

# U. S. Television Station Directory

Data Updated to Jan. 1, 1963

Includes Rate Digests, Personnel,  
Facilities and Other Data

CP Holders Reported Due by  
Spring Are Listed

In each ranking on the state pages—net weekly circulation,  
total homes, total TV homes—the figure is that of the  
station in the market with the highest total in each category.

EDUCATIONAL STATION DIRECTORY IS ON PAGES 703-720




CANADIAN STATION DIRECTORY, PAGES 721-739


## EXPLANATORY NOTES

Rates, personnel and other data supplied by stations. STA means  
Special Temporary Authorization pending license.

RATE DIGESTS: These show only the highest one-time rate charged  
by the stations. Most of the minute-or-less rates quoted apply to  
films or slides only. Most rates are also subject to frequency dis-  
counts, separate or additional rehearsal charges, talent & pro-  
duction charges, etc. For further details and for contract condi-  
tions, specifications etc., consult complete station rate cards,  
available from the stations on request.

STATION POWER: Powers shown are Effective Radiated Powers  
(ERP).

NETWORK SYMBOLS (registered trademarks)     
indicate ABC, CBS and NBC TV network affiliation. When a  
station has two or more affiliations, networks, symbols are shown  
in alphabetical order.

SYMBOL  indicates station was a subscriber to the  
NAB Seal of Good Practice on December 1, 1962.

For an explanation of the new state maps and station listings, with  
contour maps and ARB data, turn to page 78-a.

For an Introduction to This Factbook,  
see pages 2-a & 3-a

This Includes

An Explanation of ARB Survey Methods

Definitions of ARB Terms

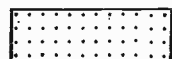
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# THE NEW FACTBOOK: An Explanation of Map Symbols and Figures

## THE STATION PAGES

ARB Net Weekly Circulation levels are shown in the tables and in the predicted contour maps, for each county, by the following tone art:



Under 25%



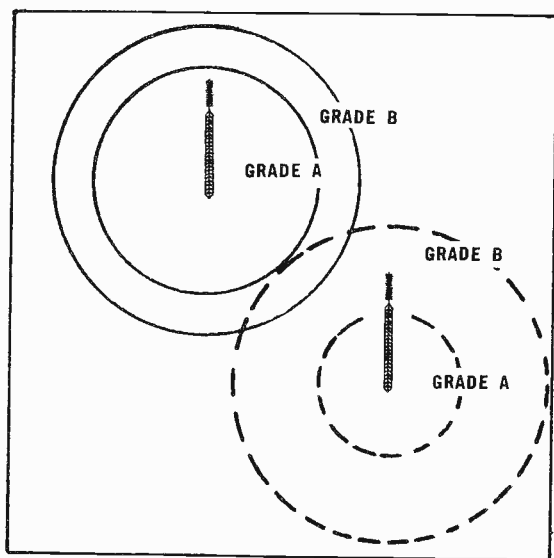
Between  
25-50%



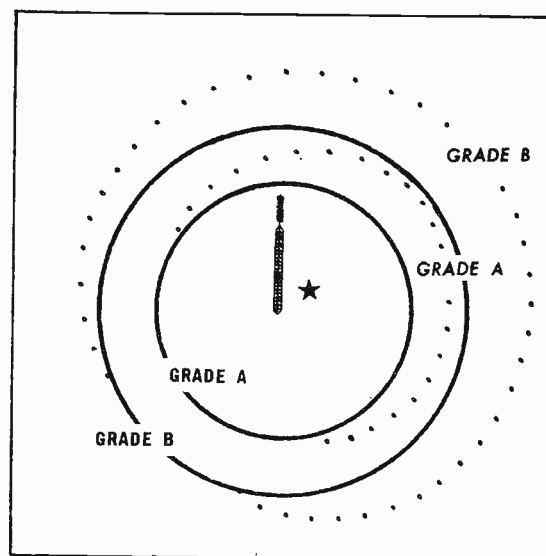
Over 50%

The individual station tables show a complete listing of all counties grouped by ARB Net Weekly Circulation levels, with Total Households, TV Homes, and TV Penetration in each county individually. For definitions of ARB terms see page 3-a.

Our "station total" figure does not include circulation in counties in which the station's net weekly circulation was less than 5%. The complete ARB study does present these figures.



Satellite stations are shown in a dash line pattern in relation to the parent listing. In the satellite listing the parent station is shown in the dash line pattern.



Where a station has a construction permit for a change in facilities and has set a target date, but has not completed construction, both existing and projected contours are shown—the latter by dotted lines. The symbol ★ indicates the new location of the transmitter under the construction permit.

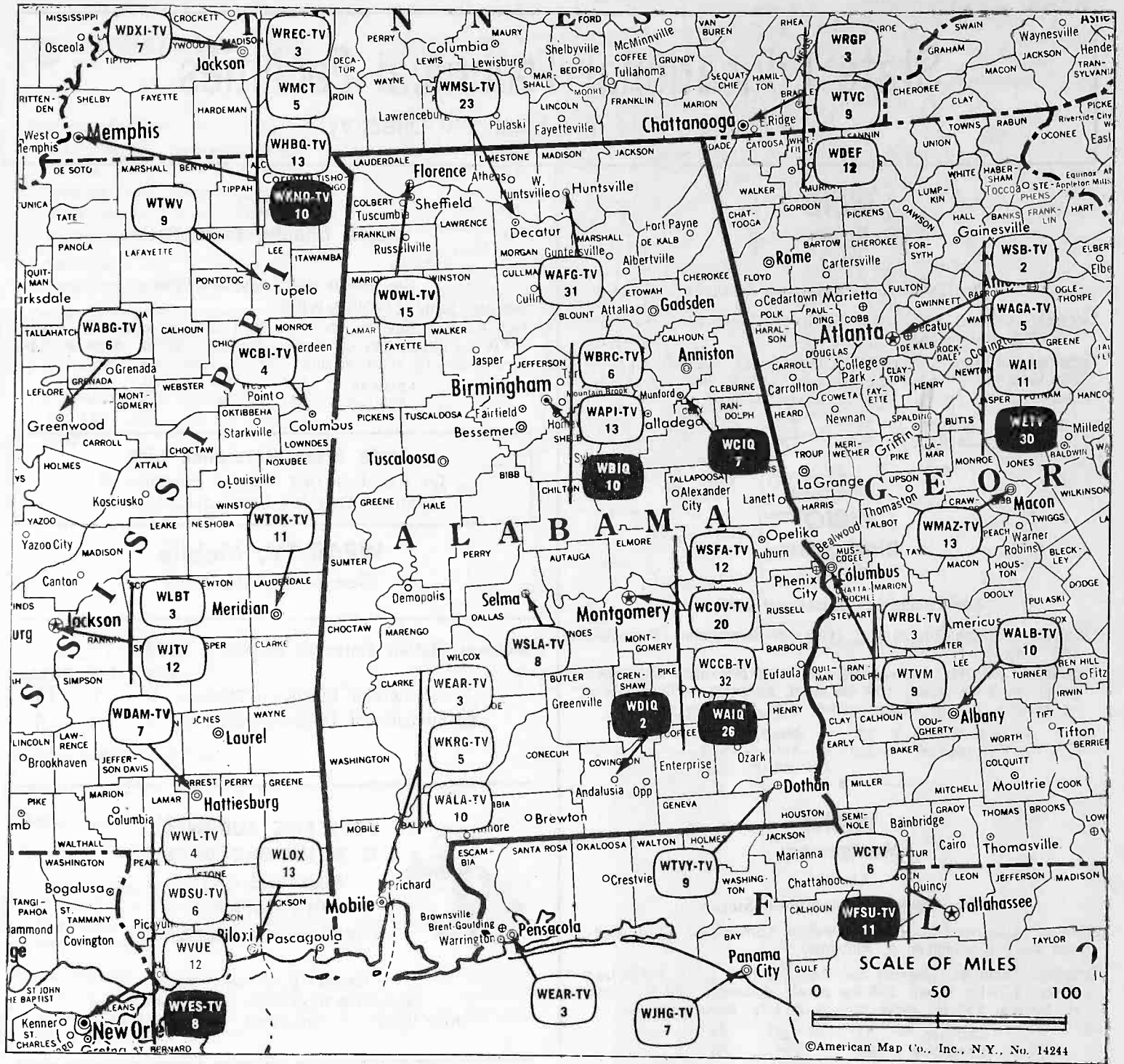
## THE STATE PAGES

Under the map of each state, three rankings for each market are shown: American Research Bureau's Net Weekly Circulation, Total Homes, Total TV Homes. In each ranking, the figure is that of the station in the market with the highest total in each category.

Technical facilities listings for all educational stations within each state are found on the page following each state map. See p. 703 for our complete Educational TV Directory.

The state pages also carry additional cross-reference material, indicating for example, those stations within the state that are identified with two or more cities, or with cities in another state.

Licensed commercial and educational TV stations by VHF and UHF are shown for each state in a status report as of December 1, 1962.



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Birmingham	386,600	41	678,000	37	549,100	42
Mobile-Pensacola	223,400	77	409,600	74	333,800	79
Montgomery	132,000	111	292,200	103	218,300	111
Dothan	95,300	139	154,400	153	116,500	165
Huntsville	28,100	198	59,800	198	48,200	201
Decatur	22,300	204	102,800	177	80,600	179
Florence	19,800	210	43,000	204	32,400	205
Selma	9,900	223				

Information. Not Available

See Next Page For Table Showing Commercial and Educational Station Totals

# Alabama

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### WDIQ

**Dozier**

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, Protective Life Bldg., Birmingham.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level.

Latitude 31° 33' 16"  
Longitude 86° 23' 32"

### WBIQ

**Birmingham**

Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, Protective Life Bldg.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 42.5-kw visual, 21.4-kw aural. Antenna: 1050-ft. above av. terrain, 790-ft. above ground, 1797-ft. above sea level.

Latitude 33° 29' 19"  
Longitude 86° 47' 57"

### WAIQ

**Montgomery**

Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham 5, Alabama.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 229-kw visual, 124-kw aural. Antenna: 600-ft. above av. terrain, 553-ft. above ground, 813-ft. above sea level.

Latitude 32° 22' 52"  
Longitude 86° 17' 30"

### WCIQ

**Mount Cheaha State Park**

Ch. 7

Non-Commercial Educational Station

Licensee: Same as WDIQ & WBIQ.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level.

Latitude 33° 29' 06"  
Longitude 85° 48' 32"

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WEAR-TV, Mobile

(See Pensacola, Fla.)

### Alabama Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	8	5	13
<input checked="" type="checkbox"/> Educational Television Stations	3	1	4
			17



**YOUR KIDS AUDIENCE  
IS IN THE BAG WITH  
"FELIX THE CAT"  
—TV's HAPPIEST  
CARTOON CHARACTER**

**HAPPILY DISTRIBUTED BY  
TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . . CHICAGO . . . . HOLLYWOOD**

# Alabama—Birmingham

**WAPI-TV**

Ch. 13

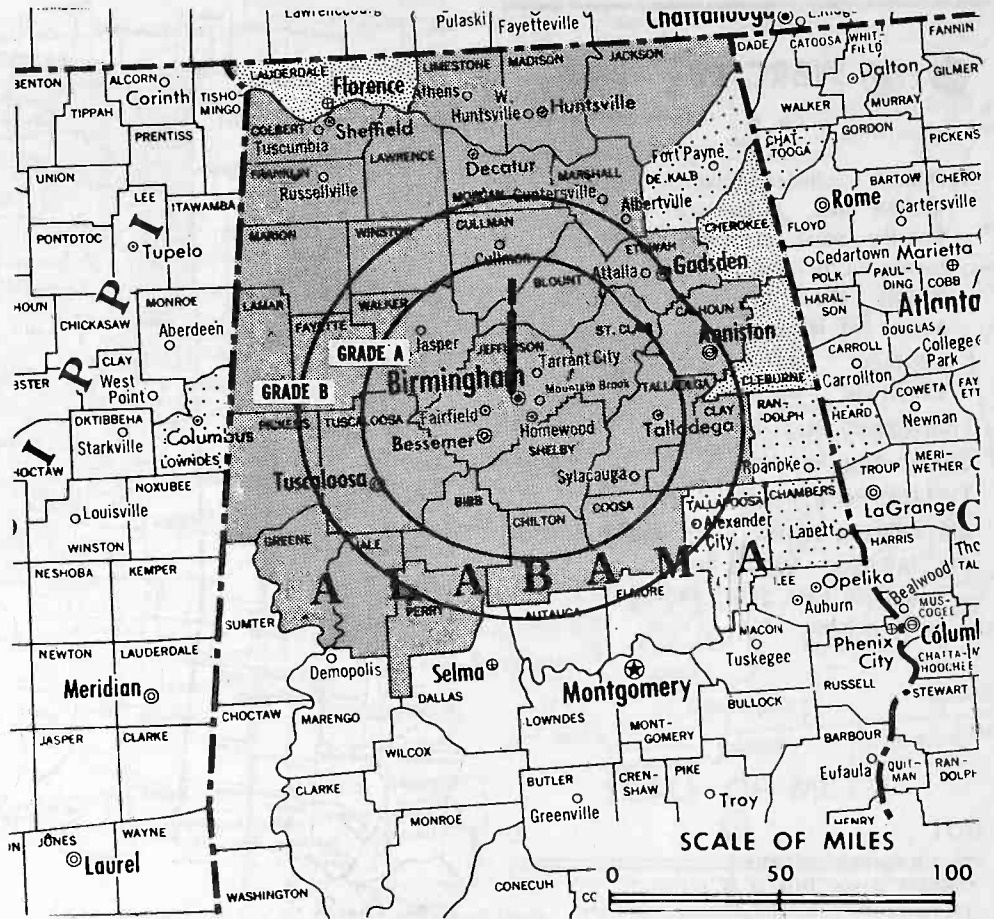
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum visual, 158-kw maximum aural. Antenna: 1127-ft. above av. terrain, 825-ft. above ground, 1802-ft. above sea level.

Latitude 33° 29' 25.5"  
Longitude 86° 47' 48"

Transmitter: Atop Red Mt.

AM Affiliate: WAPI, 50-kw (D), (5-kw night), 1070 kc (NBC).

FM Affiliate: WAPI-FM, 72-kw, 99.5 mc (No. 258), 700-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WAPI-TV Ref: FCC File No. BPCT-847 Granted 1/15/53

© American Map Co., Inc., N.Y., No. 14244

## WAPI-TV

Network Service: CBS, NBC.

Licensee: Newhouse Broadcasting Corp., Box 1310, Birmingham 2.

Studio: Atop Red Mt.

Telephone: Fairfax 3-6141. TWX No.: BH 96.

Ownership: Newhouse Bcstg. Corp. (Samuel I. Newhouse), licensee of WSYR-TV, Syracuse, N.Y. Newhouse newspapers include The Birmingham News and The Huntsville (Ala.) Times. For other interests, see WSYR-TV.

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

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

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Gautney & Jones.

Personnel:

CHARLES F. GRISHAM, v.p. & general manager.  
THOS. M. PERCER, sales manager.  
J. V. SANDERSON, chief engineer.  
J. B. CHENOWETH, promotion director.  
JOHNNY JOHNSON, program director & film buyer.  
NOD NELSON, production manager.  
JOHN JAMISON, film editor.

### DIGEST OF RATE CARD NO. 16 (July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. ID

Class AA—7-10 p.m., daily.

\$1100.00 \$660.00 \$440.00 \$385.00 \$330.00 \$250.00\* \$100.00\*

\*Class AA—6-6:15 p.m., daily. Also has Class AAA (6:15-9:30 p.m., daily); Min. \$275, 20 Sec. \$250, ID \$125.

NETWORK BASE HOURLY RATE: \$1250 (CBS), \$1250 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ALABAMA</b>			
	Bibb	3,700	2,900	75
	Blount	7,100	5,800	82
	Calhoun	26,500	22,700	86
	Chilton	7,200	5,400	76
	Clay	3,500	2,800	78
	Colbert	13,100	10,200	78
	Coosa	2,800	2,100	75
	Cullman	12,500	11,000	88
	Etowah	27,700	24,300	88
	Fayette	4,600	3,600	77
	Franklin	6,200	4,600	74
	Greene	3,300	1,500	46
	Hale	4,600	2,600	56
	Jackson	9,700	7,600	79
	Jefferson	185,000	164,700	89
	Lamar	4,100	3,100	75
	Lawrence	6,200	4,400	71
	Limestone	9,600	7,300	75
	Madison	32,700	26,700	82
Marion	6,300	5,100	81	
Marshall	13,700	11,400	83	
Morgan	17,500	14,200	82	
Perry	4,100	2,200	53	
Pickens	5,600	3,500	63	
St. Clair	6,800	5,500	81	
Shelby	8,600	7,300	85	
Talladega	17,000	13,600	80	
Tuscaloosa	28,300	22,700	81	
Walker	15,100	13,000	86	
Winston	4,200	3,500	82	
<b>Between 25-50%</b>	<b>ALABAMA</b>			
	Cherokee	4,400	3,500	80
	Cleburne	2,900	2,200	75
	Lauderdale	17,500	13,200	75
<b>Under 25%</b>	<b>ALABAMA: Chambers, DeKalb, Randolph, Tallapoosa. GEORGIA: Chattooga, Heard. MISSISSIPPI: Lowndes.</b>			

WAPI-TV Station Total 579,200 479,700 83  
ARB Total Net Weekly Circulation (March, 1962) 349,600

# Alabama—Birmingham



**WBRC-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1120-ft. above av. terrain, 795-ft. above ground, 1802-ft. above sea level.

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

Transmitter: Atop Red Mt.

Studio: Atop Red Mt.

TV tape: Recording facilities.

AM Affiliate: WBRC, 5-kw, 960 kc.

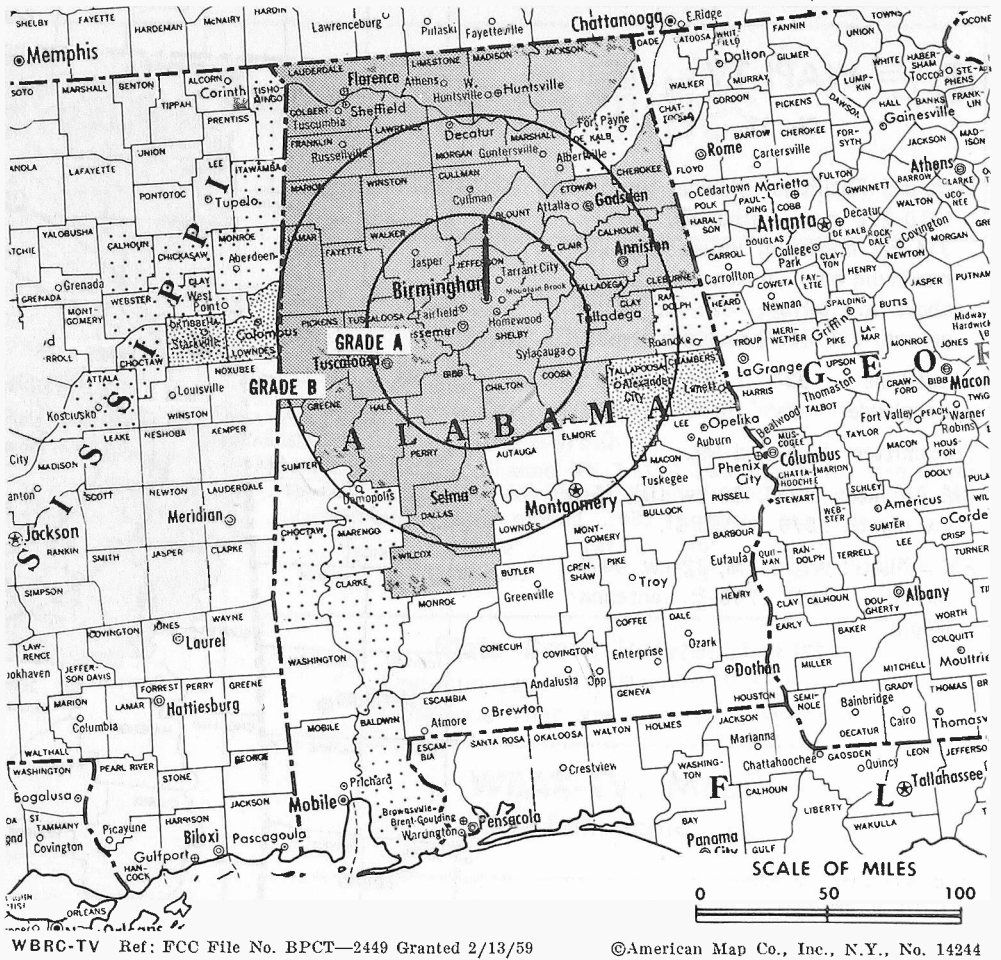
FM Affiliate: WBRC-FM, 13-kw, 106.9 mc (No. 295), 795-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



## WBRC-TV

Network Service: ABC, CBS.

Licensee: Taft Broadcasting Co., Birmingham 9, Ala.

Telephone: 322-4701. TWX No.: 205-328-3371.

Ownership: See WKRC-TV, Cincinnati.

Began Operation: July 1, 1949. Sale to present owners by Storer Bcstg. Co. approved May 8, 1957 (Television Digest, Vol. 13:13-14, 19); Storer previously acquired stations from Mrs. Eloise Hanna in May 1953 (Vol. 9:13, 21).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

HULBERT TAFT JR., president.  
ROBERT SCHLINKERT, v.p. & general manager.  
OLIVER V. NAYLOR, general sales manager.  
KEITH E. BARZE, program director & film buyer.  
ROBERT E. LEE, promotion manager.  
HARRY LAWSON, chief engineer.

DIGEST OF RATE CARD NO. 13, Revised  
(Effective Oct. 15, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$1200.00 \$700.00 \$400.00 \$370.00 \$210.00\* \$190.00\* \$95.00\*

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1450 (ABC), \$1450 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Bibb	3,700	2,900	75
	Blount	7,100	5,800	82
	Calhoun	26,500	22,700	86
	Cherokee	4,400	3,500	80
	Chilton	7,200	5,400	76
	Clay	3,500	2,800	78
	Cleburne	2,900	2,200	75
Colbert	13,100	10,200	78	

Net Weekly Circulation	State County	Total Households	TV Homes	%
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Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA—(Continued)			
	Coosa	2,800	2,100	75
	Cullman	12,500	11,000	88
	Dallas	14,600	10,300	71
	Etowah	27,700	24,300	88
	Fayette	4,600	3,600	77
	Franklin	6,200	4,600	74
	Greene	3,300	1,500	46
	Hale	4,600	2,600	56
	Jackson	9,700	7,600	79
	Jefferson	185,000	164,700	89
	Lamar	4,100	3,100	75
	Lauderdale	17,500	13,200	75
	Lawrence	6,200	4,400	71
	Limestone	9,600	7,300	75
	Madison	32,700	26,700	82
	Marion	6,300	5,100	81
	Marshall	13,700	11,400	83
	Morgan	17,500	14,200	82
	Perry	4,100	2,200	53
Pickens	5,600	3,500	63	
St. Clair	6,800	5,500	81	
Shelby	8,600	7,300	85	
Talladega	17,000	13,600	80	
Tuscaloosa	28,300	22,700	81	
Walker	15,100	13,000	86	
Wilcox	4,300	2,200	50	
Winston	4,200	3,500	82	

Between 25-50%	ALABAMA			
	Chambers	10,500	8,200	78
	Tallapoosa	9,700	7,600	78
MISSISSIPPI	Lowndes	12,500	10,100	81
	Oktober	6,200	4,000	64

Under 25%	ALABAMA: Baldwin, Choctaw, Clarke, DeKalb, Marengo, Randolph. GEORGIA: Chattooga, Heard. MISSISSIPPI: Attala, Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Monroe, Tishomingo, Webster.			
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WBRC-TV Station Total 678,000 549,100 81  
ARB Total Net Weekly Circulation (March, 1962) 386,600

# Alabama—Decatur

**WMSL-TV**

Ch. 23

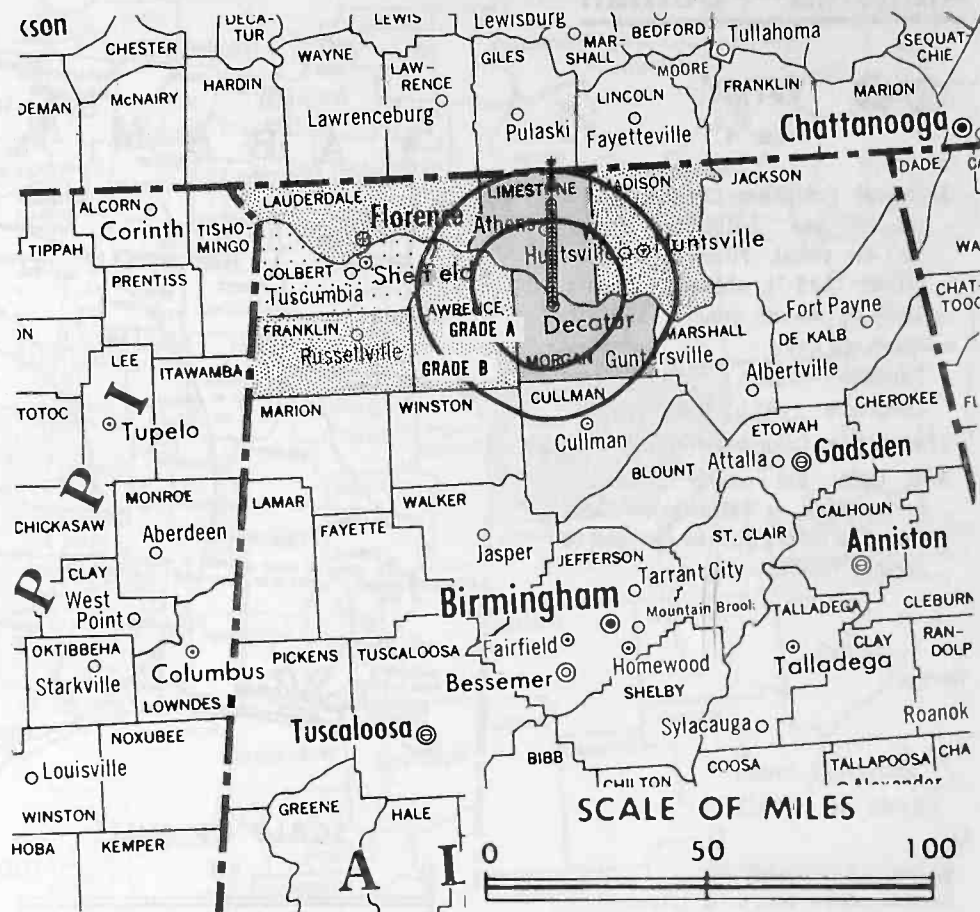
Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 189.2-kw maximum and 117-kw horizontal visual, 102.2-kw maximum and 63.1-kw horizontal aural. Antenna: 1° electrical beam tilt, 350-ft. above av. terrain, 383-ft. above sea level.

Latitude 34° 36' 44.5"  
Longitude 86° 59' 08"

Transmitter: Mutual Savings Life Bldg.

AM Affiliate: WMSL, 1-kw (D), 250-kw (N), 1400 kc (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WMSL-TV Ref: FCC File No. BPCT-2347 Granted 7/6/54

©American Map Co., Inc., N.Y., No. 14244

## WMSL-TV

Network Service: CBS (EMP), NBC.

Licensee: Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg.

Studio: Mutual Savings Life Bldg.

Telephone: Elgin 3-0361.

TWX No.: 8510.

Ownership: Frank Whisenant, pres., 64.5%; William B. McAfee, v.p., 2.5%; Alice A. Whisenant, treas., 5%; Noble J. Russell, secy., .5%; following directors; James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

Began Operation: July 4, 1954.

Represented (sales) by Gill-Perna Inc.; Clarke Brown Co. (South).

Represented (legal) by Daly & Ehrig.

Represented (engineering) by John H. Mullaney.

Personnel:

FRANK WHISENANT, president, general manager & film buyer.  
ALICE A. WHISENANT, program director.  
KENNETH CASEY, chief engineer.

## DIGEST OF RATE CARD NO. 1

(May 1, 1954)

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.	\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$35.00	\$20.00
NETWORK BASE HOURLY RATE: \$70 (CBS), \$125 (NBC).							

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
Over 50%	ALABAMA			
	Limestone	9,600	7,300	75
	Morgan	17,500	14,200	82
Between 25-50%	ALABAMA			
	Franklin	6,200	4,600	74
	Lauderdale	17,500	13,200	75
	Lawrence	6,200	4,400	71
Under 25%	ALABAMA			
	Colbert	13,100	10,200	78
WMSL-TV Station Total		102,800	80,600	78
ARB Total Net Weekly Circulation (March, 1962)			22,300	

# Alabama—Dothan



**WTVY**

Ch. 4

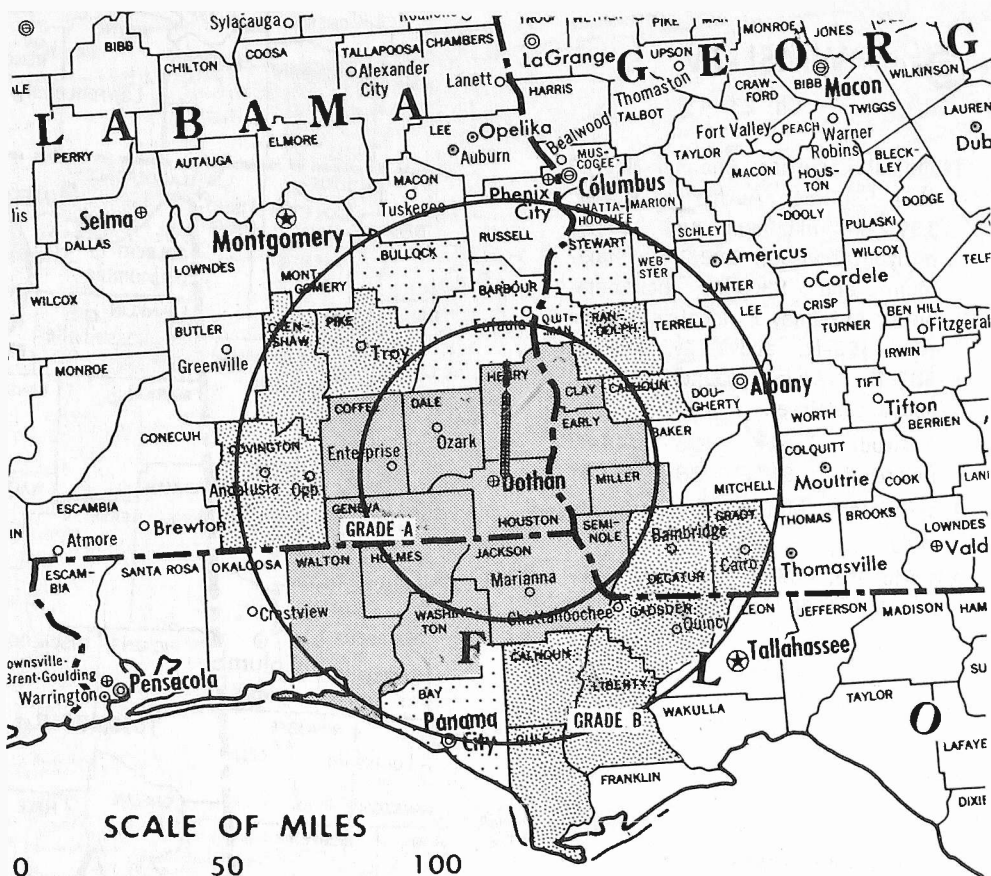
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1225-ft. above av. terrain, 1209-ft. above ground, 1549-ft. above sea level.

Latitude 31° 12' 04"

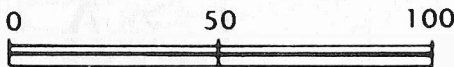
Longitude 85° 18' 42"

Transmitter: Columbia Highway.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



SCALE OF MILES



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

WTVY Ref: FCC File No. BPCT-2785 Granted 9/11/60

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## WTVY

Network Service: CBS, ABC.

Licensee: WTVY Inc., Box 798.

Studio: Columbia Rd. Telephone: SY 2-3195.

Ownership: Charles Woods, pres., 51.75%; F. E. Busby, exec. v.p. & gen. mgr., 6.19%; Jane Thrower, v.p., 10.47%; several other stockholders, none with over 5% each.

Began Operation: Feb. 12, 1955.

Represented (sales) by Meeker Co. (National); Southeastern Reps (Southeast).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Creutz & Snowberger.

Personnel:

F. E. BUSBY, executive v.p., general manager & film buyer.

ART CREAMER, local sales manager.

JOHN GAUSE, program director.

ELLIS ANDERSON, chief engineer.

CARL PERKINS, production manager.

DIGEST OF RATE CARD NO. 5—(May 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class A—7-10 p.m., daily.	\$330.00	\$198.00	\$132.00	\$115.00	\$82.50	\$66.00

NETWORK BASE HOURLY RATE: \$250 (CBS), \$250 (ABC).

### HAMILTON-LANDIS

& ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS  
WASHINGTON, D.C., CHICAGO, DALLAS,  
SAN FRANCISCO

SELL MORE

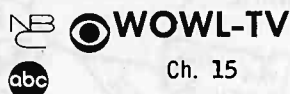
RADIO & TELEVISION STATIONS  
IN THE EAST—NEAREST OFFICE IS—  
1737 DeSALES ST., N.W., WASHINGTON  
EXECUTIVE 3-3456

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Coffee	8,400	6,500	78
	Dale	8,400	7,000	83
	Geneva	6,300	4,900	77
	Henry	4,000	3,000	75
	Houston	14,500	12,500	86
	FLORIDA			
	Holmes	3,100	1,900	59
	Jackson	9,800	6,500	67
	Walton	4,600	3,300	72
	Washington	3,200	2,300	72
	GEORGIA			
	Miller	1,900	1,300	68
	Clay	1,200	800	65
	Early	3,400	2,400	70
Seminole	1,800	1,400	76	
Between 25-50%	ALABAMA			
	Covington	10,300	7,900	77
	Crenshaw	4,100	3,000	72
	Pike	6,900	4,800	69
	FLORIDA			
	Calhoun	2,000	1,300	64
	Gadsden	8,900	6,200	70
	Gulf	2,900	2,200	74
	Liberty	900	700	69
	GEORGIA			
Calhoun	1,900	1,000	49	
Decatur	6,600	5,200	78	
Grady	4,700	3,800	80	
Randolph	2,900	1,900	66	
Under 25%	ALABAMA			
	Barbour	6,500	4,200	65
	Bullock	3,400	2,100	60
	FLORIDA			
	Bay	19,400	16,900	87
GEORGIA				
Quitman	600	400	66	
Stewart	1,800	1,100	56	

WTVY Station Total 154,400 116,500 75  
ARB Total Net Weekly Circulation (March, 1962) 95,300



# Alabama—Florence



Ch. 15

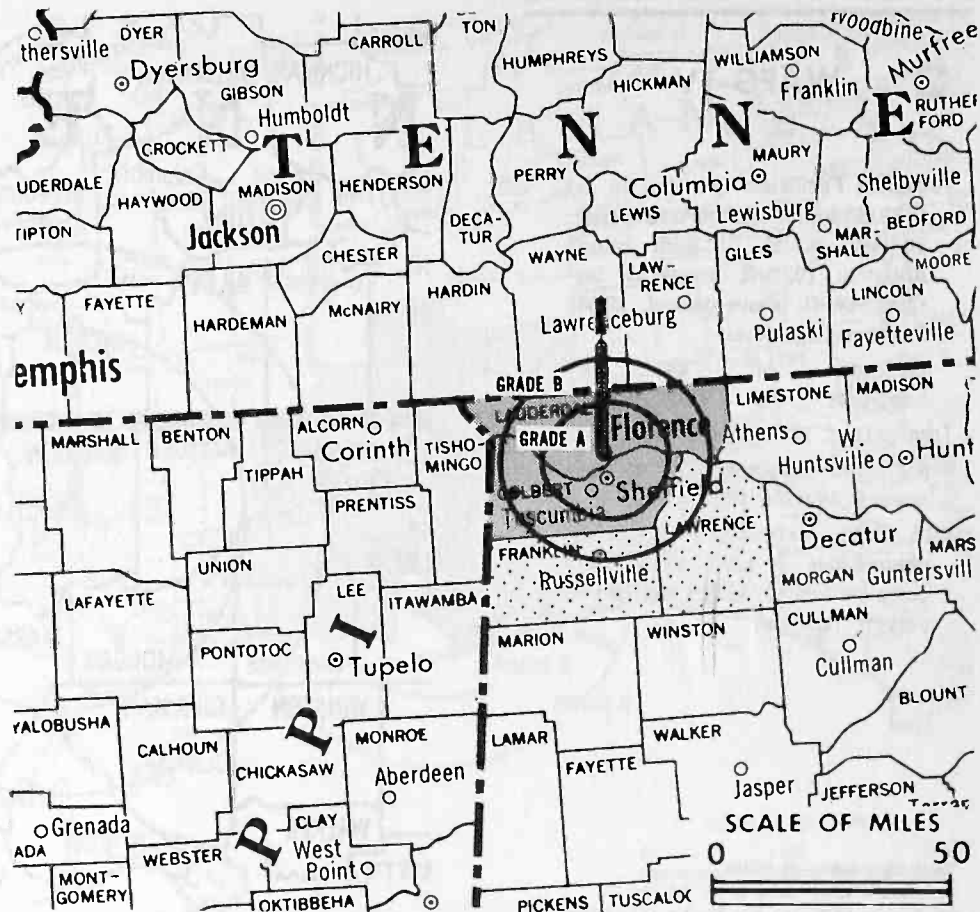
Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 20.9-kw visual, 11.7-kw aural. Antenna: 400-ft. above average terrain, 358-ft. above ground, 732-ft. above sea level.

Latitude 34° 49' 07"  
Longitude 87° 41' 45"

Transmitter: 840 Cypress Mill Rd.

AM Affiliate: WOWL, 1-kw (D), .25-kw (N), 1240 kc (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WOWL-TV Ref: FCC File No. DOC.—12052 Granted 9/6/57 © American Map Co., Inc., N.Y., No. 14244

## WOWL-TV

Network Service: NBC, CBS (EMP); ABC, on per program basis.  
Grantee: TV Muscle Shoals Inc., 840 Cypress Mill Rd., Box 2220.  
Studio: 840 Cypress Mill Rd. Telephone: 764-7711.

Ownership: Richard B. Biddle, pres.-treas., 28.57%; O. B. Miley, secy., 28.57%; John Thompson, 14.29%; Radio Muscle Shoals Inc. (WOWL), 28.57%. Richard Biddle owns 52.5% of WOWL.

Began Operation: Oct. 28, 1957.

Represented (sales) by Gill-Perna Inc.; Bernard I. Ochs Co. (South-east); Southern Television System.

### Personnel:

- RICHARD B. BIDDLE, president & general manager.
- BILL MAPES, 1st vice president.
- JACK WORLEY, v.p., station manager & film buyer.
- MADISON DAVIS, commercial manager.
- LARRY ROHLING, chief engineer.
- EDDIE FOOTE, production manager.
- HOLLY PROCTOR, promotion, merchandising mgr. & womens dir.
- FRANCES WESSON, traffic manager.
- AL WEST, sports director.
- MADISON DAVIS, news director.

## DIGEST OF RATE CARD NO. 1-B

(Jan. 1, 1962)

Hour	30 Min.	5 Min.	Min.	20 Sec.	ID
Class A—5:59-10:30 p.m., Mon.-Sat.; 1:59-10:30 p.m., Sun.					
\$200.00	\$120.00		\$60.00	\$50.00	\$30.00
NETWORK BASE HOURLY RATE: \$125 (NBC), \$50 (CBS).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Colbert	13,100	10,200	78
	Lauderdale	17,500	13,200	75
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	ALABAMA			
	Franklin	6,200	4,600	74
	Lawrence	6,200	4,400	71
WOWL-TV Station Total		43,000	32,400	75
ARB Total Net Weekly Circulation (March, 1962)			19,800	

# Alabama—Huntsville



## WAFG-TV

Ch. 31

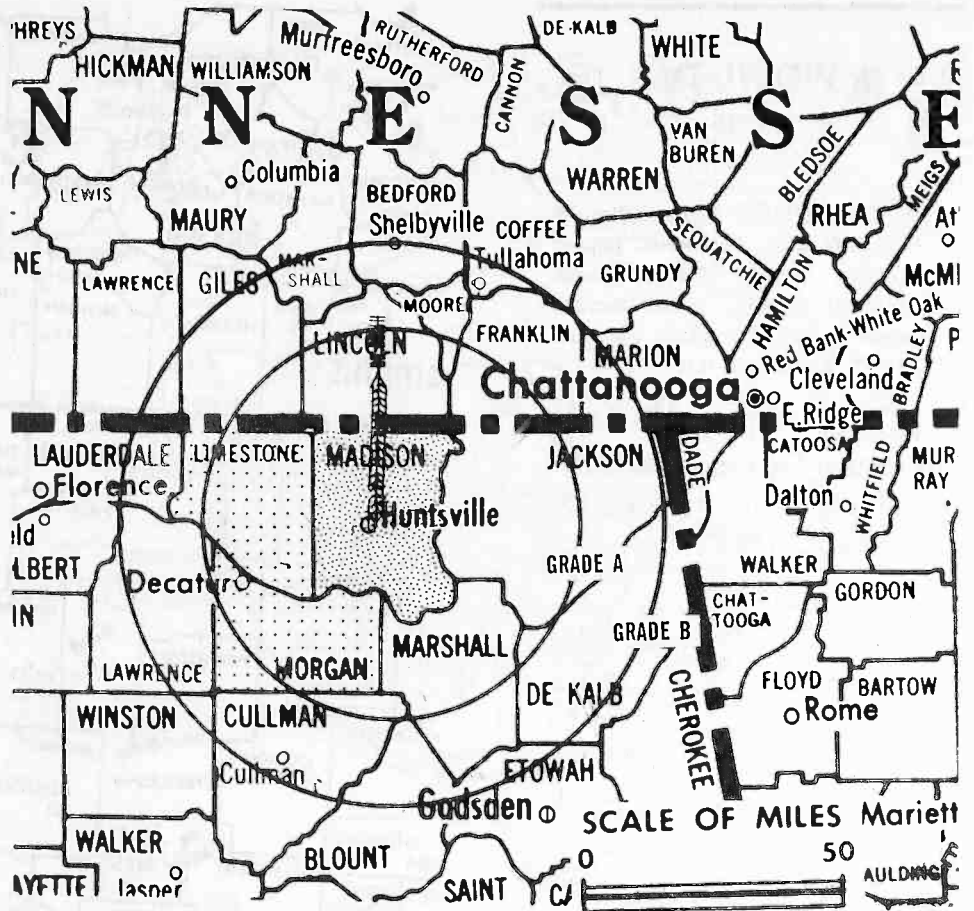
Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 204-kw visual, 112-kw aural. Antenna: 1020-ft. above av. terrain, 166-ft. above ground, 1764-ft. above sea level.

Latitude 34° 44' 16"  
Longitude 86° 32' 02"

Transmitter: 1000 Monte Sano Blvd. Represented (engineering) by Raymond C. Watson Jr., Anniston.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WAFG-TV Ref: FCC File No. BPCT-2817 Granted 11/10/60

©American Map Co., Inc., N.Y., No. 14244

## WAFG-TV

Grantee: Rocket City Television Inc., Box 484.  
Studio: 1000 Monte Sano Blvd.  
Telephone: Jefferson 9-1783.

Ownership: P. T. Gunn, chairman, 9.6%; James R. Cleary, pres., 9.4%; James Beasley, v.p., 4.4%; Thomas A. Barr, v.p., engineering, 2.9%; John A. Higdon, gen. mgr. & secy.-treas., 7.9%; John S. Gregory, 9.6%; Lloyd W. Root Jr., 1.1%; Robert M. Darby, 7.8%; R. N. Yarbrough, 1.1%; Winton Garth, 4.9%; Marian Garth, 2.2%; Steven K. Long, .7%; Kenneth P. Long, 2.2%; W. M. Malone, .8%; H. N. Lavvorn, 4.4%.

Began Operation: Aug. 1, 1959.

Represented (sales) by Breen & Ward.

Represented (legal) by Bell, Moring & Richardson, Huntsville.

### Personnel:

P. T. GUNN, chairman.  
JAMES R. CLEARY, president.  
JOHN HIGDON, general manager, secy.-treas.  
VICTOR BANKOWSKI, chief engineer.  
FRANK HANSON, sales manager.

### DIGEST OF RATE CARD NO. 3—(Feb. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$225.00	\$135.00	\$90.00	\$67.50	\$45.00	\$22.50

NETWORK BASE HOURLY RATE: Bonus to network.

Net Weekly Circulation	State Ccounty	Total Households	TV Homes	Homes %
Over 50%	None	Over 50%		
Between 25-50%	ALABAMA Madison	32,700	26,700	82
Under 25%	ALABAMA Limestone	9,600	7,300	75
	Morgan	17,500	14,200	82
WAFG-TV Station Total		59,800	48,200	81
ARB Total Net Weekly Circulation (March, 1962)			28,100	

# Alabama—Mobile

**NBC** **WALA-TV**

Ch. 10



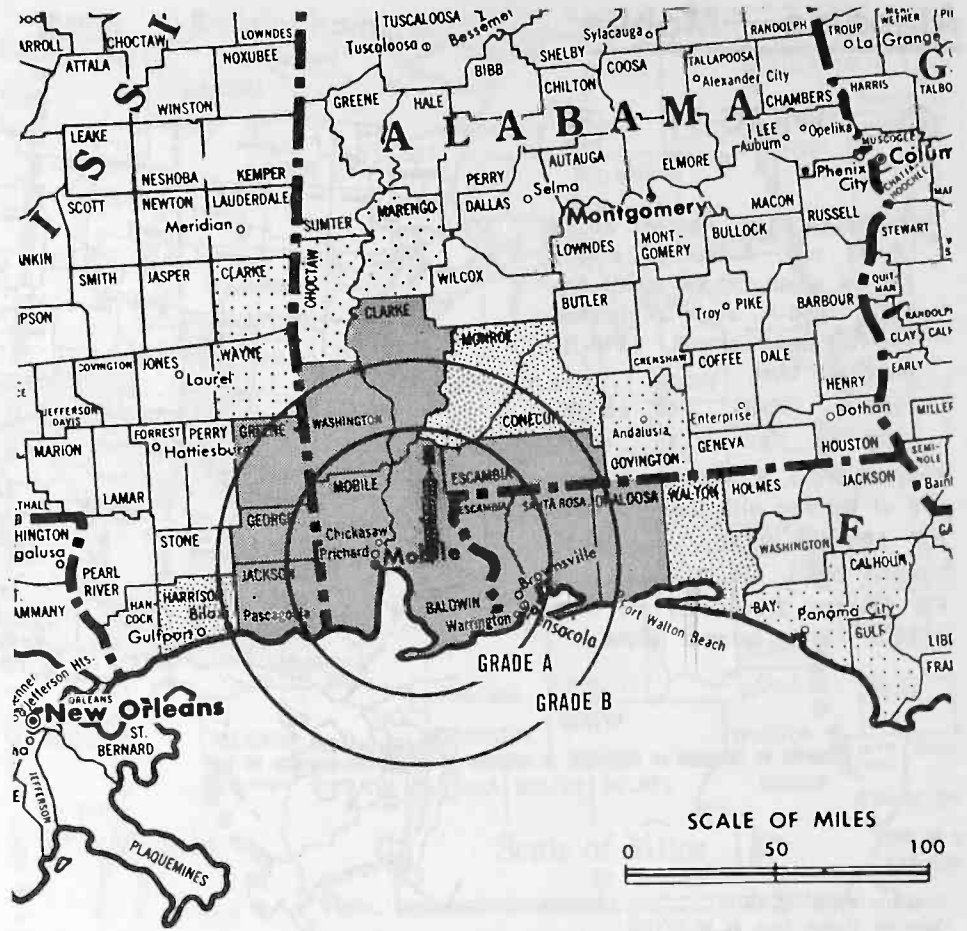
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1246-ft. above av. terrain, 1197-ft. above ground, 1397-ft. above sea level.

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

Transmitter: 16-mi. East of Mobile.

AM Affiliate: WALA, 5-kw, 1410 kc (NBC).

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WALA-TV Ref: FCC File No. BMPCT-2391 Granted 8/23/54  
Authorized: FCC File No. BPCT-2733 Granted 7/7/60

©American Map Co., Inc., N.Y., No. 14214

## WALA-TV

Licensee: Pape Television Co. Inc., 210 Government St.  
Studio: 210 Government St.  
Telephone: Hemlock 3-3754. TWX No.: MO 185.  
Ownership: W. O. Pape, pres., 99.56%; W. B. Pape, exec. v.p. and gen. mgr., 0.22%; W. F. Joseph, treas., 0.22%. W. B. Pape also owns 8.3% and W. F. Joseph, 8.3% of CP for Ch. 13, Panama City, Fla.  
Began Operation: Jan. 14, 1953.  
Represented (sales) by Select Station Representatives; Clarke Brown Co. (South).  
Represented (legal) by Dow, Lohnes & Albertson.  
Represented (engineering) by George C. Davis.  
Personnel:

W. B. PAPE, exec. v.p., general manager & film buyer.  
JOHN E. DIXON, national sales manager.  
MAL ENO, program director.  
RAYMOND HURLEY, chief engineer.  
BOB GRIMES, film expeditor.  
MORRIS TIMBES, publicist.

### DIGEST OF RATE CARD NO. 9—(Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$140.00	\$125.00

NETWORK BASE HOURLY RATE: \$500.



**THE MIGHTY HERCULES**  
**THE MIGHTIEST**  
**NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . . CHICAGO . . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Baldwin	13,500	11,600	86
	Clarke	6,600	4,300	64
	Escambia	8,900	6,600	75
	Mobile	86,500	76,500	89
	Washington	3,600	2,500	69
	FLORIDA			
	Escambia	50,100	45,000	90
	Okaloosa	17,500	15,600	89
	Santa Rosa	8,100	7,200	89
Between 25-50%	MISSISSIPPI			
	George	2,900	2,600	87
	Greene	2,100	1,300	62
	Jackson	15,700	13,400	86
Under 25%	ALABAMA			
	Conecuh	4,600	3,000	63
	Monroe	5,600	3,400	60
	FLORIDA			
	Walton	4,600	3,300	72
	MISSISSIPPI			
	Harrison	32,800	28,500	87
	ALABAMA			
	Choctaw	4,300	2,600	60
	Covington	10,300	7,900	77
Marengo	6,800	4,100	60	
FLORIDA				
Bay	19,400	16,900	87	
Calhoun	2,000	1,300	64	
Gulf	2,900	2,200	74	
MISSISSIPPI				
Clarke	4,400	3,300	74	
Wayne	4,200	2,800	68	
WALA-TV Station Total		317,400	265,900	83
ARB Total Net Weekly Circulation (March, 1962)			167,600	

# Alabama—Mobile



**WKRQ-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level.

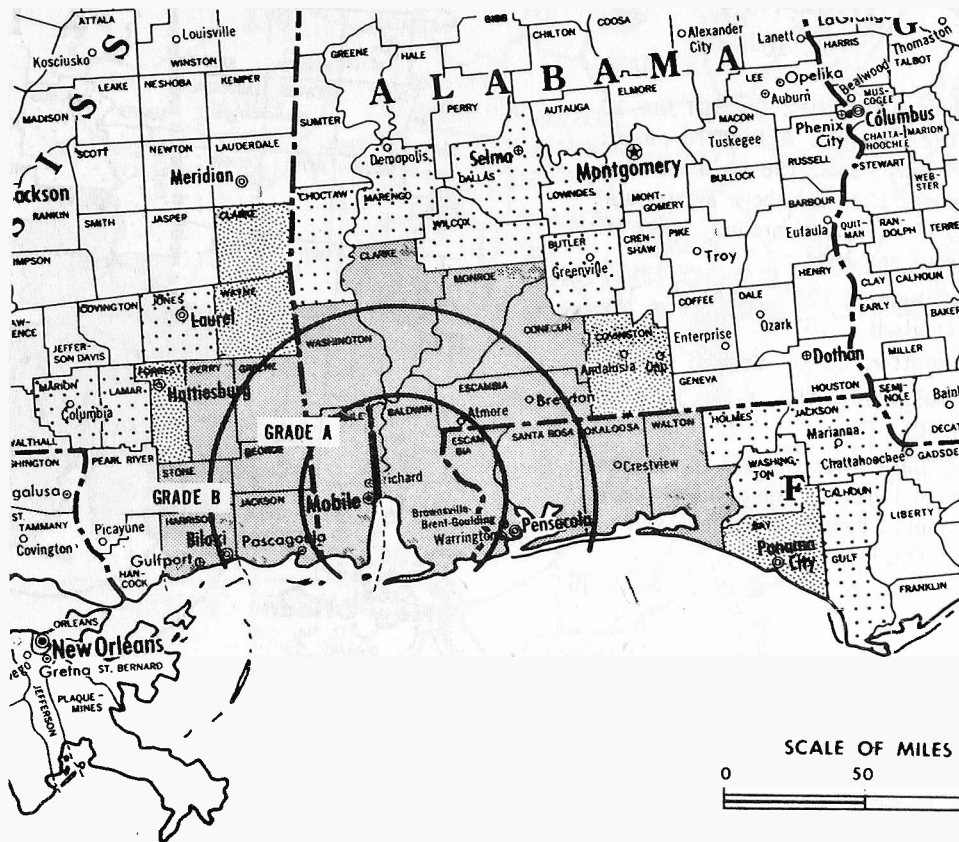
Latitude 30° 40' 55.2"

Longitude 87° 49' 40.8"

Transmitter: U. S. Hwy. 31, 5.1-mi. E of junction with U.S. Hwy. 90.

AM Affiliate: WKRQ, 1-kw (500-watts night), 710 kc (CBS).

FM Affiliate: 3-kw, 99.9 mc (No. 260), 310-ft. antenna height.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

WKRQ-TV Ref: FCC File No. BMPCT-4642 Granted 6/17/57

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## WKRQ-TV

Licensee: WKRQ-TV Inc., Box 1184.

Studio: 162 St. Louis St.

Telephone: Hemlock 2-5505. TWX No.: 205-342-7286.

Ownership: Giddens Television Inc. Kenneth R. Giddens, pres., 50%; Mobile Register and Press, 50%. J. F. McGowin and N. F. McGowin, newspaper stockholders, also own 15% and 7.5% respectively of radio WGYV, Greenville, Ala. Giddens also owns 75% of applicant for Ch. 10, Tampa, Fla.

Began Operation: Aug. 29, 1955. Sale to present owners by group in which Kenneth R. Giddens had 20% interest approved Feb. 20, 1958 by FCC (Television Digest, Vol. 13:46; 14:8).

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

KENNETH R. GIDDENS, president.

C. P. PERSONS JR., exec. v.p., gen. mgr. & film buyer.

BOB PEARY, production manager.

ANN PECK, traffic manager.

JOHN E. CRAWFORD, operations manager.

DONALD B. PATTON, chief engineer.

### DIGEST OF RATE CARD NO. 5

(May 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:29-9:31 p.m., daily.

\$600.00 \$360.00 \$240.00 \$180.00 \$150.00 \$135.00 \$75.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Baldwin	13,500	11,600	86
	Clarke	6,600	4,300	64
	Concuh	4,600	3,000	63
	Escambia	8,900	6,600	75
	Mobile	86,500	76,500	89
	Monroe	5,600	3,400	60
Washington	3,600	2,500	69	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	FLORIDA			
	Escambia	50,100	45,000	90
	Okaloosa	17,500	15,600	89
	Santa Rosa	8,100	7,200	89
	Walton	4,600	3,300	72
	MISSISSIPPI			
	George	2,900	2,600	87
Greene	2,100	1,300	62	
Harrison	32,800	28,500	87	
Jackson	15,700	13,400	86	
Perry	2,300	1,700	72	
Stone	1,900	1,500	77	
Between 25-50%	ALABAMA			
	Covington	10,300	7,900	77
	FLORIDA			
	Bay	19,400	16,900	87
MISSISSIPPI				
Clarke	4,400	3,300	74	
Forrest	15,200	12,800	84	
Wayne	4,200	2,800	68	
Under 25%	ALABAMA			
	Butler	6,400	4,600	71
	Choctaw	4,300	2,600	60
	Dallas	14,600	10,300	71
	Lowndes	3,400	1,800	51
	Marengo	6,800	4,100	60
	Wilcox	4,300	2,200	50
	FLORIDA			
	Calhoun	2,000	1,300	64
	Gulf	2,900	2,200	74
	Holmes	3,100	1,900	59
	Jackson	9,800	6,500	67
	Washington	3,200	2,300	72
	GEORGIA			
	Seminole	1,800	1,400	76
MISSISSIPPI				
Jones	16,200	13,700	85	
Lamar	3,800	2,900	76	
Marion	6,200	4,300	68	
WKRQ-TV Station Total		409,600	333,800	81
ARB Total Net Weekly Circulation (March, 1962)			223,400	

# Alabama—Montgomery



**WCCB-TV**

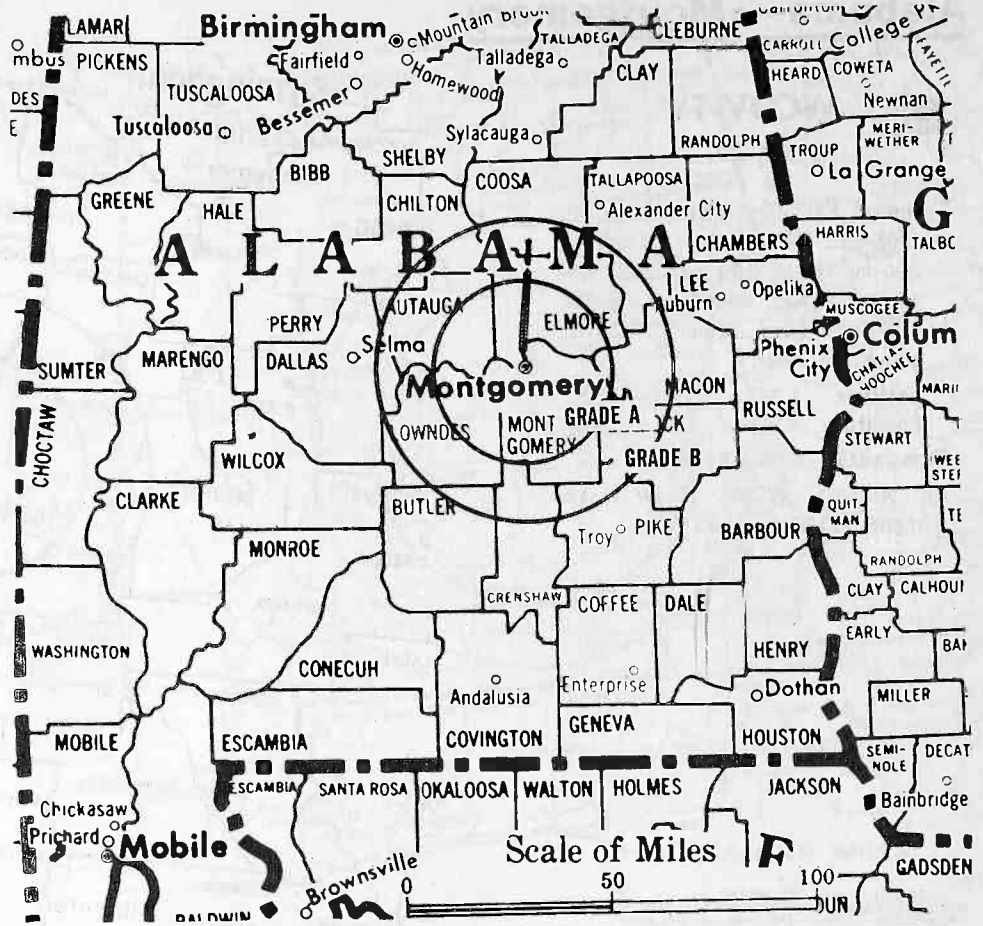
Ch. 32

Technical Facilities: Channel No. 32  
(578-584 mc). Authorized power:  
180.9-kw horizontal visual, 90.5-  
kw horizontal aural. Antenna: 485-  
ft. above av. terrain, 485-ft. above  
ground, 706-ft. above sea level.

Latitude 32° 22' 04"

Longitude 86° 15' 43"

Transmitter: 3251 Harrison Rd.



WCCB-TV Ref: FCC File No. BMPCT-5675 Granted 12/19/61

©American Map Co., Inc., N.Y., No. 14244

## WCCB-TV

Licensee: First Alabama Corp., 1007 Barringer Bldg., Columbia, S.C.

Studio: 3251 Harrison Rd.

Telephones: 265-7025 (sales office); 272-2312 (studios). TWX  
No.: 205-272-4551.

Ownership: First Alabama Corp., 100%.

Began Operation: March 24, 1962.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

STAN RICHARDS, station manager.  
ROBERT L. TUTTLE, sales manager.  
PAUL S. WATSON, operations manager.  
A. FRED WRIGHT, chief engineer.  
JACK VENERABLE, news director.  
IDEUE BROOKS, womens director.

### DIGEST OF RATE CARD NO. 2 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$30.00	\$22.00

NETWORK BASE HOURLY RATE: \$200.

ARB data not available based on 1960 coverage study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



## ZOORAMA

Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Alabama—Montgomery



**WCOV-TV**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 440-ft. above av. terrain, 460-ft. above ground, 680-ft. above sea level.

Latitude 32° 20' 27.5"  
Longitude 86° 17' 50"

Transmitter: Adrian Lane.

AM Affiliate: WCOV, 10-kw (1-kw night), 1170 kc (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WCOV-TV Ref: FCC File No. BMPCT-2060 Granted 5/10/54

©American Map Co., Inc., N.Y., No. 14244

## WCOV-TV

Licensee: Capitol Broadcasting Co., Box 2505.

Studio: Adrian Lane.

Telephone: 265-3561.

TWX No.: MG 6039.

Ownership: Oscar P. Covington, pres., 26.29%; W. I. Milwee, v.p., 6.94%; Hugh M. Smith, secy., 15.18%; Clara R. Covington, director, 20.83%; Ethel Covington, director, 20.83%; Margaret C. Milwee, director, 6.94%; H. Amerson, .2%; Mary Covington, 2.77%.

Began Operation: April 17, 1953.

Represented (sales) by Meeker Co.; James S. Ayers Co. Inc. (Southeast).

Represented (engineering) by Creutz & Snowberger.

Personnel:

OSCAR P. COVINGTON, president.  
HUGH M. SMITH, general manager & film buyer.  
MORRIS SOUTH, local sales manager.  
WALTER BAMBERG, operations manager.  
MARTHA HALL, program director.  
W. D. WEATHERLY, chief engineer.

DIGEST OF RATE CARD NO. 8  
(Nov. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—7:30-9:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$80.00	\$62.50	\$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$225.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Autauga	4,800	3,600	73
	Elmore	8,000	6,100	77
	Montgomery	47,300	39,500	84
Between 25-50%	ALABAMA			
	Butler	6,400	4,600	71
	Lowndes	3,400	1,800	51
Under 25%	ALABAMA			
	Barbour	6,500	4,200	65
	Bullock	3,400	2,100	60
	Chambers	10,500	8,200	78
	Crenshaw	4,100	3,000	72
	Lee	12,700	10,000	78
	Macon	6,100	4,200	68
Pike	6,900	4,800	69	
Tallapoosa	9,700	7,600	78	
WCOV-TV Station Total		129,600	99,700	77
ARB Total Net Weekly Circulation (March, 1962)			40,000	

For Alabama's Educational Stations  
see page 2

# Alabama—Montgomery



**WSFA-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level.

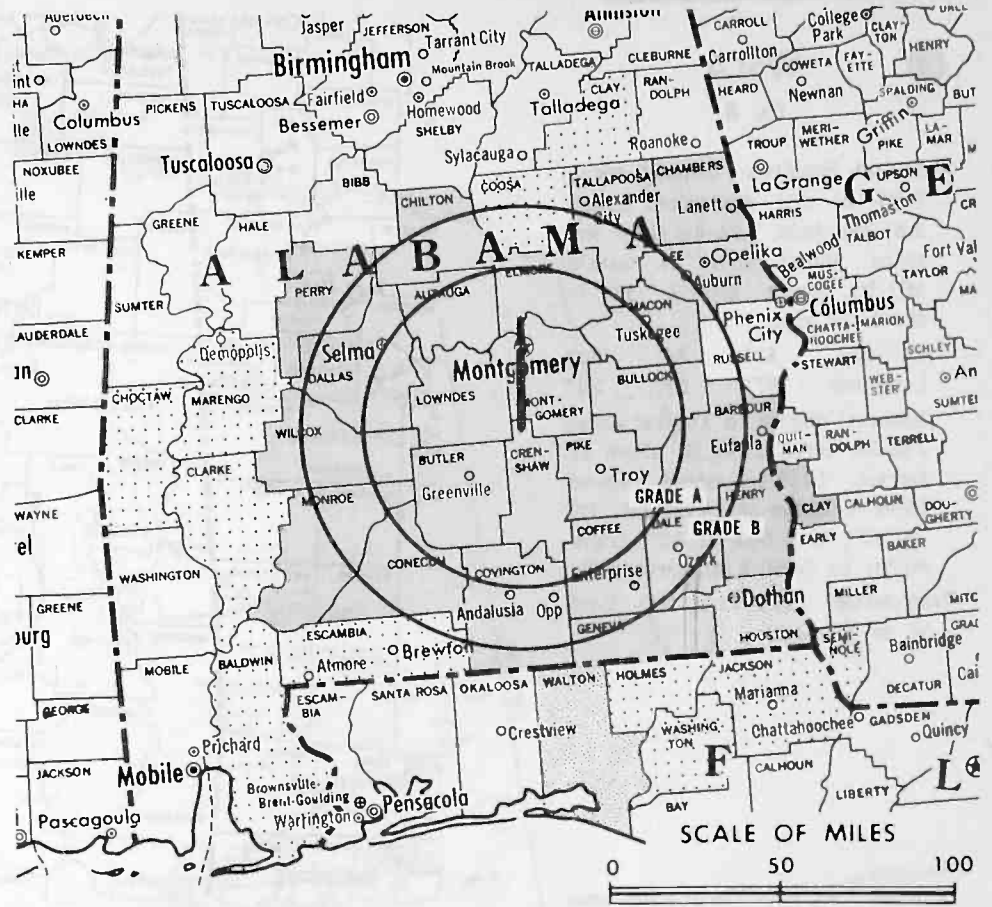
Latitude 32° 01' 15"  
Longitude 86° 20' 56"

Transmitter: Mt. Carmel, 21 mi. S. of city.

Studio: Delano & Perry Sts.

Telephone: 265-1251.

TWX No.: 205-272-4194.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WSFA-TV Ref: FCC File No. BPCT-670 Granted 3/25/54

© American Map Co., Inc., N.Y., No. 14244

## WSFA-TV

Licensee: Broadcasting Company of the South, Box 2566.

Ownership: See WIS-TV, Columbia, S.C.

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

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- CARTER HARDWICK, managing director.
- GENE JACOBSEN, administrative asst. & operations dir.
- JOHN RAINES, business mgr. & public relations dir.
- BOB VILLAR, sales manager.
- BEN CANADA, state sales manager.
- JACK FOWLER, national sales coordinator.
- JOHN JOHNSON, production supervisor.
- SAM P. SPIVEY, production supervisor.
- CHARLES COX, news director.
- RICHARD C. PAYNE, chief engineer.
- JOHN RAINES, promotion & public service.

### DIGEST OF RATE CARD NO. 6—(July 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-9 p.m., daily.	\$575.00	\$345.00	\$230.00	\$172.00	\$160.00	\$150.00 \$80.00

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Autauga	4,800	3,600	73
	Barbour	6,500	4,200	65
	Bullock	3,400	2,100	60
	Butler	6,400	4,600	71
	Chambers	10,500	8,200	78
	Chilton	7,200	5,400	76
	Coffee	8,400	6,500	78

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA—(Continued)			
	Conecuh	4,600	3,000	63
	Covington	10,300	7,900	77
	Crenshaw	4,100	3,000	72
	Dale	8,400	7,000	83
	Dallas	14,600	10,300	71
	Elmore	8,000	6,100	71
	Geneva	6,300	4,900	77
	Henry	4,000	3,000	75
	Lee	12,700	10,000	78
	Lowndes	3,400	1,800	51
	Macon	6,100	4,200	68
	Monroe	5,600	3,400	60
	Montgomery	47,300	39,500	84
	Perry	4,100	2,200	53
Pike	6,900	4,800	69	
Tallapoosa	9,700	7,600	78	
Wilcox	4,300	2,200	50	
<b>Between 25-50%</b>	GEORGIA			
	Clay	1,200	800	65
	ALABAMA			
Houston	14,500	12,500	86	
<b>Under 25%</b>	FLORIDA			
	Walton	4,600	3,300	72
<b>Under 25%</b>	ALABAMA			
	Baldwin	13,500	11,600	86
	Choctaw	4,300	2,600	60
	Clarke	6,600	4,300	64
	Clay	3,500	2,800	78
	Coosa	2,800	2,100	75
	Escambia	8,900	6,600	75
	Marengo	6,800	4,100	60
	FLORIDA			
	Holmes	3,100	1,900	59
Jackson	9,800	6,500	67	
Washington	3,200	2,300	72	
GEORGIA				
Seminole	1,800	1,400	76	
WSFA-TV Station Total		292,200	218,300	75
ARB Total Net Weekly Circulation (March, 1962)			132,000	

# Alabama—Selma



**WSLA**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.51-kw visual, 1.26-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

Latitude 32° 24' 00"  
Longitude 87° 05' 10"

Requests change to 316-kw visual, 158-kw aural, 1393-ft. above av. terrain, 1394-ft. above ground, 1644-ft. above sea level, lat. 32° 09' 32", long. 86° 40' 12"; transmitter to 4-mi. E of Gordonsville.

Transmitter: Land Line Rd., 3-mi. W of Selma.



TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WSLA Ref: FCC File No. BPCT-1814 Granted 2/24/54

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## WSLA

Grantee: Selma Television Inc., Box 305, Selma.

Studio: Land Line Rd., 3-mi. W of Selma.

Phones: Trinity 2-0455, Selma; 262-3851, Montgomery.

Ownership: William J. Brennan, pres., 45%; William E. Bennis Jr., treas., 45%; Barbara Bennis, 5%; Frances U. Brennan, 5%. Mr. & Mrs. (Barbara) Bennis also own 25% of radio WVOK, Birmingham and 45% of radio WBAM, Montgomery, Ala. Mr. Brennan also owns 90% of radio WAPE, Jacksonville, Fla. Bennis and Brennan each own 50% of Vulcan Tower Co.

Began Operation: March 17, 1960.

Represented (sales) by Forjoe-TV Inc.; Radio-TV Representatives Inc.

Represented (legal) by Mullin & Connor.

Personnel:

- WILLIAM J. BRENNAN, president.
- CYRIL G. BRENNAN, manager.
- EDWARD MARTIN, administrative asst.
- FELIX ROBINSON, sales manager.
- PATRICIA IVEY, production manager.
- BILL WILLS, program director
- STAN SMITH, chief engineer.
- BILL DOUGLAS, film buyer.
- JOHN ROGERS, news director.

DIGEST OF RATE CARD NO. 1  
(March 17, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—5:29-10 p.m., daily.	\$125.00	\$75.00	\$50.00	\$44.00	\$30.00	\$25.00	\$20.00	\$12.00

ARB total net weekly circulation March, 1962, 9,900  
ARB data not available based on 1960 coverage study because station began operation after the survey was made.



**PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE**



# Alaska



Alaska Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
5	0	5
0	0	0
		5

American Research Bureau Does Not Have Net Weekly Circulation Data for Alaska

# Alaska—Anchorage

**abc** **KENI-TV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc.) Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level.

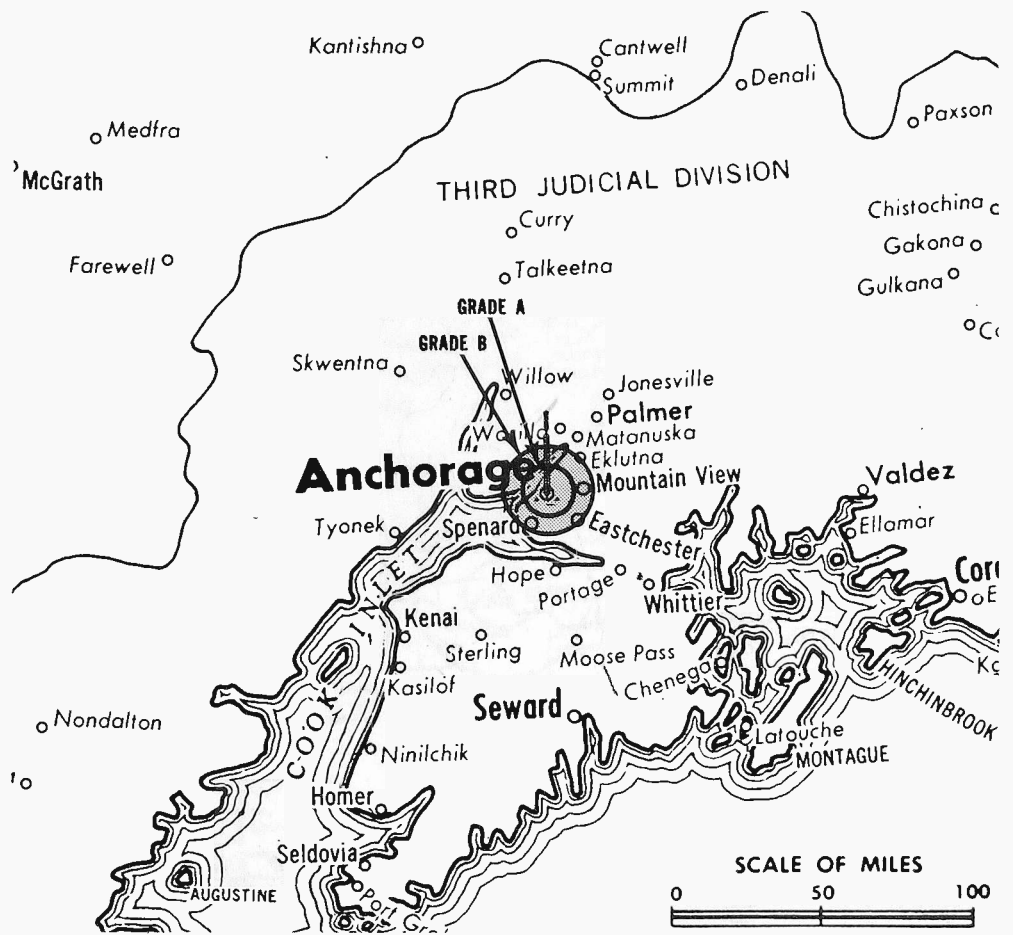
Latitude 61° 13' 08"  
Longitude 149° 53' 58"

Transmitter: Fourth Avenue Theatre Bldg.

AM Affiliate: KENI, 5-kw, 550 kc (ABC, NBC, MBS).

ARB Data: Figures taken from last ARB Coverage Study (1960). Updated figures were not available at press time.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KENI-TV Ref: FCC File No. BMPCT-3487 Granted 12/29/55

©American Map Co., Inc., N.Y., No. 14244

## KENI-TV

Network Service: ABC, NBC.

Licensee: Midnight Sun Broadcasters Inc., Box 1160.

Studio: Fourth Avenue Theatre Bldg.

Telephone: 5-2201.

Ownership: Alvin O. Bramstedt, 22.67% (with wife); R. D. Jensen, 15%; James Fletcher, 10%; Delmer L. Day, 3.67%; numerous other stockholders, none with as much as 10%. Midnight Sun also operates KFAR-TV, Fairbanks and radio stations KENI, Anchorage; WFAR, Fairbanks; KTKN, Ketchikan and is buying radio KIFW, Sitka, Alaska.

Began Operation: Oct. 16, 1953. Sale by Lathrop Co., Richard R. Rollins et al. approved March 16, 1960 by FCC (Television Digest, Vol. 16:8, 12). Previous sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (Vol. 10:47 & 11:1).

Represented (sales) by Day-Wellington Inc. (West Coast); James Fletcher (New York, Chicago).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

ALVIN O. BRAMSTEDT, president & general manager.  
WILLIAM STEWART, sales manager.  
JEAN CURTIS, program director.  
JAMES BALOG, production manager,  
CHARLES GRAY, chief engineer.

DIGEST OF RATE CARD NO. 3  
(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	Min or 20 Sec.	ID
Class A—6:59-10:30 p.m., daily.	\$210.00	\$130.00	\$90.00	\$70.00	\$50.00	\$34.00 \$24.00

NETWORK BASE HOURLY RATE: \$150 (ABC & NBC). \$250 in combination with KFAR-TV (ABC & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes %
Over 50%	ALASKA 3rd Judicial District		58
Between 25-50%	None Between 25-50%		
Under 25%	None Under 25%		
KENI-TV Station Total			58
ARB TOTAL NET WEEKLY CIRCULATION not available.			



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

# Alaska—Anchorage



**KTVA**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.02-kw visual, 1.51-kw aural. Antenna: 130-ft. above av. terrain, 230-ft. above ground, 348-ft. above sea level.

Latitude 61° 13' 13"  
Longitude 149° 52' 33"

Transmitter: Mt. McKinley Bldg.

Studio: Mt. McKinley Bldg.

Telephones: BR 5-4321, BR 2-2101.

FM Affiliate: KNIK-FM, .75-kw 105.5 mc (No. 288), 105-ft. antenna height.

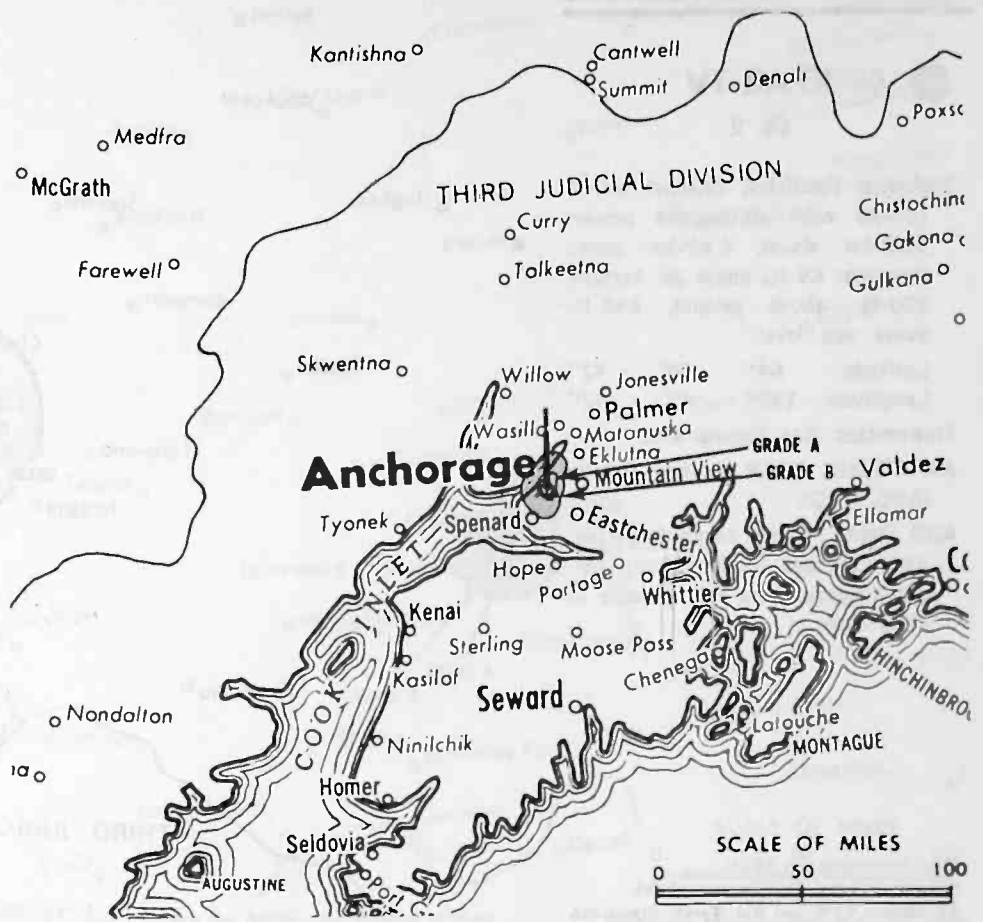
ARB Data: Figures taken from last ARB Coverage Study (1960). Updated figures were not available at press time.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KTVA Ref: FCC File No. BPCT-1706 Granted 7/29/53

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## KTVA

Licensee: Northern Television Inc., Box 2200, Anchorage.

Ownership: A. G. Hiebert, pres., 16.3%; M. B. Kirkpatrick, secy., 4.93%; B. J. Gottstein, treas., 2.465%; Mrs. Wells E. Ervin, 4.93%; Wm. J. Wagner, v.p., 9.86%; over 35 other stockholders, none owns as much as 3%. Northern TV also operates KTVF, Fairbanks. Mr. Wagner also owns rep firm Alaska Radio-TV Sales Inc. Also owns vhf translator repeaters K13EQ (Ch. 13), Kenai-Soldatna; K07EX (Ch. 7), Ekiutna; K04CP (Ch. 4), Spine-Sutton; K03AB (Ch. 3), Delta (Ft. Greeley); K03BE (Ch. 3), Clear; K07EU (Ch. 7), Nenana; K04CO (Ch. 4), Usibelli-Suntrana, all in Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Robert Booth Jr.

Personnel:

A. G. HIEBERT, president & general manager.  
JOHN HONEA, chief engineer.  
EVAN WHITE, news editor.  
ALDENA SWEENEY, program manager.

### DIGEST OF RATE CARD NO. 2 (Oct. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—4-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$22.50

Subject to frequency discounts. 10% off if same or equal schedule is bought with either KTVF, Fairbanks or KINY-TV, Juneau. 15% off if bought with both.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$250. Combination rate with KTVF & KINY-TV, \$275.

Net Weekly Circulation	State County	Total Households	TV Homes %
Over 50%	ALASKA 3rd Judicial District		58
Between 25-50%	None	Between 25-50%	
Under 25%	None	Under 25%	
KTVA Station Total			58
ARB TOTAL NET WEEKLY CIRCULATION not available.			

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1714 Tribune Tower  
DE 7-2754

DALLAS  
1511 Bryan St.  
RI 8-1175

NATIONWIDE • NEGOTIATIONS  
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# Alaska—Fairbanks

**abc** **NBC** **KFAR-TV**

Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. **Antenna:** 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level.

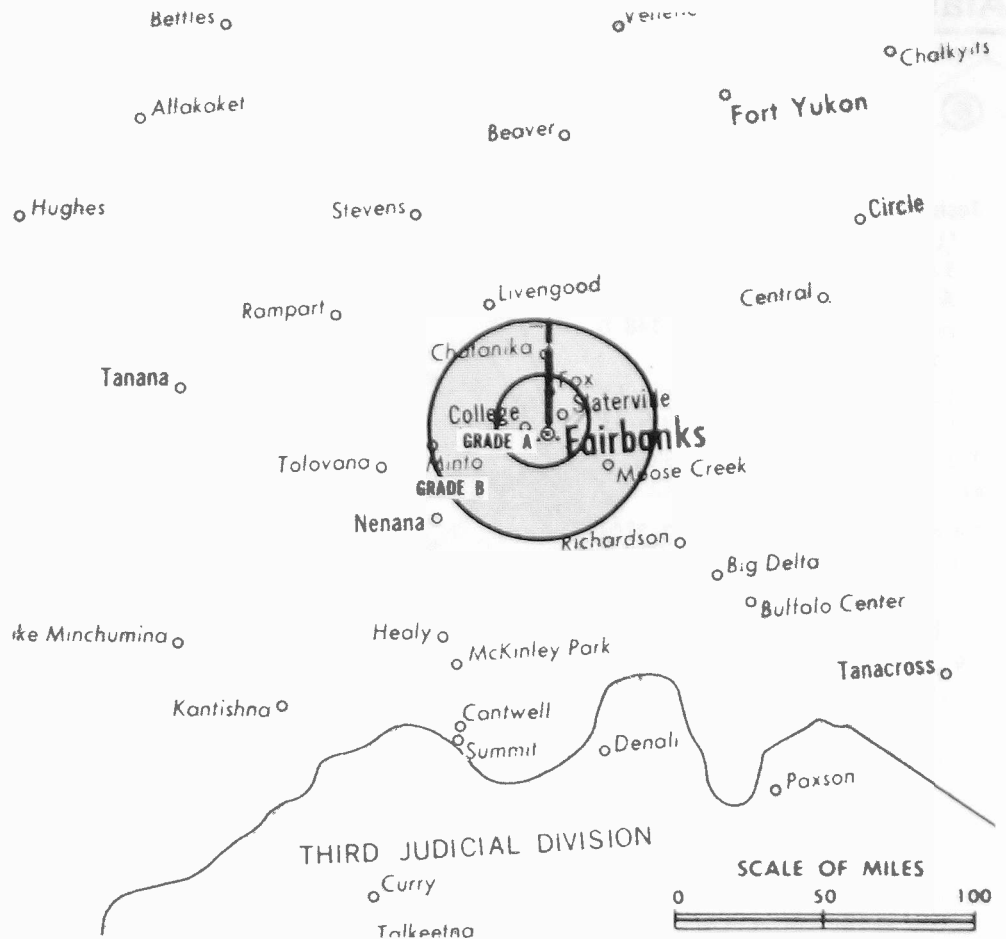
Latitude 64° 50' 42"  
Longitude 147° 42' 42"

**Transmitter:** 516 Second Ave.

**AM Affiliate:** KFAR, 10-kw, 660 kc (ABC, NBC).

**ARB Data:** Figures taken from last ARB Coverage Study (1960). Updated figures were not available at press time.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KFAR-TV Ref: FCC File No. BMPCT-2710 Granted 1/14/55

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## KFAR-TV

**Network Service:** ABC, NBC.

**Licensee:** Midnight Sun Broadcasters Inc. P.O. Box 910.

**Studio:** First & Lacey Sts.

**Telephone:** GL 2-2125.

**Ownership:** See KENI-TV, Anchorage.

**Began Operation:** March 1, 1955.

**Represented (sales) by** Day-Wellington Inc. (West Coast); James Fletcher (New York, Chicago).

**Represented (legal) by** Fisher, Wayland, Duvall & Sputhmayd.

**Personnel:**

A. O. BRAMSTEDT, general manager.  
DON ANDON, station manager.  
BILL WALLEY, program director.  
MIRIAM KINSEY, film buyer.  
JAMES O'KELLEY, chief engineer.

DIGEST OF RATE CARD NO. 3  
(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	ID
Class A—6:59-10:30 p.m., daily.	\$170.00	\$100.00	\$68.00	\$48.00	\$40.00	\$27.00 \$20.00

**Combination Rate:** See KENI-TV, Anchorage.

**NETWORK BASE HOURLY RATE:** \$250 (ABC & NBC, in combination with KENI-TV), \$150 (ABC & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes %
Over 50%	ALASKA 4th Judicial District		88
Between 25-50%	None Between 25-50%		
Under 25%	None Under 25%		
KFAR-TV Station Total			88
ARB TOTAL NET WEEKLY CIRCULATION not available.			



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# Alaska—Fairbanks



**KTVF**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.05-kw visual, 5.6-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

Latitude 64° 50' 35.7"  
Longitude 147° 42' 47.6"

Transmitter: 3rd & Lacey Sts., Fairbanks.

ARB Data: Figures taken from last ARB Coverage Study (1960). Updated figures were not available at press time.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTVF Ref: FCC File No. BPCT-1960 Granted 12/29/54

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## KTVF

Grantee (STA): Northern Television Inc., Box 590, Fairbanks.

Studio: 3rd & Lacey Sts., Fairbanks.

Telephones: Globe 2-3636, 2468.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955.

Represented (sales) by Weed Television Corp.

Represented (legal) by Miller & Schroeder.

Personnel:

A. G. HIEBERT, president & general manager.  
JOHN GRIFFIN, commercial & station manager.  
KEN PHILLIPS, chief engineer.

### DIGEST OF RATE CARD NO. 2 (Oct. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.	\$135.00	\$81.00	\$54.00	\$45.00	\$33.75	\$27.00	\$20.25

Combination Rate: See KTVA, Anchorage.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVA, \$250. Combination rate with KTVA & KINY-TV, \$275.

Net Weekly Circulation	State County	Total Households	TV Homes Homes %
<b>Over 50%</b>	ALASKA 4th Judicial District		88
<b>Between 25-50%</b>	None	Between 25-50%	
<b>Under 25%</b>	None	Under 25%	
KTVF Station Total			88
ARB TOTAL NET WEEKLY CIRCULATION not available			



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# Alaska—Juneau

**abc NBC KINY-TV**

Ch. 8

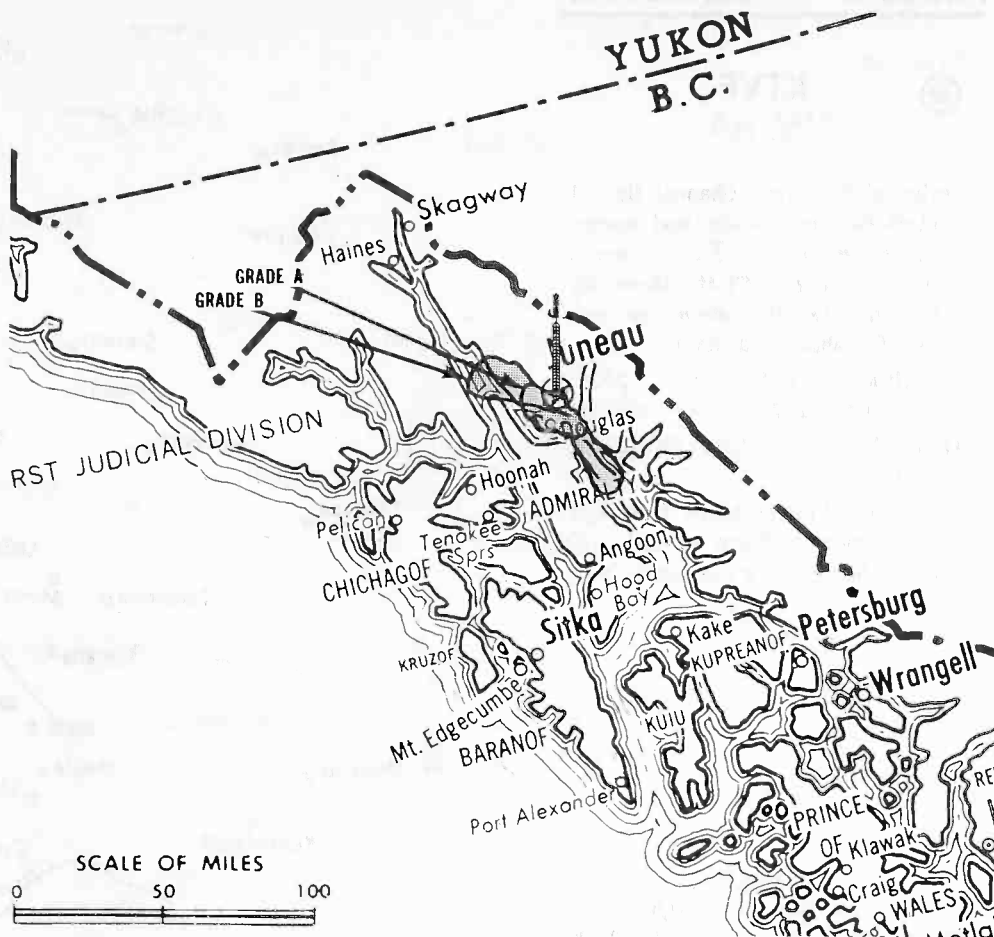
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .263-kw visual, .132-kw aural. Antenna: minus 960-ft. above av. terrain, 264-ft. above ground, 304-ft. above sea level.

Latitude 58° 17' 21.8"  
Longitude 134° 23' 38.3"

Transmitter: A. J. Rock Dump, Juneau.

AM Affiliate: KINY, 5-kw, 800 kc (CBS).

ARB Data: Figures taken from last ARB Coverage Study (1960). Updated figures were not available at press time.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KINY-TV Ref: FCC File No. BPCT—2025 Granted 11/2/55

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## KINY-TV

Network Service: ABC, NBC, CBS (EMP).

Licensee: Juneau Broadcasters Inc., 231 S. Franklin St., Juneau, Alaska.

Studio: Decker Building, Juneau.

Telephone: 6-1802.

Ownership: All Alaska Bcstrs., 30.62%; Arthur Skinner, 20.25%; Elton E. Engstrom, 13.39%; Roger A. Thayer, 12.59%; Roy Paschal, 9.72%; Richard L. Peter, 9.56%; 4 other stockholders, none with as much as 4%.

Began Operation: Feb. 19, 1956. Sale to present owners by Wm. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18).

Represented (sales) by Alaska Radio-TV Sales Inc.; Weed Television Corp.

Personnel:

ARTHUR SKINNER, president.  
RICHARD L. PETER, secy.-treas. & production director.  
ROGER A. THAYER, general manager & film buyer.  
FRANKLIN BUTTE chief engineer.

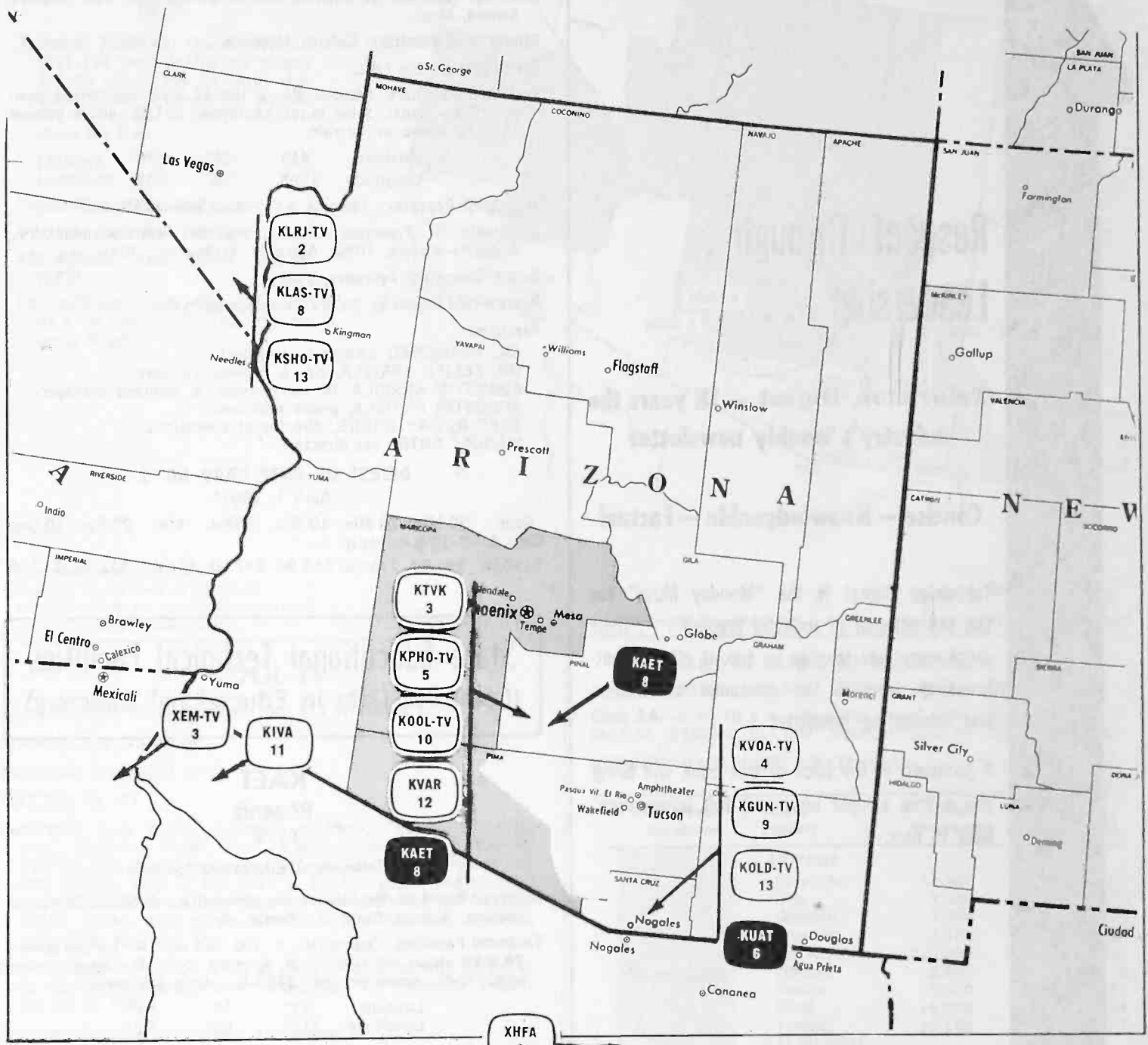
### DIGEST OF RATE CARD NO. 3A—(April 6, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 40 Sec. 20 Sec.  
Class A—7-11 p.m., daily.  
\$100.00 \$60.00 \$40.00 \$35.00 \$30.00 \$20.00 \$17.50 \$15.00

NETWORK BASE HOURLY RATE: \$50. Combination rate with KTVA & KTVF, \$275 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes %
Over 50%	ALASKA 1st Judicial District		36
Between 25-50%	None Between 25-50%		
Under 25%	None Under 25%		
KINY-TV Station Total			36
ARB TOTAL NET WEEKLY CIRCULATION not available.			

# Arizona



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Phoenix	236,800	71	412,900	73	358,200	74
Tucson	90,300	143	178,000	142	143,300	146
Yuma-El Centro	22,100	205	32,800	210	27,100	211

### Arizona Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
8	0	8
2	0	2
		10

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### **XHFA-TV**

**Nogales, Mexico (Arizona)**

Ch. 2

Network Service: None, independent.

Licensee: Television de Nogales, Ave. A. Obregon No. 138, Nogales, Sonora, Mex.

Studio & Transmitter: Colonia Moderna.

Telephone: Sonora 7-91.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 10-kw visual, 5-kw aural. Antenna: 231-ft. above ground, 1841-ft. above av. terrain.

Latitude	31°	19'	30"
Longitude	110°	56'	52"

Translator Repeaters: Caborca & Cananea, Sonora, Mexico.

Ownership: Dr. Francisco Arriola, 30%; Dr. Felipe Arriola, 30%; Augustin Arriola, 10%; Augustin Arriola Jr., 30%.

Began Operation: February, 1962.

Represented (sales) by Sonora Television Sales Co.

Personnel:

DR. FRANCISCO ARRIOLA, president.

DR. FELIPE ARRIOLA, v.p. & general manager.

AUGUSTIN ARRIOLA JR., secy.-treas. & business manager.

AUGUSTIN ARRIOLA, public relations.

REED N. HAYTHORNE, director of operations.

MANUEL ORTIZ, art director.

DIGEST OF RATE CARD NO. 1

(April 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10 p.m., daily.

\$150.00 \$90.00 \$75.00 \$55.00 \$42.50 \$30.00 \$22.50 \$17.50

## State Educational Technical Facilities (Complete Data in Educational Directory)

### **KAET**

**Phoenix**

Ch. 8

Non-Commercial Educational Station

Grantee: Board of Regents of the Universities & State College of Arizona, Arizona State U., Tempe, Ariz.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 28.8-kw visual, 14.4-kw aural. Antenna: 1560-ft. above av. terrain, 97-ft. above ground, 2750-ft. above sea level.

Latitude	33°	19'	54"
Longitude	112°	03'	52"

### **KUAT**

**Tucson**

Ch. 6

Non-Commercial Educational Station

Licensee: University and State Colleges of Arizona, for use of the U. of Arizona, Herring Hall.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: .933-kw visual, .57-kw aural. Antenna: 110-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	32°	13'	50"
Longitude	110°	57'	00"

### **KTAR-TV**

**MESA**

(See Phoenix)



# Arizona—Phoenix



**KOOL-TV**



Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level.

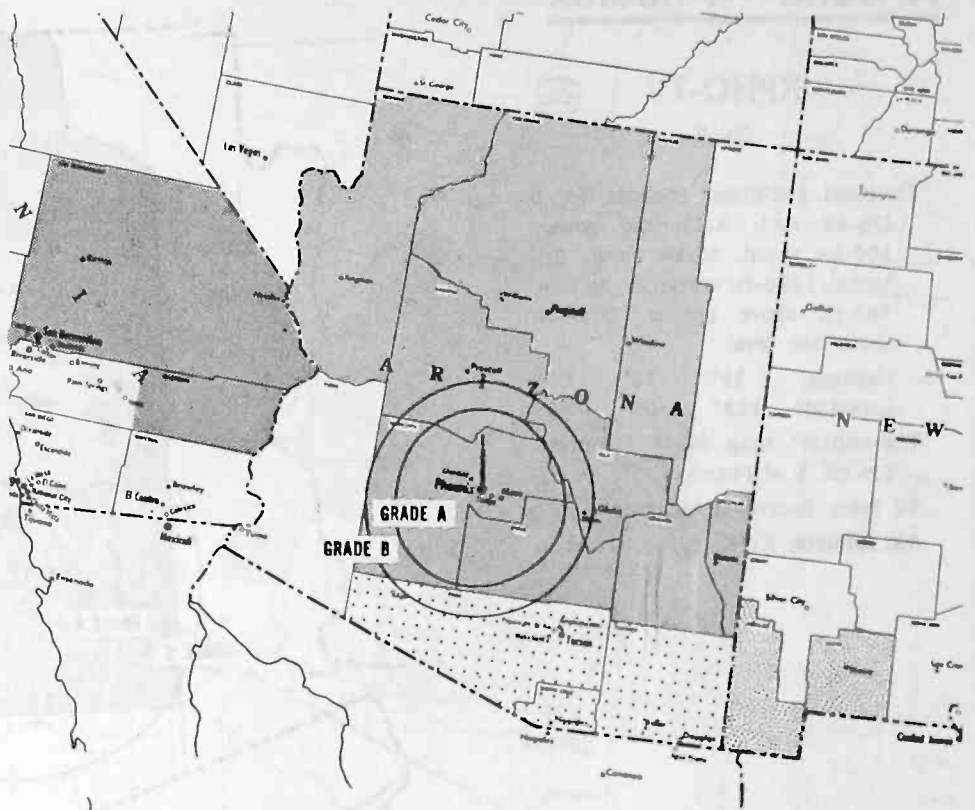
Latitude 33° 20' 02"  
Longitude 112° 03' 42"

Transmitter: South Mountain.

TV tape: Recording facilities.

AM Affiliate: KOOL, 5-kw, 960 kc (CBS).

FM Affiliate: KOOL-FM, 57.5-kw, 94.5 mc (No. 233), 1620-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KOOL-TV Ref: FCC File No. BMPCT-1372 Granted 9/4/53

©American Map Co., Inc., N.Y., No. 14244

## KOOL-TV

Licensee: KOOL Radio-Television Inc., 511 W. Adams St.

Studio: 511 W. Adams St.

Telephone: Browning 1-2345.

TWX No.: PX 171.

**Ownership:** Gene Autry, chairman, 55.38%; Thomas Chauncey, pres., 20.19%; Frank Beer, 4.96%; Tom & Ann Kerney, 19.47%. Mr. Autry also owns 51% of KMPC, Los Angeles and KVI, Seattle; 48% of KOLD-TV & KOLD, Tucson, and 50% of KSFO, San Francisco. Mr. Chauncey owns 20% of KOLD-TV & KOLD. Golden West Bcstrs., licensee of KMPC & KVI, is buying radio KEX, Portland, Ore.

**Began Operation:** Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (Television Digest, Vol. 10:12, 19).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John H. Mullaney.

### Personnel:

- GENE AUTRY, chairman.
- THOMAS CHAUNCEY, president.
- HOMER LANE, v.p. & general manager.
- LES LINDVIG, v.p. & sales manager.
- JACK MURPHY, station manager.
- ROBERT DAVIES, program director.
- ROBERT MARTIN, dir. of programming, promotion & operations, film buyer.
- MARGARET INJASOULIAN, public relations director.
- ALBIN R. HILLSTROM, director of engineering.

### DIGEST OF RATE CARD NO. 3—(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$625.00	\$350.00	\$240.00	\$190.00	\$135.00	\$120.00 \$60.00
NETWORK BASE HOURLY RATE: \$600.						

	Net Weekly Circulation	State County	Total		%
			Households	TV Homes	
Over 50%	<b>ARIZONA</b>				
		Coconino	11,500	7,400	64
		Gila	7,600	6,000	79
		Graham	3,800	2,900	74
		Greenlee	3,100	2,700	84
		Maricopa	210,800	190,200	91
		Mohave	2,600	2,000	76
		Navajo	9,200	5,200	56
		Pinal	16,900	14,100	84
		Yavapai	10,100	7,400	74
	<b>CALIFORNIA</b>				
		Riverside E.	5,400	4,900	90
		San Bernardino E.	3,700	3,400	92
Between 25-50%	<b>NEW MEXICO</b>				
		Hidalgo	1,400	1,100	71
		Luna	2,800	2,400	82
Under 25%	<b>ARIZONA</b>				
		Cochise	16,800	13,800	82
		Pima E.	80,200	72,300	91
		Pima W.	4,900	4,400	91
	Santa Cruz	3,100	2,400	76	
<b>KOOL-TV Station Total</b>			<b>393,900</b>	<b>342,600</b>	<b>87</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>			<b>234,200</b>		

# Arizona—Phoenix

## KPHO-TV



Ch. 5

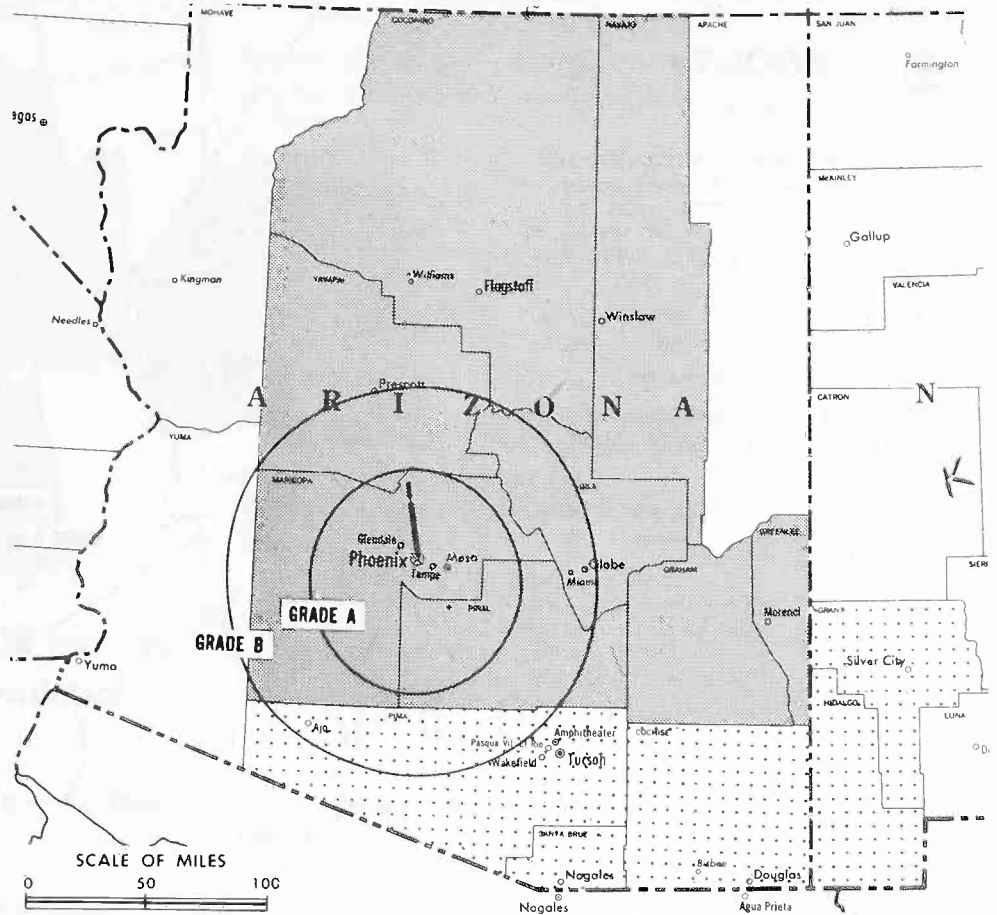
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1770-ft. above av. terrain, 383-ft. above ground, 2983-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 08' 40"

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

TV tape: Recording facilities.

AM Affiliate: KPHO, 5-kw, 910 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KPHO-TV Ref: FCC File No. BPCT-2580 Granted 1/9/69

©American Map Co., Inc., N.Y., No. 14244

## KPHO-TV

Network Service: None, independent.

Licensee: Meredith Broadcasting Co., 631 N. First Ave.

Studio: 631 N. First Ave.

Telephone: Alpine 8-4511. TWX No.: 602-255-0238.

Ownership: Meredith Publishing Co., Des Moines, Iowa, through Meredith Broadcasting Co. For Meredith Publishing Co. executives see Publishing Firms with TV Station Ownership. Broadcasting officers: Fred Bohlen, chairman of the board; Payson Hall, pres.; Frank P. Fogarty, exec. v.p.; E. T. Meredith, Richard B. Rawls, E. K. Hartenbower, Paul Adanti, v.p.'s; Gerald Thornton, secy.; H. Y. Engeldinger, treas. Same interests own radio KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse; N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.

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

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Potts & Bader.

Personnel:

PAYSON HALL, president.  
FRANK P. FOGARTY, executive vice president.  
RICHARD B. RAWLS, v.p. & general manager.  
HOWARD STALNAKER, station manager & film buyer.  
JOHN VERA, local sales manager.  
CHUCK GLANCE, program director.  
BLU WRIGHT, publicity & promotion director.  
RAY CURTIS, news director.  
GEORGE L. McCLANATHAN, director of engineering.

DIGEST OF RATE CARD NO. 12-B—(Revised)  
(Nov. 23, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$500.00	\$285.00	\$190.00	\$165.00	\$126.00	\$100.00*
*Class A—7-10:20 p.m. daily.						\$50.00*

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Coconino	11,500	7,400	64
	Gila	7,600	6,000	79
	Graham	3,800	2,900	74
	Greenlee	3,100	2,700	84
	Maricopa	210,800	190,200	91
	Navajo	9,200	5,200	56
Between 25-50%	Pinal	16,900	14,100	84
	Yavapai	10,100	7,400	74
	None	Between 25-50%		
	Under 25%	ARIZONA		
Cochise		16,800	13,800	82
Pima E.		80,200	72,300	91
Pima W.		4,900	4,400	91
Santa Cruz		3,100	2,400	76
NEW MEXICO	Grant	5,200	3,900	74
	Hidalgo	1,400	1,100	71
KPHO-TV-TV Station Total		384,600	333,800	87
ARB Total Net Weekly Circulation (March, 1962)			213,200	

## HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS  
WASHINGTON, D.C., CHICAGO, DALLAS,  
SAN FRANCISCO

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IN THE WEST—NEAREST OFFICE IS—  
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EXBROOK 2-5671

# Arizona—Phoenix



**KTVK**

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level.

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

Transmitter: South Mt., 7-mi. S of Phoenix.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTVK Ref: FCC File No. BPCT-1836 Granted 6/10/54

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## KTVK

Licensee: Arizona Television Co., 3435 N. 16th St.

Studio: 3435 N. 16th St.

Telephone: Amhurst 6-5691.

TWX No.: PX 353.

Ownership: Ernest W. McFarland, pres., 40% (ex-Gov. of Ariz.); Leon M. Nowell, v.p., 20%; Ralph Watkins, v.p.-treas., 20%; Henry Larson, secy., 5%; Delbert Lewis, 12.56%; Roland Bibolet, 2%; Edward Cooper, .2%; Lo Wright, .1%; Bassett Wright, 14%.

Began Operation: Feb. 28, 1955.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

BURTON B. LaDOW, station manager & film buyer.  
DON TUCKWOOD, program director.  
GEORGE McLOUTH, chief engineer.

### DIGEST OF RATE CARD NO. 6 (July 1, 1961)

Hour	30 Min.	15 Min.	5 Min	Min.	ID
Class AA—6:30-10 p.m., daily.					
\$600.00	\$300.00	\$200.00	\$160.00	\$150.00	\$70.00
NETWORK BASE HOURLY RATE: \$550.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Coconino	11,500	7,400	64
	Gila	7,600	6,000	79
	Graham	3,800	2,900	74
	Greenlee	3,100	2,700	84
	Maricopa	210,800	190,200	91
	Mohave	2,600	2,000	76
	Navajo	9,200	5,200	56
	Pinal	16,900	14,100	84
	Yavapai	10,100	7,400	74
	CALIFORNIA			
Riverside E.	5,400	4,900	90	
San Bernardino E.	3,700	3,400	92	
Between 25-50%	NEW MEXICO			
	Grant	5,200	3,900	74
Under 25%	ARIZONA			
	Cochise	16,800	13,800	82
	Pima E.	80,200	72,300	91
	Pima W.	4,900	4,400	91
	Santa Cruz	3,100	2,400	76
	Yuma	13,800	11,700	85
	NEW MEXICO			
	Hidalgo	1,400	1,100	71
Luna	2,800	2,400	82	
KTVK Station Total		412,900	358,200	87
ARB Total Net Weekly Circulation (March, 1962)			236,800	

# Arizona--Phoenix-Mesa



**KTAR-TV**  
(formerly KVAR)



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1780-ft. above av. terrain, 350-ft. above ground, 3003-ft. above sea level.

Latitude 33° 19' 59.5"  
Longitude 112° 03' 47.5"

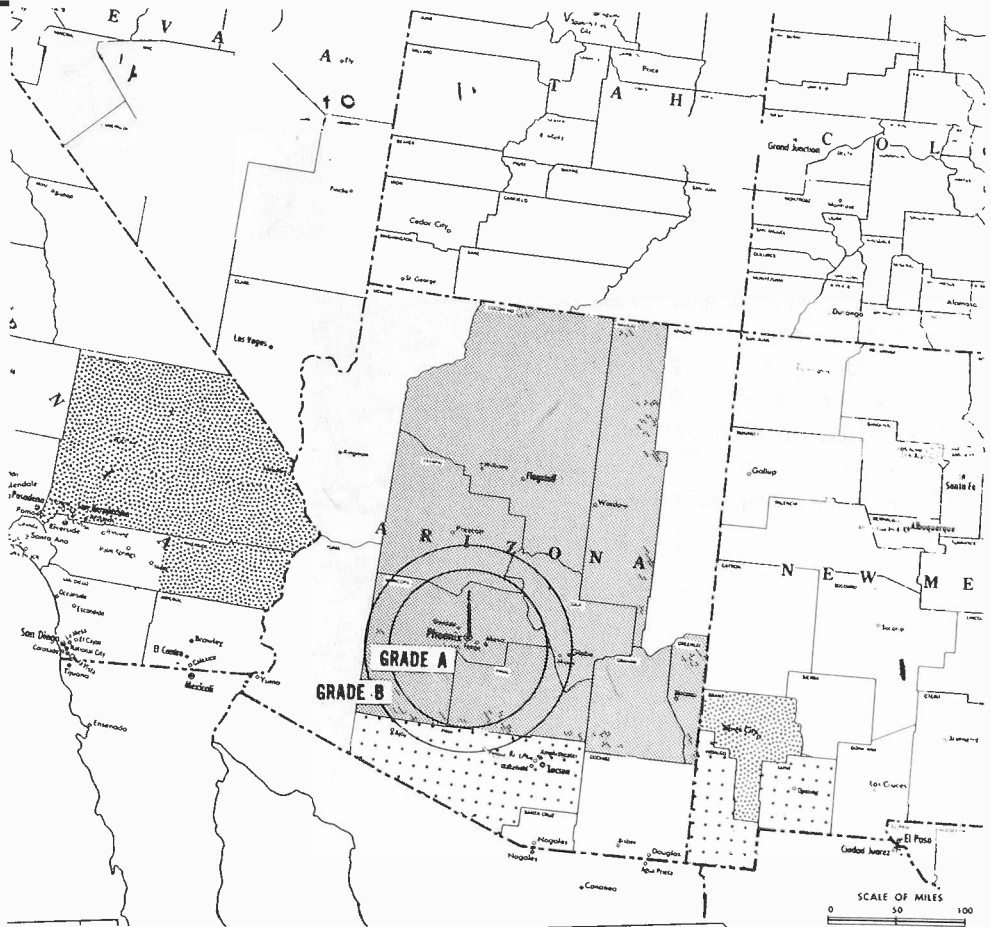
Transmitter: South Mountain Park, 7-mi. S of Phoenix.

TV tape: Recording facilities.

AM Affiliate: KTAR, 5-kw, 620 kc (NBC). FM Affiliate: KTAR-FM, 114.8-kw, 98.7 mc (No. 254), 1677-ft. antenna height.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KVAR Ref: FCC File No. BPCT-2721 Granted 3/18/60

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## KTAR-TV

Licensee: KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix.

Studio: 1101 N. Central Ave., P.O. Box 711.

Telephone: Alpine 4-4161.

TWX No.: PX 592.

Ownership: John J. Louis, estate and members of his family, 78.42%; Richard O. Lewis, pres., 17.47%; B. R. Fulbright, secy.-treas., 1.50%; J. H. Haughawout, 1.16%. KTAR owns KYUM, Yuma and KYCA, Prescott.

Began Operation: April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (Television Digest, Vol. 10:18, 25).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Smith, Hennessey & McDonald.

Represented (engineering) by George C. Davis.

### Personnel:

RICHARD O. LEWIS, president and general manager.

RAY G. SMUCKER, v.p. for sales.

B. R. FULBRIGHT, secretary-treasurer.

GEORGE GUYAN, local sales manager.

PAUL HUGHES, director of public affairs.

DICK COVEY, program director & film buyer.

WOODY HARTZOG, production manager.

NANCY CHAPPEL, promotion director.

CLIFF STEVENS, chief engineer.

For State's Educational Stations  
and XHFA-TV, Nogales  
see page 22

## DIGEST OF RATE CARD NO. 6

(Sept 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$625.00	\$375.00	\$315.00	\$250.00	\$188.00	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Coconino	11,500	7,400	64
	Gila	7,600	6,000	79
	Graham	3,800	2,900	74
	Greenlee	3,100	2,700	84
	Maricopa	210,800	190,200	91
Between 25-50%	Navajo	9,200	5,200	56
	Pinal	16,900	14,100	84
	Yavapai	10,100	7,400	74
Under 25%	CALIFORNIA			
	Riverside E.	5,400	4,900	90
	San Bernardino E.	3,700	3,400	92
	NEW MEXICO			
	Grant	5,200	3,900	74
Under 25%	ARIZONA			
	Pima E.	80,200	72,300	91
	Pima W.	4,900	4,400	91
	NEW MEXICO			
Hidalgo	1,400	1,100	71	
Luna	2,800	2,400	82	
KTAR-TV Station Total		376,600	328,300	87
ARB Total Net Weekly Circulation (March, 1962)			228,500	

# Arizona—Tucson



**KGUN-TV**

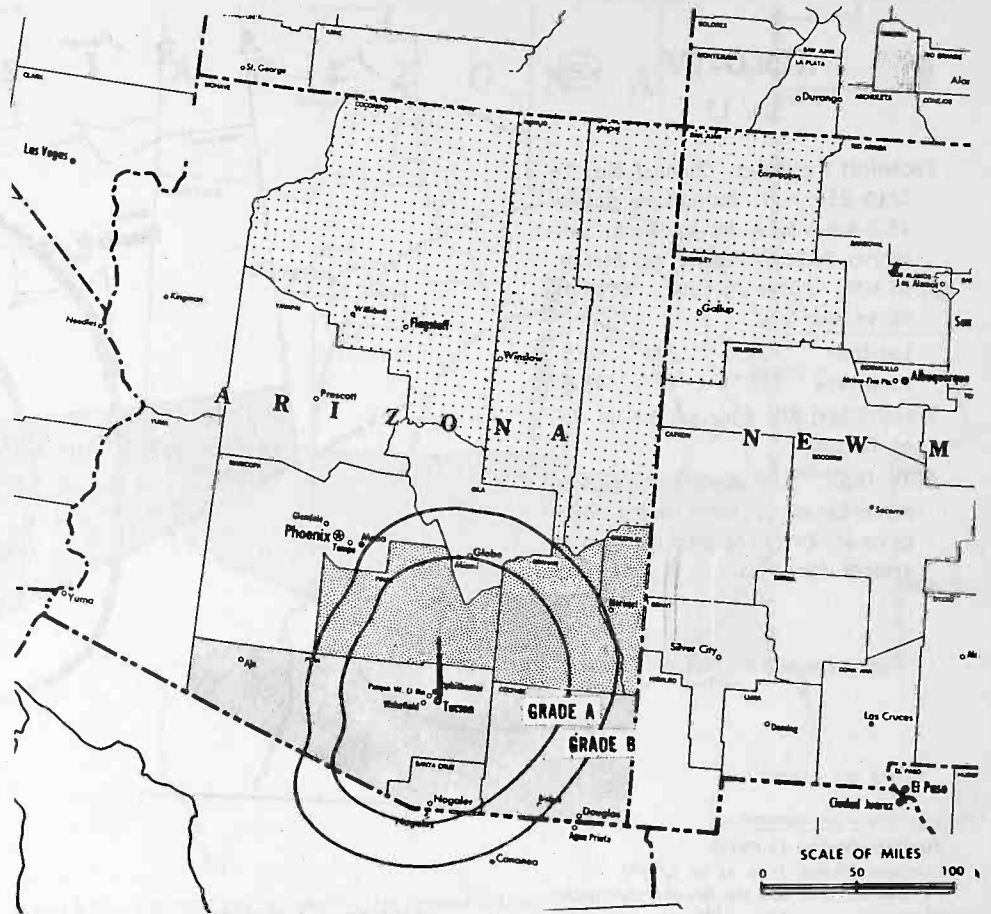


Ch. 9

Technical Facilities: Channel No. 9  
(186-192 mc). Authorized power:  
63.1-kw visual, 31.6-kw aural.  
Antenna: 3660-ft. above av. ter-  
rain, 237-ft. above ground, 8737-  
ft. above sea level.

Latitude 32° 24' 25"  
Longitude 110° 42' 59.4"

Transmitter: Mt. Bigelow.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KGUN-TV Ref: FCC File No. BMPCT-3294 Granted 9/7/55

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## KGUN-TV

Licensee: KGUN-TV Inc., Box 5147.

Studio: 2175 N. Sixth Ave.

Telephone: Main 3-3633. TWX No.: TS 5971.

Ownership: KGUN Inc. is 100% owned by WEHT, Evansville, Ind.

Began Operation: May 5, 1956. Sale to present owner by H. U. Garrett and associates approved by FCC Dec. 14, 1960 (Television Digest, Vol. 16:45, 51). H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 by FCC (Vol. 12:51).

Represented (sales) by Young Television Corp.

Represented (legal) by Koteen & Burt.

Personnel:

EDWIN G. RICHTER, pres., general manager & film buyer.

LARRY SCHNEBLY, program director.

HOWARD D. DUNCAN JR., sales manager.

ROBERT CLEVELAND, chief engineer.

### DIGEST OF RATE CARD NO. 5

(March 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$325.00 \$195.00 \$130.00 \$114.00 \$98.00 \$85.00 \$70.00 \$42.50  
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARIZONA			
	Cochise	16,800	13,800	82
	Pima E.	80,200	72,300	91
	Pima W.	4,900	4,400	91
	Santa Cruz	3,100	2,400	76
<b>Between 25-50%</b>	ARIZONA			
	Graham	3,800	2,900	74
	Greenlee	3,100	2,700	84
	Pinal	16,900	14,100	84
<b>Under 25%</b>	ARIZONA			
	Apache	6,200	2,800	46
	Coconino	11,500	7,400	64
	Navajo	9,200	5,200	56
	NEW MEXICO			
	McKinley	8,000	5,100	64
	San Juan	14,300	10,200	72
KGUN-TV Station Total		178,000	143,300	80
ARB Total Net Weekly Circulation (March, 1962)			86,600	

See CATV Directory for  
Arizona CATV Systems

# Arizona—Tucson



**KOLD-TV**



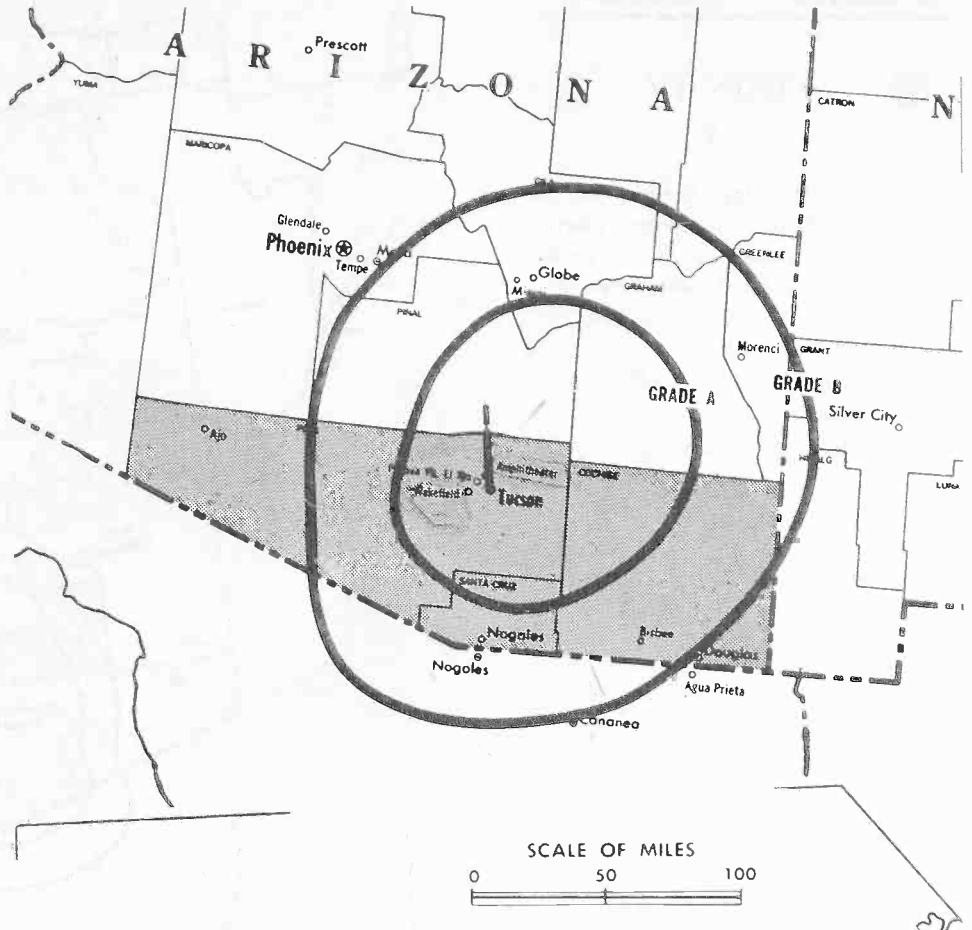
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 75.9-kw visual, 38-kw aural. Antenna: 3570-ft. above av. terrain, 374-ft. above ground, 8897-ft. above sea level.

Latitude 32° 24' 56.5"  
Longitude 110° 42' 48.5"

Transmitter: Mt. Bigelow, 18-mi. NE of Tucson.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KOLD-TV Ref: FCC File No. BMPCT-5607 Granted 6/9/61

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## KOLD-TV

Licensee: Old Pueblo Broadcasting Co., 115 W. Drachman St.

Studio: 1115 Miracle Mile Strip.

Telephone: Main 4-2511. TWX No.: TS 3401.

AM Affiliate: KOLD, .25-kw, 1450 kc (CBS).

Ownership: Gene Autry, chairman, 48%; Tom Chauncey, pres.-treas., 20%; E. S. Mittendorf, v.p. & secy., 2%; Tom Kerney, 20%; H. C. Tovrea, 10%. Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry also chief stockholder in KMPC, Los Angeles and owns 50% of KSFO, San Francisco. Golden West Bcstrs., licensee of KMPC & KVI, is buying radio KEX, Portland, Ore.

Began Operation: Jan. 13, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John H. Mullaney.

Personnel:

TOM CHAUNCEY, president & managing director.  
E. S. MITTENDORF, v.p. and general manager.  
PAUL PLUNKETT, assistant general manager.  
BERNIE PERLIN, general sales manager.  
BILL SPIES, program manager & film buyer.  
HOWARD SMITH, chief engineer.

## DIGEST OF RATE CARD NO. 3

(Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$300.00	\$180.00	\$130.00	\$100.00	\$90.00	\$75.00	\$37.50

Note: For combination rates, see KOOL-TV, Phoenix, Ariz.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARIZONA			
	Cochise	16,800	13,800	82
	Pima E.	80,200	72,300	91
	Pima W.	4,900	4,400	91
	Santa Cruz	3,100	2,400	76
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	None	Under 25%		
KOLD-TV Station Total		105,000	92,900	88
ARB Total Net Weekly Circulation (March, 1962)			83,700	

# Arizona—Tucson



**KVOA-TV**



Ch. 4

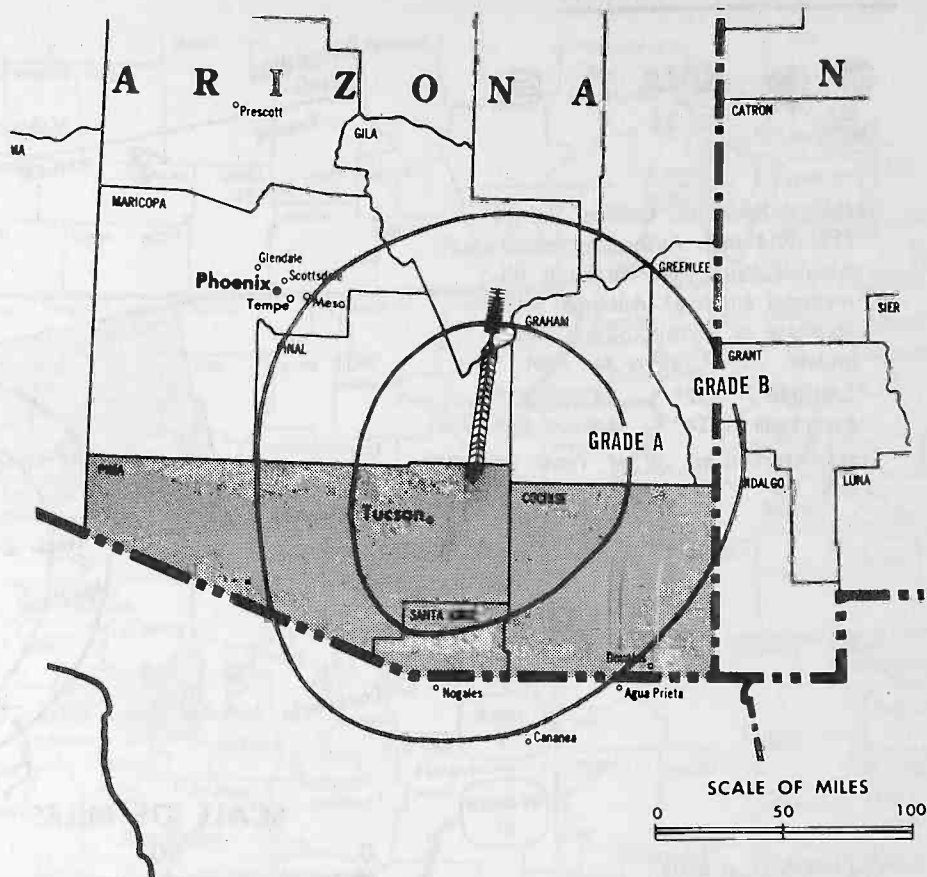
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 35-kw visual, 18-kw aural (maximum power allowed). Antenna: 3680-ft. above av. terrain, 374-ft. above ground, 8897-ft. above sea level.

Latitude 32° 24' 56"  
Longitude 110° 42' 48.5"

Transmitter: Mt. Bigelow, 18-mi. NE of Tucson.

TV tape: Recording facilities.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KVOA-TV Ref: FCC File No. BPCT-1713 Granted 2/2/54  
Authorized: FCC File No. BPCT-2685 Granted 12/2/59

©American Map Co., Inc., N.Y., No. 14244

## KVOA-TV

Licensee: Alvarado Television Co. Inc., 209 W. Elm St., Box 5188.

Studio: 209 W. Elm St.

Telephone: Main 3-2555. TWX No.: TS 1961.

Ownership: Clinton McKinnon, pres., 40%; Bernard Weinberg, secy., 20%; Harold B. Garfield, treas., 20%; Arthur A. Desser, v.p., 20%. Mr. McKinnon is former Congressman and controls California weeklies San Diego North Shores Sentinel and Coronado Journal. Alvarado Television also operates KOAT-TV, Albuquerque, N.M. Note: Sale of KVOA-TV and KOAT-TV, Albuquerque, N.M. pends to owners of WGAL Television Inc. Lancaster, Pa. (Television Digest, Vol. 2:34).

Began Operation: Sept. 27, 1953. Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959 by FCC (Television Digest, Vol. 15:34, 40). Sale to McKinnon, Weinberg, Garfield & Desser (25% each) by John J. Louis group (Needham, Louis & Brorby, Chicago), approved June 29, 1955 (Vol. 11:11, 21, 27).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Personnel:

- CLINTON D. MCKINNON, president.
- FRED L. VANCE, general manager.
- GORDON E. HAMILTON, station manager & film buyer.
- HOLL WILLIAMS, promotion manager.
- P. J. FALVEY, business manager.
- RAYMOND H. HOLSCLAW, chief engineer.

For Details on Station Sales  
see pages 815-824

## DIGEST OF RATE CARD NO. 5A

(Feb. 1, 1962)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	10 Sec.*	
Class AA—7-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$37.50

\*Class AA—6:59-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Cochise	16,800	13,800	82
	Pima E.	80,200	72,300	91
	Pima W.	4,900	4,400	91
	Santa Cruz	3,100	2,400	76
Between 25-50%	None			
	Between 25-50%			
Under 25%	ARIZONA			
	Apache	6,200	2,800	46
	Gila	7,600	6,000	79
	Graham	3,800	2,900	74
	Greenlee	3,100	2,700	84
	Pinal	16,900	14,100	84
KVOA-TV Station Total		105,000	92,900	88
ARB Total Net Weekly Circulation (March, 1962)			90,300	

# Arizona—Yuma



**KIVA**

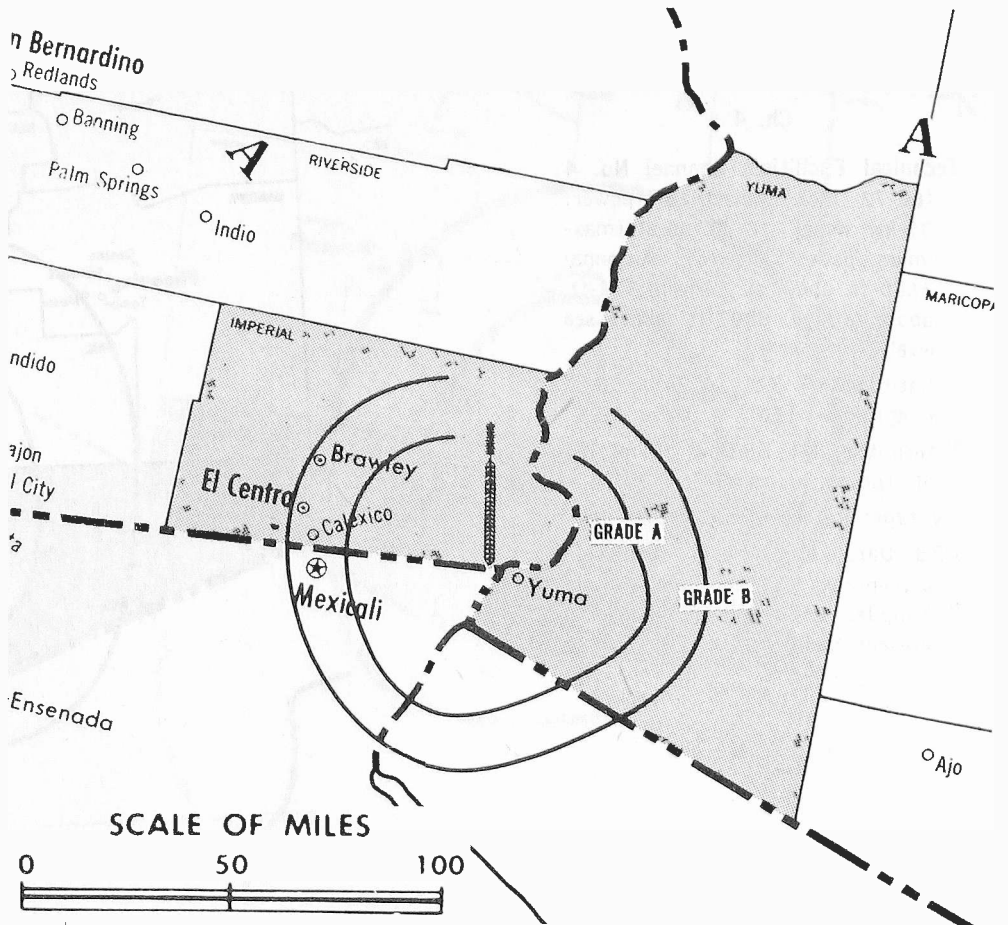
Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 219-kw visual, 110-kw aural (directional antenna). Antenna: 440-ft. above av. terrain, 527-ft. above ground, 757-ft. above sea level.

Latitude 32° 44' 42"  
Longitude 114° 44' 19"

Transmitter: 8-mi. W of Yuma on U.S. 80.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KIVA Ref: FCC File No. BPCT-2455 Granted 7/17/58

©American Map Co., Inc., N.Y., No. 14244

## KIVA

Network Service: NBC; CBS (EMP); also ABC.

Licensee: Valley Telecasting Co., P. O. Box 1671.

Studio: Third Ave. & 13th St.

Auxiliary Studio: 449 Broadway, El Centro, Cal.

Telephone: 782-4711. TWX No.: 602-782-3747.

Ownership: Bruce Merrill, 100%. He also owns Antennavision CATV Systems.

Began Operation: Oct. 8, 1953. Sale to present owner by Electro Investors (Floyd Odium group) approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:38; 17:6). Transfer to Electro Investors from Harry C. Butcher, who held 100% approved June 10, 1959 by FCC (Vol. 15:24). Sale to Butcher by Donald Ellsworth founding group approved July 25, 1957 (Vol. 13:28, 30).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Arnold, Fortas & Porter.

### Personnel:

BRUCE MERRILL, president.  
LEAVENWORTH WHEELER, gen. mgr. & film buyer.  
WALTER KUBIAK, sales manager.  
MARTIN TALLBERG, program director.  
CHARLES FIELD, chief engineer.

## DIGEST OF RATE CARD NO. 4

(Oct. 1, 1958)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.					
\$250.00	\$150.00	\$100.00	\$50.00	\$40.00	\$25.00

NETWORK BASE HOURLY RATE: \$150 (CBS), \$150 (NBC), \$150 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA Yuma	13,800	11,700	85
	CALIFORNIA Imperial	19,000	15,400	81
Between 25-50%	None	Between 25-50%		
Under 25%	None	Under 25%		
KIVA Station Total		32,800	27,100	83
ARB Total Net Weekly Circulation (March, 1962)			22,100	





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Monroe-El Dorado	249,500	67	269,300	107	205,400	117
Little Rock	218,100	79	394,000	77	318,800	80
Fort Smith	57,500	169	135,800	164	110,300	168

### Arkansas Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	6	0	6
Educational Television Stations	0	0	0
			6

**State Cross Reference List**  
Communities That Receive Programs of Stations That Are Located Elsewhere

See CATV Directory for Arkansas CATV Systems

**KNOE-TV**  
El Dorado  
(See Monroe, La.)

**KTAL**  
Texarkana  
(See Shreveport, La.)

# Arkansas—El Dorado-Monroe, La.



**KTVE**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41"  
Longitude 92° 13' 40.6"

Transmitter: .5-mi. S of Bolding, on Mo. Pacific RR spur.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTVE Ref: FCC File No. BMPCT-4620 Granted 1/22/58

© American Map Co., Inc., N.Y., No. 14241

## KTVE

Network Service: ABC, NBC.

Licensee: KTVE Inc., Box 791, El Dorado.

Offices: Randolph Hotel, El Dorado.

Studio: U.S. Hwy. 167, 5.3-mi. S of El Dorado.

Telephone: Union 2-3488, El Dorado. TWX No.: ED 84.

Ownership: WVET-TV, Rochester, N.Y., 74.83%; William A. Simon, 19.42%; John B. Soell, 6.85%. Officers: Ervin F. Lyke, pres.; John B. Soell, v.p.; William H. Simons, v.p.; George Claffey, treas.; Grant Neville, secy.

Began Operation: Dec. 18, 1955. Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & Wm. M. Bigley approved July 6 by FCC (Television Digest, Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 by FCC (Vol. 16:34).

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Creutz & Snowberger.

Personnel:

JOHN B. SOELL, v.p., general manager & film buyer.  
W. F. de TOURNILLON, sales manager.  
LANNY DUCOTE, operations director.  
JOHN LONG, chief engineer.  
MAX GREY, business manager.

DIGEST OF RATE CARD NO. 4—(July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 10 Sec.

Class A—6:30-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$140.00 \$100.00 \$90.00 \$40.00

NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Ashley	6,700	5,300	79
	Bradley	4,100	3,300	79
	Calhoun	1,700	1,400	79
	Chicot	5,400	3,600	67

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS—(Continued)			
	Nevada	3,300	2,500	75
	Ouachita	9,400	7,400	79
	Union	15,200	12,800	85
	LOUISIANA			
	E. Carroll	3,700	2,600	69
	Franklin	6,600	5,400	81
	Jackson	4,600	3,900	83
	Lincoln	7,200	6,400	89
	Morehouse	9,000	7,400	83
	Ouachita	30,000	26,900	90
	Richland	6,100	4,900	80
	Union	5,000	4,300	86
	W. Carroll	3,800	3,000	79
	MISSISSIPPI			
Issaquena	900	500	53	
Washington	21,000	14,000	67	
<b>Between 25-50%</b>	ARKANSAS			
	Columbia	7,800	6,100	79
	Desha	5,600	4,300	77
	Drew	4,200	3,100	73
	Lafayette	3,200	2,700	83
	LOUISIANA			
	Bienville	4,700	3,700	79
	Caldwell	2,500	2,000	78
	Claiborne	5,700	4,500	77
	Winn	4,700	3,600	76
MISSISSIPPI				
Bolivar	13,300	6,700	51	
Sunflower	10,300	5,300	51	
<b>Under 25%</b>	ARKANSAS			
	Cleveland	2,000	1,500	72
	Dallas	3,000	2,500	81
	LOUISIANA			
	Catahoula	3,000	2,100	68
Concordia	5,700	4,100	72	
Madison	4,500	3,200	71	
Tensas	3,100	2,100	68	
KTVE Station Total		227,000	173,100	76
ARB Total Net Weekly Circulation (March, 1962)			121,400	

# Arkansas—Fort Smith

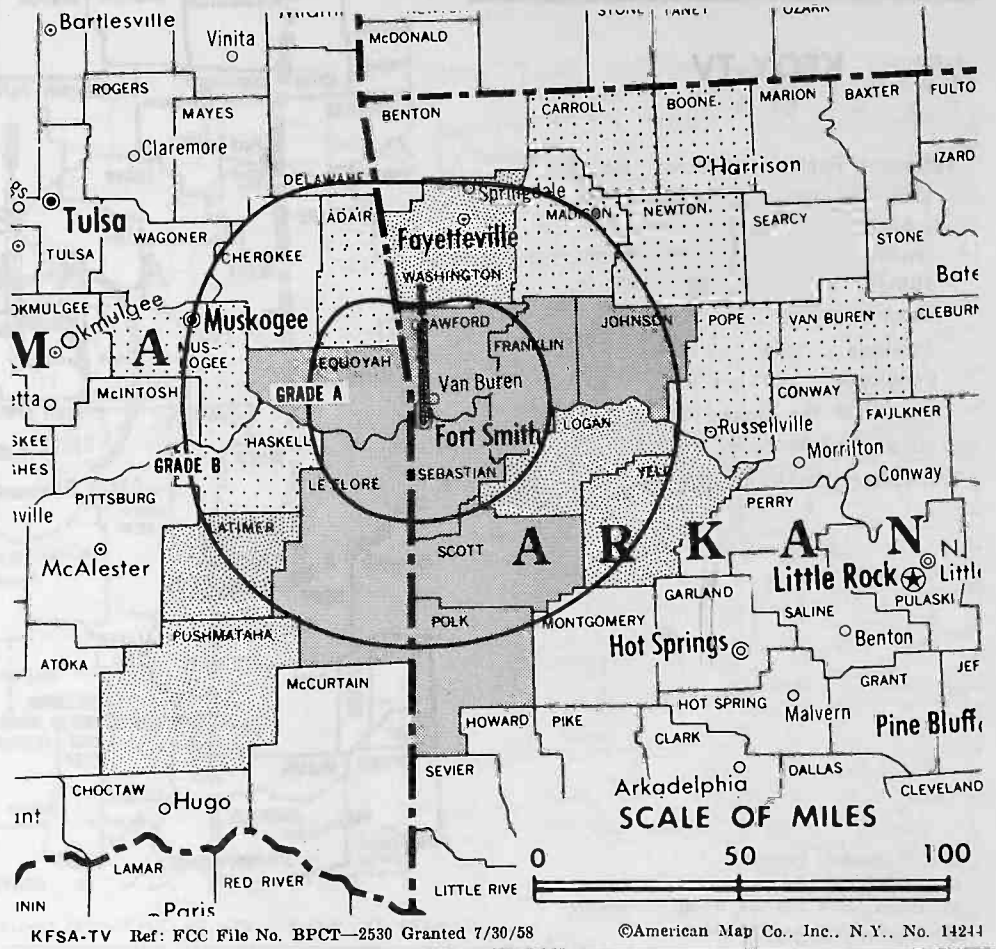


Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 58.9-kw aural. Antenna: 640-ft. above av. terrain, 451-ft. above ground, 1234-ft. above sea level.

Latitude 35° 27' 11"  
Longitude 94° 22' 26"

AM Affiliate: KFSa, 1-kw (.5-kw night), 950 kc (ABC).

Transmitter: Mt. Vista, 5.3 miles NNE of Fort Smith.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KFSa-TV Ref: FCC File No. BPCT-2530 Granted 7/30/58

©American Map Co., Inc., N.Y., No. 14244

## KFSa-TV

Network Service: CBS, NBC; also ABC.

Licensee: American Television Co. Inc., 101 N. 4th St.

Offices & Studios: 101 N. 4th St., Ft. Smith.

Telephone: Sunset 3-3131. TWX No.: 501-785-1217.

Ownership: Donald W. Reynolds, 100%. For Reynolds other interests see KLRJ-TV, Henderson-Las Vegas, Nev.

Began Operation: Dec. 3, 1956. Sale to George T. Hernreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (Television Digest, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Hernreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vols. 14:36, 52; 15:2).

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Haley, Bader & Potts.

Personnel:

BILL SLATES, v.p., general manager & sales manager.

PAT PORTA, program director.

JERRY B. DAVIS, promotion manager.

WILLARD MATTEN, chief engineer.

### DIGEST OF RATE CARD NO. 3A

(July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class A—6:59-10 p.m., daily.					
\$300.00	\$180.00	\$120.00	\$75.00	\$70.00	\$35.00

NETWORK BASE HOURLY RATE: \$175 (CBS), \$175 (NBC), \$175 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Crawford	6,500	5,100	79
	Franklin	3,200	2,600	79
	Johnson	3,900	3,000	76
	Polk	3,900	2,900	74
	Scott	2,300	1,800	75
	Sebastian	21,500	19,300	90
Between 25-50%	OKLAHOMA			
	LeFlore	9,200	7,400	80
	Sequoyah	5,200	4,100	79
	ARKANSAS			
Logan	4,800	3,900	80	
Washington	17,700	14,000	79	
Yell	3,700	3,100	81	
Under 25%	OKLAHOMA			
	Latimer	2,400	1,700	69
	Pushmataha	3,000	2,000	67
	ARKANSAS			
	Boone	5,400	4,300	79
	Carroll	3,900	3,100	80
	Madison	2,800	1,800	62
	Newton	1,700	1,000	59
	Pope	6,400	5,400	83
	Van Buren	2,300	1,900	81
OKLAHOMA				
Adair	3,800	2,700	72	
Haskell	2,800	2,400	83	
Muskogee	19,400	16,800	87	
KFSa-TV Station Total		135,800	110,300	81
ARB Total Net Weekly Circulation (March, 1962)			57,500	

# Arkansas—Hot Springs



## KFOY-TV

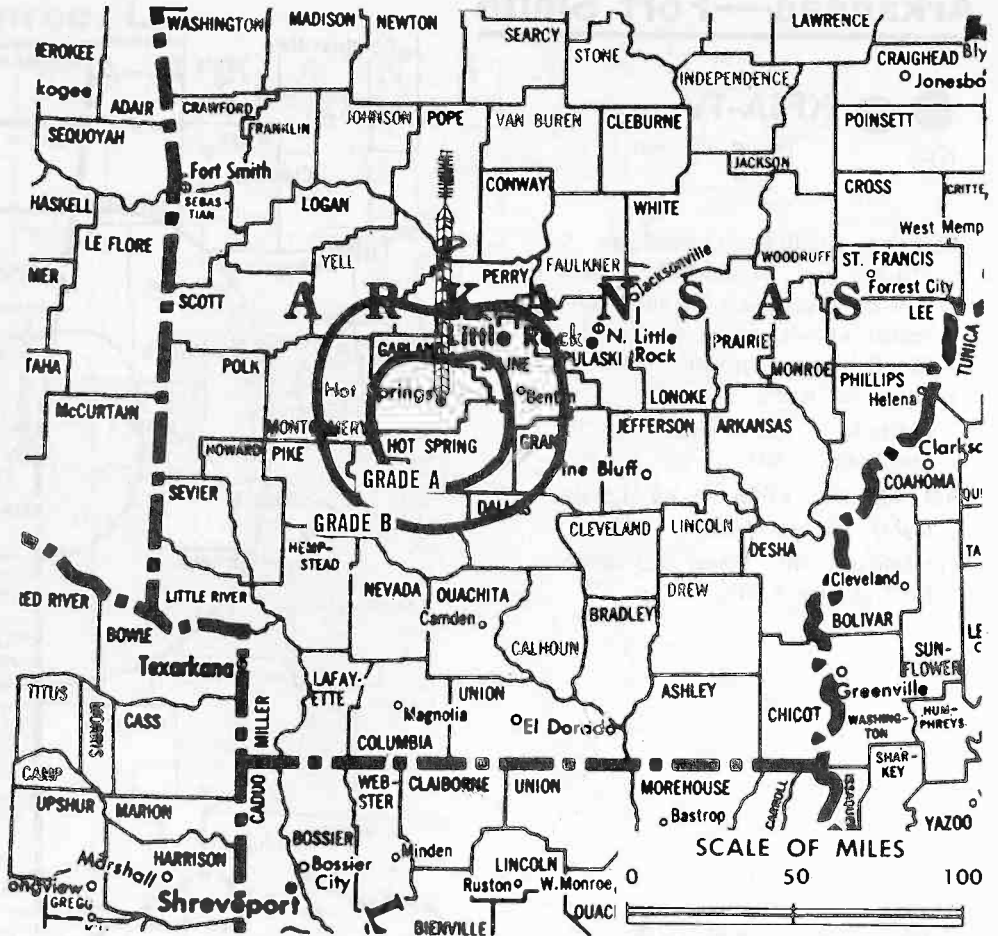
Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 2.63-kw visual, 1.32-kw aural. Antenna: 400-ft. above av. terrain, 308-ft. above ground, 1008-ft. above sea level.

Latitude 34° 30' 47"  
Longitude 93° 03' 15"

Holds CP for change to 60.2-kw visual, 30.1-kw aural.

Transmitter: 362½ Central Ave.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KFOY-TV Ref: FCC File No. BPCT—2995 Granted 3/29/62

©American Map Co., Inc., N.Y., No. 14244

## KFOY-TV

Licensee: Southwestern Operating Co., P.O. Drawer "Y."

Studio: 105 Whippoorwill St.

Telephone: National 4-3373.

Ownership: Donald W. Reynolds, 100%. For other interests, see KLRJ-TV Henderson-Las Vegas, Nev.

Began Operation: Feb. 1, 1961.

Represented (sales) by The Bolling Co. Inc.; C. K. Beaver & Assoc. (South & Southeast).

Represented (legal) Haley, Bader & Potts.

Represented (engineering) by William L. Foss Inc.

Personnel:

HAROLD E. KING, general manager.  
C. J. DICKSON, commercial manager.  
ARIE LANDRUM, program director.  
BRYAN BISNEY, production manager.  
LILLIAN ROBBINS, promotion manager.

### DIGEST OF RATE CARD NO. 2

(Oct. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$150.00 \$90.00 \$60.00 \$45.00 \$37.00 \$30.00 \$20.00 \$15.00

NETWORK BASE HOURLY RATE: Bonus to KARK-TV, Little Rock.

ARB Total Net Weekly Circulation  
(March, 1962) 6,900

ARB data not available based on 1960 coverage study because station began operation after the survey was made.

YOUR KIDS AUDIENCE  
IS IN THE BAG WITH  
"FELIX THE CAT"  
—TV'S HAPPIEST  
CARTOON CHARACTER



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NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Arkansas—Little Rock



**KARK-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

Transmitter: Shinnall Mt.

Studio: 1001 Spring St.

Telephone: Franklin 6-2481.

TWX No.: LR 180.

TV tape: Recording facilities.

AM Affiliate: KARK, 5-kw, 920 kc (NBC).

FM Affiliate: KARK-FM.

Represented (legal) by Miller & Schroeder.

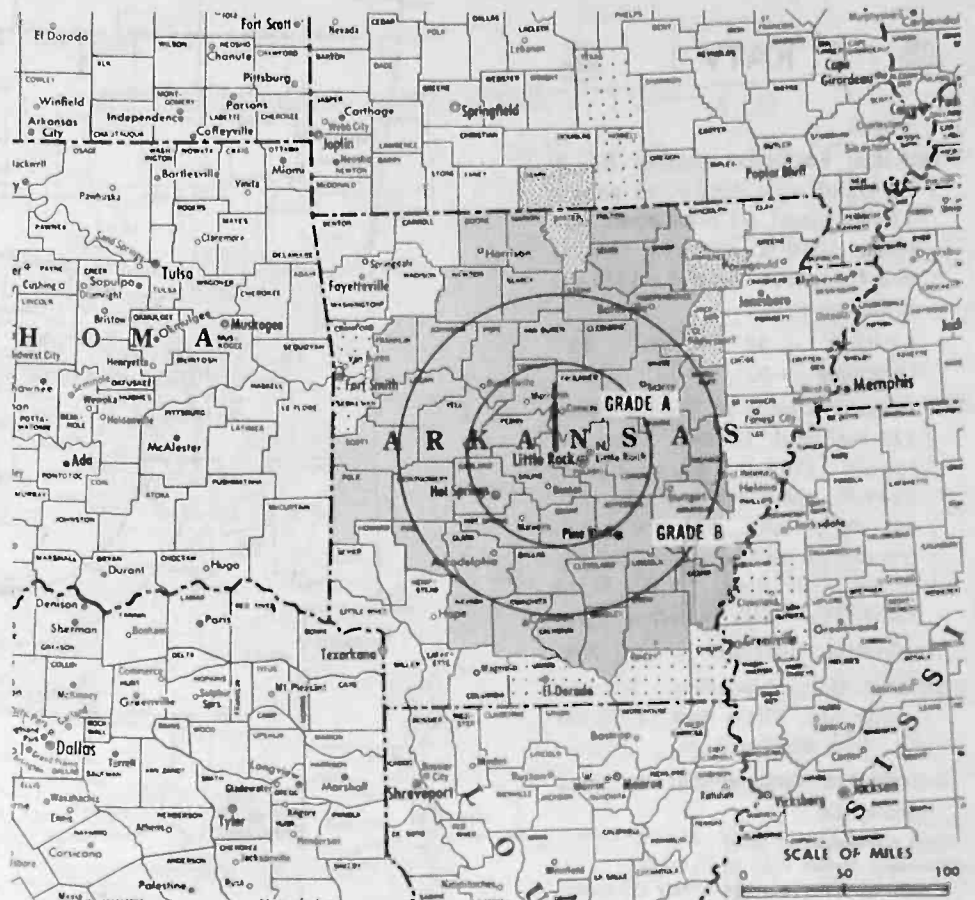
Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KARK-TV Ref: FCC File No. BMPCT-1331 Granted 10/22/53

©American Map Co., Inc., N.Y., No. 13914

## KARK-TV

Licensee: Arkansas Radio & Equipment Co., 1001 Spring St.

Ownership: T. H. Barton estate, 80%; T. K. Barton, pres., 20%.

Began Operation: April 15, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Personnel:

- DOUGLAS ROMINE, exec. vice president & station mgr.
- H. LEE BRYANT, sales director.
- FRED SCHMUTZ, program director.
- BOB BUICE, public relations & farm director.
- SHIRLEY R. KENNEDY, promotion director.
- CHAMP SMITH, chief engineer.

DIGEST OF RATE CARD NO. 8—(June 1, 1962)

Min. or

Hour 30 Min. 15 Min. 40 Sec. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.

\$500.00 \$300.00 \$200.00 \$150.00 \$140.00 \$120.00 \$70.00

NETWORK BASE HOURLY RATE: Combination rate with KFOY-TV, \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Arkansas	7,000	6,100	87
	Boone	5,400	4,300	79
	Bradley	4,100	3,300	79
	Calhoun	1,700	1,400	79
	Clarke	6,000	4,900	82
	Cleburne	2,900	2,300	81
	Cleveland	2,000	1,500	72
	Conway	4,500	3,700	83
	Dallas	3,000	2,500	81
	Desha	5,600	4,300	77
	Drew	4,200	3,100	73
	Faulkner	7,000	5,900	84
	Franklin	3,200	2,600	79
	Fulton	2,100	1,300	57
	Garland	16,700	14,000	84
	Grant	2,500	2,100	83
	Hot Spring	6,500	5,500	83

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS—(Continued)			
	Independence	6,300	5,100	81
	Izard	2,200	1,400	62
	Jefferson	23,200	19,600	85
	Johnson	3,900	3,000	76
	Lincoln	3,300	2,500	75
	Logan	4,800	3,900	80
	Lonoke	6,800	6,000	88
	Marion	2,000	1,600	80
	Monroe	4,600	3,200	69
	Montgomery	1,700	1,300	75
	Nevada	3,300	2,500	75
	Newton	1,700	1,000	59
	Ouachita	9,400	7,400	79
	Perry	1,500	1,300	87
	Pike	2,500	2,000	79
	Polk	3,900	2,900	74
	Pope	6,400	5,400	83
	Prairie	3,100	2,500	79
	Pulaski	74,800	67,600	91
Saline	7,700	7,000	91	
Scott	2,300	1,800	75	
Searcy	2,400	1,800	71	
Sharp	2,000	1,300	61	
Stone	1,800	1,300	71	
Van Buren	2,300	1,900	81	
White	9,900	8,300	84	
Woodruff	3,800	2,900	75	
Yell	3,700	3,100	81	
<b>Between 25-50%</b>	ARKANSAS			
	Baxter	3,300	2,600	77
	Jackson	6,400	5,200	81
	Lawrence	5,100	4,000	77
<b>Under 25%</b>	MISSOURI			
	Ozark	2,100	1,700	76
ARKANSAS: Ashley, Chicot, Crawford, Sebastian, Union. MISSISSIPPI: Bolivar, Sunflower. MISSOURI: Howell, Texas.				
KARK-TV Station Total		394,000	318,800	81
ARB Total Net Weekly Circulation (March, 1962)			218,100	

# Arkansas—Little Rock



**KATV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 170-kw visual, 91.2-kw aural. Antenna: 1010-ft. above av. terrain, 922-ft. above ground, 1322-ft. above sea level.

Latitude 34° 22' 12"  
Longitude 92° 10' 07"

Requests change to 316-kw visual, 170-kw aural, 1862-ft. above av. terrain, 1794-ft. above ground, 2349-ft. above sea level, lat. 34° 44' 00", long. 92° 29' 26"; transmitter to Owen Twp., 12-mi. W. of Little Rock, 1.2-mi. N. of KARK-TV—KTHV antenna sight.

Transmitter: Jefferson Springs, Ark.

Studios: Union Life Bldg., 3rd and Center Sts., Little Rock; Jefferson Sq., Pine Bluff.

Represented (engineering) by Paul Godley Co.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KATV Ref: FCC File No BPCT-1994 Granted 7/20/55

©American Map Co., Inc., N.Y., No. 14244

## KATV

Licensee: KATV Inc., 310 West 3rd St.

Telephone: Franklin 4-1691. TWX No.: LR 572.

Ownership: John T. Griffin, chairman, 50%; James C. Leake, pres., 50%. Ownership interlocks with KWTU, Oklahoma City; KTUL-TV, Tulsa (KTUL). Note: Merger with Video Investment Co. to form KATV Inc. will result in following ownership line up: John T. Griffin, chairman, 55.81%; James C. Leake, pres., 16.01%; Marjorie Leake, v.p., 28.09%; Robert Doubleday, v.p. & gen. mgr., Bryan Mathes, v.p., secy.-treas. Same interests also control CP for WSTE (Ch. 13), Fajardo, P.R.

Began Operation: Dec. 18, 1953. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Further reorganization resulted in present ownership set up.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Personnel:

ROBERT DOUBLEDAY, v.p. & general manager.

TOM GOODGAME, commercial mgr.

JACK BOMAR, program manager.

ROBERT SNIDER, engineering manager.

A. R. GARRETT, chief engineer.

BRUCE SMITH, promotion manager.

### DIGEST OF RATE CARD NO. 8-A—(June 1, 1962)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$115.00	\$95.00 \$60.00

Class AA—6:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$115.00 \$95.00 \$60.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Arkansas	7,000	6,100	87
	Bradley	4,100	3,300	79
	Calhoun	1,700	1,400	79
	Clark	6,000	4,900	82

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS—(Continued)			
	Cleveland	2,000	1,500	81
	Conway	4,500	3,700	83
	Dallas	3,000	2,500	81
	Desha	5,600	4,300	77
	Drew	4,200	3,100	73
	Faulkner	7,000	5,900	84
	Garland	16,700	14,000	84
	Grant	2,500	2,100	83
	Hot Spring	6,500	5,500	83
	Jefferson	23,200	19,600	85
	Lincoln	3,300	2,500	75
	Lonoke	6,800	6,000	88
	Monroe	4,600	3,200	69
	Nevada	3,300	2,500	75
	Ouachita	9,400	7,400	79
	Perry	1,500	1,300	87
	Prairie	3,100	2,500	79
	Pulaski	74,800	67,600	91
Saline	7,700	7,000	91	
White	9,900	8,300	84	
Woodruff	3,800	2,900	75	
<b>MISSISSIPPI</b>	Bolivar	13,300	6,700	51
	Sunflower	10,300	5,300	51
<b>Between 25-50%</b>	ARKANSAS			
	Ashley	6,700	5,300	79
	Chicot	5,400	3,600	67
	Logan	4,800	3,900	80
	Montgomery	1,700	1,300	75
	Pike	2,500	2,000	79
	Polk	3,900	2,900	74
	Scott	2,300	1,800	75
Union	15,200	12,800	85	
Yell	3,700	3,100	81	
<b>MISSISSIPPI</b>	Washington	21,000	14,000	67
<b>Under 25%</b>	ARKANSAS: Cleburne, Franklin, Independence, Izard, Johnson, Pope, Stone, Van Buren.			
KATV Station Total	342,700	275,600	80	
ARB Total Net Weekly Circulation (March, 1962)		189,800		

# Arkansas—Little Rock



**KTHV**

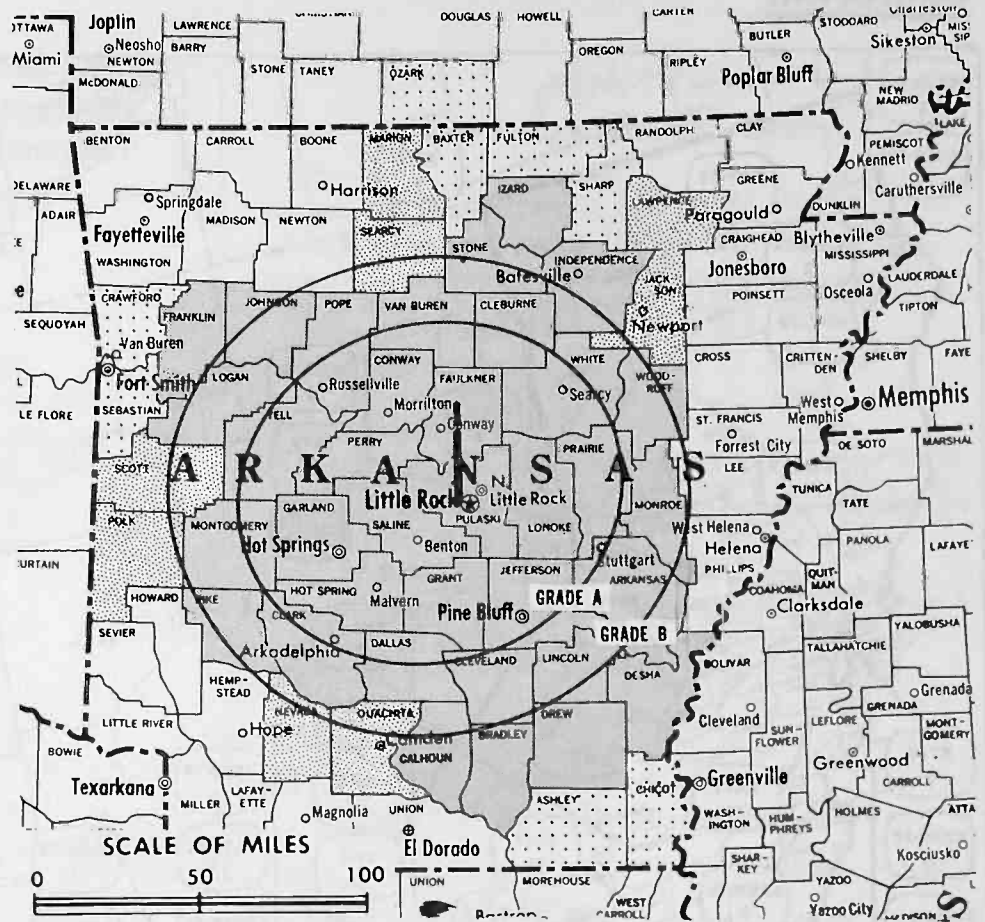
Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1760-ft. above av. terrain, 1158-ft. above ground, 2205-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

Transmitter: Shinall Mt.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTHV Ref: FCC File No. BPCT-1057 Granted 11/4/54

© American Map Co., Inc., N.Y., No. 14241

## KTHV

Licensee: Arkansas Television Co., Box 269.

Studio: 8th & Izard Sts. Telephone: Franklin 4-3764.

Ownership: Radio Bcstg. Inc., 42%; Arkansas Democrat, 32%; C. E. Lowry, 16%; K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; K. August Engel, pres.; Henry B. Clay, exec. v.p.; B. G. Robertson, secy.; C. E. Lowry, treas. Also operator of Shreveport's KWKH.

Began Operation: Nov. 27, 1955.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

HENRY B. CLAY, exec. v.p.  
B. G. ROBERTSON, general manager.  
W. V. HUTT, sales manager.  
JOHN POUNDERS, program manager.  
CURTIS THRELKELD, film director & buyer.  
CECIL SUITT, chief engineer.

### DIGEST OF RATE CARD NO. 9 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$500.00	\$300.00	\$195.00	\$150.00	\$110.00

NETWORK BASE HOURLY RATE: \$550.

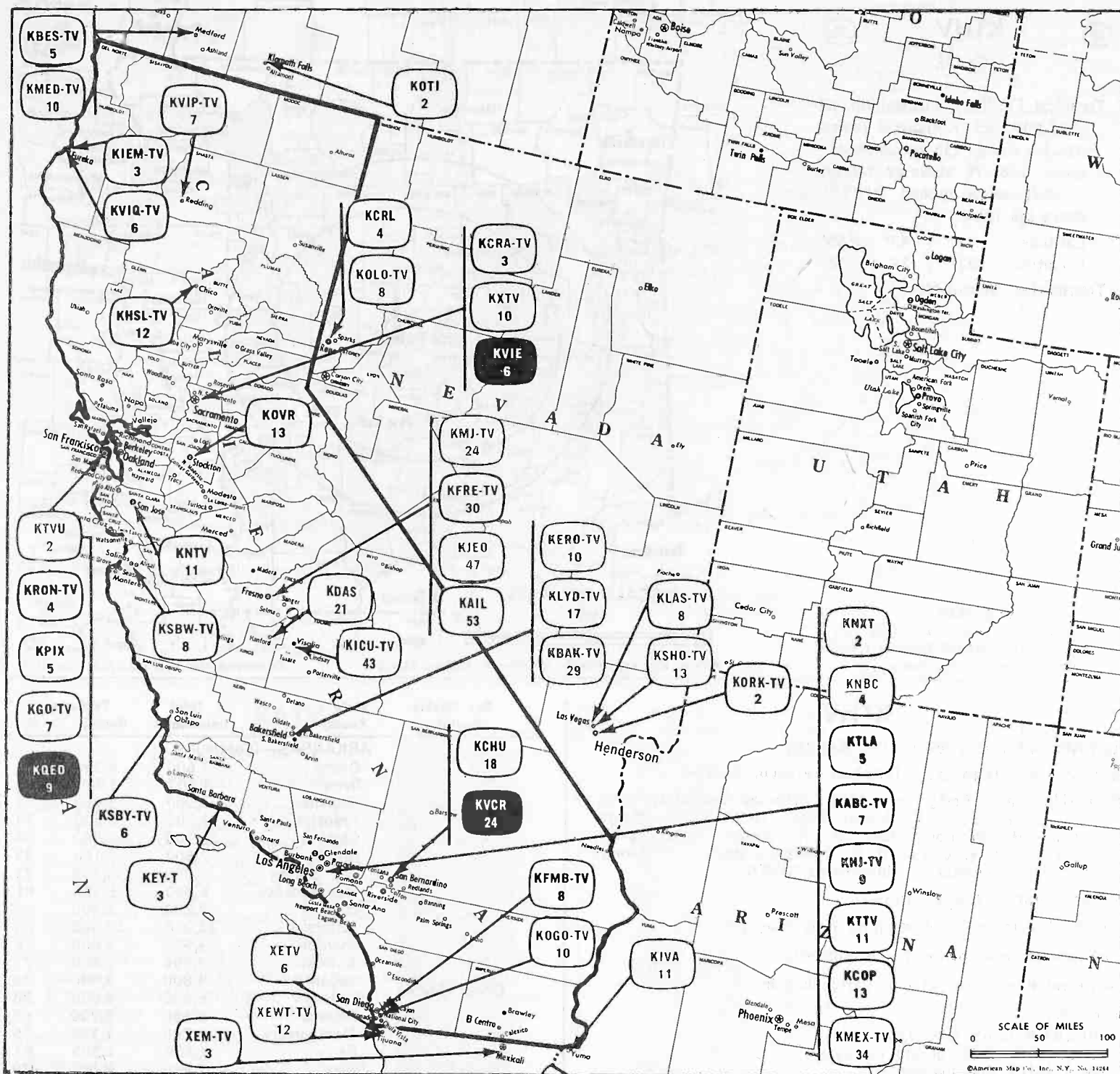
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Arkansas	7,000	6,100	87
	Bradley	4,100	3,300	79
	Calhoun	1,700	1,400	79
	Clark	6,000	4,900	82
	Cleburne	2,900	2,300	81
	Cleveland	2,000	1,500	72
	Conway	4,500	3,700	83
	Dallas	3,000	2,500	81

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS—(Continued)			
	Desha	5,600	4,300	77
	Drew	4,200	3,100	73
	Faulkner	7,000	5,900	84
	Franklin	3,200	2,600	79
	Garland	16,700	14,000	84
	Grant	2,500	2,100	83
	Hot Spring	6,500	5,500	83
	Independence	6,300	5,100	81
	Izard	2,200	1,400	62
	Jefferson	23,200	19,600	85
	Johnson	3,900	3,000	76
	Lincoln	3,300	2,500	75
	Logan	4,800	3,900	80
	Lonoke	6,800	6,000	88
	Monroe	4,600	3,200	69
	Montgomery	1,700	1,300	75
	Perry	1,500	1,300	87
	Pike	2,500	2,000	79
	Pope	6,400	5,400	83
Prairie	3,100	2,500	79	
Pulaski	74,800	67,600	91	
Saline	7,700	7,000	91	
Stone	1,800	1,300	71	
Van Buren	2,300	1,900	81	
White	9,900	8,300	84	
Woodruff	3,800	2,900	75	
Yell	3,700	3,100	81	
<b>Between 25-50%</b>	ARKANSAS			
	Jackson	6,400	5,200	81
	Lawrence	5,100	4,000	77
	Marion	2,000	1,600	80
	Nevada	3,300	2,500	75
	Quachita	9,400	7,400	79
<b>Under 25%</b>	Polk	3,900	2,900	74
	Scott	2,300	1,800	75
	Searcy	2,400	1,800	71
	ARKANSAS: Ashley, Baxter, Chicot, Crawford, Fulton, Sebastian, Sharp. MISSOURI: Ozark.			

KTHV Station Total	335,600	279,900	83
ARB Total Net Weekly Circulation (March, 1962)		209,200	

# California



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Los Angeles	2,615,800	2	3,169,200	2	2,931,200	2
San Francisco	1,202,900	7	1,751,400	7	1,580,200	7
Sacramento-Stockton	418,400	35	621,200	45	558,700	40
San Diego	305,600	52	405,500	75	371,100	70
Salinas-Monterey-Santa Cruz	286,300	53	334,700	91	297,000	89
Fresno	188,500	89	355,100	88	317,000	81
Bakersfield	129,300	115	265,100	108	237,900	106
Chico-Redding	106,000	128	390,500	79	353,100	76
Santa Barbara	84,900	152	141,500	160	128,700	154
Eureka	73,900	159	69,200	191	58,800	189



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KVIE**  
**Sacramento**

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 89.1-kw visual, 44.7-kw aural. Antenna: 1020-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level.

Latitude 38° 37' 49"  
Longitude 120° 51' 20"

**KVCR-TV**  
**San Bernardino**

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Valley Joint Union Jr. College Dist., 1701 S. Mt. Vernon Ave.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 5.62-kw visual, 3.02-kw aural. Antenna: minus 290-ft. above av. terrain, 42-ft. above ground, 1178-ft. above sea level.

Latitude 35° 05' 20"  
Longitude 117° 18' 44"

**KQED**  
**San Francisco**

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 156-kw visual, 78-kw aural. Antenna: 1210-ft. above av. terrain, 190-ft. above ground, 1415-ft. above sea level.

Latitude 37° 41' 22"  
Longitude 122° 26' 10"

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KIVA**  
**Brawley**  
(See Yuma, Ariz.)

**KIVA**  
**Calexico**  
(See Yuma, Ariz.)

**KIVA**  
**El Centro**  
(See Yuma, Ariz.)

**KDAS**  
**Fresno**  
(See Hanford, Cal.)

**XEM-TV**

**El Centro, Cal. (Mexicali, Mexico)**

Ch. 3

Licensee: Televisora de Mexicali, 634 State St., El Centro, Cal.

Studio & Transmitter: Mexicali, Mexico. Telephone: 2855.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 15-kw visual, 7.5-kw aural. Antenna: 678-ft. above av. terrain, 600-ft. above ground, 20-ft. above sea level.

Latitude 32° 37' 21"  
Longitude 115° 34' 54"

TV tape: Recording facilities.

Ownership: Affiliated with Telesistema Mexicana, S.A. (Emilio Azcarraga Sr.-Romulo O'Farrill interests). Frank Fouce, pres., XEM-TV. For other interests of Telesistema Mexicana, see Foreign Station Directory.

Began Operation: Oct. 6, 1957.

Represented (sales) by National Time Sales; Harlan G. Oakes & Assoc. (West Coast).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

FRANK FOUCE, president.  
MANUEL LLANTA0A, manager & film buyer.  
HENRY BEZIES, chief engineer.

**DIGEST OF RATE CARD NO. 1—(Aug. 1, 1957)**

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7-10:30 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	CALIFORNIA Imperial	18,800	4,400	77
<b>Between 25-50%</b>	None Between	25-50%		
<b>Under 25%</b>	None Under	25%		
XEM-TV Station Total		18,800	14,400	77
ARB TOTAL NET WEEKLY CIRCULATION			9,100	

**KICU-TV**

**Fresno**

(See Visalia, Cal.)

**KSBW-TV**

**Monterey**

(See Salinas, Cal.)

**KTVU**

**Oakland**

(See San Francisco, Cal.)

**KOVR**

**Stockton**

(See Sacramento, Cal.)

California Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	25	8	33
● Educational Television Stations	2	1	3
			36

# California—Bakersfield



## KBAK-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 95-kw visual, 48-kw aural. Antenna: 3690-ft. above av. terrain, 170-ft. above ground, 7715-ft. above sea level.

Latitude 35° 27' 11"  
Longitude 118° 35' 25"

Transmitter: Breckenridge Mt., 24-mi. ENE of Bakersfield.

ARB Data: Net weekly circulation percentage in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KBAK-TV Ref: FCC File No. BPCT-2699 Granted 10/20/59

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## KBAK-TV

Licensee: Bakersfield Broadcasting Co., Box 1448.

Studio: 2210 Chester Ave.

Telephone: Fairview 7-7955.

TWX No.: BK 14.

Ownership: Reeves Bcstg. & Development Corp., 100%.

Began Operation: Aug. 20, 1953. Sale to present owner by San Francisco Chronicle approved Oct. 12, 1960 by FCC (Television Digest, Vol. 16:36, 42).

Represented (sales) by Young Television Corp.

Represented (legal) by Eliot Lovett.

Personnel:

J. DRAYTON HASTIE, president.

JOHN E. BARRET, exec. v.p., gen. mgr. & national sales mgr.

WILLIAM HOFFMAN, chief engineer.

JAMES GARNER, chief engineer.

JUDY BRANTLEY, traffic.

DICK KOCH, film director.

## DIGEST OF RATE CARD NO. 10—(Revised) (Feb. 7, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$105.00	\$80.00	\$60.00
NETWORK BASE HOURLY RATE: \$250.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	None	Under 25%		
KBAK-TV Station Total		89,200	80,700	90
ARB Total Net Weekly Circulation (March, 1962)			100,200	

# California—Bakersfield



**KERO-TV**

Ch. 10

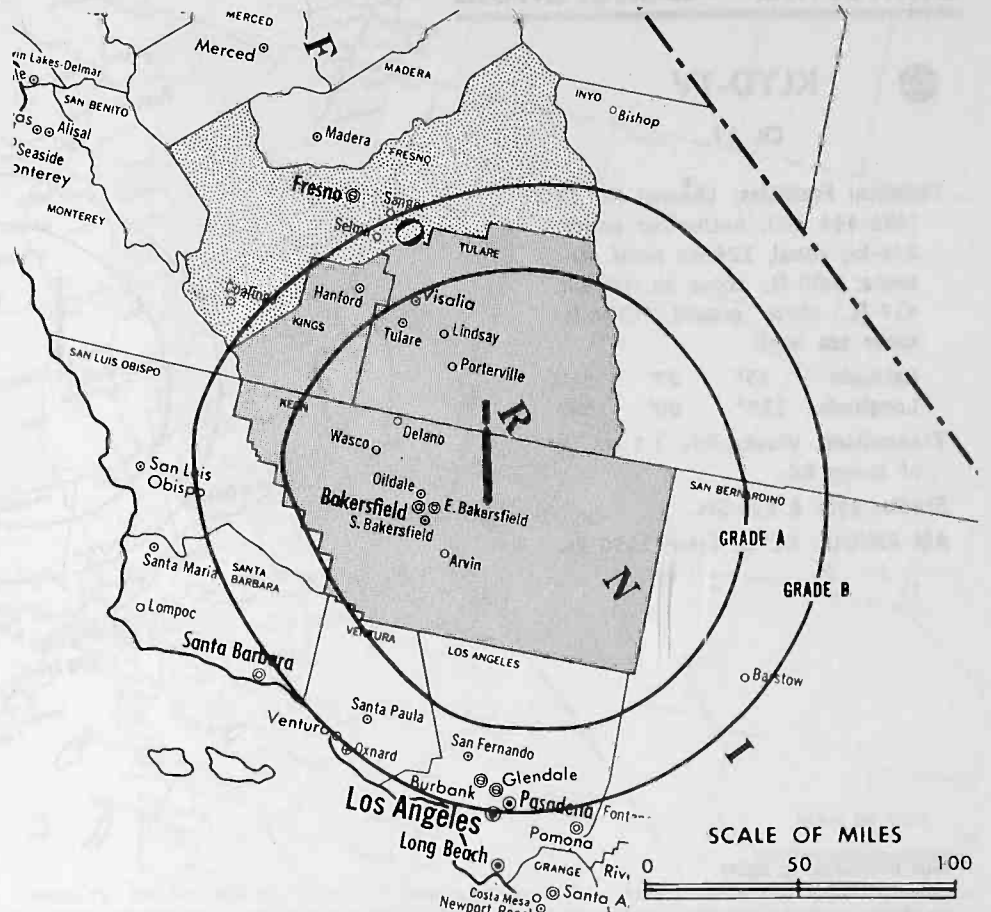
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 110-kw max. and 39.8-kw horizontal visual, 56-kw max. and 21.9-kw horizontal aural. Antenna: Directional, 3710-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

Latitude 35° 27' 14"  
Longitude 118° 35' 37"

Note: Under FCC ruling, this station is to begin simultaneous operation on Chs. 10 and 23 July 1, 1963 and to operate on Ch. 23 only after Sept. 1, 1963, with 189-kw visual, 94.5-kw aural, 3699-ft. above av. terrain.

Transmitter: Breckenridge Mt., 22-mi. E of Bakersfield.

Studio: Television Center, Bakersfield.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KERO-TV Ref: FCC File No. BMPCT-3748 Granted 3/16/56

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## KERO-TV

Licensee: Transcontinent Television Corp., 321 21st St., Bakersfield.  
Telephone: Fairview 7-1441. TWX No.: BK 47.

Ownership: Transcontinent Television Corp. For other interests, see WGR-TV, Buffalo, N.Y.

Began Operation: Sept. 26, 1953. Sale to present owners by Albert E. DeYoung and associates approved July 18, 1957 by FCC (Television Digest, Vol. 13:2, 11, 29). Merger of Marietta Bcstg. Inc. (including KFMB-TV & KFMB, San Diego) into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

DAVID C. MOORE, president, Transcontinent, N.Y.  
GEORGE WHITNEY, v.p. & gen. mgr., Transcontinent, San Diego.  
ARTHUR M. MORTENSEN, general manager.  
ROLAND KAY, sales manager.  
KENNETH CROES, program manager & film buyer.  
ALBERT CROCKER, engineering director.

### DIGEST OF RATE CARD NO. 12

(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.	\$550.00	\$330.00	\$220.00	\$165.00	\$140.00	\$62.50

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
	Kings	14,500	12,700	88
	Tulare	49,800	44,200	89
<b>Between 25-50%</b>	CALIFORNIA			
	Fresno	111,600	100,300	90
<b>Under 25%</b>	None Under 25%			
KERO-TV Station Total		265,100	237,900	90
ARB Total Net Weekly Circulation (March, 1962)			129,300	

# California—Bakersfield



**KLYD-TV**

Ch. 17

Technical Facilities: Channel No 17 (488-494 mc). Authorized power: 234-kw visual, 124-kw aural. Antenna: 650-ft. above av. terrain, 417-ft. above ground, 1327-ft. above sea level.

Latitude 35° 27' 56"

Longitude 119° 00' 59"

Transmitter: Woody Rd., 1.5 mi. N of James Rd.

Studio: 29th & Eye Sts.

AM Affiliate: KLYD, 1-kw, 1350 kc.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/62.  
 TV Homes: TV% and Net Weekly Circulation  
 © 1962 American Research Bureau.

KLYD-TV Ref: FCC File No. BPCT-2480 Granted 12/29/58

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## KLYD-TV

Licensee; Kern County Broadcasting Co., 2831 Eye St.

Telephone: Fairview 7-7511. TWX No.: BK 15.

Ownership: Lincoln Dellar and Mrs. Dellar, co-equal owners. Dellar also has interest in radios KACY, Port Hueneme and KROY, Sacramento, Cal. Urner holds 100% in AM station in Santa Maria, Cal.

Began Operation: Nov. 8, 1959. Transfer to present owners by group which included Dellar as 41.2% stockholder approved by FCC Dec. 31, 1962 (BTC-4134).

Represented (sales) by Blair TV Assoc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Gautney & Jones.

Personnel:

LINCOLN DELLAR, president.  
 DAVID MAXWELL, v.p. & general manager.  
 HOWARD McCLURE, chief engineer.  
 L. K. ABBOTT, program director.

## DIGEST OF RATE CARD NO. 3 (July 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.	\$300.00	\$180.00	\$120.00	\$105.00	\$87.50	\$75.00	\$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	None	Over 50%		
Between 25-50%	CALIFORNIA			
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
Under 25%	None	Under 25%		
KLYD-TV Station Total		89,200	80,700	90
ARB Total Net Weekly Circulation (March, 1962)			69,000	

# California—Chico



**KHSL-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural using 1° electrical beam tilt. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

Latitude 39° 57' 30"  
Longitude 121° 42' 48"

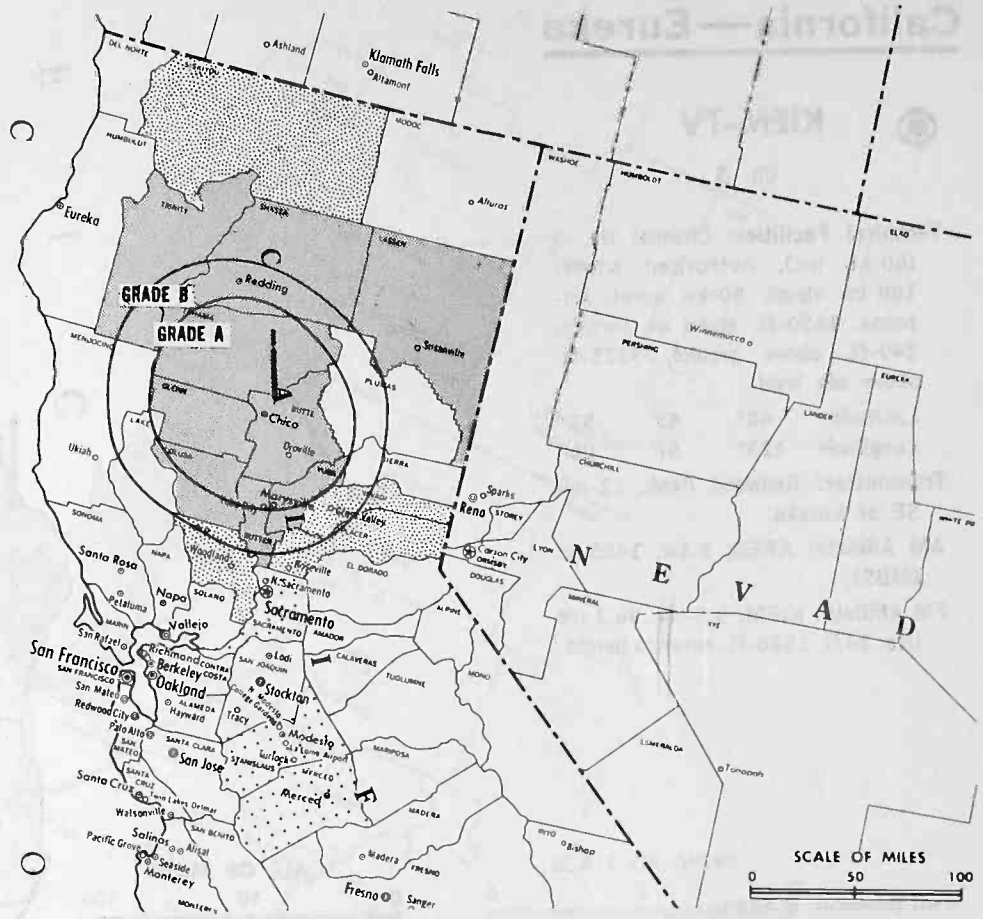
Transmitter: Cohasset Road.

Studio: 180 E. 4th St.

AM Affiliate: KHSL, 5-kw, 1290 kc (CBS).

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KHSL-TV Ref: FCC File No. BPCT-2121 Granted 6/29/56

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## KHSL-TV

Licensee: Golden Empire Bcstg. Co., Box 1041.  
Telephone: Fireside 2-0141. TWX No.: 916-348-2134.  
Ownership: Mrs. Hugh McClung, pres., 95%; Hugh McClung Jr., v.p., 5%; Dorothy Locke, secy.-treas. Also operates KVCV, Redding, Cal. (AM).  
Began Operation: Aug. 22, 1953.  
Represented (sales) by Venard, Torbet & McConnell Inc.; Art Moore & Assoc. (Pacific Northwest).  
Represented (legal) by Haley, Bader & Potts.  
Personnel:  
M. F. WOODLING, manager.  
GEORGE ROSS, national sales manager.  
FRED M. STEULPNAGEL, program & production director.  
RUSSEL POPE, technical director.

### DIGEST OF RATE CARD NO. 7

(July 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$275.00	\$165.00	\$110.00		\$65.00	\$55.00	\$35.00
NETWORK BASE HOURLY RATE: \$250.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Butte	28,400	24,900	88
	Colusa	4,000	3,500	87
	Glenn	5,400	4,900	90
	Lassen	4,300	3,600	82
	Shasta	19,500	17,900	92
	Sutter	10,400	9,600	93
	Tehama	8,400	7,700	93
	Trinity	3,400	2,700	80
Yuba	10,300	9,500	92	
Between 25-50%	CALIFORNIA			
	Nevada	7,500	6,600	88
	Placer	18,100	16,300	90
	Siskiyou	11,100	9,100	82
Yolo	20,900	18,900	90	
Under 25%	CALIFORNIA			
	Merced	26,600	23,800	90
	Sacramento	162,400	150,700	93
Stanislaus	49,800	43,400	88	
KHSL-TV Station Total		390,500	353,100	90
ARB Total Net Weekly Circulation (March, 1962)			106,000	

# California—Eureka

## ● KIEM-TV

Ch. 3

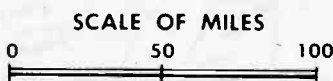
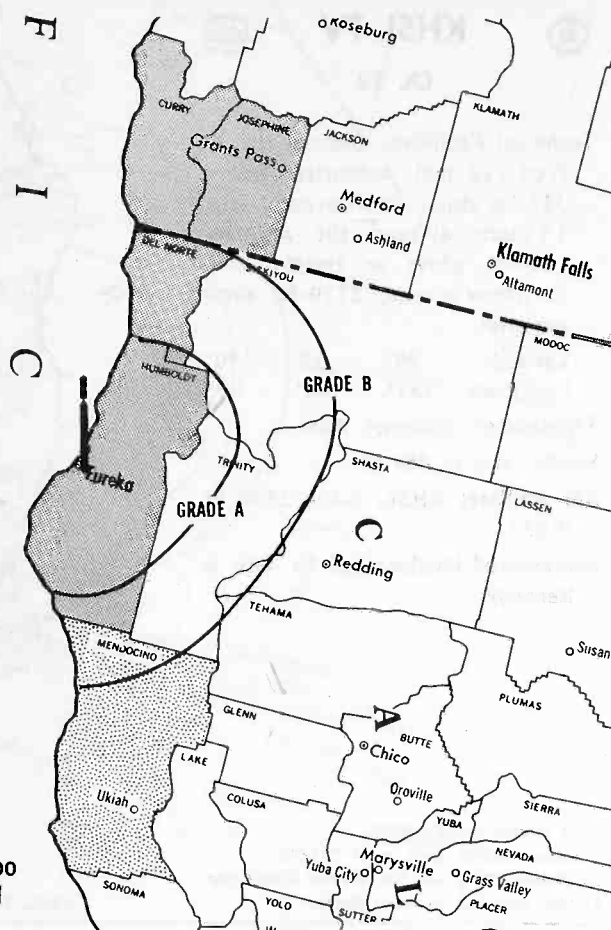
Technical Facilities: Channel No. 3  
(60-66 mc). Authorized power:  
100-kw visual, 50-kw aural. An-  
tenna: 1650-ft. above av. terrain,  
249-ft. above ground, 3025-ft.  
above sea level.

Latitude 40° 43' 52"  
Longitude 123° 57' 06"

Transmitter: Redwood Peak, 12-mi.  
SE of Eureka.

AM Affiliate: KRED, 5-kw, 1480 kc  
(MBS).

FM Affiliate: KIEM, 5.6-kw, 96.3 mc  
(No. 242), 1520-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KIEM-TV Ref: FCC File No. BMPCT-3432 Granted 12/1/55

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## KIEM-TV

Licensee: California Oregon Radio Co., Box 1021.

Studio: Foot of Bay St.

Telephone: Hillside 3-3123. TWX No.: EK 16.

Ownership: California Oregon Radio Co. Wayne Vickers, pres., 5 %;  
19 other stockholders, each with 5%.

Began Operation: Oct. 25, 1953. Sale by William B. Smullin to  
California Oregon Radio Co. approved by FCC Oct.—1961  
(BAPCT)

Represented (sales) by Young Television Corp.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

### Personnel:

PAUL HOFF, manager.

DONALD H. TELFORD, v.p., national & network sales.

NEWTON L. STEWARD, v.p., public affairs & news.

DONALD R. KING, chief engineer.

ROBERT R. MILLER, production manager.

ELMER G. HASKIN JR., regional sales.

WILLIAM B. SMULLIN, film buyer.

### DIGEST OF RATE CARD NO. 4-A (Oct. 1, 1961)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	40 Sec.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$60.00	\$50.00
NETWORK BASE HOURLY RATE: \$200. Combination rate with KBES-TV Medford: \$275.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Del Norte	5,700	4,700	82
	Humboldt	33,400	29,600	89
OREGON	Curry	4,600	3,700	79
	Josephine	10,000	8,400	84
Between 25-50%	CALIFORNIA			
	Mendocino	15,500	12,400	80
Under 25%:	None Under 25%			
KIEM-TV Station Total		69,200	58,800	84
ARB Total Net Weekly Circulation (March, 1962)			41,700	

## HAMILTON-LANDIS & ASSOCIATES, Inc.

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# California—Eureka

**abc NBC KVIQ-TV**

Ch. 6

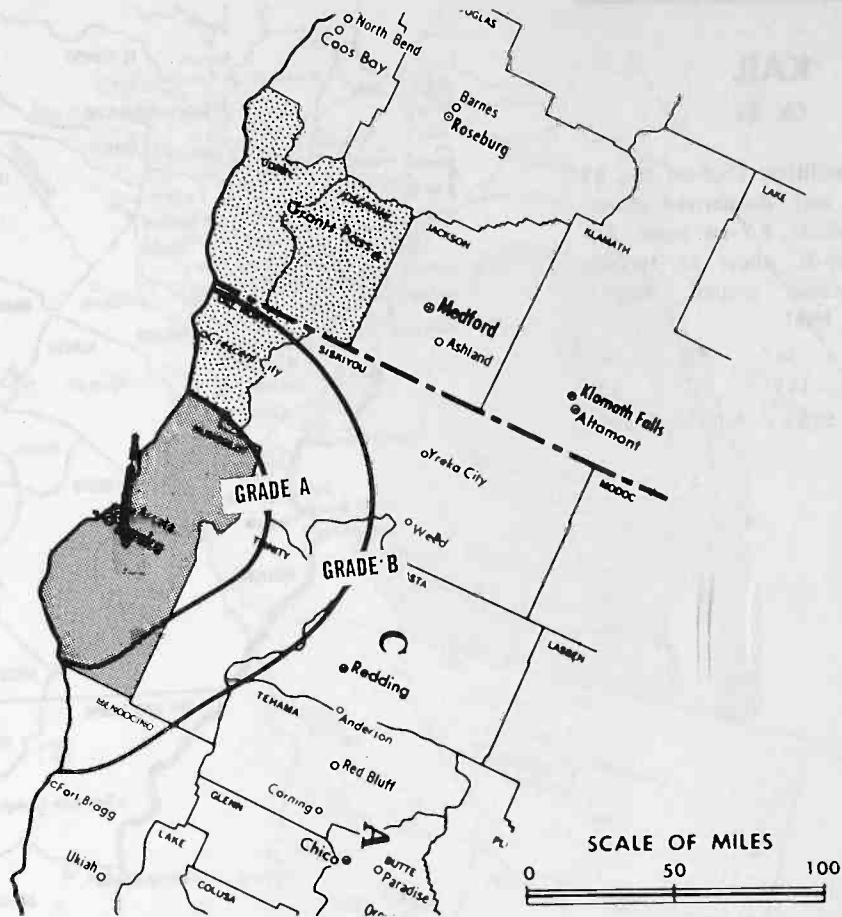
[Operated in affiliation with  
KVIP-TV, Redding Cal.]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
100-kw visual, 50-kw aural. An-  
tenna: 1740-ft. above av. terrain,  
371-ft. above ground, 3049-ft.  
above sea level.

Latitude 40° 43' 36"  
Longitude 123° 58' 18"

Transmitter: 10.8-mi. SE of Eureka.  
Studio: Humboldt Hill Rd.

ARB Data: Net weekly circulation  
percentages in table below were  
compiled before station changed  
to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KVIQ-TV Ref: FCC File No. BMPCT-4844 Granted 10/9/57  
Authorized: FCC File No. BPCT-2784 Granted 9/30/60

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## KVIQ-TV

Network Service: ABC & NBC (in affiliation with KVIP-TV, Redding).

Licensee: California Northwest Broadcasting Co., Box 1019.

Telephone: Hillside 3-3061. TWX No.: EK 19.

Ownership: Carl & Leah McConnell, 100%. Carl McConnell also has interest in KVIP-TV & KVIP, Redding, Cal.

Began Operation: April 1, 1958. Sale to present owners by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (Television Digest, Vol. 16:22, 24).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spear, Hill & Greeley.

Represented (engineering) by Hammet & Edison.

### Personnel:

GEORGE C. FLEHARTY, general manager & film buyer (KVIP-TV).

SAM HOREL, station manager.

KEITH M. SWINEHART, national sales director.

AMOS HARGRAVE, chief engineer.

### DIGEST OF RATE CARD NO. 3

(Nov. 15, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—7-10 p.m., daily.  
\$200.00 \$125.00 \$80.00 ..... \$60.00 \$50.00 \$30.00  
NETWORK BASE HOURLY RATE: Bonus to KVIP-TV, Redding,  
Cal. (ABC), \$125. (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA Humboldt	33,400	29,600	89
<b>Between 25-50%</b>	CALIFORNIA Del Norte	5,700	4,700	82
	OREGON Curry	4,600	3,700	79
	Josephine	10,000	8,400	84
<b>Under 25%</b>	None Under 25%			
KVIQ-TV Station Total		53,700	46,400	86
ARB Total Net Weekly Circulation (March, 1962)			32,500	

# California—Fresno

## KAIL

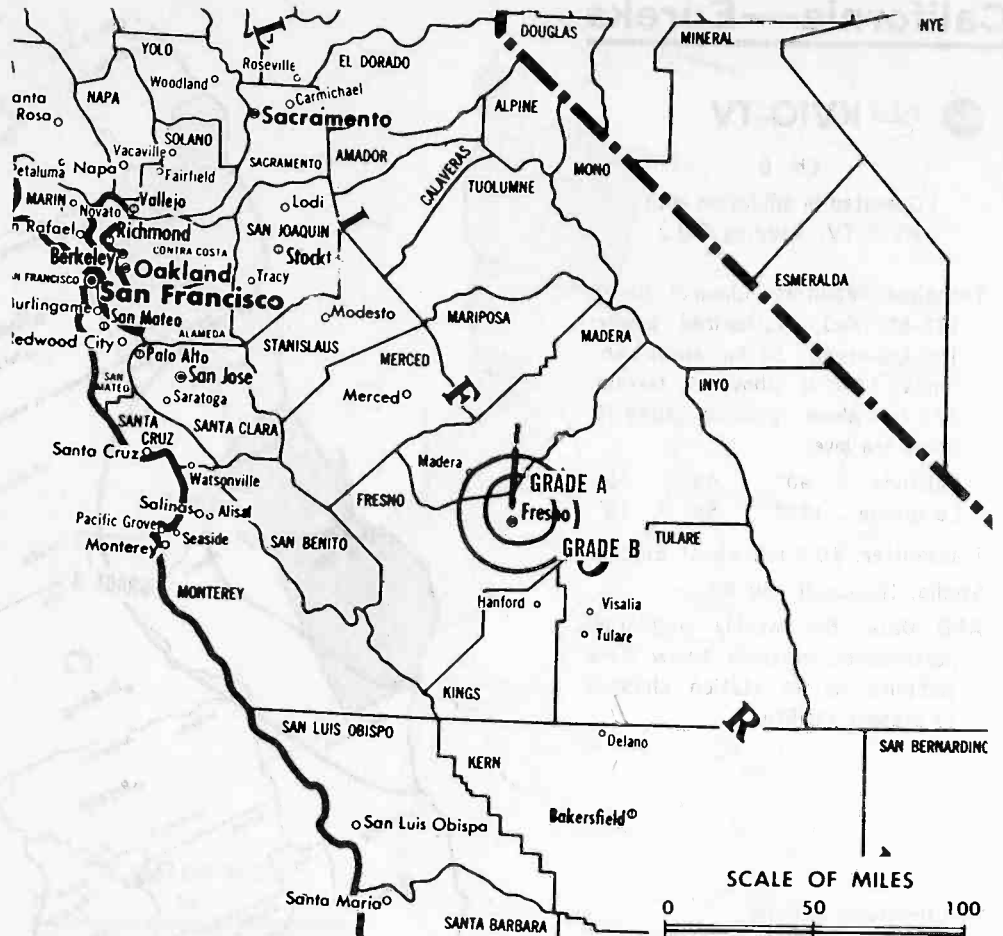
Ch. 53

Technical Facilities: Channel No. 53 (704-710 mc). Authorized power: 16.1-kw visual, 8.7-kw aural. Antenna: 350-ft. above av. terrain, 395-ft. above ground, 960-ft. above sea level.

Latitude 36° 50' 38"

Longitude 119° 41' 13"

Transmitter: 5255 E. Alluvial, Fresno.



KAIL BIMPCT-5578 Granted 7/28/61

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## KAIL

Network Service: None, independent.

Licensee: B. L. Golden & L. W. Fawns, 5226 N. Teilman Ave.

Studio: 5255 E. Alluvial.

Telephone: Amherst 4-1309.

Ownership: B. L. Golden, 66 2/3%; L. W. Fawns, 33 1/3%.

Began Operation: December 18, 1961.

Represented (sales) by The Meeker Co.

Represented (legal) by Lorie M. Molnar, Washington.

Represented (engineering) by Elbert H. Dean.

Personnel:

B. L. GOLDEN, general manager.

C. E. HADDIX, station manager.

G. ENGSTROM, operations director.

A. MEDINA, Spanish director.

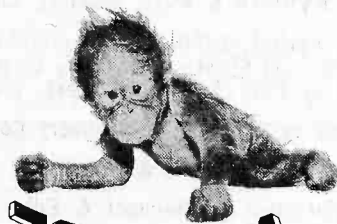
E. H. DEAN, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Dec. 18, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$300.00	\$175.00	\$100.00	\$75.00	\$45.00	\$35.00	\$24.00

ARB data not available based on 1960 coverage study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



# ZOORAMA

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# California—Fresno



**KFRE-TV**

Ch. 30



**Technical Facilities:** Channel No. 30 (566-572 mc). Authorized power: 1302-kw max. and 288-kw horizontal visual, 69-kw max. and 144-kw horizontal aural. Antenna: 2080-ft. above av. terrain, 276-ft. above ground, 4755-ft. above sea level.  
 Latitude 37° 04' 39"  
 Longitude 119° 26' 01"

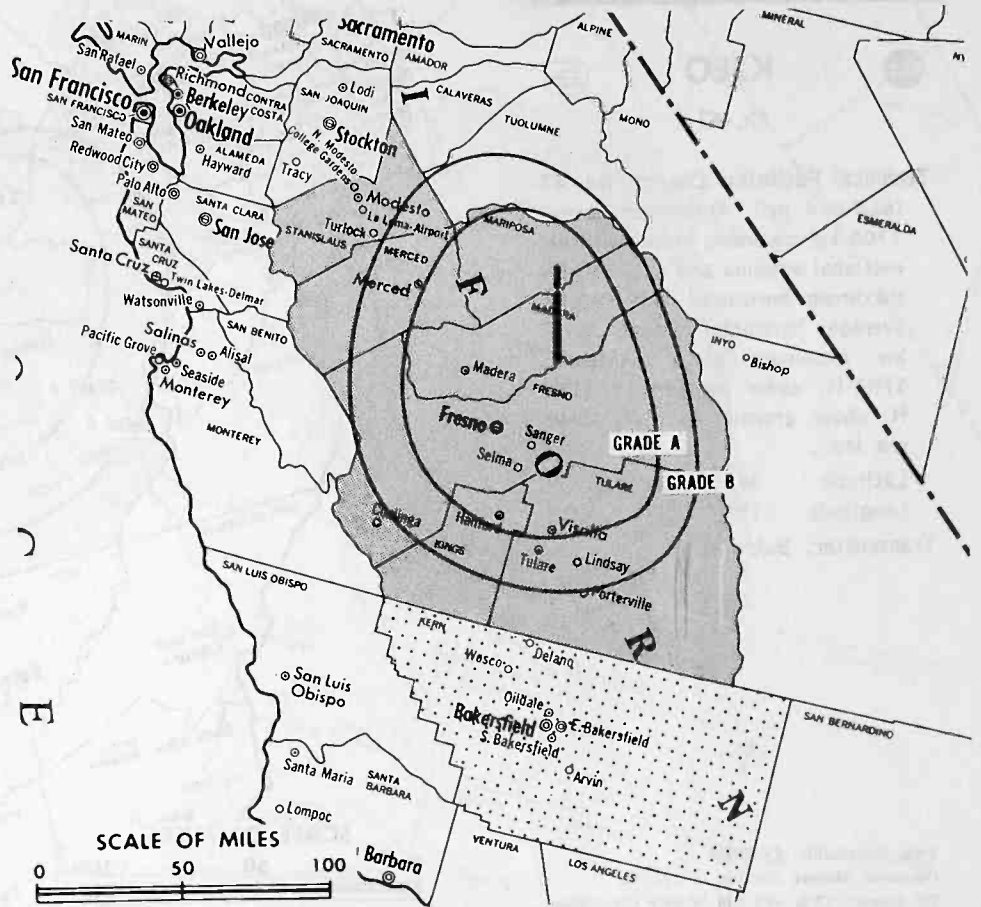
**Transmitter:** Meadow Lake, Cal.

**AM Affiliate:** KFRE, 50-kw, 940 kc (CBS).

**FM Affiliate:** KRFM, 70-kw, 93.7 mc (No. 229), 1880-ft. antenna height.

**ARB Data:** Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/62.  
 TV Homes: TV% and Net Weekly Circulation  
 © 1962 American Research Bureau.



KFRE-TV DOC.—11759 Granted 8/12/60

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## KFRE-TV

**Licensee:** Triangle Publications, Inc. (Radio & TV Div.), 733 L St.

**Studio:** 733 L St.

**Telephone:** Amherst 8-6444.

**TWX No.:** 209-481-1362.

**Ownership:** Triangle Publications, Inc. See WFIL-TV, Philadelphia.

**Began Operation:** May 10, 1956. Sale to present owner by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Television Digest, Vols. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961, when it switched to uhf Ch. 30 (Vol. 17:8).

**Represented (sales) by:** Blair-TV.

**Represented (legal) by:** Wilner, Bergson, Scheiner & Lessenco.

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

**Personnel:**

- LESLIE H. PEARD JR., general manager.
- JAY SONDHEIM, general sales manager.
- PACK PHILIPS, program manager.
- DON SHEPHERD, promotion director.
- HARRY WHITE, merchandising director.
- KEITH L. MEALEY, director of engineering.

**DIGEST OF RATE CARD NO. 6**

(April 1, 1961)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.					
\$750.00	\$450.00	.....	\$200.00	\$180.00	\$90.00

**NETWORK BASE HOURLY RATE:** \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>			
	Fresno	111,600	100,300	90
	Kings	14,500	12,700	88
	Madera	11,900	10,500	88
	Mariposa	1,700	1,400	80
	Merced	26,600	23,800	90
	Stanislaus	49,800	43,400	88
Tulare	49,800	44,200	89	
<b>Between 25-50%</b>	None Between 25-50%			
	<b>CALIFORNIA</b>			
<b>Under 25%</b>	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
<b>KFRE-TV Station Total</b>		<b>355,100</b>	<b>317,000</b>	<b>89</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>				



**THE MIGHTY HERCULES  
 THE MIGHTIEST  
 NEW CARTOON SERIES**

**TRANS-LUX TELEVISION CORPORATION  
 NEW YORK . . . . CHICAGO . . . . HOLLYWOOD**

# California—Fresno



**KJEO**

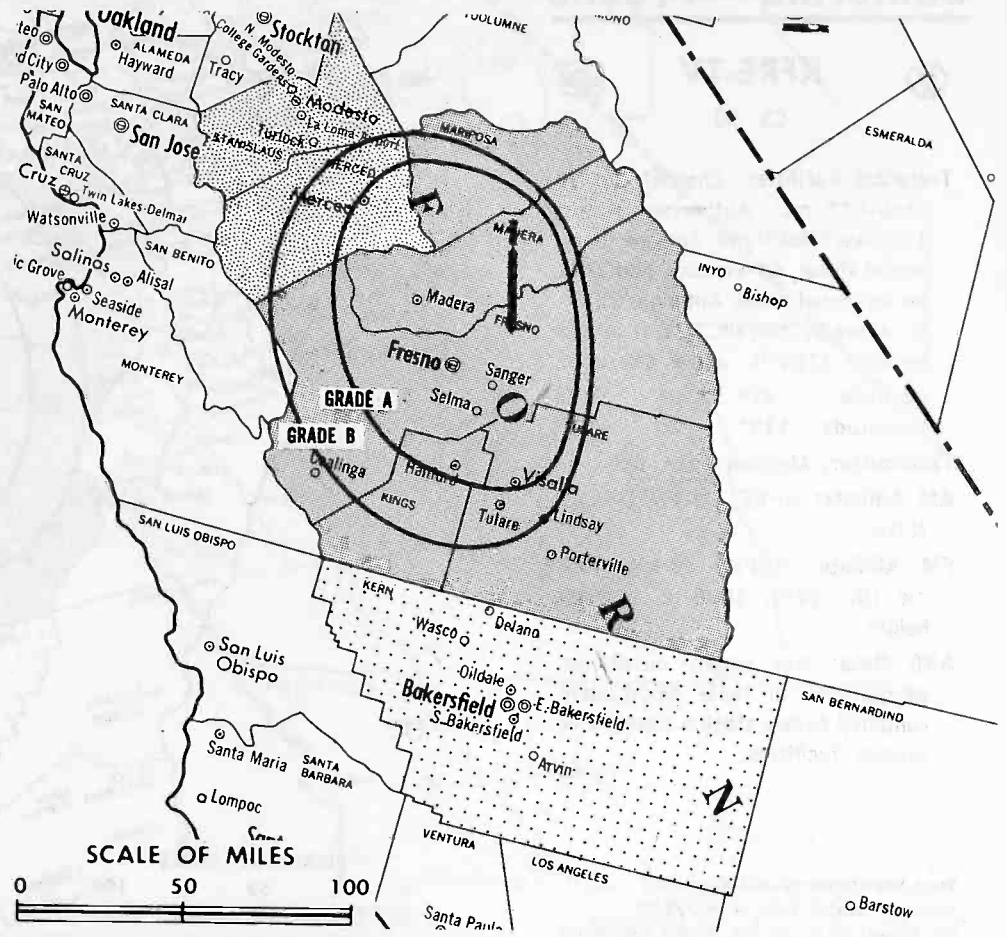


Ch. 47

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 1700-kw maximum visual with directional antenna and tilt, 550-kw maximum horizontal and 380-kw average horizontal visual, 273-kw maximum aural. Antenna: 1787-ft. above av. terrain, 156-ft. above ground, 4614-ft. above sea level.

Latitude 37° 04' 13"  
Longitude 119° 25' 31"

Transmitter: Bald Mt.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KJEO Ref: FCC File No. BPCT-2285 Granted 6/25/57

©American Map Co., Inc., N.Y., No. 14244

## KJEO

Grantee: Shasta Telecasting Corp., P.O. Box 1708.

Studio: Shaw at Cedar.

Telephone: Baldwin 2-2411.

TWX No.: FR 271.

Ownership: George C. Fleharty, pres., 38%; Laurence W. Carr, 14 3/8%; Morris K. Cohen, 10%; Robert L. Hammett, 10%; Carl R. McConnell, 22 5/8%; Russell K. Olsen, 5%.

Began Operation: Sept. 20, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Spear, Hill & Greeley.

Represented (engineering) by Hammett & Edison.

Personnel:

GEORGE C. FLEHARTY, pres., gen. mgr. & film buyer.

RUSSELL K. OLSEN, v.p. & operations director.

KEITH M. SWINEHART, national sales director.

CHARLES H. MALLORY, local sales manager.

JAN CROSBY, traffic manager.

LYNN F. OLSEN, chief engineer.

PETE McCAUSLAND, program director.

DIGEST OF RATE CARD NO. 11—(Aug. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* 10 Sec.\*  
\$700.00 \$420.00 \$280.00 ..... \$200.00 \$175.00 \$90.00

NETWORK BASE HOURLY RATE: \$575.

Class AA—7:30-10:30 p.m., Mon.-Fri.; 7:30-10 p.m., Sat. & Sun.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
Over 50%	CALIFORNIA			
	Fresno	111,600	100,300	90
	Kings	14,500	12,700	88
	Madera	11,900	10,500	88
	Mariposa	1,700	1,400	80
Between 25-50%	Tulare	49,800	44,200	89
	CALIFORNIA			
	Merced	26,600	23,800	90
Under 25%	Stanislaus	49,800	43,400	88
	CALIFORNIA			
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
KJEO Station Total		355,100	317,000	89
ARB Total Net Weekly Circulation (March, 1962)			180,800	



YOUR KIDS AUDIENCE IS IN THE BAG WITH "FELIX THE CAT" —TV's HAPPIEST CARTOON CHARACTER

# California—Fresno



**KMJ-TV**



Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 447-kw maximum visual with directional antenna and tilt, 282-kw maximum horizontal and 170-kw average horizontal visual, 240-kw maximum aural. Antenna: 3385-ft. above valley floor, 242-ft. above ground, 3617-ft. above sea level.

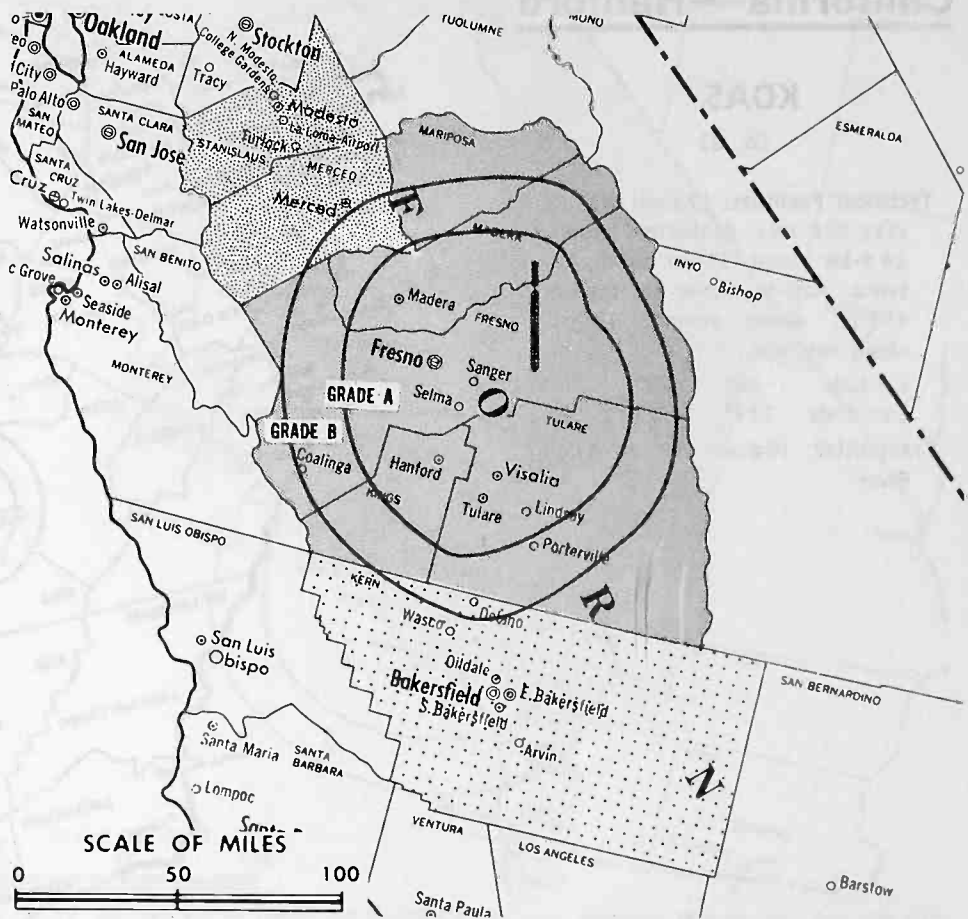
Latitude 36° 44' 45.5"  
Longitude 119° 16' 52"

Holds CP for 1419-kw max. and 323-kw horizontal visual, 760-kw max. and 174-kw horizontal aural, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level, lat. 36°44' 45", long. 119° 16' 53". (Directional antenna.)

Transmitter: Bear Mt.

AM & FM Affiliates: See below.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KMJ-TV Ref: FCC File No. BMPCT-2211 Granted 9/15/54

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## KMJ-TV

Licensee: McClatchy Newspapers, 1544 Van Ness.

Studio: 1544 Van Ness.

Telephone: Amherst 8-6666. TWX No.: FR 221.

AM Affiliate: KMJ, 5-kw, 580 kc (NBC). FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.

Ownership: Eleanor McClatchy, pres.; J. Brown Maloney, 1st v.p.; James B. McClatchy, 2nd v.p.; Charles K. McClatchy, secy.-treas.; Walter P. Jones & John J. Hamlyn directors. Also own KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish Fresno Bee, Sacramento Bee, Modesto Bee. Note: Sale of radio KERN pends.

Began Operation: June 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

### Personnel:

JOHN EDWARDS, manager & film buyer.  
WILSON LEFLER, sales manager.  
JOE TOMES, production manager.  
DOROTHY SUHR, traffic manager.  
WILLIAM TRETTIN, film editor.  
EDWARD C. STURGEON, farm editor.  
JAMES B. HANCOCK, chief engineer.

## DIGEST OF RATE CARD NO. 16

(Sept. 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.					
\$800.00	\$480.00	\$320.00	\$200.00	\$180.00	\$100.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Fresno	111,600	100,300	90
	Kings	14,500	12,700	88
	Madera	11,900	10,500	88
	Mariposa	1,700	1,400	80
Tulare	49,800	44,200	89	
<b>Between 25-50%</b>	CALIFORNIA			
	Merced	26,600	23,800	90
	Stanislaus	49,800	43,400	88
<b>Under 25%</b>	CALIFORNIA			
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
<b>KMJ-TV Station Total</b>		355,100	317,000	89
<b>ARB Total Net Weekly Circulation (March, 1962)</b>			188,500	

# California—Hanford

## KDAS

Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 19.5-kw visual, 11-kw aural. Antenna: 420-ft. above av. terrain, 453-ft. above ground, 748-ft. above sea level.

Latitude 36° 29' 50"  
Longitude 119° 31' 50"

Transmitter: Highway 99 at Kings River.



KDAS Ref: FCC File No. BMPCT-5661 Granted 12/19/61

©American Map Co., Inc., N.Y., No. 14244

## KDAS

Network Service: None, independent.

Licensee: Gann Television Enterprises, 230 S. Union Ave., Bakersfield.

Studio: 1826 N. 10th, Box 321 Hanford.

Ownership: Harold D. Gann, pres., 33 1/3%; George L. Naron, 33 1/3%; C. B. Sweeney, 33 1/3%. Note: Transfer pend to George L. Naron and C. B. Sweeney.

Began Operation: Feb. 27, 1962.

Represented (sales) by Jalco (San Francisco, Los Angeles, Chicago & New York).

Represented (legal) by E. W. Dunn, Hanford; W. C. Brenner, Los Angeles.

Represented (engineering) by Steve Weber, Fresno.

Personnel:

WES PARSON, general manager.  
DON DAVIS, program director.  
JUNE LAW, film buyer.  
PENNY MOORE, women's director.  
LLOYD (LUCKY) BOND, sports director.  
RUSSELL MOKLUFISKY, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Jan. 1, 1962)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5-9 p.m., Mon.-Fri.	\$150.00	\$90.00	\$60.00	\$25.00	\$20.00	\$15.00
	\$12.50					

Note: Slim Andrews' "The 49er" (children's show), rates on request.

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

# California—Los Angeles



**KABC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 165-kw visual, 82.5-kw aural. Antenna: electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

AM Affiliate: KABC, 5-kw, 790 kc (ABC).

FM Affiliate: KABC-FM, 4.3-kw, 95.5 mc (No. 238), 40-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KABC-TV Ref: FCC File No. BPCT-1424 Granted 4/10/53

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## KABC-TV

Licensee: American Broadcasting-Paramount Theatres Inc., 7 West 66th St., New York 23, N.Y.

Studio: Prospect & Talmadge Sts., Hollywood 27.

Telephone: NO 3-3311. TWX No.: 213-666-1240.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 16, 1949 as KECA-TV.

Represented (sales) by ABC National Station Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JAMES G. RIDDELL, v.p., Western Division, ABC.

ELTON H. RULE, v.p. & general manager.

RICHARD A. O'LEARY, general sales manager.

NORMAN H. SLOANE, business manager.

GEORGE L. PIERCE, sales service manager.

JAMES B. PATTERSON, program director.

NORMA OLSEN, director of program operations.

STEVE MILLS, production manager.

JACK F. BREMBECK, promotion manager.

HOWARD LIPSTONE, film manager & buyer.

THEODORE GRENIER, chief engineer, Western Division, ABC.

### DIGEST OF RATE CARD NO. 1

(Jan. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5-Min. 20 Sec.\* 10 Sec.\*

Class A—7-11 p.m., Mon.-Fri.

\$5,000.00 \$3,000.00 \$2,000.00 ..... \$650.00 \$325.00

\*Class A—(10:31-11:01 p.m., Mon.-Fri.)

NETWORK BASE HOURLY RATE: \$4,000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Inyo	4,100	3,000	72
	Los Angeles	2,121,300	1,965,800	93
	Orange N.	184,400	175,900	96
	Orange S.	42,400	40,500	96
	Riverside W.	96,800	86,900	90
	San Bernardino W.	157,700	144,100	92
	Santa Barbara	55,700	49,800	90
Ventura	58,700	54,900	94	
<b>Between 25-50%</b>	None	Between 25-50%		
	CALIFORNIA			
<b>Under 25%</b>	Imperial	19,000	15,400	81
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
	Riverside E.	5,400	4,900	90
	San Bernardino E.	3,700	3,400	92
	San Diego	330,800	305,900	93
KABC-TV Station Total		3,169,200	2,931,200	90
ARB Total Net Weekly Circulation (March, 1962)		2,478,100		

For ABC-Paramount Parent Corporate Listing, see page 951

# California—Los Angeles

**KCOP**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 83.2-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level.

Latitude 34° 13' 42"

Longitude 118° 04' 02"

Transmitter: Mt. Wilson

TV tape: Recording facilities.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KCOP Ref: FCC File No. BMPCT-240 Granted 6/23/48

©American Map Co., Inc., N.Y., No. 14211

## KCOP

Network Service: None, independent.

Licensee: KCOP Television Inc., 915 N. La Brea, Hollywood 38, Cal.

Studio: 915 N. La Brea.

Telephone: Oldfield 6-6050. TWX No.: 213-876-4068.

Ownership: Chris\*Craft Industries Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

Began Operation: Sept. 17, 1948. Sale to Chris\*Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas (25% each) approved Jan. 27, 1960 by FCC (Television Digest, Vols. 15:33, 36, 43, 16:5). Previous sale to Crosby et al by Copley Press approved Dec. 11, 1957 by FCC (Vol. 13:16, 22, 34, 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John H. Battison & Assoc.

Personnel:

JOHN HOPKINS, president.

BILL ANDREWS, general sales manager.

DAN MILLER, local sales manager.

ROBERT GUY, program director & film buyer.

AL BROWDY, director of engineering.

GARY WALLER, promotion director & executive asst., programing-production.

### DIGEST OF RATE CARD NO. 9

(Revised Dec. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10:30 p.m., daily.

\$1500.00 \$900.00 \$750.00 ..... \$500.00 \$500.00 \$300.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Orange N.	184,400	175,900	96
	Orange S.	42,400	40,500	96
	Riverside W.	96,800	86,900	90
<b>Between 25-50%</b>	CALIFORNIA			
	Inyo	4,100	3,000	72
	Los Angeles	2,121,300	1,965,800	93
	San Bernardino W.	157,700	144,100	92
	Santa Barbara	55,700	49,800	90
	Ventura	58,700	54,900	94
<b>Under 25%</b>	CALIFORNIA			
San Diego	330,800	305,900	93	
KCOP Station Total		3,051,900	2,826,800	90
ARB Total Net Weekly Circulation (March, 1962)		1,529,900		

**YOUR KIDS AUDIENCE IS IN THE BAG WITH "FELIX THE CAT" —TV's HAPPIEST CARTOON CHARACTER**



**HAPPILY DISTRIBUTED BY TRANS-LUX TELEVISION CORPORATION NEW YORK . . . CHICAGO . . . HOLLYWOOD**

# California—Los Angeles

## KHJ-TV

Ch. 9

Technical Facilities: Channel No. 9  
(186-192 mc). Authorized power:  
162-kw visual, 81.3-kw aural. Antenna:  
2960-ft. above av. terrain,  
199-ft. above ground, 5929-ft.  
above sea level.

Latitude 34° 13' 38"  
Longitude 118° 04' 00"

Transmitter: Mt. Wilson.

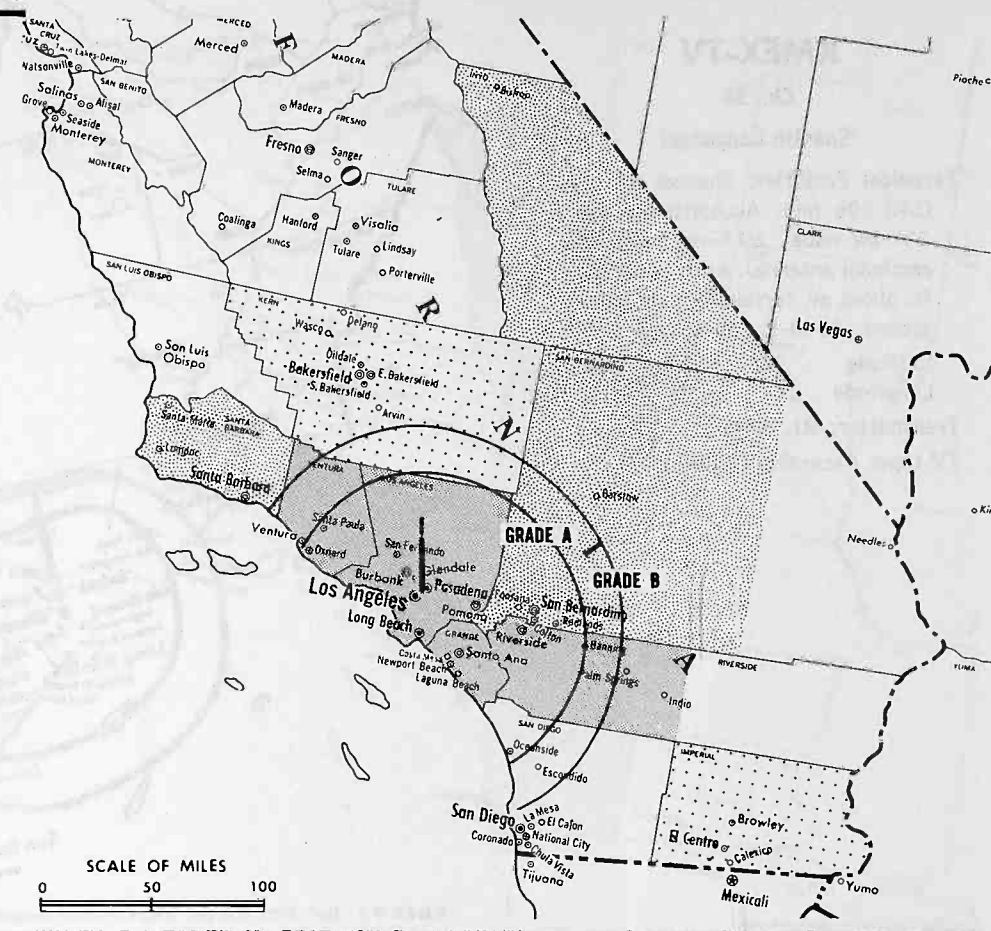
Studio: 5515 Melrose Ave.

TV tape: Recording facilities.

AM Affiliate: KHJ, 5-kw, 930 kc.

FM Affiliate: KHJ-FM, 58-kw, 101.1  
mc (No. 266), 2950-ft. antenna  
height.

Studio: 5515 Melrose Ave.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

SCALE OF MILES  
0 50 100

KHJ-TV Ref: FCC File No. BPCT-1853 Granted 5/24/54

©American Map Co., Inc., N.Y., No. 14214

## KHJ-TV

Network Service: None, independent.

Licensee: RKO General Inc., 5515 Melrose Ave. (Don Lee Div.),  
Hollywood 38.

Telephone: Hollywood 2-2133.

TWX No.: LA 64.

Ownership: See WOR-TV, New York.

Began Operation: Aug. 25, 1948, as KFI-TV. Sold to present licen-  
see Aug. 1951 (Television Digest, Vol. 7:23, 32, 36).

Represented (sales) by RKO General National Sales.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

THOMAS F. O'NEIL, president RKO General Inc.  
HARRY TRENNER, dir. of western div. RKO General Inc.  
MALCOLM (MAL) C. KLEIN, general manager.  
DON BALSAMO, general sales manager.  
GERALD MOLFESE, national sales manager.  
WALLY SHERWIN, program director.  
TONY ARNONE, publicity director.  
RICH SINCLAIR, promotion manager.  
BRYAN COLE, facilities director.  
ROBERT BULLOCK, chief engineer.  
TERRY ANDERSON, film supervisor.  
LARRY HAYS, special events director.  
BILL WORKMAN, operations director.

## DIGEST OF RATE CARD NO. 10

(April 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat., 6-11 p.m., Sun.						
\$2200.00	\$1300.00	\$900.00	\$625.00	\$475.00	\$380.00	\$237.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Los Angeles	2,121,300	1,965,800	93
	Orange N.	184,400	175,900	96
	Orange S.	42,400	40,500	96
	Riverside W.	96,800	86,900	90
<b>Between 25-50%</b>	Ventura	58,700	54,900	94
	CALIFORNIA			
	Inyo	4,100	3,000	78
<b>Under 25%</b>	San Bernardino W.	157,700	144,100	92
	Santa Barbara	55,700	49,800	90
	CALIFORNIA			
Imperial	19,000	15,400	81	
Kern E.	12,900	11,700	91	
Kern W.	76,300	69,000	91	
<b>KHJ-TV Station Total</b>		<b>2,829,300</b>	<b>2,617,000</b>	<b>92</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>1,578,100</b>		

# California—Los Angeles

## KMEX-TV

Ch. 34

(Spanish Language)

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 121-kw visual, 60.5-kw aural (directional antenna). Antenna: 2950-ft. above av. terrain, 192-ft. above ground, 5940-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.



KMEX-TV Ref: FCC File No. BMPCT-5779 Granted 9/12/62 ©American Map Co., Inc., N.Y., No. 14244

## KMEX-TV

Network Service: None, independent Spanish language outlet.

Licensee: Spanish International Bcstg. Co., 1044 S. Hill St., Los Angeles.

Studio: 721 North Bronson Ave., Hollywood 38.

Telephone: HO 6-8131.

Ownership: Fouce Amusement Corp., 35%; Julian M. Kaufman, v.p., 10%; Edward J. Noble, 20%; Emilio Azaccaga, 20%; Rene Anselmo, v.p., 15%. Same interests also operate KWEX-TV, San Antonio, Tex. and are Ch. 37 applicants in Paterson, N.J.

Began Operation: September 30, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Jules Cohen & Assoc.

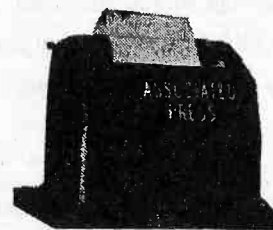
Personnel:

- FRANK L. FOUCE, president.
- RENE ANSELMO, vice president & treas.
- JULIAN KAUFMAN, vice president.
- CHARLES SILVERBERG, secretary.
- BURT AVEDON, general manager.
- KEN HILDEBRANDT, general sales manager.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$80.00	\$60.00

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



**PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE**



# California—Los Angeles



**KNBC-TV**



Ch. 4

[formerly KRCA]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 21.4-kw aural. Antenna: non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 33"  
Longitude 118° 03' 55"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KRCA Ref: FCC File No. BMPCT-1903 Granted 3/19/54

©American Map Co., Inc., N.Y., No. 14244

## KNBC-TV

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank.

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: Victoria 9-3911 & Thornwall 5-7000.

TWX No.: 213-846-6408.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

- THOMAS C. McCRAY, NBC v.p. & general manager.
- JAMES PARKS, station manager.
- JOHN WEHRHEIM, business manager.
- ROBERT KENNEDY, advertising & promotion manager.
- JOHN C. KENASTON, program manager.
- HOWARD D. STURN, manager, public affairs.
- NOYES SCOTT, local sales manager.
- ROBERT HENRY, operations manager.
- GEORGE BURKE, manager, film procurement.
- JOHN KNIGHT, manager, technical operations.

### DIGEST OF RATE CARD NO. 17 (July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AAA—7:30-10:30 p.m., daily.	\$4700.00	\$2820.00	\$1880.00	\$1175.00	\$1100.00
	\$550.00				

\*Class AAA—7:54-10:31 p.m., daily.

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$4450.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>Over 50%</b>	CALIFORNIA			
	Inyo	4,100	3,000	72
	Los Angeles	2,121,300	1,965,800	93
	Orange N.	184,400	175,900	96
	Orange S.	42,400	40,500	96
	Riverside W.	96,800	86,900	90
	San Bernardino W.	157,700	144,100	92
Ventura	58,700	54,900	94	
<b>Between 25-50%</b>	CALIFORNIA			
	San Diego	330,800	305,900	93
	Santa Barbara	55,700	49,800	90
<b>Under 25%</b>	CALIFORNIA			
	Imperial	19,000	15,400	81
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
	Riverside E.	5,400	4,900	90
San Bernardino E.	3,700	3,400	92	
KNBC-TV Station Total		3,169,200	2,931,200	92
ARB Total Net Weekly Circulation (March, 1962)		2,580,000		

For RCA Corporate Listing,  
see pages 952 & 953

# California—Los Angeles

**KNXT**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

Latitude 34° 13' 57"  
Longitude 118° 04' 18"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

AM Affiliate: KNX, 50-kw, 1070 kc (CBS).

FM Affiliate: KNX-FM, 67-kw, 93.1 mc (No. 226), 2870-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KNXT Ref: FCC File No. BPT-2535 Granted 9/12/58

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## KNXT

Licensee: Columbia Broadcasting System Inc., 6121 W. Sunset Blvd., Los Angeles 28.

Studio: 6121 W. Sunset Blvd.

Telephone: Hollywood 9-1212. TWX No.: LA 842.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales) by CBS Television Station National Sales.

Represented (engineering) by CBS Engineering Dept., N.Y.

Personnel:

- ROBERT D. WOOD, vice president & general manager.
- RAY L. BEINDORF, general sales manager.
- RALPH DANIELS, national sales manager.
- ALBERTA HACKETT, business manager.
- ROBERT L. NELSON, sales research manager & director of promotion.
- LEON DREW, program manager.
- HAROLD UPLINGER, production manager.
- EDWIN W. MILLER, director of technical operation.
- SAM ZELMAN, director of news & special events.
- RICHARD MARSH, operation & traffic manager.
- MIKE KIZZIAH, manager of public affairs.

### DIGEST OF RATE CARD NO. 15

(Dec. 2, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec.\* 10 Sec.\*  
Class AA—8-10:30 p.m., Mon.-Fri.; 6:30-11 p.m., Sun.  
\$5000.00 \$3000.00 \$2000.00 ..... \$850.00 \$425.00

\*Prime Time—7:29-11:01 p.m., Mon.-Fri.; 6:59-11:16 p.m., Sat.; 6:59-11:01 p.m., Sun. Also has Class A, AAA and AAAA rates for this time.

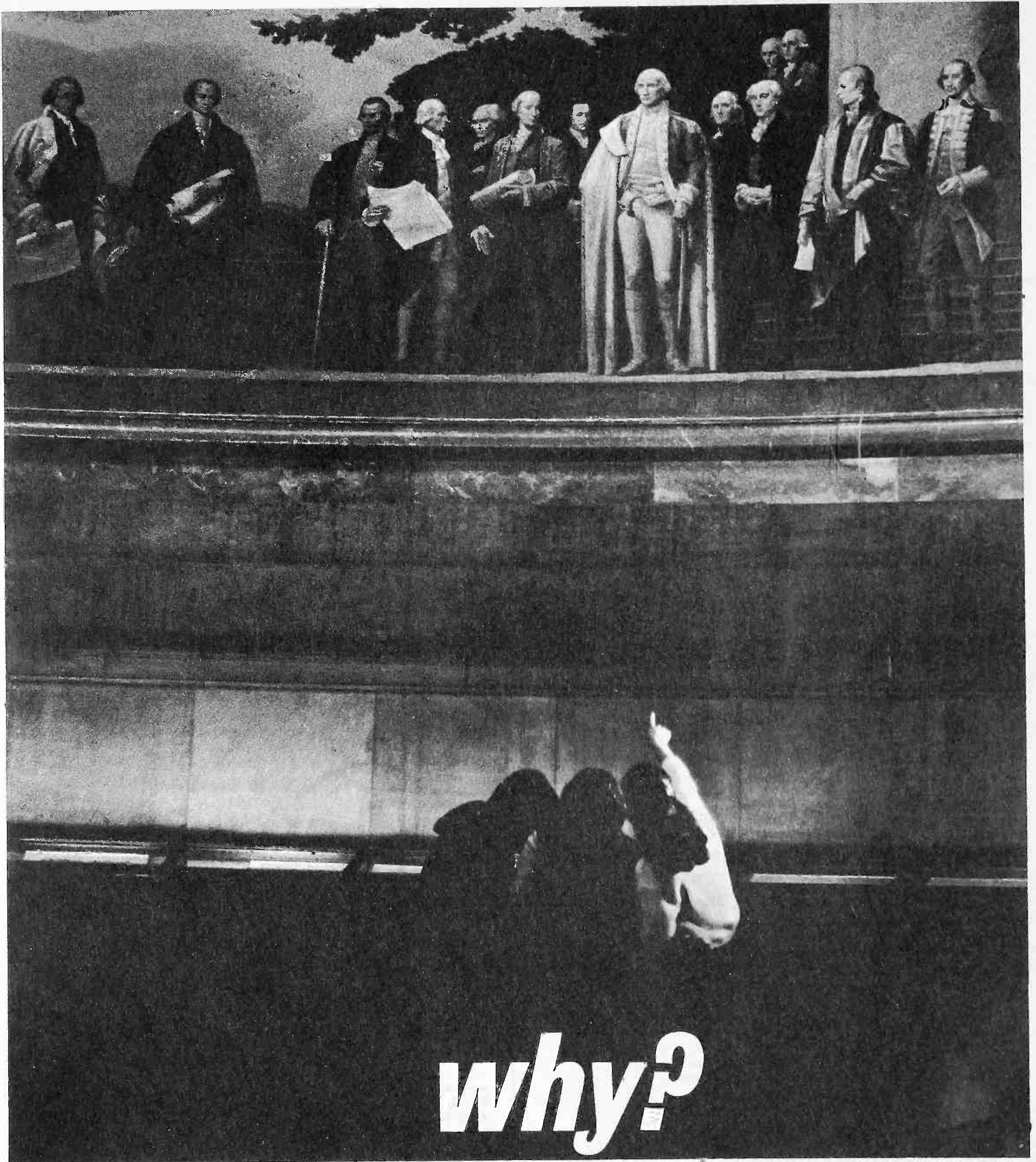
NETWORK BASE HOURLY RATE: \$4750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Inyo	4,100	3,000	72
	Los Angeles	2,121,300	1,965,800	93
	Orange N.	184,400	175,900	96
	Orange S.	42,400	40,500	96
	Riverside W.	96,800	86,900	90
	San Bernardino W.	157,700	144,100	92
Santa Barbara	55,700	49,800	90	
Ventura	58,700	54,900	94	
Between 25-50%	CALIFORNIA			
	San Diego	330,800	305,900	93
Under 25%	CALIFORNIA			
	Imperial	19,000	15,400	81
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
	Riverside E.	5,400	4,900	90
San Bernardino E.	3,700	3,400	92	
KNXT Station Total		3,169,200	2,931,200	92
ARB Total Net Weekly Circulation (March, 1962)		2,615,800		



**THE MIGHTY HERCULES  
THE MIGHTIEST  
NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD



To bring to Los Angeles' 1½ million school children a better understanding of their government, its history and function, KNXT produced "For Which We Stand," a two-part filmed record of 12 Southern California students' experiences on a KNXT-sponsored tour of the nation's capital. Summing up the enthusiastic reaction of local audiences and critics alike, the Los Angeles Herald-Exam-

iner saluted the two hour-long programs as "an uplifting show for all Americans."

Only a mass medium like television can make community service so meaningful, for so many. And in Los Angeles, only Channel 2 does the job so well. Which is one reason why the number one television station with viewers throughout the nation's second market is—has always been—CBS Owned KNXT.

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

# California—Los Angeles

**KTLA**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5936-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTLA Ref: FCC File No. BPC1-1698 Granted 7/15/53

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## KTLA

Network Service: None, independent.

Licensee: Paramount Television Productions Inc., 5800 Sunset Blvd., Hollywood 28.

Studio: 5800 Sunset Blvd.

Telephone: Hollywood 9-3181.

Ownership: Paramount Pictures Inc., 100%. Paramount also owns 50% of Talent Associates Ltd.

Began Operation: Jan. 22, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arnold, Fortas & Porter.

Personnel:

PAUL RAIBOURN, president (New York).  
SEYMOUR L. (STRETCH) ADLER, v.p. & general manager.  
JACK DONAHUE, general sales manager.  
MARTY CONNELLY, national sales manager.  
AUSTIN HEYWOOD, advertising & promotion manager.  
CARLO ANNEKE, local sales manager.  
ROBERT T. QUINLAN, program manager.  
DALTON DANON, film buyer.  
HAL DASHBACH, production supervisor.  
MIKE CASEY, publicity & public relations director.  
HARRY P. WARNER, legal director.  
JOHN SILVA, chief engineer.  
ALEX TOVAR, business mgr. & exec. controller.

### DIGEST OF RATE CARD NO. 11 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-Midnight, daily.						
\$2500.00	\$1500.00	\$1000.00	\$750.00	\$450.00	\$375.00	\$225.00

Color—Add to regular time & facility rates: Hour, \$750; 30 Min. or less, \$500; commercial rates on request.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA				
		Inyo	4,100	3,000	72
		Los Angeles	2,121,300	1,965,800	93
		Orange N.	184,400	175,900	96
		Orange S.	42,400	40,500	96
		Riverside W.	96,800	86,900	90
		San Bernardino W.	157,700	144,100	92
		Ventura	58,700	54,900	94
Between 25-50%	CALIFORNIA				
		Santa Barbara	55,700	49,800	90
Under 25%	CALIFORNIA				
		Imperial	19,000	15,400	81
		Kern E.	12,900	11,700	91
		Kern W.	76,300	69,000	91
		Riverside E.	5,400	4,900	90
		San Bernardino E.	3,700	3,400	92
	San Diego	330,800	305,900	93	
KTLA Station Total			3,169,200	2,931,200	92
ARB Total Net Weekly Circulation (March, 1962)			1,995,000		

For Other Theatrical Interests  
with TV Station Ownership  
see page 814

# California—Los Angeles

**KTTV**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 165-kw visual, 85-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.0"  
Longitude 118° 03' 47.1"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTTV Ref: FCC File No. BPCT-1756 Granted 9/3/53

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## KTTV

Network Service: None, independent.  
Licensee: Times-Mirror Broadcasting Co., 5746 Sunset Blvd., Los Angeles 28.  
Studio: 5746 Sunset Blvd.  
Telephone: Hollywood 2-7111.  
TWX No.: LA 228.  
Ownership: The Times-Mirror Co., 100%, publisher of Los Angeles Times and Mirror. Officers of Times-Mirror Broadcasting Co.: Norman Chandler, chairman; Richard A. Moore, pres.; Harrison Chandler, exec. v.p.; Omar F. Johnson, v.p.-treas.; Robert W. Breckner, v.p.; John R. Vrba, v.p.; Dick Woollen, v.p.; Jack O'Mara, v.p.; Richard G. Adams, secy.; H. Bruce Baumeister, asst. secy. Loew's Inc. (MGM), which acquired 25% interest in 1956, sold back stock in 1959 (Television Digest, Vol. 15:44).  
Note: Sale pends to Metromedia Inc. (Vol. 3:3).

Began Operation: Jan. 1, 1949.  
Represented (sales) by KTTV National Sales.  
Represented (legal) by Eliot C. Lovett.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
ROBERT W. BRECKNER, president.  
JOHN R. VRBA, v.p., KTTV productions.  
DICK WOOLLEN, v.p., programming.  
JACK O'MARA, director of promotion & merchandising.  
H. BRUCE BAUMEISTER, asst. secy. & general counsel.  
ALLEN GUNDERSON, chief engineer.  
REAVIS WINCKLER, director of publicity.  
JOHN YOUNG, controller.  
DAVID GARBER, studio manager.  
CHARLES YOUNG, national sales manager.  
JACK DUFFIELD, eastern sales & marketing manager (120 E. 56th St., N.Y. 22).  
FRANK BROWNE, midwest sales & marketing manager (100 E. Ohio St., Chicago 11).

(Personnel continued in next column)

### Personnel—(Continued)

ROBERT BENNETT, local sales manager.  
VAL CONTE, commercial operations manager.  
ALVIN BOWEN, production manager.  
BILL WELSH, director, special events.

### DIGEST OF RATE CARD NO. 17 (Sept. 15, 1962)

Hour	30 Min.	15 Min. or less	Min. or 20 Sec.*	10 Sec.*	
Class A—7:30-10:30 p.m., daily.	\$3000.00	\$1800.00	\$1200.00	\$750.00	\$325.00

\*Super Rate applies to all time classification. Other participation rates are applied to specific program categories on a weekly dollar volume basis.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Inyo	4,100	3,000	72
	Los Angeles	2,121,300	1,965,800	93
	Orange N.	184,400	175,900	96
	Orange S.	42,400	40,500	96
	Riverside W.	96,800	86,900	90
<b>Between 25-50%</b>	San Bernardino W.	157,700	144,100	92
	Ventura	58,700	54,900	94
<b>Under 25%</b>	CALIFORNIA			
	Kern E.	12,900	11,700	91
	Kern W.	76,300	69,000	91
	San Diego	330,800	305,900	93
<b>KTTV Station Total</b>		<b>3,141,100</b>	<b>2,907,500</b>	<b>93</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>2,093,700</b>		

# California—Redding

**abc NB KVIP-TV**

Ch. 7

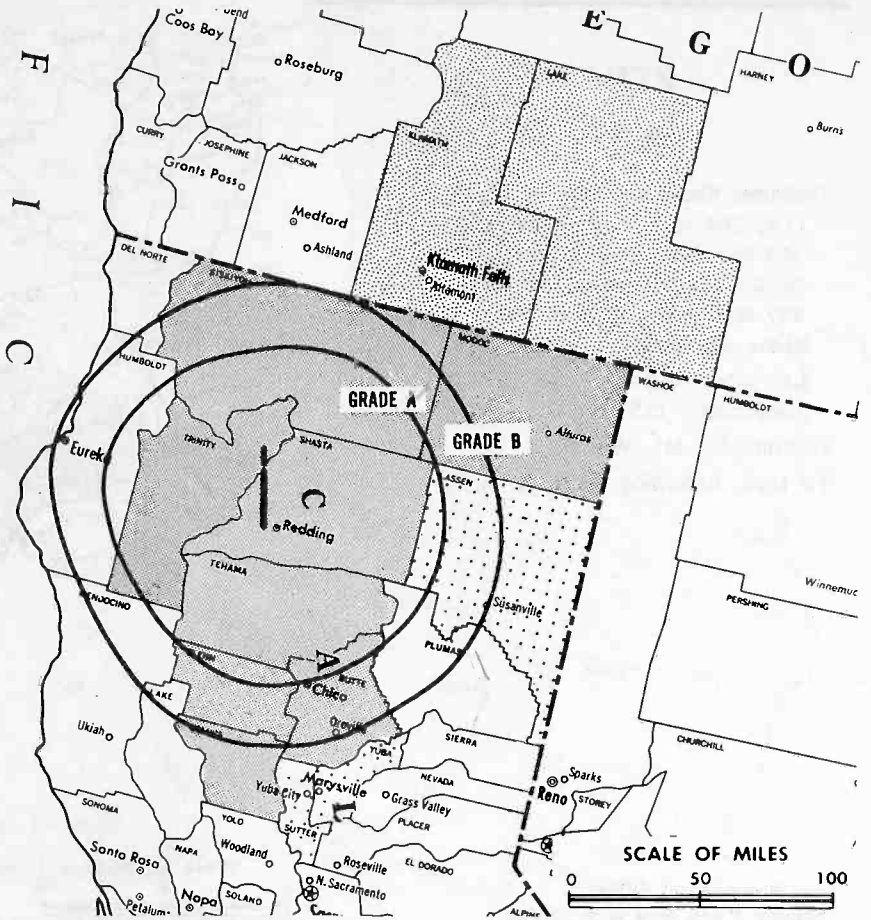
[Special affiliation with KVIQ-TV, Eureka, Cal.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

Latitude 40° 36' 10"  
Longitude 122° 39' 00"

Transmitter: Mt. Shasta-Bally, 13-mi. W of Redding.

AM Affiliate: KVIP, 1-kw, 540 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KVIP-TV Ref: FCC File No. BMPCT-4100 Granted 8/22/56

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## KVIP-TV

Network Service: ABC, NBC.

Licensee: Shasta Telecasting Corp., 2770 Pioneer Dr.

Studio: Pioneer Dr.

Telephone: Chestnut 1-1414.

TWX No.: RG 075.

Ownership: George C. Fleharty, pres., 38%; Laurence W. Carr, 14 3/8%; Morris K. Cohen, 10%; Robert L. Hammett, 10%; Carl R. McConnell, 22 5/8%; Russell K. Olsen, 5%. Carl McConnell, with his wife, owns KVIQ-TV, Eureka, Cal. Shasta Telecasting Corp. also owns KJEO, Fresno, Cal.

Began Operation: Aug. 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spear, Hill & Greeley.

Represented (engineering) by Hammett & Edison.

Personnel:

GEORGE C. FLEHARTY, president, general manager & film buyer.  
RUSSELL K. OLSEN, v.p. & operations manager.  
KEITH M. SWINEHART, national sales director.  
RAY GRANT, station manager.  
DOREETA DOMKE, program director.  
ROBERT J. DeVINE, chief engineer.

### DIGEST OF RATE CARD NO. 5 (Dec. 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$275.00	\$160.00	\$100.00	\$65.00	\$55.00	\$35.00
NETWORK BASE HOURLY RATE: \$300 (ABC), \$225 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Butte	28,400	24,900	88
	Colusa	4,000	3,500	87
	Glenn	5,400	4,900	90
	Modoc	2,600	2,200	80
	Shasta	19,500	17,900	92
	Siskiyou	11,100	9,100	82
Between 25-50%	Tehama	8,400	7,700	93
	Trinity	3,400	2,700	80
	OREGON			
Under 25%	Klamath	15,000	13,600	91
	Lake	2,300	1,900	81
	CALIFORNIA			
	Lassen	4,300	3,600	82
	Sutter	10,400	9,600	93
Yuba	10,300	9,500	92	
KVIP-TV Station Total		125,100	111,100	89
ARB Total Net Weekly Circulation (March, 1962)			64,500	



### THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# California—Sacramento



**KCRA-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1491-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level.

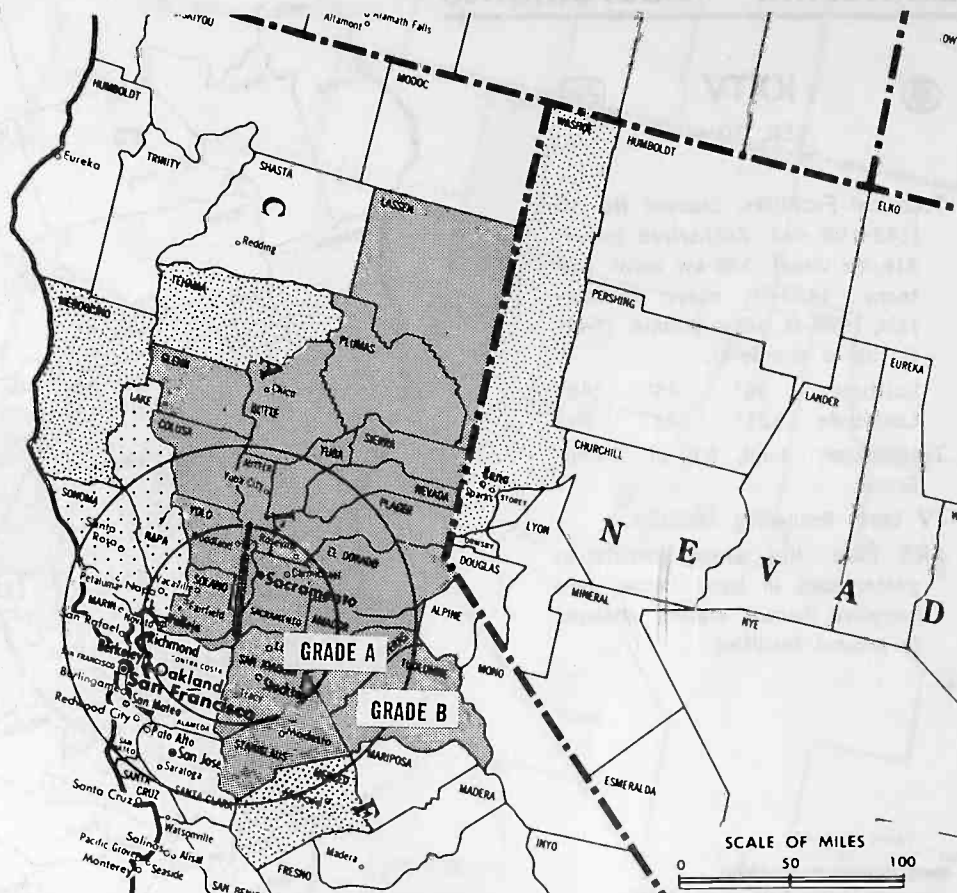
Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

TV tape: Recording facilities.

AM & FM Affiliates: See below.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KCRA-TV Ref: FCC File No. BPCT-669 Granted 4/13/55  
Authorized: FCC File No. BPCT-2600 Granted 7/27/60

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## KCRA-TV

Licensee: Kelly Broadcasting Co., 310 10th St.

Studio: 310 10th St.

Telephone: Hickory 4-7300. TWX No.: SC 111.

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kc (NBC). FM Affiliate: KCRA-FM, 11-kw, 96.1 mc (No. 241), 380-ft. Holds CP for 82-kw, 1200-ft. antenna.

Ownership: Nina N. Kelly, 33 1/3%; Robert E. Kelly, 33 1/3%; Jon S. Kelly, 33 1/3%.

Began Operation: Sept. 2, 1955. Sale of 50% by Gerald, Kenneth & Vernon Hansen to other 1/2 owners, Kelly's, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Loucks & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

ROBERT E. KELLY, partner, station manager & film buyer.

JON S. KELLY, partner & general manager.

HOWARD J. SMILEY, vice president.

ROGER N. COOPER, director, sales development & research.

JOHN DADIW, local sales manager.

JIM BIRMINGHAM, San Francisco sales manager.

W. HERBERT HARTMAN, director of engineering & program manager.

DAVE HUME, news & public affairs director.

STU NAHAN, sports director.

### DIGEST OF RATE CARD NO. II

(Oct. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:29-10:29 p.m., daily.

\$1600.00 \$880.00 \$550.00 \$450.00 \$350.00 \$240.00

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>CALIFORNIA</b>				
		Amador	3,200	2,800	87
		Butte	28,400	24,900	88
		Calaveras	3,500	3,100	88
		Colusa	4,000	3,500	87
		El Dorado	10,500	9,700	92
		Glenn	5,400	4,900	90
		Lassen	4,300	3,600	82
		Nevada	7,500	6,600	88
		Placer	18,100	16,300	90
		Plumas	3,900	3,200	82
		Sacramento	162,400	150,700	93
		San Joaquin	77,500	68,700	89
		Sierra	800	700	81
		Solano E.	17,200	16,200	94
		Solano W.	22,800	21,500	94
		Stanislaus	49,800	43,400	88
	Sutter	10,400	9,600	93	
	Tuolumne	5,200	4,500	86	
	Yolo	20,900	18,900	90	
	Yuba	10,300	9,500	92	
Between 25-50%	<b>CALIFORNIA</b>				
		Mendocino	15,500	12,400	80
		Merced	26,600	23,800	90
		Tehama	8,400	7,700	93
	<b>NEVADA</b>				
	Washoe	29,700	26,100	88	
Under 25%	<b>CALIFORNIA</b>				
		Lake	5,400	4,400	80
		Napa N.	3,300	3,000	91
		Napa S.	16,500	15,000	91
		Sonoma N.	33,900	30,000	89
	Sonoma S.	15,800	14,000	89	
KCRA-TV Station Total		621,200	558,700	88	
ARB Total Net Weekly Circulation (March, 1962)			418,400		

# California—Sacramento



**KXTV**

Ch. 10



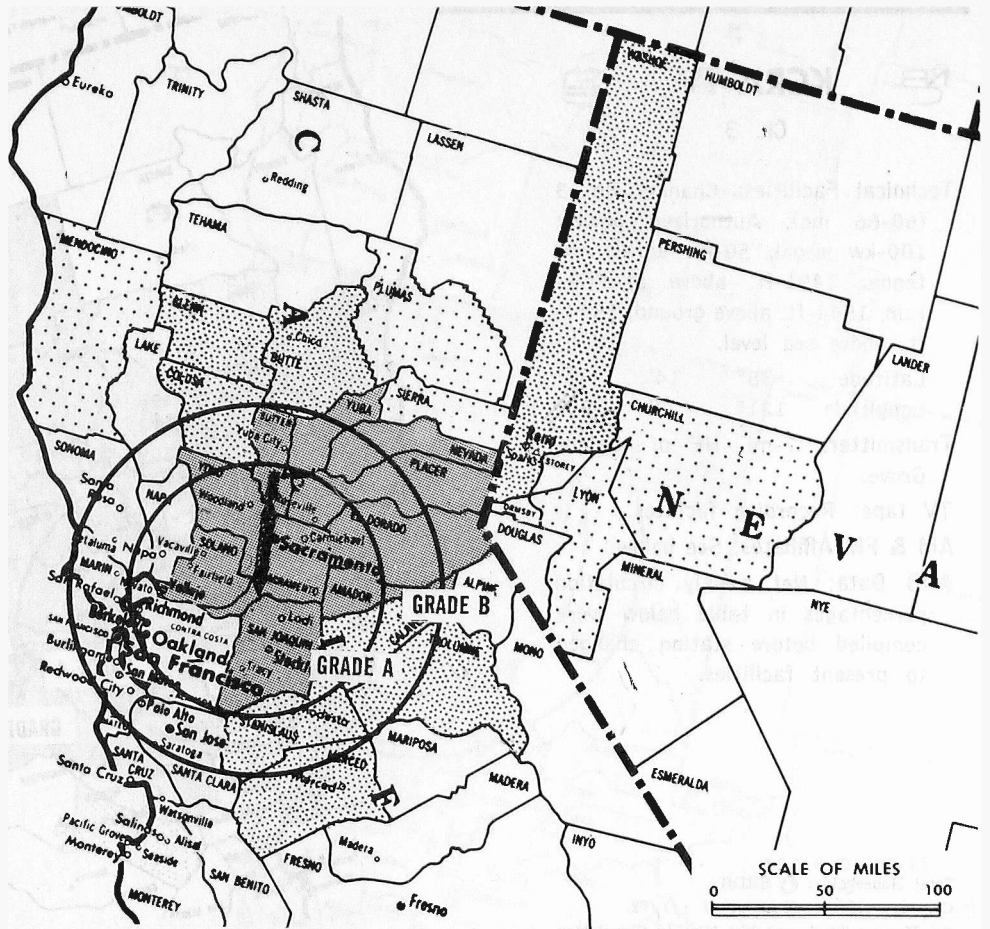
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1491-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

TV tape: Recording facilities.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KXTV Ref: FCC File No. BMPCT-2633 Granted 12/9/54  
Authorized: FCC File No. BPCT-2706 Granted 7/27/60

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## KXTV

Licensee: Great Western Broadcasting Corp., 601 7th Ave.

Studio: 601 7th Ave.

Telephone: Gilbert 1-4041.

Ownership: Wholly-owned subsidiary of Whitney Communications Corp. For other Whitney interests, see KOTV, Tulsa, Okla.

Began Operation: March 20, 1955. Sale to present owner by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:42, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

### Personnel:

- C. WREDE PETERSMEYER, president.
- ROBERT WILSON, v.p. & general manager.
- R. L. COCHRANE, general sales manager.
- ROBERT H. SALK, secretary.
- DEAN BORBA, program manager, public affairs dir. & film buyer.
- M. S. BACHMAN, promotion manager.
- DONALD FERGUSON, chief engineer

### DIGEST OF RATE CARD NO. 5-A—(Sept. 1, 1962).

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-11 p.m., daily.	\$1300.00	\$700.00	\$400.00	.....	\$325.00	\$300.00*	\$200.00*

\*Class AA—7:31-10:29 p.m., Mon.-Wed.; 7:01-10:29 p.m., Thurs.; 7:01-10:59 p.m., Fri.; 7:01-11:01 p.m., Sat.; 7:31-10:59 p.m., Sun.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State	County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA	Amador	3,200	2,800	87
		El Dorado	10,500	9,700	92
		Nevada	7,500	6,600	88
		Placer	18,100	16,300	90
		Sacramento	162,400	150,700	93
		San Joaquin	77,500	68,700	89
		Solano E.	17,200	16,200	94
		Solano W.	22,800	21,500	94
		Sutter	10,400	9,600	93
		Yolo	20,900	18,900	90
Yuba	10,300	9,500	92		
<b>Between 25-50%</b>	CALIFORNIA	Butte	28,400	24,900	88
		Calaveras	3,500	3,100	88
		Colusa	4,000	3,500	87
		Glenn	5,400	4,900	90
		Merced	26,600	23,800	90
		Stanislaus	49,800	43,400	88
		Tuolumne	5,200	4,500	86
NEVADA	Washoe	29,700	26,100	88	
	CALIFORNIA	Mendocino	15,500	12,400	80
Plumas		3,900	3,200	82	
Sierra		800	700	81	
NEVADA	Churchill	2,600	2,400	91	
	Lyon	2,000	1,600	79	
<b>KXTV Station Total</b>			<b>538,200</b>	<b>485,000</b>	<b>90</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>			<b>377,200</b>		



# California—Stockton-Sacramento



**KOVR**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1491-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level.

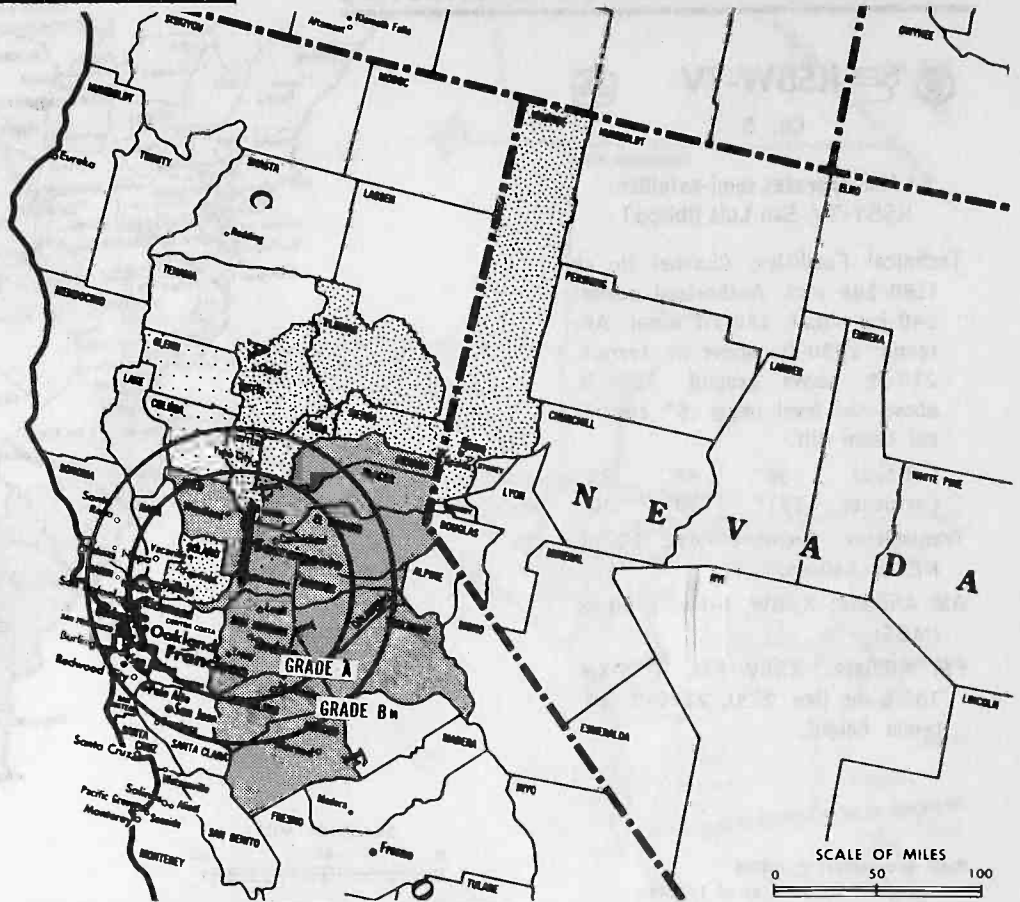
Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove, Cal.

Studios: 225 E. Miner Ave., Stockton; 1216 Arden Way, Sacramento.

TV-tape: Recording facilities.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KOVR Ref: FCC File No. BPCT-2187 Granted 5/29/57  
Authorized: FCC File No. BPCT-2654 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14244

## KOVR

Licensee: Metropolitan Broadcasting Corp. of California, 225 East Miner Ave., Stockton.

Telephones: Howard 6-6981, Stockton; Hickory 6-6124, Sacramento. TWX No.: SK 8, Stockton; SC 239, Sacramento.

Ownership: Metropolitan Broadcasting Corporation, 98.2%; more than 50 other stockholders, none with as much as 1%. For other Metropolitan interests, see WNEW-TV, New York.

Began Operation: Sept. 5, 1954. Sale to present owner by Gannett Co. approved Dec. 12, 1959 by FCC (Television Digest, Vols. 15:47-48, 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by FCC (Vol. 13:47, 14:2).

Represented (sales) by Metro Broadcast Sales.

Represented (legal) by McKenna & Wilkinson.

### Personnel:

GLOVER DELANEY, v.p., general manager & film buyer.  
PAT COONEY, sales manager.  
FRANK LIVERMORE, business manager.  
BEL LANGE, production supervisor.  
RICHARD ANDERSON, chief engineer.

### DIGEST OF RATE CARD NO. 10—(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1200.00	\$700.00	\$400.00	\$300.00	\$250.00	\$175.00
NETWORK BASE HOURLY RATE: \$800.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Amador	3,200	2,800	87
	Calaveras	3,500	3,100	88
	El Dorado	10,500	9,700	92
	Merced	26,600	23,800	90
	Nevada	7,500	6,600	88
	Placer	18,100	16,300	90
	Sacramento	162,400	150,700	93
	San Joaquin	77,500	68,700	89
	Stanislaus	49,800	43,400	88
	Tuolumne	5,200	4,500	86
Yolo	20,900	18,900	90	
Between 25-50%	CALIFORNIA			
	Plumas	3,900	3,200	82
	Sierra	800	700	81
	Solano E.	17,200	16,200	94
	Solano W.	22,800	21,500	94
	Sutter	10,400	9,600	93
Yuba	10,300	9,500	92	
NEVADA	Washoe	29,700	26,100	88
Under 25%	CALIFORNIA			
	Butte	28,400	24,900	88
	Colusa	4,000	3,500	87
Glenn	5,400	4,900	90	
KOVR Station Total		518,100	468,600	90
ARB Total Net Weekly Circulation (March, 1962)		371,500		

# California—Salinas-Monterey



Ch. 8

[Also operates semi-satellite  
KSBY-TV, San Luis Obispo]

Technical Facilities: Channel No. 8  
(180-186 mc). Authorized power:  
240-kw visual, 120-kw aural. Antenna:  
2330-ft. above av. terrain,  
219-ft. above ground, 3296-ft.  
above sea level using .5° electrical  
beam tilt.

Latitude 36° 45' 20"  
Longitude 121° 30' 00"

Transmitter: Fremont Peak, 10-mi.  
NE of Salinas.

AM Affiliate: KSBW, 5-kw, 1380 kc  
(MBS).

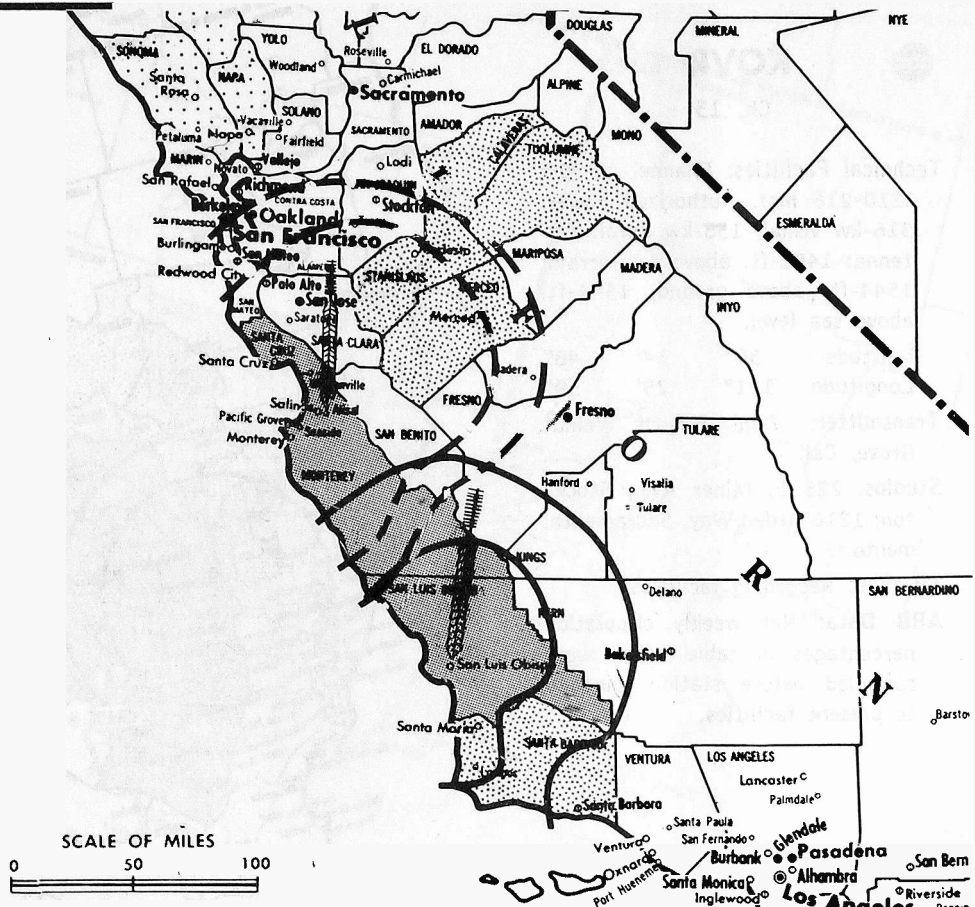
FM Affiliate: KSBW-FM, 18.5-kw,  
102.5 mc (No. 273), 2270-ft. antenna  
height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KSBW-TV Ref: FCC File No. BMPCT—3913 Granted 6/13/56  
KSBY-TV Ref: FCC File No. BMPCT—1066 Granted 4/29/53

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## KSBW-TV

Network Service: CBS, NBC.

Licensee: Central California Communications Corp., P.O. Box 1651,  
Salinas, Cal.

Studio: 238 John St.

Telephone: Harrison 2-6422.

TWX No.: ZL 89.

Ownership: John C. Cohan, pres., 53.15%; William M. Oates,  
8.48%; Edward S. Shattuck, v.p.-secy., 8.5%; Wood Building  
Co., 8.5%; Bruce Church estate, 4%; 8 other stockholders,  
none owns more than 2.5%. Also owns semi-satellite KSBY-TV,  
San Luis Obispo, Cal. John Cohan owns radios KVEC, San Luis  
Obispo & KNGS, Hanford-Fresno, Cal., Central Cal. Communica-  
tions Corp. (formerly Salinas Valley Bcstg.) also is AM radio  
applicant for Santa Maria, Cal. Note: Sale of KVEC pends.

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-  
TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it  
bought and merged KMBY-TV (Television Digest, Vol. 10:45 &  
11:6).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

JOHN COHAN, president and general manager.  
TOM BOISE, sales director.  
BILL WEST, operations manager.  
CLARKE BRADLEY, sales development director.  
BILL HARGAN, technical operations director.  
WES CHANEY, chief engineer.

See Next Column for  
Rate Card & Combination Rates.

### DIGEST OF RATE CARD NO. 6—(July 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$450.00	\$270.00	\$180.00	\$140.00	\$110.00	\$90.00

Combination Rates—KSBW-TV & KSBY-TV, San Luis Obispo.

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$128.00	\$108.00

NETWORK BASE HOURLY RATE: \$550 (CBS), \$550 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Monterey	55,300	49,600	90
	San Benito	4,700	4,100	87
	San Luis Obispo	27,100	24,000	89
	Santa Cruz	81,900	28,300	89
Stanislaus	49,800	43,400	88	
Between 25-50%	CALIFORNIA			
	Calaveras	3,500	3,100	88
	Santa Barbara	55,700	49,800	90
Tuolumne	5,200	4,500	86	
Under 25%	CALIFORNIA			
	Lake	5,400	4,400	80
	Merced	26,600	23,800	90
	Napa N.	3,300	3,000	91
	Napa S.	16,500	15,000	91
	Sonoma N.	33,900	30,000	89
Sonoma S.	15,800	14,000	89	

KSBW-TV & KSBY-TV Station Total 334,700 297,000 89  
ARB Total Net Weekly Circulation (March, 1962) 119,000

# California—San Bernardino

## KCHU-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 9.1-kw visual, 4.6-kw aural. Antenna: 340-ft. above av. terrain, 50-ft. above ground, 3250-ft. above sea level.

Latitude 34° 11' 51"  
Longitude 117° 17' 10"

Transmitter: 1800 Cloudland Drive.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

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## KCHU-TV

Network Service: None, independent.

Licensee: KCHU Television Inc., P.O. Box 18.

Studio: Admin. Bldg., National Orange Show Grounds, Mill & E Sts.

Telephone: TU 5-1919.

Ownership: Norman H. Rogers, 100%. Note: Sale pends to the Sun Co., publisher of San Bernardino Sun & Telegram.

Began Operation: Aug. 1, 1962.

Represented (sales) by Harland G. Oakes & Assoc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Elbert H. Dean, Fresno.

Personnel:

NORMAN H. ROGERS, president & general manager.  
DICK HUBER, national & regional sales manager.  
WILLIAM BELLMAN, local sales manager.  
ARNOLD BENUM, production director.  
DON ROGERS, office manager.  
DON SHILLER, program director.  
BEN STROTHMAN, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.	\$180.00	\$110.00	\$75.00	\$45.00	\$30.00	\$24.00
	\$15.00					

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



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IS IN THE BAG WITH  
"FELIX THE CAT"  
—TV's HAPPIEST  
CARTOON CHARACTER**

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NEW YORK . . . CHICAGO . . . HOLLYWOOD

# California—San Diego



**KFMB-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 158-kw maximum and 123-kw horizontal aural. Antenna: directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level. Latitude 32° 50' 17" Longitude 117° 14' 56"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

AM Affiliate: KFMB, 5-kw, 540 kc (CBS).

FM Affiliate: KFMB-FM, 18.5-kw, 100.7 mc (No. 264), 630-ft.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KFMB-TV Ref: FCC File No. BMPCT—3015 Granted 5/12/55

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## KFMB-TV

Licensee: Transcontinent Television Corp., 5th & Ash St., San Diego 1.

Studio: Fifth and Ash.

Telephone: Belmont 2-2114. TWX No.: 714-231-0839.

Ownership: Transcontinent Television Corp. For other interests, see WGR-TV, Buffalo, N.Y.

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Robert L. Hammett.

Personnel:

- DAVID C. MOORE, president, Transcontinent.
- GEORGE WHITNEY, v.p. & general manager.
- BILL FOX, station manager & film buyer.
- JACK VAN, local sales manager.
- GEORGE STANTIS, program & promotion director.
- SHIRLEY DIXON, asst. to the station manager.
- CHARLES ABEL, manager of engineering.
- WILLIAM MUELLER, controller.

DIGEST OF RATE CARD NO. 19  
(Sept. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec.\* ID\*  
Class AA—7:30-11 p.m., daily.  
\$1100.00 \$660.00 \$440.00 \$340.00 \$290.00 \$234.00 \$117.00  
NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA San Diego	330,800	305,900	93
<b>Between 25-50%</b>	None Between 25-50%			
<b>Under 25%</b>	CALIFORNIA Imperial Santa Barbara	19,000 55,700	15,400 49,800	81 90
<b>KFMB-TV Station Total</b>		<b>405,500</b>	<b>371,100</b>	<b>92</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>305,600</b>		



**PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE**

# California—San Diego

**NB KOGO-TV** 

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"  
Longitude 117° 14' 56.5"

Transmitter: Mt. Soledad.  
Studio: 47th St. & Federal Freeway.  
TV tape: Recording facilities.  
AM Affiliate: KOGO, 5-kw, 600 kc (NBC).  
FM Affiliate: KOGO-FM, 100-kw, 94.1 mc (No. 231), 640-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KOGO-TV Ref: FCC File No. BMPCT-3170 Granted 7/1/55

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## KOGO-TV

Licensee: Time-Life Broadcast Inc., 47th St. & Highway 94, San Diego 12.

Telephone: 262-2421. TWX No.: SD 6309.

Ownership: Time-Life Broadcast Inc., 100%. For other interests, see Time under Group Ownership.

Began Operation: Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 13:31-32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC April xx, 1962 (Vol. 2:13).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

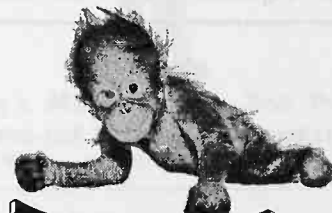
WILLIAM E. GOETZE, v.p. & general manager.  
JAY GRILL, director of sales.  
LEROY BELLWOOD, director of engineering.  
JOSEPH WALLACH, controller.  
BURKE ORMSBY, program director & film buyer.  
KEITH NICHOLSON, advertising & promotion manager.  
EARLE RAST, local sales manager.  
WILLIAM H. STEVENS, production manager.  
KEITH NICHOLSON, promotion director.  
ROBERT BAILEY, director of merchandising.  
LOUISE MYERS, director of operations & traffic.  
DEAN TURNER, continuity director.  
PAT HIGGINS, news director.

DIGEST OF RATE CARD NO. 3  
(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.*	10 Sec.
Class AA—8-9:30 p.m., daily.	\$1150.00	\$670.00	\$320.00	\$310.00	\$250.00	\$225.00
*Class A—7:30-11 p.m., daily.					\$113.00	

NETWORK BASE HOURLY RATE: \$960.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	San Diego	330,800	305,900	93
<b>Between 25-50%</b>	None			
	Between 25-50%			
<b>Under 25%</b>	CALIFORNIA			
	Imperial	19,000	15,400	81
	Santa Barbara	55,700	49,800	90
<b>KOGO-TV Station Total</b>		<b>405,500</b>	<b>371,100</b>	<b>92</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>			<b>280,500</b>	



## ZOORAMA

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# California—Tijuana-San Diego



**XETV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"

Longitude 117° 01' 08"

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

TV tape: Recording facilities.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/62.  
 TV Homes: TV% and Net Weekly Circulation  
 © 1962 American Research Bureau.

## XETV

Licensee: Radio-Television, S.A.  
 Business Address: 7th & Ash Street, San Diego 1, Cal.  
 Telephone: Belmont 4-8431. TWX No.: SD 6234.  
 Ownership: Emilio Azcarraga, principal stockholder. For other interests see Foreign Station Directory.  
 Began Operation: Feb. 18, 1953.  
 Represented (sales) by Blair Television Associates.  
 Represented (legal) by Fly, Shuebruk, Blume & Gaguine.  
 Personnel:  
 JULIAN M. KAUFMAN, v.p., general manager & film buyer.  
 LOU MEIERS, business manager.  
 TED MILLAN, sales manager.  
 PHIL FERNANDEZ, chief engineer.

Other Tijuana Outlet on next page

### DIGEST OF RATE CARD NO. 12—(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$300.00	\$275.00	\$250.00	\$125.00
NETWORK BASE HOURLY RATE: \$800.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA San Diego	330,800	305,900	93
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	CALIFORNIA Santa Barbara	55,700	49,800	90
XETV Station Total		386,500	355,700	92
ARB Total Net Weekly Circulation (March, 1962)			258,700	

# California—Tijuana-San Diego

## XEWT-TV

Ch. 12

[Spanish language outlet]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 5-kw aural. Antenna: 750-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level.

Latitude 32° 30' 50"  
Longitude 117° 01' 10"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

TV tape: Recording facilities.



Predicted contours supplied by station.

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## XEWT-TV

Network Service: None, independent Spanish language outlet.

Licensee: Televisora de Calimex, S.A., P.O. Box 996, San Ysidro, Cal.

Studio: Monte San Antonio, P.O. Box 12, Tijuana, Baja California, Mexico.

Telephone: 5-9201.

Ownership: Telesistema Mexicano S.A.; Emilio Azcarraga, principal stockholder. For other interests, see XEWT-TV, Mexico City, in Foreign Station Directory.

Began Operation: July 12, 1960.

Represented (sales) by Harlan G. Oakes & Associates.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

ARON SUSSELY HOUSE, general manager, sales manager & film buyer.

RENE ARMANDO LAFON, production & programming director.

FELIPE FERNANDEZ, chief engineer.

### DIGEST OF RATE CARD NO. 2

(Nov. 10, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.					
\$120.00	\$75.00	\$50.00	\$35.00	\$18.00	\$14.00

Note: Additional charge of \$10 per half hour for use of projector or TV tape recorder. For use of studio, charge is 30% over the rate.

ARB data not available based on 1960 coverage study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

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"FELIX THE CAT"  
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CARTOON CHARACTER



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NEW YORK . . . CHICAGO . . . HOLLYWOOD

# California—San Francisco



**KGO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1210-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

TV tape: Recording facilities.

AM Affiliate: KGO, 50-kw, 810 kc (ABC).

FM Affiliate: KGO-FM, 23.6-kw, 103.7 mc (No. 279), 1180-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KGO-TV Ref: FCC File No. BPCT-1514 Granted 5/5/53

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## KGO-TV

Licensee: American Broadcasting Co., 277 Golden Gate Ave., San Francisco 2.

Studio: 277 Golden Gate Ave.

Telephone: Underhill 3-0077.

TWX No.: SF 147.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- DAVID M. SACKS, v.p. & general manager.
- RUSS COUGHLAN, general sales manager.
- JACK GREGORY, sales manager.
- SEYMOUR HOROWITZ, program manager & film buyer.
- JAMES MONROE, director, sales research.
- GEORGE T. RODMAN, promotion & publicity director.
- ROBERT MITCHELL, film department director.
- HARRY JACOBS, chief engineer.
- CALVIN THOMAS, production manager.
- VICTOR REED, director of news.

### DIGEST OF RATE CARD NO. 25 (Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AAA—7:29-11 p.m., Mon.-Fri.; 6:59-11 p.m., Sat.; 6:29-11 p.m., Sun.	\$2100.00	\$1260.00	\$840.00	\$630.00	\$725.00	\$660.00

\*See prime card.

NETWORK BASE HOURLY RATE: \$2400.

For ABC Western Regional Network Stations, see the ABC Network Listing.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>CALIFORNIA</b>				
		Alameda E.	10,200	9,400	92
		Alameda W.	298,900	273,800	92
		Contra Costa E.	63,300	59,600	95
		Contra Costa W.	60,300	56,800	95
		Lake	5,400	4,400	80
		Marin	47,400	43,400	92
		Mendocino	15,500	12,400	80
		Napa N.	3,300	3,000	91
		Napa S.	16,500	15,000	91
		San Francisco	296,500	246,000	83
		San Mateo	145,800	138,700	96
		Santa Clara E.	7,100	6,600	93
		Santa Clara W.	194,600	180,900	93
	Solano E.	17,200	16,200	94	
	Solano W.	22,800	21,500	94	
	Sonoma N.	33,900	30,000	89	
	Sonoma S.	15,800	14,000	89	
<b>Between 25-50%</b>	<b>CALIFORNIA</b>				
		Merced	26,600	23,800	90
		San Benito	4,700	4,100	87
		San Joaquin	77,500	68,700	89
	Stanislaus	49,800	43,400	88	
<b>Under 25%</b>	<b>CALIFORNIA</b>				
		Amador	3,200	2,800	87
		Calaveras	3,500	3,100	88
		Colusa	4,000	3,500	87
		El Dorado	10,500	9,700	92
		Glenn	5,400	4,900	90
		Monterey	55,300	49,600	90
		Nevada	7,500	6,600	88
		Placer	18,100	16,300	90
		Sacramento	162,400	150,700	93
		Santa Cruz	31,900	28,300	89
		Sutter	10,400	9,600	93
	Tuolumne	5,200	4,500	86	
	Yolo	20,900	18,900	90	
<b>KGO-TV Station Total</b>		<b>1,751,400</b>	<b>1,580,200</b>	<b>90</b>	
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>1,112,100</b>			



# California—San Francisco



**KPIX**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Mt. Sutro Television Center.

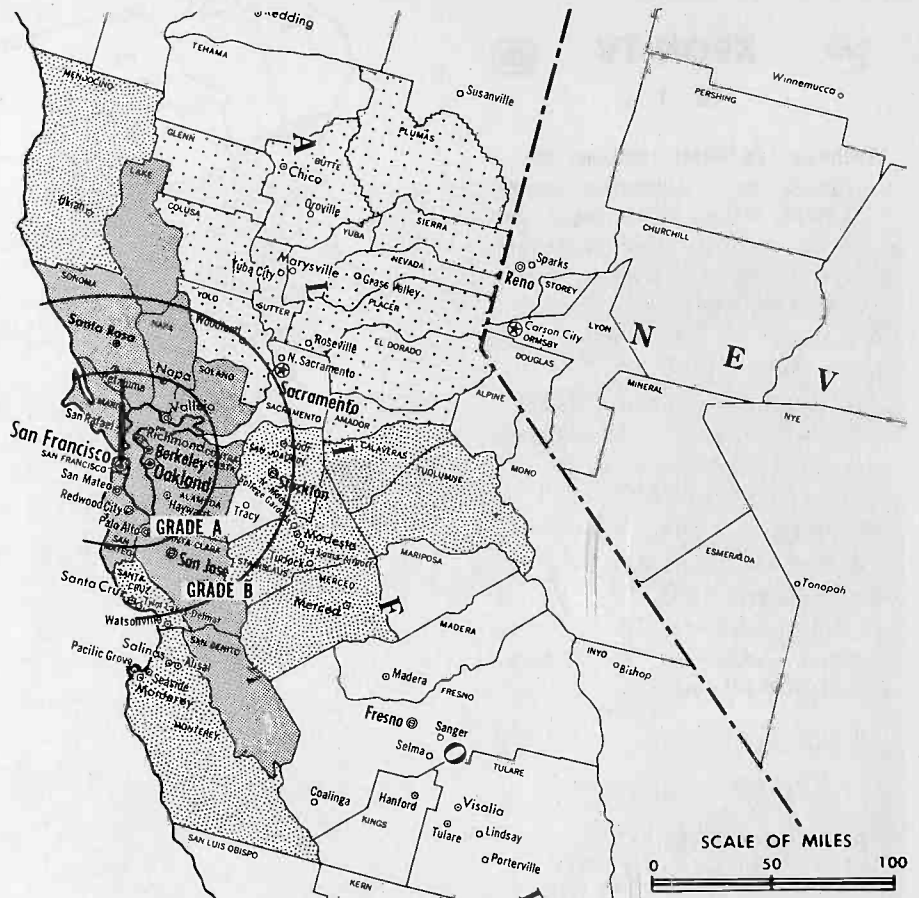
Studio: 2655 Van Ness.

Telephone: Prospect 6-5100.

TWX No.: SF 168.

TV tape: Recording facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KPIX Ref: FCC File No. BNPCT-912 Granted 1/2/53

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## KPIX

Licensee: Westinghouse Broadcasting Co. Inc., 2655 Van Ness Ave., San Francisco 9, Cal.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; R. V. Tooke, exec. v.p.; C. C. Woodard, v.p., administration; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p., engineering; Richard M. Pack, v.p., programming; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); WJZ-TV, Baltimore; and radio stations KEX, Portland, Ore. (sale pends to Gene Autry group.); WOWO, Ft. Wayne, Ind.; WBZA Springfield, Mass. Also owns WIND, Chicago.

Began Operation: Dec. 25, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president.
- R. V. TOOKE, executive v.p.
- PHILIP G. LASKY, v.p., West Coast operations.
- LOUIS S. SIMON, general manager.
- R. E. PUSEY, business manager.
- WILLIAM HUNEFELD JR., sales manager.
- ROBERT MIGGINS, assistant sales manager.
- ROBERT SMITH, advertising & sales promotion manager.
- AL BACCARI, publicity director.
- RAY HUBBARD, program manager & film buyer.
- PAUL TURNER, asst. program manager.
- CARYL COLEMAN, public affairs director.
- DEACON ANDERSON, news director.
- BEN WOLFE, chief engineer.

### DIGEST OF RATE CARD NO. 17-A—(Dec. 17, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$2300.00	\$1380.00	\$920.00	\$550.00*	\$500.00*	\$250.00*

\*Class A—(5:59-7:29 p.m., Mon.-Sat.; 6:20-7:29 p.m., 10:59-11:01 p.m., Sat.; 4:01-7:29 p.m., 10:59-11:01 p.m. Sun.)

NETWORK BASE HOURLY RATE: \$2500.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>CALIFORNIA</b>				
		Alameda E.	10,200	9,400	92
		Alameda W.	298,900	273,800	92
		Contra Costa E.	63,300	59,600	95
		Contra Costa W.	60,300	56,800	95
		Lake	5,400	4,400	80
		Marin	47,400	43,400	92
		Napa N.	3,300	3,000	91
		Napa S.	16,500	15,000	91
		San Benito	4,700	4,100	87
		San Francisco	296,500	246,000	83
		San Mateo	145,800	138,700	96
		Santa Clara E.	7,100	6,600	93
		Santa Clara W.	194,600	180,900	93
		Solano E.	17,200	16,200	94
		Solano W.	22,800	21,500	94
		Sonoma N.	33,900	30,000	89
	Sonoma S.	15,800	14,000	89	
Between 25-50%	<b>CALIFORNIA</b>				
		Calaveras	3,500	3,100	88
		Mendocino	15,500	12,400	80
		Merced	26,600	23,800	90
		Monterey	55,300	49,600	90
		San Joaquin	77,500	68,700	89
		Santa Cruz	31,900	28,300	89
	Stanislaus	49,800	43,400	88	
	Tuolumne	5,200	4,500	86	
Under 25%	<b>CAL.: Amador</b>				
		Butte	28,400	24,900	88
		Colusa	4,000	3,500	87
		El Dorado	10,500	9,700	92
		Glenn	5,400	4,900	90
		Nevada	7,500	6,600	88
		Placer	18,100	16,300	90
		Plumas	3,900	3,200	82
		Sierra	800	700	81
		Sutter	10,400	9,600	93
	Yolo	20,900	18,900	90	
<b>KPIX Station Total</b>		1,622,100	1,458,300	90	
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		1,202,900			

# California—San Francisco



**KRON-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1480-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

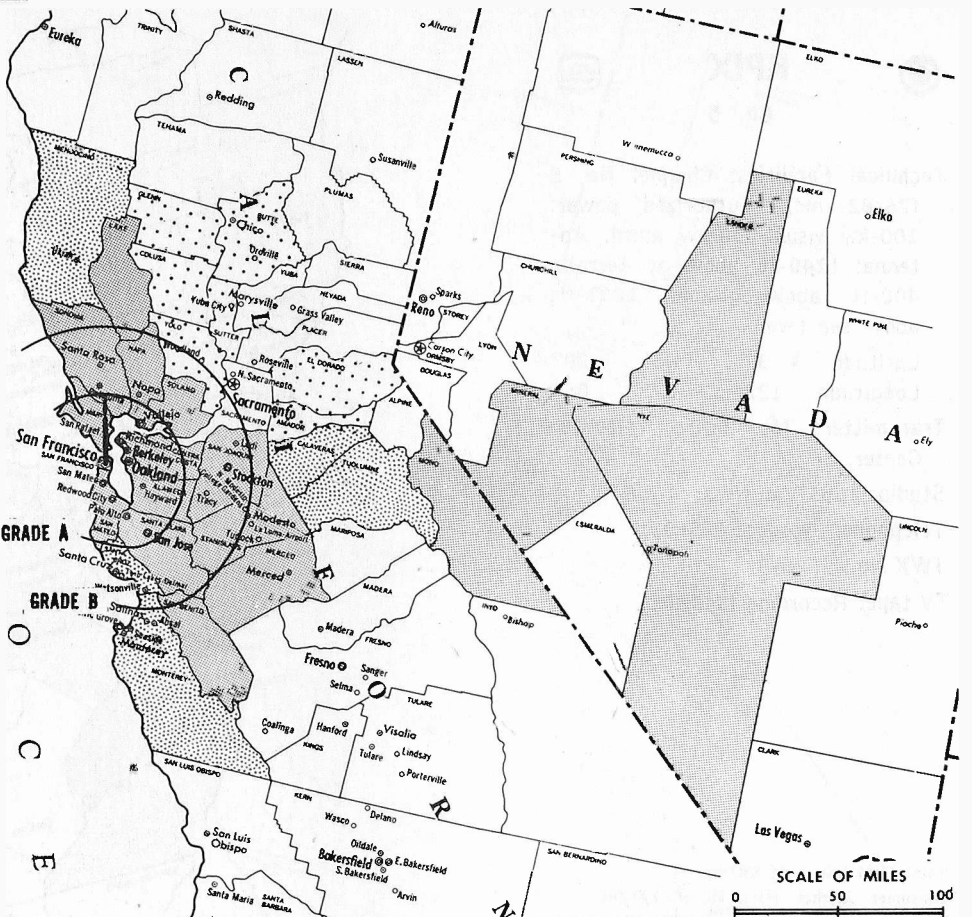
Requests change to 1818-ft. above av. terrain, 734-ft. above ground, 2049-ft. above sea level, lat. 37° 41' 15", long. 122° 26' 04".

Transmitter: TV Peak, San Bruno Mt.

TV tape: Recording facilities.

FM Affiliate: KRON-FM, 13.5-kw, 96.5 mc (No. 243), 1360-ft. antenna. Holds CP for 28.5-kw, 1770-ft. antenna.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KRON-TV Ref: FCC File No. BMPCT-859 Granted 1/2/53

©American Map Co., Inc., N.Y., No. 14244

## KRON-TV

Licensee: Chronicle Publishing Co., 901 Mission St. (zone 19).  
Studio: 929 Mission St.  
Telephone: Garfield 1-1100. TWX No.: SF 283.  
Ownership: Chronicle Publishing Co., publisher of San Francisco Chronicle; Charles DeYoung Thieriot, pres.  
Began Operation: Nov. 15, 1949.  
Represented (sales) by Peters, Griffin, Woodward Inc.  
Represented (legal) by Lester W. Spillane (San Francisco).  
Represented (engineering) by Hammett & Edison (San Francisco).  
Personnel:  
HAROLD P. SEE, v.p. for TV & general manager.  
A. H. (AL) CONSTANT, station manager.  
WILLIAM A. MORRISON, sales manager.  
A. RICHARD ROBERTSON, promotion & merchandising manager.  
THOMAS MULLAHEY, public affairs director.  
ROBERT GLASSBURN, program manager.  
DAVID SCHNEIDER, asst. program manager.  
J. L. BERRYHILL, chief engineer.

### DIGEST OF RATE CARD NO. 20 (April 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AAA—7:30-10:30 p.m., daily.						
\$2350.00	\$1290.00			\$850.00	\$750.00	\$375.00

\*Class AAA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$2600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Alameda E.	10,200	9,400	92
	Alameda W.	298,900	273,800	92
	Contra Costa E.	63,300	59,600	95
	Contra Costa W.	60,300	56,800	95

### Net Weekly Circulation

### State County

### Total Households

### TV Homes %

<b>Over 50%</b>	CALIFORNIA—(Continued)			
	Lake	5,400	4,400	80
	Marin	47,400	43,400	92
	Merced	26,600	23,800	90
	Mono	900	600	63
	Napa N.	3,300	3,000	91
	Napa S.	16,500	15,000	91
	San Benito	4,700	4,100	87
	San Francisco	296,500	246,000	83
	San Joaquin	77,500	68,700	89
	San Mateo	145,800	138,700	96
	Santa Clara E.	7,100	6,600	93
	Santa Clara W.	194,600	180,900	93
	Solano E.	17,200	16,200	94
	Solano W.	22,800	21,500	94
	Sonoma N.	33,900	30,000	89
	Sonoma S.	15,800	14,000	88
Stanislaus	49,800	43,400	88	
<b>Between 25-50%</b>	NEVADA			
	Lander	500	400	64
	Mineral	1,900	1,700	85
	Nye	1,600	1,000	60
<b>Under 25%</b>	CALIFORNIA			
	Calaveras	3,500	3,100	88
	Mendocino	15,500	12,400	80
	Monterey	55,300	49,600	90
	Santa Cruz	31,900	28,300	89
	Tuolumne	5,200	4,500	86
<b>Under 25%</b>	CALIFORNIA			
	Amador	3,200	2,800	87
	Butte	28,400	24,900	88
	Colusa	4,000	3,500	87
	El Dorado	10,500	9,700	92
	Glenn	5,400	4,900	90
	Sutter	10,400	9,600	93
Yolo	20,900	18,900	90	

KRON-TV Station Total 1,596,700 1,435,200 90  
ARB Total Net Weekly Circulation (March, 1962) 1,142,300

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

# California—Oakland-San Francisco

**KTVU**

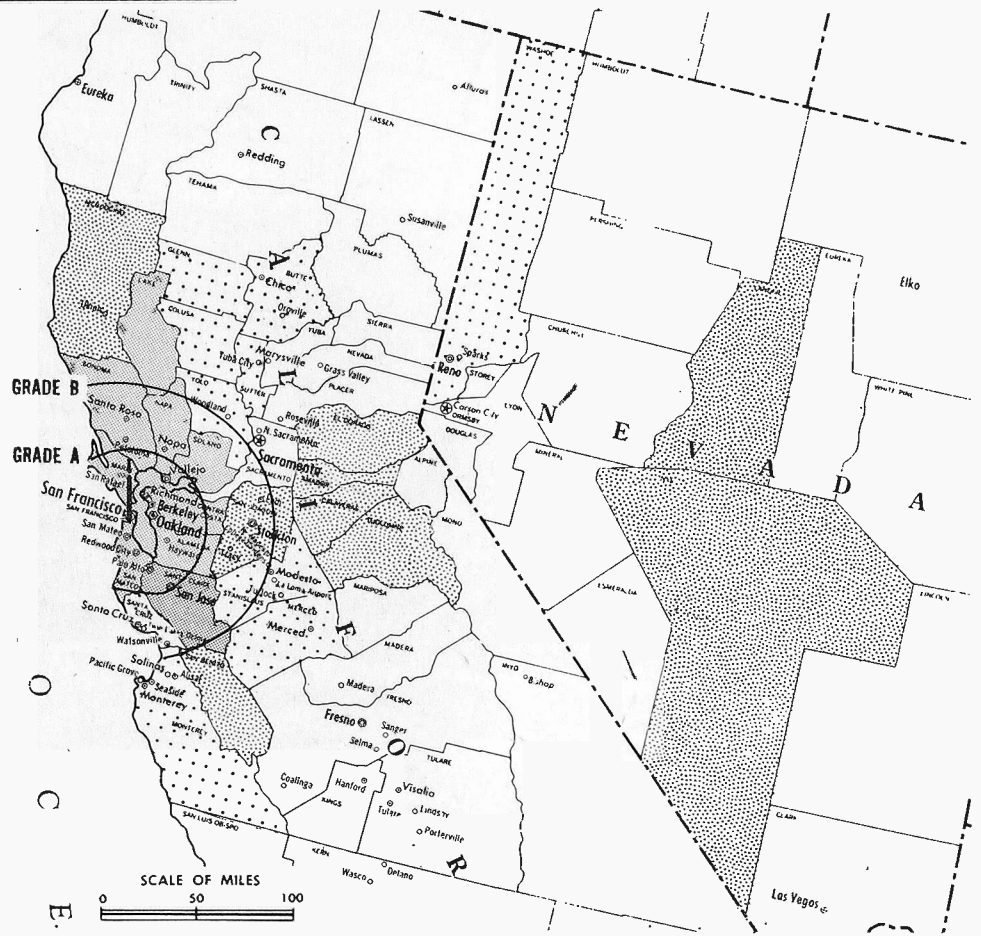
Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1186-ft. above av. terrain, 188-ft. above ground, 1408-ft. above sea level.

Latitude 37° 41' 20"  
Longitude 122° 26' 07"

Transmitter: San Bruno Mt.  
TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTVU Ref: FCC File No. BPCT-1842 Granted 9/16/57

©American Map Co., Inc., N.Y., No. 14244

## KTVU

Network Service: None, independent.

Grantee: San Francisco-Oakland Television Inc., One Jack London Square, Oakland 7.

Studio: Jack London Square.

Telephone: Templebar 4-2000.

TWX No.: 415-891-9266.

Ownership: Ward D. Ingram, pres.-treas., 25.005%; Wm. D. Pabst, exec. v.p. & secy., 25.005%; Harry R. Lubcke, v.p., .25%; Edwin W. Pauley, 25.005%; Stoddard P. Johnson, asst. secy., 4.945%; Willet H. Brown, 19.79%. Mr. Brown also owns radios KGB & KGB-FM, San Diego.

Began Operation: March 3, 1958.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Harry R. Lubcke.

Personnel:

WILLIAM D. PABST, exec. v.p.-general manager.  
WARD D. INGRIM, president & general sales manager.  
FRANK G. KING, v.p. & national sales manager.  
GLENN W. MAEHL, local sales manager.  
JOE COSTANTINO, sales promotion director.  
QUENTIN KELLY, publicity director.  
WALT HARRIS, production manager.  
BUDD WIENER, sales service manager.  
ROBERT ARNE, chief engineer.

### DIGEST OF RATE CARD NO. 6 (Dec. 1, 1961)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.					
\$1350.00	\$810.00	\$540.00	\$400.00	\$340.00	\$200.00

For Additional Information on This Transfer,  
see the Sales & Transfers Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>CALIFORNIA</b>			
	Alameda E.	10,200	9,400	92
	Alameda W.	298,900	273,800	92
	Contra Costa E.	63,300	59,600	95
	Contra Costa W.	60,300	56,800	95
	Lake	5,400	4,400	80
	Marin	47,400	43,400	92
	Napa N.	3,300	3,000	91
	Napa S.	16,500	15,000	91
	San Francisco	296,500	246,000	83
	San Mateo	145,800	138,700	96
	Santa Clara E.	7,100	6,600	93
	Santa Clara W.	194,600	180,900	93
	Solano E.	17,200	16,200	94
	Solano W.	22,800	21,500	94
	Sonoma N.	33,900	30,000	89
Sonoma S.	15,800	14,000	89	
Between 25-50%	<b>CALIFORNIA</b>			
	Amador	3,200	2,800	87
	Calaveras	3,500	3,100	88
	El Dorado	10,500	9,700	92
	Mendocino	15,500	12,400	80
	San Benito	4,700	4,100	87
	San Joaquin	77,500	68,700	89
	Tuolumne	5,200	4,500	86
<b>NEV.: Lander</b>	500	400	64	
<b>Nye</b>	1,600	1,000	60	
Under 25%	<b>CALIFORNIA</b>			
	Butte	28,400	24,900	88
	Colusa	4,000	3,500	87
	Glenn	5,400	4,900	90
	Merced	26,600	23,800	90
	Monterey	55,300	49,600	90
	Santa Cruz	31,900	28,300	89
	Stanislaus	49,800	43,400	88
	Sutter	10,400	9,600	93
	Yolo	20,900	18,900	90
<b>NEV.: Washoe</b>	29,700	26,100	88	
<b>KTVU Station Total</b>		1,623,600	1,459,000	90
<b>ARB Total Net Weekly Circulation (March, 1962)</b>			1,011,200	

# California—San Jose

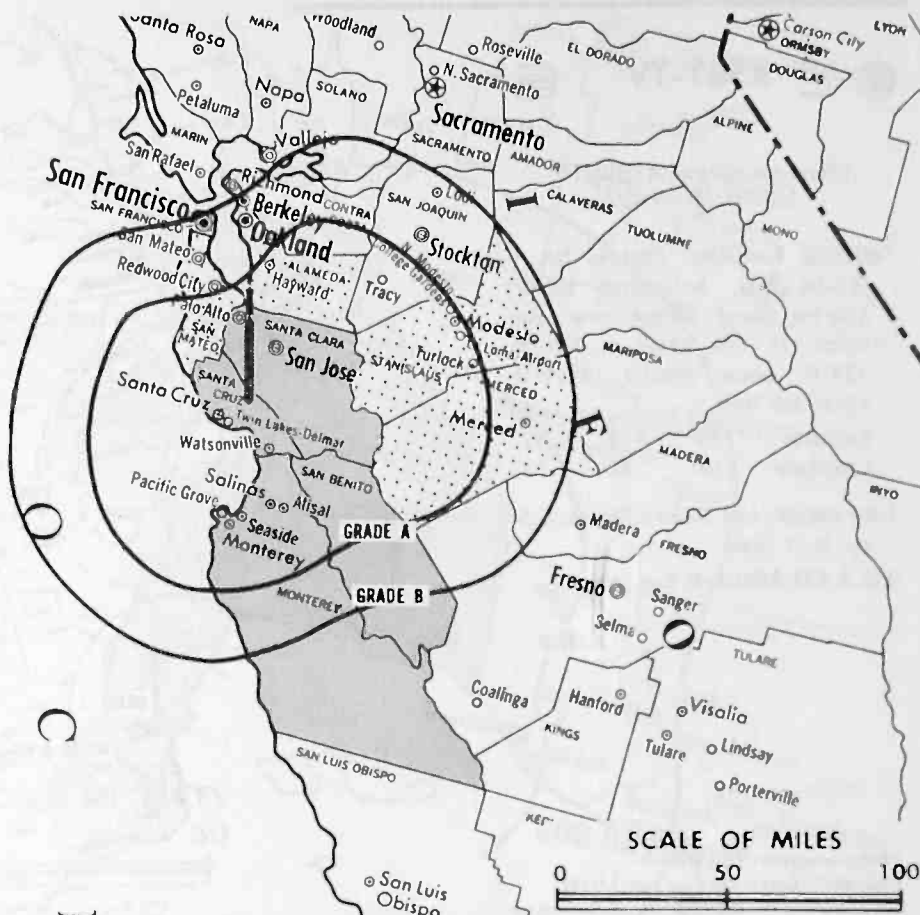


**KNTV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.8-kw visual, 15.8-kw aural. Antenna: directional, 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level. Latitude 37° 06' 40" Longitude 121° 50' 34" Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KNTV Ref: FCC File No. BPCT-2281 Granted 5/17/57

© American Map Co., Inc., N.Y., No. 14214

## KNTV

Licensee: Standard Radio & Television Co., 645 Park Ave.

Studio: 645 Park Ave.

Telephone: Cypress 7-5577.

Ownership: Allen T. Gilliland Jr., W. W. Jacka and Bank of America National Trust & Savings Assn., executors of estate of Allen T. Gilliland Sr., 100% owner.

Began Operation: Sept. 12, 1955.

Represented (sales) by Young Television Corp.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

- ALLEN T. GILLILAND, president.
- FRAN CONRAD, station manager & national sales manager.
- NORMAN PAUL, local sales manager.
- ROBERT HOSFELDT, program director.
- ROGER ORR, news director.
- MIKE KILIAN, promotion director.
- ROBERT A. LATHAM, chief engineer.

### DIGEST OF RATE CARD NO. 3 (July 1, 1961)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.				
\$400.00	\$225.00	\$130.00	\$120.00	\$60.00
NETWORK BASE HOURLY RATE: \$300.				

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Monterey	55,300	49,600	90
	San Benito	4,700	4,100	87
	Santa Clara E.	7,100	6,600	93
	Santa Clara W.	194,600	180,900	93
	Santa Cruz	31,900	28,300	89
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	CALIFORNIA			
	Alameda E.	10,200	9,400	92
	Alameda W.	298,900	273,800	92
	Merced	26,600	23,800	90
	San Mateo	145,800	138,700	96
	Stanislaus	49,800	43,400	88
KNTV Station Total		824,900	758,600	92
ARB Total Net Weekly Circulation (March, 1962)			286,300	



### THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# California—San Luis Obispo



Ch. 6



[Semi-satellite of KSBW-TV,  
Salinas-Monterey]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
100-kw visual, 50-kw aural. Antenna:  
1571-ft. above av. terrain,  
459-ft. above ground, 2709-ft.  
above sea level.

Latitude 35° 21' 37"  
Longitude 120° 38' 57"

Transmitter: Los Padres Forest, 5.5-  
mi. N of town.

AM & FM Affiliates: See below.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/29/53

©American Map Co., Inc., N.Y., No. 14244

## KSBY-TV

Network Service: CBS, NBC, same as KSBW-TV.

Licensee: Central California Communications Corp., Box 1651,  
Salinas, Cal.

Studio: Mt. View & Hill Sts.

Telephone: Liberty 3-0920.

AM Affiliate: KVEC, 1-kw, (.5-kw night), 920 kc (ABC, MBS).

FM Affiliate: KVEC-FM, 30-kw, 93.3 mc (No. 227), 1219-ft. antenna height (CP).

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Central California Communications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-owners John C. Cohan and Jerome Kantro approved July 18, 1957 by FCC. Cohan and Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (Television Digest, Vol. 12:24; 13:22, 29).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Robert L. Hammett (San Francisco).

Personnel:

JOHN C. COHAN, general manager (KSBW-TV).  
ART HAPGOOD, station manager.  
TOM BOISE, sales director.  
BILL HARGAN, director of engineering.  
CHARLIE MITCHELL, chief engineer.

## DIGEST OF RATE CARD NO. 6 (July 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$88.00	\$78.00	\$60.00	\$52.00	\$28.00

Combination rate: See KSBW-TV listing.

NETWORK BASE HOURLY RATE: Bonus to KSBW-TV, Salinas-Monterey which has \$550 hourly rate. (CBS & NBC).

ARB Data for this Station Included With  
Report for Parent KSBW-TV, Salinas, Cal.

## TO BUY OR SELL A TELEVISION OR RADIO STATION HAMILTON-LANDIS & ASSOC., Inc.

WASHINGTON, D.C.  
1737 DeSales St., N.W.  
EX 3-3456

CHICAGO  
1714 Tribune Tower  
DE 7-2754

SAN FRANCISCO  
111 Sutter St.  
EX 2-5671

DALLAS  
1511 Bryan St.  
RI 8-1175

NATIONWIDE • NEGOTIATIONS  
FINANCING • APPRAISALS

# California—Santa Barbara



**KEYT**

Ch. 3



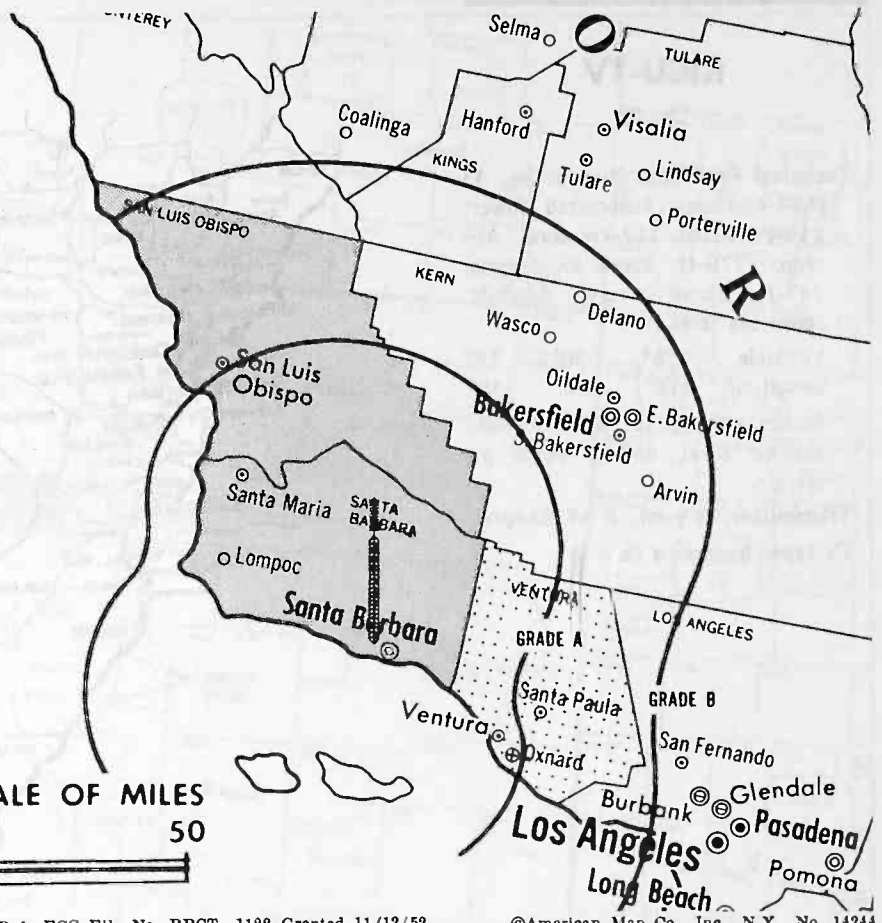
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"  
Longitude 119° 57' 08"

Transmitter: TV Peak, Santa Ynez Mts.

Studio: 730 Miramonte Dr.

Represented (engineering) by A. E. Towne Associates Inc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation.  
© 1962 American Research Bureau.

KEY-T Ref: FCC File No. BPCT-1122 Granted 11/12/52

© American Map Co., Inc., N.Y., No. 14244

## KEYT

Network Service: ABC, NBC.

Licensee: Key Television Inc., 730 Miramonte Dr.

Telephone: Woodland 5-8533. TWX No.: ZB 8998.

Ownership: Key Television Inc.

Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (Television Digest, Vols. 12:52; 13:9, 13).

Represented (sales) by Young Television Corp.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

- WILLIAM F. LUTON, president & treasurer.
- LESLIE H. NORINS, v.p. & general manager.
- HAROLD C. O'DONNELL, program director.
- EDWARD J. RYAN, promotion & merchandising director.
- RICHARD ALVARI, production manager.
- BILL HUDDY, director of news & public affairs.
- TED FROMING, chief engineer.
- J. DESMOND COWAN, comptroller.
- LYNNE HENTHORN, traffic manager.

## DIGEST OF RATE CARD NO. 6-A (May 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$450.00	\$270.00	\$225.00	\$157.50	\$112.50	\$75.00 \$45.00

Min. or  
Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—7:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	San Luis Obispo	27,100	24,000	89
	Santa Barbara	55,700	49,800	90
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	CALIFORNIA			
	Ventura	58,700	54,900	94
KEYT Station Total		141,500	128,700	91
ARB Total Net Weekly Circulation (March, 1962)			84,900	

**KICU-TV**

Ch. 43

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 214-kw visual, 117-kw aural. Antenna: 770-ft. above av. terrain, 147-ft. above ground, 5269-ft. above sea level.

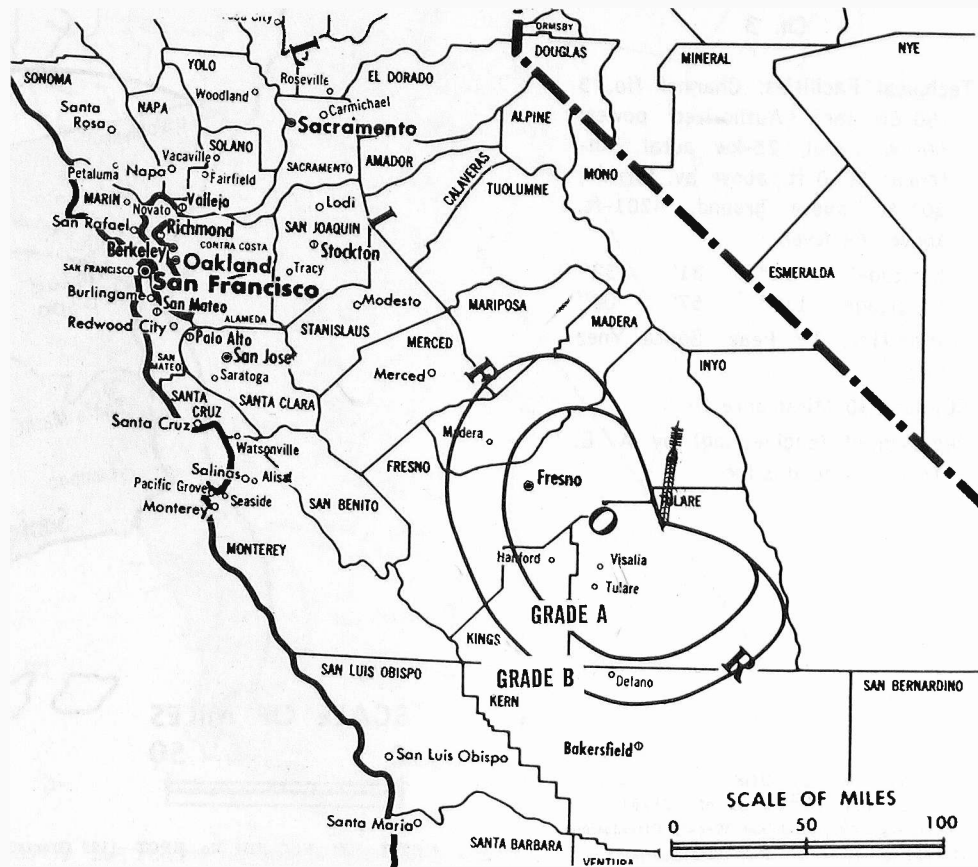
Latitude 36° 38' 15"

Longitude 118° 56' 35"

Requests change to 1072-kw visual, 166-kw aural, 988-ft. above av. terrain.

Transmitter: 3.9-mi. E of Badger.

TV tape: Recording facilities.



**KICU-TV**

Network Service: None, independent.

Grantee: Sierra Broadcasting Inc., 1111 Market St., San Francisco, Cal.

Studio: 2139 E. Main St., Visalia. Business Office: 2803 Divisadero, Fresno.

Telephones: Market 1-8171 (San Francisco); Redwood 2-6436 (Visalia); Amherst 8-9784 (Fresno).

Ownership: Norwood J. Patterson, 100%. Patterson also owns 67% of radio KSAN, San Francisco and radio KBIF, Fresno.

Began Operation: December 23, 1961.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Duval & Southmayd.

Represented (engineering) by Radio Consulting Engineering Co.

Personnel:

W. O. EDHOLM, general manager.

DON WEBSTER, director of operations.

CURT PETERSON, chief engineer.

**DIGEST OF RATE CARD NO. 1**  
(Nov. 1, 1961)

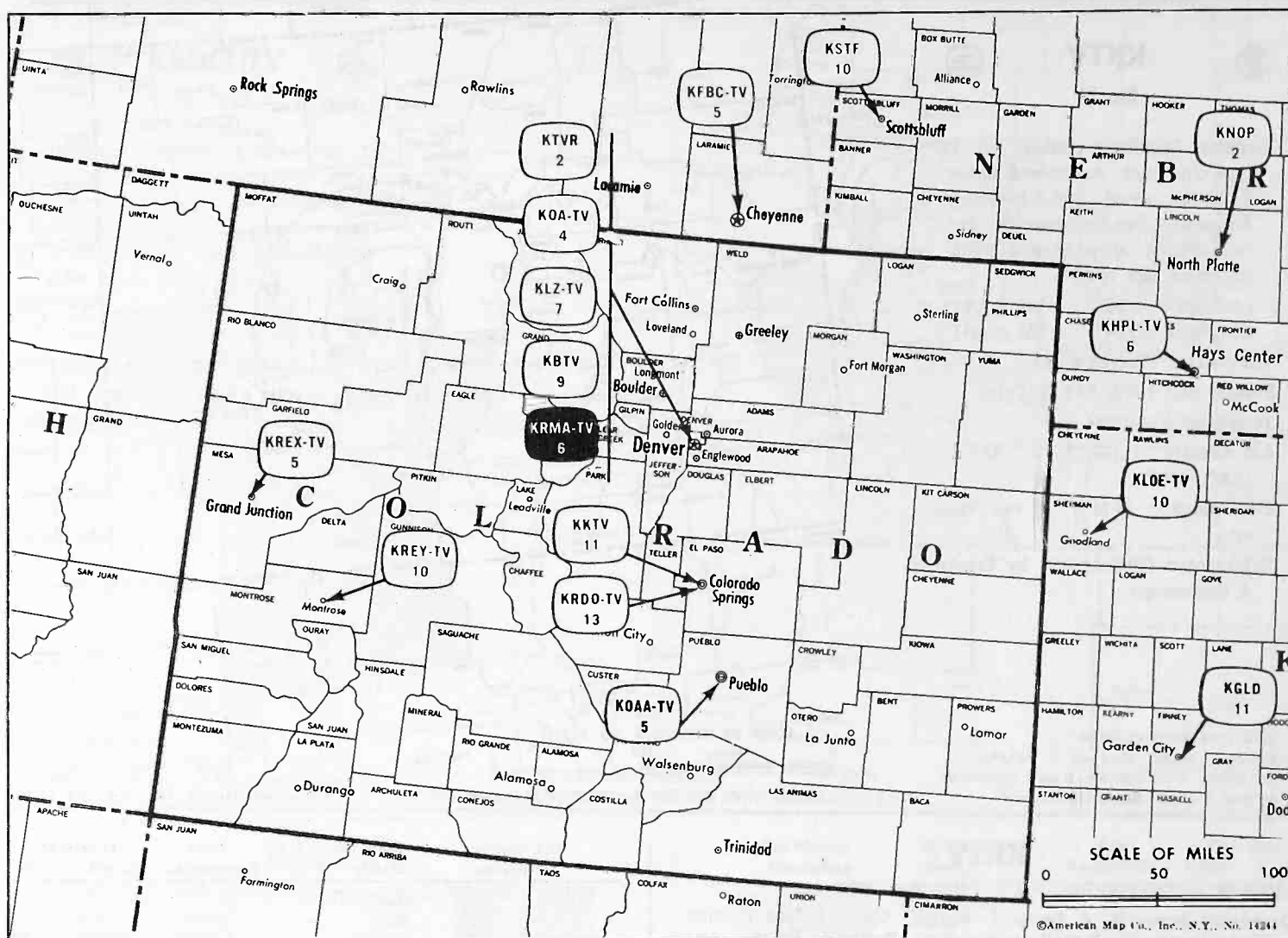
Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class A—10:30 p.m., daily.				
\$400.00	\$240.00	\$140.00	\$100.00	\$50.00

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



**PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE**





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Denver	365,200	47	484,800	58	436,700	59
Colorado Springs-Pueblo	66,000	164	135,300	165	116,800	164
Grand Junction-Montrose	27,300	199	34,200	209	28,500	209

Colorado Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	1	0	1
			10

**State Cross Reference List**  
Communities That Receive Programs of Stations That Are Located Elsewhere

**KKTU**  
**Pueblo**  
(See Colorado Springs, Colo.)

See CATV Directory  
for State's CATV Systems

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KRMA-TV**  
**Denver**  
Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver 2.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 15.5-kw visual, 8.51-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level. Holds CP for change to 100-kw visual, 53.5-kw aural.

Latitude 39° 43' 47"  
Longitude 105° 14' 59"

# Colorado—Colorado Springs



**KKTV**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 232.6-kw visual, 116.3-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

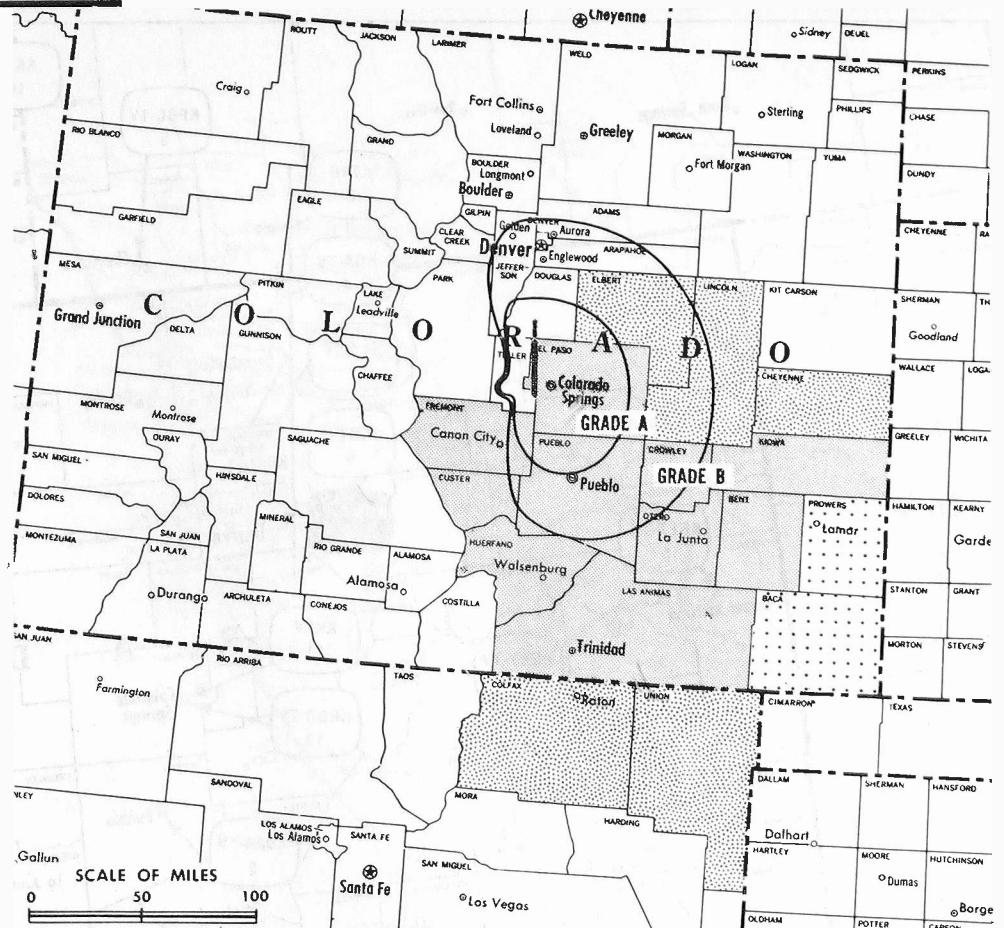
Latitude 38° 44' 41"  
Longitude 104° 51' 41"

Transmitter: Cheyenne Mt.  
Studio: Box 1078, 512 S. Tejon.  
Telephone: 634-2844.

AM Affiliate: KGHF, 5-kw, 1350 kc (ABC, MBS).

FM Affiliate: KFMH, 25-kw, 96.5 mc.

Represented (engineering) by Creutz & Snowberger.



KKTV Ref: FCC File No. BPCT-2759 Granted 4/27/60

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Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

## KKTV

Licensee: TV Colorado Inc., 512 S. Tejon, Box 1078.

Ownership James D. & Betty Z. Russell, 50%; Gifford Phillips, 50%. James D. Russell, pres.-treas.; Betty Z. Russell, v.p.; Robert D. Ellis, v.p.-secy. TV Colorado Inc. owns radio KGHF, Pueblo, Colo. and FM KFMH, Colorado Springs, Colo.

Began Operation: Dec. 7, 1952.

Represented (sales) by Venard, Torbet & McConnell Inc., Bob Hix Co. Inc. (Mountain states).

Represented (legal) by Hogan & Hartson.

Personnel:

JAMES D. RUSSELL, president and general manager.  
ROBERT D. ELLIS, v.p., national sales manager & film buyer.  
MAE DENE ELLIS, film buyer.  
HAL KENNEDY, program and news director.  
H. COZINE STRAND, director, engineering.

DIGEST OF RATE CARD NO. 7  
(Oct. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min.\* 20 Sec.\* 10 Sec.\*  
Class A—6-10 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$65.00 \$60.00 \$30.00

\*Class A—6:01-9:59 p.m., Mon.-Fri.; 6-9 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Bent	2,000	1,700	84
	Crowley	1,200	1,100	90
	Custer	400	400	73
	El Paso	44,700	41,500	93
	Fremont	6,200	5,100	82
	Huerfano	2,400	1,800	74
	Kiowa	800	600	74
	Las Animas	5,900	4,100	70
	Otero	7,100	6,100	86
Pueblo	33,400	30,900	93	
Between 25-50%	COLORADO			
	Cheyenne	800	600	73
	Elbert	1,200	1,000	82
	Lincoln	1,700	1,500	85
	NEW MEXICO			
Colfax	3,900	2,900	73	
Union	1,800	1,200	67	
Under 25%	COLORADO			
	Baca	2,000	1,100	52
Prowers	4,000	2,800	70	
KKTV Station Total		119,500	104,400	87
ARB Total Net Weekly Circulation (March, 1962)			64,400	

# Colorado—Colorado Springs-Pueblo



**KRDO-TV**



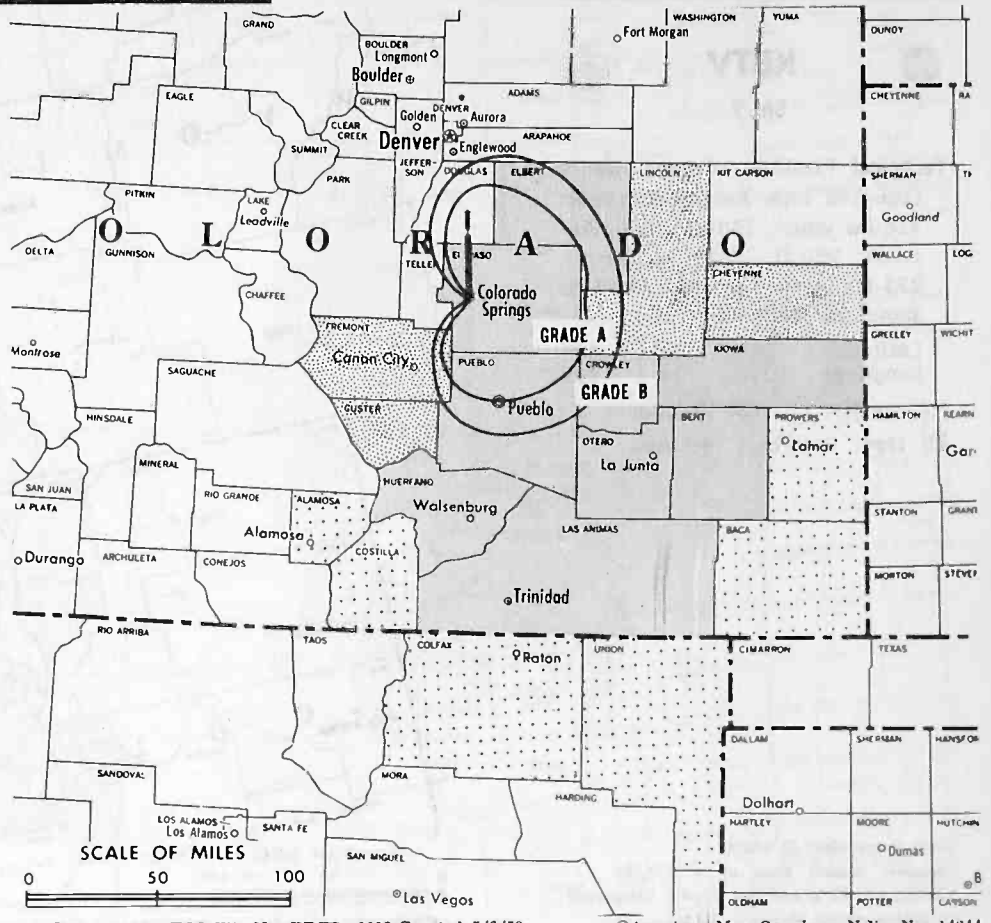
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 225-kw visual, 112.5-kw aural. Antenna: 2080-ft. above av. terrain, 150-ft. above ground, 9470-ft. above sea level.

Latitude 38° 44' 47"  
Longitude 104° 51' 37"

Transmitter: Cheyenne Mt.

AM Affiliate: KRDO, 1-kw (.25-kw night), 1240 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KRDO-TV Ref: FCC File No. BPCT-2008 Granted 5/6/59

© American Map Co., Inc., N.Y. No. 14244

## KRDO-TV

Licensee: Pikes Peak Broadcasting Co., 399 S. 8th St., P.O. Box 1457.

Studio: 399 S. 8th St.

Telephone: Melrose 2-1515.

Ownership: Harry W. Hoth Jr., 75.65%; estate of Wm. J. Gregory, 21.09%. For changes from original stockholders, see Sales & Transfers section.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by Adam Young Inc.

Represented (legal) by George O. Sutton.

Personnel:

HARRY W. HOTH JR., president & general manager.  
JAY GARDNER, station manager & film buyer.  
DAROLD WILKINSON, business manager.  
CHARLES UPTON, chief engineer.

DIGEST OF RATE CARD NO. 9  
(Jan. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$80.00	\$70.00
NETWORK BASE HOURLY RATE:	\$300.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Bent	2,000	1,700	84
	Crowley	1,200	1,100	90
	Elbert	1,200	1,000	82
	El Paso	44,700	41,500	93
	Huerfano	2,400	1,800	74
	Kiowa	800	600	74
	Las Animas	5,900	4,100	70
	Otero	7,100	6,100	86
Pueblo	33,400	30,900	93	
Between 25-50%	COLORADO			
	Cheyenne	800	600	73
	Custer	400	400	73
	Fremont	6,200	5,100	82
Lincoln	1,700	1,500	85	
Under 25%	COLORADO			
	Alamosa	2,800	2,200	77
	Baca	2,000	1,100	52
	Costilla	1,000	500	49
	Prowers	4,000	2,800	70
	NEW MEXICO			
Colfax	3,900	2,900	73	
Union	1,800	1,200	67	
KRDO-TV Station Total		123,300	107,100	87
ARB Total Net Weekly Circulation (March, 1962)			66,000	

# Colorado—Denver



**KBTV**

Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KBTV Ref: FCC File No. BMPCT-1265 Granted 8/14/53

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## KBTV

Licensee: Mullins Broadcasting Co., 1089 Bannock St. Denver 17.

Studio: 1089 Bannock St.

Telephone: Amherst 6-3601.

TWX No.: DN 463.

Ownership: John C. Mullins, 100%.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33; BALCT-165).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

JOHN C. MULLINS, president & owner.  
GIL LEE, asst. to president.  
ALVIN G. FLANAGAN, v.p. & general manager.  
ROBERT L. BROWN, general sales manager.  
JAMES H. BUTTS, chief engineer & program director.  
MARSHALL FABER, program development.  
RICHARD J. BRAUN, promotion manager.  
EARL GOODRICK, production manager.

### DIGEST OF RATE CARD NO. 11

(May 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* 10 Sec.\*

Class AA—6:30-9:30 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$350.00 \$300.00 \$275.00 \$138.00

\*Class A—6:29-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$950.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO				
		Adams	33,400	32,300	97
		Arapahoe	33,300	31,700	95
		Boulder	23,200	20,400	88
		Clear Creek	1,000	900	85
		Denver	167,700	151,000	91
		Douglas	1,500	1,500	97
		Elbert	1,200	1,000	82
		Gilpin	300	300	88
		Jefferson	39,400	37,900	96
		Larimer	16,900	15,200	90
		Logan	6,000	5,100	84
		Morgan	6,300	5,800	93
		Park	600	600	81
		Teller	900	800	90
		Washington	2,000	1,600	79
	Weld	21,200	19,500	92	
	NEBRASKA				
		Cheyenne	4,500	3,900	87
		Kimball	2,400	2,400	96
	WYOMING				
Between 25-50%		Albany	6,500	5,100	71
		Laramie	19,000	17,300	92
	COLORADO				
		Chaffee	2,600	2,100	79
	Grand	1,100	800	70	
	Jackson	500	500	85	
	Lake	2,000	1,600	79	
Under 25%	COLORADO: Cheyenne, Eagle, Lincoln, Routt, Summit. NEBRASKA: Box Butte. SOUTH DAKOTA: Pennington. WYOMING: Carbon, Natrona.				

KBTV Station Total 441,600 401,400 91  
ARB Total Net Weekly Circulation (March, 1962) 344,400

# Colorado—Denver



**KLZ-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

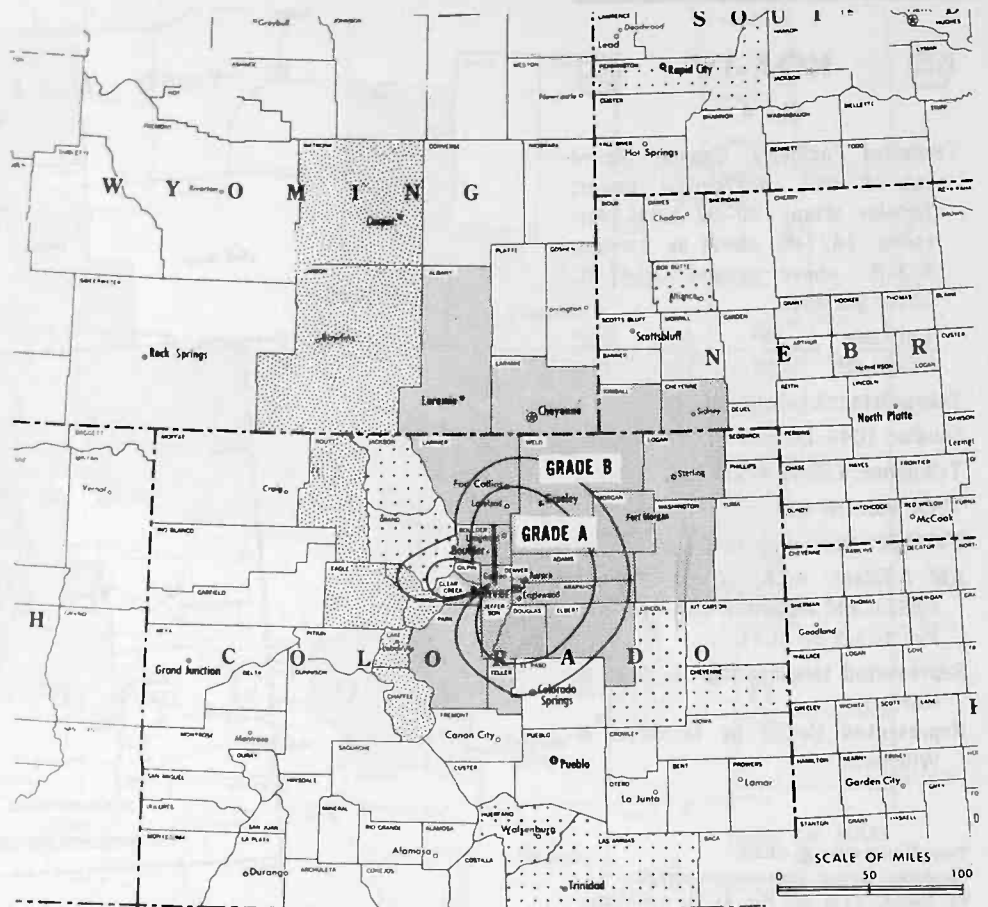
Latitude 39° 43' 46"  
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

Studio: 131 Speer Blvd.

TV tape: Recording facilities.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KLZ-TV Ref: FCC File No. BMPCT-1362 Granted 9/15/53

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## KLZ-TV

Licensee: Time-Life Broadcast Inc., 131 Speer Blvd.

Ownership: TLF Broadcasters Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time under Group Ownership.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (Television Digest, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

HUGH B. TERRY, president & general manager.  
PAUL BLUE, asst. to pres. & film buyer.  
JACK TIPTON, manager & director of sales.  
BOB HART, local sales manager.  
STAN BROWN, program manager.  
JIMM SEANEY, promotion & publicity director.  
RUTH WILLHIDE, traffic manager.  
STARR YELLAND, sports & special projects director.  
EUGENE JENKINS, chief engineer.

### DIGEST OF RATE CARD NO. 11-A—(Dec. 1, 1961)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—6-10 p.m., daily.	\$900.00	\$480.00	\$340.00	\$300.00*	\$275.00*	\$138.00*

\*Class AA—6:30-9 p.m., daily.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
COLORADO				
	Adams	33,400	32,300	97
	Arapahoe	33,300	31,700	95
	Boulder	23,300	20,400	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
COLORADO—(Continued)				
Over 50%	Clear Creek	1,000	900	85
	Denver	167,700	151,000	91
	Douglas	1,500	1,500	97
	Elbert	1,200	1,000	82
	Gilpin	300	300	88
	Jefferson	39,400	37,900	96
	Larimer	16,900	15,200	90
	Logan	6,000	5,100	84
	Morgan	6,300	5,800	93
	Park	600	600	81
Teller	900	800	90	
Washington	2,000	1,600	69	
Weld	21,200	19,500	92	
NEBRASKA				
	Cheyenne	4,500	3,900	87
	Kimball	2,400	2,400	96
WYOMING				
	Albany	6,500	5,100	78
	Laramie	19,000	17,300	92
Between 25-50%	COLORADO			
	Chaffee	2,600	2,100	79
	Eagle	1,300	1,000	73
	Lake	2,000	1,600	79
	Routt	1,900	1,300	65
Summitt	700	600	81	
WYOMING				
	Carbon	4,600	3,600	78
	Natrona	16,200	14,500	90
Under 25%	COLORADO: Cheyenne, Grand, Huerfano, Jackson, Las Animas, Lincoln. NEBRASKA: Box Butte. SOUTH DAKOTA: Pennington.			
	KLZ-TV Station Total	450,000	407,300	91
ARB Total Net Weekly Circulation (March, 1962)			348,300	

# Colorado—Denver



**KOA-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"  
Longitude 105° 14' 07"

Transmitter: Lookout Mt.

Studio: 1044 Lincoln St.

Telephone: Cherry 4-4141.

TWX No.: DN 454.

TV tape: Recording facilities.

AM Affiliate: KOA, 50-kw, 850 kc (NBC). FM Affiliate: KOA-FM, 57-kw, 103.5 mc (CP).

Represented (engineering) by Kear & Kennedy.

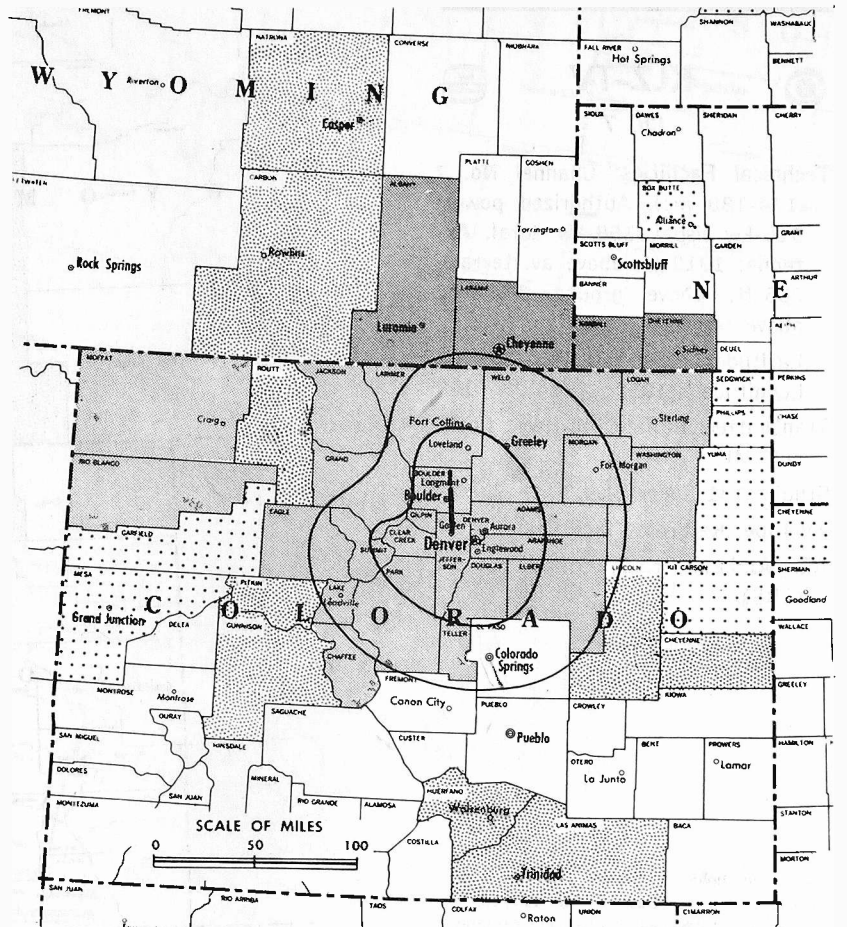
Represented (legal) by McKenna & Wilkinson.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KOA-TV Ref: FCC File No. BMPCT-3330 Granted 9/1/55

©American Map Co., Inc., N.Y., No. 14244

## KOA-TV

Licensee: Metropolitan Television Co., 1044 Lincoln St., Denver 17.

Ownership: William Grant, pres. & gen. mgr., 5.9%; James L. Saphier, v.p., 5%; Ralph Radetsky, .9%; Richard M. Davis, secy. & treas., 1%; Bob Hope (actor), 42.5%; Thomas P. Campbell, 4%; Hendrie & Bolthoff Co., 15.5%; Arnold B. Gurtler Jr., 3%; Robert S. Kohn, 2.4%; Quigg Newton, 3.4%, and 14 other stockholders, none with as much as 2%. Metropolitan Television Co. also owns & operates KOAA-TV, Pueblo, Colo.

Began Operation: Dec. 24, 1953.

Represented (sales) by Blair TV.

Personnel:

- WILLIAM GRANT, president.
- RALPH RADETSKY, exec. v.p. & general manager.
- DICK HARRIS, general sales manager.
- MICK SCHAFFBUCH, promotion manager.
- SI PALMER, program director & film buyer.
- GENE LINDER, program coordinator & operations mgr.
- ROYCE NATION, business manager.
- SID DAVIDSON, director of engineering.
- SAM HOUSTON, film director.
- JOHN HENRY, sports director.
- THOMPSON R. WATT, news director.
- CHUCK MULLER, farm director.

DIGEST OF RATE CARD NO. 11—(March 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$850.00 \$500.00 \$350.00 \$300.00 \$275.00\* \$250.00\* \$125.00\*

\*Class A—(5:59-10 p.m., daily).

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>COLORADO—(Continued)</b>				
		Douglas	1,500	1,500	97
		Eagle	1,300	1,000	73
		Elbert	1,200	1,000	82
		Gilpin	300	300	88
		Grand	1,100	800	70
		Jackson	500	500	85
		Jefferson	39,400	37,900	96
		Lake	2,000	1,600	79
		Larimer	16,900	15,200	90
		Logan	6,000	5,100	84
		Moffat	2,200	1,600	69
		Morgan	6,300	5,800	93
		Park	600	600	81
		Rio Blanco	1,500	1,300	83
	Summit	700	600	81	
	Teller	900	800	90	
	Washington	2,000	1,600	79	
	Weld	21,200	19,500	92	
Between 25-50%	<b>NEBRASKA</b>				
		Cheyenne	4,500	3,900	87
		Kimball	2,400	2,400	96
	<b>WYOMING</b>				
		Albany	6,500	5,100	78
	Laramie	19,000	17,300	92	
Under 25%	<b>COLORADO</b>				
		Cheyenne	800	600	73
		Gunnison	1,500	1,100	69
		Huerfano	2,400	1,800	74
		Las Animas	5,900	4,100	70
		Lincoln	1,700	1,500	85
		Pitkin	800	500	57
		Routt	1,900	1,300	65
		WYO.: Carbon	4,600	3,600	78
		Natrona	16,200	14,500	90
<p><b>COLORADO:</b> Mesa, Garfield, Kit Carson, Phillips, Sedgwick, Yuma. <b>KANSAS:</b> Cheyenne. <b>NEBRASKA:</b> Box Butte. <b>SOUTH DAKOTA:</b> Pennington.</p>					
<b>KOA-TV Station Total</b>		484,800	436,700	90	
<b>ARB Total Net Weekly Circulation (March, 1962)</b>			356,200		

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>COLORADO</b>				
		Adams	33,400	32,300	97
		Arapahoe	33,300	31,700	95
		Boulder	23,200	20,400	88
		Chaffee	2,600	2,100	79
		Clear Creek	1,000	900	85
	Denver	167,700	151,000	91	

# Colorado—Denver

## KTVR

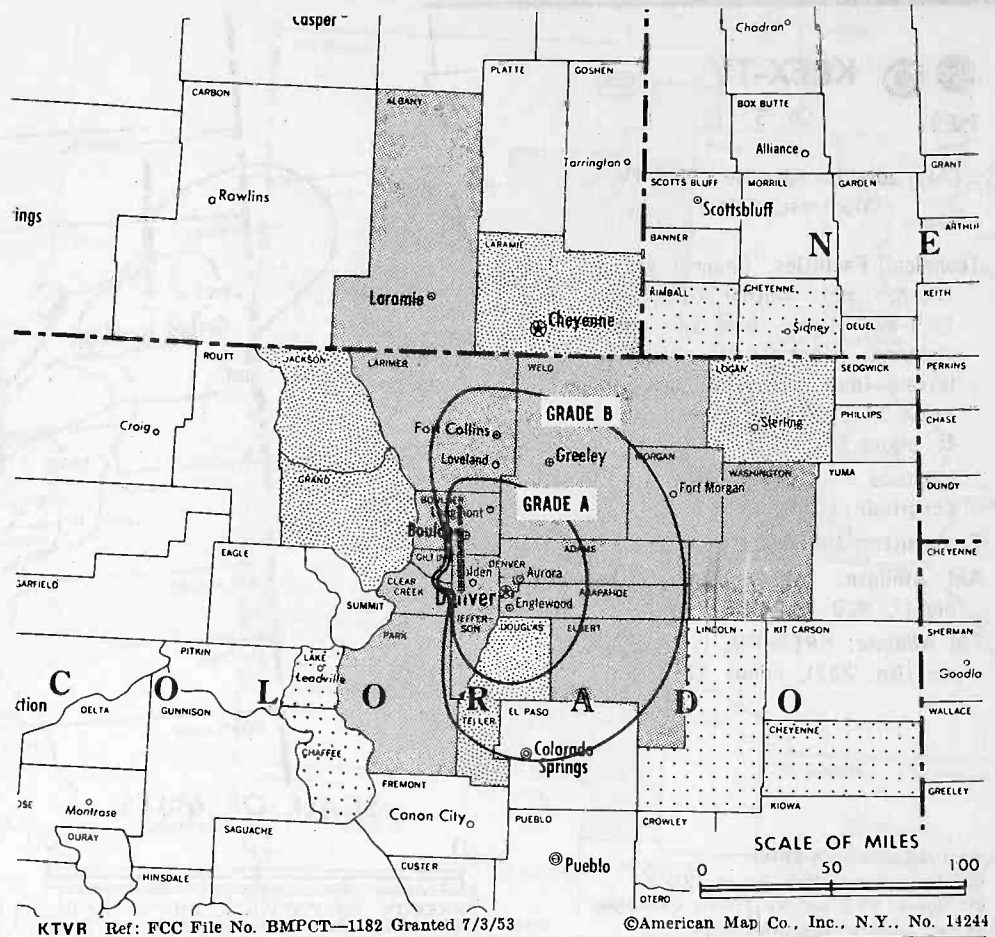
Ch. 2

Network Service: None, independent.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level.

Latitude 39° 43' 59"  
Longitude 105° 14' 11"

Transmitter: Buffalo Bill Hwy., Look-out Mt.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTVR Ref: FCC File No. BMPCT-1182 Granted 7/3/53

©American Map Co., Inc., N.Y., No. 14244

## KTVR

Licensee: Gotham Broadcasting Corp., 550 Lincoln St., Denver 1.

Studio: 550 Lincoln St.

Telephone: Keystone 4-8281.

TWX No.: DN 367.

Ownership: Gotham Bcstg. is owned by J. Elroy McCaw. McCaw also owns KTVW, Seattle-Tacoma and has 50% of KELA, Centralia, Wash.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33).

Represented (sales) by Young TV Corp.

Represented (legal) by Andrew G. Haley.

Represented (engineering) by John L. Beer.

Personnel:

J. ELROY McCAW, president.

JAMES T. BRENNAN, v.p. & general manager.

WARREN HUSKIE, program director.

LESTER DUNN, chief engineer.

### DIGEST OF RATE CARD NO. 8

(Sept. 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$550.00	\$330.00	\$225.00	\$150.00	\$120.00	\$90.00	\$60.00

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO				
		Adams	33,400	32,300	97
		Arapahoe	33,300	31,700	95
		Boulder	23,200	20,400	88
		Clear Creek	1,000	900	85
		Denver	167,700	151,000	91
		Elbert	1,200	1,000	82
		Gilpin	300	300	88
		Jefferson	39,400	37,900	96
		Larimer	16,900	15,200	90
		Morgan	6,300	5,800	93
		Park	600	600	81
		Washington	2,000	1,600	79
	Weld	21,200	19,500	92	
Between 25-50%	WYOMING				
		Albany	6,500	5,100	78
	COLORADO				
		Douglas	1,500	1,500	97
		Grand	1,100	800	70
		Jackson	500	500	85
Under 25%		Logan	6,000	5,100	84
		Teller	900	800	90
	WYOMING				
		Laramie	19,000	17,300	92
	COLORADO: Chaffee, Cheyenne, Lake, Lincoln. NEBRASKA: Cheyenne, Kimball.				
	KTVR Station Total		377,000	344,100	91
	ARB Total Net Weekly Circulation (March, 1962)			230,300	

# Colorado—Grand Junction



**KREX-TV**

Ch. 5



[Also operates satellite KREY-TV, Montrose, Colo.]

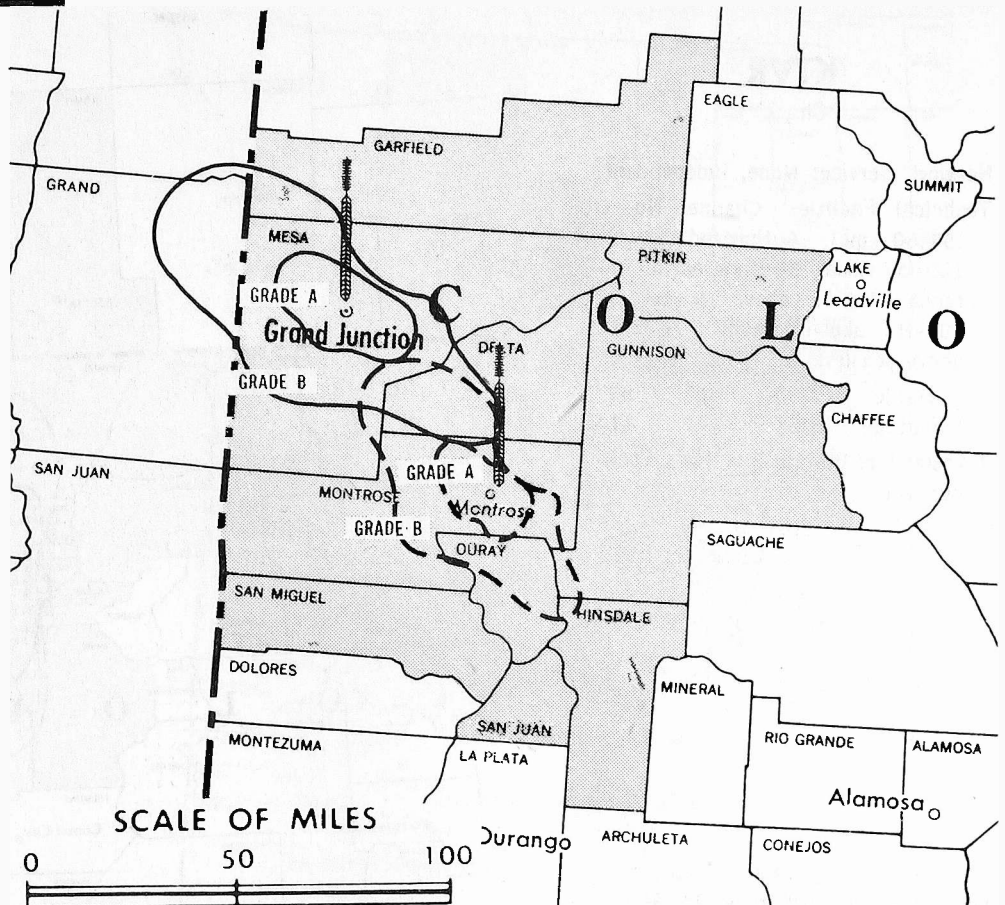
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

AM Affiliate: KREX, 5-kw (.5-kw night), 920 kc (CBS).

FM Affiliate: KREX-FM, 3-kw, 92.3 mc (No. 222), minus 42-ft.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KREX-TV Ref: FCC File No. BMPCT-3797 Granted 4/20/56  
KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

©American Map Co., Inc., N.Y., No. 14244

## KREX-TV

Network Service: ABC, CBS (EMP), NBC.

Licensee: Western Slope Broadcasting Co. Inc., Box 270.

Studio: Hillcrest Manor.

Telephone: 242-5000.

Ownership: Rex G. Howell, pres., 71%; Mrs. H. J. Kendrick, v.p.; 3%; Laura Howell, director, 24%; Mrs. Newell Hoskin, 2%. Also owns 51% of satellite KREY-TV, Montrose, Colo. Rex Howell is co-owner of KGLN, Glenwood Springs, Colo.

Began Operation: May 22, 1954.

Represented (sales) by Hal Holman Co.; John L. McGuire & Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co. (Denver).

Personnel:

REX HOWELL, president & general manager.  
ROBERT McMAHAN, v.p. & station manager.  
ROY ADAMSON, secy.-treas. & asst. manager.  
JAMES MEYER, chief engineer.

### DIGEST OF RATE CARD NO. 5 (September 1, 1961)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.	\$175.00	\$105.00	\$75.00	\$45.00	\$35.00

Note: This is combined rate for KREX-TV and KREY-TV, Montrose.

NETWORK BASE HOURLY RATE: \$140 (ABC, CBS & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Delta	5,100	4,100	80
	Garfield	3,900	3,100	78
	Gunnison	1,500	1,100	69
	Hinsdale	100	100	96
	Mesa	15,700	13,800	88
	Montrose	5,400	4,500	82
	Ouray	500	400	67
	Pitkin	800	500	57
	San Juan	300	200	85
San Miguel	900	700	68	

Between 25-50% None Between 25-50%

Under 25% None Under 25%

KREX-TV & KREY-TV Station Total	34,200	28,500	83
ARB Total Net Weekly Circulation (March, 1962)		27,300	

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# Colorado—Montrose

**KREY-TV**

Ch. 10

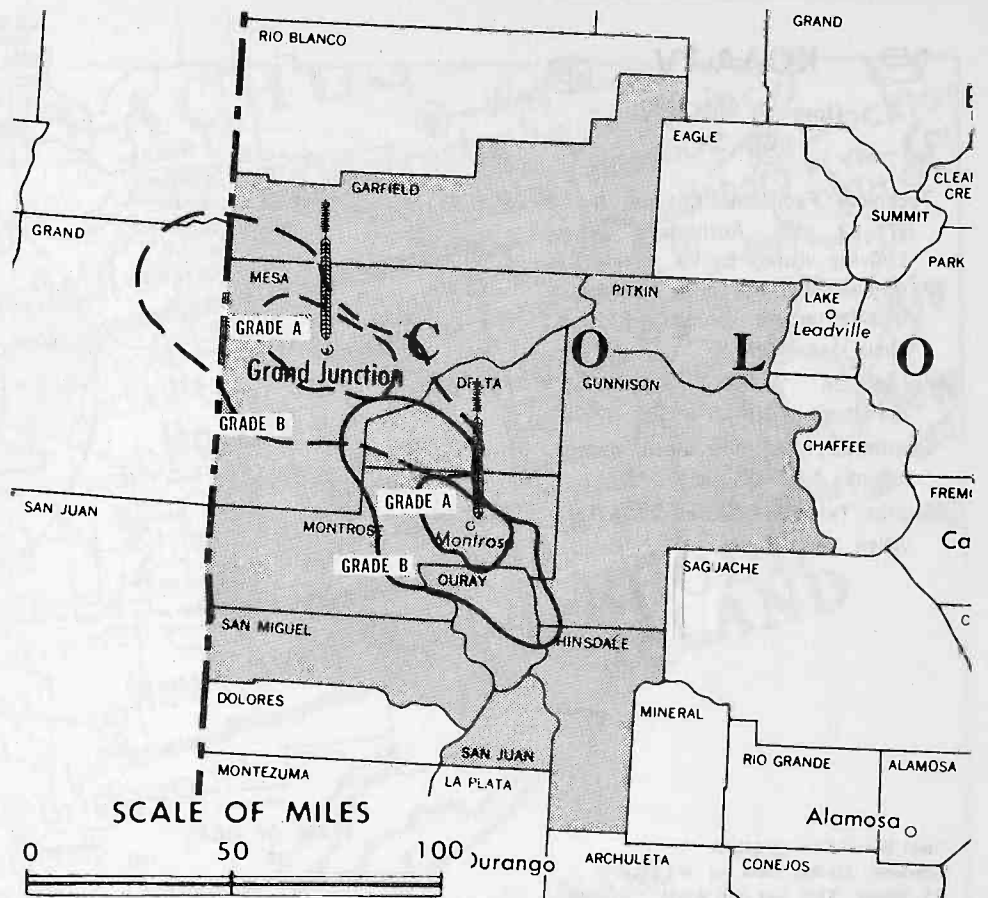
[Satellite of KREX-TV,  
Grand Junction]

Technical Facilities: Channel No. 10  
(192-198 mc). Authorized power:  
3.09-kw visual, 1.55-kw aural. An-  
tenna: 80-ft. above av. terrain,  
112-ft. above ground, 6392-ft.  
above sea level.

Latitude 38° 31' 01.6"  
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

AM Affiliate: None locally.



KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

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## KREY-TV

Network Service: CBS (EMP), NBC, ABC, same as KREX-TV, Grand Junction.

Licensee: Black Canon Broadcasting Co. Inc., Flat Top Mesa.

Studio: Flat Top Mesa.

Telephone: 249-3011.

Ownership: Western Slope Bcstg. Co. Inc. (KREX-TV, Grand Junction), 51%; Carl Q. Anderson, 49%.

Began Operation: Aug. 18, 1956.

Represented (sales) by Hal Holman Co.; John L. McGuire & Co. (Denver).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

REX HOWELL, president & general manager.  
CARL Q. ANDERSON, v.p. & station director.  
JAMES MEYER, chief engineer.

Rates: Sold in combination with KREX-TV, Grand Junction.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

ARB Data for this Station Included With Report for Parent KREX-TV, Grand Junction, Colo. Note: ARB data does not show present coverage. After data was collected, this station boosted power.



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# Colorado—Pueblo



**KOAA-TV**

(formerly KCSJ-TV)  
Ch. 5

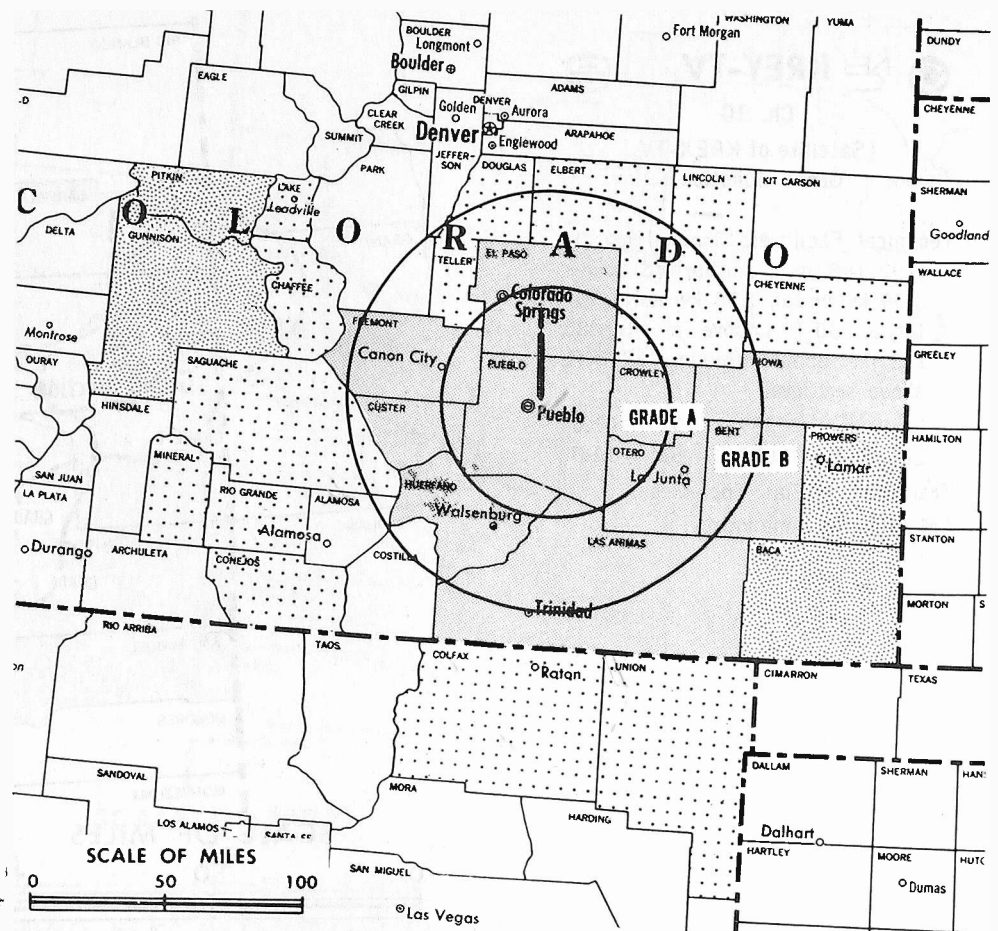


Technical Facilities: Channel No. 5  
(76-82 mc). Authorized power:  
100-kw visual, 50-kw aural. Antenna:  
1306-ft. above av. terrain,  
972-ft. above ground, 6322-ft.  
above sea level.

Latitude 38° 22' 24.5"  
Longitude 104° 33' 27.2"

Transmitter: Baculite Mesa, approx.  
7.9-mi. NNE of Pueblo.

Studio: Television Center, 2226 Tele-  
vision Lane.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KOAA-TV Ref: FCC File No. BMPCT—5334 Granted 7/8/50

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## KOAA-TV

Licensee: Metropolitan Television Co., 2226 Television Lane.

Telephone: Lincoln 4-5782.

Ownership: Same as KOA-TV, Denver.

Began Operation: June 29, 1953, sale to present owner by Star  
Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec.  
13, 1961 by FCC. (Television Digest, Vols. 17:35, 1:14). Sale  
by partners Douglas D. Kahle & Robert L. Clinton Jr., to Star  
Bcstg. Co., approved by FCC, Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales) by The Meeker Co. Inc. & Blair TV Assoc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JIM CROLL, station manager.  
KEN KING, commercial manager.  
KEN RENFROW, chief engineer.  
JACK SINCLAIR, production manager.  
ANN BURNETT, traffic manager.  
JACK CRAVENS, film director.  
JOEL FOWLER, news director.

### DIGEST OF RATE CARD NO. 2 (March 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.	\$300.00	\$150.00	\$115.00	\$65.00	\$60.00	\$30.00

NETWORK BASE HOURLY RATE \$275.

See CATV Directory for Colorado  
CATV Systems.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Bent	2,000	1,700	84
	Crowley	1,200	1,100	90
	Custer	400	400	73
	El Paso	44,700	41,500	93
	Fremont	6,200	5,100	82
	Huerfano	2,400	1,800	74
	Kiowa	800	600	74
	Las Animas	5,900	4,100	70
	Otero	7,100	6,100	86
Pueblo	33,400	30,900	93	
Between 25-50%	COLORADO			
	Baca	2,000	1,100	52
	Gunnison	1,500	1,100	69
	Pitkin	800	500	57
Prowers	4,000	2,800	70	
Under 25%	COLORADO			
	Mineral	200	100	58
	Chaffee	2,600	2,100	71
	Cheyenne	800	600	73
	Conejos	2,000	1,500	74
	Douglas	1,500	1,500	97
	Elbert	1,200	1,000	82
	Lake	2,000	1,600	79
	Lincoln	1,700	1,500	85
	Rio Grande	3,100	2,300	73
	Saguache	1,200	900	69
	Teller	900	800	90
	NEW MEXICO			
Colfax	3,900	2,900	73	
Union	1,800	1,200	67	

KOAA-TV Station Total 135,300 116,800 86  
ARB Total Net Weekly Circulation (March, 1962) 57,600

# Connecticut



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hartford-New Haven	627,100	18	1,509,500	11	1,417,700	12

## Connecticut Station Status as of Dec. 2, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	1	1
			6

### WHNB-TV, WNHC-TV

Hartford

(Also see New Britain & New Haven)

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., c/o Ben A. Hudelson, Trinity College, Hartford 6, Conn.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 204.2-kw visual, 98-kw aural. Antenna: 902-ft. above av. terrain, 498-ft. above ground, 1208-ft. above sea level.

Latitude 41° 46' 29"  
Longitude 72° 48' 20"

# Connecticut—Hartford

**WHCT**  
Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw maximum and 158-kw horizontal visual, 100-kw maximum and 87-kw horizontal aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

Latitude 41° 45' 39"  
Longitude 72° 48' 08"

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WHCT Ref: FCC File No. BMPCT-1890 Granted 5/5/54

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## WHCT

Network Service: None, independent.

Licensee: Hartford Phonevision Co., 555 Asylum St.

Studio: 555 Asylum St., Hartford.

Telephone: Jackson 5-2611.

Ownership: Hartford Phonevision is wholly-owned subsidiary of RKO General Inc.; for other interests, see WOR-TV, New York.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (Television Digest, Vols. 11:28, 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23).

Represented (sales) by Young Television Corp.

Personnel:

PAUL B. EVANS, general manager.  
LILLIAN HACKMAN, comptroller.  
RALPH KANNA, program director.

## DIGEST OF RATE CARD NO. 3 (Nov. 1, 1961)

Hour	30 Min.	Min. or 20 Sec.	10 Sec.
Class A—7 p.m.-midnight, daily.			
\$400.00	\$240.00	\$90.00	\$45.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None Over 50%			
Between 25-50%	CONNECTICUT			
	Hartford	214,300	201,100	94
	Tolland	19,000	17,600	93
Under 25%	CONNECTICUT			
	Middlesex	26,700	24,800	93
	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	Hampden	133,000	125,100	95
	Hampshire	28,100	25,700	92
WHCT Station Total		438,300	409,500	93
ARB Total Net Weekly Circulation (March, 1962)			89,400	

# Connecticut—Hartford



**WTIC-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

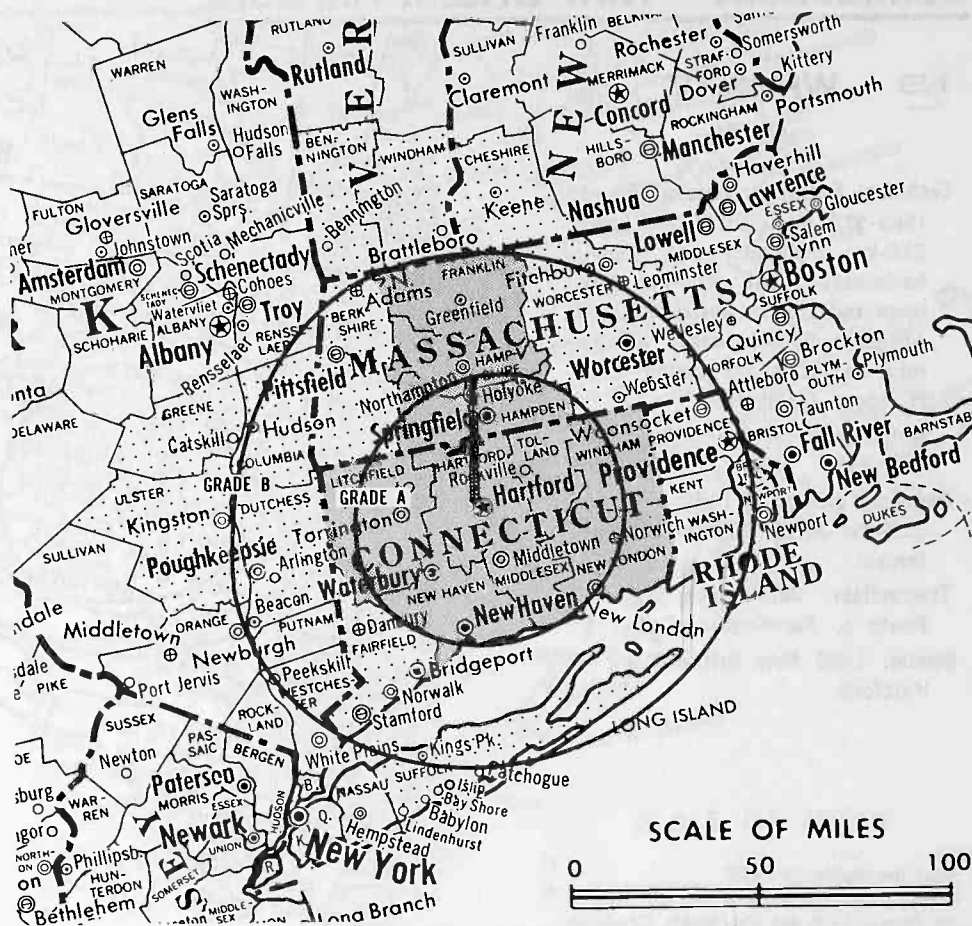
Transmitter: Talcott Mt., Avon, Conn.

TV tape: Recording facilities.

AM Affiliate: WTIC, 50-kw, 1080 kc (NBC).

FM Affiliate: WTIC-FM, 5.5-kw, 96.5 mc (No. 243), 810-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WTIC-TV Ref: FCC File No. BPCT-193 Granted 7/18/56

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## WTIC-TV

Licensee: Travelers Broadcasting Service Corp., Hartford.

Studio: Broadcast House, 3 Constitution Plaza.

Telephone: 525-0801. TWX No.: HFD 372.

Ownership: Travelers Insurance Co., 100%.

Began Operation: Sept. 23, 1957.

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

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- PAUL W. MORENCY, president.
- WALTER C. JOHNSON, v.p. & general manager.
- LEONARD J. PATRICELLI, v.p., programs & film buyer.
- KENDALL SMITH, program manager.
- IRWIN C. COWPER, v.p., sales.
- EUGENE J. MURIATY, promotion manager.
- RICHARD AHLES, information director.
- CHESTER KEFFER, business manager.
- HAROLD A. DORSCHUG, engineering director.
- HERMAN D. TAYLOR, chief engineer.
- GEORGE BOWE, production manager.
- ERNEST N. OLIVIERI, chief film editor.
- OLIVE M. JOHNSON, traffic supervisor.

### DIGEST OF RATE CARD NO. 7—(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$1850.00	\$1110.00	\$740.00	\$550.00	\$450.00*	\$200.00*

\*Class AAA—(8-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.).

NETWORK BASE HOURLY RATE: \$1900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CONNECTICUT			
	Hartford	214,300	201,100	94
	Litchfield	37,700	35,000	93
	Middlesex	26,700	24,800	93
	New Haven	205,700	194,700	95
	New London	55,200	50,500	92
	Tolland	19,000	17,600	93
Windham	21,400	19,800	93	
<b>Between 25-50%</b>	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	Hampden	133,000	125,100	95
Hampshire	28,100	25,700	92	
<b>Under 25%</b>	NONE BETWEEN 25-50%			
	CONNECTICUT			
	Fairfield	202,600	193,400	96
	MASSACHUSETTS			
	Berkshire	43,800	40,800	94
	Worcester	175,300	165,900	95
	NEW HAMPSHIRE			
	Cheshire	13,600	12,100	89
	NEW YORK			
	Columbia	14,700	13,500	92
	Dutchess	48,600	44,600	92
Greene	9,900	9,200	93	
Suffolk	188,700	181,400	97	
Ulster	37,300	33,000	89	
VERMONT				
Bennington	7,600	6,900	91	
Windham	9,100	7,400	81	
<b>WTIC-TV Station Total</b>		<b>1,509,500</b>	<b>1,417,700</b>	<b>94</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>634,600</b>		

# Connecticut—New Britain-Hartford



**WHNB-TV**



Ch. 30

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 210-kw maximum and 191-kw horizontal visual, 114-kw maximum and 102-kw horizontal aural. Antenna: 940-ft. above av. terrain, 545-ft. above ground, 1285-ft. above sea level.

Latitude 41° 42' 00"  
Longitude 72° 49' 59"

Requests change to 158-kw visual, 81.6-kw aural, 906-ft. above av. terrain.

Transmitter: Rattlesnake Mt., U.S. Route 6, Farmington, Conn.

Studio: 1422 New Britain Ave., W. Hartford.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WHNB-TV Ref: FCC File No. BMPCT-5294 Granted 4/29/59

©American Map Co., Inc., N.Y., No. 14244

## WHNB-TV

Licensee: Connecticut TV Inc., 1422 New Britain Ave., W. Hartford.

Telephone: 521-3030. Hartford; Baldwin 3-3603, New Britain.

Ownership: Plains Television Corp. (operator of WICS, Springfield, WCHU, Champaign, Ill.), 100%.

Began Operation: Feb. 11, 1953. Sale to present owner by NBC approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:26, 28, 39). Sale to NBC of TV-radio, operating as WKNB-TV & WKNB, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vols. 11:2, 9, 19, 22, 26; 12:50).

Represented (sales) by George P. Hollingbery (New England); Kettell-Carter.

Represented (legal) by McKenna & Wilkinson.

### Personnel:

HERBERT SCHEFTEL, president.  
HARRY BALABAN, vice president.  
ELMER BALABAN, treasurer.  
ROBERT W. BRAY, v.p. & general manager.  
RAYMOND PETROFSKY, controller & asst. treas.  
JACK FOX, director of sales.  
GEORGE LEWIS, local sales manager.  
PHILIP CORVO, program manager.  
PHILIP B. HALE, film supervisor & buyer.  
HOWARD WRY, promotion director.  
THOMAS DOODY, chief engineer.  
DAVID TRUSKOFF, merchandising coordinator.

### DIGEST OF RATE CARD NO. 11 (Sept. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$238.00	\$160.00*	\$140.00*
*Class AAA—7:29-10:30 p.m., daily.						\$70.00*

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT Hartford	214,300	201,100	94
	Tolland	19,000	17,600	93
Between 25-50%	CONNECTICUT Middlesex	26,700	24,800	93
	MASSACHUSETTS Hampden	133,000	125,100	95
Under 25%	CONNECTICUT Litchfield	37,700	35,000	93
	MASSACHUSETTS Hampshire	28,100	25,700	92
WHNB-TV Station Total		458,800	429,300	94
ARB Total Net Weekly Circulation (March, 1962)			260,100	



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

# Connecticut—New Haven-Hartford



**WNHC-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 330-ft. above ground, 1042-ft. above sea level.

Latitude 41° 26' 05"  
Longitude 72° 56' 42"

Requests change to 778-ft. above av. terrain, 506-ft. above ground, 1046-ft. above sea level, lat. 41° 33' 16", long. 72° 43' 49"; transmitter to 3.7-mi. NE of Meriden.

Transmitter: Gaylord Mt., Hamden, Conn., 9-mi. NW of New Haven.

TV tape: Recording facilities.

AM Affiliate: WNHC, 1-kw, (.25-kw night) 1340 kc (ABC).

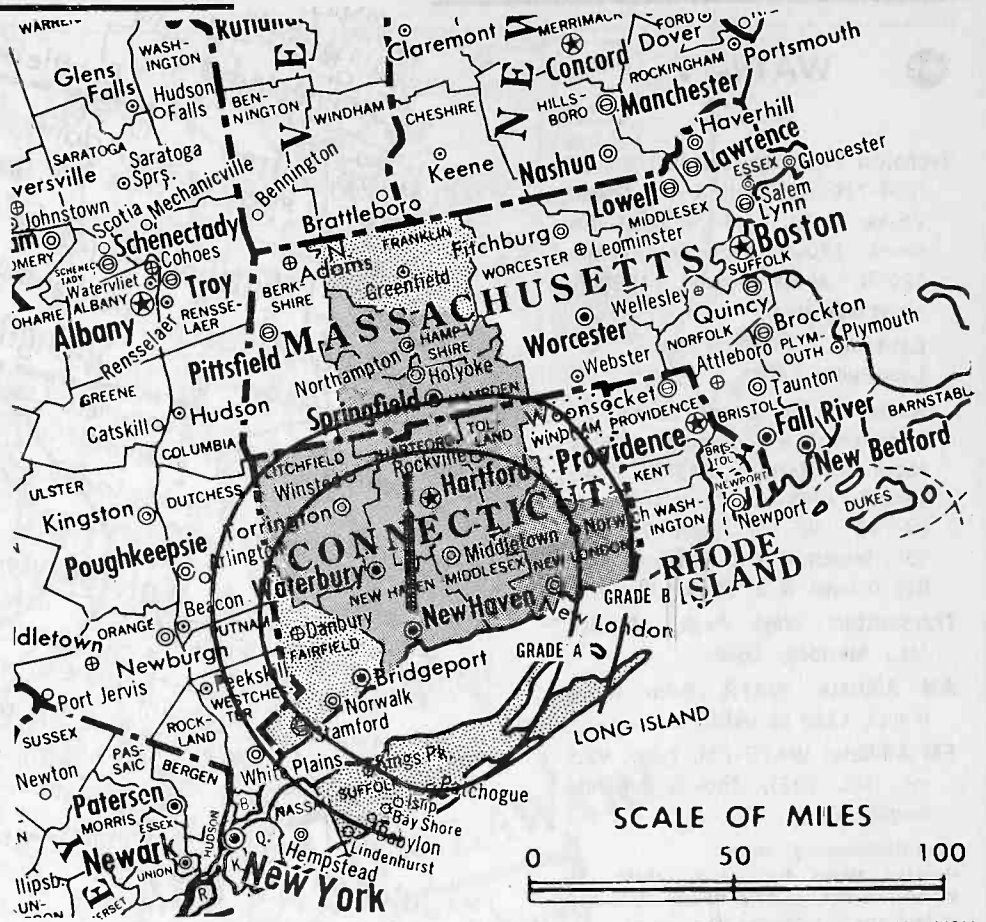
FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 630-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WNHC-TV Ref: FCC File No. BPCT-1468 Granted 12/31/52

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## WNHC-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 46th and Market Sts., Philadelphia, Pa.

General Offices: 135 College St., New Haven.

Studio: 135 College St., New Haven.

Telephone: Spruce 7-3611. TWX No.: 203-772-0459.

Ownership: Triangle Publications, Inc. See WFIL-TV Philadelphia.

Began Operation: June 15, 1948. Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Represented (engineering) by Kear & Kennedy.

Personnel:

HOWARD W. MASCHMEIER, general manager.  
ROBERT TEFER, general sales manager.  
HARRY Z. SHOWBIN, program director.  
PETER GALLAGHER, promotion manager.  
CARMINE IANNUCCI, chief engineer.  
SAM P. MASTRO, office manager.

### DIGEST OF RATE CARD NO. 14-A (Feb. 20, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.	\$1600.00	\$960.00		\$450.00	\$400.00	\$200.00
NETWORK BASE HOURLY RATE: \$1750.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Hartford	214,300	201,100	94
	Litchfield	37,700	35,000	93
	Middlesex	26,700	24,800	93
	New Haven	205,700	194,700	95
	New London	55,200	50,500	92
Between 25-50%	Tolland	19,000	17,600	93
	MASSACHUSETTS			
	Hampden	133,000	125,100	95
Hampshire	28,100	25,700	92	
Under 25%	CONNECTICUT			
	Fairfield	202,600	193,400	96
	NEW YORK			
Suffolk	188,700	181,400	97	
	CONNECTICUT			
Windham	21,400	19,800	93	
WNHC-TV Station Total		1,149,600	1,084,300	94
ARB Total Net Weekly Circulation (March, 1962)			627,100	

For ARB County-by-County Data,  
see page 39-a

# Connecticut—Waterbury



## WATR-TV

Ch. 53

Technical Facilities: Channel No. 53 (704-710 mc). Authorized power: 25-kw visual, 13.5-kw aural. Antenna: 770-ft. above av. terrain, 120-ft. above ground, 1020-ft. above sea level.

Latitude 41° 33' 42"  
Longitude 72° 50' 41"

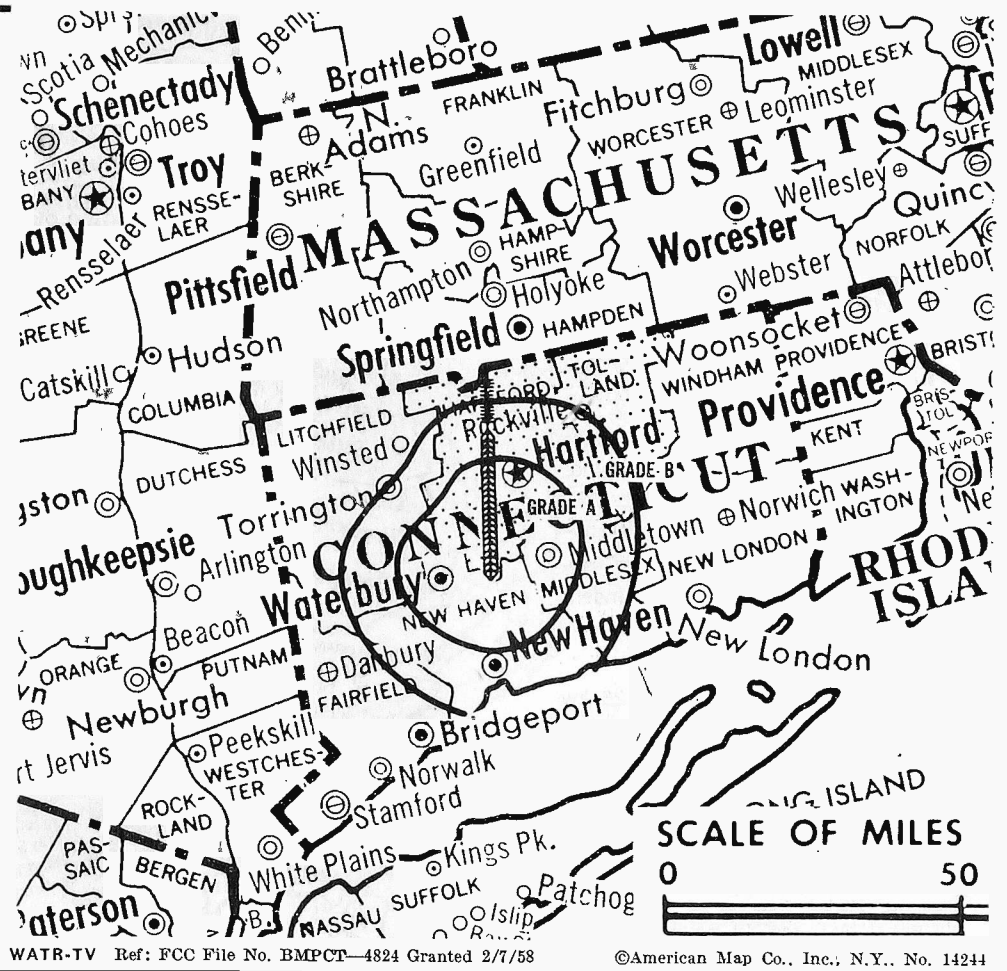
Holds CP for change to Ch. 20, 9-kw visual, 4.9-kw aural, 506-ft. above av. terrain, 243-ft. above ground, 1043-ft. above sea level, lat. 41° 30' 57", long. 73° 00' 55"; transmitter to Peach Orchard Rd., 0.1-mi. N of Clark Hill Rd.

Transmitter: West Peak, Meriden Mt., Meriden, Conn.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kc (ABC).

FM Affiliate: WATR-FM, 7-kw, 92.5 mc (No. 223), 750-ft. antenna height (CP).

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WATR-TV Ref: FCC File No. BMPCT-4824 Granted 2/7/58

©American Map Co., Inc., N.Y., No. 14244

## WATR-TV

Licensee: WATR Inc., 440 Meadow St.

Studio: West Peak, Meriden Mt., Meriden, Conn.

Telephone: Plaza 5-1121.

Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%; Mr. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by Jack Masla & Co. Inc.; New England Spot Sales.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Garo W. Ray (Stratford, Conn.)

Personnel:

HAROLD THOMAS, president.  
BERNARD J. ZUCKER, secretary.  
SAM ELMAN, general manager.  
ASTRID CURTIS, program manager & film buyer.

## DIGEST OF RATE CARD NO. 3—(Sept. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$25.00
NETWORK BASE HOURLY RATE: \$200.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None	Over 50%		
Between 25-50%	None	Between 25-50%		
Under 25%	CONNECTICUT			
	Hartford	214,300	201,100	94
	Tolland	19,000	17,600	93
WATR-TV Station Total		233,300	218,700	94
ARB Total Net Weekly Circulation (March, 1962)			9,600	





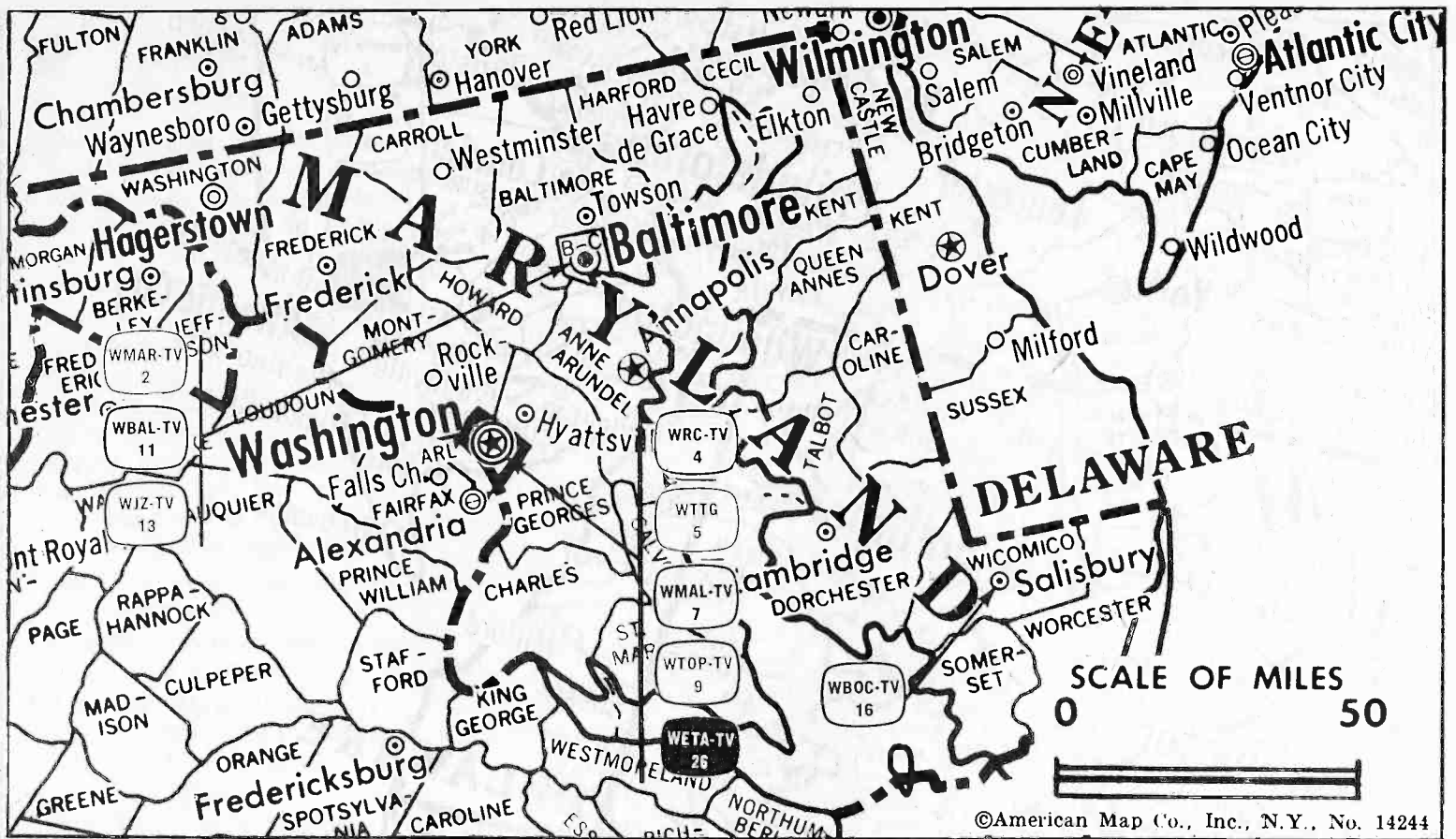
**Delaware Station Status as of Dec. 1, 1962**

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	0	0
● Educational Television Stations	0	0	0
			0

**Note:** WHY-TV Inc., Philadelphia holds CP for Ch. 12, Wilmington, Del.

American Research Bureau Does  
Not Have Net Weekly Circulation  
Data For Delaware

# District of Columbia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Washington, D.C.	810,100	10	1,650,500	8	1,498,800	8

## District of Columbia Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
4	0	4
0	1	1
		<u>5</u>

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

### WETA-TV Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 1001 Vermont Ave., N.W., Washington 5, D.C.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 234-kw visual, 123-kw aural. Antenna: 600-ft. above av. terrain, 476-ft. above ground, 831-ft. above sea level.

Latitude 38° 53' 30"  
Longitude 77° 07' 55"

## TO BUY OR SELL A TELEVISION OR RADIO STATION

### HAMILTON-LANDIS & ASSOC., INC.

WASHINGTON, D.C.  
1737 DeSales St., N.W.  
EX 3-3456

CHICAGO  
1714 Tribune Tower  
DE 7-2754

SAN FRANCISCO  
111 Sutter St.  
EX 2-5671

DALLAS  
1511 Bryan St.  
RI 8-1175

NATIONWIDE ● NEGOTIATIONS  
FINANCING ● APPRAISALS

# District of Columbia—Washington



**WMAL-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level.

Latitude 38° 56' 09.4"  
Longitude 77° 05' 33.4"

Transmitter: American University Campus.

Studio: 4461 Connecticut Ave., N.W.

AM Affiliate: WMAL, 5-kw, 630 kc (ABC).

FM Affiliate: WMAL-FM, 20-kw, 107.3 mc (No. 297), 400-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WMAL-TV Ref: FCC File No. BMPCT-4278 Granted 11/5/56

© American Map Co., Inc., N.Y., No. 14244

## WMAL-TV

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave., N.W., Washington 8, D.C.

Telephone: Kellogg 7-1100. TWX No.: WA 50.

Ownership: Evening Star Newspaper Co., 100%, publisher of Washington Evening Star. Officers of Evening Star Bcstg. Co. Inc.: John W. Thompson Jr., pres.; Frederick S. Houwink, v.p.; Willmott Lewis Jr., secy.; John H. Kauffmann, treas. Also owns 51% of WSVA-TV & WSVA, Harrisonburg, Va.

Began Operation: Oct. 3, 1947.

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

FREDERICK S. HOUWINK, v.p. & general manager.  
NEAL J. EDWARDS, TV sales manager.  
ALLAN T. POWLEY, chief engineer.  
THEODORE N. McDOWELL, news & public affairs manager.  
E. H. MEEKS, director of promotion & publicity.  
HERBERT VICTOR, program & production manager.  
RICHARD S. STAKES, controller.

DIGEST OF RATE CARD NO. 13  
(Sept. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—8-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.

\$1750.00 \$1050.00 . . . . . \$425.00 \$213.00

NETWORK BASE HOURLY RATE: \$1650.



**THE MIGHTY HERCULES  
THE MIGHTIEST  
NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>DISTRICT OF COLUMBIA</b>			
	Washington	254,400	219,600	86
	<b>MARYLAND</b>			
	Allegany	25,800	22,900	89
	Calvert	3,900	3,300	85
	Charles	8,100	7,000	87
	Dorchester	9,100	7,600	84
	Frederick	20,500	18,800	92
	Montgomery	99,500	94,700	96
	Prince Georges	101,500	97,100	96
	Saint Marys	9,300	8,400	90
	Washington	27,800	24,900	90
	<b>PENNSYLVANIA</b>			
	Franklin	26,800	23,200	87
	<b>VIRGINIA</b>			
	Arlington	86,300	80,100	93
	Caroline	3,100	2,400	78
	Clarke	2,200	2,000	89
	Culpeper	4,200	3,600	84
	Fairfax	76,500	73,000	96
	Fauquier	6,500	5,400	84
	Frederick	11,200	9,700	87
	King George	2,000	1,700	85
	Loudoun	6,600	5,600	85
	Orange	3,600	2,600	72
	Prince William	12,900	11,900	93
	Rappahannock	1,400	1,100	78
	Richmond	1,800	1,400	79
	Spotsylvania	7,700	6,500	84
	Stafford	4,800	4,200	87
	Warren	4,300	3,400	79
	Westmoreland	3,000	2,200	72
	<b>WEST VIRGINIA</b>			
	Berkeley	10,100	9,000	90
	Hampshire	3,300	2,400	72
	Jefferson	5,300	4,700	88
	Mineral	6,500	5,300	82
	Morgan	2,600	2,200	83
	(Continued on page 101)			

Over 50%

WMAL-TV Station Total 1,065,200 955,500 90  
ARB Total Net Weekly Circulation (March, 1962) 746,500

# District of Columbia—Washington



**WRC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 573-ft. above av. terrain, 459-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23"  
Longitude 77° 04' 53"

Transmitter: 4001 Nebraska Ave., N.W.

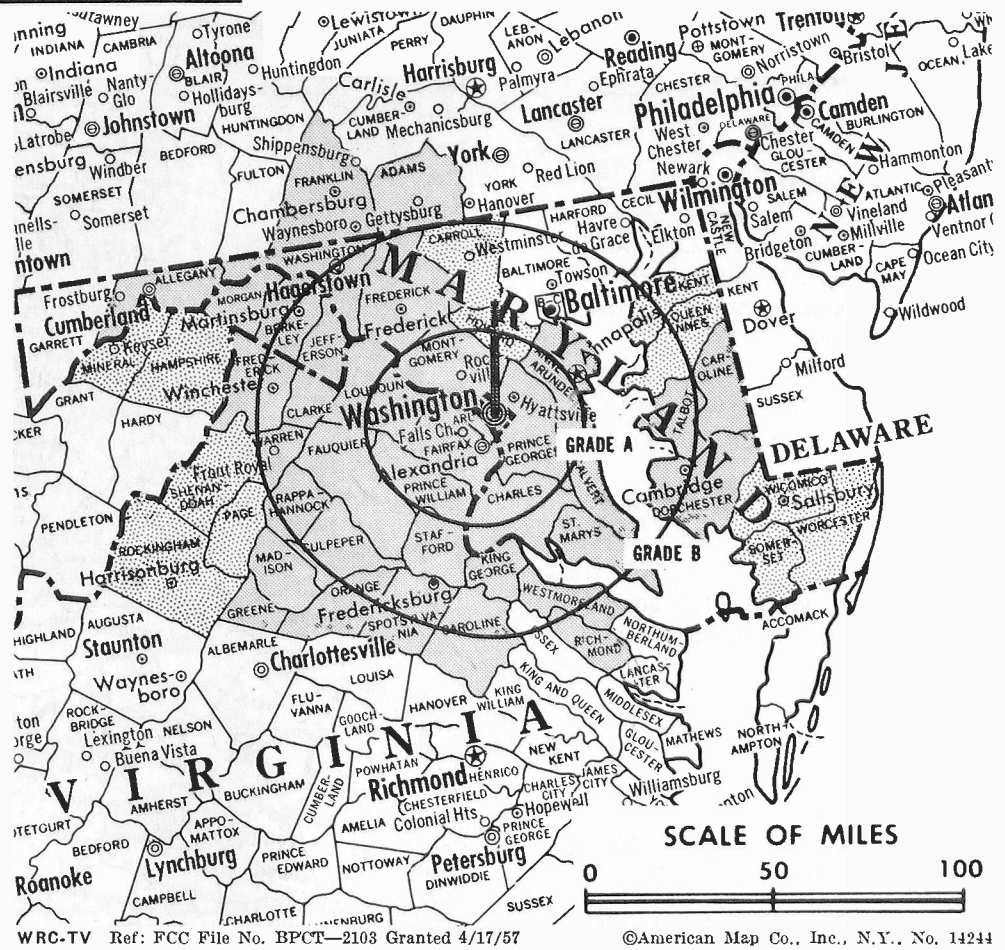
Studio: 4001 Nebraska Avenue, N.W.

TV tape: Recording facilities.

AM Affiliate: WRC, 5-kw. 980 kc (NBC).

FM Affiliate: WRC-FM, 20-kw, 93.9 mc (No. 230), 480-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WRC-TV Ref: FCC File No. BPCT-2103 Granted 4/17/57

©American Map Co., Inc., N.Y., No. 14244

## WRC-TV

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave., N.W.

Telephone: Emerson 2-4000. TWX No.: WA 89.

Ownership: See WNBC-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

- JOSEPH GOODFELLOW, v.p. and general manager.
- TOM PARO, station manager.
- ARTHUR T. FAIRCLOTH, sales manager.
- SHERMAN HILDRETH, director of operations.
- EUGENE WALZ, program director & film buyer.
- FREDERICK S. BUSCHMEYER JR., production manager.
- WILLIAM CALLAWAY, business manager.
- NED RYAN, manager, advertising, promotion & public relations.
- BURTON BRIDGENS, public service programs manager.

### DIGEST OF RATE CARD NO. 18 (July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec.\* 10 Sec.\*  
Class AA—10:30-11 p.m., daily; 7:30-8 p.m., Mon.-Sat.; 7-8 p.m., Sun.  
\$1250.00 \$850.00 \$575.00 \$475.00 \$330.00 \$300.00 \$140.00

\*Class AA (7:01-7:59 p.m., daily; 10:59-11:01 p.m., daily).  
Class AAA (7:59-10:59 p.m., daily): 20 Sec. \$450, 10 Sec. \$225.  
Subject to frequency discounts.

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 2:30-5 p.m., Mon.-Fri.).

NETWORK BASE HOURLY RATE: \$1850.

Listing for Parent RCA  
on pages 952 & 953

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>DISTRICT OF COLUMBIA</b>			
	Washington	254,400	219,600	86
	<b>MARYLAND</b>			
	Allegany	25,800	22,900	89
	Anne Arundel	55,500	52,100	94
	Calvert	3,900	3,300	85
	Caroline	6,100	5,100	84
	Charles	8,100	7,000	87
	Dorchester	9,100	7,600	84
	Frederick	20,500	18,800	92
	Montgomery	99,500	94,700	96
	Prince Georges	101,500	97,100	96
	Saint Marys	9,300	8,400	90
	Talbot	6,900	6,200	90
	Washington	27,800	24,900	90
	<b>PENNSYLVANIA</b>			
	Adams	15,000	13,600	91
	Franklin	26,800	23,200	87
	<b>VIRGINIA</b>			
	Arlington	86,300	80,100	93
Caroline	3,100	2,400	78	
Clarke	2,200	2,000	89	
Culpeper	4,200	3,600	84	
Fairfax	76,500	73,000	96	
Fauquier	6,500	5,400	84	
Frederick	11,200	9,700	87	
Greene	1,100	700	54	
King George	2,000	1,700	85	
Loudoun	6,600	5,600	85	
Madison	2,200	1,600	71	
Orange	3,600	2,600	72	
Prince William	12,900	11,900	93	
Rappahannock	1,400	1,100	78	
Richmond	1,800	1,400	79	
Spotsylvania	7,700	6,500	84	
Stafford	4,800	4,200	87	
Warren	4,300	3,400	79	
Westmoreland	3,000	2,200	72	
(Continued on page 101)				

WRC-TV Station Total 1,635,100 1,484,500 91  
ARB Total Net Weekly Circulation (March, 1962) 810,100

# District of Columbia—Washington



**WTOP-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 175-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level.

Latitude 38° 57' 00"  
Longitude 77° 04' 45"

Transmitter: Broadcast House.

TV tape: Recording facilities.

AM Affiliate: WTOP, 50-kw, 1500 kc (CBS).

FM Affiliate: WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WTOP-TV Ref: FCC File No. BMPCT-2161 Granted 6/15/54

© American Map Co., Inc., N.Y., No. 1424

## WTOP-TV

Licensee: Washington Post Co., Broadcast House, 40th & Brandywine Sts. N.W., Washington 16, D.C. Studio: Broadcast House.

Telephone: Emerson 2-9300. TWX No.: WA 63.

Ownership: Same as Washington Post. Also owns WJXT, Jacksonville, Fla. Frederick S. Beebe, chairman; John S. Hayes, pres.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25). Washington Post acquired 100% in October 1954 (Vol. 10:42).

Represented (legal) by Covington & Burling.

Represented (sales) by Television Advertising Representatives Inc.

### Personnel:

GEORGE F. HARTFORD, v.p. & general manager.  
ROBERT A. J. BORDLEY, general sales manager.  
ROBERT ADAMS, promotion director.  
JIM SILMAN, program director & film buyer.  
EDWARD F. RYAN, general manager, news.  
WILLIAM HEDGPETH, film director.  
TWILA WALKER, sales promotion director.  
CLYDE M. HUNT, v.p., engineering.  
DONALD H. COOPER, chief TV engineer.

### DIGEST OF RATE CARD NO. 13 (March 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.  
Class AAA—8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.  
\$1800.00 \$1080.00 \$720.00 ..... \$425.00 \$250.00  
Color—Service charge for 20 Sec. and 8 Sec. announcements, commissionable, \$25.00.

\*Winter rates. For lower summer rates, effective June 14-1st Sun. in Sept., contact WTOP-TV.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>DISTRICT OF COLUMBIA</b>			
	Washington	254,400	219,600	86
	<b>MARYLAND</b>			
	Allegany	25,800	22,900	89
	Calvert	3,900	3,300	85
	Charles	8,100	7,000	87
	Frederick	20,500	18,800	92
	Montgomery	99,500	94,700	96
	Prince Georges	101,500	97,100	96
	Saint Marys	9,300	8,400	90
	Washington	27,800	24,900	90
	<b>PENNSYLVANIA</b>			
	Franklin	26,800	23,200	87
	<b>VIRGINIA</b>			
	Arlington	86,300	80,100	93
	Clarke	2,200	2,000	89
	Culpeper	4,200	3,600	84
	Fairfax	76,500	73,000	96
	Fauquier	6,500	5,400	84
	Frederick	11,200	9,700	87
	Loudoun	6,600	5,600	85
Orange	3,600	2,600	72	
Prince William	12,900	11,900	93	
Rappahannock	1,400	1,100	78	
Richmond	1,800	1,400	79	
Spotsylvania	7,700	6,500	84	
Stafford	4,800	4,200	87	
Warren	4,300	3,400	79	
Westmoreland	3,000	2,200	72	
<b>WEST VIRGINIA</b>				
Berkeley	10,100	9,000	90	
Hampshire	3,300	2,400	72	
Jefferson	5,300	4,700	88	
Mineral	6,500	5,300	82	
Morgan	2,600	2,200	83	

WTOP-TV Station Total 1,525,700 1,386,100 91  
ARB Total Net Weekly Circulation (March, 1962) 760,100

# District of Columbia—Washington

**WTTG**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 738-ft. above sea level.

Latitude 38° 55' 29"  
Longitude 77° 03' 22"

Transmitter: Sheraton Park Hotel.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WTTG Ref: FCC File No. BPCT-2431 Granted 3/28/58

© American Map Co., Inc., N.Y., No. 14244

## WTTG

Network Service: None, independent.

Licensee: Metropolitan Broadcasting Corp. (div. of Metromedia Inc.), Raleigh Hotel (zone 4).

Studio: Raleigh Hotel.

Telephone: Sterling 3-5300. TWX No.: WA 496.

Ownership: See WNEW-TV, New York.

Began Operation: January 1947.

Represented (sales) by Metro Broadcast Sales.

Personnel:

LAWRENCE FRAIBERG, v.p. & general manager.  
MARY McKENNA, v.p. in charge of research & sales development.  
JACK LYNN, v.p. in charge of programming.  
ELLIS SHOOK, production manager.  
PETER WHIPPLE, business manager.  
HARRY MOSES, promotion director.

### DIGEST OF RATE CARD NO. F (May 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 3 p.m.-sign off, Sat., 1-11 p.m., Sun.	\$1200.00	\$700.00	\$480.00	\$420.00	\$300.00	\$200.00 \$100.00



**YOUR KIDS AUDIENCE  
IS IN THE BAG WITH  
"FELIX THE CAT"  
—TV's HAPPIEST  
CARTOON CHARACTER**

HAPPILY DISTRIBUTED BY  
TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	D.C.: Washington	254,400	219,600	86
	MARYLAND			
	Allegany	25,800	22,900	89
	Anne Arundel	55,500	52,100	94
	Calvert	3,900	3,300	85
	Charles	8,100	7,000	87
	Frederick	20,500	18,800	92
	Montgomery	99,500	94,700	96
	Prince Georges	101,500	97,100	96
	Saint Marys	9,300	8,400	90
	Washington	27,800	24,900	90
	PENNSYLVANIA			
	Adams	15,000	13,600	91
	Franklin	26,800	23,200	87
	VIRGINIA			
	Arlington	86,300	80,100	93
	Caroline	3,100	2,400	78
	Clarke	2,200	2,000	89
	Culpeper	4,200	3,600	84
	Fairfax	76,500	73,000	96
	Fauquier	6,500	5,400	84
	Frederick	11,200	9,700	87
	King George	2,000	1,700	85
	Loudoun	6,600	5,600	85
	Orange	3,600	2,600	72
Page	4,500	3,700	82	
Prince William	12,900	11,900	93	
Rappahannock	1,400	1,100	78	
Richmond	1,800	1,400	79	
Shenandoah	6,600	5,700	87	
Sportsylvania	7,700	6,500	84	
Stafford	4,800	4,200	87	
Warren	4,300	3,400	79	
Westmoreland	3,000	2,200	72	
WEST VIRGINIA				
Berkeley	10,100	9,000	90	
Hampshire	3,300	2,400	72	
Jefferson	5,300	4,700	88	
Mineral	6,500	5,300	82	
Morgan	2,600	2,200	83	

WTTG Station Total 1,650,500 1,498,800 91  
ARB Total Net Weekly Circulation (March, 1962) 715,000

# District of Columbia—Washington

## WTTG (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	DELAWARE			
	Sussex	22,300	18,600	84
	MARYLAND			
	Caroline	6,100	5,100	84
	Carroll	14,500	13,600	94
	Dorchester	9,100	7,600	84
	Howard	10,000	9,400	94
	Kent	4,700	4,200	89
	Queen Annes	5,000	4,300	86
	Talbot	6,900	6,200	90
VIRGINIA				
Greene	1,100	700	54	
Madison	2,200	1,600	71	
Rockingham	14,600	11,800	81	
Under 25%	DELAWARE			
	Kent	19,100	17,100	90
	MARYLAND			
	Baltimore	422,100	396,800	95
	Cecil	12,600	11,800	94
	Harford	21,300	19,800	93
	Somerset	5,800	4,500	78
	Wicomico	15,100	13,200	88
	Worcester	7,300	5,700	78
	PENNSYLVANIA			
Bedford	12,400	10,900	89	
Fulton	3,000	2,400	81	
York	75,300	69,700	93	
VIRGINIA				
Augusta	20,700	17,600	85	
Essex	1,800	1,300	73	
Fluvana	1,900	1,400	75	
King and Queen	1,500	1,100	70	
Lancaster	2,700	2,200	80	
Louisa	3,400	2,400	70	
Northumberland	2,900	2,400	82	

## WTOP-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MARYLAND			
	Anne Arundel	55,500	52,100	94
	Carroll	14,500	13,600	94
	Dorchester	9,100	7,600	84
	Howard	10,000	9,400	94
	VIRGINIA			
	Caroline	3,100	2,400	78
	King George	2,000	1,700	85
	Page	4,500	3,700	82
	Rockingham	14,600	11,800	81
Shenandoah	6,600	5,700	87	
Under 25%	DELAWARE			
	Sussex	22,300	18,600	84
	MARYLAND			
	Baltimore	422,100	396,800	94
	Caroline	6,100	5,100	84
	Harford	21,300	19,800	93
	Kent	4,700	4,200	89
	Queen Annes	5,000	4,300	86
	Talbot	6,900	6,200	90
	Wicomico	15,100	13,200	88
PENNSYLVANIA				
Adams	15,000	13,600	91	
Bedford	12,400	10,900	89	
Fulton	3,000	2,400	81	
VIRGINIA				
Accomack	9,500	6,900	72	
Augusta	20,700	17,600	85	
Greene	1,100	700	54	
Madison	2,200	1,600	71	

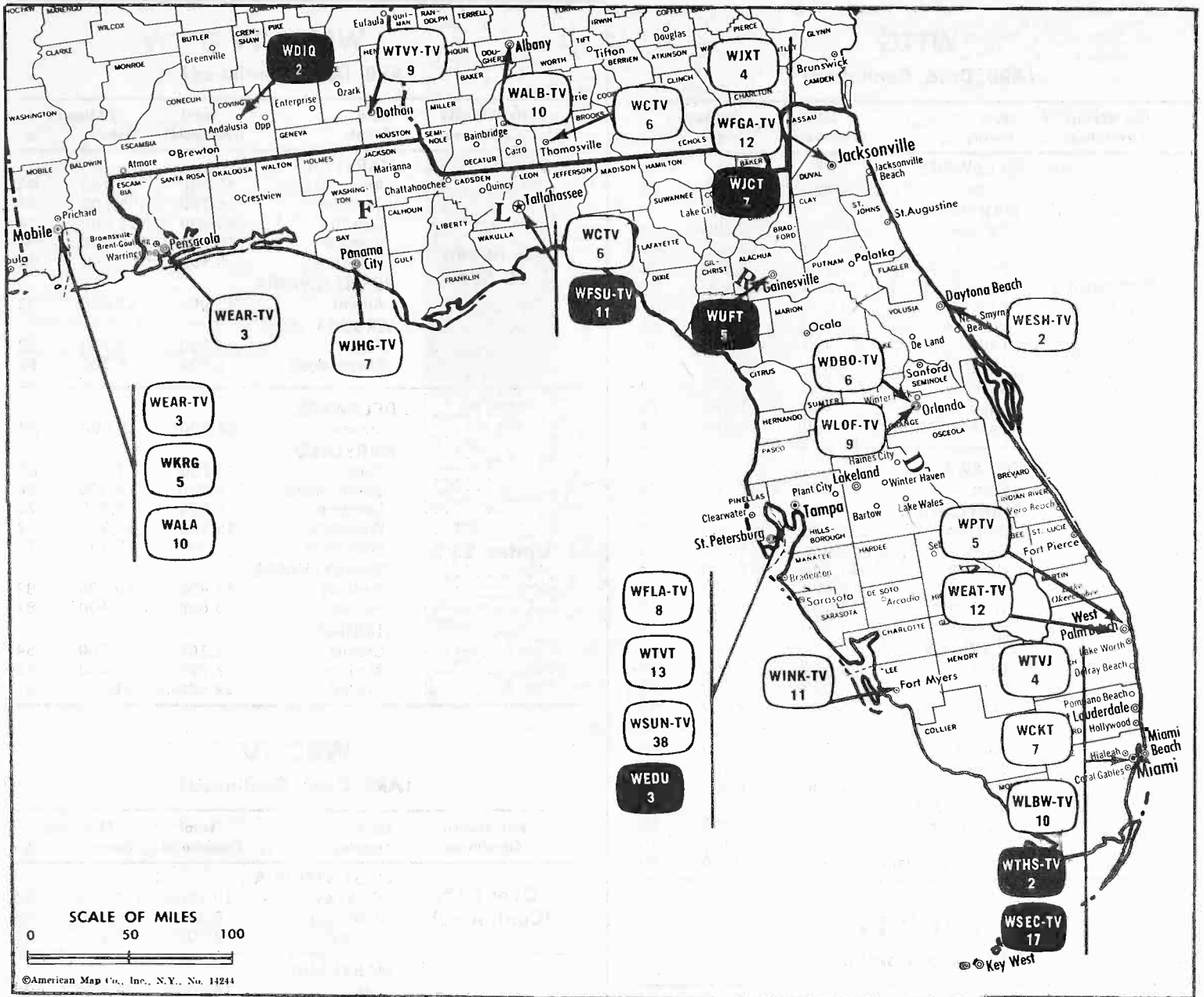
## WMAL-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MARYLAND			
	Anne Arundel	55,500	52,100	94
	Caroline	6,100	5,100	84
	Carroll	14,500	13,600	94
	Howard	10,000	9,400	94
	Talbot	6,900	6,200	90
	PENNSYLVANIA			
	Adams	15,000	13,600	91
	VIRGINIA			
	Page	4,500	3,700	82
Shenandoah	6,600	5,700	87	
Under 25%	DELAWARE			
	Sussex	22,300	18,600	84
	MARYLAND			
	Kent	4,700	4,200	89
	Queen Annes	5,000	4,300	86
	Somerset	5,800	4,500	78
	Wicomico	15,100	13,200	88
	Worcester	7,300	5,700	78
	PENNSYLVANIA			
	Bedford	12,400	10,900	89
Fulton	3,000	2,400	81	
VIRGINIA				
Greene	1,100	700	54	
Madison	2,200	1,600	71	
Rockingham	14,600	11,800	81	

## WRC-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50% (Continued)	WEST VIRGINIA			
	Berkeley	10,100	9,000	90
	Jefferson	5,300	4,700	88
Morgan	2,600	2,200	83	
Between 25-50%	MARYLAND			
	Carroll	14,500	13,600	94
	Howard	10,000	9,400	94
	Kent	4,700	4,200	89
	Queen Annes	5,000	4,300	86
	Somerset	5,800	4,500	78
	Wicomico	15,100	13,200	88
	Worcester	7,300	5,700	78
	VIRGINIA			
	Page	4,500	3,700	82
Rockingham	14,600	11,800	81	
Shenandoah	6,600	5,700	87	
WEST VIRGINIA				
Hampshire	3,300	2,400	72	
Mineral	6,500	5,300	82	
Under 25%	DELAWARE			
	Kent	19,100	17,100	90
	Sussex	22,300	18,600	84
	MARYLAND			
	Baltimore	422,100	396,800	95
	Cecil	12,600	11,800	94
	Harford	21,300	19,800	93
	PENNSYLVANIA			
	Bedford	12,400	10,900	89
	Fulton	3,000	2,400	81
York	75,300	69,700	93	
VIRGINIA				
Accomack	9,500	6,900	72	
Fluvanna	1,900	1,400	75	
Louisa	3,400	2,400	70	
WEST VIRGINIA				
Hardy	2,600	1,800	68	
Pendleton	2,100	1,600	74	

# Florida



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Miami	497,300	26	625,500	43	549,400	41
Tampa-St. Petersburg	394,300	40	558,800	50	482,800	51
Jacksonville	229,200	75	374,300	82	307,600	84
Orlando-Daytona Beach	211,600	81	417,500	72	346,500	77
Tallahassee-Thomsonville	117,200	124	264,900	109	198,800	121
West Palm Beach	96,500	138	241,000	117	213,400	114
Panama City	51,200	176	76,000	188	61,300	193
Ft. Myers	16,300	216	36,500	206	29,400	208

(Additional Data on page 104)

## Florida Station Status as of Dec. 1, 1962

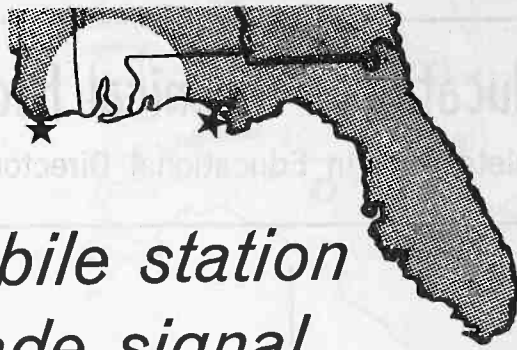
	VHF	UHF	TOTAL
○ Commercial Television Stations	16	1	17
● Educational Television Stations	5	1	6
			23

See CATV Directory  
for State's CATV Systems



# NBC for West Florida:

## WALA-TV



*the only Mobile station  
with city-grade signal  
in Pensacola!*

\* Panama City, Fla.  
\* Gulfport, Miss.  
covered via CATV

The  
Tallest  
Tower  
on  
the  
Gulf  
Coast

### compare coverage

From the rich markets of the Mississippi Gulf Coast to the resorts, industries and military installations in West Florida ... and to dozens of cities and towns inland, WALA-TV is the **DOMINANT** medium, delivering NBC color and black-and-white shows to nearly a **MILLION CONSUMERS**.

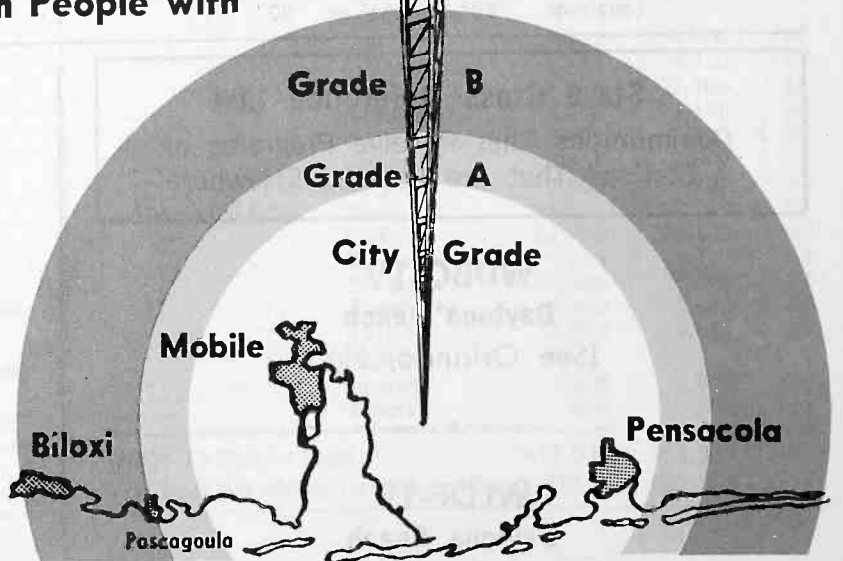
### compare cost

When you compare rankings of metropolitan markets, don't forget to combine the Mobile and Pensacola figures because you can buy the only NBC coverage in *both cities* for the price of one, on WALA-TV!

**Add WALA-TV's Grade A and Grade B coverage area and you have a market of a Million People with nearly \$1½ Billion to spend!**

Contact: Select Stations, Inc.  
Clarke Brown Co.

or John E. Dixon, Nat'l Sales,  
WALA-TV, Mobile, Ala.



# WALA-TV 10



**MOBILE,  
ALABAMA**

# State Educational Technical Facilities

(Complete Data in Educational Directory)

**WUFT**  
**Gainesville**  
Ch. 5

Non-Commercial Educational Station

Licensee: Board of Control, a public corporation of the State of Florida, acting for and on behalf of University of Florida, 226 Administration Bldg., U. of Florida.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.84-kw visual, 7.46-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude	29°	42'	34"
Longitude	82°	23'	51"

•

**WJCT**  
**Jacksonville**  
Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 1070 E. Adams St.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	21.6"
Longitude	81°	38'	34.1"

•

**WSEC-TV**  
**Miami**  
Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami 32.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

**WTHS-TV**  
**Miami**  
Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami 32.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

•

**WFSU-TV**  
**Tallahassee**  
Ch. 11

Non-Commercial Educational Station

Grantee: Board of Control of Florida & Florida Educational TV Commission, at Florida State U.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 95.5-kw visual, 47.9-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude	30°	21'	29"
Longitude	84°	36'	39"

•

**WEDU**  
**Tampa-St. Petersburg**  
Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa 5.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 56.2-kw visual, 28.2-kw aural. Antenna: 494-ft. above av. terrain, 526-ft. above ground, 546-ft. above sea level.

Latitude	27°	55'	04"
Longitude	82°	22'	03"

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

•

**WDBO-TV**  
**Daytona Beach**  
(See Orlando, Fla.)

•

**WLOF-TV**  
**Daytona Beach**  
(See Orlando, Fla.)

**WESH-TV**  
**Orlando**  
(See Daytona Beach, Fla.)

•

**WSUN-TV**  
**Tampa**  
(See St. Petersburg)

•

**WEAT-TV**  
**West Palm Beach**  
(See Palm Beach)

# Florida—Daytona Beach-Orlando

**WESH-TV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1036-ft. above sea level.

Latitude 28° 56' 25"  
Longitude 81° 18' 33"

Transmitter: Orange City, Fla., midway between Daytona Beach and Orlando.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WESH-TV Ref: FCC File No. BMPCT-4150 Granted 2/6/57

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## WESH-TV

Licensee: Telrad Inc., Box 1551, Daytona Beach.

Studios: 540 Corporation Ave., Daytona Beach; 1501 Minnesota Ave., (Winter Park), Orlando.

Telephones: Clinton 3-6591, Daytona Beach; Midway 7-5705, Orlando. TWX Nos.: DB 305-677-3822, Daytona Beach; WNPX 305-647-1412, Orlando.

Ownership: Same as Perry newspapers; John H. Perry Jr., pres. Perry interests own 40% of radio WNDB, Daytona Beach. For Perry newspapers, see Palm Beach Post Times in Newspaper Ownership section.

Began Operation: May 29, 1956.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear and Kennedy.

Personnel:

JOHN H. PERRY JR., president.  
T. S. GILCHRIST JR., general manager.  
WALTER STROUSE, station manager.  
HARRY LE BRUN, general sales manager.  
JACK NEWSOM, market manager.  
DAN JOINER, exec. program director.  
JULIAN BENNETT, production manager.  
BEECHER HAYFORD, technical director.  
CHARLES CARTER JR., chief engineer.

### DIGEST OF RATE CARD NO. 3

(June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.

\$700.00 \$420.00 \$260.00 \$160.00 \$160.00 \$140.00 \$70.00  
NETWORK BASE HOURLY RATE: \$500.

See Pages 113 & 114 for other area outlets.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA				
		Brevard	36,700	32,300	88
		Citrus	3,300	2,500	76
		Flagler	1,400	1,100	78
		Gilchrist	800	700	77
		Lake	19,500	16,800	86
		Levy	3,200	2,000	61
		Marion	16,000	11,900	75
		Orange	87,000	77,800	90
		Osceola	7,200	6,000	82
		Putnam	9,800	8,100	83
		Seminole	17,200	15,200	88
		Sumter	3,600	2,800	77
	Volusia	48,100	41,900	88	
Between 25-50%	FLORIDA				
		Alachua	20,300	15,200	75
		Dixie	1,300	800	58
	Lafayette	900	500	55	
Under 25%	FLORIDA				
		Clay	5,600	4,800	84
		Columbia	5,700	4,400	77
		Hamilton	2,100	1,300	64
		Hernando	3,800	3,100	80
		Indian River	8,900	7,100	80
		Jefferson	2,500	1,600	65
		Madison	3,800	2,200	57
		Pasco	13,200	11,300	86
		Polk	61,000	52,800	87
		St. Johns	9,200	7,700	84
		St. Lucie	13,000	10,800	83
		Suwannee	4,200	2,800	65
		Taylor	3,800	2,600	68
		GEORGIA			
	Brooks	3,900	2,900	75	
	Echols	500	300	61	
WESH-TV Station Total			417,500	351,300	85
ARB Total Net Weekly Circulation (March, 1962)			201,300		

# Florida—Fort Myers



**WINK-TV**

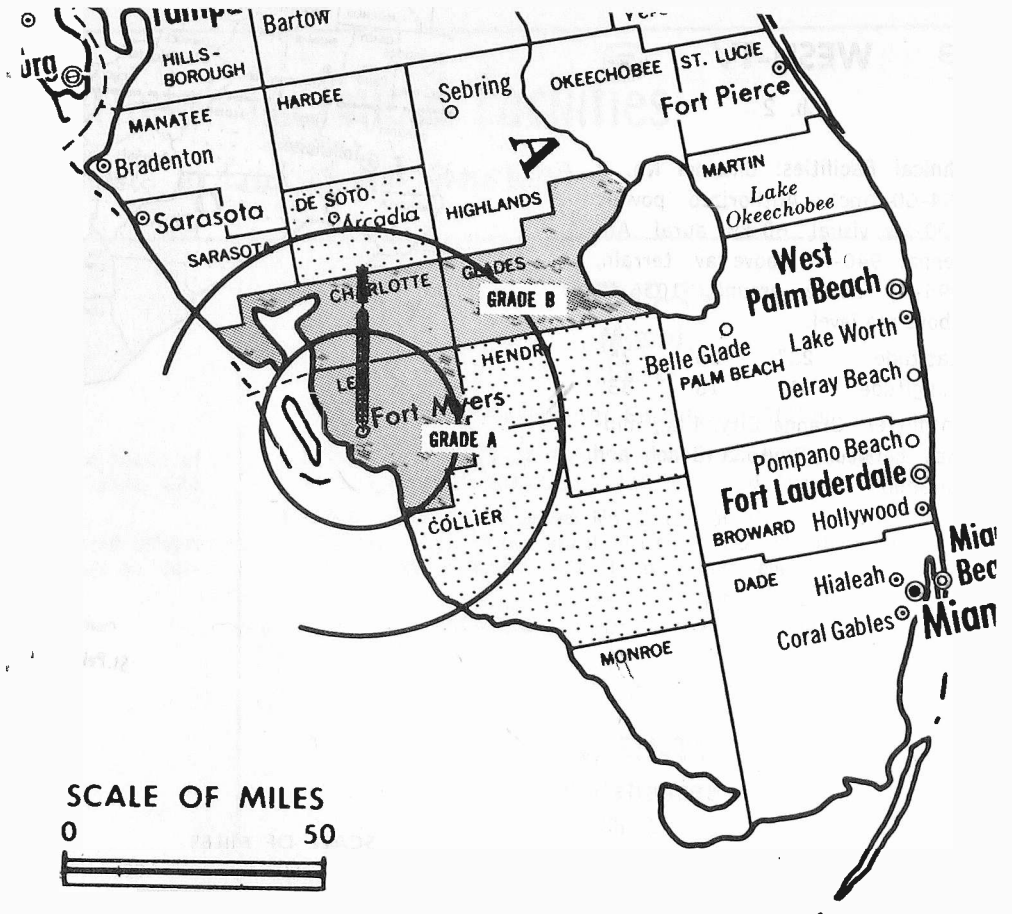


Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 65-kw visual, 35-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level.

Latitude 26° 39' 03"  
Longitude 81° 51' 20"

Transmitter: 54 Palm Beach Blvd.  
AM Affiliate: WINK, .25-kw, 1240 kc (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WINK-TV Ref: FCC File No. BPCT-2643 Granted 6/19/59

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## WINK-TV

Network Service: ABC, CBS (EMP).  
Licensee: Fort Myers Bcstg Co., 54 Palm Beach Blvd.  
Studio: 54 Palm Beach Blvd.  
Telephone: Edison 4-1331.  
TWX No.: 482.  
Ownership: United Garage & Service Corp. (Cleveland), 100%.  
United G & S owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.  
Began Operation: March 6, 1954.  
Represented (sales) by Forjoe-TV Inc.  
Represented (legal) by Dempsey & Koplovitz.  
Represented (engineering) by Russell P. May.  
Personnel:  
A. J. BAUER, general manager.  
BOB CAUGHEY, technical director.  
FRAN NODINE, program director & film buyer.  
VERNON LUNDQUIST, news director.  
DICK LANDEFELD, sales manager.

## DIGEST OF RATE CARD NO. 4 (April 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—6:59-10:29 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$46.00	\$40.00	\$23.00

NETWORK BASE HOURLY RATE: \$80 (ABC & CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Charlotte	5,200	4,300	82
	Glades	900	600	65
	Lee	19,400	16,400	85
Between 25-50%	None	Between 25-50%		
Under 25%	FLORIDA			
	Collier	5,300	3,900	74
	De Soto	3,200	2,500	78
	Hendry	2,500	1,700	68
WINK-TV Station Total		36,500	29,400	83
ARB Total Net Weekly Circulation (March, 1962)			16,300	

# Florida—Jacksonville

abc **WFGA-TV**

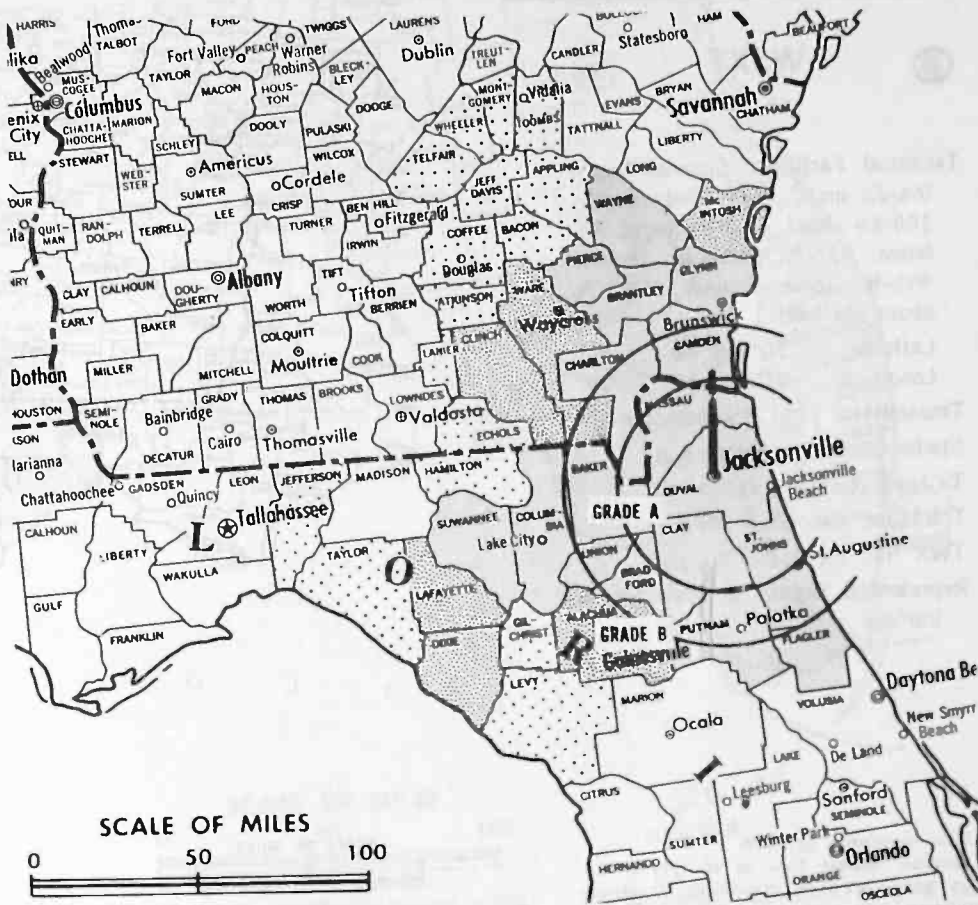
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"  
Longitude 81° 38' 34"

Transmitter: Television Park, 1070 E. Adams St.

TV tape: Recording facilities.



WFGA-TV Ref: FCC File No. BPCT-1624 Granted 8/20/56

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

## WFGA-TV

Network Service: ABC, NBC.

Licensee: Florida-Georgia Television Co. Inc., 1070 E. Adams St., Box 419.

Studio: Television Park, 1070 E. Adams St.

Telephone: Elgin 6-3381.

TWX No.: JK 362.

Ownership: Alexander Brest, pres., 25.5%; Harold S. Cohn, v.p., 19%; Wometco Enterprises Inc., 47.5%; 5 other stockholders, none owns over 3%. Mr. Cohn controls radio station WRHC, Jacksonville. For other Wometco holdings see WTVJ, Miami.

Began Operation: Sept. 1, 1957.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

ALEXANDER BREST, president.  
MITCHELL WOLFSON, v.p. & director.  
JESSE H. CRIFE, v.p., general manager & treas.  
RALPH W. NIMMONS, station manager.  
ROBERT M. REUSCHLE, general sales manager.  
GENE REILY, regional sales manager.  
JOHN CUMMINS, local sales manager.  
BOB MANNING, production manager.  
HAROLD BAKER, director for news & special events.  
ANDY AMYX, promotion manager.  
HERB GOLD, film editor.  
SHERWOOD H. SMITH, public service director.  
H. L. WINGFIELD, chief engineer.

DIGEST OF RATE CARD NO. 6

(Aug. 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10 p.m., daily.	\$925.00	\$500.00	\$340.00	\$275.00	\$225.00	\$120.00
NETWORK BASE HOURLY RATE: \$850 (ABC), \$850 (NBC).						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA				
		Baker	1,800	1,500	83
		Bradford	3,400	2,800	81
		Clay	5,600	4,800	84
		Columbia	5,700	4,400	77
		Duval	138,700	124,200	90
		Flagler	1,400	1,100	78
		Nassau	4,800	4,200	86
		Putnam	9,800	8,100	83
		St. Johns	9,200	7,700	84
	Suwannee	4,200	2,800	65	
	Union	1,200	900	74	
<b>Between 25-50%</b>	GEORGIA				
		Brantley	1,500	1,200	77
		Camden	2,600	2,200	84
		Charlton	1,300	1,000	75
		Glynn	12,100	10,300	85
		Pierce	2,500	1,900	73
<b>Under 25%</b>		Wayne	4,700	3,800	80
	FLORIDA				
		Alachua	20,300	15,200	75
		Dixie	1,300	800	55
	Lafayette	900	500	59	
GEORGIA					
	Clinch	1,700	1,200	69	
	McIntosh	1,600	1,200	71	
	Ware	9,800	7,800	80	
FLORIDA: Gilchrist, Hamilton, Jefferson, Levy, Taylor. GEORGIA: Appling, Atkinson, Bacon, Coffee, Echols, Jeff Davis, Lanier, Montgomery, Telfair, Toombs, Wheeler.					

WFGA-TV Station Total 285,500 235,800 82  
ARB Total Net Weekly Circulation (March, 1962) 173,800

For Other Owners of Two or More TV Stations, see the Group Ownership Section.

# Florida—Jacksonville



**WJXT**

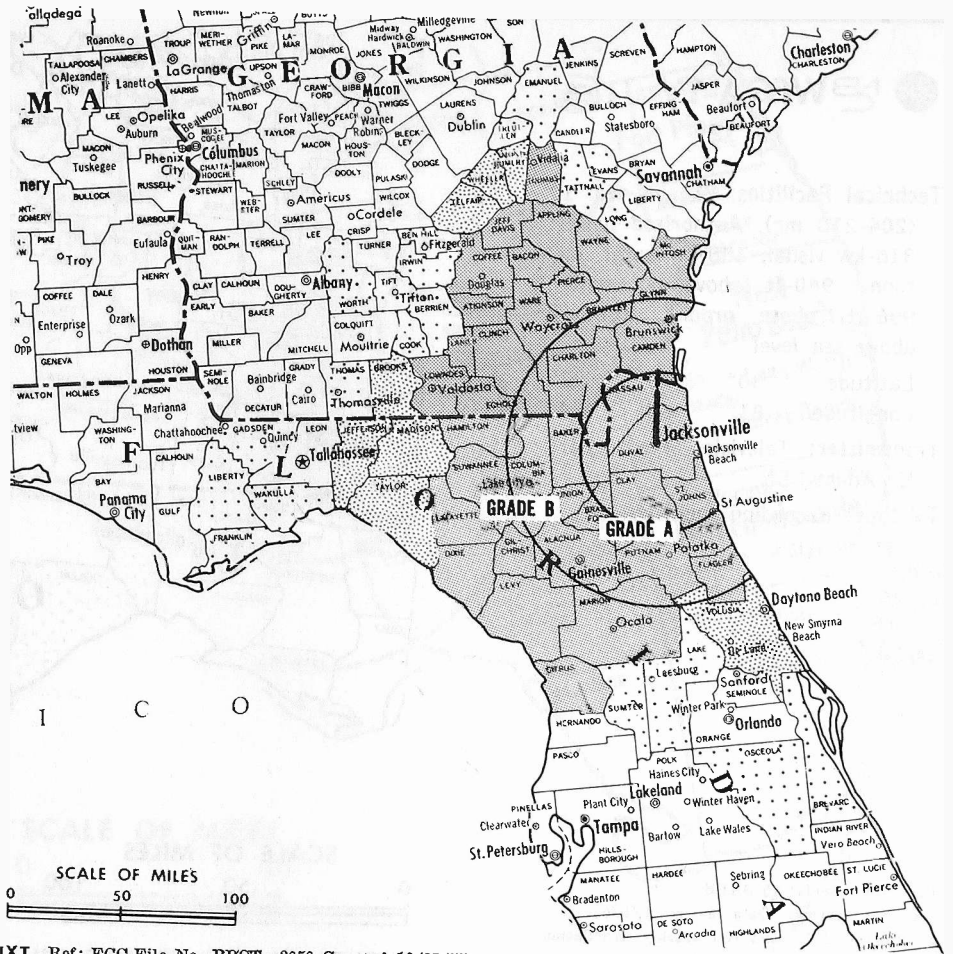
Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 931-ft. above av. terrain, 991-ft. above ground, 992.1-ft. above sea level.

Latitude 30° 18' 47"  
Longitude 81° 39' 00"

Transmitter: 1851 Southampton Rd.  
Studio: 1851 Southampton Rd.  
TV tape: Recording facilities.  
Telephone: Exbrook 8-0501.  
TWX No.: JK 367.  
Represented (legal) by Covington & Burling.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WJXT Ref: FCC File No. BPCT—2050 Granted 10/27/55

©American Map Co., Inc., N.Y., No. 14244

## WJXT

Licensee: Washington Post Co., 1851 Southampton Rd.  
Ownership: Washington Post Co. (100% owner, publisher of Washington Post), owner of WTOP-TV, Washington. John S. Hayes, pres., broadcast div.; Glenn Marshall Jr., pres., WJXT.  
Began Operation: Sept. 15, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1,5).  
Represented (sales) by Television Advertising Representatives Inc.  
Personnel:  
ROBERT W. SCHELLENBERG, general sales manager.  
CHRIS TRIZONIS, sales service manager.  
LEONARD MOSBY, program manager & film buyer.  
PETE HOUSE, production manager.  
ERNEST VORDERMARK, chief engineer.  
TOM W. MAHAFFEY, promotion director.  
JIM LANDON, research director.  
BILL GROVE, news director.

### DIGEST OF RATE CARD NO. 13—(July 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m. (Announcements: Class AAA—7:31-10:59 p.m., daily).  
\$950.00, \$570.00 \$380.00 ..... \$400.00 \$225.00 \$110.00  
NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Alachua	20,300	15,200	75
	Baker	1,800	1,500	83
	Bradford	3,400	2,800	81
	Citrus	3,300	2,500	76
	Clay	5,600	4,800	84
	Columbia	5,700	4,400	77
	Dixie	1,300	800	55
	Duval	138,700	124,200	90
	Flagler	1,400	1,100	78
	Gilchrist	800	700	77
	Hamilton	2,100	1,300	64
	Lafayette	900	500	59
	Levy	3,200	2,000	61

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA—(Continued)			
	Marion	16,000	11,900	75
	Nassau	4,800	4,200	86
	Putnam	9,800	8,100	83
	St. Johns	9,200	7,700	84
	Suwannee	4,200	2,800	65
	Union	1,200	900	75
	GEORGIA			
	Appling	3,200	2,200	68
	Atkinson	1,500	800	49
	Bacon	2,200	1,600	71
	Brantley	1,500	1,200	77
	Camden	2,600	2,200	84
	Charlton	1,300	1,000	75
Clinch	1,700	1,200	69	
Coffee	5,600	4,000	71	
Echols	500	300	61	
Glynn	12,100	10,300	85	
Jeff Davis	2,200	1,600	72	
Lanier	1,300	900	67	
Lowndes	13,700	10,400	76	
McIntosh	1,600	1,200	71	
Pierce	2,500	1,900	73	
Ware	9,800	7,800	80	
Wayne	4,700	3,800	80	
Between 25-50%	FLA.: Jefferson	2,500	1,600	65
	Madison	3,800	2,200	57
	Taylor	3,800	2,600	68
	Volusia	48,100	41,900	88
Under 25%	GA.: Brooks	3,900	2,900	75
	Montgomery	1,600	900	57
	Telfair	3,100	1,900	59
	Toombs	4,500	3,000	66
Wheeler	1,300	800	60	
FLORIDA: Brevard, Franklin, Gadsden, Lake, Liberty, Osceola, Sumter, Wakulla. GEORGIA: Ben Hill, Berrien, Cook, Emanuel, Evans, Irwin, Long, Tattanal, Thomas, Tift, Treutlen, Worth.				
WJXT Station Total		500,000	409,100	82
ARB Total Net Weekly Circulation (March, 1962)		229,200		

# Florida—Miami

**WTVJ**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level.

Latitude 25° 59' 08.5"  
Longitude 80° 11' 34.5"

Transmitter: N.E. 6th Ave. & Hallandale Beach Blvd.

Studio: 316 N. Miami Ave.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WTVJ Ref: FCC File No. BMPCT-1083 Granted 5/14/63

©American Map Co., Inc., N.Y., No. 14244

## WTVJ

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami 32.  
Telephone: Franklin 4-6262.

TWX No.: MM 92.

Ownership: Wometco Enterprises Inc., Mitchell Wolfson, pres. Also has 47.5% interest in WFGA-TV, Jacksonville, Fla.; and holds 96% of WLOS-TV, Asheville, N.C. Wometco Enterprises also owns KVOS-TV, Bellingham, Wash.

Began Operation: March 21, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Assoc.

### Personnel:

MITCHELL WOLFSON, president.  
LOUIS WOLFSON II, vice president.  
RICHARD F. WOLFSON, vice president.  
JACK WAXENBERG, vice president.  
LEE RUWITCH, executive v.p. in charge of WTVJ.  
JACK SHAY, v.p. in charge of operations.  
WILLIAM R. BRAZZIL, v.p. in charge of WTVJ sales.  
FRANK HOWELL, national sales manager.  
JIM O'ROURKE, asst. national sales manager.  
TOM BURKHART, local sales manager.  
LEE WALLER, program director.  
ROBERT J. ROSS, business manager & film buyer.  
GEORGE VICKERY, public relations & promotion director.  
EARL LEWIS, chief transmitter engineer.  
JOSEPH H. KLINE, dir. of engineering & remote operations.  
LYN LUCAS, director of production operations.  
RALPH RENICK, v.p. for WTVJ news.

### DIGEST OF RATE CARD NO. 19 (July 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10:30 p.m., Mon.-Fri.; 6-7:30 & 10:30-11 p.m., Sat. & Sun.  
\$1350.00 \$675.00 \$470.00 \$365.00 \$535.00\* \$375.00\* \$188.00\*  
\*Class AA Spots are 6:30-10 p.m., Mon.-Fri.; 6:10-6:30 p.m. & 11-11:10 p.m., Sat. & Sun. Color—rates on request.  
NETWORK BASE HOURLY RATE: \$1450.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>		FLORIDA			
		Broward	121,400	112,700	93
		Collier	5,300	3,900	74
		Dade	336,600	299,000	89
		Hendry	2,500	1,700	68
		Martin	6,200	5,200	84
<b>Between 25-50%</b>		FLORIDA			
		Indian River	8,900	7,100	80
		Saint Lucie	13,000	10,800	83
<b>Under 25%</b>		FLORIDA			
		Charlotte	5,200	4,300	82
		Glades	900	600	65
		Highlands	7,300	5,800	80
		Lee	19,400	16,400	85
	Okeechobee	1,900	1,600	84	
<b>WTVJ Station Total</b>			625,500	549,400	88
<b>ARB Total Net Weekly Circulation (March, 1962)</b>				497,300	

# Florida—Miami

NB

**WCKT**

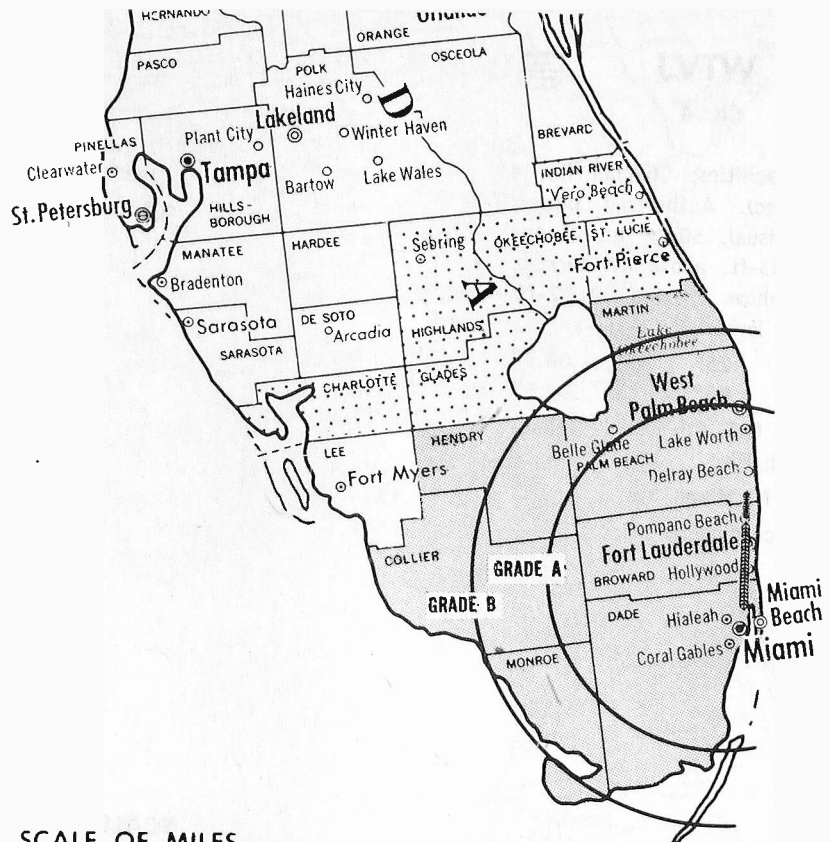
Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level.

Latitude 25° 57' 49"  
Longitude 80° 12' 44"

Transmitter: Antenna farm, North Dade County, Fla.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

SCALE OF MILES  
0 50 100  
WCKT Ref: FCC File No. BPCT-1458 Granted 1/18/56

© American Map Co., Inc., N.Y., No. 14244

## WCKT

Grantee (STA): Sunbeam Television Corp., 100%, Box 1118, Miami, Fla.

Studio & Business Office: Broadcast Key, North Bay Causeway.

Telephone: Plaza 1-6692. TWX No.: 177.

Ownership: Sidney D. Ansin, pres., 23.2%; Edmund N. Ansin, exec. v.p. & treas., 23.3%; Charles L. Kelly, v.p., asst. secy. & station mgr., 10% (voting trustee for stock for which beneficial interest is held by Berard Koteen); Harold Zinn, v.p., 10%; Catchings Therrell, secy., 10%; A. H. McClain, asst. treas., 2.5%; Dr. Jay F. W. Pearson, 10% (Chancellor of U. of Miami which owns the stock); Mrs. Stanley Milledge, 5%; Judge David J. Heffernan, 2.5%; Mr. & Mrs. Phillip E. Groh, 1.25% each; Clyde H. Lucas, 1%.

Began Operation: July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station.

Represented (sales) by Harrington, Righter & Parsons:

Represented (legal) by Koteen & Burt.

Represented (engineering) by Creutz & Snowberger.

Personnel:

- SIDNEY D. ANSIN, president.
- CHARLES L. KELLY, station manager.
- ROBERT L. FIDLAR, director of sales.
- CHARLES H. PHILIPS, national sales manager.
- BOB HANNA, local sales manager.
- FRANK STRUZZIERI, film manager & buyer.
- DONALD FISCHER, promotion manager.
- ALLEN STERNBERG, production manager.
- GENE STRUL, director of news.
- ROBERT H. PAASCH, chief engineer.

## DIGEST OF RATE CARD NO. 11

(Nov. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$1300.00 \$684.00 \$475.00 ..... \$400.00\* \$280.00\* \$140.00\*

\*Class AAA (6:30-10:29 p.m., Mon.-Fri.).

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Broward	121,400	112,700	93
	Collier	5,300	3,900	74
	Dade	336,600	299,000	89
	Hendry	2,500	1,700	68
	Martin	6,200	5,200	84
	Monroe	14,600	10,100	69
	Palm Beach	82,300	70,200	86
Between 25-50%	None			
	Between 25-50%			
Under 25%	FLORIDA			
	Charlotte	5,200	4,300	82
	Glades	900	600	65
	Highlands	7,300	5,800	80
	Indian River	8,900	7,100	80
	Okeechobee	1,900	1,600	84
	Saint Lucie	13,000	10,800	83
WCKT Station Total		606,100	533,000	88
ARB Total Net Weekly Circulation (March, 1962)			469,800	





This is WCKT, Channel 7, Miami, situated on Broadcast Key in the middle of Biscayne Bay – America's most beautiful television station – covering the Florida Gold Coast including Ft. Lauderdale and the Palm Beaches.

**WCKT** CHANNEL 7  
MIAMI 38, FLORIDA

National Representatives: Harrington, Righter & Parsons  
For the South-Bomar Lowrance and Assoc.

# Florida—Miami



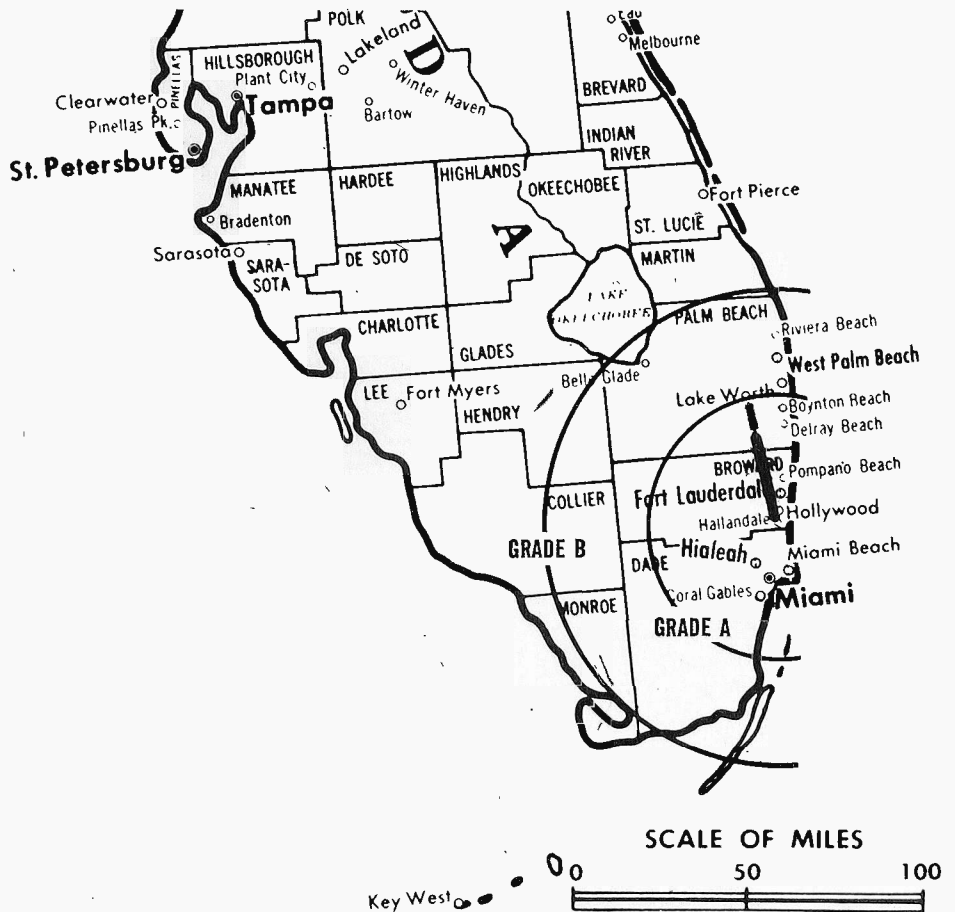
**WLBW-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

Transmitter: 3/8 mi. W of State Rt. 7, Miami antenna farm, near Hallandale, Fla.



WLBW-TV Ref: FCC File No. BMPCT-578 Granted 9/19/62

©American Map Co., Inc., N.Y., No. 14244

## WLBW-TV

Grantee: L. B. Wilson Inc., 2133 NW 11th Ave.

Studio: 2133 NW 11th Ave.

Telephone: Franklin 3-4723 TWX No.: MM 532.

Ownership: C. H. Topmiller, pres., 32.4%; Jeanette Heinze, v.p. & treas., 19.3%; Thomas A. Welstead, v.p. & asst. secy., 19.3%; Wm. M. Ittman, 11.3%; Jolar Inc., 11.3%; Essie Rupp, secy., 6.3%. Mrs. Heinze, Topmiller & Welstead control the Corporation through a voting trust agreement under which they are the voting trustees.

Began Operation: Nov. 20, 1961.

Represented (sales) by H-R Television Inc.

Represented (legal) by Marmet & Schneider.

Represented (engineering) by Kear & Kennedy.

### Personnel:

C. H. TOPMILLER, president.  
THOMAS A. WELSTEAD, vice president & general manager.  
LIN MASON, program director.  
CHARLES J. MATHEWS, national sales manager.  
JOHN S. ALLEN, general sales manager.  
GEORGE BOOKER, production manager.  
WM. LATHAM, chief engineer.

### DIGEST OF RATE CARD NO. 2

(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.	
Class AA—7:31-10:31 p.m., daily.	\$1200.00	\$720.00	\$480.00	.....	\$500.00	\$275.00	\$125.00

## ARB Total Net Weekly Circulation

(March, 1962) 419,100

ARB County data not available based on 1960 coverage study because station began operation after the survey was made.



**THE MIGHTY HERCULES**  
**THE MIGHTIEST**  
**NEW CARTOON SERIES**  
TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . . CHICAGO . . . . HOLLYWOOD

# Florida—Orlando



**WDBO-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 540-ft. above av. terrain, 584-ft. above ground, 687-ft. above sea level.

Latitude 28° 33' 17"  
Longitude 81° 24' 42"

Transmitter: 950 N. Texas Ave.

Studio: 30 S. Ivanhoe Blvd.

Represented (engineering) by Lohnes & Culver.

AM Affiliate: WDBO, 5-kw, 580 kc (CBS).

FM Affiliate: WDBO-FM, 25-kw, 92.3 mc (No. 222), 460-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WDBO-TV Ref: FCC File No. BMPCT-1633 Granted 12/31/53

©American Map Co., Inc., N.Y., No. 14244

## WDBO-TV

Licensee: Cherry Broadcasting Co., Box 1833, Orlando, Fla.

Telephone: Cherry 1-1497. TWX No.: 305-275-1625.

Ownership: William S. Cherry Jr. estate, 75%; William H. Goodman, pres., 10%; Arnold F. Schoen Jr., exec. v.p. & general manager, 5%; Mollie B. Cherry, 10%.

Began Operation: July 1, 1954. Sale to present owners by group headed by Harold P. Danforth approved May 8, 1957 by FCC (Television Digest, Vol. 13:14, 19).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ARNOLD F. SCHOEN JR., exec. v.p. & general manager.  
LEONARD S. DAVEY JR., v.p. & sales director.  
WALTER SICKLES, program director & film buyer.  
AGNES CARLSON, sales coordinator.  
HARTWELL B. CONKLIN, news director.  
J. COLIN MURCHISON JR., production director.  
JAMES E. YARBROUGH, chief engineer.

### DIGEST OF RATE CARD NO. 7—(July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$750.00	\$450.00	\$250.00	\$200.00	\$150.00*	\$130.00*
					\$65.00*	

\*Class AAA (8-10 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.):  
Min. \$160, 20 Sec. \$140, 10 Sec. \$70.

NETWORK BASE HOURLY RATE: \$675.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Brevard	36,700	32,300	88
	Citrus	3,300	2,500	76
	Lake	19,500	16,800	86
	Marion	16,000	11,900	75
	Orange	87,000	77,800	90
	Osceola	7,200	6,000	82
	Seminole	17,200	15,200	88
	Sumter	3,600	2,800	77
Volusia	48,100	41,900	88	

Between 25-50%	FLORIDA			
	Flagler	1,400	1,100	78
	Hernando	3,800	3,100	80
	Pasco	13,200	11,300	86
	Polk	61,000	52,800	87
Putnam	9,800	8,100	83	

Under 25%	FLORIDA			
	Gilchrist	800	700	77
	Highlands	7,300	5,800	80
	Indian River	8,900	7,100	80
	Levy	3,200	2,000	61
	Okeechobee	1,900	1,600	84
Saint Lucie	13,000	10,800	83	

WDBO-TV Station Total	362,900	311,600	86
ARB Total Net Weekly Circulation (March, 1962)		211,600	

# Florida—Orlando



**WFTV**



Ch. 9

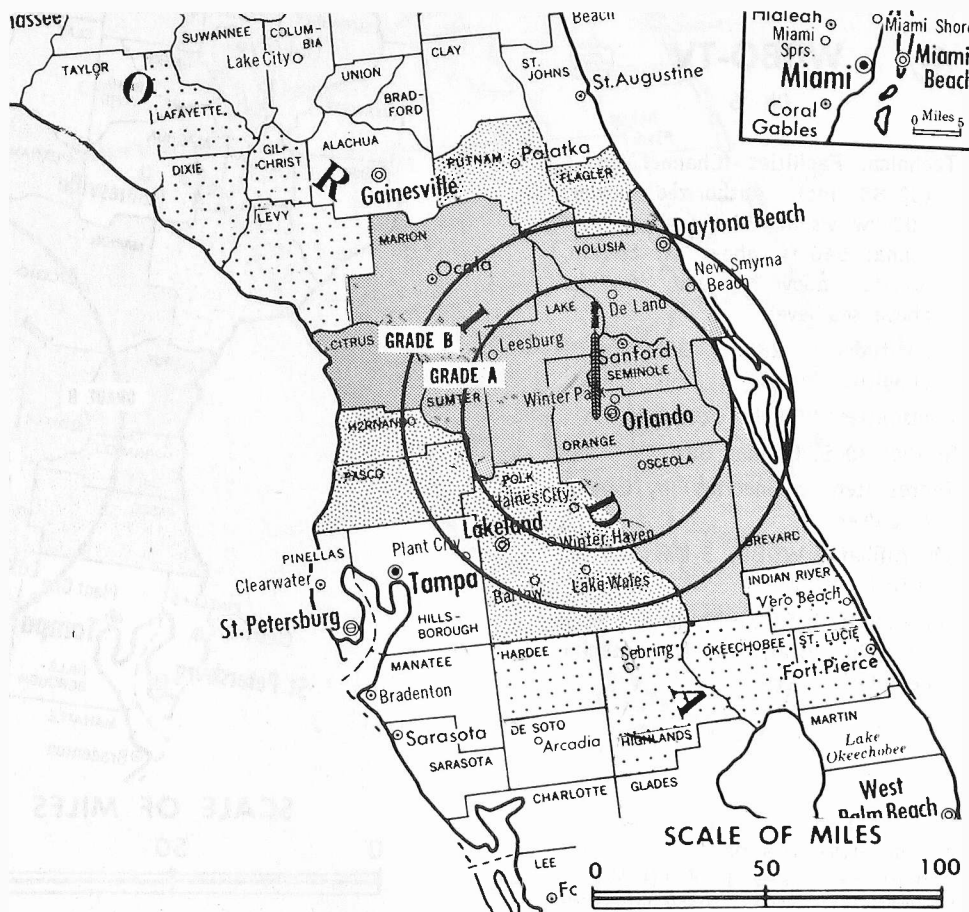
Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 610-ft. above av. terrain, 651-ft. above ground, 749-ft. above sea level.

Latitude 28° 32' 10"

Longitude 81° 27' 00"

Transmitter: Broadcast Park, near Orlovista, Fla.

AM Affiliate: WLOF, 5-kw, 950 kc.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/62.  
 TV Homes: TV% and Net Weekly Circulation  
 © 1962 American Research Bureau.

WLOF-TV Ref. FCC File No. BMPCT-4827 Granted 11/20/57

©American Map Co., Inc., N.Y., No. 14244

## WFTV

Grantee: Mid-Florida TV Corp., Box 5795.

Studio: 639 West Central.

Telephone: Cherry 1-6543.

TWX No.: OR 7015.

Ownership: Joseph L. Brechner, pres., 38%; Hershell Stuart, v.p., 1.66%; Hyman N. Roth, secy., 3.57%; Harris H. Thompson, 10%; Marion B. Brechner, asst. secy.-treas., 3.9%; 17 other stockholders. Thompson owns 52% of radio WLOF.

Began Operation: Feb. 1, 1958.

Represented (sales) by Young Television Corp.

Represented (legal) by Cohn & Marks.

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

Personnel:

- JOSEPH L. BRECHNER, president & general manager.
- WILLIAM T. LATHAM, national sales manager.
- WILLIAM V. MILLER, local sales manager.
- HARRY RICHARD, program director & film buyer.
- RICH STECK, production manager.
- YVONNE MARTIN, traffic director.
- RAY RUESTER, news editor.
- DAVE FENNEL, sports editor.
- W. DODD DANIEL, chief engineer.

### DIGEST OF RATE CARD NO. 5

(July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$650.00	\$400.00	\$250.00	\$150.00	\$140.00	\$125.00
NETWORK BASE HOURLY RATE:	\$525.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Brevard	36,700	32,300	88
	Citrus	3,300	2,500	76
	Lake	19,500	16,800	86
	Marion	16,000	11,900	75
	Orange	87,000	77,800	90
	Osceola	7,200	6,000	82
	Seminole	17,200	15,200	88
Between 25-50%	Sumter	3,600	2,800	77
	Volusia	48,100	41,900	88
	FLORIDA			
	Flagler	1,400	1,100	78
	Hernando	3,800	3,100	80
Under 25%	Pasco	13,200	11,300	86
	Polk	61,000	52,800	87
	Putnam	9,800	8,100	83
	FLORIDA			
	Dixie	1,300	800	55
	Gilchrist	800	700	77
	Hardee	3,800	3,200	84
	Highlands	7,300	5,800	80
Indian River	8,900	7,100	80	
Lafayette	900	500	59	
Levy	3,200	2,000	61	
Okeechobee	1,900	1,600	84	
Saint Lucie	13,000	10,800	83	
WFTV Station Total		368,900	316,100	86
ARB Total Net Weekly Circulation (March, 1962)			204,600	

# Florida—Palm Beach



**WPTV**

Ch. 5



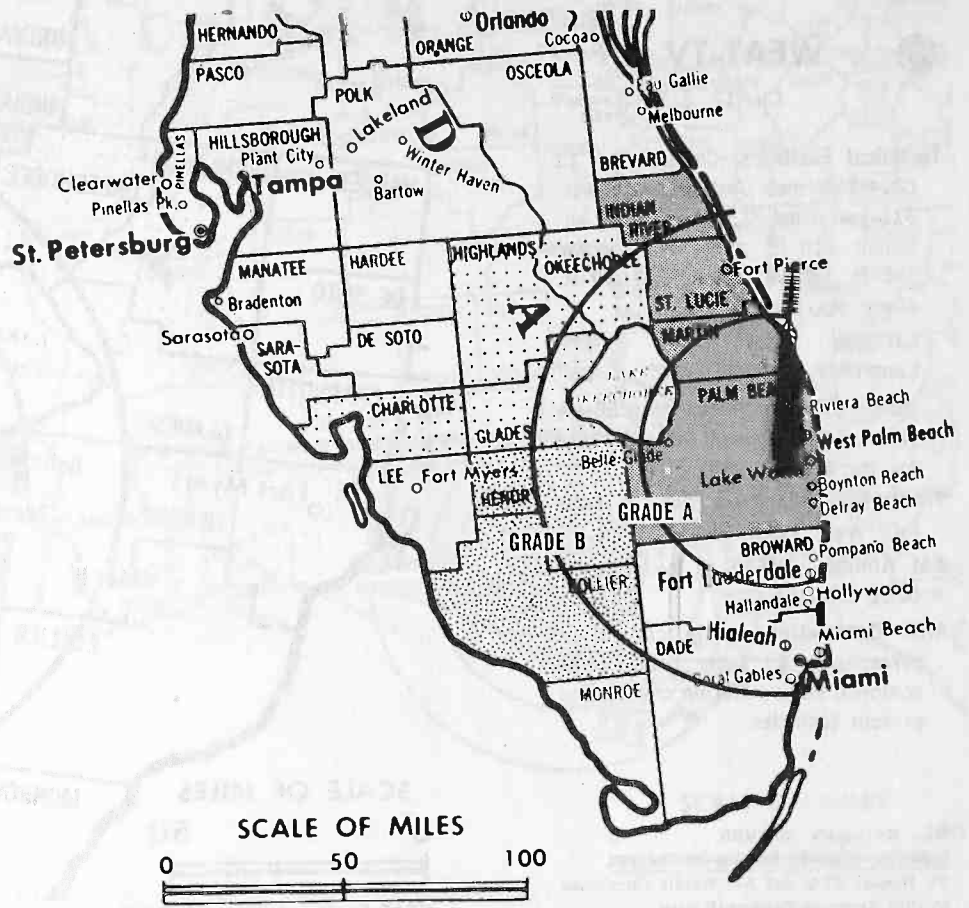
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1031-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 42"

Transmitter: Near Green Acres City & Lantana Rd.

TV tape: Recording facilities.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WPTV Ref: FCC File No. BMPCT-1862 Granted 3/15/54

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## WPTV

Licensee: Scripps-Howard Bcstg. Co., 230 Park Ave., N.Y. 17, N.Y.

Studio: 5 Coconut Row, Palm Beach.

Telephone: Temple 3-2471.

TWX No.: WP 75.

Ownership: Scripps-Howard Bcstg. Co., 100%. See WEWS, Cleveland, Ohio.

Began Operation: Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (Television Digest, Vols. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (Vol. 12:37, 40).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Baker, Hostetler & Patterson.

Personnel:

- CHESTER E. PIKE JR., general manager.
- DICK FAIRBANKS, general sales manager.
- BOB RAY, local sales manager.
- GEORGE WHITE, program director.
- TONY GLENN, operations manager.
- LEWIS EVENDEN, chief engineer.

DIGEST OF RATE CARD NO. 2-62  
(Sept. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* 8 Sec.\*  
Class AA—6:30-11 p.m., daily.

\$700.00 \$400.00 \$280.00 \$200.00 \$160.00 \$150.00 \$75.00

\*Class AA—6:45-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Indian River	8,900	7,100	80
	Martin	6,200	5,200	84
	Palm Beach	82,300	70,200	86
	Saint Lucie	13,000	10,800	83
Between 25-50%	FLORIDA			
	Collier	5,300	3,900	74
	Hendry	2,500	1,700	68
Under 25%	FLORIDA			
	Charlotte	5,200	4,300	82
	Glades	900	600	65
	Highlands	7,300	5,800	80
	Okeechobee	1,900	1,600	84
WPTV Station Total		133,500	111,200	83
ARB Total Net Weekly Circulation (March, 1962)			96,500	

## HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS  
WASHINGTON, D.C., CHICAGO, DALLAS,  
SAN FRANCISCO

SELL MORE

RADIO & TELEVISION STATIONS  
IN THE EAST—NEAREST OFFICE IS—  
1737 DeSALES ST., N.W., WASHINGTON  
EXECUTIVE 3-3456

# Florida—West Palm Beach

**abc WEAT-TV**  
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 310-ft. above av. terrain, 352-ft. above ground, 1049-ft. above sea level.

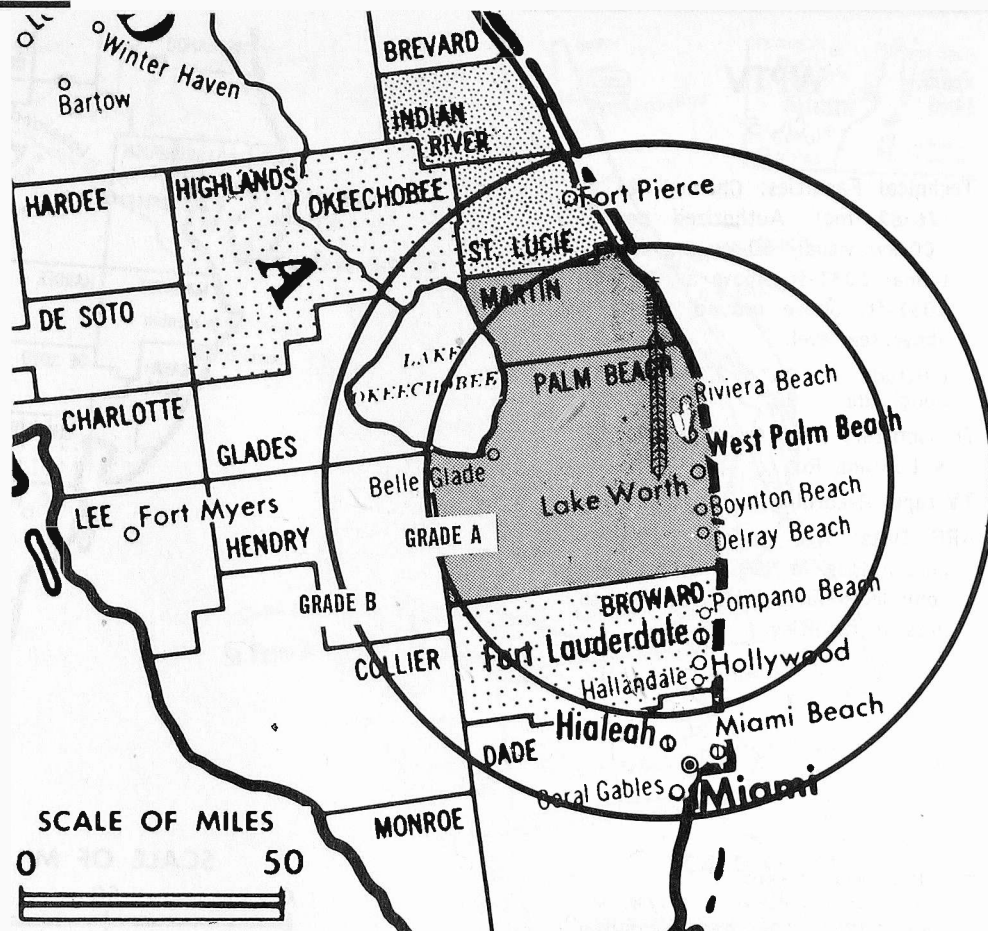
Latitude 26° 35' 17"  
Longitude 80° 12' 28"

Holds CP for change to 288-kw visual, 144-kw aural, 980-ft. above av. terrain.

Transmitter: Congress Ave. & Lark Rd., West Palm Beach.

AM Affiliate: WEAT, 1-kw, 850 kc (NBC & MBS).

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WEAT-TV Ref: FCC File No. BPCT-2916 Granted 2/21/62

©American Map Co., Inc., N.Y., No. 14244

## WEAT-TV

Licensee: WEAT-TV Inc., Box 70.

General Offices: Palm Beach Towers, Palm Beach.

Studio: Congress Ave. & Lark Rd., West Palm Beach.

Telephone: Temple 3-9668. TWX No.: WP 35.

Ownership: Palm Beach TV Co. Inc., 100%. Its owners are Rand Broadcasting (Rex Rand, pres.), 80%, and Bertram Lebhhar 20%. Rand Broadcasting is licensee of WINZ, Miami & WINQ, Tampa.

Began Operation: Jan. 1, 1955. Sale to present owners by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Television Digest, Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

Represented (sales) by Bolling Co. Inc.

Represented (legal) by Cohn & Marks.

Personnel:

REX RAND, president.  
BERTRAM LEBHAR JR., exec. v.p. & general manager.  
GODFREY LEBHAR, general sales manager.  
ARTHUR N. FISCHER, director of operations.  
J. ROSS McPHERSON, chief engineer  
BARBARA HEGLER, program director.  
ROD ALLEN, film buyer.  
JACK POOLE, production manager.

### DIGEST OF RATE CARD NO. 12

(Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.	
Class A—7:29-11 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	\$225.00	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Martin	6,200	5,200	84
	Palm Beach	82,300	70,200	86
Between 25-50%	FLORIDA			
	Indian River	8,900	7,100	80
	Saint Lucie	13,000	10,800	83
Under 25%	FLORIDA			
	Broward	121,400	112,700	93
	Highlands	7,300	5,800	80
	Okeechobee	1,900	1,600	84
WEAT-TV Station Total		241,000	213,400	89
ARB Total Net Weekly Circulation (March, 1962)			71,100	



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

# Florida—Panama City

abc **WJHG-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 170-kw visual, 83.2-kw aural. Antenna: 887-ft. above av. terrain, 884-ft. above ground, 1046-ft. above sea level.

Latitude 30° 26' 00"  
Longitude 85° 24' 51"

Transmitter: 4 mi. NNE of Youngstown, Fla.

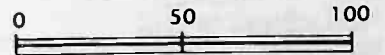
Studio: 107 Harrison Ave., Panama City.

TV tape: Recording facilities.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



SCALE OF MILES



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WJHG-TV Ref: FCC File No. BMPCT-1382 Granted 9/21/53  
Authorized: FCC File No. BPCT-2815 Granted 10/21/60

©American Map Co., Inc., N.Y., No. 14244

## WJHG-TV

Network Service: ABC, NBC.

Licensee: Herald Publishing Co., Albany, Georgia.

Telephone: PO 3-7651. TWX No.: Pan C 8912.

Ownership: See WALB-TV, Albany, Ga.

Began Operation: Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Co. (Atlanta).

Represented (legal) Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

RAYMOND E. CAROW, managing director, Gray network.  
BRUCE SINGLETON, operations manager Gray network.  
JAMES TIGHE, station manager.  
JACK REINHART, production manager.  
PERLEY EPPLEY, chief engineer.

### DIGEST OF RATE CARD NO. 4

(April 15, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$88.00 \$75.00 \$50.00 \$40.00 \$25.00

Note: For combination rates, see WALB-TV, Albany, Ga.

NETWORK BASE HOURLY RATE: \$200 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Bay	19,400	16,900	87
	Calhoun	2,000	1,300	64
	Gulf	2,900	2,200	74
	Walton	4,600	3,300	72
Between 25-50%	FLORIDA			
	Holmes	3,100	1,900	59
	Washington	3,200	2,300	72
Under 25%	FLORIDA			
	Franklin	2,200	1,500	68
	Jackson	9,800	6,500	67
	Okaloosa	17,500	15,600	89
	Santa Rosa	8,100	7,200	89
	Wakulla	1,400	1,200	81
	GEORGIA			
	Seminole	1,800	1,400	76
WJHG-TV Station Total		76,000	61,300	81
ARB Total Net Weekly Circulation (March, 1962)			51,200	

See Newspaper Ownership Section  
For Other Publishers Operating TV Stations

# Florida—Pensacola-Mobile, Ala.



## WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 02"  
Longitude 87° 37' 02"

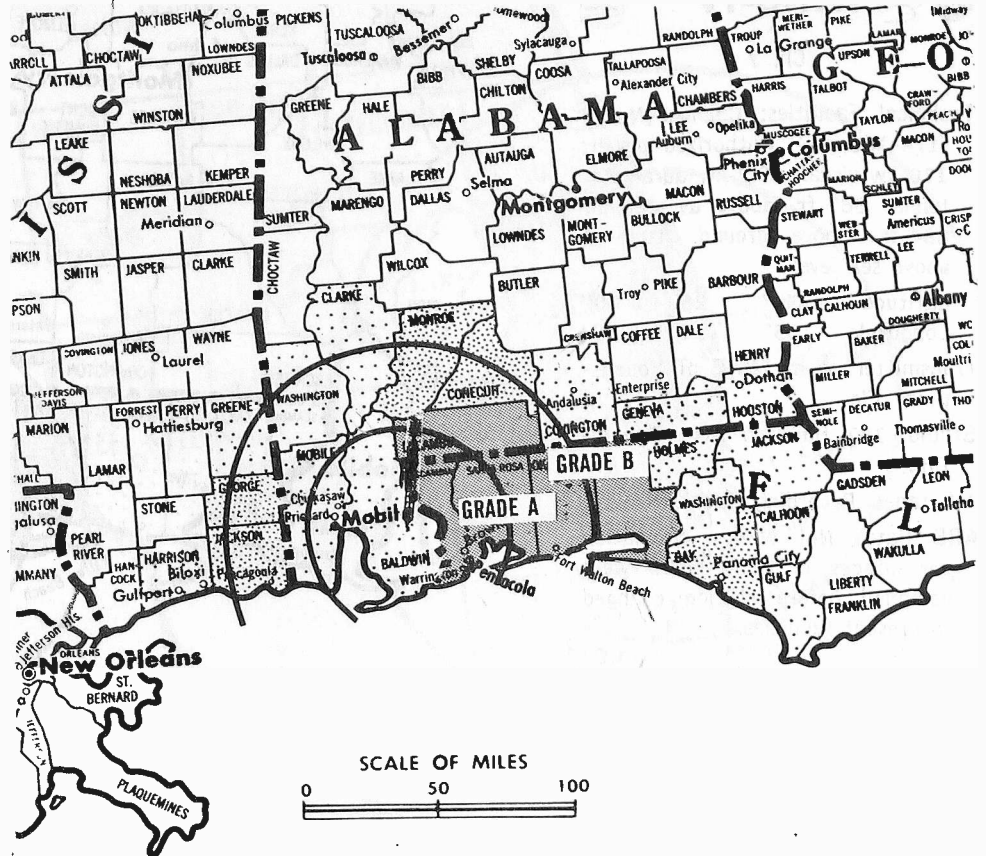
Transmitter: U. S. Hwy. 90, W of Pensacola.

Studio: U.S. Hwy. 90, W of Pensacola.

Represented (engineering) by G. Russell Chambers.

TV tape: Recording facilities.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WEAR-TV Ref: FCC File No. BMPCT-5313 Granted 7/22/59 ©American Map Co., Inc., N.Y., No. 14244

## WEAR-TV

Grantee (STA): Rollins Telecasting Inc., Box 431, Pensacola, Fla.  
Telephone: Glendale 5-7311. TWX No.: PS 82.

Ownership: See WPTZ, Plattsburgh, N.Y.

Began Operation: Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (Television Digest, Vol. 15:14, 19).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

Personnel:

O. WAYNE ROLLINS, president.  
GEORGE BAREN BREGGE, vice president.  
MILT de REYNA, general manager & film buyer.  
HUGH BARCLAY, local sales manager.  
HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. 8—(Feb. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$550.00	\$330.00	\$220.00	\$175.00	\$150.00	\$130.00 \$60.00

NETWORK BASE HOURLY RATE: \$450.

**TO BUY OR SELL A  
TELEVISION OR  
RADIO STATION**  
**HAMILTON-LANDIS & ASSOC., Inc.**

WASHINGTON, D.C.  
1737 DeSales St., N.W.  
EX 3-3456

SAN FRANCISCO  
111 Sutter St.  
EX 2-5671

CHICAGO  
1714 Tribune Tower  
DE 7-2754

DALLAS  
1511 Bryan St.  
RI 8-1175

NATIONWIDE • NEGOTIATIONS  
FINANCING • APPRAISALS

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Escambia	8,900	6,600	75
	FLORIDA			
	Escambia	50,100	45,000	90
	Okaloosa	17,500	15,600	89
Between 25-50%	Santa Rosa	8,100	7,200	89
	Walton	4,600	3,300	72
	ALABAMA			
	Conecuh	4,600	3,000	63
	Monroe	5,600	3,400	60
Under 25%	FLORIDA			
	Bay	19,400	16,900	87
	MISSISSIPPI			
	George	2,900	2,600	87
	Jackson	15,700	13,400	86
	ALABAMA			
	Baldwin	13,500	11,600	86
	Clarke	6,600	4,300	64
	Covington	10,300	7,900	77
	Geneva	6,300	4,900	77
	Houston	14,500	12,500	86
	Mobile	86,500	76,500	89
	Washington	3,600	2,500	69
FLORIDA				
Calhoun	2,000	1,300	64	
Gulf	2,900	2,200	74	
Holmes	3,100	1,900	59	
Jackson	9,800	6,500	67	
Washington	3,200	2,300	72	
GEORGIA				
Seminole	1,800	1,400	76	
MISSISSIPPI				
Greene	2,100	1,300	62	
Harrison	32,800	28,500	87	

WEAR-TV Station Total 336,400 282,600 87  
ARB Total Net Weekly Circulation (March, 1962) 191,700



# Florida—St. Petersburg-Tampa



**WSUN-TV**



Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 257-kw visual, 138-kw aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level.

Latitude 27° 52' 40"  
Longitude 82° 35' 25"

Requests change to Ch. 10, Largo, Fla.

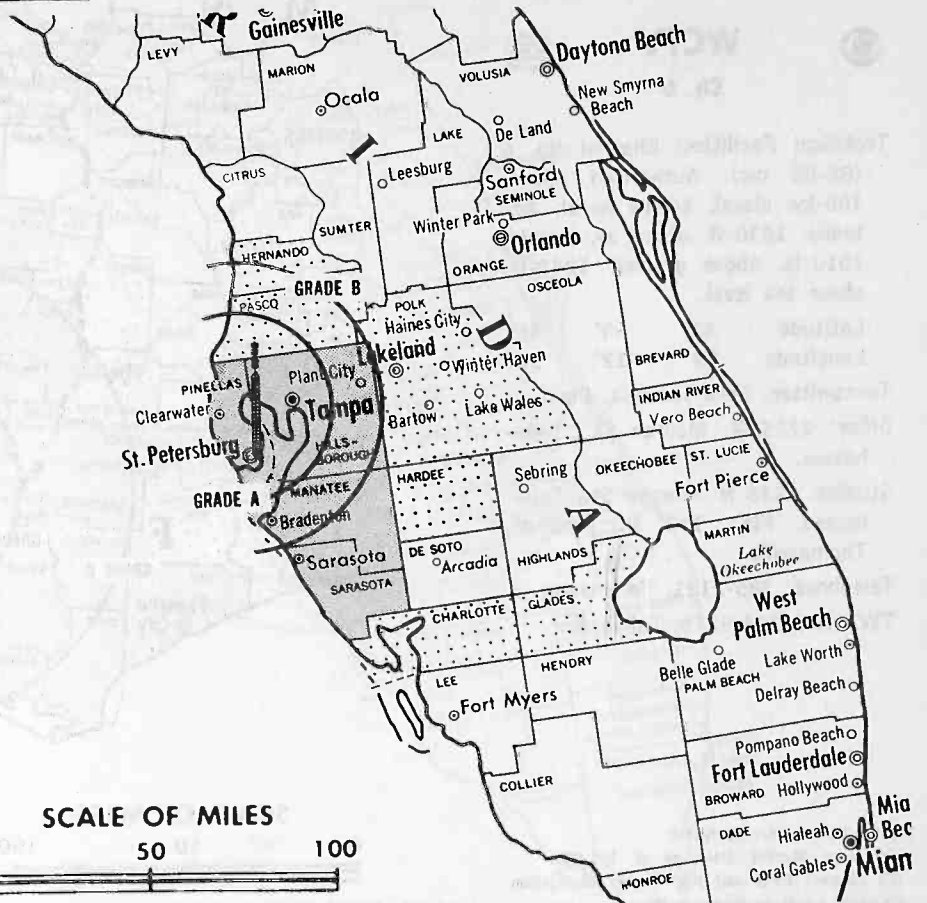
Transmitter: W. end of Gandy Bridge.

Studio: Million Dollar Pier.

Telephone: 894-0191.

TWX No.: ST PBG 8-082.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WSUN-TV Ref: FCC File No. BMPCT-3278 Granted 8/3/55

© American Map Co., Inc., N.Y., No. 14244

## WSUN-TV

Licensee: City of St. Petersburg, Million Dollar Pier, St. Petersburg.

Ownership: City of St. Petersburg.

Began Operation: May 15, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers (Southeast).

Represented (legal) by Loucks & Jansky.

Represented (engineering) by James C. McNary.

Personnel:

FRED P. SHAWN, general manager.  
EARL W. WELDE, sales manager.  
CHAD MASON, TV program director.  
CARL FUCHS, sales promotion & advertising manager.  
WILLIAM CODDING, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Nov. 1, 1959)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.	\$400.00	\$240.00	\$160.00	\$135.00	\$100.00	\$80.00

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA Hillsborough	130,700	114,400	88
	Manatee	26,600	23,400	88
	Pinellas	154,800	138,100	90
	Sarasota	30,500	26,600	88
<b>Between 25-50%</b>	None Between 25-50%			
<b>Under 25%</b>	FLORIDA Charlotte	5,200	4,300	82
	Glades	900	600	65
	Hardee	3,800	3,200	84
	Hernando	3,800	3,100	80
	Pasco	13,200	11,300	86
	Polk	61,000	52,800	87
WSUN-TV Station Total		430,500	377,800	88
ARB Total Net Weekly Circulation (March, 1962)			178,200	

For ARB and Nielsen TV Households Data see page 39-a

# Florida—Tallahassee-Thomasville, Georgia



**WCTV**

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"  
Longitude 84° 12' 36"

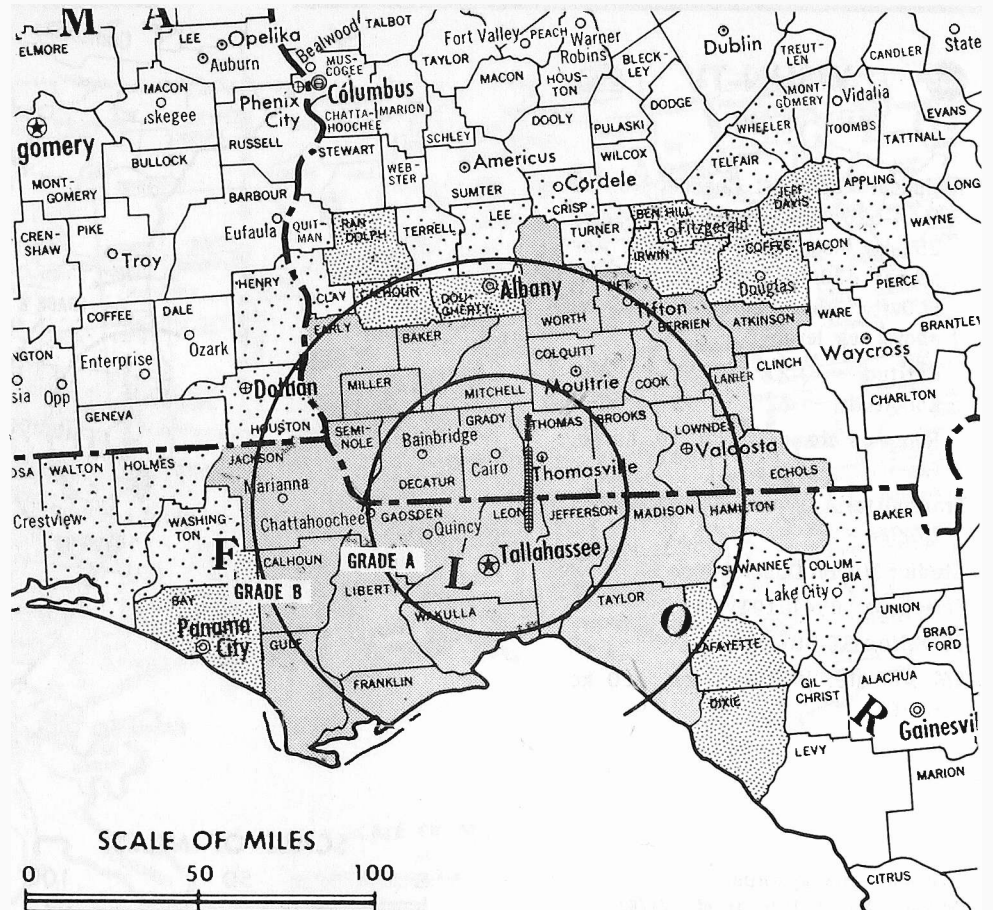
Transmitter: Lake Iamonia, Fla.

Office: 2225 N. Monroe St., Tallahassee.

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville.

Telephone: 385-2121, Tallahassee.

TWX No.: 224-9276, Tallahassee.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WCTV Ref: FCC File No. BPCT-2591 Granted 6/5/59

© American Map Co., Inc., N.Y., No. 14244

## WCTV

Licensee: John H. Phipps, Box 3547, Tallahassee, Fla.

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

L. HERSCHEL GRAVES, managing director.  
JOSEPH E. HOSFORD, general & sales manager.  
JERRY L. WILLIAMS, director of operations.  
W. A. SNOWDEN, director of engineering.  
CHARLES CLIFTON, chief engineer.

### DIGEST OF RATE CARD NO. 8 (Aug. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$250.00	.....	.....	\$125.00

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Calhoun	2,000	1,300	64
	Franklin	2,200	1,500	68
	Gadsden	8,900	6,200	70
	Gulf	2,900	2,200	74
	Hamilton	2,100	1,300	64
	Jackson	9,800	6,500	67
	Jefferson	2,500	1,600	65
	Leon	20,400	16,700	82
	Liberty	900	700	69
	Madison	3,800	2,200	57
Taylor	3,800	2,600	68	
Wakulla	1,400	1,200	81	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	GEORGIA			
	Atkinson	1,500	800	49
	Baker	1,100	700	62
	Berrien	3,200	2,200	68
	Brooks	3,900	2,900	75
	Colquitt	9,100	7,400	81
	Cook	3,200	2,400	74
	Decatur	6,600	5,200	78
	Early	3,400	2,400	70
	Echols	500	300	61
	Grady	4,700	3,800	80
	Lanier	1,300	900	67
	Lowndes	13,700	10,400	76
	Miller	1,900	1,300	68
	Mitchell	4,900	3,600	72
	Seminole	1,800	1,400	76
Thomas	9,300	7,400	80	
Tift	6,300	4,700	75	
Worth	4,000	3,100	77	
<b>Between 25-50%</b>	FLORIDA			
	Bay	19,400	16,900	87
	Dixie	1,300	800	55
	Lafayette	900	500	59
	GEORGIA			
	Ben Hill	3,900	2,700	68
Calhoun	1,900	1,000	49	
Coffee	5,600	4,000	71	
Dougherty	21,000	17,500	83	
Irwin	2,400	1,800	73	
Jeff Davis	2,200	1,600	72	
Randolph	2,900	1,900	66	
<b>Under 25%</b>	ALABAMA: Henry, Houston.			
	FLORIDA: Columbia, Holmes, Suwannee, Walton, Washington. GEORGIA: Appling, Bacon, Clay, Crisp, Lee, Telfair, Terrell, Turner, Wheeler.			
WCTV Station Total		264,900	198,800	75
ARB Total Net Weekly Circulation (March, 1962)			117,200	

# Florida—Tampa-St. Petersburg



**WFLA-TV**

Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"  
Longitude 82° 15' 47"

Transmitter: 14-mi. SE of Tampa.

TV tape: Recording facilities.

AM Affiliate: WFLA, 5-kw, 970 kc (NBC).

FM Affiliate: WFLA-FM, 46-kw, 93.3 mc (No. 227), 914-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WFLA-TV Ref: FOC File No. BPCT-363 Granted 8/4/54

©American Map Co., Inc., N.Y., No. 14245

## WFLA-TV

Licensee: The Tribune Co., 905 Jackson St., Tampa.

Studio: 905 Jackson St.

Telephone: 229-0131. TWX No.: TP 8060.

Ownership: Same as Tampa Tribune and Times. Officers: D. Tennant Bryan, chairman; John C. Council, pres.-treas. Estate of John Stewart Bryan owns approximately 50% of The Tribune Co. and of Richmond (Va.) Times-Dispatch and News-Leader (WRNL).

Began Operation: Feb. 14, 1955.

Represented (sales) by Blair-TV.

Represented (legal) by Smith, Hennessey & McDonald.

Represented (engineering) by David Steel & Assoc.

Personnel:

GEORGE W. HARVEY, v.p. & general manager.  
WILLIAM B. FABER, sales manager.  
F. M. HABALA, comptroller.  
J. E. FARAGHAN, program director & film buyer.  
CARL P. BERGQUIST, program operations manager.  
L. GEORGE GEIGER, production manager.  
DOUG DUPERRAULT, promotion manager.  
BILL HENRY, news director.  
PETER HOLST, film editor.  
TOM GILLIES, farm director.  
JOSEPH H. MITCHELL, chief engineer.

### DIGEST OF RATE CARD NO. 13 (June 17, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*	
Class A—7-11 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$250.00	\$240.00	\$230.00	\$115.00

\*Class AA (7-10:30 p.m., daily).

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Charlotte	5,200	4,300	82
	De Soto	3,200	2,500	78
	Glades	900	600	65
	Hernando	3,800	3,100	80
	Highlands	7,300	5,800	80
	Hillsborough	130,700	114,400	88
	Manatee	26,600	23,400	88
	Okeechobee	1,900	1,600	84
	Pasco	13,200	11,300	86
	Pinellas	154,800	138,100	90
	Polk	61,000	52,800	87
	Sarasota	30,500	26,600	88
Between 25-50%	FLORIDA			
	Lee	19,400	16,400	85
Under 25%	FLORIDA			
	Brevard	36,700	32,300	88
	Citrus	3,300	2,500	76
	Collier	5,300	3,900	74
	Dixie	1,300	800	55
	Gilchrist	800	700	77
	Hendry	2,500	1,700	68
	Lafayette	900	500	59
	Lake	19,500	16,800	86
	Levy	3,200	2,000	61
	Marion	16,000	11,900	75
Osceola	7,200	6,000	82	
Sumter	3,600	2,800	77	
WFLA-TV Station Total		558,800	482,800	86
ARB Total Net Weekly Circulation (March, 1962)			394,300	

# Florida—Tampa-St. Petersburg



**WTVT**

Ch. 13

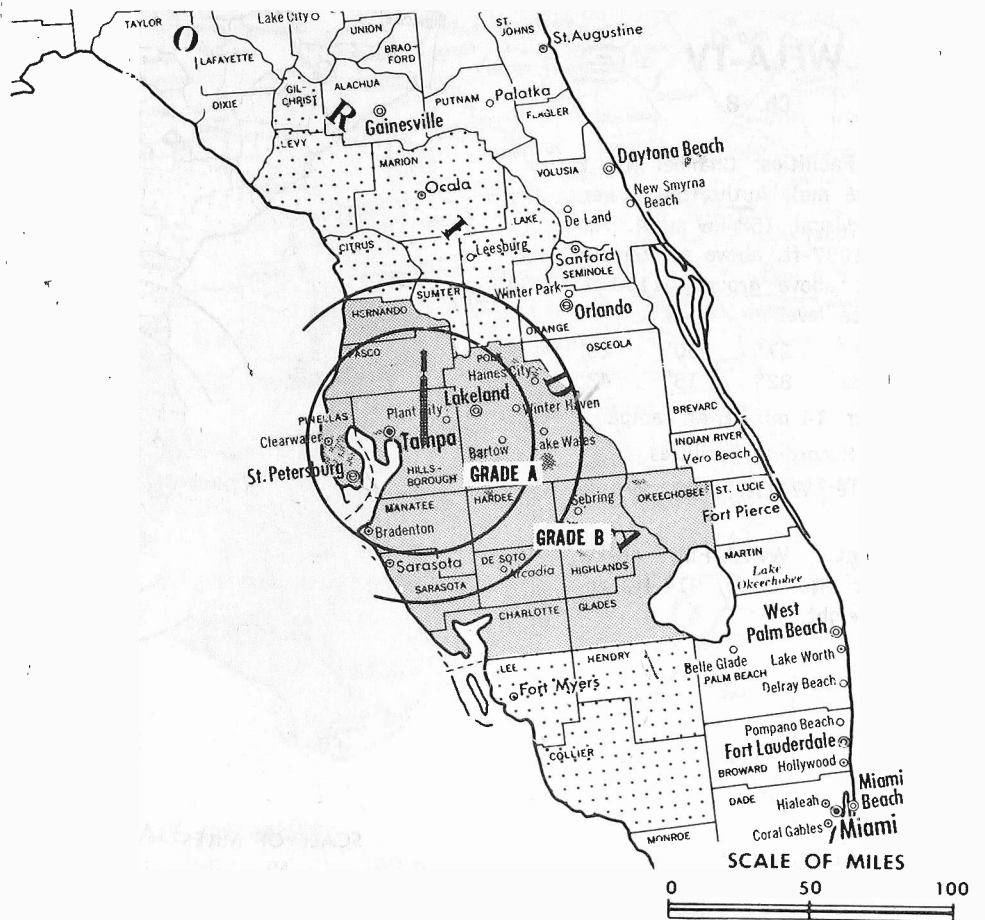


Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 793-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level.

Latitude 27° 53' 55"  
Longitude 82° 19' 16"

Transmitter: Limona, 14-mi. SE of Tampa.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WTVT Ref: FCC File No. BPCT-1302 Granted 9/2/54

©American Map Co., Inc., N.Y., No. 14244

## WTVT

Licensee: WKY Television System Inc., Box 1198, Tampa.

Studio: 3213 Grand Central Ave.

Telephone: 876-1313. TWX No.: 813-877-6866.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

### Personnel:

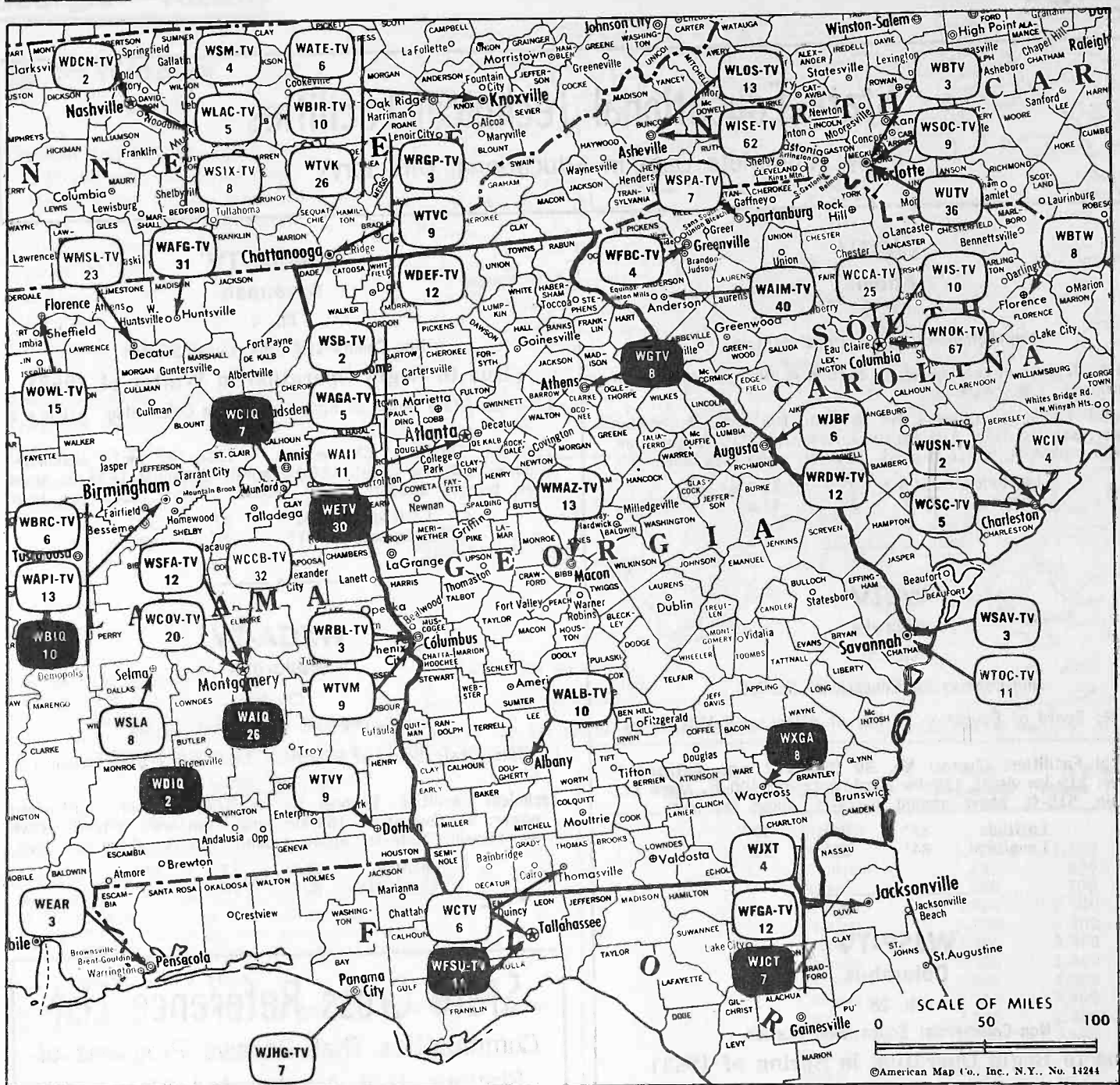
EUGENE B. DODSON, v.p. & manager.  
JOHN HABERLAN, commercial & asst. manager.  
ROBERT OLSON, operations manager, admin. asst. & film buyer.  
JOE LOUGHLIN, director, news & public affairs.  
FRANK RIDOLPHI, business manager.  
ROBERT FOWLER, national sales manager.  
ROBERT DOTY, local sales manager.  
WALTER RHOADS, promotion manager.  
CHARLES HAMPTON, public service director.  
WILLIAM WITT, chief engineer.  
KEN SMITH, director of production.

### DIGEST OF RATE CARD NO. 13-A (Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—8-11 p.m., Sun. through Sat.	\$1000.00	\$600.00	\$380.00	\$300.00	\$275.00	\$220.00
NETWORK BASE HOURLY RATE:	\$1200.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Charlotte	5,200	4,300	82
	De Soto	3,200	2,500	78
	Glades	900	600	65
	Hardee	3,800	3,200	84
	Hernando	3,800	3,100	80
	Highlands	7,300	5,800	80
	Hillsborough	130,700	114,400	88
	Manatee	26,600	23,400	88
	Okeechobee	1,900	1,600	84
	Pasco	13,200	11,300	86
	Pinellas	154,800	138,100	90
	Polk	61,000	52,800	87
Sarasota	30,500	26,600	88	
Between 25-50%	None			
	Between 25-50%			
Under 25%	FLORIDA			
	Citrus	3,300	2,500	76
	Collier	5,300	3,900	74
	Gilchrist	800	700	77
	Hendry	2,500	1,700	68
	Lake	19,500	16,800	86
	Lee	19,400	16,400	85
	Levy	3,200	2,000	61
Marion	16,000	11,900	75	
Sumter	3,600	2,800	77	
WTVT Station Total		516,500	446,400	86
ARB Total Net Weekly Circulation (March, 1962)		378,100		

# Georgia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Atlanta	528,100	24	866,000	25	732,000	29
Augusta	169,400	95	370,900	83	289,000	92
Columbus	144,800	105	312,000	99	240,300	105
Albany	120,900	120	261,600	111	198,600	122
Tallahassee-Thomasville	117,200	124	264,900	109	198,800	121
Macon	91,400	141	161,400	149	124,800	157
Savannah	91,300	142	171,300	145	135,000	148

## Georgia Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	2	1	3
			14

For Additional State Data  
see next page

# State Educational Technical Facilities

(Complete Data in Educational Directory)

## **WGTV**

**Athens**

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1219-ft. above av. terrain, 1039-ft. above ground, 2049-ft. above sea level.

Latitude	33°	49'	22.3''
Longitude	83°	37'	47.6''

## **WETV**

**Atlanta**

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 68 Mitchell St. S.W.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 219-kw visual, 120-kw aural. Antenna: 400-ft. above av. terrain, 515-ft. above ground, 1374-ft. above sea level.

Latitude	33°	43'	40''
Longitude	84°	21'	50''

## **WJSP-TV**

**Columbus**

Ch. 28

Non-Commercial Educational Station

**(Due to Begin Operation in Spring of 1963)**

Licensee: State Board of Education, State Office Bldg., Atlanta 3, Ga.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 201-kw visual, 100-kw aural. Antenna: 1511-ft. above av. terrain, 1100-ft. above ground, 2400-ft. above sea level.

Latitude	32°	51'	08''
Longitude	84°	42'	04''

## **WEGA-TV**

**Savannah**

Ch. 9

Non-Commercial Educational Station

**(Due to Begin Operation in Winter of 1963)**

Licensee: State Board of Education, State Office Bldg., Atlanta 3, Ga.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 1633-ft. above av. terrain, 1083-ft. above ground, 1169-ft. above sea level.

Latitude	32°	07'	59''
Longitude	81°	37'	09''

## **WXGA-TV**

**Waycross**

Ch. 8

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta 3, Ga.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 1042-ft. above av. terrain, 1086-ft. above ground, 152-ft. above sea level.

Latitude	31°	13'	17''
Longitude	82°	34'	24''

# State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

## **WCTV**

**Thomasville**

(See Tallahassee, Fla.)

# Georgia—Albany



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"  
Longitude 83° 51' 43.59"

Transmitter: 2.5-mi. E of Doerun, Ga.

Studio: Greenwood Dr. & Stuart Ave.

Telephone: Hemlock 5-8386.

TWX No.: AX 8344.

Represented (engineering) by Kear & Kennedy.



WALB-TV Ref: FCC File No. BPCT-2407 Granted 12/17/58

©American Map Co., Inc. N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

## WALB-TV

Network Service: NBC, ABC.

Licensee: Herald Publishing Co., Stuart Ave.

Ownership: James H. Gray, pres., 79.4%; Mrs. Martha M. Nall, secy.-treas., .2%; Mrs. W. B. Haley, 9.3% (as executrix, estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B. Wilson, 2.6%; 10 others, none owns as much as 2%. Also publishes Albany Herald and owns WJHG-TV, Panama City, Fla.

Began Operation: April 7, 1954.

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers (South).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

RAYMOND E. CAROW, general manager & film buyer.  
REBA HILL, traffic manager.  
BRUCE E. SINGLETON, chief engineer.

### DIGEST OF RATE CARD NO. 4—(June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$100.00 \$95.00 \$76.00 \$38.00

Combination Rates for WALB-TV & WJHG-TV, Panama City:

Class AA—7:30-10 p.m., daily.  
\$625.00 \$375.00 \$250.00 \$167.50 \$140.00 \$112.00 \$60.50

NETWORK BASE HOURLY RATE: \$425 (NBC), \$425 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Gadsden	8,900	6,200	70
	Jefferson	2,500	1,600	65
	Liberty	900	700	69
	Madison	3,800	2,200	57
	Taylor	3,800	2,600	68

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>GEORGIA</b>				
	Miller	1,900	1,300	68
	Atkinson	1,500	800	49
	Baker	1,100	700	62
	Ben Hill	3,900	2,700	68
	Berrien	3,200	2,200	68
	Brooks	3,900	2,900	75
	Calhoun	1,900	1,000	49
	Coffee	5,600	4,000	71
	Colquitt	9,100	7,400	81
	Cook	3,200	2,400	74
	Crisp	5,000	3,600	72
	Decatur	6,600	5,200	78
	Dodge	4,400	3,300	75
	Dooly	3,000	2,200	73
	Dougherty	21,000	17,500	83
	Early	3,400	2,400	70
	Grady	4,700	3,800	80
	Irwin	2,400	1,800	73
	Jeff Davis	2,200	1,600	72
	Lanier	1,300	900	67
	Lee	1,400	1,100	73
	Lowndes	13,700	10,400	76
	Macon	3,200	2,200	67
	Mitchell	4,900	3,600	72
	Randolph	2,900	1,900	66
	Sumter	6,600	4,500	68
	Telfair	3,100	1,900	59
	Terrell	3,300	2,300	69
	Thomas	9,300	7,400	80
	Tift	6,300	4,700	75
	Turner	2,300	1,700	74
	Webster	800	400	51
	Wheeler	1,300	800	60
	Wilcox	2,100	1,600	75
	Worth	4,000	3,100	77

Over 50% (Continued)

(Continued on page 129)

WALB-TV Station Total	285,100	211,900	74
ARB Total Net Weekly Circulation (March, 1962)		120,900	

# Georgia—Atlanta



**WAGA-TV**

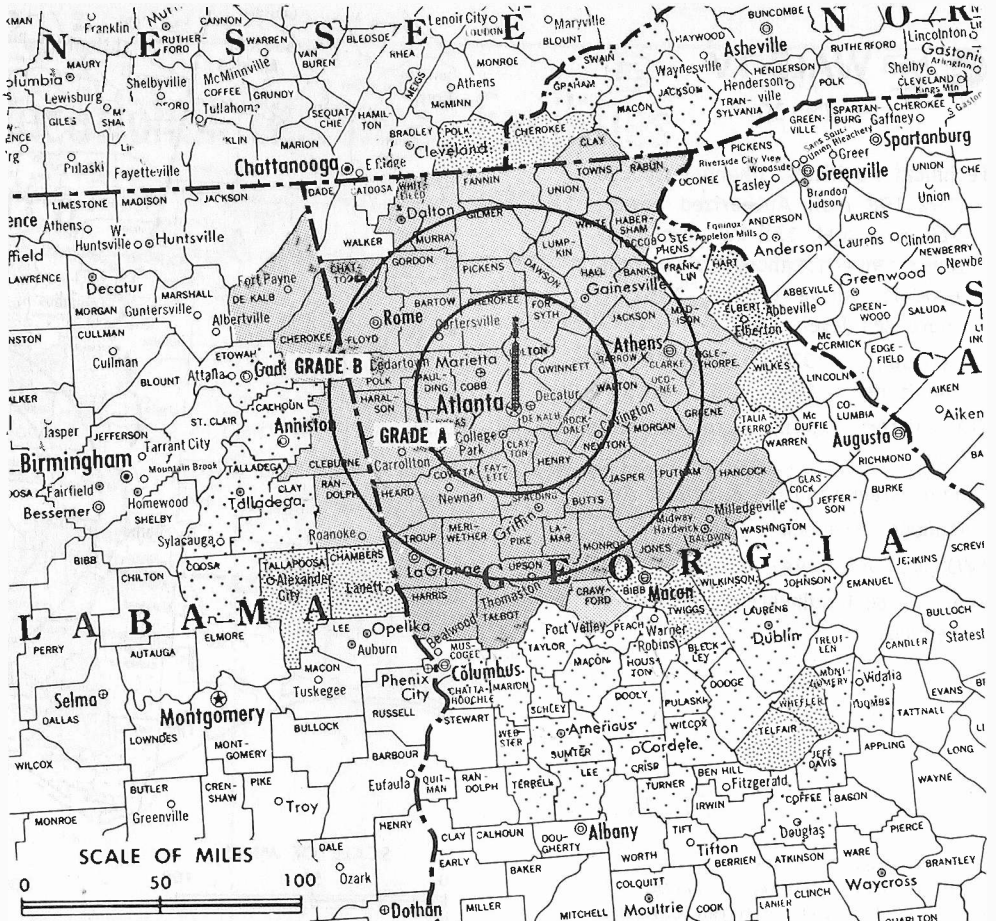
Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

Transmitter: Briarcliff Rd.  
Studio: 1018 W. Peachtree St., N.W.  
Telephone: Trinity 5-5551.  
TV tape: Recording facilities.  
Represented (engineering) by A. Earl Cullum Jr. (Dallas).  
Represented (legal) by Robert F. Jones.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homs: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WAGA-TV Ref: FCC File No. BPCT-1879 Granted 8/10/54

©American Map Co., Inc., N.Y., No. 14244

## WAGA-TV

Licensee: Storer Broadcasting Co., Box 4207, Atlanta 2, Ga.  
Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.  
Began Operation: March 8, 1949.  
Represented (sales) by Storer Television Sales.  
Personnel:  
GEORGE B. STORER JR., president.  
BILL MICHAELS, division vice president.  
KENNETH L. BAGWELL, general manager.  
EMMETT A. HASSETT, general sales manager.  
JAMES FERGUSON, program director.  
RAY GARBER, production manager.  
NED JAY, promotion manager  
DALE CLARK, news & public affairs director  
HUGO BONDY, chief engineer

### DIGEST OF RATE CARD NO. 18—(Aug. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—8-10:30 p.m., daily.  
\$1200.00 \$720.00 \$480.00 \$385.00 \$400.00\* \$300.00\* \$150.00\*

\*Class AA (7:59-10:31 p.m., daily).

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Cherokee	4,400	3,500	80
	Cleburne	2,900	2,200	75
	DeKalb	11,800	9,600	81
	Randolph	5,600	4,100	74
	GEORGIA			
	Baldwin	5,600	4,200	74
	Banks	1,700	1,300	74
	Barrow	4,200	3,600	85
	Bartow	7,700	6,800	88
Butts	2,300	1,900	82	
Carroll	10,300	9,000	88	

Net Weekly Circulation	State County	Total Households	TV Homes	%
GEORGIA—(Continued)				
	Chattooga	5,600	4,700	84
	Cherokee	6,400	5,700	89
	Clarke	12,600	10,400	83
	Clayton	12,900	12,100	94
	Cobb	32,900	31,000	95
	Coweta	7,900	6,300	80
	Crawford	1,400	900	60
	Dawson	1,000	800	74
	DeKalb	77,600	73,700	95
	Douglas	4,600	4,200	89
	Fannin	3,700	2,800	76
	Fayette	2,100	1,800	84
	Floyd	19,800	17,100	87
	Forsyth	3,400	3,100	91
	Fulton	165,900	149,800	91
	Gilmer	2,400	1,800	74
	Gordon	5,500	4,800	87
	Greene	2,900	2,100	72
	Gwinnett	12,200	11,000	90
	Habersham	4,900	3,900	80
	Hall	14,000	12,200	87
	Hancock	2,200	1,300	57
	Haralson	4,200	3,500	84
	Harris	2,800	2,200	76
	Heard	1,400	1,200	78
	Henry	4,400	3,600	81
	Jackson	5,100	4,300	83
	Jasper	1,600	1,100	68
	Jones	2,100	1,700	76
	Lamar	2,800	2,200	80
	Lumpkin	1,800	1,600	85
	Madison	3,100	2,500	79
	Meriwether	5,000	3,800	75
	Monroe	2,600	2,100	78
	Morgan	2,700	2,000	73
	Murray	2,800	2,200	78
	Newton	5,700	4,800	84
	Oconee	1,700	1,600	91
	(Continued on page 129)			

WAGA-TV Station Total 866,000 732,000 85  
ARB Total Net Weekly Circulation (March, 1962) 528,100



# Georgia—Atlanta



**WAII-TV**

(formerly WLW-A)

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

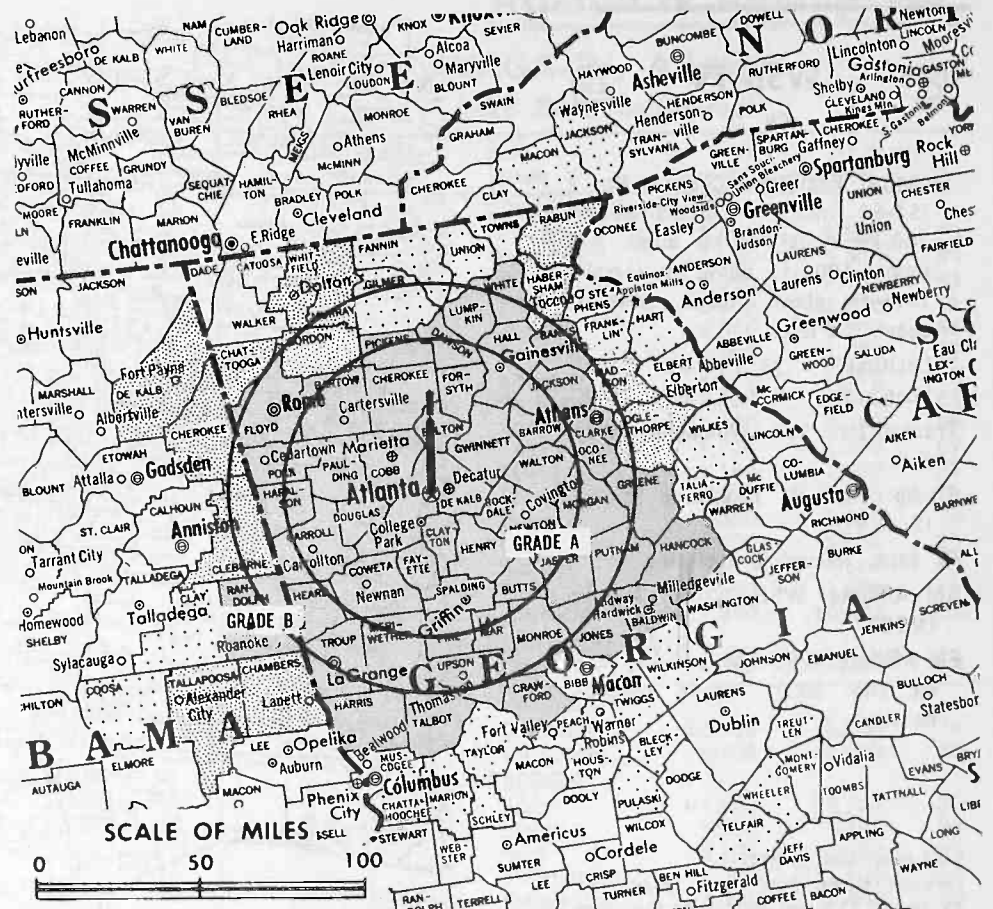
Latitude 33° 45' 24"  
Longitude 84° 19' 55"

Transmitter: 110 Arizona St., N.E.  
Studio: 1611 W. Peachtree St., N.E.  
Telephone: Trinity 2-1141.

TWX No.: AT 197.

TV tape: Recording facilities.

Represented (legal) by Haley, Bader & Potts.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WAII-TV Ref: FCC File No. BPCT-2463 Granted 5/27/58

©American Map Co., Inc. N.Y. No. 14244

## WAII-TV

Licensee: WIBC Inc., 1611 W. Peachtree St., N.E.

Ownership: Same as radio WIBC, Indianapolis. Richard M. Fairbanks, pres., 51%; Cornelia F. Fairbanks, 8.2%; National Bank & Trust Co., Indianapolis, executor of Mary Adelaide Fairbanks estate, 16.3%; 4 others, none with more than 9%.

Began Operation: Sept. 30, 1951 as WLTV. Sale to present owners by Crosley Bcstg. approved Sept. 25, 1962 by FCC (Television Digest, Vols. 2:25, 2:37-38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51, 9-5, 7).

Represented (sales) by Blair TV; Bomar Lowrance (Atlanta & Dallas); Tracy Moore & Assoc. (L.A. & San Francisco).

Personnel:

JOSEPH M. HIGGINS, v.p. & general manager.  
JAMES DODESON, national sales manager.  
E. BYRON LINDSEY, chief engineer.  
HOWARD M. ROWE, client service director.  
HAL LEMMOND, production manager.  
JACQUELINE SMITH, film director.

### DIGEST OF RATE CARD NO. 9—(Nov. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-10:59 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$330.00	\$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Randolph	5,600	4,100	74
	GEORGIA			
	Baldwin	5,600	4,200	74
	Banks	1,700	1,300	74
	Barrow	4,200	3,600	85
	Bartow	7,700	6,800	88
	Butts	2,300	1,900	82
	Carrall	10,300	9,000	88
	Cherokee	6,400	5,700	89
	Clarke	12,600	10,400	83
	Clayton	12,900	12,100	94
	Cobb	32,900	31,000	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA—(Continued)			
	Coweta	7,900	6,300	80
	Crawford	1,400	900	60
	Dawson	1,000	800	74
	DeKalb	77,600	73,700	95
	Douglas	4,600	4,200	89
	Fayette	2,100	1,800	84
	Floyd	19,800	17,100	87
	Forsyth	3,400	3,100	91
	Fulton	165,900	149,800	91
	Greene	2,900	2,100	72
	Gwinnett	12,200	11,000	90
	Hall	14,000	12,200	87
	Hancock	2,200	1,300	57
	Haralson	4,200	3,500	84
	Harris	2,800	2,200	76
	Heard	1,400	1,200	78
	Henry	4,400	3,600	81
	Jackson	5,100	4,300	83
	Jasper	1,600	1,100	68
	Jones	2,100	1,700	76
	Lamar	2,800	2,200	80
	Lumpkin	1,800	1,600	85
	Meriwether	5,000	3,800	75
	Monroe	2,600	2,100	78
	Morgan	2,700	2,000	73
	Newton	5,700	4,800	84
	Oconee	1,700	1,600	91
	Paulding	3,600	3,300	89
	Pickens	2,500	2,100	83
	Pike	1,800	1,300	71
	Polk	8,000	6,800	86
Putnam	2,000	1,500	77	
Rockdale	2,800	2,400	85	
Spaulding	10,200	8,700	85	
Talbot	1,700	1,200	67	
Troup	13,200	10,300	79	
Upson	6,600	5,500	83	
Walton	5,500	4,600	83	
White	1,800	1,400	77	

(Continued on page 129)

WAII-TV Station Total	718,100	618,800	86
ARB Total Net Weekly Circulation (March, 1962)	453,800		

# Georgia—Atlanta



**WSB-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1006-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"  
Longitude 84° 21' 42"

Transmitter: 766 Willoughby Way, N.E.

Studio: 1601 W. Peachtree St. NE (Zone 9).

TV tape: Recording facilities.

AM Affiliate: WSB, 50-kw, 750 kc (NBC).

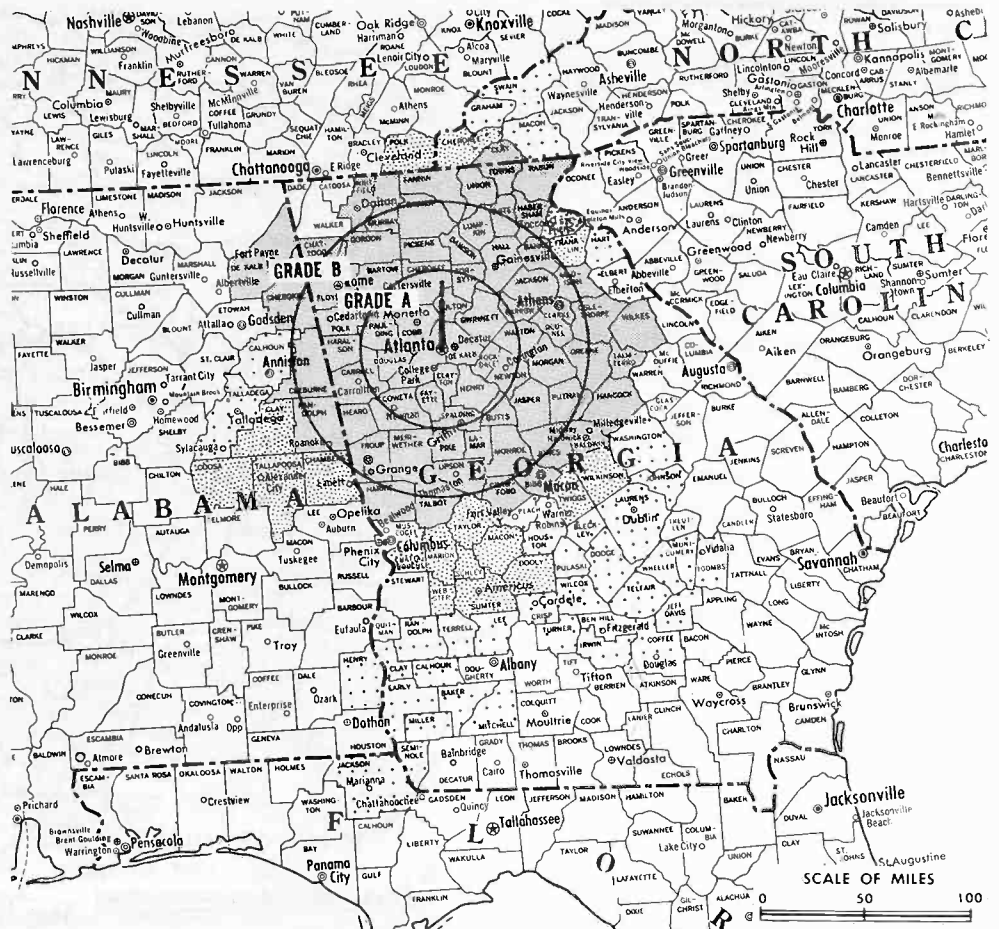
FM Affiliate: WSB-FM, 100-kw, 98.5 mc (No. 253), 770-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WSB-TV Ref: FCC File No. BPCT-2303 Granted 5/6/57

© American Map Co., Inc., N.Y., No. 14244

## WSB-TV

Licensee: Atlanta Newspapers Inc., 10 Forsyth St., N.W.

Telephone: Trinity 5-7221. TWX No.: 404-527-2194.

Ownership: Atlanta Newspapers Inc., 100%, publisher of Atlanta Journal and Constitution. For other Cox TV-radio-newspaper interests, see WHIO-TV, Dayton.

Began Operation: Sept. 29, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- J. LEONARD REINSCH, executive director.
- MARCUS BARTLETT, general manager.
- DON ELLIOT HEALD, sales manager.
- RUSTY BRUTON, production manager.
- HOLT GEWINNER JR., merchandising director.
- JEAN HENDRIX, asst. to general manager and film dir. & buyer.
- ROBERT A. HOLBROOK, chief engineer.
- CHARLES CASH, director promotion & publicity

DIGEST OF RATE CARD NO. 17—(March 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—7-10:30 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$360.00 \$375.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Cherokee	4,400	3,500	80
	Cleburne	2,900	2,200	75
	DeKalb	11,800	9,600	81
	Randolph	5,600	4,100	74
	GEORGIA			
	Baldwin	5,600	4,200	74
	Banks	1,700	1,300	74
	Barrow	4,200	3,600	85
	Bartow	7,700	6,800	88
Bibb	41,000	35,500	87	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>				
<b>GEORGIA—(Continued)</b>				
	Carroll	10,300	9,000	88
	Chattooga	5,600	4,700	84
	Cherokee	6,400	5,700	89
	Clarke	12,600	10,400	83
	Clayton	12,900	12,100	94
	Cobb	32,900	31,000	95
	Coweta	7,900	6,300	80
	Crawford	1,400	900	60
	Dawson	1,000	800	74
	DeKalb	77,600	73,700	95
	Douglas	4,600	4,200	89
	Fannin	3,700	2,800	76
	Fayette	2,100	1,800	84
	Floyd	19,800	17,100	87
	Forsyth	3,400	3,100	91
	Fulton	165,900	149,800	91
	Gilmer	2,400	1,800	74
	Gordon	5,500	4,800	87
	Greene	2,900	2,100	72
	Gwinnett	12,200	11,000	90
	Habersham	4,900	3,900	80
	Hall	14,000	12,200	87
	Hancock	2,200	1,300	57
	Haralson	4,200	3,500	84
	Harris	2,800	2,200	76
	Heard	1,400	1,200	78
	Henry	4,400	3,600	81
	Jackson	5,100	4,300	83
	Jasper	1,600	1,100	68
	Jones	2,100	1,700	76
	Lamar	2,800	2,200	80
	Lumpkin	1,800	1,600	85
	Madison	3,100	2,500	79
	Meriwether	5,000	3,800	75
	Monroe	2,600	2,100	78
	Morgan	2,700	2,000	73
	Murray	2,800	2,200	78
	Newton	5,700	4,800	84

(Continued on page 129)

WSB-TV Station Total	873,000	732,900	84
ARB Total Net Weekly Circulation (March, 1962)		524,600	

# Atlanta & Albany, Ga.

## WALB-TV, Albany (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	FLORIDA			
	Hamilton	2,100	1,300	64
	Jackson	9,800	6,500	67
	Leon	20,400	16,700	82
	GEORGIA			
	Echols	500	300	61
	Quitman	600	400	66
	Schley	800	700	73
	Seminole	1,800	1,400	76
	Stewart	1,800	1,100	56
Taylor	2,100	1,600	72	
Under 25%	ALABAMA: Henry, Houston. FLORIDA: Calhoun, Columbia, Dixie, Franklin, Gulf, Lafayette, Suwannee, Wakulla. GEORGIA: Appling, Bacon, Bleckley, Chattahoochee, Clay, Clinch, Marion, Montgomery, Pulaski, Toombs, Ware.			

## WSB-TV, Atlanta (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	GEORGIA—(Continued)			
	Oconee	1,700	1,600	91
	Oglethorpe	2,000	1,500	73
	Paulding	3,600	3,300	89
	Pickens	2,500	2,100	83
	Pike	1,800	1,300	71
	Polk	8,000	6,800	86
	Putnam	2,000	1,500	77
	Rabun	2,000	1,500	75
	Rockdale	2,800	2,400	85
	Spaulding	10,200	8,700	85
	Talbot	1,700	1,200	67
	Taliaferro	900	600	65
	Towns	1,100	1,000	81
	Troup	13,200	10,300	79
	Union	1,800	1,400	79
	Upson	6,600	5,500	83
	Walton	5,500	4,600	83
	White	1,800	1,400	77
	Whitfield	11,800	10,400	88
Wilkes	3,100	2,000	63	
NORTH CAROLINA				
Clay	1,500	1,000	68	
Between 25-50%	ALABAMA			
	Chambers	10,500	8,200	78
	Clay	3,500	2,800	78
	Coosa	2,800	2,100	75
	Tallapoosa	9,700	7,600	78
	GEORGIA			
	Chattahoochee	1,300	1,300	92
	Dooly	3,000	2,200	73
	Franklin	3,800	3,300	86
	Marion	1,300	800	56
	Marion	1,300	800	56
	Schley	800	700	73
	Sumter	6,600	4,500	68
	Stephens	5,200	4,200	80
	Taylor	2,100	1,600	72
Twiggs	1,800	1,300	69	
Webster	800	400	51	
Wilkinson	2,400	1,800	74	
NORTH CAROLINA				
Cherokee	4,300	3,200	73	
TENNESSEE				
Polk	3,200	2,600	80	
Under 25%	ALABAMA: Calhoun, Henry, Talladega. FLORIDA: Jackson. GEORGIA: Baker, Ben Hill, Bleckley, Calhoun, Clay, Coffee, Crisp, Dodge, Early, Elbert, Hart, Houston, Irwin, Jeff Davis, Johnson, Laurens, Lee, Miller, Mitchell, Montgomery, Peach, Pulaski, Randolph, Seminole, Telfair, Terrell, Toombs, Turner, Washington, Wheeler, Wilcox. NORTH CAROLINA: Graham, Jackson, Macon, Swain.			

## WAGA-TV, Atlanta (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Over 50%	GEORGIA—(Continued)				
	Oglethorpe	2,000	1,500	73	
	Paulding	3,600	3,300	89	
	Pickens	2,500	2,100	83	
	Pike	1,800	1,300	71	
	Polk	8,000	6,800	86	
	Putnam	2,000	1,500	77	
	Rabun	2,000	1,500	75	
	Rockdale	2,800	2,400	85	
	Spaulding	10,200	8,700	85	
	Talbot	1,700	1,200	67	
	Towns	1,100	1,000	81	
	Troup	13,200	10,300	79	
	Union	1,800	1,400	79	
	Upson	6,600	5,500	83	
	Walton	5,500	4,600	83	
	White	1,800	1,400	77	
	Whitfield	11,800	10,400	88	
	NORTH CAROLINA				
	Clay	1,500	1,000	68	
Between 25-50%	ALABAMA				
	Chambers	10,500	8,200	78	
	Tallapoosa	9,700	7,600	78	
	GEORGIA				
	Bibb	41,000	35,500	87	
	Elbert	5,000	4,200	85	
	Hart	4,100	3,500	85	
	Taliaferro	900	600	65	
	Telfair	3,100	1,900	59	
	Twiggs	1,800	1,300	69	
Wheeler	1,300	800	60		
Wilkes	3,100	2,000	63		
Wilkinson	2,400	1,800	74		
NORTH CAROLINA					
Cherokee	4,300	3,200	73		
TENNESSEE					
Polk	3,200	2,600	80		
Under 25%	ALABAMA: Calhoun, Clay, Coosa, Etowah, Talladega. GEORGIA: Bleckley, Chattahoochee, Coffee, Crisp, Dodge, Dooly, Franklin, Houston, Jeff Davis, Johnson, Laurens, Lee, Macon, Marion, Montgomery, Peach, Pulaski, Schley, Stephens, Sumter, Taylor, Terrell, Toombs, Turner, Washington, Webster, Wilcox. NORTH CAROLINA: Graham, Jackson, Macon, Swain.				

## WATL-TV, Atlanta (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	ALABAMA			
	Chambers	10,500	8,200	78
	Cherokee	4,400	3,500	80
	Cleburne	2,900	2,200	75
	DeKalb	11,800	9,600	81
	Tallapoosa	9,700	7,600	78
	GEORGIA			
	Chattooga	5,600	4,700	84
	Gordon	5,500	4,800	87
	Habersham	4,900	3,900	80
	Madison	3,100	2,500	79
	Murray	2,800	2,200	78
	Oglethorpe	2,000	1,500	73
	Rabun	2,000	1,500	75
	Whitfield	11,800	10,400	88
Under 25%	ALABAMA: Clay, Coosa. GEORGIA: Bibb, Bleckley, Chattahoochee, Elbert, Fannin, Franklin, Gilmer, Hart, Houston, Marion, Peach, Pulaski, Schley, Stephens, Taliaferro, Taylor, Telfair, Towns, Twiggs, Union, Wheeler, Wilkes, Wilkinson. NORTH CAROLINA: Jackson, Macon.			

# Georgia—Augusta

abc NB **WJBF**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 15"  
Longitude 81° 50' 19"

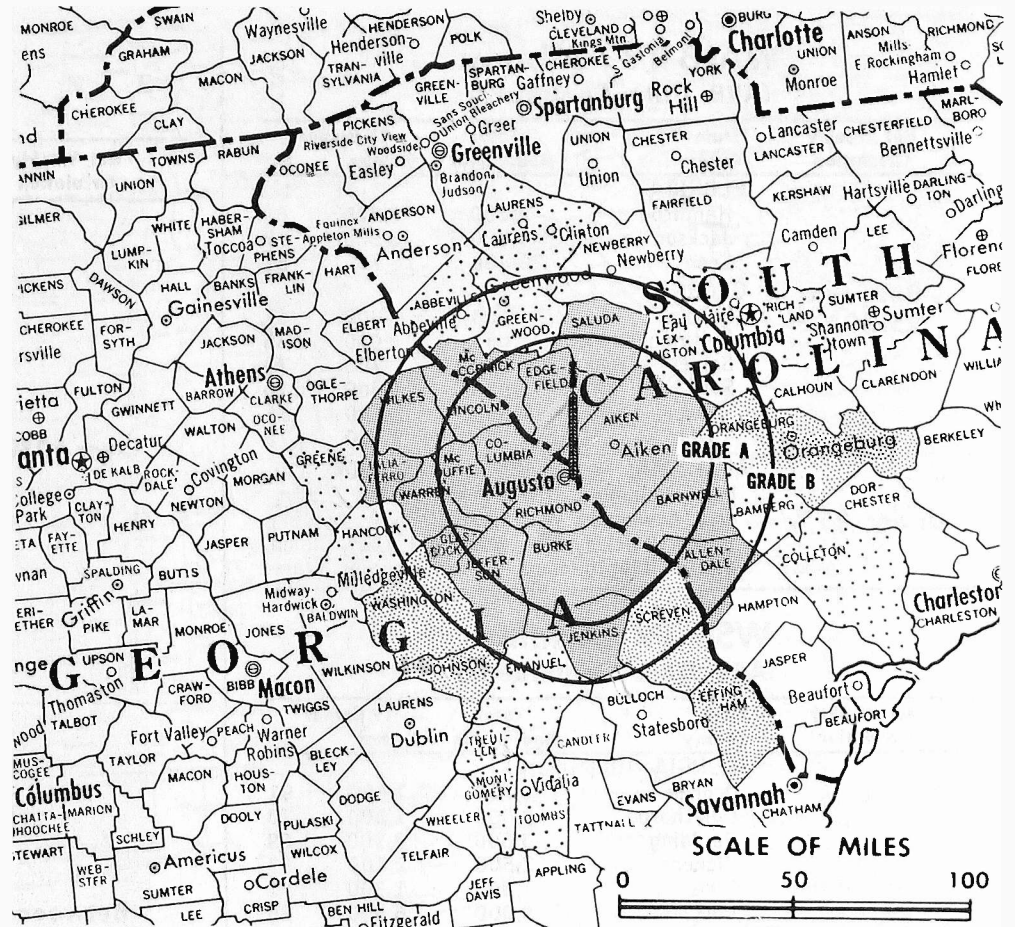
Transmitter: Pine Log Rd., near Beach Island, S.C.

Studio: 10th & Reynolds Sts., Augusta.

Telephone: Park 2-6664.

TWX No.: AU 8057.

Represented (engineering) by A. D. Ring & Assoc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
TV Homes: TV% and Net Weekly Circulation

WJBF Ref: FCC File No. BPCT-2441 Granted 12/18/57

©American Map Co., Inc., N.Y., No. 14244

## WJBF

Network Service: ABC, NBC.

Licensee: Georgia-Carolina Bcstg. Co., Box 1404.

Ownership: J. B. Fuqua, pres., 100%.

Began Operation: Sept. 22, 1953.

Represented (sales) by George P. Hollingbery Co.

Personnel:

J. B. FUQUA, president & general manager.  
THOMAS J. HENNESSY, v.p., station manager.  
ASA STALLWORTH, general sales manager.  
DONALD MacDONALD, treasurer.  
CARROLL WARD, program manager.  
JOHN RADECK, operations manager.  
JOHN P. JOPLING, chief engineer.

### DIGEST OF RATE CARD NO. 8—(May 1, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—7:29-9:59 p.m., daily.

\$550.00 \$275.00 ..... \$120.00 \$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA			
	Bullock	6,200	5,000	80
	Burke	5,100	3,400	65
	Candler	1,800	1,300	72
	Columbia	3,500	2,900	82
	Effingham	2,500	2,000	79
	Emanuel	4,900	3,500	72
	Glascok	800	600	76
	Jefferson	4,400	3,200	72
	Jenkins	2,400	1,900	75
	Johnson	2,200	1,800	78
	Laurens	8,600	6,100	71
	Lincoln	1,400	1,100	77
	McDuffie	3,400	2,700	79
	Montgomery	1,600	900	57

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA—(Continued)			
	Richmond	36,700	32,300	88
	Screven	3,800	2,700	70
	Taliaferro	900	600	65
	Toombs	4,500	3,000	66
	Treutlen	1,600	1,100	65
	Warren	1,800	1,300	67
	Washington	4,900	3,000	60
	Wilkes	3,100	2,000	63
	SOUTH CAROLINA			
Aiken	22,600	20,000	89	
Allendale	2,900	1,800	63	
Barnwell	4,500	3,400	75	
Edgefield	3,800	3,000	78	
Fairfield	4,900	3,400	69	
Greenwood	12,700	10,900	86	
Hampton	4,300	2,900	67	
McCormick	2,000	1,500	73	
Newberry	8,200	6,600	81	
Orangeburg	16,400	11,300	69	
Saluda	3,700	2,900	78	
Between 25-50%	GEORGIA			
	Evans	1,900	1,600	81
	Greene	2,900	2,100	72
	Hancock	2,200	1,300	57
	Long	1,000	700	71
	Tattnall	3,600	2,800	77
Telfair	3,100	1,900	59	
Wheeler	1,300	800	60	
SOUTH CAROLINA				
Abbeville	5,700	4,500	77	
Bamberg	4,000	2,800	70	
Colleton	7,100	4,700	66	
Laurens	12,300	10,300	84	
Under 25%	GEORGIA: Appling, Bacon, Coffee, Elbert, Hart, Jeff Davis, Madison, Oglethorpe, Twiggs, Wilkinson. SOUTH CAROLINA: Beaufort, Berkeley, Calhoun, Clarendon, Dorchester, Jasper, Lexington, Richland.			
	WJBF Station Total	370,900	289,000	78
ARB Total Net Weekly Circulation (March, 1962)		169,400		

# Georgia—Augusta

## WRDW-TV Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 650-ft. above av. terrain, 498-ft. above ground, 968-ft. above sea level.

Latitude 33° 30' 21"  
Longitude 81° 57' 43"

Holds CP for change to 300-kw visual, 151-kw aural, 1590-ft. above av. terrain, lat. 33° 24' 29", long. 81° 50' 35".

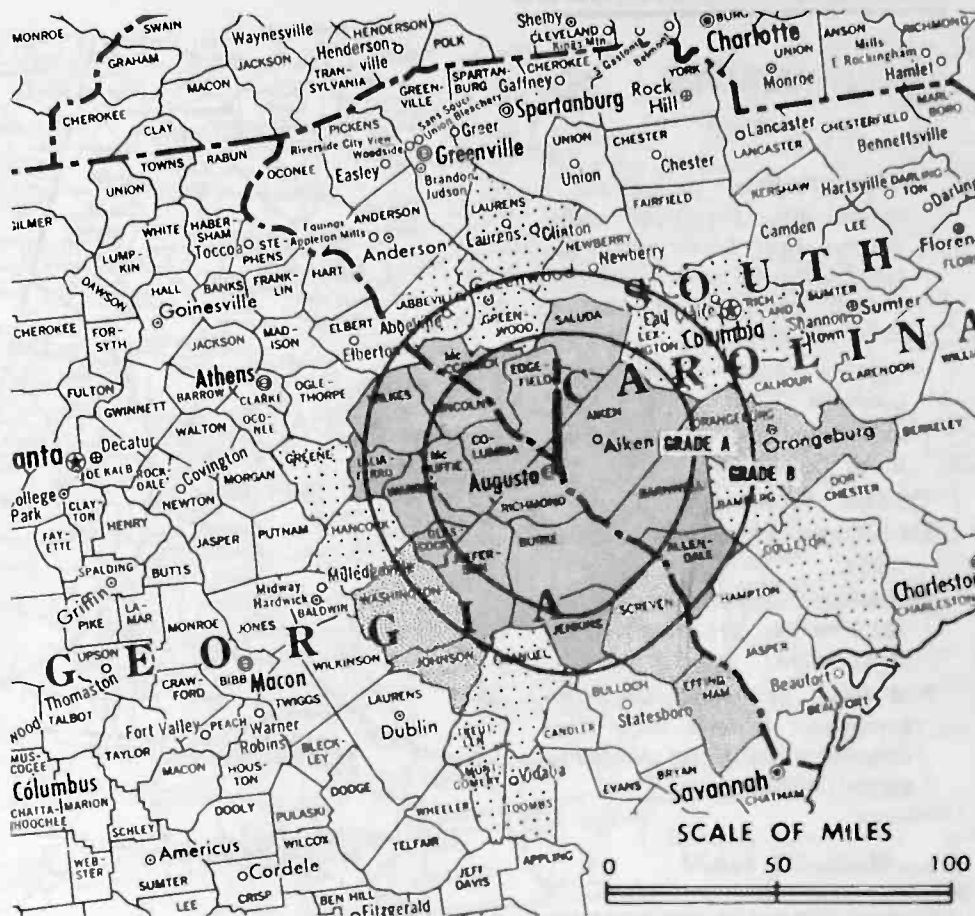
Transmitter: Georgia & Observatory Aves., N. Augusta.

Studio: Georgia & Observatory Aves., N. Augusta.

ARB Data: The table below does not show present coverage. After data was collected, the station increased its power.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WRDW-TV Ref: FCC File No. BPOT-2701 Granted 8/24/60

© American Map Co., Inc., N.Y., No. 14214

## WRDW-TV

Licensee: United Printers & Publishers Inc.

Telephone: Taylor 4-5432.

Ownership: United Printers & Publishers Inc., 100% (operate Rust Craft Stations). See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 14, 1954. Sale to present owners by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Television Digest, Vols. 17:30, 33, 2:14). Sale to WPIT Inc. by Southeastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to Southeastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (Vol. 11:48; 12:7). Note: For sale of WPIT Inc. to United Printers & Publishers, see WSTV-TV, Steubenville, Ohio.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

- JACK N. BERKMAN, chairman of the board.
- JOHN J. LAUX, president.
- FRED WEBER, vice president.
- VIRGIL B. WOLFF, general manager.
- WALTER McCROBA, sales manager.
- WILBUR HERRINGTON, chief engineer.
- JEFF EVANS, operations & production manager.

### DIGEST OF RATE CARD NO. 9A (July 15, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-10:29 p.m., daily.	\$450.00	\$245.00	\$160.00	\$110.00	\$85.00	\$42.50
NETWORK BASE HOURLY RATE: \$375.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA				
		Burke	5,100	3,400	65
		Columbia	3,500	2,900	82
		Glascok	800	600	76
		Jefferson	4,400	3,200	72
		Jenkins	2,400	1,900	75
		Lincoln	1,400	1,100	77
		McDuffie	3,400	2,700	79
		Richmond	36,700	32,300	88
		Taliaferro	900	600	65
		Warren	1,800	1,300	67
		Wilkes	3,100	2,000	63
	Between 25-50%	SOUTH CAROLINA			
		Aiken	22,600	20,000	89
		Allendale	2,900	1,800	63
		Barnwell	4,500	3,400	75
		Edgefield	3,800	3,000	78
		McCormick	2,000	1,500	73
Under 25%	SOUTH CAROLINA				
		Orangeburg	16,400	11,300	69
GEORGIA: Emanuel, Greene, Hancock, Montgomery, Toombs, Treutlen. SOUTH CAROLINA: Abbeville, Bamberg, Colleton, Greenwood, Laurens, Lexington, Richland.					
WRDW-TV Station Total			258,000	205,000	79
ARB Total Net Weekly Circulation (March, 1962)			90,900		

# Georgia—Columbus



Ch. 3



Technical Facilities: Channel No. 3 (62-66 mc). Authorized power: 100-kw visual, 65-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: LaFayette Rd., 1.2-mi. N. of Cusseta, Ga.

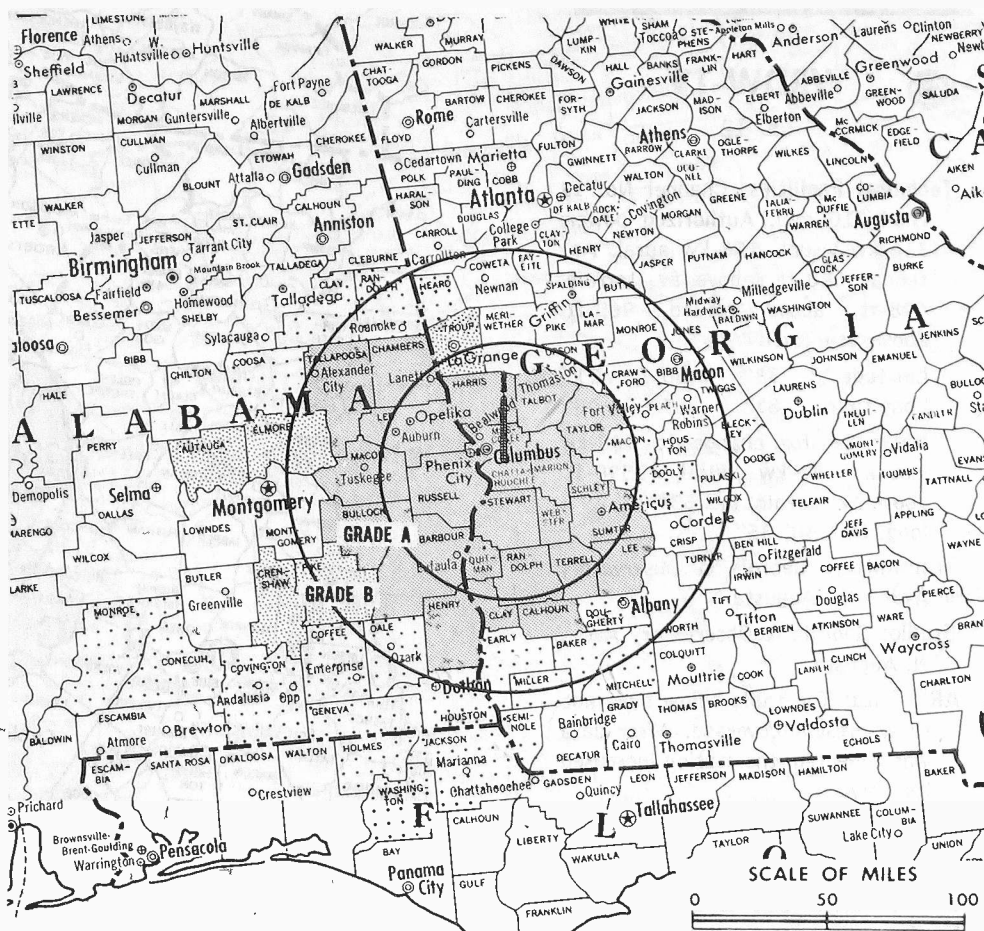
TV tape: Recording facilities.

AM Affiliate: WRBL, 5-kw, 1420 kc (CBS).

FM Affiliate: WRBL-FM, 16.5-kw, 102.9 mc (No. 275), 1520-ft. antenna height.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WRBL-TV Ref: FCC File No. BPCT-2775 Granted 6/9/60

©American Map Co., Inc., N.Y., No. 14244

## WRBL-TV

Network Service: CBS, NBC.

Licensee: Columbus Bcstg. Co. Inc., Box 270.

Studio & Offices: 1350 13th Ave.

Telephone: 32 2-0601. TWX No.: 404-327-6345.

Ownership: R. W. Page Corp., publisher of Columbus Enquirer and Ledger, 51%; J. W. Woodruff, 18.2%; J. W. Woodruff Jr., 30.4%; J. Barnett Woodruff, 4%. WRBL-TV officers: J. W. Woodruff Jr., pres.; M. R. Ashworth Sr., secy.; J. Barnett Woodruff, director; W. E. Page, director; J. W. Woodruff Jr. controls Georgia radio WGPC, Albany and radio WAZA, Bainbridge, Ga. Page Corp. also publishes Bradenton (Fla.) Herald.

Began Operation: Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by George C. Davis.

Personnel:

J. W. WOODRUFF JR., president & general manager.  
RIDLEY BELL, station manager & film buyer.  
GEORGE (RED) JENKINS, national sales director.  
ROBERT WALTON, local sales manager.  
GEORGE A. GINGELL, director of public affairs & news.  
JOE A. GAMBLE, chief engineer.  
FRANK HARDMAN, TV technical director.  
JACK B. GIBNEY, director of photography.  
CHARLES AUTRY, production director.  
ROZEL FABIANI, director of women's programs.  
DICK McMICHAEL, news director.  
MILDRED WIMBERLY, research.

### DIGEST OF RATE CARD NO. 1A (Aug. 1, 1962)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$400.00	\$240.00	\$100.00	\$80.00	\$40.00
NETWORK BASE HOURLY RATE: \$525 (CBS), \$525 (NBC).				

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>ALABAMA</b>				
		Barbour	6,500	4,200	65
		Bullock	3,400	2,100	60
		Chambers	10,500	8,200	78
		Henry	4,000	3,000	75
		Lee	12,700	10,000	78
		Macon	6,100	4,200	68
		Russell	12,000	9,200	77
		Tallapoosa	9,700	7,600	78
	<b>GEORGIA</b>				
		Calhoun	1,900	1,000	49
		Chattahoochee	1,300	1,300	92
		Clay	1,200	800	65
		Harris	2,800	2,200	76
	Lee	1,400	1,100	73	
	Marion	1,300	800	56	
	Muscogee	44,000	38,900	89	
	Quitman	600	400	66	
	Randolph	2,900	1,900	66	
	Schley	800	700	73	
	Stewart	1,800	1,100	56	
	Sumter	6,600	4,500	68	
	Talbot	1,700	1,200	67	
	Taylor	2,100	1,600	72	
	Terrell	3,300	2,300	69	
	Webster	800	400	51	
Between 25-50%	<b>ALABAMA</b>				
		Autauga	4,800	3,600	73
		Crenshaw	4,100	3,000	72
		Elmore	8,000	6,100	77
	Pike	6,900	4,800	69	
<b>GEORGIA</b>					
	Troup	13,200	10,300	79	
Under 25%	<b>ALABAMA:</b> Clay, Coffee, Conecuh, Coosa, Covington, Dale, Geneva, Houston, Monroe, Randolph. <b>FLORIDA:</b> Holmes, Jackson, Washington. <b>GEORGIA:</b> Baker, Crawford, Dooly, Dougherty, Early, Heard, Macon, Miller, Mitchell, Seminole, Upson.				
	<b>WRBL-TV Station Total</b> 312,200 240,300 77				
<b>ARB Total Net Weekly Circulation (March, 1962)</b> 144,100					

# Georgia—Columbus

abc **WTVM**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 284-kw visual, 142-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

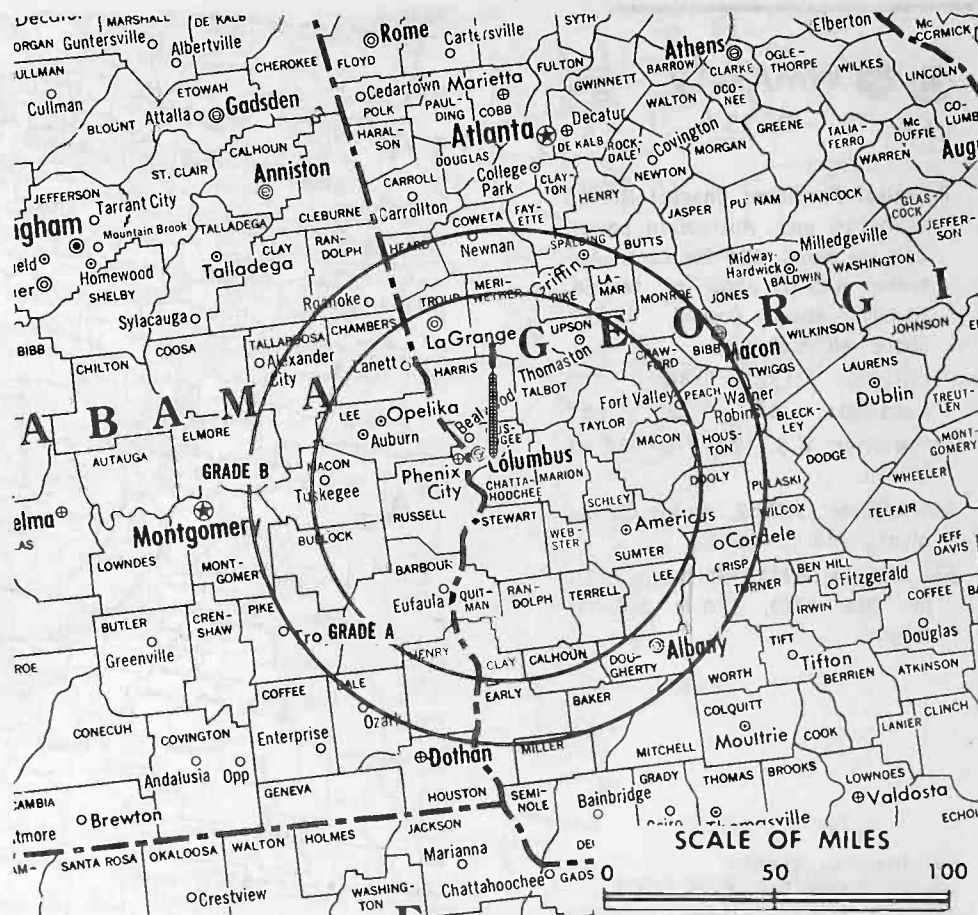
Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: Lafayette Rd., 1.2-mi. N. of Cusseta.

Studio: 1307 First Ave.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WTVM Ref: FCC File No. BNPOT-5490 Granted 7/11/60

©American Map Co., Inc., N.Y., No. 14244

## WTVM

Network Service: ABC; also NBC.

Licensee: Martin Theatres of Georgia Inc., Martin Bldg.

Telephone: Fairfax 2-8828. TWX No.: 404-327-7195.

Ownership: Martin Theatres of Georgia Inc. E. D. Martin, pres., 49%; Roy E. Martin Jr., chmn. of board, 49%; C. L. Patrick, exec. v.p., 2%. Also owns WTVC, Chattanooga, Tenn.

Began Operation: Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960.

Represented (sales) by Young Television, Inc.

Represented (legal) by Cohn & Marks.

Personnel:

JOE WINDSOR, general manager.  
TED SHORT, station manager.  
LYNN AVERY, local & regional sales manager.  
JACK POOLE, operations director.  
CHARLES PARROTT, chief engineer.

### DIGEST OF RATE CARD NO. 6 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$75.00	\$40.00
NETWORK BASE HOURLY RATE:	\$475 (ABC), \$475 (NBC).						

ARB Total Net Weekly Circulation  
(March, 1962) 144,800

ARB breakdown of county coverage, by percentage of net weekly circulation, was compiled before station shifted from Ch. 28 to Ch. 9. Therefore, it is not included.



# ZOORAMA

Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Georgia—Macon

**abc WMAZ-TV**

**Ch. 13**

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 440-ft. above av. terrain, 514-ft. above ground, 848-ft. above sea level.

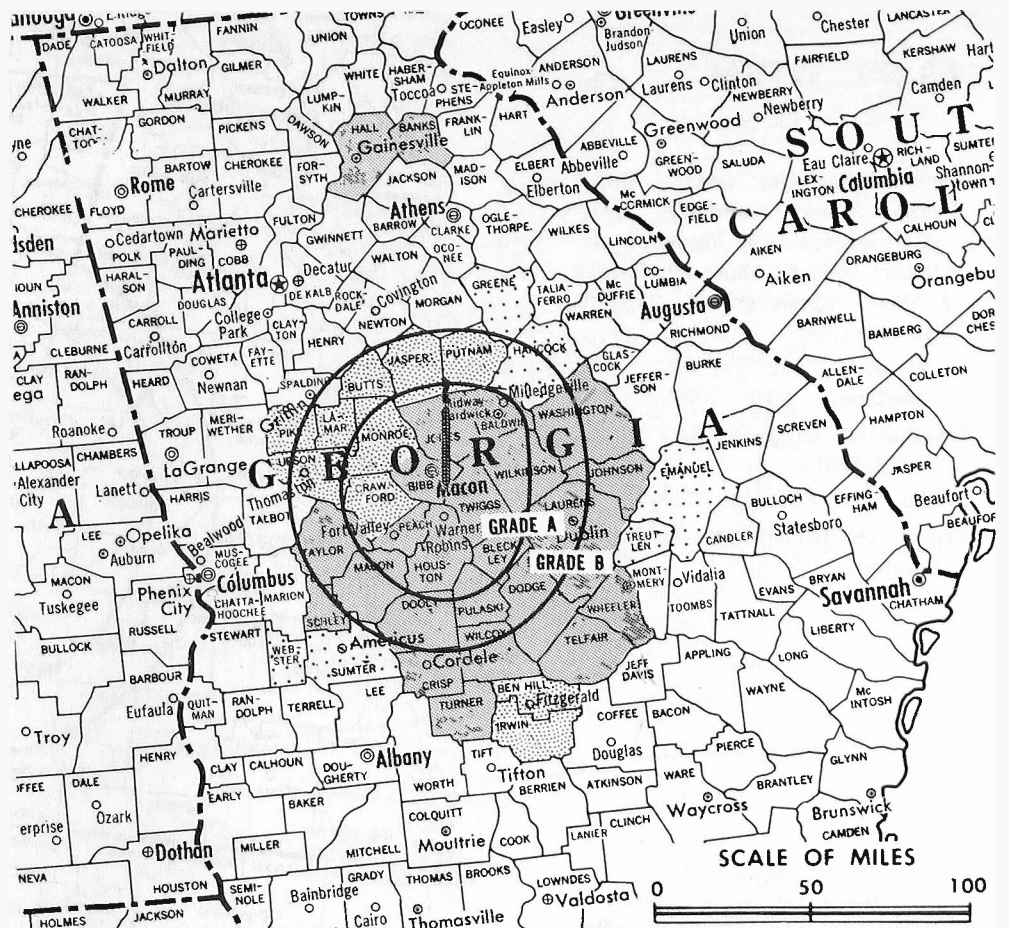
Latitude 32° 45' 09"  
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of Macon.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kc (CBS).

FM Affiliate: WMAZ-FM, 3-kw, 99.1 mc (No. 256), 170-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WMAZ-TV Ref: FCC File No. BMPCT-1084 Granted 5/5/53

©American Map Co., Inc., N.Y., No. 14244

## WMAZ-TV

Network Service: CBS, ABC; also NBC.

Licensee: Southeastern Bcstg. Co., 682 Cherry St., Macon.

Studio: U.S. 129, 7-mi. SE of Macon.

Telephone: SH 6-7311. TWX No.: MC 5137.

Ownership: George P. Rankin Jr., pres., 71.4%; Wallace Miller, v.p., 3%; Wilton E. Cobb, secy.-treas., 22.6%; Mary S. Miller, 3%. Note: Sale pending to WMRC Inc. (WFBC-TV, Greenville, S.C.).

Began Operation: Sept. 27, 1953

Represented (sales) by Avery-Knodel Inc

Represented (engineering) by George C. Davis.

Personnel:

GEORGE P. RANKIN JR., president & chief engineer.  
WILTON E. COBB, secy.-treas. & general manager.  
FRANK CROWTHER, commercial manager.  
ALBERT SANDERS, executive sales manager.  
ELMO SIMMONS, national sales manager.  
HARRIET MOORE, comptroller.  
BOB SAVAGE, director of operations.  
J. D. LAWHON, engineering director.  
JOE ANDREWS, coordinator, programs & public relations.  
JIM ARNOLD, film director & buyer.

### DIGEST OF RATE CARD NO. 10—(March 1, 1962)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:59 p.m., daily.				
\$450.00	\$270.00	\$125.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$500 (ABC, CBS & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA Baldwin	5,600	4,200	74
	Bibb	41,000	35,500	87
	Bleckley	2,600	1,900	72
	Crisp	5,000	3,600	72

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA—(Continued)			
	Dodge	4,400	3,300	75
	Dooley	3,000	2,200	73
	Houston	10,700	9,500	89
	Johnson	2,200	1,800	78
	Jones	2,100	1,700	76
	Laurens	8,600	6,100	71
	Macon	3,200	2,200	67
	Peach	3,500	2,900	81
	Pulaski	2,300	1,600	70
	Schley	800	700	73
	Taylor	2,100	1,600	72
	Telfair	3,100	1,900	59
	Turner	2,300	1,700	74
Twiggs	1,800	1,300	69	
Washington	4,900	3,000	60	
Wheeler	1,300	800	60	
Wilcox	2,100	1,600	75	
Wilkinson	2,400	1,800	74	
<b>Between 25-50%</b>	GEORGIA			
	Ben Hill	3,900	2,700	68
	Butts	2,300	1,900	82
	Crawford	1,400	900	60
	Irwin	2,400	1,800	73
	Jasper	1,600	1,100	68
	Lamar	2,800	2,200	80
	Monroe	2,600	2,100	78
	Pike	1,800	1,300	71
Putnam	2,000	1,500	77	
Upton	6,600	5,500	83	
<b>Under 25%</b>	GEORGIA			
	Emanuel	4,900	3,500	72
	Greene	2,900	2,100	72
	Hancock	2,200	1,300	57
	Sumter	6,600	4,500	68
	Treutlen	1,600	1,100	65
Webster	800	400	51	

WMAZ-TV Station Total 161,400 124,800 77  
ARB Total Net Weekly Circulation (March, 1962) 91,400



# Georgia—Savannah

**WSAV-TV**

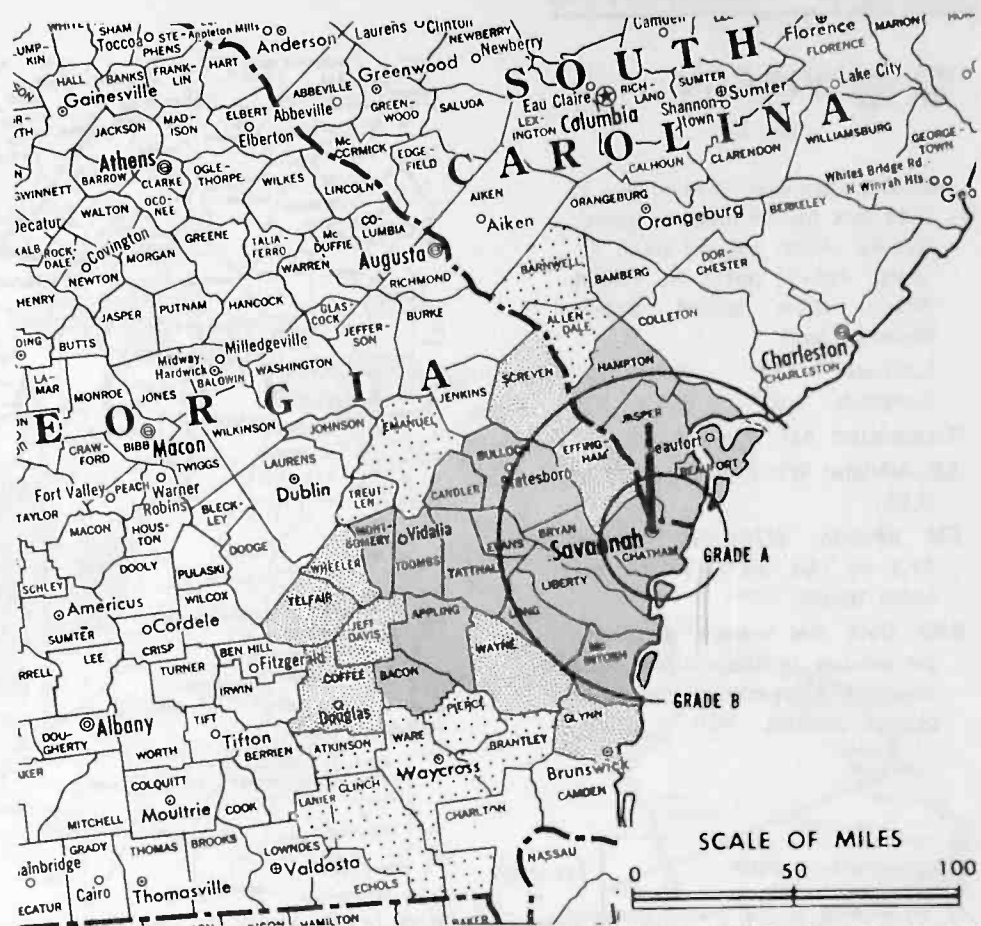
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 477-ft. above av. terrain, 521-ft. above ground, 541-ft. above sea level.

Latitude 32° 02' 48.2"  
Longitude 81° 04' 41.8"

Transmitter: E. Victory Drive.

AM Affiliate: WSAV, 5-kw, 630 kc (NBC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WSAV-TV Ref: FCC File No. BPCT-2477 Granted 7/18/58

American Map Co., Inc., N.Y., No. 14244

## WSAV-TV

Network Service: NBC, ABC.

Licensee: WSAV Inc., Broadcasting Center, E. Victory Drive.

Telephone: Adams 6-0303. TWX No.: 912-354-7839.

Ownership: Harben Daniel, pres., 42.11%; Catherine M. Daniel, v.p., 10.66%; Meredith E. Thompson, v.p., secy.-treas., .66%; William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, .22%.

Began Operation: Feb. 1, 1956.

Represented (sales) by Blair Television Associates Inc.

Personnel:

HARBEN DANIEL, president & general manager.  
MEREDITH E. THOMPSON, v.p. & operations manager.  
MACK HUMPIDGE, commercial manager.  
THOMAS EVEN, production manager.  
LARRY McHALE, program director & film buyer.  
BYRON STRONG, chief engineer.

### DIGEST OF RATE CARD NO. 3 (June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$200.00	\$135.00	\$100.00	\$70.00	\$63.00

NETWORK BASE HOURLY RATE: \$400 (NBC), \$400 (ABC).



**YOUR KIDS AUDIENCE  
IS IN THE BAG WITH  
"FELIX THE CAT"  
—TV's HAPPIEST  
CARTOON CHARACTER**

HAPPILY DISTRIBUTED BY  
TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA			
	Appling	3,200	2,200	68
	Bacon	2,200	1,600	71
	Bryan	1,500	1,200	79
	Bulloch	6,200	5,000	80
	Candler	1,800	1,300	72
	Chatham	54,400	47,300	87
	Evans	1,900	1,600	81
	Liberty	3,600	2,900	78
	Long	1,000	700	71
	McIntosh	1,600	1,200	71
	Montgomery	1,600	900	57
	Tattnall	3,600	2,800	77
	Toombs	4,500	3,000	66
	SOUTH CAROLINA			
Beaufort	9,400	7,700	81	
Hampton	4,300	2,900	67	
Jasper	3,000	2,000	66	
<b>Between 25-50%</b>	GEORGIA			
	Coffee	5,600	4,000	71
	Effingham	2,500	2,000	79
	Glynn	12,100	10,300	85
	Jeff Davis	2,200	1,600	72
	Screven	3,800	2,700	70
	Telfair	3,100	1,900	59
	Wayne	4,700	3,800	80
	Wheeler	1,300	800	60
<b>Under 25%</b>	GEORGIA			
	Atkinson	1,500	800	49
	Brantley	1,500	1,200	77
	Clinch	1,700	1,200	69
	Emanuel	4,900	3,500	72
	Lanier	1,300	900	67
	Pierce	2,500	1,900	73
	Treutlen	1,600	1,100	65
	Ware	9,800	7,800	80
	SOUTH CAROLINA			
Allendale	2,900	1,800	63	
Barnwell	4,500	3,400	75	
WSAV-TV Station Total		171,300	135,000	79
ARB Total Net Weekly Circulation (March, 1962)			91,300	

# Georgia—Savannah



**WTOC-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level.

Latitude 32° 04' 07"  
Longitude 81° 05' 35"

Transmitter: 516 Abercorn St.

AM Affiliate: WTOC, 5-kw, 1290 kc (CBS).

FM Affiliate: WTOC-FM, 7.9-kw, 97.3 mc (No. 247), 397-ft. antenna height.

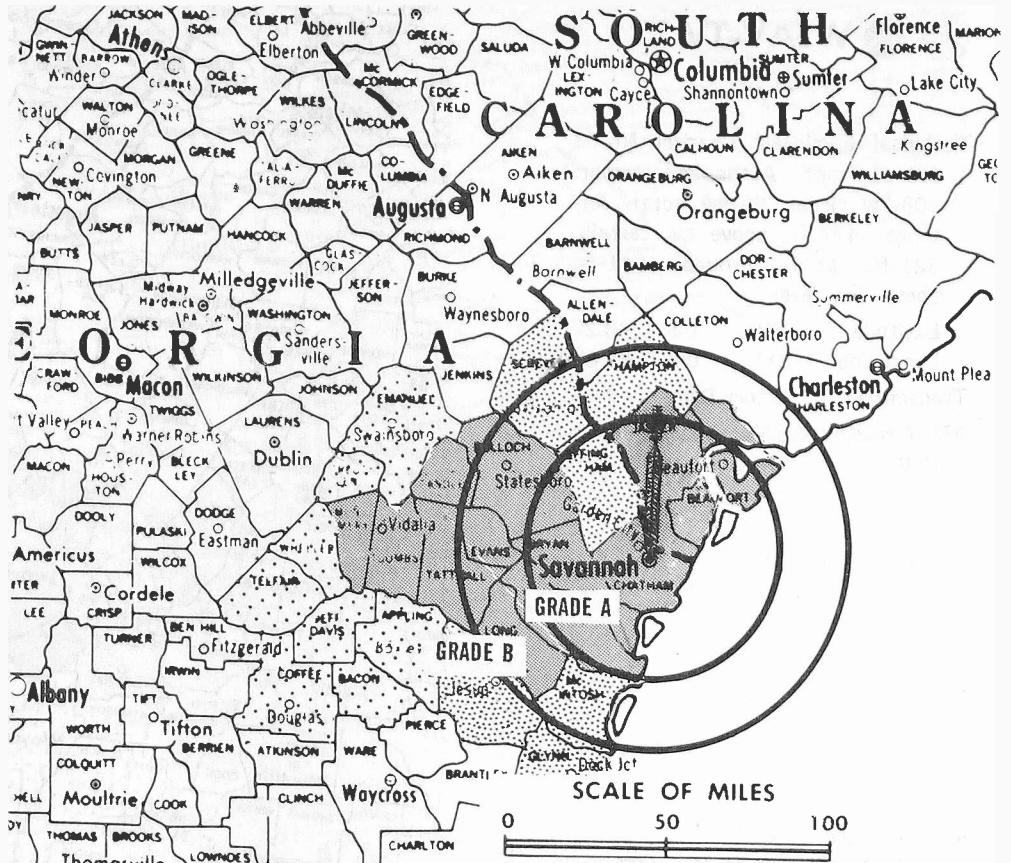
ARB Data Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WTOC-TV Ref: FCC File No. BMPCT-2467 Granted 9/13/54  
Authorized: FCC File No. BPCT-2802 Granted 9/27/60

©American Map Co., Inc., N.Y., No. 14244

## WTOC-TV

Network Service: ABC, CBS.

Licensee: Savannah Bcstg. Co., Box 858.

Studio: 516 Abercorn St.

Telephone: Adams 2-0127. TWX No.: SV 4117.

Ownership: William T. Knight Jr., pres.-treas., 51%; Grace Schley Knight, 16.6%; F. Schley Knight, TV v.p., 4.6%; over 80 others.

Began Operation: Feb 14, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

WILLIAM T. KNIGHT JR., president & general manager.

F. SCHLEY KNIGHT, v.p. for engineering.

BEN B. WILLIAMS, exec. v.p. & commercial manager.

DWIGHT J. BRUCE, v.p., program manager & film buyer.

STUART KNIGHT, vice president

JOHN HASTY, promotion manager.

KYLE E. GOODMAN, chief engineer.

### DIGEST OF RATE CARD NO. 5-A

(Sept. 1, 1961)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

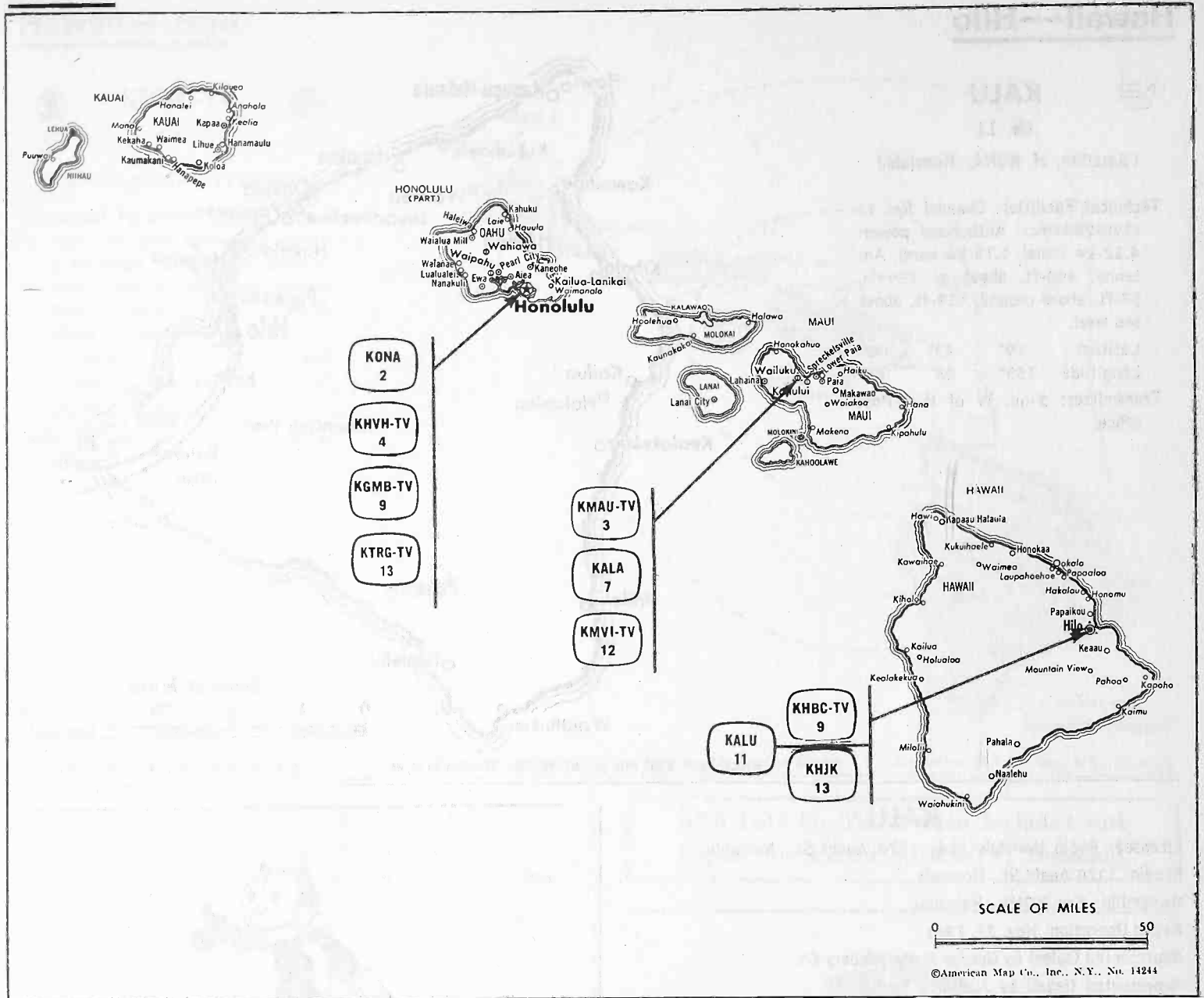
\$350.00 \$180.00 \$120.00 \$105.00 \$60.00 \$55.00 \$30.00

NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (CBS).

See CATV Directory for the State's Only  
CATV Systems Which are in West Point.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA			
	Bryan	1,500	1,200	79
	Bulloch	6,200	5,000	80
	Candler	1,800	1,300	72
	Chatham	54,400	47,300	87
	Evans	1,900	1,600	81
	Liberty	3,600	2,900	78
	Long	1,000	700	71
	Montgomery	1,600	900	57
	Tattnall	3,600	2,800	77
Toombs	4,500	3,000	66	
Between 25-50%	SOUTH CAROLINA			
	Beaufort	9,400	7,700	81
	Jasper	3,000	2,000	66
	GEORGIA			
	Effingham	2,500	2,000	79
Glynn	12,100	10,300	85	
McIntosh	1,600	1,200	71	
Screven	3,800	2,700	70	
Wayne	4,700	3,800	80	
Under 25%	SOUTH CAROLINA			
	Hampton	4,300	2,900	67
	GEORGIA			
	Appling	3,200	2,200	68
	Bacon	2,200	1,600	71
	Coffee	5,600	4,000	71
	Emanuel	4,900	3,500	72
	Jeff Davis	2,200	1,600	72
	Telfair	3,100	1,900	59
	Treutlen	1,600	1,100	65
Wheeler	1,300	800	60	
WTOC-TV Station Total		145,600	116,000	80
ARB Total Net Weekly Circulation (March, 1962)			79,100	

# Hawaii



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hawaii	129,100	116	160,200	151	132,100	151

## Hawaii Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	0	10
0	0	0
		10

# Hawaii—Hilo

NB

## KALU

Ch. 11

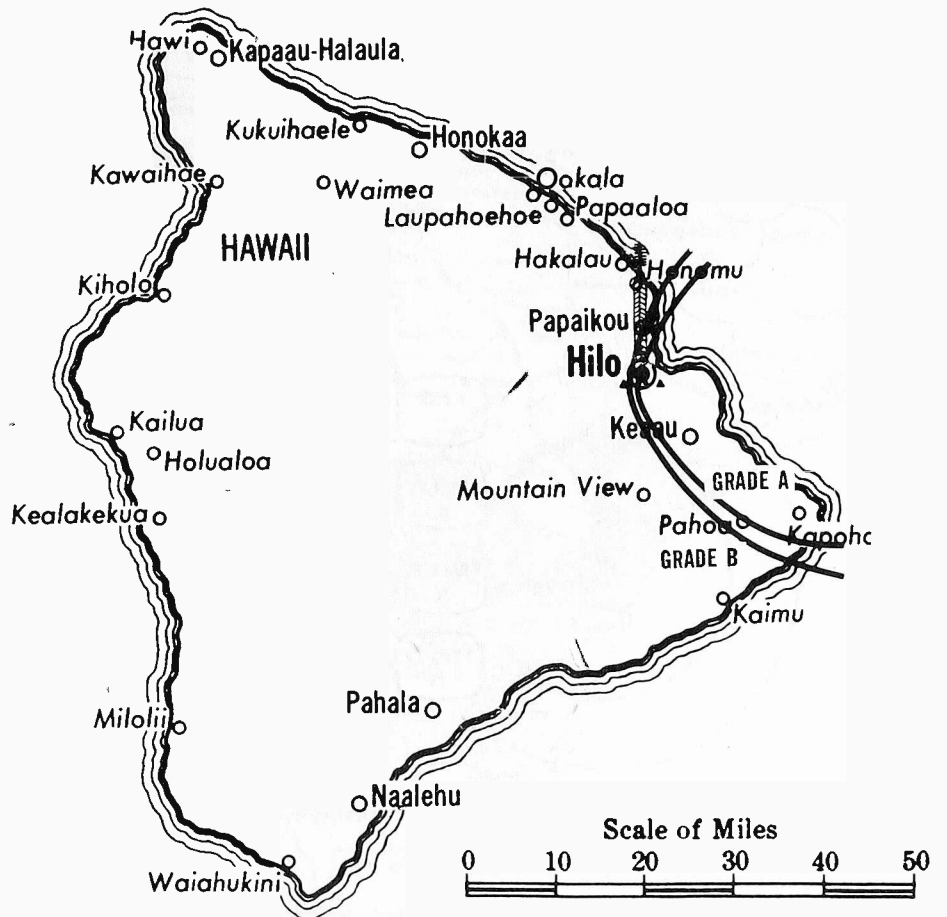
[Satellite of KONA, Honolulu]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 4.12-kw visual, 1.15-kw aural. Antenna: 490-ft. above av. terrain, 57-ft. above ground, 919-ft. above sea level.

Latitude 19° 43' 00"

Longitude 155° 08' 13"

Transmitter: 3-mi. W of Hilo Post Office.



KALU Ref: FCC File No. BPCT-2925 Granted 11/8/60

©American Map Co., Inc., N.Y., No. 14244

## KALU

Licensee: Radio Honolulu Ltd., 1170 Auahi St., Honolulu.

Studio: 1170 Auahi St., Honolulu.

Ownership: See KONA, Honolulu.

Began Operation: Nov. 27, 1961.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by A. Harry Becker.

Personnel: See KONA, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold only in combination with KONA, Honolulu and KALA, Wailuku, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KONA, Honolulu.

ARB data not available based on 1960 Coverage study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



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# Hawaii—Hilo



**KHBC-TV**

Ch. 9



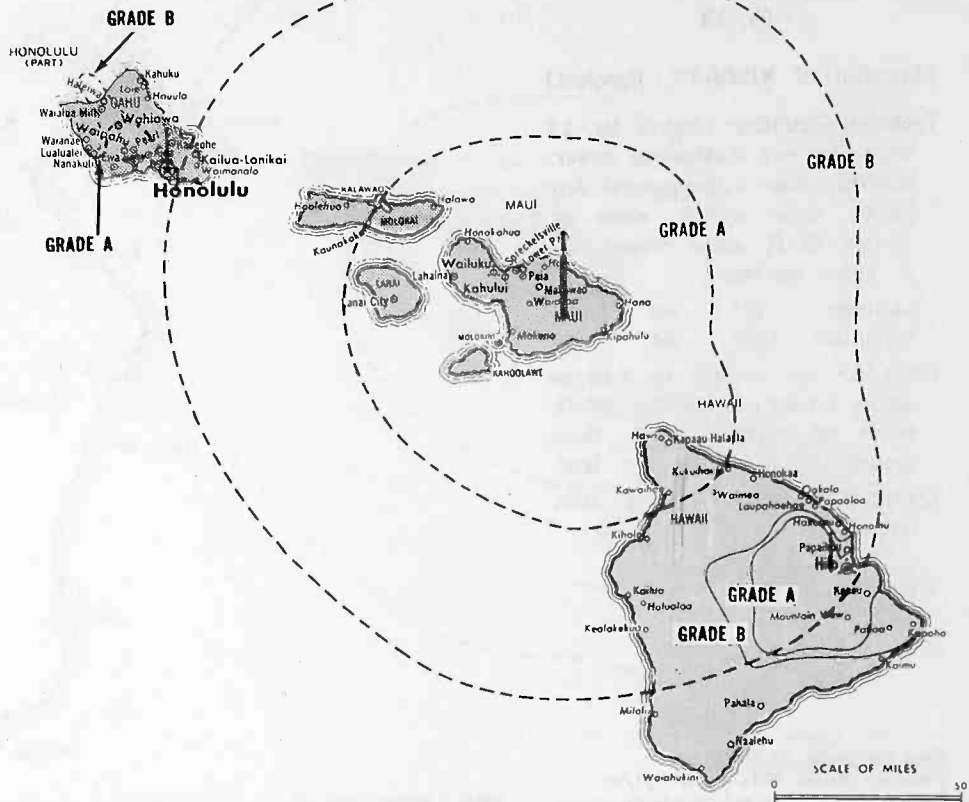
[Satellite of KGMB-TV Honolulu]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude 19° 43' 00"  
Longitude 155° 08' 13"

Transmitter: Piihonua Rd.

AM Affiliate: KHBC, 1-kw, 970 kc (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

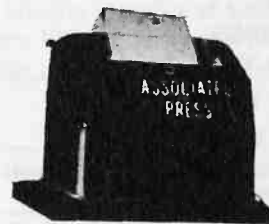
KHBC-TV Ref: FCC File No. BMPCT-2985 Granted 4/14/65

©American Map Co., Inc., N.Y., No. 14244

## KHBC-TV

Network Service: CBS, same as KGMB-TV, Honolulu.  
Licensee: Honolulu Star-Bulletin Inc., 1534 Kapiolani Blvd., Honolulu.  
Telephones: 9-2011, Honolulu; 3326, Hilo.  
Studio: 1534 Kapiolani Blvd., Honolulu.  
Ownership: See KGMB-TV, Honolulu.  
Began Operation: May 15, 1955.  
Represented (sales) by Peters, Griffin, Woodward Inc.  
Personnel:  
JOSEPH HEROLD, general manager.  
WILLIAM H. HILL, resident manager.  
D. W. ROSE, asst. resident manager.  
HAROLD MARQUES, station manager.  
RONALD T. MIYAHIRA, chief engineer.  
Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KMAU-TV, Wailuku, Maui, with rates applying to simultaneous telecasts on all three stations.  
NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

ARB Data for This Station Included with Report for Parent KGMB-TV, Honolulu.



**PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE**

# Hawaii—Hilo



**KHJK**

Ch. 13

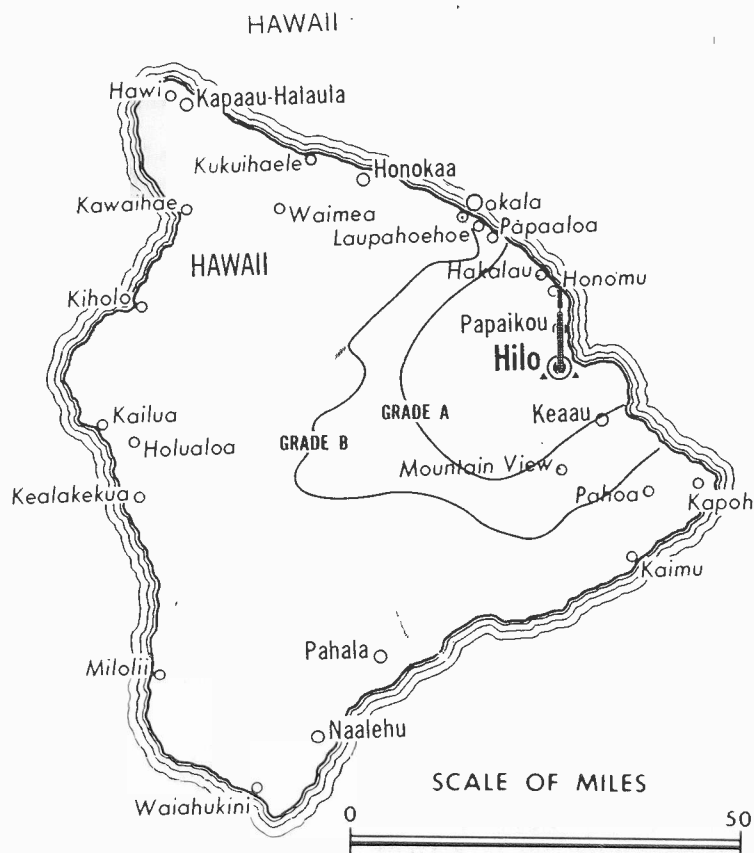
[Satellite of KHVH-TV, Honolulu]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 2.34-kw visual, 1.38-kw aural. Antenna: minus 670-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 56.5"  
Longitude 155° 04' 09"

Holds CP for change to 4.68-kw visual, 2.4-kw aural, minus 680-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Transmitter: Naniloa Hotel, Hilo, Hawaii.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KHJK Ref: FCC File No. BPCT-2741 Granted 3/24/60

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## KHJK

Network Service: ABC, same as KHVH-TV.

Grantee: Kaiser Broadcasting, div. of Kaiser Industries Corp., Kaiser Center, 300 Lakeside Dr., Oakland 13, Cal.

Studio: Naniloa Hotel, Hilo, Hawaii.

Telephone: 3289, Hilo.

TWX No.: HU-187, Honolulu.

Ownership: See KHVH-TV.

Began Operation: May 15, 1960.

Represented (sales) by Adam Young Inc.

Personnel:

Same as KHVH-TV, Honolulu.

Rates: Sold only in combination with KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu, which has \$600 base hour.

ARB data not available based on 1960 coverage study because station began operation after survey was made. Total net weekly circulation for this station is included with KHVH-TV, Honolulu.



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NEW YORK . . . CHICAGO . . . HOLLYWOOD**

# Hawaii—Honolulu

**KGMB-TV**  
Ch. 9

[Also operates satellites KHBC-TV, Hilo and KMAU-TV, Wailuku, Maui]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 108-kw visual, 65-kw aural. Antenna: minus 60-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

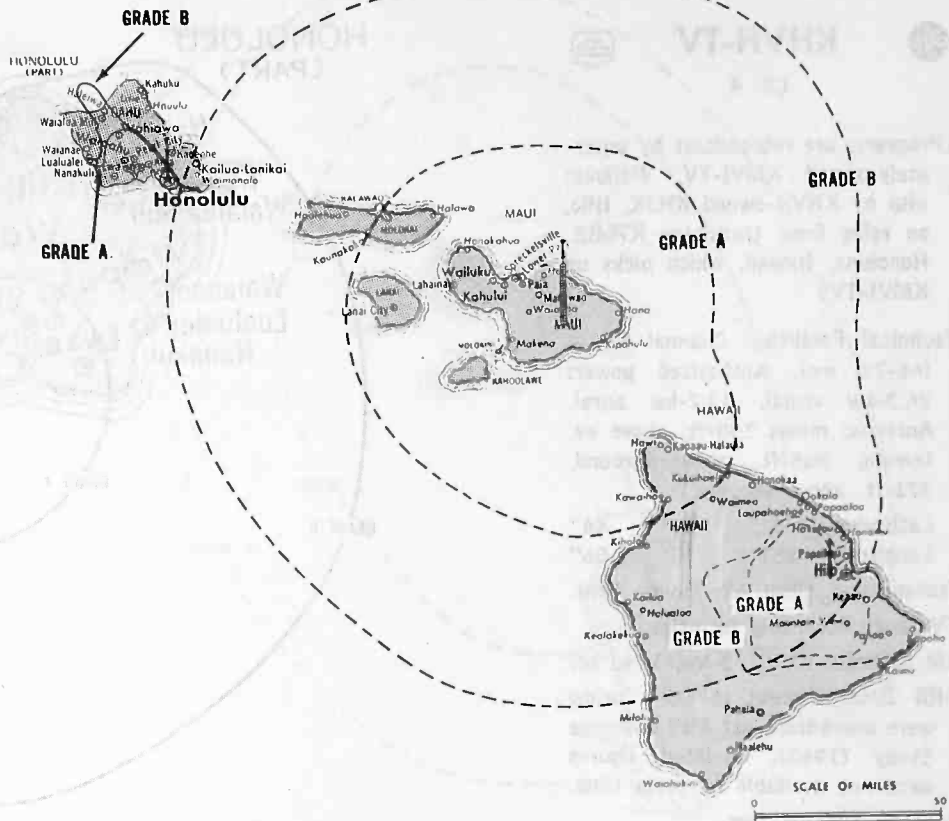
Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

Transmitter: 1534 Kapiolani Blvd.

TV tape: Recording facilities.

AM Affiliate: KGMB, 5-kw, 590 kc (CBS).

ARB Data: Figures in table below were taken from last ARB Coverage Study (1960). Updated figures were not available at press time.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KGMB-TV Ref: FCC File No. BPCT—2142 Granted 8/29/56  
KHBC-TV Ref: FCC File No. BMPCT—2985 Granted 4/14/55  
KMAU-TV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

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## KGMB-TV

Licensee: Honolulu Star-Bulletin Inc.

Studio: 1534 Kapiolani Blvd.

Telephone: 9-2011. TWX No.: AH (RCA) & GK.

Ownership: Honolulu Star-Bulletin. Also owns & operates KHBC, Hilo. Also operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3) and translators K70BW, Lihue, Kauai and K82AM, Waimea, Kauai.

Began Operation: Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% to Hialand Development Corp. approved Dec. 3, 1958 by FCC (Television Digest, Vol. 14:40-41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 by FCC (Vol. 15:52).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOSEPH HEROLD, general & sales manager.  
RONALD T. MIYAHIRA, chief engineer.  
VICTOR AMIEL, promotion director.  
FRANK VALENTI, sports director.  
DON MUMFORD, production manager.  
SHERIDAN D. REID, program director.  
ROGER CORYELL, news director.  
TOM McCOLLUM, local sales manager.  
ERMA KRAUSE, traffic manager.

## DIGEST OF RATE CARD NO. 7

(Jan. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$600.00 \$360.00 \$240.00 \$180.00\* \$130.00\* \$100.00\*

\*Class AA—7-10 p.m., daily.

Above rates include satellite operation of KHBC-TV, Hilo, KMAU-TV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	HAWAII			
	Honolulu	119,700	108,100	90
	Outer Islands	38,700	26,300	68
<b>Between 25-50%</b>	None	Between 25-50%		
<b>Under 25%</b>	None	Under 25%		
KGMB-TV, KHBC-TV & KMAU-TV Station Total		158,400	134,400	85
ARB Total Net Weekly Circulation (March, 1962)			129,100	

# Hawaii—Honolulu



**KHVH-TV**



Ch. 4

[Programs are rebroadcast by separately-owned KMVI-TV, Wailuku; also by KHVH-owned KHJK, Hilo, on relay from translator K76BB, Honohina, Hawaii, which picks up KMVI-TV]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level.

Latitude 21° 17' 44"  
Longitude 157° 51' 06"

Transmitter: 1290 Ala Moana Blvd.

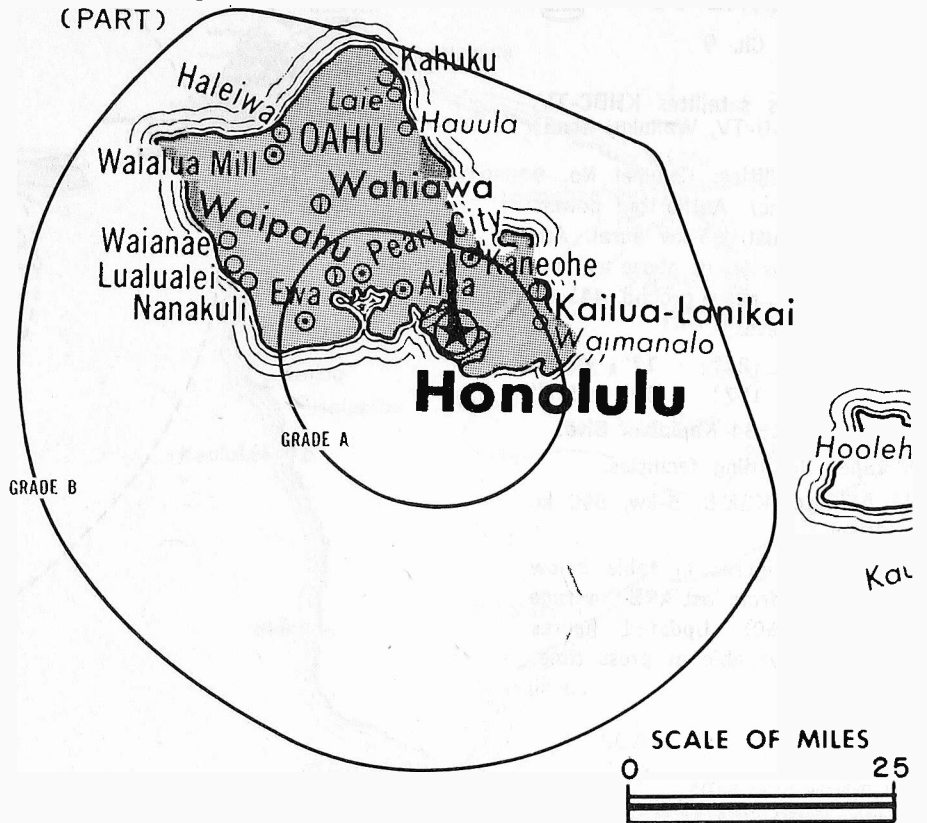
TV tape: Recording facilities.

AM Affiliate: KHVH, 5-kw, 1040 kc.

ARB Data: Figures in table below were taken from last ARB Coverage Study (1960). Updated figures were not available at press time.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

HONOLULU  
(PART)



KHVH-TV Ref: FCC File No. BMPCT-1672 Granted 6/22/55

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## KHVH-TV

Licensee: Kaiser Broadcasting, div. of Kaiser Industries Corp., Kaiser Center, 300 Lakeside Dr., Oakland 12, Cal.

Studio: 1290 Ala Moana Blvd.

Telephone: 5-3991.

TWX No.: HU-187.

Ownership: Kaiser Broadcasting, div. of Kaiser Industries Corp. Also operates satellite KHJK, Hilo, which receives programs on relay from translator K76BB, Honohina, Hawaii, which picks up KMVI-TV, Wailuku, Maui. Translator K74BC, Lihue, Kauai, rebroadcasts KHVH-TV. KHVH-TV programs also carried by K74BA, Noalehu and K70BS, Kulani Cone. Kaiser Industries also is buying KBAY-FM, San Francisco and holds uhf CPs in San Francisco & Corona, Cal. and Detroit, Mich., and is a uhf applicant in Chicago, Ill. and Burlington, N.J.

Began Operation: April 16, 1954. Sale to present owner by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 by FCC (Television Digest, Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46 & 12:2).

Represented (sales) by Young Television Corp.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

RICHARD C. BLOCK, division mgr. (Kaiser Bcstg., Oakland, Cal.)  
JOHN A. SERRAO, general manager.  
STAN ANDERSON, general sales manager.  
DAN HUNTER, chief engineer.  
HAROLD H. OHATA, business manager.  
DAN KAWAKAMI, program & operations manager.  
JOHN GALBRAITH, news director.  
ROBERT Z. KENDALL, promotion & publicity director.

## DIGEST OF RATE CARD NO. 7 (Dec. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10 p.m., daily.	\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$140.00 \$84.00
NETWORK BASE HOURLY RATE: \$600.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	HAWAII Honolulu	119,700	108,100	90
Between 25-50%	HAWAII Outer Islands	38,700	26,300	68
Under 25%	None Under 25%			

KHVH-TV, KMVI-TV & KHJK Station Total	158,400	134,400	85
KHVH-TV, KMVI-TV & KHJK ARB Total Net Weekly Circulation (March, 1962)		139,800	

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EX 2-5671

CHICAGO  
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DE 7-2754

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# Hawaii—Honolulu

NB

## KONA

Ch. 2

[Also operates satellites KALA, Wailuku & KALU, Hilo]

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 60.3-kw visual, 30.2-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level.

Latitude 21° 17' 45"  
Longitude 157° 51' 12"

Transmitter: 1170 Auahi St.

Studio: 1170 Auahi St.

Telephone: 562-2366.

TWX No.: 723-140 Radhon.

TV tape: Recording facilities.

AM Affiliate: KGU, 10-kw, 760 kc (NBC).

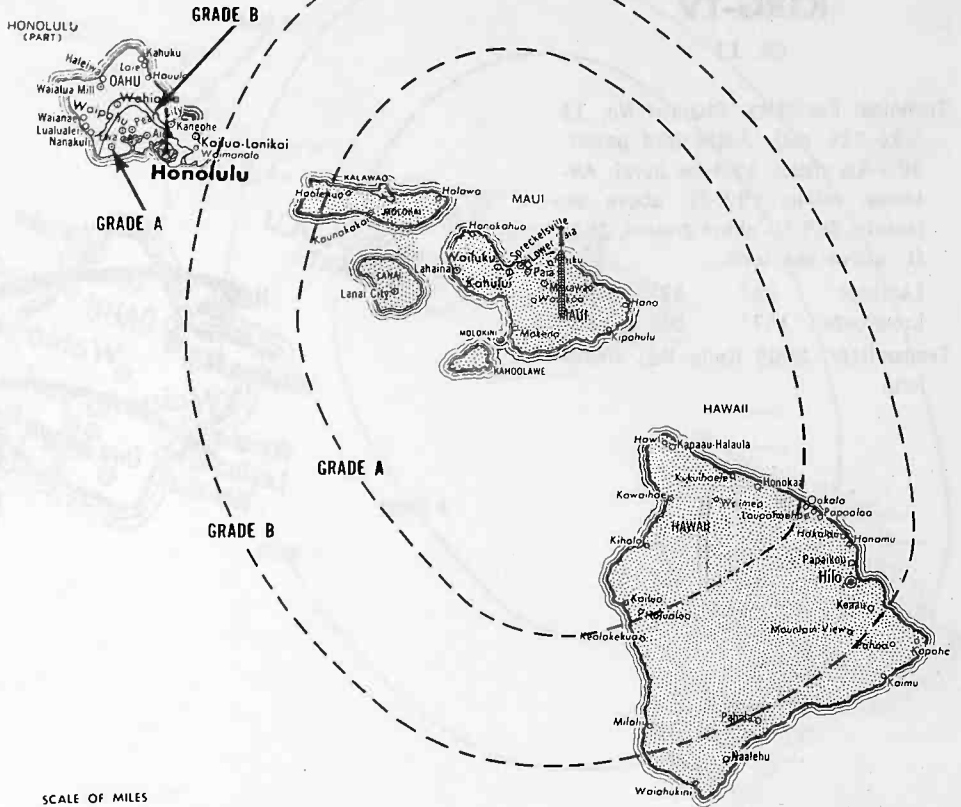
ARB Data: Figures in table below were taken from last ARB Coverage Study (1960). Updated figures to include satellite KALU, Hilo, were not available at press time.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KONA Ref: FCC File No. BMPCT-3296 Granted 8/18/55  
KALA Ref: FCC File No. BMPCT-5339 Granted 9/14/59  
KALU Ref: FCC File No. BPCT-2925 Granted 11/8/61

©American Map Co., Inc., N.Y., No. 14211

## KONA

Licensee: Radio Honolulu Ltd., 1170 Auahi St., Honolulu 14.

Ownership: Advertiser Publishing Co. Ltd., publisher of Honolulu Advertiser and licensee of KGU (AM), 50%; John D. Keating 50%. Officers: Lorrin P. Thurston, chairman; John D. Keating, pres.; Lawrence Keating & Paul H. Anderson, v.p.'s; Allan McGuire, secy.-treas. Radio Honolulu also owns TV satellites KALA, Wailuku, Maui & KALU, Hilo, Hawaii and translator K78AR, Lihue, Kauai.

Began Operation: Dec. 15, 1952. Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Television Digest, Vol. 9:26).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by A. Harry Becker.

Personnel:

JOHN D. KEATING, pres., gen. manager & film buyer.  
JAMES SPENCER, national sales manager.  
DICK HOLMES, program director.  
ALVIN CHANG, chief engineer.  
PAUL YAMAMOTO, operations supervisor.  
SUE MUIRHEAD, publicity-promotion supervisor.

### DIGEST OF RATE CARD NO. 6

(May 23, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class AA—6-10 p.m., daily.  
\$450.00 \$270.00 \$180.00 \$155.00 \$130.00 \$115.00 \$85.00 \$50.00  
NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	HAWAII Honolulu	119,700	108,100	90
<b>Between 25-50%</b>	HAWAII Outer Islands	38,700	26,300	68
<b>Under 25%</b>	None Under 25%			
<b>KONA &amp; KALA Station Total</b>		<b>158,400</b>	<b>134,400</b>	<b>85</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>123,600</b>		

# Hawaii—Honolulu

## KTRG-TV

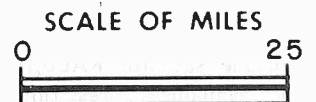
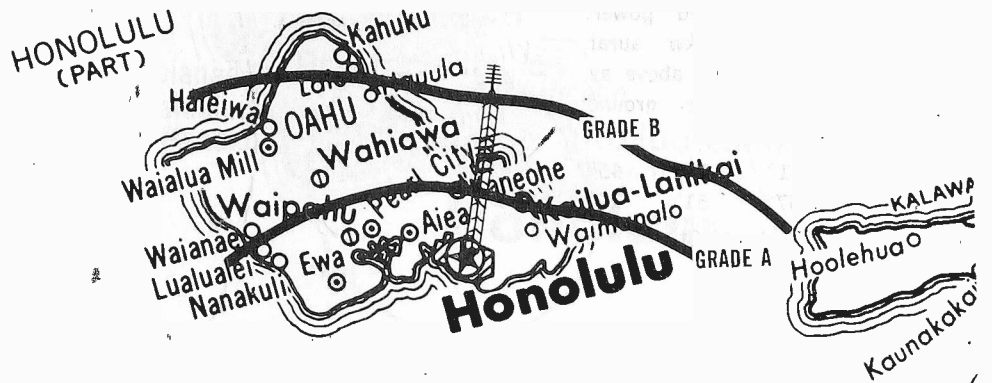
Ch. 13

Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
30.7-kw visual, 15.4-kw aural. An-  
tenna: minus 90.5-ft. above av.  
terrain, 369-ft. above ground, 381-  
ft. above sea level.

Latitude 21° 17' 06"

Longitude 157° 50' 22"

Transmitter: 2005 Kalia Rd., Hono-  
lulu.



KTRG-TV Ref: FCC File No. BPCT-3013 Granted 4/26/62

©American Map Co., Inc., N.Y., No. 14244

## KTRG

Network Service: None, independent.

Licensee: Hawaiian Paradise Park Corp., 2207-A Kalakaua Ave., Honolulu 15.

Ownership: Hawaiian Paradise Park Corp., 100%. Ellen J. Watumull, chmn., 20%; David Watumull, pres., 36%; Radha Watumull Homa, v.p., 22%; Lila Watumull Sahney, v.p. 22%; Minnie Kudo Arima, secy.-treas.

Began Operation: July 4, 1962.

Represented (sales) by Bernard Howard & Co., National Time Sales.

Represented (legal) by A. Harry Becker.

### Personnel:

DAVID WATUMULL, president.

CECIL SEAVEY, general manager.

PATRICK NOLAN, production manager.

### DIGEST OF RATE CARD NO. 1

(July 4, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$275.00	\$165.00	\$110.00	\$77.00	\$55.00	\$44.00
						\$27.50

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



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# Hawaii—Wailuku

NB

## KALA

Ch. 7

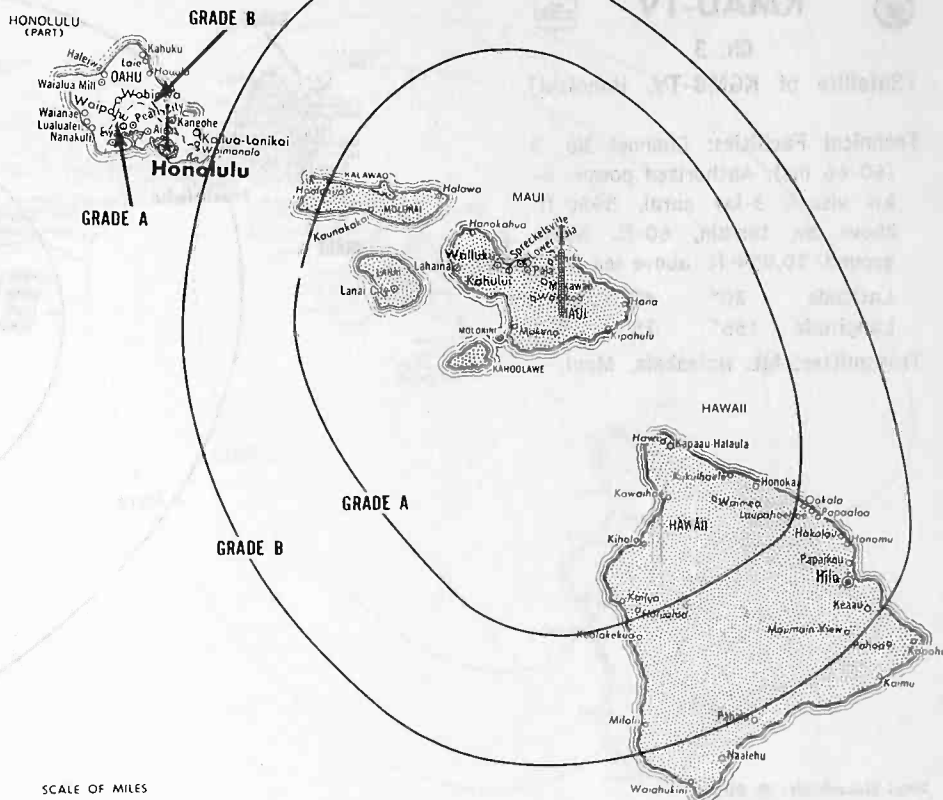
[Satellite of KONA, Honolulu]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 29.8-kw visual, 16.4-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 26"

Transmitter: Mt. Haleakala, Maui.

Studio: 1170 Auahi St., Honolulu.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KALA Ref: FCC File No. BPCT--2906 Granted 10/20/61

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## KALA

Licensee: Radio Honolulu Ltd., 1170 Auahi St., Honolulu 14.  
Ownership: See KONA, Honolulu.  
Began Operation: Nov. 19, 1958.  
Represented (sales) by George P. Hollingbery Co.  
Represented (legal) by A. Harry Becker.  
Personnel: See KONA, Honolulu. Satellite has resident engineering personnel only.  
Rates: Sold only in combination with KONA, Honolulu & KALU, Hilo, with rates applying to simultaneous telecasts on all stations.  
NETWORK BASE HOURLY RATE: Bonus to KONA, Honolulu.

ARB Data for this Station Included with Report for Parent KONA, Honolulu.



YOUR KIDS AUDIENCE IS IN THE BAG WITH "FELIX THE CAT"—TV's HAPPIEST CARTOON CHARACTER

HAPPILY DISTRIBUTED BY TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Hawaii—Wailuku



**KMAU-TV**



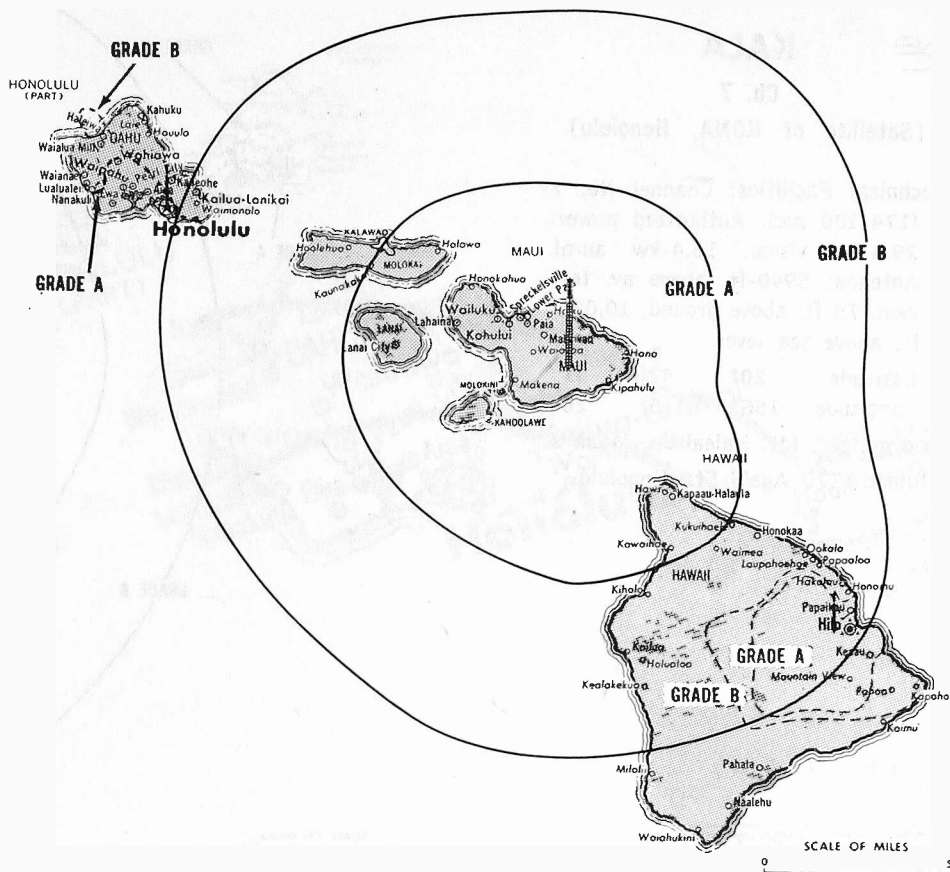
Ch. 3

[Satellite of KGMB-TV, Honolulu]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 6-kw visual, 3-kw aural, 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 35"

Transmitter: Mt. Haleakala, Maui.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KMAU-TV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

©American Map Co., Inc., N.Y., No. 14214

## KMAU-TV

Network Service: CBS, same as KGMB-TV, Honolulu.

Licensee: Honolulu Star-Bulletin Inc., 1534 Kapiolani Blvd., Honolulu.

Studio: 1534 Kapiolani Blvd.

Telephone: 9-2011, Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: April 24, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

JOSEPH HEROLD, general manager.

RONALD T. MIYAHIRA, chief engineer.

Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KHBC-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

ARB Data for this Station Included with Report for Parent KGMB-TV, Honolulu.



**THE MIGHTY HERCULES  
THE MIGHTIEST  
NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Hawaii—Wailuku



## KMVI-TV

Ch. 12

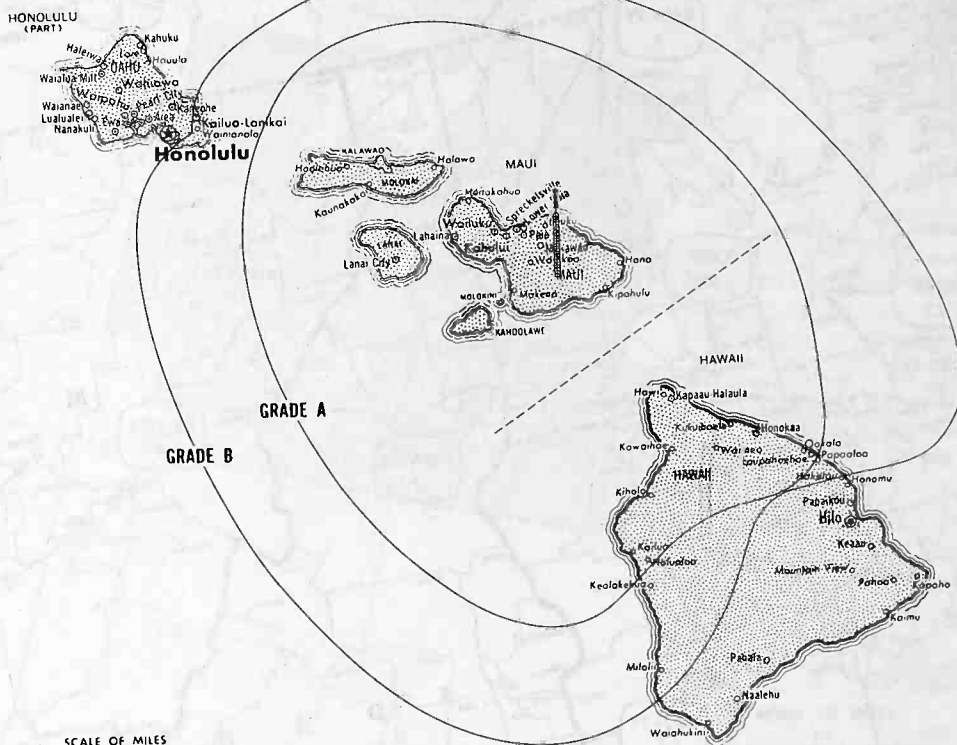
[Semi-satellite of separately-owned KHVH-TV, Honolulu]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.  
 Latitude 20° 42' 43"  
 Longitude 156° 15' 26"

Transmitter: Haleakala Crater.

AM Affiliate: KMVI, 1-kw, 550 kc (NBC).

ARB Data: Figures in table below were taken from last ARB Coverage Study (1960). Updated figures were not available at press time.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/62.  
 TV Homes: TV% and Net Weekly Circulation  
 © 1962 American Research Bureau.

KMVI-TV Ref: FCC File No. BPCT—1981 Granted 5/25/55

©American Map Co., Inc., N.Y., No. 14244

## KMVI-TV

Network Service: ABC, same as KHVH-TV, Honolulu.

Grantee (STA): Maui Publishing Co. Ltd., Box 374.

Studio: 1290 Ala Moana, Honolulu.

Telephone: 33-981.

Ownership: J. Walter Cameron, pres., 84.233%; Kahului Railroad Co., 8.4%; H. P. Baldwin Ltd., 3.7%; 8 other stockholders, none owns as much as 1%

Began Operation: Dec. 4, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

EZRA O. CRANE, general manager.

RICHARD E. MAWSON, station manager.

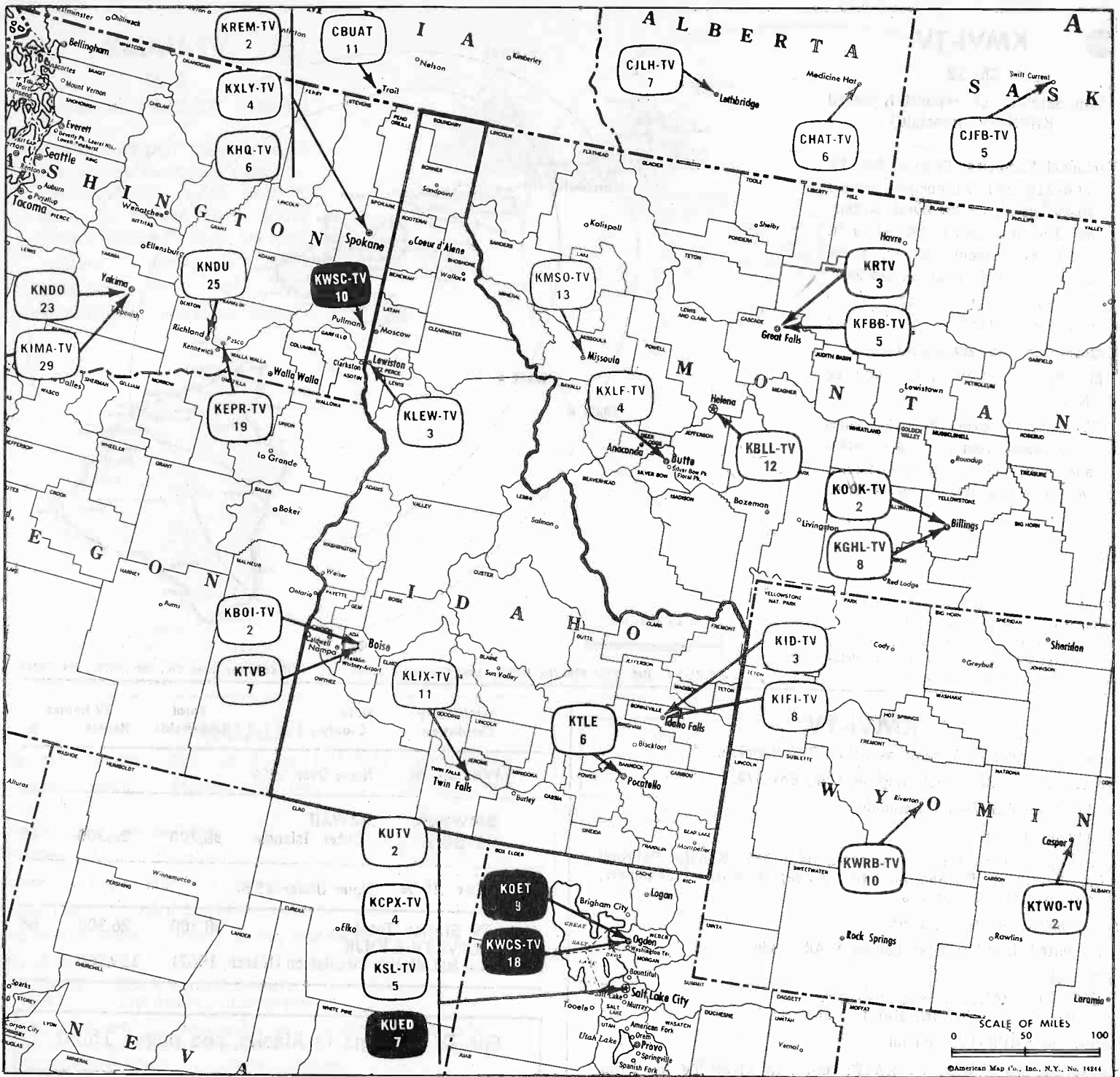
Rates: See KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None Over 50%			
Between 25-50%	HAWAII Outer Islands	38,700	26,300	68
Under 25%	None Under 25%			
KMVI-TV Station Total		38,700	26,300	68
KHVH, KMVI-TV & KHJK				
ARB Total Net Weekly Circulation (March, 1962)		139,800		

For TV Stations in Alaska, see pages 15-20

# Idaho



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boise	74,500	156	115,500	173	102,600	171
Idaho Falls-Pocatello	55,200	172	106,700	176	93,800	173
Twin Falls	25,900	200	35,100	208	32,200	206

## Idaho Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	7	0	7
Educational Television Stations	0	0	0
			7

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

See CATV Directory for Idaho CATV Systems

**KBOI-TV & KTVB**  
Nampa  
(See Boise, Ida.)

# Idaho—Boise



**KBOI-TV**

Ch. 2

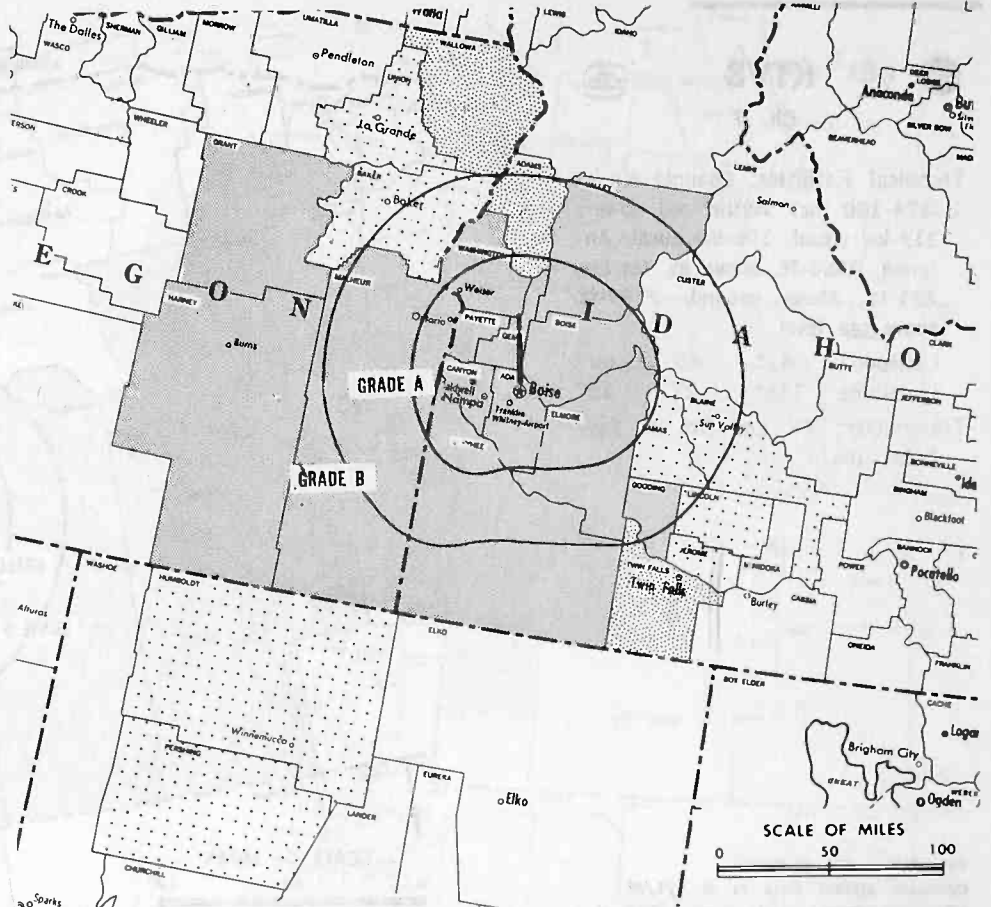


Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 65-kw visual, 33-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 12"  
Longitude 116° 06' 08"

Transmitter: Deer Point Peak, Shafter Butte.

AM & FM Affiliates: See below.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KBOI-TV Ref: FCC File No. BPCT-2146 Granted 7/11/56

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## KBOI-TV

Licensee: Boise Valley Bcstrs. Inc., 1007 W. Jefferson St.

Studio: 1007 W. Jefferson St. Telephone: 3-2511.

AM Affiliate: KBOI, 5-kw, 950 kc (CBS). FM Affiliate: KBOI-FM, 17.5-kw, 97.9 mc.

Ownership: H. Westerman Whillock, pres., 7.1%; Willis C. Moffat, v.p., 6.5%; Earl Glade Jr., secy.-treas., 3%; Fred M. Taylor, director, 6.8%; Stanley E. King, director, 10%; Lloyd Klingensmith, director, 1.5%; Rudy Anderson, director, 2.7%; Robert Howell, director, 8.9%; Joe Albertson, director, 2.5%; Theresa Whillock, 4.8%; Edwin A. Snow, 4.3%; Radio Service Corp. of Utah (owners of 64% of KSL-TV, Salt Lake City, Utah and 23% of KID-TV, Idaho Falls, Idaho), 12.5%; 48 others, none over 3%.

Began Operation: Nov. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

### Personnel:

WESTERMAN WHILLOCK, president & general manager.  
EARL GLADE JR., station, commercial mgr. & film buyer.  
DENA HOWELL, production supervisor.  
TOM HACKLEMAN, local sales manager.  
JAMES A. JOHNTZ JR., chief engineer.  
ROBERT HOWELL, film editor.  
DICK EARDLEY, news editor.

### DIGEST OF RATE CARD NO. 6—(Sept. 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—7-10:30 p.m., Mon.-Sat.; 5:59-10:30 p.m., Sun.	\$250.00	\$150.00	\$120.00	\$87.50	\$60.00	\$50.00

\*Class AA (7:30-10 p.m.): Min. \$75, 20 Sec. \$65, 10 Sec. \$32.50.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Ada	29,800	27,200	92
	Boise	500	500	88
	Canyon	17,400	15,300	88
	Elmore	4,700	4,300	92
	Gem	2,900	2,600	89
	Gooding	2,800	2,600	91
	Owyhee	1,900	1,700	90
	Payette	3,900	3,500	90
	Valley	1,100	900	80
	Washington	2,600	2,300	84
OREGON	Grant	2,400	1,600	65
	Harney	2,100	1,700	78
	Malheur	6,700	5,900	89
Between 25-50%	IDAHO			
	Adams	900	800	80
Twin Falls	13,000	12,000	93	
OREGON	Wallowa	2,200	1,800	80
Under 25%	IDAHO			
	Blaine	1,400	1,200	82
	Camas	300	300	96
	Jerome	3,300	3,100	93
	Lincoln	1,100	1,000	89
	NEVADA			
	Humboldt	1,900	1,600	83
	Pershing	1,100	1,000	83
	OREGON			
	Baker	5,700	4,900	85
Union	5,800	4,800	81	
KBOI-TV Station Total		115,500	102,600	89
ARB Total Net Weekly Circulation (March, 1962)			74,500	

# Idaho—Boise



**KTVB**

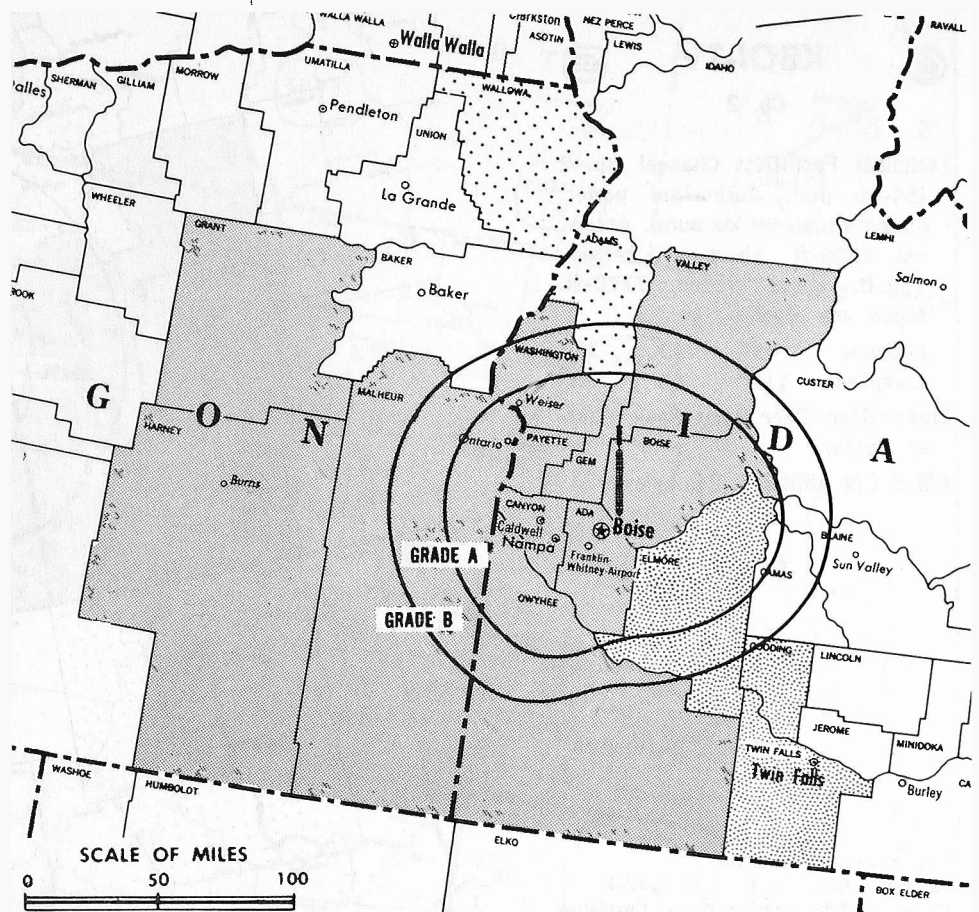


Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 213-kw visual, 106-kw aural. Antenna, 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level.

Latitude 43° 45' 08"  
Longitude 116° 07' 10"

Transmitter: TV Lot No. 3, Deer Point, Ida.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTVB Ref: FCC File No. BPCT-2086 Granted 4/27/56

©American Map Co., Inc., N.Y., No. 14244

## KTVB

Network Service: ABC, NBC.

Licensee: KTVB Inc., Chamber of Commerce Bldg.

Studio: 700 Crestline Dr.

Telephone: 342-4611.

Ownership: Georgia M. Davidson, pres., 100%.

Began Operation: July 12, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

### Personnel:

GEORGIA M. DAVIDSON, president, gen. mgr. & film buyer.  
GEORGE GANZ, local sales manager.  
DEL LUNDBOM, program director.  
EVELYN WINTERS, merchandising & promotion director.  
HAROLD W. TOEDTEMEIER, technical director.  
ROBERT KRUEGER, v.p. & national sales manager.

### DIGEST OF RATE CARD NO. 10 (May 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-10 p.m., daily.	\$300.00	\$200.00	\$150.00	\$90.00	\$70.00	\$60.00	\$30.00

NETWORK BASE HOURLY RATE: \$275 (ABC), \$275 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO				
		Ada	29,800	27,200	92
		Boise	500	500	88
		Canyon	17,400	15,300	88
		Gem	2,900	2,600	89
		Owyhee	1,900	1,700	90
		Payette	3,900	3,500	90
		Valley	1,100	900	80
		Washington	2,600	2,300	84
	OREGON				
		Grant	2,400	1,600	65
		Harney	2,100	1,700	78
Between 25-50%	IDAHO				
		Elmore	4,700	4,300	92
		Gooding	2,800	2,600	91
Under 25%	IDAHO				
		Adams	900	800	80
	OREGON				
	Wallowa	2,200	1,800	80	
KTVB Station Total			81,900	72,700	89
ARB Total Net Weekly Circulation (March, 1962)				72,900	



# Idaho—Idaho Falls

abc **KID-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

Transmitter: Little Butte Mt., 8.5-mi. NE of Atomic City, Ida.

Studio 1275 E. 17th St.

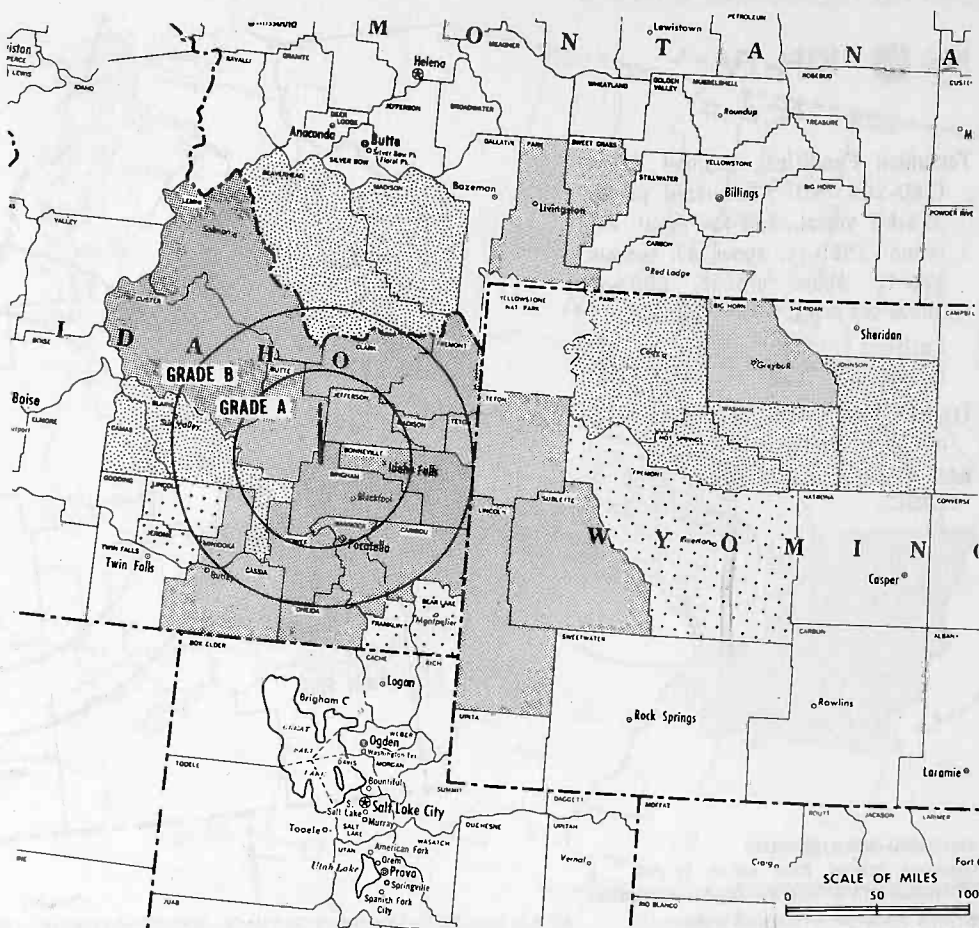
Telephone: 522-5100.

TWX No.: 1673.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Represented (engineering) by Jules Cohen & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



KID-TV Ref: FCC File No. BMPCT-1281 Granted 8/21/53

©American Map Co., Inc., N.Y., No. 14244

## KID-TV

Network Service: ABC, CBS.

Ownership: Radio Service Corp. of Utah, 23%; Zion Securities Corp., 18.6%; A. W. Schwieder, pres., 7.8%; Mrs. Guy A. Poulsen, 6.5%; 35 others, none owns more than 4.8%. Radio Service Corp. also owns 12.5% of KBOI-TV, Boise, Ida, and operates KSL-TV, Salt Lake City.

Began Operation: Dec. 20, 1953.

Represented (sales) by George P. Hollingbery Co. Inc.; Skyline Advertisers Sales; Art Moore & Assoc. Inc. (Pacific Northwest).  
Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

J. ALLEN JENSEN, exec. vice pres. & general manager.  
CLAUDE CAIN, station & sales manager.  
ROY SOUTHWICK, program manager.  
CARROLL SECRIST, chief engineer.  
BARRY ZEVAN, promotion manager.

### DIGEST OF RATE CARD NO. 10 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:59-10:01 p.m., daily.	\$275.00	\$165.00	\$137.50	\$96.25	\$82.50	\$68.75 \$41.25

Combination Rates (Skyline TV Network): KID-TV, Idaho Falls, Ida.; KLIX-TV, Twin Falls, Ida.; KOOK-TV, Billings, Mont.; KXLF-TV, Butte & KBLL-TV, Helena, Mont.; KFBB-TV, Great Falls, Mont.

Class A—6:59-10:01 p.m., daily.  
\$1032.75 \$619.65 \$516.45 \$361.50 \$309.90 \$258.30 \$155.05  
NETWORK BASE HOURLY RATE: \$275 (ABC), \$275 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>Over 50%</b>	IDAHO			
	Bannock	14,200	12,700	90
	Bingham	7,300	6,900	94
	Bonneville	13,400	12,600	95
	Butte	1,000	1,000	94
	Caribou	1,600	1,400	86

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>Over 50%</b>	IDAHO—(Continued)			
	Cassia	4,500	4,100	92
	Clark	300	300	83
	Custer	900	700	75
	Fremont	2,400	2,200	93
	Jefferson	3,000	2,900	97
	Lemhi	1,800	1,200	66
	Madison	2,400	2,300	94
	Minidoka	4,000	3,600	88
	Oneida	1,000	1,000	90
	Power	1,200	1,000	81
	Teton	700	700	98
	MONTANA			
	Park	4,400	3,600	83
Sweet Grass	1,100	800	67	
<b>Between 25-50%</b>	WYOMING			
	Big Horn	3,400	2,700	79
	Lincoln	2,500	2,000	76
	Sublette	1,200	900	73
	Teton	1,000	800	80
<b>Under 25%</b>	IDAHO			
	Blaine	1,400	1,200	82
	Camas	300	300	96
	MONTANA			
	Beaverhead	2,300	1,700	70
	Madison	1,700	1,600	91
	WYOMING			
	Hot Springs	2,100	1,600	76
	Johnson	1,800	1,400	74
	Park	5,100	4,000	79
Washakie	2,600	2,200	84	
<b>Under 25%</b>	IDAHO			
	Bear Lake	2,000	1,800	86
	Franklin	2,200	2,000	88
	Jerome	3,300	3,100	93
	Lincoln	1,100	1,000	89
WYOMING				
Fremont	7,500	6,500	86	
<b>KID-TV Station Total</b>		<b>106,700</b>	<b>93,800</b>	<b>88</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>55,200</b>		

# Idaho—Idaho Falls

**NBC abc KIFI-TV**

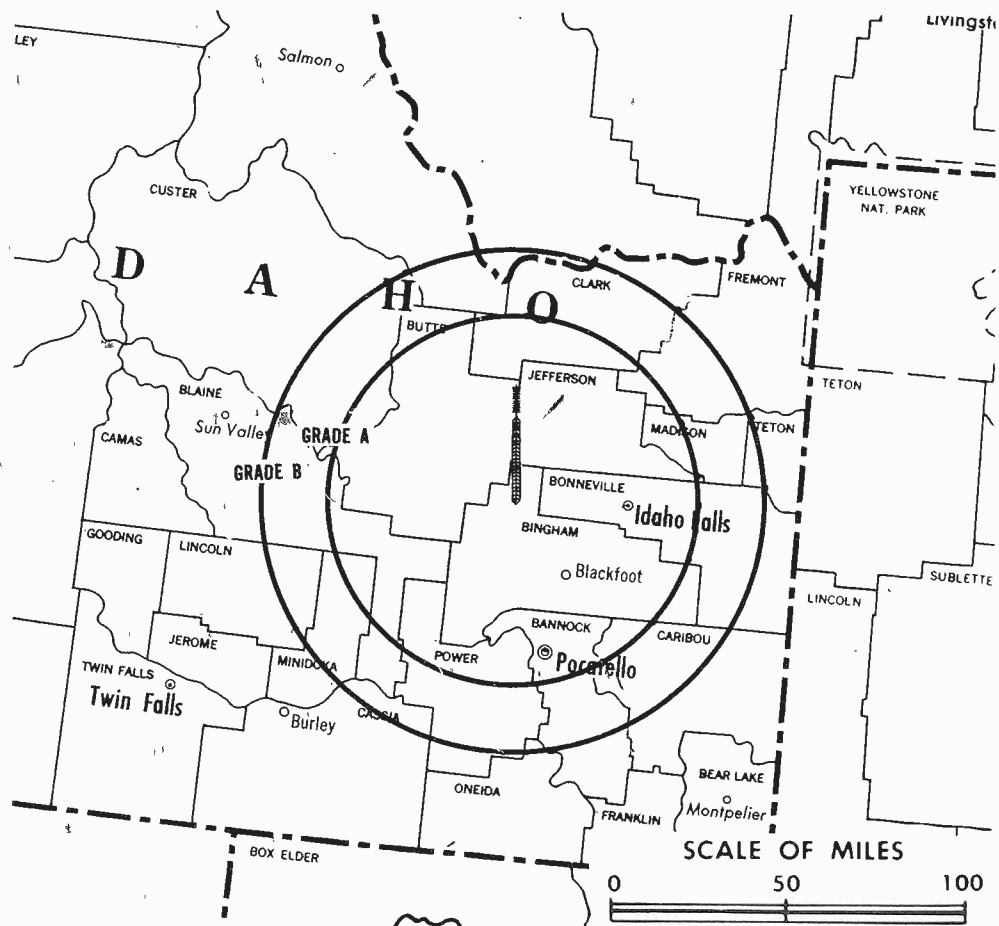
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 176-ft. above ground, 6851-ft. above sea level.

Latitude 43° 30' 02"  
Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

AM Affiliate: KIFI, 5-kw, 1260 kc (ABC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KIFI-TV Ref: FCC File No. BMPCT-5503 Granted 9/20/60

©American Map Co., Inc., N.Y., No. 14244

## KIFI-TV

Network Service: NBC, ABC.

Grantee: Eastern Idaho Broadcasting & Television Co., Box 2148.

Studio: Idaho Falls.

Telephone: Jackson 3-1171.

Ownership: J. Robb Brady Trust Co., 91.663%; James M. Brady, pres., .002%; Edwin F. McDermott, v.p., 8.33%; J. Robb Brady, secy.-treas., .002%.

Began Operation: Jan. 23, 1961.

Represented (sales) by Avery-Knodel Inc. (National); Hugh Feltis & Assoc. (Seattle-Portland); Bob Hix Inc. (Denver).

Represented (legal) by John H. Midlen.

Represented (engineering) by John H. Mullaney.

Personnel:

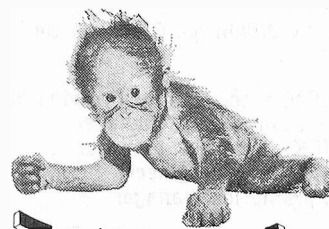
- J. M. BRADY, general & national sales manager.
- NORM HOLVE, local & regional sales mgr.
- ARTHUR S. WIENER, operations manager.
- VICTOR FLETCHER, production manager.
- HERMAN HAEFELE, commercial manager & chief engineer.

### DIGEST OF RATE CARD NO. 2 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$250.00	\$150.00	\$125.00	\$88.00	\$75.00*	\$62.00*
*Class AA—7-9:59 p.m., daily.						\$38.00*

NETWORK BASE HOURLY RATE: \$200.

ARB data not available based on 1960 coverage study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



# ZODRAMA

Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION

NEW YORK . . . . CHICAGO . . . . HOLLYWOOD

# Idaho—Lewiston



Ch. 3



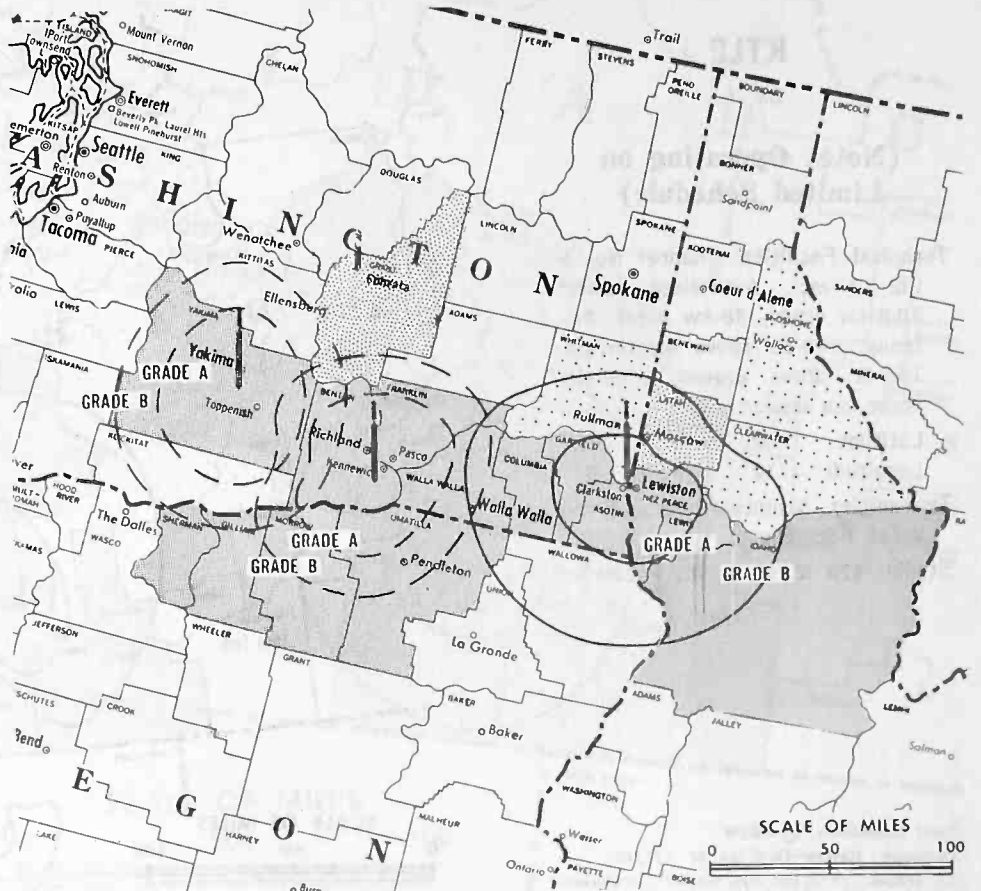
[Associated with KIMA-TV, Yakima, Wash.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.8-kw visual, 6.92-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"  
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

AM Affiliate: None locally.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KLEW-TV Ref: FCC File No. BMPCT-3450 Granted 10/6/55

©American Map Co., Inc., N.Y., No. 14244

## KLEW-TV

Network Service: CBS (EMP), NBC.

Licensee: Lewiston TV Co., Box 615.

Studio: 1115 Idaho St.

Telephone: Sherwood 3-5581.

Ownership: Cascade Broadcasting Co., 100%; for other interests, see KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Young Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

### Personnel:

BOB EDWARDS, manager.

RON KROUS, chief engineer.

Sold only in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$50 (CBS), (\$450, combination rate with KIMA-TV, Yakima, bonus to KIMA-TV, Yakima (NBC).

ARB Data for this Station Included with Report of Parent KIMA-TV, Yakima, Wash.



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

# Idaho—Pocatello

**KTLE**

Ch. 6

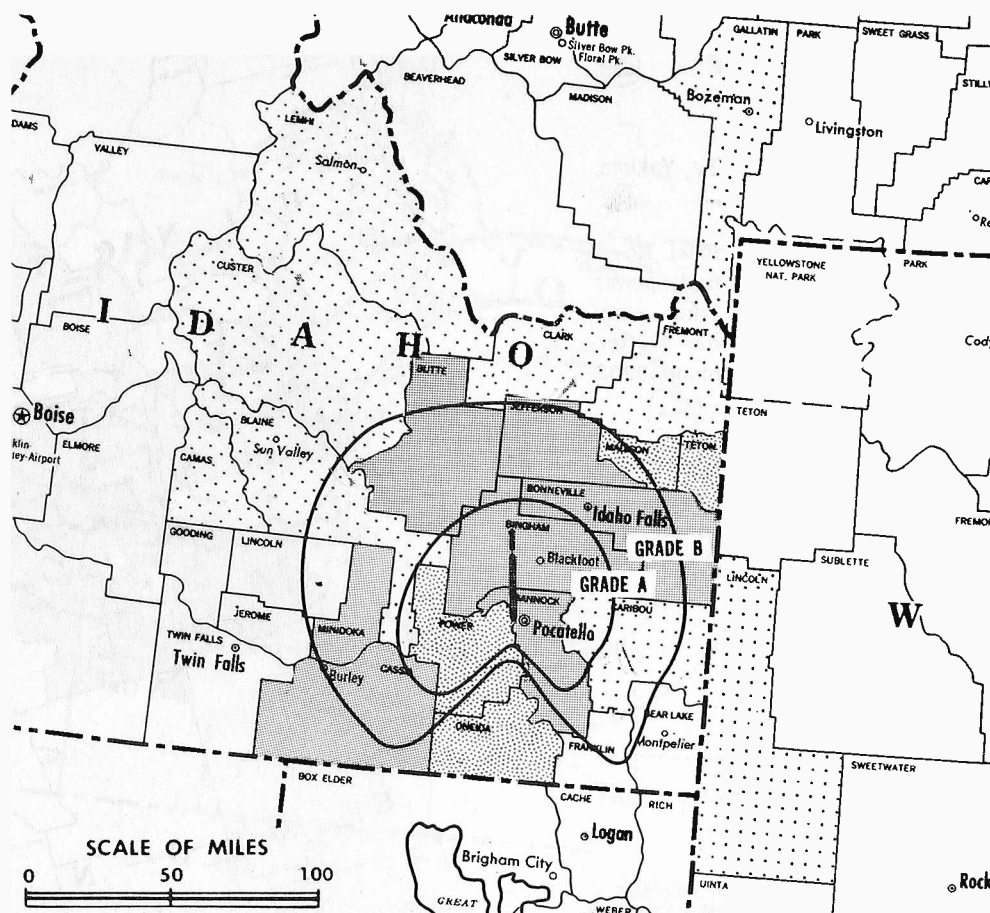
(Note: Operating on Limited Schedule)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 38-kw aural. Antenna: 990-ft. above av. terrain, 153-ft. above ground, 5958-ft. above sea level.

Latitude 42° 52' 26"  
Longitude 112° 30' 47"

Transmitter: Mountain peak, 3.5-mi. W of Pocatello.

Studio: 928 N. Main St., Pocatello.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KTLE Ref: FCC File No. BMPCT-5229 Granted 2/11/59

©American Map Co., Inc., N.Y., No. 14244

## KTLE

Network Service: None, independent.

Licensee: KBLI Inc. (radio KBLI), Box 192, Blackfoot, Ida.

Ownership: All stock is held by Granite District Radio Bcstg. Co., operator of radio KNAK, Salt Lake City, Utah, and KBLI, Blackfoot, Ida.; Howard D. Johnson, pres., 56.97% (held jointly with wife Lucile M. Johnson); Gage R. Anderson, secy., 17.25% (held jointly with wife Virginia K. Anderson); Lawrence J. Miner, treas., 8.7% (held jointly with wife Julie P. Miner); Fullmer H. Latter, 9.82%; C. Nello Westover, 2.18%; 10 others, none owning as much as 1%.

Began Operation: July 3, 1959. Left air Jan. 23, 1961 when it lost network affiliation (Television Digest, Vol. 17:4 & 5). Resumed operation Sept. 8, 1962.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Barnes & Neilson.

Personnel:

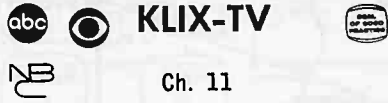
L. JOHN MINER, executive director & film buyer.  
HOWARD D. JOHNSON, president.

### DIGEST OF RATE CARD NO. 2 (Jan. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$25.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Bannock	14,200	12,700	90
	Bingham	7,300	6,900	94
	Bonneville	13,400	12,600	95
	Butte	1,000	1,000	94
	Cassia	4,500	4,100	92
	Jefferson	3,000	2,900	97
Minidoka	4,000	3,600	88	
Between 25-50%	IDAHO			
	Madison	2,400	2,300	94
	Oneida	1,000	1,000	90
	Power	1,200	1,000	81
Teton	700	700	98	
Under 25%	IDAHO			
	Blaine	1,400	1,200	82
	Camas	300	300	96
	Caribou	1,600	1,400	86
	Clark	300	300	83
	Custer	900	700	75
	Fremont	2,400	2,200	93
	Lemhi	1,800	1,200	66
	MONTANA			
	Gallatin	7,900	6,500	83
WYOMING				
Lincoln	2,500	2,000	76	
KTLE Station Total		71,800	64,600	90
ARB Total Net Weekly Circulation (March, 1962):		Not available		

# Idaho—Twin Falls



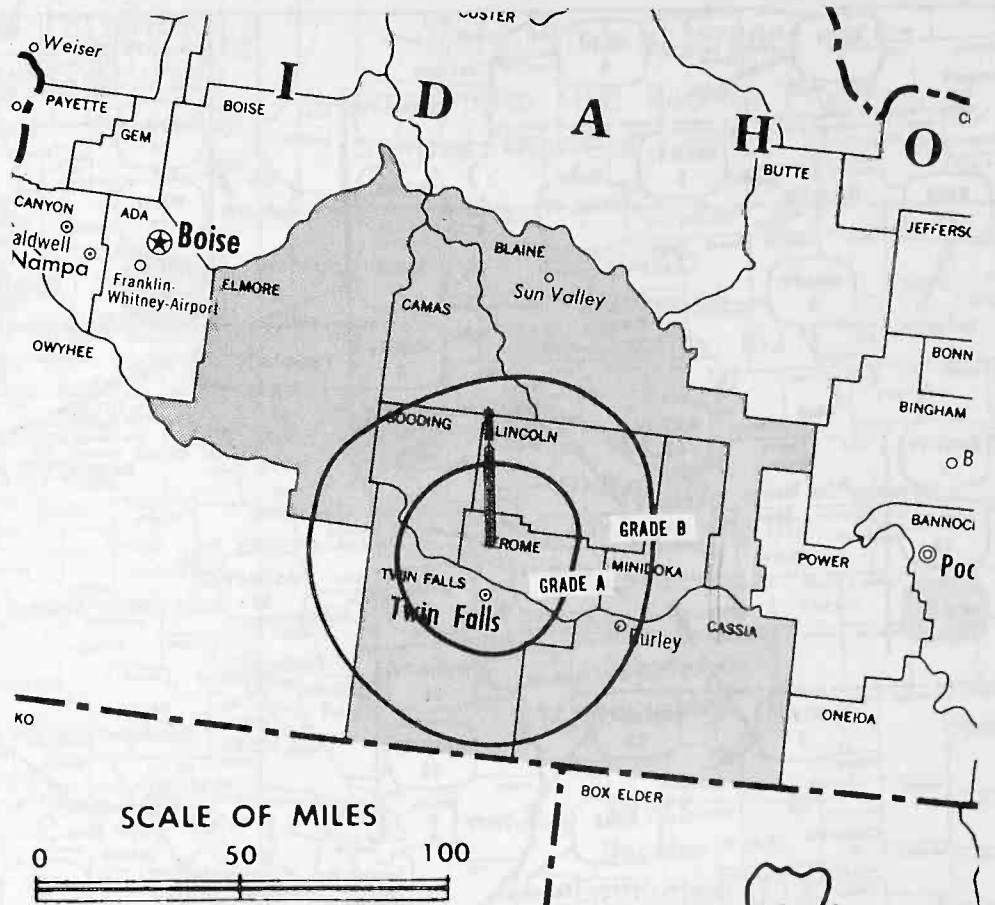
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29.7-kw visual, 14.8-kw aural. Antenna: 667-ft. above av. terrain, 250-ft. above ground, 4553-ft. above sea level.

Latitude 42° 43' 48"  
Longitude 114° 24' 52"

Holds CP for 247-kw visual, 124-kw aural, 1060-ft. above av. terrain.

Transmitter: Flat Top Butte, 11-mi. north of city.

AM Affiliate: KLIX, 5-kw, 1310 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

KLIX-TV Ref: FCC File No. BMPCT-1442 Granted 10/13/53

©American Map Co., Inc., N.Y., No. 14244

## KLIX-TV

Network Service: ABC, CBS (EMP); also NBC.

Licensee: The KLIX Corp., Box 432.

Studio: Elizabeth Blvd. & Eastland Dr.

Telephone: Redwood 3-5840. TWX No.: TF 267.

Ownership: The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of Ogden Standard Examiner. For other interests see KUTV, Salt Lake City. George C. Hatch, pres.

Began Operation: May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (Television Digest, Vol. 11:31, 12:10).

Represented (sales) by Skyline Advertisers Sales thru George P. Hollingbery Co.; Art Moore & Assoc. Inc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

### Personnel:

- GORDON O. GLASMANN, pres. & general manager.
- GEORGE C. HATCH, vice president.
- BUZZ LANGDON, production manager.
- BRUCE FOX, operations manager.
- E. E. GRAYBEAL, film director.
- SID COHEN, film buyer.
- D. K. CEDERSTROM, technical supervisor.

DIGEST OF RATE CARD NO. 4  
(July 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:59-10:01 p.m., daily.  
\$165.00 \$99.00 \$82.50 \$71.50 \$57.75 \$49.50 \$41.25 \$24.75

Note: For combination rates, see KID-TV, Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$150 (ABC), \$150 (CBS), \$150 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Blaine	1,400	1,200	82
	Camas	300	300	96
	Cassia	4,500	4,100	92
	Elmore	4,700	4,300	92
	Gooding	2,800	2,600	91
	Jerome	3,300	3,100	93
	Lincoln	1,100	1,000	89
Between 25-50%	Minidoka	4,000	3,600	88
	Twin Falls	13,000	12,000	93
None	Between 25-50%			
Under 25%	None Under 25%			
KLIX-TV Station Total		35,100	32,200	92
ARB Total Net Weekly Circulation (March, 1962)			25,900	

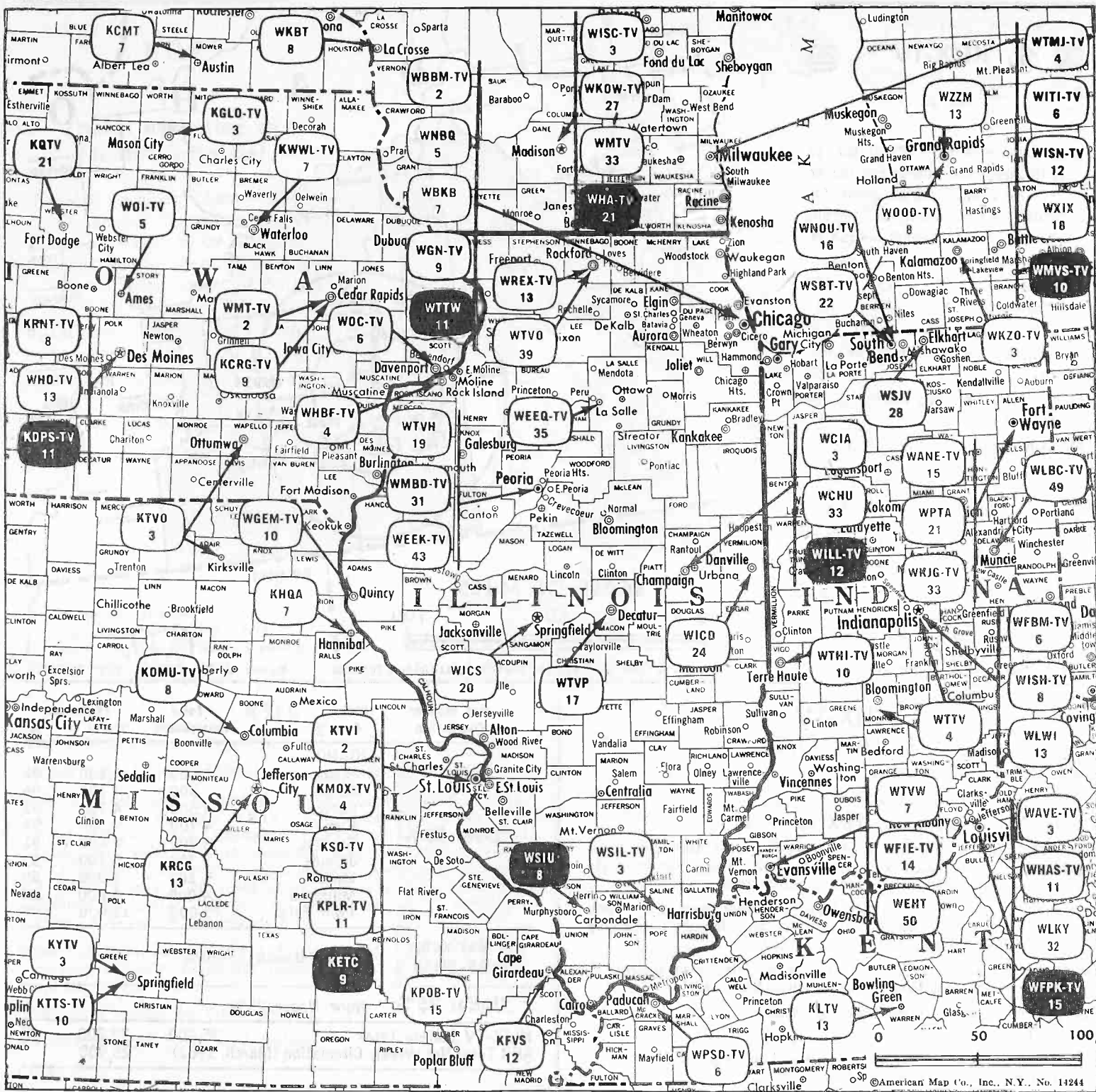
## HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS  
WASHINGTON, D.C., CHICAGO, DALLAS,  
SAN FRANCISCO

### SELL MORE

RADIO & TELEVISION STATIONS  
IN THE MIDWEST—NEAREST OFFICE IS—  
1714 TRIBUNE TOWER, CHICAGO 11  
DELAWARE 7-2754

# Illinois



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Chicago	2,200,600	3	2,769,800	3	2,453,500	3
Quad City	276,700	57	466,200	62	429,900	61
Champaign-Decatur-Springfield	253,200	65	562,800	49	506,900	48
Cape Girardeau-Paducah-Harrisburg	203,200	84	364,900	85	304,400	85
Peoria	182,900	90	320,700	97	291,600	91
Rockford	156,900	98	324,900	94	300,200	88
Hannibal-Quincy	128,100	117	245,200	114	221,500	110

## Illinois Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	9	9	18
Educational Television Stations	2	1	3
			21

For Additional Data, See the Next Page

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WSIU**  
**Carbondale**

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude	38°	06'	15"
Longitude	89°	14'	37"

**WTTW**  
**Chicago**

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 1761 E. Museum Dr., Chicago 37, Ill.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 275-kw visual, 141-kw aural. Antenna: 590-ft. above av. terrain, 617-ft. above ground, 1211-ft. above sea level.

Latitude	41°	52'	45"
Longitude	87°	37'	53"

**WILL-TV**  
**Urbana-Champaign**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 160-ft. above av. terrain, 177-ft. above ground, 913-ft. above sea level.

Latitude	40°	05'	58"
Longitude	88°	14'	14"



**THE MIGHTY HERCULES**  
**THE MIGHTIEST**  
**NEW CARTOON SERIES**

**TRANS-LUX TELEVISION CORPORATION**  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WICD**  
**Champaign**

(See Danville, Ill.)

**WCIA**  
**Danville**

(See Champaign, Ill.)

**WCIA**  
**Decatur**

(See Champaign, Ill.)

**WICS**  
**Decatur**

(See Springfield, Ill.)

**WHBF-TV**  
**Moline**

(See Rock Island, Ill.)

**KHQA-TV**  
**Quincy**

(See Hannibal, Mo.)

**WOC-TV**  
**Rock Island**

(See Davenport, Ia.)

**WCIA & WCHU**  
**Urbana**

(See Champaign, Ill.)

# Illinois—Champaign



**WCHU**

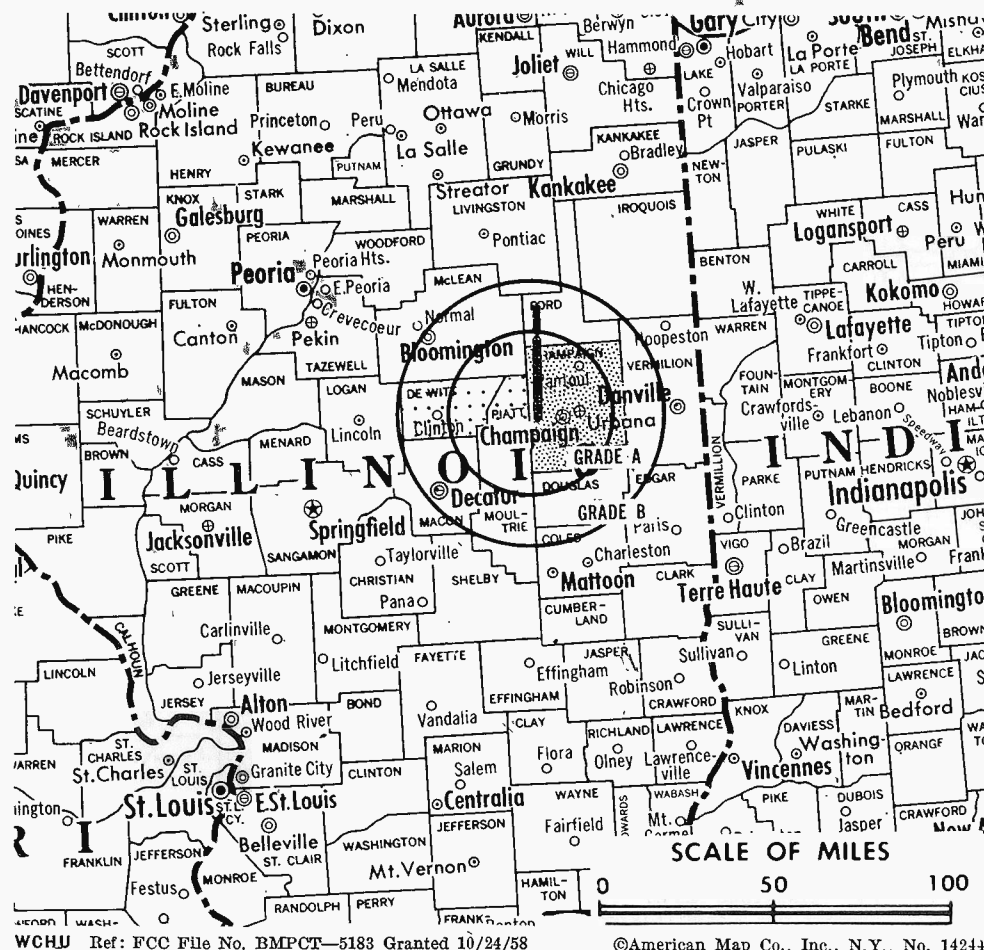
Ch. 33

[Auxiliary outlet of WICS, Springfield, Ill. which also operates WIGD, Danville, Ill., on a similar basis.]

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 5.5-kw visual, 2.96-kw aural. Antenna: 140-ft. above av. terrain, 133-ft. above ground, 875-ft. above sea level.

Latitude 40° 06' 58"  
Longitude 88° 14' 30"

Transmitter: University & Walnut Sts., Champaign.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962. American Research Bureau.

WCHU Ref: FCC File No. BMPCT-5183 Granted 10/24/58 ©American Map Co., Inc., N.Y., No. 14244

## WCHU

Network Service: NBC, same as WICS, Springfield, Ill.

Licensee: Plains Television Corp., Inman Hotel, Champaign.

Studio: University & Walnut Sts., Champaign.

Ownership: See WICS, Springfield, Ill.

Began Operation: April 23, 1959.

Personnel:

RALPH JOHNSON, resident & sales manager.  
HAROLD J. ESKEW, technical supervisor.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10:30 p.m., daily.  
\$175.00 \$105.00 \$70.00 \$61.25 \$43.75 \$39.40 \$35.00 \$17.50  
NETWORK BASE HOURLY RATE: \$175, in combination with WIGD, Danville, Ill.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None	Over 50%		
Between 25-50%	ILLINOIS Champaign	37,300	33,600	91
Under 25%	ILLINOIS DeWitt Piatt	5,700 4,700	5,200 4,500	91 95
WCHU & WIGD Station Total		47,700	43,300	91
ARB Total Net Weekly Circulation (March, 1962)			37,900	

Also see listing for WICS, Springfield, Ill.



# Illinois—Champaign



**WCIA**

Ch. 3

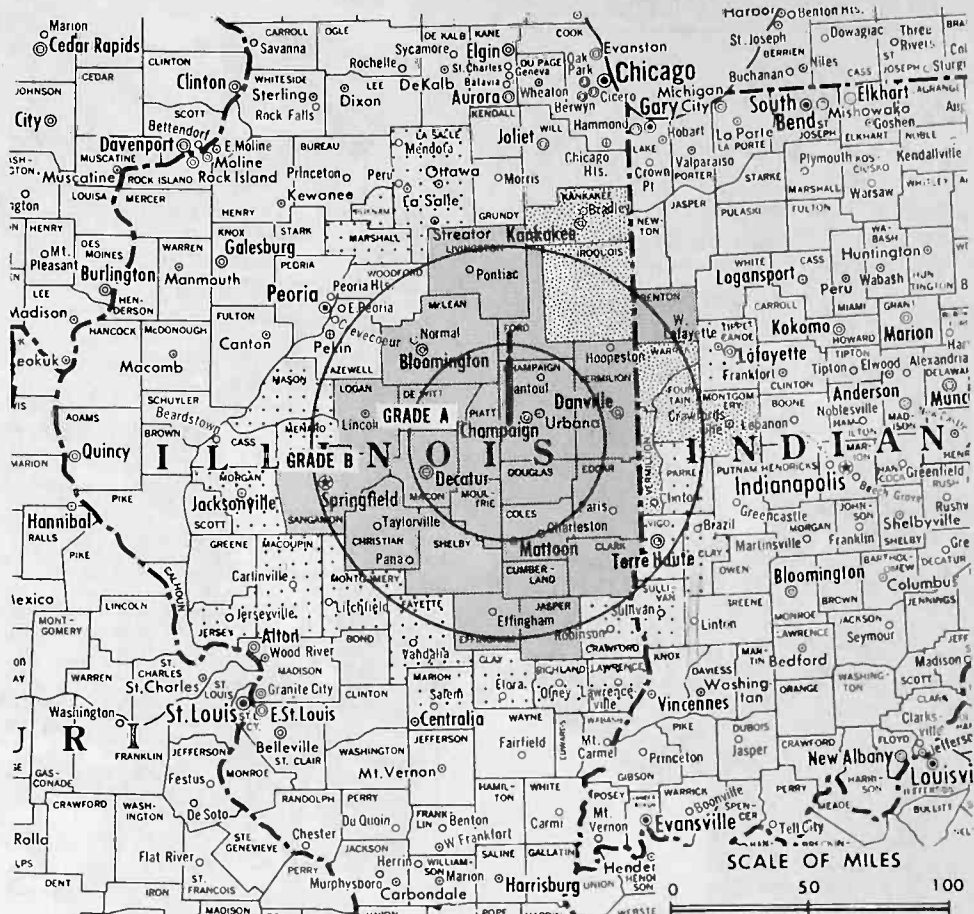


Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"

Longitude 88° 26' 59"

Transmitter: Seymour, Ill.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WCIA Ref: FCC File No. BMPCT-1315 Granted 8/17/53

©American Map Co., Inc., N.Y., No. 14244

## WCIA

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St.

Telephone: 356-8333. TWX No.: 344-0955.

Ownership: August C. Meyer, pres., 24.9%; Clara R. Meyer, v.p., 26.1%; Illinois Bcstg. Co., 20%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., a subsidiary of Lindsay-Schaub Newspapers, Decatur, is licensee of WSOY, Decatur, WVLN, Olney, Ill. and WSET-FM, Effingham. Helen Stevick owns 60% and Marajen Chinigo owns 40% of Champaign News-Gazette, licensee of WDWS, Champaign. Midwest also owns WMBD-TV & WMBD, Peoria, Ill. and is Ch. 26 applicant for Springfield, Ill.

Began Operation: Nov. 14, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

### Personnel:

- AUGUST C. MEYER, president.
- GUY MAIN, executive v.p.
- JAMES FIELDING, director of operations, asst. secy. & treas.
- LEN DAVIS, national sales manager.
- JERRY JOHNSON, sales manager.
- JOHN KETTERER, film director & buyer.
- BOB MYERS, chief engineer.
- JOE WAMSLEY, traffic manager.
- BILL HELMS, production & sales service manager.

### DIGEST OF RATE CARD NO. 9 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:29-9:59 p.m., Mon.-Fri.; 6:59-9:59 p.m., Sat. & Sun.	\$1100.00	\$660.00			\$300.00	\$250.00 \$125.00

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Champaign	37,300	33,600	91
	Christian	11,900	10,800	91
	Clark	5,500	4,800	88
	Coles	13,700	12,400	91
	Cumberland	3,200	2,800	86
	DeWitt	5,700	5,200	91
	Douglas	6,100	5,600	92
	Edgar	7,500	6,900	91
	Effingham	6,900	5,600	82
	Ford	5,200	4,800	92
	Jasper	3,600	3,100	85
	Livingston	11,900	10,400	88
	Logan	9,200	8,400	91
	McLean	26,300	23,500	90
	Macon	38,000	35,000	92
	Moultrie	4,300	3,700	86
	Piatt	4,700	4,500	95
Sangamon	48,300	42,900	89	
Shelby	7,500	6,400	85	
Vermilion	30,600	27,800	91	
INDIANA				
Benton	3,400	3,200	91	
<b>Between 25-50%</b>	ILLINOIS			
	Iroquois	10,600	9,500	90
	Kankakee	24,500	22,600	93
	INDIANA			
	Fountain	6,000	5,600	92
Montgomery	10,200	9,600	94	
Vermillion	6,000	5,600	93	
Warren	2,600	2,300	88	
<b>Under 25%</b>	ILLINOIS:			
	Clay, Crawford, Fayette, Jersey, LaSalle, Lawrence, Macoupin, Marion, Marshall, Mason, Menard, Montgomery, Morgan, Putnam, Richland. INDIANA: Clay, Parke, Sullivan, Tippecanoe, Vigo.			
WCIA Station Total		562,800	506,900	90
ARB Total Net Weekly Circulation (March, 1962)			253,200	

# Illinois—Chicago



**WBBM-TV**

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level.

Latitude 41° 52' 58"  
Longitude 87° 37' 55"

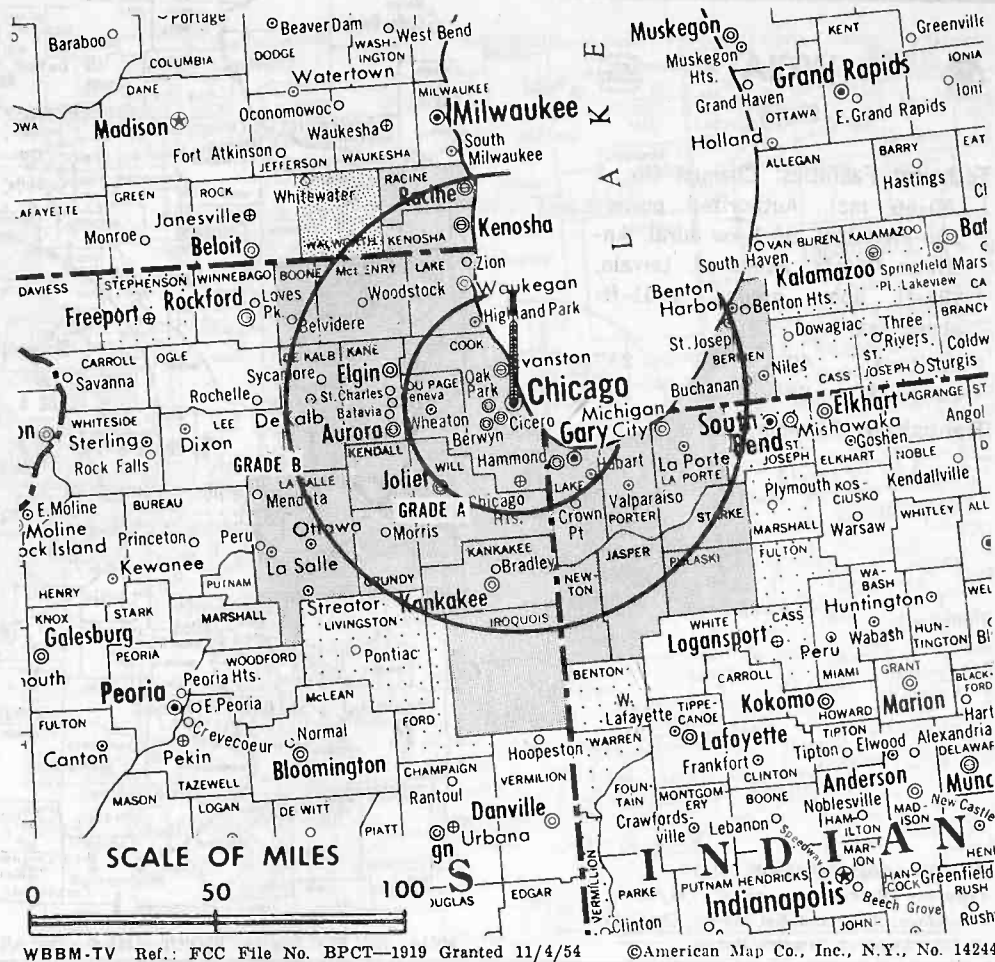
TV tape: Recording facilities.

Transmitter: American National Bank Building.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 93.6 mc (No. 242), 560-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WBBM-TV

Licensee: Columbia Broadcasting System Inc., 630 N. McClurg Court, Chicago 11.

Studio: 630 N. McClurg Court.

Telephone: Whitehall 4-6000. TWX No.: CG 3200.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

Represented (sales) by CBS National Sales.

Personnel:

- CLARK GEORGE, v.p. and general manager.
- HENRY SCHAEFER, business manager.
- EDWARD KENEFICK, general sales manager.
- RUSSELL BARRY, national sales manager.
- CHARLES E. HINDS JR., program director & film buyer.
- VIRGIL MITCHELL, dir. information services & sales promotion.
- NAIDA McCLAIN, sales traffic manager.
- ALICE NECKER, film director.
- WILLIAM G. GARRY, news director.
- GEORGE MENARD, farm director.
- LEWIS KOCH, director of continuity.
- LUTHER A. PIERCE, director of technical operations.
- BOB LINK, production manager.
- GENE BOHI, videotape sales.
- HAROLD FISHER, director of public affairs.
- WAYNE WEBER, director of broadcast services.

### DIGEST OF RATE CARD NO. 14 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. 5-10:30 p.m., Sun.	\$5000.00	\$3000.00	\$2000.00		\$750.00	\$375.00

\*Also has AAA announcement rate (7:01-10:16 p.m., Mon.-Fri.; 6:29-10:16 p.m., Sat. & Sun.): 20 Sec. \$1250, 10 Sec. \$625.

NETWORK BASE HOURLY RATE: \$4500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Boone	6,200	5,700	92
	Cook	1,636,200	1,515,000	93
	De Kalb	15,100	14,000	93
	Du Page	92,500	89,500	97
	Grundy	7,000	6,600	95
	Iroquois	10,600	9,500	90
	Kane	61,500	57,600	94
	Kankakee	24,500	22,600	93
	Kendall	5,200	5,000	96
	Lake	83,000	80,100	97
	La Salle	34,500	31,200	91
	McHenry	25,700	24,900	97
	Will	55,900	52,900	95
INDIANA	Jasper	5,300	4,800	91
	Lake	148,800	139,600	94
	La Porte	27,600	26,200	95
	Newton	3,500	3,200	92
	Porter	17,400	16,400	94
	Pulaski	3,800	3,300	85
MICHIGAN	Berrien	45,500	41,800	92
	WISCONSIN			
Kenosha	31,700	30,000	95	
	Racine	42,100	40,500	97

Between 25-50%	WISCONSIN			
Walworth	15,900	14,800	93	

Under 25%	ILLINOIS: Ford, Livingston, Stephenson.			
	INDIANA: Benton, Fulton, Marshall, St. Joseph, Vermillion, Warren.			
	MICHIGAN: Cass, Kalamazoo, St. Joseph, Van Buren.			

WBBM-TV Station Total	2,624,700	2,444,600	93
ARB Total Net Weekly Circulation (March, 1962)	2,213,200		



# *what?*

A scene from Gilbert & Sullivan's operetta classic, "The Mikado," as performed by the students of Evanston Township High School, and broadcast during 90 minutes of prime time on Chicago's Television 2, as part of its regular "Repertoire Theatre" series. Reception? Fit for an Emperor! *Variety*, for example, called the show "Remarkable. Superb." And then went on with special applause for

"the handsome mounting of the production, the impeccable staging, first-rate setting and costumes, and near-perfect camera work."

A perceptive eye for what's happening on the local scene — that's what makes community service programming effective, exciting. And that, among other things, is what makes CBS Owned WBBM-TV the year-in, year-out favorite station of viewers in the Chicago area.

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

# Illinois—Chicago



**WBKB**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 658-ft. above ground, 1258-ft. above sea level.

Latitude 41° 52' 57.2"

Longitude 87° 38' 15.0"

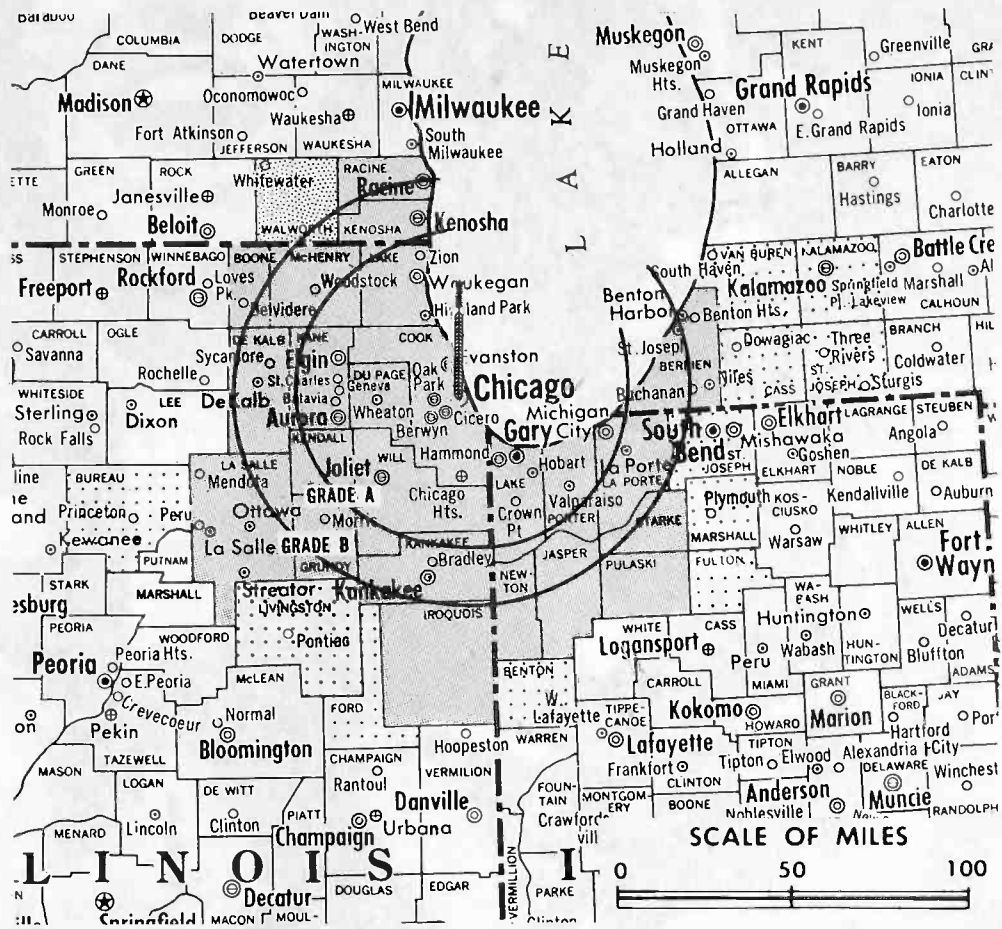
Holds CP for change to 890-ft. above av. terrain, 969-ft. above ground, 1549-ft. above sea level.

Transmitter: Kemper Insurance Bldg.

TV tape: Recording facilities.

AM Affiliate: WLS, 50-kw, 890 kc (ABC).

FM Affiliate: WENR-FM, 27-kw, 94.7 mc (No. 234), 580-ft.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/62.  
 TV Homes: TV% and Net Weekly Circulation  
 © 1962 American Research Bureau.

WBKB Ref: FCC File No. BPCT-1493 Granted 5/12/53

© American Map Co., Inc., N.Y., No. 14244

## WBKB

Licensee: American Broadcasting Co., 190 N. State St., Chicago 1

Studio: 190 N. State St.

Telephone: Andover 3-0800. TWX No.: CG 1440.

AM & FM Affiliates: See above.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 17, 1948 (as WENR-TV).

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- STERLING C. QUINLAN, v.p. and general manager.
- ROBERT F. ADAMS, director of sales.
- CLAIR W. HEIDER, national spot sales mgr.
- DAN SCHUFFMAN, program manager.
- JOHN F. FITZPATRICK, production manager.
- RALPH ANDREWS, film director.
- MANUEL FINGERHUT, comptrroller.
- CON O'DEA, news director.
- DONALD PETERSON, publicity director.
- WILLIAM P. KUSACK, director of engineering.
- CHARLES BUZZARD, asst. chief engineer.
- HENRY J. COLEMAN, engineer in charge of TV operations.
- THOMAS G. FLYNN, engineer in charge of TV tape operations.

### DIGEST OF RATE CARD NO. 63/1

(Jan. 7, 1963)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.	
Class AAA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.	\$4000.00	\$2400.00	\$1600.00	\$1300.00	\$650.00

NETWORK BASE HOURLY RATE: \$4200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Boone	6,200	5,700	92
	Cook	1,636,200	1,515,000	93
	De Kalb	15,100	14,000	93
	Du Page	92,500	89,500	97
	Grundy	7,000	6,600	95
	Iroquois	10,600	9,500	90
	Kane	61,500	57,600	94
	Kankakee	24,500	22,600	93
	Kendall	5,200	5,000	96
	Lake	83,000	80,100	97
	LaSalle	34,500	31,200	91
	McHenry	25,700	24,900	97
	Will	55,900	52,900	95
	INDIANA			
Jasper	5,300	4,800	91	
Lake	148,000	139,600	94	
LaPorte	27,600	26,200	95	
Newton	3,500	3,200	92	
Porter	17,400	16,400	94	
Pulaski	3,800	3,300	85	
Starke	5,300	4,800	90	
MICHIGAN				
Berrien	45,500	41,800	92	
WISCONSIN				
Kenosha	31,700	30,000	95	
Racine	42,100	40,500	97	

<b>Between 25-50%</b>	WISCONSIN			
Walworth	15,900	14,800	93	

**Under 25%** ILLINOIS: Bureau, Ford, Livingston. INDIANA: Benton, Fulton, Marshall, St. Joseph. MICHIGAN: Cass, Kalamazoo, St. Joseph, Van Buren.

WBKB Station Total	2,612,600	2,433,700	93
ARB Total Net Weekly Circulation (March, 1962)	2,220,600		

# Illinois—Chicago

**WGN-TV**

Ch. 9



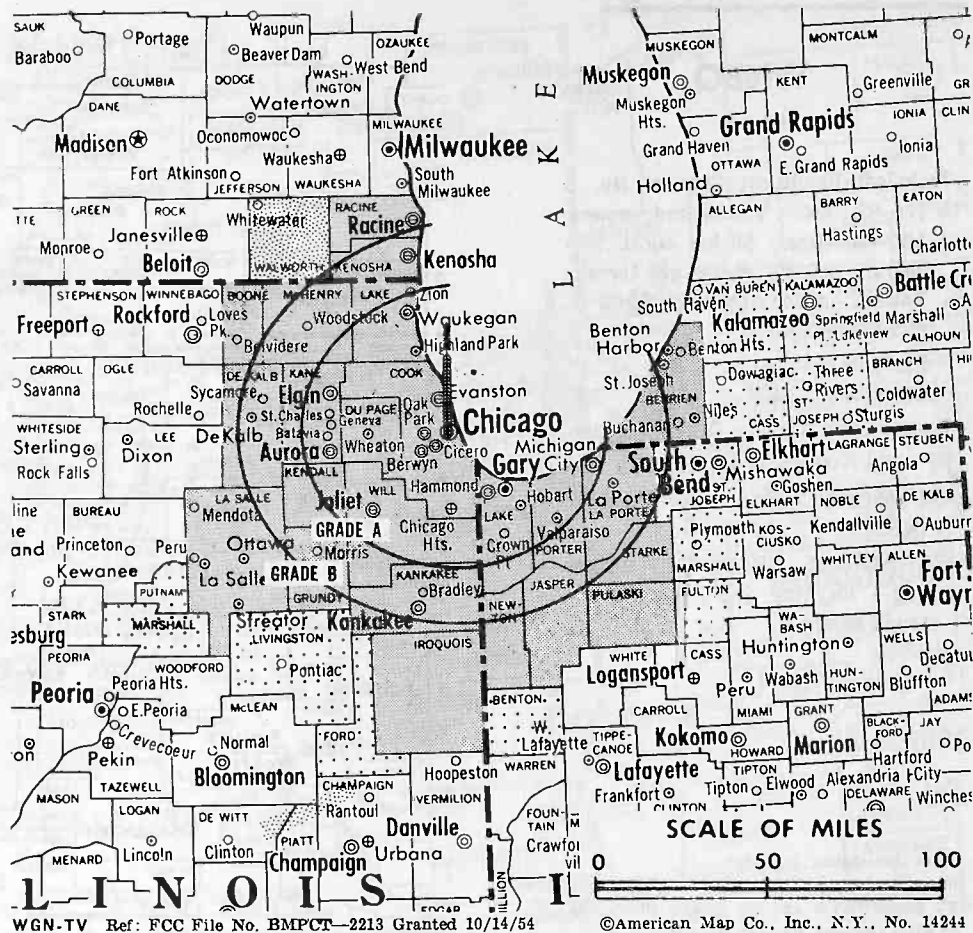
Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level.

Latitude 41° 53' 05"  
Longitude 87° 37' 23"

Transmitter: Prudential Bldg.

TV tape: Recording facilities.

AM Affiliate: WGN, 50-kw, 720 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WGN-TV Ref: FCC File No. BMPCT-2213 Granted 10/14/54

© American Map Co., Inc., N.Y., No. 14244

## WGN-TV

Network Service: None, independent.

Licensee: WGN Inc., 2501 Bradley Place, Chicago 18.

Studio: 2501 Bradley Place, Chicago 18.

Telephone: Lakeview 8-2311. TWX No.: CG 561.

Ownership: Tribune Co., 100%, publisher of Chicago Tribune & Chicago American. Interlocking ownership with WPIX (New York News). WGN Inc. also owns KDAL-TV, Duluth, Minn. (KDAL).

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 2501 Bradley Place, Chicago. Eastern Advertising Solicitation Office: 220 E. 42nd St., New York; Edward Petry & Co. Inc. (Minneapolis).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

- J. HOWARD WOOD, president.
- WARD L. QUAAL, exec. v.p. & general manager.
- DANIEL CALIBRARO, public relations manager.
- B. H. BERENTSON, station manager.
- MELVIN WOLENS, director of local sales.
- JAMES G. HANLON, promotion & research manager.
- DANIEL PECARO, program manager.
- ALEXANDER C. FIELD JR., manager, public affairs.
- CARL J. MEYERS, v.p. & manager of engineering operations.
- BRUCE DENNIS, news manager.
- JACK BRICKHOUSE, sports manager.
- ORION SAMUELSON, farm director.
- BRADLEY EIDMANN, syndication sales manager.

### DIGEST OF RATE CARD NO. 21 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.*	
Class A—8:30-10 p.m., Mon.-Fri.	\$3146.00	\$1887.00	\$1258.00	\$1048.00	\$786.00

\*Also has a Class AA rate (9-10:30 p.m., Mon.-Fri.): \$600 Min., \$360 20 Sec., \$216 10 Sec. Class A (6-7 p.m. & 8-9 p.m., Mon.-Fri.): \$500 Min., \$300 20 Sec., \$180 10 Sec.  
Color—rates on request.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ILLINOIS</b>			
	Boone	6,200	5,700	92
	Cook	1,636,200	1,515,000	93
	De Kalb	15,100	14,000	93
	Du Page	92,500	89,500	97
	Grundy	7,000	6,600	95
	Iroquois	10,600	9,500	90
	Kane	61,500	57,600	94
	Kankakee	24,500	22,600	93
	Kendall	5,200	5,000	96
	Lake	83,000	80,100	97
	La Salle	34,500	31,200	91
	McHenry	25,700	24,900	97
	Will	55,900	52,900	95
<b>INDIANA</b>	Jasper	5,300	4,800	91
	Lake	148,000	139,600	94
	LaPorte	27,600	26,200	95
<b>MICHIGAN</b>	Newton	3,500	3,200	92
	Porter	17,400	16,400	94
	Pulaski	3,800	3,300	85
	Starke	5,300	4,800	90
<b>WISCONSIN</b>	Berrien	45,500	41,800	92
	Kenosha	31,700	30,000	95
<b>WISCONSIN</b>	Racine	42,100	40,500	97
	Walworth	15,900	14,800	93
<b>Between 25-50%</b>	<b>WISCONSIN</b>			
Walworth	15,900	14,800	93	
<b>Under 25%</b>	<b>ILLINOIS:</b> Ford, Livingston, Marshall, Putnam. <b>INDIANA:</b> Benton, Fulton, Marshall, St. Joseph. <b>MICHIGAN:</b> Cass, Kalamazoo, St. Joseph, Van Buren.			

WGN-TV Station Total	2,606,300	2,428,400	93
ARB Total Net Weekly Circulation (March, 1962)	2,037,400		

# Illinois—Chicago



**WNBQ**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 710-ft. above av. terrain, 747-ft. above ground, 1348-ft. above sea level.

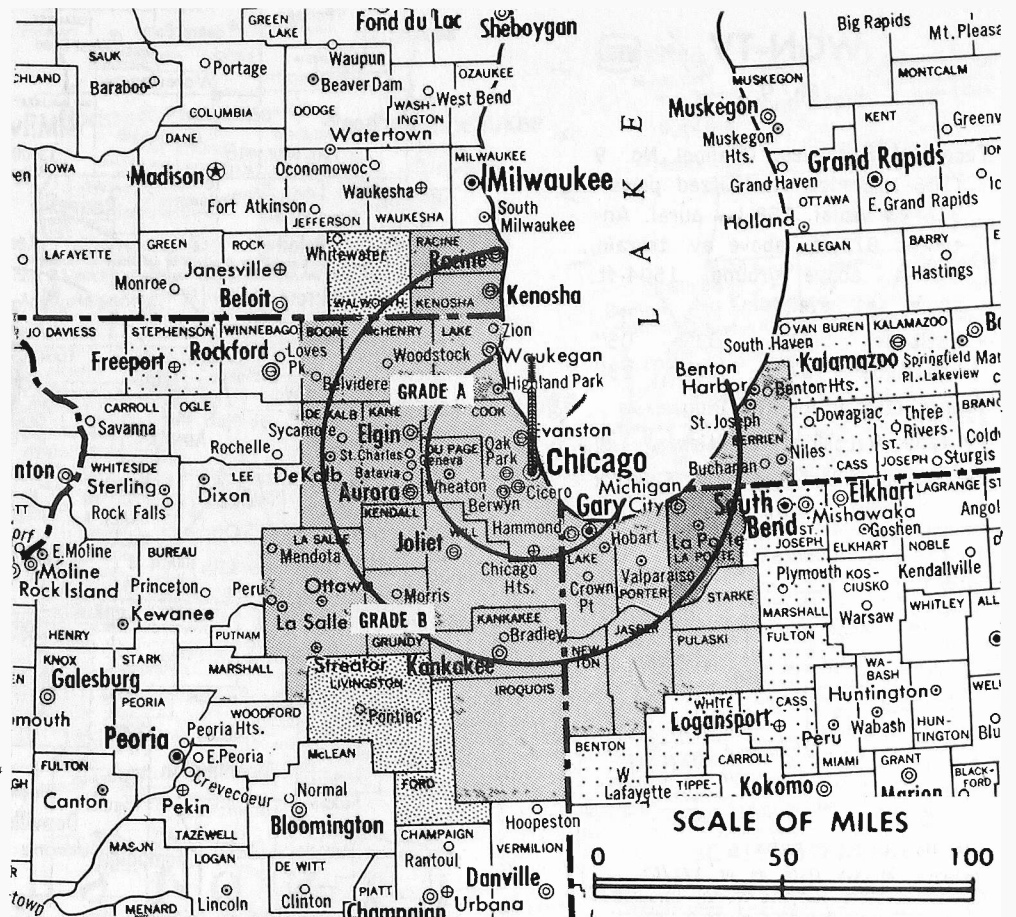
Latitude 41° 52' 57.4"  
Longitude 87° 38' 15"

Transmitter: Kemper Insurance Bldg.

TV tape: Recording facilities.

AM Affiliate: WMAQ, 50-kw, 670 kc (NBC).

FM Affiliate: WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WNBQ Ref: FCC File No. BPCT-1482 Granted 5/4/58

©American Map Co., Inc., N.Y., No. 14244

## WNBQ

Licensee: National Broadcasting Co. Inc., Merchandise Mart, Chicago 54.

Studio: Merchandise Mart.

Telephone: Superior 7-8300. TWX No.: 312-222-9441.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 7, 1949.

Represented (sales) by NBC Spot Sales; Bomar Lowrance & Assoc. (Dallas, Atlanta & St. Louis).

### Personnel:

LLOYD E. YODER, v.p. & general manager.  
ROBERT LEMON, station manager.  
CHET CAMPBELL, dir., advertising, promotion & merchandising.  
NORMAN R. CISSNA, general sales manager.  
JAMES R. HOEL, local sales manager.  
HUGO DEL REGNO, director, business affairs.  
DAN ANDERSON, manager, press department.  
HARRY TRIGG, program manager.  
EVERETT MITCHELL, farm director.  
JOHN C. BURNS, asst. program manager.  
W. C. (BUD) PRATHER, director, technical operations.  
WILLIAM HUFFMAN, manager, video recording sales.

### DIGEST OF RATE CARD NO. 20 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class A—(6:30-11 p.m., daily)	\$4500.00	\$2700.00	\$1800.00	\$1000.00*	\$750.00* \$375.00*

\*Class A—(6:29-6:31 p.m., daily).  
Class AAA—(7-9:59 p.m., daily): 20 Sec. \$1250, ID \$625.  
Class AA—(6:31-7:01 p.m.; 9:59-11:59 p.m., daily): Min. \$1500, 20 Sec. \$1250, ID \$600.

NETWORK BASE HOURLY RATE: \$4500.

Net Weekly Circulation	State	County	Total Households	TV Homes	Homes %
Over 50%	ILLINOIS	Boone	6,200	5,700	92
		Cook	1,636,200	1,515,000	93
		De Kalb	15,100	14,000	93
		Du Page	92,500	89,500	97
		Grundy	7,000	6,600	95
		Iroquois	10,600	9,500	90
		Kane	61,500	57,600	94
		Kankakee	24,500	22,600	93
		Kendall	5,200	5,000	96
		Lake	83,000	80,100	97
		La Salle	34,500	31,200	91
		McHenry	25,700	24,900	97
		Will	55,900	52,900	95
		INDIANA	Jasper	5,300	4,800
Lake	148,000		139,600	94	
La Porte	27,600		26,200	95	
Newton	3,500		3,200	92	
Porter	17,400		16,400	94	
MICHIGAN	Pulaski	3,800	3,300	85	
	Starke	5,300	4,800	90	
WISCONSIN	Berrien	45,500	41,800	92	
	Kenosha	31,700	30,000	95	
WISCONSIN	Racine	42,100	40,500	97	

Between 25-50%	ILLINOIS	Ford	5,200	4,800	92
		Livingston	11,900	10,400	88
		WISCONSIN	Walworth	15,900	14,800

Under 25%	ILLINOIS:	Stephenson.	INDIANA:	Benton,
		Cass, Fulton, Marshall, St. Joseph, White.		MICHIGAN:

WNBQ Station Total	2,769,800	2,453,500	88
ARB Total Net Weekly Circulation (March, 1962)	2,180,400		

# Illinois—Danville



**WICD**

[Auxiliary outlet of WICS, Springfield, Ill., which also operates WCHU, Champaign, Ill. on similar basis.]

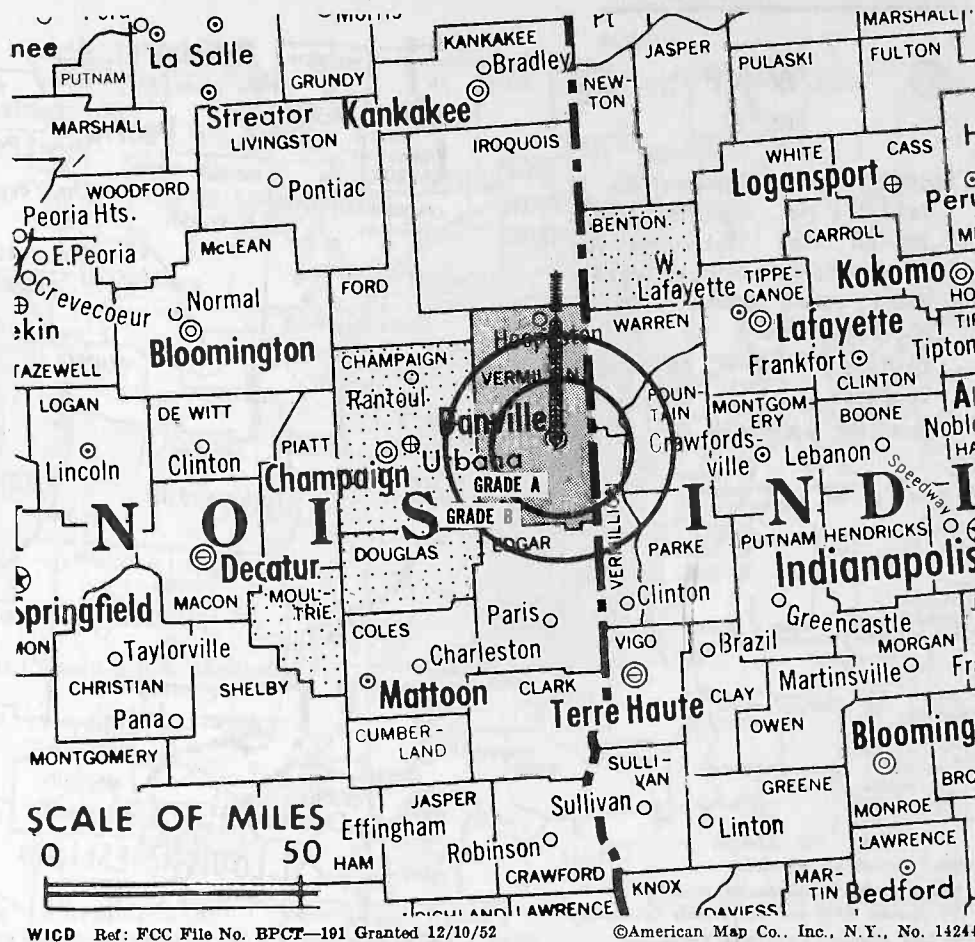
Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 19.1-kw visual, 9.55-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level.

Latitude 40° 08' 58"  
Longitude 87° 37' 35"

CP for 13.2-kw visual, 7.24-kw aural using 0.6° beam tilt.

Transmitter: 1500 N. Washington Ave.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WICD Ref: FCC File No. BPC-191 Granted 12/10/52 ©American Map Co., Inc., N.Y., No. 14244

## WICD

Licensee: Plains TV Corp., 523 E. Capitol Ave., Springfield, Ill.  
Studio: 1500 N. Washington Ave. Telephone: 446-6200.  
Ownership: For ownership, see WICS, Springfield, Ill.  
Began Operation: Dec. 13, 1953. Sale to present owner by Danville Commercial News (Gannett) approved July 27 by FCC (Television Digest, Vol. 16:26, 31).  
Represented (sales) by Young Television Corp.  
Represented (legal) by McKenna & Wilkinson.  
Personnel:  
MILTON D. FRIEDLAND, general manager.  
JOHN BEGUE, station manager & film buyer.  
WAYNE CODY, program manager.  
HAROLD J. ESKEW, technical supervisor.

### DIGEST OF RATE CARD NO. 2 (Feb. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$175.00 \$105.00 \$70.00 \$61.25 \$43.75 \$39.50 \$35.00 \$17.50  
NETWORK BASE HOURLY RATE: \$175, sold in combination with WCHU, Champaign.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS Vermilion	30,600	27,800	91
Between 25-50%	None Between 25-50%			
Under 25%	ILLINOIS Champaign	37,300	33,600	91
	Douglas	6,100	5,600	92
	Moultrie	4,300	3,700	86
	INDIANA Benton	3,400	3,200	91
WICD & WCHU Station Total		81,700	73,900	90
ARB Total Net Weekly Circulation (March, 1962)			37,900	

Note: Since the ARB Survey, this station has been sold and call letters changed from WDAN-TV.

# Illinois—Decatur



**WTVP**

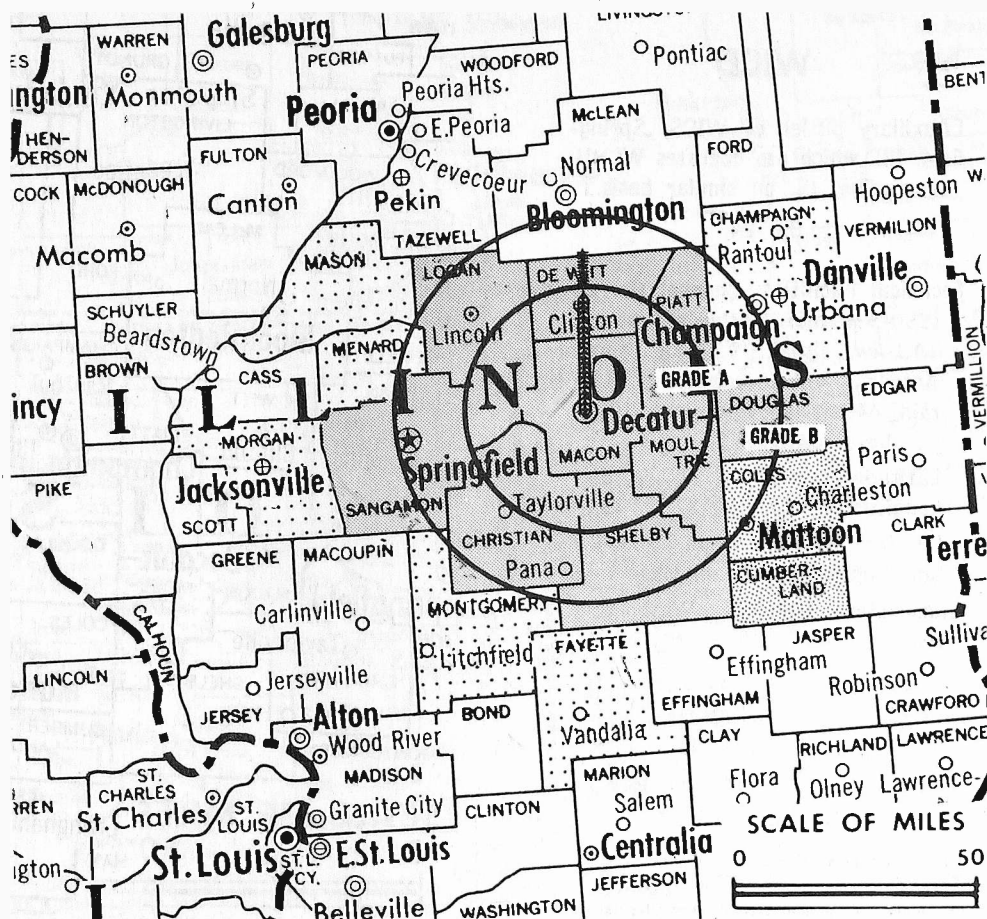
Ch. 17



Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 200-kw visual, 110-kw aural. Antenna: 545-ft. above av. terrain, 602-ft. above ground, 1242-ft. above sea level.

Latitude 39° 49' 28"  
Longitude 88° 58' 03"

Transmitter: South Side Dr.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WTVP Ref: FCC File No. BNPCT-2329 Granted 8/26/54

©American Map Co., Inc., N.Y., No. 14244

## WTVP

Licensee: Metromedia Inc., Box 631.

Studio: South Side Dr.

Telephone: 428-4304.

TWX No.: 217-428-3034.

Ownership: Metropolitan Bcstg. Corp., 100%; see WNEW-TV, New York.

Began Operation: Aug. 16, 1953. Sale to present owner by George A. Bolas and associates approved Sept. 28, 1960 (Television Digest, Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

Represented (sales) by Metro Broadcast Sales Inc.

### Personnel:

JOHN H. BONE, v.p. & general manager.  
DON V. LINDSEY, sales manager.  
JACK KUSSART, program manager & film buyer.  
HUBERT F. ABFALTER, chief engineer.

### DIGEST OF RATE CARD NO. 8

(March 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$100.00	\$80.00	\$70.00
NETWORK BASE HOURLY RATE:	\$400.					

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS				
		Christian	11,900	10,800	91
		DeWitt	5,700	5,200	91
		Douglas	6,100	5,600	92
		Logan	9,200	8,400	91
		Macon	38,000	35,000	92
		Moultrie	4,300	3,700	86
		Piatt	4,700	4,500	95
Between 25-50%	ILLINOIS				
		Coles	13,700	12,400	91
	Cumberland	3,200	2,800	86	
Under 25%	ILLINOIS				
		Champaign	37,300	33,600	91
		Fayette	6,800	5,800	86
		Mason	5,000	4,600	92
		Menard	3,000	2,600	88
		Montgomery	10,400	9,200	89
	Morgan	10,500	9,100	87	
WTVP Station Total			225,600	202,600	90
ARB Total Net Weekly Circulation (March, 1962)			133,100		

Also see CATV Directory for Illinois CATV Systems.



# Illinois—Harrisburg



## WSIL-TV

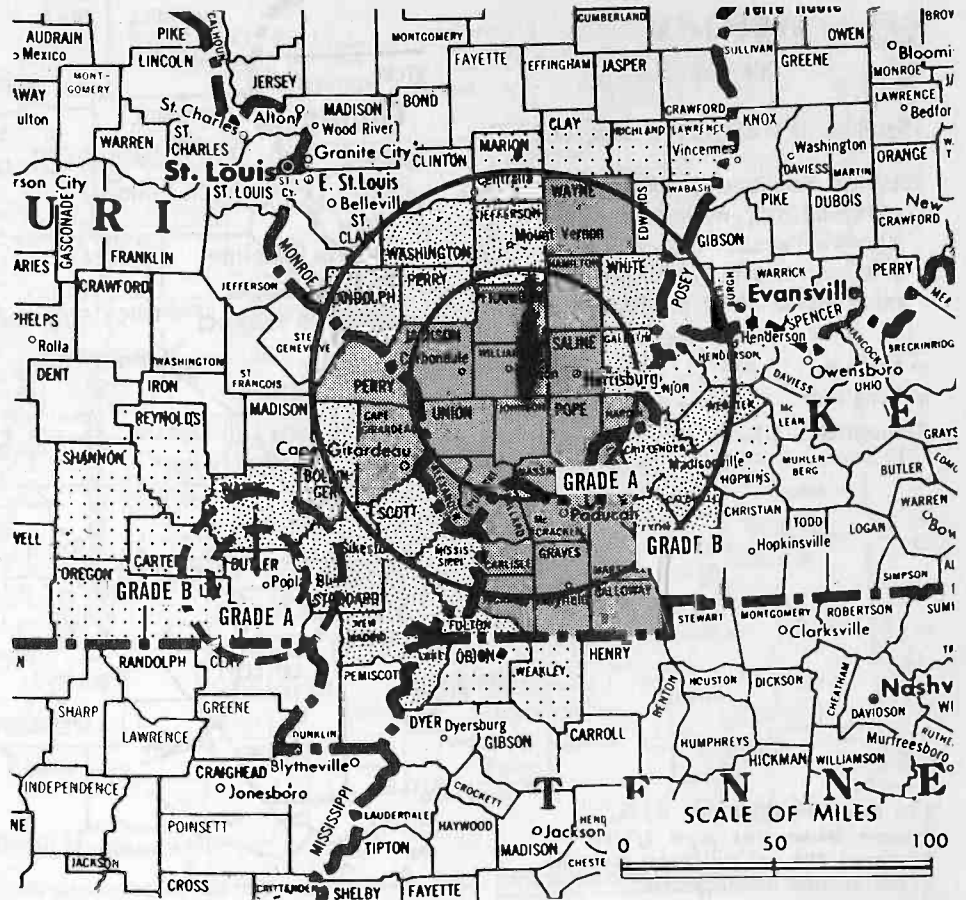
Ch. 3

[Also operates satellite KPOB-TV, Poplar Bluff, Mo.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 883-ft. above av. terrain, 854-ft. above ground, 1459-ft. above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

Transmitter: 2-mi. W of Cereal Springs.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WSIL-TV Ref: FCC File No. BPOI-2562 Granted 11/12/58

© American Map Co., Inc., N.Y., No. 14244

## WSIL-TV

Licensee: Turner-Farrar Assn., The Television Building, 21 W. Poplar St.

Studio: 21 W. Poplar St.

Telephone: Clearbrook 3-7922. TWX No.: HBG ILL 8159.

Ownership: Oscar L. Turner estate, 25%; O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 20%; Harry R. Horning, 5%. This partnership also operates Southern Ill. theatre chain and owns satellite KPOB-TV (Ch. 15), Poplar Bluff, Mo.

Began Operation: Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959.

Represented (sales) by Jack Masla.

Represented (legal) by McKenna & Wilkinson.

Personnel:

O. L. TURNER, manager & film buyer.  
CHARLES GILLIAM, chief engineer.

### DIGEST OF RATE CARD NO. 3—(Nov. 16, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-9:30 p.m., daily.	\$400.00	\$220.00	\$140.00	\$122.00	\$90.00	\$60.00
NETWORK BASE HOURLY RATE:	\$350.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Alexander	5,300	4,300	80
	Franklin	14,000	12,100	87
	Hamilton	3,400	2,500	75
	Hardin	1,900	1,700	88
	Jackson	12,800	10,900	85
	Johnson	2,300	1,900	84
	Massac	4,700	4,000	85
	Pope	1,400	1,100	76
	Pulaski	3,400	2,700	79
	Saline	9,400	8,100	86
	Union	5,200	4,700	89
Wayne	6,200	4,800	78	
Williamson	15,600	13,700	88	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	KENTUCKY			
	Ballard	2,700	2,400	88
	Calloway	6,600	5,600	85
	Carlisle	1,900	1,700	90
	Graves	9,800	8,600	87
	Hickman	2,100	1,800	85
	Livingston	2,200	1,800	82
	McCracken	18,600	16,600	90
	Marshall	5,300	4,800	89
	MISSOURI			
Cape Girardeau	13,100	11,700	89	
Perry	4,200	3,500	84	
Between 25-50%	ILLINOIS			
	Gallatin	2,500	2,000	79
	Jefferson	10,600	8,900	85
	Perry	6,400	5,500	87
	Randolph	8,600	7,700	90
	Washington	4,500	3,800	85
	White	6,400	5,000	77
	KENTUCKY			
	Caldwell	4,200	3,100	73
	Crittenden	2,700	2,200	78
Fulton	3,500	2,900	82	
Lyon	1,500	1,200	77	
Webster	4,700	3,500	76	
MISSOURI				
Scott	9,600	8,600	90	
Bollinger	2,800	2,200	79	
Mississippi	5,700	5,000	87	
New Madrid	8,200	6,800	83	
Stoddard	8,800	7,600	87	
Wayne	2,800	2,200	77	
TENNESSEE				
Lake	2,600	2,000	76	
Under 25%	ARKANSAS: Randolph.			
	ILLINOIS: Clay, Lawrence, Marion, Richland.			
	KENTUCKY: Henderson, Hopkins, Union.			
	MISSOURI: Carter, Oregon, Reynolds, Ripley, Shannon.			
	TENNESSEE: Obion, Weakley.			

WSIL-TV Station Total	335,200	281,700	82
ARB Total Net Weekly Circulation (March, 1962)			

# Illinois—La Salle



## WEEQ-TV

Ch. 35

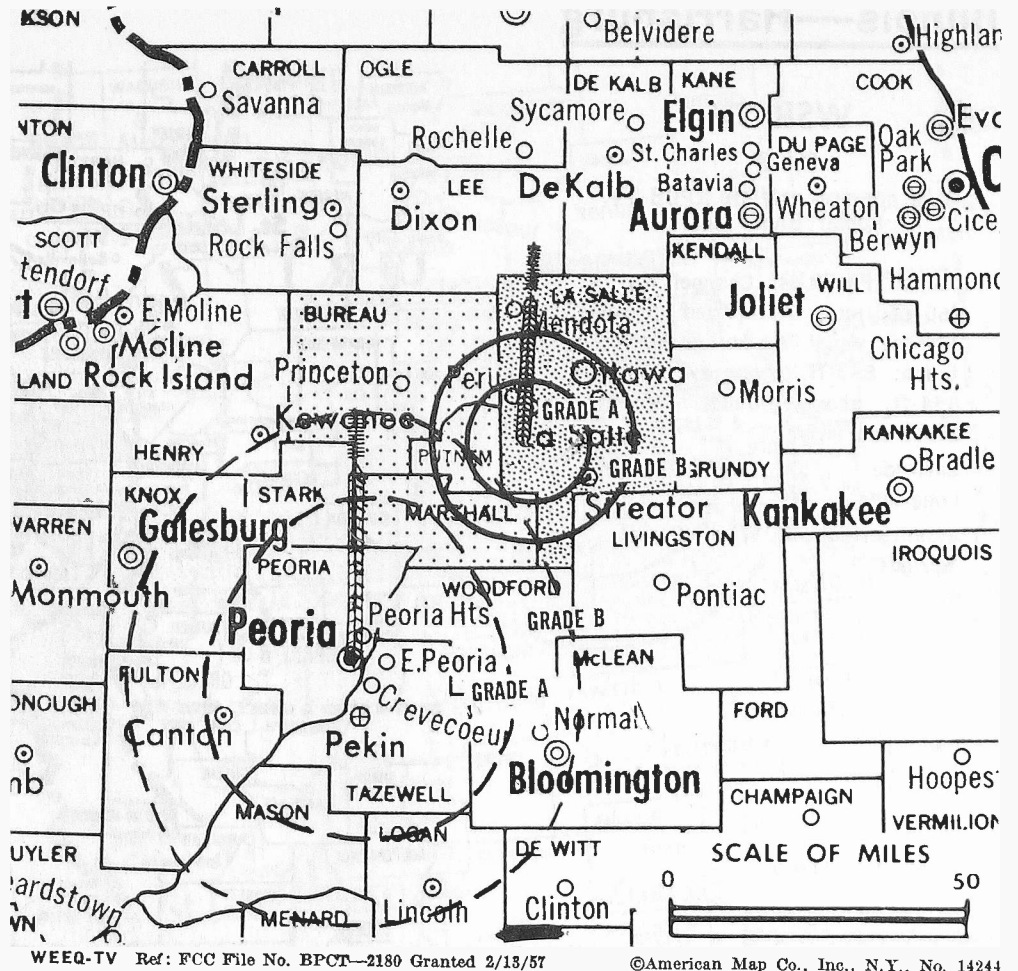
[Satellite of WEEK-TV, Peoria, Ill.]

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 15.1-kw visual, 8.52-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level.

Latitude 41° 14' 02"  
Longitude 89° 02' 25"

Transmitter: 1.7-mi. NE of Tonica, Ill.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WEEQ-TV

Network Service: NBC, same as WEEK-TV, Peoria.

Licensee: West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill.

Telephone: 699-3961.

Studio: 1.7-mi. NE of Tonica, Ill.

Began Operation: Nov. 10, 1957.

Represented (sales) by The Katz Agency Inc. (West).

Personnel:

LARRY E. CALDWELL, chief engineer.

Rates: Sold only in combination with WEEK-TV, Peoria.

NETWORK BASE HOURLY RATE: Bonus to WEEK-TV, Peoria.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	None Over 50%			
<b>Between 25-50%</b>	ILLINOIS La Salle	34,500	31,200	91
<b>Under 25%</b>	ILLINOIS Bureau	12,000	10,900	91
	Marshall	4,200	3,800	89
	Putnam	1,500	1,300	84
WEEQ-TV Station Total		52,200	47,200	90
ARB Total Net Weekly Circulation (March, 1962)			16,400	

Also see WEEK-TV on next page

# Illinois—Peoria

**WEEK-TV**  
Ch. 43

[Also operates satellite WEEQ-TV, La Salle, Ill.]

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 371-kw visual, 186-kw aural. Antenna: 710-ft. above av. terrain, 602-ft. above ground, 1349-ft. above sea level.

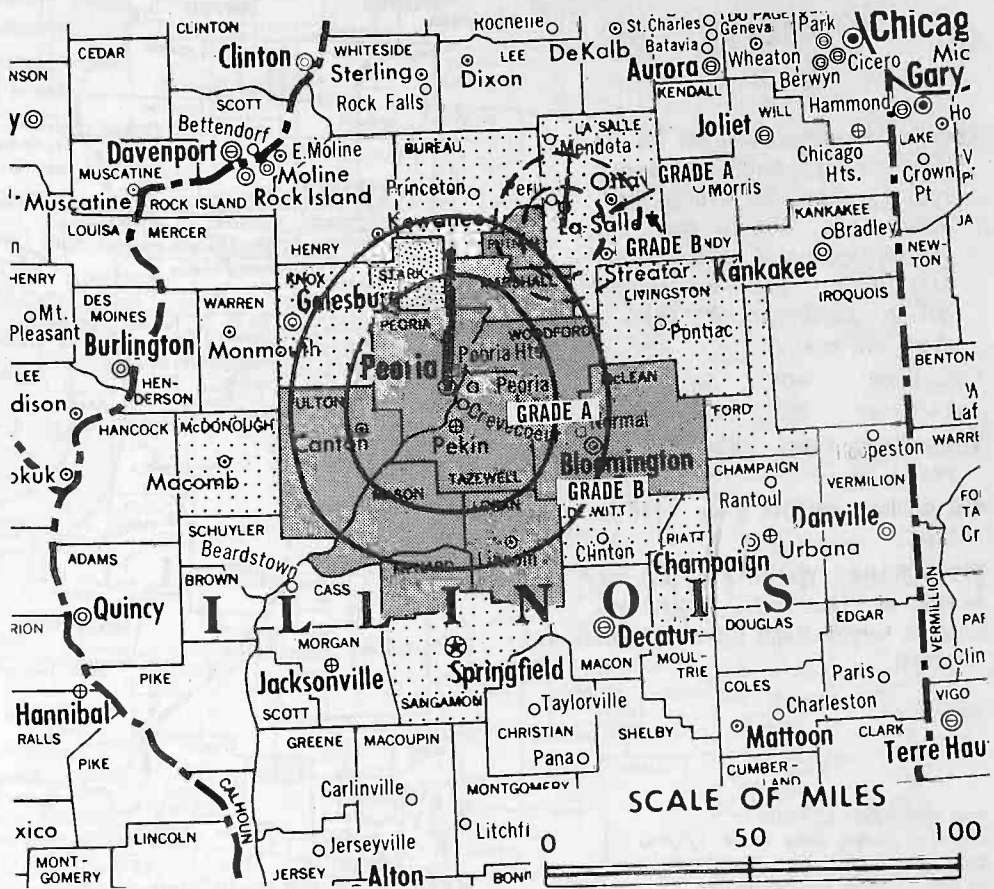
Latitude 40° 37' 42"  
Longitude 89° 32' 57"

Requests change to Ch. 25, 357-kw visual, 179-kw aural, 712-ft. above av. terrain.

Transmitter: 2907 Springfield Rd.

1000 KW

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WEEK-TV Ref: FCC File No. BPCT-2246 Granted 8/13/57

© American Map Co., Inc., N.Y., No. 14244

## WEEK-TV

Licensee: West Central Broadcasting Co., 2907 Springfield Rd, E. Peoria.

Studio: 2907 Springfield Rd.

Telephone: 699-3961. TWX No.: PE 8515.

Sales Office: Commercial National Bank Bldg.

Telephone: 676-2167.

Ownership: Sen. Robert S. Kerr (D-Okla.), 50.61%; Mrs. Grayce B. Kerr, 11.49%; D. A. McGee, 15.53%; T. M. Kerr, 11.14%; and 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV, Tulsa, Okla. West Central Bcstg. also is owner of WEEQ-TV, Ch. 35, La Salle, Ill. operated as satellite.

Began Operation: Jan 29, 1953.

Represented (sales) by The Katz Agency Inc. (West).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Kear & Kennedy.

Personnel:

FRED C. MUELLER, v.p. & general manager.  
JOHN LESLIE, sales manager.  
WAYNE LOVELY, chief engineer.  
RICHARD EVANS, program director & film buyer.  
DALE SCHWARTZ, production director.  
BILL ADAMS, promotion manager.  
CHUCK HARRISON, news director.  
HANK FISHER, sports director.  
ROBERT KROEPEL, film editor.

### DIGEST OF RATE CARD NO. 8 (Aug. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min.\* 20 Sec.\*  
Class AA—7-10 p.m., daily.  
\$600.00 \$360.00 \$240.00 \$210.00 \$150.00 \$110.00 \$100.00

\*Class AA—6:59-9:59 p.m., daily. 10 Sec. \$50. Rates include satellite coverage.

NETWORK BASE HOURLY RATE: \$550.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Fulton	13,800	12,500	90
	Logan	9,200	8,400	91
	McLean	26,300	23,500	90
	Marshall	4,200	3,800	89
	Mason	5,000	4,600	92
	Menard	3,000	2,600	88
	Peoria	58,900	54,100	92
	Putnam	1,500	1,300	84
	Tazewell	30,700	28,600	94
Woodford	7,300	6,500	89	
Between 25-50%	ILLINOIS			
Stark	2,500	2,400	93	
Under 25%	ILLINOIS			
	Bureau	12,000	10,900	91
	DeWitt	5,700	5,200	91
	Ford	5,200	4,800	92
	Knox	19,200	18,100	95
	La Salle	34,500	31,200	91
	Livingston	11,900	10,400	88
	McDonough	9,200	8,400	91
	Piatt	4,700	4,500	95
	Sangamon	48,300	42,900	89
WEEK-TV Station Total		313,100	284,700	91
ARB Total Net Weekly Circulation (March, 1962)			152,500	



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TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Illinois—Peoria



**WBND-TV**

Ch. 31



Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1000-kw max. and 678-kw horizontal visual, 500-kw max. and 339-kw horizontal aural. Antenna: 670-ft. above av. terrain, 609-ft. above ground, 1349-ft. above sea level.

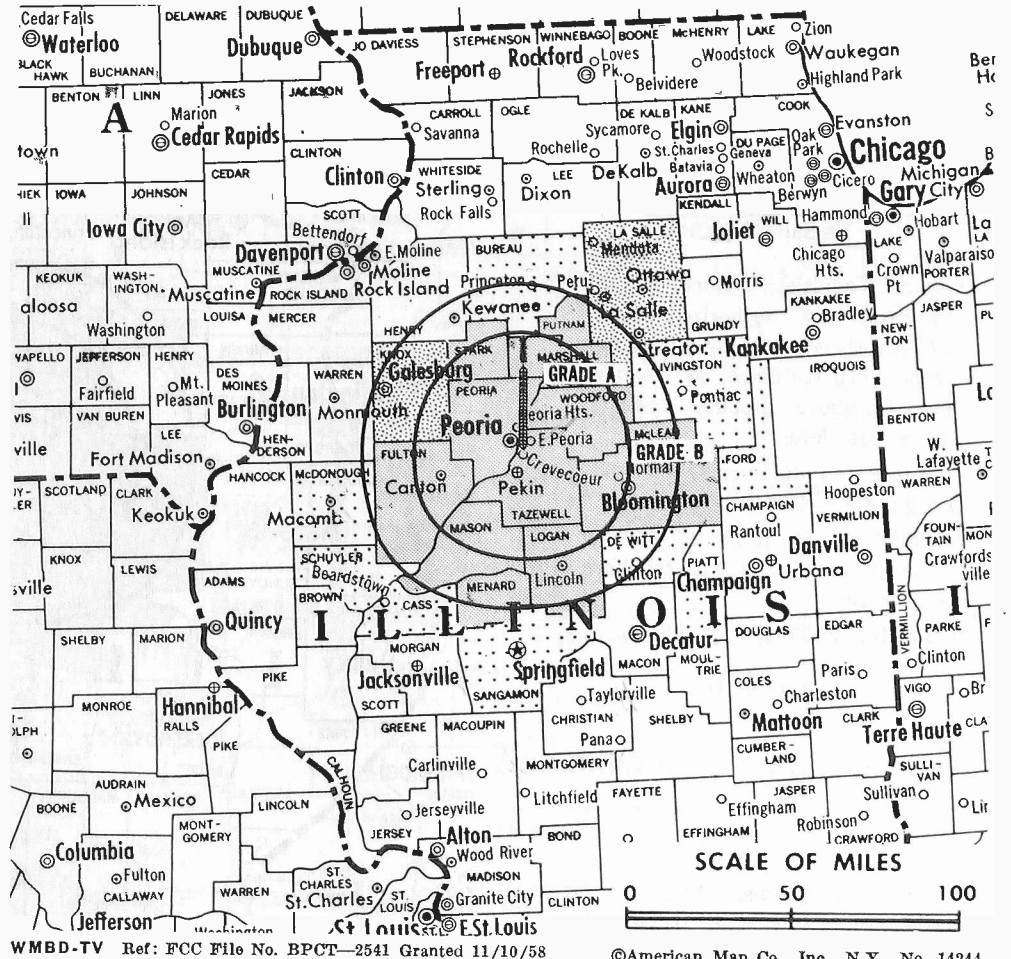
Latitude 40° 38' 6.8"  
Longitude 89° 32' 18.5"

Transmitter: Fahey Hollow Rd., E. Peoria, Ill.

AM Affiliate: WBND, 5-kw, 1470 kc (CBS).

FM Affiliate: WBND-FM, 2.5-kw, 92.5 mc (No. 223), 550-ft. antenna height. Holds CP for 27-kw, 570-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WMBD-TV

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign.

Studio: 212 S.W. Jefferson Ave.

Telephone: 676-0711. TWX No.: PE 8577.

Ownership: Midwest TV Inc., operator of WBND (AM), WBND-FM, Peoria & WCIA, Champaign, Ill.

Began Operation: Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- AUGUST C. MEYER, president.
- GUY MAIN, exec. v.p.
- WILLIAM L. BROWN, general manager.
- GENE ROBINSON, operations manager.
- DON McMULLIN, news director.
- GEORGE A. PYLE, director of engineering.

### DIGEST OF RATE CARD NO. 8 (April 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$110.00	\$90.00
NETWORK BASE HOURLY RATE:	\$525.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Fulton	13,800	12,500	90
	Logan	9,200	8,400	91
	McLean	26,300	23,500	90
	Marshall	4,200	3,800	89
	Mason	5,000	4,600	92
	Menard	3,000	2,600	88
	Peoria	58,900	54,100	92
	Putnam	1,500	1,300	84
	Stark	2,500	2,400	93
Tazewell	30,700	28,600	94	
Woodford	7,300	6,500	89	
Between 25-50%	ILLINOIS			
	Knox	19,200	18,100	95
	LaSalle	34,500	31,200	91
Under 25%	ILLINOIS			
	Bureau	12,000	10,900	91
	Cass	4,700	4,200	88
	DeWitt	5,700	5,200	91
	Ford	5,200	4,800	92
	Livingston	11,900	10,400	88
	McDonough	9,200	8,400	91
	Piatt	4,700	4,500	95
	Sangamon	48,300	42,900	89
Schuyler	2,900	2,700	91	
WMBD-TV Station Total		320,700	291,600	91
ARB Total Net Weekly Circulation (March, 1962)			182,400	

# Illinois—Peoria



**WTVH**

Ch. 19

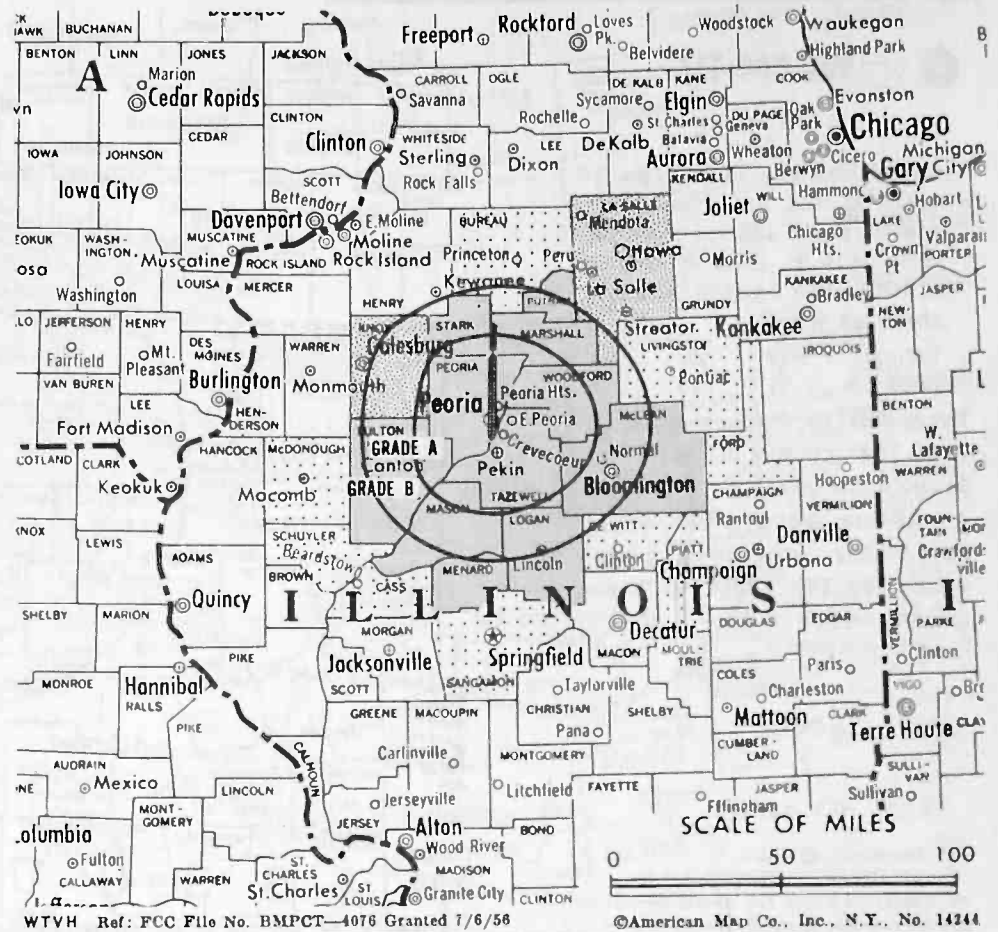
Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 257.6-kw maximum and 100-kw horizontal aural. Antenna: 750-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"  
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

Studio: 500 N. Stewart St., Creve Coeur, Ill.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WTVH

Licensee: Metromedia Inc., 606 Main St.

Business Address: 606 Main St., Peoria.

Telephone: 676-8911. TWX No.: PE 8590.

Ownership: Metromedia Inc. For stockholders and other interests, see WNEW-TV, New York.

Began Operation: Aug. 20, 1953. Sale to Metropolitan Bcstg. (now Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 by FCC (Television Digest, Vol. 15:43, 16:1). Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

Represented (sales) by Metro Broadcast Sales.

Personnel:

GEORGE FINNEGAN, general manager.

CLYDE DUTTON, sales manager.

WALT BAKER, program manager & film buyer.

WALLACE WURZ, chief engineer.

GARY GRESHAM, promotion manager.

### DIGEST OF RATE CARD NO. 11

(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.	ID
Class A—6:30-10:30 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$120.00	\$100.00 \$50.00

\*Section I. Also has Section II spot schedules.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Fulton	13,800	12,500	90
	Logan	9,200	8,400	91
	McLean	26,300	23,500	90
	Marshall	4,200	3,800	89
	Mason	5,000	4,600	92
	Menard	3,000	2,600	88
	Peoria	58,900	54,100	92
	Putnam	1,500	1,300	84
	Stark	2,500	2,400	93
Tazewell	30,700	28,600	94	
Woodford	7,300	6,500	89	
<b>Between 25-50%</b>	ILLINOIS			
	Knox	19,200	18,100	95
La Salle	34,500	31,200	91	
<b>Under 25%</b>	ILLINOIS			
	Bureau	12,000	10,900	91
	Cass	4,700	4,200	88
	DeWitt	5,700	5,200	91
	Ford	5,200	4,800	92
	Livingston	11,900	10,400	88
	McDonough	9,200	8,400	91
	Piatt	4,700	4,500	95
Sangamon	48,300	42,900	89	
Schuyler	2,900	2,700	91	
<b>WTVH Station Total</b>		320,700	291,600	91
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		182,900		

# Illinois—Quincy-Hannibal, Mo.

**abc** **WGEM-TV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft above sea level.

Latitude 39° 57' 03"  
Longitude 91° 19' 54"

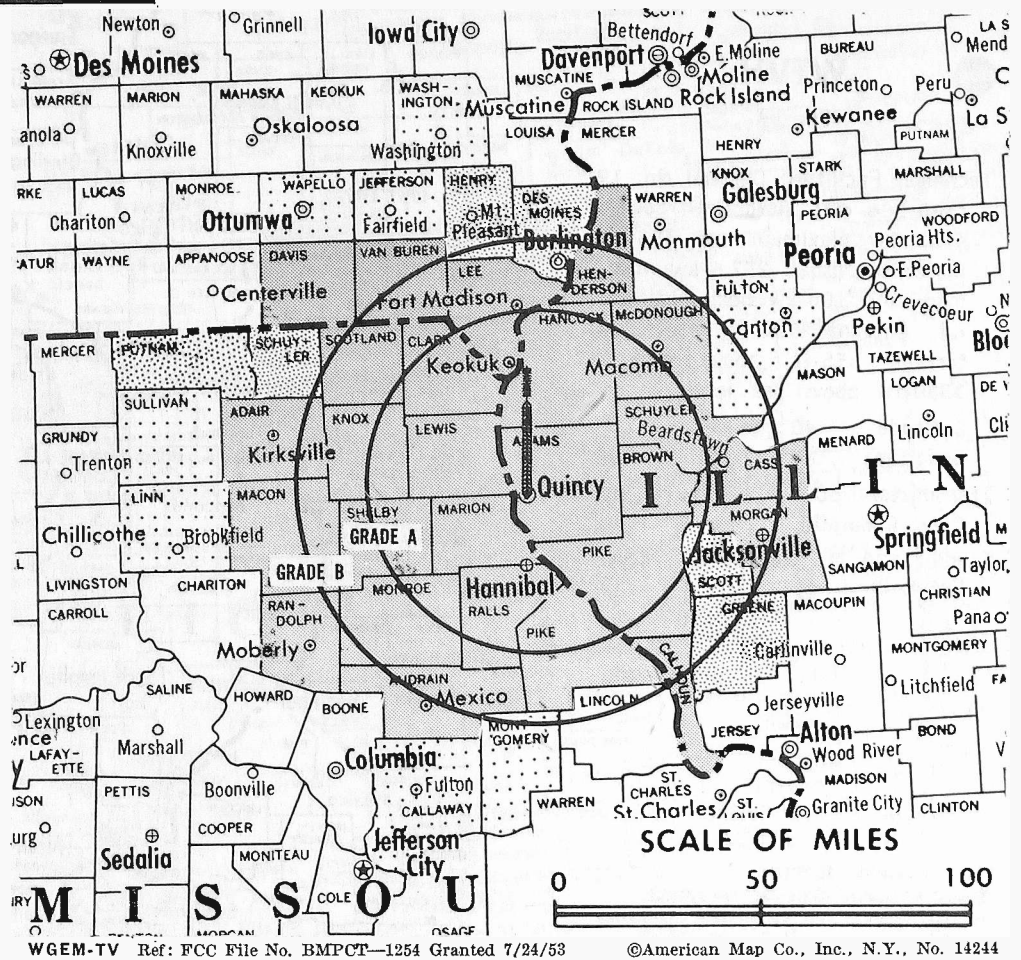
Transmitter: North Columbus Rd., .7-mi. W of Franklin School.

Studio: Hotel Quincy.

AM Affiliate: WGEM, 5-kw, 1440 kc.

FM Affiliate: WGEM-FM, 8.9-kw, 105.1 mc (No. 286), 640-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WGEM-TV Ref: FCC File No. BMPCT-1254 Granted 7/24/53

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## WGEM-TV

Network Service: ABC, NBC.

Licensee: Quincy Bcstg. Co., Hotel Quincy, Quincy, Ill.

Telephone: 222-6840. TWX No.: 217-224-1603.

Ownership: Quincy Newspapers Inc., publisher of Quincy Herald-Whig, 92%; Joseph S. Bonansinga, v.p.-treas., 2%.

Began Operation: Aug. 27, 1953.

Represented (sales) by Young Television Corp

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. BONANSINGA, v.p., treasurer, & general manager.  
J. BEN STEWART, commercial manager.  
FRED COLGAN, program director & film buyer.  
BILL WEGMAN, farm director.  
FRANK LAUGHLIN, chief engineer.

### DIGEST OF RATE CARD NO. 5 (July 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:59-10 p.m., Mon.-Sat.;	5:59-10 p.m., Sun.					
\$400.00	\$240.00	\$160.00	\$100.00	\$90.00	\$70.00	\$35.00

NETWORK BASE HOURLY RATE: \$575 (ABC), \$575 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Adams	21,900	20,300	93
	Brown	2,100	1,800	87
	Calhoun	1,800	1,700	88
	Cass	4,700	4,200	88
	Hancock	7,900	7,300	92
	Henderson	2,600	2,300	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS—(Continued)			
	McDonough	9,200	8,400	91
	Morgan	10,500	9,100	87
	Pike	6,900	6,100	89
	Schuyler	2,900	2,700	91
	IOWA			
	Davis	2,900	2,700	91
	Lee	13,400	12,400	93
	Van Buren	3,200	2,800	87
	MISSOURI			
	Adair	6,600	6,000	90
	Audrain	8,400	7,700	91
	Clark	2,900	2,500	87
	Knox	2,300	2,000	89
	Lewis	3,500	3,100	87
Macon	5,800	5,200	88	
Marion	9,900	9,100	92	
Monroe	3,600	3,300	91	
Pike	5,600	4,800	86	
Ralls	2,600	2,400	92	
Randolph	7,800	6,900	89	
Scotland	2,200	2,100	90	
Shelby	3,200	2,800	87	
<b>Between 25-50%</b>	ILLINOIS			
	Greene	5,600	5,200	92
	Scott	2,100	2,000	94
	IOWA			
	Des Moines	14,400	13,300	93
Henry	5,500	4,700	85	
MISSOURI				
Putnam	2,500	2,400	93	
Schuyler	1,800	1,500	80	
<b>Under 25%</b>	ILLINOIS: Fulton. IOWA: Jefferson, Wapello, Washington. MISSOURI: Callaway, Linn, Montgomery, Sullivan.			
	WGEM-TV Station Total	245,200	221,500	90
ARB Total Net Weekly Circulation (March, 1962)		126,700		

# Illinois—Rockford



**WTVO**

Ch. 39



Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 195-kw visual, 97.7-kw aural. Antenna: 664-ft. above av. terrain, 691-ft. above ground, 1482-ft. above sea level.

Latitude 42° 17' 14"  
Longitude 89° 10' 16"

Holds CP for change to 200-kw maximum and 155-kw horizontal visual, 100-kw maximum and 77.6-kw horizontal aural.

Transmitter: Meridian Rd.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WTVO Ref: FCC File No. BMPCT-3783 Granted 1/9/56

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## WTVO

Licensee: Winnebago Television Corp., Meridian Rd., Box 470.

Studio: Meridian Rd.

Telephone: 3-5413.

TWX No.: RK 7619.

Ownership: H. & E. Balaban Corp., 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; 5% held in trust (to be acquired by Harold Froelich, (Television Digest, Vol. 15:13). Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill.

Began Operation: April 29, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:

HARRY BALABAN, president.  
IRWIN DUBINSKY, vice president.  
HAROLD FROELICH, manager.  
GENE DENARI, local sales manager.  
ROBERT J. SMITH, program director.  
ROBERT THOMPSON, promotion manager.  
HERBERT ECKSTEIN, chief engineer.  
HANK TAYLOR, film director.

### DIGEST OF RATE CARD NO. 7

(April 1, 1962)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.				
\$500.00	\$300.00	\$100.00	\$80.00	\$40.00

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Stephenson	14,700	13,400	91
	Winnebago	65,300	61,100	94
Between 25-50%	ILLINOIS			
	Carroll	6,100	5,700	93
	Ogle	12,000	11,000	92
	WISCONSIN			
	Green	7,900	7,200	91
Lafayette	5,000	4,500	90	
Rock	34,600	32,600	95	
Under 25%	ILLINOIS			
	Boone	6,200	5,700	92
	Lee	10,600	9,800	93
McHenry	25,700	24,900	97	
WTVO Station Total		188,100	175,900	94
ARB Total Net Weekly Circulation (March, 1962)			102,400	

# Illinois—Rockford



**WREX-TV**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level.

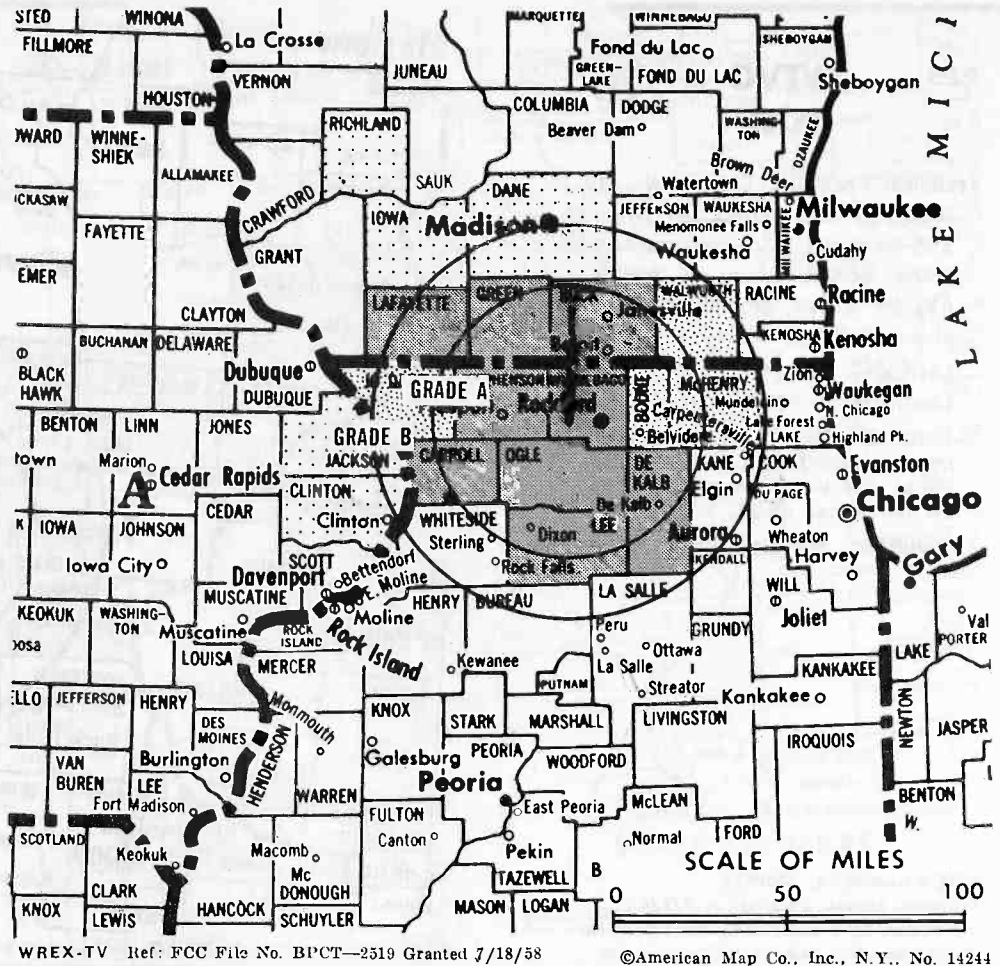
Latitude 42° 17' 50"  
Longitude 89° 14' 24"

Transmitter: W. Auburn & Winnebago Rds.

AM Affiliate: WROK, 1-kw (.50-kw night), 1440 kc (ABC).

FM Affiliate: WROK-FM, 16-kw, 97.5 mc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WREX-TV

Network Service: ABC, CBS.

Licensee: Greater Rockford Television Inc., W. Auburn & Winnebago Rds.

Studio: W. Auburn & Winnebago Rds.

Telephone: 968-1813.

TWX No.: 815-331-1096, Winnebago, Ill.

Ownership: Louis E. Caster estate, 22%; Swan Hillman, pres. & treas., 6.7%; Stanley H. Guyer, secy., 7%; Rockford Bcstrs. Inc. (WROK), 22.78%; H-R Television Inc. and H-R Television Profit-Sharing Trust, 3.2%; and over 30 other stockholders, none holding over 5%. Rockford Star and Register Republic owns WROK. Caster estate also owns 49% of WHYZ-TV (CP), Duluth, Minn. J. Michael Baisch, v.p. & gen. mgr., owns 2% of WREX-TV; 2% of WHYZ-TV (CP) & 1% of KOCO-TV, Oklahoma City.

Began Operation: Sept. 18, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis.

Personnel:

- SWAN HILLMAN, president.
- J. MICHAEL BAISCH, v.p., general manager.
- AL BILARDELLO, sales manager.
- JACK MAZZIE, program director.
- ROD MacDONALD, production manager.
- GAYLE VOIGT, traffic manager.
- RICHARD PECK, chief engineer.
- JACK LIGHTNER, promotion manager.
- ROY STARKS, news director.
- GENE HINES, film manager.

Rates: See next column.

## DIGEST OF RATE CARD NO. 6—(July 1, 1962)

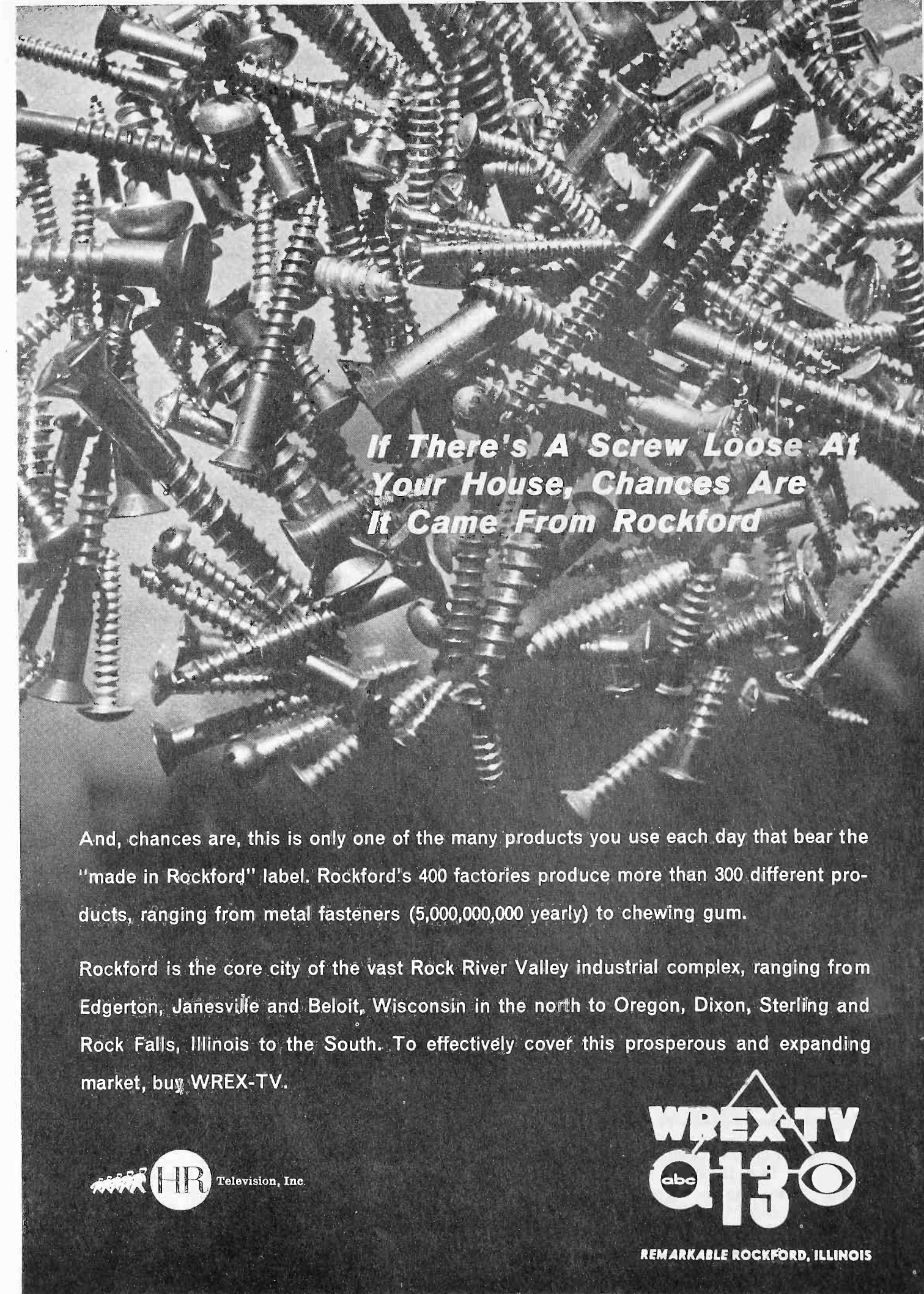
Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Fri.; 7-10:30 Sat.; 6:30-10:30 p.m., Sun.	\$600.00	\$360.00	\$240.00	\$180.00	\$175.00*	\$120.00* \$60.00*

\*Class AA (7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.).

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Carroll	6,100	5,700	93
	De Kalb	15,100	14,000	93
	Lee	10,600	9,800	93
	Ogle	12,000	11,000	92
	Stephenson	14,700	13,400	91
WISCONSIN	Winnebago	65,300	61,100	94
	Green	7,900	7,200	91
	Lafayette	5,000	4,500	90
Rock	34,600	32,600	95	
<b>Between 25-50%</b>	ILLINOIS			
	Boone	6,200	5,700	92
	Jo Daviess	6,500	5,600	86
McHenry	25,700	24,900	97	
WISCONSIN	Walworth	15,900	14,800	93
<b>Under 25%</b>	IOWA			
	Clinton	16,800	16,000	95
	Jackson	6,200	5,600	90
	WISCONSIN			
	Dane	65,800	59,000	90
Iowa	5,400	4,800	89	
Richland	5,100	4,500	88	
WREX-TV Station Total		324,900	300,200	92
ARB Total Net Weekly Circulation (March, 1962)		156,900		





***If There's A Screw Loose At  
Your House, Chances Are  
It Came From Rockford***

And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.



REMARKABLE ROCKFORD, ILLINOIS

# Illinois—Rock Island



Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1773-ft. above sea level.

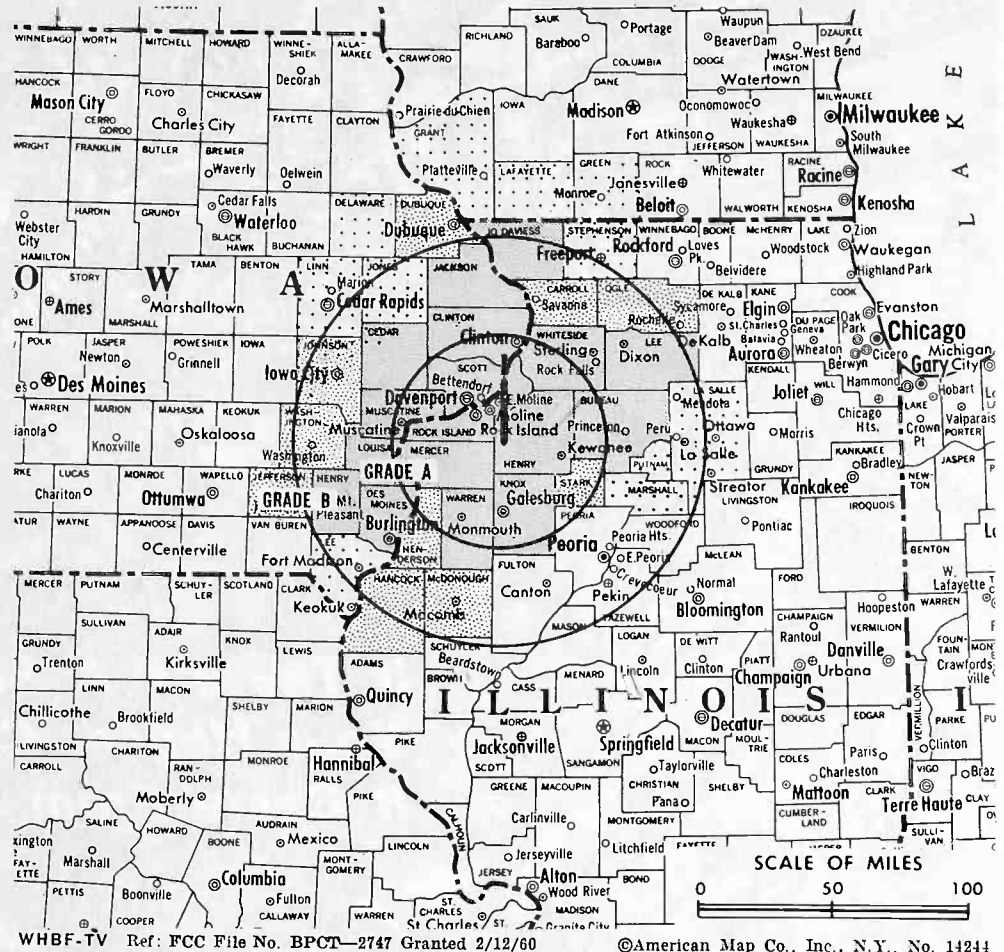
Latitude 41° 19' 40"  
Longitude 90° 22' 47"

Transmitter: U.S. Hwy. 150, approx. 15-mi. SE of Rock Island.

AM Affiliate: WHBF, 5-kw, 1270 kc (CBS).

FM Affiliate: WHBF-FM, 39-kw, 98.9 mc (No. 255), 900-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WHBF-TV

Network Service: ABC, CBS.

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio: Telco Bldg.

Telephone: 786-5441. TWX No.: 309-788-0712.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v.p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of Rock Island Argus); estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. Mr. Johnson is 50% owner of radio WJBC, Bloomington, Ill. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn.

Began Operation: July 1, 1950.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Creutz & Snowberger.

Personnel:

BEN H. POTTER, president.  
LESLIE C. JOHNSON, v.p. and general manager.  
MAURICE CORKEN, asst. general manager & director of sales.  
FOREST W. COOKE, program mgr. & film buyer.  
FERN HAWKS, public relations director.  
HEBER E. DARTON, promotion manager.  
JIM KOCH, TV news director.  
JOE GREAR, film manager.  
ROBERT J. SINNETT, chief engineer.  
JERRY KEEFE, asst. chief engineer—TV.

### DIGEST OF RATE CARD NO. 13 (Nov. 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
\$1050.00	\$630.00			\$250.00	\$115.00	

NETWORK BASE HOURLY RATE: \$1050 (ABC), \$1050 (CBS).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS				
		Bureau	12,000	10,900	91
		Henry	15,800	14,900	94
		Jo Daviess	6,500	5,600	86
		Knox	19,200	18,100	95
		Lee	10,600	9,800	93
		Mercer	5,400	5,100	95
		Rock Island	46,900	44,800	96
		Warren	6,800	6,300	93
		Whiteside	18,300	16,900	93
<b>Between 25-50%</b>	IOWA				
		Cedar	5,500	5,200	94
		Clinton	16,800	16,000	95
		Des Moines	14,400	13,300	93
		Henry	5,500	4,700	85
		Jackson	6,200	5,600	90
		Louisa	3,200	2,900	91
		Muscatine	10,900	10,300	94
		Scott	36,400	34,300	95
	<b>Under 25%</b>	ILLINOIS			
		Carroll	6,100	5,700	93
		Hancock	7,900	7,300	92
		Henderson	2,600	2,300	88
		McDonough	9,200	8,400	91
		Ogle	12,000	11,000	92
		Stark	2,500	2,400	93
IOWA					
		Dubuque	21,800	19,400	90
		Jefferson	5,000	4,500	89
	Johnson	15,400	13,400	87	
	Washington	6,000	5,200	87	
ILLINOIS: LaSalle, Marshall, Putnam, Stephenson. IOWA: Delaware, Jones, Lee, Linn. WISCONSIN: Grant, Green, Lafayette.					
WHBF-TV Station Total			463,000	428,000	92
ARB Total Net Weekly Circulation (March, 1962)			272,500		

# Illinois—Springfield



**WICS**

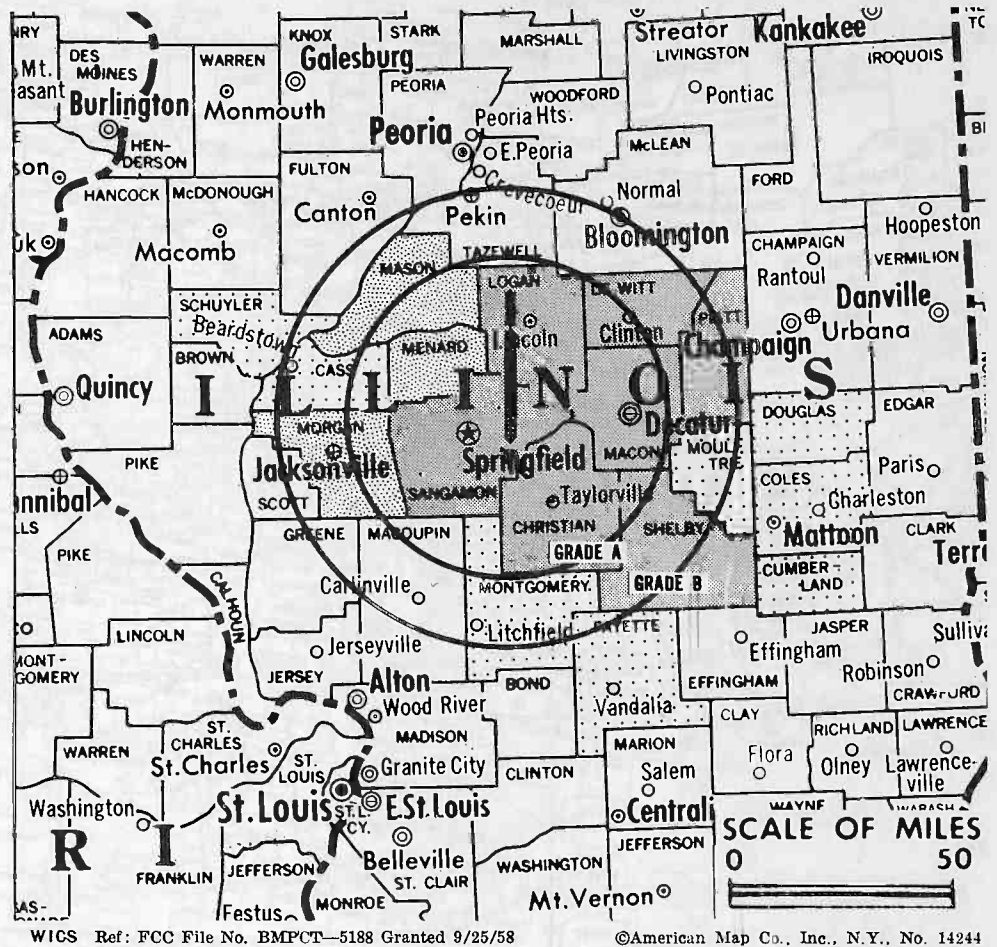
Ch. 20

[Also operates auxiliaries WCHU, Champaign, Ill. and WICD, Danville, Ill.]

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 468-kw max. and 309-kw horizontal visual, 211-kw max. and 155-kw horizontal aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1590-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

Transmitter: Mechanicsburg, Ill.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WICS Ref: FCC File No. BMPCT-5188 Granted 9/25/58

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## WICS

Licensee: Plains Television Corp., 523 E. Capitol Ave.

Studio: 523 E. Capitol Ave.

Telephone: Lakeside 8-0465.

Ownership: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%. Herbert Scheftel and Alfred G. Burger (theatres) own 50% each of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill.; owns 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23); 50% of CP for WBMG, Birmingham, Ala. (Ch. 42). Balaban Corp. also owns 1/3% of radios WRIT, Milwaukee; WIL, St. Louis, and KBOX, Dallas. Plains Television also is Ch. 10 applicant for Terre Haute, Ind. Plains Television also owns WCHU, Champaign, Ill., and WICD, Danville, Ill., as well as 2/3 of WHNB-TV, New Britain-Hartford, Conn.

Began Operation: Sept. 17, 1953.

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter Kean.

Personnel:

- MILTON D. FRIEDLAND, general manager.
- WARREN KING, local commercial manager.
- HAROLD HOSKINS, program manager.
- JERROLD MERRITT, chief engineer.
- ROBERT STEFFAN, production manager.
- H. K. SPRINGER, controller.
- JAMES M. HENNEBERRY, advertising, sales promotion & public relations director.

### DIGEST OF RATE CARD NO. 4 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$80.00 \$40.00

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Christian	11,900	10,800	91
	DeWitt	5,700	5,200	91
	Logan	9,200	8,400	91
	Macon	38,000	35,000	92
	Piatt	4,700	4,500	95
Between 25-50%	ILLINOIS			
	Mason	5,000	4,600	92
	Menard	3,000	2,600	88
Under 25%	ILLINOIS			
	Cass	4,700	4,200	88
	Coles	13,700	12,400	91
	Cumberland	3,200	2,800	86
	Douglas	6,100	5,600	92
	Fayette	6,800	5,800	86
	Montgomery	10,400	9,200	89
WICS Station Total	195,900	175,900	90	
ARB Total Net Weekly Circulation (March, 1962)	117,400			

## HAMILTON-LANDIS

& ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS  
WASHINGTON, D.C., CHICAGO, DALLAS,  
SAN FRANCISCO

SELL **MORE**

RADIO & TELEVISION STATIONS  
IN THE MIDWEST—NEAREST OFFICE IS—  
1714 TRIBUNE TOWER, CHICAGO 11  
DELAWARE 7-2754



# Indiana—Evansville



**WEHT**

Ch. 50

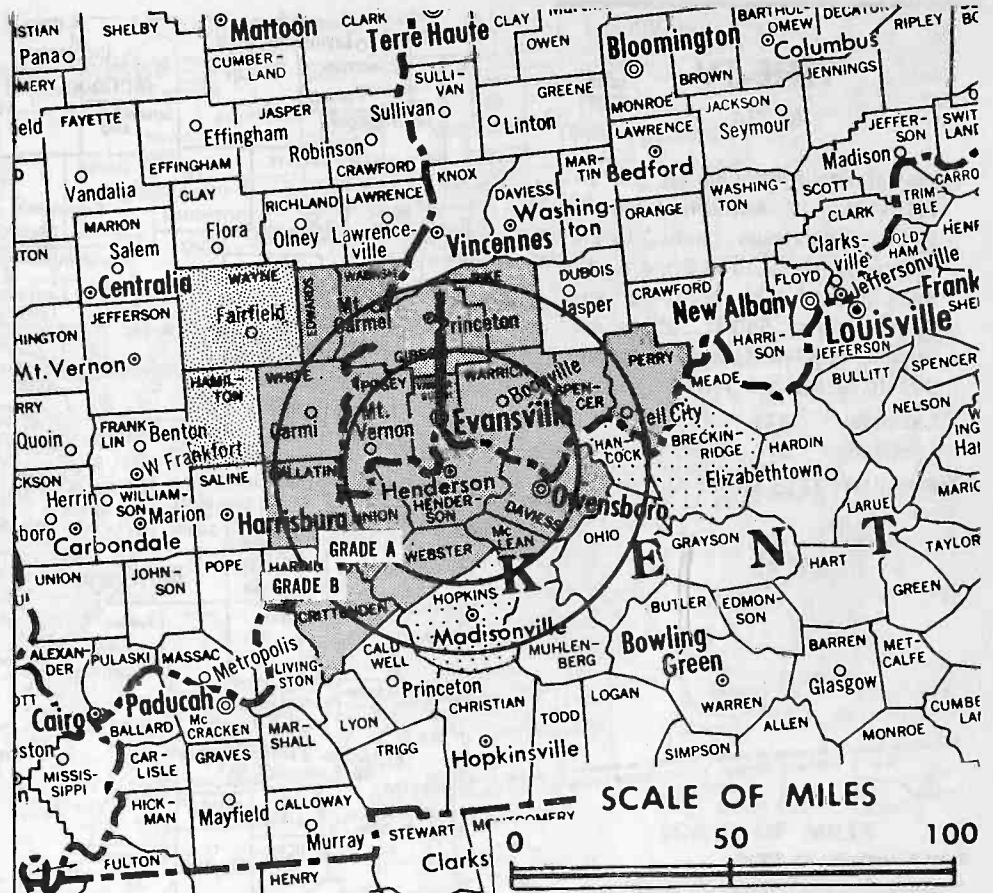


Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 200-kw max. and 155-kw horizontal visual, 108.1-kw max. and 83.2-kw horizontal aural. Antenna: 590-ft. above av. terrain, 542-ft. above ground, 1003-ft. above sea level using .75° electrical tilt beam.

Latitude 37° 52' 00"  
Longitude 87° 33' 57"

Transmitter: Marywood Dr., Henderson County, Ky.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WEHT Ref: FCC File No. BMPCT-3937 Granted 7/5/56

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## WEHT

Licensee: WEHT Inc., Box 395, Evansville.

Studio: Marywood Dr., Henderson County, Ky.

Telephone: Harrison 4-9215, Evansville. TWX No.: 61 (Henderson, Ky.)

Ownership: Henry S. Hilberg, chmn., 34%; Edwin G. Richter Jr., pres., 20%; Ernest Felix, 1.7%; James R. Clark, Jr., secy. (votes 34% of stock held by wife and other members of Raymond L. Buse Jr. family); Howard D. Duncan Jr., 4%; William R. Hight, 4%; James H. Manion, 1.3%; Harold A. Poole, 1%. Note: Also owns KGUN-TV, Tucson, Ariz.

Began Operation: Sept. 11, 1953. Sale to present owners by M. A. Lightman's Malco Theatres Inc. approved by FCC Oct. 24, 1956 (Television Digest, Vol. 12:35, 43).

Represented (sales) by Young Television Co.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis.

Personnel:

WILLIAM R. HIGHT, general manager.  
JAMES H. MANION, local sales manager.  
ROGER FORSTER, program & production director.  
ELMER CHANCELLOR, chief engineer.  
HAROLD POOLE, controller.  
JOHN ESTHER, news director.  
CHARLES D. ANDERSON, sports director.  
JOAN A. KLASSEN, traffic director.  
JANE ANNE KOCH, promotion director.

DIGEST OF RATE CARD NO. 8  
(Oct. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$440.00 \$264.00 \$176.00 \$154.00 \$110.00 \$88.00 \$80.00 \$40.00  
NETWORK BASE HOURLY RATE: \$400.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS	Edwards	2,700	2,200	80
		Gallatin	2,500	2,000	79
		Wabash	4,500	3,900	86
		White	6,400	5,000	77
		INDIANA	Gibson	9,500	8,500
	Perry	4,900	4,200	85	
	Pike	4,200	3,600	85	
	Posey	5,900	4,900	84	
	Spencer	4,600	4,100	88	
	Vanderburgh	51,500	46,500	91	
Warrick	7,000	6,200	89		
KENTUCKY	Crittenden	2,700	2,200	78	
	Daviess	20,600	18,000	87	
	Henderson	10,300	8,800	85	
Between 25-50%	ILLINOIS	Hamilton	3,400	2,500	75
		Wayne	6,200	4,800	78
	KENTUCKY	Breckenridge	4,200	3,400	79
Under 25%	KENTUCKY	Hancock	1,600	1,200	76
		Hopkins	11,800	9,500	81

WEHT Station Total 176,400 151,000 86  
ARB Total Net Weekly Circulation (March, 1962) 109,000

For Additional Information on This and Other Station Sales, see Sales & Transfers Section.

# Indiana—Evansville



**WFIE-TV**

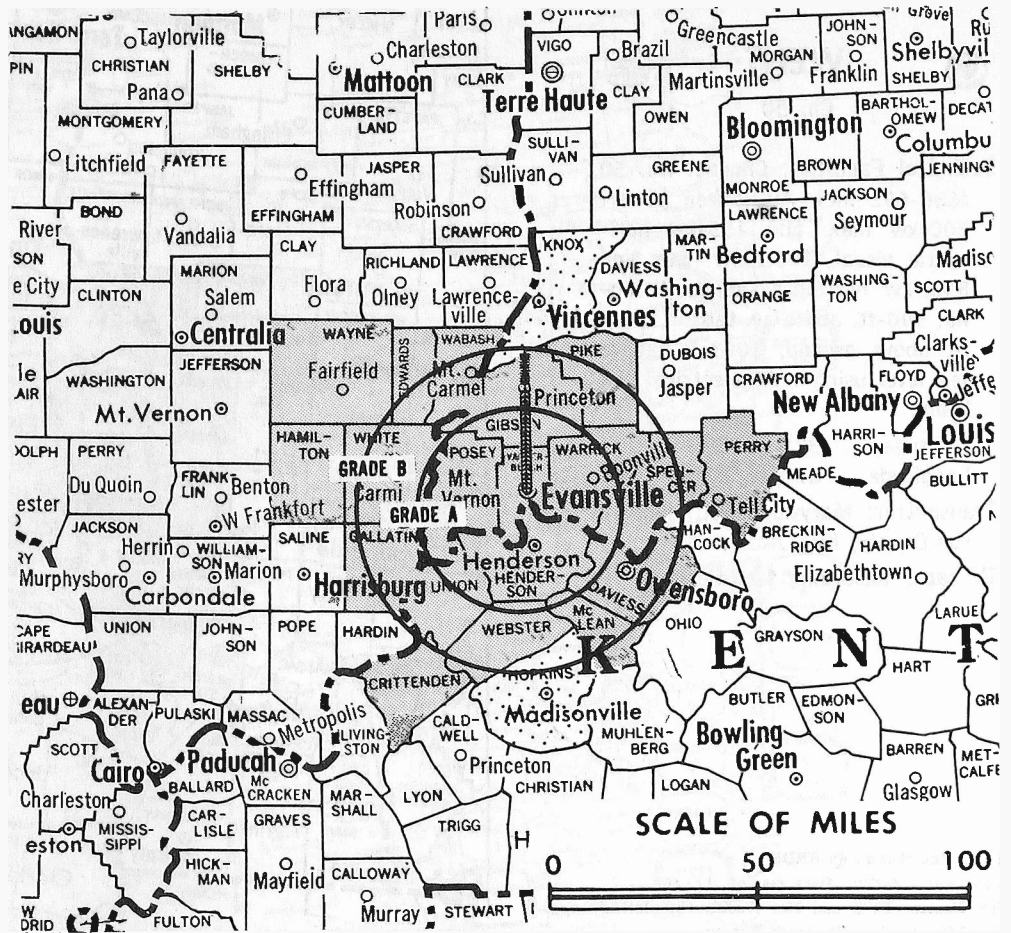


Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 200-kw maximum and 178-kw horizontal visual, 104.8-kw maximum and 93.3-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above ground, 993-ft. above sea level.

Latitude 37° 59' 21"  
Longitude 87° 35' 37"

Transmitter: 1115 Mount Auburn Rd.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WFIE-TV Ref: FCC File No. DOC.—11797 Granted 3/15/57

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## WFIE-TV

Licensee: WFIE Inc., 1115 Mount Auburn Rd.

Studio: 1115 Mount Auburn Rd. Telephone: Harrison 5-6201.

Ownership: WAVE Inc., 100%. George W. Norton Jr., pres., 98.4%; Nathan Lord, v.p., .8% (pres. of WFIE Inc.); Charles C. Leonard, secy.-treas., .8%. For other interests, see WAVE-TV, Louisville, Ky.

Began Operation: Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (Television Digest, Vol. 12:25, 26, 29).

Represented (sales) by The Katz Agency Inc.

### Personnel:

NATHAN LORD, president.  
JACK E. DOUGLAS, v.p. & general manager.  
JACK BERNING, general sales manager.  
CHET BEHRMAN, program manager & film buyer.  
GEORGE FINKEL, production manager.  
JACK McLEAN, news director.  
PAUL C. KELLEY, chief engineer.

### DIGEST OF RATE CARD NO. 9

(June 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$425.00	\$210.00	\$140.00	\$123.00	\$110.00	\$90.00	\$45.00

NETWORK BASE HOURLY RATE: \$400.

For Indiana's Only CATV System, see page 895

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Edwards	2,700	2,200	80
	Gallatin	2,500	2,000	79
	Hamilton	3,400	2,500	75
	Wabash	4,500	3,900	86
	Wayne	6,200	4,800	78
	White	6,400	5,000	77
	INDIANA			
	Gibson	9,500	8,500	90
	Perry	4,900	4,200	85
Between 25-50%	Pike	4,200	3,600	85
	Posey	5,900	4,900	84
	Spencer	4,600	4,100	88
	Vanderburgh	51,500	46,500	91
	Warrick	7,000	6,200	89
	KENTUCKY			
	Crittenden	2,700	2,200	78
	Daviess	20,600	18,000	87
	Henderson	10,300	8,800	85
	McLean	2,900	2,400	84
Under 25%	Union	4,300	3,600	83
	Webster	4,700	3,500	76
	None	Between 25-50%		
Under 25%	INDIANA			
	Knox	13,400	12,200	91
	KENTUCKY			
Hopkins	11,800	9,500	81	
WFIE-TV Station Total		184,000	158,600	86
ARB Total Net Weekly Circulation (March, 1962)			118,700	

# Indiana—Evansville



**WTVW**

Ch. 7



Technical Facilities Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1050-ft. above sea level.

Latitude 38° 01' 31"  
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.  
Studio: 405 Carpenter St.

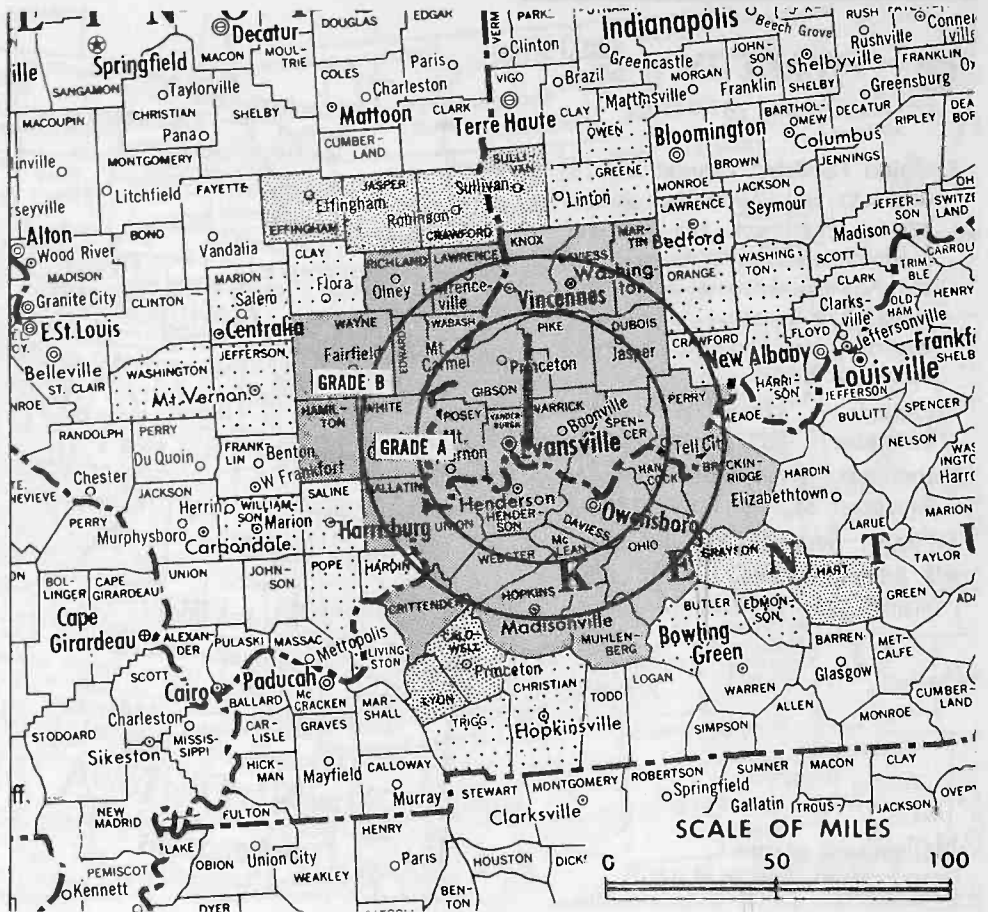
Telephone: Harrison 2-1121.

TWX No.: EV 28.

Represented (engineering) by Jules Cohen.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WTVW Ref: FCC File No. BMPCT-4166 Granted 9/27/56

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## WTVW

Grantee (STA): Evansville Television Inc., 405 Carpenter St.

Ownership: Evansville TV Inc., 90.4% control held by Producers Inc. (owned 50% by Ferris E. Traylor family, 50% by Polaris Corp.). Ferris E. Traylor owns 12.8% of Producers Inc., is former 21% stockholder in WTVW. Producers Inc. also controls KCND-TV, Pembina, N.D., which in turn controls KNOX-TV, Grand Forks, N.D. and KXGO-TV, Fargo, N.D. Producers Inc. also is buying radio KXOA, Sacramento, Cal.

Began Operation: Aug. 21, 1956. Sale of control by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. approved Aug. 27, 1962 by FCC (Television Digest, Vol. 2:35).

Represented (sales) by George P. Hollingbery Co.

Personnel:

- DICK SHIVELY, general manager.
- JIM RITTER, station manager.
- ROBERT OSSENBERG, national sales manager.
- ULYSSES CARLINI, operations manager.
- AL UZZELL, production manager.
- FRED GIPE, promotion manager.

### DIGEST OF RATE CARD NO. 4—(July 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-9:59 p.m., daily.

\$700.00 \$350.00 \$210.00 \$140.00 \$135.00 \$125.00 \$62.50

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Edwards	2,700	2,200	80
	Gallatin	2,500	2,000	79
	Hamilton	3,400	2,500	75
	Lawrence	6,000	5,300	88
	Richland	5,200	4,500	85
	Wabash	4,500	3,900	86
	Wayne	6,200	4,800	78
	White	6,400	5,000	77
	INDIANA			
Daviess	8,100	6,900	86	
Dubois	7,500	6,400	86	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA—(Continued)			
	Gibson	9,500	8,500	90
	Knox	13,400	12,200	91
	Martin	2,900	2,600	88
	Perry	4,900	4,200	85
	Pike	4,200	3,600	85
	Posey	5,900	4,900	84
	Spencer	4,600	4,100	88
	Vanderberg	51,500	46,500	91
	Warrick	7,000	6,200	89
	KENTUCKY			
	Breckenridge	4,200	3,400	79
	Crittenden	2,700	2,200	78
Daviess	20,600	18,000	87	
Hancock	1,600	1,200	76	
Henderson	10,300	8,800	85	
Hopkins	11,800	9,500	81	
McLean	2,900	2,400	84	
Muhlenberg	8,100	6,700	83	
Ohio	5,400	4,300	80	
Union	4,300	3,600	83	
Webster	4,700	3,500	76	
Between 25-50%	ILLINOIS			
	Crawford	7,000	6,400	91
	Effingham	6,900	5,600	82
	Jasper	3,600	3,100	85
	INDIANA			
Sullivan	7,300	6,700	91	
KENTUCKY				
Caldwell	4,200	3,100	73	
Grason	4,500	3,400	74	
Hart	4,100	3,400	82	
Lyon	1,500	1,200	77	
Under 25%	ILLINOIS: Williamson, Clay, Hardin, Jefferson, Marion, Pope, Saline, Washington.			
	INDIANA: Crawford, Greene, Harrison, Lawrence, Orange, Owen, Washington. KENTUCKY: Butler, Christian, Edmonson, Trigg.			
WTVW Station Total		398,500	342,200	86
ARB Total Net Weekly Circulation (March, 1962)			197,100	

# Indiana—Fort Wayne



**WANE-TV**



Ch. 15

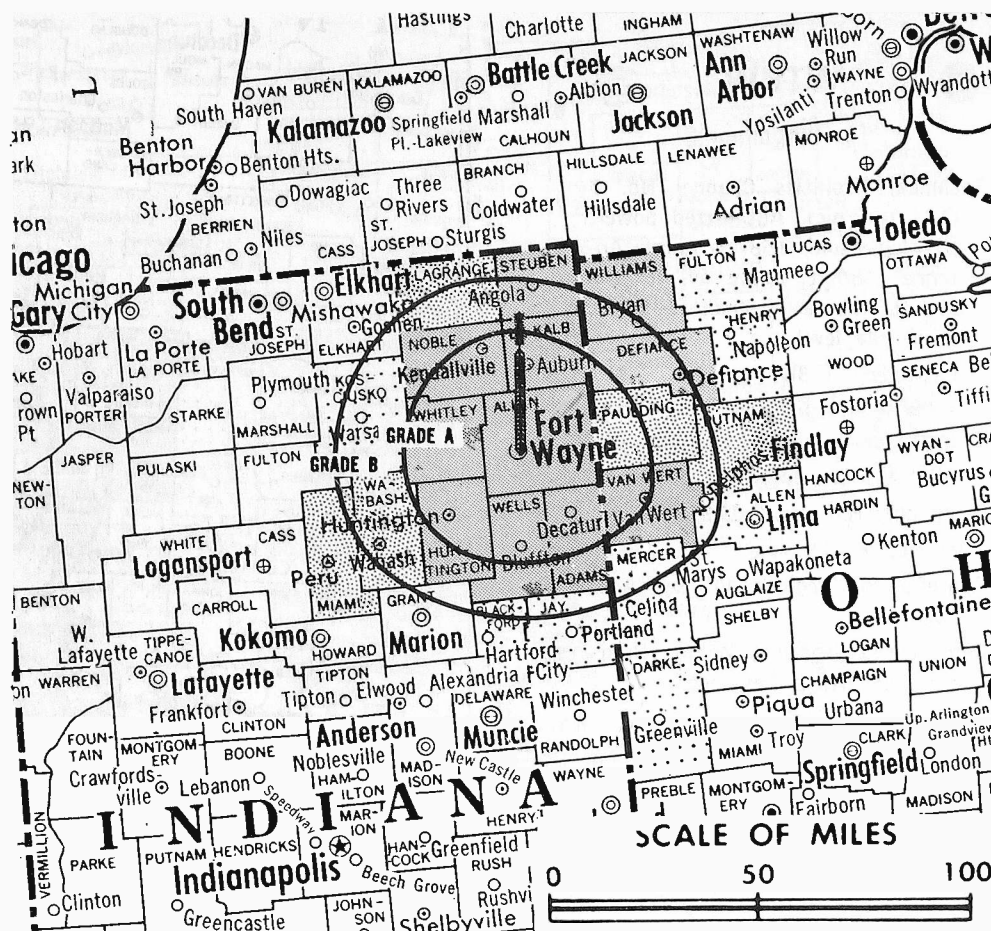
Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 436-kw maximum and 144-kw horizontal visual, 218-kw maximum and 77.6-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

Transmitter: West State Blvd. & Broadcast St., Ft. Wayne 15.

TV tape: Recording facilities.

AM Affiliate: WANE, 1-kw (.25-kw night), 1450 kc (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WANE-TV Ref: FCC File No. BPCT—2515 Granted 7/30/58

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## WANE-TV

Licensee: Indiana Bcstg. Corp., West State Blvd. & Broadcast St., Ft. Wayne 15, Ind.

Studio: Same as Licensee

Telephone: Anthony 9411, Ft. Wayne; 742-9411 (effective April 1, 1963).

TWX No.: 219-241-3744.

Ownership: Corinthian Broadcasting Corp., 86%; eight other stockholders, none owning more than 4%.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956. (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by H-R Television.

Represented (legal) by Covington & Burling.

Personnel:

- C. WREDE PETERSMEYER, president.
- REID G. CHAPMAN, v.p., general manager.
- JOHN KEENAN, commercial manager.
- KENNETH SEEMAN, program director.
- WALTER H. JONES, chief engineer.
- JOHN R. THOMPSON, promotion & merchandising director.
- ALAN ENGLANDER, treasurer.
- ROBERT H. SALK, secretary.

### DIGEST OF RATE CARD NO. 5—(March 15, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7:30-11 p.m., Sat. & Sun.  
\$500.00 \$300.00 \$200.00 \$125.00 \$120.00 \$110.00 \$55.00  
NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Adams	7,100	6,400	91
	Allen	70,400	65,500	93
	DeKalb	8,500	8,100	95
	Huntington	10,400	9,800	94
	Noble	8,500	7,700	91
	Steuben	5,300	4,900	93
	Wells	6,500	6,000	91
	Whitley	6,300	6,000	94
	OHIO			
Defiance	9,100	8,500	93	
Vanwert	8,900	8,400	94	
Williams	9,300	8,500	91	
Between 25-50%	INDIANA			
	Lagrange	4,800	3,700	78
	Miami	11,500	10,500	91
	Wabash	10,000	8,800	88
OHIO				
Paulding	5,000	4,600	92	
Putnam	7,600	6,900	92	
Under 25%	INDIANA			
	Blackford	4,700	4,300	93
	Jay	7,200	6,400	88
	Kosciusko	12,700	11,600	91
	OHIO			
	Allen	31,300	28,700	92
	Darke	13,900	12,900	93
	Fulton	8,600	7,800	91
Henry	7,600	7,300	96	
Mercer	8,900	8,300	93	
WANE-TV Station Total		284,100	261,600	92
ARB Total Net Weekly Circulation (March, 1962)			156,500	



# Indiana—Fort Wayne

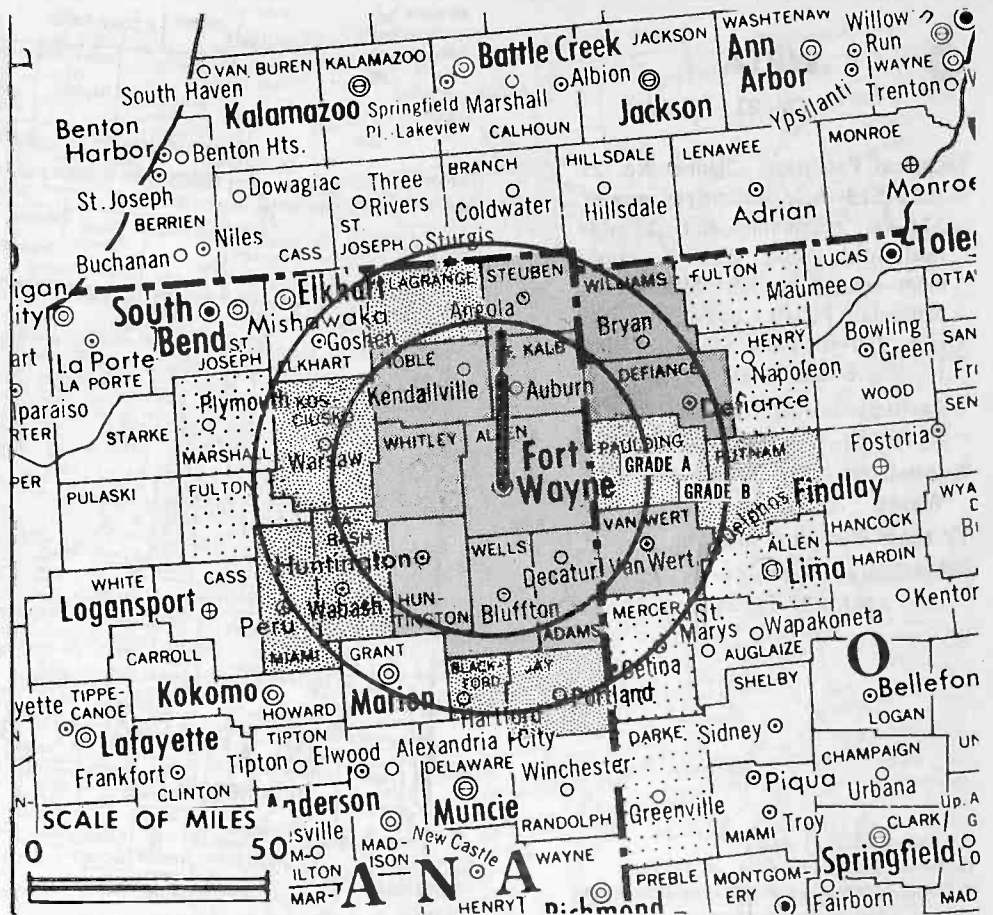
**WKJG-TV**  
Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 263-kw visual, 144-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"  
Longitude 85° 10' 28.47"

Transmitter: 2633 West State Blvd.  
TV tape: Recording facilities.

AM Affiliate: WKJG, 5-kw, 1380 kc (NBC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WKJG-TV Ref: FCC File No. BPCT-516 Granted 5/21/53

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## WKJG-TV

Licensee: WKJG Inc., 2633 West State Blvd.

Studio: 2633 West State Blvd.

Telephone: 742-2295.

TWX No.: FW 90.

Ownership: Truth Publishing Co., 60%; Walter R. Beardsley, 25%; John F. Dille Jr., 15%. Truth Publishing publishes Elkhart Truth and is licensee of WSJV (Ch. 28) and radio WTRC.

Began Operation: Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Television Digest, Vol. 13:5, 11).

Represented (sales) by Advertising Time Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN F. DILLE JR., president.  
HILLIARD GATES, general manager.  
PAUL C. BRINES, v.p.  
CARLETON B. EVANS, commercial manager.  
CALO O. MAHLOCK, program manager & film buyer.  
WAYNE ROTHGEB, farm director.  
EUGENE A. CHASE, chief engineer.

DIGEST OF RATE CARD NO. 11  
(Jan. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$140.00	\$110.00

NETWORK BASE HOURLY RATE: \$525.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA				
		Adams	7,100	6,400	91
		Allen	70,400	65,500	93
		DeKalb	8,500	8,100	95
		Huntington	10,400	9,800	94
		Noble	8,500	7,700	91
		Steuben	5,300	4,900	93
		Wells	6,500	6,000	91
	Whitley	6,300	6,000	94	
<b>Between 25-50%</b>	OHIO				
		Defiance	9,100	8,500	93
		Vanwert	8,900	8,400	94
		Williams	9,300	8,500	91
		Putnam	7,600	6,900	92
<b>Under 25%</b>	INDIANA				
		Fulton	5,500	5,000	92
		Marshall	9,800	9,000	91
	OHIO				
		Allen	31,300	28,700	92
		Darke	13,900	12,900	93
		Fulton	8,600	7,800	91
	Henry	7,600	7,300	96	
	Mercer	8,900	8,300	93	
WKJG-TV Station Total			299,400	275,600	92
ARB Total Net Weekly Circulation (March, 1962)			155,600		

# Indiana—Fort Wayne



**WPTA**

Ch. 21

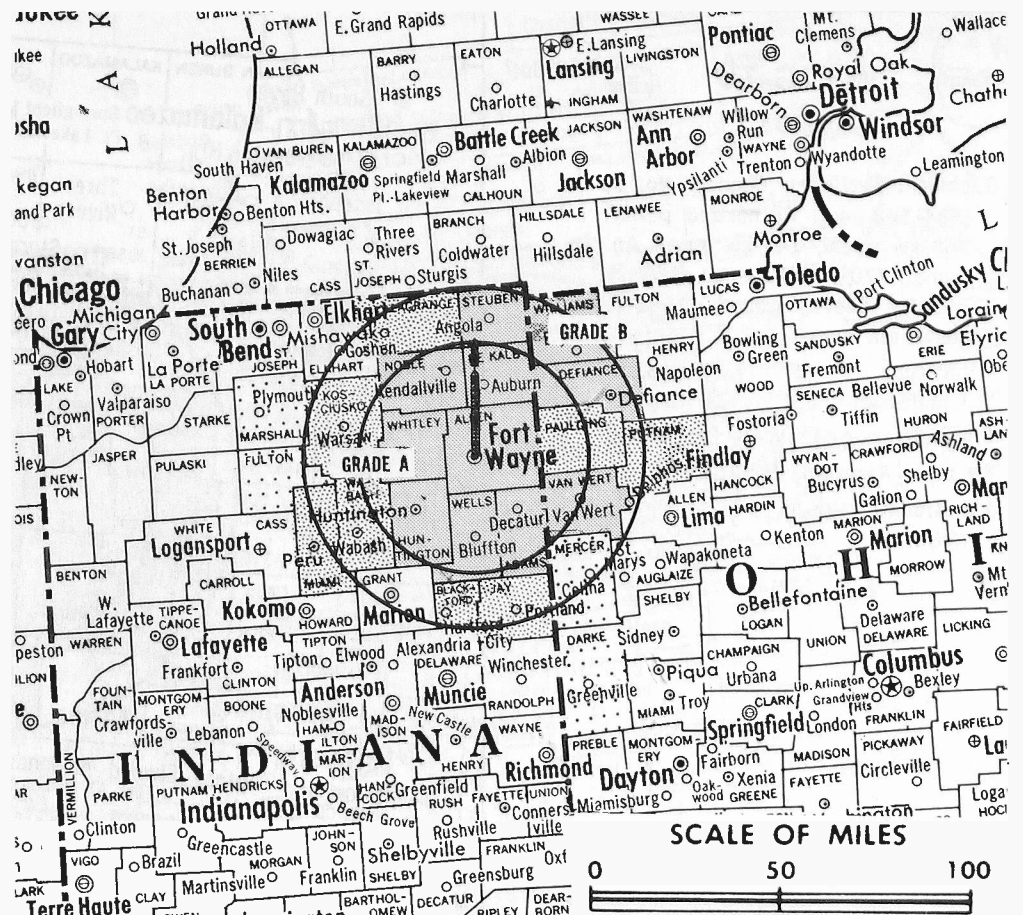
Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 175-kw maximum and 110-kw horizontal visual, 87.7-kw maximum and 55-kw horizontal aural. Antenna: 760-ft. above av. terrain, 767-ft. above ground, 1584-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 85° 11' 00"

Transmitter: 3333 Butler Rd., Fort Wayne.

TV tape: Recording facilities.

FM Affiliate: WPTH, 44-kw, 95.1 mc (No. 236), 680-ft. antenna.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WPTA Ref: FCC File No. BMPCT-4800 Granted 8/27/57

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## WPTA

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind.

Studio: 3333 Butler Rd., Fort Wayne

Telephone: Anthony 7125 TWX No.: FW 96.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: Sept. 28, 1957.

Represented (sales) by Young Television Corp.

Represented (legal) by A. L. Stein.

Personnel:

SARKES TARZIAN, president.

RICHARD D. MORGAN, general manager.

VICTOR H. STERLING, local sales manager.

JAMES S. PARENT, chief engineer.

DIGEST OF RATE CARD NO. 6  
(Aug. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$120.00 \$60.00
NETWORK BASE HOURLY RATE: \$525.						

For Other Sarkes Tarzian Properties,  
See Listing Under Group Ownership.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Adams	7,100	6,400	91
	Allen	70,400	65,500	93
	DeKalb	8,500	8,100	95
	Huntington	10,400	9,800	94
	Noble	8,500	7,700	91
	Steuben	5,300	4,900	93
	Wells	6,500	6,000	91
	Whitley	6,300	6,000	94
	OHIO			
Defiance	9,100	8,500	93	
Vanwert	8,900	8,400	94	
Williams	9,300	8,500	91	
Between 25-50%	INDIANA			
	Blackford	4,700	4,300	93
	Jay	7,200	6,400	88
	Kosciusko	12,700	11,600	91
	Lagrange	4,800	3,700	78
Miami	11,500	10,500	91	
Wabash	10,000	8,800	88	
OHIO				
Paulding	5,000	4,600	92	
Putnam	7,600	6,900	92	
Under 25%	INDIANA			
	Fulton	5,500	5,000	92
	Marshall	9,800	9,000	91
	OHIO			
	Darke	13,900	12,900	93
Mercer	8,900	8,300	93	
WPTA Station Total		251,900	231,800	92
ARB Total Net Weekly Circulation (March, 1962)			151,500	

# Indiana—Indianapolis

**WFBM-TV**  
Ch. 6

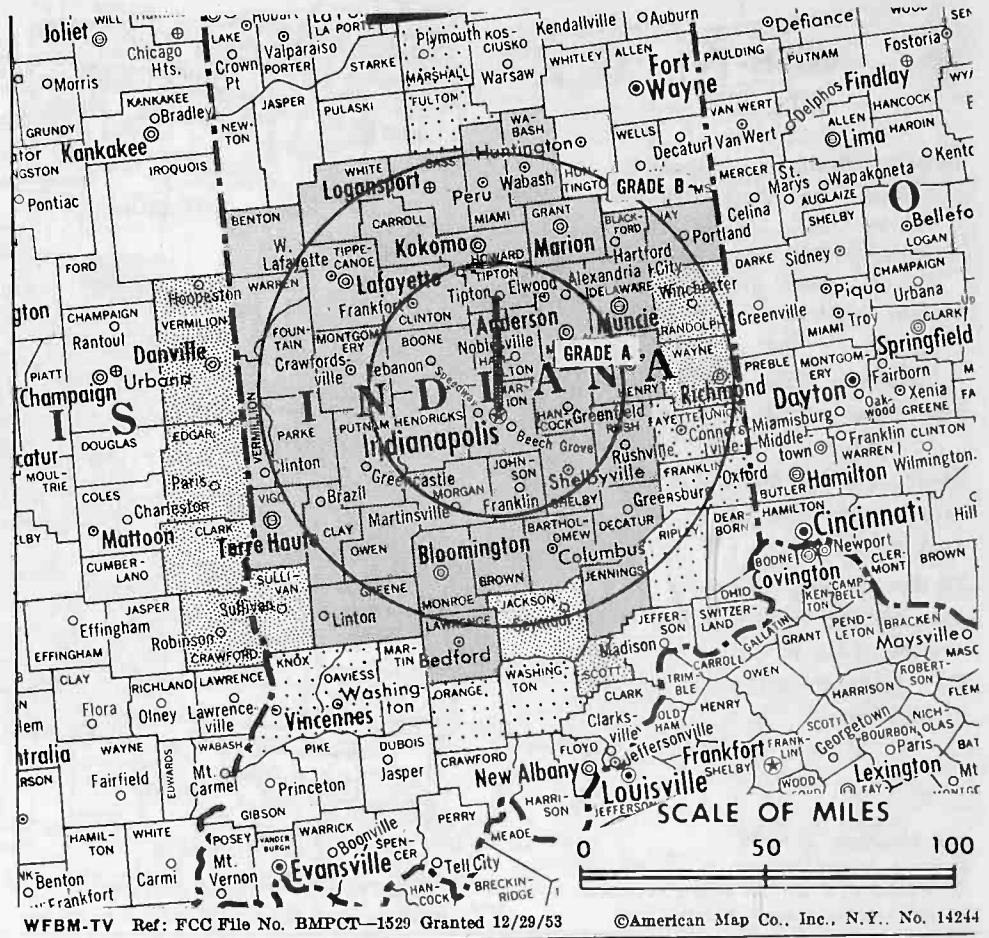
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"  
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Rd.  
TV tape: Recording facilities.

AM Affiliate: WFBM, 5-kw, 1260 kc.  
FM Affiliate: WFBM-FM, 51.9-kw, 94.7 mc (No. 234).

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WFBM-TV Ref: FCC File No. BMPCT-1529 Granted 12/29/53

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## WFBM-TV

Licensee: Time-Life Broadcast Inc., 1330 N. Meridian St., Indianapolis 2.

Studio: 1330 N. Meridian St.

Telephone: Melrose 4-8521. TWX No.: 317-634-5992.

Ownership: Time-Life Broadcast Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Begin Operation: May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50-51; 13:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

### Personnel:

ELDON CAMPBELL, v.p. & general manager.  
DON MENKE, station manager.  
HUGH L. KIBBEY, sales manager.  
WARREN WRIGHT, program manager & film buyer.  
KEITH C. STRANGE, promotion manager.  
THOMAS E. CARROLL, business manager.  
EARL JOHNSON, program operations manager.  
ROBERT FLANDERS, director of engineering.  
SUE STATON, sales service manager.  
ROBERT GAMBLE, news & information services manager.  
TOM CARNEGIE, sports director.

### DIGEST OF RATE CARD NO. 19-D (Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.	\$1400.00	\$840.00	\$560.00	\$400.00	\$375.00	\$190.00
NETWORK BASE HOURLY RATE: \$1550						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Bartholomew	14,700	13,600	93
	Benton	3,400	3,200	91
	Blackford	4,700	4,300	93
	Boone	8,700	8,200	94
	Brown	2,100	1,900	93
	Carroll	5,300	5,000	93
	Cass	12,400	11,100	80
	Clay	8,100	7,600	93
	Clinton	9,900	9,200	94
	Decatur	6,000	5,500	91
	Delaware	33,800	31,700	94
	Fountain	6,000	5,600	92
	Grant	22,800	20,700	91
	Greene	9,000	8,000	90
	Hamilton	12,400	11,800	95
	Hancock	8,300	7,800	95
	Hendricks	12,500	11,100	95
	Henry	14,800	13,800	93
	Howard	21,300	19,900	94
	Jay	7,200	6,400	88
	Jennings	4,500	4,000	90
	Lawrence	11,300	10,400	91
	Madison	38,900	36,700	95
	Marion	218,100	203,800	94
	Miami	11,500	10,500	91
	Monroe	17,100	14,800	87
Montgomery	10,200	9,600	94	
Morgan	10,100	9,400	94	
Owen	3,700	3,400	91	
Parke	4,800	4,500	93	
Putnam	6,900	6,400	92	
Rush	6,100	5,800	95	
Shelby	10,700	10,100	95	
Tipton	25,400	22,400	88	
Warrick	4,900	4,700	95	

WFBM-TV Station Total 837,600 771,300 92  
ARB Total Net Weekly Circulation (March, 1962) 598,400

# Indiana—Indianapolis



**WISH-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"  
Longitude 86° 00' 21"

Transmitter: Rawls Ave. & South Post Rd.

Studio: 1440 N. Meridian St.

Telephone: Melrose 4-6411.

TWX No.: IP 276.

TV tape: Recording facilities.

AM Affiliate: WISH, 5-kw (1-kw night), 1310 kc (CBS).

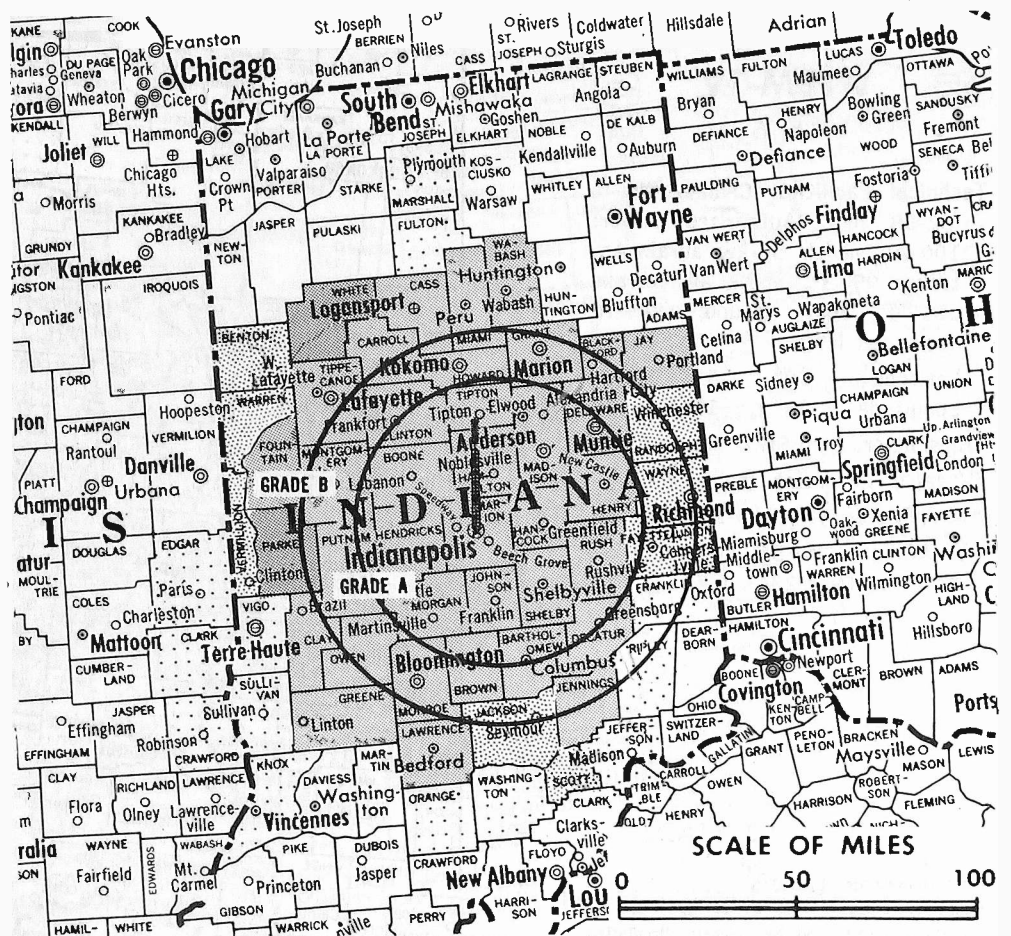
FM Affiliate: WISH-FM, 41-kw, 107.9 mc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WISH-TV Ref: FCC File No. BPCT-110 Granted 1/28/54

© American Map Co., Inc., N.Y., No. 14244

## WISH-TV

Licensee: Indiana Broadcasting Corporation, 1440 N. Meridian St., Indianapolis 2.

Ownership: Corinthian Broadcasting Corp., 86%; 8 other stockholders, none owns more than 4%.

Began Operation: June 26, 1954. Sale, along with WANE-TV, Fort Wayne & radio WANE, to present owners approved Oct. 10, 1956 by FCC (Television Digest, Vol. 12:34, 41).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

- C. WREDE PETERSMEYER, president.
- ROBERT B. McCONNELL, v.p., general manager & film buyer.
- ALAN S. ENGLANDER, treasurer.
- ROBERT H. SALK, secretary.
- JOSEPH E. LAKE, commercial manager.
- RAY REISINGER, promotion & merchandising director.
- DAVE SMITH, program & production manager.
- C. E. WALLACE, chief engineer.

### DIGEST OF RATE CARD NO. 3D

(Jan. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$1300.00	\$780.00	\$520.00	\$325.00	\$380.00	\$190.00
NETWORK BASE HOURLY RATE:	\$1450.					



**THE MIGHTY HERCULES  
THE MIGHTIEST  
NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Bartholomew	14,700	13,600	93
	Blackford	4,700	4,300	93
	Boone	8,700	8,200	94
	Brown	2,100	1,900	93
	Carroll	5,300	5,000	93
	Cass	12,400	11,100	90
	Clay	8,100	7,600	93
	Clinton	9,900	9,200	94
	Decatur	6,000	5,500	91
	Delaware	33,800	31,700	94
	Fountain	6,000	5,600	92
	Grant	22,800	20,700	91
	Greene	9,000	8,000	90
	Hamilton	12,400	11,800	95
	Hancock	8,300	7,800	95
	Hendricks	12,500	11,900	95
	Henry	14,800	13,800	93
	Howard	21,300	19,900	94
	Jay	7,200	6,400	88
	Jennings	4,500	4,000	90
	Johnson	13,000	12,600	97
	Lawrence	11,300	10,400	91
	Madison	38,900	36,700	95
	Marion	218,100	203,800	94
	Miami	11,500	10,500	91
	Monroe	17,100	14,800	87
	Montgomery	10,200	9,600	94
	Morgan	10,100	9,400	94
	Owen	3,700	3,400	91
	Parke	4,800	4,500	92
	Putnam	6,900	6,400	92
	Rush	6,100	5,800	95
	Shelby	10,700	10,100	95
	Tippecanoe	25,400	22,400	88
	Tipton	4,900	4,700	95
	Wabash	10,000	8,800	88
	White	6,200	5,700	91
(Continued on page 189)				

WISH-TV Station Total	820,100	757,300	92
ARB Total Net Weekly Circulation (March, 1962)	567,100		

# Indiana—Indianapolis



**WLW-I**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 982-ft. above av. terrain, 1022-ft. above ground, 1846-ft. above sea level.

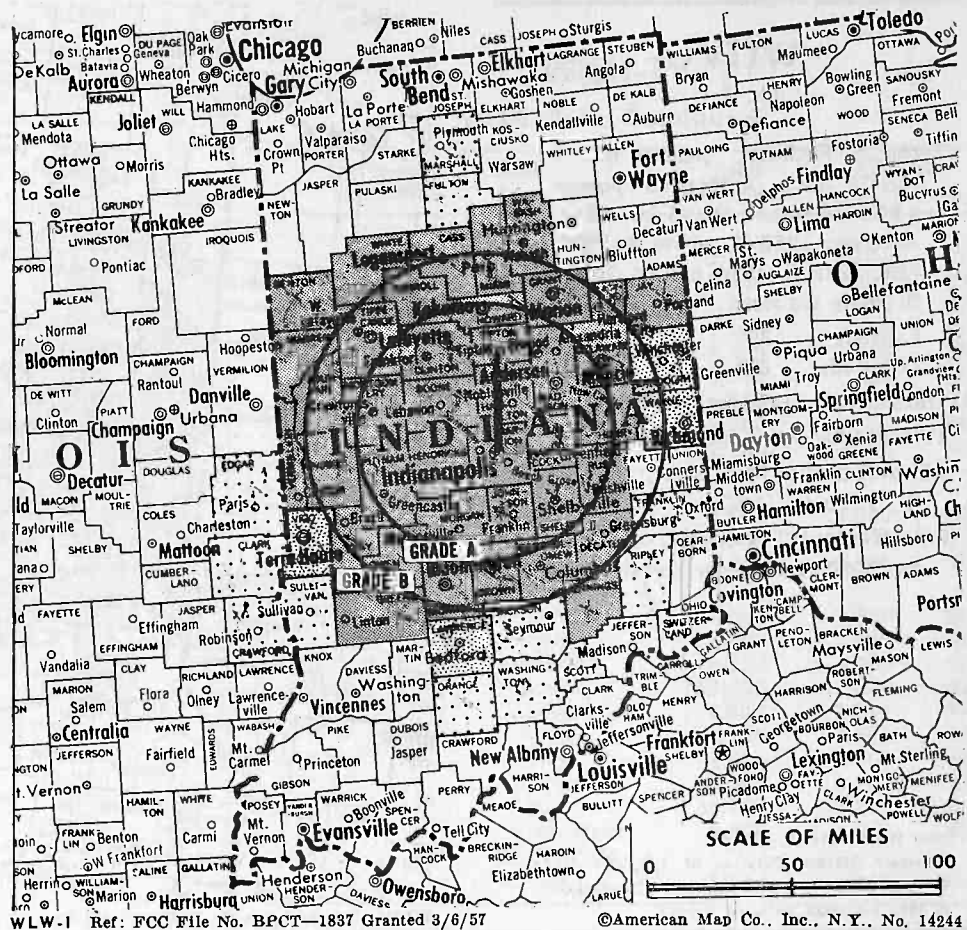
Latitude 39° 55' 43"  
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.

Studio: 1401 N. Meridian St.

TV tape: Recording facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WLW-I Ref: FCC File No. BPCT-1837 Granted 3/6/57

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## WLW-I

Grantee: Crosley Broadcasting Corp., 140 W. 9th St., Crosley Square, Cincinnati, O.

Telephone: Melrose 9-2311. TWX No.: IP 347.

Ownership: See WLW-T, Cincinnati, O.

Began Operation: Oct 30, 1957.

Represented (sales) by Crosley Broadcasting Corp.; Tracy Moore & Associates (West Coast); Bomar Lowrance (South).

Represented (legal) by Hogan & Hartson.

### Personnel:

- JAMES D. SHOUSE, chairman.
- ROBERT E. DUNVILLE, president.
- JOHN T. MURPHY, exec. vice president.
- H. P. LASKER, v.p., sales (New York).
- T. AL BLAND, v.p., programming.
- JOHN BABCOCK, v.p. general manager.
- ROBERT LAMB, sales manager.
- CHARLES BRODHEAD, program manager.
- BRUCE COX, manager of special broadcast services.
- CHARLES ROGERS, promotion-publicity director.
- NORMAN NIXON, chief engineer.
- DAVE SELBY, sales-service manager.
- TOM ATKINS, news director.

### DIGEST OF RATE CARD NO. 5

(May 15, 1962)

Hour	30 Min.	40 Sec.	30 Sec.	20 Sec.	ID	
Class AA—7:30-10:30 p.m., daily.	\$1400.00	\$840.00	\$620.00	\$525.00	\$375.00	\$188.00

NETWORK BASE HOURLY RATE: \$1400.

For Other Crosley Broadcast Interests,  
see Listing Under Group Ownership.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>INDIANA</b>			
	Bartholomew	14,700	13,600	93
	Benton	3,400	3,200	91
	Blackford	4,700	4,300	93
	Boone	8,700	8,200	94
	Brown	2,100	1,900	93
	Carroll	5,300	5,000	93
	Cass	12,400	11,100	90
	Clay	8,100	7,600	93
	Clinton	9,900	9,200	94
	Decatur	6,000	5,500	91
	Delaware	33,800	31,700	94
	Fountain	6,000	5,600	92
	Grant	22,800	20,700	91
	Greene	9,000	8,000	90
	Hamilton	12,400	11,800	95
	Hancock	8,300	7,800	95
	Hendricks	12,500	11,900	95
	Henry	14,800	13,800	93
	Howard	21,300	19,900	94
Jay	7,200	6,400	88	
Jennings	4,500	4,000	90	
Johnson	13,000	12,600	97	
Madison	38,900	36,700	95	
Marion	218,100	203,800	94	
Miami	11,500	10,500	91	
Monroe	17,100	14,800	87	
Montgomery	10,200	9,600	94	
Morgan	10,100	9,400	94	
Owen	3,700	3,400	91	
Parke	4,800	4,500	93	
Putnam	6,900	6,400	92	
Rush	6,100	5,800	95	
Shelby	10,700	10,100	95	
Tippecanoe	25,400	22,400	88	
Tipton	4,900	4,700	95	
Vermillion	6,000	5,600	93	
Wabash	10,000	8,800	88	
Warren	2,600	2,300	88	
White	6,200	5,700	91	

WLWI Station Total	793,800	733,300	92
ARB Total Net Weekly Circulation (March, 1962)		560,500	

# Indiana—Bloomington-Indianapolis

**WTTV**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 44.55-kw visual, 26.75-kw aural. Antenna: 1250-ft. above av. terrain, 1222-ft. above ground, 2097-ft. above sea level.

Latitude 39° 24' 26.5"  
Longitude 86° 08' 52.0"

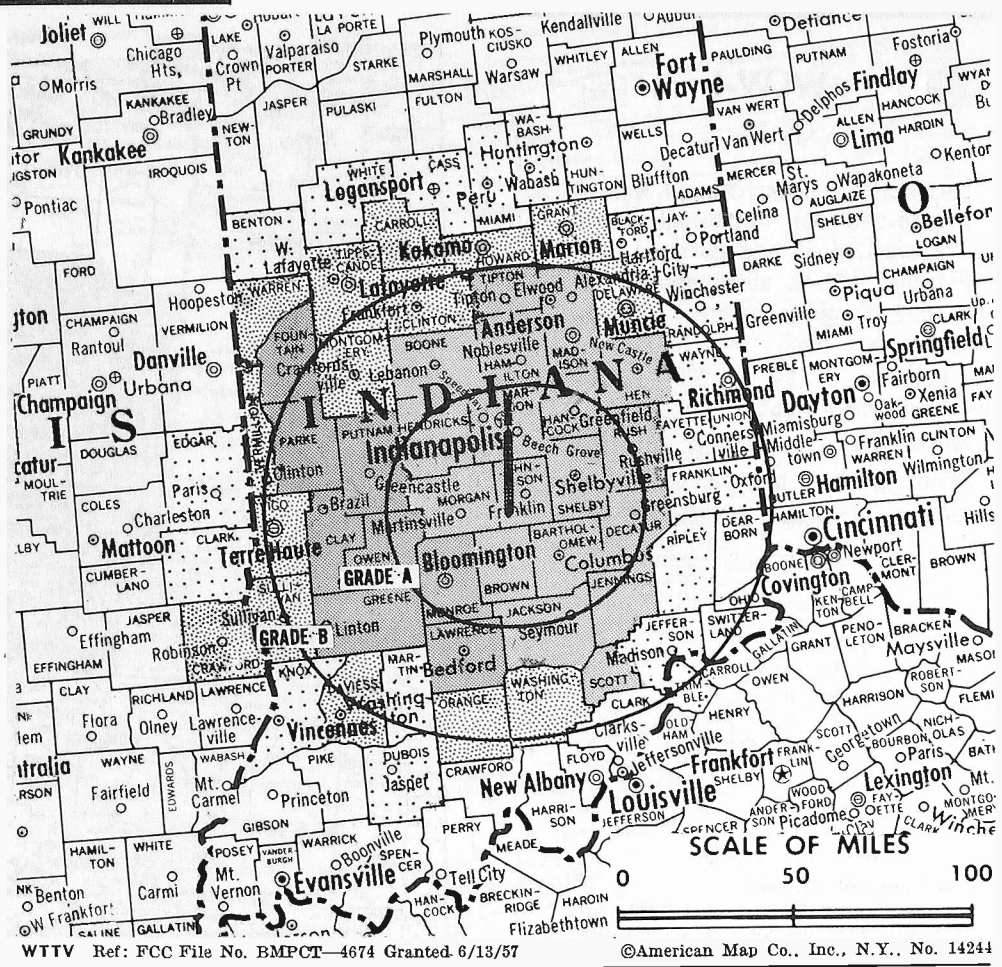
Transmitter: Trafalgar, Ind.

TV tape: Recording facilities.

AM Affiliate: WTTS, 5-kw, (.5-kw-N), 1370 kc. (ABC).

FM Affiliate: WTTV-FM, 37-kw, 92.3 mc, 1090-ft. above av. terrain.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WTTV Ref: FCC File No. BMPCT-4674 Granted 6/13/57

©American Map Co., Inc., N.Y., No. 14244

## WTTV

Network Service: None, independent.  
Licensee: Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.  
Studios: E. Hillside Drive, Bloomington; 3490 Bluff Rd., Indianapolis.  
Business Office: 3490 Bluff Rd., Indianapolis.  
Telephone: State 7-2211, Indianapolis.  
TWX No.: IP 74.  
Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15½%; Patricia Tarzian, 15½%. Firm also manufacturers TV-radio parts & tubes. Also operates WPTA, Ft. Wayne (Ch. 21); WFAM-TV, Lafayette, Ind.  
Began Operation: Nov. 11, 1949.  
Represented (sales) by Young Television Corp.  
Represented (legal) by Cohn & Marks.  
Represented (engineering) by Kear and Kennedy.  
Personnel:  
SARKES TARZIAN, president.  
ROBERT G. HOLBEN, general & sales manager.  
BERNARD J. SOUERS, local sales manager.  
WILLIAM THOMAS, national sales manager.  
ART HOOK, program director & film buyer.  
FRED MOLCHIN, chief engineer.

### DIGEST OF RATE CARD NO. 12 (July 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—6:30-9 p.m., Sun.-Fri.; 6-9 p.m., Sat.	\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$50.00

Also see Sarkes Tarzian Listings under Manufacturers of Transmitters, Studio and Closed-Circuit Equipment.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Bartholomew	14,700	13,600	93
	Boone	8,700	8,200	94
	Brown	2,100	1,900	93
	Clay	8,100	7,600	93
	Decatur	6,000	5,500	91
	Fountain	6,000	5,600	92
	Greene	9,000	8,000	90
	Hamilton	12,400	11,800	95
	Hancock	8,300	7,800	95
	Hendricks	12,500	11,900	95
	Henry	14,800	13,800	93
	Jackson	9,300	8,600	92
	Jennings	4,500	4,000	90
	Johnson	13,000	12,600	97
	Lawrence	11,300	10,400	91
	Madison	38,900	36,700	95
Marion	218,100	203,800	94	
Monroe	17,100	14,800	87	
Morgan	10,100	9,400	94	
Owen	3,700	3,400	91	
Parke	4,800	4,500	93	
Putnam	6,900	6,400	92	
Rush	6,100	5,800	95	
Scott	4,300	3,700	85	
Shelby	10,700	10,100	95	
Tipton	4,900	4,700	95	
Between 25-50%	ILLINOIS			
	Crawford	7,000	6,400	91
	INDIANA			
	Carroll	5,300	5,000	93
	Clinton	9,900	9,200	94
	Daviess	8,100	6,900	86
	Delaware	33,800	31,700	94
Grant	22,800	20,700	91	
Howard	21,300	19,900	94	
Montgomery	10,200	9,600	94	
Orange	5,100	4,500	87	
(Continued on next page)				
WTTV Station Total		823,300	759,200	92
ARB Total Net Weekly Circulation (March, 1962)			451,300	

## WTTV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	Sullivan	7,300	6,700	91
	Tippecanoe	25,400	22,400	88
	Vermillion	6,000	5,600	93
	Vigo	35,100	32,200	92
	Warren	2,600	2,300	88
	Washington	5,400	4,600	85
<b>Under 25%</b>	ILLINOIS			
	Clark	5,500	4,800	88
	Edgar	7,500	6,900	91
	INDIANA			
	Benton	3,400	3,200	91
	Blackford	4,700	4,300	93
	Cass	12,400	11,100	90
	Dubois	7,500	6,400	86
	Fayette	7,400	6,800	93
	Franklin	4,500	3,900	86
Jay	7,200	6,400	88	
Jefferson	6,700	6,000	90	
Knox	13,400	12,200	91	
Martin	2,900	2,600	88	
Miami	11,500	10,500	91	
Randolph	9,100	8,300	92	
Ripley	6,000	5,300	88	
Union	1,900	1,700	88	
Wabash	10,000	8,800	88	
Wayne	22,400	20,700	92	
White	6,200	5,700	91	
KENTUCKY				
Trimble	1,500	1,300	86	

## WLW-I

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	INDIANA			
	Lawrence	11,300	10,400	91
	Randolph	9,100	8,300	92
	Vigo	35,100	32,200	92
	Wayne	22,400	20,700	92
<b>Under 25%</b>	ILLINOIS			
	Clark	5,500	4,800	88
	Crawford	7,000	6,400	91
	Edgar	7,500	6,900	91
	INDIANA			
	Franklin	4,500	3,900	86
	Fulton	5,500	5,000	92
	Jackson	9,300	8,600	92
	Marshall	9,800	9,000	91
	Orange	5,100	4,500	87
Ripley	6,000	5,300	88	
Scott	4,300	3,700	85	
Sullivan	7,300	6,700	91	
Switzerland	2,200	1,900	85	
Washington	5,400	4,600	85	
KENTUCKY				
Carroll	2,400	2,100	85	

For ARB County-by-County Data,  
see pages 39-a through 54-a

## Indiana—Indianapolis

### WISH-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	INDIANA			
	Benton	3,400	3,200	91
	Fayette	7,400	6,800	93
	Jackson	9,300	8,600	92
	Randolph	9,100	8,300	92
	Scott	4,300	3,700	85
	Union	1,900	1,700	88
	Vermillion	6,000	5,600	93
	Warren	2,600	2,300	88
	Wayne	22,400	20,700	92
<b>Under 25%</b>	ILLINOIS			
	Clark	5,500	4,800	88
	Crawford	7,000	6,400	91
	Edgar	7,500	6,900	91
	INDIANA			
	Franklin	4,500	3,900	86
	Fulton	5,500	5,000	92
	Jefferson	6,700	6,000	90
	Knox	13,400	12,200	91
	Marshall	9,800	9,000	91
Orange	5,100	4,500	87	
Ripley	6,000	5,300	88	
Sullivan	7,300	6,700	91	
Vigo	35,100	32,200	92	
Washington	5,400	4,600	85	
KENTUCKY				
Trimble	1,500	1,300	86	

### WFBM-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	INDIANA—(Continued)			
	Vermillion	6,000	5,600	93
	Vigo	35,100	32,200	92
	Wabash	10,000	8,800	88
	Warren	2,600	2,300	88
	White	6,200	5,700	91
<b>Between 25-50%</b>	ILLINOIS			
	Clark	5,500	4,800	88
	Crawford	7,000	6,400	91
	Edgar	7,500	6,900	91
	Vermillion	30,600	27,800	91
<b>Under 25%</b>	INDIANA			
	Jackson	9,300	8,600	92
	Randolph	9,100	8,300	92
	Scott	4,300	3,700	85
	Sullivan	7,300	6,700	91
	Wayne	22,400	20,700	92
<b>Under 25%</b>	INDIANA			
	Daviess	8,100	6,900	86
	Fayette	7,400	6,800	93
	Franklin	4,500	3,900	86
	Fulton	5,500	5,000	92
	Knox	13,400	12,200	91
	Marshall	9,800	9,000	91
	Orange	5,100	4,500	87
	Ripley	6,000	5,300	88
	Union	1,900	1,700	88
Washington	5,400	4,600	85	

# Indiana—Lafayette



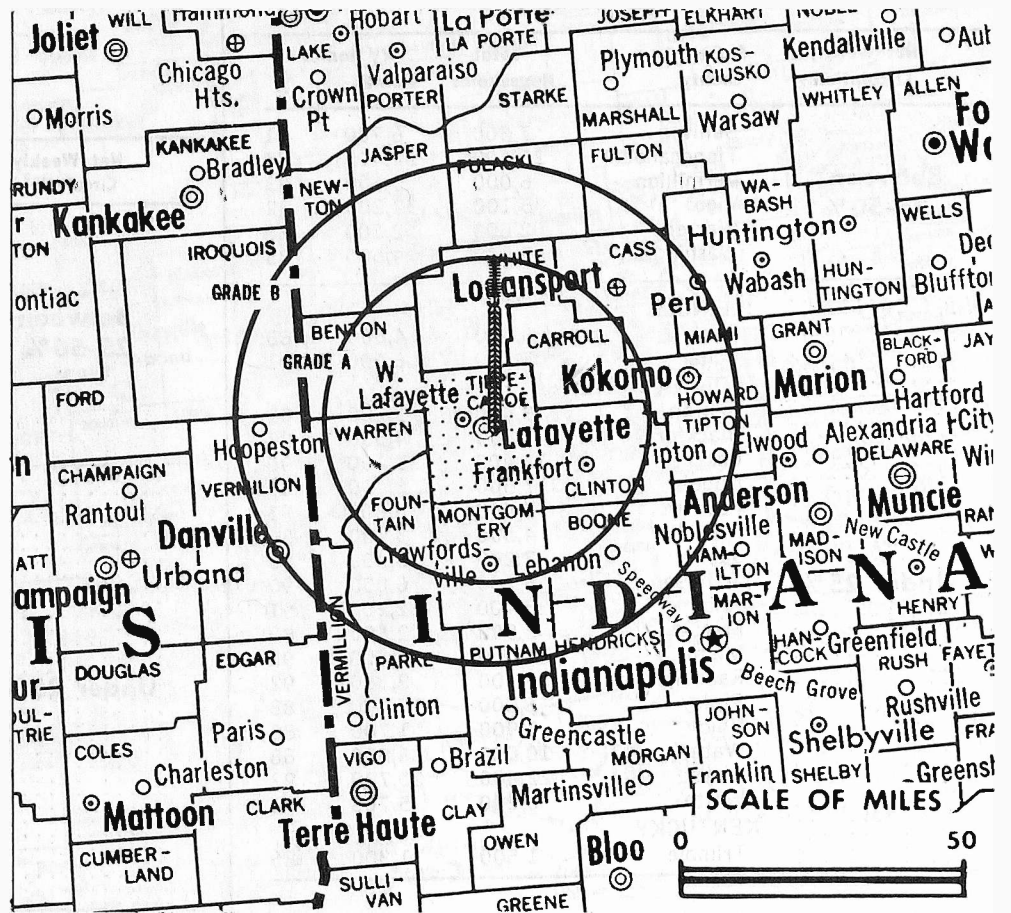
## WFAM-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw visual, 100-kw aural. Antenna: 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

Latitude 40° 24' 07"  
Longitude 86° 50' 59"

Transmitter: McCarty Lane.  
Studio: McCarty Lane.



Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.

WFAM-TV Ref: FCC File No. BPCT-2258 Granted 4/3/57

© American Map Co., Inc., N.Y., No. 14244

## WFAM-TV

Network Service: CBS (EMP).

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington

Studio: McCarty Lane.

Telephone: 2-7306. TWX No.: LAF 481.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: May 8, 1958 on Ch. 59, but left the air May 15, 1959 while sale to Sarkes Tarzian was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959 by FCC; resumed operation on Ch. 18 Nov. 15, 1959 (Television Digest, Vol. 15:19-20, 25, 46). Transfer of TV and radio WASK to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (Vol. 13:4, 8).

Represented (sales) by Young Television Corp.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear and Kennedy.

Personnel:

RICHARD LONG, manager & sales mgr.  
CHARLES ANDERSON, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Oct. 1, 1959)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-11 p.m., daily.					
\$150.00	\$100.00	\$75.00	\$50.00	\$25.00	\$12.50

NETWORK BASE HOURLY RATE: \$85.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None	Over 50%		
Between 25-50%	None	Between 25-50%		
Under 25%	INDIANA Tippecanoe	25,400	22,400	88
WFAM-TV Station Total		25,400	22,400	88
ARB Total Net Weekly Circulation (March, 1962)			12,500	



# Indiana—Marion

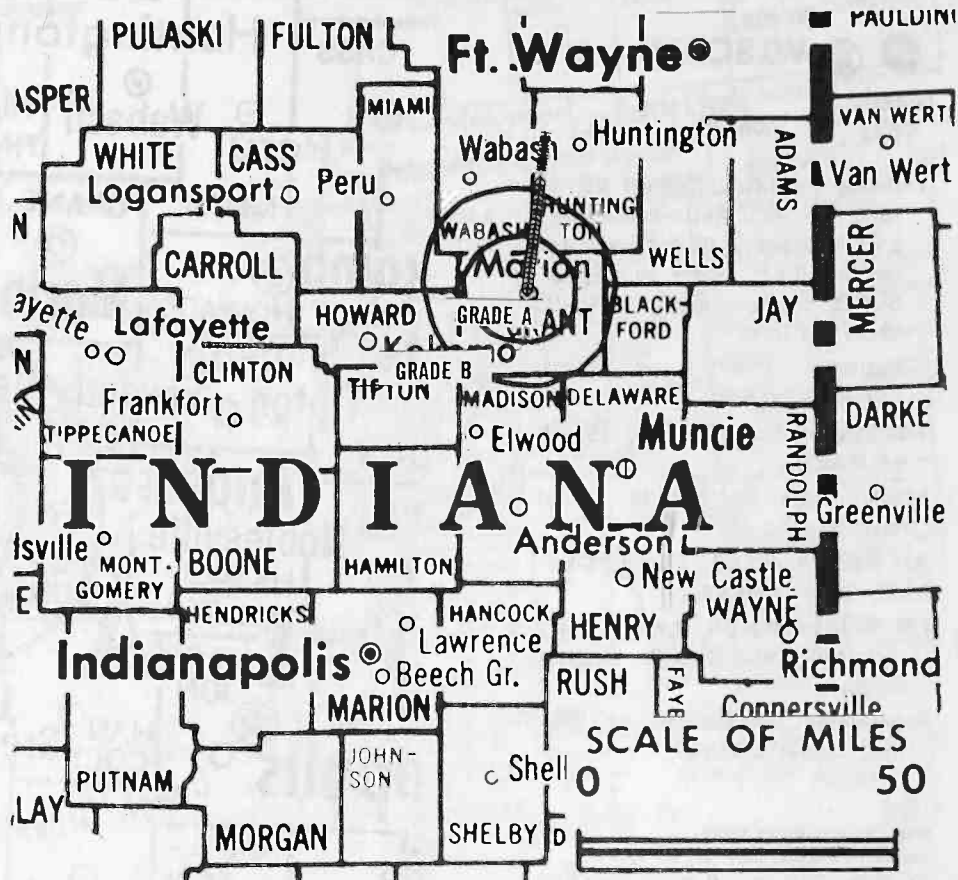
## WTAF-TV

Ch. 31

Technical Facilities: Channel No. 31  
(572-578 mc). Authorized power:  
21.9-kw visual, 11.8-kw aural. An-  
tenna: 250-ft. above av. terrain,  
233-ft. above ground, 1033-ft.  
above sea level.

Latitude 40° 33' 26"  
Longitude 85° 39' 52"

Transmitter: Marion.



WTAF Ref: FCC File No. BPCT-2923 Granted 4/3/62

©American Map Co., Inc., N.Y., No. 14244

## WTAF-TV

Network Service: None, independent.

Licensee: Geneco Broadcasting Inc., P.O. Box 631, 314 S. Boots St.

Studio: 314 S. Boots St.

Telephone: North 4-7117.

Ownership: Eugene C. Thompson, 100%.

Began Operation: Nov. 1, 1962.

Represented (sales) by Weed Television Corp.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Ralph J. Bitzer.

Personnel:

EUGENE C. THOMPSON, president.

ROBERT FINCANNON, v.p. & general manager.

T. RAY CLINE, production manager.

RICHARD W. FLOREA, asst. mgr. & news director.

BLAIR WEICHT, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., daily.						
\$105.00	\$63.00	\$42.00	\$26.25	\$21.00	\$15.75	\$10.50

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



**YOUR KIDS AUDIENCE  
IS IN THE BAG WITH  
"FELIX THE CAT"  
—TV'S HAPPIEST  
CARTOON CHARACTER**

HAPPILY DISTRIBUTED BY  
TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Indiana—Muncie

abc **WLBC-TV**

NB Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 14.1-kw visual, 7.08-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level.

Latitude 40° 09' 01"  
Longitude 85° 22' 45"

Transmitter: State Rd. No. 35, SE of Muncie.

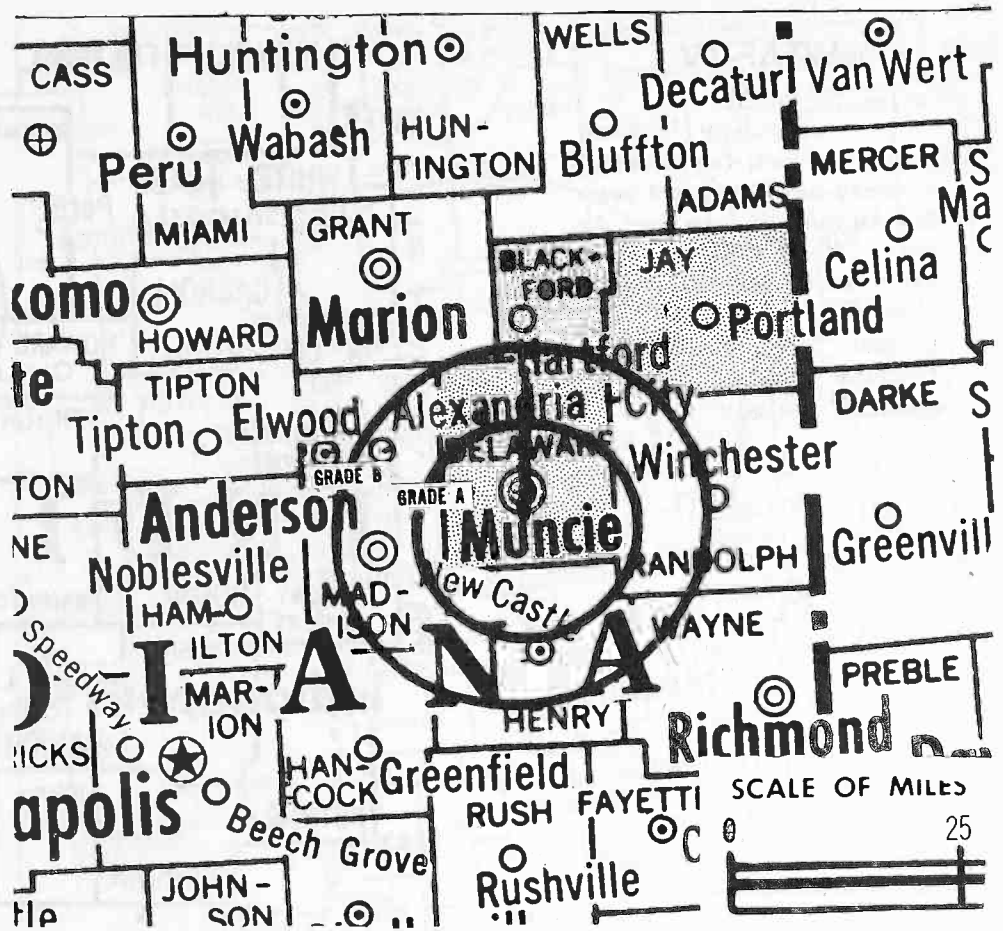
Studio: State Rd. No. 35, SE of Muncie.

AM Affiliate: WLBC, 1-kw (.25-kw-N), 1340 kc (CBS).

FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

Represented (engineering) by Silliman, Moffet & Rohrer.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WLBC-TV Ref: FCC File No. BMPCT-1350 Granted 10/21/53

©American Map Co., Inc., N.Y., No. 14244

## WLBC-TV

Network Service: ABC, NBC; also CBS, on per program basis.

Licensee: Tri-City Radio Corp., 420 Alden Rd., Box 271.

Telephone: Atlas 8-4403 TWX No.: MUN 187.

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by Hal Holman Co. (Chicago & New York).

Represented (legal) by John M. Midlen.

### Personnel:

DON BURTON, president, treasurer & general manager.  
W. F. CRAIG, v.p., commercial manager & film buyer.  
JOHN M. CRAIG, v.p. & director, local sales.  
GARNET BURTON, secretary.  
ANN CRAIG, assistant treasurer.  
FLORENCE BOYD, v.p. & executive secretary.  
PATRICK S. FINNEGAN, v.p. & chief engineer.

## DIGEST OF RATE CARD NO. 4

(Nov. 10, 1962)

Hour	30 Min.	15 Min.	10 Min.	.5 Min.	Min. or 10 Sec.	20 Sec.
Class A—7-11 p.m., daily.	\$200.00	\$120.00	\$60.00	\$45.00	\$25.00	\$20.00
NETWORK BASE HOURLY RATE:	\$200 (NBC), \$200 (ABC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	None Over 50%			
<b>Between 25-50%</b>	INDIANA			
	Blackford	4,700	4,300	93
	Delaware	33,800	31,700	94
Jay	7,200	6,400	88	
<b>Under 25%:</b>	None Under 25%			
WLBC-TV Station Total		45,700	42,400	93
ARB Total Net Weekly Circulation (March, 1962)			9,700	

# Indiana—South Bend

**WNDU-TV**  
Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: 586-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level, with 1/2° electrical beam tilt.

Latitude 41° 36' 26"  
Longitude 86° 12' 48"

Transmitter: Ironwood & Kern Rds.  
TV tape: Recording facilities.

AM Affiliate: WNDU, 1-kw, 1490 kc (ABC).

FM Affiliate: WNDU-FM, 20-kw, 92.9 mc (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



## WNDU-TV

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

Studio: P.O. Box 16, Juniper Road, South Bend, Ind.

Telephone: Central 3-7111, South Bend.

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

Began Operation: July 2, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

WM. THOMAS HAMILTON, general manager.  
GUS VANDERHEYDEN, sales manager.  
BAZIL O'HAGAN, chief engineer & asst. general manager.  
WILLIAM A. GARDEN, director sales service.  
PAUL E. WALTON JR., dir. of program operations.  
DAVE WILLIAMS, director of promotion.  
BILL ETHERTON, sports director.  
JOHN E. McCULLOUGH, public affairs dir.

DIGEST OF RATE CARD NO. 3  
(Dec. 1, 1959)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$475.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Elkhart	32,800	29,300	90
	Fulton	5,500	5,000	92
	Kosciusko	12,700	11,600	91
	Lagrange	4,800	3,700	78
	Marshall	9,800	9,000	91
	St. Joseph	71,400	67,000	94
<b>Between 25-50%</b>	MICHIGAN			
	Cass	11,100	10,300	93
	St. Joseph	13,300	12,600	94
<b>Under 25%</b>	INDIANA			
	DeKalb	8,500	8,100	95
	Noble	8,500	7,700	91
	Pulaski	3,800	3,300	85
	Stark	5,300	4,800	90
	MICHIGAN			
	Berrien	45,500	41,800	92
WNDU-TV Station Total		233,000	214,200	92
ARB Total Net Weekly Circulation (March, 1962)			113,900	



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**NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION  
NEW YORK . . . CHICAGO . . . HOLLYWOOD

# Indiana—South Bend



**WSBT-TV**



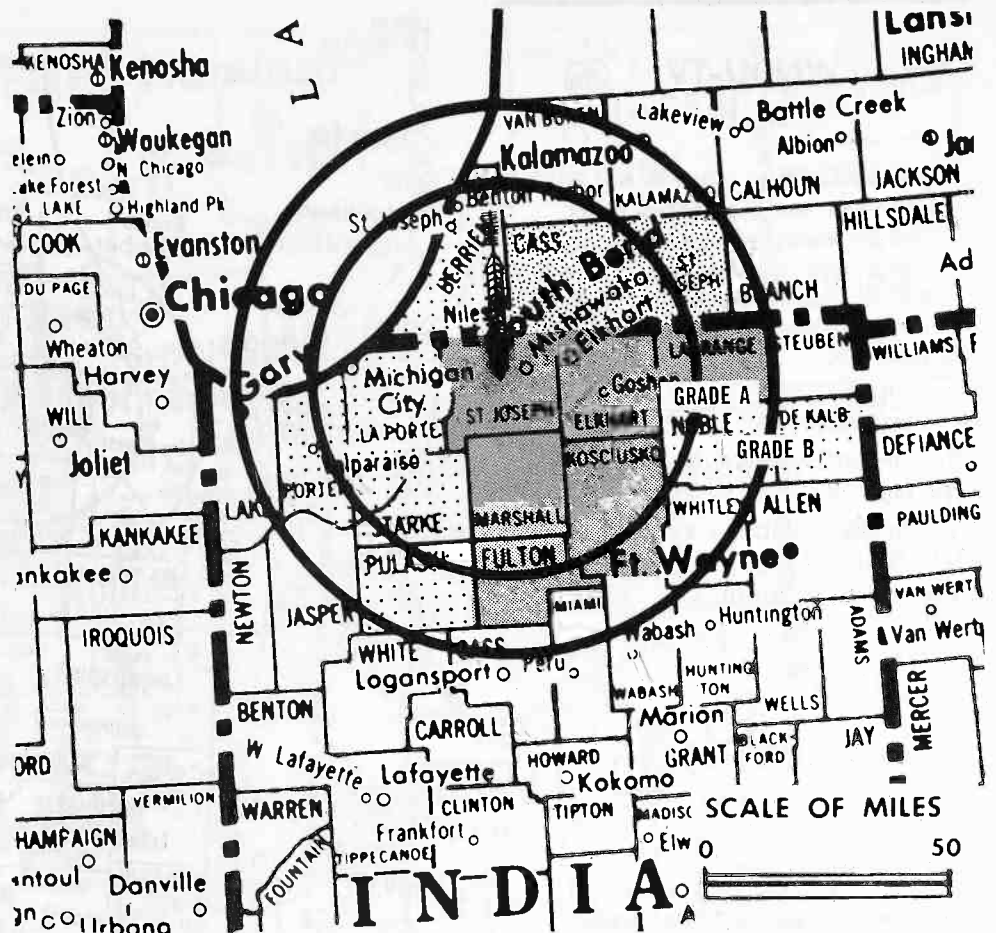
Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 498-kw maximum and 234-kw horizontal visual, 249-kw maximum and 117-kw horizontal aural. Antenna: 1074-ft. above av. terrain, 1047.5-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01.0"

Transmitter: Ironwood Rd.  
Studio: 300 West Jefferson Blvd.  
TV tape: Recording facilities.  
AM Affiliate: WSBT, 5-kw, 960 kc (CBS).  
FM Affiliate: WSBT-FM, 4.2-kw, 101.5 mc (Ch. 268), 959-ft. antenna height.  
Represented (engineering) by David Steel & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WSBT-TV Ref: FCC File No. DOC.—12134 Granted 11/20/57 ©American Map Co., Inc., N.Y., No. 14244

## WSBT-TV

Licensee: South Bend Tribune, 225 W. Colfax Ave.  
Telephone: Central 3-3141. TWX No.: 219-282-8154.  
Ownership: Same as South Bend Tribune  
Began Operation: Dec. 21, 1952.  
Represented (sales) by Paul H. Raymer Co. Inc.  
Represented (legal) by Hogan & Hartson.

### Personnel:

ARTHUR R. O'NEIL, general manager.  
WILL R. DARCH, commercial manager.  
NORBERT J. GASSENSMITH, promotion manager.  
WALTER A. SWEITZER, program & film director.  
SCOTT N. HAGENAU, chief engineer.

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## DIGEST OF RATE CARD NO. 5 (Oct. 28, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:29-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00 \$50.00

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Elkhart	32,800	29,300	90
	Fulton	5,500	5,000	92
	Kosciusko	12,700	11,600	91
	Lagrange	4,800	3,700	78
Between 25-50%	Marshall	9,800	9,000	91
	St. Joseph	71,400	67,000	94
Under 25%	MICHIGAN			
	Cass	11,100	10,300	93
	St. Joseph	13,300	12,600	94
	INDIANA			
	De Kalb	8,500	8,100	95
	La Porte	27,600	26,200	95
	Noble	8,500	7,700	91
	Porter	17,400	16,400	94
	Pulaski	3,800	3,300	85
	Stark	5,300	4,800	90
MICHIGAN				
Berrien	45,500	41,800	92	
WSBT-TV Station Total		278,000	256,800	92
ARB Total Net Weekly Circulation (March, 1962)			137,800	

ARB Data: Net weekly circulation percentages in table above were compiled before station changed to present facilities.

# Indiana—Elkhart-South Bend



**WSJV**

Ch. 28



Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 231-kw maximum and 204-kw horizontal visual, 116-kw maximum and 102-kw horizontal aural. Antenna: 690-ft. above av. terrain, 649-ft. above ground, 1524-ft. above sea level.

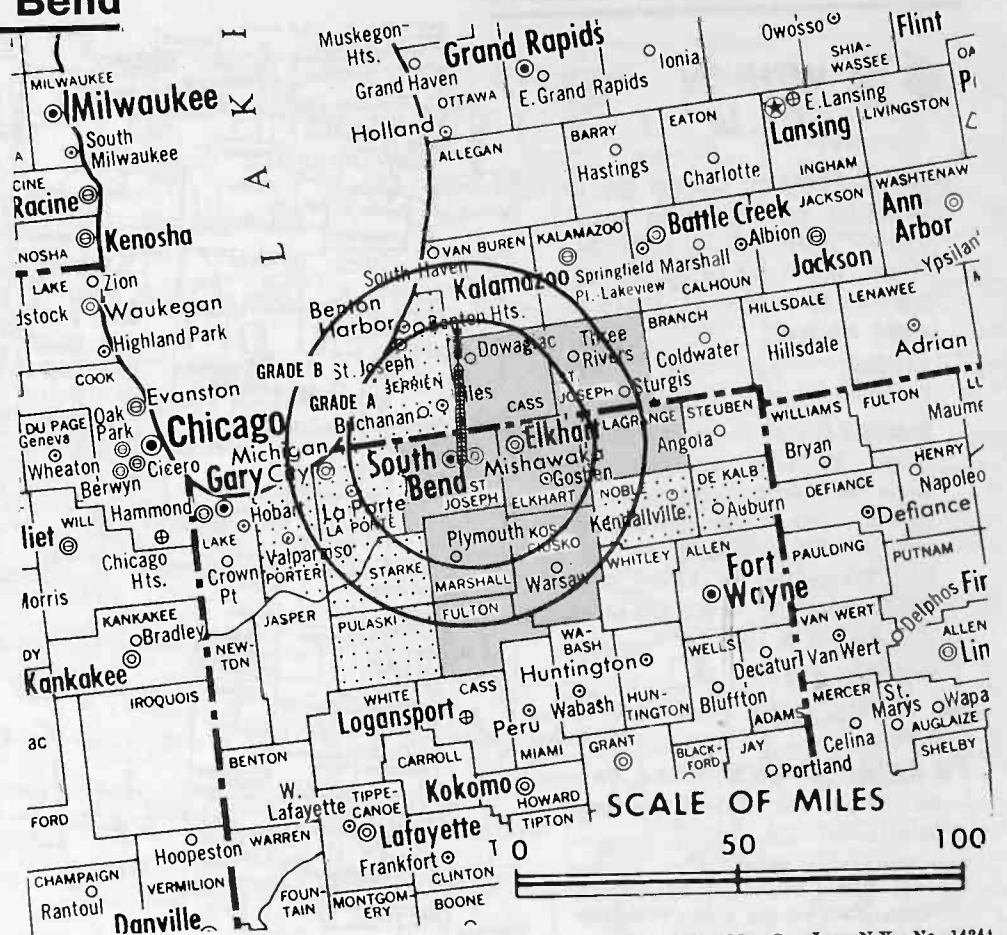
Latitude 41° 36' 58"  
Longitude 86° 11' 32"

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

AM Affiliate: WTRC, 1-kw, 1340 kc (NBC).

FM Affiliate: WTRC-FM, 9.7-kw, 100.7 mc (No. 264), 600-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/62.  
TV Homes: TV% and Net Weekly Circulation  
© 1962 American Research Bureau.



WSJV Ref: FCC File No. DOC.—12134 Granted 11/15/57

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## WSJV

Licensee: Truth Publishing Co. Inc., 416 S. 2nd St., Elkhart.

Mailing Address: Box 28, South Bend.

Studio: Mishawaka & Oakland Rds., Elkhart.

Telephone: Jackson 2-1518, Elkhart; Central 2-2828, South Bend.  
TWX No.: 219-522-3048.

Ownership: John F. Dille Jr., pres., 52.94%; Walter R. Beardsley, 47.06%. Truth Publishing Co. also publishes the Elkhart Truth and Mishawaka Times. Truth Publishing owns 60%, Beardsley 25% and John F. Dille Jr. 15% of WKJG-TV, Ft. Wayne (WKJG).

Began Operation: March 15, 1954.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

PAUL C. BRINES, v.p. & general manager.  
EDWIN J. LASKO, asst. manager, program director & film buyer.  
BILL MORROW, operations director.  
DON FULLER, commercial manager.  
ARTHUR C. WHITAKER JR., film director.  
WOODROW HAWKINS, chief engineer.

### DIGEST OF RATE CARD NO. 7 (April 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$450.00	\$270.00	\$180.00	\$112.00	\$100.00	\$90.00
NETWORK BASE HOURLY RATE:	\$450.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Elkhart	32,800	29,300	90
	Fulton	5,500	5,000	92
	Kosciusko	12,700	11,600	91
	Lagrange	4,800	3,700	78
	Marshall	9,800	9,000	91
MICHIGAN	St. Joseph	71,400	67,000	94
	St. Joseph	13,300	12,600	94
<b>Between 25-50%</b>	None Between 25-50%			
	<b>Under 25%</b>	INDIANA		
De Kalb		8,500	8,100	95
La Porte		27,600	26,200	95
Noble		8,500	7,700	91
Porter		17,400	16,400	94
Pulaski		3,800	3,300	85
MICHIGAN	Stark	5,300	4,800	90
	Berrien	45,500	41,800	92
<b>WSJV Station Total</b>		<b>278,000</b>	<b>256,800</b>	<b>92</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>278,000</b>	<b>135,700</b>	

For Other Publications which own Television Stations, see Section on Newspaper Ownership.

# Indiana—Terre Haute



**WTHI-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 480-ft. above av. terrain, 549-ft. above ground, 1049-ft. above sea level.

Latitude 39° 27' 54"  
Longitude 87° 24' 24"

Requests change to Ch. 2, 100-kw visual, 59.24-kw aural, 921-ft. above av. terrain, 987-ft. above ground, 1543-ft. above sea level, lat. 39° 14' 36", long. 87° 23' 07". Transmitter to .34-mi. S of Farmersburg city limits and E of U.S. Rts. 41 & 150.

Transmitter: 918 Ohio St.

AM Affiliate: WTHI, 1-kw, 1480 kc (CBS).

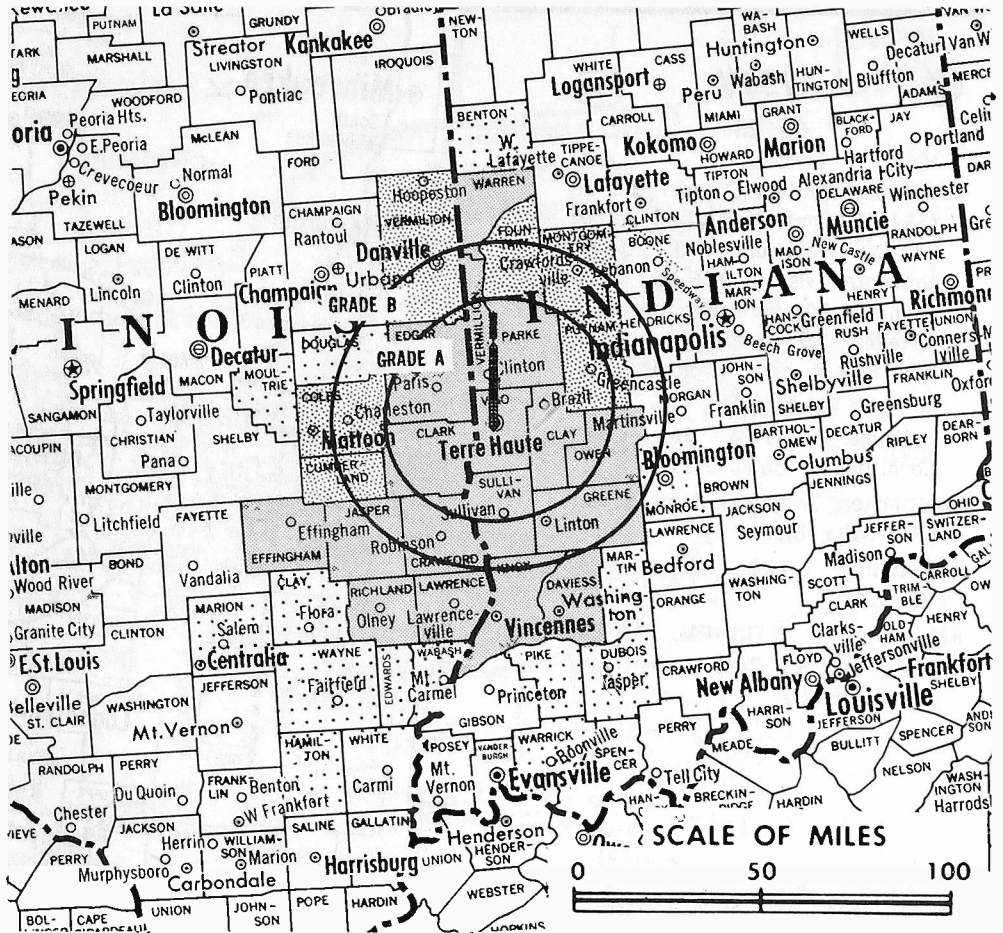
FM Affiliate: WTHI-FM, 7.4-kw, 99.9 mc (No. 260), 331-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WTHI-TV Ref: FCC File No. BPCT-627 Granted 10/7/53

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## WTHI-TV

Network Service: ABC, CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St.

Studio: 918 Ohio St.

Telephone: Crawford 9481.

TWX No.: 812-232-2315.

Ownership: Anton Hulman Jr., pres., 81.65%; J. R. Cloutier, treas., 13.35%; Henry P. Smith, 5%.

Began Operation: July 22, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

ANTON HULMAN JR., president & general manager.

J. R. CLOUTIER, exec. v.p. & treas.

BEN FALBER JR., v.p. & dir. of operations.

RUSS ARNOLD, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 7

(Sept. 1, 1961)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—7-9:59 p.m., daily.

\$700.00 \$420.00 \$280.00 \$245.00 \$165.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$575 (CBS), \$575 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Clark	5,500	4,800	88
	Crawford	7,000	6,400	91
	Edgar	7,500	6,900	91
	Effingham	6,900	5,600	82
	Jasper	3,600	3,100	85
Richland	5,200	4,500	85	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	INDIANA			
	Clay	8,100	7,600	93
	Daviess	8,100	6,900	86
	Greene	9,000	8,000	90
	Knox	13,400	12,200	91
	Owen	3,700	3,400	91
	Parke	4,800	4,500	93
	Sullivan	7,300	6,700	91
	Vermillion	6,000	5,600	93
	Vigo	35,100	32,200	92
Warren	2,600	2,300	88	
<b>Between 25-50%</b>	ILLINOIS			
	Coles	13,700	12,400	91
	Vermillion	30,600	27,800	91
<b>Under 25%</b>	INDIANA			
	Fountain	6,000	5,600	92
	Montgomery	10,200	9,600	94
Putnam	6,900	6,400	92	
<b>Under 25%</b>	ILLINOIS			
	Clay	5,200	4,200	80
	Douglas	6,100	5,600	92
	Edwards	2,700	2,200	80
	Hamilton	3,400	2,500	75
	Marion	12,900	11,500	89
	Moultrie	4,300	3,700	86
	Wabash	4,500	3,900	86
	Wayne	6,200	4,800	78
	INDIANA			
Benton	3,400	3,200	91	
Dubois	7,500	6,400	86	
Martin	2,900	2,600	88	
Monroe	17,100	14,800	87	
Pike	4,200	3,600	85	
Warrick	7,000	6,200	89	
<b>WTHI-TV Station Total</b>		<b>291,800</b>	<b>260,500</b>	<b>89</b>
<b>ARB Total Net Weekly Circulation (March, 1962)</b>		<b>148,900</b>		