

KCMC-TV
TEXARKANA,
Texas-Arkansas
Never-the
DOMINANT
sales power in
the 4-state
corner!



dominate the 4-state corner of the Southwest with

SHARE OF AUDIENCE Four-Week Summary	TOTAL	
	KCMC-TV	71.6%
	Station B	19.1%
	Station C	8.1%

The November ARB report shows KCMC-TV still dominates the 4-state corner of the Southwest. With 71.6% of the Texarkana Metropolitan Audience, KCMC-TV blankets the newly enlarged area which now includes all of Bowie County (Texas) and Miller County (Arkansas), and delivers a big PLUS in Total Homes Reached.

KCMC-TV
 Net Weekly
 Circulation

52,200 Families



AVERAGE HOMES REACHED (Mon. thru Fri.)	Sign-on to noon (Mon. thru Fri.)	4,900
	Noon to 3:00 (Mon. thru Fri.)	7,200
	3:00 to 6:00 P.M. (Mon. thru Fri.)	10,700
	6:00 to 10:00 P.M. (Sun. thru Sat.)	21,700

TYPICAL KCMC-TV NIGHTTIME RATINGS

PROGRAM	RATING	SHARE OF AUDIENCE	HOMES REACHED
Gunsmoke	57.7	89%	33,200
Red Skelton	52.0	80%	30,200
The Texan	48.2	73%	29,400
6:00 PM Local News	49.1	91%	26,800
Rawhide	59.5	88%	34,200
77 Sunset Strip	42.9	73%	32,600
Have Gun, Will Travel	53.6	79%	31,900
Mike Hammer	42.9	89%	27,500
Danny Thomas	46.4	73%	28,200
Rifleman	46.9	73%	32,800
As The World Turns	22.6	84%	10,300
Edge of Night	21.3	84%	11,800

KCMC-TV
 CBS ABC



Maximum Power Channel 6
 Represented Nationally by

TEXARKANA, Texas-Arkansas

WALTER M. WINDSOR, General Manager

Venard, Rintoul & McConnell, Inc. Clyde Melville Co.—Southwest James S. Ayers Co.—Southeast