
	Mississippi	20,000	19,700	99
	St Francis	9,800	9,600	98
	MISSISSIPPI			
	Tate	7,300	7,200	99
	Tunica	2,800	2,800	100
Between 25-49%	ARKANSAS			
	Lee	4,800	4,700	98
	Pointsett	9,300	9,200	99
	MISSISSIPPI			
	De Soto	24,800	24,500	99
	Marshall	10,700	10,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Panola	10,400	10,300	99
	Quitman	3,600	3,600	99
	Fayette	8,700	8,600	99
	Lauderdale	9,000	8,900	99
	Tipton	13,500	13,400	99
Between 5-24%	ARKANSAS			
	Craighead	25,800	25,600	99
	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	Phillips	10,300	10,000	98
MISSISSIPPI	Alcorn	12,800	12,700	99
	Benton	2,800	2,800	100
	Coahoma	11,300	11,100	98
	Lafayette	11,300	11,200	99
	Tippah	7,300	7,200	99
TENNESSEE	Union	8,700	8,700	99
	Crockett	5,200	5,200	100
	Dyer	13,900	13,800	99
	Hardeman	8,500	8,400	99
	Haywood	7,100	7,000	99
Station Totals		605,200	601,100	99
Net Weekly Circulation (1992)				237,400
Average Daily Circulation (1992)				89,600

Tennessee—Memphis

WMC-TV

Ch. 5

Network Service: NBC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 1960 Union Ave., Memphis, TN 38104.

Telephone: 901-726-0555. **Fax:** 901-276-6851.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Dr., U.S. 70 & Macon Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; GE, 5-meter Ku-band; Miralite, 3.9-meter Ku & C-band; Harris, M/A-Com, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: WMC, 5-kw, 790 kHz (ABC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

News Services: AP, CNN, NBC, UPI.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: December 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

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

Personnel:

Ron Klayman, Vice President & General Manager.

Joe Cooper, Assistant General Manager, Sales.

William Fee, Local Sales Manager.

Scott Leslie, National Sales Manager.

Michael I. Schwartz, Engineering Manager.

Kathy Aicher, Promotion & Public Affairs Manager.

James Frommel, Business Manager.

Rob Mize, Broadcast Services Manager.

Bruce Whiteaker, News Director.

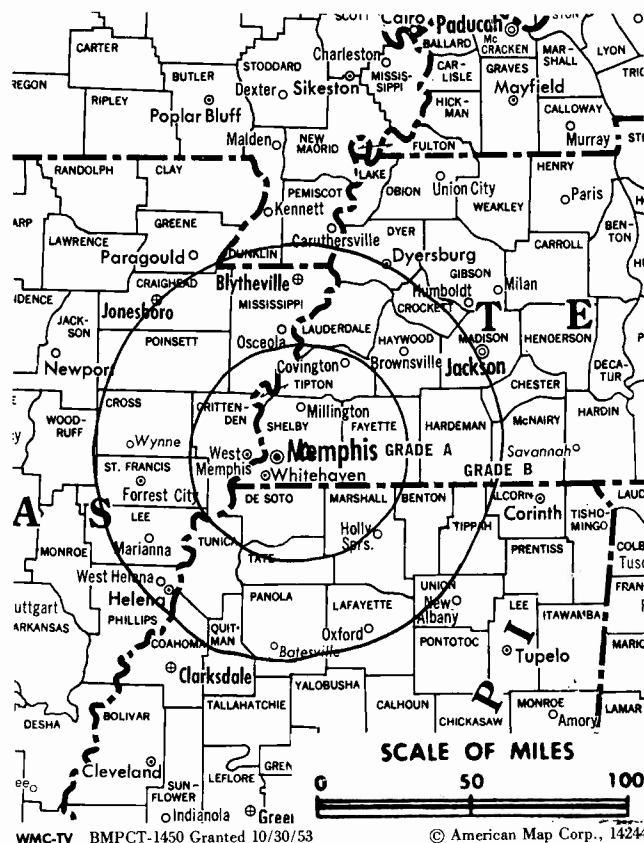
Craten Armmer, Production Operations Manager.

Rates: On request.

City of License: Memphis. **ADI:** Memphis. **Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	25,800	25,600	99
	Crittenden	17,400	17,100	98
	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	Lee	4,800	4,700	98
	Mississippi	20,000	19,700	99
	Phillips	10,300	10,000	98
	Poinsett	9,300	9,200	99
	St Francis	9,800	9,600	98
	MISSOURI			
	Pemiscot	8,400	8,200	98
	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	Benton	2,800	2,800	100
	Coahoma	11,300	11,100	98
	De Soto	24,800	24,500	99
Lafayette	11,300	11,200	99	
Marshall	10,700	10,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Panola	10,400	10,300	99
	Quitman	3,600	3,600	99
	Tate	7,300	7,200	99
	Tippah	7,300	7,200	99
	Tunica	2,800	2,800	100
	Union	8,700	8,700	99
	TENNESSEE			
	Chester	4,900	4,900	100
	Crockett	5,200	5,200	100
	Dyer	13,900	13,800	99
	Fayette	8,700	8,600	99
	Gibson	18,700	18,600	99
	Hardeman	8,500	8,400	99
Haywood	7,100	7,000	99	
Lauderdale	9,000	8,900	99	
Mc Nairy	9,400	9,300	99	
Madison	30,300	30,100	99	
Shelby	309,800	308,200	99	
Tipton	13,500	13,400	99	
Between 25-49%	ARKANSAS			
	Jackson	7,400	7,300	99
	Lawrence	6,900	6,800	99
	Randolph	6,600	6,500	98
	MISSOURI			
	Dunklin	13,000	12,700	98
MISSISSIPPI				
Bolivar	13,700	13,400	98	
Grenada	7,500	7,400	99	
Leflore	13,300	13,100	98	
Pontotoc	8,700	8,600	99	
Sunflower	10,200	10,000	98	

(Continued on page A-1073)

Station Totals	943,400	933,800	99
Net Weekly Circulation (1992)			664,600
Average Daily Circulation (1992)			413,700

Tennessee—Memphis

WPTY-TV

Ch. 24

Network Service: Fox.

Licensee: Clear Channel Television Inc., 7322 Southwest Freeway, Houston, TX 77074.

Studio: 2225 Union Ave, Memphis, TN 38104.

Telephone: 901-278-2424. **Fax:** 901-278-8744.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3003-kw max. visual, 600.6-kw max. aural. Antenna: 1011-ft. above av. terrain, 1043-ft. above ground, 1338-ft. above sea level.

Latitude 35° 12' 11"
Longitude 89° 48' 16"

Transmitter: Kate Bond Rd. & U.S. Hwy. 64, Memphis.

Satellite Earth Stations: DH Satellite, 4.3-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; United Satellite Systems, 5-meter C-band; Vertex, 3-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

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

Began Operation: September 10, 1978. Sale by Precht Communications, et al., approved by FCC March 28, 1986. Previous sale by Martin F. Connelly, Arthur E. Muth, et al., to Precht Communications approved by FCC July 23, 1984. Sale to Channel 24 Memphis Ltd. Partnership approved March 28, 1986. Transfer to Chase Bcstg. approved by FCC May 31, 1988. FCC approved sale to present owners March 26, 1992 (Television Digest, Vol. 36:6).

Represented (sales): Seltel Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): Andrus & Associates Inc.

Personnel:

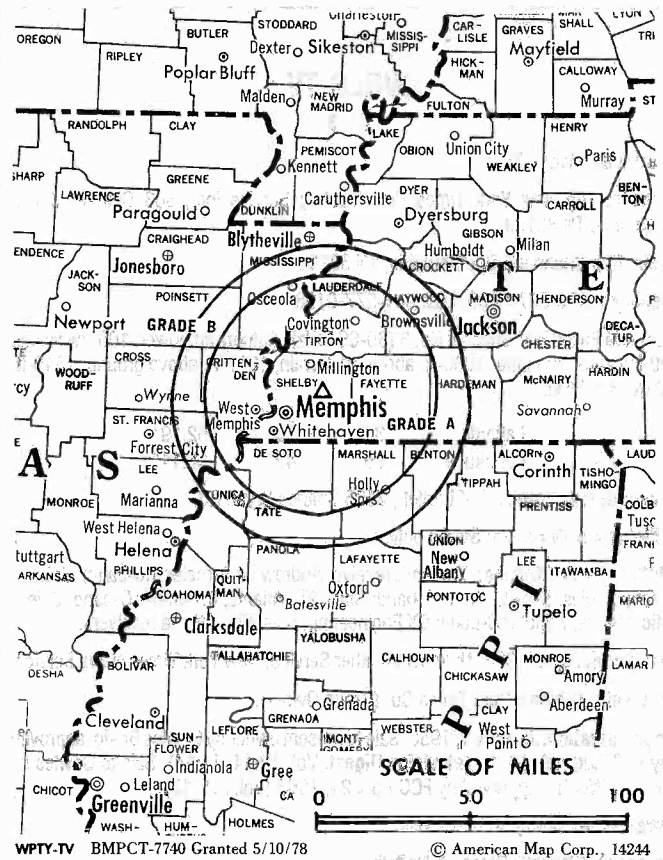
- Jack L. Peck, General Manager.
- Chuck Spohn, Director of Local Sales.
- Ron Goldner, Director of National Sales.
- Marshall Hart, Program Director.
- Borys Tomaszczuk, Production Manager.
- Carey Dickey, Promotion Director.
- Catherine Floyd, Business Manager.
- Stephen W. Pickell, Chief Engineer.
- Cathy Dichtel, Marketing Director.

Rates: On request.

City of License: Memphis. **ADI:** Memphis. **Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,400	17,100	98
	Lee	4,800	4,700	98
	Mississippi	20,000	19,700	99
	Phillips	10,300	10,000	98
	Poinsett	9,300	9,200	99
	St Francis	9,800	9,600	98
	MISSISSIPPI			
	De Soto	24,800	24,500	99
	Marshall	10,700	10,600	99
	Tate	7,300	7,200	99
	Tunica	2,800	2,800	100
	TENNESSEE			
	Crockett	5,200	5,200	100
Fayette	8,700	8,600	99	
Hardeman	8,500	8,400	99	
Haywood	7,100	7,000	99	
Lauderdale	9,000	8,900	99	
Shelby	309,800	308,200	99	
Tipton	13,500	13,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Craighead	25,800	25,600	99
	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	MISSOURI			
	Dunklin	13,000	12,700	98
	Pemiscot	8,400	8,200	98
	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	Benton	2,800	2,800	100
	Coahoma	11,300	11,100	98
	Itawamba	7,800	7,700	99
	Lafayette	11,300	11,200	99
	Lee	25,300	25,100	99
Panola	10,400	10,300	99	
Quitman	3,600	3,600	99	
Tippah	7,300	7,200	99	
TENNESSEE				
Dyer	13,900	13,800	99	
Gibson	18,700	18,600	99	
Lake	2,500	2,500	100	
Madison	30,300	30,100	99	
Between 5-24%	ARKANSAS			
	Clay	7,600	7,500	99
	Lawrence	6,900	6,800	99
	Woodruff	3,600	3,500	97
	MISSISSIPPI			
	Monroe	13,200	13,100	99
	Pontotoc	8,700	8,600	99
Prentiss	9,000	8,900	99	
Union	8,700	8,700	99	
(Continued on page A-1073)				
Station Totals		803,500	796,300	99
Net Weekly Circulation (1992)				412,000
Average Daily Circulation (1992)				180,900

Tennessee—Memphis

WREG-TV

Ch. 3

Network Service: CBS.

Licensee: The New York Times Broadcasting Service Inc., 803 Channel 3 Dr., Memphis, TN 38103.

Studio: 803 Channel 3 Dr., Memphis, TN 38103.

Telephone: 901-577-0100. **Fax:** 901-577-0198.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett, 2105 Charles Bryan Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 4.5-meter Ku-band; Satcom Technologies, 5-meter Ku & C-band; Scientific-Atlanta, 4.7-meter C-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, Scientific-Atlanta receivers.

News Services: AP, CBS, National Weather Service, New York Times News Service.

Ownership: The New York Times Co. (Group Owner).

Began Operation: January 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (Television Digest, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

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

Personnel:

- Olin Morris, President & General Manager.
- Ron Walter, Vice President & Station Manager.
- Hugh Pulley, Vice President & General Sales Manager.
- Peggy Vyncke, Vice President & Business Manager.
- Jim Anhalt, Vice President, Engineering & Operations.
- Jim Hawkins, Manager of Business Development.
- Tim Morrissey, News Director.
- Nicky Roberts, Marketing Director.
- John Jackson, Chief Engineer.
- Stella L. Fields, Program Traffic Manager.

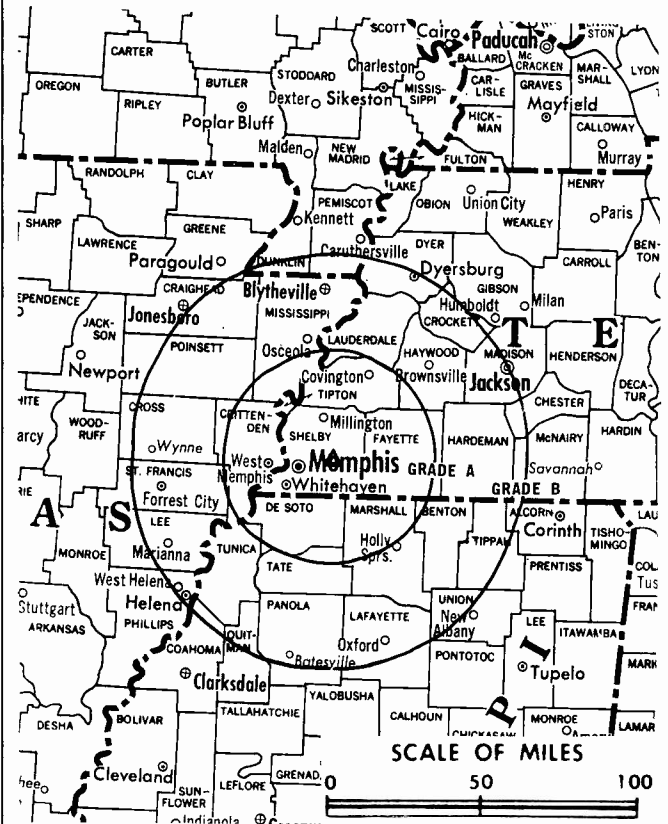
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2272.

City of License: Memphis. **ADI:** Memphis. **Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	25,800	25,600	99
	Crittenden	17,400	17,100	98
	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	Lee	4,800	4,700	98
	Mississippi	20,000	19,700	99
	Phillips	10,300	10,000	98
	Poinsett	9,300	9,200	99
	St Francis	9,800	9,600	98
	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	Benton	2,800	2,800	100
	Coahoma	11,300	11,100	98
	De Soto	24,800	24,500	99
	Lafayette	11,300	11,200	99
	Marshall	10,700	10,600	99



WREG-TV BPCT-452 Granted 5/26/55 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Panola	10,400	10,300	99
	Quitman	3,600	3,600	99
	Tate	7,300	7,200	99
	Tippah	7,300	7,200	99
	Tunica	2,800	2,800	100
	TENNESSEE			
	Chester	4,900	4,900	100
	Crockett	5,200	5,200	100
	Dyer	13,900	13,800	99
	Fayette	8,700	8,600	99
	Gibson	18,700	18,600	99
Hardeman	8,500	8,400	99	
Haywood	7,100	7,000	99	
Lauderdale	9,000	8,900	99	
Mc Nairy	9,400	9,300	99	
Madison	30,300	30,100	99	
Shelby	309,800	308,200	99	
Tipton	13,500	13,400	99	

Between 25-49%	ARKANSAS			
	Clay	7,600	7,500	99
	Jackson	7,400	7,300	99
Lawrence	6,900	6,800	99	
MISSOURI				
Dunklin	13,000	12,700	98	
Pemiscot	8,400	8,200	98	
MISSISSIPPI				
Bolivar	13,700	13,400	98	
Grenada	7,500	7,400	99	
Lee	25,300	25,100	99	
Union	8,700	8,700	99	
Yalobusha	4,900	4,800	98	

(Continued on page A-1073)

Station Totals	866,700	858,500	99
Net Weekly Circulation (1992)			629,200
Average Daily Circulation (1992)			381,900

Tennessee—Murfreesboro-Nashville

WHTN

Ch. 39

Network Service: None, independent.

Licensee: Christian Television Network Inc., Box 6922, Clearwater, FL 34618.

Studio: 14346 Lebanon Rd., Old Hickory, TN 37138-1628.

Telephone: 615-754-0039. **Fax:** 615-754-0047.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1910-kw max. visual, 191-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

Latitude 36° 04' 54"
Longitude 86° 25' 57"

Transmitter: Lone Oak Rd., 2.36-mi. SW of Gladeville.

Satellite Earth Stations: 3 in operation.

Ownership: Christian Television Network (Group Owner).

Began Operation: December 30, 1983. Sale to Murfreesboro TV Corp by Channel 39 of Murfreesboro approved by FCC Aug. 2, 1985. Sale to present owners approved Aug. 21, 1986.

Represented (legal): Gammon & Grange.

Personnel:

- Robert R. D'Andrea, President & General Manager.
- Brian Glassford, Station & General Sales Manager.
- Steve Bates, Production & Promotion Director.
- Dale Howard, Chief Engineer.

Highest 30 Sec. Rate: \$90.

City of License: Murfreesboro, ADI: Nashville. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY Todd	4,200	4,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE Giles Smith	9,800 5,500	9,700 5,500	99 100
Station Totals		19,500	19,400	99
Net Weekly Circulation (1992)				6,300
Average Daily Circulation (1992)				1,990

Tennessee—Nashville

WKRN-TV

Ch. 2

Network Service: ABC.

Licensee: WKRN L.P., 3 East 54th St., New York, NY 10022.

Studio: 441 Murfreesboro Rd., Nashville, TN 37210.

Telephone: 615-259-2200.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: November 28, 1953 on Ch. 8. Sale to Young Bcstg. by Knight-Ridder approved by FCC April 17, 1989 (Television Digest, Vol. 29:9). Sale to Knight-Ridder by General Electric Bcstg. Co. approved Sept. 28, 1983 (Vol. 22:48; 23:18). Sale to General Electric by Louis R. Draughton & Associates approved April 6, 1966 (Vol. 5:41; 6:15).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

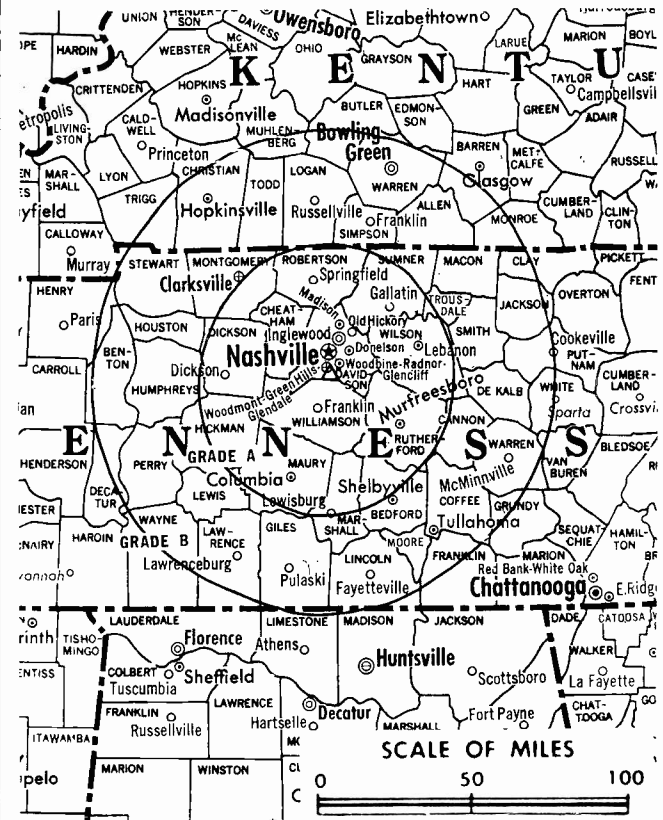
- Deborah McDermott, Vice President & General Manager.
- David Sankovich, General Sales Manager.
- Mickey Martin, Local Sales Manager.
- Jim Lannin, National Sales Manager.
- Gene Parker, Chief Engineer.
- Robert Brennan, Business Manager.

Rates: On request.

City of License: Nashville. **ADI:** Nashville. **Rank:** 33.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,800	5,800	100
	Christian	20,800	20,700	100
	Monroe	4,600	4,600	100
	Todd	4,200	4,200	100
	Trigg	3,900	3,900	100
	TENNESSEE			
	Bedford	11,600	11,500	99
	Benton	6,000	5,900	99
	Cannon	4,200	4,200	100
Cheatham	10,100	10,000	99	
Clay	3,000	3,000	100	
Coffee	16,300	16,200	99	
Davidson	210,700	210,000	100	
De Kalb	5,800	5,700	98	
Dickson	13,500	13,400	99	
Franklin	12,800	12,700	99	
Giles	9,800	9,700	99	
Henry	11,600	11,500	99	
Hickman	6,200	6,200	100	
Houston	2,500	2,500	100	
Humphreys	6,300	6,300	100	
Jackson	3,500	3,500	100	
Lawrence	13,600	13,500	99	
Lewis	3,700	3,700	100	



WKRN-TV Doc—19617 Granted 8/23/73

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Macon	6,300	6,300	99
	Marshall	8,400	8,400	99
	Maury	21,300	21,200	100
	Montgomery	35,700	35,500	99
	Overton	6,900	6,800	99
	Perry	2,600	2,600	100
	Putnam	20,200	20,000	99
	Robertson	15,700	15,600	99
	Rutherford	43,500	43,300	100
	Smith	5,500	5,500	100
	Stewart	3,800	3,800	100
	Sumner	37,900	37,700	99
	Trousdale	2,500	2,500	100
	Van Buren	1,700	1,700	100
	Warren	13,100	13,000	99
	White	8,000	7,900	99
Williamson	29,000	28,800	99	
Wilson	25,600	25,500	99	

Between 25-49%	KENTUCKY			
	Cumberland	2,800	2,800	100
	Logan	9,800	9,700	99
	Simpson	5,600	5,600	100
	TENNESSEE			
Decatur	4,300	4,300	99	
Grundy	4,900	4,800	98	
Lincoln	11,000	10,900	99	
Moore	1,800	1,800	100	
Pickett	1,800	1,800	100	
Wayne	5,300	5,200	98	

(Continued on page A-1073)

Station Totals	851,100	846,400	99
Net Weekly Circulation (1992)			594,800
Average Daily Circulation (1992)			343,400

Tennessee—Nashville

WSMV
Ch. 4

Network Service: NBC.

Licensee: Cook Inlet Television Partners L.P., 1800 Ave. of the Stars, Suite 450, Los Angeles, CA 90067.

Studio: 5700 Knob Rd., Nashville, TN 37209.

Telephone: 615-353-4444. **TWX:** 810-371-1148. **Fax:** 615-353-2348.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1425-ft. above av. terrain, 1368-ft. above-ground, 2049-ft. above sea level.

Latitude 36° 08' 27.20"
Longitude 86° 51' 56.20"

Transmitter: 5700 Knob Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Odqm, 5-meter C-band; Harris, 3.5-meter Ku-band; Harris, Microdyne receivers.

SNG Mobile Dish: Dalsat, 3-meter Ku-band.

News Service: AP.

Ownership: Cook Inlet Communications L.P. (Group Owner).

Began Operation: September 30, 1950. Sale to present owners approved April 17, 1989. Sale to Gillett Bcstg. by NLT Corp. approved by FCC Sept. 14, 1981 (Television Digest, Vol. 21:20).

Represented (sales): TeleRep Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- Mike Kettnering, President & General Manager.
- Dan Akens, Program Director.
- Swan Burrus III, General Sales Manager.
- Linda Sherman, Local Sales Manager.
- Steve Smith, National Sales Manager.
- Alan Griggs, News Director.
- Brenda Jordan, Program Coordinator.
- Teresa McDaniel, Controller.
- Carolyn Lawrence, Creative Services Director.
- Larry Emsweller, Operations Manager.

Rates: On request.

City of License: Nashville. **ADI:** Nashville. **Rank:** 33.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County Coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,800	5,800	100
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Christian	20,800	20,700	100
	Clinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Logan	9,800	9,700	99
	Monroe	4,600	4,600	100
	Simpson	5,600	5,600	100
	Todd	4,200	4,200	100
	Trigg	3,900	3,900	100
	Warren	29,600	29,400	99
	TENNESSEE			
	Bedford	11,600	11,500	99
	Benton	6,000	5,900	99
	Cannon	4,200	4,200	100
Carroll	10,900	10,800	99	
Cheatham	10,100	10,000	99	
Clay	3,000	3,000	100	



WSMV BPCT-860206KE Granted 3/24/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coffee	16,300	16,200	99
	Davidson	210,700	210,000	100
	Decatur	4,300	4,300	99
	De Kalb	5,800	5,700	98
	Dickson	13,500	13,400	99
	Giles	9,800	9,700	99
	Henry	11,600	11,500	99
	Hickman	6,200	6,200	100
	Houston	2,500	2,500	100
	Humphreys	6,300	6,300	100
	Jackson	3,500	3,500	100
	Lawrence	13,600	13,500	99
	Lewis	3,700	3,700	100
	Macon	6,300	6,300	99
	Marshall	8,400	8,400	99
	Mauy	21,300	21,200	100
	Montgomery	35,700	35,500	99
	Overton	6,900	6,800	99
	Perry	2,600	2,600	100
	Putnam	20,200	20,000	99
	Robertson	15,700	15,600	99
	Rutherford	43,500	43,300	100
	Smith	5,500	5,500	100
Stewart	3,800	3,800	100	
Sumner	37,900	37,700	99	
Trousdale	2,500	2,500	100	
Van Buren	1,700	1,700	100	
Warren	13,100	13,000	99	
Wayne	5,300	5,200	98	
White	8,000	7,900	99	
Williamson	29,000	28,800	99	

(Continued on page A-1073)

Station Totals	920,300	915,000	99
Net Weekly Circulation (1992)			691,000
Average Daily Circulation (1992)			426,500

Tennessee—Nashville

WTVF

Ch. 5

Network Service: CBS.

Licensee: Landmark Television of Tennessee Inc., 150 W. Brambleton, Norfolk, VA 23510.

Studio: 474 James Robertson Pkwy., Nashville, TN 37219.

Telephone: 615-244-5000. **Fax:** 615-248-5207.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1394-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 16"

Transmitter: Brick Church Pike & Old Hickory Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; DX Engineering, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, 2.4-meter Ku-band.

News Services: AP, Conus.

Ownership: Landmark Communications Inc. (Group Owner).

Began Operation: August 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchinson Jr., but FCC didn't approve this transfer of control until July 29, 1959 (*Television Digest*, Vol. 14:35, 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Co. on Jan. 1, 1969. Sale to H & C Communications approved Oct. 15, 1975. Sale to Landmark Communications was approved by FCC Sept. 12, 1991 (Vol. 31:26).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

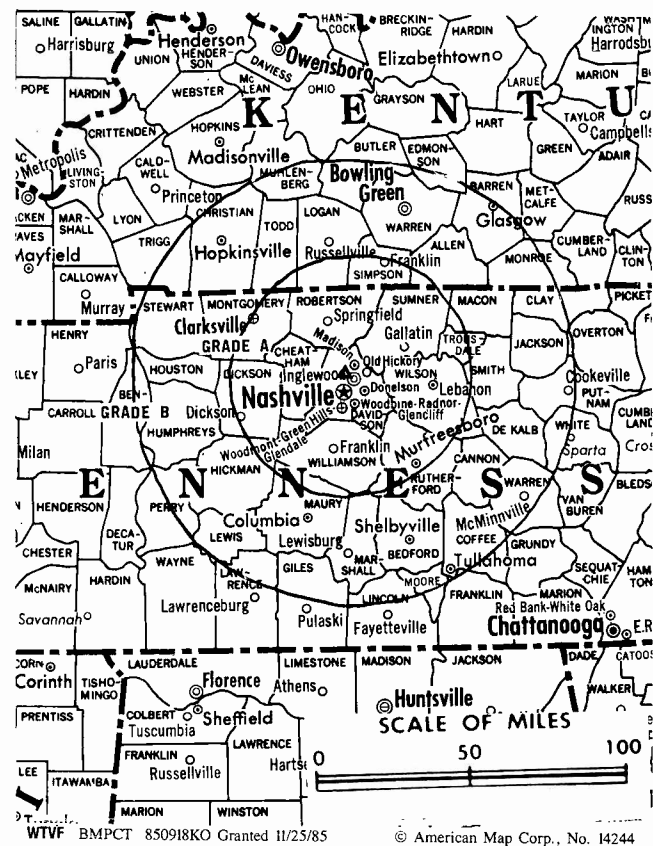
- Lemuel E. Lewis, Executive Vice President & Station Manager.
- Carrie L. Brooks, Vice President & Treasurer.
- Charlie Orr, Operations Manager.
- Bob Clifft, National Sales Manager.
- Mike Cavender, News Director.
- Mark A. Binda, Director of Programming.
- David Earnhardt, Director of Creative Services & Program Development.
- Jodi Bull, Promotion Manager.
- Neil Schwartz, Director of Marketing & Sales Development.
- T. W. Patterson, Chief Engineer.

Rates: On request.

City of License: Nashville. **ADI:** Nashville. **Rank:** 33.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,800	5,800	100
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Christian	20,800	20,700	100
	Clinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Edmonson	3,600	3,600	100
	Logan	9,800	9,700	99
	Metcalfe	3,600	3,600	100
	Monroe	4,600	4,600	100
	Simpson	5,600	5,600	100
	Todd	4,200	4,200	100
	Trigg	3,900	3,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Warren	29,600	29,400	99
	TENNESSEE			
	Bedford	11,600	11,500	99
	Benton	6,000	5,900	99
	Cannon	4,200	4,200	100
	Cheatham	10,100	10,000	99
	Clay	3,000	3,000	100
	Coffee	16,300	16,200	99
	Davidson	210,700	210,000	100
	De Kalb	5,800	5,700	98
	Dickson	13,500	13,400	99
	Franklin	12,800	12,700	99
	Henry	11,600	11,500	99
	Hickman	6,200	6,200	100
	Houston	2,500	2,500	100
	Humphreys	6,300	6,300	100
	Jackson	3,500	3,500	100
	Lewis	3,700	3,700	100
	Macon	6,300	6,300	99
	Marshall	8,400	8,400	99
	Maury	21,300	21,200	100
	Montgomery	35,700	35,500	99
	Overton	6,900	6,800	99
Perry	2,600	2,600	100	
Pickett	1,800	1,800	100	
Putnam	20,200	20,000	99	
Robertson	15,700	15,600	99	
Rutherford	43,500	43,300	100	
Smith	5,500	5,500	100	
Stewart	3,800	3,800	100	
Sumner	37,900	37,700	99	

(Continued on page A-1074)

Station Totals	976,600	970,700	99
Net Weekly Circulation (1992)			705,600
Average Daily Circulation (1992)			418,800

Tennessee—Nashville

WXMT

Ch. 30

Network Service: None, independent.

Licensee: Central Tennessee Bcstg. Corp., 300 Peabody St., Nashville, TN 37210.

Studio: 300 Peabody St., Nashville, TN 37210.

Telephone: 615-256-3030. **Fax:** 615-244-7442.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1415-ft. above av. terrain, 1249-ft. above ground, 2017-ft. above sea level.

Latitude 36° 15' 50"
Longitude 86° 47' 38"

Transmitter: 1 mi. S of intersection of 124 & Old Hickory Blvd.

Satellite Earth Stations: 4 in operation.

Ownership: MT Communications Inc.

Began Operation: February 18, 1984. Sale to present owner by TVX Broadcast Group approved by FCC Oct. 19, 1988.

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

Personnel:

Michele Friedenber, Station & General Sales Manager.

Ray McInturff, Director of Engineering.

Cathy Balthrop, Business Manager.

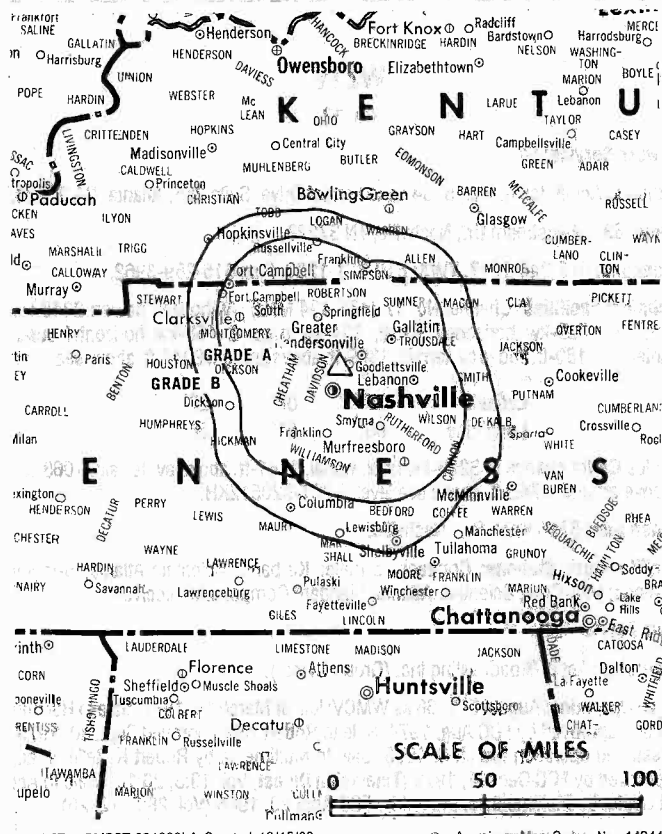
Tracy Stavros, Program & Promotion Director.

Highest 30 Sec. Rate: \$500.

City of License: Nashville. **ADI:** Nashville. **Rank:** 33.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Christian	20,800	20,700	100
	Logan	9,800	9,700	99
	Monroe	4,600	4,600	100
	Todd	4,200	4,200	100
	TENNESSEE			
	Davidson	210,700	210,000	100
	Dickson	13,500	13,400	99
	Hickman	6,200	6,200	100
	Macon	6,300	6,300	99
Montgomery	35,700	35,500	99	
Robertson	15,700	15,600	99	
Between 5-24%	KENTUCKY			
	Allen	5,800	5,800	100
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Edmonson	3,600	3,600	100
Simpson	5,600	5,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Trigg	3,900	3,900	100
	Warren	29,600	29,400	99
	TENNESSEE			
	Bedford	11,600	11,500	99
	Cannon	4,200	4,200	100
	Cheatham	10,100	10,000	99
	De Kalb	5,800	5,700	98
	Lewis	3,700	3,700	100
	Marshall	8,400	8,400	99
	Overton	6,900	6,800	99
	Rutherford	43,500	43,300	100
	Smith	5,500	5,500	100
	Stewart	3,800	3,800	100
	Sumner	37,900	37,700	99
	Trousdale	2,500	2,500	100
Williamson	29,000	28,800	99	
Wilson	25,600	25,500	99	
Station Totals		591,800	589,100	100
Net Weekly Circulation (1992)			140,400	
Average Daily Circulation (1992)			43,300	

Tennessee—Nashville

WZTV
Ch. 17

Network Service: Fox.

Licensee: Act III Bcstg. Inc., 5784 Lake Forrest Drive, Suite 255, Atlanta, GA 30328.

Studio: 631 Mainstream Dr., Nashville, TN 37228.

Telephone: 615-244-1717. **TWX:** 810-371-1280. **Fax:** 615-259-3962.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1580-kw horizontal visual, 134-kw max. & 158-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

Holds CP for change to 3266-kw max. visual, 1161-ft. above av. terrain, 1063-ft. above ground, 1742-ft. above sea level. BPCT-920512KH.

Transmitter: 5700 Knob Rd., Nashville.

Satellite Earth Stations: Comtech, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; M/A-Corn, Scientific-Atlanta, Standard Components receivers.

News Service: AP.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: August 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to Multimedia by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (Television Digest, Vol. 19:5; 20:10). Sale to Act III Bcstg. by Multimedia approved by FCC April 29, 1988 (Vol. 28:5, 12, 26).

Represented (sales): Seltel Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Robert Jay, Vice President & General Manager.
- Jim Bankston, General Sales Manager.
- Judith Barnes, Local Sales Manager.
- Deb Chadwell, Program Director.
- Heidi Cooke, Promotion Director.
- Cathy Viola, Business Manager.
- Ed Murlatt, Chief Engineer.
- Erik Davis, Production Manager.
- Todd Powers, Marketing Director.

Rates: On request.

City of License: Nashville. **ADI:** Nashville. **Rank:** 33.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Christian	20,800	20,700	100
	Logan	9,800	9,700	99
	TENNESSEE			
	Bedford	11,600	11,500	99
	Cheatham	10,100	10,000	99
	Davidson	210,700	210,000	100
	Dickson	13,500	13,400	99
	Macon	6,300	6,300	99
	Montgomery	35,700	35,500	99
	Robertson	15,700	15,600	99
	Rutherford	43,500	43,300	100
	Sumner	37,900	37,700	99
	Trousdale	2,500	2,500	100
	Williamson	29,000	28,800	99
	Wilson	25,600	25,500	99
	KENTUCKY			
Between 25-49%	Allen	5,800	5,800	100



WZTV BPCT-920512KH Granted 6/16/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Barren	13,100	13,000	99
	Monroe	4,600	4,600	100
	Muhlenberg	11,500	11,400	99
	Todd	4,200	4,200	100
	Warren	29,600	29,400	99
	TENNESSEE			
	Cannon	4,200	4,200	100
	Clay	3,000	3,000	100
	Coffee	16,300	16,200	99
	Franklin	12,800	12,700	99
	Giles	9,800	9,700	99
	Hickman	6,200	6,200	100
	Houston	2,500	2,500	100
	Humphreys	6,300	6,300	100
	Lawrence	13,600	13,500	99
	Lewis	3,700	3,700	100
	Marshall	8,400	8,400	99
	Maury	21,300	21,200	100
Putnam	20,200	20,000	99	
Smith	5,500	5,500	100	
Warren	13,100	13,000	99	
Between 5-24%	KENTUCKY			
	Butler	4,200	4,200	100
	Ciinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Edmonson	3,600	3,600	100
	Hart	5,900	5,900	100
	Marshall	10,900	10,900	100
Simpson	5,600	5,600	100	
Trigg	3,900	3,900	100	

(Continued on page A-1073)

Station Totals	811,000	806,800	99
Net Weekly Circulation (1992)			395,400
Average Daily Circulation (1992)			180,700

WPTY-TV, Memphis
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSISSIPPI			
	Yalobusha	4,900	4,800	98
	TENNESSEE			
	Carroll	10,900	10,800	99
	Chester	4,900	4,900	100
	Mc Nairy	9,400	9,300	99
Weakley	12,200	12,100	99	

WMC-TV, Memphis
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Tallahatchie	5,300	5,200	98
	Washington	23,300	23,000	99
	Yalobusha	4,900	4,800	98
	TENNESSEE			
	Hardin	8,800	8,700	99
Henderson	9,000	8,900	99	
Lake	2,500	2,500	100	
Between 5-24%	ARKANSAS			
	Clay	7,600	7,500	99
	Monroe	4,300	4,200	98
	Woodruff	3,600	3,500	97
	MISSOURI			
	Ripley	5,100	4,800	95
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Clay	7,500	7,400	99
	Itawamba	7,800	7,700	99
	Lee	25,300	25,100	99
	Oktibbeha	12,700	12,500	98
Prentiss	9,000	8,900	99	
TENNESSEE				
Carroll	10,900	10,800	99	
Obion	12,700	12,600	99	
Weakley	12,200	12,100	99	

WREG-TV, Memphis
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Carroll	10,900	10,800	99
	Hardin	8,800	8,700	99
	Henderson	9,000	8,900	99
Between 5-24%	ARKANSAS			
	Monroe	4,300	4,200	98
	Randolph	6,600	6,500	98
	MISSISSIPPI			
	Itawamba	7,800	7,700	99
	Pontotoc	8,700	8,600	99
	Prentiss	9,000	8,900	99
	Tallahatchie	5,300	5,200	98
	Tishomingo	7,200	7,100	99
	TENNESSEE			
	Obion	12,700	12,600	99
	Weakley	12,200	12,100	99

WKRN-TV, Nashville
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Calloway	11,800	11,700	99
	Clinton	3,600	3,600	100
	Edmonson	3,600	3,600	100
	Graves	13,500	13,400	99
	Lyon	2,400	2,400	100
	Metcalfe	3,600	3,600	100
	Muhlenberg	11,500	11,400	99
	Warren	29,600	29,400	99
	TENNESSEE			
	Carroll	10,900	10,800	99
	Hardin	8,800	8,700	99
Henderson	9,000	8,900	99	

WSMV, Nashville
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Wilson	25,600	25,500	99
Between 25-49%	KENTUCKY			
	Edmonson	3,600	3,600	100
	Metcalfe	3,600	3,600	100
	TENNESSEE			
Franklin	12,800	12,700	99	
Hardin	8,800	8,700	99	
Henderson	9,000	8,900	99	
Lincoln	11,000	10,900	99	
Moore	1,800	1,800	100	
Between 5-24%	KENTUCKY			
	Caldwell	5,100	5,000	98
	Calloway	11,800	11,700	99
	Hart	5,900	5,900	100
	Hopkins	18,000	17,900	99
	Muhlenberg	11,500	11,400	99
	Ohio	7,900	7,800	99
	TENNESSEE			
	Fentress	5,700	5,600	98
	Grundy	4,900	4,800	98
	Madison	30,300	30,100	99
	Pickett	1,800	1,800	100
Weakley	12,200	12,100	99	

WZTV, Nashville
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Carroll	10,900	10,800	99
	Decatur	4,300	4,300	99
	De Kalb	5,800	5,700	98
	Grundy	4,900	4,800	98
	Henry	11,600	11,500	99
	Jackson	3,500	3,500	100
	Lincoln	11,000	10,900	99
	Moore	1,800	1,800	100
	Overton	6,900	6,800	99

Tennessee

WZTV—(Continued) (Arbitron Data Continued)

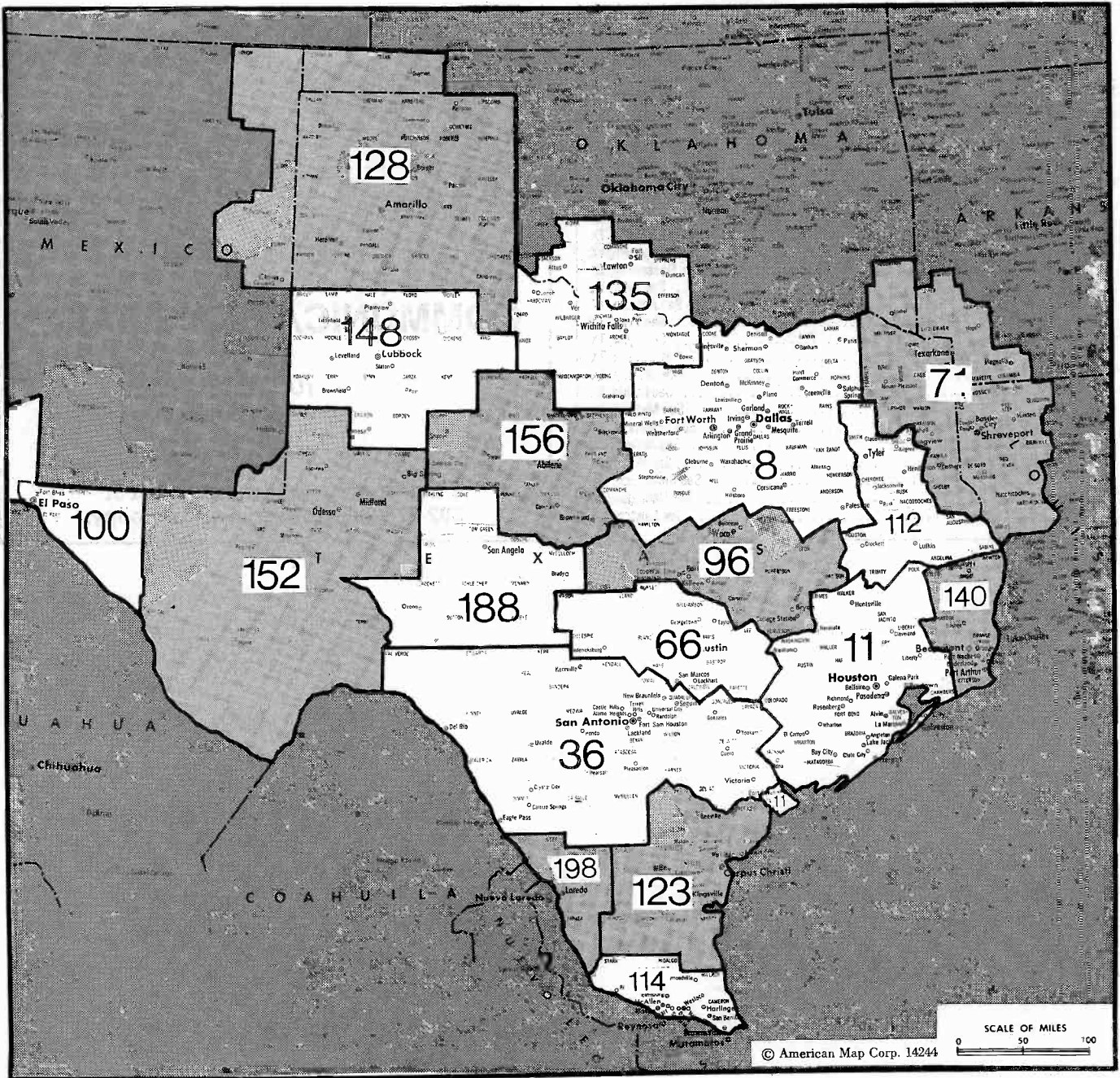
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Perry	2,600	2,600	100
	Stewart	3,800	3,800	100
	Van Buren	1,700	1,700	100
	Wayne	5,300	5,200	98
	White	8,000	7,900	99

WTVF, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Trousdale	2,500	2,500	100
	Warren	13,100	13,000	99
	White	8,000	7,900	99
	Williamson	29,000	28,800	99
	Wilson	25,600	25,500	99
Between 25-49%	KENTUCKY			
	Caldwell	5,100	5,000	98
	Calloway	11,800	11,700	99
	Hart	5,900	5,900	100
Between 25-49%	KENTUCKY			
	Hopkins	18,000	17,900	99
	Muhlenberg	11,500	11,400	99

WTVF—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Carroll	10,900	10,800	99
	Decatur	4,300	4,300	99
	Fentress	5,700	5,600	98
	Giles	9,800	9,700	99
	Grundy	4,900	4,800	98
	Lawrence	13,600	13,500	99
	Lincoln	11,000	10,900	99
	Moore	1,800	1,800	100
	Van Buren	1,700	1,700	100
	Wayne	5,300	5,200	98
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Grayson	8,300	8,200	99
	Green	4,000	4,000	100
	Lyon	2,400	2,400	100
	Ohio	7,900	7,800	99
	Russell	6,000	5,900	98
	TENNESSEE			
	Cumberland	13,600	13,400	99
	Hardin	8,800	8,700	99
	Henderson	9,000	8,900	99
Madison	30,300	30,100	99	
Obion	12,700	12,600	99	
Sequatchie	3,400	3,400	100	
Weakley	12,200	12,100	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX	1,803,200	8	KDAF (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX (49), KLDI (55), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Houston, TX	1,465,700	11	KHOU-TV (11), KHSH (67), KHTV (39), KPRC-TV (2), KRIV (26), KRTW (57), KTFH (49), KTMD (48), KTRK-TV (13), KTXH (20), KXLN-TV (45)
San Antonio-Victoria, TX	626,700	36	KABB (29), KAVU-TV (25), KENS-TV (5), KMOL-TV (4), KRRT (35), KSAT-TV (12), KVAW (16), KVCT (19), KVDA (60), KWEX-TV (41)
Austin, TX	385,300	66	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAM-TV (14), KXAN-TV (36)
Shreveport, LA-Textarkana, TX	368,300	71	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Waco-Temple, TX	253,200	96	KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTX-TV (10), KXXV (25)
El Paso, TX	236,500	100	KCIX (14), KBBC-TV (4), KINT-TV (26), KJLF-TV (65), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHJ-TV (44)
Tyler-Longview, TX	206,400	112	KETK-TV (56), KFXX (51), KLSB-TV (19), KLTU (7), KTRT (9)
McAllen-Brownsville, TX	201,500	114	KGBT-TV (4), KRGV-TV (5), KVEO (23), XHRI (2)
Corpus Christi, TX	170,400	123	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Amarillo, TX	167,400	128	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVH-TV (12), KVII-TV (7), KVIJ-TV (8)
Wichita Falls, TX-Lawton, OK	156,500	135	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Beaumont-Port Arthur, TX	153,900	140	KBMT (12), KFDX-TV (6), KJAC-TV (4)
Lubbock, TX	135,000	148	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
Odessa-Midland, TX	133,000	152	KMID (2), KMLM (42), KOSA-TV (7), KPBJ (24), KTPX (9), KWAB-TV (4)
Abilene-Sweetwater, TX	107,900	156	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
San Angelo, TX	49,400	188	KACB-TV (3), KIDY (6), KLST (8)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KGBT-TV, Brownsville	See Harlingen, TX
KRGV-TV, Brownsville	See Weslaco, TX
KHSX, Dallas-Fort Worth	See Irving, TX
KUVN, Dallas-Fort Worth	See Garland, TX
KXII, Denison	See Sherman, TX
KTVT, KTXA, KXAS-TV, Fort Worth	See Dallas, TX
KTMD, Galveston	See Houston, TX
KRGV-TV, Harlingen	See Weslaco, TX
KHSH, Houston	See Alvin, TX
KRTW, Houston	See Baytown, TX
KXLN-TV, Houston	See Rosenberg, TX
KETK-TV, Jacksonville	See Tyler, TX
KRRT, Kerrville	See San Antonio, TX
KFXK, Longview	See Tyler, TX
KLTV, Longview	See Tyler, TX
KOSA-TV, Midland & Monahans	See Odessa, TX
KPTX, Monahans	See Odessa, TX
KTRE-TV, Nacogdoches	See Lufkin, TX
KMID, Odessa	See Midland, TX
KBMT, KJAC-TV & KFDM-TV, Port Arthur	See Beaumont, TX
KTXS-TV, Sweetwater	See Abilene, TX
KWTX-TV & KCEN-TV, Temple	See Waco, TX
KTAL-TV, Texarkana	See Shreveport, LA
KGBT-TV, Weslaco	See Harlingen, TX
KSWO-TV, Wichita Falls	See Lawton, OK

Texas Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	46	46	92
Educational Television Stations	7	13	20
	53	59	112

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202-872-9200 for a free sample copy.

Texas—Abilene

KRBC-TV

Ch. 9

(Also operates satellite KACB-TV, San Angelo, TX)

Network Service: NBC.

Licensee: Abilene Radio & Television Co., 4510 S. 14th St., Abilene, TX 79605.

Studio: 4510 S. 14th St., Abilene, TX 79605.

Telephone: 915-692-4242. TWX: 710-372-7788.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive.

News Service: AP

Ownership: Abilene Radio & Television Co.

Began Operation: August 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales): Blair Television.

Personnel:

Dale Ackers, President.
Ken Knox, Station & Sales Manager.
Jerry Shackelford, Program Director.
Bob Wright, News Director.
Bob Lloyd, Chief Engineer.
Kevin Brown, Promotion Director.
John Hughes, Business Manager.

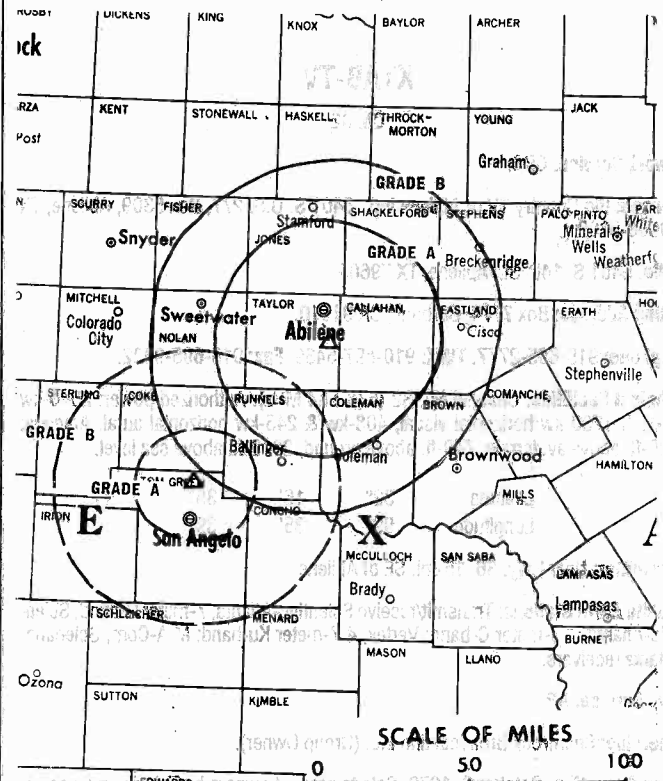
Rates: On request.

NETWORK BASE HOURLY RATE: \$625.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 156.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS			
	Brown	13,600	13,400	98
	Callahan	4,800	4,800	100
	Coke	1,400	1,400	100
	Coleman	4,000	4,000	100
	Concho	1,100	1,100	100
	Crockett	1,500	1,500	100
	Eastland	7,500	7,400	99
	Fisher	2,000	2,000	100
	Haskell	2,600	2,600	100
	Irion	600	600	100
	Jones	6,300	6,200	98
	Knox	1,900	1,900	100



KRBC-TV BPC 3392 Granted 4/18/66 © American Map Corp. 34244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	Mills	1,800	1,800	100
	Nolan	6,300	6,200	99
	Runnels	4,500	4,500	100
	Schleicher	1,000	1,000	100
	Shackelford	1,300	1,300	100
	Stephens	3,700	3,700	99
	Sterling	500	500	100
	Stonewall	900	900	100
	Sutton	1,500	1,500	100
	Taylor	44,600	44,300	99
	Tom Green	37,000	36,600	99
TEXAS				
Between 25-49%				
	Comanche	5,200	5,100	98
	Kimble	1,600	1,500	94
	Mitchell	3,100	3,100	100
	Scurry	6,400	6,300	98
TEXAS				
Between 5-24%				
	Kent	400	400	100
	Reagan	1,400	1,400	100
	San Saba	2,300	2,300	100
	Throckmorton	900	900	100
Station Totals		176,200	174,600	99
Net Weekly Circulation (1992)				131,900
Average Daily Circulation (1992)				71,000

Texas—Abilene

KTAB-TV

Ch. 32

Network Service: CBS.

Licensee: Big Country TV of Abilene Inc., 5401 S. U.S. 277, Box 5309, Abilene, TX 79608-5309.

Studio: 5401 S. 14th St., Abilene, TX 79605.

Mailing Address: Box 7774, Burbank, CA 91510.

Telephone: 915-695-2777. **TWX:** 910-897-5439. **Fax:** 915-695-9922.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2040-kw max. & 1230-kw horizontal visual, 408-kw & 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"
Longitude 99° 35' 39"

Transmitter: Near Hwy. 36, 15-mi. SE of Abilene.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Shamrock Broadcasting Inc. (Group Owner).

Began Operation: October 6, 1979. Sale to present owners by Television Investors Ltd. Partnership approved by FCC Nov. 25, 1986 (*Television Digest*, Vol. 26:42). Previous sale by Big Country TV of Abilene Inc. approved by FCC Dec. 31, 1984. Sale to Big Country by William Terry, et al., approved by FCC May 25, 1984.

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

- Wayne M. Roy, General Manager.
- Jerry Marshall, Local Sales Manager.
- Bob Bartlett, News Director.
- David Bacon, Promotion Director.
- Darlene Loza, Business Manager.
- Bryan Mundy, Operations Manager.
- Leland Ohlhausen, Chief Engineer.

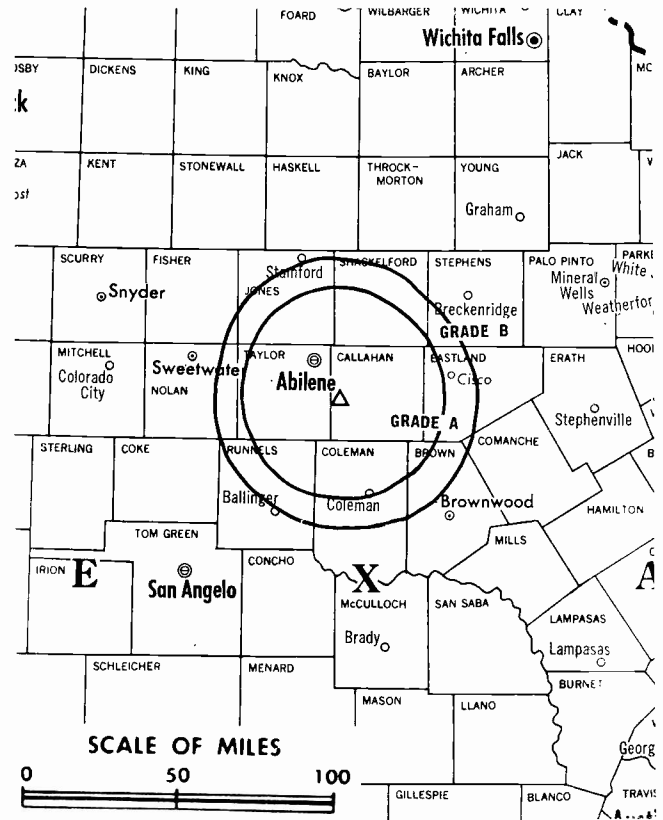
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$521.

City of License: Abilene. **ADI:** Abilene-Sweetwater. **Rank:** 156.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brown	13,600	13,400	98
	Callahan	4,800	4,800	100



KTAB-TV BPCT-5169 Granted 3/20/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coleman	4,000	4,000	100
	Comanche	5,200	5,100	98
	Eastland	7,500	7,400	99
	Fisher	2,000	2,000	100
	Haskell	2,600	2,600	100
	Jones	6,300	6,200	98
	Knox	1,900	1,900	100
	Mitchell	3,100	3,100	100
	Nolan	6,300	6,200	99
	Scurry	6,400	6,300	98
	Shackelford	1,300	1,300	100
Stephens	3,700	3,700	99	
Stonewall	900	900	100	
Taylor	44,600	44,300	99	
Between 25-49%	TEXAS			
	Runnels	4,500	4,500	100
Between 5-24%	TEXAS			
	Coke	1,400	1,400	100
	Mills	1,800	1,800	100
Throckmorton	900	900	100	
Station Totals		122,800	121,800	99
Net Weekly Circulation (1992)				98,000
Average Daily Circulation (1992)				66,200

Texas—Sweetwater-Abilene

KTXS-TV

Ch. 12

Network Service: ABC.

Licensee: Abilene-Sweetwater Bcstg. Co., Box 2997, Abilene, TX 79604.

Studio: U.S. Hwy. 83, Abilene, TX.

Mailing Address: Box 2997, Abilene, TX 79604.

Telephones: 915-677-2281; 915-235-1238. **TWX:** 910-897-5401.

Fax: 915-676-9231.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.70"
Longitude 100° 06' 24.80"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Satellite Earth Stations: ADM, 6.2-meter; ADM, 4.5-meter; Automation Techniques receivers.

News Service: AP.

Ownership: Lamco Communications Inc. (Group Owner).

Began Operation: January 30, 1956. Operation by former owners A. R. Elam and Associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (*Television Digest*, Vol. 6:25). For sale to Prima Inc., see KLBK-TV, Lubbock, TX. Sale to S. M. Moore Jr. by Prima approved by FCC July 25, 1983. Sale to SouthWest MultiMedia Corp. approved Oct. 30, 1985. FCC approved sale to Lamco Nov. 25, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

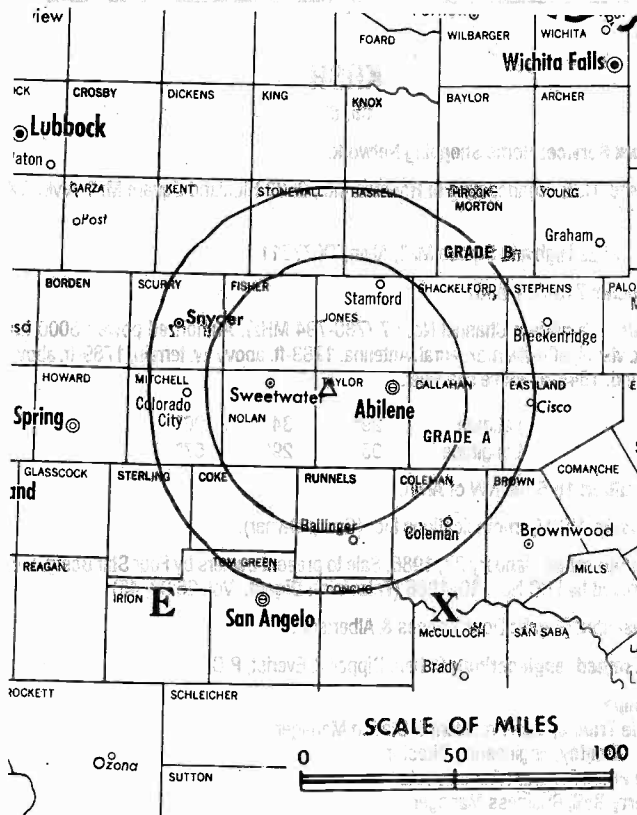
- Clay Milstead, General Manager.
- Jackie Rutledge, General Sales Manager.
- Monte Williams, Chief Engineer.
- Peggy Carpenter, News Director.
- David Caldwell, Promotion Director.
- Eddie Sides, Business Manager.

Rates: On request.

City of License: Sweetwater. **ADI:** Abilene-Sweetwater. **Rank:** 156.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Callahan	4,800	4,800	100
	Coke	1,400	1,400	100
	Coleman	4,000	4,000	100
	Eastland	7,500	7,400	99
	Fisher	2,000	2,000	100



KTXS-TV BMPCT-5021 Granted 4/25/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Haskell	2,600	2,600	100
	Jones	6,300	6,200	98
	Kent	400	400	100
	King	200	200	100
	Knox	1,900	1,900	100
	Mitchell	3,100	3,100	100
	Nolan	6,300	6,200	99
	Runnels	4,500	4,500	100
	Scurry	6,400	6,300	98
	Shackelford	1,300	1,300	100
	Sterling	500	500	100
	Stonewall	900	900	100
Taylor	44,600	44,300	99	
Between 25-49%	TEXAS			
	Brown	13,600	13,400	98
	Concho	1,100	1,100	100
	Irion	600	600	100
	Stephens	3,700	3,700	99
	Tom Green	37,000	36,600	99
Between 5-24%	TEXAS			
	Comanche	5,200	5,100	98
	Mills	1,800	1,800	100
	Throckmorton	900	900	100
Station Totals		162,600	161,200	99
Net Weekly Circulation (1992)			106,100	
Average Daily Circulation (1992)			57,900	

Texas—Alvin

KHSH
Ch. 67

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of Houston Inc., 2522 Highland Square Mall, Alvin, TX 77511.

Studio: 2522 Highland Square Mall, Alvin, TX 77511.

Telephone: 713-331-8867.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1783-ft. above av. terrain, 1769-ft. above ground, 1848-ft. above sea level.

Latitude	29°	34'	06"
Longitude	95°	29'	57"

Transmitter: 18.5-mi. NW of Alvin.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: January 27, 1986. Sale to present owners by Four Star Bcstg. Inc. approved by FCC Nov. 30, 1986 (*Television Digest*, Vol. 26:39, 45).

Represented (legal): Dow, Lohnes & Albertson.

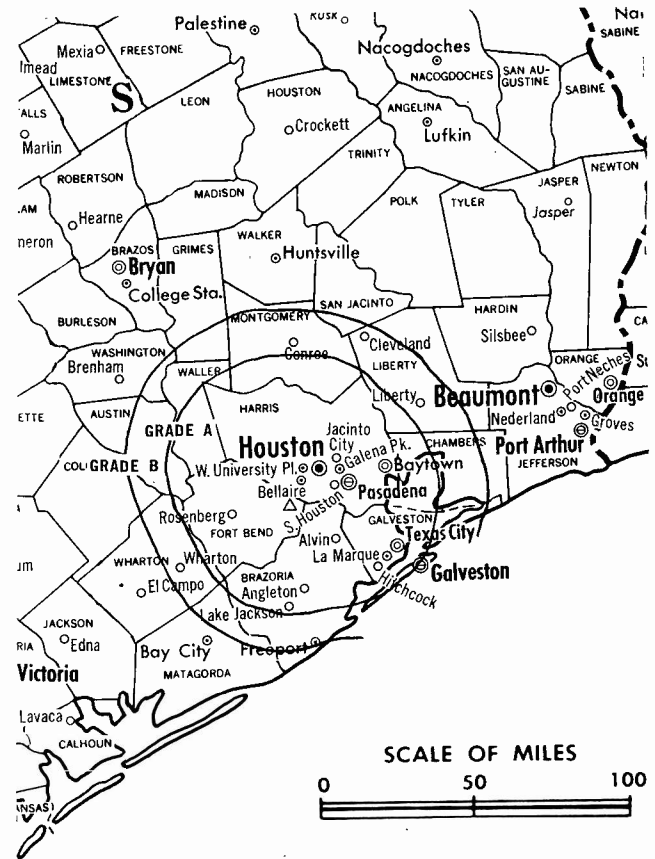
Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- Jodie Tribble, Vice President & Station Manager.
- Glen Dingley, Engineering Director.
- Ann Penn, Program Administrator.
- Sherry Bell, Business Manager.

Rates: On request.

Arbitron Data: Not available.



KHSH BMPCT—841221LB Granted 1/17/85

© American Map Corp., No. 14244

City of License: Alvin. **ADI:** Houston. **Rank:** 11.

Texas—Amarillo

KAMR-TV Ch. 4

Network Service: NBC.

Licensee: Cannan Communications Inc., Box 1224, Wichita Falls, TX 76307.

Studio: 2000 N. Polk St., Amarillo, TX 79107.

Mailing Address: Box 751, Amarillo, TX 79189.

Telephone: 806-383-3321. **TWX:** 910-898-4146. **Fax:** 806-381-2943.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1444-ft. above ground, 4906-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: N of Amarillo at Broadway & Mobley Dr.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA Americom, 3-meter Ku-band; Cyclesat, Harris, M/A-Corn receivers.

News Service: AP.

Ownership: Cannan Communications Inc. (Group Owner).

Began Operation: March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (Television Digest, Vol. 13:43, 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Darroid A. Cannan, President.

William M. Dunaway, Vice President & General Manager.

Jerry Rogers, General Sales Manager.

Mike DeLier, Local Sales Manager.

Lynn Walker, News Director.

Kenneth Kury, Business Manager.

Cynthia Hunt, Promotion Director.

Ken High, Chief Engineer.

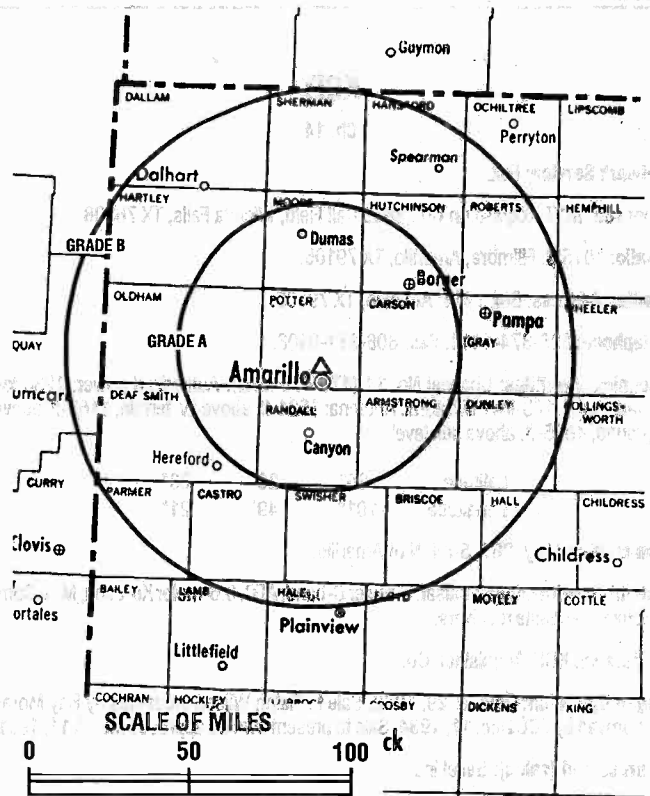
Dan Morgan, Production Manager.

Rates: On request.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Morton	1,300	1,300	100
	NEW MEXICO			
	Curry	15,600	15,200	98
	Quay	4,400	4,200	95
	Union	1,700	1,600	94
	OKLAHOMA			
	Cimarron	1,500	1,500	100
	Texas	6,200	6,100	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	900	900	100
	Carson	2,400	2,400	100
	Castro	3,100	3,100	100
Childress	2,500	2,500	100	
Collingsworth	1,600	1,600	100	
Cottle	1,000	1,000	100	
Dallam	2,200	2,200	100	
Deaf Smith	6,300	6,200	98	



KAMR-TV BPCT-4146 Granted 6/4/69

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Donley	1,600	1,600	100
	Gray	9,500	9,400	99
	Hall	1,700	1,700	100
	Hansford	2,200	2,200	100
	Hartley	1,300	1,300	100
	Hemphill	1,500	1,500	100
	Hutchinson	9,700	9,700	100
	Lipscomb	1,200	1,200	100
	Moore	6,200	6,200	100
	Ochiltree	3,300	3,300	100
	Oldham	700	700	100
	Parmer	3,200	3,200	100
	Potter	38,900	38,600	99
	Randall	36,000	35,900	100
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,100	3,100	100	
Wheeler	2,600	2,500	96	
Between 25-49%	KANSAS			
	Seward	6,700	6,600	99
	OKLAHOMA			
Harmon	1,600	1,600	100	
Between 5-24%	TEXAS			
	Hale	12,100	12,000	99
	Hardeman	2,100	2,100	100
	Motley	700	700	100
Between 5-24%	OKLAHOMA			
	Beaver	2,600	2,600	100
Roger Mills	1,700	1,700	100	
Station Totals	TEXAS			
	Floyd	3,000	3,000	100
Station Totals		206,200	204,500	99
Net Weekly Circulation (1992)				156,600
Average Daily Circulation (1992)				87,000

Texas—Amarillo

KCIT

Ch. 14

Network Service: Fox.

Licensee: KCIT Acquisition Co., 3800 Call Field, Wichita Falls, TX 76308.

Studio: 1015 S. Fillmore, Amarillo, TX 79105.

Mailing Address: Box 1414, Amarillo, TX 79105.

Telephone: 806-374-1414. **Fax:** 806-371-0408.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1280-kw max. visual, 128-kw max. aural. Antenna: 1521-ft. above av. terrain, 1463-ft. above ground, 4895-ft. above sea level.

Latitude 35° 20' 33"
Longitude 101° 49' 21"

Transmitter: Hwy. 287, 5-mi. N of Amarillo.

Satellite Earth Stations: Calsat, 5-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: KCIT Acquisition Co.

Began Operation: October 29, 1982. Sale to Ralph Wilson Industries by Ray Moran approved by FCC Dec. 11, 1984. Sale to present owners approved March 11, 1991.

Represented (sales): Seltel Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

Pete D'Acosta, General Manager.

Debbie McManus, Sales Manager.

George Schmidt, Local Sales Manager.

Dick Stafford, Chief Engineer.

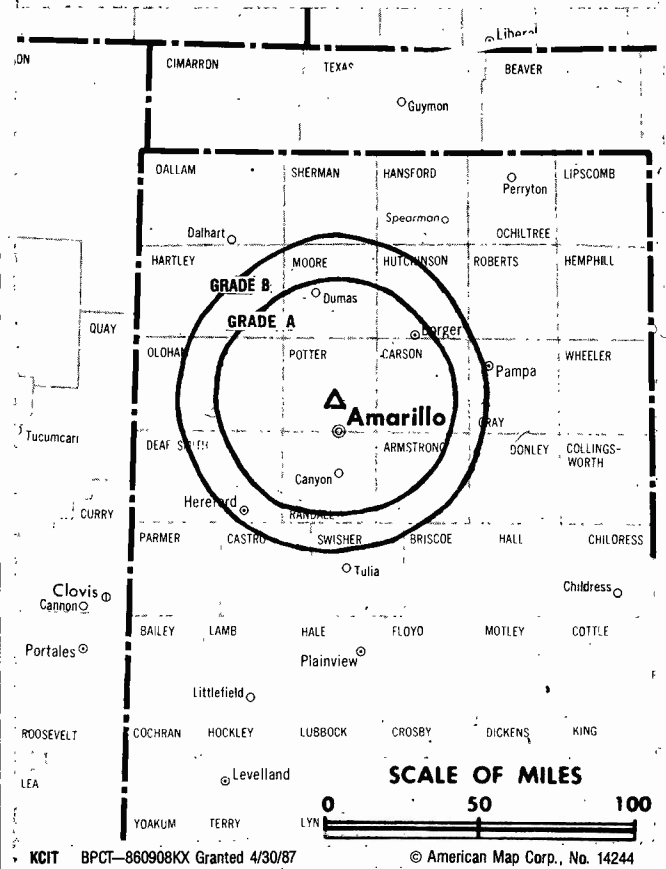
Neva Briney, Business Manager.

Highest 30 Sec. Rate: \$400.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Armstrong	800	800	100
	Carson	2,400	2,400	100
	Dallam	2,200	2,200	100
	Deaf Smith	6,300	6,200	98
	Gray	9,500	9,400	99
	Hartley	1,300	1,300	100
	Hutchinson	9,700	9,700	100
	Moore	6,200	6,200	100
	Oldham	700	700	100
	Potter	38,900	38,600	99
Randall	36,000	35,900	100	
Sherman	1,100	1,100	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO			
	Curry	15,600	15,200	98
	TEXAS			
	Childress	2,500	2,500	100
	Collingsworth	1,600	1,600	100
	Donley	1,600	1,600	100
	Hansford	2,200	2,200	100
	Parmer	3,200	3,200	100
	Roberts	400	400	100
	Swisher	3,100	3,100	100
Between 5-24%	NEW MEXICO			
	Union	1,700	1,600	94
	OKLAHOMA			
	Texas	6,200	6,100	98
	TEXAS			
	Briscoe	900	900	100
	Castro	3,100	3,100	100
	Cottle	1,000	1,000	100
	Hall	1,700	1,700	100
	Hemphill	1,500	1,500	100
Ochiltree	3,300	3,300	100	
Station Totals		164,700	163,500	99
Net Weekly Circulation (1992)				89,600
Average Daily Circulation (1992)				40,600

Texas—Amarillo

KFDA-TV Ch. 10

Network Service: CBS.

Licensee: Panhandle Telecasting Co., Gen. Partnership, Box 1400, Amarillo, TX 79189-1400.

Studio: Broadway at Cherry Ave., Amarillo, TX 79108.

Mailing Address: Box 1400, Amarillo, TX 79189-1400.

Telephones: 806-383-2226; 806-383-8262. TWX: 910-898-4124.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"
Longitude 101° 50' 42"

Transmitter: Broadway St. at Cherry Ave., Amarillo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 4.6-meter Ku-band; Harris, 5-meter, Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta, Andrew receivers.

News Services: AP, CBS.

Ownership: Panhandle Telecasting Co., Gen. Partnership.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to Midessa Cablevision by Bass Bcstg. approved by FCC Aug. 20, 1976. Sale of 50% by Midessa Television Inc. to Lawton Cablevision Inc. approved Feb. 27, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Gardner, Carton & Douglas.

Personnel:

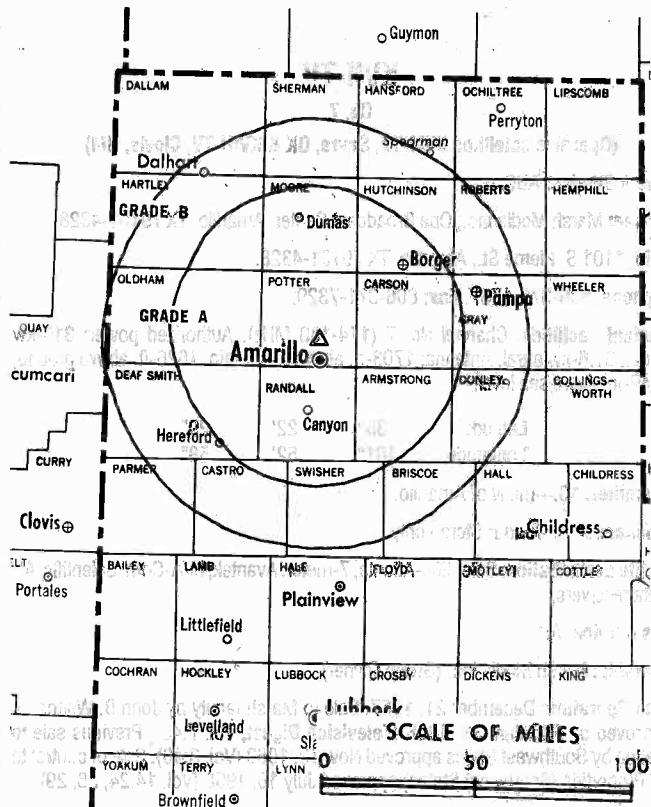
Mike Lee, Station Manager.
Joyce Austin, National Sales Manager.
Walt Howard, News Director.
D'Anne Bynum, Promotion & Marketing Director.
Don Long, Business Manager.
Tim Winn, Chief Engineer.
Wade Davis, Production Manager.

Rates: On request.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Morton	1,300	1,300	100
	Seward	6,700	6,600	99
	NEW MEXICO			
	Curry	15,600	15,200	98
	Quay	4,400	4,200	95
	Union	1,700	1,600	94
	OKLAHOMA			
	Cimarron	1,500	1,500	100
	Texas	6,200	6,100	98
TEXAS				
Armstrong	800	800	100	
Briscoe	900	900	100	
Carson	2,400	2,400	100	
Castro	3,100	3,100	100	
Childress	2,500	2,500	100	
Collingsworth	1,600	1,600	100	
Cottle	1,000	1,000	100	



KFDA-TV BPCT-801024KF Granted 12/20/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dallam	2,200	2,200	100
	Deaf Smith	6,300	6,200	98
	Donley	1,600	1,600	100
	Gray	9,500	9,400	99
	Hall	1,700	1,700	100
	Hansford	2,200	2,200	100
	Hartley	1,300	1,300	100
	Hemphill	1,500	1,500	100
	Hutchinson	9,700	9,700	100
	Lipscomb	1,200	1,200	100
	Moore	6,200	6,200	100
	Ochiltree	3,300	3,300	100
	Oldham	700	700	100
	Parmer	3,200	3,200	100
	Potter	38,900	38,600	99
	Randall	36,000	35,900	100
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,100	3,100	100	
Wheeler	2,600	2,500	96	
Between 25-49%	TEXAS			
	Hardeman	2,100	2,100	100
	Motley	700	700	100
Between 5-24%	NEW MEXICO			
	Harding	400	400	100
	Roosevelt	6,100	5,900	97
OKLAHOMA				
Beaver	2,600	2,600	100	
Ellis	1,900	1,800	97	
Station Totals		196,200	194,300	99
Net Weekly Circulation (1992)				153,700
Average Daily Circulation (1992)				87,000

Texas—Amarillo

KVII-TV

Ch. 7

(Operates satellites KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

Studio: 1101 S. Pierce St., Amarillo, TX 79101-4328.

Telephone: 806-373-1787. Fax: 806-371-7329.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

Latitude 35° 22' 29"
Longitude 101° 52' 58"

Transmitter: 10.4-mi. N of Amarillo.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: December 21, 1957. Sale to Marsh family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (Television Digest, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

James R. McCormick, President & General Manager.
John W. Patrick, General Sales Manager.
Steve Pritchett, News Director.
John Morales, Promotion Director.
William R. Canady, Director of Engineering.
Tuesday Chapman, Business Manager.
Jackie Smith, Production Manager.

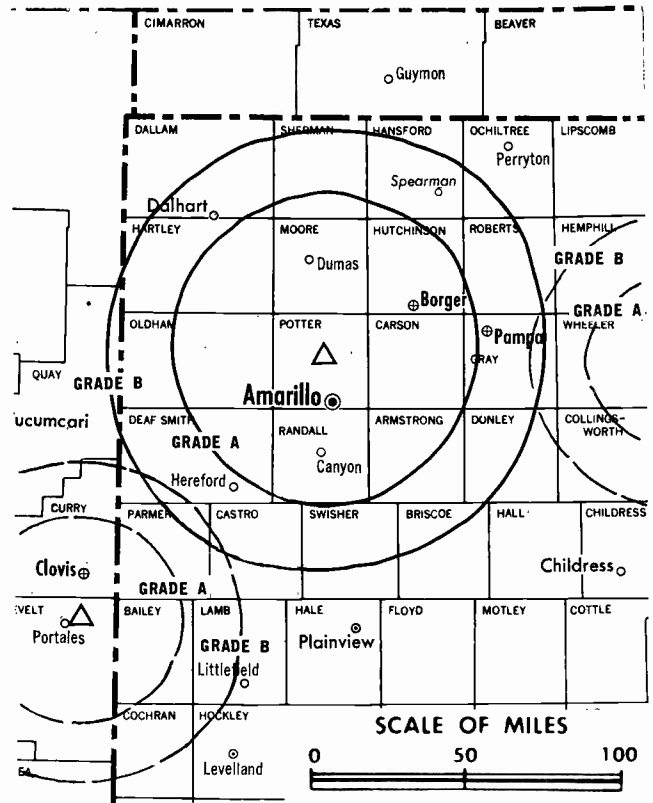
Rates: On request.

Arbitron Data: Figures include KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM.

City of License: Amarillo. ADI: Amarillo. Rank: 128.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Morton	1,300	1,300	100
	Seward	6,700	6,600	99
	NEW MEXICO			
	Curry	15,600	15,200	98
	Quay	4,400	4,200	95
	Roosevelt	6,100	5,900	97
	Union	1,700	1,600	94
	OKLAHOMA			
	Beckham	7,600	7,500	99
	Cimarron	1,500	1,500	100
	Harmon	1,600	1,600	100
	Roger Mills	1,700	1,700	100
	Texas	6,200	6,100	98
TEXAS				
Armstrong	800	800	100	
Bailey	2,600	2,600	100	
Briscoe	900	900	100	
Carson	2,400	2,400	100	
Castro	3,100	3,100	100	



KVII-TV BPCT-4170 Granted 4/2/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Collingsworth	1,600	1,600	100
	Cottle	1,000	1,000	100
	Dallam	2,200	2,200	100
	Deaf Smith	6,300	6,200	98
	Donley	1,600	1,600	100
	Gray	9,500	9,400	99
	Hall	1,700	1,700	100
	Hansford	2,200	2,200	100
	Hartley	1,300	1,300	100
	Hemphill	1,500	1,500	100
	Hutchinson	9,700	9,700	100
	Lipscomb	1,200	1,200	100
	Moore	6,200	6,200	100
	Ochiltree	3,300	3,300	100
	Oldham	700	700	100
	Parmer	3,200	3,200	100
	Potter	38,900	38,600	99
Randall	36,000	35,900	100	
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,100	3,100	100	
Wheeler	2,600	2,500	96	
Between 25-49%	NEW MEXICO			
	De Baca	1,000	1,000	100
	OKLAHOMA			
Beaver	2,600	2,600	100	
Kiowa	4,800	4,800	99	
Between 5-24%	NEW MEXICO			
Harding	400	400	100	
(Continued on page A-1174)				
Station Totals		254,300	252,100	99
Net Weekly Circulation (1992)				185,400
Average Daily Circulation (1992)				117,800

Texas—Austin

KBVO-TV
Ch. 42

Network Service: Fox.

Licensee: Austin Television, Drawer 2728, Austin, TX 78768.

Studio: 10700 Metric Blvd., Austin, TX 78758.

Mailing Address: Box 2728, Austin, TX 78768-2728.

Telephone: 512-835-0042. **Fax:** 512-837-6753.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 10"
Longitude 97° 48' 06"

Transmitter: 2724-B Trail of the Madrones.

Satellite Earth Stations: Harris, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Chapparral, 3.5-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, CNN, Fox News.

Ownership: Austin Television.

Began Operation: December 4, 1983.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

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

Personnel:

Steve Beard, General Manager.

Ray McEachern, Station Manager.

Joseph Killebrew, General Sales Manager.

Patsy Hoffman, National Sales Coordinator.

Jim Wynn, Chief Engineer.

Cindie Brooks, News & Public Affairs.

Lori Leamons, Promotion Director.

Rates: On request.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 66.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS			
	Bastrop	14,300	14,000	98
	Blanco	2,600	2,600	100
	Burnet	10,000	9,900	99
	Caldwell	9,300	9,100	98
	Hays	22,500	22,200	99
	Lampasas	5,600	5,500	98
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98



KBVO-TV BMRCT-830425KG Granted 5/23/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Travis	239,800	237,500	99
	Williamson	48,400	47,800	99
Between 25-49%				
	TEXAS			
	Bell	68,400	67,800	99
	Coryell	17,500	17,300	99
	Fayette	8,200	7,900	96
	Gonzales	6,400	6,300	98
	Lavaca	7,200	7,000	97
	Milam	8,700	8,500	98
Between 5-24%				
	TEXAS			
	Burleson	5,300	5,200	98
	Colorado	7,100	7,000	99
	Gillespie	6,900	6,700	97
	Guadalupe	23,300	23,000	99
	Mason	1,500	1,500	100
	Robertson	5,900	5,800	98
	San Saba	2,300	2,300	100
	Wilson	7,600	7,400	97
Station Totals		539,100	532,400	99
Net Weekly Circulation (1992)				310,200
Average Daily Circulation (1992)				142,100

Texas—Austin

KTBC-TV

Ch. 7

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

Studio: 119 E. 10th St., Austin, TX 78701.

Telephone: 512-476-7777. **TWX:** 910-874-1301. **Fax:** 512-495-7001.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1261-ft. above av. terrain, 1077-ft. above ground, 1977-ft. above sea level.

Latitude 30° 18' 36"
Longitude 97° 47' 33"

Transmitter: Mount Larson, 4-mi. NW of State Capitol building.

Satellite Earth Stations: Prodelin, 3.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.6-meter.

News Services: AP, CBS, NIWS.

Ownership: Times Mirror Broadcasting (Group Owner).

Began Operation: November 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (*Television Digest*, Vol. 12:37; 13:37).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

Jack Harrison, President & Chief Executive Officer.

Stephen McDonald, General Sales Manager.

Londa Trial, Program Director.

Stan Teater, Promotion Director.

Tim Gardner, News Director.

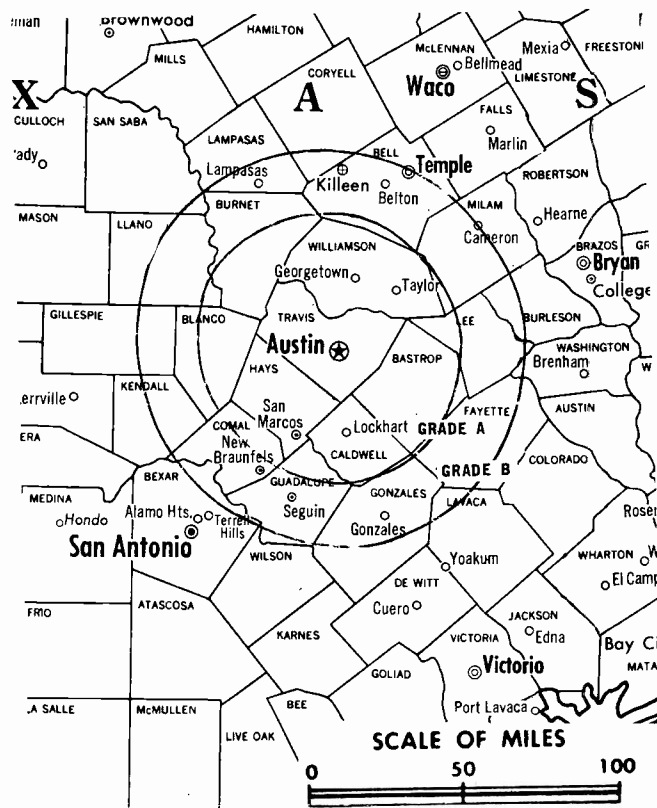
Mario Lazzari, Chief Engineer.

Rates: On request.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 66.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	14,300	14,000	98
	Blanco	2,600	2,600	100
	Burnet	10,000	9,900	99
	Caldwell	9,300	9,100	98
	Fayette	8,200	7,900	96
	Gillespie	6,900	6,700	97



KTBC-TV BPC—861029KW Granted 11/24/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hays	22,500	22,200	99
	Lampasas	5,600	5,500	98
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98
	Mason	1,500	1,500	100
	Travis	239,800	237,500	99
	Williamson	48,400	47,800	99
BETWEEN 25-49%	TEXAS			
	Burleson	5,300	5,200	98
	Gonzales	6,400	6,300	98
	Lavaca	7,200	7,000	97
	San Saba	2,300	2,300	100
BETWEEN 5-24%	TEXAS			
	Bell	68,400	67,800	99
	Colorado	7,100	7,000	99
	Coryell	17,500	17,300	99
Robertson	5,900	5,800	98	
Station Totals		508,200	502,000	99
Net Weekly Circulation (1992)			354,900	
Average Daily Circulation (1992)			214,200	

Texas—Austin

KVUE-TV

Ch. 24

Network Service: ABC.

Licensee: KVUE-TV Inc., Box 9927, Austin, TX 78766.

Studio: 3201 Steck Ave., Austin, TX 78758.

Telephone: 512-459-6521. **Fax:** 512-467-7503

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above-ground, 2049-ft. above-sea level.

Latitude 30° 19' 21"
Longitude 97° 48' 10"

Transmitter: On hill W of Trail of the Madrones Rd., near Austin.

Multichannel TV Sound: Stereo only

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: September 12, 1971. Sale to present owner by Evening News Assn. approved by FCC Jan. 13, 1986 (*Television Digest*, Vol. 26:3). Sale to Evening News by Tolbert Foster, Allen Shivers, et al., approved Sept. 8, 1978 (Vol. 18:21, 38).

Represented (sales): Petry Television Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

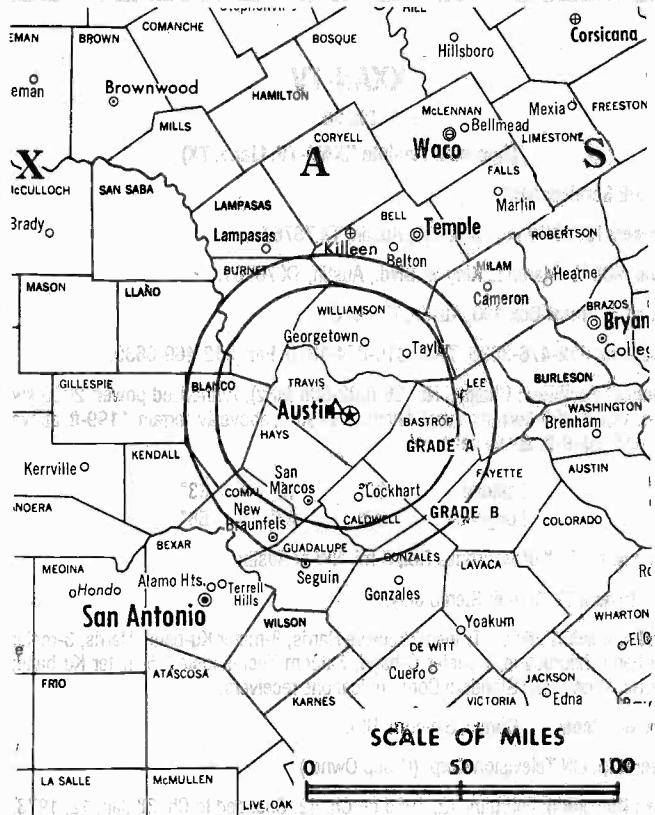
- Ardyth Diercks**, Vice President & General Manager.
- Sam Rosenwasser**, General Sales Manager.
- Michael J. Wenglar**, Vice President, Engineering.
- Eve Vickers**, Vice President & Business Manager.
- Carole Kneeland**, Vice President & News Director.
- Pat Crovisier**, Vice President, Human Resources & Community Affairs.
- Diane Downey**, Local Sales Manager.
- Debbie Brizendine**, National Sales Manager.
- Rick Muir**, Operations Manager.
- Mark Zacharias**, Marketing Director.
- Robert Taylor**, Traffic Manager.
- David Little**, Production Manager.
- Theresa Amaya**, Community Service Manager.
- Craig Bean**, Programming Coordinator.

Rates: On request.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 66.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bastrop	14,300	14,000	98
	Blanco	2,600	2,600	100
	Burnet	10,000	9,900	99
	Caldwell	9,300	9,100	98
	Gillespie	6,900	6,700	97



KVUE-TV BMPCT-7272 Granted 8/2/71 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hays	22,500	22,200	99
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98
	Mason	1,500	1,500	100
	Travis	239,800	237,500	99
Williamson	48,400	47,800	99	
TEXAS				
Between 25-49%	Burleson	5,300	5,200	98
	Fayette	8,200	7,900	96
	Lampasas	5,600	5,500	98
	Milam	8,700	8,500	98
TEXAS				
Between 5-24%	Bell	68,400	67,800	99
	Coryell	17,500	17,300	99
	Gonzales	6,400	6,300	98
	Guadalupe	23,300	23,000	99
	Lavaca	7,200	7,000	97
	Robertson	5,900	5,800	98
	San Saba	2,300	2,300	100
	Washington	9,600	9,300	97
	Wilson	7,600	7,400	97
Station Totals		541,600	534,700	99
Net Weekly Circulation (1992)				328,400
Average Daily Circulation (1992)				179,600

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Texas—Austin

KXAN-TV

Ch. 36

(Operates satellite KXAM-TV, Llano, TX)

Network Service: NBC.

Licensee: KXAN-TV Inc., Box 490, Austin, TX 78767.

Studio: 908 W. Martin L. King Jr. Blvd., Austin, TX 78701.

Mailing Address: Box 490, Austin, TX 78767.

Telephone: 512-476-3636. **TWX:** 910-874-1370. **Fax:** 512-469-0630.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd., 5-mi. NW of Austin.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Satcom Technologies, 5-meter Ku-band; Harris, Microdyne, Standard Communications receivers.

News Services: AP, Conus, Skycam, UPI.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: February 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (Television Digest, Vol. 18:16, 17).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Douglas DeLawder, P.C.

Personnel:

- Jane Wallace, General Manager.
- Bob Stettner, General Sales Manager.
- Gwen Kinsey, National Sales Manager.
- George Csahanin, Director of Engineering.
- Henry Chu, News Director.
- Margaret Mohr, Promotion Director.
- Ruth Cherry, Business Manager.

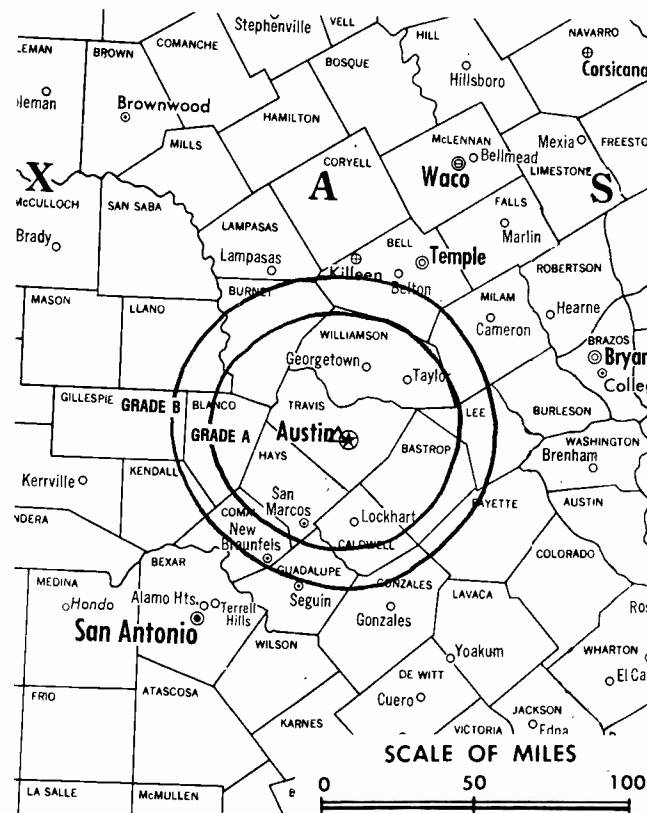
Highest 30 Sec. Rate: \$2500.

Arbitron Data: Figures include KXAM-TV, Llano, TX.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 66.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	14,300	14,000	98
	Blanco	2,600	2,600	100



KXAN-TV BPCT-900329KE Granted 4/10/90

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Burnet	10,000	9,900	99
	Caldwell	9,300	9,100	98
	Fayette	8,200	7,900	96
	Hays	22,500	22,200	99
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98
	Mason	1,500	1,500	100
Between 25-49%	TEXAS			
	Burleson	5,300	5,200	98
	Gillespie	6,900	6,700	97
	Lampasas	5,600	5,500	98
Between 5-24%	TEXAS			
	Brazos	46,000	45,400	99
	Colorado	7,100	7,000	99
	Lavaca	7,200	7,000	97
	Milam	8,700	8,500	98
Station Totals		461,900	456,000	99
Net Weekly Circulation (1992)				316,500
Average Daily Circulation (1992)				168,000

Texas—Baytown

KRTW

Ch. 57

Network Service: None, independent.

Licensee: Pray Inc., 11063 Shady Trail, Dallas, TX 75229.

Studio: 3737 Red Bluff Rd., Pasadena, TX 77503.

Telephones: 713-473-5585; 713-337-4433.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1919-ft. above av. terrain, 1932-ft. above ground, 1909-ft. above sea level.

Latitude 29° 17' 56"
Longitude 95° 14' 11"

Transmitter: 4-mi. SE of corner of Springtown Rd. & Hwy. 35, 8-mi. S of Alvin.

Multichannel TV Sound: Stereo only.

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

Ownership: Pray Inc.

Began Operation: May 18, 1988.

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

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

Personnel:

Eldred Thomas, General Manager.

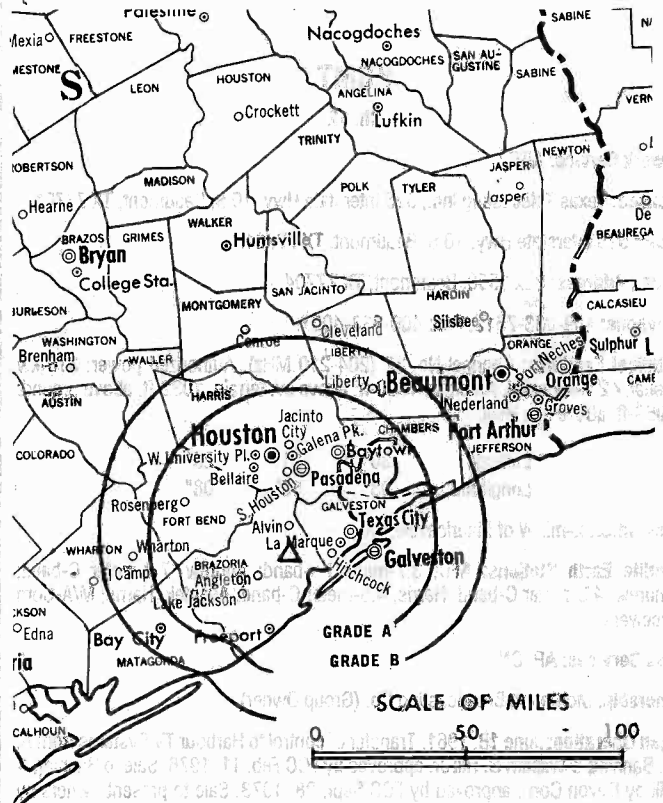
Ruben Mendez, Station & General Sales Manager.

Ron Brown, Chief Engineer.

Nathan Williams, Program Director.

Highest 30 Sec. Rate: \$150.

Class	Day	Time	Rate	Comments
1	MON-FRI	6:00-7:00	150.00	Local News
2	MON-FRI	7:00-8:00	150.00	Local News
3	MON-FRI	8:00-9:00	150.00	Local News
4	MON-FRI	9:00-10:00	150.00	Local News
5	MON-FRI	10:00-11:00	150.00	Local News
6	MON-FRI	11:00-12:00	150.00	Local News
7	MON-FRI	12:00-1:00	150.00	Local News
8	MON-FRI	1:00-2:00	150.00	Local News
9	MON-FRI	2:00-3:00	150.00	Local News
10	MON-FRI	3:00-4:00	150.00	Local News
11	MON-FRI	4:00-5:00	150.00	Local News
12	MON-FRI	5:00-6:00	150.00	Local News
13	SAT	6:00-7:00	150.00	Local News
14	SAT	7:00-8:00	150.00	Local News
15	SAT	8:00-9:00	150.00	Local News
16	SAT	9:00-10:00	150.00	Local News
17	SAT	10:00-11:00	150.00	Local News
18	SAT	11:00-12:00	150.00	Local News
19	SAT	12:00-1:00	150.00	Local News
20	SAT	1:00-2:00	150.00	Local News
21	SAT	2:00-3:00	150.00	Local News
22	SAT	3:00-4:00	150.00	Local News
23	SAT	4:00-5:00	150.00	Local News
24	SAT	5:00-6:00	150.00	Local News
25	SUN	6:00-7:00	150.00	Local News
26	SUN	7:00-8:00	150.00	Local News
27	SUN	8:00-9:00	150.00	Local News
28	SUN	9:00-10:00	150.00	Local News
29	SUN	10:00-11:00	150.00	Local News
30	SUN	11:00-12:00	150.00	Local News



KRTW 8PCT-900612KF Granted 8/30/90 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Baytown. **ADI:** Houston. **Rank:** 11.

Texas—Beaumont-Port Arthur

KBMT

Ch. 12

Network Service: ABC.

Licensee: Texas Telecasting Inc., 525 Interstate Hwy. 10 S, Beaumont, TX 77701.

Studio: 525 Interstate Hwy. 10 S, Beaumont, TX 77701.

Mailing Address: Box 1550, Beaumont, TX 77704.

Telephone: 409-833-7512. **Fax:** 409-833-4007.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1032-ft. above ground, 1059-ft. above sea level.

Latitude 30° 11' 26"
Longitude 93° 53' 08"

Transmitter: 2-mi. W of Mauriceville, TX.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Harris, 4.5-meter C-band; Avantek, Harris, M/A-Corn receivers.

News Services: AP, CNN.

Ownership: McKinnon Broadcasting Co. (Group Owner).

Began Operation: June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (*Television Digest*, Vol. 16:27).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

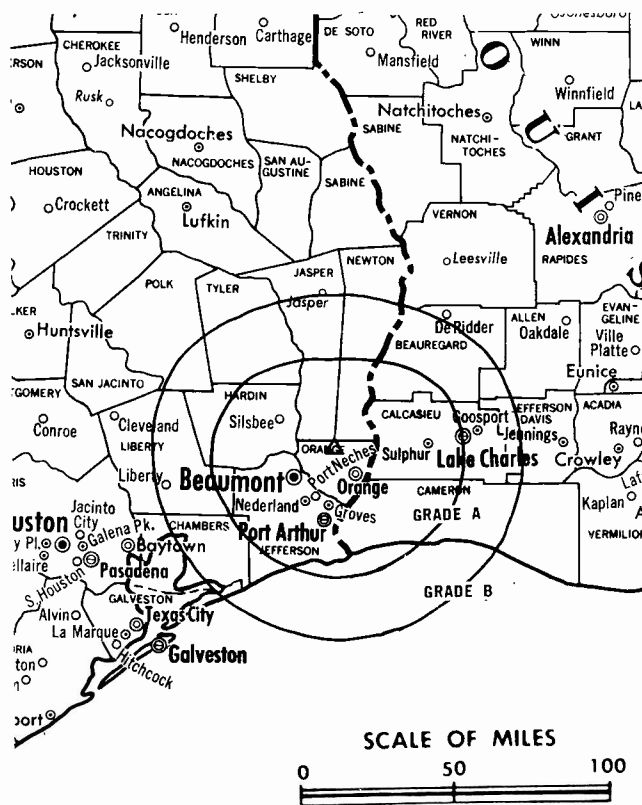
- Michael D. McKinnon, President.
- Tom Michalk, Station and General Sales Manager.
- Bob Wilson, Local Sales Manager.
- Charlene Winter, Regional Sales Manager.
- Jerry Fedell, News Director.
- Gary Smith, Program Director.
- Don Davis, Promotion Director & Production Manager.
- Vernon J. LeJeune, Business Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$425.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 140.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KBMT BPCT-3266 Granted 1/6/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	10,900	10,700	98
	Calcasieu	61,500	61,000	99
	Cameron	3,300	3,300	100
	TEXAS			
	Hardin	14,500	14,300	99
	Jasper	11,900	11,700	98
	Jefferson	90,200	89,700	99
	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
	Tyler	6,900	6,800	98
Between 5-24%	LOUISIANA			
	Vernon	19,000	18,600	98
	TEXAS			
	San Augustine	3,300	3,200	97
Station Totals		255,100	252,600	99
Net Weekly Circulation (1992)				193,100
Average Daily Circulation (1992)				108,600

Texas—Beaumont-Port Arthur

KFDM-TV

Ch. 6

Network Service: CBS.

Licensee: Freedom-TV Sub Inc., Box 7128, Beaumont, TX 77726-7128.

Studio: 2955 Interstate, 10 E, Beaumont, TX 77702.

Mailing Address: Box 7128, Beaumont, TX 77726-7128.

Telephone: 409-892-6622. **Fax:** 409-892-6665.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"
Longitude 93° 58' 44"

Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, TX.

Satellite Earth Stations: Microdyne, 7-meter C-band; RCA Americom, 4.6-meter Ku-band.

News Service: AP.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: April 24, 1955. Sale to present owner by Belo Bcstg. Corp. approved by FCC Dec. 13, 1983 (Television Digest, Vol. 23:42). Sale to Belo by Beaumont Bcstg. Corp. approved by FCC May 1969 (Vol. 9:19).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

- Larry Beaulieu, General Manager.
- C. Rix Garey, General Sales Manager.
- Suzanne Heise Wolfrom, National Sales Manager.
- David Lowell, News Director.
- Karen Agnew, Program Director.
- Gina Hinson, Promotion Director.
- Katherine Read, Business Manager.
- Robert Boggs, Production Director.
- Richard Kihn, Chief Engineer.

Rates: On request

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 140.

Total Households: ©MSI Consumer Market Data as of 1/1/92; TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Cameron	3,300	3,300	100
	TEXAS			
	Hardin	14,500	14,300	99
	Jasper	11,900	11,700	98



KFDM-TV BPCT-3107 Granted 1/30/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	90,200	89,700	99
	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
	Tyler	6,900	6,800	98
Between 25-49%	LOUISIANA			
	Calcasieu	61,500	61,000	99
Between 5-24%	TEXAS			
	San Augustine	3,300	3,200	97
	LOUISIANA			
	Beauregard	10,900	10,700	98
	Sabine	9,400	9,200	97
	Vernon	19,000	18,600	98
	TEXAS			
	Liberty	18,800	18,500	98
Polk	12,400	12,100	98	
Sabine	4,100	4,000	98	
San Jacinto	6,300	6,100	97	
Station Totals		306,100	302,500	99
Net Weekly Circulation (1992)				186,000
Average Daily Circulation (1992)				116,500



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Texas—Port Arthur-Beaumont

KJAC-TV

Ch. 4

Network Service: NBC.

Licensee: Southeast Texas Broadcasting Corp., Box 3257, Port Arthur, TX 77643.

Studio: 2900 17th St., Port Arthur, TX 77642.

Mailing Address: Box 3257, Port Arthur, TX 77643.

Telephone: 409-985-5557. **TWX:** 910-886-5307. **Fax:** 409-985-4927.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"

Longitude 93° 59' 11"

Transmitter: NW of State Rte. 235, 2.8-mi. NE of Vidor.

Satellite Earth Stations: ADM, 3.80-meter Ku-band; Harris, 8-meter Ku-band; Harris, 3.5-meter Ku-band; M/A-Com, 3.8-meter C-band; Harris & M/A-Com receivers.

News Services: AP, NBC, Texas State Network.

Ownership: Price Communications Corp. (Group Owner).

Began Operation: October 22, 1957 equally owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (*Television Digest*, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to Clay Communications approved May 31, 1973. Sale to present owner approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): Seltel Inc.

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

Personnel:

Robert Verde, Vice President & General Manager.

Liz Parigi-Stobart, Local Sales Manager.

Mark Clegg, News Director.

Bob Schnarr, Program Director.

Sarah Ivey, Promotion Director.

Gery Meyer, Business Manager.

J. C. Johnson, Production Manager.

Charles Ravell, Chief Engineer.

Rates: On request.

City of License: Port Arthur. **ADI:** Beaumont-Port Arthur. **Rank:** 140.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	14,500	14,300	99
	Jasper	11,900	11,700	98
	Jefferson	90,200	89,700	99



KJAC-TV BPCT-4322 Granted 5/13/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
	Tyler	6,900	6,800	98
Between 25-49%	LOUISIANA			
	Cameron	3,300	3,300	100
	TEXAS			
	San Augustine	3,300	3,200	97
Between 5-24%	LOUISIANA			
	Beauregard	10,900	10,700	98
	Calcasieu	61,500	61,000	99
	Vernon	19,000	18,600	98
	TEXAS			
	Liberty	18,800	18,500	98
	Polk	12,400	12,100	98
	Sabine	4,100	4,000	98
San Jacinto	6,300	6,100	97	
Station Totals		296,700	293,300	99
Net Weekly Circulation (1992)				162,800
Average Daily Circulation (1992)				93,400

Texas—Big Spring

KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, TX)

Network Service: NBC.

Licensee: Midessa Television Co., Box 708-A, Lawton, OK 73502.

Studio: 2500 Kentucky Way, Big Spring, TX 79720.

Telephone: 905-263-4901.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude 32° 15' 14"
Longitude 101° 26' 44"

Transmitter: 2500 Kentucky Way, Big Spring.

Satellite Earth Stations: 4 in operation; Harris, WA-Corn, Scientific-Atlanta receivers.

News Services: NBC, AP.

Ownership: R. H. Drewry Group (Group Owner); KSWO-TV Co. Inc. (Group Owner).

Began Operation: January 15, 1956. Sale to present owner by James C. Taylor, Receiver, approved by FCC Sept. 9, 1991.

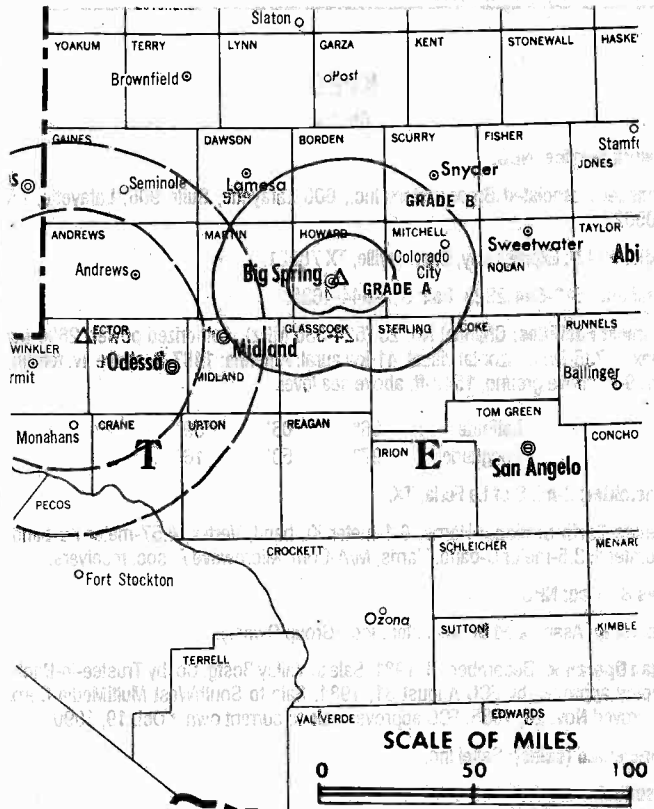
Represented (sales): Seitel Inc.

Personnel:

See KTPX, Odessa, TX.

Rates: Sold in combination with KTPX, Odessa, TX.

Arbitron Data: Included with KTPX, Odessa, TX.



KWAB-TV BMPCT-3267 Granted 8/8/55

© American Map Corp., 14244

City of License: Big Spring. **ADI:** Odessa-Midland. **Rank:** 152

Texas—Brownsville

KVEO
Ch. 23

Network Service: NBC.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 394 N. Expressway, Brownsville, TX 78521.

Telephone: 512-544-2323. **Fax:** 512-544-4636.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"
Longitude 97° 50' 16"

Transmitter: 2-mi. S of La Feria, TX.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Vertex, 4.57-meter Ku-band; Comtech, 3.5-meter C-band; Harris, M/A-Com, Microwave Assoc. receivers.

News Service: NBC.

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: December 18, 1981. Sale to Valley Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC August 31, 1984. Sale to SouthWest MultiMedia Corp. approved Nov. 29, 1985. FCC approved sale to current owner Oct. 19, 1990.

Represented (sales): Settel Inc.

Personnel:

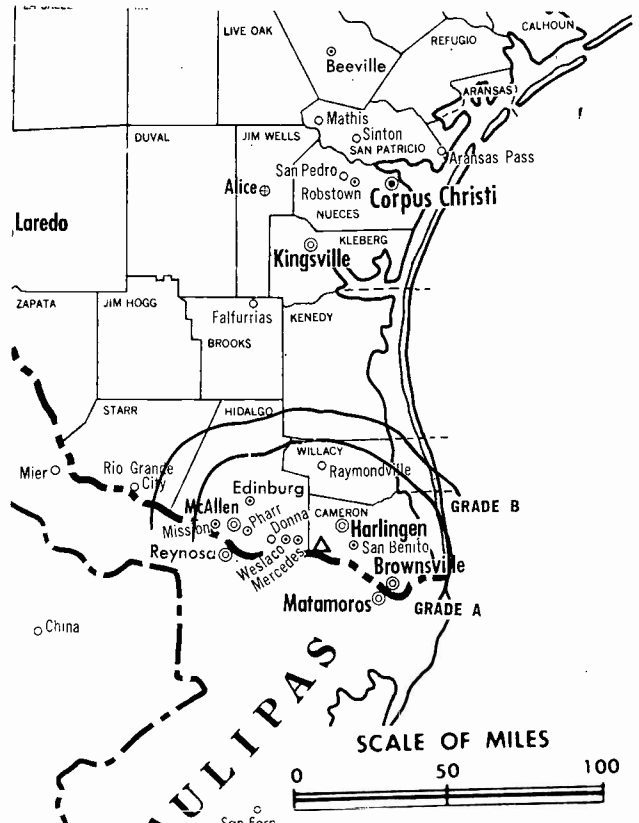
- Patti C. Smith, General Manager.
- Zee Zepeda, Sales Manager.
- John Richards, Sales Manager.
- Johnny Aguilar, Program Director.
- Sherry Wright, Promotion Director.
- Steve Broussard, Production Manager.
- John Ross, Chief Engineer.
- Corina Lopez, Business Manager.
- Morelsa Garza, Traffic Manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$210.

City of License: Brownsville. **ADI:** McAllen-Brownsville. **Rank:** 114.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KVEO BPCT-791029KH Granted 9/16/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Cameron	77,700	76,800	99
	Hidalgo	110,200	108,600	99
	Starr	10,700	10,400	97
	Willacy	5,100	5,000	98
Station Totals		203,700	200,800	99
Net Weekly Circulation (1992)				146,800
Average Daily Circulation (1992)				80,300

Texas—McAllen-Brownsville-Matamoros, Mexico

XHRIO
Ch. 2

Network Service: Telemundo.

Licensee: Ameritex International Media Inc., 2100 Trawood, El Paso, TX 79935.

Studio: 801 Nolana, Suite 201, McAllen, TX 78501.

Mailing Addresses: Box 9112, El Paso, TX 79982; Box 5074, McAllen, TX 78501.

Telephone: 915-595-6700. Fax: 915-598-6073.

Technical Facilities: Channel No. 2 (54.60 MHz). Authorized power: 100-kw vjsual, 20-kw aural. Antenna: 1096-ft. above av. terrain.

Satellite Earth Station: Scientific-Atlanta.

Began Operation: August 3, 1979.

Represented (sales): Telemundo.

Personnel:

John W. Doran, Executive Vice President & General Manager.

Eddie Gongora, Station Manager.

Emmett Wells, General Sales Manager.

Fred Witt, National Sales Manager & Promotion Director.
Travis Truitt, Chief Engineer.

Rates: On request.

ADI: McAllen-Brownsville. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Willacy	5,100	5,000	98

Between 5-24%	TEXAS Cameron	77,700	76,800	99
	Hidalgo	110,200	108,600	99

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Starr	10,700	10,400	97

Station Totals		203,700	200,800	99
Net Weekly Circulation (1992)				43,000
Average Daily Circulation (1992)				22,000

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Willacy	5,100	5,000	98
Between 5-24%	TEXAS Cameron	77,700	76,800	99
	Hidalgo	110,200	108,600	99
Between 5-24%	Starr	10,700	10,400	97
Station Totals		203,700	200,800	99
Net Weekly Circulation (1992)				43,000
Average Daily Circulation (1992)				22,000

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Willacy	5,100	5,000	98
Between 5-24%	TEXAS Cameron	77,700	76,800	99
	Hidalgo	110,200	108,600	99
Between 5-24%	Starr	10,700	10,400	97
Station Totals		203,700	200,800	99
Net Weekly Circulation (1992)				43,000
Average Daily Circulation (1992)				22,000

Texas—Bryan

KBTX-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, TX)

Network Service: CBS.

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, TX 77805.

Studio: 4141 E. 29th St., Bryan, TX 77802.

Telephone: 409-846-7777. **Fax:** 409-846-1490.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"

Longitude 96° 01' 50"

Transmitter: 4-mi. SE of Carlos, TX.

Satellite Earth Stations: AFC, 4-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: KWTX Broadcasting Co. (Group Owner).

Began Operation: May 22, 1957.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

M. N. Bostick, Chairman of the Board.

Thomas G. Pears, President.

Jim Baronet, General Manager.

Jon Boaz, General Sales Manager.

Mike Wright, National Sales Manager.

Steve Sandlin, Chief Engineer.

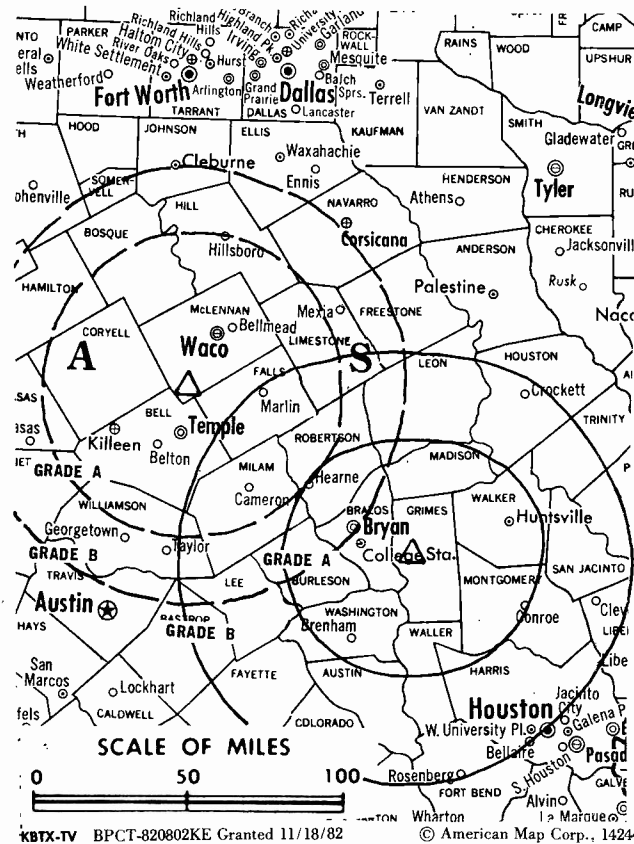
Jeff Braun, News Director.

Rates: On request.

City of License: Bryan. **ADI:** Waco-Temple. **Rank:** 96.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brazos	46,000	45,400	99
	Burleson	5,300	5,200	98
	Grimes	6,000	5,900	98
	Leon	5,300	5,100	97
	Madison	3,500	3,400	97
	Robertson	5,900	5,800	98
	Walker	16,500	16,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	9,600	9,300	97
TEXAS				
Between 25-49%	Houston	8,400	8,200	98
	San Jacinto	6,300	6,100	97
	Trinity	4,800	4,700	98
TEXAS				
Between 5-24%	Austin	7,600	7,400	97
	Freestone	6,200	6,100	98
	Lee	4,700	4,600	98
	Liberty	18,800	18,500	98
	Milam	8,700	8,500	98
	Montgomery	64,100	63,100	98
	Polk	12,400	12,100	98
	Waller	7,400	7,300	99
Station Totals		247,500	242,800	98
Net Weekly Circulation (1992)				110,300
Average Daily Circulation (1992)				63,100

Texas—Conroe

KTFH
Ch. 49

Network Service: None, independent.

Licensee: San Jacinto Television Corp., 256 N. Belt Dr., Suite 49, Houston, TX 77060.

Studio: 256 Sam Houston Pkwy., Houston, TX 77060.

Telephone: 713-820-4900. Fax: 713-820-4840.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4082-kw max. visual. Antenna: Circularly polarized, 1178-ft. above av. terrain, 1204-ft. above ground, 1316-ft. above sea level.

Latitude 30° 15' 45"
Longitude 95° 14' 50"

Transmitter: N of State Rd. 2090, 12-mi. SE of Conroe, 1.05-mi. N of Hwy. 2090.

Satellite Earth Stations: Paraclipse, 4-meter C-band; Paraclipse, 4-meter Ku & C-band; M/A-Com, Houston Tracker receivers.

Ownership: San Jacinto TV Corp., Debtor-in-Possession.

Began Operation: June 16, 1989.

Represented (sales): Katz Television.

Represented (legal): Pepper & Corazzini.

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

Personnel:

Timothy Crosby, General Manager.

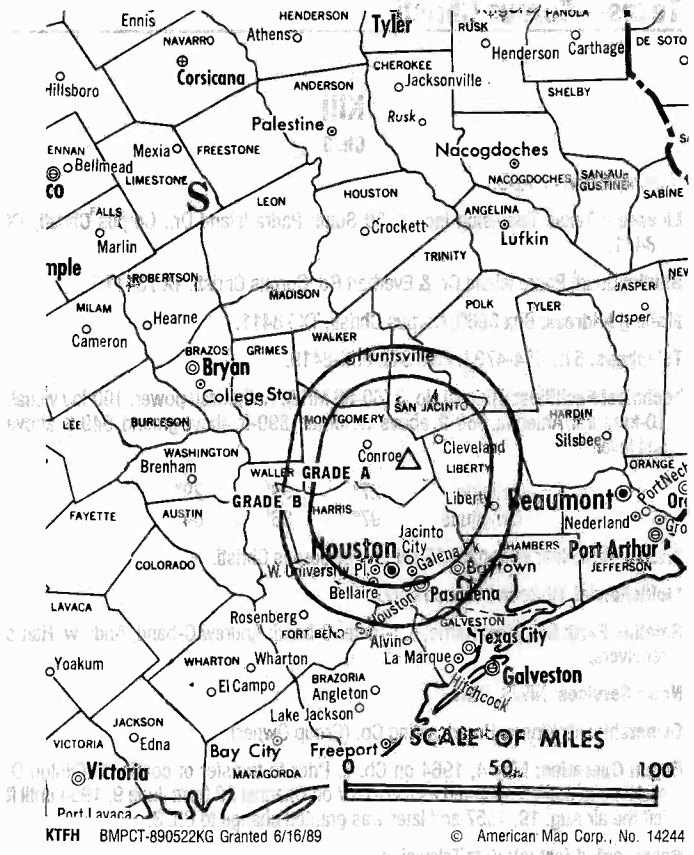
Larry Safir, General Sales Manager.

Calvin Smith, Chief Engineer.

Cynthia Vigil, Business Manager.

Highest 30 Sec. Rate: \$1000.

Class	Rate	Secs.	Spots	Estimate
30	1000	30	1	1000
30	1000	30	2	2000
30	1000	30	3	3000
30	1000	30	4	4000
30	1000	30	5	5000
30	1000	30	6	6000
30	1000	30	7	7000
30	1000	30	8	8000
30	1000	30	9	9000
30	1000	30	10	10000
30	1000	30	11	11000
30	1000	30	12	12000
30	1000	30	13	13000
30	1000	30	14	14000
30	1000	30	15	15000
30	1000	30	16	16000
30	1000	30	17	17000
30	1000	30	18	18000
30	1000	30	19	19000
30	1000	30	20	20000
30	1000	30	21	21000
30	1000	30	22	22000
30	1000	30	23	23000
30	1000	30	24	24000
30	1000	30	25	25000
30	1000	30	26	26000
30	1000	30	27	27000
30	1000	30	28	28000
30	1000	30	29	29000
30	1000	30	30	30000



Arbitron Data: Not available.

City of License: Conroe. **ADI:** Houston. **Rank:** 11.

Texas—Corpus Christi

KIII
Ch. 3

Network Service: ABC.

Licensee: Texas Television Inc., 4750 South Padre Island Dr., Corpus Christi, TX 78411.

Studio: South Padre Island Dr. & Everhart Rd, Corpus Christi, TX 78411.

Mailing Address: Box 6669, Corpus Christi, TX 78411.

Telephone: 512-854-4733. **Fax:** 512-855-8419.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"
Longitude 97° 36' 04"

Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Andrew C-band; Andrew, Harris receivers.

News Services: NIWS, CNN.

Ownership: McKinnon Broadcasting Co. (Group Owner).

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Channel 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- Michael D. McKinnon, President.
- Billy Brotherton, Vice President, Station & General Sales Manager.
- Nancy Yuhasz, National Sales Manager.
- Rob Dean, News Director.
- Kathryn Childers, Promotion & Marketing Director.
- Leonard Roper, Business Manager.
- Fred Hoffman, Chief Engineer.

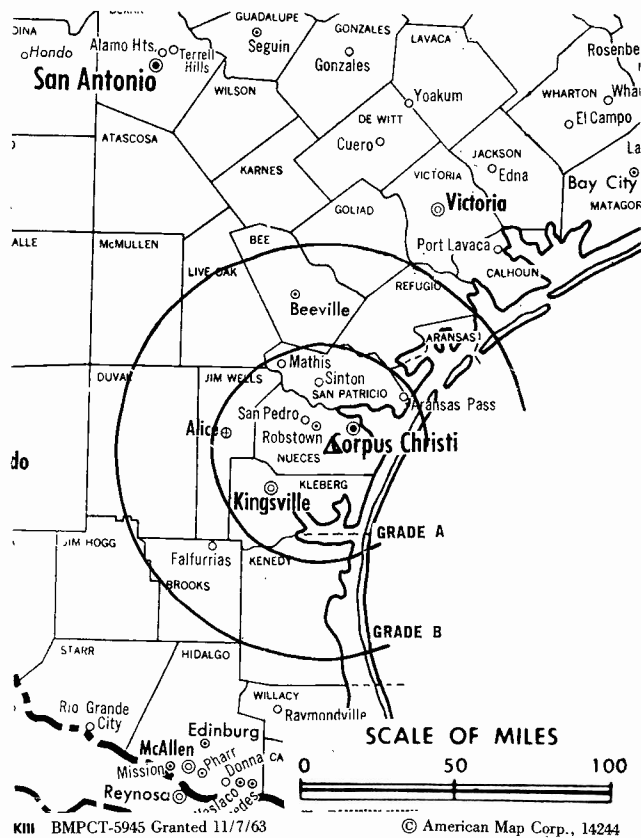
Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$500.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Aransas	7,000	6,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bee	8,800	8,700	98
	Brooks	2,700	2,700	100
	Duval	4,100	4,000	98
	Jim Hogg	1,700	1,700	97
	Jim Wells	12,200	12,000	98
	Kenedy	200	200	100
	Kleberg	10,200	10,100	99
	Live Oak	3,400	3,300	97
	Nueces	102,300	101,200	99
Refugio	3,000	3,000	100	
San Patricio	19,000	18,700	98	
TEXAS				
Between 25-49%	Zapata	3,000	2,900	97
TEXAS				
Between 5-24%	Goliad	2,100	2,100	98
Station Totals		179,700	177,500	99
Net Weekly Circulation (1992)				161,200
Average Daily Circulation (1992)				113,200

Texas—Corpus Christi

KORO
Ch. 28

Network Service: Univision.

Licensee: Telecorpus, Inc., 102 N. Mesquite, Corpus Christi, TX 78401.

Studio: 102 N. Mesquite, Corpus Christi, TX 78401.

Telephone: 512-883-2823. **Fax:** 512-883-2931.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1459-kw max. visual, 146-kw max. aural. Antenna: 762-ft. above av. terrain, 750-ft. above ground, 820-ft. above sea level.

Latitude 27° 45' 11"
Longitude 97° 38' 14"

Transmitter: 2-mi. S of Hwy. 44 on Ch. 10 Rd., 2-mi. SE of Robstown.

Satellite Earth Station: Andrew, 7-meter.

News Service: AP.

Ownership: Telecorpus Inc.

Began Operation: April 13, 1977.

Represented (sales): Univision.

Personnel:

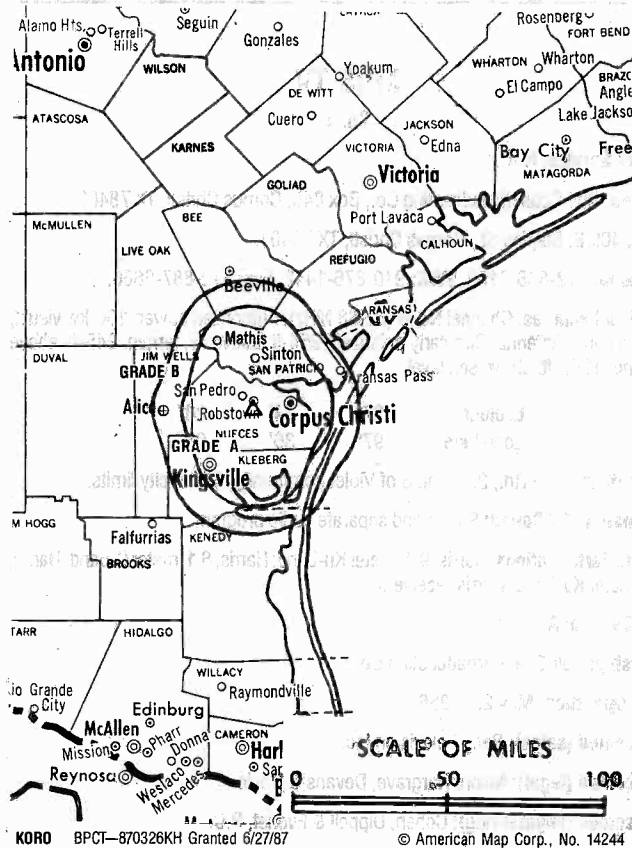
- Servando Caballero, General Manager.
- Suzel Mendieta, Assistant Station Manager.
- Abel Pacheco, General Sales Manager.
- Javier Colmenero, News Director.
- Felipe Franco, Chief Engineer.

Rates: On request.

City of License: Corpus Christi **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS	8,800	8,700	98
	Bee	2,700	2,700	100
	Brooks	4,100	4,000	98
	Duval			



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Jim Wells	12,200	12,000	98
	Kenedy	200	200	100
	Kleberg	10,200	10,100	99
	Nueces	102,300	101,200	99
	Refugio	3,000	3,000	100
	San Patricio	19,000	18,700	98
Station Totals		162,500	160,600	99
Net Weekly Circulation (1992)			22,100	
Average Daily Circulation (1992)			11,200	

Texas—Corpus Christi

KRIS-TV Ch. 6

Network Service: NBC.

Licensee: Gulf Coast Broadcasting Co., Box 840, Corpus Christi, TX 78403.

Studio: 409 S. Staples St., Corpus Christi, TX 78401.

Telephone: 512-886-6100. **TWX:** 910-876-1442. **Fax:** 512-887-6666.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 954-ft. above av. terrain, 945-ft. above ground, 1007-ft. above sea level.

Latitude 27° 44' 28"
Longitude 97° 36' 08"

Transmitter: Violet Rd., 2.94-mi. S of Violet community, SW of city limits.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9.1-meter Ku-band; Harris, 6.1-meter C-band; Harris, 4.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Gulf Coast Broadcasting Co.

Began Operation: May 25, 1956.

Represented (sales): Petry Television Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

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

Personnel:

T. Frank Smith Jr., President & General Manager.

Charlie Brite, General Sales Manager.

Bob White, National Sales Manager.

Steve West, Chief Engineer.

Fred Jordan, News Director.

Susan M. Hines, Business Manager.

Manny Alvarez, Public Service Director.

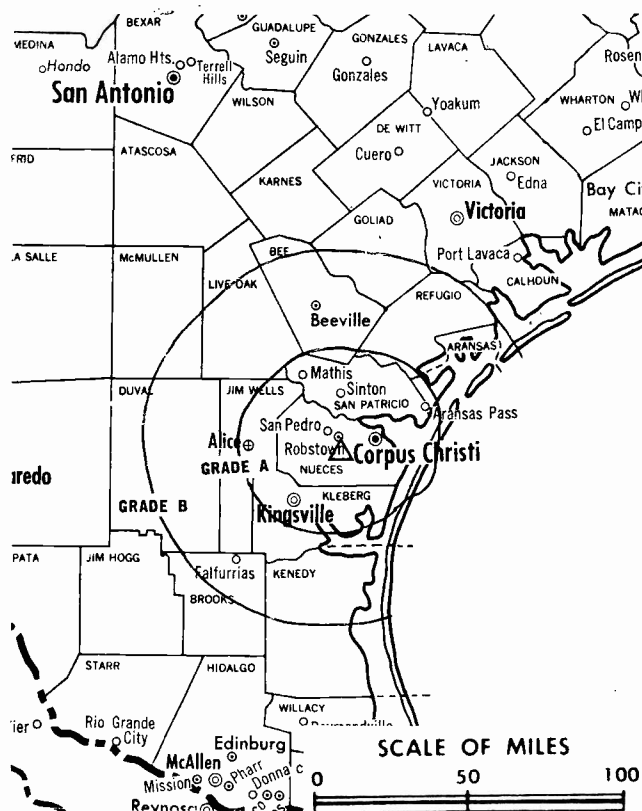
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$600.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,000	6,900	99
	Bee	8,800	8,700	98
	Brooks	2,700	2,700	100



KRIS-TV BPCT-860915KF Granted 11/19/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Duval	4,100	4,000	98
	Jim Hogg	1,700	1,700	97
	Jim Wells	12,200	12,000	98
	Kenedy	200	200	100
	Kleberg	10,200	10,100	99
	Live Oak	3,400	3,300	97
	Nueces	102,300	101,200	99
	Refugio	3,000	3,000	100
	San Patricio	19,000	18,700	98
Between 25-49%	TEXAS			
	Zapata	3,000	2,900	97
Between 5-24%	TEXAS			
	Calhoun	7,000	6,900	99
	Goliad	2,100	2,100	98
Station Totals		186,700	184,400	99
Net Weekly Circulation (1992)				154,000
Average Daily Circulation (1992)				95,300

Texas—Corpus Christi

KZTV

Ch. 10

(Operates satellite KTV, Laredo, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: 301 Artesian St., Corpus Christi, TX 78401.

Mailing Address: Box TV-10, Corpus Christi, TX 78403.

Telephone: 512-883-7070. **Fax:** 512-884-8111.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, TX.

Satellite Earth Stations: 4 in operation; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: KSIX, 1-kw, 1230 kHz (CBS).

News Services: AP, CBS.

Ownership: K-SIX Television Inc.

Began Operation: September 30, 1956.

Represented (sales): Seffel Inc.

Personnel:

Vann M. Kennedy, President & General Manager.

Gene Looper, Program Director.

Jim Bixler, Commercial Manager.

Lester Waters, Chief Engineer.

Walter Furlley, News Director.

Alice Benson, Promotion Director.

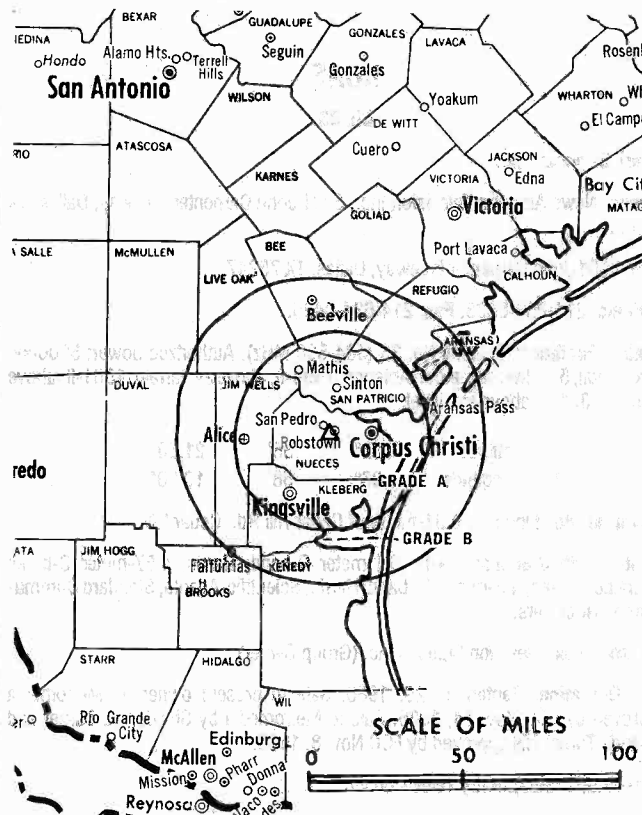
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Corpus Christi, **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,000	6,900	99
	Bee	8,800	8,700	98
	Brooks	2,700	2,700	100
	Duval	4,100	4,000	98
	Jim Hogg	1,700	1,700	97



KZTV BPCT-3299 Granted 3/17/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jim Wells	12,200	12,000	98
	Kenedy	200	200	100
	Kleberg	10,200	10,100	99
	Live Oak	3,400	3,300	97
	Nueces	102,300	101,200	99
	Refugio	3,000	3,000	100
	San Patricio	19,000	18,700	98
Between 25-49%	TEXAS			
	Calhoun	7,000	6,900	99
	Zapata	3,000	2,900	97
Between 5-24%	TEXAS			
	Goliad	2,100	2,100	98
	Victoria	26,500	26,100	98
Station Totals		213,200	210,500	99
Net Weekly Circulation (1992)				153,800
Average Daily Circulation (1992)				89,200

Texas—Dallas

KDAF

Ch. 33

Network Service: Fox.

Licensee: News America Television Inc., 8001 John Carpenter Freeway, Dallas, TX 75247.

Studio: 8001 John Carpenter Freeway, Dallas, TX 75247.

Telephone: 214-634-8833. **Fax:** 214-634-0435.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1696-ft. above av. terrain, 1501-ft. above ground, 2321-ft. above sea level.

Latitude 32° 35' 21.50"
Longitude 96° 58' 10.00"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.57-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Harris, Scientific-Atlanta, Standard Communications receivers.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: September 29, 1980. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Sheldon K. Turner and Nolanda Turner Hill approved by FCC Nov. 8, 1983.

Represented (sales): Petry Television Inc.

Personnel:

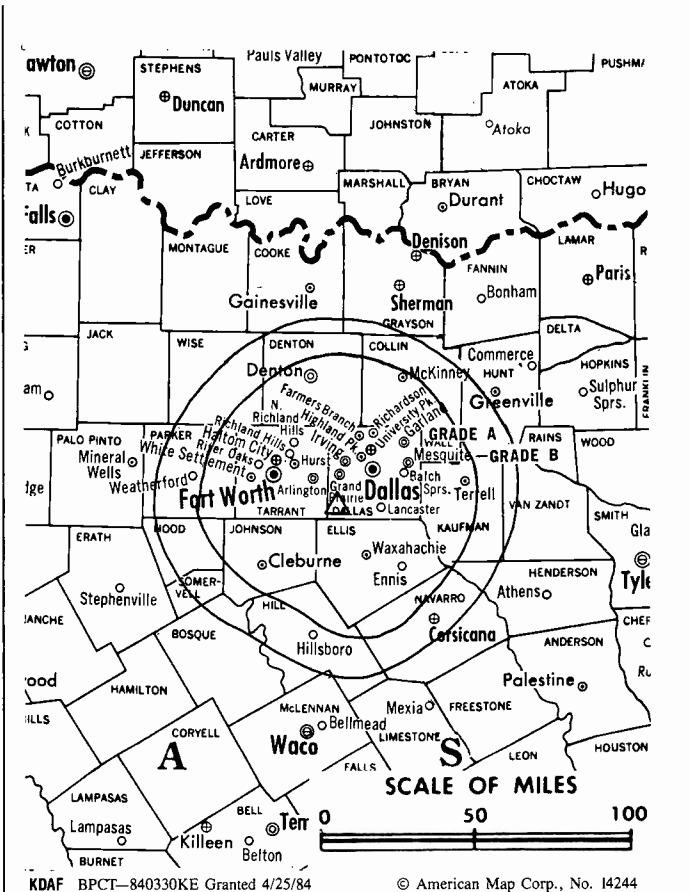
- D. Gayle Brammer, Vice President & General Manager.
- Kathy Saunders, Vice President & General Sales Manager.
- Sheri Germain-Stambaugh, Vice President & Business Manager.
- Bill Munk, Local Sales Manager.
- Ken Murphy, National Sales Manager.
- Carl Cramer, Promotion, Marketing & Creative Services Director.
- Joe Maggio, Chief Engineer.
- Roel Medina, Production & Station Services Manager.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS			
	Collin	91,800	90,900	99
	Dallas	736,000	731,500	99
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Navarro	15,200	15,000	99
	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
	Tarrant	451,300	448,500	99
Between 25-49%				
	TEXAS			
	Cooke	11,800	11,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Erath	11,000	10,900	99
	Fannin	10,000	9,800	98
	Freestone	6,200	6,100	98
	Grayson	37,900	37,500	99
	Hamilton	3,400	3,300	97
	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hunt	25,700	25,400	99
	Limestone	8,300	8,100	98
	Parker	24,500	24,300	99
	Somervell	2,200	2,200	100
	Wise	13,000	12,900	99
Between 5-24%				
	OKLAHOMA			
	Bryan	13,200	13,000	98
	TEXAS			
	Bosque	6,300	6,200	98
	Delta	1,900	1,900	100
	Henderson	23,400	23,000	98
	Hopkins	11,500	11,300	98
	Jack	2,800	2,800	100
	Montague	7,000	6,900	99
	Palo Pinto	9,600	9,500	99
	Van Zandt	15,400	15,200	98
	Wood	11,800	11,600	98
Station Totals		1,769,500	1,755,800	99
Net Weekly Circulation (1992)				880,000
Average Daily Circulation (1992)				347,200

Texas—Dallas-Fort Worth

KDFI-TV
Ch. 27

Network Service: None, independent.

Licensee: Dallas Media Investors Corp.

Studio: 433 Regal Row, Dallas, TX 75247.

Mailing Address: Box 561427, Dallas, TX 75356.

Telephone: 214-637-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Com receivers.

News Services: Southwest Newswire, UPI.

Ownership: Dallas Media Investors Corp., Debtor-in-Possession.

Began Operation: January 26, 1981.

Represented (sales): Adam Young Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

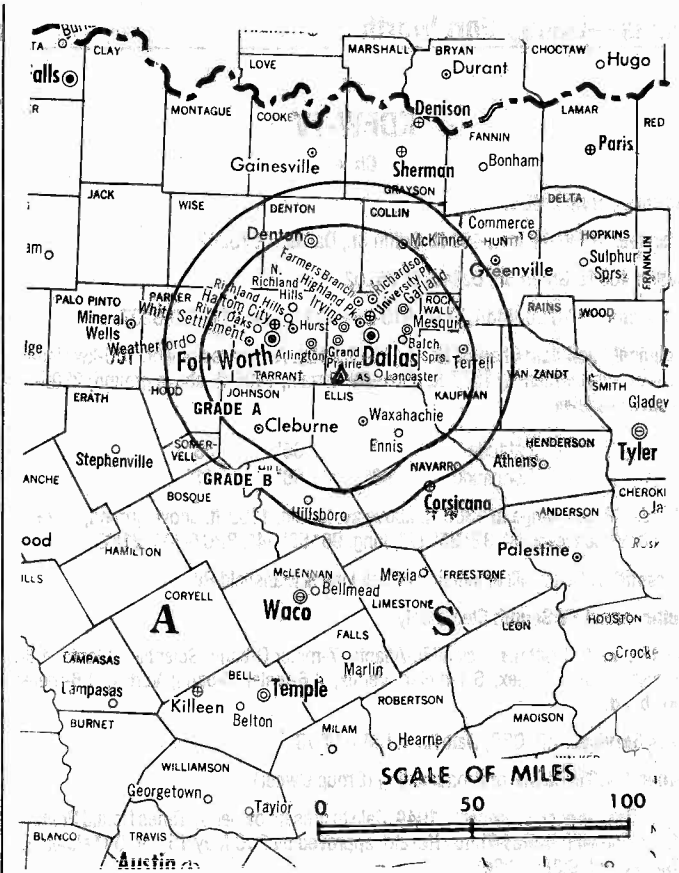
- John A. McKay, President & Chief Executive Officer.
- Mark Lamberti, Vice President & Director of Broadcast Operations.
- Dan Corken, General Sales Manager.
- Joe Zambardino, National Sales Manager.
- Joe Brunke, Chief Engineer.
- Kimberly Sue Jenkins, Promotion Director.
- Raymond Luckey, Business Manager.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Parker ¹	24,500	24,300	99
Between 25-49%	TEXAS Collin	91,800	90,900	99
	Dallas	736,000	731,500	99
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Grayson	37,900	37,500	99
	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hunt	25,700	25,400	99
	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Navarro	15,200	15,000	99



KDFI-TV BPCT—4692 Granted 2/11/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
	Tarrant	451,300	448,500	99
	Van Zandt	15,400	15,200	98
	Wise	13,000	12,900	99
Between 5-24%	OKLAHOMA			
	Bryan	13,200	13,000	98
	Love	3,200	3,200	100
	TEXAS			
	Bosque	6,300	6,200	98
	Cooke	11,800	11,700	99
	Delta	1,900	1,900	100
	Erath	11,000	10,900	99
	Fannin	10,000	9,800	98
	Freestone	6,200	6,100	98
Hamilton	3,400	3,300	97	
Henderson	23,400	23,000	98	
Hopkins	11,500	11,300	98	
Limestone	8,300	8,100	98	
Montague	7,000	6,900	99	
Somervell	2,200	2,200	100	
Wood	11,800	11,600	98	
Station Totals		1,760,300	1,746,700	99
Net Weekly Circulation (1992)				539,000
Average Daily Circulation (1992)				160,400

Texas—Dallas-Fort Worth

KDFW-TV Ch. 4

Network Service: CBS.

Licensee: KDFW-TV Inc., 400 N. Griffin St., Dallas, TX 75202.

Studio: 400 N. Griffin St., Dallas, TX 75202.

Telephone: 214-720-4444. **TWX:** 910-861-4111. **Fax:** 214-720-3207.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1677-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level.

Latitude 32° 35' 06"
Longitude 96° 58' 41"

Holds CP for change to 1306-ft. above av. terrain, 1102-ft. above ground, 1929-ft. above sea level, lat. 32° 35' 17", long. 96° 58' 34". BPCT-900821KE.

Transmitter: Cedar Hill at junction of Belt Line & Mansfield Rds.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 6.1-meter; Vertex, 4.6-meter C-band; Vertex, 4.6-meter Ku-band.

News Services: AP, CBS, DataTime, HMS, NIWS.

Ownership: Times Mirror Broadcasting (Group Owner).

Began Operation: December 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vol. 9:38; 10:20).

Represented (sales): Katz Television.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

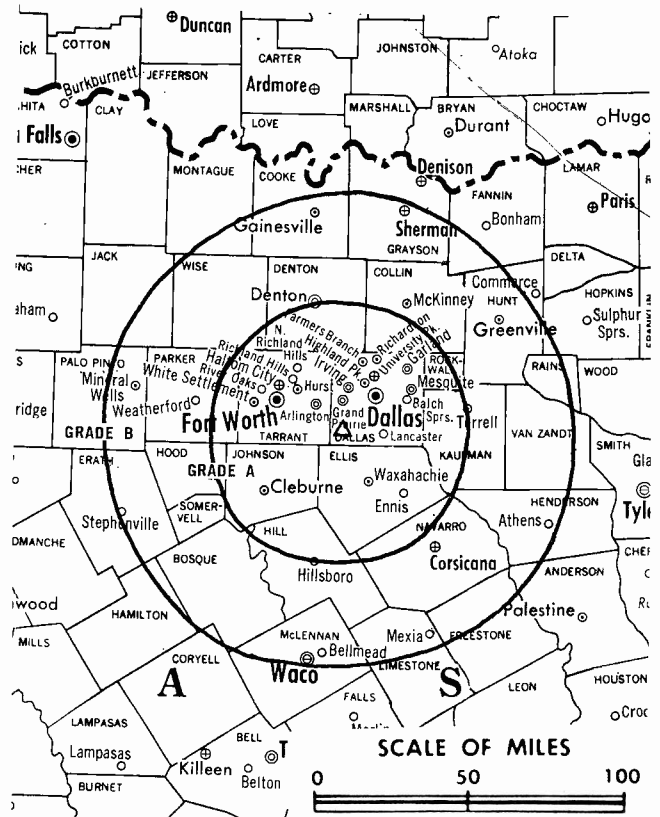
- Jeff Rosser, President & General Manager.
- Mike Sechrist, Vice President, News.
- Frank Gregg, Vice President, Sales.
- Howard Murphy, Vice President, Finance.
- Val Bonnie, Local Sales Manager.
- Rick Thompson, National Sales Manager.
- Karen Hodges, National Sales Manager.
- James D. Withers, Director of Engineering.
- Joe Bell, Program Director.
- Karen Cage, Public Relations Director.
- Ann Rollins, Business Manager.
- Jim Monroe, Marketing Director.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	14,700	14,500	99
	Collin	91,800	90,900	99
	Comanche	5,200	5,100	98
	Cooke	11,800	11,700	99
	Dallas	736,000	731,500	99
	Delta	1,900	1,900	100
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Erath	11,000	10,900	99
	Fannin	10,000	9,800	98
	Freestone	6,200	6,100	98
	Grayson	37,900	37,500	99
	Hamilton	3,400	3,300	97
	Henderson	23,400	23,000	98



KDFW-TV BPCT-881130KF Granted 1/31/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hopkins	11,500	11,300	98
	Hunt	25,700	25,400	99
	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Lamar	17,200	16,700	97
	Limestone	8,300	8,100	98
	Navarro	15,200	15,000	99
	Palo Pinto	9,600	9,500	99
	Parker	24,500	24,300	99
	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
	Smith	58,200	57,600	99
	Somervell	2,200	2,200	100
	Tarrant	451,300	448,500	99
	Van Zandt	15,400	15,200	98
	Wise	13,000	12,900	99
	Wood	11,800	11,600	98

TEXAS				
Between 25-49%	Bosque	6,300	6,200	98
	Cherokee	15,100	14,800	98
	Franklin	3,100	3,000	97
	Jack	2,800	2,800	100
	Montague	7,000	6,900	99
	Red River	5,900	5,800	97
	Titus	8,900	8,800	99
	Young	7,300	7,200	99

OKLAHOMA				
Between 5-24%	Choctaw	6,100	5,900	97

(Continued on page A-1174)

Station Totals	2,097,700	2,079,300	99
Net Weekly Circulation (1992)			1,579,400
Average Daily Circulation (1992)			853,900

Texas—Dallas

KDTX-TV

Ch. 58

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. of Texas Inc., 2823 W. Irving Blvd., Irving, TX 75061.

Studio: 2823 W. Irving Blvd., Irving, TX 75061.

Telephone: 214-313-1333. **Fax:** 214-790-5853.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1437-ft. above av. terrain, 1241-ft. above ground, 2061-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: 1360 W. Belt Line Rd., 0.8-mi. W of Cedar-Hill.

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

SNG Mobile Dish: Andrew, 2.9-meter Ku-band.

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operations: February 9, 1987.

Represented (legal): May & Dunne, Chartered.

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

Personnel:

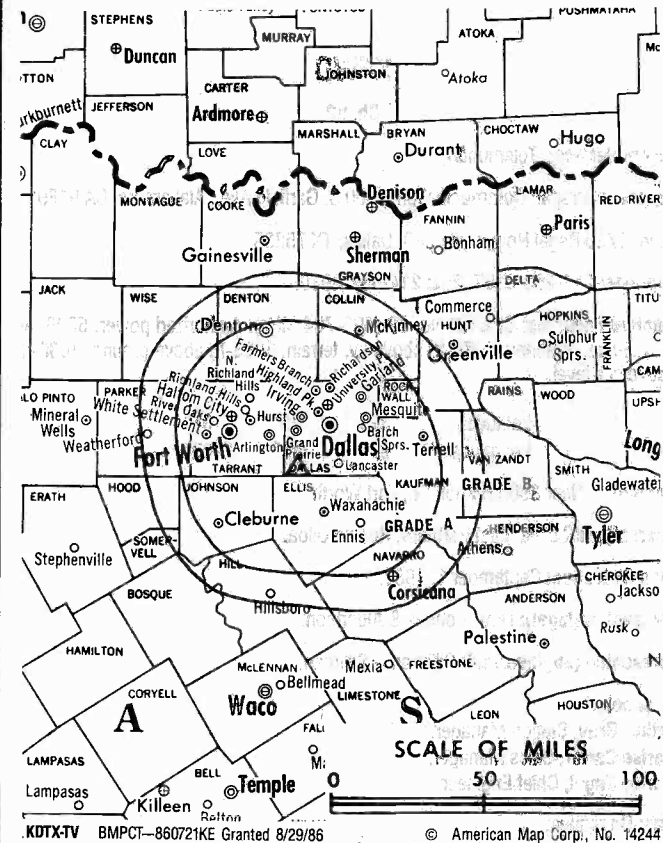
- Phil Crouch, Station Manager.
- Steve Fjordbak, Production Manager.
- Dana Hooper, Public Affairs Director.
- Page Graham, Chief Engineer.

Highest 30 Sec. Rate: \$95.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Erath	11,000	10,900	99
	Hood	12,400	12,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Parker	24,500	24,300	99
	Rockwall	10,000	9,900	99
Station Totals		112,700	111,600	99
Net Weekly Circulation (1992)				49,100
Average Daily Circulation (1992)				19,700

Texas—Fort Worth-Dallas

KFWD

Ch. 52

Network Service: Telemundo.

Licensee: Interspan Communications, 900 S. Garfield Ave., Alhambra, CA 91801.

Studio: 1720 Regal Row, Suite 240, Dallas, TX 75235.

Telephone: 214-263-8137. **Fax:** 214-637-4930.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 5000-kw max. visual. Antenna: 1076-ft. above av. terrain, 1053-ft. above ground, 1680-ft. above sea level.

Latitude	32°	45'	01"
Longitude	97°	16'	07"

Transmitter: Near 3900 Barnett St., Fort Worth.

Ownership: HIC Broadcast Partners; Ronald Ulloa.

Began Operation: September 1, 1988.

Represented (legal): Dow, Lohnes & Albertson.

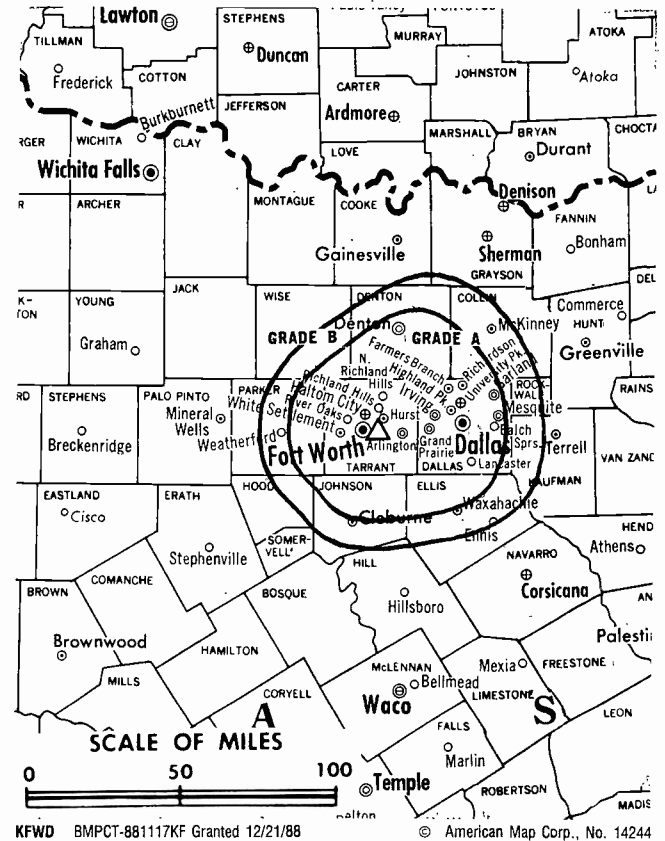
Represented (engineering): Silliman & Silliman.

Personnel:

Arthur Gray, Station Manager.
 Cerise Carter, Sales Manager.
 Harley Engel, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Texas—Fort Worth-Dallas

KTVT
Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., 10111 N. Central Expwy., Dallas, TX 75231.

Studio: 5233 Bridge St., Fort Worth, TX 76103.

Dallas Sales Office: 12222 Merit Dr., Suite 170, Dallas, TX 75251.

Mailing Address: Box 2495, Fort Worth, TX 76113.

Telephones: 817-451-1111 (Fort Worth); 214-770-4411 (Dallas).

Fax: 817-457-1897.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S. of Cedar Hill, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.7-meter C-band; Harris, 3-meter C-band; Vertex receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: September 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (Television Digest, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales): MMT Sales Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

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

Personnel:

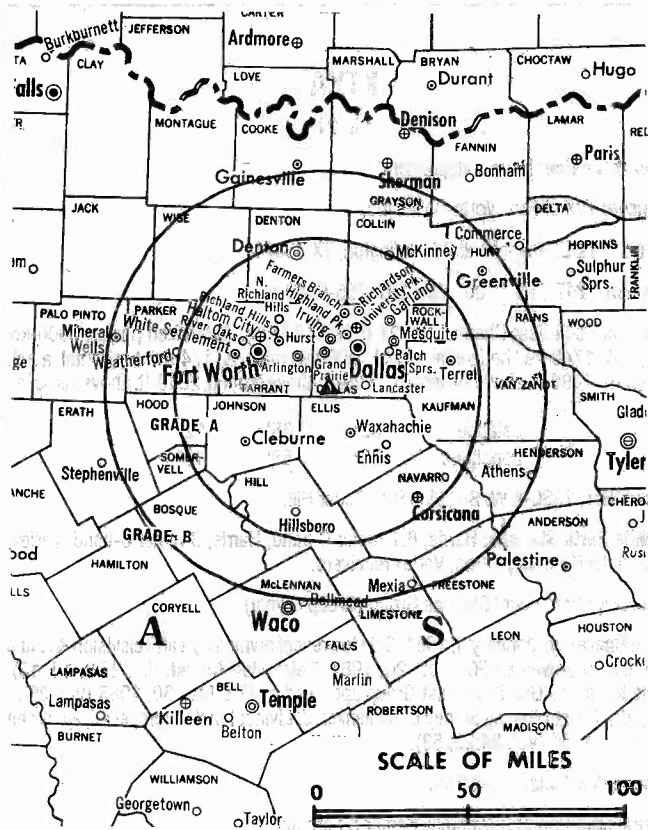
- E. D. Trimble, Executive Vice President & General Manager.
- John Deroche, Director of Sales.
- Brian Jones, Local Sales Manager, Dallas.
- Donna Coomer, Local Sales Manager, Fort Worth.
- Paul Hastaba, National Sales Manager.
- Bill Maples, National Sales Manager.
- Jim Holland, News Director.
- Ken Foote, Program Director.
- Barry Smith, Promotion Director.
- Ed Cuellar, Business Manager.
- Tom Daniels, Chief Engineer.

Highest 30 Sec. Rate: \$6000.

City of License: Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Collin	91,800	90,900	99
	Comanche	5,200	5,100	98
	Dallas	736,000	731,500	99
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Fannin	10,000	9,800	98
	Freestone	6,200	6,100	98
	Grayson	37,900	37,500	99
	Hall	1,700	1,700	100
	Hamilton	3,400	3,300	97
	Henderson	23,400	23,000	98
	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hopkins	11,500	11,300	98



KTVT BPCT-3268 Granted 3/26/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Hunt	25,700	25,400	99
	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Navarro	15,200	15,000	99
	Palo Pinto	9,600	9,500	99
	Parker	24,500	24,300	99
	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
	Tarrant	451,300	448,500	99
	Van Zandt	15,400	15,200	98
	Winkler	2,900	2,900	100
	Wise	13,000	12,900	99

ARKANSAS				
Between 25-49%				
	Polk	6,800	6,600	97
	Union	18,300	18,000	99

OKLAHOMA				
	Bryan	13,200	13,000	98
	Carter	17,100	16,900	99
	Choctaw	6,100	5,900	97
	Comanche	38,800	38,500	99
	Grant	2,300	2,300	100
	Jackson	10,700	10,600	99
	Mc Curtain	12,800	12,500	98
	Murray	4,800	4,800	100
	Tillman	4,000	4,000	100
	Washington	18,300	18,200	99

TEXAS				
	Anderson	14,700	14,500	99
	Andrews	4,900	4,900	100
	Bell	68,400	67,800	99
	Brazos	46,000	45,400	99

(Continued on page A-1174)

Station Totals	3,238,900	3,206,000	99
Net Weekly Circulation (1992)			1,461,900
Average Daily Circulation (1992)			565,100

Texas—Fort Worth-Dallas

KTXA

Ch. 21

Network Service: None, independent.

Licensee: TVX of Fort Worth-Dallas Inc.

Studio: 1712 E. Randol Mill Rd., Arlington, TX 76011.

Telephone: 817-265-2100. **Fax:** 817-265-5949.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740-kw horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: 1360-A W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 3-meter C-band; Vertex, 4.6-meter Ku-band; Harris, Vertex receivers.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: January 4, 1981. Sale to present owners by Taft Television & Radio Co. Inc. approved by FCC Feb. 20, 1987 (*Television Digest*, Vol. 27:9, 14, 15). Sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Sidney L. Schlenker, J. Livingston Kosberg, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seltel Inc.

Represented (legal): Leventhal, Senter & Lerman.

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

Personnel:

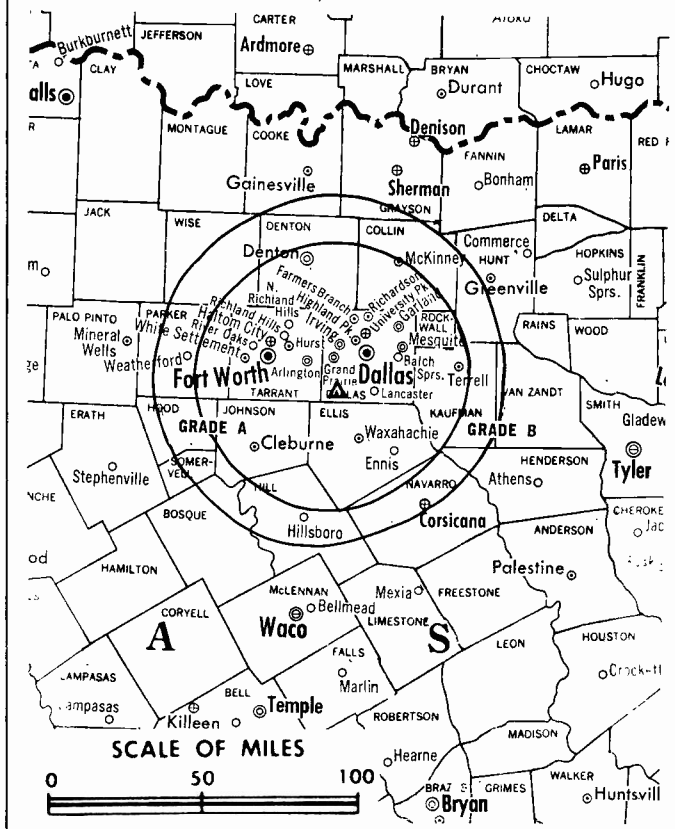
- Walter De Haven, Vice President & General Manager.
- Rick Mills, General Sales Manager.
- Eric Lassberg, Local Sales Manager.
- Greg Pittman, National Sales Manager.
- Tammy Salinas, Program Manager.
- Sue Stuecheli, Business Manager.
- George Delacerda, Chief Engineer.
- Pat O'Connor, Traffic Manager.

Highest 30 Sec. Rate: \$5000.

City of License: Arlington. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Erath	11,000	10,900	99
	Hunt	25,700	25,400	99
	Johnson	35,300	35,000	99
	Navarro	15,200	15,000	99
	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
Between 25-49%	TEXAS			
	Collin	91,800	90,900	99
	Cooke	11,800	11,700	99



KTXA BPCT-4962 Granted 3/31/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Dallas	736,000	731,500	99
	Grayson	37,900	37,500	99
	Henderson	23,400	23,000	98
	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Kaufman	19,500	19,200	98
	Palo Pinto	9,600	9,500	99
	Parker	24,500	24,300	99
	Somervell	2,200	2,200	100
	Tarrant	451,300	448,500	99
	Wise	13,000	12,900	99
	Between 5-24%	OKLAHOMA		
Bryan		13,200	13,000	98
Love		3,200	3,200	100
TEXAS				
Bosque		6,300	6,200	98
Delta		1,900	1,900	100
Fannin		10,000	9,800	98
Freestone		6,200	6,100	98
Hamilton		3,400	3,300	97
Hopkins		11,500	11,300	98
Jack		2,800	2,800	100
Limestone		8,300	8,100	98
Montague	7,000	6,900	99	
Van Zandt	15,400	15,200	98	
Station Totals		1,760,900	1,747,400	99
Net Weekly Circulation (1992)				804,400
Average Daily Circulation (1992)				305,900

Texas—Fort Worth-Dallas

KXAS-TV

Ch. 5

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., Box 1780, Fort Worth, TX 76101-1780.

Studio: 3900 Barnett St., Fort Worth, TX 76101.

Branch Office: 3100 McKinnon St., Suite 370, Dallas, TX 75201.

Mailing Address: Box 1780, Fort Worth, TX 76101-1780.

Telephones: 817-429-5555; 214-745-5555. **TWX:** 910-893-5070.

Fax: 817-654-6362.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1686-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level.

Latitude 32° 35' 15"
Longitude 96° 57' 59"

Transmitter: 1.12-mi. W of Belt Line Rd. & Rte. 67 intersection, Cedar Hill.

News Services: AP, NBC, UPI.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: September 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2; 14:19).

Represented (sales): Blair Television.

Represented (legal): Koteen & Naftalin.

Personnel:

Douglas Adams, President & General Manager.

Patty Parker, General Sales Manager.

Teansie Garfield, National Sales Manager.

Ken Waterman, National Sales Manager.

George Csahánin, Engineering Director.

Dave Overton, News Director.

Brian Hocker, Director, Operations & Programming.

Lee Spieckerman, Director of Advertising & Promotion.

Mary Jane Jacobs, Business Manager.

Mark Dolon, Research Director.

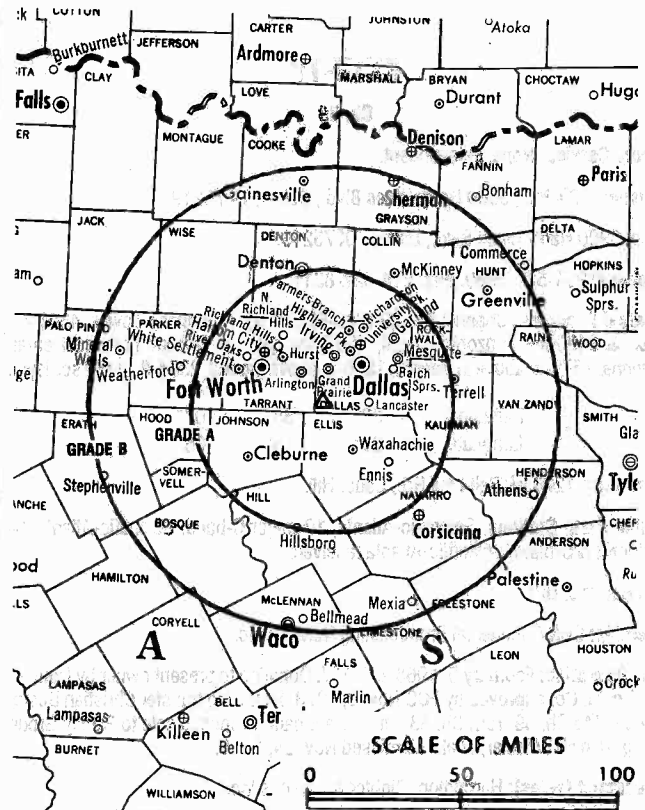
Nada Ruddock, Director of Community Affairs.

Rates: On request.

City of License: Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	14,700	14,500	99
	Collin	91,800	90,900	99
	Comanche	5,200	5,100	98
	Cooke	11,800	11,700	99
	Dallas	736,000	731,500	99
	Delta	1,900	1,900	100
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Erath	11,000	10,900	99
	Fannin	10,000	9,800	98
	Freestone	6,200	6,100	98
	Grayson	37,900	37,500	99
	Hamilton	3,400	3,300	97
	Henderson	23,400	23,000	98
	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hopkins	11,500	11,300	98
Hunt	25,700	25,400	99	
Jack	2,800	2,800	100	
Johnson	35,300	35,000	99	
Kaufman	19,500	19,200	98	
Lamar	17,200	16,700	97	
Navarro	15,200	15,000	99	



KXAS-TV BPCT-890124KM Granted 3/20/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Palo Pinto	9,600	9,500	99	
	Parker	24,500	24,300	99	
	Rains	2,800	2,800	100	
	Rockwall	10,000	9,900	99	
	Smith	58,200	57,600	99	
	Somervell	2,200	2,200	100	
	Tarrant	451,300	448,500	99	
	Van Zandt	15,400	15,200	98	
	Wise	13,000	12,900	99	
	Wood	11,800	11,600	98	
OKLAHOMA					
Between 25-49%	Bryan	13,200	13,000	98	
	Choctaw	6,100	5,900	97	
TEXAS					
Between 5-24%	Bosque	6,300	6,200	98	
	Franklin	3,100	3,000	97	
	Limestone	8,300	8,100	98	
	Montague	7,000	6,900	99	
	Red River	5,900	5,800	97	
	Titus	8,900	8,800	99	
	Young	7,300	7,200	99	
	Love	3,200	3,200	100	
OKLAHOMA					
Station Totals	Marshall	4,800	4,700	99	
	TEXAS				
	Cherokee	15,100	14,800	98	
	Eastland	7,500	7,400	99	
	Gregg	41,400	40,900	99	
	Houston	8,400	8,200	98	
	Leon	5,300	5,100	97	
	McLennan	71,800	71,200	99	
	Stephens	3,700	3,700	99	
	Upshur	11,800	11,600	98	
Station Totals		2,069,100	2,051,200	99	
Net Weekly Circulation (1992)				1,566,200	
Average Daily Circulation (1992)				850,300	

Texas—Dallas-Fort Worth

KXTX-TV

Ch. 39

Network Service: None, independent.

Licensee: KXTX Inc., 3900 Harry Hines Blvd., Dallas, TX 75219.

Studio: 3900 Harry Hines Blvd., Dallas, TX 75219.

Telephone: 214-521-3900. **Fax:** 214-522-8311.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"
Longitude 96° 58' 06"

Transmitter: 1200 W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 3-meter Ku & C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: CBN Continental Broadcasting Network Inc.

Began Operation: February 5, 1968 as KDTV. Donation to present owner by Double-day Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark. Proposed sale to Family Group Bcstg. (Ian N. Wheeler, et al.) dismissed Nov. 24, 1986.

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

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

Personnel:

Michael Carter, Vice President & General Manager.

Jeff Serio, Local Sales Manager.

Deborah Murphy, National Sales Manager.

Harold Nash, Chief Engineer.

Nelson Flanagan, Program & Promotion Director.

Larry Brown, Controller.

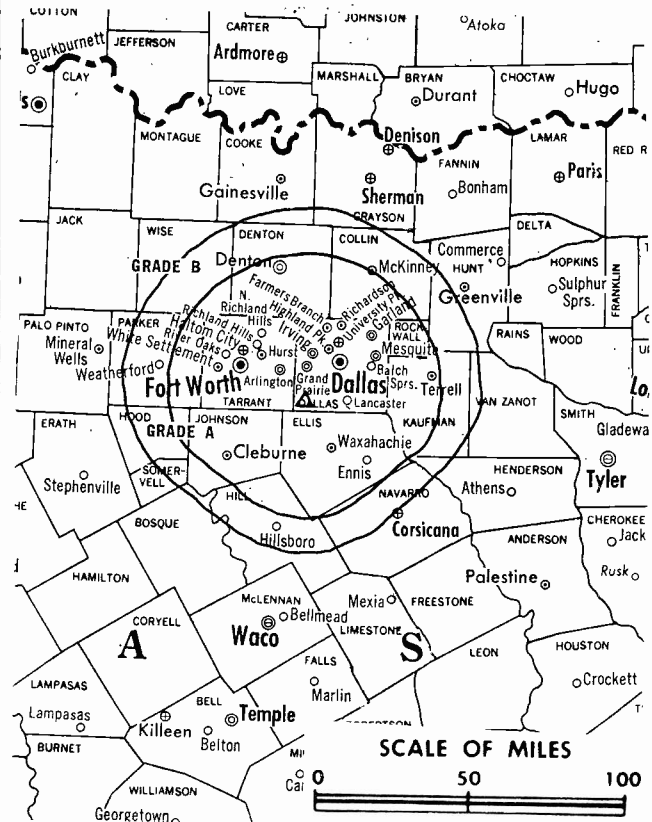
Dennis Bruns, Production Manager.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	TEXAS			
	Dallas	736,000	731,500	99
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Erath	11,000	10,900	99
	Freestone	6,200	6,100	98
	Henderson	23,400	23,000	98
	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hopkins	11,500	11,300	98
	Hunt	25,700	25,400	99
	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Mc Lennan	71,800	71,200	99
	Navarro	15,200	15,000	99
	Palo Pinto	9,600	9,500	99
	Parker	24,500	24,300	99



KXTX-TV BPCT-810616KF Granted 9/22/81

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
	Somervell	2,200	2,200	100
	Tarrant	451,300	448,500	99
	Van Zandt	15,400	15,200	98
OKLAHOMA				
Between 5-24%				
	Love	3,200	3,200	100
	Marshall	4,800	4,700	99
TEXAS				
	Anderson	14,700	14,500	99
	Bosque	6,300	6,200	98
	Cherokee	15,100	14,800	98
	Collin	91,800	90,900	99
	Cooke	11,800	11,700	99
	Falls	6,800	6,700	99
	Fannin	10,000	9,800	98
	Grayson	37,900	37,500	99
	Jack	2,800	2,800	100
	Leon	5,300	5,100	97
	Limestone	8,300	8,100	98
	Montague	7,000	6,900	99
	Nacogdoches	20,000	19,600	98
	Rusk	16,300	16,100	99
	Smith	58,200	57,600	99
	Stephens	3,700	3,700	99
	Wise	13,000	12,900	99
	Wood	11,800	11,600	98
	Young	7,300	7,200	99
Station Totals		1,978,200	1,962,000	99
Net Weekly Circulation (1992)				535,000
Average Daily Circulation (1992)				174,100

Texas—Dallas

WFAA-TV

Ch. 8

Network Service: ABC.

Licensee: WFAA-TV Inc., Communications Center, 606 Young St., Dallas, TX 75202-4810.

Studio: Communications Center, Dallas, TX 75202-4810.

Telephone: 214-748-9631. Fax: 214-977-6268.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1680-ft. above av. terrain, 1499-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 06"
Longitude 96° 58' 41"

Transmitter: 1590 W. Belt Line Rd., 0.5-mi. W of Cedar Hill.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: September 17, 1949 as KBTW. Sold to present owner February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- David T. Lane, President & General Manager.
- James A. (Buff) Parham, Vice President & Station Manager.
- John Irvin, Executive Director of Administration.
- John Miller, News Director.
- Kathy Clements-Hill, General Sales Manager.
- Yvette Cook-Harris, National Sales Manager.
- Steve Kennett, Financial Manager.
- Beaven Els, Chief Engineer.
- Dave Muscari, Promotion Director.
- Clyde Chappell, Production Manager.
- Alva Goodall, Community Relations Director.
- Allan Beutler, Art Director.
- Jennifer Barnum, Human Resources Director.
- David Walther, Program Director.

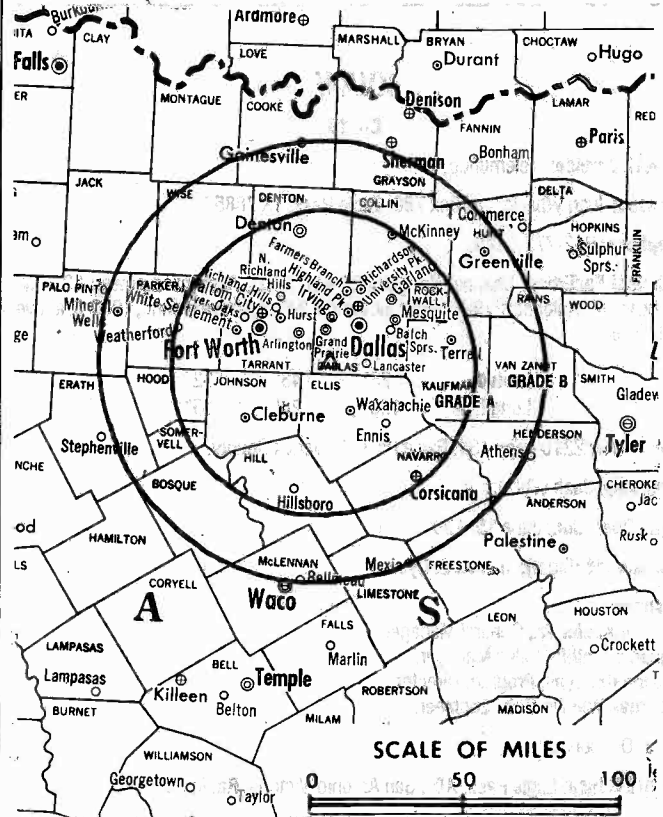
Rates: On request.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bosque	6,300	6,200	98
	Brown	13,600	13,400	98
	Collin	91,800	90,900	99
	Cooke	11,800	11,700	99
	Crockett	1,500	1,500	100
	Dallas	736,000	731,500	99
	Delta	1,900	1,900	100
	Denton	97,800	97,000	99
	Ellis	29,800	29,500	99
	Erath	11,000	10,900	99
	Fannin	10,000	9,800	98
	Freestone	6,200	6,100	98
	Grayson	37,900	37,500	99
	Hamilton	3,400	3,300	97
Henderson	23,400	23,000	98	



WFAA-TV BPCT-881003KS Granted 1/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	10,700	10,600	99
	Hood	12,400	12,300	99
	Hopkins	11,500	11,300	98
	Hunt	25,700	25,400	99
	Jack	2,800	2,800	100
	Johnson	35,300	35,000	99
	Kaufman	19,500	19,200	98
	Lamar	17,200	16,700	97
	Limestone	8,300	8,100	98
	Mc Culloch	3,600	3,500	97
	Montague	7,000	6,900	99
	Navarro	15,200	15,000	99
	Palo Pinto	9,600	9,500	99
	Parker	24,500	24,300	99
	Rains	2,800	2,800	100
	Rockwall	10,000	9,900	99
	Schleicher	1,000	1,000	100
	Scurry	6,400	6,300	98
	Somervell	2,200	2,200	100
	Stephens	3,700	3,700	99
Sutton	1,500	1,500	100	
Tarrant	451,300	448,500	99	
Tom Green	37,000	36,600	99	
Van Zandt	15,400	15,200	98	
Wise	13,000	12,900	99	
Wood	11,800	11,600	98	
Between 25-49%	OKLAHOMA			
	Bryan	13,200	13,000	98
	Carter	17,100	16,900	99
	Choctaw	6,100	5,900	97
Love	3,200	3,200	100	

(Continued on page A-1175)

Station Totals	2,273,800	2,254,100	99
Net Weekly Circulation (1992)			1,731,900
Average Daily Circulation (1992)			1,084,800

Texas—Eagle Pass

KVAW
Ch. 16

Network Service: Telemundo.

Licensee: Juan Wheeler Jr., Box 788, Eagle Pass, TX 78852.

Telephone: 512-773-5149.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 12.7-kw max. visual. Antenna: 279-ft. above av. terrain, 249-ft. above ground, 1063-ft. above sea level.

Latitude 28° 43' 32"
Longitude 100° 28' 35"

Transmitter: 2210 Loop 431, Eagle Pass, Maverick County.

Ownership: Juan Wheeler Jr.

Began Operation: June 15, 1991.

Represented (legal): James L. Oyster.

Personnel:

- Juan Wheeler Jr., General Manager.
- Ignacio Trujillo, Sales Manager.
- Donna Dehoyos, Program Director.
- Thomas Winkle, Chief Engineer.

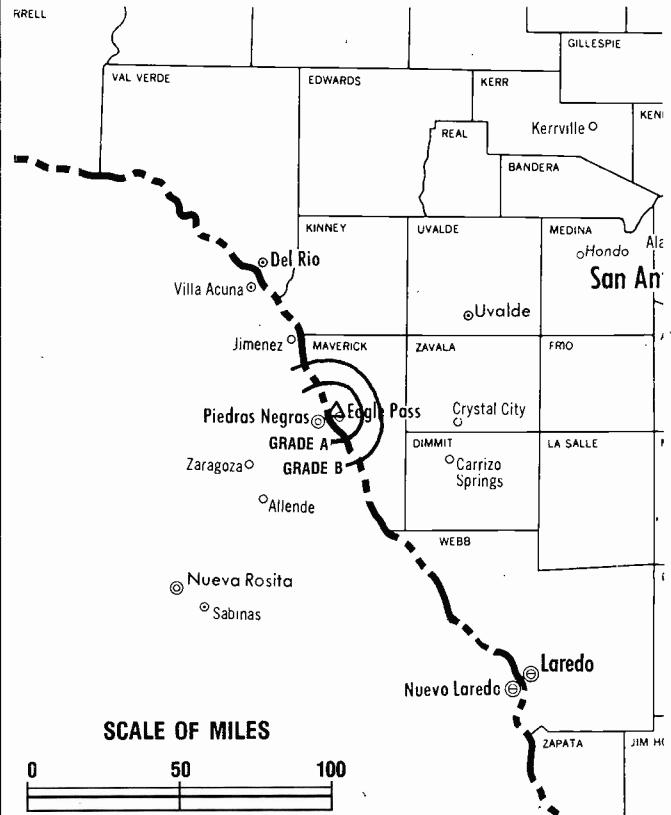
Rates: On request.

City of License: Eagle Pass. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

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FOR USE ON YOUR OWN COMPUTER
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*Call Lynn Levine
202-872-9200*



KVAW BPCT-881028KF Granted 6/29/69

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Maverick	10,400	10,000	96
Station Totals		10,400	10,000	96
Net Weekly Circulation (1992)				600
Average Daily Circulation (1992)				300

Texas—El Paso

KCIK
Ch. 14

Network Service: Fox.

Licensee: KCIK-TV Inc., 3100 N. Stanton St., El Paso, TX 79902.

Studio: 3100 N. Stanton St., El Paso, TX 79902.

Telephone: 915-533-1414. **Fax:** 915-533-4203.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"
Longitude 106° 29' 20"

Transmitter: Approx. 3.9-mi. NNW of County Courthouse, El Paso.

Satellite Earth Stations: Microdyne, 4.5-meter Ku-band; Prodelin, 4.5-meter C-band; Weatherscan, 4-meter C-band; Prodelin, 3.9-meter C-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: KCIK-TV Inc.

Began Operation: August 1, 1979. Sale to Santa Fe Communications & DeRance Foundation by Cristo Rey Corp. approved by FCC April 20, 1983. Sale to present owner granted June 17, 1988; consummated Aug. 1988.

Represented (sales): Petry Television Inc.

Represented (legal): Robb & Henning.

Personnel:

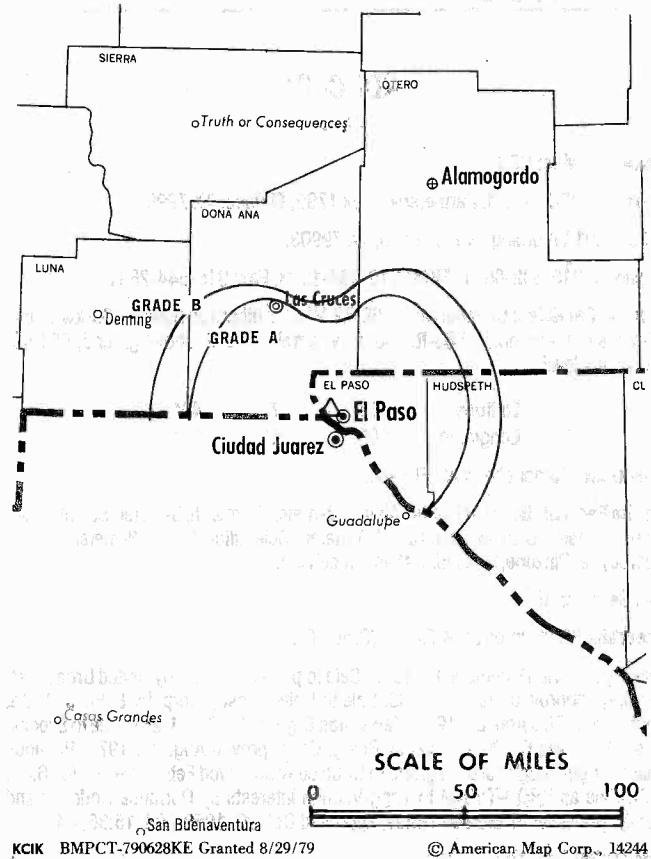
- Don Caparis, President & General Manager.
- Larry Pepin, Station & Business Manager.
- Helen Barry, National Sales Manager.
- Curtis Kemp, Chief Engineer.
- Rebecca Benson, Promotion & Marketing Director.

Rates: On request.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	47,700	46,300	97
	El Paso	185,300	184,000	99
Between 25-49%	TEXAS			
	Hudspeth	1,000	1,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW MEXICO			
	Luna	6,800	6,600	97
	Otero	18,300	17,900	98
Station Totals		259,100	255,800	99
Net Weekly Circulation (1992)				154,100
Average Daily Circulation (1992)				70,100

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

Texas—El Paso

KDBC-TV

Ch. 4

Network Service: CBS.

Licensee: KDBC-TV Ltd. Partnership, Box 1799, El Paso, TX 79999.

Studio: 2201 Wyoming Ave., El Paso, TX 79903.

Telephone: 915-532-6551. **TWX:** 910-964-1323. **Fax:** 915-544-2591.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level.

Latitude 31° 47' 46"
Longitude 106° 28' 57"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Scientific-Atlanta, 5-meter C-band; Comrex, 4.6-meter; Scientific-Atlanta, 3-meter; Harris, Microdyne, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Bimey Imes Jr. & Family (Group Owner).

Began Operation: December 14, 1952. Sale to present owners by United Broadcasting Corp. approved May 10, 1988. Sale to United Bcstg. Corp. by El Paso TV Co. approved by FCC April 21, 1986 (Television Digest, Vol. 26:14, 25). Sale to Evening Post Publishing Co. by Doubleday Bcstg. Co. approved Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Vol. 6:44; 7:6). Sale as KR0D-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 (Vol. 15:36, 44).

Represented (sales): Seitel Inc.

Represented (legal): Latham & Watkins.

Personnel:

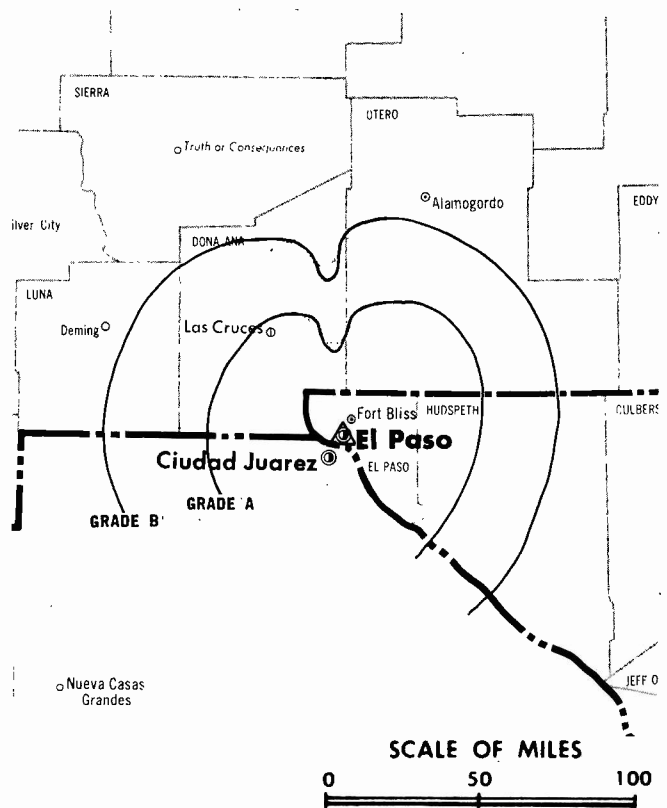
- Stan Siegal, Vice President & General Manager.
- John M. Burton, General Sales Manager.
- Margie La Fleur, National Sales Manager.
- Richard Pexton, Director of Operations.
- Bill Mitchell, News Director.
- John Sheridan, Creative Services Director.
- Irene Munoz, Business Manager.

Rates: On request.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	47,700	46,300	97
	Otero	18,300	17,900	98



KDBC-TV BPCT—821013KE Granted 2/28/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	El Paso	185,300	184,000	99
Between 25-49%	NEW MEXICO			
	Luna	6,800	6,600	97
	TEXAS			
	Culberson	1,100	1,100	100
	Hudspeth	1,000	1,000	100
Between 5-24%	NEW MEXICO			
	Grant	9,900	9,500	95
	Hidalgo	2,000	1,900	95
	Lincoln	5,400	5,200	96
	TEXAS			
	Jeff Davis	700	700	100
Station Totals		278,200	274,200	99
Net Weekly Circulation (1992)				204,000
Average Daily Circulation (1992)				117,900

Texas—El Paso

KINT-TV

Ch. 26

Network Service: Univision.

Licensee: Paso del Norte Bcstg. Corp., 5426 N. Mesa St., El Paso, TX 79912.

Studio: 5426 N. Mesa St., El Paso, TX 79912.

Telephone: 915-581-1126. **Fax:** 915-581-1393.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. visual, 225-kw max. aural. Antenna: 1500-ft. above av. terrain, 316-ft. above ground, 5516-ft. above sea level.

Latitude 31° 47' 46"
Longitude 106° 28' 56"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Stations: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris receivers.

News Services: AP, Univision.

Ownership: Paso del Norte Bcstg. Corp.

Began Operation: May 5, 1984.

Represented (sales): Univision.

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

Personnel:

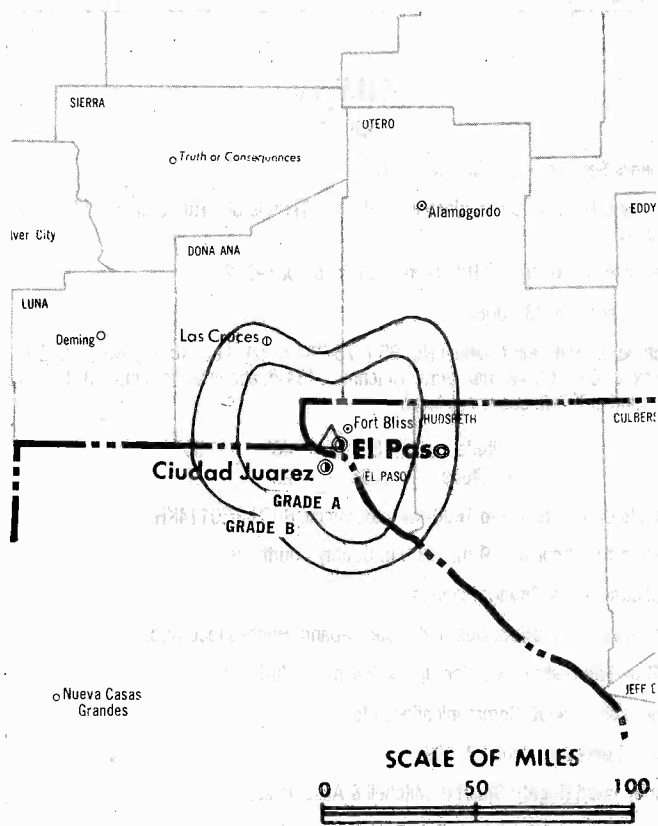
- Mary S. Ponce, President.
- John McCammon, General Sales Manager.
- Zoltan Csanyi, News Director.
- Sylvia Martinez, Program Director.
- Armando de la Fuente, Promotion Director.
- Karl Moran, Comptroller.
- Alfredo Durand, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS El Paso	185,300	184,000	99
Between 5-24%	NEW MEXICO Dona Ana	47,700	46,300	97



KINT-TV BMPCT—830422KH Granted 11/1/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS Hudspeth	1,000	1,000	100
Station Totals		234,000	231,300	99
Net Weekly Circulation (1992)				59,600
Average Daily Circulation (1992)				35,200

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Texas—El Paso

KJLF-TV

Ch. 65

Network Service: None, independent.

Licensee: UN2JC Communications Ltd., 250 Thunderbird Rd., Suite 5, El Paso, TX 79912.

Studio: 250 Thunderbird Rd., Suite 5, El Paso, TX 79912.

Telephone: 915-833-0065.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1454-ft. above av. terrain, 173-ft. above ground, 5907-ft. above sea level.

Latitude 31° 48' 55"

Longitude 106° 29' 17"

Holds CP for change to 1600-kw max. visual. BPCT-920114KH.

Transmitter: Approx. 3.9-mi. NNW of County Courthouse.

Multichannel TV Sound: Planned.

Satellite Earth Station: Odom, 4-meter C-band; Hughes receivers.

SNG Mobile Dish: Production Uplink, 2.4-meter Ku-band.

Ownership: UN2JC Communications Ltd.

Began Operation: June 22, 1991.

Represented (legal): Stuart B. Mitchell & Associates.

Represented (engineering): Pete E. M. Warren III.

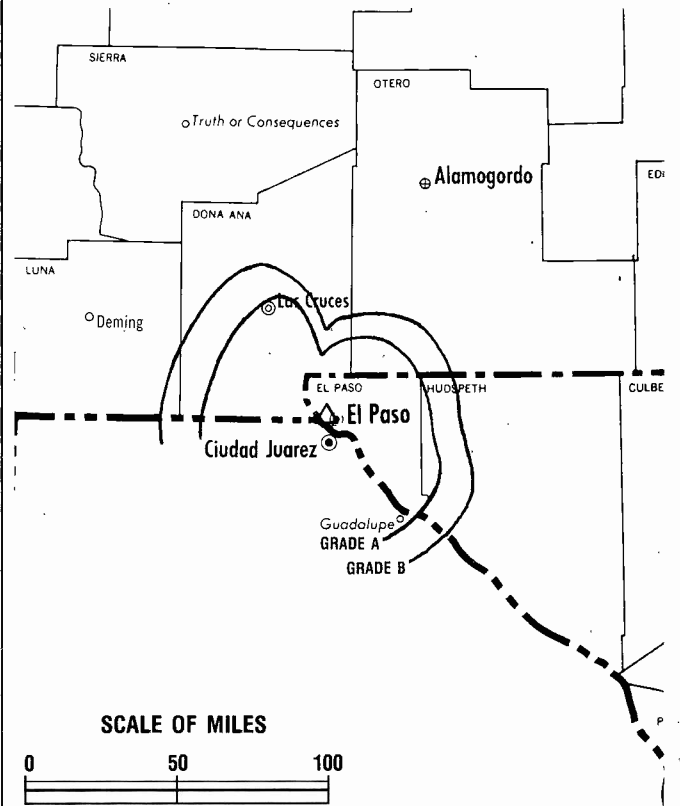
Personnel:

Sara Diaz Warren, General Manager.

John Warren, Station Manager.

John Chapman, General Sales Manager.

Barbara Walker, Program Director.



KJLF-TV BPCT-850611KE Granted 3/25/88

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Rates: On request.

Arbitron Data: Not available.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Texas—El Paso

KTSM-TV

Ch. 9

Network Service: NBC.

Licensee: Tri-State Broadcasting Co., Inc., 801 N. Oregon St., El Paso, TX 79902.

Studio: 801 N. Oregon St., El Paso, TX 79902.

Telephone: 915-532-5421. **Fax:** 915-532-6793.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.50"
Longitude 106° 28' 57.00"

Transmitter: Ranger Peak, Franklin Mountains, 1-mi. NW of El Paso.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

AM Affiliate: KTSM, 5-kw, (0.5-kw night), 1380 kHz (NBC).

FM Affiliate: KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

News Services: ABC, AP, CBS, NBC.

Ownership: Tri-State Broadcasting Co. Inc.

Began Operation: January 4, 1953.

Represented (sales): Blair Television.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

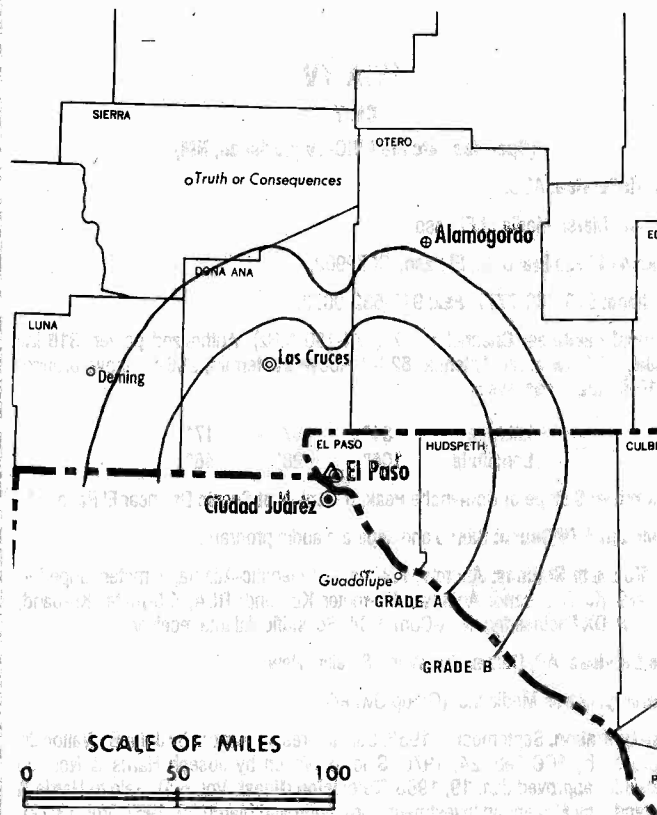
Richard Pearson, President & Chief Executive Officer.
Gary W. Sotir, Vice President & General Sales Manager.
Dan Krieger, Station Manager.
Larry Bracher, Local Sales Manager.
Cathy Franco, Program Director.
Jack Ballesteros, Chief Financial Officer.
Paul Shipley, News Director.
LeeBeau Santa Ana, Production Manager.
Katie Carlson, Promotion Director.
Oscar G. Medina, Director of Engineering.

Rates: On request.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO Dona Ana	47,700	46,300	97



KTSM-TV BPCT-4538 Granted 9/8/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TEXAS El Paso Hudspeth	185,300 1,000	184,000 1,000	99 100	
	Between 25-49%	NEW MEXICO Hidalgo Luna Otero	2,000 6,800 18,300	1,900 6,600 17,900	95 97 98
		TEXAS Culberson	1,100	1,100	100
Between 5-24%		NEW MEXICO Grant Sierra	9,900 4,500	9,500 4,300	95 96
	TEXAS Jeff Davis	700	700	100	
	Station Totals		277,300	273,300	99
Net Weekly Circulation (1992)				200,500	
Average Daily Circulation (1992)				114,800	

Texas—El Paso

KVIA-TV

Ch. 7

(Operates satellite KVIO-TV, Carlsbad, NM)

Network Service: ABC.

Licensee: Marsh Media of El Paso.

Studio: 4140 Rio Bravo St., El Paso, TX 79902.

Telephone: 915-532-7777. **Fax:** 915-532-0070.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, 0.4-mi. N of Scenic Dr., near El Paso.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Superior, 5-meter Ku & C-band; Andrew, 4.5-meter Ku-band; RCA, 4.5-meter Ku-band; Andrew, DX Engineering, M/A-Com, RCA, Scientific-Atlanta receivers.

News Services: AP, Conus, Sun-World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: September 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (*Television Digest*, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

- Art Olivas, General Manager.
- Dan Overstreet, General Sales Manager.
- Gary Warner, News Director.
- Charlie Steed, Local Sales Manager.
- Jack Wilkinson, Chief Engineer.
- Jeanine French, Program, Promotion & Marketing Director.
- Michelle McCown Johnson, Business Manager.

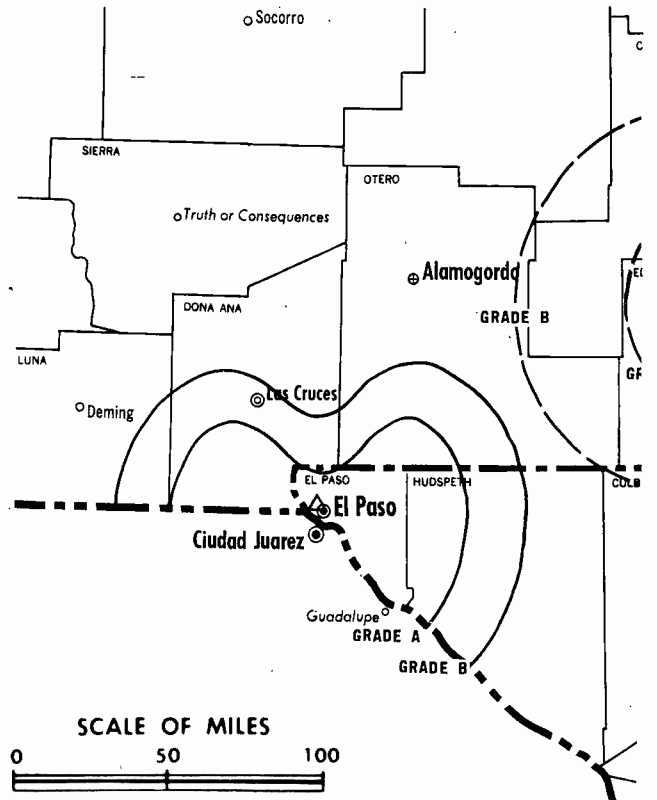
Rates: On request.

Arbitron Data: Figures include KVIO-TV, Carlsbad, NM.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	47,700	46,300	97
	Luna	6,800	6,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	El Paso	185,300	184,000	99
	Hudspeth	1,000	1,000	100
Between 25-49%	NEW MEXICO			
	Otero	18,300	17,900	98
	TEXAS			
Between 5-24%	Culberson	1,100	1,100	100
	Presidio	2,200	2,100	95
	NEW MEXICO			
	Chaves	21,300	21,000	98
	Eddy	18,000	17,700	98
	Lea North	18,100	17,700	98
Lincoln	5,400	5,200	96	
TEXAS				
Jeff Davis	700	700	100	
Station Totals		325,900	321,300	99
Net Weekly Circulation (1992)				212,700
Average Daily Circulation (1992)				126,400

Texas—El Paso-Juarez, Mexico

XEJ-TV

Ch. 5

Network Service: Univision.

Licensee: Television de la Frontera S.A., Box 9555, El Paso, TX 79985.

Studio: Edificio XEJ, Apartada 111, Juarez, Mexico.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural.

Transmitter: Penon Mountain.

Ownership: Television de la Frontera S.A.

Began Operation: May 17, 1954.

Represented (sales): Univision.

Personnel:

Pedro Meneses Hoyos, General Manager.
Steve Guerrero, Chief Engineer.

Highest 30 Sec. Rate: \$100.

ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	El Paso	185,300	184,000	99
	Hudspeth	1,000	1,000	100
Station Totals		186,300	185,000	99
Net Weekly Circulation (1992)				14,700
Average Daily Circulation (1992)				4,100

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Television & Cable Factbook

Texas—El Paso-Juarez, Mexico

XEPM-TV

Ch. 2

Network Service: None, independent.

Licensee: XEPM-TV Television Inc., Apdo. No. 271, Juarez, Mexico.

Business Office: Television de la Frontera, Box 9555, El Paso, TX 79985.

Telephone: Juarez 2-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.

Ownership: XEPM-TV Television Inc.

Began Operation: January 16, 1961.

Represented (sales): Univision.

Personnel:

M. D. Heredia, General Manager.

Sergio D. Molinar Jr., Sales Manager.

Arbitron Data: Not available.

ADI: El Paso. Rank: 100.

Texas—El Paso-Juarez, Mexico

XHIJ-TV

Ch. 44

Network Service: Telemundo.

Licensee: Arnoldo Cabada de la O, Carretera Juarez Porvenir 8388, Juarez, Chihuahua, Mexico.

Studio: Carretera Juarez Porvenir 8388, Juarez, Chihuahua.

Mailing Address: 5925 Cromo Dr., El Paso, TX 79912.

Telephone: 915-533-9143. **Fax:** 915-533-8034.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 240-kw visual. Antenna: 1200-ft. above av. terrain, 150-ft. above ground, 5773-ft. above sea level.

Transmitter: Cerro Del 44, 2-mi. SW of Juarez.

Ownership: Televisora Nacional S.A.

Began Operation: October 16, 1980.

Represented (sales): Telemundo.

Personnel:

Arnoldo Cabada de la O, Chief Executive Officer,
Luis Arnoldo Cabada, Executive Vice President.

Jesus Cabada, Vice President & Comptroller.
Sergio Cabada, Vice President & Director of Marketing.
Ray Potter, General Manager, El Paso.
John Chapman, General Sales Manager, El Paso.
Gabriel Rios, Chief Engineer.
Armando Cabada, News Director.
Consuelo de la O, Program Director.
Maria Elana Solorzano, Production Manager.
German Sanchez Trujillo, Director of Public Affairs.
Ernesto Juarez, Chief of Advertising.
Peria Peon-Grimaldo, Administrative Manager.
Fernando Sanchez, Promotion Director.
John Chapman, General Sales Manager.

Highest 30 Sec. Rate: \$375.

ADI: El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	El Paso	185,300	184,000	99
Station Totals		185,300	184,000	99
Net Weekly Circulation (1992)				29,000
Average Daily Circulation (1992)				13,200

Texas—Garland

KUVN

Ch. 23

Network Service: Univision.

Licensee: Perenchio TV Inc., 1901 Ave. of the Stars, Suite 680, Los Angeles, CA 90067.

Studio: 3720 Marquis Dr., Garland, TX 75042.

Telephone: 214-494-2323. **Fax:** 214-494-1225.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1142-ft. above av. terrain, 603-ft. above ground, 1215-ft. above sea level.

Latitude	32°	54'	04"
Longitude	96°	41'	14"

Transmitter: 3720 Marquis Dr., Garland.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6.1-meter C-band.

Ownership: Perenchio TV Inc. (Group Owner).

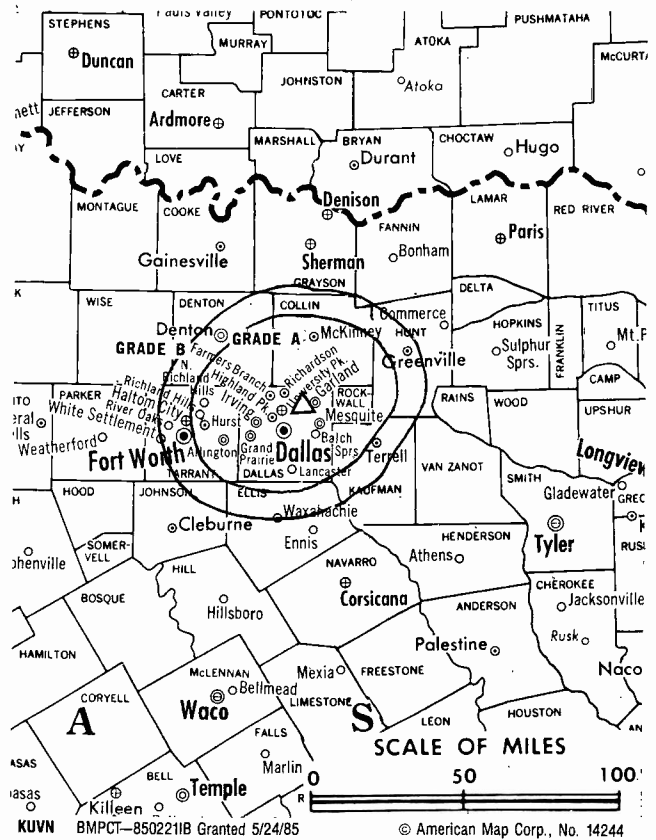
Began Operation: September 25, 1986. Purchase by Univision from Elizabeth R. Vaughn approved by FCC June 28, 1988. Sale to Perenchio TV approved Sept. 23, 1992 (*Television Digest*, Vol. 32:40).

Represented (sales): Univision.

Represented (legal): Gammon & Grange.

Personnel:

- James F. Perrin, General Manager.
- Luis Sosa, Local Sales Manager.
- Irma Rico, National Sales Manager.
- Monica Hirst, News Director.
- Nassif Khraish, Program Director.
- Arcilia Carrasco, Promotion Director.
- Jesus Holguin, Business Manager.



Rene Martinez, Marketing Director.
Richard Craig, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.

City of License: Garland. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Texas—Harlingen

KGBT-TV

Ch. 4

Network Service: CBS.

Licensee: KGBT-TV Ltd. Partnership, 9201 W. Expressway 83, Harlingen, TX 78552.

Studio: 9201 W. Expressway 83, Harlingen, TX 78552.

Telephone: 512-421-4444. Fax: 512-421-2318.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1299-ft. above av. terrain, 1292-ft. above ground, 1347-ft. above sea level.

Latitude 26° 08' 55"
Longitude 97° 49' 17"

Transmitter: 0.125-mi. S of La Feria, TX.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, 4-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, Sports News Satellite.

Ownership: Draper Communications Inc. (Group Owner).

Began Operation: October 4, 1953. Sale to present owner by Tichenor Media System Inc. approved by FCC Feb. 7, 1986.

Represented (sales): Katz Television.

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

Represented (engineering): D. W. Sargent Broadcast Service.

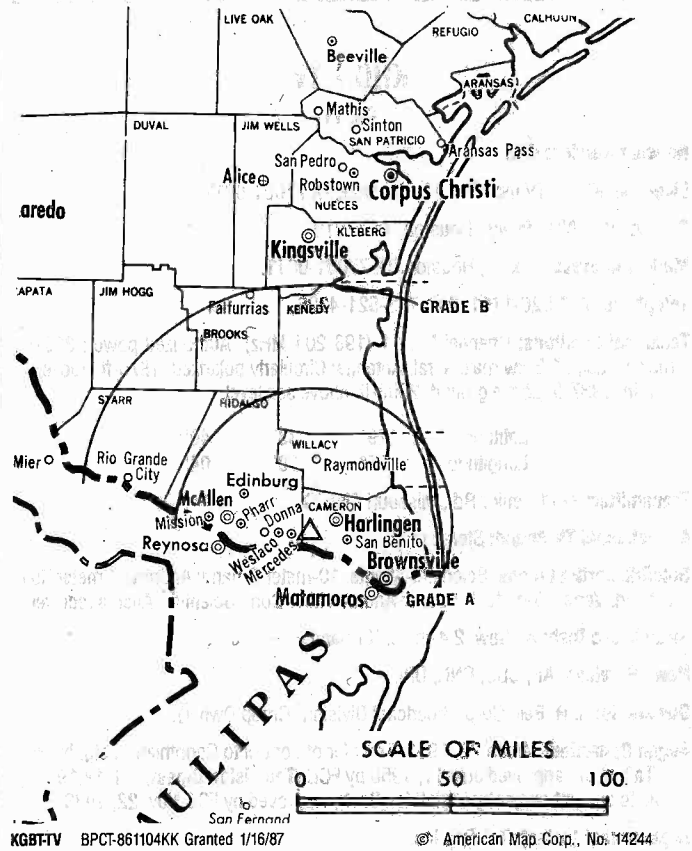
Personnel:

Vincent E. Donovan, Vice President & General Manager.
Jim Louder, General Sales Manager.
Jeff Koch, News Director.
Jim Chancey, Local Sales Manager & Program Director.
Harry Thielemann, Chief Engineer.
Art Sandoval, Creative Services Director.
Kirk Bryan, Promotion Director.
Louise McCarty, Business Manager.

Rates: On request.

City of License: Harlingen. **ADI:** McAllen-Brownsville. **Rank:** 114.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KGBT-TV BPCT-861104KK Granted 1/16/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	77,700	76,800	99
	Hidalgo	110,200	108,600	99
	Starr	10,700	10,400	97
	Willacy	5,100	5,000	98
Between 5-24%	TEXAS			
	Jim Hogg	1,700	1,700	97
Station Totals		205,400	202,500	99
Net Weekly Circulation (1992)				174,800
Average Daily Circulation (1992)				117,100

Texas—Houston

KHOU-TV

Ch. 11

Network Service: CBS.

Licensee: KHOU-TV Inc., Box 11, Houston, TX 77001-0011.

Studio: 1945 Allen Pkwy., Houston, TX 77019.

Mailing Address: Box 11, Houston, TX 77001-0011.

Telephone: 713-526-1111. **Fax:** 713-521-4326.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: Circularity polarized, 1870-ft. above av. terrain, 1937-ft. above ground, 2008-ft. above sea level.

Latitude 29° 33' 40"
Longitude 95° 30' 04"

Transmitter: 3111 Senior Rd., Missouri City, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7-meter Ku & C-band; Vertex, 6-meter Ku-band; Andrew, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, CBS, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: March 22, 1953. Transfer of control to Corinthian Bcstg. by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28). Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 22, 1983.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

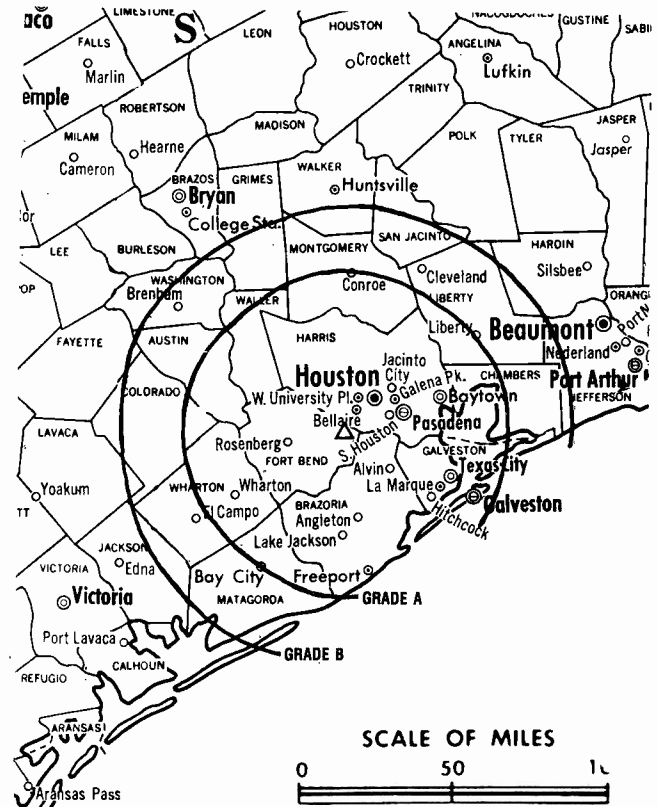
- Allan Howard, President & General Manager.
- Richard Keilty, Director, Sales & Marketing.
- Kenlyn Zschunke, Regional Sales Manager.
- Mario Hewitt, National Sales Manager.
- David Goldberg, Executive News Director.
- Garen Vandebek, Director of Advertising & Promotion.
- Andrew Klarer, Production Manager.
- Larry Giele, Financial Manager.
- David Carr, Chief Engineer.
- Jeffrey Lovins, Local Sales Manager.
- Michael Grant, Director of Operations.
- Robert Levy, Director of Administration.
- Gwen Anderson, Marketing Research Manager.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,600	7,400	97
	Brazoria	64,500	64,000	99
	Calhoun	7,000	6,900	99
	Chambers	7,100	7,000	99
	Colorado	7,100	7,000	99



KHOU-TV BPCT-880819KF Granted 11/30/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fort Bend	72,200	71,400	99
	Galveston	81,800	81,100	99
	Grimes	6,000	5,900	98
	Harris	1,059,700	1,051,800	99
	Jackson	4,700	4,600	98
	Liberty	18,800	18,500	98
	Matagorda	14,300	14,100	99
	Montgomery	64,100	63,100	98
	Polk	12,400	12,100	98
	Walker	16,500	16,100	98
	Waller	7,400	7,300	99
	Washington	9,600	9,300	97
Wharton	14,300	14,100	99	
Between 25-49%	TEXAS			
	Angelina	25,100	24,800	99
	Fayette	8,200	7,900	96
	Houston	8,400	8,200	98
	Madison	3,500	3,400	97
	San Jacinto	6,300	6,100	97
Trinity	4,800	4,700	98	
Between 5-24%	TEXAS			
	Burleson	5,300	5,200	98
	Lavaca	7,200	7,000	97
Tyler	6,900	6,800	98	
Station Totals		1,550,800	1,535,800	99
Net Weekly Circulation (1992)				1,276,100
Average Daily Circulation (1992)				748,600

Texas—Houston

KHTV

Ch. 39

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 630129, Houston, TX 77263-0129.

Studio: 7700 Westpark Dr., Houston, TX 77063.

Mailing Address: Box 630129, Houston, TX 77263-0129.

Telephone: 713-781-3939. Fax: 713-781-3441.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 4126 McHard Rd., 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City boundary.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Paracclipse, 4.8-meter; Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: October 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operations Jan. 6, 1967.

Represented (sales): MMT Sales Inc.

Represented (legal): Reed, Smith, Shaw & McCloy

Represented (engineering): David Steel & Associates Inc.

Personnel:

Gary Schneider, Vice President & General Manager

Paul Hastaba, General Sales Manager.

Lois Culppepper, Local Sales Manager.

Mike Murray, National Sales Manager.

Mike Burke, News Director.

Bob Clark, Operations & Program Director.

Mike Malernee, Production Manager.

Jodie Sinclair, Public Service Director.

John R. Schilberg, Director of Engineering & Technology.

Cynthia Phillips, Business Manager.

Sean Haley, Creative Services Director.

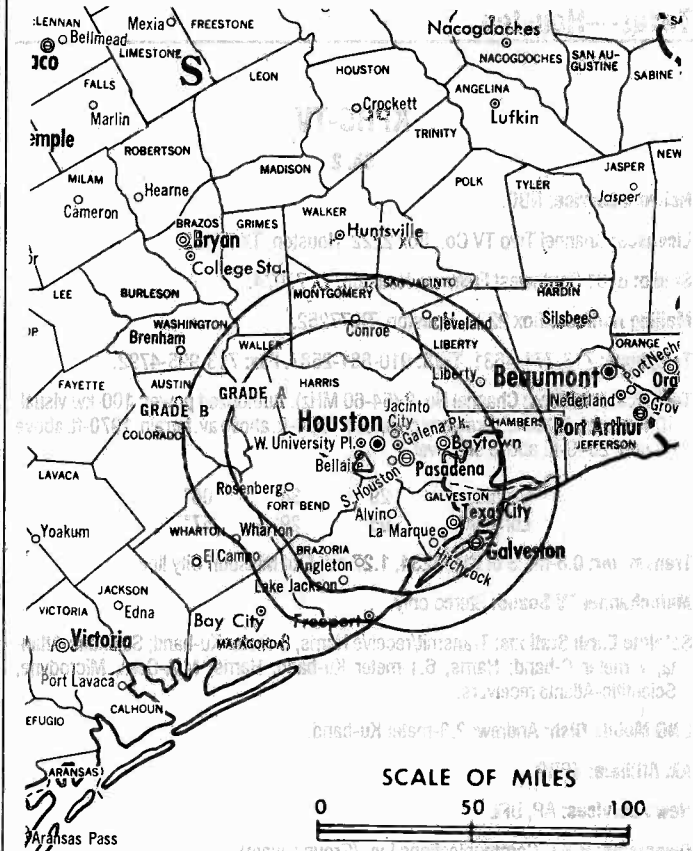
Randy Wilkes, Marketing/Research Director.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,600	7,400	97
	Brazoria	64,500	64,000	99
	Chambers	7,100	7,000	99
	Colorado	7,100	7,000	99
	Fort Bend	72,200	71,400	99



KHTV BMPCT-831102KF Granted 11/2/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Galveston	81,800	81,100	99
	Harris	1,059,700	1,051,800	99
	Jackson	4,700	4,600	98
	Liberty	18,800	18,500	98
	Matagorda	14,300	14,100	99
	Montgomery	64,100	63,100	98
	Waller	7,400	7,300	99
TEXAS				
Between 25-49%	Angelina	25,100	24,800	99
	Brazos	46,000	45,400	99
	Calhoun	7,000	6,900	99
	Fayette	8,200	7,900	96
	Grimes	6,000	5,900	98
	Madison	3,500	3,400	97
	Polk	12,400	12,100	98
	Victoria	26,500	26,100	98
	Walker	16,500	16,100	98
	Washington	9,600	9,300	97
	Wharton	14,300	14,100	99
TEXAS				
Between 5-24%	Burleson	5,300	5,200	98
	Houston	8,400	8,200	98
	Jasper	11,900	11,700	98
	Lavaca	7,200	7,000	97
	Robertson	5,900	5,800	98
	San Jacinto	6,300	6,100	97
Trinity	4,800	4,700	98	
Station Totals		1,634,200	1,618,000	99
Net Weekly Circulation (1992)				847,700
Average Daily Circulation (1992)				349,700

Texas—Houston

KPRC-TV

Ch. 2

Network Service: NBC.

Licensee: Channel Two TV Co., Box 2222, Houston, TX 77252.

Studio: 8181 Southwest Freeway, Houston, TX 77074.

Mailing Address: Box 2222, Houston, TX 77252.

Telephone: 713-771-4631. **TWX:** 910-881-2587. **Fax:** 713-995-4792.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City line.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Harris, M/A-Com, Microdyne, Scientific-Atlanta receivers.

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

AM Affiliate: KPRC.

News Services: AP, UPI.

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

Began Operation: January 1, 1949 as KLEE-TV. Sold to present owner May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

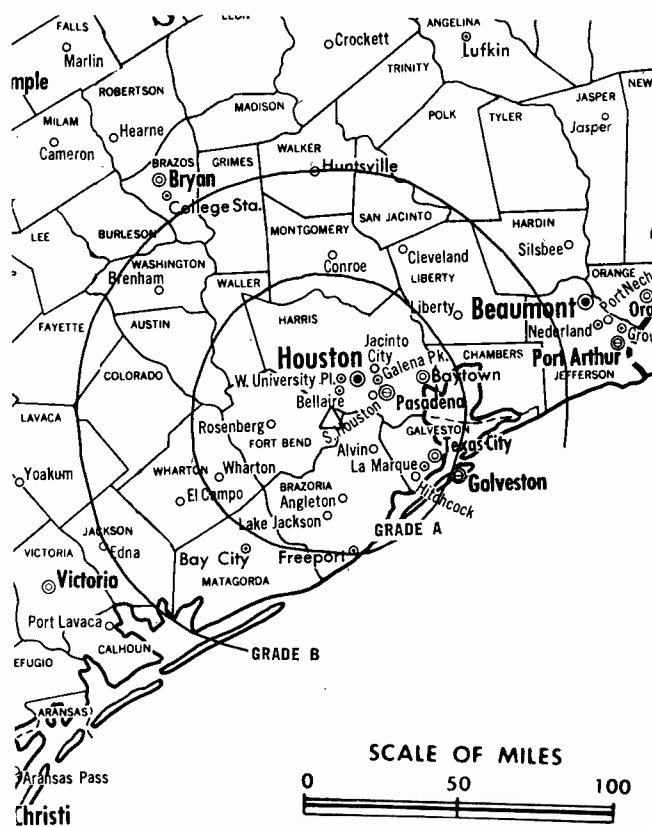
- Nolan Quam**, President & General Manager.
- Dick Daggett**, Vice President, Sales.
- Art Biggs**, Vice President, Engineering.
- Lyle Schulze**, Vice President, Programming.
- Martha Harvey**, Vice President, Administration.
- Jim Horky**, Local Sales Director.
- Chas Wilson**, National Sales Manager.
- Steve Ramsey**, News Director.
- Von Johnson**, Business Manager.
- Bruce Bryant**, Creative Services Director.
- Nancy Brown**, Traffic Manager.
- Elsie Haywood**, VTR/Film Scheduling Supervisor.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. Country coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,600	7,400	97
	Brazoria	64,500	64,000	99
	Calhoun	7,000	6,900	99
	Chambers	7,100	7,000	99



KPRC-TV BMPCT—831007KF Granted 11/22/83

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Colorado	7,100	7,000	99
	Fort Bend	72,200	71,400	99
	Galveston	81,800	81,100	99
	Harris	1,059,700	1,051,800	99
	Jackson	4,700	4,600	98
	Liberty	18,800	18,500	98
	Matagorda	14,300	14,100	99
	Montgomery	64,100	63,100	98
	Polk	12,400	12,100	98
	San Jacinto	6,300	6,100	97
	Walker	16,500	16,100	98
	Waller	7,400	7,300	99
	Washington	9,600	9,300	97
Wharton	14,300	14,100	99	
TEXAS				
Between 25-49%	Angelina	25,100	24,800	99
	Fayette	8,200	7,900	96
	Madison	3,500	3,400	97
	Trinity	4,800	4,700	98
Victoria	26,500	26,100	98	
TEXAS				
Between 5-24%	Burleson	5,300	5,200	98
	Grimes	6,000	5,900	98
	Houston	8,400	8,200	98
	Lavaca	7,200	7,000	97
	Nacogdoches	20,000	19,600	98
Station Totals		1,590,400	1,574,700	99
Net Weekly Circulation (1992)				1,230,200
Average Daily Circulation (1992)				668,900

Texas—Houston

KRIV
Ch. 26

Network Service: Fox.

Licensee: Fox Television Stations Inc., Box 22810, Houston, TX 77227.

Studio: 3935 Westheimer Rd., Houston, TX 77027.

Mailing Address: Box 22810, Houston, TX 77227.

Telephone: 713-626-2610. **TWX:** 910-881-6212. **Fax:** 713-623-2982.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd.

Satellite Earth Stations: Harris, 6.1-meter C-band; Microdyne, 5-meter C-band; Vertex, 6.1-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, CNN, Fox News, National Weather Service.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: August 15, 1971. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Crest Bcstg. approved April 6, 1978 (Television Digest, Vol. 17:34).

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

Represented (engineering): Hammett & Edison Inc.

Personnel:

M. Jerry Marcus, Vice President & General Manager.

Craig Bland, Vice President & General Sales Manager.

Wendell Wyborny, Vice President & Chief Engineer.

Will Wright, Vice President & News Director.

Roz Brown, Vice President & Program Director.

Mary Delaney, Vice President & Promotion Director.

Kathy Fountain, Vice President, Administration & Finance.

Jose Oti, National Sales Manager.

Nancy McNeill, Local Sales Manager.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,600	7,400	97
	Brazoria	64,500	64,000	99
	Chambers	7,100	7,000	99
	Colorado	7,100	7,000	99
	Fort Bend	72,200	71,400	99
	Galveston	81,800	81,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harris	1,059,700	1,051,800	99
	Liberty	18,800	18,500	98
	Matagorda	14,300	14,100	99
	Montgomery	64,100	63,100	98
	Walker	16,500	16,100	98
	Waller	7,400	7,300	99
	Washington	9,600	9,300	97
Between 25-49%	TEXAS			
	Grimes	6,000	5,900	98
	Madison	3,500	3,400	97
	Polk	12,400	12,100	98
	San Jacinto	6,300	6,100	97
	Wharton	14,300	14,100	99
Between 5-24%	TEXAS			
	Burleson	5,300	5,200	98
	Fayette	8,200	7,900	96
	Jackson	4,700	4,600	98
	Jasper	11,900	11,700	98
	Lavaca	7,200	7,000	97
	Trinity	4,800	4,700	98
Station Totals		1,515,300	1,500,800	99
Net Weekly Circulation (1992)			903,900	
Average Daily Circulation (1992)			395,700	

Texas—Galveston-Houston

KTMD

Ch. 48

Network Service: Telemundo.

Licensee: Telemundo Group Inc., 1740 Broadway, 18th Floor, New York, NY 10019.

Studio: 3903 Stoney Brook, Houston, TX 77063.

Telephone: 713-974-4848. **Fax:** 713-974-5875.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 4198-kw max. visual. Antenna: 1176-ft. above av. terrain, 1199-ft. above ground, 1212-ft. above sea level.

Latitude 29° 27' 57"
Longitude 95° 13' 23"

Transmitter: Rte. 3, Alvin.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Services: AP, CNN.

Ownership: Telemundo Group (Group Owner).

Began Operation: February 1, 1988. Sale to present owner by Raymond G. Schindler, et al., approved by FCC March 9, 1988.

Represented (sales): Telemundo.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Roger A. Ashley, Vice President & General Manager.

Becky Diaz, General Sales Manager.

Manny Lopez, News Director.

Marcello Marini, Program Manager.

Sergio Romeno, Promotion Manager.

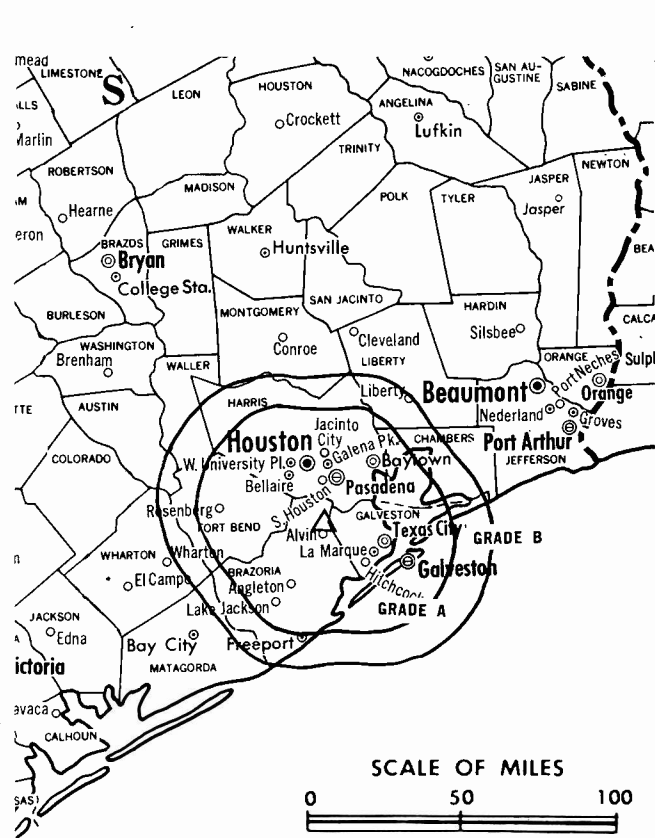
P. J. Griggs, Business Manager.

Blane Huhn, Chief Engineer.

Marcello Marini, Governmental & Community Affairs Director.

Rates: On request.

City of License: Galveston. **ADI:** Houston. **Rank:** 11.



KTMD BPCT-780907KF Granted 3/1/85

© American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Brazoria	64,500	64,000	99
	Harris	1,059,700	1,051,800	99
Station Totals		1,124,200	1,115,800	99
Net Weekly Circulation (1992)				66,900
Average Daily Circulation (1992)				35,800

Texas—Houston

KTRK-TV

Ch. 13

Network Service: ABC.

Licensee: WXYZ Inc., 24 E. 51st St., New York, NY 10022.

Studio: 3310 Bissonnet St., Houston, TX 77005.

Telephone: 713-666-0713. **TWX:** 800-397-1097. **Fax:** 713-668-2076.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.5-mi. E of S. Post Rd. & FM Rd. 2234 intersection, near Houston.

Satellite Earth Stations: Vertex, 9-meter C-band; Andrew, 7-meter C-band; Vertex, 6-meter Ku-band; Avantek, Harris receivers.

News Services: AP, Sportsticker, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

Began Operation: November 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC June 15, 1967 (Television Digest, Vol. 6:48; 7:25).

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

James Masucci, President & General Manager.

Jim Keeley, General Sales Manager.

Winfred Frazier, Local & Regional Sales Manager.

Gerald Lyles, National Sales Manager.

Charles Wolf, Operations Manager.

Kim Nordt-Jackson, Program Director.

Thomas Doerr, News Director.

John Jancar, Business Manager.

Margaret Shilstone, Promotion Director.

J. L. Hamilton, Chief Engineer.

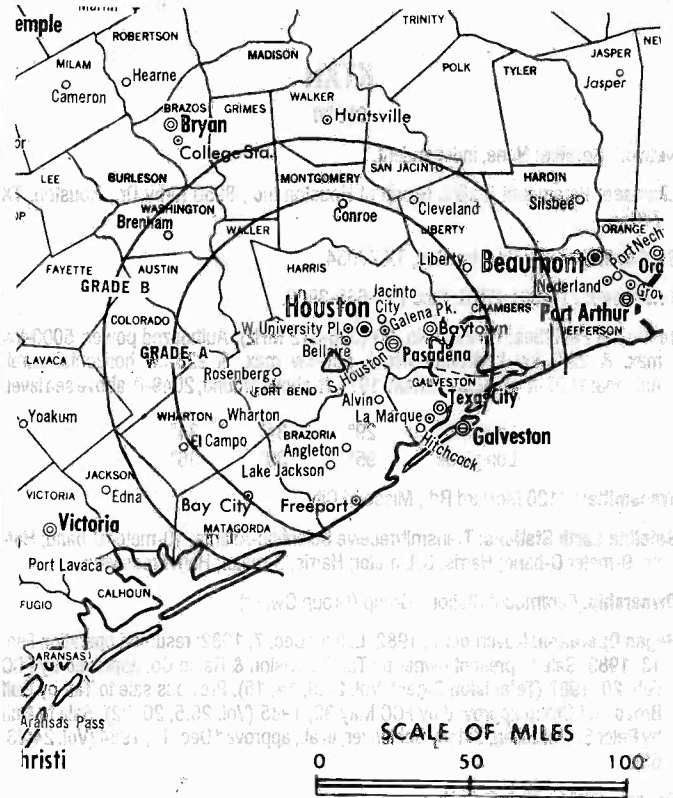
Rates: On request.

NETWORK BASE HOURLY RATE: \$3200.

City of License: Houston. **ADI:** Houston. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,600	7,400	97
	Brazoria	64,500	64,000	99
	Calhoun	7,000	6,900	99
	Chambers	7,100	7,000	99
	Colorado	7,100	7,000	99
	Fort Bend	72,200	71,400	99
	Galveston	81,800	81,100	99
	Grimes	6,000	5,900	98



KTRK-TV BPCT-7808251B Granted 12/12/80 © American Map Corp., M244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harris	1,059,700	1,051,800	99
	Jackson	4,700	4,600	98
	Liberty	18,800	18,500	98
	Matagorda	14,300	14,100	99
	Montgomery	64,100	63,100	98
	Polk	12,400	12,100	98
	Walker	16,500	16,100	98
	Waller	7,400	7,300	99
	Washington	9,600	9,300	97
	Wharton	14,300	14,100	99
TEXAS				
Between 25-49%	Angelina	25,100	24,800	99
	Brazos	46,000	45,400	99
	Fayette	8,200	7,900	96
	Houston	8,400	8,200	98
	Madison	3,500	3,400	97
	San Jacinto	6,300	6,100	97
TEXAS				
Between 5-24%	Burleson	5,300	5,200	98
	Jasper	11,900	11,700	98
	Lavaca	7,200	7,000	97
Station Totals		1,601,800	1,586,100	99
Net Weekly Circulation (1992)			1,312,800	
Average Daily Circulation (1992)			782,400	

Texas—Houston

KTXH
Ch. 20

Network Service: None, independent.

Licensee: Paramount Station Group of Houston Inc., 8950 Kirby Dr., Houston, TX 77054.

Studio: 8950 Kirby Dr., Houston, TX 77054.

Telephone: 713-661-2020. **Fax:** 713-665-3909.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"
Longitude 95° 30' 36"

Transmitter: 4120 McHard Rd., Missouri City.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Harris, 9-meter C-band; Harris, 6.1-meter; Harris, 3-meter; Harris receivers.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: November 7, 1982. Left air Dec. 7, 1982; resumed operation Feb. 13, 1983. Sale to present owner by Taft Television & Radio Co. approved by FCC Feb. 20, 1987 (*Television Digest*, Vol. 27:9, 14, 15). Previous sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Peter S. McMullen, Sidney Schlenker, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Settel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

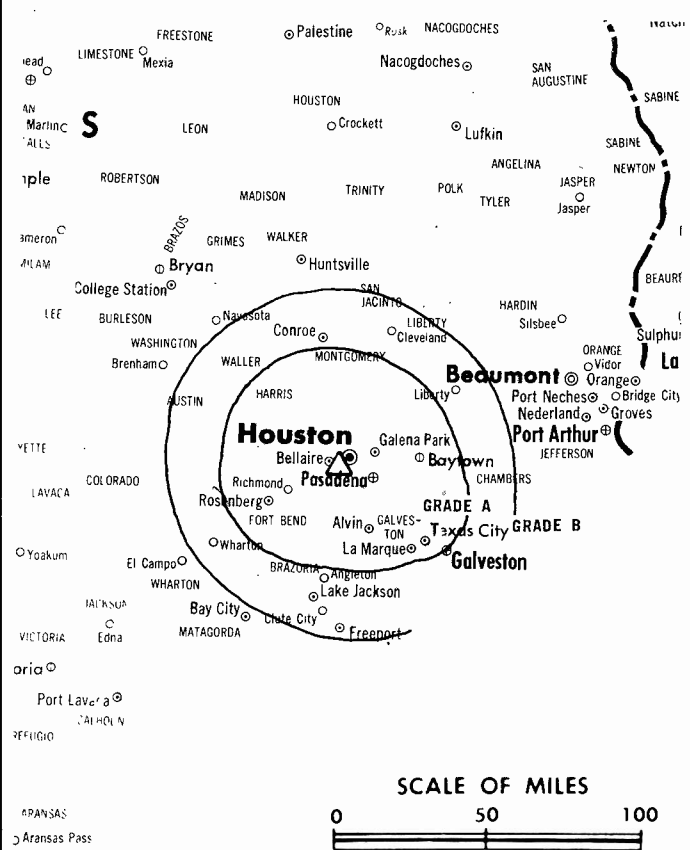
- Michael Dunlop**, Vice President & General Manager.
- Mark Burdett**, General Sales Manager.
- Carolyn Redd**, Local Sales Manager.
- Kathy Sparks**, National Sales Manager.
- Terri Bailey**, Public Affairs Director.
- Tom Zappala**, Program Director.
- Brad Levy**, Promotion Director.
- David Rowland**, Business Manager.
- Charles Hughes**, Chief Engineer.
- Jeff Montoni**, Executive Sports Producer.
- Walter Naar**, Operations Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Houston. **ADI:** Houston. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,600	7,400	97
	Chambers	7,100	7,000	99
	Fort Bend	72,200	71,400	99
	Galveston	81,800	81,100	99
	Harris	1,059,700	1,051,800	99
	Liberty	18,800	18,500	98
	Matagorda	14,300	14,100	99



KTXH BMPCT-820629KE Granted 11/5/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Walker	16,500	16,100	98
	Waller	7,400	7,300	99
Between 25-49%	TEXAS			
	Brazoria	64,500	64,000	99
	Colorado	7,100	7,000	99
	Grimes	6,000	5,900	98
	Jackson	4,700	4,600	98
	Madison	3,500	3,400	97
	Montgomery	64,100	63,100	98
	Polk	12,400	12,100	98
Between 5-24%	Washington	9,600	9,300	97
	Wharton	14,300	14,100	99
	TEXAS			
	Burleson	5,300	5,200	98
	Calhoun	7,000	6,900	99
	Fayette	8,200	7,900	96
	Jefferson	90,200	89,700	99
Station Totals	Lavaca	7,200	7,000	97
	Orange	28,700	28,500	99
	Robertson	5,900	5,800	98
	San Jacinto	6,300	6,100	97
	Trinity	4,800	4,700	98
	Net Weekly Circulation (1992)	1,635,200	1,620,000	99
	Average Daily Circulation (1992)			798,800
			313,600	

Texas—Rosenberg

KXLN-TV
Ch. 45

Network Service: Univision

Licensee: Pueblo Bcstg. Corp., 9440 Kirby Dr., Houston, TX 77054.

Studio: 9440 Kirby Dr., Houston, TX 77054.

Telephone: 713-662-4545. **Fax:** 713-668-9054.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 2173-kw max. visual, 217-kw max. aural; Antenna: 1440-ft. above av. terrain, 1429-ft. above ground, 1505-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Holds CP for change to 2173-kw max. visual. BMPCT-880314KE.

Transmitter: 3101 Senior Rd., 3-mi. E of Dewitt

Satellite Earth Stations: SatCom, 5-meter; Scientific-Atlanta, 4.6-meter; Standard Communications receivers.

News Service: AP.

Ownership: Pueblo Bcstg. Corp.

Began Operation: September 1, 1987.

Represented (sales): Univision.

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

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

Personnel:

Jose Adan Trevino, President & Chief Executive Officer.

Zanetta Kelley, General Sales Manager.

Jerry Larsen, Local Sales Manager.

Beatriz de Alvarado, News Director.

Jorge Pereyra, News Producer.

Cindy Chisum, Program Director.

Mario Garcia, Promotion Director.

Steve Looney, Engineering Director.

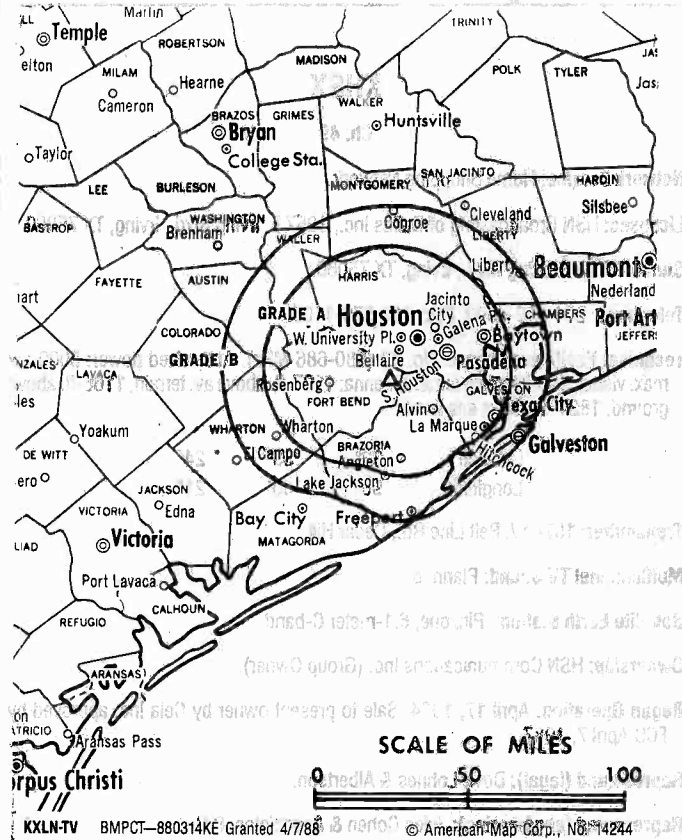
Chris Brown, Business Manager.

Moussa Nuseibeh, Marketing Director.

Noel Duran, Production Manager.

Highest 30 Sec. Rate: \$1600.

City of License: Rosenberg. **ADI:** Houston. **Rank:** 11.



Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Fort Bend	72,200	71,400	99
	Harris	1,059,700	1,051,800	99
	Wharton	14,300	14,100	99
Station Totals		1,146,200	1,137,300	99
Net Weekly Circulation (1992)			89,500	
Average Daily Circulation (1992)			57,000	

Texas—Irving

KHSX

Ch. 49

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of Dallas Inc., 1957 E. Irving Blvd., Irving, TX 75060.

Studio: 1957 E. Irving Blvd., Irving, TX 75060.

Telephone: 214-579-4900. **Fax:** 214-579-1105.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1197-ft. above av. terrain, 1166-ft. above ground, 1824-ft. above sea level.

Latitude 32° 35' 24"
Longitude 96° 58' 21"

Transmitter: 1574 W. Belt Line Rd., Cedar Hill.

Multichannel TV Sound: Planned.

Satellite Earth Station: Pinzone, 6.1-meter C-band.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

Represented (legal): Dow, Lohnes & Albertson.

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

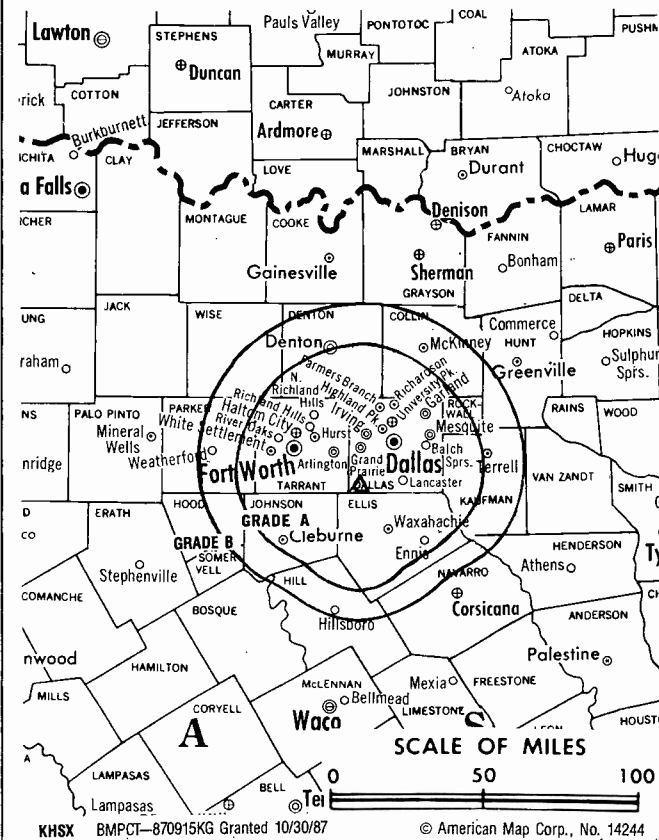
Personnel:

- Brad Foltyn, Station Manager.
- Art Runyon, Chief Engineer.
- Tony Montes, Program Manager.

Rates: On request.

City of License: Irving. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Parker	24,500	24,300	99
	Somervell	2,200	2,200	100
Station Totals		26,700	26,500	99
Net Weekly Circulation (1992)				12,300
Average Daily Circulation (1992)				4,600

Texas—Lake Dallas

KLDT
Ch. 55

Network Service: None, independent.

Licensee: KLDT-TV 55 Inc., Box 55, Hurst, TX 76053.

Telephones: 214-316-7000; 817-267-9725.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 3303-kw max. Visual. Antenna: 466-ft. above av. terrain, 472-ft. above ground, 994-ft. above sea level.

Latitude 33° 00' 19"
Longitude 96° 59' 00"

Transmitter: Round Grove Rd., State Rte. 30401, approximately 0.6-mi. W of Hwy. 35 E.

Ownership: KLDT-TV 55th Inc.

Began Operation: December 25, 1990.

Represented (legal): Holland & Knight.

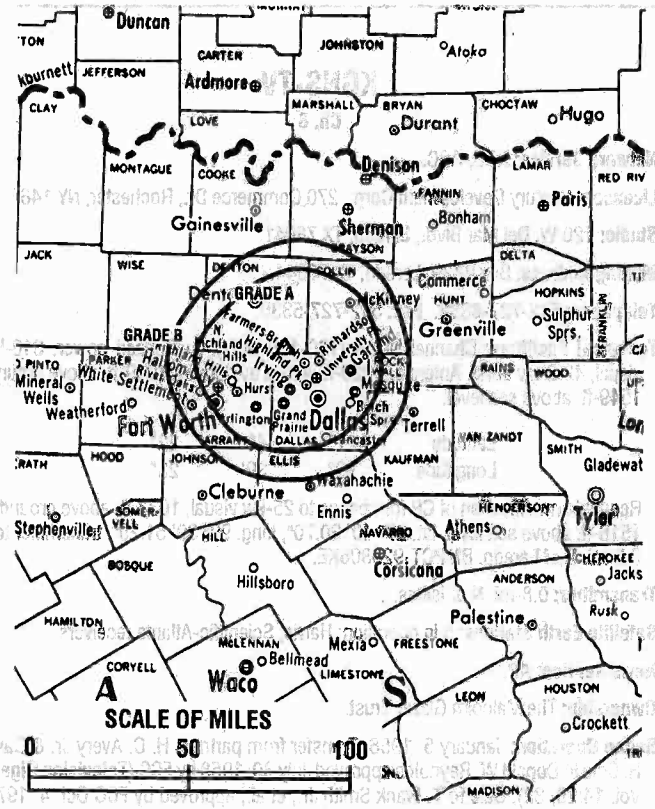
Represented (engineering): Pete E. M. Warren III.

Personnel:

Opal Thornton, Owner.

Rates: On request.

Arbitron Data: Not available.



KLDT BNPCT-901119KE Granted 1/17/91 © American Map Corp., No. 14244

City of License: Lake Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Texas—Laredo

KGNS-TV Ch. 8

Network Service: NBC, ABC.

Licensee: Century Development Corp., 270 Commerce Dr., Rochester, NY 14623.

Studio: 120 W. Del Mar Blvd., Laredo, TX 78041.

Mailing Address: Box 2829, Laredo, TX 78044.

Telephone: 512-727-8888. **Fax:** 512-727-5336.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"
Longitude 99° 39' 23"

Requests modification of CP for change to 25-kw visual, 1033-ft. above ground, 1516-ft. above sea level, lat. 27° 40' 20.70", long. 99° 39' 51.20", transmitter to 6.8-mi. N of Laredo. BMPCT-920806KE.

Transmitter: 0.8-mi. N of Islitas.

Satellite Earth Stations: 5 in operation; Harris, Scientific-Atlanta receivers.

News Service: AP.

Ownership: The Malcolm Glazer Trust.

Began Operation: January 5, 1956. Transfer from partners H. C. Avery Jr. & David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (*Television Digest*, Vol. 14:28, 32). Sale to T. Frank Smith Jr., et al., approved by FCC Oct. 4, 1977. Sale to Burke Bcstg. approved by FCC Oct. 28, 1983. Rescinded Nov. 2, 1983. Granted Dec. 15, 1983. Federal court subsequently ordered that Burke sell station back to Gulf Coast Bcstg. Co., to be followed by sale to Century Development Co. (Malcolm I. Glazer).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

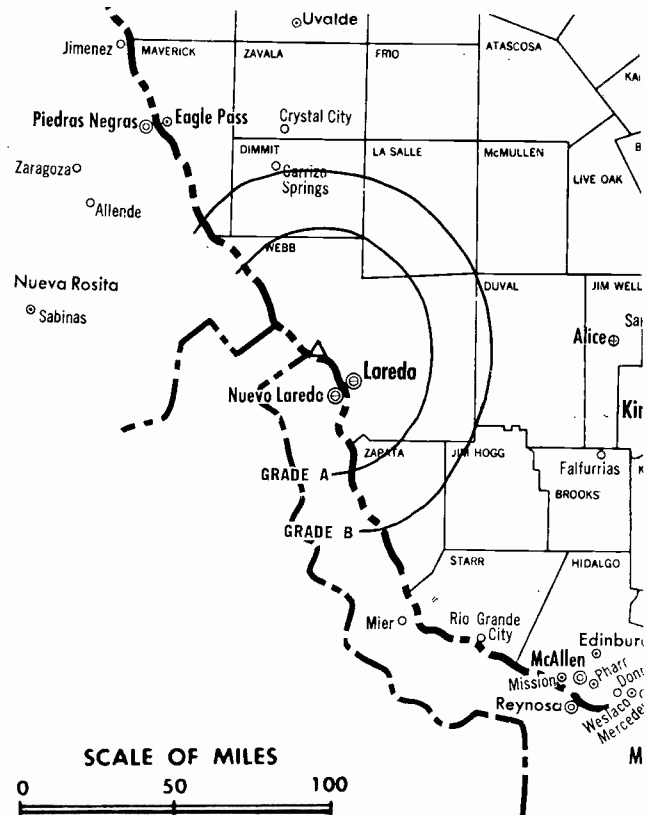
Jeff Pryor, Vice President & General Manager.
Jeannette Diack, General Sales Manager.
Richard Noriega, News Director.
David York, Chief Engineer.
Velia Herrera, Office Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$230.

City of License: Laredo. **ADI:** Laredo. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KGNS-TV BMPCT-6319 Granted 9/30/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	35,500	35,000	98
	Zapata	3,000	2,900	97
Between 25-49%	TEXAS Jim Hogg	1,700	1,700	97
Between 5-24%	TEXAS Dimmit	3,200	3,100	97
	Duval	4,100	4,000	98
	La Salle	1,800	1,800	100
Station Totals		49,300	48,500	98
Net Weekly Circulation (1992)			32,500	
Average Daily Circulation (1992)			21,000	

Texas—Laredo

KLDO-TV

Ch. 27

Network Service: Telemundo.

Licensee: Panorama Broadcasting Co., 1600 Water St., Riverdrive Mall, Laredo, TX 78040.

Studio: Riverdrive Mall, 1600 Water St., Laredo, TX 78040.

Telephone: 512-727-0027. **Fax:** 512-727-2673.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 221-ft. above av. terrain, 352-ft. above ground, 733-ft. above sea level.

Latitude 27° 30' 03.50"
Longitude 99° 30' 37.00"

Transmitter: 1600 Water St., Laredo.

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

Ownership: Panorama Broadcasting Co.

Began Operation: December 18, 1984.

Represented (sales): Telemundo.

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

Personnel:

Elia Solis, General Manager.

Judee Williams, Local Sales Manager.

Martine Trevino, Production Manager.

Merlin Miller, Chief Engineer.

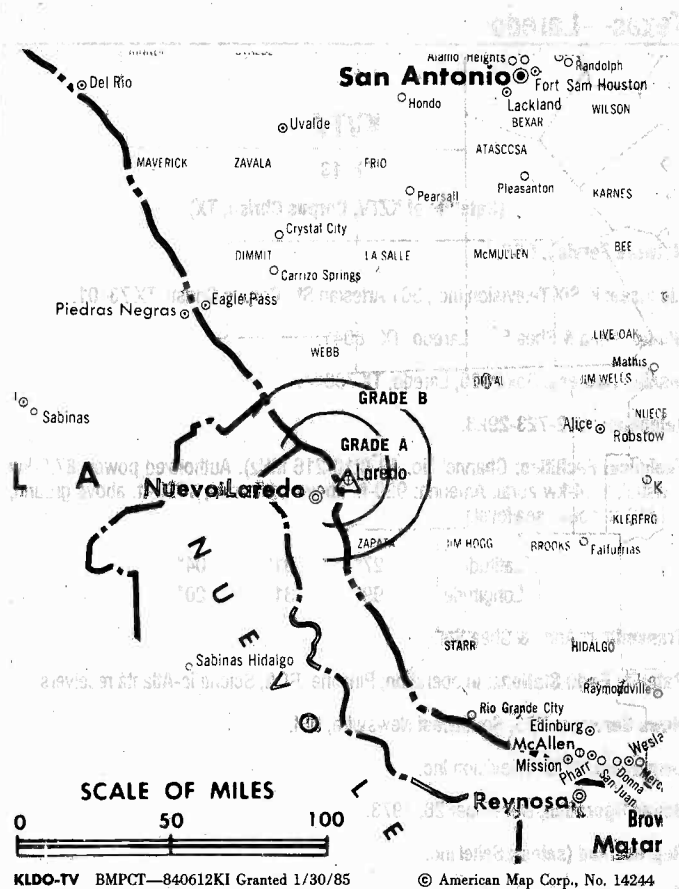
Quki Gonzalez, Program & Promotion Director.

Alice Sanchez, Business Manager.

Rates: On request.

City of License: Laredo. **ADI:** Laredo. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TVk and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	35,500	35,000	98
	TEXAS Jim Hogg Zapata	1,700 3,000	1,700 2,900	97 97
Station Totals		40,200	39,600	99
Net Weekly Circulation (1992)				19,300
Average Daily Circulation (1992)				10,900

Texas—Laredo

KVTV

Ch. 13

(Satellite of KZTV, Corpus Christi, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: Anna & Shea Sts., Laredo, TX 78041.

Mailing Address: Box 2039, Laredo, TX 78044.

Telephone: 512-723-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"
Longitude 99° 31' 20"

Transmitter: Anna & Shea Sts.

Satellite Earth Stations: In operation; Pinzone, RCA, Scientific-Atlanta receivers.

News Services: CBS, Southwest Newswire, UPI.

Ownership: K-SIX Television Inc.

Began Operation: December 28, 1973.

Represented (sales): Seltel Inc.

Personnel:

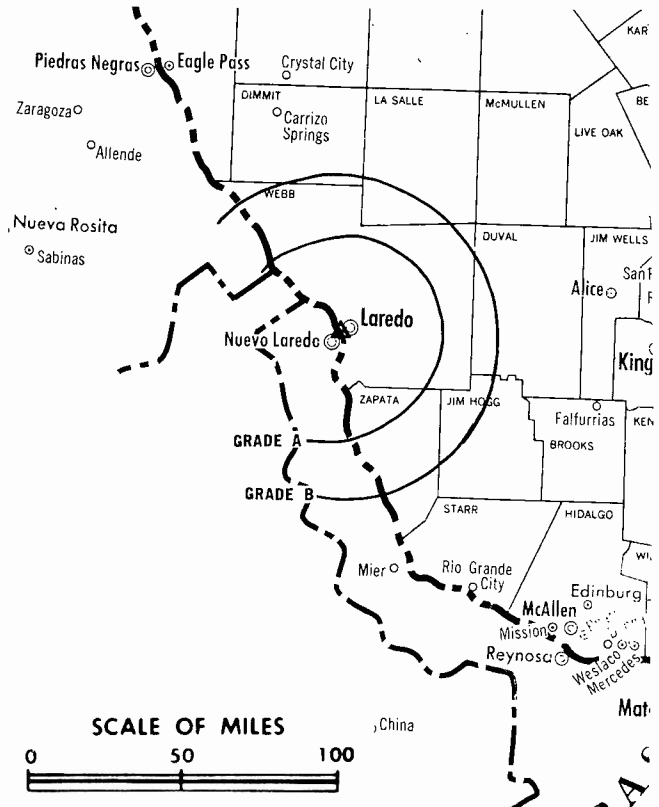
- Vann M. Kennedy, President & General Manager.
- Jay Dickey, Station Manager.
- Deborah Shoup, News Director.
- Ralph Quiroz, Chief Engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$140.

City of License: Laredo. **ADI:** Laredo. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



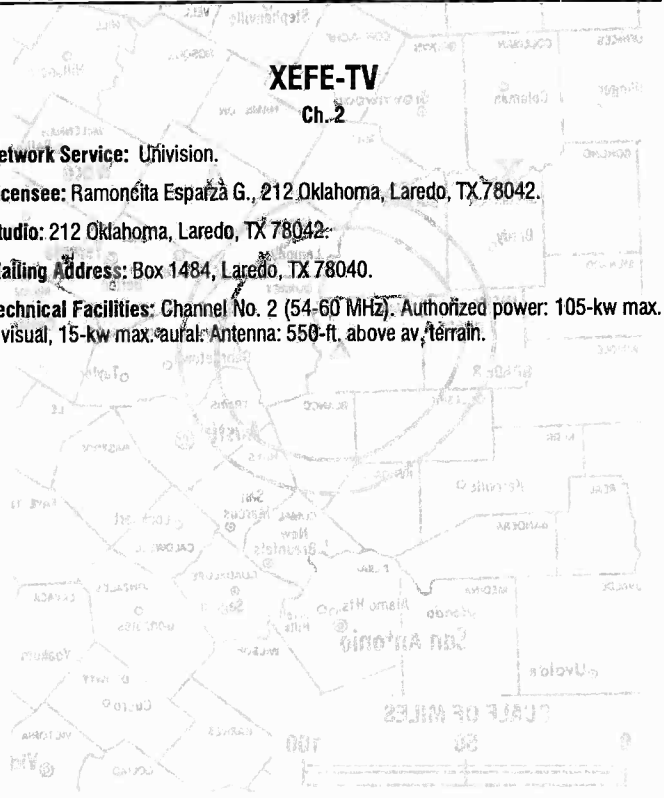
KVTV BMPCT-7459 Granted 2/26/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Webb	35,500	35,000	98
	Zapata	3,000	2,900	97
Between 5-24%	TEXAS			
	La Salle	1,800	1,800	100
Station Totals		40,300	39,700	99
Net Weekly Circulation (1992)			27,700	
Average Daily Circulation (1992)			15,100	

Texas—Laredo-Nuevo Laredo, Mexico

Texas—Laredo



XEFE-TV
Ch. 2

Network Service: Univision.
Licensee: Ramoncita Esparza G., 212 Oklahoma, Laredo, TX 78042.
Studio: 212 Oklahoma, Laredo, TX 78042.
Mailing Address: Box 1484, Laredo, TX 78040.
Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 105-kw max. visual, 15-kw max. aural. Antenna: 550-ft. above av. terrain.

Ownership: Ramoncita Esparza.
Began Operation: December 1, 1958.
Personnel:
 Ramoncita Esparza, General Manager
 Enrique Esparza, Sales Manager
 Ruben Lopez, Chief Engineer
 Arturo Esparza, Chief Engineer
 Antonio Esparza, Program Manager.
Rates: On request.
Arbitron Data: Not available.
ADI: Laredo. **Rank:** 198.

Additional Data: Included with XEFA-TV. Laredo, TX.
 City of Laredo, Laredo, TX 78040.

Proposed modification of 59 to change to 88.8 is above av. terrain, 409 ft. above ground, 1308-ft. above mean level, BMRP 01024KE.
 Transition: 3-mi. SW of Laredo on State Rte. 71
 Ownership: (1) Esparza Group (Group Owner)
 Major Ownership: Esparza Group, Inc., 199
 Represented (Legal, Corp. & Mktg.)
 Represented (Engineering): Miller, Johnson & Johnson
 Personnel:
 Juan Williams, General Manager
 Bob Stewart, General Sales Manager
 Debbie Martinez, Account Director
 Joe Daniel, Control Room
 Rates: On request.

Texas—Llano

KXAM-TV

(formerly KLNO)

Ch. 14

(Satellite of KXAN-TV Austin)

Network Service: NBC.

Licensee: KXAN Inc., Box 490, Austin, TX 78767.

Studio: 908 W. Martin Luther King Jr., Austin, TX 78701.

Telephone: 512-476-3636.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 3236-kw max. visual. Antenna: 896-ft. above av. terrain, 472-ft. above ground, 2014-ft. above sea level.

Latitude	30°	40'	36"
Longitude	98°	33'	59"

Requests modification of CP for change to 883-ft. above av. terrain, 459-ft. above ground, 1998-ft. above sea level. BMPCT-910916KF.

Transmitter: 8-mi. SE of Llano, off State Rte. 71.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: September 6, 1991.

Represented (legal): Cohn & Marks.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

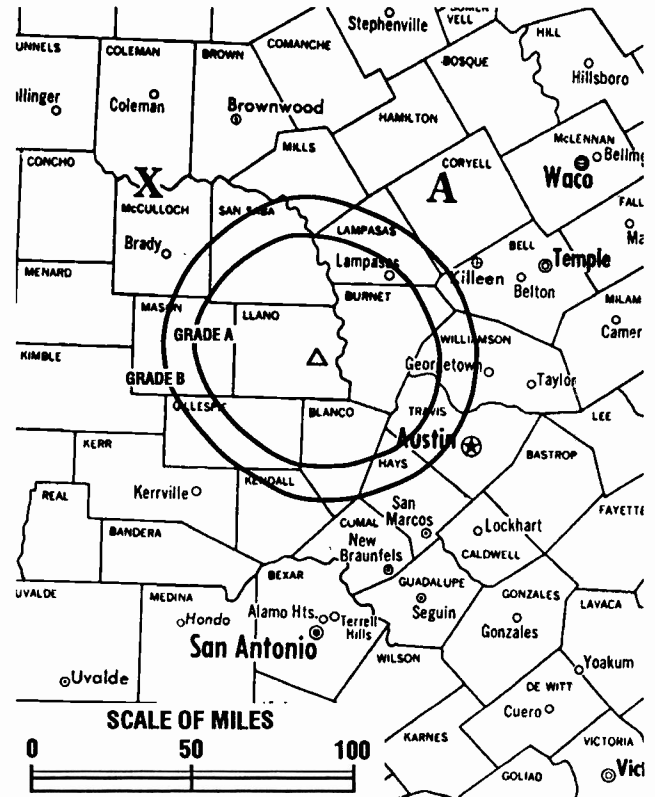
Jane Wallace, General Manager.

Bob Stettner, General Sales Manager.

Debbie McGarity, Program Director.

David Daniel, Chief Engineer.

Rates: On request.



KXAM-TV BMPCT-890509KG Granted 11/15/90 © American Map Corp., No. 14244

Arbitron Data: Included with KXAN-TV, Austin, TX.

City of License: Llano. ADI: Austin, TX. Rank: 66.

Texas—Lubbock

KAMC
Ch. 28

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 3790, Lubbock, TX 79452-3790.

Studio: 1201 84th St., Lubbock, TX 79423.

Mailing Address: Box 3790, Lubbock, TX 79452-3790.

Telephone: 806-745-2828. **TWX:** 910-896-4357. **Fax:** 806-748-1080.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level.

Latitude 33° 30' 57"
Longitude 101° 50' 54"

Transmitter: 0.2-mi. SW of 84th St. & Ave. J, Lubbock.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Satcom Technologies, 5-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3-meter C-band; Andrew, M/A-Gom receivers.

News Service: AP.

Ownership: McAlister TV Enterprises Inc.

Began Operation: November 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

Represented (sales): Petry Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

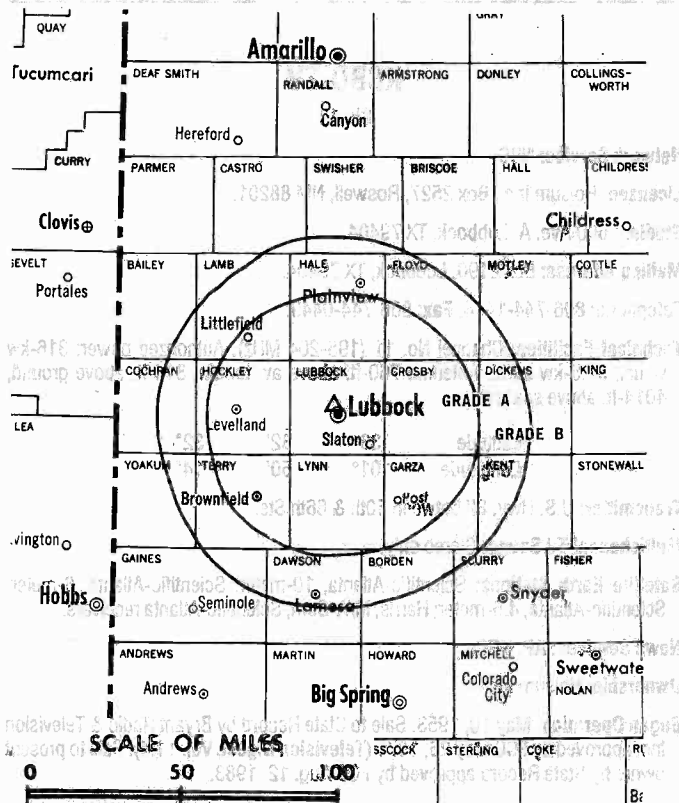
- Greg McAlister, President & General Manager.
- A. C. Wimberly, Executive Vice President & Station Manager.
- Bill Maddox, Vice President & General Sales Manager.
- Byron Grandy, News Director.
- Bobby Maxey, Promotion & Marketing Director.
- Bill Enloe, Chief Engineer.
- Don Garth, Business Manager.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$300.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 148.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KAMC BMPCT-6862 Granted 10/11/68 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Floyd	3,000	3,000	100
	Gaines	4,600	4,600	100
	Garza	1,800	1,800	100
	Hale	12,100	12,000	99
	Hockley	8,100	8,100	100
	Lamb	5,600	5,600	100
	Lubbock	82,800	82,200	99
	Lynn	2,400	2,400	100
	Motley	700	700	100
	Terry	4,800	4,800	100
Yoakum	3,200	3,200	100	
TEXAS				
Between 25-49%	Bailey	2,600	2,600	100
TEXAS				
Between 5-24%	Castro	3,100	3,100	100
	Kent	400	400	100
	Swisher	3,100	3,100	100
Station Totals		148,900	148,100	99
Net Weekly Circulation (1992)				115,900
Average Daily Circulation (1992)				58,400

Texas—Lubbock

KCBD-TV Ch. 11

Network Service: NBC.

Licensee: Holsum Inc., Box 2527, Roswell, NM 88201.

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

Mailing Address: Box 2190, Lubbock, TX 79404.

Telephone: 806-744-1414. **Fax:** 806-744-0449.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 6-meter; Scientific-Atlanta, 4.6-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Holsum Inc.

Began Operation: May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (*Television Digest*, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

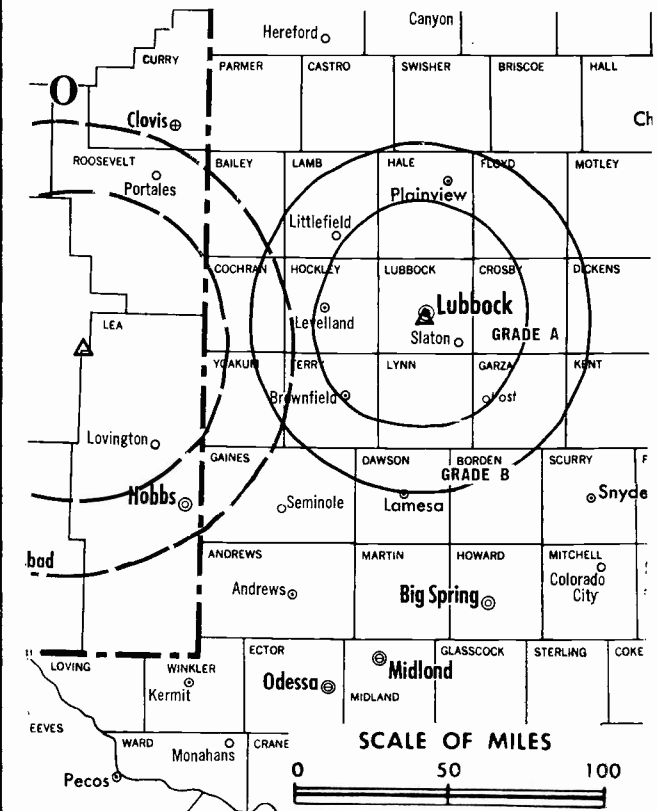
- Bill DeTournillon**, General Manager.
- Craig Wells**, General Sales Manager.
- Sherrell Lambert**, Director of Engineering.
- Skip Watson**, News Director.
- Jeff Pitner**, Promotion Director.
- Wayne Clark**, Business Manager.

Rates: On request.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 148.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,600	2,600	100
	Borden	300	300	100
	Cochran	1,500	1,500	100
	Crosby	2,600	2,600	100
	Dawson	5,100	5,000	98
	Dickens	1,100	1,100	100
	Floyd	3,000	3,000	100



KCBD-TV BMPCT-5814 Granted 2/1/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garza	1,800	1,800	100
	Hale	12,100	12,000	99
	Hockley	8,100	8,100	100
	Kent	400	400	100
	King	200	200	100
	Lamb	5,600	5,600	100
	Lubbock	82,800	82,200	99
	Lynn	2,400	2,400	100
	Motley	700	700	100
	Scurry	6,400	6,300	98
	Terry	4,800	4,800	100
Yoakum	3,200	3,200	100	
Between 25-49%	TEXAS			
	Gaines	4,600	4,600	100
Between 5-24%	TEXAS			
	Briscoe	900	900	100
	Parmer	3,200	3,200	100
	Swisher	3,100	3,100	100
Station Totals		156,500	155,600	99
Net Weekly Circulation (1992)				129,900
Average Daily Circulation (1992)				83,000

Texas—Lubbock

KJTV

Ch. 34

Network Service: Fox

Licensee: Ramar Communications Inc., Box 3757, Lubbock, TX 79452.

Studio: 9800 University Ave., Lubbock, TX 79423.

Mailing Address: Box 3757, Lubbock, TX 79452.

Telephone: 806-745-3434. Fax: 806-748-1949.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3732.5-kw visual, 373.25-kw aural. Antenna: 844-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"
Longitude 101° 52' 20"

Transmitter: 100th & University, Lubbock.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Antenna Technology Ku & C-band; KJ Technologies, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.6-meter Ku-band; KJ Technologies, 3.7-meter Ku & C-band; DX Antenna, M/A-Com receivers.

News Services: Fox News, CNN.

Ownership: Ramar Communications Inc.

Began Operation: December 10, 1981.

Represented (sales): Sattel Inc.

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

Personnel:

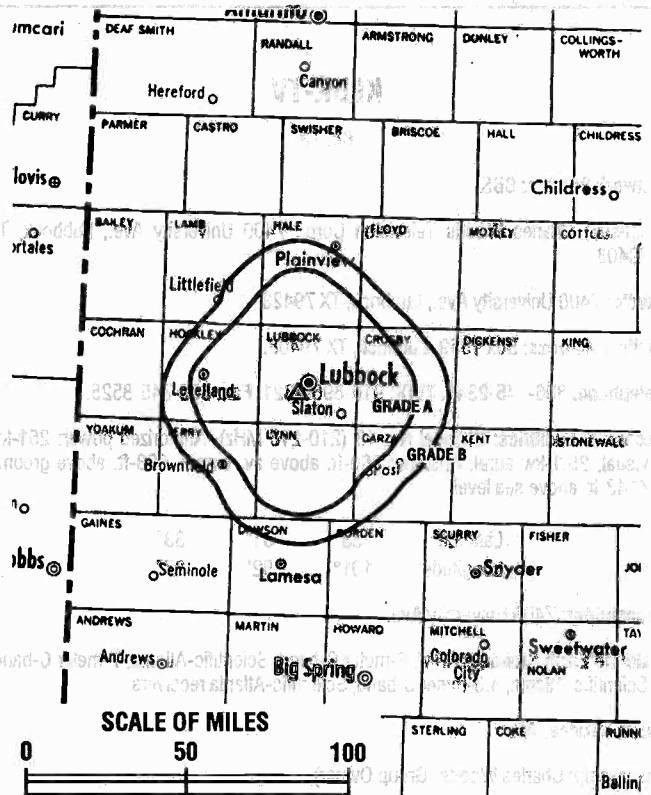
- Ray Moran**, President.
- Brad Moran**, Vice President & General Manager.
- Randy Roberts**, General Sales Manager.
- David Underwood**, National Sales Manager.
- Guy Smith**, Chief Engineer.
- Donna Elliott**, Business Manager.

Rates: On request.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 148.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County/coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,600	2,600	100
	Cochran	1,500	1,500	100
	Crosby	2,600	2,600	100
	Floyd	3,000	3,000	100
	Hale	12,100	12,000	99
	Hockley	8,100	8,100	100
	Lamb	5,600	5,600	100
	Lubbock	82,800	82,200	99
	Lynn	2,400	2,400	100
	Motley	700	700	100
	Scurry	6,400	6,300	98
	Terry	4,800	4,800	100



KJTV BMPCT-810923KF Granted 1/7/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Briscoe	900	900	100
	Castro	3,100	3,100	100
	Cottle	1,000	1,000	100
	Dawson	5,100	5,000	98
	Dickens	1,100	1,100	100
	Gaines	4,600	4,600	100
	Garza	1,800	1,800	100
	Kent	400	400	100
	Mitchell	3,100	3,100	100
	Yoakum	3,200	3,200	100
Between 5-24%	NEW MEXICO			
	Lea North	18,100	17,700	98
	OKLAHOMA			
	Harmon	1,600	1,600	100
	TEXAS			
	King	200	200	100
	Swisher	3,100	3,100	100
Station Totals		179,900	178,600	99
Net Weekly Circulation (1992)				110,200
Average Daily Circulation (1992)				56,400

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Texas—Lubbock

KLBK-TV

Ch. 13

Network Service: CBS.

Licensee: Charles Woods Television Corp., 7400 University Ave., Lubbock, TX 79408.

Studio: 7400 University Ave., Lubbock, TX 79423.

Mailing Address: Box 1559, Lubbock, TX 79408.

Telephone: 806-745-2345. **TWX:** 910-896-4321. **Fax:** 806-745-8525.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

Satellite Earth Stations: ADM, 6-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Charles Woods (Group Owner).

Began Operation: November 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (*Television Digest*, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co. Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to Robert L. Dudley, et al., conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13). Sale of 50% by Dudley to Charles Woods, giving him 100%, approved Oct. 14, 1983.

Represented (sales): Blair Television.

Represented (legal): Kenkel & Associates.

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

Personnel:

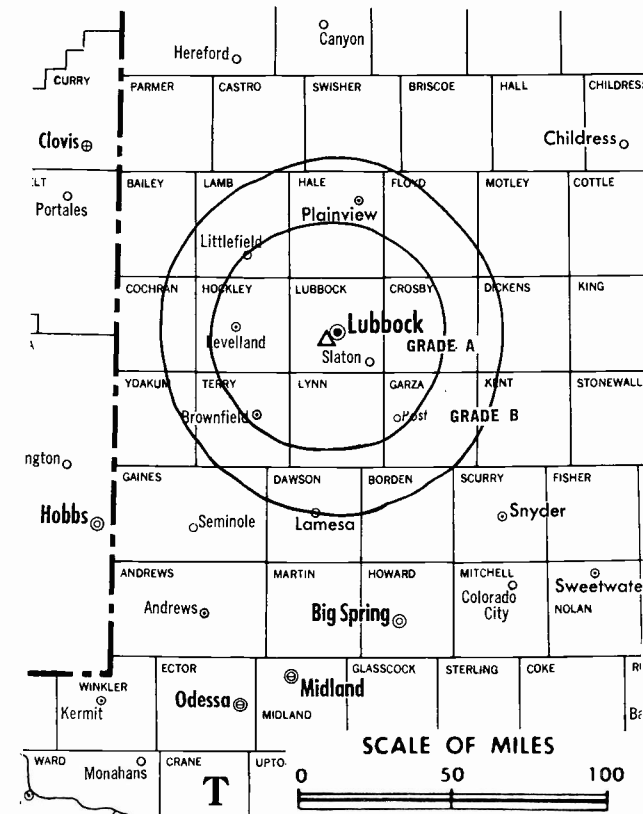
- Charles Woods, President.
- Rick Lipps, General Manager.
- Terry Graham, News Director.
- Bill Blann, Program Director & Production Manager.
- Don King, Chief Engineer.
- Gay Jones, Promotion Director.
- Kathy Brand, Business Manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 148.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KLBK-TV BPCT-4059 Granted 12/27/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Bailey	2,600	2,600	100
	Borden	300	300	100
	Castro	3,100	3,100	100
	Cochran	1,500	1,500	100
	Crosby	2,600	2,600	100
	Dawson	5,100	5,000	98
	Dickens	1,100	1,100	100
	Floyd	3,000	3,000	100
	Gaines	4,600	4,600	100
	Garza	1,800	1,800	100
	Hale	12,100	12,000	99
	Hockley	8,100	8,100	100
	Kent	400	400	100
	Lamb	5,600	5,600	100
	Lubbock	82,800	82,200	99
	Lynn	2,400	2,400	100
	Motley	700	700	100
	Scurry	6,400	6,300	98
	Terry	4,800	4,800	100
	Yoakum	3,200	3,200	100
Between 25-49%				
	TEXAS			
	Swisher	3,100	3,100	100
Station Totals		155,300	154,400	99
Net Weekly Circulation (1992)				127,900
Average Daily Circulation (1992)				77,600

Texas—Lufkin-Nacogdoches

KTRE

Ch. 9

(Satellite of KLTV, Tyler-Longview, TX)

Network Service: ABC.

Licensee: TV-3/Inc., 715 S. Jefferson, Jackson, MS 39205.

Studio: 1.4-mi. NW of Clawson.

Telephone: 409-853-5873. Fax: 409-853-3084.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 158-kw visual, 31.6-kw aural. Antenna: 670-ft. above av. terrain, 522-ft. above ground, 932-ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.

Satellite Earth Stations: 3 in operation; Harris receivers.

News Services: AP, ABC.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: August 17, 1955. Sale to present owners by Buford Television Inc. approved by FCC Feb. 16, 1989. Sale to Buford by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (Television Digest, Vol. 2:31).

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- Frank Melton, President.
- Errol Kapellusch, Senior Vice President & General Manager.
- Bret Bengel, Sales Manager.
- Tina Alexander, News Director.
- Shelley Martin, National Sales Manager.
- Dean Worley, Chief Engineer.
- Lee Miller, Promotion Director.

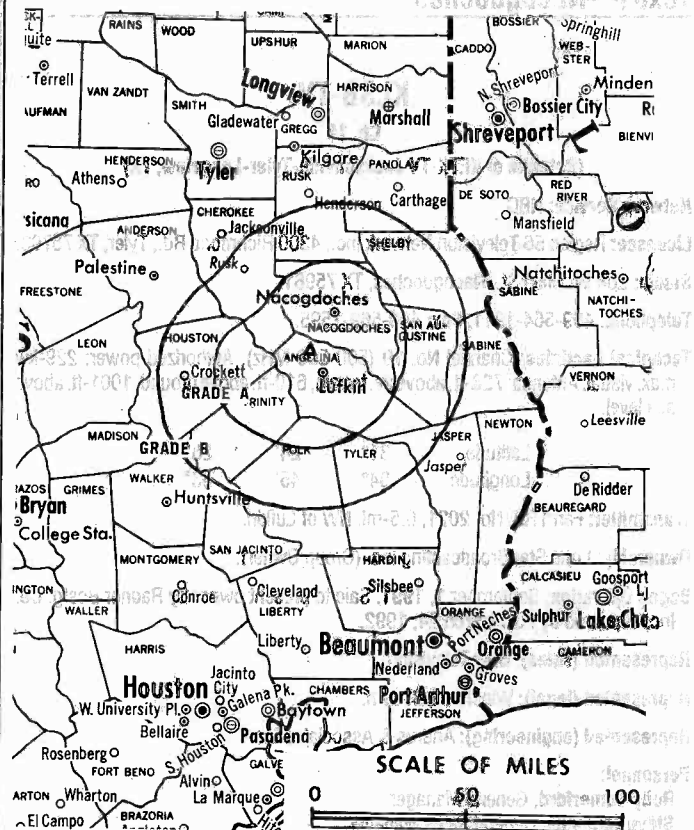
Rates: Sold in combination with KLTV, Tyler-Longview, TX.

NETWORK BASE HOURLY RATE: \$510.

City of License: Lufkin. ADI: Tyler-Longview. Rank: 112.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Angelina	25,100	24,800	99
	Houston	8,400	8,200	98
	Nacogdoches	20,000	19,600	98
	Sabine	4,100	4,000	98



KTRE BPCT-850313KH Granted 7/19/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Augustine	3,300	3,200	97
	Trinity	4,800	4,700	98
TEXAS				
Between 25-49%	Polk	12,400	12,100	98
	Shelby	9,100	8,900	98
	Walker	16,500	16,100	98
LOUISIANA				
Between 5-24%	Sabine	9,400	9,200	97
TEXAS				
	Anderson	14,700	14,500	99
	Cherokee	15,100	14,800	98
	Jasper	11,900	11,700	98
	Madison	3,500	3,400	97
	San Jacinto	6,300	6,100	97
	Tyler	6,900	6,800	98
Station Totals		171,500	168,100	98
Net Weekly Circulation (1992)				76,700
Average Daily Circulation (1992)				51,600

Texas—Nacogdoches

KLSB-TV

Ch. 19

(Satellite of KETK-TV Jacksonville-Tyler-Longview, TX)

Network Service: NBC.

Licensee: Region 56 Television Network Inc., 4300 Richmond Rd., Tyler, TX 75703.

Studio: 204 W. Main St., Nacogdoches, TX 75961.

Telephone: 409-564-1911. **Fax:** 409-569-1595.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 229-kw max. visual. Antenna: 728-ft. above av. terrain, 610-ft. above ground, 1001-ft. above sea level.

Latitude	31°	24'	28"
Longitude	94°	45'	53"

Transmitter: Farm Rd. No. 2021, 6.5-mi. NW of Lufkin.

Ownership: Lone Star Broadcasting Inc. (Group Owner).

Began Operation: September 1, 1991. Sale to present owner by Radnor Bcstg. Co. Inc. approved by FCC March 24, 1992.

Represented (sales): Blair Television.

Represented (legal): Winston & Strawn.

Represented (engineering): Andrus & Associates Inc.

Personnel:

Roby Somerford, General Manager.

Steve Jennings, General Sales Manager.

Anthony B. Cruz, National Sales Manager.

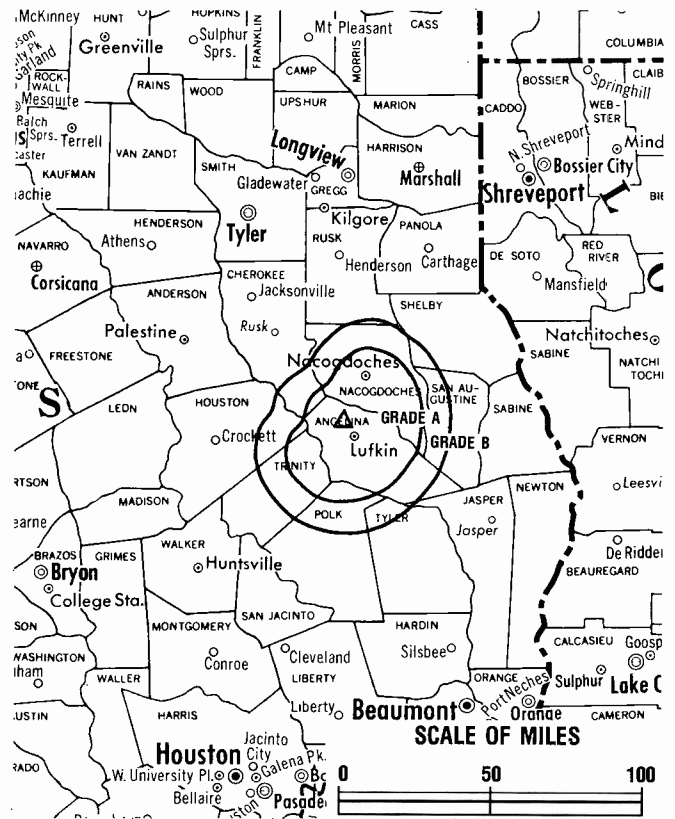
Kim Hutton, Program Director & Operations Manager.

Bill Alford, News Director.

Eva Brown, Traffic Manager.

Susan Kozak, Business Manager.

Doug Starkey, Chief Engineer.



KLSB-TV BPCT-890209KF Granted 9/18/90

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Rates: On request.

Arbitron Data: Included with KETK-TV, Jacksonville-Tyler-Longview, TX.

City of License: Nacogdoches. **ADI:** Tyler-Longview. **Rank:** 112.

Texas—Midland & Odessa

KMID
Ch. 2

Network Service: ABC.

Licensee: KMID Licensee Co., 2121 Ave. of the Stars, Suite 2800, Los Angeles, CA 90067.

Studio: Midland-Odessa Air Terminal, Midland, TX 79711.

Mailing Address: Drawer 60230, Midland, TX 79711.

Telephone: 915-563-2222. **TWX:** 910-897-5682. **Fax:** 915-563-5819.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.1-meter; Prodelin, 5-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: ABC, CNN, NIWS.

Ownership: Davis-Goldfarb Co. (Group Owner).

Begin Operation: December 18, 1953. Sale to Lorimar-Telepictures Corp. by Mid-
essa TV Co. Inc. approved by FCC Jan. 4, 1984 (Television Digest, Vol. 23:38).
FCC approved sale to present owners Feb. 12, 1988 (Vol. 28:7).

Represented (sales): Katz Television.

Personnel:

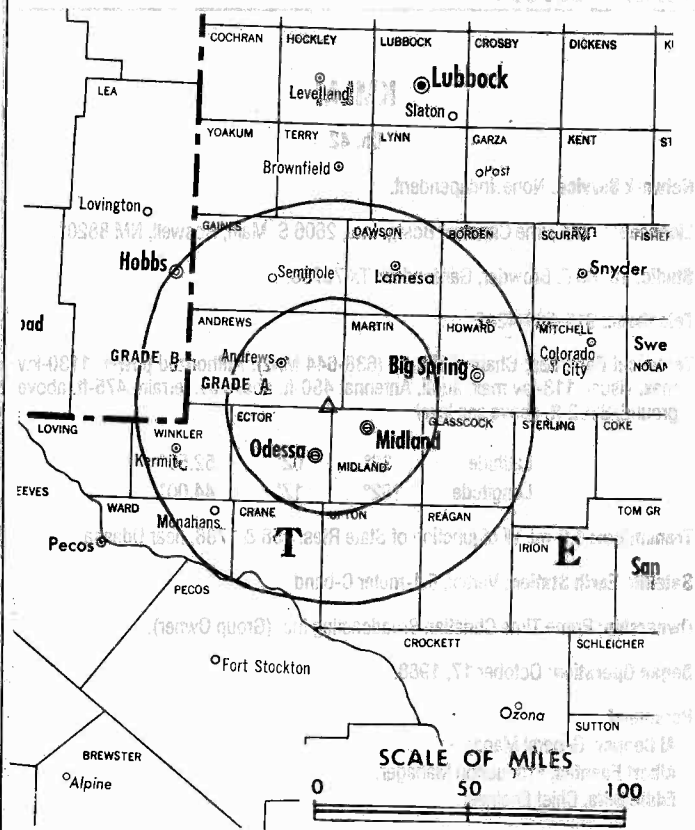
- John L. Foster, General Manager.
- Delores Stokes, Station Manager.
- Judy K. Dillard, General Sales Manager.
- Rick Wood, Local Sales Manager.
- Deann Holcomb, News Director.
- Dolores Woods, Program Director.
- Kathy Williams, Promotion Director.
- Dixie Jordan, Business Manager.
- Doug Faltus, Chief Engineer.
- Chuck Cooper, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$900.

City of License: Midland. **ADI:** Odessa-Midland. **Rank:** 152.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KMID BPCT-2922 Granted 10/30/61 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gaines	4,600	4,600	100
	Glasscock	500	500	100
	Howard	12,000	11,900	99
	Martin	1,600	1,600	100
	Midland	41,000	40,700	99
	Pecos	4,800	4,700	98
	Reagan	1,400	1,400	100
	Reeves	4,800	4,700	98
	Upton	1,500	1,500	100
	Ward	4,400	4,400	100
	Winkler	2,900	2,900	100
Between 25-49%	NEW MEXICO			
	Lea North	18,100	17,700	98
	TEXAS			
Between 5-24%	Crockett	1,500	1,500	100
	Jeff Davis	700	700	100
	TEXAS			
	Brewster	3,200	3,100	97
Loving	100	100	100	
Mitchell	3,100	3,100	100	
Sterling	500	500	100	
Station Totals		164,500	162,900	99
Net Weekly Circulation (1992)				122,100
Average Daily Circulation (1992)				76,100

Texas—Odessa

KMLM

Ch. 42

Network Service: None, independent.

Licensee: Prime Time Christian Bcstg. Inc., 2606 S. Main, Roswell, NM 88201.

Studio: 10760 E. Browder, Gardendale, TX 79758.

Telephone: 915-563-4242.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1130-kw max. visual, 113-kw max. aural. Antenna: 480-ft. above av. terrain, 475-ft. above ground, 3392-ft. above sea level.

Latitude	32°	02'	52.50"
Longitude	102°	17'	44.00"

Transmitter: 1.2-mi. W of junction of State Rtes. 158 & 1788, near Odessa.

Satellite Earth Station: Vertex, 6.1-meter C-band.

Ownership: Prime Time Christian Broadcasting Inc. (Group Owner).

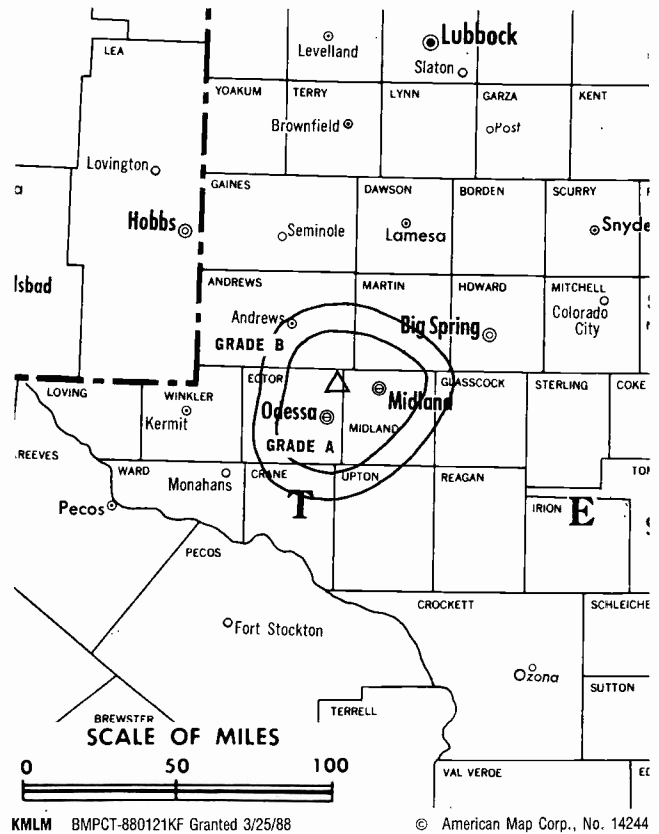
Began Operation: October 17, 1988.

Personnel:

Al Cooper, General Manager.
Albert Fuentes, Production Manager.
Eddie Sills, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 152.

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Texas—Odessa

KOSA-TV

Ch. 7

Network Service: CBS.

Licensee: Brissette TV of Odessa Inc., 1211 N. Whitaker, Odessa, TX 79763.

Studio: 1211 N. Whitaker Ave., Odessa, TX 79763.

Mailing Address: Box 4186, Odessa, TX 79760.

Telephone: 915-337-8301. TWX: 910-897-5504. Fax: 915-337-0536.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.50"
Longitude 102° 34' 41.00"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

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

News Service: AP.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: January 1, 1956. Transfer of control to Wesray Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973. Sale to International Bcstg. Co. approved Feb. 27, 1986 but not consummated. FCC approved sale of Forward stations to Adams Communications Dec. 23, 1987. Sale to present owner was approved Dec. 24, 1991.

Represented (sales): Blair Television.

Represented (legal): Wyrick, Robbins, Yates & Pouton.

Personnel:

Sheryl Jonsson, Vice President & General Manager.

Rick McGee, Operations Manager.

Tim Riggan, Local Sales Manager.

Don Scott, News Director.

George Bugg, Promotion Director.

Dawn Brenner, Business Manager.

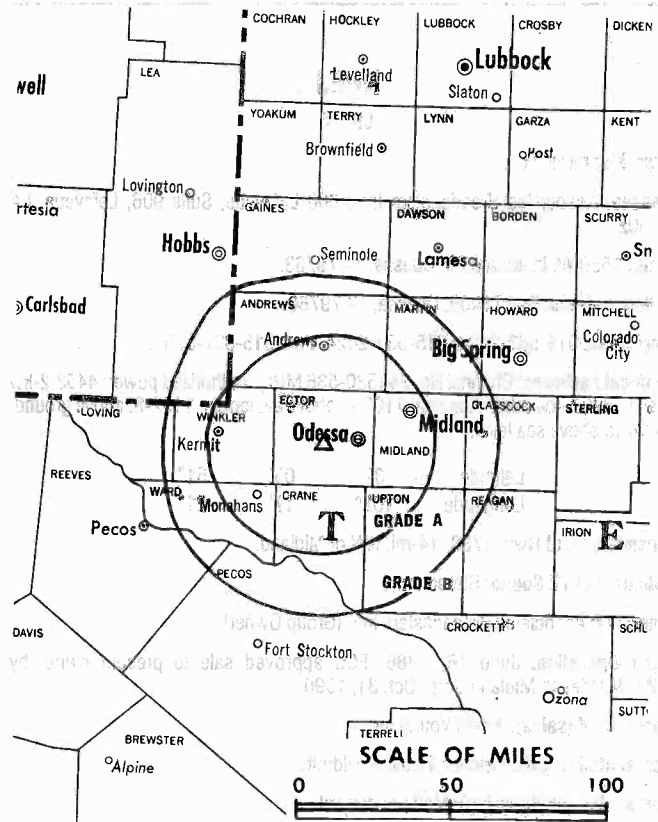
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 152.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea South	2,100	2,000	98
	TEXAS			
	Andrews	4,900	4,900	100
	Brewster	3,200	3,100	97
	Crane	1,600	1,600	100
	Ector	44,100	43,800	99
	Glasscock	500	500	100
	Howard	12,000	11,900	99
	Jeff Davis	700	700	100
	Martin	1,600	1,600	100
	Midland	41,000	40,700	99
	Pecos	4,800	4,700	98



KOSA-TV BMPCT-4369 Granted 11/26/56

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Presidio	2,200	2,100	95
	Reagan	1,400	1,400	100
	Reeves	4,800	4,700	98
	Upton	1,500	1,500	100
	Ward	4,400	4,400	100
	Winkler	2,900	2,900	100
Between 25-49%	TEXAS			
	Lea North	18,100	17,700	98
	Crockett	1,500	1,500	100
	Culberson	1,100	1,100	100
Between 5-24%	TEXAS			
	Mitchell	3,100	3,100	100
Station Totals		162,200	160,600	99
Net Weekly Circulation (1992)				125,200
Average Daily Circulation (1992)				72,900

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Texas—Odessa

KPEJ
Ch. 24

Network Service: Fox.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 1550 W. Interstate 20, Odessa, TX 79763.

Mailing Address: Box 11009, Odessa, TX 79760.

Telephones: 915-563-2424; 915-337-2424. **Fax:** 915-337-3707.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4453.2-kw visual, 890.6-kw aural. Antenna: 1100-ft. above av. terrain, 1102-ft. above ground, 4014-ft. above sea level.

Latitude 32° 05' 51"
Longitude 102° 17' 21"

Transmitter: E of Hwy. 1788, 14-mi. NW of Midland.

Multichannel TV Sound: Stereo only.

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: June 16, 1986. FCC approved sale to present owner by SWMM/Odessa-Midland Corp. Oct. 31, 1990.

Represented (sales): Adam Young Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Matt Sanderford.

Personnel:

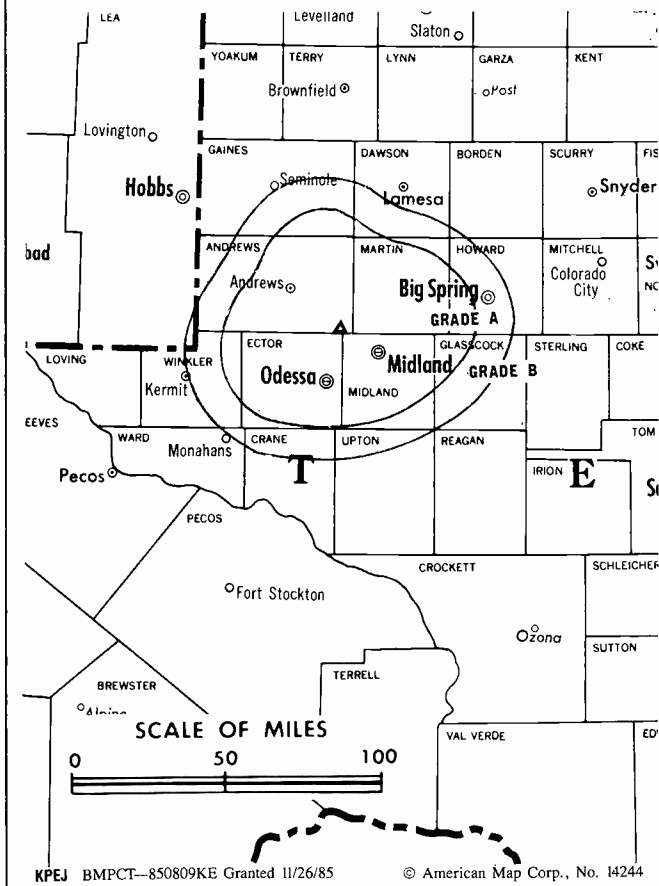
- Joseph Sugg, General Manager.
- James Beeghly, General Sales Manager.
- Dana Williams, Program Director.
- Becky Kelly-Norris, Promotion Director.
- Tina Plumlee, Business Manager.
- Jack Roberts, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 152.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Andrews	4,900	4,900	100
	Crane	1,600	1,600	100
	Ector	44,100	43,800	99
	Howard	12,000	11,900	99
	Martin	1,600	1,600	100
	Midland	41,000	40,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Reagan	1,400	1,400	100
	Ward	4,400	4,400	100
	Winkler	2,900	2,900	100
Between 25-49%	NEW MEXICO			
	Lea South	2,100	2,000	98
	TEXAS			
	Dawson	5,100	5,000	98
	Glasscock	500	500	100
	Pecos	4,800	4,700	98
	Upton	1,500	1,500	100
Yoakum	3,200	3,200	100	
Between 5-24%	TEXAS			
	Crockett	1,500	1,500	100
	Gaines	4,600	4,600	100
Station Totals		137,200	136,200	99
Net Weekly Circulation (1992)				85,900
Average Daily Circulation (1992)				39,500

Texas—Odessa

KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, TX)

Network Service: NBC.

Licensee: Midessa Television Co., Box 708-A, Lawton, OK 73502.

Studio: 11320 County Rd. 127 W, Midland, TX 79711.

Mailing Address: Box 60150, Midland, TX 79711.

Telephone: 915-567-9999. **TWX:** 910-895-5346. **Fax:** 915-561-5136.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Satellite Earth Stations: Harris, 7.5-meter Ku-band; RCA, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Conus, NBC.

Ownership: R. H. Drewry Group (Group Owner); KSWO-TV Co. Inc. (Group Owner).

Began Operation: December 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to Permian Basin TV Corp. conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (*Television Digest*, Vol. 20:13). Sale to MSP Television of Midland-Odessa approved Nov. 19, 1985. Sale to present owners approved Sept. 9, 1991.

Represented (sales): Seitel Inc.

Personnel:

- John L. Foster, General Manager.
- Judy K. Jordan, General Sales Manager.
- Gayle Hill, News Director.
- Grady Woodward, Chief Engineer.

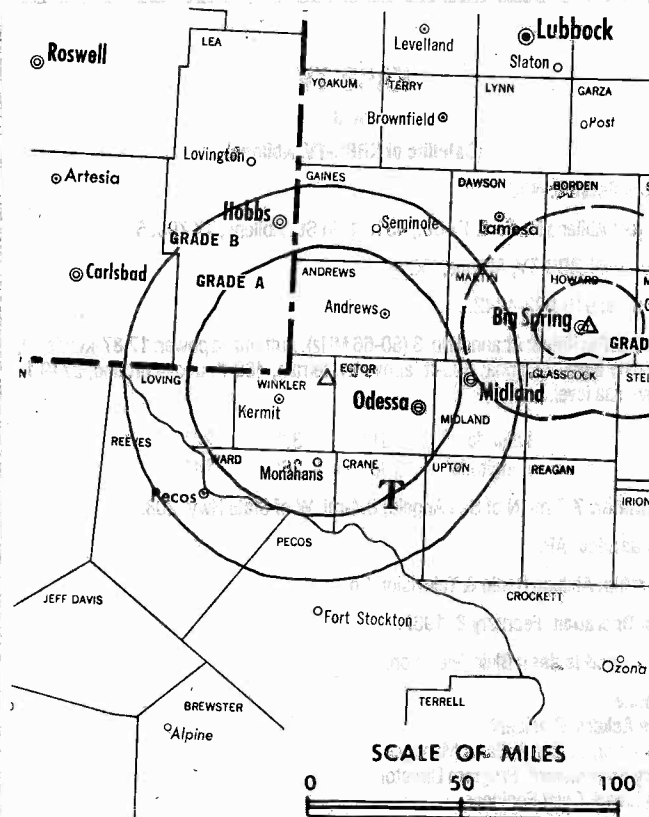
Rates: On request.

Arbitron Data: Includes KWAB-TV, Big Spring, TX.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 152.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea North	18,100	17,700	98
	Lea South	2,100	2,000	98
	TEXAS			
	Andrews	4,900	4,900	100
Brewster	3,200	3,100	97	
Crane	1,600	1,600	100	
Culberson	1,100	1,100	100	



KTPX BPCT-3000 Granted 7/25/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ector	44,100	43,800	99
	Gaines	4,600	4,600	100
	Howard	12,000	11,900	99
	Jeff Davis	700	700	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	41,000	40,700	99
	Mitchell	3,100	3,100	100
	Pecos	4,800	4,700	98
	Reagan	1,400	1,400	100
	Reeves	4,800	4,700	98
	Upton	1,500	1,500	100
	Ward	4,400	4,400	100
	Winkler	2,900	2,900	100
Yoakum	3,200	3,200	100	
Between 25-49%	TEXAS			
	Crockett	1,500	1,500	100
	Glasscock	500	500	100
Presidio	2,200	2,100	95	
Station Totals		165,400	163,800	99
Net Weekly Circulation (1992)				126,600
Average Daily Circulation (1992)				71,200

Texas—San Angelo

KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

Network Service: NBC.

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene, TX 79605.

Studio: See KRBC-TV, Abilene, TX.

Telephone: 915-692-4242.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"
 Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

News Service: AP.

Ownership: Abilene Radio & Television Co.

Began Operation: February 8, 1962.

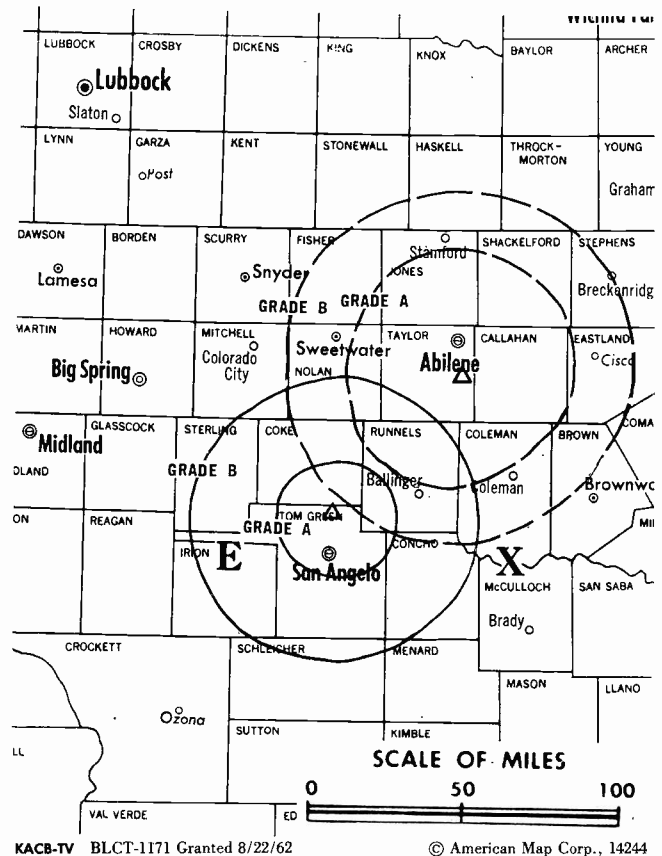
Represented (sales): Blair Television.

Personnel:

- Dale Ackers, President.
- Ken Knox, Station & Sales Manager.
- Jerry Shackelford, Program Director.
- Bob Lloyd, Chief Engineer.

Rates: Sold in combination with KRBC-TV, Abilene.

Arbitron Data: Included with KRBC-TV, Abilene, TX.



City of License: San Angelo. **ADI:** San Angelo. **Rank:** 188.

Texas—San Angelo

KIDY Ch. 6

Network Service: Fox.

Licensee: Sage Bcstg. Corp., 406 S. Irving St., San Angelo, TX 76903.

Studio: 406 S. Irving St., San Angelo, TX 76903.

Branch Office: 1049 N. 3rd, Suite 705, Abilene 79604.

Telephones: 915-658-2666 (San Angelo); 915-673-2345 (Abilene).

Fax: 915-655-8461.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual; 10-kw aural. Antenna: 910-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level.

Latitude 31° 35' 21"
Longitude 100° 31' 00"

Transmitter: 2.31-mi. N of intersection of U.S. 87 & March Rd., San Angelo.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, 3.5-meter C-band; Harris, RCA receivers.

Ownership: Sage Broadcasting Corp.

Began Operation: May 12, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Rosenman & Colin.

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

Personnel:

Raymond G. Schindler, President.

Paris R. Schindler, Vice President.

Bill Carter, General Manager & Secretary.

Lee Smith, Station & General Sales Manager.

Patricia Moulds, Abilene Sales Manager.

Cary Fitch, Chief Engineer.

Eddie Kissko, Public Affairs Director.

John Talley, Program Director.

Denise Schade, Promotion Director.

Sean Ryan, Production Manager.

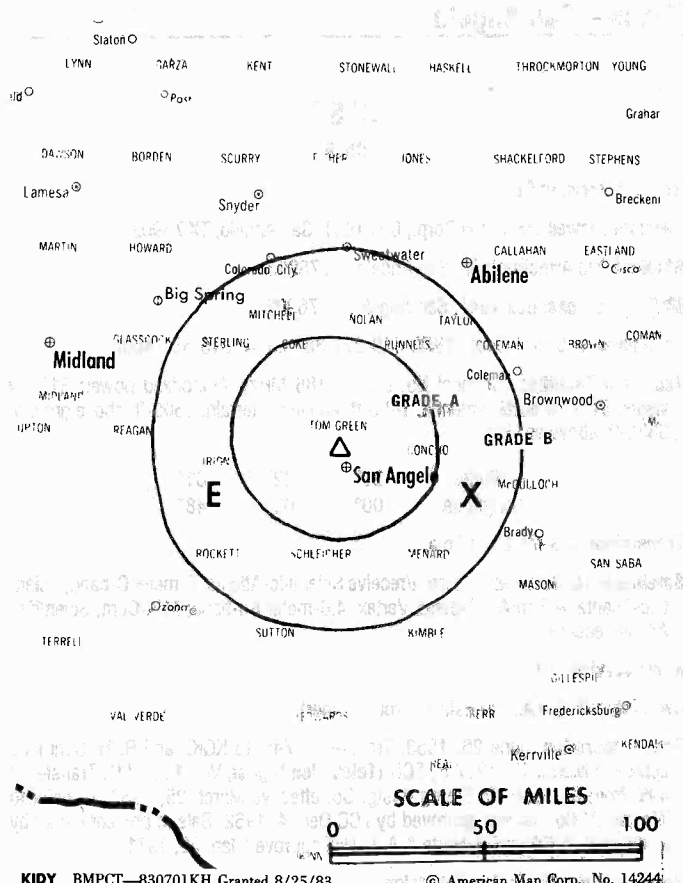
Jamie George, Business Manager.

Highest 30 Sec. Rate: \$175.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 188.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Coke	1,400	1,400	100
	Concho	1,100	1,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Irion	600	600	100
	Sterling	500	500	100
	Tom Green	37,000	36,600	99
Between 25-49%	TEXAS			
	Crockett	1,500	1,500	100
	Runnels	4,500	4,500	100
	Schleicher	1,000	1,000	100
	Taylor	44,600	44,300	99
Between 5-24%	TEXAS			
	Coleman	4,000	4,000	100
	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	Reagan	1,400	1,400	100
	Sutton	1,500	1,500	100
Station Totals		103,600	102,800	99
Net Weekly Circulation (1992)				50,500
Average Daily Circulation (1992)				22,500

Texas—San Angelo

KLST
Ch. 8

Network Service: CBS.

Licensee: Jewell Television Corp., Box 1941, San Angelo, TX 76902.

Studio: 2800 Armstrong St., San Angelo, TX 76903.

Mailing Address: Box 1941, San Angelo, TX 76902.

Telephone: 915-949-8800. **TWX:** 510-871-3805. **Fax:** 915-658-4006.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"
Longitude 100° 02' 48"

Transmitter: 3.3-mi. SE of Eola.

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

News Service: AP.

Ownership: T. B. Lanford Estate (Group Owner).

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved Jan. 20, 1971.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

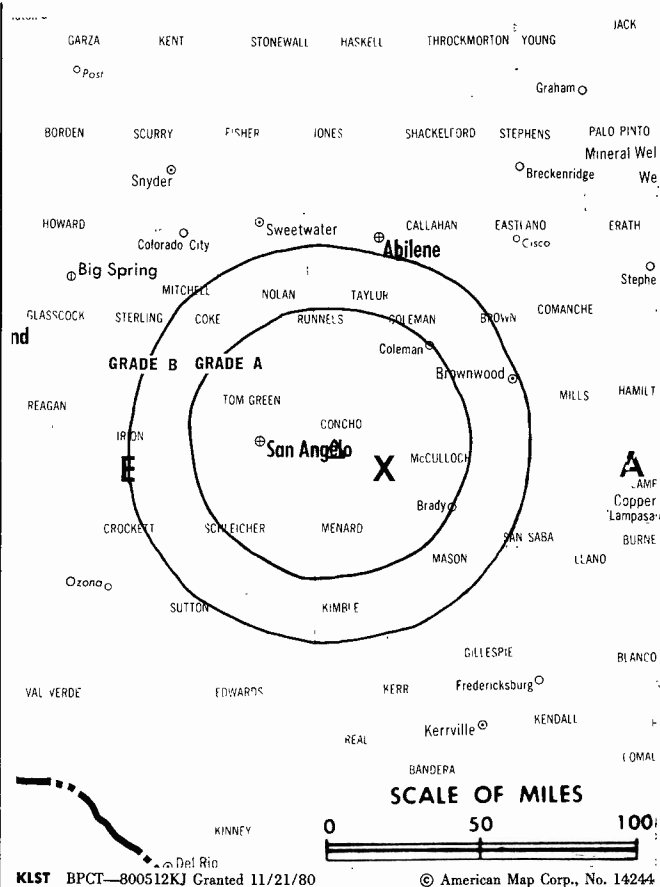
- Phil Brassie, Vice President & General Manager.
- Gordon Hay, Station Manager & Director of Operations.
- Lanny Kiest, Local Sales Manager.
- Glen Goode, Regional Sales Manager.
- Lou Kordek, News Director.
- Kevin Settle, Promotion Director.
- Larry White, Chief Engineer.
- Steve Price, Controller.
- Randy Aly, Marketing Director.
- Patsy Howell, Administrative Assistant.
- Denise Miller, National Sales Assistant.

Rates: On request.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 188.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Coke	1,400	1,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Concho	1,100	1,100	100
	Crockett	1,500	1,500	100
	Irion	600	600	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,600	3,500	97
	Mason	1,500	1,500	100
	Menard	900	900	100
	Runnels	4,500	4,500	100
	Schleicher	1,000	1,000	100
	Sutton	1,500	1,500	100
Tom Green	37,000	36,600	99	
Between 25-49%	TEXAS Coleman	4,000	4,000	100
	Mitchell	3,100	3,100	100
	Reagan	1,400	1,400	100
Between 5-24%	TEXAS Brown	13,600	13,400	98
	San Saba	2,300	2,300	100
Station Totals		81,100	80,300	99
Net Weekly Circulation (1992)				55,200
Average Daily Circulation (1992)				36,700

Texas—San Antonio

KABB
Ch. 29

Network Service: None, independent.

Licensee: River City Broadcasting L.P., 1215 Cole St., St. Louis, MO 63106.

Studio: 4335 N.W. Loop 410, San Antonio, TX 78229.

Telephone: 512-366-1129. **Fax:** 512-299-1545.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. visual, 250-kw max. aural. Antenna: 1453-ft. above av. terrain, 1470-ft. above ground, 1982-ft. above sea level.

Latitude 29° 17' 27"
Longitude 98° 16' 12"

Transmitter: 12480-B Adkins-Elmendorf Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 6.1-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

Ownership: Atlantic Broadcasting Co. (Group Owner).

Began Operation: December 16, 1987. Sale to present owners by Alamo Bcstg. Corp. approved by FCC July 14, 1989 (Television Digest, Vol. 29:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Michael A. Liff, Vice President & General Manager.

Michael Granados, General Sales Manager.

Richard Joppie, Local Sales Manager.

Bryan April, National Sales Manager.

Sam Bickel, Program Director.

Scott Macaninch, Promotion Director.

Bill Driesslein, Controller.

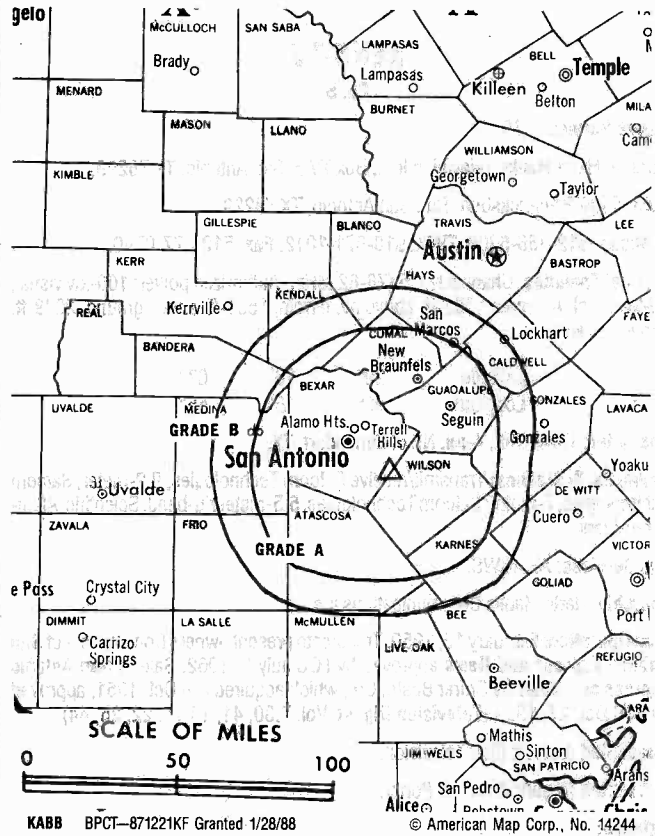
David Ostmo, Director of Engineering.

Rates: On request.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,500	10,300	98
	Bexar	424,800	420,700	99
	Comal	20,200	20,000	99
	Guadalupe	23,300	23,000	99
	Karnes	4,400	4,300	98
	Medina	9,600	9,400	98
Wilson	7,600	7,400	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Bandera	4,300	4,300	100
	Caldwell	9,300	9,100	98
	Gonzales	6,400	6,300	98
	Kendall	5,800	5,700	98
Between 5-24%	Mcmullen	300	300	100
	Uvalde	8,000	7,800	97
	TEXAS			
	De Witt	7,200	7,000	98
	Frio	4,200	4,100	98
Station Totals	Goliad	2,100	2,100	98
	Hays	22,500	22,200	99
	La Salle	1,800	1,800	100
	Live Oak	3,400	3,300	97
Net Weekly Circulation (1992)		575,700	569,100	99
Average Daily Circulation (1992)				327,900
				154,200

Texas—San Antonio

KENS-TV Ch. 5

Network Service: CBS.

Licensee: Harte-Hanks Television Inc., Box TV 5, San Antonio, TX 78299.

Studio: 5400 Fredericksburg Rd., San Antonio, TX 78229.

Telephone: 512-366-5000. **TWX:** 910-871-1012. **Fax:** 512-377-0740.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"
Longitude 98° 15' 55"

Transmitter: Tower Rd., 4-mi. NE of Elmendorf, TX.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter; Satcom Technologies, 7-meter; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, NIWS.

Ownership: Harte-Hanks Communications Inc.

Began Operation: February 15, 1950. Transfer to present owners from owners of **San Antonio Express and News** approved by FCC July 3, 1962. Sale to **San Antonio Express and News** by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales): Blair Television.

Represented (legal): Arnold & Porter.

Personnel:

- Michael J. Conly, President & General Manager.
- Jack W. Forehand, Vice President & Station Manager.
- Bob Rogers, Vice President & Director of News & Public Affairs.
- Robert King, Vice President & Chief Engineer.
- Michael Simpson, General Sales Manager.
- Marty Gamer, National Sales Manager.
- Laura Horansky, Promotion Director.
- Susan Lynch, Business Manager.

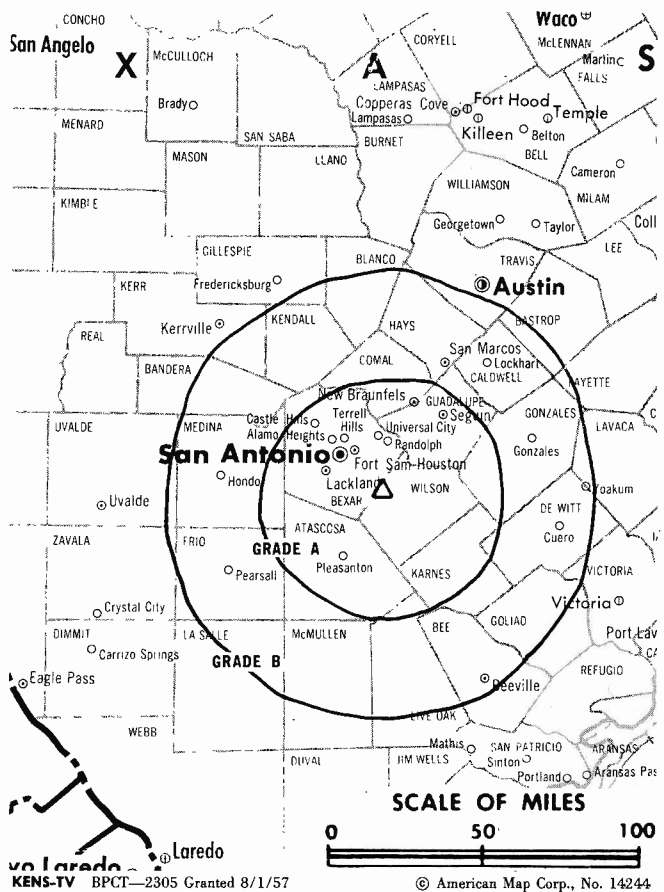
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,500	10,300	98
	Bandera	4,300	4,300	100
	Bee	8,800	8,700	98
	Bexar	424,800	420,700	99
	Comal	20,200	20,000	99
	De Witt	7,200	7,000	98
	Dimmit	3,200	3,100	97
	Edwards	800	800	100
	Frio	4,200	4,100	98
	Goliad	2,100	2,100	98
	Gonzales	6,400	6,300	98
	Guadalupe	23,300	23,000	99
	Karnes	4,400	4,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kendall	5,800	5,700	98
	Kerr	15,000	14,700	98
	Kinney	1,000	1,000	100
	La Salle	1,800	1,800	100
	Lavaca	7,200	7,000	97
	Mcmullen	300	300	100
	Maverick	10,400	10,000	96
	Medina	9,600	9,400	98
	Real	1,000	1,000	100
	Uvalde	8,000	7,800	97
	Val Verde	12,500	12,200	98
	Victoria	26,500	26,100	98
Wilson	7,600	7,400	97	
Zavala	3,300	3,200	97	
Between 25-49%	TEXAS			
	Caldwell	9,300	9,100	98
	Gillespie	6,900	6,700	97
	Hays	22,500	22,200	99
Between 5-24%	TEXAS			
	Blanco	2,600	2,600	100
	Duval	4,100	4,000	98
	Fayette	8,200	7,900	96
Webb	35,500	35,000	98	
Station Totals		722,700	713,100	99
Net Weekly Circulation (1992)				565,200
Average Daily Circulation (1992)				362,400

Texas—San Antonio

KMOL-TV Ch. 4

Network Service: NBC.

Licensee: UTV of San Antonio Inc., Box 2641, San Antonio, TX 78299.

Studio: 1031 Navarro St., San Antonio, TX 78205.

Mailing Address: Box 2641, San Antonio, TX 78299.

Telephone: 512-226-4444. **Fax:** 512-223-5693.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

Transmitter: 4-mi. from Elmendorf on bearing of N79° E.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 7-meter C-band; Comtech, Harris receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, CNN.

Ownership: United Television Inc. (Group Owner).

Began Operation: December 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975 (Television Digest, Vol. 14:48). Sale to Avco by Hugh Half Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

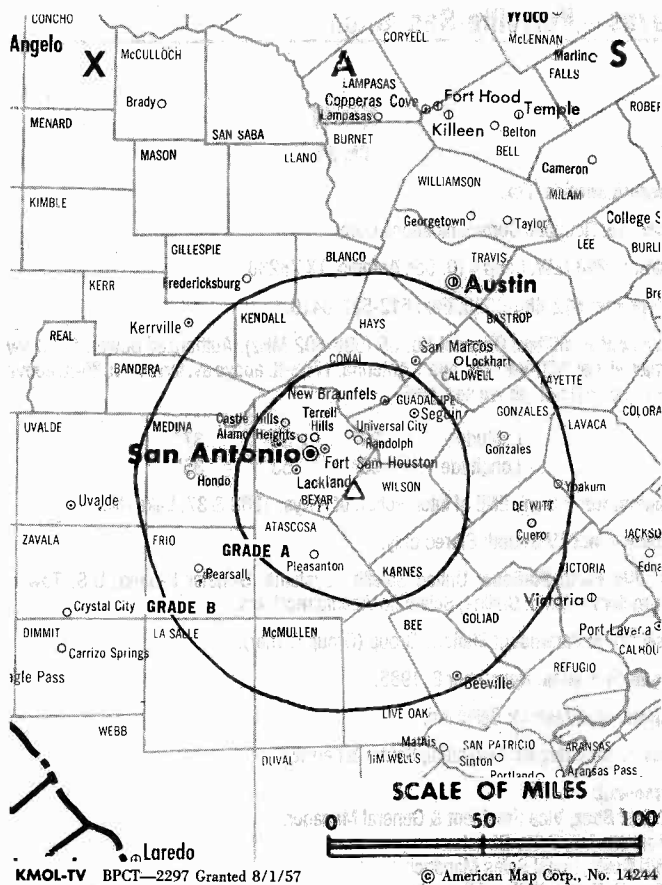
Robert Donohue, Vice President & General Manager.
Kevin Donohue, General Sales Manager.
Jay Oliver, Local Sales Manager.
John Seabers, National Sales Manager.
Ron Harig, News Director.
Dennis Marshall, Promotion Manager & Creative Services Director.
Gene Hansbauer, Business Manager.
Pat Bodet, Production Manager.
Harold Friesenhahn, Chief Engineer.

Rates: On request.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,500	10,300	98
	Bandera	4,300	4,300	100
	Bexar	424,800	420,700	99
	Comal	20,200	20,000	99
	De Witt	7,200	7,000	98
	Dimmit	3,200	3,100	97
	Edwards	800	800	100
	Frio	4,200	4,100	98
	Gillespie	6,900	6,700	97
	Goliad	2,100	2,100	98
	Gonzales	6,400	6,300	98
	Guadalupe	23,300	23,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Karnes	4,400	4,300	98
	Kendall	5,800	5,700	98
	Kerr	15,000	14,700	98
	Kinney	1,000	1,000	100
	La Salle	1,800	1,800	100
	Lavaca	7,200	7,000	97
	McMullen	300	300	100
	Maverick	10,400	10,000	96
	Medina	9,600	9,400	98
	Real	1,000	1,000	100
	Uvalde	8,000	7,800	97
	Val Verde	12,500	12,200	98
	Victoria	26,500	26,100	98
	Wilson	7,600	7,400	97
	Zavala	3,300	3,200	97
Between 25-49%	TEXAS			
	Caldwell	9,300	9,100	98
	Hays	22,500	22,200	99
Between 5-24%	TEXAS			
	Bastrop	14,300	14,000	98
	Bee	8,800	8,700	98
Station Totals	Blanco	2,600	2,600	100
	Webb	35,500	35,000	98
Net Weekly Circulation (1992)		724,700	715,200	99
Average Daily Circulation (1992)				545,000
				305,100

Texas—Kerrville-San Antonio

KRRT
Ch. 35

Network Service: Fox.

Licensee: Republic Communications Corp.

Studio: 6218 N.W. Loop 410, San Antonio, TX 78238.

Telephone: 512-684-0035. **Fax:** 512-523-6416.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1763-ft. above av. terrain, 1520-ft. above ground, 3016-ft. above sea level.

Latitude 29° 36' 37"
Longitude 98° 53' 35"

Transmitter: 2.3-mi. ENE of intersection of Hwys. 1283 & 37, Lake Hills.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; U.S. Tower, 2-meter Ku-band; Collins, Scientific-Atlanta receivers.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: November 6, 1985.

Represented (sales): Settel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

David Boaz, Vice President & General Manager.

Tom Hurley, Sales Director.

Bill Davis, Local Sales Manager.

Tom Hoitsma, National Sales Manager.

Mel House, Director, Programming & Operations.

Kevin Busselman, Chief Engineer.

Vangie Mascorro, Promotion Director.

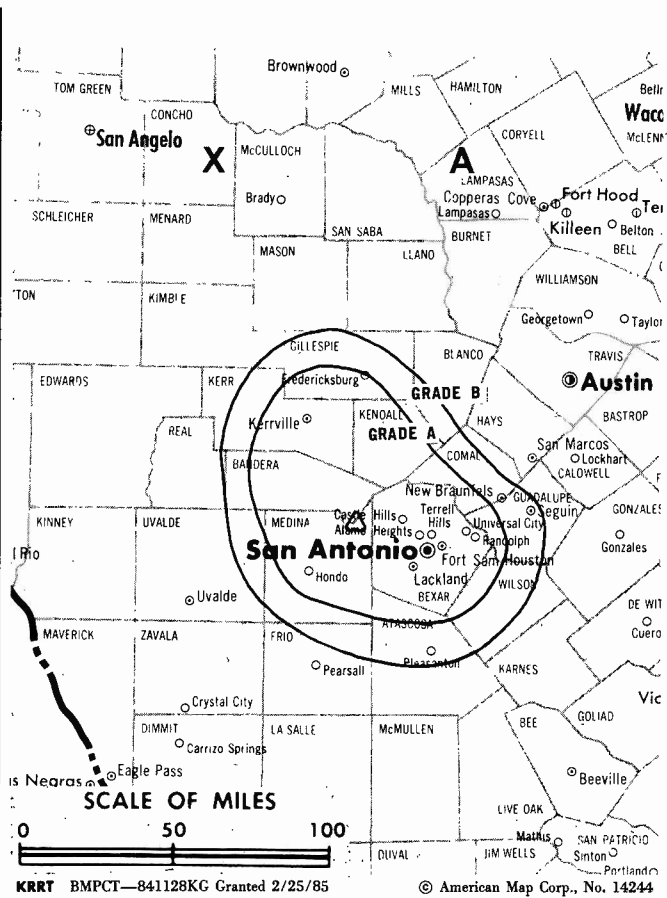
Rebecca Perez, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Kerrville. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,500	10,300	98
	Bandera	4,300	4,300	100
	Bexar	424,800	420,700	99
	Kerr	15,000	14,700	98
	Medina	9,600	9,400	98
	Val Verde	12,500	12,200	98
	Wilson	7,600	7,400	97
Between 25-49%	TEXAS			
	Comal	20,200	20,000	99
	Guadalupe	23,300	23,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Karnes	4,400	4,300	98
	Kendall	5,800	5,700	98
	La Salle	1,800	1,800	100
	Real	1,000	1,000	100
Between 5-24%	TEXAS			
	Blanco	2,600	2,600	100
	Caldwell	9,300	9,100	98
	De Witt	7,200	7,000	98
	Edwards	800	800	100
	Frio	4,200	4,100	98
	Gillespie	6,900	6,700	97
	Goliad	2,100	2,100	98
Gonzales	6,400	6,300	98	
Uvalde	8,000	7,800	97	
Station Totals		588,300	581,300	99
Net Weekly Circulation (1992)				322,100
Average Daily Circulation (1992)				135,700

Texas—San Antonio

KSAT-TV

Ch. 12

Network Service: ABC.

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

Studio: 1408 N. St. Mary's St., San Antonio, TX 78215.

Mailing Address: Box 2478, San Antonio, TX 78298.

Telephone: 512-351-1200. **TWX:** 910-871-4022. **Fax:** 512-351-1297.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmendorf, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, Conus, Texas State Network.

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

Began Operation: January 21, 1957. Sale to present owner by Rockefeller Group Inc. approved by FCC April 29, 1986 (Television Digest, Vol. 26:6, 12). Sale to Rockefeller Group approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Eohnes & Albertson.

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

Personnel:

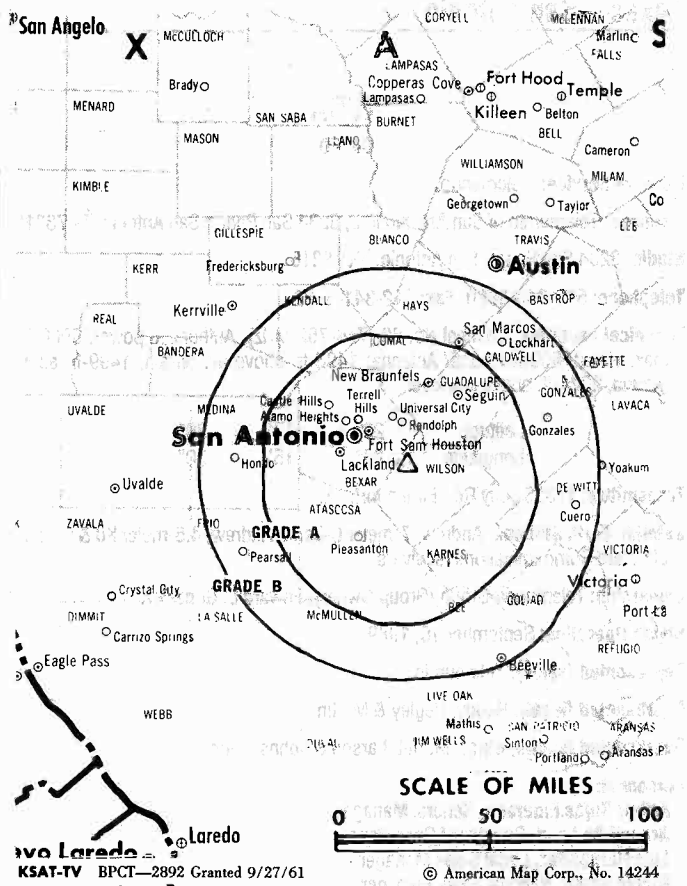
- James E. Joslyn, President & General Manager.
- Barbara Montemayor, Local Sales Manager.
- Richard Yzaguirre, National Sales Manager.
- James Boyle, News Director.
- Richard Andrycha, Program Manager.
- Fred Lozano, Chief Engineer.
- Charles B. Craig, Business Manager.
- Steve Wegner, Advertising & Promotion Manager.
- Lydia Alegria, Community Affairs Director.

Rates: On request.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,500	10,300	98
	Bandera	4,300	4,300	100
	Bee	8,800	8,700	98
	Bexar	424,800	420,700	99
	Comal	20,200	20,000	99
	De Witt	7,200	7,000	98
	Dimmit	3,200	3,100	97
	Edwards	800	800	100
	Frio	4,200	4,100	98
	Gillespie	6,900	6,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Goliad	2,100	2,100	98
	Gonzales	6,400	6,300	98
	Guadalupe	23,300	23,000	99
	Karnes	4,400	4,300	98
	Kendall	5,800	5,700	98
	Kerr	15,000	14,700	98
	Kinney	1,000	1,000	100
	La Salle	1,800	1,800	100
	Lavaca	7,200	7,000	97
	McMullen	300	300	100
	Maverick	10,400	10,000	96
	Medina	9,600	9,400	98
	Real	1,000	1,000	100
	Uvalde	8,000	7,800	97
Between 25-49%	TEXAS			
	Blanco	2,600	2,600	100
	Caldwell	9,300	9,100	98
	Hays	22,500	22,200	99
Between 5-24%	TEXAS			
	Fayette	8,200	7,900	96
Jackson	4,700	4,600	98	
Station Totals		723,300	713,700	99
Net Weekly Circulation (1992)				547,800
Average Daily Circulation (1992)				299,600

Texas—San Antonio

KVDA
Ch. 60

Network Service: Telemundo.

Licensee: Telemundo of San Antonio Inc., 6234 San Pedro, San Antonio, TX 78216.

Studio: 6234 San Pedro, San Antonio, TX 78216.

Telephone: 512-340-8860. **Fax:** 512-341-3962.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1496-ft. above av. terrain, 1499-ft. above ground, 2024-ft. above sea level.

Latitude 29° 17' 39"
Longitude 98° 15' 30"

Transmitter: 12325 Jolly Rd., Elmendorf, TX.

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

Ownership: Telemundo Group (Group Owner); Edward L. Gonzalez.

Began Operation: September 10, 1989.

Represented (sales): Telemundo.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

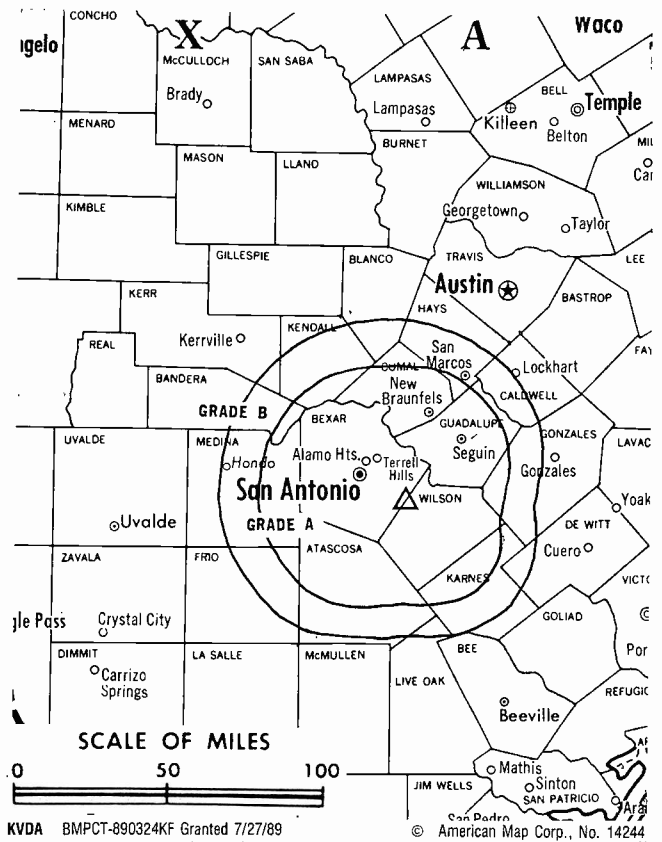
- Arthur Rojas Emerson, General Manager.
- Araceli De Leon, Director of Operations.
- Luis Hernandez, Local Sales Manager.
- Nicole Smith, National Sales Manager.
- Blanca Santos, Director of Promotions & Programming.
- Patricio Espinoza, News Director.
- Armando Solis, Business Manager.
- Roger Topping, Chief Engineer.
- Kathleen Sanchez, Traffic Manager.

Rates: On request.

City of License: San Antonio. **AD1:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS Atascosa	10,500	10,300	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Bexar	424,800	420,700	99
	De Witt	7,200	7,000	98
	Frio	4,200	4,100	98
	Gonzales	6,400	6,300	98
	Kames	4,400	4,300	98
	Medina	9,600	9,400	98
	Uvalde	8,000	7,800	97
Wilson	7,600	7,400	97	
Station Totals		482,700	477,300	99
Net Weekly Circulation (1992)				59,400
Average Daily Circulation (1992)				29,800

Texas—San Antonio

KWEX-TV

Ch. 41

Network-Service: Univision.

Licensee: Perenchio TV Inc., 1901 Ave. of the Stars, Suite 860, Los Angeles, CA 90067.

Studio: 411 E. Durango, San Antonio, TX 78204.

Telephones: 512-227-4141; 512-227-4145.

Fax: 512-227-0469; 512-226-0131.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. & 832-kw horizontal visual, 100-kw max. & 83.2-kw horizontal aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude 29° 25' 03"
Longitude 98° 29' 26"

Transmitter: 411 E. Durango.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, Televisa, Univision.

Ownership: Perenchio TV Inc. (Group Owner).

Began Operation: June 10, 1955. Sale as KUAT-TV by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (Television Digest, Vol. 17:35; 2:1). Sale to Hallmark Cards (Univision Holdings) by Spanish International approved June 12, 1987. FCC approved sale to Perenchio TV Inc. Sept. 23, 1992 (Vol. 32:40).

Represented (Sales): Univision.

Represented (Legal): Wiley, Rein & Fielding.

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

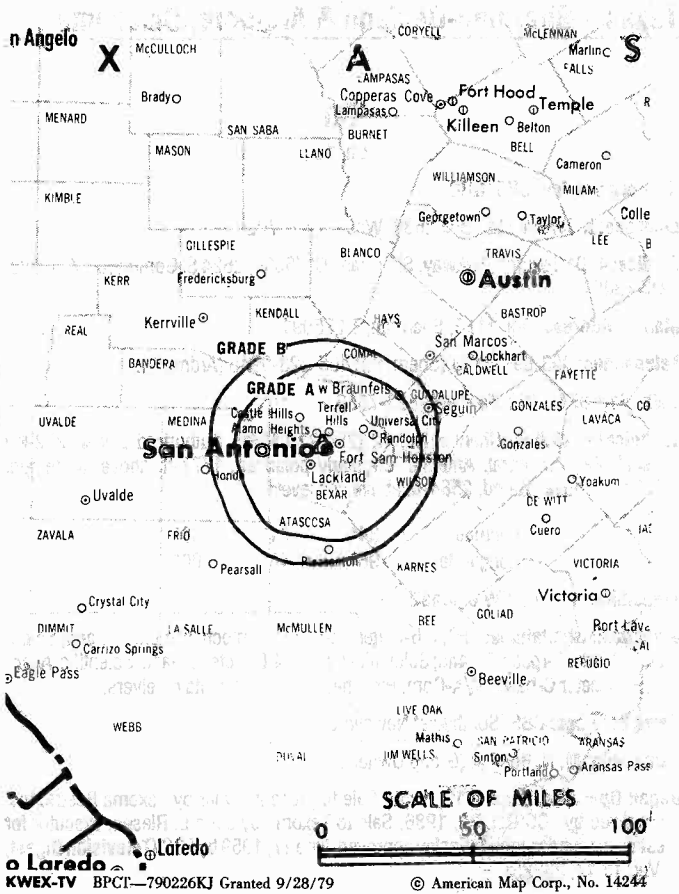
Personnel:

- Steve Giust, General Manager.
- Debbie Brient, Local Sales Manager.
- Scott Keefer, National Sales Manager.
- Roy Blom, News Director.
- Marlene Diaz, Program Director.
- Roland Davila, Production Manager.
- Lydia Luna, Comptroller.
- Christy Arredondo, Marketing Director.
- Amparo Ortiz, Public Service & Promotion Director.
- James R. Meek, Chief Engineer.
- Antonio Gonzalez, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$1000.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes; TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Frio	4,200	4,100	98
	La Salle	1,800	1,800	100
	Maverick	10,400	10,000	96
Zavala	3,300	3,200	97	
Between 5-24%	TEXAS			
	Atascosa	10,500	10,300	98
	Bexar	424,800	420,700	99
	Caldwell	9,300	9,100	98
	Cornal	20,200	20,000	99
	Dimmit	3,200	3,100	97
	Karnes	4,400	4,300	98
	Kinney	1,000	1,000	100
Medina	9,600	9,400	98	
Station Totals		502,700	497,000	99
Net Weekly Circulation (1992)				81,100
Average Daily Circulation (1992)				46,100

Texas—Sherman-Denison & Ardmore, Oklahoma

KXII
Ch. 12

Network Service: CBS, NBC.

Licensee: K-Twelve Ltd., Box 2636, Waco, TX 76702.

Studios: 4201 Texoma Parkway, Sherman, TX 75090; 2624 S. Commerce, Ardmore, OK 73401.

Mailing Address: Box 1175, Sherman, TX 75091.

Telephones: 903-892-8123 (Sherman); 405-223-0946 (Ardmore).

TWX: 510-874-3402. **Fax:** 903-893-7858.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 222-kw visual, 22.2-kw aural. Antenna: Circularly polarized, 1777-ft. above av. terrain, 1694-ft. above ground, 2584-ft. above sea level.

Latitude 34° 01' 58"
Longitude 96° 48' 00"

Transmitter: 5-mi. SSW of Madill.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Comtech, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.5-meter C-band; M/A-Corn, Pinzone, Scientific-Atlanta receivers.

News Services: CBS, Southwest Newswire, AP.

Ownership: M. N. Bostick (Group Owner).

Began Operation: August 12, 1956. Sale to present owner by Texoma Bcstrs. Inc. approved by FCC Oct. 30, 1986. Sale to Texoma by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (*Television Digest*, Vol. 15:17, 23, 25).

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

- M. N. Bostick, General Partner.
- Richard D. Adams, General Manager.
- Lanny Pogue, National Sales Manager.
- Rick Dean, Local Sales Manager.
- Loren Farr, News Director.
- Bruce Stidham, Promotion Director.
- Suzanne Hobby, Business Manager.
- Dennis Kite, Chief Engineer.
- Joel Scarbrough, Production Manager.

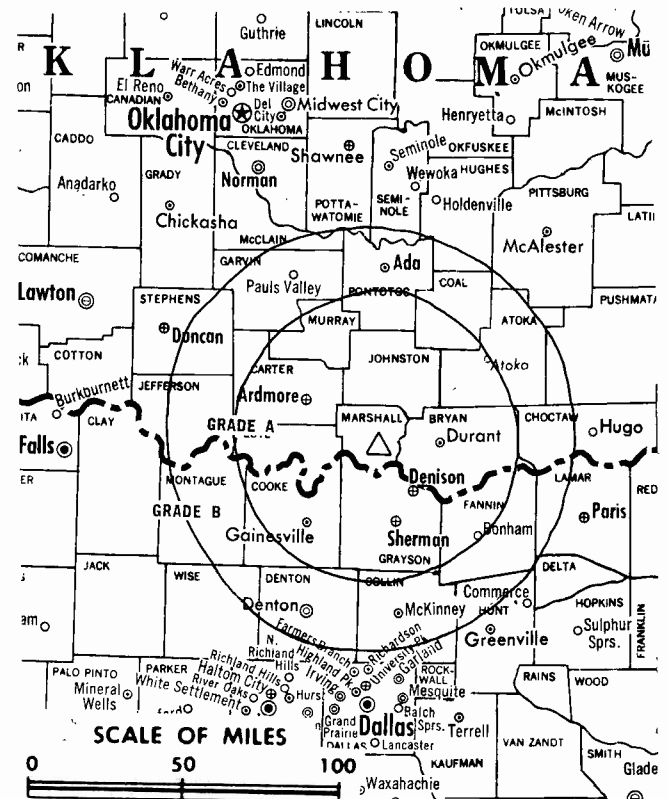
Highest 30 Sec. Rate: \$675.

NETWORK BASE HOURLY RATE: \$1313.

City of License: Ardmore. **ADI:** Ardmore-Ada. **Rank:** 177.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Atoka	4,600	4,600	100
	Bryan	13,200	13,000	98
	Carter	17,100	16,900	99
	Choctaw	6,100	5,900	97
	Coal	2,300	2,300	100
	Johnston	3,900	3,800	97
	Love	3,200	3,200	100



KXII BPCT—830217K Granted 6/10/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marshall	4,800	4,700	99
	Pushmataha	4,700	4,600	98
TEXAS				
Between 25-49%	Fannin	10,000	9,800	98
	Grayson	37,900	37,500	99
	OKLAHOMA			
Between 25-49%	Jefferson	3,000	3,000	100
	Pontotoc	13,400	13,300	99
	TEXAS			
Between 25-49%	Cooke	11,800	11,700	99
	Lamar	17,200	16,700	97
	OKLAHOMA			
Between 5-24%	Garvin	10,700	10,600	99
	Hughes	5,400	5,400	100
	Mc Curtain	12,800	12,500	98
	Murray	4,800	4,800	100
	Pittsburg	16,600	16,400	99
	Stephens	16,900	16,800	99
	TEXAS			
Delta	1,900	1,900	100	
Hunt	25,700	25,400	99	
Montague	7,000	6,900	99	
Station Totals		255,000	251,700	99
Net Weekly Circulation (1992)				122,300
Average Daily Circulation (1992)				74,400

Texas—Jacksonville-Tyler-Longview

KETK-TV

Ch. 56

(Operates satellite KLSB-TV, Nacogdoches, TX)

Network Service: NBC

Licensee: Region 56 Television Network Inc., 4300 Richmond Rd., Tyler, TX 75703.

Studio: 4300 Richmond Rd., Tyler, TX 75703.

Telephone: 903-581-5656. Fax: 903-561-1648.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1786-ft. above av. terrain, 1497-ft. above ground, 2222-ft. above sea level.

Latitude 32° 03' 40"
Longitude 95° 18' 50"

Transmitter: 1.8-mi. W of Mount Selman.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Lone Star Broadcasting Inc. (Group Owner).

Began Operation: March 9, 1987. Sale to present owners by Texas American Bcstg. Ltd. approved by FCC Sept. 25, 1989.

Represented (sales): Blair Television.

Represented (legal): Winston & Strawn.

Represented (engineering): Andrus & Associates Inc.

Personnel:

- Phillip H. Hurley, President & General Manager.
- John T. Gaston, General Sales Manager.
- Mark Zindler, Local Sales Manager.
- Anthony B. Cruz, National Sales Manager.
- Deborah York, News Director.
- Maurice Strout, Chief Engineer.
- Carolyn Waters, Traffic & Program Director.
- Lynise Woods, Promotion Director.
- Shirley Snodgrass, Business Manager.
- Mike Stanford, Operations Director.

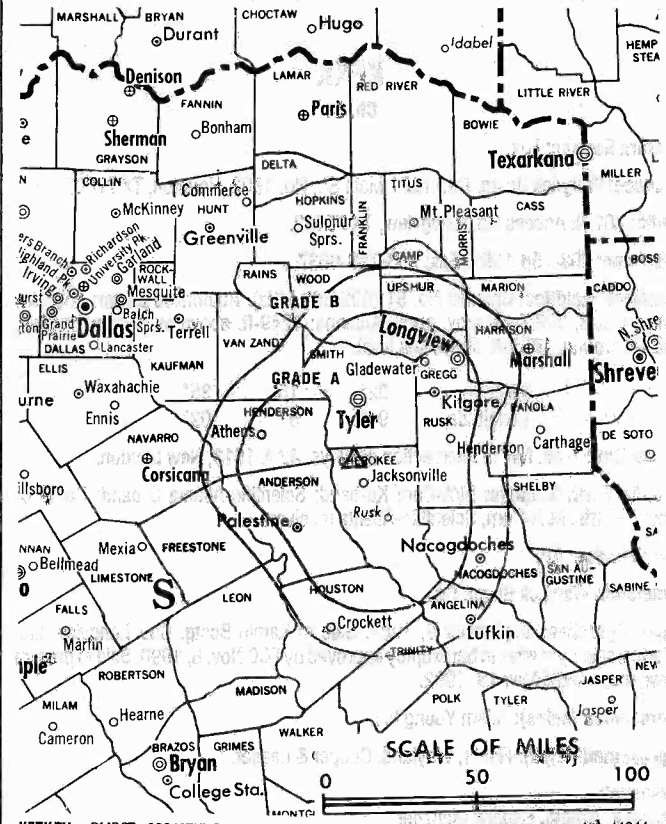
Rates: On request.

Arbitron Data: Figures include KLSB-TV, Nacogdoches, TX.

City of License: Jacksonville. ADI: Tyler-Longview. Rank: 112.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cherokee	15,100	14,800	98
	Gregg	41,400	40,900	99
	Houston	8,400	8,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rusk	16,300	16,100	99
	Smith	58,200	57,600	99
Between 25-49%	TEXAS			
	Anderson	14,700	14,500	99
	Nacogdoches	20,000	19,600	98
	Upshur	11,800	11,600	98
Between 5-24%	TEXAS			
	Angelina	25,100	24,800	99
	Franklin	3,100	3,000	97
	Freestone	6,200	6,100	98
	Harrison	20,800	20,500	99
	Henderson	23,400	23,000	98
	Leon	5,300	5,100	97
	Morris	5,100	5,000	98
	Shelby	9,100	8,900	98
	Trinity	4,800	4,700	98
Van Zandt	15,400	15,200	98	
Station Totals		316,000	311,200	98
Net Weekly Circulation (1992)			129,400	
Average Daily Circulation (1992)			60,100	

Texas—Longview-Tyler

KFXK
Ch. 51

Network Service: Fox.

Licensee: Warwick Bcstg. Co., 1021 Main St., No. 1802, Houston, TX 77002.

Studio: 701 N. Access Rd., Longview, TX 75602.

Telephone: 903-758-1691. **Fax:** 903-753-6637.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 4683-kw max. visual, 309.7-kw max. aural. Antenna: 1249-ft. above av. terrain, 1175-ft. above ground, 1695-ft. above sea level.

Latitude 32° 15' 35"
Longitude 94° 57' 02"

Transmitter: 1-mi. NW of intersection of Hwys. 42 & 1513, New London.

Satellite Earth Stations: M/A-Com Ku-band; Scientific-Atlanta C-band; Harris C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Warwick Bcstg. Co.

Began Operation: September 9, 1984. Sale to Kamin Bcstg. Co./ Longview Ltd. Partnership by trustee in bankruptcy approved by FCC Nov. 8, 1990. Sale to present owner approved May 13, 1992.

Represented (sales): Adam Young Inc.

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

Personnel:

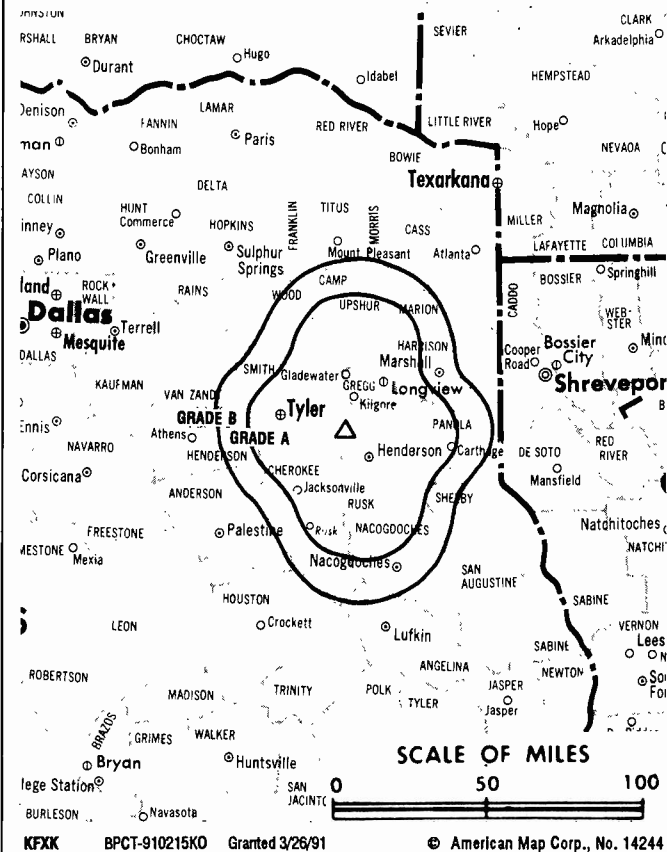
- Hazel Y. Arnold, General Manager.
- Brenda Mills, General Sales Manager.
- Victoria LaFollett, News Director.
- Hazel Kennedy, Program Director.
- Anthony R. Fuller, Promotion Director.
- Jay Rowe, Chief Engineer.
- Nancy Denton, Business Manager.

Highest 30 Sec. Rate: \$600.

City of License: Longview. **ADI:** Tyler-Longview. **Rank:** 112.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Gregg	41,400	40,900	99
	Rusk	16,300	16,100	99
	Smith	58,200	57,600	99
	Upshur	11,800	11,600	98
Between 25-49%	TEXAS			
	Anderson	14,700	14,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cherokee	15,100	14,800	98
	Harrison	20,800	20,500	99
	Morris	5,100	5,000	98
	Panola	8,400	8,300	99
	Wood	11,800	11,600	98
TEXAS				
Between 5-24%	Camp	4,000	3,900	98
	Cass	11,300	11,100	99
	Henderson	23,400	23,000	98
	Marion	4,100	4,000	98
	Nacogdoches	20,000	19,600	98
	Titus	8,900	8,800	99
Station Totals		275,300	271,300	99
Net Weekly Circulation (1992)				99,800
Average Daily Circulation (1992)				42,100

Texas—Tyler-Longview

KLTV
Ch. 7

(Operates satellite KTRE, Lufkin, TX)

Network Service: ABC

Licensee: TV-8 Inc., 715 S. Jefferson, Jackson, MS 39205.

Studio: Kilgore Hwy. at Loop 323, Tyler, TX 75705.

Mailing Address: Box 957, Tyler, TX 75710.

Telephone: 903-597-5588. **TWX:** 910-860-5810.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1038-ft. above ground, 1388-ft. above sea level.

Latitude 32° 32' 21"
Longitude 95° 13' 16"

Transmitter: 1.28-mi. SSW of intersection of Texas State Hwys. 14 & 2015, near Hawkins.

Satellite Earth Stations: Andrew, 7.3-meter; American Horizon, 6.1-meter; RCA, 4.5-meter; RCA, 3.7-meter; AvanteK receivers.

News Services: ABC, AP.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: October 14, 1954. Sale to present owners by Buford Television approved by FCC Feb. 16, 1989.

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

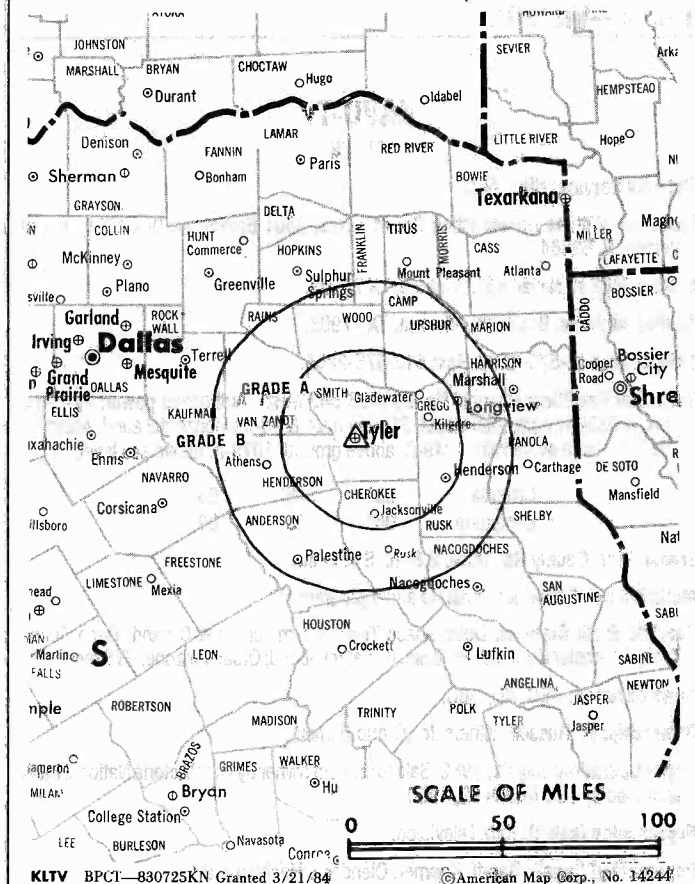
- Frank Melton, President.
- Brad Streit, General Manager.
- Shelley Martin, General Sales Manager.
- Ron White, Local Sales Manager.
- Butch Adair, Director of Engineering.
- Tom Moo, News Director.
- Errol Kapellusch, Program Director.
- Ken Sigman, Promotion Director.
- Glenda London, Business Manager.
- Pat Stacey, Marketing Director.
- Bob Lovelady, Operations Manager.

Rates: On request.

City of License: Tyler. **ADI:** Tyler-Longview. **Rank:** 112.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	14,700	14,500	99
	Camp	4,000	3,900	98
	Cherokee	15,100	14,800	98
	Franklin	3,100	3,000	97
	Gregg	41,400	40,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Henderson	23,400	23,000	98
	Hopkins	11,500	11,300	98
	Morris	5,100	5,000	98
	Rains	2,800	2,800	100
	Rusk	16,300	16,100	99
	Smith	58,200	57,600	99
	Titus	8,900	8,800	99
	Upshur	11,800	11,600	98
	Van Zandt	15,400	15,200	98
	Wood	11,800	11,600	98
Between 25-49%	TEXAS			
	Marion	4,100	4,000	98
Between 5-24%	TEXAS			
	Cass	11,300	11,100	99
	Harrison	20,800	20,500	99
	Hunt	25,700	25,400	99
	Panola	8,400	8,300	99
Red River	5,900	5,800	97	
Station Totals		319,700	315,200	99
Net Weekly Circulation (1992)				197,700
Average Daily Circulation (1992)				132,900

Texas—Victoria

KAVU-TV Ch. 25

Network Service: NBC, ABC.

Licensee: Withers Broadcasting Co. of Texas, 3501 Broadway, Box 1508, Mount Vernon, IL 62864.

Studio: 3808 N. Navarro St., Victoria, TX 77903.

Mailing Address: Box 4929, Victoria, TX 77903.

Telephone: 512-575-2500. **Fax:** 512-575-2255.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"
Longitude 96° 33' 09"

Transmitter: County Rd. 1639, 2.8-mi. S of Lolita.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: Deep Space Tech, 5.1-meter Ku & C-band; Deep Space Tech, 5.1-meter Ku-band; Prodelin, 6-meter C-band; Orsat; Pinzone, STS receivers.

News Services: ABC, AP, NBC.

Ownership: W. Russell Withers Jr. (Group Owner).

Began Operation: July 21, 1982. Sale to present owner by First Victoria National Bank approved by FCC March 12, 1990.

Represented (sales): Katz Television.

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

Personnel:

Betty Grimsinger, Station & Sales Manager.

Jerry Desmond, News Director.

Heldi Garcia, Program & Promotion Director.

Tommy Gray, Chief Engineer.

Wayne Frazier, Production Manager.

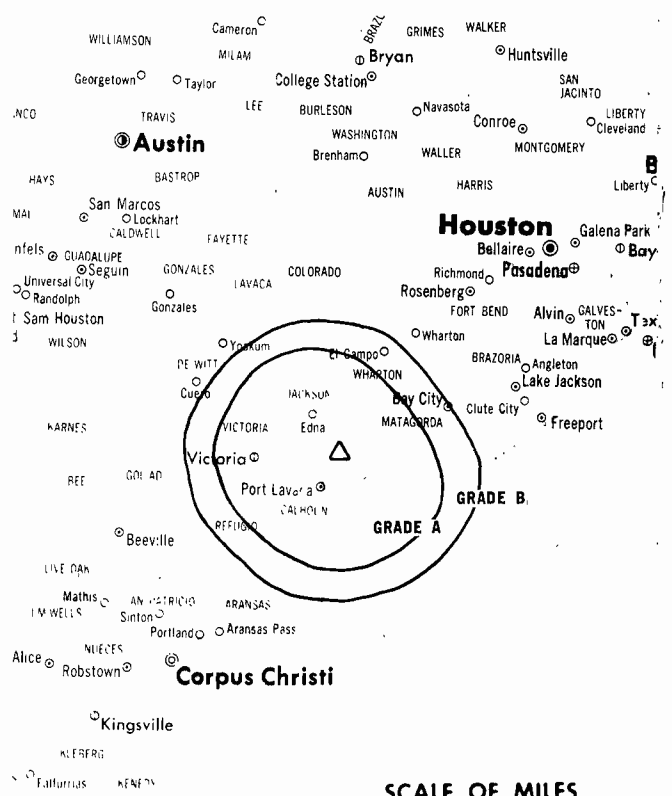
Debbie Curlee, Business Manager.

Highest 30 Sec. Rate: \$375.

City of License: Victoria. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Calhoun	7,000	6,900	99



KAVU-TV BPCT—801208KH Granted 9/22/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	4,700	4,600	98
	Victoria	26,500	26,100	98
TEXAS				
Between 25-49%	Goliad	2,100	2,100	98
TEXAS				
Between 5-24%	De Witt	7,200	7,000	98
	Lavaca	7,200	7,000	97
	Matagorda	14,300	14,100	99
	Wharton	14,300	14,100	99
Station Totals		83,300	81,900	98
Net Weekly Circulation (1992)			39,400	
Average Daily Circulation (1992)			22,800	

Texas—Victoria

KVCT
Ch. 19

Network Service: None, independent.

Licensee: KVCT Inc., Box 1879, Victoria, TX 77902.

Studio: One Eastgate Industrial Plaza, Victoria, TX 77902.

Telephone: 713-992-4553.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 153.2-kw max. visual, 15.32-kw max. aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"
Longitude 96° 57' 38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

Satellite Earth Station: Prostar, 4.8-meter; Comtech receivers.

News Service: AP.

Ownership: KVCT Inc.

Began Operation: October 1, 1969. Sale to present owner approved by FCC June 8, 1990. Sale to Victoria Communications, by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved March 4, 1976.

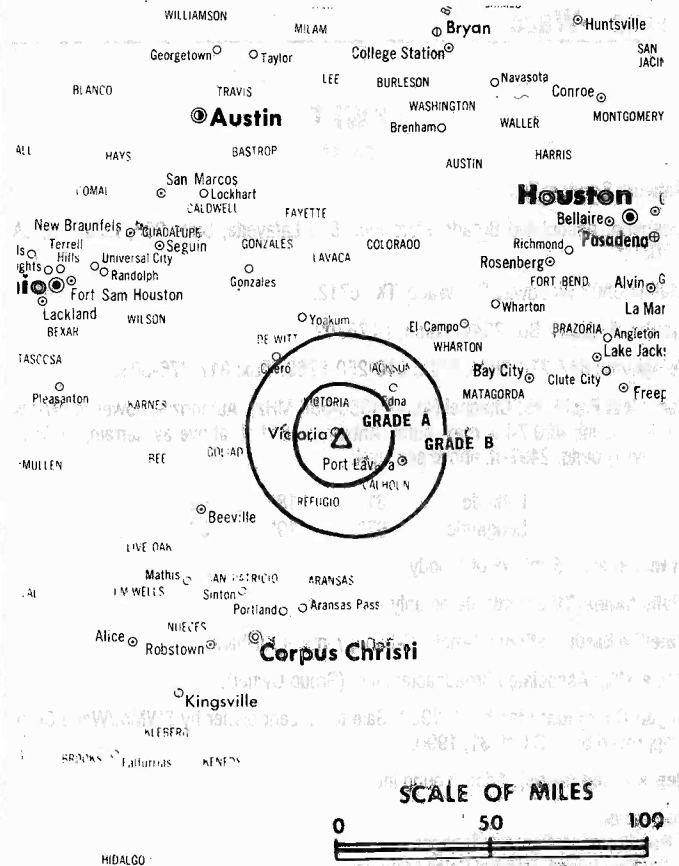
Represented (sales): Adam Young Inc.

Represented (legal): Cohn & Marks.

Personnel:

- Glen Black, General Manager.
- Paul Easter, Director of Engineering.
- Doris Littles, Program Director.
- Sandra Wingate, Business Manager.

Highest 30-Sec. Rate: \$300.



KVCT BPCT—830524KF Granted 6/27/83 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Victoria. **ADI:** San Antonio-Victoria. **Rank:** 36.

Texas—Waco

KWKT
Ch. 44

Network Service: Fox.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 8803 Woodway Dr., Waco, TX 76712.

Mailing Address: Box 2544, Waco, TX 76702.

Telephone: 817-776-3844. **TWX:** 910-250-8769. **Fax:** 817-876-8032.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4207-kw max. visual, 420.7-kw max. aural. Antenna: 1811-ft. above av. terrain, 1673-ft. above ground, 2497-ft. above sea level.

Latitude 31° 18' 52"
Longitude 97° 19' 37"

Transmitter: 1.5-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

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

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: March 13, 1988. Sale to present owner by SWMM/Waco Corp. approved by FCC Oct. 31, 1990.

Represented (sales): Adam Young Inc.

Personnel:

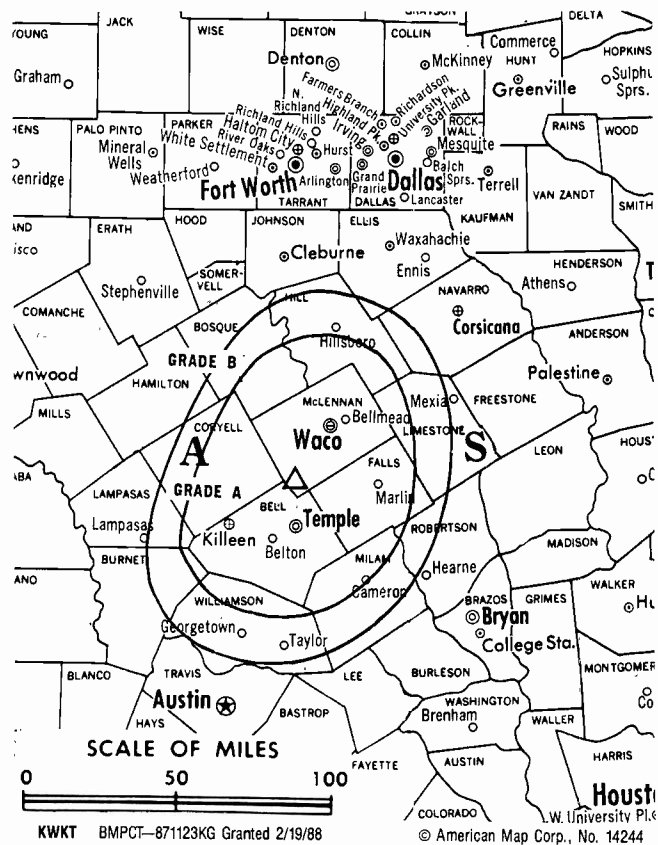
- Ron Crowder, General Manager.
- Jim Prestwood, General Sales Manager.
- Charles Yoder, Chief Engineer & Operations Manager.
- Mark McKay, Director, Programming & Promotion.
- Edna Williamson, Business Manager.

Rates: On request.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 96.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	68,400	67,800	99
	Brazos	46,000	45,400	99
	Coryell	17,500	17,300	99
	Falls	6,800	6,700	99
	Limestone	8,300	8,100	98
	Mc Lennan	71,800	71,200	99
	Milam	8,700	8,500	98
	Robertson	5,900	5,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Hamilton	3,400	3,300	97
	Leon	5,300	5,100	97
Between 5-24%	TEXAS			
	Bosque	6,300	6,200	98
	Burleson	5,300	5,200	98
	Burnet	10,000	9,900	99
	Freestone	6,200	6,100	98
	Hill	10,700	10,600	99
	Mills	1,800	1,800	100
Williamson	48,400	47,800	99	
Station Totals		330,800	326,800	99
Net Weekly Circulation (1992)				152,600
Average Daily Circulation (1992)				69,600

Texas—Waco

KWTX-TV

Ch. 10

(Affiliated with KBTX-TV, Bryan, TX)

Network Service: CBS.

Licensee: KWTX Broadcasting Company, Box 2636, Waco, TX 76702-2636.

Studio: 6700 American Plaza, Waco, TX 76712.

Mailing Address: Box 2636, Waco, TX 76702-2636.

Telephone: 817-776-1330 • TWX: 910-894-5206. Fax: 817-751-1088.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"
Longitude 97° 18' 58"

Transmitter: 2.7-mi. ENE of Moody, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; AFC, 4-meter C-band; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: KWTX, 1-kw, 1230 KHz.

FM Affiliate: KWTX-FM, 100-kw, 97.5 MHz (No. 248), 1569-ft.

News Service: APN

Ownership: KWTX Broadcasting Co. (Group Owner).

Began Operation: April 3, 1955.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

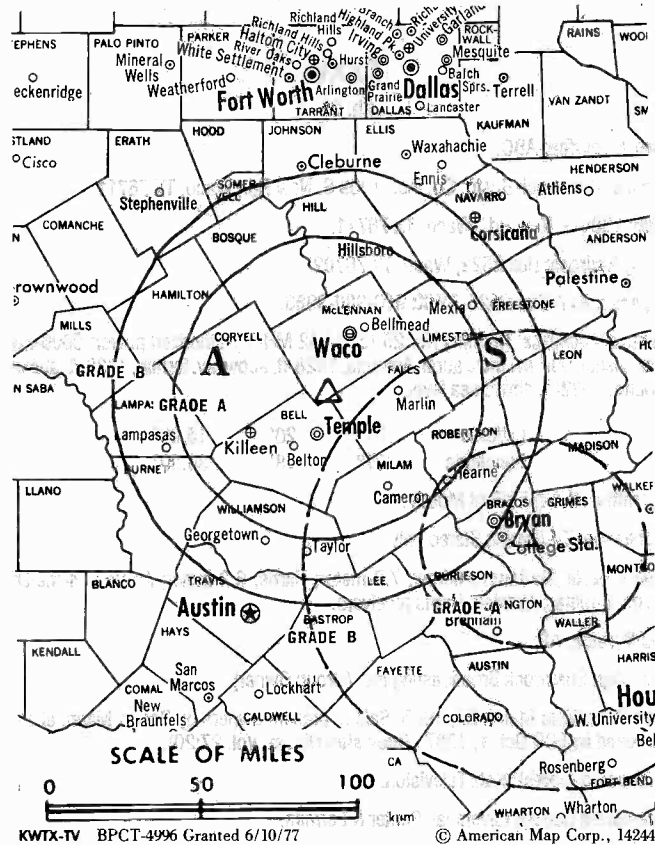
M. N. (Buddy) Bostick, Chairman of the Board.
Thomas G. Pears, President.
Ray Deaver, Vice President & General Manager.
Virgil Teter, Vice President, News.
Jeff Cook, Local Sales Manager.
Pam Samford, National Sales.
Ken Musgrave, Chief Engineer.
Rick Bradfield, News Director.
Consuelo Ariola, Promotion Director.

Rates: On request.

City of License: Waco. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS	68,400	67,800	99
	Bell	6,300	6,200	98
	Bosque	17,500	17,300	99
	Coryell	6,800	6,700	99
	Falls	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	3,400	3,300	97
	Lampasas	5,600	5,500	98
	Limestone	8,300	8,100	98
	Mc Lennan	71,800	71,200	99
	Milam	8,700	8,500	98
	Mills	1,800	1,800	100
	Robertson	5,900	5,800	98
San Saba	2,300	2,300	100	
TEXAS				
Between 25-49%	Hill	10,700	10,600	99
	Leon	5,300	5,100	97
	TEXAS			
Between 5-24%	Burleson	5,300	5,200	98
	Burnet	10,000	9,900	99
	Comanche	5,200	5,100	98
	Erath	11,000	10,900	99
	Lee	4,700	4,600	98
	Navarro	15,200	15,000	99
Williamson	48,400	47,800	99	
Station Totals		328,800	324,800	99
Net Weekly Circulation (1992)				198,000
Average Daily Circulation (1992)				127,300

Texas—Waco

KXXV
Ch. 25

Network Service: ABC.

Licensee: Shamrock Bcstg. Co. Inc., 1909 S. New Rd., Waco, TX 76711.

Studio: 1909 S. New Rd., Waco, TX 76711.

Mailing Address: Box 2522, Waco, TX 76702.

Telephone: 817-754-2525. **TWX:** 910-380-3983.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.00"
Longitude 97° 18' 36.90"

Transmitter: 3.1-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.2-meter; Harris, 6.2-meter; Andrew, 4-meter; Harris, 3-meter; Avantek, Harris receivers.

News Service: AP.

Ownership: Shamrock Broadcasting Inc. (Group Owner).

Began Operation: March 22, 1985. Sale to present owners by Robert Mann, et al., approved by FCC Oct. 1, 1987 (Television Digest, Vol. 27:20).

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

- Bob Good, General Manager.
- Don Shores, Sales Manager.
- Randy Rich, Local Sales Manager.
- Don Marion, News Director.
- Jinx Dennis, Program Director.
- Lou Strowger, Chief Engineer.
- Mark Puckett, Promotion Director.
- Roy Bessire, Business Manager.

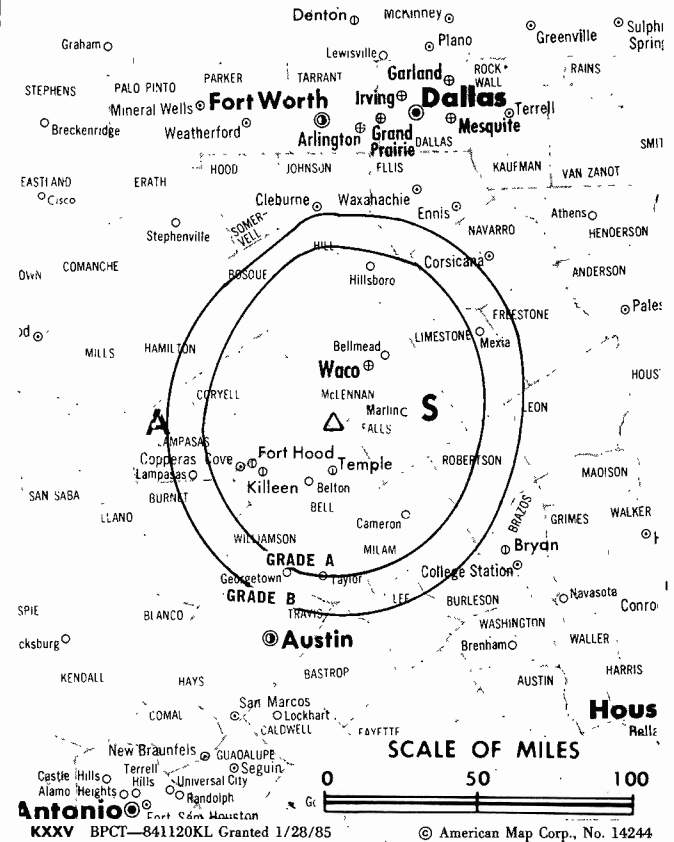
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$600.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 96.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	68,400	67,800	99
	Coryell	17,500	17,300	99
	Falls	6,800	6,700	99
	Lampasas	5,600	5,500	98
	Mc Lennan	71,800	71,200	99
	Robertson	5,900	5,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TEXAS				
	San Saba	2,300	2,300	100	
	Between 25-49%	TEXAS			
		Bosque	6,300	6,200	98
		Brazos	46,000	45,400	99
		Hamilton	3,400	3,300	97
		Hill	10,700	10,600	99
Leon		5,300	5,100	97	
Limestone		8,300	8,100	98	
Between 5-24%	TEXAS				
	Burleson	5,300	5,200	98	
	Comanche	5,200	5,100	98	
	Freestone	6,200	6,100	98	
	Madison	3,500	3,400	97	
	Navarro	15,200	15,000	99	
	Williamson	48,400	47,800	99	
Station Totals		352,600	348,200	99	
Net Weekly Circulation (1992)				181,700	
Average Daily Circulation (1992)				96,400	

Texas—Temple-Waco

KCEN-TV Ch. 6

Network Service: NBC.

Licensee: Channel 6 Inc., 17 S. 3rd St., Box 6103, Temple, TX 76503-6103.

Studio: 314 S. Interstate 35, Eddy, TX 76524.

Waco Office: 4716 W. Waco Dr., Waco, TX 76710-7016.

Mailing Address: Box 6103, Temple, TX 96503-6103.

Telephone: 817-859-5481. **TWX:** 910-890-4870. **Fax:** 817-859-5831.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35 on Old Blevins Rd., near Eddy, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7.5-meter; Andrew, 7.3-meter; Andrew, 4.5-meter; Fort Worth Tower, 3.9-meter Ku-band; Harris, 3.6-meter Ku-band; Andrew, Avantek, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Channel 6 Inc.

Began Operation: November 1, 1953.

Represented (sales): Blair Television.

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

Represented (engineering): Silliman & Silliman.

Personnel:

- Anyse Sue Mayborn, President
- Daniel C. Lesmeister, Vice President & General Manager.
- Larry Taylor, Local & National Sales Manager.
- Catherine Peoples, News Director.
- Raymond Britton, Program Manager.
- Ken Smith, Chief Engineer.
- Cheryl Mashburn-Dorn, Promotion Director.
- Hal Moore, Business Manager.

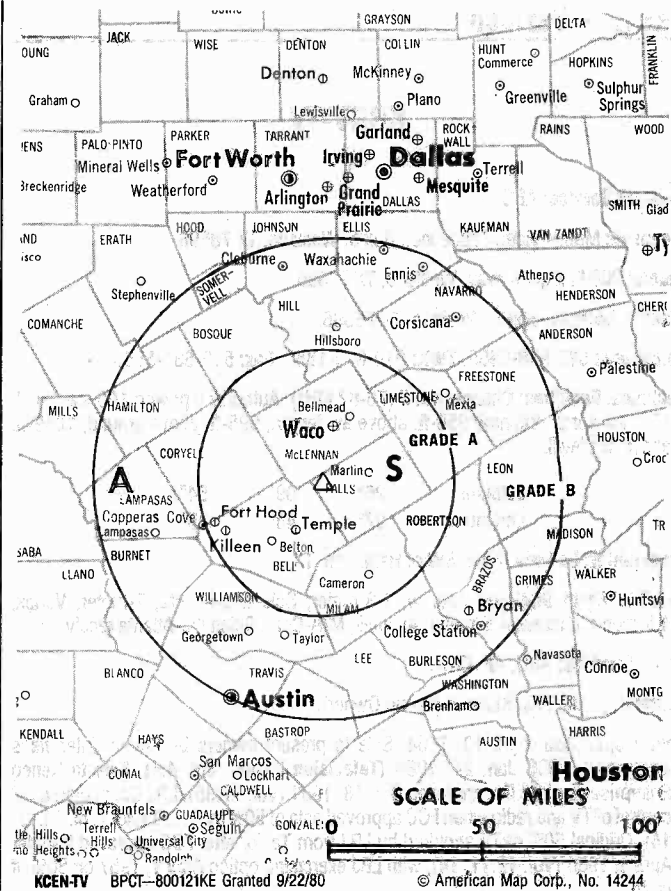
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Temple. **ADI:** Waco-Temple. **Rank:** 96.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS	68,400	67,800	99
	Bell	6,300	6,200	98
	Bosque	46,000	45,400	99
	Coryell	17,500	17,300	99
	Falls	6,800	6,700	99
	Freestone	6,200	6,100	98
	Lampasas	5,600	5,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Leon	5,300	5,100	97
	Limestone	8,300	8,100	98
	Mc Lennan	71,800	71,200	99
	Madison	3,500	3,400	97
	Milam	8,700	8,500	98
	Mills	1,800	1,800	100
	Robertson	5,900	5,800	98
Between 25-49%	TEXAS			
	Burleson	5,300	5,200	98
	Comanche	5,200	5,100	98
	San Saba	2,300	2,300	100
Between 5-24%	TEXAS			
	Bumet	10,000	9,900	99
	Grimes	6,000	5,900	98
	Hill	10,700	10,600	99
	Houston	8,400	8,200	98
	Lee	4,700	4,600	98
	Navarro	15,200	15,000	99
Washington	9,600	9,300	97	
Williamson	48,400	47,800	99	
Station Totals		391,300	386,100	99
Net Weekly Circulation (1992)				225,600
Average Daily Circulation (1992)				123,000

Texas—Weslaco

KRGV-TV Ch. 5

Network Service: ABC.

Licensee: Mobile Video Tapes Inc., Box 5, Weslaco, TX 78596.

Studio: 900 E. Expressway, Weslaco, TX 78596.

Mailing Address: Box 5, Weslaco, TX 78596.

Telephone: 512-968-5555. **TWX:** 910-870-1850. **Fax:** 512-631-5555.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, 7-mi. SW of Harlingen, TX.

Satellite Earth Stations: Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Vertex, 4.8-meter; Andrew, 4.5-meter; AvanteK, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN.

Ownership: Manship Stations (Group Owner).

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved by FCC Jan. 28, 1964 (*Television Digest*, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales): Blair Television.

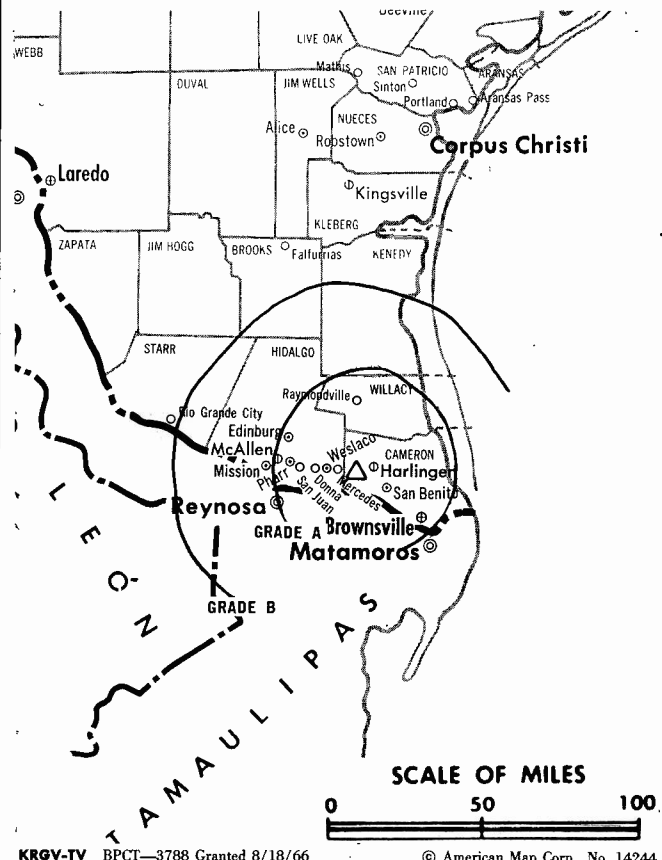
Represented (legal): Cohn & Marks.

Personnel:

- Ray Alexander, General Manager.
- Tom Hagner, General Sales Manager.
- John Kittleman, National Sales Manager.
- Rick Diaz, News Director.
- Julian Adame, Program Director.
- Mary Grace Landsberg, Promotion Director.
- Bert Walling, Chief Engineer.
- Frankie Hartwig, Business Manager.

Rates: On request.

City of License: Weslaco. **ADI:** McAllen-Brownsville. **Rank:** 114.



KRGV-TV BPCT—3788 Granted 8/18/66

© American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	77,700	76,800	99
	Hidalgo	110,200	108,600	99
	Starr	10,700	10,400	97
	Willacy	5,100	5,000	98
Between 5-24%	TEXAS			
	Jim Hogg	1,700	1,700	97
Station Totals		205,400	202,500	99
Net Weekly Circulation (1992)			165,400	
Average Daily Circulation (1992)			112,500	

Texas—Wichita Falls

KAUZ-TV

Ch. 6

Network Service: CBS.

Licensee: Forward TV of Wichita Falls Inc., Box 2130, Wichita Falls, TX 76307.

Studio: 3601 Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Mailing Address: Box 2130, Wichita Falls, TX 76307.

Telephone: 817-322-6957. TWX: 910-890-5836. Fax: 817-761-3331.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour Hwy., 2.5-mi. Wichita Falls, TX 76309.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Houston Träcker, 4.27-meter C-band; RCA, 3.7-meter Ku-band; DX Antenna, Scientific-Atlanta receivers.

News Services: CBS, UPI.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Adams Communications approved by FCC Dec. 24, 1991. Previous sale by Ray Clymer & W. Erle White approved Jan. 5, 1984. (Television Digest, Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theatre chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Ted Buss, Vice President & General Manager.
Ralph Dunkelberg, Local Sales Manager.
Ted Dyrda, News Director.
Linda Hilden, Program Manager.
Leon Hoeffner, Chief Engineer.
Suellen Parkey, Promotion Director.
Gary Lucas, Business Manager.
Scott Hill, Production Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$591.

City of License: Wichita Falls, OK. Rank: 135.

Total Households: © MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation © 1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,800	38,500	99
	Cotton	2,700	2,700	100
	Jackson	10,700	10,600	99
	Jefferson	3,000	3,000	100
Kiowa	4,800	4,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stevens	16,900	16,800	99
	Tillman	4,000	4,000	100
	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,900	1,900	100
	Clay	4,000	4,000	100
	Foard	800	800	100
	Hardeman	2,100	2,100	100
	Jack	2,800	2,800	100
	Knox	1,900	1,900	100
	Montague	7,000	6,900	99
	Throckmorton	900	900	100
	Wichita	46,000	45,800	100
	Wilbarger	5,800	5,800	100
Young	7,300	7,200	99	
Between 5-24%	OKLAHOMA			
	Beckham	7,600	7,500	99
	Carter	17,100	16,900	99
	Greer	2,600	2,600	100
	Harmon	1,600	1,600	100
TEXAS				
	King	200	200	100
	Wise	13,000	12,900	99
Station Totals		206,600	205,300	99
Net Weekly Circulation (1992)				134,500
Average Daily Circulation (1992)				77,700

Texas—Wichita Falls

KFDX-TV Ch. 3

Network Service: NBC.

Licensee: Texoma Bcstg. Corp.

Studio: 4500 Seymour Hwy., Wichita Falls, TX 76309.

Mailing Address: Box 4000, Wichita Falls, TX 76308.

Telephone: 817-692-4530. **Fax:** 817-691-4384.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1045-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 23"
Longitude 98° 33' 20"

Transmitter: 4500 Seymour Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 5-meter C-band; AFC, 3.66-meter Ku-band; Paracclipse, 3.66-meter C-band; Harris, 3-meter Ku-band; Drake, Harris, M/A-Com, Pinzone receivers.

News Service: AP.

Ownership: Price Communications Corp. (Group Owner).

Began Operation: March 13, 1953. Sale to Clay Communications by Darold A. Cannan, et al., approved by FCC Jan. 27, 1971 (*Television Digest*, Vol. 11:5). Sale to present owners by Clay Communications approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): Katz Television.

Represented (legal): Roberts & Eckard.

Personnel:

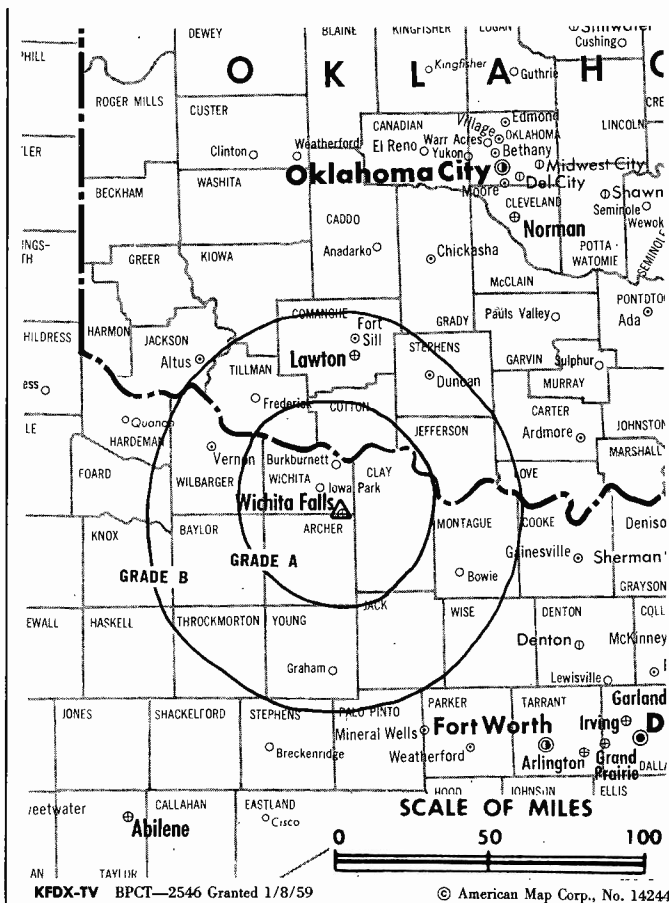
- Duane Lammers, Vice President & General Manager.
- Frank Forgey, General Sales Manager.
- Susana Schuler, News Director.
- Sharon Bankhead, Promotion Director.
- Sharon Moser, Business Manager.
- Jim Smith, Chief Engineer.
- David Brott, Director of Broadcast Operations.

Rates: On request.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 135.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,800	38,500	99
	Cotton	2,700	2,700	100
	Jefferson	3,000	3,000	100
	Stephens	16,900	16,800	99
	Tillman	4,000	4,000	100
	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clay	4,000	4,000	100
	Foard	800	800	100
	Hardeman	2,100	2,100	100
	Jack	2,800	2,800	100
	Montague	7,000	6,900	99
	Throckmorton	900	900	100
	Wichita	46,000	45,800	100
	Wilbarger	5,800	5,800	100
	Young	7,300	7,200	99
	Between 25-49%	OKLAHOMA		
Harmon		1,600	1,600	100
Jackson		10,700	10,600	99
Kiowa		4,800	4,800	99
Between 5-24%	TEXAS			
	Knox	1,900	1,900	100
Station Totals	OKLAHOMA			
	Beckham	7,600	7,500	99
	Carter	17,100	16,900	99
	Greer	2,600	2,600	100
Station Totals		193,400	192,200	99
Net Weekly Circulation (1992)				138,700
Average Daily Circulation (1992)				85,300

Texas—Wichita Falls

KJTL
ch. 18

Network Service: Fox.

Licensee: BSP Bcstg., 3800 Call Field Rd., Wichita Falls, TX 76308.

Studio: 3800 Call Field Rd., Wichita Falls, TX 76308.

Mailing Address: Box 4865, Wichita Falls, TX 76308.

Telephone: 817-691-1808. **TWOC:** 910-861-0018. **Fax:** 817-696-5766.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2820-kw visual, 282-kw aural. Antenna: 1080-ft. above av. terrain, 1034-ft. above ground, 2146-ft. above sea level.

Latitude 34° 12' 06"

Longitude 98° 43' 44"

Transmitter: Approx. 2.8-mi. SW of Grandfield, 2-mi. S of Hwy. 70.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

Ownership: BSP Bcstg. (Group Owner).

Began Operation: May 14, 1985. Sold to Wichita Fall Television Ltd. by Janet T. Lee, et al., Aug. 1986. Sale to present owner approved by FCC June 29, 1989.

Represented (sales): Seltel Inc.

Personnel:

- Pete D'Acosta, General Manager.
- Kyle Williams, Sales Manager.
- Ken Thomason, Chief Engineer.
- Rhonda Wright, Local Sales Manager.

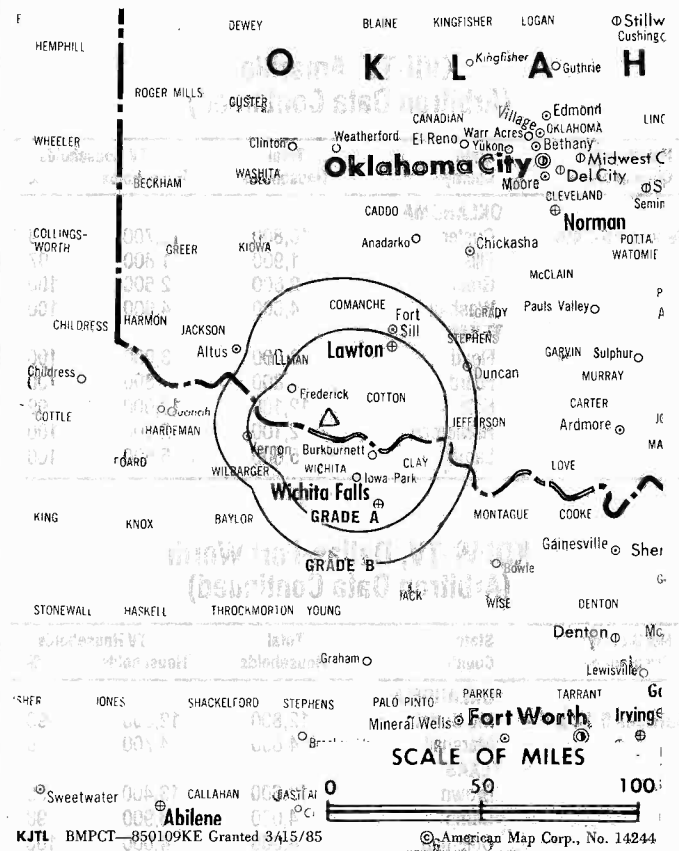
Rates: On request.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 135.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,800	38,500	99
	Cotton	2,700	2,700	100
	Jackson	10,700	10,600	99
	Stephens	16,900	16,800	99
	Tillman	4,000	4,000	100
	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,900	1,900	100
	Clay	4,000	4,000	100
Wichita	46,000	45,800	100	
Wilbarger	5,800	5,800	100	

Between 25-49%	OKLAHOMA			
Greer	2,600	2,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Jefferson	3,000	3,000	100
	Kiowa	4,800	4,800	99
	TEXAS			
	Foard	800	800	100
	Hardeman	2,100	2,100	100
	Montague	7,000	6,900	99
	Throckmorton	900	900	100
Young	7,300	7,200	99	
Between 5-24%	OKLAHOMA			
	Beckham	7,600	7,500	99
	Carter	17,100	16,900	99
	Grady	15,900	15,700	99
	Harmon	1,600	1,600	100
TEXAS				
Jack	2,800	2,800	100	
Knox	1,900	1,900	100	
Station Totals		209,300	207,900	99
Net Weekly Circulation (1992)			105,000	
Average Daily Circulation (1992)			50,000	

Texas

**KVII-TV, Amarillo
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA			
	Custer	10,800	10,700	99
	Ellis	1,900	1,800	97
	Greer	2,600	2,600	100
	Washita	4,600	4,600	100
	TEXAS			
	Floyd	3,000	3,000	100
	Foard	800	800	100
	Hale	12,100	12,000	99
	Hardeman	2,100	2,100	100
Lamb	5,600	5,600	100	

**KDFW-TV, Dallas-Fort Worth
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA			
	Mc Curtain	12,800	12,500	98
	Marshall	4,800	4,700	99
	TEXAS			
	Brown	13,600	13,400	98
	Camp	4,000	3,900	98
	Coleman	4,000	4,000	100
	Eastland	7,500	7,400	99
	Gregg	41,400	40,900	99
	Houston	8,400	8,200	98
	Lampasas	5,600	5,500	98
	Leon	5,300	5,100	97
	Mc Lennan	71,800	71,200	99
	Mills	1,800	1,800	100
	Stephens	3,700	3,700	99
	Upshur	11,800	11,600	98

**KTVT, Fort Worth-Dallas
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS			
	Brown	13,600	13,400	98
	Childress	2,500	2,500	100
	Coleman	4,000	4,000	100
	Cooke	11,800	11,700	99
	Coryell	17,500	17,300	99
	Cottle	1,000	1,000	100
	Delta	1,900	1,900	100
	Eastland	7,500	7,400	99
	Erath	11,000	10,900	99
	Franklin	3,100	3,000	97
	Gaines	4,600	4,600	100
	Gregg	41,400	40,900	99
	Jack	2,800	2,800	100
	Lamar	17,200	16,700	97
	Lampasas	5,600	5,500	98
	Limestone	8,300	8,100	98
	Mc Culloch	3,600	3,500	97
	Mc Lennan	71,800	71,200	99
	Mills	1,800	1,800	100
	Mitchell	3,100	3,100	100
	Nacogdoches	20,000	19,600	98
	Nolan	6,300	6,200	99

**KTVT—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Ochiltree	3,300	3,300	100
	Pecos	4,800	4,700	98
	Red River	5,900	5,800	97
	Reeves	4,800	4,700	98
	Rusk	16,300	16,100	99
	Smith	58,200	57,600	99
	Somervell	2,200	2,200	100
	Stephens	3,700	3,700	99
	Taylor	44,600	44,300	99
	Upton	1,500	1,500	100
	Wood	11,800	11,600	98
	Yoakum	3,200	3,200	100
Young	7,300	7,200	99	

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ARKANSAS			
	Arkansas	8,400	8,300	99
	Chicot	5,500	5,400	97
	Clark	7,800	7,700	99
	Clay	7,600	7,500	99
	Cleburne	8,200	8,100	99
	Crawford	16,200	15,900	98
	Dallas	3,800	3,700	97
	Grant	5,300	5,200	98
	Hot Spring	10,400	10,300	99
	Independence	12,100	11,900	98
	Izard	4,700	4,500	96
	Little River	5,200	5,100	98
	Marion	5,300	5,200	98
	Monroe	4,300	4,200	98
	Newton	3,000	2,900	97
	Pike	4,100	4,000	98
	Pulaski	137,500	136,400	99
	Randolph	6,600	6,500	98
	Scott	4,200	4,100	98
	Searcy	3,300	3,200	97
	Sharp	6,200	6,000	97
	Stone	4,000	3,900	98
	Woodruff	3,600	3,500	97
	ARIZONA			
	Apache South	4,600	4,100	89
	IOWA			
	Lee	15,500	15,400	99
	ILLINOIS			
	Pike	7,200	7,100	98
INDIANA				
Wells	9,700	9,500	98	
KANSAS				
Doniphan	3,200	3,200	100	
Lane	1,000	1,000	100	
Lincoln	1,600	1,600	100	
Stevens	1,800	1,800	100	
KENTUCKY				
Perry	11,300	11,100	98	
LOUISIANA				
Sabine	9,400	9,200	97	
MICHIGAN				
Benzie	4,900	4,800	98	
MISSISSIPPI				
Alcorn	12,800	12,700	99	
MONTANA				
Petroleum	200	200	100	
Sweet Grass	1,300	1,200	92	
NORTH CAROLINA				
Cherokee	8,400	8,300	99	
NEW MEXICO				
Catron	1,000	900	89	
Colfax	5,000	4,800	96	
Quay	4,400	4,200	95	

KTVT—(Continued)
(Arbitron Data Continued)

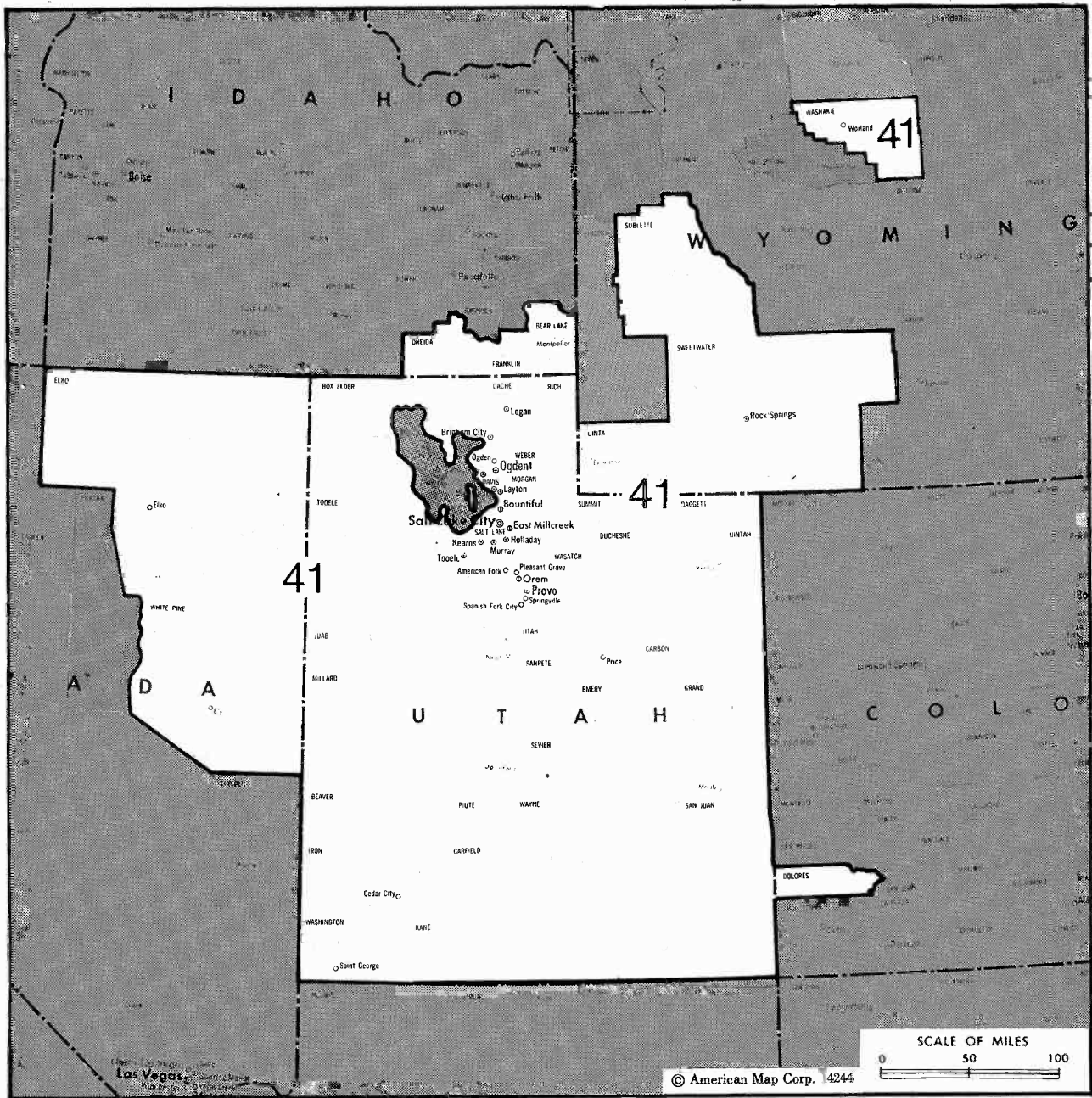
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEVADA			
	Churchill	7,000	6,900	99
	Douglas	11,200	10,800	96
	Elko	12,000	11,300	94
	Humboldt	4,900	4,800	97
	Lander	2,300	2,200	96
	OKLAHOMA			
	Atoka	4,600	4,600	100
	Cimarron	1,500	1,500	100
	Coal	2,300	2,300	100
	Custer	10,800	10,700	99
	Dewey	2,200	2,200	100
	Greer	2,600	2,600	100
	Harmon	1,600	1,600	100
	Johnston	3,900	3,800	97
Kiowa	4,800	4,800	99	
Love	3,200	3,200	100	
Mc Intosh	7,100	7,000	99	
Marshall	4,800	4,700	99	
Muskogee	26,100	25,800	99	
Okmulgee	14,600	14,500	99	
Osage	15,300	15,200	99	
Pushmataha	4,700	4,600	98	
PENNSYLVANIA				
Potter	6,700	6,500	97	
SOUTH DAKOTA				
Day	2,800	2,800	100	
Faulk	1,100	1,100	100	
TENNESSEE				
Houston	2,500	2,500	100	
Scott	7,000	6,900	99	
TEXAS				
Aransas	7,000	6,900	99	
Bosque	6,300	6,200	98	
Briscoe	900	900	100	
Callahan	4,800	4,800	100	
Camp	4,000	3,900	98	
Cherokee	15,100	14,800	98	
Cochran	1,500	1,500	100	
Coke	1,400	1,400	100	
Collingsworth	1,600	1,600	100	
Crane	1,600	1,600	100	
Crockett	1,500	1,500	100	
Dallam	2,200	2,200	100	
Dawson	5,100	5,000	98	
Falls	6,800	6,700	99	
Floyd	3,000	3,000	100	
Foard	800	800	100	
Hardeman	2,100	2,100	100	
Harrison	20,800	20,500	99	
Hartley	1,300	1,300	100	
Haskell	2,600	2,600	100	
Hockley	8,100	8,100	100	
Houston	18,400	18,200	98	
Jones	6,300	6,200	98	
Kent	400	400	100	
Lamb	5,600	5,600	100	
Leon	5,300	5,100	97	
Martin	1,600	1,600	100	
Montague	7,000	6,900	99	
Panola	8,400	8,300	99	
Potter	38,900	38,600	99	
Randall	36,000	35,900	100	
Sabine	4,100	4,000	98	

KTVT—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	San Saba	2,300	2,300	100
	Shackelford	1,300	1,300	100
	Titus	8,900	8,800	99
	Upshur	11,800	11,600	98
	Wheeler	2,600	2,500	96
	WISCONSIN			
	Bayfield	5,700	5,600	98
	Waushara	8,300	8,100	98
	WEST VIRGINIA			
	Calhoun	3,100	3,100	98
WYOMING				
Crook	2,100	2,000	95	

WFAA-TV, Dallas
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS			
	Anderson	14,700	14,500	99
	Bell	68,400	67,800	99
	Coleman	4,000	4,000	100
	Comanche	5,200	5,100	98
	Concho	1,100	1,100	100
	Coryell	17,500	17,300	99
	Eastland	7,500	7,400	99
	Franklin	3,100	3,000	97
	Howard	12,000	11,900	99
	Kimble	1,600	1,500	94
	Lampasas	5,600	5,500	98
	Mc Lennan	71,800	71,200	99
	Menard	900	900	100
	Mills	1,800	1,800	100
	Red River	5,900	5,800	97
	Shackelford	1,300	1,300	100
	Smith	58,200	57,600	99
Titus	8,900	8,800	99	
Young	7,300	7,200	99	
Between 5-24%	OKLAHOMA			
	Marshall	4,800	4,700	99
	TEXAS			
	Cherokee	15,100	14,800	98
	Falls	6,800	6,700	99
	Leon	5,300	5,100	97
	Mitchell	3,100	3,100	100
	Morris	5,100	5,000	98
	Nolan	6,300	6,200	99
	Runnels	4,500	4,500	100
Taylor	44,600	44,300	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	597,600	41	KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)

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Utah Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	5	2	7
Educational Television Stations	3	0	3
	8	2	10

Utah—Cedar City

KCCZ
Ch. 4

Network Service: None, independent.

Licensee: Liberty Broadcast Co., 1305 N. Airport Rd., Cedar City, UT 84720.

Studio: 1305 N. Airport Rd., Cedar City, UT 84720.

Telephone: 801-586-5938. **Fax:** 801-586-6237.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 37.6-kw max. visual, 15.76-kw aural. Antenna: 2742-ft. above av. terrain, 325-ft. above ground, 10,312-ft. above sea level.

Latitude 37° 32' 32"
Longitude 113° 04' 05"

Transmitter: Pine Springs Knoll, 9.4-mi. S, 180°T from Cedar City.

Satellite Earth Station: Miralite, 3.7-meter Ku & C-band.

Ownership: Liberty Broadcast Co.

Began Operation: April 23, 1990.

Represented (sales): Roslin TV Sales.

Represented (legal): Arter & Hadden.

Personnel:

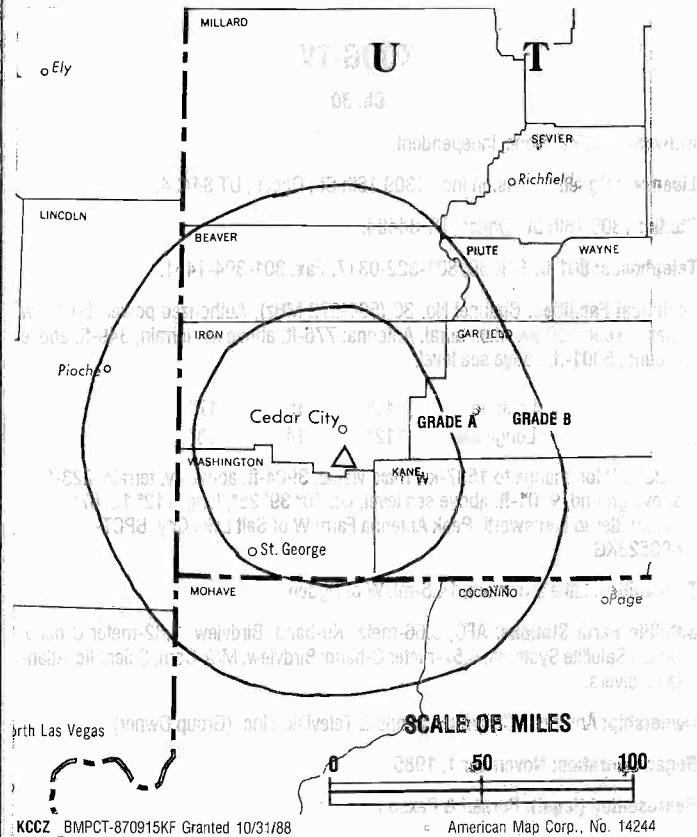
- Mike Golden, President.
- Pia Golden, General Manager.
- Jack Lancaster, Local Sales Manager.
- Ron Maestri, Program Director.
- Paul Holper, Chief Engineer.

Highest 30 Sec. Rate: \$33.

City of License: Cedar City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between-25-49%	UTAH Iron	6,200	5,900	95



KCCZ BMPCT-870915KF Granted 10/31/88

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	UTAH Washington	15,300	14,600	95
Station Totals		21,500	20,500	95
Net Weekly Circulation (1992)				5,000
Average Daily Circulation (1992)				1,700

Utah—Ogden

KOOG-TV

Ch. 30

Network Service: None, independent.

Licensee: Ogden Television Inc., 1309 16th St., Ogden, UT 84404.

Studio: 1309 16th St., Ogden, UT 84404.

Telephones: 801-621-3030; 801-322-0317. **Fax:** 801-394-1451.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 776-ft. above av. terrain, 349-ft. above ground, 5001-ft. above sea level.

Latitude 41° 15' 17"
Longitude 112° 14' 13"

Holds CP for change to 1537-kw max. visual, 3904-ft. above av. terrain, 223-ft. above ground, 9101-ft. above sea level, lat. 40° 39' 25", long. 112° 12' 07", transmitter to Farnsworth Peak Antenna Farm W of Salt Lake City. BPCT-890523KG.

Transmitter: Little Mountain, 14.5-mi. W of Ogden.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; United Satellite Systems, 4.57-meter C-band; Birdview, M/A-Com, Scientific-Atlanta receivers.

Ownership: American Communications & Television Inc. (Group Owner).

Began Operation: November 1, 1985.

Represented (legal): Borsari & Paxson.

Personnel:

Robert H. Stark, General Manager.

Becky Smith, Station Manager & Business Manager.

Kemp Goode, Chief Engineer.

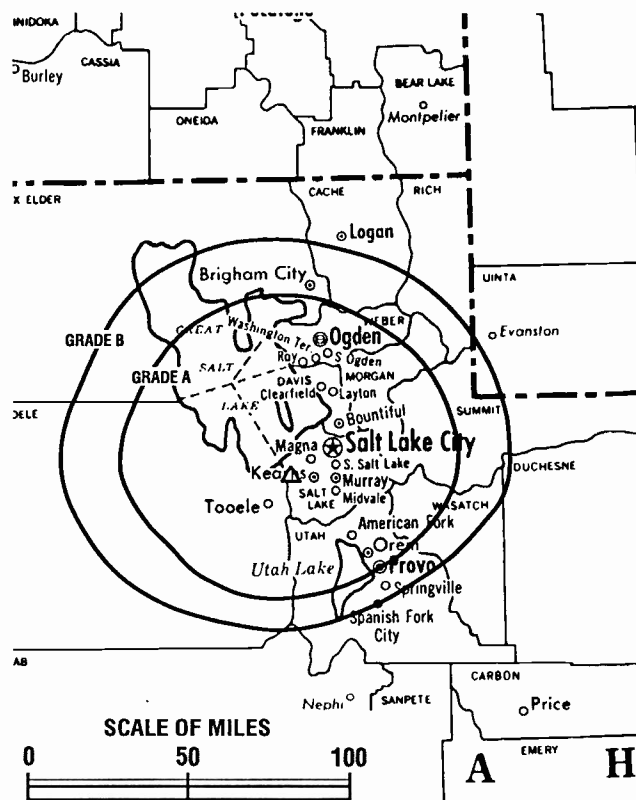
Ron Kirby, Promotion Director & Production Manager.

Vickie Bojanski, Program Director.

Highest 30 Sec. Rate: \$100.

City of License: Ogden. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KOOG-TV BPCT-890523KG Granted 5/8/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	UTAH			
	Box Elder	11,400	11,300	99
	Davis	55,200	54,700	99
	Tooele	9,000	8,900	99
	Weber	54,800	54,100	99
Station Totals		130,400	129,000	99
Net Weekly Circulation (1992)			17,300	
Average Daily Circulation (1992)			3,600	

Utah—Salt Lake City

KSL-TV

Ch. 5

Network Service: CBS.

Licensee: Bonneville Holding Co., Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

Studio: Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

Telephone: 801-575-5555. **TWX:** 910-925-5822. **Fax:** 801-575-5830.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Transmitter: Farnsworth Peak, Ogden Range.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS).

News Services: AP, UPI.

Ownership: Bonneville International Corp. (Group Owner).

Began Operation: June 1, 1949.

Represented (sales): Pety Television Inc.; Art Moore Co. (Pacific Northwest).

Personnel:

- Bruce T. Reese**, President.
- William R. Murdoch**, Executive Vice President & General Manager.
- Al Henderson**, Vice President, News & Public Affairs.
- Cliff Snyder**, Vice President, Sales.
- Gary Whiting**, National Sales Manager.
- Steve Lundsley**, Local Sales Manager.
- Dave Manookin**, Director of Programming.
- Greg James**, Director, Engineering & Operations.
- Lee Roderick**, News Director.
- Sam Wilson**, Business Manager.

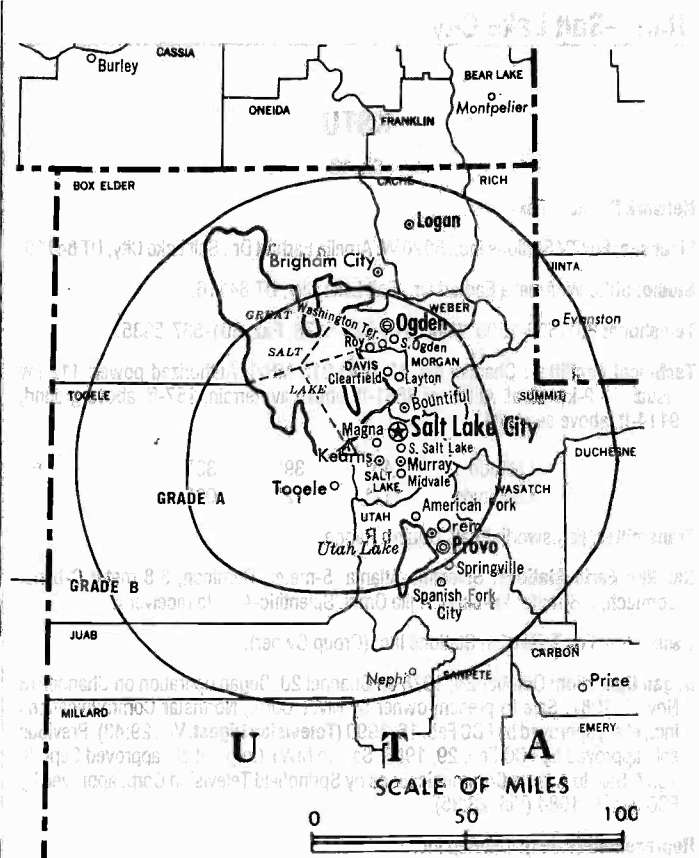
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Salt Lake City. **ADP:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	Rio Blanco	2,100	2,000	95
	IDAHO			
	Bear Lake	2,100	2,100	98
	Caribou	2,500	2,400	96
	Franklin	2,800	2,700	96
	Oneida	1,200	1,200	100
	NEVADA			
	White Pine	3,200	3,100	97
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,600	21,100	98
	Carbon	7,300	7,200	98
	Daggett	300	300	100
	Davis	55,200	54,700	99
Duchesne	3,800	3,700	97	
Emery	3,200	3,100	97	
Garfield	1,300	1,200	92	
Grand	2,600	2,400	92	
Iron	6,200	5,900	95	
Juab	1,800	1,800	100	



KSL-TV BPCT-4754 Granted 3/10/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kane	1,700	1,600	91
	Millard	3,700	3,600	97
	Morgan	1,600	1,600	100
	Piute	500	500	100
	Rich	600	600	100
	Salt Lake	246,000	242,900	99
	San Juan	3,300	3,100	94
	Sanpete	5,100	5,000	98
	Sevier	5,100	5,000	98
	Summit	5,400	5,300	98
	Tooele	9,000	8,900	99
	Uintah	6,900	6,700	97
	Utah	71,100	70,000	98
	Wasatch	3,300	3,200	97
	Washington	15,800	14,600	95
	Wayne	700	700	100
	Weber	54,800	54,100	99
WYOMING	Sweetwater	14,500	14,100	97
	Teton	5,200	5,000	96
	Uinta	6,300	6,100	97
	Washakie	3,200	3,100	97
	NEVADA			
Elko	12,000	11,300	94	
Eureka	600	600	92	
WYOMING	Big Horn	4,000	3,900	96
	Hot Springs	2,100	2,000	95
	Lincoln	4,700	4,500	96
	Park	9,000	8,700	96
	Sublette	1,900	1,800	95

(Continued on page A-1184)

Station Totals	744,000	730,100	98
Net Weekly Circulation (1992)			546,700
Average Daily Circulation (1992)			319,800

Utah—Salt Lake City

KSTU

Ch. 13

Network Service: Fox.

Licensee: Fox TV Stations Inc., 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

Studio: 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

Telephone: 801-532-1300. **TWX:** 910-925-5178. **Fax:** 801-537-5335.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 112-kw visual, 11.2-kw aural. Antenna: 3661-ft. above av. terrain, 157-ft. above ground, 9114-ft. above sea level.

Latitude 40° 39' 33"
Longitude 112° 12' 08"

Transmitter: Farnsworth Peak, Oquirrh Range.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band; Agile Omni, Scientific-Atlanta receivers.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: October 24, 1978 on Channel 20. Began operation on Channel 13 Nov. 2, 1987. Sale to present owner by MWT Corp., Northstar Communications Inc., et al., approved by FCC Feb. 16, 1990 (Television Digest, Vol. 29:43). Previous sale approved by FCC Feb. 29, 1988. Sale to MWT Corp., et al., approved Sept. 9, 1987. Sale to Adams Communications by Springfield Television Corp. approved by FCC Jan. 9, 1984 (Vol. 23:35).

Represented (sales): TeleRep Inc.

Personnel:

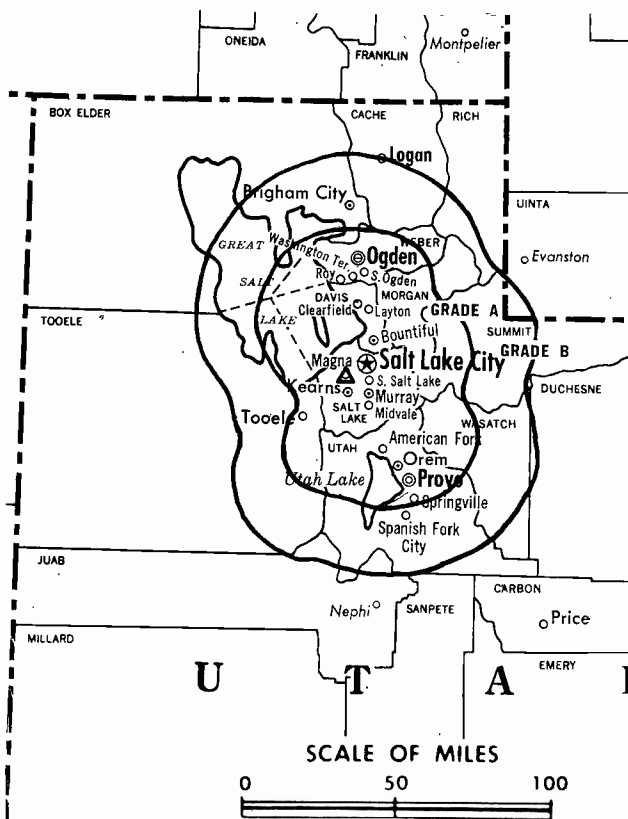
- Steve Carlson, Vice President & General Manager.
- Joel T. Morris, General Sales Manager.
- David Taylor, National Sales Manager.
- Dick Tuininga, News Director.
- Christy Elswood, Program Director.
- Al Schultz, Chief Engineer.
- Melanie Say, Promotion Director.
- Debbly Kuchera, Business Manager.

Rates: On request.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Franklin	2,800	2,700	96
	Oneida	1,200	1,200	100
	UTAH			
	Box Elder	11,400	11,300	99
	Cache	21,600	21,100	98
	Carbon	7,300	7,200	98
	Davis	55,200	54,700	99
	Emery	3,200	3,100	97
	Garfield	1,300	1,200	92
	Iron	6,200	5,900	95
	Juab	1,800	1,800	100
	Millard	3,700	3,600	97



KSTU BMPCT-870803KF Granted 11/2/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morgan	1,600	1,600	100
	Piute	500	500	100
	Salt Lake	246,000	242,900	99
	San Juan	3,300	3,100	94
	Sevier	5,100	5,000	98
	Summit	5,400	5,300	98
	Tooele	9,000	8,900	99
	Uintah	6,900	6,700	97
	Utah	71,100	70,000	98
	Wasatch	3,300	3,200	97
	Wayne	700	700	100
	Weber	54,800	54,100	99
Between 25-49%	IDAHO			
	Bear Lake	2,100	2,100	98
	Caribou	2,500	2,400	96
	UTAH			
	Beaver	1,600	1,600	100
Kane	1,700	1,600	91	
Rich	600	600	100	
Sanpete	5,100	5,000	98	
Washington	15,300	14,600	95	
Between 5-24%	COLORADO			
	Montrose	9,500	9,200	97
	UTAH			
Duchesne	3,800	3,700	97	
Station Totals		566,200	557,100	98
Net Weekly Circulation (1992)				408,400
Average Daily Circulation (1992)				216,600

Utah—Salt Lake City

KTVX

Ch. 4

Network Service: ABC.

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

Studio: 1760 Fremont Dr., Salt Lake City, UT 84104.

Telephone: 801-975-4444. **Fax:** 801-975-4442.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"
Longitude 112° 11' 05"

Transmitter: Nelson Peak, 18-mi. SW of Salt Lake City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 7.5-meter C-band; Ku-band.

News Service: ABC.

Ownership: United Television Inc. (Group Owner).

Began Operation: July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (Television Digest, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Hammett & Edison Inc.

Personnel:

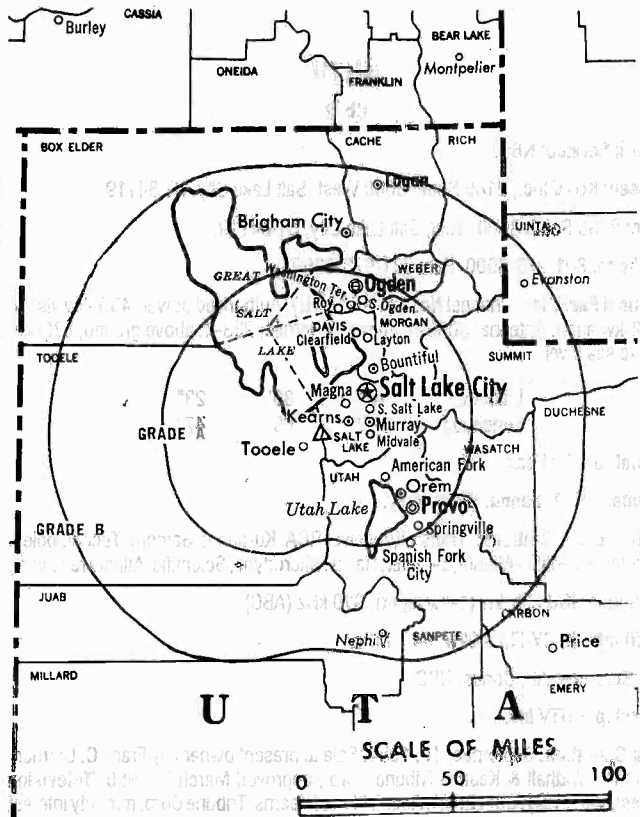
- Peter Mathes, Vice President & General Manager.
- Ron Fessenden, General Sales Manager.
- Richard Lee, National Sales Manager.
- Tom Love, Local Sales Manager.
- Vic Shapiro, Promotion Director.
- K. Randall Kimball, Business Manager.
- Dennis Shiner, Production Manager.
- John Edwards, News Director.
- Jim McDermaid, Chief Engineer.
- Michele Stratton, Director of Public Affairs.
- Marsha Gilford, Marketing Director.

Rates: On request.

City of License: Salt Lake City. **AD:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Caribou	2,500	2,400	96
	Franklin	2,800	2,700	96
	Oneida	1,200	1,200	100
	NEVADA			
	White Pine	3,200	3,100	97
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,600	21,100	98
	Carbon	7,300	7,200	98
	Daggett	300	300	100
	Davis	55,200	54,700	99
	Duchesne	3,800	3,700	97
	Emery	3,200	3,100	97



KTVX BMPCT-790616KG Granted 10/15/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garfield	1,300	1,200	92
	Grand	2,600	2,400	92
	Iron	6,200	5,900	95
	Juab	1,800	1,800	100
	Kane	1,700	1,600	91
	Millard	3,700	3,600	97
	Morgan	1,600	1,600	100
	Piute	500	500	100
	Rich	600	600	100
	Salt Lake	246,000	242,900	99
	San Juan	3,300	3,100	94
	Sanpete	5,100	5,000	98
	Sevier	5,100	5,000	98
	Summit	5,400	5,300	98
	Tooele	9,000	8,900	99
	Uintah	6,900	6,700	97
	Utah	71,100	70,000	98
	Wasatch	3,300	3,200	97
	Washington	15,300	14,600	95
	Wayne	700	700	100
Weber	54,800	54,100	99	
WYOMING	Sublette	1,900	1,800	95
	Sweetwater	14,500	14,100	97
	Uinta	6,300	6,100	97
	IDAHO			
	Bear Lake	2,100	2,100	98
NEVADA	Elko	12,000	11,300	94
	WYOMING			
Lincoln	4,700	4,500	96	
COLORADO	Montrose	9,500	9,200	97
	Station Totals	611,700	600,700	98
Net Weekly Circulation (1992)			508,400	
Average Daily Circulation (1992)			292,400	

Utah—Salt Lake City

KUTV

Ch. 2

Network Service: NBC.

Licensee: KUTV Inc., 2185 South 3600 West, Salt Lake City, UT 84119.

Studio: 2185 South 3600 West, Salt Lake City, UT 84119.

Telephone: 801-973-3000. **Fax:** 801-973-3369.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive RCA Ku-band; Satcom Technologies, 7-meter; Scientific-Atlanta, 5-meter; Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

FM Affiliate: KLCY-FM, 40kw, 94.1 MHz.

News Services: AP, Conus, NBC.

Ownership: KUTV Inc.

Begin Operation: September 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (*Television Digest*, Vol. 11:31, 38; 12:10). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

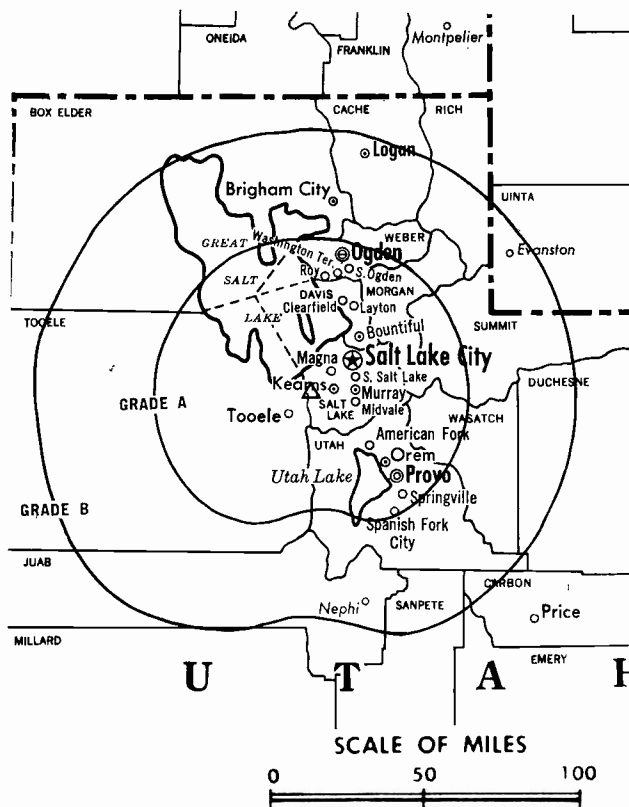
- Jeffrey Hatch, President & General Manager.
- Kent Crawford, General Sales Manager.
- Pat Kirk, National Sales Manager.
- John Bailey, Program Director.
- Diane Orr, News Director.
- Deborah Hamberlin, Promotion, Community Affairs & Marketing Director.
- Bill Bradford, Director of Engineering.
- Asher Atkinson, Film.
- Tom Mitchell, Director of Operations & Technical Services.

Rates: On request.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Bear Lake	2,100	2,100	98
	Caribou	2,500	2,400	96
	Franklin	2,800	2,700	96
	Oneida	1,200	1,200	100
	NEVADA			
	White Pine	3,200	3,100	97
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,600	21,100	98
	Carbon	7,300	7,200	98
	Daggett	300	300	100
	Davis	55,200	54,700	99
	Duchesne	3,800	3,700	97
Emery	3,200	3,100	97	



KUTV BMPCT-2149 Granted 6/18/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garfield	1,300	1,200	92
	Grand	2,600	2,400	92
	Iron	6,200	5,900	95
	Juab	1,800	1,800	100
	Kane	1,700	1,600	91
	Millard	3,700	3,600	97
	Morgan	1,600	1,600	100
	Piute	500	500	100
	Rich	600	600	100
	Salt Lake	246,000	242,900	99
	San Juan	3,300	3,100	94
	Sanpete	5,100	5,000	98
	Sevier	5,100	5,000	98
	Summit	5,400	5,300	98
	Tooele	9,000	8,900	99
	Uintah	6,900	6,700	97
	Utah	71,100	70,000	98
	Wasatch	3,300	3,200	97
	Washington	15,300	14,600	95
	Wayne	700	700	100
Weber	54,800	54,100	99	
Between 25-49%	WYOMING			
	Sweetwater	14,500	14,100	97
	Teton	5,200	5,000	96
	Uinta	6,300	6,100	97
NEVADA	Elko	12,000	11,300	94
	WYOMING			
	Lincoln	4,700	4,500	96
Sublette	1,900	1,800	95	
(Continued on page A-1184)				
Station Totals		705,500	691,900	98
Net Weekly Circulation (1992)				516,300
Average Daily Circulation (1992)				291,900

Utah—Salt Lake City

KXIV

Ch. 14

Network Service: None, independent.

Licensee: American Television of Utah Inc., 5181 Amelia Earhart Dr., Salt Lake City, UT 84116.

Studio: 5181 Amelia Earhart Dr., Salt Lake City, UT 84116.

Mailing Address: Box 27477, Salt Lake City, UT 84127.

Telephone: 801-537-1414. **Fax:** 801-537-1422.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1637-kw visual. Antenna: 3848-ft. above av. terrain, 230-ft. above ground, 9081-ft. above sea level.

Latitude 40° 39' 12"
Longitude 112° 12' 06"

Transmitter: 0.5-mil. S of Farnsworth Peak, Salt Lake County.

Satellite Earth Stations: 10-meter C-band; 9.2-meter C-band; 5.5-meter Ku-band; 5-meter Ku & C-band.

SNG Mobile Dish: RSJ, 2.4-meter Ku-band.

Ownership: American Television of Utah Inc.

Began Operation: February 14, 1989.

Represented (sales): Sattel Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

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

Personnel:

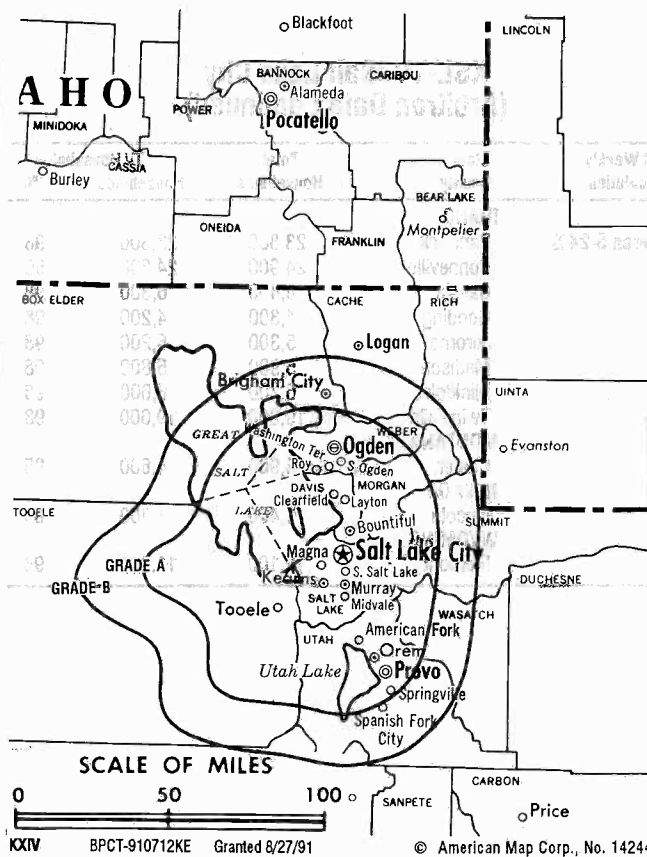
- Brent Feulner, General Manager.
- Russell Heaton, Station & General Sales Manager.
- Tim Call, Local Sales Manager.
- Ralph Claussen, National Sales Manager.
- Dave Elsmore, Chief Engineer.
- Robert Quigley, Program Director.
- Chris Barnhurst, Promotion & Marketing Director.
- Gary Leavitt, Business Manager.

Rates: On request.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	UTAH			
	Davis	55,200	54,700	99
	Salt Lake	246,000	242,900	99
	Tooele	9,000	8,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Utah	71,100	70,000	98
	Weber	54,800	54,100	99
Between 5-24%	UTAH			
	Box Elder	11,400	11,300	99
	Sanpete	5,100	5,000	98
	Summit	5,400	5,300	98
Station Totals		458,000	452,200	99
Net Weekly Circulation (1992)				166,300
Average Daily Circulation (1992)				56,100

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

**Call Lynn Levine
202-872-9200**

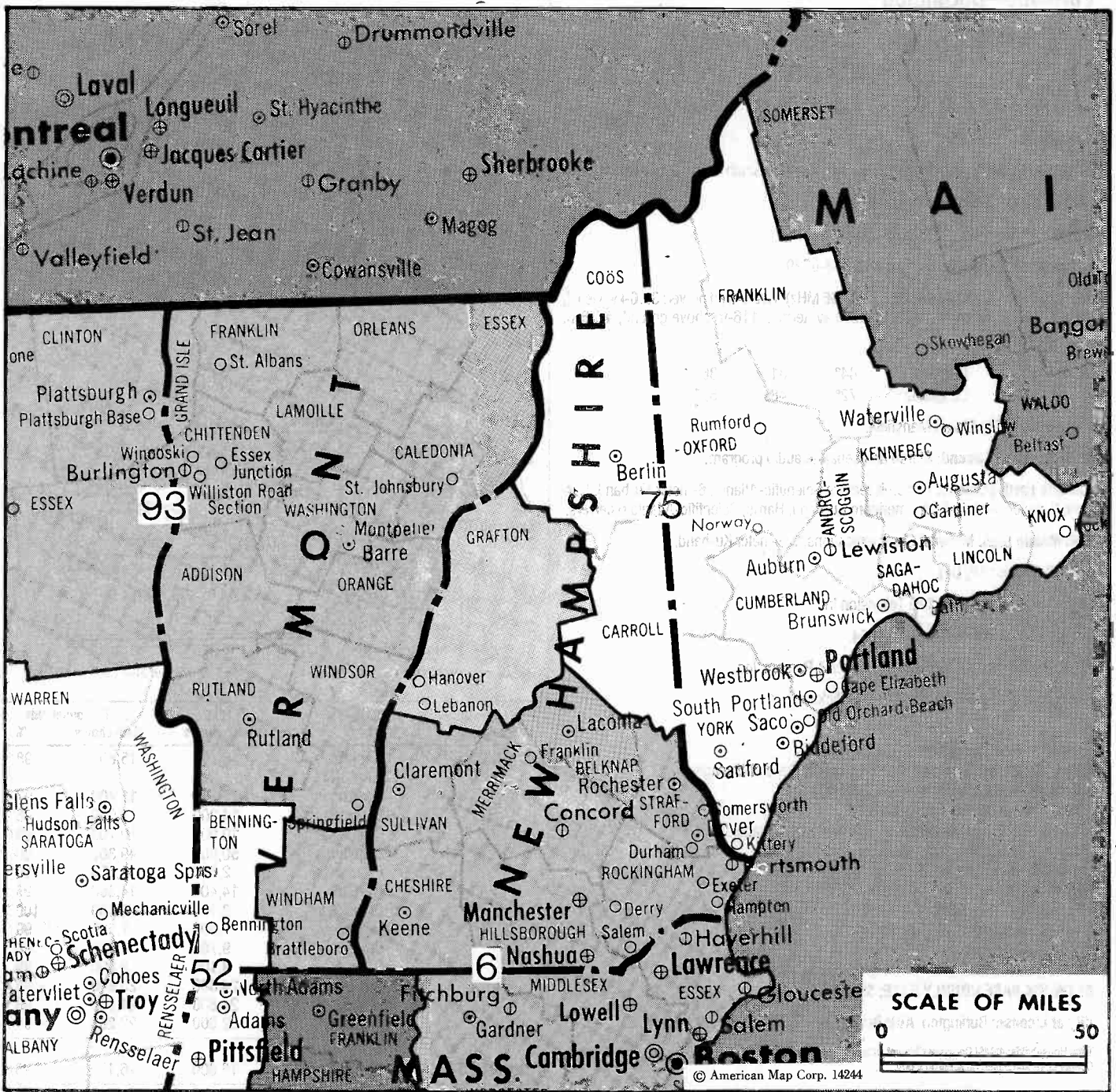
Utah

**KSL-TV, Salt Lake City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IDAHO			
	Bannock	23,800	23,300	98
	Bonneville	24,900	24,600	99
	Cassia	6,400	6,300	98
	Gooding	4,300	4,200	98
	Jerome	5,300	5,200	98
	Madison	5,900	5,800	98
	Minidoka	6,700	6,600	98
	Twin Falls	19,900	19,600	98
	MONTANA			
	Custer	4,900	4,600	95
	NEVADA			
	Lincoln	1,400	1,300	93
	WYOMING			
	Fremont	12,100	11,800	98

**KUTV, Salt Lake City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARIZONA			
	Mohave	38,900	37,300	96
	IDAHO			
	Bonneville	24,900	24,600	99
	Cassia	6,400	6,300	98
	Madison	5,900	5,800	98
	Minidoka	6,700	6,600	98
	MONTANA			
	Park	5,400	5,200	96
	NEVADA			
	Eureka	600	600	92
	WYOMING			
	Big Horn	4,000	3,900	96
	Hot Springs	2,100	2,000	95
	Washakie	3,200	3,100	97



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,121,400	6
Albany-Schenectady-Troy, NY	506,400	52
Portland-Poland Spring, ME	343,300	75
Burlington, VT-Plattsburgh, NY	268,500	93

Market Area Commercial TV Stations

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), WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23), WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51), WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

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

WPTZ, Burlington	See Plattsburgh, NY
WNNE-TV, White River Junction	See Hartford, VT

Vermont Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	0	4	4
	1	6	7

Vermont—Burlington

WCAX-TV

Ch. 3

Network Service: CBS.

Licensee: Mount Mansfield Television Inc., Joy Dr., South Burlington, VT 05403.

Studio: Joy Dr., South Burlington, VT 05403.

Mailing Address: Box 608, Burlington, VT 05402.

Telephone: 802-658-6300. **Fax:** 802-658-0529.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mount Mansfield.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 6-meter Ku-band; Harris, 9-meter C-band; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Midwest Communications, 2.3-meter Ku-band.

News Services: AP, UPI.

Ownership: Mount Mansfield Television Inc.

Began Operation: September 3, 1954.

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

Stuart T. Martin, President.

Peter R. Martin, Executive Vice President & General Manager.

Dolores Drolette, Vice President & Comptroller.

Ken Jarvis, Vice President, Sales.

Andrew Luchini, Vice President & Production Manager.

Judith Fisher, Local Sales Manager.

Bruce Grindle, National Sales Manager.

Marselis Parsons, News Director.

Theodore Teffner, Chief Engineer.

Ken Greene, Promotion Director.

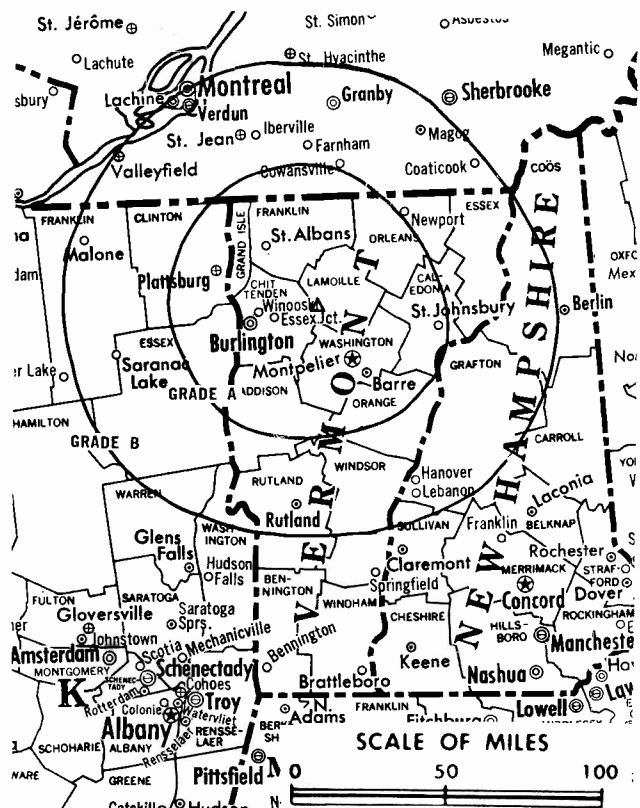
Rates: On request.

NETWORK BASE HOURLY RATE: \$1135.

City of License: Burlington. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Coos	13,900	13,700	99
	Grafton	28,300	27,500	97
	Sullivan	15,700	15,200	97
	NEW YORK			
	Clinton	28,300	28,000	99
	Essex	14,200	14,000	99



WCAX-TV BPCT-3188 Granted 11/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	16,100	15,800	98
	VERMONT			
	Addison	11,700	11,400	97
	Bennington	14,200	13,900	98
	Caledonia	10,900	10,700	98
	Chittenden	50,000	49,300	99
	Essex	2,600	2,600	100
	Franklin	14,400	14,300	99
	Grand Isle	2,100	2,100	100
	Lamoille	7,600	7,500	99
	Orange	9,700	9,500	98
	Orleans	9,100	9,000	99
	Rutland	24,300	23,800	98
Washington	21,800	21,500	98	
Windsor	22,800	22,200	97	
Between 25-49%	VERMONT			
	Windham	16,800	16,100	96
Between 5-24%	NEW HAMPSHIRE			
	Cheshire	26,700	26,000	97
	NEW YORK			
	St Lawrence	37,400	36,800	98
	Warren	22,300	21,900	98
Washington	20,400	20,100	99	
Station Totals		441,300	432,900	98
Net Weekly Circulation (1992)			270,700	
Average Daily Circulation (1992)			174,500	

Vermont—Burlington-Plattsburgh, New York

WVNY

Ch. 22

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 100 Market Square, Burlington, VT 05401.

Studio: 100 Market Square, Burlington, VT 05401.

Telephone: 802-658-8022. **TWX:** 510-299-0022.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.9-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"

Longitude 72° 48' 58"

Transmitter: Mount Mansfield.

Satellite Earth Stations: 2 in operation; Andrew receivers.

News Service: AP.

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

Began Operation: April 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 18, 1982 (Television Digest, Vol. 22:34).

Represented (sales): Katz Television.

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

Personnel:

- Philip J. Lombardo, Chairman & President.
- William Bradley, Vice President & General Manager.
- Charlie Cusimano, General Sales Manager.
- Cliff Smith, Local Sales Manager.
- Michelle Baker, Comptroller.
- Linda Raub, Promotion Director.
- Gary Wheelock, News Director.
- Paul Brenner, Chief Engineer.
- Tom Hansen, Operations Director.

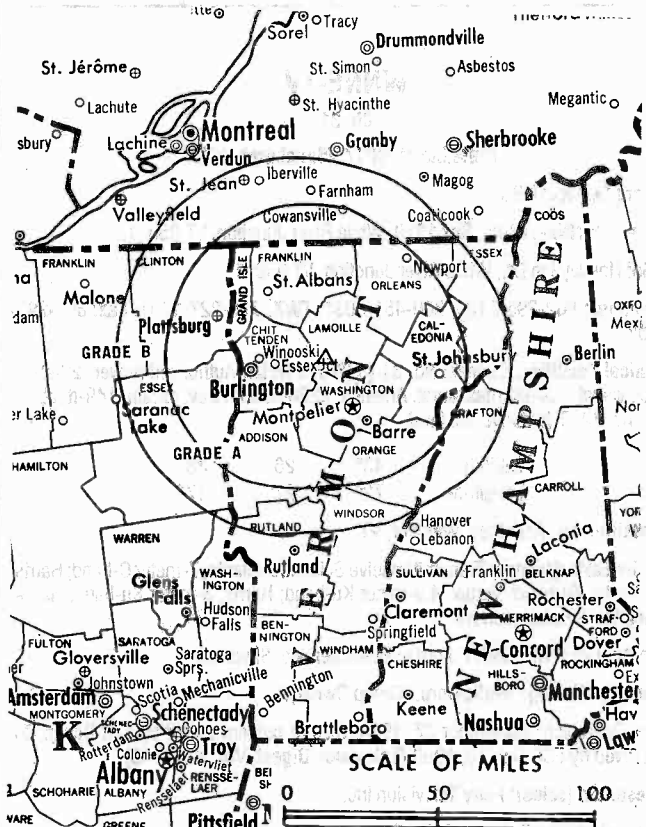
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$225.

City of License: Burlington. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	28,300	28,000	99
	Essex	14,200	14,000	99
VERMONT	Addison	11,700	11,400	97
	Chittenden	50,000	49,300	99
	Franklin	14,400	14,300	99
	Grand Isle	2,100	2,100	100
	Lamoille	7,600	7,500	99



WVNY BPCT-791219KE Granted 2/11/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orleans	9,100	9,000	99
	Washington	21,800	21,500	98
Between 25-49%	NEW YORK			
	Franklin	16,100	15,800	98
	VERMONT			
	Caledonia	10,900	10,700	98
	Rutland	24,300	23,800	98
Between 5-24%	NEW HAMPSHIRE			
	Grafton	28,300	27,500	97
	VERMONT			
	Essex	2,600	2,600	100
	Orange	9,700	9,500	98
	Windsor	22,800	22,200	97
Station Totals		273,900	269,200	98
Net Weekly Circulation (1992)				130,800
Average Daily Circulation (1992)				60,500

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Television & Cable Factbook

Vermont—Hartford-Hanover, New Hampshire

WNNE-TV

Ch. 31

(Satellite of WPTZ, Plattsburgh, NY)

Network Service: NBC.

Licensee: WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

Studio: Holiday Inn Dr., White River Junction, VT 05001.

Telephones: 802-295-3100; 800-451-0031. **TWX:** 710-227-1301. **Fax:** 802-295-3983.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"
Longitude 72° 27' 17"

Transmitter: Mt. Ascutney, Windsor, VT.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Vertex, 4.5-meter Ku-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, Potomac News Service, Skycom.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: September 27, 1978. Sale to present owner by Taft Bcstg. Co. approved by FCC Oct. 10, 1990 (Television Digest, Vol. 30:17, 43).

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

Personnel:

Gary Elfstrom, General Manager.

Courtney Galluzzo, General Sales Manager.

Diana Jones, News Director.

Doug Johnson, Traffic Director.

Amy Peters, Promotion Director.

Meg Allen, Business Manager.

Paul Shykula, Operations Manager.

Stu Boughton, Chief Engineer.

City of License: Hartford. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

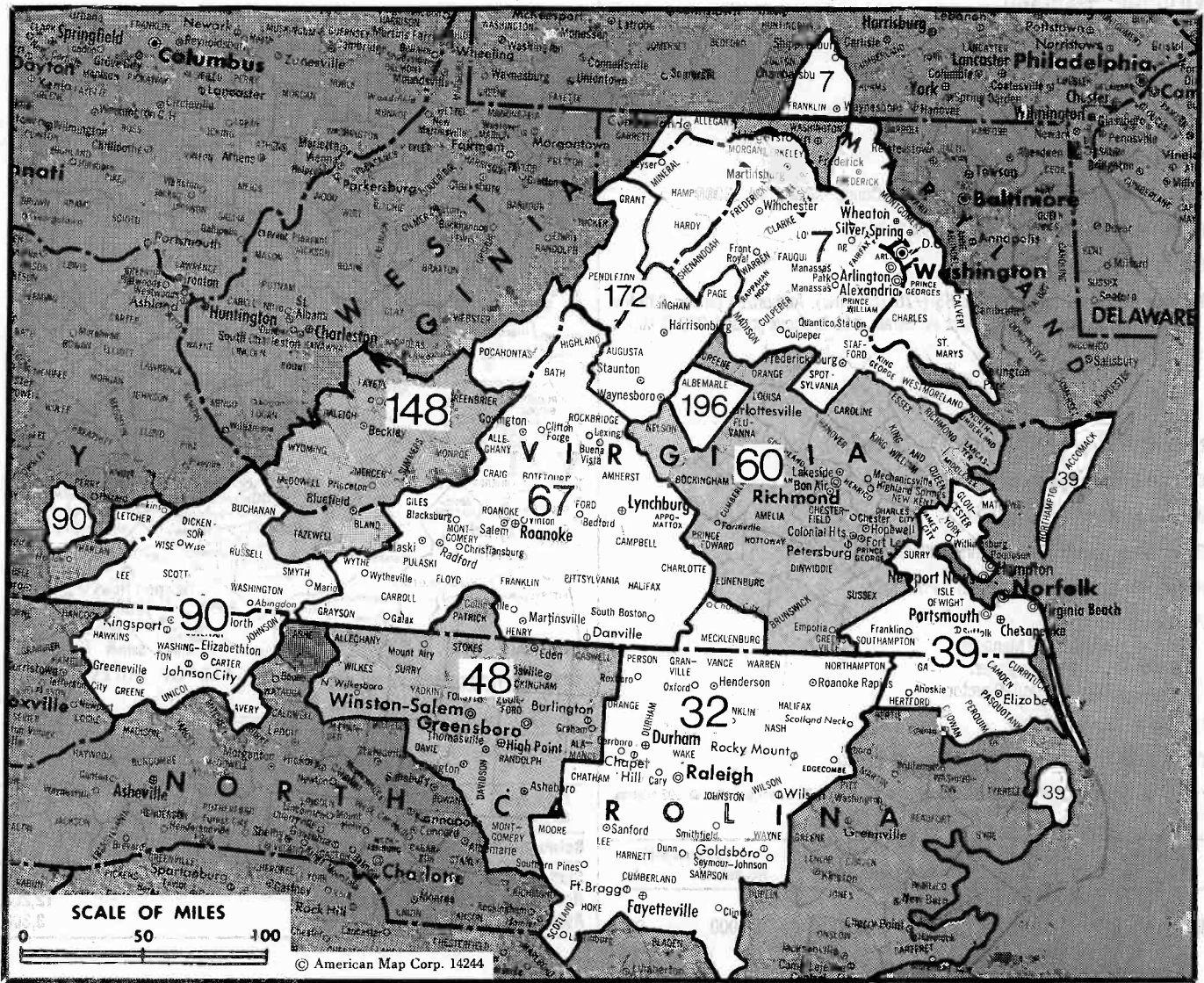
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Sullivan	15,700	15,200	97
	VERMONT			
	Orange	9,700	9,500	98
	Windsor	22,800	22,200	97



WNNE-TV BPCT-781113KF Granted 5/31/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	26,700	26,000	97
	Grafton	28,300	27,500	97
	VERMONT			
	Windham	16,800	16,100	96
Between 5-24%	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Merrimack	46,600	45,800	98
	VERMONT			
	Essex	2,600	2,600	100
	Rutland	24,300	23,800	98
	Washington	21,800	21,500	98
Station Totals		235,100	229,800	98
Net Weekly Circulation (1992)				67,900
Average Daily Circulation (1992)				29,100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,812,500	7	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WYVN (60)
Raleigh-Durham, NC	751,100	32	WFCT (62), WKFT (40), WLFL-TV (22), WRAL-TV (5), WRDC (28), WRMY (47), WTVD (11), WYED (17)
Norfolk-Portsmouth-Newport News-Hampton, VA	611,200	39	WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Greensboro-Winston Salem-High Point, NC	533,300	48	WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Richmond, VA	441,800	60	WRIC-TV (8), WRLH-TV (35), WTVR-TV (6), WWBT (12), WZXC (65)
Roanoke-Lynchburg, VA	373,400	67	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLS-TV (10), WVV (27)
Bristol, VA-Kingsport-Johnson City, TN	280,700	90	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Bluefield-Beckley-Oak Hill, WV	135,000	148	WOAY-TV (4), WVVA (6)
Harrisonburg, VA	84,500	172	WHSV-TV (3)
Charlottesville, VA	41,200	196	WVIR-TV (29)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WJHL-TV, Bristol	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WVEC-TV, Hampton	See Norfolk, VA
WDBJ & WSLS-TV, Lynchburg	See Roanoke, VA
WAVY-TV & WGNT, Norfolk	See Portsmouth, VA
WRIC-TV, Petersburg	See Richmond, VA
WJPR & WSET-TV, Roanoke	See Lynchburg, VA

Virginia Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	11	10	21
Educational Television Stations	0	10	10
	11	20	31

Virginia—Ashland

WZXX

Ch. 65

Network Service: None, independent.

Licensee: Christel Bcstg. Inc., 13 Maple Leaf Court, Ashland, VA 23005.

Studio: 13 Maple Leaf Court, Ashland, VA 23005.

Telephone: 804-550-1408.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 832-kw max. visual. Antenna: 850-ft. above av. terrain, 842-ft. above ground, 992-ft. above sea level.

Latitude 37° 44' 32"
Longitude 77° 15' 18"

Transmitter: Rte. 652, 1.4-mi. from intersection of Rte. 615.

Ownership: Christel Broadcasting Inc.

Began Operation: March 9, 1990.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith & Powstenko.

Personnel:

Jim Campana, General Manager.
Bill Van Scyoc, Chief Engineer.
Katherine Rudd, Program Director.

Highest 30 Sec. Rate: \$25.

City of License: Ashland. **ADI:** Richmond. **Rank:** 60.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	VIRGINIA Hanover	22,300	22,000	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Lancaster	4,600	4,500	98
Station Totals		26,900	26,500	99
Net Weekly Circulation (1992)				12,200
Average Daily Circulation (1992)				3,300

Virginia—Bristol-Kingsport-Johnson City, TN

WCYB-TV

Ch. 5

Network Service: NBC

Licensee: Appalachian Bcstg. Corp., Cumberland & Lee Sts., Bristol, VA 24201.

Studio: 101 Lee St., Bristol, VA 24201.

Mailing Addresses: Box 2069, Bristol, VA 24203; Box 397, Bristol, TN 37620.

Telephone: 703-645-1555; TWX: 510-580-2019; Fax: 703-645-1553.

Technical Facilities: Channel No. 5 (76.82 MHz). Authorized power: 83.2-kw visual, 11.5-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Harris, 7.61-meter C-band; Comtech, 3.8-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, Conus; NBC, Sports News Satellite.

Ownership: Lamco Communications Inc. (Group Owner)

Began Operation: August 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (Television Digest, Vol. 16:33); Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

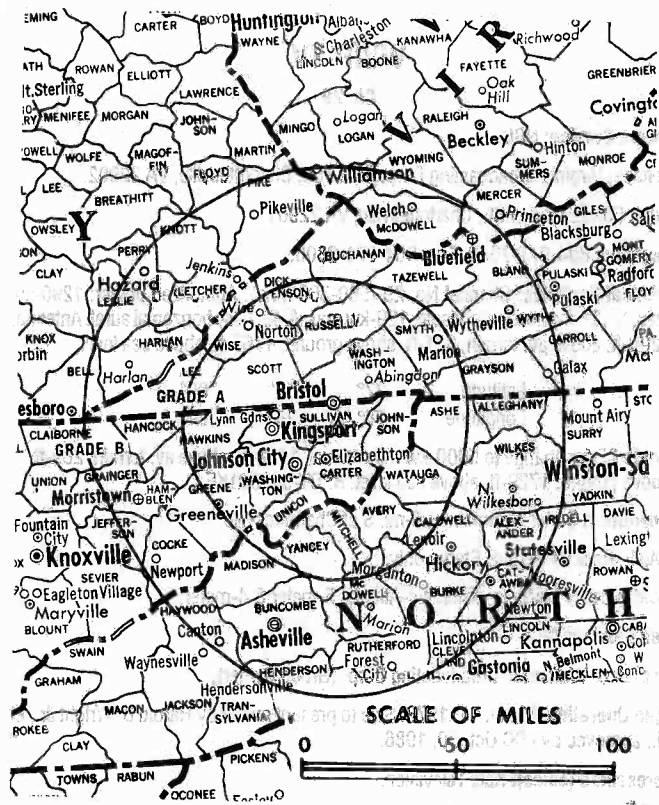
- Joe Macione, Executive Vice President & General Manager.
- Richard Torbett, Sales Manager.
- Steve Hawkins, News Manager.
- Cheryl Stout, Program Manager.
- Echel Edens, Engineering Manager.
- Tom Cupp, Chief Engineer.
- Eisa Kelechava, Promotion Manager.
- Louise Taylor, Business Manager.
- Joey Campbell, Creative Services Manager.
- Phil Torbett, Operations Manager.
- Peggy Creed, Public Service Director.

Rates: On request.

City of License: Bristol, ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Knott	6,200	6,100	98
	Leslie	4,800	4,700	98
	Letcher	10,100	10,000	99
	NORTH CAROLINA			
	Ashe	9,200	9,000	98
	Avery	5,600	5,500	98
	Watauga	13,500	13,300	99
	Yancey	6,200	6,100	98
	TENNESSEE			
	Carter	20,400	20,300	100
	Greene	21,600	21,400	99
	Hancock	2,400	2,400	100
	Hawkins	17,700	17,500	99
Johnson	5,500	5,400	98	
Sullivan	58,300	58,100	100	



WCYB-TV BPCT-5221 Granted 8/23/78

© American Map Corp. 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Union	6,500	6,400	98
	Washington	36,000	35,800	99
	VIRGINIA			
	Buchanan	11,300	11,100	98
	Dickenson	6,600	6,500	98
	Lee	9,300	9,100	98
	Russell	11,100	10,900	98
	Scott	8,900	8,700	98
	Smyth	12,000	11,900	99
	Washington	24,900	24,700	99
Wise	16,500	16,300	99	
Between 25-49%	KENTUCKY			
	Harlan	13,600	13,400	99
	VIRGINIA			
Tazewell	17,200	17,000	99	
Between 5-24%	KENTUCKY			
	Floyd	16,700	16,500	99
	Knox	10,900	10,700	98
	Perry	11,300	11,100	98
	Pike	27,100	26,800	99
	NORTH CAROLINA			
	Madison	6,600	6,500	98
	Mitchell	5,700	5,600	98
	Polk	6,100	6,000	98
	TENNESSEE			
Claiborne	10,000	9,900	99	
Cocke	11,400	11,300	99	
Grainger	6,600	6,500	98	
Hamblen	20,200	20,000	99	
Jefferson	12,700	12,600	99	
VIRGINIA				
Grayson	9,300	9,200	99	
Wythe	9,900	9,800	99	
Station Totals		519,900	514,100	99
Net Weekly Circulation (1992)				316,900
Average Daily Circulation (1992)				202,200

Virginia—Charlottesville

WVIR-TV Ch. 29

Network Service: NBC.

Licensee: Virginia Broadcasting Corp., Box 769, Charlottesville, VA 22902.

Studio: 503 E. Market St., Charlottesville, VA 22901.

Telephone: 804-977-7082. **Fax:** 804-971-2800.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.7-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"
Longitude 78° 28' 54"

Holds CP for change to 5000-kw max. visual, 1188-ft. above av. terrain, 269-ft. above ground, 1729-ft. above sea level. BPCT-900501KF.

Transmitter: Carter Mountain, 3.5-mi. S of Charlottesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter & 4-meter.

News Service: AP.

Ownership: Waterman Broadcasting Corp. (Group Owner).

Began Operation: March 11, 1973. Sale to present owner by Harold B. Wright Jr., et al., approved by FCC Oct. 30, 1986.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

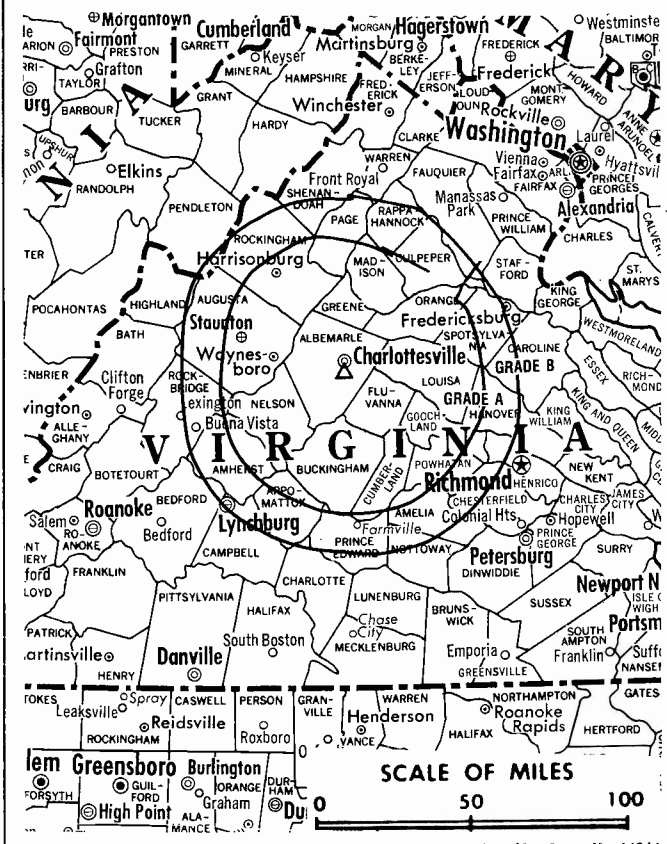
- Harold B. Wright Jr., Vice President & General Manager.
- Jim Fernald, General Sales Manager.
- Dave Cupp, News Director.
- Bob Doyle, Program Director.
- Phyllis Melton, Business Manager.
- Sid Shumate, Chief Engineer.

Rates: On request.

City of License: Charlottesville. **ADI:** Charlottesville. **Rank:** 196.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,800	41,200	99
	Fluvanna	4,600	4,500	98
	Greene	3,700	3,600	97



WVIR-TV BPCT-900501KF Granted 10/19/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,200	4,100	98
	VIRGINIA			
Between 25-49%	Augusta	35,500	35,200	99
	Buckingham	4,300	4,200	98
	Orange	8,100	8,000	99
	Rockingham	31,000	30,700	99
Between 5-24%	VIRGINIA			
	Culpeper	9,700	9,600	99
	Cumberland	2,900	2,800	97
	Goochland	4,800	4,700	98
	Louisa	7,400	7,300	99
	Nelson	4,700	4,600	98
WEST VIRGINIA				
Hardy	4,100	4,000	98	
Station Totals		166,800	164,500	99
Net Weekly Circulation (1992)			83,200	
Average Daily Circulation (1992)			45,200	

Virginia—Harrisonburg

WHSV-TV

Ch. 3

Network Service: ABC.

Licensee: Benedek Bcstg. of Virginia Inc., Box TV3, Harrisonburg, VA 22801-0030.

Studio: Rte. 33 West, Harrisonburg, VA 22801.

Mailing Address: Box TV3, Harrisonburg, VA 22801-0030.

Telephone: 703-433-9191. TWX: 710-839-1394. Fax: 703-433-2700.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 0.83-kw aural. Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"
Longitude 78° 37' 57"

Transmitter: Big Mountain, New Market, VA.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.7-meter C-band; ChannelMaster, 3.7-meter C-band; AFC, 3.6-meter C-band; Avantek, M/A-Corn receivers.

News Services: AP, ABC.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: October 9, 1953. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell Bcstg. by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

Personnel:

- Robert Ganzer, General Manager.
- Bob Bolyard, General Sales Manager.
- Bob Smith, Local Sales Manager.
- Teresa Emory, Sales Coordinator & Marketing Director.
- Steve Raml, News Director.
- John Dodson, Program Director.
- Richard Hiett, Chief Engineer & Operations Manager.
- Mary Birmingham, Promotion Director.
- Brenda Brown, Business Manager.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$660.

City of License: Harrisonburg. ADI: Harrisonburg. Rank: 172.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net-Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Augusta	35,500	35,200	99
	Greene	3,700	3,600	97
	Page	8,200	8,200	100
	Rockingham	31,000	30,700	99
	Shenandoah	12,400	12,300	99
WEST VIRGINIA	Grant	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hardy	4,100	4,000	98
	Pendleton	3,100	3,000	97
Between 25-49%	VIRGINIA			
	Albemarle	41,800	41,200	99
	Frederick	25,000	24,800	99
Warren	10,000	9,900	99	
Between 5-24%	VIRGINIA			
	Clarke	4,300	4,300	100
	Fauquier	17,100	16,900	99
	Flynn	4,600	4,500	98
	Highland	1,100	1,100	100
	Madison	4,200	4,100	98
	Orange	8,100	8,000	99
	Powhatan	4,500	4,400	98
Rappahannock	2,700	2,700	100	
WEST VIRGINIA	Hampshire	6,300	6,200	98
	Mineral	10,300	10,200	99
	Pocahontas	3,700	3,600	97
	Station Totals	245,600	242,700	99
Net Weekly Circulation (1992)				115,700
Average Daily Circulation (1992)				64,700

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Virginia—Lynchburg

WJPR

Ch. 21

(Operates satellite WVFT, Roanoke, VA)

Network Service: Fox.

Licensee: Roanoke-Lynchburg TV Acquisition Corp., Box 2127, Roanoke, VA 24009-2127.

Studio: 2618 Colonial Ave. SW, Roanoke, VA 24015.

Sales Office: 4119 Boonsboro Rd., Suite 240, Lynchburg, VA 24503.

Telephones: 703-345-7227 (Roanoke); 804-384-0021 (Lynchburg).

Fax: 703-345-1912 (Roanoke); 804-384-0103 (Lynchburg).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 4207-kw max. visual, 421-kw max. aural. Antenna: 1638-ft. above av. terrain, 964-ft. above ground, 2744-ft. above sea level.

Latitude 37° 19' 14.00"
Longitude 79° 37' 58.50"

Transmitter: Flat Top Mountain, Bedford County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; AFC, 3-meter Ku-band; M/A-Com, Pinzone receivers.

Ownership: Roanoke Lynchburg TV Acquisition Corp. (Group Owner).

Began Operation: March 23, 1986. FCC approved sale to present owners Aug. 27, 1990.

Represented (sales): Seltel Inc.

Represented (legal): Birch, Horton, Bittner & Cherot.

Personnel:

- Robb Gray Jr., Vice President & General Manager.
- Jim Prestwood, General Sales Manager.
- Kipp Preston, Program Director.
- Glenda Owens, Promotion Director.
- Tammy Glenn, Business Manager.
- George Stein, Chief Engineer.

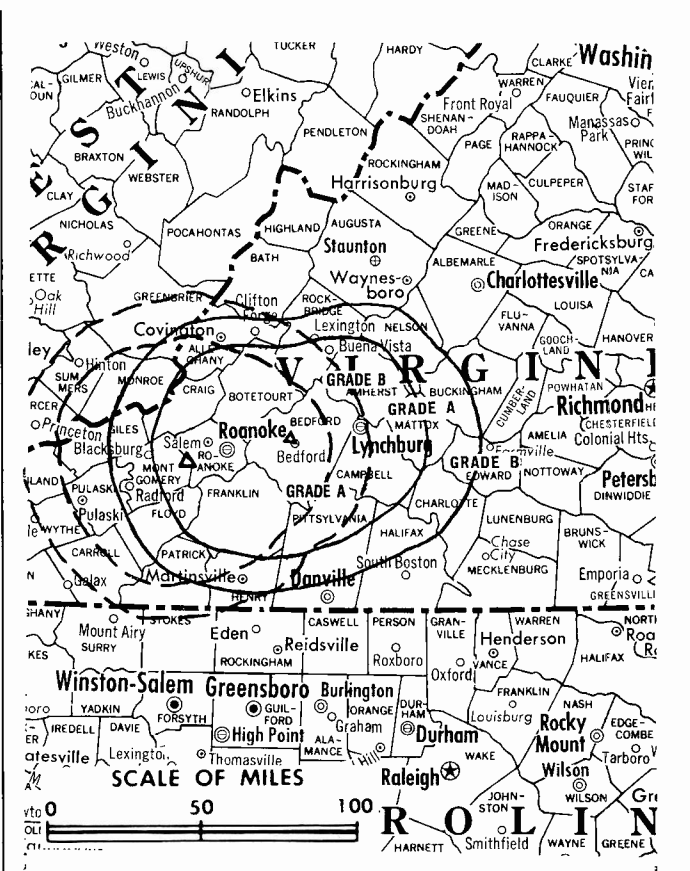
Rates: On request.

Arbitron Data: Includes WVFT, Roanoke, VA.

City of License: Lynchburg ADI: Roanoke-Lynchburg. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,100	10,000	99
	Appomattox	4,700	4,600	98
	Bedford	19,000	18,800	99
	Campbell	43,000	42,600	99
	Floyd	4,800	4,700	98
	Franklin	14,400	14,200	99
Highland	1,100	1,100	100	



WJPR BMPCT-8510IKI Granted 12/5/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Montgomery	30,100	29,800	99
	Pittsylvania	41,600	41,200	99
	Pulaski	13,100	13,000	99
	Roanoke	80,700	80,200	99
Between 5-24%	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	VIRGINIA			
	Bath	1,800	1,800	100
	Botetourt	9,500	9,400	99
	Giles	6,300	6,200	98
	Halifax	12,900	12,700	99
	Henry	28,800	28,500	98
	Patrick	6,800	6,700	99
	Prince Edward	5,400	5,300	98
Rockbridge	11,100	11,000	99	
Wythe	9,900	9,800	99	
WEST VIRGINIA	Greenbrier	14,000	13,800	99
	Monroe	4,800	4,700	98
	Pocahontas	3,700	3,600	97
	Summers	5,200	5,100	98
	Station Totals		399,900	395,700
Net Weekly Circulation (1992)				126,600
Average Daily Circulation (1992)				46,600

Virginia—Lynchburg

WSET-TV

Ch. 13

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, VA 24506-1588

Studio: 2320 Langhorne Rd., Lynchburg, VA 24501.

Mailing Address: Box 11588, Lynchburg, VA 24506-1588

Telephone: 804-528-1313. Fax: 804-847-0458

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 29.5-kw aural. Antenna: Circularly polarized, 1960-ft. above av. terrain, 1189-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 54"
Longitude 79° 38' 06"

Transmitter: Thaxton Mountain, 15 mi. E of Roanoke.

Satellite Earth Stations: Andrew, 7-meter; Microdyne, 7-meter; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP.

Ownership: Allbritton Communications Company (Group Owner).

Began Operation: February 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976 by FCC. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 (Television Digest, Vol. 5:25, 35).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

- Jerry Heilman, General Manager.
- Michael Brunette, General Sales Manager.
- Linda Ottinger, National Sales Manager.
- Roy Clem, News Director.
- Bailey Duggins, Program Director.
- John Crumpler, Promotion Director.
- Douglas Daniel, Director of Engineering.
- Beve Lutz, Manager, Business Services.
- Laura Lanting, Community Services Director.
- Willis Little, Chief Engineer.
- Dorothy Ballagh, Manager, Traffic.

Rates: On request.

City of License: Lynchburg. ADI: Roanoke-Lynchburg. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,100	10,000	99
	Appomattox	4,700	4,600	98
	Bedford	19,000	18,800	99
	Botetourt	9,500	9,400	99
	Campbell	43,000	42,600	99
	Charlotte	4,200	4,100	98
	Floyd	4,800	4,700	98
	Franklin	14,400	14,200	99
	Giles	6,300	6,200	98
	Halifax	12,900	12,700	98
	Montgomery	30,100	29,800	99
	Pittsylvania	41,600	41,200	99
Pulaski	13,100	13,000	99	



WSET-TV BMPCT-810423KF Granted 9/29/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roanoke	80,700	80,200	99
	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	VIRGINIA			
	Bath	1,800	1,800	100
	Craig	1,600	1,600	100
	Henry	28,800	28,500	99
	Highland	1,100	1,100	100
	Mecklenburg	11,100	10,900	98
	Nelson	4,700	4,600	98
	Prince Edward	5,400	5,300	98
	Rockbridge	11,100	11,000	99
	Wythe	9,900	9,800	99
	WEST VIRGINIA			
Pocahontas	3,700	3,600	97	
Between 5-24%	NORTH CAROLINA			
	Person	11,700	11,600	99
	Rockingham	34,100	33,800	99
	VIRGINIA			
	Augusta	35,500	35,200	99
	Bland	2,200	2,100	95
	Buckingham	4,300	4,200	98
	Carroll	10,200	10,000	98
	Cumberland	2,900	2,800	97
	Lunenburg	4,300	4,200	98
	Patrick	6,800	6,700	99
	Tazewell	17,200	17,000	99
	WEST VIRGINIA			
	Greenbrier	14,000	13,800	99
Mercer	26,200	26,000	99	
Monroe	4,800	4,700	98	
Station Totals		564,900	558,700	99
Net Weekly Circulation (1992)				289,000
Average Daily Circulation (1992)				150,300

Virginia—Manassas

WTKK

Ch. 66

Network Service: None, independent.

Licensee: WTKK TV Inc., Box 3150, Manassas, VA 22110.

Studio: 9008 Center St., Manassas, VA 22110.

Telephone: 703-369-3400.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude 38° 47' 16"
Longitude 77° 19' 48"

Transmitter: 6110 Ox Rd., Fairfax Station

Satellite Earth Stations: Weatherscan, 10-meter; Weatherscan, 3-meter; Weather-scan, 2.3-meter Ku-band.

Ownership: WTKK Inc.

Began Operation: March 26, 1978.

Represented (sales): Hugh Wallace Inc.

Represented (legal): John H. Midlen Jr.

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

Personnel:

Lester R. Raker, President & General Manager.

Thomas L. Foltz, Station Manager.

Bill Kilchenstein, General Sales Manager.

Phil DeLorme, Chief Engineer.

Roger Raker, News Director.

Highest 30 Sec. Rate: \$64.

City of License: Manassas. **ADI:** Washington, DC. **Rank:** 7.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WTKK BMPCT-820128KE Granted 3/5/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Stafford	19,800	19,600	99
Station Totals		19,800	19,600	99
Net Weekly Circulation (1992)			12,300	
Average Daily Circulation (1992)			3,200	

Virginia—Norfolk

WJCB
Ch. 49

Network Service: None, independent.

Licensee: Tidewater Christian Communications Corp., 2700 Washington Ave., Suite 4, Newport News, VA 23607.

Studio: 1930 E. Pembroke Ave., Hampton, VA 23663.

Mailing Address: Box 1892, Norfolk, VA 23501

Telephone: 804-627-7500.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 495.9-kw max. visual. Antenna: 509-ft. above av. terrain, 499-ft. above ground, 522-ft. above sea level.

Latitude 36° 48' 32"
Longitude 76° 30' 13"

Transmitter: On Hwy. 337, 0.75-mi. S of Driver.

Ownership: Tidewater Christian Communications Corp.

Began Operation: May 29, 1989.

Personnel:

Rev. Dwight Green, General Manager.
Leonard Parson, Local Sales Manager.

Rates: On request.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State	Total Households	TV Households	%
	VIRGINIA			
Between 5-24%	Portsmouth City	40,100	39,800	99
Station Totals		40,100	39,800	99
Net Weekly Circulation (1992)			9,300	
Average Daily Circulation (1992)			2,600	



WJCB BMPCT-870918KG Granted 10/30/87

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Virginia—Norfolk

WTKR-TV

Ch. 3

Network Service: CBS.

Licensee: Narragansett Television L.P., 720 Boush St., Norfolk, VA 23510.

Studio: 720 Boush St., Norfolk, VA 23510.

Telephone: 804-446-1000. **Fax:** 804-622-1113.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"
Longitude 76° 28' 00"

Transmitter: 5277 Nansemond Pkwy., Suffolk, VA 23434.

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

News Services: AP, CBS, Conus, NIWS, UPI.

Ownership: Narragansett Television L.P. (Group Owner).

Began Operation: April 2, 1950. Sale to Knight-Ridder by Landmark Television approved by FCC Jan. 16, 1981 (Television Digest, Vol. 20:33; 21:4). Sale to present owners approved April 26, 1989 (Vol. 29:9).

Represented (sales): Petry Television Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Christopher W. Pike, General Manager.
- John Woodin, Station Manager & News Director.
- Dave Davis, General Sales Manager.
- Al Mazzoni, Local Sales Manager.
- Charlotte Harwood, National Sales Manager.
- Jack Welsby, Program Director & Business Manager.
- Phillip Armstrong, Promotion/Production & Marketing Director.
- Gene Gildow, Chief Engineer.
- Julie McCollum, Director of Personnel & Community Relations.
- Dale Gauding, Editorial Director.

Rates: On request.

City of License: Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 39.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
		Camden	2,200	2,200	100
		Chowan	5,400	5,300	98
		Currituck	5,600	5,500	98
		Dare	10,000	9,800	98
		Gates	3,500	3,400	97
		Hertford	8,300	8,200	99
		Pasquotank	11,600	11,500	99
		Perquimans	4,300	4,300	100
		VIRGINIA			
		Accomack	12,700	12,500	98
		Gloucester	11,600	11,500	99
		Greensville	5,100	5,000	98
		Isle Of Wight	9,300	9,200	99
	James City	16,400	16,200	99	
	Lancaster	4,600	4,500	98	
	Mathews	3,800	3,700	99	
	Middlesex	3,600	3,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northampton	5,400	5,300	98
	Southampton	8,600	8,500	99
	Surry	2,300	2,300	100
	York	18,600	18,500	99
	Chesapeake City	52,900	52,500	99
	Hampton City	48,600	48,300	99
	Newport News City	63,600	63,200	99
	Norfolk City	93,200	92,600	99
	Portsmouth City	40,100	39,800	99
	Suffolk City	19,000	18,800	99
Va Beach City	135,600	134,900	99	
Between 25-49%	NORTH CAROLINA			
	Northampton	7,600	7,500	99
	VIRGINIA			
	Charles City	2,100	2,100	100
	King And Queen	2,400	2,400	100
	New Kent	4,100	4,000	99
Northumberland	4,400	4,400	99	
Sussex	3,700	3,600	97	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,500	7,400	99
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Brunswick	5,300	5,200	98
	Dinwiddie	22,100	21,800	99
King William	3,900	3,900	100	
Richmond	2,800	2,800	100	
Station Totals		673,300	667,700	99
Net Weekly Circulation (1992)				541,200
Average Daily Circulation (1992)				329,900

Virginia—Norfolk

WTVZ

Ch. 33

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, VA)

Network Service: Fox.

Licensee: WTVZ Inc., 900 Granby St., Norfolk, VA 23510.

Studio: 900 Granby St., Norfolk, VA 23510.

Telephone: 804-622-3333. **Fax:** 804-623-1541.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude $36^{\circ} 48' 32''$
Longitude $76^{\circ} 30' 13''$

Transmitter: 1-mi. S of Driver, VA.

Satellite Earth Stations: Andrew, 5-meter C-band; Continental, 4.9-meter C-band; AFC, 3.7-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

Ownership: Charles A. McFadden (Group Owner)

Began Operation: September 24, 1979. Sale to present owner by TVX Broadcast Group approved by FCC May 24, 1989 (Television Digest, Vol. 29:15).

Represented (sales): Seltel Inc.

Personnel:

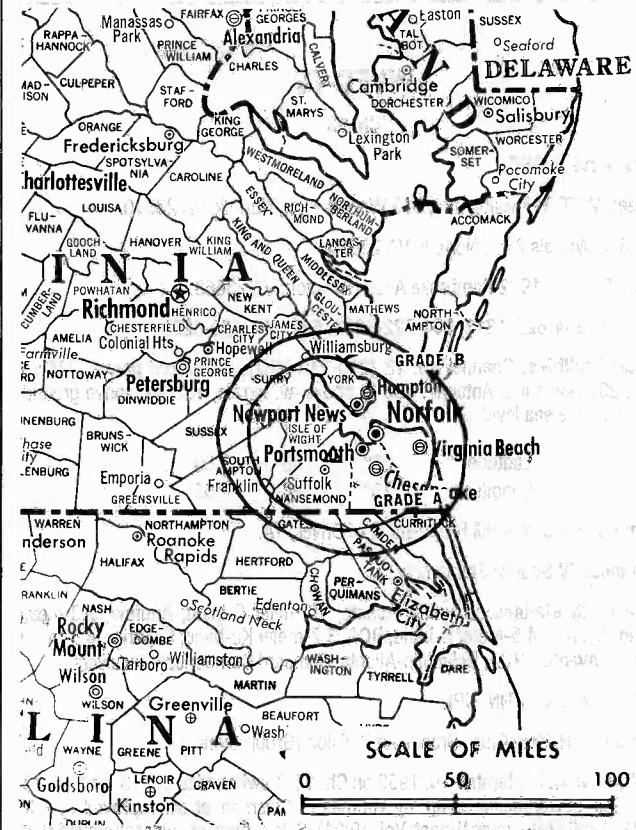
- Charles McFadden**, President.
- Elise Tucker**, General Sales Manager.
- Jeff Armstrong**, National Sales Manager.
- Mark Hudgins**, Program Director.
- Shelley Stiles**, Promotion Director.
- Ed Cuthrell**, Chief Engineer.

Rates: On request.

City of License: Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 39.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Pasquotank	11,600	11,500	99
	VIRGINIA			
	Gloucester	11,600	11,500	99
	Isle Of Wight	9,300	9,200	99
	James City	16,400	16,200	99
	Surry	2,300	2,300	100
	York	18,600	18,500	99
	Chesapeake City	52,900	52,500	99
	Hampton City	48,600	48,300	99
	Newport News City	63,600	63,200	99
	Norfolk City	93,200	92,600	99
	Portsmouth City	40,100	39,800	99
Suffolk City	19,000	18,800	99	
Va Beach City	135,600	134,900	99	



WTVZ BMPCT-790416KL Granted 9/28/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Chowan	5,400	5,300	98
	Currituck	5,600	5,500	98
	Hertford	8,300	8,200	99
	Perquimans	4,300	4,300	100
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Accomack	12,700	12,500	98
	Mathews	3,800	3,700	99
	Northampton	5,400	5,300	98
Southampton	8,600	8,500	99	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,500	7,400	99
	Dare	10,000	9,800	98
	Gates	3,500	3,400	97
	Northampton	7,600	7,500	99
	Washington	5,200	5,100	98
	VIRGINIA			
	Charles City	2,100	2,100	100
	King And Queen	2,400	2,400	100
	Lancaster	4,600	4,500	98
Middlesex	3,600	3,600	99	
Sussex	3,700	3,600	97	
Station Totals		630,800	625,700	99
Net Weekly Circulation (1992)				378,100
Average Daily Circulation (1992)				168,600

Virginia—Hampton-Norfolk

WVEC-TV

Ch. 13

Network Service: ABC.

Licensee: WVEC Television Inc., 613 Woodis Ave., Norfolk, VA 23510.

Studio: 613 Woodis Ave., Norfolk, VA 23510.

Hampton Bureau: 1932 Pembroke Ave., Hampton, VA 23663.

Telephones: 804-625-1313; 804-722-6331. Fax: 804-628-6220.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"
Longitude 76° 28' 05"

Transmitter: Shoulders Hill Rd., 2-mi. E of Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Superior, 4.5-meter Ku-band; Avantek, RCA, Scientific-Atlanta, Standard Components receivers.

News Services: AP, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: September 19, 1953 on Ch. 15; it switched to Ch. 13. on Nov. 13, 1959. Sale to Corinthian Bcstg. by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (Television Digest, Vol. 19:21). Sale to present owner approved Nov. 29, 1983 (Vol. 23:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Lee R. Salzberger, President & General Manager.
- John Rizzuti, General Sales Manager.
- Harrol A. Brauer III, Local Sales Manager.
- Chris Sniffen, National Sales Manager.
- David Cassidy, News Director.
- Dave Yarashes, Financial Manager.
- Dick Cannon, Chief Engineer.
- Bud Brown, Marketing & Creative Services Manager.
- Duane Bryan, Production Manager.
- Sherri Brennen, Community Affairs Director.

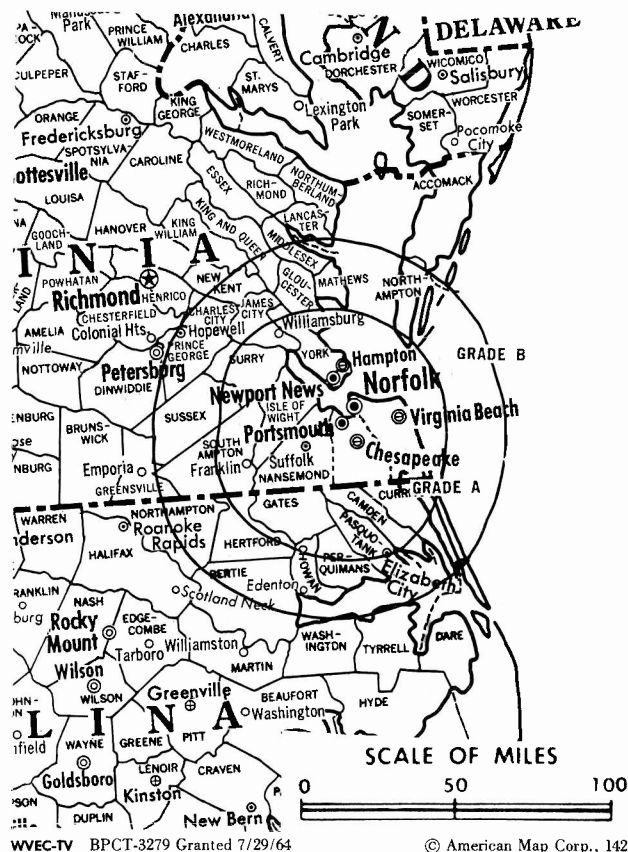
Rates: On request.

NETWORK BASE HOURLY RATE: \$1275.

City of License: Hampton. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,400	5,300	98
	Currituck	5,600	5,500	98
	Dare	10,000	9,800	98
	Gates	3,500	3,400	97
	Hertford	8,300	8,200	99
	Pasquotank	11,600	11,500	99
	Perquimans	4,300	4,300	100
	VIRGINIA			
Accomack	12,700	12,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gloucester	11,600	11,500	99
	Isle Of Wight	9,300	9,200	99
	James City	16,400	16,200	99
	Mathews	3,800	3,700	99
	Northampton	5,400	5,300	98
	Southampton	8,600	8,500	99
	Surry	2,300	2,300	100
	York	18,600	18,500	99
	Chesapeake City	52,900	52,500	99
	Hampton City	48,600	48,300	99
	Newport News City	63,600	63,200	99
	Norfolk City	93,200	92,600	99
	Portsmouth City	40,100	39,800	99
	Suffolk City	19,000	18,800	99
Va Beach City	135,600	134,900	99	
NORTH CAROLINA	Northampton	7,600	7,500	99
	VIRGINIA			
	Charles City	2,100	2,100	100
	Lancaster	4,600	4,500	98
	Middlesex	3,600	3,600	99
New Kent	4,100	4,000	99	
Sussex	3,700	3,600	97	
Between 25-49%	NORTH CAROLINA			
	Bertie	7,500	7,400	99
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Greensville	5,100	5,000	98
	King And Queen	2,400	2,400	100
King William	3,900	3,900	100	
Northumberland	4,400	4,400	99	
Station Totals		643,100	637,900	99
Net Weekly Circulation (1992)				528,700
Average Daily Circulation (1992)				312,200

Virginia—Portsmouth-Norfolk-Newport News

WAVY-TV

Ch. 10

Network Service: NBC.

Licensee: WAVY TV Inc., 300 Wavy St., Portsmouth, VA 23704.

Studio: 300 Wavy St. Portsmouth, VA 23704.

Telephone: 804-393-1010. Fax: 804-399-7628.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: 2865 Kings Hwy., Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, 3.1-meter C-band; Andrew, DX Engineering, Harris, Microdyne receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, UPI.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: September 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

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

Personnel:

Lyle Banks, President & General Manager.
Edward Munson, General Sales Manager.
Cheri Parsons, Local Sales Manager.
Dave Rogers, National Sales Manager.
Bob Cashen, News Director.
Mike Mastrullo, Marketing Director.
Ted Hand, Chief Engineer.
Manny Munoz, Business Manager.
Jane Tucker, Program Coordinator.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portsmouth. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 39.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,400	5,300	98
	Currituck	5,600	5,500	98
	Dare	10,000	9,800	98
	Gates	3,500	3,400	97
	Hertford	8,300	8,200	99
	Pasquotank	11,600	11,500	99
	Perquimans	4,300	4,300	100
	VIRGINIA			
	Accomack	12,700	12,500	98
	Gloucester	11,600	11,500	99
	Greensville	5,100	5,000	98
	Isle Of Wight	9,300	9,200	99



WAVY-TV BPCT-1750 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	James City	16,400	16,200	99
	Mathews	3,800	3,700	99
	Middlesex	3,600	3,600	99
	Northampton	5,400	5,300	98
	Southampton	8,600	8,500	99
	Surry	2,300	2,300	100
	Sussex	3,700	3,600	97
	York	18,600	18,500	99
	Chesapeake City	52,900	52,500	99
	Hampton City	48,600	48,300	99
	Newport News City	63,600	63,200	99
	Norfolk City	93,200	92,600	99
	Portsmouth City	40,100	39,800	99
Suffolk City	19,000	18,800	99	
Va Beach City	135,600	134,900	99	
Between 25-49%	NORTH CAROLINA			
	Northampton	7,600	7,500	99
	VIRGINIA			
Lancaster	4,600	4,500	98	
Northumberland	4,400	4,400	99	
Between 5-24%	MARYLAND			
	Somerset	7,600	7,500	99
	NORTH CAROLINA			
	Bertie	7,500	7,400	99
	Halifax	20,600	20,200	98
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Charles City	2,100	2,100	100
King And Queen	2,400	2,400	100	
King William	3,900	3,900	100	
New Kent	4,100	4,000	99	
Station Totals		671,300	665,600	99
Net Weekly Circulation (1992)				536,800
Average Daily Circulation (1992)				305,700

Virginia—Portsmouth-Norfolk-Newport News

WGNT

Ch. 27

Network Service: None, independent.

Licensee: Centennial Communications Inc., Box 133B, Portsmouth, VA 23705.

Studio: 1318 Spratley St., Portsmouth, VA 23704.

Telephone: 804-393-2501. **TWX:** 710-882-7526. **Fax:** 804-399-3303.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1440-kw max. visual, 144-kw max. aural. Antenna: 970-ft. above av. terrain, 1023-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 43"

Longitude 76° 27' 49"

Transmitter: 5443 Nansemond Pkwy., Suffolk, VA.

Satellite Earth Stations: Comtech, 7.3-meter Ku & C-band; AFC, 3.7-meter Ku-band; TrueFocus, 4.9-meter Ku & C-band; Unimesh, 3.6-meter Ku & C-band; M/A-Com, Standard Agile Omni, Uniden receivers.

Ownership: Centennial Communications Inc.

Began Operation: October 1, 1961 as a non-commercial religious station. Began commercial operation July 1967. Sale to present owners approved by FCC May 22, 1989.

Represented (sales): Katz Television.

Represented (legal): Cohen & Berfield.

Personnel:

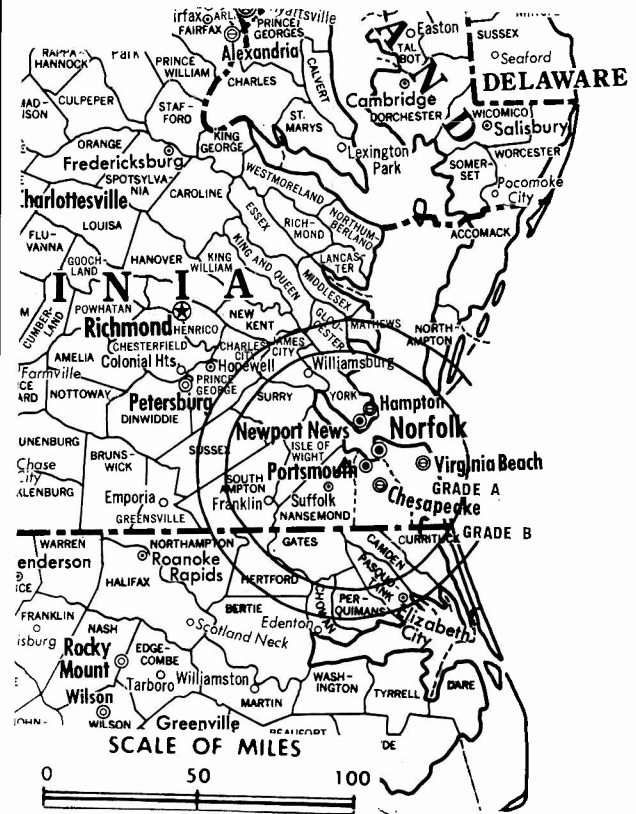
- W. Howard Jernigan, President & Chief Operating Officer.
- Bryan Rhodes, General Sales Manager.
- John Rezabeck, Local Sales Manager.
- Ken Reichenbach, Director of Engineering.
- David Whitener, Program Director.
- Vern Baker, Business Manager.
- Jim Hartline, Chief Engineer.
- Cindy Bonner, Data Services Manager.

Highest 30 Sec. Rate: \$270.

City of License: Portsmouth. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 39.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Gates	3,500	3,400	97
	Pasquotank	11,600	11,500	99
	Perquimans	4,300	4,300	100
	VIRGINIA			
	Isle Of Wight	9,300	9,200	99
	Mathews	3,800	3,700	99
	Surry	2,300	2,300	100
	Chesapeake City	52,900	52,500	99
Hampton City	48,600	48,300	99	
Newport News City	63,600	63,200	99	
Norfolk City	93,200	92,600	99	
Portsmouth City	40,100	39,800	99	
Between 25-49%	NORTH CAROLINA			
	Chowan	5,400	5,300	98



WGNT BPC-4187 Granted 9/18/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Currituck	5,600	5,500	98
	Dare	10,000	9,800	98
	Hertford	8,300	8,200	99
	Northampton	7,600	7,500	99
	VIRGINIA			
	Accomack	12,700	12,500	98
	Gloucester	11,600	11,500	99
	James City	16,400	16,200	99
	Middlesex	3,600	3,600	99
	Northampton	5,400	5,300	98
Southampton	8,600	8,500	99	
Sussex	3,700	3,600	97	
York	18,600	18,500	99	
Suffolk City	19,000	18,800	99	
Va Beach City	135,600	134,900	99	
Between 5-24%	NORTH CAROLINA			
	Halifax	20,600	20,200	98
	VIRGINIA			
	Brunswick	5,300	5,200	98
	Charles City	2,100	2,100	100
	Dinwiddie	22,100	21,800	99
	Greensville	5,100	5,000	98
	King And Queen	2,400	2,400	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
New Kent	4,100	4,000	99	
Northumberland	4,400	4,400	99	
Prince George	16,600	16,500	99	
Station Totals		698,700	692,700	99
Net Weekly Circulation (1992)				304,900
Average Daily Circulation (1992)				112,700

Virginia—Richmond-Petersburg

WRIC-TV

Ch. 8

Network Service: ABC.

Licensee: Nationwide Communications Inc., One Nationwide Plaza, Columbus, OH 43216.

Studio: Arboretum Place, Richmond, VA 23236-3464.

Telephone: 804-330-8888. **Fax:** 804-330-8882.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"
Longitude 77° 36' 06"

Transmitter: 23 Sesame St., Midlothian District.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.5-meter Ku & C-band; RF Systems, 3-meter Ku-band; Avantek, Drake, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: August 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & assoc. in 1968 (Television Digest, Vol. 7:45).

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- Joseph Lewin, General Manager.
- Timothy Frame, General Sales Manager.
- Stephen Hayes, Local Sales Manager.
- Tom Beauchamp, Chief Engineer.
- Lauren Bacigalupi, Promotion Director.
- Janet South, Business Manager.
- Sandhi Kozsuch, Director of Operations.

Rates: On request.

City of License: Petersburg. **ADI:** Richmond. **Rank:** 60.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,800	41,200	99
	Amelia	3,000	2,900	97
	Brunswick	5,300	5,200	98
	Buckingham	4,300	4,200	98
	Caroline	6,700	6,600	99
	Charles City	2,100	2,100	100
	Chesterfield	78,900	78,500	100
	Cumberland	2,900	2,800	97
	Dinwiddie	22,100	21,800	99
	Essex	3,300	3,200	97
	Fluvanna	4,600	4,500	98
	Goochland	4,800	4,700	98
	Greensville	5,100	5,000	98
	Hanover	22,300	22,000	99
	Henrico	87,500	86,800	99
	King And Queen	2,400	2,400	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
Louisa	7,400	7,300	99	
Lunenburg	4,300	4,200	98	



WRIC-TV BPCT-5022 Granted 5/19/77 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,200	4,100	98
	New Kent	4,100	4,000	99
	Northumberland	4,400	4,400	99
	Nottoway	5,300	5,200	98
	Powhatan	4,500	4,400	98
	Prince Edward	5,400	5,300	98
	Prince George	16,600	16,500	99
	Richmond	2,800	2,800	100
	Sussex	3,700	3,600	97
	Richmond City	87,000	86,400	99
Between 25-49%	VIRGINIA			
	Augusta	35,500	35,200	99
	Gloucester	11,600	11,500	99
	Greene	3,700	3,600	97
	James City	16,400	16,200	99
	Mecklenburg	11,100	10,900	98
	Middlesex	3,600	3,600	99
	Nelson	4,700	4,600	98
	Orange	8,100	8,000	99
	Spotsylvania	25,700	25,500	99
Surry	2,300	2,300	100	
Westmoreland	6,200	6,100	98	
Between 5-24%	NORTH CAROLINA			
	Halifax	20,600	20,200	98
	Northampton	7,600	7,500	99
	VIRGINIA			
	Charlotte	4,200	4,100	98
	King George	4,700	4,700	100
	Rockingham	31,000	30,700	99
	Southampton	8,600	8,500	99
	Stafford	19,800	19,600	99
	York	18,600	18,500	99
Station Totals		699,300	691,800	99
Net Weekly Circulation (1992)				439,300
Average Daily Circulation (1992)				249,500

Virginia—Richmond

WRLH-TV

Ch. 35

Network Service: Fox.

Licensee: Act III Bcstg. of Richmond Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30303.

Studio: 1925 Westmoreland St., Richmond, VA 23230.

Mailing Address: Box 11169, Richmond, VA 23230.

Telephones: 804-358-3535; 804-359-3510. **Fax:** 804-358-1495.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2588-kw max. & 1183-kw horizontal visual, 259-kw max. & 118-kw horizontal aural. Antenna: 1259-ft. above av. terrain, 1212-ft. above ground, 1514-ft. above sea level.

Latitude 37° 30' 22"
Longitude 77° 42' 03"

Transmitter: 15703 Midlothian Turnpike, Chesterfield.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Comtech, 5-meter C-band; AFC, 3.6-meter Ku-band; Agile Omni receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: February 20, 1982. Sale to Gillett Group by Times Mirror Co. following merger with A. S. Abell Co. approved by FCC Sept. 4, 1986 (**Television Digest**, Vol. 26:28). Sale to A. S. Abell Co. by Television Corp. of Richmond approved by FCC April 24, 1985. Transfer to Busse Bcstg. approved 1987. Sale to present owner approved Sept. 9, 1988.

Represented (sales): Seltel Inc.

Personnel:

- Don Richards, General Manager.
- Brandt Minnick, General Sales Manager.
- Joe Bowman, National Sales Manager.
- Bill Finch, Program Director.
- Lori Antoniak, Promotion Director.
- Vicky Cosio, Business Manager.
- Eldon Brown, Chief Engineer.

Rates: On request.

City of License: Richmond. **ADI:** Richmond. **Rank:** 60.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Amelia	3,000	2,900	97
	Buckingham	4,300	4,200	98
	Charles City	2,100	2,100	100
	Chesterfield	78,900	78,500	100
	Dinwiddie	22,100	21,800	99
	Goochland	4,800	4,700	98
	Hanover	22,300	22,000	99
	Henrico	87,500	86,800	99
	Louisa	7,400	7,300	99
	Lunenburg	4,300	4,200	98
	Nottoway	5,300	5,200	98
	Powhatan	4,500	4,400	98
	Prince Edward	5,400	5,300	98
	Prince George	16,600	16,500	99
	Richmond	2,800	2,800	100
	Sussex	3,700	3,600	97
	Richmond City	87,000	86,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Brunswick	5,300	5,200	98
	Caroline	6,700	6,600	99
	Cumberland	2,900	2,800	97
	Essex	3,300	3,200	97
	Fluvanna	4,600	4,500	98
	Greensville	5,100	5,000	98
	James City	16,400	16,200	99
	King And Queen	2,400	2,400	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
	New Kent	4,100	4,000	99
	Northumberland	4,400	4,400	99
Surry	2,300	2,300	100	
Between 5-24%	VIRGINIA			
	Albemarle	41,800	41,200	99
	Appomattox	4,700	4,600	98
	Charlotte	4,200	4,100	98
	Greene	3,700	3,600	97
	Madison	4,200	4,100	98
	Mecklenburg	11,100	10,900	98
	Middlesex	3,600	3,600	99
	Orange	8,100	8,000	99
	Spotsylvania	25,700	25,500	99
	Westmoreland	6,200	6,100	98
York	18,600	18,500	99	
Station Totals		559,900	553,900	99
Net Weekly Circulation (1992)				269,300
Average Daily Circulation (1992)				125,900

Virginia—Richmond

WTVR-TV
Ch. 6

Network Service: CBS.

Licensee: Roy H. Park Bostg. of Virginia Inc., Box 11064, Richmond, VA 23230.

Studio: 3301 W. Broad St., Richmond, VA 23230.

Telephone: 804-254-3600. TWX: 710-956-0178. Fax: 804-254-3699.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cytshaw Ave.

Satellite Earth Stations: In operation.

AM Affiliate: WTVR, 5-kw, 1380 kHz (CBS).

FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

News Services: AP, UPI.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Richard Pegram, Executive Vice President & General Manager.
- Wanda Lewis, Vice President, Sales.
- Armand Grez, National Sales Manager.
- Linda Jones, Regional Sales Manager.
- Elliott Wiser, News Director.
- Don LaCombe, Program & Operations Manager.
- John Gill, Promotion Director.
- Jim Berryman, Business Manager.
- Ken Miller, Chief Engineer.

Rates: On request.

City of License: Richmond. **ADI:** Richmond. **Rank:** 60.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,800	41,200	99
	Amelia	3,000	2,900	97
	Augusta	35,500	35,200	99
	Brunswick	5,300	5,200	98
	Buckingham	4,300	4,200	98
	Caroline	6,700	6,600	99
	Charles City	2,100	2,100	100
	Chesterfield	78,900	78,500	100
	Cumberland	2,900	2,800	97
	Dinwiddie	22,100	21,800	99
	Essex	3,300	3,200	97
	Fluvanna	4,600	4,500	98
	Goochland	4,800	4,700	98
	Greene	3,700	3,600	97
	Greensville	5,100	5,000	98
	Hanover	22,300	22,000	99
	Henrico	87,500	86,800	99
	King And Queen	2,400	2,400	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
Louisa	7,400	7,300	99	
Lunenburg	4,300	4,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,200	4,100	98
	New Kent	4,100	4,000	99
	Northumberland	4,400	4,400	99
	Nottoway	5,300	5,200	98
	Orange	8,100	8,000	99
	Powhatan	4,500	4,400	98
	Prince Edward	5,400	5,300	98
	Prince George	16,600	16,500	99
	Richmond	2,800	2,800	100
	Sussex	3,700	3,600	97
Richmond City	87,000	86,400	99	
BETWEEN 25-49%	VIRGINIA			
	Gloucester	11,600	11,500	99
	James City	16,400	16,200	99
	Middlesex	3,600	3,600	99
	Nelson	4,700	4,600	98
	Page	8,200	8,200	100
	Rockingham	31,000	30,700	99
Spotsylvania	25,700	25,500	99	
Stafford	19,800	19,600	99	
Westmoreland	6,200	6,100	98	
York	18,600	18,500	99	
BETWEEN 5-24%	NORTH CAROLINA			
	Northampton	7,600	7,500	99
	VIRGINIA			
	Charlotte	4,200	4,100	98
	Culpeper	9,700	9,600	99
	King George	4,700	4,700	100
	Mecklenburg	11,100	10,900	98
	Southampton	8,600	8,500	99
	Surry	2,300	2,300	100
	Warren	10,000	9,900	99
Newport News City	63,600	63,200	99	
Station Totals		770,200	762,500	99
Net Weekly Circulation (1992)				476,900
Average Daily Circulation (1992)				265,100

Virginia—Richmond

WWBT
Ch. 12

Network Service: NBC.

Licensee: Jefferson-Pilot Communications Co. of Virginia, 5710 Midlothian Pike, Richmond, VA 23225.

Studio: 5710 Midlothian Pike, Richmond, VA 23225.

Mailing Address: Box 12, Richmond, VA 23201.

Telephone: 804-203-1212. **Fax:** 804-230-2793.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: Circularly polarized, 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.50"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 9.2-meter C-band; Harris, 5-meter Ku-band; Harris, Microwave Assoc. receivers.

SWG Mobile Dish: Satcom, 2.4-meter Ku-band.

News Services: AP, Conus, NBC.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- John Shreves, Vice President & General Manager.
- David G. Frasier, Broadcast Operations Manager.
- Ellen Shuler, General Sales Manager.
- Harvey Powers, News Manager.
- Mary MacMillan, Marketing Manager.
- Paul Escobar, Controller.

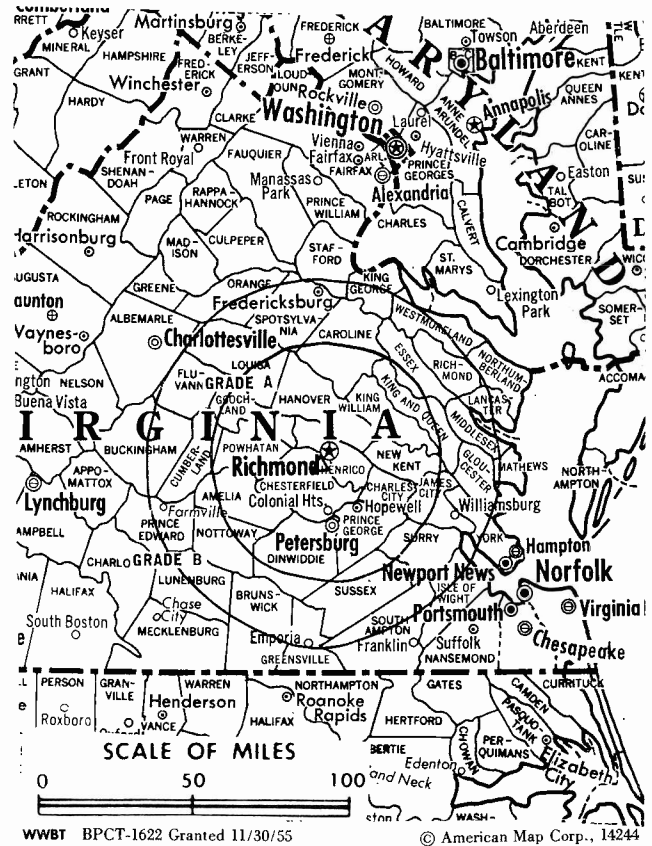
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Richmond. **ADI:** Richmond. **Rank:** 60.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Amelia	3,000	2,900	97
	Augusta	35,500	35,200	99
	Brunswick	5,300	5,200	98
	Buckingham	4,300	4,200	98
	Caroline	6,700	6,600	99
	Charles City	2,100	2,100	100
	Chesterfield	78,900	78,500	100
	Cumberland	2,900	2,800	97
	Dinwiddie	22,100	21,800	99
	Essex	3,300	3,200	97
	Fluvanna	4,600	4,500	98
	Goochland	4,800	4,700	98
	Greensville	5,100	5,000	98
	Hanover	22,300	22,000	99
	Henrico	87,500	86,800	99
King And Queen	2,400	2,400	100	
King William	3,900	3,900	100	
Lancaster	4,600	4,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Louisa	7,400	7,300	99
	Lunenburg	4,300	4,200	98
	New Kent	4,100	4,000	99
	Nottoway	5,300	5,200	98
	Powhatan	4,500	4,400	98
	Prince Edward	5,400	5,300	98
	Prince George	16,600	16,500	99
	Richmond	2,800	2,800	100
	Sussex	3,700	3,600	97
Richmond City	87,000	86,400	99	
Between 25-49%	VIRGINIA			
	Albemarle	41,800	41,200	99
	Greene	3,700	3,600	97
	James City	16,400	16,200	99
	Mecklenburg	11,100	10,900	98
	Middlesex	3,600	3,600	99
	Nelson	4,700	4,600	98
	Northumberland	4,400	4,400	99
	Orange	8,100	8,000	99
	Rockingham	31,000	30,700	99
Spotsylvania	25,700	25,500	99	
Surry	2,300	2,300	100	
Between 5-24%	VIRGINIA			
	Amherst	10,100	10,000	99
	Appomattox	4,700	4,600	98
	Gloucester	11,600	11,500	99
	King George	4,700	4,700	100
	Madison	4,200	4,100	98
	Page	8,200	8,200	100
	Rappahannock	2,700	2,700	100
	Stafford	19,800	19,600	99
	Westmoreland	6,200	6,100	98
	York	18,600	18,500	99
Station Totals		684,000	677,000	99
Net Weekly Circulation (1992)				440,300
Average Daily Circulation (1992)				254,700

Virginia—Roanoke

WEFC
Ch. 38

Network Service: None, independent.

Licensee: Vine & Branch Inc., 612 Bullitt Ave. SE, Roanoke, VA 24013.

Studio: 612 Bullitt Ave. SE, Roanoke, VA 24013.

Telephone: 703-982-3694. **Fax:** 703-345-8568.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1334-kw max. visual, 66.7-kw max. aural. Antenna: 2022-ft. above av. terrain, 166-ft. above ground, 3926-ft. above sea level.

Latitude 37° 11' 35"
Longitude 80° 09' 29"

Transmitter: Poor Mountain Communications site.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

Ownership: Vine & Branch Inc.

Began Operation: January 3, 1986.

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

Represented (engineering): Leehman & Johnson Inc.

Personnel:

- C. Kenneth Wright, President & General Manager.
- Andrew Wright, Station Manager.
- John Hargis, Local Sales Manager.
- Liz Dowdy, Business Manager.

Highest 30 Sec. Rate: \$65.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 67.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA Botetourt	9,500	9,400	99



WEFC, B.M.P.C.T.—840423KF Granted 6/4/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Floyd	4,800	4,700	98
	Roanoke	80,700	80,200	99
Station Totals		95,000	94,300	99
Net Weekly Circulation (1992)				11,400
Average Daily Circulation (1992)				3,700

Virginia—Roanoke

WDBJ
Ch. 7

YOUR HOMETOWN STATION. **WDBJ 7**

Network Service: CBS.

Licensee: WDBJ Television Inc., Box 7, Roanoke, VA 24022-0007.

Studio: 2001 Colonial Ave. SW, Roanoke, VA 24015.

Mailing Address: Box 7, Roanoke, VA 24022-0007.

Telephone: 703-344-7000. **Fax:** 703-344-5097.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mountain, 13-mi. SW of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, CBS, Conus, UPI, WSI.

Ownership: Schurz Communications Inc. (Group Owner).

Began Operation: October 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (Television Digest, Vol. 9:44).

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

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

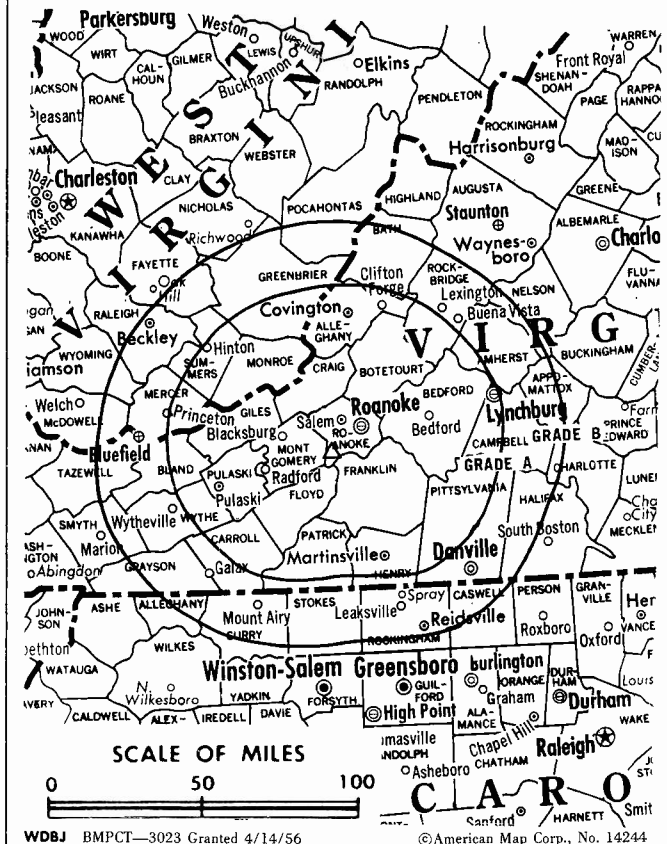
- Robert G. Lee, President & General Manager.
- James N. Shaver, Vice President, News & Programming.
- George Bassett, Director, Sales & Marketing.
- Jim Kent, News Director.
- Joan Turner, Local Sales Manager.
- Carl Guffey, Director of Engineering & Operations.
- Mike Bell, Program Manager.
- Edward Allen, Business Manager.
- Glenn Saunders, Engineering Manager.
- Ellen Bishop, Traffic Manager.

Rates: On request.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 67.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,100	10,000	99
	Appomattox	4,700	4,600	98
	Bath	1,800	1,800	100
	Bedford	19,000	18,800	99
	Bland	2,200	2,100	95
	Botetourt	9,500	9,400	99

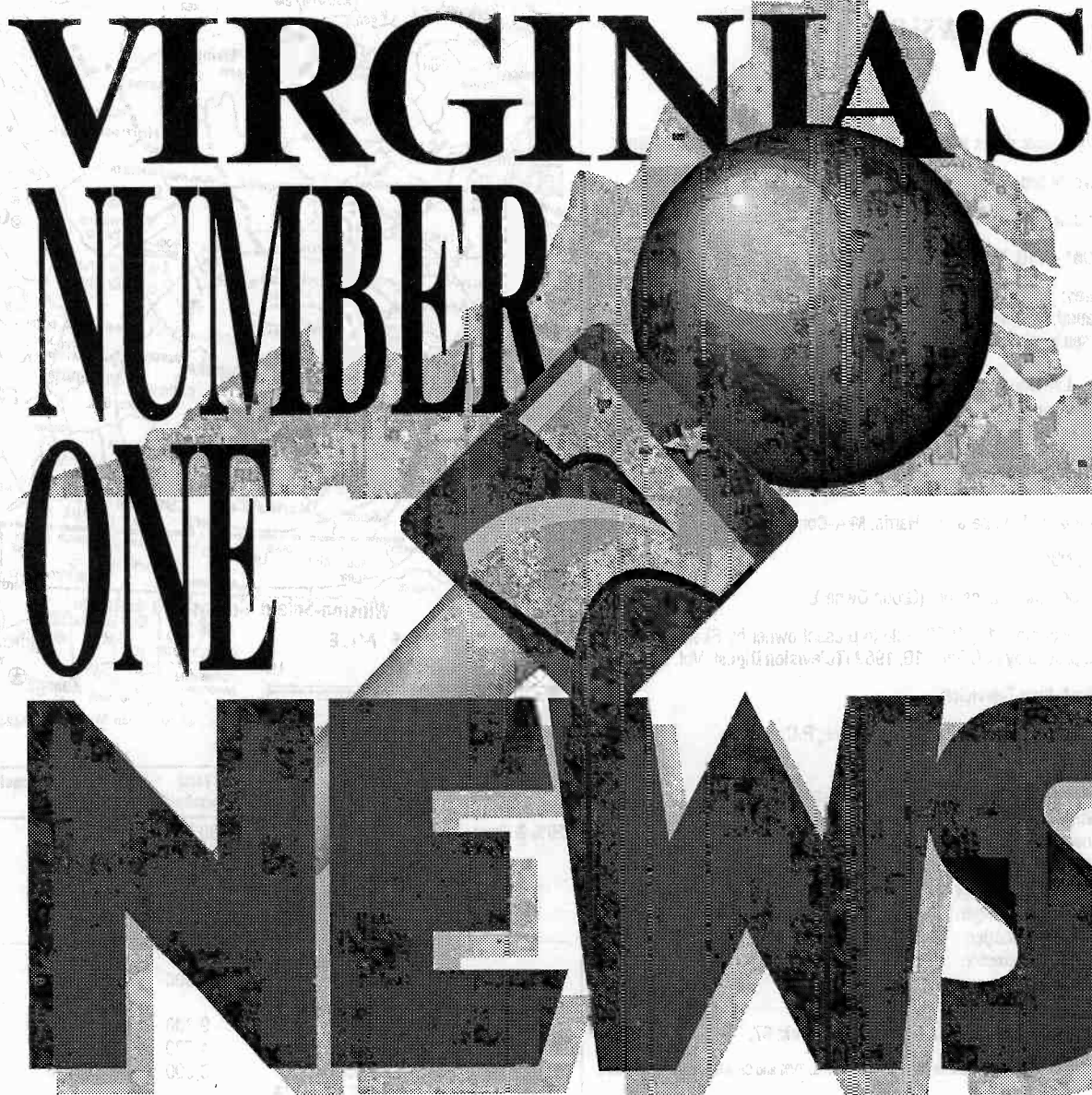


WDBJ BMPCT—3023 Granted 4/14/56

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Campbell	43,000	42,600	99
	Carroll	10,200	10,000	98
	Charlotte	4,200	4,100	98
	Craig	1,600	1,600	100
	Floyd	4,800	4,700	98
	Franklin	14,400	14,200	99
	Giles	6,300	6,200	98
	Grayson	9,300	9,200	99
	Halifax	12,900	12,700	98
	Henry	28,800	28,500	99
	Highland	1,100	1,100	100
	Montgomery	30,100	29,800	99
	Pittsylvania	41,600	41,200	99
	Pulaski	13,100	13,000	99
Roanoke	80,700	80,200	99	
Rockbridge	11,100	11,000	99	
Wythe	9,900	9,800	99	
WEST VIRGINIA				
Greenbrier	14,000	13,800	99	
Mercer	26,200	26,000	99	
Pocahontas	3,700	3,600	97	
NORTH CAROLINA				
Rockingham	34,100	33,800	99	
VIRGINIA				
Patrick	6,800	6,700	99	
Smyth	12,000	11,900	99	
Tazewell	17,200	17,000	99	
WEST VIRGINIA				
Monroe	4,800	4,700	98	
Pendleton	3,100	3,000	97	
(Continued on page A-1212)				
Station Totals		628,000	620,900	99
Net Weekly Circulation (1992)				415,700
Average Daily Circulation (1992)				266,500

VIRGINIA'S NUMBER ONE NEWS



**More people watch News 7 at 6
than any other Virginia Newscast.**

Source: NSI July '92

YOUR HOMETOWN STATION®

WDBJ 7

Virginia—Roanoke

WLSL-TV

Ch. 10

Network Service: NBC.

Licensee: Park Communications Inc., Church Ave. at 3rd St., Roanoke, VA 24011.

Studio: Church Ave. at 3rd St., Roanoke, VA 24011.

Mailing Address: Box 2161, Roanoke, VA 24009.

Telephone: 703-981-9110. TWX: 710-870-0428. Fax: 703-343-3157.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"
Longitude 80° 08' 55"

Transmitter: Poor Mountain, approx. 13-mi. SW of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com receivers.

News Service: AP, NBC.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: December 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales): Blair Television.

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

Personnel:

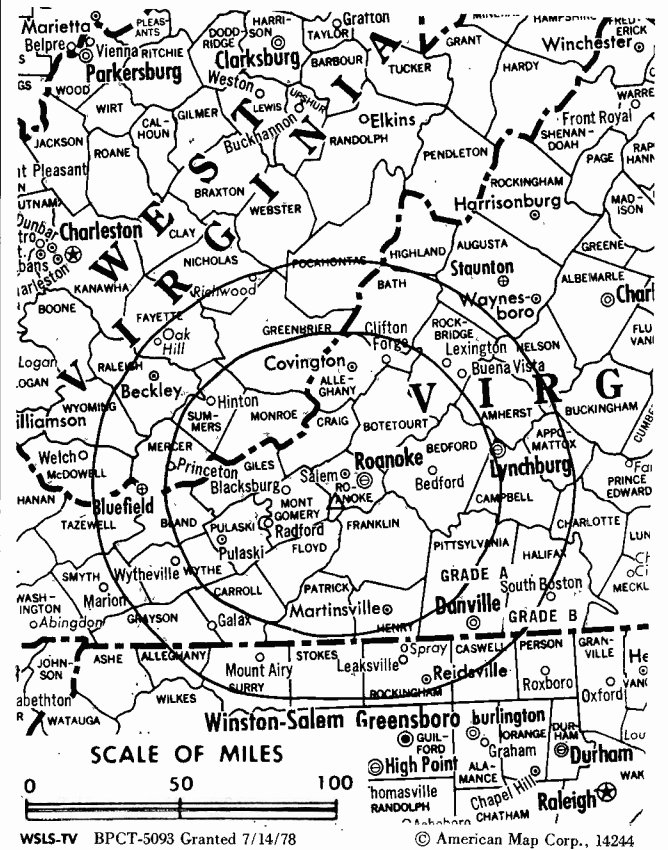
- James L. DeSchepper, Vice President & General Manager.
- Pierre (Pete) Watkins, General Sales Manager.
- Mike Berkey, Engineering Manager.
- Bill Foy, News Director.
- Kim Strickland, Program Director.
- Jim Dickey, Production Manager.
- Jean Lance, Business Manager.
- Mark Leslie, Promotion Director.

Rates: On request.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,100	10,000	99
	Appomattox	4,700	4,600	98
	Bath	1,800	1,800	100
	Bedford	19,000	18,800	99
	Bland	2,200	2,100	95
	Botetourt	9,500	9,400	99
	Campbell	43,000	42,600	99
	Carroll	10,200	10,000	98
	Charlotte	4,200	4,100	98
	Craig	1,600	1,600	100
	Floyd	4,800	4,700	98
	Franklin	14,400	14,200	99
	Giles	6,300	6,200	98
	Halifax	12,900	12,700	98
	Henry	28,800	28,500	99
	Highland	1,100	1,100	100
	Montgomery	30,100	29,800	99
	Pittsylvania	41,600	41,200	99
Pulaski	13,100	13,000	99	



WLSL-TV BPCT-5093 Granted 7/14/78 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roanoke	80,700	80,200	99
	Rockbridge	11,100	11,000	99
	Wythe	9,900	9,800	99
	WEST VIRGINIA			
	Pocahontas	3,700	3,600	97
Between 25-49%	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	VIRGINIA			
	Grayson	9,300	9,200	99
	Nelson	4,700	4,600	98
	Patrick	6,800	6,700	99
	WEST VIRGINIA			
	Greenbrier	14,000	13,800	99
	Pendleton	3,100	3,000	97
Between 5-24%	NORTH CAROLINA			
	Alamance	42,900	42,600	99
	Alleghany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Person	11,700	11,600	99
	Rockingham	34,100	33,800	99
	VIRGINIA			
	Augusta	35,500	35,200	99
	Buckingham	4,300	4,200	98
	Lunenburg	4,300	4,200	98
	Mecklenburg	11,100	10,900	98
	Prince Edward	5,400	5,300	98
	Smyth	12,000	11,900	99
	Tazewell	17,200	17,000	99
	WEST VIRGINIA			
	Mercer	26,200	26,000	99
	Monroe	4,800	4,700	98
	Summers	5,200	5,100	98
Station Totals		647,600	640,500	99
Net Weekly Circulation (1992)				352,200
Average Daily Circulation (1992)				197,000

Virginia—Roanoke

WVFT

Ch. 27

(Satellite of WJPR, Lynchburg, VA)

Network Service: Fox.

Licensee: Roanoke-Lynchburg TV Acquisition Corp., Box 2127, Roanoke, VA 24009-2127.

Studio: 2618 Colonial Ave. SW, Roanoke, VA 24015.

Telephone: 703-345-7227. **Fax:** 703-345-1912.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1242-kw visual, 124.2-kw aural. Antenna: 2049-ft. above av. terrain, 249-ft. above ground, 3988-ft. above sea level.

Latitude	37°	11'	46"
Longitude	80°	09'	16"

Holds CP for change to 1230-kw max. visual, 2195-ft. above av. terrain, 180-ft. above ground, 3734-ft. above sea level, lat. 37° 11' 46", long. 80° 09' 16", transmitter to 13.1-mi. from Roanoke at 246°T. BMPCT-880115KF.

Transmitter: Poor Mountain, S of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 3.5-meter; Chapparal receivers.

Ownership: Roanoke Lynchburg TV Acquisition Corp. (Group Owner).

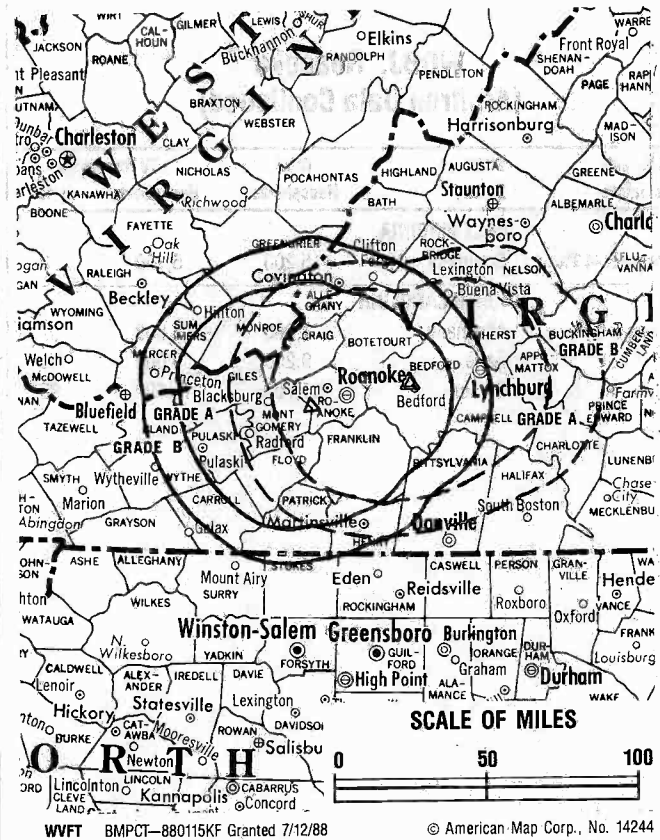
Began Operation: November 11, 1986. Sale to present owners by Family Group Ltd. approved by FCC Aug. 27, 1990.

Represented (sales): Seltel Inc.

Represented (legal): Birch, Horton, Bittner & Cherot.

Personnel:

- Robb Gray Jr., Vice President & General Manager.
- Jim Prestwood, General Sales Manager.
- Kipp Preston, Program Director.
- Tammy Glenn, Business Manager.



Robert Jenkins, Chief Engineer.
Glenda Owens, Promotion Director.

Rates: On request.

Arbitron Data: Included with WJPR, Lynchburg, VA.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 67.

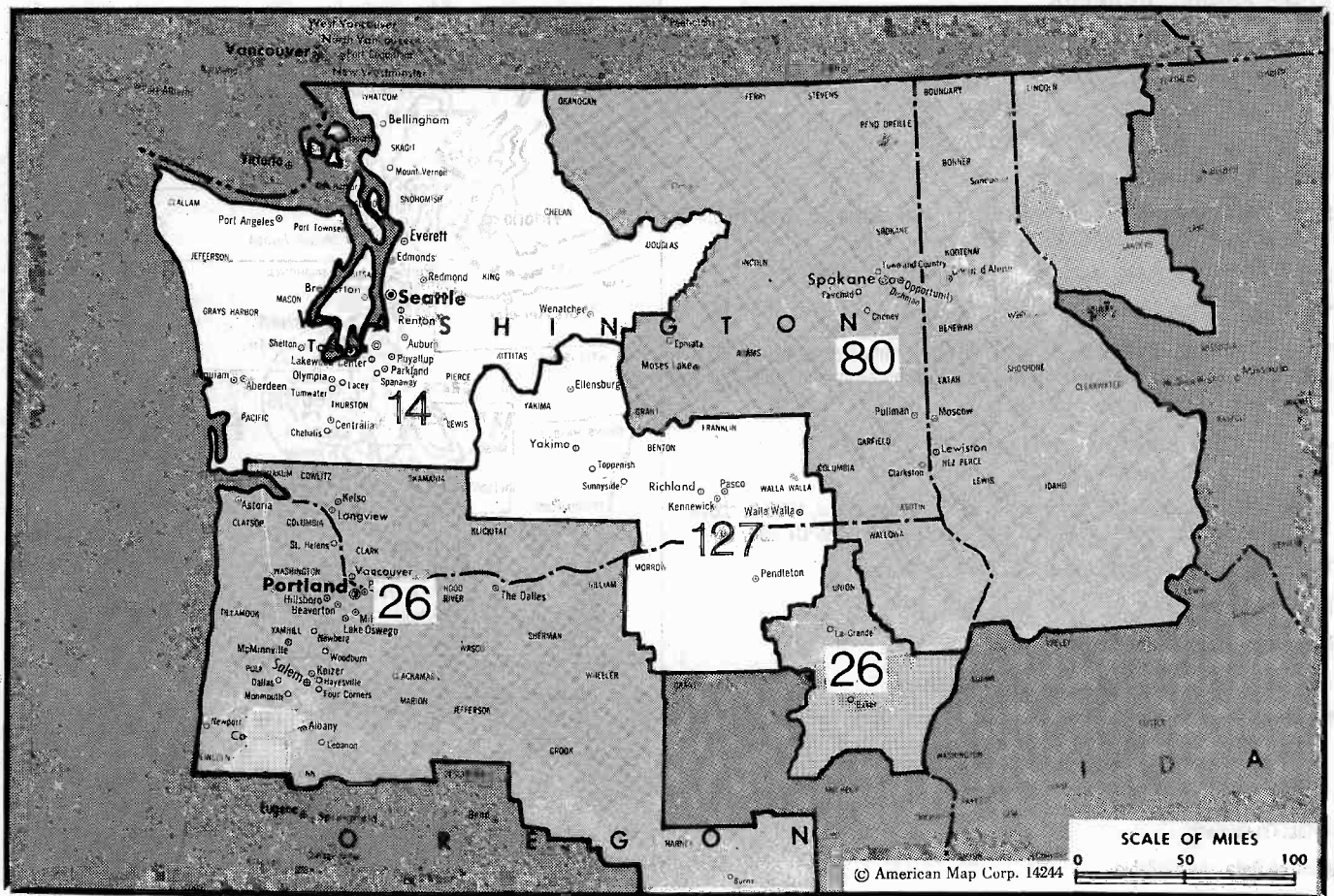
Virginia

**WDBJ, Roanoke
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
WEST VIRGINIA				
Between 25-49%	Summers	5,200	5,100	98
NORTH CAROLINA				
Between 5-24%	Alleghany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Person	11,700	11,600	99

**WDBJ—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
VIRGINIA				
Between 5-24%	Augusta	35,500	35,200	99
	Lunenburg	4,300	4,200	98
	Mecklenburg	11,100	10,900	98
	Nelson	4,700	4,600	98
	Prince Edward	5,400	5,300	98
	Russell	11,100	10,900	98
	Wise	16,500	16,300	99



Market	Arbitron ADI TV Households	Rank
Seattle-Tacoma, WA	1,399,100	14
Portland, OR	887,900	26
Spokane, WA	315,600	80
Yakima, WA	167,500	127

Market Area Commercial TV Stations

KBGE (33), KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
 KATU (2), KBSP-TV (22), KEBN (32), KGW-TV (8), KNMT (24), KOIN (6), KPDX (49), KPTV (12)
 KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
 KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KEPR-TV, Kennewick	See Pasco, WA
KNDU, Kennewick	See Richland, WA
KNDU, Pasco	See Richland, WA
KVEW, Pasco	See Kennewick, WA
KEPR-TV, Richland	See Pasco, WA
KVEW, Richland	See Kennewick, WA
KBGE, Seattle	See Bellevue, WA
KCWT, Spokane	See Wenatchee, WA
KCPQ, KSTW & KTBW-TV, Tacoma	See Seattle, WA

Washington Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	9	12	21
Educational Television Stations	3	4	7
	12	16	28

Washington—Bellevue

KBGE

Ch. 33

Network Service: None, independent.

Licensee: Gill Communications & Robert Gill Communications L.P., No. 219, 2442 N.W. Market St., Seattle, WA 98107-4137.

Studio: No. 219, 2442 N.W. Market St., Seattle, WA 98107-4137.

Telephone: 206-725-3202.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 14.82-kw max. visual. Antenna: 938-ft. above av. terrain, 945-ft. above ground, 1060-ft. above sea level.

Latitude	47°	36'	17"
Longitude	122°	19'	46"

Requests modification of CP for change to 3813-kw max. visual, 1083-ft. above av. terrain, 1089-ft. above ground, 1204-ft. above sea level. BMPCT-890714KF.

Transmitter: Top of Columbia Center, 701 5th Ave., Seattle.

Ownership: Robert L. Gill.

Began Operation: May 17, 1989.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

Robert Gill, General Manager.
Jill Smith, General Sales Manager.
Lee Penski, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



KBGE BMPCT-870312KF Granted 1/31/89 © American Map Corp., No. 14244
City of License: Bellevue. **ADI:** Seattle-Tacoma. **Rank:** 14.

Washington—Bellingham

KVOS-TV

Ch. 12

Network Service: None, independent.

Licensee: KVOS-TV Inc., 1151 Ellis St., Bellingham, WA 98225.

Studio: 1151 Ellis St., Bellingham, WA 98225.

Telephones: 206-671-1212; 604-681-1212. **Fax:** 206-647-0824.

Technical Facilities: Channel No: 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"
Longitude 122° 49' 48"

Transmitter: Mount Constitution, Orcas Island, WA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7-meter; Microdyne, 7-meter; Microdyne receivers.

News Services: AP, Canadian Press, CBS, CNN.

Ownership: Ackerley Communications Inc. (Group Owner).

Began Operation: May 23, 1953. Sale to present owner approved by FCC June 5, 1985. Sale to Wometco Enterprises Inc. by Rogan Jones and associates approved March 29, 1961 (Television Digest, Vol. 16:48; 17:14).

Represented (sales): Seitel Inc., Airtime Sales (Toronto & Montreal).

Represented (legal): Rubin, Winston, Diercks & Harris.

Personnel:

David P. Reid, Vice President & General Manager.
John Gibson, General Sales Manager.
Doug Proby, Local Sales Manager.
Duane Lee, National Sales Manager.
Margot Wilson, News Director.
Joan McCauley, Controller.
Bernadette Holsworth, Marketing Director.
Donald Luchsinger, Chief Engineer.
Joyce Lorenz, Traffic Manager.

Rates: On request.

City of License: Bellingham. **ADI:** Seattle-Tacoma. **Rank:** 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	23,200	22,200	96
	Skagit	30,700	29,600	96
	Whatcom	49,200	47,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Island	22,500	22,000	98
	Jefferson	8,700	8,400	96
Between 5-24%	WASHINGTON			
	Kitsap	71,400	69,700	98
	San Juan	4,600	4,400	96
	Snohomish	174,200	169,600	97
Station Totals		384,500	373,200	97
Net Weekly Circulation (1992)				113,900
Average Daily Circulation (1992)				41,400

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Washington—Kennewick-Pasco-Richland

KVEW

Ch. 42

(Satellite of KAPP, Yakima, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Inc., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 601 Edison, Kennewick, WA 99336.

Telephone: 509-735-8369. **Fax:** 509-735-7889.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 54"

Transmitter: Jump Off Joe Butte, near Kennewick.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: M/A-Com, 5-meter; Avantek, M/A-Com receivers.

News Service: AP.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: October 29, 1970.

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

Represented (legal): Brown, Finn & Nietert.

Personnel:

Elizabeth Murphy Burns, President.

Darrell Blue, Vice President & General Manager.

Clarke Veach, Local Sales Manager.

Neil Bennett, Chief Engineer.

Thom Spencer, News Director.

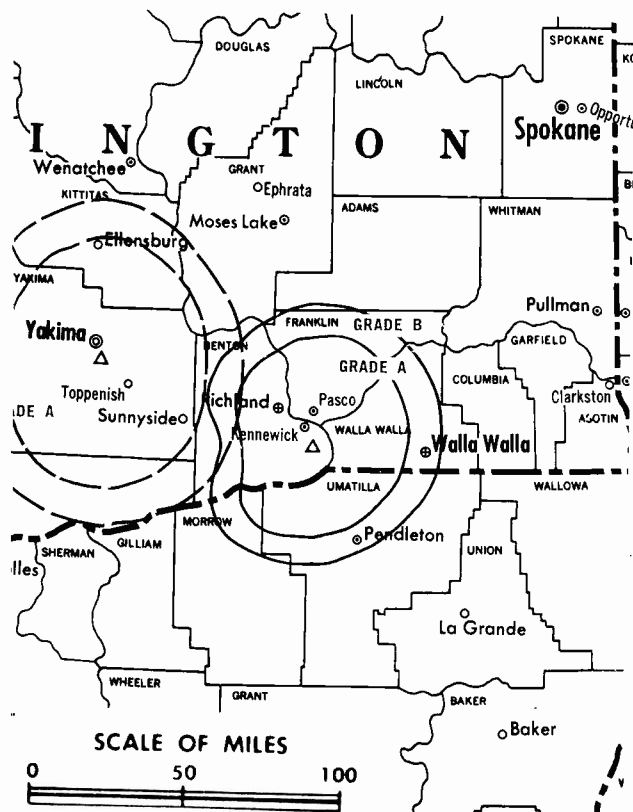
John Wilkerson, Production Manager.

Rates: Sold in combination with KAPP, Yakima.

City of License: Kennewick. **ADI:** Yakima. **Rank:** 127.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OREGON			
	Morrow	2,800	2,600	93
	Umatilla	21,800	20,500	94
50% & Over	WASHINGTON			
	Benton	42,000	40,800	97



KVEW BPCT-5032 Granted 7/29/77

© American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Franklin	12,700	12,300	97
	Walla Walla	17,800	16,700	94
Between 25-49%	WASHINGTON			
	Adams	4,900	4,800	97
	Columbia	1,600	1,500	94
Between 5-24%	OREGON			
	Gilliam	800	800	100
	Wheeler	700	700	100
Between 5-24%	WASHINGTON			
	Klickitat	6,200	5,800	94
Station Totals		111,300	106,500	96
Net Weekly Circulation (1992)				73,600
Average Daily Circulation (1992)				39,200

Washington—Pasco-Kennewick-Richland

KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

Studio: 2807 W. Lewis, Pasco, WA 99301.

Telephone: 509-547-0547.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 383-kw horizontal visual, 88.3-kw max. & 69-kw horizontal aural. Antenna: 1203-ft. above av. terrain, 354-ft. above ground, 2397-ft. above sea level.

Latitude 46° 05' 51"
Longitude 119° 11' 30"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.6-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, CBS.

Ownership: Retlaw Enterprises Inc. (Group Owner).

Began Operation: December 28, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

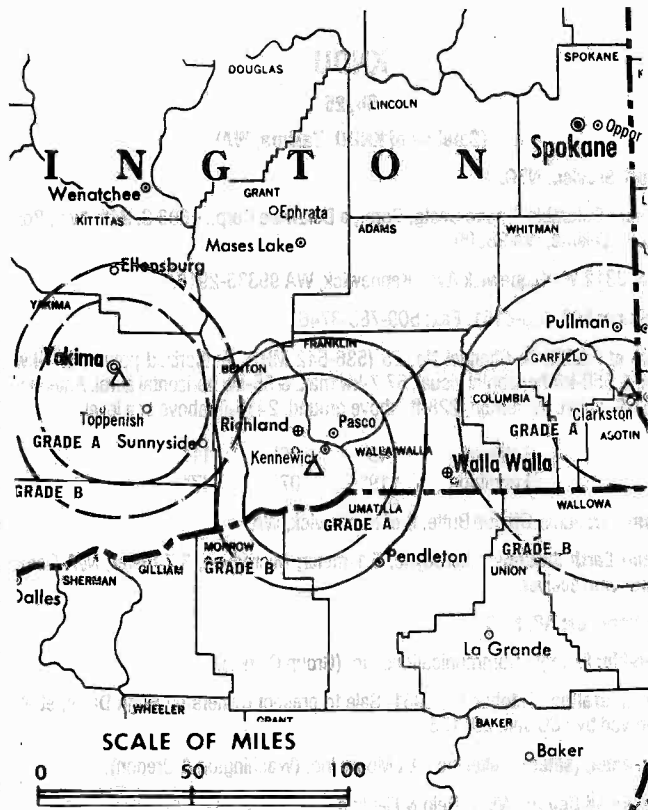
Ken Messer, General Manager
Steve Crow, Station Manager
Jim Hall, News Director
Don Eckis, Chief Engineer.

Rates: On request.

City of License: Pasco. ADI: Yakima. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Gilliam	800	800	100
	Morrow	2,800	2,600	93
	UMATILLA	21,800	20,500	94
	WASHINGTON			
	Benton	42,000	40,800	97
	Franklin	12,700	12,300	97
	Walla Walla	17,800	16,700	94



KEPR-TV BPCT-5033 Granted 7/25/77

© American Map Corp., 14224

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Sherman	800	800	100
	WASHINGTON			
	Adams	4,900	4,800	97
Between 5-24%	OREGON			
	Wheeler	700	700	100
	WASHINGTON			
	Grant	19,900	19,100	96
	Klickitat	6,200	5,800	94
Station Totals		130,400	124,900	96
Net Weekly Circulation (1992)				77,900
Average Daily Circulation (1992)				43,900

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Washington—Richland-Pasco-Kennewick

KNDU

Ch. 25

(Satellite of KNDO, Yakima, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp., 1608 S. 24th Ave., Box 10028, Yakima, WA 98909.

Studio: 3312 W. Kennewick Ave., Kennewick, WA 99336-2916.

Telephone: 509-783-6151. **Fax:** 509-783-3746.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 228-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

Transmitter: Jump Off Joe Butte, S of Kennewick, WA.

Satellite Earth Stations: Microdyne, 5.1-meter; Microdyne, 3.7-meter; M/A-Com, Microdyne receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc. (Group Owner).

Began Operation: October 10, 1961. Sale to present owners by Hugh Davis, et al. approved by FCC Jan. 29, 1988.

Represented (sales): Seltel Inc.; Art Moore Inc. (Washington & Oregon).

Represented (legal): Wiley, Rein & Fielding.

Personnel:

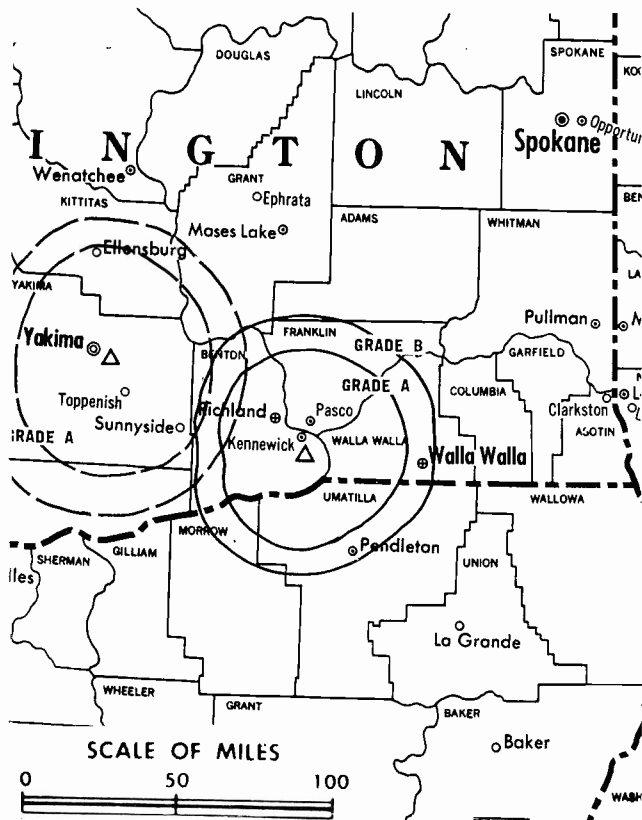
- Elliot Kleeman, General Manager.
- Dave Dalthorp, Station & Sales Manager.
- Dale Chaney, General Sales Manager.
- Christine Brown, News Director.
- Rita Lockhart, Program Director.
- Robert Manderville, Promotion Director.
- Ed Lyon, Chief Engineer.

Rates: On request.

City of License: Richland. **ADI:** Yakima. **Rank:** 127.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Gilliam	800	800	100
	Morrow	2,800	2,600	93



KNDU BPCT-790226KG Granted 8/29/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	UMATILLA	21,800	20,500	94
	WASHINGTON			
	Benton	42,000	40,800	97
	Franklin	12,700	12,300	97
	Walla Walla	17,800	16,700	94
Between 5-24%	OREGON			
	Sherman	800	800	100
	Wheeler	700	700	100
	WASHINGTON			
	Adams	4,900	4,800	97
	Grant	19,900	19,100	96
	Klickitat	6,200	5,800	94
Station Totals		130,400	124,900	96
Net Weekly Circulation (1992)				76,200
Average Daily Circulation (1992)				42,100

Washington—Tacoma-Seattle

KCPQ

Ch. 13

Network Service: Fox.

Licensee: Kelly Television Co., Box 98828, Tacoma, WA 98499.

Studio: 4400 Steilacoom Blvd., Tacoma, WA 98499.

Sales Office: 100 S. King, Seattle, WA 98104.

Telephone: 206-582-8613. **TWX:** 910-441-1606. **Fax:** 206-383-9551.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"
Longitude 122° 48' 22"

Holds CP for change to 1191-ft. above av. terrain, 922-ft. above ground, 1309-ft. above sea level, lat. 47° 36' 59", long. 122° 18' 23", transmitter to SW corner of 19th & E. Madison Sts., Seattle. BPCT-900104KF.

Transmitter: Gold Mountain, 6.5-mi. W of Bremerton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Kelly Broadcasting Co. (Group Owner).

Began Operation: August 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

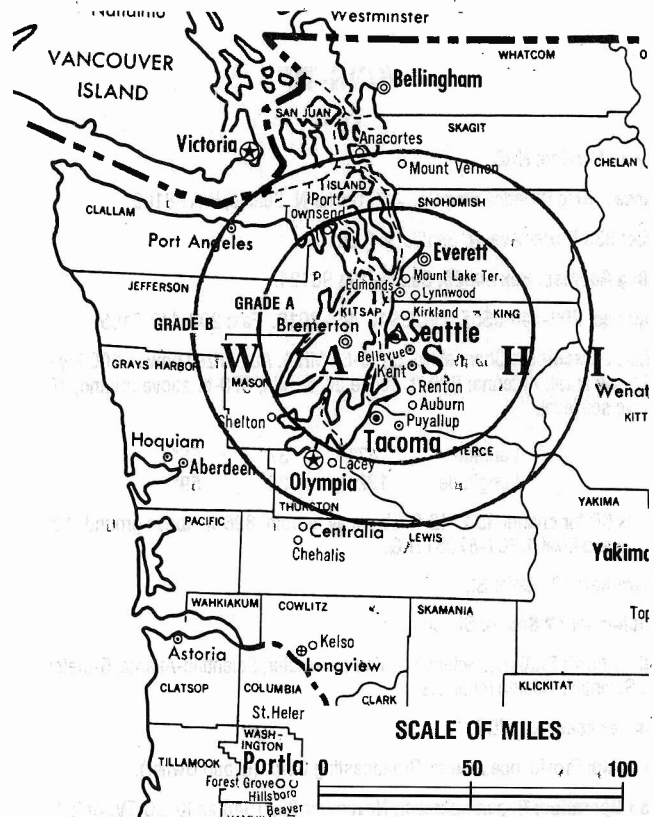
- Robert Kelly, Partner/Program Director.
- Roger Ottenbach, General Manager.
- Greg Obata, General Sales Manager.
- Lloyd Low, Western Regional Sales Manager.
- Mike Seifert, Eastern Regional Sales Manager.
- Dennis McCormick, Local Sales Manager.
- Bob Galvin, Promotion Director.
- Marlene Gottfried, Business Manager.
- Don Lacy, Operations Manager.
- Larry Brandt, Chief Engineer.

Rates: On request.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Grays Harbor	25,600	24,000	94
	Island	22,500	22,000	98
	King	621,500	600,700	97



KCPQ: BPCT-900104KF Granted 9/20/90

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Kitsap	71,400	69,700	98
	Lewis	23,100	22,000	95
	Mason	15,100	14,700	97
	Pierce	219,300	213,900	98
	Skagit	30,700	29,600	96
	Snohomish	174,200	169,600	97
Between 25-49%	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	23,200	22,200	96
	Cowlitz	32,200	31,200	97
	Douglas	10,000	9,700	97
	Jefferson	8,700	8,400	96
	Pacific	7,800	7,300	94
Between 5-24%	WASHINGTON			
	Kittitas East	8,100	7,700	95
	Kittitas West	2,300	2,100	91
	San Juan	4,600	4,400	96
Station Totals		1,435,200	1,389,600	97
Net Weekly Circulation (1992)				846,200
Average Daily Circulation (1992)				369,700

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Washington—Seattle

KING-TV

Ch. 5

Network Service: NBC.

Licensee: King Broadcasting Co., 333 Dexter N, Seattle, WA 98109.

Studio: 333 Dexter Ave. N, Seattle, WA 98109.

Mailing Address: Box 24525, Seattle, WA 98124.

Telephone: 206-448-5555. **TWX:** 910-444-2010. **Fax:** 206-448-3195.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

Holds CP for change to 1142-ft. above av. terrain, 896-ft. above ground, 1290-ft. above sea level. BPCT-870811KG.

Transmitter: 301 Galer St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

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

Began Operation: Began operation November 25, 1948 as KRSC-TV. Sold to King Bcstg. Co. August 1949 (*Television Digest*, Vol. 5:20, 23, 30). Sale to present owner approved Aug. 27, 1991 (Vol. 30:35; 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Rick Blangiardi**, Vice President & General Manager.
- John Washington**, General Sales Manager.
- Rick Moeller**, National Sales Manager.
- Robert Jordan**, News Director.
- Craig Smith**, Program Director.
- Uli Haller**, Business Manager.
- James Heacock**, Operations Manager.
- Tyrone Mortensen**, Chief Engineer.

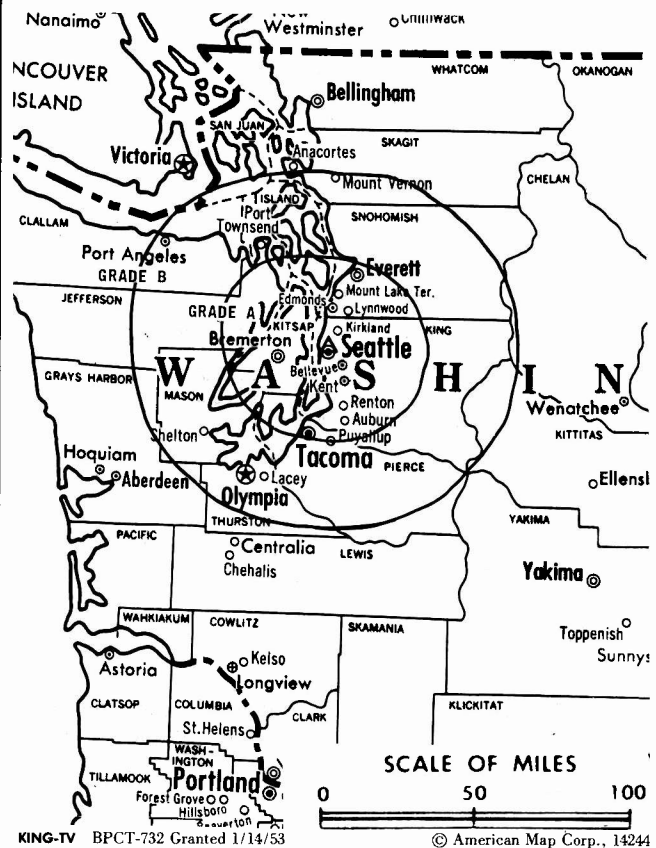
Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	23,200	22,200	96
	Douglas	10,000	9,700	97
	Grays Harbor	25,600	24,000	94



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Island	22,500	22,000	98
	Jefferson	8,700	8,400	96
	King	621,500	600,700	97
	Kitsap	71,400	69,700	98
	Kittitas West	2,300	2,100	91
	Lewis	23,100	22,000	95
	Mason	15,100	14,700	97
	Pacific	7,800	7,300	94
	Pierce	219,300	213,900	98
	San Juan	4,600	4,400	96
	Skagit	30,700	29,600	96
	Snohomish	174,200	169,600	97
Thurston	64,500	62,800	97	
Whatcom	49,200	47,300	96	
Between 25-49%	OREGON			
	Clatsop	13,300	12,600	95
	WASHINGTON			
	Adams	4,900	4,800	97
	Cowlitz	32,200	31,200	97
Grant	19,900	19,100	96	
Kittitas East	8,100	7,700	95	
Between 5-24%	WASHINGTON			
	Wahkiakum	1,400	1,300	93
Station Totals		1,474,700	1,427,400	97
Net Weekly Circulation (1992)				1,160,100
Average Daily Circulation (1992)				625,300

Washington—Seattle

KIRO-TV

Ch. 7

Network Service: CBS.

Licensee: KIRO Inc., Broadcast House, 2807 3rd Ave., Seattle, WA 98111-7777.

Studio: 2807 3rd Ave., Seattle, WA 98111-7777.

Telephone: 206-728-7777. TWX: 910-444-2233. Fax: 206-441-7905.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1013-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1518 Queen Anne Ave. N.

Multichannel TV Sound: Stereo only.

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

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

FM Affiliate: KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

News Services: AP, UPI.

Ownership: Bonneville International Corp. (Group Owner).

Began Operation: February 8, 1958. Sale of control to present owner by Saul Haas and associates approved by FCC Dec. 17, 1963 (Television Digest, Vol. 3:51).

Represented (sales): Petry Television Inc.

Represented (legal): Wilkinson, Barker, Knauer & Quinn; Preston, Thorgrimson, Ellis & Holman.

Represented (engineering): Hammitt & Edison Inc.

Personnel:

- Kenneth L. Hatch, President & Chairman of Board, KIRO Inc.
- James Johnson, Senior Vice President.
- Glenn C. Wright, Executive Vice President & General Manager.
- Michael Poth, Vice President & Director of Sales Operations.
- Nick Freeman, Vice President, Programs & Technical Operations.
- Pamela Steele, Vice President & Public Affairs Director.
- James Zogg, General Sales Manager.
- Stan Walderhaug, National Sales Manager.
- John Lippman, News Director.
- Janeen Gutierrez, Operations/Traffic Director.
- Lisa Thompson, Director of Media Relations/Programming.
- Dave Baumann, Promotion Director.
- Gary Moore, Marketing Director.
- Tom Hawley, Marketing Director.
- Richard Jacoby, Production Manager.
- Charles Morris, Engineering Director.

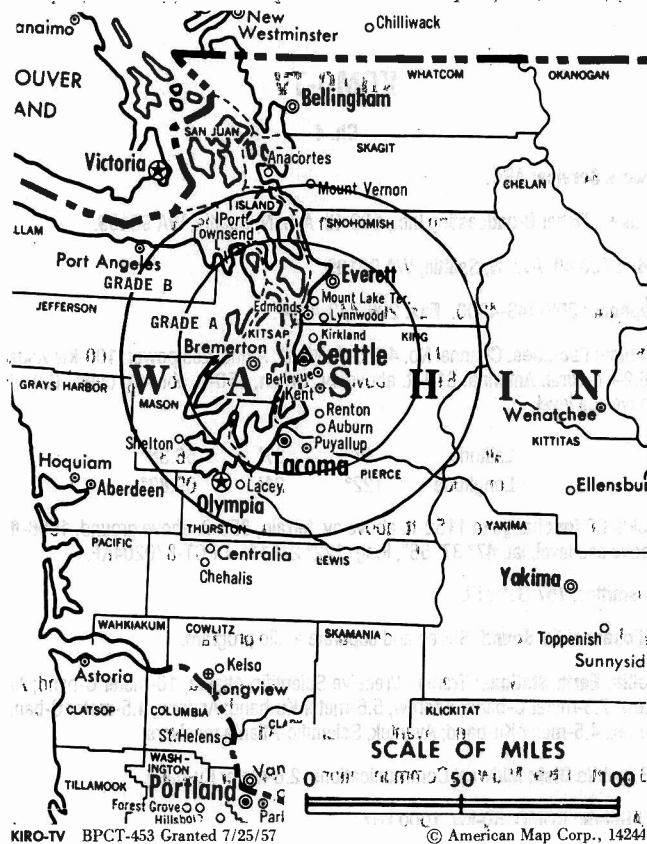
Rates: On request.

NETWORK BASE HOURLY RATE: \$1549.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	23,200	22,200	96
	Douglas	10,000	9,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grays Harbor	25,600	24,000	94
	Island	422,500	22,000	98
	King	621,500	600,700	97
	Kitsap	71,400	69,700	98
	Kittitas West	2,300	2,100	91
	Lewis	23,100	22,000	95
	Mason	15,100	14,700	97
	Pierce	219,300	213,900	98
	San Juan	4,600	4,400	96
	Skagit	30,700	29,600	96
	Snohomish	174,200	169,600	97
	Thurston	64,500	62,800	97
	Whatcom	49,200	47,300	96
	Between 25-49%	WASHINGTON		
Grant		19,900	19,100	96
Jefferson		8,700	8,400	96
Kittitas East		8,100	7,700	95
Between 5-24%	WASHINGTON			
	Adams	4,900	4,800	97
	Cowlitz	32,200	31,200	97
Station Totals		1,460,000	1,413,500	97
Net Weekly Circulation (1992)			1,080,300	
Average Daily Circulation (1992)			545,400	

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Washington—Seattle

KOMO-TV

Ch. 4

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., 100 4th Ave. N, Seattle, WA 98109.

Studio: 100 4th Ave. N, Seattle, WA 98109.

Telephone: 206-443-4000. **Fax:** 206-443-4014.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 56.36"
Longitude 122° 21' 09.82"

Holds CP for change to 1152-ft. above av. terrain, 853-ft. above ground, 1006-ft. above sea level, lat. 47° 37' 56", long. 122° 21' 11". BPCT-870204KF.

Transmitter: 157 Galer St.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Scientific-Atlanta receivers.

SNG Mobile Dish: Midwest Communications, 2.6-meter Ku-band.

AM Affiliate: KOMO, 50-kw, 1000 kHz.

News Services: AP, UPI.

Ownership: Fisher Broadcasting Inc. (Group Owner).

Began Operation: December 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales): Katz Television.

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

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

Personnel:

John Behnke, Chairman.

Patrick Scott, President & Chief Executive Officer.

Jay W. Giesa, Executive Vice President, Administration & Secretary.

Richard Warsinske, Vice President & General Manager.

Scott Hayner, Vice President & General Sales Manager.

Don Wilkinson, Vice President & Director of Engineering.

Phelps Fisher, Vice President & Director of Marketing.

Dan Johnson, Local Sales Manager.

Mike Eguchi, National Sales Manager.

Deborah Johnson, Promotion Manager.

Carole Aaron, Marketing Research Director.

John Ulman, Contoller.

Highest 30 Sec. Rate: \$16,000.

NETWORK BASE HOURLY RATE: \$2189.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KOMO-TV BPCT-870204KF Granted 12/17/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Clatsop	13,300	12,600	95
	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	23,200	22,200	96
	Douglas	10,000	9,700	97
	Grays Harbor	25,600	24,000	94
	Island	22,500	22,000	98
	Jefferson	8,700	8,400	96
	King	621,500	600,700	97
	Kitsap	71,400	69,700	98
	Kittitas West	2,300	2,100	91
	Lewis	23,100	22,000	95
	Mason	15,100	14,700	97
Pacific	7,800	7,300	94	
Pierce	219,300	213,900	98	
San Juan	4,600	4,400	96	
Skagit	30,700	29,600	96	
Snohomish	174,200	169,600	97	
Thurston	64,500	62,800	97	
Whatcom	49,200	47,300	96	
Between 25-49%	WASHINGTON			
	Cowlitz	32,200	31,200	97
	Grant	19,900	19,100	96
Between 5-24%	WASHINGTON			
	Klickitat	6,200	5,800	94
Station Totals		1,474,600	1,427,100	97
Net Weekly Circulation (1992)				1,157,000
Average Daily Circulation (1992)				652,800

Washington—Seattle-Tacoma

KSTW

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 11411, Tacoma, WA 98411.

Studio: 2320 S. 19th St., Tacoma, WA 98405.

Office: United Airlines Bldg., Seattle, WA 98121.

Telephones: 206-572-5789 (Tacoma); 206-441-1111 (Seattle).

TWX: 910-441-2622. **Fax:** 206-272-7581.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: Circularly polarized, 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"
Longitude 122° 18' 29"

Holds CP for change to 1191-ft. above av. terrain, 937-ft. above ground, 1349-ft. above sea level. BPCT-890810KF.

Transmitter: 1715 E. Madison St., Seattle.

Satellite Earth Stations: Andrew, 10-meter C-band; Andrew, 7.3-meter Ku & C-band; Vertex, 4.5-meter Ku-band; Comtech, 3.8-meter Ku-band; Andrew, M/A-Com, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, CNN.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: February 28, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (Television Digest, Vol. 13:13; 14:5).

Represented (sales): MMT Sales Inc.

Personnel:

- Kevin T. Hale, Vice President & General Manager.
- Scott Bauer, General Sales Manager.
- Jon Rand, Seattle Sales Manager.
- Jim Cummings, National Sales Manager/West.
- Noreen King, National Sales Manager/East.
- Mark Olinger, News Director.
- Curtis M. Holman, Business Manager.
- David Saline, Market Research Manager.
- Paul Crittenden, Chief Engineer.
- Ray Clark, Production Manager.
- Steve Pickle, Creative Services Director.
- Bob Danielle, On-Air Manager.
- Julie Furlong, Public Relations Director.
- Fran Hall, Traffic Manager.

Rates: On request.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WASHINGTON				
50% & Over	Clallam	23,200	22,200	96
	Grays Harbor	25,600	24,000	94
	Island	22,500	22,000	98
	King	621,500	600,700	97
	Kitsap	71,400	69,700	98
	Mason	15,100	14,700	97
	Pierce	219,300	213,900	98
	Skagit	30,700	29,600	96
	Snohomish	174,200	169,600	97
	Thurston	64,500	62,800	97



KSTW BPCT-890810KF Granted 9/29/89

© American Map Corp., No. 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
IDAHO				
Between 25-49%	Latah	11,300	11,000	97
WASHINGTON				
	Benton	42,000	40,800	97
	Chelan	21,200	20,300	96
	Cowlitz	32,200	31,200	97
	Franklin	12,700	12,300	97
	Jefferson	8,700	8,400	96
	Kittitas East	8,100	7,700	95
	Kittitas West	2,300	2,100	91
	Lewis	23,100	22,000	95
	Pacific	7,800	7,300	94
	San Juan	4,600	4,400	96
	Walla Walla	17,800	16,700	94
	Whatcom	49,200	47,300	96
	Yakima	69,000	66,100	96
WASHINGTON				
Between 5-24%	Adams	4,900	4,800	97
	Douglas	10,000	9,700	97
	Grant	19,900	19,100	96
	Klickitat	6,200	5,800	94
	Okanogan	12,900	12,200	94
	Spokane	143,100	138,800	97
	Whitman	14,600	14,100	96
Station Totals		1,789,600	1,731,300	97
Net Weekly Circulation (1992)				895,100
Average Daily Circulation (1992)				367,500

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

Washington—Tacoma-Seattle

KTBW-TV

Ch. 20

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting of Washington, Box A, Santa Ana, CA 92711.

Studio: 1909 S. 341st Place, Federal Way, WA 98003.

Telephones: 206-927-7720; 206-874-7420. **Fax:** 206-874-7432.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 3550-kw max. visual, 355-kw max. aural. Antenna: 1610-ft. above av. terrain, 330-ft. above ground, 2000-ft. above sea level.

Latitude	47°	32'	50"
Longitude	122°	47'	39"

Transmitter: Gold Mountain, 4-mi. W of Bremerton.

Satellite Earth Station: Harris, 6-meter C-band; Scientific-Atlanta receivers.

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operation: March 30, 1984. Sale to present owner by Family Bcstg. Co. approved by FCC Oct. 25, 1984.

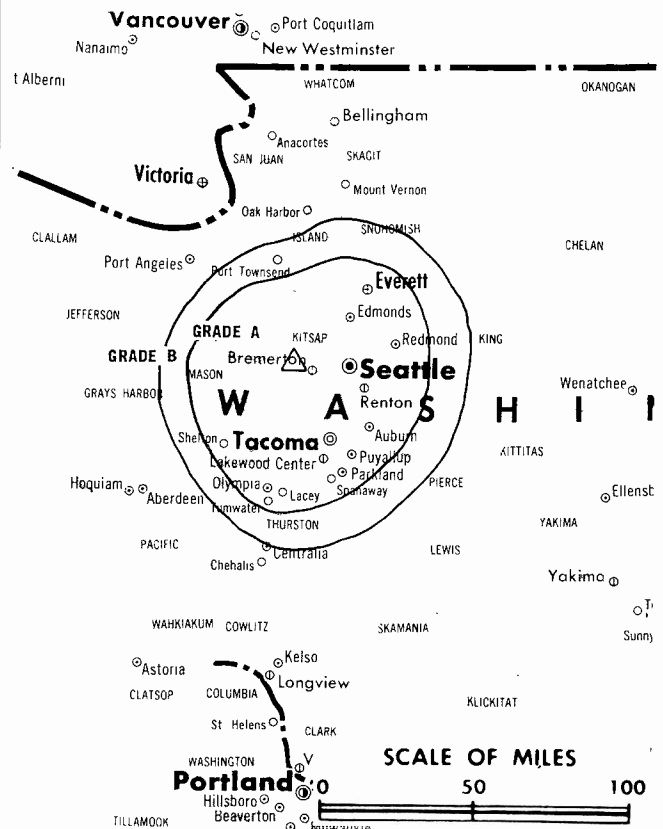
Represented (legal): May & Dunne, Chartered.

Personnel:

Mary Jane Allen, Station Manager.
Gene Glasunow, Chief Engineer.
Kenny Witkoe, Program Director.

Highest 30 Sec. Rate: \$77.

Arbitron Data: Not available.



KTBW-TV BMPCT—830926KE Granted 2/10/84 © American Map Corp., No. 14244

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 14.

Washington—Seattle

KTZZ-TV

Ch. 22

Network Service: None, independent.

Licensee: USTV Washington Inc., 500 3rd St., No. 208-17, Wausau, WI 54401.

Studio: 945 Dexter Ave. N, Seattle, WA 98109.

Telephone: 206-282-2202. **Fax:** 206-281-0207.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 894-ft. above av. terrain; 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 57"
Longitude 122° 18' 26"

Holds CP for change to 1200-ft. above av. terrain, 909-ft. above ground, 1319-ft. above sea level. BPCT-890821KE.

Transmitter: 1618 18th Ave., Seattle.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.5-meter Ku-band; Harris receivers.

News Services: AP, INN.

Ownership: Dudley Communications Corp. (Group Owner).

Began Operation: June 22, 1985. Sale by United States Television Seattle Ltd. Partnership to present owner approved by FCC Sept. 29, 1988 (Television Digest, Vol. 29:19:30:3).

Represented (sales): Sattel Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

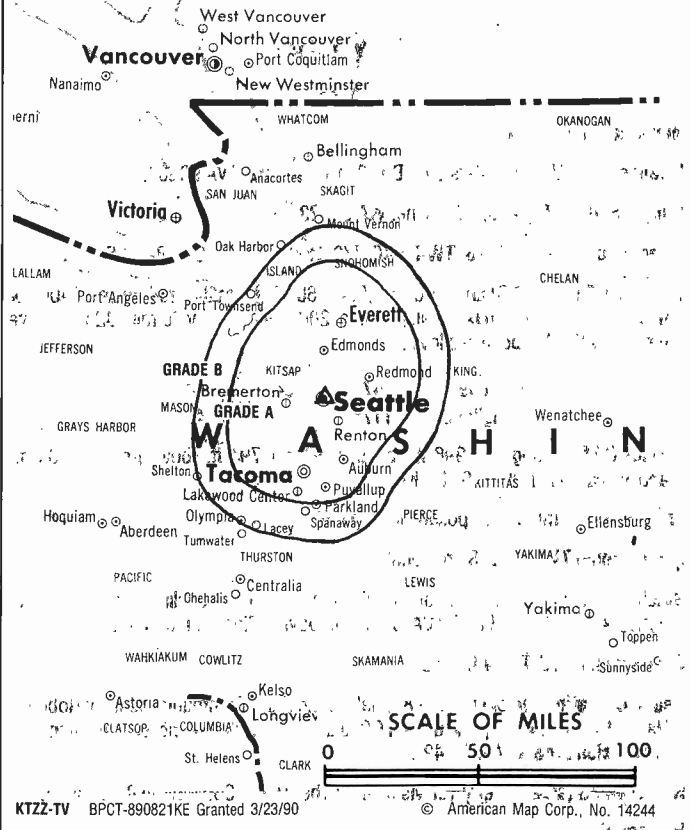
Wade Brewer, General Manager.
Greg Winston, Local Sales Manager.
John Schoonover, Promotion Director.
Brian Pezel, Production Manager.
Bud Alger, Chief Engineer.
Linda Vaughan, Accounting Manager.
Wendy Anderson, Traffic Manager.

Rates: On request.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 14.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WASHINGTON			
	Grays Harbor	25,600	24,000	94
	Island	22,500	22,000	98
	King	621,500	600,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Kitsap	71,400	69,700	98
	Lewis	23,100	22,000	95
	Mason	15,100	14,700	97
	Pierce	219,300	213,900	98
	Skagit	30,700	29,600	96
	Snohomish	174,200	169,600	97
	Thurston	64,500	62,800	97
Station Totals:		1,267,900	1,229,000	97
Net Weekly Circulation (1992)			261,400	
Average Daily Circulation (1992)			75,300	

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Washington—Spokane

KAYU-TV

Ch. 28

Network Service: Fox.

Licensee: KAYU-TV Partners Ltd., Box 8115, Spokane, WA 99203.

Studio: S. 4600 Regal St., Spokane, WA 99223.

Telephone: 509-448-2828. **TWX:** 510-773-1889. **Fax:** 509-448-3815.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2400-kw max. visual, 120-kw max. aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"
Longitude 117° 17' 46"

Holds CP for change to 1998-ft. above av. terrain, 794-ft. above ground, 4469-ft. above sea level. BPCT-880111KF.

Transmitter: 3-mi. SE of Spokane on Krell Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyne, Pinzone receivers.

Ownership: KAYU-TV Partners Ltd.

Began Operation: October 31, 1982. Sale to Bingham Communications by Robert J. Hamacher, et al., approved by FCC Jan. 29, 1988 but never consummated (Television Digest, Vol. 27:42).

Represented (sales): Petry Television Inc.; The Tacher Co. (Seattle & Portland).

Personnel:

Robert J. Hamacher, President & General Manager.

D. Lane Guin, General Sales Manager.

Jan Brandvold, Regional Sales Manager.

Valerie Larson, Promotion Director.

Paula Bauer, Business Manager.

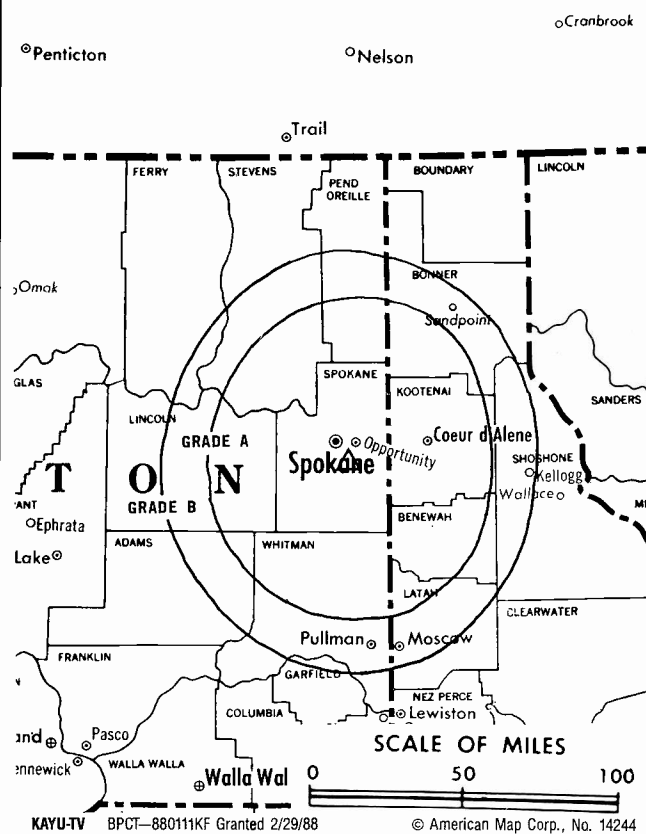
Ronald Valley, Chief Engineer.

Rates: On request.

City of License: Spokane. **ADI:** Spokane. **Rank:** 80.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Nez Perce	13,500	13,200	98
	WASHINGTON			
	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
Between 25-49%	Grant	19,900	19,100	96
	Spokane	143,100	138,800	97
	IDAHO			
Between 25-49%	Benewah	3,100	3,000	97
	Bonner	10,100	9,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Boundary	2,800	2,700	96	
	Clearwater	3,200	3,100	97	
	Kootenai	26,400	26,000	98	
	Latah	11,300	11,000	97	
	Shoshone	5,500	5,400	98	
WASHINGTON	Adams	4,900	4,800	97	
	Douglas	10,000	9,700	97	
	Garfield	1,000	900	95	
	Lincoln	3,700	3,600	97	
	Okanogan	12,900	12,200	94	
	Pend Oreille	3,400	3,300	97	
	Stevens	11,500	10,900	95	
	Whitman	14,600	14,100	96	
	IDAHO	Lewis	1,400	1,400	100
		WASHINGTON			
Between 5-24%	Chelan	21,200	20,300	96	
	Ferry	2,200	2,100	95	
Station Totals		334,300	323,700	97	
Net Weekly Circulation (1992)				168,500	
Average Daily Circulation (1992)				77,400	

Washington—Spokane

KHQ-TV

Ch. 6

Network Service: NBC.

Licensee: KHQ Inc., 4202 S. Regal St., Spokane, WA 99223.

Studio: 4202 S. Regal St., Spokane, WA 99223.

Mailing Address: Box 8088, Spokane, WA 99203.

Telephone: 509-448-6000. Fax: 509-448-4694.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural; Antenna: Circularly polarized, 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.40"
Longitude 117° 17' 46.60"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.57-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, PR Newswire.

Ownership: KHQ Inc.

Began Operation: December 20, 1952.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Lon Lee, Vice President & General Manager.

Paul Dughi, News Director.

Larry Gants, Program & Promotion Director.

Don Carmichael, Operations Manager & Chief Engineer.

Bob Busse, Business Manager.

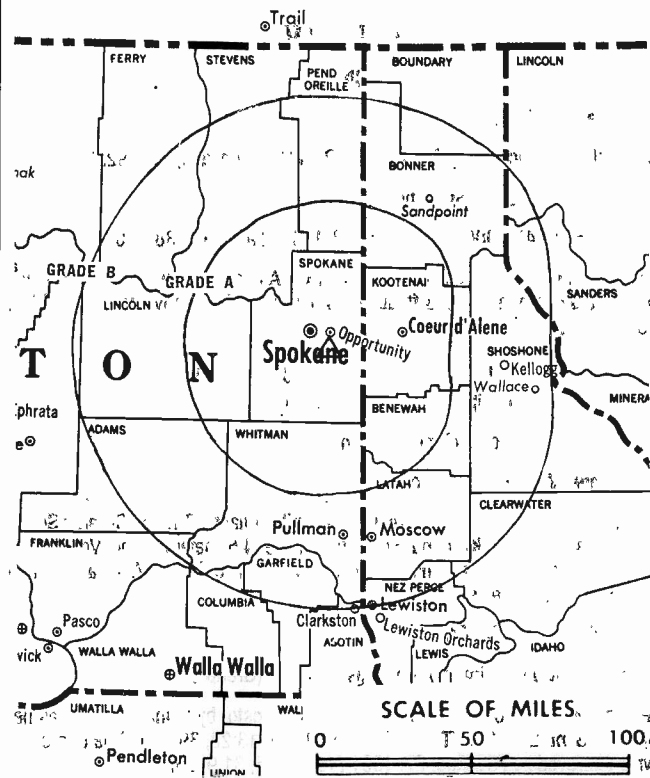
Louise Hansen, Community Affairs.

Rates: On request.

City of License: Spokane. ADI: Spokane. Rank: 80.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes: TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,100	9,800	97
	Boundary	2,800	2,700	96
	Clearwater	3,200	3,100	97
	Idaho	5,100	4,900	96
	Kootenai	26,400	26,000	98
	Latah	11,300	11,000	97
	Lewis	1,400	1,400	100
	Nez Perce	13,500	13,200	98
	Shoshone	5,500	5,400	98
	MONTANA			
	Lincoln	6,800	6,500	96
	OREGON			
Wallowa	2,900	2,700	93	
WASHINGTON				
Adams	4,900	4,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Ferry	2,200	2,100	95
	Garfield	1,000	900	95
	Grant	19,900	19,100	96
	Lincoln	3,700	3,600	97
	Okanogan	12,900	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	143,100	138,800	97
	Stevens	11,500	10,900	95
Whitman	14,600	14,100	96	
Between 25-49%	MONTANA			
	Glacier	3,900	3,700	95
	Hill	6,700	6,500	97
Toole	2,100	2,000	98	
WASHINGTON	Chehalis	21,200	20,300	96
	Douglas	10,000	9,700	97
	Walla Walla	17,800	16,700	94
Between 5-24%	MONTANA			
	Lake	8,200	8,000	98
	Sanders	3,600	3,400	94
OREGON	Baker	6,000	5,700	95
	Umatilla	21,800	20,500	94
	Union	8,800	8,200	93
WASHINGTON	Franklin	12,700	12,300	97
Station Totals		440,700	424,800	96
Net Weekly Circulation (1992)				274,700
Average Daily Circulation (1992)				149,500

Washington—Spokane

KREM-TV

Ch. 2

Network Service: CBS.

Licensee: King Broadcasting Co., 4103 S. Regal St., Spokane, WA 99223.

Studio: 4103 S. Regal St., Spokane, WA 99223.

Telephone: 509-448-2000. **TWX:** 510-773-1833. **Fax:** 509-838-7308.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"
Longitude 117° 17' 53"

Transmitter: 7-mi. SE of center of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5.5-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta, Standard Communications receivers.

News Services: AP, CBS, CNN, UPI.

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

Began Operation: October 29, 1954. Sale to King Bcstg. by founder Louis Wasmer approved Sept. 25, 1957 (*Television Digest*, Vol. 13:28, 39, 51). Sale to present owner approved by FCC Aug. 27, 1991 (Vol. 30:35; 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

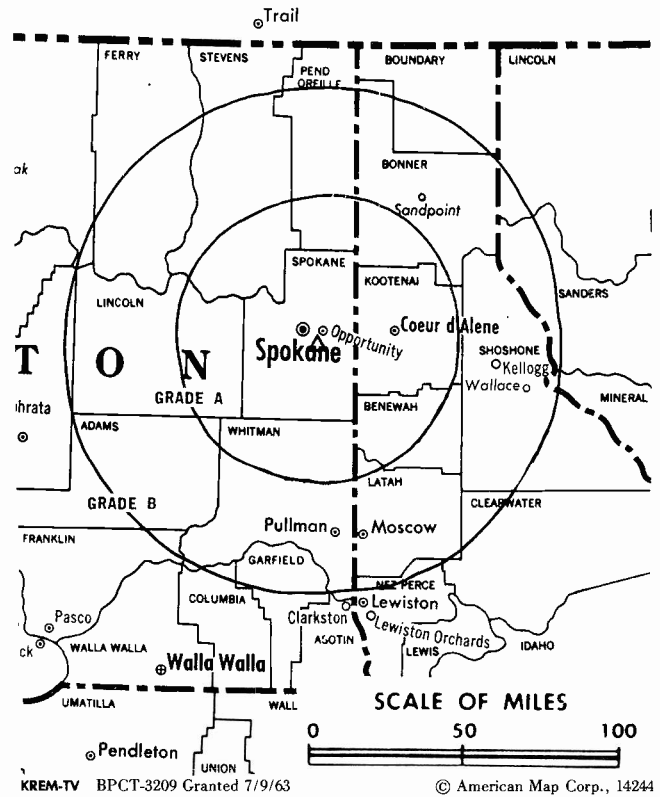
Barry Barth, Vice President & General Manager.
John Rowland, General Sales Manager.
Jim Ostrander, Local Sales Manager.
Paul Brandt, News Director.
Meg Antonius, Program Director.
Scott Blair, Operations Manager.
Boyd Lundberg, Chief Engineer.
Barbara Nargang-Grant, Business Manager.

Rates: On request.

City of License: Spokane. **ADI:** Spokane. **Rank:** 80.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,100	9,800	97
	Boundary	2,800	2,700	96
	Idaho	5,100	4,900	96
	Kootenai	26,400	26,000	98
	Latah	11,300	11,000	97
	Lewis	1,400	1,400	100
	Nez Perce	13,500	13,200	98
	Shoshone	5,500	5,400	98
	MONTANA			
	Lincoln	6,800	6,500	96
	OREGON			
Wallowa	2,900	2,700	93	
WASHINGTON				



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Adams	4,900	4,800	97
	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Ferry	2,200	2,100	95
	Garfield	1,000	900	95
	Grant	19,900	19,100	96
	Lincoln	3,700	3,600	97
	Okanogan	12,900	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	143,100	138,800	97
	Stevens	11,500	10,900	95
	Whitman	14,600	14,100	96
	IDAHO	Clearwater	3,200	3,100
MONTANA				
Flathead		23,700	23,100	97
Hill		6,700	6,500	97
Lake		8,200	8,000	98
SANDERS	Sanders	3,600	3,400	94
	OREGON			
Baker	6,000	5,700	95	
WASHINGTON	Chelan	21,200	20,300	96
	Douglas	10,000	9,700	97
	Walla Walla	17,800	16,700	94
OREGON	Umatilla	21,800	20,500	94
	Union	8,800	8,200	93
Station Totals		445,700	429,900	96
Net Weekly Circulation (1992)				291,400
Average Daily Circulation (1992)				166,700

Washington—Spokane

KXLY-TV

Ch. 4

Network Service: ABC.

Licensee: Spokane TV Inc., 500 W. Boone Ave., Spokane, WA 99201.

Studio: 500 W. Boone Ave., Spokane, WA 99201.

Telephone: 509-324-4000. **Fax:** 509-328-5274.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 4.8-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; Satcom Technologies, 7-meter C-band; AvanteK, M/A-Com receivers.

SNG Mobile Dish: 3-meter Ku & C-band.

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

FM Affiliate: KXLY-FM, 37-kw, 99.9 MHz (No. 260), 2998-ft.

News Services: AP, CoNews.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: January 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (*Television Digest*, Vol. 17:34; 2:4, 6, 7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved Jan. 6, 1954 (Vol. 9:49; 10:2).

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

Represented (legal): Rini & Coran, P.C.

Represented (engineering): Hatfield & Dawson.

Personnel:

- Stephen R. Herling, Vice President & General Manager
- Teddie Gibbon, General Sales Manager
- Debbie Sieverding, Local Sales Manager
- Robin Briley, News Director
- Eileen McKinnon, Program Director
- Dawn Bayman, Promotion Manager
- Tim Anderson, Chief Engineer
- Bob Cole, Business Manager

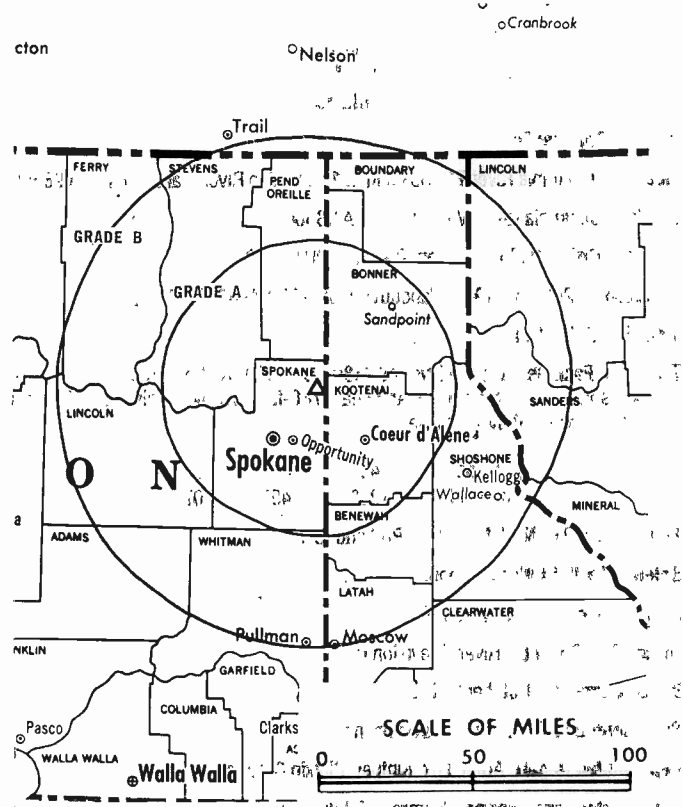
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

City of License: Spokane. **ADI:** Spokane. **Rank:** 80.

*Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,100	9,800	97
	Boundary	2,800	2,700	96
	Clearwater	3,200	3,100	97
	Idaho	5,100	4,900	96
	Kootenai	26,400	26,000	98
	Latah	11,300	11,000	97
	Lewis	1,400	1,400	100
	Nez Perce	13,500	13,200	98
	Shoshone	5,500	5,400	98
	MONTANA			
	Hill	6,700	6,500	97



KXLY-TV BMPCT-906 Granted 10/17/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	6,800	6,500	96
	Sanders	3,600	3,400	94
	OREGON			
	Wallowa	2,900	2,700	93
	WASHINGTON			
	Adams	4,900	4,800	97
	Asotin	7,000	6,800	97
	Douglas	10,000	9,700	97
	Ferry	2,200	2,100	95
	Garfield	1,000	900	95
	Grant	19,900	19,100	96
	Lincoln	3,700	3,600	97
	Okanogan	12,900	12,200	94
	Pend Oreille	3,400	3,300	97
Spokane	143,100	138,800	97	
Stevens	11,500	10,900	95	
Whitman	14,600	14,100	96	
Between 25-49%	MONTANA			
	Flathead	23,700	23,100	97
	Glacier	3,900	3,700	95
	Lake	8,200	8,000	98
	Toole	2,100	2,000	98
OREGON	Baker	6,000	5,700	95
	WASHINGTON			
	Chelan	21,200	20,300	96
Columbia	1,600	1,500	94	
Between 5-24%	MONTANA			
	Mineral	1,500	1,500	100
	OREGON			
Union	8,800	8,200	93	
WASHINGTON				
Walla Walla	17,800	16,700	94	
Station Totals		431,400	416,600	97
Net Weekly Circulation (1992)				292,300
Average Daily Circulation (1992)				164,800

Washington—Vancouver

KPDX

Ch. 49

Network Service: Fox.

Licensee: Columbia River Television Inc., 1 Columbia River, Vancouver, WA 98660.

Studio: 1 Columbia River, Vancouver, WA 98660.

Business Office: 910 N.E. Union, Portland, OR 97232.

Telephones: 206-254-4949 (Vancouver); 503-239-4949 (Portland).

Fax: 503-239-6184.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1780-ft. above av. terrain, 1081-ft. above ground, 2055-ft. above sea level.

Latitude 45° 31' 22"
Longitude 122° 45' 07"

Transmitter: 211 N.W. Miller Rd., Portland, OR.

Satellite Earth Stations: C-band; Ku-band.

News Services: CBS, CNN, INN.

Ownership: Columbia River Television Inc.

Began Operation: October 1, 1983.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Hammitt & Edison Inc.

Personnel:

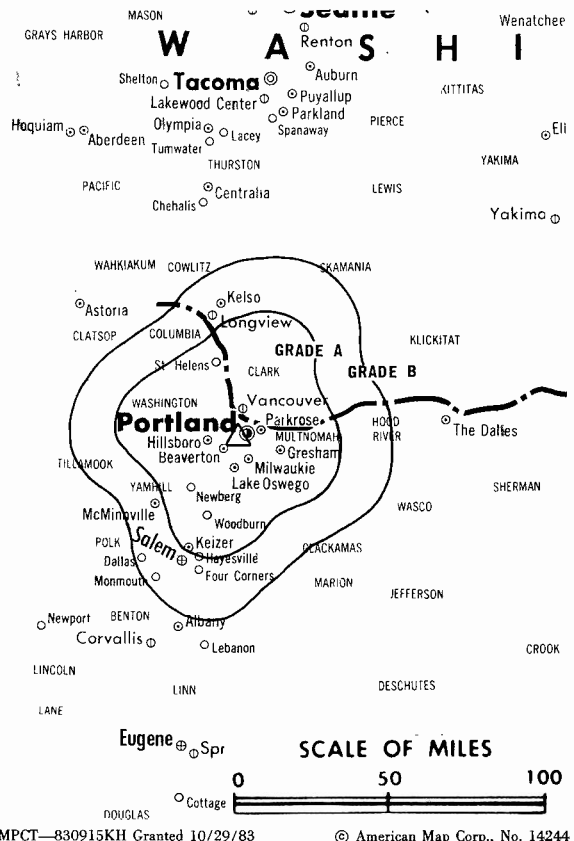
- Jack F. Matranga, General Manager.
- Dennis Updegraff, Station Manager.
- Walt Adler, General Sales Manager.
- Dale Coloma, Local Sales Manager.
- Linda Bezila, Business Manager.
- Sally Knowlton, Marketing Director.
- Robert Wyatt, Chief Engineer.

Rates: On request.

City of License: Vancouver. **ADI:** Portland, OR. **Rank:** 26.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Clackamas	103,600	100,400	97
	Crook	5,600	5,300	95
	Multnomah	244,200	235,600	96
	Tillamook	8,900	8,300	93
	Wasco	8,400	7,900	94
	Washington	118,700	116,200	98
WASHINGTON				
	Clark	89,000	86,800	98



KPDX BNPCT—830915KH Granted 10/29/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Clatsop	13,300	12,600	95
	Columbia	14,100	13,500	96
	Deschutes	29,000	27,500	95
	Hood River	6,500	6,100	94
	Jefferson	4,900	4,700	96
	Lincoln	16,700	15,500	93
	Linn	34,900	33,600	96
	Marion	85,300	82,000	96
	Polk	18,600	17,900	96
	Yamhill	22,600	21,600	96
	WASHINGTON			
	Cowlitz	32,200	31,200	97
Klickitat	6,200	5,800	94	
Pacific	7,800	7,300	94	
Between 5-24%	OREGON			
	Baker	6,000	5,700	95
	Benton	25,400	23,800	94
Union	8,800	8,200	93	
Station Totals		910,700	877,500	96
Net Weekly Circulation (1992)				444,400
Average Daily Circulation (1992)				180,300

Washington—Wenatchee

KCWT

Ch. 27

Network Service: None, independent.

Licensee: Bingham Communications Group, 32 N. Mission St., Wenatchee, WA 98801.

Studio: 32-B N. Mission St., Wenatchee, WA 98801.

Mailing Address: Box 2809, Wenatchee, WA 98807-2809.

Telephone: 509-622-5298.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 266.56-kw max. visual, 26.65-kw max. aural. Antenna: 1393-ft. above av. terrain, 174-ft. above ground, 3894-ft. above sea level.

Latitude 47° 19' 26"
Longitude 120° 13' 55"

Transmitter: Jump Off Ridge, 7-mi. SSW of Wenatchee.

Satellite Earth Stations: RCA, 8-meter Ku-band; M/A-Com, 4-meter C-band; M/A-Com receivers.

News Services: CNN, INN, UPI.

Ownership: Bingham Communications Group Ltd. Partnership.

Began Operation: April 9, 1984. Transfer of 51% to Jerry R. Martin by Fred Alan Ross approved by FCC Dec. 11, 1984. Sale to present owners approved by FCC Oct. 20, 1986.

Represented (legal): Miller & Young.

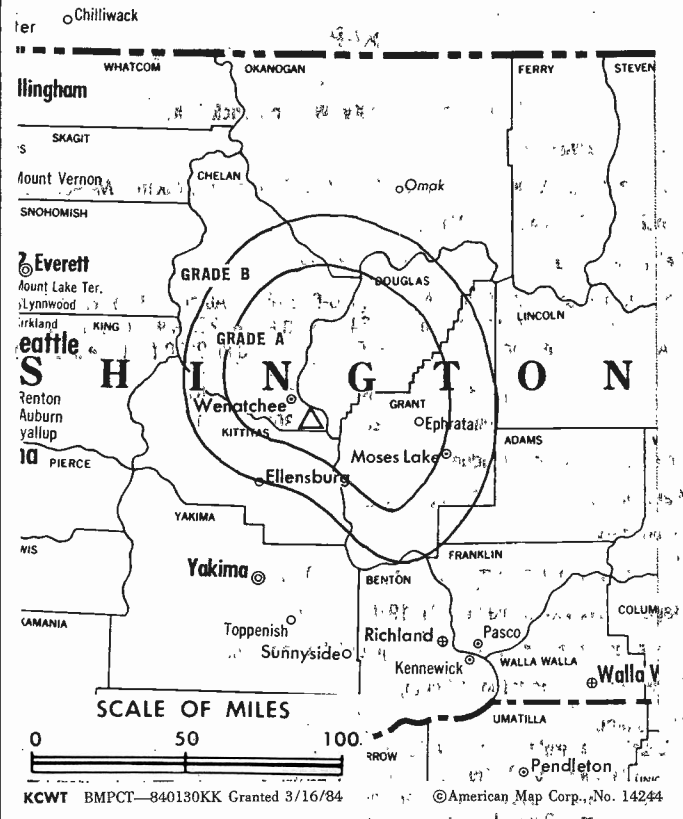
Personnel:

R. Craig Monson, General Manager.
Wes Olinger, General Sales Manager.
Christy Kuech, News Director.
David Monroe, Chief Engineer.

Highest 30 Sec. Rate: \$150.

City of License: Wenatchee. **ADI:** Spokane. **Rank:** 80.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WASHINGTON Chelan	21,200	20,300	96
Station Totals		21,200	20,300	96
Net Weekly Circulation (1992)			4,200	
Average Daily Circulation (1992)			1,300	

Washington—Yakima

KAPP

Ch. 35

(Operates satellite KVEW, Kennewick, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Co., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 1610 S. 24th Ave., Yakima, WA 98902.

Telephone: 509-453-0351. **Fax:** 509-453-3623.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 257-kw horizontal visual, 64.6-kw max. & 25.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 57"
Longitude 120° 30' 37"

Transmitter: Ahtanum Ridge.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: September 21, 1970.

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

Represented (legal): Rini & Coran, P.C.

Personnel:

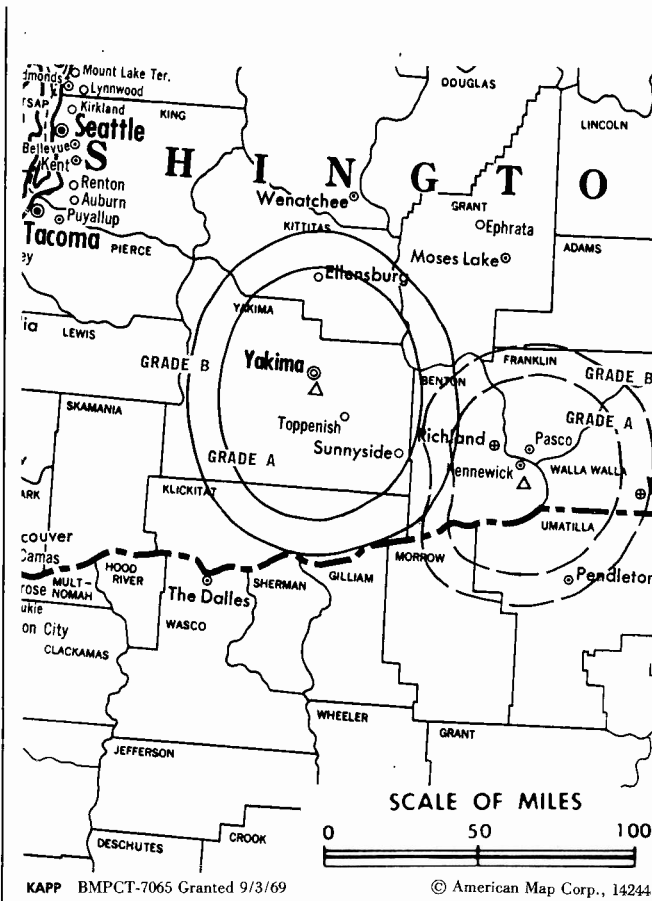
- Elizabeth Murphy Burns, President.
- Darrell Blue, Vice President & General Manager.
- Ron Simmons, Assistant General Manager.
- Judy Ernesti, General Sales Manager.
- Shane Pierone, Local Sales Manager.
- Dave Ettl, News Director.
- Karen Bridges, Program Coordinator.
- Marty Oberlander, Promotion Manager.
- Brian Heading, Production Manager.
- Bob Couchman, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$350.

City of License: Yakima. **ADI:** Yakima. **Rank:** 127.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Kittitas East	8,100	7,700	95
	Yakima	69,000	66,100	96
Between 5-24%	WASHINGTON Benton	42,000	40,800	97
	Kittitas West	2,300	2,100	91
Station Totals		121,400	116,700	96
Net Weekly Circulation (1992)			68,200	
Average Daily Circulation (1992)			42,800	

Washington—Yakima

KIMA-TV

Ch. 29

(Also operates satellites KEPR-TV, Pasco, WA; KLEW-TV, Lewiston, ID)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., 4880 N. First St., Fresno, CA 93755.

Studio: 2801 Terrace Heights Dr., Yakima, WA 98901.

Mailing Address: Box 702, Yakima, WA 98907.

Telephone: 509-575-0029. TWX: 510-777-5356. Fax: 509-248-1218.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 484-kw max. & 378-kw horizontal visual, 87.3-kw max. & 68.2-kw horizontal aural. Antenna: 974-ft. above av. terrain, 169-ft. above ground, 2169-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge, 2-mi. SW of Union Gap, near Yakima.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; RCA, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Retlaw Enterprises Inc. (Group Owner).

Began Operation: July 19, 1953. Sale to present owner by NWG Bcstg. Co. approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:45). Sale to NWG Bcstg. by Filmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg., by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

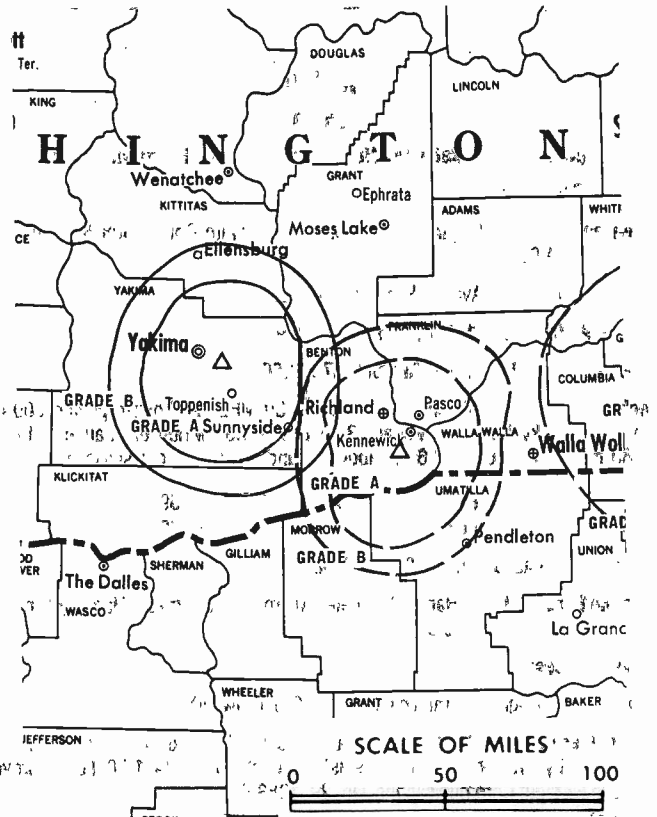
Represented (engineering): Hammett & Edison Inc.

Personnel:

- Ken Messer, Vice President & General Manager.
- John Vorous, Local Sales Manager.
- T. J. Close, News Director.
- Stu Seibel, Program Director.
- Dave Spraker, Promotion Director.
- Cliff Grady, Chief Engineer.
- Harriet Pettie, Business Manager.
- Mary Beth Bradley, Marketing Director.

Rates: On request.

City of License: Yakima. ADI: Yakima. Rank: 127.



KIMA-TV BPCT-5034 Granted 7/25/77 © American Map Corp., 14244

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Kittitas East	8,100	7,700	95
	Yakima	69,000	66,100	96
Between 25-49%	WASHINGTON Kittitas West	2,300	2,100	91
Between 5-24%	WASHINGTON Benton	42,000	40,800	97
	Franklin	12,700	12,300	97
Station Totals		134,100	129,000	96
Net Weekly Circulation (1992)				71,100
Average Daily Circulation (1992)				42,600

Washington—Yakima

KNDO

Ch. 23

(Also operates satellite KNDU, Richland-Pasco-Kennewick, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp, 1608 S. 24th Ave., Yakima, WA 98901.

Studio: 1608 S. 24th Ave., Yakima, WA 98901.

Mailing Address: Box 10028, Yakima, WA 98909.

Telephone: 509-248-2300. **Fax:** 509-575-0266.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 160-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

Transmitter: Ahtanum Ridge, S of Yakima.

Satellite Earth Stations: Harris, 6.1-meter; Microdyne, 3.7-meter; Harris, 3.1-meter; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc. (Group Owner).

Began Operation: October 15, 1959. Sale to Hugh E. Davis, et al., by Ralph Tronsrud approved by FCC Feb. 1, 1961 (*Television Digest*, Vol. 16:34; 17:6) FCC approved sale to Farragut Communications Jan. 29, 1988 (Vol. 27:51).

Represented (sales): Seltel Inc.; Art Moore Inc. (Northwest).

Represented (legal): Wiley, Rein & Fielding.

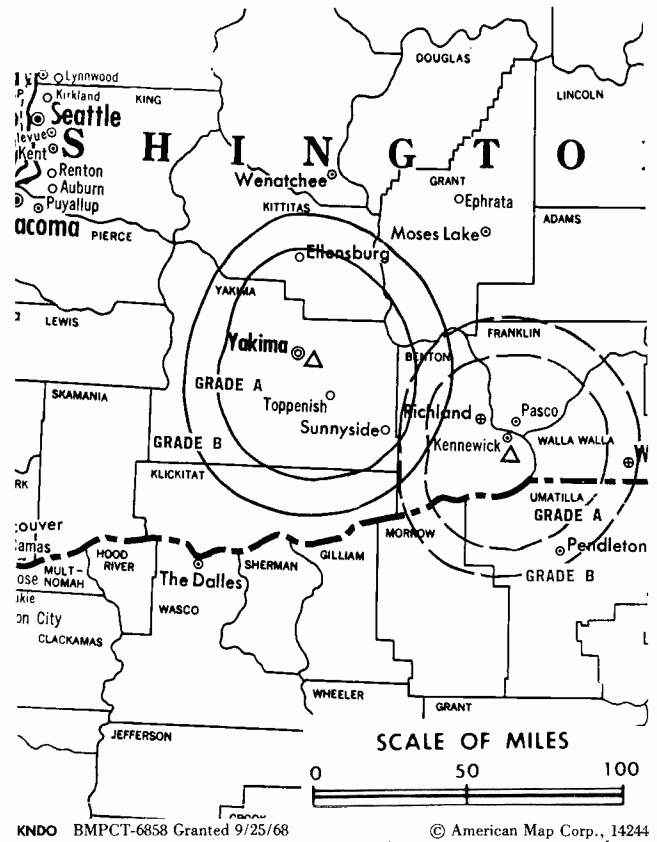
Personnel:

- Elliot Kleeman, General Manager.
- Dale Chaney, General Sales Manager.
- Shelly Swanke, News Director.
- Rita Lockhart, Program Director.
- Robert Manderville, Promotion Director.
- Doug Dietrich, Business Manager.
- Wayne Whitaker, Director of Engineering.
- Jim Lewis, Community Affairs Director.

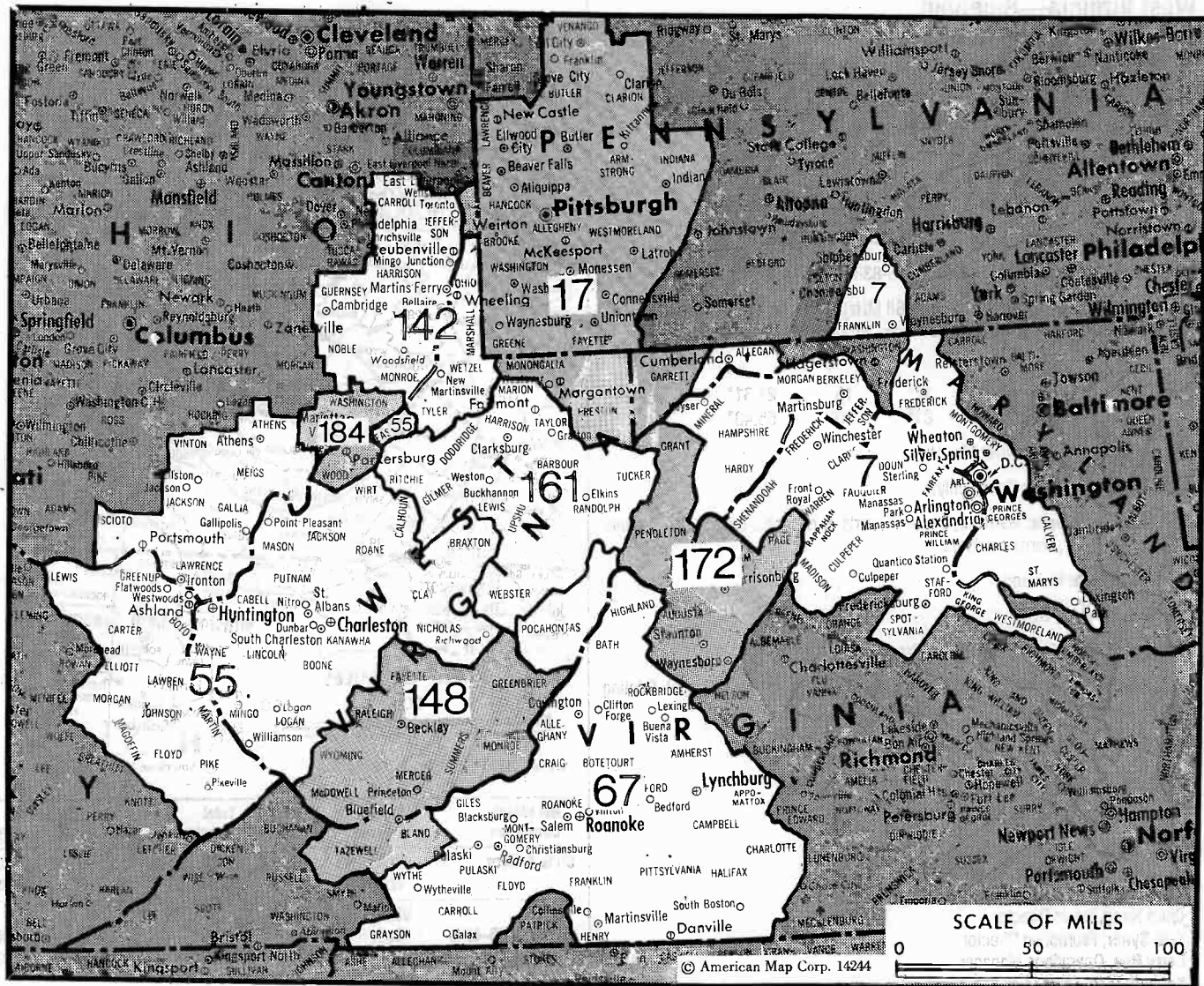
Rates: On request.

City of License: Yakima. **ADI:** Yakima. **Rank:** 127.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Kittitas East	8,100	7,700	95
	Yakima	69,000	66,100	96
Between 5-24%	OREGON			
	Sherman	800	800	100
	WASHINGTON			
	Benton	42,000	40,800	97
	Kittitas West	2,300	2,100	91
Station Totals		122,200	117,500	96
Net Weekly Circulation (1992)				69,300
Average Daily Circulation (1992)				39,600



Market	Arbitron ADI TV Households	Rank
Washington, DC	1,812,500	7
Pittsburgh, PA	1,137,900	17
Charleston-Huntington, WV	471,200	55
Roanoke-Lynchburg, VA	373,400	67
Wheeling, WV-Steubenville, OH	152,800	142
Bluefield-Beckley-Oak Hill, WV	135,000	148
Clarksburg-Weston, WV	101,300	161
Harrisonburg, VA	84,500	172
Parkersburg, WV	57,100	184

Market Area Commercial TV Stations

Washington, DC	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTJK (66), WTTG (5), WUSA (9), WYVN (60)
Pittsburgh, PA	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, WV	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Roanoke-Lynchburg, VA	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLI-TV (10), WFT (27)
Wheeling, WV-Steubenville, OH	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	WOAY-TV (4), WVA (6)
Clarksburg-Weston, WV	WBOY-TV (12), WDTV (5), WLYJ (46)
Harrisonburg, VA	WHSV-TV (3)
Parkersburg, WV	WTAP-TV (15)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WOAY-TV, Beckley-Bluefield	See Oak Hill, WV
WTSF, Charleston	See Ashland, KY
WBOY-TV, Fairmont	See Clarksburg, WV
WOWK-TV, Huntington	See Charleston, WV
WSAZ-TV, Huntington	See Charleston, WV
WCHS-TV, Huntington	See Charleston, WV
WTSF, Huntington	See Ashland, KY
WVAH-TV, Huntington	See Charleston, WV
WDTV, Weston	See Clarksburg, WV
WTOV-TV, Wheeling	See Steubenville, OH

West Virginia Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	9	3	12
Educational Television Stations	1	2	3
Total	10	5	15

West Virginia—Bluefield

WVVA
Ch. 6

Network Service: NBC.

Licensee: WVVA Television Inc., 130-138 S. 5th St., Quincy, IL 62301.

Studio: Route 460 Bypass, Box 1930, Bluefield, WV 24701.

Telephone: 304-325-5487. **TWX:** 710-938-8380. **Fax:** 304-327-5586.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 50-kw visual, 6.03-kw aural. Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Gardiner, 6-meter; Harris, 6-meter Ku-band; ADM, 5-meter C-band; Gardiner, Harris receivers.

SNG Mobile Dish: Ku-band.

News Services: AP, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

Represented (sales): Pety Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

- Charles Webb, Vice President & General Manager.
- Paul Heebink, Sales Manager.
- Cheri Haag, News Director.
- Tom Syner, Promotion Director.
- Larry Roe, Operations Manager.
- Kenneth Dick, Chief Engineer.

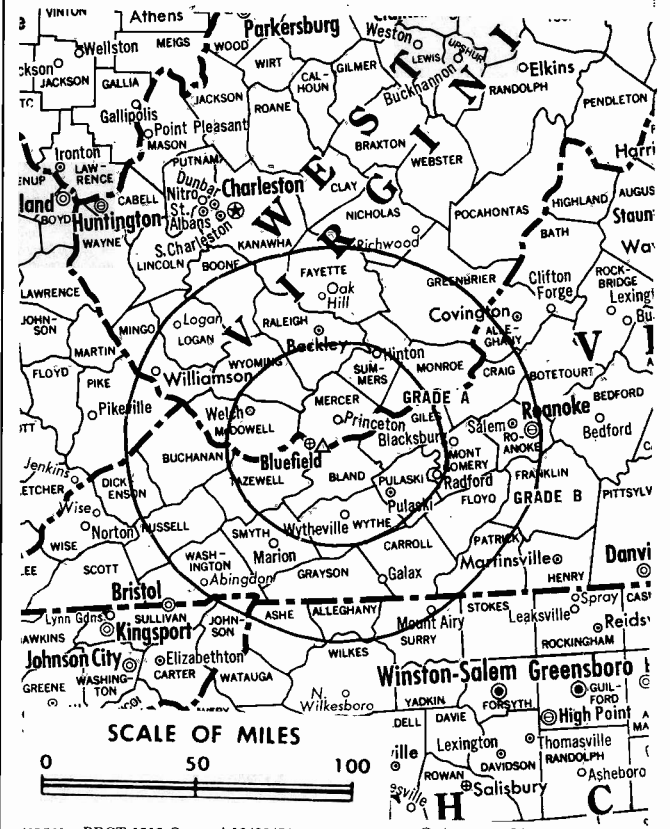
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$850.

City of License: Bluefield. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 148.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	VIRGINIA			
	Bland	2,200	2,100	95
	Buchanan	11,300	11,100	98
	Tazewell	17,200	17,000	99
	WEST VIRGINIA			
	Greenbrier	14,000	13,800	99
	Mc Dowell	13,700	13,500	99
	Mercer	26,200	26,000	99
	Monroe	4,800	4,700	98
	Pocahontas	3,700	3,600	97
	Raleigh	30,300	29,900	99



WVVA BPCT-1515 Granted 10/20/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Summers	5,200	5,100	98
	Wyoming	10,900	10,700	99
Between 25-49%	VIRGINIA			
	Bath	1,800	1,800	100
	Giles	6,300	6,200	98
	WEST VIRGINIA			
Fayette	18,800	18,600	99	
Between 5-24%	KENTUCKY			
	Martin	4,300	4,200	98
	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	VIRGINIA			
	Alleghany	9,600	9,500	99
	Dickenson	6,600	6,500	98
	Floyd	4,800	4,700	98
	Grayson	9,300	9,200	99
	Pulaski	13,100	13,000	99
	Smyth	12,000	11,900	99
	Wythe	9,900	9,800	99
	WEST VIRGINIA			
Boone	10,100	10,000	99	
Logan	16,200	16,100	99	
Mingo	12,200	12,000	98	
Nicholas	10,300	10,200	99	
Station Totals		288,700	285,000	99
Net Weekly Circulation (1992)				139,600
Average Daily Circulation (1992)				89,200

West Virginia—Charleston

WCBS-TV

Ch. 8

Network/Service: ABC

Licensee: WCBS Ltd., 13355 Noel Rd., Suite 1500, One Galleria Tower, Dallas, TX 75240.

Studio: 1301 Piedmont Rd., Charleston, WV 25301

Mailing Address: Box 11138, Charleston, WV 25339.

Telephone: 304-346-5358. TWX: 710-930-8720. Fax: 304-346-4765.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.90"
Longitude 81° 54' 13.30"

Transmitter: Coal Mountain, 3.5-mi. W of St. Albans, WV.

Satellite Earth Stations: Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.6-meter C-band; AFC, 3.6-meter C-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: August 16, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Rollins by Tierney Co. approved Sept. 28, 1960 (Television Digest, Vol. 16:29, 40).

Represented (sales): Petry Television Inc.

Represented (legal): Akin, Gump, Hauer & Feld.

Personnel:

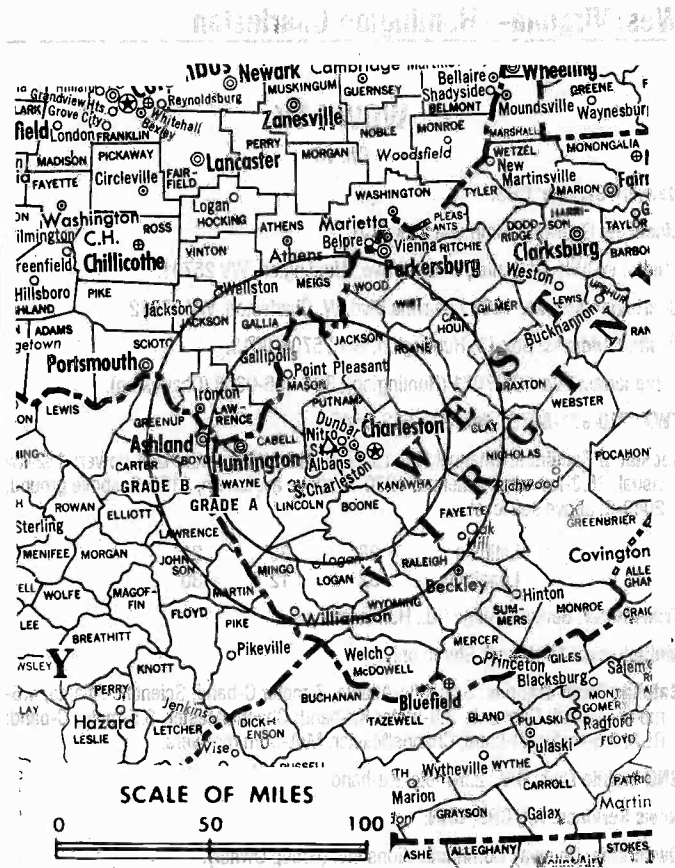
- Dennis Atkins, President & General Manager
- Robert S. Knowles, General Sales Manager
- Loring Lovett, Local Sales Manager
- Tom Wright, National Sales Manager
- Timothy A. Sharp, News Director
- Robert W. Boush, Chief Engineer
- Michael J. Hooper, Promotion Manager
- Jo Corey, Operations Manager

Rates: On request.

City of License: Charleston. ADI: Charleston-Huntington. Rank: 55.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,000	19,900	99
	Carter	8,900	8,800	99
	Elliott	2,400	2,400	100
	Floyd	16,700	16,500	99
	Greenup	13,500	13,400	99
	Johnson	8,700	8,600	99
	Lawrence	5,100	5,100	100
	Magoffin	4,700	4,600	98
	Martin	4,300	4,200	98
	Pike	27,100	26,800	99
	OHIO			
	Athens	20,300	19,800	98
	Gallia	11,300	11,000	97
Jackson	11,300	11,100	98	
Lawrence	23,400	23,000	98	
Meigs	9,000	8,800	98	
Scioto	30,200	29,700	98	
Washington	23,900	23,300	98	
WEST VIRGINIA				
Boone	10,100	10,000	99	
Braxton	5,200	5,100	98	



WCBS-TV BMPCT-3392 Granted 9/11/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cabell	40,100	39,900	100
	Calhoun	3,100	3,100	98
	Clay	3,900	3,800	97
	Fayette	18,800	18,600	99
	Gilmer	2,800	2,800	100
	Jackson	9,700	9,600	99
	Kanawha	87,100	86,600	99
	Lincoln	7,800	7,700	99
	Logan	16,200	16,100	99
	McDowell	13,700	13,500	99
	Mason	9,800	9,700	99
	Mingo	12,200	12,000	98
	Nicholas	10,300	10,200	99
	Pleasants	2,900	2,900	100
Putnam	16,100	16,000	99	
Raleigh	30,300	29,900	99	
Roane	5,700	5,600	98	
Wayne	16,200	16,000	99	
Wirt	1,900	1,900	100	
Wood	35,200	34,900	99	
Wyoming	10,900	10,700	99	
Between 25-49%	OHIO			
	Vinton	4,200	4,100	98
	WEST VIRGINIA			
Lewis	6,800	6,700	99	
Ritchie	4,200	4,100	98	
Webster	4,200	4,100	98	
Between 5-24%	KENTUCKY			
	Lewis	4,900	4,800	98
Morgan	4,100	4,000	98	
(Continued on page A-1248)				
Station Totals		740,000	730,700	99
Net Weekly Circulation (1992)				475,900
Average Daily Circulation (1992)				266,900

West Virginia—Huntington-Charleston

WOWK-TV

Ch. 13

Network Service: CBS.

Licensee: Gateway Communications Co.

Studio: WOWK-TV Center, 555 5th Ave., Huntington, WV 25701.

Charleston Bureau: 1601 Kanawha Blvd. W, Charleston, WV 25312.

Mailing Address: Box 13, Huntington, WV 25706-0013.

Telephones: 304-525-7661 (Huntington); 304-366-0363 (Charleston).

TWX: 710-931-8078. Fax: 304-523-0545.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Comtech, 3.8-meter Ku-band; ChannelMaster, 3.5-meter C-band; RCA, 3.5-meter Ku-band; ChannelMaster, M/A-Corn receivers.

SNG Mobile Dish: BAF, 2.5-meter Ku-band.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

Began Operation: October 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theatre interests approved June 20, 1956 (Vol. 12:18, 25).

Represented (sales): Blair Television.

Represented (legal): Bishop, Cook, Purcell & Reynolds.

Represented (engineering): Smith & Powstenko.

Personnel:

Stephen W. Dant, Vice President & General Manager.

Leo M. MacCourtney, Vice President, Community Relations & Program Director.

Sue Ferrara, Regional Sales Manager.

Ken Selvagai, News Director.

Allen Payne, Promotion Director.

Al Grossniklaus, Chief Engineer.

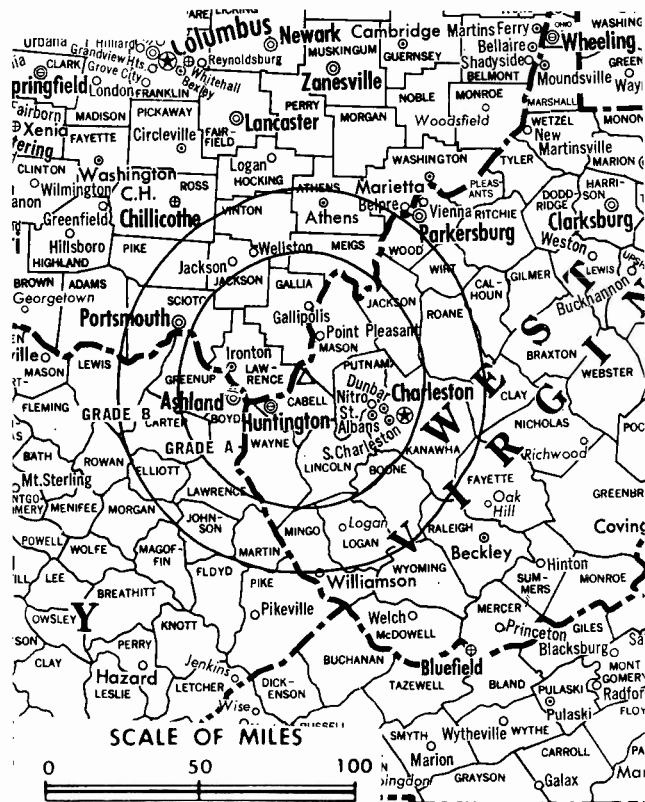
Elmer Van Kuren, Business Manager.

Rates: On request.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 55.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,000	19,900	99
	Carter	8,900	8,800	99
	Elliott	2,400	2,400	100
	Floyd	16,700	16,500	99
	Greenup	13,500	13,400	99
	Johnson	8,700	8,600	99
	Lawrence	5,100	5,100	100
	Magoffin	4,700	4,600	98
	Martin	4,300	4,200	98
	OHIO			
	Athens	20,300	19,800	98
	Gallia	11,300	11,000	97
Jackson	11,300	11,100	98	
Lawrence	23,400	23,000	98	
Meigs	9,000	8,800	98	



WOWK-TV BMPCT-7566 Granted 2/3/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scioto	30,200	29,700	98
	Vinton	4,200	4,100	98
WEST VIRGINIA	Boone	10,100	10,000	99
	Cabell	40,100	39,900	100
	Fayette	18,800	18,600	99
	Jackson	9,700	9,600	99
	Kanawha	87,100	86,600	99
	Lincoln	7,800	7,700	99
	Logan	16,200	16,100	99
	Mc Dowell	13,700	13,500	99
	Mason	9,800	9,700	99
	Mingo	12,200	12,000	98
	Nicholas	10,300	10,200	99
	Pleasants	2,900	2,900	100
	Putnam	16,100	16,000	99
	Raleigh	30,300	29,900	99
	Roane	5,700	5,600	98
	Wayne	16,200	16,000	99
	Wood	35,200	34,900	99
Wyoming	10,900	10,700	99	
KENTUCKY	Lewis	4,900	4,800	98
	Pike	27,100	26,800	99
OHIO	Pike	9,300	9,100	98
	Washington	23,900	23,300	98
WEST VIRGINIA	Braxton	5,200	5,100	98
	Clay	3,900	3,800	97
	Wirt	1,900	1,900	100

(Continued on page A-1248)

Station Totals	695,700	686,900	99
Net Weekly Circulation (1992)			442,300
Average Daily Circulation (1992)			228,500

West Virginia—Huntington-Charleston

WSAZ-TV

Ch. 3

Network Service: NBC.

Licensee: Lee Enterprises Inc., WSAZ Bldg., 645 5th Ave., Huntington, WV 25701.

Studios: 645 5th Ave., Huntington, WV 25701; Columbia Ave. & Virginia St., Charleston, WV.

Telephones: 304-697-4780 (Huntington); 304-344-3521 (Charleston).

TWX: 710-931-8034. Fax: 304-697-4325.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 42.7-kw visual, 4.27-kw aural. Antenna: Circularly polarized, 1274-ft. above av. terrain, 1009-ft. above ground, 2020-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, WV.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter C-band; Pinzone, 5-meter C-band; 5-meter Ku-band; DX Engineering, Harris, M/A-Com, Pinzone receivers.

News Services: AP, NBC.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: October 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (Television Digest, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

Represented (sales): Katz Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Donald Ray, General Manager.
- Chris Leister, General Sales Manager.
- Rick Vorhees, Local Sales Manager.
- Bill Cummings, News Manager.
- George M. Curry, Program Manager.
- Bill Allen, Business Manager.
- Helen Bowe, Marketing Director.
- Jack Deakin, Production Manager.
- Biji Hayes, Manager of Engineering.
- Teresa Branham, Traffic.

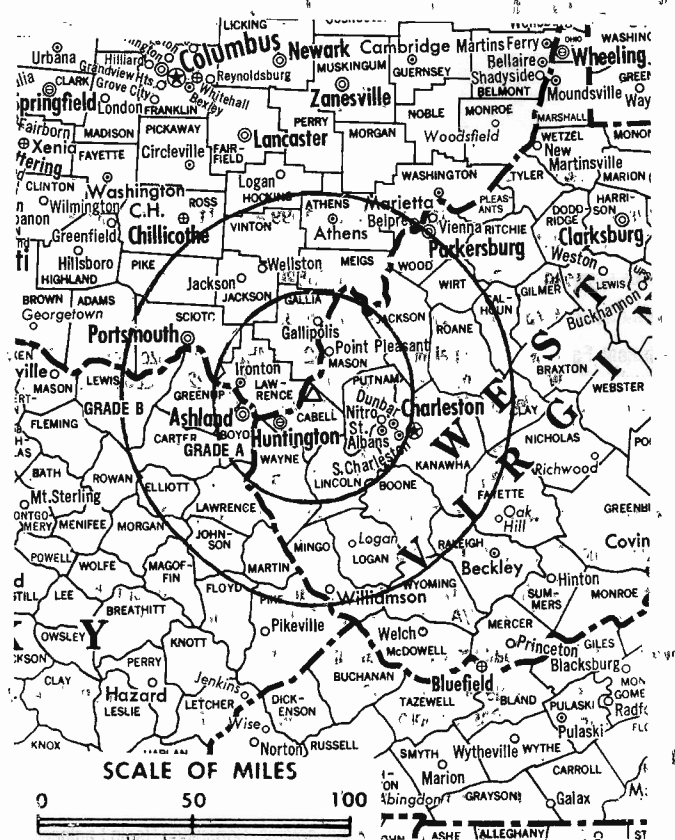
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 55.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,000	19,900	99
	Carter	8,900	8,800	99
	Elliott	2,400	2,400	100
	Floyd	16,700	16,500	99
	Greenup	13,500	13,400	99
	Johnson	8,700	8,600	99
	Lawrence	5,100	5,100	100
	Lewis	4,900	4,800	98
	Magoffin	4,700	4,600	98
	Martin	4,300	4,200	98
	Morgan	4,100	4,000	98
	Pike	27,100	26,800	99
	OHIO			
	Athens	20,300	19,800	98



WSAZ-TV BPCT-890414KL Granted 6/28/89 © American Map Corp., No. 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gallia	11,300	11,000	97
	Jackson	11,300	11,100	98
	Lawrence	23,400	23,000	98
	Meigs	9,000	8,800	98
	Scioto	30,200	29,700	98
	Vinton	4,200	4,100	98
WEST VIRGINIA				
	Boone	10,100	10,000	99
	Cabell	40,100	39,900	100
	Calhoun	3,100	3,100	98
	Clay	3,900	3,800	97
	Fayette	18,800	18,600	99
	Gilmer	2,800	2,800	100
	Jackson	9,700	9,600	99
	Kanawha	87,100	86,600	99
	Lincoln	7,800	7,700	99
	Logan	16,200	16,100	99
	Mason	9,800	9,700	99
	Mingo	12,200	12,000	98
	Nicholas	10,300	10,200	99
	Putnam	16,100	16,000	99
	Roane	5,700	5,600	98
	Wayne	16,200	16,000	99
	Wirt	1,900	1,900	100
	Wood	35,200	34,900	99
KENTUCKY				
Between 25-49%	Rowan	6,700	6,600	98
	OHIO			
	Pike	9,300	9,100	98
WEST VIRGINIA				
	Braxton	5,200	5,100	98
(Continued on page A-1248)				
Station Totals		732,900	723,500	99
Net Weekly Circulation (1992)			494,400	
Average Daily Circulation (1992)			319,100	

West Virginia—Charleston-Huntington

WVAH-TV

Ch. 11

Network Service: Fox.

Licensee: Act III Bcstg. of South Dakota Inc., 1999 Ave. of the Stars, Suite 500, Los Angeles, CA 90067.

Studio: 11 Broadcast Plaza, Hurricane, WV 25526.

Telephone: 304-757-0011. Fax: 304-757-7533.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 51-kw visual, 5.1-kw aural. Antenna: Circularly polarized, 1722-ft. above av. terrain, 1551-ft. above ground, 2522-ft. above sea level.

Latitude 38° 25' 15"
Longitude 81° 55' 27"

Transmitter: S side of Poplar Fork Rd., 1.53-mi. N of U.S. Rte. 60.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Vidare, 4.6-meter C-band; Comtech, 5-meter C-band; M/A-Com, Standard Communications receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 19, 1982 on Ch. 23. Began operation on Ch. 11 April 1988. Sale to Act III Bcstg. approved by FCC Dec. 17, 1987.

Represented (sales): Seltel Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Gallagher & Associates, Consulting Radio Engineers.

Personnel:

- Bill White, General Manager.
- Edwin Hill, General Sales Manager.
- Harold Cooper, National Sales Manager.
- Rita Gazitano, Program Director.
- John Fawcett, Promotion Director.
- Beth Billups, Controller.
- George Parnicza, Chief Engineer.
- Mindy Bradley, Marketing Director.
- Steve Utt, Production Manager.

Rates: On request.

City of License: Charleston. ADI: Charleston-Huntington. Rank: 55.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,000	19,900	99
	Carter	8,900	8,800	99
	Elliott	2,400	2,400	100
	Floyd	16,700	16,500	99
	Greenup	13,500	13,400	99
	Johnson	8,700	8,600	99
	Lawrence	5,100	5,100	100
	Magoffin	4,700	4,600	98
	Martin	4,300	4,200	98
	OHIO			
	Athens	20,300	19,800	98
	Gallia	11,300	11,000	97
	Jackson	11,300	11,100	98
Lawrence	23,400	23,000	98	
Meigs	9,000	8,800	98	
Scioto	30,200	29,700	98	
Vinton	4,200	4,100	98	
Washington	23,900	23,300	98	
WEST VIRGINIA				
Cabell	40,100	39,900	100	
Cahoun	3,100	3,100	98	
Clay	3,900	3,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fayette	18,800	18,600	99
	Jackson	9,700	9,600	99
	Kanawha	87,100	86,600	99
	Lincoln	7,800	7,700	99
	Logan	16,200	16,100	99
	Mason	9,800	9,700	99
	Mingo	12,200	12,000	98
	Nicholas	10,300	10,200	99
	Putnam	16,100	16,000	99
	Raleigh	30,300	29,900	99
	Roane	5,700	5,600	98
	Wayne	16,200	16,000	99
	Wirt	1,900	1,900	100
	Wood	35,200	34,900	99
Between 25-49%	KENTUCKY			
	Pike	27,100	26,800	99
	Rowan	6,700	6,600	98
	WEST VIRGINIA			
	Boone	10,100	10,000	99
Braxton	5,200	5,100	98	
Gilmer	2,800	2,800	100	
Greenbrier	14,000	13,800	99	
Mc Dowell	13,700	13,500	99	
Wyoming	10,900	10,700	99	
Between 5-24%	KENTUCKY			
	Knott	6,200	6,100	98
	Lewis	4,900	4,800	98
	OHIO			
Hocking	9,800	9,600	98	
Morgan	5,200	5,100	98	
(Continued on page A-1248)				
Station Totals		682,200	673,700	99
Net Weekly Circulation (1992)			382,400	
Average Daily Circulation (1992)			175,200	

West Virginia—Clarksburg-Fairmont

WBOY-TV

Ch. 12

Network Service: NBC

Licensee: WBOY-TV Inc., 912 W. Pike St., Clarksburg, WV 26301.

Studio: 912 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 1590, Clarksburg, WV 26302.

Telephone: 304-623-3311. **TWX:** 710-939-6813. **Fax:** 304-624-6152.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 265-kw visual, 26.2-kw aural. Antenna: 860-ft. above av. terrain, 572-ft. above ground, 2024-ft. above sea level.

Latitude 39° 17' 06"
Longitude 80° 19' 47"

Transmitter: Pinnicknick Mountain.

Multichannel TV Sound: Stereo only.

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

News Service: AP

Ownership: Birney Imes Jr. & Family (Group Owner).

Began Operation: November 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin, approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcastg. Co. was approved March 11, 1964 (Television Digest, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV-TV, Steubenville, OH.

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

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

Personnel:

Gary Bowden, Vice President & General Manager.

Jamie Logue, News Director.

Frances Basile, Program Director.

Mike Simons, Promotion Director.

Barbara Lynch, Business Manager.

Ray Myers, Chief Engineer.

Rates: On request.

City of License: Clarksburg. **ADI:** Clarksburg-Weston. **Rank:** 161.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Doddridge	2,700	2,700	100
	Gilmer	2,800	2,800	100
	Harrison	28,200	28,000	99
	Lewis	6,800	6,700	99
	Marion	23,700	23,500	99
	Monongalia	29,800	29,500	99
	Preston	10,900	10,800	99
	Randolph	10,500	10,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Taylor	5,800	5,700	98
	Tucker	3,200	3,200	98
	Upshur	8,500	8,400	99
Between 25-49%	OHIO			
	Monroe	5,900	5,800	97
	WEST VIRGINIA			
	Braxton	5,200	5,100	98
	Pleasants	2,900	2,900	100
	Ritchie	4,200	4,100	98
	Tyler	3,800	3,800	99
Webster	4,200	4,100	98	
Wetzel	7,400	7,300	99	
Between 5-24%	MARYLAND			
	Garrett	10,100	10,000	99
	PENNSYLVANIA			
	Greene	15,000	14,700	98
	WEST VIRGINIA			
	Calhoun	3,100	3,100	98
	Marshall	14,500	14,400	99
Nicholas	10,300	10,200	99	
Pendleton	3,100	3,000	97	
Pocahontas	3,700	3,600	97	
Station Totals		232,300	229,600	99
Net Weekly Circulation (1992)				129,700
Average Daily Circulation (1992)				76,900

West Virginia—Clarksburg-Weston

WDTV

Ch. 5

Network Service: CBS.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

Studio: 5 Television Dr., Bridgeport, WV 26330.

Mailing Address: Box 480, Bridgeport, WV 26330.

Telephone: 304-623-5555. **TWX:** 710-935-1142. **Fax:** 304-842-7501.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mountain, U.S. Rte. 19, Weston, WV.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; ADM, 6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.3-meter Ku-band; Automation Techniques, Chapparral, General Instrument, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr. (Group Owner).

Began Operation: June 22, 1960. Sale to present owner by Broadcasting Industries of West Virginia approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of West Virginia approved June 30, 1971. Sale to Broadcast Industries (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 (*Television Digest*, Vol. 6:34, 35).

Represented (sales): Katz Television.

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

Personnel:

- W. Russell Withers Jr., Owner.
- Mike Smith, General Manager.
- Nick Pellegrin, Program Director.
- Robin Urquhart, Promotion Director.
- Maurice E. Heskett, Chief Engineer.

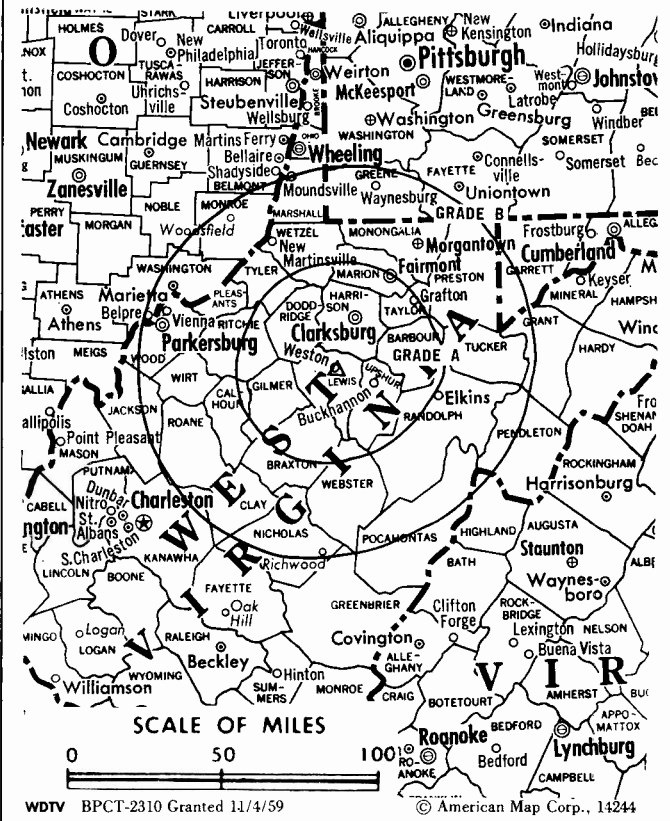
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Weston. **ADI:** Clarksburg-Weston. **Rank:** 161.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	10,100	10,000	99
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Braxton	5,200	5,100	98
	Calhoun	3,100	3,100	98
	Doddridge	2,700	2,700	100
	Gilmer	2,800	2,800	100
	Harrison	28,200	28,000	99
	Lewis	6,800	6,700	99
Marion	23,700	23,500	99	
Monongalia	29,800	29,500	99	
Preston	10,900	10,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Randolph	10,500	10,300	99
	Ritchie	4,200	4,100	98
	Taylor	5,800	5,700	98
	Tucker	3,200	3,200	98
	Upshur	8,500	8,400	99
Webster	4,200	4,100	98	
Between 25-49%	OHIO			
	Washington	23,900	23,300	98
	WEST VIRGINIA			
Nicholas	10,300	10,200	99	
Between 5-24%	OHIO			
	Monroe	5,900	5,800	97
	PENNSYLVANIA			
	Greene	15,000	14,700	98
	VIRGINIA			
	Highland	1,100	1,100	100
	WEST VIRGINIA			
	Clay	3,900	3,800	97
	Pendleton	3,100	3,000	97
	Pleasants	2,900	2,900	100
Pocahontas	3,700	3,600	97	
Roane	5,700	5,600	98	
Tyler	3,800	3,800	99	
Wetzel	7,400	7,300	99	
Wirt	1,900	1,900	100	
Wood	35,200	34,900	99	
Station Totals		289,500	285,800	99
Net Weekly Circulation (1992)				154,600
Average Daily Circulation (1992)				90,500

West Virginia—Clarksburg

WLYJ

Ch. 46

Network Service: None, independent.

Licensee: Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26301.

Studio: 775 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 2544, Clarksburg, WV 26302-2544.

Telephone: 304-623-5782.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02"
Longitude 80° 20' 37"

Transmitter: N. 16th Extended, Clarksburg.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; DX Antenna receivers.

Ownership: Christian Communications Center Inc.

Began Operation: February 8, 1981.

Represented (legal): Gammon & Grange.

Represented (engineering): Serge Bergen.

Personnel:

- Jack L. Kincaid, General Manager.
- Marilyn Huff, Program & Promotion Director.
- Wayne L. Fast, Chief Engineer.

Highest 30 Sec. Rate: \$40.

City of License: Clarksburg. **ADI:** Clarksburg-Weston. **Rank:** 161.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WEST VIRGINIA				
Between 5-24%	Barbour	6,000	5,900	98
	Harrison	28,200	28,000	99
	Lewis	6,800	6,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Monongalia	29,800	29,500	99
	Taylor	5,800	5,700	98
Station Totals		76,600	75,800	99
Net Weekly Circulation (1992)				6,100
Average Daily Circulation (1992)				1,500

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

Television & Cable Factbook

West Virginia—Martinsburg

WYVN

Ch. 60

Network Service: Fox.

Grantee: Flying A Communications L.P., Box 2089, Martinsburg, WV 25401.

Studio: 1 Discovery Place, Martinsburg, WV 25401.

Telephone: 304-267-6060. **Fax:** 304-267-6180.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 3890-kw max. visual. Antenna: 1024-ft. above av. terrain, 240-ft. above ground, 1699-ft. above sea level.

Latitude	39°	27'	27"
Longitude	78°	03'	53"

Transmitter: 2.4-mi. W of Nollville, Gerrardstown District, Berkeley County.

Multichannel TV Sound: Stereo only.

News Services: AP, CNN, Fox News.

Ownership: Flying A Communications Inc.

Began Operation: October 1, 1991.

Represented (legal): Ginsburg, Feldman & Bress, Chartered.

Represented (engineering): Carl Lahm, P.C.

Personnel:

Ralph Albertazzie, General Manager.

Carol LaFever, Station & General Sales Manager.

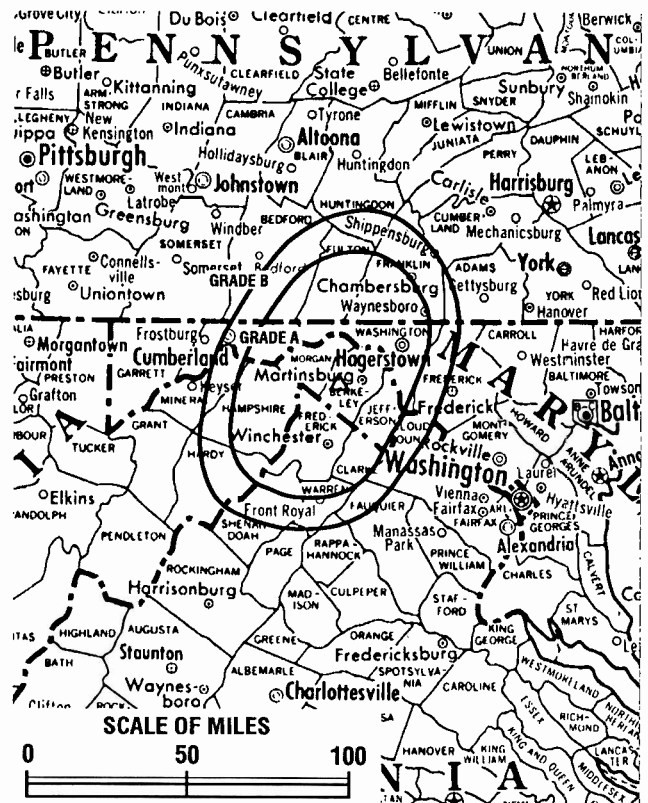
Jeff Hertrick, News Director.

Selena Luther, Program Director.

Pam Peacock, Production Manager.

Mary Lou Carlson, Business Manager.

Jeff Kees, Chief Engineer.



WYVN BMPCT-910930KL Granted 2/21/92 © American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Martinsburg. **ADI:** Washington, DC. **Rank:** 7.

West Virginia—Oak Hill-Beckley-Bluefield

WOAY-TV

Ch. 4

Network Service: ABC.

Licensee: Thomas Broadcasting Co., Box 251, Oak Hill, WV 25901.

Studio: Rte. 16 S, Oak Hill, WV 25901.

Mailing Address: Box 251, Oak Hill, WV 25901.

Telephones: 304-469-3361; 304-255-5224. **TWX:** 710-938-1633.

Fax: 304-465-1420.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 16, 0.7-mi. S of Oak Hill city limits.

Satellite Earth Stations: In operation.

News Services: ABC, AP.

Ownership: Thomas Broadcasting Co.

Began Operation: December 3, 1954.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Silliman & Silliman.

Personnel:

Robert R. Thomas III, President.

Al Marra, Vice President & General Manager.

John Maybin, Local Sales Manager.

John Price, News Director.

Mike McMillon, Promotion Manager.

Don Watkins, Production Manager.

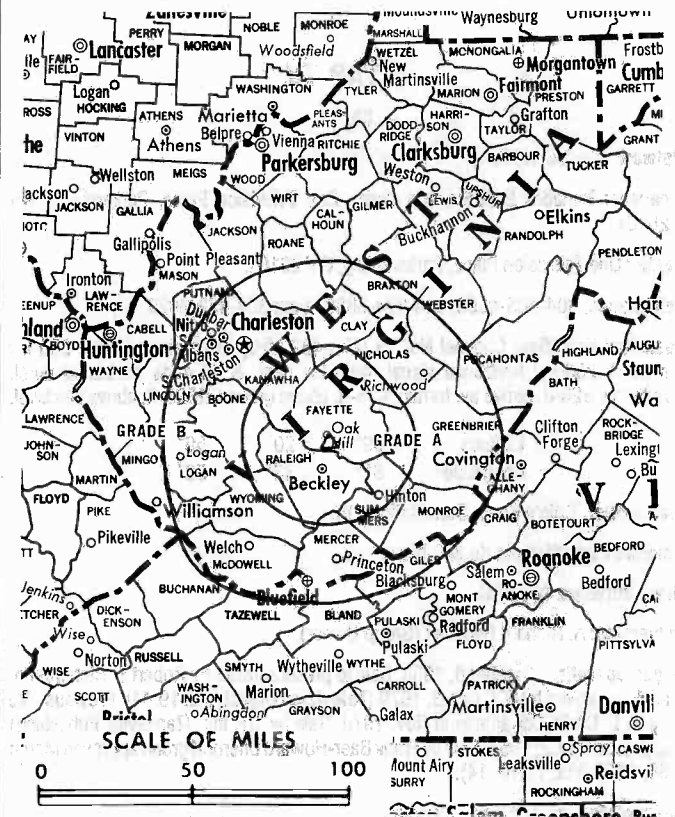
Jim Martin, Chief Engineer.

Rates: On request.

City of License: Oak Hill. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 148.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Tazewell	17,200	17,000	99
	WEST VIRGINIA			
	Fayette	18,800	18,600	99
	Greenbrier	14,000	13,800	99
	McDowell	13,700	13,500	99
	Mercer	26,200	26,000	99
	Nicholas	10,300	10,200	99
	Raleigh	30,300	29,900	99
	Summers	5,200	5,100	98
Wyoming	10,900	10,700	99	



WOAY-TV BMPCT-2280 Granted 8/3/54

© American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Buchanan	11,300	11,100	98
	WEST VIRGINIA			
	Braxton	5,200	5,100	98
Clay	3,900	3,800	97	
Monroe	4,800	4,700	98	
Between 5-24%	VIRGINIA			
	Bland	2,200	2,100	95
	Craig	1,600	1,600	100
	Floyd	4,800	4,700	98
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Boone	10,100	10,000	99
	Calhoun	3,100	3,100	98
	Gilmer	2,800	2,800	100
	Kanawha	87,100	86,600	99
Pocahontas	3,700	3,600	97	
Roane	5,700	5,600	98	
Webster	4,200	4,100	98	
Station Totals		303,100	299,600	99
Net Weekly Circulation (1992)				132,200
Average Daily Circulation (1992)				68,000

West Virginia—Parkersburg-Marietta, Ohio

WTAP-TV

Ch. 15

Network Service: NBC.

Licensee: Benedek Broadcasting Corp., One Television Place, Parkersburg, WV 26101.

Studio: One Television Place, Parkersburg, WV 26101.

Telephones: 304-485-4588; 614-374-6808. Fax: 304-422-3920.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"

Longitude 81° 33' 56"

Transmitter: Dole's Knob, Constitution, OH.

Satellite Earth Station: Ku & C-band.

News Services: AP, NBC.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: October 8, 1953. Sale to present owner by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (Television Digest, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

Represented (sales): Katz Television.

Personnel:

Keith L. Bland, General Manager.

Debbie Eddy, Sales Manager.

Roger Sheppard, News Director.

Joyce Ancrile, Program & Promotion Director.

Judith Lung, Business Manager.

Gene Monday, Chief Engineer.

Highest 30 Sec. Rate: \$450.

City of License: Parkersburg. ADI: Parkersburg. Rank: 184.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Washington	23,900	23,300	98
	WEST VIRGINIA			
	Pleasants	2,900	2,900	100
	Wood	35,200	34,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Ritchie	4,200	4,100	98
	Wirt	1,900	1,900	100
Between 5-24%	OHIO			
	Athens	20,300	19,800	98
	Gallia	11,300	11,000	97
	Meigs	9,000	8,800	98
	Morgan	5,200	5,100	98
	Noble	4,200	4,100	96
	WEST VIRGINIA			
	Doddridge	2,700	2,700	100
	Jackson	9,700	9,600	99
	Mason	9,800	9,700	99
	Tyler	3,800	3,800	99
Station Totals		144,100	141,700	98
Net Weekly Circulation (1992)				65,000
Average Daily Circulation (1992)				40,900

West Virginia—Wheeling

WTRF-TV
Ch. 7

Network Service: CBS, ABC.

Licensee: Brisette TV of Wheeling Inc.

Studio: 96 16th St., Wheeling, WV 26003.

Telephone: 304-232-7777. **TWX:** 710-932-8241. **Fax:** 304-232-4975.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Transmitter: RD. 1, Kirkwood Heights, Bridgeport, OH.

Satellite Earth Stations: Chapparral Ku & C-band; M/A-Com Ku-band; Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Uniden, 3.5-meter; Chapparral, M/A-Com; Microdyne, Scientific-Atlanta, Uniden receivers.

News Services: AP.

Ownership: Brisette Broadcasting Corp. (Group Owner).

Began Operation: October 24, 1953. Sale to present owner approved by FCC Dec. 24, 1991. Sale to Adams Communications approved Dec. 23, 1987. Sale to Wesray Corp. approved by FCC Aug. 16, 1984. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from **Wheeling Intelligencer** and **News Register** (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (**Television Digest**, Vol. 14:46, 48, 52).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- David L. Trabert, General Manager.
- Marilyn Gates, Local Sales Manager.
- James Roberts, Regional Sales Manager.
- Donald Wayne, News Director.
- Kevin Niggemyer, Business Manager.
- Magdaline Balsley, Production Manager.
- Joe Dumas, Chief Engineer.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Wheeling. **ADI:** Wheeling, WV-Steubenville, OH. **Rank:** 142.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	29,200	28,800	99
	Carroll	10,100	10,000	99
	Guernsey	15,100	14,800	98
	Harrison	6,100	6,000	98
	Jefferson	31,300	31,000	99
	Monroe	5,900	5,800	97
	Noble	4,200	4,100	96
	WEST VIRGINIA			
	Brooke	10,300	10,300	100
	Hancock	14,300	14,300	100
	Marshall	14,500	14,400	99
	Ohio	21,800	21,700	100
	Pleasants	2,900	2,900	100
Tyler	3,800	3,800	99	
Wetzel	7,400	7,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Coshocton	14,000	13,700	98
	Tuscarawas	33,100	32,600	98
	PENNSYLVANIA			
	Fayette	56,400	55,300	98
	Greene	15,000	14,700	98
	Washington	79,700	78,600	99
	WEST VIRGINIA			
	Preston	10,900	10,800	99
	Randolph	10,500	10,300	99
Tucker	3,200	3,200	98	
Between 5-24%	MARYLAND			
	Garrett	10,100	10,000	99
	OHIO			
	Columbiana	41,400	40,900	99
	Morgan	5,200	5,100	98
	Muskingum	31,800	31,300	98
	Washington	23,900	23,300	98
	PENNSYLVANIA			
	Somerset	30,300	29,700	98
	WEST VIRGINIA			
	Barbour	6,000	5,900	98
	Doddridge	2,700	2,700	100
	Harrison	28,200	28,000	99
	Marion	23,700	23,500	99
Monongalia	29,800	29,500	99	
Ritchie	4,200	4,100	98	
Taylor	5,800	5,700	98	
Upshur	8,500	8,400	99	
Station Totals		651,300	642,500	99
Net Weekly Circulation (1992)				281,200
Average Daily Circulation (1992)				144,500

West Virginia

WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WEST VIRGINIA			
	Mc Dowell	13,700	13,500	99
	Pleasants	2,900	2,900	100
	Raleigh	30,300	29,900	99
	Wyoming	10,900	10,700	99
Between 5-24%	OHIO			
	Adams	9,600	9,200	96
	Morgan	5,200	5,100	98
	Perry	11,600	11,400	98
	Washington	23,900	23,300	98
	VIRGINIA			
	Buchanan	11,300	11,100	98
	Dickenson	6,600	6,500	98
	WEST VIRGINIA			
	Greenbrier	14,000	13,800	99
Mercer	26,200	26,000	99	
Ritchie	4,200	4,100	98	
Webster	4,200	4,100	98	

WVAH-TV, Charleston-Huntington (Arbitron Data Continued)

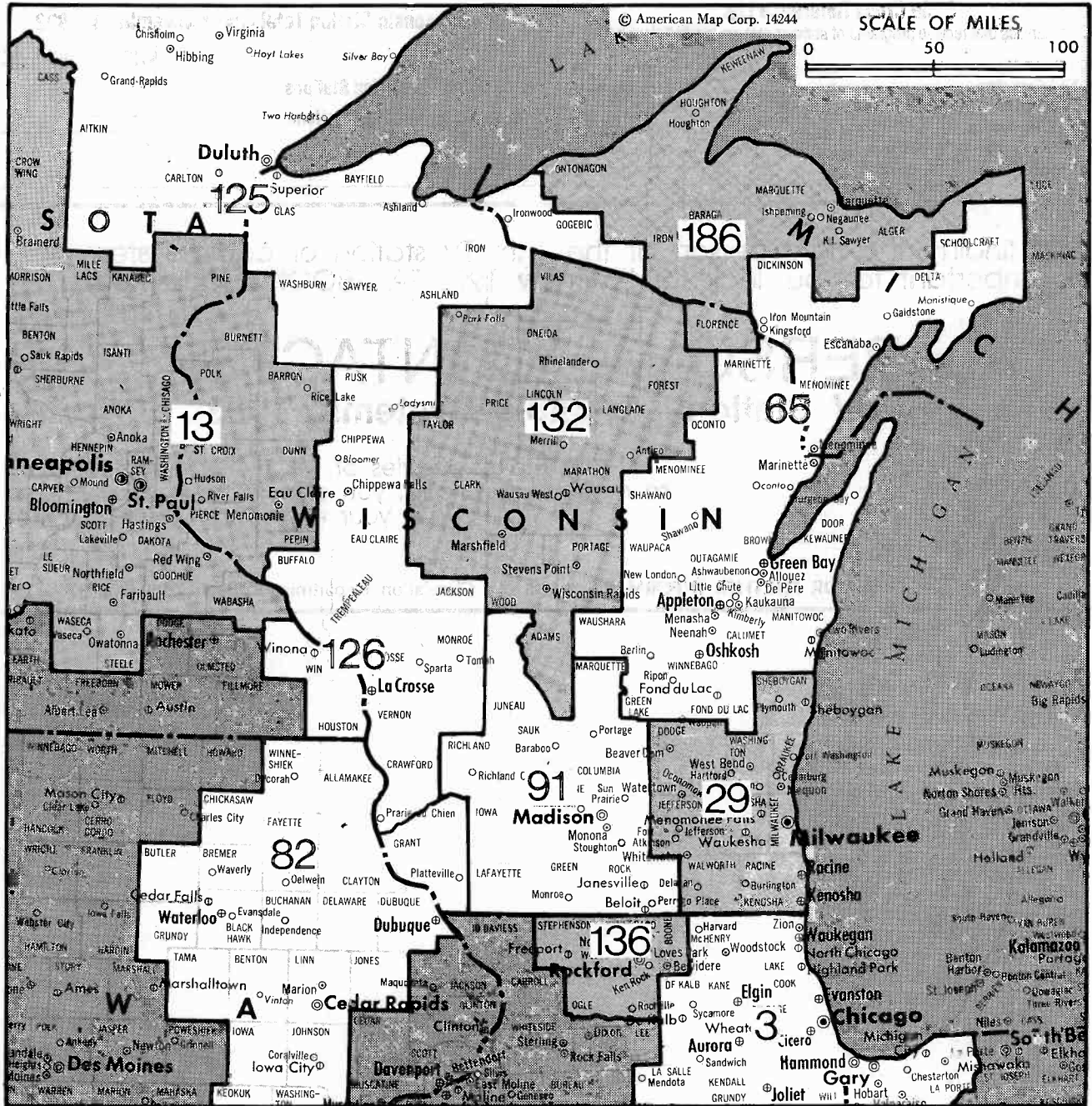
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Pike	9,300	9,100	98
	WEST VIRGINIA			
	Doddridge	2,700	2,700	100
	Pleasants	2,900	2,900	100
	Ritchie	4,200	4,100	98
	Webster	4,200	4,100	98

WCHS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Morgan	5,200	5,100	98
	Noble	4,200	4,100	96
	Pike	9,300	9,100	98
	VIRGINIA			
	Buchanan	11,300	11,100	98
	WEST VIRGINIA			
	Doddridge	2,700	2,700	100
	Greenbrier	14,000	13,800	99
	Mercer	26,200	26,000	99
	Pocahontas	3,700	3,600	97
	Randolph	10,500	10,300	99
	Summers	5,200	5,100	98
Upshur	8,500	8,400	99	

WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Morgan	4,100	4,000	98
	Rowan	6,700	6,600	98
	OHIO			
	Morgan	5,200	5,100	98
	Perry	11,600	11,400	98
	VIRGINIA			
	Buchanan	11,300	11,100	98
	WEST VIRGINIA			
	Calhoun	3,100	3,100	98
	Gilmer	2,800	2,800	100
	Greenbrier	14,000	13,800	99
	Ritchie	4,200	4,100	98
	Summers	5,200	5,100	98
Webster	4,200	4,100	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,023,600	3	WBMM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WJYS (62), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
Minneapolis-St. Paul, MN	1,400,500	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN-TV (29), KLGT-TV (23), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KXLI (41), WCCO-TV (4)
Milwaukee, WI	772,200	29	WCGV-TV (24), WDJT-TV (58), WHKE (55), WISN-TV (12), WITI-TV (6), WJJA (49), WTMJ-TV (4), WVCY-TV (30), WVTM (18)
Green Bay-Appleton, WI	385,400	65	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WSCO (14), WXGZ-TV (32)
Cedar Rapids-Waterloo-Dubuque, IA	300,800	82	KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KWWL (7)
Madison, WI	276,300	91	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
Duluth, MN-Superior, WI	168,100	125	KBJR-TV (6), KDLH (3), WDIO-TV (10), WRT (13)
La Crosse-Eau Claire, WI	167,900	126	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Wausau-Rhineland, WI	162,500	132	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
Rockford, IL	156,300	136	WIFR (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Marquette, MI	56,000	186	WLUC-TV (6)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WSCO, Green Bay	See Suring, WI
WXGZ-TV, Green Bay	See Appleton, WI
WFRV-TV & WLUK-TV, Marinette	See Green Bay, WI
WJFW-TV, Rhinelander	See Wausau, WI
KDLH, KBJR-TV & WDIO-TV, Superior	See Duluth, MN

Wisconsin Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	12	15	27
Educational Television Stations	1	7	8
	13	22	35

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Wisconsin—Appleton

WXGZ-TV

Ch. 32

Network Service: Fox.

Licensee: Ace TV Inc., 417 S. Adams St., Green Bay, WI 54301.

Studio: 3025 N. Marshall Rd., Appleton, WI 54915.

Mailing Address: Box 995, Appleton, WI 54912.

Telephone: 414-437-8191. Fax: 414-713-0704.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1070-kw max. visual, 107-kw max. aural. Antenna: 1190-ft. above av. terrain, 1025-ft. above ground, 1971-ft. above sea level.

Latitude 44° 21' 32"
Longitude 87° 58' 58"

Transmitter: N side of Shirley Rd. between Ridgeview & Morrison Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.57-meter Ku-band; Fiberdome, 4-meter C-band; Harris, 3-meter C-band; DX Antenna, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Ace TV Inc.

Began Operation: January 15, 1984. Transfer of control to Appleton Midwestem TV Ltd. approved by FCC April 9, 1985. Assignment of license to Trustee granted Nov. 18, 1991. Sale to Ace TV Inc. granted August 3, 1992.

Represented (sales): Adam Young Inc.

Personnel:

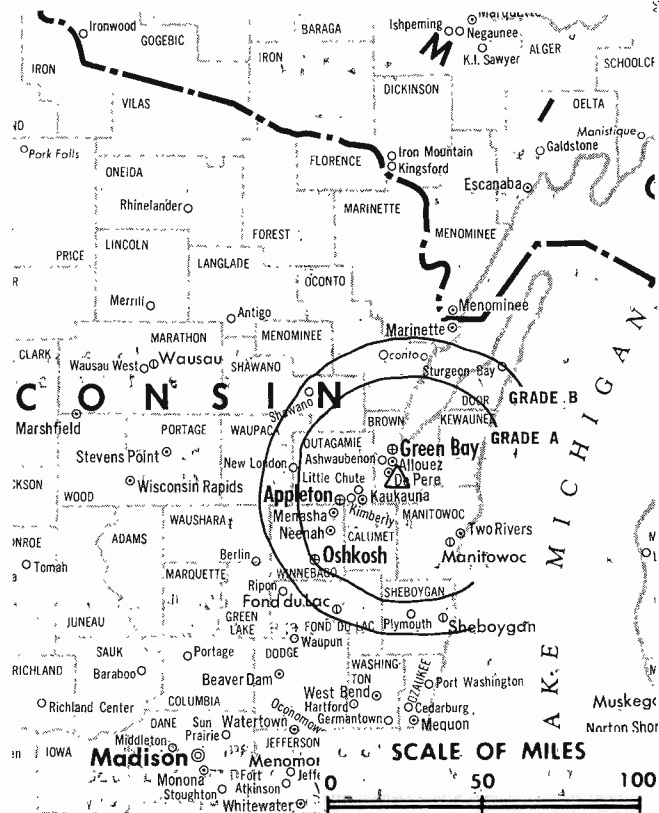
- Roy Smith, General Manager.
- Joni Paye, General Sales Manager.
- Carol Busey, Local Sales Manager.
- Harold Davich, Program Manager.
- Kit Price, Promotion Manager.
- Michelle Maynard, Business Manager.
- Jeff Slager, Chief Engineer.
- Janine Herman, Traffic Manager.

Highest 30 Sec. Rate: \$175.

City of License: Appleton. ADI: Green Bay-Appleton. Rank: 65.

Total Households; ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Brown	74,300	73,800	99
	Calumet	12,400	12,300	99
	Door	10,700	10,600	99
	Green Lake	7,500	7,400	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,400	30,200	99
	Marinette	16,100	16,000	99
	Menominee	1,100	1,000	95
	Oconto	12,000	11,800	98



WXGZ-TV BMPCT-830802KH Granted 12/12/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Outagamie	51,800	51,500	99
	Shawano	14,400	14,200	99
	Waupaca	17,300	17,100	99
	Winnebago	54,700	54,300	99
Between 5-24%	MICHIGAN			
	Menominee	9,800	9,700	99
	WISCONSIN			
	Fond Du Lac	33,200	32,700	99
	Langlade	7,700	7,600	99
	Marquette	5,400	5,200	97
	Portage	21,400	21,100	99
Sheboygan	39,200	38,800	99	
Waushara	8,300	8,100	98	
Station Totals		434,600	430,200	99
Net Weekly Circulation (1992)				138,800
Average Daily Circulation (1992)				47,900

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Wisconsin—Eau Claire

WEAU-TV

Ch. 13

Network Service: NBC.

Licensee: Busse Broadcasting Corp., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 1907 S. Hastings Way, Eau Claire, WI 54701.

Mailing Address: Box 47, Eau Claire, WI 54702-0047.

Telephone: 715-835-1313. **Fax:** 715-832-0246.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, WI on County Rd. H.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; United Satellite Systems, 5-meter C-band; DX Antenna, Harris, Microdyne, Wegener receivers.

News Services: AP, NBC.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: December 17, 1953. Sale to Richard Benedek approved April 6, 1990 (Television Digest: Vol. 30:13) but never consummated. Sale to Busse Bcstg. approved July 31, 1987. Sale to Gillett Bcstg. by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. by Morgan Murphy interests approved May 16, 1962 (Vol. 2:4, 21).

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

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

Personnel:

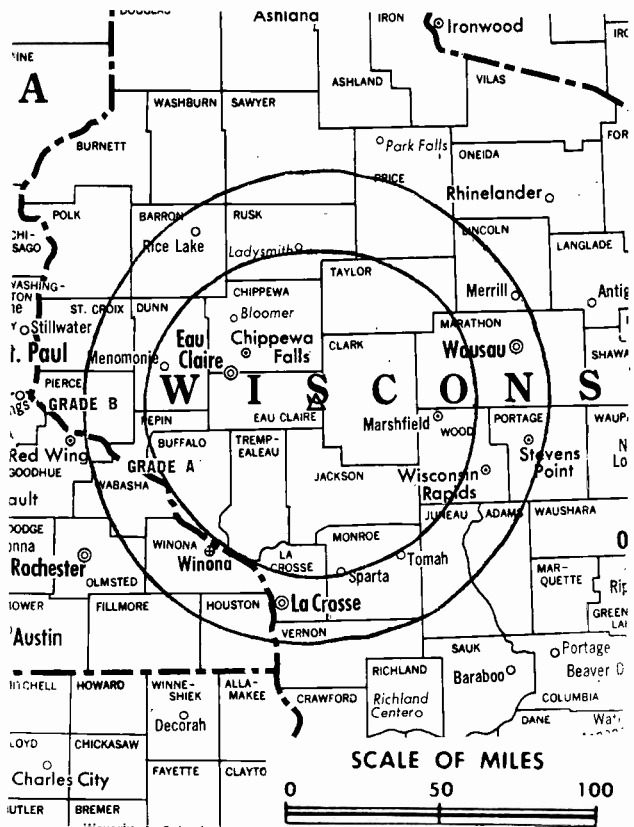
- Cheri Weinke, General Manager.
- Skip Dornseif, General Sales Manager.
- Liz Dahlen, Local Sales Manager.
- John Hoffland, News Director.
- Kristen Lorentz, Program Director.
- Ron Wiedemeier, Chief Engineer.
- Barb Renbarger, Business Manager.
- Dick Dionne, Operations Manager.
- Linda Mueller, Traffic Manager.

Rates: On request.

City of License: Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 126.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
50% & Over	Adams	5,800	5,600	97
	Barron	16,000	15,600	98
	Buffalo	5,400	5,300	98
	Chippewa	19,500	19,200	99
	Clark	11,800	11,500	97
	Dunn	12,500	12,300	98
	Eau Claire	32,300	31,800	98
	Jackson	6,500	6,300	98
	Juneau	8,700	8,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	La Crosse	37,300	36,900	99	
	Monroe	13,900	13,600	98	
	Pepin	2,800	2,700	96	
	Portage	21,400	21,100	99	
	Rusk	5,800	5,700	98	
	Taylor	6,800	6,700	99	
	Trempealeau	9,700	9,400	97	
	Vernon	10,100	9,900	98	
	Wood	29,200	28,900	99	
	MINNESOTA				
Between 25-49%	Houston	6,800	6,700	99	
	Wabasha	7,500	7,400	99	
	Winona	16,700	16,500	99	
WISCONSIN					
Between 25-49%	Price	6,300	6,100	97	
	Sawyer	5,800	5,600	97	
IOWA					
Between 5-24%	Allamakee	5,300	5,200	98	
	MINNESOTA				
Station Totals	Fillmore	7,800	7,700	99	
	WISCONSIN				
	Crawford	6,100	6,000	98	
	Marathon	42,300	41,900	99	
	Pierce	11,600	11,400	98	
	Polk	13,600	13,400	99	
	Richland	6,700	6,600	98	
	St Croix	18,100	17,900	99	
	Washburn	5,700	5,600	98	
	Net Weekly Circulation (1992)		415,800	408,900	98
Average Daily Circulation (1992)				226,200	
				139,300	

Wisconsin—Eau Claire

WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 1355 Piccard Dr., Suite 350, Rockville, MD 20850.

Studio: 2881 S. Hastings Way, Eau Claire, WI 54701.

Telephone: 715-835-1881. **TWX:** 510-101-1565. **Fax:** 715-835-8009.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.7-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"
Longitude 91° 40' 05"

Transmitter: 3.9-mi. SE of Colfax.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Com, Scientific-Atlanta; Uniden receivers.

Ownership: Tak Communications Inc., Debtor-in-Possession (Group Owner).

Began Operation: September 22, 1980. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

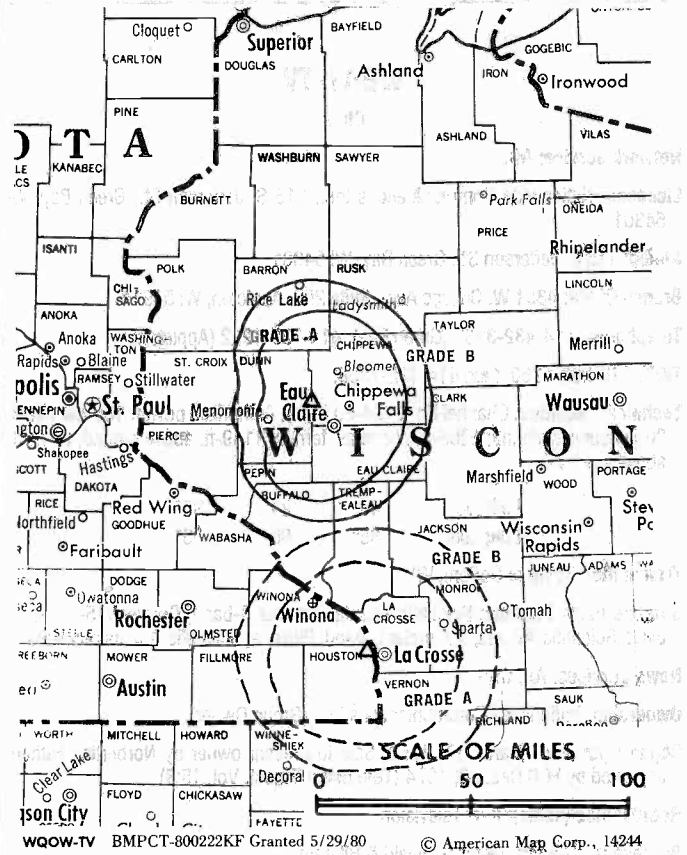
- Chuck Roth, President & General Manager.
- Ron Montezon, Station Manager.
- Bob Braun, Local Sales Manager.
- Dave White, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 126.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV%, and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Chippewa	19,500	19,200	99
	Dunn	12,500	12,300	98
	Eau Claire	32,300	31,800	98
	Rusk	5,800	5,700	98
Between 25-49%	WISCONSIN			
	Barron	16,000	15,600	98
	Pepin	2,800	2,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WISCONSIN			
	Buffalo	5,400	5,300	98
	Clark	11,800	11,500	97
	Pierce	11,600	11,400	98
	Polk	13,600	13,400	99
	Sawyer	5,800	5,600	97
	Taylor	6,800	6,700	99
	Trempealeau	9,700	9,400	97
	Washburn	5,700	5,600	98
Station Totals		159,300	156,200	98
Net Weekly Circulation (1992)				65,500
Average Daily Circulation (1992)				31,900

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Wisconsin—Green Bay

WBAY-TV

Ch. 2

Network Service: ABC.

Licensee: Nationwide Communications Inc., 115 S. Jefferson St., Green Bay, WI 54301.

Studio: 115 S. Jefferson St., Green Bay, WI 54301.

Branch Office: 4351 W. College Ave., Suite 200, Appleton, WI 54914.

Telephones: 414-432-3331 (Green Bay); 414-735-1222 (Appleton).

TWX: 910-263-1260. **Fax:** 414-432-7808.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 35"
Longitude 88° 00' 05"

Transmitter: Town of DePere, WI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (Television Digest, Vol. 15:3).

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Ted Kohl, General Manager.
- Rob Kriehoff, General Sales Manager.
- Bob Southard, National Sales Manager.
- Richard D. Millhiser, Program Director.
- Tom McCarey, News Director.
- Mark B. Young, Promotion Director.
- John Franken, Production Manager.
- Peggy Wilcox, Business Manager.
- Arthur J. Williams, Chief Engineer.

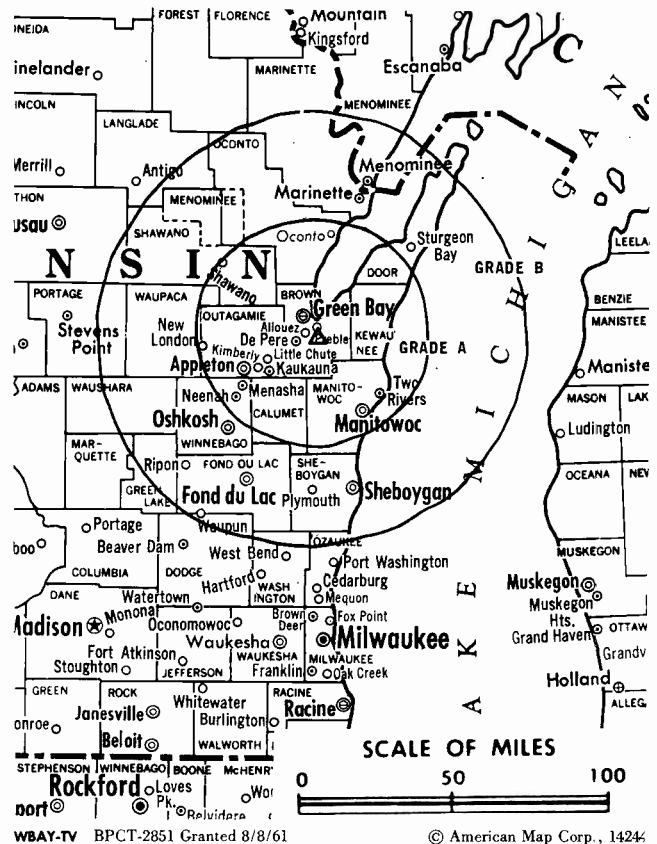
Rates: On request.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 65.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Menominee	9,800	9,700	99
	WISCONSIN			
	Brown	74,300	73,800	99
	Calumet	12,400	12,300	99
Door	10,700	10,600	99	
Fond Du Lac	33,200	32,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Green Lake	7,500	7,400	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,400	30,200	99
	Marinette	16,100	16,000	99
	Menominee	1,100	1,000	95
	Oconto	12,000	11,800	98
	Outagamie	51,800	51,500	99
	Shawano	14,400	14,200	99
	Waupaca	17,300	17,100	99
	Winnebago	54,700	54,300	99
Between 25-49%	WISCONSIN			
	Marquette	5,400	5,200	97
	Sheboygan	39,200	38,800	99
Waushara	8,300	8,100	98	
Between 5-24%	MICHIGAN			
	Grand Traverse	24,800	24,400	98
	Manistee	9,000	8,900	98
	Mason	10,300	10,000	97
	WISCONSIN			
Forest	3,400	3,300	97	
Langlade	7,700	7,600	99	
Portage	21,400	21,100	99	
Station Totals		482,100	476,800	99
Net Weekly Circulation (1992)			345,200	
Average Daily Circulation (1992)			214,900	

Wisconsin—Green Bay

WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: 1181 E. Mason St., Green Bay, WI 54301.

Mailing Address: Box 19055, Green Bay, WI 54307-9055.

Telephone: 414-437-5411. TWX: 910-263-1258. Fax: 414-437-4576.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"
Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Satellite Earth Stations: Andrew, 7.3-meter; Comtech, 5-meter; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter; Avantek, Microdyne, M/A-Corn receivers.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: May 21, 1955. Sale to present owner approved by FCC Dec. 19, 1991 (Television Digest, Vol. 31:25, 30, 45, 51). Sale to Midwest Communications by Orion Bcstg. approved Aug. 14, 1981 (Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

Represented (sales): TeleRep Inc.

Personnel:

Robert B. Farrow, Vice President & General Manager.

R. Perry Kidder, Director of Sales.

Jackie Stewart, General Sales Manager.

Gerald R. Jensen, News Director.

Dan Ullmer, Chief Engineer.

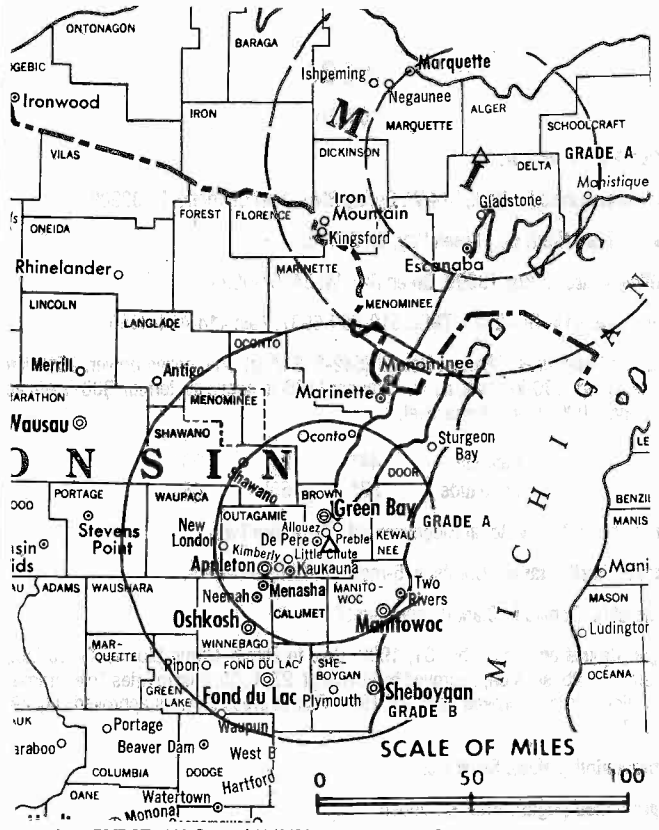
Alan Eaton, Director of Broadcast Operations & Marketing.

Rates: On request.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Menominee	9,800	9,700	99
	WISCONSIN			
	Brown	74,300	73,800	99
	Calumet	12,400	12,300	99
	Door	10,700	10,600	99
	Fond Du Lac	33,200	32,700	99
	Green Lake	7,500	7,400	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,400	30,200	99
	Marinette	16,100	16,000	99
	Menominee	1,100	1,000	95
	Oconto	12,000	11,800	98
	Outagamie	51,800	51,500	99
	Shawano	14,400	14,200	99
	Sheboygan	39,200	38,800	99
	Waupaca	17,300	17,100	99
	Waushara	8,300	8,100	98
	Winnebago	54,700	54,300	99
Between 25-49%	MICHIGAN			
	Delta	14,200	13,900	98
	Dickinson	10,700	10,600	99



WFRV-TV BMPCT-4300 Granted 11/2/56 © American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Houghton	13,200	12,800	97
	Luce	2,200	2,100	95
	Marquette	25,500	25,200	99
	WISCONSIN			
	Forest	3,400	3,300	97
	Langlade	7,700	7,600	99
	Marquette	5,400	5,200	97
Between 5-24%	MICHIGAN			
	Alger	3,200	3,100	97
	Baraga	3,100	3,000	97
	Gogebic	7,400	7,200	98
	Iron	5,600	5,500	98
	Keweenaw	800	800	100
	Mason	10,300	10,000	97
	Ontonagon	3,600	3,500	97
	Schoolcraft	3,100	3,000	97
	WISCONSIN			
	Ashland	6,400	6,300	98
	Florence	1,600	1,600	100
	Iron	2,700	2,700	100
Marathon	42,300	41,900	99	
Portage	21,400	21,100	99	
Wood	29,200	28,900	99	
Station Totals		623,100	615,600	99
Net Weekly Circulation (1992)				382,700
Average Daily Circulation (1992)				223,900

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

Wisconsin—Green Bay

WGBA

Ch. 26

Network Service: Fox.

Licensee: Donald E. Clark, 374 W. Spring Blvd., Port Charlotte, FL 33909.

Studio: 1391 North Rd., Green Bay, WI 54313.

Mailing Address: Box 19099, Green Bay, WI 54307-9099.

Telephone: 414-494-2626. **TWX:** 510-600-6937. **Fax:** 414-494-9550.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 250-kw max. aural. Antenna: 1180-ft. above av. terrain, 980-ft. above ground, 2000-ft. above sea level.

Latitude 44° 21' 30"
Longitude 87° 58' 48"

Transmitter: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

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

Ownership: Donald E. Clark (Group Owner).

Began Operation: December 31, 1980. Sale to Family Group Ltd. by TV-26 Inc., Debtor-in-Possession, approved by FCC Sept. 27, 1985. Sale to Aries Telecommunications Corp. approved Sept. 27, 1991. Sale to present owner approved July 29, 1992.

Represented (sales): Seltel Inc.

Represented (legal): Arter & Hadden.

Represented (engineering): L. R. Evans Engineering.

Personnel:

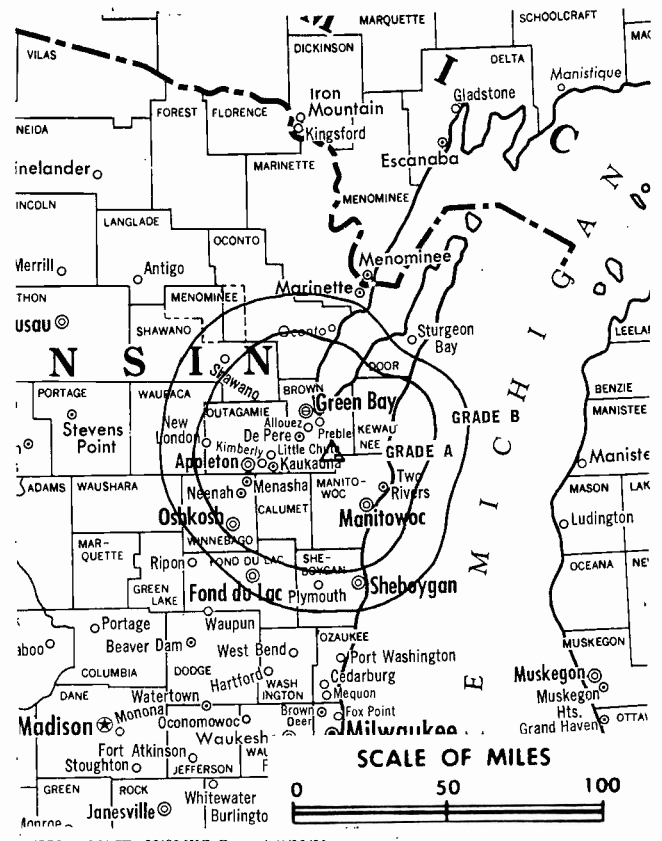
- James Tomlin, General Manager.
- Jay Zollar, General Sales Manager.
- Donna Kiley, Program Director.
- Marty Frey, Promotion Director.
- David Lent, Business Manager.
- Mark Cramer, Chief Engineer.

Highest 30 Sec. Rate: \$650.

City of License: Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 65.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Brown	74,300	73,800	99
	Green Lake	7,500	7,400	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,400	30,200	99
	Outagamie	51,800	51,500	99
	Shawano	14,400	14,200	99
Waupaca	17,300	17,100	99	



WGBA BMPCT-831026KG Granted 11/22/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Dickinson	10,700	10,600	99
	Menominee	9,800	9,700	99
	WISCONSIN			
	Calumet	12,400	12,300	99
	Door	10,700	10,600	99
	Fond Du Lac	33,200	32,700	99
	Marinette	16,100	16,000	99
	Menominee	1,100	1,000	95
	Oconto	12,000	11,800	98
Between 5-24%	Sheboygan	39,200	38,800	99
	Waushara	8,300	8,100	98
	Winnebago	54,700	54,300	99
	WISCONSIN			
	Florence	1,600	1,600	100
Forest	3,400	3,300	97	
Langlade	7,700	7,600	99	
Marquette	5,400	5,200	97	
Portage	21,400	21,100	99	
Station Totals		450,300	445,700	99
Net Weekly Circulation (1992)				205,400
Average Daily Circulation (1992)				77,200

Wisconsin—Green Bay

WLUK-TV

Ch. 11

Network Service: NBC.

Licensee: Burnham Broadcasting Co., Box 19011, Green Bay, WI 54307-9011.

Studio: 787 Lombardi Ave., Green Bay, WI 54304.

Telephone: 414-494-8711. Fax: 414-494-8782.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.40"
Longitude 87° 59' 29.00"

Transmitter: Glenmore Rd., DePere Township.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; KLM; 5-meter; Microdyne; Harris, 3.5-meter; Harris, Microdyne receivers.

Ownership: Burnham Broadcasting Co. (Group Owner).

Began Operation: August 9, 1954. Sale to present owner approved by FCC June 19, 1984. Sale to Post Corp. by M & M Broadcasting Co. Inc. approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41; 5:2). Sale to M. & M. Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vol. 13:52; 14:2, 12).

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

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

Personnel:

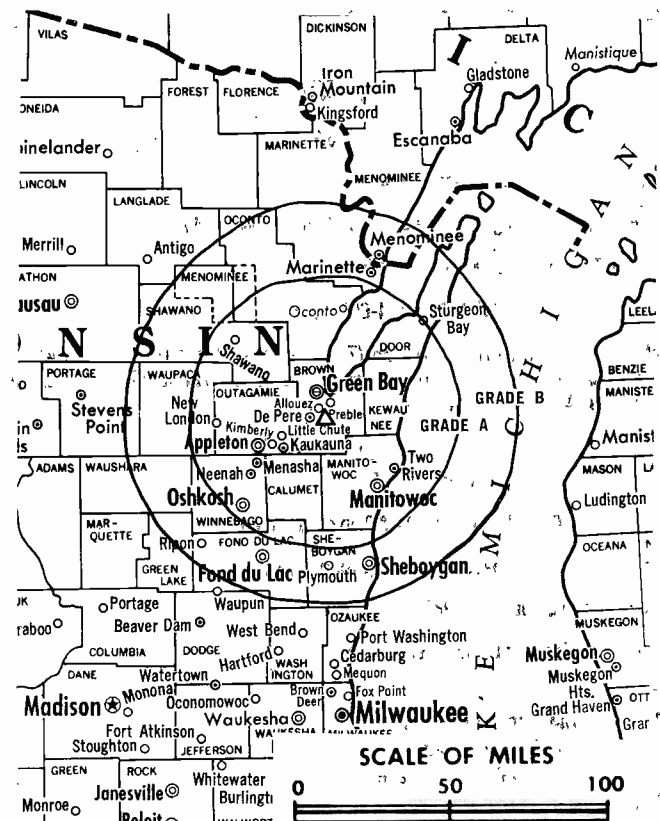
- William C. Fyffe, President & General Manager.
- Matthew Kreiner, Vice President & Station Manager.
- RoxAnne Bowers, Local Sales Manager.
- Don Shafer, News Director.
- Jan Wilson, Program Director.
- Suzanne Grethen, Promotion Director.
- Dave Campbell, Director of Production.
- Jim Lueck, Chief Engineer.

Rates: On request.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Delta	14,200	13,900	98
	Dickinson	10,700	10,600	99
	Houghton	13,200	12,800	97
	Keweenaw	800	800	100
	Marquette	25,500	25,200	99
	Menominee	9,800	9,700	99
	WISCONSIN			
	Brown	74,300	73,800	99
	Calumet	12,400	12,300	99
	Door	10,700	10,600	99
	Fond Du Lac	33,200	32,700	99
	Green Lake	7,500	7,400	99
	Kewaunee	6,900	6,800	99
Manitowoc	30,400	30,200	99	
Marquette	16,100	16,000	99	
Menominee	1,100	1,000	95	
Oconto	12,000	11,800	98	



WLUK-TV BMPT-5591 Granted 8/7/62

© American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Outagamie	51,800	51,500	99
	Shawano	14,400	14,200	99
	Waupaca	17,300	17,100	99
	Waushara	8,300	8,100	98
	Winnebago	54,700	54,300	99
Between 25-49%	MICHIGAN			
	Alger	3,200	3,100	97
	Baraga	3,100	3,000	97
	Luce	2,200	2,100	95
	Ontonagon	3,600	3,500	97
Between 5-24%	WISCONSIN			
	Langlade	7,700	7,600	99
	Marquette	5,400	5,200	97
	Portage	21,400	21,100	99
	Sheboygan	39,200	38,800	99
Between 5-24%	MICHIGAN			
	Mason	10,300	10,000	97
	Schoolcraft	3,100	3,000	97
	WISCONSIN			
	Florence	1,600	1,600	100
Forest	3,400	3,300	97	
Wood	29,200	28,900	99	
Station Totals		558,700	552,000	99
Net Weekly Circulation (1992)			391,000	
Average Daily Circulation (1992)			219,900	

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202-872-9200

Wisconsin—Kenosha

WKHE

Ch. 55

Network Service: None, independent.

Licensee: LeSea Bcstg. Corp., Box 1455, Kenosha, IN 53141.

Studio: 4300 43rd Ave., Kenosha, WI 53144.

Telephone: 414-657-9453. **Fax:** 414-656-7664.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 741-kw max. visual, 18.84-kw max. aural. Antenna: 449-ft. above av. terrain, 413-ft. above ground, 1142-ft. above sea level.

Latitude 42° 30' 36"

Longitude 87° 53' 11"

Transmitter: 700-ft. NE of Hwy. 31 & Tobin Rd., Kenosha.

Ownership: Le Sea Broadcasting Co. (Group Owner).

Began Operation: June 1, 1988.

Represented (sales): Landin Media Sales.

Personnel:

Peter Sumrall, General Manager.

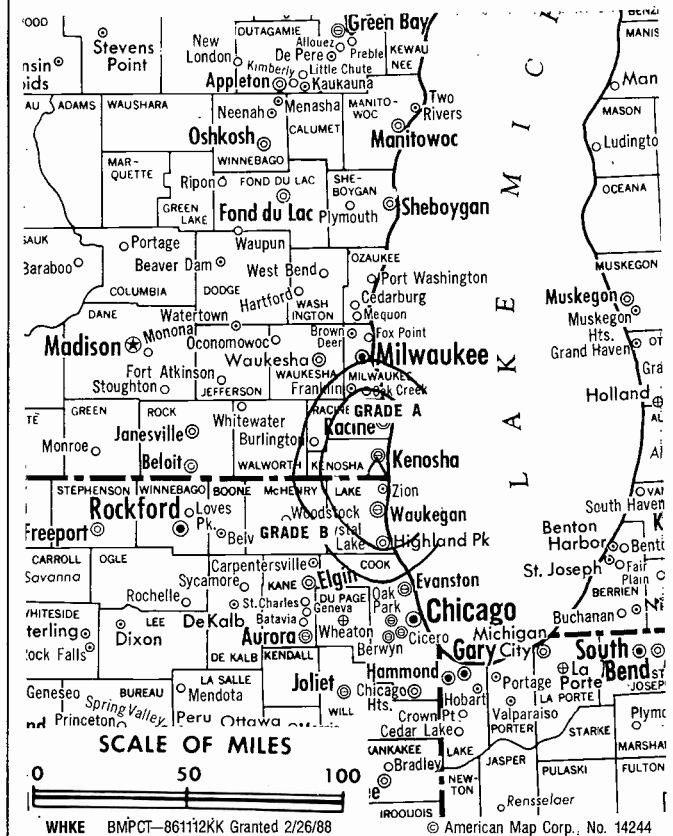
David Russell, Station Manager.

Jim Shaffer, General Sales Manager.

Paula Slack, Business Manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Kenosha. ADI: Milwaukee. Rank: 29.

Wisconsin—La Crosse

WKBT

Ch. 8

Network Service: CBS.

Licensee: Young Bcstg. of La Crosse Inc., 3 E. 54th St., New York, NY 10022.

Studio: 141 S. 6th St., La Crosse, WI 54601.

Telephone: 608-782-4678. **TWX:** 910-287-2572. **Fax:** 608-782-4674.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"
Longitude 91° 20' 15"

Transmitter: Galesville, WI.

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

News Service: AP.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: August 1, 1954. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (Television Digest, Vol. 25:15). Sale to Backe by Gross Telecasting approved April 26, 1984 (Vol. 24:12). Sale to Gross by La Crosse Tribune, Dahl family & others approved by FCC Dec. 10, 1969 (Vol. 9:24, 50).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Tom Best, Vice President & General Manager.
- Bruce Pfeiffer, General Sales Manager.
- Barb Derviskey, National Sales Manager.
- Bill Hoel, News Director.
- Maria Roswall, Program Director.
- Larry Nagy, Chief Engineer.
- Larry Johnson, Promotion/Public Service Director.
- Dick Konrad, Operations Manager.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$760.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 126.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Fillmore	7,800	7,700	99
	Houston	6,800	6,700	99
	Winona	16,700	16,500	99
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Chippewa	19,500	19,200	99
	Crawford	6,100	6,000	98
	Eau Claire	32,300	31,800	98
	Jackson	6,500	6,300	98
	La Crosse	37,300	36,900	99
	Monroe	13,900	13,600	98
	Pepin	2,800	2,700	96
	Trempealeau	9,700	9,400	97
	Vernon	10,100	9,900	98
Between 25-49%	IOWA			
	Allamakee	5,300	5,200	98
	Winneshek	7,500	7,400	99



WKBT BPCT-2917 Granted 7/25/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Wabasha	7,500	7,400	99
	WISCONSIN			
	Clark	11,800	11,500	97
	Dunn	12,500	12,300	98
Juneau	8,700	8,400	97	
Between 5-24%	IOWA			
	Clayton	7,600	7,500	99
	MINNESOTA			
	Dodge	5,600	5,500	98
	Goodhue	15,300	15,100	99
	Olmsted	40,200	39,900	99
	WISCONSIN			
	Adams	5,800	5,600	97
	Barron	16,000	15,600	98
	Grant	17,600	17,200	97
Pierce	11,600	11,400	98	
Richland	6,700	6,600	98	
Rusk	5,800	5,700	98	
Wood	29,200	28,900	99	
Station Totals		389,600	383,200	98
Net Weekly Circulation (1992)				175,500
Average Daily Circulation (1992)				96,900

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

Television & Cable Factbook

Wisconsin—La Crosse

WLAX

Ch. 25

Network Service: Fox.

Licensee: Donald E. Clark, 374 W. Spring Blvd., Port Charlotte, FL 33909.

Studio: 1305 Interchange Place, La Crosse, WI 54603.

Telephone: 608-781-0025. **Fax:** 608-781-1456.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 562-kw max. visual, 56.2-kw max. aural. Antenna: 1004-ft. above av. terrain, 677-ft. above ground, 1870-ft. above sea level.

Latitude 43° 48' 15.70"
Longitude 91° 22' 18.00"

Transmitter: 1000 Tschumper Ridge Rd., La Crescent, MN.

Satellite Earth Stations: Comtech, 5-meter C-band; DH Satellite, 5-meter C-band; Microdyne, 3.7-meter Ku-band; Pinzone, Standard Components, Agile Omni receivers.

Ownership: Donald E. Clark (Group Owner).

Began Operation: November 10, 1986. Sale to Aries Telecommunications Corp. by Family Group Ltd. approved by FCC Sept. 27, 1991. Sale to present owner approved July 29, 1992.

Represented (sales): Settel Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Lyle R. Evans.

Personnel:

- Nancy Martinson, General Manager.
- Dave Colton, Local Sales Manager.
- Barb Quillin, Program Director.
- Dawn Puser, Production Director.
- Bill Wiesjahn, Business Manager.
- Mark Burg, Engineering Director.
- Judy Taylor, Traffic Director.

Rates: On request.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 126.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA Houston	6,800	6,700	99
	WISCONSIN La Crosse	37,300	36,900	99
	MINNESOTA Fillmore	7,800	7,700	99
Between 25-49%	MINNESOTA Winona	16,700	16,500	99



WLAX BPCT-900508KF Granted 7/31/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN Crawford	6,100	6,000	98
	Eau Claire	32,300	31,800	98
	Jackson	6,500	6,300	98
	Monroe	13,900	13,600	98
	Trempealeau	9,700	9,400	97
	Vernon	10,100	9,900	98
Between 5-24%	IOWA Allamakee	5,300	5,200	98
	Winneshiek	7,500	7,400	99
	MINNESOTA Wabasha	7,500	7,400	99
	WISCONSIN Buffalo	5,400	5,300	98
Station Totals	Chippewa	19,500	19,200	99
	Clark	11,800	11,500	97
	Juneau	8,700	8,400	97
Station Totals		212,900	209,200	98
Net Weekly Circulation (1992)				73,400
Average Daily Circulation (1992)				29,000

Wisconsin—La Crosse

WXOW-TV

Ch. 19

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 1577 Spring Hill Rd., Suite 500, Vienna, VA 22182.

Studio: 3705 County Hwy. 25, La Crosse, MN 55947.

Mailing Address: Box 4019, La Crosse, WI 54602.

Telephone: 507-895-9959. Fax: 507-895-8124.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1168-ft. above av. terrain, 821-ft. above ground, 2046-ft. above sea level.

Latitude 43° 48' 23"
Longitude 91° 22' 04"

Transmitter: 3705 County Hwy. 25, La Crosse, MN.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 5-meter C-band; DH Satellite, 5-meter Ku-band; United Satellite Systems, 5-meter C-band; AFC, 3-meter Ku-band; ChannelMaster, Cyclesat, M/A-Corn, Scientific Atlanta, Drake receivers.

News Service: AP.

Ownership: Tak Communications Inc., Debtor-in-Possession (Group Owner).

Began Operation: March 7, 1970. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- Chuck Roth, President & General Manager.
- David Booth, Local Sales Manager.
- Todd McWilliams, National Sales Manager.
- Sean Dwyer, News Director.
- David Marshall, Program & Promotion Director.
- Tom Sibenaller, Chief Engineer.

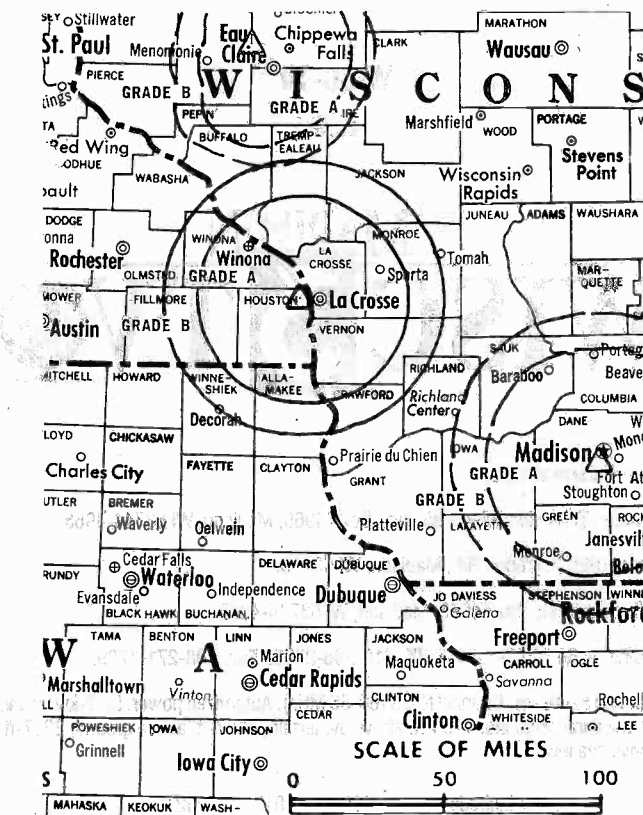
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$225.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Houston	6,800	6,700	99
	Winona	16,700	16,500	99
	WISCONSIN			
	Jackson	6,500	6,300	98
	La Crosse	37,300	36,900	99
	Monroe	13,900	13,600	98
	Trempealeau	9,700	9,400	97
	Vernon	10,100	9,900	98



WXOW-TV BPCT-820617KE Granted 7/27/82 © American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Filmore	7,800	7,700	99
	WISCONSIN			
Between 5-24%	Crawford	6,100	6,000	98
	IOWA			
	Allamakee	5,300	5,200	98
	Winneshiek	7,500	7,400	99
	MINNESOTA			
	Wabasha	7,500	7,400	99
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Clark	11,800	11,500	97
	Richland	6,700	6,600	98
Station Totals		159,100	156,400	98
Net Weekly Circulation (1992)				86,000
Average Daily Circulation (1992)				50,200

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WISC-TV

Ch. 3

MADISON



Network Service: CBS.

Licensee: Television Wisconsin Inc., Box 44965, Madison, WI 53744-4965.

Studio: 7025 Raymond Rd., Madison, WI 53719.

Mailing Address: Box 44965, Madison, WI 53744-4965.

Telephone: 608-271-4321. TWX: 910-286-2720. Fax: 608-271-1709.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"
Longitude 89° 30' 18"

Transmitter: Raymond Rd., 6-mi. WSW of Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.1-meter Ku-band; 3.7-meter Ku-band; 3-meter C-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: June 24, 1956.

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

Represented (legal): Rini & Coran.

Personnel:

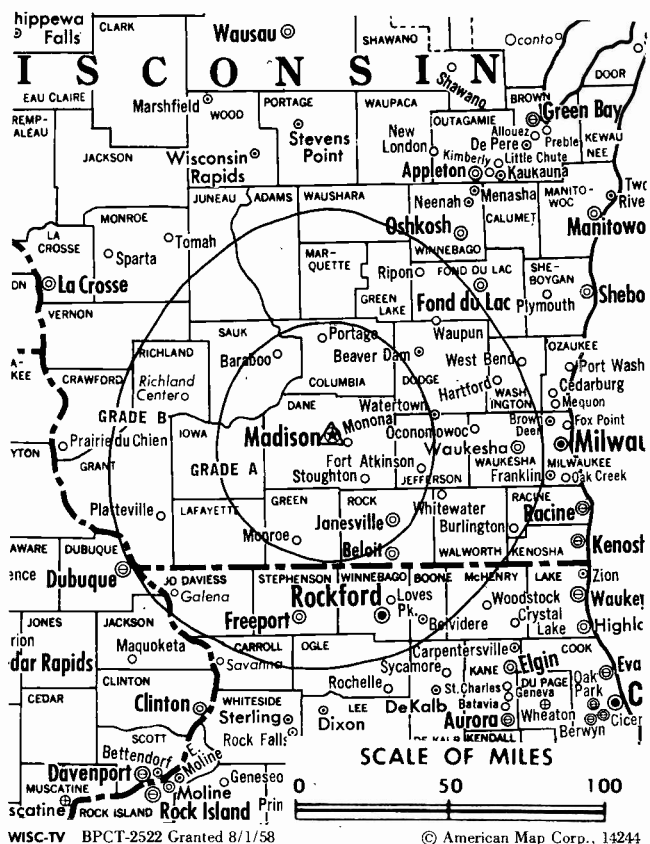
- Elizabeth Murphy Burns, President.
- David Sanks, Vice President & General Manager.
- Donna Kirner, General Sales Manager.
- Mark Friesch, Local Sales Manager.
- Tom Bier, News Director.
- Jill Koehn, Program Director.
- Nan Roach, Promotion & Marketing Director.
- Chris Cain, Chief Engineer.
- Gerrit Marshall, Production Manager.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1081.

City of License: Madison. ADI: Madison. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
		Columbia	18,000	17,700	98
		Dane	146,300	143,700	98
		Grant	17,600	17,200	97
		Green	12,100	11,900	98
		Iowa	7,700	7,600	98
		Jefferson	25,100	24,800	99
		Juneau	8,700	8,400	97
		Lafayette	6,000	5,900	98
		Marquette	5,400	5,200	97
	Richland	6,700	6,600	98	
	Rock	52,700	52,200	99	
	Sauk	18,200	17,800	98	
Between 25-49%	ILLINOIS				
		Stephenson	19,300	19,000	98
	WISCONSIN				
		Adams	5,800	5,600	97
	Dodge	27,300	26,900	99	
	Green Lake	7,500	7,400	99	
Between 5-24%	IOWA				
		Dubuque	31,200	30,800	99
	ILLINOIS				
		Jo Daviess	8,800	8,600	98
	WISCONSIN				
		Fond Du Lac	33,200	32,700	99
		Vernon	10,100	9,900	98
	Walworth	28,300	27,900	99	
	Waushara	8,300	8,100	98	
Station Totals		504,300	495,900	98	
Net Weekly Circulation (1992)				316,200	
Average Daily Circulation (1992)				192,400	

Wisconsin—Madison

WKOW-TV

Ch. 27

(Also operates WAOW-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire, WI)

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 4355 Piccard Dr., Suite 350, Rockville, MD 20850.

Studio: 5727 Tokay Blvd., Madison, WI 53719.

Mailing Address: Box 100, Madison, WI 53701.

Telephone: 608-274-1234. Fax: 608-274-9514.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 87.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09.00"
Longitude 89° 28' 41.60"

Transmitter: 5727 Tokay Blvd.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; RCA, 5-meter Ku-band; ADM, Andrew, Avantek, Avcom, RCA receivers.

News Service: AP.

Ownership: Tak Communications Inc., Debtor-in-Possession (Group Owner).

Began Operation: June 30, 1953. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Sale to Liberty by Horizons Communications approved by FCC Sept. 20, 1978 (Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Bob McCall, President & General Manager.
- Ken Simmons, General Sales Manager.
- Eric Price, National Sales Manager.
- Phil Hayes, News Director.
- Ellen Buss, Program Director.
- Steve Zimmerman, Chief Engineer.
- John Hardman, Promotion Director.
- Jim Hoetger, Business Manager.
- Rosanne Hepner, Marketing Director.

Highest 30 Sec. Rate: \$1000.

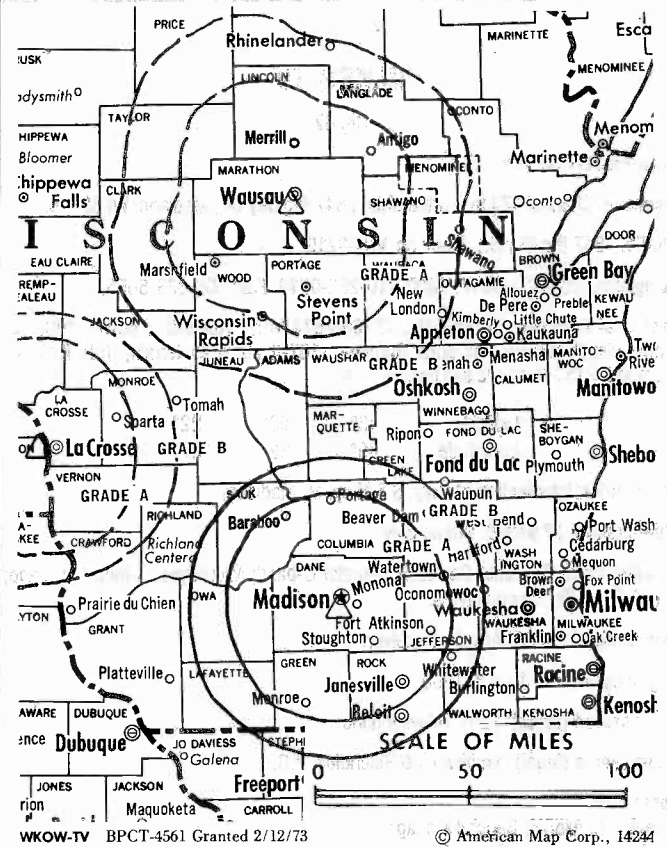
Rates: Combination rates on request.

NETWORK BASE HOURLY RATE: \$600.

City of License: Madison. ADI: Madison. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,000	17,700	98
	Dane	146,300	143,700	98
	Green	12,100	11,900	98
	Iowa	7,700	7,600	98
	Lafayette	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richland	6,700	6,600	98
	Rock	52,700	52,200	99
	Sauk	18,200	17,800	98
WISCONSIN				
Between 25-49%	Adams	5,800	5,600	97
	Crawford	6,100	6,000	98
	Dodge	27,300	26,900	99
	Grant	17,600	17,200	97
	Jefferson	25,100	24,800	99
	Juneau	8,700	8,400	97
	Marquette	5,400	5,200	97
IOWA				
Between 5-24%	Allamakee	5,300	5,200	98
	ILLINOIS			
	Carroll	6,800	6,700	99
	Jo Daviess	8,800	8,600	98
	Stephenson	19,300	19,000	98
WISCONSIN				
	Green Lake	7,500	7,400	99
	Vernon	10,100	9,900	98
	Walworth	28,300	27,900	99
Station Totals		449,800	442,200	98
Net Weekly Circulation (1992)				254,300
Average Daily Circulation (1992)				135,100

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Wisconsin—Madison

WMSN-TV

Ch. 47

Network Service: Fox.

Licensee: Channel 47 Ltd. Partnership, 7847 Big Sky Dr., Madison, WI 53719.

Studio: 7847 Big Sky Dr., Madison, WI 53719.

Telephone: 608-833-0047. **TWX:** 910-262-0019. **Fax:** 608-833-5055.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1007-kw max. visual, 100-kw max. aural. Antenna: 1167-ft. above av. terrain, 1024-ft. above ground, 2151-ft. above sea level.

Latitude 43° 03' 22"
Longitude 89° 32' 07"

Transmitter: Intersection of Hwy. S & Hwy. M, Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Microdyne, 3-meter Ku-band; M/A-Com, Pinzone receivers.

Ownership: James L. Arnold, Receiver.

Began Operation: June 8, 1986.

Represented (sales): Petry Television Inc.

Represented (legal): Smithwick & Belendiuk, P.C.

Personnel:

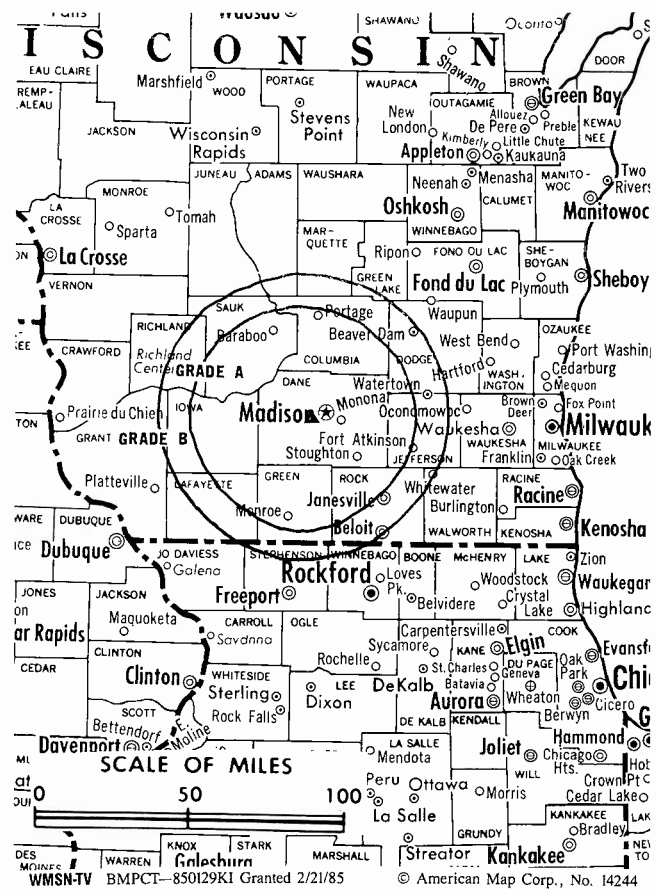
- James L. Arnold, General Manager.
- Brian Davis, Local Sales Manager.
- Keith Triller, National Sales Manager.
- John Noonan, Program Director.
- Doreen Morgan, Promotion Manager.
- Wayne Wook, Business Manager.
- Kerry Maki, Chief Engineer.

Rates: On request.

City of License: Madison. **ADI:** Madison. **Rank:** 91.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,000	17,700	98
	Dane	146,300	143,700	98
	Green	12,100	11,900	98
	Iowa	7,700	7,600	98
	Lafayette	6,000	5,900	98
	Richland	6,700	6,600	98
Sauk	18,200	17,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Crawford	6,100	6,000	98
	Grant	17,600	17,200	97
	Jefferson	25,100	24,800	99
	Juneau	8,700	8,400	97
	Marquette	5,400	5,200	97
Rock	52,700	52,200	99	
Between 5-24%	ILLINOIS			
	Jo Daviess	8,800	8,600	98
	Stephenson	19,300	19,000	98
Station Totals	WISCONSIN			
	Adams	5,800	5,600	97
	Dodge	27,300	26,900	99
	Green Lake	7,500	7,400	99
	Vernon	10,100	9,900	98
	Walworth	28,300	27,900	99
Station Totals		437,700	430,300	98
Net Weekly Circulation (1992)				204,500
Average Daily Circulation (1992)				90,600

Wisconsin—Madison

WMTV

Ch. 15

Network Service: NBC.

Licensee: Brissette Broadcasting Corp., 615 Forward Dr., Madison, WI 53711.

Studio: 615 Forward Dr., Madison, WI 53711.

Telephone: 608-274-1515. TWX: 910-286-2729. Fax: 608-274-2737.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1460-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: 615 Forward Dr., Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris Ku-band; Microdyne, 7-meter C-band; United Satellite Systems, 3.8-meter C-band; United Satellite Systems, 5-meter C-band; 3.8-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: July 8, 1953. Sale by Forward Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Lee P. Loomis approved May 15, 1963 by FCC (Television Digest, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 (Vol. 13:26, 30). Sale to Adams Communications approved Dec. 23, 1987. Sale to present owner approved Dec. 24, 1991.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

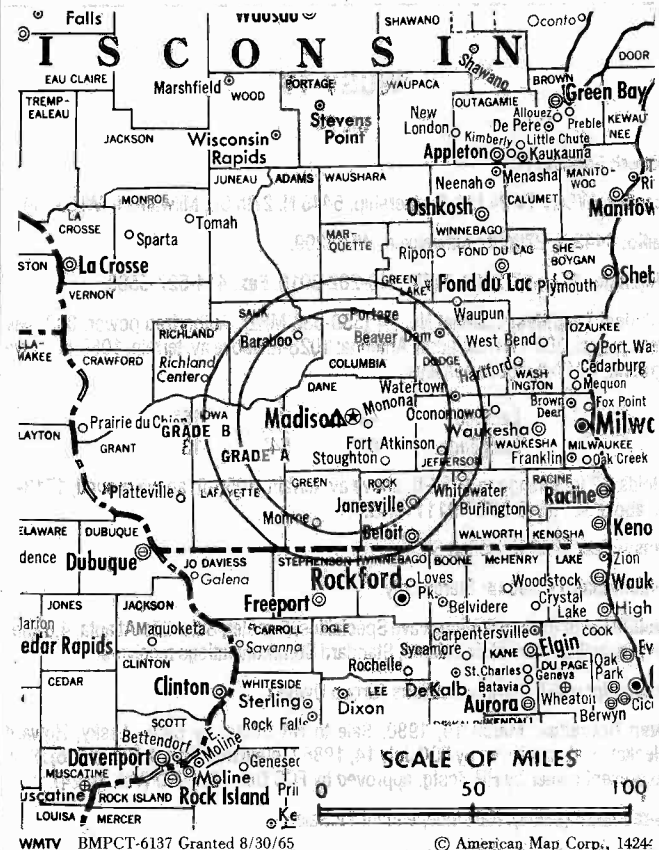
- Bob Fay, General Manager.
- Jim LeTourneau, News Director.
- Shari Bilsky, Business Manager.
- Peter Calgano, Creative Services Director.
- Tom Weeden, Chief Engineer.

Highest 30 Sec. Rate: \$1200.

City of License: Madison. ADI: Madison. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,000	17,700	98
	Dane	146,300	143,700	98
	Green	12,100	11,900	98
	Iowa	7,700	7,600	98
	Jefferson	25,100	24,800	99



WMTV BMPCT-6137 Granted 8/30/65 © American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lafayette	6,000	5,900	98
	Richland	6,700	6,600	98
	Rock	52,700	52,200	99
	Sauk	18,200	17,800	98
Between 25-49%	WISCONSIN			
	Adams	5,800	5,600	97
	Dodge	27,300	26,900	99
	Grant	17,600	17,200	97
	Juneau	8,700	8,400	97
	Marquette	5,400	5,200	97
Between 5-24%	ILLINOIS			
	Jo Daviess	8,800	8,600	98
	Stephenson	19,300	19,000	98
Station Totals	WISCONSIN			
	Crawford	6,100	6,000	98
	Green Lake	7,500	7,400	99
	Vernon	10,100	9,900	98
	Walworth	28,300	27,900	99
Net Weekly Circulation (1992)		437,700	430,300	98
Average Daily Circulation (1992)				260,200
				128,900

Wisconsin—Milwaukee

WCGV-TV

Ch. 24

Network Service: Fox.

Licensee: WCGV TV 24 Ltd. Partnership, 5445 N. 27th St., Milwaukee, WI 53209.

Studio: 5445 N. 27th St., Milwaukee, WI 53209.

Telephone: 414-527-2424. **TWX:** 910-262-3019. **Fax:** 414-527-5560.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1028-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"
Longitude 87° 54' 13"

Holds CP for change to 1027-ft. above av. terrain, 1056-ft. above ground, 1713-ft. above sea level. BPCT-911119KG.

Transmitter: 3950 N. Holton St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microwave Specialties, 5-meter; Scientific-Atlanta, 4.6-meter; Paracclipse; Scientific-Atlanta, Standard Communications receivers.

Ownership: ABRY Communications (Group Owner).

Began Operation: March 19, 1980. Sale to HR Bcstg. by Byron Lasky, Howard Heckel, et al., approved by FCC July 14, 1986 (*Television Digest*, Vol. 26:26). Sale to present owner by HR Bcstg. approved by FCC Oct. 19, 1990 (Vol. 30:24).

Represented (sales): Katz Independent TV Sales.

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

Personnel:

Robert J. Furlong, General Manager.

Mitchell Nye, General Sales Manager.

Betty Hertz, Program Director.

Rik DeGrave, Local Sales Manager.

Nancy Stephens, National Sales Manager.

Lori Wucherer, Promotion Director.

Walter White, Chief Engineer.

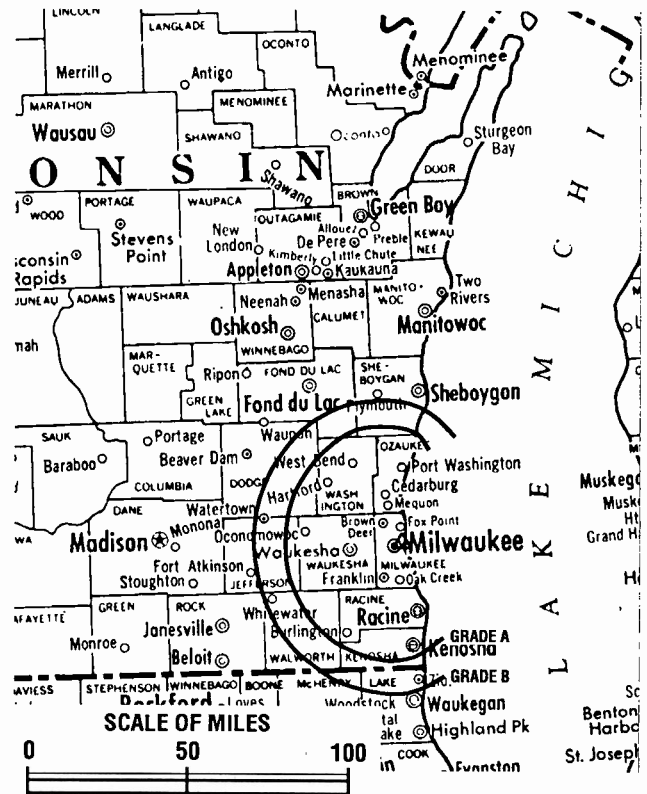
Shirley Putnam, Business Manager.

Rates: On request.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Milwaukee	378,400	374,600	99
	Ozaukee	26,500	26,200	99



WCGV-TV BPCT-911119KG Granted 5/29/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Racine	64,900	64,400	99
	Sheboygan	39,200	38,800	99
	Washington	33,400	33,100	99
	Waukesha	107,600	106,700	99
	WISCONSIN			
Between 25-49%	Dodge	27,300	26,900	99
	Jefferson	25,100	24,800	99
	Kenosha	46,500	46,100	99
	Portage	21,400	21,100	99
	Walworth	28,300	27,900	99
	Wood	29,200	28,900	99
Between 5-24%	WISCONSIN			
	Fond Du Lac	33,200	32,700	99
	Marathon	42,300	41,900	99
Station Totals		903,300	894,100	99
Net Weekly Circulation (1992)			515,200	
Average Daily Circulation (1992)			213,900	

Wisconsin—Milwaukee

WDJT-TV

Ch. 58

Network Service: None, independent.

Licensee: Weigel Bcstg. Co., Board of Trade Bldg., 141 W. Jackson Blvd., Suite 3200, Chicago, IL 60604.

Studio: 509 W. Wisconsin Ave., Milwaukee, WI 53203.

Telephone: 414-271-5800. **Fax:** 414-272-1368.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 2820-kw max. visual. Antenna: 535-ft. above av. terrain, 630-ft. above ground, 1230-ft. above sea level.

Latitude 43° 02' 20"
Longitude 87° 55' 04"

Transmitter: Marc Plaza Hotel, 509 W. Wisconsin Ave., Milwaukee.

Satellite Earth Stations: Comtech, 5-meter Ku-band; Comtech, 5-meter C-band; DH Satellite, 5-meter C-band; Microdyne receivers.

Ownership: Weigel Broadcasting Co. (Group Owner).

Began Operation: November 1, 1988.

Represented (sales): Landin Media Sales.

Represented (legal): Cohn & Marks.

Represented (engineering): David Steel & Associates Inc.

Personnel:

Bill LeMonds, General Manager.

Jack Gallo, Sales Manager.

Veronica Tackman, Program Director.

Guy Amacher, Promotion Director.

Eric Owens, Chief Engineer.

Tracey Pacala, Business Manager.

Dave Danielson, Production Manager.

Highest 30 Sec. Rate: \$200.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WDJT-TV, BPCT-890201KR Granted 7/31/89

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 5-24%	Milwaukee	378,400	374,600	99
	Ozaukee	26,500	26,200	99
	Racine	64,900	64,400	99
	Walworth	28,300	27,900	99
	Washington	33,400	33,100	99
	Waukesha	107,600	106,700	99
Station Totals		639,100	632,900	99
Net Weekly Circulation (1992)				98,100
Average Daily Circulation (1992)				29,500

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Wisconsin—Milwaukee

WISN-TV

Ch. 12

Network Service: ABC.

Licensee: The Hearst Corp., Box 402, Milwaukee, WI 53201.

Studio: 19th & Wells Sts., Milwaukee, WI 53233.

Mailing Address: Box 402, Milwaukee, WI 53201.

Telephone: 414-342-8812. **TWX:** 910-262-3417. **Fax:** 414-342-6490.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Andrew, 5-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; SatCom, 5.6-meter; Scientific-Atlanta, Avante receivers.

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

FM Affiliate: WLTQ, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

News Services: ABC, AP, Conus, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: October 27, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (Television Digest, Vol. 11:2, 5 10).

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

- Howard Ritchie Jr., Vice President & General Manager.
- Dean Maytag, Director of Broadcast Services.
- Pete Monfre, General Sales Manager.
- Laura Hargis, Sales Manager.
- Fred D'Ambrosi, News Director.
- Patrick Baldwin, Director of Promotion & Community Services.
- Russ Elkin, Chief Engineer.

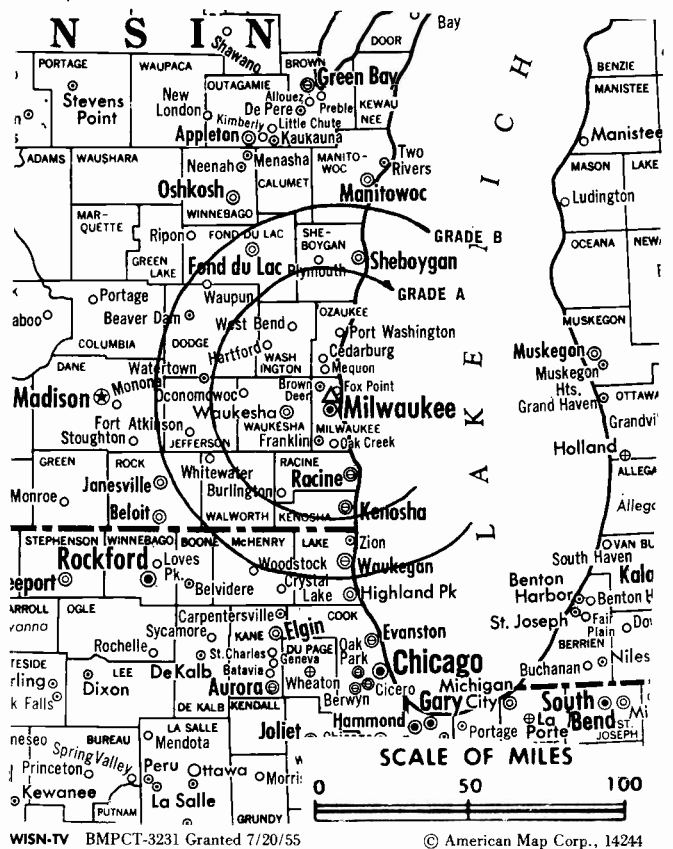
Highest 30 Sec. Rate: \$8000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	27,300	26,900	99
	Jefferson	25,100	24,800	99



WISN-TV BMPCT-3231 Granted 7/20/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kenosha	46,500	46,100	99
	Milwaukee	378,400	374,600	99
	Ozaukee	26,500	26,200	99
	Racine	64,900	64,400	99
	Sheboygan	39,200	38,800	99
	Walworth	28,300	27,900	99
	Washington	33,400	33,100	99
Waukesha	107,600	106,700	99	
WISCONSIN				
Between 25-49%	Fond Du Lac	33,200	32,700	99
WISCONSIN				
Between 5-24%	Calumet	12,400	12,300	99
	Columbia	18,000	17,700	99
	Green Lake	7,500	7,400	99
	Manitowoc	30,400	30,200	99
	Rock	52,700	52,200	99
	Winnebago	54,700	54,300	99
Station Totals		986,100	976,300	99
Net Weekly Circulation (1992)				699,800
Average Daily Circulation (1992)				409,900

Wisconsin—Milwaukee

WITI-TV

Ch. 6

Network Service: CBS.

Licensee: Gillett Communications of Milwaukee.

Studio: 9001 N. Green Bay Rd., Milwaukee, WI 53217.

Mailing Address: Box 17600, Milwaukee, WI 53217.

Telephone: 414-355-6666. **TWX:** 910-262-3425. **Fax:** 414-335-3263.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter, Vertex, 6.2-meter Ku & C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Corn, Scientific-Atlanta, Pinzone receivers.

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

News Services: AP, UPI.

Ownership: Clifford E. Eley, Trustee.

Began Operation: May 21, 1956. Transfer to Trustee granted Sept. 1, 1992.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

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

Personnel:

- Andrew P. Potos, President & General Manager.
- Raymond H. Engelhart, Director of Operations.
- Maria Tully, General Sales Manager.
- Scott Steffey, Director of Creative Services.
- Jill Geisler, News Director.
- Donald Roering, Chief Engineer.
- James Kurz, Controller.

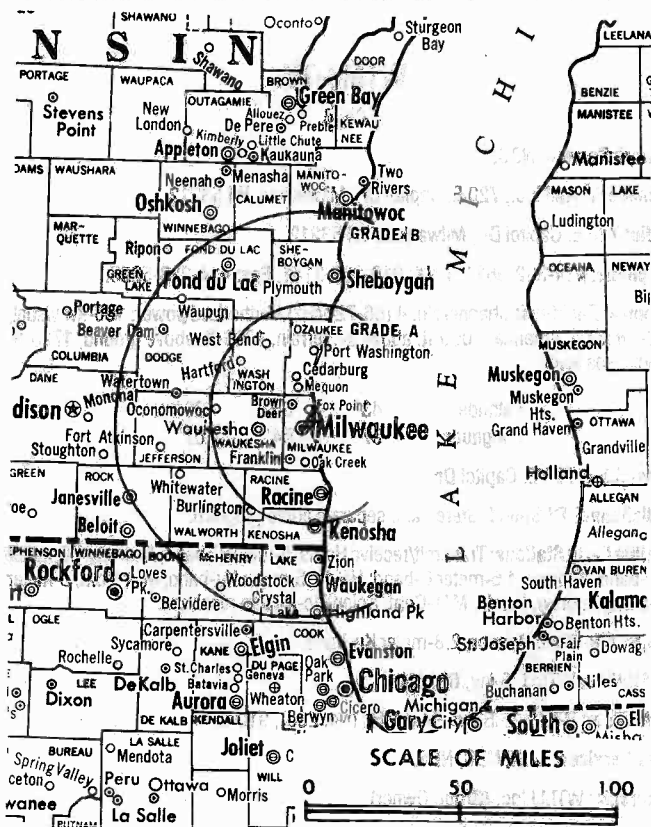
Rates: On request.

NETWORK BASE HOURLY RATE: \$1838.

City of License: Milwaukee. **ADI:** Milwaukee—Rank: 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	27,300	26,900	99
	Jefferson	25,100	24,800	99



WITI-TV BPC2-2807 Granted 3/29/61 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kenosha	46,500	46,100	99
	Milwaukee	378,400	374,600	99
	Ozaukee	26,500	26,200	99
	Racine	64,900	64,400	99
	Sheboygan	39,200	38,800	99
	Walworth	28,300	27,900	99
	Washington	33,400	33,100	99
	Waukesha	107,600	106,700	99
Between 25-49%	WISCONSIN			
	Fond Du Lac	33,200	32,700	99
Between 5-24%	ILLINOIS			
	Mchenry	64,300	63,900	99
	MICHIGAN			
	Mason	10,300	10,000	97
	WISCONSIN			
	Calumet	12,400	12,300	99
	Green Lake	7,500	7,400	99
	Manitowoc	30,400	30,200	99
Station Totals		935,300	926,000	99
Net Weekly Circulation (1992)			691,800	
Average Daily Circulation (1992)			404,100	

Wisconsin—Milwaukee

WTMJ-TV

Ch. 4

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr., Milwaukee, WI 53212.

Studio: 720 E. Capitol Dr., Milwaukee, WI 53212.

Telephone: 414-332-9611. **TWX:** 910-262-3141. **Fax:** 414-223-5255.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1096-ft. above ground, 1728-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

Transmitter: 720 E. Capitol Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 5-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.6-meter C-band; Harris, 5-meter Ku-band; M/A-Com, 5-meter C-band; Andrew, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Roscor, 2.8-meter Ku-band.

AM Affiliate: WTMJ, 5-kw, 620 kHz.

FM Affiliate: WKTI, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

News Services: CNN, NBC, NPS.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 3, 1947.

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Personnel:

- Steven Smith, President.
- Doug Kiel, Executive Vice President & General Manager.
- Ron Kurtis, Vice President & Controller.
- Mark Strachota, General Sales Manager.
- Mark LeGrand, Local Sales Manager.
- Randy Price, Director of Engineering.
- Jim Prather, News Director.
- Lynn Kilk, News Manager.
- Mike Stutz, Program Manager.
- Lia Alcalay Riger, Promotion Director.
- Dennis Majewski, Production Manager.
- Ed Hinshaw, Manager of Editorial Affairs.
- May Alice Tierney, Community Affairs Manager.
- Rod Synnes, Community Relations Director.
- Hank Stoddard, Sports Director.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WTMJ-TV BPCT-3947 Granted 6/14/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	27,300	26,900	99
	Jefferson	25,100	24,800	99
	Kenosha	46,500	46,100	99
	Milwaukee	378,400	374,600	99
	Ozaukee	26,500	26,200	99
	Racine	64,900	64,400	99
	Sheboygan	39,200	38,800	99
	Walworth	28,300	27,900	99
	Washington	33,400	33,100	99
Waukesha	107,600	106,700	99	
Between 25-49%	WISCONSIN			
	Fond Du Lac	33,200	32,700	99
Between 5-24%	WISCONSIN			
	Calumet	12,400	12,300	99
	Green Lake	7,500	7,400	99
	Manitowoc	30,400	30,200	99
	Rock	52,700	52,200	99
Winnebago	54,700	54,300	99	
Station Totals		968,100	958,600	99
Net Weekly Circulation (1992)				712,400
Average Daily Circulation (1992)				420,800

Wisconsin—Milwaukee

WVCY-TV

Ch. 30

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

Studio: 2712 W. Vliet St., Milwaukee, WI 53208.

Telephone: 414-935-3000. **Fax:** 414-935-3015.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"
Longitude 87° 54' 12"

Transmitter: 3950 N. Holton St.

Satellite Earth Stations: ChannelMaster, 3-meter C-band; Kaultronics, 4-meter C-band.

Ownership: Wisconsin Voice of Christian Youth Inc. (Group Owner).

Began Operation: January 1, 1983.

Represented (legal): Wiley, Rein & Fielding.

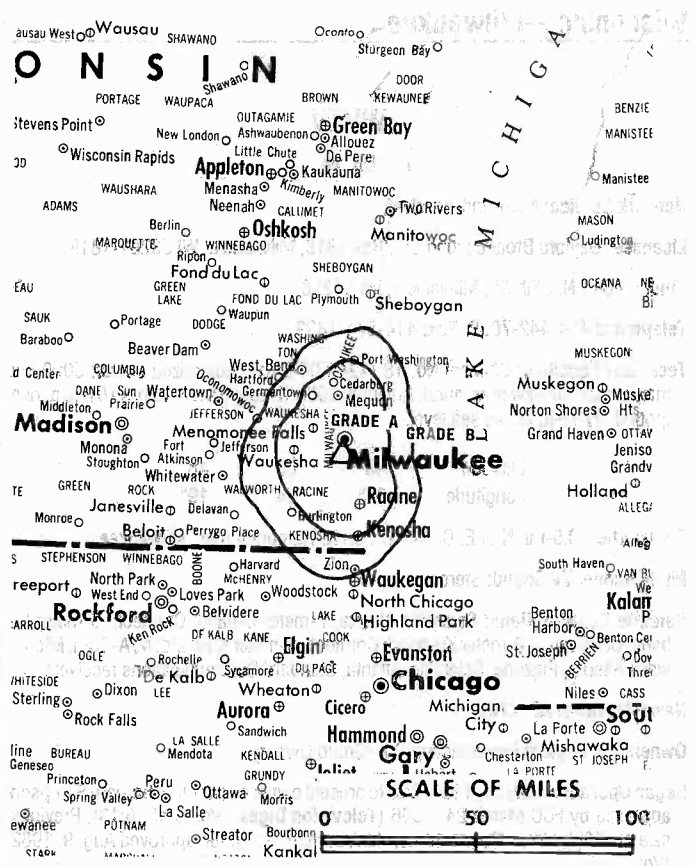
Personnel:

- Vic Eliason, General Manager.
- Gary Piedot, Chief Engineer.
- Jim Schneider, Program Director.

Rates: On request.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WVCY-TV BPCT-5077 Granted 10/21/80

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN			
Between 5-24%	Ozaukee	26,500	26,200	99
Station Totals		26,500	26,200	99
Net Weekly Circulation (1992)				13,900
Average Daily Circulation (1992)				3,900

Wisconsin—Milwaukee

WTV

Ch. 18

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1818, Milwaukee, WI 53201-1818.

Studio: 4041 N. 35th St., Milwaukee, WI 53216.

Telephone: 414-442-7050. **Fax:** 414-874-1899.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1008-ft. above av. terrain, 1101-ft. above ground, 1732-ft. above sea level.

Latitude 43° 05' 48"
Longitude 87° 54' 19"

Transmitter: 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Comtech, 4.6-meter Ku-band; Comtech, 3-meter Ku-band; M/A-Com, Microwave Assoc., Pinzone, Scientific-Atlanta, Standard Communications receivers.

News Services: AP, CNN.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved by FCC March 24, 1966 (*Television Digest*, Vol. 5:45; 6:13). Previous sale of 51% by Gene Posner to Harold & Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26).

Represented (sales): MMT Sales Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- Michael E. Schuch**, Vice President & General Manager.
- Deanne Haviland**, General Sales Manager.
- Joe Arbogast**, National Sales Manager.
- Duane Gay**, News Director.
- Byron King**, Program Director.
- Mark Hodorowski**, Promotion Director.
- Paul Rudolph**, Production Manager.
- Jim Hall**, Director of Engineering & Production.
- Sandy Graver**, Business Manager.

Rates: On request.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 29.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	27,300	26,900	99
	Milwaukee	378,400	374,600	99
	Ozaukee	26,500	26,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Racine	64,900	64,400	99
	Sheboygan	39,200	38,800	99
	Walworth	28,300	27,900	99
	Washington	33,400	33,100	99
	Waukesha	107,600	106,700	99
Between 25-49%	WISCONSIN			
	Fond Du Lac	33,200	32,700	99
	Green Lake	7,500	7,400	99
	Jefferson	25,100	24,800	99
	Kenosha	46,500	46,100	99
Winnebago	54,700	54,300	99	
Between 5-24%	ILLINOIS			
	Mchenry	64,300	63,900	99
	MICHIGAN			
	Oceana	8,500	8,300	98
	WISCONSIN			
Columbia	18,000	17,700	98	
Manitowoc	30,400	30,200	99	
Rock	52,700	52,200	99	
Station Totals		1,046,500	1,036,200	99
Net Weekly Circulation (1992)				500,100
Average Daily Circulation (1992)				209,100

Wisconsin—Racine

WJJA

Ch. 49

Network Service: None, independent.

Licensee: TV 49 Inc., 4311 Oakwood Rd., Oak Creek, WI 53154.

Studio: 4311 E. Oakwood Rd., Oak Creek, WI 53154.

Telephone: 414-764-4953. **Fax:** 414-764-5190.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2690-kw max. visual, 269-kw max. aural. Antenna: 469-ft. above av. terrain, 413-ft. above ground, 1112-ft. above sea level.

Latitude 42° 51' 18"
Longitude 87° 50' 41"

Transmitter: 4311 E. Oakwood Rd., Oak Creek.

Satellite Earth Station: DH Satellite; Omni receivers.

Ownership: TV 49 Inc.

Began Operation: January 27, 1990.

Represented (legal): Arter & Hadden.

Represented (engineering): Lyle R. Evans.

Personnel:

Michael Schuster, General Manager.

Steven Meitner, Chief Engineer.

Arvis Kinlow, Business Manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Racine. **ADI:** Milwaukee. **Rank:** 29.

Wisconsin—Suring

WSCO

Ch. 14

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 3434 W. Filbourn Ave., Milwaukee, WI 53208.

Studio: Hwy. 32 W, Suring, WI 54174.

Telephone: 414-935-3000. **Fax:** 414-935-3015.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 20-kw visual, 2-kw aural. Antenna: 622-ft. above av. terrain, 557-ft. above ground, 1497-ft. above sea level.

Latitude	44°	59'	30"
Longitude	88°	23'	55"

Transmitter: On Hwy. 32, 1.7-mi. NW of Suring.

Ownership: Wisconsin Voice of Christian Youth Inc. (Group Owner).

Began Operation: February 22, 1984. Left air July 28, 1987 due to extensive damage to transmitter. Resumed operation Dec. 27, 1988.

Represented (engineering): Lyle R. Evans.

Personnel:

- Vic Eliason, General Manager.
- Jim Schneider, Program Director.
- Gordon Morris, News Director.
- Gary Piedot, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Suring. **ADI:** Green Bay-Appleton. **Rank:** 65.

Wisconsin—Rhineland-Wausau

WJFW-TV

Ch. 12

Network Service: NBC

Licensee: Northland TV Inc., Box 858, Rhineland, WI 54501.

Studio: S. Oneida Ave., Rhineland, WI 54501.

Telephone: 715-369-4700.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"
Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

Satellite Earth Stations: 3rd operation; Channel Master, Harris receivers.

News Services: NBC, UPI.

Ownership: Seaway Communications Inc. (Group Owner).

Began Operation: October 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (*Television Digest*, Vol. 9:37). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales): Seitel, Inc.

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

Personnel:

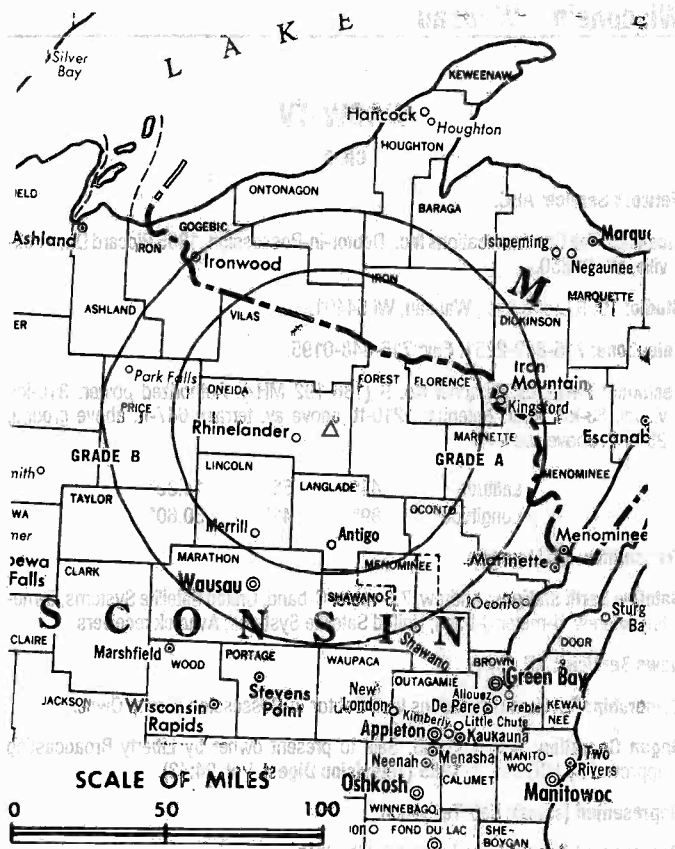
- Marie Platteter, General Manager.
- Chris Oatman, News Director.
- Julie Swan, Traffic Director.
- Brian Henning, Chief Engineer.

Rates: On request.

City of License: Rhineland. **ADI:** Wausau-Rhineland. **Rank:** 132.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Iron	5,600	5,500	98
	WISCONSIN			
	Florence	1,600	1,600	100
	Forest	3,400	3,300	97
	Iron	2,700	2,700	100
	Langlade	7,700	7,600	99
	Lincoln	10,900	10,800	99
	Marathon	42,300	41,900	99
	Oneida	13,200	12,900	98



WJFW-TV BPCT-4216 Granted 4/30/69 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Price	6,300	6,100	97
	Vilas	7,800	7,600	97
Between 25-49%	MICHIGAN			
	Dickinson	10,700	10,600	99
	Gogebic	7,400	7,200	98
	Ontonagon	3,600	3,500	97
	WISCONSIN			
Taylor	6,800	6,700	99	
Between 5-24%	MICHIGAN			
	Baraga	3,100	3,000	97
	WISCONSIN			
	Ashland	6,400	6,300	98
	Marinette	16,100	16,000	99
Oconto	12,000	11,800	98	
Portage	21,400	21,100	99	
Station Totals		189,000	186,200	99
Net Weekly Circulation (1992)				88,500
Average Daily Circulation (1992)				45,200

Wisconsin—Wausau

WAOW-TV

Ch. 9

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 1355 Piccard Dr., Rockville, MD 20850.

Studio: 1908 Grand Ave., Wausau, WI 54401.

Telephone: 715-842-2251. **Fax:** 715-848-0195.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Stations: Andrew, 7.3-meter C-band; United Satellite Systems, 5-meter; Andrew, 4-meter C-band; United Satellite Systems, Avantek receivers.

News Services: AP, CNN.

Ownership: Tak Communications Inc., Debtor-in-Possession (Group Owner).

Began Operation: May 7, 1965. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (*Television Digest*, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Laurin Jorstad, General Manager.
- Marshall Porter, General Sales Manager.
- Rick Moll, News Director.
- Sharon Reyer, Promotion Director.
- Russ Crass, Chief Engineer.

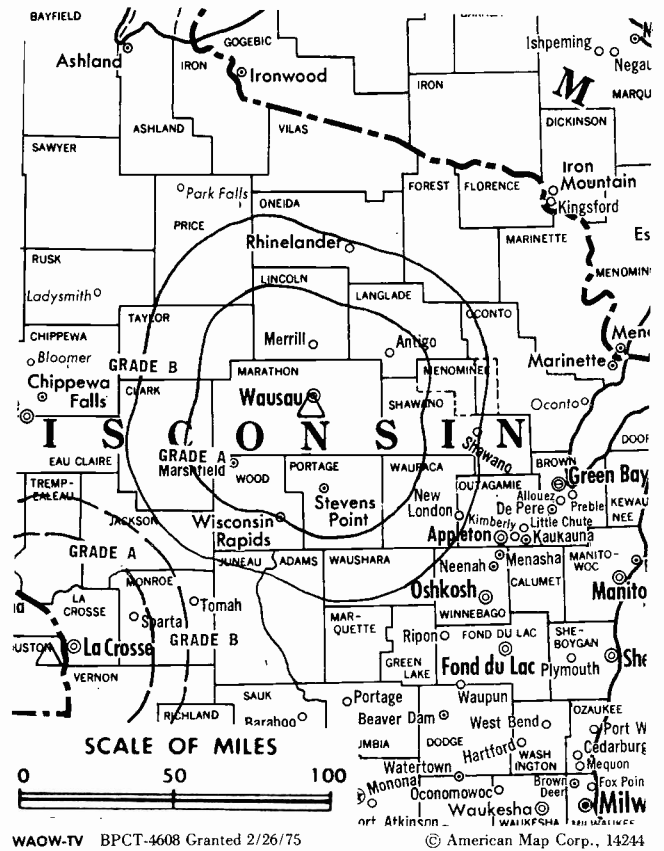
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$450.

City of License: Wausau. **ADI:** Wausau-Rhineland. **Rank:** 132.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
50% & Over	Adams	5,800	5,600	97
	Clark	11,800	11,500	97
	Forest	3,400	3,300	97
	Langlade	7,700	7,600	99
	Lincoln	10,900	10,800	99
	Marathon	42,300	41,900	99
	Oneida	13,200	12,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Portage	21,400	21,100	99
	Price	6,300	6,100	97
	Taylor	6,800	6,700	99
	Vilas	7,800	7,600	97
	Wood	29,200	28,900	99
WISCONSIN				
Between 25-49%	Juneau	8,700	8,400	97
	Shawano	14,400	14,200	99
	Waupaca	17,300	17,100	99
WISCONSIN				
Between 5-24%	Iron	2,700	2,700	100
	Jackson	6,500	6,300	98
	Marquette	5,400	5,200	97
	Menominee	1,100	1,000	95
	Monroe	13,900	13,600	98
	Rusk	5,800	5,700	98
	Waushara	8,300	8,100	98
Station Totals		250,700	246,300	98
Net Weekly Circulation (1992)			164,400	
Average Daily Circulation (1992)			104,400	

Wisconsin—Wausau

WSAW-TV

Ch. 7

Network Service: CBS.

Licensee: Brissette TV of Wausau, Inc.

Studio: 1114 Grand Ave., Wausau, WI 54401

Mailing Address: Box 8088, Wausau, WI 54402.

Telephone: 715-845-4211, Fax: 715-845-2649.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; RCA, Scientific-Atlanta, M/A-Com receivers.

News Services: AP, CBS, CNN, UPI.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: October 24, 1954. Sale by Forward Communications Corp. approved by FCC August 16, 1984 (Television Digest, Vol. 23:44). Sale to Adams Communications approved Dec. 23, 1987. Sale to present owners approved Dec. 24, 1991.

Represented (sales): Blair Television.

Personnel:

- Donald F. Cochart, Station Manager.
- Mark Zelich, News & Sports Director.
- Scott Chorski, General Sales Manager.
- Joe Kamenick, Chief Engineer.
- Tony Christman, Business Manager.
- Shirley A. Bickford, Executive Assistant.

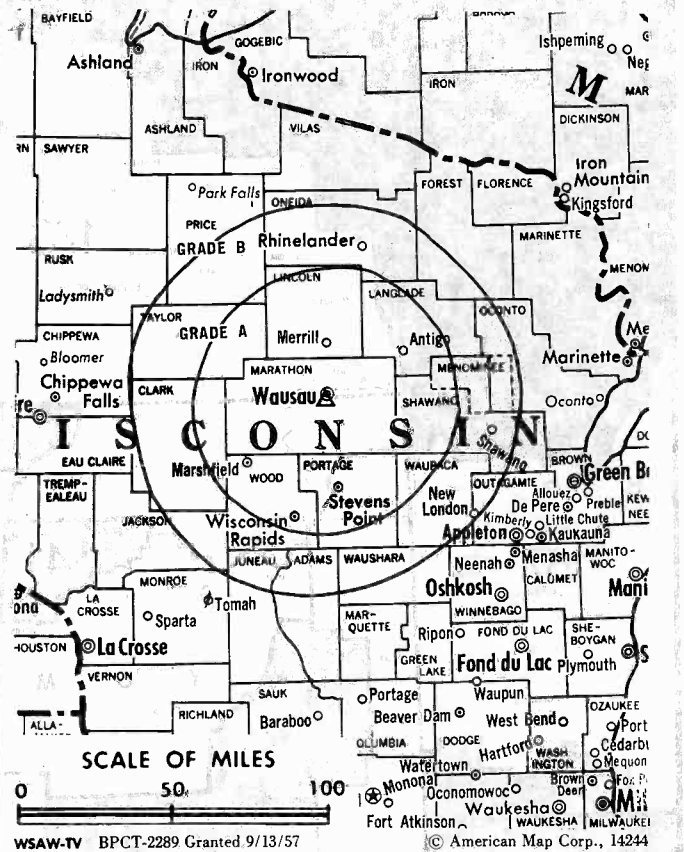
Highest 30 Sec. Rate: \$540.

NETWORK BASE HOURLY RATE: \$450.

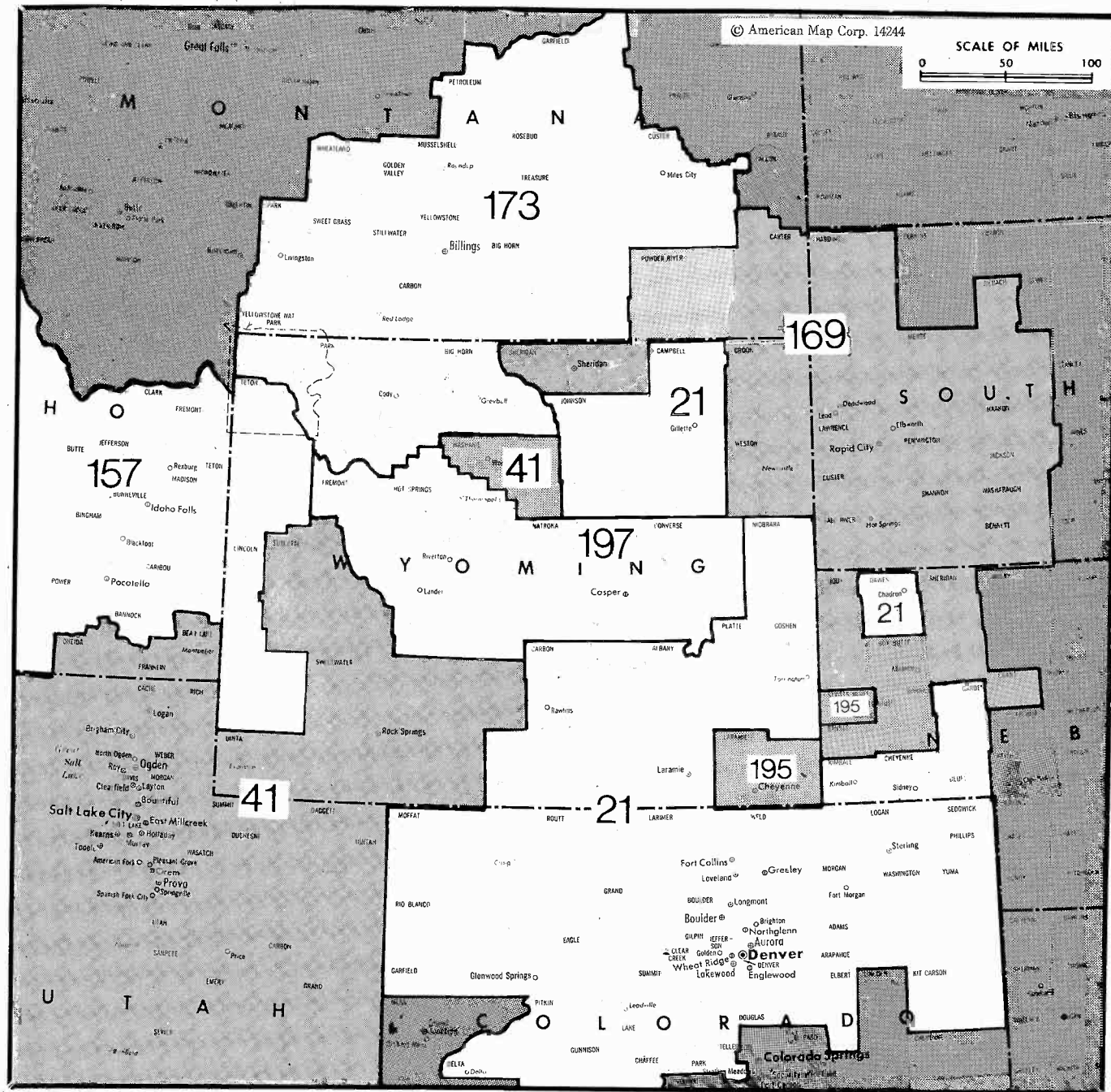
City of License: Wausau. ADI: Wausau-Rhinelander. Rank: 132.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	5,800	5,600	97
	Clark	11,800	11,500	97
	Forest	3,400	3,300	97
	Langlade	7,700	7,600	99
	Lincoln	10,900	10,800	99
	Marathon	42,300	41,900	99
	Oneida	13,200	12,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Portage	21,400	21,100	99
	Price	6,300	6,100	97
	Taylor	6,800	6,700	99
	Vilas	7,800	7,600	97
	Waushara	8,300	8,100	98
	Wood	29,200	28,900	99
Between 25-49%	WISCONSIN			
	Rusk	5,800	5,700	98
	Shawano	14,400	14,200	99
	Waupaca	17,300	17,100	99
Between 5-24%	WISCONSIN			
	Ashland	6,400	6,300	98
	Florence	1,600	1,600	100
	Iron	2,700	2,700	100
	Jackson	6,500	6,300	98
	Juneau	8,700	8,400	97
	Marquette	5,400	5,200	97
	Menominee	1,100	1,000	95
	Monroe	13,900	13,600	98
	Sawyer	5,800	5,600	97
Station Totals		264,500	259,800	98
Net Weekly Circulation (1992)				178,900
Average Daily Circulation (1992)				117,400



Market	Arbitron ADI TV Households	Rank
Denver, CO	1,031,700	21
Salt Lake City, UT	597,600	41
Idaho Falls-Pocatello, ID	107,800	157
Rapid City, SD	87,000	169
Billings-Hardin, MT	83,800	173
Cheyenne, WY-Scottsbluff, NE-Sterling, CO	42,400	195
Casper-Riverton, WY	40,200	197

Market Area Commercial TV Stations
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)
KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
KIDK (3), KIFI-TV (8), KPVI (6)
KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
KFNB (20), KGWC-TV (14), KGWL-TV (5), KGWR-TV (13), KTWQ-TV (2)

State Cross Reference List	
Communities that receive programs of stations that are located elsewhere.	
KGWL-TV, Riverton	See Lander, WY

	VHF	UHF	TOTAL
Commercial Television Stations	8	3	11
Educational Television Stations	1	0	1
	9	3	12

Wyoming—Casper

KFNB

Ch. 20

Network Service: ABC.

Licensee: Wyomedia Corp., 7075 Salt Creek Hwy., Box 1, Casper, WY 82601.

Studio: 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

Telephone: 307-577-5923. **Fax:** 307-577-5928.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 68-kw max. visual, 6.8-kw max. aural. Antenna: 1744-ft. above av. terrain, 150-ft. above ground, 8170-ft. above sea level.

Latitude 42° 44' 37"
Longitude 106° 18' 26"

Holds CP for change to 1557-kw max. visual, 155-kw max. aural, 1750-ft. above av. terrain, 150-ft. above ground, 8190-ft. above sea level; lat. 42° 44' 37", long. 106° 18' 31", transmitter Casper Mountain. BPCT-860523KF.

Transmitter: Casper Mountain, 8-mi. SSW of Casper.

Satellite Earth Stations: In operation.

Ownership: WyoMedia Corp.

Began Operation: November 1, 1984. Left air April 25, 1989, resumed operation January 22, 1990. Assignment of license from Casper Channel 20 Inc., Mark R. Nalbene, Receiver to present owner granted December 11, 1991.

Represented (sales): Savalli Broadcast Sales.

Represented (legal): Cordon & Kelly.

Represented (engineering): Arthur K. Peters Consulting Engineers.

Personnel:

Mark Nalbene, General Manager & National Sales Manager.

Todd Senter, Local Sales Manager.

Kim Ortega, Program Director.

Kelly Wright, Promotion Director.

Greg Fladager, Production Manager.

Brian McCash, Chief Engineer.

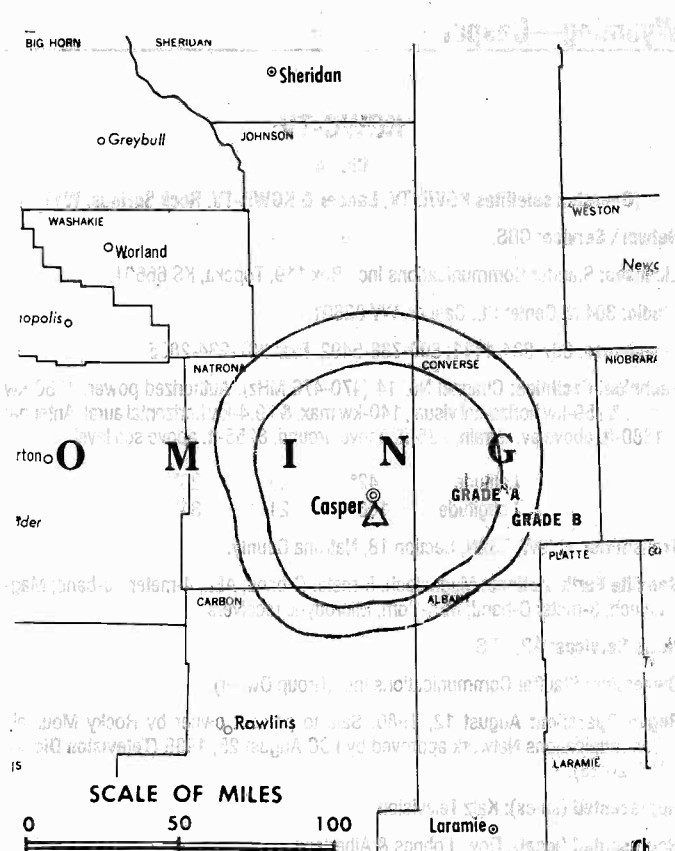
Highest 30 Sec. Rate: \$500.

Arbitron Data: Figures include KFNE, Riverton & KFNR, Rawlins, WY.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 197.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Converse	4,200	4,000	96
	Natrona	24,600	24,200	98



KFNB BPCT-860523KF Granted 8/5/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WYOMING			
	Fremont	12,100	11,800	98
	Hot Springs	2,100	2,000	95
Between 5-24%	WYOMING			
	Big Horn	4,000	3,900	96
	Carbon	6,200	6,000	96
	Johnson	2,500	2,400	96
	Washakie	3,200	3,100	97
Station Totals		58,900	57,400	97
Net Weekly Circulation (1992)				30,300
Average Daily Circulation (1992)				14,200

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

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202-872-9200*

Wyoming—Casper

KGWC-TV

Ch. 14

(Operates satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY)

Network Service: CBS.

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

Studio: 304 N. Center St., Casper, WY 82601.

Telephones: 307-234-1111; 800-788-5492. **Fax:** 307-234-2835.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 140-kw max. & 79.4-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"
Longitude 106° 21' 34"

Transmitter: R79W, T32N, Section 18, Natrona County.

Satellite Earth Stations: Magnatech, 5-meter C-band; AEL, 4-meter Ku-band; Magnatech, 3-meter C-band; M/A-Com, Microdyne receivers.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: August 12, 1980. Sale to present owner by Rocky Mountain Communications Network approved by FCC August 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Carl Occhipinti, General Manager.
- Alan Nicksic, Station Manager.
- Tim Swanson, General Sales Manager.
- Nimi McConigley, News Director.
- Jeremy Patey, Program Director.

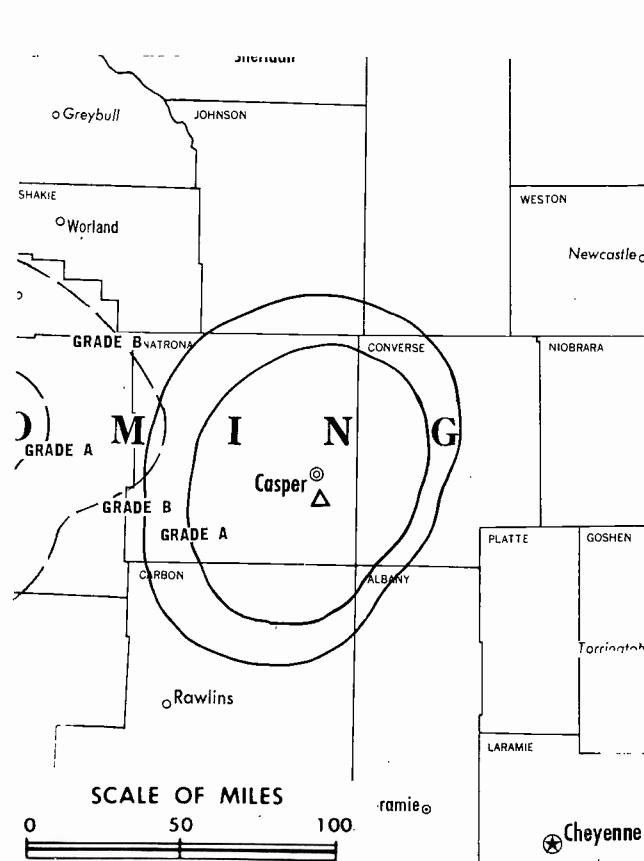
Rates: On request.

Arbitron Data: Figures include satellites KWGL-TV Lander & KGWR-TV, Rock Springs, WY.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 197.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Converse	4,200	4,000	96
	Fremont	12,100	11,800	98



KGWC-TV BMPCT-800519KH Granted 6/27/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnson	2,500	2,400	96
	Natrona	24,600	24,200	98
Between 25-49%	WYOMING			
	Campbell	11,100	10,600	95
	Hot Springs	2,100	2,000	95
	Sweetwater	14,500	14,100	97
	Weston	2,500	2,400	96
Between 5-24%	WYOMING			
	Crook	2,100	2,000	95
	Washakie	3,200	3,100	97
Station Totals		78,900	76,600	97
Net Weekly Circulation (1992)			44,700	
Average Daily Circulation (1992)			21,200	

Wyoming—Casper

KTWO-TV

Ch. 2

(Operates satellite KKTU, Cheyenne, WY)

Network Service: NBC.

Licensee: KTWO Corp., 212 E. Liberty St., Wooster, OH 44691.

Studio: 4200 E. 2nd St., Casper, WY 82609.

Telephone: 307-237-3711. **TWX:** 910-949-4462. **Fax:** 307-234-9866.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper.

News Service: AP.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 8, 1957. Sale of station by Harriscope Bcstg. Corp. to present owner approved by FCC Dec. 12, 1986 (Television Digest, Vol. 26:45).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Michelle Ferguson, General Manager.

Tim Havasi, Local Sales Manager.

Debbie Hales-McLemore, National Sales Manager.

Wes Sturr, News Director.

Dave Borino, Program Director.

Trenda Allen, Promotion Director.

Linda Makinen, Business Manager.

Kris Anderson, Director of Engineering.

Janet Curry, Marketing Director.

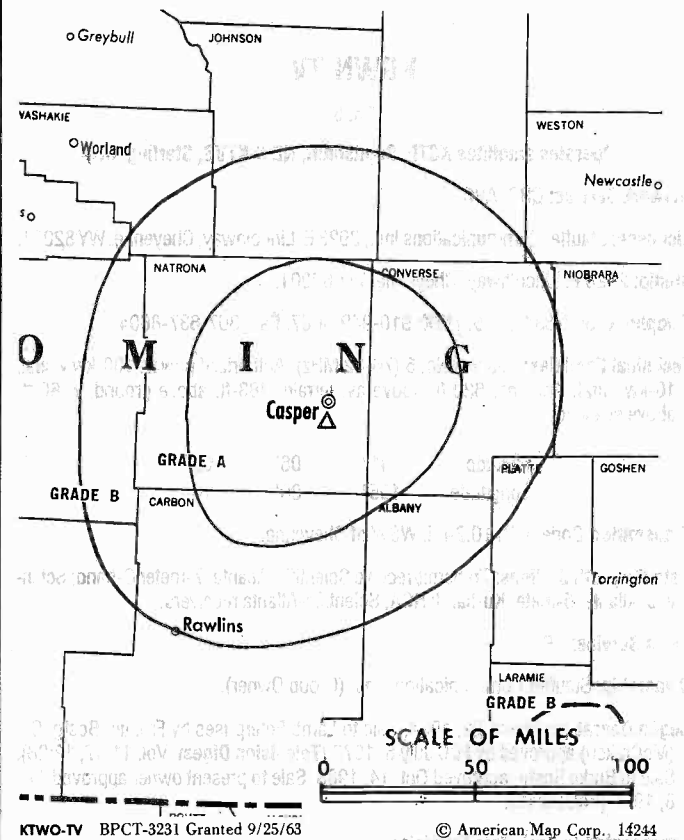
Highest 30 Sec. Rate: \$425.

Arbitron Data: Figures include KKTU, Cheyenne, WY.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 197.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WYOMING				
50% & Over	Campbell	11,100	10,600	95
	Converse	4,200	4,000	96
	Fremont	12,100	11,800	98
	Goshen	5,000	4,900	98
	Hot Springs	2,100	2,000	95
	Johnson	2,500	2,400	96
	Natrona	24,600	24,200	98
	Park	9,000	8,700	96
	Platte	3,500	3,400	96



KTWO-TV BPCT-3231 Granted 9/25/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheridan	9,700	9,300	95
	Sublette	1,900	1,800	95
	Sweetwater	14,500	14,100	97
	Uinta	6,300	6,100	97
	Washakie	3,200	3,100	97
WYOMING				
Between 25-49%	Albany	12,100	11,600	96
	Big Horn	4,000	3,900	96
	Carbon	6,200	6,000	96
	Crook	2,100	2,000	95
	Laramie	29,500	29,100	98
	Lincoln	4,700	4,500	96
	Niobrara	1,100	1,100	100
	Teton	5,200	5,000	96
Weston	2,500	2,400	96	
Station Totals		177,100	172,000	97
Net Weekly Circulation (1992)				105,100
Average Daily Circulation (1992)				56,700

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Television & Cable Factbook

Wyoming—Cheyenne

KGWN-TV

Ch. 5

(Operates satellites KSTF, Scottsbluff, NE & KTVS, Sterling, CO)

Network Service: CBS, ABC.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: 2923 E. Lincolnway, Cheyenne, WY 82001.

Telephone: 307-634-7755. **TWX:** 910-949-4067. **Fax:** 307-637-8604.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"
Longitude 105° 00' 16"

Transmitter: Borie, WY, 10.2-mi. WSW of Cheyenne.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; RCA, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: March 22, 1954. Sale to Lamb Enterprises by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (*Television Digest*, Vol. 11:47; 12:28). Sale to Burke Bcstg. approved Oct. 14, 1983. Sale to present owner approved July 8, 1986 (Vol. 26:13).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

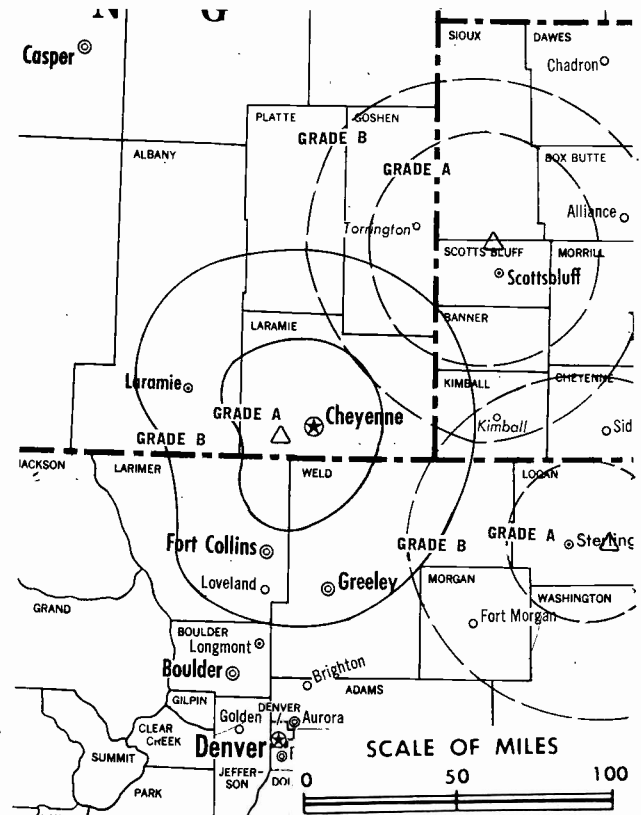
Carl J. Occhipinti, General Manager.
Dusty Thein, General Sales Manager.
Barbara Parenti, Program Director.
Brian Olson, News Director.
Steve Vancourt, Promotion Director.
Tony Schaefer, Chief Engineer.
Bert Grant, Business Manager.

Rates: On request.

Arbitron Data: Figures do not include KSTF Scottsbluff, NE & KTVS, Sterling, CO.

City of License: Cheyenne. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 195.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KGWN-TV BMPCT-1399 Granted 10/2/53

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Albany	12,100	11,600	96
	Goshen	5,000	4,900	98
	Laramie	29,500	29,100	98
	Platte	3,500	3,400	96
Between 25-49%	COLORADO			
	Larimer	74,500	73,100	98
Between 5-24%	COLORADO			
	Weld	50,300	49,500	99
	WYOMING			
	Carbon	6,200	6,000	96
	Fremont	12,100	11,800	98
Station Totals		193,200	189,400	98
Net Weekly Circulation (1992)				76,300
Average Daily Circulation (1992)				33,700

Wyoming—Cheyenne

KKTU

Ch. 33

(Satellite of KTWO-TV, Casper, WY)

Network Service: NBC.

Licensee: KTWO Corp., 4200 E. 2nd St., Casper, WY 82609.

Studio: See KWTO-TV, Casper.

Telephone: 307-237-3711. **TWX:** 910-949-4462. **Fax:** 307-234-9866.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 253-kw max. visual. Antenna: 485-ft. above av. terrain, 482-ft. above ground, 6940-ft. above sea level.

Latitude 41° 08' 55"
Longitude 104° 57' 22"

Transmitter: 6.25-mi. W of Cheyenne.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: August 28, 1987.

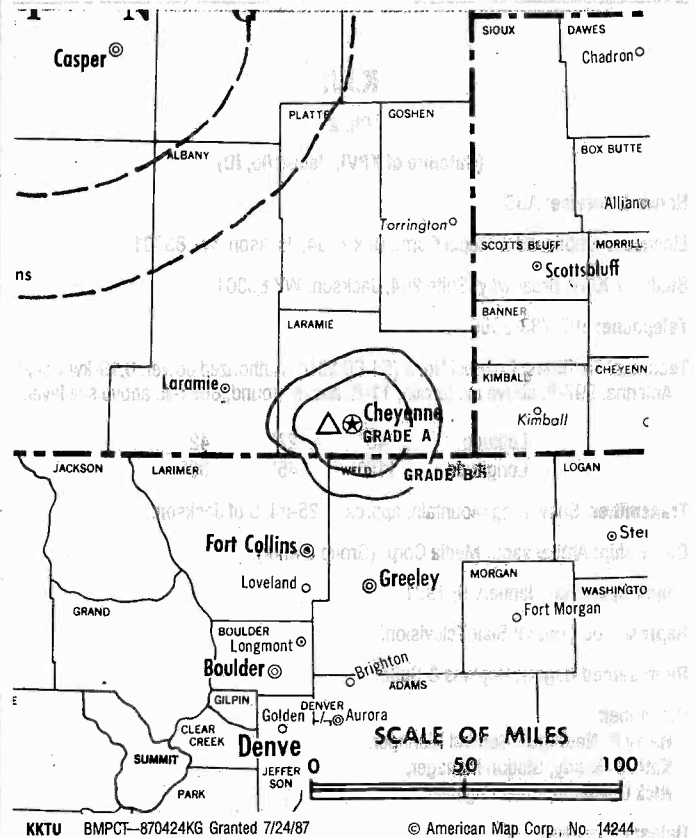
Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:
See KTWO-TV, Casper, WY.

Arbitron Data: Included with KTWO-TV, Casper, WY.



City of License: Cheyenne. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO, Rank: 195.

Wyoming—Jackson

KJVI

Ch. 2

(Satellite of KPVI, Pocatello, ID)

Network Service: ABC.

Licensee: Ambassador Media Corp., Box 7454, Jackson, WY 83001.

Studio: 790 W. Broadway, Suite 204, Jackson, WY 83001.

Telephone: 307-733-2066.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 0.19-kw visual.
Antenna: 997-ft. above av. terrain, 11-ft. above ground, 8051-ft. above sea level.

Latitude 43° 27' 42"

Longitude 110° 45' 09"

Transmitter: Snow King Mountain, approx. 1.25-mi. S of Jackson.

Ownership: Ambassador Media Corp. (Group Owner).

Began Operation: January 9, 1991.

Represented (sales): Blair Television.

Represented (legal): Hopkins & Sutter.

Personnel:

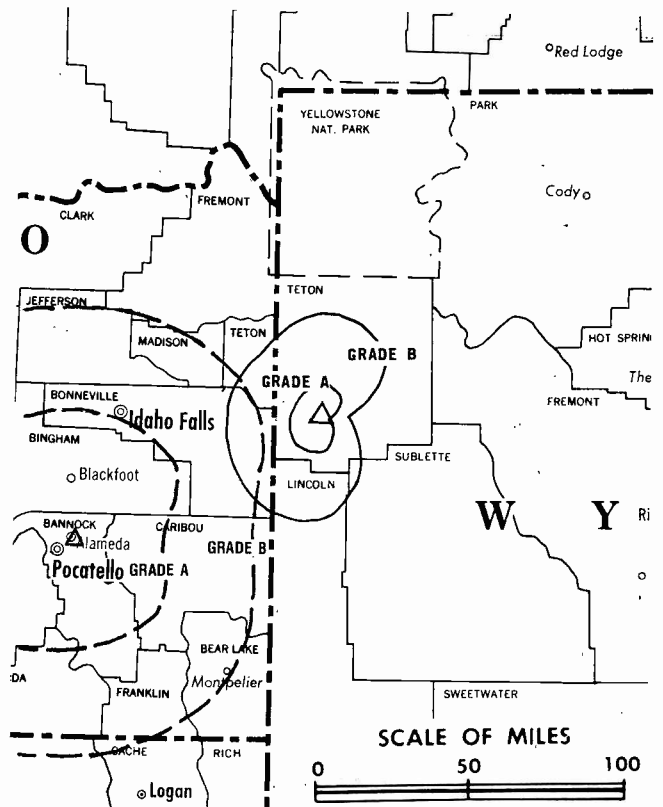
Harry P. Neuhardt, General Manager.

Kathryn Brody, Station Manager.

Nick Davidson, Chief Engineer.

Rates: On request.

Arbitron Data: Included with KPVI, Pocatello, ID.



KJVI BMPCT-881215KG Granted 5/31/89

© American Map Corp., No. 14244

City of License: Jackson. **ADI:** Salt Lake City. **Rank:** 41.

Wyoming—Lander-Riverton

KGWL-TV

Ch. 5

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

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

Studio: See KGWC-TV, Casper.

Telephones: 307-234-1111; 800-788-5492. Fax: 307-234-2835.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

Latitude	42°	53'	41.50"
Longitude	108°	43'	34.00"

Transmitter: 3.6-mi. N of Lander on Sand Hills.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: September 12, 1982. Sale to present owner by Rocky Mountain Communications Network approved by FCC Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

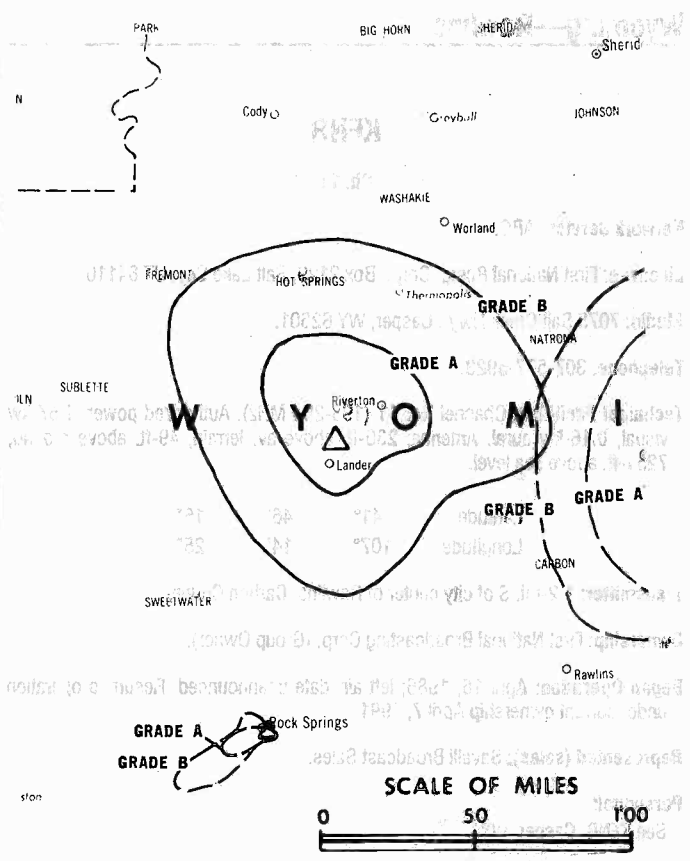
Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:
See KGWC-TV, Casper, WY.

Rates: On request.

Arbitron Data: Included with KGWC-TV, Casper, WY.



KGWL-TV BPCT-810428KG Granted 1/6/82

© American Map Corp., No. 14244

City of License: Lander. **ADI:** Casper²Riverton. **Rank:** 197.

Wyoming—Rawlins

KFNR

Ch. 11

Network Service: ABC.

Licensee: First National Bcstg. Corp., Box 2129, Salt Lake City, UT 84110.

Studio: 7075 Salt Creek Hwy., Casper, WY 82601.

Telephone: 307-577-5923.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 1.67-kw visual, 0.16-kw aural. Antenna: 230-ft. above av. terrain, 49-ft. above ground, 7251-ft. above sea level.

Latitude	41°	46'	15"
Longitude	107°	14'	25"

Transmitter: 1.2-mi. S of city center of Rawlins, Carbon County.

Ownership: First National Broadcasting Corp. (Group Owner).

Began Operation: April 16, 1986; left air, date unannounced. Resumed operation under current ownership April 7, 1991.

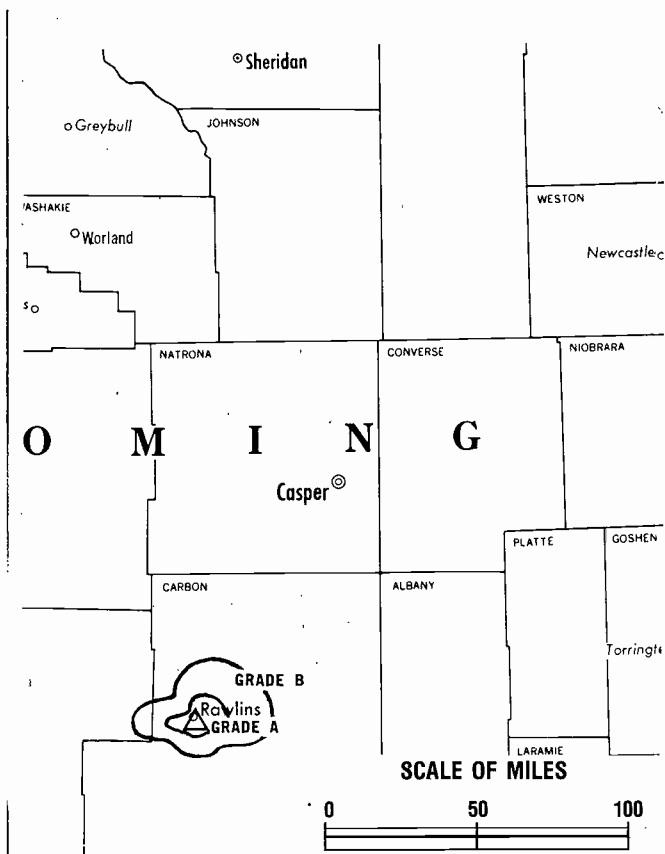
Represented (sales): Savalli Broadcast Sales.

Personnel:

See KFNB, Casper, WY.

Rates: On request.

Arbitron Data: Included with KFNB, Casper, WY.



KFNR 8PCT-880901KF Granted 10/24/90 © American Map Corp., No. 14244

City of License: Rawlins. **ADI:** Denver. **Rank:** 21.

Wyoming—Riverton

KENE

Ch. 10

(Satellite of KFNB, Casper, WY)

Network Service: ABC.

Licensee: First National Bcstg. Corp., 7075 Salt Creek Hwy., Casper, WY 82601.

Studio: 7075 Salt Creek Hwy., Casper, WY 82601.

Telephone: 307-577-5923. **Fax:** 307-577-5928.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 170-kw max. visual, 17-kw aural. Antenna: 526-ft. above av. terrain, 62-ft. above ground, 7546-ft. above sea level.

Latitude 43° 27' 26"
Longitude 108° 12' 02"

Transmitter: Boysen Peak, 31-mi. NNE of Riverton.

Satellite Earth Station: Bogner, 12-meter; RCA receivers.

News Service: UPI.

Ownership: First National Broadcasting Corp. (Group Owner).

Began Operation: December 22, 1957. Sale to Francis D'Addario, et al., by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (*Television Digest*, Vol. 19:26). Sale to David Antoniak, et al., approved June 27, 1984. Left air January 1987. Resumed operation under current ownership April 7, 1991.

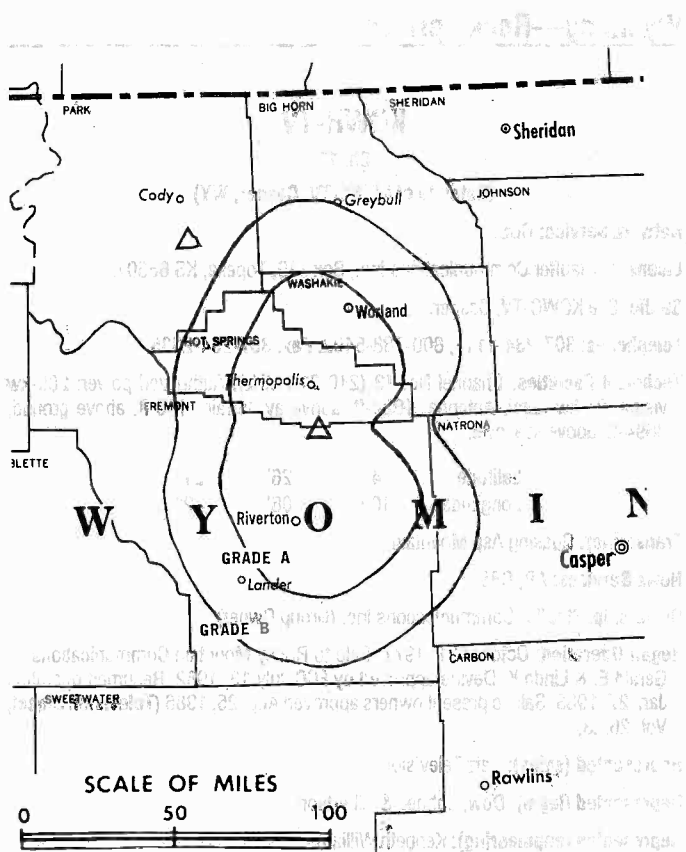
Represented (sales): Savalli Broadcast Sales.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

See KFNB, Casper, WY.

Highest 30 Sec. Rate: \$500.



KFNE BPCT-880901KE Granted 3/28/91

© American Map Corp., No. 14244

Arbitron Data: Included with KFNB, Casper, WY.

City of License: Riverton. **ADI:** Casper-Riverton. **Rank:** 197.

Wyoming—Rock Springs

KGWR-TV

Ch. 13

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

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

Studio: See KGWC-TV, Casper.

Telephones: 307-234-1111; 800-788-5492. **Fax:** 307-234-2835.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 209-kw visual, 21-kw aural. Antenna: 1624-ft. above av. terrain, 148-ft. above ground, 8694-ft. above sea level.

Latitude	41°	26'	21"
Longitude	109°	06'	42"

Transmitter: Quaking Asp Mountain.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: October 21, 1977. Sale to Rocky Mountain Communications by Gerald E. & Linda K. Devine approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983. Sale to present owners approved Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Katz Television.

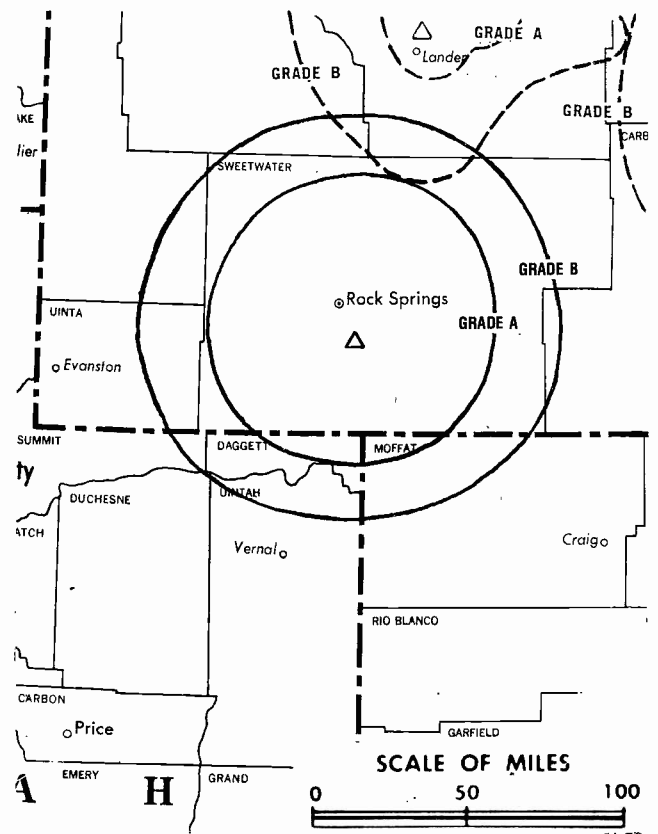
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kenneth Williams.

Personnel:

See KGWC, Casper, WY.

Rates: Sold in combination with KGWC-TV Casper, WY & KGWL-TV, Lander-Riverton, WY.



KGWR-TV BMPCT-891026KG Granted 3/27/90

American Map Corp., No. 14244

Arbitron Data: Included with KGWC-TV, Casper, WY.

City of License: Rock Springs. **ADI:** Casper-Riverton. **Rank:** 197.

Wyoming—Sheridan

KSGW-TV

Ch. 12

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

Network Service: ABC.

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

Studio: See KOTA-TV, Rapid City.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude 44° 37' 20"
Longitude 107° 06' 57"

Transmitter: 12-mi. S & 8-mi. W of Sheridan.

Satellite Earth Stations: In operation; Simulcast receivers.

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: October 28, 1977.

Represented (sales): Katz Television.

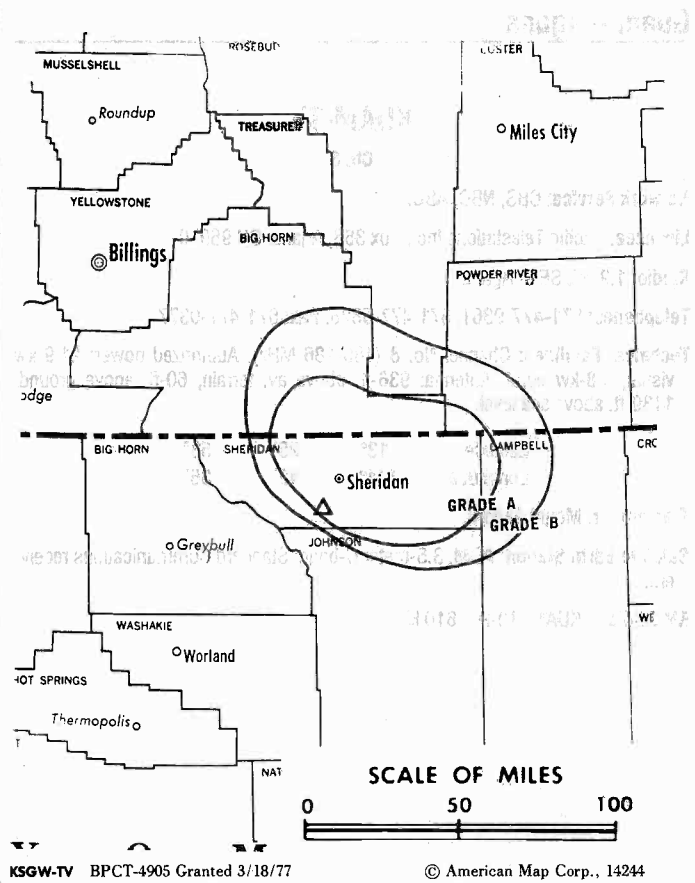
Represented (legal): Fisher, Wayland, Cooper & Leader.

Personnel:

William F. Duhamel, General Manager.
Wes Haugen, General Sales Manager.

Rates: Sold in combination with KOTA-TV, Rapid City, SD.

Arbitron Data: Included with KOTA-TV, Rapid City, SD.



City of License: Sheridan. ADI: Rapid City. Rank: 169.

Guam—Agana

KUAM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: Pacific Telestations Inc., Box 368, Agana, GU 96910.

Studio: 1.9-mi. SE of Agana.

Telephones: 671-477-9861; 671-477-5826. **Fax:** 671-477-0377.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 60-ft. above ground, 1139-ft. above sea level.

Latitude	13°	25'	53"
Longitude	144°	42'	36"

Transmitter: Mount Alutom.

Satellite Earth Station: ADM, 3.5-meter C-band; Standard Communications receivers.

AM Affiliate: KUAM, 10-kw, 610 khz.

FM Affiliate: KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

News Services: AP, CBS, NBC.

Ownership: Micronesia Broadcasting Corp.

Began Operation: August 5, 1956. Transfer of control to present owners approved by FCC April 13, 1989. Sale to Pacific Telestation Inc. by H. S. Killgore approved by FCC Sept. 15, 1977 (**Television Digest**, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Heame to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales): Intercontinental Services Ltd.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Jon M. Denight, General Manager.

Patricia D. Clymer, Assistant General Manager & Program Director.

Michelle Benito, Sales Manager.

Nestor Licanto, News Director.

Dean Reed, Chief Engineer.

Rates: On request.

City of License: Agana.

Guam—Tamuning

KTGM

Ch. 14

Network Service: None, independent.

Licensee: Guahan Airwaves Corp., 692 N. Marine Dr., Tamuning, GU 96911.

Studio: 692 N. Marine Dr., Tamuning, GU 96911.

Telephone: 671-646-4873.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 12.8-kw max. visual. Antenna: Minus 52-ft. above av. terrain, 66-ft. above ground, 230-ft. above sea level.

Latitude	13°	30'	09"
Longitude	144°	48'	17"

Transmitter: Atlantica Guam Corp. Bldg., Marine Dr., Upper Tumon.

Ownership: Guahan Airwaves Corp.

Began Operation: October 19, 1987.

Represented (legal): Davis, Graham & Stubbs.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

David M. Larson, General Manager & Chief Engineer.

Sharon Aldridge, Sales Manager.

Rates: On request.

City of License: Tamuning.

Puerto Rico—Aguadilla-Mayaguez

WOLE-TV

Ch. 12

Network Service: None, independent.

Licensee: Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, PR 00681.

Studio: 17 Marina St., Aguadilla, PR 00603.

Mailing Address: Box 415, Aguadilla, PR 00605.

Telephone: 809-833-1200. **Fax:** 809-831-6330.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

Latitude	18°	18'	51"
Longitude	67°	11'	30"

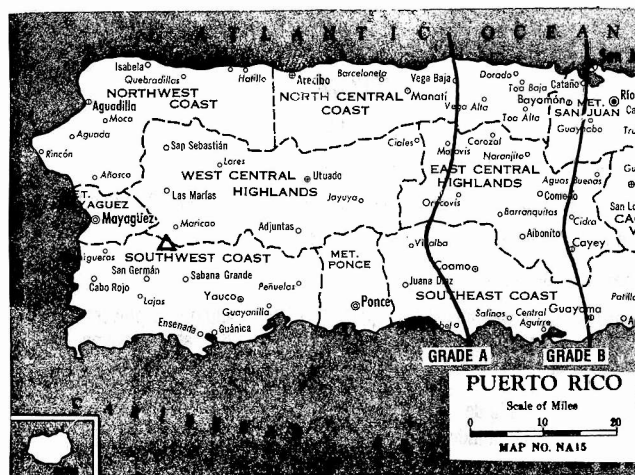
Holds CP for change to 275-kw visual, 27.50-kw aural, 2182-ft. above av. terrain, 237-ft. above ground, 3189-ft. above sea level, lat. 18° 09' 00", long. 66° 59' 00". BPCT-890828KH.

Transmitter: Pico Atalaya, 4.5-mi. SE of Rincon, PR.

Ownership: Western Broadcasting Corp. of Puerto Rico.

Began Operation: May 10, 1960.

Represented (legal): Peper, Martin, Jensen, Maichel & Hettlage.



WOLE-TV BPCT-890828KH Granted 6/14/91

© American Map Corp., No. 14244

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

Personnel:

Irwin Young, President.

Luis A. Morales, General Manager.

Santiago Hernandez, Program Director.

Doel Oriol, Chief Engineer.

Rates: On request.

City of License: Aguadilla.

Puerto Rico—Aguadilla

WVEO

Ch. 44

Network Service: None, independent.

Licensee: Southwestern Bcstg. Corp., Penthouse, Darlington Bldg., Rio Piedras, PR 00925.

Studio: Road 411, km 77, Aguada

Telephone: 809-895-3033.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

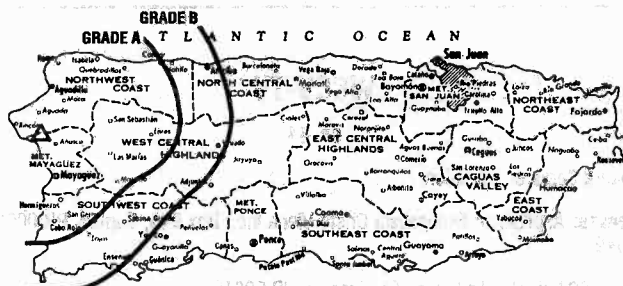
Holds CP for change to 250-kw max. visual, 1220-ft. above av. terrain, 820-ft. above ground, 1427-ft. above sea level. BPCT:890927KE.

Transmitter: Barrio Atalaya, Aguada, PR.

Ownership: Pedro Roman Collazo (Group Owner).

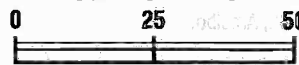
Began Operation: October 7, 1974. Sale of off-air station to James C. Leake approved April 20, 1987 but never consummated. Sale to Seglares Iglesia Catolica Inc. by Video Empresas Del Oeste approved by FCC March 7, 1985. Sale to present owner approved Oct. 10, 1990 (*Television Digest*, Vol. 30:43).

Represented (sales): Contemporary Media.



GRADE B
ATLANTIC OCEAN
CARIBBEAN SEA

SCALE OF MILES



WVEO BMPCT-890927KE Granted 10/4/90 © American Map Corp., No. 14244

Represented (legal): Hopkins & Sutter.

Rates: On request.

City of License: Aguadilla.

Puerto Rico—Arecibo

WCCV-TV

Ch. 54

Network Service: Univision.

Licensee: Asociacion Evangelista Cristo Viene Inc., Box 949, Camuy, PR 00627-0949.

Studio: 62 Luis Gandia Santos St., Arecibo, PR 00612.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 11.78-kw max. visual, 2.34-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude	18°	28'	28"
Longitude	66°	43'	36"

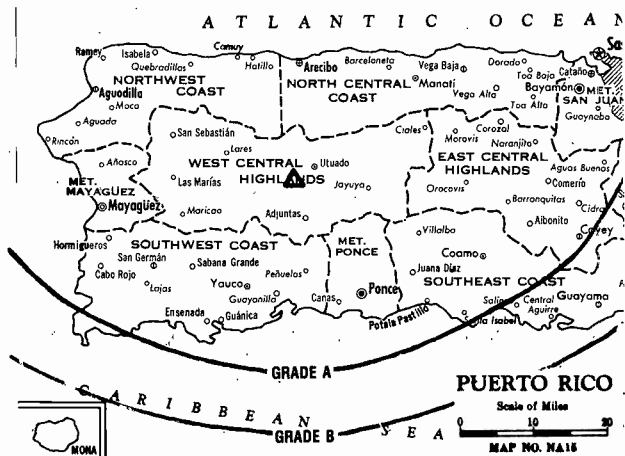
Holds CP for change to 1500-kw max. visual, 1969-ft. above av. terrain, 512-ft. above ground, 3571-ft. above sea level, lat. 18° 14' 06", long. 66° 45' 36", transmitter to Cerro Roncadon, 4.3-mi. to Utuado on 60°T. BPCT-890609KF.

Transmitter: Luis Gandia Santos St., No. 62, Arecibo.

Satellite Earth Stations: In operation; Drake receivers.

Ownership: Asociacion Evangelistica Cristo Viene Inc.

Began Operation: April 9, 1982. Sale to present owners by Arecibo Video Corp. approved by FCC March 17, 1989.



WCCV-TV BPCT-890609KF Granted 8/30/89

© American Map Corp., No. 14244

Represented (engineering): Robert L. Purcell.

Personnel:

- Jose J. Avila, President.**
- Jenny R. Velazquez, General Manager.**
- William Arce, Chief Engineer.**

Highest 30 Sec. Rate: \$30.:

City of License: Arecibo.

Puerto Rico—Bayamon

WDWL

Ch. 36

Network Service: None, independent.

Licensee: Bayamon Christian Network, Levittown Station, Box 50615, Toa Baja, PR 00950.

Studio: Ave. Sevana Seca, Levittown, PR 00620.

Telephone: 809-795-8181.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 9.3-kw max. visual. Antenna: 1078-ft. above av. terrain, 104-ft. above ground, 1704-ft. above sea level.

Latitude	18°	16'	40"
Longitude	66°	06'	38"

Transmitter: Cerro Marquesa, Aguas Buenas.

Ownership: Bayamon Christian Network.

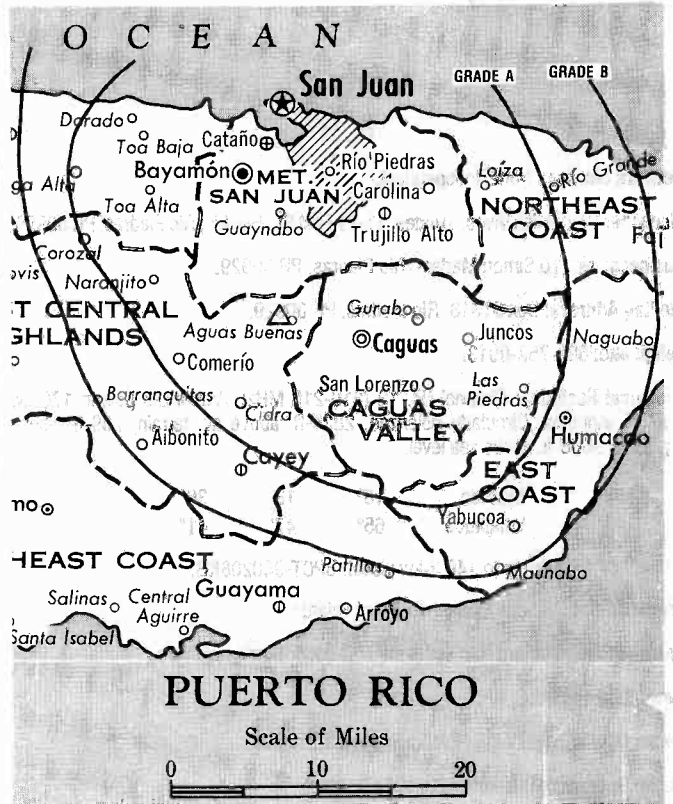
Began Operation: March 25, 1991.

Represented (engineering): Jorge R. Figueroa.

Personnel:

Jose Cortes, General Manager.
David Baez, Chief Engineer.

Rates: On request.



WDWL BMPCT-890428KG Granted 5/11/90 © American Map Corp., No. 14244

City of License: Bayamon.

Puerto Rico—Fajardo

WPRV-TV

Ch. 13

Network Service: None, independent.

Licensee: Evangelina Vives, Trustee, 11-11 First St., Hillside, Rio Piedras, PR 00926.

Business: No. 10 Simon Madera, Rio Piedras, PR 00929.

Mailing Address: Box 31313, Rio Piedras, PR 00929.

Telephone: 809-758-0013.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual. Antenna: Circularly polarized, 2825-ft. above av. terrain, 259-ft. above ground, 3506-ft. above sea level.

Latitude	18°	18'	36"
Longitude	65°	47'	41"

Holds CP for change to 140.2-kw visual. BPCT-900208KG.

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Satellite Earth Station: Harris, 13-meter C-band; Harris receivers.

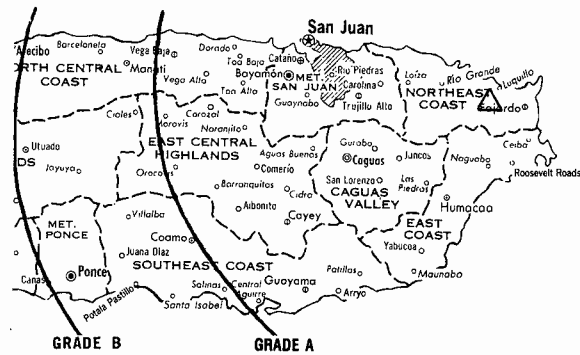
News Services: ABC, AP.

Ownership: WPRV-TV Inc., Evangelina Vives, Trustee.

Began Operation: December 22, 1984.

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

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



WPRV-TV BPCT-900208KG Granted 3/23/90

American Map Corp., No. 14244

Personnel:

Nacha Rivera, General Manager.
Richard Sevenoaks, Station Manager.
Danny Garcia, Sales Manager.
Mario Lazzari, Chief Engineer.
Jorge Miranda, Promotion Director.

Highest 30 Sec. Rate: \$385.

City of License: Fajardo.

Puerto Rico—Mayaguez

WNJX-TV Ch. 22

Network Service: None, Independent.

Licensee: WNJX-TV Inc., Box 1030, Mayaguez, PR 00709.

Studio: 22 Guanajibo Shopping Center, Mayaguez, PR 00708.

Telephone: 809-831-2222. **Fax:** 809-834-2211.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 200-kw max. visual, 20-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Holds CP for change to 1550-kw max. visual, 2034-ft. above av. terrain, 131-ft. above ground, 2986-ft. above sea level, lat. 18° 09' 05", long. 66° 59' 20", transmitter to Monte del Estado Antenna Farm, 2.17-mi. S of Maricao, Mayaguez County. BPCT-910409KJ.

Transmitter: Atalaya Mountain, Aguada.

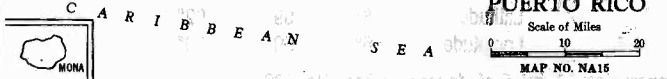
Satellite Earth Stations: In operation, C-band.

Ownership: WNJX-TV Inc.

Began Operation: April 27, 1986.

Represented (legal): Latham & Watkins.

Represented (engineering): D.B. Communications.



WNJX-TV BPCT-910409KJ Granted 7/17/91 © American Map Corp., No. 14244

Personnel:

- Ana P. Tryon, President.
- Glenn A. Tryon, General Manager.
- Frances Irizarry, General Sales Manager.
- Pedro Caraballo, Production Director.
- Ramon Rivera Perez, Chief Engineer.
- Nydia Plaza, Traffic Director.

Highest 30 Sec. Rate: \$100.

City of License: Mayaguez.

Puerto Rico—Mayaguez-Aguadilla

WORA-TV

Ch. 5

Network Service: None, independent.

Licensee: Telecinco Inc., Box 43, Mayaguez, PR 00681-0043.

Studio: Darlington Bldg., Box 43, Mayaguez, PR 00681-0043.

Telephones: 809-831-5555; 809-721-4054. **Fax:** 809-833-0075.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude	18°	09'	02"
Longitude	66°	59'	20"

Transmitter: 2.2-mi. S of Maricao on Road No. 120.

Ownership: Telecinco Inc.

Began Operation: October 1, 1955.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

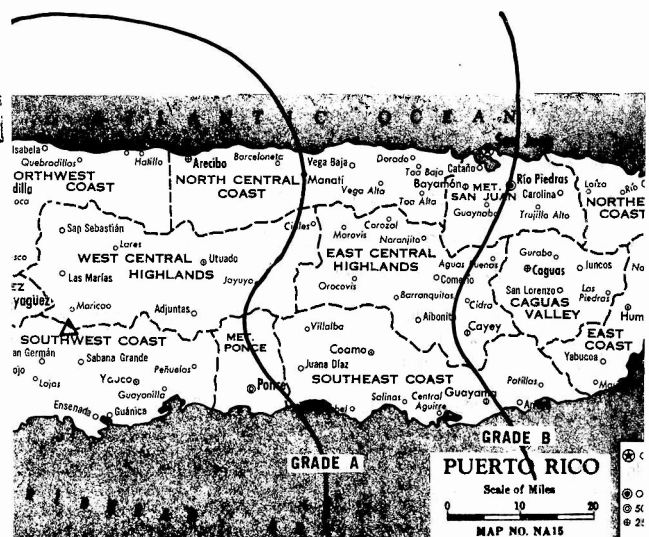
Personnel:

Alfredo R. de Arellano Jr., President.

Eduardo Bado, General Manager.

Benjamin Torres, General Sales Manager.

G. A. Bonet, Director of Engineering.



WORA-TV

© American Map Corp., 14244

Jose Delgado, News Director.

Rey Perez, Program Director.

Jesus Echevarria, Chief Engineer.

Highest 30 Sec. Rate: \$200.

City of License: Mayaguez.

Puerto Rico—Mayaguez

WTRA

Ch. 16

Network Service: None; independent.

Grantee: Century Telecast Corp., 5915 Ponce de León Blvd., Coral Gables, FL 33146.

Studio: Calle Rio No. 3, 2nd Floor, Mayaguez, PR 00709.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 219-kw max. visual, 22-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Transmitter: Rd. 711 km 7 on Mount Atalaya, Aguada.

Ownership: Century Telecast Corp.

Began Operation: December 1, 1986.

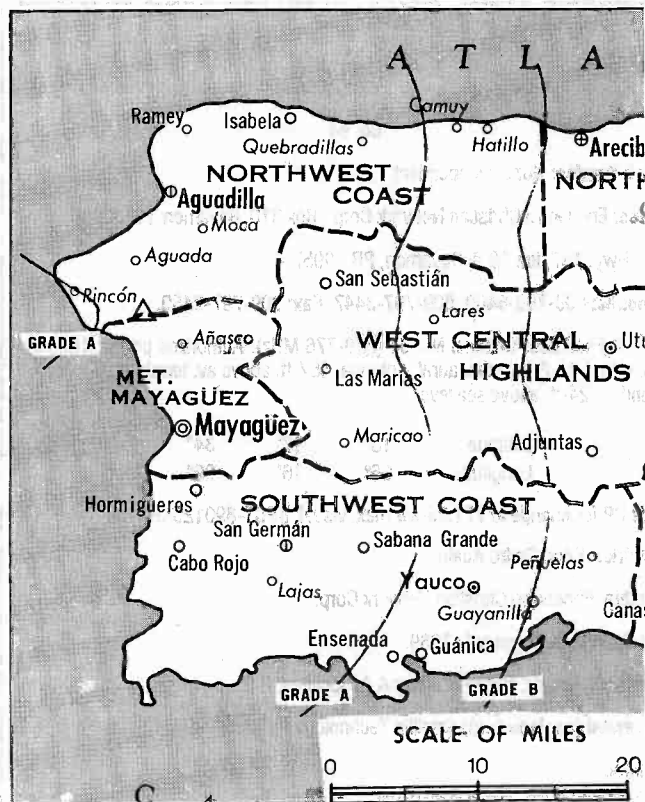
Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Represented (engineering): Hector Nicolau.

Personnel:

Edelinda Camara, General Manager.

Rates: On request.



WTRA BMPCT-860129KF Granted 6/24/86

© American Map Corp., No. 14244

City of License: Mayaguez.

Puerto Rico—Naranjito

WECN

Ch. 64

Network Service: None, independent.

Licensee: Encuentro Christian Network Corp., Box 310, Bayamon, PR 00960.

Studio: Hwy. 167, km 18.9, Bayamon, PR 00957.

Telephones: 809-799-6400; 809-797-3447. **Fax:** 809-797-2450.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. visual, 15.8-kw max. aural. Antenna: 467-ft. above av. terrain, 117-ft. above ground, 1724-ft. above sea level.

Latitude	18°	17'	34"
Longitude	66°	16'	02"

Holds CP for change to 771.25-kw max. visual. BPCT-890125KH.

Transmitter: Barrio Cedro Abajo.

Ownership: Encuentro Christian Network Corp.

Began Operation: January 1, 1989.

Represented (legal): Mitchell, Boyer & Associates, P.C.

Represented (engineering): Satellite Technology for Christ.

Personnel:

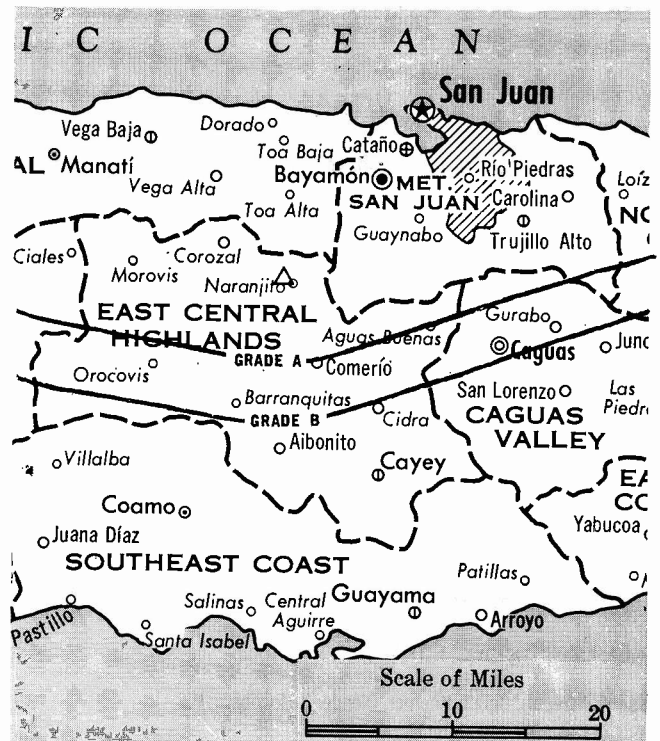
Jofre Ayala Torres, General Manager.

Jose Santana, Local Sales Manager.

Yamil Ayala, Program Director.

Ricardo Alfaro, Chief Engineer.

Jose Antonio Ayala, News Director.



WECN BPCT-890125KH Granted 5/31/89

American Map Corp., No. 14244

Fernando Luis Casan, Development Director.

Myriam Guzman, Production Manager.

Rates: On request.

City of License: Naranjito.

Puerto Rico—Ponce

WKPV

Ch. 20

Network Service: None, independent.

Licensee: Multi-Media Television, Box 2556, San Juan, PR 00936-2556.

Studio: Vayas Torres, Mercedita, Ponce.

Telephones: 809-725-3305; 809-840-2017.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 100-kw max. visual; 10-kw max. aural. Antenna: 849-ft. above av. terrain, 105-ft. above ground, 2073-ft. above sea level.

Latitude	18°	04'	46"
Longitude	66°	44'	43"

Transmitter: 2-mi. N 315°E of Penuelas.

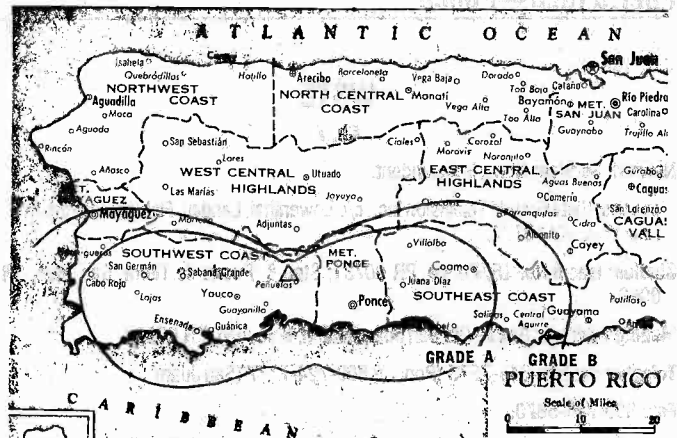
News Service: AP.

Ownership: Multi-Media Television Inc. (Group Owner).

Began Operation: August 6, 1985.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.



Personnel:

Franklin D. Lopez, General Manager.

Desiree Ortiz, Sales Manager.

Ricardo L. Alfaro, Engineering Director.

Manolo Purcell, News Director.

Annette Urrutia, Promotion Director.

Highest 30 Sec. Rate: \$160.

City of License: Ponce.

Puerto Rico—Ponce

WSTE

Ch. 7

Network Service: None, independent.

Licensee: Siete Grande Television Inc., c/o Lowenthal, Landau, Fisher, 250 Park Ave., New York, NY 10177.

Studios: Isabel No. 15, Ponce, PR 00731; Stop 8, Puerta de Tierra, San Juan, PR 00902.

Mailing Address: Box A, Old San Juan Station, San Juan, PR 00902.

Telephones: 809-845-7575 (Ponce); 809-724-7777 (San Juan).

Fax: 809-725-5870.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude	18°	09'	17"
Longitude	66°	33'	16"

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, PR.

Satellite Earth Stations: Avantek, 13-meter; Gardiner, 13-meter; Gardiner, Avcom receivers.

Ownership: Siete Grande Television Inc.

Began Operation: February 2, 1958. Sale to present owners by Malrite & Muniz approved by FCC Aug. 5, 1991. Sale of 80% to Malrite by Lucas Tomas Muniz approved by FCC Sept. 27, 1985 (*Television Digest*, Vol. 25:23). Previous sale by



WSTE BNPCT-861223KN Granted 1/29/87

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United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (Vol. 9:31). Sale of 36.67% to Alfred C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).

Represented (legal): Verner, Liipfert, Bernhard, McPherson & Hand.

Personnel:

Wanda Costanzo, General Manager.

Modesto Delgado, Chief Engineer.

Felix O. Roman, Controller.

Rates: On request.

City of License: Ponce.

Puerto Rico—Ponce

WSUR-TV
Ch. 9

Network Service: None, independent.

Licensee: Estrella Brillante Ltd. Co-Partnership, 1200 Statter Office Tower, Cleveland, OH 44115.

Studio: La Rambla, Ponce

Sales Office: 657 Ave. Condado, Santurce, PR.

Telephone: 809-842-4178.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

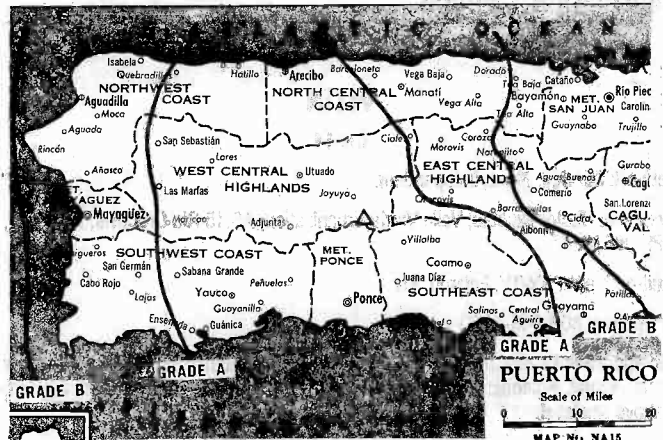
Latitude	18°	10'	17"
Longitude	66°	34'	30"

Transmitter: Mount Jayuya.

News Service: AP.

Ownership: Estrella Brillante Ltd. Co-Partnership (Group Owner).

Began Operation: February 20, 1958. Sale to Lorimar-Telepictures, et al., by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol.



WSUR-TV

© American Map Corp., 14244

23:52). Sale to Timothy Brumlik dismissed (Vol. 28:51; 29:3). Sale to present owners approved Aug. 5, 1991.

Personnel:

Luis Felipe Rodriguez, Production Manager.
Robert L. Beurket, Chief Engineer.

Rates: On request.

City of License: Ponce.

Puerto Rico—Ponce

WTIN

Ch. 14

Network Service: None, independent.

Licensee: Hector Nicolau, Valle Verde Urbanization, AS.15 Rio Orocovis, Bayamon, PR 00619.

Studio: See WPRY-TV, Fajardo, PR

Telephone: 809-848-5250.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1513.6-kw max. visual. Antenna: 1834-ft. above av. terrain, 174-ft. above ground, 3281-ft. above sea level.

Latitude	18°	09'	00"
Longitude	66°	52'	50"

Transmitter: El Cerro Penuelas, PR.

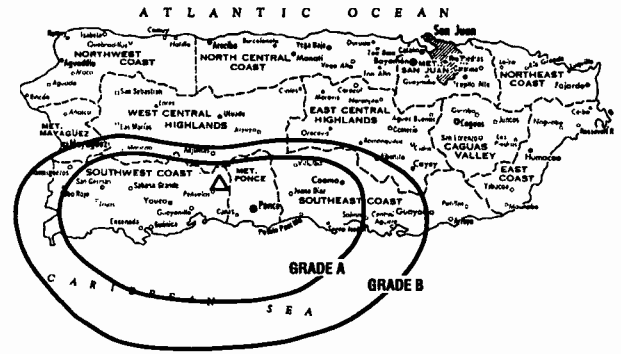
Ownership: Hector Nicolau.

Began Operation: December 27, 1985.

Represented (legal): Baraff, Koemer, Ofender & Hochberg, P.C.

Personnel:

Hector Nicolau, General Manager.



SCALE OF MILES



WTIN BMPCT-851227KE Granted 12/17/87 © American Map Corp., No. 14244

City of License: Ponce.

Puerto Rico—San Juan

WAPA-TV

Ch. 4

Network Service: None, independent.

Licensee: Pegasus Bcstg. of San Juan, Puerto Rico Inc., Box 2050, San Juan, PR 00936.

Studio: State Rd. 19, km 0.5, Guaynabo

Mailing Address: Box 2050, San Juan, PR 00936.

Telephone: 809-792-4444. **Fax:** 809-782-4420.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2863-ft. above av. terrain, 1046-ft. above ground, 4002-ft. above sea level.

Latitude	18°	06'	42"
Longitude	66°	03'	05"

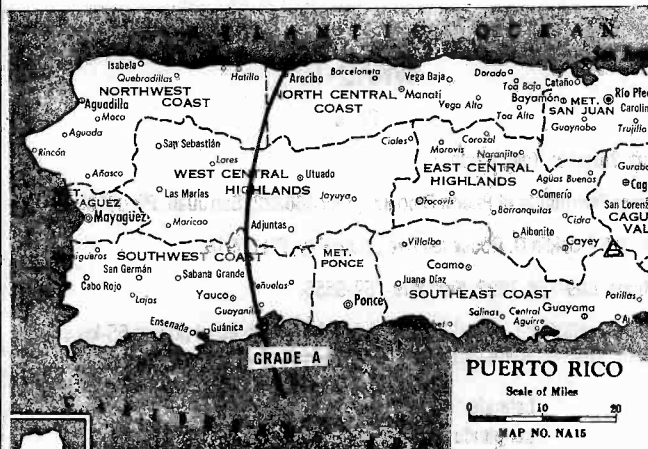
Transmitter: Cerro La Santa, 21-mi. S. of San Juan.

Satellite Earth Station: Harris, 13-meter; Harris receivers.

News Service: CNN.

Ownership: General Electric Capital Corp. (Group Owner).

Began Operation: March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (*Television Digest*, Vol. 13:13, 14, 18). Sale to Columbia Pictures Industries by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale to Western Bcstg. Co. by Columbia approved May 26, 1976. Sale to SFN Communications by Western Bcstg. approved June 15, 1984. Sale to Pegasus Bcstg. by SFN approved Oct. 2, 1986. Transfer of control to present owner approved Sept. 11, 1990.



WAPA-TV BMPCT-870709KF Granted 8/31/87

© American Map Corp., No. 14244

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): John F. X. Browne & Associates, P.C.

Personnel:

- John Bennett**, President & General Manager.
- Enrique Cruz**, Executive Vice President, Programming & News.
- Jonathan Garcia**, Vice President & General Sales Manager.
- Maria Rodriguez**, Vice President, Finance.
- Juan Abel Gonzalez**, Chief Engineer.
- Jorge Orama**, Promotions Manager.

Highest 30 Sec. Rate: \$2200.

City of License: San Juan.

Puerto Rico—San Juan

WKAQ-TV

Ch. 2

Network Service: Telemundo.

Licensee: Telemundo of Puerto Rico Inc., Box 366222, San Juan, PR 00936.

Studio: 383 Franklin D. Roosevelt Ave., Hato Rey, PR 00918.

Telephone: 809-758-2222. **Fax:** 809-759-9655.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 55-kw visual.
Antenna: 2825-ft. above av. terrain, 1047-ft. above ground, 3999-ft. above sea level.

Latitude	18°	06'	54"
Longitude	66°	03'	10"

Transmitter: La Santa Peak, Cerro La Santa, Cayey, Puerto Rico.

Satellite Earth Station: Harris, 13-meter C-band; Harris receivers.

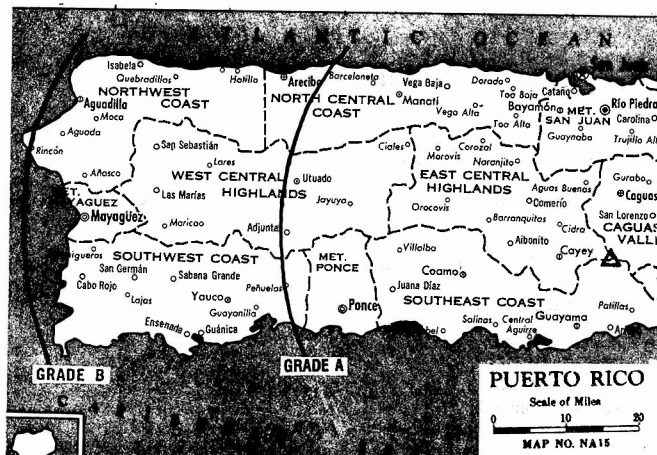
News Services: CNN, CNN Headline News, UPI.

Ownership: Telemundo Group (Group Owner).

Began Operation: March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

Represented (sales): Telemundo.

Represented (legal): Covington & Burling.



WKAQ-TV BPCT-881109KH, Granted 4/28/89

American Map Corp., No. 14244

Personnel:

Phillip J. Keller, President & General Manager.

Jose Ramos, General Sales Manager.

Francisco Arrieta, Program Director.

Jose Medina, Chief Engineer.

Magdalena Alonso, Promotion Director.

Berta Castaner, News Director.

Sonia Melendez, Business Manager.

Rates: On request.

City of License: San Juan.

Puerto Rico—Caguas-San Juan

WLII

Ch. 11

Network Service: None, independent.

Licensee: Estrella Brillante Ltd. Co-Partnership, 1200 Statler Office Tower, Cleveland, OH 44115.

Studio: 657 Condado Ave., Santurce, PR 00907.

Mailing Address: Call Box 10000, Santurce Station, Santurce, PR 00907.

Telephone: 809-724-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1635-ft. above av. terrain, 240-ft. above ground, 1180-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

Transmitter: Cerro Marquessa Mountain, 6-mi. NW of Caguas.

Satellite Earth Station: Vertex, 13-meter C-band; Harris receivers.

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

Ownership: Estrella Brillante Ltd. Co-Partnership (Group Owner).

Began Operation: April 22, 1960. Sale to TeleOnce Corp. by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52) Sale to present owners approved Aug. 5, 1991.

Represented (sales): Katz Television.



WLII

© American Map Corp., 14244

Represented (legal): Amaldo Villamil.

Personnel:

Rafael Ruiz, Executive Vice President.

David E. Murphy, General Manager.

Alexis Torres, Comptroller.

Hilary Hattler, Sales Manager.

Cristina Martinez, Program Director.

Maggy Alonso, Promotional Director.

Linda Hernandez, News Director.

Jose A. Medina, Chief Engineer.

Highest 30 Sec. Rate: \$1600.

City of License: Caguas.

Puerto Rico—San Juan

WRWR-TV

Ch. 30

Network Service: None, independent.

Grantee: Century Telecast Corp., Box 4630, Hato Rey, PR 00919.

Studio: RD 2, km-9.2, Bayamon, PR 00918.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2630-kw max. & 288-kw horizontal visual, 263-kw max. & 28.8-kw horizontal aural. Antenna: 942-ft. above av. terrain, 196-ft. above ground, 1672-ft. above sea level.

Latitude	18°	16'	30"
Longitude	66°	05'	36"

Transmitter: 1.4-mi. N, 30°E directly from Aguas Buenas.

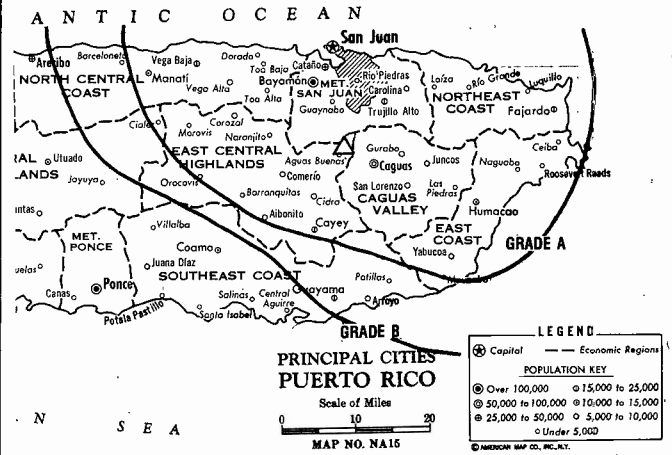
Ownership: Century Telecast Corp. (Group Owner).

Began Operation: January 1, 1987.

Represented (legal): Gammon & Grange.

Personnel:

Ramon Rodriguez Nieves, General Manager.



WRWR-TV BMPCT-830331KH Granted 11/23/83

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Rates: On request.

City of License: San Juan.

Puerto Rico—San Juan

WSJN-TV

Ch. 24

Network Service: None, independent.

Licensee: Multi-Media Television Inc., Box 2556, San Juan, PR 00936-2556.

Studio: 171 Quisqueya St., Hato Rey, PR 00917.

Telephones: 809-766-0024; 809-766-4115.

Technical Facilities: Channel No. 24 (530-586 MHz). Authorized power: 537-kw max. visual, 53.7-kw max. aural. Antenna: 1963-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	18°	16'	47"
Longitude	65°	51'	14"

Transmitter: 0.5-mi. E of State Rd. 186 in Cubuy Barrio.

Satellite Earth Station: 7.3-meter C-band; Drake, DX Antenna, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Multi-Media Television Inc. (Group Owner).

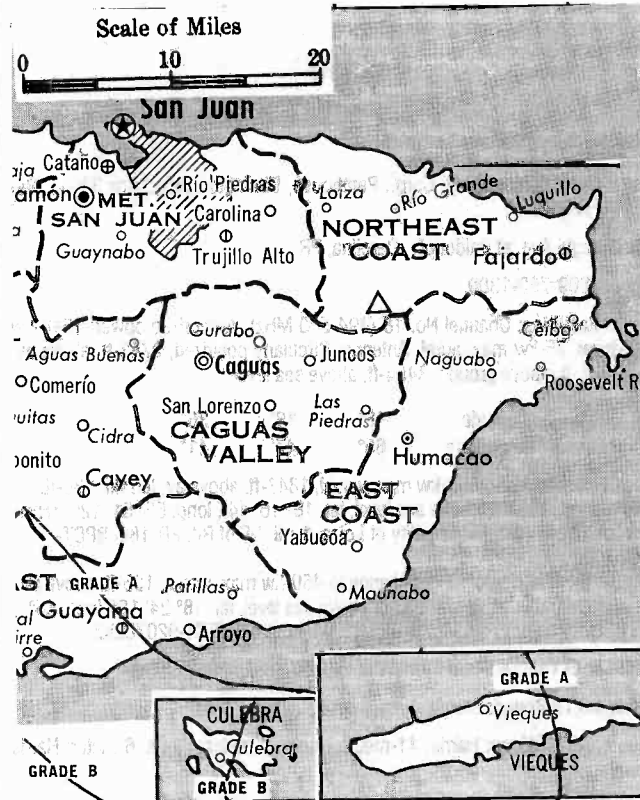
Began Operation: February 15, 1987.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.

Personnel:

- Franklin D. Lopez, General Manager.
- Desiree Ortiz, Sales Manager.
- Ricardo Medina, News Director.
- Claraines Valenzuela, Program Director.
- Annette Urrutia, Promotion Director.
- Ricardo L. Alfaro, Engineering Director.



WSJN-TV BNPCT-861120KH Granted 2/13/87 © American Map Corp., No. 14244

Vilma Diaz, Business Manager.
Enrique Melendez, Marketing Director.

Rates: On request.

City of License: San Juan.

Puerto Rico—San Juan

WSJU

Ch. 18

Network Service: NBC.

Licensee: International Bcstg. Corp., Penthouse, Darlington Bldg., Box 34086, Rio Piedras, PR 00925.

Studio: Iturregui Ave. at Baldorioty, Carolina, PR.

Telephone: 809-752-1800.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1518-kw max. visual, 75-kw max. aural. Antenna: Circularly polarized, 2783-ft. above av. terrain, 168-ft. above ground, 3464-ft. above sea level.

Latitude	18°	18'	36"
Longitude	65°	47'	41"

Holds CP for change to 500-kw max. visual, 1847-ft. above av. terrain, 180-ft. above ground, 2592-ft. above sea level, lat. 18° 16' 44", long. 65° 51' 12", transmitter to Cubuy Ward, Municipality of Loiza, 1-mi. NE of Rd. PR-186. BPCT-910920KQ.

Requests modification of CP for change to 450-kw max. visual, 125-ft. above av. terrain, 216-ft. above ground, 266-ft. above sea level, lat. 18° 24' 10", long. 66° 03' 21", transmitter to Darlington Bldg., Rio Piedras. BMPCT-920702KK.

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Multichannel TV Sound: Stereo and separate audio program.

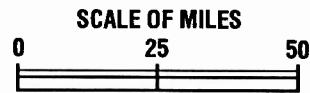
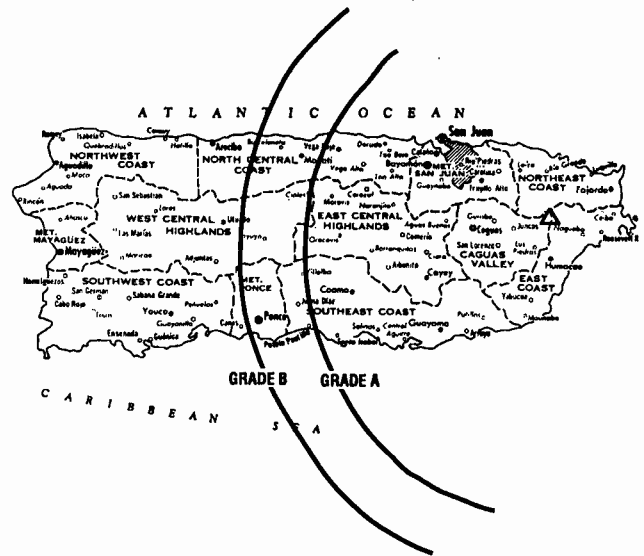
Satellite Earth Stations: Harris, 11-meter; Harris, 9-meter; Harris, 6-meter; Harris receivers.

News Services: INN, NBC.

Ownership: Pedro Roman Collazo (Group Owner).

Began Operation: July 29, 1984. Sold to present owner by trustee in bankruptcy 1990.

Represented (sales): Intercontinental Services Ltd.



WSJU BPCT-910920KQ Granted 1/31/92

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Represented (legal): Holland & Knight.

Represented (engineering): Raymond E. Rohrer.

Personnel:

Crysell Torres, General Manager.

Jorge L. Alvarez, Assistant Manager & Comptroller.

Rafael Cruz, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: San Juan.

Puerto Rico—San Sebastian

WJWN-TV

Ch. 38

Network Service: None, independent.

Grantee: Tele 38 Inc., Box 4522, San Juan, PR 00936.

Studio: Military Road, San Sebastian, PR 00901.

Telephone: 809-765-1810

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 85.9-kw max. visual, 8.6-kw max. aural. Antenna: 1088-ft. above av. terrain, 81-ft. above ground, 1295-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Transmitter: Atalaya Peak, 3.2-mi. NW of Anasco, Aguada.

Ownership: Tele 38 Inc.

Began Operation: January 1, 1987.

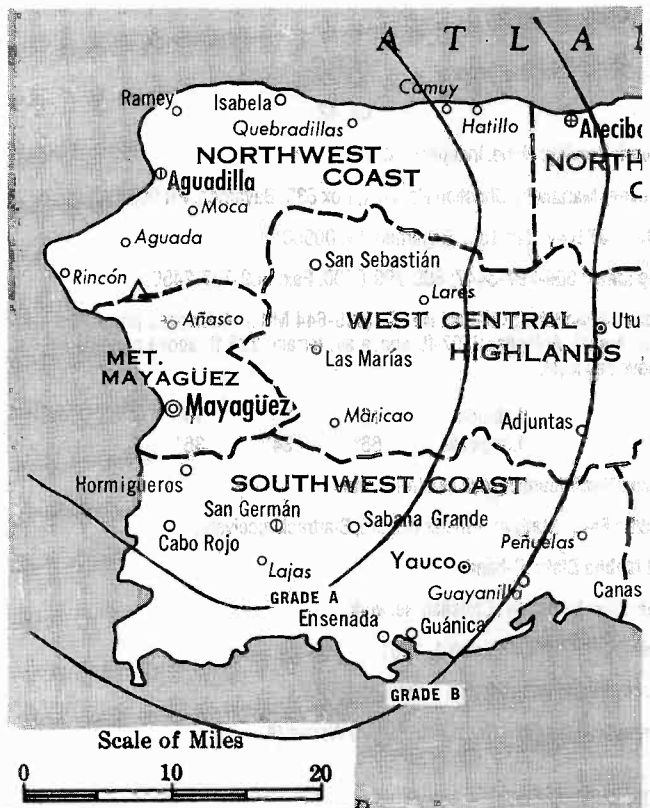
Represented (legal): James L. Oyster.

Represented (engineering): Hector Nicolau.

Personnel:

Haydee Diaz, President.

Rates: On request.



WJWN-TV BIMPCT-860612KH Granted 7/15/86

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City of License: San Sebastian.

Puerto Rico—Yauco

WIRS

Ch. 42

Network Service: None, independent.

Licensee: Maranatha Christian Network, Box 635, Bayamon, PR 00960.

Studio: 167 Hwy., km 18.9, Bayamon, PR 00960.

Telephones: 809-797-3447; 809-799-6400. **Fax:** 809-797-2450.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1500-kw max. visual. Antenna: 2797-ft. above av. terrain, 126-ft. above ground, 4424-ft. above sea level.

Latitude	18°	10'	10"
Longitude	66°	34'	36"

Transmitter: Mount Jayuya electronic site.

Satellite Earth Station: 6-meter C-band; Startrack receivers.

SNG Mobile Dish: C-band.

Ownership: Maranatha Christian Network.

Began Operation: December 1, 1991.

Represented (legal): Bisulca & Slaughter, P.C.

Represented (engineering): Pete E. Myrl Warren III.

Personnel:

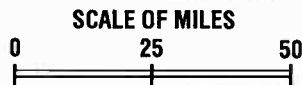
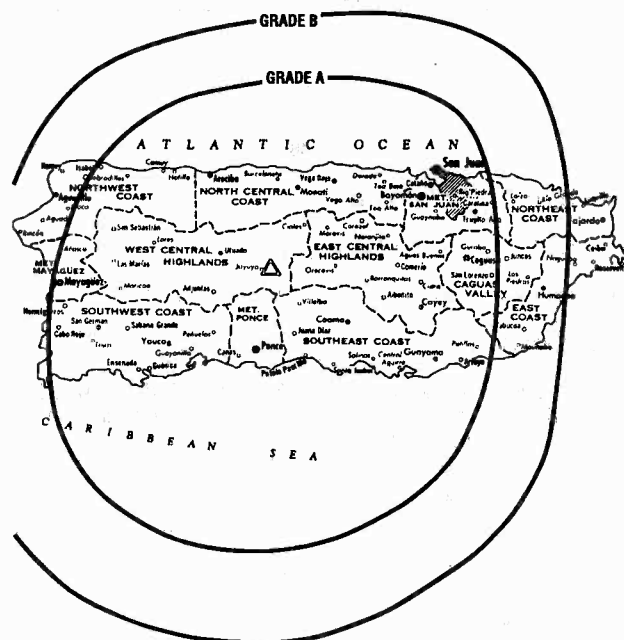
Jofre Ayala, General Manager.

Rafael Tores, General Sales Manager.

Jose A. Ayala, News Director.

Yamil Ayala, Program Director.

Myriam Guzman, Production Manager.



WIRS BMPCT-890927KG Granted 12/15/89 © American Map Corp., No. 14244

Ricardo L. Alfaro, Chief Engineer.

Arnaldy Medina, Assistant Engineer.

Highest 30 Sec. Rate: \$85.

City of License: Yauco.

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Virgin Islands—Charlotte Amalie

WBNB-TV

Ch. 10

Network Service: CBS.

Licensee: Benedek Broadcasting of Virgin Islands Inc., Box 1947, St. Thomas, VI 00801.

Studio: 158 Haypiece Hill, St. Thomas, VI 00801.

Telephone: 809-774-0300.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-kw aural. Antenna: 1709-ft. above av. terrain, 203-ft. above ground, 1709-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

Holds CP for change to 316-kw visual, 31.60-kw aural, 1830-ft. above av. terrain, 400-ft. above ground, 1906-ft. above sea level, transmitter to 11D Estate Solberg, St. Thomas. BPCT-860918KN.

Transmitter: Signal Hill, Mountain Top Estates.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Harris, 6.1-meter C-band; DX Antenna, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: July 1, 1961. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell by District Communications Inc. approved by FCC June 6, 1980. Previous sale by Federated Media Inc. approved Sept. 6, 1974 (*Television Digest*, Vol. 13:48). Sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved May 1970 (Vol. 9:16).

Represented (sales): Katz Television.

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

Personnel:

Joe Potter, Senior Vice President.

Page Stull, Vice President & General Manager.

Mari Morse, General Sales Manager.

Sam James, Chief Engineer.

Joann Newhart, Production Manager.

Yvonne Wright, News Director.

Joan Sibilly, Business Manager.

Highest 30 Sec. Rate: \$225.

NETWORK BASE HOURLY RATE: \$50.

City of License: Charlotte Amalie.

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Virgin Islands—Christiansted

WSVI

Ch. 8

Network Service: ABC.

Licensee: Antilles Bcstg. Corp., Sunny Isle Shopping Center, Box 8 ABC, St. Croix, VI 00820.

Studios: Sunny Isle Shopping Center, St. Croix, VI 00820; Island Marine Bldg., St. Thomas, VI 00801.

Telephone: 809-778-5008. **Fax:** 809-778-5011.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

Latitude	17°	45'	25"
Longitude	67°	47'	59"

Transmitter: Blue Mountain, 6-mi. W of Christiansted.

Satellite Earth Stations: Harris, 11-meter C-band; Harris, 9-meter C-band; Harris, 6-meter C-band; Harris, 3-meter C-band; Harris, Pinzone receivers.

News Services: ABC, AP.

Ownership: Antilles Bcstg. Corp.

Began Operation: November 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to Antilles Bcstg. Corp. approved Jan. 31, 1978. Resumed operations Nov. 1978. Sale to John A. Lack & Jay Emmett approved by FCC June 18, 1985 (**Television Digest**, Vol. 25:20) but not consummated. Sale to Commonwealth Enterprises Inc. approved by FCC Dec. 22, 1986 but not consummated.

Represented (sales): Intercontinental Services Ltd.; Schellenberg & Kirwan Inc.

Represented (legal): Holland & Knight.

Personnel:

Barakat Saleh, President & General Manager.

Len Gawrych, Vice President.

Eustace Brown, News Director.

Barbara Snell, Program Director.

Rafael Suarez, Business Manager.

Chester Benjamin, Chief Engineer.

Rates: On request.

City of License: Christiansted.