

# Georgia—Atlanta

**WVEU**

**Ch. 69**

**Network Service:** None, independent.

**Licensee:** Broadcast Corp. of Georgia, 2700 Northeast Expressway, Atlanta, GA 30345.

**Studio:** 2700 Northeast Expressway, Atlanta, GA 30345.

**Telephone:** 404-325-6929.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 2630-kw visual, 263-kw aural. Antenna: 980-ft. above av. terrain, 848-ft. above ground, 1917-ft. above sea level.

Latitude 33° 45' 34"  
Longitude 84° 23' 19"

**Transmitter:** Peachtree Plaza Hotel.

**Satellite Earth Stations:** 4 in operation.

**Ownership:** David J. Harris, 78.5%; Prentiss Q. Yancey, 10%; Harry L. Hickson, 5%; E. Bruce Phillips, 1.5%; Vance L. Eckersley, 5%.

**Began Operation:** August 22, 1981.

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

**Represented (legal):** E. William Henry.

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

**Personnel:**

- DAVID J. HARRIS, president.
- VANCE L. ECKERSLEY, vice president & general manager.
- MANN REED, station manager.
- WILLARD L. DOUGHERTY, national sales manager.
- JOSEPH RYAN, local sales manager.
- ANTHONY COX, chief engineer.
- MARY F. McKEE, program manager.
- PETER L. MANDELL, promotion manager.

**Rates:** Not available.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Bartow	15,900	15,700	99
	Carroll	21,600	21,400	99
	Cherokee	22,600	22,400	99
	Clayton	60,500	60,200	100
	Cobb	142,700	142,100	100
	Coweta	15,400	15,200	99
	Dawson	2,100	2,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	De Kalb	194,000	193,200	100
	Douglas	22,700	22,500	99
	Forsyth	12,700	12,600	99
	Fulton	239,100	237,300	99
	Gwinnett	87,800	87,100	99
	Henry	15,400	15,200	99
	Jasper	3,000	2,900	97
	Lumpkin	4,000	4,000	100
	Morgan	4,000	3,900	97
	Newton	13,100	12,900	98
	Pickens	4,900	4,800	98
	Pike	3,200	3,100	97
	Rockdale	15,600	15,400	99
	Spalding	17,800	17,600	99
	Walton	11,600	11,400	99
<b>Station Totals</b>		<b>929,700</b>	<b>923,000</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>122,400</b>
<b>Average Daily Circulation (1987)</b>				<b>31,600</b>