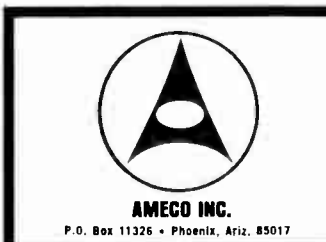


| Market                       | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|------------------------------|----------------------------|------|-------------|------|---------------|------|
| Davenport-Moline-Rock Island | 294,100                    | 66   | 430,300     | 76   | 410,600       | 69   |
| Cedar Rapids-Waterloo        | 261,900                    | 74   | 407,000     | 80   | 384,300       | 79   |
| Des Moines                   | 251,100                    | 76   | 360,200     | 91   | 340,200       | 89   |
| Mason City-Austin, Minn.     | 152,900                    | 108  | 313,500     | 98   | 294,800       | 99   |
| Sioux City                   | 145,100                    | 117  | 235,800     | 122  | 220,500       | 121  |
| Ottumwa                      | 82,500                     | 164  | 153,900     | 163  | 141,600       | 158  |
| Ft. Dodge                    | 34,100                     | 203  | 66,700      | 202  | 62,400        | 201  |



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# Iowa

## KTIV, Sioux City

(ARB Data Continued)

NEVADA (CONTINUED)

| STATE/COUNTY        | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------------|------------------|----------|-----|
| STANTON             | 1,700            | 1,600    | 90  |
| THURSTON            | 1,700            | 1,600    | 92  |
| WAYNE               | 3,000            | 2,900    | 97  |
| <b>SOUTH DAKOTA</b> |                  |          |     |
| BON HOMME           | 3,000            | 2,600    | 88  |
| CHARLES MIX         | 2,900            | 2,400    | 85  |
| CLAY                | 3,300            | 3,100    | 94  |
| HUTCHINSON          | 3,600            | 3,300    | 90  |
| LINCOLN             | 4,000            | 3,800    | 95  |
| MINNEHAHA           | 29,500           | 28,600   | 97  |
| TURNER              | 3,700            | 3,500    | 94  |
| UNION               | 3,200            | 3,100    | 97  |
| YANKTON             | 5,100            | 4,700    | 93  |

## KRNT-TV, Des Moines

(ARB Data Continued)

IOWA (CONTINUED)

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| UNION           | 4,200            | 3,900    | 93  |
| WAPELLO         | 14,300           | 13,500   | 95  |
| WARREN          | 6,600            | 6,300    | 96  |
| WAYNE           | 3,000            | 2,700    | 90  |
| WEBSTER         | 15,500           | 14,600   | 94  |
| WRIGHT          | 6,000            | 5,700    | 95  |
| <b>MISSOURI</b> |                  |          |     |
| MERCER          | 1,700            | 1,500    | 87  |
| <b>NEBRASKA</b> |                  |          |     |
| BUTLER          | 3,100            | 2,800    | 91  |
| STANTON         | 1,700            | 1,600    | 90  |

## WMT-TV, Cedar Rapids

(ARB Data Continued)

IOWA (CONTINUED)

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | PER |
|------------------|------------------|----------|-----|
| TAMA             | 6,700            | 6,300    | 94  |
| WAPELLO          | 14,300           | 13,500   | 95  |
| WASHINGTON       | 5,900            | 5,400    | 91  |
| WINNESHIEK       | 5,900            | 5,400    | 92  |
| <b>MINNESOTA</b> |                  |          |     |
| HOUSTON          | 4,800            | 4,400    | 93  |
| <b>WISCONSIN</b> |                  |          |     |
| CRAWFORD         | 4,100            | 3,900    | 96  |
| GRANT            | 12,700           | 11,900   | 94  |
| LA CROSSE        | 21,500           | 20,900   | 97  |
| LAFAYETTE        | 4,900            | 4,700    | 95  |

Iowa Station Status as of Feb. 1, 1966

|                                                                     | VHF | UHF | TOTAL |
|---------------------------------------------------------------------|-----|-----|-------|
| <input type="checkbox"/> Commercial Television Stations             | 10  | 1   | 11    |
| <input checked="" type="checkbox"/> Educational Television Stations | 1   | 0   | 1     |
|                                                                     |     |     | 12    |

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## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### WOI-TV

Ames

(See Des Moines, Ia.)

### KWWL-TV

Cedar Rapids

(See Waterloo, Ia.)

### WOW-TV

Council Bluffs

(See Omaha, Neb.)

### WHBF-TV

Davenport

(See Rock Island, Ill.)

### KMMT & KROC-TV

Mason City

(See Austin & Rochester, Minn.)

### KTVO

Ottumwa

(See Kirksville, Mo.)

### KCRG-TV & WMT-TV

Waterloo

(See Cedar Rapids, Ia.)

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### KDPS-TV

Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: Des Moines Independent Community School Dist., 1800  
Grand Ave.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized  
power: 28.8-kw visual, 14.4-kw aural. Antenna: 320-ft. above av.  
terrain, 407-ft. above ground, 1233-ft. above sea level.

Latitude 41° 35' 01"  
Longitude 93° 38' 28"

# Iowa—Cedar Rapids



**KCRG-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1060-ft. above av. terrain, 1085-ft. above ground, 1931-ft. above sea level.

Latitude 42° 03' 18"  
Longitude 91° 41' 41"

Transmitter: Route 1, Marion, Ia., 4-mi. WNW of Cedar Rapids.

Color: Network, film, slide & tape.

News Wire Service: AP.

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

O & O Translator: K82AL, Dubuque, Ia.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCRG-TV Ref: FCC File No. BMPCT-2663 Granted 1/6/55

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

## KCRG-TV

Licensee: Cedar Rapids Television Co., 1st Ave. & 1st St., S.W., Cedar Rapids, Ia. (52404).

Studio: 1st Ave. & 1st St. S.W.

Telephone: 319-364-4194.

TWX No.: 319-221-1166.

Ownership: Cedar Rapids Television Co. (wholly-owned subsidiary of The Gazette Co., publisher of Cedar Rapids Gazette), 100%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Young Television; Soderlund Co. (Omaha).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOSEPH F. HLADKY JR., president.  
ED LASKO, general manager & film buyer.  
EDNA A. HERBST, promotion & publicity director.  
RALPH D. WILLEY, operations manager.  
DAVE CARTER, news director.  
JOHN CAHILL, production director.  
LEO REETZ, chief engineer.

### DIGEST OF RATE CARD NO. S11 (June 15, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | Min. or 20 Sec. | 10 Sec.   |          |
|-------------------------------|----------|----------|----------|-----------------|-----------|----------|
| Class AA—7:30-10 p.m., daily. | \$675.00 | \$390.00 | \$235.00 | \$155.00        | \$165.00* | \$82.50* |

\*Class AA—6:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$725.

For CATV Systems In Iowa

see Section c

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>ILLINOIS</b>      |                  |                |           |
| JO DAVIESS           | 6,400            | 6,000          | 94        |
| <b>IOWA</b>          |                  |                |           |
| ALLAMAKEE            | 4,500            | 4,200          | 93        |
| BENTON               | 7,200            | 6,900          | 96        |
| BLACK HAWK           | 38,500           | 37,100         | 96        |
| BREMER               | 6,400            | 6,000          | 94        |
| BUCHANAN             | 6,000            | 5,600          | 94        |
| BUTLER               | 5,400            | 5,000          | 93        |
| CEDAR                | 5,500            | 5,200          | 95        |
| CHICKASAW            | 4,300            | 4,000          | 94        |
| CLAYTON              | 6,500            | 5,900          | 91        |
| CLINTON              | 17,400           | 16,700         | 96        |
| DAVIS                | 2,800            | 2,600          | 93        |
| DELAWARE             | 5,200            | 4,900          | 94        |
| DUBUQUE              | 22,500           | 20,800         | 93        |
| FAYETTE              | 8,500            | 8,000          | 94        |
| GRUNDY               | 4,400            | 4,200          | 96        |
| HARDIN               | 7,300            | 6,900          | 95        |
| HENRY                | 5,300            | 4,800          | 90        |
| IOWA                 | 5,000            | 4,600          | 94        |
| JACKSON              | 6,400            | 5,900          | 93        |
| JEFFERSON            | 4,900            | 4,500          | 92        |
| JOHNSON              | 16,100           | 14,700         | 91        |
| JONES                | 6,100            | 5,900          | 96        |
| KEOKUK               | 4,500            | 4,100          | 91        |
| LINN                 | 48,100           | 46,300         | 96        |
| LOUISA               | 2,900            | 2,700          | 93        |
| MAHASKA              | 7,400            | 6,900          | 93        |
| MUSCATINE            | 11,100           | 10,600         | 96        |
| POWESHIEK            | 5,700            | 5,400          | 95        |
| TAMA                 | 6,700            | 6,300          | 94        |
| WAPELLO              | 14,300           | 13,500         | 95        |
| WASHINGTON           | 5,900            | 5,400          | 91        |
| WINNEBAGO            | 5,900            | 5,400          | 92        |
| <b>WISCONSIN</b>     |                  |                |           |
| CRAWFORD             | 4,100            | 3,900          | 96        |
| GRANT                | 12,700           | 11,900         | 94        |
| LAFAYETTE            | 4,900            | 4,700          | 95        |
| <b>STATION TOTAL</b> | <b>336,800</b>   | <b>317,500</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 226,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 144,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Iowa—Cedar Rapids-Waterloo



**WMT-TV**

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level.

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

Transmitter: 4.75-mi. N of Urbana.

Studio: 600 Old Marion Rd., NE.

Telephone: 319-364-0171.

TWX No.: 319-221-1862.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service AP.

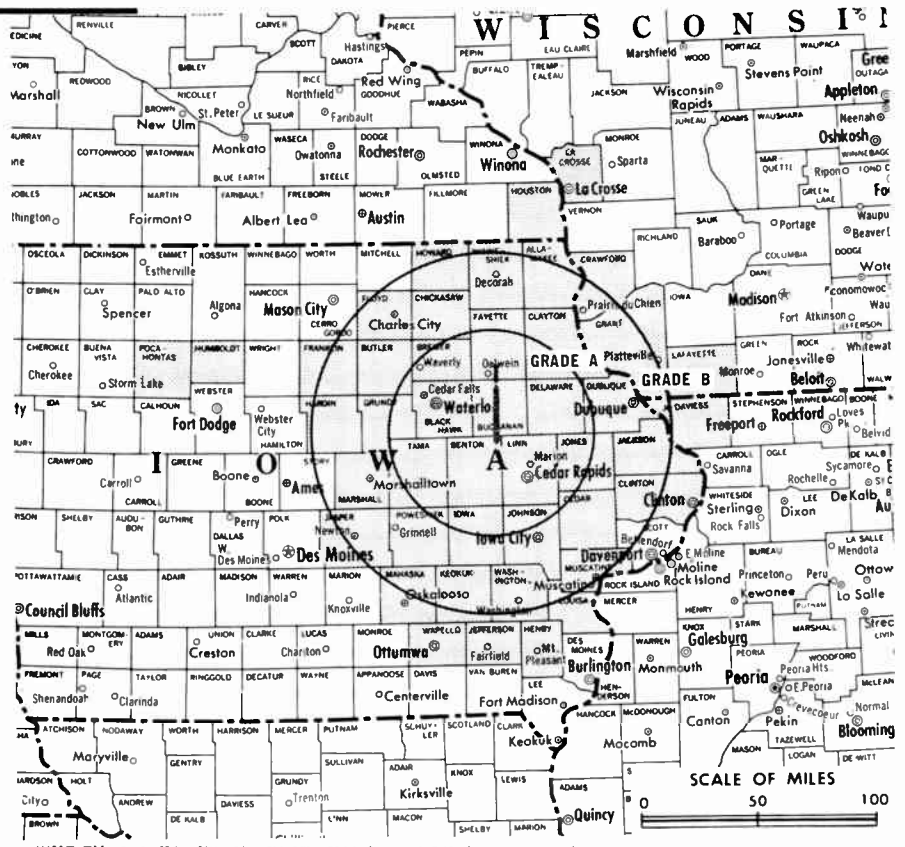
AM Affiliate: WMT, 5-kw, 600 kc (CBS).

FM Affiliate: WMT-FM, 32-kw, 104.5 mc (No. 283) 540-ft.

O & O Translators: K12EA, Decorah, Ia.; K74BD, Dubuque, Ia.

Represented (engineering) by David Steel & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMT-TV Ref: FCC File No. BPCT-2102 Granted 5/29/56

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

## WMT-TV

Licensee: WMT-TV Inc., Fifth Floor, Paramount Theater Bldg., Cedar Rapids (52406).

Ownership: American Broadcasting Stations Inc., 54%; Wm. B. Quarton, pres., 31%; Lew Van Nostrand, v.p., 5%; Doug Grant, v.p., and others 10%. American Bcstg. Stations, licensee of radios WMT and KWMT, Fort Dodge, Ia., is controlled by voting trust which holds 52.8% of the stock (trustees are Helen Shaffer Mark, Helena Mark Hermann & William B. Quarton). WMT-TV Inc. also owns translators K74BD, Dubuque, Ia. & K12EA, Decorah, Ia., which repeat WMT-TV. WMT-TV Inc. also is part owner of WDIO-TV, Duluth, Minn.

Began Operation: Sept 30, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

Personnel:

- WILLIAM B. QUARTON, president.
- LEW VAN NOSTRAND, v.p., sales.
- DOUGLAS B. GRANT, v.p., TV operations & film buyer.
- LEO F. COLE, business manager.
- RICHARD D. PINNEY, promotion manager.
- GRANT PRICE, director news & public affairs.
- BOB NANCE, farm director.
- GEORGE P. HIXENBAUGH, chief engineer.

DIGEST OF RATE CARD NO. 13—(July 1, 1965)

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

Class AA—7:30-10 p.m., daily.

\$825.00 \$500.00 \$330.00 \$225.00 \$200.00 \$180.00 \$90.00

NETWORK BASE HOURLY RATE: \$925.00.

Translator Station Directory

Is in Section c.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>ILLINOIS</b> |                  |          |     |
| JO DAVIESS      | 6,400            | 6,000    | 94  |
| <b>IOWA</b>     |                  |          |     |
| ALLAMAKEE       | 4,500            | 4,200    | 93  |
| BENTON          | 7,200            | 6,900    | 96  |
| BLACK HAWK      | 38,500           | 37,100   | 96  |
| BREMER          | 6,400            | 6,000    | 94  |
| BUCHANAN        | 6,000            | 5,600    | 94  |
| BUTLER          | 5,400            | 5,000    | 93  |
| CEDAR           | 5,500            | 5,200    | 95  |
| CHICKASAW       | 4,300            | 4,000    | 94  |
| CLAYTON         | 6,500            | 5,900    | 91  |
| CLINTON         | 17,400           | 16,700   | 96  |
| DELAWARE        | 5,200            | 4,900    | 94  |
| DUBUQUE         | 22,500           | 20,800   | 93  |
| FAYETTE         | 8,500            | 8,000    | 94  |
| FLOYD           | 6,500            | 6,100    | 94  |
| FRANKLIN        | 4,600            | 4,400    | 96  |
| GRUNDY          | 4,400            | 4,200    | 96  |
| HARDIN          | 7,300            | 6,900    | 95  |
| HENRY           | 5,300            | 4,800    | 90  |
| HOWARD          | 3,800            | 3,300    | 88  |
| HUMBOLDT        | 4,000            | 3,700    | 93  |
| IOWA            | 5,000            | 4,600    | 94  |
| JACKSON         | 6,400            | 5,900    | 93  |
| JASPER          | 11,600           | 11,100   | 96  |
| JEFFERSON       | 4,900            | 4,500    | 92  |
| JOHNSON         | 16,100           | 14,700   | 91  |
| JONES           | 6,100            | 5,900    | 96  |
| KEOKUK          | 4,500            | 4,100    | 91  |
| LINN            | 48,100           | 46,300   | 96  |
| LOUISA          | 2,900            | 2,700    | 93  |
| MAHASKA         | 7,400            | 6,900    | 93  |
| MARSHALL        | 12,300           | 11,900   | 97  |
| MUSCATINE       | 11,100           | 10,600   | 96  |
| POCAHONTAS      | 3,900            | 3,600    | 93  |
| POWESHIEK       | 5,700            | 5,400    | 95  |

(Continued on page 230-b)

|                                       |         |         |    |
|---------------------------------------|---------|---------|----|
| STATION TOTAL                         | 407,000 | 384,300 | 94 |
| NET WEEKLY CIRCULATION (MARCH 65)     |         | 261,900 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         | 206,600 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         | 7       |    |



# WMT-TV has more hours of viewing per week than our two competitors combined:<sup>1</sup>

|           |                  |
|-----------|------------------|
| Station X | 1,782,700        |
| Station Y | 2,336,400        |
|           | <u>4,119,100</u> |
| WMT-TV    | 4,478,700        |

## WMT-TV has over 2 million more viewer hours per week than either Station X or Station Y. (See above.)

Not only do more homes view WMT-TV than either of the other two stations in every day-part, but also each viewing home views more hours:<sup>1</sup>

|           | Total Week       |                   |                  |
|-----------|------------------|-------------------|------------------|
|           | TV Homes Viewing | Total Hrs. Viewed | Ave. Hrs. Viewed |
| Station X | 199,200          | 1,782,700         | 8.9              |
| Station Y | 225,300          | 2,336,400         | 10.4             |
| WMT-TV    | 258,300          | 4,478,700         | 17.3             |

- In "households" WMT-TV is **NUMBER ONE** in all measured time periods (9 a.m. to midnight) Sunday through Saturday.<sup>2</sup>
- Of the ten top daytime shows, WMT-TV has nine. Ratings range from 21 to 15; high on households is 51,000-34,000.<sup>2</sup>
- Forty-three of the top 50 nighttime breaks (6 P.M.-10 P.M.) measured by households are on WMT-TV (93,000-58,000).<sup>2</sup>
- Eighty-two of the top 100 daytime breaks (sign-on to 6 P.M.) measured by households are on WMT-TV (47,000-24,000).<sup>2</sup>
- Thirty-four of the top 40 nighttime shows (ranked by homes reached) are on WMT-TV.<sup>2</sup>

The Eastern Iowa area, dominated by WMT-TV, includes Cedar Rapids, Iowa City, Waterloo and Dubuque—four of Iowa's eight largest population centers. The Eastern Iowa area constitutes 60% of Iowa's population and purchasing power. WMT-TV is one of the "big stick" operators (tower 1,450' above average terrain; Channel 2; 100,000 watts) which are re-shaping the strategy of new mass-marketing campaigns.

If you want the most total circulation, plus the most circulation in the area's major markets, on the **NUMBER ONE** station—you want WMT-TV.

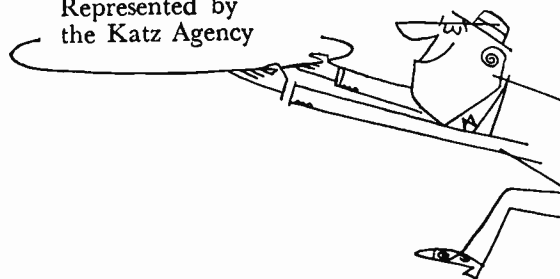
<sup>1</sup>ARB Television Coverage/1965, Iowa Station Report  
<sup>2</sup>Nielsen Station Index audience estimates, Cedar Rapids—Waterloo, Oct./Nov. '65 report.  
 Data quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey reports for details.

### WMT-TV

CBS Television for Eastern Iowa  
 A Television Code Station

Cedar Rapids-Waterloo

Represented by  
 the Katz Agency



Affiliated with WMT-AM, WMT-FM;  
 K-WMT, Ft. Dodge

# Iowa—Davenport



**WOC-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 942-ft. above av. terrain, 978-ft. above ground, 1645-ft. above sea level.

Latitude 41° 32' 51"  
Longitude 90° 28' 36"

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

Color: Network, film, slide.

News Wire Service: UPI.

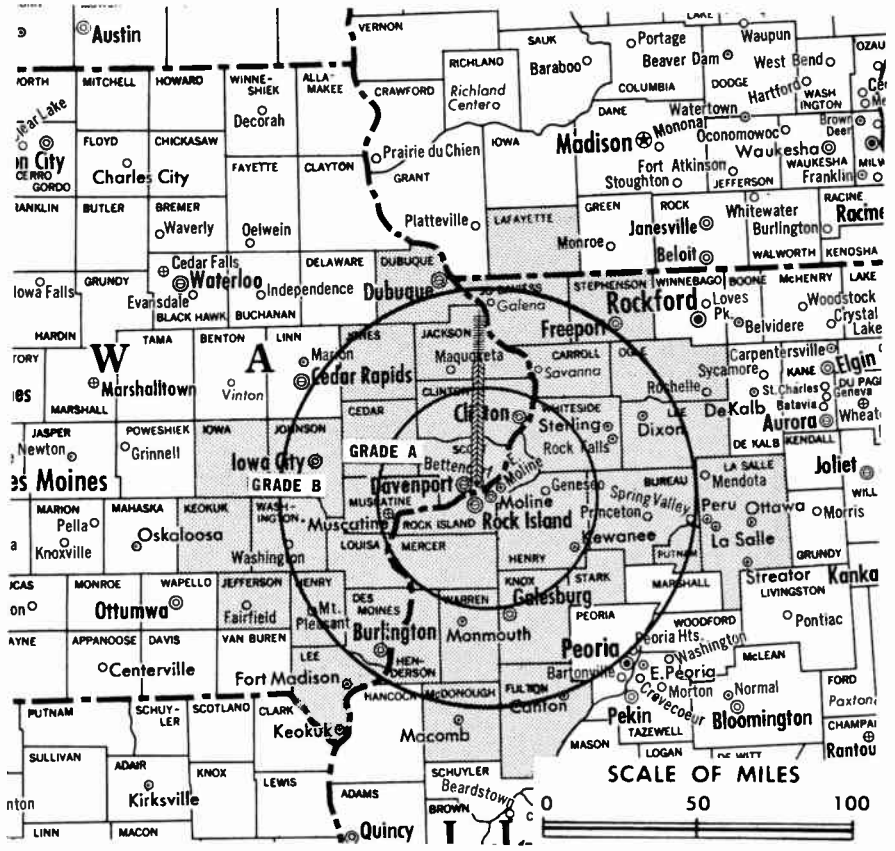
Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: WOC, 5-kw, 1420 kc (NBC).

FM Affiliate: WOC-FM, 33-kw, 103.7 mc (No. 279), 788-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOC-TV Ref: FCC File No. BPC-2592 Granted 9/25/59

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

## WOC-TV

Licensee: WOC Broadcasting Co., 805 Brady St., Davenport, Ia. (52803).

Studio: 805 Brady St.

Telephone: 319-324-1661.

TWX No.: 319-322-0085.

Ownership: WOC Bcstg. Co. is wholly-owned subsidiary of Palmer Bcstg. Co., which owns WHO-TV & WHO, Des Moines. For other interests, see WHO-TV.

Began Operation: Oct. 31, 1949.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- D. D. PALMER, president & treasurer.
- WILLIAM D. WAGNER, v.p. & secretary.
- RAYMOND E. GUTH, general manager & film buyer.
- HAROLD R. HEATH, sales manager.
- VERNON GIELOW, program director.
- JACK THOMSEN, news director.
- DAVE HAUSER, chief engineer.

DIGEST OF RATE CARD NO. 15B  
(March 15, 1965)

| Hour                         | 30 Min.   | 15 Min.  | 30 Sec.<br>or more | 20 Sec.   | ID        |
|------------------------------|-----------|----------|--------------------|-----------|-----------|
| Class AA—7-9:30 p.m., daily. | \$1100.00 | \$660.00 | \$400.00           | \$325.00* | \$230.00* |
|                              |           |          |                    |           | \$115.00* |

\*Class AA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1100.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| ILLINOIS     |                  |          |     |
| BUREAU       | 11,800           | 11,300   | 96  |
| CARROLL      | 6,100            | 5,800    | 97  |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| FULTON       | 13,300           | 12,700   | 96  |
| HENDERSON    | 2,600            | 2,400    | 95  |
| HENRY        | 16,000           | 15,500   | 97  |
| JO DAVIESS   | 6,400            | 6,000    | 94  |
| KNOX         | 19,600           | 19,100   | 97  |
| LA SALLE     | 35,000           | 33,500   | 96  |
| LEE          | 10,600           | 10,200   | 97  |
| MC DONOUGH   | 9,100            | 8,700    | 96  |
| MERCER       | 5,100            | 4,900    | 97  |
| OGLE         | 12,200           | 11,700   | 96  |
| PUTNAM       | 1,500            | 1,400    | 93  |
| ROCK ISLAND  | 48,100           | 47,100   | 98  |
| STARK        | 2,300            | 2,200    | 97  |
| STEPHENSON   | 14,900           | 14,300   | 96  |
| WARREN       | 6,500            | 6,300    | 97  |
| WHITESIDE    | 19,100           | 18,400   | 96  |

| IOWA       | TOTAL HOUSEHOLDS | TV HOMES | PER |
|------------|------------------|----------|-----|
| CEDAR      | 5,500            | 5,200    | 95  |
| CLINTON    | 17,400           | 16,700   | 96  |
| DES MOINES | 14,600           | 13,800   | 95  |
| DUBUQUE    | 22,500           | 20,800   | 93  |
| HENRY      | 5,300            | 4,800    | 90  |
| IOWA       | 5,000            | 4,600    | 94  |
| JACKSON    | 6,400            | 5,900    | 93  |
| JEFFERSON  | 4,900            | 4,500    | 92  |
| JOHNSON    | 16,100           | 14,700   | 91  |
| JONES      | 6,100            | 5,900    | 96  |
| KEOKUK     | 4,500            | 4,100    | 91  |
| LEE        | 13,500           | 12,800   | 95  |
| LOUISA     | 2,900            | 2,700    | 93  |
| MUSCATINE  | 11,100           | 10,600   | 96  |
| SCOTT      | 38,300           | 36,800   | 96  |
| WASHINGTON | 5,900            | 5,400    | 91  |

| WISCONSIN            | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| LAFAYETTE            | 4,900            | 4,700          | 95        |
| <b>STATION TOTAL</b> | <b>425,100</b>   | <b>405,500</b> | <b>95</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 294,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 217,600 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 8       |

# Iowa—Des Moines



**KRNT-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level.

Latitude 41° 35' 18"  
Longitude 93° 37' 46"

Transmitter: KRNT Center, Ninth & Pleasant Sts.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

O & O Translators: K70CL, Fort Dodge; K04CW, Marshalltown, Ia.

AM Affiliate: KRNT, 5-kw, 1350 kc (CBS).

Represented (engineering) by Lohnes & Culver.

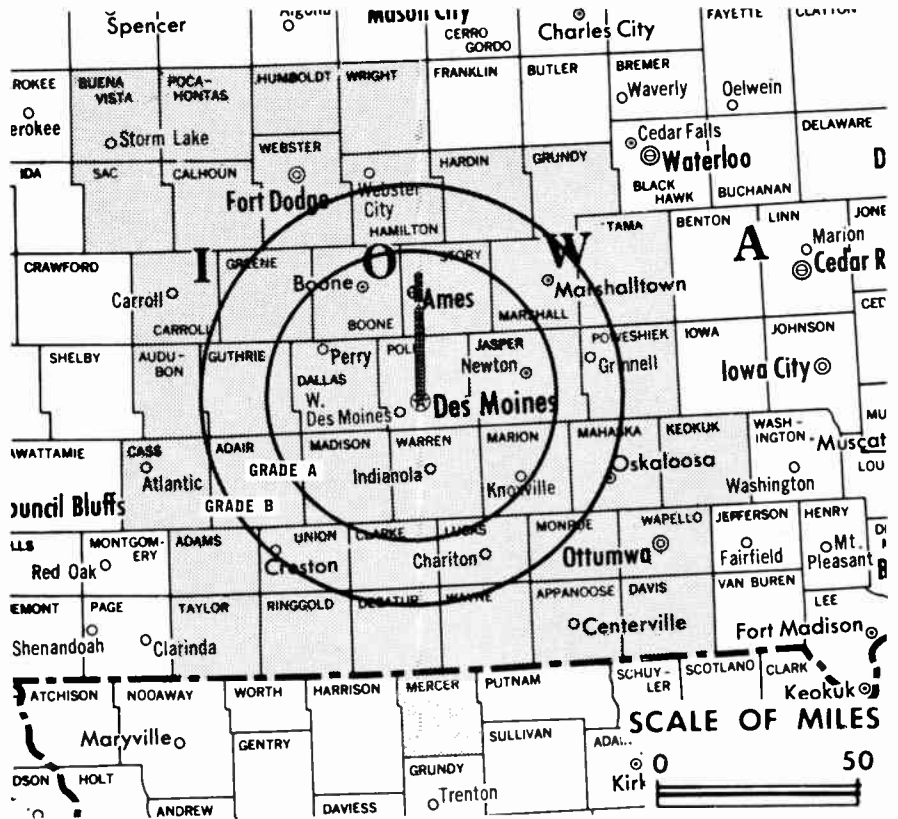
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KRNT-TV Ref: FCC File No. BIMPCT-3106 Granted 7/15/55

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

## KRNT-TV

Licensee: Cowles Communications Inc., 9th & Pleasant Sts.

Studio: KRNT Center, Ninth & Pleasant Sts.

Telephone: 515-243-4141.

Ownership: Cowles Communications, 100%. Cowles Communications also owns 100% of radio affiliate KRNT and WREC-TV, Memphis, Tenn. (WREC). Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 80% of KTVH, Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Star & Tribune and San Fernando Valley Times. Gardner Cowles owns controlling interest in Fort Pierce (Fla.) News-Tribune. Cowles family also controls Look magazine, which in turn, is the majority owner of San Juan (P.R.) Star. Cowles Bcstg. officers: Luther Hill, pres.; Robert Tincher, v.p.; Robert Dillon, v.p.; David Kruidenier Jr., v.p.; Lou Norris, treas.; Vincent Starzinger, secy. Cowles Communications also is buying WESH-TV, Daytona Beach, Fla.

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marmet & Schneider.

Personnel:

BOB DILLON, general manager.  
PAUL ELLIOTT, commercial manager.  
BILL HIPPEE, general sales manager.  
JOE HUDGENS, program director & film buyer.  
GUY KOENIGSBERGER, promotion manager.  
CHARLES QUENTIN, chief engineer.  
DICK PERCIVAL, business manager.

### DIGEST OF RATE CARD NO. 8—(Oct. 1, 1964)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min.   | Min.*    | 20 Sec.* | 10 Sec.* |
|------------------------------|----------|----------|----------|----------|----------|----------|
| Class A—7-10:30 p.m., daily. | \$725.00 | \$440.00 | \$295.00 | \$215.00 | \$205.00 | \$180.00 |

\*Class A—7-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| <b>IOWA</b>  |                  |          |     |
| ADAIR        | 3,100            | 2,900    | 95  |
| ADAMS        | 2,100            | 1,900    | 90  |
| APPANOOSE    | 4,700            | 4,300    | 91  |
| AUDUBON      | 3,100            | 3,000    | 95  |
| BOONE        | 8,400            | 8,100    | 96  |
| BUENA VISTA  | 6,600            | 6,200    | 95  |
| CALHOUN      | 4,800            | 4,500    | 94  |
| CARROLL      | 6,600            | 6,400    | 96  |
| CASS         | 5,700            | 5,300    | 94  |
| CLARKE       | 2,400            | 2,300    | 93  |
| DALLAS       | 7,800            | 7,400    | 95  |
| DAVIS        | 2,800            | 2,600    | 93  |
| DECATUR      | 2,900            | 2,500    | 87  |
| GREENE       | 4,400            | 4,200    | 96  |
| GRUNDY       | 4,400            | 4,200    | 96  |
| GUTHRIE      | 4,100            | 3,900    | 94  |
| HAMILTON     | 6,300            | 5,900    | 95  |
| HARDIN       | 7,300            | 6,900    | 95  |
| HUMBOLDT     | 4,000            | 3,700    | 93  |
| JASPER       | 11,600           | 11,100   | 96  |
| KEOKUK       | 4,500            | 4,100    | 91  |
| LUCAS        | 3,300            | 3,000    | 90  |
| MADISON      | 3,900            | 3,700    | 96  |
| MAHASKA      | 7,400            | 6,900    | 93  |
| MARION       | 7,700            | 7,200    | 94  |
| MARSHALL     | 12,300           | 11,900   | 97  |
| MONROE       | 2,900            | 2,700    | 93  |
| POCAHONTAS   | 3,900            | 3,600    | 93  |
| POLK         | 92,100           | 88,300   | 96  |
| POWESHIEK    | 5,700            | 5,400    | 95  |
| RINGGOLD     | 2,300            | 2,100    | 94  |
| SAC          | 5,200            | 4,800    | 93  |
| STORY        | 14,700           | 13,900   | 94  |
| TAMA         | 6,700            | 6,300    | 94  |
| TAYLOR       | 2,900            | 2,600    | 89  |

(Continued on page 230-b)

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 334,700 | 316,400 | 95 |
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 234,200 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 181,900 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

# Iowa—Des Moines



**WHO-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level.

Latitude 41° 39' 12"  
Longitude 93° 20' 56"

Transmitter: 1-mi. S of Mitchellville, on Polk-Jasper County line.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

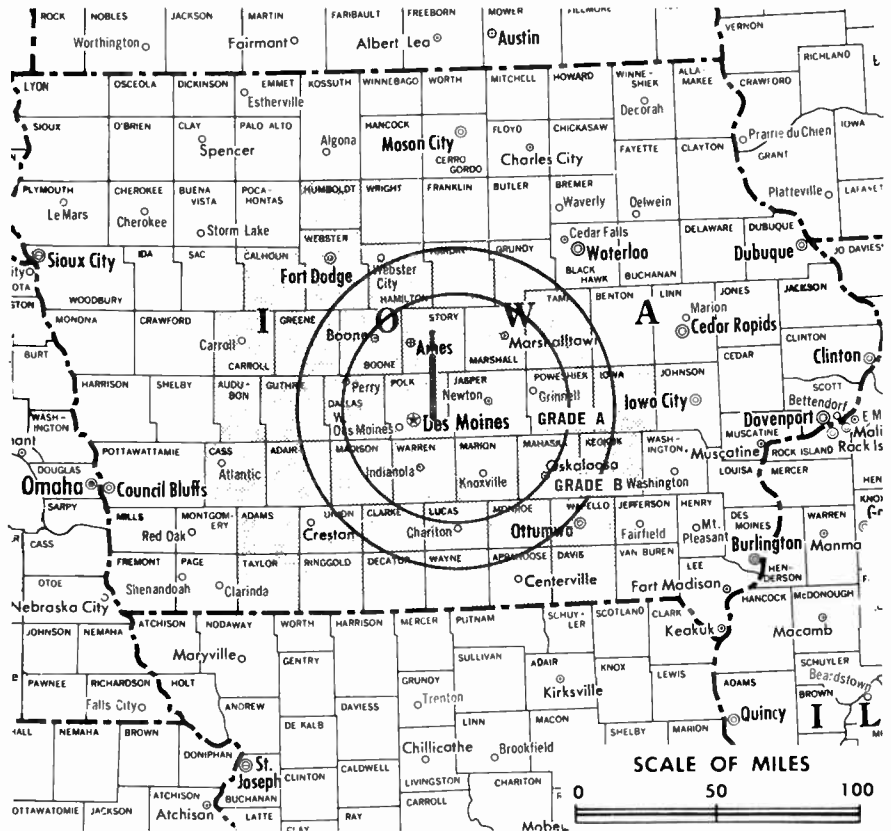
News Wire Service: AP, UPI.

Facsimile Service: UPI.

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

FM Affiliate: WHO-FM, 24-kw, 100.3 mc (No. 262), 617-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 AIB study.



WHO-TV Ref: FCC File No. B1P-T-334 Granted 9/3/53

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

## WHO-TV

Licensee: Palmer Bcstg. Co., 1100 Walnut St., Des Moines, Ia. (50308).

Studio: 1100 Walnut St.

Telephone: 515-288-6511. TWX No.: 910-520-2549.

Ownership: Dr. D. D. Palmer, pres. & treas., 72.75%; Paul A. Loyet, v.p. & dir. of engineering, 3.12%; Wm. D. Wagner, v.p. & secy., 18.03% in Palmer family trusts. Palmer Bcstg. also owns WOC Broadcasting Co., Davenport, Iowa (WOC-TV, WOC & WOC-FM); CATV systems in Palm Desert, Cal. and Naples, Fla.

Began Operation: April 15, 1954

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

### Personnel:

DAVID D. PALMER, president & treasurer.  
PAUL A. LOYET, v.p. & dir. of engineering.  
WILLIAM D. WAGNER, v.p. & secretary.  
ROBERT H. HARTER, general manager.  
GEORGE C. CARPENTER, sales manager.  
EDWARD L. DOYLE, program director.  
WARD E. McCLEARY, promotion manager.  
WAYNE J. BLICK, auditor & assistant secretary.  
ROY W. PRATT, chief engineer.

### DIGEST OF RATE CARD NO. 9 (Dec. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. 30 Sec.\* 20 Sec.\* 10 Sec.\*  
or more

Class AA—7-10 p.m., daily.

\$825.00 \$495.00 \$330.00 \$240.00 \$200.00 \$160.00 \$80.00

\*Class AA—6:31-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

For Iowa CATV Systems, see CATV Directory

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| <b>IOWA</b>  |                  |          |     |
| ADAIR        | 3,100            | 2,900    | 95  |
| ADAMS        | 2,100            | 1,900    | 90  |
| APPANOOSE    | 4,700            | 4,300    | 91  |
| AUDUBON      | 3,100            | 3,000    | 95  |
| BOONE        | 8,400            | 8,100    | 96  |
| CALHOUN      | 4,800            | 4,500    | 94  |
| CARROLL      | 6,600            | 6,400    | 96  |
| CASS         | 5,700            | 5,300    | 94  |
| CLARKE       | 2,400            | 2,300    | 93  |
| DALLAS       | 7,800            | 7,400    | 95  |
| DAVIS        | 2,800            | 2,600    | 93  |
| DECATUR      | 2,900            | 2,500    | 87  |
| GREENE       | 4,400            | 4,200    | 96  |
| GRUNDY       | 4,400            | 4,200    | 96  |
| GUTHRIE      | 4,100            | 3,900    | 94  |
| HAMILTON     | 6,300            | 5,900    | 95  |
| HARDIN       | 7,300            | 6,900    | 95  |
| HUMBOLDT     | 4,000            | 3,700    | 93  |
| IOWA         | 5,000            | 4,600    | 94  |
| JASPER       | 11,600           | 11,100   | 96  |
| KEOKUK       | 4,500            | 4,100    | 91  |
| LUCAS        | 3,300            | 3,000    | 90  |
| MADISON      | 3,900            | 3,700    | 96  |
| MAHASKA      | 7,400            | 6,900    | 93  |
| MARION       | 7,700            | 7,200    | 94  |
| MARSHALL     | 12,300           | 11,900   | 97  |
| MONROE       | 2,900            | 2,700    | 93  |
| POLK         | 92,100           | 88,300   | 96  |
| POWESHIEK    | 5,700            | 5,400    | 95  |
| RINGGOLD     | 2,300            | 2,100    | 94  |
| STORY        | 14,700           | 13,900   | 94  |
| TAMA         | 6,700            | 6,300    | 94  |
| TAYLOR       | 2,900            | 2,600    | 89  |
| UNION        | 4,200            | 3,900    | 93  |
| WAPELLO      | 14,300           | 13,500   | 95  |
| WARREN       | 6,600            | 6,300    | 96  |
| WAYNE        | 3,000            | 2,700    | 90  |
| WEBSTER      | 15,500           | 14,600   | 94  |
| WRIGHT       | 6,000            | 5,700    | 95  |

|                                       |         |         |         |
|---------------------------------------|---------|---------|---------|
| STATION TOTAL                         | 317,500 | 300,500 | 95      |
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 234,200 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 168,000 |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 6       |

# Iowa—Ames-Des Moines



**WOI-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level.

Latitude 41° 59' 20"  
Longitude 93° 41' 12"

Transmitter: 4 miles SW of Ames.

TV tape: Recording facilities.

Color: Network, film & slide.

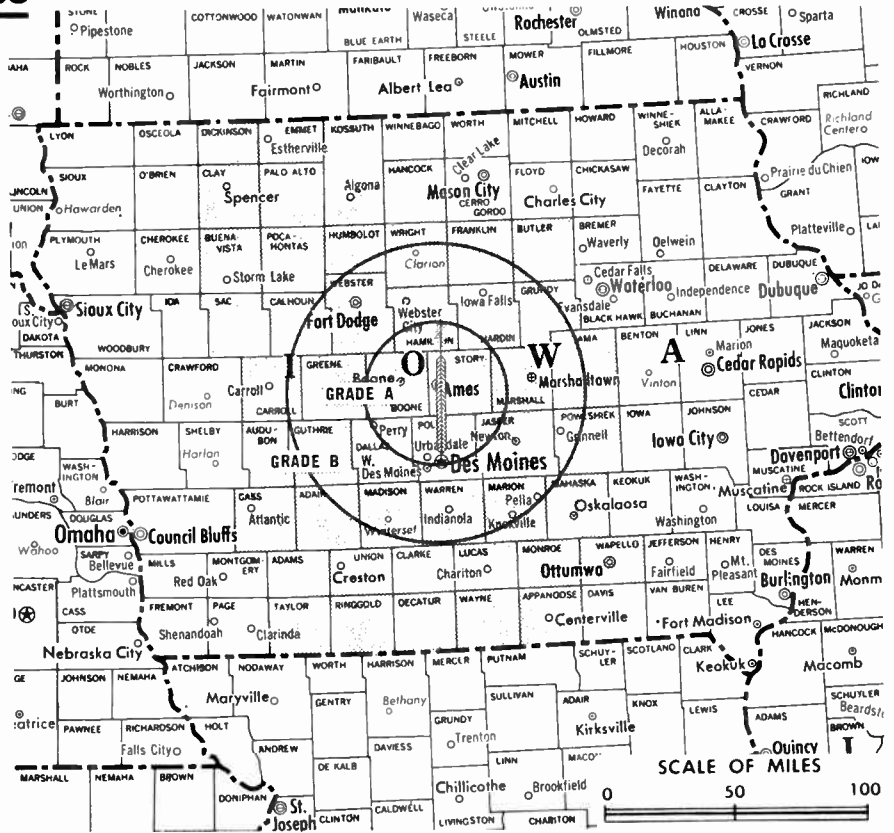
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WOI, 5-kw (1-kw night), 640 kc.

FM Affiliate: WOI-FM, 16-kw, 90.1 mc (No. 211), 530-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOI-TV Ref: FCC File No. BMPCT-1236 Granted 8/5/53

©American Map Co., Inc., N.Y., No. 1424

## WOI-TV

Licensee: Iowa State University of Science & Technology, Ames, Ia. (50010).

Studio: WOI-TV Bldg.

Telephone: 515-294-5555. TWX No.: 910-520-1152.

Began Operation: Feb 21, 1950.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

- DR. ROBERT PARKS, president of Iowa State University.
- ROBERT C. MULHALL, general manager & film buyer.
- JAMES H. DAVIS, assoc. general manager.
- TED TOSTLEBE, commercial manager.
- JOHN VOIGT, sales service & promotion manager.
- JANIS MARVIN, traffic & merchandising manager.
- BILL MASON, film director.
- WILLIAM MILLDYKE, news manager.
- KEITH KETCHAM, chief engineer.

### DIGEST OF RATE CARD NO. 13 (March 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. & Sun.  
\$800.00 \$480.00 \$320.00 \$240.00 \$200.00 \$170.00 \$85.00  
NETWORK BASE HOURLY RATE: \$800.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES |     |
|--------------|------------------|----------|-----|
|              |                  | HOMES    | PER |
| <b>IOWA</b>  |                  |          |     |
| ADAIR        | 3,100            | 2,900    | 95  |
| ADAMS        | 2,100            | 1,900    | 90  |
| APPANOOSE    | 4,700            | 4,300    | 91  |
| AUDUBON      | 3,100            | 3,000    | 95  |
| BOONE        | 8,400            | 8,100    | 96  |
| BUENA VISTA  | 6,600            | 6,200    | 95  |
| BUTLER       | 5,400            | 5,000    | 93  |
| CALHOUN      | 4,800            | 4,500    | 94  |
| CARROLL      | 6,600            | 6,400    | 96  |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       |           |
|----------------------|------------------|----------------|-----------|
|                      |                  | HOMES          | PER       |
| CASS                 | 5,700            | 5,300          | 94        |
| CLARKE               | 2,400            | 2,300          | 93        |
| CLAY                 | 5,700            | 5,200          | 92        |
| DALLAS               | 7,800            | 7,400          | 95        |
| DECATUR              | 2,900            | 2,500          | 87        |
| DICKINSON            | 4,000            | 3,600          | 91        |
| EMMET                | 4,400            | 3,900          | 88        |
| FRANKLIN             | 4,600            | 4,400          | 96        |
| GREENE               | 4,400            | 4,200          | 96        |
| GRUNDY               | 4,400            | 4,200          | 96        |
| GUTHRIE              | 4,100            | 3,900          | 94        |
| HAMILTON             | 6,300            | 5,900          | 95        |
| HANCOCK              | 4,200            | 4,000          | 94        |
| HARUN                | 7,300            | 6,900          | 95        |
| HUMBOLDT             | 4,000            | 3,700          | 93        |
| JASPER               | 11,600           | 11,100         | 96        |
| KOSSUTH              | 7,100            | 6,800          | 95        |
| LUCAS                | 3,300            | 3,000          | 90        |
| MADISON              | 3,900            | 3,700          | 96        |
| MAHASKA              | 7,400            | 6,900          | 93        |
| MARION               | 7,700            | 7,200          | 94        |
| MARSHALL             | 12,300           | 11,900         | 97        |
| MONROE               | 2,900            | 2,700          | 93        |
| PALO ALTO            | 3,900            | 3,500          | 89        |
| POCAHONTAS           | 3,900            | 3,600          | 93        |
| POLK                 | 92,100           | 88,300         | 96        |
| POWESHIEK            | 5,700            | 5,400          | 95        |
| RINGOLD              | 2,300            | 2,100          | 94        |
| SAC                  | 5,200            | 4,800          | 93        |
| STORY                | 14,700           | 13,900         | 94        |
| TAMA                 | 6,700            | 6,300          | 94        |
| TAYLOR               | 2,900            | 2,600          | 89        |
| UNION                | 4,200            | 3,900          | 93        |
| WAPELLO              | 14,300           | 13,500         | 95        |
| WARREN               | 6,600            | 6,300          | 96        |
| WAYNE                | 3,000            | 2,700          | 90        |
| WEBSTER              | 15,500           | 14,600         | 94        |
| WRIGHT               | 6,000            | 5,700          | 95        |
| <b>STATION TOTAL</b> | <b>360,200</b>   | <b>340,200</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 251,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 163,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Iowa—Fort Dodge



**KQTV**  
Ch. 21

283

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 330.1-kw, maximum and 170-kw horizontal visual, 174.4-kw maximum and 89.1-kw horizontal aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level.

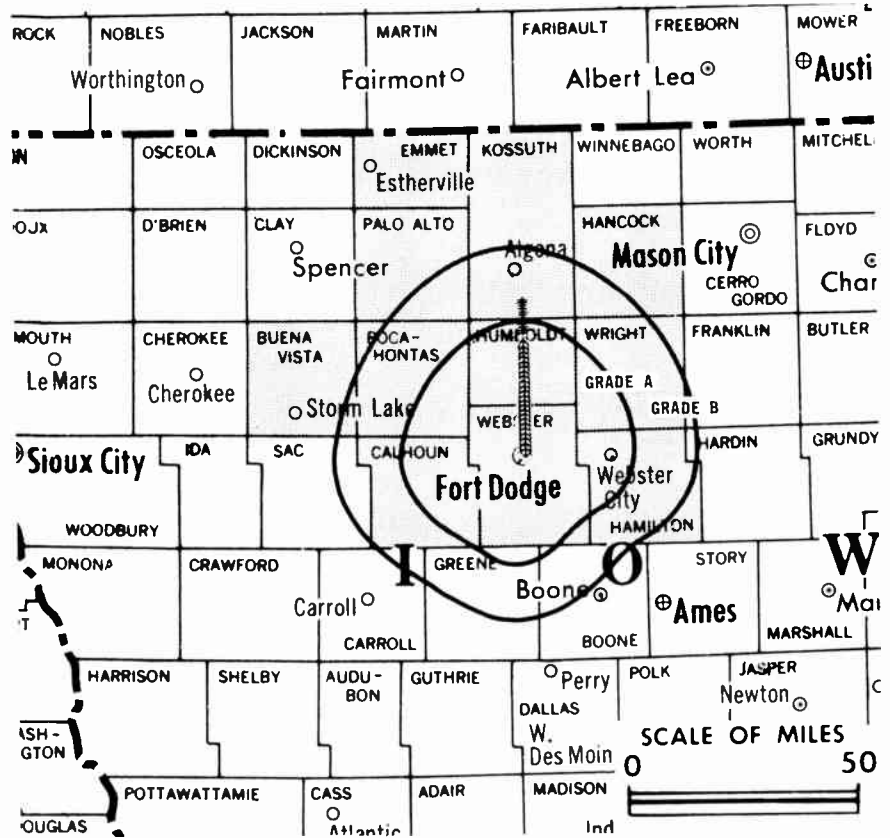
Latitude 42° 29' 16"  
Longitude 94° 12' 09"

Transmitter: Television Square, Fort Dodge.

Color: Network only.  
News Wire Service: AP.

AM Affiliate: KVFD, 1-kw (.25-kw night), 1400 kc (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KQTV Ref: FCC File No. BMPCT-3391 Granted 10/3/55

©American Map Co., Inc., N.Y., No. 1424

## KQTV

Licensee: Northwest Television Co., 912 First Ave. S., Fort Dodge, Ia. (50501).

Studio: Television Square, Fort Dodge.

Telephone: 515-573-4121.

Ownership: Edward Breen, pres., 15.0%; George Haire, v.p., 1.4%; John Brown, treas., .15%; Robert Kelley, secy., .41%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

Began Operation: Nov. 23, 1953.

Represented (sales) by Bernard Howard & Co. Inc.

Personnel:

EDWARD BREEN, president & film buyer.  
EVE RUBENSTEIN, sales manager.  
VINCE FLEMING, program director.  
DAVID SINCLAIR, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Oct. 1, 1962)

|                               |          |         |         |         |         |         |
|-------------------------------|----------|---------|---------|---------|---------|---------|
| Hour                          | 30 Min.  | 15 Min. | 10 Min. | 5 Min.  | Min.    | 10 Sec. |
| Class AA—6:59-10 p.m., daily. |          |         |         |         |         |         |
| \$170.00                      | \$115.00 | \$90.00 | \$75.00 | \$60.00 | \$45.00 | \$27.00 |

NETWORK BASE HOURLY RATE: \$100.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>IOWA</b>          |                  |               |           |
| BUENA VISTA          | 6,600            | 6,200         | 95        |
| CALHOUN              | 4,800            | 4,500         | 94        |
| EMMET                | 4,400            | 3,900         | 88        |
| HAMILTON             | 6,300            | 5,900         | 95        |
| HANCOCK              | 4,200            | 4,000         | 94        |
| HUMBOLDT             | 4,000            | 3,700         | 93        |
| KOSSUTH              | 7,100            | 6,800         | 95        |
| PALO ALTO            | 3,900            | 3,500         | 89        |
| POCAHONTAS           | 3,900            | 3,600         | 93        |
| WEBSTER              | 15,500           | 14,600        | 94        |
| WRIGHT               | 6,000            | 5,700         | 95        |
| <b>STATION TOTAL</b> | <b>66,700</b>    | <b>62,400</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 34,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 22,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

For ARB County-by-County Data  
see Section a

# Iowa—Mason City



**KGLO-TV**

Ch. 3



396

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1755-ft. above sea level.

Latitude 43° 21' 25"  
Longitude 93° 12' 57"

Holds CP for change to 1510-ft. above av. terrain, 1523.5-ft. above ground, 2743-ft. above sea level, lat. 43° 22' 25", long. 92° 50' 00"; transmitter to 4-mi. E of Saint Ansgar, Ia. BPCT—3275.

Requests modification of CP 1518-ft. above av. terrain, 1521-ft. above ground, 2755-ft. above sea level. BMPCT—6172.

Transmitter: Kensett, Ia.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KGLO, 5-kw, 1300 kc (CBS).

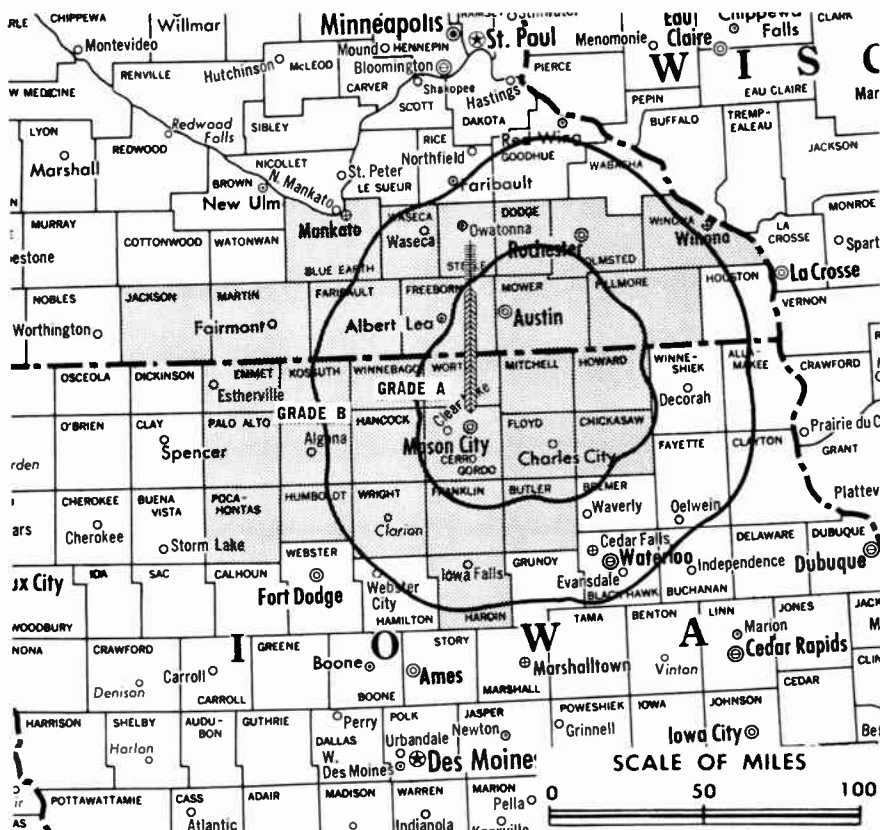
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 AIRR study.



KGLO-TV Ref: FCC File No. BPCT—1230 Granted 10/11/53  
CP: BPCT—3275 Granted 3/10/65

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

## KGLO-TV

Licensee: Lee Broadcasting Corp., 2nd & Pennsylvania Ave. (50401).

Studio: 2nd & Pennsylvania Ave.

Telephone: 515-423-2540. TWX No.: 515-424-1987.

Ownership: Walter J. Rothschild, pres. & dir., 4.73%; Henry B. Hook, v.p. & dir., 0.2%; Merritt Milligan, v.p. & dir., 0.71%; Lloyd Loers, v.p. & secy., 1.67%; Donald Harrer, treas. & dir., 1.99%; Lee P. Loomis estate, 8.81%; Margaret H. Loomis, 2.29%; Henrietta Adler, trustee, 2.77%; Nell E. Starks, 6.43%; Elizabeth Norris, 12.64%; Laura Lee, 9.78%; Lee Enterprises Inc., 10.19%; and more than 50 other stockholders. Also licensee of KGLO-AM, Mason City, Ia.; KHQA-TV, Hannibal, Mo. and Quincy, Ill.; WTAD-AM-FM, Quincy, Ill.; KEYC-TV, Mankato, Minn.

Began Operation: May 15, 1954.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Assoc.

Personnel:

WALTER J. ROTHSCHILD, president & general manager.  
LLOYD LOERS, station manager.  
ROBERT G. FRUEHE, national sales manager.  
DOUGLAS F. SHERWIN, program manager & film buyer.  
BART CURRAN, production director.  
KEN KEW, news manager.  
DON SABBANN, farm director.  
ROGER SAWYER, chief engineer.

DIGEST OF RATE CARD NO. 11\*—(July 1, 1964)

Hour 30 Min. 15 Min. 5 Min. 40 Sec. 30 Sec. 20 Sec. 10 Sec.

Class A—6:59-10:15 p.m., daily.  
\$550.00 \$330.00 \$220.00 \$165.00 \$125.00 \$95.00 \$75.00 \$48.00

\*Sold nationally in combination with KEYC-TV Mankato, Minn.

NETWORK BASE HOURLY RATE: \$475.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>IOWA</b>          |                  |                |           |
| BUTLER               | 5,400            | 5,000          | 93        |
| CERRO GORDO          | 15,900           | 15,100         | 95        |
| CHICKASAW            | 4,300            | 4,000          | 94        |
| EMMET                | 4,400            | 3,900          | 88        |
| FLOYD                | 6,500            | 6,100          | 94        |
| FRANKLIN             | 4,600            | 4,400          | 96        |
| HANCOCK              | 4,200            | 4,000          | 94        |
| HARDIN               | 7,300            | 6,900          | 95        |
| HOWAR                | 3,800            | 3,300          | 88        |
| HUMBOLOT             | 4,000            | 3,700          | 93        |
| KOSSUTH              | 7,100            | 6,800          | 95        |
| MITCHELL             | 4,200            | 3,900          | 94        |
| PALO ALTO            | 3,900            | 3,500          | 89        |
| POCAHONTAS           | 3,900            | 3,600          | 93        |
| WINNEBAGO            | 4,000            | 3,800          | 95        |
| WORTH                | 2,900            | 2,700          | 94        |
| WRIGHT               | 6,000            | 5,700          | 95        |
| <b>MINNESOTA</b>     |                  |                |           |
| BLUE EARTH           | 13,200           | 12,200         | 93        |
| DODGE                | 3,700            | 3,400          | 91        |
| FARIBAULT            | 6,800            | 6,400          | 93        |
| FILLMORE             | 6,800            | 6,300          | 93        |
| FREEBORN             | 11,400           | 10,800         | 94        |
| JACKSON              | 4,200            | 3,800          | 91        |
| MARTIN               | 8,300            | 7,700          | 93        |
| MOWER                | 14,400           | 13,700         | 96        |
| OLMSTED              | 20,600           | 19,600         | 95        |
| STEELE               | 7,800            | 7,400          | 95        |
| WASECA               | 4,900            | 4,600          | 94        |
| WINONA               | 11,700           | 10,700         | 92        |
| <b>STATION TOTAL</b> | <b>206,200</b>   | <b>193,000</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 106,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 74,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



# Iowa—Sioux City



**KTIV**



Ch. 4

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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

TV tape: Recording facilities.

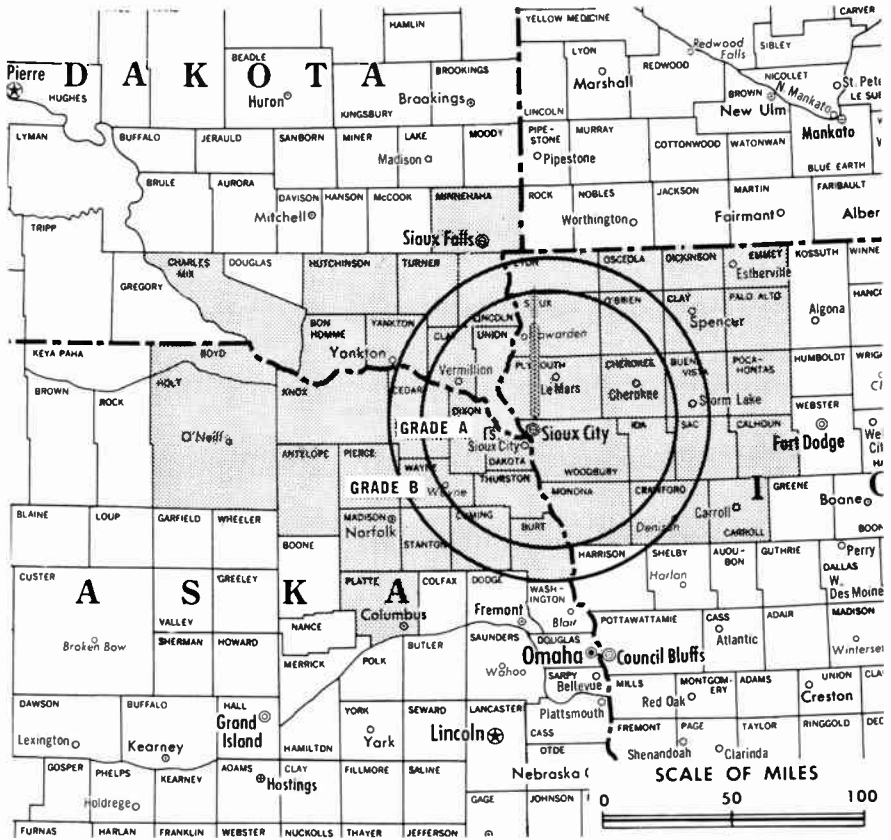
Color: Network only.

News Wire Service: UPI.

AM Affiliate: KSCJ, 5-kw, 1360 kc (ABC).

O & O Translators: K77BK, Norfolk, Neb.; K83BF, Elgin (Elkhorn Valley-Neligh & Tilden), Neb.; K77B0, Inman & O'Neill, Neb.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTIV Ref: FCC File No. B1PT-3127 Granted 1/19/65

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

## KTIV

Network Service: NBC, ABC.

Licensee: KTIV Television Co., 10th & Grandview Blvd. (51103).

Studio: 10th & Grandview Blvd.

Telephone: 712-258-0545. TWX No.: 712-991-1850.

Ownership: Perkins Bros. Co. 100% (KSCJ, also affiliated with Journal Tribune Publishing Co.). KTIV officers: Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Bernard Marks, secy.; Elizabeth Sammons, treas.

Began Operation: Oct. 9, 1954. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest, Vol. 5:24).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- DIETRICH DIRKS, president & general manager.
- GENE FLAHERTY, executive v.p. & sales director.
- WILLIAM YENERICH, sales manager.
- DON STONE, program director & film buyer.
- BILL MOTE, promotion director.
- GENE QUILLEASH, production director.
- TERRY WALKER, continuity director.
- JON POSTON, news director.
- ROGER MANSFIELD, sports director.
- AL SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 10 (June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:59-9:59 p.m., daily.  
\$500.00 \$300.00 \$220.00 \$160.00 \$140.00 \$115.00 \$58.00  
NETWORK BASE HOURLY RATE: \$575.00 (ABC), \$575.00 (NBC).

ARB Data for this station does not reflect present coverage since the station changed its facilities after the survey was made.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | HOMES  | TV HOMES PER |
|-----------------|------------------|--------|--------------|
| <b>NEBRASKA</b> |                  |        |              |
| ANTELOPE        | 2,900            | 2,500  | 88           |
| BOYO            | 1,400            | 1,200  | 88           |
| BURT            | 3,000            | 2,900  | 96           |
| CEDAR           | 3,700            | 3,500  | 94           |
| CUMING          | 3,700            | 3,400  | 93           |
| DAKOTA          | 4,000            | 3,800  | 97           |
| DIXON           | 2,200            | 2,100  | 96           |
| HOLT            | 4,200            | 3,400  | 82           |
| KNOX            | 3,900            | 3,300  | 85           |
| MADISON         | 8,300            | 7,500  | 90           |
| PIERCE          | 2,600            | 2,500  | 93           |
| PLATTE          | 7,700            | 7,300  | 95           |
| <b>IOWA</b>     |                  |        |              |
| BUENA VISTA     | 6,600            | 6,200  | 95           |
| CALHOUN         | 4,800            | 4,500  | 94           |
| CARROLL         | 6,600            | 6,400  | 96           |
| CHEROKEE        | 5,200            | 4,900  | 94           |
| CLAY            | 5,700            | 5,200  | 92           |
| CRAWFORD        | 5,300            | 5,000  | 95           |
| DICKINSON       | 4,000            | 3,600  | 91           |
| EMMET           | 4,400            | 3,900  | 88           |
| IDA             | 3,000            | 2,900  | 95           |
| LYON            | 4,100            | 3,800  | 92           |
| MONONA          | 3,900            | 3,700  | 94           |
| O BRIEN         | 5,800            | 5,500  | 96           |
| OSCEOLA         | 3,000            | 2,800  | 93           |
| PALO ALTO       | 3,900            | 3,500  | 89           |
| PLYMOUTH        | 6,800            | 6,500  | 95           |
| POCAHONTAS      | 3,900            | 3,600  | 93           |
| SAC             | 5,200            | 4,800  | 93           |
| SIoux           | 7,400            | 6,700  | 90           |
| WOODBURY        | 33,900           | 32,400 | 96           |

(Continued on page 230-b)

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 235,800 | 220,500 | 94 |
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 145,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 113,500 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 5       |

# Iowa—Sioux City



**KQTV**

Ch. 9

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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

Color: Network, live, film & slide.

News Wire Service: UPI.

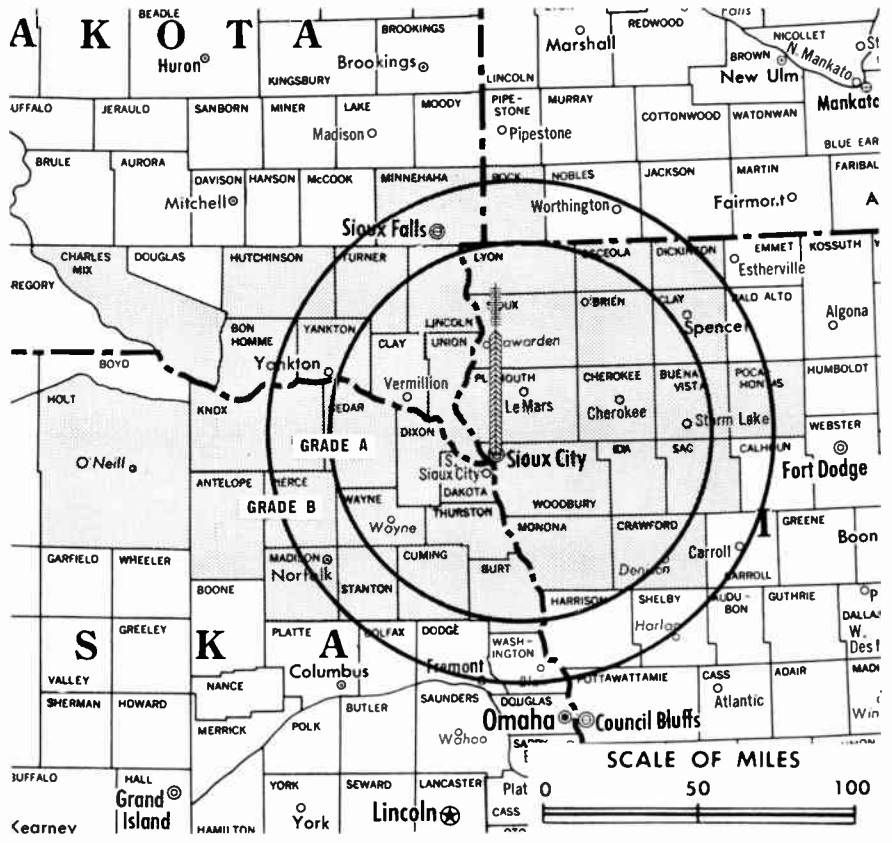
Facsimile Service: UPI.

TV tape: Recording facilities.

O & O Translators: K80BU, Elgin (Elkhorn Valley-Neligh-Tilden), Neb.; K74CL, Inman & O'Neill, Neb.; K74CE, Norfolk, Neb.

ARB Data does not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66).  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KQTV Ref: FCC File No. BPT-3128 Granted 1/19/65

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

## KQTV

Network Service: CBS, ABC.

Licensee: Forward of Iowa Inc., 7th & Douglas Sts. (51101).

Studio: TV Theatre, 7th & Douglas Sts.

Telephone: 712-277-2345. TWX No.: 712-991-1852.

Ownership: Wisconsin Valley TV Corp., see WMTV, Madison, Wis.

Began Operation: March 29, 1953. Sale to present owner by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (Television Digest, Vol. 5:30) Sale to People's by Cowles Bcstg. Co. was approved Nov. 27, 1957 by FCC (Vol. 13:41, 44, 49).

Represented (sales) by The Katz Agency Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

- DONALD D. SULLIVAN, v.p. & general manager.
- ROBERT B. DONOVAN, commercial manager.
- CLARK POLLOCK, program director & film buyer.
- CARL MORRIS, film director.
- CHARLES HARNESS, news director.
- CLAIR GILES, business manager.
- ROBERT G. ENGELHARDT, chief engineer.

### DIGEST OF RATE CARD NO. 11 (Sept. 12, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$475.00 \$290.00 \$190.00 \$150.00 \$120.00 \$100.00 \$50.00  
NETWORK BASE HOURLY RATE: \$650 (ABC), \$650 (CBS).

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| <b>IOWA</b>  |                  |          |     |
| BUENA VISTA  | 6,600            | 6,200    | 95  |
| CHEROKEE     | 5,200            | 4,900    | 94  |
| CLAY         | 5,700            | 5,200    | 92  |

|            |        |        |    |
|------------|--------|--------|----|
| CRAWFORD   | 5,300  | 5,000  | 95 |
| DICKINSON  | 4,000  | 3,600  | 91 |
| IDA        | 3,000  | 2,900  | 95 |
| LYON       | 4,100  | 3,800  | 92 |
| MONONA     | 3,900  | 3,700  | 94 |
| O BRIEN    | 5,800  | 5,500  | 96 |
| OSCEOLA    | 3,000  | 2,800  | 93 |
| PLYMOUTH   | 6,800  | 6,500  | 95 |
| POCAHONTAS | 3,900  | 3,600  | 93 |
| SAC        | 5,200  | 4,800  | 93 |
| SIoux      | 7,400  | 6,700  | 90 |
| WOODBURY   | 33,900 | 32,400 | 96 |

|                  |       |       |    |
|------------------|-------|-------|----|
| <b>MINNESOTA</b> |       |       |    |
| ROCK             | 3,400 | 3,200 | 96 |

|                 |       |       |    |
|-----------------|-------|-------|----|
| <b>NEBRASKA</b> |       |       |    |
| ANTELOPE        | 2,900 | 2,500 | 88 |
| BURT            | 3,000 | 2,900 | 96 |
| CEDAR           | 3,700 | 3,500 | 94 |
| CUMING          | 3,700 | 3,400 | 93 |
| DAKOTA          | 4,000 | 3,800 | 97 |
| DIXON           | 2,200 | 2,100 | 96 |
| HOLT            | 4,200 | 3,400 | 82 |
| KNOX            | 3,900 | 3,300 | 85 |
| MADISON         | 8,300 | 7,500 | 90 |
| PIERCE          | 2,600 | 2,500 | 93 |
| STANTON         | 1,700 | 1,600 | 90 |
| THURSTON        | 1,700 | 1,600 | 92 |
| WAYNE           | 3,000 | 2,900 | 97 |

|                     |        |        |    |
|---------------------|--------|--------|----|
| <b>SOUTH DAKOTA</b> |        |        |    |
| BON HOMME           | 3,000  | 2,600  | 88 |
| CHARLES MIX         | 2,900  | 2,400  | 85 |
| CLAY                | 3,300  | 3,100  | 94 |
| HUTCHINSON          | 3,600  | 3,300  | 90 |
| LINCOLN             | 4,000  | 3,800  | 95 |
| MINNEHAHA           | 29,500 | 28,600 | 97 |
| TURNER              | 3,700  | 3,500  | 94 |
| UNION               | 3,200  | 3,100  | 97 |
| YANKTON             | 5,100  | 4,700  | 93 |

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 210,400 | 196,900 | 94 |
|---------------|---------|---------|----|

NET WEEKLY CIRCULATION (MARCH 65) 129,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 99,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Iowa—Waterloo-Cedar Rapids



**KWWL-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2078-ft. above sea level.

Latitude 42° 24' 47"  
Longitude 92° 00' 42"

Requests change to 153-kw visual, 30.5-kw aural, 2000-ft. above av. terrain, 1922-ft. above ground, 2939-ft. above sea level, lat. 42° 18' 59", long. 91° 51' 31"; transmitter to 4.5-mi. NW of Walker, Ia. BPCT—3606.

Transmitter: 5-mi. SE of Jesup on Farm Rd. "O".

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KWWL, 5-kw, 1330 kc (MBS).

O & O Translator: K80AW, Dubuque, Ia.

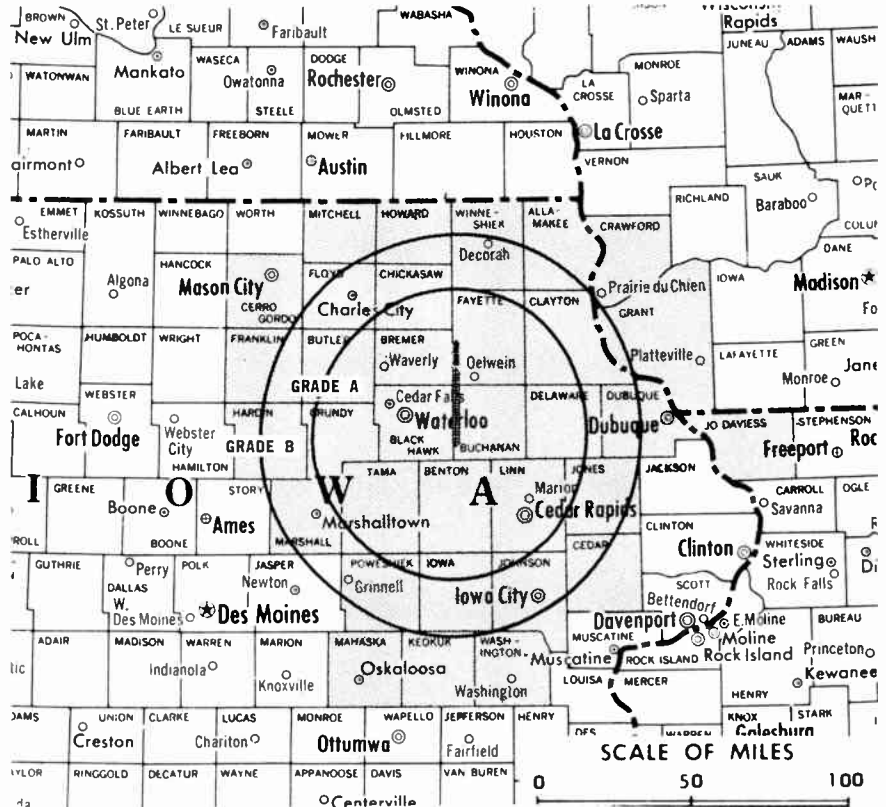
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KWWL-TV Ref: FCC File No. BMT-3298 Granted 8/18/55

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## KWWL-TV

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa (50703).

Studio: 500 E. 4th St.

Telephone: 319-234-4404.

TWX No.: 319-235-1716.

Ownership: Robert Buckmaster, pres., 11.8%; Donald M. Graham, v.p., 2.9%; Robert Young, treas., 2.2%; the following directors: T. L. Trunnell, 3.8%; Robert J. McCoy, 1.7%; Ralph J. McElroy estate, 3.8%; William Bolster estate, 6.8%; Lowell J. Walker, 1.6%; John B. Young, 2.2%; E. E. Wheeler, 2.2%; A. D. Donnell, 1.9%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%. There are several other stockholders, each owning 1% or less. Also owns radio KLWW, Cedar Rapids, Ia.; KMMT (TV), radio KAUS, Austin, Minn. & translator K80AW, Dubuque, Ia.

Began Operation: Nov. 25, 1953.

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Assoc. (Minneapolis).

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT BUCKMASTER, president.  
THOMAS L. YOUNG, exec. v.p. & TV and film buyer.  
BOB JANECEK, sales manager.  
WARREN MEAD, director of public affairs.  
E. M. TINK, director of engineering.

DIGEST OF RATE CARD NO. 13  
(Oct. 7, 1963)

| Hour                          | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | 20 Sec.  | 10 Sec.  |
|-------------------------------|----------|----------|----------|----------|----------|----------|
| Class AA—6:59-10 p.m., daily. | \$550.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$100.00 |
|                               | \$50.00  | \$30.00  | \$20.00  | \$17.50  | \$12.50  | \$10.00  |

Combination Rates—KWWL-TV & KMMT, Austin, Minn.  
Class AA—6:59-9:30 p.m., daily.

\$562.50 \$337.50 \$235.00 \$196.88 \$140.63 \$122.00 \$61.00

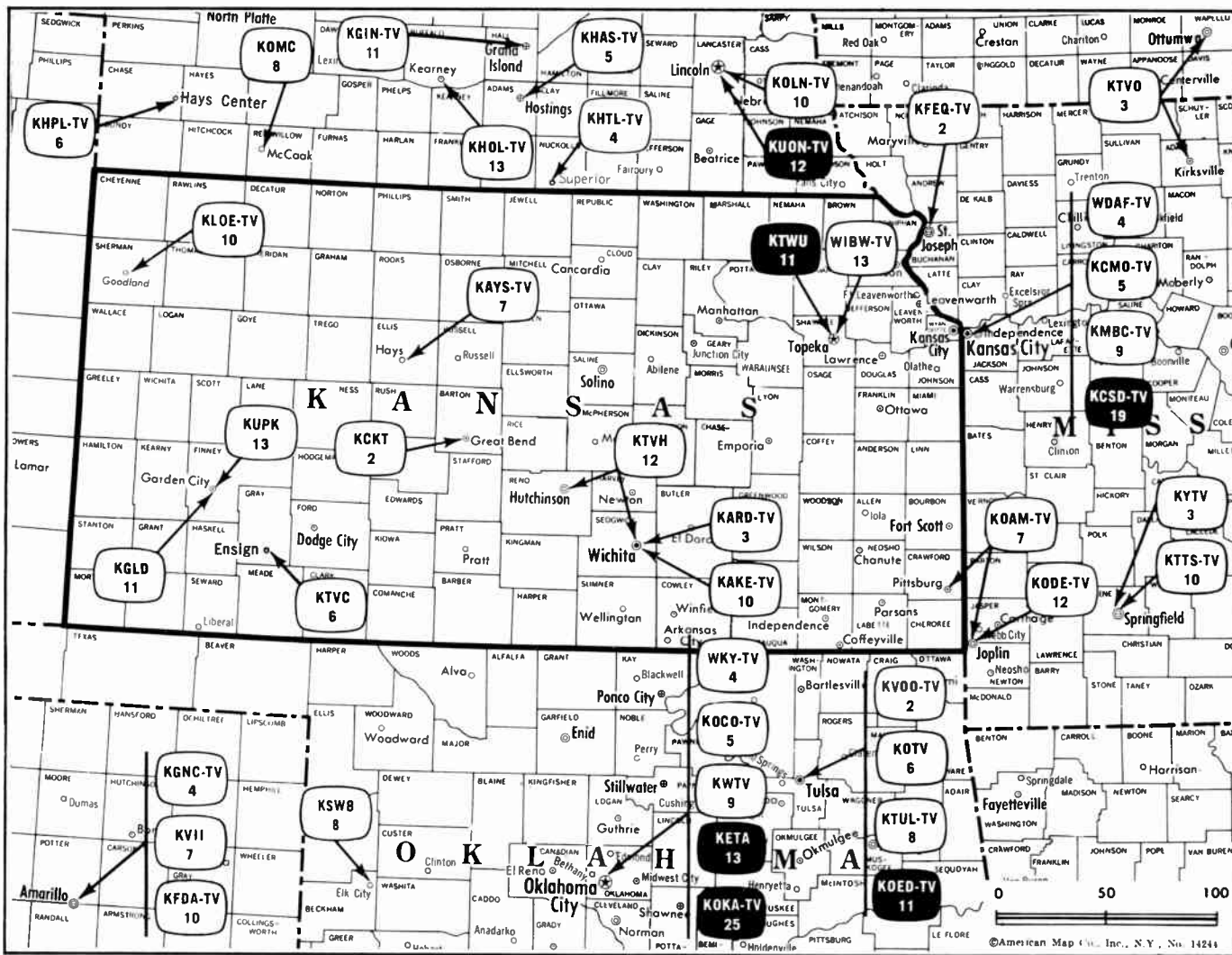
NETWORK BASE HOURLY RATE: \$525.

242-b

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | TV HOMES PER |
|----------------------|------------------|----------------|--------------|
| <b>ILLINOIS</b>      |                  |                |              |
| JO DAVIESS           | 6,400            | 6,000          | 94           |
| <b>IOWA</b>          |                  |                |              |
| ALLAMAKEE            | 4,500            | 4,200          | 93           |
| BENTON               | 7,200            | 6,900          | 96           |
| BLACK HAWK           | 38,500           | 37,100         | 96           |
| BREMER               | 6,400            | 6,000          | 94           |
| BUCHANAN             | 6,000            | 5,600          | 94           |
| BUTLER               | 5,400            | 5,000          | 93           |
| CEDAR                | 5,500            | 5,200          | 95           |
| CERRO GORDO          | 15,900           | 15,100         | 95           |
| CHICKASAW            | 4,300            | 4,000          | 94           |
| CLAYTON              | 6,500            | 5,900          | 91           |
| DELAWARE             | 5,200            | 4,900          | 94           |
| DUBUQUE              | 22,500           | 20,800         | 93           |
| FAYETTE              | 8,500            | 8,000          | 94           |
| FLOYD                | 6,500            | 6,100          | 94           |
| FRANKLIN             | 4,600            | 4,400          | 96           |
| GRUNDY               | 4,400            | 4,200          | 96           |
| HARDIN               | 7,300            | 6,900          | 95           |
| HOWARD               | 3,800            | 3,300          | 88           |
| IOWA                 | 5,000            | 4,600          | 94           |
| JOHNSON              | 16,100           | 14,700         | 91           |
| JONES                | 6,100            | 5,900          | 96           |
| KEOKUK               | 4,500            | 4,100          | 91           |
| LINN                 | 48,100           | 46,300         | 96           |
| MAHASKA              | 7,400            | 6,900          | 93           |
| MARSHALL             | 12,300           | 11,900         | 97           |
| MITCHELL             | 4,200            | 3,900          | 94           |
| POWESHIEK            | 5,700            | 5,400          | 95           |
| TAMA                 | 6,700            | 6,300          | 94           |
| WASHINGTON           | 5,900            | 5,400          | 91           |
| WINNESHIEK           | 5,900            | 5,400          | 92           |
| <b>WISCONSIN</b>     |                  |                |              |
| CRAWFORD             | 4,100            | 3,900          | 96           |
| GRANT                | 12,700           | 11,900         | 94           |
| <b>STATION TOTAL</b> | <b>314,100</b>   | <b>296,200</b> | <b>94</b>    |

NET WEEKLY CIRCULATION (MARCH 65) 200,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 122,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

TV Factbook No. 36

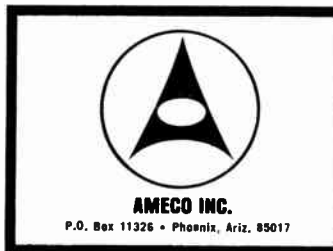


| Market           | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|------------------|----------------------------|------|-------------|------|---------------|------|
| Wichita          | 332,100                    | 56   | 430,800     | 75   | 398,800       | 71   |
| Pittsburg-Joplin | 150,000                    | 110  | 212,800     | 131  | 192,200       | 131  |
| Topeka           | 126,400                    | 131  | 189,400     | 141  | 173,900       | 139  |
| Hays             | 43,000                     | 192  | 77,300      | 195  | 70,400        | 196  |
| Ensign           | 35,700                     | 201  | 55,900      | 207  | 50,300        | 208  |

### Kansas Station Status as of Feb. 1, 1966

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| ○ Commercial Television Stations  | 11  | 1   | 12    |
| ● Educational Television Stations | 1   | 0   | 1     |
|                                   |     |     | 13    |

For Educational Facilities and State Cross References see page for KGLD, Garden City, Kan.



**AMECO "SALESMOBILE SERVICE"**  
 IN KANSAS  
 WILLIAM P. JONES  
 712 Central Ave. N.E. Albuquerque, New Mexico  
 Phone: 505-243-7993  
 Dallas Warehouse 214-351-1567

# Kansas—Ensign



**KTVG**



Ch. 6

[Operates in affiliation with KTVH, Hutchinson-Wichita, Kan.]

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

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

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

Telephone: 316-483-6666.

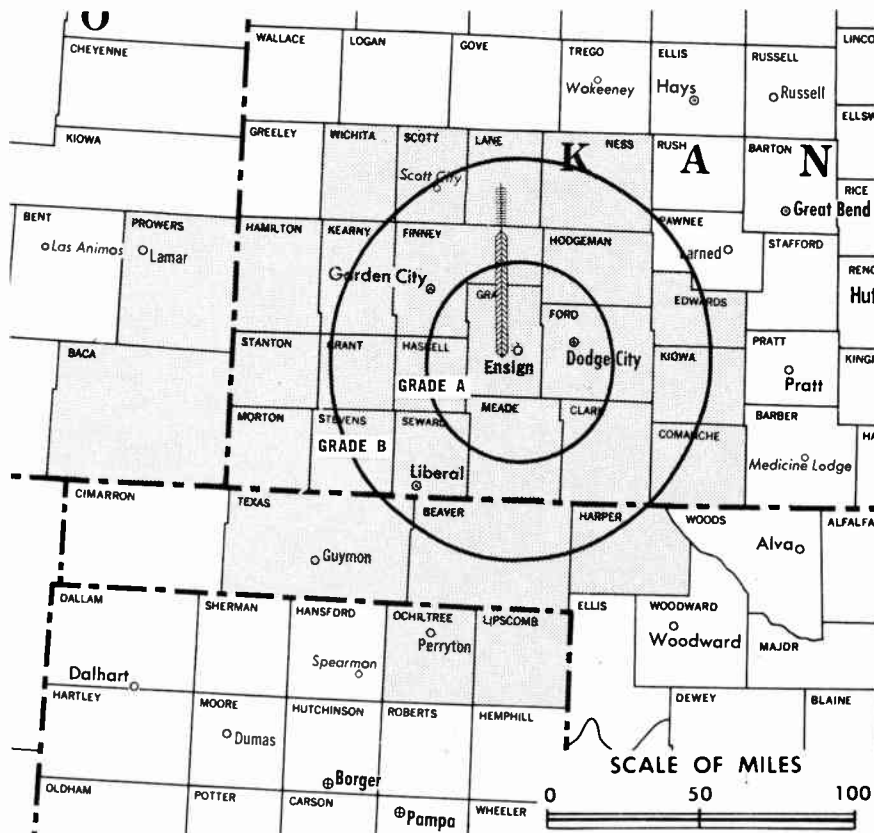
Color: Network only.

News Wire Service: UPI.

Facsimile Service: AP.

Represented (legal) Wilner & Bergson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVG Ref: FCC File No. B1PT 3174 Granted 1/29/65

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

## KTVG

Network Service: CBS (EMP; private relay from KTVH).

Licensee: Southwest Kansas Television Co. Inc., Cimarron, Kan.

Office: 2311 W. Wyatt Earp Blvd., Box 157, Dodge City, Kan. (67801).

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

Ownership: Leigh Warner, pres., 30.156%; Wendell Elliott, v.p., 5.799%; W. E. Montgomery, secy., .655%; F. C. Walker, treas., .655%; Dodge City Terminal Elevator, 1.008%; Sidney Warner, 5.042%; Diana Janof, 3.983%; Ray Broce, 2.5%; Dodge City Broadcasting Co., Inc. (KGN0), 15.355%; Dodge City Daily Globe, 9.5%; John A. Costelow, 1.32%. There are no other stockholders owning over 1%.

Began Operation: July 24, 1957.

Represented (sales) by Blair Television Assoc. Inc. (on sales with KTVH. The Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KAYS-TV, Hays & KLDE-TV, Goodland). Note: May be bought as single station by contacting station directly.

Repreented (engineering) by Commercial Radio Equipment Co.

Personnel:

WENDELL ELLIOTT, v.p., general manager & film buyer.  
KENNETH KARR, chief engineer.

DIGEST OF RATE CARD NO. 4—(Jan. 1, 1963)

| Hour                          | 30 Min.  | 15 Min. | 10 Min. | 5 Min.  | 20 Sec. | 10 Sec. |
|-------------------------------|----------|---------|---------|---------|---------|---------|
| Class AA—6:30-10 p.m., daily. | \$130.00 | \$75.00 | \$46.00 | \$45.00 | \$37.00 | \$32.00 |

Class AA—6:30-10 p.m., daily.

\$130.00 \$75.00 \$46.00 \$45.00 \$37.00 \$32.00 \$16.00

NETWORK BASE HOURLY RATE: \$120.

ARB Data for this station does not reflect present coverage. After the data was collected, the station increased its power.

| STATE/COUNTY         | TOTAL HOUSEHOLOS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>COLORADO</b>      |                  |               |           |
| BACA                 | 1,800            | 1,300         | 76        |
| PROWERS              | 4,000            | 3,400         | 84        |
| <b>KANSAS</b>        |                  |               |           |
| CLARK                | 1,000            | 1,000         | 94        |
| COMANCHE             | 1,000            | 900           | 85        |
| EDWARDS              | 1,400            | 1,300         | 93        |
| FINNEY               | 5,000            | 4,600         | 93        |
| FORD                 | 6,600            | 6,200         | 94        |
| GRANT                | 1,500            | 1,400         | 92        |
| GRAY                 | 1,100            | 1,000         | 92        |
| HAMILTON             | 800              | 700           | 87        |
| HASKELL              | 900              | 800           | 93        |
| HOGGEMAN             | 800              | 700           | 88        |
| KEARNY               | 800              | 700           | 93        |
| KIOWA                | 1,500            | 1,200         | 85        |
| LANE                 | 900              | 900           | 93        |
| MEADE                | 1,600            | 1,600         | 98        |
| MORTON               | 1,100            | 900           | 90        |
| NESS                 | 1,400            | 1,300         | 92        |
| SCOTT                | 1,600            | 1,400         | 92        |
| SEWARD               | 5,600            | 5,200         | 92        |
| STANTON              | 400              | 300           | 86        |
| STEVENS              | 1,300            | 1,100         | 85        |
| WICHITA              | 800              | 700           | 87        |
| <b>OKLAHOMA</b>      |                  |               |           |
| BEAVER               | 2,200            | 2,000         | 91        |
| HARPER               | 2,000            | 1,800         | 91        |
| TEXAS                | 4,700            | 4,200         | 91        |
| <b>TEXAS</b>         |                  |               |           |
| LIPSCOMB             | 800              | 700           | 83        |
| OCHILTREE            | 3,300            | 3,000         | 93        |
| <b>STATION TOTAL</b> | <b>55,900</b>    | <b>50,300</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 35,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 26,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Kansas—Garden City



**KGLD**

Ch. 11



[Satellite of KARD-TV,  
Wichita, Kan.]

Technical Facilities: Channel No. 11  
(198-204 mc). Authorized power:  
200-kw visual, 39.8-kw aural. An-  
tenna: 800-ft. above av. terrain,  
834-ft. above ground, 3711-ft.  
above sea level.

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

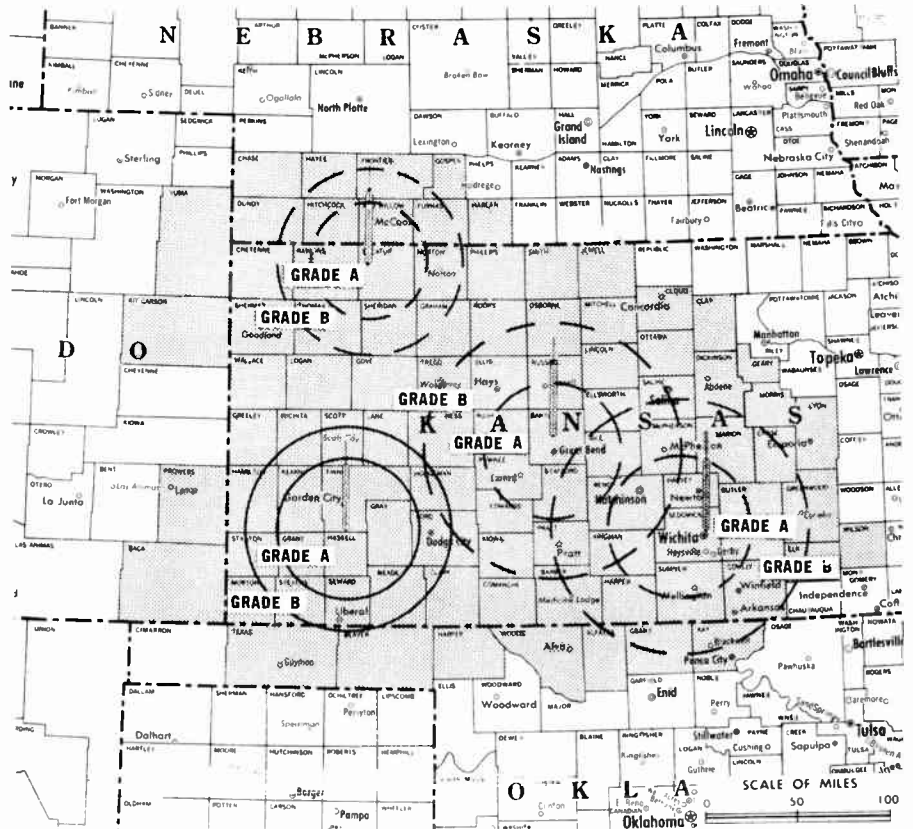
Transmitter: U.S. Hwy. 83, 12.6-mi.  
S of Garden City.

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

Telephone: 316-276-2311.

Color: Network only.

News Wire Service: AP.



County coverage (shaded areas) based on 1965  
ARB study.

KGLD Ref: FCC File No. BPC-3371 Granted 8/20/64

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## KGLD

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita Kan.  
(67203).

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 5, 1958. For sale to present owners, see  
KCKT, Great Bend, Kan.

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

Represented (legal) by Koteen & Burt.

Personnel:

WILLIAM (JERRY) SMITH, station manager.

Rates: Offered as bonus with KARD-TV, Wichita and its other  
satellites (Kansas State Network) KCKT, Great Bend and KOMC,  
McCook, Neb.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend.

ARB Data for this Station Included with Parent  
KARD-TV, Wichita, Kan. Above Map Reflects  
Coverage of Parent and Satellites KCKT, Great  
Bend, Kan. & KOMC, McCook, Neb.

For Kansas CATV Systems,  
see CATV Directory  
in Section c.

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

### KTWU

Topeka

Ch. 11

Non-Commercial Educational Station

Grantee: Washburn University of Topeka, 17th & College Sts.

Technical Facilities: Channel No. 11 (198-204) mc). Authorized  
power: 316-kw visual, 158-kw aural. Antenna: 1004-ft. above  
av. terrain, 949-ft. above ground, 2026-ft. above sea level.

Latitude 39° 03' 51"  
Longitude 95° 45' 49"

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KTVH

Hutchinson

(See Wichita, Kan.)

### KODE-TV

Pittsburg

(See Joplin, Mo.)

# Kansas—Garden City



**KUPK-TV**



Ch. 13

[Satellite of KAKE-TV, Wichita, Kan.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 87.1-kw visual, 26.1-kw aural. Antenna: 870-ft. above av. terrain, 876-ft. above ground, 3716-ft. above sea level.

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

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

Color: Network, film & slide.

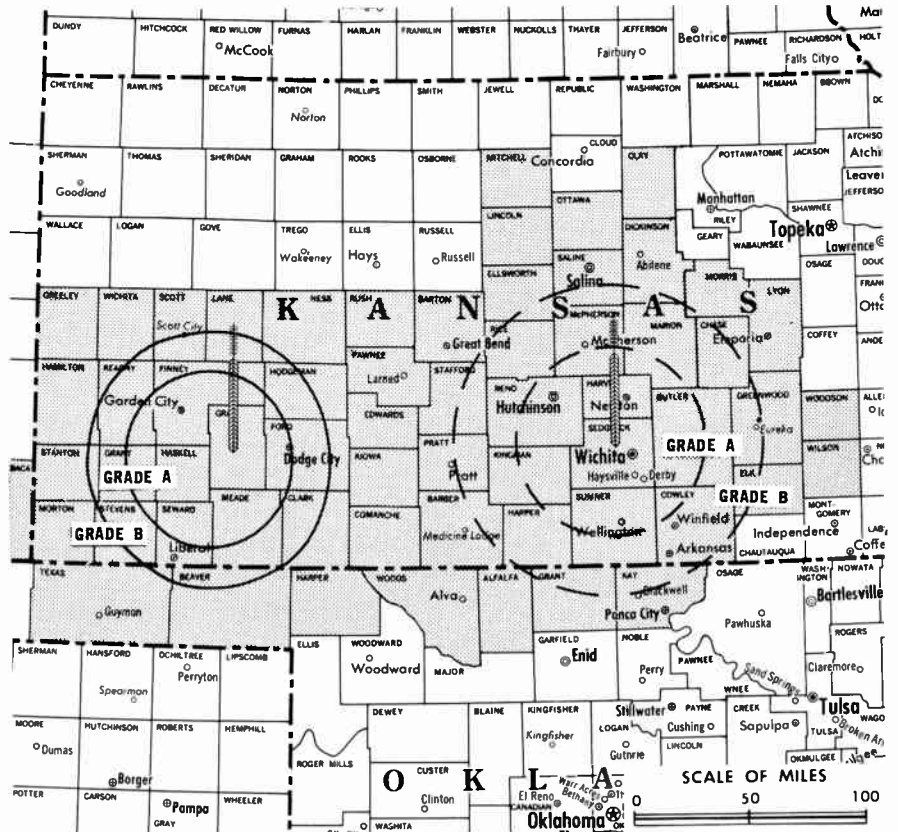
News Wire Service: AP, UPI.

Facsimile Service: AP.

AM Affiliate: KUPK, 5-kw, 1050 kc.

FM Affiliate: KUPK-FM, 11-kw, 97.3 mc, 230-ft.

County coverage (shaded area) based on 1965 ARB study.



KUPK-TV Ref: FCC File No. BPCT—2901 Granted 5/6/64

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## KUPK-TV

Licensee: KAKE-TV & Radio Inc., Box 1010, Wichita, Kan. (67201).

Studio: 8-mi. NW of Copeland, Kan.

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

CHET WISE, station manager.

PAUL HINDERLITER, chief engineer.

Rates: Offered as bonus with KAKE-TV, Wichita, Kan.

NETWORK BASE HOURLY RATE: Bonus to KAKE-TV, Wichita.

ARB Data for this Station Included with Parent KAKE-TV, Wichita, Kan. Above Map Reflects Coverage of both Parent & Satellite.

# Daniels & Associates

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Ch. 10

[Satellite of KAYS-TV, Hays, Kan.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 770-ft. above av. terrain, 782-ft. above ground, 4474-ft. above sea level.

Latitude 39° 20' 31"  
Longitude 101° 42' 33"

Transmitter: 17th St. & Broadway Ave.

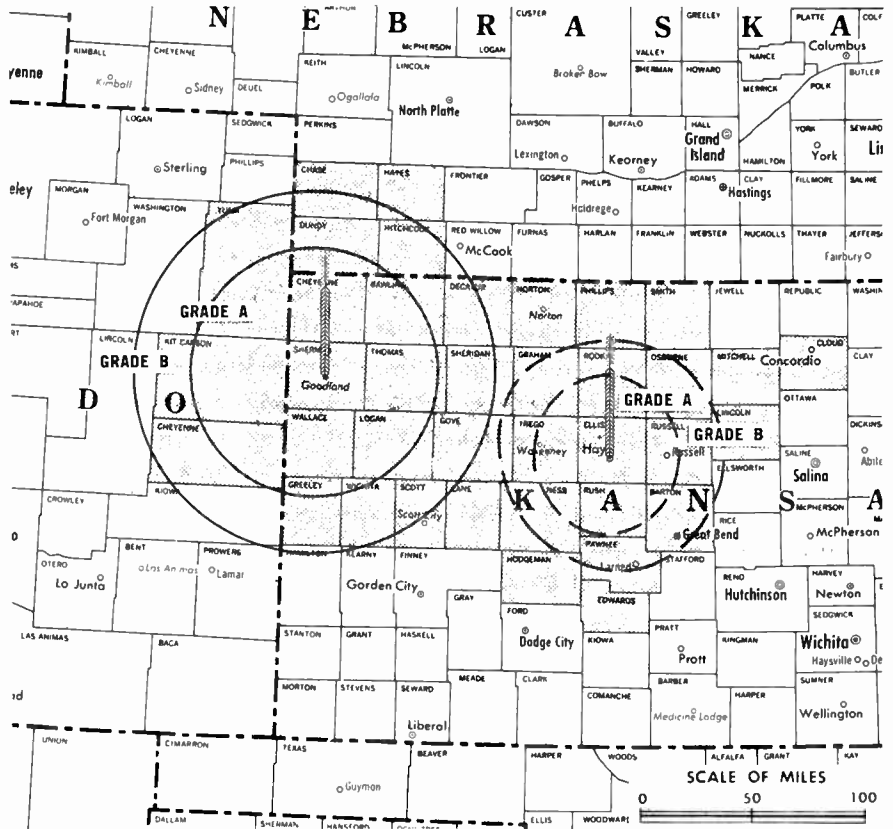
Studio: 17th St. & Broadway Ave.

Telephone: 913-899-2321.

Color: Network only.

AM Affiliate: KLOE, 1-kw, 730-kc.

News Wire Service: AP.



County coverage (shaded areas) based on 1963 ARB study.

KLOE-TV Ref: FCC File No. BMPCT-3818 Granted 4/20/56

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

## KLOE-TV

Network Service: Same as KAYS-TV, Hays.

Licensee: KAYS Inc., P.O. Box 695, Hays, Kan. (67601).

Ownership: Same as KAYS-TV, Hays, Kan.

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

Represented (sales) by Blair Television Assoc. (on sales on Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KTVC, Ensign & KAYS-TV, Hays); Hal Holman Co. (other).

Represented (legal) by A. L. Stein.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

KAY MELIA, resident manager.

Rates: Sold only in combination with KAYS-TV, Hays, Kan.

NETWORK BASE HOURLY RATE: Combination rate with KAYS-TV, Hays, \$160.00

ARB Data for this Station Included with Report of Parent KAYS-TV, Hays, Kan. Above Map Reflects Coverage of both Parent & Satellite.

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Montreal, Canada

# Kansas—Great Bend

NB

**KCKT**



Ch. 2

[Satellite of KARD-TV,  
Wichita, Kan.]

116/6

Technical Facilities: Channel No. 2  
(54-60 mc). Authorized power:  
100-kw visual, 50-kw aural. An-  
tenna: 970-ft. above av. terrain,  
1006-ft. above ground, 2875-ft.  
above sea level.

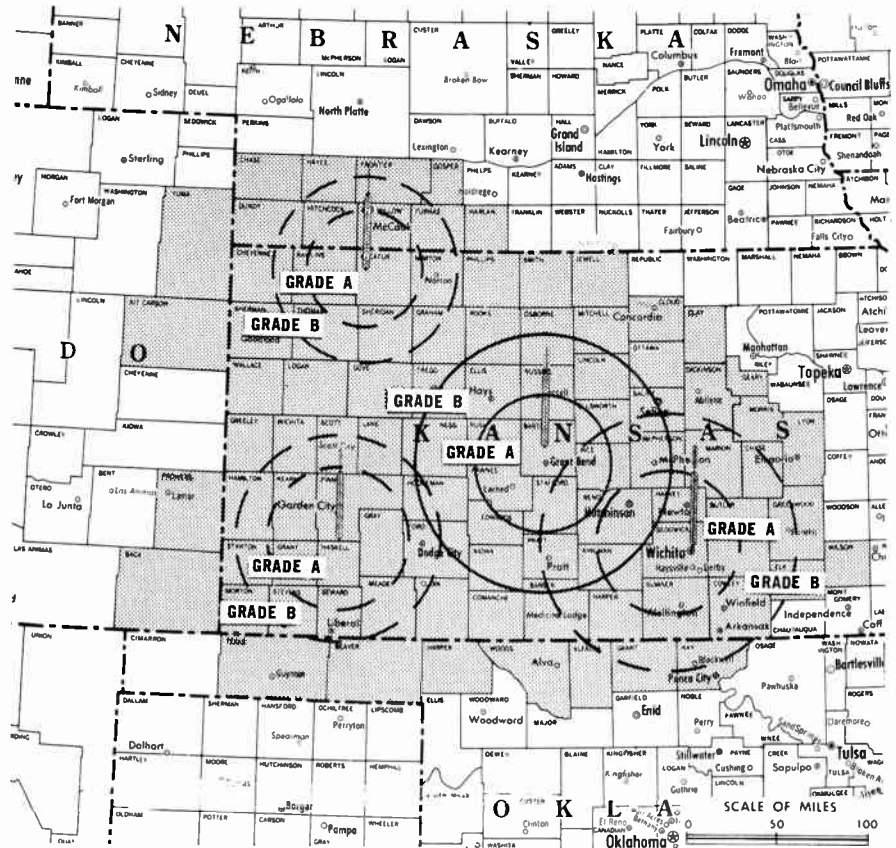
Latitude 38° 25' 54"  
Longitude 98° 46' 24"

Color: Network only.

News Wire Service: UPI.

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

O & O Translator: K74CN, Salina,  
Kan.



County coverage (shaded areas) based on 1965  
ARB study.

KCKT Ref: FCC File No. BPCT—1838 Granted 3/3/54

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## KCKT

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan.  
(67203).

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

Telephone: 316-453-7868.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 28, 1954. Sale (with satellites KGLD, Gar-  
den City, Kan. and KOMC, McCook, Neb.) to present owners by  
Central Kansas Television Co. Inc. approved by FCC June 13,  
1962 (Television Digest, Vol. 2.25).

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

Represented (legal) by Koteen & Burt.

Personnel:

LEE ENEFF, station manager.

Rates: Offered as bonus with KARD-TV, Wichita and its other  
satellites (Kansas State Network) KGLD, Garden City and KOMC,  
McCook, Neb.

NETWORK BASE HOURLY RATE: \$275.

ARB Data for this Station Included with Report of  
Parent KARD-TV, Wichita, Kan. Above Map  
Reflects Coverage of Parent and Satellites KGLD,  
Garden City, Kan. & KOMC, McCook, Neb.

HA 1-0818

RESIDENCE  
TE 2-9362

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Radio Television CATV

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NEW YORK, N.Y.

# Kansas—Hays



**KAYS-TV**

Ch. 7



[Operates satellite KLOE-TV,  
Goodland, Kan.]

**Technical Facilities:** Channel No. 7  
(174-180 mc). Authorized power:  
112-kw visual, 60.3-kw aural. Antenna:  
710-ft. above av. terrain,  
816-ft. above ground, 2840-ft.  
above sea level.

Latitude 38° 53' 05"  
Longitude 99° 20' 21"

Transmitter: 2300 Hall St.

Studio: 2300 Hall St.

AM Affiliate: KAYS, 1-kw (.25-kw  
night), 1400 kc.

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS

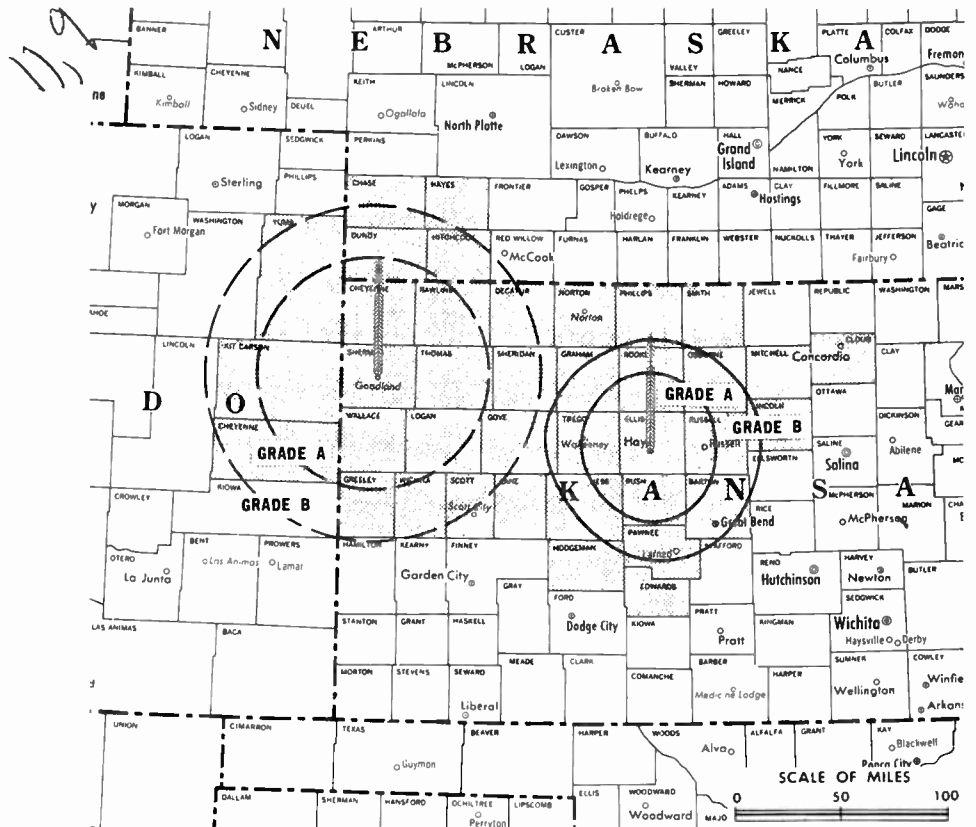
Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KAYS-TV Ref: FCC File No. BPCT-2878 Granted 8/11/59  
KLOE-TV Ref: FCC File No. BPCT-3818 Granted 4/20/56

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

## KAYS-TV

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays. Telephone: 913-624-2578.

Ownership: Ross Beach Jr., 50 $\frac{2}{3}$ %; Robert E. Schmidt, v.p.-gen.  
mgr., 49 $\frac{1}{3}$ %. Also operates satellite KLOE-TV, Goodland, Kan.  
Beach family has 60% interest in radio KLOE, Goodland, Kan.

Began Operation: Sept. 2, 1958.

Represented (sales) by Blair Television Assoc. (on sales on Kansas  
Bcstg. System, including KTVH, Hutchinson-Wichita, KTVC,  
Ensign & KLOE-TV, Goodland); Hal Holman Co. (other).

Represented (legal) by A. L. Stein.

Personnel:

ROBERT E. SCHMIDT, general manager.

BERNARD BROWN, station manager.

KEITH TOWNSENDIN, chief engineer.

HARVEY ZIMMERMAN, production manager.

MARY DICKEY, office manager.

### DIGEST OF RATE CARD NO. 3

(Sept. 1, 1965)\*

|                              | Hour     | 30 Min.  | 15 Min. | 10 Min. | 5 Min.  | 20 Sec. | 10 Sec. |
|------------------------------|----------|----------|---------|---------|---------|---------|---------|
| Class A—6:30-10 p.m., daily. | \$220.00 | \$132.00 | \$88.00 | \$77.00 | \$55.00 | \$50.00 | \$25.00 |

\*Includes KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: Combination rate with KLOE-TV,  
Goodland, \$160.

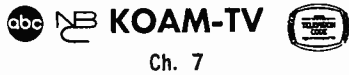
ARB Data for this Station Includes Satellite KLOE-TV,  
Goodland, Kan.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| COLORADO     |                  |          |     |
| CHEYENNE     | 700              | 600      | 86  |
| KIT CARSON   | 1,900            | 1,700    | 86  |
| YUMA         | 2,600            | 2,400    | 90  |

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| KANSAS        |                  |          |     |
| BARTON        | 10,200           | 9,800    | 96  |
| CHEYENNE      | 1,200            | 1,100    | 91  |
| CLOUD         | 4,400            | 3,800    | 87  |
| DECATUR       | 1,600            | 1,500    | 91  |
| EDWARDS       | 1,400            | 1,300    | 93  |
| ELLIS         | 5,900            | 5,600    | 94  |
| GOVE          | 1,200            | 1,000    | 86  |
| GRAHAM        | 1,800            | 1,600    | 93  |
| GREELEY       | 600              | 600      | 91  |
| HODGEMAN      | 800              | 700      | 88  |
| LANE          | 900              | 900      | 93  |
| LINCOLN       | 1,600            | 1,400    | 86  |
| LOGAN         | 1,200            | 1,100    | 87  |
| MITCHELL      | 2,500            | 2,200    | 88  |
| NESS          | 1,400            | 1,300    | 92  |
| NORTON        | 2,400            | 2,200    | 91  |
| OSBORNE       | 2,200            | 1,900    | 86  |
| PAWNEE        | 2,800            | 2,600    | 93  |
| PHILLIPS      | 2,500            | 2,200    | 85  |
| RAWLINS       | 1,400            | 1,300    | 91  |
| ROCKS         | 3,000            | 2,800    | 93  |
| RUSH          | 1,700            | 1,500    | 93  |
| RUSSELL       | 3,200            | 2,900    | 91  |
| SCOTT         | 1,600            | 1,400    | 92  |
| SHERIDAN      | 1,200            | 1,100    | 90  |
| SHERMAN       | 1,900            | 1,700    | 92  |
| SMITH         | 2,300            | 2,100    | 91  |
| THOMAS        | 2,300            | 2,000    | 88  |
| TREGO         | 1,500            | 1,300    | 88  |
| WALLACE       | 400              | 300      | 89  |
| WICHITA       | 800              | 700      | 87  |
| NEBRASKA      |                  |          |     |
| CHASE         | 1,300            | 1,200    | 94  |
| DUNDY         | 1,000            | 900      | 90  |
| HAYES         | 600              | 500      | 92  |
| HITCHCOCK     | 1,300            | 1,200    | 95  |
| STATION TOTAL | 77,300           | 70,400   | 91  |

NET WEEKLY CIRCULATION (MARCH 65) 43,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 33,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# Kansas—Pittsburg-Joplin, Mo.



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 177-kw aural, Antenna: 1092-ft. above av. terrain, 1156-ft. above ground, 2046-ft. above sea level.

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

Transmitter: Intersection of U.S. 69 & Lawton Rd., 4-mi. W of Lawton, Kan.

Studio: Intersection of U.S. 69 & Lawton Rd., 4-mi. W of Lawton.

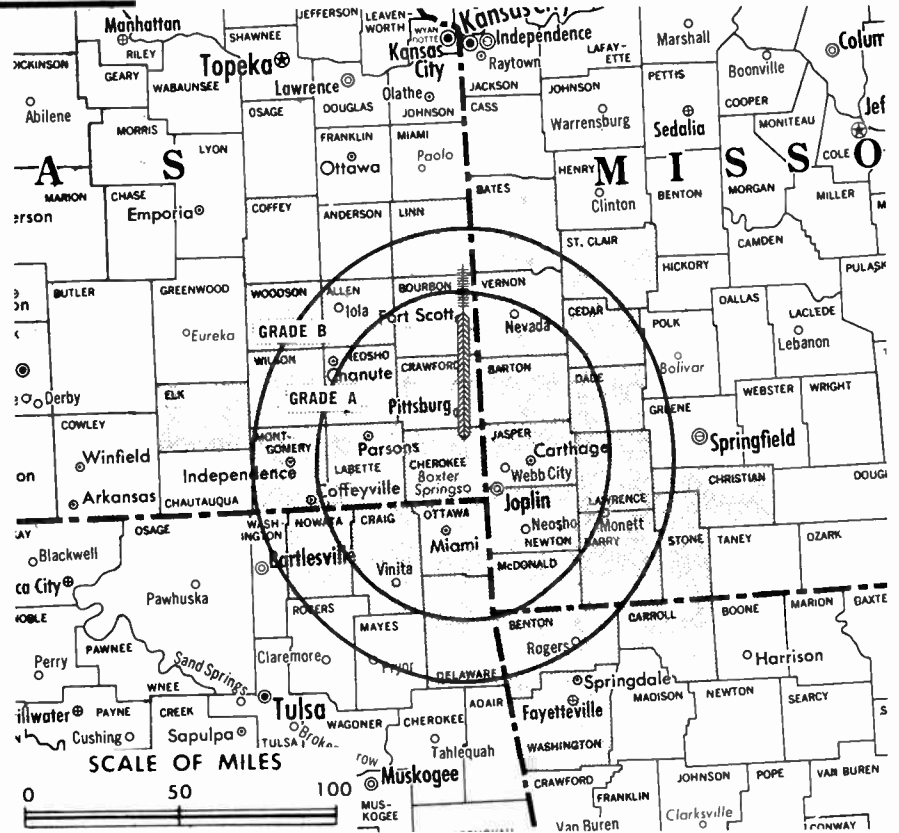
TV tape: Recording facilities.

AM Affiliate: KOAM, 10-kw (5-kw night), 860 kc (NBC).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 AARB study.



KOAM-TV Ref: FCC File No. BPT-2863 Granted 5/29/61

©American M&P Co., Inc., N.Y., No. 14244

## KOAM-TV

Network Service: ABC, NBC.

Licensee: Mid-Continent Telecasting Inc., Box 659, Pittsburg, Kan. (66762).

Telephone: 316-231-0400. TWX No.: 316-952-8230.

Ownership: Pittsburg Bcstg. Co. (KOAM) 66.53%; Joplin Globe Publishing Co., publisher of Joplin (Mo.) Globe and News-Herald, 33.23%. Officers: Lester E. Cox, chairman; E. V. Baxter, pres.; R. E. Wade, v.p. & treas.; Lester L. Cox, v.p.; Cowgill Blair, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Mr. Lester E. Cox owns, 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Blair, Rogers and Hughes represent Joplin Globe.

Began Operation: Dec. 5, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Lohnes & Culver.

Personnel:

R. E. WADE, v.p., general manager & film buyer.  
LOUIS R. MARTIN, program director.  
LEO S. STAFFORD, chief engineer.

### DIGEST OF RATE CARD NO. A9 (June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., daily.  
\$390.00 \$225.00 \$200.00 \$115.00 \$130.00\* \$110.00\* \$55.00\*

\*Class A—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (NBC).

For Other Newspapers with TV Station Ownership,  
see Section c.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>      |                  |                |           |
| BENTON               | 13,100           | 11,400         | 87        |
| CARROLL              | 4,100            | 3,600          | 87        |
| WASHINGTON           | 20,600           | 17,700         | 86        |
| <b>KANSAS</b>        |                  |                |           |
| ALLEN                | 5,300            | 4,700          | 89        |
| BOURBON              | 5,200            | 4,800          | 92        |
| CHEROKEE             | 7,200            | 6,800          | 94        |
| COFFEY               | 2,500            | 2,100          | 86        |
| CRAWFORD             | 13,000           | 12,100         | 93        |
| ELK                  | 1,400            | 1,300          | 87        |
| LABETTE              | 8,300            | 7,600          | 92        |
| LINN                 | 2,500            | 2,300          | 91        |
| MONTGOMERY           | 14,900           | 13,500         | 91        |
| NEOSHO               | 6,100            | 5,700          | 92        |
| WILSON               | 4,000            | 3,500          | 87        |
| WOODSON              | 1,400            | 1,200          | 87        |
| <b>MISSOURI</b>      |                  |                |           |
| BARRY                | 5,700            | 5,100          | 90        |
| BARTON               | 3,500            | 3,200          | 91        |
| BATES                | 5,200            | 4,600          | 89        |
| CEDAR                | 2,900            | 2,600          | 88        |
| CHRISTIAN            | 4,000            | 3,600          | 92        |
| DADE                 | 2,200            | 2,000          | 92        |
| JASPER               | 27,200           | 25,200         | 93        |
| LAWRENCE             | 7,500            | 6,700          | 90        |
| MC DONALD            | 3,400            | 3,100          | 91        |
| NEWTON               | 9,700            | 9,100          | 94        |
| ST CLAIR             | 2,500            | 2,200          | 85        |
| STONE                | 2,200            | 1,800          | 84        |
| VERNON               | 6,000            | 5,300          | 89        |
| <b>OKLAHOMA</b>      |                  |                |           |
| CRAIG                | 4,500            | 4,100          | 91        |
| DELAWARE             | 4,100            | 3,500          | 84        |
| NOWATA               | 3,300            | 3,100          | 94        |
| OTTAWA               | 9,300            | 8,700          | 94        |
| <b>STATION TOTAL</b> | <b>212,800</b>   | <b>192,200</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 150,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 121,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Kansas—Salina

**abc KSLN-TV**

Ch. 34

(Left Air Nov. 1, 1965)

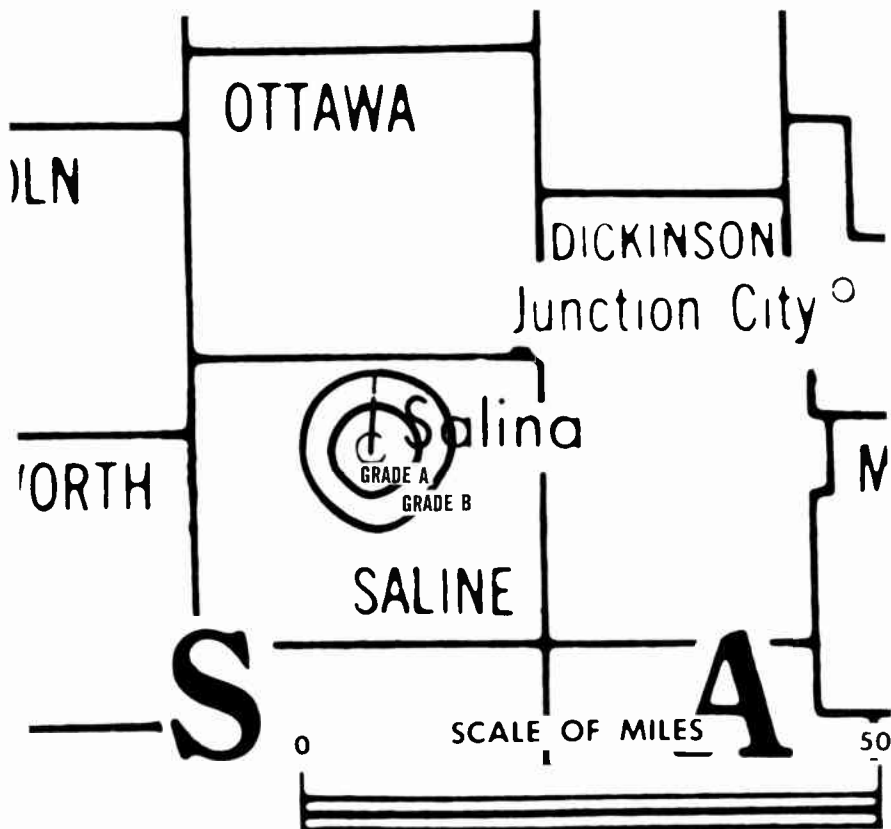
Technical Facilities: Channel No. 34  
(590-596 mc). Authorized power:  
.661-kw visual, .087-kw aural. An-  
tenna: 150-ft. above av. terrain,  
201-ft. above ground, 1432-ft.  
above sea level.

Latitude 38° 50' 26"  
Longitude 97° 36' 35"

Transmitter: 105 W. Iron St.

News Wire Service: UPI.

Facsimile Service: UPI.



KSLN-TV Ref: FCC File No. BMPCT—5548 Granted 1/12/61

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

## KSLN-TV

Licensee: Mid-America Broadcasting Co. Inc., c/o Robert L. Weary,  
815 N. Washington St., Junction City, Kan. (66441).

Studio: 144 North 7th St., Salina, Kan. (67401).

Telephone: 913-827-4433.

Ownership: James P. Sunderland, 67%; Robert K. Weary, 13%;  
Ralph L. Weir, 20%.

Began Operation: Jan. 2, 1962. Left air April 23, 1963. Sale to  
present owner by Prairie State Bcstg. Co. was approved Feb. 26,  
1964 by FCC (Television Digest, Vol. 4:9). Resumed operation  
Aug. 1, 1964.

Represented (sales) by Vic Piano Associates; Mid-West Time Sales  
(Kansas City, St. Louis).

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

Personnel:

LARRY P. JUSTUS, general manager.  
GENE BEAVER, operations manager.  
RALPH A. THOMAS, chief engineer.

### DIGEST OF RATE CARD NO. 1-A (Jan. 2, 1962)

| Hour                          | 30 Min.  | 15 Min. | 5 Min.  | Min.    | 20 Sec. | 8 Sec.  |         |
|-------------------------------|----------|---------|---------|---------|---------|---------|---------|
| Class AA—6-10:30 p.m., daily. | \$150.00 | \$90.00 | \$60.00 | \$37.50 | \$30.00 | \$30.00 | \$15.00 |

NETWORK BASE HOURLY RATE: Bonus to network.

ARB Data for this Station is included with KAKE-  
TV, Wichita.



MALARKEY, TAYLOR & ASSOCIATES

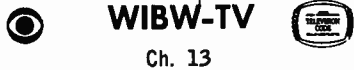
CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

# Kansas—Topeka



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.5"  
Longitude 96° 02' 57.5"

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

TV tape: Recording facilities.

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

FM Affiliate: WIBW-FM, 47-kw, 97.3 mc (No. 247), 1220-ft. antenna height.

O & O Translators: K08ED, Marysville, Kan.; K07GF, Topeka, Kan.

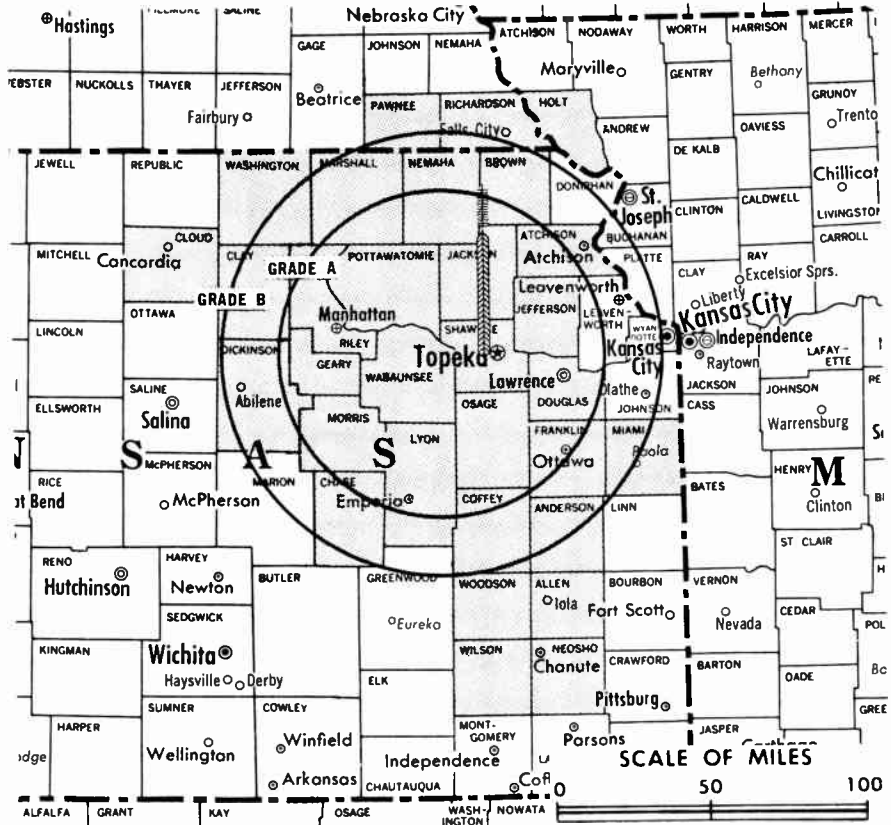
Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WIBW-TV Ref: FCC File No. B1PCT-2743 Granted 8/1/62

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

## WIBW-TV

Licensee: Topeka Bcstg. Assn. Inc., Box 119 (66601).

Studio: 5600 W. Sixth.

Telephone: 913-272-3456. TWX No.: 913-323-6151.

Ownership: Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are Topeka Daily Capital and State Journal, Kansas City Kansas; 10 smaller daily newspapers in Kansas, Oklahoma, Nebraska & Missouri. Stauffer owns KGNC-TV, Amarillo, Tex. (KGNC & FM).

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by David Steel & Assoc.

Personnel:

THAD M. SANDSTROM, v.p. & general manager.  
JERRY HOLLEY, station manager.  
BOB KEARNS, sales manager.  
RAY C. SENATE, national sales manager.  
PAUL WINDERS, operations manager.  
ELMER GUNDERSON, chief engineer.  
GEORGE LOGAN, farm director.  
DARREL WITHAM, promotion manager.

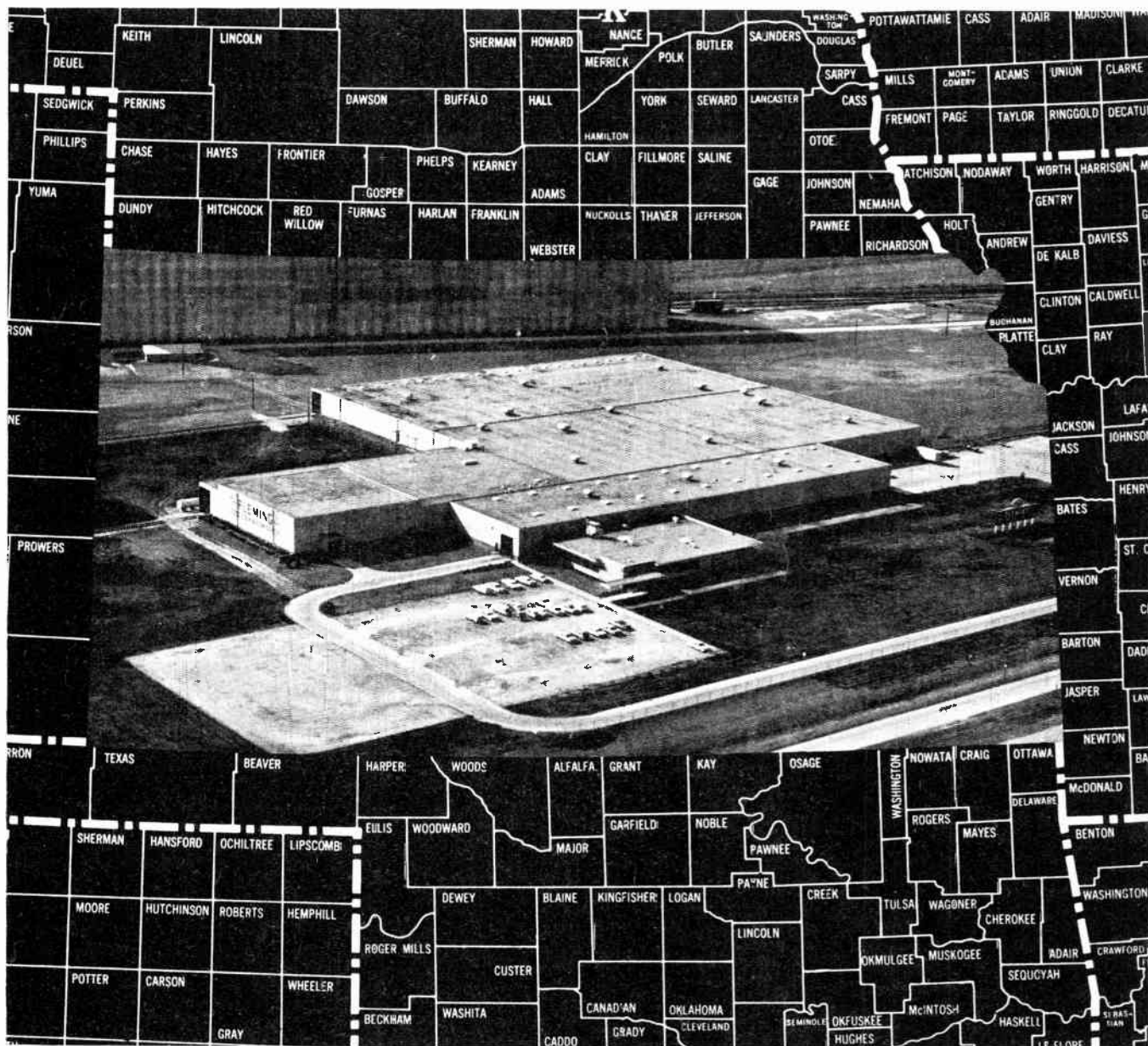
DIGEST OF RATE CARD NO. 11—(Aug. 1, 1965)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min. | Min. | 20 Sec.  | ID               |
|------------------------------|----------|----------|--------|------|----------|------------------|
| Class A—6:30-10 p.m., daily. | \$550.00 | \$330.00 |        |      | \$130.00 | \$112.00 \$56.00 |

NETWORK BASE HOURLY RATE: \$525.

For Kansas CATV Systems,  
see CATV Directory  
in Section c.

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------------------------------|------------------|----------------|-----------|
| <b>KANSAS</b>                                |                  |                |           |
| ALLEN                                        | 5,300            | 4,700          | 89        |
| ANDERSON                                     | 2,600            | 2,300          | 91        |
| ATCHISON                                     | 6,000            | 5,700          | 95        |
| BROWN                                        | 4,000            | 3,700          | 92        |
| CHASE                                        | 1,100            | 1,000          | 88        |
| CLAY                                         | 3,300            | 2,900          | 86        |
| CLOUD                                        | 4,400            | 3,800          | 87        |
| COFFEY                                       | 2,500            | 2,100          | 86        |
| DICKINSON                                    | 7,100            | 6,500          | 92        |
| DOUGLAS                                      | 13,700           | 12,500         | 91        |
| FRANKLIN                                     | 6,400            | 5,900          | 92        |
| GEARY                                        | 8,600            | 8,100          | 94        |
| JACKSON                                      | 3,100            | 2,800          | 91        |
| JEFFERSON                                    | 3,500            | 3,200          | 92        |
| LYON                                         | 8,500            | 7,600          | 89        |
| MARSHALL                                     | 4,800            | 4,200          | 89        |
| MIAMI                                        | 6,000            | 5,800          | 96        |
| MORRIS                                       | 2,100            | 1,900          | 88        |
| NEMAHA                                       | 3,500            | 3,200          | 92        |
| NEOSHO                                       | 6,100            | 5,700          | 92        |
| OSAGE                                        | 4,300            | 3,900          | 92        |
| POTTAWATOMIE                                 | 3,500            | 3,200          | 91        |
| RILEY                                        | 11,900           | 10,700         | 90        |
| SHAWNEE                                      | 48,900           | 46,400         | 95        |
| WABAUNSEE                                    | 1,900            | 1,700          | 88        |
| WASHINGTON                                   | 3,100            | 2,700          | 87        |
| WILSON                                       | 4,000            | 3,500          | 87        |
| WOODSON                                      | 1,400            | 1,200          | 87        |
| <b>MISSOURI</b>                              |                  |                |           |
| HOLT                                         | 2,200            | 1,900          | 87        |
| <b>NEBRASKA</b>                              |                  |                |           |
| PAWNEE                                       | 1,400            | 1,300          | 87        |
| RICHARDSON                                   | 4,200            | 3,800          | 92        |
| <b>STATION TOTAL</b>                         | <b>189,400</b>   | <b>173,900</b> | <b>92</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>126,400</b> |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>95,900</b>  |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  |                | <b>6</b>  |



# COUNTRY STORE *Kansas Style*

The **largest** independent grocery distributor in the country is now 600 stores **BIGGER!** Topeka is headquarters for The Fleming Company and the "nerve center" for this \$800,000,000 operation that serves 1500 supermarkets in 11 states. Fleming's computerized inventory system measures caselot movement of product from 1,850,000 sq. ft. of warehousing. Advertising effectiveness and consumer acceptance of product is measured and analyzed **here!**

WIBW Television and Radio, like Fleming, regard "Success as a journey—not a destination." Our services are dedicated to building better distribution and increased sales for your products in Kansas.

As a single-station television market, WIBW-TV is dominant in central and eastern Kansas. WIBW Radio, at 580 on the dial, is the dominant "Voice of Kansas" serving this progressive state. Ask Avery-Knodel to show you how we do it! Or call 913—CRestwood 2-3456.



TV • RADIO • FM  
Topeka, Kansas

Broadcast services of Stauffer Publications



# Kansas—Wichita



**KAKE-TV**



Ch. 10

[ Operates satellite KUPK-TV, Garden City, Kan.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 219-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

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

Requests 42.5-kw aural.

Transmitter: State Hwy. 96, 9-mi. NW of city.

TV tape: Recording facilities.

Color: Network, film & slide.

AM Affiliate: KAKE, 1-kw, 1240 kc.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS

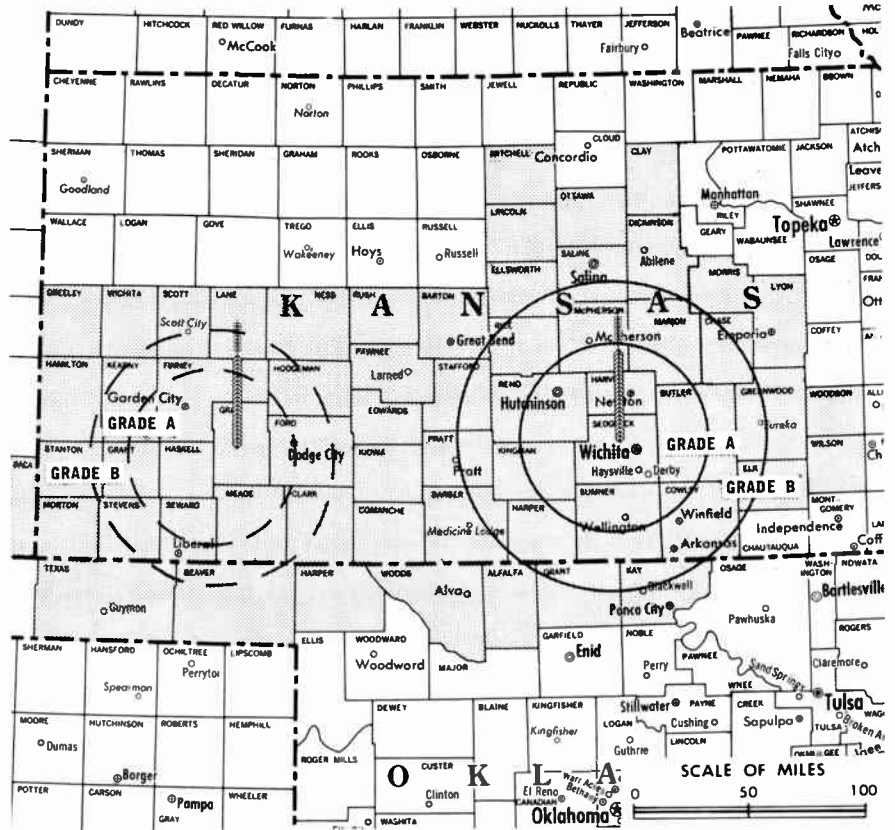
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KAKE-TV Ref: FCC File No. BMPCT-2215 Granted 7/16/54

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

## KAKE-TV

Licensee: KAKE-TV & Radio Inc., 1500 North West St., Box 1010.

Studio: 1500 North West St.

Telephone: 316-943-4221. TWX No.: 316-554-9452.

Ownership: Mark H. Adams, pres., 2.94%; Theodore Gore, exec. v.p., 9.30%; Harold Newby, v.p., 2.01%; Tom Palmer, v.p., 19.60%; Martin Umansky, v.p., 3.98%; H. E. Zoller, 8.55%; Owen McEwen, treas. & asst. secy., 7.54%; Lloyd Pickrell estate, 2.01%; Charles E. Jones, secy. & asst. treas., 6.28%. Board members: George H. Bruce, 2.01%; S. O. Beren, 2.01%; Sherrill C. Corwin, 15.08%. Non-officers: Rita Rand, 9.30%; Patricia McEwen, 2.01%; H. E. Zoller III, 2.01%; David Zoller, 2.01%; Mark H. Adams II, 1.67%; Wells M. Adams, 1.67%. KAKE-TV & Radio also owns radios KNCO & FM, Garden City, Kan.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

THEODORE GORE, executive v.p.  
MARTIN UMANSKY, v.p. & general manager.  
HAROLD NEWBY, v.p. & chief engineer.  
BRYCE BENEDICT, general sales manager.  
ROBERT WALTERSCHEID, local sales manager.  
ROBERT KYLE, program director.  
JOHN FROOME, talent supervisor.  
RON WILLIAMS, promotion manager.  
P. K. SMITH JR., production supervisor.  
BETTY HANNAH, traffic director.  
PAUL THRELFALL, manager news dept.  
GREG GAMER, TV news editor.  
ETHEL JANE KING, women's director.  
CLAUDE CLEVINGER, assistant chief engineer.  
ARNOLD WEDEL, office manager.

ARB Data for this Station Includes Satellite KUPK-TV, Garden City, Kan. & Station KSLN-TV, Salina, Kan.

## DIGEST OF RATE CARD NO. P11B

(Sept. 1, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | 20 Sec.  | 10 Sec.  |
|-------------------------------|----------|----------|----------|----------|----------|
| Class AA—6:30-10 p.m., daily. |          |          |          |          |          |
| \$940.00                      | \$530.00 | \$360.00 | \$240.00 | \$225.00 | \$113.00 |

NETWORK BASE HOURLY RATE: \$900.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | HOMES  | TV HOMES PER |
|-----------------|------------------|--------|--------------|
| <b>COLORADO</b> |                  |        |              |
| BACA            | 1,800            | 1,300  | 76           |
| <b>KANSAS</b>   |                  |        |              |
| BARBER          | 2,900            | 2,600  | 90           |
| BARTON          | 10,200           | 9,800  | 96           |
| BUTLER          | 12,700           | 11,900 | 94           |
| CHASE           | 1,100            | 1,000  | 88           |
| CLARK           | 1,000            | 1,000  | 94           |
| CLAY            | 3,300            | 2,900  | 86           |
| COMANCHE        | 1,000            | 900    | 85           |
| COWLEY          | 12,200           | 11,200 | 92           |
| DICKINSON       | 7,100            | 6,500  | 92           |
| EDWARDS         | 1,400            | 1,300  | 93           |
| ELK             | 1,400            | 1,300  | 87           |
| ELLSWORTH       | 2,400            | 2,200  | 90           |
| FINNEY          | 5,000            | 4,600  | 93           |
| FORD            | 6,600            | 6,200  | 94           |
| GRANT           | 1,500            | 1,400  | 92           |
| GRAY            | 1,100            | 1,000  | 92           |
| GREELEY         | 600              | 600    | 91           |
| GREENWOOD       | 3,500            | 3,100  | 90           |
| HAMILTON        | 800              | 700    | 87           |
| HARPER          | 2,900            | 2,700  | 92           |
| HARVEY          | 8,600            | 7,900  | 91           |

(Continued on page 257-b)

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 357,300 | 332,300 | 93 |
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 267,900 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 187,500 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 8       |

# Kansas—Wichita



**KARD-TV**



Ch. 3

[Operates Kansas State Network, including satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. & KOMC, McCook, Neb. (Oberlin, Kan.)]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1071-ft. above av. terrain. 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: Colwich, Kan.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS

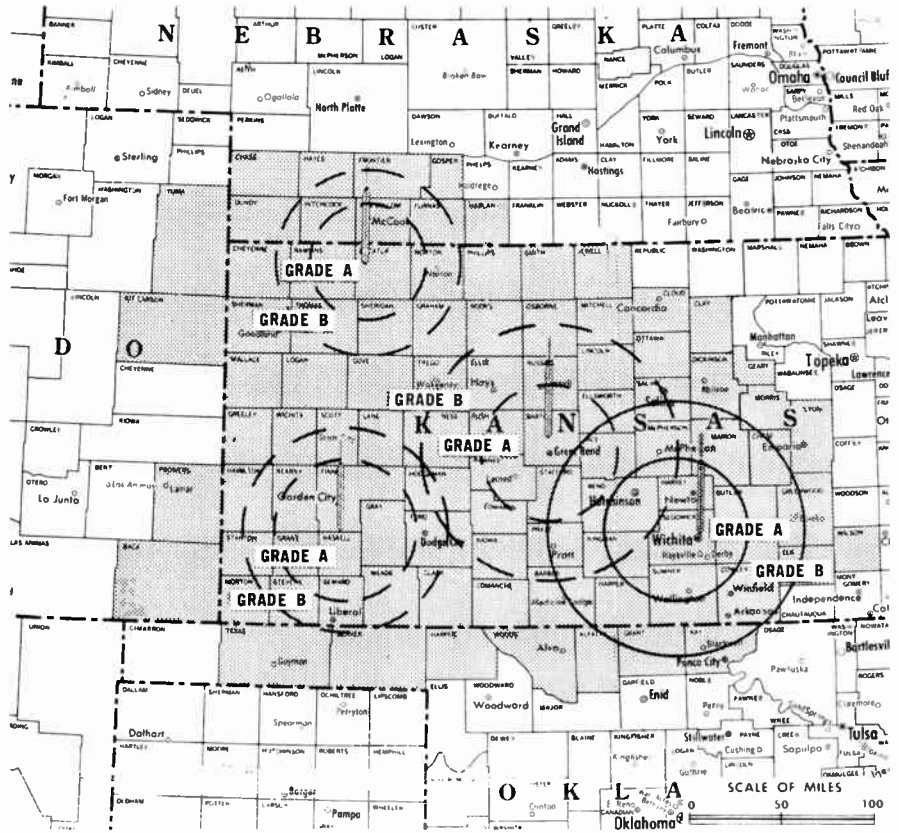
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KARD-TV Ref: FCC File No. BPCT-961 Granted 6/8/55  
KCKT Ref: FCC File No. BPCT-1838 Granted 3/3/54  
KGLD Ref: BPCT-3371 Granted 8/20/61  
KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

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

## KARD-TV

Licensee: Kansas State Network Inc., 833 N. Main St. (67203).

Studio: 833 N. Main St.

Telephone: 316-265-5633. TWX No.: 316-554-9523.

Ownership: George M. Brown, pres., 12%; Charles L. Brown, 6%; W. A. Grant, 5%; Mary J. Phares, 3%; over 400 other stockholders. Also operates satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. and KOMC, McCook, Neb. (Oberlin, Kan.).

Began Operation: Sept. 1, 1955.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Koteen & Burt.

Personnel:

GEORGE M. BROWN, president.  
DON SBARRA, exec. v.p., general manager & film buyer.  
C. E. HENDRICKSON, general sales manager.  
GENE CANFIELD, local-regional sales manager.  
BILL SIKES, program director.  
RUSSELL V. GOYETTE, chief engineer.  
MARY PHARES, women's director.  
DONALD B. TENER, accountant.  
G. R. (BARRY) STOVER, promotion manager.

### DIGEST OF RATE CARD NO. 9 (Sept. 1, 1963)

| Hour                             | 30 Min.   | 15 Min.  | 5 Min.   | Min. or 20 Sec. | ID       |          |
|----------------------------------|-----------|----------|----------|-----------------|----------|----------|
| Class AA—6:31-9:59 p.m., daily.  | \$1000.00 | \$570.00 | \$380.00 | \$295.00        | \$326.00 | \$163.00 |
| NETWORK BASE HOURLY RATE: \$800. |           |          |          |                 |          |          |

ARB Data for this Station Includes Satellites  
KCKT, Great Bend, Kan., KGLD, Garden City,  
Kan. & KOMC, McCook, Neb.

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES       | TV HOMES PER |
|---------------------------|------------------|----------------|--------------|
| <b>COLORADO</b>           |                  |                |              |
| BACA                      | 1,800            | 1,300          | 76           |
| KIT CARSON                | 1,900            | 1,700          | 86           |
| PROWERS                   | 4,000            | 3,400          | 84           |
| YUMA                      | 2,600            | 2,400          | 90           |
| <b>KANSAS</b>             |                  |                |              |
| BARBER                    | 2,900            | 2,600          | 90           |
| BARTON                    | 10,200           | 9,800          | 96           |
| BUTLER                    | 12,700           | 11,900         | 94           |
| CHASE                     | 1,100            | 1,000          | 88           |
| CHEYENNE                  | 1,200            | 1,100          | 91           |
| CLARK                     | 1,000            | 1,000          | 94           |
| CLAY                      | 3,300            | 2,900          | 86           |
| CLOUD                     | 4,400            | 3,800          | 87           |
| COMANCHE                  | 1,000            | 900            | 85           |
| COWLEY                    | 12,200           | 11,200         | 92           |
| DECATUR                   | 1,600            | 1,500          | 91           |
| DICKINSON                 | 7,100            | 6,500          | 92           |
| EDWARDS                   | 1,400            | 1,300          | 93           |
| ELK                       | 1,400            | 1,300          | 87           |
| ELLIS                     | 5,900            | 5,600          | 94           |
| ELLSWORTH                 | 2,400            | 2,200          | 90           |
| FINNEY                    | 5,000            | 4,600          | 93           |
| FORD                      | 6,600            | 6,200          | 94           |
| GEARY                     | 8,600            | 8,100          | 94           |
| GOVE                      | 1,200            | 1,000          | 86           |
| GRAHAM                    | 1,800            | 1,600          | 93           |
| GRANT                     | 1,500            | 1,400          | 92           |
| GRAY                      | 1,100            | 1,000          | 92           |
| GREELEY                   | 600              | 600            | 91           |
| GREENWOOD                 | 3,500            | 3,100          | 90           |
| HAMILTON                  | 800              | 700            | 87           |
| HARPER                    | 2,900            | 2,700          | 92           |
| HARVEY                    | 8,600            | 7,900          | 91           |
| HASKELL                   | 900              | 800            | 93           |
| HODGEMAN                  | 800              | 700            | 88           |
| (Continued on page 257-b) |                  |                |              |
| <b>STATION TOTAL</b>      | <b>430,800</b>   | <b>398,800</b> | <b>93</b>    |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 332,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 247,000 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 8       |

# Kansas—Hutchinson-Wichita



**KTVH**

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1522-ft. above av. terrain, 1504-ft. above ground, 3049-ft. above sea level.

Latitude 38° 03' 16.5"  
Longitude 97° 46' 40.5"

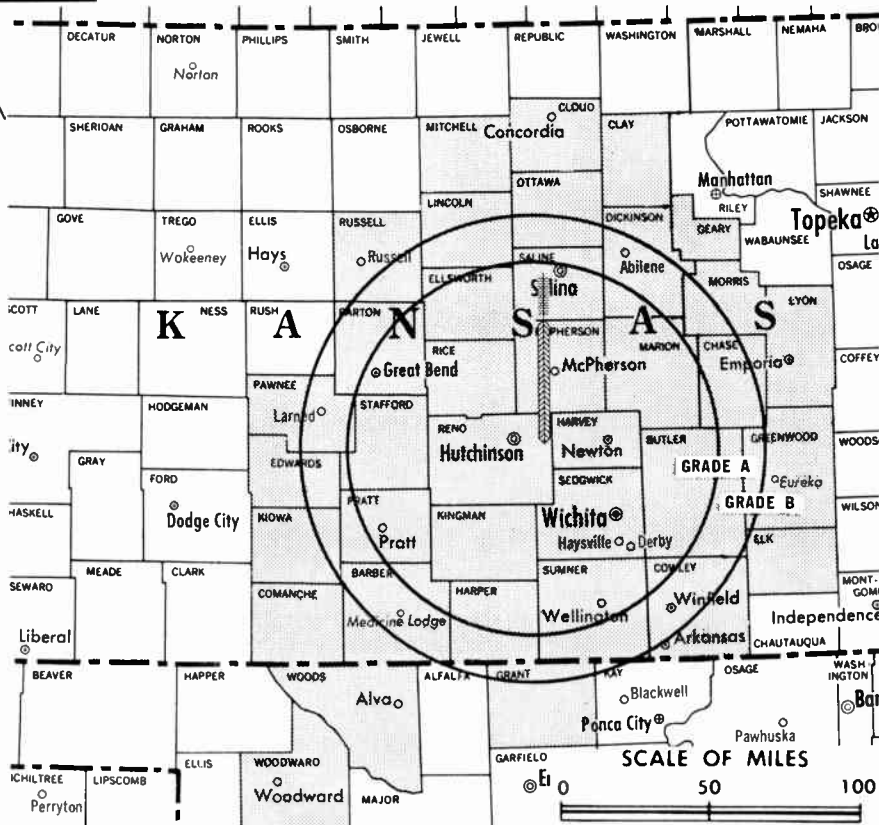
Transmitter: 9-mi. E of Hutchinson.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey Inc.

3801



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KTVH Ref: FCC File No. BPCT-2884 Granted 8/20/62

©American Map Co., Inc., N.Y., No. 14234

## KTVH

Licensee: Wichita-Hutchinson Co., 1800 N. Plum St., Hutchinson, Kan. (67501).

Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P.O. Box 12, Wichita (67201).

Telephones: Hutchinson, 316-665-5503; Wichita, 316-838-1411. TWX No.: 316-554-9473.

Ownership: Minneapolis Star and Tribune, 93.168%; John P. Harris, 2.624%; Bess Wyse Rickard, 2.808%; M. Dale Larsen, 1.000%; Kenneth H. Cook, 0.24%; Robert D. Snyder, .16%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; M. Dale Larsen, vice-pres. and gen. mgr.; Otto A. Silha, vice-pres.; C. B. McCue, treas.; Howard Mithun, secy. Minneapolis Star and Tribune is controlled by members of Cowles family; for other Cowles interests, see KRNT-TV, Des Moines, Ia. Harris family publishes Hutchinson News and other Kansas newspapers, as well as Burlington (Iowa) Hawk-Eye Gazette (KBUR); owns radios KTOP & FM, Topeka, Kan. and WJOL & FM, Joliet, Ill.; also has an interest in radios KMCD, Fairfield, Ia. and KIUL, Garden City, Kan.; Bess Wyse Rickard controls KWBW, Hutchinson.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved sale whereby Minneapolis Star and Tribune (Cowles) acquired 80%, with former owners retaining 20% (Television Digest, Vol. 11:28, 43).

Represented (sales) by Blair Television Assoc. Inc. Note: Station sold as Kansas Bcstg. System with KTVC, Ensign, KLOE-TV, Goodland and KAYS-TV, Hays.

Represented (legal) by Marmet & Schneider.

Personnel:

- M. DALE LARSEN, v.p. & general manager.
- ROBERT D. SNYDER, asst. gen. mgr. & program director.
- DONIVAN D. WALDRON, general sales manager.
- JOHN S. MILEHAM, research & merchandising director.
- ROBERT C. PAYNE, promotion & public affairs mgr.
- KENNETH H. COOK, chief engineer.
- JACK MUNLEY, sports director.
- WARD D. ANDREWS, news director.

### DIGEST OF RATE CARD NO. 10—(June 1, 1963)

| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | 20 Sec.  | 10 Sec.  |
|----------------------------------|----------|----------|----------|----------|----------|
| Class AA—6:30-10 p.m., daily.    |          |          |          |          |          |
| \$900.00                         | \$500.00 | \$300.00 | \$235.00 | \$225.00 | \$112.50 |
| NETWORK BASE HOURLY RATE: \$750. |          |          |          |          |          |

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES PER |     |
|---------------|------------------|--------------|-----|
|               |                  | HOMES        | PER |
| <b>KANSAS</b> |                  |              |     |
| BARBER        | 2,900            | 2,600        | 90  |
| BARTON        | 10,200           | 9,800        | 96  |
| BUTLER        | 12,700           | 11,900       | 94  |
| CHASE         | 1,100            | 1,000        | 88  |
| CLAY          | 3,300            | 2,900        | 86  |
| CLOUD         | 4,400            | 3,800        | 87  |
| COMANCHE      | 1,000            | 900          | 85  |
| COWLEY        | 12,200           | 11,200       | 92  |
| DICKINSON     | 7,100            | 6,500        | 92  |
| EDWARDS       | 1,400            | 1,300        | 93  |
| ELK           | 1,400            | 1,300        | 87  |
| ELLSWORTH     | 2,400            | 2,200        | 90  |
| GEARY         | 8,600            | 8,100        | 94  |
| GREENWOOD     | 3,500            | 3,100        | 90  |
| HARPER        | 2,900            | 2,700        | 92  |
| HARVEY        | 8,600            | 7,900        | 91  |
| KINGMAN       | 2,900            | 2,800        | 95  |
| KIOWA         | 1,500            | 1,200        | 85  |
| LINCOLN       | 1,600            | 1,400        | 86  |
| LYON          | 8,500            | 7,600        | 89  |
| MC PHERSON    | 7,600            | 6,700        | 88  |
| MARION        | 4,400            | 3,900        | 89  |

(Continued on next page)

|                                              |                |                |           |
|----------------------------------------------|----------------|----------------|-----------|
| <b>STATION TOTAL</b>                         | <b>305,400</b> | <b>284,900</b> | <b>93</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     | <b>241,000</b> |                |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  | <b>182,200</b> |                |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> | <b>8</b>       |                |           |

# KAKE-TV, Wichita, Kan.

(ARB Data Continued)

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|---------------------------|------------------|----------------|-----|
| <b>KANSAS (CONTINUED)</b> |                  |                |     |
| HASKELL                   | 900              | 800            | 93  |
| HODGEMAN                  | 800              | 700            | 88  |
| KEARNY                    | 800              | 700            | 93  |
| KINGMAN                   | 2,900            | 2,800          | 95  |
| KIOWA                     | 1,500            | 1,200          | 85  |
| LANE                      | 900              | 900            | 93  |
| LINCOLN                   | 1,600            | 1,400          | 86  |
| LYON                      | 8,500            | 7,600          | 89  |
| MC PHERSON                | 7,600            | 6,700          | 88  |
| MARION                    | 4,400            | 3,900          | 89  |
| MEADE                     | 1,600            | 1,600          | 98  |
| MITCHELL                  | 2,500            | 2,200          | 88  |
| MORRIS                    | 2,100            | 1,900          | 88  |
| MORTON                    | 1,100            | 900            | 90  |
| NESS                      | 1,400            | 1,300          | 92  |
| OTTAWA                    | 2,200            | 1,900          | 86  |
| PAWNEE                    | 2,800            | 2,600          | 93  |
| PRATT                     | 3,900            | 3,700          | 94  |
| RENO                      | 19,500           | 18,500         | 95  |
| RICE                      | 4,100            | 3,900          | 95  |
| RUSH                      | 1,700            | 1,500          | 93  |
| SALINE                    | 18,900           | 17,600         | 93  |
| SCOTT                     | 1,600            | 1,400          | 92  |
| SEDGWICK                  | 114,900          | 109,600        | 95  |
| SEWARD                    | 5,600            | 5,200          | 92  |
| STAFFORD                  | 2,200            | 2,000          | 92  |
| STANTON                   | 400              | 300            | 86  |
| STEVENS                   | 1,300            | 1,100          | 85  |
| SUMNER                    | 8,500            | 8,000          | 93  |
| WICHITA                   | 800              | 700            | 87  |
| WILSON                    | 4,000            | 3,500          | 87  |
| WOODSON                   | 1,400            | 1,200          | 87  |
| <b>OKLAHOMA</b>           |                  |                |     |
| ALFALFA                   | 2,500            | 2,300          | 89  |
| BEAVER                    | 2,200            | 2,000          | 91  |
| GRANT                     | 2,400            | 2,200          | 93  |
| HARPER                    | 2,000            | 1,800          | 91  |
| KAY                       | 18,400           | 17,100         | 93  |
| TEXAS                     | 4,700            | 4,200          | 91  |
| WOODS                     | 3,600            | 3,300          | 90  |

# KTVH, Hutchinson-Wichita, Kan.

(ARB Data Continued)

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|---------------------------|------------------|----------------|-----|
| <b>KANSAS (Continued)</b> |                  |                |     |
| MITCHELL                  | 2,500            | 2,200          | 88  |
| MORRIS                    | 2,100            | 1,900          | 88  |
| OTTAWA                    | 2,200            | 1,900          | 86  |
| PAWNEE                    | 2,800            | 2,600          | 93  |
| PRATT                     | 3,900            | 3,700          | 94  |
| RENO                      | 19,500           | 18,500         | 95  |
| RICE                      | 4,100            | 3,900          | 95  |
| RUSSELL                   | 3,200            | 2,900          | 91  |
| SALINE                    | 18,900           | 17,600         | 93  |
| SEDGWICK                  | 114,900          | 109,600        | 95  |
| STAFFORD                  | 2,200            | 2,000          | 92  |
| SUMNER                    | 8,500            | 8,000          | 93  |
| <b>OKLAHOMA</b>           |                  |                |     |
| GRANT                     | 2,400            | 2,200          | 93  |
| WOODS                     | 3,600            | 3,300          | 90  |
| WOODWARD                  | 4,400            | 3,800          | 86  |

# Kansas

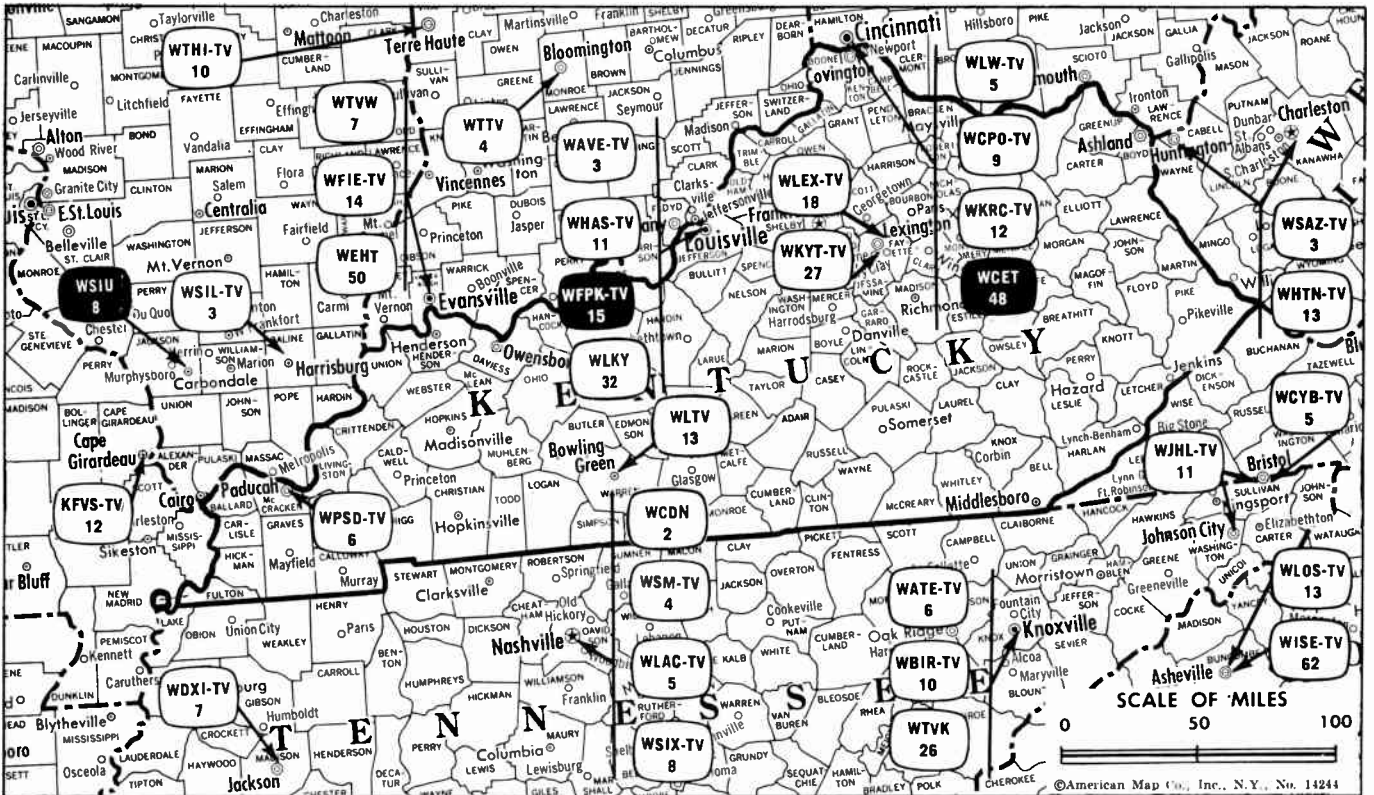
# KARD-TV, Wichita, Kan.

(ARB Data Continued)

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|---------------------------|------------------|----------------|-----|
| <b>KANSAS (CONTINUED)</b> |                  |                |     |
| JEWELL                    | 2,100            | 1,700          | 83  |
| KEARNY                    | 800              | 700            | 93  |
| KINGMAN                   | 2,900            | 2,800          | 95  |
| KIOWA                     | 1,500            | 1,200          | 85  |
| LANE                      | 900              | 900            | 93  |
| LINCOLN                   | 1,600            | 1,400          | 86  |
| LOGAN                     | 1,200            | 1,100          | 87  |
| LYON                      | 8,500            | 7,600          | 89  |
| MC PHERSON                | 7,600            | 6,700          | 88  |
| MARION                    | 4,400            | 3,900          | 89  |
| MEADE                     | 1,600            | 1,600          | 98  |
| MITCHELL                  | 2,500            | 2,200          | 88  |
| MORRIS                    | 2,100            | 1,900          | 88  |
| MORTON                    | 1,100            | 900            | 90  |
| NESS                      | 1,400            | 1,300          | 92  |
| NORTON                    | 2,400            | 2,200          | 91  |
| OSBORNE                   | 2,200            | 1,900          | 86  |
| OTTAWA                    | 2,200            | 1,900          | 86  |
| PAWNEE                    | 2,800            | 2,600          | 93  |
| PHILLIPS                  | 2,500            | 2,200          | 85  |
| PRATT                     | 3,900            | 3,700          | 94  |
| RAWLINS                   | 1,400            | 1,300          | 91  |
| RENO                      | 19,500           | 18,500         | 95  |
| RICE                      | 4,100            | 3,900          | 95  |
| ROOKS                     | 3,000            | 2,800          | 93  |
| RUSH                      | 1,700            | 1,500          | 93  |
| RUSSELL                   | 3,200            | 2,900          | 91  |
| SALINE                    | 18,900           | 17,600         | 93  |
| SCOTT                     | 1,600            | 1,400          | 92  |
| SEDGWICK                  | 114,900          | 109,600        | 95  |
| SEWARD                    | 5,600            | 5,200          | 92  |
| SHERIDAN                  | 1,200            | 1,100          | 90  |
| SHERMAN                   | 1,900            | 1,700          | 92  |
| SMITH                     | 2,300            | 2,100          | 91  |
| STAFFORD                  | 2,200            | 2,000          | 92  |
| STANTON                   | 400              | 300            | 86  |
| STEVENS                   | 1,300            | 1,100          | 85  |
| SUMNER                    | 8,500            | 8,000          | 93  |
| THOMAS                    | 2,300            | 2,000          | 88  |
| TREGO                     | 1,500            | 1,300          | 88  |
| WALLACE                   | 400              | 300            | 89  |
| WICHITA                   | 800              | 700            | 87  |
| WILSON                    | 4,000            | 3,500          | 87  |
| <b>NEBRASKA</b>           |                  |                |     |
| CHASE                     | 1,300            | 1,200          | 94  |
| DUNDY                     | 1,000            | 900            | 90  |
| FRONTIER                  | 1,100            | 1,000          | 93  |
| FURNAS                    | 2,200            | 2,000          | 89  |
| GOSPER                    | 800              | 700            | 96  |
| HARLAN                    | 1,300            | 1,200          | 94  |
| HAYES                     | 600              | 500            | 92  |
| HITCHCOCK                 | 1,300            | 1,200          | 95  |
| RED WILLOW                | 4,500            | 4,200          | 94  |
| <b>OKLAHOMA</b>           |                  |                |     |
| ALFALFA                   | 2,500            | 2,300          | 89  |
| BEAVER                    | 2,200            | 2,000          | 91  |
| GRANT                     | 2,400            | 2,200          | 93  |
| HARPER                    | 2,000            | 1,800          | 91  |
| KAY                       | 18,400           | 17,100         | 93  |
| TEXAS                     | 4,700            | 4,200          | 91  |
| WOODS                     | 3,600            | 3,300          | 90  |

For Estimates of TV Households,  
see Section a.

# Kentucky



| Market                            | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------------------------------|----------------------------|------|-------------|------|---------------|------|
| Louisville                        | 395,700                    | 48   | 556,300     | 53   | 506,500       | 53   |
| Paducah-Cape Girardeau-Harrisburg | 220,700                    | 87   | 353,400     | 94   | 314,600       | 95   |
| Lexington                         | 111,800                    | 141  | 226,200     | 127  | 181,800       | 137  |
| Bowling Green                     | 68,200                     | 171  | 239,000     | 121  | 205,700       | 127  |

## Kentucky Station Status as of Feb. 1, 1966

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 4   | 3   | 7     |
| Educational Television Stations | 0   | 1   | 1     |
|                                 |     |     | 8     |

See CATV Directory for Kentucky CATV Systems



**AMECO "SALESMOBILE SERVICE"**  
IN KENTUCKY  
TOM UMBREIT  
P.O. Box 1335 Cincinnati, Ohio 45201  
Phone: 513-321-8060  
Atlanta Warehouse 404-261-1951

**State Educational Technical Facilities**

(Complete Data in Educational Directory)

**WFPK-TV  
Louisville**

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Trustees, Louisville Free Public Library, 301 Library Place.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 14.8-kw visual, 8-kw aural. Antenna: 310-ft. above av. terrain, 380-ft. above ground, 835-ft. above sea level.

Latitude 38° 14' 40"  
Longitude 85° 45' 27"

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

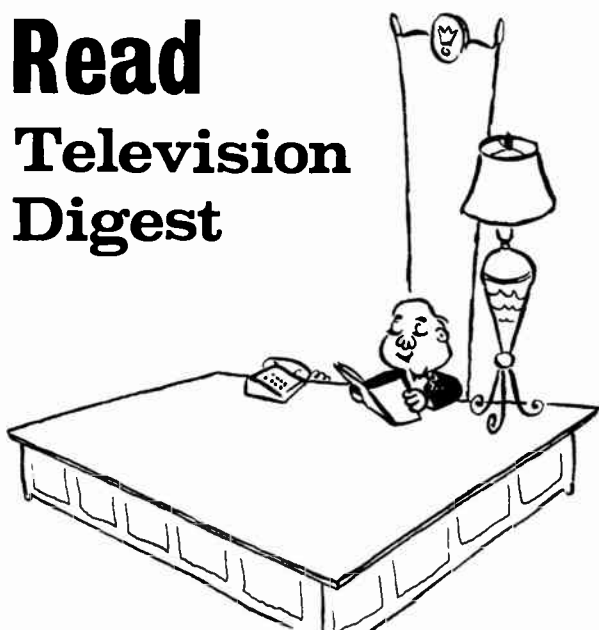
**KFVS-TV  
Paducah**

(See Cape Girardeau, Mo.)

**WSIL-TV  
Paducah**

(See Harrisburg, Ill.)

**Top People  
Read  
Television  
Digest**



For their reasons, turn to page 249-c

**WHAS-TV, Louisville  
(ARB Data Continued)**

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| METCALFE     | 2,400            | 2,000    | 81  |
| NELSON       | 5,900            | 5,300    | 89  |
| OLOHAM       | 3,600            | 3,300    | 92  |
| OWEN         | 2,200            | 1,800    | 83  |
| RUSSELL      | 2,800            | 2,100    | 76  |
| SCOTT        | 4,800            | 4,100    | 85  |
| SHELBY       | 5,800            | 5,200    | 90  |
| SPENCER      | 1,600            | 1,400    | 90  |
| TAYLOR       | 5,300            | 4,300    | 81  |
| TRIMBLE      | 1,400            | 1,300    | 89  |
| WASHINGTON   | 2,800            | 2,500    | 88  |
| WOODFORD     | 3,800            | 3,200    | 84  |

**WAVE-TV, Louisville  
(ARB Data Continued)**

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------------|------------------|----------|-----|
| KENTUCKY (CONTINUED) |                  |          |     |
| LEE                  | 1,700            | 1,000    | 59  |
| LINCOLN              | 4,400            | 3,400    | 77  |
| MARION               | 4,100            | 3,700    | 89  |
| MEADE                | 6,300            | 5,900    | 94  |
| MERCER               | 4,800            | 4,000    | 85  |
| METCALFE             | 2,400            | 2,000    | 81  |
| MONTGOMERY           | 4,300            | 3,200    | 75  |
| NELSON               | 5,900            | 5,300    | 89  |
| OHIO                 | 5,000            | 4,200    | 84  |
| OLOHAM               | 3,600            | 3,300    | 92  |
| OWEN                 | 2,200            | 1,800    | 83  |
| ROCKCASTLE           | 3,100            | 2,000    | 64  |
| RUSSELL              | 2,800            | 2,100    | 76  |
| SCOTT                | 4,800            | 4,100    | 85  |
| SHELBY               | 5,800            | 5,200    | 90  |
| SPENCER              | 1,600            | 1,400    | 90  |
| TAYLOR               | 5,300            | 4,300    | 81  |
| TRIMBLE              | 1,400            | 1,300    | 89  |
| WASHINGTON           | 2,800            | 2,500    | 88  |
| WAYNE                | 3,700            | 2,200    | 60  |
| WOODFORD             | 3,800            | 3,200    | 84  |

**WPSD-TV, Paducah  
(ARB Data Continued)**

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------|------------------|----------|-----|
| MISSOURI       |                  |          |     |
| BOLLINGER      | 2,400            | 2,100    | 86  |
| BUTLER         | 10,200           | 8,800    | 86  |
| CAPE GIRARDEAU | 13,400           | 12,400   | 93  |
| CARTER         | 1,200            | 800      | 71  |
| DUNKLIN        | 10,600           | 9,300    | 88  |
| IRON           | 2,100            | 1,800    | 85  |
| MADISON        | 2,700            | 2,400    | 88  |
| MISSISSIPPI    | 5,100            | 4,600    | 91  |
| NEW MADRID     | 7,200            | 6,300    | 88  |
| PEMISCOT       | 9,100            | 7,900    | 87  |
| PERRY          | 4,200            | 3,800    | 89  |
| REYNOLDS       | 1,200            | 900      | 78  |
| RIPLEY         | 2,500            | 1,800    | 74  |
| SCOTT          | 9,500            | 8,800    | 93  |
| SHANNON        | 1,900            | 1,400    | 71  |
| STODDARD       | 8,000            | 7,300    | 91  |
| WAYNE          | 2,500            | 2,100    | 84  |
| TENNESSEE      |                  |          |     |
| CARROLL        | 7,000            | 5,700    | 81  |
| GIBSON         | 13,900           | 11,800   | 85  |
| HENRY          | 7,100            | 5,800    | 82  |
| LAKE           | 2,400            | 1,900    | 81  |
| OBION          | 8,500            | 7,500    | 88  |
| STEWART        | 2,000            | 1,700    | 86  |
| WEAKLEY        | 7,300            | 6,100    | 84  |

# Kentucky—Bowling Green

**WLTV**  
Ch. 13



203

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 850-ft. above av. terrain, 603-ft. above ground, 1410-ft. above sea level.

Latitude 37° 05' 52"  
Longitude 86° 37' 35"

Transmitter: 12.5-mi. NW of Bowling Green.

Studio: 12-mi. N.W. of Bowling Green, Morgantown Rd.

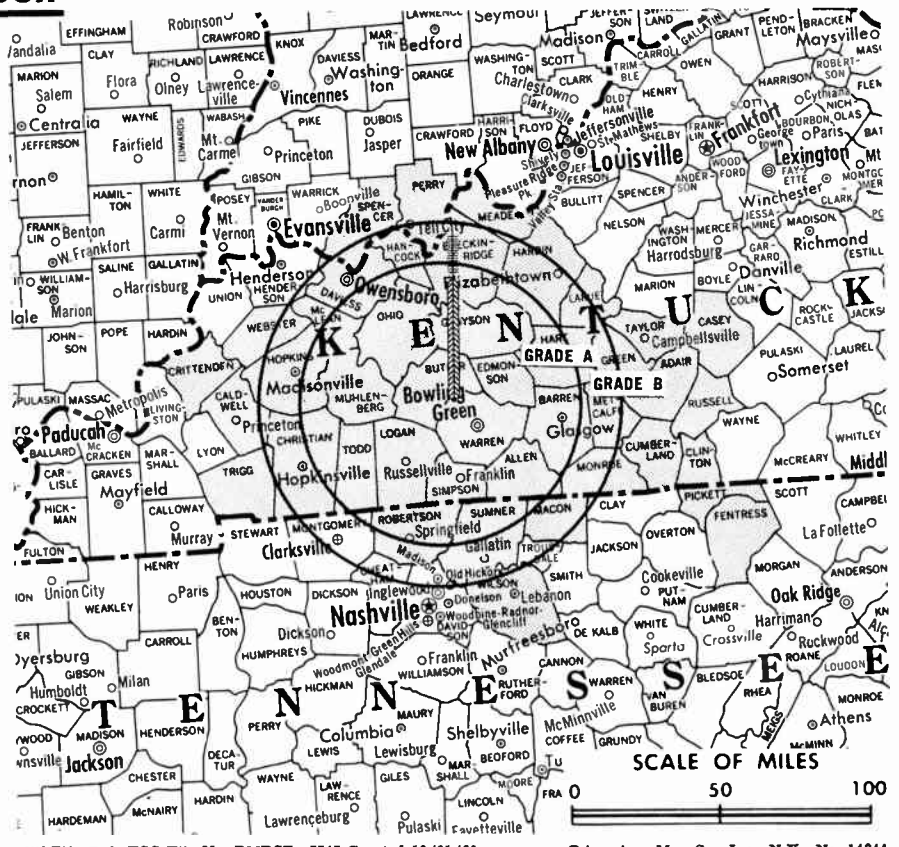
Sales Office: 1018 Chestnut St.

Telephones: 502-842-9471 (sales); 502-842-0338 (studio).

News Wire Service: UPI.

Facsimile Service: AP.

Total Households © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WLTV Ref: FCC File No. BMPCT—5545 Granted 12/21/60

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

## WLTV

Network Service: None, independent.

Licensee: Argus Bcstg. Co., Box 1198, Bowling Green (42101).

Ownership: George A. Brown Jr., 98%; Mrs. George A. Brown, 1%; J. M. Walters, 1%.

Began Operation: June 3, 1962.

Represented (sales) by Vic Piano Associates Inc.; Southeastern Representatives (Southeast); Eugene F. Gray Co. (Mo., Kan. & Neb.).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Walter Holey, Atlanta.

Personnel:

- JOE M. WALTERS, v.p., general manager & film buyer.
- JOE WALTERS, general sales manager.
- CLEM COCKREL, news director.
- KEN GIVEN, sports director.
- GLENN BOATRIGHT, chief engineer.
- BILL SWETMON, production director.

### DIGEST OF RATE CARD (Local) (July 19, 1962)

| Hour                         | 30 Min. | 15 Min. | 5 Min.  | Min. or 20 Sec. | 10 Sec. |
|------------------------------|---------|---------|---------|-----------------|---------|
| Class A—7-10:30 p.m., daily. |         |         |         |                 |         |
| \$150.00                     | \$90.00 | \$60.00 | \$45.00 | \$30.00         | \$14.50 |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| INDIANA      |                  |          |     |
| PERRY        | 4,600            | 4,300    | 93  |
| SPENCER      | 4,400            | 4,200    | 94  |
| KENTUCKY     |                  |          |     |
| ADAIR        | 3,800            | 2,700    | 71  |
| ALLEN        | 3,700            | 3,200    | 85  |

|              |        |        |    |
|--------------|--------|--------|----|
| BARREN       | 8,700  | 7,600  | 87 |
| BRECKINRIDGE | 4,300  | 3,600  | 84 |
| BUTLER       | 2,500  | 2,000  | 82 |
| CALDWELL     | 4,400  | 3,500  | 79 |
| CASEY        | 3,500  | 2,500  | 71 |
| CHRISTIAN    | 16,400 | 14,500 | 88 |
| CLINTON      | 2,100  | 1,600  | 75 |
| CRITTENDEN   | 2,400  | 2,000  | 83 |
| CUMBERLAND   | 1,900  | 1,400  | 73 |
| DAVISS       | 22,600 | 20,300 | 90 |
| EDMONSON     | 2,100  | 1,600  | 75 |
| GRAYSON      | 4,600  | 3,600  | 80 |
| GREEN        | 3,500  | 2,800  | 80 |
| HANCOCK      | 1,500  | 1,200  | 82 |
| HARDIN       | 15,700 | 14,300 | 91 |
| HART         | 4,200  | 3,600  | 86 |
| HOPKINS      | 12,200 | 10,300 | 85 |
| LARUE        | 3,400  | 2,900  | 87 |
| LOGAN        | 6,400  | 5,500  | 87 |
| MC LEAN      | 3,000  | 2,600  | 87 |
| MEADE        | 6,300  | 5,900  | 94 |
| METCALFE     | 2,400  | 2,000  | 81 |
| MONROE       | 3,100  | 2,700  | 86 |
| MUHLENBERG   | 7,600  | 6,500  | 87 |
| OHIO         | 5,000  | 4,200  | 84 |
| RUSSELL      | 2,800  | 2,100  | 76 |
| SIMPSON      | 3,600  | 3,200  | 87 |
| TAYLOR       | 5,300  | 4,300  | 81 |
| TODD         | 3,100  | 2,700  | 86 |
| TRIGG        | 2,600  | 2,300  | 87 |
| WARREN       | 14,400 | 12,600 | 87 |
| WEBSTER      | 4,700  | 3,800  | 81 |

|           |        |        |    |
|-----------|--------|--------|----|
| TENNESSEE |        |        |    |
| FENTRESS  | 3,000  | 2,200  | 74 |
| MACON     | 3,600  | 3,000  | 85 |
| PICKETT   | 1,000  | 700    | 76 |
| ROBERTSON | 8,300  | 7,500  | 90 |
| SUMNER    | 11,500 | 10,300 | 90 |
| WILSON    | 8,800  | 7,900  | 89 |

STATION TOTAL 239,000 205,700 86

NET WEEKLY CIRCULATION (MARCH 65) 68,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 23,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 7



# Kentucky—Lexington



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 215-kw visual, 38.6-kw aural. Antenna: 640-ft. above av. terrain, 556-ft. above ground, 1627-ft. above sea level.

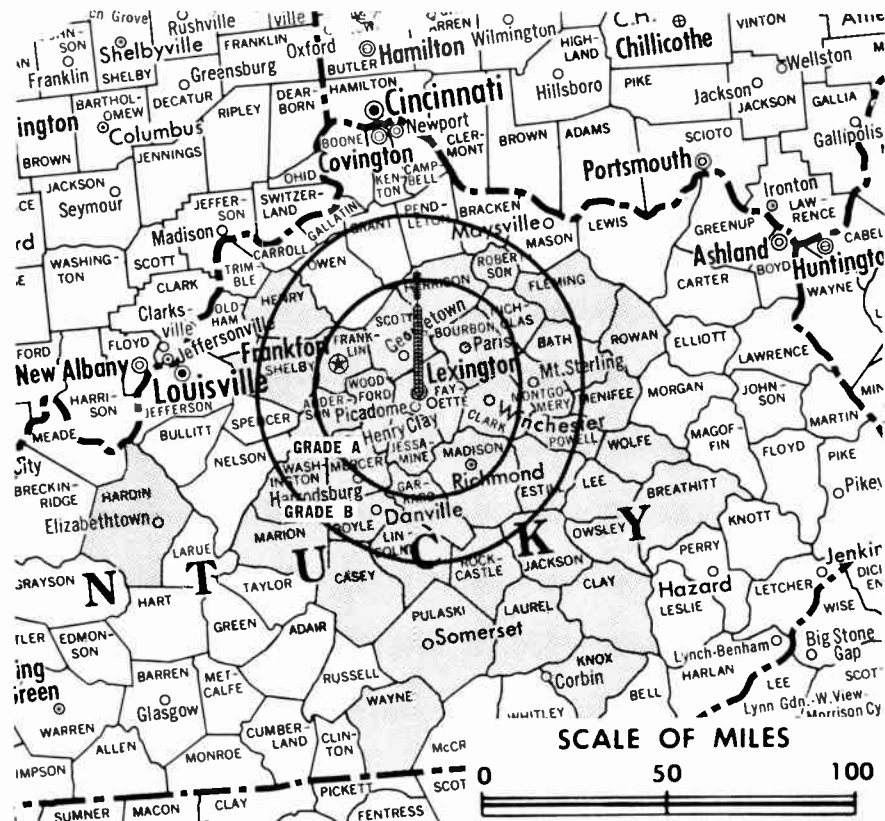
Latitude 38° 02' 07"  
Longitude 84° 27' 04"

Transmitter: 1087 New Circle Rd., N.E.

TV tape: Recording facilities.

News Wire Service: AP.

Color: Network only.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WKYT-TV Ref: FCC File No. BPC2-2554 Granted 10/22/58

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

## WKYT-TV

Network Service: ABC, CBS.

Licensee: Taft Broadcasting Co., Box 655.

Telephone: 606-252-2533.

TWX No.: 606-255-8822.

Ownership: See WKRC-TV, Cincinnati, O.

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

Represented (sales) by Venard, Torbet & McConnell; C. K. Beaver & Assoc.

Represented (legal) by Koteen & Burt.

Personnel:

FRED von STADE, general mgr., film buyer.  
RAY BALSOM, general sales manager.  
HUDSON CLAY, film director.  
BERNARD GUREWICH, chief engineer.

### DIGEST OF RATE CARD NO. 7 (June 1, 1965)

| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | Min.     | 20 Sec. | 10 Sec. |
|----------------------------------|----------|----------|----------|----------|---------|---------|
| Class AA—7:30-10:30 p.m., daily. | \$300.00 | \$180.00 | \$120.00 | \$100.00 | \$75.00 | \$60.00 |

NETWORK BASE HOURLY RATE: \$300 (ABC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| BOYLE                | 6,300            | 5,400          | 86        |
| BREATHITT            | 3,100            | 1,700          | 56        |
| CASEY                | 3,500            | 2,500          | 71        |
| CLARK                | 7,000            | 5,900          | 85        |
| CLAY                 | 4,400            | 2,900          | 67        |
| ESTILL               | 3,200            | 2,000          | 64        |
| FAYETTE              | 44,600           | 40,200         | 90        |
| FLEMING              | 3,400            | 2,800          | 82        |
| FRANKLIN             | 9,500            | 8,500          | 90        |
| GARRARD              | 2,800            | 2,300          | 81        |
| HARDIN               | 15,700           | 14,300         | 91        |
| HARRISON             | 4,500            | 4,000          | 88        |
| HENRY                | 3,500            | 3,000          | 86        |
| JACKSON              | 2,400            | 1,400          | 57        |
| JESSAMINE            | 4,100            | 3,200          | 79        |
| KNOX                 | 5,900            | 4,200          | 72        |
| LAUREL               | 6,700            | 5,100          | 76        |
| LEE                  | 1,700            | 1,000          | 59        |
| LINCOLN              | 4,400            | 3,400          | 77        |
| MADISON              | 9,900            | 7,700          | 78        |
| MARION               | 4,100            | 3,700          | 89        |
| MENIFEE              | 900              | 700            | 74        |
| MERCER               | 4,800            | 4,000          | 85        |
| MONTGOMERY           | 4,300            | 3,200          | 75        |
| NICHOLAS             | 1,900            | 1,500          | 79        |
| OWSLEY               | 1,100            | 500            | 50        |
| POWELL               | 1,800            | 1,100          | 61        |
| PULASKI              | 9,400            | 6,600          | 70        |
| ROBERTSON            | 800              | 700            | 88        |
| ROCKCASTLE           | 3,100            | 2,000          | 64        |
| ROWAN                | 3,400            | 2,700          | 80        |
| SCOTT                | 4,800            | 4,100          | 85        |
| SHELBY               | 5,800            | 5,200          | 90        |
| WASHINGTON           | 2,800            | 2,500          | 88        |
| WAYNE                | 3,700            | 2,200          | 60        |
| WOLFE                | 1,400            | 900            | 64        |
| WOODFORD             | 3,800            | 3,200          | 84        |
| <b>STATION TOTAL</b> | <b>215,700</b>   | <b>175,700</b> | <b>81</b> |

NET WEEKLY CIRCULATION (MARCH 65) 111,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 81,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>KENTUCKY</b> |                  |          |     |
| ANDERSON        | 2,800            | 2,500    | 90  |
| BATH            | 2,600            | 1,900    | 74  |
| BOURBON         | 5,800            | 5,000    | 87  |

# Kentucky—Lexington



Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 300-kw maximum and 272-kw horizontal visual, 59.25-kw maximum and 53.7-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level, using 1/2° beam tilt.

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

Transmitter: Russell Cave Pike.

Studio: Russell Cave Pike.

Telephone: 606-254-8747.

TXW No.: 606-451-6687.

TV tape: Recording facilities.

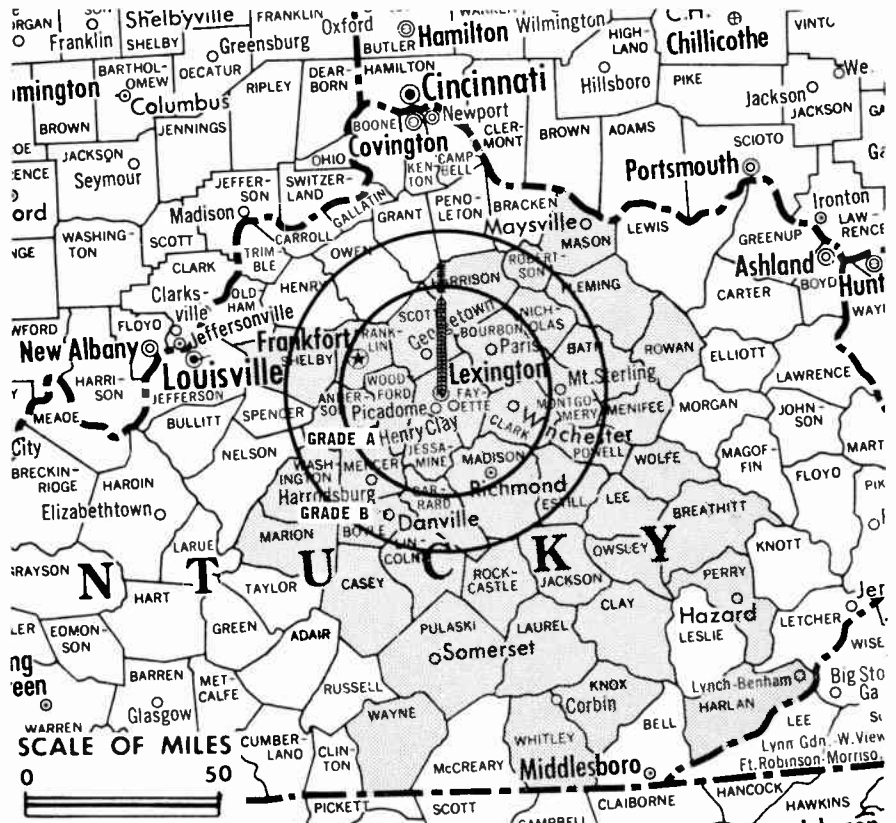
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Represented (engineering) by Jules Cohen & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLEX-TV Ref: FCC File No. BPCT-2617 Granted 4/14/59

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

## WLEX-TV

Network Service: CBS, NBC.

Licensee: WLEX-TV Inc., Box 1457.

Ownership: J. D. Gay, chairman-treas., 41.96%; H. Guthrie Bell, pres., 37.43%; Gay-Bell Corp., 9.8%; William B. Gess, 5.62%; T. D. Satterwhite, 3.49%; J. G. Atchison, secy., .03%; 4 other stockholders, none with as much as 2%. WLEX-TV Inc. also owns WCOV-TV & WCOV, Montgomery, Ala.

Began Operation: March 15, 1955.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

HARRY C. BARFIELD, v.p., general manager & film buyer.  
ROBERT D. JONES, operations director & film buyer.  
KENNETH ANDREWS, program director.  
J. W. ROBERTSON, director of engineering.  
REID HUCABY, chief engineer.

### DIGEST OF RATE CARD NO. 10 (May 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.  
Class AA—6:30-10:30 p.m., daily.  
\$340.00 \$204.00 \$136.00 \$119.00 \$102.00 \$70.00 \$36.00

Color—Rates on request.

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

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>KENTUCKY</b> |                  |          |     |
| ANDERSON        | 2,800            | 2,500    | 90  |
| BATH            | 2,600            | 1,900    | 74  |
| BOURBON         | 5,800            | 5,000    | 87  |
| BOYLE           | 6,300            | 5,400    | 86  |
| BREATHITT       | 3,100            | 1,700    | 56  |
| CASEY           | 3,500            | 2,500    | 71  |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| CLARK                | 7,000            | 5,900          | 85        |
| CLAY                 | 4,400            | 2,900          | 67        |
| ESTILL               | 3,200            | 2,000          | 64        |
| FAYETTE              | 44,600           | 40,200         | 90        |
| FLEMING              | 3,400            | 2,800          | 82        |
| FRANKLIN             | 9,500            | 8,500          | 90        |
| GARRARD              | 2,800            | 2,300          | 81        |
| HARLAN               | 10,700           | 8,500          | 79        |
| HARRISON             | 4,500            | 4,000          | 88        |
| JACKSON              | 2,400            | 1,400          | 57        |
| JESSAMINE            | 4,100            | 3,200          | 79        |
| KNOX                 | 5,900            | 4,200          | 72        |
| LAUREL               | 6,700            | 5,100          | 76        |
| LEE                  | 1,700            | 1,000          | 59        |
| LINCOLN              | 4,400            | 3,400          | 77        |
| MADISON              | 9,900            | 7,700          | 78        |
| MARION               | 4,100            | 3,700          | 89        |
| MASON                | 5,700            | 4,900          | 87        |
| MENIFEE              | 900              | 700            | 74        |
| MERCER               | 4,800            | 4,000          | 85        |
| MONTGOMERY           | 4,300            | 3,200          | 75        |
| NICHOLAS             | 1,900            | 1,500          | 79        |
| OWSLEY               | 1,100            | 500            | 50        |
| PERRY                | 6,900            | 4,800          | 69        |
| POWELL               | 1,800            | 1,100          | 61        |
| PULASKI              | 9,400            | 6,600          | 70        |
| ROBERTSON            | 800              | 700            | 88        |
| ROCKCASTLE           | 3,100            | 2,000          | 64        |
| ROWAN                | 3,400            | 2,700          | 80        |
| SCOTT                | 4,800            | 4,100          | 85        |
| SHELBY               | 5,800            | 5,200          | 90        |
| WASHINGTON           | 2,800            | 2,500          | 88        |
| WAYNE                | 3,700            | 2,200          | 60        |
| WHITLEY              | 6,400            | 5,200          | 80        |
| WOLFE                | 1,400            | 900            | 64        |
| WOODFORD             | 3,800            | 3,200          | 84        |
| <b>STATION TOTAL</b> | <b>226,200</b>   | <b>181,800</b> | <b>80</b> |

NET WEEKLY CIRCULATION (MARCH 65) 111,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 84,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Kentucky—Louisville



**WHAS-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 132-kw visual, 15.8-kw aural. Antenna: 1290-ft. above av. terrain, 969-ft. above ground, 1945-ft. above sea level.

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

Transmitter: Christian Rd., 3.6-mi. N of New Albany, Ind.

TV tape: Recording facilities.

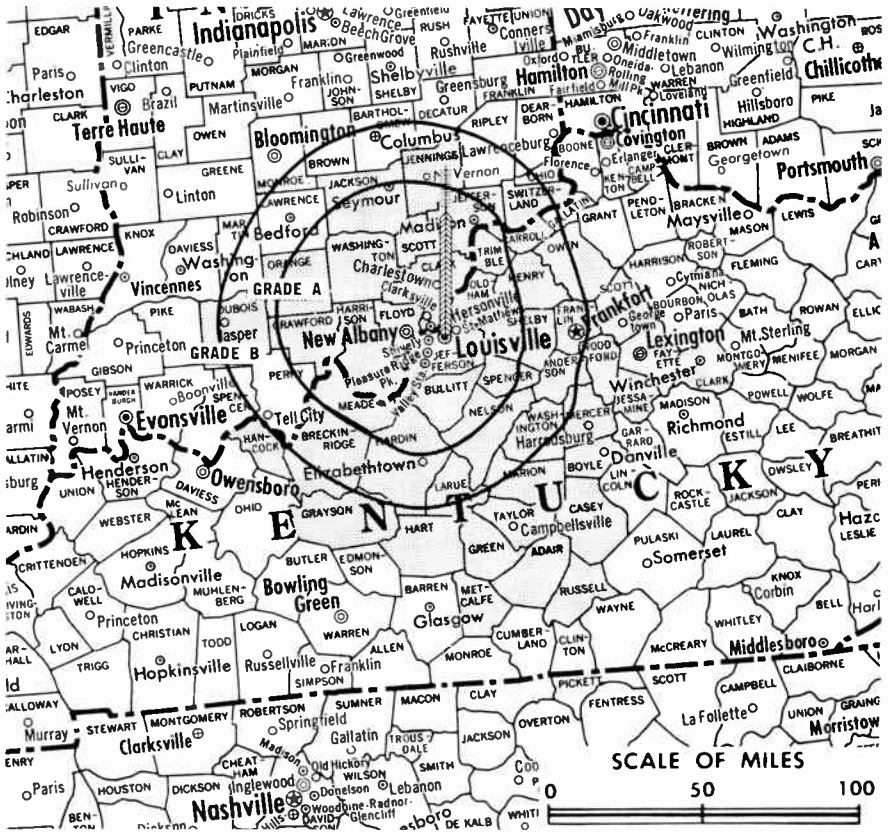
AM Affiliate: WHAS, 50-kw, 840 kc.

Color: Network, film & slide.

News Wire Service: AP.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WHAS-TV Ref: FCC File No. BPCT-3187 Granted 7/1/61

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

## WHAS-TV

Licensee: WHAS Inc., 525 W. Broadway, Louisville, Ky. (40202).

Studio: 525 W. Broadway.

Telephone: 502-582-4319. TWX No.: 502-589-2329.

Ownership: Same ownership as Louisville Courier-Journal & Times.

Began Operation: March 27, 1950.

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

Represented (legal) by Miller & Schroeder.

Personnel:

- BARRY BINGHAM, president.
- LISLE BAKER JR., v.p.
- VICTOR A. SHOLIS, v.p. and station director.
- BARRY BINGHAM JR., asst. to president.
- GEORGE JOHNSON, sales director.
- WILLIAM F. LOADER, promotion manager.
- SAMUEL H. GIFFORD, program director & film buyer.
- RICHARD SWEENEY, production supervisor.
- JAY CROUSE, news director.
- CHARLES McDANIEL, film director.
- O. W. TOWNER, director of engineering.

DIGEST OF RATE CARD NO. 14—(April 1, 1965)

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

Class AA—7:30-11 p.m., daily.  
\$1300.00 \$780.00 \$520.00 \$325.00 \$300.00\* \$260.00\* \$130.00\*

\*Class AA—7:31-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | TV HOMES PER |
|-----------------|------------------|----------|--------------|
| <b>INDIANA</b>  |                  |          |              |
| CLARK           | 19,200           | 18,500   | 96           |
| CRAWFORD        | 2,300            | 2,100    | 91           |
| DUBOIS          | 7,400            | 6,900    | 94           |
| FLOYD           | 16,200           | 15,700   | 97           |
| HARRISON        | 5,500            | 5,200    | 95           |
| JACKSON         | 9,200            | 8,900    | 96           |
| JEFFERSON       | 6,600            | 6,300    | 95           |
| JENNINGS        | 4,400            | 4,200    | 95           |
| ORANGE          | 4,700            | 4,500    | 94           |
| SCOTT           | 4,500            | 4,200    | 93           |
| SWITZERLAND     | 2,000            | 1,800    | 93           |
| WASHINGTON      | 5,300            | 5,000    | 93           |
| <b>KENTUCKY</b> |                  |          |              |
| ADAIR           | 3,800            | 2,700    | 71           |
| ANDERSON        | 2,800            | 2,500    | 90           |
| BOYLE           | 6,300            | 5,400    | 86           |
| BRECKINRIDGE    | 4,300            | 3,600    | 84           |
| BULLITT         | 4,900            | 4,500    | 92           |
| CARROLL         | 2,500            | 2,200    | 88           |
| CASEY           | 3,500            | 2,500    | 71           |
| CLARK           | 7,000            | 5,900    | 85           |
| FAYETTE         | 44,600           | 40,200   | 90           |
| FRANKLIN        | 9,500            | 8,500    | 90           |
| GRAYSON         | 4,600            | 3,600    | 80           |
| GREEN           | 3,500            | 2,800    | 80           |
| HANCOCK         | 1,500            | 1,200    | 82           |
| HARDIN          | 15,700           | 14,300   | 91           |
| HART            | 4,200            | 3,600    | 86           |
| HENRY           | 3,500            | 3,000    | 86           |
| JEFFERSON       | 191,200          | 180,100  | 94           |
| JESSAMINE       | 4,100            | 3,200    | 79           |
| LARUE           | 3,400            | 2,900    | 87           |
| MARION          | 4,100            | 3,700    | 89           |
| MEADE           | 6,300            | 5,900    | 94           |
| MERCER          | 4,800            | 4,000    | 85           |

(Continued on page 259-b)

|                                              |                |                |           |
|----------------------------------------------|----------------|----------------|-----------|
| <b>STATION TOTAL</b>                         | <b>465,800</b> | <b>426,100</b> | <b>91</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                | <b>341,100</b> |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                | <b>270,500</b> |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                |                | <b>7</b>  |

For Other Newspapers with TV Station Ownership,

see Section c

# Kentucky—Louisville



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level.

Latitude 38° 22' 09"  
Longitude 85° 49' 49"

Transmitter: Bald Knob, New Albany, Ind.

Studios: 725 S. Floyd St., Louisville; State Capitol, Frankfort, Ky.

Telephone: 502-585-2201.

TWX No.: 502-589-2328.

TV tape: Recording facilities.

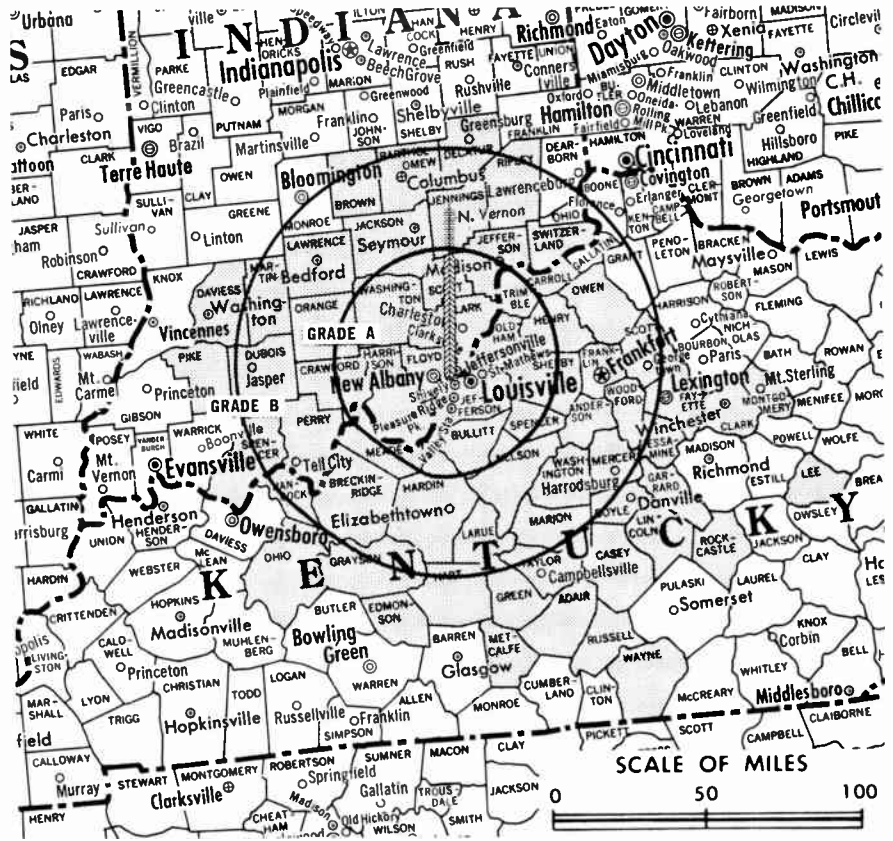
AM Affiliate: WAVE, 5-kw, 970 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WAVE-TV Ref: FCC File No. BPCT-756 Granted 7/11/62

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## WAVE-TV

Licensee: W.A.V.E. Inc., 725 S. Floyd St., Louisville, Ky. (40203).

Ownership: Jane Morton Norton, 100%. WAVE Inc. also owns WFIE-TV, Evansville, Ind., and WFRV, Green Bay, Wis.

Began Operation: Nov. 24, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- MRS. JANE MORTON NORTON, president.
- RALPH S. JACKSON, executive vice president.
- T. BALLARD MORTON JR., v.p. finance.
- NATHAN LORD, secretary-treasurer.
- GEORGE BROWN, assistant secretary.
- HOUSTON D. JONES, commercial manager.
- GEORGE PATTERSON, program manager & film buyer.
- WILLIAM GLADDEN, promotion manager.
- RODNEY FORD, news director.
- WILBUR HUDSON, chief engineer.
- PAT O'HARA, production manager.
- BERNIE HOLTMAN, assistant chief engineer.

### DIGEST OF RATE CARD NO. 20 (July 1, 1965)

| Hour                          | 30 Min.       | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|-------------------------------|---------------|----------|----------|----------|----------|----------|
| Class AA—6:30-11 p.m., daily. | \$1450.00     | \$870.00 | \$580.00 | \$370.00 | \$365.00 | \$325.00 |
| NETWORK BASE HOURLY RATE:     | \$1650 (NBC). |          |          |          |          |          |

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------|------------------|----------|-----|
| <b>INDIANA</b> |                  |          |     |
| BARTHOLOMEW    | 15,500           | 15,000   | 96  |
| BROWN          | 2,100            | 2,000    | 97  |
| CLARK          | 19,200           | 18,500   | 96  |
| CRAWFORD       | 2,300            | 2,100    | 91  |
| DAVISS         | 7,400            | 7,000    | 93  |
| DECATUR        | 5,900            | 5,700    | 96  |
| DUBOIS         | 7,400            | 6,900    | 94  |
| FLOYD          | 16,200           | 15,700   | 97  |
| HARRISON       | 5,500            | 5,200    | 95  |

| STATE/COUNTY       | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------------|------------------|----------|-----|
| <b>JACKSON</b>     | 9,200            | 8,900    | 96  |
| <b>JEFFERSON</b>   | 6,600            | 6,300    | 95  |
| <b>JENNINGS</b>    | 4,400            | 4,200    | 95  |
| <b>LAWRENCE</b>    | 11,300           | 10,800   | 96  |
| <b>MARTIN</b>      | 2,800            | 2,600    | 95  |
| <b>ORANGE</b>      | 4,700            | 4,500    | 94  |
| <b>PERRY</b>       | 4,600            | 4,300    | 93  |
| <b>PIKE</b>        | 3,500            | 3,300    | 93  |
| <b>RIPLEY</b>      | 5,900            | 5,600    | 95  |
| <b>SCOTT</b>       | 4,500            | 4,200    | 93  |
| <b>SPENCER</b>     | 4,400            | 4,200    | 94  |
| <b>SWITZERLAND</b> | 2,000            | 1,800    | 93  |
| <b>WASHINGTON</b>  | 5,300            | 5,000    | 93  |

| <b>KENTUCKY</b>     |         |         |    |
|---------------------|---------|---------|----|
| <b>ADAIR</b>        | 3,800   | 2,700   | 71 |
| <b>ANDERSON</b>     | 2,800   | 2,500   | 90 |
| <b>BOYLE</b>        | 6,300   | 5,400   | 86 |
| <b>BRECKINRIDGE</b> | 4,300   | 3,600   | 84 |
| <b>BULLITT</b>      | 4,900   | 4,500   | 92 |
| <b>CARROLL</b>      | 2,500   | 2,200   | 88 |
| <b>CASEY</b>        | 3,500   | 2,500   | 71 |
| <b>CLARK</b>        | 7,000   | 5,900   | 85 |
| <b>EDMONSON</b>     | 2,100   | 1,600   | 75 |
| <b>FAYETTE</b>      | 44,600  | 40,200  | 90 |
| <b>FRANKLIN</b>     | 9,500   | 8,500   | 90 |
| <b>GARRARD</b>      | 2,800   | 2,300   | 81 |
| <b>GRAYSON</b>      | 4,600   | 3,600   | 80 |
| <b>GREEN</b>        | 3,500   | 2,800   | 80 |
| <b>HANCOCK</b>      | 1,500   | 1,200   | 82 |
| <b>HAROLD</b>       | 15,700  | 14,300  | 91 |
| <b>HART</b>         | 4,200   | 3,600   | 86 |
| <b>HENRY</b>        | 3,500   | 3,000   | 86 |
| <b>JEFFERSON</b>    | 191,200 | 180,100 | 94 |
| <b>JESSAMINE</b>    | 4,100   | 3,200   | 79 |
| <b>LARUE</b>        | 3,400   | 2,900   | 87 |

(Continued on page 259-b)

|                                              |                |                |                |
|----------------------------------------------|----------------|----------------|----------------|
| <b>STATION TOTAL</b>                         | <b>556,300</b> | <b>506,500</b> | <b>91</b>      |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                |                | <b>395,700</b> |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                |                | <b>320,000</b> |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                |                | <b>7</b>       |

**Cardinal rules  
to remember:**



**fact:** | **WAVE-TV—first in Louisville to carry network color (1954).**

**fact:** | **WAVE-TV—first Louisville station to program live local color (1962).**

**fact:** | **WAVE-TV—first in Louisville to offer complete color facilities—live, tape, film, slide.**

**Channel 3**  
**Louisville | NBC**

*Represented nationally by the Katz Agency, Inc.*

# Kentucky—Louisville



**WLKY-TV**

Ch. 32

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 1000-kw max. and 275-kw horizontal visual, 500-kw max. and 74.1-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

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

Transmitter: Bald Knob, near New Albany, Ind.

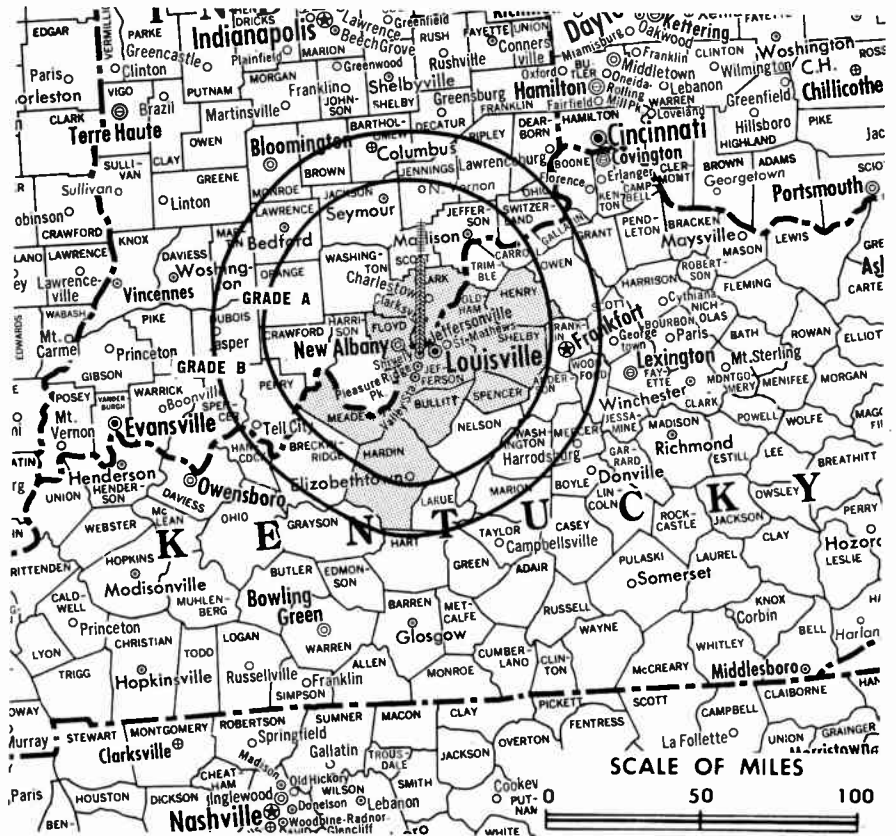
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WLKY-TV Ref: FCC File No. BPC-3427 Granted 1/23/63

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

## WLKY-TV

Licensee: Kentuckiana TV Inc., 320 S. Fifth St., Louisville, Ky. (40202).

Studio: 3947 Park Drive (40216).

Telephone: 502-367-6441. TWX No.: 502-589-1034.

Ownership: George E. Egger, pres., 16.6%; Richard F. Shively, 18.8%; Holman R. Wilson, secy.-treas., 16.6%; Wm. S. Cutchins, 16.6%; Dilman A. Rash, 15.7%; Archibald P. Cochran, 15.7%.

Began Operation: Sept. 16, 1961.

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

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

GEORGE E. EGGER, president.  
ED SHADBURNE, station manager.  
WOODFORD DULANEY, sales manager.  
WILSON HATCHER, operations manager.  
BOB TAYLOR, production manager.  
PAUL KELLEY, chief engineer.

### DIGEST OF RATE CARD NO. 9 (Sept. 15, 1965)

|                               |          |          |          |          |          |          |
|-------------------------------|----------|----------|----------|----------|----------|----------|
| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
| Class AA—7:30-11 p.m., daily. | \$500.00 | \$300.00 | \$225.00 | \$150.00 | \$210.00 | \$140.00 |
| NETWORK BASE HOURLY RATE:     | \$300.   |          |          |          |          |          |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>INDIANA</b>       |                  |                |           |
| CLARK                | 19,200           | 18,500         | 96        |
| FLOYD                | 16,200           | 15,700         | 97        |
| <b>KENTUCKY</b>      |                  |                |           |
| BULLITT              | 4,900            | 4,500          | 92        |
| HARDIN               | 15,700           | 14,300         | 91        |
| HENRY                | 3,500            | 3,000          | 86        |
| JEFFERSON            | 191,200          | 180,100        | 94        |
| MEADE                | 6,300            | 5,900          | 94        |
| OLOHAM               | 3,600            | 3,300          | 92        |
| SHELBY               | 5,800            | 5,200          | 90        |
| SPENCER              | 1,600            | 1,400          | 90        |
| <b>STATION TOTAL</b> | <b>268,000</b>   | <b>251,900</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 145,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 80,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For ARB & Nielsen TV Household Tables

see Section a.



# Kentucky—Paducah



**WPSD-TV**



Ch. 6

341

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

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

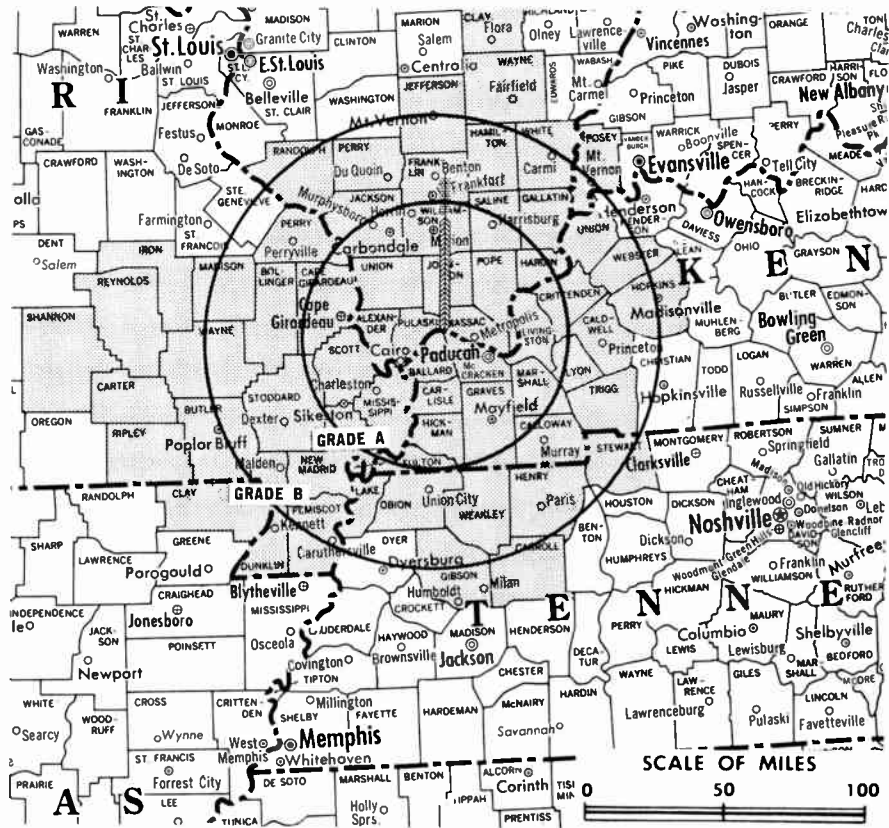
Requests 13.9-kw aural.

Transmitter: Approximately 23-mi. NW of Paducah near Monkey's Eyebrow, Ky.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



WPSD-TV Ref: FCC File No. BPCT—2823 Granted 12/8/60

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## WPSD-TV

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, Ky. (42001).

Studio: 100 Television Lane.

Telephone: 502-442-8214. TWX No.: 502-591-7604.

Ownership: Paducah Newspapers Inc. (Frank R. Paxton, pres.) publishes Paducah Sun-Democrat.

Began Operation: May 28, 1957.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- FRED PAXTON, v.p. & managing director.
- SAM LIVINGSTON, general manager & film buyer.
- CHARLES R. JONES, sales manager.
- JAMES E. ENGLISH III, program director.
- BOB SWISHER, production manager.
- ERNEST J. PELL, technical director.
- TOM BUTLER, news director.
- JOHN ADAMS, chief engineer.

### DIGEST OF RATE CARD NO. 14—(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$600.00 \$360.00 \$230.00 \$160.00 \$120.00 \$100.00 \$50.00  
NETWORK BASE HOURLY RATE: \$600.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES |     |
|--------------|------------------|----------|-----|
|              |                  | HOMES    | PER |
| ARKANSAS     |                  |          |     |
| CLAY         | 6,300            | 5,500    | 87  |
| ILLINOIS     |                  |          |     |
| ALEXANDER    | 4,300            | 3,900    | 91  |
| CLAY         | 4,600            | 4,200    | 91  |
| FRANKLIN     | 12,100           | 11,400   | 94  |
| GALLATIN     | 2,000            | 1,800    | 91  |

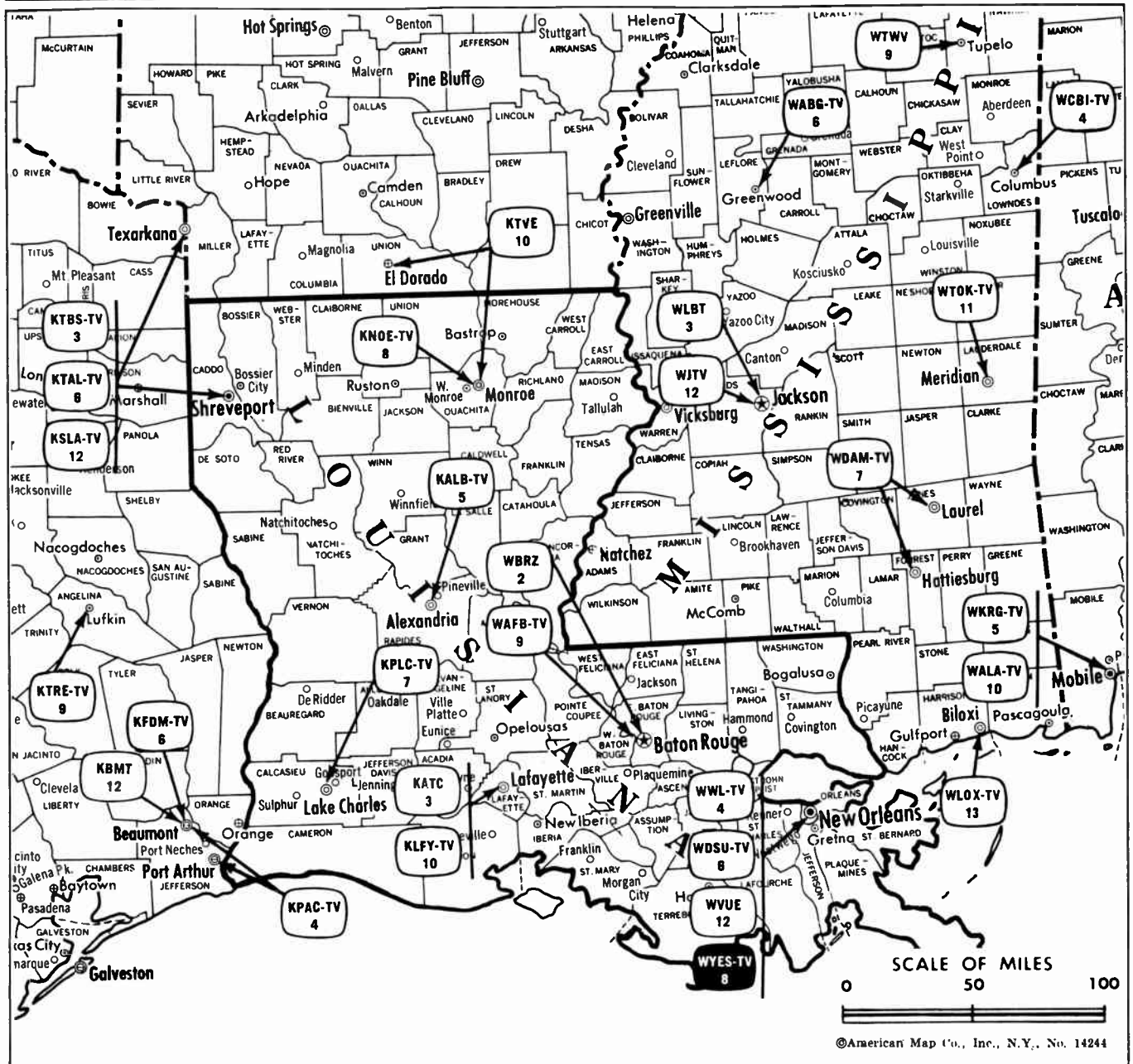
| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| HAMILTON     | 2,900            | 2,600    | 89  |
| HARDIN       | 1,500            | 1,400    | 94  |
| JACKSON      | 13,100           | 12,200   | 93  |
| JEFFERSON    | 9,800            | 9,100    | 93  |
| JOHNSON      | 1,800            | 1,700    | 93  |
| MASSAC       | 4,600            | 4,300    | 93  |
| PERRY        | 5,600            | 5,300    | 94  |
| POPE         | 900              | 800      | 89  |
| PULASKI      | 2,900            | 2,600    | 91  |
| RANDOLPH     | 8,100            | 7,800    | 96  |
| SALINE       | 7,800            | 7,300    | 94  |
| UNION        | 4,600            | 4,400    | 95  |
| WAYNE        | 5,600            | 5,000    | 90  |
| WHITE        | 5,900            | 5,300    | 90  |
| WILLIAMSON   | 15,000           | 14,200   | 94  |
| INDIANA      |                  |          |     |
| POSEY        | 5,300            | 4,900    | 93  |
| KENTUCKY     |                  |          |     |
| BALLARD      | 2,800            | 2,500    | 90  |
| CALDWELL     | 4,400            | 3,500    | 79  |
| CALLOWAY     | 7,000            | 6,100    | 88  |
| CARLISLE     | 1,800            | 1,600    | 92  |
| CRITTENDEN   | 2,400            | 2,000    | 83  |
| FULTON       | 3,200            | 2,800    | 86  |
| GRAVES       | 9,800            | 8,800    | 90  |
| HICKMAN      | 1,800            | 1,600    | 88  |
| HOPKINS      | 12,200           | 10,300   | 85  |
| LIVINGSTON   | 2,200            | 1,900    | 86  |
| LYON         | 1,300            | 1,000    | 82  |
| MC CRACKEN   | 20,300           | 18,600   | 92  |
| MARSHALL     | 5,900            | 5,400    | 91  |
| TRIGG        | 2,600            | 2,300    | 87  |
| UNION        | 4,300            | 3,700    | 87  |
| WEBSTER      | 4,700            | 3,800    | 81  |

(Continued on page 259-b)

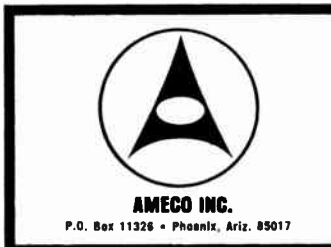
| STATION TOTAL                         | 353,400 | 314,600 | 89      |
|---------------------------------------|---------|---------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 210,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 152,200 |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 5       |



# Louisiana



| Market           | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|------------------|----------------------------|------|-------------|------|---------------|------|
| New Orleans      | 428,300                    | 43   | 552,700     | 54   | 501,800       | 55   |
| Shreveport       | 280,600                    | 69   | 435,700     | 71   | 385,800       | 77   |
| Baton Rouge      | 222,200                    | 85   | 445,200     | 66   | 392,800       | 73   |
| Lafayette        | 156,300                    | 105  | 269,800     | 112  | 240,900       | 112  |
| Monroe-El Dorado | 139,000                    | 123  | 262,400     | 117  | 224,700       | 120  |
| Lake Charles     | 72,700                     | 166  | 156,800     | 160  | 141,000       | 159  |
| Alexandria       | 69,100                     | 169  | 140,100     | 168  | 118,600       | 172  |



## AMECO "SALES MOBILE SERVICE" IN LOUISIANA

6111 Harry Hines Blvd. Dallas, Texas 75235  
Phone: 214-351-1567  
Dallas Warehouse 214-351-1567

Louisiana Station Status as of Feb. 1, 1966

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| ○ Commercial Television Stations  | 13  | 0   | 13    |
| ● Educational Television Stations | 1   | 0   | 1     |
|                                   |     |     | 14    |

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

**WYES-TV**  
**New Orleans**  
Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 400-ft. above av. terrain, 422-ft. above ground, 455-ft. above sea level.

Latitude 29° 57' 05"  
Longitude 90° 04' 17"

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

**KTVE**  
**Monroe**  
(See El Dorado, Ark.)

**KTBS-TV, Shreveport**  
(ARB Data Continued)

| STATE/COUNTY             | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------------------|------------------|----------|-----|
| <b>TEXAS (CONTINUED)</b> |                  |          |     |
| CASS                     | 6,800            | 6,100    | 90  |
| CHEROKEE                 | 9,100            | 7,800    | 85  |
| FRANKLIN                 | 1,400            | 1,200    | 85  |
| GREGG                    | 23,400           | 21,500   | 92  |
| HARRISON                 | 13,000           | 11,500   | 89  |
| HOPKINS                  | 5,600            | 4,900    | 89  |
| LAMAR                    | 10,100           | 8,000    | 79  |
| MARION                   | 2,000            | 1,700    | 85  |
| MORRIS                   | 4,100            | 3,700    | 91  |
| NACOGDOCHES              | 8,400            | 7,000    | 84  |
| PANOLA                   | 4,700            | 4,100    | 88  |
| RED RIVER                | 4,200            | 3,400    | 81  |
| RUSK                     | 10,600           | 9,500    | 90  |
| SABINE                   | 1,900            | 1,500    | 78  |
| SAN AUGUSTINE            | 1,900            | 1,500    | 80  |
| SHELBY                   | 5,900            | 5,000    | 85  |
| SMITH                    | 28,700           | 26,200   | 91  |
| TITUS                    | 5,500            | 4,800    | 88  |
| UPSHUR                   | 5,900            | 5,300    | 89  |
| WOOD                     | 5,100            | 4,600    | 90  |

**Louisiana**

**WBRZ, Baton Rouge**  
(ARB Data Continued)

| STATE/COUNTY       | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------------|------------------|----------|-----|
| <b>MISSISSIPPI</b> |                  |          |     |
| ADAMS              | 11,900           | 9,200    | 78  |
| AMITE              | 3,600            | 2,600    | 72  |
| FRANKLIN           | 2,600            | 1,800    | 70  |
| JEFFERSON          | 2,700            | 1,600    | 59  |
| LINCOLN            | 7,900            | 6,300    | 79  |
| MARION             | 6,700            | 5,100    | 76  |
| PEARL RIVER        | 6,700            | 5,600    | 83  |
| PIKE               | 10,600           | 8,100    | 77  |
| WALTHALL           | 3,400            | 2,500    | 73  |
| WILKINSON          | 3,300            | 2,100    | 64  |

**KSLA-TV, Shreveport**  
(ARB Data Continued)

| STATE/COUNTY             | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------------------|------------------|----------|-----|
| <b>TEXAS (Continued)</b> |                  |          |     |
| CASS                     | 6,800            | 6,100    | 90  |
| CHEROKEE                 | 9,100            | 7,800    | 85  |
| FRANKLIN                 | 1,400            | 1,200    | 85  |
| GREGG                    | 23,400           | 21,500   | 92  |
| HARRISON                 | 13,000           | 11,500   | 89  |
| MARION                   | 2,000            | 1,700    | 85  |
| MORRIS                   | 4,100            | 3,700    | 91  |
| NACOGDOCHES              | 8,400            | 7,000    | 84  |
| PANOLA                   | 4,700            | 4,100    | 88  |
| RED RIVER                | 4,200            | 3,400    | 81  |
| RUSK                     | 10,600           | 9,500    | 90  |
| SABINE                   | 1,900            | 1,500    | 78  |
| SAN AUGUSTINE            | 1,900            | 1,500    | 80  |
| SHELBY                   | 5,900            | 5,000    | 85  |
| SMITH                    | 28,700           | 26,200   | 91  |
| TITUS                    | 5,500            | 4,800    | 88  |
| UPSHUR                   | 5,900            | 5,300    | 89  |
| WOOD                     | 5,100            | 4,600    | 90  |

**KTAL-TV, Shreveport**  
(ARB Data Continued)

| STATE/COUNTY             | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------------------|------------------|----------|-----|
| <b>TEXAS (CONTINUED)</b> |                  |          |     |
| CHEROKEE                 | 9,100            | 7,800    | 85  |
| FRANKLIN                 | 1,400            | 1,200    | 85  |
| GREGG                    | 23,400           | 21,500   | 92  |
| HARRISON                 | 13,000           | 11,500   | 89  |
| HOPKINS                  | 5,600            | 4,900    | 89  |
| LAMAR                    | 10,100           | 8,000    | 79  |
| MARION                   | 2,000            | 1,700    | 85  |
| MORRIS                   | 4,100            | 3,700    | 91  |
| NACOGDOCHES              | 8,400            | 7,000    | 84  |
| PANOLA                   | 4,700            | 4,100    | 88  |
| RED RIVER                | 4,200            | 3,400    | 81  |
| RUSK                     | 10,600           | 9,500    | 90  |
| SABINE                   | 1,900            | 1,500    | 78  |
| SAN AUGUSTINE            | 1,900            | 1,500    | 80  |
| SHELBY                   | 5,900            | 5,000    | 85  |
| SMITH                    | 28,700           | 26,200   | 91  |
| TITUS                    | 5,500            | 4,800    | 88  |
| UPSHUR                   | 5,900            | 5,300    | 89  |
| WOOD                     | 5,100            | 4,600    | 90  |

# Louisiana—Alexandria

**KALB-TV**



Ch. 5

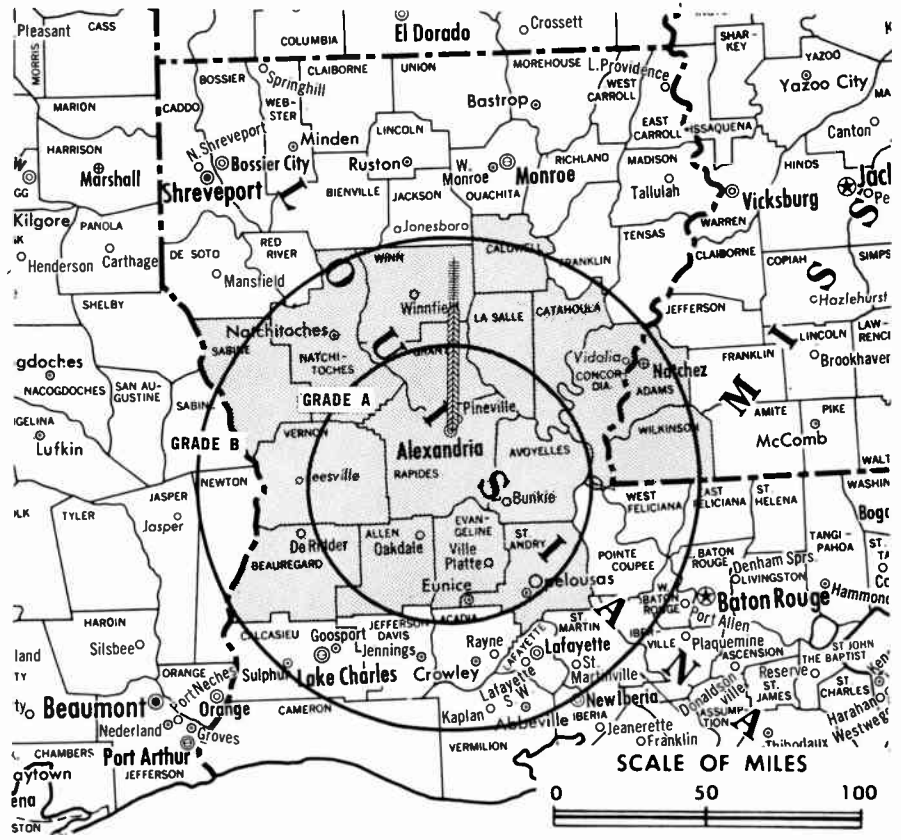
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 557-ft. above av. terrain, 583-ft. above ground, 678-ft. above sea level.

Latitude 31° 18' 22.2"  
Longitude 92° 24' 56.4"

Holds CP for 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level, lat. 31° 02' 15", long. 92° 29' 45"; transmitter to 2-mi. E of Forest Hill. BPCT—3449.

Transmitter: Wardville, La.  
TV tape: Recording facilities.  
Color: Network only.  
News Wire Service: UPI.  
News Film Service: NBC.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1963 ARB study.



KALB-TV Ref: FCC File No. BPCT—2636 Granted 6/19/59

©American Map Co., Inc., N.Y., No. 1424

## KALB-TV

Network Service: NBC; also ABC & CBS, on per program basis.  
Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St., Alexandria, La. (71301).

Studio: 605-11 Washington St.

Telephone: 318-445-2456.

TWX No.: 318-445-5152.

Ownership: T. B. Lanford, 50%; William L. Fox, 24.5%; Jack O. Gross, 24.5%; Williard L. Cobb estate, .5%; Grove Stafford, .5%. Lanford also owns 100% of radios KALB & KALB-FM; 13.8% of WJTV, Jackson, Miss., and controls radio KRMD, Shreveport, La.; has 23% of WSLI, Jackson, Miss. Gross also is Ch. 51 applicant for San Diego, Cal. Mr. Lanford has a part interest in radio WYOU, Tampa, Fla.

Began Operation: Sept. 29, 1954.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Commercial Radio Equipment Co.

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

FM Affiliate: KALB-FM, 8.4-kw, 96.9 mc (No. 245), 380-ft. antenna height.

### Personnel:

T. B. LANFORD, president & film buyer.  
BERT CHAUDOIR, national sales coordinator.  
ROBERT E. MILLER, chief engineer & operations manager.  
TOMMY ERWIN, news director.  
FRANKLIN WHITEHEAD, sales service manager.  
HAROLD THOM, production director.  
BERNARD TARDY, promotion director.  
ROBERT E. MILLER, chief engineer.

### DIGEST OF RATE CARD NO. 4—(Sept. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. Min. 40 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-9:30 p.m., Mon.-Sat.; 5-9:30 p.m., Sun.  
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$125.00 \$75.00 \$50.00  
NETWORK BASE HOURLY RATE: \$325 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>     |                  |                |           |
| ALLEN                | 5,600            | 4,800          | 87        |
| AVOUELLES            | 10,300           | 9,000          | 87        |
| BEAUREGARD           | 5,500            | 4,600          | 85        |
| CALDWELL             | 2,200            | 1,900          | 85        |
| CATAHOULA            | 2,800            | 2,200          | 79        |
| CONCORDIA            | 6,300            | 5,100          | 81        |
| EVANGELINE           | 8,800            | 7,300          | 83        |
| GRANT                | 3,600            | 3,000          | 86        |
| LA SALLE             | 3,900            | 3,400          | 86        |
| NATCHITOCHE          | 8,900            | 7,000          | 79        |
| RAPIDES              | 32,200           | 29,800         | 93        |
| SABINE               | 4,700            | 3,700          | 79        |
| ST LANDRY            | 20,400           | 17,400         | 85        |
| VERNON               | 5,200            | 4,300          | 84        |
| WINN                 | 4,500            | 3,800          | 84        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| ADAMS                | 11,900           | 9,200          | 78        |
| WILKINSON            | 3,300            | 2,100          | 64        |
| <b>STATION TOTAL</b> | <b>140,100</b>   | <b>118,600</b> | <b>85</b> |

NET WEEKLY CIRCULATION (MARCH 65) 69,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 50,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Louisiana—Baton Rouge



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Electrically tilted .35°, 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

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

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

TV tape: Recording facilities.

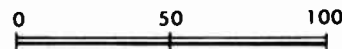
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: Unifax Wire Photo.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.



SCALE OF MILES



Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1963

ARB study.

WAFB-TV Ref: FCC File No. BPCT-3437 Granted 1/22/65

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

## WAFB-TV

Network Service: CBS, ABC.

Licensee: Guaranty Bcstg. Corp., 844 Government St., Baton Rouge, La. (70802).

Studio: 844 Government St.

Telephone: 504-344-8571. TWX No.: 504-926-3251.

Ownership: Guaranty Broadcasting Corp., 100%. George A. Foster Jr., chmn.; Thomas E. Gibbens, pres.; Harry P. Gamble Jr., v.p. & gen. counsel; Forrest G. Ray, secy.; Clarence H. Willett, treas.

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 with 257-kw visual ERP, but boosted to 316-kw Feb. 4, 1961 (Television Digest, Vol. 17:7). Sale to present owner by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Television Digest, Vol. 4:3).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

TOM E. GIBBENS, president & general manager.  
MERYVN RHYS, commercial manager.  
DONALD K. ALLAN, chief engineer.  
ED LAMY Jr., program director.  
GRACE McELVEEN, promotion & merchandising director.  
CARLTON CREMEENS, news director.

### DIGEST OF RATE CARD NO. 4

(April 1, 1965)

| Hour                            | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.   | ID        |
|---------------------------------|----------|----------|----------|----------|-----------|-----------|
| Class A—6:30-10:30 p.m., daily. | \$525.00 | \$315.00 | \$210.00 | \$130.00 | \$130.00* | \$120.00* |
|                                 | \$65.00* |          |          |          |           |           |

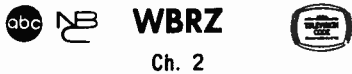
\*Class A—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$450 (CBS), \$450 (ABC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | TV HOMES PER |
|----------------------|------------------|----------------|--------------|
| <b>LOUISIANA</b>     |                  |                |              |
| ACADIA               | 13,800           | 12,400         | 90           |
| ASCENSION            | 7,800            | 6,800          | 87           |
| ASSUMPTION           | 4,500            | 3,900          | 86           |
| AVOUELLES            | 10,300           | 9,000          | 87           |
| CONCORDIA            | 6,300            | 5,100          | 81           |
| EAST BATON ROUGE     | 69,000           | 64,900         | 94           |
| EAST FELICIANA       | 3,600            | 2,900          | 81           |
| EVANGELINE           | 8,800            | 7,300          | 83           |
| IBERIA               | 15,100           | 13,900         | 92           |
| IBERVILLE            | 7,900            | 7,000          | 88           |
| LAFAYETTE            | 25,500           | 23,700         | 93           |
| LIVINGSTON           | 8,000            | 7,000          | 88           |
| POINTE COUPEE        | 5,600            | 4,800          | 86           |
| RAPIDES              | 32,200           | 29,800         | 93           |
| ST HELENA            | 2,100            | 1,700          | 80           |
| ST JAMES             | 4,400            | 3,900          | 89           |
| ST JOHN THE BAPTST   | 4,800            | 4,300          | 89           |
| ST LANORY            | 20,400           | 17,400         | 85           |
| ST MARTIN            | 7,400            | 6,700          | 91           |
| ST MARY              | 14,200           | 13,100         | 92           |
| TANGIPAHUA           | 16,900           | 14,800         | 88           |
| WASHINGTON           | 13,000           | 11,300         | 87           |
| WEST BATON ROUGE     | 4,000            | 3,600          | 89           |
| WEST FELICIANA       | 2,300            | 1,900          | 83           |
| <b>MISSISSIPPI</b>   |                  |                |              |
| ADAMS                | 11,900           | 9,200          | 78           |
| AMITE                | 3,600            | 2,600          | 72           |
| FRANKLIN             | 2,600            | 1,800          | 70           |
| PIKE                 | 10,600           | 8,100          | 77           |
| WALTHALL             | 3,400            | 2,500          | 73           |
| WILKINSON            | 3,300            | 2,100          | 64           |
| <b>STATION TOTAL</b> | <b>343,300</b>   | <b>303,500</b> | <b>88</b>    |

NET WEEKLY CIRCULATION (MARCH 65) 164,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 111,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Louisiana—Baton Rouge



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 97.7-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level.

Latitude 30° 25' 57"  
Longitude 91° 11' 08"

Transmitter: 1650 Highland Rd.

TV tape: Recording facilities.

AM Affiliate: WJBO, 5-kw, 1150 kc (NBC).

FM Affiliate: WJBO-FM, 2.5-kw, 102.5 mc (No. 251) 730-ft. antenna height.

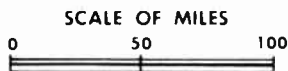
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS, NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WBRZ Ref: FCC File No. BMPCT-1999 Granted 5/26/54

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

## WBRZ

Network Service: ABC, NBC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906 (70821).

Studio: 1650 Highland Rd. (70802).

Telephone: 504-348-1491.

TWX No.: 504-926-3530.

Ownership: Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, .333%; Charles P. Manship Jr., .333%. Class B voting stock—Baton Rouge Broadcasting Co., 93.33%; Charles P. Manship Jr., 3.33%; 4 minor children of Douglas L. Manship share equally, 3.33%. Douglas L. Manship is pres. & 35% stockholder of Baton Rouge Bcstg.; Charles P. Manship Jr., secy.-treas., 35%. Each of the following owns 10% of Baton Rouge Bcstg.: Douglas L. Manship Jr., Richard F. Manship, David C. Manship. WBRZ officers: Douglas L. Manship, pres. & chairman; B. B. Taylor Jr., vice president; Charles P. Manship Jr., secy.-treas. Note: Douglas L. & Charles P. Manship also own KRGV-TV & KRGV, Weslaco, Tex.

Began Operation: April 14, 1955.

Represented (sales) by George P. Hollingbery Co.

Represented (engineering) by George C. Davis.

Represented (legal) by Cohn & Marks.

Personnel:

DOUGLAS L. MANSHIP, president and general manager.  
AUBREY L. MOORE, station manager.  
JULES L. MAYEUX, general sales manager.  
ROBERT J. HEADLEE, local & regional sales manager.  
JOHN FERGUSON, program director.  
JOHN T. CROWE, operations & production mgr.  
J. PATRICK WEATHERSBY, chief engineer.  
ROBERT B. WELCH, promotion manager.

DIGEST OF RATE CARD NO. 14A—(Aug. 1, 1965)

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

Class AA—6:30-9:59 p.m., daily.

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

NETWORK BASE HOURLY RATE: \$625 (ABC), \$625 (NBC).

| STATE/COUNTY       | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------------|------------------|----------|-----|
| LOUISIANA          |                  |          |     |
| ACADIA             | 13,800           | 12,400   | 90  |
| ASCENSION          | 7,800            | 6,800    | 87  |
| ASSUMPTION         | 4,500            | 3,900    | 86  |
| AVOYELLES          | 10,300           | 9,000    | 87  |
| CATAHOULA          | 2,800            | 2,200    | 79  |
| CONCORDIA          | 6,300            | 5,100    | 81  |
| EAST BATON ROUGE   | 69,000           | 64,900   | 94  |
| EAST FELICIANA     | 3,600            | 2,900    | 81  |
| EVANGELINE         | 8,800            | 7,300    | 83  |
| GRANT              | 3,600            | 3,000    | 86  |
| IBERIA             | 15,100           | 13,900   | 92  |
| IBERVILLE          | 7,900            | 7,000    | 88  |
| LAFAYETTE          | 25,500           | 23,700   | 93  |
| LAFOURCHE          | 15,700           | 14,600   | 93  |
| LA SALLE           | 3,900            | 3,400    | 86  |
| LIVINGSTON         | 8,000            | 7,000    | 88  |
| POINTE COUPEE      | 5,600            | 4,800    | 86  |
| RAPIDES            | 32,200           | 29,800   | 93  |
| ST CHARLES         | 6,300            | 5,900    | 93  |
| ST HELENA          | 2,100            | 1,700    | 80  |
| ST JAMES           | 4,400            | 3,900    | 89  |
| ST JOHN THE BAPTST | 4,800            | 4,300    | 89  |
| ST LANDRY          | 20,400           | 17,400   | 85  |
| ST MARTIN          | 7,400            | 6,700    | 91  |
| ST MARY            | 14,200           | 13,100   | 92  |
| ST TAMMANY         | 12,000           | 11,100   | 92  |
| TANGIPAHOA         | 16,900           | 14,800   | 88  |
| TERREBONNE         | 16,800           | 15,500   | 92  |
| VERMILION          | 11,600           | 10,700   | 92  |
| VERNON             | 5,200            | 4,300    | 84  |
| WASHINGTON         | 13,000           | 11,300   | 87  |
| WEST BATON ROUGE   | 4,000            | 3,600    | 89  |
| WEST FELICIANA     | 2,300            | 1,900    | 83  |

(Continued on page 269-b)

| STATION TOTAL                         | 445,200 | 392,800 | 88 |
|---------------------------------------|---------|---------|----|
| NET WEEKLY CIRCULATION (MARCH 65)     |         | 222,200 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         | 155,700 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         | 6       |    |

# Louisiana—Lafayette



**KATC**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 55-kw aural. Antenna: 1200-ft. above av. terrain, 1239-ft. above ground, 1244-ft. above sea level.

Latitude 30° 02' 38"  
Longitude 92° 22' 16.7"

Transmitter: 25-mi. SW of city limits.

Studio: 1103 Eraste Landry Rd.

Telephone: 232-6111.

TWX No.: 318-232-5054.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
64 ARJ study.

KATC Ref: FCC File No. BPCT—3328 Granted 5/14/64

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## KATC

Licensee: Acadian Television Corp.

Studio: 1103 Eraste Landry Rd.

Telephone: 318-232-6111.

TWX No.: 318-232-5054.

Ownership: Mrs. Frances T. Kurzweg, pres., 12.98%; All American Assurance Co. (J. C. Huff, v.p.), 29.88%; Randolph A. LeBlanc, v.p., 4.4%; William A. Patton, v.p., 1.48%; D. Roy Domingue, secy.-treas., 3.14%; Daniel J. Olivier, 2.93%; Frank A. Godchaux III, .979%; C. Lambert Duhe, 2.93%; Barton W. Free-land, 1.47%; A. B. Dore Jr., .833%; Ivan Bourque, 1.65%; Mrs. Shirley Kurzweg Gouaux, 12.98%; 149 others, none owning more than 2%.

Began Operation: September 1, 1962.

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Company Inc. (South).

Represented (legal) by Leo Resnick.

Personnel:

MRS. FRANCES T. KURZWEG, president.  
WILLIAM A. PATTON, general manager & film buyer.  
ROY K. RHODES, sales manager.

### DIGEST OF RATE CARD NO. 4 (July 1, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec. | 10 Sec. |
|-------------------------------|----------|----------|----------|----------|---------|---------|
| Class AA—6:30-10 p.m., daily. | \$350.00 | \$210.00 | \$140.00 | \$105.00 | \$90.00 | \$75.00 |
| NETWORK BASE HOURLY RATE:     | \$350.   |          |          |          |         |         |

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| LOUISIANA       |                  |          |     |
| ACADIA          | 13,800           | 12,400   | 90  |
| ALLEN           | 5,600            | 4,800    | 87  |
| ASSUMPTION      | 4,500            | 3,900    | 86  |
| AVOYELLES       | 10,300           | 9,000    | 87  |
| BEAUREGARD      | 5,500            | 4,600    | 85  |
| CALCASIEU       | 46,400           | 43,500   | 94  |
| CAMERON         | 1,900            | 1,700    | 90  |
| EVANGELINE      | 8,800            | 7,300    | 83  |
| IBERIA          | 15,100           | 13,900   | 92  |
| IBERVILLE       | 7,900            | 7,000    | 88  |
| JEFFERSON DAVIS | 8,500            | 7,600    | 90  |
| LAFAYETTE       | 25,500           | 23,700   | 93  |
| POINTE COUPEE   | 5,600            | 4,800    | 86  |
| RAPIDES         | 32,200           | 29,800   | 93  |
| ST LANORY       | 20,400           | 17,400   | 85  |
| ST MARTIN       | 7,400            | 6,700    | 91  |
| ST MARY         | 14,200           | 13,100   | 92  |
| VERMILION       | 11,600           | 10,700   | 92  |
| VERNON          | 5,200            | 4,300    | 84  |
| WEST FELICIANA  | 2,300            | 1,900    | 83  |
| MISSISSIPPI     |                  |          |     |
| WILKINSON       | 3,300            | 2,100    | 64  |
| STATION TOTAL   | 256,000          | 230,200  | 90  |

NET WEEKLY CIRCULATION (MARCH 65) 156,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 104,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Louisiana—Lafayette



**KLFY-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 301-kw visual, 49-kw aural. Antenna: 1240-ft. above av. terrain, 1269-ft. above ground, 1298-ft. above sea level.

Latitude 30° 19' 18"  
Longitude 92° 22' 41"

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, La.

Studio: 2101 Jefferson St.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KLFY-TV Ref: FCC File No. BMPCT-3755 Granted 3/16/56  
Also CP: BPCT-3004 Granted 7/9/62

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## KLFY-TV

Licensee: Texhoma Broadcasters Inc., Box 3687, Lafayette, La. (70504).

Telephone: 318-235-9494. TWX No.: 318-232-5036.

Ownership: KWTX Bcstg., 80% (KWTX-TV, Waco, Tex.); M. N. Bostick, 20%. For other interests see KWTX-TV, Waco.

Began Operation: June 3, 1955. Sale to present owners by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vols. 4:48, 5:6).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Guy C. Hutcheson, Arlington, Tex.

Personnel:

THOMAS G. PEARS, general manager.  
JIM ALLEN, assistant manager & film buyer.  
BOB BURKETT, chief engineer.

DIGEST OF RATE CARD NO. 8  
(Aug. 15, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$120.00\* \$100.00\* \$90.00\* \$45.00\*

\*6:31-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$400.

For Translator Station Directory,  
see Section c.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>     |                  |                |           |
| ACADIA               | 13,800           | 12,400         | 90        |
| ALLEN                | 5,600            | 4,800          | 87        |
| ASSUMPTION           | 4,500            | 3,900          | 86        |
| AVOUELLES            | 10,300           | 9,000          | 87        |
| BEAUREGARD           | 5,500            | 4,600          | 85        |
| CALCASIEU            | 46,400           | 43,500         | 94        |
| CAMERON              | 1,900            | 1,700          | 90        |
| EVANGELINE           | 8,800            | 7,300          | 83        |
| IBERIA               | 15,100           | 13,900         | 92        |
| IBERVILLE            | 7,900            | 7,000          | 88        |
| JEFFERSON DAVIS      | 8,500            | 7,600          | 90        |
| LAFAYETTE            | 25,500           | 23,700         | 93        |
| POINTE COUPEE        | 5,600            | 4,800          | 86        |
| RAPIDES              | 32,200           | 29,800         | 93        |
| ST LANDRY            | 20,400           | 17,400         | 85        |
| ST MARTIN            | 7,400            | 6,700          | 91        |
| ST MARY              | 14,200           | 13,100         | 92        |
| VERMILION            | 11,600           | 10,700         | 92        |
| VERNON               | 5,200            | 4,300          | 84        |
| WEST FELICIANA       | 2,300            | 1,900          | 83        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| ADAMS                | 11,900           | 9,200          | 78        |
| WILKINSON            | 3,300            | 2,100          | 64        |
| <b>TEXAS</b>         |                  |                |           |
| SABINE               | 1,900            | 1,500          | 78        |
| <b>STATION TOTAL</b> | <b>269,800</b>   | <b>240,900</b> | <b>89</b> |

NET WEEKLY CIRCULATION (MARCH 65) 156,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 120,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



# Louisiana—Lake Charles



**KPLC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level.

Latitude 30° 13' 47.6"  
Longitude 93° 12' 56.5"

Transmitter: 320 Division St.

Studio: 320 Division St. (70502).

TV tape: Recording facilities.

AM Affiliate: KPLC, 5-kw (1-kw night), 1470 kc (NBC).

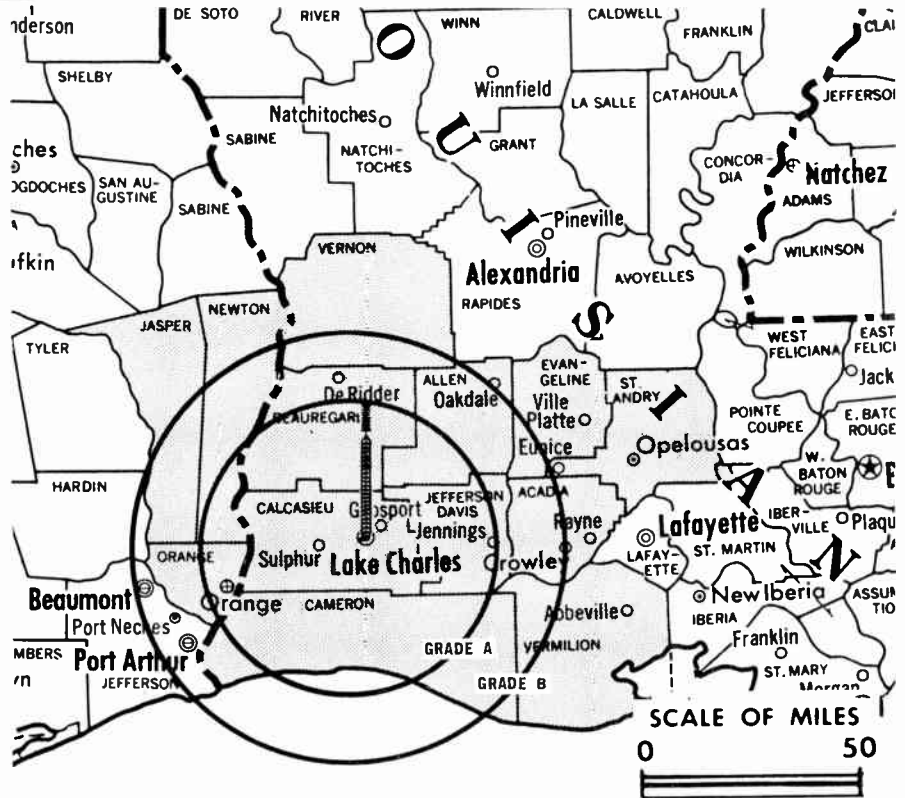
Represented (engineering) by George C. Davis.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



Quarta

KPLC-TV Ref: FCC File No. BMPCT—3867 Granted 5/14/56

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## KPLC-TV

Network Service: NBC.

Licensee: Calcasieu TV Inc., Box 1488, Lake Charles, La. (70506).

Telephone: 318-436-3631. TWX No.: 318-477-7545.

Ownership: Pelham E. Mills Jr., pres., .9%; H. M. Stolar, v.p. & secy.-treas., 4.5%; Harry W. Chesley Jr., 18.9%; Ray Eder, .9%; Sidney W. Souers, 4.5%; Preston Estep, 4.5%; Leo A. Fisher, 4.5%; Sidney Salomon Jr., 4.5%; Gordon Scherck, 4.5%; Mary Ann Stein, 6.75%; Ruth L. Stolar, 4.05%; Leif J. Sverdrup, 4.5%; John L. Wilson, 4.5%; Daniel Morris Crown Trust, 4.5%; Sara Beth Crown Trust, 4.5%; Janet S. Crown Trust, 4.5% (Crown trusts stock voted by Harry N. Wyatt); Stanley Musial & Biggie's Steak House Inc. (Musial interest), 4.5%; three others, none with as much as 3%. Note: 5.6% of voting stock remains unsubscribed.

Begin Operation: Sept. 29, 1954. Sale to present owners by T. D. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (Television Digest, 4:18, 27).

Represented (sales) by Advertising Time Sales.

Represented (legal) by Cohn & Marks.

Personnel:

PELHAM MILLS JR., president.  
A. B. CRAFT, program manager.  
JEB SWANSON, national sales & promotion mgr.  
VIRGINIA MARCANTEL, continuity director.  
RICHARD SCHMIDT, traffic director.  
DONALD JOHNSON, news director.  
JIM WYNN, sports director.  
GEORGE GUIDRY, chief engineer.

DIGEST OF RATE CARD NO. 7  
(March 1, 1965)

| Hour                         | 30 Min. | 15 Min.  | 10 Min.  | Min.     | 20 Sec. | 10 Sec. |
|------------------------------|---------|----------|----------|----------|---------|---------|
| Class AA—7-9:30 p.m., daily. | 300.00  | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |

NETWORK BASE HOURLY RATE: \$200 (NBC).

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------------------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>                             |                  |                |           |
| ACADIA                                       | 13,800           | 12,400         | 90        |
| ALLEN                                        | 5,600            | 4,800          | 87        |
| BEAUREGARD                                   | 5,500            | 4,600          | 85        |
| CALCASIEU                                    | 46,400           | 43,500         | 94        |
| CAMERON                                      | 1,900            | 1,700          | 90        |
| EVANGELINE                                   | 8,800            | 7,300          | 83        |
| JEFFERSON DAVIS                              | 8,500            | 7,600          | 90        |
| ST LANDRY                                    | 20,400           | 17,400         | 85        |
| VERMILION                                    | 11,600           | 10,700         | 92        |
| VERNON                                       | 5,200            | 4,300          | 84        |
| <b>TEXAS</b>                                 |                  |                |           |
| JASPER                                       | 6,900            | 6,100          | 88        |
| NEWTON                                       | 2,800            | 2,300          | 82        |
| ORANGE                                       | 19,400           | 18,300         | 94        |
| <b>STATION TOTAL</b>                         | <b>156,800</b>   | <b>141,000</b> | <b>90</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>72,700</b>  |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>47,600</b>  |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  | <b>7</b>       |           |

**MORTON FLOM, ENG.**  
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514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Louisiana—Monroe-West Monroe



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1890-ft. above av. terrain, 1985-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"  
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, La.

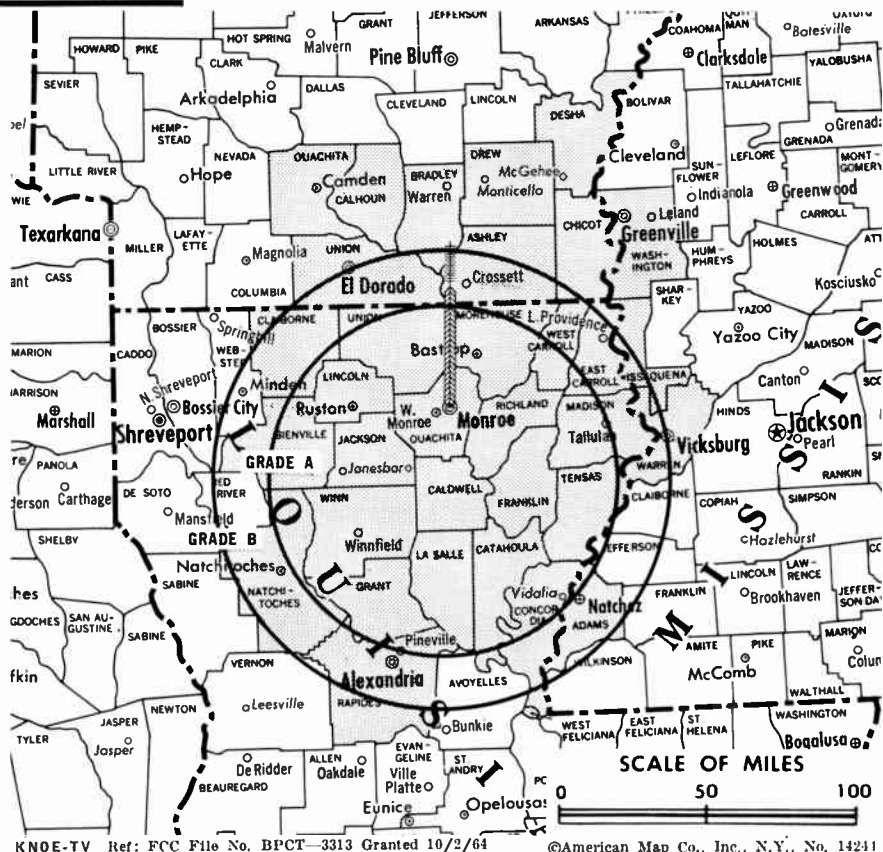
TV tape: Recording facilities.

AM Affiliate: KNOE, 5-kw, 540 kc.

Color: Network & tape.

News Wire Service: AP. Facsimile Service: AP. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KNOE-TV Ref: FCC File No. BPCT-3313 Granted 10/2/64

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## KNOE-TV

Network Service: ABC, CBS.

Licensee: Noe Enterprises Inc., Box 4067, Monroe.

Studio: Knoe Rd. Telephone: 318-322-8155. TWX No.: 318-387-5313.

Ownership: Noe Enterprises Inc., 100%, James A. Noe, chairman. Also owns WNOE, New Orleans.

Began Operation: Sept. 27, 1953.

Represented (legal) by Cohn & Marks.

Represented (sales) by National Television Sales Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- PAUL H. GOLDMAN, exec. v.p. & general manager.
- HARRY ARTHUR, v.p., programs & film buyer.
- RAY BOYD, v.p. & technical director.
- ROBERT E. POWELL, v.p., sales.
- ALLEN JONES, v.p., sales service, promotion & copy.
- ANSEL SMITH, v.p., operations & production.
- MAC WARD, v.p. & director of news.
- LEON NOLAND JR., chief photographer.
- JERRY HAYNES, art director.

### DIGEST OF RATE CARD NO. 7 (Oct. 1, 1964)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.   | ID                |
|-------------------------------|----------|----------|----------|----------|-----------|-------------------|
| Class AA—6:30-10 p.m., daily. | \$650.00 | \$390.00 | \$260.00 | \$195.00 | \$125.00* | \$90.00* \$55.00* |

\*Class A—6:59-9:59 p.m., Mon.-Fri.; 6:59-10:29 p.m., Sat. & Sun.  
NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (CBS).

ARB Data does not reflect present coverage since the station changed its facilities after the survey was made.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>      |                  |                |           |
| ASHLEY               | 7,300            | 6,300          | 86        |
| BRADLEY              | 4,300            | 3,700          | 86        |
| CALHOUN              | 1,800            | 1,500          | 86        |
| CHICOT               | 5,500            | 4,300          | 78        |
| DESHA                | 5,700            | 4,800          | 85        |
| DREW                 | 4,200            | 3,500          | 82        |
| OUACHITA             | 10,100           | 8,700          | 86        |
| UNION                | 16,900           | 15,100         | 90        |
| <b>LOUISIANA</b>     |                  |                |           |
| BIENVILLE            | 4,200            | 3,600          | 86        |
| CALDWELL             | 2,200            | 1,900          | 85        |
| CATAHOULA            | 2,800            | 2,200          | 79        |
| CLAIBORNE            | 4,800            | 4,100          | 85        |
| CONCORDIA            | 6,300            | 5,100          | 81        |
| EAST CARROLL         | 3,400            | 2,700          | 80        |
| FRANKLIN             | 6,100            | 5,300          | 87        |
| GRANT                | 3,600            | 3,000          | 86        |
| JACKSON              | 4,600            | 4,100          | 89        |
| LA SALLE             | 3,900            | 3,400          | 86        |
| LINCOLN              | 7,400            | 6,900          | 93        |
| MADISON              | 4,200            | 3,400          | 81        |
| MOREHOUSE            | 9,200            | 8,100          | 88        |
| NATCHITOCHE          | 8,900            | 7,000          | 79        |
| OUACHITA             | 32,700           | 30,500         | 93        |
| RAPIDES              | 32,200           | 29,800         | 93        |
| RICHLAND             | 5,600            | 4,900          | 87        |
| TENSAS               | 2,800            | 2,200          | 79        |
| UNION                | 4,700            | 4,200          | 91        |
| WEST CARROLL         | 3,300            | 2,800          | 86        |
| WINN                 | 4,500            | 3,800          | 84        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| ADAMS                | 11,900           | 9,200          | 78        |
| ISSAQUENA            | 600              | 400            | 64        |
| WARREN               | 13,800           | 11,100         | 81        |
| WASHINGTON           | 22,900           | 17,100         | 75        |
| <b>STATION TOTAL</b> | <b>262,400</b>   | <b>224,700</b> | <b>86</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 139,000 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 106,800 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

# Louisiana—New Orleans



**WDSU-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01"  
Longitude 89° 57' 28.5"

Requests 20-kw aural.

Transmitter: Tournefort St., Chalmette, La.

Studio: 520 Royal St.

TV tape: Recording facilities.

AM Affiliate: WDSU, 5-kw, 1280 kc (NBC).

FM Affiliate: WDSU-FM, 3.4-kw, 105.3 mc (No. 287), 600-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

Represented (engineering) by David Steel & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WDSU-TV Ref: FCC File No. BPCT—2034 Granted 11/10/55

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## WDSU-TV

Licensee: Royal Street Corp., 520 Royal St., New Orleans, La. (70130).

Telephone: 504-524-4371. TWX No.: 504-822-6166.

Ownership: Edgar B. Stern Jr., pres., 78.668%; A. Louis Read, exec. v.p., 11.92%; Dwight W. Martin, v.p. & treas., 4.98%; other stockholders with less than 1%. Royal Street Corp. controls Roywood Corp. which owns WALA-TV, Mobile, Ala.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair-TV.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

A. LOUIS READ, president.  
ROBERT S. SCHULTIS, v.p. & general sales manager.  
LINDSEY RIDDLE, chief engineer.  
JERRY ROMIG, production director & film buyer.  
MAURY A. MIDLO, dir. of promotion & merchandising.  
ELDON DURAND, operations.  
JOHN CORPORON, news director.

### DIGEST OF RATE CARD NO. 16 (April 1, 1965)

| Hour                        | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | ID       |          |
|-----------------------------|-----------|----------|----------|----------|----------|----------|----------|
| Class AAA—7-10 p.m., daily. | \$1400.00 | \$840.00 | \$600.00 | \$475.00 | \$400.00 | \$370.00 | \$185.00 |

NETWORK BASE HOURLY RATE: \$1400.

See Group Ownership Section for Other Firms and

Persons Who Own Two or More TV Stations.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>     |                  |                |           |
| ASCENSION            | 7,800            | 6,800          | 87        |
| ASSUMPTION           | 4,500            | 3,900          | 86        |
| EAST FELICIANA       | 3,600            | 2,900          | 81        |
| IBERVILLE            | 7,900            | 7,000          | 88        |
| JEFFERSON            | 70,000           | 67,200         | 96        |
| LAFOURCHE            | 15,700           | 14,600         | 93        |
| LIVINGSTON           | 8,000            | 7,000          | 88        |
| ORLEANS              | 202,000          | 188,400        | 93        |
| PLAQUEMINES          | 6,600            | 6,100          | 93        |
| POINTE COUPEE        | 5,600            | 4,800          | 86        |
| ST BERNARD           | 10,500           | 10,300         | 98        |
| ST CHARLES           | 6,300            | 5,900          | 93        |
| ST HELENA            | 2,100            | 1,700          | 80        |
| ST JAMES             | 4,400            | 3,900          | 89        |
| ST JOHN THE BAPTST   | 4,800            | 4,300          | 89        |
| ST MARY              | 14,200           | 13,100         | 92        |
| ST TAMMANY           | 12,000           | 11,100         | 92        |
| TANGIPAHOA           | 16,900           | 14,800         | 88        |
| TERREBONNE           | 16,800           | 15,500         | 92        |
| WASHINGTON           | 13,000           | 11,300         | 87        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| AMITE                | 3,600            | 2,600          | 72        |
| GREENE               | 2,300            | 1,600          | 71        |
| HANCOCK              | 4,500            | 3,800          | 84        |
| HARRISON             | 36,300           | 32,600         | 90        |
| JACKSON              | 18,700           | 16,600         | 89        |
| JONES                | 17,600           | 15,500         | 88        |
| LAMAR                | 4,100            | 3,300          | 82        |
| MARION               | 6,700            | 5,100          | 76        |
| PEARL RIVER          | 6,700            | 5,600          | 83        |
| PIKE                 | 10,600           | 8,100          | 77        |
| STONE                | 2,200            | 1,800          | 82        |
| WALTHALL             | 3,400            | 2,500          | 73        |
| WILKINSON            | 3,300            | 2,100          | 64        |
| <b>STATION TOTAL</b> | <b>552,700</b>   | <b>501,800</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 423,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 331,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Louisiana—New Orleans



**WVUE**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural using non-directional antenna. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 13.5"  
Longitude 89° 56' 58.3"

Transmitter: Paris Rd., near Chalmette, La.

Studio: 1422 Cleveland Ave.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

WVUE BPCT—2430; Doc. 12289 Granted 9/5/61

SCALE OF MILES  
0 50 100  
©American Map Co., Inc., N.Y., No. 14241

## WVUE

Grantee (STA): Screen Gems Broadcasting of Louisiana Inc., 1418 Cleveland Ave., New Orleans, La. (70112).

Telephone: 504-525-9011.

Ownership: Screen Gems, 100%. For other interests see KCPX-TV, Salt Lake City.

Began Operation: On Dec. 17, 1958, FCC granted permission to operate on Ch. 13, and on Jan. 28, 1959 FCC granted STA for temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vols. 14:51; 15:5). Supreme Bcstg. Co. started operations on Ch. 20 on Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23).

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

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

NORMAN LOUVAU, executive vice president.  
DOUGLAS J. ELLESON, vice president & general manager.  
ZVI SHOUBIN, program director.  
HARLEN McFADDEN, general sales manager.  
WILLIAM PERRY BROWN JR., promotion manager.  
ALLEN GUNDERSON, chief engineer.  
TOM ABBOTT, operations manager.

DIGEST OF RATE CARD NO. 5—(Sept. 13, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$950.00 \$570.00 \$380.00 \$285.00 \$238.00 Graded rates apply\*

\*Highest rate: \$408.

NETWORK BASE HOURLY RATE: \$950.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>     |                  |                |           |
| ASCENSION            | 7,800            | 6,800          | 87        |
| ASSUMPTION           | 4,500            | 3,900          | 86        |
| JEFFERSON            | 70,000           | 67,200         | 96        |
| LAFOURCHE            | 15,700           | 14,600         | 93        |
| LIVINGSTON           | 8,000            | 7,000          | 88        |
| ORLEANS              | 202,000          | 188,400        | 93        |
| PLAQUEMINES          | 6,600            | 6,100          | 93        |
| ST BERNARD           | 10,500           | 10,300         | 98        |
| ST CHARLES           | 6,300            | 5,900          | 93        |
| ST HELENA            | 2,100            | 1,700          | 80        |
| ST JAMES             | 4,400            | 3,900          | 89        |
| ST JOHN THE BAPTST   | 4,800            | 4,300          | 89        |
| ST MARY              | 14,200           | 13,100         | 92        |
| ST TAMMANY           | 12,000           | 11,100         | 92        |
| TANGIPAHOA           | 16,900           | 14,800         | 88        |
| TERREBONNE           | 16,800           | 15,500         | 92        |
| WASHINGTON           | 13,000           | 11,300         | 87        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| HANCOCK              | 4,500            | 3,800          | 84        |
| HARRISON             | 36,300           | 32,600         | 90        |
| JACKSON              | 18,700           | 16,600         | 89        |
| PEARL RIVER          | 6,700            | 5,600          | 83        |
| STONE                | 2,200            | 1,800          | 82        |
| <b>STATION TOTAL</b> | <b>484,000</b>   | <b>446,300</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 341,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 227,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

For More Information on Ownership Changes for This and Other Stations, see the Sales & Transfers Section

# Louisiana—New Orleans



**WWL-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.5"  
Longitude 90° 02' 23.3"

Transmitter: Cooper Rd. near Gretna, La.

TV tape: Recording facilities.

AM Affiliate: WWL, 50-kw, 870 kc (CBS).

O & O Translator: W02AJ, Cuevas, Long Beach & Pass Christian, Miss.

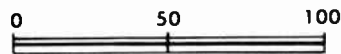
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



SCALE OF MILES



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WWL-TV Ref: FCC File No. B1PT-3071 Granted 11/1/62

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## WWL-TV

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, La. (70118).

Studio: 1024 N. Rampart St. (70116).

Telephone: 504-529-4444.

Ownership: Loyola University. Very Rev. Andrew C. Smith, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marmet & Schneider.

Personnel:

- J. MICHAEL EARLY, general manager.
- RUPERT COPPONEX, program director & film buyer.
- MAURICE GUILLERMAN, general sales manager.
- PHIL JOHNSON, promotion manager & public affairs director.
- BILL REED, news director.
- FRANCIS JACOB JR., chief engineer.
- HUGH R. BURNEY, operations director.

### DIGEST OF RATE CARD NO. P12 (March 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$1350.00 \$800.00 \$550.00 \$450.00 \$375.00 \$350.00 \$175.00  
NETWORK BASE HOURLY RATE: \$1150.

For Non-Commercial ETV Stations,  
see Educational Station Directory

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>     |                  |                |           |
| ASCENSION            | 7,800            | 6,800          | 87        |
| ASSUMPTION           | 4,500            | 3,900          | 86        |
| EAST FELICIANA       | 3,600            | 2,900          | 81        |
| IBERVILLE            | 7,900            | 7,000          | 88        |
| JEFFERSON            | 70,000           | 67,200         | 96        |
| LAFOURCHE            | 15,700           | 14,600         | 93        |
| LIVINGSTON           | 8,000            | 7,000          | 88        |
| ORLEANS              | 202,000          | 188,400        | 93        |
| PLAQUEMINES          | 6,600            | 6,100          | 93        |
| POINTE COUPEE        | 5,600            | 4,800          | 86        |
| ST BERNARD           | 10,500           | 10,300         | 98        |
| ST CHARLES           | 6,300            | 5,900          | 93        |
| ST HELENA            | 2,100            | 1,700          | 80        |
| ST JAMES             | 4,400            | 3,900          | 89        |
| ST JOHN THE BAPTST   | 4,800            | 4,300          | 89        |
| ST MARY              | 14,200           | 13,100         | 92        |
| ST TAMMANY           | 12,000           | 11,100         | 92        |
| TANGIPAHUA           | 16,900           | 14,800         | 88        |
| TERREBONNE           | 16,800           | 15,500         | 92        |
| WASHINGTON           | 13,000           | 11,300         | 87        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| AMITE                | 3,600            | 2,600          | 72        |
| FRANKLIN             | 2,600            | 1,800          | 70        |
| HANCOCK              | 4,500            | 3,800          | 84        |
| HARRISON             | 36,300           | 32,600         | 90        |
| JACKSON              | 18,700           | 16,600         | 89        |
| LAMAR                | 4,100            | 3,300          | 82        |
| MARION               | 6,700            | 5,100          | 76        |
| PEARL RIVER          | 6,700            | 5,600          | 83        |
| PERKY                | 2,400            | 1,800          | 78        |
| PIKE                 | 10,600           | 8,100          | 77        |
| STONE                | 2,200            | 1,800          | 82        |
| WALTHALL             | 3,400            | 2,500          | 73        |
| WILKINSON            | 3,300            | 2,100          | 64        |
| <b>STATION TOTAL</b> | <b>537,800</b>   | <b>488,300</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 428,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 339,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Louisiana—Shreveport



**KSLA-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1800-ft. above av. terrain, 1791-ft. above ground, 2046-ft. above sea level.

Latitude 32° 40' 29"  
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

Studio: Washington-Youree Hotel.

TV tape: Recording facilities.

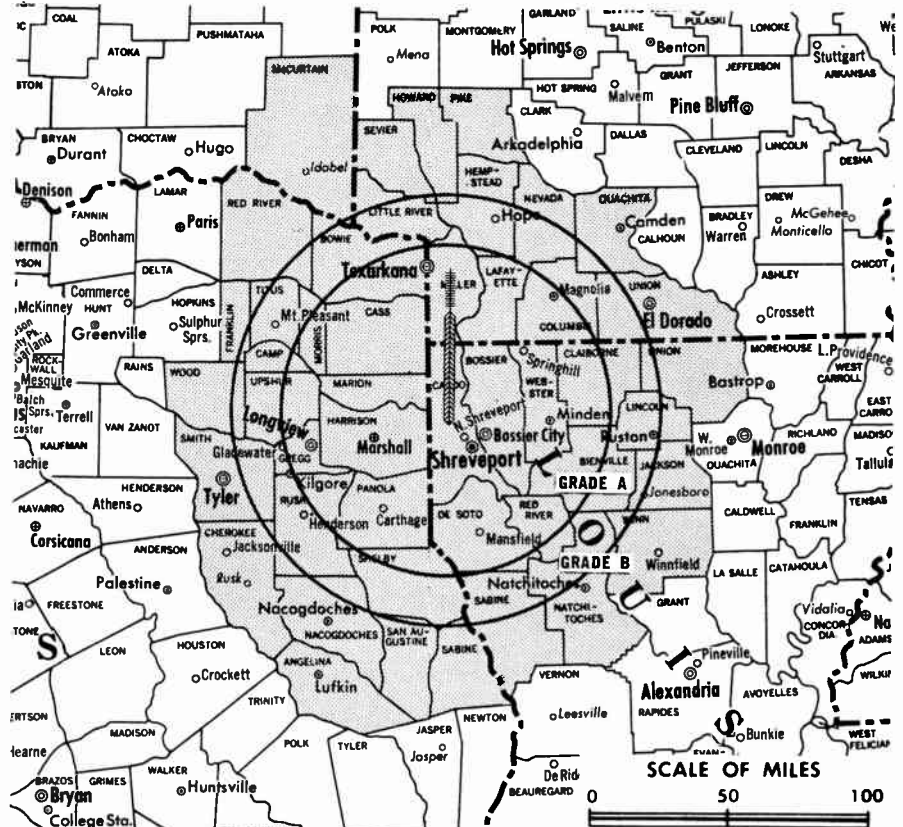
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSLA-TV Ref: FCC File No. BMPCT-5970 Granted 5/5/64

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## KSLA-TV

Licensee: KSLA-TV Inc., Box 92, Shreveport, La. (71102).

Telephone: 318-424-8101. TWX No.: 318-746-4072.

Ownership: Journal Publishing Co. Inc. (Shreveport Journal), 53%; Douglas F. Attaway, pres., .5% (publisher of Shreveport Journal); Winston B. Linam, v.p.-secy., 10%; S. Berton Heard, treas., .10%; Mrs. Dolores George LaVigne, 10%; Mrs. Eugenia Booth George, 10%; 18 others, none with as much as 3%.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to present owners by Mrs. George et al., who retained minority interest, approved May 25, 1960 by FCC (Vol. 16:6, 24).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

WINSTON B. LINAM, general manager & film buyer.  
BEN B. McLAUGHLIN, sales manager.  
JOHN RENSCHAW, program director.  
ROBERT WEIMAR, promotion director.  
MORRIS BARTON, chief engineer.  
DON OWEN, news director.

### DIGEST OF RATE CARD NO. 13

(Sept. 1, 1965)

| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | 40 Sec.  | 20 Sec.   | 10 Sec.   |
|----------------------------------|----------|----------|----------|----------|-----------|-----------|
| Class A—6-10 p.m., daily.        | \$700.00 | \$420.00 | \$280.00 | \$210.00 | \$200.00* | \$200.00* |
| Class AAA—6:31-9:59 p.m., daily. | \$100.00 |          |          |          |           |           |

\*Class AAA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$675.

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------------------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>                              |                  |                |           |
| COLUMBIA                                     | 8,300            | 7,100          | 86        |
| HEMPSTEAD                                    | 5,900            | 5,100          | 86        |
| HOWARD                                       | 3,300            | 3,000          | 89        |
| LAFAYETTE                                    | 3,200            | 2,800          | 89        |
| LITTLE RIVER                                 | 2,500            | 2,100          | 83        |
| MILLER                                       | 10,700           | 9,600          | 90        |
| NEVADA                                       | 3,000            | 2,500          | 83        |
| OUACHITA                                     | 10,100           | 8,700          | 86        |
| PIKE                                         | 2,200            | 1,900          | 86        |
| SEVIER                                       | 3,300            | 2,900          | 89        |
| UNION                                        | 16,900           | 15,100         | 90        |
| <b>LOUISIANA</b>                             |                  |                |           |
| BIENVILLE                                    | 4,200            | 3,600          | 86        |
| BOSSIER                                      | 17,700           | 16,400         | 93        |
| CADDO                                        | 73,900           | 68,500         | 93        |
| CLAIBORNE                                    | 4,800            | 4,100          | 85        |
| DE SOTO                                      | 6,700            | 5,600          | 84        |
| JACKSON                                      | 4,600            | 4,100          | 89        |
| LINCOLN                                      | 7,400            | 6,900          | 93        |
| NATCHITOCHE                                  | 8,900            | 7,000          | 79        |
| RED RIVER                                    | 2,400            | 1,900          | 81        |
| SABINE                                       | 4,700            | 3,700          | 79        |
| UNION                                        | 4,700            | 4,200          | 91        |
| WEBSTER                                      | 12,300           | 10,900         | 89        |
| WINN                                         | 4,500            | 3,800          | 84        |
| <b>OKLAHOMA</b>                              |                  |                |           |
| MC CURTAIN                                   | 7,100            | 5,900          | 84        |
| <b>TEXAS</b>                                 |                  |                |           |
| ANGELINA                                     | 13,100           | 11,900         | 91        |
| BOWIE                                        | 19,200           | 17,700         | 92        |
| CAMP                                         | 2,200            | 1,800          | 84        |
| (Continued on page 269-b)                    |                  |                |           |
| <b>STATION TOTAL</b>                         | <b>410,400</b>   | <b>365,200</b> | <b>89</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>265,400</b> |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>206,300</b> |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  |                | <b>5</b>  |



# Louisiana—Shreveport-Texarkana, Texas



**KTAL-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"

Longitude 94° 00' 22"

Requests 10-kw aural.

Transmitter: 2.3-mi. NNW of Vivian, La., W of County Rd.

TV tape: Recording facilities.

AM Affiliate: KCMC, 1-kw, 740 kc. (ABC).

FM Affiliate: KTAL-FM, 81.3-kw, 98.1 mc (No. 251), 1447-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC, UPI.

Total Households: © SRDS

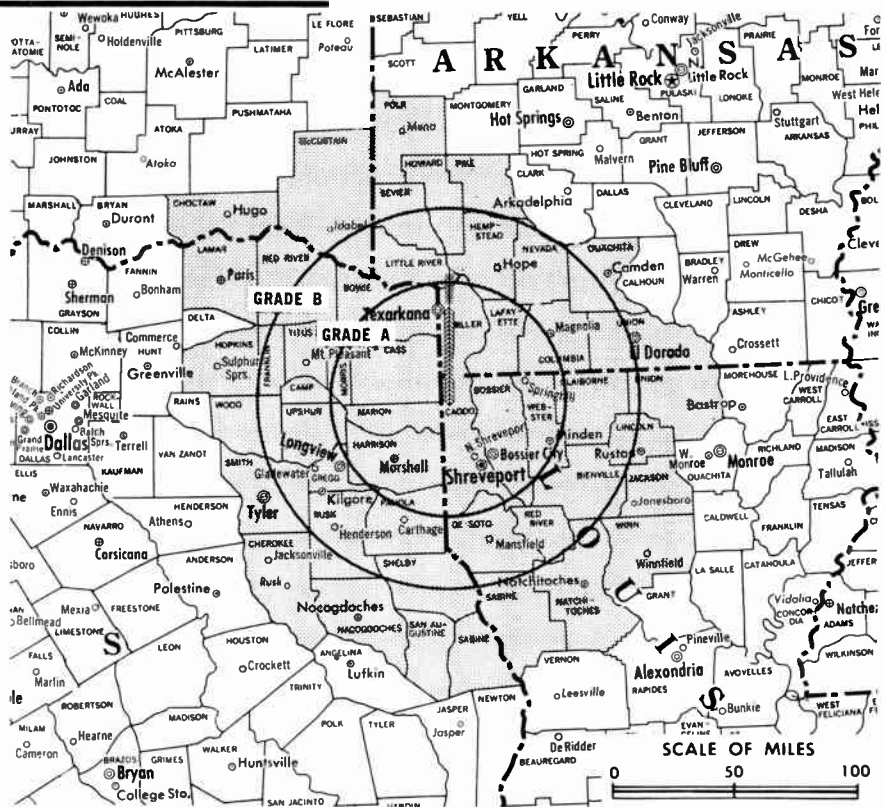
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 Bryan Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KTAL-TV Ref: FCC File No. BLCT-1135 Granted 7/24/62  
Authorized: FCC File No. BPCT-2660 Granted 11/23/59

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

## KTAL-TV

Licensee: KCMC Inc., 3150 N. Market St., Shreveport, La. (71107).

Studios & Offices: 3150 N. Market St., Shreveport, La.; 3227 Summerhill Rd., Texarkana, Tex.

Telephones: 318-425-2422 (Shreveport); 214-793-1133 (Texarkana). TWX No.: 318-746-4056 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.64%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); Walter E. Hussman, pres., 18.9%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include Texarkana Gazette and News; Hot Springs (Ark.) New Era-Sentinel Record; El Dorado (Ark.) News-Times; Magnolia (Ark.) Banner-News; plus interest in Hope (Ark.) Star and Jacksonville (Tex.) Progress. Mr. Hussman also owns 45% of CATV system in Camden, Ark.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

WALTER E. HUSSMAN, president.  
JAMES S. DUGAN, vice president, sales.  
ABE COWAN, vice president, operations.  
HAL THOMPSON, sales director.  
JESSE R. RAGAN, program director.  
CARL TIBBETTS, promotion director.  
GILBERT WILSON, manager of Texarkana sales & operations.  
DAVE McCLELLAND, news & public affairs director.  
RUBIN MASTERS, chief engineer.

DIGEST OF RATE CARD NO. 7—(July 1, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | ID               |
|-------------------------------|----------|----------|----------|----------|----------|------------------|
| Class AA—6:30-10 p.m., daily. | \$700.00 | \$420.00 | \$280.00 | \$175.00 | \$200.00 | \$180.00 \$90.00 |

NETWORK BASE HOURLY RATE: \$650.00

1966 Edition

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|---------------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>           |                  |                |           |
| COLUMBIA                  | 8,300            | 7,100          | 86        |
| HEMPSTEAD                 | 5,900            | 5,100          | 86        |
| HOWARD                    | 3,300            | 3,000          | 89        |
| LAFAYETTE                 | 3,200            | 2,800          | 89        |
| LITTLE RIVER              | 2,500            | 2,100          | 83        |
| MILLER                    | 10,700           | 9,600          | 90        |
| NEVADA                    | 3,000            | 2,500          | 83        |
| OUACHITA                  | 10,100           | 8,700          | 86        |
| PIKE                      | 2,200            | 1,900          | 86        |
| POLK                      | 4,000            | 3,300          | 83        |
| SEVIER                    | 3,300            | 2,900          | 89        |
| UNION                     | 16,900           | 15,100         | 90        |
| <b>LOUISIANA</b>          |                  |                |           |
| BIENVILLE                 | 4,200            | 3,600          | 86        |
| BOSSIER                   | 17,700           | 16,400         | 93        |
| CADDO                     | 73,900           | 68,500         | 93        |
| CLAIBORNE                 | 4,800            | 4,100          | 85        |
| DE SOTO                   | 6,700            | 5,600          | 84        |
| JACKSON                   | 4,600            | 4,100          | 89        |
| LINCOLN                   | 7,400            | 6,900          | 93        |
| NATCHITOCHE               | 8,900            | 7,000          | 79        |
| RED RIVER                 | 2,400            | 1,900          | 81        |
| SABINE                    | 4,700            | 3,700          | 79        |
| UNION                     | 4,700            | 4,200          | 91        |
| WEBSTER                   | 12,300           | 10,900         | 89        |
| WINN                      | 4,500            | 3,800          | 84        |
| <b>OKLAHOMA</b>           |                  |                |           |
| CHOCTAW                   | 4,400            | 3,400          | 78        |
| MC CURTAIN                | 7,100            | 5,900          | 84        |
| <b>TEXAS</b>              |                  |                |           |
| BOWIE                     | 19,200           | 17,700         | 92        |
| CAMP                      | 2,200            | 1,800          | 84        |
| CASS                      | 6,800            | 6,100          | 90        |
| (Continued on page 269-b) |                  |                |           |
| <b>STATION TOTAL</b>      | <b>421,400</b>   | <b>372,900</b> | <b>88</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 274,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 192,500 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 5       |

281-b



# Louisiana—Shreveport



**KTBS-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1837-ft. above av. terrain, 1800.5-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"  
Longitude 93° 56' 00"

Transmitter: 1.5-mi. SE of Mooringsport, La.

TV tape: Recording facilities.

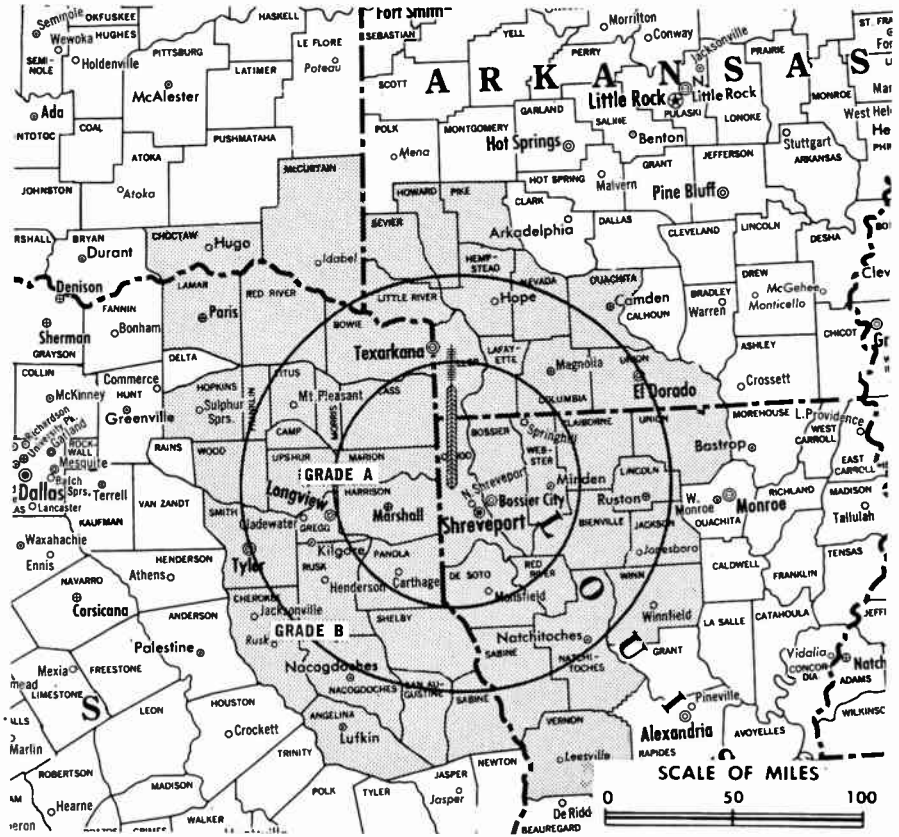
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTBS-TV Ref: FCC File No. BNPCT-5808 Granted 12/18/62

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## KTBS-TV

Licensee: KTBS Inc., 312 East Kings Hwy.

Studio: 312 East Kings Hwy.

Telephone: 318-868-3644. TWX No.: 318-746-4024.

Ownership: George D. Wray Sr., chairman, 33 1/3%; E. Newton Wray, pres., 33 1/3%; George D. Wray Jr., v.p., 16 2/3%; Charles W. Wray, secy.-treas., 16 2/3%.

Began Operation: Sept. 3, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by A. D. Ring & Assoc.

### Personnel:

E. NEWTON WRAY, president & general manager.  
DEANE R. FLETT, station manager & film buyer.  
JERRY COLVIN, national sales manager.  
MICKEY HOOTEN, production manager.  
RAY SPRUELL, promotion manager.  
MARVIN L. PERRY JR., film director.  
CLAUDE R. SCOTT, chief engineer.  
MAURIE WAYNE, news director.

### DIGEST OF RATE CARD NO. 10 (Dec. 10, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$650.00 \$390.00 \$260.00 \$195.00 \$190.00\* \$175.00\* \$88.00\*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$650 (ABC).

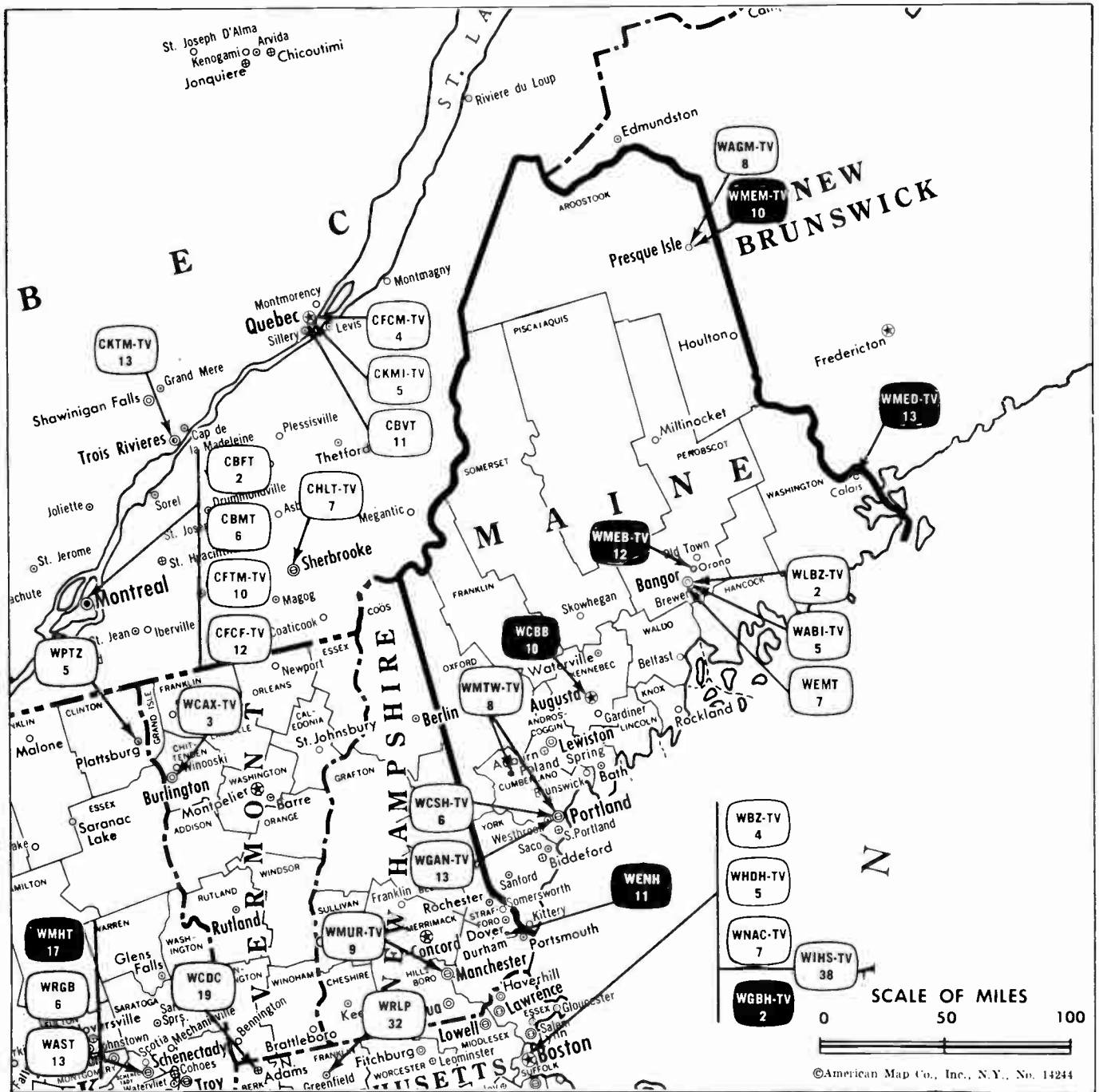
For List of Stations with Color Equipment,  
see Section a.

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|------------------|------------------|----------|-----------|
| <b>ARKANSAS</b>  |                  |          |           |
| COLUMBIA         | 8,300            | 7,100    | 86        |
| HEMPSTEAD        | 5,900            | 5,100    | 86        |
| HOWARD           | 3,300            | 3,000    | 89        |
| LAFAYETTE        | 3,200            | 2,800    | 89        |
| LITTLE RIVER     | 2,500            | 2,100    | 83        |
| MILLER           | 10,700           | 9,600    | 90        |
| NEVADA           | 3,000            | 2,500    | 83        |
| OUACHITA         | 10,100           | 8,700    | 86        |
| PIKE             | 2,200            | 1,900    | 86        |
| SEVIER           | 3,300            | 2,900    | 89        |
| UNION            | 16,900           | 15,100   | 90        |
| <b>LOUISIANA</b> |                  |          |           |
| BIENVILLE        | 4,200            | 3,600    | 86        |
| BOSSIER          | 17,700           | 16,400   | 93        |
| CADDO            | 73,900           | 68,500   | 93        |
| CLAIBORNE        | 4,800            | 4,100    | 85        |
| DE SOTO          | 6,700            | 5,600    | 84        |
| JACKSON          | 4,600            | 4,100    | 89        |
| LINCOLN          | 7,400            | 6,900    | 93        |
| NATCHITOCHE      | 8,900            | 7,000    | 79        |
| RED RIVER        | 2,400            | 1,900    | 81        |
| SABINE           | 4,700            | 3,700    | 79        |
| UNION            | 4,700            | 4,200    | 91        |
| VERNON           | 5,200            | 4,300    | 84        |
| WEBSTER          | 12,300           | 10,900   | 89        |
| WINN             | 4,500            | 3,800    | 84        |
| <b>OKLAHOMA</b>  |                  |          |           |
| CHOCTAW          | 4,400            | 3,400    | 78        |
| MC CURTAIN       | 7,100            | 5,900    | 84        |
| <b>TEXAS</b>     |                  |          |           |
| ANGELINA         | 13,100           | 11,900   | 91        |
| BOWIE            | 19,200           | 17,700   | 92        |
| CAMP             | 2,200            | 1,800    | 84        |

(Continued on page 269-b)

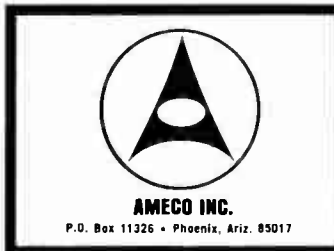
STATION TOTAL 435,700 385,800 89

NET WEEKLY CIRCULATION (MARCH 65) 280,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 193,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



| Market                 | ARB Net Weekly |      | Total Homes |      | TV         |      |
|------------------------|----------------|------|-------------|------|------------|------|
|                        | Circulation    | Rank |             | Rank | Households | Rank |
| Portland-Poland Spring | 313,800        | 59   | 497,500     | 60   | 475,700    | 58   |
| Bangor                 | 87,800         | 157  | 171,100     | 151  | 162,800    | 143  |
| Presque Isle           | 24,900         | 210  | 27,700      | 224  | 26,100     | 223  |

For Additional State Data, see next page



**AMECO "SALESMOBILE SERVICE"**

IN MAINE  
 DON LEMIRE  
 P.O. Box 247  
 Manchester, New Hampshire  
 Phone: 603-627-2122  
 Harrisburg Warehouse 717-737-3792

# Maine

Maine Station Status as of Feb. 1, 1966

|                                                                     | VHF | UHF | TOTAL |
|---------------------------------------------------------------------|-----|-----|-------|
| <input type="checkbox"/> Commercial Television Stations             | 7   | 0   | 7     |
| <input checked="" type="checkbox"/> Educational Television Stations | 4   | 0   | 4     |
|                                                                     |     |     | 11    |

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

## WCBB

Augusta

Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 310-kw visual, 51.7-kw aural. Antenna: 720-ft. above av. terrain, 369-ft. above ground, 1049-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 44° | 09' | 16" |
| Longitude | 70° | 00' | 37" |

## WMED-TV

Calais

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 32.4-kw visual, 16.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 45° | 06' | 44" |
| Longitude | 67° | 19' | 18" |

## WMEB-TV

Orono

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 990-ft. above av. terrain, 366-ft. above ground, 1346-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 44° | 45' | 36" |
| Longitude | 68° | 33' | 59" |

## WMEM-TV

Presque Isle

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 1093-ft. above av. terrain, 155-ft. above ground, 1762-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 46° | 33' | 05" |
| Longitude | 67° | 48' | 37" |

### State Cross Reference List

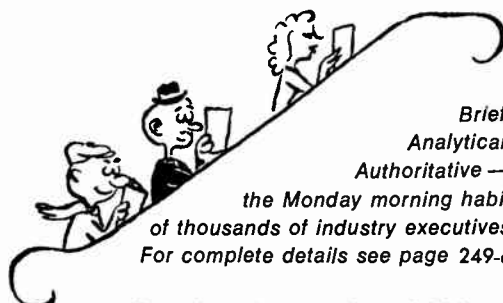
Communities That Receive Programs of Stations That Are Located Elsewhere

## WMTW-TV

Portland

(See Poland Spring, Me.)

# People on the way up read Television Digest\*



Brief,  
Analytical,  
Authoritative —  
the Monday morning habit  
of thousands of industry executives  
For complete details see page 249-c

\*People on the way down didn't!

# Maine—Bangor



**WABI-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 29.5 kw visual, 17.8-kw aural. Antenna: 670-ft. above av. terrain, 120-ft. above ground, 920-ft. above sea level.

Latitude 44° 44' 16"  
Longitude 68° 42' 00"  
Holds CP for 38.9-kw visual, 7.76-kw aural, 1310-ft. above av. terrain, 525-ft. above ground, 1745-ft. above sea level, lat. 44° 42' 15", long. 69° 04' 42"; transmitter to Pickard Mt., near Maine Rt. 9. BPCT—3508.

Transmitter: Copeland Mt., Holden, Me.

Studio: 35 Hildreth St.

AM Affiliate: WABI, 5-kw, 910 kc (ABC & MBS).

FM Affiliate: WABI-FM, 6.1-kw, 97.1 mc (No. 246), 630-ft. antenna height.

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS

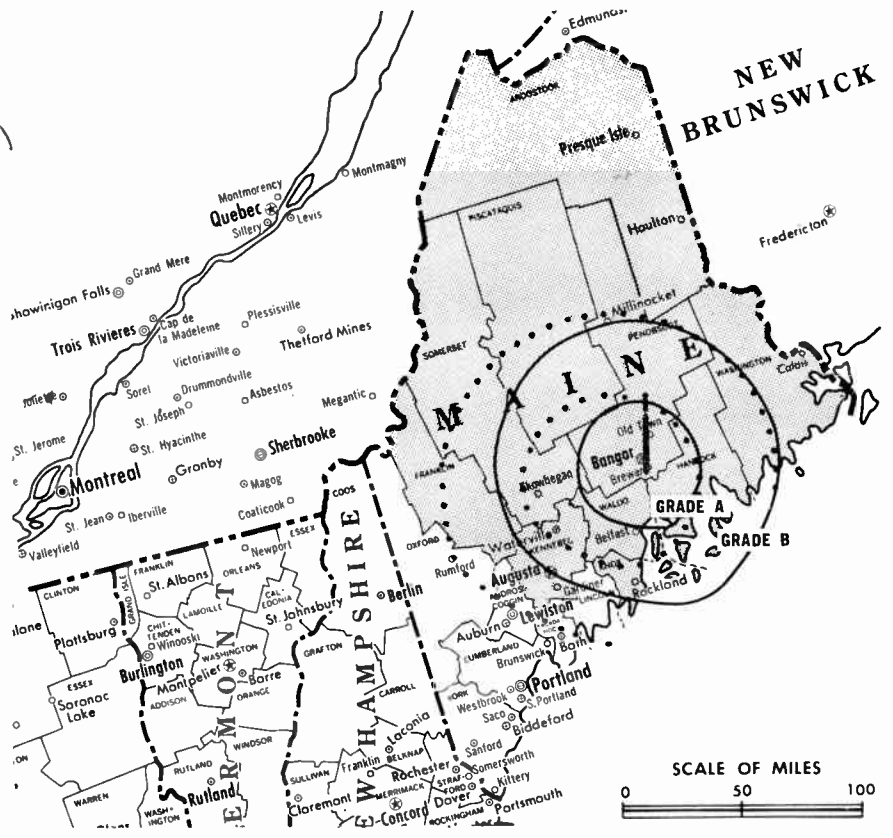
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WABI-TV Ref: FCC File No. BPCT-1872 Granted 6/29/54  
CP: BPCT-3508 Granted 7/29/65.

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

## WABI-TV

Network Service: CBS.

Licensee: Community Telecasting Service, 35 Hildreth St., Bangor, Me. (04401).

Telephone: 207-947-8321. TWX No.: 207-989-4550.

Ownership: Community Bcstg. Service (WABI), 100%. Community Bcstg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), 63.6%; Hildreth Bcstg. Co. (WPOR, Portland, Me.), 30.52%; Kennebec Bcstg. Co. (WTVL, Waterville, Me.), 4.507%; Walter L. Dickson, 1.4%. WABI-TV officers: Horace A. Hildreth, chmn.; W. L. Dickson, pres. & gen. mgr.; Carleton D. Brown, v.p. (represents WTVL); James F. White, v.p. (WABI); Harland Blanchard, treas.; Charles L. Hildreth, director; H. A. Hildreth Jr. operates WAGM-TV, Presque Isle, Me. and radio affiliate WAGM. Horace Hildreth owns minority interest in WMTW-TV, Poland Spring, Me.

Began Operation: Jan. 25, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter.

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

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

Personnel:

WALTER L. DICKSON, president & general manager.  
RICHARD B. BRONSON, exec. director, public relations.  
JOHN F. MacRAE, station manager & film buyer.  
CHARLES M. SIAS JR., general sales manager.  
ROBERT GOLD, national sales manager.  
GEORGE GONYAR, dir. TV operations.  
WALLACE EDWARDS, Hildreth Network chief engineer.  
PHIL LENTZ, chief engineer.  
JAMES GOFF, news director.  
JUNE GRADY, promotion director.  
ROBERT WOODBURY, production director.  
RALPH LIBBY, film director.  
EDWARD HEALEY, art director.

DIGEST OF RATE CARD NO. 8—(Aug. 1, 1965)

| Hour                            | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | ID      |         |
|---------------------------------|----------|----------|----------|----------|----------|---------|---------|
| Class AA—7:29-9:59 p.m., daily. | \$425.00 | \$255.00 | \$170.00 | \$106.00 | \$100.00 | \$80.00 | \$46.00 |

NETWORK BASE HOURLY RATE: \$400.

1966 Edition

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MAINE</b>         |                  |                |           |
| AROOSTOOK            | 27,700           | 26,100         | 94        |
| FRANKLIN             | 5,900            | 5,500          | 92        |
| HANCOCK              | 10,500           | 10,100         | 96        |
| KENNEBEC             | 27,000           | 25,800         | 95        |
| KNOX                 | 9,300            | 8,700          | 94        |
| PENOBSCOT            | 37,800           | 36,300         | 96        |
| PISCATAQUIS          | 5,200            | 5,000          | 96        |
| SOMERSET             | 11,700           | 11,100         | 95        |
| WALDO                | 6,800            | 6,400          | 94        |
| WASHINGTON           | 10,000           | 9,300          | 93        |
| <b>NEW HAMPSHIRE</b> |                  |                |           |
| STRAFFORD            | 19,200           | 18,500         | 96        |
| <b>STATION TOTAL</b> | <b>171,100</b>   | <b>162,800</b> | <b>95</b> |

NET WEEKLY CIRCULATION (MARCH 65) 87,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 68,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

HA 1-0818

RESIDENCE

TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.

# Maine—Bangor

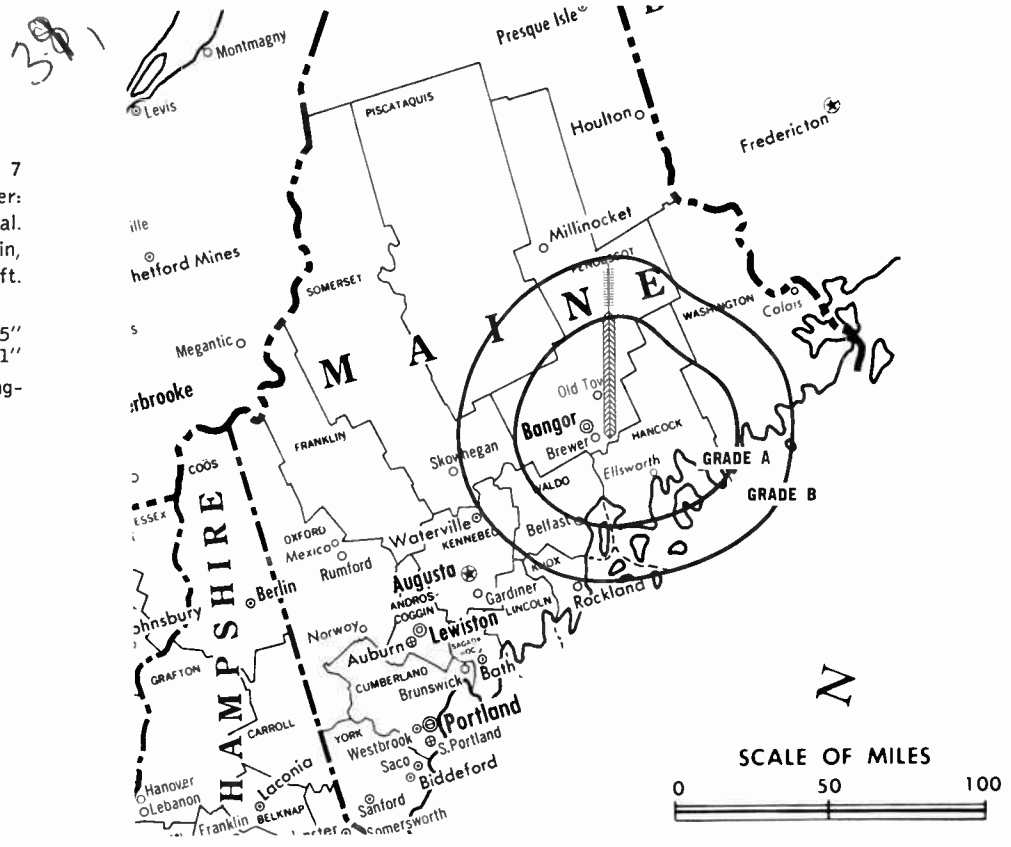
## WEMT

Ch. 7

Technical Facilities: Channel No. 7  
(174-180 mc). Authorized power:  
58.9-kw visual, 11.7-kw aural.  
Antenna: 818-ft. above av. terrain,  
183-ft. above ground, 1180-ft.  
above sea level.

Latitude 44° 45' 35"  
Longitude 68° 34' 01"

Transmitter: Black Cap Mt., Eddington, Me.



WEMT Ref: FCC File No. BMT-6139 Granted 8/2/65

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

## WEMT

Grantee: Down East TV Inc., 41 Farm Rd., Bangor, Me. (04401).  
Studio: 41 Farm Rd., Bangor.  
Telephone: 207-945-6457.

Ownership: Melvin L. Stone, pres., 25%; William H. Hart, exec. v.p., 4%; Donald S. Day, financial v.p., 19%; Herbert S. Hoffman, treas., 12.5%; Edward I. Gross, secy., 2%; Aaron O. Cohen, 12.5%; Martin H. Alpert, 12.5%; Roger A. Saunders, 12.5%; M. L. Stone, with wife, owns radios WGUY, Bangor & WRUM, Rumford, Me. H. S. Hoffman owns WBOS, Boston, Mass.

Began Operation: Oct. 15, 1965.

Represented (sales) by Eastman TV Inc.; Bill Creed (Boston).

Represented (legal) by Dempsey & Koplovitz.

### Personnel:

MELVIN L. STONE, president & general manager.  
WILLIAM H. HART, station manager.  
PHILIP J. GILDART JR., general sales manager.  
EVERETT K. FOSTER, program & promotion manager.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec. | 8 Sec.  |
|----------------------------------|----------|----------|----------|----------|---------|---------|
| Class AA—7:30-10:30 p.m., daily. | \$400.00 | \$250.00 | \$180.00 | \$110.00 | \$80.00 | \$80.00 |
|                                  | \$40.00  |          |          |          |         |         |

ARB Data: Coverage For This Station is Not Available Since It Was Not On The Air When The Survey Was Made.



**MALARKEY, TAYLOR & ASSOCIATES**  
**CATV**

**Brokers - Consultants - Engineering**  
**WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# Maine—Bangor



**WBZ-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"  
Longitude 68° 40' 17"

Transmitter: Ryders Peak, near Holden, Me.

AM Affiliate: WLBZ, 5-kw, 620 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WLBZ-TV Ref: FCC File No. B1CT-2555 Granted 12/22/58

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

## WLBZ-TV

Licensee: WLBZ Television Inc., Box 732, Bangor, Me. (04402).

Studio: Mt. Hope Ave.

Telephone: 207-942-4822.

TWX No.: 207-989-4658.

Ownership: William H. Rines, 50%; Mary Rines Thompson, 50%. They are children of Mrs. Adeline B. Rines, who turned over stock to them after purchase from Murray Carpenter. Mrs. Rines controls WCSH-TV, Portland, Me.

Began Operation: Sept. 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Steadman, Leonard & Clammer.

### Personnel:

WILLIAM H. RINES, president.  
JACK S. ATWOOD, executive vice president.  
RUDY MARCOUX, manager & film buyer.  
JAMES ROBINSON, production and studio manager.  
JOHN H. WIBBY, chief engineer.

### DIGEST OF RATE CARD NO. 10A (Sept. 13, 1965)

|                                  |          |          |          |         |         |         |
|----------------------------------|----------|----------|----------|---------|---------|---------|
| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | Min.    | 20 Sec. | 10 Sec. |
| Class AA—7:30-10:30 p.m., daily. |          |          |          |         |         |         |
| \$425.00                         | \$255.00 | \$180.00 | \$106.00 | \$85.00 | \$75.00 | \$40.00 |

NETWORK BASE HOURLY RATE: \$375.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MAINE</b>         |                  |                |           |
| AROOSTOOK            | 27,700           | 26,100         | 94        |
| FRANKLIN             | 5,900            | 5,500          | 92        |
| HANCOCK              | 10,500           | 10,100         | 96        |
| KENNEBEC             | 27,000           | 25,800         | 95        |
| KNOX                 | 9,300            | 8,700          | 94        |
| PENOBSCOT            | 37,800           | 36,300         | 96        |
| PISCATAQUIS          | 5,200            | 5,000          | 96        |
| SOMERSET             | 11,700           | 11,100         | 95        |
| WALDO                | 6,800            | 6,400          | 94        |
| WASHINGTON           | 10,000           | 9,300          | 93        |
| <b>STATION TOTAL</b> | <b>151,900</b>   | <b>144,300</b> | <b>95</b> |

NET WEEKLY CIRCULATION (MARCH 65) 87,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 68,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Maine—Poland Spring



**WMTW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"  
Longitude 71° 18' 13"

Transmitter: Mt. Washington, N.H.  
Sales Office: Congress Bldg., Portland, Me.

Studio: Riccar Inn, Poland Spring.  
Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

TWX No.: Portland 207-781-5539.  
FM Affiliate: WMTW-FM, 49-kw, 94.9 mc (No. 235), 3820-ft. antenna height.

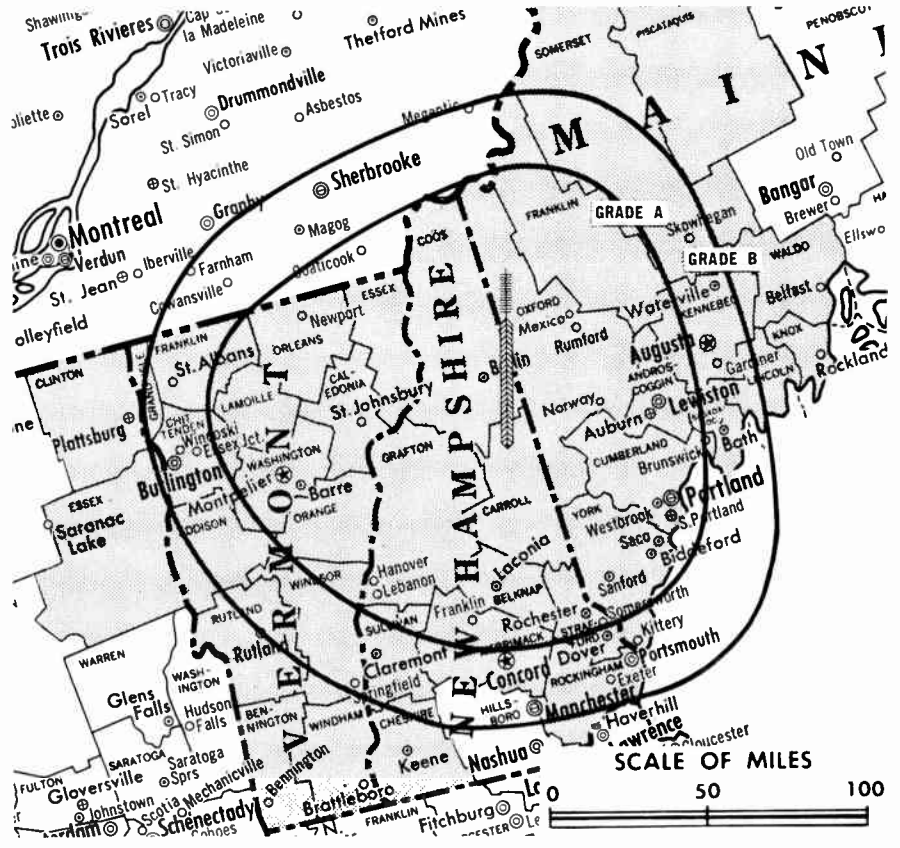
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARII study.



WMTW-TV Ref: FCC File No. BPCT-1530 Granted 7/8/53

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

## WMTW-TV

Licensee: Mt. Washington TV Inc., Poland Spring, Me. (04274).

Ownership: Dolphin Enterprises Inc. (Jack Paar), 80.5%; John W. Guider, pres., owns 19.5%.

Began Operation: Aug. 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vols. 3:40-41, 4:16).

Represented (sales) by Harrington, Righter & Parsons Inc.; Andy McDermott (Canada).

### Personnel:

JOHN W. GUIDER, president.  
ROBERT L. MAYNARD, v.p., general manager & sales mgr.  
ROBERT M. JOYCE, station manager & asst. general manager.  
CLINTON S. MASON, regional sales manager.  
LEON N. NELSON, program manager.  
RICHARD GOVE, promotion manager.  
BRIAN HIGGINS, film director & buyer.  
PARKER H. VINCENT, chief engineer.  
JOHN RICKER, assistant chief engineer.  
CLAUS WIESE, production manager.  
HELEN CHURCH, traffic manager.

### DIGEST OF RATE CARD NO. 12A—(Aug. 1, 1965)

| Hour                            | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec. |
|---------------------------------|----------|----------|----------|----------|----------|---------|
| Class A—7:30-10:30 p.m., daily. | \$700.00 | \$420.00 | \$280.00 | \$175.00 | \$160.00 | \$80.00 |

NETWORK BASE HOURLY RATE: \$800.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| MAINE        |                  |          |     |
| ANDROSCOGGIN | 27,100           | 26,100   | 97  |
| CUMBERLAND   | 58,300           | 56,300   | 97  |
| FRANKLIN     | 5,900            | 5,500    | 92  |
| KENNEBEC     | 27,000           | 25,800   | 95  |
| KNOX         | 9,300            | 8,700    | 94  |

|             |        |        |    |
|-------------|--------|--------|----|
| LINCOLN     | 6,000  | 5,700  | 95 |
| OXFORD      | 13,100 | 12,600 | 96 |
| PISCATAQUIS | 5,200  | 5,000  | 96 |
| SAGADAHOC   | 7,300  | 6,900  | 95 |
| SOMERSET    | 11,700 | 11,100 | 95 |
| WALDO       | 6,800  | 6,400  | 94 |
| YORK        | 31,200 | 30,300 | 97 |

| NEW HAMPSHIRE |        |        |    |
|---------------|--------|--------|----|
| BELKNAP       | 9,300  | 9,000  | 97 |
| CARROLL       | 5,300  | 5,100  | 96 |
| CHESHIRE      | 14,600 | 13,700 | 94 |
| COOS          | 11,600 | 11,100 | 96 |
| GRAFTON       | 15,000 | 14,000 | 93 |
| MERRIMACK     | 21,300 | 20,400 | 95 |
| ROCKINGHAM    | 34,200 | 33,100 | 97 |
| STRAFFORD     | 19,200 | 18,500 | 96 |
| SULLIVAN      | 9,200  | 8,500  | 93 |

| NEW YORK |        |        |    |
|----------|--------|--------|----|
| CLINTON  | 21,100 | 20,500 | 97 |
| ESSEX    | 10,600 | 10,200 | 96 |

| VERMONT    |        |        |    |
|------------|--------|--------|----|
| ADDISON    | 5,500  | 5,200  | 94 |
| BENNINGTON | 8,000  | 7,600  | 94 |
| CALEDONIA  | 6,900  | 6,500  | 95 |
| CHITTENDEN | 22,300 | 21,500 | 96 |
| ESSEX      | 1,700  | 1,700  | 96 |
| FRANKLIN   | 8,500  | 8,300  | 97 |
| GRAND ISLE | 900    | 800    | 98 |
| LAMOILLE   | 3,200  | 3,000  | 96 |
| ORANGE     | 4,600  | 4,300  | 94 |
| ORLEANS    | 5,600  | 5,400  | 96 |
| RUTLAND    | 14,300 | 13,500 | 95 |
| WASHINGTON | 12,800 | 12,300 | 96 |
| WINDHAM    | 9,600  | 8,600  | 90 |
| WINDSOR    | 13,300 | 12,500 | 94 |

STATION TOTAL 497,500 475,700 96

NET WEEKLY CIRCULATION (MARCH 65) 313,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 190,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

(Station also received in Canadian markets)



# Maine—Portland



**WCSH-TV**



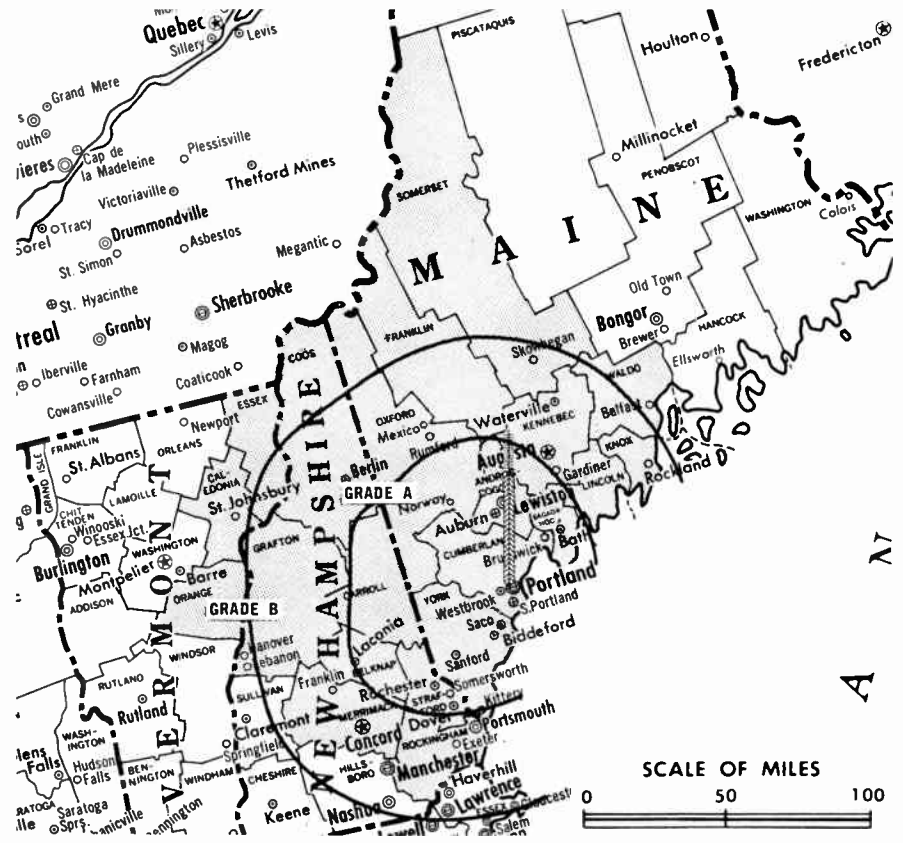
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1288-ft. above ground, 2533-ft. above sea level.

Latitude 43° 51' 33"  
Longitude 70° 42' 43"

Transmitter: Winn Mt., Sebago, Me.  
AM Affiliate: WCSH, 5-kw, 970 kc (NBC).

Color: Network, film & slide.  
News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WCSH-TV Ref: FCC File No. BIMPCT-5800 Granted 7/14/65

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## WCSH-TV

Licensee: Maine Radio & Television Co., 579 Congress St. Portland, Me. (04101).

Studio: Eastland Motor Hotel.

Telephone: 207-772-0181. TWX No.: 207-781-5533.

Ownership: Estate of Henry P. Rines, 100% (Adeline B. Rines, William H. Rines, Mary R. Thompson, trustees). William H. Rines and Mary R. Thompson are the two principal stockholders of WLBZ-AM-TV, Bangor, Maine and WRDQ-AM, Augusta, Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by Jules Cohen and Assoc.

### Personnel:

WILLIAM H. RINES, president.  
JACK S. ATWOOD, exec. v.p. & general manager, TV & radio.  
DON POWERS, station manager.  
CHARLES R. BROWN, chief engineer.  
BRUCE MCGORRILL, sales manager.  
LARRY GERAGHTY, news director.  
LEWIS COLBY, promotion director.  
DAVID SERETTE, production manager.  
ROBERT BLACK, operations supervisor.  
GEORGE BOWLER, film director.  
LINWOOD H. BROFEE, farm director.

### DIGEST OF RATE CARD NO. A14a—(Sept. 2, 1965)

| Hour                             | 30 Min.  | 15 Min.  | Min.     | 20 Sec.  | 8 Sec.  |
|----------------------------------|----------|----------|----------|----------|---------|
| Class AA—6:00-10:30 p.m., daily. |          |          |          |          |         |
| \$700.00                         | \$420.00 | \$280.00 | \$135.00 | \$110.00 | \$55.00 |

Combination rate: See WLBZ-TV, Bangor, Me.

NETWORK BASE HOURLY RATE: \$725.

ARB Data for this Station does not reflect present coverage since the Station increased its antenna height and moved to a new tower after the survey was made.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MAINE</b>         |                  |                |           |
| ANDRUSCOGIN          | 27,100           | 26,100         | 97        |
| CUMBERLAND           | 58,300           | 56,300         | 97        |
| FRANKLIN             | 5,900            | 5,500          | 92        |
| KENNEBEC             | 27,000           | 25,800         | 95        |
| KNOX                 | 9,300            | 8,700          | 94        |
| LINCOLN              | 6,000            | 5,700          | 95        |
| OXFORD               | 13,100           | 12,600         | 96        |
| SAGadahOC            | 7,300            | 6,900          | 95        |
| SOMERSET             | 11,700           | 11,100         | 95        |
| WALDO                | 6,800            | 6,400          | 94        |
| YORK                 | 31,200           | 30,300         | 97        |
| <b>NEW HAMPSHIRE</b> |                  |                |           |
| BELKNAP              | 9,300            | 9,000          | 97        |
| CARROLL              | 5,300            | 5,100          | 96        |
| COOS                 | 11,600           | 11,100         | 96        |
| GRAFTON              | 15,000           | 14,000         | 93        |
| MERRIMACK            | 21,300           | 20,400         | 95        |
| ROCKINGHAM           | 34,200           | 33,100         | 97        |
| STRAFFORD            | 19,200           | 18,500         | 96        |
| <b>VERMONT</b>       |                  |                |           |
| CALEDONIA            | 6,900            | 6,500          | 95        |
| ESSEX                | 1,700            | 1,700          | 96        |
| ORANGE               | 4,600            | 4,300          | 94        |
| <b>STATION TOTAL</b> | <b>332,800</b>   | <b>319,100</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 206,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 143,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 6  
(Station also received in Canadian markets)

For Translator Station Directory,  
see Section c.

# Maine—Portland



**WGAN-TV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 16"

Longitude 70° 29' 16"

Requests 63.2-kw aural.

Transmitter: Brown Hill, Raymond, Me.

AM Affiliate: WGAN, 5-kw, 560 kc.

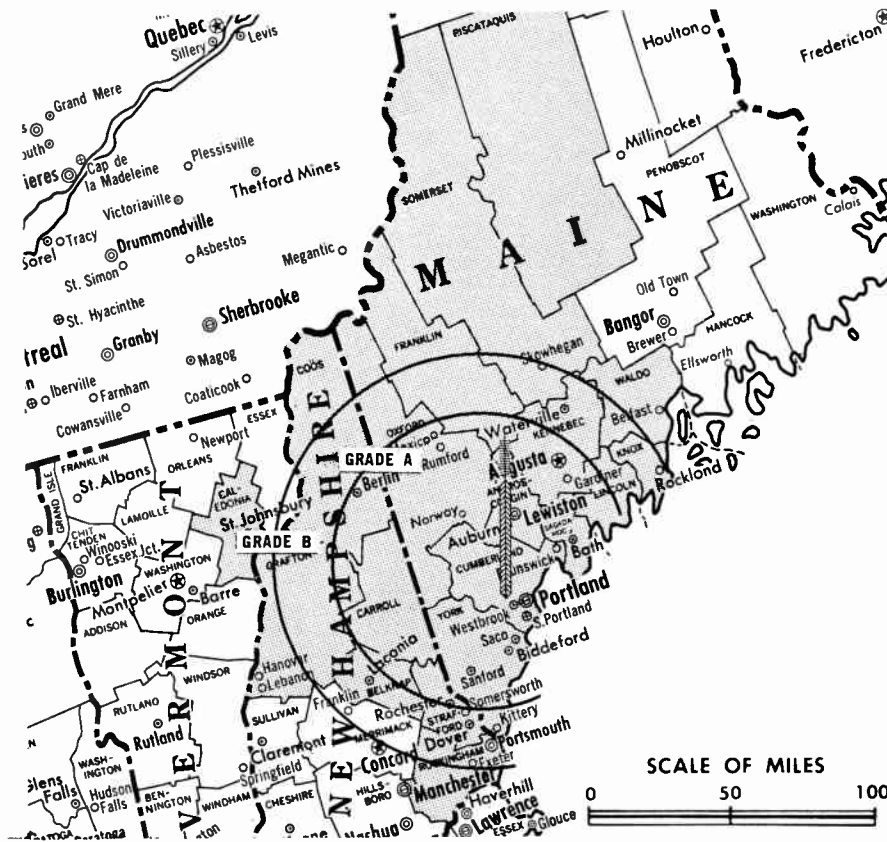
Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



WGAN-TV Ref: FCC File No. B1MPCT-2508 Granted 11/1/64

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## WGAN-TV

Licensee: Guy Gannett Bcstg. Services, 390 Congress St., Box 1731  
 Studio: 390 Congress St. (04111).  
 Telephone: 207-772-4661.

Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, .2%; Anne M. Gannett estate, .2%; Jean G. Arnzen, .2%; John H. Gannett, .2%; Creighton E. Gatchell, .2%. Officers: Jean Gannett Arnzen, pres.; Eugene W. Wilkin, v.p.; Donald S. Moeller, v.p.; Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine.

Began Operation: May 16, 1954.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEAN GANNETT ARNZEN, president.  
 EUGENE W. WILKIN, vice president.  
 DONALD S. MOELLER, v.p. & general manager.  
 GEORGE D. LILLY, assistant general manager.  
 ROBERT R. SARACEN, national sales manager.  
 FRANK N. MOORE, local sales manager.  
 ROBERT W. JENNINGS, marketing manager.  
 WILLIAM G. WADMAN, program manager & film buyer.  
 EARL W. FENDERSON, film editor.  
 HENRY A. MAGNUSON JR., news director.  
 HENRY VAN AMBURGH, chief engineer.

DIGEST OF RATE CARD NO. 8  
 (June 1, 1965)

| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | ID       |         |
|----------------------------------|----------|----------|----------|----------|----------|----------|---------|
| Class AA—7:30-11 p.m., daily.    | \$800.00 | \$480.00 | \$320.00 | \$200.00 | \$175.00 | \$125.00 | \$62.50 |
| NETWORK BASE HOURLY RATE: \$600. |          |          |          |          |          |          |         |

| STATE/COUNTY         | TOTAL          |                | TV HOMES PER |
|----------------------|----------------|----------------|--------------|
|                      | HOUSEHOLDS     | HOMES          |              |
| <b>MAINE</b>         |                |                |              |
| ANDROSCOGGIN         | 27,100         | 26,100         | 97           |
| CUMBERLAND           | 58,300         | 56,300         | 97           |
| FRANKLIN             | 5,900          | 5,500          | 92           |
| KENNEBEC             | 27,000         | 25,800         | 95           |
| KNOX                 | 9,300          | 8,700          | 94           |
| LINCOLN              | 6,000          | 5,700          | 95           |
| OXFORD               | 13,100         | 12,600         | 96           |
| PISCATAQUIS          | 5,200          | 5,000          | 96           |
| SAGADAHOC            | 7,300          | 6,900          | 95           |
| SOMERSET             | 11,700         | 11,100         | 95           |
| WALDO                | 6,800          | 6,400          | 94           |
| YORK                 | 31,200         | 30,300         | 97           |
| <b>NEW HAMPSHIRE</b> |                |                |              |
| BELKNAP              | 9,300          | 9,000          | 97           |
| CARROLL              | 5,300          | 5,100          | 96           |
| COOS                 | 11,600         | 11,100         | 96           |
| GRAFTON              | 15,000         | 14,000         | 93           |
| ROCKINGHAM           | 34,200         | 33,100         | 97           |
| STRAFFORD            | 19,200         | 18,500         | 96           |
| <b>VERMONT</b>       |                |                |              |
| CALEDONIA            | 6,900          | 6,500          | 95           |
| <b>STATION TOTAL</b> | <b>310,400</b> | <b>297,700</b> | <b>96</b>    |

NET WEEKLY CIRCULATION (MARCH 65) 200,900  
 AVERAGE DAILY CIRCULATION (MARCH 65) 150,300  
 COLOR PENETRATION PERCENTAGE (NOV 65) 6

(Station also received in Canadian markets)

For Maine CATV Systems  
 see Community Antenna Systems Directory

# Maine—Presque Isle



**WAGM-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 58.9-kw maximum and 27.5-kw horizontal visual, 30-kw maximum and 13.8-kw horizontal aural. Antenna: 355-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"  
Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

AM Affiliate: WAGM, 5-kw, 950 kc.

O & O Translator: W11AA, Madawaska, Me., which also serves Edmondston, N.B., Canada.

Color: Network.

News Wire Service: UPI.

Total Households: © SRDS

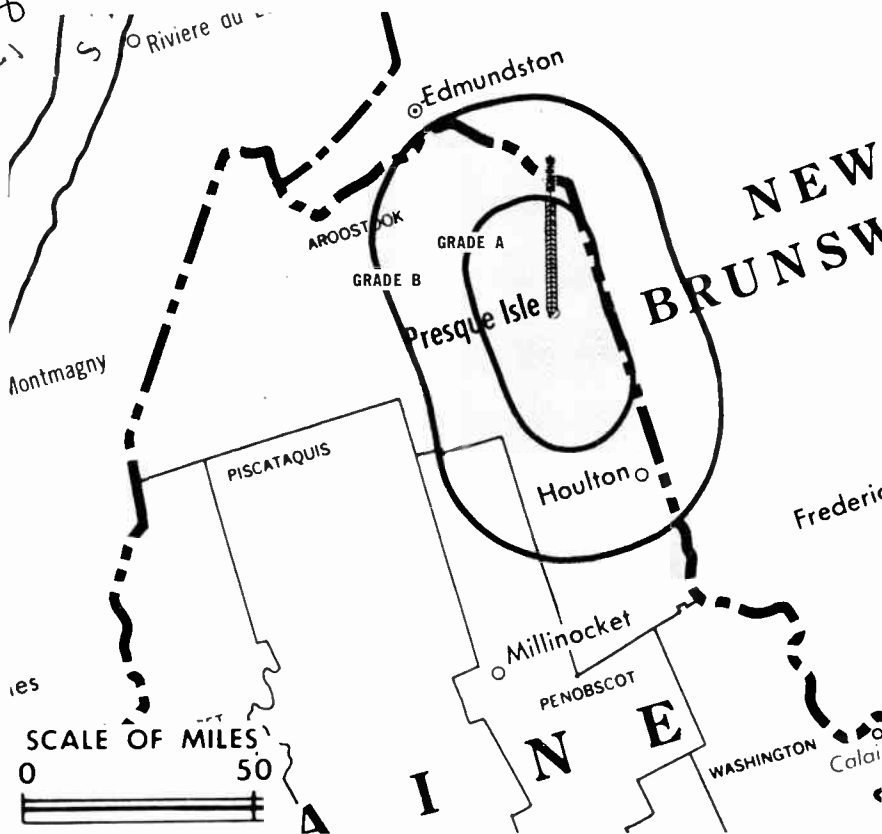
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WAGM-TV Ret: FCC File No. BMPCT-4232 Granted 10/8/56

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## WAGM-TV

Network Service: ABC, CBS; also NBC (per program).

Licensee: Aroostook Broadcasting Corp., P.O. Box 749, Presque Isle, Me. (04769).

Studio: U.S. Hwy. 1 & Parkhurst Road.

Telephone: 207-764-1161. TWX No.: 207-762-2171.

Ownership: Community Bcstg. Service, 95.09%; 16 individual stockholders hold other 4.9%. Also operates radio WAGM. Community Bcstg. Service (Horace A. Hildreth, pres.), operates WABI-TV & WABI, Bangor, Me. For other interests see WABI-TV.

Began Operation: Oct. 13, 1956. Sale of 94.8% to present owner by Harold Glidden approved Sept. 19, 1956 by FCC (Television Digest, Vol. 13:39).

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (New England).

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

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

Personnel:

HORACE A. HILDRETH, president.

WALTER DICKSON, v.p.

STAN LYONS, manager & film buyer.

ROBERT GOLD, national sales manager.

NATE CHURCHILL, director of TV operations.

JOHN RICHARDS, chief engineer.

### DIGEST OF RATE CARD NO. 7

(Sept. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:30-10:30 p.m., daily.  
\$225.00 \$135.00 \$80.00 \$70.00 \$62.50 \$50.00 \$42.00 \$25.00  
NETWORK BASE HOURLY RATE: \$175 (ABC), \$175 (CBS).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| MAINE                |                  |               |           |
| AROOSTOOK            | 27,700           | 26,100        | 94        |
| <b>STATION TOTAL</b> | <b>27,700</b>    | <b>26,100</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 24,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 21,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 2

(Station also received in Canadian markets)

## BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn

Jack V. Harvey

Joseph M. Sitrick

RCA Building

333-9270

CHICAGO

H. W. Cassill

William B. Ryan

Hub Jackson

333 N. Michigan Ave.

346-6460

ATLANTA

Clifford B. Marshall

John G. Williams

Mony Building

1655 Peachtree Rd. N.E.

873-5626

BEVERLY HILLS

Collin M. Selph

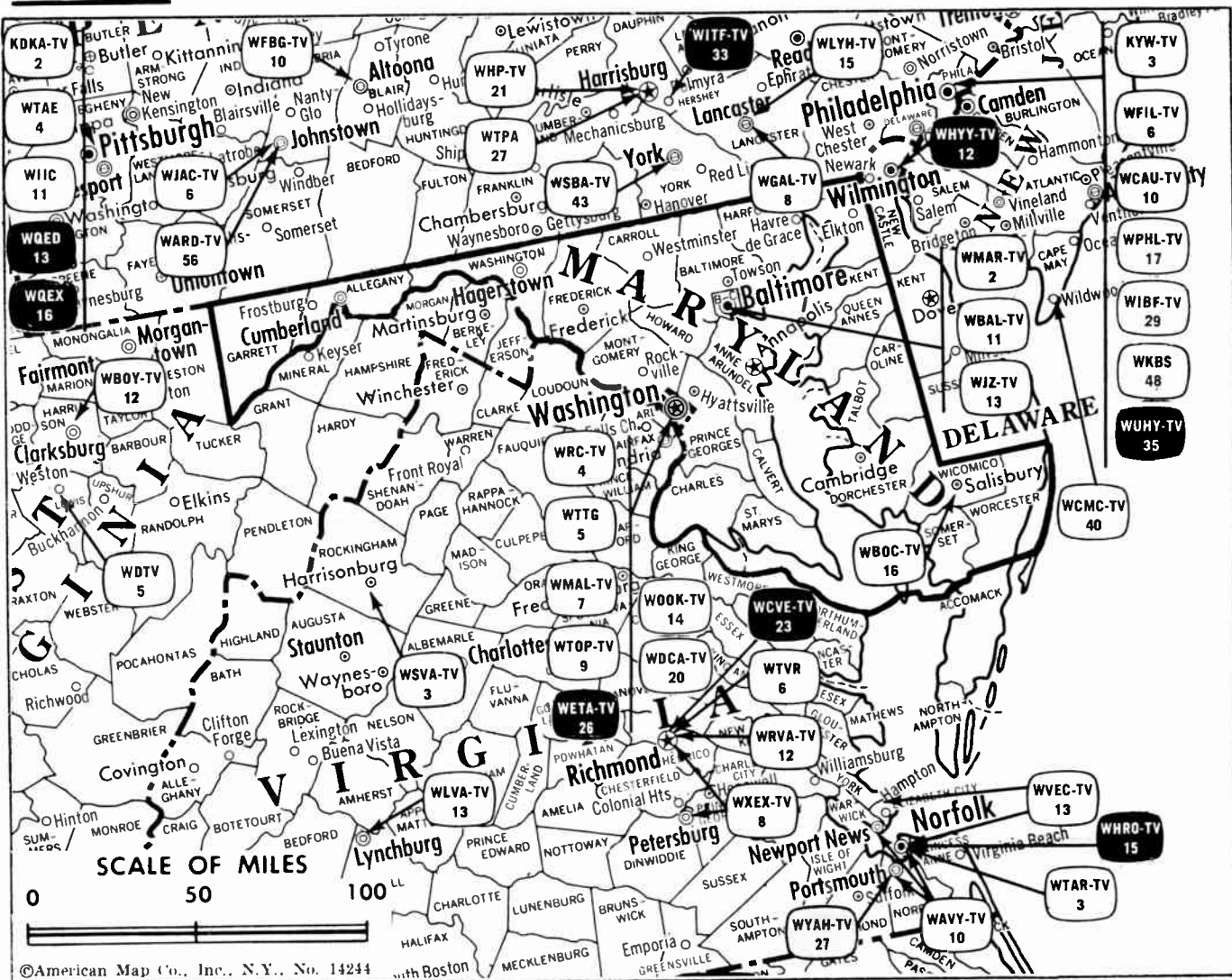
G. Bennet Larson

Bank of America Bldg.

9465 Wilshire Blvd.

274-8151

# Maryland

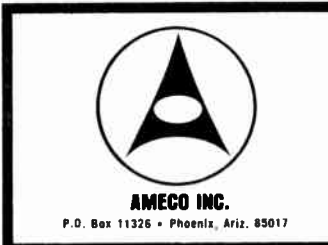


| Market    | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------|----------------------------|------|-------------|------|---------------|------|
| Baltimore | 818,300                    | 11   | 1,929,400   | 6    | 1,842,100     | 6    |
| Salisbury | 41,800                     | 195  | 71,500      | 199  | 64,800        | 199  |

### Maryland Station Status as of Feb. 1, 1966

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 3   | 1   | 4     |
| Educational Television Stations | 0   | 0   | 0     |
|                                 |     |     | 4     |

See CATV Directory  
for Maryland CATV Systems



## AMECO "SALESMOBILE SERVICE"

IN MARYLAND  
GEORGE MARTIN

P.O. Box 3343 Harrisburg, Pa. 17101  
Harrisburg Warehouse 717-737-3792

# Maryland—Baltimore



**WBAL-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"  
Longitude 76° 39' 2.8"

Transmitter: 3800 Hooper Avenue.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, NBC.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

FM Affiliate: WBAL-FM, 20-kw, 97.9 mc (No. 250), 960-ft. antenna height.

Total Households: © SRDS

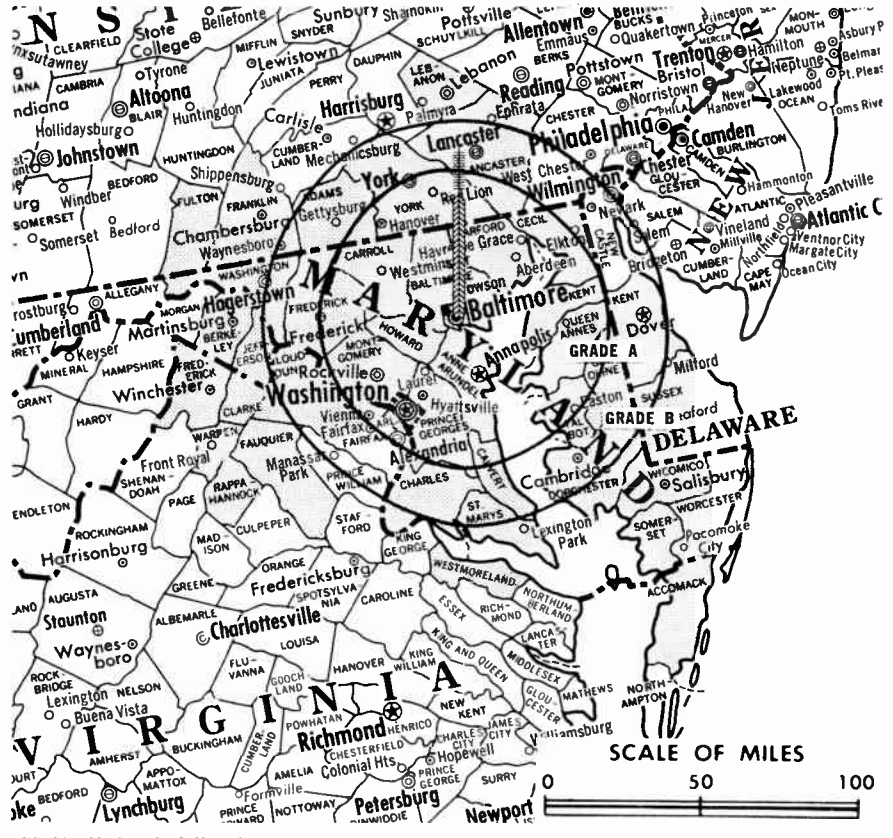
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBAL-TV Ref: FCC File No. B1MPCT-5141 Granted 8/5/68

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

## WBAL-TV

Licensee: Hearst Corp. (Radio & TV Div.), Maryland's Broadcast Center, Baltimore, Md. (21211).

Studio: Maryland's Broadcast Center, Baltimore (21211).

Telephone: 301-467-3000. TWX No.: 301-955-0200.

Ownership: Hearst Corp. (newspapers & magazines, including Baltimore News-American). Same interests operate WISN-TV, Milwaukee and WTAE (TV), Pittsburgh (through affiliation) and radio stations WBAL & FM, Baltimore, WISN & FM, Milwaukee, and WRYT & FM, Pittsburgh. Hearst Corp. also owns radio WAPA, San Juan.

Began Operation: March 11, 1948.

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

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

BRENT O. GUNTS, v.p. & general manager.  
WILLIS K. FREIERT, asst. station mgr. & director of sales.  
JOHN FRANKENFIELD, program director.  
DAVID E. MICHELS, national sales manager.  
ANN MAR, sales coordinator.  
DON PEACOCK, advertising & promotion director.  
JAY GOLDMAN, operations manager.  
J. SYDNEY KING, public service & special events manager.  
MICHAEL MEISE, news manager.  
OTTO CLAUS, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1963)

| Hour                          | 30 Min.   | 15 Min.   | Min.     | 20 Sec. | 10 Sec. |
|-------------------------------|-----------|-----------|----------|---------|---------|
| Class AA—7:30-11 p.m., daily. | \$1800.00 | \$1000.00 | \$700.00 |         |         |

Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1650.

For Other Newspapers with TV Station Ownership, see Section c.

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|------------------|------------------|----------|-----------|
| DELAWARE         |                  |          |           |
| KENT             | 21,300           | 20,200   | 94        |
| SUSSEX           | 23,200           | 21,200   | 91        |
| DIST OF COLUMBIA |                  |          |           |
| DIST OF COLUMBIA | 270,000          | 251,100  | 93        |
| MARYLAND         |                  |          |           |
| ANNE ARUNDEL     | 64,200           | 62,200   | 97        |
| BALTIMORE        | 452,500          | 438,200  | 97        |
| CALVERT          | 4,400            | 4,100    | 92        |
| CAROLINE         | 6,300            | 5,800    | 92        |
| CARROLL          | 15,600           | 15,100   | 97        |
| CECIL            | 14,200           | 13,700   | 96        |
| CHARLES          | 8,900            | 8,300    | 93        |
| DORCHESTER       | 9,400            | 8,600    | 91        |
| FREDERICK        | 21,800           | 20,800   | 96        |
| HARFORD          | 24,000           | 23,100   | 96        |
| HOWARD           | 11,400           | 11,000   | 97        |
| KENT             | 5,000            | 4,700    | 94        |
| MONTGOMERY       | 116,800          | 113,800  | 97        |
| PRINCE GEORGES   | 116,600          | 113,900  | 98        |
| QUEEN ANNES      | 5,400            | 5,000    | 93        |
| ST MARYS         | 10,200           | 9,700    | 95        |
| SOMERSET         | 5,600            | 4,900    | 88        |
| TALBOT           | 7,200            | 6,700    | 94        |
| WASHINGTON       | 29,400           | 27,800   | 95        |
| WICOMICO         | 16,400           | 15,400   | 94        |
| WORCESTER        | 7,400            | 6,500    | 89        |
| PENNSYLVANIA     |                  |          |           |
| ADAMS            | 15,300           | 14,600   | 95        |
| FRANKLIN         | 27,300           | 25,500   | 93        |
| FULTON           | 3,000            | 2,700    | 90        |
| LANCASTER        | 85,600           | 79,600   | 93        |
| LEBANON          | 27,300           | 26,100   | 95        |
| YORK             | 77,100           | 74,200   | 96        |

(Continued on page 297-b)

|                                       |           |           |    |
|---------------------------------------|-----------|-----------|----|
| STATION TOTAL                         | 1,658,200 | 1,581,200 | 95 |
| NET WEEKLY CIRCULATION (MARCH 65)     |           | 752,700   |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |           | 492,100   |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |           |           | 7  |

# Maryland—Baltimore



**WMAR-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.3"  
Longitude 76° 39' 02.8"

Transmitter: Television Hill, 3724 Parkdale Ave.

Studio: Television Park, 6400 York Rd.; P.O. Box 1957 (21203).

Telephone: 301-377-2222.

TWX No.: 301-377-4574.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, CBS.

Facsimile Service: AP, CBS.

Represented (legal) by Hogan & Hartson.

Total Households: © SRDS

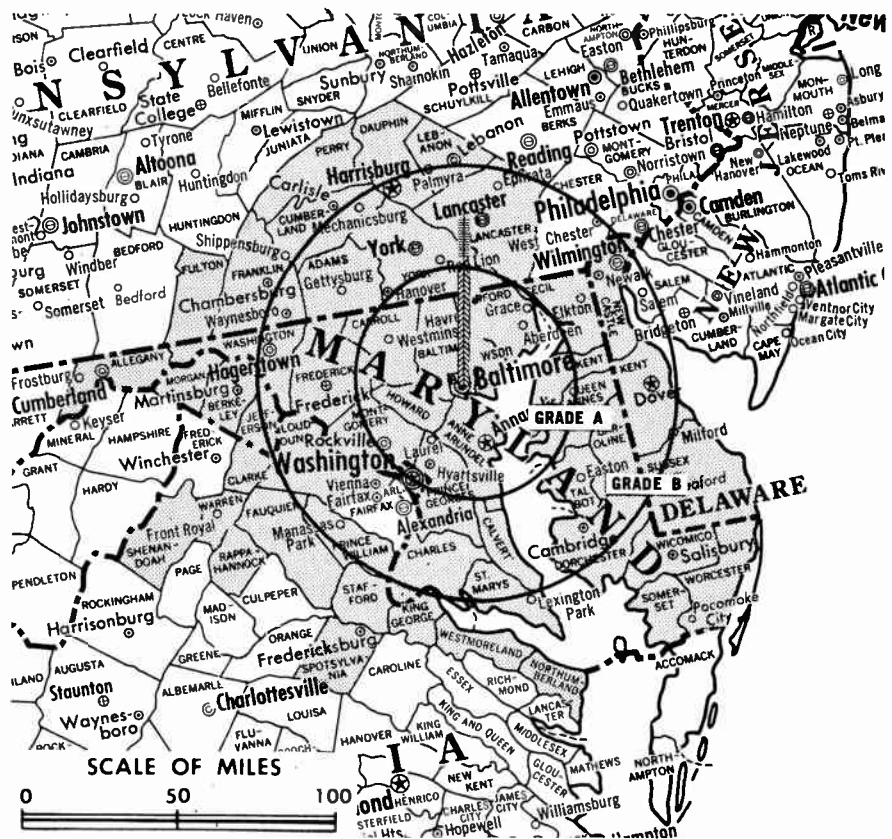
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WMAR-TV Ref: FCC File No. BPCT-3249 Granted: 11/1/63

© American Map Co., Inc., N.Y., No. 1424

## WMAR-TV

Licensee: A. S. Abell Co., Box 1957, Baltimore, Md. (21203).

Ownership: Same as Baltimore Sunpapers (Baltimore Sun and Evening Sun); Gary Black, chairman of board; William F. Schmick Jr., pres. Also owns WBOC-TV (WBOC & WBOC-FM), Salisbury, Md.

Began Operation: Oct. 27, 1947.

Represented (sales) by The Katz Agency Inc.

Personnel:

DONALD P. CAMPBELL, general manager.  
ROBERT COCHRANE, assistant general manager.  
ERNEST A. LANG, commercial manager.  
STANLEY COLE, business manager.  
A. G. PICHA, promotion & publicity manager.  
C. G. NOPPER, director of engineering.  
EDWIN B. MICK, production manager.  
THOMAS J. SEVERIN, public service director.  
DAVID V. STICKLE, film buyer & news director.  
RUSSELL JONES, chief accountant.

DIGEST OF RATE CARD NO. A20a—(Sept. 13, 1965)

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

Class AA—7:59-10:31 p.m., daily.

\$1700.00 \$960.00 \$640.00 \$480.00 \$400.00 \$225.00

NETWORK BASE HOURLY RATE: \$1650.

| STATE/COUNTY            | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-------------------------|------------------|----------|-----|
| <b>DELAWARE</b>         |                  |          |     |
| KENT                    | 21,300           | 20,200   | 94  |
| NEW CASTLE              | 100,200          | 97,300   | 97  |
| SUSSEX                  | 23,200           | 21,200   | 91  |
| <b>DIST OF COLUMBIA</b> |                  |          |     |
| DIST OF COLUMBIA        | 270,000          | 251,100  | 93  |
| <b>MARYLAND</b>         |                  |          |     |
| ALLEGANY                | 25,400           | 23,900   | 94  |
| ANNE ARUNDEL            | 64,200           | 62,200   | 97  |
| BALTIMORE               | 452,500          | 438,200  | 97  |

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------|------------------|----------|-----|
| CALVERT        | 4,400            | 4,100    | 92  |
| CAROLINE       | 6,300            | 5,800    | 92  |
| CARROLL        | 15,600           | 15,100   | 97  |
| CECIL          | 14,200           | 13,700   | 96  |
| CHARLES        | 8,900            | 8,300    | 93  |
| DORCHESTER     | 9,400            | 8,600    | 91  |
| FREDERICK      | 21,800           | 20,800   | 96  |
| HARFORD        | 24,000           | 23,100   | 96  |
| HOWARD         | 11,400           | 11,000   | 97  |
| KENT           | 5,000            | 4,700    | 94  |
| MONTGOMERY     | 116,800          | 113,800  | 97  |
| PRINCE GEORGES | 116,600          | 113,900  | 98  |
| QUEEN ANNES    | 5,400            | 5,000    | 93  |
| ST MARYS       | 10,200           | 9,700    | 95  |
| SOMERSET       | 5,600            | 4,900    | 88  |
| TALBOT         | 7,200            | 6,700    | 94  |
| WASHINGTON     | 29,400           | 27,800   | 95  |
| WICOMICO       | 16,400           | 15,400   | 94  |
| WORCESTER      | 7,400            | 6,500    | 89  |

| STATE/COUNTY        | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------------|------------------|----------|-----|
| <b>PENNSYLVANIA</b> |                  |          |     |
| ADAMS               | 15,300           | 14,600   | 95  |
| CUMBERLAND          | 40,300           | 38,800   | 96  |
| DAUPHIN             | 69,700           | 66,900   | 96  |
| FRANKLIN            | 27,300           | 25,500   | 93  |
| FULTON              | 3,000            | 2,700    | 90  |
| LANCASTER           | 85,600           | 79,600   | 93  |
| LEBANON             | 27,300           | 26,100   | 95  |
| PERRY               | 7,800            | 7,400    | 95  |
| YORK                | 77,100           | 74,200   | 96  |

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>VIRGINIA</b> |                  |          |     |
| ARLINGTON       | 97,500           | 93,900   | 96  |
| CLARKE          | 2,500            | 2,300    | 94  |
| FAUQUIER        | 7,100            | 6,500    | 91  |
| KING GEORGE     | 2,000            | 1,900    | 92  |

(Continued on page 297-b)

| STATION TOTAL | 1,929,400 | 1,842,100 | 95 |
|---------------|-----------|-----------|----|
|---------------|-----------|-----------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 818,300 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 553,000 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7       |



# No. 1 IN BALTIMORE!

For maximum Homes Reached by Baltimore stations, see any ARB or Nielsen report.\* Maryland and surrounding areas in Pennsylvania, New Jersey, Delaware, Virginia and West Virginia.

## NET WEEKLY CIRCULATION

|                             |                          |
|-----------------------------|--------------------------|
| TOTAL WEEK                  | 818,300—WMAR-TV—Number 1 |
| DAYTIME                     | 484,400—WMAR-TV—Number 1 |
| EARLY EVENING               | 401,800—WMAR-TV—Number 1 |
| PRIME TIME                  | 689,100—WMAR-TV—Number 1 |
| LATE EVENING                | 253,300—WMAR-TV—Number 1 |
| ARB TELEVISION COVERAGE/65* |                          |

A Comprehensive Report of Television Circulation  
 \* All audience measurement data used herein are estimates only, subject to errors and limitations inherent in indicated sources due to sample size and selection, and other methodological procedures.

WMAR-TV was the 11th station on the air in the nation and the 2nd station to join the CBS Network. In keeping with this traditional policy of leadership, WMAR-TV is fully color-equipped, including RCA TK 42 Studio cameras and 4V color film chain.

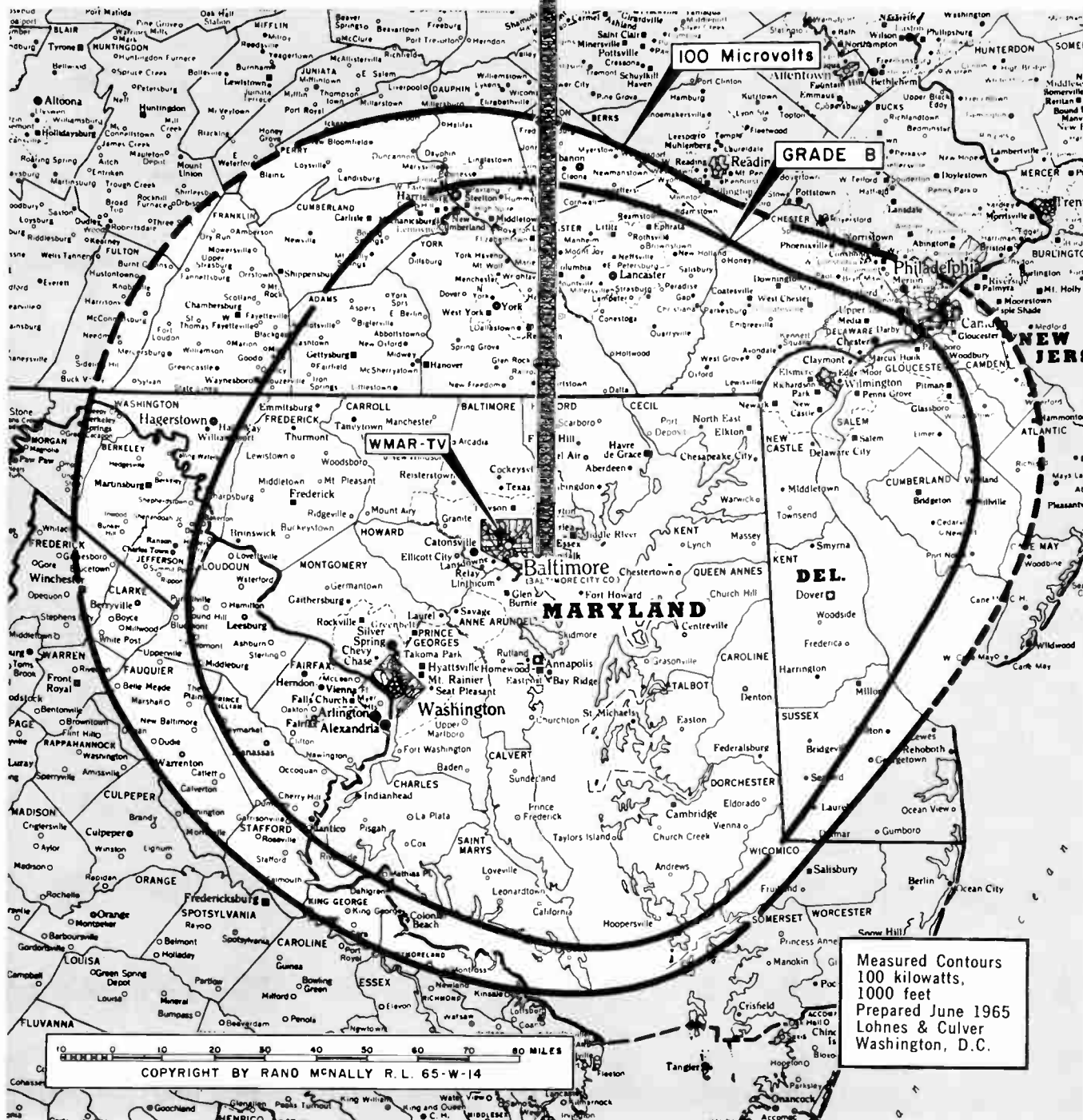
In Maryland Most People Watch **COLOR-FULL**

# WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION

TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.





# Maryland—Baltimore



**WJZ-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"

Longitude 76° 39' 2.8"

Transmitter: Television Hill.

Telephone: 301-664-7600.

TWX No.: 301-955-1178.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP, UPI, Group W News Bureau.

Facsimile Service: AP.

News Film Service: ABC.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded areas) based on 1965  
 ARB study.

WJZ-TV Ref: FCC File No. BPCT-2248 Granted 2/5/57

©American Map Co., Inc., N.Y., No. 1424

## WJZ-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., Television Hill, Baltimore (21211).

Studio: Television Hill.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, pres.; R. V. Tooke, exec. v.p., group & staff operations; Larry H. Israel, exec. v.p., station operations; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); B. Wolfe, v.p., engineering; Richard M. Pack, v.p., programming; Alexander W. Dannenbaum Jr., v.p., marketing; J. K. Mikita, v.p., finance & admin.; David N. Lewis, national advertising & sales promotion mgr. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KPIX, San Francisco, KDKA-TV, Pittsburgh; and 6 radio stations.

Began Operation: Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18-19, 26).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- HERBERT B. CAHAN, area vice president.
- KENNETH T. MacDONALD, general manager.
- ROBERT L. BRYAN, sales manager.
- JAMES HODGETT, assistant sales manager.
- JOSEPH A. SMITH, marketing director.
- JOHN QUIGLEY, program manager & film buyer.
- TODD A. SPOERI, promotion manager.
- GEREN W. MORTENSEN, public relations manager.
- CHARLES S. BLAIR JR., chief engineer.
- JAMES MELINDER, business manager.

DIGEST OF RATE CARD NO. 23—(June 1, 1965)

| Hour                           | 30 Min.   | 15 Min.   | 5 Min.   | Min.     | 20 Sec.  | ID       |
|--------------------------------|-----------|-----------|----------|----------|----------|----------|
| Class AAA—7:30-11 p.m., daily. | \$1750.00 | \$1050.00 | \$700.00 | \$525.00 | \$500.00 | \$250.00 |
| NETWORK BASE HOURLY RATE:      | \$1650.   |           |          |          |          |          |

For Group W Corporate Data,  
 see Listing under Group Ownership.

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | PER |
|------------------|------------------|----------|-----|
| DELAWARE         |                  |          |     |
| KENT             | 21,300           | 20,200   | 94  |
| NEW CASTLE       | 100,200          | 97,300   | 97  |
| SUSSEX           | 23,200           | 21,200   | 91  |
| DIST OF COLUMBIA |                  |          |     |
| DIST OF COLUMBIA | 270,000          | 251,100  | 93  |
| MARYLAND         |                  |          |     |
| ANNE ARUNDEL     | 64,200           | 62,200   | 97  |
| BALTIMORE        | 452,500          | 438,200  | 97  |
| CALVERT          | 4,400            | 4,100    | 92  |
| CAROLINE         | 6,300            | 5,800    | 92  |
| CARROLL          | 15,600           | 15,100   | 97  |
| CECIL            | 14,200           | 13,700   | 96  |
| CHARLES          | 8,900            | 8,300    | 93  |
| DORCHESTER       | 9,400            | 8,600    | 91  |
| FREDERICK        | 21,800           | 20,800   | 96  |
| HARFORD          | 24,000           | 23,100   | 96  |
| HOWARD           | 11,400           | 11,000   | 97  |
| KENT             | 5,000            | 4,700    | 94  |
| MONTGOMERY       | 116,800          | 113,800  | 97  |
| PRINCE GEORGES   | 116,600          | 113,900  | 98  |
| QUEEN ANNES      | 5,400            | 5,000    | 93  |
| ST MARYS         | 10,200           | 9,700    | 95  |
| SOMERSET         | 5,600            | 4,900    | 88  |
| TALBOT           | 7,200            | 6,700    | 94  |
| WASHINGTON       | 29,400           | 27,800   | 95  |
| WICOMICO         | 16,400           | 15,400   | 94  |
| WORCESTER        | 7,400            | 6,500    | 89  |
| PENNSYLVANIA     |                  |          |     |
| ADAMS            | 15,300           | 14,600   | 95  |
| FRANKLIN         | 27,300           | 25,500   | 93  |
| FULTON           | 3,000            | 2,700    | 90  |
| LANCASTER        | 85,600           | 79,600   | 93  |
| LEBANON          | 27,300           | 26,100   | 95  |
| YORK             | 77,100           | 74,200   | 96  |

(Continued on next page)

|                                       |           |           |    |
|---------------------------------------|-----------|-----------|----|
| STATION TOTAL                         | 1,762,500 | 1,684,400 | 96 |
| NET WEEKLY CIRCULATION (MARCH 65)     |           | 783,800   |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |           | 500,100   |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |           |           | 7  |

# Maryland—Baltimore

## WBAL-TV

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------------|------------------|----------|-----|
| <b>VIRGINIA</b>      |                  |          |     |
| ACCUMACK             | 9,500            | 8,200    | 86  |
| ARLINGTON            | 97,500           | 93,900   | 96  |
| CLARKE               | 2,500            | 2,300    | 94  |
| FAUQUIER             | 7,100            | 6,500    | 91  |
| FREDERICK            | 12,300           | 11,500   | 93  |
| LOUDOUN              | 7,200            | 6,700    | 92  |
| RAPPAHANNOCK         | 1,300            | 1,200    | 88  |
| WARREN               | 4,500            | 4,000    | 89  |
| WESTMORELAND         | 3,300            | 2,800    | 85  |
| <b>WEST VIRGINIA</b> |                  |          |     |
| BERKELEY             | 10,200           | 9,600    | 94  |

## WMAR-TV

(ARB Data Continued)

| STATE/COUNTY                | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------------------|------------------|----------|-----|
| <b>VIRGINIA (CONTINUED)</b> |                  |          |     |
| LOUDOUN                     | 7,200            | 6,700    | 92  |
| NORTHUMBERLAND              | 3,000            | 2,700    | 90  |
| PRINCE WILLIAM              | 15,900           | 15,300   | 96  |
| RAPPAHANNOCK                | 1,300            | 1,200    | 88  |
| SHENANDOAH                  | 7,000            | 6,500    | 96  |
| SPOTSYLVANIA                | 8,400            | 7,700    | 92  |
| STAFFORD                    | 5,500            | 5,100    | 93  |
| WARREN                      | 4,500            | 4,000    | 89  |
| WESTMORELAND                | 3,300            | 2,800    | 85  |
| <b>WEST VIRGINIA</b>        |                  |          |     |
| BERKELEY                    | 10,200           | 9,600    | 94  |
| JEFFERSON                   | 5,300            | 4,900    | 93  |
| MORGAN                      | 2,500            | 2,200    | 91  |

## WJZ-TV

(ARB Data Continued)

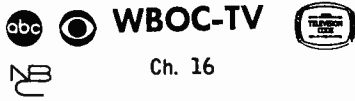
| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------------|------------------|----------|-----|
| <b>VIRGINIA</b>      |                  |          |     |
| CLARKE               | 2,500            | 2,300    | 94  |
| FAIRFAX              | 91,600           | 89,300   | 98  |
| FAUQUIER             | 7,100            | 6,500    | 91  |
| LOUDOUN              | 7,200            | 6,700    | 92  |
| PRINCE WILLIAM       | 15,900           | 15,300   | 96  |
| RAPPAHANNOCK         | 1,300            | 1,200    | 88  |
| SPOTSYLVANIA         | 8,400            | 7,700    | 92  |
| STAFFORD             | 5,500            | 5,100    | 93  |
| WARREN               | 4,500            | 4,000    | 89  |
| <b>WEST VIRGINIA</b> |                  |          |     |
| BERKELEY             | 10,200           | 9,600    | 94  |
| JEFFERSON            | 5,300            | 4,900    | 93  |



**Cognoscenti  
Read  
Television Digest**

Turn to page 249-c  
for just a few of their reasons

# Maryland—Salisbury



Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 200-kw visual, 40-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level.

Latitude 38° 24' 15"  
Longitude 75° 34' 45"

Transmitter: Northwood Drive.

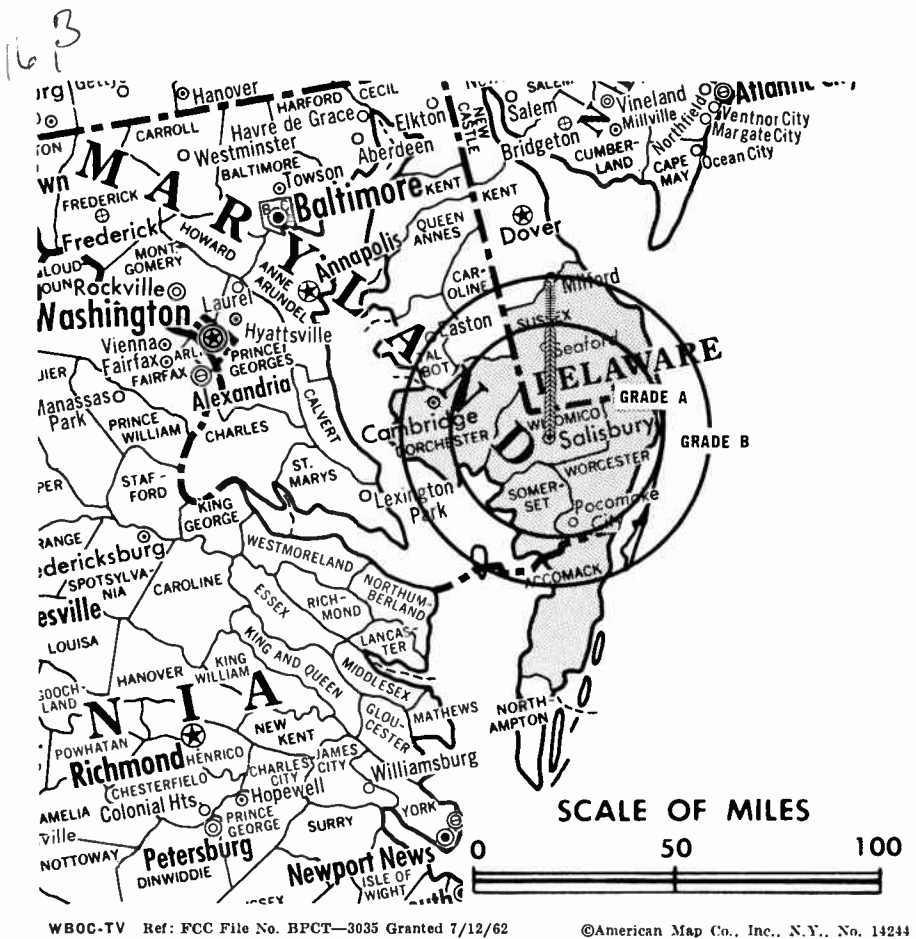
AM Affiliate: WBOC, 5-kw (1-kw night), 960 kc.

FM Affiliate: WBOC-FM, 63-kw, 94.3 mc (No. 232), 590-ft. antenna height.

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBOC-TV Ref: FCC File No. BPC7-3035 Granted 7/12/62

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

## WBOC-TV

Network Service: ABC, CBS, NBC.  
Licensee: WBOC Inc., Radio-TV Park, Salisbury, Md. (21801).  
Studio: Radio-TV Park.  
Telephone: 301-749-6131.  
TWX No.: 301-344-4947.  
Ownership: WBOC Inc. Solely-owned subsidiary of The A. S. Abell Co., owner of WMAR-TV, Baltimore.  
Began Operation: July 15, 1954.  
Represented (sales) by Venard, Torbet & McConnell Inc.  
Represented (legal) by Hogan & Hartson.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
CHARLES J. TRUITT, v.p. & general manager.  
BOBBY O. BEACH, assistant secretary-treasurer.  
JOHN W. DOWNING JR., program director.  
JACK W. WARD, chief engineer.  
CARROLL LONG, farm director.

### DIGEST OF RATE CARD NO. 5 (September 1, 1963)

| Hour                             | 30 Min.      | 15 Min.      | 5 Min.       | Min.    | 20 Sec. | ID              |
|----------------------------------|--------------|--------------|--------------|---------|---------|-----------------|
| Class AA—7:30-10:30 p.m., daily. | \$250.00     | \$150.00     | \$100.00     | \$75.00 | \$60.00 | \$48.00 \$30.00 |
| NETWORK BASE HOURLY RATE:        | \$200 (ABC), | \$200 (CBS), | \$200 (NBC). |         |         |                 |

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------------------------------|------------------|----------|-----|
| DELAWARE                              |                  |          |     |
| SUSSEX                                | 23,200           | 21,200   | 91  |
| MARYLAND                              |                  |          |     |
| DORCHESTER                            | 9,400            | 8,600    | 91  |
| SOMERSET                              | 5,600            | 4,900    | 88  |
| WICOMICO                              | 16,400           | 15,400   | 94  |
| WORCESTER                             | 7,400            | 6,500    | 89  |
| VIRGINIA                              |                  |          |     |
| ACCOMACK                              | 9,500            | 8,200    | 86  |
| STATION TOTAL                         | 71,500           | 64,800   | 91  |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  | 41,800   |     |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  | 33,700   |     |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  |          | 6   |

## Daniels & Associates

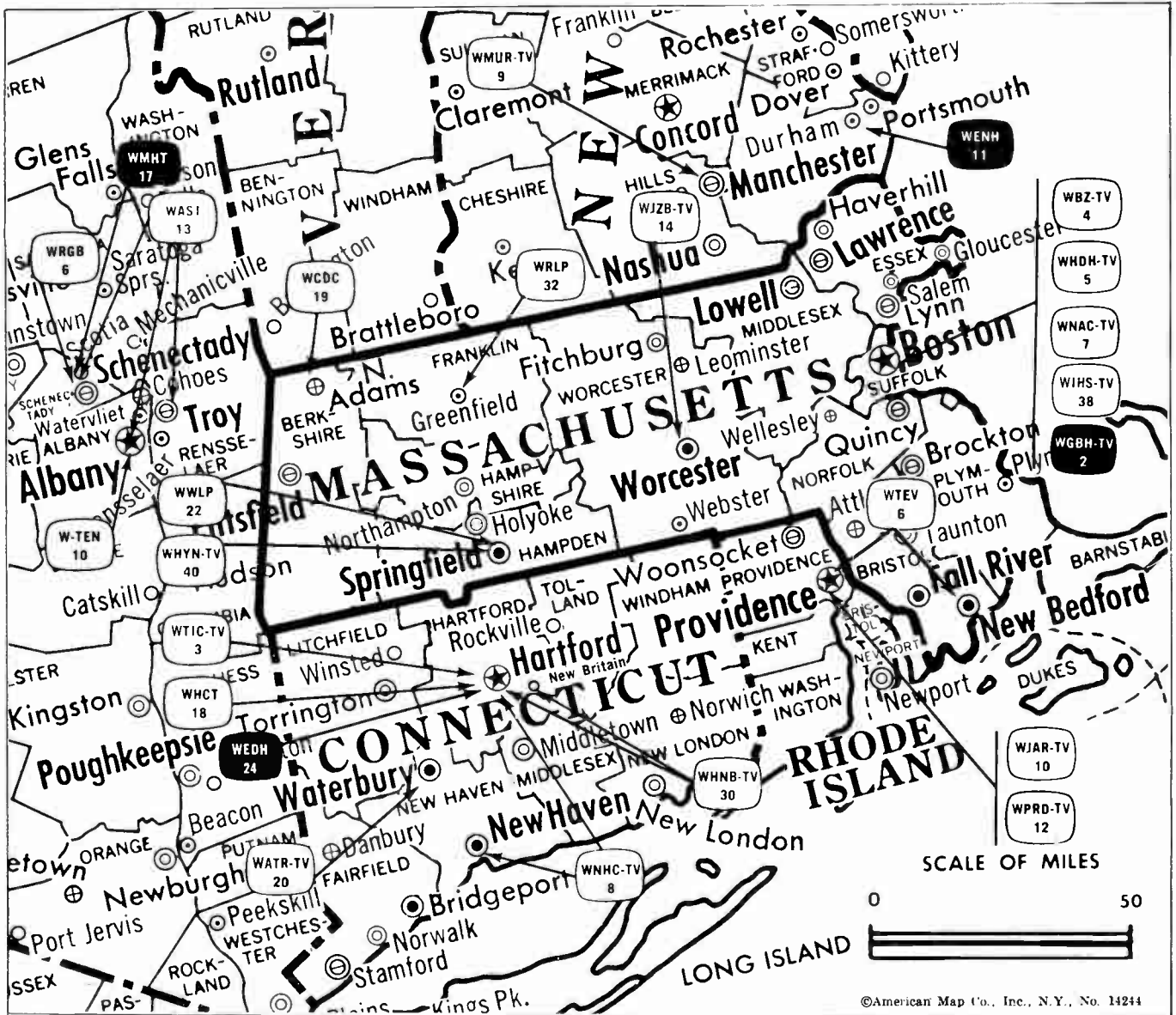
THE PIONEER CATV BROKER

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206  
(303) 388-5888



| Market              | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|---------------------|----------------------------|------|-------------|------|---------------|------|
| Boston              | 1,675,000                  | 5    | 2,199,900   | 5    | 2,126,800     | 5    |
| Springfield-Holyoke | 243,300                    | 78   | 523,600     | 55   | 502,000       | 54   |

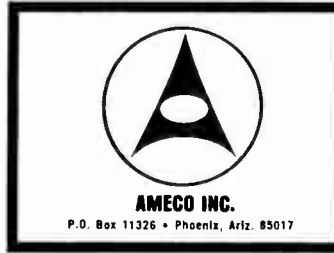
Massachusetts Station Status as of Feb. 1, 1966

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 3   | 6   | 9     |
| Educational Television Stations | 1   | 0   | 1     |
|                                 |     |     | 10    |

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

**WTEV**  
 New Bedford  
 (See Providence, R.I.)

For Educational Facilities, See Next Page



**AMECO "SALESMOBILE SERVICE"**  
 IN MASSACHUSETTS  
 DON LEMIR  
 P.O. Box 247 Manchester, New Hampshire  
 Phone: 603-627-2122  
 Harrisburg Warehouse 717-737-3792

# Massachusetts—Adams



**WCDC**

Ch. 19



1213

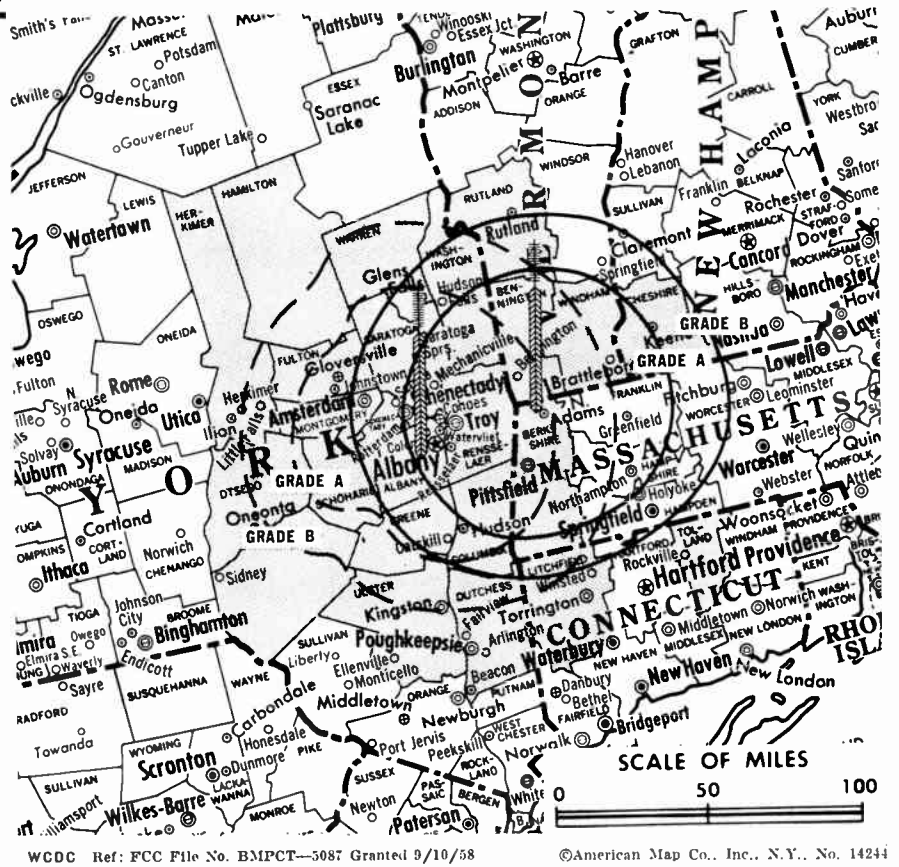
[Satellite of WTEN, Albany, N.Y.]

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 116-kw visual, 22.9-kw aural. Antenna: 2104-ft. above av. terrain, 244-ft. above ground, 3694-ft. above sea level.

Latitude 42° 38' 11"  
Longitude 73° 10' 04"

Transmitter: Atop Mt. Greylock, Adams, Mass.

Note: Pittsfield, Mass. is within 50-mi. radius of WCDC.



County coverage (shaded areas) based on 1967 ARB study.

## WCDC

Network Service: CBS, same as W-TEN, Albany, N.Y.  
 Licensee: Capital Cities Broadcasting Corp., Box 10, Albany, N.Y. (12201).  
 Studio: W-TEN, North Greenbush, N.Y.  
 Telephone: Albany, 518-271-2345. TWX No.: 518-241-6290.  
 Ownership: Same as W-TEN.  
 Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8).  
 Personnel: Same as W-TEN, Albany, N.Y.  
 Rates: Sold only in combination with W-TEN, Albany, N.Y.  
**NETWORK BASE HOURLY RATE: Bonus to W-TEN, Albany, N.Y.**

ARB Data For This Station Included With Report Of Parent WTEN, Albany, N.Y. Above Map Shows Coverage For Both Parent & Satellite.

**MORTON FLOM, ENG.**  
**CONSULTING ENGINEER**  
 Confidential Reports, Tropo-Scatter  
 Briefs, Feasibility Tests  
 Analysis, Design, Projection and  
 Management Studies

514-484-4883

5814 Hudson Avenue  
 Cote St. Luc 29  
 Montreal, Canada

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

### WGBH-TV

Boston  
 Ch. 2

Non-Commercial Educational Station

(Affiliated with Eastern Educational Network and N.E.T.)

Licensee: WGBH Educational Foundation, 238 Main St., Cambridge, Mass. (02142).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 233-ft. above ground, 849-ft. above sea level.

Latitude 42° 12' 42"  
 Longitude 71° 06' 51"

### WBZ-TV, Boston

(ARB Data Continued)

| STATE/COUNTY             | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|--------------------------|------------------|----------------|-----|
| RHODE ISLAND (Continued) |                  |                |     |
| KENT                     | 38,900           | 38,100         | 98  |
| NEWPORT                  | 23,900           | 23,200         | 97  |
| PROVIDENCE               | 187,600          | 182,400        | 97  |
| WASHINGTON               | 18,200           | 17,600         | 96  |
| VERMONT                  |                  |                |     |
| BENNINGTON               | 8,000            | 7,600          | 94  |
| CALEDONIA                | 6,900            | 6,500          | 95  |
| WINDHAM                  | 9,600            | 8,600          | 90  |
| WINDSOR                  | 13,300           | 12,500         | 94  |

# Massachusetts—Boston



**WBZ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.24-kw visual, 5.62-kw aural. Antenna: 1182-ft. above av. terrain, 1194-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

TV tape: Recording facilities.

AM Affiliate: WBZ, 50-kw, 1030 kc.

FM Affiliate: WBZ-FM, 2.8-kw, 106.7 mc (No. 294), 1040-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS

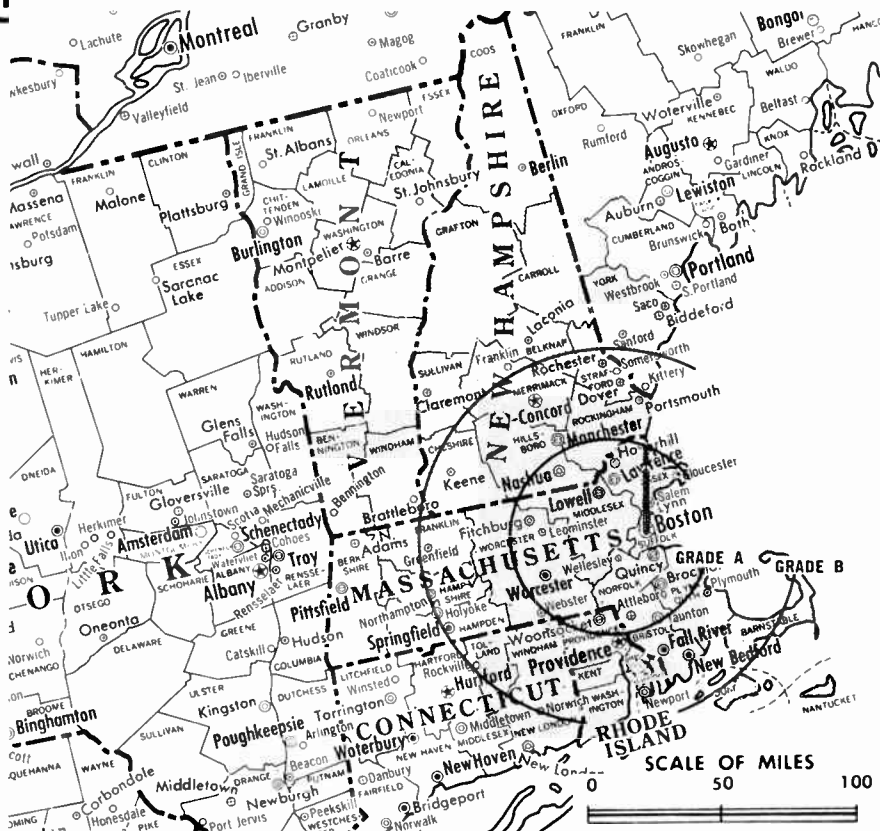
Consumer Market Data as of 1/1/66.

TV Homes: TVG and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBZ-TV Ref: FCC File No. B14T-2072 Granted 2/8/56

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

## WBZ-TV

Licensee: A Group W Station, Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd., Boston, Mass. (02134).

Studio: 1170 Soldiers Field Rd.

Telephone: 617-254-5670. TWX No.: 617-788-3534.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, pres. & chairman; L. H. Israel, exec. v.p.; Joseph Mikita, sr. v.p. For other Westinghouse executives, see listing under Group Ownership. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Philadelphia (KYW); KPX, San Francisco; WJZ-TV, Baltimore; and radio stations WOWO, Fort Wayne, Ind.; WINS, New York City; WIND, Chicago.

Began Operation: June 9, 1948.

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

DONALD H. MCGANNON, president.  
W. C. SWARTLEY, v.p. (Boston).  
LAMONT L. THOMPSON, general manager.  
H. V. GREENE JR., assistant general manager.  
JOHN M. ROHRBACH JR., sales manager.  
GEORGE ANDERSON, assistant sales manager.  
WILLIAM E. WUERCH, program manager.  
THOMAS J. KNOTT, asst. program manager.  
ALFRED R. KELMAN, public affairs director.  
RONALD LITTLE, executive producer.  
JOSEPH A. RYAN, public relations director.  
JACK AGNEW, advertising and sales promotion manager.  
W. H. HAUSER, director of engineering.  
GLENN H. LAHMAN, chief engineer.  
A. A. PALMER, business manager.  
J. R. WRIGHT, manager, research & development.

### DIGEST OF RATE CARD NO. 18

(Jan. 1, 1966)

| Hour                            | 30 Min.   | 15 Min.   | Min.      | 20 Sec.    | 8 or 10 Sec. |
|---------------------------------|-----------|-----------|-----------|------------|--------------|
| Class A—6:30-11:30 p.m., daily. | \$3000.00 | \$1800.00 | \$1180.00 | \$1725.00* | \$1100.00*   |
|                                 |           |           |           | \$600.00*  |              |

\*Class AA—6:59-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$3250.

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|---------------------------|------------------|------------------|-----------|
| <b>CONNECTICUT</b>        |                  |                  |           |
| NEW LONDON                | 58,800           | 55,900           | 95        |
| TOLLAND                   | 20,900           | 20,000           | 96        |
| WINDHAM                   | 22,100           | 21,100           | 96        |
| <b>MAINE</b>              |                  |                  |           |
| YORK                      | 31,200           | 30,300           | 97        |
| <b>MASSACHUSETTS</b>      |                  |                  |           |
| BARNSTABLE                | 25,400           | 24,400           | 96        |
| BRISTOL NORTH             | 41,300           | 40,300           | 97        |
| BRISTOL SOUTH             | 85,900           | 83,700           | 97        |
| DUKES                     | 2,100            | 1,900            | 91        |
| ESSEX                     | 186,500          | 181,800          | 97        |
| FRANKLIN                  | 17,300           | 16,100           | 93        |
| HAMPSHIRE                 | 29,300           | 27,900           | 95        |
| MIDDLESEX                 | 374,800          | 365,100          | 97        |
| NANTUCKET                 | 1,200            | 1,100            | 93        |
| NORFOLK                   | 159,500          | 156,100          | 98        |
| PLYMOUTH                  | 81,100           | 78,800           | 97        |
| SUFFOLK                   | 247,500          | 234,700          | 95        |
| WORCESTER                 | 177,900          | 172,400          | 97        |
| <b>NEW HAMPSHIRE</b>      |                  |                  |           |
| BELKNAP                   | 9,300            | 9,000            | 97        |
| CARROLL                   | 5,300            | 5,100            | 96        |
| CHESHIRE                  | 14,600           | 13,700           | 94        |
| GRAFTON                   | 15,000           | 14,000           | 93        |
| HILLSBOROUGH              | 59,000           | 57,300           | 97        |
| MERRIMACK                 | 21,300           | 20,400           | 95        |
| ROCKINGHAM                | 34,200           | 33,100           | 97        |
| STRAFFORD                 | 19,200           | 18,500           | 96        |
| SULLIVAN                  | 9,200            | 8,500            | 93        |
| <b>RHODE ISLAND</b>       |                  |                  |           |
| BRISTOL                   | 12,500           | 12,200           | 98        |
| (Continued on page 300-b) |                  |                  |           |
| <b>STATION TOTAL</b>      | <b>2,068,800</b> | <b>1,999,900</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,673,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,252,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Massachusetts—Boston



**WHDH-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 64.6-kw visual, 10.5-kw aural. Antenna: 1142-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 27"  
Longitude 71° 13' 27"

Transmitter: Chestnut St., Newton, Mass.

Studio: 50 Morrissey Boulevard.

TV tape: Recording facilities.

AM Affiliate: WHDH, 50-kw, 850 kc.

FM Affiliate: WHDH-FM, 4.3-kw, 94.5 mc (No. 233) 980-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

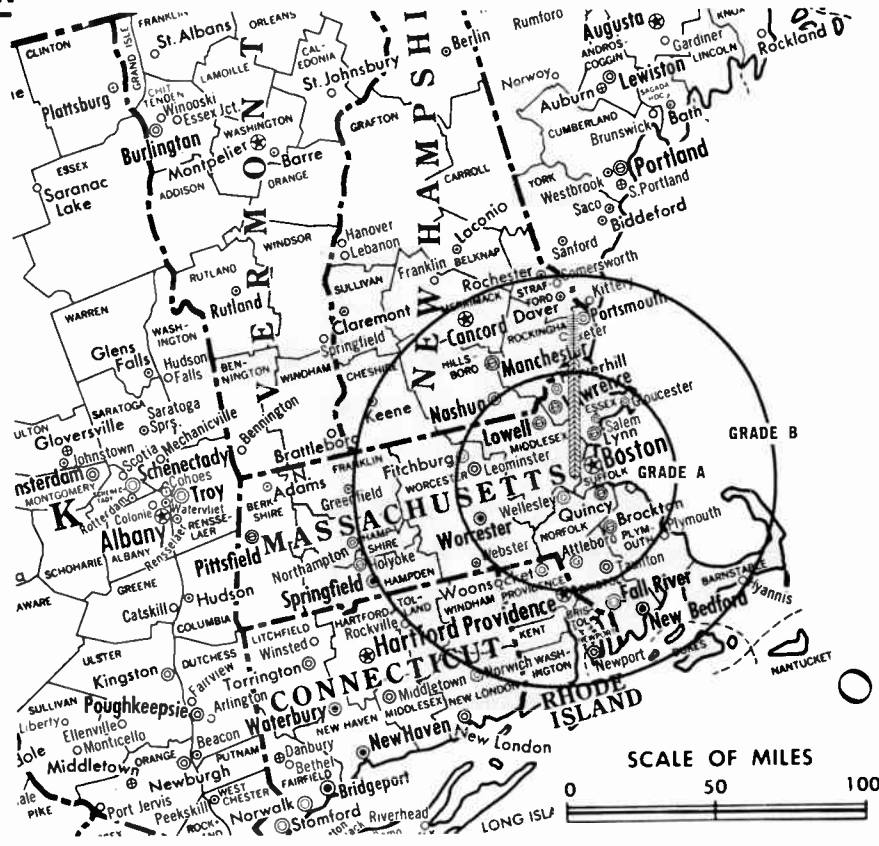
Consumer Market Data as of 1/1/66

TV Homes: TVG and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WHDH-TV Ref: FCC File No. BPT-248 Granted 4/24/57

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

## WHDH-TV

Grantee: WHDH Inc., 50 Morrissey Boulevard, Boston, Mass. (02125).

Telephone: 617-288-5000.

TWX No.: 617-288-5115.

Ownership: Subsidiary of Boston Herald-Traveler; George E. Akerson, pres.; Roger P. Talmadge, treas. Note: Operating under STA pending outcome of rehearing on grant of Ch. 5 (Television Digest, Vol. 16:29).

Began Operation: Nov. 26, 1957.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

### Personnel:

- GEORGE E. AKERSON, president.
- WILLIAM B. McGRATH, executive vice president.
- ALEXANDER M. TANGER, sr. vice president.
- ROBERT B. CHEYNE, v.p. & director of station relations.
- JOHN M. DAY, v.p. & director of news & public affairs.
- JOSEPH LEVINE, director of TV programs & operations.
- DAVID ABBOTT, national sales manager.
- HARRY WHEELER, local sales manager.
- PHILIP BALDWIN, chief engineer.

### DIGEST OF RATE CARD NO. 7

(Oct. 1, 1965)

| Hour                              | 30 Min.   | 15 Min.   | 5 Min.    | Min. or 20 Sec. | ID                 |
|-----------------------------------|-----------|-----------|-----------|-----------------|--------------------|
| Class AAA—8-11 p.m., daily.       | \$4000.00 | \$2400.00 | \$1600.00 | \$1200.00       | \$1100.00 \$550.00 |
| NETWORK BASE HOURLY RATE: \$3250. |           |           |           |                 |                    |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| CONNECTICUT  |                  |          |     |
| NEW LONDON   | 58,800           | 55,900   | 95  |
| TOLLAND      | 20,900           | 20,000   | 96  |
| WINDHAM      | 22,100           | 21,100   | 96  |

|               |           |           |    |
|---------------|-----------|-----------|----|
| MAINE         |           |           |    |
| YORK          | 31,200    | 30,300    | 97 |
| MASSACHUSETTS |           |           |    |
| BARNSTABLE    | 25,400    | 24,400    | 96 |
| BRISTOL NORTH | 41,300    | 40,300    | 97 |
| BRISTOL SOUTH | 85,900    | 83,700    | 97 |
| DUKES         | 2,100     | 1,900     | 91 |
| ESSEX         | 186,500   | 181,800   | 97 |
| FRANKLIN      | 17,300    | 16,100    | 93 |
| HAMPODEN      | 138,000   | 133,400   | 97 |
| HAMPSHIRE     | 29,300    | 27,900    | 95 |
| MIDDLESEX     | 374,800   | 365,100   | 97 |
| NANTUCKET     | 1,200     | 1,100     | 93 |
| NORFOLK       | 159,500   | 156,100   | 98 |
| PLYMOUTH      | 81,100    | 78,800    | 97 |
| SUFFOLK       | 247,500   | 234,700   | 95 |
| WORCESTER     | 177,900   | 172,400   | 97 |
| NEW HAMPSHIRE |           |           |    |
| BELKNAP       | 9,300     | 9,000     | 97 |
| CARROLL       | 5,300     | 5,100     | 96 |
| CHESHIRE      | 14,600    | 13,700    | 94 |
| GRAFTON       | 15,000    | 14,000    | 93 |
| HILLSBOROUGH  | 59,000    | 57,300    | 97 |
| MERRIMACK     | 21,300    | 20,400    | 95 |
| ROCKINGHAM    | 34,200    | 33,100    | 97 |
| STRAFFORD     | 19,200    | 18,500    | 96 |
| SULLIVAN      | 9,200     | 8,500     | 93 |
| RHODE ISLAND  |           |           |    |
| BRISTOL       | 12,500    | 12,200    | 98 |
| KENT          | 38,900    | 38,100    | 98 |
| NEWPORT       | 23,900    | 23,200    | 97 |
| PROVIDENCE    | 187,600   | 182,400   | 97 |
| WASHINGTON    | 18,200    | 17,600    | 96 |
| VERMONT       |           |           |    |
| BENNINGTON    | 8,000     | 7,600     | 94 |
| WINDHAM       | 9,600     | 8,600     | 90 |
| WINDSOR       | 13,300    | 12,500    | 94 |
| STATION TOTAL | 2,199,900 | 2,126,800 | 97 |

|                                       |           |
|---------------------------------------|-----------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 1,675,000 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 1,198,800 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7         |



# Massachusetts—Boston

**WIHS-TV**



Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 1000-kw max. and 214-kw horizontal visual, 500-kw max. and 107-kw horizontal aural. Antenna: Directional, 740-ft. above av. terrain, 830-ft. above ground, 840-ft. above sea level.

Latitude 42° 20' 50"  
Longitude 71° 04' 57"

Transmitter: Prudential Tower Bldg., Boston.

TV tape: Recording facilities.

News Wire Service: UPI.



WIHS-TV Ref: FCC File No. B1PCT-3156 Granted 5/16/63

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

## WIHS-TV

Network Service: NBC (secondary affiliation).

Licensee: New Boston Television Inc., 25 Granby St., Boston, Mass. (02215).

Studio: Prudential Tower.

Telephones: 617-542-5682, Copley 7-7030.

Ownership: Boston Catholic Television Center Inc., 90%; Austin A. Harrison, 10%.

Began Operation: Oct. 12, 1964.

Represented (sales) by George P. Hollingbery Co.

Personnel:

AUSTIN A. HARRISON, president & general manager.  
DONALD WISE, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1964)

| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 10 Sec.  |         |
|----------------------------------|----------|----------|----------|----------|----------|---------|
| Class AA—7:30-10:30 p.m., daily. | \$500.00 | \$300.00 | \$200.00 | \$130.00 | \$120.00 | \$60.00 |

ARB Data Not Available.

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE

NEW YORK, N.Y.

# Massachusetts—Boston

## abc WNAC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"  
Longitude 71° 13' 00"

Requests 63.2-kw aural.

Transmitter: Tower Road, Newton, Mass.

TV tape: Recording facilities.

AM Affiliate: WNAC, 50-kw, 680 kc.

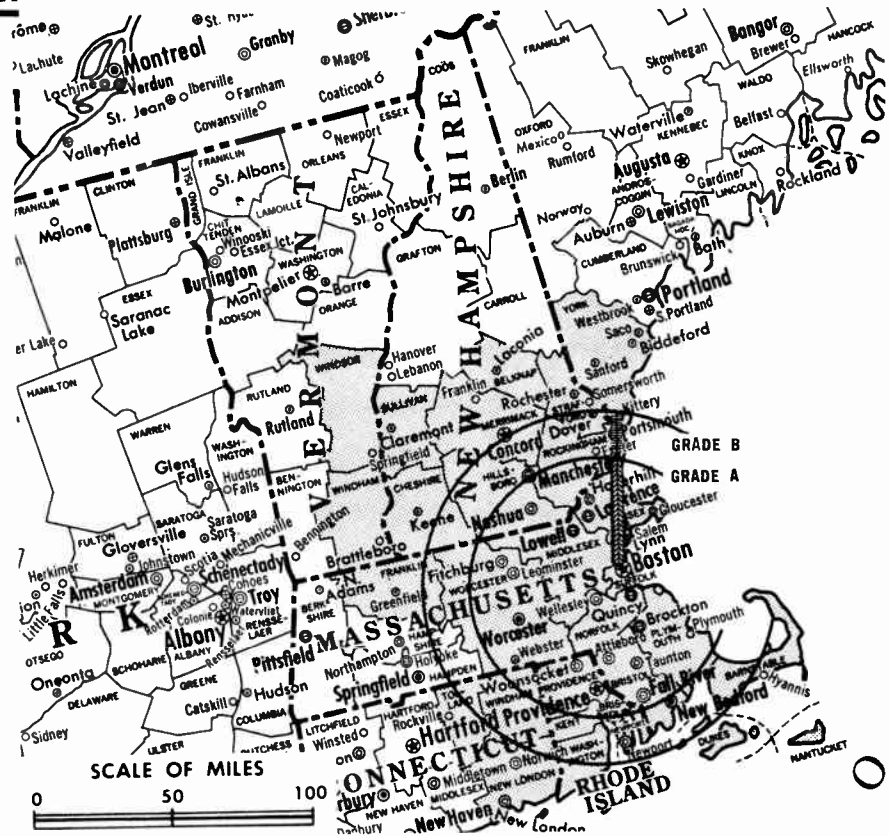
FM Affiliate: WRKO (FM), 11-kw, 98.5 mc (No. 253), 910-ft.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI, ABC.

Facsimile Service: UPI.

Total Households: © SRDN  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNAC-TV Ref: FCC File No. BPC-T-3057 Granted 3/27/63 ©American Map Co., Inc., N.Y., No. 14244

## WNAC-TV

Licensee: RKO General Inc. (Yankee Division), 21 Brookline Ave., Boston, Mass. (02215).

Studio: 21 Brookline Ave.

Telephone: 617-266-0800. TWX No.: 617-094-6423.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by RKO General Broadcasting National Sales.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

WILLIAM M. McCORMICK, vice president & general manager.  
LAD HLAVATY, director of engineering.  
HARRY OWEN, engineer in charge, television.  
EUGENE MITCHELL, director of sales.  
JAMES A. GATES, sales manager.  
ALVIN KORN, advertising & promotion director.  
GEORGE CYR, programming director & film buyer.  
GUY GIAMPAPA, film manager.

### DIGEST OF RATE CARD NO. 15 (June 1, 1964)

| Hour                                                                            | 30 Min.   | 15 Min.   | 5 Min.    | Min. or 20 Sec. | 10 Sec.   |          |
|---------------------------------------------------------------------------------|-----------|-----------|-----------|-----------------|-----------|----------|
| Class AAA—7:30-10:59 p.m., Mon.-Fri.; 7-10:59 p.m., Sat.; 5:30-10:59 p.m., Sun. | \$3250.00 | \$1950.00 | \$1250.00 | \$825.00        | \$1050.00 | \$525.00 |
| NETWORK BASE HOURLY RATE: \$3000.                                               |           |           |           |                 |           |          |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| CONNECTICUT  |                  |          |     |
| NEW LONDON   | 58,800           | 55,900   | 95  |
| TOLLAND      | 20,900           | 20,000   | 96  |
| WINDHAM      | 22,100           | 21,100   | 96  |

|               |           |           |    |
|---------------|-----------|-----------|----|
| MAINE         |           |           |    |
| YORK          | 31,200    | 30,300    | 97 |
| MASSACHUSETTS |           |           |    |
| BARNSTABLE    | 25,400    | 24,400    | 96 |
| BRISTOL NORTH | 41,300    | 40,300    | 97 |
| BRISTOL SOUTH | 85,900    | 83,700    | 97 |
| DUKES         | 2,100     | 1,900     | 91 |
| ESSEX         | 186,500   | 181,800   | 97 |
| FRANKLIN      | 17,300    | 16,100    | 93 |
| MIDDLESEX     | 374,800   | 365,100   | 97 |
| NANTUCKET     | 1,200     | 1,100     | 93 |
| NORFOLK       | 159,500   | 156,100   | 98 |
| PLYMOUTH      | 81,100    | 78,800    | 97 |
| SUFFOLK       | 247,500   | 234,700   | 95 |
| WORCESTER     | 177,900   | 172,400   | 97 |
| NEW HAMPSHIRE |           |           |    |
| BELKNAP       | 9,300     | 9,000     | 97 |
| CHESHIRE      | 14,600    | 13,700    | 94 |
| HILLSBOROUGH  | 59,000    | 57,300    | 97 |
| MERRIMACK     | 21,300    | 20,400    | 95 |
| ROCKINGHAM    | 34,200    | 33,100    | 97 |
| STRAFFORD     | 19,200    | 18,500    | 96 |
| SULLIVAN      | 9,200     | 8,500     | 93 |
| RHODE ISLAND  |           |           |    |
| BRISTOL       | 12,500    | 12,200    | 98 |
| KENT          | 38,900    | 38,100    | 98 |
| NEWPORT       | 23,900    | 23,200    | 97 |
| PROVIDENCE    | 187,600   | 182,400   | 97 |
| WASHINGTON    | 18,200    | 17,600    | 96 |
| VERMONT       |           |           |    |
| WINDHAM       | 9,600     | 8,600     | 90 |
| WINDSOR       | 13,300    | 12,500    | 94 |
| STATION TOTAL | 2,004,300 | 1,938,800 | 97 |

NET WEEKLY CIRCULATION (MARCH 65) 1,623,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,082,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

See Group Ownership Section for RKO Corporate Officials

# Massachusetts—Greenfield



**WRLP**

Ch. 32

1776

[Satellite of WWLP, Springfield, Mass.]

[Also licensed to Keene, N.H. & Brattleboro, Vt.]

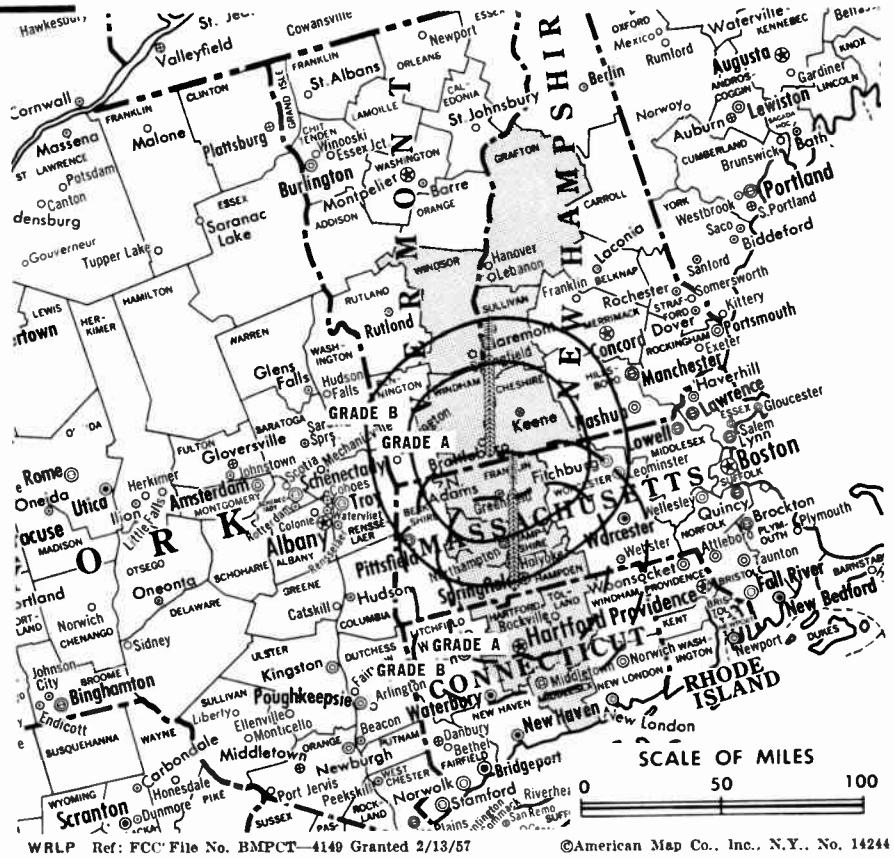
Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 200-kw visual, 20-kw aural. Antenna: 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level.

Latitude 42° 45' 35"  
Longitude 72° 26' 01"

Transmitter: Bolton Rd., Winchester, N.H.

O & O Translator: W81AA, Hanover & Lebanon, N.H. and White River Junction, Vt.

Color: Network only.



County coverage (shaded areas) based on 1965 ARB study.

## WRLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Mailing Address: Box 2210, Springfield, Mass.

Telephone: 413-785-1201

Ownership: Same as WWLP, Springfield, Mass.

Began Operation: June 29, 1957.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (Boston).

Represented (legal) by Martin Firestone.

Represented (engineering) by Townsend Assoc.

Personnel:

LELAND WHEELER, resident engineer.

Rates: Bonus to WWLP, Springfield, Mass.

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

ARB Data For This Station Included With Parent WWLP, Springfield, Mass. Above Map Shows Coverage For Both Parent & Satellite.



**MALARKEY, TAYLOR & ASSOCIATES**  
CATV

Brokers - Consultants - Engineering  
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

# Massachusetts—Springfield-Holyoke

**abc** **WHYN-TV**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 224-kw maximum and 186-kw horizontal visual, 46.5-kw aural, with beam tilt. Antenna: 1000-ft. above av. terrain, 141-ft. above ground, 1341-ft. above sea level.

Latitude 42° 14' 32"  
Longitude 72° 38' 55"

Transmitter: Top of Mt. Tom.  
Studio: 1300 Liberty St., Springfield.  
AM Affiliate: WHYN, 5-kw, 560 kc  
FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.  
Color: Network, film & slide.  
News Wire Service: AP, UPI.  
Facsimile Service: UPI.  
Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WHYN-TV Ref. FCC File No. BMPCT—3825 Granted 5/3/56

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

## WHYN-TV

Licensee: Hampden-Hampshire Corp., 1300 Liberty St., Springfield, Mass. (01104).

Telephone: 413-785-1911. TWX No.: 413-781-3566.

Ownership: Republican Television Inc., 50%; William Dwight, pres., 4.08 1/3%; Charles N. DeRose, v.p. 16.67%; Charles N. DeRose, jointly, 8.29% Arthur Ryan, asst. treas., .084%; Valley Photo Engraving (Northampton Gazette), 16.67%; Wm. Dwight Jr., 4.08 1/3%; Donald R. Dwight, 4.08 1/3%; Mary Emily Dwight, 4.08 1/3%. Same interests publish Holyoke Transcript. Republican Television Inc. is owned by Employees Beneficial Fund of the Springfield Union News and Sunday Republican. For Newhouse interest in Springfield Union News and Sunday Republican, see Syracuse Post Standard under Newspaper Ownership.

Began Operation: April 14, 1953. Sale of 50% to Republican TV Inc. approved July 21, 1954. (Television Digest, Vol. 10:10, 30.)

Represented (sales) by Adam Young Inc.; Bill Creed (New England).

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Personnel:  
CHARLES N. DeROSE, general manager.  
ZACHARY LAND, assistant general manager & sales manager.  
JAMES KONTOLEON, program director & film buyer.

### DIGEST OF RATE CARD NO. 10 (March 1, 1965)

| Hour                             | 30 Min.      | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec. |
|----------------------------------|--------------|----------|----------|----------|----------|---------|
| Class AA—7:30-10:30 p.m., daily. | \$600.00     | \$360.00 | \$240.00 | \$180.00 | \$150.00 | \$75.00 |
| NETWORK BASE HOURLY RATE:        | \$450 (ABC). |          |          |          |          |         |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>CONNECTICUT</b>   |                  |                |           |
| HARTFORD             | 228,000          | 220,000        | 96        |
| MIDDLESEX            | 28,400           | 27,300         | 96        |
| TOLLAND              | 20,900           | 20,000         | 96        |
| <b>MASSACHUSETTS</b> |                  |                |           |
| FRANKLIN             | 17,300           | 16,100         | 93        |
| HAMPDEN              | 138,000          | 133,400        | 97        |
| HAMPSHIRE            | 29,300           | 27,900         | 95        |
| <b>STATION TOTAL</b> | <b>461,900</b>   | <b>444,700</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 195,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 127,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Massachusetts—Springfield



**WWLP**



Ch. 22

[Also operates affiliated WJZB-TV, Worcester, and satellite WRLP, Greenfield, Mass., latter also licensed to Keene, N.H. and Brattleboro, Vt.]

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 1000-kw max. and 376-kw horizontal visual, 38-kw horizontal aural. Antenna: 750-ft. above av. terrain, 400-ft. above ground, 1049-ft. above sea level.

Latitude 42° 05' 01"  
Longitude 72° 42' 16"

Holds CP for 933-kw visual, 93.3-kw aural.

Transmitter: Provin Mt., Agawam, Mass.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WWLP Ref: FCC File No. BMPT-4599 Granted 7/29/57

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

## WWLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Studio: Provin Mt., Agawam, Mass.

Telephone: 413-785-1201.

TWX No.: 413-781-3462.

Ownership: Roger L. Putnam, chairman, 25.09%; William L. Putnam, pres., 4.56%; George R. Townsend, v.p. & director, 1.67%; Joseph Deliso, dir., 6.68%; Morrill Stone Ring, dir., 1.44%; Roland L. Filiault, treas., .33%. Other stockholders: James Fitzgerald, 5.79%; Conrad Fafard, 4.38% (additional 1.6% held by wife Annette); Phyllis Marhoffer, 2.08%; over 40 others, none owning over 2%. WWLP owns WRLP, Greenfield, Mass. (Ch. 32), also serving Keene, N.H., and Brattleboro, Vt.; WJZB-TV, Worcester, Mass. (Ch. 14); WKEF (TV) (Ch. 22) Dayton, O.; translator WB1AA, Lebanon, N.H. Springfield also owns off-air WENS (TV), Pittsburgh, Pa. and 50% of CP for WJHF, Raleigh, N.C. also is applicant for Ch. 14, Greensburg, Pa., to be satellite of WENS.

Began Operation: March 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by Martin E. Firestone.

Represented (engineering) by Townsend Assoc.

ARB Data For This Station Includes Satellite WRLP, Greenfield, Mass.

For Translator Station Directory, see Section c.

### Personnel:

- WILLIAM L. PUTNAM, president & general manager.
- ROLAND L. FILIAULT, treasurer & comptroller.
- JAMES H. FERGUSON JR., executive vice president.
- PAUL A. BRISSETTE JR., sales manager, WWLP.
- JAMES MARLOWE, program director.
- ROBERT F. DONAHUE, promotion manager.
- WALLACE SAWYER, film director and buyer.
- FRANCIS KOZLOWSKI, traffic manager.
- DONALD C. SHAW, chief engineer.
- LOUIS P. CHENEVERT, asst. chief engineer.

### DIGEST OF RATE CARD NO. 16—(May 1, 1965)

| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | Min. or 20 Sec. |
|----------------------------------|----------|----------|----------|----------|-----------------|
| Class AA—7:30-11 p.m., daily.    |          |          |          |          |                 |
| \$900.00                         | \$540.00 | \$360.00 | \$300.00 | \$260.00 | \$175.00        |
| NETWORK BASE HOURLY RATE: \$600. |          |          |          |          |                 |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| CONNECTICUT          |                  |                |           |
| HARTFORD             | 228,000          | 220,000        | 96        |
| MIDDLESEX            | 28,400           | 27,300         | 96        |
| TOLLAND              | 20,900           | 20,000         | 96        |
| MASSACHUSETTS        |                  |                |           |
| FRANKLIN             | 17,300           | 16,100         | 93        |
| HAMPDEN              | 138,000          | 133,400        | 97        |
| HAMPSHIRE            | 29,300           | 27,900         | 95        |
| NEW HAMPSHIRE        |                  |                |           |
| CHESHIRE             | 14,600           | 13,700         | 94        |
| GRAFTON              | 15,000           | 14,000         | 93        |
| SULLIVAN             | 9,200            | 8,500          | 93        |
| VERMONT              |                  |                |           |
| WINOHAM              | 9,600            | 8,600          | 90        |
| WINDSOR              | 13,300           | 12,500         | 94        |
| <b>STATION TOTAL</b> | <b>523,600</b>   | <b>502,000</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 243,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 161,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# Massachusetts—Worcester

**NBC** **WJZB-TV**

Ch. 14

[Affiliated with WWLP, Springfield, Mass.]

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 457-kw max. and 398-kw horizontal visual, 45.7-kw max. and 39.8-kw horizontal aural. Antenna: 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level.

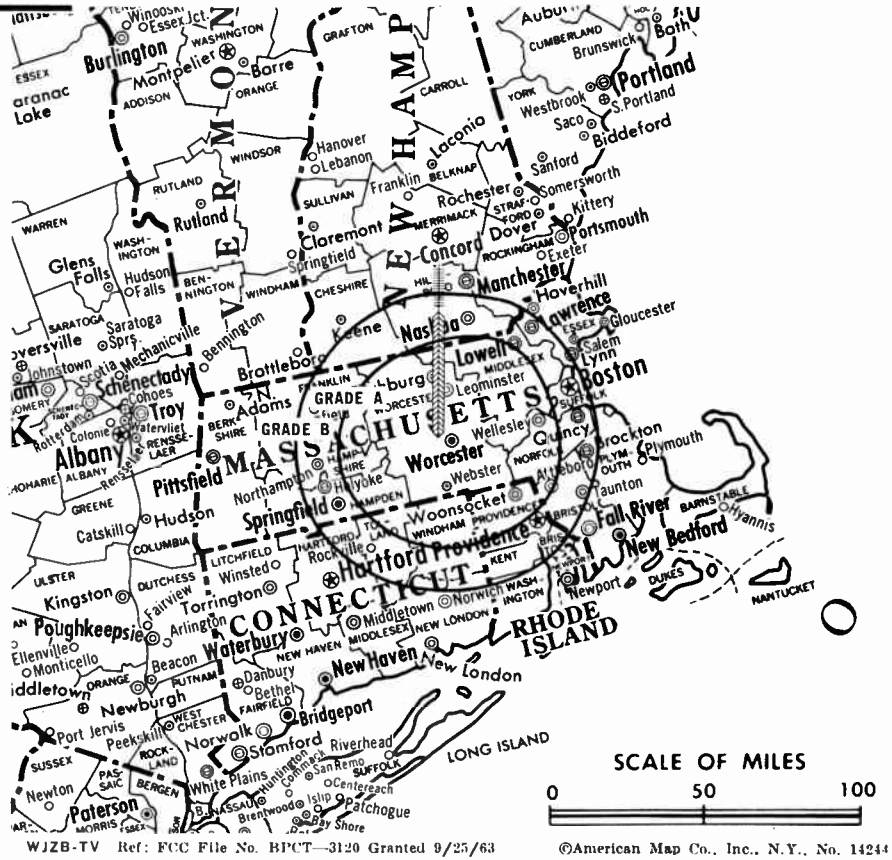
Latitude 42° 18' 13.6"  
Longitude 71° 53' 50.7"

Transmitter: Asnebumskit Hill, Paxton, Mass.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.



WJZB-TV Ref: FCC File No. B1CT-3120 Granted 9/25/63

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

## WJZB-TV

Network Service: NBC, same as WWLP.

Grantee: Springfield Television Broadcasting Corp., Box 314, West Side Station, Worcester (01602).

Studio: Asnebumskit Hill, Paxton, Mass.

Telephone: 617-799-4800.

TWX No.: 413-781-3462 (Springfield).

Ownership: See WWLP.

Began Operation: Nov. 16, 1953, but left air Sept. 5, 1955 (Television Digest, Vol. 11:37). Returned to air Dec. 1, 1958 after former owners John Z. Buckley and associates turned over station to WWLP in return for 20% stock (Vol. 14:30, 37, 42).

Represented (sales) by Adam Young Inc.

Represented (legal) by Martin E. Firestone.

Represented (engineering) by Townsend Assoc.

Personnel:

WILLIAM L. PUTNAM, president & general manager.  
GEORGE R. TOWNSEND, v.p., engineering.  
JAMES H. FERGUSON JR., v.p., sales.  
ROLAND L. FILIAULT, treasurer & comptroller.  
JAMES F. McMAHON, chief engineer.  
WALLACE SAWYER, film buyer (Springfield).

### DIGEST OF RATE CARD NO. 5 (March 31, 1965)

| Hour                                                  | 30 Min.  | 15 Min.  | 10 Min. | 5 Min.  | 20 Sec. | 10 Sec. |
|-------------------------------------------------------|----------|----------|---------|---------|---------|---------|
| Class AA—7-11 p.m., daily.                            | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$30.00 |
| NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield. |          |          |         |         |         | \$15.00 |

ARB Data Not Available.

## BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
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### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
333-9270

### CHICAGO

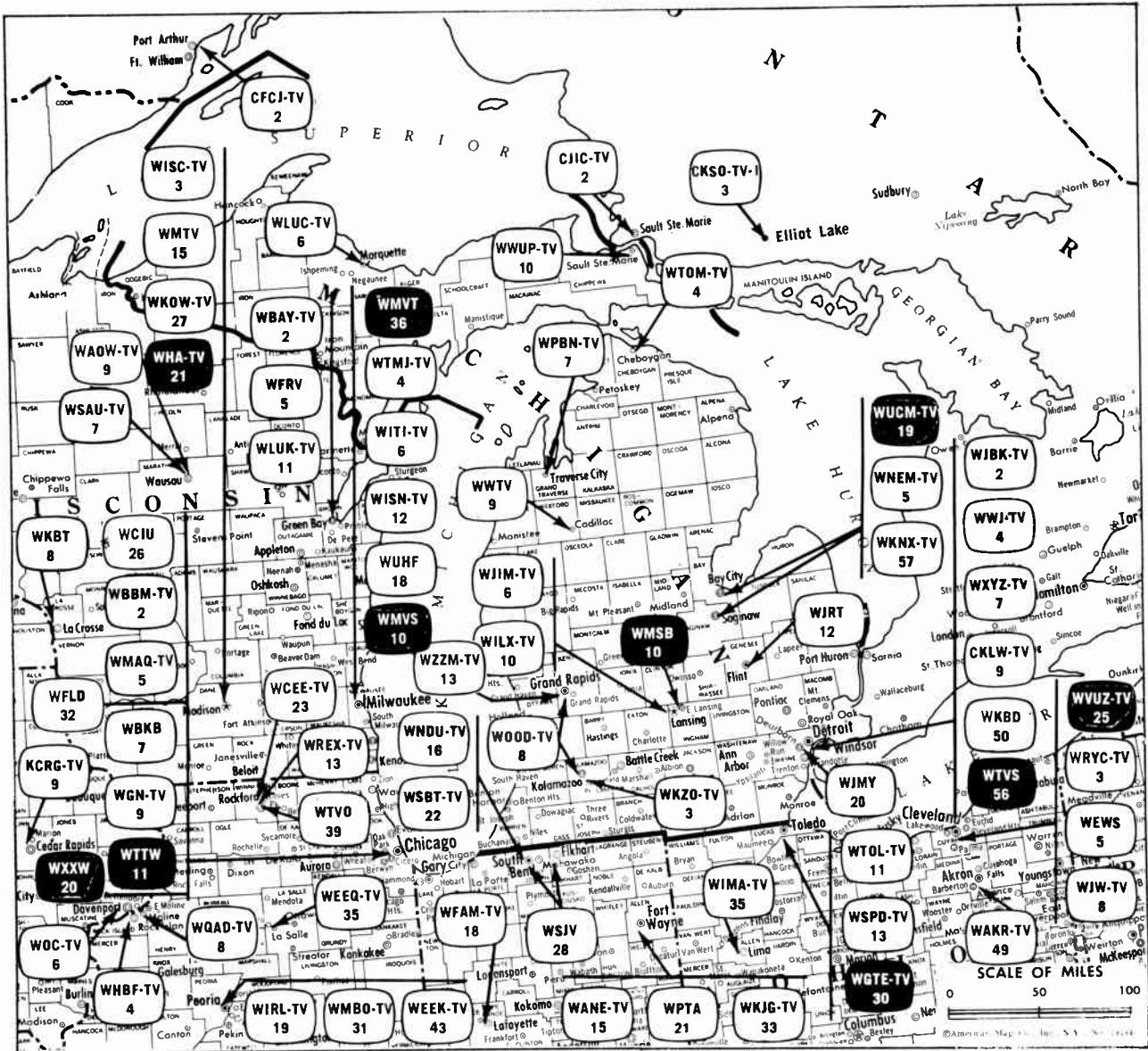
H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
346-6460

### ATLANTA

Clifford B. Marshall  
John G. Williams  
Mony Building  
1655 Peachtree Rd. N.E.  
873-5626

### BEVERLY HILLS

Collin M. Selph  
G. Bennet Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

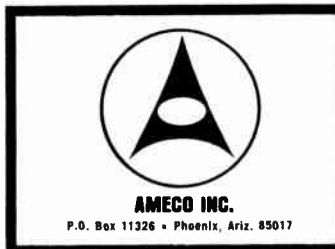


| Market                 | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|------------------------|----------------------------|------|-------------|------|---------------|------|
| Detroit                | 1,519,600                  | 6    | 1,833,000   | 7    | 1,790,300     | 7    |
| Grand Rapids-Kalamazoo | 450,100                    | 38   | 656,300     | 45   | 635,000       | 41   |
| Saginaw-Bay City-Flint | 408,100                    | 46   | 583,600     | 50   | 567,000       | 47   |
| Lansing                | 403,700                    | 47   | 870,500     | 28   | 848,600       | 26   |
| Cadillac-Traverse City | 141,000                    | 120  | 249,500     | 119  | 238,900       | 115  |
| Marquette              | 58,400                     | 181  | 86,600      | 187  | 82,200        | 186  |

**Michigan Station Status as of Feb. 1, 1966**

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 16  | 2   | 18    |
| Educational Television Stations | 1   | 2   | 3     |
|                                 |     |     | 21    |

For Additional State Data, see page 310-b



## AMECO "SALESMOBILE SERVICE"

IN NORTH MICHIGAN  
 PAUL CLARK  
 6324 Maple  
 Omaha, Nebraska 68104  
 Phone: 402-558-0323  
 Chicago Warehouse

IN SOUTH MICHIGAN  
 GREG KLEIN  
 215 Roosevelt  
 Mishawaka, Indiana  
 Phone: 219-259-2578



## Michigan

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### **WILX-TV & WMSB**

Battle Creek

(See Onondaga & Lansing, Mich.)

#### **WJRT & WKNX-TV**

Bay City

(See Flint & Saginaw, Mich.)

#### **WPBN-TV**

Cadillac

(See Traverse City, Mich.)

#### **WJMY**

Detroit

(See Allen Park, Mich.)

#### **WJIM-TV**

Flint

(See Lansing, Mich.)

#### **WKNX-TV**

Flint

(See Saginaw, Mich.)

#### **WNEM-TV**

Flint

(See Bay City, Mich.)

#### **WKZO-TV**

Grand Rapids

(See Kalamazoo, Mich.)

#### **WJIM-TV**

Jackson

(See Lansing, Mich.)

#### **WOOD-TV & WZZM**

Kalamazoo

(See Grand Rapids, Mich.)

#### **WILX-TV & WMSB**

Jackson

(See Lansing, Mich.)

#### **WILX-TV**

Lansing

(See Onondaga, Mich.)

#### **WJRT-TV**

Saginaw

(See Flint, Mich.)

#### **WNEM-TV**

Saginaw

(See Bay City, Mich.)

#### **WWTW**

Traverse City

(See Cadillac, Mich.)

## State Educational Technical Facilities

(Complete Data in Educational Directory)

#### **WTVS**

Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 5035 Woodward Ave., Detroit (48202).

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 178-kw visual, 100-kw aural. Antenna: 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 22' | 25" |
| Longitude | 83° | 06' | 50" |

#### **WMSB**

Onondaga-East Lansing

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with commercial outlet WILX-TV. Authorized power: 309-kw visual, 174-kw aural. Antenna: 970-ft. above av. terrain, 982.8-ft. above ground, 1946-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 26' | 33" |
| Longitude | 84° | 34' | 21" |

#### **WUCM-TV**

University City (Bay City)

Ch. 19

Non-Commercial Educational Station

Grantee: Delta College, University Center (Bay City), Mich.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 234-kw visual, 117-kw aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

|           |     |     |       |
|-----------|-----|-----|-------|
| Latitude  | 43° | 33' | 42.7" |
| Longitude | 83° | 58' | 53.7" |

# Michigan—Allen Park (Detroit)

**WJMY**

Ch. 20

(Left Air June 10, 1963)

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 20-kw visual, 11-kw aural. Antenna: 310-ft. above av. terrain, 342-ft. above ground, 937-ft. above sea level.

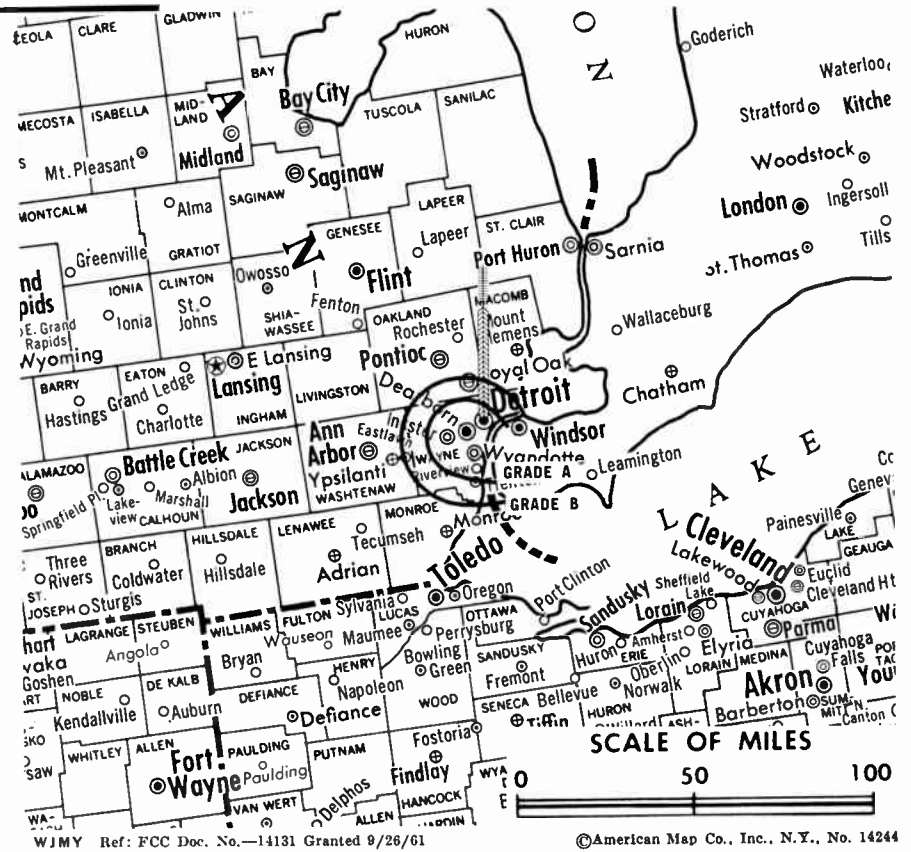
Latitude 42° 15' 56"

Longitude 83° 13' 05"

Requests 500-kw max. and 416.5-kw horizontal visual, 50-kw max. and 41.65-kw horizontal aural, 958-ft. above av. terrain, 1045-ft. above ground, 1745-ft. above sea level, lat. 42° 29' 01", long. 83° 18' 44"; transmitter to 26955 West 11 Mile Rd., Southfield. BPCT—3616.

Transmitter: Southfield Rd. & Wabash Hwy.

TV tape: Recording facilities.



**WJMY**

Licensee: United Broadcasting Co. Inc., 17133 Pinecrest Dr., Allen Park, Mich. (48101).

Studio: Southfield Rd. & Wabash Hwy.

Ownership: For ownership and other interests, see WOOK-TV, Washington, D.C.

Began Operation: Oct. 1962. Sale to present owner by Triangle Bcstg. Co. approved July 8, 1964 by FCC (Television Digest, Vol. 4:5, 28).

Represented (sales) by Vic Piano Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by John Porterfield.

Rates: Not available at press time.

ARB Data Not Available Based On 1965 Coverage Study Because Station Was Not In Operation When The Survey Was Made.

**MORTON FLOM, ENG.**  
**CONSULTING ENGINEER**

Confidential Reports, Tropo-Scatter  
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5814 Hudson Avenue  
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Montreal, Canada

# Michigan—Bay City-Saginaw

**W N E M - T V**

Ch. 5

(Also serves Flint, Mich.)

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

TV tape: Recording facilities.

FM Affiliate: WNEM-FM, 86-kw, 102.5 mc (No. 273), 800-ft. antenna height.

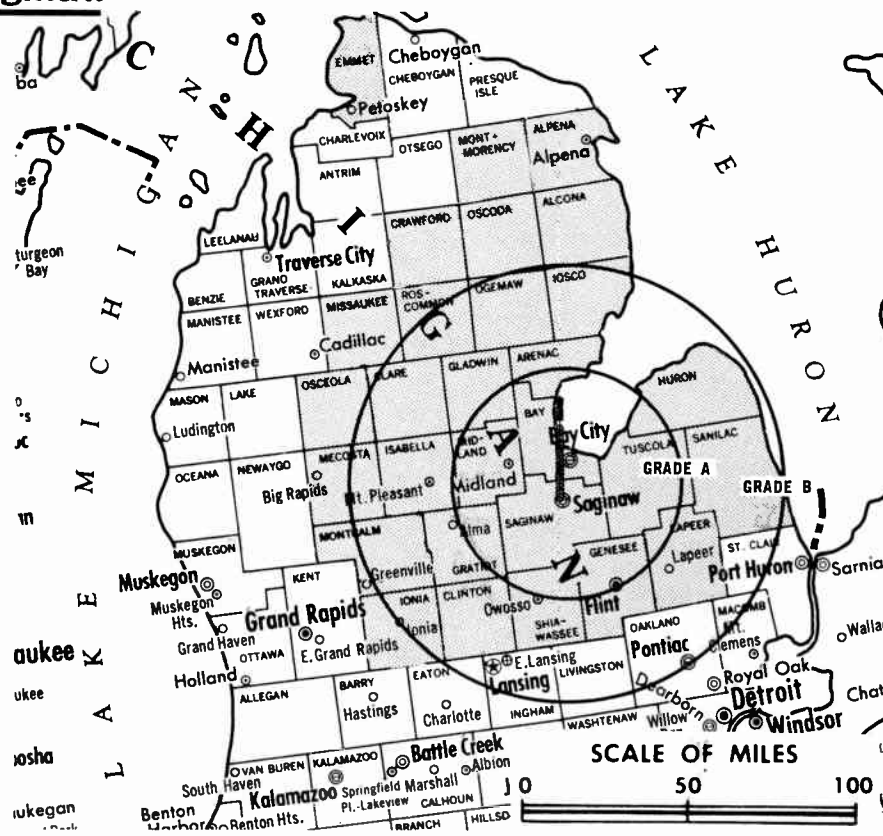
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 AIB study.



WNEM-TV Ref: FCC File No. BNPCT-3547 Granted 6/6/66

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

## WNEM-TV

Licensee: Gerity Broadcasting Co., Gerity Bldg., Adrian, Mich. (49221).

Sales Offices: Bay City, Wenonah Hotel; Twinbrook 3-4504. Saginaw, 201 N. Washington; Pleasant 5-4471. Flint, Pick-Durant Hotel; Cedar 5-3555.

Studio & Operations Office: 5700 Becker Rd., Saginaw, Mich.

Studios & Offices: Pick-Durant Hotel, Flint.

Telephone: Colfax 5-7123.

TWX Nos.: 810-252-7023. (Saginaw), 313-742-8724 (Flint).

Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian, Mich. & WNEM-FM, Bay City.

Began Operation: Feb. 16, 1954.

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

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

JAMES GERITY JR., president & general manager.  
JACK BERRY, vice president & station manager.  
CECELIA E. GAUSS, promotion director.  
LOU FURLIN, vice president, operations.

### DIGEST OF RATE CARD NO. 10 (Dec. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Fri. & Sun.; 7-10:30 p.m., Sat.  
\$1100.00 \$660.00 \$440.00 \$308.00 \$230.00 \$200.00 \$100.00  
NETWORK BASE HOURLY RATE: \$1100.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| ALCONA               | 2,000            | 1,800          | 92        |
| ALPENA               | 8,500            | 7,800          | 92        |
| ARENAC               | 2,900            | 2,800          | 96        |
| BAY                  | 32,500           | 31,700         | 98        |
| CHIPPEWA             | 9,000            | 8,500          | 95        |
| CLARE                | 3,500            | 3,300          | 95        |
| CLINTON              | 10,700           | 10,500         | 98        |
| CRAWFORD             | 1,500            | 1,400          | 93        |
| EMMET                | 4,200            | 3,900          | 94        |
| GENESEE              | 116,400          | 113,900        | 98        |
| GLADWIN              | 3,200            | 3,000          | 95        |
| GRATIOT              | 10,600           | 10,200         | 96        |
| HURON                | 9,200            | 8,700          | 95        |
| IONIA                | 11,600           | 11,300         | 98        |
| IOSCO                | 5,400            | 5,300          | 97        |
| ISABELLA             | 9,100            | 8,700          | 96        |
| LAPEER               | 11,100           | 10,800         | 98        |
| MECOSTA              | 5,600            | 5,400          | 96        |
| MIDLAND              | 15,100           | 14,800         | 98        |
| MISSAUKEE            | 1,800            | 1,700          | 93        |
| MONTCALM             | 11,100           | 10,700         | 97        |
| MONTMORENCY          | 1,400            | 1,200          | 91        |
| OGEMAW               | 2,900            | 2,800          | 96        |
| OSCEOLA              | 3,600            | 3,400          | 96        |
| OSCODA               | 1,100            | 1,000          | 90        |
| ROSCOMMON            | 2,400            | 2,400          | 98        |
| SAGINAW              | 56,000           | 54,600         | 98        |
| SANILAC              | 9,300            | 8,900          | 96        |
| SHIAWASSEE           | 15,800           | 15,400         | 97        |
| TUSCOLA              | 12,000           | 11,600         | 97        |
| <b>STATION TOTAL</b> | <b>389,500</b>   | <b>377,500</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 305,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 217,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

SERVING  
FLINT - SAGINAW - BAY CITY

# WNEM TV

is the  
carving aid  
you need...



...to cut  
a thick  
slice of  
Michigan's  
sales-tested  
market!

- PRIME AVAILABILITIES!
- LOWEST COST PER THOUSAND!
- A RICH AND RESPONSIVE MARKET ... WORTHY OF YOUR CONSIDERATION!
- CARVE YOUR SHARE OF SALES TODAY!

---

See Your PETRY Man  
or Call...

JACK BERRY  
Ph. (517) 755-8191

---



- 45th National Market
- 38th in Total Retail Sales
- 35th in Food Sales
- 31st in Drug Sales
- 30th in Automotive Sales
- 32nd in Furniture, Household Appliances

FLINT - SAGINAW - BAY CITY  
ALL EASTERN MICHIGAN

NB

Represented by



The Original Station Representative

# WNEM TV



James Gerity, Jr.  
Michigan's  
MASTER CHEF  
of the 45th  
National Market

# Michigan—Cadillac-Traverse City



**WWTV**



Ch. 9

[Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 51.3-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground. 2999-ft. above sea level.

Latitude 44° 08' 12"  
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac, Mich.

Studio: 9-mi. SE of Cadillac, Mich.

FM Affiliate: WWTV-FM, 100-kw, 92.9 mc (No. 225), 900-ft. antenna height.

Color: Network only.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

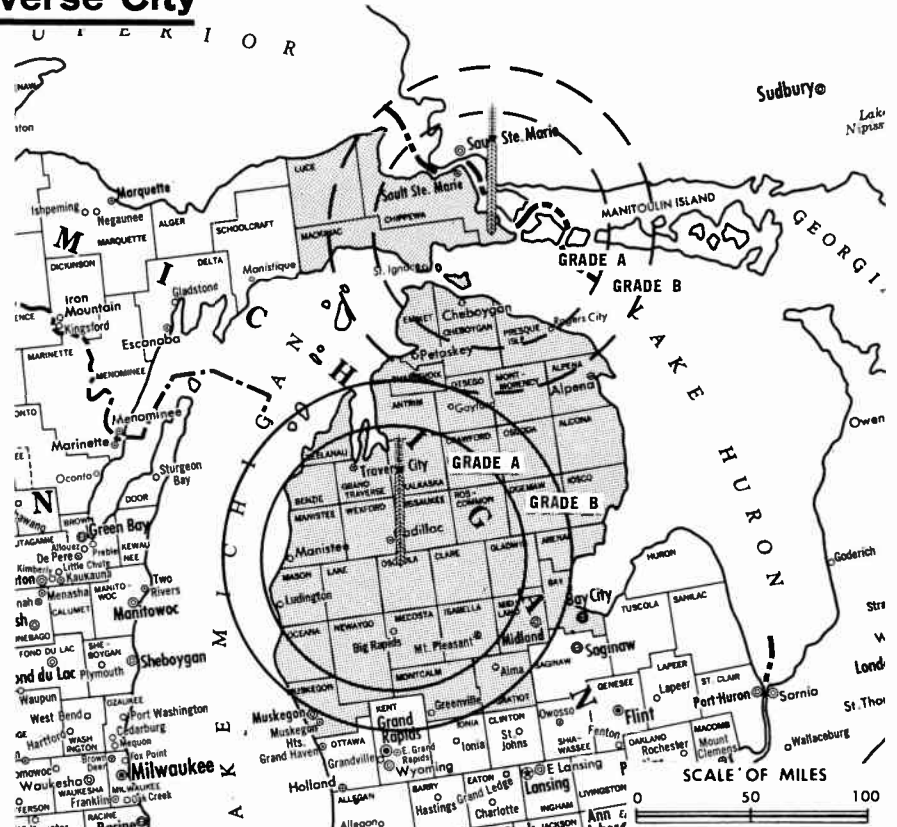
Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WWTV Ref: FCC Doc. No.—14230 Granted 4/12/62

WWUP-TV Ref: FCC File No. B1CT—3565 Granted 7/19/65

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

## WWTV

Network Service: ABC, CBS.

Licensee: Fetzer Television Inc., P.O. Box 627, Cadillac, Mich. (49601).

Telephone: 616-775-3478. TWX No.: 616-775-9744.

Ownership: Fetzer Broadcasting Co., 100%. John E. Fetzer, pres. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Dec. 11, 1953. Sale to present owner by Sparton Corp. approved July 23, 1958 by FCC (Television Digest, Vol. 14:25, 27).

Represented (sales) by Avery-Knodel Inc.

Personnel:

- GENE ELLERMAN, vice president & general manager.
- DARYL SEBASTIAN, asst. general manager.
- RONALD BAKER, chief engineer.
- JOHN WHEAT, program director & film buyer.
- JOHN KING, promotion manager.

### DIGEST OF RATE CARD NO. 10—(Oct. 1, 1965)

| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|----------------------------------|----------|----------|----------|----------|----------|----------|
| Class AA—7:29-10:01 p.m., daily. | \$575.00 | \$345.00 | \$220.00 | \$174.00 | \$100.00 | \$100.00 |

WWTV is sold only in combination with WWUP-TV.

NETWORK BASE HOURLY RATE: \$450 (ABC) \$450 (CBS).

ARB Data for this Station includes Satellite WWUP-TV, Sault Ste. Marie, Mich. but does not reflect present coverage since WWUP-TV increased its facilities after the survey was made.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| MICHIGAN     |                  |          |     |
| ALCONA       | 2,000            | 1,800    | 92  |
| ALPENA       | 8,500            | 7,800    | 92  |

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------|------------------|----------|-----|
| ANTRIM         | 2,700            | 2,600    | 96  |
| ARENAC         | 2,900            | 2,800    | 96  |
| BAY            | 32,500           | 31,700   | 98  |
| BENZIE         | 2,000            | 1,900    | 94  |
| CHARLEVOIX     | 3,600            | 3,400    | 96  |
| CHEBOYGAN      | 4,000            | 3,700    | 93  |
| CHIPPewa       | 9,000            | 8,500    | 95  |
| CLARE          | 3,500            | 3,300    | 95  |
| CRAWFORD       | 1,500            | 1,400    | 93  |
| EMMET          | 4,200            | 3,900    | 94  |
| GLAOWIN        | 3,200            | 3,000    | 95  |
| GRAND TRAVERSE | 9,300            | 8,800    | 95  |
| GRATIOT        | 10,600           | 10,200   | 96  |
| IOSCO          | 5,400            | 5,300    | 97  |
| ISABELLA       | 9,100            | 8,700    | 96  |
| KALKASKA       | 1,100            | 1,000    | 94  |
| LAKE           | 1,800            | 1,700    | 93  |
| LEELANAU       | 2,700            | 2,600    | 95  |
| LUCE           | 1,600            | 1,500    | 93  |
| MACKINAC       | 3,000            | 2,800    | 95  |
| MANISTEE       | 5,700            | 5,500    | 96  |
| MASON          | 6,600            | 6,100    | 93  |
| MECOSTA        | 5,600            | 5,400    | 96  |
| MIDLAND        | 15,100           | 14,800   | 98  |
| MISSAUKEE      | 1,800            | 1,700    | 93  |
| MONTCALM       | 11,100           | 10,700   | 97  |
| MONTMORENCY    | 1,400            | 1,200    | 91  |
| MUSKEGON       | 45,400           | 44,100   | 97  |
| NEWAYGO        | 7,200            | 6,900    | 96  |
| OCEANA         | 4,700            | 4,400    | 94  |
| OGEMAW         | 2,900            | 2,800    | 96  |
| OSCEOLA        | 3,600            | 3,400    | 96  |
| OSCODA         | 1,100            | 1,000    | 90  |
| OTSEGO         | 2,100            | 2,000    | 96  |
| PRESQUE ISLE   | 3,400            | 3,100    | 91  |
| ROSCOMMON      | 2,400            | 2,400    | 98  |
| WEXFORD        | 5,200            | 5,000    | 97  |

STATION TOTAL 249,500 238,900 96

NET WEEKLY CIRCULATION (MARCH 65) 141,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 104,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Michigan—Cheboygan



Ch. 4

[Affiliated with WPBN-TV,  
Traverse City, Mich.]

Technical Facilities: Channel No. 4  
(66-72 mc). Authorized power:  
100-kw visual, 50-kw aural. An-  
tenna: 620-ft. above av. terrain,  
586-ft. above ground, 1286-ft.  
above sea level.

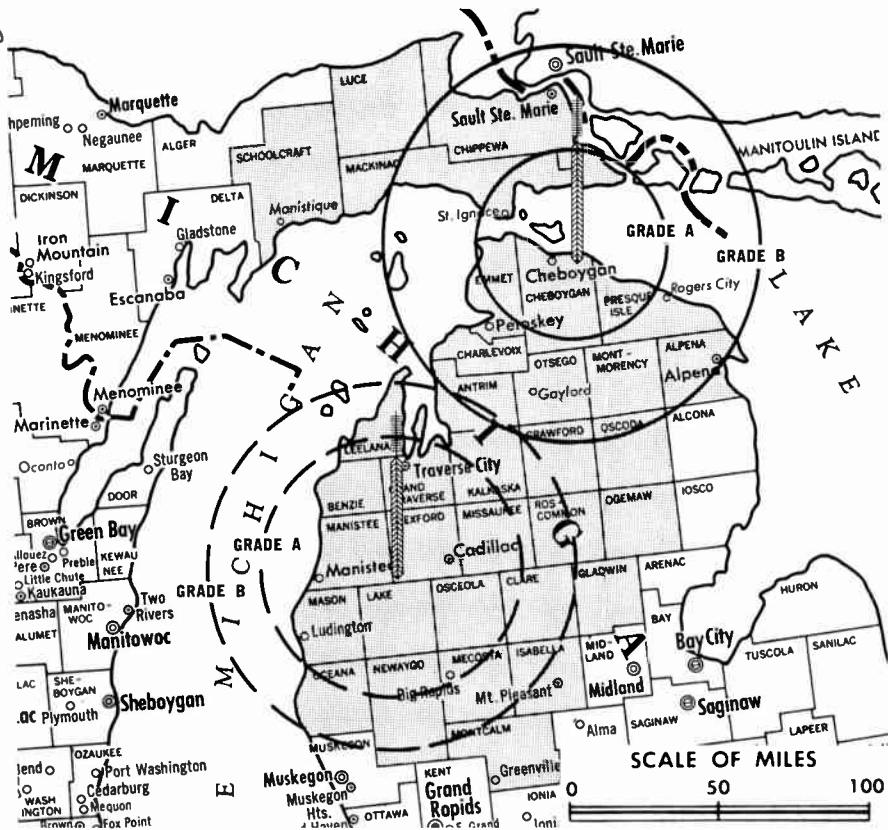
Latitude 45° 39' 01"  
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E  
of Cheboygan.

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WTOM-TV Ref: FCC File No. BPCT—2717 Granted 12/9/59

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

## WTOM-TV

Network Service: ABC, NBC.

Licensee: Midwestern Broadcasting Company, Paul Bunyan Bldg.,  
Traverse City, Michigan (49684).

Studio: U.S. Rt. 23, 6.7-mi. E of Cheboygan.

Telephone: 616-627-5683.

Ownership: Same as WPBN-TV, Traverse City.

Began Operation: May 16, 1959.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

LES BIEDERMAN, president.  
SOREN H. MUNKHOF, general manager & film buyer.  
WILLIAM H. KIKER, vice president & chief engineer.  
JERRY D. FERRIS, station manager.  
R. E. DETWILER, commercial manager.

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

| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | Min.     | 20 Sec. | 10 Sec. |
|----------------------------------|----------|----------|----------|----------|---------|---------|
| Class AA—7:29-10:31 p.m., daily. | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$90.00 | \$80.00 |

Note: Combination rates with WPBN-TV, Traverse City.

NETWORK BASE HOURLY RATE: Bonus to WPBN-TV, Traverse  
City, Mich. (ABC & NBC).

ARB Data For This Station Included With Report  
Of Parent WPBN-TV, Traverse City, Mich. Above  
Map Shows Coverage For Both Parent & Satellite.

HA 1-0818

RESIDENCE

TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.



# Michigan—Detroit



**WJBK-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

Transmitter: Southfield Twp., Mich.

TV tape: Recording facilities.

AM Affiliate: WJBK, 10-kw (1-kw night), 1500 kc.

FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

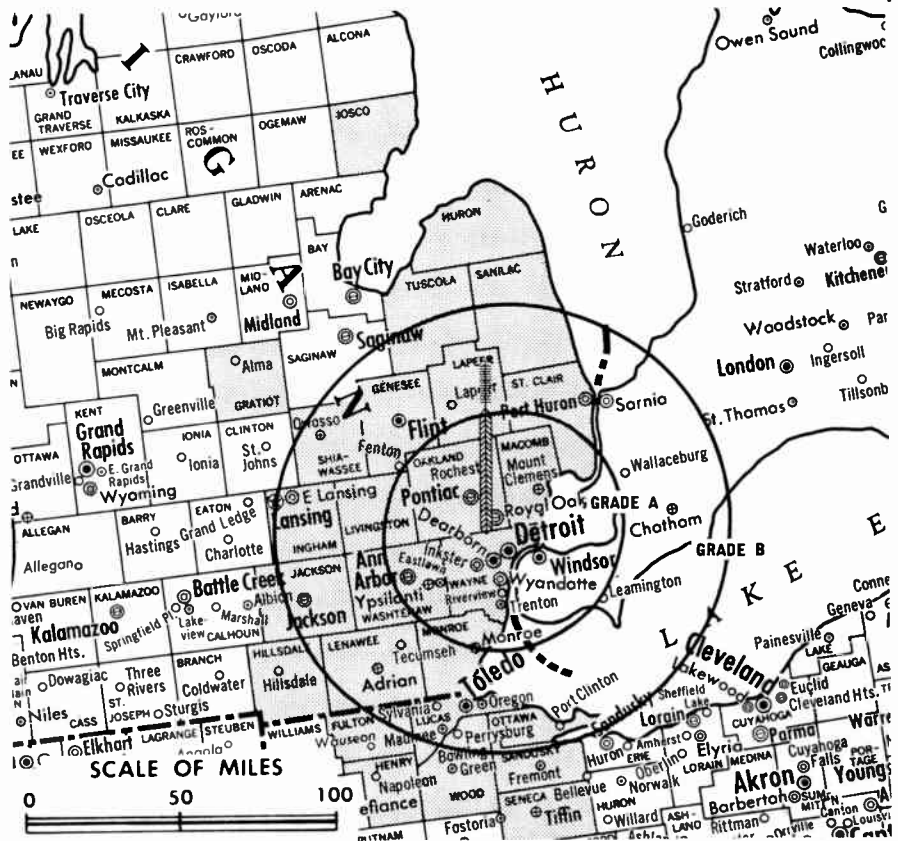
Color: Network, film, slide & tape

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WJBK-TV Ref: FCC File No. BMPCT—880 Granted 1/2/63

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

## WJBK-TV

Licensee: Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

Studio: 7441 Second Blvd.

Telephone: 313-873-7400. TWX No.: 313-222-5414.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Represented (engineering) by A. Earl Cullum Jr.

### Personnel:

GEORGE B. STORER JR., president.  
BILL MICHAELS, v.p., TV division.  
LAWRENCE M. CARINO, v.p. & general manager.  
HAP EATON, general sales manager.  
GEORGE CRANDALL, local sales manager.  
EDWARD DEAN MCCARTHY, program & operations manager.  
J. W. (BILL) AXTELL, promotion manager.  
BOB McBRIDE, news director.  
CARL CEDERBERG, news & public affairs director.  
MARION STONER, chief engineer.

### DIGEST OF RATE CARD NO. 24 (July 1, 1965)

|                            |           |           |           |          |          |         |
|----------------------------|-----------|-----------|-----------|----------|----------|---------|
| Hour                       | 30 Min.   | 15 Min.   | 5 Min.    | Min.     | 20 Sec.  | 10 Sec. |
| Class AA—8-11 p.m., daily. | \$2800.00 | \$1680.00 | \$1500.00 | \$900.00 | \$500.00 |         |

Color—The rates on this rate card apply to black and white telecasting only. At date of issuance of this rate card, color surcharges are being temporarily waived for an indefinite period, in the interest of color experimentation and development, and will be supplemented at an undetermined future date to incorporate color surcharges. Rate protection does not apply to this surcharge which may be instituted on two weeks prior notice.

NETWORK BASE HOURLY RATE: \$3100.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER HOMES |
|----------------------|------------------|------------------|-----------|
| <b>MICHIGAN</b>      |                  |                  |           |
| GENESEE              | 116,400          | 113,900          | 98        |
| GRATIOT              | 10,600           | 10,200           | 96        |
| HILLSDALE            | 10,300           | 9,800            | 95        |
| HURON                | 9,200            | 8,700            | 95        |
| INGHAM               | 63,200           | 61,300           | 97        |
| IOSCO                | 5,400            | 5,300            | 97        |
| JACKSON              | 39,900           | 38,900           | 98        |
| LAPEER               | 11,100           | 10,800           | 98        |
| LENAWEE              | 22,900           | 22,200           | 97        |
| LIVINGSTON           | 11,800           | 11,600           | 98        |
| MACOMB               | 134,600          | 133,000          | 99        |
| MONROE               | 29,600           | 29,000           | 98        |
| OKLAND               | 217,800          | 214,800          | 99        |
| ST CLAIR             | 32,100           | 31,200           | 97        |
| SANILAC              | 9,300            | 8,900            | 96        |
| SHIAWASSEE           | 15,800           | 15,400           | 97        |
| TUSCOLA              | 12,000           | 11,600           | 97        |
| WASHTENAW            | 51,300           | 48,800           | 95        |
| WAYNE                | 799,200          | 780,100          | 98        |
| <b>OHIO</b>          |                  |                  |           |
| FULTON               | 8,800            | 8,400            | 96        |
| HENRY                | 7,700            | 7,500            | 98        |
| LUCAS                | 146,700          | 143,400          | 98        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| WOOD                 | 21,600           | 21,000           | 97        |
| <b>STATION TOTAL</b> | <b>1,833,000</b> | <b>1,790,300</b> | <b>98</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,483,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,083,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

(Station also received in Canadian markets)

For Other Group Owners, see Section c.



# Michigan—Detroit

**WKBD**

Ch. 50



Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 535-kw max. and 347-kw horizontal visual, 107-kw max. and 69-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

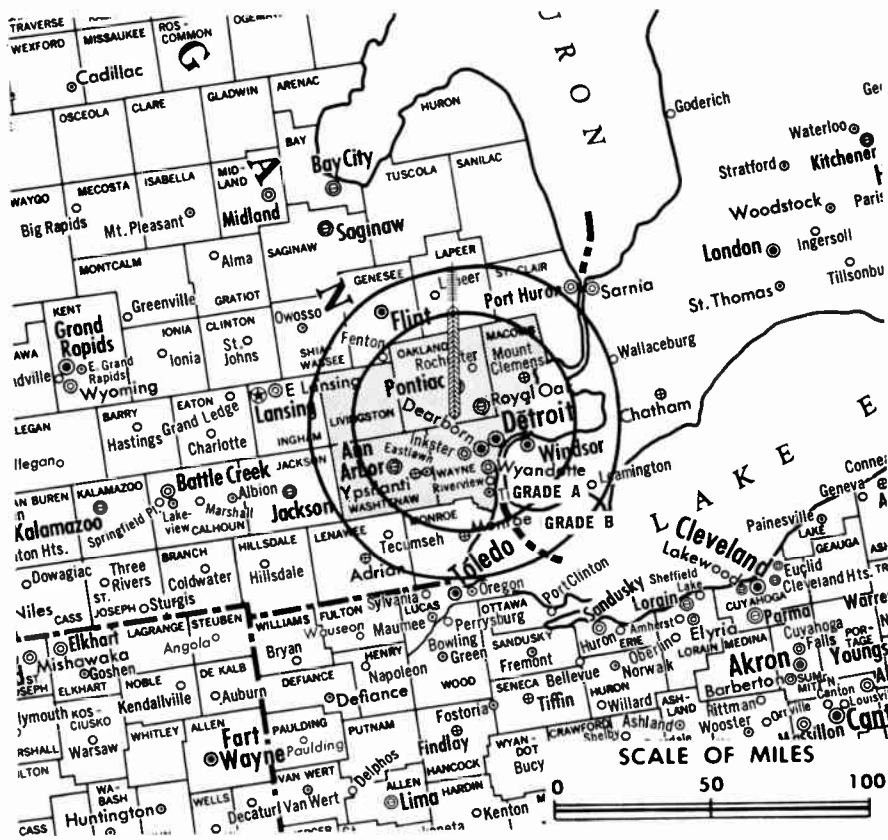
TV tape: Recording facilities.

Color: Network, film & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKBD Ref: FCC File No. BMPCT-6017 Granted 11/6/64

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## WKBD

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48076).

Mailing Address: Box 359, Southfield, Mich. (48077).

Telephone: 313-444-8500.

Ownership: Div. of Kaiser Industries Corp.; Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington, N.J. (Philadelphia), and holds CPs for uhf stations in San Francisco and Corona, Cal. (Los Angeles).

Began Operation: Jan. 10, 1965.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

### Personnel:

RICHARD C. BLOCK, vice president & general manager.  
JAMES T. LYNAGH, station manager & film buyer.  
RICHARD L. FREEMAN, sales manager.  
JAMES R. FURR, business manager.  
GENE HILL, director of engineering.  
WILLIAM S. MURRAY, promotion manager.  
BRUCE G. MARTYN, sports director.  
HOWARD ZUCKERMAN, production manager.

### DIGEST OF RATE CARD NO. 2 (March 15, 1965)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min.   | Min. or 20 Sec. | ID       |
|------------------------------|----------|----------|----------|-----------------|----------|
| Class A—7:30-11 p.m., daily. |          |          |          |                 |          |
| \$1000.00                    | \$700.00 | \$450.00 | \$350.00 | \$208.00        | \$104.00 |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| MICHIGAN             |                  |                  |           |
| LIVINGSTON           | 11,800           | 11,600           | 98        |
| MACOMB               | 134,600          | 133,000          | 99        |
| OAKLAND              | 217,800          | 214,800          | 99        |
| WASHTENAW            | 51,300           | 48,800           | 95        |
| WAYNE                | 799,200          | 780,100          | 98        |
| <b>STATION TOTAL</b> | <b>1,214,700</b> | <b>1,188,300</b> | <b>98</b> |

NET WEEKLY CIRCULATION (MARCH 65) 187,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 72,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 10  
(Station also received in Canadian markets)



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineering  
WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# Michigan—Detroit



**WWJ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 26' 59"  
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

Studio: 622 Lafayette Blvd.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC).

FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI, Western Union Sports.

News Film Service: NBC, UPI.

Total Households: © SRDS

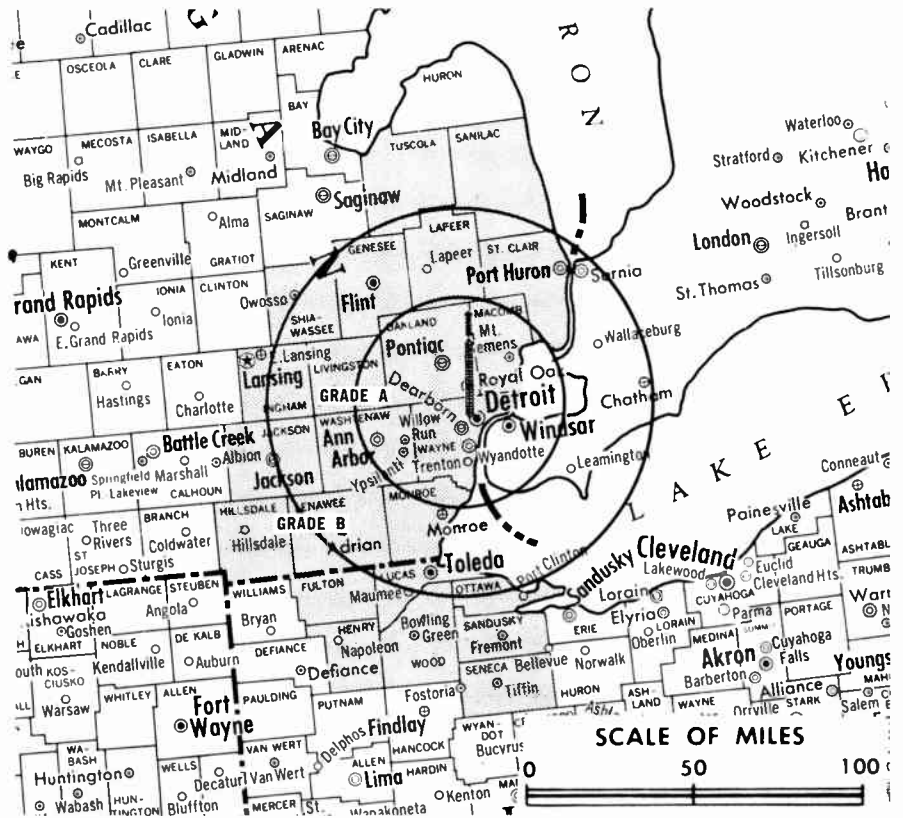
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/54

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

## WWJ-TV

Licensee: Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

Telephone: 313-222-2000. TWX No.: 313-222-5004.

Ownership: Evening News Assn., publisher of The Detroit News; Peter B. Clark, pres.

Began Operation: June 3, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by John Creutz.

Personnel:

JAMES SCHIAVONE, general manager.  
DON DeGROOT, assistant general manager.  
FRANKLIN G. SISSON, station manager.  
RAY W. COLIE, sales manager.  
PETER S. GOOD, national sales manager.  
FRANK STELTENKAMP, sales development manager.  
MELVIN C. WISSMAN, program development manager.  
A. GLENN KYKER, promotion manager.  
IAN K. HARROWER, program & production mgr. & film buyer.  
JAMES F. CLARK, news editor.  
PAUL WILLIAMS, public affairs manager.  
E. J. LOVE, engineering manager.  
ROLAND RENAUD, chief engineer.

### DIGEST OF RATE CARD NO. 24

(June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—8-11 p.m., daily.  
\$3400.00 \$2040.00 \$1360.00 \$1310.00 \$1300.00 \$1000.00 \$500.

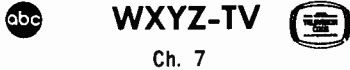
NETWORK BASE HOURLY RATE: \$3400.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | HOMES PER |
|----------------------|------------------|------------------|-----------|
| <b>MICHIGAN</b>      |                  |                  |           |
| GENESEE              | 116,400          | 113,900          | 98        |
| HILLSDALE            | 10,300           | 9,800            | 95        |
| INGHAM               | 63,200           | 61,300           | 97        |
| JACKSON              | 39,900           | 38,900           | 98        |
| LAPEER               | 11,100           | 10,800           | 98        |
| LENAWEE              | 22,900           | 22,200           | 97        |
| LIVINGSTON           | 11,800           | 11,600           | 98        |
| MACOMB               | 134,600          | 133,000          | 99        |
| MONROE               | 29,600           | 29,000           | 98        |
| OAKLAND              | 217,800          | 214,800          | 99        |
| ST CLAIR             | 32,100           | 31,200           | 97        |
| SANILAC              | 9,300            | 8,900            | 96        |
| SHIAWASSEE           | 15,800           | 15,400           | 97        |
| TUSCOLA              | 12,000           | 11,600           | 97        |
| WASHTENAW            | 51,300           | 48,800           | 95        |
| WAYNE                | 799,200          | 780,100          | 98        |
| <b>OHIO</b>          |                  |                  |           |
| FULTON               | 8,800            | 8,400            | 96        |
| HENRY                | 7,700            | 7,500            | 98        |
| LUCAS                | 146,700          | 143,400          | 98        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| WOOD                 | 21,600           | 21,000           | 97        |
| <b>STATION TOTAL</b> | <b>1,807,800</b> | <b>1,766,100</b> | <b>98</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,519,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,135,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

For Other Newspapers with TV Station Ownership, see Section c.

# Michigan—Detroit



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

Studio: Broadcast House, 20777 W. Ten Mile Rd.

TV tape: Recording facilities.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC).

FM Affiliate: WXYZ-FM, 27.2-kw, 101.1 mc (No. 266), 880-ft. antenna height.

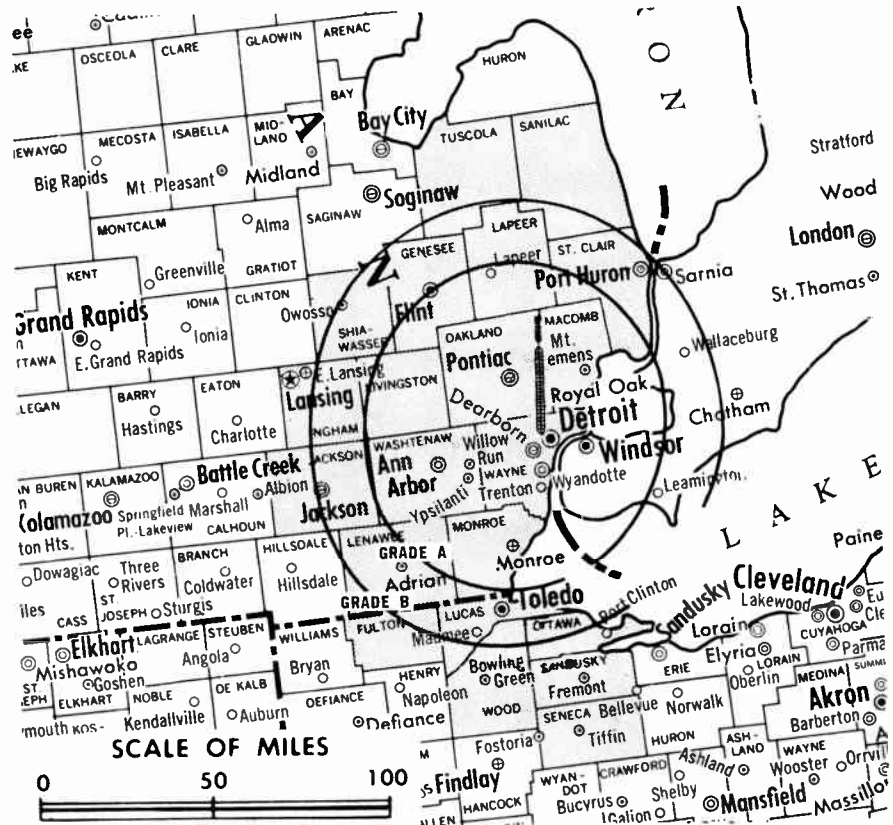
Color: Network, film & slide.

News Wire Service: AP, UPI, ABC.

Facsimile Service: AP.

News Film Service: ABC, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WXYZ-TV Ref: FCC File No. BFPCT-2480 Granted 7/10/58

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## WXYZ-TV

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48076).

Telephone: 313-444-1111. TWX No.: 313-357-4605.

Ownership: American Bcstg. Co., 100%; see WABC-TV, New York.

Began Operation: Oct 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.; Stovins-Byles (Canada).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

### Personnel:

JOHN F. PIVAL, president & general manager.  
DONALD F. KECK, general sales manager.  
KENNETH MacQUEEN, sales manager.  
JAN COIL, local sales service manager.  
RICHARD N. HUGHES, advertising & promotion manager.  
RALPH DAWSON, commercial tape manager.  
ALICE LIMPERIS, public service coordinator.  
PETER STRAND, program manager & film buyer.  
EARL MOORE, business manager.  
ED STOCKE, production service manager.  
CHARLES KOCHER, chief engineer.  
WILLIAM C. FYFFE, news director.  
DENNIS BOYLE, research director.  
JOSEPH VAUGHN, editorial director.

### DIGEST OF RATE CARD NO. 25 (Dec. 19, 1965)

| Hour                          | 30 Min.   | 15 Min.   | Min.      | 20 Sec.   | ID         |           |
|-------------------------------|-----------|-----------|-----------|-----------|------------|-----------|
| Class AA—7:30-11 p.m., daily. | \$3500.00 | \$3000.00 | \$1200.00 | \$700.00* | \$1000.00* | \$500.00* |

\*Prime (7:29-11:01 p.m.)

NETWORK BASE HOURLY RATE: \$3100.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| <b>MICHIGAN</b>      |                  |                  |           |
| GENESEE              | 116,400          | 113,900          | 98        |
| INGHAM               | 63,200           | 61,300           | 97        |
| JACKSON              | 39,900           | 38,900           | 98        |
| LAPEER               | 11,100           | 10,800           | 98        |
| LENAWEE              | 22,900           | 22,200           | 97        |
| LIVINGSTON           | 11,800           | 11,600           | 98        |
| MACOMB               | 134,600          | 133,000          | 99        |
| MONROE               | 29,600           | 29,000           | 98        |
| OAKLAND              | 217,800          | 214,800          | 99        |
| ST CLAIR             | 32,100           | 31,200           | 97        |
| SANILAC              | 9,300            | 8,900            | 96        |
| SHIAWASSEE           | 15,800           | 15,400           | 97        |
| TUSCOLA              | 12,000           | 11,600           | 97        |
| WASHTENAW            | 51,300           | 48,800           | 95        |
| WAYNE                | 799,200          | 780,100          | 98        |
| <b>OHIO</b>          |                  |                  |           |
| FULTON               | 8,800            | 8,400            | 96        |
| LUCAS                | 146,700          | 143,400          | 98        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| WOOD                 | 21,600           | 21,000           | 97        |
| <b>STATION TOTAL</b> | <b>1,789,800</b> | <b>1,748,800</b> | <b>98</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,479,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,034,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

(Station also received in Canadian markets)

For ABC Network Listing,  
see Section a.

# Michigan—Windsor, Ont.

## CKLW-TV

Ch. 9

(Also serves Detroit, Mich.)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: directional, 631-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

Studio: 825 Riverside Drive W., Windsor.

TV tape: Recording facilities.

AM Affiliate: CKLW, 50-kw, 800 kc.

FM Affiliate: CKLW-FM, 50-kw, 93.9 mc (No. 230), 414-ft. antenna height.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS

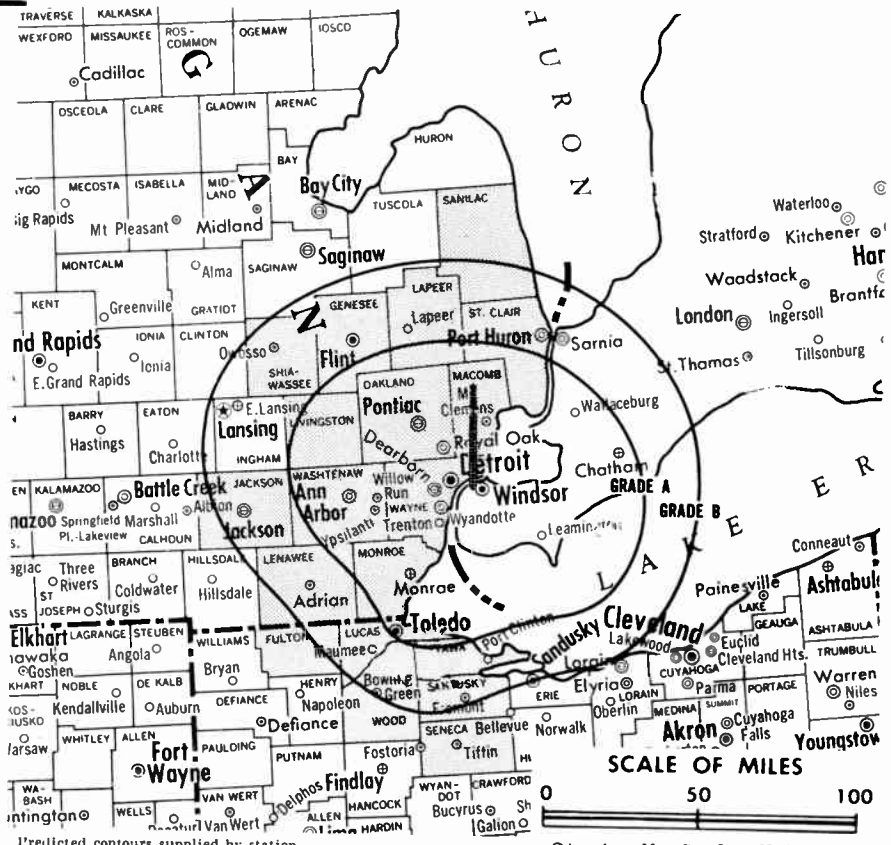
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1963

ARB study.



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## CKLW-TV

Network Service: CBC.

Licensee: W. Ontario Bcstg. Co. Ltd., Riverside Dr. W., Windsor, Ont.

Detroit & Business Office: Guardian Bldg., Detroit, Mich. (48226).

Telephones: 313-961-7200, Detroit; 519-254-2831, Windsor.

Telex No.: 023-5398.

Ownership: CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York.

Began Operation: Sept 16, 1954.

Represented (sales) by RKO General Inc.

Represented (legal) by Rogers & Rowland, Toronto, Ont.

Personnel:

S. C. RITCHIE, president & general manager.

GENE ROPER, program & production mgr., TV.

EDWIN C. METCALFE, v.p., station manager.

NORMAN HAWKINS, general sales manager, TV.

GEORGE A. SPERRY, director of advertising & promotion.

JIM VAN KUREN, news editor.

STEWART CLARK, engineering director.

### DIGEST OF RATE CARD NO. 13—(U.S. RATES)

(June 1, 1965)

| Hour                                                            | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|-----------------------------------------------------------------|-----------|----------|----------|----------|----------|----------|
| Class A—4:30-9 p.m., Mon.-Fri.; 6-11 p.m., Sat. 1-11 p.m., Sun. | \$1600.00 | \$960.00 | \$640.00 | \$400.00 | \$400.00 | \$350.00 |
|                                                                 | \$200.00  |          |          |          |          |          |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| <b>MICHIGAN</b>      |                  |                  |           |
| GENESEE              | 116,400          | 113,900          | 98        |
| LAPEER               | 11,100           | 10,800           | 98        |
| LENAWEE              | 22,900           | 22,200           | 97        |
| LIVINGSTON           | 11,800           | 11,600           | 98        |
| MACOMB               | 134,600          | 133,000          | 99        |
| MONROE               | 29,600           | 29,000           | 98        |
| DAKLAND              | 217,800          | 214,800          | 99        |
| ST CLAIR             | 32,100           | 31,200           | 97        |
| SANILAC              | 9,300            | 8,900            | 96        |
| WASHTENAW            | 51,300           | 48,800           | 95        |
| WAYNE                | 799,200          | 780,100          | 98        |
| <b>OHIO</b>          |                  |                  |           |
| FULTON               | 8,800            | 8,400            | 96        |
| LUCAS                | 146,700          | 143,400          | 98        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| WOOD                 | 21,600           | 21,000           | 97        |
| <b>STATION TOTAL</b> | <b>1,658,900</b> | <b>1,621,600</b> | <b>98</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,128,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 577,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

(Station also received in Canadian markets)

For Other Canadian Stations  
See Canadian Station Directory.

# Michigan—Flint



**WJRT-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"  
Longitude 84° 03' 35"

Transmitter: Chesaning, Mich.  
TV tape: Recording facilities.  
Color: Network only.  
News Wire Service: AP.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WJRT-TV Ref: FCC File No. BMPCT-2689 Granted 4/13/55

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

## WJRT-TV

Licensee: WJRT Inc., 2302 Lapeer Rd., Flint, Mich. (48503).

Studio: 2302 Lapeer St., Flint.

Telephone: 313-239-6611.

Ownership: John B. Poole & family, 100%.

Began Operation: Oct. 12, 1958. Present owner acquired station as part of arrangement whereby Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Television Digest, Vol. 4:18-19, 31).

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

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

ALBERT J. GILLEN, exec. v.p. & general manager.  
DUANE HARM, general sales manager.  
ALLEN D. CHRISTIANSEN, program director.  
PAUL HUGHES, local sales manager.  
ROBERT H. BATTERSBY, treasurer.  
WILLIAM MacKENZIE, commercial production manager.  
ARTHUR BONE, chief engineer.

### DIGEST OF RATE CARD NO. 9 (July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—8-10:30 p.m., daily.  
\$1250.00 \$750.00 \$405.00 \$308.00 \$400.00\* \$350.00\* \$175.00\*

\*Class AAA—8-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1100.

For Sales & Transfers, see Section c.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| MICHIGAN             |                  |                |           |
| ALCONA               | 2,000            | 1,800          | 92        |
| ALPENA               | 8,500            | 7,800          | 92        |
| ARENAC               | 2,900            | 2,800          | 96        |
| BAY                  | 32,500           | 31,700         | 98        |
| CALHOUN              | 43,600           | 42,600         | 98        |
| CHIPPewa             | 9,000            | 8,500          | 95        |
| CLARE                | 3,500            | 3,300          | 95        |
| CLINTON              | 10,700           | 10,500         | 98        |
| EATON                | 14,900           | 14,600         | 98        |
| EMMET                | 4,200            | 3,900          | 94        |
| GENESEe              | 116,400          | 113,900        | 98        |
| GLADWIN              | 3,200            | 3,000          | 95        |
| GRATIOT              | 10,600           | 10,200         | 96        |
| HURON                | 9,200            | 8,700          | 95        |
| INGHAM               | 63,200           | 61,300         | 97        |
| IONIA                | 11,600           | 11,300         | 98        |
| IOSCO                | 5,400            | 5,300          | 97        |
| ISABELLA             | 9,100            | 8,700          | 96        |
| JACKSON              | 39,900           | 38,900         | 98        |
| LAPEER               | 11,100           | 10,800         | 98        |
| LIVINGSTON           | 11,800           | 11,600         | 98        |
| MIDLAND              | 15,100           | 14,800         | 98        |
| MONTCALM             | 11,100           | 10,700         | 97        |
| OGEMAW               | 2,900            | 2,800          | 96        |
| OSCEOLA              | 3,600            | 3,400          | 96        |
| ROSCOMMON            | 2,400            | 2,400          | 98        |
| SAGINAW              | 56,000           | 54,600         | 98        |
| ST CLAIR             | 32,100           | 31,200         | 97        |
| SANILAC              | 9,300            | 8,900          | 96        |
| SHIAWASSEE           | 15,800           | 15,400         | 97        |
| TUSCOLA              | 12,000           | 11,600         | 97        |
| <b>STATION TOTAL</b> | <b>583,600</b>   | <b>567,000</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 408,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 284,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

# Michigan—Grand Rapids



**WOOD-TV**

Ch. 8

(Also serves Kalamazoo, Mich.)

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1000-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"  
Longitude 85° 30' 35"

Transmitter: 2.5-mi. S. of Middleville, Mich.

TV tape: Recording facilities.

AM & FM Affiliates: See below.

Color: Network, film, slide & tape.

News Wire Service: UPI, Time-Life News Bureau.

News Film Service: NBC.

Total Households: © SRDS

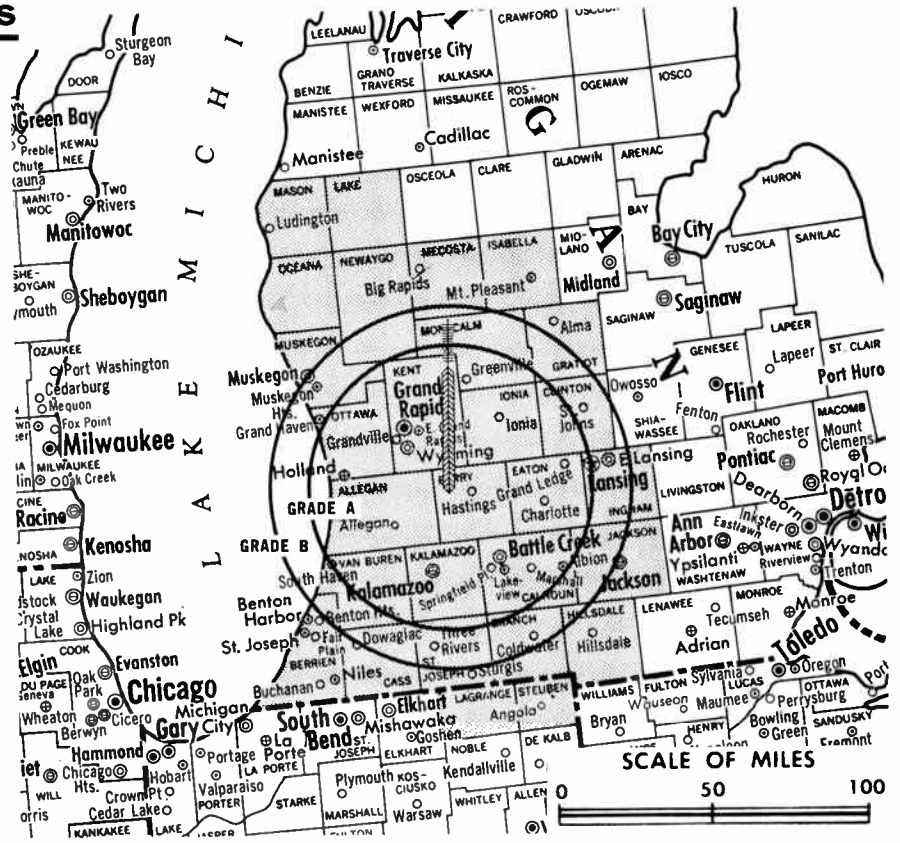
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WOOD-TV Ref: FCC File No. BPCT-917 Granted 7/31/53  
Authorized: FCC File No. BPCT-2673 & BMPCT-5402 Granted 9/22/59 & 4/5/61

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## WOOD-TV

Licensee: Time-Life Broadcast Inc., 120 College Ave. SE, Grand Rapids, Mich. (49502).

Studio: 120 College Ave. SE.

Telephone: 616-459-4125, Grand Rapids.

TWX No.: 616-949-3154.

AM Affiliate: WOOD, 5-kw, 1300 kc (NBC). FM Affiliate: WOOD-FM, 264-kw, 105.7 mc (No. 289), 820-ft. antenna height.

Ownership: Time-Life Broadcast Inc., subsidiary of Time Inc. For other interests, see Time Inc., under Group Ownership.

Begin Operation: Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLARD SCHROEDER, vice president & general manager.

JOHN S. MARKWARD, station & sales manager.

ANDY AMYX, promotion manager.

PETER KIZER, program director.

ROBERT SMITH, asst. program director & film buyer.

CHARLES LEIPHAM, production director.

JEFF DAVIS, public affairs director.

DAVID HOYLE, continuity director.

CHARLES ROBISON, chief engineer.

LEONARD BRIDGE, business manager.

DIGEST OF RATE CARD NO. 14  
(June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$1100.00 \$660.00 \$420.00 \$345.00 \$325.00 \$310.00 \$160.00  
NETWORK BASE HOURLY RATE: \$1400 (NBC).

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| INDIANA       |                  |          |     |
| LA GRANGE     | 4,700            | 4,200    | 90  |
| STUBEN        | 4,900            | 4,700    | 97  |
| MICHIGAN      |                  |          |     |
| ALLEGAN       | 17,000           | 16,600   | 97  |
| BARRY         | 9,900            | 9,600    | 97  |
| BERRIEN       | 47,400           | 45,600   | 96  |
| BRANCH        | 9,900            | 9,600    | 97  |
| CALHOUN       | 43,600           | 42,600   | 98  |
| CASS          | 11,500           | 11,100   | 97  |
| CLINTON       | 10,700           | 10,500   | 98  |
| EATON         | 14,900           | 14,600   | 98  |
| GRATIOT       | 10,600           | 10,200   | 96  |
| HILLSDALE     | 10,300           | 9,800    | 95  |
| INGHAM        | 63,200           | 61,300   | 97  |
| IONIA         | 11,600           | 11,300   | 98  |
| ISABELLA      | 9,100            | 8,700    | 96  |
| JACKSON       | 39,900           | 38,900   | 98  |
| KALAMAZOU     | 52,400           | 50,900   | 97  |
| KENT          | 112,900          | 109,100  | 97  |
| LAKE          | 1,800            | 1,700    | 93  |
| MASON         | 6,600            | 6,100    | 93  |
| MUSKOGON      | 5,600            | 5,400    | 96  |
| MONTCALM      | 11,100           | 10,700   | 97  |
| MUSKOGON      | 45,400           | 44,100   | 97  |
| NEWAYGO       | 7,200            | 6,900    | 96  |
| OCEANA        | 4,700            | 4,400    | 94  |
| OTTAWA        | 29,500           | 28,600   | 97  |
| ST JOSEPH     | 13,700           | 13,300   | 97  |
| VAN BUREN     | 15,300           | 14,900   | 97  |
| STATION TOTAL | 625,400          | 605,400  | 97  |

NET WEEKLY CIRCULATION (MARCH 65) 435,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 314,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

For Michigan CATV Systems,  
see CATV Directory in Section C.



# Knock on WOOD!

If you have product to move in Western Michigan, take a tip from the country's leading advertisers and knock on WOOD-TV. Because:

**News.** WOOD-TV is built on a solid news foundation that delivers a 59½% metro area share from 6:00-6:30 p.m., another 59% in the 11:00-11:30 p.m. slot.\* Our staff of 14 crack newsmen is supplemented by the worldwide facilities of both NBC and Time-Life.

**Color.** Much more color — 98% during evening hours, plus local slide and film facilities.

**Movies.** Top-flight motion picture packages, most in color.

**Audience.** Willy Wood has over 2,000,000 faithful viewers, just waiting to be sold.

Conclusion: if you have product to move in Western Michigan, just knock on WOOD-TV. Your Katz man has all the details and avails.

\*NSI, November '65 Average Mon.-Fri.



**WOOD-TV**  
Grand Rapids, Michigan





# Michigan—Grand Rapids



**WZZM-TV**



Ch. 13

(Also serves Muskegon and Kalamazoo)

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"

Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, Mich.

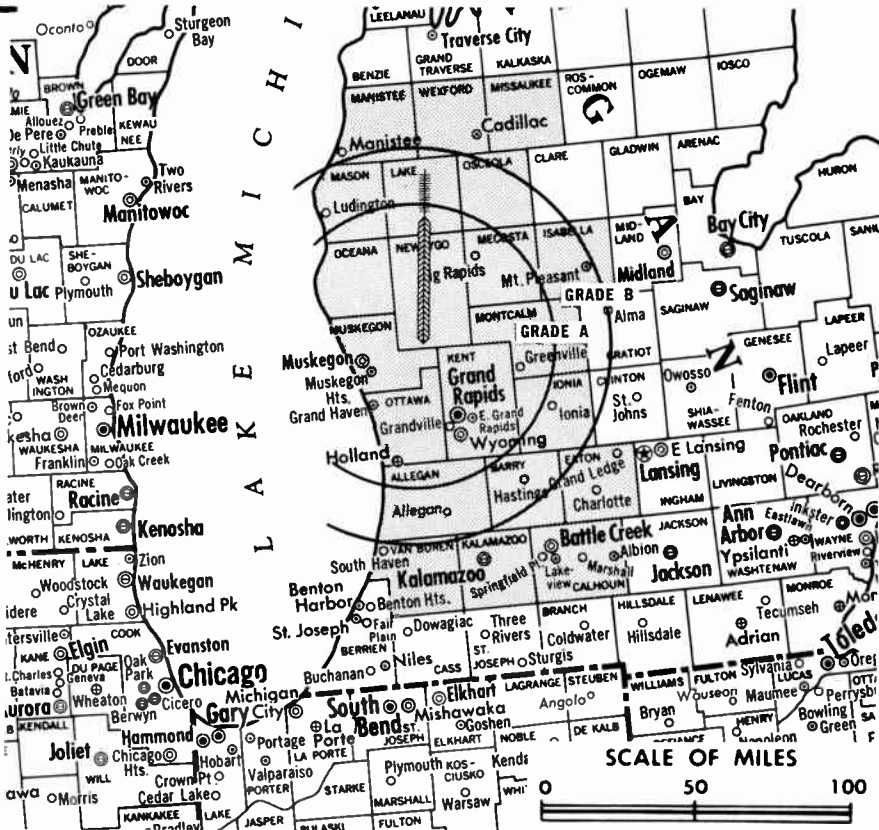
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WZZM-TV Ref: FCC File No. BPCT-I-4 Granted 7/25/62

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

## WZZM-TV

Licensee: West Michigan Telecasters Inc.

Studio: Television Center, Grand Rapids (49502).

Telephone: 616-459-3533. TWX No.: 616-949-2260.

Ownership: Lewis V. Chamberlin Jr., pres., 3.7%; Paul A. Johnson, v.p., 3.7%; Richard F. Vander Veen, secy., 3.7%; Robert C. Pew, treas., 3.7%; William C. Dempsey, exec. v.p. & gen. mgr., 11.1%; 20 other stockholders, none with more than 3.7% each.

Began Operation: Nov. 1, 1962 on interim basis whereby all four applicants operated on a cooperative basis. Began operation with present owners Jan. 25, 1965.

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

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum & Assoc.

Personnel:

WILLIAM C. DEMPSEY, exec. v.p. & general manager.  
GEORGE LYONS, general sales manager.  
BILL CORDER, program manager & film buyer.  
DALE WOLTERS, chief engineer.  
GEORGE STAUDT, promotion & publicity manager.

DIGEST OF RATE CARD NO. 2A—(Sept. 1, 1965)

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

Class AA—7:30-10:30 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$360.00 \$300.00 \$220.00 \$110.00

NETWORK BASE HOURLY RATE: \$900.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| ALLEGAN              | 17,000           | 16,600         | 97        |
| BARRY                | 9,900            | 9,600          | 97        |
| CALHOUN              | 43,600           | 42,600         | 98        |
| EATON                | 14,900           | 14,600         | 98        |
| IONIA                | 11,600           | 11,300         | 98        |
| ISABELLA             | 9,100            | 8,700          | 96        |
| KALAMAZOO            | 52,400           | 50,900         | 97        |
| KENT                 | 112,900          | 109,100        | 97        |
| LAKE                 | 1,800            | 1,700          | 93        |
| MANISTEE             | 5,700            | 5,500          | 96        |
| MASON                | 6,600            | 6,100          | 93        |
| MECOSTA              | 5,600            | 5,400          | 96        |
| MISSAUKEE            | 1,800            | 1,700          | 93        |
| MONTCALM             | 11,100           | 10,700         | 97        |
| MUSKEGON             | 45,400           | 44,100         | 97        |
| NEWAYGO              | 7,200            | 6,900          | 96        |
| OCEANA               | 4,700            | 4,400          | 94        |
| OSCEOLA              | 3,600            | 3,400          | 96        |
| OTTAWA               | 29,500           | 28,600         | 97        |
| VAN BUREN            | 15,300           | 14,900         | 97        |
| WEXFORD              | 5,200            | 5,000          | 97        |
| <b>STATION TOTAL</b> | <b>414,900</b>   | <b>401,800</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 268,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 170,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

# Michigan—Kalamazoo



**WKZO-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"  
Longitude 85° 32' 16"

Transmitter: .25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

Studio: 590 W. Maple St.

TV tape: Recording facilities.

AM Affiliate: WKZO, 5-kw, 590 kc (CBS).

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS

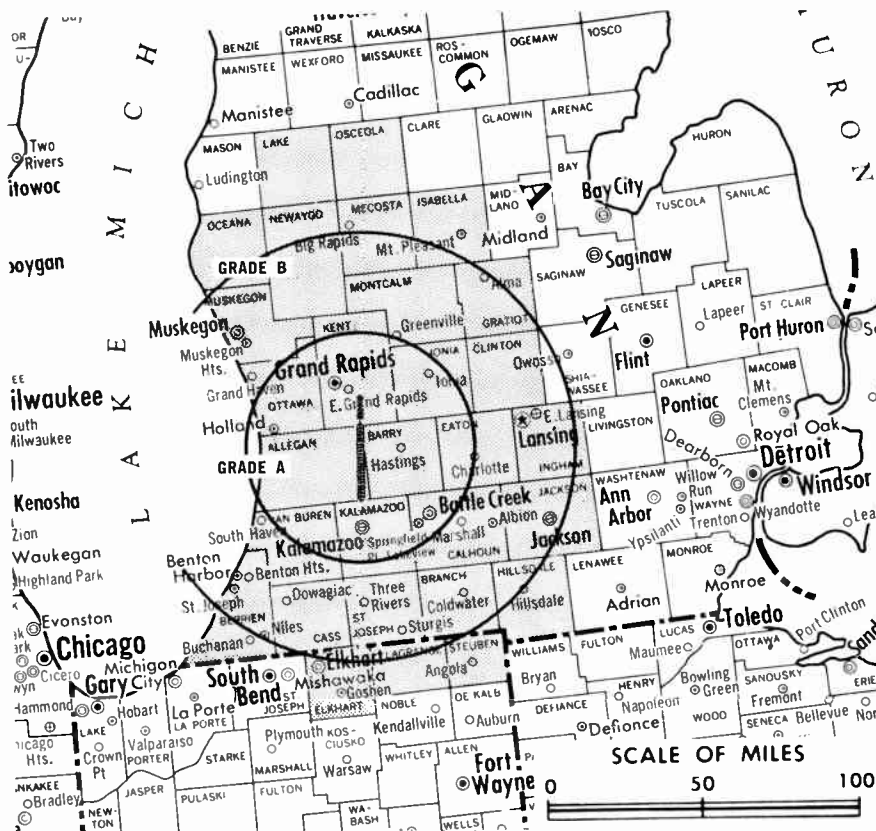
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WKZO-TV Ref: FCC File No. BPCT-2745 Granted 6/20/60

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## WKZO-TV

Licensee: Fetzer Broadcasting Co., 590 W. Maple St. (49001).

Telephone: 616-345-2101.

Ownership: John E. Fetzer, pres., 100%; Carl E. Lee, exec. v.p. Mr. Fetzer also operates KOLN-TV, Lincoln, Neb. and satellite KGIN-TV, Grand Island, Neb.; WWTV, Cadillac, Mich. and satellite WWUP-TV, Sault Ste. Marie, Mich.; radio stations WJEF & WJFM, Grand Rapids, Mich.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

CARL E. LEE, exec. v.p. & general manager.  
DONALD DeSMIT, TV administrative asst. & sales manager.  
CHARLES T. LYNCH, program director & film buyer.  
W. J. HUNT, promotion director.  
CARL COLLIN, farm director.  
GORDON ANDERSON, news, sports & special events director.  
ARTHUR COVELL, chief engineer.

### DIGEST OF RATE CARD NO. 17

(Sept. 1, 1964)

| Hour                             | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|----------------------------------|-----------|----------|----------|----------|----------|----------|
| Class AA—7:30-10:30 p.m., daily. | \$1300.00 | \$800.00 | \$600.00 | \$600.00 | \$475.00 | \$400.00 |
| NETWORK BASE HOURLY RATE:        | \$1400.   |          |          |          |          |          |

For Other Group TV Station Owners,  
see Section c.

| STATE/COUNTY         | TOTAL          |                | TV HOMES PER |
|----------------------|----------------|----------------|--------------|
|                      | HOUSEHOLDS     | HOMES          |              |
| <b>INDIANA</b>       |                |                |              |
| ELKHART              | 33,900         | 32,300         | 95           |
| LA GRANGE            | 4,700          | 4,200          | 90           |
| STEBUEN              | 4,900          | 4,700          | 97           |
| <b>MICHIGAN</b>      |                |                |              |
| ALLEGAN              | 17,000         | 16,600         | 97           |
| BARRY                | 9,900          | 9,600          | 97           |
| BERRIEN              | 47,400         | 45,600         | 96           |
| BRANCH               | 9,900          | 9,600          | 97           |
| CALHOUN              | 43,600         | 42,600         | 98           |
| CASS                 | 11,500         | 11,100         | 97           |
| CLINTON              | 10,700         | 10,500         | 98           |
| EATON                | 14,900         | 14,600         | 98           |
| GRATIOT              | 10,600         | 10,200         | 96           |
| HILLSDALE            | 10,300         | 9,800          | 95           |
| INGHAM               | 63,200         | 61,300         | 97           |
| IONIA                | 11,600         | 11,300         | 98           |
| ISABELLA             | 9,100          | 8,700          | 96           |
| JACKSON              | 39,900         | 38,900         | 98           |
| KALAMAZOO            | 52,400         | 50,900         | 97           |
| KENT                 | 112,900        | 109,100        | 97           |
| LAKE                 | 1,800          | 1,700          | 93           |
| MECOSTA              | 5,600          | 5,400          | 96           |
| MONTCALM             | 11,100         | 10,700         | 97           |
| MUSKEGON             | 45,400         | 44,100         | 97           |
| NEWAYGO              | 7,200          | 6,900          | 96           |
| OCEANA               | 4,700          | 4,400          | 94           |
| OSCEOLA              | 3,600          | 3,400          | 96           |
| OTTAWA               | 29,500         | 28,600         | 97           |
| ST JOSEPH            | 13,700         | 13,300         | 97           |
| VAN BUREN            | 15,300         | 14,900         | 97           |
| <b>STATION TOTAL</b> | <b>656,300</b> | <b>635,000</b> | <b>97</b>    |

NET WEEKLY CIRCULATION (MARCH 65) 450,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 321,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

# Michigan—Lansing



**WJIM-TV**



Ch. 6

(Also serves Flint & Jackson, Mich.)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"  
Longitude 84° 22' 35"

Transmitter: Vanatta Rd., near Cavanaugh Rd.

TV tape: Recording facilities.

AM Affiliate: WJIM, 1000-kw, 1240 kc (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 mc (No. 248), 440-ft. antenna height.

Color: Network, film.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation  
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WJIM-TV Ref: FCC File No. B1CT-2041 Granted 11/23/55

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

## WJIM-TV

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing. (48904).

Studio: 2820 East Saginaw, Lansing, Mich. (48912).

Telephone: 517-372-1900. TWX No.: 517-372-0741.

Ownership: Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10%; Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock.

Began Operation: May 1, 1950.

Represented (sales) by Blair-TV.

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

Personnel:

HAROLD F. GROSS, president.  
PHIL SHERCK, program director.  
CARL ONKEN, chief engineer.

DIGEST OF RATE CARD NO. 10  
(Jan. 1, 1962)

|                                  |          |          |          |          |          |          |
|----------------------------------|----------|----------|----------|----------|----------|----------|
| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | 20 Sec.  | 10 Sec.  |
| Class AA—6:30-10:59 p.m., daily. |          |          |          |          |          |          |
| \$1000.00                        | \$600.00 | \$400.00 | \$350.00 | \$250.00 | \$230.00 | \$115.00 |

NETWORK BASE HOURLY RATE: \$900.

For Stations Equipped for  
Color Telecasting,  
see Section a.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| ALCONA               | 2,000            | 1,800          | 92        |
| BARRY                | 9,900            | 9,600          | 97        |
| BRANCH               | 9,900            | 9,600          | 97        |
| CALHOUN              | 43,600           | 42,600         | 98        |
| CLARE                | 3,500            | 3,300          | 95        |
| CLINTON              | 10,700           | 10,500         | 98        |
| EATON                | 14,900           | 14,600         | 98        |
| GENESEE              | 116,400          | 113,900        | 98        |
| GRATIOT              | 10,600           | 10,200         | 96        |
| HILLSDALE            | 10,300           | 9,800          | 95        |
| INGHAM               | 63,200           | 61,300         | 97        |
| IONIA                | 11,600           | 11,300         | 98        |
| IOSCO                | 5,400            | 5,300          | 97        |
| ISABELLA             | 9,100            | 8,700          | 96        |
| JACKSON              | 39,900           | 38,900         | 98        |
| KALAMAZOO            | 52,400           | 50,900         | 97        |
| LAPEER               | 11,100           | 10,800         | 98        |
| LENAWEE              | 22,900           | 22,200         | 97        |
| LIVINGSTON           | 11,800           | 11,600         | 98        |
| MECOSTA              | 5,600            | 5,400          | 96        |
| MIDLAND              | 15,100           | 14,800         | 98        |
| MONTCALM             | 11,100           | 10,700         | 97        |
| OAKLAND              | 217,800          | 214,800        | 99        |
| OSCEOLA              | 3,600            | 3,400          | 96        |
| SAGINAW              | 56,000           | 54,600         | 98        |
| ST JOSEPH            | 13,700           | 13,300         | 97        |
| SANILAC              | 9,300            | 8,900          | 96        |
| SHIAWASSEE           | 15,800           | 15,400         | 97        |
| TUSCOLA              | 12,000           | 11,600         | 97        |
| WASHTENAW            | 51,300           | 48,800         | 95        |
| <b>STATION TOTAL</b> | <b>870,500</b>   | <b>848,600</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 403,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 253,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

# Michigan—Marquette



**WLUC-TV**

Ch. 6

198

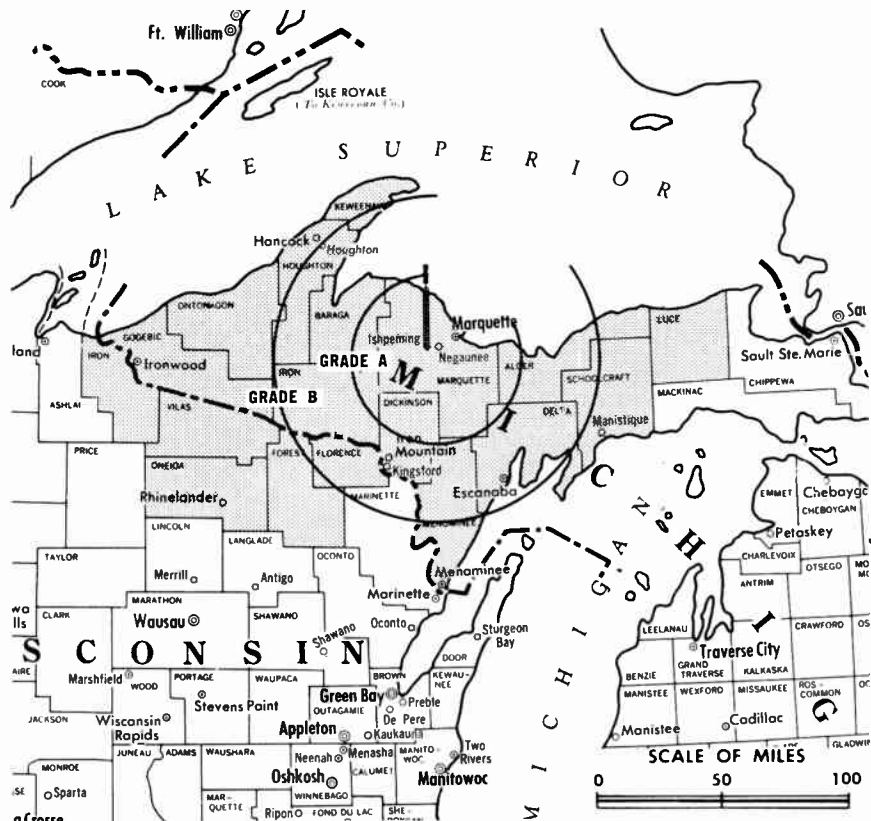
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 790-ft. above av. terrain, 367-ft. above ground, 2242-ft. above sea level.

Latitude 46° 26' 57"  
Longitude 87° 37' 49"

Transmitter: Cliffs Hill Tower Rd.

Color: Network only.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WLUC-TV Ref: FCC File No. BMPCT-3414 Granted 10/19/55

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

## WLUC-TV

Licensee: WLUC Inc., P.O. Box 479, Marquette, Mich. (49855).

Studio: Highway U.S. 41 & County Airport Rd.

Telephone: 906-475-4161. TWX No.: 906-475-9790.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Began Operation: March 20, 1956. Sale to present owner with WLUC-TV, Green Bay, Wis. by M & M Bcstg. Co. (WLUC-TV, Green Bay, Wis.) approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41, 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 by FCC (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

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

Represented (engineering) by George C. Davis.

Personnel:

ELROY E. STRAND, general mgr. & national sales & film buyer.  
ELMER EVERSON, local sales manager.  
JACK DEMPSEY, program & promotion director.  
JACK LeFOREST, national & local traffic director.  
BRUCE SAARI, film director.  
JOHN TRUITT, chief engineer.  
DAVID L. NELSON, v.p. & treas., Post Corp. bcstg. div.

### DIGEST OF RATE CARD NO. 8 (Aug. 15, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.    | Min.     | 20 Sec.  | 10 Sec. |
|-------------------------------|----------|----------|-----------|----------|----------|---------|
| Class AA—7-10:30 p.m., daily. | \$450.00 | \$250.00 | \$100.00* | \$90.00* | \$50.00* |         |

\*Class AAA—7:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$325.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>MICHIGAN</b>      |                  |               |           |
| ALGER                | 2,300            | 2,200         | 95        |
| BARAGA               | 1,700            | 1,600         | 95        |
| DELTA                | 9,600            | 9,100         | 95        |
| DICKINSON            | 6,900            | 6,700         | 97        |
| GOGEBIC              | 7,000            | 6,600         | 95        |
| HOUGHTON             | 9,700            | 9,000         | 93        |
| IRON                 | 4,800            | 4,600         | 96        |
| KEWEENAW             | 700              | 600           | 95        |
| LUCE                 | 1,600            | 1,500         | 93        |
| MARQUETTE            | 16,000           | 15,500        | 97        |
| MENOMINEE            | 6,600            | 6,400         | 97        |
| ONTONAGON            | 3,100            | 2,800         | 91        |
| SCHOOLCRAFT          | 2,300            | 2,100         | 93        |
| <b>WISCONSIN</b>     |                  |               |           |
| FLORENCE             | 800              | 800           | 96        |
| FOREST               | 1,800            | 1,600         | 92        |
| IRON                 | 2,100            | 2,000         | 96        |
| ONEIDA               | 6,600            | 6,300         | 95        |
| VILAS                | 3,000            | 2,800         | 94        |
| <b>STATION TOTAL</b> | <b>86,600</b>    | <b>82,200</b> | <b>95</b> |

NET WEEKLY CIRCULATION (MARCH 65) 58,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 48,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

(Station also received in Canadian markets)

For ARB U.S. County-by-County Data,  
see Section a

# Michigan—Lansing (Onondaga)

**WILX-TV**  
Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with educational WMSB. Authorized power: 309-kw visual, 174-kw aural. Antenna: 970-ft. above av. terrain, 983-ft. above ground, 1946-ft. above sea level.

Latitude 42° 36' 33"  
Longitude 84° 34' 21"

Requests 61.05-kw aural.

Transmitter: Rossman Rd., Onondaga.

TV tape: Recording facilities.

AM Affiliate: WJCO, Jackson, 5-kw, 1510 kc.

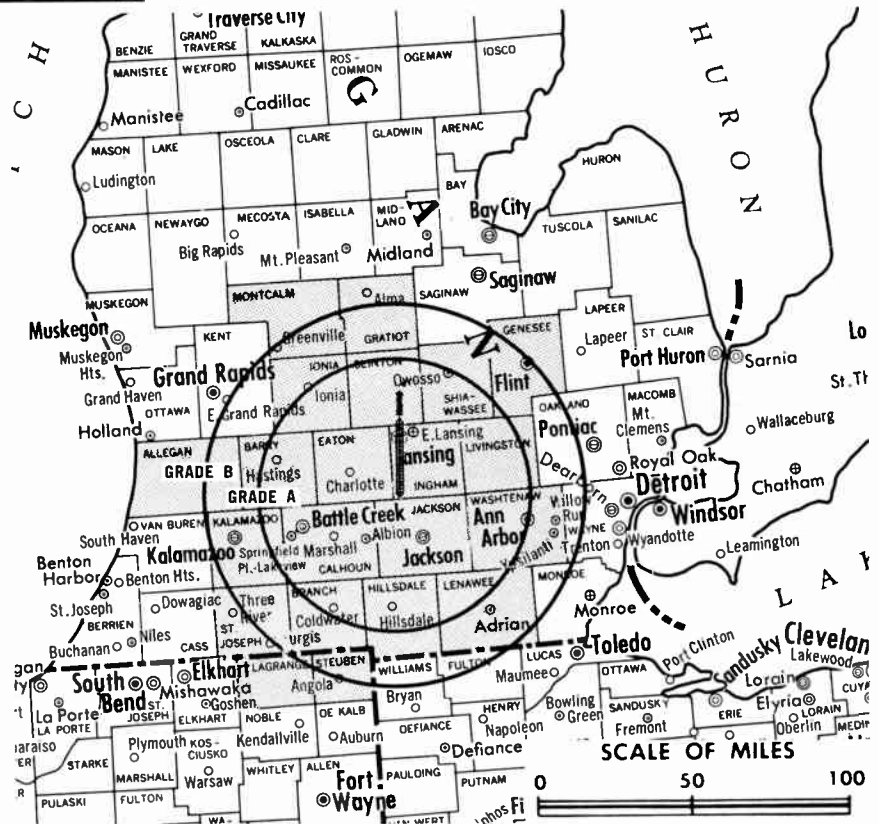
Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WILX-TV Ref: FCC File No. BPT-1870 Granted 9/3/58

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

## WILX-TV

Licensee: Television Corp. of Mich. Inc., Stoddard Bldg., Lansing, Mich. (48933).

Studios: Stoddard Bldg., Lansing; 1510 Springport Road, Jackson, Mich.

Telephones: 517-487-3729, Lansing, Mich.; 517-783-2621, Jackson, Mich.

Ownership: Edward E. Wilson, pres., 60%; Lansing Broadcasting Co. (radio WILS), 40%. Television Corp. of Mich. also owns radio WJCO, Jackson, Mich.

Began Operation: March 15, 1959.

Represented (sales) by Young Television.

Represented (legal) by Leo Resnick.

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

Personnel:

WILLIAM HART, general manager & film buyer.  
ROY BROWN, national sales manager.  
DENNIS COBB, production supervisor.  
JAMES R. BILLINGSLEY, chief engineer.

### DIGEST OF RATE CARD NO. 8 (July 1, 1965)

| Hour                                                       | 30 Min.  | 15 Min.  | 5 Min.   | Min. or 20 Sec. | 10 Sec.  |
|------------------------------------------------------------|----------|----------|----------|-----------------|----------|
| Class AA—7:31-10:31 p.m., Sun.-Fri.; 7:28-10:31 p.m., Sat. | \$880.00 | \$530.00 | \$350.00 | \$220.00        | \$165.00 |
| NETWORK BASE HOURLY RATE:                                  | \$700.   |          |          |                 |          |

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------------------------------|------------------|----------------|-----------|
| <b>INDIANA</b>                               |                  |                |           |
| LA GRANGE                                    | 4,700            | 4,200          | 90        |
| STUBEN                                       | 4,900            | 4,700          | 97        |
| <b>MICHIGAN</b>                              |                  |                |           |
| ALLEGAN                                      | 17,000           | 16,600         | 97        |
| BARRY                                        | 9,900            | 9,600          | 97        |
| BRANCH                                       | 9,900            | 9,600          | 97        |
| CALHOUN                                      | 43,600           | 42,600         | 98        |
| CLINTON                                      | 10,700           | 10,500         | 98        |
| EATON                                        | 14,900           | 14,600         | 98        |
| GENESEE                                      | 116,400          | 113,900        | 98        |
| GRATIOT                                      | 10,600           | 10,200         | 96        |
| HILLSDALE                                    | 10,300           | 9,800          | 95        |
| INGHAM                                       | 63,200           | 61,300         | 97        |
| IONIA                                        | 11,600           | 11,300         | 98        |
| JACKSON                                      | 39,900           | 38,900         | 98        |
| KALAMAZOO                                    | 52,400           | 50,900         | 97        |
| LENAAEE                                      | 22,900           | 22,200         | 97        |
| LIVINGSTON                                   | 11,800           | 11,600         | 98        |
| MONTCALM                                     | 11,100           | 10,700         | 97        |
| ST JOSEPH                                    | 13,700           | 13,300         | 97        |
| SHIAWASSEE                                   | 15,800           | 15,400         | 97        |
| WASHTENAW                                    | 51,300           | 48,800         | 95        |
| <b>STATION TOTAL</b>                         | <b>546,600</b>   | <b>530,700</b> | <b>97</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>261,600</b> |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>143,100</b> |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  | <b>11</b>      |           |

# WILX-TV is the Mid-Michigan Market

(smack dab in the middle of the mitten)

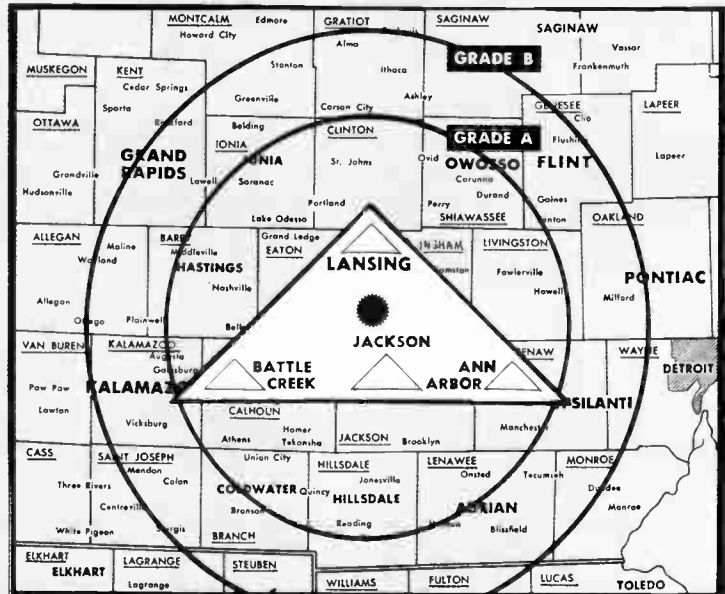
WILX-TV is your Mid-Michigan TV buy for four good reasons:

1. More efficient distribution of circulation.
2. Dominates the southern half circulation (Lansing and south).
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

Add it all up and you have **MAXIMUM** homes with **MINIMUM** duplication.

If you have clients that like extra merchandising, ask about our spectacular 40,000 circulation billboard in downtown Lansing.

Call Young Television Corp., or, write to Lansing 23, Michigan.

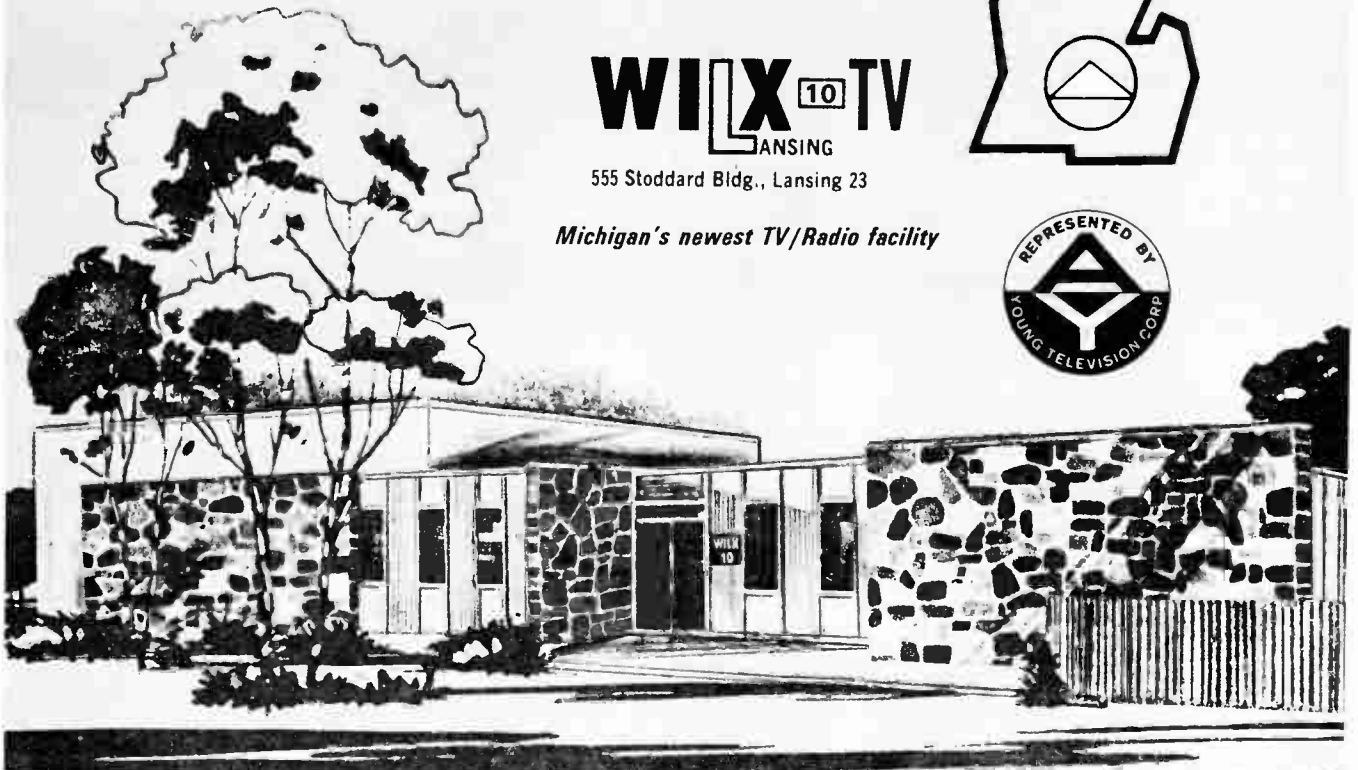
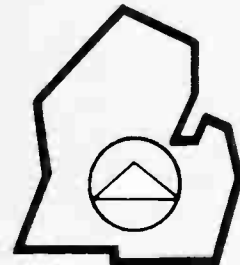


## WILX-TV

LANSING

555 Stoddard Bldg., Lansing 23

*Michigan's newest TV/ Radio facility*



# Michigan—Saginaw



**WKNX-TV**

Ch. 25

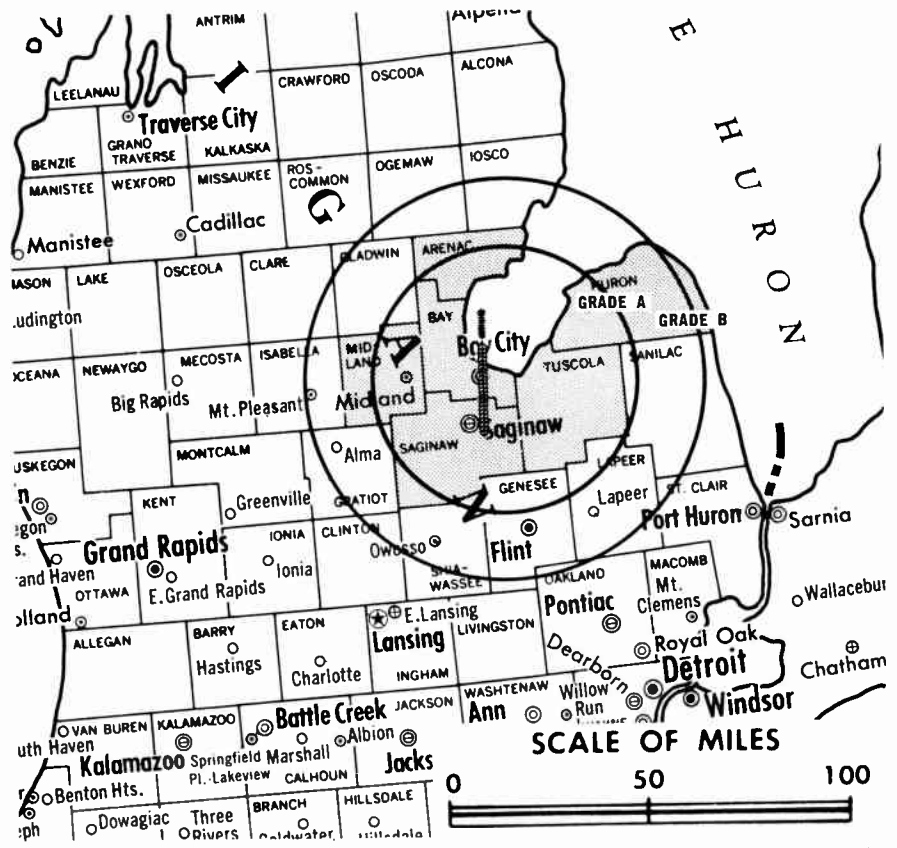
(Also serves Bay City, Mich.)

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 450-ft. above av. terrain, 476-ft. above ground, 1078-ft. above sea level.

Latitude 43° 23' 32"  
Longitude 83° 55' 32"

Transmitter: Bridgeport Twp.  
AM Affiliate: WKNX, 10-kw, 1210 kc.  
Color: Network only.  
News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARR study.



WKNX-TV Ref: FCC File No. BMPCT-2189 Granted 7/12/54 ©American Map Co., Inc., N.Y., No. 14244

## WKNX-TV

Licensee: Lake Huron Bcstg. Corp., 221 S. Washington Ave., Saginaw, Mich. (48607).

Studio: 221 S. Washington Ave.

Telephone: 517-753-4471.

Ownership: William J. Edwards, pres., 33 1/3%; Alvin M. Bentley (ex-Congressman), v.p., 33 1/3%; Howard H. Wolfe, secy.-treas., 33 1/3%. Also holds CP for daytime radio station in Houston, Tex.

Begin Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25.

Represented (sales) by Eastman TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

WILLIAM J. EDWARDS, president & general manager.  
ALVIN M. BENTLEY, vice president.  
HOWARD H. WOLFE, station manager.  
ROBERT CHANDLER, national sales manager.  
WILLIAM LORANGER, local sales manager.  
FRANK COOPERSMITH, program director & film buyer.  
MAX W. THOMAS, director technical operations.  
LEE PURVIS, business manager.  
DENNIS MILLER, film director.  
RICHARD THOMPSON, news director.

### DIGEST OF RATE CARD NO. 5 (June 1, 1965)

|                                                               |          |          |          |          |         |         |
|---------------------------------------------------------------|----------|----------|----------|----------|---------|---------|
| Hour                                                          | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | Min.    | 10 Sec. |
| Class A—6:29-11:01 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun. | \$375.00 | \$225.00 | \$150.00 | \$131.25 | \$93.75 | \$75.00 |

NETWORK BASE HOURLY RATE: \$300.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| ARENAC               | 2,900            | 2,800          | 96        |
| BAY                  | 32,500           | 31,700         | 98        |
| HURON                | 9,200            | 8,700          | 95        |
| MIDLAND              | 15,100           | 14,800         | 98        |
| SAGINAW              | 56,000           | 54,600         | 98        |
| TUSCOLA              | 12,000           | 11,600         | 97        |
| <b>STATION TOTAL</b> | <b>127,700</b>   | <b>124,200</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 68,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 42,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |



# Michigan—Sault Ste. Marie



Ch. 10

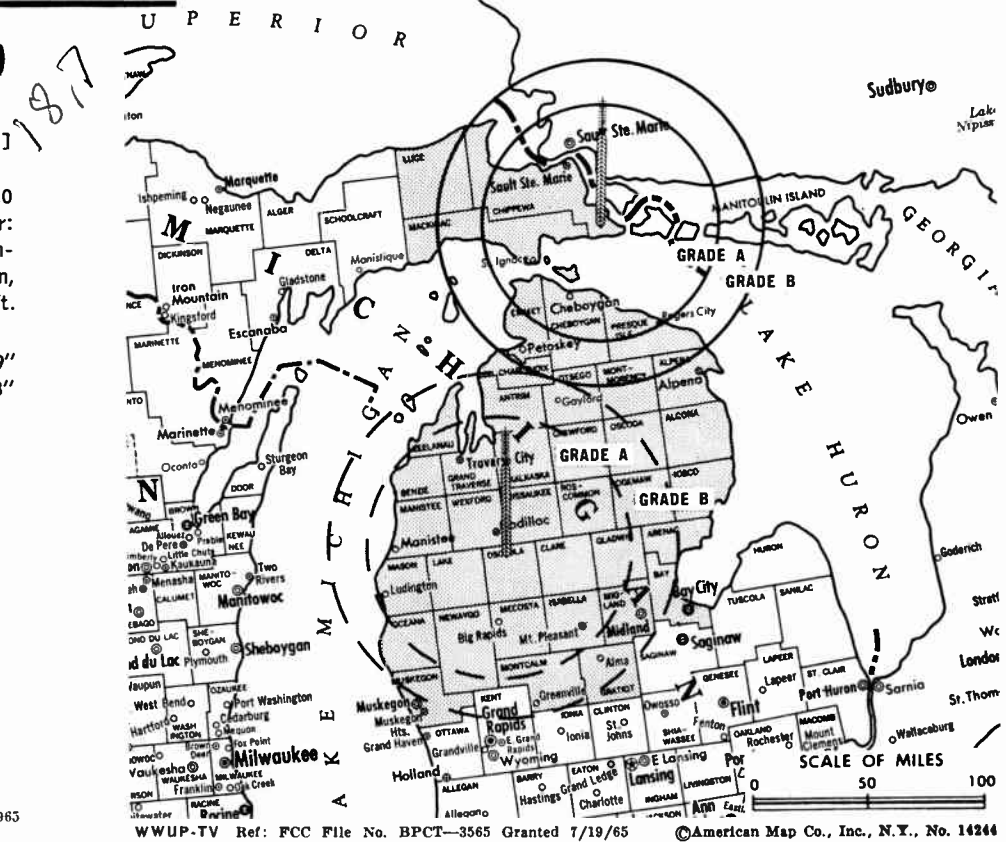
[Satellite of WWTW, Cadillac, Mich.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1873-ft. above sea level.

Latitude 46° 03' 49"  
Longitude 84° 06' 08"

Transmitter: Goetzville.

Color: Network only.



County coverage (shaded areas) based on 1965 ARB study.

WWUP-TV Ref: FCC File No. BPCT-3565 Granted 7/19/65

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

## WWUP-TV

Network Service: ABC & CBS, same as WWTW.  
Licensee: Fetzer TV Inc., P.O. Box 627, Cadillac, Mich. (49601).  
Ownership: Same as WWTW, Cadillac, Mich.  
Began Operation: June 15, 1962.  
Represented (sales) by Avery-Knode Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
See WWTW, Cadillac.  
Rates: Sold as one rate with WWTW, Cadillac.  
NETWORK BASE HOURLY RATE: Bonus to WWTW, Cadillac.

ARB Data for this Station included with report of Parent WWTW, Cadillac, Mich. The report does not reflect present coverage since WWUP-TV increased its facilities after the survey was made. Above map shows coverage for both Parent & Satellite.

(Station also received in Canadian markets)

# Daniels & Associates

THE PIONEER CATV BROKER

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING

THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

# Michigan—Traverse City



Ch. 7

(Also Serves Cadillac, Mich.)

[Affiliated with WTOM-TV, Cheboygan, Mich.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 151.6-kw visual, 75.9-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"

Longitude 85° 42' 45"

Requests 316-kw visual, 63.2-kw aural.

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

AM Affiliate: WTCM, 1-kw, 1400 kc (NBC).

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.

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WPBN-TV Ref: FCC File No. BPCT-2725 Granted 10/20/60  
WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

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

## WPBN-TV

Network Service: ABC, NBC.

Licensee: Midwestern Bcstg. Co., Paul Bunyan Bldg., Traverse City, Mich. (49684).

Studio: 3-mi. W of center of Traverse City.

Telephone: 616-947-7675.

Ownership: Les Biederman, pres., 52.5%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zierle, director, 16.25%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord, all Michigan radio stations. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

LES BIEDERMAN, president.

SOREN H. MUNKHOF, general manager & film buyer.

BILL SECRIST, station manager.

R. E. DETWILER, commercial manager.

WM. H. KIKER, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 3

(May 1, 1962)

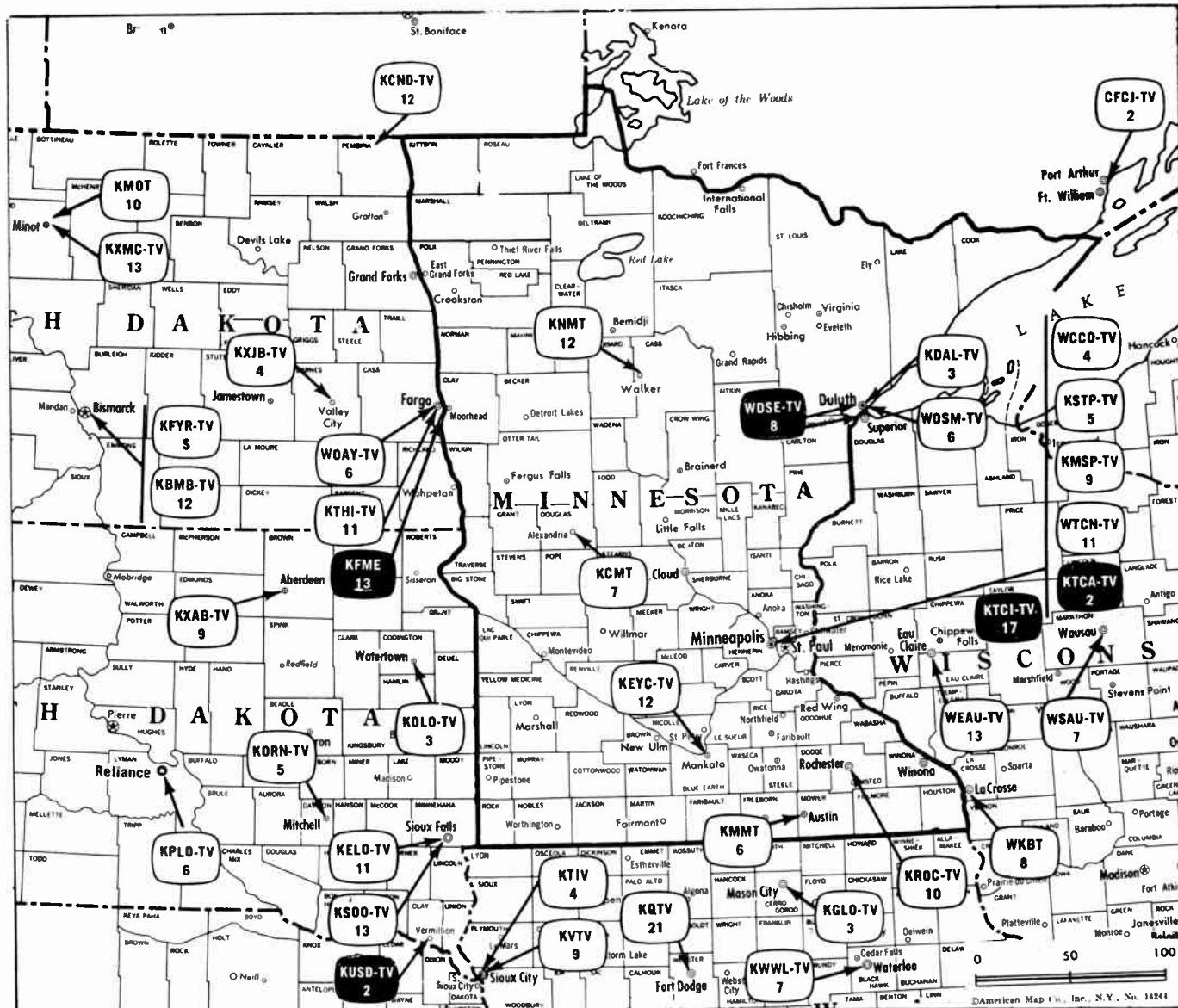
| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | Min.     | 20 Sec. | 10 Sec.         |
|----------------------------------|----------|----------|----------|----------|---------|-----------------|
| Class AA—7:29-10:31 p.m., daily. | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$90.00 | \$80.00 \$40.00 |

Note: This is combination rate with WTOM-TV, Cheboygan.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| ALPENA               | 8,500            | 7,800          | 92        |
| ANTRIM               | 2,700            | 2,600          | 96        |
| BENZIE               | 2,000            | 1,900          | 94        |
| CHARLEVOIX           | 3,600            | 3,400          | 96        |
| CHEBOYGAN            | 4,000            | 3,700          | 93        |
| CHIPPewa             | 9,000            | 8,500          | 95        |
| CLARE                | 3,500            | 3,300          | 95        |
| CRAWFORD             | 1,500            | 1,400          | 93        |
| EMMET                | 4,200            | 3,900          | 94        |
| GLADWIN              | 3,200            | 3,000          | 95        |
| GRAND TRAVERSE       | 9,300            | 8,800          | 95        |
| ISABELLA             | 9,100            | 8,700          | 96        |
| KALKASKA             | 1,100            | 1,000          | 94        |
| LAKE                 | 1,800            | 1,700          | 93        |
| LEELANAU             | 2,700            | 2,600          | 95        |
| LUCE                 | 1,600            | 1,500          | 93        |
| MACKINAC             | 3,000            | 2,800          | 95        |
| MANISTEE             | 5,700            | 5,500          | 96        |
| MASON                | 6,600            | 6,100          | 93        |
| MECOSTA              | 5,600            | 5,400          | 96        |
| MISSAUKEE            | 1,800            | 1,700          | 93        |
| MONTCALM             | 11,100           | 10,700         | 97        |
| MONTMORENCY          | 1,400            | 1,200          | 91        |
| NEWAYGO              | 7,200            | 6,900          | 96        |
| OCEANA               | 4,700            | 4,400          | 94        |
| DGEMAW               | 2,900            | 2,800          | 96        |
| OSCEDLA              | 3,600            | 3,400          | 96        |
| OSCODA               | 1,100            | 1,000          | 90        |
| OTSEGO               | 2,100            | 2,000          | 96        |
| PRESQUE ISLE         | 3,400            | 3,100          | 91        |
| ROSCOMMON            | 2,400            | 2,400          | 98        |
| SCHOOLCRAFT          | 2,300            | 2,100          | 93        |
| WEXFORD              | 5,200            | 5,000          | 97        |
| <b>STATION TOTAL</b> | <b>137,900</b>   | <b>130,300</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 90,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 64,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

(Station also received in Canadian markets)

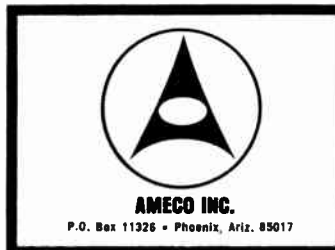


| Market                      | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------------------------|----------------------------|------|-------------|------|---------------|------|
| Minneapolis-St. Paul        | 679,400                    | 17   | 856,300     | 31   | 808,400       | 28   |
| Duluth-Superior, Wis.       | 153,800                    | 107  | 194,900     | 138  | 180,100       | 138  |
| Austin-Mason City-Rochester | 152,900                    | 108  | 313,500     | 98   | 294,800       | 99   |
| Alexandria                  | 103,500                    | 148  | 193,000     | 139  | 172,600       | 140  |
| Mankato                     | 90,600                     | 154  | 175,000     | 146  | 160,800       | 144  |

**Minn. Station Status as of Feb. 1, 1966**

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| ○ Commercial Television Stations  | 11  | 0   | 11    |
| ● Educational Television Stations | 3   | 1   | 4     |

15



## AMECO "SALESMOBILE SERVICE"

IN MINNESOTA  
PAUL CLARK

6324 Maple

Omaha, Nebraska 68104

Phone: 402-558-0323

# Minnesota

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

### KWCM-TV

Appleton

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave., St. Paul.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.1-kw aural. Antenna: 480-ft. above av. terrain, 496-ft. above ground, 1526-ft. above sea level.

|           |     |     |      |
|-----------|-----|-----|------|
| Latitude  | 45° | 10' | 04'' |
| Longitude | 95° | 59' | 54'' |

### WDSE-TV

Duluth-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Grantee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, Central High School, Duluth (55802).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 922-ft. above av. terrain, 803-ft. above ground, 2046-ft. above sea level.

|           |     |     |      |
|-----------|-----|-----|------|
| Latitude  | 46° | 47' | 21'' |
| Longitude | 92° | 06' | 51'' |

### KTCI-TV

St. Paul

Ch. 17

Non-Commercial Educational Station

Grantee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul (55113).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 47.9-kw visual, 22.9-kw aural. Antenna: 490-ft. above av. terrain, 556-ft. above ground, 1543-ft. above sea level.

|           |     |     |      |
|-----------|-----|-----|------|
| Latitude  | 44° | 59' | 54'' |
| Longitude | 93° | 11' | 17'' |

### KTCA-TV

St. Paul-Minneapolis

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., 1640 Como Ave., St. Paul (55113).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 620-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

|           |     |     |      |
|-----------|-----|-----|------|
| Latitude  | 44° | 59' | 54'' |
| Longitude | 93° | 11' | 17'' |

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KGLO-TV

Austin

(See Mason City, Ia.)

### KROC-TV

Austin

(See Rochester, Minn.)

### KGLO-TV

Rochester

(See Mason City, Ia.)

### KMMT

Rochester

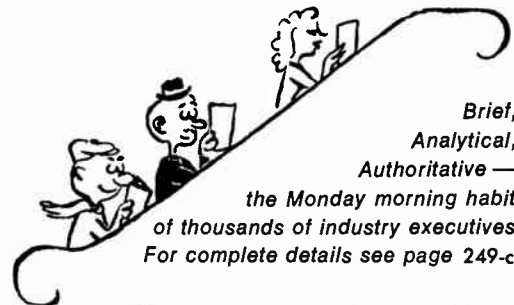
(See Austin, Minn.)

### KSTP-TV

Minneapolis

(See St. Paul, Minn.)

## People on the way up read Television Digest\*



Brief,  
Analytical,  
Authoritative —  
the Monday morning habit  
of thousands of industry executives  
For complete details see page 249-c

\*People on the way down didn't!

# Minnesota—Alexandria



**KCMT**

Ch. 7

[Affiliated with KNMT, Walker, Minn.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 100-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"

Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, Minn.

Studio: 8th & Hawthorne.

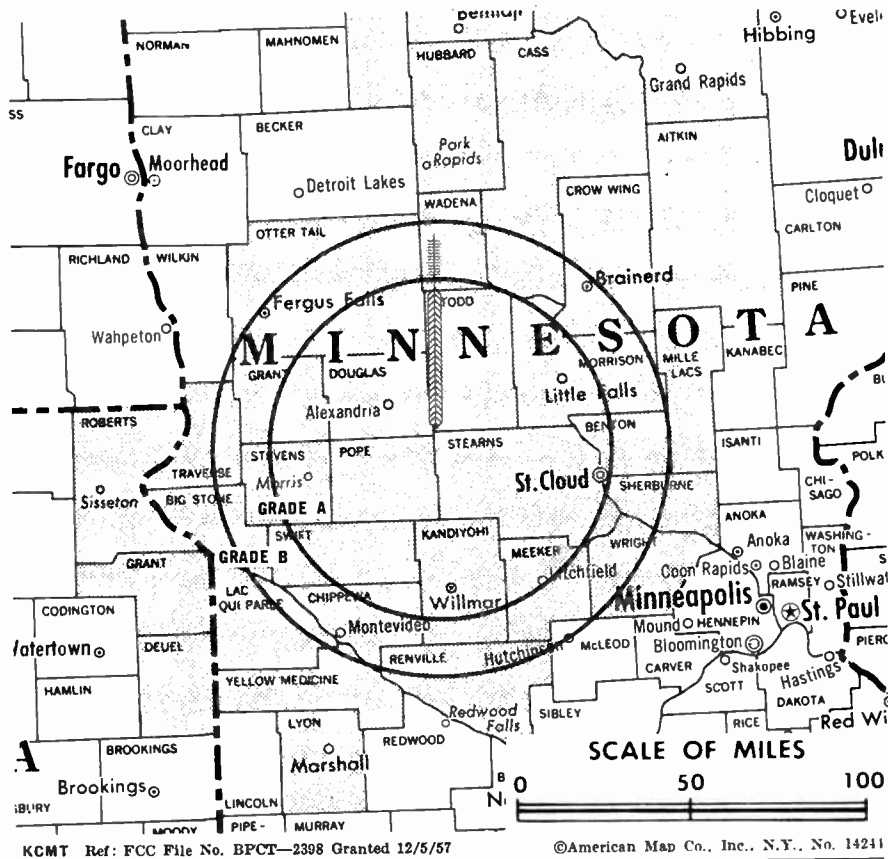
Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Telephone: 612-763-5166.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 (County coverage (shaded areas) based on 1965 ARB study.)



## KCMT

Licensee: Central Minnesota Television Co., Box 612, Alexandria, Minn. (56308).

Ownership: Joseph O. Perino, pres., 3.06%; Thomas K. Barnes, v.p., 26%; John J. McCarten, secy.-treas., 3.06%; Julius Hetland, director, 15%; Lee H. Johnson, director, 3.06%; Kenneth C. Bechtel, director, 3.06%; 8 other stockholders, none with more than 3.06%. Hetland is technical director, WDAY-TV. Central Minnesota Television also owns KNMT (TV), Walker, Minn., radio KVOX, Moorhead, Minn.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Marmet & Schneider.

Represented (engineering) by Julius Hetland.

Personnel:

- GLENN FLINT, general manager.
- KENNETH BECHTEL, program director.
- KEN SCHNEIDER, sales manager.
- JON HAAVEN, news director.
- CARL IVERSON, chief engineer.
- JIM SYRDAL, promotion manager.

### DIGEST OF RATE CARD NO. 5 (July 1, 1965)

| Hour                         | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | 20 Sec.  | 10 Sec.  |
|------------------------------|----------|----------|----------|----------|----------|----------|
| Class AA—7-9:59 p.m., daily. | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$150.00 | \$140.00 |
| Min. or                      |          |          |          |          |          |          |
| 20 Sec.                      |          |          |          |          |          |          |
| 10 Sec.                      |          |          |          |          |          |          |
| NETWORK BASE HOURLY RATE:    | \$300.   |          |          |          |          |          |

Combination Rates: KCMT, Alexandria, and KNMT, Walker, Minn.

ARB Data For This Station Includes Affiliated  
 KNMT, Walker, Minn.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MINNESOTA</b>     |                  |                |           |
| AITKIN               | 3,400            | 3,100          | 92        |
| BELTRAMI             | 6,000            | 4,700          | 78        |
| BENTON               | 4,600            | 4,300          | 94        |
| BIG STONE            | 2,500            | 2,300          | 92        |
| BLUE EARTH           | 13,200           | 12,200         | 93        |
| CASS                 | 4,300            | 3,400          | 79        |
| CHIPPEWA             | 4,700            | 4,200          | 89        |
| CLEARWATER           | 2,300            | 1,800          | 80        |
| CROW WING            | 9,700            | 8,700          | 89        |
| DOUGLAS              | 6,200            | 5,600          | 91        |
| GRANT                | 2,400            | 2,300          | 95        |
| HUBBARD              | 2,900            | 2,300          | 78        |
| ITASCA               | 11,100           | 10,100         | 90        |
| KANDIYOH             | 8,500            | 7,600          | 90        |
| LAC QUI PARLE        | 3,600            | 3,300          | 91        |
| LYON                 | 6,300            | 5,600          | 89        |
| MEEKER               | 5,300            | 4,900          | 92        |
| MILLE LACS           | 4,000            | 3,700          | 92        |
| MORRISON             | 6,800            | 6,000          | 89        |
| OTTER TAIL           | 13,200           | 11,700         | 89        |
| POPE                 | 3,300            | 2,900          | 87        |
| RENVILLE             | 6,200            | 5,600          | 89        |
| SHERBURNE            | 3,400            | 3,200          | 94        |
| STEARNS              | 19,800           | 18,200         | 92        |
| STEVENS              | 3,100            | 2,800          | 92        |
| SWIFT                | 3,900            | 3,500          | 90        |
| TODD                 | 6,000            | 5,200          | 86        |
| TRAVERSE             | 1,900            | 1,800          | 92        |
| WADENA               | 3,300            | 2,700          | 82        |
| WRIGHT               | 8,500            | 7,900          | 93        |
| YELLOW MEDICINE      | 4,200            | 3,500          | 82        |
| <b>SOUTH DAKOTA</b>  |                  |                |           |
| DEUEL                | 1,900            | 1,700          | 92        |
| GRANT                | 3,000            | 2,700          | 91        |
| ROBERTS              | 3,500            | 3,100          | 89        |
| <b>STATION TOTAL</b> | <b>193,000</b>   | <b>172,600</b> | <b>89</b> |

NET WEEKLY CIRCULATION (MARCH 65) 103,500  
 AVERAGE DAILY CIRCULATION (MARCH 65) 80,000  
 COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Minnesota—Austin



**KMMT**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 350-ft. above av. terrain, 406-ft. above ground, 1609-ft. above sea level.

Latitude 43° 37' 20"  
Longitude 92° 59' 22"

Transmitter: 2.5-mi. S of Austin on Hwy. No. 105.

Color: Network.

News Wire Service: AP.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KMMT Ref: FCC File No. BPT-2668 Granted 8/10/59

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

## KMMT

Licensee: Minnesota-Iowa Television Co., 319 N. Main St., Austin, Minn. (55912).

Studio: 2.5-mi. S of Austin on Hwy. No. 105.

Telephone: 507-433-8836.

Ownership: Same as KWWL-TV, Waterloo, Ia.

Began Operation: July 27, 1953. Sale to present owners by Chester A. Weseman and associates approved Oct. 29, 1958 by FCC (Television Digest, Vol. 13:6).

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Associates (Minneapolis).

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

ROBERT BUCKMASTER, president.  
THOMAS L. YOUNG, exec. v.p. & general manager.  
DUANE EASTVOLD, station & sales manager.  
STAN STYDNICKI, v.p. & operations director.  
ARV TRULAND, news & sports director.  
TONY MULDER, technical director.

### DIGEST OF RATE CARD NO. 9 (Nov. 1, 1963)

| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | Min. or 20 Sec. | ID              |
|----------------------------------|----------|----------|----------|----------|-----------------|-----------------|
| Class AA—6:59-10 p.m., daily.    | \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$105.00        | \$70.00 \$35.00 |
| NETWORK BASE HOURLY RATE: \$300. |          |          |          |          |                 |                 |

For Sales & Transfers of TV Stations,  
see Section c.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>IOWA</b>          |                  |                |           |
| CERRO GOROU          | 15,900           | 15,100         | 95        |
| CHICKASAW            | 4,300            | 4,000          | 94        |
| FLOYD                | 6,500            | 6,100          | 94        |
| FRANKLIN             | 4,600            | 4,400          | 96        |
| HANCOCK              | 4,200            | 4,000          | 94        |
| HOWARD               | 3,800            | 3,300          | 88        |
| KOSSUTH              | 7,100            | 6,800          | 95        |
| MITCHELL             | 4,200            | 3,900          | 94        |
| PALO ALTO            | 3,900            | 3,500          | 89        |
| WINNEBAGO            | 4,000            | 3,800          | 95        |
| WINNESHIEK           | 5,900            | 5,400          | 92        |
| WORTH                | 2,900            | 2,700          | 94        |
| <b>MINNESOTA</b>     |                  |                |           |
| BLUE EARTH           | 13,200           | 12,200         | 93        |
| DODGE                | 3,700            | 3,400          | 91        |
| FARIBAULT            | 6,800            | 6,400          | 93        |
| FILLMORE             | 6,800            | 6,300          | 93        |
| FREEBORN             | 11,400           | 10,800         | 94        |
| GOODHUE              | 10,000           | 9,400          | 94        |
| JACKSON              | 4,200            | 3,800          | 91        |
| MARTIN               | 8,300            | 7,700          | 93        |
| MOWER                | 14,400           | 13,700         | 96        |
| OLMSTED              | 20,600           | 19,600         | 95        |
| STEELE               | 7,800            | 7,400          | 95        |
| WABASHA              | 4,700            | 4,500          | 94        |
| WASECA               | 4,900            | 4,600          | 94        |
| WINONA               | 11,700           | 10,700         | 92        |
| <b>WISCONSIN</b>     |                  |                |           |
| LA CROSSE            | 21,500           | 20,900         | 97        |
| <b>STATION TOTAL</b> | <b>217,300</b>   | <b>204,400</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 111,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 66,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Minnesota—Duluth-Superior, Wis.



**KDAL-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 07"

Longitude 92° 07' 15"

Transmitter: Observation Rd. & 11th St.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).

O & O Translators: K78AK, Cass Lake; K70BG, Deer River; K70CP, Grand Marais; K79AQ, Grand Portage; K70DH, Aitkin; K74CM, Brainerd, Minn.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KDAL-TV Ref: FCC File No. BMPCT-3130 Granted 6/13/55

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

## KDAL-TV

Network Service: CBS.

Licensee: KDAL Inc., Bradley Bldg., Duluth, Minn. (55802).

Studio: Bradley Bldg.

Telephone: 218-722-4466.

TWX No.: 218-820-0213.

Ownership: KDAL Inc. is a wholly-owned subsidiary of WGN Inc. For other interests, see WGN-TV, Chicago, Ill.

Began Operation: March 14, 1954. Sale to present owner by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 by FCC (Television Digest, Vol. 16:34, 50).

Represented (sales) by Edward Petry & Co. Inc.; Harry S. Hyett Co.; William Creed.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ODIN S. RAMSLAND, general manager.

CHARLES A. WILSON, national sales director (Chicago).

JOHN GRANDY, v.p. & sales manager.

EARL HENTON, program director & film buyer.

CARL CASPERSON, promotion manager.

ROBERT DETTMAN, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 12

(July 1, 1964)

| Hour                             | 30 Min.   | 15 Min.  | 5 Min.   | Min. or 40 Sec. | 20 Sec.  | 8 Sec.   |
|----------------------------------|-----------|----------|----------|-----------------|----------|----------|
| Class AA—6:31-10:01 p.m., daily. | \$1000.00 | \$600.00 | \$500.00 | \$300.00        | \$225.00 | \$200.00 |
|                                  | \$100.00  |          |          |                 |          |          |

NETWORK BASE HOURLY RATE: \$700 (CBS), \$700 (ABC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| GOGEBIC              | 7,000            | 6,600          | 95        |
| ONTONAGON            | 3,100            | 2,800          | 91        |
| <b>MINNESOTA</b>     |                  |                |           |
| AITKIN               | 3,400            | 3,100          | 92        |
| BELTRAMI             | 6,000            | 4,700          | 78        |
| CARLTON              | 8,000            | 7,700          | 95        |
| CASS                 | 4,300            | 3,400          | 79        |
| COOK                 | 1,100            | 900            | 87        |
| CROW WING            | 9,700            | 8,700          | 89        |
| HUBBARD              | 2,900            | 2,300          | 78        |
| ITASCA               | 11,100           | 10,100         | 90        |
| KOOCHICHING          | 5,200            | 4,300          | 83        |
| LAKE                 | 4,700            | 4,500          | 95        |
| MILLE LACS           | 4,000            | 3,700          | 92        |
| PINE                 | 4,500            | 4,000          | 89        |
| ST LOUIS             | 74,600           | 70,300         | 94        |
| <b>WISCONSIN</b>     |                  |                |           |
| ASHLAND              | 4,600            | 4,400          | 96        |
| BARRON               | 9,700            | 9,100          | 94        |
| BAYFIELD             | 3,100            | 3,000          | 96        |
| BURNETT              | 2,800            | 2,600          | 94        |
| DDUGLAS              | 13,600           | 13,200         | 97        |
| IRON                 | 2,100            | 2,000          | 96        |
| PRICE                | 3,800            | 3,500          | 92        |
| SAWYER               | 2,700            | 2,500          | 93        |
| WASHBURN             | 2,900            | 2,700          | 96        |
| <b>STATION TOTAL</b> | <b>194,900</b>   | <b>180,100</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 153,800  
 AVERAGE DAILY CIRCULATION (MARCH 65) 134,100  
 COLOR PENETRATION PERCENTAGE (NOV 65) 5  
 (Station also received in Canadian markets)



# Minnesota—Duluth



**WDIO-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"  
Longitude 92° 07' 17"

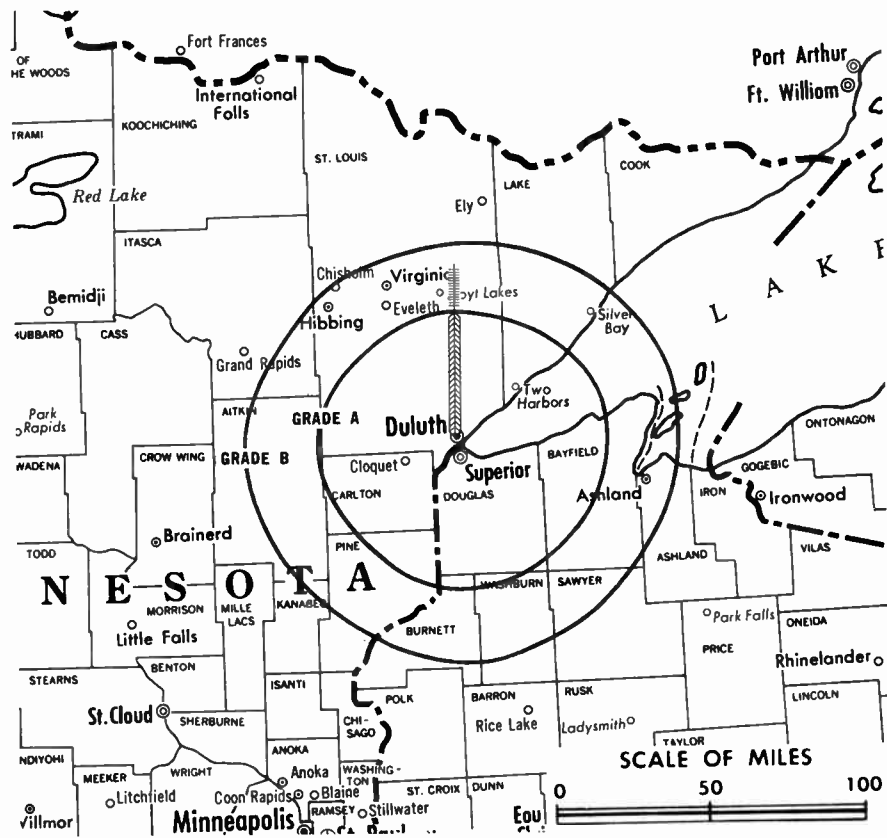
Transmitter: 10 Observation Road.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



WDIO-TV Ref: FCC File No. BPCT-3404 Granted 8/25/65

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

## WDIO-TV

Grantee: Channel 10 Inc., 10 Observation Road, Duluth (55811)

Studio: 10 Observation Road.

Telephone: 218-727-6681.

Ownership: The following stockholders are subject to a voting trust involving 53%: John H. Poole, 10.2%; Frank P. Befera, 7.26%; Maurice M. Cohen, 5.10%; Robert S. Nickoloff, 5.10%; Lawrence M. Clamage, 5.0%; A. William Hedenberg, 5.10%; Gerald W. Heaney, 2.54%; A. Reinhold Melander, 2.54%; Dr. Jacob Grahek, 2.54%; Norman K. Fugelso, 2.54%; David M. Siegel, 2.54%; Gene W. Halverson, 1.02%; Kenneth C. Weyl, 1.02%; William D. Watters, .5%. Other stockholders are WMT-TV, Cedar Rapids, Ia., 43%; Burns Nugent, 2.0%; Gail T. Keeble, 1.0%; Richard Gottschald, 1.0%; 12 others, none with more than 1%. Frank Befera owns radios WMFG, Hibbing and WHLB, Virginia, both Minn. Poole owns control of radio KBIG, Los Angeles and 4% of KRAK, Sacramento. Poole family owns 50% of KEVE & FM, Golden Valley, Minn. and 60% of KGIM, Avalon, Cal.

Began Operation: Jan. 24, 1966.

Represented (sales) by The Katz Agency.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Lohnes & Culver.

Personnel:

FRANK P. BEFERA, president & general manager.  
LAWRENCE M. CLAMAGE, program director.  
GEORGE W. WOODY, chief engineer.  
JACK MCKENNA, promotion manager.  
KEN SWANSON, production supervisor.  
DICK GOTTSCHALD, news director.

### DIGEST OF RATE CARD NO. A1

(Jan. 24, 1966)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |         |
|------------------------------|----------|----------|----------|----------|----------|----------|---------|
| Class A—6:30-10 p.m., daily. | \$500.00 | \$300.00 | \$200.00 | \$155.00 | \$155.00 | \$130.00 | \$65.00 |

ARB Data for this Station is not available since it was not in operation when the survey was made.

## MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and  
Management Studies

514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Minnesota—Duluth-Superior, Wis.



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"  
Longitude 92° 06' 51"

Transmitter: 5th Ave. W. & 10th St., Duluth

Color: Network, live, film, slide.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WDSM, 5-kw, 710 kc (NBC).

O & O Translators: K82AF, Cass Lake; K74AR, Deer River; K74BQ, Grand Marais, Minn.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WDSM-TV

Network Service: ABC, NBC.

Licensee: Northwest Publications Inc., WDSM Bldg., Duluth.

Studios: WDSM Bldg., Duluth & 921 Tower Ave., Superior, Wis. (55802).

Telephones: 218-727-8484, Duluth; 715-394-9238, Superior.

TWX No.: 218-820-0275.

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes Duluth Herald-News Tribune. For other interests, see WCCO-TV.

Began Operation: Feb. 23, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Hurley (Minneapolis); Television Representatives Ltd. (Canada).

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

Personnel:

ROBERT J. RICH, general manager.  
R. W. (RICK) PEARSON, commercial manager.  
MARTIN OLSON, promotion & merchandising manager.  
ED CONRAD, program director & film buyer.  
GEORGE CARLSON, director of engineers.  
DENNIS MURPHY, production manager.

DIGEST OF RATE CARD NO. 12  
(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:59-10 p.m., daily.  
\$825.00 \$515.00 \$415.00 \$250.00 \$215.00 \$195.00 \$95.00  
NETWORK BASE HOURLY RATE: \$700 (ABC), \$700 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>      |                  |                |           |
| GOGEBIC              | 7,000            | 6,600          | 95        |
| ONTONAGON            | 3,100            | 2,800          | 91        |
| <b>MINNESOTA</b>     |                  |                |           |
| AITKIN               | 3,400            | 3,100          | 92        |
| BELTRAMI             | 6,000            | 4,700          | 78        |
| CARLTON              | 8,000            | 7,700          | 95        |
| CASS                 | 4,300            | 3,400          | 79        |
| COOK                 | 1,100            | 900            | 87        |
| CROW WING            | 9,700            | 8,700          | 89        |
| ITASCA               | 11,100           | 10,100         | 90        |
| KOOCHICHING          | 5,200            | 4,300          | 83        |
| LAKE                 | 4,700            | 4,500          | 95        |
| MILLE LACS           | 4,000            | 3,700          | 92        |
| PINE                 | 4,500            | 4,000          | 89        |
| ST LOUIS             | 74,600           | 70,300         | 94        |
| <b>WISCONSIN</b>     |                  |                |           |
| ASHLAND              | 4,600            | 4,400          | 96        |
| BAYFIELD             | 3,100            | 3,000          | 96        |
| BURNETT              | 2,800            | 2,600          | 94        |
| DOUGLAS              | 13,600           | 13,200         | 97        |
| IRON                 | 2,100            | 2,000          | 96        |
| PRICE                | 3,800            | 3,500          | 92        |
| SAWYER               | 2,700            | 2,500          | 93        |
| WASHBURN             | 2,900            | 2,700          | 96        |
| <b>STATION TOTAL</b> | <b>182,300</b>   | <b>168,700</b> | <b>93</b> |

NET WEEKLY CIRCULATION (MARCH 65) 144,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 121,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 5  
(Station also received in Canadian markets)

# Minnesota—Mankato



**KEYC-TV**

Ch. 12



218

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"  
Longitude 94° 24' 41"

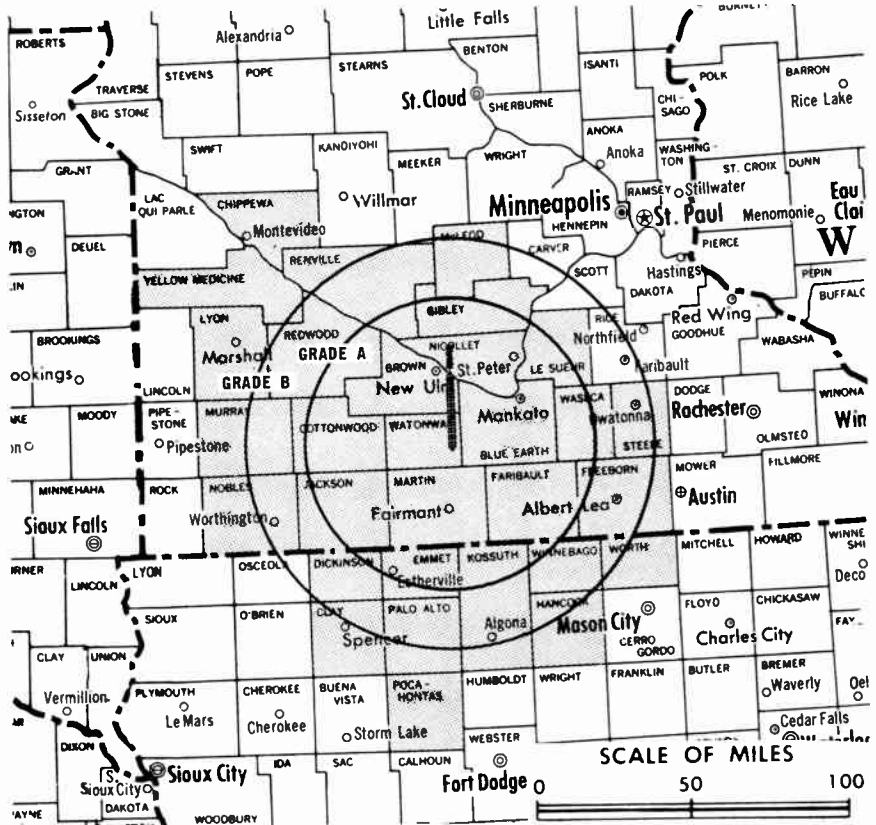
Requests 63-kw aural.

Transmitter: 1.6-mi. NE of Lewisville, Minn.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



KEYC-TV Ref: FCC File No. BPCT-2433 Granted 6/11/68

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## KEYC-TV

Grantee: Lee Broadcasting Corp., P.O. Box XII, Mankato, Minn. (56002).

Studio: Lee Blvd., N. Mankato.

Telephone: 507-387-7905.

Ownership: Lee Broadcasting Corp., 100%. For other interests see KGLO-TV, Mason City, Ia.

Began Operation: Oct. 5, 1960.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Associates.

Personnel:

WALTER ROTHSCHILD, president & general manager.  
DONALD HARRER, station manager.  
BOB GARDNER, program director/operations mgr.  
HAP HALLIGAN, sales manager.  
ROBERT G. FRUEHE, national sales manager.

Rates: For combination rates see KGLO-TV, Mason City, Iowa.

NETWORK BASE HOURLY RATE: \$150.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.: RCA Building 333-9270  
CHICAGO: 333 N. Michigan Avenue, 346-6460  
ATLANTA: Mony Building, 873-5626  
BEVERLY HILLS: Bank of America Bldg. 274-8151

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>IOWA</b>          |                  |                |           |
| CLAY                 | 5,700            | 5,200          | 92        |
| DICKINSON            | 4,000            | 3,600          | 91        |
| EMMET                | 4,400            | 3,900          | 88        |
| HANCOCK              | 4,200            | 4,000          | 94        |
| KOSSUTH              | 7,100            | 6,800          | 95        |
| PALO ALTO            | 3,900            | 3,500          | 89        |
| POCAHONTAS           | 3,900            | 3,600          | 93        |
| WINNEBAGO            | 4,000            | 3,800          | 95        |
| WORTH                | 2,900            | 2,700          | 94        |
| <b>MINNESOTA</b>     |                  |                |           |
| BLUE EARTH           | 13,200           | 12,200         | 93        |
| BROWN                | 8,200            | 7,400          | 91        |
| CHIPPEWA             | 4,700            | 4,200          | 89        |
| COTTONWOOD           | 4,800            | 3,900          | 81        |
| FARIBAULT            | 6,800            | 6,400          | 93        |
| FREEBORN             | 11,400           | 10,800         | 94        |
| JACKSON              | 4,200            | 3,800          | 91        |
| LE SUEUR             | 5,800            | 5,400          | 94        |
| LYON                 | 6,300            | 5,600          | 89        |
| MC LEOD              | 7,300            | 6,900          | 95        |
| MARTIN               | 8,300            | 7,700          | 93        |
| MURRAY               | 3,700            | 3,500          | 94        |
| NICOLLET             | 5,700            | 5,300          | 93        |
| NOBLES               | 6,600            | 6,300          | 95        |
| REDWOOD              | 6,200            | 5,300          | 86        |
| RENVILLE             | 6,200            | 5,600          | 89        |
| SIBLEY               | 4,500            | 4,200          | 94        |
| STEELE               | 7,800            | 7,400          | 95        |
| WASECA               | 4,900            | 4,600          | 94        |
| WATONWAN             | 4,100            | 3,700          | 90        |
| YELLOW MEDICINE      | 4,200            | 3,500          | 82        |
| <b>STATION TOTAL</b> | <b>175,000</b>   | <b>160,800</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 90,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 61,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Minnesota—Minneapolis-St. Paul



**KMSP-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 32.2-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level.

Latitude 44° 58' 28.2"  
Longitude 93° 16' 16.7"

Requests change to 1693-ft. above av. terrain, 1726-ft. above ground, 2646-ft. above sea level, lat. 45° 03' 34", long. 93° 07' 20"; transmitter to Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

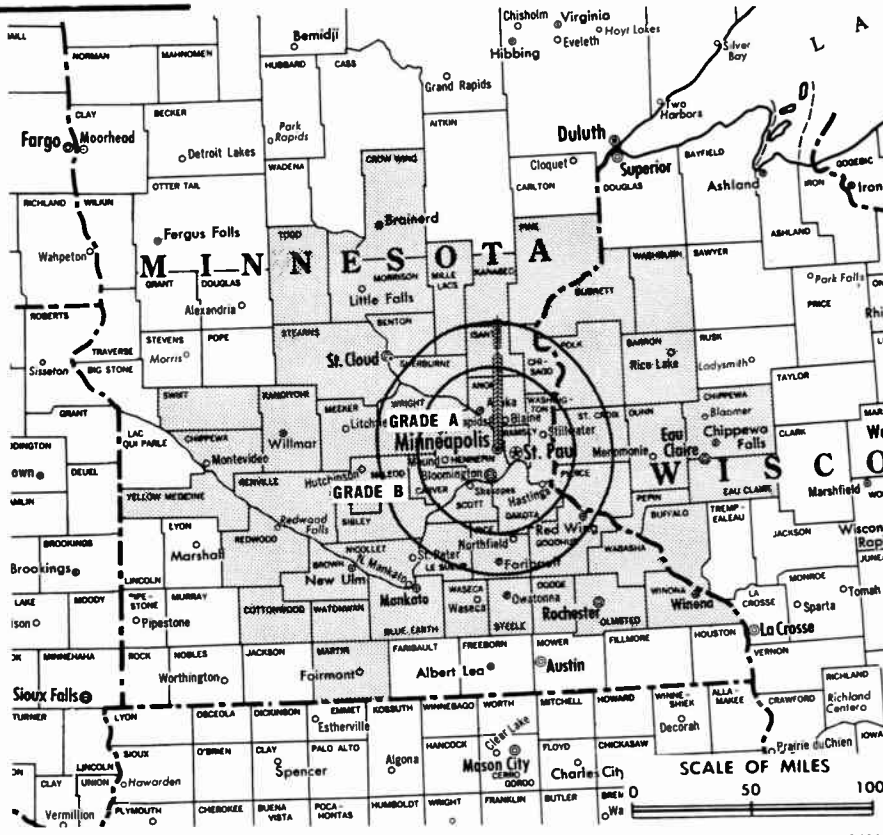
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1945  
ARB study.



KMSP-TV Ref: FCC File No. BPCT-795 Granted 6/10/54

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

## KMSP-TV

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis, Minn. (55402).

Studio: 120 South 9th St.

Telephone: 612-339-8811. TWX No.: 612-321-1386.

Ownership: 20th Century-Fox TV Inc.

Begin Operation: Jan. 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 by FCC (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44).

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

DON SWARTZ, president, general manager & film buyer.  
RICHARD J. BUTTERFIELD, v.p. & sales manager.  
RICHARD V. FAIRBANKS, national sales manager.  
JIM MCGOVERN, director of news & public relations.  
JOE CARNEY, director of operations.  
CHALMERS STROMBERG, director of engineering.

### DIGEST OF RATE CARD NO. 17a

(June 1, 1964)

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

Class AA—6:30-10 p.m., daily. \$1700.00 \$1020.00 \$680.00 \$595.00 \$550.00\* \$350.00\* \$175.00\*

\*Class AA—6:30-10 p.m., Sun.-Fri.; 6:30-10:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1350.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| BROWN        | 8,200            | 7,400    | 91  |
| CARVER       | 6,100            | 5,900    | 97  |
| CHIPPEWA     | 4,700            | 4,200    | 89  |
| CHISAGO      | 4,000            | 3,800    | 93  |
| COTTONWOOD   | 4,800            | 3,900    | 81  |
| CROW WING    | 9,700            | 8,700    | 89  |
| DAKOTA       | 23,900           | 23,200   | 97  |
| DODGE        | 3,700            | 3,400    | 91  |
| GOODHUE      | 10,000           | 9,400    | 94  |
| HENNEPIN     | 278,800          | 265,800  | 95  |
| ISANTI       | 3,600            | 3,300    | 92  |
| KANABEC      | 2,600            | 2,400    | 90  |
| KANDIYOHI    | 8,500            | 7,600    | 90  |
| LE SUEUR     | 5,800            | 5,400    | 94  |
| MC LEOD      | 7,300            | 6,900    | 95  |
| MARTIN       | 8,300            | 7,700    | 93  |
| MEEKER       | 5,300            | 4,900    | 92  |
| MILLE LACS   | 4,000            | 3,700    | 92  |
| MORRISON     | 6,800            | 6,000    | 89  |
| NICOLLET     | 5,700            | 5,300    | 93  |
| OLMSTED      | 20,600           | 19,600   | 95  |
| PINE         | 4,500            | 4,000    | 89  |
| RAMSEY       | 132,900          | 127,300  | 96  |
| REDWOOD      | 6,200            | 5,300    | 86  |
| RENVILLE     | 6,200            | 5,600    | 89  |
| RICE         | 9,900            | 9,300    | 94  |
| SCOTT        | 6,100            | 5,900    | 97  |
| SHERBURNE    | 3,400            | 3,200    | 94  |
| SIBLEY       | 4,500            | 4,200    | 94  |
| STEARNS      | 19,800           | 18,200   | 92  |
| STEELE       | 7,800            | 7,400    | 95  |
| SWIFT        | 3,900            | 3,500    | 90  |

(Continued on page 345-b)

STATION TOTAL 821,900 777,100 95

NET WEEKLY CIRCULATION (MARCH 65) 617,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 385,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

For Other Theatrical Interests, see Section c

# Minnesota—Minneapolis-St. Paul



**WCCO-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level.  
 Latitude 44° 58' 28"  
 Longitude 93° 16' 17"  
 Requests change to 1603-ft. above av. terrain, 1746-ft. above ground, 2646-ft. above sea level, lat. 45° 03' 34", long. 93° 07' 20"; transmitter to Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Transmitter: Foshay Tower.

Telephone: 612-338-0552.

TWX No.: 612-321-1306.

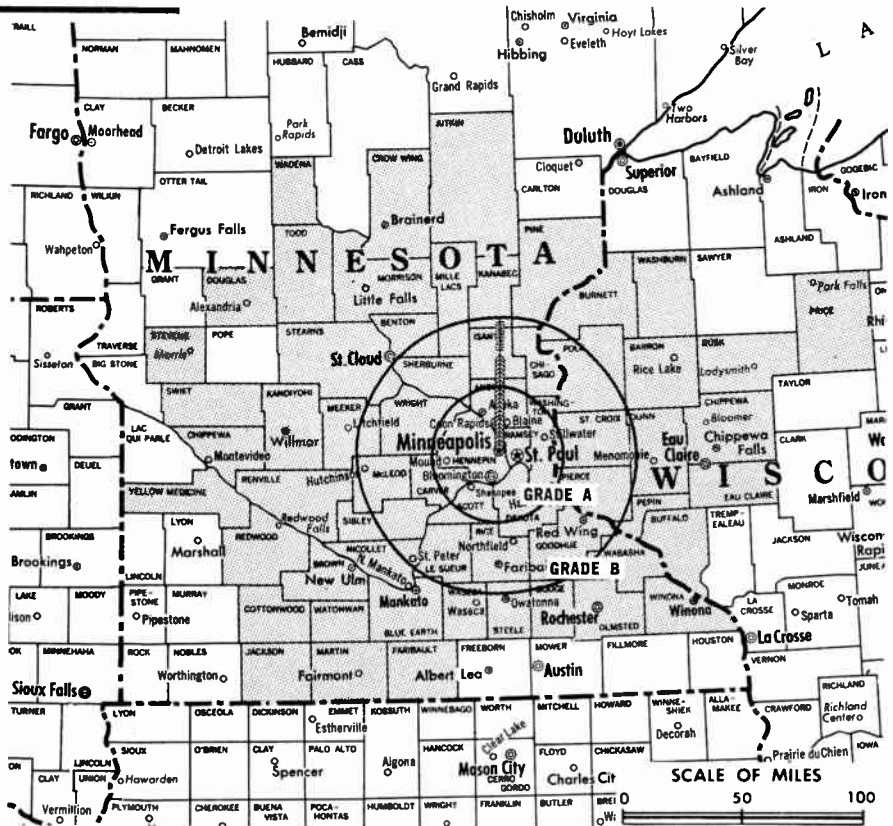
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



WCCO-TV Ref: FCC File No. BMPCT-933 Granted 12/19/62

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

## WCCO-TV

Licensee: Midwest Radio-Television Inc., WCCO Television Bldg., Minneapolis, Minn. (55402). Studio: 50 S. Ninth St., Minneapolis.

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (John Cowles, pres.). Minneapolis Star & Tribune Co. owns 50% of Harper's Magazine. Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press, Ridder newspapers). Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; WDSM, Duluth-Superior. Other Ridder newspapers are New York Journal of Commerce, Duluth Herald and News-Tribune, Aberdeen (S.D.) American and News, Grand Fork (N.D.) Herald, Long Beach (Cal.) Press-Telegram and Independent, Pasadena (Cal.) Independent and Star-News, San Jose (Cal.) News and Mercury, Garden Grove (Cal.) News, and owns minority interest in Seattle Times. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia.

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45).

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

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

### Personnel:

WILLIAM J. McNALLY, chairman of board.  
 ROBERT B. RIDDER, president.  
 F. VAN KONYNENBURG, executive v.p. & general manager.  
 H. W. DORNSEIF, asst. treasurer.  
 SHERMAN HEADLEY, asst. manager.  
 R. N. EKSTRUM, sales manager.  
 DON R. GILLIES, national sales rep.  
 ROBERT A. HUELSTER, local sales manager.  
 ROGER GARDNER, production manager.  
 JOHN M. SHERMAN, director of engineering.  
 RICHARD F. STUCK, director of talent & program development.  
 HARRY JONES, film director.  
 TOM COUSINS, publicity & promotion director.  
 BETTY TRUE, merchandising director.  
 ROLLIE JOHNSON, news, sports & special events director.  
 GWEN HARVEY, director of women's activities & public services.

## DIGEST OF RATE CARD NO. 18 (June 15, 1965)

| Hour                                           | 30 Min.   | 15 Min.   | Min. or 30 Sec. | 20 Sec.  | 10 Sec.  |
|------------------------------------------------|-----------|-----------|-----------------|----------|----------|
| Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | \$2250.00 | \$1340.00 | \$900.00        | \$800.00 | \$575.00 |
|                                                |           |           |                 | \$750.00 | \$287.50 |

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1700.

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | PER |
|------------------|------------------|----------|-----|
| <b>MINNESOTA</b> |                  |          |     |
| AITKIN           | 3,400            | 3,100    | 92  |
| ANOKA            | 26,900           | 26,500   | 98  |
| BENTON           | 4,600            | 4,300    | 94  |
| BLUE EARTH       | 13,200           | 12,200   | 93  |
| BROWN            | 8,200            | 7,400    | 91  |
| CARVER           | 6,100            | 5,900    | 97  |
| CHIPPEWA         | 4,700            | 4,200    | 89  |
| CHISAGO          | 4,000            | 3,800    | 93  |
| COTTONWOOD       | 4,800            | 3,900    | 81  |
| CROW WING        | 9,700            | 8,700    | 89  |
| DAKOTA           | 23,900           | 23,200   | 97  |
| DODGE            | 3,700            | 3,400    | 91  |
| DOUGLAS          | 6,200            | 5,600    | 91  |
| FARIBAULT        | 6,800            | 6,400    | 93  |
| GOODHUE          | 10,000           | 9,400    | 94  |
| HENNEPIN         | 278,800          | 265,800  | 95  |
| ISANTI           | 3,600            | 3,300    | 92  |
| JACKSON          | 4,200            | 3,800    | 91  |
| KANABEC          | 2,600            | 2,400    | 90  |
| KANDIYOHJI       | 8,500            | 7,600    | 90  |
| LE SUEUR         | 5,800            | 5,400    | 94  |
| MC LEOD          | 7,300            | 6,900    | 95  |
| MARTIN           | 8,300            | 7,700    | 93  |

(Continued on page 345-b)

|                                       |         |         |    |
|---------------------------------------|---------|---------|----|
| STATION TOTAL                         | 856,300 | 808,400 | 94 |
| NET WEEKLY CIRCULATION (MARCH 65)     |         | 679,400 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         | 524,400 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 5  |

# Minnesota—Minneapolis-St. Paul

## WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level.

Latitude 44° 58' 28"  
Longitude 93° 16' 17"

Requests change to 316-kw visual, 100-kw aural, 1702-ft. above av. terrain, 1644-ft. above ground, 2644-ft. above sea level, lat. 45° 03' 46.5", long. 93° 08' 23"; transmitter to 920 West County Rd. F, Shoreview Township, Minn., 5-mi. NE of Minneapolis city limits.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Color: Network, film & slide.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WTCN-TV Ref: FCC File No. BNPCT-1177 Granted 7/2/53

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

## WTCN-TV

Network Service: None, independent.

Licensee: WTCN-TV Inc., 2925 Dean Blvd., Minneapolis, Minn. (55416).

Studio: 2925 Dean Blvd.

Telephone: 612-927-8881.

TWX No.: 612-292-4134.

Ownership: Chris-Craft Industries, Inc., 100%. For other interests, see KPTV, Portland, Ore.

Began Operation: Sept. 1, 1953. Sale to present owner by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 by FCC (Television Digest, Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT C. FRANSEN, v.p. & general manager.  
RICHARD W. JOLLIFFE, general sales manager.  
JAY Q. BERKSON, local sales manager.  
PAUL SWENSON, promotion manager.  
HOWARD RESER, program director & film buyer.  
LEO F. DOMEIER, chief engineer.

### DIGEST OF RATE CARD NO. 13A (May 1, 1965)

| Hour                                                                 | 30 Min.   | 15 Min.  | 10 Min.  | 5 Min.   | 20 Sec.  | 10 Sec.           |
|----------------------------------------------------------------------|-----------|----------|----------|----------|----------|-------------------|
| Class AA—6:30 p.m.-midnight, Mon.-Fri.; 6 p.m.-midnight, Sat. & Sun. | \$1200.00 | \$720.00 | \$480.00 | \$420.00 | \$360.00 | \$250.00 \$100.00 |

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | PER |
|------------------|------------------|----------|-----|
| <b>MINNESOTA</b> |                  |          |     |
| ANOKA            | 26,900           | 26,500   | 98  |
| BENTON           | 4,600            | 4,300    | 94  |
| BLUE EARTH       | 13,200           | 12,200   | 93  |
| BROWN            | 8,200            | 7,400    | 91  |
| CARVER           | 6,100            | 5,900    | 97  |
| CHISAGO          | 4,000            | 3,800    | 93  |
| COTTONWOOD       | 4,800            | 3,900    | 81  |
| DAKOTA           | 23,900           | 23,200   | 97  |
| DODGE            | 3,700            | 3,400    | 91  |
| GOODHUE          | 10,000           | 9,400    | 94  |
| HENNEPIN         | 278,800          | 265,800  | 95  |
| ISANTI           | 3,600            | 3,300    | 92  |
| JACKSON          | 4,200            | 3,800    | 91  |
| KANABEC          | 2,600            | 2,400    | 90  |
| KANDIYOH         | 8,500            | 7,600    | 90  |
| LE SUEUR         | 5,800            | 5,400    | 94  |
| MC LEO           | 7,300            | 6,900    | 95  |
| MARTIN           | 8,300            | 7,700    | 93  |
| MEEKFR           | 5,300            | 4,900    | 92  |
| MILLE LACS       | 4,000            | 3,700    | 92  |
| MORRISON         | 6,800            | 6,000    | 89  |
| NICOLLET         | 5,700            | 5,300    | 93  |
| OLMSTED          | 20,600           | 19,600   | 95  |
| PINE             | 4,500            | 4,000    | 89  |
| RAMSEY           | 132,900          | 127,300  | 96  |
| REDWOOD          | 6,200            | 5,300    | 86  |
| RENVILLE         | 6,200            | 5,600    | 89  |
| RICE             | 9,900            | 9,300    | 94  |
| SCOTT            | 6,100            | 5,900    | 97  |
| SHERBURNE        | 3,400            | 3,200    | 94  |
| SIBLEY           | 4,500            | 4,200    | 94  |
| STEARNS          | 19,800           | 18,200   | 92  |
| STEELE           | 7,800            | 7,400    | 95  |
| WABASHA          | 4,700            | 4,500    | 94  |
| WASECA           | 4,900            | 4,600    | 94  |
| WASHINGTON       | 15,700           | 15,200   | 97  |

(Continued on page 345-b)

|                                       |         |         |         |
|---------------------------------------|---------|---------|---------|
| STATION TOTAL                         | 797,600 | 755,800 | 95      |
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 574,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 311,100 |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 5       |

For Other Publishers With TV Station Holdings, see Section c

# Minnesota—Rochester



**KROC-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"  
Longitude 92° 25' 36.9"

Transmitter: 3.2-mi. S of Ostrander, Minn.

Studio: Hwy. 14, 2-mi. W of town.  
O & O Translator: W83AH, La Crosse, Wis.

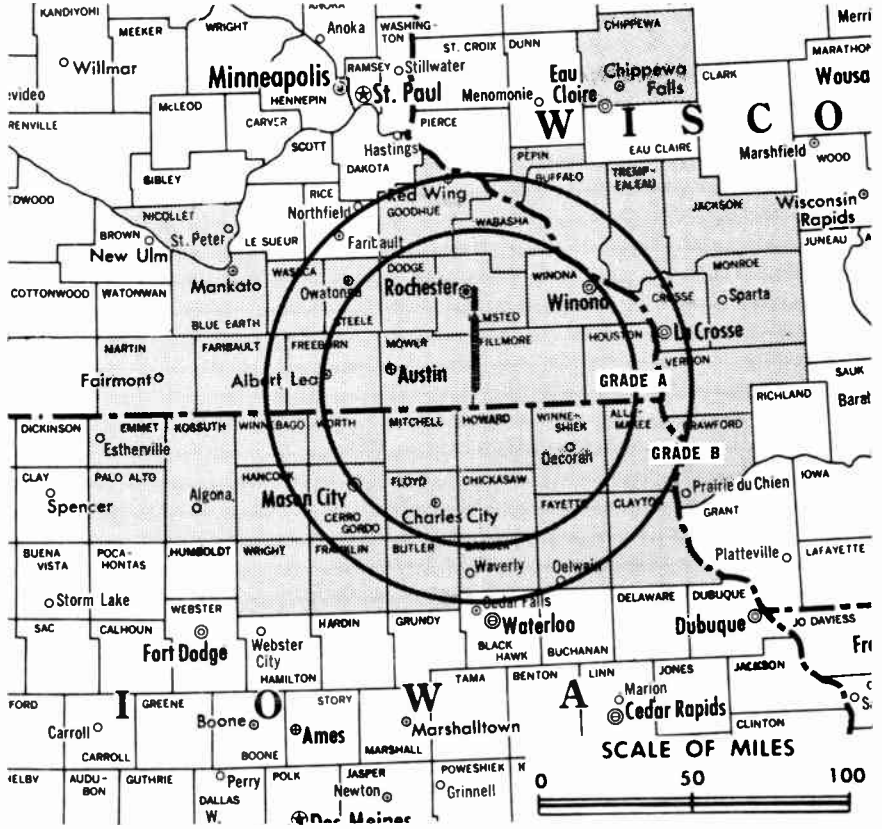
Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KROC, 1-kw (.25-kw night), 1340 kc (NBC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KROC-TV Ref: FCC File No. BPCT-2765 Granted 7/27/60

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

## KROC-TV

Licensee: Southern Minnesota Bcstg. Co., 100 First Ave. Bldg.

Telephone: 507-289-3924. TWX No.: 507-840-8232.

Ownership: G. David Gentling (56.3%) and Gordon P. Gentling (43.7%).

Began Operation: July 14, 1953. Sale of control to present owners by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963, by FCC (BPCT-4237).

Represented (sales) by Venard, Torbet & McConnell Inc.; Harry S. Hyett Co.

Represented (engineering) by Jansky & Bailey.

Represented (legal) by Don, Lohnes & Albertson.

Personnel:

- G. DAVID GENTLING, general manager.
- WILLARD N. LAMPMAN, sales & station manager.
- PAUL WICKRE, program director & film buyer.
- MRS. CAROL GERDES, promotion director.
- ROBERT W. CROSS, chief engineer.

### DIGEST OF RATE CARD NO. 7—(Sept. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:59-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$140.00 \$100.00 \$75.00 \$50.00  
NETWORK BASE HOURLY RATE: \$375.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES |     |
|--------------|------------------|----------|-----|
|              |                  | HOMES    | PER |
| <b>IOWA</b>  |                  |          |     |
| ALLAMAKEE    | 4,500            | 4,200    | 93  |
| BREMER       | 6,400            | 6,000    | 94  |
| BUTLER       | 5,400            | 5,000    | 93  |
| CERRO GORDO  | 15,900           | 15,100   | 95  |
| CHICKASAW    | 4,300            | 4,000    | 94  |
| CLAYTON      | 6,500            | 5,900    | 91  |
| EMMET        | 4,400            | 3,900    | 88  |
| FAYETTE      | 8,500            | 8,000    | 94  |

|            |       |       |    |
|------------|-------|-------|----|
| FLOYD      | 6,500 | 6,100 | 94 |
| FRANKLIN   | 4,600 | 4,400 | 96 |
| HANCOCK    | 4,200 | 4,000 | 94 |
| HOWARD     | 3,800 | 3,300 | 88 |
| KOSSUTH    | 7,100 | 6,800 | 95 |
| MITCHELL   | 4,200 | 3,900 | 94 |
| PALO ALTO  | 3,900 | 3,500 | 89 |
| WINNEBAGO  | 4,000 | 3,800 | 95 |
| WINNESHIEK | 5,900 | 5,400 | 92 |
| WORTH      | 2,900 | 2,700 | 94 |
| WRIGHT     | 6,000 | 5,700 | 95 |

|                  |        |        |    |
|------------------|--------|--------|----|
| <b>MINNESOTA</b> |        |        |    |
| BLUE EARTH       | 13,200 | 12,200 | 93 |
| DODGE            | 3,700  | 3,400  | 91 |
| FARIBAULT        | 6,800  | 6,400  | 93 |
| FILLMORE         | 6,800  | 6,300  | 93 |
| FREEBORN         | 11,400 | 10,800 | 94 |
| GOODHUE          | 10,000 | 9,400  | 94 |
| HOUSTON          | 4,800  | 4,400  | 93 |
| MARTIN           | 8,300  | 7,700  | 93 |
| MOWER            | 14,400 | 13,700 | 96 |
| NICOLLET         | 5,700  | 5,300  | 93 |
| OLMSTED          | 20,600 | 19,600 | 95 |
| STEELE           | 7,800  | 7,400  | 95 |
| WABASHA          | 4,700  | 4,500  | 94 |
| WASECA           | 4,900  | 4,600  | 94 |
| WINONA           | 11,700 | 10,700 | 92 |

|                  |        |        |    |
|------------------|--------|--------|----|
| <b>WISCONSIN</b> |        |        |    |
| BUFFALO          | 3,900  | 3,700  | 95 |
| CHIPPEWA         | 12,100 | 11,700 | 97 |
| CRAWFORD         | 4,100  | 3,900  | 96 |
| JACKSON          | 4,300  | 4,100  | 94 |
| LA CROSSE        | 21,500 | 20,900 | 97 |
| MONROE           | 8,100  | 7,700  | 95 |
| PEPIN            | 2,100  | 1,900  | 94 |
| TREMPEALEAU      | 6,700  | 6,200  | 93 |
| VERNON           | 6,900  | 6,600  | 95 |

STATION TOTAL 313,500 294,800 94

NET WEEKLY CIRCULATION (MARCH 65) 152,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 100,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



**WCCO-TV**  
(ARB Data Continued)

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|-----------------------|------------------|----------------|-----|
| MINNESOTA (CONTINUED) |                  |                |     |
| MEEKER                | 5,300            | 4,900          | 92  |
| MILLE LACS            | 4,000            | 3,700          | 92  |
| MORRISON              | 6,800            | 6,000          | 89  |
| NICOLLET              | 5,700            | 5,300          | 93  |
| OLMSTED               | 20,600           | 19,600         | 95  |
| PINE                  | 4,500            | 4,000          | 89  |
| RAMSEY                | 132,900          | 127,300        | 96  |
| REDWOOD               | 6,200            | 5,300          | 86  |
| RENVILLE              | 6,200            | 5,600          | 89  |
| RICE                  | 9,900            | 9,300          | 94  |
| SCOTT                 | 6,100            | 5,900          | 97  |
| SHERBURNE             | 3,400            | 3,200          | 94  |
| SIBLEY                | 4,500            | 4,200          | 94  |
| STEARNS               | 19,800           | 18,200         | 92  |
| STEELE                | 7,800            | 7,400          | 95  |
| STEVENS               | 3,100            | 2,800          | 92  |
| SWIFT                 | 3,900            | 3,500          | 90  |
| TODD                  | 6,000            | 5,200          | 86  |
| WABASHA               | 4,700            | 4,500          | 94  |
| WADENA                | 3,300            | 2,700          | 82  |
| WASECA                | 4,900            | 4,600          | 94  |
| WASHINGTON            | 15,700           | 15,200         | 97  |
| WATONWAN              | 4,100            | 3,700          | 90  |
| WINONA                | 11,700           | 10,700         | 92  |
| WRIGHT                | 8,500            | 7,900          | 93  |
| YELLOW MEDICINE       | 4,200            | 3,500          | 82  |
| WISCONSIN             |                  |                |     |
| BARRON                | 9,700            | 9,100          | 94  |
| BUFFALO               | 3,900            | 3,700          | 95  |
| BURNETT               | 2,800            | 2,600          | 94  |
| CHIPPEWA              | 12,100           | 11,700         | 97  |
| DUNN                  | 7,000            | 6,700          | 95  |
| EAU CLAIRE            | 17,300           | 16,600         | 96  |
| PEPIN                 | 2,100            | 1,900          | 94  |
| PIERCE                | 6,400            | 6,200          | 96  |
| POLK                  | 7,300            | 7,100          | 97  |
| PRICE                 | 3,800            | 3,500          | 92  |
| RUSK                  | 3,600            | 3,400          | 94  |
| ST CROIX              | 8,300            | 8,100          | 98  |
| WASHBURN              | 2,900            | 2,700          | 96  |

**WTCN-TV**  
(ARB Data Continued)

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|-----------------------|------------------|----------------|-----|
| MINNESOTA (CONTINUED) |                  |                |     |
| WATONWAN              | 4,100            | 3,700          | 90  |
| WINONA                | 11,700           | 10,700         | 92  |
| WRIGHT                | 8,500            | 7,900          | 93  |
| WISCONSIN             |                  |                |     |
| BARRON                | 9,700            | 9,100          | 94  |
| BUFFALO               | 3,900            | 3,700          | 95  |
| BURNETT               | 2,800            | 2,600          | 94  |
| CHIPPEWA              | 12,100           | 11,700         | 97  |
| DUNN                  | 7,000            | 6,700          | 95  |
| EAU CLAIRE            | 17,300           | 16,600         | 96  |
| PEPIN                 | 2,100            | 1,900          | 94  |
| PIERCE                | 6,400            | 6,200          | 96  |
| POLK                  | 7,300            | 7,100          | 97  |
| ST CROIX              | 8,300            | 8,100          | 98  |
| WASHBURN              | 2,900            | 2,700          | 96  |

**Minneapolis-St. Paul, Minn.**

**KSTP-TV**  
(ARB Data Continued)

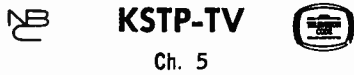
| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|-----------------------|------------------|----------------|-----|
| MINNESOTA (CONTINUED) |                  |                |     |
| SIBLEY                | 4,500            | 4,200          | 94  |
| STEARNS               | 19,800           | 18,200         | 92  |
| STEELE                | 7,800            | 7,400          | 95  |
| STEVENS               | 3,100            | 2,800          | 92  |
| TODD                  | 6,000            | 5,200          | 86  |
| WABASHA               | 4,700            | 4,500          | 94  |
| WASECA                | 4,900            | 4,600          | 94  |
| WASHINGTON            | 15,700           | 15,200         | 97  |
| WATONWAN              | 4,100            | 3,700          | 90  |
| WINONA                | 11,700           | 10,700         | 92  |
| WRIGHT                | 8,500            | 7,900          | 93  |
| YELLOW MEDICINE       | 4,200            | 3,500          | 82  |
| WISCONSIN             |                  |                |     |
| BARRON                | 9,700            | 9,100          | 94  |
| BUFFALO               | 3,900            | 3,700          | 95  |
| BURNETT               | 2,800            | 2,600          | 94  |
| CHIPPEWA              | 12,100           | 11,700         | 97  |
| DUNN                  | 7,000            | 6,700          | 95  |
| EAU CLAIRE            | 17,300           | 16,600         | 96  |
| PEPIN                 | 2,100            | 1,900          | 94  |
| PIERCE                | 6,400            | 6,200          | 96  |
| POLK                  | 7,300            | 7,100          | 97  |
| RUSK                  | 3,600            | 3,400          | 94  |
| ST CROIX              | 8,300            | 8,100          | 98  |
| WASHBURN              | 2,900            | 2,700          | 96  |

**KMSP-TV**  
(ARB Data Continued)

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|-----------------------|------------------|----------------|-----|
| MINNESOTA (CONTINUED) |                  |                |     |
| TODD                  | 6,000            | 5,200          | 86  |
| WABASHA               | 4,700            | 4,500          | 94  |
| WASECA                | 4,900            | 4,600          | 94  |
| WASHINGTON            | 15,700           | 15,200         | 97  |
| WATONWAN              | 4,100            | 3,700          | 90  |
| WINONA                | 11,700           | 10,700         | 92  |
| WRIGHT                | 8,500            | 7,900          | 93  |
| YELLOW MEDICINE       | 4,200            | 3,500          | 82  |
| WISCONSIN             |                  |                |     |
| BARRON                | 9,700            | 9,100          | 94  |
| BUFFALO               | 3,900            | 3,700          | 95  |
| BURNETT               | 2,800            | 2,600          | 94  |
| CHIPPEWA              | 12,100           | 11,700         | 97  |
| DUNN                  | 7,000            | 6,700          | 95  |
| EAU CLAIRE            | 17,300           | 16,600         | 96  |
| PEPIN                 | 2,100            | 1,900          | 94  |
| PIERCE                | 6,400            | 6,200          | 96  |
| POLK                  | 7,300            | 7,100          | 97  |
| ST CROIX              | 8,300            | 8,100          | 98  |
| WASHBURN              | 2,900            | 2,700          | 96  |

For ARB & Nielsen Household Figures,  
see Section a.

# Minnesota—St. Paul-Minneapolis



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level.

Latitude 44° 58' 07"  
Longitude 93° 12' 27"

Transmitter: 3415 University Ave.  
Studio: 3415 University Ave.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP, UPI.  
AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSTP-TV Ref: FCC File No. BPCT-765 Granted 12/23/52

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

## KSTP-TV

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. (55114).

Telephone: 612-645-2724.

TWX No.: 612-551-0918.

Ownership: Stanley E. Hubbard, 61.79%; Didrikke S. Hubbard, 15.84%; Thomas E. Bragg, 8.17%; Vera S. Bragg estate, 8.17%; Mrs. Paulette Godfrey Harrison, 5.65%; The Hubbard Foundation, .38%. Directors: Stanley E. Hubbard, chmn.; Thomas E. Bragg, A. G. Bush, Philip A. DuFrene, Stanley S. Hubbard. Officers: Stanley E. Hubbard, pres.; Stanley S. Hubbard, v.p.; Marvin L. Rosene, v.p.; Kenneth M. Hance, v.p. & treas.; Else Ryberg, secy. Hubbard Bcstg. Inc. also owns KSTP, St. Paul-Minneapolis, KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; 100% of radio WGTO, Cypress Gardens, Fla.

Began Operation: April 23, 1948.

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

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. D. Ring & Assoc.

### Personnel:

STANLEY E. HUBBARD, president.  
STANLEY S. HUBBARD, vice president & general manager.  
KENNETH M. HANCE, vice president & treasurer.  
JAMES E. BLAKE, sales manager.  
JAMES C. DOWDLE, national sales manager.  
WILLIAM P. DAVEY, sales promotion manager.  
ROBERT E. KOST, public relations & promotion director.  
WILLIAM E. MCGIVERN, director of news operations.  
KENNETH R. BARRY, director of TV production.  
FREDERICK L. STREET, chief, engineering operations.  
LAWRENCE A. LARSON, chief, engineering research & planning.  
JOSEPH GOLDFARB, research director.

### DIGEST OF RATE CARD NO. 27 (Oct. 1, 1964)

| Hour                                           | 30 Min.   | 15 Min.  | 5 Min.   |
|------------------------------------------------|-----------|----------|----------|
| Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. |           |          |          |
| \$2200.00                                      | \$1320.00 | \$880.00 | \$690.00 |
| NETWORK BASE HOURLY RATE: \$1650.              |           |          |          |

346-b

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | PER |
|------------------|------------------|----------|-----|
| <b>MINNESOTA</b> |                  |          |     |
| ANKA             | 26,900           | 26,500   | 98  |
| BENTON           | 4,600            | 4,300    | 94  |
| BLUE EARTH       | 13,200           | 12,200   | 93  |
| BROWN            | 8,200            | 7,400    | 91  |
| CARVER           | 6,100            | 5,900    | 97  |
| CHIPPEWA         | 4,700            | 4,200    | 89  |
| CHISAGO          | 4,000            | 3,800    | 93  |
| COTTONWOOD       | 4,800            | 3,900    | 81  |
| CROW WING        | 9,700            | 8,700    | 89  |
| DAKOTA           | 23,900           | 23,200   | 97  |
| DODGE            | 3,700            | 3,400    | 91  |
| DOUGLAS          | 6,200            | 5,600    | 91  |
| FARIBAUT         | 6,800            | 6,400    | 93  |
| GOODHUE          | 10,000           | 9,400    | 94  |
| HENNEPIN         | 278,800          | 265,800  | 95  |
| ISANTI           | 3,600            | 3,300    | 92  |
| JACKSON          | 4,200            | 3,800    | 91  |
| KANABEC          | 2,600            | 2,400    | 90  |
| KANDIYOHI        | 8,500            | 7,600    | 90  |
| LE SUEUR         | 5,800            | 5,400    | 94  |
| LYON             | 6,300            | 5,600    | 89  |
| MC LEOD          | 7,300            | 6,900    | 95  |
| MARTIN           | 8,300            | 7,700    | 93  |
| MEEKER           | 5,300            | 4,900    | 92  |
| MILLE LACS       | 4,000            | 3,700    | 92  |
| MORRISON         | 6,800            | 6,000    | 89  |
| NICOLLET         | 5,700            | 5,300    | 93  |
| OLMSTED          | 20,600           | 19,600   | 95  |
| PINE             | 4,500            | 4,000    | 89  |
| RAMSEY           | 132,900          | 127,300  | 96  |
| REDWOOD          | 6,200            | 5,300    | 86  |
| RENVILLE         | 6,200            | 5,600    | 89  |
| RICE             | 9,900            | 9,300    | 94  |
| SCOTT            | 6,100            | 5,900    | 97  |
| SHERBURNE        | 3,400            | 3,200    | 94  |

(Continued on page 345-b)

| STATION TOTAL                         | 848,200 | 801,200 | 94      |
|---------------------------------------|---------|---------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 668,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 480,600 |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 5       |

TV Factbook No. 36

# Minnesota—Walker



**KNMT**

Ch. 12

[Affiliated with KCMT, Alexandria, Minn.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31-kw visual, 10-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

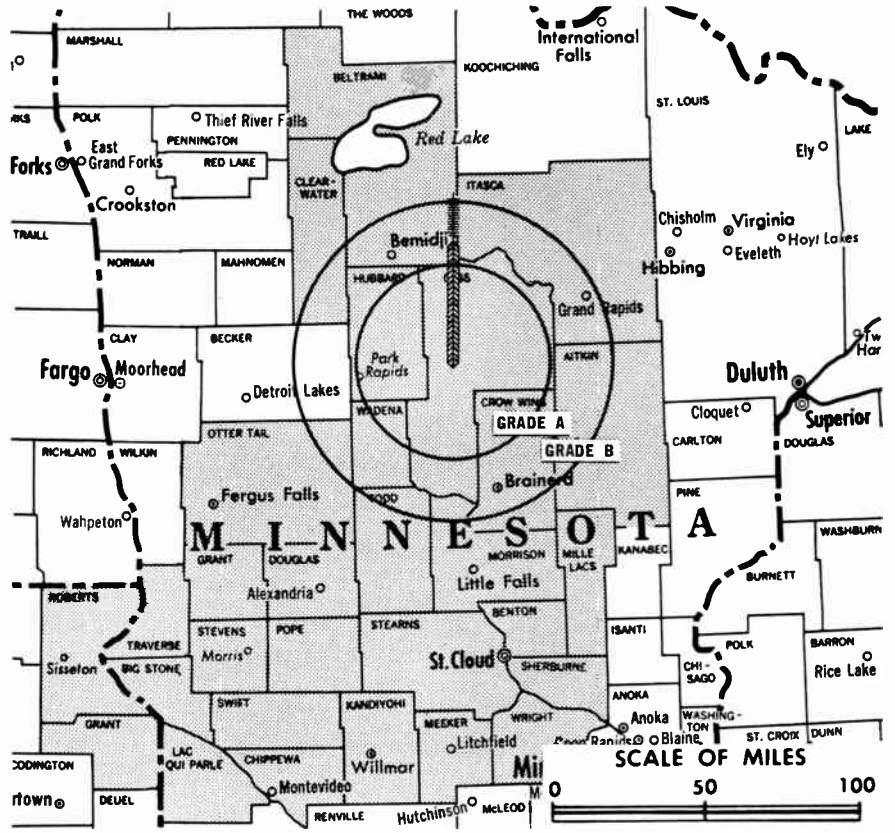
Latitude 46° 56' 03"  
Longitude 94° 27' 25"

Transmitter: 3-mi. E of Hackensack.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KNMT Ref: FCC File No. BPCT-2989 Granted 8/1/62

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

## KNMT

Licensee: Central Minnesota TV Co., Box 25, Alexandria, Minn. (56308).

Studio: 3-mi. E of Hackensack, Minn.

Ownership: See KCMT, Alexandria, Minn.

Began Operation: Jan. 1, 1964.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Marmet & Schneider.

Represented (engineering) by Julius Hetland.

Personnel:

- GLENN W. FLINT, general manager.
- KEN SCHNEIDER, regional sales manager.
- KEN BECHTEL, operations coordinator.
- ROBERT NAEGELI, production director.
- JAMES SYRDAL, promotion director.
- CARL IVERSON, chief engineer.

Rates: Sold only in combination with KCMT, Alexandria, Minn.

ARB Data For This Station Included With Parent KCMT, Alexandria, Minn. Above Map Shows Coverage For Both Parent & Satellite.

HA 1-0818

RESIDENCE

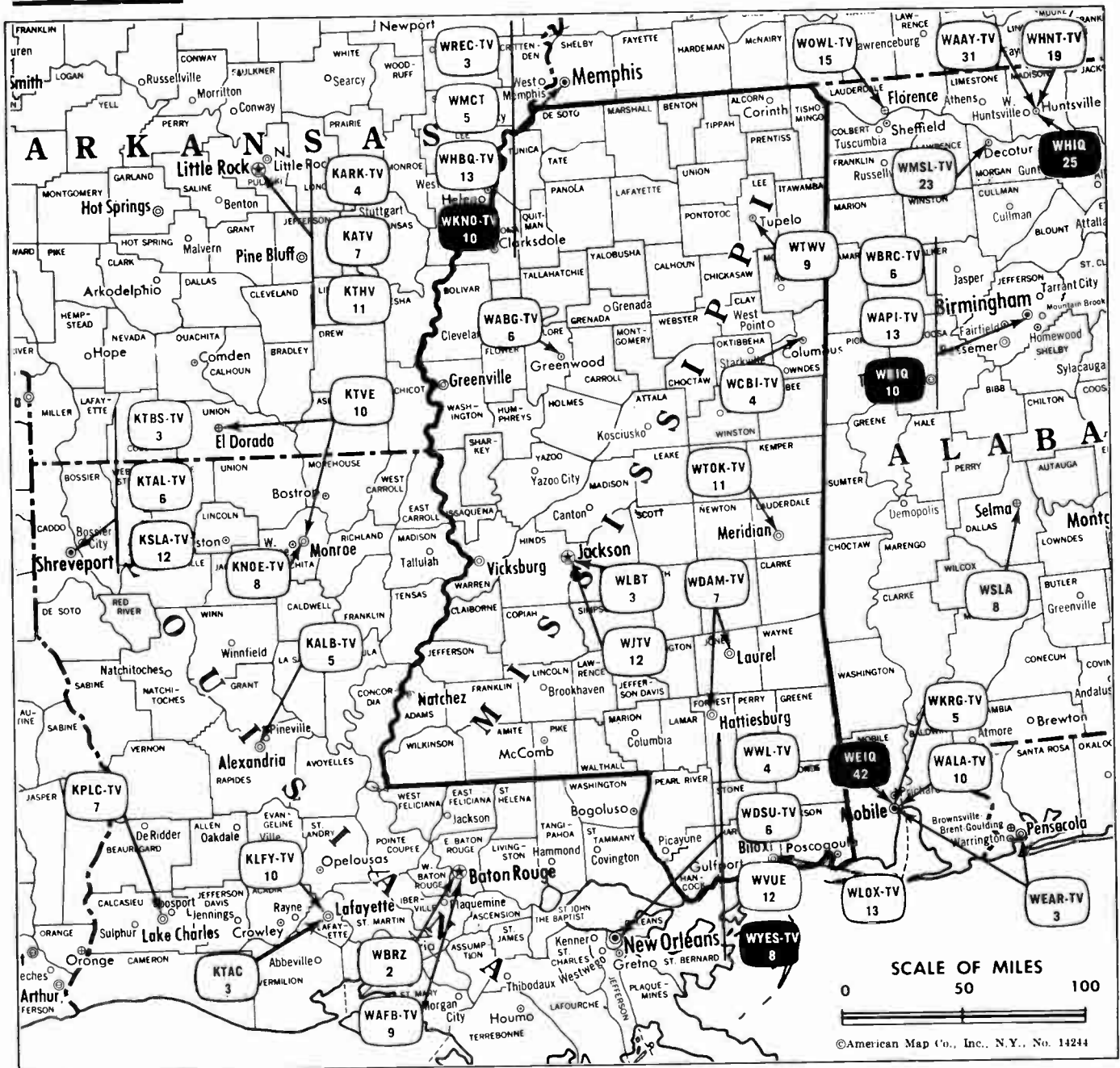
TE 2-9362

**La Rue Media Brokers Inc.**

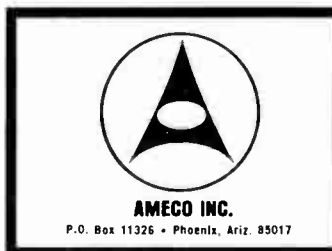
**Radio Television CATV**

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.

# Mississippi



| Market             | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|--------------------|----------------------------|------|-------------|------|---------------|------|
| Jackson            | 241,900                    | 79   | 431,900     | 74   | 341,400       | 88   |
| Meridian           | 87,000                     | 159  | 195,200     | 137  | 154,000       | 150  |
| Biloxi             | 76,700                     | 165  | 150,100     | 164  | 128,500       | 167  |
| Columbus           | 67,600                     | 172  | 170,100     | 152  | 137,200       | 162  |
| Laurel-Hattiesburg | 65,300                     | 174  | 115,600     | 182  | 95,200        | 183  |
| Greenwood          | 42,000                     | 194  | 124,600     | 177  | 87,200        | 184  |
| Tupelo             | 39,800                     | 197  | 119,800     | 181  | 96,600        | 182  |



**AMECO "SALESMOBILE SERVICE"**  
 IN MISSISSIPPI  
 DON ATCHINSON  
 P.O. Box 17092 Memphis, Tennessee 38117  
 Phone: 901-327-0701  
 Atlanta Warehouse and 404-261-1951  
 Dallas Warehouse and 214-351-1567

## Mississippi Station Status as of Feb. 1, 1966

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| ○ Commercial Television Stations  | 8   | 0   | 8     |
| ● Educational Television Stations | 0   | 0   | 0     |
|                                   |     |     | 8     |

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WDAM-TV

Hattiesburg

(See Laurel, Miss.)



## Cognoscenti Read

### Television Digest

Turn to page 249-c  
for just a few of their reasons

## WLBT

Jackson

(ARB Data Continued)

| STATE/COUNTY            | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|-------------------------|------------------|----------|-----------|
| MISSISSIPPI (CONTINUED) |                  |          |           |
| JONES                   | 17,600           | 15,500   | 88        |
| KEMPER                  | 2,700            | 1,900    | 70        |
| LAMAR                   | 4,100            | 3,300    | 82        |
| LAUDERDALE              | 21,200           | 18,600   | 88        |
| LAWRENCE                | 2,400            | 1,800    | 74        |
| LEAKE                   | 4,800            | 3,900    | 81        |
| LEFLORE                 | 12,500           | 8,900    | 71        |
| LINCOLN                 | 7,900            | 6,300    | 79        |
| MADISON                 | 8,100            | 6,100    | 75        |
| MARION                  | 6,700            | 5,100    | 76        |
| MONTGOMERY              | 3,700            | 2,600    | 69        |
| NESHOBA                 | 5,500            | 4,400    | 82        |
| NEWTON                  | 5,300            | 4,400    | 82        |
| OKTIBBEHA               | 6,800            | 4,900    | 72        |
| PIKE                    | 10,600           | 8,100    | 77        |
| RANKIN                  | 8,900            | 7,500    | 84        |
| SCOTT                   | 5,900            | 4,800    | 81        |
| SHARKEY                 | 2,500            | 1,800    | 70        |
| SIMPSON                 | 5,500            | 4,600    | 83        |
| SMITH                   | 3,600            | 2,800    | 78        |
| STONE                   | 2,200            | 1,800    | 82        |
| SUNFLOWER               | 10,000           | 6,300    | 63        |
| WALTHALL                | 3,400            | 2,500    | 73        |
| WARREN                  | 13,800           | 11,100   | 81        |
| WASHINGTON              | 22,900           | 17,100   | 75        |
| WAYNE                   | 4,400            | 3,300    | 75        |
| WEBSTER                 | 3,000            | 2,200    | 73        |
| WILKINSON               | 3,300            | 2,100    | 64        |
| WINSTON                 | 4,900            | 3,700    | 75        |
| YAZOO                   | 8,300            | 6,300    | 76        |

## WJTV

Jackson

(ARB Data Continued)

| STATE/COUNTY            | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|-------------------------|------------------|----------|-----------|
| MISSISSIPPI (CONTINUED) |                  |          |           |
| LEAKE                   | 4,800            | 3,900    | 81        |
| LEFLORE                 | 12,500           | 8,900    | 71        |
| LINCOLN                 | 7,900            | 6,300    | 79        |
| MADISON                 | 8,100            | 6,100    | 75        |
| MARION                  | 6,700            | 5,100    | 76        |
| MONTGOMERY              | 3,700            | 2,600    | 69        |
| NESHOBA                 | 5,500            | 4,400    | 82        |
| NEWTON                  | 5,300            | 4,400    | 82        |
| PIKE                    | 10,600           | 8,100    | 77        |
| RANKIN                  | 8,900            | 7,500    | 84        |
| SCOTT                   | 5,900            | 4,800    | 81        |
| SHARKEY                 | 2,500            | 1,800    | 70        |
| SIMPSON                 | 5,500            | 4,600    | 83        |
| SMITH                   | 3,600            | 2,800    | 78        |
| SUNFLOWER               | 10,000           | 6,300    | 63        |
| WALTHALL                | 3,400            | 2,500    | 73        |
| WARREN                  | 13,800           | 11,100   | 81        |
| WASHINGTON              | 22,900           | 17,100   | 75        |
| WINSTON                 | 4,900            | 3,700    | 75        |
| YAZOO                   | 8,300            | 6,300    | 76        |

# Mississippi—Biloxi-Gulfport-Pascagoula



**WLOX-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1340-ft. above av. terrain, 1296-ft. above ground, 1546-ft. above sea level.

Latitude 30° 42' 44"  
Longitude 89° 07' 13.5"

Transmitter: 3-mi. NE of McHenry, Miss.

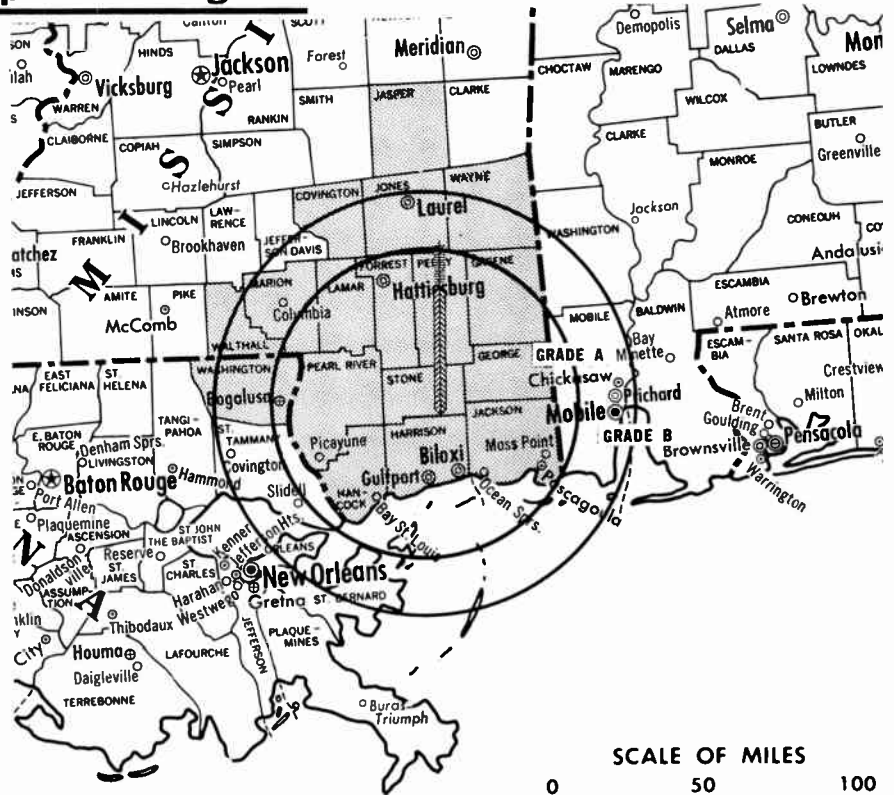
Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: AP.

AM Affiliate: WLOX, 1-kw (.250 night), 1490 kc (MBS).

Represented (legal) by Booth & Lovett.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WLOX-TV Ref: FCC File No. BMPCT-5991 Granted 7/31/64

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

## WLOX-TV

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi, Miss. (39533).

Studio: Buena Vista Hotel Bldg.

Telephone: 601-432-5581.

TWX No.: 601-720-1733.

Ownership: J. S. Love, pres., 44.45%; Mrs. J. S. Love, 42.10%; Ray Butterfield, v.p., 1.50%; Miss Juanita Baltar, secy., 1.05%; T. B. Majure, treas., .30%.

Began Operation: October 15, 1962.

Represented (sales) by The Meeker Co.

Personnel:

RAY BUTTERFIELD, general manager.  
T. B. MAJURE, chief engineer.  
EARL BLESSEY, sales manager.  
TRAVIS GRAY, program director.

### DIGEST OF RATE CARD NO. 3

(Jan. 15, 1965)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min.  | Min.    | 20 Sec. | 10 Sec. |
|------------------------------|----------|----------|---------|---------|---------|---------|
| Class A—6:30-10 p.m., daily. | \$240.00 | \$144.00 | \$96.00 | \$60.00 | \$50.00 | \$25.00 |

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

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>LOUISIANA</b>     |                  |                |           |
| WASHINGTON           | 13,000           | 11,300         | 87        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| COVINGTON            | 3,400            | 2,600          | 77        |
| FORREST              | 17,000           | 14,900         | 88        |
| GEORGE               | 3,200            | 2,800          | 89        |
| GREENE               | 2,300            | 1,600          | 71        |
| HANCOCK              | 4,500            | 3,800          | 84        |
| HARRISON             | 36,300           | 32,600         | 90        |
| JACKSON              | 18,700           | 16,600         | 89        |
| JASPER               | 4,200            | 3,400          | 81        |
| JONES                | 17,600           | 15,500         | 88        |
| LAMAR                | 4,100            | 3,300          | 82        |
| MARION               | 6,700            | 5,100          | 76        |
| PEARL RIVER          | 6,700            | 5,600          | 83        |
| PERRY                | 2,400            | 1,800          | 78        |
| STONE                | 2,200            | 1,800          | 82        |
| WALTHALL             | 3,400            | 2,500          | 73        |
| WAYNE                | 4,400            | 3,300          | 75        |
| <b>STATION TOTAL</b> | <b>150,100</b>   | <b>128,500</b> | <b>86</b> |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 76,700 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 41,400 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6      |

# Mississippi—Columbus



247

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 3.98-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"  
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

Telephone: 601-328-5631.

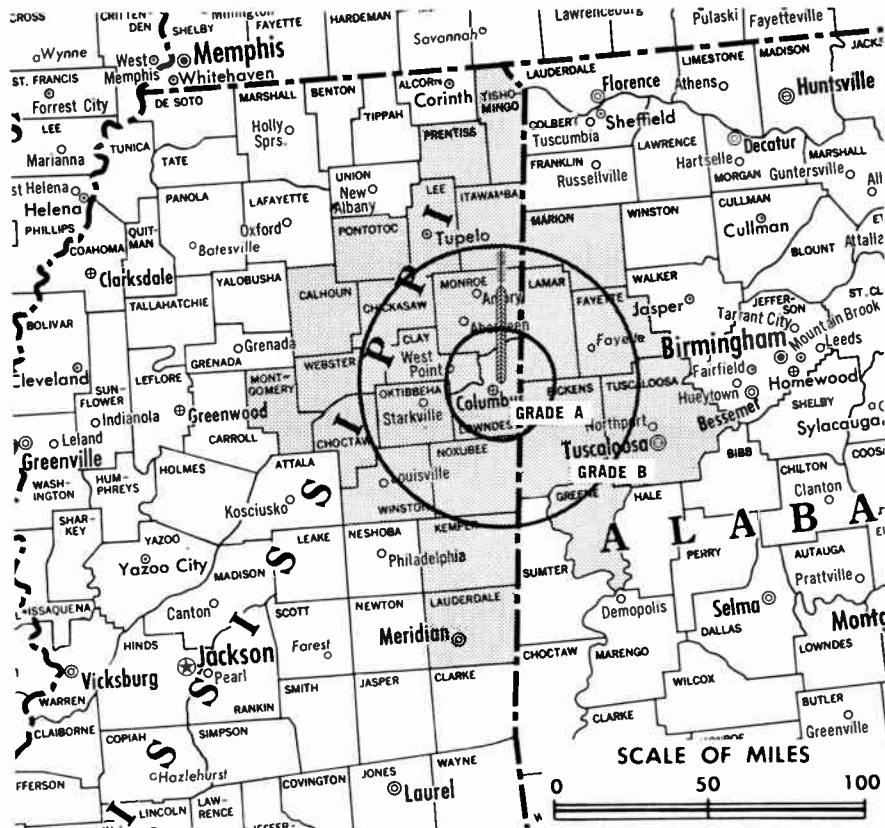
TWX No.: 601-328-9480.

Color: Network.

News Wire Service: UPI.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WCBI-TV Ref: FCC File No. BMPCT-3097 Granted 8/15/55

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

## WCBI-TV

Network Service: ABC, CBS; also NBC.

Licensee: Columbus Television Inc., Hwy. 12, 4-mi. NE of Columbus.

Studio: Hwy. 12, 4-mi. NE of Columbus.

Ownership: Birney Imes Jr., 25%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELQ, Tupelo, WNAG, Grenada, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Began Operation: July 13, 1956.

Represented (sales) by The Meeker Co.; James S. Ayers (South).

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

W. W. WHITFIELD, general manager.

TOM McFERRIN, chief engineer.

ED PRESCOTT, operations manager.

### DIGEST OF RATE CARD NO. 8A—(Nov. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$80.00 \$75.00 \$60.00 \$40.00 \$20.00

NETWORK BASE HOURLY RATE: \$275 (CBS), \$275 (NBC), \$275 (ABC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>ALABAMA</b>       |                  |                |           |
| FAYETTE              | 4,200            | 3,400          | 82        |
| GREENE               | 2,900            | 1,700          | 59        |
| LAMAR                | 3,700            | 3,000          | 81        |
| MARION               | 5,700            | 4,900          | 85        |
| PICKENS              | 5,300            | 3,800          | 72        |
| TUSCALOOSA           | 29,900           | 25,500         | 85        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| CALHOUN              | 4,400            | 3,400          | 77        |
| CHICKASAW            | 4,600            | 3,500          | 76        |
| CHUCTAW              | 2,000            | 1,400          | 71        |
| CLAY                 | 5,600            | 4,400          | 78        |
| ITAWAMBA             | 4,300            | 3,400          | 81        |
| KEMPER               | 2,700            | 1,900          | 70        |
| LAUDERDALE           | 21,200           | 18,600         | 88        |
| LEE                  | 13,100           | 10,900         | 83        |
| LOWNOES              | 14,100           | 12,100         | 85        |
| MONROE               | 9,800            | 8,100          | 82        |
| MONTGOMERY           | 3,700            | 2,600          | 69        |
| NOXUBEE              | 3,900            | 2,500          | 63        |
| OKTIBBEHA            | 6,800            | 4,900          | 72        |
| PONTOTOC             | 5,000            | 4,000          | 80        |
| PRETISS              | 5,200            | 4,200          | 82        |
| TISHOMINGO           | 4,100            | 3,100          | 75        |
| WEBSTER              | 3,000            | 2,200          | 73        |
| WINSTON              | 4,900            | 3,700          | 75        |
| <b>STATION TOTAL</b> | <b>170,100</b>   | <b>137,200</b> | <b>81</b> |

NET WEEKLY CIRCULATION (MARCH 65) 67,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 50,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 3



# Mississippi—Greenwood



**WABG-TV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 28.3-kw visual, 5.62-kw aural. Antenna: 354-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

Latitude 33° 31' 33"  
Longitude 90° 16' 09"

Requests 100-kw visual, 14-kw aural, 1091-ft. above av. terrain, 1131-ft. above ground, 1246-ft. above sea level, lat. 33° 22' 46", long. 90° 33' 49"; transmitter to 3¾-mi. NE of Inverness, Miss.

Transmitter: Highway 82-West, 5-mi. from Greenwood.

Color: Network.

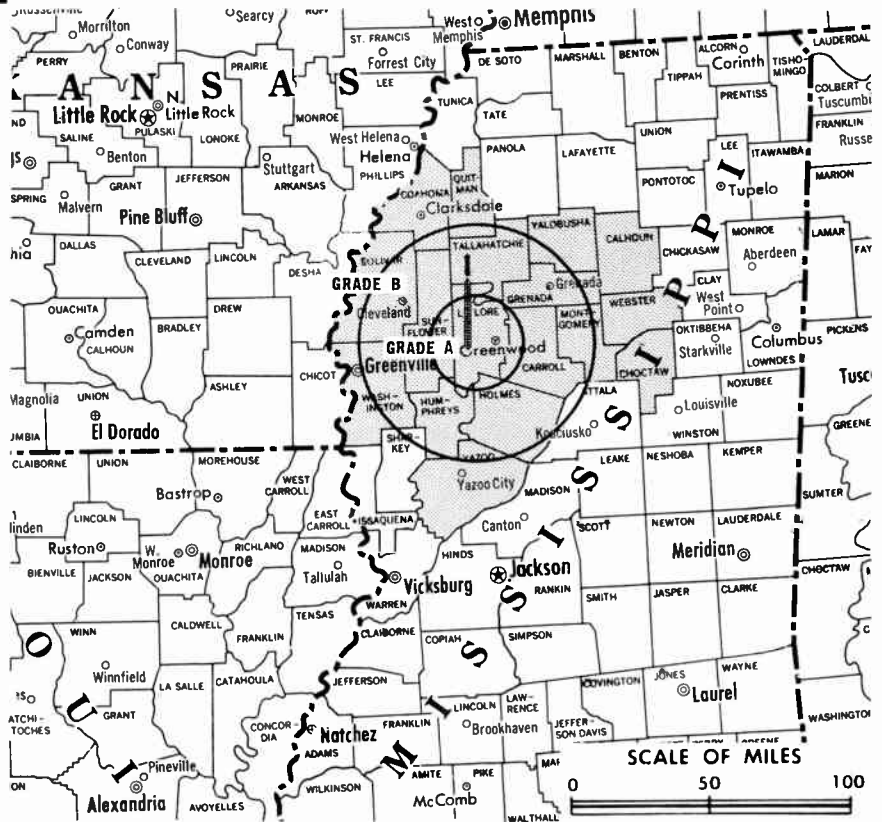
News Wire Service: AP.

Studio: Highway 82-West.

AM Affiliate: WABG, 1-kw (.5-kw night), 960 kc.

Represented (engineering) by John Creutz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ABB study.



WABG-TV Ref: FCC File No. BPCT-2224 Granted 1/3/58

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

## WABG-TV

Licensee: Mississippi Telecasting Co. Inc., Box 414, Greenwood, Miss. (38931).

Telephone: 601-453-4001.

Ownership: Cy N. Bahakel, 100%. For other interests see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 20, 1959.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president & general manager.  
LANE TUCKER, station manager & film buyer.  
ERLENE LEACH, program director.  
ROBERT TAYLOR, chief engineer.

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

| Hour                      | 30 Min.  | 15 Min. | Min. or 20 Sec. | 10 Sec. |
|---------------------------|----------|---------|-----------------|---------|
| Class AA—7-9 p.m., daily. |          |         |                 |         |
| \$240.00                  | \$144.00 | \$96.00 | \$48.00         | \$29.00 |

NETWORK BASE HOURLY RATE: \$200.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>MISSISSIPPI</b>   |                  |               |           |
| BOLIVAR              | 13,300           | 8,400         | 63        |
| CALHOUN              | 4,400            | 3,400         | 77        |
| CARROLL              | 2,400            | 1,400         | 60        |
| CHOCTAW              | 2,000            | 1,400         | 71        |
| COAHOMA              | 12,600           | 8,700         | 69        |
| GRENADA              | 5,400            | 3,900         | 74        |
| HOLMES               | 6,500            | 4,400         | 69        |
| HUMPHREYS            | 4,300            | 3,100         | 71        |
| LEFLORE              | 12,500           | 8,900         | 71        |
| MONTGOMERY           | 3,700            | 2,600         | 69        |
| QUITMAN              | 4,700            | 3,400         | 72        |
| SUNFLOWER            | 10,000           | 6,300         | 63        |
| TALLAHATCHIE         | 5,500            | 3,500         | 64        |
| WASHINGTON           | 22,900           | 17,100        | 75        |
| WEBSTER              | 3,000            | 2,200         | 73        |
| YALOBUSHA            | 3,100            | 2,200         | 71        |
| YAZOO                | 8,300            | 6,300         | 76        |
| <b>STATION TOTAL</b> | <b>124,600</b>   | <b>87,200</b> | <b>70</b> |

NET WEEKLY CIRCULATION (MARCH 65) 42,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 28,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Mississippi—Jackson



**WJTV**  
Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"  
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, .3-mi. N of Route 18.

Studio: Robinson Rd. extension, .3-mi. N of Route 18.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WJTV Ref: FCC File No. BPCT-2540 Granted 1/10/62

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

## WJTV

Network Service: CBS; ABC & NBC on per program basis.

Licensee: Capital Broadcasting Co. Inc., Box 8187, Jackson, Miss. (39204).

Telephone: 601-372-6311.

TXW No.: 810-966-2735.

Ownership: Mississippi Publishers Corp., publishers of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 51% of radio KALB & KALB-TV, Alexandria, La., radio KRMD, Shreveport.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (Television Digest, Vol. 11:16, 21, 23).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. M. SEPAUGH, general manager.  
OWENS F. ALEXANDER, station, national sales manager & film buyer.  
WILL CRULL, director, regional sales.  
WILLIAM CARLIER, local sales manager.  
L. M. SEPAUGH JR., film director.  
C. A. PERKINS, chief engineer.  
ART BRADDOCK, production director.  
SANDY McMILLAN, promotion director.

### DIGEST OF RATE CARD NO. A-12 (June 1, 1965)

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

Class AA—7-10 p.m., daily.

\$550.00 \$330.00 \$220.00 \$140.00 120.00 \$95.00

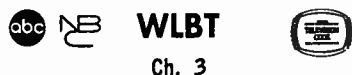
NETWORK BASE HOURLY RATE: \$625.

1966 Edition

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|---------------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>           |                  |                |           |
| CHICOT                    | 5,500            | 4,300          | 78        |
| <b>LOUISIANA</b>          |                  |                |           |
| CATAHOULA                 | 2,800            | 2,200          | 79        |
| CONCORDIA                 | 6,300            | 5,100          | 81        |
| EAST CARROLL              | 3,400            | 2,700          | 80        |
| FRANKLIN                  | 6,100            | 5,300          | 87        |
| MADISON                   | 4,200            | 3,400          | 81        |
| RICHLAND                  | 5,600            | 4,900          | 87        |
| TENSAS                    | 2,800            | 2,200          | 79        |
| WEST CARROLL              | 3,300            | 2,800          | 86        |
| <b>MISSISSIPPI</b>        |                  |                |           |
| ADAMS                     | 11,900           | 9,200          | 78        |
| AMITE                     | 3,600            | 2,600          | 72        |
| ATTALA                    | 5,400            | 3,900          | 73        |
| BOLIVAR                   | 13,300           | 8,400          | 63        |
| CARROLL                   | 2,400            | 1,400          | 60        |
| CHOCTAW                   | 2,000            | 1,400          | 71        |
| CLAIBORNE                 | 2,800            | 1,900          | 67        |
| COPIAH                    | 7,300            | 5,700          | 79        |
| COVINGTON                 | 3,400            | 2,600          | 77        |
| FORREST                   | 17,000           | 14,900         | 88        |
| FRANKLIN                  | 2,600            | 1,800          | 70        |
| GRENADA                   | 5,400            | 3,900          | 74        |
| HINDS                     | 59,600           | 53,400         | 90        |
| HOLMES                    | 6,500            | 4,400          | 69        |
| HUMPHREYS                 | 4,300            | 3,100          | 71        |
| ISSAQUENA                 | 600              | 400            | 64        |
| JASPER                    | 4,200            | 3,400          | 81        |
| JEFFERSON                 | 2,700            | 1,600          | 59        |
| JEFFERSON DAVIS           | 3,300            | 2,300          | 70        |
| JONES                     | 17,600           | 15,500         | 88        |
| LAMAR                     | 4,100            | 3,300          | 82        |
| LAUDERDALE                | 21,200           | 18,600         | 88        |
| LAWRENCE                  | 2,400            | 1,800          | 74        |
| (Continued on page 349-b) |                  |                |           |
| <b>STATION TOTAL</b>      | <b>398,400</b>   | <b>316,700</b> | <b>79</b> |

NET WEEKLY CIRCULATION (MARCH 65) 209,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 156,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Mississippi—Jackson

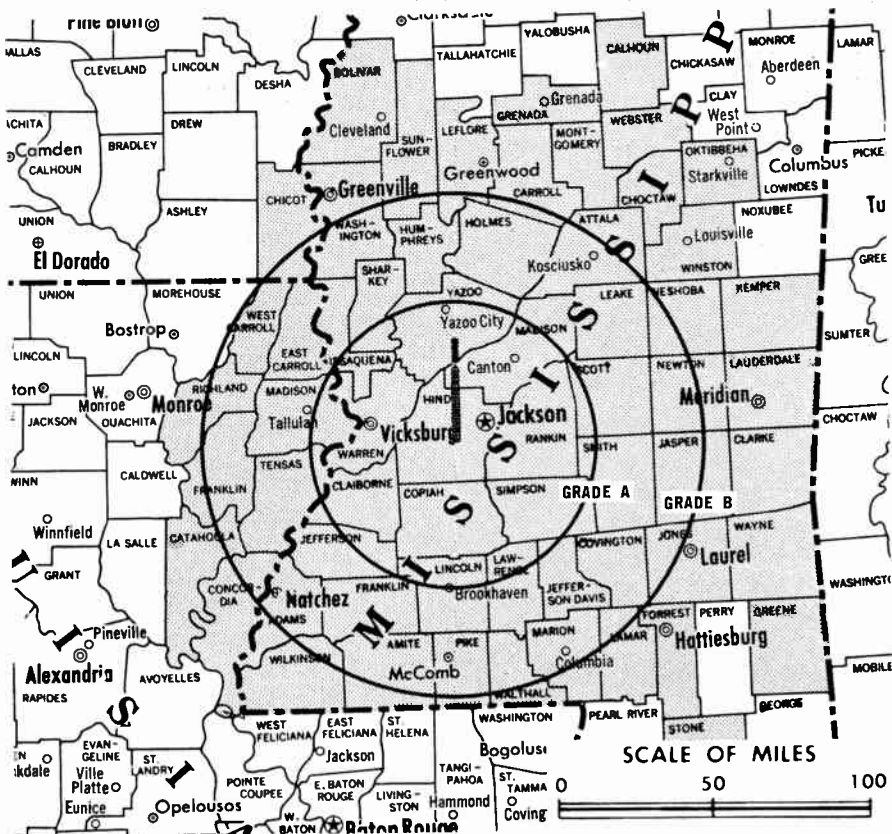


Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1580-ft. above av. terrain, 1529-ft. above ground, 1949-ft. above sea level.

Latitude 32° 12' 46"  
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.  
Color: Network only.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLBT Ref: FCC File No. BPC-2271 Granted 7/8/59

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## WLBT

Network Service: ABC, NBC.

Licensee: Lamar Life Bcstg. Co., Box 2171, Jackson, Miss. (39205).

Studio: 715 S. Jefferson St. (39201).

Telephone: 601-948-3333.

TWX No.: 601-948-0726.

Ownership: Lamar Life Insurance Co., 100%. Also licensee of Jackson radio WJDX & WJDX-FM.

Began Operation: Dec. 20, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

BOB McRANEY JR., general manager.  
FRANK GENTRY, commercial manager.  
MAURICE THOMPSON, program director & film buyer.  
HEWITT GRIFFIN, promotion director.  
FORREST COX, farm director.  
HAGAN THOMPSON, news director.  
FLOYD KINARD, chief engineer.  
PERCY STORM, local sales manager.

### DIGEST OF RATE CARD NO. 9 (July 1, 1965)

|                            |          |          |          |          |          |         |
|----------------------------|----------|----------|----------|----------|----------|---------|
| Hour                       | 30 Min.  | 15 Min.  | 10 Min.  | Min.     | 20 Sec.  | 10 Sec. |
| Class AA—7-10 p.m., daily. |          |          |          |          |          |         |
| \$600.00                   | \$360.00 | \$240.00 | \$200.00 | \$160.00 | \$125.00 | \$62.50 |

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| ARKANSAS        |                  |          |     |
| CHICOT          | 5,500            | 4,300    | 78  |
| LOUISIANA       |                  |          |     |
| CATAHOULA       | 2,800            | 2,200    | 79  |
| CONCORDIA       | 6,300            | 5,100    | 81  |
| EAST CARROLL    | 3,400            | 2,700    | 80  |
| FRANKLIN        | 6,100            | 5,300    | 87  |
| MADISON         | 4,200            | 3,400    | 81  |
| RICHLAND        | 5,600            | 4,900    | 87  |
| TENSAS          | 2,800            | 2,200    | 79  |
| WEST CARROLL    | 3,300            | 2,800    | 86  |
| MISSISSIPPI     |                  |          |     |
| ADAMS           | 11,900           | 9,200    | 78  |
| AMITE           | 3,600            | 2,600    | 72  |
| ATTALA          | 5,400            | 3,900    | 73  |
| BOLIVAR         | 13,300           | 8,400    | 63  |
| CALHOUN         | 4,400            | 3,400    | 77  |
| CARROLL         | 2,400            | 1,400    | 60  |
| CHOCTAW         | 2,000            | 1,400    | 71  |
| CLAIBORNE       | 2,800            | 1,900    | 67  |
| CLARKE          | 4,400            | 3,500    | 80  |
| COPIAH          | 7,300            | 5,700    | 79  |
| COVINGTON       | 3,400            | 2,600    | 77  |
| FORREST         | 17,000           | 14,900   | 88  |
| FRANKLIN        | 2,600            | 1,800    | 70  |
| GREENE          | 2,300            | 1,600    | 71  |
| GRENADA         | 5,400            | 3,900    | 74  |
| HINDS           | 59,600           | 53,400   | 90  |
| HOLMES          | 6,500            | 4,400    | 69  |
| HUMPHREYS       | 4,300            | 3,100    | 71  |
| ISSAQUENA       | 600              | 400      | 64  |
| JASPER          | 4,200            | 3,400    | 81  |
| JEFFERSON       | 2,700            | 1,600    | 59  |
| JEFFERSON DAVIS | 3,300            | 2,300    | 70  |

(Continued on page 349-b)

| STATION TOTAL                         | 431,900 | 341,400 | 79 |
|---------------------------------------|---------|---------|----|
| NET WEEKLY CIRCULATION (MARCH 65)     |         | 241,900 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         | 187,500 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 7  |

For Mississippi CATV Systems, see U.S. CATV Directory.

# Mississippi—Laurel-Hattiesburg

**abc NB WDM-TV**  
Ch. 7

218

Technical Facilities: Channel No. 7  
(174-180 mc). Authorized power:  
316-kw visual, 47-kw aural. Antenna:  
529-ft. above av. terrain,  
576-ft. above ground, 771-ft.  
above sea level.

Latitude 31° 27' 12"  
Longitude 89° 17' 05"

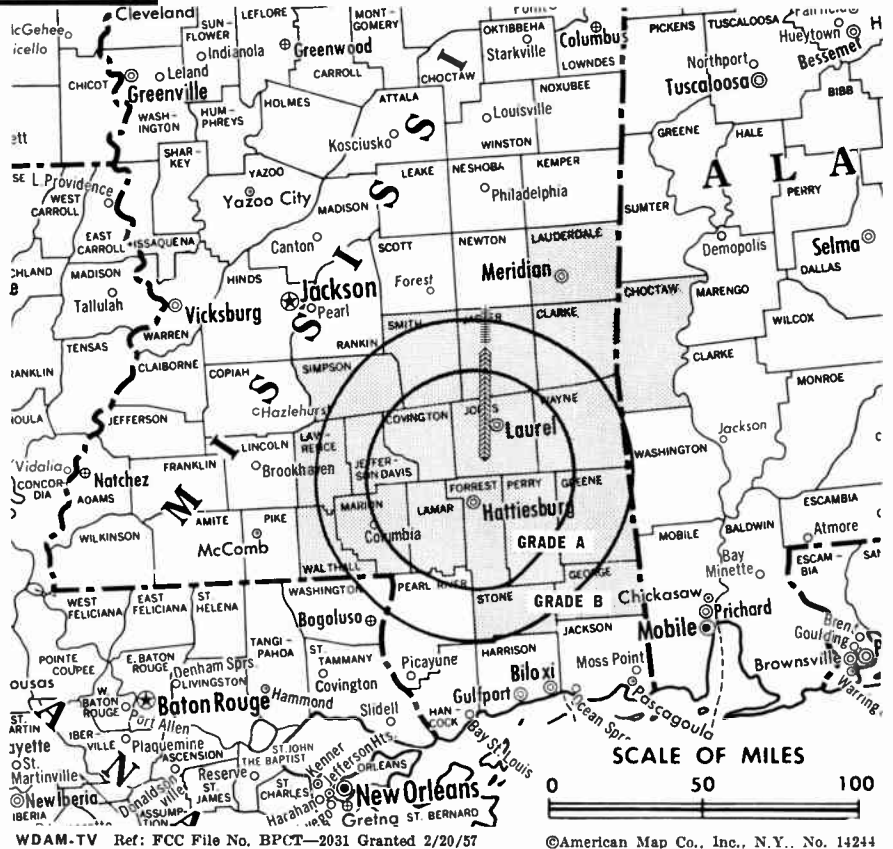
Transmitter: U.S. Hwy. 11, approx.  
1.2-mi. of Eastabutchie.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS  
(Consumer Market Data as of 1/1/66.  
TV Homes: TV and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

WDM-TV Ref: FCC File No. BPCT-2031 Granted 2/20/57

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

## WDM-TV

Network Service: ABC, NBC.

Licensee: South Mississippi Television Co., Box 1649, Hattiesburg,  
Miss. (39402).

Studio: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

Telephones: 601-582-7117, Hattiesburg; 8-4188, Laurel.

Ownership: Wm. S. Smylie, pres., 18.75%; Mrs. W. S. Smylie,  
16.67%; W. S. Smylie, III, 8.33%; S. A. Rosenbaum, 43.75%;  
Marvin Reuben, v.p., 8.33%; Jerry P. Keith, v.p., 4.17%. Rosen-  
baum also owns 11.5% of WTOK-TV, Meridian, Miss.

Began Operation: June 8, 1956 on Ch. 9. Two months later WDSU-  
TV, New Orleans, acquired 51% interest, with remaining 49%  
being held equally by 4 founding partners, Dave A. & Harold  
M. Matison and Milton J. & Alvin H. Fine (Television  
Digest, Vol. 12:31, 38). Plant was sold to present owners, who  
held CP for Ch. 7, Laurel, Miss.; when WDSU-TV received FCC  
authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to  
Ch. 9 pending outcome of hearings, new owners began operation  
on Ch. 7 Sept. 3, 1959 (Vol. 13:44, 15:36). Sale of 43.75% to  
S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P.  
Keith by Wm. S. Smylie family approved Dec. 7, 1960 by FCC  
(Vol. 16:49, 50).

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

### Personnel:

MARVIN REUBEN, v.p., general manager & film buyer.  
JERRY KEITH, v.p. & sales manager.  
CHARLES I. SHADE, program director.  
DAVID L. WAITE, news director.  
CLARENCE VOGEL, chief engineer.  
MRS. NELL SUMRALL, merchandising & promotion director.  
EMILIE RUNDELL, traffic manager.  
JOE TYNES, production manager.  
HARRY FRITZIUS, sales service director.

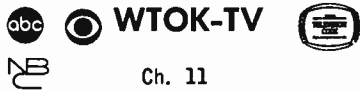
### DIGEST OF RATE CARD NO. 4—(Aug. 1, 1965)

| Hour                                                | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.  | Min. or<br>20 Sec. | 10 Sec. |
|-----------------------------------------------------|----------|----------|----------|---------|--------------------|---------|
| Class AA—6:30-9:30 p.m., daily.                     | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00            | \$35.00 |
| NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (NBC). |          |          |          |         |                    |         |

| STATE/COUNTY         | TOTAL<br>HOUSEHOLDS | TV HOMES      | HOMES<br>PER |
|----------------------|---------------------|---------------|--------------|
| <b>ALABAMA</b>       |                     |               |              |
| CHOCTAW              | 4,300               | 3,000         | 69           |
| <b>MISSISSIPPI</b>   |                     |               |              |
| CLARKE               | 4,400               | 3,500         | 80           |
| COVINGTON            | 3,400               | 2,600         | 77           |
| FORREST              | 17,000              | 14,900        | 88           |
| GEORGE               | 3,200               | 2,800         | 89           |
| GREENE               | 2,300               | 1,600         | 71           |
| JASPER               | 4,200               | 3,400         | 81           |
| JEFFERSON DAVIS      | 3,300               | 2,300         | 70           |
| JONES                | 17,600              | 15,500        | 88           |
| LAMAR                | 4,100               | 3,300         | 82           |
| LAUDERDALE           | 21,200              | 18,600        | 88           |
| LAWRENCE             | 2,400               | 1,800         | 74           |
| MARION               | 6,700               | 5,100         | 76           |
| PERRY                | 2,400               | 1,800         | 78           |
| SIMPSON              | 5,500               | 4,600         | 83           |
| SMITH                | 3,600               | 2,800         | 78           |
| STONE                | 2,200               | 1,800         | 82           |
| WALTHALL             | 3,400               | 2,500         | 73           |
| WAYNE                | 4,400               | 3,300         | 75           |
| <b>STATION TOTAL</b> | <b>115,600</b>      | <b>95,200</b> | <b>82</b>    |

NET WEEKLY CIRCULATION (MARCH 65) 65,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 47,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Mississippi—Meridian



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level.

Latitude 32° 19' 40"  
Longitude 88° 41' 30"

Transmitter: U.S. Hwy. 45, 1/8-mi. S of city.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Studio: Southern Bldg.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTOK-TV Ref: FCC File No. BMPCT—3043 Granted 5/2/55

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

## WTOK-TV

Network Service: ABC, CBS; also NBC.

Licensee: Southern Television Corp., Box 1771, Meridian, Miss. (39302).

Telephone: 601-483-1441.

TWX No.: 601-483-6851.

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 16.5%; Thomas Y. Minniece, secy., 8%; S. A. Rosenbaum, 11.5%; James B. Skewes, 11.5%; H. M. Minniece, treas., 6.5%; I. A. Rosenbaum Jr., 11.5%; Thomas R. Ward, 3%; 4 others, none over 5%. S. A. Rosenbaum also owns 43.75% of WDAM-TV, Laurel, Miss. Mr. Skewes and his mother, Grace Skewes, own radio WMOX, Meridian, Miss.

Began Operation: Sept. 25, 1953.

Represented (sales) by The Meeker Co. Inc.

Represented (engineering) by Gautney & Jones.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT F. WRIGHT, president, gen. mgr. & film buyer.  
WILLIAM B. CROOKS, v.p. & sales manager.  
CECIL GERMANY, traffic & program manager.  
GEORGE E. SHANNON, production director.  
JOE H. SAXON, chief engineer.  
BOB HOLLAND, operations director.

### DIGEST OF RATE CARD NO. 6 (revised Oct. 5, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:29-9:30 p.m., Mon.-Sat.; 6:29-9:30 p.m., Sun.  
\$375.00 \$225.00 \$150.00 \$131.25 \$112.50 \$85.00 \$75.00 \$37.50  
NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS), \$450 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>ALABAMA</b>       |                  |                |           |
| CHOCTAW              | 4,300            | 3,000          | 69        |
| CLARKE               | 6,600            | 4,800          | 73        |
| DALLAS               | 15,000           | 11,600         | 78        |
| GREENE               | 2,900            | 1,700          | 59        |
| HALE                 | 4,600            | 3,100          | 67        |
| MARENGO              | 6,500            | 4,500          | 70        |
| PERRY                | 3,800            | 2,500          | 64        |
| PICKENS              | 5,300            | 3,800          | 72        |
| SUMTER               | 4,500            | 3,100          | 70        |
| WASHINGTON           | 3,600            | 2,800          | 76        |
| WILCOX               | 3,800            | 2,300          | 62        |
| <b>MISSISSIPPI</b>   |                  |                |           |
| CLARKE               | 4,400            | 3,500          | 80        |
| CLAY                 | 5,600            | 4,400          | 78        |
| FORREST              | 17,000           | 14,900         | 88        |
| JASPER               | 4,200            | 3,400          | 81        |
| JONES                | 17,600           | 15,500         | 88        |
| KEMPER               | 2,700            | 1,900          | 70        |
| LAUDERDALE           | 21,200           | 18,600         | 88        |
| LEAKE                | 4,800            | 3,900          | 81        |
| LOWNDES              | 14,100           | 12,100         | 85        |
| NESHOBA              | 5,500            | 4,400          | 82        |
| NEWTON               | 5,300            | 4,400          | 82        |
| NOXUBEE              | 3,900            | 2,500          | 63        |
| OKTIBBEHA            | 6,800            | 4,900          | 72        |
| PERRY                | 2,400            | 1,800          | 78        |
| SCOTT                | 5,900            | 4,800          | 81        |
| SMITH                | 3,600            | 2,800          | 78        |
| WAYNE                | 4,400            | 3,300          | 75        |
| WINSTON              | 4,900            | 3,700          | 75        |
| <b>STATION TOTAL</b> | <b>195,200</b>   | <b>154,000</b> | <b>79</b> |

NET WEEKLY CIRCULATION (MARCH 65) 87,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 65,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Mississippi—Tupelo

abc **WTWV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.2-kw visual, 13.8-kw aural. Antenna: 520-ft. above av. terrain, 540-ft. above ground, 854-ft. above sea level.

Latitude 34° 19' 24"  
Longitude 88° 42' 39"

Transmitter: Beech Spring Rd., 2.5-mi. N of city limits.

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTWV Ref: FCC File No. BMPCT-3665 Granted 2/14/56

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

## WTWV

Network Service: ABC, NBC (common-carrier Microwave).

Licensee: WTWV Inc., P.O. Box 350, Tupelo, Miss. (38801).

Studio: Beech Spring Rd., 2.5-mi. N of city limits.

Telephone: 601-842-7620.

Ownership: Frank K. Spain, 60%; Walter D. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 10%.

Began Operation: March 18, 1957.

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

FRANK K. SPAIN, president & general manager.  
CHARLES H. HICKS JR., station & sales manager.  
WILLIAM B. LANDERS, program director.  
JAMES D. GREEN, chief engineer.  
JAMES STEMBRIDGE, operations supervisor.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1958)

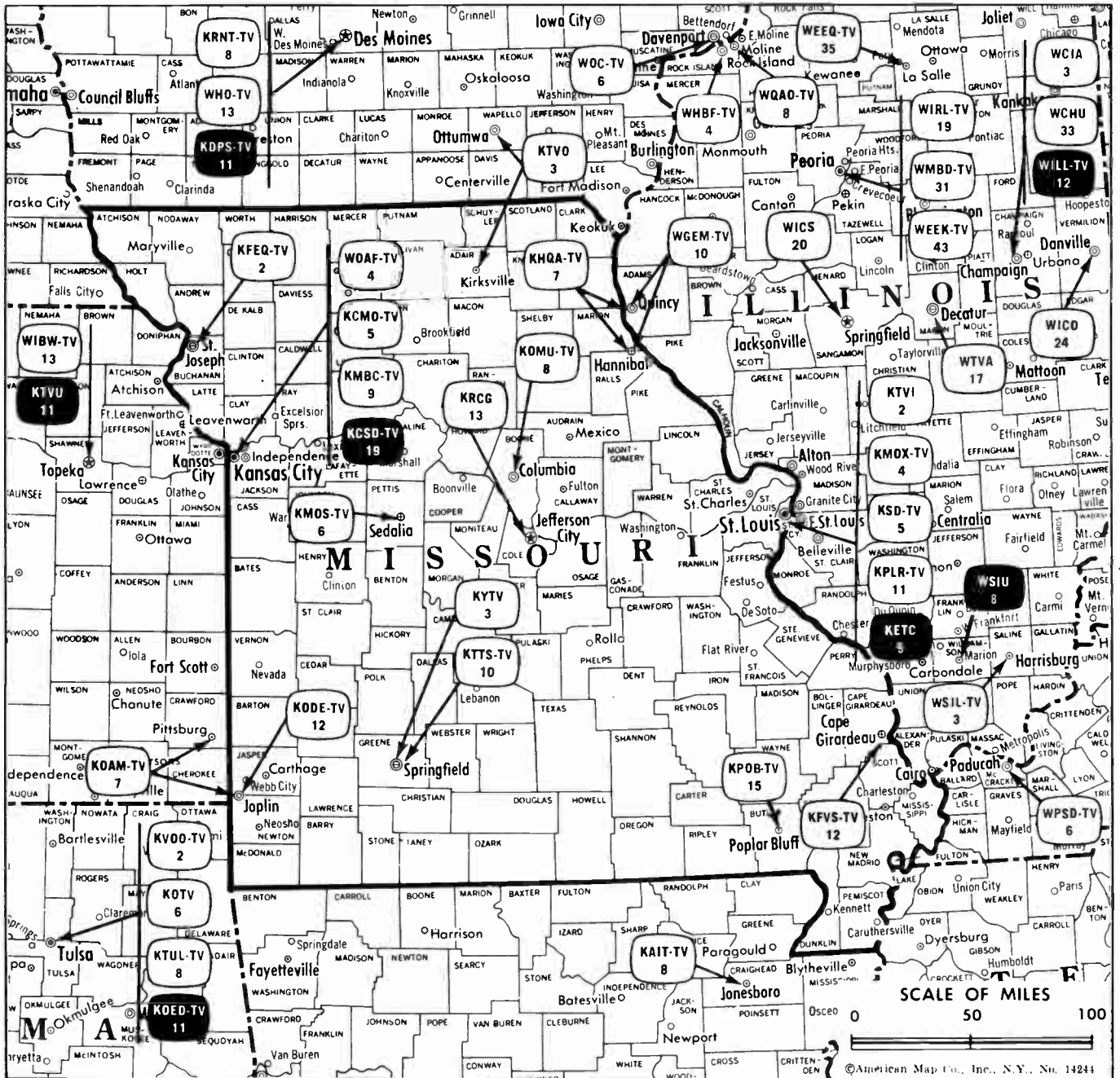
| Hour                                | 30 Min.  | 15 Min. | 10 Min. | 5 Min.  | Min. or 20 Sec. | 10 Sec. |
|-------------------------------------|----------|---------|---------|---------|-----------------|---------|
| Class A—5:45-10:15 p.m., Mon.-Sat.; |          |         |         |         |                 |         |
| \$200.00                            | \$120.00 | \$80.00 | \$67.00 | \$55.00 | \$40.00         | \$24.00 |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>ALABAMA</b>       |                  |               |           |
| FRANKLIN             | 5,900            | 4,700         | 80        |
| LAMAR                | 3,700            | 3,000         | 81        |
| MARION               | 5,700            | 4,900         | 85        |
| <b>MISSISSIPPI</b>   |                  |               |           |
| ALCORN               | 7,800            | 6,200         | 80        |
| BENTON               | 1,900            | 1,400         | 76        |
| CALHOUN              | 4,400            | 3,400         | 77        |
| CHICKASAW            | 4,600            | 3,500         | 76        |
| CLAY                 | 5,600            | 4,400         | 78        |
| ITAWAMBA             | 4,300            | 3,400         | 81        |
| LEE                  | 13,100           | 10,900        | 83        |
| LOWNDES              | 14,100           | 12,100        | 85        |
| MONROE               | 9,800            | 8,100         | 82        |
| OKTIBBEHA            | 6,800            | 4,900         | 72        |
| PONTOTOC             | 5,000            | 4,000         | 80        |
| PRENTISS             | 5,200            | 4,200         | 82        |
| TIPPAH               | 4,200            | 3,500         | 84        |
| TISHOMINGO           | 4,100            | 3,100         | 75        |
| UNION                | 5,700            | 5,000         | 89        |
| WEBSTER              | 3,000            | 2,200         | 73        |
| WINSTON              | 4,900            | 3,700         | 75        |
| <b>STATION TOTAL</b> | <b>119,800</b>   | <b>96,600</b> | <b>81</b> |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 39,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 25,100 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 3      |



# Missouri



Missouri Station Status as of Feb. 1, 1966

VHF UHF TOTAL

- Commercial Television Stations
- Educational Television Stations

|    |   |    |
|----|---|----|
| 17 | 1 | 18 |
| 1  | 1 | 2  |
|    |   | 20 |

See CATV Directory  
for State's CATV Systems

**AMECO INC.**  
P.O. Box 11326 • Phoenix, Ariz. 85017



**AMECO "SALESMOBILE SERVICE"**  
IN MISSOURI  
DON ATCHINSON  
P.O. Box 17092 Memphis, Tennessee 38117  
Phone: 901-327-0701  
Atlanta Warehouse and 404-261-1951  
Dallas Warehouse and 214-351-1567



| Market                                | ARB Net Weekly Circulation | Rank |
|---------------------------------------|----------------------------|------|
| St. Louis                             | 811,100                    | 12   |
| Kansas City                           | 583,300                    | 24   |
| Cape Girardeau-<br>Paducah-Harrisburg | 220,700                    | 87   |
| Springfield                           | 154,700                    | 106  |
| Joplin-Pittsburg                      | 150,000                    | 110  |
| Hannibal-Quincy                       | 134,000                    | 126  |
| St. Joseph                            | 130,800                    | 127  |
| Columbia-Jefferson City               | 122,600                    | 133  |
| Kirksville Ottumwa                    | 82,500                     | 164  |

| Total Homes | Rank | TV Households | Rank |
|-------------|------|---------------|------|
| 947,600     | 23   | 892,200       | 23   |
| 739,900     | 35   | 690,100       | 35   |
| 353,400     | 94   | 314,600       | 95   |
| 273,600     | 111  | 240,800       | 113  |
| 212,800     | 131  | 192,200       | 131  |
| 208,100     | 132  | 195,800       | 129  |
| 355,500     | 93   | 332,200       | 91   |
| 188,500     | 142  | 169,900       | 141  |
| 153,900     | 163  | 141,600       | 158  |

### State Educational Technical Facilities

(Complete Data in Educational Directory)

#### KCSD-TV

**Kansas City**

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 216.5-kw visual, 117.6-kw aural. Antenna: 510-ft. above av. terrain, 474-ft. above ground, 1394-ft. above sea level.

Latitude 39° 06' 01"  
Longitude 94° 34' 39"

#### KETC

**St. Louis**

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 144-kw visual, 77.5-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1039-ft. above sea level.

Latitude 38° 37' 40"  
Longitude 90° 11' 19"

### KFVS-TV, Cape Girardeau

(ARB Data Continued)

| STATE/COUNTY                | TOTAL HOUSEHOLDS | TV HOMES |     |
|-----------------------------|------------------|----------|-----|
|                             |                  | HOMES    | PER |
| <b>MISSOURI (CONTINUED)</b> |                  |          |     |
| DUNKLIN                     | 10,600           | 9,300    | 88  |
| HOWELL                      | 6,700            | 5,300    | 78  |
| IRON                        | 2,100            | 1,800    | 85  |
| MAISON                      | 2,700            | 2,400    | 88  |
| MISSISSIPPI                 | 5,100            | 4,600    | 91  |
| NEW MADRID                  | 7,200            | 6,300    | 86  |
| PEMISCOT                    | 9,100            | 7,900    | 87  |
| PERRY                       | 4,200            | 3,800    | 89  |
| REYNOLDS                    | 1,200            | 900      | 78  |
| RIPLEY                      | 2,500            | 1,800    | 74  |
| ST FRANCOIS                 | 11,100           | 10,200   | 92  |
| STE GENEVIEVE               | 3,300            | 3,100    | 93  |
| SCOTT                       | 9,500            | 8,800    | 93  |
| SHANNON                     | 1,900            | 1,400    | 71  |
| STODDARD                    | 8,000            | 7,300    | 91  |
| WAYNE                       | 2,500            | 2,100    | 84  |
| <b>TENNESSEE</b>            |                  |          |     |
| LAKE                        | 2,400            | 1,900    | 81  |
| OBION                       | 8,500            | 7,500    | 88  |
| WEAKLEY                     | 7,300            | 6,100    | 84  |

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### WPSD-TV

**Cape Girardeau**

(See Paducah, Ky.)

#### WSIL-TV

**Cape Girardeau**

(See Harrisburg, Ill.)

#### KRCC

**Columbia**

(See Jefferson City, Mo.)

#### WGEM-TV

**Hannibal**

(See Quincy, Ill.)

#### KOMU-TV

**Jefferson City**

(See Columbia, Mo.)

#### KOAM-TV

**Joplin**

(See Pittsburg, Kan.)

## BLACKBURN

& COMPANY, INC.

*Radio • TV • CATV • Newspaper Brokers*

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Missouri—Cape Girardeau



**KFVS-TV**

Ch. 12



2182

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum & 288-kw visual, 158-kw maximum & 144-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"  
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off county road "V".

Studio: 324 Broadway.

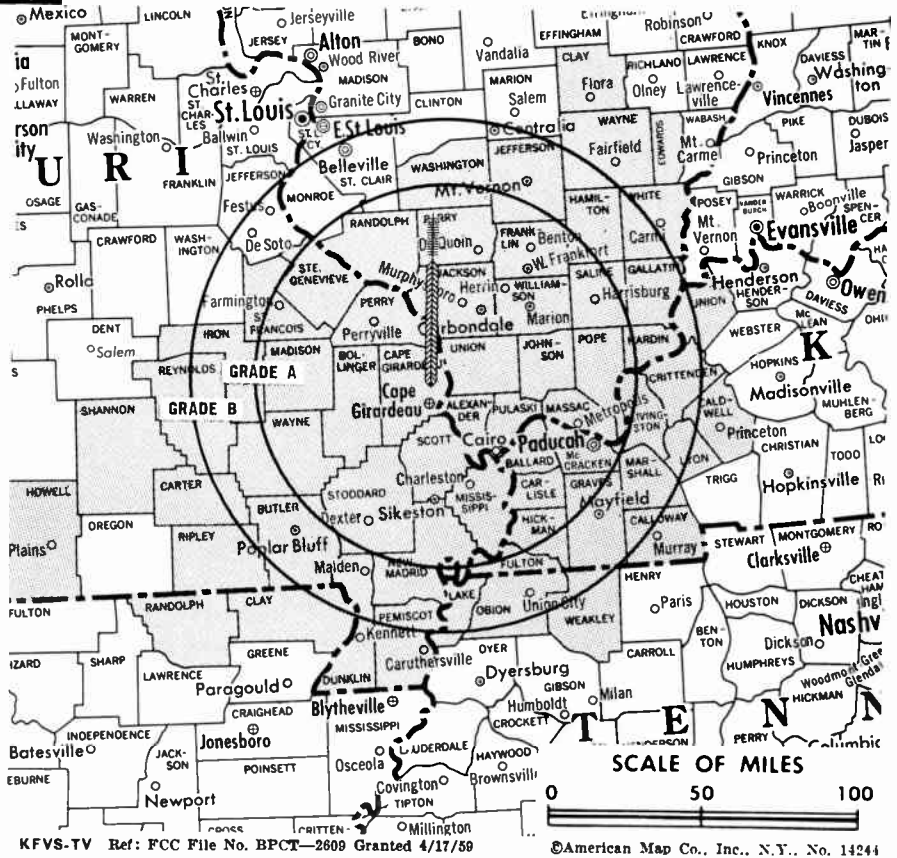
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: KFVS, 5-kw (.5 kw night), 960 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFVS-TV Ref: FCC File No. BPC-2609 Granted 4/17/59

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

## KFVS-TV

Licensee: Hirsch Bcstg. Co., Box 422, Cape Girardeau, Mo. (63701).

Telephone: 314-335-5511.

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by The Meeker Co.; C. K. Beaver & Assoc. (South & Southeast); Eugene F. Gray Co. (Mo., Neb., Kan.).

Represented (legal) by George O. Sutton.

Personnel:

OSCAR C. HIRSCH, president & general manager.  
ROBERT O. HIRSCH, v.p. & manager of TV operations.  
GERALDINE F. HIRSCH, treasurer.  
DAVID E. HOCHÉ, secretary.

### DIGEST OF RATE CARD NO. 15-A (Feb. 1, 1963)

| Hour                            | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|---------------------------------|----------|----------|----------|----------|----------|----------|
| Class AA—6:59-9:59 p.m., daily. | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$150.00 | \$120.00 |
| NETWORK BASE HOURLY RATE:       | \$775.   |          |          |          |          |          |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES |     |
|--------------|------------------|----------|-----|
|              |                  | HOMES    | PER |
| ARKANSAS     |                  |          |     |
| CLAY         | 6,300            | 5,500    | 87  |
| RANDOLPH     | 3,600            | 3,000    | 83  |
| ILLINOIS     |                  |          |     |
| ALEXANDER    | 4,300            | 3,900    | 91  |
| CLAY         | 4,600            | 4,200    | 91  |
| EDWARDS      | 2,300            | 2,100    | 91  |
| FRANKLIN     | 12,100           | 11,400   | 94  |
| GALLATIN     | 2,000            | 1,800    | 91  |
| HAMILTON     | 2,900            | 2,600    | 89  |
| HARDIN       | 1,500            | 1,400    | 94  |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES |     |
|--------------|------------------|----------|-----|
|              |                  | HOMES    | PER |
| JACKSON      | 13,100           | 12,200   | 93  |
| JEFFERSON    | 9,800            | 9,100    | 93  |
| JOHNSON      | 1,800            | 1,700    | 93  |
| MASSAC       | 4,600            | 4,300    | 93  |
| PERRY        | 5,600            | 5,300    | 94  |
| POPE         | 900              | 800      | 89  |
| PULASKI      | 2,900            | 2,600    | 91  |
| RANDOLPH     | 8,100            | 7,800    | 96  |
| SALINE       | 7,800            | 7,300    | 94  |
| UNION        | 4,600            | 4,400    | 95  |
| WASHINGTON   | 4,000            | 3,800    | 93  |
| WAYNE        | 5,600            | 5,000    | 90  |
| WHITE        | 5,900            | 5,300    | 90  |
| WILLIAMSON   | 15,000           | 14,200   | 94  |

|            |        |        |    |
|------------|--------|--------|----|
| KENTUCKY   |        |        |    |
| BALLARD    | 2,800  | 2,500  | 90 |
| CALDWELL   | 4,400  | 3,500  | 79 |
| CALLOWAY   | 7,000  | 6,100  | 88 |
| CARLISLE   | 1,800  | 1,600  | 92 |
| CRITTENDEN | 2,400  | 2,000  | 83 |
| FULTON     | 3,200  | 2,800  | 86 |
| GRAVES     | 9,800  | 8,800  | 90 |
| HICKMAN    | 1,800  | 1,600  | 88 |
| LIVINGSTON | 2,200  | 1,900  | 86 |
| LYON       | 1,300  | 1,000  | 82 |
| MC CRACKEN | 20,300 | 18,600 | 92 |
| MAKSHALL   | 5,900  | 5,400  | 91 |
| UNION      | 4,300  | 3,700  | 87 |

|                |        |        |    |
|----------------|--------|--------|----|
| MISSOURI       |        |        |    |
| BOLLINGER      | 2,400  | 2,100  | 86 |
| BUTLER         | 10,200 | 8,800  | 86 |
| CAPE GIRARDEAU | 13,400 | 12,400 | 93 |
| CARTER         | 1,200  | 800    | 71 |

(Continued on page 359-b)

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 329,600 | 295,800 | 90 |
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 220,700 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 179,700 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 5       |

# Missouri—Columbia



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 247-kw visual, 49-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level.

Latitude 38° 53' 16"  
Longitude 92° 15' 48"

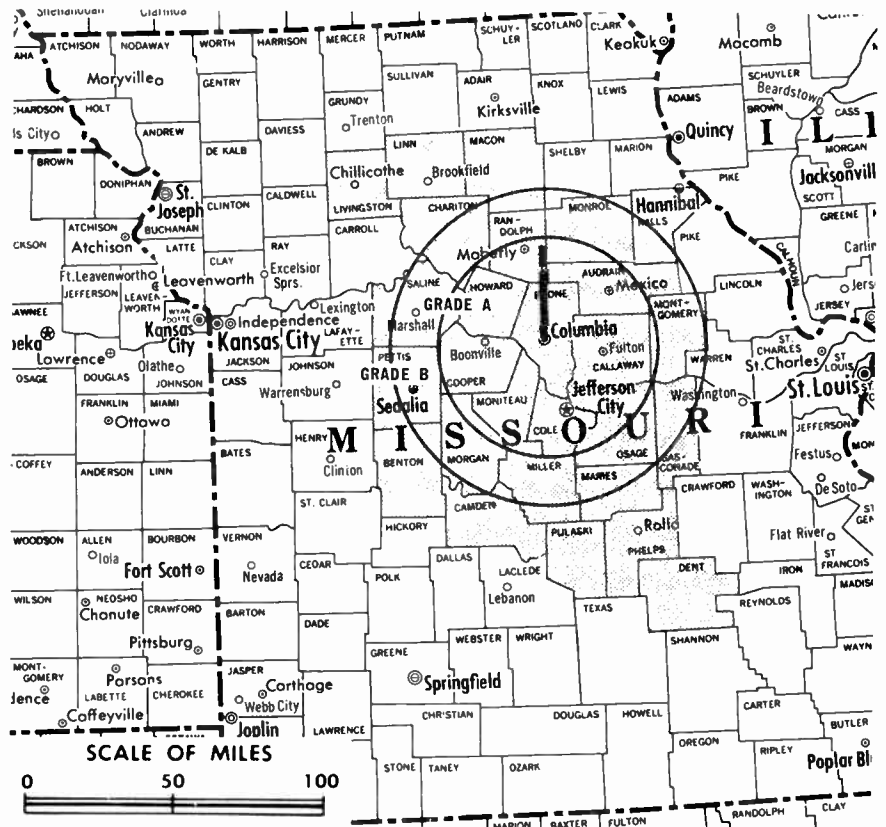
Transmitter: Hwy. 63 South.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOMU-TV Ref: FCC File No. BMPCT-2346 Granted 8/17/54

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

## KOMU-TV

Network Service: ABC, NBC.

Licensee: Curators of the University of Missouri.

Studio: Hwy. 63 South.

Telephone: 314-442-1122.

TWX No.: 314-442-2430.

Ownership: University of Missouri.

Began Operation: Dec. 21, 1953.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by Lohnes & Culver.

### Personnel:

EDWARD C. LAMBERT, director of television, general manager.  
GLENN G. GRISWOLD, station manager.  
JOHN O. CONWELL, commercial manager.  
MONTE GURWIT, program director & film buyer.  
DEE ANN HEIMBROOK, promotion manager.  
RON HUNT, film editor.  
WILLIAM J. REAGAN, chief engineer.

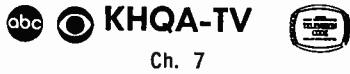
### DIGEST OF RATE CARD NO. 8 (Feb. 1, 1961)

| Hour                                                | 30 Min.  | Min.    | 20 Sec. | ID      |
|-----------------------------------------------------|----------|---------|---------|---------|
| Class AA—7:30-9:30 p.m., daily.                     |          |         |         |         |
| \$350.00                                            | \$190.00 | \$75.00 | \$60.00 | \$33.00 |
| NETWORK BASE HOURLY RATE: \$375 (ABC), \$425 (NBC). |          |         |         |         |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MISSOURI</b>      |                  |                |           |
| AUDRAIN              | 8,500            | 7,900          | 94        |
| BENTON               | 3,100            | 2,600          | 85        |
| BOONE                | 16,700           | 15,400         | 92        |
| CALLAWAY             | 6,400            | 5,900          | 93        |
| CAMDEN               | 3,400            | 3,000          | 88        |
| CHARITON             | 3,800            | 3,300          | 87        |
| COLE                 | 12,200           | 11,600         | 96        |
| COUPER               | 4,700            | 4,300          | 92        |
| DENT                 | 3,500            | 2,700          | 79        |
| GASCONADE            | 4,000            | 3,500          | 88        |
| HOWARD               | 3,200            | 2,900          | 92        |
| LINN                 | 5,500            | 4,900          | 90        |
| LIVINGSTON           | 5,300            | 4,800          | 90        |
| MACON                | 5,300            | 4,900          | 92        |
| MAKES                | 2,200            | 1,900          | 88        |
| MILLER               | 4,500            | 4,100          | 91        |
| MONITEAU             | 3,500            | 3,200          | 92        |
| MUNRUE               | 3,600            | 3,300          | 93        |
| MONTGOMERY           | 3,700            | 3,400          | 91        |
| MORGAN               | 3,000            | 2,700          | 90        |
| OSAGE                | 3,100            | 2,600          | 86        |
| PETTIS               | 12,300           | 11,100         | 91        |
| PHELPS               | 8,000            | 6,900          | 86        |
| PULASKI              | 10,300           | 9,200          | 90        |
| RALLS                | 2,300            | 2,200          | 94        |
| RANDOLPH             | 7,600            | 7,000          | 92        |
| SALINE               | 7,600            | 6,900          | 91        |
| <b>STATION TOTAL</b> | <b>157,300</b>   | <b>142,200</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 113,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 82,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Missouri—Hannibal-Quincy, Ill.



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"  
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, Ill.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kc (CBS).

FM Affiliate: WTAD-FM, 27-kw, 99.5 mc (No. 258), 751-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHQA-TV Ref: FCC File No. BNPCT-1234 Granted 7/24/53

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

## KHQA-TV

Network Service: ABC, CBS.

Licensee: Lee Broadcasting Corp., 510 Maine St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill. (62301).

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

TWX No.: 910-246-3204.

Business & National Sales Office: WCU Bldg., Quincy.

Ownership: Lee Broadcasting Corp., see KGLO-TV, Mason City, Ia.

Began Operation: Aug. 27, 1953.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Assoc.

### Personnel:

WALTER J. ROTHSCHILD, president & general manager.  
MERRITT MILLICAN, station manager.  
ROBERT G. FRUEHE, national sales manager.  
GENE TERRY, public relations & news director.  
TOM ROBEY, program director.  
JEAN EAGER, film director.  
ROBERT W. EICKMEYER, promotion director.  
DICK FALER, farm director.  
LEE ELLIS, chief engineer.

### DIGEST OF RATE CARD NO. 12 (June 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6:59-10:15 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$165.00 \$120.00 \$110.00 \$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$575 (ABC), \$575 (CBS).

For Missouri CATV Systems  
see the CATV Directory.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>ILLINOIS</b>      |                  |                |           |
| ADAMS                | 22,100           | 21,400         | 97        |
| BROWN                | 2,000            | 1,900          | 94        |
| CALHOUN              | 1,600            | 1,500          | 95        |
| CASS                 | 4,300            | 4,100          | 95        |
| FULTON               | 13,300           | 12,700         | 96        |
| GREENE               | 5,200            | 5,000          | 96        |
| HANCOCK              | 7,500            | 7,200          | 96        |
| HENDERSON            | 2,600            | 2,400          | 95        |
| MC DONOUGH           | 9,100            | 8,700          | 96        |
| MORGAN               | 10,500           | 9,800          | 94        |
| PIKE                 | 6,300            | 6,000          | 95        |
| SCHUYLER             | 2,700            | 2,500          | 96        |
| SCOTT                | 1,700            | 1,700          | 97        |
| <b>IOWA</b>          |                  |                |           |
| DAVIS                | 2,800            | 2,600          | 93        |
| DES MOINES           | 14,600           | 13,800         | 95        |
| HENRY                | 5,300            | 4,800          | 90        |
| JEFFERSON            | 4,900            | 4,500          | 92        |
| LEE                  | 13,500           | 12,800         | 95        |
| VAN BUREN            | 3,100            | 2,800          | 91        |
| <b>MISSOURI</b>      |                  |                |           |
| ADAIR                | 6,500            | 6,100          | 93        |
| AUDRAIN              | 8,500            | 7,900          | 94        |
| CLARK                | 2,800            | 2,600          | 91        |
| KNOX                 | 2,000            | 1,800          | 92        |
| LEWIS                | 3,600            | 3,200          | 91        |
| MACON                | 5,300            | 4,900          | 92        |
| MARION               | 9,700            | 9,100          | 94        |
| MONROE               | 3,600            | 3,300          | 93        |
| MONTGOMERY           | 3,700            | 3,400          | 91        |
| PIKE                 | 5,500            | 5,000          | 90        |
| PUTNAM               | 2,000            | 1,900          | 95        |
| RALLS                | 2,300            | 2,200          | 94        |
| RANDOLPH             | 7,600            | 7,000          | 92        |
| SCHUYLER             | 1,500            | 1,300          | 87        |
| SCOTLAND             | 2,000            | 1,800          | 93        |
| SHELBY               | 3,000            | 2,800          | 91        |
| <b>STATION TOTAL</b> | <b>202,700</b>   | <b>190,500</b> | <b>94</b> |

NET WEEKLY CIRCULATION (MARCH 65) 134,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 106,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Missouri—Jefferson City



**KRCG**

Ch. 13

[Operates satellite KMOS-TV, Sedalia, Mo.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 42.7-kw horizontal aural. Antenna: directional, 1012-ft. above av. terrain, 930-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"  
Longitude 92° 05' 43"

Transmitter: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Studio: Callaway Hills Farm.

Telephone: 314-636-6188.

TWX No.: 314-635-6733.

Color: Network.

News Wire Service: AP.

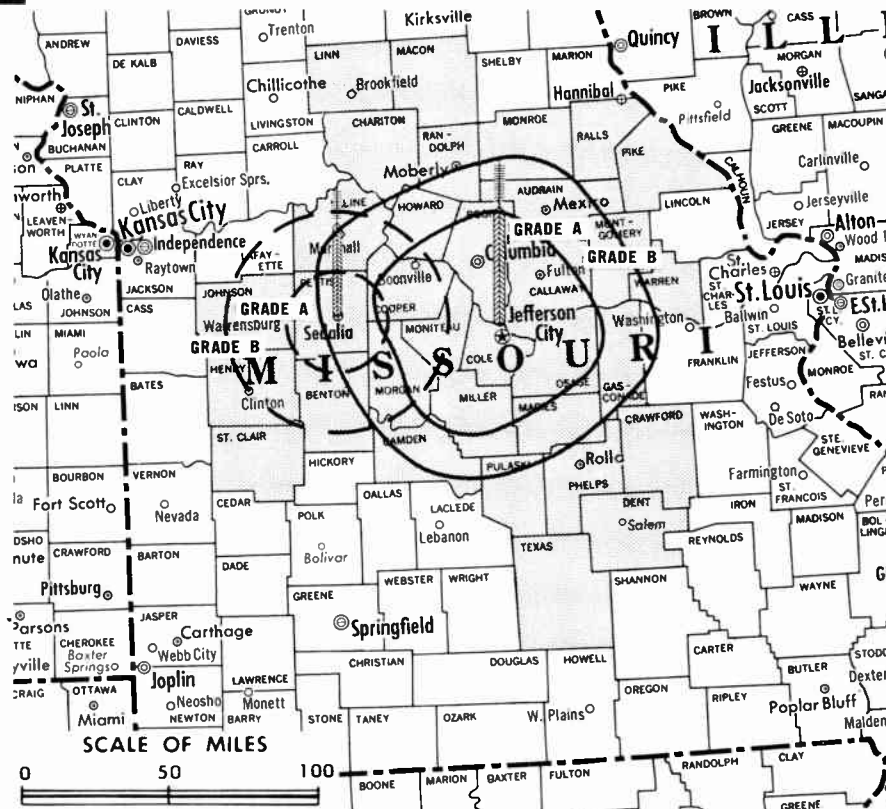
Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1963 ARB study.



KRCG Ref: FCC File No. BMPCT-4673 Granted 7/1/57  
KMOS-TV Ref: FCC File No. 1210 Granted 7/8/53

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## KRCG

Network Service: ABC, CBS.

Licensee: Jefferson Television Co., Callaway Hills Farm.

Ownership: Mrs. W. H. Weldon, exec. vice pres., 83.2%; Capital Bcstg. Co., 12.4%; Robert Blosser, v.p., 1.1%; Edward J. Schuelein, 1.1%; Camille Williams, secy.-treas., 1.1%; R. E. Maxwell, 1.1%. Mrs. Weldon holds interest in Jefferson City Capital News & Post Tribune and Capital Bcstg. Co., licensee of radio KWOS, Jefferson City. Jefferson Television Co. also owns KMOS-TV, Sedalia, Mo. Note: Sale of all properties to Kansas City Southern Industries pends. This firm is also buying WEEK-TV, Peoria, Ill. and its satellite WEEQ-TV, La Salle, Ill.

Began Operation: Feb. 13, 1955.

Represented (sales) by Blair Television Associates Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

W. H. WELDON, president.  
MRS. W. H. WELDON, exec. vice president.  
ROBERT BLOSSER, general manager & film buyer.  
ED SCHUELEIN, chief engineer.  
RON MAXWELL, sales manager.

### DIGEST OF RATE CARD NO. 7—(July 15, 1965)

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

Class A—7-10 p.m., daily.

\$375.00 \$220.00 \$115.00 \$97.00 \$75.00 \$65.00 \$33.00

NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS).

ARB Data For This Station Includes Satellite KMOS-TV, Sedalia, Mo.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>MISSOURI</b>      |                  |                |           |
| AUDRAIN              | 8,500            | 7,900          | 94        |
| BENTON               | 3,100            | 2,600          | 85        |
| BOONE                | 16,700           | 15,400         | 92        |
| CALLAWAY             | 6,400            | 5,900          | 93        |
| CAMDEN               | 3,400            | 3,000          | 88        |
| CHARITON             | 3,800            | 3,300          | 87        |
| COLE                 | 12,200           | 11,600         | 96        |
| COOPER               | 4,700            | 4,300          | 92        |
| CRAWFORD             | 4,400            | 3,700          | 83        |
| DENT                 | 3,500            | 2,700          | 79        |
| GASCONADE            | 4,000            | 3,500          | 88        |
| HENRY                | 6,500            | 5,900          | 90        |
| HOWARD               | 3,200            | 2,900          | 92        |
| JOHNSON              | 9,500            | 8,900          | 93        |
| LINN                 | 5,500            | 4,900          | 90        |
| MACON                | 5,300            | 4,900          | 92        |
| MARIES               | 2,200            | 1,900          | 88        |
| MILLER               | 4,500            | 4,100          | 91        |
| MONITEAU             | 3,500            | 3,200          | 92        |
| MONROE               | 3,600            | 3,300          | 93        |
| MONTGOMERY           | 3,700            | 3,400          | 91        |
| MORGAN               | 3,000            | 2,700          | 90        |
| OSAGE                | 3,100            | 2,600          | 86        |
| PETTIS               | 12,300           | 11,100         | 91        |
| PHELPS               | 8,000            | 6,900          | 86        |
| PIKE                 | 5,500            | 5,000          | 90        |
| PULASKI              | 10,300           | 9,200          | 90        |
| RALLS                | 2,300            | 2,200          | 94        |
| RANDOLPH             | 7,600            | 7,000          | 92        |
| ST CLAIR             | 2,500            | 2,200          | 85        |
| SALINE               | 7,600            | 6,900          | 91        |
| TEXAS                | 5,100            | 4,200          | 82        |
| WARREN               | 3,000            | 2,600          | 90        |
| <b>STATION TOTAL</b> | <b>188,500</b>   | <b>169,900</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 122,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 95,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Missouri—Joplin

abc **KODE-TV**

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 219-kw horizontal visual, 178-kw maximum and 129-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 37° 04' 37.4"  
Longitude 94° 32' 10.24"

Transmitter: 1928 W. 13th St.

Studio: 1928 W. 13th St.

TV tape: Recording facilities.

Color: Network, film & slide.

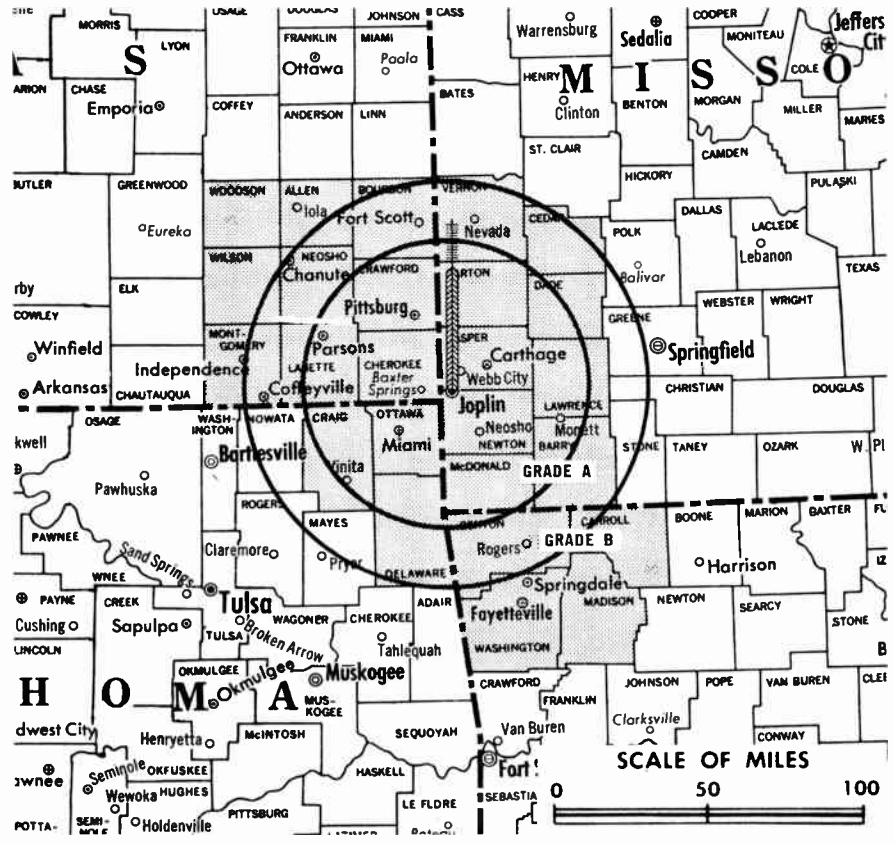
News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: KODE, 1-kw (.25-kw-night), 1230 kc (CBS).

ARB Data: The figures below do not reflect present coverage. The station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.)



KODE-TV Ref: FCC File No. BMPCT-6050 Granted 6/11/65

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## KODE-TV

Network Service: ABC, CBS.

Licensee: Gilmore Bcstg. Corp. of Missouri, 1928 W. 13th St., Joplin, Mo. (64802). Telephone: 417-623-7260.

Ownership: James S. Gilmore Jr., 100%. He also owns WSWA-TV, Harrisonburg, Va. (WSVA & FM); WEHT (TV), Evansville, Ind. and KGUN-TV, Tucson, Ariz.

Began Operation: Sept. 26, 1954. Sale to present owner by WSTV Inc. (United Printers and Publishers Inc.) approved by FCC May 23, 1962 (Television Digest, Vol. 2:22). Transfer of "Friendly Stations" to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vols. 17:30, 33, 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales) by Avery-Knodel Inc.; Jack Hetherington (St. Louis).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Willis C. Beecher.

Personnel:

JAMES S. GILMORE, president & treasurer.  
D. T. KNIGHT, v.p., general manager & film buyer.  
BILL HIRSHEY, sales manager.  
RON ROBSON, operations & program director.  
ROBERT T. HUBBARD, director of promotion and production.

DIGEST OF RATE CARD NO. 6—(Sept. 1, 1965)

| Hour                           | 30 Min.  | 15 Min.  | 5 Min.   | Min.    | 20 Sec.  | 10 Sec.  |
|--------------------------------|----------|----------|----------|---------|----------|----------|
| Class A—6-10:30 p.m., daily.   | \$385.00 | \$231.00 | \$154.00 | \$99.00 | \$90.00* | \$85.00* |
| *Class AA—6:01-10 p.m., daily. |          |          |          |         | \$85.00* | \$45.00* |

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (CBS).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>      |                  |                |           |
| BENTON               | 13,100           | 11,400         | 87        |
| CARROLL              | 4,100            | 3,600          | 87        |
| MADISON              | 2,500            | 1,900          | 75        |
| WASHINGTON           | 20,600           | 17,700         | 86        |
| <b>KANSAS</b>        |                  |                |           |
| ALLEN                | 5,300            | 4,700          | 89        |
| BOURBON              | 5,200            | 4,800          | 92        |
| CHEROKEE             | 7,200            | 6,800          | 94        |
| CRAWFORD             | 13,000           | 12,100         | 93        |
| LABETTE              | 8,300            | 7,600          | 92        |
| MONTGOMERY           | 14,900           | 13,500         | 91        |
| NEOSHO               | 6,100            | 5,700          | 92        |
| WILSON               | 4,000            | 3,500          | 87        |
| WOODSON              | 1,400            | 1,200          | 87        |
| <b>MISSOURI</b>      |                  |                |           |
| BARRY                | 5,700            | 5,100          | 90        |
| BARTON               | 3,500            | 3,200          | 91        |
| CEDAR                | 2,900            | 2,600          | 88        |
| DADE                 | 2,200            | 2,000          | 92        |
| JASPER               | 27,200           | 25,200         | 93        |
| LAWRENCE             | 7,500            | 6,700          | 90        |
| MC DONALD            | 3,400            | 3,100          | 91        |
| NEWTON               | 9,700            | 9,100          | 94        |
| VERNON               | 6,000            | 5,300          | 89        |
| <b>OKLAHOMA</b>      |                  |                |           |
| CRAIG                | 4,500            | 4,100          | 91        |
| DELAWARE             | 4,100            | 3,500          | 84        |
| OTTAWA               | 9,300            | 8,700          | 94        |
| <b>STATION TOTAL</b> | <b>191,700</b>   | <b>173,100</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 122,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 93,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Missouri—Kansas City



**KCMO-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"  
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

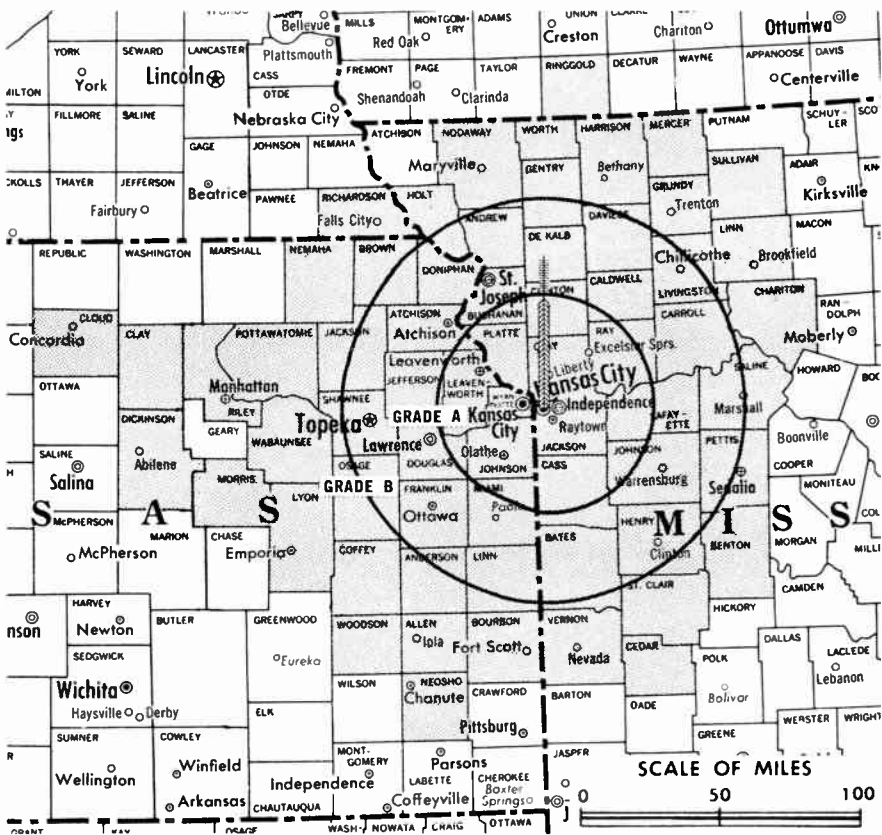
News Wire Service: AP.

News Film Service: CBS.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (CBS).

FM Affiliate: KCMO-FM, 100-kw, 94.9 mc (No. 235), 850-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KCMO-TV Ref: FCC File No. BMPCT-2317 Granted 10/26/54

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

## KCMO-TV

Licensee: Meredith Broadcasting Co., 125 E. 31st St. (64108).

Studio: 125 E. 31st St.

Telephone: 816-531-6789.

TWX No.: 816-556-0450.

Ownership: Meredith Publishing Co., Des Moines, Iowa through subsidiary Meredith Broadcasting Co. For publishing executives see Book Publishers Ownership. Broadcasting executives, Meredith Broadcasting Company: Fred Bohen, chairman of the board; Frank Fogarty, president; E. K. Hartenbower, v.p.; Richard B. Rawls, v.p.; Paul Adanti, v.p.; Howard Stalnaker, v.p.; Gerald Thornton, secy.; H. Y. Engeldinger, treas. Same interests own: radio KCMO & KCMO-FM, Kansas City, Mo.; WHEN-TV & WHEN, Syracuse, N.Y.; WOW-TV & WOW, Omaha, Neb.; KPHO-TV & KPHO, Phoenix, Ariz.; Audio Communications (Kansas City closed circuit & school TV systems).

Began Operation: Sept. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. K. HARTENBOWER, v.p. & general manager.  
SID TREMBLE, station manager.  
LEE MARTS, sales manager.  
KARL TROEGLEN, technical director.  
HARRY FRANCIS, program director.  
F. C. STRAWN, promotion director.  
HAROLD MACK, news director.  
JIM MONROE, director, public affairs.  
T. R. THOMPSON, film director & film buyer.  
GEORGE STEPHENS, agricultural director.

### DIGEST OF RATE CARD NO. 12A (Jan. 1, 1966)

| Hour                              | 30 Min.  | 15 Min.  | Min.     | 20 Sec.  | 10 Sec.  |
|-----------------------------------|----------|----------|----------|----------|----------|
| Class A—6:30-10 p.m., daily.      |          |          |          |          |          |
| \$1500.00                         | \$900.00 | \$600.00 | \$425.00 | \$380.00 | \$190.00 |
| NETWORK BASE HOURLY RATE: \$1500. |          |          |          |          |          |

1966 Edition

| STATE/COUNTY              | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|---------------------------|------------------|----------------|-----------|
| <b>IOWA</b>               |                  |                |           |
| RINGGOLD                  | 2,300            | 2,100          | 94        |
| <b>KANSAS</b>             |                  |                |           |
| ALLEN                     | 5,300            | 4,700          | 89        |
| ANDERSON                  | 2,600            | 2,300          | 91        |
| ATCHISON                  | 6,000            | 5,700          | 95        |
| BOURBON                   | 5,200            | 4,800          | 92        |
| BROWN                     | 4,000            | 3,700          | 92        |
| CLAY                      | 3,300            | 2,900          | 86        |
| CLOUD                     | 4,400            | 3,800          | 87        |
| COFFEY                    | 2,500            | 2,100          | 86        |
| DICKINSON                 | 7,100            | 6,500          | 92        |
| DONIPHAN                  | 2,700            | 2,400          | 92        |
| DOUGLAS                   | 13,700           | 12,500         | 91        |
| FRANKLIN                  | 6,400            | 5,900          | 92        |
| JACKSON                   | 3,100            | 2,800          | 91        |
| JEFFERSON                 | 3,500            | 3,200          | 92        |
| JOHNSON                   | 50,200           | 49,000         | 98        |
| LEAVENWORTH               | 13,100           | 12,400         | 95        |
| LINN                      | 2,500            | 2,300          | 91        |
| LYON                      | 8,500            | 7,600          | 89        |
| MIAMI                     | 6,000            | 5,800          | 96        |
| MORRIS                    | 2,100            | 1,900          | 88        |
| NEMAHA                    | 3,500            | 3,200          | 92        |
| NEOSHO                    | 6,100            | 5,700          | 92        |
| OSAGE                     | 4,300            | 3,900          | 92        |
| POTTAWATOMIE              | 3,500            | 3,200          | 91        |
| RILEY                     | 11,900           | 10,700         | 90        |
| SHAWNEE                   | 48,900           | 46,400         | 95        |
| WABAUNSEE                 | 1,900            | 1,700          | 88        |
| WOODSON                   | 1,400            | 1,200          | 87        |
| WYANDOTTE                 | 58,600           | 55,700         | 95        |
| <b>MISSOURI</b>           |                  |                |           |
| ANDREW                    | 3,600            | 3,400          | 94        |
| BATES                     | 5,200            | 4,600          | 89        |
| (Continued on page 369-b) |                  |                |           |
| <b>STATION TOTAL</b>      | <b>725,400</b>   | <b>676,700</b> | <b>93</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 571,900 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 415,500 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

365-b



# Missouri—Kansas City



**KMBC-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"

Longitude 94° 30' 57"

Transmitter: 23rd & Topping.

Studio: KMBC Bldg., 11th & Central.

TV tape: Recording facilities.

Color: Network, film, slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KMBC, 5-kw, 980 kc (ABC).

FM Affiliate: KMBC-FM, 4.3-kw, 99.7 kc (No. 259), 950-ft. antenna height.

Total Households: © SRDS

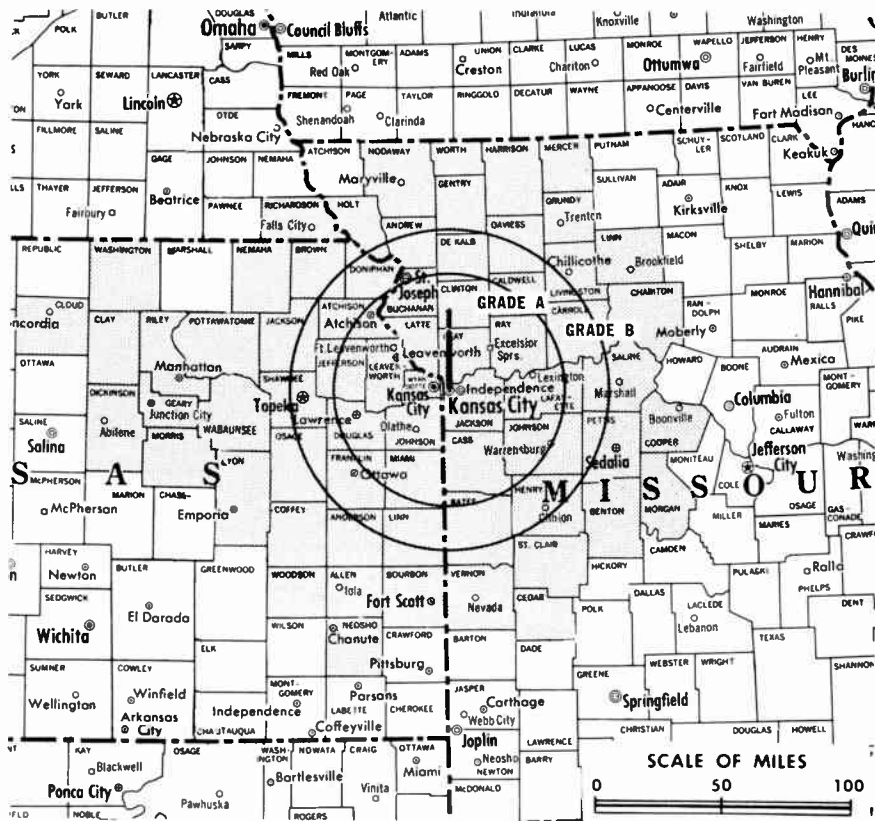
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1963

ARB study.



KMBC-TV Ref: FCC File No. BFCT-292 Granted 6/24/53

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

## KMBC-TV

Licensee: Metromedia Inc., KMBC Bldg., 11th & Central, Kansas City, Mo. (64105).

Telephone: 816-421-2650. TWX No.: 816-556-0470.

Ownership: Metromedia Inc. See WNEW-TV, New York, N.Y.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV, KMBC & KFRM and retained KMBC call (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961.

Represented (sales) by Metro TV Sales.

Represented (legal) by Metromedia Legal Dept., N.Y.

Represented (engineering) by M. M. Burseson, Metromedia, Washington.

### Personnel:

- BENNET KORN, president, Metropolitan Television.
- MARK L. WODLINGER, v.p. & general manager.
- EDWIN L. DENNIS, sales manager.
- HAROLD C. SUNDBERG, national sales manager.
- HELEN CRAWFORD, sales service manager.
- RICHARD LANCE, business manager.
- CLAUDE DORSEY, director, news & public affairs.
- JOHN QUIGLEY, operations manager.
- JACK DONAHUE, promotion manager.
- WALLY WURZ, chief engineer.

### DIGEST OF RATE CARD NO. 13—(June 1, 1965)

| Hour     | 30 Min.               | 15 Min.   | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.   |
|----------|-----------------------|-----------|----------|----------|----------|-----------|
| Class AA | —6:30-10 p.m., daily. | \$1600.00 | \$960.00 | \$625.00 | \$415.00 | \$475.00* |
|          |                       |           |          |          |          | \$450.00* |
|          |                       |           |          |          |          | \$225.00* |

\*Class AAA—7-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550.

See Group Ownership Section  
For Other Metromedia Stations.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>KANSAS</b>   |                  |          |     |
| ALLEN           | 5,300            | 4,700    | 89  |
| ANDERSON        | 2,600            | 2,300    | 91  |
| ATCHISON        | 6,000            | 5,700    | 95  |
| BOURBON         | 5,200            | 4,800    | 92  |
| BROWN           | 4,000            | 3,700    | 92  |
| CLAY            | 3,300            | 2,900    | 86  |
| CLOUD           | 4,400            | 3,800    | 87  |
| COFFEY          | 2,500            | 2,100    | 86  |
| DICKINSON       | 7,100            | 6,500    | 92  |
| DOONIPHAN       | 2,700            | 2,400    | 92  |
| DOUGLAS         | 13,700           | 12,500   | 91  |
| FRANKLIN        | 6,400            | 5,900    | 92  |
| GEARY           | 8,600            | 8,100    | 94  |
| JACKSON         | 3,100            | 2,800    | 91  |
| JEFFERSON       | 3,500            | 3,200    | 92  |
| JOHNSON         | 50,200           | 49,000   | 98  |
| LEAVENWORTH     | 13,100           | 12,400   | 95  |
| LINN            | 2,500            | 2,300    | 91  |
| LYON            | 8,500            | 7,600    | 89  |
| MIAMI           | 6,000            | 5,800    | 96  |
| MORRIS          | 2,100            | 1,900    | 88  |
| NEMAHA          | 3,500            | 3,200    | 92  |
| NEOSHO          | 6,100            | 5,700    | 92  |
| OSAGE           | 4,300            | 3,900    | 92  |
| POTTAWATOMIE    | 3,500            | 3,200    | 91  |
| RILEY           | 11,900           | 10,700   | 90  |
| SHAWNEE         | 48,900           | 46,400   | 95  |
| WABAUNSEE       | 1,900            | 1,700    | 88  |
| WASHINGTON      | 3,100            | 2,700    | 87  |
| WOODSON         | 1,400            | 1,200    | 87  |
| WYANDOTTE       | 58,600           | 55,700   | 95  |
| <b>MISSOURI</b> |                  |          |     |
| ANDREW          | 3,600            | 3,400    | 94  |
| BATES           | 5,200            | 4,600    | 89  |
| BENTON          | 3,100            | 2,600    | 85  |

(Continued on page 369-b)

| STATION TOTAL | 739,900 | 690,100 | 93 |
|---------------|---------|---------|----|
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 581,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 397,700 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

# Missouri—Kansas City



**WDAF-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level.

Latitude 39° 04' 19"  
Longitude 94° 35' 43"

Transmitter: Signal Hill.

Studio: Signal Hill.

Telephone: 816-753-4567. TWX

No.: 816-556-0320.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

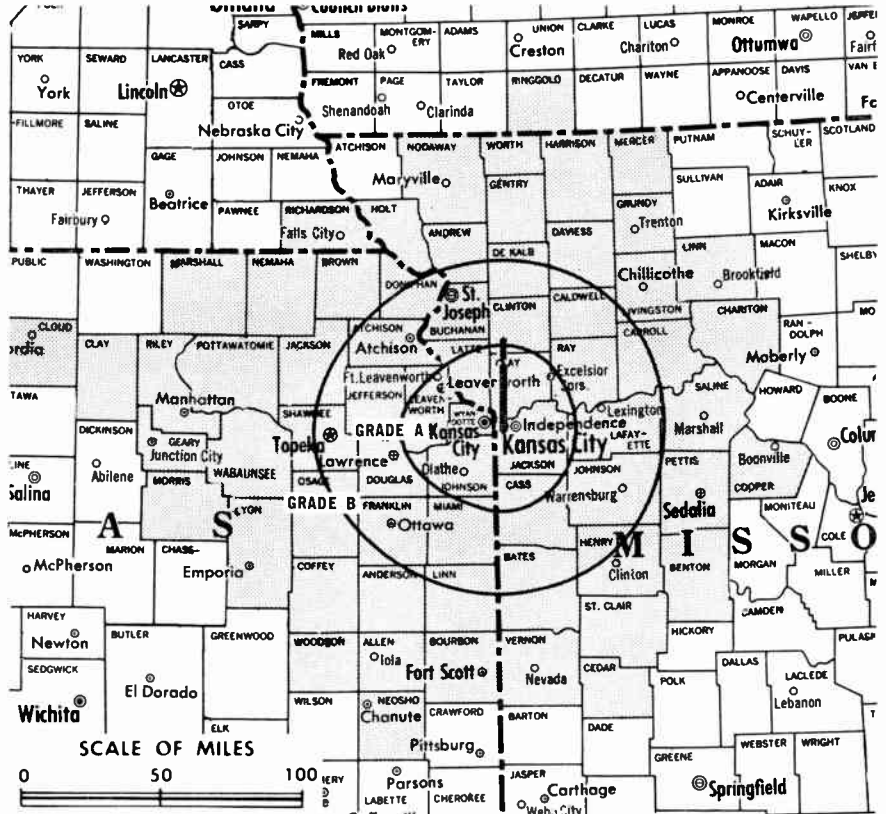
FM Affiliate: WDAF-FM, 36-kw, 102.1 mc (No. 271), 640-ft. antenna height.

Color: Network, film, slide.

News Wire Service: A?, UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WDAF-TV Ref: FCC File No. BPCT-726 Granted 12/12/52

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## WDAF-TV

Licensee: Taft Broadcasting Co., Signal Hill (64108).

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Oct. 16, 1949. Sale to present owner by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly-owned by National Theatres & Television Inc.) approved July 13, 1960 by FCC, Vol. 16:29). Sale to National Missouri T.V. Inc. by founding Kansas City Star in compliance with govt. anti-trust consent decree approved April 23, 1958 by FCC (Vol. 13:47, 48; 14:17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- LAWRENCE ROGERS, president.
- BOB WORMINGTON, general manager & film buyer.
- RO GRIGNON, general sales manager.
- BILL LADESH, production manager.
- BILL WORMINGTON, program manager.
- JUD WOODS, promotion manager.
- JAMES SCHMIDT, chief engineer.

### DIGEST OF RATE CARD NO. A18a

(Oct. 1, 1965)

| Hour                         | 30 Min.   | 15 Min.  | Min.     | 20 Sec.   | 10 Sec.   |           |
|------------------------------|-----------|----------|----------|-----------|-----------|-----------|
| Class A—6:30-10 p.m., daily. | \$1400.00 | \$900.00 | \$600.00 | \$450.00* | \$400.00* | \$200.00* |

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1600.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| IOWA         |                  |          |     |
| RINGGOLD     | 2,300            | 2,100    | 94  |
| KANSAS       |                  |          |     |
| ALLEN        | 5,300            | 4,700    | 89  |
| ANDERSON     | 2,600            | 2,300    | 91  |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| ATCHISON     | 6,000            | 5,700    | 95  |
| BOURBON      | 5,200            | 4,800    | 92  |
| BROWN        | 4,000            | 3,700    | 92  |
| CLAY         | 3,300            | 2,900    | 86  |
| CLOUD        | 4,400            | 3,800    | 87  |
| COFFEY       | 2,500            | 2,100    | 86  |
| DONIPHAN     | 2,700            | 2,400    | 92  |
| DOUGLAS      | 13,700           | 12,500   | 91  |
| FRANKLIN     | 6,400            | 5,900    | 92  |
| GEARY        | 8,600            | 8,100    | 94  |
| JACKSON      | 3,100            | 2,800    | 91  |
| JEFFERSON    | 3,500            | 3,200    | 92  |
| JOHNSON      | 50,200           | 49,000   | 98  |
| LEAVENWORTH  | 13,100           | 12,400   | 95  |
| LINN         | 2,500            | 2,300    | 91  |
| LYON         | 8,500            | 7,600    | 89  |
| MARSHALL     | 4,800            | 4,200    | 89  |
| MIAMI        | 6,000            | 5,800    | 96  |
| MORRIS       | 2,100            | 1,900    | 88  |
| NEMAHA       | 3,500            | 3,200    | 92  |
| NEOSHO       | 6,100            | 5,700    | 92  |
| OSAGE        | 4,300            | 3,900    | 92  |
| POTTAWATOMIE | 3,500            | 3,200    | 91  |
| RILEY        | 11,900           | 10,700   | 90  |
| SHAWNEE      | 48,900           | 46,400   | 95  |
| WABAUNSEE    | 1,900            | 1,700    | 88  |
| WOODSON      | 1,400            | 1,200    | 87  |
| WYANDOTTE    | 58,600           | 55,700   | 95  |
| MISSOURI     |                  |          |     |
| ANDREW       | 3,600            | 3,400    | 94  |
| BATES        | 5,200            | 4,600    | 89  |
| BENTON       | 3,100            | 2,600    | 85  |
| BUCHANAN     | 30,100           | 28,000   | 93  |
| CALDWELL     | 2,800            | 2,600    | 94  |
| CARROLL      | 4,300            | 3,900    | 91  |

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| STATION TOTAL | 733,800          | 684,500  | 93  |

(Continued on page 369-b)

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 583,300 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 405,800 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

# Missouri—Kirksville-Ottumwa, Ia.

**KTVO**  
Ch. 3

131

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.3-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level.

Latitude 40° 31' 41"  
Longitude 92° 26' 33"

Transmitter: U.S. Hwy. 136, near Lancaster, Mo.

Studios: KTVO Bldg., Ottumwa, Ia.; Lancaster, Mo.

Telephone: 515-682-4535, Ottumwa.

TWX No.: 515-681-6234.

TV tape: Recording facilities.

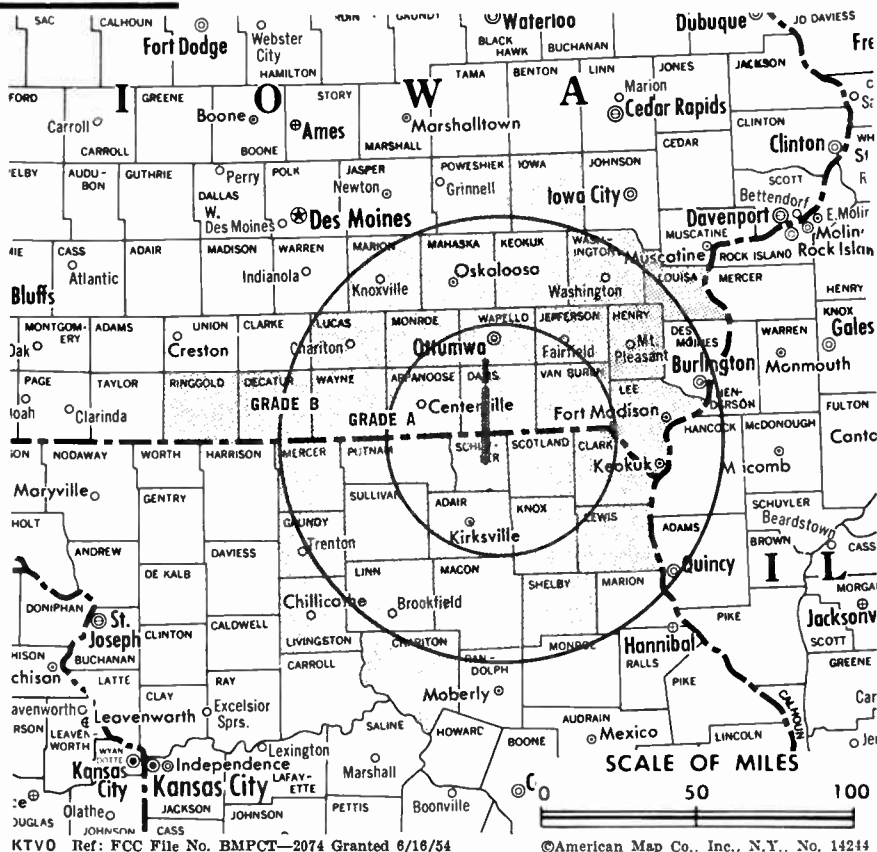
Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by George C. Davis.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVO Ref: FCC File No. BMPCT-2074 Granted 6/16/54

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## KTVO

Network Service: CBS; also ABC & NBC.

Licensee: Post Iowa Corp., KTVO Bldg., Ottumwa, Ia. (52501).

Ownership: Post Corp., Appleton, Wis. 100%. (see WEAU-TV, Eau Claire, Wis.). V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of broadcast div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Began Operation: Nov. 21, 1955. Sale to present owner by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2).

Represented (sales) by George P. Hollingbery Co.; William L. Hurley (Minneapolis); Soderlund Co. (Omaha).

Personnel:

DALE COWLE, general manager.  
ALVINA BRITZ, business & program manager.  
GARY CUNNINGHAM, film buyer.  
LeROY WALLACE, chief engineer.

### DIGEST OF RATE CARD NO. 4—(Oct. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.  
Class A—6:29-10 p.m., daily.  
\$350.00 \$210.00 \$150.00 \$120.00 \$100.00 \$75.00 \$38.00  
NETWORK BASE HOURLY RATE: \$300 (CBS, ABC), \$250 (NBC).

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| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>IOWA</b>          |                  |                |           |
| APPANOOSE            | 4,700            | 4,300          | 91        |
| DAVIS                | 2,800            | 2,600          | 93        |
| DECATUR              | 2,900            | 2,500          | 87        |
| HENRY                | 5,300            | 4,800          | 90        |
| IOWA                 | 5,000            | 4,600          | 94        |
| JEFFERSON            | 4,900            | 4,500          | 92        |
| KEOKUK               | 4,500            | 4,100          | 91        |
| LEE                  | 13,500           | 12,800         | 95        |
| LOUISA               | 2,900            | 2,700          | 93        |
| LUCAS                | 3,300            | 3,000          | 90        |
| MAHASKA              | 7,400            | 6,900          | 93        |
| MARION               | 7,700            | 7,200          | 94        |
| MONROE               | 2,900            | 2,700          | 93        |
| POWESHIEK            | 5,700            | 5,400          | 95        |
| RINGGOLD             | 2,300            | 2,100          | 94        |
| VAN BUREN            | 3,100            | 2,800          | 91        |
| WAPELLO              | 14,300           | 13,500         | 95        |
| WASHINGTON           | 5,900            | 5,400          | 91        |
| WAYNE                | 3,000            | 2,700          | 90        |
| <b>MISSOURI</b>      |                  |                |           |
| ADAIR                | 6,500            | 6,100          | 93        |
| CHARITON             | 3,800            | 3,300          | 87        |
| CLARK                | 2,800            | 2,600          | 91        |
| GRUNDY               | 4,200            | 3,800          | 89        |
| KNOX                 | 2,000            | 1,800          | 92        |
| LEWIS                | 3,600            | 3,200          | 91        |
| LINN                 | 5,500            | 4,900          | 90        |
| LIVINGSTON           | 5,300            | 4,800          | 90        |
| MACON                | 5,300            | 4,900          | 92        |
| MERCER               | 1,700            | 1,500          | 87        |
| PUTNAM               | 2,000            | 1,900          | 95        |
| SCHUYLER             | 1,500            | 1,300          | 87        |
| SCOTLAND             | 2,000            | 1,800          | 93        |
| SHELBY               | 3,000            | 2,800          | 91        |
| SULLIVAN             | 2,600            | 2,300          | 91        |
| <b>STATION TOTAL</b> | <b>153,900</b>   | <b>141,600</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH '65) 82,500  
AVERAGE DAILY CIRCULATION (MARCH '65) 55,500  
COLOR PENETRATION PERCENTAGE (NOV '65) 5

## KCMO-TV

(ARB Data Continued)

| STATE/COUNTY                | TOTAL HOUSEHOLDS | TV HOMES |     |
|-----------------------------|------------------|----------|-----|
|                             |                  | HOMES    | PER |
| <b>MISSOURI (CONTINUED)</b> |                  |          |     |
| BENTON                      | 3,100            | 2,600    | 85  |
| BUCHANAN                    | 30,100           | 28,000   | 93  |
| CALDWELL                    | 2,800            | 2,600    | 94  |
| CARROLL                     | 4,300            | 3,900    | 91  |
| CASS                        | 10,400           | 9,800    | 95  |
| CEDAR                       | 2,900            | 2,600    | 88  |
| CHARITON                    | 3,800            | 3,300    | 87  |
| CLAY                        | 31,700           | 30,600   | 96  |
| CLINTON                     | 4,000            | 3,600    | 92  |
| DAVISS                      | 3,000            | 2,700    | 92  |
| DE KALB                     | 2,100            | 1,900    | 90  |
| GENTRY                      | 2,600            | 2,300    | 89  |
| GRUNDY                      | 4,200            | 3,800    | 89  |
| HARRISON                    | 3,600            | 3,300    | 91  |
| HENRY                       | 6,500            | 5,900    | 90  |
| HOLT                        | 2,200            | 1,900    | 87  |
| JACKSON                     | 218,600          | 205,100  | 94  |
| JOHNSON                     | 9,500            | 8,900    | 93  |
| LAFAYETTE                   | 8,000            | 7,500    | 94  |
| LINN                        | 5,500            | 4,900    | 90  |
| LIVINGSTON                  | 5,300            | 4,800    | 90  |
| MERCER                      | 1,700            | 1,500    | 87  |
| NODAWAY                     | 6,400            | 5,800    | 91  |
| PETTIS                      | 12,300           | 11,100   | 91  |
| PLATTE                      | 8,000            | 7,700    | 96  |
| RAY                         | 5,400            | 5,000    | 93  |
| ST CLAIR                    | 2,500            | 2,200    | 85  |
| SALINE                      | 7,600            | 6,900    | 91  |
| SULLIVAN                    | 2,600            | 2,300    | 91  |
| VERNON                      | 6,000            | 5,300    | 89  |
| WORTH                       | 1,100            | 1,000    | 94  |
| <b>NEBRASKA</b>             |                  |          |     |
| RICHARDSON                  | 4,200            | 3,800    | 92  |

## WDAF-TV

(ARB Data Continued)

| STATE/COUNTY                | TOTAL HOUSEHOLDS | TV HOMES |     |
|-----------------------------|------------------|----------|-----|
|                             |                  | HOMES    | PER |
| <b>MISSOURI (CONTINUED)</b> |                  |          |     |
| CASS                        | 10,400           | 9,800    | 95  |
| CEDAR                       | 2,900            | 2,600    | 88  |
| CHARITON                    | 3,800            | 3,300    | 87  |
| CLAY                        | 31,700           | 30,600   | 96  |
| CLINTON                     | 4,000            | 3,600    | 92  |
| COOPER                      | 4,700            | 4,300    | 92  |
| DAVISS                      | 3,000            | 2,700    | 92  |
| DE KALB                     | 2,100            | 1,900    | 90  |
| GENTRY                      | 2,600            | 2,300    | 89  |
| GRUNDY                      | 4,200            | 3,800    | 89  |
| HARRISON                    | 3,600            | 3,300    | 91  |
| HENRY                       | 6,500            | 5,900    | 90  |
| HOLT                        | 2,200            | 1,900    | 87  |
| JACKSON                     | 218,600          | 205,100  | 94  |
| JOHNSON                     | 9,500            | 8,900    | 93  |
| LAFAYETTE                   | 8,000            | 7,500    | 94  |
| LINN                        | 5,500            | 4,900    | 90  |
| LIVINGSTON                  | 5,300            | 4,800    | 90  |
| MERCER                      | 1,700            | 1,500    | 87  |
| NODAWAY                     | 6,400            | 5,800    | 91  |
| PETTIS                      | 12,300           | 11,100   | 91  |
| PLATTE                      | 8,000            | 7,700    | 96  |
| RAY                         | 5,400            | 5,000    | 93  |
| ST CLAIR                    | 2,500            | 2,200    | 85  |
| SALINE                      | 7,600            | 6,900    | 91  |
| VERNON                      | 6,000            | 5,300    | 89  |
| WORTH                       | 1,100            | 1,000    | 94  |
| <b>NEBRASKA</b>             |                  |          |     |
| RICHARDSON                  | 4,200            | 3,800    | 92  |

## Missouri—Kansas City

### KMBC-TV

(ARB Data Continued)

| STATE/COUNTY                | TOTAL HOUSEHOLDS | TV HOMES |     |
|-----------------------------|------------------|----------|-----|
|                             |                  | HOMES    | PER |
| <b>MISSOURI (CONTINUED)</b> |                  |          |     |
| BUCHANAN                    | 30,100           | 28,000   | 93  |
| CALDWELL                    | 2,800            | 2,600    | 94  |
| CARROLL                     | 4,300            | 3,900    | 91  |
| CASS                        | 10,400           | 9,800    | 95  |
| CEDAR                       | 2,900            | 2,600    | 88  |
| CHARITON                    | 3,800            | 3,300    | 87  |
| CLAY                        | 31,700           | 30,600   | 96  |
| CLINTON                     | 4,000            | 3,600    | 92  |
| COOPER                      | 4,700            | 4,300    | 92  |
| DAVISS                      | 3,000            | 2,700    | 92  |
| DE KALB                     | 2,100            | 1,900    | 90  |
| GENTRY                      | 2,600            | 2,300    | 89  |
| GRUNDY                      | 4,200            | 3,800    | 89  |
| HARRISON                    | 3,600            | 3,300    | 91  |
| HENRY                       | 6,500            | 5,900    | 90  |
| HOLT                        | 2,200            | 1,900    | 87  |
| JACKSON                     | 218,600          | 205,100  | 94  |
| JOHNSON                     | 9,500            | 8,900    | 93  |
| LAFAYETTE                   | 8,000            | 7,500    | 94  |
| LINN                        | 5,500            | 4,900    | 90  |
| LIVINGSTON                  | 5,300            | 4,800    | 90  |
| MERCER                      | 1,700            | 1,500    | 87  |
| MORGAN                      | 3,000            | 2,700    | 90  |
| NODAWAY                     | 6,400            | 5,800    | 91  |
| PETTIS                      | 12,300           | 11,100   | 91  |
| PLATTE                      | 8,000            | 7,700    | 96  |
| RAY                         | 5,400            | 5,000    | 93  |
| ST CLAIR                    | 2,500            | 2,200    | 85  |
| SALINE                      | 7,600            | 6,900    | 91  |
| VERNON                      | 6,000            | 5,300    | 89  |
| WORTH                       | 1,100            | 1,000    | 94  |
| <b>NEBRASKA</b>             |                  |          |     |
| RICHARDSON                  | 4,200            | 3,800    | 92  |



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# Missouri—Poplar Bluff



**KPOB-TV**

(Ch. 15)

[Satellite of WSIL-TV,  
Harrisburg, Ill.]

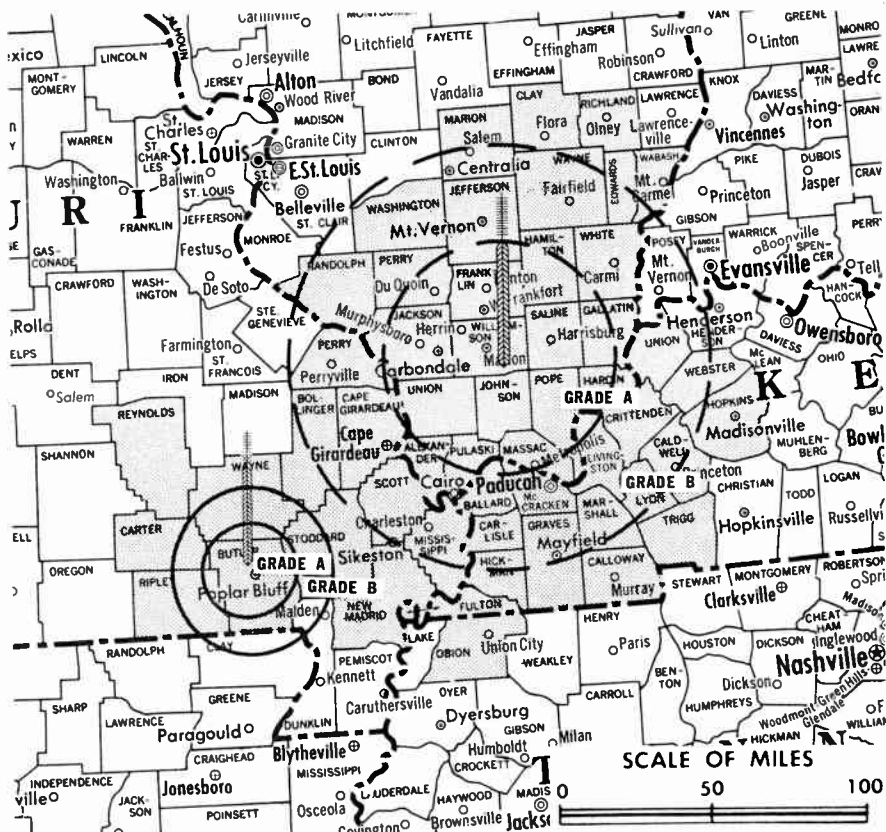
Technical Facilities: Channel No. 15  
(476-482 mc). Authorized power:  
15.1-kw visual, 1.58-kw aural. An-  
tenna: 620-ft. above av. terrain,  
546-ft. above ground, 1046-ft.  
above sea level.

Latitude 36° 48' 02"  
Longitude 90° 27' 03"

Transmitter: Oak Grove Community,  
U.S. Rte. 67.

Color: Network only.

16.5



County coverage (shaded areas) based on 1965  
ARB study.

KPOB-TV Ref: FCC File No. BMPCT-5570 Granted 7/10/61

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## KPOB-TV

Network Service: ABC, same as WSIL-TV, Harrisburg, Ill.  
Grantee: Turner-Farrar Association, 21½ W. Poplar St., Harris-  
burg, Ill.  
Studio: Oak Grove Community, U.S. Rte. 67.  
Ownership: See WSIL-TV, Harrisburg, Ill.  
Began Operation: Sept. 2, 1961.  
Represented (sales) by Jack Masla Co.  
Represented (legal) by McKenna & Wilkinson.  
Represented (engineering) by Raymond Rohrer & Assoc.  
Rates: Sold only in combination with WSIL-TV, Harrisburg, Ill.

ARB Data For This Station is Included With  
Parent WSIL-TV, Harrisburg, Ill. Above Map  
Shows Coverage For Both Parent & Satellite.

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# Missouri—St. Joseph



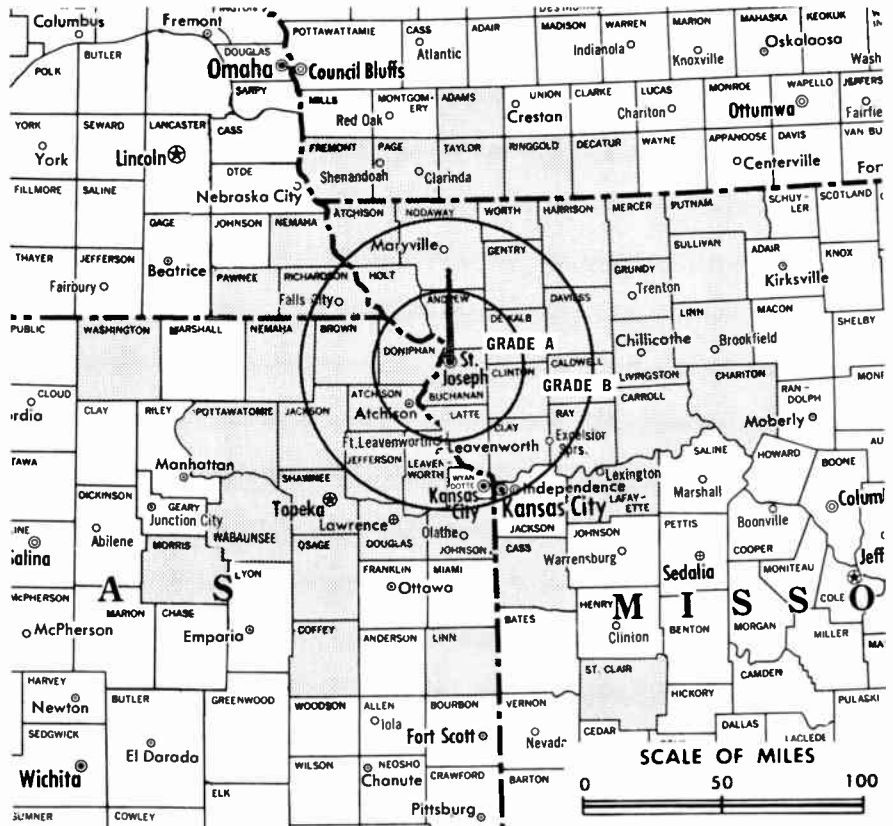
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"  
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.  
AM Affiliate: KFEQ, 5-kw, 680 kc.  
Color: Network only.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFEQ-TV Ref: FCC File No. BPCT-2219 Granted 12/4/56

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

## KFEQ-TV

Network Service: ABC, CBS.

Licensee: Panax Corp.

Studio: 40th & Faraon Sts. (64506).

Telephone: 816-233-2528.

Ownership: Mid-States Broadcasting Corp., John P. McGoff, pres., 19.96%; Philip R. Munson, v.p. & secy., 9.39%; Clarence E. Rhodes, v.p., 4.4%; Michael L. Dow, v.p. & treas., 5.89%; Harold C. Good, v.p., 6.1%; Alden B. Dow, 10.8%; Dorothy Frasselle Arbury, 3.2%; and over 20 others, none owning more than 1%.

Began Operation: Sept. 13, 1953. Sale to present owners by Jesse D. Fine family was approved Aug. 30, 1963 by FCC (Television Digest, Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 by FCC (Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales) by Avery-Knodel.

Represented (legal) by Grove, Jaskiewicz, Gilliam & Putbrese.

Personnel:

- JOHN McGOFF, president.
- TOM MATTHEWS, general manager.
- CARLETON SCHIRMER, sales manager.
- LARRY BEAUCHAMP, program director.
- FRANK SMITH, news editor.
- JIM SPRAKE, farm director.
- KENNY LUX, chief engineer.

DIGEST OF RATE CARD NO. 8  
(Oct. 15, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-10:25 p.m., Mon.-Fri.; 6-10:15 p.m., Sat.-Sun.  
\$350.00 \$210.00 \$140.00 \$123.00 \$88.00 \$70.00 \$65.00 \$35.00  
NETWORK BASE HOURLY RATE: \$350 (CBS).

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>IOWA</b>     |                  |          |     |
| ADAMS           | 2,100            | 1,900    | 90  |
| DECATUR         | 2,900            | 2,500    | 87  |
| FREMONT         | 2,800            | 2,700    | 96  |
| PAGE            | 6,200            | 5,700    | 93  |
| RINGGOLD        | 2,300            | 2,100    | 94  |
| TAYLOR          | 2,900            | 2,600    | 89  |
| <b>KANSAS</b>   |                  |          |     |
| ATCHISON        | 6,000            | 5,700    | 95  |
| BROWN           | 4,000            | 3,700    | 92  |
| COFFEY          | 2,500            | 2,100    | 86  |
| DONIPHAN        | 2,700            | 2,400    | 92  |
| DOUGLAS         | 13,700           | 12,500   | 91  |
| JACKSON         | 3,100            | 2,800    | 91  |
| JEFFERSON       | 3,500            | 3,200    | 92  |
| JOHNSON         | 50,200           | 49,000   | 98  |
| LEAVENWORTH     | 13,100           | 12,400   | 95  |
| LINN            | 2,500            | 2,300    | 91  |
| MORRIS          | 2,100            | 1,900    | 88  |
| NEMAHA          | 3,500            | 3,200    | 92  |
| OSAGE           | 4,300            | 3,900    | 92  |
| POTTAWATOMIE    | 3,500            | 3,200    | 91  |
| SHAWNEE         | 48,900           | 46,400   | 95  |
| WABAUNSEE       | 1,900            | 1,700    | 88  |
| WASHINGTON      | 3,100            | 2,700    | 87  |
| <b>MISSOURI</b> |                  |          |     |
| ANDREW          | 3,600            | 3,400    | 94  |
| ATCHISON        | 2,600            | 2,400    | 93  |
| BUCHANAN        | 30,100           | 28,000   | 93  |
| CALDWELL        | 2,800            | 2,600    | 94  |
| CARROLL         | 4,300            | 3,900    | 91  |
| CASS            | 10,400           | 9,800    | 95  |
| CHARITON        | 3,800            | 3,300    | 87  |

(Continued on page 377-b)

| STATION TOTAL                         | 355,500 | 332,200 | 93      |
|---------------------------------------|---------|---------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 130,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 69,600  |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 6       |

# Missouri—St. Louis



**KMOX-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, Mo.

TV tape: Recording facilities.

AM Affiliate: KMOX, 50-kw, 1120 kc (CBS).

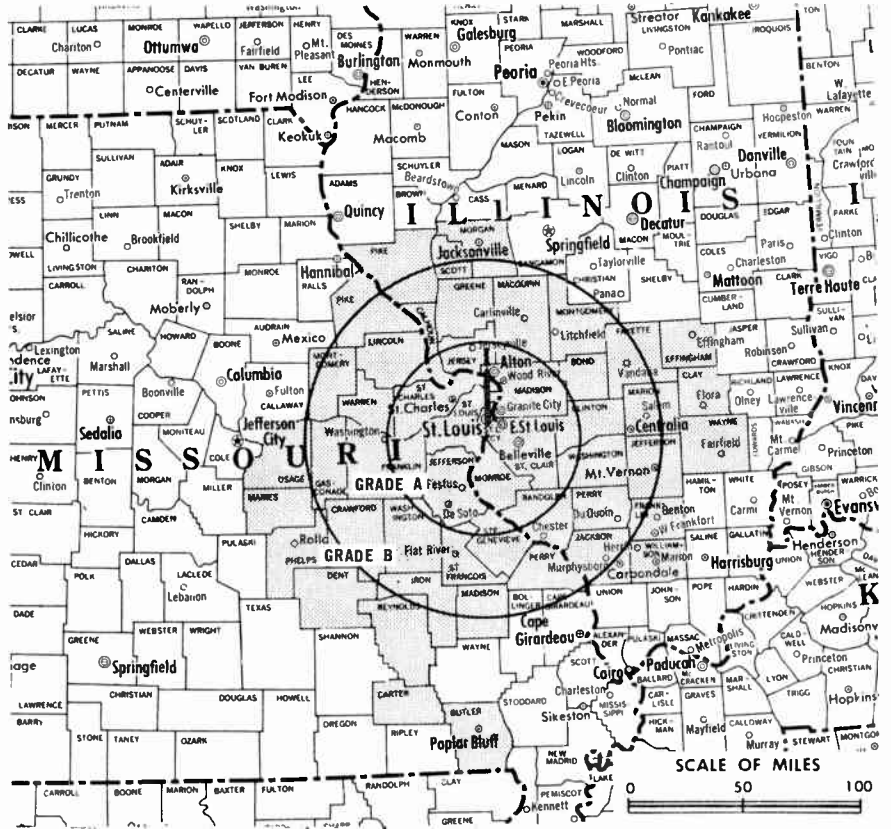
FM Affiliate: KMOX-FM, 47-kw, 103.3 mc (No. 277), 900-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KMOX-TV Ref: FCC File No. BMPT-4779 Granted 8/19/57

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

## KMOX-TV

Licensee: Columbia Broadcasting System Inc., 1215 Cole St., St. Louis, Mo. (63106).

Studio: 1215 Cole St.

Telephone: 314-621-9100.

TWX No.: 314-556-0254.

Ownership: CBS. For other interests, see WCBS-TV, New York.

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KSTP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Television Digest, Vol. 13:36, 43-44, 48; 14:1-2, 9).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

GENE WILKEY, v.p. & general manager.  
NORMAN BACON, manager, broadcast operations.  
DON MARKLEY, program manager & film buyer.  
CHARLES McABEE, general sales manager.  
WILLIAM F. MILLER, local sales manager.  
JUDD A. CHOLER, advertising & sales promotion manager.  
HUGH WOOLSEY, production manager.  
FRED HEYWOOD, director, information services.  
STEVE FENTRESS, manager, news & public affairs.  
WALLY WESLEY, technical operations director.

### DIGEST OF RATE CARD NO. 11 (July 10, 1965)

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

Class AA—7-10:30 p.m., Mon.-Fri., 7-10:15 p.m., Sat.; 6:30-10:30 p.m., Sun.

\$2100.00 \$1260.00 \$945.00 \$820.00 \$536.00 Graded rates apply\*

\*Highest rate: \$630.

NETWORK BASE HOURLY RATE: \$2100.

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| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|-----------------|------------------|----------|-----------|
| <b>ILLINOIS</b> |                  |          |           |
| BOND            | 4,400            | 4,100    | 93        |
| CALHOUN         | 1,600            | 1,500    | 95        |
| CLAY            | 4,600            | 4,200    | 91        |
| CLINTON         | 6,900            | 6,600    | 96        |
| EFFINGHAM       | 6,900            | 6,300    | 92        |
| FAYETTE         | 6,100            | 5,700    | 94        |
| FRANKLIN        | 12,100           | 11,400   | 94        |
| GREENE          | 5,200            | 5,000    | 96        |
| JACKSON         | 13,100           | 12,200   | 93        |
| JEFFERSON       | 9,800            | 9,100    | 93        |
| JERSEY          | 5,000            | 4,800    | 95        |
| MACOUPIN        | 13,800           | 13,200   | 96        |
| MADISON         | 73,200           | 71,000   | 97        |
| MARION          | 12,200           | 11,600   | 95        |
| MONROE          | 4,800            | 4,600    | 96        |
| MONTGOMERY      | 9,800            | 9,300    | 95        |
| MORGAN          | 10,500           | 9,800    | 94        |
| PERRY           | 5,600            | 5,300    | 94        |
| PIKE            | 6,300            | 6,000    | 95        |
| RANDOLPH        | 8,100            | 7,800    | 96        |
| ST CLAIR        | 81,900           | 78,800   | 96        |
| SCOTT           | 1,700            | 1,700    | 97        |
| WASHINGTON      | 4,000            | 3,800    | 93        |
| WAYNE           | 5,600            | 5,000    | 90        |
| WILLIAMSON      | 15,000           | 14,200   | 94        |
| <b>MISSOURI</b> |                  |          |           |
| BUTLER          | 10,200           | 8,800    | 86        |
| CARTER          | 1,200            | 800      | 71        |
| CRAWFORD        | 4,400            | 3,700    | 83        |
| DENT            | 3,500            | 2,700    | 79        |
| FRANKLIN        | 14,900           | 14,100   | 95        |
| GASCONADE       | 4,000            | 3,500    | 88        |
| IRON            | 2,100            | 1,800    | 85        |
| JEFFERSON       | 22,200           | 21,300   | 96        |

(Continued on page 377-b)

STATION TOTAL 46,700 892,000 94

NET WEEKLY CIRCULATION (MARCH 65) 798,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 626,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

TV Factbook No. 36



# Missouri—St. Louis



**KSD-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1088-ft. above av. terrain, 1152-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"  
Longitude 90° 19' 55"

Requests 15-kw aural & redesign transmitter location as 6871 Heege Rd., St. Louis.

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

Studio: 1111 Olive St.

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kc (NBC).

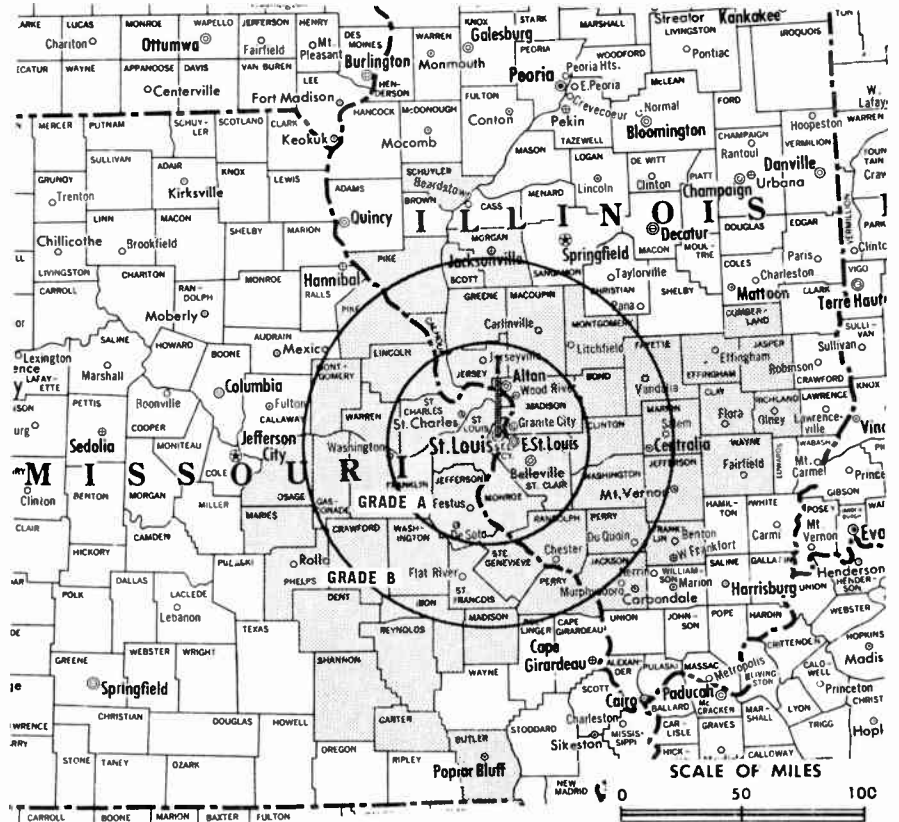
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSD-TV Ref: FCC File No. BPCT—2132 Granted 6/21/56

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

## KSD-TV

Licensee: The Pulitzer Publishing Co., 1111 Olive St. (63101).

Telephone: 314-621-1111.

TWX No.: 314-556-0407.

Ownership: Same as St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres.

Began Operation: Feb. 8, 1947.

Represented (sales) by Blair Television.

Represented (legal) by Marmet & Schneider.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- HAROLD GRAMS, general manager.
- GUY E. YELDELL, station manager.
- RAY KARPOWICZ, sales manager.
- FRED J. MUELLER, promotion manager.
- HARRY HONIG, sales promotion manager.
- KEITH GUNTHER, program manager.
- DON S. SCHOMBURG, office manager.
- AUSTIN BRIDGMAN, news editor.
- ED RISK, chief engineer.

### DIGEST OF RATE CARD NO. 19 (June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10 p.m., daily.  
\$2000.00 \$1200.00 \$800.00 \$500.00\* \$500.00\* \$250.00\*

\*Class AA—7-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$2100.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| FAYETTE      | 6,100            | 5,700    | 94  |
| FRANKLIN     | 12,100           | 11,400   | 94  |
| GREENE       | 5,200            | 5,000    | 96  |
| JACKSON      | 13,100           | 12,200   | 93  |
| JASPER       | 3,200            | 3,000    | 93  |
| JEFFERSON    | 9,800            | 9,100    | 93  |
| JERSEY       | 5,000            | 4,800    | 95  |
| MACOUPIN     | 13,800           | 13,200   | 96  |
| MADISON      | 73,200           | 71,000   | 97  |
| MARION       | 12,200           | 11,600   | 95  |
| MONROE       | 4,800            | 4,600    | 96  |
| MONTGOMERY   | 9,800            | 9,300    | 95  |
| MORGAN       | 10,500           | 9,800    | 94  |
| PERRY        | 5,600            | 5,300    | 94  |
| PIKE         | 6,300            | 6,000    | 95  |
| RANDOLPH     | 8,100            | 7,800    | 96  |
| RICHLAND     | 5,000            | 4,600    | 93  |
| ST CLAIR     | 81,900           | 78,800   | 96  |
| SCHUYLER     | 2,700            | 2,500    | 96  |
| SCOTT        | 1,700            | 1,700    | 97  |
| WASHINGTON   | 4,000            | 3,800    | 93  |
| WAYNE        | 5,600            | 5,000    | 90  |
| MISSOURI     |                  |          |     |
| BUTLER       | 10,200           | 8,800    | 86  |
| CARTER       | 1,200            | 800      | 71  |
| CRAWFORD     | 4,400            | 3,700    | 83  |
| DENT         | 3,500            | 2,700    | 79  |
| FRANKLIN     | 14,900           | 14,100   | 95  |
| GASCONADE    | 4,000            | 3,500    | 88  |
| IRON         | 2,100            | 1,800    | 85  |
| JEFFERSON    | 22,200           | 21,300   | 96  |
| LINCOLN      | 5,200            | 4,700    | 92  |
| MADISON      | 2,700            | 2,400    | 88  |
| MARIES       | 2,200            | 1,900    | 88  |

|           |        |        |    |
|-----------|--------|--------|----|
| MISSOURI  |        |        |    |
| BUTLER    | 10,200 | 8,800  | 86 |
| CARTER    | 1,200  | 800    | 71 |
| CRAWFORD  | 4,400  | 3,700  | 83 |
| DENT      | 3,500  | 2,700  | 79 |
| FRANKLIN  | 14,900 | 14,100 | 95 |
| GASCONADE | 4,000  | 3,500  | 88 |
| IRON      | 2,100  | 1,800  | 85 |
| JEFFERSON | 22,200 | 21,300 | 96 |
| LINCOLN   | 5,200  | 4,700  | 92 |
| MADISON   | 2,700  | 2,400  | 88 |
| MARIES    | 2,200  | 1,900  | 88 |

(Continued on page 377-b)

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| ILLINOIS     |                  |          |     |
| BOND         | 4,400            | 4,100    | 93  |
| CALHOUN      | 1,600            | 1,500    | 95  |
| CLAY         | 4,600            | 4,200    | 91  |
| CLINTON      | 6,900            | 6,600    | 96  |
| CUMBERLAND   | 3,100            | 2,900    | 94  |
| EFFINGHAM    | 6,900            | 6,300    | 92  |

|                                       |         |         |         |
|---------------------------------------|---------|---------|---------|
| STATION TOTAL                         | 947,600 | 892,200 | 94      |
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 811,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 620,700 |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 7       |

1966 Edition

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# Missouri—St. Louis

## KPLR-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, Mo.

Studio: Video City, Chase-Park Plaza Hotels, St. Louis (63108).

Telephone: 314-367-7211.

TWX No.: 314-556-0780.

TV tape: Recording facilities.

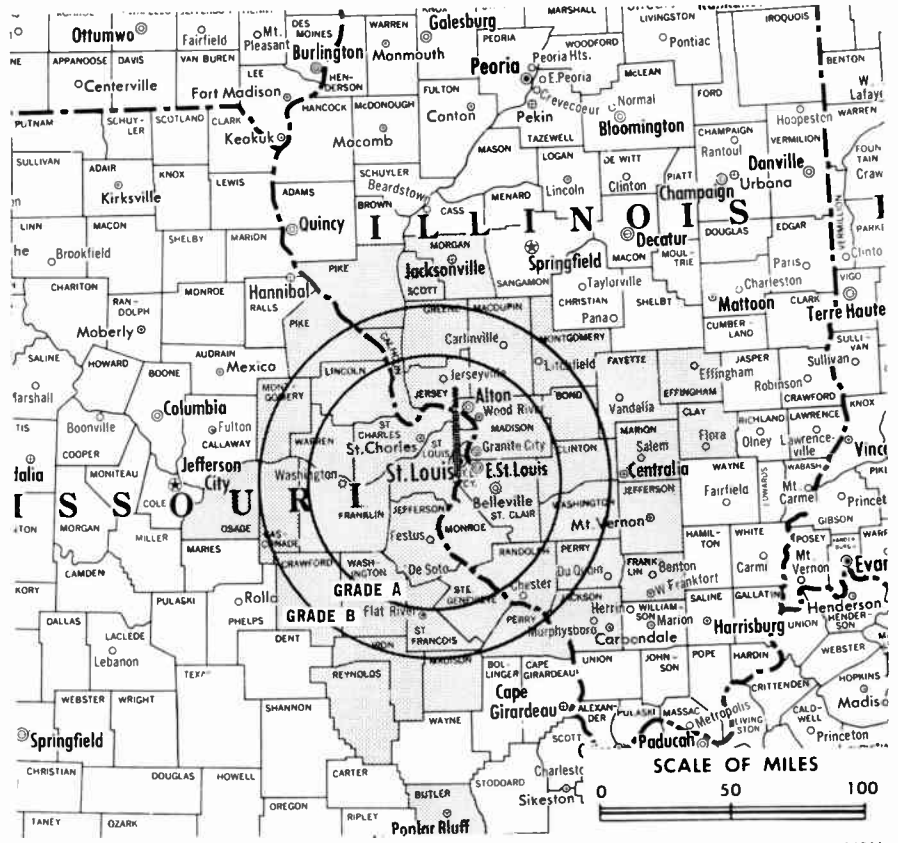
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KPLR-TV Ref: FCC File No. BMPCT-5230 Granted 1/21/50

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

## KPLR-TV

Network Service: None, independent.

Licensee: 220 Television Inc., 200 N. Kingshighway Blvd.

Business Office: 4935 Lindell Blvd. (63108).

Ownership: 220 North Kingshighway Inc., 100%, which has following owners: estate of Sam Koplar, 5%; Harold Koplar, pres., 45%; Jeanette (Mrs. Sam) Koplar, treas., 10%; Lillian Koplar Shenker, secy., 20%; Betty Koplar Bennett, 20%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplar, pres. (votes 64.30%); executors of estate of Sam Koplar, (votes 14.3%); Lillian Koplar Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

Began Operation: April 28, 1959.

Represented (sales) by Metro TV Sales; James S. Ayers Co. Inc. (South).

Represented (legal) by Koteen & Burt.

Personnel:

HAROLD KOPLAR, president.  
SAUL ROSENZWEIG, v.p. & general manager.  
ROBERT A. DAVIS, station manager.  
MIKE McCORMICK, general sales manager.  
JAMES W. HOEFFLER, local sales manager.  
CARL CUNNINGHAM, promotion director.  
FRED ROCKLIN, production manager.  
KENNETH E. HILDENBRAND, director of engineering.  
JOSEPH McCABE, comptroller.  
JAMES R. ANIANS, film manager.

DIGEST OF RATE CARD NO. 4—(Jan. 1, 1965)

| Hour                         | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 8 Sec.  |
|------------------------------|-----------|----------|----------|----------|----------|---------|
| Class A—5-10:30 p.m., daily. | \$1000.00 | \$600.00 | \$400.00 | \$300.00 | \$170.00 | \$85.00 |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------|------------------|----------|-----------|
| ILLINOIS     |                  |          |           |
| BOND         | 4,400            | 4,100    | 93        |
| CALHOUN      | 1,600            | 1,500    | 95        |
| CLAY         | 4,600            | 4,200    | 91        |

|               |         |         |    |
|---------------|---------|---------|----|
| CLINTON       | 6,900   | 6,600   | 96 |
| EFFINGHAM     | 6,900   | 6,300   | 92 |
| FAYETTE       | 6,100   | 5,700   | 94 |
| FRANKLIN      | 12,100  | 11,400  | 94 |
| GREENE        | 5,200   | 5,000   | 96 |
| JACKSON       | 13,100  | 12,200  | 93 |
| JEFFERSON     | 9,800   | 9,100   | 93 |
| JERSEY        | 5,000   | 4,800   | 95 |
| MACOUPIN      | 13,800  | 13,200  | 96 |
| MADISON       | 73,200  | 71,000  | 97 |
| MARION        | 12,200  | 11,600  | 95 |
| MONROE        | 4,800   | 4,600   | 96 |
| MONTGOMERY    | 9,800   | 9,300   | 95 |
| MORGAN        | 10,500  | 9,800   | 94 |
| PERRY         | 5,600   | 5,300   | 94 |
| PIKE          | 6,300   | 6,000   | 95 |
| RANDOLPH      | 8,100   | 7,800   | 96 |
| ST CLAIR      | 81,900  | 78,800  | 96 |
| SCOTT         | 1,700   | 1,700   | 97 |
| WASHINGTON    | 4,000   | 3,800   | 93 |
| MISSOURI      |         |         |    |
| BUTLER        | 10,200  | 8,800   | 86 |
| CRAWFORD      | 4,400   | 3,700   | 83 |
| FRANKLIN      | 14,900  | 14,100  | 95 |
| GASCONADE     | 4,000   | 3,500   | 88 |
| IRON          | 2,100   | 1,800   | 85 |
| JEFFERSON     | 22,200  | 21,300  | 96 |
| LINCOLN       | 5,200   | 4,700   | 92 |
| MADISON       | 2,700   | 2,400   | 88 |
| MONTGOMERY    | 3,700   | 3,400   | 91 |
| OSAGE         | 3,100   | 2,600   | 86 |
| PERRY         | 4,200   | 3,800   | 89 |
| PIKE          | 5,500   | 5,000   | 90 |
| REYNOLDS      | 1,200   | 900     | 78 |
| ST CHARLES    | 20,300  | 19,400  | 96 |
| ST FRANCOIS   | 11,100  | 10,200  | 92 |
| ST LOUIS      | 478,600 | 451,900 | 94 |
| STE GENEVIEVE | 3,300   | 3,100   | 93 |
| WARREN        | 3,000   | 2,600   | 90 |
| WASHINGTON    | 3,900   | 3,500   | 89 |
| STATION TOTAL | 911,200 | 860,500 | 94 |

NET WEEKLY CIRCULATION (MARCH 65) 547,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 253,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Missouri—St. Louis



**KTVI**

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1090-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"  
Longitude 90° 22' 23"

Transmitter: Gravois & Emil Aves., Sappington, Mo.

TV tape: Recording facilities.

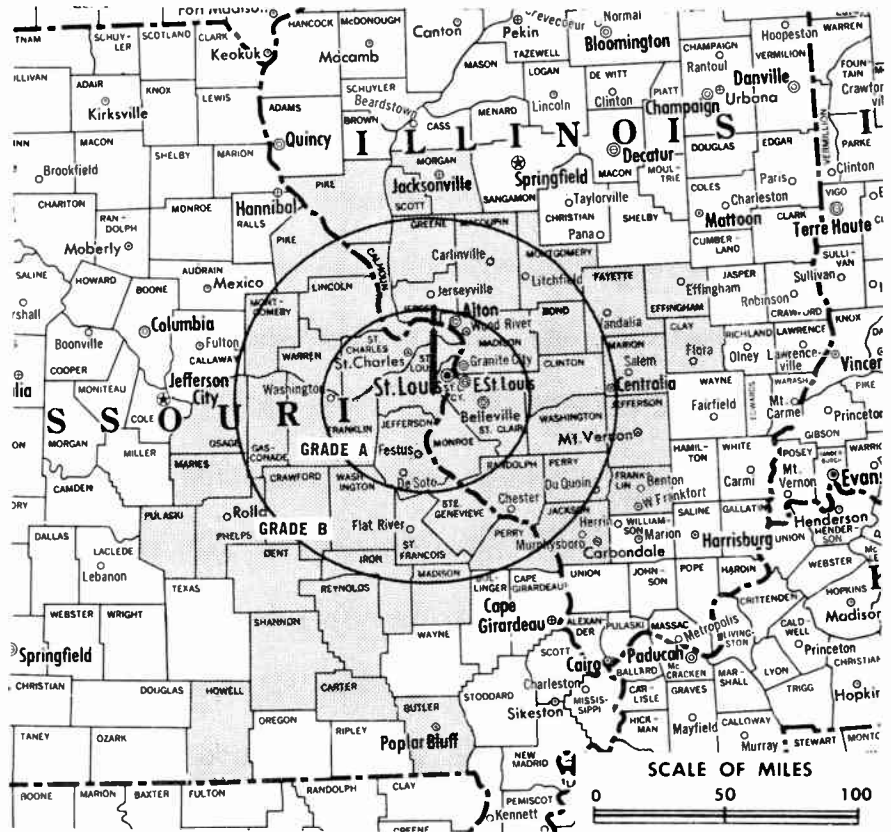
Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by George P. Adair.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KTVI Ref: FCC File No. BMPCT-4615 Granted 4/2/58

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

## KTVI

Licensee: Signal Hill Telecasting Corp., 5915 Berthold Ave., St. Louis, Mo. (63110).

Studio: 5915 Berthold St.

Telephone: 314-647-7777. TWX No.: 314-556-0082.

Ownership: Newhouse Broadcasting Corp., 100%. Newhouse also owns St. Louis Globe Democrat. For other Newhouse interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted facilities to Ch. 36, acquired from KSTM-TV, off-air (Television Digest, Vol. 11:16); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 14:6, 12). Sale of 74% by Harry Tehenbaum, Paul E. Peltasen and associates to Newhouse Bcstg., which thereby increased its holdings to 100% was approved June 10, 1964 by FCC.

Represented (sales) by H-R Television Inc.

Represented (legal) by Sher & Harris.

### Personnel:

RALPH HANSEN, general manager.  
MANNE RUSSO, general sales manager.  
JIM NECESSARY, local sales manager.  
BOB MIRON, operations manager.  
SPENCER ALLEN, exec. news editor.  
DONALD F. FISCHER, promotion manager.  
RICHARD J. TROMPETER, chief engineer.

### DIGEST OF RATE CARD NO. 12 (July 1, 1965)

| Hour                          | 30 Min.   | 15 Min.   | 5 Min.   | Min.     | 20 Sec.             | 8 Sec. |
|-------------------------------|-----------|-----------|----------|----------|---------------------|--------|
| Class AA—6:30-10 p.m., daily. | \$1750.00 | \$1050.00 | \$700.00 | \$438.00 | Graded rates apply* |        |

\*Highest rate: \$1750.

NETWORK BASE HOURLY RATE: \$1750.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>ILLINOIS</b> |                  |          |     |
| BONO            | 4,400            | 4,100    | 93  |
| CALHOUN         | 1,600            | 1,500    | 95  |
| CLAY            | 4,600            | 4,200    | 91  |
| CLINTON         | 6,900            | 6,600    | 96  |
| EFFINGHAM       | 6,900            | 6,300    | 92  |
| FAYETTE         | 6,100            | 5,700    | 94  |
| FRANKLIN        | 12,100           | 11,400   | 94  |
| GREENE          | 5,200            | 5,000    | 96  |
| JACKSON         | 13,100           | 12,200   | 93  |
| JEFFERSON       | 9,800            | 9,100    | 93  |
| JERSEY          | 5,000            | 4,800    | 95  |
| MACOUPIN        | 13,800           | 13,200   | 96  |
| MADISON         | 73,200           | 71,000   | 97  |
| MARION          | 12,200           | 11,600   | 95  |
| MONROE          | 4,800            | 4,600    | 96  |
| MONTGOMERY      | 9,800            | 9,300    | 95  |
| MORGAN          | 10,500           | 9,800    | 94  |
| PERRY           | 5,600            | 5,300    | 94  |
| PIKE            | 6,300            | 6,000    | 95  |
| RANDOLPH        | 8,100            | 7,800    | 96  |
| ST CLAIR        | 81,900           | 78,800   | 96  |
| SCOTT           | 1,700            | 1,700    | 97  |
| WASHINGTON      | 4,000            | 3,800    | 93  |
| <b>MISSOURI</b> |                  |          |     |
| BUTLER          | 10,200           | 8,800    | 86  |
| CARTER          | 1,200            | 800      | 71  |
| CRAWFORD        | 4,400            | 3,700    | 83  |
| DENT            | 3,500            | 2,700    | 79  |
| FRANKLIN        | 14,900           | 14,100   | 95  |

(Continued on page 377-b)

|                                       |         |         |         |
|---------------------------------------|---------|---------|---------|
| STATION TOTAL                         | 945,000 | 888,700 | 94      |
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 790,300 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 540,500 |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 7       |

# Missouri—Sedalia

**abc** **KMOS-TV**

Ch. 6

[Satellite of KRCG,  
Jefferson City, Mo.]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
16.4-kw visual, 3.28-kw aural.  
Antenna: 360-ft. above av. terrain,  
321-ft. above ground, 1211-ft.  
above sea level.

Latitude 38° 42' 20"  
Longitude 93° 15' 13"

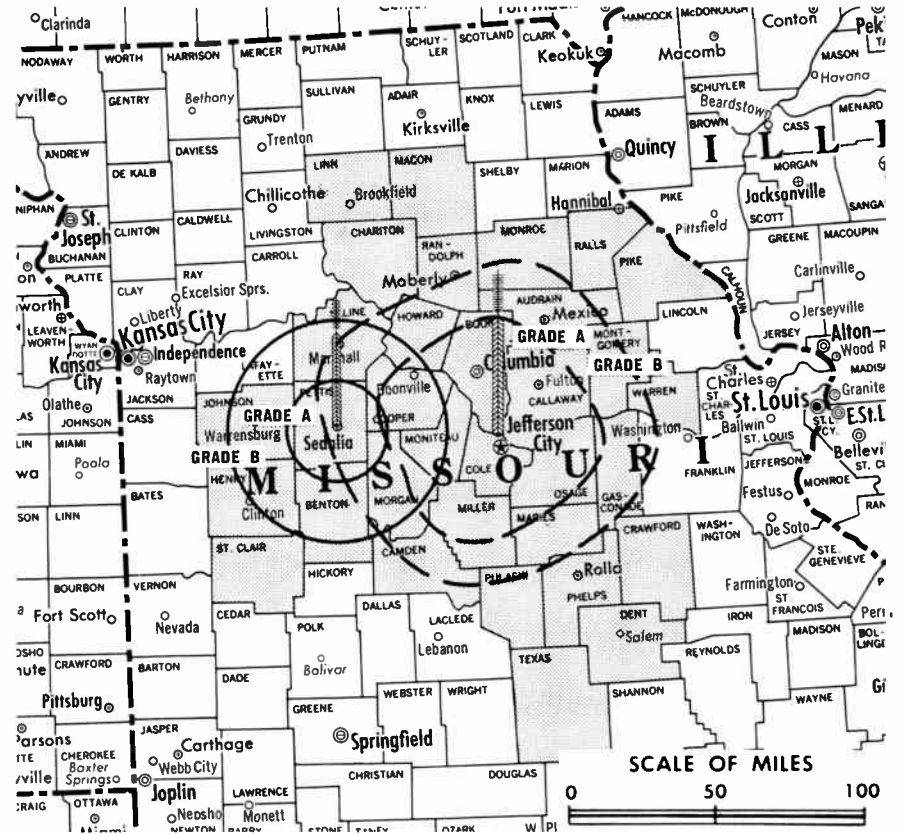
Transmitter: 2100 W. Broadway.

News Wire Service: AP.

Studio: 2100 W. Broadway.

Represented (legal) by Fisher, Way-  
land, Duvall & Southmayd.

Represented (engineering) by Com-  
mercial Radio Equipment Co.



County coverage (shaded areas) based on 1965  
ARB study.

KMOS-TV Ref: FCC File No. BMPCT-1210 Granted 7/8/53

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

## KMOS-TV

Licensee: Jefferson Television Co., 2100 W. Broadway (65301).

Telephone: 816-816-1651.

Ownership: See KRCG, Jefferson City, Mo.

Began Operation: July 8, 1954. Sale to Jefferson Television Co.  
(KRCG, Jefferson City) approved by FCC July 26, 1961. Sale  
to Cook Paint & Varnish Co. by Milton J. Hinlein and associates  
approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:50).

Represented (sales) by Blair TV Assoc.; Eugene F. Gray Co. (Mis-  
souri, Kansas & Neb.).

Personnel:

BOB BLOSSER, general manager.  
RAY ROUSE, operations manager.

Rates: Included with rates for KRCG-TV, Jefferson City.

ARB Data For This Station Is Included With  
Parent KRCG, Jefferson City, Mo. Above Map  
Shows Coverage For Both Parent & Satellite.

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

HUGH BEN LA RUE

654 MADISON AVENUE  
NEW YORK, N.Y.

**KFEQ-TV, St. Joseph**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| MISSOURI (CONTINUED) |                  |                |     |
| CLAY                 | 31,700           | 30,600         | 96  |
| CLINTON              | 4,000            | 3,600          | 92  |
| DAVISS               | 3,000            | 2,700          | 92  |
| DE KALB              | 2,100            | 1,900          | 90  |
| GENTRY               | 2,600            | 2,300          | 89  |
| GRUNDY               | 4,200            | 3,800          | 89  |
| HARRISON             | 3,600            | 3,300          | 91  |
| HOLT                 | 2,200            | 1,900          | 87  |
| LAFAYETTE            | 8,000            | 7,500          | 94  |
| LINN                 | 5,500            | 4,900          | 90  |
| LIVINGSTON           | 5,300            | 4,800          | 90  |
| MERCER               | 1,700            | 1,500          | 87  |
| NODAWAY              | 6,400            | 5,800          | 91  |
| PLATTE               | 8,000            | 7,700          | 96  |
| PUTNAM               | 2,000            | 1,900          | 95  |
| RAY                  | 5,400            | 5,000          | 93  |
| ST CLAIR             | 2,500            | 2,200          | 85  |
| SULLIVAN             | 2,600            | 2,300          | 91  |
| WORTH                | 1,100            | 1,000          | 94  |
| NEBRASKA             |                  |                |     |
| NEMAHA               | 2,600            | 2,400          | 92  |
| PAWNEE               | 1,400            | 1,300          | 87  |
| RICHARDSON           | 4,200            | 3,800          | 92  |

**KMOX-TV, St. Louis**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| MISSOURI (CONTINUED) |                  |                |     |
| LINCOLN              | 5,200            | 4,700          | 92  |
| MADISON              | 2,700            | 2,400          | 88  |
| MARIES               | 2,200            | 1,900          | 88  |
| MONTGOMERY           | 3,700            | 3,400          | 91  |
| OSAGE                | 3,100            | 2,600          | 86  |
| PERRY                | 4,200            | 3,800          | 89  |
| PHELPS               | 8,000            | 6,900          | 86  |
| PIKE                 | 5,500            | 5,000          | 90  |
| REYNOLDS             | 1,200            | 900            | 78  |
| ST CHARLES           | 20,300           | 19,400         | 96  |
| ST FRANCOIS          | 11,100           | 10,200         | 92  |
| ST LOUIS             | 478,600          | 451,900        | 94  |
| STE GENEVIEVE        | 3,300            | 3,100          | 93  |
| WARREN               | 3,000            | 2,600          | 90  |
| WASHINGTON           | 3,900            | 3,500          | 89  |

**Missouri**

**KSD-TV, St. Louis**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| MISSOURI (CONTINUED) |                  |                |     |
| MONTGOMERY           | 3,700            | 3,400          | 91  |
| OSAGE                | 3,100            | 2,600          | 86  |
| PERRY                | 4,200            | 3,800          | 89  |
| PHELPS               | 8,000            | 6,900          | 86  |
| PIKE                 | 5,500            | 5,000          | 90  |
| REYNOLDS             | 1,200            | 900            | 78  |
| ST CHARLES           | 20,300           | 19,400         | 96  |
| ST FRANCOIS          | 11,100           | 10,200         | 92  |
| ST LOUIS             | 478,600          | 451,900        | 94  |
| STE GENEVIEVE        | 3,300            | 3,100          | 93  |
| SHANNON              | 1,900            | 1,400          | 71  |
| WARREN               | 3,000            | 2,600          | 90  |
| WASHINGTON           | 3,900            | 3,500          | 89  |

**KTVI, St. Louis**

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| MISSOURI (CONTINUED) |                  |                |     |
| GASCONADE            | 4,000            | 3,500          | 88  |
| HOWELL               | 6,700            | 5,300          | 78  |
| IRON                 | 2,100            | 1,800          | 85  |
| JEFFERSON            | 22,200           | 21,300         | 96  |
| LINCOLN              | 5,200            | 4,700          | 92  |
| MADISON              | 2,700            | 2,400          | 88  |
| MARIES               | 2,200            | 1,900          | 88  |
| MONTGOMERY           | 3,700            | 3,400          | 91  |
| OSAGE                | 3,100            | 2,600          | 86  |
| PERRY                | 4,200            | 3,800          | 89  |
| PHELPS               | 8,000            | 6,900          | 86  |
| PIKE                 | 5,500            | 5,000          | 90  |
| PULASKI              | 10,300           | 9,200          | 90  |
| REYNOLDS             | 1,200            | 900            | 78  |
| ST CHARLES           | 20,300           | 19,400         | 96  |
| ST FRANCOIS          | 11,100           | 10,200         | 92  |
| ST LOUIS             | 478,600          | 451,900        | 94  |
| STE GENEVIEVE        | 3,300            | 3,100          | 93  |
| SHANNON              | 1,900            | 1,400          | 71  |
| WARREN               | 3,000            | 2,600          | 90  |
| WASHINGTON           | 3,900            | 3,500          | 89  |

For ARB County-by-County Data, see Section a

# Missouri—Springfield



**KTTS-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 190.55-kw maximum and 141-kw horizontal aural. Antenna: 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level.

Latitude 37° 13' 24.61"  
Longitude 93° 14' 30.08"

Requests 63.2-kw aural.

Transmitter: 2650 E. Division St.

TV tape: Recording facilities.

AM Affiliate: KTTS, 1-kw (.25-kw N), 1400 kc (CBS).

FM Affiliate: KTTS-FM, 9.1-kw. 94.7 mc (No. 234), 660-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS

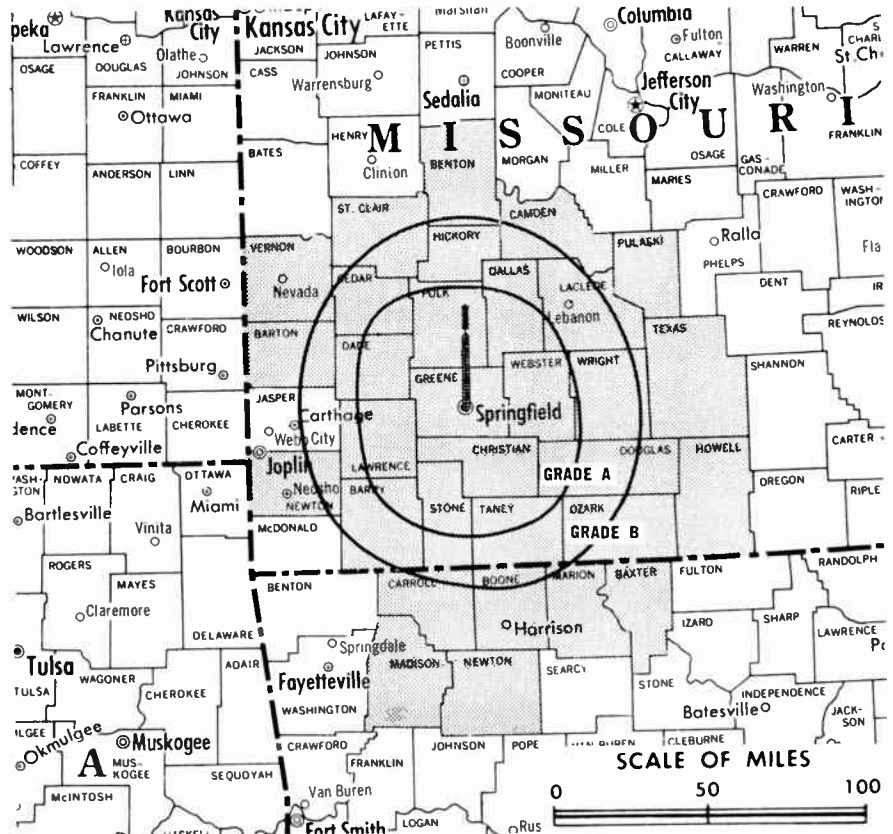
Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ABB study.



KTTS-TV Ref: FCC File No. BMEPT-3293 Granted 8/18/65

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

## KTTS-TV

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield (65805).

Studio: 2650 E. Division St.

Telephone: 417-862-7474.

TWX No.: 417-889-0161.

Ownership: J. H. G. Cooper, pres., 54.87%; (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v.p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; 17 others, none holding as much as 5%.

Began Operations: March 14, 1953.

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

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. PEARSON WARD, v.p., manager & film buyer.

WILLIAM F. CURRY, chief engineer.

KEVIN McANDREWS, program director.

JACK LLOYD, sales.

### DIGEST OF RATE CARD NO. 8—(July 1, 1964)

| Hour                                                | 30 Min.  | 15 Min.  | 5 Min.   | Min. or 40 Sec. | 20 Sec.   | 10 Sec.           |
|-----------------------------------------------------|----------|----------|----------|-----------------|-----------|-------------------|
| Class A—5-10:30 p.m., Sun.; 6-10:30 p.m., Mon.-Sat. | \$400.00 | \$240.00 | \$160.00 | \$120.00        | \$125.00* | \$85.00* \$43.00* |

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$375.

Translator Station Directory

Is in Section c.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>ARKANSAS</b>      |                  |                |           |
| BAXTER               | 3,400            | 2,800          | 84        |
| BOONE                | 6,000            | 5,200          | 86        |
| CARROLL              | 4,100            | 3,600          | 87        |
| MADISON              | 2,500            | 1,900          | 75        |
| MARION               | 1,600            | 1,400          | 87        |
| NEWTON               | 1,300            | 1,000          | 73        |
| <b>MISSOURI</b>      |                  |                |           |
| BARRY                | 5,700            | 5,100          | 90        |
| BARTON               | 3,500            | 3,200          | 91        |
| BENTON               | 3,100            | 2,600          | 85        |
| CAMDEN               | 3,400            | 3,000          | 88        |
| CEDAR                | 2,900            | 2,600          | 88        |
| CHRISTIAN            | 4,000            | 3,600          | 92        |
| DADE                 | 2,200            | 2,000          | 92        |
| DALLAS               | 3,100            | 2,800          | 91        |
| DOUGLAS              | 2,400            | 2,100          | 88        |
| GREENE               | 44,200           | 41,700         | 94        |
| HICKORY              | 1,300            | 1,100          | 88        |
| HOWELL               | 6,700            | 5,300          | 78        |
| LACLEDE              | 6,000            | 5,400          | 90        |
| LAWRENCE             | 7,500            | 6,700          | 90        |
| NEWTON               | 9,700            | 9,100          | 94        |
| OZARK                | 1,700            | 1,400          | 84        |
| POLK                 | 4,200            | 3,700          | 88        |
| PULASKI              | 10,300           | 9,200          | 90        |
| ST CLAIR             | 2,500            | 2,200          | 85        |
| STONE                | 2,200            | 1,800          | 84        |
| TANEY                | 3,400            | 3,100          | 91        |
| TEXAS                | 5,100            | 4,200          | 82        |
| VERNON               | 6,000            | 5,300          | 89        |
| WEBSTER              | 4,300            | 3,800          | 88        |
| WRIGHT               | 4,200            | 3,600          | 84        |
| <b>STATION TOTAL</b> | <b>168,500</b>   | <b>150,500</b> | <b>89</b> |

NET WEEKLY CIRCULATION (MARCH 65) 112,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 87,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

# Missouri—Springfield



**KYTV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1645-ft. above av. terrain, 1609-ft. above ground, 3174-ft. above sea level.

Latitude 37° 10' 11"  
Longitude 92° 56' 30"

Transmitter: .7-mi. N of Fordland, Mo.

Telephone: 417-866-2766.

TWX No.: 910-775-4714.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

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

Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS

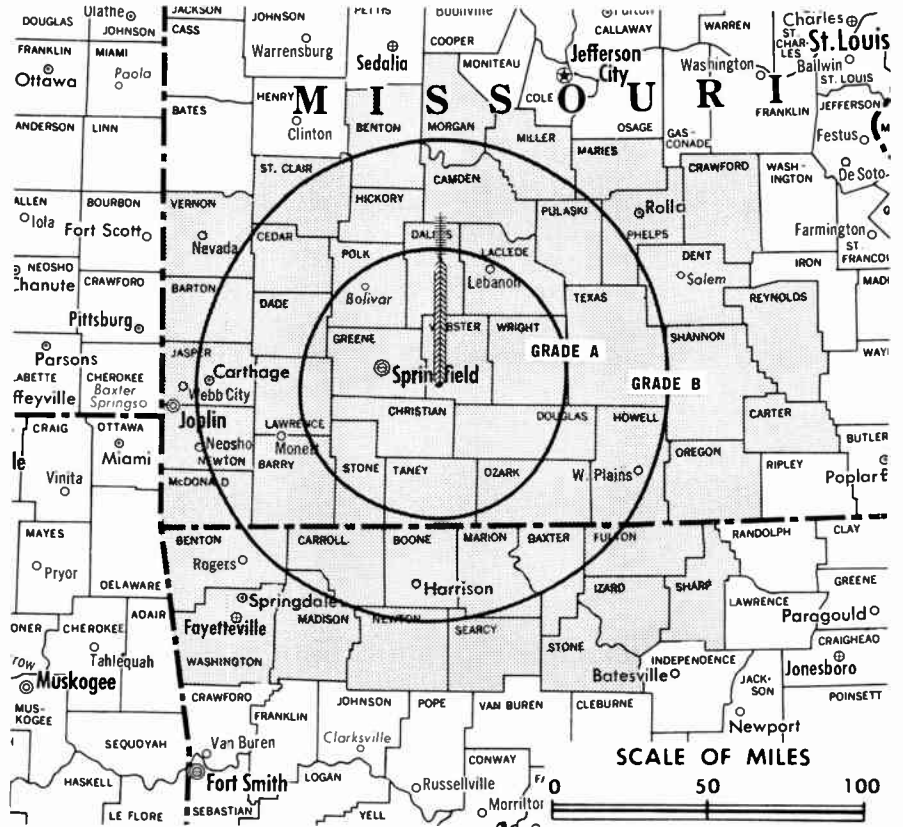
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KYTV Ref: FCC File No. BPCT-2841 Granted 4/21/61

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

## KYTV

Network Service: ABC, NBC.

Licensee: Springfield Television Inc., 999 W. Sunshine.

Studio: 999 W. Sunshine.

Ownership: Springfield Newspapers Inc., 49.866% (publishers of Springfield News and Leader & Press and operators of KGBX Springfield); Grand Prairie Investment Co., 50%; Lester L. Cox, pres.; A. A. Watson, v.p., .033%; Tams Bixby III, .033% (general manager of Springfield newspapers); W. W. Weber, secy., .033%; Keith G. Wells, .033%. Grand Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussey (and wife). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Oct. 1, 1953.

Represented (sales) by George P. Hollingbery Co.

Personnel:

RALPH L. STUFFLEBAM, co-manager & sales manager.

CARL FOX, co-manager, program manager & film buyer.

### DIGEST OF RATE CARD NO. 9A—(Jan. 15, 1964)

| Hour                         | 30 Min.  | 15 Min.  | Min.     | 20 Sec.   | 10 Sec.  |
|------------------------------|----------|----------|----------|-----------|----------|
| Class A—6-10:30 p.m., daily. | \$450.00 | \$270.00 | \$180.00 | \$135.00* | \$90.00* |
| *Class AA—6-9 p.m., daily.   |          |          |          |           | \$45.00* |

NETWORK BASE HOURLY RATE: \$475 (ABC), \$525 (NBC).

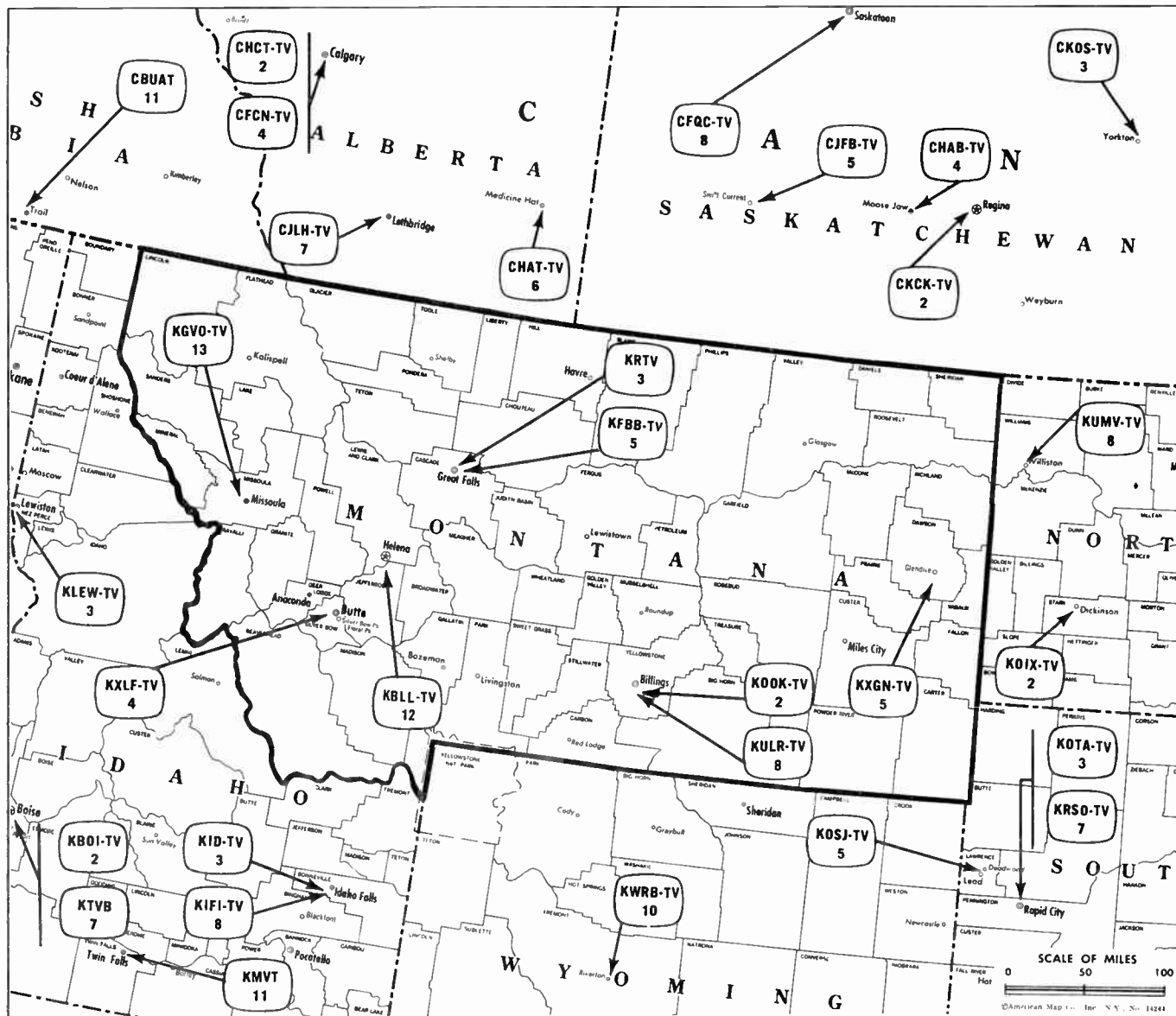
| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES |     |
|--------------|------------------|----------|-----|
|              |                  | HOMES    | PER |
| ARKANSAS     |                  |          |     |
| BAXTER       | 3,400            | 2,800    | 84  |
| BENTON       | 13,100           | 11,400   | 87  |
| BOWNE        | 6,000            | 5,200    | 86  |
| CARROLL      | 4,100            | 3,600    | 87  |
| FULTON       | 1,700            | 1,200    | 72  |
| IZARD        | 1,800            | 1,300    | 75  |
| MADISON      | 2,500            | 1,900    | 75  |
| MARION       | 1,600            | 1,400    | 87  |
| NEWTON       | 1,300            | 1,000    | 73  |
| SEARCY       | 2,200            | 1,700    | 81  |
| SHARP        | 1,600            | 1,200    | 74  |

|               |         |         |    |
|---------------|---------|---------|----|
| STONE         | 1,800   | 1,400   | 81 |
| WASHINGTON    | 20,600  | 17,700  | 86 |
| MISSOURI      | 5,700   | 5,100   | 90 |
| BARRY         | 3,500   | 3,200   | 91 |
| BARTON        | 3,100   | 2,600   | 85 |
| BENTON        | 2,400   | 2,100   | 86 |
| BOLLINGER     | 3,400   | 3,000   | 88 |
| CAMDEN        | 1,200   | 800     | 71 |
| CARTER        | 2,900   | 2,600   | 88 |
| CEDAR         | 4,000   | 3,600   | 92 |
| CHRISTIAN     | 4,400   | 3,700   | 83 |
| CRAWFORD      | 2,200   | 2,000   | 92 |
| DADE          | 3,100   | 2,800   | 91 |
| DALLAS        | 3,500   | 2,700   | 79 |
| DENT          | 2,400   | 2,100   | 88 |
| DOUGLAS       | 44,200  | 41,700  | 94 |
| GREENE        | 1,300   | 1,100   | 88 |
| HICKORY       | 6,700   | 5,300   | 78 |
| HOWELL        | 27,200  | 25,200  | 93 |
| JASPER        | 6,000   | 5,400   | 90 |
| LACLEDE       | 7,500   | 6,700   | 90 |
| LAWRENCE      | 2,200   | 1,900   | 88 |
| MARIES        | 4,500   | 4,100   | 91 |
| MILLER        | 3,000   | 2,700   | 90 |
| MORGAN        | 9,700   | 9,100   | 94 |
| NEWTON        | 2,800   | 2,000   | 72 |
| OREGON        | 1,700   | 1,400   | 84 |
| OZARK         | 8,000   | 6,900   | 86 |
| PHELPS        | 4,200   | 3,700   | 88 |
| POLK          | 10,300  | 9,200   | 90 |
| PULASKI       | 1,200   | 900     | 78 |
| REYNOLDS      | 2,500   | 2,200   | 85 |
| ST CLAIR      | 1,900   | 1,400   | 71 |
| SHANNON       | 2,200   | 1,800   | 84 |
| STONE         | 3,400   | 3,100   | 91 |
| TANEY         | 5,100   | 4,200   | 82 |
| TEXAS         | 6,000   | 5,300   | 89 |
| VERNON        | 4,300   | 3,800   | 88 |
| WEBSTER       | 4,200   | 3,600   | 84 |
| WRIGHT        |         |         |    |
| STATION TOTAL | 273,600 | 240,800 | 88 |

NET WEEKLY CIRCULATION (MARCH 65) 154,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 120,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 3



# Montana

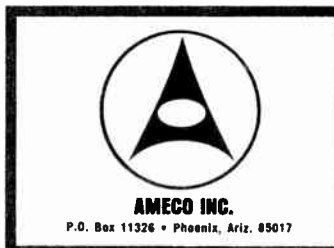


| Market      | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-------------|----------------------------|------|-------------|------|---------------|------|
| Billings    | 62,900                     | 176  | 86,700      | 186  | 77,800        | 188  |
| Great Falls | 52,200                     | 186  | 80,100      | 192  | 73,500        | 193  |
| Butte       | 48,300                     | 190  | 70,700      | 200  | 64,700        | 200  |
| Missoula    | 32,200                     | 206  | 60,600      | 203  | 55,900        | 204  |
| Helena      | 8,400                      | 229  | 9,700       | 229  | 8,800         | 229  |
| Glendive    | 6,200                      | 230  | 8,300       | 230  | 7,200         | 230  |

## Montana Station Status as of Feb. 1, 1966

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 8   | 0   | 8     |
| Educational Television Stations | 0   | 0   | 0     |
|                                 |     |     | 8     |

See CATV Directory  
for State's CATV Systems



## AMECO "SALESMOBILE SERVICE"

IN MONTANA  
JON WESTFIELD  
P.O. Box 2904 Great Falls, Montana 59401  
Phone: 406-454-2623  
Portland Warehouse 503-232-7051

# Montana—Billings



## KULR-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"  
Longitude 108° 27' 14"

Transmitter: 2.7-mi. E of Billings.

Studio: 2.7-mi. E of Billings.

Telephone: 406-252-4676.

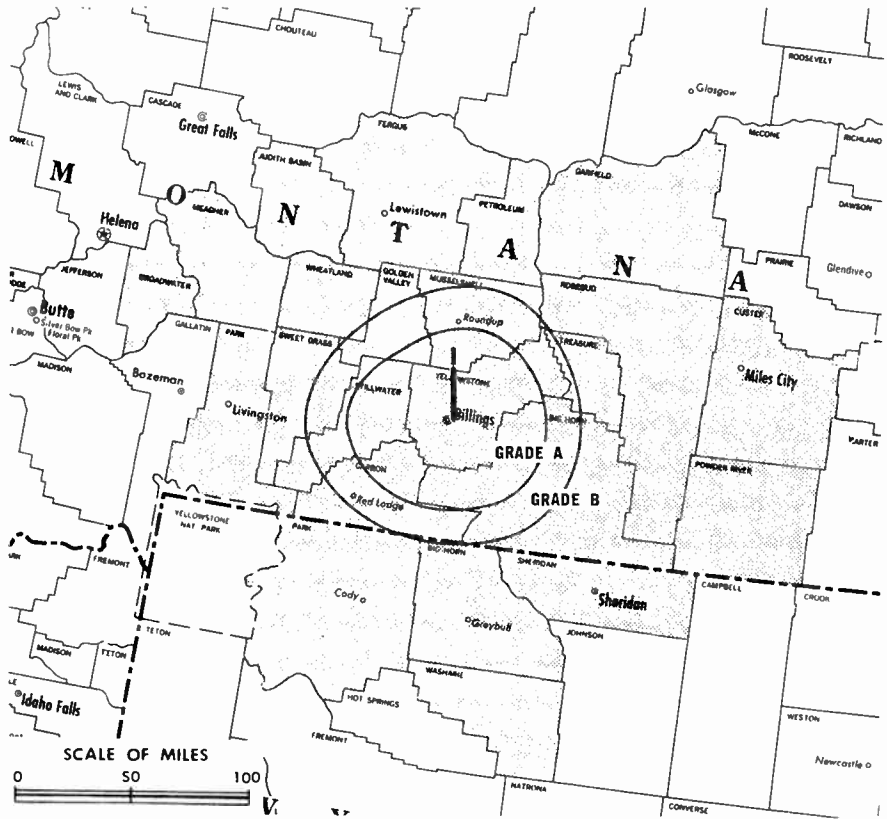
TWX No.: 406-248-7292.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households:  $\odot$  SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KULR-TV Ref: FCC File No. BMPCT-4810 Granted 11/21/57

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## KULR-TV

Licensee: Crain-Snyder Television Inc., Box 2512, Billings, Mont. (59103).

Ownership: Thor Myhre, 28%; Arthur Miller, 28%; Rex Baker, 44%.

Began Operation: March 15, 1958. Sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved by FCC Dec. 17, 1962 (Television Digest, Vol. 2:52).

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Feltis, Dove, Croghan (Seattle & Portland).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

THOR MYHRE, president & general manager.  
ARTHUR MILLER, vice president.  
GEORGE SCHARDT, program director.  
HUGH BADER, production director.  
ELLEN MOORE, ranch director.  
DEAN JANSMA, chief engineer.  
JIM BURRIS, news director.

DIGEST OF RATE CARD NO. 6—(Aug. 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.  
\$250.00 \$150.00 \$100.00 \$75.00 \$62.00\* \$50.00\* \$31.00\*

\*Class AA—6:31-10:01 p.m., daily.  
Combination Rates (Mountain States TV): See KIFI-TV, Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$200.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| <b>MONTANA</b>       |                  |               |           |
| BIG HORN             | 2,500            | 2,100         | 86        |
| BROADWATER           | 900              | 800           | 88        |
| CARBON               | 2,400            | 2,200         | 91        |
| CUSTER               | 4,300            | 3,700         | 86        |
| FERGUS               | 4,200            | 3,600         | 87        |
| GARFIELD             | 500              | 400           | 71        |
| GOLDEN VALLEY        | 400              | 300           | 85        |
| JUDITH BASIN         | 1,000            | 900           | 87        |
| MEAGHER              | 900              | 800           | 85        |
| MUSSELSHELL          | 1,200            | 1,100         | 88        |
| PARK                 | 4,600            | 4,200         | 91        |
| PETROLEUM            | 300              | 200           | 83        |
| POWDER RIVER         | 600              | 500           | 77        |
| ROSEBUD              | 1,700            | 1,400         | 84        |
| STILLWATER           | 1,800            | 1,700         | 96        |
| SWEET GRASS          | 1,000            | 800           | 83        |
| TREASURE             | 400              | 300           | 86        |
| WHEATLAND            | 1,000            | 800           | 88        |
| YELLOWSTONE          | 26,800           | 25,700        | 96        |
| <b>WYOMING</b>       |                  |               |           |
| BIG HORN             | 3,400            | 3,000         | 89        |
| PARK                 | 5,400            | 4,800         | 89        |
| SHERIDAN             | 6,100            | 5,300         | 87        |
| WASHAKIE             | 2,900            | 2,600         | 92        |
| <b>STATION TOTAL</b> | <b>74,300</b>    | <b>67,200</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 53,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 38,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Montana—Billings



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"  
Longitude 108° 27' 26.7"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

AM Affiliate: KOOK, 5-kw, 970 kc.

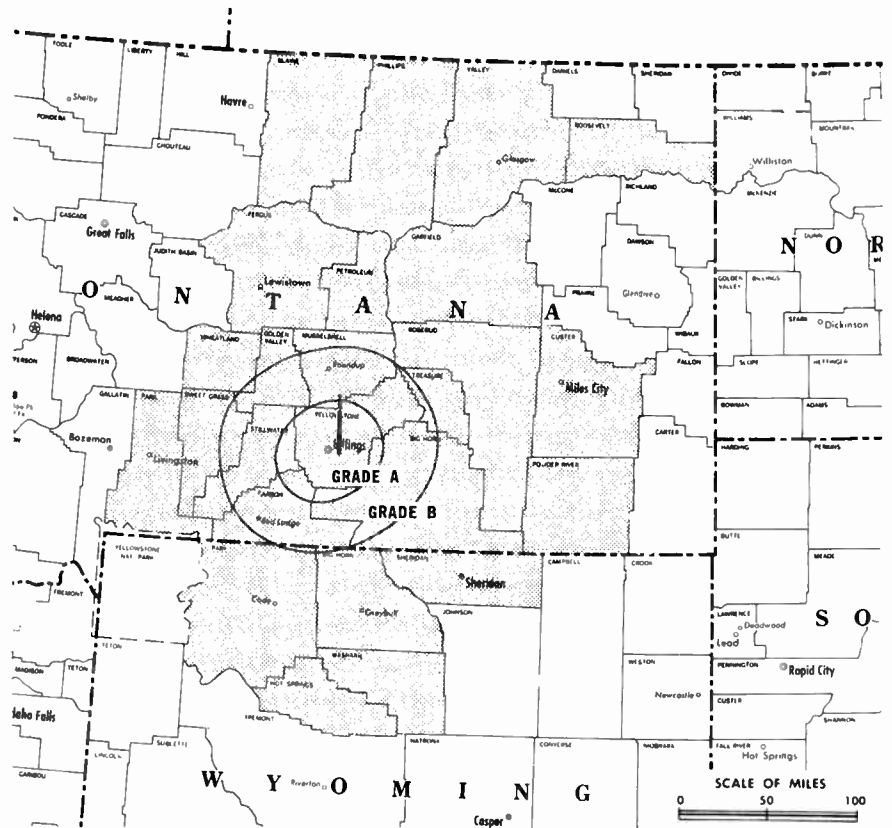
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOOK-TV Ref: FCC File No. BMPCT-4001 Granted 8/20/56

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

## KOOK-TV

Network Service: CBS, ABC.

Licensee: The Montana Network, 3203 3rd Ave. N, Box 2557 (59103).

Studio: 3203 3rd Ave. N, Box 2557.

Telephone: 406-252-5611. TWX No.: 910-975-1925.

Ownership: J. S. Sample, pres., 99.3%; Harvey D. Backman, 15%; Jerome Anderson, secy. Sample also owns 99.3% of KXLF-TV & KXLF, Butte, Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by H-R Television Inc.; Skyline Advertisers Sales; Art Moore & Assoc. (Seattle & Portland).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

CLIFF EWING, general manager & national sales mgr.  
JOHN CONNER, local commercial manager.  
VICTOR MILLER, program & operations director.  
J. R. MIDDLETON, chief engineer.  
ALICE SPENCE, merchandising director.  
JOSEPH S. SAMPLE, film buyer.

### DIGEST OF RATE CARD NO. 10 (Nov. 16, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class A—6:29-10:01 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$75.00 \$60.00 \$37.50

Note: For combination rates, see KID-TV (Skyline TV Network, P.O. Box 2557) Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$275 (ABC), \$275 (CBS).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>MONTANA</b>       |                  |               |           |
| BIG HORN             | 2,500            | 2,100         | 86        |
| BLAINE               | 2,300            | 1,900         | 82        |
| CARBON               | 2,400            | 2,200         | 91        |
| CUSTER               | 4,300            | 3,700         | 86        |
| FERGUS               | 4,200            | 3,600         | 87        |
| GARFIELD             | 500              | 400           | 71        |
| GOLDEN VALLEY        | 400              | 300           | 85        |
| MUSSELSHELL          | 1,200            | 1,100         | 88        |
| PARK                 | 4,600            | 4,200         | 91        |
| PETROLEUM            | 300              | 200           | 83        |
| PHILLIPS             | 1,800            | 1,400         | 82        |
| POWDER RIVER         | 600              | 500           | 77        |
| ROOSEVELT            | 3,400            | 3,100         | 92        |
| ROSEBUD              | 1,700            | 1,400         | 84        |
| STILLWATER           | 1,800            | 1,700         | 96        |
| SWEET GRASS          | 1,000            | 800           | 83        |
| TREASURE             | 400              | 300           | 86        |
| VALLEY               | 5,500            | 4,700         | 87        |
| WHEATLAND            | 1,000            | 800           | 88        |
| YELLOWSTONE          | 26,800           | 25,700        | 96        |
| <b>WYOMING</b>       |                  |               |           |
| BIG HORN             | 3,400            | 3,000         | 89        |
| HOT SPRINGS          | 2,200            | 2,000         | 88        |
| PARK                 | 5,400            | 4,800         | 89        |
| SHERIDAN             | 6,100            | 5,300         | 87        |
| WASHAKIE             | 2,900            | 2,600         | 92        |
| <b>STATION TOTAL</b> | <b>86,700</b>    | <b>77,800</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 62,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 51,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Montana—Butte



261

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 60.3-kw visual, 29.58-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450 ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

Transmitter: 3-mi. E of Butte on XL Heights.

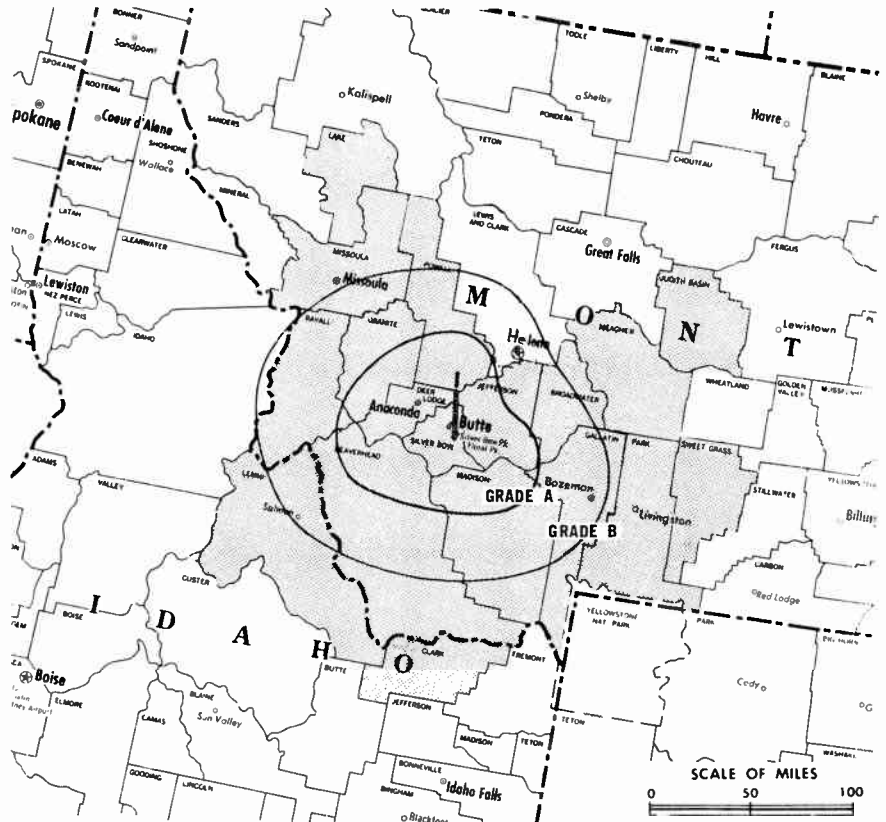
TV tape: Recording facilities.

AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1963 ARB study.



KXLF-TV Ref: FCC File No. BPCT-2126 Granted 7/11/56

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

## KXLF-TV

Network Service: ABC, CBS, NBC.

Licensee: Garryowen Butte T.V. Inc., Box 1956 (59701).

Studio: 1003 S. Montana St.

Telephone: 406-792-9111.

Ownership: Joseph S. Sample, 100%.

Began Operation Aug. 14, 1953. Sale to present owner by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales) by Skyline Advertisers Sales Inc., thru H-R Television Inc.; John McGuire (Denver); Art Moore & Assoc. (Seattle & Portland).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDMUND L. PEISS, general manager & film buyer.  
PAUL SIMITZES, operations director.  
TOM JENKINS, chief engineer.

DIGEST OF RATE CARD NO. 12  
(Nov. 16, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6:29-10:01 p.m., daily.  
\$330.00 \$198.00 \$132.00 \$110.00 \$99.00 \$82.50 \$66.00 \$41.25

Note: For combination rates, see KID-TV, Idaho Falls, Ida. (Skyline Network).

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS), \$300 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| <b>IDAHO</b>         |                  |               |           |
| CLARK                | 300              | 200           | 91        |
| LEMHI                | 1,800            | 1,500         | 83        |
| <b>MONTANA</b>       |                  |               |           |
| BEAVERHEAD           | 2,400            | 2,000         | 85        |
| BROADWATER           | 900              | 800           | 88        |
| DEER LODGE           | 5,300            | 5,100         | 95        |
| GALLATIN             | 8,600            | 7,800         | 91        |
| GRANITE              | 1,000            | 900           | 93        |
| JEFFERSON            | 1,100            | 1,000         | 90        |
| JUDITH BASIN         | 1,000            | 900           | 87        |
| LAKE                 | 3,700            | 3,400         | 92        |
| MADISON              | 1,400            | 1,300         | 95        |
| MEAGHER              | 900              | 800           | 85        |
| MISSOULA             | 15,300           | 14,000        | 91        |
| PARK                 | 4,600            | 4,200         | 91        |
| POWELL               | 2,100            | 1,900         | 90        |
| RAVALLI              | 3,800            | 3,500         | 92        |
| SILVER BOW           | 15,500           | 14,600        | 94        |
| SWEET GRASS          | 1,000            | 800           | 83        |
| <b>STATION TOTAL</b> | <b>70,700</b>    | <b>64,700</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 48,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 39,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

For Montana Translators, see Section c

# Montana—Glendive

7058



**KXGN-TV**

Ch. 5

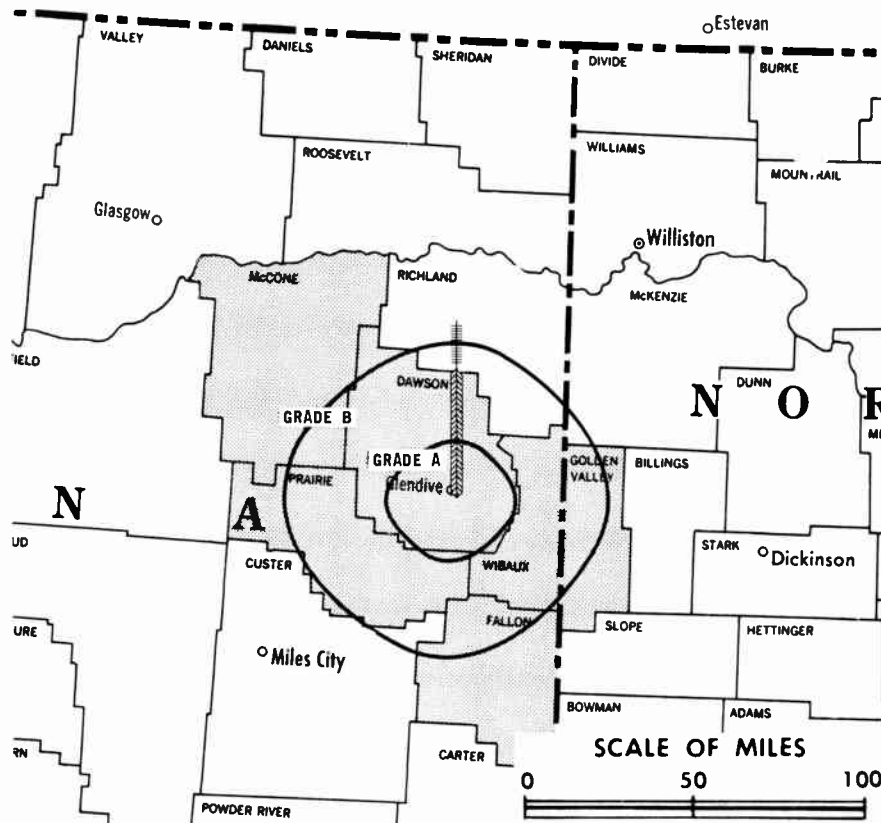
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 500-ft. above av. terrain, 156-ft. above ground, 2456-ft. above sea level.

Latitude 47° 03' 15"  
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

AM Affiliate: KXGN, .25-kw, 1400 kc.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KXGN-TV Ref: FCC File No. BPCT-3003 Granted 3/24/63 ©American Map Co., Inc., N.Y., No. 14244

## KXGN-TV

Network Service: CBS (EMP); ABC, NBC per program basis.

Licensee: Glendive Broadcasting Corp., Box 205, S. Douglas.

Studio: 210 S. Douglas St. (59330).

Telephone: 406-365-3377.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Mary Louise Moore, secy.-treas., .1%. Moore also operates local theater.

Began Operation: Nov. 1, 1957.

Represented (sales) by The Devney Organization Inc.; Bob Hix Co. (Denver).

Represented (legal) by Harry J. Daly.

Represented (engineering) by John H. Mullaney.

Personnel:

LEWIS W. MOORE, president & film buyer.  
GERRY ROBBINS, general manager.  
DONALD J. POWERS, chief engineer.

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

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

Class AAA—7-10 p.m., daily.

\$125.00 \$78.00 \$58.50 \$40.00 \$30.00 \$25.00 \$18.75 \$12.50

NETWORK BASE HOURLY RATE: \$50.

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES     | PER       |
|---------------------------------------|------------------|--------------|-----------|
| <b>MONTANA</b>                        |                  |              |           |
| DAWSON                                | 4,000            | 3,600        | 90        |
| FALLON                                | 1,200            | 1,000        | 88        |
| MC CONE                               | 1,000            | 900          | 87        |
| PRAIRIE                               | 800              | 600          | 78        |
| WIBAUX                                | 400              | 300          | 91        |
| <b>NORTH DAKOTA</b>                   |                  |              |           |
| GOLDEN VALLEY                         | 900              | 800          | 93        |
| <b>STATION TOTAL</b>                  | <b>8,300</b>     | <b>7,200</b> | <b>87</b> |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  | 6,200        |           |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  | 4,900        |           |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  | 2            |           |

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Montana—Great Falls



**KFBB-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 3770-ft. above sea level.

Latitude 47° 31' 19"

Longitude 111° 23' 18"

Transmitter: 1-mi. W of city limits on U.S. Hwy. 89-91.

Studio: 2-mi. W of city limits on U.S. Hwy. 89-91.

AM Affiliate: KFBB, 5-kw, 1310 kc.

Color: Network, film & slide.

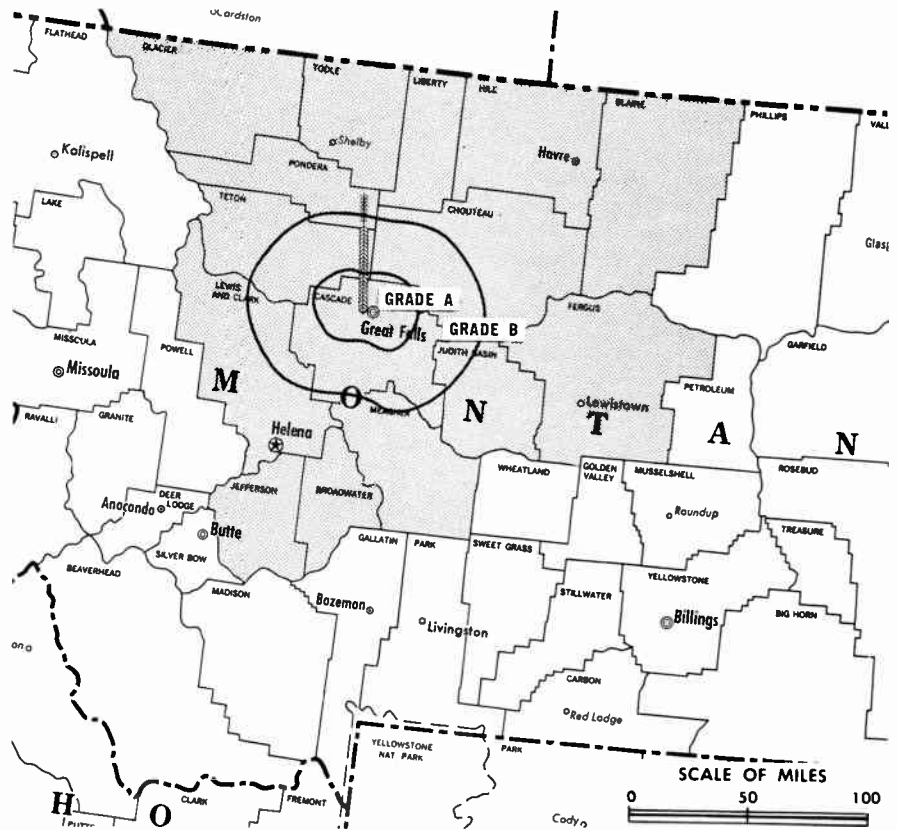
News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Monroe Oppenheimer.

Represented (engineering) by Hammett & Edison.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFBB-TV Ref: FCC File No. BPCT-3075 Granted 9/5/62

© American Map Co., Inc., N.Y., No. 1424

## KFBB-TV

Network Service: ABC, CBS.

Licensee: Harriscope Broadcasting Corp., Box 1139 (59401).

Telephone: 406-453-4377. TWX No.: 406-761-1613.

Ownership: Harriscope Bcstg. Corp., 100%. For ownership and other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 21, 1954. Sale to present owner by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (Television Digest, Vol. 2:11, 22). Sale to Bright, Scanlon and O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales) by H-R Television Inc.; Skyline Advertisers Sales; Art Moore & Associates (Northwest); John L. McGuire (Denver).

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).  
YALE ROE, vice president, broadcasting (Chicago).  
DONALD McCLINTOCK, v.p. & director of operations.  
W. C. BLANCHETTE, v.p. & general manager.  
RICHARD MONACO, operations manager.  
ANTHONY LOPUCH, chief engineer.  
RICHARD H. RIPLETT, controller.

DIGEST OF RATE CARD NO. 10  
(Nov. 16, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class A—6:29-10:01 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$60.00 \$48.00 \$30.00

Note: For combination rates, see KID-TV, Idaho Falls, Ida.  
NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| <b>MONTANA</b>       |                  |               |           |
| BLAINE               | 2,300            | 1,900         | 82        |
| BROADWATER           | 900              | 800           | 88        |
| CASCADE              | 25,600           | 24,400        | 95        |
| CHOUTEAU             | 2,300            | 2,100         | 93        |
| FERGUS               | 4,200            | 3,600         | 87        |
| GLACIER              | 3,300            | 2,900         | 87        |
| HILL                 | 6,000            | 5,600         | 93        |
| JEFFERSON            | 1,100            | 1,000         | 90        |
| JUOITH BASIN         | 1,000            | 900           | 87        |
| LEWIS AND CLARK      | 9,700            | 8,800         | 91        |
| LIBERTY              | 900              | 800           | 93        |
| MEAGHER              | 900              | 800           | 85        |
| PONDERA              | 2,400            | 2,200         | 93        |
| TETON                | 2,000            | 1,900         | 93        |
| TOOLE                | 2,400            | 2,200         | 93        |
| <b>STATION TOTAL</b> | <b>65,000</b>    | <b>59,900</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 46,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 37,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

For ARB & Nielsen County-by-County Data  
see Section a.

# Montana—Great Falls



**KRTV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 30.5-kw visual, 6.1-kw aural. Antenna: 452-ft. above av. terrain, 358-ft. above ground, 3918-ft. above sea level.

Latitude 47° 31' 56"  
Longitude 111° 16' 45"

Transmitter: 15th St., 2-mi. N of Great Falls.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

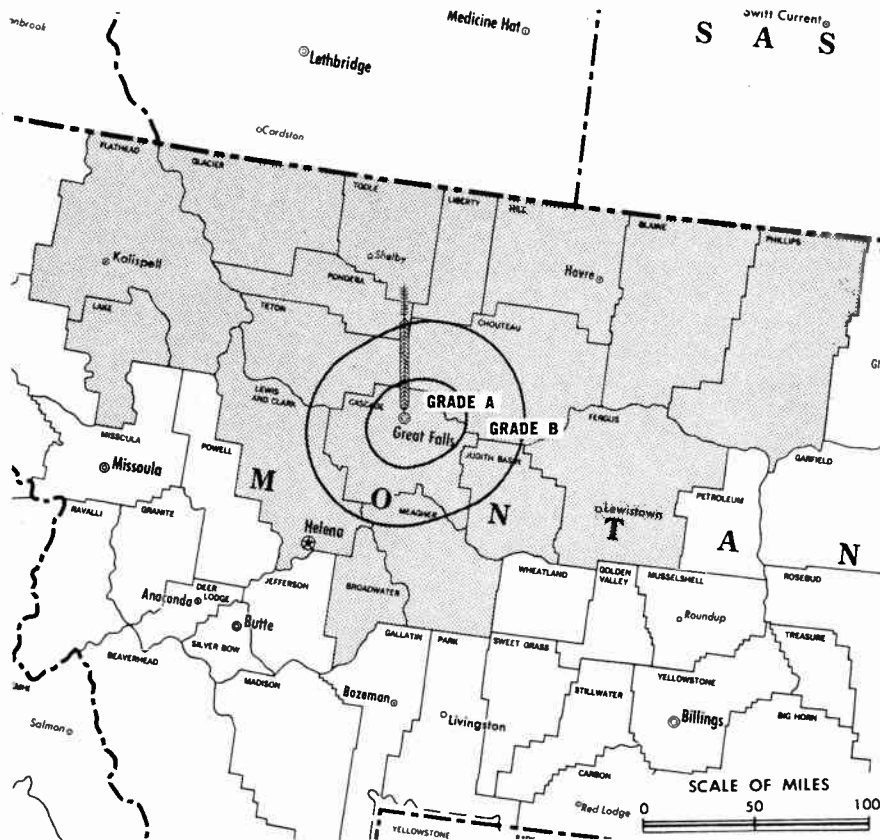
Studio: 15th St., 2-mi. N of Great Falls.

Sales Office: 249 Rainbow Hotel.

Telephone: 406-453-2433.

TWX No.: 406-761-1694.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 AHB study.



KRTV Ref: FCC File No. BMPCT-4495 Granted 4/28/58

©1960 American Research Bureau Inc.

## KRTV

Licensee: Snyder & Associates, Box 1331, N. 15th St., Great Falls, Mont. (59401).

Ownership: Dan Snyder, pres., 51%; Crain Estate, 38%; Herman Feiden, 5%; Shan Welcome Morrison, 3%; Genevieve Threlkeld, 1%; Edward L. Kolman, 1%; Bjarne Johnson, 1%.

Began Operation: Oct. 5, 1958. Sale to present owners by Francis N. & Robert R. Laird approved Oct. 1, 1958 by FCC (Television Digest, Vol. 14:40).

Represented (sales) by Avery-Knodel Inc.; Feltis, Dove & Croghan (Seattle); Bob Hix (Denver).

### Personnel:

DAN SNYDER, president.  
DON BRADLEY, general manager.  
GLEN LOCKWOOD, operations manager.  
JESSE WAYMIRE, chief engineer.

### DIGEST OF RATE CARD NO. 7

(Aug. 15, 1965)

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

Class AA—6:30-10 p.m., daily.  
\$250.00 \$150.00 \$100.00 \$88.00 \$75.00 \$70.00 \$55.00 \$38.00

Combination Rates (Mountain States TV): See KIFI-TV, Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$200.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| <b>MONTANA</b>       |                  |               |           |
| BLAINE               | 2,300            | 1,900         | 82        |
| BROADWATER           | 900              | 800           | 88        |
| CASCADE              | 25,600           | 24,400        | 95        |
| CHOUTEAU             | 2,300            | 2,100         | 93        |
| FERGUS               | 4,200            | 3,600         | 87        |
| FLATHEAD             | 10,700           | 9,800         | 92        |
| GLACIER              | 3,300            | 2,900         | 87        |
| HILL                 | 6,000            | 5,600         | 93        |
| JUDITH BASIN         | 1,000            | 900           | 87        |
| LAKE                 | 3,700            | 3,400         | 92        |
| LEWIS AND CLARK      | 9,700            | 8,800         | 91        |
| LIBERTY              | 900              | 800           | 93        |
| MEAGHER              | 900              | 800           | 85        |
| PHILLIPS             | 1,800            | 1,400         | 82        |
| PONDERA              | 2,400            | 2,200         | 93        |
| TETON                | 2,000            | 1,900         | 93        |
| TOOLE                | 2,400            | 2,200         | 93        |
| <b>STATION TOTAL</b> | <b>80,100</b>    | <b>73,500</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 52,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 40,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Educational Station Directory Follows this Section



# Montana—Helena



**KBLL-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: .973-kw visual, .486-kw aural. Antenna: minus 150-ft. above av. terrain, 97-ft. above ground, 3992-ft. above sea level.

Latitude 46° 36' 33"  
Longitude 112° 01' 10"

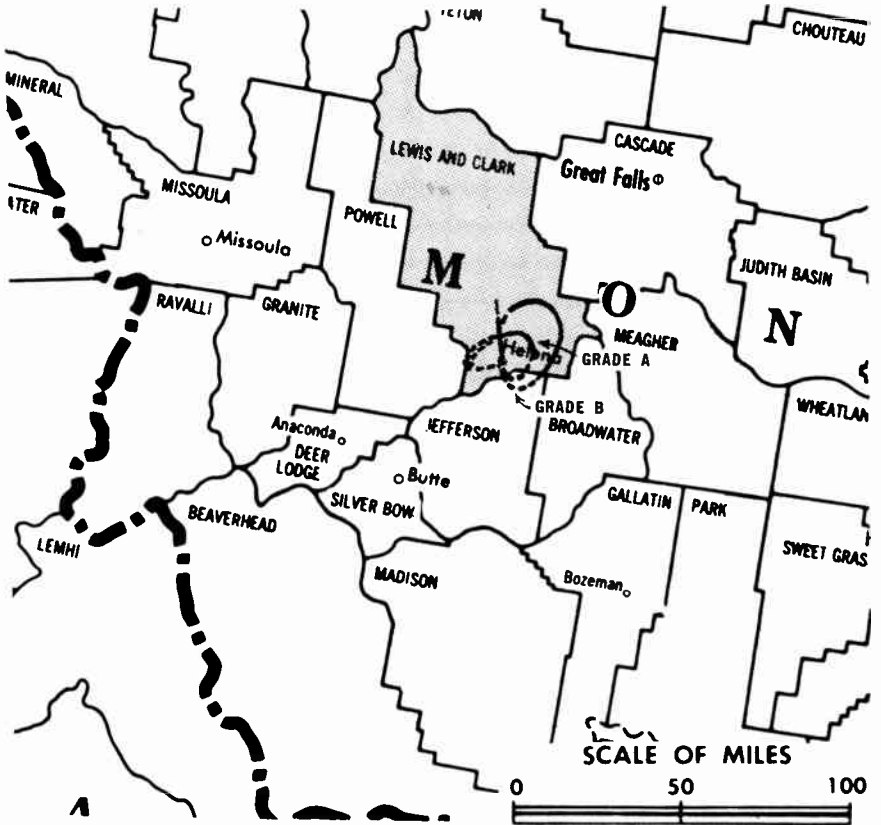
Transmitter: 2433 N. Montana Ave.  
AM Affiliate: KBLL, 1-kw, 1240 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Wheeler & Wheeler.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KBLL-TV Ref: FCC File No. BMPCT-4805 Granted 8/16/57

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

## KBLL-TV

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

Licensee: Capital City TV Inc., 2433 N. Montana Ave. (59601).

Studio: 2433 N. Montana Ave.

Telephone: 406-442-6620.

Ownership: Paul B. McAdam, pres., 43.33%; Bob Magness, secy., 43.33%; A. W. Scribner, treas., 13.33%. Bob Magness has extensive holdings in CATV systems in Mont.; Magness also has CATV holdings in Tex.

Began Operation: Jan. 1, 1958. Left air Feb. 5, 1959, but resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42, 17:4). Sale to present owner by Helena TV Inc. approved by FCC June 5, 1963 (Vol. 3:23).

Represented (sales) by Gill-Perna Inc.; Feltis, Dove, Croghan Inc. (Seattle); John L. McGuire & Co. (Denver).

### Personnel:

DOUGLAS SUTHERLAND, general manager.  
BUD IWEN, program director.  
ROBERT OTTMANN, chief engineer.  
FRANK MONTIBELLER, sales manager.

### DIGEST OF RATE CARD NO. 3 (June 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:59-10:01 p.m., daily.  
\$136.00 \$81.50 \$55.00 \$41.00 \$34.00 \$29.00 \$17.00  
NETWORK BASE HOURLY RATE: \$50 (CBS); \$100 (NBC); \$100 (ABC).

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| MONTANA         |                  |          |     |
| LEWIS AND CLARK | 9,700            | 8,800    | 91  |
| STATION TOTAL   | 9,700            | 8,800    | 91  |

NET WEEKLY CIRCULATION (MARCH 65) 8,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 7,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

HA 1-0818

RESIDENCE  
TE 2-9362

## La Rue Media Brokers Inc.

Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE NEW YORK, N.Y.

# Montana—Missoula

abc **KGVO-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 220-kw visual, 22.9-kw aural. Antenna: 2030-ft. above av. terrain, 281-ft. above ground, 7131-ft. above sea level.

Latitude 47° 01' 05"  
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, Mont.

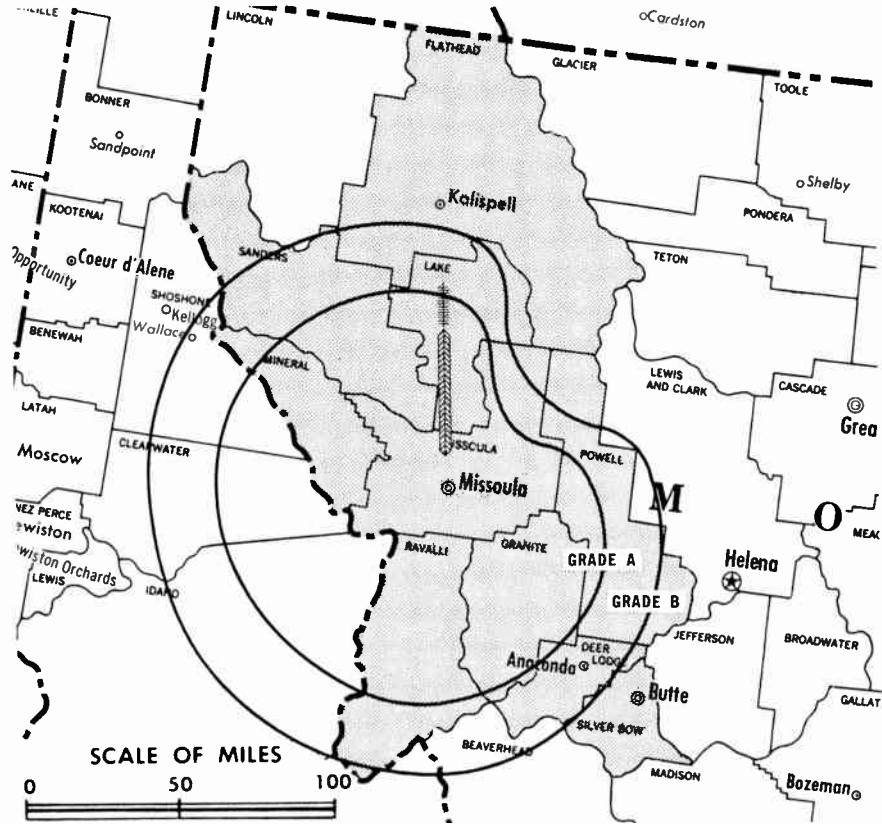
O & O Translator: K09HA, Kalispell, Mont.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KGVO-TV Ref: FCC File No. BPCT-3072 Granted 8/30/62

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

## KGVO-TV

Network Service: NBC; also ABC & CBS, on per program basis.

Licensee: KMSO-TV Inc., TV Bldg., 340 W. Main St. (59801).

Studio: 340 W. Main St.

Telephone: 406-543-8313.

TWX No.: 406-543-8313.

Ownership: Dale G. Moore, pres., 79.36%; Farviews Development Co., 20.63%; (controlled by A. J. Mosby, A. J. Mosby, v.p.; Shirley Mae Moore, secy.-treas. The Moores control radios KGVO, Missoula and KCAP, Helena, Mont.

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38).

Represented (sales) by Avery-Knodel Inc.; Bob Hix (Denver); Feltis, Dove, Croghan Inc. (Seattle & Portland); Andy McDermott Sales Ltd. (Toronto).

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

Personnel:

DALE G. MOORE, president.  
BILL THOMPSON, vice president & general manager.  
JOHN HONEA, chief engineer.  
PAUL MEISSNER, program director.  
TOMMY CARLSON, traffic director.  
MILT SCHWENK, sports director.  
RALEIGH McNEAL, film director.  
KIM LA CASSE, continuity director.  
BOB SPEILMAN, photography director.

DIGEST OF RATE CARD NO. 9—(Aug. 15, 1965)

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

Class AA—6:31-9:59 p.m., daily.

\$250.00 \$150.00 \$100.00 \$75.00 \$55.00 \$45.00 \$27.00

NETWORK BASE HOURLY RATE: \$110 (CBS), \$110 (ABC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| MONTANA              |                  |               |           |
| DEER LODGE           | 5,300            | 5,100         | 95        |
| FLATHEAD             | 10,700           | 9,800         | 92        |
| GRANITE              | 1,000            | 900           | 93        |
| LAKE                 | 3,700            | 3,400         | 92        |
| MINERAL              | 1,000            | 900           | 93        |
| MISSOULA             | 15,300           | 14,000        | 91        |
| POWELL               | 2,100            | 1,900         | 90        |
| RAVALLI              | 3,800            | 3,500         | 92        |
| SANDERS              | 2,200            | 1,800         | 83        |
| SILVER BOW           | 15,500           | 14,600        | 94        |
| <b>STATION TOTAL</b> | <b>60,600</b>    | <b>55,900</b> | <b>92</b> |

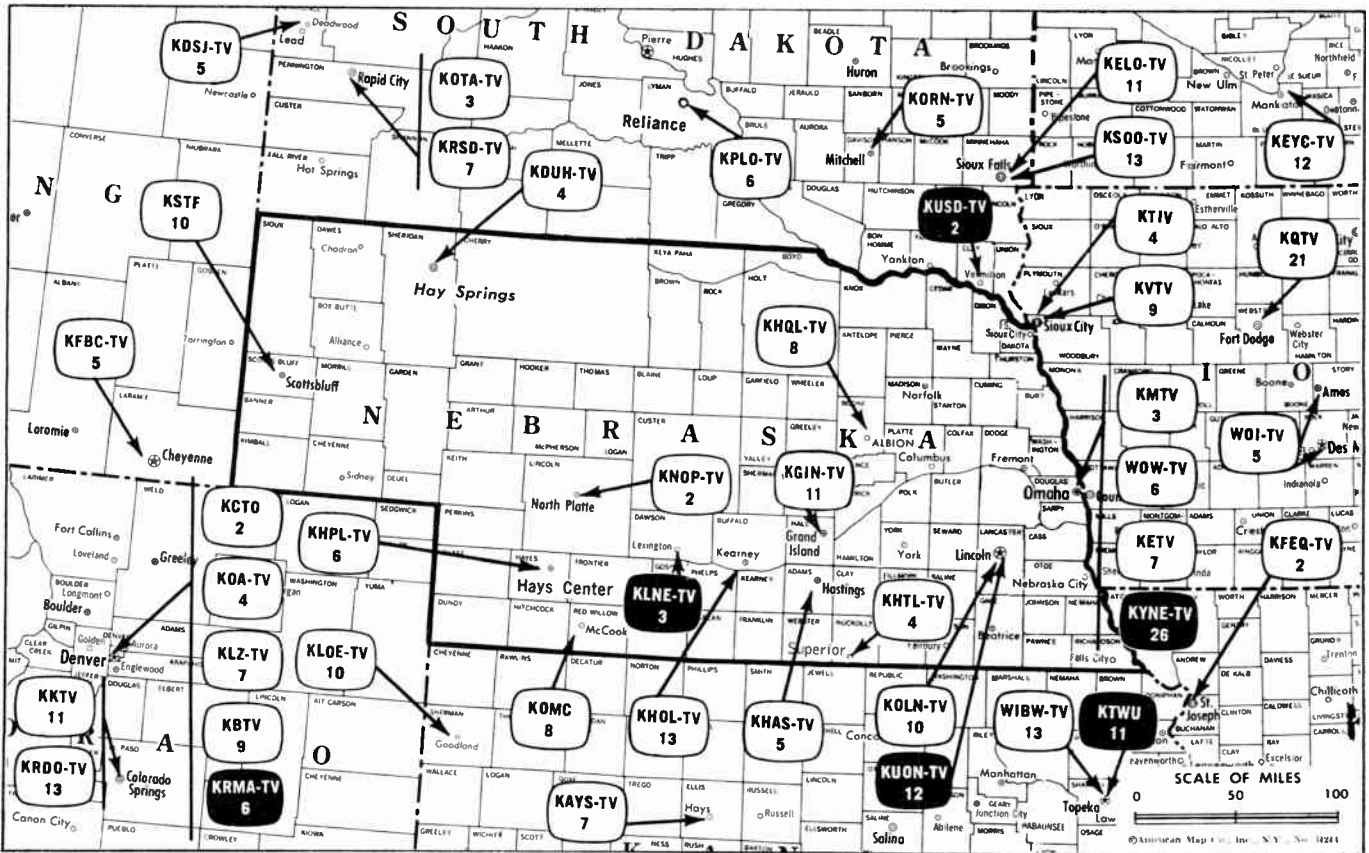
NET WEEKLY CIRCULATION (MARCH 65) 32,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 22,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



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**WASHINGTON, D.C.**

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| Market                   | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|--------------------------|----------------------------|------|-------------|------|---------------|------|
| Omaha                    | 313,500                    | 60   | 409,700     | 79   | 386,800       | 75   |
| Lincoln-Hastings-Kearney | 201,300                    | 93   | 285,400     | 107  | 264,800       | 106  |
| North Platte             | 21,200                     | 215  | 34,100      | 220  | 31,400        | 220  |

Nebraska Station Status as of Feb. 1, 1966

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 14  | 0   | 14    |
| Educational Television Stations | 2   | 1   | 3     |
|                                 |     |     | 17    |

For Additional State Data  
see next page

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# Nebraska

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

### KLNE-TV

Lexington

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 12th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 1063-ft. above ground, 3443-ft. above sea level.

Latitude 40° 23' 13"  
Longitude 99° 27' 31"

### KUON-TV

Lincoln

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Nebraska (68508).

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 360-ft. above av. terrain, 403-ft. above ground, 1597-ft. above sea level.

Latitude 40° 49' 23"  
Longitude 96° 39' 28"

Holds CP for change to 316-kw visual, 158-kw aural, 820-ft. above av. terrain, 871-ft. above ground, 2046-ft. above sea level, lat. 41° 08' 33", long. 96° 27' 01".

### KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

Grantee: Nebraska ETV Commission, 12th & R Sts., Lincoln, Neb. (68508).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 33.9-kw visual, 6.7-kw aural. Antenna: 430-ft. above av. terrain, 405-ft. above ground, 1555-ft. above sea level.

Latitude 41° 15' 28"  
Longitude 96° 00' 32"

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

### KSTF

Gering

(See Scottsbluff, Neb.)

### KHQL-TV

Columbus & Norfolk

(See Albion, Neb.)

### KHAS-TV, Hastings

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| NEBRASKA (CONTINUED) |                  |                |     |
| PHELPS               | 3,400            | 3,200          | 97  |
| PLATTE               | 7,700            | 7,300          | 95  |
| POLK                 | 2,000            | 1,900          | 97  |
| ROCK                 | 800              | 700            | 89  |
| SALINE               | 4,200            | 4,000          | 94  |
| SEWARD               | 4,300            | 3,900          | 90  |
| SHERMAN              | 1,500            | 1,400          | 90  |
| STANTON              | 1,700            | 1,600          | 90  |
| THAYER               | 2,900            | 2,600          | 93  |
| VALLEY               | 2,100            | 1,800          | 87  |
| WEBSTER              | 1,700            | 1,600          | 95  |
| WHEELER              | 400              | 300            | 85  |
| YORK                 | 4,500            | 4,100          | 91  |

### KOLN-TV, Lincoln

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| NEBRASKA (CONTINUED) |                  |                |     |
| HAMILTON             | 2,800            | 2,600          | 95  |
| HARLAN               | 1,300            | 1,200          | 94  |
| HITCHCOCK            | 1,300            | 1,200          | 95  |
| HOLT                 | 4,200            | 3,400          | 82  |
| HOWARD               | 1,800            | 1,700          | 92  |
| JEFFERSON            | 3,600            | 3,300          | 92  |
| JOHNSON              | 1,900            | 1,800          | 92  |
| KEARNEY              | 2,100            | 2,000          | 98  |
| LANCASTER            | 55,000           | 52,300         | 95  |
| LOUP                 | 300              | 300            | 91  |
| MADISON              | 8,300            | 7,500          | 90  |
| MERRICK              | 2,700            | 2,500          | 92  |
| NANCE                | 1,600            | 1,500          | 91  |
| NEPHEA               | 2,600            | 2,400          | 92  |
| NUCKOLLS             | 2,500            | 2,300          | 90  |
| OTOE                 | 5,500            | 5,200          | 94  |
| PAWNEE               | 1,400            | 1,300          | 87  |
| PHELPS               | 3,400            | 3,200          | 97  |
| PLATTE               | 7,700            | 7,300          | 95  |
| PULK                 | 2,000            | 1,900          | 97  |
| RED WILLOW           | 4,500            | 4,200          | 94  |
| RICHARDSON           | 4,200            | 3,800          | 92  |
| SALINE               | 4,200            | 4,000          | 94  |
| SAKPY                | 9,800            | 9,600          | 98  |
| SAUNDERS             | 5,700            | 5,400          | 95  |
| SEWARD               | 4,300            | 3,900          | 90  |
| SHERMAN              | 1,500            | 1,400          | 90  |
| STANTON              | 1,700            | 1,600          | 90  |
| THAYER               | 2,900            | 2,600          | 93  |
| VALLEY               | 2,100            | 1,800          | 87  |
| WEBSTER              | 1,700            | 1,600          | 95  |
| WHEELER              | 400              | 300            | 85  |
| YORK                 | 4,500            | 4,100          | 91  |

# Nebraska—Albion

**KHQL-TV**



Ch. 8

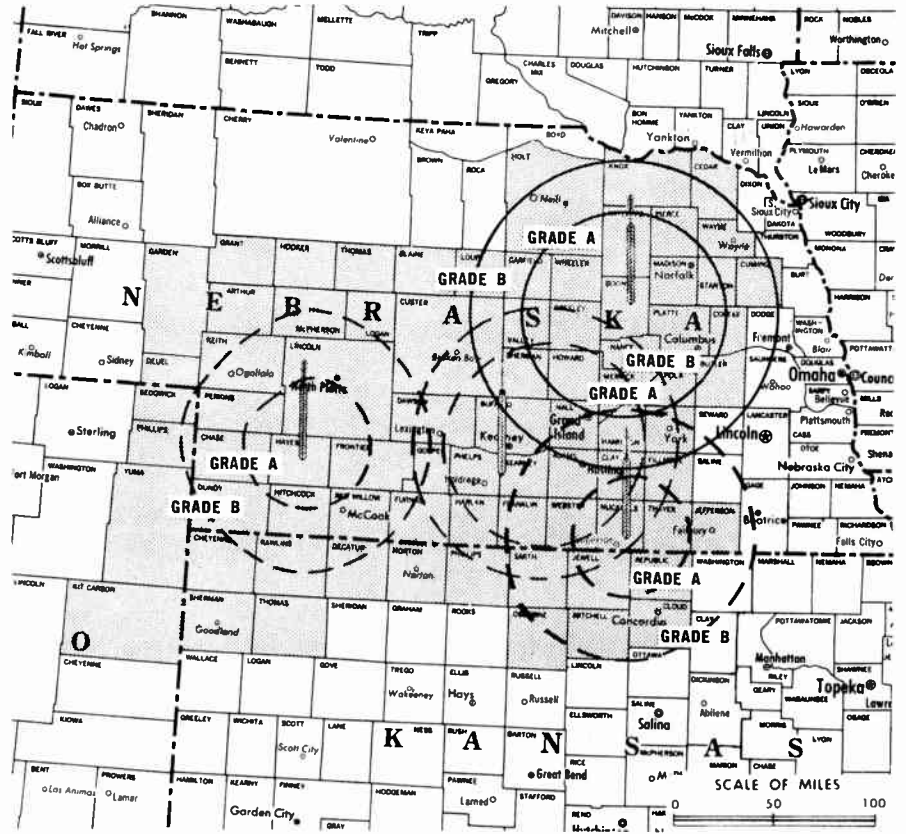
[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1140-ft. above av. terrain, 1134-ft. above ground, 3034-ft. above sea level.

Latitude 41° 40' 54"

Longitude 97° 52' 38"

Transmitter: 6-mi. E of Albion, 1.2-mi. S of Rt. 91.



County coverage (shaded areas) based on 1965 ARB study.

KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/5/64

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## KHQL-TV

Grantee: Bi-States Co., c/o F. Wayne Brewster, 414 East Ave., Holdrege, Neb. (68949).

Telephone: 402-234-4411.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by Meeker Co.

Personnel:  
ROBERT NEWKIRK, resident manager.  
CHARLES STRONACH, resident engineer.

Rates: Sold nationally & regionally only in conjunction with KHOL-TV, Kearney & KHPL-TV, Hayes Center, Neb.

ARB Data For This Station Included With Parent KHOL-TV, Kearney, Neb. Above Map Shows Coverage For Both Parent & Satellites.

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|-------------------|-------------------------|----------|
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| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Nebraska—Grand Island



**KGIN-TV**

Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 278-kw visual, 112-kw aural. Antenna: 1010-ft. above av. terrain, 1069-ft. above ground, 2145-ft. above sea level.

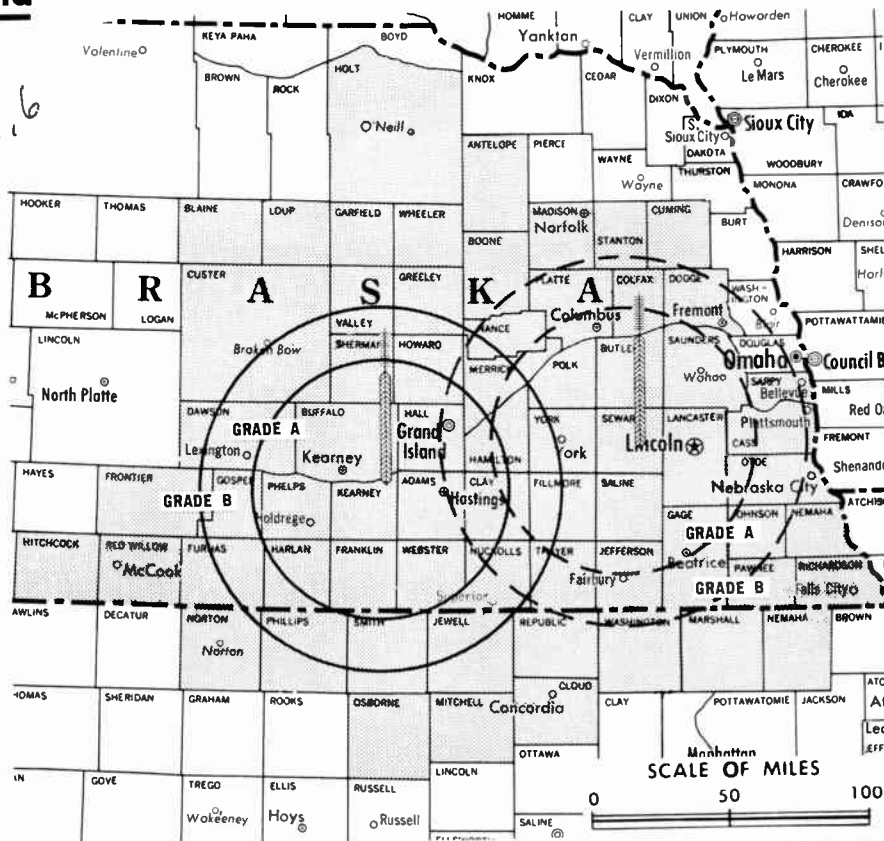
Latitude 40° 35' 20"  
Longitude 98° 48' 10"

Transmitter: 10-mi. N.E. of Minden.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

2816



County coverage (shaded areas) based on 1965 ARB study.

KGIN-TV Ref: FCC File No. BMPCT—5631 Granted 8/24/61

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

## KGIN-TV

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 40th & W. Sts., Lincoln, Neb. (68501).

Telephone: 402-466-2367. TWX No.: 402-591-1544.

Ownership: See KOLN-TV, Lincoln.

Began Operation: October 1, 1961.

Personnel:

Same as KOLN-TV.

BOB SCHNUELLE, operations mgr., Grand Island.

Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

ARB Data For This Station Included With Parent KOLN-TV, Lincoln, Neb. Above Map Shows Coverage For Both Parent & Satellite.

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# Nebraska—Hastings



**KHAS-TV**

Ch. 5



21.9

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

AM Affiliate: KHAS, .25-kw, 1230 kc.

Color Facilities: Network.

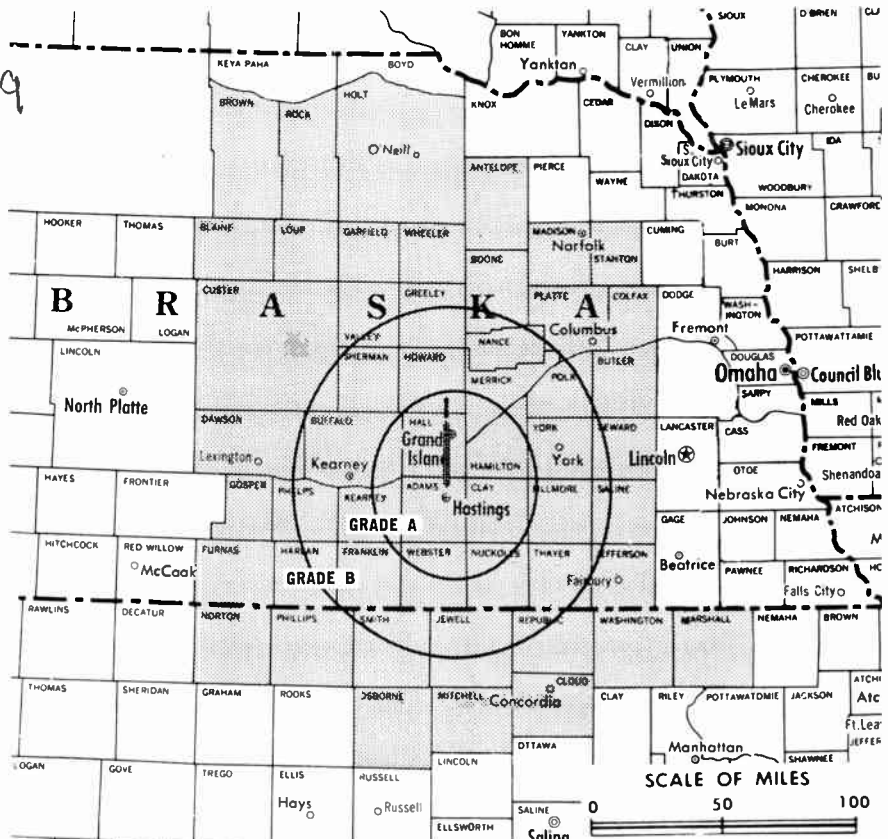
News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KHAS-TV Ref: FCC File No. BMPCT—3248 Granted 8/5/55

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

## KHAS-TV

Licensee: Nebraska Television Corp., Box 578 (68901).

Studio: Hwy. 281, 3-mi. N of Hastings.

Telephone: 402-463-1321. TWX No.: 402-596-1490.

Ownership: Seaton Publishing Co., 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; Duane L. Watts, 1.1%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; J. M. McDonald, v.p.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers, as well as magazine Western Farm Life (Denver). Meves owns KPLK, Dallas, Ore.

Began Operation: Jan. 1, 1956.

Represented (sales) by Venard, Torbet & McConnell Inc.

Personnel:

DUANE L. WATTS, v.p., general manager & film buyer.  
JANET LOCKHART, traffic manager.  
DUANE B. ALLISON, chief engineer.  
ROBERT C. BUCKLEY, assistant manager.  
LEE ELSESSER, news director.

DIGEST OF RATE CARD NO. 3-A—(Revised)  
(Aug. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6:59-9:59 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$72.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$350.

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| <b>KANSAS</b> |                  |          |     |
| CLOUD         | 4,400            | 3,800    | 87  |
| JEWELL        | 2,100            | 1,700    | 83  |
| MARSHALL      | 4,800            | 4,200    | 89  |
| MITCHELL      | 2,500            | 2,200    | 88  |
| NORTON        | 2,400            | 2,200    | 91  |

| STATE/COUNTY    | TOTAL HOUSEHOLDS | HOMES  | TV HOMES PER |
|-----------------|------------------|--------|--------------|
| OSBORNE         | 2,200            | 1,900  | 86           |
| PHILLIPS        | 2,500            | 2,200  | 85           |
| REPUBLIC        | 3,000            | 2,600  | 89           |
| SMITH           | 2,300            | 2,100  | 91           |
| WASHINGTON      | 3,100            | 2,700  | 87           |
| <b>NEBRASKA</b> |                  |        |              |
| ADAMS           | 9,300            | 8,800  | 95           |
| ANTELOPE        | 2,900            | 2,500  | 88           |
| BLAINE          | 300              | 200    | 75           |
| BOONE           | 2,600            | 2,400  | 92           |
| BROWN           | 1,300            | 1,100  | 84           |
| BUFFALO         | 8,500            | 8,000  | 94           |
| BUTLER          | 3,100            | 2,800  | 91           |
| CLAY            | 2,900            | 2,900  | 98           |
| COLFAX          | 3,200            | 2,900  | 90           |
| CUSTER          | 4,800            | 4,200  | 89           |
| DAWSON          | 6,300            | 5,900  | 94           |
| FILLMORE        | 3,100            | 2,900  | 94           |
| FRANKLIN        | 1,500            | 1,400  | 94           |
| FURNAS          | 2,200            | 2,000  | 89           |
| GARFIELD        | 900              | 800    | 88           |
| GOSPER          | 800              | 700    | 96           |
| GREELEY         | 1,100            | 900    | 86           |
| HALL            | 12,500           | 11,800 | 95           |
| HAMILTON        | 2,800            | 2,600  | 95           |
| HARLAN          | 1,300            | 1,200  | 94           |
| HOLT            | 4,200            | 3,400  | 82           |
| HOWARD          | 1,800            | 1,700  | 92           |
| JEFFERSON       | 3,600            | 3,300  | 92           |
| KEARNEY         | 2,100            | 2,000  | 98           |
| LOUP            | 300              | 300    | 91           |
| MADISON         | 8,300            | 7,500  | 90           |
| MERRICK         | 2,700            | 2,500  | 92           |
| NANCE           | 1,600            | 1,500  | 91           |
| NUCKOLLS        | 2,500            | 2,300  | 90           |

(Continued on page 390-b)

STATION TOTAL 165,000 150,500 91

NET WEEKLY CIRCULATION (MARCH 65) 94,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 63,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 6



# Nebraska—Hay Springs



**KDUH-TV**  
Ch. 4  
[Affiliate of KOTA-TV,  
Rapid City, S.D.]

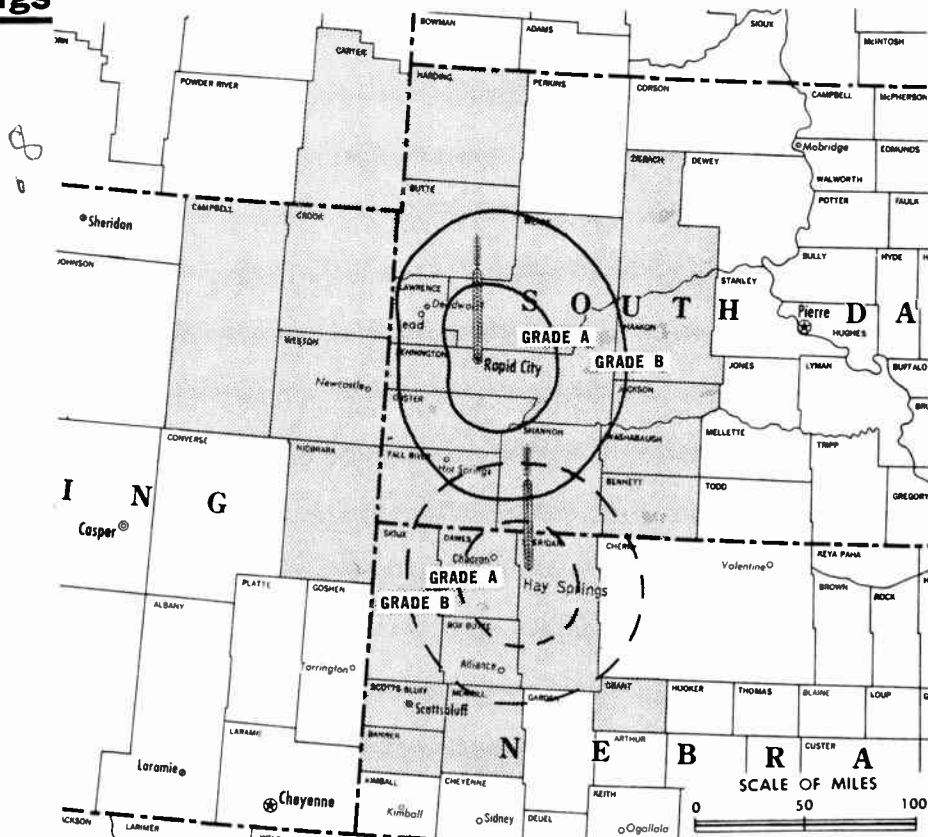
Technical Facilities: Channel No. 4  
(66-72 mc). Authorized power:  
100-kw visual, 15-kw aural. An-  
tenna: 650-ft. above av. terrain,  
585-ft. above ground, 4578-ft.  
above sea level.

Latitude 42° 38' 25"  
Longitude 102° 42' 04"

Transmitter: Hwy. 87.

News Wire Service: UPI.

Represented (engineering) by Com-  
mercial Radio Equipment Co.



County coverage (shaded areas) based on 1965  
ARB study.

KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

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

## KDUH-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D.  
(57702).

Studio: Hwy. 87.

Telephone: 605-638-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by The Meeker Company Inc.; Wayne Evans &  
Associates (Minneapolis); The Soderlund Company (Omaha-Lin-  
coln); Bob Hix Company Inc. (Mountain States); Eugene F. Gray  
Company (St. Louis-Kansas City); Riley Representatives (South-  
west).

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

Personnel:

OWEN LYON, resident manager.  
EDWARD DAVENPORT, chief engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City,  
S.D.

**ARB Data For This Station Included With Parent  
KOTA-TV, Rapid City, S.D. Above Map Shows  
Coverage For Both Parent & Satellite.**

# Nebraska—Hayes Center



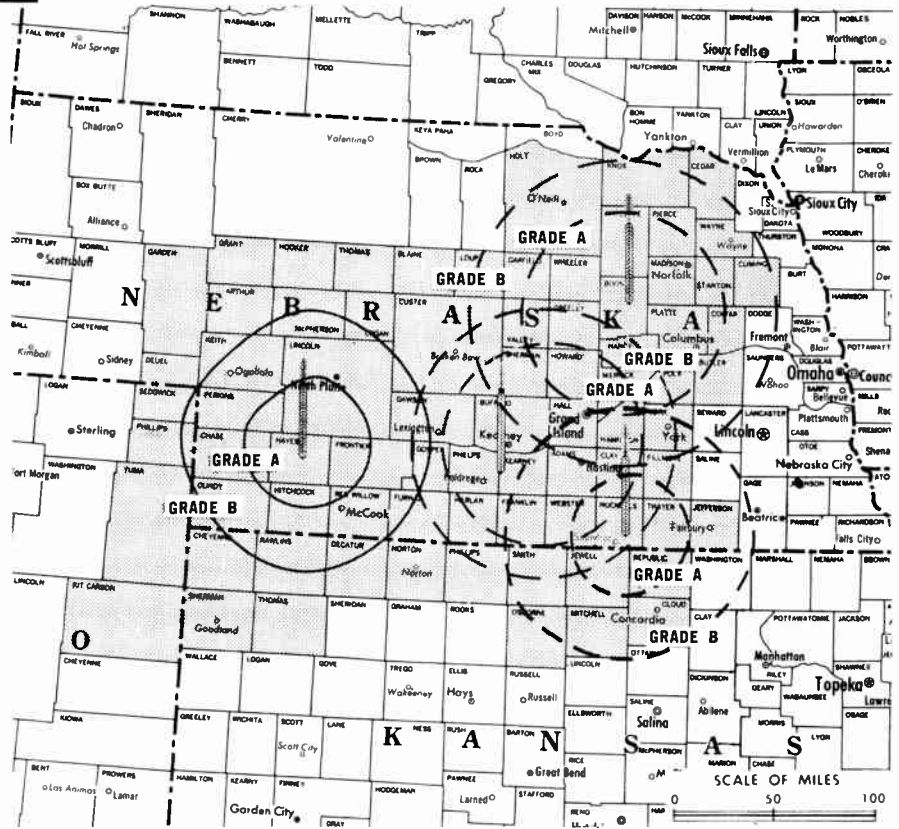
**KHPL-TV**



Ch. 6

[Satellite of KHOL-TV,  
Kearney, Neb.]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
100-kw visual, 20-kw aural, 710-  
ft. above av. terrain, 586-ft. above  
ground, 3851-ft. above sea level.  
Latitude 40° 37' 29"  
Longitude 101° 01' 58"  
Transmitter: County Rd., 8-mi. N of  
Hayes Center.



County coverage (shaded areas) based on 1965  
ARB study.

KHPL-TV Ref: FCC File No. BPCT—2531 Granted 9/17/58

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

## KHPL-TV

Network Service: ABC same as KHOL-TV.

Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.  
(68949).

Studio: County Rd., 8-mi. N of Hayes Center.

Telephone: 308-995-5952, Holdrege, Neb.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: Feb. 9, 1956.

Represented (sales) by The Meeker Co. Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

W. M. GREELY, director of engineering.  
ROD PEARSON, chief engineer.

RATES: Sold only in combination with KHOL-TV, Kearney, with  
rates applying to simultaneous telecasts on both stations.

NETWORK BASE HOURLY RATE: Bonus to KHOL-TV, Kearney-  
Holdrege.

ARB Data For This Station Included With Parent  
KHOL-TV, Kearney, Neb. Above Map Shows  
Coverage For Both Parent & Satellites.

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Cote St. Luc 29  
Montreal, Canada

# Nebraska—Kearney-Holdrege



**KHOL-TV**



Ch. 13

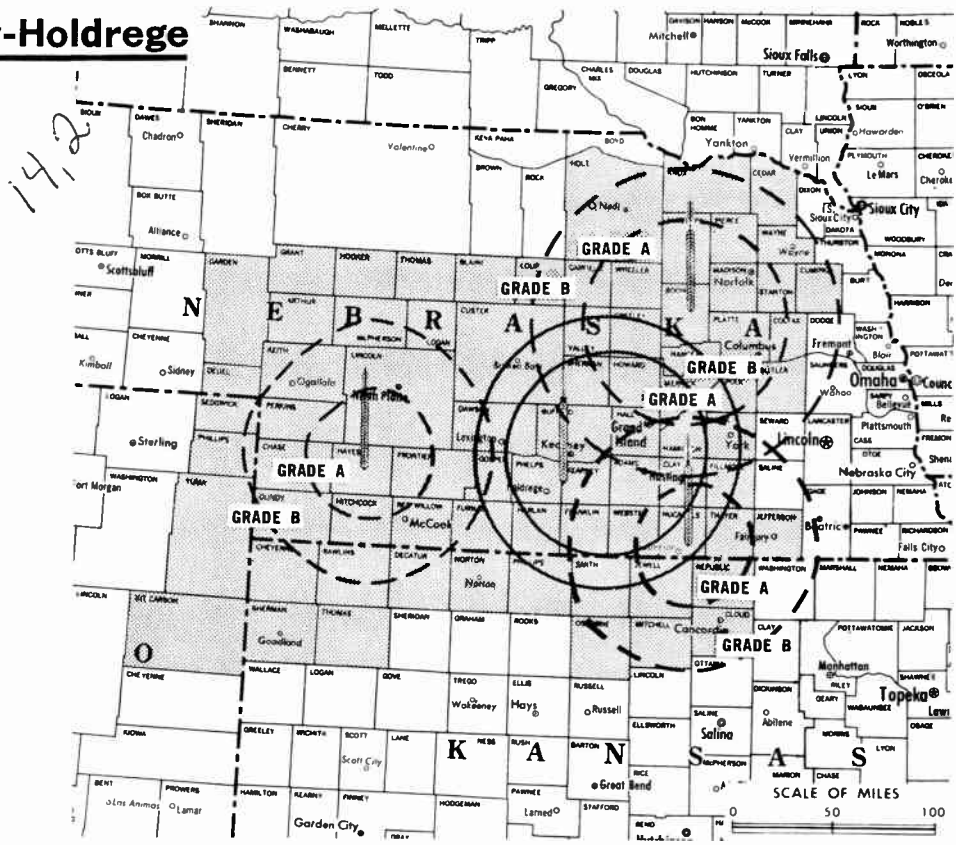
[Also operates satellite KHPL-TV, Hayes Center, Neb.; semi-satellites KHQL-TV, Albion & KHTL-TV, Superior, Neb.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1110-ft. above av. terrain, 1173-ft. above ground, 3243-ft. above sea level.

Latitude 40° 39' 27"  
Longitude 98° 51' 59"

Transmitter: 1.2 mi. NW of Lowell.  
Studio: 2.5-mi. E of Axtell, Neb.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHOL-TV Ref: FCC File No. BPCT-2718 Granted 8/1/62  
KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58  
KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/5/64  
KHTL-TV Ref: FCC File No. BXPCT-6083 Granted 4/22/65

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

## KHOL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).  
Telephones: 308-995-5952, Holdrege; 308-234-4411, Kearney.  
TWX No.: 308-456-3741.

Ownership: F. Wayne Brewster, pres. 61.1%; C. S. Freas Jr., v.p. 13.9%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb. and semi-satellites KHQL-TV (Ch. 8), Albion, Neb. and KHTL-TV (Ch. 4), Superior Neb.

Began Operation: Dec. 24, 1953.

Represented (sales) by the Meeker Co. Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

ROBERT BREWSTER, station manager.  
F. WAYNE BREWSTER, M.D., president & general manager.  
HARRY PACKARD, operations manager.  
CARL WELLS, news director.  
W. M. GREELY, director of engineering.  
GAIL COMPTON, production director.

### DIGEST OF RATE CARD NO. 1—(Sept. 1, 1964)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min.   | Min. or 20 Sec. | 10 Sec.  |
|------------------------------|----------|----------|----------|-----------------|----------|
| Class A—6:30-10 p.m., daily. | \$555.00 | \$345.00 | \$225.00 | \$145.00        | \$105.00 |

NETWORK BASE HOURLY RATE: \$600.

ARB Data for this Station includes Satellites KHPL-TV, Hayes Center & KHQL-TV, Albion, Neb. The Data does not reflect present coverage since KHTL-TV, Superior, Neb. began operation after the survey was made.

| STATE/COUNTY    | TOTAL      |       | TV HOMES PER |
|-----------------|------------|-------|--------------|
|                 | HOUSEHOLDS | HOMES |              |
| <b>COLORADO</b> |            |       |              |
| KIT CARSON      | 1,900      | 1,700 | 86           |
| PHILLIPS        | 1,500      | 1,400 | 96           |
| SEWICK          | 1,000      | 1,000 | 93           |
| YUMA            | 2,600      | 2,400 | 90           |
| <b>KANSAS</b>   |            |       |              |
| CHEYENNE        | 1,200      | 1,100 | 91           |
| CLOUO           | 4,400      | 3,800 | 87           |
| DECATUR         | 1,600      | 1,500 | 91           |
| JEWELL          | 2,100      | 1,700 | 83           |
| MITCHELL        | 2,500      | 2,200 | 88           |
| NORTON          | 2,400      | 2,200 | 91           |
| OSBORNE         | 2,200      | 1,900 | 86           |
| PHILLIPS        | 2,500      | 2,200 | 85           |
| RAWLINS         | 1,400      | 1,300 | 91           |
| REPUBLIC        | 3,000      | 2,600 | 89           |
| SHERMAN         | 1,900      | 1,700 | 92           |
| SMITH           | 2,300      | 2,100 | 91           |
| THOMAS          | 2,300      | 2,000 | 88           |
| <b>NEBRASKA</b> |            |       |              |
| ADAMS           | 9,300      | 8,800 | 95           |
| ANTELOPE        | 2,900      | 2,500 | 88           |
| ARTHUR          | 200        | 200   | 89           |
| BLAINE          | 300        | 200   | 75           |
| BODNE           | 2,600      | 2,400 | 92           |
| BUFFALO         | 8,500      | 8,000 | 94           |
| BUTLER          | 3,100      | 2,800 | 91           |
| CEDAR           | 3,700      | 3,500 | 94           |
| CHASE           | 1,300      | 1,200 | 94           |
| CLAY            | 2,900      | 2,900 | 98           |
| COLFAX          | 3,200      | 2,900 | 90           |
| CUMING          | 3,700      | 3,400 | 93           |
| CUSTER          | 4,800      | 4,200 | 89           |
| DAWSON          | 6,300      | 5,900 | 94           |

(Continued on page 403-b)

| STATION TOTAL                         | 205,500 | 188,300 | 92      |
|---------------------------------------|---------|---------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     |         |         | 140,300 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         |         | 92,300  |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 6       |

# Nebraska—Lincoln



**KOLN-TV**



Ch. 10

[Also operates satellite KGIN-TV, Grand Island, Neb.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 2529-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 97° 10' 46"

Holds CP for 60.3-kw aural, 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level. BPCT—3649.

Transmitter: 6-mi. E of Beaver Crossing.

Color: Network, film & slide.

News Wire Service: AP, UPI.

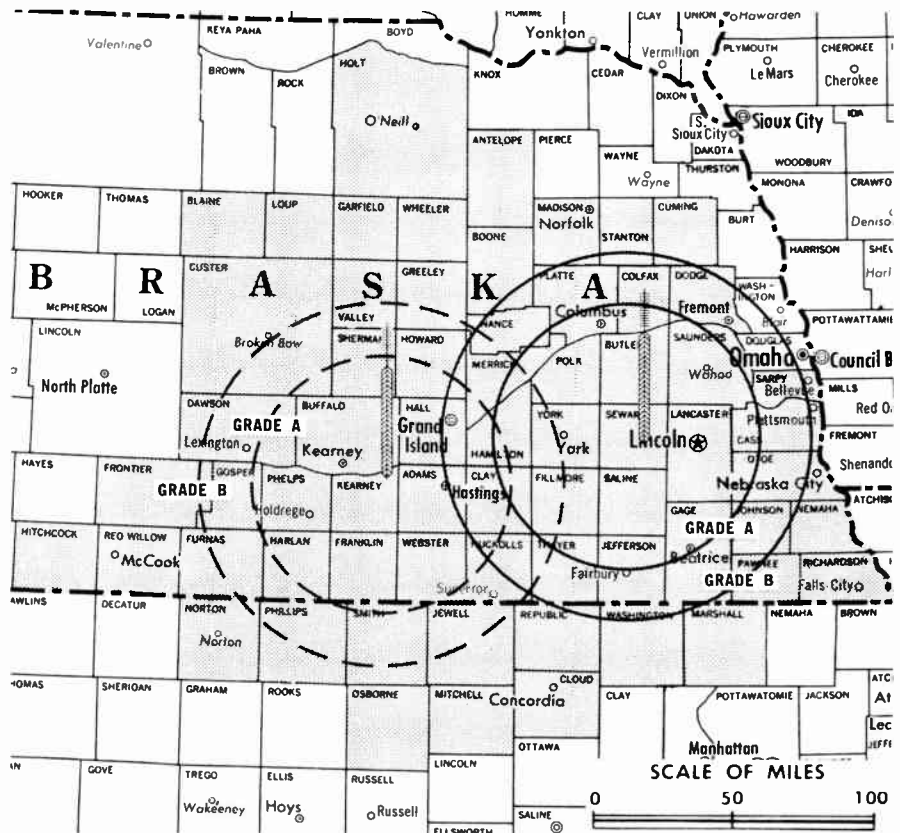
News Film Service: CBS.

Facsimile Service: UPI.

Studio: 40th & W Sts.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOLN-TV Ref: FCC File No. BNPCT-1880 Granted 3/24/54  
CP B14T-3649 Granted 12/15/65

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

## KOLN-TV

Licensee: Cornhusker Television Corp., 40th & W Sts. (68503).

Telephone: 402-434-8251.

TWX No.: 402-591-1544.

Ownership: John E. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich. Cornhusker Television also owns satellite KGIN-TV, Grand Island, Neb.

Began Operation: Feb. 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955. (Television Digest, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JOHN E. FETZER, president.
- A. JAMES EBEL, v.p. & manager.
- DUANE HOLMAN, sales manager.
- PAUL JENSEN, program director, & assistant general manager.
- BOB TAYLOR, news director.
- BILL HEMKE, production director.
- BEVERLY BENNETT, public service director.
- KAY CASEY, promotion director.
- RITA SHAW, women's director.
- LES BLAUVELT, farm director.
- RAY TAYLOR, engineering director.

### DIGEST OF RATE CARD NO. 11\*—(July 1, 1965)

| Hour                          | 30 Min.  | 15 Min.  | Min. or 40 Sec. | 30 Sec.  | 20 Sec.  | 10 Sec. |
|-------------------------------|----------|----------|-----------------|----------|----------|---------|
| Class AA—6:59-10 p.m., daily. | \$675.00 | \$390.00 | \$215.00        | \$172.00 | \$162.00 | \$81.00 |

\* Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$775.00.

ARB Data For This Station Includes Satellite KGIN-TV, Grand Island, Neb.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES |     |
|-----------------|------------------|----------|-----|
|                 |                  | HOMES    | PER |
| <b>KANSAS</b>   |                  |          |     |
| CLOUD           | 4,400            | 3,800    | 87  |
| JEWELL          | 2,100            | 1,700    | 83  |
| MARSHALL        | 4,800            | 4,200    | 89  |
| MITCHELL        | 2,500            | 2,200    | 88  |
| NORTON          | 2,400            | 2,200    | 91  |
| OSBORNE         | 2,200            | 1,900    | 86  |
| PHILLIPS        | 2,500            | 2,200    | 85  |
| REPUBLIC        | 3,000            | 2,600    | 89  |
| SMITH           | 2,300            | 2,100    | 91  |
| WASHINGTON      | 3,100            | 2,700    | 87  |
| <b>NEBRASKA</b> |                  |          |     |
| ADAMS           | 9,300            | 8,800    | 95  |
| ANTELOPE        | 2,900            | 2,500    | 88  |
| BLAINE          | 300              | 200      | 75  |
| BOONE           | 2,600            | 2,400    | 92  |
| RUFFALO         | 8,500            | 8,000    | 94  |
| BUTLER          | 3,100            | 2,800    | 91  |
| CASS            | 5,800            | 5,600    | 96  |
| CLAY            | 2,900            | 2,900    | 98  |
| COLFAX          | 3,200            | 2,900    | 90  |
| CUMING          | 3,700            | 3,400    | 93  |
| CUSTER          | 4,800            | 4,200    | 89  |
| DAWSON          | 6,300            | 5,900    | 94  |
| DODGE           | 11,700           | 11,200   | 96  |
| FILLMORE        | 3,100            | 2,900    | 94  |
| FRANKLIN        | 1,500            | 1,400    | 94  |
| FRONTIER        | 1,100            | 1,000    | 93  |
| FURNAS          | 2,200            | 2,000    | 89  |
| GAGE            | 8,300            | 7,700    | 93  |
| GARFIELD        | 900              | 800      | 88  |
| GOSPER          | 800              | 700      | 96  |
| GREELEY         | 1,100            | 900      | 86  |
| HALL            | 12,500           | 11,800   | 95  |

(Continued on page 390-b)

| STATION TOTAL | 285,400 | 264,800 | 93 |
|---------------|---------|---------|----|
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 201,300 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 162,300 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

# Nebraska—McCook



**KOMC**



Ch. 8

[Satellite of KARD-TV, Wichita, Kan.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

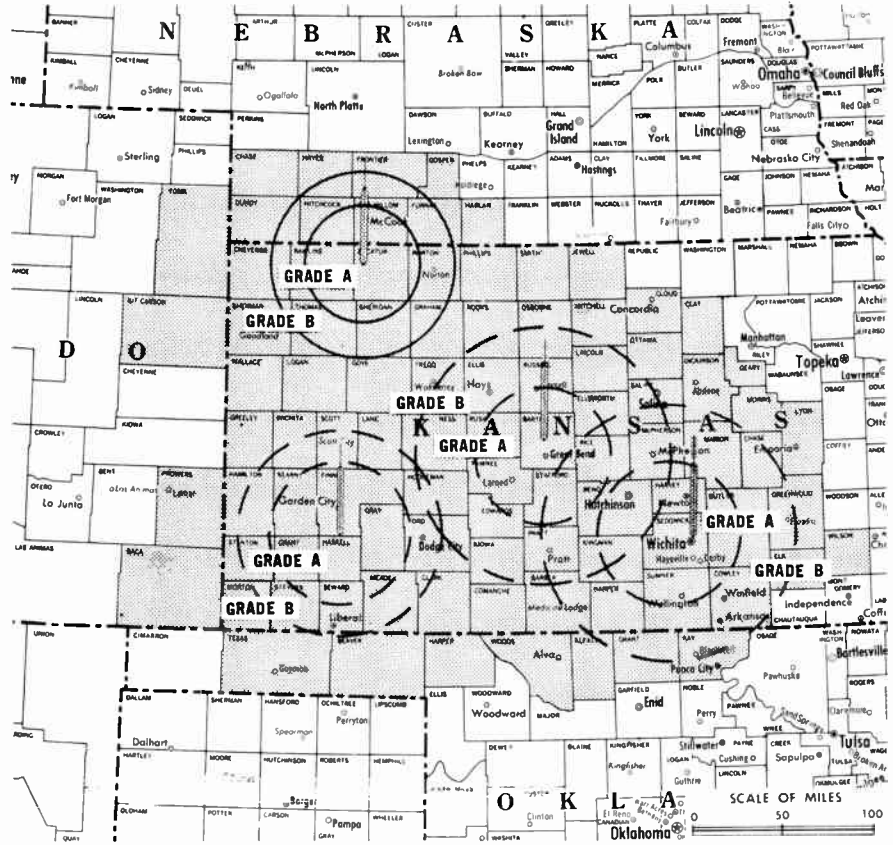
Latitude 39° 49' 48"

Longitude 100° 42' 04"

Transmitter: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Color: Network.

News Wire Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KOMC Ref: FCC File No. BMPCT—5393 Granted 10/15/59

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

## KOMC

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan. (67203).

Studio: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Telephone: 316-475-2713.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Oct. 16, 1959.

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

Represented (legal) by Koteen & Burt.

Personnel:  
DON SECORD, station manager.

Rates: Offered as a bonus with KARD-TV, Wichita, Kan. & satellites (Kansas State Network) KGLD, Garden City, Kan. & KCKT, Great Bend, Kan.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend, Kan.

ARB Data For This Station Included With Parent KARD-TV, Wichita, Kan. Above Map Shows Coverage For Both Parent & Satellites.

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE

NEW YORK, N.Y.

# Nebraska—North Platte



**KNOP-TV**

Ch. 2

118

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 57-kw visual, 11.2-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"  
Longitude 100° 43' 58"

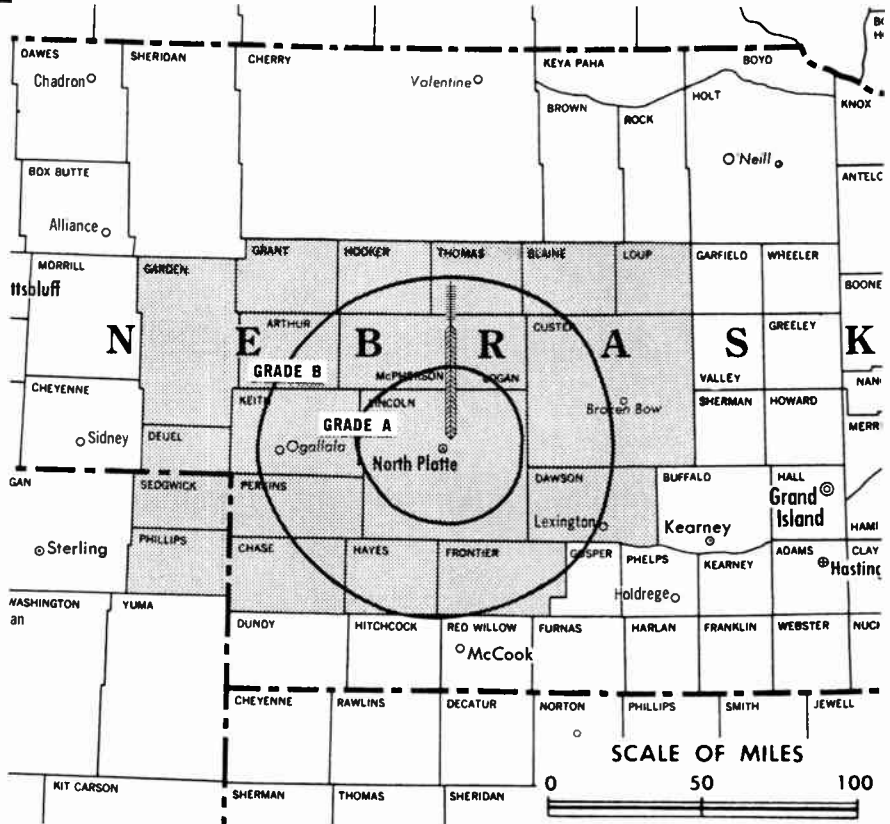
Transmitter: 4.7-mi. NNE of center of town.

Color: Network:

News Wire Service: AP.

AM Affiliate: CP for 1-kw, 1410 kc.

O & O Translators: K80EZ, Curtis; K90GW, Broken Bow; K11GY, Mullen, Neb.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KNOP-TV Ref: FCC File No. RMPCT-5042 Granted 5/2/58

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

## KNOP-TV

Licensee: North Platte Television Inc., Box 749 (69101).

Studio: 4.7-mi. NNE of center of town. Telephone: 308-532-2222.

Ownership: Fred E. Shrake, pres., .53%; Mac Smock, v.p., .74%; C. L. Ellis, secy., .53%; Rush C. Clarke, treas., 3.88%; the following are directors: York A. Hinan, 20.6%; Orvill Kuhlmann, 4.26%; George H. Larkin, 2.66%; Paul Ely, .80%; J. J. Swanson, 1.33%; L. A. Snavelly, 1.60%; Lynn Gorman, 1.06%; F. C. Meyer, .53%; Vern F. Lyons, .53%. There are more than 40 other stockholders, none holding as much as 3%.

Began Operation: Dec. 15, 1958.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

HARRY PECK, manager & film buyer.  
BILL YOUNG, national & regional sales.  
ROBERT FREDINBURG, chief engineer.

DIGEST OF RATE CARD NO. 4—(March 1, 1964)

| Hour                            | 30 Min.  | 15 Min. | 10 Min. | Min. or 40 Sec. | 20 Sec. | 10 Sec.         |
|---------------------------------|----------|---------|---------|-----------------|---------|-----------------|
| Class A—6:59-10:31 p.m., daily. | \$150.00 | \$90.00 | \$60.00 | \$55.00         | \$36.00 | \$28.00 \$14.00 |
| NETWORK BASE HOURLY RATE:       | \$100.   |         |         |                 |         |                 |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| <b>COLORADO</b>      |                  |               |           |
| PHILLIPS             | 1,500            | 1,400         | 96        |
| SEDGWICK             | 1,000            | 1,000         | 93        |
| <b>NEBRASKA</b>      |                  |               |           |
| ARTHUR               | 200              | 200           | 89        |
| BLAINE               | 300              | 200           | 75        |
| CHASE                | 1,300            | 1,200         | 94        |
| CUSTER               | 4,800            | 4,200         | 89        |
| DAWSON               | 6,300            | 5,900         | 94        |
| DEUEL                | 1,000            | 1,000         | 93        |
| FRONTIER             | 1,100            | 1,000         | 93        |
| GARDEN               | 1,000            | 800           | 82        |
| GRANT                | 300              | 300           | 78        |
| HAYES                | 600              | 500           | 92        |
| HOOVER               | 400              | 300           | 98        |
| KEITH                | 2,500            | 2,400         | 95        |
| LINCOLN              | 9,400            | 8,800         | 94        |
| LOGAN                | 300              | 300           | 83        |
| LOUP                 | 300              | 300           | 91        |
| MC PHERSON           | 200              | 200           | 82        |
| PERKINS              | 1,200            | 1,100         | 98        |
| THOMAS               | 400              | 300           | 76        |
| <b>STATION TOTAL</b> | <b>34,100</b>    | <b>31,400</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 21,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 16,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Nebraska—Omaha



**KETV**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 48-kw aural. Antenna: 630-ft. above av. terrain, 585-ft. above ground, 1746-ft. above sea level.

Latitude 41° 15' 29.5"  
Longitude 95° 57' 06"

Transmitter: 27th & Douglas Sts.

Studio: 27th & Douglas Sts.

Telephone: 402-345-7777.

TWX No.: 402-348-1106.

Color: Network, film, slide & tape.

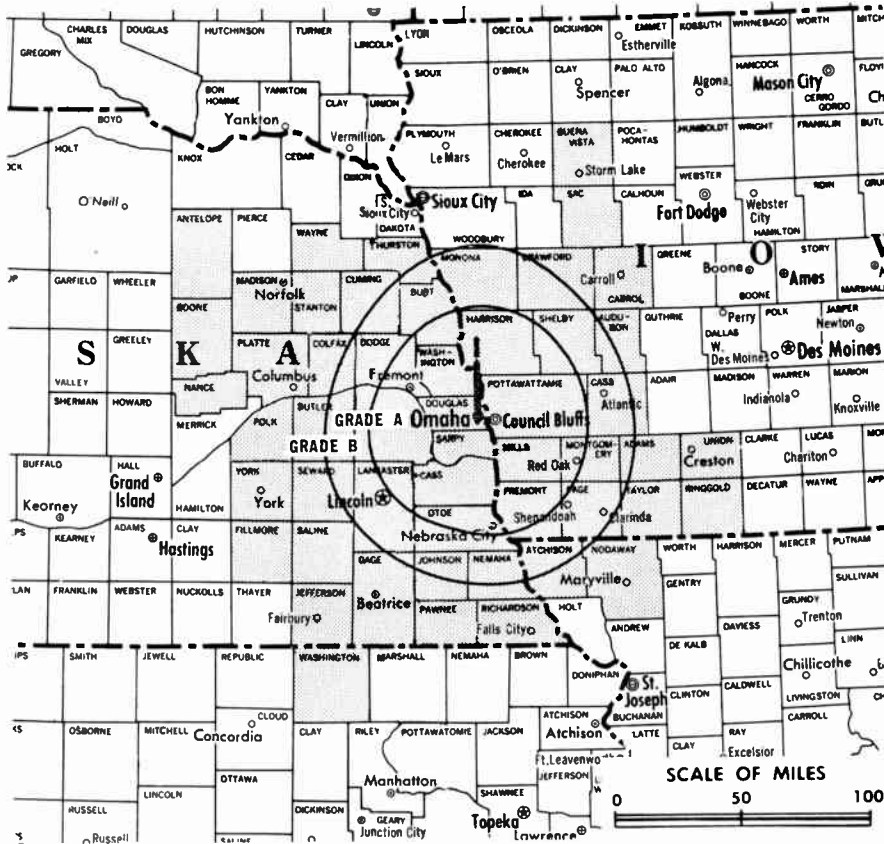
News Wire Service: AP

Facsimile Service: AP.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KETV Ref: FCC File No. BPCT-1663 Granted 4/25/56

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

## KETV

Licensee: Herald Corp., 27th & Douglas Sts., Omaha (68131).

Ownership: Herald Corp. (Ben H. Cowdery, pres.; Eugene S. Thomas and Peter Kiewit, v.p.'s; Donald E. Baker, secy.-treas.). Herald Corp. is a wholly-owned subsidiary of Peter Kiewit Sons' Inc. (Peter Kiewit, pres. & treas.).

Began Operation: Sept. 17, 1957. Sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Television Digest, Vol. 2:45; 3:23).

Represented (sales) by Harrington, Righter & Parsons Inc.; Harry S. Hyett Co. (Minneapolis).

### Personnel:

BEN H. COWDERY, president.  
EUGENE S. THOMAS, executive vice president & film buyer.  
KENNETH H. JAMES, station manager.  
E. S. (BUD) NEBLE, assistant sales manager.  
JACK PETRIK, program manager.  
DONALD K. DAVIS, public service & promotion manager.  
LEE TERRY, managing editor of news division.  
LAWRENCE SIBILIA, chief engineer.

### DIGEST OF RATE CARD NO. 10—(Feb. 1, 1965)

| Hour                       | 30 Min.   | 15 Min.  | Min.*    | 20 Sec.* | ID*      |          |
|----------------------------|-----------|----------|----------|----------|----------|----------|
| Class AA—7-10 p.m., daily. | \$1000.00 | \$600.00 | \$380.00 | \$325.00 | \$275.00 | \$138.00 |

\*Class AAA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| <b>IOWA</b>  |                  |          |     |
| ADAMS        | 2,100            | 1,900    | 90  |
| AUDUBON      | 3,100            | 3,000    | 95  |
| BUENA VISTA  | 6,600            | 6,200    | 95  |
| CARROLL      | 6,600            | 6,400    | 96  |
| CASS         | 5,700            | 5,300    | 94  |
| CRAWFORD     | 5,300            | 5,000    | 95  |
| FREMONT      | 2,800            | 2,700    | 96  |
| HARRISON     | 5,000            | 4,800    | 94  |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | HOMES   | PER |
|----------------------|------------------|---------|-----|
| <b>MILLS</b>         | 3,500            | 3,300   | 95  |
| <b>MONONA</b>        | 3,900            | 3,700   | 94  |
| <b>MONTGOMERY</b>    | 4,500            | 4,200   | 94  |
| <b>PAGE</b>          | 6,200            | 5,700   | 93  |
| <b>POTTAWATTAMIE</b> | 26,800           | 25,500  | 95  |
| <b>RINGGOLD</b>      | 2,300            | 2,100   | 94  |
| <b>SAC</b>           | 5,200            | 4,800   | 93  |
| <b>SHELBY</b>        | 4,400            | 4,200   | 96  |
| <b>TAYLOR</b>        | 2,900            | 2,600   | 89  |
| <b>UNION</b>         | 4,200            | 3,900   | 93  |
| <b>KANSAS</b>        |                  |         |     |
| WASHINGTON           | 3,100            | 2,700   | 87  |
| <b>MISSOURI</b>      |                  |         |     |
| ATCHISON             | 2,600            | 2,400   | 93  |
| NODAWAY              | 6,400            | 5,800   | 91  |
| <b>NEBRASKA</b>      |                  |         |     |
| ANTELOPE             | 2,900            | 2,500   | 88  |
| BOONE                | 2,600            | 2,400   | 92  |
| BURT                 | 3,000            | 2,900   | 96  |
| BUTLER               | 3,100            | 2,800   | 91  |
| CASS                 | 5,800            | 5,600   | 96  |
| COLFAX               | 3,200            | 2,900   | 90  |
| CUMING               | 3,700            | 3,400   | 93  |
| DODGE                | 11,700           | 11,200  | 96  |
| DOUGLAS              | 116,500          | 111,100 | 95  |
| FILLMORE             | 3,100            | 2,900   | 94  |
| GAGE                 | 8,300            | 7,700   | 93  |
| JEFFERSON            | 3,600            | 3,300   | 92  |
| JOHNSON              | 1,900            | 1,800   | 92  |
| LANCASTER            | 55,000           | 52,300  | 95  |
| MADISON              | 8,300            | 7,500   | 90  |
| NANCE                | 1,600            | 1,500   | 91  |
| NEMAHA               | 2,600            | 2,400   | 92  |

(Continued on page 403-b)

STATION TOTAL 409,700 386,800 94

NET WEEKLY CIRCULATION (MARCH 65) 308,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 217,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



# Nebraska—Omaha



**KMTV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 600-ft. above av. terrain, 557-ft. above ground, 1731-ft. above sea level.

Latitude 41° 15' 25.2"  
Longitude 95° 57' 02.5"

Requests change to 20-kw aural, 1367-ft. above av. terrain, 1340-ft. above ground, 2544-ft. above sea level, lat. 41° 18' 25", long. 96° 01' 37"; transmitter to 72nd St. at Crown Pt. Ave. BPCT—3288.

Transmitter: 2615 Farnam St.

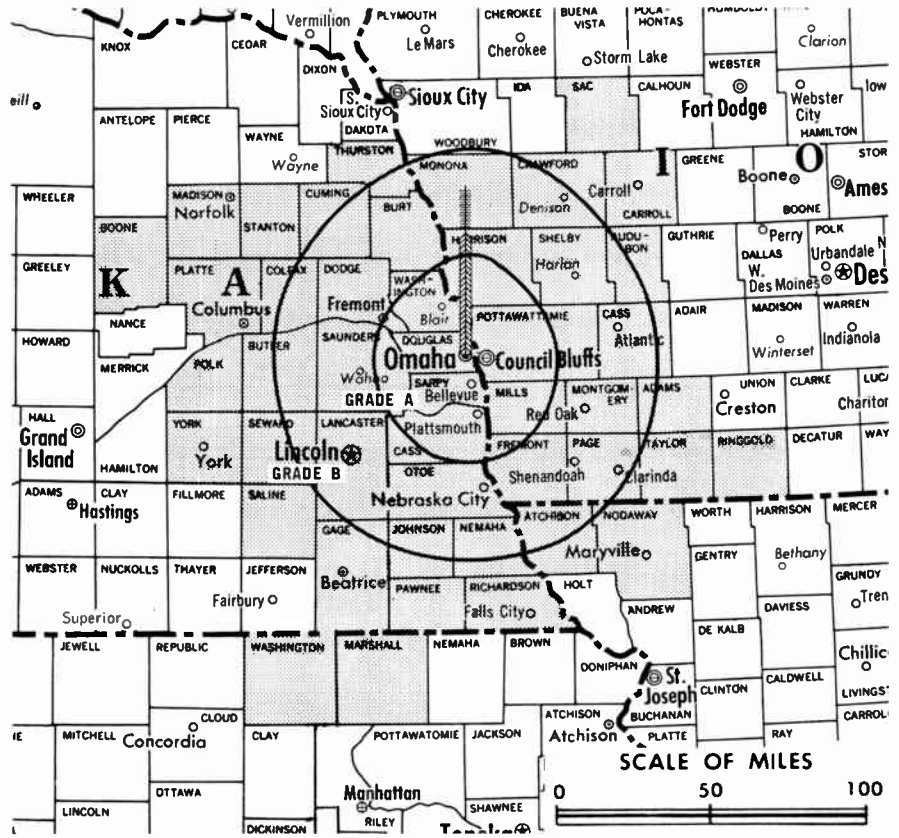
TV tape: Recording facilities.

AM Affiliate: KFAB, 50-kw, 1110 kc (NBC). FM Affiliate: KFAB-FM, 115-kw, 99.9 mc (No. 260), 500-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KMTV Ref: FCC File No. BMPCT—013 Granted 12/19/52

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

## KMTV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha (68131).

Studio: 2615 Farnam St.

Telephone: 402-345-3333. TWX No.: 402-348-1109.

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.). May Bcstg. owns 48.86% of KFAB, Omaha. Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; Arden E. Swisher, v.p. for sales; Raymond J. Schroeder, v.p., engineering; James B. Shaum, secy.-treas.; and the following directors; Gertrude W. May, Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, J. D. Rankin Jr., Raymond J. Schroeder and O. L. Saddler.

O&O Translator: K11GN, Clarinda, Ia.

Began Operation: Sept. 1, 1949.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDWARD W. MAY, president.

OWEN SADDLER, executive v.p. & general manager.

ARDEN SWISHER, v.p. for sales.

JOE BAKER, regional and local sales manager.

LEW JEFFREY, program manager & film buyer.

AMOS E. EASTRIDGE, promotion & merchandising director.

KENNETH MICHELSON, film director.

R. J. SCHROEDER, v.p., engineering.

### DIGEST OF RATE CARD NO. 14

(June 1, 1964)

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

Class AA—7-10 p.m., daily.

\$1000.00 \$580.00 \$395.00 ..... Graded rates apply\*.

\*Highest rate: \$408.00.

NETWORK BASE HOURLY RATE: \$1050.

1966 Edition

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>IOWA</b>     |                  |          |     |
| ADAMS           | 2,100            | 1,900    | 90  |
| AUDUBON         | 3,100            | 3,000    | 95  |
| CARROLL         | 6,600            | 6,400    | 96  |
| CASS            | 5,700            | 5,300    | 94  |
| CRAWFORD        | 5,300            | 5,000    | 95  |
| FREMONT         | 2,800            | 2,700    | 96  |
| HARRISON        | 5,000            | 4,800    | 94  |
| MILLS           | 3,500            | 3,300    | 95  |
| MONONA          | 3,900            | 3,700    | 94  |
| MONTGOMERY      | 4,500            | 4,200    | 94  |
| PAGE            | 6,200            | 5,700    | 93  |
| POTTAWATTAMIE   | 26,800           | 25,500   | 95  |
| RINGGOLD        | 2,300            | 2,100    | 94  |
| SAC             | 5,200            | 4,800    | 93  |
| SHELBY          | 4,400            | 4,200    | 96  |
| TAYLOR          | 2,900            | 2,600    | 89  |
| <b>KANSAS</b>   |                  |          |     |
| MARSHALL        | 4,800            | 4,200    | 89  |
| WASHINGTON      | 3,100            | 2,700    | 87  |
| <b>MISSOURI</b> |                  |          |     |
| ATCHISON        | 2,600            | 2,400    | 93  |
| NODAWAY         | 6,400            | 5,800    | 91  |
| <b>NEBRASKA</b> |                  |          |     |
| BOONE           | 2,600            | 2,400    | 92  |
| BURT            | 3,000            | 2,900    | 96  |
| BUTLER          | 3,100            | 2,800    | 91  |
| CASS            | 5,800            | 5,600    | 96  |
| COLFAX          | 3,200            | 2,900    | 90  |
| CUMING          | 3,700            | 3,400    | 93  |
| DODGE           | 11,700           | 11,200   | 96  |
| DOUGLAS         | 116,500          | 111,100  | 95  |
| GAGE            | 8,300            | 7,700    | 93  |

(Continued on page 403-b)

|                                       |         |         |    |
|---------------------------------------|---------|---------|----|
| STATION TOTAL                         | 389,500 | 367,800 | 94 |
| NET WEEKLY CIRCULATION (MARCH 65)     |         | 313,500 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         | 227,900 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         |         | 5  |

# Nebraska—Omaha



**WOW-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 590-ft. above av. terrain, 510-ft. above ground, 1710-ft. above sea level.

Latitude 41° 15' 26"  
Longitude 95° 57' 49"

Requests 20-kw aural, 1377-ft. above av. terrain, 1361-ft. above ground, 2545-ft. above sea level, lat. 41° 18' 40", long. 96° 01' 37"; transmitter to 72nd & Crown Point Ave. BPCT—3671.

Transmitter: 3501 Farnam St.

TV tape: Recording facilities.

AM Affiliate: WOW, 5-kw, 590 kc (CBS).

FM Affiliate: WOW-FM, 40-kw, 92.3 mc (No. 222), 480-ft.

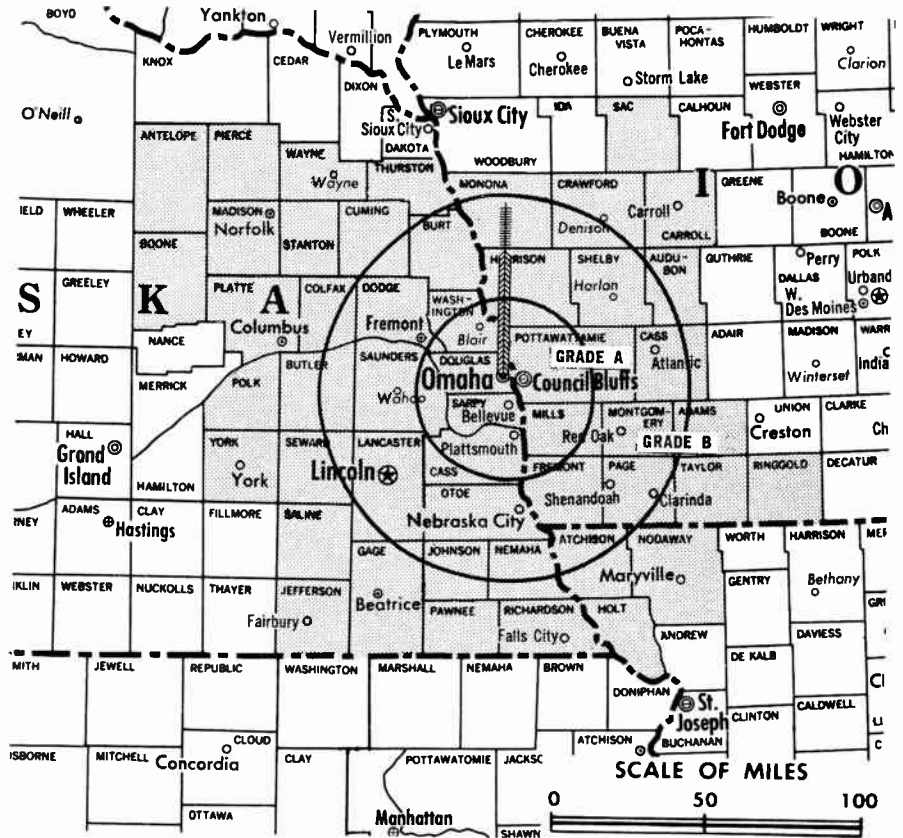
O & O Translators: K09GJ, Clarinda, Ia.; K71BL, Norfolk, Neb.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOW-TV Ref: FCC File No. BMPCT-894 Granted 12/19/52

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## WOW-TV

Licensee: Meredith WOW Inc., 3501 Farnam St., Omaha (68131).

Studio: 3501 Farnam St. Telephone: 402-346-3400. TWX No.: 402-348-1239.

Ownership: Meredith Publishing Company, Des Moines, Iowa, through subsidiary Meredith WOW Inc. For Meredith Publishing Co. executives see Book & Periodical Publishers Ownership. Meredith Broadcasting Company officers: Fred Bohlen, chairman of the board; Frank P. Fogarty, pres., c/o Meredith WOW Inc., Omaha, Neb. Same interests own radio WOW & WOW-FM, Omaha; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Aug. 29, 1949. Sold to present owner Sept. 1951 (Television Digest, Vol. 7:32, 39).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- HOWARD L. STALNAKER, v.p. & general manager.
- BILL McBRIDE, station manager.
- COAD DAILEY, local sales manager.
- BILL McNAMARA, program director & film buyer.
- DALE LARSON, production supervisor.
- GLENN FLYNN, director of engineering.
- MIKE BYRNE, promotion manager.
- MARILOU THIBAUT, continuity director.
- ARNOLD PETERSON, farm director.
- JAMES McGAFFIN, news editor.
- JOHN DIXON, sales service director.
- WILLIAM F. TEMPLIN, office manager.

### DIGEST OF RATE CARD NO. 16 (Revised) (Dec. 1, 1963)

| Hour                       | 30 Min.   | 15 Min.  | 5 Min.   | Min.*    | 20 Sec.* | 10 Sec.* |
|----------------------------|-----------|----------|----------|----------|----------|----------|
| Class AA—7-10 p.m., daily. | \$1000.00 | \$575.00 | \$390.00 | \$292.50 | \$245.00 | \$225.00 |
|                            | \$112.50  |          |          |          |          |          |

\*Section 1. Section 2 offers Min., 20 & 10 Sec., on 1-3-5 plan.

NETWORK BASE HOURLY RATE: \$950.

402-b

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES |     |
|-----------------|------------------|----------|-----|
|                 |                  | HOMES    | PER |
| <b>IOWA</b>     |                  |          |     |
| ADAMS           | 2,100            | 1,900    | 90  |
| AUDUBON         | 3,100            | 3,000    | 95  |
| CARROLL         | 6,600            | 6,400    | 96  |
| CASS            | 5,700            | 5,300    | 94  |
| CRAWFORD        | 5,300            | 5,000    | 95  |
| FREMONT         | 2,800            | 2,700    | 96  |
| HARRISON        | 5,000            | 4,800    | 94  |
| MILLS           | 3,500            | 3,300    | 95  |
| MUNONA          | 3,900            | 3,700    | 94  |
| MONTGOMERY      | 4,500            | 4,200    | 94  |
| PAGE            | 6,200            | 5,700    | 93  |
| POTTAWATTAMIE   | 26,800           | 25,500   | 95  |
| RINGGOLD        | 2,300            | 2,100    | 94  |
| SAC             | 5,200            | 4,800    | 93  |
| SHELBY          | 4,400            | 4,200    | 96  |
| TAYLOR          | 2,900            | 2,600    | 89  |
| <b>MISSOURI</b> |                  |          |     |
| ATCHISON        | 2,600            | 2,400    | 93  |
| HOLT            | 2,200            | 1,900    | 87  |
| NODAWAY         | 6,400            | 5,800    | 91  |
| <b>NEBRASKA</b> |                  |          |     |
| ANTELOPE        | 2,900            | 2,500    | 88  |
| BOONE           | 2,600            | 2,400    | 92  |
| BURT            | 3,000            | 2,900    | 96  |
| BUTLER          | 3,100            | 2,800    | 91  |
| CASS            | 5,800            | 5,600    | 96  |
| COLFAX          | 3,200            | 2,900    | 90  |
| CUMING          | 3,700            | 3,400    | 93  |
| DODGE           | 11,700           | 11,200   | 96  |
| DOUGLAS         | 116,500          | 111,100  | 95  |
| GAGE            | 8,300            | 7,700    | 93  |
| JEFFERSON       | 3,600            | 3,300    | 92  |

(Continued on next page)

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 395,900 | 374,000 | 94 |
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 296,500 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 214,400 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 5       |

TV Factbook No. 36

**KHOL-TV, Kearney**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| NEBRASKA (CONTINUED) |                  |                |     |
| DEUEL                | 1,000            | 1,000          | 93  |
| DUNDY                | 1,000            | 900            | 90  |
| FILLMORE             | 3,100            | 2,900          | 94  |
| FRANKLIN             | 1,500            | 1,400          | 94  |
| FRONTIER             | 1,100            | 1,000          | 93  |
| FURNAS               | 2,200            | 2,000          | 89  |
| GARDEN               | 1,000            | 800            | 82  |
| GARFIELD             | 900              | 800            | 88  |
| GOSPER               | 800              | 700            | 96  |
| GRANT                | 300              | 300            | 78  |
| GREELEY              | 1,100            | 900            | 86  |
| HALL                 | 12,500           | 11,800         | 95  |
| HAMILTON             | 2,800            | 2,600          | 95  |
| HARLAN               | 1,300            | 1,200          | 94  |
| HAYES                | 600              | 500            | 92  |
| HITCHCOCK            | 1,300            | 1,200          | 95  |
| HOLT                 | 4,200            | 3,400          | 82  |
| HOOKER               | 400              | 300            | 98  |
| HOWARD               | 1,800            | 1,700          | 92  |
| JEFFERSON            | 3,600            | 3,300          | 92  |
| KEARNEY              | 2,100            | 2,000          | 98  |
| KEITH                | 2,500            | 2,400          | 95  |
| KNOX                 | 3,900            | 3,300          | 85  |
| LINCOLN              | 9,400            | 8,800          | 94  |
| LOGAN                | 300              | 300            | 83  |
| LOUP                 | 300              | 300            | 91  |
| MC PHERSON           | 200              | 200            | 82  |
| MADISON              | 8,300            | 7,500          | 90  |
| MERRICK              | 2,700            | 2,500          | 92  |
| NANCE                | 1,600            | 1,500          | 91  |
| NUCKOLLS             | 2,500            | 2,300          | 90  |
| PERKINS              | 1,200            | 1,100          | 98  |
| PHILIPS              | 3,400            | 3,200          | 97  |
| PIERCE               | 2,600            | 2,500          | 93  |
| PLATTE               | 7,700            | 7,300          | 95  |
| POLK                 | 2,000            | 1,900          | 97  |
| RED WILLOW           | 4,500            | 4,200          | 94  |
| SHERMAN              | 1,500            | 1,400          | 90  |
| STANTON              | 1,700            | 1,600          | 90  |
| THAYER               | 2,900            | 2,600          | 93  |
| THOMAS               | 400              | 300            | 76  |
| VALLEY               | 2,100            | 1,800          | 87  |
| WAYNE                | 3,000            | 2,900          | 97  |
| WEBSTER              | 1,700            | 1,600          | 95  |
| WHEELER              | 400              | 300            | 85  |
| YORK                 | 4,500            | 4,100          | 91  |

**Nebraska**

**KETV, Omaha**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| NEBRASKA (CONTINUED) |                  |                |     |
| OTOE                 | 5,500            | 5,200          | 94  |
| PAWNEE               | 1,400            | 1,300          | 87  |
| PLATTE               | 7,700            | 7,300          | 95  |
| POLK                 | 2,000            | 1,900          | 97  |
| RICHARDSON           | 4,200            | 3,800          | 92  |
| SALINE               | 4,200            | 4,000          | 94  |
| SARPY                | 9,800            | 9,600          | 98  |
| SAUNDERS             | 5,700            | 5,400          | 95  |
| SEWARD               | 4,300            | 3,900          | 90  |
| STANTON              | 1,700            | 1,600          | 90  |
| THURSTON             | 1,700            | 1,600          | 92  |
| WASHINGTON           | 3,900            | 3,800          | 97  |
| WAYNE                | 3,000            | 2,900          | 97  |
| YORK                 | 4,500            | 4,100          | 91  |

**KMTV, Omaha**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| NEBRASKA (CONTINUED) |                  |                |     |
| JOHNSON              | 1,900            | 1,800          | 92  |
| LANCASTER            | 55,000           | 52,300         | 95  |
| MADISON              | 8,300            | 7,500          | 90  |
| NEMAHA               | 2,600            | 2,400          | 92  |
| OTOE                 | 5,500            | 5,200          | 94  |
| PAWNEE               | 1,400            | 1,300          | 87  |
| PLATTE               | 7,700            | 7,300          | 95  |
| POLK                 | 2,000            | 1,900          | 97  |
| RICHARDSON           | 4,200            | 3,800          | 92  |
| SALINE               | 4,200            | 4,000          | 94  |
| SARPY                | 9,800            | 9,600          | 98  |
| SAUNDERS             | 5,700            | 5,400          | 95  |
| SEWARD               | 4,300            | 3,900          | 90  |
| STANTON              | 1,700            | 1,600          | 90  |
| THURSTON             | 1,700            | 1,600          | 92  |
| WASHINGTON           | 3,900            | 3,800          | 97  |
| YORK                 | 4,500            | 4,100          | 91  |

**WOW-TV, Omaha**  
(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER |
|----------------------|------------------|----------------|-----|
| NEBRASKA (CONTINUED) |                  |                |     |
| JOHNSON              | 1,900            | 1,800          | 92  |
| LANCASTER            | 55,000           | 52,300         | 95  |
| MADISON              | 8,300            | 7,500          | 90  |
| NEMAHA               | 2,600            | 2,400          | 92  |
| OTOE                 | 5,500            | 5,200          | 94  |
| PAWNEE               | 1,400            | 1,300          | 87  |
| PIERCE               | 2,600            | 2,500          | 93  |
| PLATTE               | 7,700            | 7,300          | 95  |
| POLK                 | 2,000            | 1,900          | 97  |
| RICHARDSON           | 4,200            | 3,800          | 92  |
| SALINE               | 4,200            | 4,000          | 94  |
| SARPY                | 9,800            | 9,600          | 98  |
| SAUNDERS             | 5,700            | 5,400          | 95  |
| SEWARD               | 4,300            | 3,900          | 90  |
| STANTON              | 1,700            | 1,600          | 90  |
| THURSTON             | 1,700            | 1,600          | 92  |
| WASHINGTON           | 3,900            | 3,800          | 97  |
| WAYNE                | 3,000            | 2,900          | 97  |
| YORK                 | 4,500            | 4,100          | 91  |



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# Nebraska—Scottsbluff-Gering



**KSTF**

Ch. 10



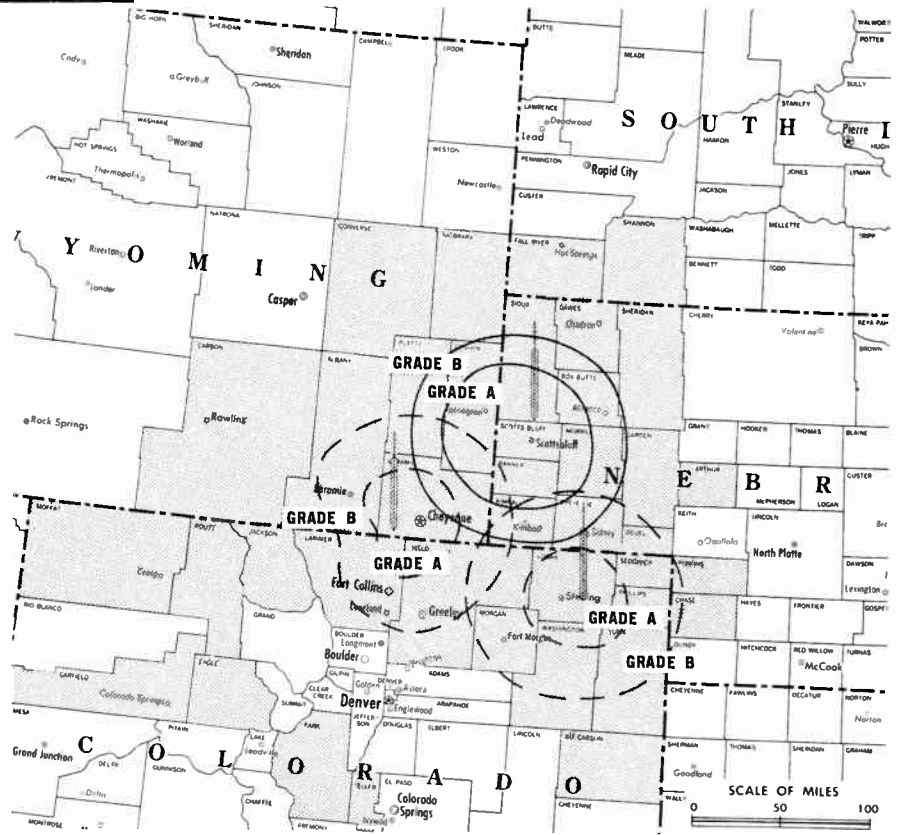
[Satellite of KFBC-TV,  
Cheyenne, Wyo.]

Technical Facilities: Channel No. 10  
(192-198 mc). Authorized power:  
240-kw visual, 24-kw aural. An-  
tenna: 840-ft. above av. terrain,  
674-ft. above ground, 5141-ft.  
above sea level.

Latitude 41° 59' 58"

Longitude 103° 39' 55"

Transmitter: 9.5-mi. N of center of  
Scottsbluff.



(County coverage (shaded areas) based on 1965  
ARB study.)

KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57

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

## KSTF

Network Service: ABC, CBS & NBC, same as KFBC-TV, Cheyenne.  
Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.  
Studio: 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Telephone: 307-634-4461, Cheyenne.

Ownership: See KFBC-TV, Cheyenne.

Began Operation: Aug. 7, 1955.

Represented (sales) by George P. Hollingbery Co.; Bob Hix (Den-  
ver); Soderlund Co. (Omaha).

Represented (legal) by Kóteen & Burt.

Personnel:

WILLIAM G. WALTER, resident manager.

WILLIAM C. GROVE, exec. vice president.

DEAN SUHR, resident engineer.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with  
rates applying to simultaneous telecasts on both stations.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne,  
Wyo.

ARB Data For This Station Included With  
Report of Parent KFBC-TV, Cheyenne, Wyo.  
Above Map Shows Coverage For Both Parent &  
Satellite.

## BLACKBURN

& COMPANY, INC.

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|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Nebraska—Superior



**KHTL-TV**



Ch. 4

(Satellite of KHOL-TV, Kearney, Neb.)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 25.1-kw visual, 5-kw aural. Antenna: 1127-ft. above av. terrain, 1083-ft. above ground, 2833-ft. above sea level.

Latitude 40° 05' 13"  
Longitude 97° 55' 12"

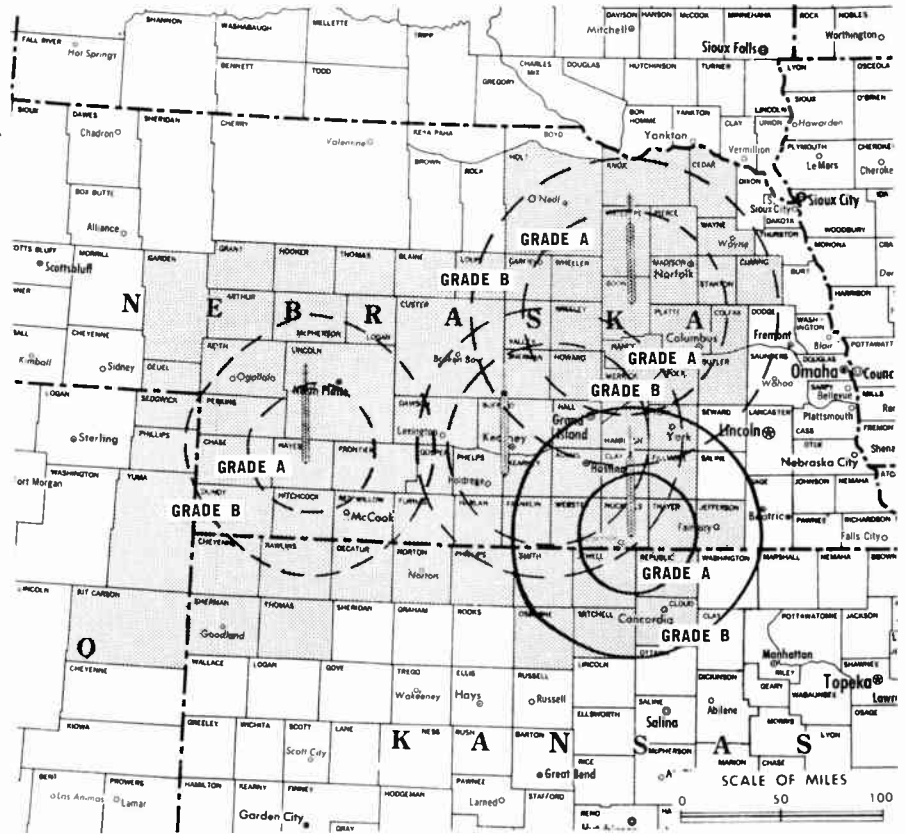
Transmitter: 4.7-mi. SW of Ruskin.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

219



KHTL-TV Ref: FCC File No. BMPCT-6083 Granted 4/22/65

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

## KHTL-TV

Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Ownership: See KHOL-TV.

Began Operation: Oct. 1, 1965.

Represented (sales) by Meeker Co.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

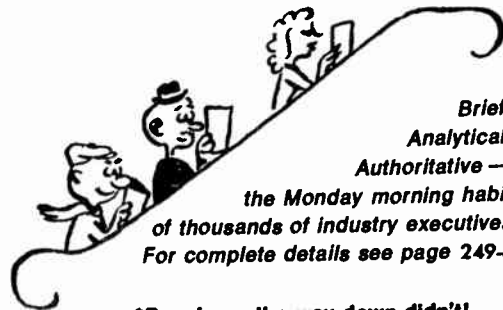
LARRY BRAZIL, resident engineer.

Rates: Sold nationally & regionally only in conjunction with KHOL-TV, Kearney-Holdrege; KHQL-TV, Albion, and KHPL-TV, Hayes Center, all Neb.

ARB Data For This Station Is Not Available Since It Began Operation After The Survey Was Made.

The Above Map Reflects Coverage Of Parent KHOL-TV, Kearney, Neb. & Its Other Satellites.

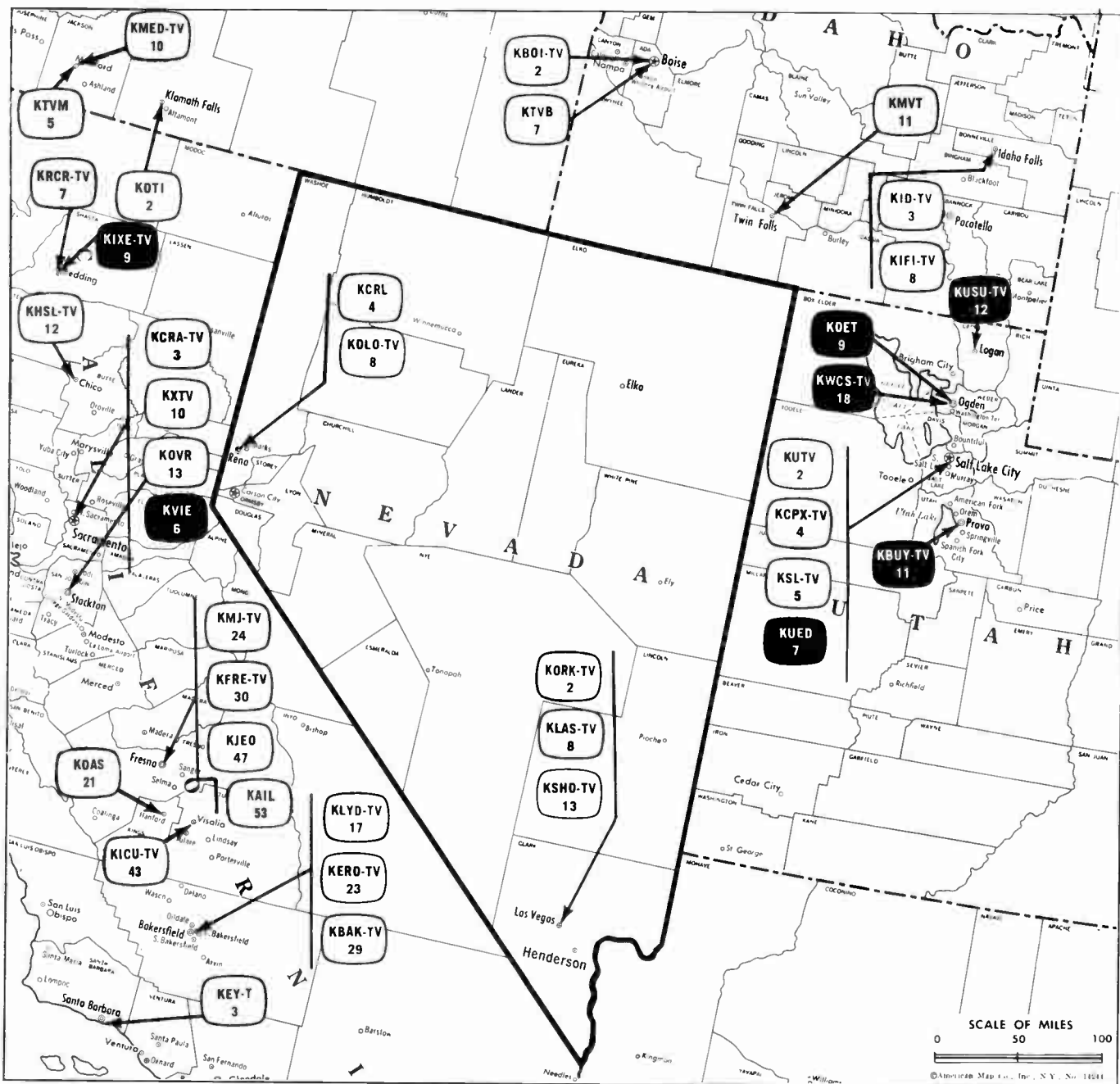
## People on the way up read Television Digest\*



Brief,  
Analytical,  
Authoritative —  
the Monday morning habit  
of thousands of industry executives  
For complete details see page 249-c

\*People on the way down didn't!

# Nevada



| Market    | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------|----------------------------|------|-------------|------|---------------|------|
| Las Vegas | 87,600                     | 158  | 107,100     | 183  | 99,500        | 180  |
| Reno      | 60,800                     | 177  | 78,200      | 194  | 70,700        | 194  |

### Nevada Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

| VHF | UHF | TOTAL |
|-----|-----|-------|
| 5   | 0   | 5     |
| 0   | 0   | 0     |
|     |     | 5     |

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Phoenix Warehouse  
602-262-5500

**IN SOUTH NEVADA**  
JAMES CUNNINGHAM  
1536 N. Hill Street  
Pasadena, California  
Phone: 213-254-9832

# Nevada—Las Vegas



**KLAS-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 55-kw visual, 27.5-kw aural. Antenna: 130-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level.

Latitude 36° 07' 49"  
Longitude 115° 09' 52"

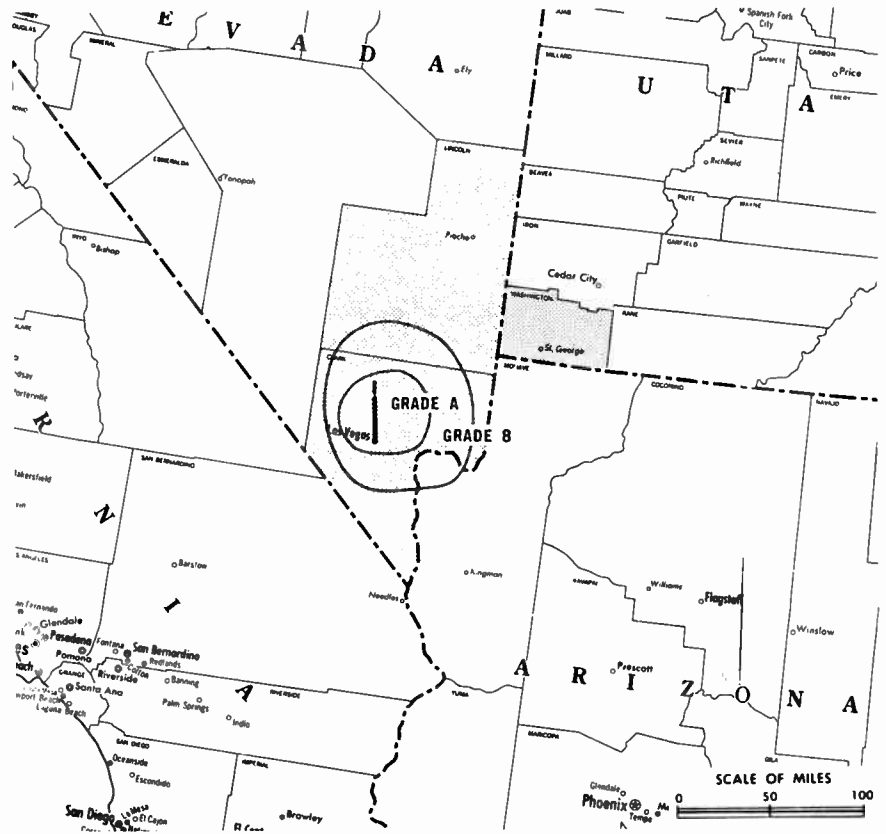
Transmitter: 250 East Desert Inn Road.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KLAS-TV Ref: FCC File No. BPCT—2116 Granted 5/29/56

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

## KLAS-TV

Network Service: CBS.

Licensee: Las Vegas Television Inc.

Studio: 250 East Desert Inn Road, Las Vegas (89109).

Telephone: 702-735-7511. TWX No. 702-248-7038.

Ownership: H. M. Greenspun, pres., 76.12%; Las Vegas Sun, 23.88%. Mr. Greenspun is publisher and majority stockholder of the Las Vegas Sun. Note: Mr. Greenspun increased holdings from 36.6% to 68.8% when Mr. Jolley sold his interest in KLAS-TV back to company (Television Digest, Vol. 12:25, 13:9). He later increased holdings to present 76.12%.

Began Operation: July 8, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Welch & Morgan.

Personnel:

- H. M. (HANK) GREENSPUN, president.
- MARK SMITH, station manager.
- NORMAN L. WHITE, sales manager.
- MIKE REUTHER, director of production & operations.
- URSULA SCHINDLER, business manager.
- HURSCHEL C. MCKENZIE, director of engineering.

DIGEST OF RATE CARD NO. S-5  
(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—5:30-10:59 p.m., daily.  
\$400.00 \$250.00 \$200.00 \$110.00 \$60.00 \$50.00 \$35.00  
NETWORK BASE HOURLY RATE: \$200.

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|---------------------------------------|------------------|---------------|-----------|
| NEVADA                                |                  |               |           |
| CLARK                                 | 84,700           | 80,800        | 95        |
| LINCOLN                               | 400              | 400           | 88        |
| UTAH                                  |                  |               |           |
| WASHINGTON                            | 3,000            | 2,600         | 86        |
| <b>STATION TOTAL</b>                  | <b>88,100</b>    | <b>83,800</b> | <b>95</b> |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  | 80,400        |           |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  | 63,900        |           |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  | 12            |           |

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# Nevada—Las Vegas

**NB KORK-TV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 272-ft. above av. terrain, 510-ft. above ground, 2320-ft. above sea level.

Latitude 36° 07' 50"  
Longitude 115° 05' 06"

Transmitter: 4850 Henderson Hwy.

AM Affiliate: KORK, .25-kw, 1340 kc (ABC).

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KORK-TV Ref: FCC File No. BMPCT—2582 Granted 12/8/54

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## KORK-TV

Licensee: Southern Nevada Radio & TV Co., Box 550, Las Vegas (89101).

Studio: 4850 Henderson Highway.

Telephone: 702-382-1760.

TWX No.: 702-248-7052.

Ownership: Donald W. Reynolds, pres., 100%; Reynolds also controls KOLQ-TV, Reno (KOLQ); KGNS-TV, Laredo, Tex.; KFSA-TV, Fort Smith (KFSA); KFOY-TV, Hot Springs, Ark.; Review Journal and other newspapers in Arkansas, Nevada, Oklahoma and Mississippi.

Began Operation: Jan. 23, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.; C. K. Beaver & Assoc. (South & Southeast).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
EDWARD R. TABOR, v.p. & general manager.  
LARRY PATTERSON, local sales manager.

## DIGEST OF RATE CARD NO. 7

(Sept. 1, 1964)

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

\$350.00 \$225.00 \$175.00 \$120.00 \$70.00 \$56.00 \$35.00

NETWORK BASE HOURLY RATE: \$200.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | HOMES PER |
|----------------------|------------------|---------------|-----------|
| ARIZONA              |                  |               |           |
| COCONINO             | 13,900           | 11,300        | 81        |
| MOHAVE               | 3,500            | 3,100         | 88        |
| NEVADA               |                  |               |           |
| CLARK                | 84,700           | 80,800        | 95        |
| LINCOLN              | 400              | 400           | 88        |
| UTAH                 |                  |               |           |
| GARFIELD             | 800              | 700           | 80        |
| KANE                 | 800              | 600           | 75        |
| WASHINGTON           | 3,000            | 2,600         | 86        |
| <b>STATION TOTAL</b> | <b>107,100</b>   | <b>99,500</b> | <b>93</b> |

NET WEEKLY CIRCULATION (MARCH 65) 87,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 70,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 12

# Nevada—Las Vegas



## KSHO-TV

Ch. 13

Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
11-kw visual, 5.5-kw aural. An-  
tenna: 130-ft. above av. terrain,  
242-ft. above ground, 2296-ft.  
above sea level.

Latitude 36° 08' 32"

Longitude 115° 09' 37"

Transmitter: El Rancho Vegas Motor  
Hotel.

TV tape: Recording facilities.

Color Facilities: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KSHO-TV Ref: FCC File No. BMP(T)-4854 Granted 9/26/57

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## KSHO-TV

Licensee: Television Co. of America Inc., P.O. Box 2586 (89104).

Studio: El Rancho Vegas Hotel grounds.

Telephone: 702-735-4266.

Ownership: Nevada Broadcasters Fund Inc., 100%. Officers: Alex  
Gold, pres.; Walter Shull, v.p.; Jeanne Sturgill, secy.-treas.  
Note: Transfer pends to Arthur Powell Williams.

Began Operation: May 4, 1956. Sale of KSHO-TV to present own-  
ers by Mervyn L. & Nathan Adelson and Irwin A. Molasky ap-  
proved Nov. 5, 1959 by FCC (Television Digest, Vol. 15:42, 45).  
Sale to Adelson group by Albert Zugsmith interests approved  
Nov. 20, 1957 by FCC (Vol. 13:34, 42, 47); Zugsmith group's  
purchase of KSHO-TV with radio KBMI, Henderson, Nev. ap-  
proved Nov. 28, 1956 by FCC (Vol. 12:48).

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ALEX GOLD, president, general manager & film buyer.  
JACK REYNOLDS, program director.  
WALTER SHULL, local sales manager.  
GEORGE CERBOSKAS, chief engineer.  
MARILYN KNOP, traffic manager.

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

| Hour                            | 30 Min.           | 15 Min.  | 5 Min.   | Min.    | 20 Sec. | 8 Sec.  |
|---------------------------------|-------------------|----------|----------|---------|---------|---------|
| Class A—6:30-10:30 p.m., daily. | \$250.00          | \$150.00 | \$100.00 | \$65.00 | \$50.00 | \$40.00 |
| NETWORK BASE HOURLY RATE:       | Bonus to network. |          |          |         |         |         |

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------------------------------|------------------|---------------|-----------|
| NEVADA                                       |                  |               |           |
| CLARK                                        | 84,700           | 80,800        | 95        |
| UTAH                                         |                  |               |           |
| WASHINGTON                                   | 3,000            | 2,600         | 86        |
| <b>STATION TOTAL</b>                         | <b>87,700</b>    | <b>83,400</b> | <b>95</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>76,200</b> |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>43,100</b> |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  | <b>12</b>     |           |

## MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter  
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514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Nevada—Reno



**KCRL**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 17.4-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"  
Longitude 119° 48' 06"

Transmitter: 4-mi. N of Reno Post Office.

Studio: 1790 Vassar St. (89502).

Telephone: 702-322-9145.

TWX No.: 702-358-0132.

TV tape: Recording facilities.

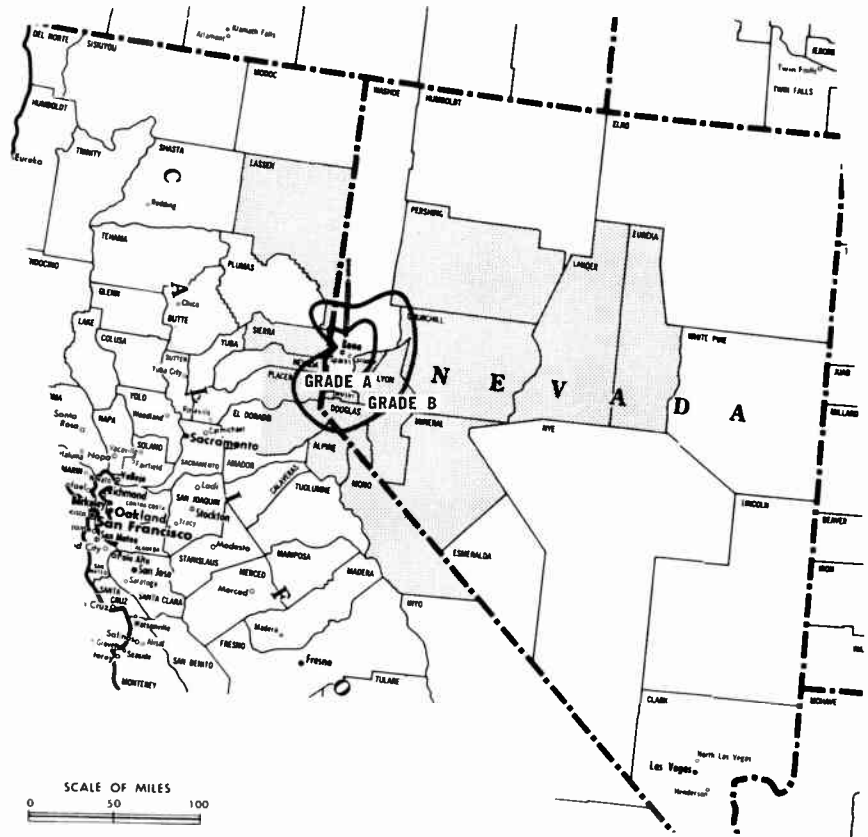
Color Facilities: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

O & O Translator: K80BR, Carson City, Nev.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCRL Ref: FCC File No. BPCT-2656 Granted 6/15/61

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## KCRL

Licensee: Circle L Inc.  
Ownership: Circle L Inc., 100%.  
Began Operation: Sept. 30, 1962.  
Represented (sales) by George P. Hollingbery Co.  
Represented (legal) by Pierson, Ball & Dowd.  
Represented (engineering) by Ron Oakley.  
Personnel:  
CHARLES E. CORD, pres. & general manager.  
ROGER O. VAN DUZER, station manager.  
VIC STERLING, production manager.  
RON OAKLEY, chief engineer.  
NICK LAURI, news director.

### DIGEST OF RATE CARD NO. 1 (Sept. 15, 1962)

| Hour                          | 30 Min.                   | 15 Min.  | 5 Min.   | Min.     | 20 Sec. | ID      |
|-------------------------------|---------------------------|----------|----------|----------|---------|---------|
| Class AA—6:30-10 p.m., daily. | \$350.00                  | \$200.00 | \$140.00 | \$100.00 | \$75.00 | \$60.00 |
| NETWORK BASE HOURLY RATE:     | \$250 (NBC), \$250 (ABC). |          |          |          |         |         |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>CALIFORNIA</b>    |                  |               |           |
| ALPINE               | 200              | 100           | 77        |
| EL DORADO EAST       | 3,300            | 3,100         | 93        |
| LASSEN               | 3,500            | 3,100         | 87        |
| MONO                 | 900              | 700           | 74        |
| NEVADA EAST          | 800              | 700           | 89        |
| PLACER EAST          | 1,200            | 1,100         | 93        |
| SIERRA               | 800              | 700           | 86        |
| <b>NEVADA</b>        |                  |               |           |
| CHURCHILL            | 3,100            | 3,000         | 95        |
| DOUGLAS              | 1,500            | 1,300         | 90        |
| EUREKA               | 300              | 200           | 75        |
| LANDER               | 500              | 400           | 81        |
| LYON                 | 2,400            | 2,100         | 89        |
| MINERAL              | 2,000            | 1,800         | 92        |
| ORMSBY               | 3,200            | 3,000         | 94        |
| PERSHING             | 1,200            | 1,100         | 91        |
| STOREY               | 200              | 200           | 86        |
| WASHOE               | 36,600           | 34,300        | 94        |
| <b>STATION TOTAL</b> | <b>61,700</b>    | <b>56,900</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 45,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 37,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 12

# Nevada—Reno



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 77.6-kw visual, 15.5-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"  
Longitude 119° 53' 00"

Holds CP for 151-kw visual, 30.2-kw aural. BPCT—3473.

Transmitter: Slide Mt., Washoe County.

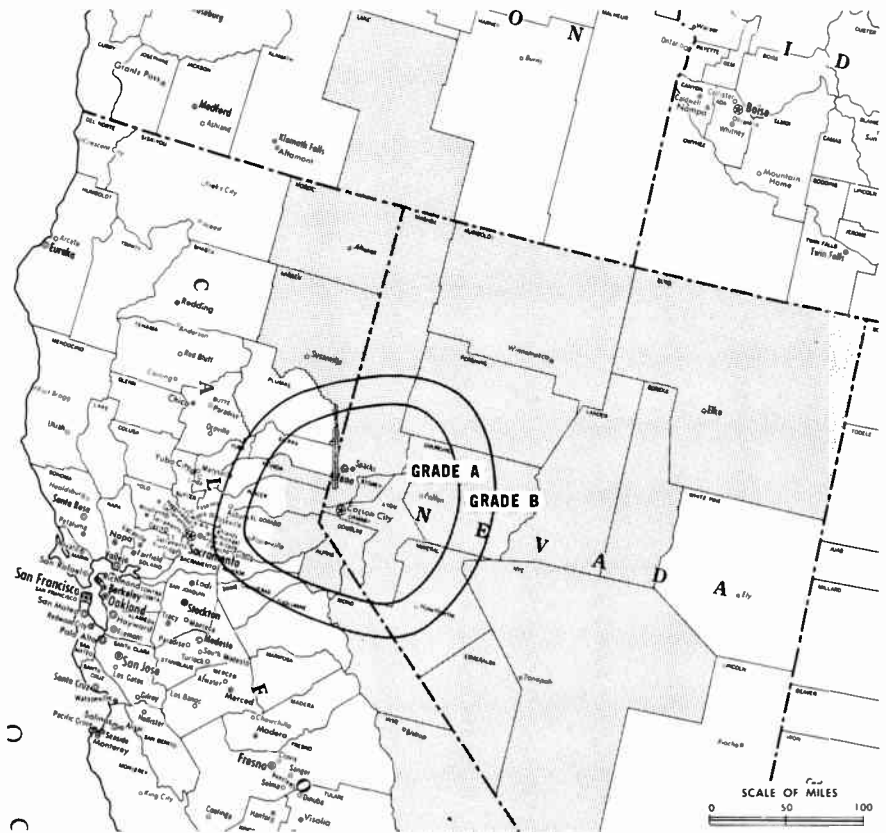
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KOLO, 5-kw, 920 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KOLO-TV Ref: FCC File No. BPCT—2653 Granted 8/10/59  
CP BPCT—3473 Granted 5/6/65

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## KOLO-TV

Network Service: CBS, ABC.  
Licensee: Nevada Radio-Television Inc., Box 2610 (89505).  
Studio: 770 E. 5th St. (89502).  
Telephone: 702-323-0721.  
TWX No.: 702-358-1681.  
Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KORK-TV, Las Vegas and KFOY-TV, Hot Springs, Ark. For Reynolds' other holdings see KORK-TV, Las Vegas.  
Began Operation: Sept. 26, 1953.  
Represented (sales) by Venard, Torbet & McConnell Inc.  
Represented (legal) by Haley, Bader & Potts.  
Represented (engineering) by Hammett & Edison.  
Personnel:  
DONALD W. REYNOLDS, president.  
PHILLIP G. ROSE, v.p., general manager & film buyer.  
STAN WEISBERGER, commercial manager.  
HELEN BUSSCHER, program service mgr.  
B. J. MULLIGAN, operations manager.  
JIM BULL, chief engineer.  
BOB CARROLL, news director.

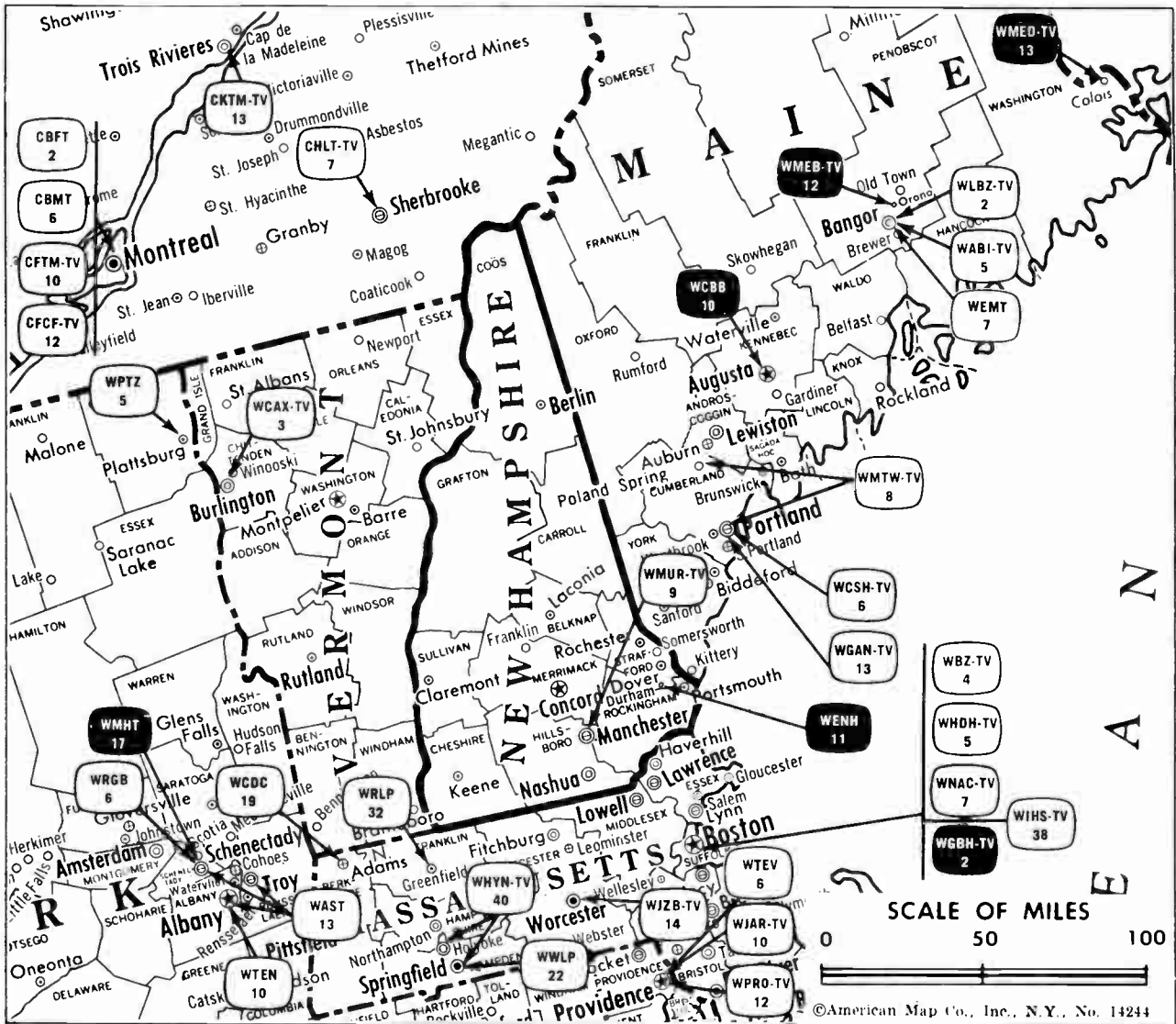
### DIGEST OF RATE CARD NO. 11-A (July 1, 1965)

| Hour                          | 30 Min.                   | 15 Min.  | 5 Min. | Min.    | 20 Sec. | 10 Sec. |
|-------------------------------|---------------------------|----------|--------|---------|---------|---------|
| Class AA—6:30-10 p.m., daily. | \$400.00                  | \$240.00 |        | \$80.00 | \$65.00 | \$40.00 |
| NETWORK BASE HOURLY RATE:     | \$250 (CBS), \$250 (ABC). |          |        |         |         |         |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>CALIFORNIA</b>    |                  |               |           |
| ALPINE               | 200              | 100           | 77        |
| EL DORADO EAST       | 3,300            | 3,100         | 93        |
| INYO                 | 4,100            | 3,300         | 80        |
| LASSEN               | 3,500            | 3,100         | 87        |
| MODOC                | 2,500            | 2,200         | 86        |
| MONO                 | 900              | 700           | 74        |
| NEVADA EAST          | 800              | 700           | 89        |
| PLACER EAST          | 1,200            | 1,100         | 93        |
| <b>NEVADA</b>        |                  |               |           |
| CHURCHILL            | 3,100            | 3,000         | 95        |
| DOUGLAS              | 1,500            | 1,300         | 90        |
| ELKO                 | 4,200            | 3,400         | 83        |
| ESMERALDA            | 200              | 200           | 70        |
| EUREKA               | 300              | 200           | 75        |
| HUMBOLOT             | 2,000            | 1,800         | 91        |
| LANDER               | 500              | 400           | 81        |
| LYON                 | 2,400            | 2,100         | 89        |
| MINERAL              | 2,000            | 1,800         | 92        |
| NYE                  | 2,000            | 1,600         | 80        |
| ORMSBY               | 3,200            | 3,000         | 94        |
| PERSHING             | 1,200            | 1,100         | 91        |
| STOREY               | 200              | 200           | 86        |
| WASHOE               | 36,600           | 34,300        | 94        |
| <b>OREGON</b>        |                  |               |           |
| LAKE                 | 2,300            | 2,000         | 87        |
| <b>STATION TOTAL</b> | <b>78,200</b>    | <b>70,700</b> | <b>90</b> |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 60,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 47,200 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 12     |

# New Hampshire



| Market     | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|------------|----------------------------|------|-------------|------|---------------|------|
| Manchester | 348,800                    | 53   | 1,490,800   | 16   | 1,441,000     | 16   |

### New Hampshire Station Status as of Feb. 1, 1966

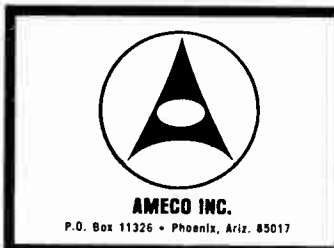
- Commercial Television Stations
- Educational Television Stations

| VHF | UHF | TOTAL |
|-----|-----|-------|
| 1   | 0   | 1     |
| 1   | 0   | 1     |
|     |     | 2     |

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

**WRLP**  
Keene  
(See Greenfield, Mass.)

**WMTW-TV**  
Mt. Washington  
(See Poland Spring, Me.)



**AMECO "SALESMOBILE SERVICE"**  
IN NEW HAMPSHIRE  
DON LEMIR  
P.O. Box 247 Manchester, New Hampshire  
Phone: 603-627-2122  
Harrisburg Warehouse 717-737-3792

# New Hampshire—Manchester



**WMUR-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"  
Longitude 71° 35' 19"

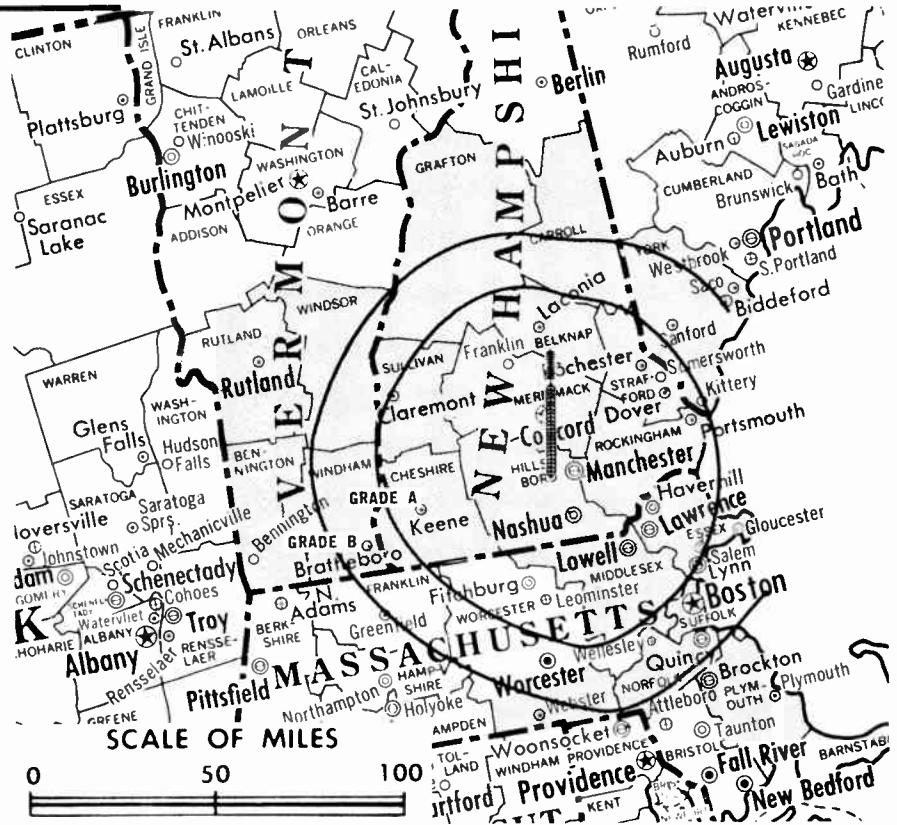
Transmitter: Goffstown, N.H.

O & O Translator: W13AK, Manchester, N.H.

Color Facilities: Network.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMUR-TV Ref: FCC File No. BPCT-2407 Granted 11/15/55

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

## WMUR-TV

Licensee: United Television Co. of New Hampshire, 1819 N. Elm St., Manchester, N.H. (03104).

Studio: WMUR-TV Bldg. Telephone: 603-623-8061.

Ownership: Richard Eaton, 100%. For other interests see WOOK-TV, Washington, D.C.

Began Operation: March 28, 1954. Transfer to present owner from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (Television Digest, Vols. 14:15; 15:2, 6).

Represented (sales) by Young Television.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president & film buyer.  
SAM PHILLIPS, v.p. & general manager.  
RAY HARRIS, program manager.

### DIGEST OF RATE CARD NO. 8 (Nov. 1, 1964)

|                                  |          |          |          |          |          |         |         |
|----------------------------------|----------|----------|----------|----------|----------|---------|---------|
| Hour                             | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec. |         |
| Class AA—7:29-10:30 p.m., daily. | \$600.00 | \$360.00 | \$240.00 | \$150.00 | \$120.00 | \$84.00 | \$60.00 |

NETWORK BASE HOURLY RATE: \$600.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| CHESHIRE             | 14,600           | 13,700           | 94        |
| GRAFTON              | 15,000           | 14,000           | 93        |
| HILLSBOROUGH         | 59,000           | 57,300           | 97        |
| MERRIMACK            | 21,300           | 20,400           | 95        |
| ROCKINGHAM           | 34,200           | 33,100           | 97        |
| STRAFFORD            | 19,200           | 18,500           | 96        |
| SULLIVAN             | 9,200            | 8,500            | 93        |
| VERMONT              |                  |                  |           |
| BENNINGTON           | 8,000            | 7,600            | 94        |
| RUTLAND              | 14,300           | 13,500           | 95        |
| WINDHAM              | 9,600            | 8,600            | 90        |
| WINDSOR              | 13,300           | 12,500           | 94        |
| <b>STATION TOTAL</b> | <b>1,490,800</b> | <b>1,441,000</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 348,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 135,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

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

**WENH**

**Durham**

Ch. 11

Non-Commercial Educational Station

Licensee: U of New Hampshire, Durham.

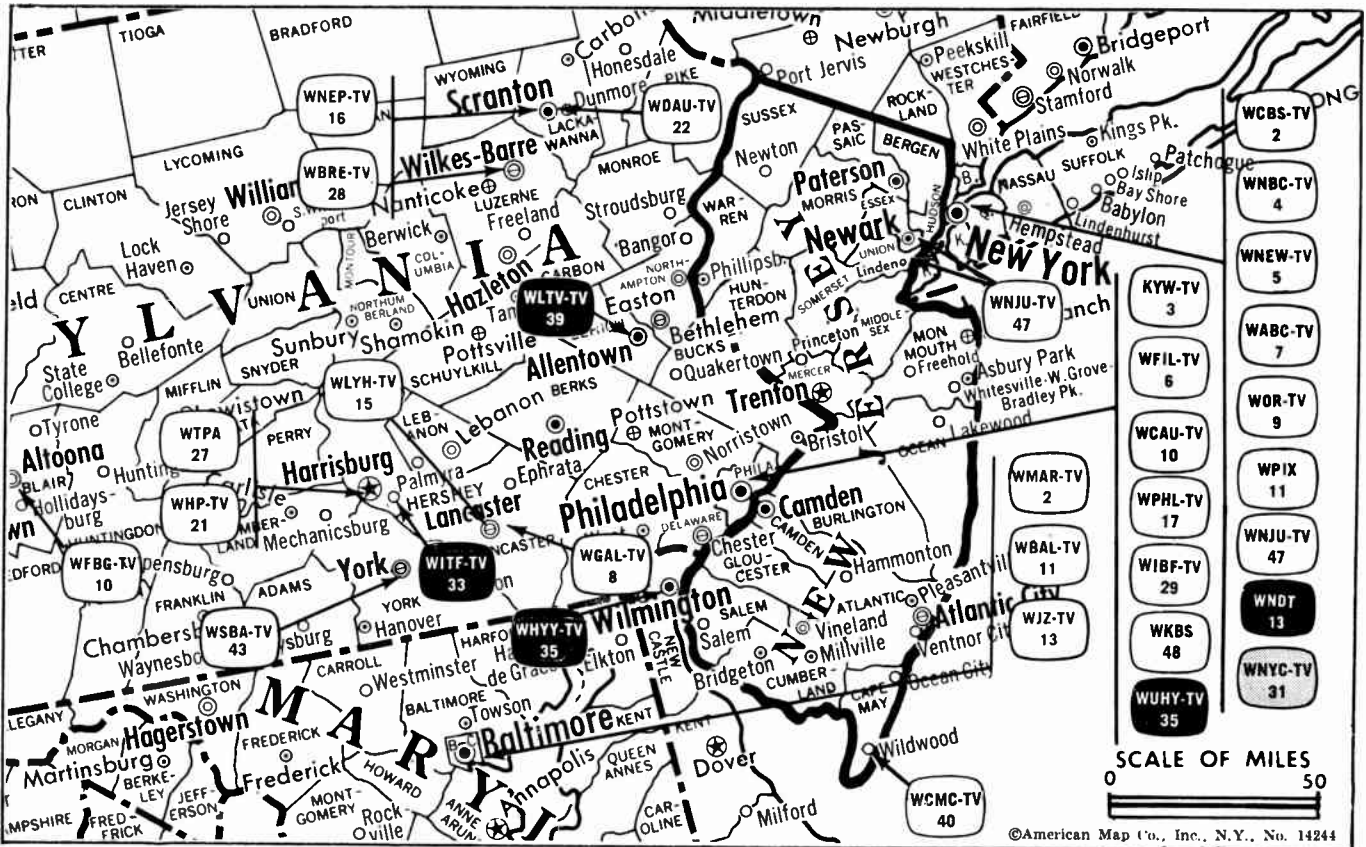
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 970-ft. above av. terrain, 398-ft. above ground, 1498-ft. above sea level.

Latitude 43° 10' 41"  
Longitude 71° 12' 19"

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| MAINE         |                  |          |     |
| YORK          | 31,200           | 30,300   | 97  |
| MASSACHUSETTS |                  |          |     |
| ESSEX         | 186,500          | 181,800  | 97  |
| MIDDLESEX     | 374,800          | 365,100  | 97  |
| NORFOLK       | 159,500          | 156,100  | 98  |
| PLYMOUTH      | 81,100           | 78,800   | 97  |
| SUFFOLK       | 247,500          | 234,700  | 95  |
| WORCESTER     | 177,900          | 172,400  | 97  |
| NEW HAMPSHIRE |                  |          |     |
| BELKNAP       | 9,300            | 9,000    | 97  |
| CARROLL       | 5,300            | 5,100    | 96  |

1966 Edition

# New Jersey



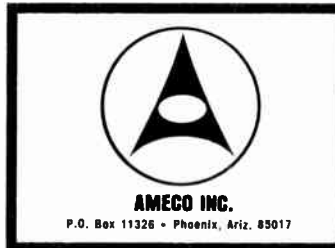
New Jersey Station Status as of Feb. 1, 1966

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| □ Commercial Television Stations  | 0   | 1   | 1     |
| ● Educational Television Stations | 0   | 0   | 0     |
|                                   |     |     | 1     |

For New Jersey CATV Systems  
see Section c

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

**WNJU-TV**  
Linden (Newark)  
(See New York, N.Y.)



**AMECO "SALESMOBILE SERVICE"**  
IN NEW JERSEY  
GEORGE MARTIN  
P.O. Box 3343 Harrisburg, Pa. 17101  
Phone: 717-737-3792  
Harrisburg Warehouse 717-737-3792



# New Jersey—Wildwood

## WCMC-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 14-kw visual, 2.5-kw aural. Antenna: 200-ft. above av. terrain, 220-ft. above ground, 228-ft. above sea level.

Latitude 38° 59' 33"  
Longitude 74° 48' 48"

Transmitter: 3010 New Jersey Ave.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WCMC, .25-kw, 1230 kc.

FM Affiliate: WCMC-FM, 3.5-kw, 100.7 mc (No. 264), 98-ft. antenna height.



WCMC-TV Ref: FCC File No. BPCT-3216 Granted 3/11/64

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## WCMC-TV

Network Service: None, independent.

Grantee: Jersey Cape Broadcasting Corp., 3010 New Jersey Ave.

Studio: 3010 New Jersey Ave.

Telephone: 609-522-1416.

Ownership: William C. Wotring Jr., pres., 33.3%; Carlton S. Owen, v.p., 33.3%; Frank W. Strohm, secy.-treas., 33.3%; Francis J. Matrangola, 0.1%.

Began Operation: January 25, 1966.

Represented (sales) Bob Dome, Philadelphia; Vic Piano Assoc., N.Y.

Represented (legal) Harry J. Daly.

Personnel:

WILLIAM C. WOTRING JR., president & general manager.  
FRANK STROHM, sales manager.  
ARTHUR HUSTON, program director.  
CARLTON S. OWEN, operations manager.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1964)

| Hour                            | 30 Min.  | 15 Min. | 5 Min.  | Min.    | 10 Sec. |         |
|---------------------------------|----------|---------|---------|---------|---------|---------|
| Class A—7:30-10:30 p.m., daily. | \$125.00 | \$75.00 | \$50.00 | \$30.00 | \$25.00 | \$12.00 |

ARB Data for this Station is not available since it was not in operation when the survey was made.

HA 1-0818

RESIDENCE  
TE 2-9362

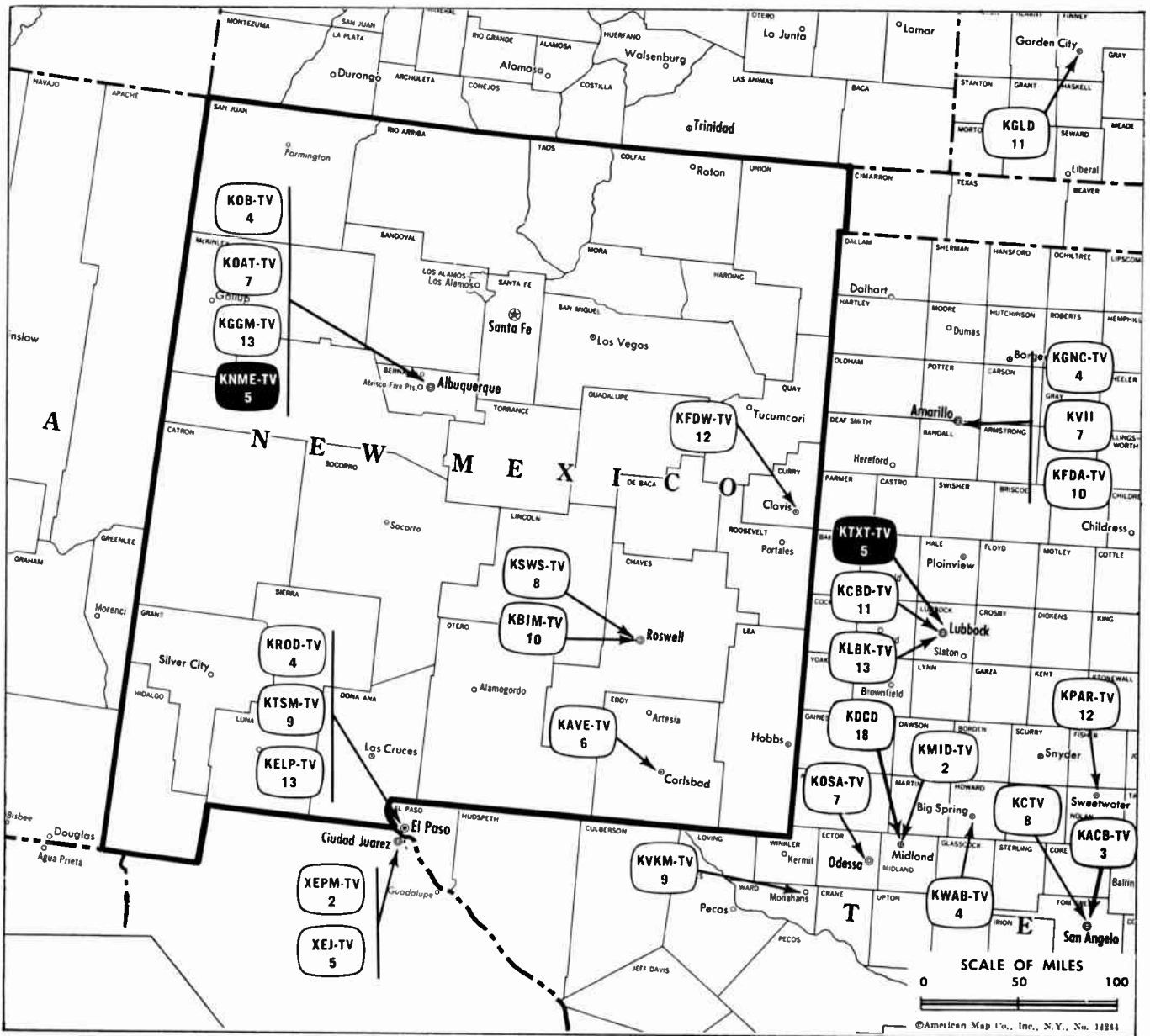
**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE

NEW YORK, N.Y.



| Market      | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-------------|----------------------------|------|-------------|------|---------------|------|
| Albuquerque | 179,300                    | 100  | 227,800     | 126  | 208,200       | 126  |
| Roswell     | 54,300                     | 183  | 81,500      | 191  | 76,300        | 189  |
| Carlsbad    | 10,400                     | 228  | 15,100      | 228  | 14,200        | 228  |

New Mexico Station Status as of Feb. 1, 1966

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| ○ Commercial Television Stations  | 6   | 0   | 6     |
| ● Educational Television Stations | 1   | 0   | 1     |
|                                   |     |     | 7     |

State Educational Facilities  
see page for KAVE-TV, Carlsbad, N.M.

# THE BIG NAME IN CATV

# ameco

**AMECO INC.** 2949 West Osborn Road • P.O. Box 11326 • Phoenix, Arizona 85017 • Phone (602) 262-5500

# New Mexico—Albuquerque



**KGGM-TV**



Ch. 13

Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
89.1-kw visual, 44.6-kw aural.  
Antenna: 4180-ft. above av. ter-  
rain, 143-ft. above ground,  
10,791-ft. above sea level.

Latitude 35° 12' 40"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Studio: 14th & Coal SW.

AM Affiliate: KGGM, 5-kw, 610 kc  
(CBS).

TV tape: Recording facilities.

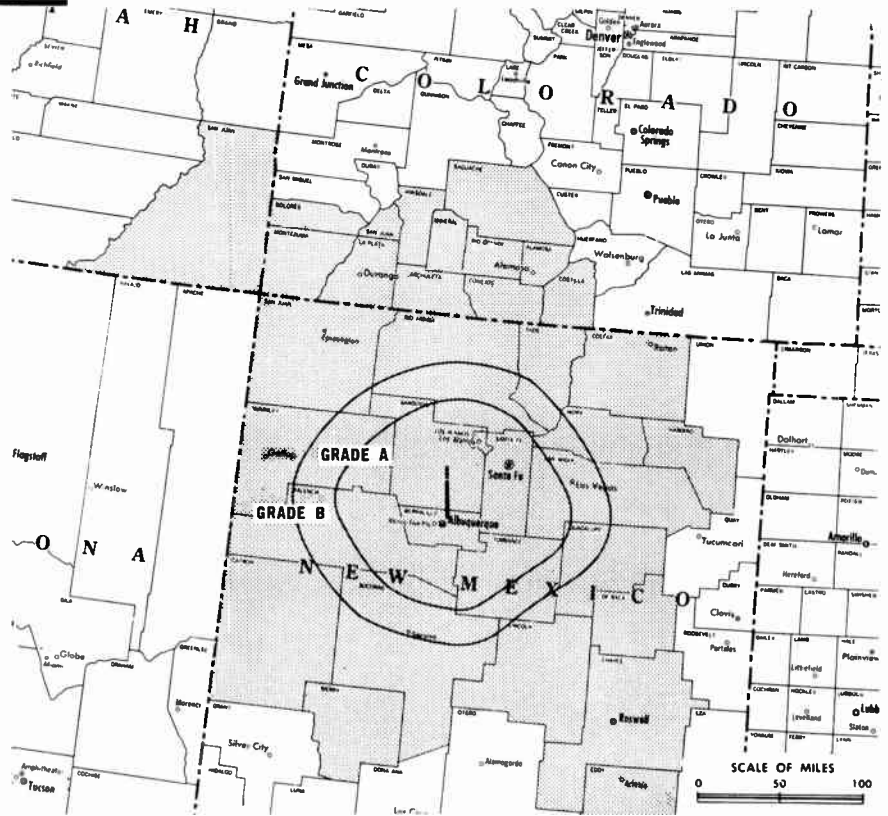
Color: Network & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KGGM-TV Ref: FCC File No. BPCT-2178 Granted 9/18/68

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

## KGGM-TV

Licensee: New Mexico Bcstg. Co. Inc., Box 1294 (87103).

Telephone: 505-243-2285. TWX No.: 505-243-8402.

Ownership: A. R. Hebenstreit, pres., 62.21%; Bruce Hebenstreit, v.p.; N. M. Switzer, secy.-treas.; S. P. Vidal, 11.30%; Maurice Liberman, 5.60%; Clinton P. Anderson, 5.54%; Sherburne P. Anderson, 2.37%; Nancy Anderson Roberts, 2.26%; P. J. Vidal, 1.40%; and 24 others less than 1% each. Also owns KVSF, Santa Fe and holds CP for KVSF-TV.

Began Operation: Oct. 4, 1953.

Represented (sales) by National Television Sales Inc.; John L. McGuire & Co. (Denver); George P. Hollingbery Co. (St. Louis, Dallas, Los Angeles, San Francisco).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

A. R. HEBENSTREIT, president.  
BRUCE HEBENSTREIT, general manager & film buyer.  
ROBERT VAN DRIEL, operations & program manager.  
JAMES D. BOAZ, sales manager.  
GEORGE LODIN, chief engineer.  
BILL GODFREY, promotion & merchandising.

### DIGEST OF RATE CARD NO. 11 (Sept. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.  
Class AA—5:30-10:30 p.m., daily.  
\$450.00 \$270.00 \$180.00 \$158.00 \$115.00\* \$100.00\* \$58.00\*

\*Class AA—5:59-9:59 p.m., Mon.-Sat.; 5:59-9:31 p.m., Sun.

NETWORK BASE HOURLY RATE: \$400.00.

For List of Color Equipped Stations  
see Section a.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>COLORADO</b>      |                  |                |           |
| ALAMOSA              | 2,800            | 2,500          | 88        |
| ARCHULETA            | 700              | 600            | 82        |
| CONEJOS              | 1,900            | 1,600          | 86        |
| COSTILLA             | 700              | 500            | 74        |
| DOLORES              | 700              | 500            | 73        |
| HINSDALE             | 100              | 100            | 99        |
| LA PLATA             | 6,700            | 5,900          | 89        |
| MINERAL              | 200              | 100            | 78        |
| MONTEZUMA            | 4,900            | 4,400          | 89        |
| RIO GRANDE           | 2,800            | 2,400          | 86        |
| SAGUACHE             | 1,000            | 800            | 84        |
| SAN JUAN             | 200              | 100            | 92        |
| <b>NEW MEXICO</b>    |                  |                |           |
| BERNALILLO           | 85,800           | 82,300         | 96        |
| CATRON               | 500              | 400            | 75        |
| CHAVES               | 17,800           | 16,900         | 95        |
| COLFAX               | 3,300            | 2,800          | 86        |
| DE BACA              | 700              | 600            | 91        |
| EDDY                 | 15,100           | 14,200         | 94        |
| GUADALUPE            | 1,100            | 900            | 84        |
| HARDING              | 300              | 200            | 78        |
| LINCOLN              | 2,200            | 2,000          | 89        |
| LOS ALAMOS           | 3,900            | 3,700          | 96        |
| MC KINLEY            | 8,400            | 6,900          | 81        |
| MORA                 | 1,000            | 700            | 70        |
| RIO ARRIBA           | 5,300            | 4,400          | 83        |
| SANDOVAL             | 3,100            | 2,600          | 85        |
| SAN JUAN             | 16,300           | 13,900         | 85        |
| SAN MIGUEL           | 4,900            | 4,000          | 82        |
| SANTA FE             | 12,300           | 11,400         | 92        |
| SIERRA               | 2,000            | 1,700          | 84        |
| SOCORRO              | 2,600            | 2,400          | 93        |
| TAOS                 | 3,500            | 2,800          | 78        |
| TORRANCE             | 1,400            | 1,200          | 88        |
| VALENCIA             | 11,000           | 10,600         | 96        |
| <b>UTAH</b>          |                  |                |           |
| SAN JUAN             | 2,600            | 2,100          | 80        |
| <b>STATION TOTAL</b> | <b>227,800</b>   | <b>208,200</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 174,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 130,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# New Mexico—Albuquerque



**KOAT-TV**



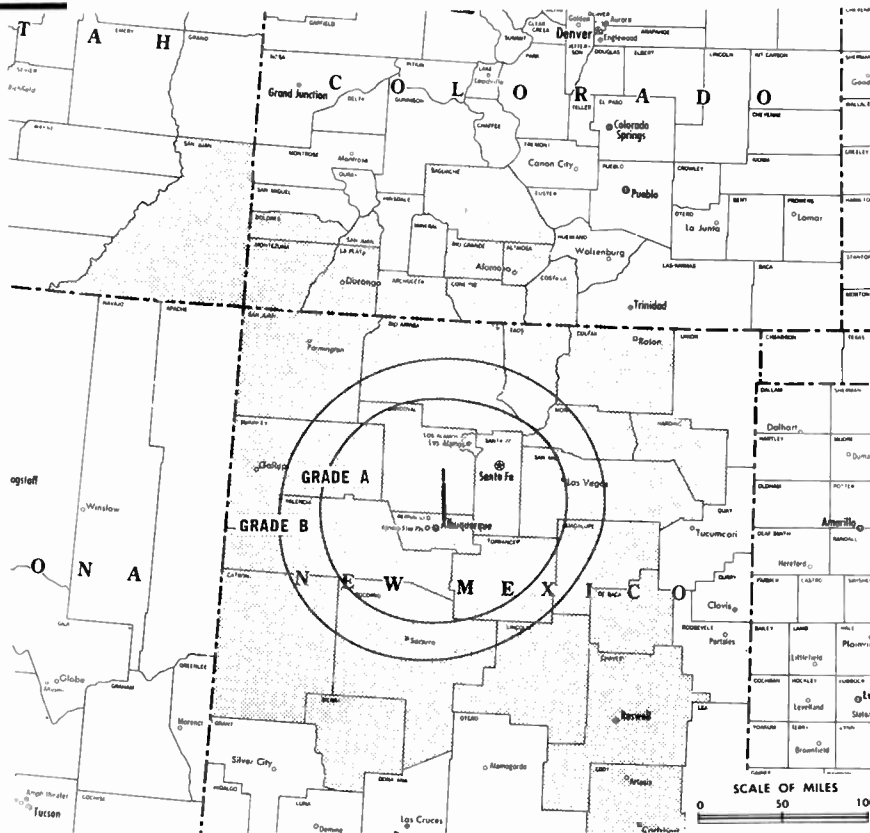
Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 73.5-kw visual, 36.8-kw aural. Antenna: 4240-ft. above av. terrain, 257-ft. above ground, 10,852-ft. above sea level.

Latitude 35° 12' 53"  
Longitude 106° 27' 1.3"

Transmitter: Sandia Crest.  
TV tape: Recording facilities.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOAT-TV Ref: FCC File No. BMPCT-3777 Granted 5/3/56

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

## KOAT-TV

Licensee: WGAL Television Inc., 1377 University Blvd., N.E. (87106).

Studio: 1377 University Blvd., N.E. Telephone: 505-247-0101. TWX No.: 505-243-8364.

Ownership: WGAL Television Inc. For other interests see WGAL-TV, Lancaster, Pa.

Began Operation: Sept. 28, 1953. Sale to present owner by Alvarado Television Co. Inc., approved by FCC Jan. 23, 1963 (BALCT-196). Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Television Digest, Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vols. 12:51, 13:6).

Represented (sales) by The Meeker Co. Inc.; Mario Messina Co. (Dallas); Bob Hix Co. (Denver); Eugene F. Gray Co. (Kansas City, Mo.); Busby, Finch & Woods (Atlanta).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

CLAIR R. McCOLLOUGH, president.  
MAX SKLOWER, station & sales manager.  
JIM RICHARDS, operations manager & film buyer.  
JOE WILLIAMS, promotion manager.  
GEORGE MORRISON, news director.  
JAMES SHARMAN, chief engineer

### DIGEST OF RATE CARD NO. 13—(March 1, 1965)

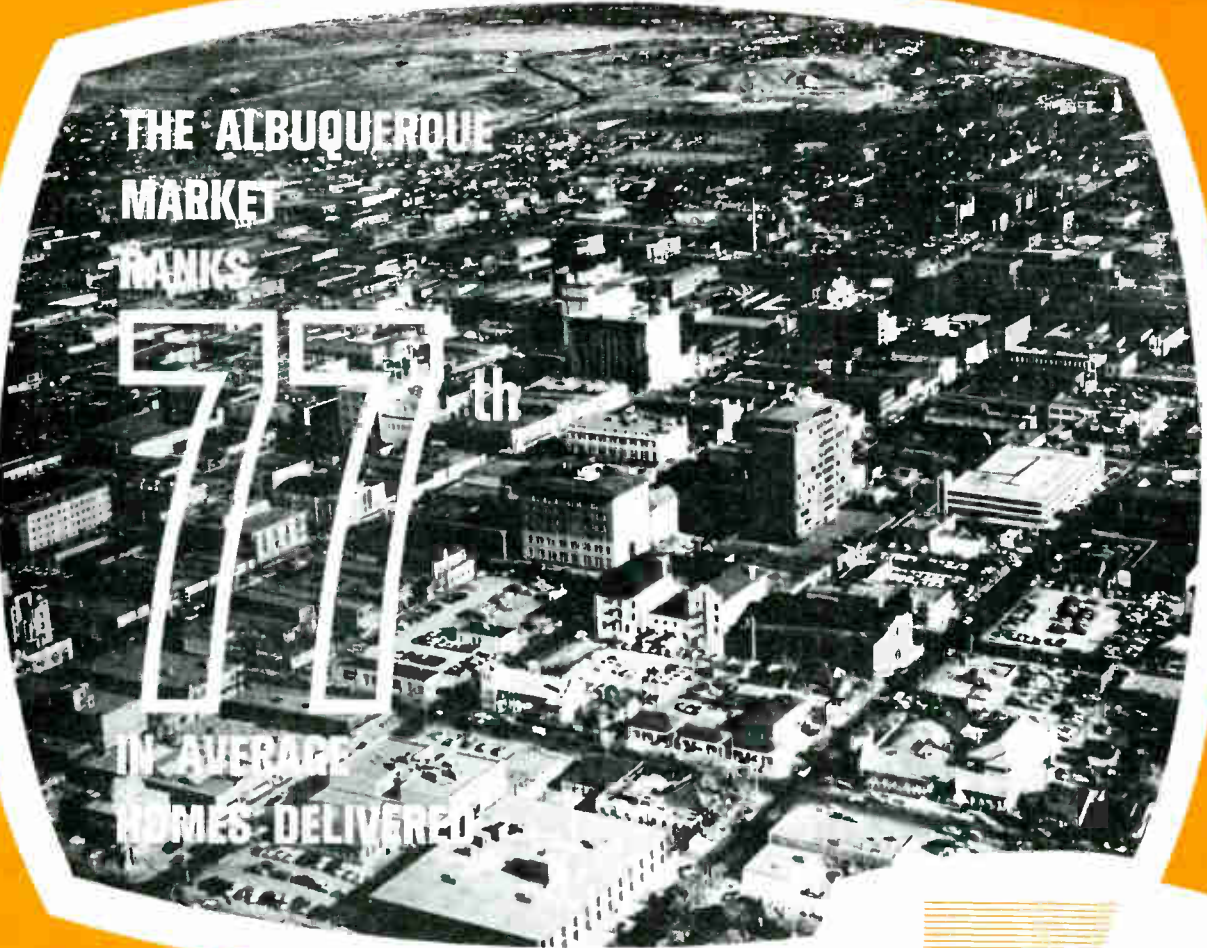
Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:59-10:01 p.m., daily.  
\$420.00 \$252.00 \$168.00 \$140.00 \$105.00 \$110.00 \$92.00 \$55.00  
NETWORK BASE HOURLY RATE: \$425.

For Group Ownership of TV Stations

see Section c.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>COLORADO</b>      |                  |                |           |
| ALAMOSA              | 2,800            | 2,500          | 88        |
| ARCHULETA            | 700              | 600            | 82        |
| CONEJOS              | 1,900            | 1,600          | 86        |
| COSTILLA             | 700              | 500            | 74        |
| OODORES              | 700              | 500            | 73        |
| LA PLATA             | 6,700            | 5,900          | 89        |
| MONTEZUMA            | 4,900            | 4,400          | 89        |
| RIO GRANDE           | 2,800            | 2,400          | 86        |
| SAGUACHE             | 1,000            | 800            | 84        |
| SAN JUAN             | 200              | 100            | 92        |
| <b>NEW MEXICO</b>    |                  |                |           |
| BERNALILLO           | 85,800           | 82,300         | 96        |
| CATRON               | 500              | 400            | 75        |
| CHAVES               | 17,800           | 16,900         | 95        |
| COLFAX               | 3,300            | 2,800          | 86        |
| DE BACA              | 700              | 600            | 91        |
| EDDY                 | 15,100           | 14,200         | 94        |
| GUADALUPE            | 1,100            | 900            | 84        |
| HARDING              | 300              | 200            | 78        |
| LINCOLN              | 2,200            | 2,000          | 89        |
| LOS ALAMOS           | 3,900            | 3,700          | 96        |
| MC KINLEY            | 8,400            | 6,900          | 81        |
| MORA                 | 1,000            | 700            | 70        |
| RIO ARriba           | 5,300            | 4,400          | 83        |
| SANDOVAL             | 3,100            | 2,600          | 85        |
| SAN JUAN             | 16,300           | 13,900         | 85        |
| SAN MIGUEL           | 4,900            | 4,000          | 82        |
| SANTA FE             | 12,300           | 11,400         | 92        |
| SIERRA               | 2,000            | 1,700          | 84        |
| SOCORRO              | 2,600            | 2,400          | 93        |
| TADS                 | 3,500            | 2,800          | 78        |
| TORRANCE             | 1,400            | 1,200          | 88        |
| VALENCIA             | 11,000           | 10,600         | 96        |
| <b>UTAH</b>          |                  |                |           |
| SAN JUAN             | 2,600            | 2,100          | 80        |
| <b>STATION TOTAL</b> | <b>227,500</b>   | <b>208,000</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 176,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 127,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 6



The Albuquerque market ranks 77th in average quarter-hour nighttime audience, 7:30 to 11 p.m. seven days a week.†



# KOAT-TV

## ALBUQUERQUE, NEW MEXICO

- \$1,486,440,000\* consumer expendable income
- \$978,360,000\* total retail sales
- \$225,650,000\* food sales
- \$308,315,000\* automotive sales and service stations

†These statistics are based on ARB estimates Nov. '64-Mar. '65 and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

**STEINMAN STATION**  
 Clair McCollough, Pres.  
 Max Sklower, Mgr.  
*Representatives:*  
**THE MEEKER COMPANY, INC.**  
 New York • Chicago • Los Angeles • San Francisco  
**MARIO MESSINA CO.**—Dallas  
**BOB HIX CO.**—Denver

**Steinman Television Stations** • Clair McCollough, Pres.  
 WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.



# New Mexico—Albuquerque



**KOB-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt.

Latitude 35° 12' 42"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

TV tape: Recording facilities.

AM Affiliate: See below.

FM Affiliate: Holds CP for 52-kw, 93.3 mc (No. 227), 130-ft. antenna height.

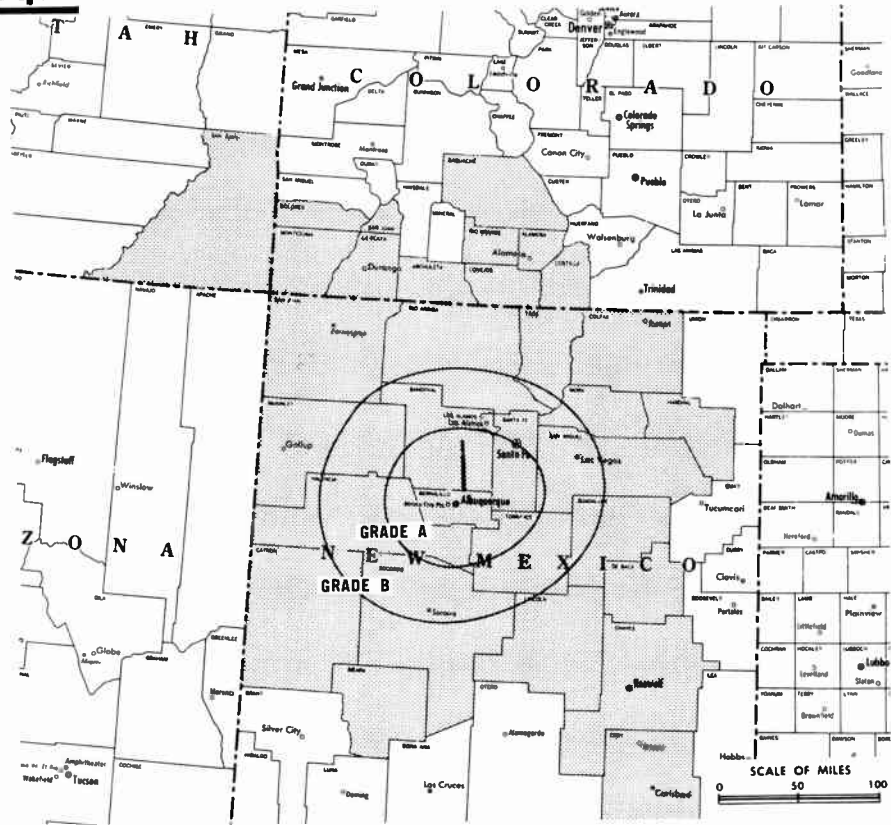
Color: Network, film & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOB-TV Ref: FCC File No. BPCT-1693 Granted 6/2/53

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

## KOB-TV

Licensee: Hubbard Broadcasting Inc.

Studio: 1430 Coal Ave., S.W. (87104).

Telephone: 505-243-4411.

AM Affiliate: KOB, 50-kw (25-kw night), 770 kc (NBC).

Ownership: See KSTP-TV, St. Paul-Minneapolis, Minn.

Began Operation: Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (Television Digest, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

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

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

STANLEY E. HUBBARD, president.  
GEORGE S. JOHNSON, general manager.  
ROBERT WILLIAMS, sales manager.  
JERRY DANZIGER, station manager & film buyer.  
CHET ETTINGER, public relations & promotion director.  
FERN BIBEAU, technical operations.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1965)

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

Class AA—6:30-10 p.m., daily.

\$540.00 \$325.00 \$200.00 \$133.00 Graded rates apply\*

\*Highest rate: \$208.

NETWORK BASE HOURLY RATE: \$400.

For Additional Information on This Transfer

see the Sales & Transfers Section.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>COLORADO</b>      |                  |                |           |
| ALAMOSA              | 2,800            | 2,500          | 88        |
| ARCHULETA            | 700              | 600            | 82        |
| CONEJOS              | 1,900            | 1,600          | 86        |
| COSTILLA             | 700              | 500            | 74        |
| DOLORES              | 700              | 500            | 73        |
| LA PLATA             | 6,700            | 5,900          | 89        |
| MONTEZUMA            | 4,900            | 4,400          | 89        |
| RIO GRANDE           | 2,800            | 2,400          | 86        |
| SAGUACHE             | 1,000            | 800            | 84        |
| SAN JUAN             | 200              | 100            | 92        |
| <b>NEW MEXICO</b>    |                  |                |           |
| BERNALILLO           | 85,800           | 82,300         | 96        |
| CATRON               | 500              | 400            | 75        |
| CHAVES               | 17,800           | 16,900         | 95        |
| COLFAX               | 3,300            | 2,800          | 86        |
| DE BACA              | 700              | 600            | 91        |
| EDDY                 | 15,100           | 14,200         | 94        |
| GUADALUPE            | 1,100            | 900            | 84        |
| HARDING              | 300              | 200            | 78        |
| LINCOLN              | 2,200            | 2,000          | 89        |
| LOS ALAMOS           | 3,900            | 3,700          | 96        |
| MC KINLEY            | 8,400            | 6,900          | 81        |
| MORA                 | 1,000            | 700            | 70        |
| RIO ARRIBA           | 5,300            | 4,400          | 83        |
| SANDOVAL             | 3,100            | 2,600          | 85        |
| SAN JUAN             | 16,300           | 13,900         | 85        |
| SAN MIGUEL           | 4,900            | 4,000          | 82        |
| SANTA FE             | 12,300           | 11,400         | 92        |
| SIERRA               | 2,000            | 1,700          | 84        |
| SOCORRO              | 2,600            | 2,400          | 93        |
| TAOS                 | 3,500            | 2,800          | 78        |
| TORRANCE             | 1,400            | 1,200          | 88        |
| VALENCIA             | 11,000           | 10,600         | 96        |
| <b>UTAH</b>          |                  |                |           |
| SAN JUAN             | 2,600            | 2,100          | 80        |
| <b>STATION TOTAL</b> | <b>227,500</b>   | <b>208,000</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 179,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 135,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# New Mexico—Carlsbad

**abc** **KAVE-TV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 380-ft. above av. terrain, 341-ft. above ground, 3691-ft. above sea level.

Latitude 32° 25' 42"  
Longitude 104° 16' 01"

Holds CP for 100-kw visual, 10-kw aural, 1198-ft. above av. terrain, 1043-ft. above ground, 4753.8-ft. above sea level, lat. 32° 47' 39"; long. 104° 12' 27"; transmitter 12-mi. E of Artesia on Rt. 83 BPCT—3488.

Transmitter: 2907 W. Church St.

AM Affiliate: KAVE, 1-kw (.25-kw, night), 1240 kc.

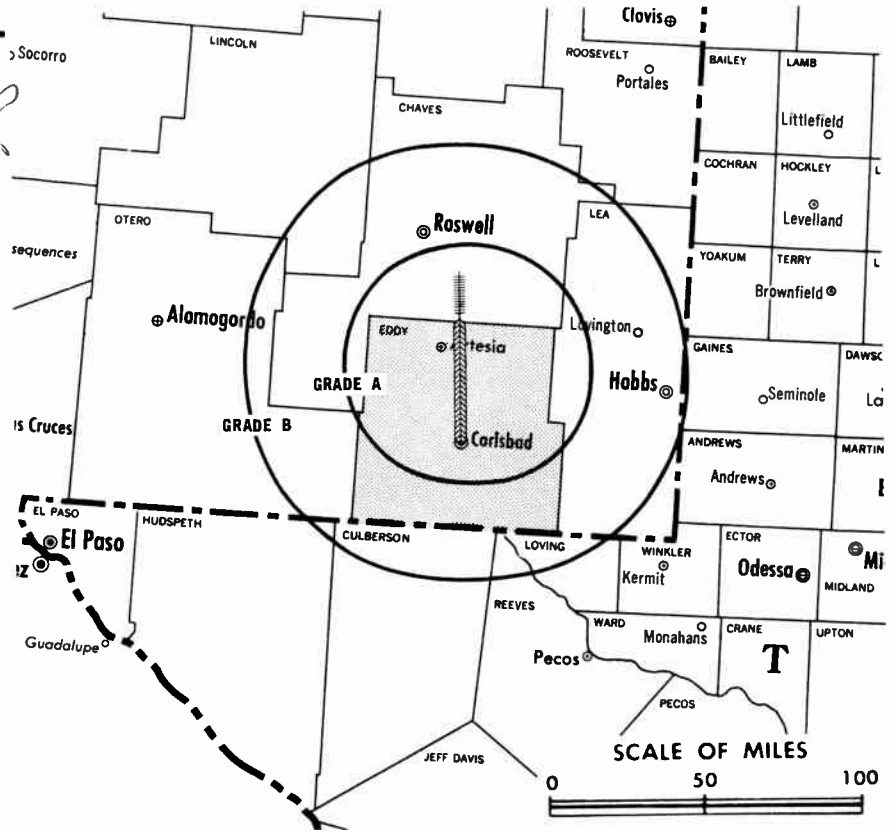
Color: Network.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by James C. McNary.

Total Households: **SRDS**  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KAVE-TV Ref: FCC File No. BNPCT—3847 Granted 5/1/56  
CP: BPCT—3488 Granted 8/3/65

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## KAVE-TV

Network Service: CBS (EMP), ABC.

Licensee: Voice of the Caverns Inc., P.O. Box 1538 (88220).

Studio: 2907 W. Church St.

Telephone: 505-887-1181.

Ownership: KAVE Inc. John Deme, pres. & treas. 99%.

Began Operation: Aug. 24, 1956. Sale to present owner by Edward P. Talbott and associates approved June 19, 1963 by FCC (Television Digest, Vol. 3:9, 25). Sale of control by Mrs. Nancy H. Battison to Talbott group approved Feb. 20, 1958 by FCC (Vol. 14:2, 8).

Represented (sales) by Savalli/Gates; Bob Hix Co. Inc. (Mountain States).

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

Personnel:

JOHN DEME, president & general manager.  
HAZEL I. DEME, v.p. & business manager.  
JOHN H. DEME, v.p., program director & film buyer.  
ALAN M. GOULD, sales manager.  
BILL BAKER, chief engineer.

### DIGEST OF RATE CARD NO. 4

(Feb. 1, 1964)

| Hour                      | 30 Min. | 15 Min. | 5 Min.  | Min.    | 20 Sec. | 10 Sec. |
|---------------------------|---------|---------|---------|---------|---------|---------|
| Class A—7-10 p.m., daily. |         |         |         |         |         |         |
| \$130.00                  | \$78.00 | \$52.00 | \$35.75 | \$26.00 | \$19.50 | \$13.00 |

NETWORK BASE HOURLY RATE: \$70.

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| NEW MEXICO    |                  |          |     |
| EDDY          | 15,100           | 14,200   | 94  |
| STATION TOTAL | 15,100           | 14,200   | 94  |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 10,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 5,700  |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7      |

State Educational Technical Facilities  
(Complete Data in Educational Directory)

## KNME-TV

Albuquerque

Ch. 5

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 11.2-kw visual, 5.62-kw aural. Antenna: 4150-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude 35° 12' 42.65"  
Longitude 106° 26' 58.60"

Holds CP for change to 26.8-kw visual, 13.4-kw aural.



# New Mexico—Clovis



**KFDW-TV**

Ch. 12



[Satellite of KFDA-TV,  
Amarillo, Tex.]

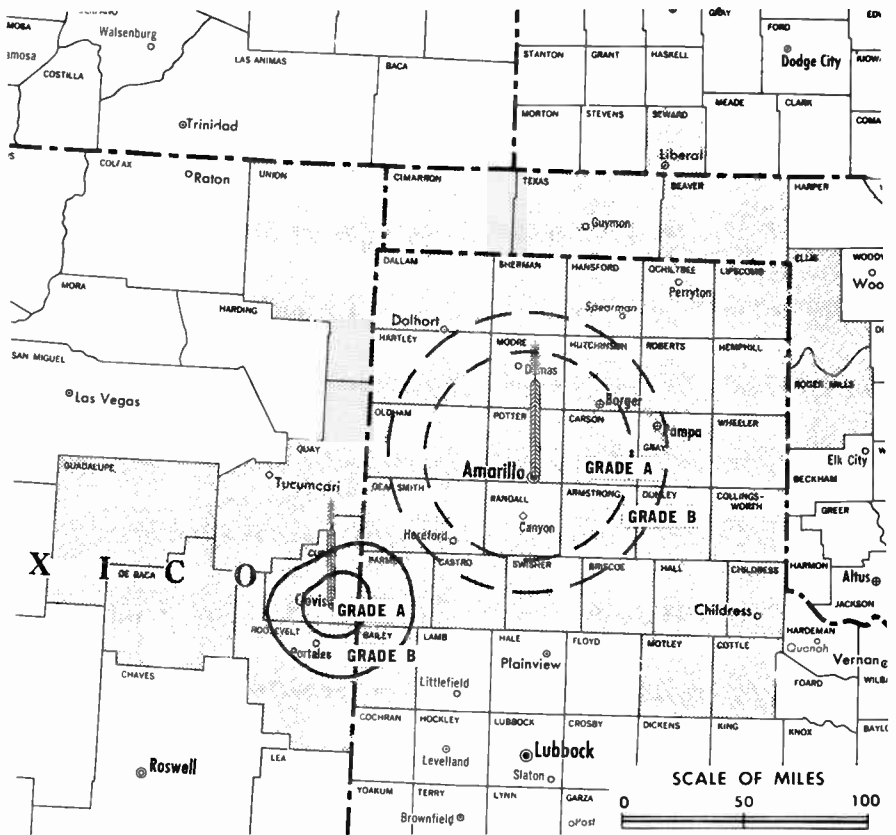
Technical Facilities: Channel No. 12  
(204-210 mc). Authorized power:  
30.2-kw visual, 16.2-kw aural.  
Antenna: 210-ft. above av. terrain,  
240-ft. above ground, 4495-ft.  
above sea level.

Latitude 34° 24' 30.5"  
Longitude 103° 11' 14.9"

Requests 180-kw visual, 36-kw  
aural, 1069-ft. above av. terrain,  
1044-ft. above ground, 5154-ft.  
above sea level, lat. 33° 58' 12",  
long. 103° 03' 36"; transmitter  
to 1.9-mi. S of Hwy. 235, 9.8-mi.  
E of Rogers. BPCT—3667.

Transmitter: 1000 Sycamore St.

Color: Network & tape.



County coverage (shaded areas) based on 1965  
ARB study.

KFDW-TV Ref: FCC File No. BNPCT-3914 Granted 6/6/56

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

## KFDW-TV

Network Service: CBS.

Licensee: Bass Broadcasting Co., Box 1400, Amarillo, Tex. (79105).

Studio: 1000 Sycamore St.

Telephone: 505-762-3071.

Ownership: See KFDA-TV, Amarillo, Texas.

Began Operation: Dec. 2, 1956. Sale to present owner by Marshall Enterprises Inc. approved Jan. 22, 1964 by FCC (Addenda 33-YY). Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Television Digest, Vol. 15:38, 43).

Represented (sales) by Blair TV.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

BILL E. COOK, v.p., general manager & national sales.

JACK SWINDELL, program manager & film buyer.

BILL CANADY, chief engineer.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

ARB Data For This Station Included With Parent  
KFDA-TV, Amarillo, Tex. Above Map Shows  
Coverage For Both Parent & Satellite.



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineering**

**WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# New Mexico—Roswell



**KBIM-TV**

Ch. 10

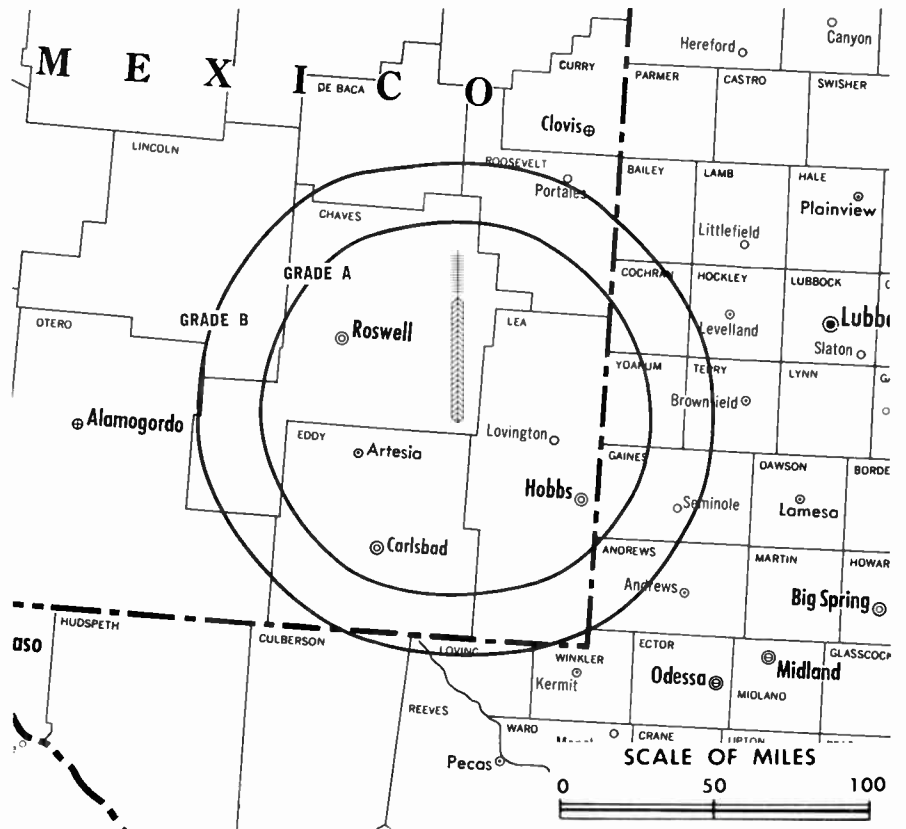
Technical Facilities: Channel No. 10  
(192-198 mc). Authorized power:  
316-kw visual, 55-kw aural. An-  
tenna: 2000-ft. above av. terrain,  
1839-ft. above ground, 6263-ft.  
above sea level.

Latitude 33° 03' 20"  
Longitude 103° 49' 12"

Transmitter: 29½-mi. E of Hager-  
man, N.M.

TV tape: Recording facilities.

Color: Network, slide & film.



KBIM-TV Ref: FCC File No. BMPCT-6098 Granted 7/14/65

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

## KBIM-TV

Grantee: Taylor Broadcasting Co., Box 910.

Studio: 308 North Main.

Telephone: 505-622-2120.

Ownership: W. C. Taylor, pres. & treas., 50%; Homer F. Glover, v.p., 5.7%; Gene Reischman, secy., 27.3%; J. Kenneth Smith, 11.3%; J. Raymond Harris, 5.7%. All also have interest in radio KBIM & FM.

Began Operation: Feb. 23, 1966.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

W. C. TAYLOR, president.  
G. F. (JUD) ROBERTS, executive v.p.  
W. H. BAILEY, station manager.  
T. F. EVANS, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Jan. 1, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.  | Min.    | 20 Sec. | ID              |
|-------------------------------|----------|----------|---------|---------|---------|-----------------|
| Class AA—6:30-10 p.m., daily. | \$210.00 | \$120.00 | \$80.00 | \$50.00 | \$50.00 | \$40.00 \$25.00 |

ARB Data for this Station is not available since it was not in operation when the survey was made.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# New Mexico—Roswell



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 140-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"  
Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380 near Caprock.

Color: Network.

News Wire Service: UPI. Facsimile Service: UPI.

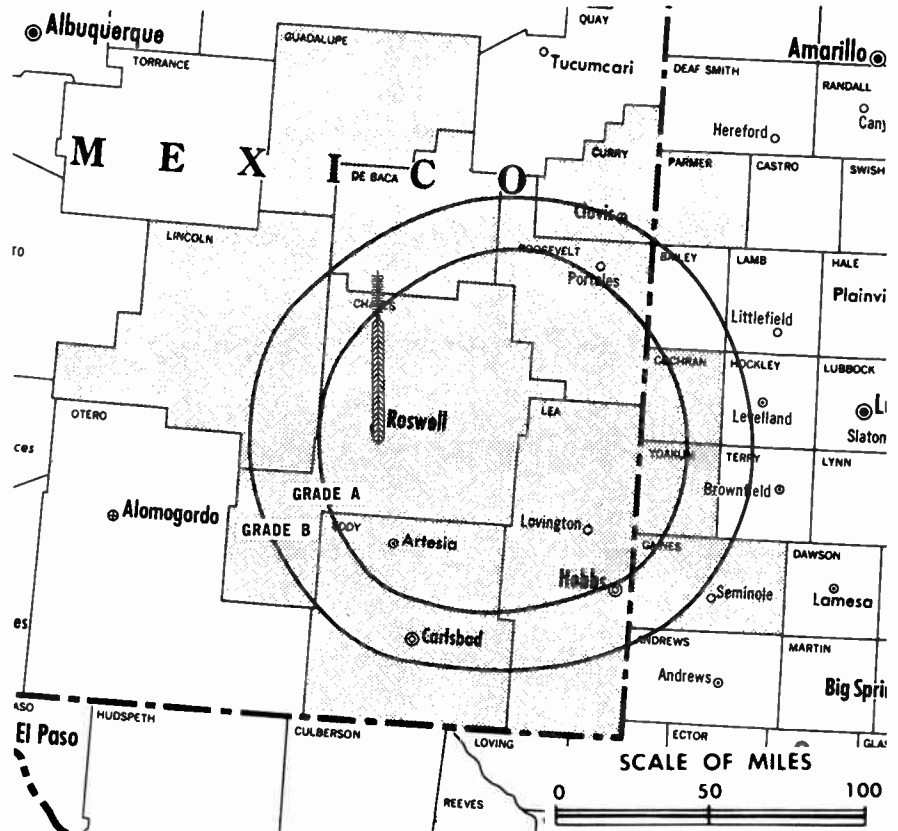
Telephone: 505-622-6450.

TWX No.: 505-622-9017.

Represented (engineering) by Gautney & Jones.

AM Affiliate: CP for 1020 kc, 50-kw (10-kw night).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSWS-TV-TV Ref: FCC File No. BPCT-3130 Granted 3/19/63 ©American Map Co., Inc., N.Y., No. 14244

## KSWS-TV

Network Service: NBC; also available on ABC.

Licensee: John A. Barnett, Box 670.

Studio: 1717 W. Second St. (88201).

Ownership: John A. Barnett, 100%.

Began Operation: June 24, 1953.

Represented (sales) by The Meeker Co. Inc.; Clyde Melville (Southwest); Busby, Finch & Woods (Southeast).

Represented (legal) by Koteen & Burt.

Personnel:

JOHN A. BARNETT, general manager.  
PAUL B. McEVOY, station & sales mgr.  
C. MAE WINSETT, program director.  
LEWIS M. FITTS, production director.  
WILLIAM E. KOLB, chief engineer.

### DIGEST OF RATE CARD NO. 12 (Jan. 1, 1965)

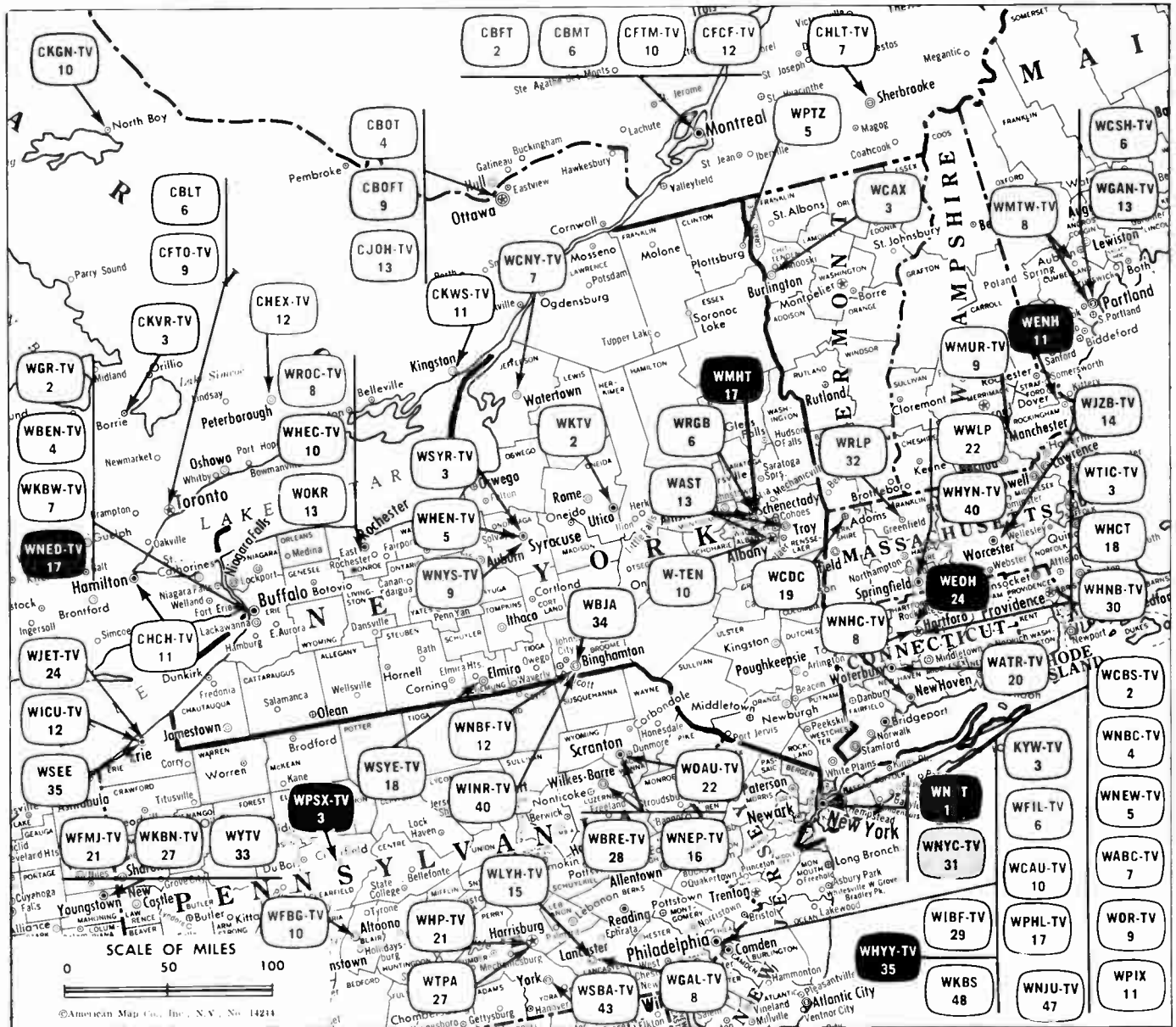
|                           |          |          |         |         |         |         |
|---------------------------|----------|----------|---------|---------|---------|---------|
| Hour                      | 30 Min.  | 15 Min.  | 5 Min.  | Min.    | 20 Sec. | 8 Sec.  |
| Class AA—6-9 p.m., daily. |          |          |         |         |         |         |
| \$275.00                  | \$165.00 | \$110.00 | \$77.00 | \$65.00 | \$52.00 | \$32.50 |

NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>NEW MEXICO</b>    |                  |               |           |
| CHAVES               | 17,800           | 16,900        | 95        |
| CURRY                | 10,300           | 9,600         | 94        |
| DE BACA              | 700              | 600           | 91        |
| EDDY                 | 15,100           | 14,200        | 94        |
| GUADALUPE            | 1,100            | 900           | 84        |
| LEA NORTH            | 5,000            | 4,700         | 94        |
| LEA SOUTH            | 12,800           | 11,900        | 94        |
| LINCOLN              | 2,200            | 2,000         | 89        |
| ROOSEVELT            | 4,600            | 4,300         | 92        |
| <b>TEXAS</b>         |                  |               |           |
| COCHRAN              | 1,800            | 1,600         | 93        |
| GAINES               | 3,900            | 3,700         | 94        |
| PARMER               | 3,300            | 3,100         | 92        |
| YOAKUM               | 2,900            | 2,800         | 96        |
| <b>STATION TOTAL</b> | <b>81,500</b>    | <b>76,300</b> | <b>94</b> |

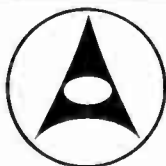
NET WEEKLY CIRCULATION (MARCH 65) 54,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 40,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

See Translator Directory in Section c.



| Market                      | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------------------------|----------------------------|------|-------------|------|---------------|------|
| New York City               | 5,375,400                  | 1    | 6,771,200   | 1    | 6,524,300     | 1    |
| Buffalo                     | 600,200                    | 22   | 961,200     | 22   | 931,400       | 21   |
| Syracuse                    | 466,800                    | 35   | 712,200     | 36   | 685,400       | 36   |
| Albany-Schenectady-Troy     | 460,900                    | 37   | 694,900     | 39   | 665,000       | 37   |
| Rochester                   | 285,800                    | 68   | 400,900     | 83   | 386,000       | 76   |
| Binghamton                  | 231,100                    | 82   | 503,000     | 58   | 481,200       | 57   |
| Plattsburgh-Burlington, Vt. | 158,300                    | 104  | 243,400     | 120  | 232,300       | 118  |
| Utica                       | 146,700                    | 115  | 228,900     | 125  | 220,100       | 122  |
| Watertown-Carthage          | 66,000                     | 173  | 103,000     | 184  | 99,000        | 181  |

Additional State Data on the next page



**AMECO INC.**  
P.O. Box 11326 • Phoenix, Ariz. 85017



## AMECO "SALESMOBILE SERVICE"

**IN NEW YORK**  
(Long Island & New York City)  
GEORGE MARTIN  
P.O. Box 3343  
Harrisburg, Pa. 17101  
Harrisburg Warehouse  
717-737-3792

**IN NEW YORK**  
(Except Long Island & New York City)  
PHIL COLONE, JR.  
Box 48  
Oneonta, New York 12201  
Phone: 518-434-9758  
Harrisburg Warehouse  
717-737-3792

# New York

New York Station Status as of Feb. 1, 1966

|                                   | VHF | UHF | TOTAL |
|-----------------------------------|-----|-----|-------|
| ☐ Commercial Television Stations  | 22  | 4   | 26    |
| ● Educational Television Stations | 1   | 3   | 4     |
| ◐ Non-commercial TV Stations      | 0   | 1   | 1     |
|                                   |     |     | 31    |

## WNYC-TV

New York

Ch. 31

Non-Commercial Station

Licensee: City of New York Municipal Bcstg. System, Municipal Bldg., New York (10007).

Studio: Municipal Bldg. Transmitter: Empire State Bldg.

Telephone: 566-2121.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 890-kw visual, 433-kw aural. Antenna: 1294-ft. above av. terrain, 1380-ft. above ground, 1330-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 44' | 54" |
| Longitude | 73° | 59' | 10" |

TV tape: Recording facilities.

AM Affiliate: WNYC (830 kc). FM Affiliate: WNYC-FM (93.9 mc).

Ownership: City of New York Municipal Bcstg. System.

Began Operation: November 1, 1962.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Ron Culver.

Personnel:

SEYMOUR N. SIEGEL, director & general manager.

BERNARD BUCK, TV program manager.

FRANK ROSA, film buyer.

MORRIS K. KUNINS, chief engineer.

JOHN De PROSPO, exec. officer.

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### WRGB

Albany

(See Schenectady, N.Y.)

### WWNY-TV

Carthage

(See Watertown, N.Y.)

### WCAX-TV

Plattsburgh

(See Burlington, Vt.)

### WAST & WTEN

Schenectady

(See Albany, N.Y.)

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

### WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 183-kw max. and 151.3-kw horizontal visual, 30.2-kw aural. Antenna: 350-ft. above av. terrain, 377-ft. above ground, 990-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 53' | 05" |
| Longitude | 78° | 52' | 22" |

### WNDT

New York

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 1657 Broadway, New York (10019).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 178-kw visual, 89.1-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 44' | 54" |
| Longitude | 73° | 59' | 10" |

### WMHT

Schenectady

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Front St., Schenectady.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 240-kw visual, 120-kw aural. Antenna: 920-ft. above av. terrain, 216-ft. above ground, 1868-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 38' | 12" |
| Longitude | 73° | 59' | 45" |

### WCNY-TV

Syracuse

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., 1130 Salt Springs Rd., Syracuse (13224).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 347-kw horizontal visual, 69.2-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 850-ft. above ground, 1111-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 56' | 42" |
| Longitude | 76° | 01' | 28" |

# New York—Albany-Troy-Schenectady



**WAST**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 17-kw aural. Antenna: 1199-ft. above av. terrain, 765-ft. above ground, 1715-ft. above sea level.

Latitude 42° 47' 08"  
Longitude 73° 37' 44"

Transmitter: Bald Mt.

Studio: 15 N. Pearl St., Menands, Albany.

TV tape: Recording facilities.

O & O Translators: W07AI, Lanesboro, Pittsfield & W. Pittsfield, Mass.; W07AG, Rutland-W. Rutland, Vt.

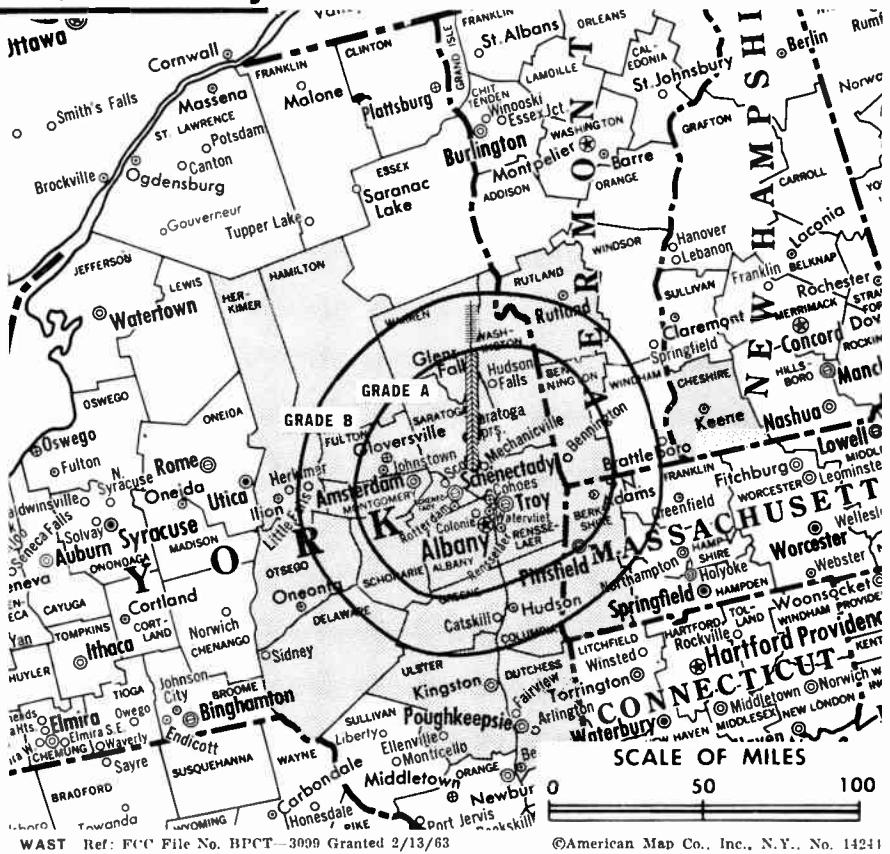
Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Total Households: © SRDS Consumer Market Data as of 1/1/66. TV Homes: TV% and Circulation © 1965 American Research Bureau. County coverage (shaded areas) based on 1965 ARB study.



## WAST

Licensee: Van Curler Broadcasting Corp., Box 4035, Albany (12204).

Studio: 15 N. Pearl St., Menands, Albany (12207).

Telephone: 518-436-4791. TWX No.: 518-474-3228.

Ownership: Stanley Warner Corp., 100%.

Began Operation: Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (Television Digest, Vol. 12:24).

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

Represented (legal) by Arnold & Porter.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM A. RIPLE, general manager.

JOHN CRAWFORD, national sales manager.

STEPHEN STANLEY, chief engineer.

FRED SHAVOR, program director & film buyer.

MICHAEL S. ARTIST, promotion, publicity & marketing mgr.

ARTHUR WOLDT, news editor.

### DIGEST OF RATE CARD NO. 9A—(Oct. 1, 1965)

| Hour                              | 30 Min.  | 15 Min.  | 5 Min.   | Min. or 20 Sec. | ID       |
|-----------------------------------|----------|----------|----------|-----------------|----------|
| Class AA—7:30-10:30 p.m., daily.  |          |          |          |                 |          |
| \$1000.00                         | \$600.00 | \$400.00 | \$250.00 | \$250.00        | \$125.00 |
| NETWORK BASE HOURLY RATE: \$1000. |          |          |          |                 |          |

For Other Theater Groups With TV Stations,  
see Section c

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>MASSACHUSETTS</b> |                  |                |           |
| Berkshire            | 44,400           | 42,700         | 96        |
| <b>NEW HAMPSHIRE</b> |                  |                |           |
| Cheshire             | 14,600           | 13,700         | 94        |
| <b>NEW YORK</b>      |                  |                |           |
| Albany               | 95,100           | 91,800         | 97        |
| Columbia             | 15,800           | 15,100         | 96        |
| Delaware             | 13,400           | 12,500         | 93        |
| Dutchess             | 54,500           | 52,200         | 96        |
| Fulton               | 17,700           | 17,100         | 96        |
| Greene               | 10,600           | 10,200         | 96        |
| Hamilton             | 1,400            | 1,300          | 94        |
| Herkimer             | 21,900           | 21,100         | 96        |
| Montgomery           | 18,900           | 18,100         | 96        |
| Otsego               | 16,500           | 15,600         | 94        |
| Rensselaer           | 46,700           | 44,900         | 96        |
| Saratoga             | 29,200           | 28,400         | 97        |
| Schenectady          | 53,400           | 51,900         | 97        |
| Schoharie            | 6,900            | 6,600          | 95        |
| Ulster               | 41,900           | 39,500         | 94        |
| Warren               | 14,900           | 14,200         | 95        |
| Washington           | 14,700           | 14,200         | 96        |
| <b>VERMONT</b>       |                  |                |           |
| Bennington           | 8,000            | 7,600          | 94        |
| Rutland              | 14,300           | 13,500         | 95        |
| <b>STATION TOTAL</b> | <b>554,800</b>   | <b>532,200</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 358,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 248,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# New York—Albany



**W-TEN**

Ch. 10



[Also operates satellite WCDC, Adams, Mass.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 73° 59' 54"

Requests 30-kw aural.

Transmitter: Beaver Dam Rd., Held-erberg Mt., New Scotland.

Studio: North Greenbush, N.Y.

TV tape: Recording facilities.

O & O Translators: W04AE, Herkimer & Little Falls, N.Y.; W04AL, Bennington, Vt.

Color: Network, film & slide.

News Wire Service: AP. Facsimile

Service: UPI. News Film Service:

CBS.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (CBS).

ARB Data: Includes Satellite, WCDC, Adams, Mass.

Total Households: (F) SRDS

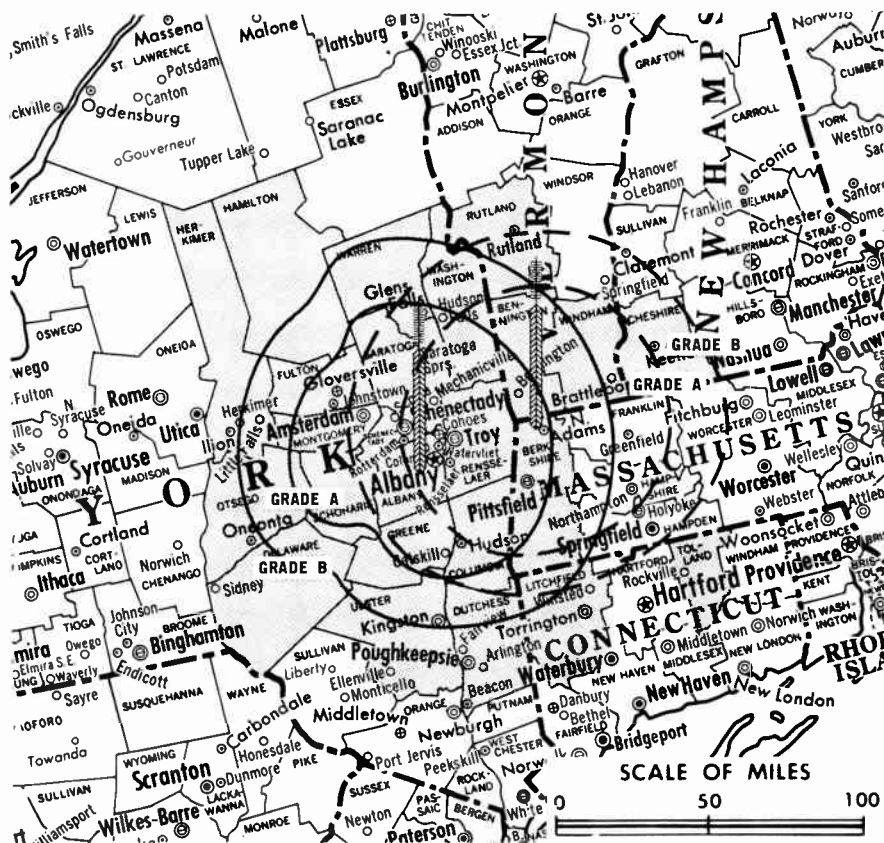
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



W-TEN Ref. FCC File No. RM107-5887 Granted 4/11/63.  
WCDC Ref. FCC File No. RM107-5887 Granted 9/10/58

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

## W-TEN

Grantee (STA): Capital Cities Bcstg. Corp., Box 10, Albany (12201).

Telephone: 518-271-2345. TWX No.: Troy, N.Y. 518-241-6290.

Ownership: Frank M. Smith, chairman & chief exec. officer, 10.97%; Thomas S. Murphy, pres., .93%; William J. Casey, v.p., 3.67%; Harmon L. Duncan, v.p., 2.10% (additional 1.90% held by wife Virginia); J. Floyd Fletcher, v.p., 3.32% (additional 1.75% held by wife Mildred); G. Dickler, secy., 1.55%; Robert I. Lipton, asst. secy.-treas., .19%; Lowell J. Thomas, director, 14.61%; John P. McGrath, director, 3.31%; Wm. S. Lasdon, director, 1.63%; Carl C. Council, director, .10% (pres. of radio WDNC, Durham, N.C., which owns 1.44%). Following are not officers: Dean P. Taylor, 2.17%; Josephine S. Sutland, 2.71%. Over 1000 stockholders. Capital Cities also operates uhf satellite WCDC, Adams, Mass. and is licensee of WTVD, Durham-Raleigh; WPRO-TV & WPRO, Providence, R.I.; WKBW-TV & WKBW, Buffalo; WPAT (AM), Paterson, N.J.; WSAZ-TV & WSAZ, Huntington, W. Va.; and WJR & FM, Detroit, Mich.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49).

Represented (engineering) by Kear & Kennedy.

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

FRANK M. SMITH, chairman & chief exec. officer.  
THOMAS S. MURPHY, president.  
KENNETH M. JOHNSON, v.p. & general manager.  
LAWRENCE J. POLLOCK, general sales manager.  
GERALD E. SULLIVAN, promotion manager.  
JAMES MASUCCI, program director.  
THOMAS H. CURRAN, business manager.  
WILLIAM ORR, chief engineer.

### DIGEST OF RATE CARD NO. 15 (Feb. 1, 1965)

| Hour                                                     | 30 Min.   | 15 Min.  | 5 Min.   | 20 Sec.  | ID        |           |
|----------------------------------------------------------|-----------|----------|----------|----------|-----------|-----------|
| Class AA—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | \$1250.00 | \$750.00 | \$500.00 | \$312.50 | \$250.00* | \$125.00* |

\*Class AAA—8-10:30 p.m., Sun.-Fri.; 7:30-10:30 p.m., Sat.  
Class AA—6:30-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 7-8 p.m., Sun., 10:30-11 p.m. daily. Rates include WCDC, Adams, Mass.

NETWORK BASE HOURLY RATE: \$1150.

| STATE/COUNTY  | TOTAL HOUSEHOLDS |        | TV HOMES |     |
|---------------|------------------|--------|----------|-----|
|               | HOUSEHOLDS       | HOMES  | HOMES    | PER |
| CONNECTICUT   |                  |        |          |     |
| LITCHFIELD    | 39,500           | 37,900 |          | 96  |
| TOLLAND       | 20,900           | 20,000 |          | 96  |
| MASSACHUSETTS |                  |        |          |     |
| BERKSHIRE     | 44,400           | 42,700 |          | 96  |
| NEW HAMPSHIRE |                  |        |          |     |
| CHESHIRE      | 14,600           | 13,700 |          | 94  |
| NEW YORK      |                  |        |          |     |
| ALBANY        | 95,100           | 91,800 |          | 97  |
| COLUMBIA      | 15,800           | 15,100 |          | 96  |
| DELAWARE      | 13,400           | 12,500 |          | 93  |
| DUTCHESS      | 54,500           | 52,200 |          | 96  |
| FULTON        | 17,700           | 17,100 |          | 96  |
| GREENE        | 10,600           | 10,200 |          | 96  |
| HAMILTON      | 1,400            | 1,300  |          | 94  |
| HERKIMER      | 21,900           | 21,100 |          | 96  |
| MONTGOMERY    | 18,900           | 18,100 |          | 96  |

|               |         |         |    |
|---------------|---------|---------|----|
| OTSEGO        | 16,500  | 15,600  | 94 |
| RENSSELAER    | 46,700  | 44,900  | 96 |
| SARATOGA      | 29,200  | 28,400  | 97 |
| SCHENECTADY   | 53,400  | 51,900  | 97 |
| SCHOHARIE     | 6,900   | 6,600   | 95 |
| ULSTER        | 41,900  | 39,500  | 94 |
| WARREN        | 14,900  | 14,200  | 95 |
| WASHINGTON    | 14,700  | 14,200  | 96 |
| VERMONT       |         |         |    |
| BENNINGTON    | 8,000   | 7,600   | 94 |
| RUTLAND       | 14,300  | 13,500  | 95 |
| WINDHAM       | 9,600   | 8,600   | 90 |
| STATION TOTAL | 624,800 | 598,700 | 96 |

NET WEEKLY CIRCULATION (MARCH 65) 403,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 299,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 8



# New York—Schenectady-Albany-Troy



**WRGB**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

Transmitter: New Scotland, N.Y.

TV tape: Recording facilities.

AM Affiliate: WGY, 50-kw, 810 kc (NBC).

FM Affiliate: WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

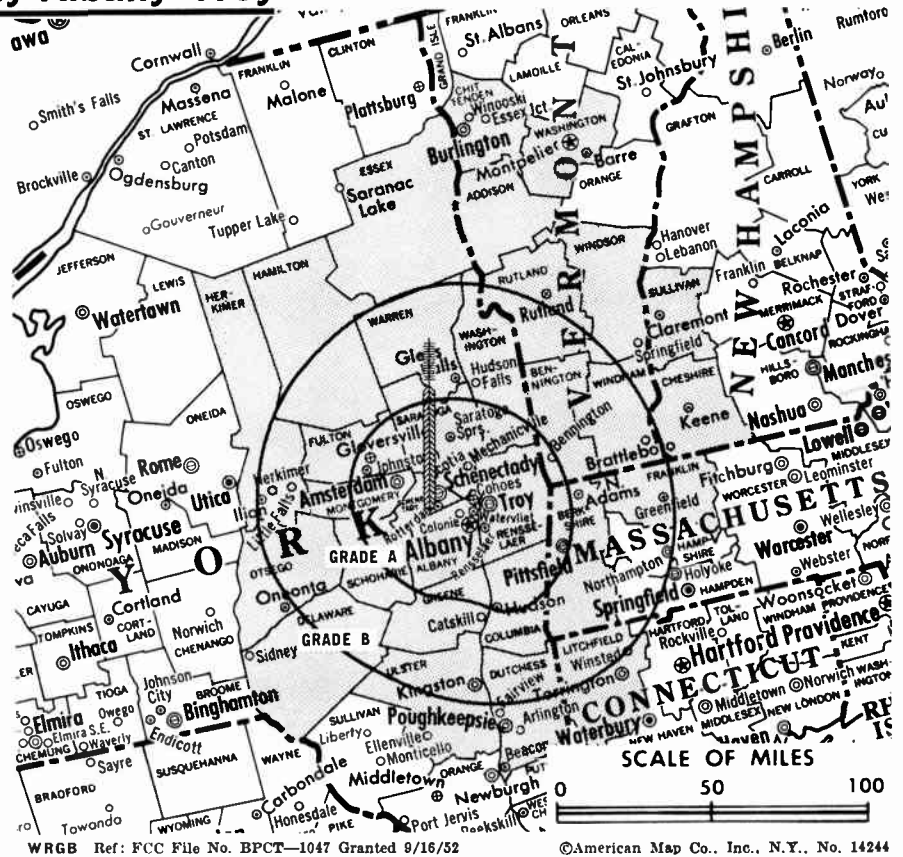
Facsimile Service: UPI.

News Film Service: UPI.

Represented (legal) by McKenna & Wilkinson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WRGB Ref: FCC File No. BPT-1047 Granted 9/16/52

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

## WRGB

Licensee: General Electric Broadcasting Co. Inc., 1400 Balltown Rd. (12309).

Studio: 1400 Balltown Rd., Schenectady (12309).

Telephone: 518-377-2261. TWX No.: 518-556-2092.

Ownership: Subsidiary of General Electric Co. Officers: Fred J. Borch, chairman; Herman L. Weiss, vice chairman; Robert C. Wilson, pres.; Reid L. Shaw, v.p. & gen. mgr.; Francis A. Pasley, treas.; L. Mason Harter, v.p. & gen. counsel. Parent corp. is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc. Note: Purchase of WSIX-TV, Nashville and WSIX & FM pends.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by The Katz Agency Inc.

Personnel:

- REID L. SHAW, v.p. & general manager.
- ROBERT F. REID, manager, marketing.
- MERL L. GALUSHA, manager, programming & production.
- GEORGE F. SPRING, manager, sales.
- ARTHUR R. GARLAND, manager, promotion and publicity.
- A. G. ZINK, manager, programs.
- RONALD A. DEERE, manager, traffic.
- W. B. MONROE, operations desk.

DIGEST OF RATE CARDS NO. P22 & A23  
(Jan. 7, 1965)

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

\$1250.00 \$750.00 \$500.00 \$360.00 \$325.00\* \$295.00\* \$150.00\*

\*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1625.

See Parent Corporate Listing

Under TV Set Manufacturers

Section c.

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|---------------------------------------|------------------|----------|-----------|
| CONNECTICUT                           |                  |          |           |
| LITCHFIELD                            | 39,500           | 37,900   | 96        |
| MASSACHUSETTS                         |                  |          |           |
| BERKSHIRE                             | 44,400           | 42,700   | 96        |
| FRANKLIN                              | 17,300           | 16,100   | 93        |
| NEW HAMPSHIRE                         |                  |          |           |
| CHESTER                               | 14,600           | 13,700   | 94        |
| SULLIVAN                              | 9,200            | 8,500    | 93        |
| NEW YORK                              |                  |          |           |
| ALBANY                                | 95,100           | 91,800   | 97        |
| COLUMBIA                              | 15,800           | 15,100   | 96        |
| DELAWARE                              | 13,400           | 12,500   | 93        |
| DUTCHESS                              | 54,500           | 52,200   | 96        |
| ESSEX                                 | 10,600           | 10,200   | 96        |
| FULTON                                | 17,700           | 17,100   | 96        |
| GREENE                                | 10,600           | 10,200   | 96        |
| HAMILTON                              | 1,400            | 1,300    | 94        |
| HERKIMER                              | 21,900           | 21,100   | 96        |
| MONTGOMERY                            | 18,900           | 18,100   | 96        |
| OTSEGO                                | 16,500           | 15,600   | 94        |
| RENSSELAER                            | 46,700           | 44,900   | 96        |
| SARATOGA                              | 29,200           | 28,400   | 97        |
| SCHENECTADY                           | 53,400           | 51,900   | 97        |
| SCHOHARIE                             | 6,900            | 6,600    | 95        |
| ULSTER                                | 41,900           | 39,500   | 94        |
| WARREN                                | 14,900           | 14,200   | 95        |
| WASHINGTON                            | 14,700           | 14,200   | 96        |
| VERMONT                               |                  |          |           |
| ADDISON                               | 5,500            | 5,200    | 94        |
| BENNINGTON                            | 8,000            | 7,600    | 94        |
| CHITTENDEN                            | 22,300           | 21,500   | 96        |
| RUTLAND                               | 14,300           | 13,500   | 95        |
| WASHINGTON                            | 12,800           | 12,300   | 96        |
| WINDHAM                               | 9,600            | 8,600    | 90        |
| WINDSOR                               | 13,300           | 12,500   | 94        |
| STATION TOTAL                         | 694,900          | 665,000  | 96        |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  | 460,900  |           |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  | 358,200  |           |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  |          | 8         |

# New York—Binghamton



**WBJA-TV**

Ch. 34

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 204-kw visual, 56.2-kw aural. Antenna: minus 900-ft. above av. terrain, 300-ft. above ground, 2215-ft. above sea level.

Latitude 42° 03' 38"  
Longitude 75° 56' 33"

Transmitter: 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

O&O Translator: W70AK, Southside in Binghamton, Conklin & Dickin-son, N.Y.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WBJA-TV Ref: FCC File No. Doc. 14274—Effective 1/22/62

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

## WBJA-TV

Licensee: WBJA-TV Inc., 126 Pearl St., Buffalo, N.Y. (14202).

Studio: Ingraham Hill Rd., Binghamton, N.Y. (13902).

Telephone: 607-772-1122.

Ownership: Empire TV & Radio Inc., 100%. Owners of Empire are: Alfred E. Anscombe, pres., 53.13%; Small Business Investment Co. of N.Y. Inc., 36.5%; James E. Greeley, 10.4%. Same interests also own WEPA-TV, Erie, Pa. (CP).

Began Operation: Nov. 23, 1962.

Represented (sales) by Vic Piano Associates.

Represented (engineering) by Raymond E. Rohrer & Associates.

### Personnel:

ALFRED E. ANSCOMBE, president & general manager.  
HAROLD BENNETT, group program dir. & film buyer.  
JACK HARTLEY, station manager.  
LOU STANTZ, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 4 (Oct. 1, 1964)

| Hour                         | 30 Min.  | 15 Min.  | 5 Min.   | Min.    | 20 Sec.  | ID       |          |
|------------------------------|----------|----------|----------|---------|----------|----------|----------|
| Class A—7:30-11 p.m., daily. | \$250.00 | \$150.00 | \$100.00 | \$50.00 | \$32.00* | \$32.00* | \$16.00* |

\*Class AA rate.

NETWORK BASE HOURLY RATE: \$200.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| BROOME               | 70,700           | 68,600         | 97        |
| CHENANGO             | 13,700           | 13,100         | 96        |
| OTSEGO               | 16,500           | 15,600         | 94        |
| TIOGA                | 12,500           | 12,000         | 96        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| BRADFORD             | 15,900           | 15,100         | 95        |
| SULLIVAN             | 1,800            | 1,700          | 95        |
| SUSQUEHANNA          | 9,400            | 9,000          | 96        |
| TIOGA                | 10,500           | 9,800          | 93        |
| <b>STATION TOTAL</b> | <b>151,000</b>   | <b>144,900</b> | <b>96</b> |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 74,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 43,100 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 8      |

For New York CATV Systems

see Section c

# New York—Binghamton



**WINR-TV**



Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 537-kw maximum and 288-kw horizontal visual, 63.5-kw horizontal aural. Antenna: Directional, 628-ft. above av. terrain, 509-ft. above ground, 1949-ft. above sea level.

Latitude 42° 06' 47"  
Longitude 75° 51' 15"

Transmitter: Hiner Rd.

AM Affiliate: WINR, 1-kw (.5-kw night), 680 kc (NBC).

O&O Translators: W81AB, Chenango Bridge & Hillcrest, N.Y.; W78AB, Endwell & Vestal, N.Y.; W75AA, Johnson City, N.Y.

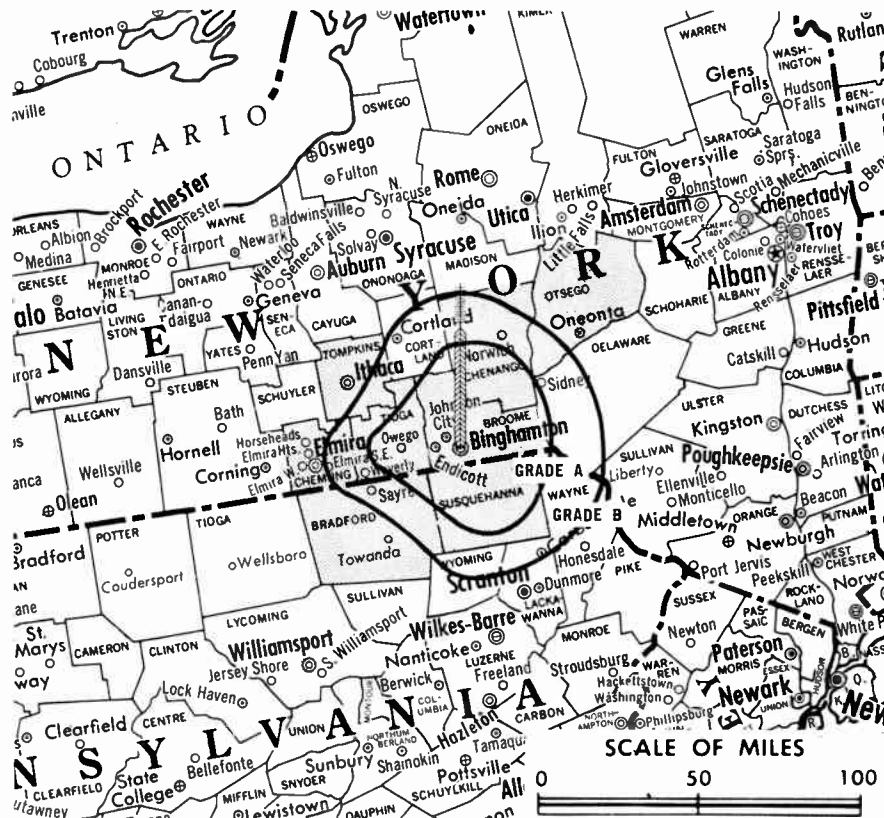
Color Facilities: Network.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WINR-TV Ref: FCC File No. BMPCT-4731 Granted 6/21/57

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

## WINR-TV

Licensee: Binghamton Press Co. Inc., 70 Henry St. (13901).

Studio: 70 Henry St.

Telephone: 607-723-8251.

TWX No.: 607-772-0240.

Ownership: Same as Binghamton Press (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Nov. 1, 1957.

Represented (sales) by H-R Television.

Personnel:

EDWARD M. SCALA, general manager & film buyer.  
RODERIC REEDER, local sales manager.  
ROBERT JULIAN, program director.  
GINO RICCIARDELLI, technical director.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10:30 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$48.00 \$44.00 \$22.00  
NETWORK BASE HOURLY RATE: \$260.

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | PER           |
|----------------------------------------------|------------------|----------------|---------------|
| <b>NEW YORK</b>                              |                  |                |               |
| BROOME                                       | 70,700           | 68,600         | 97            |
| CHEMUNG                                      | 32,600           | 31,200         | 96            |
| CHENANGO                                     | 13,700           | 13,100         | 96            |
| OTSEGO                                       | 16,500           | 15,600         | 94            |
| TIOGA                                        | 12,500           | 12,000         | 96            |
| TOMPKINS                                     | 20,800           | 18,700         | 90            |
| <b>PENNSYLVANIA</b>                          |                  |                |               |
| BRADFORD                                     | 15,900           | 15,100         | 95            |
| SUSQUEHANNA                                  | 9,400            | 9,000          | 96            |
| <b>STATION TOTAL</b>                         | <b>192,100</b>   | <b>183,300</b> | <b>95</b>     |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  |                | <b>86,000</b> |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  |                | <b>54,000</b> |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  |                | <b>8</b>      |

For Other Publications which own Television Stations, see Section on Newspaper Ownership.

# New York—Binghamton



**WBFB-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33.5"  
Longitude 75° 57' 06"

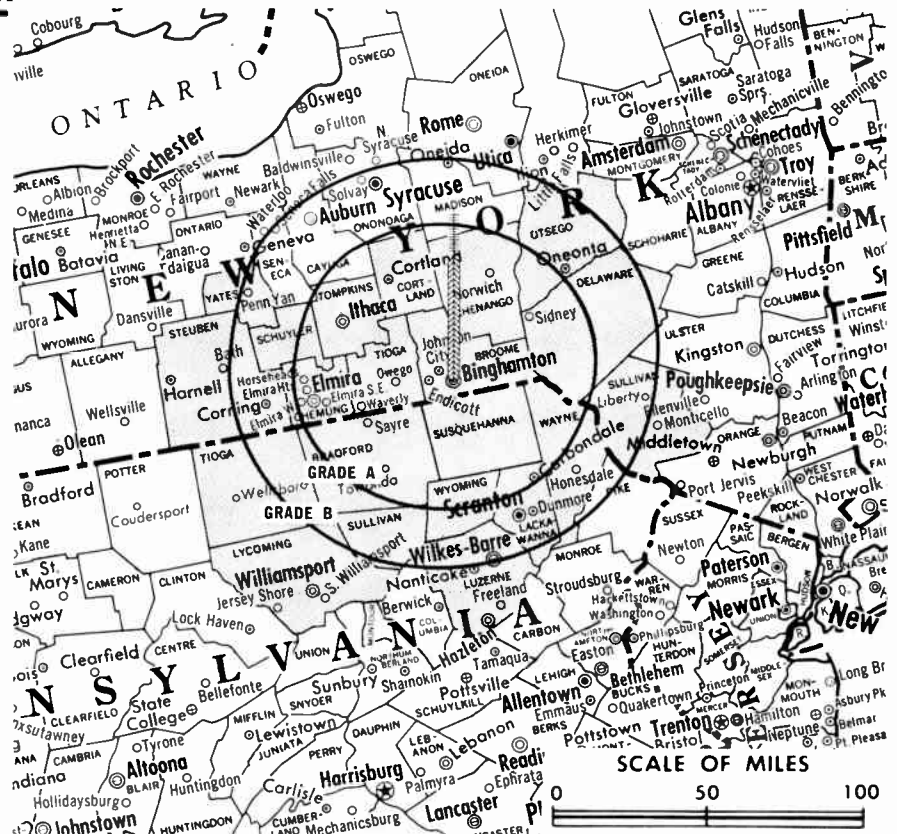
Transmitter: Ingraham Hill Rd.

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

FM Affiliate: WBFB-FM, 4.6-kw, 98.1 mc (No. 251), 950-ft. antenna height.

Color Facilities: Network, film & slide. Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBFB-TV Ref: FCC File No. BNPCT-3731 Granted 2/24/56

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

## WBFB-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: Sheraton-Inn, Binghamton (13902).

Telephone: 607-723-7311. TWX No.: 607-722-0242.

Ownership: Triangle Publications, Inc., see WFIL-TV, Philadelphia.

Began Operation: Dec. 1, 1949. Sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (Television Digest, Vol. 11:11, 19).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner & Bergson.

Personnel:

GEORGE DUNHAM, general manager.  
LE ROY BERTIN, TV sales manager.  
GEORGE S. RYDOS, local sales manager.  
HERB MOSKOWITZ, promotion manager.  
E. W. FARNETI, business manager.  
GLENN RINKER, news editor.  
STEPHEN FERDO, farm director.  
LAMAR COX, chief engineer.

### DIGEST OF RATE CARD NO. 13—(Oct. 15, 1965)

| Hour                                    | 30 Min.  | Min.     | 20 Sec.  | ID       |
|-----------------------------------------|----------|----------|----------|----------|
| Class AA—8-10:30 p.m., daily.           |          |          |          |          |
| \$1500.00                               | \$900.00 | \$415.00 | \$375.00 | \$190.00 |
| NETWORK BASE HOURLY RATE: \$1100 (CBS). |          |          |          |          |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| BROOME               | 70,700           | 68,600         | 97        |
| CHEMUNG              | 32,600           | 31,200         | 96        |
| CHENANGO             | 13,700           | 13,100         | 96        |
| CORTLAND             | 13,100           | 12,600         | 96        |
| DELAWARE             | 13,400           | 12,500         | 93        |
| OTSEGO               | 16,500           | 15,600         | 94        |
| SCHUYLER             | 4,800            | 4,500          | 94        |
| STEBEN               | 31,000           | 29,500         | 95        |
| SULLIVAN             | 15,500           | 14,500         | 94        |
| TIOGA                | 12,500           | 12,000         | 96        |
| TOMPKINS             | 20,800           | 18,700         | 90        |
| YATES                | 6,000            | 5,700          | 95        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| BRADFORD             | 15,900           | 15,100         | 95        |
| LACKAWANNA           | 68,500           | 66,700         | 97        |
| LUZERNE              | 99,500           | 96,600         | 97        |
| LYCOMING             | 34,200           | 32,000         | 94        |
| SULLIVAN             | 1,800            | 1,700          | 95        |
| SUSQUEHANNA          | 9,400            | 9,000          | 96        |
| TIOGA                | 10,500           | 9,800          | 93        |
| WAYNE                | 7,800            | 7,200          | 93        |
| WYOMING              | 4,800            | 4,600          | 95        |
| <b>STATION TOTAL</b> | <b>503,000</b>   | <b>481,200</b> | <b>96</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 231,100 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 169,800 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 8       |

# New York—Buffalo



**WBEN-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kc (CBS).

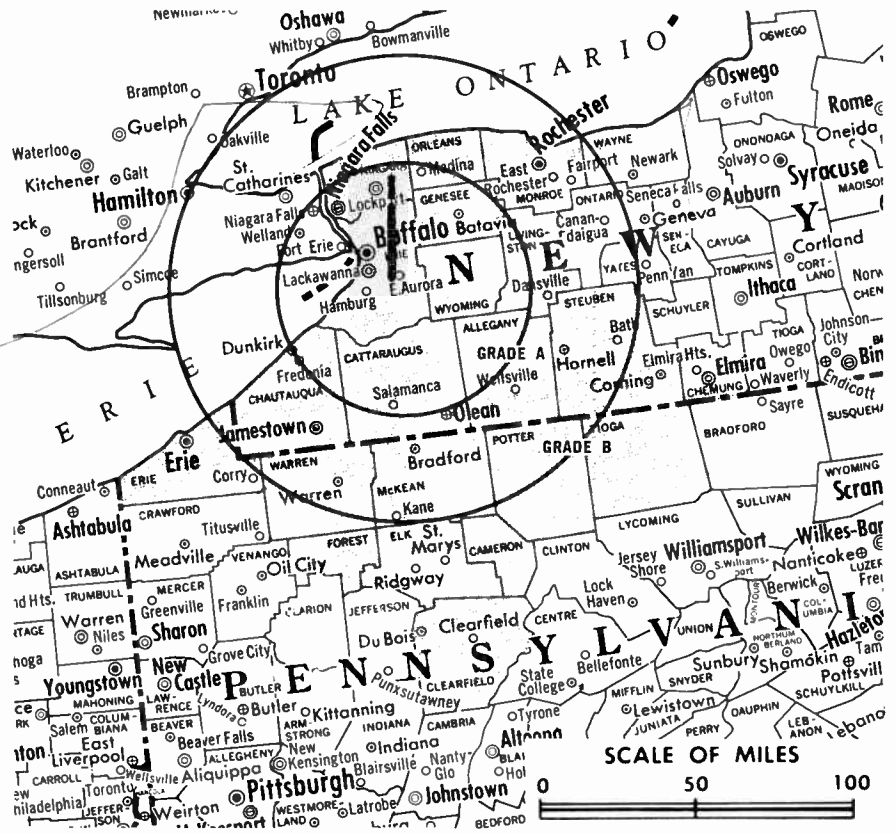
FM Affiliate: WBEN-FM, 110-kw, 102.5 mc (No. 273), 1200-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBEN-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

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

## WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-876-0930. TWX No.: 716-858-1410.

Ownership: Same as Buffalo Evening News. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

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

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

- ALFRED H. KIRCHHOFER, president.
- MRS. E. H. BUTLER, vice president.
- JAMES H. RIGHTER, treasurer & secretary.
- C. ROBERT THOMPSON, general manager.
- GEORGE R. TORGE, asst. general manager.
- WILLIAM McKIBBEN, administrative assistant.
- QUINTIN E. RENNER, film director.
- N. J. MALTER, television sales manager.
- JOSEPH A. HAEFFNER, promotion manager.
- R. GLENN BEERBOWER, technical director.
- WILLIAM PETERS, program director.
- VAUN WILMOTT, news director.

### DIGEST OF RATE CARD NO. 15 (July 1, 1965)

| Hour                             | 30 Min.        | Min.     | 40 Sec.  | 30 Sec.  | 20 Sec.  | 8 Sec.   |
|----------------------------------|----------------|----------|----------|----------|----------|----------|
| Class AA—8-10:30 p.m., daily.    | \$1700.00      | \$870.00 | \$500.00 | \$475.00 | \$450.00 | \$212.00 |
| <b>NETWORK BASE HOURLY RATE:</b> | <b>\$1800.</b> |          |          |          |          |          |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| ALLEGANY             | 13,100           | 12,400         | 94        |
| CATTARAUGUS          | 25,200           | 24,100         | 96        |
| CHAUTAUQUA           | 49,700           | 47,900         | 96        |
| CHEMUNG              | 32,600           | 31,200         | 96        |
| ERIE                 | 332,000          | 323,900        | 98        |
| GENESEE              | 17,300           | 16,800         | 97        |
| LIVINGSTON           | 13,100           | 12,600         | 96        |
| MONROE               | 197,400          | 191,800        | 97        |
| NIAGARA              | 70,500           | 68,800         | 98        |
| ORLEANS              | 11,200           | 10,800         | 96        |
| STEUEN               | 31,000           | 29,500         | 95        |
| WYOMING              | 10,400           | 10,100         | 98        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| CAMERON              | 2,200            | 2,200          | 97        |
| CLEARFIELD           | 22,800           | 21,900         | 96        |
| ELK                  | 10,600           | 10,200         | 96        |
| ERIE                 | 76,500           | 74,400         | 97        |
| FOREST               | 1,100            | 1,100          | 97        |
| MC KEAN              | 16,100           | 15,200         | 95        |
| POTTER               | 4,800            | 4,500          | 94        |
| TIOGA                | 10,500           | 9,800          | 93        |
| WARREN               | 13,100           | 12,200         | 93        |
| <b>STATION TOTAL</b> | <b>961,200</b>   | <b>931,400</b> | <b>97</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 600,200 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 476,200 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7       |

(Station also received in Canadian markets)

For Group Owners, see Section c.

# New York—Buffalo



**WGR-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 690-ft. above av. terrain, 742-ft. above ground, 1349-ft. above sea level.

Latitude 42° 57' 13.9"  
Longitude 78° 52' 37.0"

TV tape: Recording facilities.

Telephone: 716-886-7115.

TWX No.: 716-858-1066.

AM Affiliate: WGR, 5-kw, 550 kc (NBC).

FM Affiliate: WGR-FM, 16-kw, 96.9 mc (No. 245), 628-ft. antenna height.

O&O Translator: W06AB, Jamestown, N.Y.

Color: Network, film & slide.

News Wire Service: AP.

\*Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WGR-TV Ref: FCC File No. BPCT-2613 Granted 4/23/59

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

## WGR-TV

Licensee: Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

Transmitter: 2065 Elmwood Ave.

Studio: 184 Barton St.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8).

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

VAN BEUREN W. DeVRIES, general manager & film buyer.  
FRANK C. GERVAN, sales manager.  
PAUL SCIANDRA, program director.  
GENE R. KIRSHENSTEIN, business manager.  
HENRY HIRSCH, dir. of promotion & public relations.  
CARL FLICKINGER, local sales manager.  
HAROLD A. HIGGINS, manager of engineering.  
ALBERT M. BENZ, traffic manager.

DIGEST OF RATE CARD NO. 13—(June 1, 1965)

| Hour                          | 30 Min.   | 15 Min.   | 5 Min. | Min. or 40 Sec. | 20 Sec.  | 10 Sec.  |          |
|-------------------------------|-----------|-----------|--------|-----------------|----------|----------|----------|
| Class AA—8-10:30 p.m., daily. | \$2000.00 | \$1200.00 | *      | *               | \$640.00 | \$640.00 | \$326.00 |

\*On request.

NETWORK BASE HOURLY RATE: \$1800.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| ALLEGANY             | 13,100           | 12,400         | 94        |
| CATTARAUGUS          | 25,200           | 24,100         | 96        |
| CHAUTAUQUA           | 49,700           | 47,900         | 96        |
| ERIE                 | 332,000          | 323,900        | 98        |
| GENESEE              | 17,300           | 16,800         | 97        |
| LIVINGSTON           | 13,100           | 12,600         | 96        |
| NIAGARA              | 70,500           | 68,800         | 98        |
| ORLEANS              | 11,200           | 10,800         | 96        |
| STEBEN               | 31,000           | 29,500         | 95        |
| WYOMING              | 10,400           | 10,100         | 98        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| ERIE                 | 76,500           | 74,400         | 97        |
| MC KEAN              | 16,100           | 15,200         | 95        |
| POTTER               | 4,800            | 4,500          | 94        |
| WARREN               | 13,100           | 12,200         | 93        |
| <b>STATION TOTAL</b> | <b>684,000</b>   | <b>663,200</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 521,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 383,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

(Station also received in Canadian markets)

For Other Sales & Transfers

see Section c.

# New York—Buffalo



**WKBW-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 91.2-kw visual, 53.7-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"  
Longitude 78° 36' 51"

Transmitter: E. of Center St., Col- den, N.Y.

Studio: 1420 Main St. (14209).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

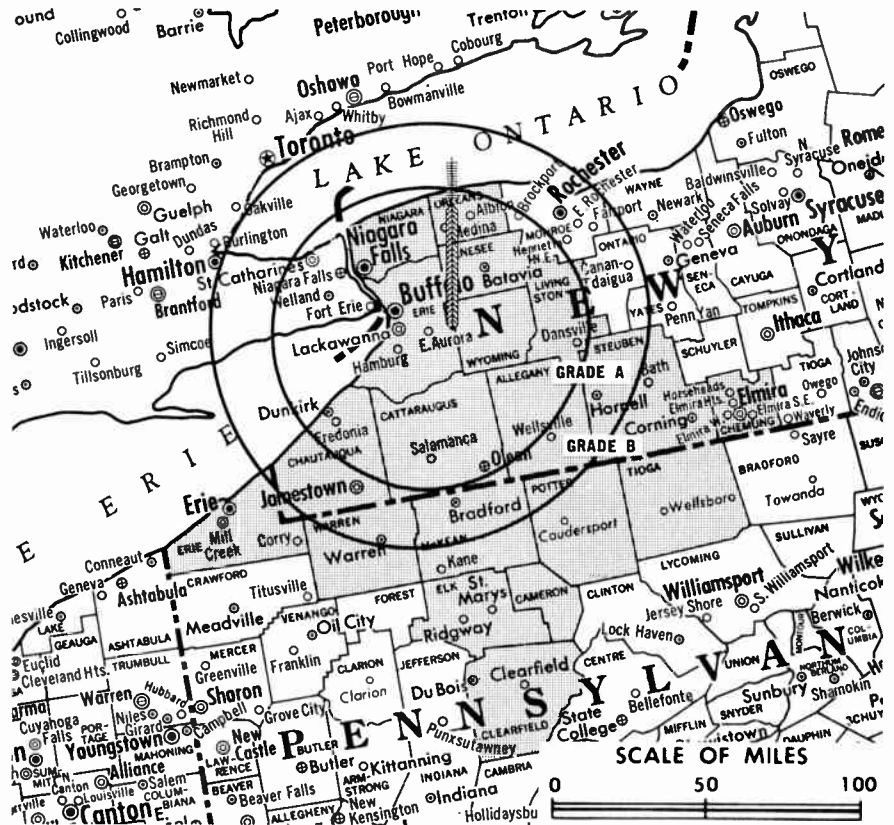
News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kc.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

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

## WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

Telephone: 716-883-0770. TWX No.: 710-522-1846.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

ROBERT KING, v.p. & general manager.  
LAWRENCE POLLOCK, general sales manager.  
RICHARD SHEPARD, local-regional sales manager.  
O. LYLE KOCH, program dir. & film buyer.  
MARC EDWARDS, promotion manager.  
ROBERT O. NILES, chief engineer.

### DIGEST OF RATE CARD NO. 11—(June 1, 1965)

| Hour                          | 30 Min.*  | Min.** | 20 Sec.  | 10 Sec.  |
|-------------------------------|-----------|--------|----------|----------|
| Class AA—8-10:30 p.m., daily. |           |        |          |          |
| \$1700.00                     | \$1000.00 |        | \$525.00 | \$275.00 |

\* 5, 10 & 15 minute rates on request.  
\*\* On request.

NETWORK BASE HOURLY RATE: \$1900.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| ALLEGANY             | 13,100           | 12,400         | 94        |
| CATTARAUGUS          | 25,200           | 24,100         | 96        |
| CHAUTAQUA            | 49,700           | 47,900         | 96        |
| CHEMUNG              | 32,600           | 31,200         | 96        |
| ERIE                 | 332,000          | 323,900        | 98        |
| GENESEE              | 17,300           | 16,800         | 97        |
| LIVINGSTON           | 13,100           | 12,600         | 96        |
| NIAGARA              | 70,500           | 68,800         | 98        |
| ORLEANS              | 11,200           | 10,800         | 96        |
| STEBEN               | 31,000           | 29,500         | 95        |
| WYOMING              | 10,400           | 10,100         | 98        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| CAMERON              | 2,200            | 2,200          | 97        |
| CLEARFIELD           | 22,800           | 21,900         | 96        |
| ELK                  | 10,600           | 10,200         | 96        |
| ERIE                 | 76,500           | 74,400         | 97        |
| MC KEAN              | 16,100           | 15,200         | 95        |
| POTTER               | 4,800            | 4,500          | 94        |
| TIOGA                | 10,500           | 9,800          | 93        |
| WARREN               | 13,100           | 12,200         | 93        |
| <b>STATION TOTAL</b> | <b>762,700</b>   | <b>738,500</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 560,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 408,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

(Station also received in Canadian markets)



# New York—Elmira-Corning



**WSYE-TV**



Ch. 18

[Satellite of WSYR-TV, Syracuse]

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 170-kw max. and 113-kw horizontal visual, 85-kw max. and 57-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level, using 1° electrical and .5° mechanical beam tilt.

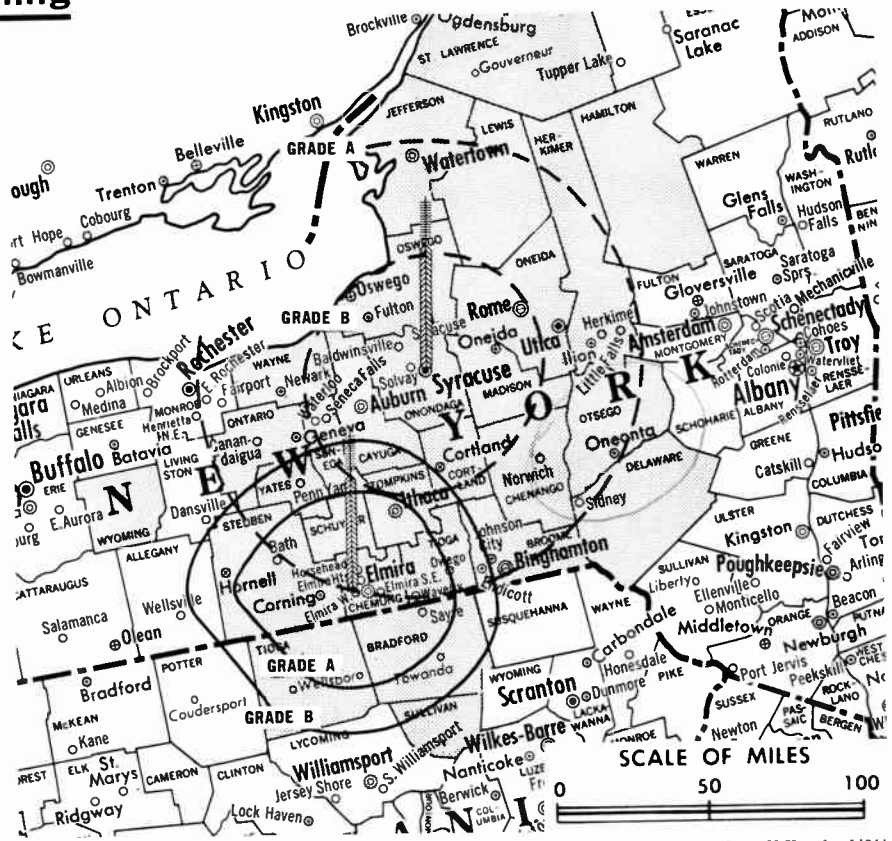
Latitude 42° 06' 20"  
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Color Facilities: Network.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.



County coverage (shaded areas) based on 1965 ARB study.

WSYE-TV Ref: FCC File No. BMPCT-4836 Granted 5/31/67

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

## WSYE-TV

Network Service: NBC, same as WSYR-TV, Syracuse.  
Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse, N.Y. (13203).  
Telephone: 315-733-5536.  
Ownership: See WSYR-TV.  
Began Operation: Sept. 10, 1956.  
Represented (sales) by Harrington, Righter & Parsons Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Personnel:  
DON BUIES, manager.  
TAG GREEN, chief engineer.  
Rates: Sold in combination with WSYR-TV, Syracuse.  
NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

ARB Data For This Station Included With Report For Parent WSYR-TV Syracuse, N.Y. Above Map Reflects Coverage Of Both Parent & Satellite.

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# New York—New York



**WABC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 110-kw visual, 11-kw aural. Antenna: 1380-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 7 W. 66th St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

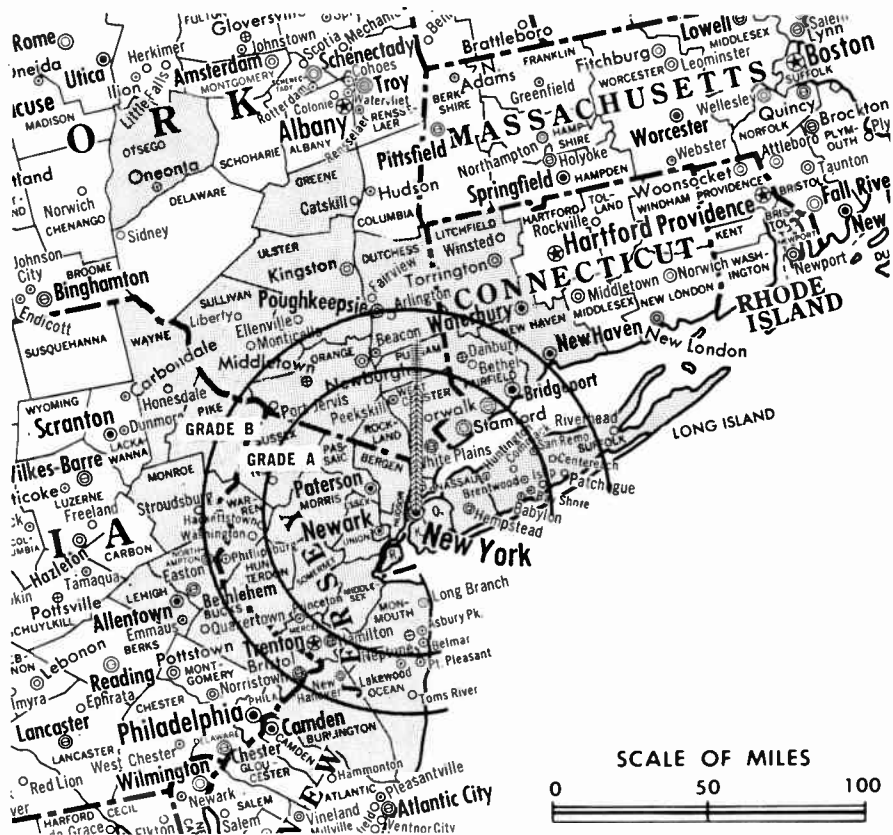
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WABC, 50-kw, 770 kc (ABC).

FM Affiliate: WABC-FM, 1.5-kw, 95.5 mc (No. 238), 1270-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WABC-TV Ref: FCC File No. BMPCT-887 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 1424

## WABC-TV

Licensee: American Broadcasting Co., 7 West 66th St., N.Y. (10023).

Telephone: 212-787-5000.

Ownership: American Broadcasting Co., is a division of American Broadcasting Companies Inc. (Merger approved by FCC Feb. 9, 1953—see Television Digest, Vol. 9:7). ABC officers: Leonard Goldenson, pres. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and radios WLS & FM, Chicago; WXYZ & FM, Detroit; KGO & FM, San Francisco; KABC & FM, Los Angeles; WABC & FM, New York; KQV & FM, Pittsburgh; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

Began Operation: Aug. 10, 1948.

Represented (sales) by WABC-TV Sales (in N.Y.); ABC Television Spot Sales Inc. (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

### Personnel:

JOHN O. GILBERT, v.p. & general manager.  
RICHARD BEESEMYER, general sales manager.  
BARRETT GEOGHEGAN, sales manager.  
BERNADETTE GIFFORD, sales service manager.  
JOE KEYES, public relations & publicity director.  
TAKASHI KAKO, film director.  
GORDON KUNZ, production manager.  
JAMES D. MULLA, director of research.  
HENRY DABROWSKI, chief engineer.  
LEO COLLINS, director of advertising & promotion.  
L. ROBINSON, editorial director.  
MARY COYNE, director of community affairs.  
DAVID SWEENEY, business affairs manager.  
EDWARD WARREN, program director.  
ED SILVERMAN, director of news & public affairs.

### DIGEST OF RATE CARD NO. 23 (Jan. 2, 1966)

| Hour                           | 30 Min.     | 15 Min.   | 5 Min.    | 20 Sec.   | 10 Sec.   |           |
|--------------------------------|-------------|-----------|-----------|-----------|-----------|-----------|
| Class AAA—7:30-11 p.m., daily. | \$10,000.00 | \$6500.00 | \$4500.00 | \$2600.00 | \$2800.00 | \$1600.00 |
| NETWORK BASE HOURLY RATE:      | \$7,750.    |           |           |           |           |           |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------|------------------|----------|-----------|
| CONNECTICUT  |                  |          |           |
| FAIRFIELD    | 216,200          | 210,500  | 97        |
| LITCHFIELD   | 39,500           | 37,900   | 96        |
| NEW HAVEN    | 216,200          | 209,600  | 97        |
| NEW JERSEY   |                  |          |           |
| BERGEN       | 271,600          | 267,700  | 99        |
| BURLINGTON   | 67,600           | 66,300   | 98        |
| ESSEX        | 302,700          | 293,700  | 97        |
| HUDSON       | 201,800          | 196,200  | 97        |
| HUNTERDON    | 18,100           | 17,600   | 97        |
| MERCER       | 84,800           | 82,100   | 97        |
| MIDDLESEX    | 145,000          | 142,400  | 98        |
| MONMOUTH     | 114,400          | 111,800  | 98        |
| MORRIS       | 87,100           | 85,700   | 98        |
| OCEAN        | 42,000           | 41,200   | 98        |
| PASSAIC      | 140,100          | 136,700  | 98        |
| SOMERSET     | 47,400           | 46,400   | 98        |
| SUSSEX       | 16,900           | 16,300   | 97        |
| UNION        | 170,000          | 166,900  | 98        |
| WARREN       | 21,100           | 20,400   | 97        |
| NEW YORK     |                  |          |           |
| BRONX        | 476,700          | 460,900  | 97        |
| DUTCHESS     | 54,500           | 52,200   | 96        |
| GREENE       | 10,600           | 10,200   | 96        |
| KINGS        | 865,500          | 833,000  | 96        |
| NASSAU       | 412,000          | 407,000  | 99        |
| NEW YORK     | 675,300          | 603,400  | 89        |
| ORANGE       | 61,200           | 58,800   | 96        |
| OTSEGO       | 16,500           | 15,600   | 94        |
| PUTNAM       | 11,500           | 11,100   | 97        |
| QUEENS       | 656,700          | 642,200  | 98        |
| RICHMOND     | 70,800           | 69,400   | 98        |
| ROCKLAND     | 51,100           | 49,600   | 97        |
| SUFFOLK      | 237,500          | 232,600  | 98        |
| SULLIVAN     | 15,500           | 14,500   | 94        |
| ULSTER       | 41,900           | 39,500   | 94        |
| WESTCHESTER  | 268,200          | 261,500  | 98        |

(Continued on page 445-b)

| STATION TOTAL                         | 6,385,600 | 6,161,000 | 96 |
|---------------------------------------|-----------|-----------|----|
| NET WEEKLY CIRCULATION (MARCH 65)     |           | 4,877,000 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |           | 3,245,700 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |           |           | 9  |

# New York—New York



**WCBS-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 42-kw visual, 8.32-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 524 W. 57th St.

Telephone: 212-765-4321.

TWX No.: 212-867-7987.

TV tape: Recording facilities.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 (No. 266), 1270-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WCBS-TV Ref: FCC File No. BMPCT-971 Granted 2/12/63

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

## WCBS-TV

Licensee: Columbia Broadcasting System Inc., 51 West 52nd St., New York, N.Y. (10019).

Operation: Operated by CBS Television Stations (a division of CBS Inc.); Merle S. Jones, pres.; Craig Lawrence, exec. v.p. in charge of CBS Owned TV stations. CBS Television Stations is responsible for operation of TV stations owned by CBS Inc., CBS Film Inc., CBS Television Stations National Sales, Terrytoons, and certain corporate international investments.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 8.6%); Frank Stanton, pres.; Julius F. Brauner, secy.; Kenneth W. Hoehn, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; KMOX-TV & KMOX, St. Louis; WCAU-TV & WCAU, Philadelphia. CBS also owns radio stations WCBS, New York; KCBS, San Francisco; WEEI, Boston.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Stations National Sales.

Personnel:

- CLARK B. GEORGE, v.p. & general manager.
- G. GERALD DANFORD, director of sales.
- NED CRAMER, program director.
- JOSEPH T. LOUGHLIN, director of news.
- BERNARD HIRSCH, sales manager.
- RICHARD W. OWEN, dir. of research & sales promotion.
- LARRY PAULUS, asst. program director.
- ANNA MITCHELL, operations manager.
- WILLIAM C. LACEY, film dept. mgr. & buyer.
- THOMAS SWAFFORD, director of information services.
- MICHAEL KEATING, editorial director.
- GEORGE SHANNON, director of business affairs.
- WILLIAM HOHMANN, director of advertising & promotion.

### DIGEST OF RATE CARD NO. 27—(Sept. 13, 1965)

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

Class AA—9-11 p.m., daily.

\$10,000.00 \$6000.00 \$4000.00 \$3000.00 \$2750.00 \$1600.00

\*Class AA—7:29-11:19 p.m., Mon.-Fri.; 6:59-11:19 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$9500.

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| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| CONNECTICUT  |                  |          |     |
| FAIRFIELD    | 216,200          | 210,500  | 97  |
| LITCHFIELD   | 39,500           | 37,900   | 96  |
| MIDDLESEX    | 28,400           | 27,300   | 96  |
| NEW HAVEN    | 216,200          | 209,600  | 97  |
| NEW JERSEY   |                  |          |     |
| BERGEN       | 271,600          | 267,700  | 99  |
| ESSEX        | 302,700          | 293,700  | 97  |
| HUDSON       | 201,800          | 196,200  | 97  |
| HUNTERDON    | 18,100           | 17,600   | 97  |
| MERCER       | 84,800           | 82,100   | 97  |
| MIDDLESEX    | 145,000          | 142,400  | 98  |
| MONMOUTH     | 114,400          | 111,800  | 98  |
| MORRIS       | 87,100           | 85,700   | 98  |
| OCEAN        | 42,000           | 41,200   | 98  |
| PASSAIC      | 140,100          | 136,700  | 98  |
| SOMERSET     | 47,400           | 46,400   | 98  |
| SUSSEX       | 16,900           | 16,300   | 97  |
| UNION        | 170,000          | 166,900  | 98  |
| WARREN       | 21,100           | 20,400   | 97  |
| NEW YORK     |                  |          |     |
| BRONX        | 476,700          | 460,900  | 97  |
| DUTCHESS     | 54,500           | 52,200   | 96  |
| GREENE       | 10,600           | 10,200   | 96  |
| KINGS        | 865,500          | 833,000  | 96  |
| NASSAU       | 412,000          | 407,000  | 99  |
| NEW YORK     | 675,300          | 603,400  | 89  |
| ORANGE       | 61,200           | 58,800   | 96  |
| PUTNAM       | 11,500           | 11,100   | 97  |
| QUEENS       | 656,700          | 642,200  | 98  |
| RICHMOND     | 70,800           | 69,400   | 98  |
| ROCKLAND     | 51,100           | 49,600   | 97  |
| SUFFOLK      | 237,500          | 232,600  | 98  |
| SULLIVAN     | 15,500           | 14,500   | 94  |
| ULSTER       | 41,900           | 39,500   | 94  |
| WESTCHESTER  | 268,200          | 261,500  | 98  |

(Continued on page 445-b)

|                                       |           |           |    |
|---------------------------------------|-----------|-----------|----|
| STATION TOTAL                         | 6,167,200 | 5,947,400 | 96 |
| NET WEEKLY CIRCULATION (MARCH 65)     |           | 5,375,400 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |           | 4,001,700 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |           |           | 9  |

# New York—New York



**WNBC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual, 15.1-kw maximum and 12.9-kw horizontal aural. Antenna: 1440-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

AM Affiliate: WNBC, 50-kw, 660 kc (NBC). FM Affiliate: WNBC-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNBC-TV Ref.: FCC File No. BPCT-1020 Granted 1/23/53 ©American Map Co., Inc., N.Y., No. 14244

## WNBC-TV

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, N.Y. (10020). Telephone: 212-247-8300. TWX No.: 212-640-5788.

Studio: 30 Rockefeller Plaza.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns stations WRC-TV, WRC & FM, Washington; WJAS & FM, Pittsburgh; WMAQ-TV, WMAQ & FM, Chicago; WKYC-TV, WKYC & FM, Cleveland; KNBC, Los Angeles; KNBR & FM, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

THEODORE H. WALWORTH JR., v.p. & general manager.  
ROBERT T. HOWARD, station manager.  
JOHN F. TOBIN, national sales manager.  
WESTON J. HARRIS, program manager.  
JAMES J. BARRY, manager of local sales.  
JOHN J. REYNOLDS, manager, public affairs.  
WILLIAM FENNELLS, production & operations manager.  
EARL HARDER, continuity acceptance director.  
JAMES W. GRAU, manager, advertising & promotion.  
DOMINICK FERRARA, manager, business affairs.

### DIGEST OF RATE CARD NO. 30 (Jan. 31, 1966)

| Hour                              | 30 Min.  | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|-----------------------------------|----------|---------|---------|--------|----------|----------|
| Class A—7 p.m.-midnight, daily.   | \$10,200 | \$6000  | \$4080  | \$3570 | \$3060   | \$3000   |
| Class AAA—7:59-11:16 p.m., daily. |          |         |         |        |          | \$1600   |

\*Class AAA—7:59-11:16 p.m., daily.

NETWORK BASE HOURLY RATE: \$9400.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | PER |
|--------------|------------------|----------|-----|
| CONNECTICUT  |                  |          |     |
| FAIRFIELD    | 216,200          | 210,500  | 97  |
| LITCHFIELD   | 39,500           | 37,900   | 96  |
| NEW HAVEN    | 216,200          | 209,600  | 97  |

|               |           |           |    |
|---------------|-----------|-----------|----|
| MASSACHUSETTS |           |           |    |
| BERKSHIRE     | 44,400    | 42,700    | 96 |
| NEW JERSEY    |           |           |    |
| BERGEN        | 271,600   | 267,700   | 99 |
| BURLINGTON    | 67,600    | 66,300    | 98 |
| ESSEX         | 302,700   | 293,700   | 97 |
| HUDSON        | 201,800   | 196,200   | 97 |
| HUNTERDON     | 18,100    | 17,600    | 97 |
| MERCER        | 84,800    | 82,100    | 97 |
| MIDDLESEX     | 145,000   | 142,400   | 98 |
| MONMOUTH      | 114,400   | 111,800   | 98 |
| MORRIS        | 87,100    | 85,700    | 98 |
| OCEAN         | 42,000    | 41,200    | 98 |
| PASSAIC       | 140,100   | 136,700   | 98 |
| SOMERSET      | 47,400    | 46,400    | 98 |
| SUSSEX        | 16,900    | 16,300    | 97 |
| UNION         | 170,000   | 166,900   | 98 |
| WARREN        | 21,100    | 20,400    | 97 |
| NEW YORK      |           |           |    |
| BRONX         | 476,700   | 460,900   | 97 |
| DUTCHESS      | 54,500    | 52,200    | 96 |
| GREENE        | 10,600    | 10,200    | 96 |
| KINGS         | 865,500   | 833,000   | 96 |
| NASSAU        | 412,000   | 407,000   | 99 |
| NEW YORK      | 675,300   | 603,400   | 89 |
| ORANGE        | 61,200    | 58,800    | 96 |
| PUTNAM        | 11,500    | 11,100    | 97 |
| QUEENS        | 656,700   | 642,200   | 98 |
| RICHMOND      | 70,800    | 69,400    | 98 |
| ROCKLAND      | 51,100    | 49,600    | 97 |
| SUFFOLK       | 237,500   | 232,600   | 98 |
| SULLIVAN      | 15,500    | 14,500    | 94 |
| ULSTER        | 41,900    | 39,500    | 94 |
| WESTCHESTER   | 268,200   | 261,500   | 98 |
| PENNSYLVANIA  |           |           |    |
| BUCKS         | 99,800    | 97,900    | 98 |
| MONROE        | 12,700    | 12,200    | 96 |
| NORTHAMPTON   | 61,800    | 59,700    | 97 |
| PIKE          | 3,200     | 3,000     | 93 |
| WAYNE         | 7,800     | 7,200     | 93 |
| STATION TOTAL | 6,341,200 | 6,118,000 | 96 |

NET WEEKLY CIRCULATION (MARCH 65) 5,251,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 3,851,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

## WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 37.1-kw visual, 5.5-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 205 E. 67th St.

Telephone: 212-535-1000.

TWX No.: 212-867-4835.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: UPI.

AM Affiliate: WNEW, 50-kw, 1130 kc.

FM Affiliate: WNEW-FM, 1.3-kw, 102.7 mc (No. 274), 1360-ft.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNEW-TV Ref: FCC File No. BMPCT—2974 Granted 4/1/55

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

## WNEW-TV

Network Service: None, independent.

Licensee: Metromedia Inc., 205 E. 67th St., N.Y. (10021).

Ownership: Metromedia, Inc. is a publicly-owned company which operates Metropolitan Broadcasting (TV and Radio), Metro TV Sales, Metro Radio Sales, Foster & Kleiser Outdoor Advertising, Ice Capades Inc., Wolper Productions Inc., Dickie-Raymond Inc. and Diplomat Publications Inc. Metromedia Inc. Officers: John W. Kluge, chairman & pres.; Richard L. Geismar, v.p. & treas.; Robert A. Dreyer, v.p. & secy.; Stanley Landow, v.p. & comp-troller; Mary L. McKenna, v.p. & dir. of research & sales development; Mark Evans, v.p. & dir. of public affairs; Benedict Gimbel Jr., v.p. & dir.; Phil Cowan, v.p. & dir. of public relations; David L. Wolper, v.p. of Metromedia & pres. of Wolper Productions. Metropolitan Broadcasting TV Officers: Bennet H. Korn, pres.; Malcolm M. Burleson, v.p.; Thomas Dougherty, v.p. & asst. gen. counsel; Lawrence P. Fraiberg, v.p. & gen. mgr.; WNEW-TV, New York; Albert P. Krivin, v.p. & gen. mgr., KTTV, Los Angeles; John H. Bone, v.p. & gen. mgr., WTTG, Washington, D.C.; Mark Wodlinger, v.p. & gen. mgr., KMBC-TV, Kansas City, Mo. Metropolitan Broadcasting Radio Officers: John V. B. Sullivan, pres.; Harvey Glascock, v.p. & gen. mgr., WNEW, New York; Jack Thayer, v.p. & gen. mgr., KLAC, Los Angeles; David Croninger, v.p. & gen. mgr., WIP, Philadelphia; Dino Ianni, v.p. & gen. mgr., WHK, Cleveland; John Elmer, v.p. & gen. mgr., WCBM, Baltimore; Dick Lance, business mgr., KMBC, Kansas City, Mo. Metropolitan Broadcasting TV Sales: John Sias, pres. Metropolitan Broadcasting Radio Sales: H. D. Neuwirth, pres.

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corporation on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc.

Represented (sales) by Metro TV Sales.

### Personnel:

LAWRENCE P. FRAIBERG, v.p. & general manager.  
MARTIN CONNELLY, general sales manager.  
LEONARD GIARRAPUTO, national sales manager.  
MEL BAILY, program manager.  
MURRY SALBERG, dir. of advertising & promotion.  
WILLIAM D. KELLY, chief engineer.  
DAVID HEPBURN, director of public relations.  
MARY L. MCKENNA, v.p., research & sales development.

### DIGEST OF RATE CARD NO. 15

(June 1, 1965)

| Hour                                                        | 30 Min.   | Min.      | 20 Sec.   | 8 Sec.   |
|-------------------------------------------------------------|-----------|-----------|-----------|----------|
| Class A—7-11:30 p.m., Mon.-Fri.; noon-sign-off, Sat. & Sun. | \$3600.00 | \$2800.00 | \$2000.00 | \$800.00 |

| STATE/COUNTY              | TOTAL      |           | TV HOMES PER |
|---------------------------|------------|-----------|--------------|
|                           | HOUSEHOLDS | HOMES     |              |
| CONNECTICUT               |            |           |              |
| FATFIELD                  | 216,200    | 210,500   | 97           |
| LITCHFIELD                | 39,500     | 37,900    | 96           |
| MIDDLESEX                 | 28,400     | 27,300    | 96           |
| NEW HAVEN                 | 216,200    | 209,600   | 97           |
| MASSACHUSETTS             |            |           |              |
| BERKSHIRE                 | 44,400     | 42,700    | 96           |
| NEW JERSEY                |            |           |              |
| ATLANTIC                  | 58,600     | 56,200    | 96           |
| BERGEN                    | 271,600    | 267,700   | 99           |
| (Continued on page 445-b) |            |           |              |
| STATION TOTAL             | 6,517,200  | 6,285,100 | 96           |

NET WEEKLY CIRCULATION (MARCH 65) 4,673,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 2,658,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

## WOR-TV

Ch. 9

Network Service: None, independent.  
 Technical Facilities: Channel No. 9  
 (186-192 mc). Authorized power:  
 155-kw visual, 31-kw aural. Antenna:  
 1240-ft. above av. terrain, 1231-ft.  
 above sea level.

Latitude 40° 44' 54"  
 Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studios: Empire State Bldg. & Broadway.

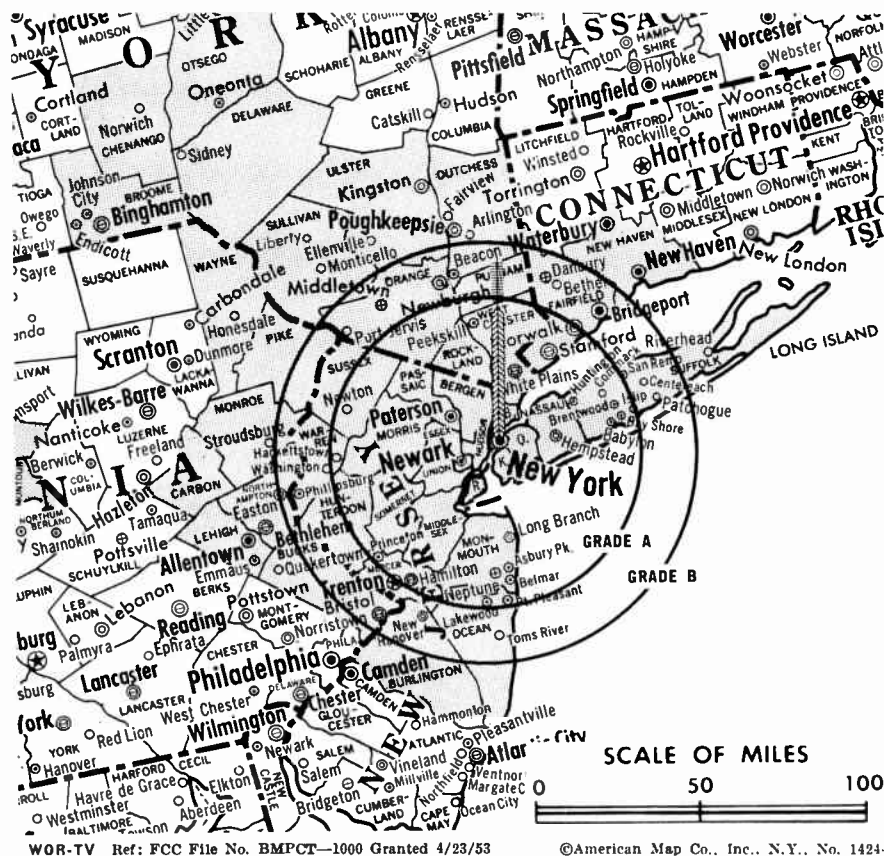
TV tape: Recording facilities.

AM Affiliate: WOR, 50-kw, 710 kc.

FM Affiliate: WOR-FM, 1.7-kw, 98.7  
 mc (No. 254), 1260-ft. antenna.

Color: Network, live, film, slide &  
 tape. News Wire Service: AP, UPI,  
 Reuters. News Film Service: UPI.

Total Households: © SRDS  
 (Consumer Market Data as of 1/1/66).  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded areas) based on 1965  
 ARB study.



WOR-TV Ref: FCC File No. BMPCT-1000 Granted 4/23/53

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

## WOR-TV

Licensee: RKO General Inc., 1440 Broadway (10018).

Telephone: 212-564-8000. TWX No.: 212-640-5160.

Ownership: RKO General Inc. (operated by RKO General Broadcasting, a division of RKO General Inc.). Hathaway Watson, pres.; Robert J. Leder, exec. v.p.; Sam J. Slate, v.p. in charge of govt. & industry relations; Jerome Bess, v.p. in charge of operations. RKO General Broadcasting operates Yankee Network (with WNAC, Boston). It also operates WNAC-TV, Boston; KHJ-TV, Los Angeles (KHJ-AM-FM); WHBQ-TV, Memphis, Tenn. (WHBQ); radio stations WGMS & FM, Washington, D.C.; KFRC & FM, San Francisco and WRKO- FM, Boston. Canadian subsidiary owns CKLW-TV, Windsor-Detroit (CKLW).

Began Operation: Oct. 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now RKO General—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3, 11:48, 51).

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and RKO General Inc. (Chicago, Los Angeles, San Francisco).

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Powell & Quinn (New York).

### Personnel:

ROBERT SMITH, v.p. & station manager.  
 JACQUES BIRABEN, v.p., director of sales.  
 MICHAEL RENAULT, sales manager.  
 ROBERT B. BEUSSE, v.p. & dir. of govt., industry & community relations.  
 JOHN L. KOUSHOURIS, program manager.  
 KENNETH COWAN, director of information.  
 HERB SALTZMAN, merchandising manager.  
 JAMES SPILLOTIS, research director.  
 HERBERT MAYES, WOR div. controller.  
 JOHN P. SHANLEY, public relations director.  
 GEORGE BROWN, news & special events director.  
 THOMAS REYNOLDS, traffic manager.  
 ORVILLE SATHER, director of engineering.

### DIGEST OF RATE CARD NO. 15—(Oct. 1, 1965)

| Hour                                                        | 30 Min.   | 15 Min.   | Min.      | 20 Sec.   | 10 Sec.   |
|-------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|
| Class A—6:30-11:30 p.m., Mon.-Fri.; 5-11:30 p.m., Sat.-Sun. |           |           |           |           |           |
| \$3000.00                                                   | \$2000.00 | \$1350.00 | \$600.00* | \$480.00* | \$300.00* |

\*Average.

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------|------------------|----------|-----------|
| CONNECTICUT  |                  |          |           |
| FAIRFIELD    | 216,200          | 210,500  | 97        |
| NEW HAVEN    | 216,200          | 209,600  | 97        |
| NEW JERSEY   |                  |          |           |
| BERGEN       | 271,600          | 267,700  | 99        |
| BURLINGTON   | 67,600           | 66,300   | 98        |
| ESSEX        | 302,700          | 293,700  | 97        |
| HUDSON       | 201,800          | 196,200  | 97        |
| HUNTERDON    | 18,100           | 17,600   | 97        |
| MERCER       | 84,800           | 82,100   | 97        |
| MIDDLESEX    | 145,000          | 142,400  | 98        |
| MONMOUTH     | 114,400          | 111,800  | 98        |
| MORRIS       | 87,100           | 85,700   | 98        |
| OCEAN        | 42,000           | 41,200   | 98        |
| PASSAIC      | 140,100          | 136,700  | 98        |
| SOMERSET     | 47,400           | 46,400   | 98        |
| SUSSEX       | 16,900           | 16,300   | 97        |
| UNION        | 170,000          | 166,900  | 98        |
| WARREN       | 21,100           | 20,400   | 97        |
| NEW YORK     |                  |          |           |
| BRONX        | 476,700          | 460,900  | 97        |
| BROOME       | 70,700           | 68,600   | 97        |
| CHENANGO     | 13,700           | 13,100   | 96        |
| DELAWARE     | 13,400           | 12,500   | 93        |
| DUTCHESS     | 54,500           | 52,200   | 96        |

(Continued on page 445-b)

|                                       |           |           |    |
|---------------------------------------|-----------|-----------|----|
| STATION TOTAL                         | 6,493,300 | 6,263,400 | 96 |
| NET WEEKLY CIRCULATION (MARCH 65)     |           | 4,002,900 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |           | 1,590,800 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |           |           | 9  |



# New York—New York

**WPIX**

Ch. 11



Network Service: None, independent.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1410-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 220 E. 42nd St.

TV tape: Recording facilities.

Represented (engineering) by A. D. Ring & Assoc.

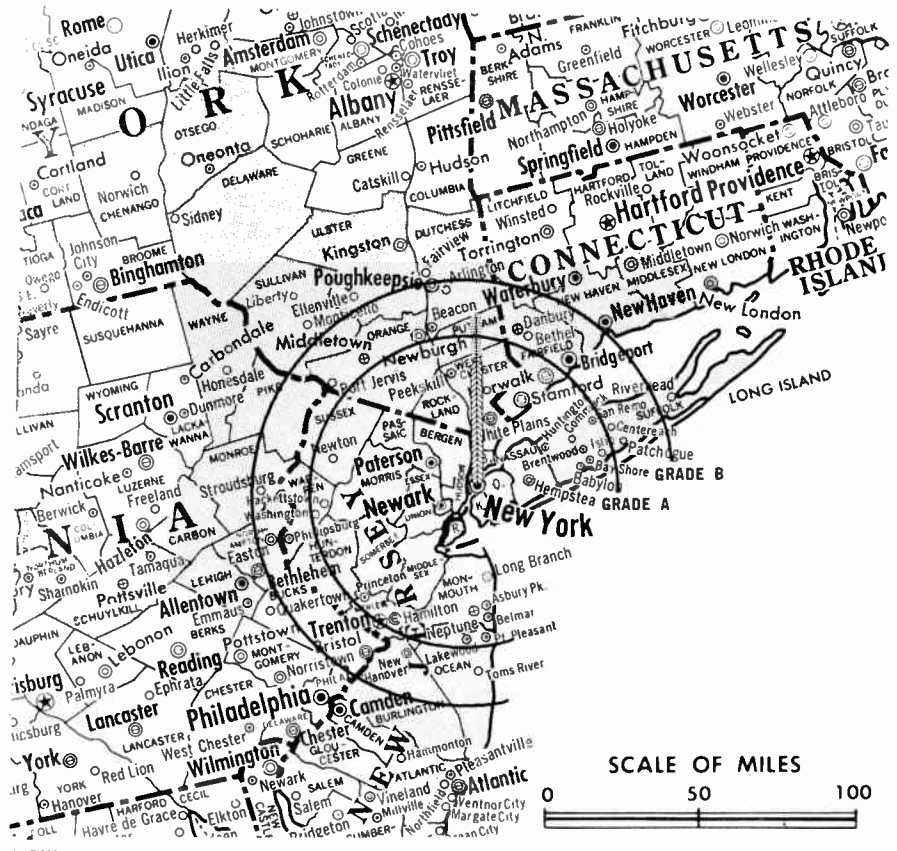
FM Affiliate: WPIX-FM, 9.7-kw, 101.9 mc (No. 270), 650-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WPIX Ref: FCC File No. BMPCT-838 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 1424

## WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York (10017).

Telephone: 212-682-6500.

Ownership: Same as New York News. Interlocking ownership with TV stations WGN-TV, Chicago (Chicago Tribune) and KDAL-TV, Duluth.

Began Operation: June 15, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Creed Associates (New England).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

FRED M. THROWER, president.  
LEAVITT J. POPE, v.p. in charge of operations.  
T. E. MITCHELL, v.p. & controller.  
HENDRICK BOORAEM, v.p. in charge of programs.  
OTIS FREEMAN, v.p., engineering.  
E. BLANEY HARRIS, v.p. in charge of sales.  
FRANK TUOTI, v.p., advertising & promotion.  
WALTER D. ENGELS, news manager.  
WILLIAM L. COOPER JR., film manager.  
HAL GOULD, public relations manager.

### DIGEST OF RATE CARD NO. 15 (Sept. 1, 1965)

| Hour                                  | 30 Min.   | 15 Min.   | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|---------------------------------------|-----------|-----------|----------|----------|----------|----------|
| Class A—4 p.m.-12:30 a.m., Mon.-Fri.; |           |           |          |          |          |          |
| 4-11:30 p.m., Sat. & Sun.             | \$2500.00 | \$1500.00 | \$800.00 | \$650.00 | \$550.00 | \$500.00 |
|                                       | \$275.00  |           |          |          |          |          |

| STATE/COUNTY  | HOUSEHOLDS | TV HOMES | PER |
|---------------|------------|----------|-----|
| NEW HAMPSHIRE |            |          |     |
| BELKNAP       | 9,300      | 9,000    | 97  |
| NEW JERSEY    |            |          |     |
| ATLANTIC      | 58,600     | 56,200   | 96  |
| BERGEN        | 271,600    | 267,700  | 99  |
| BURLINGTON    | 67,600     | 66,300   | 98  |
| ESSEX         | 302,700    | 293,700  | 97  |
| HUDSON        | 201,800    | 196,200  | 97  |
| HUNTERDON     | 18,100     | 17,600   | 97  |
| MERCER        | 84,800     | 82,100   | 97  |
| MIDDLESEX     | 145,000    | 142,400  | 98  |
| MONMOUTH      | 114,400    | 111,800  | 98  |
| MORRIS        | 87,100     | 85,700   | 98  |
| OCEAN         | 42,000     | 41,200   | 98  |
| PASSAIC       | 140,100    | 136,700  | 98  |
| SOMERSET      | 47,400     | 46,400   | 98  |
| SUSSEX        | 16,900     | 16,300   | 97  |
| UNION         | 170,000    | 166,900  | 98  |
| WARREN        | 21,100     | 20,400   | 97  |
| NEW YORK      |            |          |     |
| ALLEGANY      | 13,100     | 12,400   | 94  |
| BRONX         | 476,700    | 460,900  | 97  |
| CATTARAUGUS   | 25,200     | 24,100   | 96  |
| CHEMUNG       | 32,600     | 31,200   | 96  |
| CHENANGO      | 13,700     | 13,100   | 96  |
| DELAWARE      | 13,400     | 12,500   | 93  |
| DUTCHESS      | 54,500     | 52,200   | 96  |
| HERKIMER      | 21,900     | 21,100   | 96  |
| KINGS         | 865,500    | 833,000  | 96  |
| NASSAU        | 412,000    | 407,000  | 99  |
| NEW YORK      | 675,300    | 603,400  | 89  |
| ORANGE        | 61,200     | 58,800   | 96  |
| OTSEGO        | 16,500     | 15,600   | 94  |
| PUTNAM        | 11,500     | 11,100   | 97  |
| QUEENS        | 656,700    | 642,200  | 98  |
| RICHMOND      | 70,800     | 62,400   | 98  |
| ROCKLAND      | 51,100     | 49,600   | 97  |

(Continued on page 445-b)

STATION TOTAL 6,771,200 6,524,300 96

NET WEEKLY CIRCULATION (MARCH 65) 4,140,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 2,092,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| CONNECTICUT   |                  |          |     |
| FAIRFIELD     | 216,200          | 210,500  | 97  |
| LITCHFIELD    | 39,500           | 37,900   | 96  |
| MIDDLESEX     | 28,400           | 27,300   | 96  |
| NEW HAVEN     | 216,200          | 209,600  | 97  |
| MASSACHUSETTS |                  |          |     |
| BERKSHIRE     | 44,400           | 42,700   | 96  |

442-b

TV Factbook No. 36



# New York—New York—Newark, New Jersey

## WNJU-TV

Ch. 47

[Channel assigned to Linden, N.J.]

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 234-kw visual, 59-kw aural. Antenna: 1182-ft. above av. terrain, 1460-ft. above ground, 1510-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Color: Network, film, slide & tape.

News Wire Service: AP.



WNJU-TV Ref: FCC File No. BPCT-3073 Granted 12/17/62

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

## WNJU-TV

Network Service: None, independent, established to serve New York, New Jersey and ethnic minorities in the New York-Newark, N.J. area.

Grantee: New Jersey TV Broadcasting Corp., 1020 Broad St. Newark, N.J. (07102).

Studio: Mosque Theatre Bldg., 1020 Broad St., Newark.

Telephone: 201-643-9100.

Ownership: Edwin Cooperstein, pres., 21%; Vera Braverman, 26%; Isaac Blonder, treas., 24%; Robert Helft, 7%; E. B. Berlinrut, 4.2%; Frederic C. Sasse, 4.2%; John VanDrill, 7%; Eugene Sherman, 4%.

Began Operation: May 16, 1965.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Marmet & Schneider.

Represented (engineering) by Paul Godley Co.

### Personnel:

EDWIN COOPERSTEIN, president & general manager.  
HERBERT T. GREEN, v.p. & sales manager.  
JOSEPH SCHACHTER, business manager.  
FRED SAYLES, director of programming.  
RALPH AMATRUDI, art & advertising director.  
PETER BRYSAK, director of operations.

### DIGEST OF RATE CARD NO. 2 (Nov. 15, 1965)

| Hour                                                                   | 30 Min.  | 15 Min.  | 5 Min.   | 10-Sec.  |          |          |
|------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|
| Class AA—7-11 p.m., Mon.-Fri.; 6-midnight, Sat.; 2 p.m.-midnight, Sun. | \$800.00 | \$500.00 | \$300.00 | \$250.00 | \$200.00 | \$100.00 |

ARB Data for this Station is not available since it was not in operation when the survey was made.

## MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and  
Management Studies

514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# New York—Plattsburgh

**abc NB WPTZ**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 15-kw aural. Antenna: 2000-ft. above av. terrain, 977-ft. above ground, 3059-ft. above sea level.

Latitude 44° 34' 18"  
Longitude 73° 40' 53"

Requests 4.3-kw aural.

Transmitter: Terry Mountain.

Studio: 357 Cornelia St., Plattsburgh, N.Y. (12901).

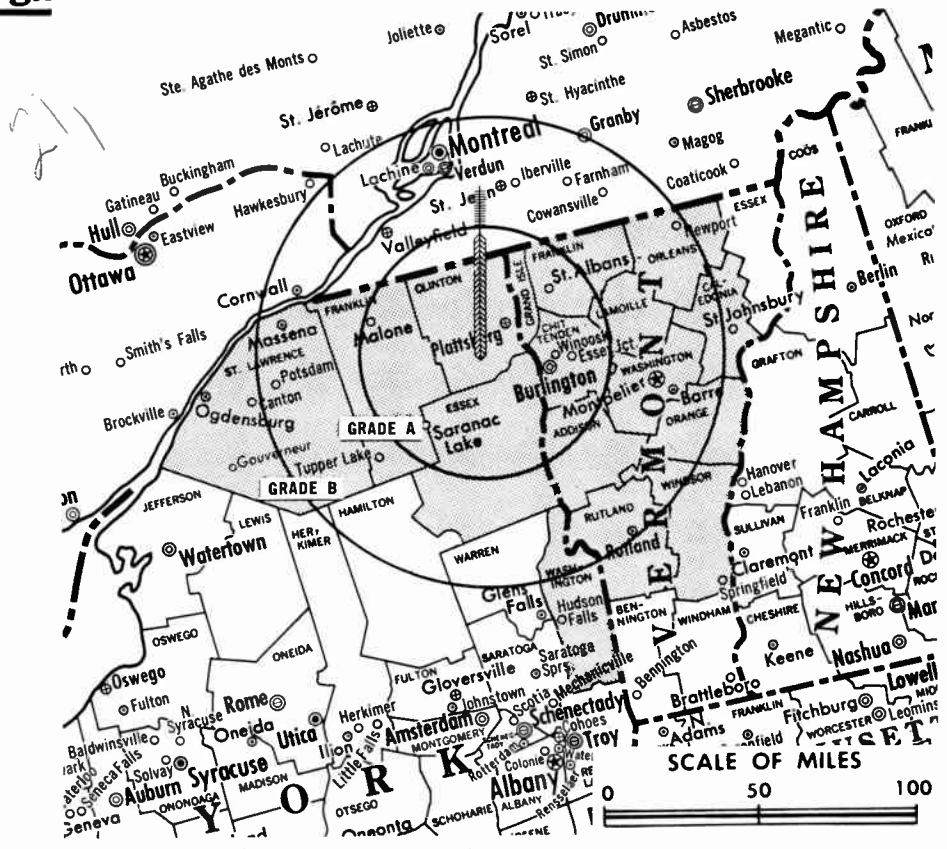
Telephone: 518-561-5555.

Color Facilities: Network.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WPTZ Ref: FCC File No. BMPCT—2080 Granted 8/26/54

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

## WPTZ

Network Service: ABC, NBC.

Grantee (STA): Rollins Telecasting Inc., 414 French St., Wilmington, Del. (19801).

Ownership: Rollins Broadcasting Inc., 100%. Officers & stockholders: O. Wayne Rollins, pres., 66 2/3%; John W. Rollins, ex-lieutenant-governor of Del., 33 1/3%. Rollins also owns WEAR-TV, Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP & WYFI (FM), Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 83 applicant in Wilmington, Del. and owns the former Mexican, Washington & Philadelphia facilities of General Outdoor Advertising Co. It owns Orkin Exterminating Co., Atlanta, Ga.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (Television Digest, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Cohn & Marks.

Personnel:

O. WAYNE ROLLINS, president.  
DAVE MILLIGAN, general manager.  
LEN CANE, program manager.  
G. RUSSELL CHAMBER, director of engineering.  
HARRY BOWEN, chief engineer.

### DIGEST OF RATE CARD NO. 8—(March 1, 1965)

| Hour                            | 30 Min.  | 15 Min.  | 10 Min.  | Min.*    | 20 Sec.* | 8 Sec.* |
|---------------------------------|----------|----------|----------|----------|----------|---------|
| Class A—7:30-10:30 p.m., daily. | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$95.00  | \$85.00 |
|                                 |          |          |          |          | \$42.50  |         |

\*Section 1. Also has Section 2, Min. \$80, 20 Sec. \$60, 8 Sec. \$35.

NETWORK BASE HOURLY RATE: \$500 (ABC), \$500 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| NEW YORK             |                  |                |           |
| CLINTON              | 21,100           | 20,500         | 97        |
| ESSEX                | 10,600           | 10,200         | 96        |
| FRANKLIN             | 13,200           | 12,500         | 95        |
| ST LAWRENCE          | 32,100           | 30,800         | 96        |
| WASHINGTON           | 14,700           | 14,200         | 96        |
| VERMONT              |                  |                |           |
| ADDISON              | 5,500            | 5,200          | 94        |
| CALEDONIA            | 6,900            | 6,500          | 95        |
| CHITTENDEN           | 22,300           | 21,500         | 96        |
| FRANKLIN             | 8,500            | 8,300          | 97        |
| GRAND ISLE           | 900              | 800            | 96        |
| LAMOILLE             | 3,200            | 3,000          | 96        |
| ORANGE               | 4,600            | 4,300          | 94        |
| ORLEANS              | 5,600            | 5,400          | 96        |
| RUTLAND              | 14,300           | 13,500         | 95        |
| WASHINGTON           | 12,800           | 12,300         | 96        |
| WINDSOR              | 13,300           | 12,500         | 94        |
| <b>STATION TOTAL</b> | <b>189,600</b>   | <b>181,500</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 108,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 75,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

(Station also received in Canadian markets)

For More Information  
on the Sale of WPTZ,  
see the Sales & Transfers Section.

## WABC-TV

(ARB Data Continued)

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------|------------------|----------|-----------|
| PENNSYLVANIA |                  |          |           |
| BUCKS        | 99,800           | 97,900   | 98        |
| LEHIGH       | 72,300           | 70,100   | 97        |
| MONROE       | 12,700           | 12,200   | 96        |
| NORTHAMPTON  | 61,800           | 59,700   | 97        |
| PIKE         | 3,200            | 3,000    | 93        |
| WAYNE        | 7,800            | 7,200    | 93        |

## WCBS-TV

(ARB Data Continued)

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------|------------------|----------|-----------|
| PENNSYLVANIA |                  |          |           |
| MONROE       | 12,700           | 12,200   | 96        |
| NORTHAMPTON  | 61,800           | 59,700   | 97        |
| PIKE         | 3,200            | 3,000    | 93        |
| SUSQUEHANNA  | 9,400            | 9,000    | 96        |
| WAYNE        | 7,800            | 7,200    | 93        |

## WPIX

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------|------------------|----------|-----------|
| NEW YORK (Continued) |                  |          |           |
| SCHUYLER             | 4,800            | 4,500    | 94        |
| STEUBEN              | 31,000           | 29,500   | 95        |
| SUFFOLK              | 237,500          | 232,600  | 98        |
| SULLIVAN             | 15,500           | 14,500   | 94        |
| TIOGA                | 12,500           | 12,000   | 96        |
| TOMPKINS             | 20,800           | 18,700   | 90        |
| ULSTER               | 41,900           | 39,500   | 94        |
| WESTCHESTER          | 268,200          | 261,500  | 98        |
| PENNSYLVANIA         |                  |          |           |
| BRADFORD             | 15,900           | 15,100   | 95        |
| CARBON               | 15,000           | 14,400   | 96        |
| LEHIGH               | 72,300           | 70,100   | 97        |
| LYCOMING             | 34,200           | 32,000   | 94        |
| MONROE               | 12,700           | 12,200   | 96        |
| MONTOUR              | 4,200            | 3,900    | 94        |
| NORTHAMPTON          | 61,800           | 59,700   | 97        |
| NORTHUMBERLAND       | 30,200           | 28,500   | 94        |
| PIKE                 | 3,200            | 3,000    | 93        |
| SCHUYLKILL           | 49,700           | 47,400   | 96        |
| TIOGA                | 10,500           | 9,800    | 93        |
| UNION                | 6,600            | 6,000    | 91        |
| WAYNE                | 7,800            | 7,200    | 93        |

HA 1-0818

RESIDENCE  
TE 2-9362

# La Rue Media Brokers Inc.

Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE NEW YORK, N.Y.

## New York—New York

### WNEW-TV

(ARB Data Continued)

| STATE/COUNTY           | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|------------------------|------------------|----------|-----------|
| NEW JERSEY (Continued) |                  |          |           |
| BURLINGTON             | 67,600           | 66,300   | 98        |
| ESSEX                  | 302,700          | 293,700  | 97        |
| HUDSON                 | 201,800          | 196,200  | 97        |
| HUNTERDON              | 18,100           | 17,600   | 97        |
| MERCER                 | 84,800           | 82,100   | 97        |
| MIDDLESEX              | 145,000          | 142,400  | 98        |
| MONMOUTH               | 114,400          | 111,800  | 98        |
| MORRIS                 | 87,100           | 85,700   | 98        |
| OCEAN                  | 42,000           | 41,200   | 98        |
| PASSAIC                | 140,100          | 136,700  | 98        |
| SOMERSET               | 47,400           | 46,400   | 98        |
| SUSSEX                 | 16,900           | 16,300   | 97        |
| UNION                  | 170,000          | 166,900  | 98        |
| WARREN                 | 21,100           | 20,400   | 97        |
| NEW YORK               |                  |          |           |
| BRONX                  | 476,700          | 460,900  | 97        |
| DUTCHESS               | 54,500           | 52,200   | 96        |
| KINGS                  | 865,500          | 833,000  | 96        |
| NASSAU                 | 412,000          | 407,000  | 99        |
| NEW YORK               | 675,300          | 603,400  | 89        |
| ORANGE                 | 61,200           | 58,800   | 96        |
| PUTNAM                 | 11,500           | 11,100   | 97        |
| QUEENS                 | 656,700          | 642,200  | 98        |
| RICHMOND               | 70,800           | 69,400   | 98        |
| ROCKLAND               | 51,100           | 49,600   | 97        |
| SUFFOLK                | 237,500          | 232,600  | 98        |
| SULLIVAN               | 15,500           | 14,500   | 94        |
| ULSTER                 | 41,900           | 39,500   | 94        |
| WESTCHESTER            | 268,200          | 261,500  | 98        |
| PENNSYLVANIA           |                  |          |           |
| BUCKS                  | 99,800           | 97,900   | 98        |
| CARBON                 | 15,000           | 14,400   | 96        |
| LYCOMING               | 34,200           | 32,000   | 94        |
| MONROE                 | 12,700           | 12,200   | 96        |
| MONTOUR                | 4,200            | 3,900    | 94        |
| NORTHAMPTON            | 61,800           | 59,700   | 97        |
| NORTHUMBERLAND         | 30,200           | 28,500   | 94        |
| PIKE                   | 3,200            | 3,000    | 93        |
| SUSQUEHANNA            | 9,400            | 9,000    | 96        |
| UNION                  | 6,600            | 6,000    | 91        |
| WAYNE                  | 7,800            | 7,200    | 93        |

### WOR-TV

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------|------------------|----------|-----------|
| NEW YORK (Continued) |                  |          |           |
| KINGS                | 865,500          | 833,000  | 96        |
| NASSAU               | 412,000          | 407,000  | 99        |
| NEW YORK             | 675,300          | 603,400  | 89        |
| ORANGE               | 61,200           | 58,800   | 96        |
| OTSEGO               | 16,500           | 15,600   | 94        |
| PUTNAM               | 11,500           | 11,100   | 97        |
| QUEENS               | 656,700          | 642,200  | 98        |
| RICHMOND             | 70,800           | 69,400   | 98        |
| ROCKLAND             | 51,100           | 49,600   | 97        |
| SUFFOLK              | 237,500          | 232,600  | 98        |
| SULLIVAN             | 15,500           | 14,500   | 94        |
| ULSTER               | 41,900           | 39,500   | 94        |
| WESTCHESTER          | 268,200          | 261,500  | 98        |
| PENNSYLVANIA         |                  |          |           |
| BUCKS                | 99,800           | 97,900   | 98        |
| CARBON               | 15,000           | 14,400   | 96        |
| LEHIGH               | 72,300           | 70,100   | 97        |
| LYCOMING             | 34,200           | 32,000   | 94        |
| MONROE               | 12,700           | 12,200   | 96        |
| MONTOUR              | 4,200            | 3,900    | 94        |
| NORTHAMPTON          | 61,800           | 59,700   | 97        |
| PIKE                 | 3,200            | 3,000    | 93        |
| UNION                | 6,600            | 6,000    | 91        |
| WAYNE                | 7,800            | 7,200    | 93        |

# New York—Rochester

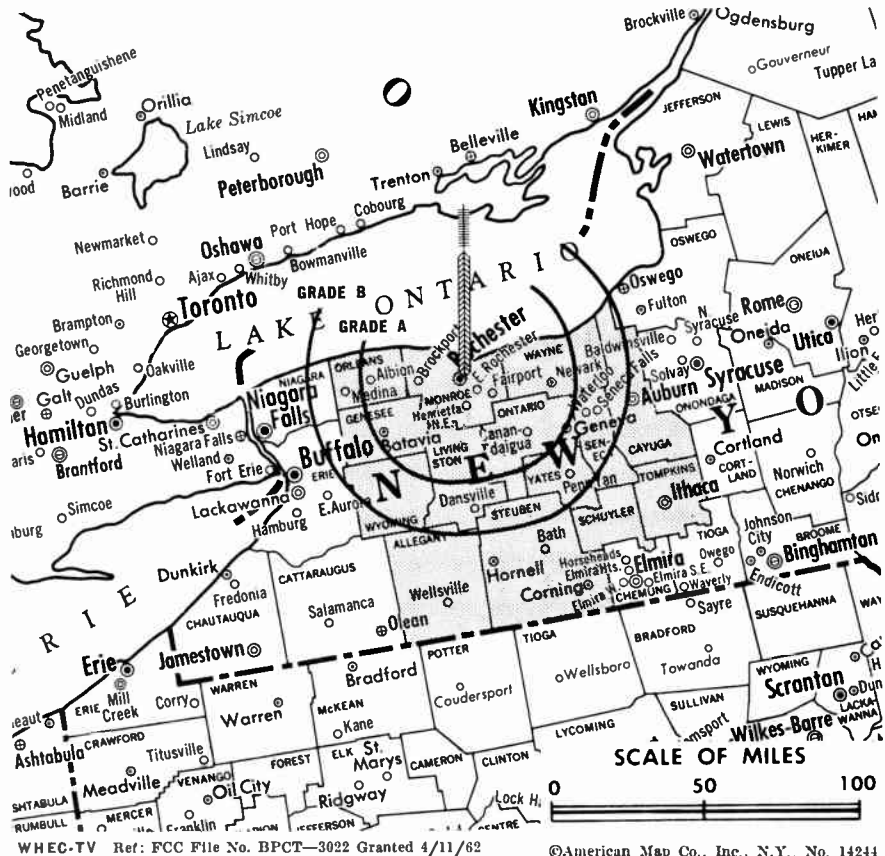


Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 987-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.  
TV tape: Recording facilities.  
AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).  
Color: Network, film & slide.  
News Wire Service: AP.  
Facsimile Service: AP.  
Represented (engineering) by Lohnes & Culver.

Total Households: SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WHEC-TV

Licensee: WHEC Inc., 191 East Ave., Rochester (14604).  
Studio: 191 East Ave.  
Telephone: 716-546-5670. TWX No.: 716-235-8699.  
Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Paul Miller, pres.; C. Glover Delaney, v.p. & gen. mgr. Also owns WINR-TV, Binghamton, N.Y. (WINR) and WREX-TV, Rockford, Ill. Gannett Co. owns chain of N.Y. newspapers, including Rochester Times-Union and Democrat & Chronicle, Binghamton Press, Elmira Advertiser & Star Gazette, Niagara Falls Gazette; also publishes Danville (Ill.) Commercial-News, Hartford (Conn.) Times and Plainfield (N.J.) Courier-News; also owns radio WDAN, Danville, Ill.

Began Operation: Nov. 1, 1953 as a share-time outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32).

Represented (sales) by H-R Television Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Personnel:

C. GLOVER DELANEY, v.p. & general manager.  
JOHN J. CODY, general sales manager.  
WILLIAM ADAMS, program & production director.  
RICHARD K. BLACKBURN, chief engineer.  
LOWELL MacMILLAN, v.p., advertising & promotion director.  
ROBERT S. YEAGER, TV operations manager.

### DIGEST OF RATE CARD NO. 10 (June 1, 1964)

| Hour                                               | 30 Min.  | 15 Min.  | Min.      | 20 Sec.   | 10 Sec.  |
|----------------------------------------------------|----------|----------|-----------|-----------|----------|
| Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun. |          |          |           |           |          |
| \$900.00                                           | \$540.00 | \$360.00 | \$280.00* | \$175.00* | \$90.00* |

\*Class AA—7:31-10:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| ALLEGANY             | 13,100           | 12,400         | 94        |
| CAYUGA               | 23,000           | 21,900         | 95        |
| GENESEE              | 17,300           | 16,800         | 97        |
| LIVINGSTON           | 13,100           | 12,600         | 96        |
| MONROE               | 197,400          | 191,800        | 97        |
| ONTARIO              | 21,400           | 20,800         | 97        |
| ORLEANS              | 11,200           | 10,800         | 96        |
| SCHUYLER             | 4,800            | 4,500          | 94        |
| SENECA               | 9,400            | 9,200          | 98        |
| STEUEN               | 31,000           | 29,500         | 95        |
| TOMPKINS             | 20,800           | 18,700         | 90        |
| WAYNE                | 22,000           | 21,200         | 96        |
| WYOMING              | 10,400           | 10,100         | 98        |
| YATES                | 6,000            | 5,700          | 95        |
| <b>STATION TOTAL</b> | <b>400,900</b>   | <b>386,000</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 271,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 196,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

(Station also received in Canadian markets)

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# New York—Rochester



**WOKR**



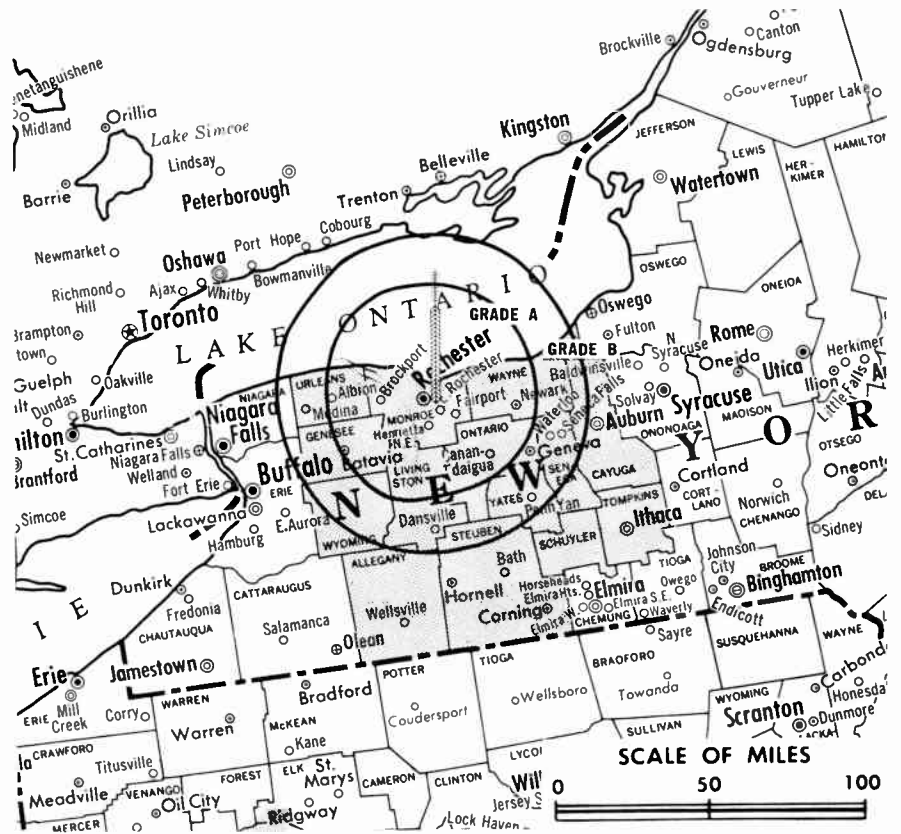
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 03"

Transmitter: Pinnacle Hill, Brighton.  
TV tape: Recording facilities.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOKR Ref: FCC File No. BPCT-I-3 Granted 7/3/62

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

## WOKR

Licensee: Channel 13 of Rochester Inc., c/o Richard C. Landsman, pres., 17 Clinton Ave. S., Rochester (14604).

Studio: 17 Clinton Ave S., Rochester (14604).

Telephone: 716-546-4262.

Ownership: Channel 13 of Rochester Inc. Richard Landsman, pres. Following own 12.5% each (as representatives): Dennis Livadas, secy.; William N. Posner, treas.; Leon Halperin; Richard Alden; Robert Green; Byron Johnson; Gordon Brown; Robert Kieve. Note: This is an interim operation owned equally by 8 applicants for Ch. 13.

Began Operation: Sept. 15, 1962.

Represented (sales) by Blair TV; Paul Mulvihill & Co. Ltd.

Represented (legal) by Dennis J. Livadas; Pierson, Ball & Dowd.

Personnel:

RICHARD LANDSMAN, president & general manager.  
ALAN JOHNSTONE, v.p. & sales manager.  
GEORGE DRISCOLL, v.p. & engineering manager.  
GERALD PEARSEN, v.p. & program manager, film buyer.  
RICHARD M. WAFFLE, sales development director.

### DIGEST OF RATE CARD NO. 4A (June 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class A—7:30-11 p.m., Sun.-Fri.; 7:30-11:30 p.m., Sat.  
\$800.00 \$540.00 \$360.00 \$225.00 \$400.00 \$200.00 \$100.00  
NETWORK BASE HOURLY RATE: \$800.

| STATE / COUNTY       | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| NEW YORK             |                  |                |           |
| ALLEGANY             | 13,100           | 12,400         | 94        |
| CAYUGA               | 23,000           | 21,900         | 95        |
| GENESEE              | 17,300           | 16,800         | 97        |
| LIVINGSTON           | 13,100           | 12,600         | 96        |
| MONROE               | 197,400          | 191,800        | 97        |
| ONTARIO              | 21,400           | 20,800         | 97        |
| ORLEANS              | 11,200           | 10,800         | 96        |
| SCHUYLER             | 4,800            | 4,500          | 94        |
| SENECA               | 9,400            | 9,200          | 98        |
| STEBUEN              | 31,000           | 29,500         | 95        |
| TOMPKINS             | 20,800           | 18,700         | 90        |
| WAYNE                | 22,000           | 21,200         | 96        |
| WYOMING              | 10,400           | 10,100         | 98        |
| YATES                | 6,000            | 5,700          | 95        |
| <b>STATION TOTAL</b> | <b>400,900</b>   | <b>386,000</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 269,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 181,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 8  
(Station also received in Canadian markets)

For Translator Directory  
see Section c

# New York—Rochester



**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1033-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

**Transmitter:** Pinnacle Hill, Brighton.

**TV tape:** Recording facilities.

**AM Affiliate:** WROC, 5-kw, 1280 kc (NBC).

**FM Affiliate:** WROC-FM, 18-kw, 97.9 mc (No. 250), 399-ft. antenna height.

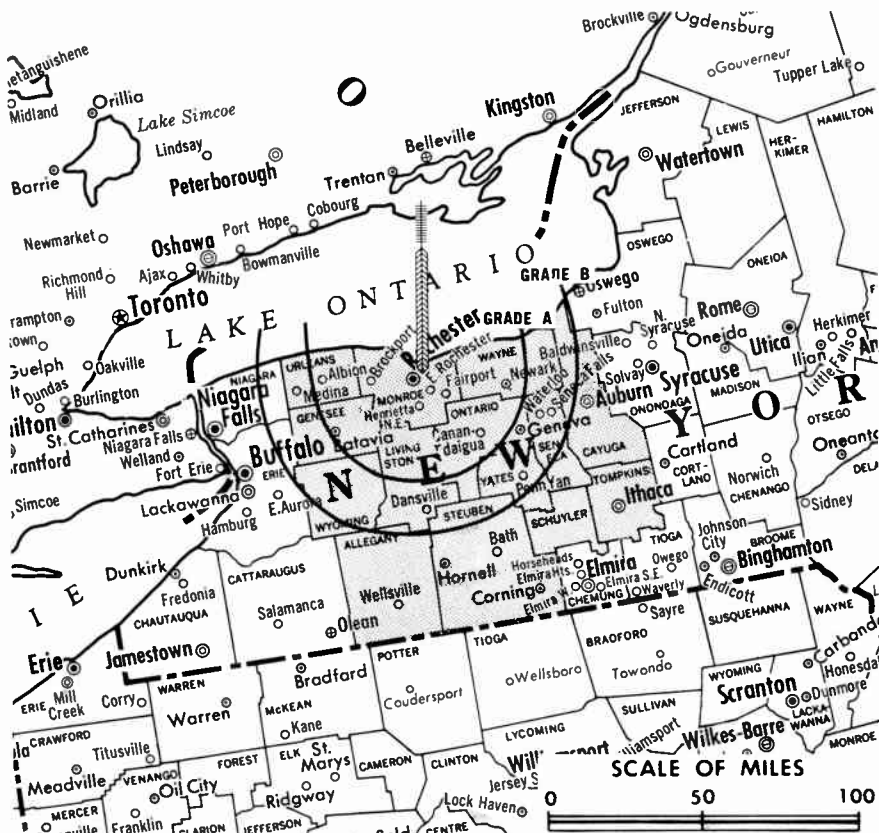
**Color:** Network, film & slide.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**Represented (engineering) by** John Creutz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WROC-TV Ref: FCC File No. BPCT—Doc. 13858 Granted 7/27/61 ©American Map Co., Inc., N.Y., No. 14244

## WROC-TV

**Licensee:** Rust Craft Broadcasting of N.Y. Inc.

**Studio:** 201 Humboldt St., Rochester (14610).

**Telephone:** 716-288-8400.

**TWX No.:** 716-235-9136.

**Ownership:** Rust Craft Broadcasting of N.Y. Inc. For other Rust Craft interests, see WSTV-TV, Steubenville, Ohio.

**Began Operation:** June 11, 1949. Sale to present owner by Veterans Bcstg. approved Feb. 10, 1965 by FCC (Television Digest, Vols. 4:39, 46, 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

**Represented (sales) by** Edward Petry & Co. Inc.; Andy McDermott.

**Represented (legal) by** Fletcher, Heald, Rowell, Kenehan & Hildreth.

**Personnel:**

- ERVIN F. LYKE, vice president & managing director.
- F. CHASE TAYLOR JR., program director & film buyer.
- ART MURRELLWRIGHT, sales manager.
- WILLIAM SCHUBERT, promotion manager.
- TOM DECKER, news director.
- RAY JOBES, chief engineer.

### DIGEST OF RATE CARD NO. I (Sept. 1, 1963)

| Hour                                          | 30 Min.  | 15 Min.  | 5 Min.   | Min.*    | 20 Sec.* | ID*     |
|-----------------------------------------------|----------|----------|----------|----------|----------|---------|
| Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun. | \$900.00 | \$540.00 | \$360.00 | \$225.00 | \$165.00 | \$75.00 |

\*Class AA (7:30-10:30 p.m., daily): Min. \$260, 20 Sec. \$260, ID \$130.

**NETWORK BASE HOURLY RATE:** \$1000.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| NEW YORK             |                  |                |           |
| ALLEGANY             | 13,100           | 12,400         | 94        |
| CAYUGA               | 23,000           | 21,900         | 95        |
| GENESEE              | 17,300           | 16,800         | 97        |
| LIVINGSTON           | 13,100           | 12,600         | 96        |
| MONROE               | 197,400          | 191,800        | 97        |
| ONTARIO              | 21,400           | 20,800         | 97        |
| ORLEANS              | 11,200           | 10,800         | 96        |
| SCHUYLER             | 4,800            | 4,500          | 94        |
| SENECA               | 9,400            | 9,200          | 98        |
| STEUHEN              | 31,000           | 29,500         | 95        |
| TOMPKINS             | 20,800           | 18,700         | 90        |
| WAYNE                | 22,000           | 21,200         | 96        |
| WYOMING              | 10,400           | 10,100         | 98        |
| YATES                | 6,000            | 5,700          | 95        |
| <b>STATION TOTAL</b> | <b>400,900</b>   | <b>386,000</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 285,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 212,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

(Station also received in Canadian markets)

For New York CATV Systems  
see CATV Directory  
in Section c.

# New York—Syracuse



**WHEN-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 84-kw visual, 42-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"  
Longitude 76° 06' 34"

Transmitter: .32-miles E and .34-miles N of Sentinel Heights & Jim Bull Rds.

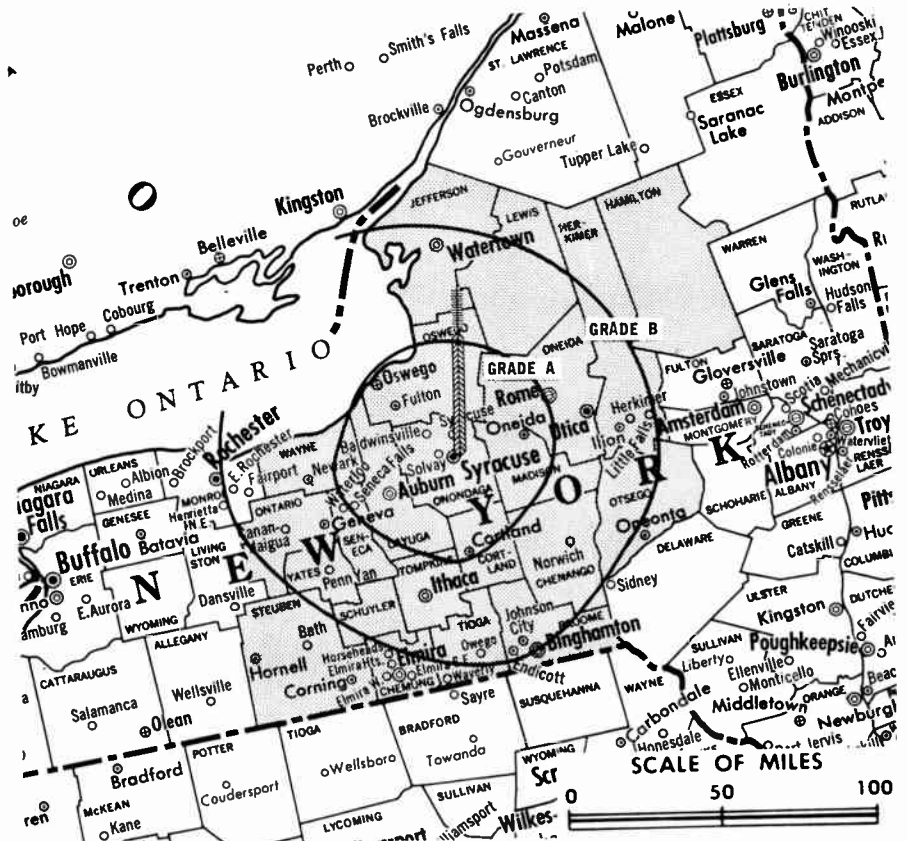
TV tape: Recording facilities.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (CBS).

Color Facilities: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WHEN-TV Ref: FCC File No. BMPCT-3915 Granted 5/31/56  
Doc. 13858 Granted 7/27/61.

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

## WHEN-TV

Licensee: Meredith Syracuse Television Corp., 980 James St. (13203).

Studio: 980 James St.

Telephone: 315-474-8511; N.Y.C. tie line, 212-966-2422.

TWX No.: 710-541-0443.

Ownership: Meredith Publishing Company, Des Moines, Iowa, through subsidiary Meredith Syracuse Television Corp. For Meredith Publishing Co. executives see Newspaper Ownership. Meredith Broadcasting officers: Fred Bohlen, chairman of the board; Frank Fogarty, pres.; Howard Stalnaker, exec. v.p.; Paul Adanti, v.p., Meredith Syracuse Television Corp. Same interests own radio WHEN, Syracuse; \*WOW-TV, WOW & WOW-FM, Omaha, Neb.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Dec. 1, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

PAUL ADANTI, v.p. and general manager.  
FRED MENZIES, station manager.  
LARRY RHODES, sales manager.  
TOM KAVANAUGH, operations manager.  
BERT ENION, production manager.  
KAY LARSON, women's director.  
AL CHISMAR, director of engineering.

## DIGEST OF RATE CARD NO. 20 (Aug. 1, 1965)

| Hour                              | 30 Min.  | 15 Min.  | Min. & 20 Sec. | 10 Sec.  |
|-----------------------------------|----------|----------|----------------|----------|
| Class AA—7:30-10:30 p.m., daily.  |          |          |                |          |
| \$1000.00                         | \$600.00 | \$450.00 | \$300.00       | \$150.00 |
| NETWORK BASE HOURLY RATE: \$1000. |          |          |                |          |

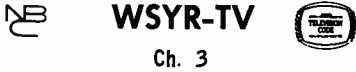
| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| NEW YORK             |                  |                |           |
| BROOME               | 70,700           | 68,600         | 97        |
| CAYUGA               | 23,000           | 21,900         | 95        |
| CHEMUNG              | 32,600           | 31,200         | 96        |
| CHENANGO             | 13,700           | 13,100         | 96        |
| CORTLAND             | 13,100           | 12,600         | 96        |
| HAMILTON             | 1,400            | 1,300          | 94        |
| HERKIMER             | 21,900           | 21,100         | 96        |
| JEFFERSON            | 27,700           | 26,800         | 97        |
| LEWIS                | 6,600            | 6,400          | 96        |
| MADISON              | 17,200           | 16,600         | 97        |
| ONEIDA EAST          | 58,900           | 57,100         | 97        |
| ONEIDA WEST          | 27,800           | 27,000         | 97        |
| ONONDAGA             | 142,300          | 138,500        | 97        |
| ONTARIO              | 21,400           | 20,800         | 97        |
| OSWEGO               | 26,800           | 26,000         | 97        |
| OTSEGO               | 16,500           | 15,600         | 94        |
| SCHUYLER             | 4,800            | 4,500          | 94        |
| SENECA               | 9,400            | 9,200          | 98        |
| STUBEN               | 31,000           | 29,500         | 95        |
| TIOGA                | 12,500           | 12,000         | 96        |
| TOMPKINS             | 20,800           | 18,700         | 90        |
| WAYNE                | 22,000           | 21,200         | 96        |
| YATES                | 6,000            | 5,700          | 95        |
| <b>STATION TOTAL</b> | <b>628,100</b>   | <b>605,400</b> | <b>96</b> |

For Other Owners of Two or More TV Stations,  
see Group Ownership Section

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 425,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 312,900 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7       |



# New York—Syracuse



[Also operates satellite WSYE-TV, Elmira, N.Y.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"  
Longitude 76° 07' 08"

- Transmitter: Sentinel Heights.
- Studio: 1030 James St.
- TV tape: Recording facilities.
- AM Affiliate: WSYR, 5-kw, 570 kc (NBC). FM Affiliate: WSYR-FM, 100-kw, 94.5 mc (No. 233), 650-ft. antenna height.
- Color: Network, film & slide.
- News Wire Service: UPI. Facsimile Service: UPI. News Film Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WSYR-TV Ref: FCC File No. B1PCT-3145 Granted 4/12/63  
WSYE-TV Ref: FCC File No. BMPCT-4636 Granted 5/31/57

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

## WSYR-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse (13203). Telephone: Granite 4-3911. TWX No.: 315-477-1065.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 2.22%; William V. Rothrum, v.p.; Samuel I. Newhouse, 44.44%; Samuel I. Newhouse Jr., 26.67%; Donald E. Newhouse, 26.67%. Interlocking ownership with Newhouse newspapers: Syracuse Post-Standard and Herald-Journal, Jersey City Journal, Newark Star Ledger, Long Island Press and Star Journal, Harrisburg Patriot and News, Staten Island Advance, Portland Oregonian and Oregon Journal, St. Louis Globe-Democrat, Birmingham News, Huntsville (Ala.) Times, New Orleans Times-Picayune & States-Item, 42% of Springfield (Mass.) Union, News and Sunday Republican and 20% of Denver Post. Newhouse Bcstg. owns WAPI-TV, Birmingham (Ch. 13) with WAPI & WAFM; WTPA (TV), Harrisburg (Ch. 27) with WTPA-FM; KTVI, St. Louis (Ch. 2); also 50% of KOIN-TV (Ch. 6), KOIN & KOIN-FM, Portland. Also operates WSYE-TV, Elmira (Ch. 18) which repeats most of WSYR-TV programs. Mr. & Mrs. Samuel I. Newhouse also hold controlling interest in Conde Nast Publications Inc., publishers of Vogue, House & Garden, Glamour, Mademoiselle, Bride as well as publications in Britain and France. For CATV ownership, see Broadcasting Interests with CATV Holdings.

Began Operation: Feb. 15, 1950.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- E. R. VADEBONCOEUR, president.
- MITZI E. NEWHOUSE, v.p. & secretary.
- WILLIAM R. ALFORD JR., director of sales.
- LOUIS B. SWITZER, promotion director.
- WILLIAM V. ROTHNUM, v.p. & film buyer.
- ALBERT J. EICHOLZER, chief engineer.
- E. JAMES McDONALD, program manager.

ARB Data For This Station Includes Satellite WSYE-TV, Elmira, N.Y.

### DIGEST OF RATE CARD NO. 20—(July 1, 1965)

| Hour                         | 30 Min.   | 15 Min.  | Min.     | 20 Sec.  | ID       |          |
|------------------------------|-----------|----------|----------|----------|----------|----------|
| Class A—7:30-11 p.m., daily. | \$1500.00 | \$850.00 | \$570.00 | \$350.00 | \$300.00 | \$150.00 |

NETWORK BASE HOURLY RATE: \$1300.

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------|------------------|----------|-----|
| NEW YORK      |                  |          |     |
| BROOME        | 70,700           | 68,600   | 97  |
| CAYUGA        | 23,000           | 21,900   | 95  |
| CHEMUNG       | 32,600           | 31,200   | 96  |
| CHENANGO      | 13,700           | 13,100   | 96  |
| CORTLAND      | 13,100           | 12,600   | 96  |
| DELAWARE      | 13,400           | 12,500   | 93  |
| HAMILTON      | 1,400            | 1,300    | 94  |
| HERKIMER      | 21,900           | 21,100   | 96  |
| JEFFERSON     | 27,700           | 26,800   | 97  |
| LEWIS         | 6,600            | 6,400    | 96  |
| MADISON       | 17,200           | 16,600   | 97  |
| ONEIDA EAST   | 58,900           | 57,100   | 97  |
| ONEIDA WEST   | 27,800           | 27,000   | 97  |
| ONONDAGA      | 142,300          | 138,500  | 97  |
| ONTARIO       | 21,400           | 20,800   | 97  |
| OSWEGO        | 26,800           | 26,000   | 97  |
| OTSEGO        | 16,500           | 15,600   | 94  |
| ST LAWRENCE   | 32,100           | 30,800   | 96  |
| SCHUYLER      | 4,800            | 4,500    | 94  |
| SENECA        | 9,400            | 9,200    | 98  |
| STEBEN        | 31,000           | 29,500   | 95  |
| TIOGA         | 12,500           | 12,000   | 96  |
| TOMPKINS      | 20,800           | 18,700   | 90  |
| WAYNE         | 22,000           | 21,200   | 96  |
| WYOMING       | 10,400           | 10,100   | 98  |
| YATES         | 6,000            | 5,700    | 95  |
| PENNSYLVANIA  |                  |          |     |
| BRADFORD      | 15,900           | 15,100   | 95  |
| SULLIVAN      | 1,800            | 1,700    | 95  |
| TIOGA         | 10,500           | 9,800    | 93  |
| STATION TOTAL | 712,200          | 685,400  | 96  |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 466,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 349,900 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7       |

# New York—Syracuse



**WNYS-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 79.6-kw visual, 39.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"  
Longitude 76° 01' 28"

Requests 11.8-kw aural.

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

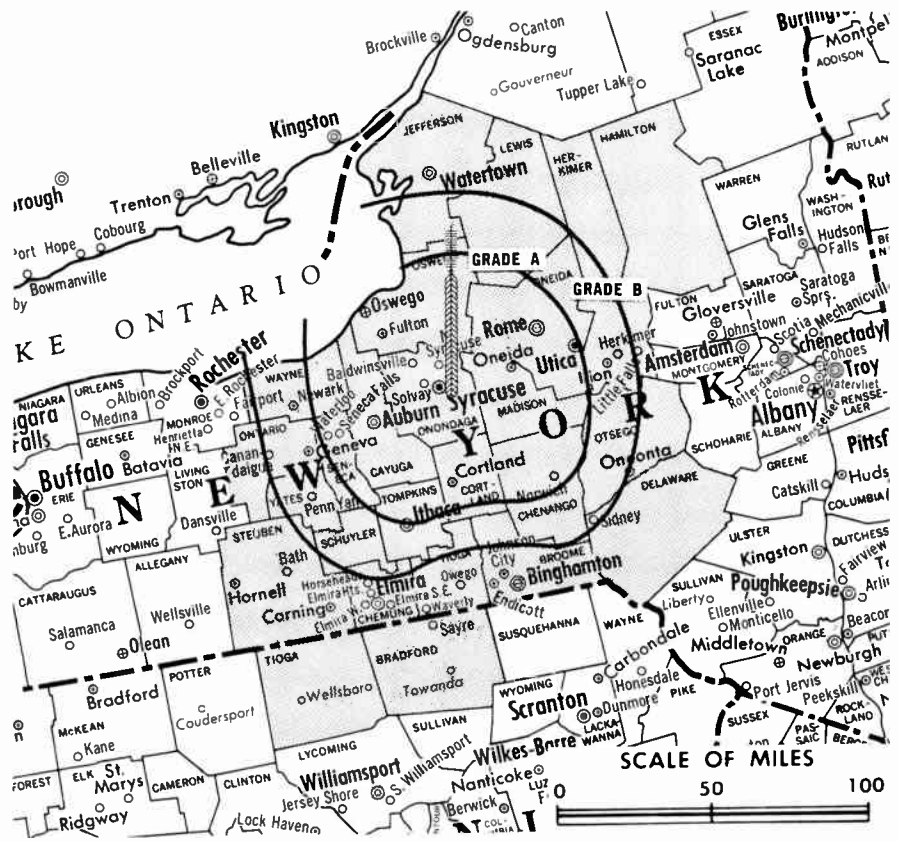
TV tape: Recording facilities.

Color Facilities: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNYS-TV Ref: FCC File No. BPC-T-2932  
Doc: 14371 Granted 4/12/82

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## WNYS-TV

Permittee: Channel 9 Syracuse Inc., P.O. Box 9, Shoppingtown, Syracuse (13214).

Studio: Shoppingtown, Syracuse (13214).

Telephone: 315-446-4780.

TWX No.: 315-477-1356.

Ownership: Equal owners are the eight remaining applicants for regular operation on Channel 9 who are stockholders in the interim permittee corporation.

Began Operation: Sept. 9, 1962 as joint operation by nine applicants for the channel.

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

Represented (legal) by Miller & Schroeder.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- WILLIAM H. GRUMBLES, president & gen. mgr.
- FLOYD F. SMITH, business manager.
- JEFF DAVIDSON, national sales manager.
- RICHARD F. POLGREEN, local sales manager.
- JOHN CARROLL, chief engineer.

### DIGEST OF RATE CARD NO. 4C (Aug. 1, 1965)

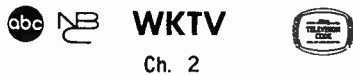
| Hour                             | 30 Min.  | 15 Min. | Min. or 20 Sec. | 10 Sec.  |
|----------------------------------|----------|---------|-----------------|----------|
| Class AA—7:30-11 p.m., daily.    |          |         |                 |          |
| \$1100.00                        | \$660.00 |         | \$300.00        | \$150.00 |
| NETWORK BASE HOURLY RATE: \$850. |          |         |                 |          |

See CATV Directory for Systems in New York

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>NEW YORK</b>      |                  |                |           |
| BROOME               | 70,700           | 68,600         | 97        |
| CAYUGA               | 23,000           | 21,900         | 95        |
| CHEMUNG              | 32,600           | 31,200         | 96        |
| CHENANGO             | 13,700           | 13,100         | 96        |
| CORTLAND             | 13,100           | 12,600         | 96        |
| DELAWARE             | 13,400           | 12,500         | 93        |
| HAMILTON             | 1,400            | 1,300          | 94        |
| HERKIMER             | 21,900           | 21,100         | 96        |
| JEFFERSON            | 27,700           | 26,800         | 97        |
| LEWIS                | 6,600            | 6,400          | 96        |
| MADISON              | 17,200           | 16,600         | 97        |
| ONEIDA EAST          | 58,900           | 57,100         | 97        |
| ONEIDA WEST          | 27,800           | 27,000         | 97        |
| ONONDAGA             | 142,300          | 138,500        | 97        |
| ONTARIO              | 21,400           | 20,800         | 97        |
| OSWEGO               | 26,800           | 26,000         | 97        |
| OTSEGO               | 16,500           | 15,600         | 94        |
| SCHUYLER             | 4,800            | 4,500          | 94        |
| SENECA               | 9,400            | 9,200          | 98        |
| STEBEN               | 31,000           | 29,500         | 95        |
| TIOGA                | 12,500           | 12,000         | 96        |
| TOMPKINS             | 20,800           | 18,700         | 90        |
| WAYNE                | 22,000           | 21,200         | 96        |
| YATES                | 6,000            | 5,700          | 95        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| BRADFORD             | 15,900           | 15,100         | 95        |
| TIOGA                | 10,500           | 9,800          | 93        |
| <b>STATION TOTAL</b> | <b>667,900</b>   | <b>642,800</b> | <b>96</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 388,600 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 251,900 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 7       |

# New York—Utica



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 34.7-kw visual, 5.25-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

Requests change to 100-kw maximum visual, 10-kw maximum aural, 796-ft. above av. terrain, lat. 48° 08' 38", long. 75° 10' 40", transmitter to Smith Hill.

Transmitter: Near Middletown, N.Y.

O & O Translator: W11AI, Air City & Rome, N.Y.

Color Facilities: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKTV Ref: FCC File No. BMPCT-5218 Granted 11/10/58

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## WKTV

Network Service: ABC, NBC.

Licensee: Mid-New York Broadcasting Corp., Smith Hill Rd. (13502).

Studio: Smith Hill Rd.

Telephone: 315-733-0404.

TWX No.: 315-797-1832.

Ownership: 68.5% of Mid-New York Bcstg. Corp. is controlled by Paul F. Harron, pres. & chairman of the board; Lawrence D. Biele, secy.-treas. Mid-Texas Bcstg. Corp., which owns KAUZ-TV, Wichita Falls, Tex., is a wholly owned subsidiary of Mid-New York Bcstg. Corp. The balance of Mid-New York Bcstg. stock is owned by 38 stockholders, none of whom owns over 5%.

Began Operation: Dec. 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vols. 14:45-46, 49; 15:1).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

PAUL F. HARRON, president & chairman of board.  
SHELDON STORRIER, vice president & general manager.  
DANIEL GERMAN, program & operations manager.  
STEPHEN PURCELL, merchandising manager.  
DeFOREST T. LAYTON JR., chief engineer.  
FRANK GUZZETTI, film buyer.

### DIGEST OF RATE CARD NO. 9 (Aug. 1, 1964)

| Hour                                                    | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.   | 10 Sec.            |
|---------------------------------------------------------|----------|----------|----------|----------|-----------|--------------------|
| Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun. | \$550.00 | \$330.00 | \$220.00 | \$137.50 | \$150.00* | \$135.00* \$70.00* |

\*8-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (NBC).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | TV HOMES PER |
|----------------------|------------------|----------------|--------------|
| <b>NEW YORK</b>      |                  |                |              |
| CHENANGO             | 13,700           | 13,100         | 96           |
| DELAWARE             | 13,400           | 12,500         | 93           |
| FULTON               | 17,700           | 17,100         | 96           |
| HAMILTON             | 1,400            | 1,300          | 94           |
| HERKIMER             | 21,900           | 21,100         | 96           |
| LEWIS                | 6,600            | 6,400          | 96           |
| MADISON              | 17,200           | 16,600         | 97           |
| MONTGOMERY           | 18,900           | 18,100         | 96           |
| ONEIDA EAST          | 58,900           | 57,100         | 97           |
| ONEIDA WEST          | 27,800           | 27,000         | 97           |
| OTSEGO               | 16,500           | 15,600         | 94           |
| SCOHARIE             | 6,900            | 6,600          | 95           |
| <b>VERMONT</b>       |                  |                |              |
| BENNINGTON           | 8,000            | 7,600          | 94           |
| <b>STATION TOTAL</b> | <b>228,900</b>   | <b>220,100</b> | <b>96</b>    |

NET WEEKLY CIRCULATION (MARCH 65) 146,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 105,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

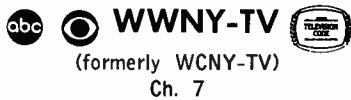
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# New York—Carthage-Watertown



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 191-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Studio: Champion Rd., 6-mi W of Carthage & 9-mi. E of Watertown.

TV tape: Recording facilities.

Color: Network.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS).

News Wire Service: UPI.

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

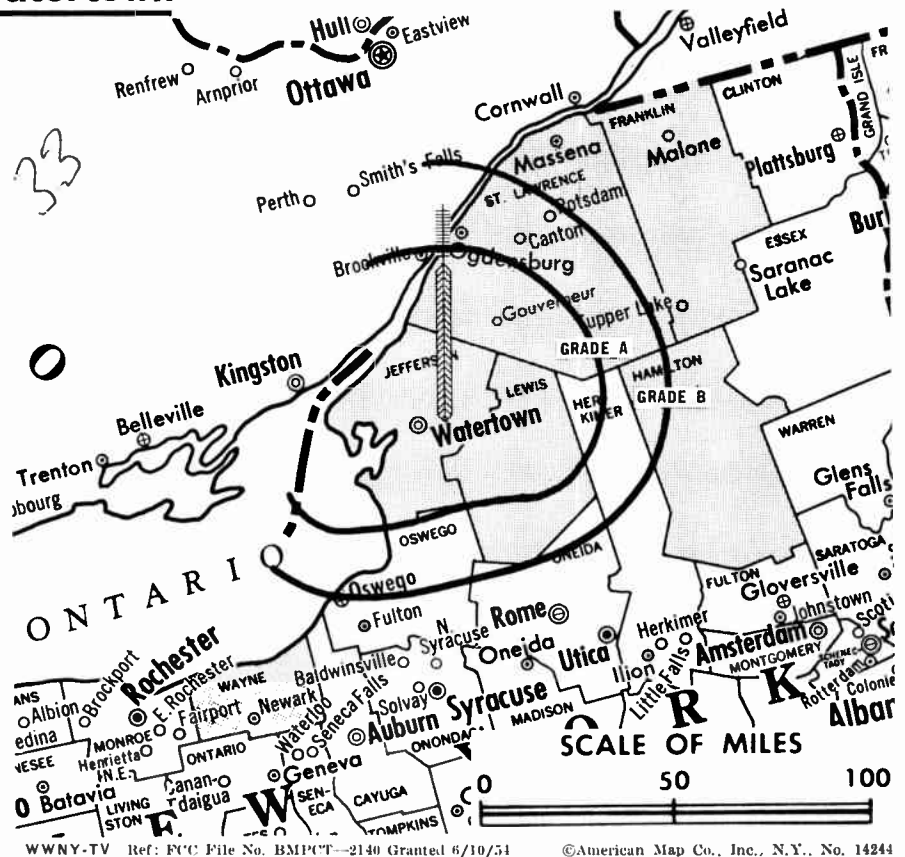
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54

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## WWNY-TV

Network Service: ABC, CBS.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y. (13601).

Telephones: 315-788-3800, Watertown (sales office); 315-782-2600, Watertown (studios); 315-788-6890, Watertown (exec. office). TWX No.: 510-257-4650, Watertown.

Ownership: John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes Watertown Daily Times and operates WMSA, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Young Television (U.S.); Andy McDermott (Toronto & Montreal, Canada).

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

Personnel:

JAMES W. HIGGINS, general manager.  
ALFRED M. TAURONEY, sales manager.  
GLENN H. HALL, director of operations.  
DAVID M. GRAVES, program manager & film buyer.  
EARL R. KELLY, dir. of public affairs & promotion.  
ROBERT TOMPKINS, news director.  
JOHN G. CASE, sports editor.  
MICHAEL R. YONKOVIG, director of engineering.  
DONALD C. MOREHOUSE, chief engineer.

## DIGEST OF RATE CARD NO. 6 (July 15, 1964)

| Hour                                                 | 30 Min.  | 15 Min.  | 5 Min.   | Min.    | 20 Sec.  | 10 Sec.           |
|------------------------------------------------------|----------|----------|----------|---------|----------|-------------------|
| Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun. | \$375.00 | \$225.00 | \$150.00 | \$93.75 | \$80.00* | \$75.00* \$48.00* |

\*Class AA—6:01-9:59 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat.; 7-9:59 p.m., Sun.

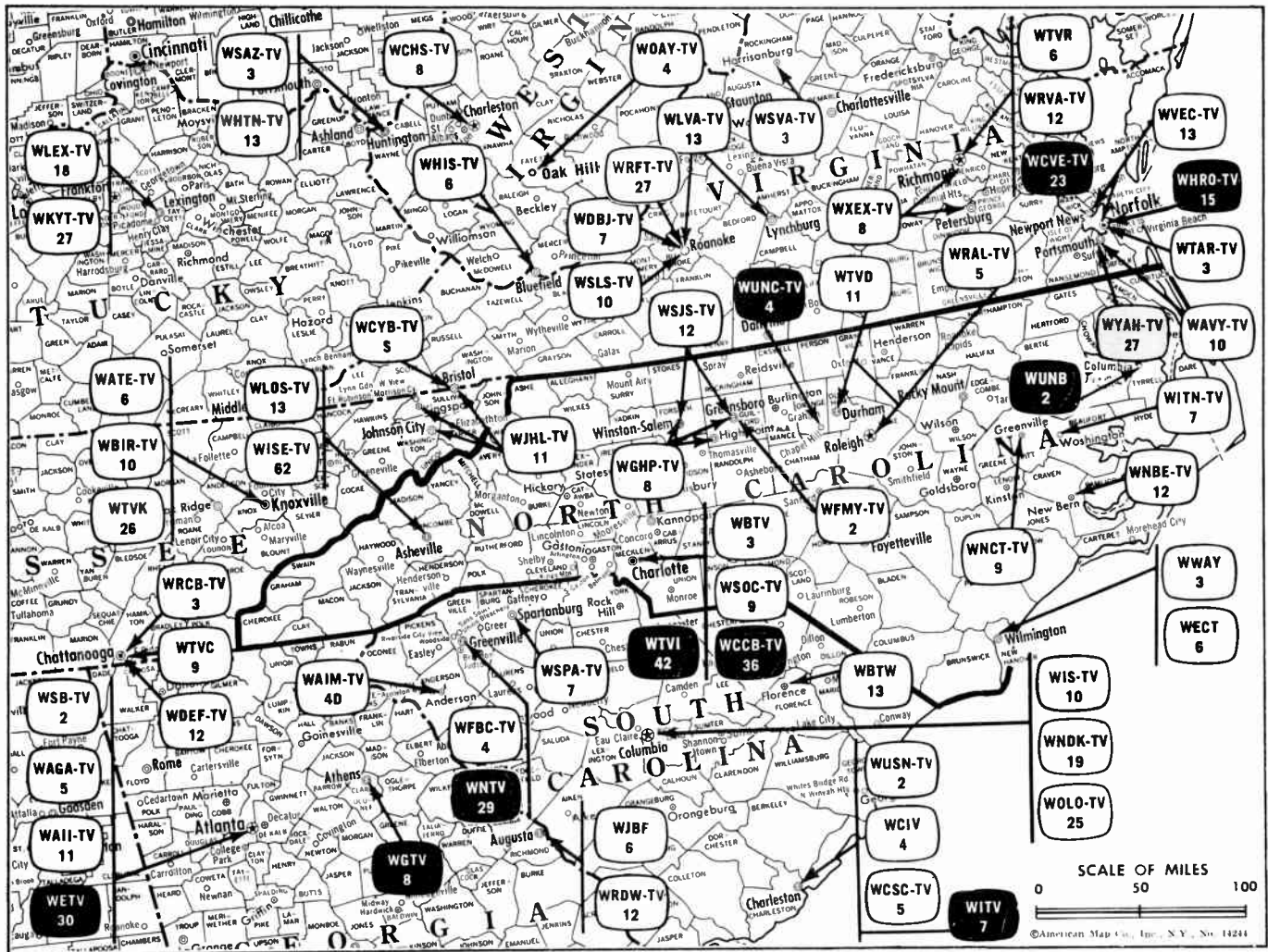
NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (CBS).

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      |           |
|----------------------|------------------|---------------|-----------|
|                      |                  | HOMES         | PER       |
| <b>NEW YORK</b>      |                  |               |           |
| FRANKLIN             | 13,200           | 12,500        | 95        |
| HAMILTON             | 1,400            | 1,300         | 94        |
| JEFFERSON            | 27,700           | 26,800        | 97        |
| LEWIS                | 6,600            | 6,400         | 96        |
| ST LAWRENCE          | 32,100           | 30,800        | 96        |
| WAYNE                | 22,000           | 21,200        | 96        |
| <b>STATION TOTAL</b> | <b>103,000</b>   | <b>99,000</b> | <b>96</b> |

NET WEEKLY CIRCULATION (MARCH 65) 66,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 57,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

(Station also received in Canadian markets)

# North Carolina

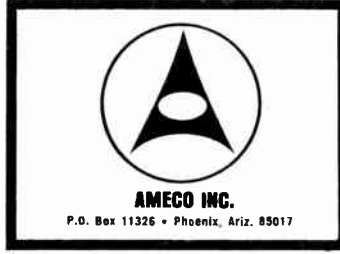


| Market                              | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-------------------------------------|----------------------------|------|-------------|------|---------------|------|
| Charlotte                           | 505,400                    | 29   | 870,100     | 29   | 802,000       | 30   |
| Asheville-Spartanburg-Greenville    | 427,400                    | 44   | 874,600     | 26   | 790,400       | 32   |
| Greensboro-Winston-Salem-High Point | 392,300                    | 49   | 757,700     | 33   | 699,000       | 34   |
| Raleigh-Durham                      | 364,400                    | 50   | 671,100     | 44   | 610,400       | 43   |
| Greenville-Washington-New Bern      | 218,600                    | 89   | 406,200     | 81   | 369,400       | 81   |
| Wilmington                          | 119,200                    | 138  | 205,800     | 133  | 184,600       | 133  |

## North Carolina Station Status as of Feb. 1, 1966

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 12  | 2   | 14    |
| Educational Television Stations | 2   | 1   | 3     |
|                                 |     |     | 17    |

For Additional State Data  
see next page



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Atlanta Warehouse 404-261-1951

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### **WFBC-TV, WLOS-TV & WSPA-TV** Asheville

(See Greenville & Spartanburg, S.C.)

### **WTVD** Durham

(See Raleigh, N.C.)

### **WSJS-TV** Greensboro

(See Winston-Salem, N.C.)

### **WGHP-TV** Greensboro

(See Winston-Salem, N.C.)

### **WITN & WNBE-TV** Greenville

(See Washington & New Bern, N.C.)

### **WGHP-TV** High Point

(See Winston-Salem, N.C.)

### **WNCT & WNBE-TV** Washington

(See Greensboro & New Bern, N.C.)

### **WFMY-TV** Winston-Salem

(See Greensboro, N.C.)

## North Carolina

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

### **WUNC-TV** Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: Consolidated University of North Carolina, Chapel Hill.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power:  
100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain,  
798-ft. above ground, 1549-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 35° | 52' | 07" |
| Longitude | 79° | 10' | 06" |

### **WTVI** Charlotte

Ch. 42

Non-Commercial Educational Station

Grantee: Charlotte-Mecklenburg Board of Education, 720 E. Fourth  
St., Charlotte.

Technical Facilities: Channel No. 42 (638-644 mc). Authorized  
power: 214-kw visual, 41.7-kw aural. Antenna: 450-ft. above  
av. terrain, 494-ft. above ground, 1169-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 35° | 12' | 25" |
| Longitude | 80° | 47' | 30" |

### **WUNB-TV** Columbia

Ch. 2

Non-Commercial Educational Station

Grantee: Consolidated University of North Carolina, Chapel Hill, N.C.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power:  
100-kw visual, 15-kw aural. Antenna: 992-ft. above av. terrain,  
1035-ft. above ground, 1041-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 35° | 53' | 59" |
| Longitude | 76° | 20' | 52" |

For North Carolina CATV Systems

see Section c.

# North Carolina—Asheville



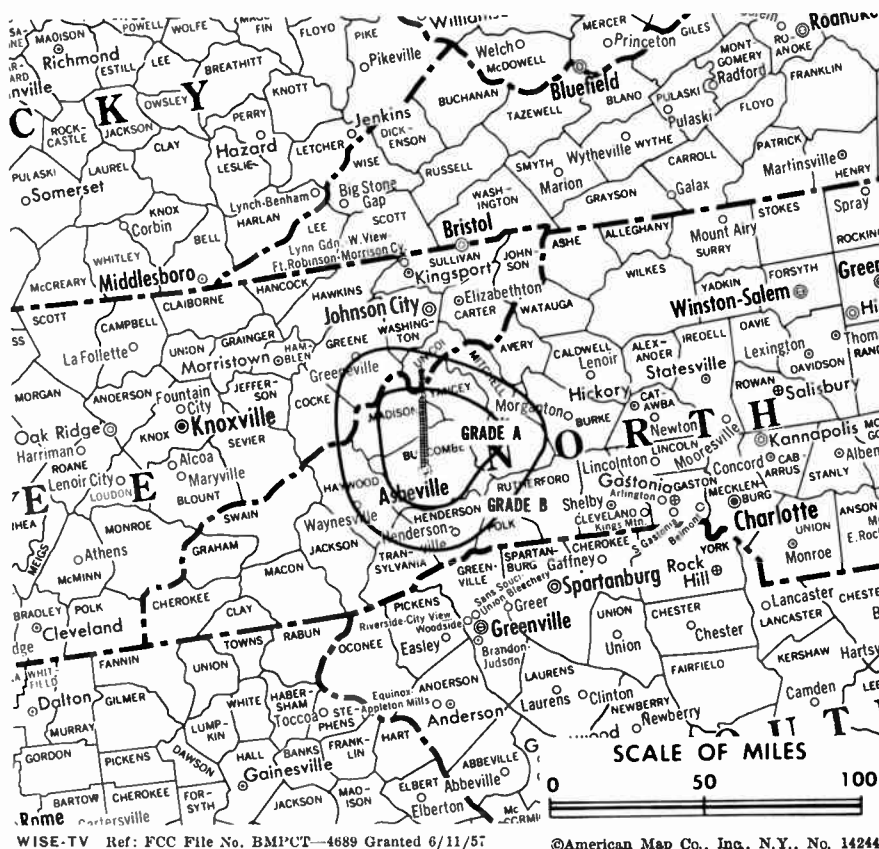
**WISE-TV**

Ch. 62

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 417-ft. above av. terrain, 137.5-ft. above ground, 2858-ft. above sea level.

Latitude 35° 36' 33.5"  
Longitude 82° 32' 11.8"

Transmitter: Sunset Mt.



## WISE-TV

Licensee: WISE-TV Inc., 75 Scenic Highway.

Studio: Sunset Mt. Telephone: 704-254-4663.

Ownership: WCOG Inc., licensee of radio WCOG, Greensboro, N.C., controlled by Harold H. Thoms, wife Meredith S. Thoms & Matilann Thoms Gennett. Mr. Thoms, with his wife, also controls WEAM, Arlington, Va.; WKLM, Wilmington, N.C. Thomsland Inc. (Harold H. & Meredith S. Thoms) owns 50% of WNBE-TV, New Bern, N.C.

Began Operation: July 5, 1953.

Represented (legal) by Krieger & Jorgensen.

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

Personnel:

HAROLD H. THOMS, president.  
JOHN RANDOLPH, chief engineer.  
HUGH McMILLAN, administrative asst.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1960)

| Hour                                             | 45 Min.  | 30 Min. | 15 Min. | 10 Min. | 5 Min.  | Min.    |         |
|--------------------------------------------------|----------|---------|---------|---------|---------|---------|---------|
| Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun. | \$100.00 | \$80.00 | \$50.00 | \$30.00 | \$25.00 | \$20.00 | \$30.00 |
| NETWORK BASE HOURLY RATE: \$150.                 |          |         |         |         |         |         |         |

ARB Data Not Available.

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# North Carolina—Charlotte



**WBTV**

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1090-ft. above av. terrain, 562-ft. above ground, 1878-ft. above sea level.

Latitude 35° 17' 50"  
Longitude 81° 06' 53"

Transmitter: Spencer Mt., Gaston County.

TV tape: Recording facilities.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

FM Affiliate: WBT-FM, 100-kw, 107.9 mc.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

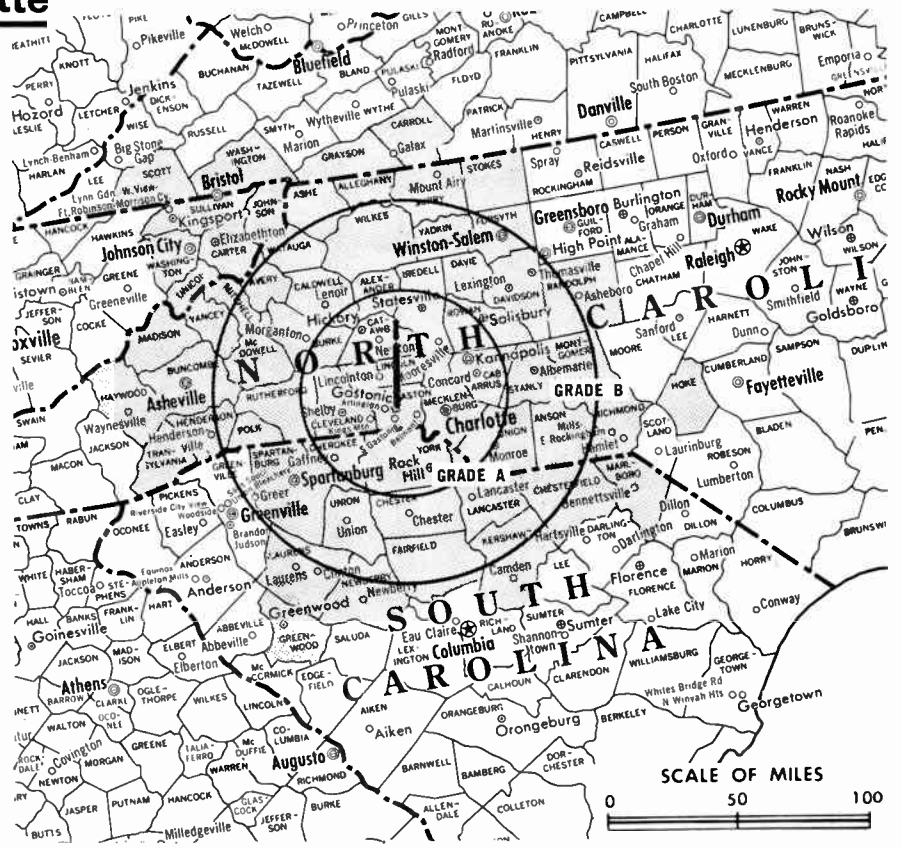
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WBTV Ref: FCC File No. BPCT-805 Granted 12/19/52

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

## WBTV

Licensee: Jefferson Standard Broadcasting Co., One Julian Price Place, Charlotte (28208). Telephone: 704-333-8832. TWX No.: 840-621-0449.

Studio: One Julian Price Place.

Ownership: Jefferson Standard Life Insurance Co., 100%. Also owns 100% of WBTV, Florence, S.C.; 100% of radio WBIG, Greensboro; 100% of WBT & FM, Charlotte. Principal Bcstg. Co. officers: Joseph M. Bryan, chmn.; Charles H. Crutchfield, pres.

Began Operation: July 15, 1949.

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- CHARLES H. CRUTCHFIELD, president & general manager.
- WALLACE JORGENSEN, v.p. & asst. general manager.
- THOMAS E. HOWARD, v.p., engineering & general services.
- J. ROBERT COVINGTON, v.p., research and promotion.
- J. NATHAN TUCKER, asst. program operations manager.
- DALLAS ROBBINS, asst. secy.-treas., business manager.
- THOMAS B. COOKERLY, asst. v.p. & managing director.
- VAN L. WEATHERSPOON, regional sales manager.
- ROBERT L. RIERSON, asst. v.p. & program operations manager.
- FRANK F. BATEMAN, asst. v.p. & technical operations manager.
- LARRY M. HARDING, promotion manager.
- THOMAS E. MATTHEWS, personnel manager.
- ERVIN MELTON, news manager.
- GIL STAMPER, farm director.
- JOHNNY EVANS, sports director.
- ALAN NEWCOMB, public affairs director.
- W. P. ELLERBE, publicity supervisor.
- LACY S. SELLARS, quality control director.
- JOSEPH B. YOUNG, research manager.

### DIGEST OF RATE CARD NO. 19—(June 1, 1965)

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

Class AAA—8-10 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$400.00 Graded rates apply\*

\*Highest rate: \$400.00.

NETWORK BASE HOURLY RATE \$1575.

1966 Edition

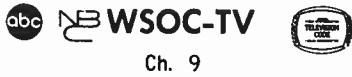
| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------------|------------------|----------|-----|
| <b>NORTH CAROLINA</b> |                  |          |     |
| ALEXANDER             | 4,500            | 4,200    | 92  |
| ALLEGHANY             | 2,100            | 1,600    | 87  |
| ANSON                 | 6,100            | 5,300    | 87  |
| ASHE                  | 5,000            | 4,200    | 85  |
| AVERY                 | 2,900            | 2,500    | 85  |
| BUNCOMBE              | 41,500           | 38,000   | 92  |
| BURKE                 | 14,800           | 13,600   | 93  |
| CABARRUS              | 20,500           | 19,600   | 95  |
| CALDWELL              | 14,200           | 13,200   | 93  |
| CATAWBA               | 22,500           | 21,500   | 95  |
| CLEVELAND             | 18,200           | 16,900   | 93  |
| DAVIDSON              | 25,100           | 23,400   | 93  |
| DAVIE                 | 5,000            | 4,400    | 89  |
| FORSYTH               | 61,300           | 57,800   | 94  |
| GASTON                | 38,100           | 35,900   | 94  |
| HAYWOOD               | 11,900           | 10,700   | 90  |
| HENDERSON             | 11,800           | 10,700   | 91  |
| HOKE                  | 3,600            | 3,100    | 86  |
| IREDELL               | 18,800           | 17,500   | 93  |
| LINCOLN               | 8,100            | 7,700    | 95  |
| MC DOWELL             | 7,700            | 7,000    | 91  |
| MADISON               | 4,200            | 3,400    | 82  |
| MECKLENBURG           | 87,800           | 83,200   | 95  |
| MITCHELL              | 3,600            | 3,200    | 88  |
| MONTGOMERY            | 5,300            | 4,800    | 92  |
| POLK                  | 3,400            | 3,000    | 88  |
| RANDOLPH              | 19,400           | 18,100   | 93  |
| RICHMOND              | 10,600           | 9,700    | 91  |
| ROWAN                 | 25,600           | 24,100   | 94  |
| RUTHERFORD            | 12,900           | 12,100   | 94  |
| STANLY                | 12,600           | 11,700   | 93  |
| STOKES                | 6,200            | 5,700    | 92  |
| SURRY                 | 14,200           | 13,000   | 92  |
| TRANSYLVANIA          | 4,700            | 4,200    | 90  |
| UNION                 | 12,400           | 11,300   | 92  |

(Continued on page 461-b)

STATION TOTAL 870,100 802,000 92

NET WEEKLY CIRCULATION (MARCH 65) 505,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 381,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# North Carolina—Charlotte



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level.

Latitude 35° 15' 41"  
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, N.C.

TV tape: Recording facilities.  
AM Affiliate: WSOC, 5-kw (1-kw night), 930 kc (NBC).

FM Affiliate: WSOC-FM, 35-kw, 103.7 mc (No. 279) 415-ft. antenna height. Holds CP for 100-kw, 1040-ft. antenna.

Color: Network, film, slide & tape.  
News Wire Service: AP.  
News Film Service: NBC.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 A.R.B. study.



WSOC-TV Ref: FCC File No. BPCT-304 Granted 12/12/56 ©American Map Co., Inc., N.Y., No. 14244

## WSOC-TV

Licensee: Carolina Broadcasting Co., Box 2536 (28201).  
Studio: 1901-25 N. Tryon St. (28206).  
Telephone: 704-372-0930.  
TWX No.: 810-621-0437.  
Ownership: Carolina Broadcasting Co., subsidiary Cox Broadcasting Corp. James M. Cox Jr., chairman of the board; J. Leonard Reinsch, pres.; Frank Gaither, v.p. For other interests, see WHIO-TV.  
Began Operation: April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).  
Represented (sales) by H-R Television Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Represented (engineering) by George C. Davis Consulting Engineers.  
Personnel:  
J. LEONARD REINSCH, president.  
C. GEORGE HENDERSON, exec. v.p. & general manager.  
C. M. MURPHY, treasurer, asst. secy. & controller.  
FREEMAN R. JONES, director of sales.  
AL MUNN, assistant director of sales.  
MARVIN PRIDGEN, local sales manager.  
JON T. CAUDLE, promotion manager.  
TED AUSTIN, program director & film buyer.  
ROBERT McCOURT, production manager.  
CARROLL McGAUGHEY, news director.  
CHARLES W. WHITLEY, chief engineer.

### DIGEST OF RATE CARD NO. 7 (Aug. 1, 1965)

| Hour                        | 30 Min.  | 15 Min.  | Min. | 20 Sec. | 8 Sec.              |
|-----------------------------|----------|----------|------|---------|---------------------|
| Class AAA—8-10 p.m., daily. |          |          |      |         |                     |
| \$1100.00                   | \$660.00 | \$440.00 |      |         | Graded rates apply* |

\*Highest rate: \$350.  
NETWORK BASE HOURLY RATE: \$1500 (ABC), \$1300 (NBC).

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|-----------------------|------------------|----------------|-----------|
| <b>NORTH CAROLINA</b> |                  |                |           |
| ALEXANDER             | 4,500            | 4,200          | 92        |
| ALLEGHANY             | 2,100            | 1,800          | 87        |
| ANSUN                 | 6,100            | 5,300          | 87        |
| ASHE                  | 5,000            | 4,200          | 85        |
| AVERY                 | 2,900            | 2,500          | 85        |
| BUNCOMBE              | 41,500           | 38,000         | 92        |
| BURKE                 | 14,800           | 13,800         | 93        |
| CABARRUS              | 20,500           | 19,600         | 95        |
| CALDWELL              | 14,200           | 13,200         | 93        |
| CATAWBA               | 22,500           | 21,500         | 95        |
| CLEVELAND             | 18,200           | 16,900         | 93        |
| DAVIDSON              | 25,100           | 23,400         | 93        |
| DAVIE                 | 5,000            | 4,400          | 89        |
| FURSYTH               | 61,300           | 57,800         | 94        |
| GASTON                | 38,100           | 35,900         | 94        |
| GUILFORD OUTER        | 40,700           | 38,600         | 95        |
| HOKE                  | 3,600            | 3,100          | 86        |
| IREDELL               | 18,800           | 17,500         | 93        |
| LINCOLN               | 8,100            | 7,700          | 95        |
| MC DOWELL             | 7,700            | 7,000          | 91        |
| MECKLENBURG           | 87,800           | 83,200         | 95        |
| MITCHELL              | 3,600            | 3,200          | 88        |
| MONTGOMERY            | 5,300            | 4,800          | 92        |
| MOORE                 | 10,700           | 9,500          | 89        |
| PULK                  | 3,400            | 3,000          | 88        |
| RANDOLPH              | 19,400           | 18,100         | 93        |
| RICHMOND              | 10,600           | 9,700          | 91        |
| ROWAN                 | 25,600           | 24,100         | 94        |
| RUTHERFORD            | 12,900           | 12,100         | 94        |
| SCOTLAND              | 5,900            | 5,300          | 89        |
| STANLY                | 12,600           | 11,700         | 93        |
| STOKES                | 6,200            | 5,700          | 92        |
| SURRY                 | 14,200           | 13,000         | 92        |
| UNION                 | 12,400           | 11,300         | 92        |
| WATAUGA               | 4,500            | 4,000          | 88        |
| <b>STATION TOTAL</b>  | <b>807,200</b>   | <b>747,000</b> | <b>93</b> |

(Continued on page 461-b)  
NET WEEKLY CIRCULATION (MARCH 65) 408,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 277,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# North Carolina—Charlotte

## WCCB-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 200-kw visual, 86-kw aural. Antenna: 460-ft. above av. terrain, 495-ft. above ground, 1203-ft. above sea level.

Latitude 35° 12' 15"  
Longitude 80° 47' 54"

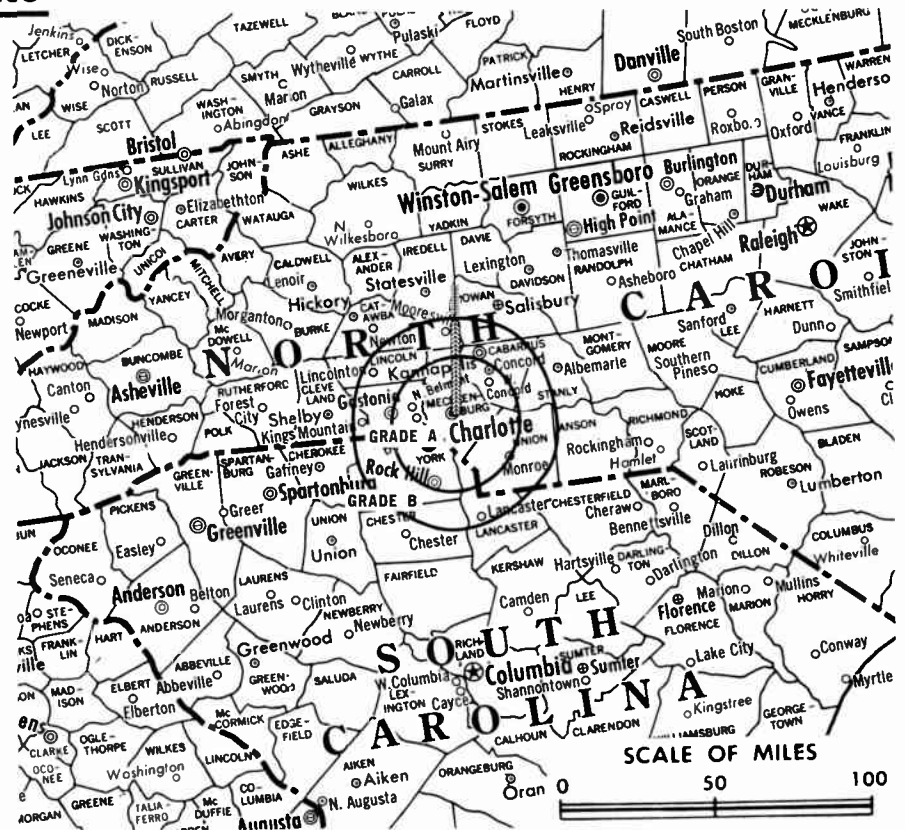
Holds CP for change to Ch. 18, 214-kw visual, 42.7-kw aural, 470-ft. above av. terrain, 500-ft. above ground, 1210-ft. above sea level. BPCT—3602.

Requests change in CP to 1020-kw visual, 102-kw aural, 1127-ft. above av. terrain, 1071-ft. above ground, 1871-ft. above sea level, lat. 35° 16' 14"; long. 80° 44' 06"; transmitter to 1/2-mi. SE of Newell. BMPCT—6179.

Transmitter: 1 Television Place.

Color: Network only.

News Wire Service: AP.



WCCB-TV Ref: FCC File No. BPCT-344 (as modified) Granted 2/25/53

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

## WCCB-TV

Network Service: Per-program affiliation agreement with ABC, CBS & NBC.

Licensee: Mecklenburg Television Broadcasters Inc., 1 Television Place, Charlotte, N.C. (28205).

Studio: 1 Television Place.

Telephone: 704-372-1800.

Ownership: Cy N. Bahakel, 100%. Also owns WKAB-TV, Montgomery, Ala.; WABG-TV, Greenwood, Miss.; WOLO-TV, Columbia, S.C.; radio stations WABG, Greenwood, Miss.; WLBJ & FM, Bowling Green, Ky.; WWOD & FM, Lynchburg, Va.; KXEL & FM, Waterloo, Ia.; WKIN, Kingsport, Tenn.; WDOJ & FM, Chattanooga, Tenn. Also is Ch. 14 applicant for Waterloo, Ia.

Began Operation: Dec. 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 by FCC (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales) by Adam Young Inc.

Personnel:

- CY N. BAHAKEL, president.
- LEW SADLER, manager.
- EDWARD BRINCEFIELD, production mgr. & v.p., engineering.
- DON E. KASSNER, technical director.
- GUY TITMAN, chief engineer.
- SUSAN ROSS, office manager.

## DIGEST OF RATE CARD NO. 1

(Nov. 1, 1964)

| Hour                          | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | Min.    | ID      |         |
|-------------------------------|----------|----------|----------|----------|---------|---------|---------|
| Class AA—7-10:01 p.m., daily. | \$300.00 | \$250.00 | \$150.00 | \$100.00 | \$80.00 | \$62.50 | \$50.00 |

ARB Data not available.

HA 1-0818

RESIDENCE  
TE 2-9362

## La Rue Media Brokers Inc.

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.

# North Carolina—Greensboro



**WFMY-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level.

Latitude 36° 05' 59"  
Longitude 79° 45' 47"

Transmitter: Phillips Ave. & White St. (27405).

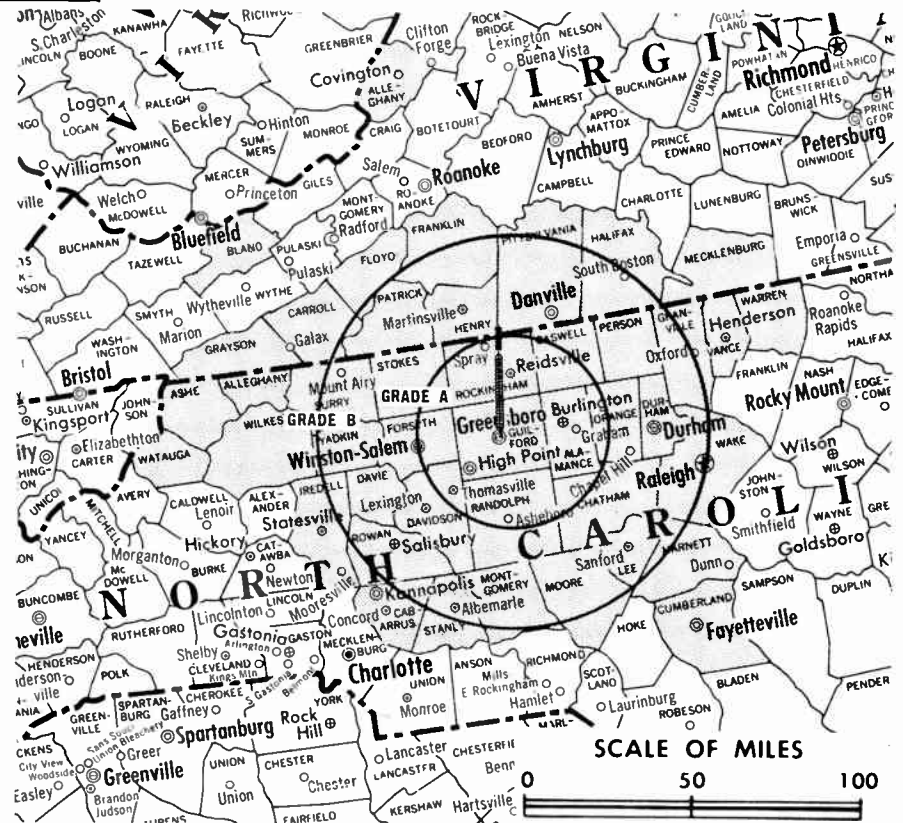
Studio: Phillips Ave. & White St.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965  
ARB study.

WFMY-TV Ref: FCC File No. BMPCT-1223 Granted 7/22/53

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

## WFMY-TV

Licensee: Greensboro News Co., 200 N. Davie St. (27401).

Telephone: 919-274-0114. TWX No.: 919-292-1076.

Ownership: Greensboro News Co., 100%, publisher of Greensboro Daily News and Record. Newspapers and TV are owned by Norfolk-Portsmouth Newspapers Inc.

Began Operation: Sept. 22, 1949. Sale to present owner by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Television Digest, Vol. 4:36, 49, 51).

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

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

GAINES KELLEY, vice president & general manager.  
WILLIAM GIETZ, assistant general manager.  
WILLIAM M. ALEXANDER, commercial manager.  
DOYLE D. THOMPSON, chief engineer.  
JACK MARKHAM, program manager & film buyer.  
BAILEY W. HOBGOOD, promotion director.  
CHARLES WHITEHURST, news director.

### DIGEST OF RATE CARD NO. 13A—(Aug. 1, 1964)

| Hour                            | 30 Min.   | 15 Min.  | 5 Min.   | Min.*    | 20 Sec.* | ID       |          |
|---------------------------------|-----------|----------|----------|----------|----------|----------|----------|
| Class A—7:30-10:30 p.m., daily. | \$1000.00 | \$600.00 | \$400.00 | \$300.00 | \$250.00 | \$200.00 | \$100.00 |

\*Class AA—7:29-10:59 p.m., Fri. & Sat.; 7:29-9:59 p.m., Sun.-Thurs.

NETWORK BASE HOURLY RATE: \$950.

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------|------------------|----------|-----------|
| NORTH CAROLINA |                  |          |           |
| ALAMANCE       | 26,600           | 25,300   | 95        |
| ALLEGHANY      | 2,100            | 1,800    | 87        |
| ASHE           | 5,000            | 4,200    | 85        |
| CABARRUS       | 20,500           | 19,600   | 95        |
| CASWELL        | 4,500            | 4,000    | 90        |

460-b

|                |        |        |    |
|----------------|--------|--------|----|
| CHATHAM        | 7,400  | 6,700  | 91 |
| CUMBERLAND     | 39,900 | 36,900 | 92 |
| DAVIDSON       | 25,100 | 23,400 | 93 |
| DAVIE          | 5,000  | 4,400  | 89 |
| DURHAM         | 33,600 | 30,900 | 92 |
| FORSYTH        | 61,300 | 57,800 | 94 |
| GRANVILLE      | 8,000  | 7,100  | 89 |
| GUILFORD INNER | 38,300 | 36,400 | 95 |
| GUILFORD OUTER | 40,700 | 38,600 | 95 |
| HARNETT        | 12,900 | 11,700 | 91 |
| IREDELL        | 18,800 | 17,500 | 93 |
| LEE            | 7,800  | 7,200  | 92 |
| MONTGOMERY     | 5,300  | 4,800  | 92 |
| MOORE          | 10,700 | 9,500  | 89 |
| ORANGE         | 12,200 | 10,800 | 89 |
| PERSON         | 7,100  | 6,400  | 91 |
| RANDOLPH       | 19,400 | 18,100 | 93 |
| ROCKINGHAM     | 20,700 | 19,400 | 94 |
| ROWAN          | 25,600 | 24,100 | 94 |
| STANLY         | 12,600 | 11,700 | 93 |
| STOKES         | 6,200  | 5,700  | 92 |
| SURRY          | 14,200 | 13,000 | 92 |
| VANCE          | 8,300  | 7,600  | 91 |
| WAKE           | 50,600 | 47,300 | 93 |
| WARREN         | 4,000  | 3,400  | 85 |
| WATAUGA        | 4,500  | 4,000  | 88 |
| WILKES         | 12,200 | 11,000 | 90 |
| YADKIN         | 6,600  | 6,000  | 91 |

|               |         |         |    |
|---------------|---------|---------|----|
| VIRGINIA      |         |         |    |
| ALLEGHANY     | 8,700   | 8,000   | 93 |
| BLAND         | 1,700   | 1,400   | 89 |
| CARROLL       | 6,100   | 5,300   | 87 |
| FLOYD         | 2,900   | 2,600   | 89 |
| FRANKLIN      | 7,200   | 6,400   | 90 |
| GRAYSON       | 6,900   | 6,200   | 89 |
| HALIFAX       | 10,200  | 9,000   | 88 |
| HENRY         | 17,900  | 16,500  | 93 |
| MECKLENBURG   | 8,100   | 7,100   | 87 |
| PATRICK       | 4,300   | 3,800   | 87 |
| PITTSYLVANIA  | 30,700  | 27,900  | 91 |
| STATION TOTAL | 682,400 | 630,500 | 92 |

NET WEEKLY CIRCULATION (MARCH 65) 376,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 251,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

**WSOC-TV, Charlotte**  
(ARB Data Continued)

| STATE/COUNTY               | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------------|------------------|----------|-----------|
| NORTH CAROLINA (Continued) |                  |          |           |
| WILKES                     | 12,200           | 11,000   | 90        |
| YADKIN                     | 6,600            | 6,000    | 91        |
| YANCEY                     | 3,300            | 2,700    | 81        |
| SOUTH CAROLINA             |                  |          |           |
| CHEROKEE                   | 9,600            | 8,900    | 93        |
| CHESTER                    | 8,000            | 7,300    | 91        |
| CHESTERFIELD               | 8,300            | 7,300    | 87        |
| DARLINGTON                 | 13,800           | 12,400   | 90        |
| FAIRFIELD                  | 4,800            | 4,000    | 84        |
| KEKSHAW                    | 8,800            | 7,800    | 88        |
| LANCASTER                  | 10,800           | 10,100   | 93        |
| MARLBORO                   | 6,600            | 5,700    | 87        |
| NEWBERRY                   | 8,100            | 7,300    | 90        |
| SPARTANBURG                | 46,100           | 43,100   | 94        |
| UNION                      | 7,900            | 7,300    | 92        |
| YORK                       | 21,800           | 20,000   | 92        |
| TENNESSEE                  |                  |          |           |
| JOHNSON                    | 2,700            | 2,200    | 82        |
| WASHINGTON                 | 19,000           | 17,300   | 91        |
| VIRGINIA                   |                  |          |           |
| CARROLL                    | 6,100            | 5,300    | 87        |
| GRAYSON                    | 6,900            | 6,200    | 89        |

**WBTV, Charlotte**  
(ARB Data Continued)

| STATE/COUNTY               | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------------|------------------|----------|-----------|
| NORTH CAROLINA (Continued) |                  |          |           |
| WATAUGA                    | 4,500            | 4,000    | 88        |
| WILKES                     | 12,200           | 11,000   | 90        |
| YADKIN                     | 6,600            | 6,000    | 91        |
| YANCEY                     | 3,300            | 2,700    | 81        |
| SOUTH CAROLINA             |                  |          |           |
| CHEROKEE                   | 9,600            | 8,900    | 93        |
| CHESTER                    | 8,000            | 7,300    | 91        |
| CHESTERFIELD               | 8,300            | 7,300    | 87        |
| FAIRFIELD                  | 4,800            | 4,000    | 84        |
| GREENWOOD                  | 13,600           | 12,600   | 93        |
| KEKSHAW                    | 8,800            | 7,800    | 88        |
| LANCASTER                  | 10,800           | 10,100   | 93        |
| LAURENS                    | 12,800           | 11,700   | 92        |
| MARLBORO                   | 6,600            | 5,700    | 87        |
| NEWBERRY                   | 8,100            | 7,300    | 90        |
| SPARTANBURG                | 46,100           | 43,100   | 94        |
| UNION                      | 7,900            | 7,300    | 92        |
| YORK                       | 21,800           | 20,000   | 92        |
| TENNESSEE                  |                  |          |           |
| CARTER                     | 11,800           | 10,300   | 87        |
| JOHNSON                    | 2,700            | 2,200    | 82        |
| SULLIVAN                   | 36,200           | 33,200   | 92        |
| UNICOI                     | 4,300            | 3,700    | 85        |
| WASHINGTON                 | 19,000           | 17,300   | 91        |
| VIRGINIA                   |                  |          |           |
| CARROLL                    | 6,100            | 5,300    | 87        |
| GRAYSON                    | 6,900            | 6,200    | 89        |
| SCOTT                      | 6,700            | 5,600    | 84        |
| WASHINGTON                 | 16,000           | 14,700   | 92        |

**North Carolina**

**WRAL-TV, Raleigh**  
(ARB Data Continued)

| STATE/COUNTY               | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------------|------------------|----------|-----------|
| NORTH CAROLINA (Continued) |                  |          |           |
| RANDOLPH                   | 19,400           | 18,100   | 93        |
| RICHMOND                   | 10,600           | 9,700    | 91        |
| ROBESON                    | 20,800           | 18,100   | 87        |
| SAMPSON                    | 12,000           | 10,600   | 89        |
| SCOTLAND                   | 5,900            | 5,300    | 89        |
| VANCE                      | 8,300            | 7,600    | 91        |
| WAKE                       | 50,600           | 47,300   | 93        |
| WARREN                     | 4,000            | 3,400    | 85        |
| WAYNE                      | 23,000           | 21,000   | 91        |
| WILSON                     | 15,600           | 14,100   | 91        |
| SOUTH CAROLINA             |                  |          |           |
| MARLBORO                   | 6,600            | 5,700    | 87        |
| VIRGINIA                   |                  |          |           |
| BRUNSWICK                  | 4,200            | 3,600    | 86        |
| HALIFAX                    | 10,200           | 9,000    | 88        |
| MECKLENBURG                | 8,100            | 7,100    | 87        |
| PITTSYLVANIA               | 30,700           | 27,900   | 91        |

**WTVD, Raleigh**  
(ARB Data Continued)

| STATE/COUNTY               | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------------|------------------|----------|-----------|
| NORTH CAROLINA (Continued) |                  |          |           |
| WARREN                     | 4,000            | 3,400    | 85        |
| WAYNE                      | 23,000           | 21,000   | 91        |
| WILSON                     | 15,600           | 14,100   | 91        |
| SOUTH CAROLINA             |                  |          |           |
| MARLBORO                   | 6,600            | 5,700    | 87        |
| VIRGINIA                   |                  |          |           |
| BRUNSWICK                  | 4,200            | 3,600    | 86        |
| HALIFAX                    | 10,200           | 9,000    | 88        |
| MECKLENBURG                | 8,100            | 7,100    | 87        |

**WGHP-TV, Winston-Salem**  
(ARB Data Continued)

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------|------------------|----------|-----------|
| SOUTH CAROLINA |                  |          |           |
| CHESTERFIELD   | 8,300            | 7,300    | 87        |
| MARLBORO       | 6,600            | 5,700    | 87        |
| VIRGINIA       |                  |          |           |
| CARROLL        | 6,100            | 5,300    | 87        |
| FLOYD          | 2,900            | 2,600    | 89        |
| FRANKLIN       | 7,200            | 6,400    | 90        |
| GRAYSON        | 6,900            | 6,200    | 89        |
| HENRY          | 17,900           | 16,500   | 93        |
| PATRICK        | 4,300            | 3,800    | 87        |
| PITTSYLVANIA   | 30,700           | 27,900   | 91        |
| SMYTH          | 8,500            | 7,800    | 92        |

# North Carolina—Greenville



**WNCT-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level.

Latitude 35° 34' 15"  
Longitude 77° 22' 49"

Transmitter: S. Evans St. extended, 2-mi. S of city.

TV tape: Recording facilities.

O & O Translator: W04AI, Jacksonville, N.C.

AM Affiliate: WNCT, 5-kw (1- kw night), 1590 kc (CBS).

FM Affiliate: WNCT-FM, 100-kw 107.7 mc (No. 299), 560-ft. antenna height.

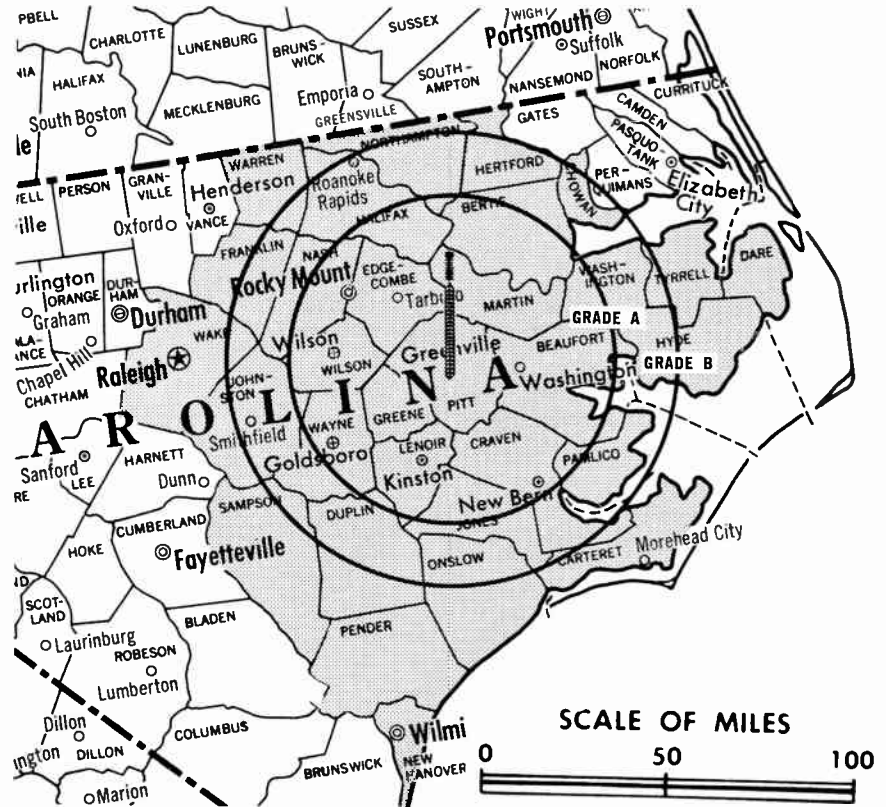
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS.  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNCT-TV Ref: FCC File No. BMPCT-3096 Granted 6/2/55

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

## WNCT-TV

Licensee: Roy H. Park Broadcasting Inc., Box 898 (27834).

Studio: S. Evans St. extended, 2-mi. S of city limits.

Telephone: 919-752-6181. TWX No.: 919-758-2368.

Ownership: Roy H. Park, 100%. Mr. Park is pres. of firm that publishes Cooperative Digest, WNCT also owns 30% of WECT (TV) Wilmington, N.C. Roy H. Park Broadcasting Inc. also owns WNCT & FM radios in Greenville, N.C. Roy H. Park Bcstg. of Tenn. Inc. owns WJHL-TV, Johnson City, Tenn. and WDEF-TV, WDEF & FM, Chattanooga, Tenn. Roy H. Park Bcstg. of Va. Inc. owns WTVR (TV), WMBG & WCOD (FM), Richmond, Va. Mr. Park also owns outdoor advertising firms in Binghamton, Ithaca & Utica, N.Y.

Began Operation: Dec. 22, 1953. Sale of control to Roy H. Park Bcstg. by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

HANK TRIBLEY, exec. vice president & general manager.  
JOHN G. CLARK JR., general sales manager.  
ED FIELDS, director of programming & promotion.  
MRS. M. J. LAUGHINGHOUSE, business manager.  
MALCOLM NICHOLSON, production manager.  
HEBER ADAMS, chief engineer.

### DIGEST OF RATE CARD NO. 11 (July 15, 1964)

Hour 30 Min. 15 Min. 5 Min. 1 Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.  
\$550.00 \$330.00 220.00 \$185.00\* \$175.00\* \$150.00\* \$75.00\*

\*Class A—6:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|-----------------------|------------------|----------------|-----------|
| <b>NORTH CAROLINA</b> |                  |                |           |
| BEAUFORT              | 9,700            | 8,800          | 91        |
| BERTIE                | 5,500            | 4,700          | 85        |
| CARTERET              | 8,700            | 8,000          | 91        |
| CHOWAN                | 2,900            | 2,600          | 90        |
| Craven                | 16,700           | 15,600         | 94        |
| DARE                  | 1,900            | 1,600          | 84        |
| DUPLIN                | 10,300           | 9,100          | 88        |
| EDGECOMBE             | 13,800           | 12,600         | 91        |
| FRANKLIN              | 6,800            | 5,900          | 87        |
| GREENE                | 3,700            | 3,300          | 90        |
| HALIFAX               | 14,600           | 12,500         | 86        |
| HERTFORD              | 5,600            | 5,100          | 90        |
| HYDE                  | 1,200            | 1,000          | 80        |
| JOHNSTON              | 16,600           | 15,000         | 90        |
| JONES                 | 2,600            | 2,300          | 91        |
| LENOIR                | 15,400           | 14,100         | 92        |
| MARTIN                | 6,500            | 5,900          | 91        |
| NASH                  | 15,900           | 14,400         | 91        |
| NEW HANOVER           | 22,800           | 21,200         | 93        |
| NORTHAMPTON           | 6,100            | 5,200          | 86        |
| ONSLOW                | 21,800           | 20,700         | 95        |
| PAMLICO               | 2,600            | 2,300          | 92        |
| PENDER                | 4,700            | 4,000          | 85        |
| PITT                  | 18,300           | 16,800         | 92        |
| SAMPSON               | 12,000           | 10,600         | 89        |
| TYRRELL               | 900              | 800            | 85        |
| WAKE                  | 50,600           | 47,300         | 93        |
| WARREN                | 4,000            | 3,400          | 85        |
| WASHINGTON            | 3,500            | 3,100          | 89        |
| WAYNE                 | 23,000           | 21,000         | 91        |
| WILSON                | 15,600           | 14,100         | 91        |
| <b>STATION TOTAL</b>  | <b>344,300</b>   | <b>313,000</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 208,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 160,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 6



# North Carolina—New Bern



**WNBE-TV**

Ch. 12

(Also serves Greenville and Washington, N.C.)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 750-ft. above av. terrain, 771-ft. above ground, 782-ft. above sea level.

Latitude 35° 08' 03"  
Longitude 77° 03' 51"

Transmitter: Glenburnie Gardens, New Bern.

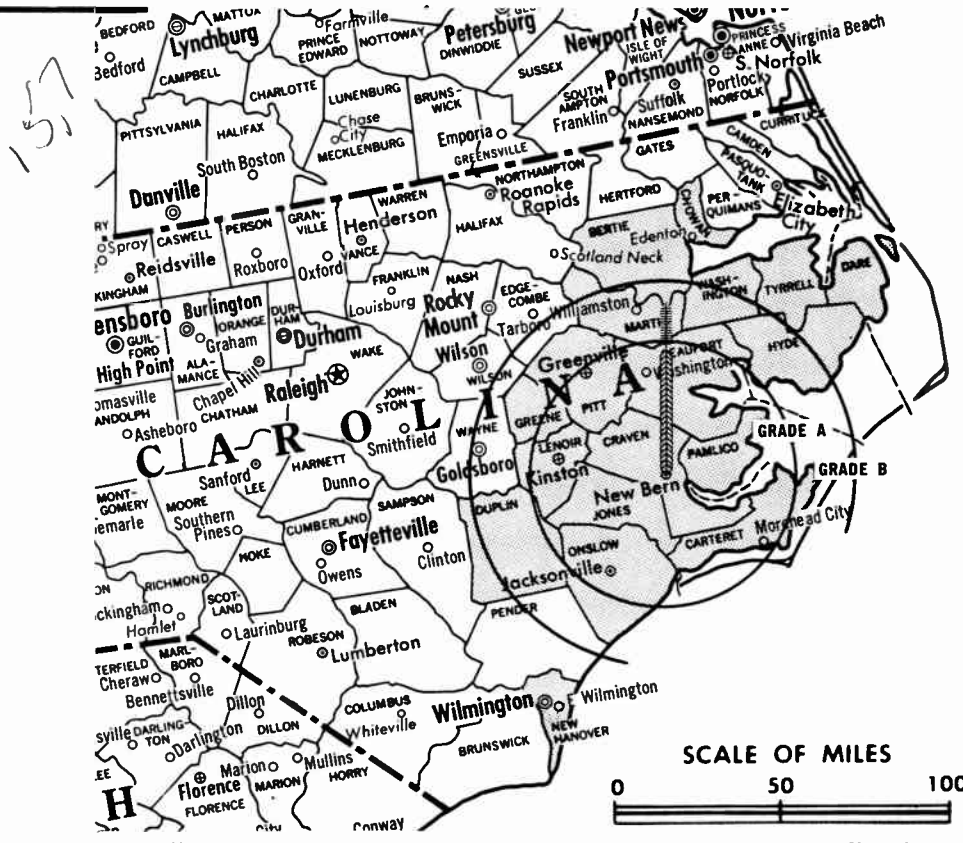
TV tape: Recording facilities.

Color Facilities: Network.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WNBE-TV Ref: FCC File No. BPCT-1908 Granted 2/9/55

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

## WNBE-TV

Licensee: Piedmont TV Corp., New Bern, N.C.

Studio: Box 2325, Park Ave., Glen Burnie Gardens, New Bern, N.C. (28560).

Telephone: 919-637-2111.

Ownership: Nathan Frank, 50%; Thomsland Inc.; 50% (Harold H. Thoms & Meredith S. Thoms, equal owners). Mr. Frank also owns radios WHNC & FM, Henderson, N.C. and WCNF, Weldon, N.C. Harold & Meredith Thoms each owns 1/3 of WISE-TV, Asheville, N.C. & controlling interest in WCOG, Greensboro; WLKM, Wilmington, N.C. & WEAM, Arlington, Va.

Began Operation: Sept. 7, 1963.

Represented (sales) by Jack Masla & Co. & Thoms Radio-TV Enterprises.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

NATHAN FRANK, president, general manager & film buyer.  
HAROLD THOMS, secretary & national sales manager.  
CHUCK BALLARD, commercial manager.  
DALLAS COX, chief engineer.  
CLYDE REGISTER, program director.  
TILLIE KNOWLES, promotion manager.  
TED CAREY, film editor.  
JO ANN FRANK, woman's editor.

### DIGEST OF RATE CARD NO. 1 (July 1, 1963)

| Hour                                      | 30 Min.  | 15 Min.  | 5 Min.   | Min.    | ID      |
|-------------------------------------------|----------|----------|----------|---------|---------|
| Class AA (Sec. 1)—7:30-10:30 p.m., daily. |          |          |          |         |         |
| \$400.00                                  | \$240.00 | \$160.00 | \$112.00 | \$80.00 | \$60.00 |
| NETWORK BASE HOURLY RATE: \$275.          |          |          |          |         |         |

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|-----------------------|------------------|----------------|-----------|
| <b>NORTH CAROLINA</b> |                  |                |           |
| BEAUFORT              | 9,700            | 8,800          | 91        |
| BERTIE                | 5,500            | 4,700          | 85        |
| CARTERET              | 8,700            | 8,000          | 91        |
| CHOWAN                | 2,900            | 2,600          | 90        |
| CRAVEN                | 16,700           | 15,600         | 94        |
| DARE                  | 1,900            | 1,600          | 84        |
| DUPLIN                | 10,300           | 9,100          | 88        |
| GREENE                | 3,700            | 3,300          | 90        |
| HYDE                  | 1,200            | 1,000          | 80        |
| JONES                 | 2,600            | 2,300          | 91        |
| LENOIR                | 15,400           | 14,100         | 92        |
| MARTIN                | 6,500            | 5,900          | 91        |
| NEW HANOVER           | 22,800           | 21,200         | 93        |
| ONSLOW                | 21,800           | 20,700         | 95        |
| PAMLICO               | 2,600            | 2,300          | 92        |
| PITT                  | 18,300           | 16,800         | 92        |
| TYRRELL               | 900              | 800            | 85        |
| WASHINGTON            | 3,500            | 3,100          | 89        |
| <b>STATION TOTAL</b>  | <b>155,000</b>   | <b>141,900</b> | <b>92</b> |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 83,600 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 51,100 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6      |

**For Translator Directory**  
 see Section c



# North Carolina—Raleigh-Durham



**WRAL-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1170-ft. above av. terrain, 1156-ft. above ground, 1496-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn, N.C.

Studio & Offices: 2619 Western Blvd.

TV tape: Recording facilities.

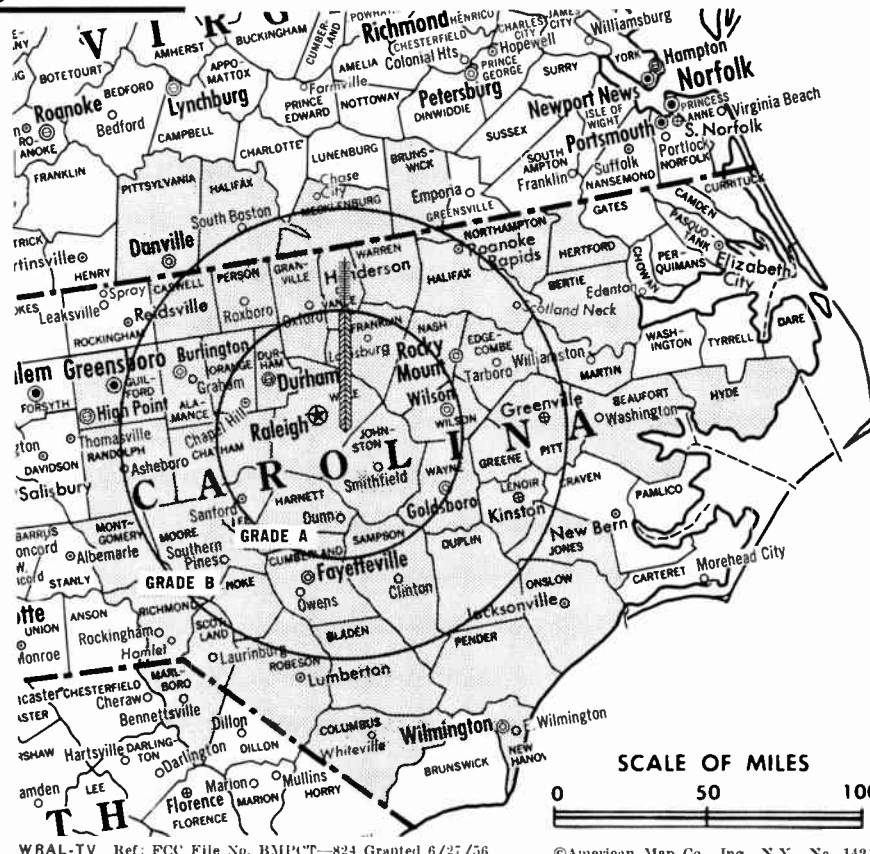
FM Affiliate: WRAL-FM, 250-kw, 101.5 mc. (No. 268), 990-antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WRAL-TV Ref: FCC File No. B1MPCT-824 Granted 6/27/56

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

## WRAL-TV

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 9583, Raleigh, N.C. (27603).

Telephone: 919-828-2511.

TWX No.: 919-828-7629.

Ownership: A. J. Fletcher, pres. & treas., 87.5%; Fred Fletcher, v.p. & gen. mgr., 3.5%; Jesse Helms, A. H. Moore Jr., Ray Reeve, E. L. Butz, J. M. Daniel III, .7% each; Louise S. Stephenson, secy., .1%; D. H. Witherspoon, .1%; Louise H. Bryan, .1%.

Began Operation: Dec. 15, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

### Personnel:

- FRED FLETCHER, v.p. & general manager.
- BERNIE WHITAKER, national sales manager.
- DEL CARTY, regional sales manager.
- JESSE HELMS, v.p., programming news & public affairs.
- DAVID WITHERSPOON, director of sales development.
- BOB CAUDLE, film buyer.
- NICK POND, production director.
- VIRGIL DUNCAN, chief engineer.
- SAM BEARD, director of public affairs.
- BILL ARMSTRONG, director of news.
- RAY WILKINSON, farm director.
- HERB MARKS, promotion & public relations.
- BETTE ELLIOTT, women's director.

### DIGEST OF RATE CARD NO. 8 (March 1, 1964)

| Hour                            | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.             | 10 Sec. |
|---------------------------------|----------|----------|----------|----------|---------------------|---------|
| Class A—7:30-10:30 p.m., daily. | \$850.00 | \$510.00 | \$340.00 | \$213.00 | Graded rates apply* |         |

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$1150.

464-b

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|-----------------------|------------------|----------|-----------|
| <b>NORTH CAROLINA</b> |                  |          |           |
| ALAMANCE              | 26,600           | 25,300   | 95        |
| BEAUFORT              | 9,700            | 8,800    | 91        |
| BERTIE                | 5,500            | 4,700    | 85        |
| BLADEN                | 6,700            | 5,600    | 84        |
| CASWELL               | 4,500            | 4,000    | 90        |
| CHATHAM               | 7,400            | 6,700    | 91        |
| COLUMBUS              | 12,200           | 10,700   | 87        |
| CUMBERLAND            | 39,900           | 36,900   | 92        |
| DUPLIN                | 10,300           | 9,100    | 88        |
| DURHAM                | 33,600           | 30,900   | 92        |
| EDGEcombe             | 13,800           | 12,600   | 91        |
| FRANKLIN              | 6,800            | 5,900    | 87        |
| GRANVILLE             | 8,000            | 7,100    | 89        |
| GREENE                | 3,700            | 3,300    | 90        |
| GUILFORD OUTER        | 40,700           | 38,600   | 95        |
| HALIFAX               | 14,600           | 12,500   | 86        |
| HARNETT               | 12,900           | 11,700   | 91        |
| HERFORD               | 5,600            | 5,100    | 90        |
| HOKE                  | 3,600            | 3,100    | 86        |
| HYDE                  | 1,200            | 1,000    | 80        |
| JOHNSTON              | 16,600           | 15,000   | 90        |
| JUNES                 | 2,600            | 2,300    | 91        |
| LEE                   | 7,800            | 7,200    | 92        |
| LENUIR                | 15,400           | 14,100   | 92        |
| MARTIN                | 6,500            | 5,900    | 91        |
| MONGOMERY             | 5,300            | 4,800    | 92        |
| MUORE                 | 10,700           | 9,500    | 89        |
| NASH                  | 15,900           | 14,400   | 91        |
| NEW HANOVER           | 22,800           | 21,200   | 93        |
| NORTHAMPTON           | 6,100            | 5,200    | 86        |
| ONslow                | 21,800           | 20,700   | 95        |
| ORANGE                | 12,200           | 10,800   | 89        |
| PENDER                | 4,700            | 4,000    | 85        |
| PERSON                | 7,100            | 6,400    | 91        |
| PITT                  | 18,300           | 16,800   | 92        |

(Continued on page 461-b)

| STATION TOTAL | 671,100 | 610,400 | 91 |
|---------------|---------|---------|----|
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 364,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 228,800 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

TV Factbook No. 36

# North Carolina—Durham-Raleigh



**WTVD**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1490-ft. above av. terrain, 1500-ft. above ground, 1822-ft. above sea level.

Latitude 35° 40' 05"

Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, N.C.

TV tape: Recording facilities.

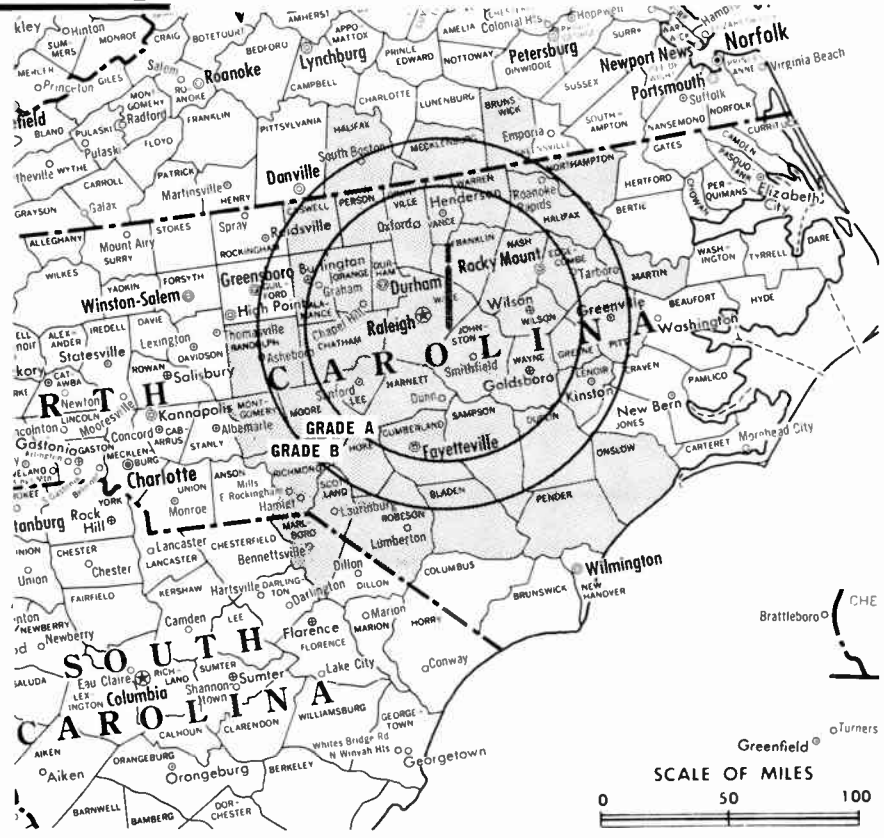
O & O Translators: W13AL, Roanoke Rapids, W09AH, Roxboro, N.C.

Color: Network, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: CBS.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.



WTVD Ref: FCC File No. BMPCT-4812 Granted 4/2/58

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

## WTVD

Network Service: CBS, NBC.

Licensee: Capital Cities Broadcasting Corp., Box 2009, Durham (27702).

Studio: 2410 Broad St., Durham, N.C.

Offices: P.O. Box 1326, Raleigh, N.C.; Box 128, Fayetteville, N.C.

Telephone: 919-477-2131. TWX No.: 919-682-8909.

Ownership: Capital Cities Bcstg. Corp., see W-TEN, Albany, N.Y.

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio W DNC approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

HARMON L. DUNCAN & J. FLOYD FLETCHER, co-general managers.  
 MIKE THOMPSON, sales & commercial manager.  
 JIM RUTHERFORD, director of promotion & publicity.  
 ERNIE GREUP, program manager & film buyer.  
 ROY FULLEN, chief engineer.  
 JOHN HERRIN, production manager.  
 RICHARD ARMFIELD, sales service.

### DIGEST OF RATE CARD NO. 12A (Dec. 1, 1965)

| Hour                             | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.   | 10 Sec.   |
|----------------------------------|-----------|----------|----------|----------|-----------|-----------|
| Class AA—7:30-10:30 p.m., daily. | \$850.00  | \$510.00 | \$340.00 | \$213.00 | \$265.00* | \$225.00* |
|                                  | \$133.00* |          |          |          |           |           |

\*Class AA—7:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.; 7:30-10:30 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1000 (CBS), \$1000 (NBC).

For Other Sales & Transfers  
 see Section c

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|-----------------------|------------------|----------|-----------|
| <b>NORTH CAROLINA</b> |                  |          |           |
| ALAMANCE              | 26,600           | 25,300   | 95        |
| BLADEN                | 6,700            | 5,600    | 84        |
| CASWELL               | 4,500            | 4,000    | 90        |
| CHATHAM               | 7,400            | 6,700    | 91        |
| CUMBERLAND            | 39,900           | 36,900   | 92        |
| DUPLIN                | 10,300           | 9,100    | 88        |
| DURHAM                | 33,600           | 30,900   | 92        |
| EDGECOMBE             | 13,800           | 12,600   | 91        |
| FRANKLIN              | 6,800            | 5,900    | 87        |
| GRANVILLE             | 8,000            | 7,100    | 89        |
| GREENE                | 3,700            | 3,300    | 90        |
| HALIFAX               | 14,600           | 12,500   | 86        |
| HARNETT               | 12,900           | 11,700   | 91        |
| HOKE                  | 3,600            | 3,100    | 86        |
| JOHNSTON              | 16,600           | 15,000   | 90        |
| LEE                   | 7,800            | 7,200    | 92        |
| LENOIR                | 15,400           | 14,100   | 92        |
| MARTIN                | 6,500            | 5,900    | 91        |
| MONTGOMERY            | 5,300            | 4,800    | 92        |
| MOORE                 | 10,700           | 9,500    | 89        |
| NASH                  | 15,900           | 14,400   | 91        |
| NEW HANDOVER          | 22,800           | 21,200   | 93        |
| NORTHAMPTON           | 6,100            | 5,200    | 86        |
| ONSLOW                | 21,800           | 20,700   | 95        |
| ORANGE                | 12,200           | 10,800   | 89        |
| PENDER                | 4,700            | 4,000    | 85        |
| PERSON                | 7,100            | 6,400    | 91        |
| PITT                  | 18,300           | 16,800   | 92        |
| RANDOLPH              | 19,400           | 18,100   | 93        |
| RICHMOND              | 10,600           | 9,700    | 91        |
| ROBESON               | 20,800           | 18,100   | 87        |
| SAMPSON               | 12,000           | 10,600   | 89        |
| SCOTLAND              | 5,900            | 5,300    | 89        |
| VANCE                 | 8,300            | 7,600    | 91        |
| WAKE                  | 50,600           | 47,300   | 93        |

(Continued on page 461-b)

| STATION TOTAL | 562,900 | 511,300 | 91 |
|---------------|---------|---------|----|
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 329,200 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 237,600 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 6       |

# North Carolina—Washington

WB

**WITN-TV**

Ch. 7

919

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1470-ft. above av. terrain, 1523-ft. above ground, 1549-ft. above sea level.

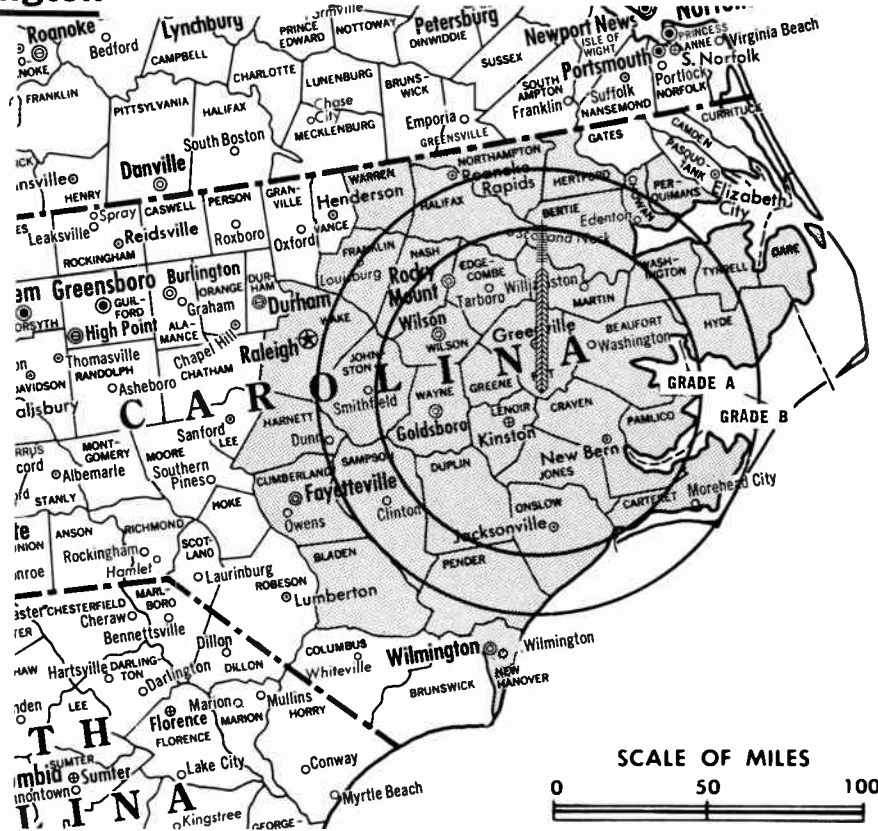
Latitude 35° 22' 17"  
Longitude 72° 23' 55"

Transmitter: Hwy. 118, 2.1-mi. E. of Grifton.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WITN-TV Ref: FCC File No. BNPCT-3006 Granted 5/26/55  
Authorized: FCC File No. BPCT-2780 Granted 2/28/61

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

## WITN-TV

Licensee: North Carolina Television Inc., Box 468 (27889).

Studio: 2.5-mi. S of Washington on U.S. 17.

Telephone: 919-946-3131. TWX No.: 919-522-1683.

Ownership: W. R. Roberson Jr. & family, 64%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 1%.

Began Operation: Sept. 28, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Co. (Southern).

Represented (legal) by McInnis, Wilson, Munson & Woods.

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

### Personnel:

- W. R. ROBERSON JR., president & general manager.
- T. H. PATTERSON, executive vice president.
- G. EARL BROOME, v.p., national sales.
- W. E. BASS JR., v.p. regional sales.
- HAL WILSON, v.p., operations.
- HARVEY MASON, v.p., engineering.
- HELEN S. O'MARY, sales promotion manager.
- WALTER STILES, production manager.
- BILL BALLARD, news & sports director.

### DIGEST OF RATE CARD NO. 5 (March 1, 1965)

| Hour                              | 30 Min.  | 15 Min.  | Min.     | 20 Sec.   | 8 Sec.    |
|-----------------------------------|----------|----------|----------|-----------|-----------|
| Class AA—7:30-10:30 p.m., daily.  | \$550.00 | \$330.00 | \$220.00 | \$150.00* | \$100.00* |
| *Class AA—7:29-10:29 p.m., daily. |          |          |          | \$50.00*  |           |

NETWORK BASE HOURLY RATE: \$550.

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|-----------------------|------------------|----------------|-----------|
| <b>NORTH CAROLINA</b> |                  |                |           |
| BEAUFORT              | 9,700            | 8,800          | 91        |
| BERTIE                | 5,500            | 4,700          | 85        |
| BLADEN                | 6,700            | 5,600          | 84        |
| CARTERET              | 8,700            | 8,000          | 91        |
| CHOWAN                | 2,900            | 2,600          | 90        |
| CRAVEN                | 16,700           | 15,600         | 94        |
| CUMBERLAND            | 39,900           | 36,900         | 92        |
| DARE                  | 1,900            | 1,600          | 84        |
| DUPLIN                | 10,300           | 9,100          | 88        |
| EDGECOMBE             | 13,800           | 12,600         | 91        |
| FRANKLIN              | 6,800            | 5,900          | 87        |
| GREENE                | 3,700            | 3,300          | 90        |
| HALIFAX               | 14,600           | 12,500         | 86        |
| HARNETT               | 12,900           | 11,700         | 91        |
| HERTFORD              | 5,600            | 5,100          | 90        |
| HYDE                  | 1,200            | 1,000          | 80        |
| JOHNSTON              | 16,600           | 15,000         | 90        |
| JONES                 | 2,600            | 2,300          | 91        |
| LENOIR                | 15,400           | 14,100         | 92        |
| MARTIN                | 6,500            | 5,900          | 91        |
| NASH                  | 15,900           | 14,400         | 91        |
| NEW HANOVER           | 22,800           | 21,200         | 93        |
| NORTHAMPTON           | 6,100            | 5,200          | 86        |
| ONSLOW                | 21,800           | 20,700         | 95        |
| PAMLICO               | 2,600            | 2,300          | 92        |
| PENDER                | 4,700            | 4,000          | 85        |
| PERQUIMANS            | 2,400            | 2,200          | 91        |
| PITT                  | 18,300           | 16,800         | 92        |
| SAMPSON               | 12,000           | 10,600         | 89        |
| TYRRELL               | 900              | 800            | 85        |
| WAKE                  | 50,600           | 47,300         | 93        |
| WARREN                | 4,000            | 3,400          | 85        |
| WASHINGTON            | 3,500            | 3,100          | 89        |
| WAYNE                 | 23,000           | 21,000         | 91        |
| WILSON                | 15,600           | 14,100         | 91        |
| <b>STATION TOTAL</b>  | <b>406,200</b>   | <b>369,400</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 218,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 150,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

For Educational, Non-commercial Outlets,  
see Educational Station Directory.

# North Carolina—Wilmington



**WECT**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 940-ft. above ground, 1049-ft. above sea level.

Latitude 34° 19' 16"  
Longitude 78° 13' 42"

Holds CP for change to 1940-ft. above av. terrain, 1994-ft. above ground, 2049-ft. above sea level, lat. 34° 34' 32", long. 78° 26' 13"; transmitter to N.C. Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp. BPCT—3477.

Transmitter: Delco, N.C.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WECT Ref: FCC File No. BMPCT—4514 Granted 5/1/57

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

## WECT

Network Service: NBC; also CBS (per program).

Licensee: Atlantic Telecasting Corp., 205 W. Shipyard Blvd.

Studio: 205 W. Shipyard Blvd. (28401).

Telephone: 919-763-4666.

TWX No.: 919-762-7239.

Ownership: WNCT, Greenville, N.C., 30%; Dan D. & Bruce B. Cameron, 30%; James W. Jackson, 10%; Sam & Leo Brody, 30%.

Began Operation: April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50).

Represented (sales) by Adam Young Inc.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- DAN D. CAMERON, president.
- WAYNE JACKSON, station manager.
- BILL ELKS, technical operations director.
- BUCK O'SHIELDS, production director.
- E. I. HERRING, chief engineer.
- C. D. MARTIN JR., sales manager.

### DIGEST OF RATE CARD NO. 8—(Oct. 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$425.00 \$255.00 \$170.00 \$127.50 \$100.00 \$85.00 \$42.50  
NETWORK BASE HOURLY RATE: \$360.

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|-----------------------|------------------|----------------|-----------|
| <b>NORTH CAROLINA</b> |                  |                |           |
| BLADEN                | 6,700            | 5,600          | 84        |
| BRUNSWICK             | 5,300            | 4,700          | 89        |
| COLUMBUS              | 12,200           | 10,700         | 87        |
| CUMBERLAND            | 39,900           | 36,900         | 92        |
| DUPLIN                | 10,300           | 9,100          | 88        |
| HOKE                  | 3,600            | 3,100          | 86        |
| NEW HANOVER           | 22,800           | 21,200         | 93        |
| ONSLow                | 21,800           | 20,700         | 95        |
| PENDER                | 4,700            | 4,000          | 85        |
| ROBESON               | 20,800           | 18,100         | 87        |
| SAMPSON               | 12,000           | 10,600         | 89        |
| SCOTLAND              | 5,900            | 5,300          | 89        |
| <b>SOUTH CAROLINA</b> |                  |                |           |
| DILLON                | 7,100            | 6,200          | 88        |
| HORRY                 | 18,400           | 16,200         | 88        |
| MARION                | 7,700            | 6,500          | 85        |
| MARLBORO              | 6,600            | 5,700          | 87        |
| <b>STATION TOTAL</b>  | <b>205,800</b>   | <b>184,600</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 119,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 74,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For ARB County-by-County Data, see Section a

# North Carolina—Wilmington



**WWAY**

Ch. 3

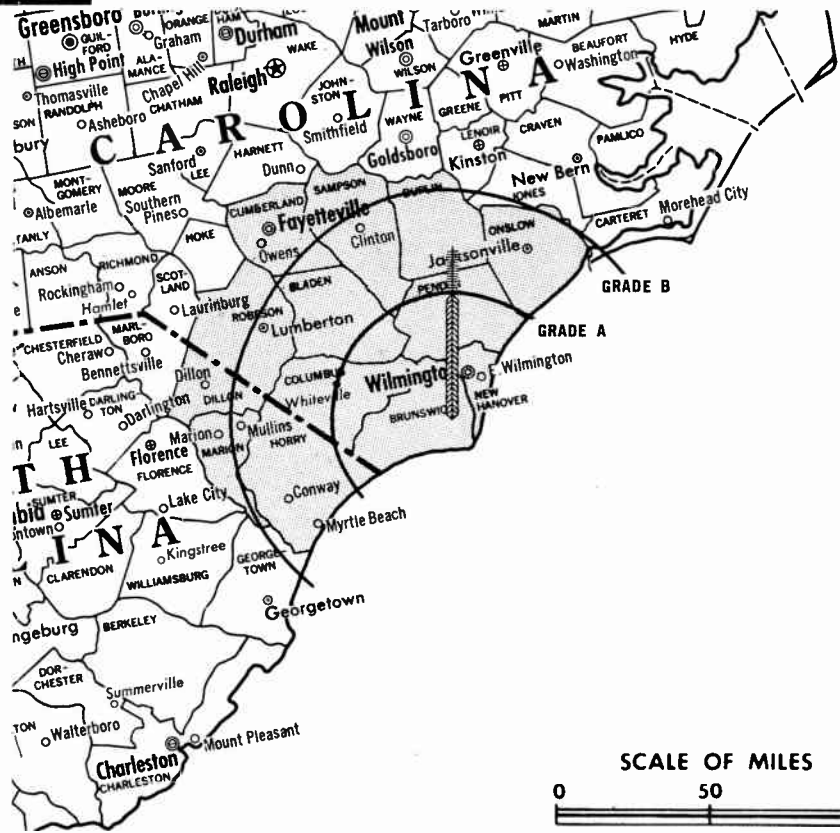
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1170-ft. above av. terrain, 1187-ft. above ground, 1247-ft. above sea level.

Latitude 34° 03' 00"  
Longitude 78° 04' 56"

Transmitter: 3.82-mi. S of Mill Creek, E of State Rt. 87.

Color: Network.

News Wire Service: AP.



WWAY Ref: FCC File No. BMPCT—5929 Granted 6/24/64

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## WWAY

Licensee: Cape Fear Telecasting Inc., Murchison Bldg., Front & Chestnut St. (28401).

Studio: Murchison Bldg.

Telephone: 919-762-8581.

Ownership: William G. Broadfoot Jr., pres., 30%; Charles B. Britt, 30%; Ferebee Sledge, 20%; Craig Wall, 20%. Britt owns control of radios WIRY, Plattsburgh & WIRD, Lake Placid, both N.Y.; also 5% of radio WBAC, Cleveland, Tenn.

Began Operation: Oct. 30, 1964.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Grove, Jaskiewicz, Gilliam & Putbres.

Represented (engineering) by Raymond H. Rohrer & Assoc.

Personnel:

CHARLES B. BRITT, general manager.  
JIM PRIDEMORE, program-production manager.  
JOE DAVIS, sales manager.

### DIGEST OF RATE CARD NO. 1 (June 1, 1965)

| Hour                          | 30 Min.  | 15 Min.  | 5 Min.  | Min.    | 10 Sec. |
|-------------------------------|----------|----------|---------|---------|---------|
| Class AA—7:30-11 p.m., daily. |          |          |         |         |         |
| \$250.00                      | \$130.00 | \$100.00 | \$50.00 | \$44.00 | \$22.00 |

NETWORK BASE HOURLY RATE: \$150.

| STATE/COUNTY          | TOTAL HOUSEHOLDS | TV HOMES HOMES | PER       |
|-----------------------|------------------|----------------|-----------|
| <b>NORTH CAROLINA</b> |                  |                |           |
| BLADEN                | 6,700            | 5,600          | 84        |
| BRUNSWICK             | 5,300            | 4,700          | 89        |
| COLUMBUS              | 12,200           | 10,700         | 87        |
| CUMBERLAND            | 39,900           | 36,900         | 92        |
| DUPLIN                | 10,300           | 9,100          | 88        |
| NEW HANOVER           | 22,800           | 21,200         | 93        |
| ONSLOW                | 21,800           | 20,700         | 95        |
| PENDER                | 4,700            | 4,000          | 85        |
| ROBESON               | 20,800           | 18,100         | 87        |
| SAMPSON               | 12,000           | 10,600         | 89        |
| <b>SOUTH CAROLINA</b> |                  |                |           |
| DILLON                | 7,100            | 6,200          | 88        |
| HORRY                 | 18,400           | 16,200         | 88        |
| MARION                | 7,700            | 6,500          | 85        |
| <b>STATION TOTAL</b>  | <b>189,700</b>   | <b>170,500</b> | <b>90</b> |

NET WEEKLY CIRCULATION (MARCH 65) 88,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 58,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For Translator Directory  
see Section c

# North Carolina—Greensboro-High Point & Winston-Salem



**WGHP-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1269-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"  
Longitude 79° 50' 36"

Transmitter: 1.2-mi. SE of Sophia, N.C.

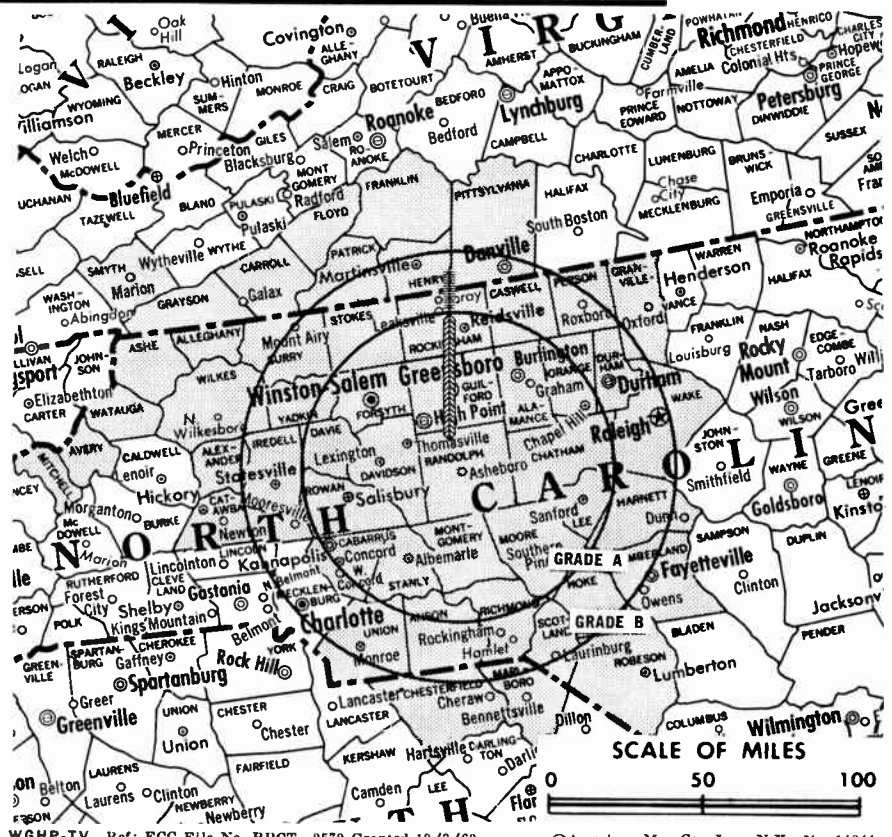
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WGHP-TV Ref: FCC File No. BPCT-2579 Granted 10/3/62

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

## WGHP-TV

Licensee: Winston-Salem Bcstg. Co. Inc., Sheraton Hotel Bldg., High Point, N.C.

Studio: Sheraton Hotel Bldg.

Telephone: 919-883-7131.

Ownership: Winston-Salem Bcstg. Co. Inc., 76.9% (owns radios WTOB, Winston-Salem; WSGN, Birmingham, Ala.; KTHH, Houston, Tex.; also 1/3 of CP for WBMG, Ch. 42 Birmingham), Officers: James W. Coan, pres., 0.29%; Lennox P. McLendon, v.p., 4%; Edwin A. Morris, 4%; Earl F. Slick, 3.2%; Anne Cone, 2%; Benjamin Cone, 2%; 12 others, none holding as much as 2%.

Began Operation: October 14, 1963.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

### Personnel:

JAMES W. COAN, president & general manager.  
S. L. (BUD) BROOKS, sales manager.  
FRED BARBER, program director & film buyer.  
DICK SARGENT, operations manager.  
MRS. DELORES CUDD, director of promotion & public relations.  
CHARLES HARVILLE, sports director.  
JAMES H. HOKE, chief engineer.  
JOHN MURCHISON, news director.

### DIGEST OF RATE CARD NO. 3

(June 1, 1965)

| Hour                              | 30 Min.  | 15 Min.  | Min.     | 20 Sec.   | 10 Sec.   |
|-----------------------------------|----------|----------|----------|-----------|-----------|
| Class AA—7:39-10:29 p.m., daily.  | \$800.00 | \$480.00 | \$280.00 | \$250.00* | \$200.00* |
| *Class AA—7:31-10:31 p.m., daily. |          |          |          | \$100.00* |           |

NETWORK BASE HOURLY RATE: \$700.

|                |        |        |    |
|----------------|--------|--------|----|
| ALLEGHANY      | 2,100  | 1,800  | 87 |
| ANSUN          | 6,100  | 5,300  | 87 |
| ASHE           | 5,000  | 4,200  | 85 |
| AVERY          | 2,900  | 2,500  | 85 |
| CABARRUS       | 20,500 | 19,600 | 95 |
| CASWELL        | 4,500  | 4,000  | 90 |
| CATAWBA        | 22,500 | 21,500 | 95 |
| CHATHAM        | 7,400  | 6,700  | 91 |
| CUMBERLAND     | 39,900 | 36,900 | 92 |
| DAVIDSON       | 25,100 | 23,400 | 93 |
| DAVIE          | 5,000  | 4,400  | 89 |
| DURHAM         | 33,600 | 30,900 | 92 |
| FURSYTH        | 61,300 | 57,800 | 94 |
| GRANVILLE      | 8,000  | 7,100  | 89 |
| GUILFORD INNER | 38,300 | 36,400 | 95 |
| GUILFORD OUTER | 40,700 | 38,600 | 95 |
| HARNETT        | 12,900 | 11,700 | 91 |
| HOKE           | 3,600  | 3,100  | 86 |
| IREDELL        | 18,800 | 17,500 | 93 |
| LEE            | 7,800  | 7,200  | 92 |
| MITCHELL       | 3,600  | 3,200  | 88 |
| MONTGOMERY     | 5,300  | 4,800  | 92 |
| MOORE          | 10,700 | 9,500  | 89 |
| ORANGE         | 12,200 | 10,800 | 89 |
| PERSON         | 7,100  | 6,400  | 91 |
| RANDOLPH       | 19,400 | 18,100 | 93 |
| RICHMOND       | 10,600 | 9,700  | 91 |
| ROBESON        | 20,800 | 18,100 | 87 |
| ROCKINGHAM     | 20,700 | 19,400 | 94 |
| ROWAN          | 25,600 | 24,100 | 94 |
| SCOTLAND       | 5,900  | 5,300  | 89 |
| STANLY         | 12,600 | 11,700 | 93 |
| STOKES         | 6,200  | 5,700  | 92 |
| SURRY          | 14,200 | 13,000 | 92 |
| UNION          | 12,400 | 11,300 | 92 |
| WAKE           | 50,600 | 47,300 | 93 |
| WATAUGA        | 4,500  | 4,000  | 88 |
| WILKES         | 12,200 | 11,000 | 90 |
| YADKIN         | 6,600  | 6,000  | 91 |

(Continued on page 461-b)

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------|------------------|----------|-----|
| NORTH CAROLINA |                  |          |     |
| ALAMANCE       | 26,600           | 25,300   | 95  |
| ALEXANDER      | 4,500            | 4,200    | 92  |

|                                       |         |         |    |
|---------------------------------------|---------|---------|----|
| STATION TOTAL                         | 757,700 | 699,000 | 92 |
| NET WEEKLY CIRCULATION (MARCH 65)     |         | 392,300 |    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |         | 231,600 |    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |         | 5       |    |



# North Carolina—Winston-Salem & Greensboro



**WSJS-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 77.6-kw aural. Antenna: 1965-ft. above av. terrain, 666-ft. above ground, 3081-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

Transmitter: Sauratown Mt., 7-mi. N of King, N.C.

Studio: 419-421 N. Spruce St.

Telephone: 919-725-2311.

TWX No.: 919-725-1118.

TV tape: Recording facilities.

AM Affiliate: WSJS, 5-kw, 600 kc (NBC).

FM Affiliate: WSJS-FM, 15-kw, 104.1 mc (No. 281), 1440-ft.

Color Facilities: Network.

News Wire Service: AP. Facsimile Service: AP.

Total Households: © SRDS

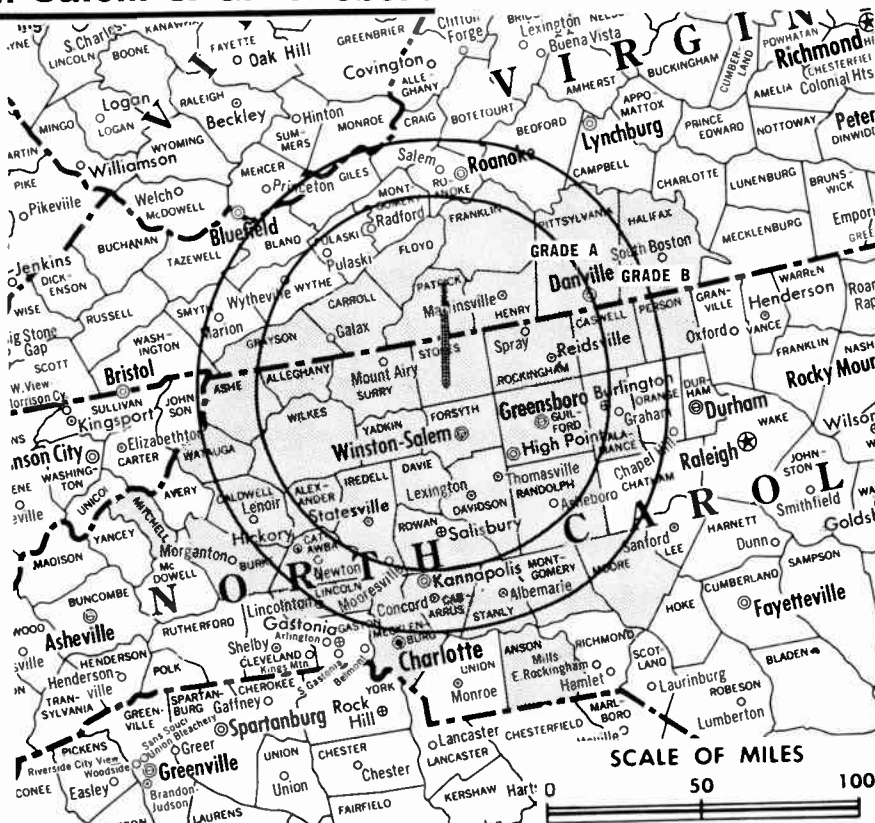
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

(Country coverage (shaded area) based on 1965

ARB study.



WSJS-TV Ref: FCC File No. BMPCT-2857 Granted 1/4/55

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

## WSJS-TV

Licensee: Triangle Bcstg. Corp, 419-421 N. Spruce St., Winston-Salem (27102).

Ownership: Triangle Broadcasting Corporation, subsidiary of Piedmont Publishing Company. Triangle officers: Gordon Gray, chmn.; Harold Essex, pres. & treas.; Richard Barron, v.p.; John Comas, v.p.; Phil Hedrick, v.p.; Harry B. Shaw, v.p.; W. L. Maynard, secy. & comptroller. Piedmont publishes Winston-Salem Journal and Twin City Sentinel and is licensee of WSJS and WSJS-FM. Gordon Gray is also chmn. of Piedmont. Harold Essex is also v.p. and board member of Piedmont. W. L. Maynard is also secy.-treas. of Piedmont.

Began Operation: Sept. 30, 1953.

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

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

Represented (engineering) by Lohnes & Culver.

Personnel:

HAROLD ESSEX, president & general manager.  
RICHARD BARRON, vice president & asst. general manager.  
PHIL HEDRICK, v.p., operations.  
HARRY B. SHAW, v.p., sales.  
JOHN COMAS, v.p., programming & film buyer.  
WAYNE WILLARD, manager news dept.  
F. O. CARVER, director of public relations.  
REESE FELTS, promotion manager.  
CARL WIEGOLD, manager film dept.

### DIGEST OF RATE CARD NO. 12—(July 1, 1964)

| Hour     | 30 Min.  | 15 Min.  | Min.      | 20 Sec.   | 10 Sec.   |
|----------|----------|----------|-----------|-----------|-----------|
| \$900.00 | \$540.00 | \$280.00 | \$250.00* | \$200.00* | \$125.00* |

\*Class AA—7:29-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

| STATE/COUNTY   | TOTAL HOUSEHOLDS | TV HOMES | PER |
|----------------|------------------|----------|-----|
| ALLEGHANY      | 2,100            | 1,800    | 87  |
| ANSON          | 6,100            | 5,300    | 87  |
| ASHE           | 5,000            | 4,200    | 85  |
| BURKE          | 14,800           | 13,800   | 93  |
| CABARRUS       | 20,500           | 19,600   | 95  |
| CALDWELL       | 14,200           | 13,200   | 93  |
| CASWELL        | 4,500            | 4,000    | 90  |
| CATAWBA        | 22,500           | 21,500   | 95  |
| DAVIDSON       | 25,100           | 23,400   | 93  |
| DAVIE          | 5,000            | 4,400    | 89  |
| FORSYTH        | 61,300           | 57,800   | 94  |
| GUILFORD INNER | 38,300           | 36,400   | 95  |
| GUILFORD OUTER | 40,700           | 38,600   | 95  |
| IREDELL        | 18,800           | 17,500   | 93  |
| LINCOLN        | 8,100            | 7,700    | 95  |
| MECKLENBURG    | 87,800           | 83,200   | 95  |
| MITCHELL       | 3,600            | 3,200    | 88  |
| MONTGOMERY     | 5,300            | 4,800    | 92  |
| MOORE          | 10,700           | 9,500    | 89  |
| PERSON         | 7,100            | 6,400    | 91  |
| RANDOLPH       | 19,400           | 18,100   | 93  |
| ROCKINGHAM     | 20,700           | 19,400   | 94  |
| ROWAN          | 25,600           | 24,100   | 94  |
| STANLY         | 12,600           | 11,700   | 93  |
| STOKES         | 6,200            | 5,700    | 92  |
| SURRY          | 14,200           | 13,000   | 92  |
| WATAUGA        | 4,500            | 4,000    | 88  |
| WILKES         | 12,200           | 11,000   | 90  |
| YADKIN         | 6,600            | 6,000    | 91  |
|                |                  |          |     |
| VIRGINIA       |                  |          |     |
| CARROLL        | 6,100            | 5,300    | 87  |
| FLOYD          | 2,900            | 2,600    | 89  |
| FRANKLIN       | 7,200            | 6,400    | 90  |
| GRAYSON        | 6,900            | 6,200    | 89  |
| HALIFAX        | 10,200           | 9,000    | 88  |
| HENRY          | 17,900           | 16,500   | 93  |
| PATRICK        | 4,300            | 3,800    | 87  |
| PITTSYLVANIA   | 30,700           | 27,900   | 91  |
|                |                  |          |     |
| STATION TOTAL  | 640,800          | 596,500  | 93  |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 355,700 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 231,600 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 5       |

TV Factbook No. 36



North Carolina's

**largest**

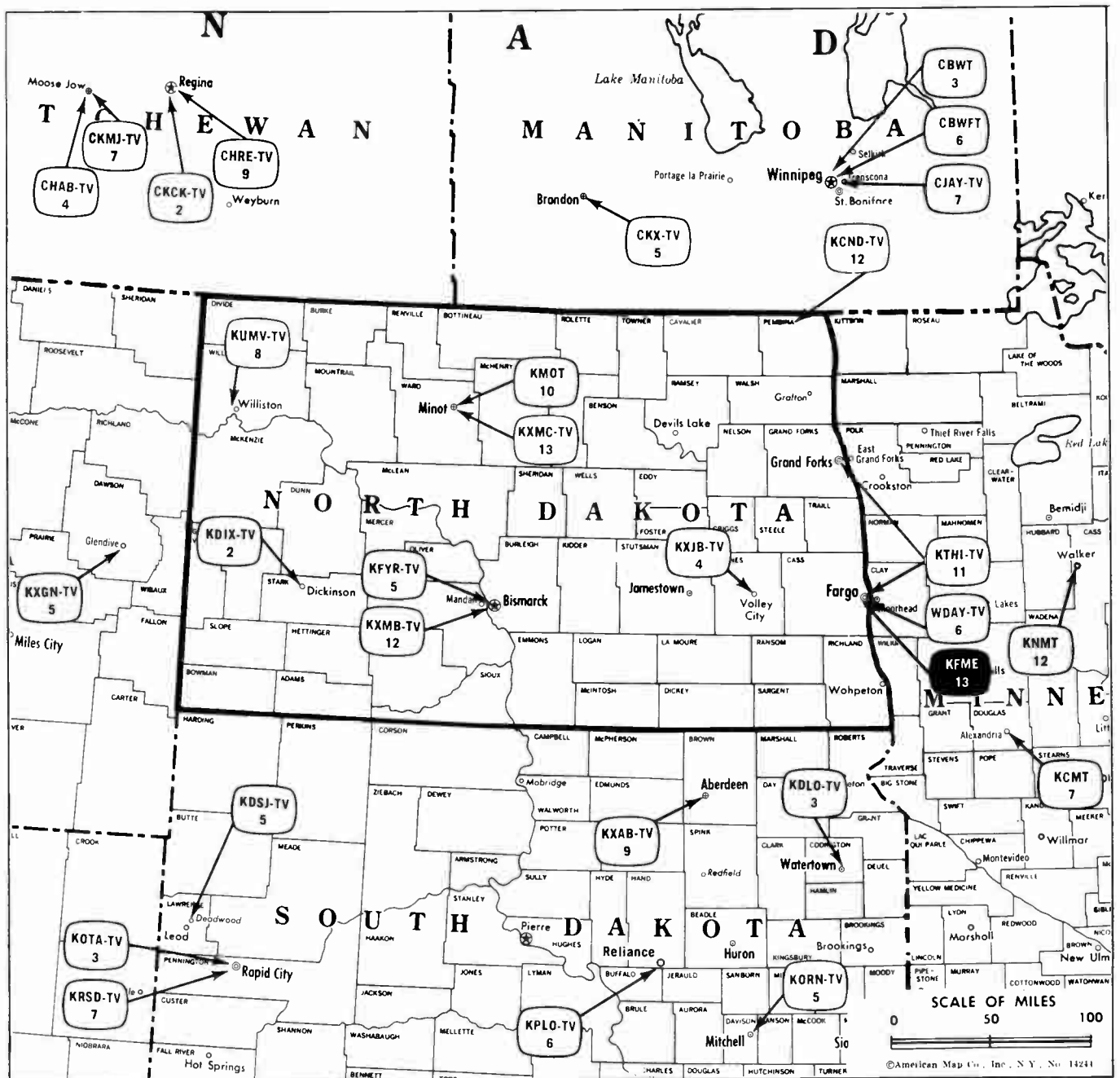
metropolitan market  
is served best by

**WSJS**  
TELEVISION

Winston-Salem  
Greensboro  
High Point

Peters, Griffin, Woodward, Inc.

# North Dakota



| Market    | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------|----------------------------|------|-------------|------|---------------|------|
| Fargo     | 128,400                    | 130  | 174,000     | 147  | 159,300       | 146  |
| Bismarck  | 95,800                     | 152  | 132,300     | 172  | 119,800       | 171  |
| Minot     | 39,500                     | 198  | 56,400      | 206  | 51,500        | 207  |
| Dickinson | 20,100                     | 218  | 36,200      | 219  | 32,200        | 219  |
| Pembina   | 18,400                     | 222  | 31,700      | 222  | 27,300        | 222  |



**AMECO INC.**  
P.O. Box 11326 • Phoenix, Ariz. 85017



**AMECO "SALESMOBILE SERVICE"**  
IN NORTH DAKOTA  
PAUL CLARK  
6324 Maple Omaha, Nebraska 68104  
Phone: 402-558-0323  
Chicago Warehouse

## North Dakota Station Status as of Feb. 1, 1966

|                                                                     | VHF | UHF | TOTAL |
|---------------------------------------------------------------------|-----|-----|-------|
| <input type="checkbox"/> Commercial Television Stations             | 11  | 0   | 11    |
| <input checked="" type="checkbox"/> Educational Television Stations | 1   | 0   | 1     |
|                                                                     |     |     | 12    |

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### KXJB-TV

Fargo

(See Valley City, N.D.)

#### KTHI-TV

Grand Forks

(See Fargo, N.D.)

### State Educational Technical Facilities

(Complete Data in Educational Directory)

#### KFME

Fargo

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Association Inc., Box 6.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 105-kw visual, 63-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 46° | 49' | 03" |
| Longitude | 96° | 48' | 06" |

## WDAY-TV, Fargo, N.D.

| STATE/COUNTY             | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------------------|------------------|----------|-----------|
| NORTH DAKOTA (Continued) |                  |          |           |
| SARGENT                  | 1,900            | 1,800    | 94        |
| STEELE                   | 1,300            | 1,300    | 95        |
| STUTSMAN                 | 6,900            | 6,600    | 96        |
| TOWNER                   | 1,400            | 1,300    | 90        |
| TRAILL                   | 3,100            | 3,000    | 96        |
| WALSH                    | 4,800            | 4,500    | 94        |
| WELLS                    | 2,500            | 2,300    | 92        |
| SOUTH DAKOTA             |                  |          |           |
| MARSHALL                 | 1,900            | 1,600    | 87        |
| ROBERTS                  | 3,500            | 3,100    | 89        |

## KFYR-TV, Bismarck, N.D.

| STATE/COUNTY             | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|--------------------------|------------------|----------|-----------|
| NORTH DAKOTA (Continued) |                  |          |           |
| MORTON WEST              | 3,000            | 2,700    | 92        |
| MORTON EAST              | 3,000            | 2,800    | 92        |
| MOUNTRAIL                | 3,100            | 2,800    | 91        |
| OLIVER                   | 700              | 600      | 93        |
| PIERCE                   | 1,700            | 1,600    | 90        |
| RENVILLE                 | 1,200            | 1,100    | 96        |
| ROLETTE                  | 2,500            | 2,000    | 80        |
| SHERIDAN                 | 1,000            | 900      | 91        |
| SIoux                    | 800              | 600      | 79        |
| SLOPE                    | 500              | 500      | 93        |
| STARK                    | 5,200            | 4,800    | 92        |
| STUTSMAN                 | 6,900            | 6,600    | 96        |
| TOWNER                   | 1,400            | 1,300    | 90        |
| WARD                     | 15,100           | 14,200   | 94        |
| WELLS                    | 2,500            | 2,300    | 92        |
| WILLIAMS                 | 7,400            | 6,800    | 93        |
| SOUTH DAKOTA             |                  |          |           |
| CAMPBELL                 | 1,000            | 800      | 85        |
| CORSON                   | 1,400            | 1,100    | 77        |
| DEWEY                    | 1,400            | 1,100    | 78        |
| MC PHERSON               | 1,400            | 1,200    | 87        |
| PERKINS                  | 1,600            | 1,400    | 83        |
| POTTER                   | 1,400            | 1,300    | 91        |
| WALWORTH                 | 2,600            | 2,200    | 86        |
| ZIEBACH                  | 600              | 400      | 70        |

# North Dakota—Bismarck



**KFYR-TV**



Ch. 5

[Also operates satellites KMOT, Minot & KUMV-TV, Williston, N.D.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"  
Longitude 100° 48' 30"

Transmitter: 12-mi. S. of city.

AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

Color Facilities: Network.

News Wire Service: UPI, AP.

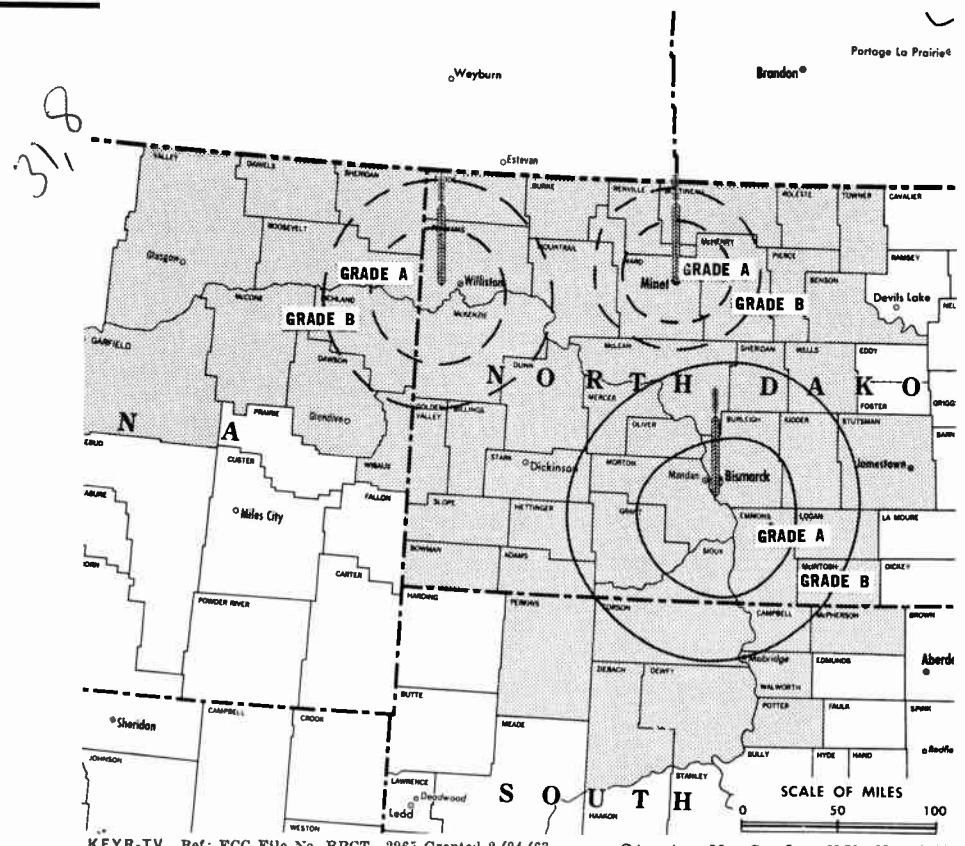
Total Households: © SRDS

Consumer Market Data as of 1/1/86.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

(County coverage (shaded area) based on 1965 ARB study.



KFYR-TV Ref: FCC File No. BPCT-2965 Granted 2/24/63

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

## KFYR-TV

Grantee (STA): Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth (58501).

Telephone: 701-223-0900.

TWX No.: 701-241-9434.

Ownership: William Ekberg, pres., .8%; Mrs. Marietta Meyer Ekberg, 99.2%.

Began Operation: Dec. 8, 1953.

Represented (sales) by Blair Television Associates Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by John Creutz.

Personnel:

- WILLIAM EKBERG, president & firm buyer.
- MYRON ATKINSON, vice president & general manager.
- DAVE STUART, national sales manager.
- IVAR NELSON, director of engineering.
- CARL E. ZELLER, chief engineer.

### DIGEST OF RATE CARD NO. 8 (July 1, 1965)

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

Class AA—6:30-10 p.m., daily.

\$575.00 \$350.00 \$225.00 \$140.00 \$120.00 \$100.00 \$50.00

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$225 (NBC & ABC).

ARB Data for this Station Includes Satellites

KMOT, Minot & KUMV-TV, Williston, N.D.

| STATE/COUNTY        | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------------|------------------|----------|-----|
| <b>MONTANA</b>      |                  |          |     |
| DANIELS             | 1,200            | 1,100    | 90  |
| DAWSON              | 4,000            | 3,600    | 90  |
| GARFIELD            | 500              | 400      | 71  |
| MC CONE             | 1,000            | 900      | 87  |
| RICHLAND            | 3,000            | 2,800    | 91  |
| ROOSEVELT           | 3,400            | 3,100    | 92  |
| SHERIDAN            | 2,000            | 1,800    | 93  |
| VALLEY              | 5,500            | 4,700    | 87  |
| WIBAUX              | 400              | 300      | 91  |
| <b>NORTH DAKOTA</b> |                  |          |     |
| ADAMS               | 1,000            | 900      | 90  |
| BENSON              | 2,300            | 2,000    | 88  |
| BILLINGS            | 400              | 300      | 94  |
| BOTTINEAU           | 3,200            | 3,000    | 92  |
| BOWMAN              | 1,200            | 1,100    | 90  |
| BURKE               | 1,500            | 1,300    | 90  |
| BURLEIGH            | 11,300           | 10,700   | 94  |
| DIVIDE              | 1,600            | 1,400    | 87  |
| DUNN                | 1,400            | 1,200    | 89  |
| EMMONS              | 2,000            | 1,900    | 93  |
| GOLDEN VALLEY       | 900              | 800      | 93  |
| GRANT               | 1,500            | 1,300    | 90  |
| HETTINGER           | 1,500            | 1,400    | 92  |
| KIDDER              | 1,300            | 1,200    | 96  |
| LOGAN               | 1,300            | 1,100    | 90  |
| MC HENRY            | 2,900            | 2,700    | 93  |
| MC INTOSH           | 1,700            | 1,400    | 86  |
| MC KENZIE           | 2,100            | 1,900    | 93  |
| MC LEAN             | 3,300            | 3,000    | 94  |
| MERCER              | 1,500            | 1,400    | 88  |

(Continued on page 473-b)

STATION TOTAL 132,300 119,800 91

NET WEEKLY CIRCULATION (MARCH 65) 95,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 79,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

# North Dakota—Bismarck

abc **KXMB-TV**

Ch. 12

[Operates in affiliation with North Dakota KX network—see KXJB, Valley City, Fargo]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 220-kw visual, 31.6-kw aural. Antenna: 1265-ft. above av. terrain, 800-ft. above ground, 3008-ft. above sea level.

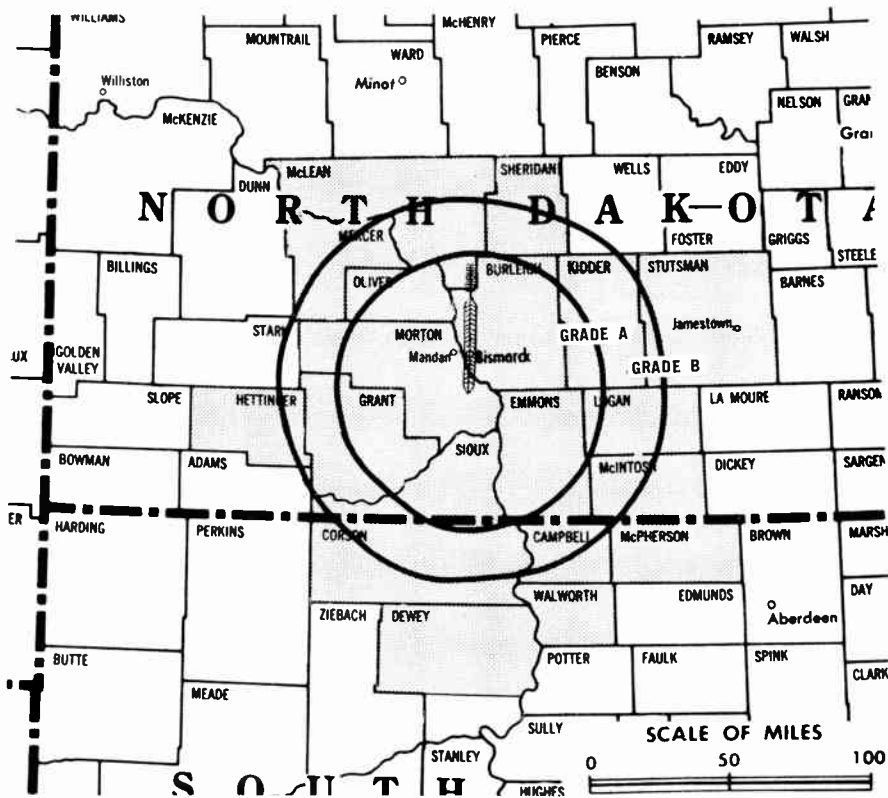
Latitude 46° 35' 17"  
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KXMB-TV Ref: FCC File No. BPC-2893 Granted 9/5/61

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

## KXMB-TV

Network Service: ABC, CBS.

Licensee: KXMB-TV Inc., Box 1617, Bismarck, N.D. (58502).

Business Office: 1811 North 15, Bismarck, N.D. (58501).

Telephone: 701-223-9197.

Studio: 1811 North 15, Bismarck.

Ownership: See KXJB-TV, Valley City, N.D.

Began Operation: Nov. 19, 1955.

Represented (sales) by Young Television.

Represented (legal) by Prince & Paul.

Represented (engineering) by Kear & Kennedy.

### Personnel:

JOHN W. BOLER, president.

DAVID BLACKSTEAD, v.p. & general manager.

IRV IVERS, national sales.

CONNIE BLACKSTEAD, film buyer.

LETA WOODS, program director.

JOHN KRANCE, chief engineer.

Rates: Sold only in combination with KXJB-TV, Valley City, N.D.

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

For TV Station Sales, see Section c

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>NORTH DAKOTA</b>  |                  |               |           |
| BURLEIGH             | 11,300           | 10,700        | 94        |
| EMMONS               | 2,000            | 1,900         | 93        |
| GRANT                | 1,500            | 1,300         | 90        |
| HETTINGER            | 1,500            | 1,400         | 92        |
| KIDDER               | 1,300            | 1,200         | 96        |
| LOGAN                | 1,300            | 1,100         | 90        |
| MC INTOSH            | 1,700            | 1,400         | 86        |
| MC LEAN              | 3,300            | 3,000         | 94        |
| MERCER               | 1,500            | 1,400         | 88        |
| MORTON WEST          | 3,000            | 2,700         | 92        |
| MORTON EAST          | 3,000            | 2,800         | 92        |
| OLIVER               | 700              | 600           | 93        |
| SHERIDAN             | 1,000            | 900           | 91        |
| SIoux                | 800              | 600           | 79        |
| STUTSMAN             | 6,900            | 6,600         | 96        |
| <b>SOUTH DAKOTA</b>  |                  |               |           |
| CAMPBELL             | 1,000            | 800           | 85        |
| CORSON               | 1,400            | 1,100         | 77        |
| DEWEY                | 1,400            | 1,100         | 78        |
| MC PHERSON           | 1,400            | 1,200         | 87        |
| WALWORTH             | 2,600            | 2,200         | 86        |
| <b>STATION TOTAL</b> | <b>48,600</b>    | <b>44,000</b> | <b>91</b> |

NET WEEKLY CIRCULATION (MARCH 65) 27,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 20,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

# North Dakota—Dickinson



**KDIX-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

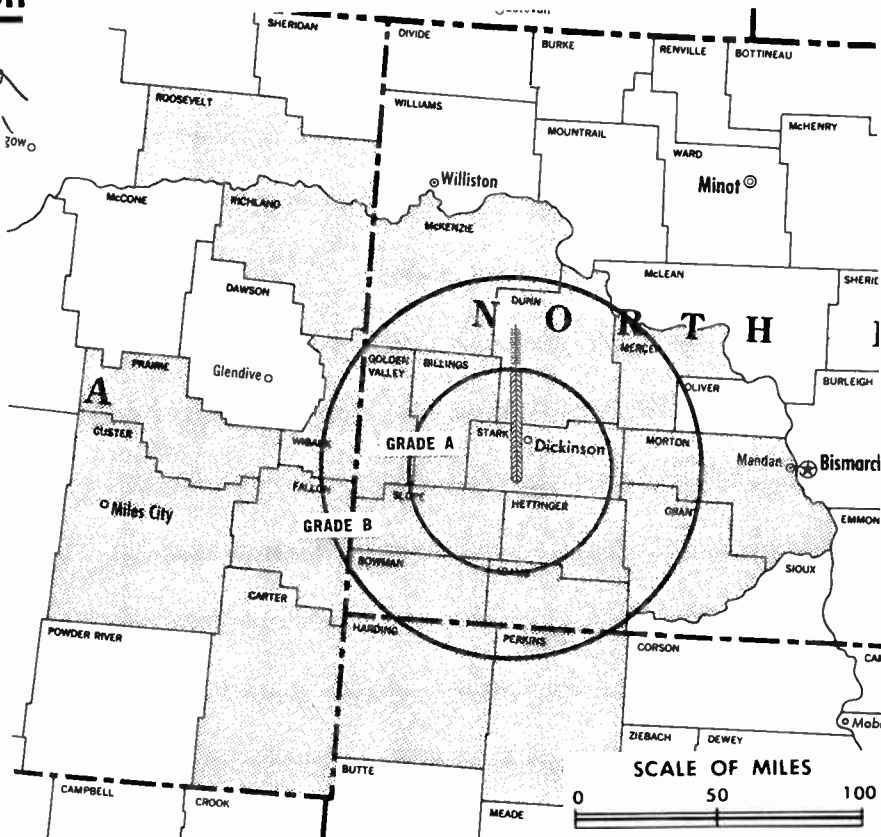
Latitude 46° 43' 30.15"  
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, 1-kw, 1230 kc.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KDIX-TV Ref: FCC File No. BPCT-3391 Granted 3/16/65

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

## KDIX-TV

Network Service: CBS (EMP), ABC.

Licensee: Dickinson Radio Association, Box 1248.

Studio: 119 Second Ave. W. (58601).

Telephone: 701-235-4461.

TWX No.: 701-221-6020.

Ownership: Dr. P. J. Weir, pres., 11.05%; Frank P. Whitney, v.p., 11.63%; Stanley Deck, secy. 5%; W. K. Johnson, treas., 10.66%; William O. Rabe, 11.63%; L. W. Veigel, 9.42%; P. J. Baseflug, 5.85%; over 500 others, none owns as much as 1%.

Began Operation: Oct. 15, 1956.

Represented (sales) by Young Television; Wm. Hurley (Minneapolis).

Represented (legal) by Eugene L. Burke.

Personnel:

STANLEY DECK, general manager & film buyer.  
BOB WEILER, sales manager.  
LAUREN HAACKE, program director.  
LOUIE TYSVER, chief engineer.

### DIGEST OF RATE CARD NO. 11 (Aug. 1, 1963)

| Hour                                       | 30 Min. | 15 Min. | 10 Min. | 5 Min.  | Min. or 20 Sec. | 10 Sec. |
|--------------------------------------------|---------|---------|---------|---------|-----------------|---------|
| Class AA—7-9:30 p.m., daily.               |         |         |         |         |                 |         |
| \$150.00                                   | \$90.00 | \$60.00 | \$50.00 | \$37.50 | \$30.00         | \$15.00 |
| NETWORK BASE HOURLY RATE: \$75 (CBS, ABC). |         |         |         |         |                 |         |

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES      | PER           |
|----------------------------------------------|------------------|---------------|---------------|
| <b>MONTANA</b>                               |                  |               |               |
| CARTER                                       | 700              | 500           | 82            |
| CUSTER                                       | 4,300            | 3,700         | 86            |
| FALLON                                       | 1,200            | 1,000         | 88            |
| PRAIRIE                                      | 800              | 600           | 78            |
| RICHLAND                                     | 3,000            | 2,800         | 91            |
| ROOSEVELT                                    | 3,400            | 3,100         | 92            |
| WIBAUX                                       | 400              | 300           | 91            |
| <b>NORTH DAKOTA</b>                          |                  |               |               |
| ADAMS                                        | 1,000            | 900           | 90            |
| BILLINGS                                     | 400              | 300           | 94            |
| BOWMAN                                       | 1,200            | 1,100         | 90            |
| DUNN                                         | 1,400            | 1,200         | 89            |
| GOLDEN VALLEY                                | 900              | 800           | 93            |
| GRANT                                        | 1,500            | 1,300         | 90            |
| HETTINGER                                    | 1,500            | 1,400         | 92            |
| MC KENZIE                                    | 2,100            | 1,900         | 93            |
| MERCER                                       | 1,500            | 1,400         | 88            |
| MORTON WEST                                  | 3,000            | 2,700         | 92            |
| SLOPE                                        | 500              | 500           | 93            |
| STARK                                        | 5,200            | 4,800         | 92            |
| <b>SOUTH DAKOTA</b>                          |                  |               |               |
| HARDING                                      | 600              | 500           | 86            |
| PERKINS                                      | 1,600            | 1,400         | 83            |
| <b>STATION TOTAL</b>                         | <b>36,200</b>    | <b>32,200</b> | <b>89</b>     |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  |               | <b>20,100</b> |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  |               | <b>15,800</b> |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  |               | <b>2</b>      |

# North Dakota—Fargo-Grand Forks



## KTHI-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2069-ft. above ground, 3021-ft. above sea level.

Latitude 47° 23' 36"  
Longitude 97° 20' 28"

Transmitter: 7.5-mi. W of center of Hillsboro.

Studio: 1350 21st Ave. S. (58101).

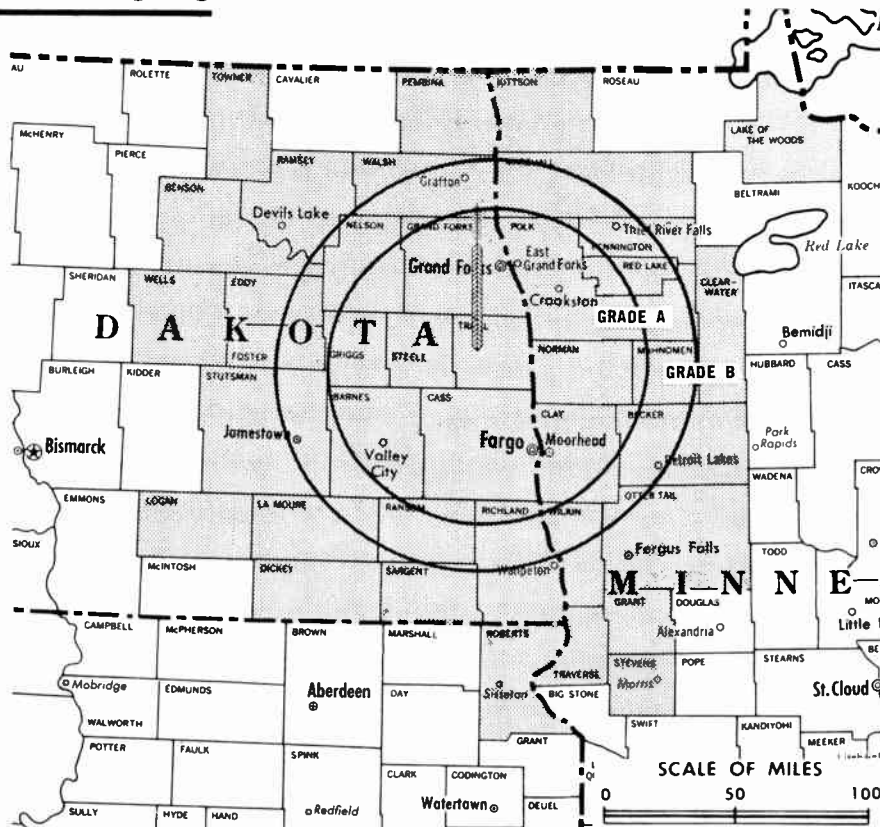
Telephone: 701-237-5211.

Color: Network.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965  
ARB study.



KTHI-TV Ref: FCC File No. BMPCT-5881 Granted 8/13/63

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

## KTHI-TV

Licensee: Pembina Bcstg. Co. Inc., Manchester Bldg.

Ownership: See KCND-TV, Pembina, N.D. Note: Sale pends, see WTUV, Evansville, Ind.

Began Operation: Oct. 11, 1959. Sale to present owner by North Dakota Bcstg. approved by FCC July 25, 1962 (Television Digest, Vol. 2:20).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

HUGH K. BOICE JR., general manager.  
WILLIAM HUTTON, sales manager.  
DAVE CHUMLEY, chief engineer.  
LOWELL JOHNSON, station manager.  
CLYDE PAYNE, production manager.  
ORLEN GUTTRONSON, promotion manager.

### DIGEST OF RATE CARD NO. 3 (Sept. 6, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
\$600.00 \$360.00 \$240.00 ..... \$125.00 ..... \$115.00

NETWORK BASE HOURLY RATE: \$450.

|                      |                |                |           |
|----------------------|----------------|----------------|-----------|
| MAHONOMEN            | 1,300          | 1,200          | 89        |
| MARSHALL             | 3,600          | 3,200          | 89        |
| NORMAN               | 3,000          | 2,700          | 89        |
| OTTER TAIL           | 13,200         | 11,700         | 89        |
| PENNINGTON           | 3,700          | 3,200          | 87        |
| POLK                 | 10,200         | 9,400          | 92        |
| RED LAKE             | 1,300          | 1,200          | 91        |
| STEVENS              | 3,100          | 2,800          | 92        |
| TRAVERSE             | 1,900          | 1,800          | 92        |
| WILKIN               | 2,900          | 2,700          | 95        |
| <b>NORTH DAKOTA</b>  |                |                |           |
| BARNES               | 4,900          | 4,700          | 96        |
| BENSON               | 2,300          | 2,000          | 88        |
| CASS                 | 21,500         | 20,500         | 96        |
| DICKEY               | 2,100          | 1,900          | 89        |
| EDDY                 | 1,400          | 1,300          | 94        |
| FOSTER               | 1,500          | 1,400          | 93        |
| GRAND FORKS          | 14,800         | 14,000         | 95        |
| GRIGGS               | 1,400          | 1,300          | 94        |
| LA MOURE             | 2,400          | 2,200          | 93        |
| LOGAN                | 1,300          | 1,100          | 90        |
| NELSON               | 2,000          | 1,900          | 95        |
| PEMBINA              | 3,600          | 3,000          | 85        |
| RAMSEY               | 3,800          | 3,500          | 92        |
| RANSOM               | 2,400          | 2,300          | 94        |
| RICHLAND             | 5,300          | 5,000          | 93        |
| SARGENT              | 1,900          | 1,800          | 94        |
| STEELE               | 1,300          | 1,300          | 95        |
| STUTSMAN             | 6,900          | 6,600          | 96        |
| TOWNER               | 1,400          | 1,300          | 90        |
| TRAILL               | 3,100          | 3,000          | 96        |
| WALSH                | 4,800          | 4,500          | 94        |
| WELLS                | 2,500          | 2,300          | 92        |
| <b>SOUTH DAKOTA</b>  |                |                |           |
| ROBERTS              | 3,500          | 3,100          | 89        |
| <b>STATION TOTAL</b> | <b>165,900</b> | <b>153,300</b> | <b>92</b> |

NET WEEKLY CIRCULATION (MARCH 65) 111,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 76,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



# North Dakota—Fargo



**WDAY-TV**



Ch. 6

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"  
Longitude 97° 11' 58"

**Transmitter:** 1-mi. E of Amenia, N.D.

**Studio:** 207 N. 5th St. (58102).

**AM Affiliate:** WDAY, 5-kw, 970 kc (NBC).

**FM Affiliate:** WDAY-FM, 42-kw, 93.7 mc (No. 229), 1150-ft. antenna height.

**O & O Translator:** K02DD, Jamestown, N.D.

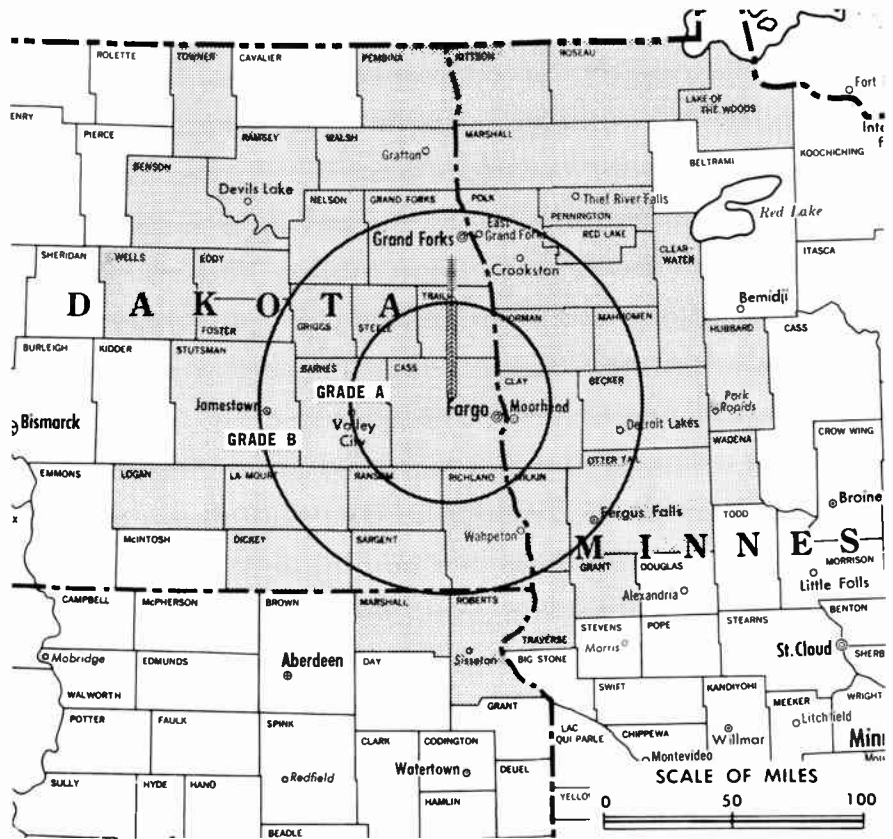
**Color:** Network & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

**News Film Service:** NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WDAY-TV Ref: FCC File No. BPCT-2499 Granted 7/31/58

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

## WDAY-TV

**Licensee:** WDAY Inc., Box 1031, 207 N. 5th St.

**Telephone:** 701-232-3371.

**TWX No.:** 910-674-2355.

**Ownership:** Forum Publishing Co., 55.56%; Norman D. Black Jr., pres., 4.63%; William Lontz, treas., 1.56%; J. E. Markle, 7.04%; Charlotte Lontz, 3.93%; Mrs. M. B. Foreman, 3.52%; Donald D. Lontz, 1.56%; Helen P. Kolouch, 2.96%; Kathryn P. Bond, 2.96%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black trustees), 12.89%. Forum Publishing Co. publishes Fargo Forum and Moorhead (Minn.) Daily News. Forum Publishing ownership: Norman D. Black Jr., pres., 39.5%; John D. Paulson, secy., 5.8%; William C. Lontz, treas., 7.6%; Cora P. Black, 5%; N. D. Black estate (N. D. Black Jr. & Cora P. Black trustees), 22.4%; Donald D. Lontz, 7.6%; Irene E. Paulson, 9.1%; four others, none holding more than 2%.

**Began Operation:** June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

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

**Represented (legal) by:** Marmet & Schneider.

**Personnel:**

- NORMAN D. BLACK JR., president.
- JACK DUNN, executive vice president.
- JACK LESTER, general manager.
- KEN KENNEDY, station manager, program & production.
- JULIUS HETLAND, technical director.
- ROY PEDERSEN, promotion & merchandising manager.
- NORM SCHRADER, news director.

### DIGEST OF RATE CARD NO. 8 (Nov. 1, 1964)

|                                         |          |          |          |          |          |         |
|-----------------------------------------|----------|----------|----------|----------|----------|---------|
| Hour                                    | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 8 Sec.  |
| Class AA—7:30-10 p.m., daily.           |          |          |          |          |          |         |
| \$600.00                                | \$350.00 | \$225.00 | \$150.00 | \$130.00 | \$120.00 | \$60.00 |
| <b>NETWORK BASE HOURLY RATE: \$475.</b> |          |          |          |          |          |         |

| STATE/COUNTY        | TOTAL HOUSEHOLDS | TV HOMES | PER |
|---------------------|------------------|----------|-----|
| <b>MINNESOTA</b>    |                  |          |     |
| BECKER              | 6,300            | 5,700    | 90  |
| CLAY                | 11,500           | 11,100   | 97  |
| CLEARWATER          | 2,300            | 1,800    | 80  |
| GRANT               | 2,400            | 2,300    | 95  |
| HUBBARD             | 2,900            | 2,300    | 78  |
| KITTSOON            | 2,100            | 1,800    | 83  |
| LAKE OF THE WOODS   | 1,000            | 700      | 64  |
| MAHONOMEN           | 1,300            | 1,200    | 89  |
| MARSHALL            | 3,600            | 3,200    | 89  |
| NORMAN              | 3,000            | 2,700    | 89  |
| OTTER TAIL          | 13,200           | 11,700   | 89  |
| PENNINGTON          | 3,700            | 3,200    | 87  |
| POLK                | 10,200           | 9,400    | 92  |
| RED LAKE            | 1,300            | 1,200    | 91  |
| ROSEAU              | 3,000            | 2,100    | 71  |
| TRAVERSE            | 1,900            | 1,800    | 92  |
| WADENA              | 3,300            | 2,700    | 82  |
| WILKIN              | 2,900            | 2,700    | 95  |
| <b>NORTH DAKOTA</b> |                  |          |     |
| BARNES              | 4,900            | 4,700    | 96  |
| BENSON              | 2,300            | 2,000    | 88  |
| CASS                | 21,500           | 20,500   | 96  |
| DICKEY              | 2,100            | 1,900    | 89  |
| EDDY                | 1,400            | 1,300    | 94  |
| FOSTER              | 1,500            | 1,400    | 93  |
| GRAND FORKS         | 14,800           | 14,000   | 95  |
| GRIGGS              | 1,400            | 1,300    | 94  |
| LA MOURE            | 2,400            | 2,200    | 93  |
| LOGAN               | 1,300            | 1,100    | 90  |
| NELSON              | 2,000            | 1,900    | 95  |
| PEMBINA             | 3,600            | 3,000    | 85  |
| RAMSEY              | 3,800            | 3,500    | 92  |
| RANSOM              | 2,400            | 2,300    | 94  |
| RICHLAND            | 5,300            | 5,000    | 93  |

(Continued on page 473-b)

|               |         |         |    |
|---------------|---------|---------|----|
| STATION TOTAL | 173,900 | 159,200 | 92 |
|---------------|---------|---------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 128,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 97,400  |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 5       |

# North Dakota—Minot

3518



**KMOT**



Ch. 10

[Satellite of KFYZ-TV, Bismarck]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 147.3-kw visual, 74-kw aural. Antenna: 450-ft. above av. terrain, 438-ft. above ground, 2198-ft. above sea level.

Latitude 48° 12' 56"

Longitude 101° 19' 05"

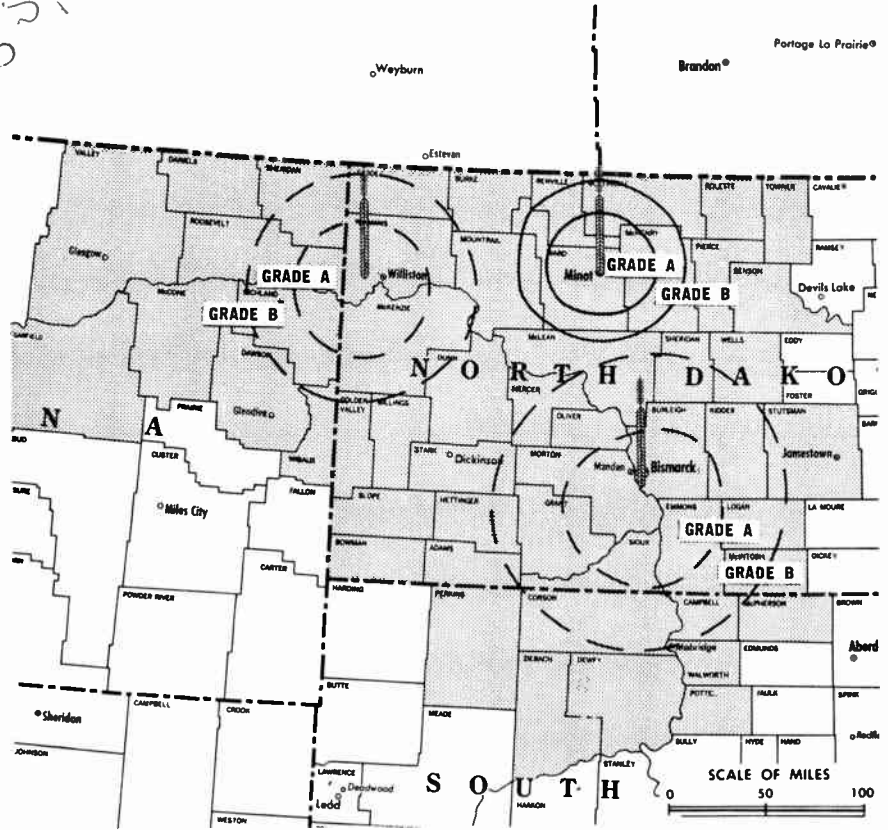
Transmitter: Southdale, Minot, N.D.

Color: Network only.

News Wire Service: UPI, AP.

Represented (engineering) by John Creutz.

ARB Data for this station included with parent KFYZ-TV, Bismarck.



County coverage (shaded area) based on 1965 ARB study.

KMOT Ref: FCC File No. BPCT-3310 Granted 5/12/64

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

## KMOT

Licensee: Meyer Broadcasting Co., Broadway at Fourth (58701).

Studio: Southdale, Minot, N.D.

Telephone: 701-223-0900, Bismarck.

Ownership: See KFYZ-TV.

Began Operation: Jan. 20, 1958.

Represented (sales) by Blair Television Associates Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Hogan & Hartson.

Personnel:

WILLIAM EKBERG, president & film buyer (Bismarck).

MYRON ATKINSON, general manager.

WES HAUGEN, station manager.

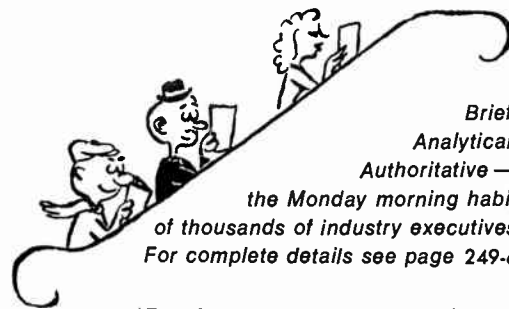
DAVE STUART, national sales manager (Bismarck).

OLE ORSON, chief engineer.

Rates: Sold in combination with KFYZ-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$125 (NBC), \$150 (ABC).

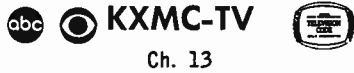
## People on the way up read Television Digest\*



Brief,  
Analytical,  
Authoritative —  
the Monday morning habit  
of thousands of industry executives  
For complete details see page 249-c

\*People on the way down didn't!

# North Dakota—Minot



3318

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 245-kw visual, 43.7-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level.

Latitude 48° 03' 02"  
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Studio: KXMC Building.

Telephone: 701-838-2104.

TWX No.: 701-421-5003.

AM Affiliate: KCJB, 1-kw, 910 kc (CBS).

0 & 0 Translator: K02DM, Minot, N.D.

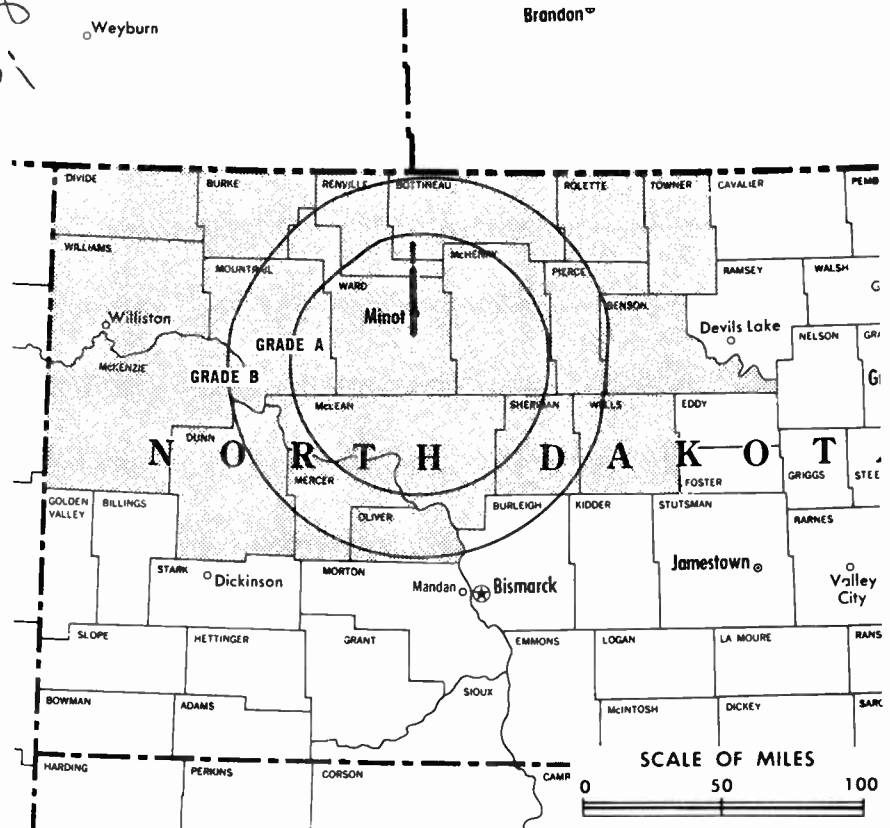
Color: Network.

News Wire Service: AP.

Represented (engineering) by Lloyd R. Amoo.

Represented (legal) by Prince & Paul.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

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

## KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. (58701).

Ownership: Chester Reiten, pres., 40%; Lloyd R. Amoo, v.p., 30%; W. L. Hurley, v.p., 30%. Also owns radio KCJB, Minot.

Began Operation: April 4, 1953. Sale to present owners by formerly 100% owner N. Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43). Ownership interlocks with radio KCJB, Minot.

Represented (sales) by Young Television; Wm. L. Hurley (regional).

### Personnel:

CHESTER REITEN, president, general manager & film buyer.  
HENRY BEUCHLER, local sales manager.  
ROD ROMINE, program director.  
CIS HADLEY, director of women's programs.  
DUANE AASE, chief engineer.

Rates: Sold only in combination with KXJB-TV, Valley City, KXMB-TV, Bismarck and KXAB-TV, Aberdeen, S.D. (North Dakota KX Network).

For North Dakota Translators, see Section c

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>NORTH DAKOTA</b>  |                  |               |           |
| BENSON               | 2,300            | 2,000         | 88        |
| BOTTINEAU            | 3,200            | 3,000         | 92        |
| BURKE                | 1,500            | 1,300         | 90        |
| DIVIDE               | 1,600            | 1,400         | 87        |
| DUNN                 | 1,400            | 1,200         | 89        |
| MC HENRY             | 2,900            | 2,700         | 93        |
| MC KENZIE            | 2,100            | 1,900         | 93        |
| MC LEAN              | 3,300            | 3,000         | 94        |
| MERCER               | 1,500            | 1,400         | 88        |
| MOUNTRAIL            | 3,100            | 2,800         | 91        |
| OLIVER               | 700              | 600           | 93        |
| PIERCE               | 1,700            | 1,600         | 90        |
| RENVILLE             | 1,200            | 1,100         | 96        |
| ROLETTE              | 2,500            | 2,000         | 80        |
| SHERIDAN             | 1,000            | 900           | 91        |
| TOWNER               | 1,400            | 1,300         | 90        |
| WARD                 | 15,100           | 14,200        | 94        |
| WELLS                | 2,500            | 2,300         | 92        |
| WILLIAMS             | 7,400            | 6,800         | 93        |
| <b>STATION TOTAL</b> | <b>56,400</b>    | <b>51,500</b> | <b>91</b> |

|                                       |        |
|---------------------------------------|--------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 39,500 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 32,900 |
| COLOR PENETRATION PERCENTAGE (NDV 65) | 2      |

# North Dakota—Pembina



**KCND-TV**



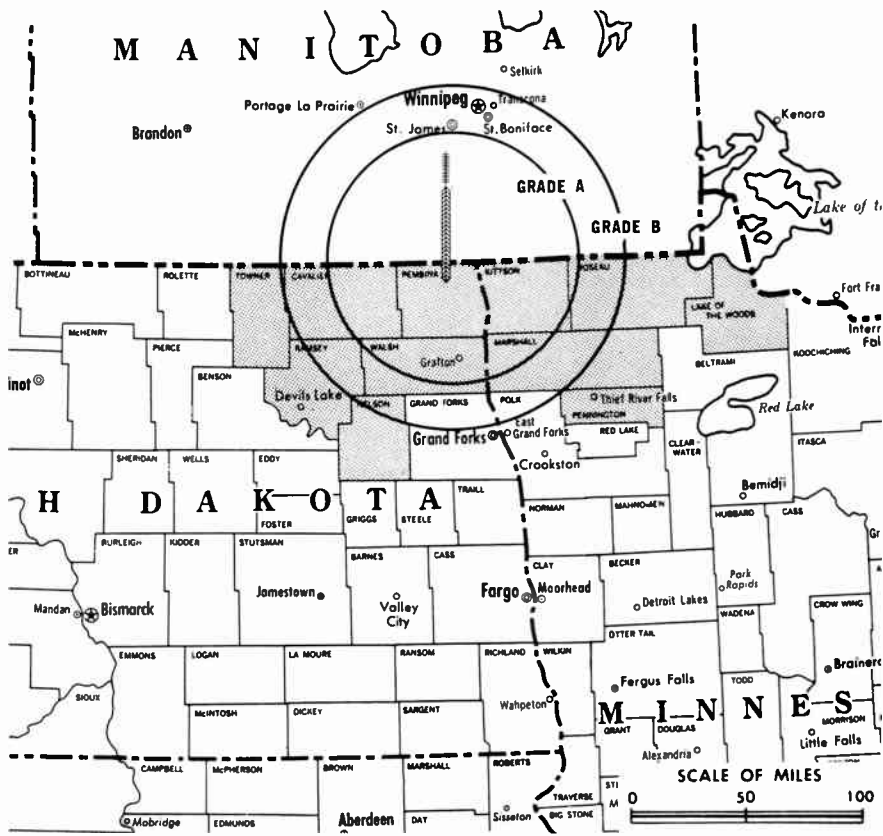
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 288-kw visual, 43.6-kw aural. Antenna: 1400-ft. above av. terrain, 1457-ft. above ground, 2253-ft. above sea level.

Latitude 48° 59' 42"  
Longitude 97° 24' 26"

Transmitter: 7-mi. W of Pembina.  
Studio: Stutsman & Fifth.  
Color: Network only.  
News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

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## KCND-TV

Grantee: Pembina Broadcasting Co. Inc., Box 127, Grand Forks, N.D. (58201).

Telephone: 701-825-6292, Pembina, N.D.

Ownership: Producers Inc., 80.8%; Harry F. Rice, 9.6%; R. C. Lukkason estate, 9.6%. Pembina Bcstg. also operates KTHI-TV, Fargo-Grand Forks, N.D. Producers Inc. also controls WTVW, Evansville, Ind. Note: Sale pends, see WTVW, Evansville.

Began Operation: Nov. 7, 1960. Sale to present owners by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Television Digest, Vol. 2:20).

Represented (sales) by National TV Sales; Radio-Television Representatives (Toronto); Channel 12 Manitoba Ltd. (Winnipeg).

Represented (legal) by Wilner & Bergson.

Represented (engineering) by C. J. Thomforde (Grand Forks).

Personnel:

RICHARD VINCENT, general manager.  
LLOYD CHALE, chief engineer.

### DIGEST OF RATE CARD NO. 4 (April 1, 1964)

|                               |          |          |         |         |         |        |
|-------------------------------|----------|----------|---------|---------|---------|--------|
| Hour                          | 30 Min.  | 15 Min.  | 5 Min.  | Min.    | 20 Sec. | 8 Sec. |
| Class AA—6:30-10 p.m., daily. |          |          |         |         |         |        |
| \$550.00                      | \$400.00 | \$300.00 | \$60.00 | \$50.00 | \$30.00 |        |

NETWORK BASE HOURLY RATE: \$100.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|----------------------|------------------|---------------|-----------|
| <b>MINNESOTA</b>     |                  |               |           |
| KITTSON              | 2,100            | 1,800         | 83        |
| LAKE OF THE WOODS    | 1,000            | 700           | 64        |
| MARSHALL             | 3,600            | 3,200         | 89        |
| PENNINGTON           | 3,700            | 3,200         | 87        |
| ROSEAU               | 3,000            | 2,100         | 71        |
| <b>NORTH DAKOTA</b>  |                  |               |           |
| CAVALIER             | 2,700            | 2,100         | 80        |
| NELSON               | 2,000            | 1,900         | 95        |
| PEMBINA              | 3,600            | 3,000         | 85        |
| RAMSEY               | 3,800            | 3,500         | 92        |
| TOWNER               | 1,400            | 1,300         | 90        |
| WALSH                | 4,800            | 4,500         | 94        |
| <b>STATION TOTAL</b> | <b>31,700</b>    | <b>27,300</b> | <b>86</b> |

NET WEEKLY CIRCULATION (MARCH 65) 18,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 13,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 2  
(Station also received in Canadian markets)

For Other Sales & Transfers  
see Section c.

# North Dakota—Valley City

## KXJB-TV

Ch. 4

[Also operates affiliated KXMB-TV, Bismarck, N.D. & KXAB-TV, Aberdeen, S.D.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 1090-ft. above av. terrain, 1085-ft. above ground, 2504-ft. above sea level.

Latitude 47° 05' 29"  
Longitude 97° 51' 15"

Holds CP for change to 97.7-kw visual, 10-kw aural, 2026-ft. above av. terrain, 2060-ft. above ground, lat. 47° 16' 45", long. 97° 20' 18"; transmitter to 3-mi. E & 1-mi. N of Gelesburg, N.D.

Transmitter: 7.5-mi. S of Pillsbury, N.D.

Studios: W. Main Ave., Fargo; Granger Hill, Valley City.

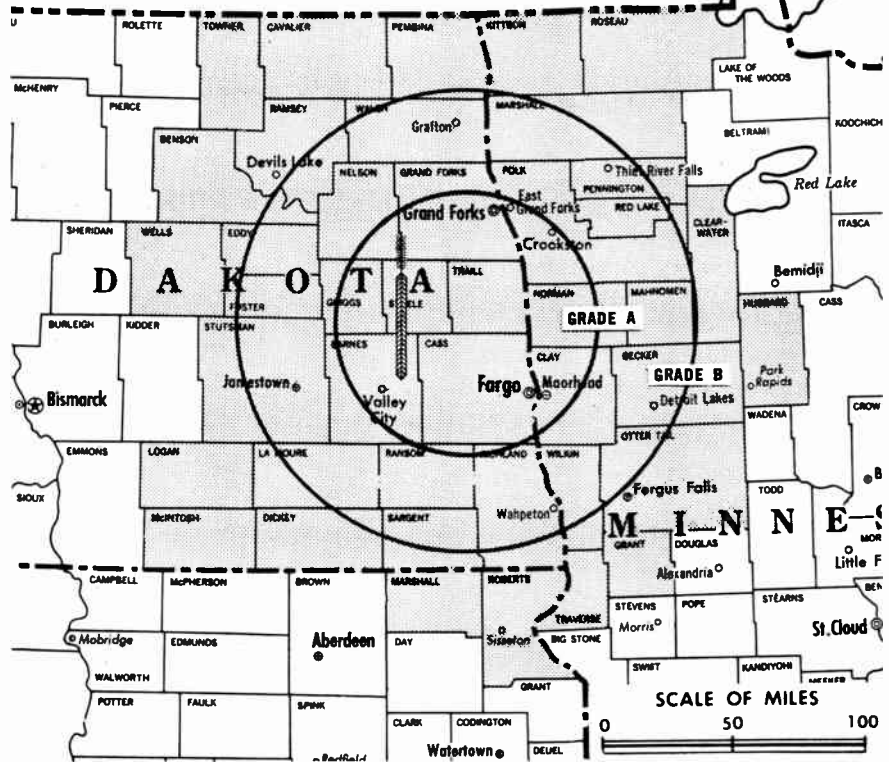
TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KXJB-TV Ref: FCC File No. BMI-CT-1485 Granted 11/6/53  
CP: BPC-3088 Granted 7/24/64

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## KXJB-TV

Licensee: North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D. (58101).

Telephone: 701-235-4461, Fargo.

TWX No.: 701-221-6020.

Ownership: Jamestown Bcstg. Co. Inc., 65%; over 20 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KXMB-TV, Bismarck, N.D.; KXAB-TV, Aberdeen, S.D.

Began Operation: July 12, 1954.

Represented (sales) by Young Television.

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

Personnel:

JOHN W. BOLER, president & general manager.  
IRVING IVERS, national sales manager.  
ARTHUR BLEICH, news director.  
TOM STARKLE, traffic manager.  
CONNIE BLACKSTEAD, program manager & film buyer.  
ROBERT MONGOLD, production manager.  
ROBERT RIDGWAY, chief engineer.

### DIGEST OF RATE CARD NO. 12\*—(Oct. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$1300.00 \$780.00 \$520.00 \$350.00 \$212.00 \$196.00 \$106.00

\*Sold only in combination with KXMB-TV, Bismarck, KXMC-TV, Minot, N.D. and KXAB-TV, Aberdeen, S.D. (North Dakota KX Network).

NETWORK BASE HOURLY RATE: \$450.

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES |     |
|------------------|------------------|----------|-----|
|                  |                  | HOMES    | PER |
| <b>MINNESOTA</b> |                  |          |     |
| BECKER           | 6,300            | 5,700    | 90  |
| CLAY             | 11,500           | 11,100   | 97  |
| CLEARWATER       | 2,300            | 1,800    | 80  |
| GRANT            | 2,400            | 2,300    | 95  |
| HUBBARD          | 2,900            | 2,300    | 78  |

|            |        |        |    |
|------------|--------|--------|----|
| KITTON     | 2,100  | 1,800  | 83 |
| MAHMONEN   | 1,300  | 1,200  | 89 |
| MARSHALL   | 3,600  | 3,200  | 89 |
| NORMAN     | 3,000  | 2,700  | 89 |
| OTTER TAIL | 13,200 | 11,700 | 89 |
| PENNINGTON | 3,700  | 3,200  | 87 |
| PDLK       | 10,200 | 9,400  | 92 |
| RED LAKE   | 1,300  | 1,200  | 91 |
| ROSEAU     | 3,000  | 2,100  | 71 |
| TRAVERSE   | 1,900  | 1,800  | 92 |
| WILKIN     | 2,900  | 2,700  | 95 |

|                     |        |        |    |
|---------------------|--------|--------|----|
| <b>NORTH DAKOTA</b> |        |        |    |
| BARNES              | 4,900  | 4,700  | 96 |
| BENSON              | 2,300  | 2,000  | 88 |
| CASS                | 21,500 | 20,500 | 96 |
| CAVALIER            | 2,700  | 2,100  | 80 |
| DICKEY              | 2,100  | 1,900  | 89 |
| EDDY                | 1,400  | 1,300  | 94 |
| FOSTER              | 1,500  | 1,400  | 93 |
| GRAND FORKS         | 14,800 | 14,000 | 95 |
| GRIGGS              | 1,400  | 1,300  | 94 |
| LA MOURE            | 2,400  | 2,200  | 93 |
| LOGAN               | 1,300  | 1,100  | 90 |
| MC INTOSH           | 1,700  | 1,400  | 86 |
| NELSON              | 2,000  | 1,900  | 95 |
| PEMBINA             | 3,600  | 3,000  | 85 |
| RAMSEY              | 3,800  | 3,500  | 92 |
| RANSOM              | 2,400  | 2,300  | 94 |
| RICHLAND            | 5,300  | 5,000  | 93 |
| SARGENT             | 1,900  | 1,800  | 94 |
| STEELE              | 1,300  | 1,300  | 95 |
| STUTSMAN            | 6,900  | 6,600  | 96 |
| TOWNER              | 1,400  | 1,300  | 90 |
| TRAILL              | 3,100  | 3,000  | 96 |
| WALSH               | 4,800  | 4,500  | 94 |
| WELLS               | 2,500  | 2,300  | 92 |

|                     |       |       |    |
|---------------------|-------|-------|----|
| <b>SOUTH DAKOTA</b> |       |       |    |
| MARSHALL            | 1,900 | 1,600 | 87 |
| ROBERTS             | 3,500 | 3,100 | 89 |

STATION TOTAL 174,000 159,300 92

NET WEEKLY CIRCULATION (MARCH 65) 124,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 87,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# North Dakota—Williston



**KUMV-TV**



Ch. 8

[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 93.3-kw visual, 51.3-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

Transmitter: U.S. Rt. 2, 10-mi. W of Williston.

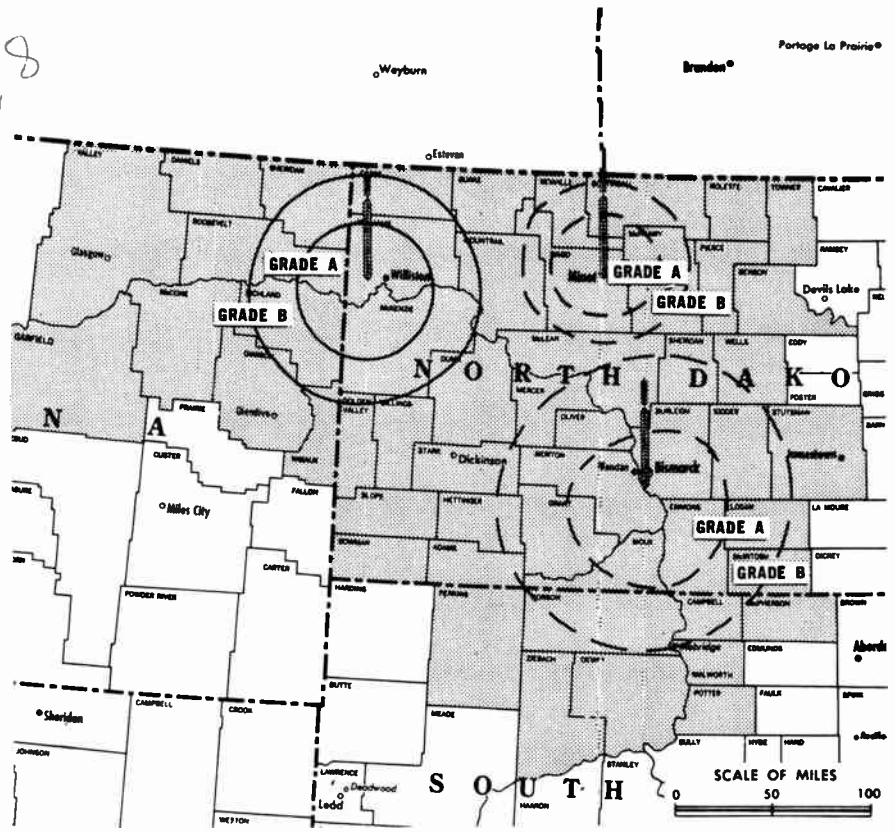
Color: Network only.

News Wire Service: UPI, AP.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by John Creutz.

11.8



County coverage (shaded area) based on 1965 ARB study.

KUMV-TV Ref: FCC File No. BPCT-2141 Granted 7/18/56

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## KUMV-TV

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D. (58501).

Studio: U.S. Rt. 2, 10-mi. W of Williston.

Telephone: 701-223-0900, Bismarck.

Ownership: Same as KFYP-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates Inc.; Harry S. Hyett.

Personnel:

WILLIAM EKBERG, president & film buyer.

MYRON ATKINSON, general manager.

ROBERT WILKENS, station manager.

DAVE STUART, national sales manager (Bismarck).

OSCAR HALVORSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$125 (NBC), \$150 (ABC).

ARB Data for this Station Included with Parent KFYP-TV, Bismarck. The Above Map Reflects Coverage of Parent & Satellites KUMV-TV & KMOT, Minot, N.D.

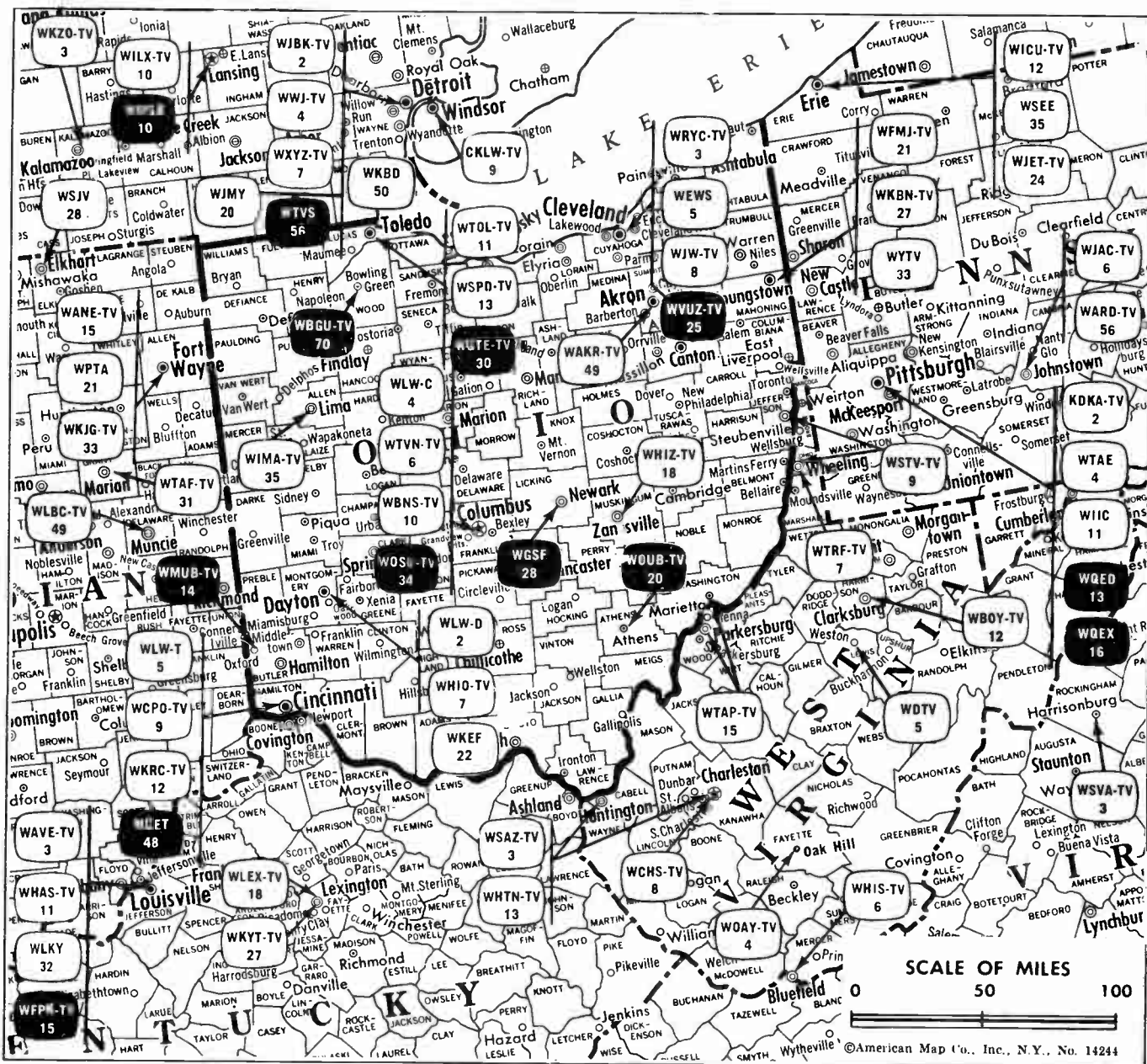
## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

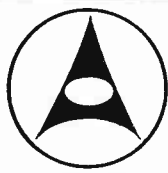
|                   |                         |          |
|-------------------|-------------------------|----------|
| WASHINGTON, D.C.: | RCA Building            | 333-9270 |
| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |



# Ohio



| Market                | ARB Net Weekly Circulation | Rank | Total Homes | Rank | TV Households | Rank |
|-----------------------|----------------------------|------|-------------|------|---------------|------|
| Cleveland             | 1,243,300                  | 8    | 1,494,600   | 15   | 1,455,100     | 15   |
| Cincinnati            | 719,500                    | 16   | 1,056,100   | 19   | 1,009,900     | 19   |
| Toledo                | 549,600                    | 26   | 1,806,700   | 10   | 1,763,800     | 8    |
| Dayton                | 533,600                    | 28   | 1,009,500   | 20   | 976,300       | 20   |
| Columbus              | 501,100                    | 30   | 749,300     | 34   | 723,900       | 33   |
| Steubenville-Wheeling | 495,100                    | 31   | 1,554,400   | 14   | 1,500,800     | 14   |
| Youngstown            | 193,800                    | 95   | 434,200     | 73   | 421,500       | 65   |
| Lima                  | 54,300                     | 183  | 129,200     | 174  | 124,700       | 169  |
| Akron                 | 37,900                     | 200  | 219,400     | 130  | 213,600       | 124  |
| Zanesville            | 27,000                     | 209  | 59,300      | 204  | 56,400        | 203  |



**AMECO INC.**

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## AMECO "SALESMOBILE SERVICE"

IN OHIO

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Phone: 513-321-8060

Harrisburg Warehouse

717-737-3792



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

**WOUB-TV**

**Athens**

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 195-kw visual, 98.5-kw aural. Antenna: 810-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude 39° 18' 50"  
Longitude 82° 08' 54"

**WBGU-TV**

**Bowling Green**

Ch. 70

Non-Commercial Educational Station

Grantee: Bowling Green State University.

Technical Facilities: Channel No. 70 (806-812 mc). Authorized power: 10.1-kw visual, 5.5-kw aural. Antenna: 170-ft. above av. terrain, 153-ft. above ground, 854-ft. above sea level.

Latitude 41° 22' 33.5"  
Longitude 83° 38' 33.6"

**WCET**

**Cincinnati**

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chicasaw Street.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 174-kw visual, 87.1-kw aural. Antenna: Mounted on WLWT tower, 490-ft. above av. terrain, 350-ft. above ground, 1191-ft. above sea level.

Latitude 39° 07' 28"  
Longitude 84° 31' 18"

**WVIZ-TV**

**Cleveland**

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland, 715 Carnegie Ave. (44115).

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 500-kw visual, 250-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude 41° 20' 32"  
Longitude 81° 44' 22"

**WOSU-TV**

**Columbus**

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 117-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level.

Latitude 40° 00' 28"  
Longitude 83° 02' 49"

**WGSF**

**Newark**

Ch. 28

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 North 5th St.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 14.65-kw visual, 8.55-kw aural. Antenna: 512-ft. above av. terrain, 448-ft. above ground, 1528-ft. above sea level.

Latitude 40° 05' 28"  
Longitude 82° 24' 26"

**WMUB-TV**

**Oxford**

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 300-ft. above av. terrain, 352-ft. above ground, 1243-ft. above sea level.

Latitude 39° 30' 26"  
Longitude 84° 44' 09"

**WGTE-TV**

**Toledo**

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, 2801 Bancroft St.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: .29-kw visual, .15-kw aural. Antenna: 190-ft. above av. terrain, 199-ft. above ground, 819-ft. above sea level.

Latitude 41° 39' 44"  
Longitude 83° 36' 52"

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

**WTAP-TV**

**Marietta**

(See Parkersburg, W.Va.)

**WTRF-TV**

**Steubenville**

(See Wheeling, W.Va.)

| Ohio Station Status as of Feb. 1, 1966                              | VHF | UHF | TOTAL |
|---------------------------------------------------------------------|-----|-----|-------|
| <input type="checkbox"/> Commercial Television Stations             | 14  | 7   | 21    |
| <input checked="" type="checkbox"/> Educational Television Stations | 0   | 8   | 8     |
|                                                                     |     |     | 29    |

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|                   |                         |          |
|-------------------|-------------------------|----------|
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| CHICAGO:          | 333 N. Michigan Avenue, | 346-6460 |
| ATLANTA:          | Mony Building,          | 873-5626 |
| BEVERLY HILLS:    | Bank of America Bldg.   | 274-8151 |

# Ohio—Akron



**WAKR-TV**



Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 213-kw maximum and 110-kw horizontal visual, 11.2-kw aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level.

Latitude 41° 04' 56"  
Longitude 81° 31' 07"

Transmitter: First National Tower Bldg.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP, UPI.

News Film Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kc.

FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded area) based on 1965 ARB study.



WAKR-TV Ref: FCC File No. BMPCT-984 Granted 4/14/53

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

## WAKR-TV

Licensee: The Summit Radio Corp., 853 Copley Rd., Akron (44320).

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: 216-762-8811. TWX No.: 216-972-9296.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; S. Bernard Berk, pres.; Roger G. Berk, v.p.; Viola G. Berk, secy.-treas., 55%; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes Akron Beacon Journal, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of Detroit Free Press, Miami Herald, Charlotte (N.C.) Observer and News, Tallahassee (Fla.) Democrat. Miami Herald Publishing Co. owns weekly Coral Gables Times and Florida Keys Keynoter. James L. Knight is pres. of Miami Beach Daily Sun and weeklies Miami Shores Journal, North Miami Journal, and North Miami Beach Journal. Summit Radio subsidiary, Group One Bcstg., owns radios WONE & FM, Dayton, Ohio.

Began Operation: June 7, 1953.

Represented (sales) by Eastman TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

S. BERNARD BERK, president.  
ROGER G. BERK, v.p., general manager.  
MILTON KOMITO, v.p., station manager.  
JOE HOUSTON, operations supervisor.  
JACK FITZGIBBONS, news director.  
IRWIN L. KNOPP, chief engineer.

### DIGEST OF RATE CARD NO. 3—(Sept. 1, 1964)

| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.  | 20 Sec. | 10 Sec. |
|----------------------------------|----------|----------|----------|---------|---------|---------|
| Class A—6:30-11 p.m., daily.     |          |          |          |         |         |         |
| \$300.00                         | \$180.00 | \$120.00 | \$100.00 | \$90.00 | \$60.00 | \$30.00 |
| NETWORK BASE HOURLY RATE: \$150. |          |          |          |         |         |         |

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|---------------------------------------|------------------|----------------|-----------|
| OHIO                                  |                  |                |           |
| HOLMES                                | 5,600            | 5,000          | 88        |
| PORTAGE                               | 26,800           | 26,200         | 98        |
| SUMMIT                                | 165,000          | 161,600        | 98        |
| WAYNE                                 | 22,000           | 20,800         | 95        |
| <b>STATION TOTAL</b>                  | <b>219,400</b>   | <b>213,600</b> | <b>97</b> |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  | 37,900         |           |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  | 12,500         |           |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  | 12             |           |

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# Ohio—Cincinnati



**WCPO-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 309-kw visual, 58-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Requests 290-kw visual, 58-kw aural, 1016-ft. above av. terrain, 903-ft. above ground, 1743-ft. above sea level. BPCT—3632.

Transmitter: Dover & Symmes Sts.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: ① 81028

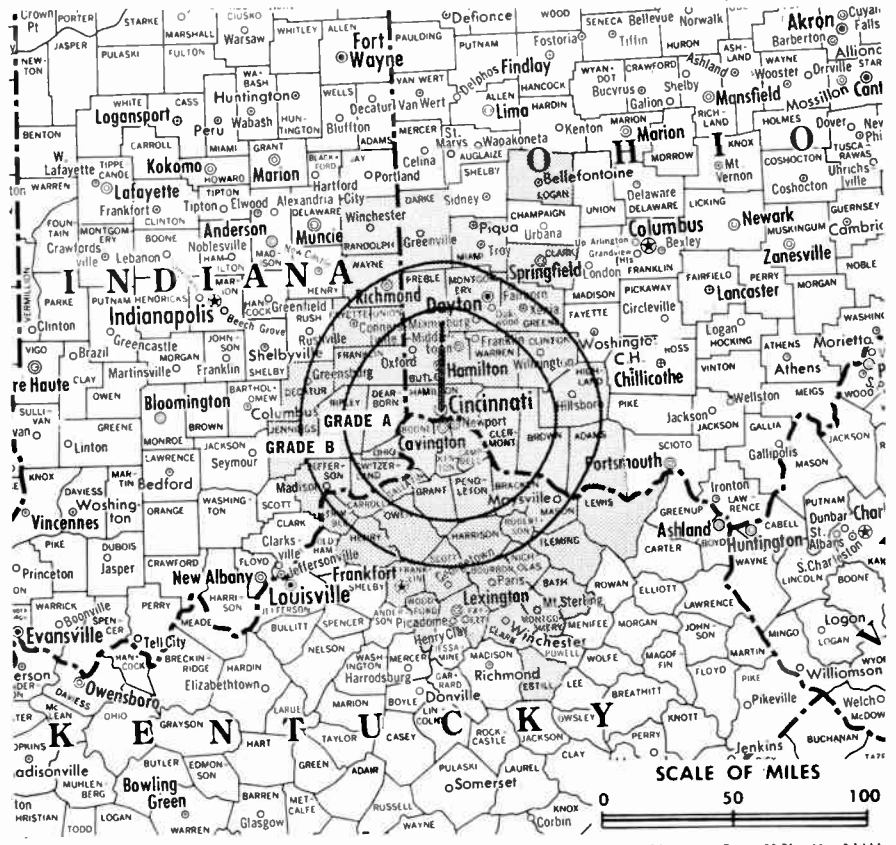
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WCPO-TV Ref: FCC File No. BPCT—830 Granted 7/10/52

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

## WCPO-TV

Licensee: Scripps-Howard Broadcasting Co., 2345 Symmes St. (45206)

Studio: 2345 Symmes St. Telephone: 513-861-9000. TWX No.: 810-461-2690.

Ownership: Scripps-Howard Broadcasting Co., 100%. Publisher of Cincinnati Post & Times-Star, as well as other newspapers. Also owns WEWS, Cleveland; WMCT & WMC, Memphis; WNOX, Knoxville and WPTV, West Palm Beach, Fla. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Broadcasting Co., see WEWS, Cleveland, Ohio.

Began Operation: July 26, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

JACK R. HOWARD, president.  
M. C. WATTERS, exec. vice president.  
ROBERT GORDON, general manager.  
WILLIAM RITCHIE, general sales manager.  
EARL CORBETT, operations manager.  
BERNARD BORDEN, film director.  
JOHN CLARK, program director.  
AL SCHOTTELKOTTE, news director.  
PAUL ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 16  
(May 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1500.00 \$900.00 \$600.00 \$400.00 \$380.00 \$360.00 \$180.00  
NETWORK BASE HOURLY RATE: \$1750.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|-----------------|------------------|----------|-----------|
| <b>INDIANA</b>  |                  |          |           |
| DEARBORN        | 8,600            | 8,300    | 97        |
| DECATUR         | 5,900            | 5,700    | 96        |
| FAYETTE         | 7,000            | 6,700    | 97        |
| FRANKLIN        | 4,400            | 4,200    | 94        |
| JEFFERSON       | 6,600            | 6,300    | 95        |
| JENNINGS        | 4,400            | 4,200    | 95        |
| OHIO            | 1,000            | 1,000    | 98        |
| RANDOLPH        | 8,800            | 8,400    | 96        |
| RIPLEY          | 5,900            | 5,600    | 95        |
| SWITZERLAND     | 2,000            | 1,800    | 93        |
| UNION           | 1,700            | 1,600    | 94        |
| WAYNE           | 23,500           | 22,600   | 96        |
| <b>KENTUCKY</b> |                  |          |           |
| BATH            | 2,600            | 1,900    | 74        |
| BOONE           | 7,600            | 7,300    | 96        |
| BOURBON         | 5,800            | 5,000    | 87        |
| BRACKEN         | 2,100            | 1,800    | 90        |
| CAMPBELL        | 28,200           | 27,000   | 96        |
| CARRULL         | 2,500            | 2,200    | 88        |
| CLARK           | 7,000            | 5,900    | 85        |
| ESTILL          | 3,200            | 2,000    | 64        |
| FAYETTE         | 44,600           | 40,200   | 90        |
| FLEMING         | 3,400            | 2,800    | 82        |
| FRANKLIN        | 9,500            | 8,500    | 90        |
| GALLATIN        | 1,200            | 1,000    | 89        |
| GRANT           | 2,600            | 2,300    | 87        |
| HARRISON        | 4,500            | 4,000    | 88        |
| HENRY           | 3,500            | 3,000    | 86        |
| KENTON          | 40,000           | 38,400   | 96        |
| LEWIS           | 3,600            | 2,800    | 80        |
| MASON           | 5,700            | 4,900    | 87        |
| MONTGOMERY      | 4,300            | 3,200    | 75        |
| NICHOLAS        | 1,900            | 1,500    | 79        |
| OWEN            | 2,200            | 1,800    | 83        |

(Continued on page 491-b)

STATION TOTAL 1,006,600 962,200 96

NET WEEKLY CIRCULATION (MARCH 65) 689,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 476,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 13

For Other Publishers With TV  
Station Holdings, see Section c

# Ohio—Cincinnati



**WKRC-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 174-kw horizontal visual, 31.6-kw maximum and 17.4-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level, with beam tilt.

Latitude 39° 06' 58.4"  
Longitude 84° 30' 05.0"

Transmitter: 1906 Highland Ave.

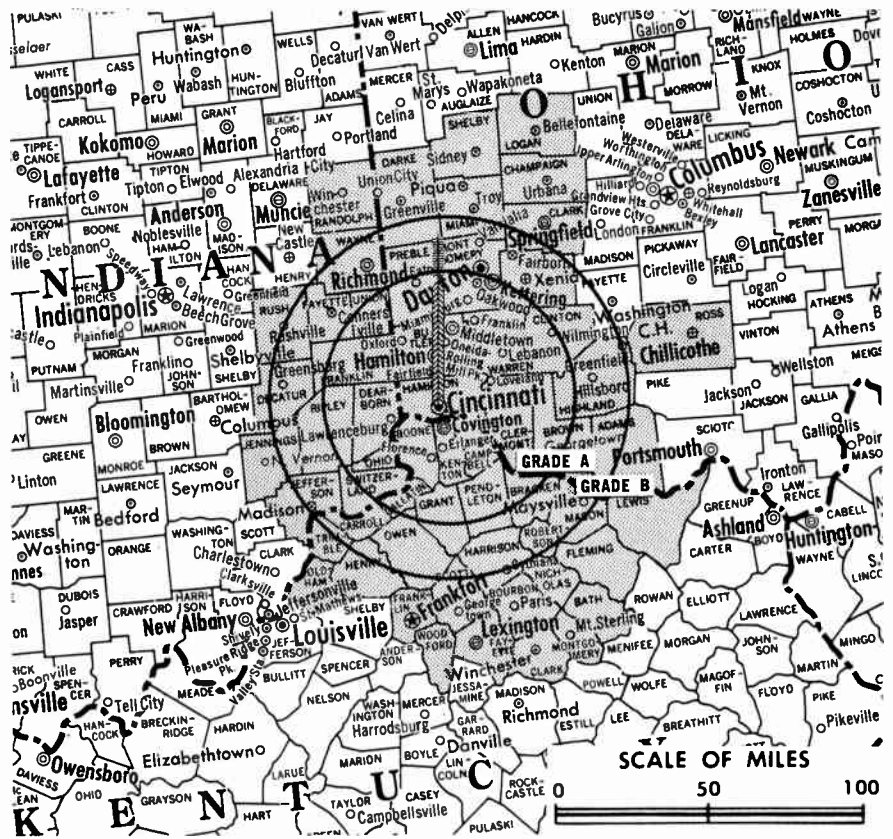
TV tape: Recording facilities.

Color: Network, film, slide & tape.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kc (CBS).

FM Affiliate: WKRC-FM, 10-kw, 101.9 mc (No. 270), 875-ft. antenna.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WKRC-TV Ref: FCC File No. BPCT-2882 Granted 12/6/61

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## WKRC-TV

Licensee: Taft Broadcasting Co., 1906 Highland Ave. (45219).

Studio: 1906 Highland Ave.

Telephone: 513-421-1750. TWX No.: 513-577-1617.

Ownership: 43.84% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Hulbert Taft Jr., chairman-chief exec.; Lawrence H. Rogers II, pres.; Roger B. Read, William H. Hansher, Don Chapin, R. T. Schlinkert, Sam T. Johnston & Robert Wiegand, v.p.'s; Charles Meachem, secy.; Dorothy S. Murphy, treas. Also owns WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham, Ala.; WKYT, Lexington, Ky.; WGR-TV, WGR & FM, Buffalo, N.Y.; WDAF-TV, WDAF & FM, Kansas City, Mo.; WNEP-TV, Scranton, Pa.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

### Personnel:

- LAWRENCE H. ROGERS II, president.
- DON CHAPIN, v.p., sales.
- SAM T. JOHNSTON, v.p., general manager & film buyer.
- HARRY G. MOHR, program director.
- H. NEEDHAM SMITH, general sales manager.
- BURCH RIBER, local sales manager.
- RAY OWEN, chief engineer.
- DAVE KLENK, commercial production manager.
- ROBERT F. SPINA, promotion director.

### DIGEST OF RATE CARD NO. P21 (Sept. 15, 1965)

| Hour     | 30 Min.                    | 15 Min.         | 5 Min.    | Min.      | 20 Sec.  | 8 Sec.   |           |           |
|----------|----------------------------|-----------------|-----------|-----------|----------|----------|-----------|-----------|
| Class AA | 7:30-10:30 p.m., Mon.-Sat. | 7-11 p.m., Sun. | \$1500.00 | \$1050.00 | \$750.00 | \$500.00 | \$360.00* | \$180.00* |

\*Class AA—8-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1850.

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>INDIANA</b>  |                  |          |     |
| DEARBORN        | 8,600            | 8,300    | 97  |
| DECATUR         | 5,900            | 5,700    | 96  |
| FAYETTE         | 7,000            | 6,700    | 97  |
| FRANKLIN        | 4,400            | 4,200    | 94  |
| JEFFERSON       | 6,600            | 6,300    | 95  |
| JENNINGS        | 4,400            | 4,200    | 95  |
| OHIO            | 1,000            | 1,000    | 98  |
| RANDOLPH        | 8,800            | 8,400    | 96  |
| RIPLEY          | 5,900            | 5,600    | 95  |
| RUSH            | 5,700            | 5,600    | 98  |
| SWITZERLAND     | 2,000            | 1,800    | 93  |
| UNION           | 1,700            | 1,600    | 94  |
| WAYNE           | 23,500           | 22,600   | 96  |
| <b>KENTUCKY</b> |                  |          |     |
| BATH            | 2,600            | 1,900    | 74  |
| BOONE           | 7,600            | 7,300    | 96  |
| BOURBON         | 5,800            | 5,000    | 87  |
| BRACKEN         | 2,100            | 1,800    | 90  |
| CAMPBELL        | 28,200           | 27,000   | 96  |
| CARROLL         | 2,500            | 2,200    | 88  |
| CLARK           | 7,000            | 5,900    | 85  |
| FAYETTE         | 44,600           | 40,200   | 90  |
| FLEMING         | 3,400            | 2,800    | 82  |
| FRANKLIN        | 9,500            | 8,500    | 90  |
| GALLATIN        | 1,200            | 1,000    | 89  |
| GRANT           | 2,600            | 2,300    | 87  |
| HARRISON        | 4,500            | 4,000    | 88  |
| HENRY           | 3,500            | 3,000    | 86  |
| KENTON          | 40,000           | 38,400   | 96  |
| LEWIS           | 3,600            | 2,800    | 80  |
| MASON           | 5,700            | 4,900    | 87  |
| MONTGOMERY      | 4,300            | 3,200    | 75  |

(Continued on page 491-b)

|               |           |           |    |
|---------------|-----------|-----------|----|
| STATION TOTAL | 1,049,100 | 1,004,100 | 96 |
|---------------|-----------|-----------|----|

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 719,500 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 484,500 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 13      |

# Ohio—Cincinnati



**WLW-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level.

Latitude 39° 07' 28.3"  
Longitude 84° 31' 18"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Studio: 140 W. 9th St.

TV tape: Recording facilities.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, ABC).

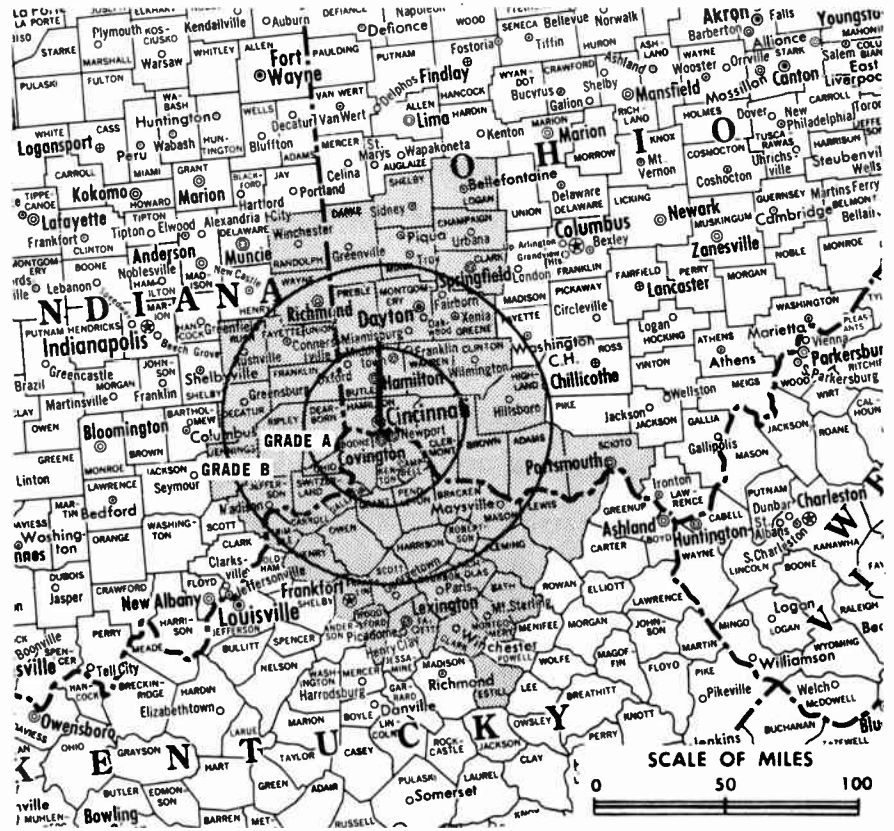
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



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## WLW-TV

Licensee: Avco Broadcasting Corp., 140 W. 9th St. (45202).  
Telephone: 513-241-1822. TWX No.: 513-577-1258.

Ownership: 100% owned by AVCO Corp.; Avco Bcstg. is TV-radio subsidiary. Avco Bcstg. Corp. officers: John T. Murphy, pres.; John J. Heywood, exec. v.p.; H. Peter Lasker, v.p., sales; Walter E. Bartlett, v.p., television; Michael Kievman, v.p., programming; Donald Middendorf, v.p., administration; George Gray, v.p., Washington; Lee Hornback, dir., special bcst. services; Gene McPherson, dir., news & special projects; John C. Burpee, dir., public relations & advertising. Avco Bcstg. Corp. also owns & operates TV stations WLW-C, Columbus; WLW-D, Dayton and WLW-I, Indianapolis (interconnected with WLW-TV to form regional network); WOAI-TV, San Antonio, Tex.; owns & operates radios WLW, Cincinnati; WWDC & FM, Washington, D.C. and WOAI & FM, San Antonio, Tex.

Began Operation: Feb. 9, 1948.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- WALTER E. BARTLETT, v.p. & general manager.
- WILLIAM LYNCH, assistant general manager.
- PATRICK SHANNON, sales manager.
- PHILIP J. LOMBARDO, program director.
- ELIZABETH W. STILZ, promotion & publicity director.
- GENE MCPHERSON, news director.
- LEE HORNBACK, director, special broadcast services.
- EDWARD DOOLEY, chief engineer.
- ROBERT SHAY, production manager.
- JOE FIORINI, film director.

DIGEST OF RATE CARD NO. 16  
(June 30, 1965)

| Hour                             | 30 Min.   | 15 Min.   | 5 Min.   | Min. or 40 Sec. | 20 Sec.  | ID       |          |
|----------------------------------|-----------|-----------|----------|-----------------|----------|----------|----------|
| Class AA—7:30-10:30 p.m., daily. | \$1750.00 | \$1050.00 | \$700.00 | \$440.00        | \$475.00 | \$380.00 | \$190.00 |

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1750.

1966 Edition

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | PER |
|-----------------|------------------|----------|-----|
| <b>INDIANA</b>  |                  |          |     |
| DEARBORN        | 8,600            | 8,300    | 97  |
| DECATUR         | 5,900            | 5,700    | 96  |
| FAYETTE         | 7,000            | 6,700    | 97  |
| FRANKLIN        | 4,400            | 4,200    | 94  |
| JEFFERSON       | 6,600            | 6,300    | 95  |
| JENNINGS        | 4,400            | 4,200    | 95  |
| OHIO            | 1,000            | 1,000    | 98  |
| RANDOLPH        | 8,800            | 8,400    | 96  |
| RIPLEY          | 5,900            | 5,600    | 95  |
| RUSH            | 5,700            | 5,600    | 98  |
| SWITZERLAND     | 2,000            | 1,800    | 93  |
| UNION           | 1,700            | 1,600    | 94  |
| WAYNE           | 23,500           | 22,600   | 96  |
| <b>KENTUCKY</b> |                  |          |     |
| BATH            | 2,600            | 1,900    | 74  |
| BOONE           | 7,600            | 7,300    | 96  |
| BOURBON         | 5,800            | 5,000    | 87  |
| BRACKEN         | 2,100            | 1,800    | 90  |
| CAMPBELL        | 28,200           | 27,000   | 96  |
| CARROLL         | 2,500            | 2,200    | 88  |
| CLARK           | 7,000            | 5,900    | 85  |
| ESTILL          | 3,200            | 2,000    | 64  |
| FAYETTE         | 44,600           | 40,200   | 90  |
| FLEMING         | 3,400            | 2,800    | 82  |
| FRANKLIN        | 9,500            | 8,500    | 90  |
| GALLATIN        | 1,200            | 1,000    | 89  |
| GRANT           | 2,600            | 2,300    | 87  |
| HARRISON        | 4,500            | 4,000    | 88  |
| HENRY           | 3,500            | 3,000    | 86  |
| KENTON          | 40,000           | 38,400   | 96  |
| LEWIS           | 3,600            | 2,800    | 80  |
| MASON           | 5,700            | 4,900    | 87  |
| MONTGOMERY      | 4,300            | 3,200    | 75  |
| NICHOLAS        | 1,900            | 1,500    | 79  |

(Continued on page 491-b)

STATION TOTAL 1,056,100 1,009,900 96

NET WEEKLY CIRCULATION (MARCH 65) 712,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 502,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 13

489-b

# Ohio—Cleveland



**WEWS**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"  
Longitude 81° 43' 06"

Transmitter: Parma, Ohio.

TV tape: Recording facilities.

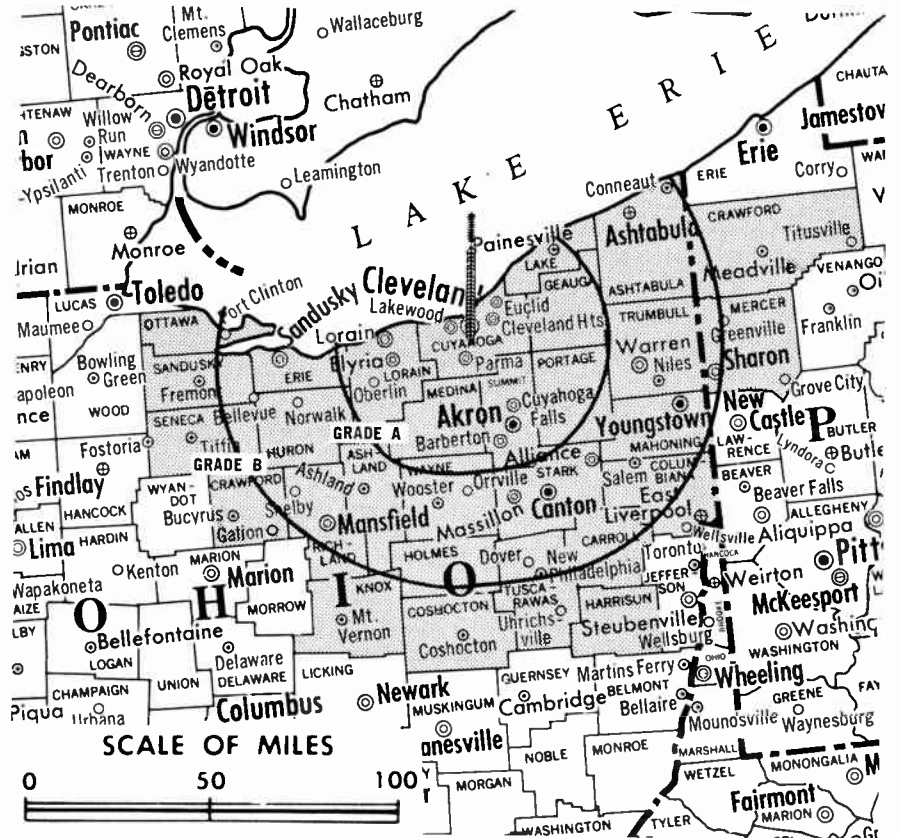
Studio: 3001 Euclid Ave.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WEWS Ref: FCC File No. BPCT-1281 Granted 5/28/53

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## WEWS

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. (44115).

Telephone: 216-432-1500.

TWX No.: 216-574-9782.

Ownership: Licensed to Scripps-Howard Broadcasting Co., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post and Times-Star, Covington (Ky.) Post and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of New York World-Telegram & Sun, Pittsburgh Press, Washington News, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald, Hollywood (Fla.) Sun-Tattler, Stuart (weekly Fla.) News. Scripps-Howard Bcstg. Co. also owns WCPO-TV, Cincinnati; WNOX, Knoxville; WMC & FM; WMCT, Memphis and WPTV, West Palm Beach.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- JAMES C. HANRAHAN, director.
- DONALD L. PERRIS, general manager.
- JAY S. KERKES, national advertising manager.
- PETER HLINKA, Ohio sales manager.
- ERNEST E. SINDELAR, operations director.
- JOHN J. RICHARDS, film buyer.
- DAVID G. BUCKEL, news director.
- J. B. EPPERSON, engineering v.p.
- JAMES E. BLOYD, chief engineer.

### DIGEST OF RATE CARD NO. 22—(June 6, 1965)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* 10 Sec.\*  
Class AA—7:30-11 p.m., daily.  
\$2390.00 \$1380.00 \$860.00 \$650.00 \$850.00 \$825.00 \$425.00

\*Section I rate.

NETWORK BASE HOURLY RATE: \$3000.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| OHIO                 |                  |                  |           |
| ASHLAND              | 12,400           | 12,100           | 98        |
| ASHTABULA            | 28,500           | 27,500           | 97        |
| CARROLL              | 6,000            | 5,800            | 97        |
| COLUMBIANA           | 32,500           | 31,600           | 97        |
| COSHOCTON            | 10,000           | 9,400            | 94        |
| CRAWFORD             | 15,100           | 14,600           | 96        |
| CUYAHOGA             | 535,200          | 522,100          | 98        |
| ERIE                 | 21,800           | 21,200           | 97        |
| GEAUGA               | 14,900           | 14,400           | 97        |
| HARRISON             | 5,000            | 4,800            | 96        |
| HULMES               | 5,600            | 5,000            | 88        |
| HURON                | 14,300           | 13,900           | 97        |
| KNOX                 | 12,000           | 11,600           | 97        |
| LAKE                 | 49,000           | 48,300           | 99        |
| LORAIN               | 67,100           | 65,700           | 98        |
| MAHONING             | 91,900           | 89,900           | 98        |
| MEDINA               | 20,900           | 20,400           | 98        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| PORTAGE              | 26,800           | 26,200           | 98        |
| RICHLAND             | 37,800           | 36,600           | 97        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| STARK                | 106,500          | 103,700          | 97        |
| SUMMIT               | 165,000          | 161,600          | 98        |
| TRUMBULL             | 64,500           | 63,000           | 98        |
| TUSCARAWAS           | 23,800           | 22,700           | 96        |
| WAYNE                | 22,000           | 20,800           | 95        |
| PENNSYLVANIA         |                  |                  |           |
| CRAWFORD             | 22,500           | 21,300           | 95        |
| MERCER               | 37,800           | 36,400           | 96        |
| <b>STATION TOTAL</b> | <b>1,494,600</b> | <b>1,455,100</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,243,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 975,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 11  
(Station also received in Canadian markets.)

For ARB County-by-County Data, see Section a

# WCPO-TV, Cincinnati

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------|------------------|----------|-----------|
| KENTUCKY (Continued) |                  |          |           |
| PENDLETON            | 3,300            | 3,100    | 93        |
| ROBERTSON            | 800              | 700      | 88        |
| SCOTT                | 4,800            | 4,100    | 85        |
| TRIMBLE              | 1,400            | 1,300    | 89        |
| WOODFORD             | 3,800            | 3,200    | 84        |
| OHIO                 |                  |          |           |
| ADAMS                | 5,700            | 5,100    | 91        |
| BRUNN                | 7,600            | 7,200    | 94        |
| BUTLER               | 62,300           | 60,700   | 97        |
| CLARK                | 41,100           | 40,100   | 98        |
| CLERMONT             | 25,500           | 24,800   | 97        |
| CLINTON              | 9,400            | 9,100    | 97        |
| DARKE                | 14,000           | 13,500   | 97        |
| GREENE               | 29,200           | 28,400   | 98        |
| HAMILTON             | 285,000          | 276,100  | 97        |
| HIGHLAND             | 9,400            | 8,900    | 95        |
| LOGAN                | 11,000           | 10,600   | 97        |
| MIAMI                | 23,600           | 23,000   | 98        |
| MONTGOMERY           | 172,500          | 168,900  | 98        |
| PREBLE               | 9,900            | 9,600    | 98        |
| WARREN               | 20,500           | 19,900   | 97        |

# WKRC-TV, Cincinnati

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------|------------------|----------|-----------|
| KENTUCKY (Continued) |                  |          |           |
| NICHOLAS             | 1,900            | 1,500    | 79        |
| OLDHAM               | 3,600            | 3,300    | 92        |
| OWEN                 | 2,200            | 1,800    | 83        |
| PENDLETON            | 3,300            | 3,100    | 93        |
| ROBERTSON            | 800              | 700      | 88        |
| SCOTT                | 4,800            | 4,100    | 85        |
| TRIMBLE              | 1,400            | 1,300    | 89        |
| WOODFORD             | 3,800            | 3,200    | 84        |
| OHIO                 |                  |          |           |
| ADAMS                | 5,700            | 5,100    | 91        |
| BROWN                | 7,600            | 7,200    | 94        |
| BUTLER               | 62,300           | 60,700   | 97        |
| CHAMPAIGN            | 9,000            | 8,700    | 97        |
| CLARK                | 41,100           | 40,100   | 98        |
| CLERMONT             | 25,500           | 24,800   | 97        |
| CLINTON              | 9,400            | 9,100    | 97        |
| DARKE                | 14,000           | 13,500   | 97        |
| GREENE               | 29,200           | 28,400   | 98        |
| HAMILTON             | 285,000          | 276,100  | 97        |
| HIGHLAND             | 9,400            | 8,900    | 95        |
| LOGAN                | 11,000           | 10,600   | 97        |
| MIAMI                | 23,600           | 23,000   | 98        |
| MONTGOMERY           | 172,500          | 168,900  | 98        |
| PREBLE               | 9,900            | 9,600    | 98        |
| ROSS                 | 17,400           | 16,600   | 96        |
| SHELBY               | 10,000           | 9,700    | 97        |
| WARREN               | 20,500           | 19,900   | 97        |

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# Ohio

# WLW-TV, Cincinnati

(ARB Data Continued)

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|----------------------|------------------|----------|-----------|
| KENTUCKY (Continued) |                  |          |           |
| OWEN                 | 2,200            | 1,800    | 83        |
| PENDLETON            | 3,300            | 3,100    | 93        |
| ROBERTSON            | 800              | 700      | 88        |
| SCOTT                | 4,800            | 4,100    | 85        |
| TRIMBLE              | 1,400            | 1,300    | 89        |
| WOODFORD             | 3,800            | 3,200    | 84        |
| OHIO                 |                  |          |           |
| ADAMS                | 5,700            | 5,100    | 91        |
| BROWN                | 7,600            | 7,200    | 94        |
| BUTLER               | 62,300           | 60,700   | 97        |
| CHAMPAIGN            | 9,000            | 8,700    | 97        |
| CLARK                | 41,100           | 40,100   | 98        |
| CLERMONT             | 25,500           | 24,800   | 97        |
| CLINTON              | 9,400            | 9,100    | 97        |
| DARKE                | 14,000           | 13,500   | 97        |
| GREENE               | 29,200           | 28,400   | 98        |
| HAMILTON             | 285,000          | 276,100  | 97        |
| HIGHLAND             | 9,400            | 8,900    | 95        |
| LOGAN                | 11,000           | 10,600   | 97        |
| MIAMI                | 23,600           | 23,000   | 98        |
| MONTGOMERY           | 172,500          | 168,900  | 98        |
| PREBLE               | 9,900            | 9,600    | 98        |
| SCIOTO               | 24,800           | 23,700   | 96        |
| SHELBY               | 10,000           | 9,700    | 97        |
| WARREN               | 20,500           | 19,900   | 97        |

# WHIO-TV, Dayton

(ARB Data Continued)

| STATE/COUNTY     | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|------------------|------------------|----------|-----------|
| OHIO (Continued) |                  |          |           |
| GREENE           | 29,200           | 28,400   | 98        |
| HAMILTON         | 285,000          | 276,100  | 97        |
| HARDIN           | 8,800            | 8,400    | 96        |
| HIGHLAND         | 9,400            | 8,900    | 95        |
| LOGAN            | 11,000           | 10,600   | 97        |
| MADISON          | 7,500            | 7,100    | 96        |
| MERCER           | 9,200            | 8,900    | 97        |
| MIAMI            | 23,600           | 23,000   | 98        |
| MONTGOMERY       | 172,500          | 168,900  | 98        |
| PREBLE           | 9,900            | 9,600    | 98        |
| ROSS             | 17,400           | 16,600   | 96        |
| SHELBY           | 10,000           | 9,700    | 97        |
| UNION            | 7,000            | 6,700    | 97        |
| WARREN           | 20,500           | 19,900   | 97        |


# WSTV-TV, Steubenville

(ARB Data Continued)

| STATE/COUNTY  | TOTAL HOUSEHOLDS | TV HOMES | HOMES PER |
|---------------|------------------|----------|-----------|
| WEST VIRGINIA |                  |          |           |
| BARBOUR       | 3,500            | 3,100    | 89        |
| BROOKE        | 8,200            | 8,000    | 97        |
| ODDRIDGE      | 1,600            | 1,400    | 88        |
| HANCOCK       | 11,900           | 11,700   | 98        |
| HARRISON      | 21,800           | 20,900   | 96        |
| LEWIS         | 4,900            | 4,400    | 91        |
| MARION        | 18,100           | 16,900   | 94        |
| MARSHALL      | 11,200           | 10,700   | 96        |
| MONONGALIA    | 14,800           | 13,500   | 91        |
| OHIO          | 22,200           | 21,400   | 96        |
| PLEASANTS     | 2,000            | 1,800    | 92        |
| PRESTON       | 6,400            | 5,700    | 89        |
| RANDOLPH      | 6,200            | 5,500    | 88        |
| RITCHIE       | 2,700            | 2,300    | 86        |
| TAYLOR        | 3,900            | 3,500    | 90        |
| TUCKER        | 1,700            | 1,500    | 87        |
| TYLER         | 2,700            | 2,400    | 89        |
| UPSHUR        | 4,800            | 4,300    | 90        |
| WETZEL        | 5,200            | 4,900    | 93        |



# Ohio—Cleveland

**NBC** **WKYC-TV**   
**Ch. 3**  
 (formerly KYW-TV)

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 12' 09.5"  
 Longitude 81° 41' 23.4"

**Transmitter:** 6600 Broadview Rd., Parma, O.

**TV tape:** Recording facilities.

**AM Affiliate:** WKYC, 50-kw, 1100 kc.

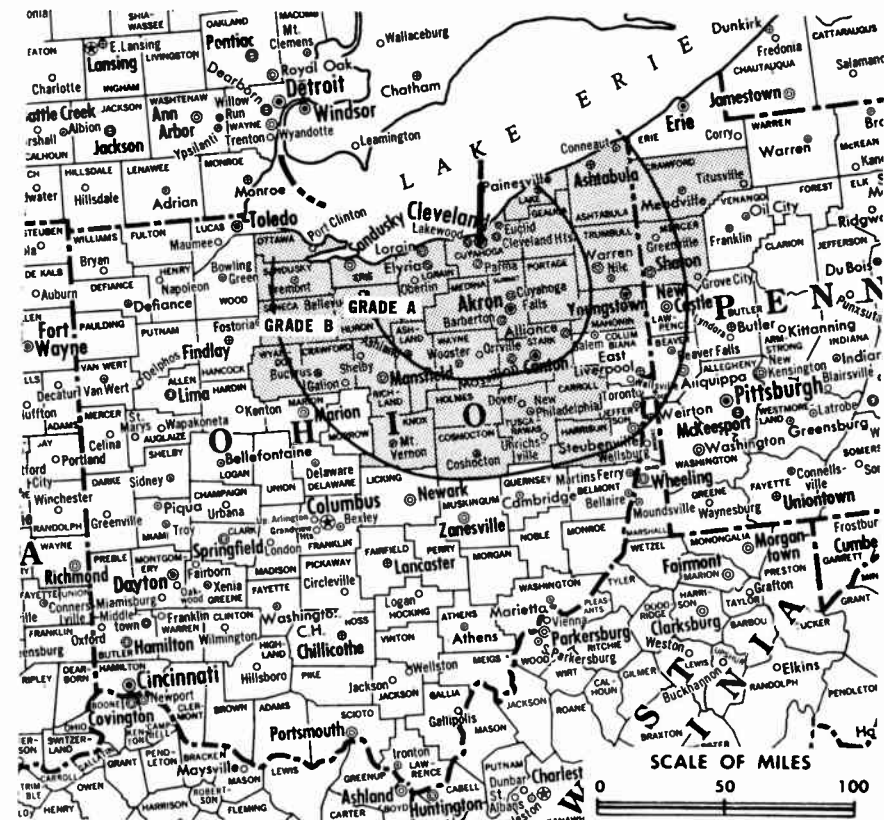
**FM Affiliate:** WKYC-FM, 27-kw, 105.7 mc (No. 289), 900-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 (County coverage (shaded area) based on 1965 ARB study.)



WKYC-TV Ref: FCC File No. BPCT-1789 Granted 1/12/54 ©American Map Co., Inc., N.Y., No. 14244

## WKYC-TV

**Licensee:** National Broadcasting Co., 1403 East Sixth St. (44114).

**Studio:** 1403 East Sixth St.

**Telephone:** 216-781-4500. TWX No.: 216-574-9561.

**Ownership:** See WNBC-TV, New York, N.Y.

**Began Operation:** Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (Television Digest, Vol. 11:21 & 12:3). Transfer from Westinghouse back to NBC under order by FCC approved Feb. 17, 1965 (Vol. 5:7-8, 25).

### Personnel:

- ARTHUR A. WATSON, v.p. & general manager.
- NEAL VAN ELLS, station manager & film buyer.
- FRED EVERETT, chief engineer.
- ROBERT SCHRÖEDER, sales manager.
- J. EDWARD JANEWAY, business manager.
- JOSEPH VARHOLY, production manager.
- JACK DORR, advertising & sales promotion manager.

### DIGEST OF RATE CARD NO. 16—(Jan. 1, 1966)

| Hour                          | 30 Min.   | 15 Min.   | Min.      | 20 Sec.    | 10 Sec.   |           |
|-------------------------------|-----------|-----------|-----------|------------|-----------|-----------|
| Class AA—7:30-11 p.m., daily. | \$2800.00 | \$1500.00 | \$1000.00 | \$1100.00* | \$800.00* | \$425.00* |

\*Class A—7:29-11:01 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$2500.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| <b>OHIO</b>          |                  |                  |           |
| ASHLAND              | 12,400           | 12,100           | 98        |
| ASHTABULA            | 28,500           | 27,500           | 97        |
| CARROLL              | 6,000            | 5,800            | 97        |
| CUSHCOTON            | 10,000           | 9,400            | 94        |
| CRAWFORD             | 15,100           | 14,600           | 96        |
| CUYAHOGA             | 535,200          | 522,100          | 98        |
| ERIE                 | 21,800           | 21,200           | 97        |
| GEAUGA               | 14,900           | 14,400           | 97        |
| HARRISON             | 5,000            | 4,800            | 96        |
| HOLMES               | 5,600            | 5,000            | 88        |
| HURON                | 14,300           | 13,900           | 97        |
| KNOX                 | 12,000           | 11,600           | 97        |
| LAKE                 | 49,000           | 48,300           | 99        |
| LORAIN               | 67,100           | 65,700           | 98        |
| MAHONING             | 91,900           | 89,900           | 98        |
| MEVINA               | 20,900           | 20,400           | 98        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| PORTIAGE             | 26,800           | 26,200           | 98        |
| RICHLAND             | 37,800           | 36,600           | 97        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| STARK                | 106,500          | 103,700          | 97        |
| SUMMIT               | 165,000          | 161,600          | 98        |
| TRUMBULL             | 64,500           | 63,000           | 98        |
| TUSCARAWAS           | 23,800           | 22,700           | 96        |
| WAYNE                | 22,000           | 20,800           | 95        |
| WYANDOT              | 6,600            | 6,300            | 96        |
| <b>PENNSYLVANIA</b>  |                  |                  |           |
| CRAWFORD             | 22,500           | 21,300           | 95        |
| MERCER               | 37,800           | 36,400           | 96        |
| <b>STATION TOTAL</b> | <b>1,468,700</b> | <b>1,429,600</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,237,800  
 AVERAGE DAILY CIRCULATION (MARCH 65) 977,900  
 COLOR PENETRATION PERCENTAGE (NOV 65) 11  
 (Station also received in Canadian markets)

For Group Ownership  
 of TV Stations,  
 see Section c.

# Ohio—Cleveland



**WJW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"  
Longitude 81° 42' 58"

TV tape: Recording facilities.

Transmitter: 4501 Pleasant Valley Rd.

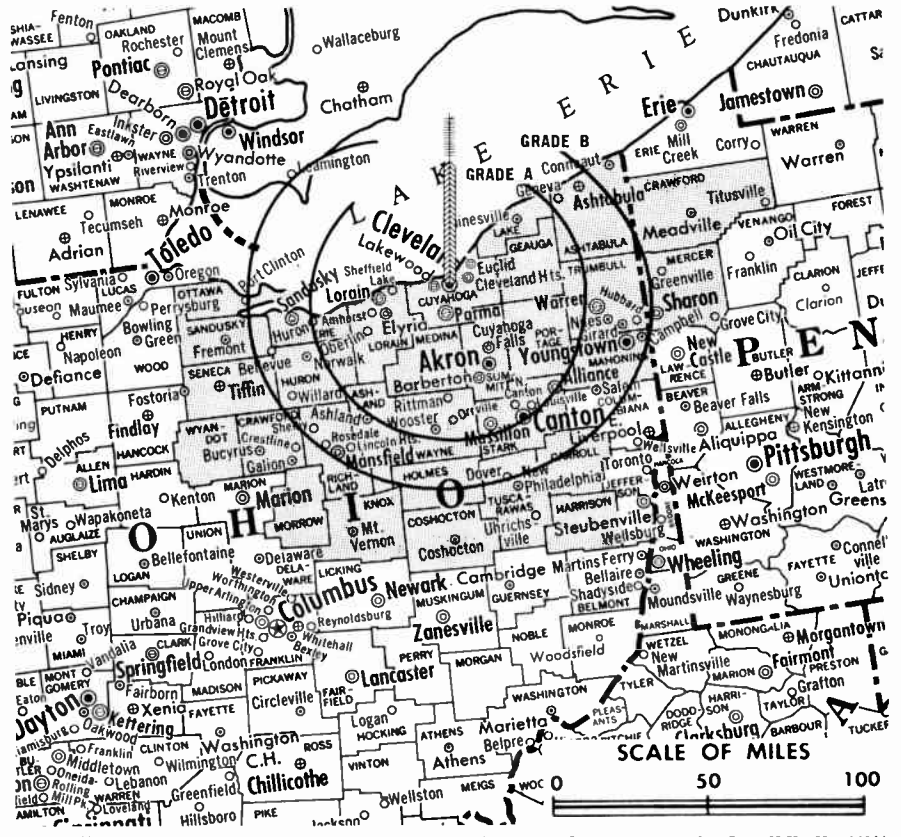
AM Affiliate: WJW, 10-kw (5-kw night), 850 kc.

FM Affiliate: WJW-FM, 19-kw, 104.1 mc (No. 281), 520-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WJW-TV Ref: FCC File No. BMPCT-2527 Granted 10/21/54

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

## WJW-TV

Licensee: Storer Broadcasting Co., 1630 Euclid Ave. (44115).

Studio: 1630 Euclid Ave.

Telephone: 216-861-6080.

TWX No.: 216-574-9350.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

- KENNETH BAGWELL, vice president & general manager.
- JULIAN KANTER, national sales manager.
- CHUCK BERGESON, sales manager & asst. general manager.
- TERRENCE C. ATKINSON, local sales manager.
- JAMES H. KNIGHT, promotion director.
- TED ANTHONY, merchandising director.
- ROBERT HUBER, program director.
- GIL ANDERSON, chief engineer.

### DIGEST OF RATE CARD NO. 22 (July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* ID\*  
Class AA—7:30-11 p.m., daily.  
\$2500.00 \$1300.00 \$1050.00 \$650.00 \$1000.00 \$800.00 \$400.00

\*Class AA—7:59-11 p.m., Mon.-Sat.; 6:31-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$2400.

For Other Group Owners of TV Stations  
see Section c

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| <b>OHIO</b>          |                  |                  |           |
| ASHLANU              | 12,400           | 12,100           | 98        |
| ASHTABULA            | 28,500           | 27,500           | 97        |
| CARROLL              | 6,000            | 5,800            | 97        |
| COSHOCOTON           | 10,000           | 9,400            | 94        |
| CRAWFORD             | 15,100           | 14,600           | 96        |
| CUYAHOGA             | 535,200          | 522,100          | 98        |
| ERIE                 | 21,800           | 21,200           | 97        |
| GEAUGA               | 14,900           | 14,400           | 97        |
| HARRISON             | 5,000            | 4,800            | 96        |
| HOLMES               | 5,600            | 5,000            | 88        |
| HURON                | 14,300           | 13,900           | 97        |
| KNOX                 | 12,000           | 11,600           | 97        |
| LAKE                 | 49,000           | 48,300           | 99        |
| LORAIN               | 67,100           | 65,700           | 98        |
| MAHONING             | 91,900           | 89,900           | 98        |
| MEDINA               | 20,900           | 20,400           | 98        |
| MORROW               | 5,800            | 5,600            | 97        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| PURTAJE              | 26,800           | 26,200           | 98        |
| RICHLAND             | 37,800           | 36,600           | 97        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| STARK                | 106,500          | 103,700          | 97        |
| SUMMIT               | 165,000          | 161,600          | 98        |
| TRUMBULL             | 64,500           | 63,000           | 98        |
| TUSCARAWAS           | 23,800           | 22,700           | 96        |
| WAYNE                | 22,000           | 20,800           | 95        |
| WYANDOT              | 6,600            | 6,300            | 96        |
| <b>PENNSYLVANIA</b>  |                  |                  |           |
| CRAWFORD             | 22,500           | 21,300           | 95        |
| MERCER               | 37,800           | 36,400           | 96        |
| <b>STATION TOTAL</b> | <b>1,474,500</b> | <b>1,435,400</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 1,224,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 939,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 11  
(Station also received in Canadian markets)



**WBNS-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level.

Latitude 39° 58' 13"  
Longitude 83° 01' 27"

Transmitter: 770 Twin Rivers Dr.

TV tape: Recording facilities.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kc (CBS).

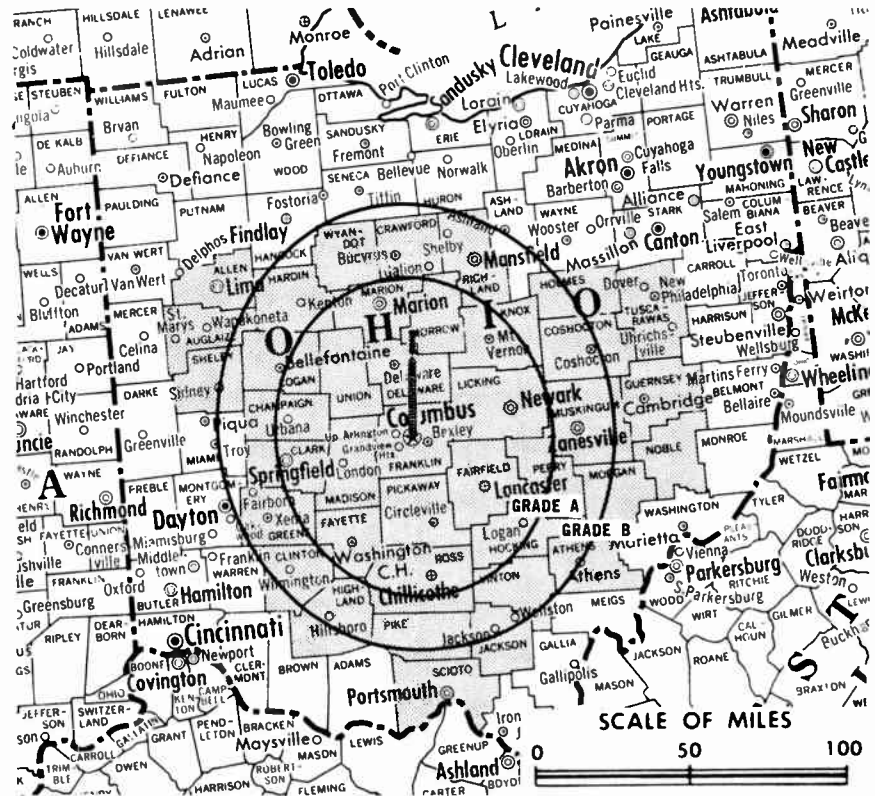
FM Affiliate: WBNS-FM, 54-kw, 97.1 mc (No. 246), 400-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded area) based on 1965 ARB study.)



WBNS-TV Ref: FCC File No. BPCT-2294 Granted 4/23/57

©American Map Co., Inc., N.Y., No. 1424

## WBNS-TV

Licensee: WBNS-TV Inc., 62 East Broad St. (43215).

Studio: 770 Twin Rivers Dr.

Sales Office: 62 East Broad St.

Telephone: 614-224-7121.

TWX No.: 614-759-0444.

Ownership: WBNS-TV Inc., Richard A. Borel, pres. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of Columbus Dispatch, Preston Wolfe, pres.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

- RICHARD A. BOREL, exec. vice president & general manager.
- ROBERT D. THOMAS, vice president, sales.
- JOHN A. HALDI, program director.
- L. H. NAFZGER, chief engineer.
- ROBERT M. SPROUSE, national sales manager.
- FRANK N. JONES, local sales manager.
- ROBERT KINGWELL, promotion director.
- GEORGE MEGOWN, operations director.
- BETTY DIXON, film buyer.
- CARL PAPAI, public service director.
- WILLIAM H. ZIPF, farm director.
- THOMAS DORSEY, news director.

### DIGEST OF RATE CARD NO. 13—(Nov. 15, 1965)

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

Class AA—7:30-11 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$360.00 \$350.00\* \$325.00\* \$165.00\*

\*Class AA—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1200.

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER      |
|----------------------------------------------|------------------|----------------|----------------|
| <b>OHIO</b>                                  |                  |                |                |
| ALLEN                                        | 32,500           | 31,200         | 96             |
| ATHENS                                       | 12,300           | 11,600         | 94             |
| AUGLAIZE                                     | 11,000           | 10,600         | 96             |
| CHAMPAIGN                                    | 9,000            | 8,700          | 97             |
| CLARK                                        | 41,100           | 40,100         | 98             |
| CLINTON                                      | 9,400            | 9,100          | 97             |
| COSHOCTON                                    | 10,000           | 9,400          | 94             |
| CRAWFORD                                     | 15,100           | 14,600         | 96             |
| DELAWARE                                     | 10,700           | 10,400         | 98             |
| FAIRFIELD                                    | 20,300           | 19,600         | 98             |
| FAYETTE                                      | 7,800            | 7,500          | 96             |
| FRANKLIN                                     | 223,000          | 217,600        | 98             |
| GREENE                                       | 29,200           | 28,400         | 98             |
| GUERNSEY                                     | 11,200           | 10,600         | 95             |
| HARDIN                                       | 8,800            | 8,400          | 96             |
| HIGHLAND                                     | 9,400            | 8,900          | 95             |
| HOCKING                                      | 6,000            | 5,700          | 96             |
| HOLMES                                       | 5,600            | 5,000          | 88             |
| JACKSON                                      | 8,600            | 8,200          | 95             |
| KNOX                                         | 12,000           | 11,600         | 97             |
| LICKING                                      | 29,300           | 28,600         | 98             |
| LOGAN                                        | 11,000           | 10,600         | 97             |
| MADISON                                      | 7,500            | 7,100          | 96             |
| MARION                                       | 18,900           | 18,500         | 97             |
| MORGAN                                       | 3,500            | 3,300          | 93             |
| MORROW                                       | 5,800            | 5,600          | 97             |
| MUSKINGUM                                    | 23,800           | 22,900         | 96             |
| NOBLE                                        | 3,000            | 2,700          | 91             |
| PERRY                                        | 7,800            | 7,500          | 96             |
| PICKAWAY                                     | 10,000           | 9,700          | 98             |
| PIKE                                         | 5,700            | 5,300          | 94             |
| RICHLAND                                     | 37,800           | 36,600         | 97             |
| ROSS                                         | 17,400           | 16,600         | 96             |
| SCIUTO                                       | 24,800           | 23,700         | 96             |
| SHELBY                                       | 10,000           | 9,700          | 97             |
| TUSCARAWAS                                   | 23,800           | 22,700         | 96             |
| UNION                                        | 7,000            | 6,700          | 97             |
| VINTON                                       | 2,600            | 2,400          | 94             |
| WYANDOT                                      | 6,600            | 6,300          | 96             |
| <b>STATION TOTAL</b>                         | <b>749,300</b>   | <b>723,900</b> | <b>97</b>      |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  |                | <b>501,100</b> |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  |                | <b>369,100</b> |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  |                | <b>15</b>      |

For Other Publishers Owning TV Stations,  
see Newspaper Ownership Section.

# Ohio—Columbus



**WLW-C**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level.

Latitude 40° 01' 31"  
Longitude 83° 01' 48"

Transmitter: 3165 Olentangy River Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

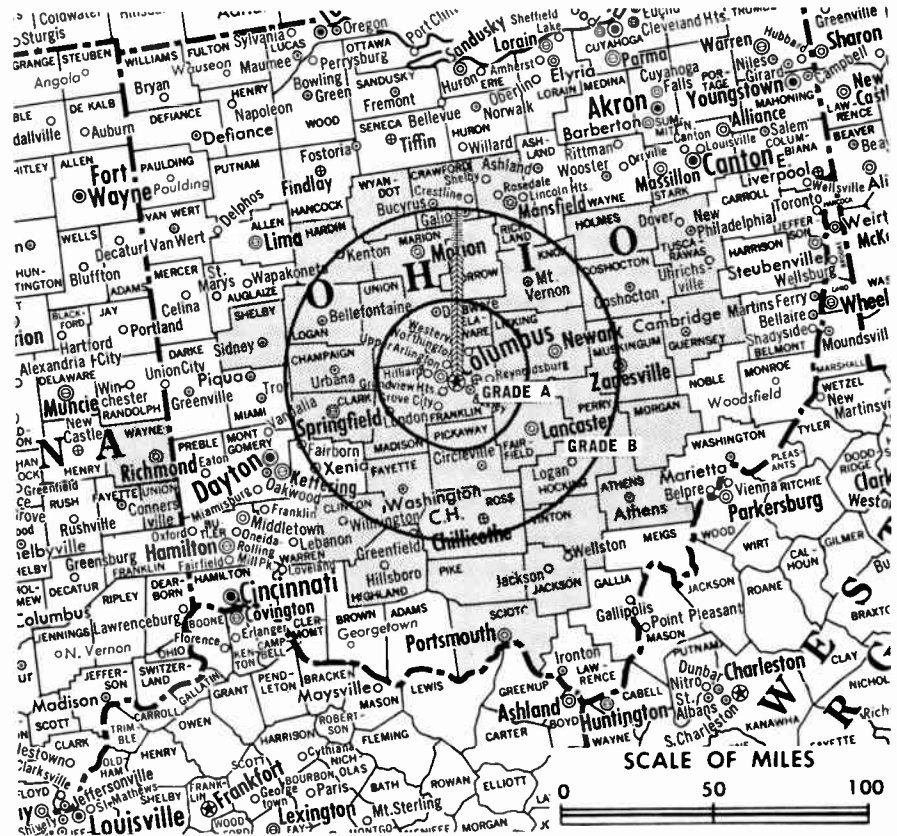
News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WLW-C Ref: FCC File No. BPCT-918 Granted 12/10/52

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

## WLW-C

Licensee: Avco Broadcasting Corp., 3165 Olentangy River Rd., Columbus (43202).

Studio: 3165 Olentangy River Rd. Telephone: 614-263-5441.

Ownership: Avco Bcstg. Corp., 100%. For other interests, see WLW-T, Cincinnati.

Began Operation: April 3, 1949.

Represented (sales) by Broadcast Communications Group.

Represented (legal) by Hogan & Hartson.

Personnel:

- RICHARD E. REED, vice president & general manager.
- LLOYD R. FORREST, sales manager.
- MERVIN A. DUREA, program director.
- RODNEY R. WARNER, promotion manager.
- HUGH DEMOSS, news director.
- MORRIS W. BUTLER, director special broadcast services.
- CHARLES SLOAN, chief engineer.
- DAVID CHASE, production manager.
- JUANITA MITCHELL, film director.

### DIGEST OF RATE CARD NO. 14

(Aug. 30, 1965)

| Hour                              | 30 Min.  | 15 Min.  | Min.     | 20 Sec.  | ID       |
|-----------------------------------|----------|----------|----------|----------|----------|
| Class AA—7:30-10:30 p.m., daily.  |          |          |          |          |          |
| \$1150.00                         | \$690.00 | \$460.00 | \$400.00 | \$275.00 | \$138.00 |
| NETWORK BASE HOURLY RATE: \$1150. |          |          |          |          |          |

| STATE/COUNTY | TOTAL HOUSEHOLDS | TV HOMES | TV HOMES PER |
|--------------|------------------|----------|--------------|
| INDIANA      |                  |          |              |
| UNION        | 1,700            | 1,600    | 94           |
| WAYNE        | 23,500           | 22,600   | 96           |

### OHIO

|               |         |         |    |
|---------------|---------|---------|----|
| ATHENS        | 12,300  | 11,600  | 94 |
| CHAMPAIGN     | 9,000   | 8,700   | 97 |
| CLARK         | 41,100  | 40,100  | 98 |
| CLINTON       | 9,400   | 9,100   | 97 |
| COSHOCTON     | 10,000  | 9,400   | 94 |
| CRAWFORD      | 15,100  | 14,600  | 96 |
| DELAWARE      | 10,700  | 10,400  | 98 |
| FAIRFIELD     | 20,300  | 19,800  | 98 |
| FAYETTE       | 7,800   | 7,500   | 96 |
| FRANKLIN      | 223,000 | 217,600 | 98 |
| GUERNSEY      | 11,200  | 10,600  | 95 |
| HARDIN        | 8,800   | 8,400   | 96 |
| HIGHLAND      | 9,400   | 8,900   | 95 |
| HOCKING       | 6,000   | 5,700   | 96 |
| HOLMES        | 5,600   | 5,000   | 88 |
| JACKSON       | 8,600   | 8,200   | 95 |
| KNOX          | 12,000  | 11,600  | 97 |
| LICKING       | 29,300  | 28,600  | 98 |
| LOGAN         | 11,000  | 10,600  | 97 |
| MADISON       | 7,500   | 7,100   | 96 |
| MARION        | 18,900  | 18,500  | 97 |
| MORGAN        | 3,500   | 3,300   | 93 |
| MORROW        | 5,800   | 5,600   | 97 |
| MUSKINGUM     | 23,800  | 22,900  | 96 |
| PERRY         | 7,800   | 7,500   | 96 |
| PICKAWAY      | 10,000  | 9,700   | 98 |
| PIKE          | 5,700   | 5,300   | 94 |
| RICHLAND      | 37,800  | 36,600  | 97 |
| ROSS          | 17,400  | 16,600  | 96 |
| SCIOTO        | 24,800  | 23,700  | 96 |
| SHELBY        | 10,000  | 9,700   | 97 |
| TUSCARAWAS    | 23,800  | 22,700  | 96 |
| UNION         | 7,000   | 6,700   | 97 |
| VINTON        | 2,600   | 2,400   | 94 |
| WYANDOT       | 6,600   | 6,300   | 96 |
| STATION TOTAL | 698,800 | 675,200 | 97 |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 484,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 331,900 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 15      |

# Ohio—Columbus



**WTVN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level.

Latitude 39° 52' 29"  
Longitude 82° 58' 46"

Transmitter: 901 Obetz Rd. between Parsons Ave. & Lockbourne Rd.

TV tape: Recording facilities.

Studio: Harmon & Griggs Ave.

AM Affiliate: WTVN, 5-kw, 610 kc (ABC).

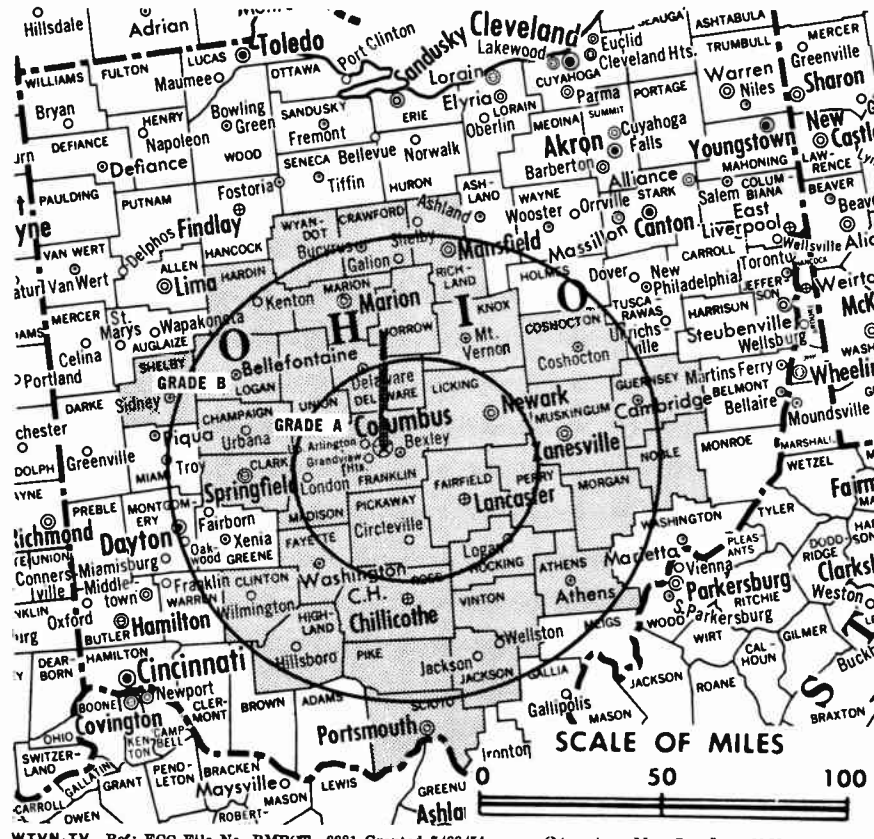
FM Affiliate: WTVN-FM, 25-kw, 96.3 mc (No. 242), 560-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Total Households © SRDS  
Consumer Market Data as of 1/1/86.  
TV Homes: TV% and Circulation  
© 1985 American Research Bureau.  
County coverage (shaded area) based on 1985 ARB study.



WTVN-TV Ref: FCC File No. BMPCT-2281 Granted 7/22/54

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

## WTVN-TV

Licensee: Taft Broadcasting Co., 753 Harmon Ave. (43223).

Telephone: 614-228-5801. TWX No.: 614-759-0448.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Sept. 29, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

### Personnel:

- HULBERT TAFT JR., chairman & chief executive officer.
- LAWRENCE H. ROGERS II, president.
- JOHN L. McCLAY, vice president of operations.
- ROBERT C. WIEGAND, general manager & film buyer.
- DICK OSTRANDER, general sales manager.
- RAY CREAMER, local sales manager.
- DON CHAPIN, v.p. for national sales.
- JOSEPH A. JENKINS, program manager.
- GENE O'DELL, production manager.
- ROGER JOHNSON, commercial operations director.
- PAUL LLOYD, film director.
- CHARLENE GALLATIN, publicity & promotion director.
- NICK BASSO, news director.
- EDWARD KOPRIVER, chief engineer.

### DIGEST OF RATE CARD NO. A21—(Jan. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1200.00 \$720.00 \$420.00 \$360.00 \$350.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1300.

For Other Sales and Transfers of TV Stations  
see Section c

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER |
|----------------------|------------------|----------------|-----------|
| <b>OHIO</b>          |                  |                |           |
| ATHENS               | 12,300           | 11,600         | 94        |
| CHAMPAIGN            | 9,000            | 8,700          | 97        |
| CLARK                | 41,100           | 40,100         | 98        |
| CLINTON              | 9,400            | 9,100          | 97        |
| COSHOCTON            | 10,000           | 9,400          | 94        |
| CRAWFORD             | 15,100           | 14,600         | 96        |
| DELAWARE             | 10,700           | 10,400         | 98        |
| FAIRFIELD            | 20,300           | 19,800         | 98        |
| FAYETTE              | 7,800            | 7,500          | 96        |
| FRANKLIN             | 223,000          | 217,600        | 98        |
| GUERNSEY             | 11,200           | 10,600         | 95        |
| HARDIN               | 8,800            | 8,400          | 96        |
| HIGHLAND             | 9,400            | 8,900          | 95        |
| HOCKING              | 6,000            | 5,700          | 96        |
| JACKSON              | 8,600            | 8,200          | 95        |
| KNOX                 | 12,000           | 11,600         | 97        |
| LICKING              | 29,300           | 28,600         | 98        |
| LOGAN                | 11,000           | 10,600         | 97        |
| MADISON              | 7,500            | 7,100          | 96        |
| MARION               | 18,900           | 18,500         | 97        |
| MORGAN               | 3,500            | 3,300          | 93        |
| MORROW               | 5,800            | 5,600          | 97        |
| MUSKINGUM            | 23,800           | 22,900         | 96        |
| NOBLE                | 3,000            | 2,700          | 91        |
| PERRY                | 7,800            | 7,500          | 96        |
| PICKAWAY             | 10,000           | 9,700          | 98        |
| PIKE                 | 5,700            | 5,300          | 94        |
| RICHLAND             | 37,800           | 36,600         | 97        |
| ROSS                 | 17,400           | 16,600         | 96        |
| SCIOTO               | 24,800           | 23,700         | 96        |
| SHELBY               | 10,000           | 9,700          | 97        |
| UNION                | 7,000            | 6,700          | 97        |
| VINTON               | 2,600            | 2,400          | 94        |
| WYANDOT              | 6,600            | 6,300          | 96        |
| <b>STATION TOTAL</b> | <b>647,200</b>   | <b>626,000</b> | <b>97</b> |

NET WEEKLY CIRCULATION (MARCH 65) 483,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 346,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 15

# Ohio—Dayton

**WKEF**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 525-kw visual, 52.5-kw aural. Antenna: 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level.

Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

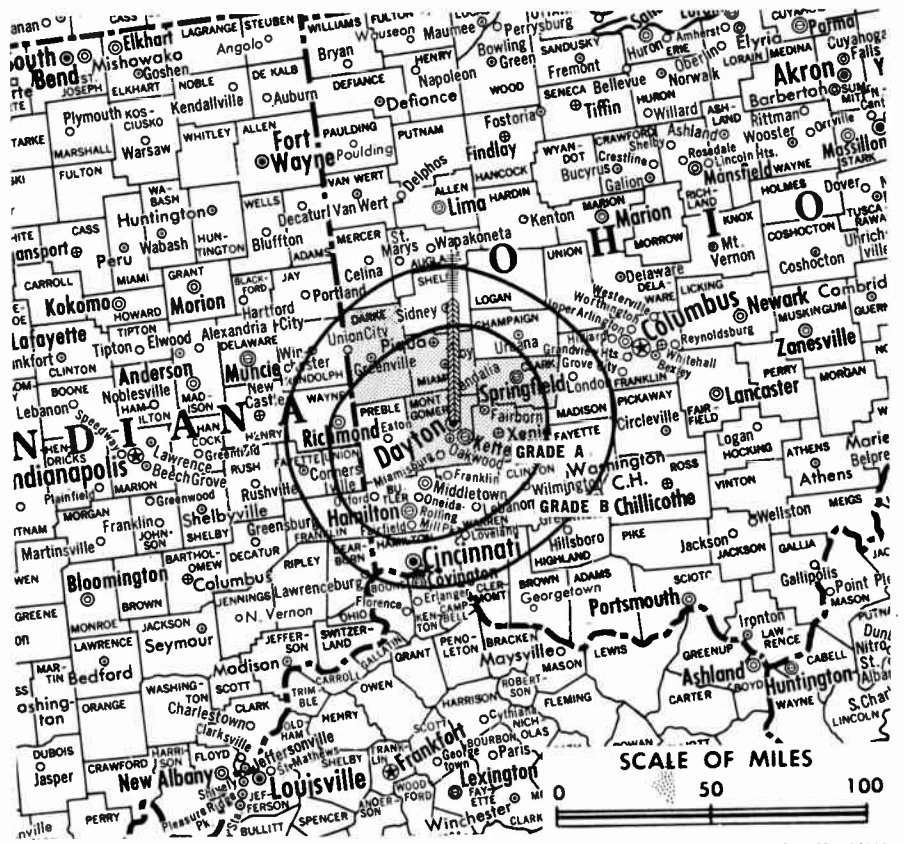
Holds CP for 1000-kw max. and 371-kw horizontal visual, 100-kw max. and 37.1-kw horizontal aural.

Transmitter: 1731 Soldiers Home Road.

TV tape: Recording facilities.

Color: Network & slide.

News Wire Service: UPI.



WKEF Ref: FCC File No. BMPCT-4207 Granted 11/26/52

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

Network Service: NBC, CBS and ABC on per program basis.  
 Licensee: Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass.  
 Studio: 1731 Soldiers Home Road (45418).  
 Telephone: 513-263-2662.  
 Ownership: See WWLP, Springfield, Mass.  
 Began Operation: Sept. 27, 1964.  
 Represented (sales) by Adam Young Inc.  
 Represented (legal) by Martin E. Firestone.  
 Represented (engineering) by Townsend Assoc.  
 Personnel:  
 JOHN FERGIE, v.p. & station manager.  
 ROBERT Q. TIEDJE, general sales manager.  
 GEORGE J. MITCHELL, program director.  
 LEONARD J. CORMIER, chief engineer.

**DIGEST OF RATE CARD NO. 2**  
(Jan. 1, 1965)

|                               |          |          |          |          |         |         |
|-------------------------------|----------|----------|----------|----------|---------|---------|
| Hour                          | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec. | 10 Sec. |
| Class AA—7:30-11 p.m., daily. | \$420.00 | \$252.00 | \$168.00 | \$106.00 | \$84.00 | \$60.00 |
|                               |          |          |          |          | \$48.00 |         |

ARB Data Not Available.

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.



# Ohio—Dayton



**WHIO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

Transmitter: 3316 Germantown Rd.

TV tape: Recording facilities.

Color: Network, film & slide.

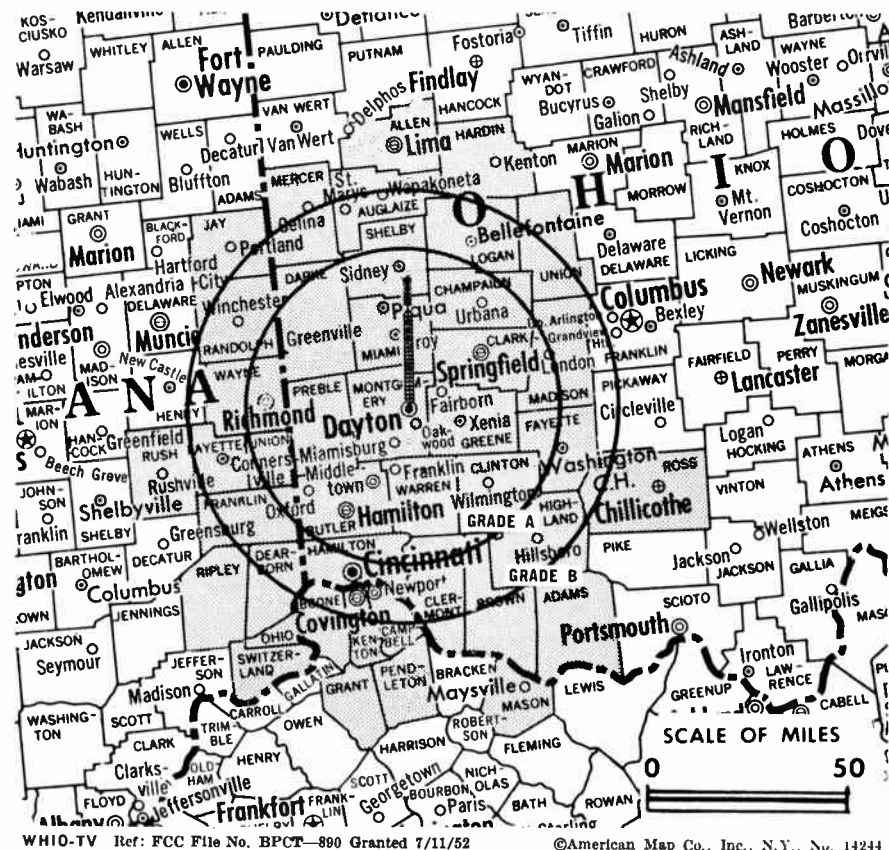
News Wire Service: AP.

Facsimile Service: AP.

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

FM Affiliate: WHIO-FM, 50-kw, 99.1 mc (No. 256), 515-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



## WHIO-TV

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. (45401).

Studio: 1414 Wilmington Ave.

Telephone: 513-254-5311. TWX No.: 513-944-0476.

Ownership: Cox Bcstg. Corp., 100%. James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, v.p. Cox ownership: Atlanta Newspapers, 45%; Dayton Newspapers Inc., 19.21%; Springfield Newspapers Inc., 20.35%; Jayren Corp., 5.5%; 23 others, none owning as much as 2%. James M. Cox Jr. votes stock held by Atlanta, Dayton & Springfield newspapers. J. Leonard Reinsch is sole owner of Jayren Corp. Same as Dayton Daily News and Journal Herald. Same interests (Cox) also operate WSB-TV and WSB; Atlanta (Atlanta Journal and Constitution); WSOC-TV, Charlotte (WSOC); WIIC-TV, Pittsburgh; KTVU, Oakland-San Francisco; WIOD, Miami, Fla.; publish Miami (Fla.) Daily News, Springfield (O.) News and Sun (Springfield Newspapers Inc.). Also owns CATV systems in Lewistown, Lock Haven and Tyrone, Pa.; Astoria & The Dalles, Ore. and Aberdeen, Wash., plus CATV franchise for Athens, Ala.

Began Operation: Feb. 23, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT H. MOODY, exec. v.p. & general manager.  
STANLEY G. MOUSE, asst. general manager & sales manager.  
W. E. WOLAVER, merchandise manager.  
CHARLES E. GAY, program, promotion director & film buyer.  
TOM FRAWLEY, news director.  
JOSEPH ROCKHOLD, farm director.  
ERNEST L. ADAMS, chief engineer.

### DIGEST OF RATE CARD NO. 13

(July 1, 1965)

| Hour                          | 30 Min.   | 15 Min.  | Min.     | 20 Sec.  | 8 Sec.   |
|-------------------------------|-----------|----------|----------|----------|----------|
| Class AA—7:30-11 p.m., daily. | \$1300.00 | \$775.00 | \$500.00 | \$350.00 | \$290.00 |
| NETWORK BASE HOURLY RATE:     | \$1400.   |          |          |          |          |

| STATE/COUNTY    | TOTAL HOUSEHOLDS | TV HOMES | TV HOMES PER |
|-----------------|------------------|----------|--------------|
| <b>INDIANA</b>  |                  |          |              |
| DEARBORN        | 8,600            | 8,300    | 97           |
| FAYETTE         | 7,000            | 6,700    | 97           |
| FRANKLIN        | 4,400            | 4,200    | 94           |
| JAY             | 6,600            | 6,200    | 95           |
| OHIO            | 1,000            | 1,000    | 98           |
| RANDOLPH        | 8,800            | 8,400    | 96           |
| RIPLEY          | 5,900            | 5,600    | 95           |
| RUSH            | 5,700            | 5,600    | 98           |
| SWITZERLAND     | 2,000            | 1,800    | 93           |
| UNION           | 1,700            | 1,600    | 94           |
| WAYNE           | 23,500           | 22,600   | 96           |
| <b>KENTUCKY</b> |                  |          |              |
| BOONE           | 7,600            | 7,300    | 96           |
| CAMPBELL        | 28,200           | 27,000   | 96           |
| GRANT           | 2,600            | 2,300    | 87           |
| KENTON          | 40,000           | 38,400   | 96           |
| MASON           | 5,700            | 4,900    | 87           |
| PENDLETON       | 3,300            | 3,100    | 93           |
| <b>OHIO</b>     |                  |          |              |
| ADAMS           | 5,700            | 5,100    | 91           |
| ALLEN           | 32,500           | 31,200   | 96           |
| AUGLAIZE        | 11,000           | 10,600   | 96           |
| BROWN           | 7,600            | 7,200    | 94           |
| BUTLER          | 62,300           | 60,700   | 97           |
| CHAMPAIGN       | 9,000            | 8,700    | 97           |
| CLARK           | 41,100           | 40,100   | 98           |
| CLERMONT        | 25,500           | 24,800   | 97           |
| CLINTON         | 9,400            | 9,100    | 97           |
| DARKE           | 14,000           | 13,500   | 97           |
| FAYETTE         | 7,800            | 7,500    | 96           |

STATION TOTAL 1,009,500 976,300 97

NET WEEKLY CIRCULATION (MARCH 65) 533,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 376,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 13



ARE YOU LOSING NINE COUNTIES?  
**Not when you buy WHIO-TV**



**AVERAGE DAILY CIRCULATION**

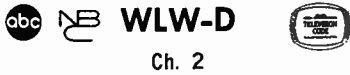
|                     | <b>WHIO-TV</b> | <b>STATION B</b> | <b>WHIO-TV Advantage</b> |
|---------------------|----------------|------------------|--------------------------|
| TOTAL WEEK          | 376,900        | 321,400          | + 55,500                 |
| DAYTIME             | 242,300        | 178,800          | + 63,500                 |
| EARLY EVENING       | 207,200        | 156,800          | + 50,400                 |
| PRIME TIME          | 247,500        | 220,600          | + 26,900                 |
| LATE EVENING        | 80,700         | 68,200           | + 12,500                 |
| STATION CIRCULATION | 42 counties    | 33 counties      | + 9 counties             |

Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh

# Ohio—Dayton



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1395-ft. above sea level.

Latitude 39° 43' 05"  
Longitude 84° 15' 21"

Transmitter: Frytown & W. Carrollton Rds.

Studio: 4595 S. Dixie Highway.

Telephone: 513-293-2101.

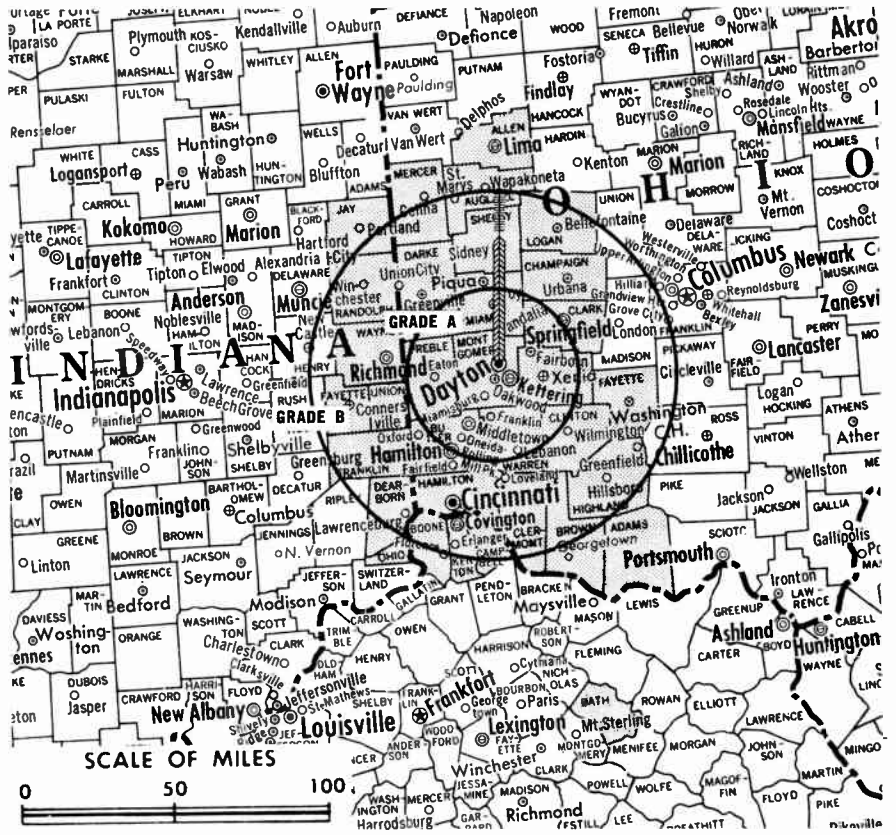
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SIDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1963 ARB study.



WLW-D Ref: FCC File No. BPCT-916 Granted 12/10/52

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

## WLW-D

Network Service: ABC, NBC.

Licensee: Avco Bcstg Corp., 4595 S. Dixie Highway, Dayton (45401).

Ownership: Avco Bcstg. Corp., 100%. (See WLW-T, Cincinnati.)

Began Operation: March 15, 1949.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- DONALD L. DAHLMAN, vice president & general manager.
- DAVID STRUBBE, sales manager.
- GEORGE RESING, program director.
- ROBERT TOLLIVER, promotion & publicity director.
- ED HAMLYN, news director.
- RICHARD BEACH, director special broadcast services.
- ROBERT B. WEHRMAN, chief engineer.
- JACK CARROLL, production manager.
- ROBERT BARNES, film director.

### DIGEST OF RATE CARD NO. 12—(Aug. 30, 1965)

| Hour                             | 30 Min.   | 15 Min.  | Min.     | 20 Sec.  | ID       |          |
|----------------------------------|-----------|----------|----------|----------|----------|----------|
| Class AA—7:30-10:30 p.m., daily. | \$1300.00 | \$780.00 | \$520.00 | \$380.00 | \$300.00 | \$150.00 |

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1300 (ABC), \$1300 (NBC).

For Other Owners of Two or More TV Stations,  
see Group Ownership Section

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------|------------------|----------------|-----------|
| <b>INDIANA</b>       |                  |                |           |
| DEARBORN             | 8,600            | 8,300          | 97        |
| FAYETTE              | 7,000            | 6,700          | 97        |
| FRANKLIN             | 4,400            | 4,200          | 94        |
| JAY                  | 6,600            | 6,200          | 95        |
| OHIO                 | 1,000            | 1,000          | 98        |
| RANDOLPH             | 8,800            | 8,400          | 96        |
| UNION                | 1,700            | 1,600          | 94        |
| WAYNE                | 23,500           | 22,600         | 96        |
| <b>KENTUCKY</b>      |                  |                |           |
| BATH                 | 2,600            | 1,900          | 74        |
| BOONE                | 7,600            | 7,300          | 96        |
| CAMPBELL             | 28,200           | 27,000         | 96        |
| KENTON               | 40,000           | 38,400         | 96        |
| <b>OHIO</b>          |                  |                |           |
| ADAMS                | 5,700            | 5,100          | 91        |
| ALLEN                | 32,500           | 31,200         | 96        |
| AUGLAIZE             | 11,000           | 10,600         | 96        |
| BROWN                | 7,600            | 7,200          | 94        |
| BUTLER               | 62,300           | 60,700         | 97        |
| CHAMPAIGN            | 9,000            | 8,700          | 97        |
| CLARK                | 41,100           | 40,100         | 98        |
| CLERMONT             | 25,500           | 24,800         | 97        |
| CLINTON              | 9,400            | 9,100          | 97        |
| DAKKE                | 14,000           | 13,500         | 97        |
| FAYETTE              | 7,800            | 7,500          | 96        |
| GREENE               | 29,200           | 28,400         | 98        |
| HAMILTON             | 285,000          | 276,100        | 97        |
| HIGHLAND             | 9,400            | 8,900          | 95        |
| LOGAN                | 11,000           | 10,600         | 97        |
| MERCER               | 9,200            | 8,900          | 97        |
| MIAMI                | 23,600           | 23,000         | 98        |
| MONTGOMERY           | 172,500          | 168,900        | 98        |
| PREBLE               | 9,900            | 9,600          | 98        |
| SHELBY               | 10,000           | 9,700          | 97        |
| WARREN               | 20,500           | 19,900         | 97        |
| <b>STATION TOTAL</b> | <b>946,200</b>   | <b>916,100</b> | <b>97</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 466,400 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 321,400 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 13      |

# Ohio—Lima



Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 202-kw visual, 102-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"  
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

TV tape: Recording facilities.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC).

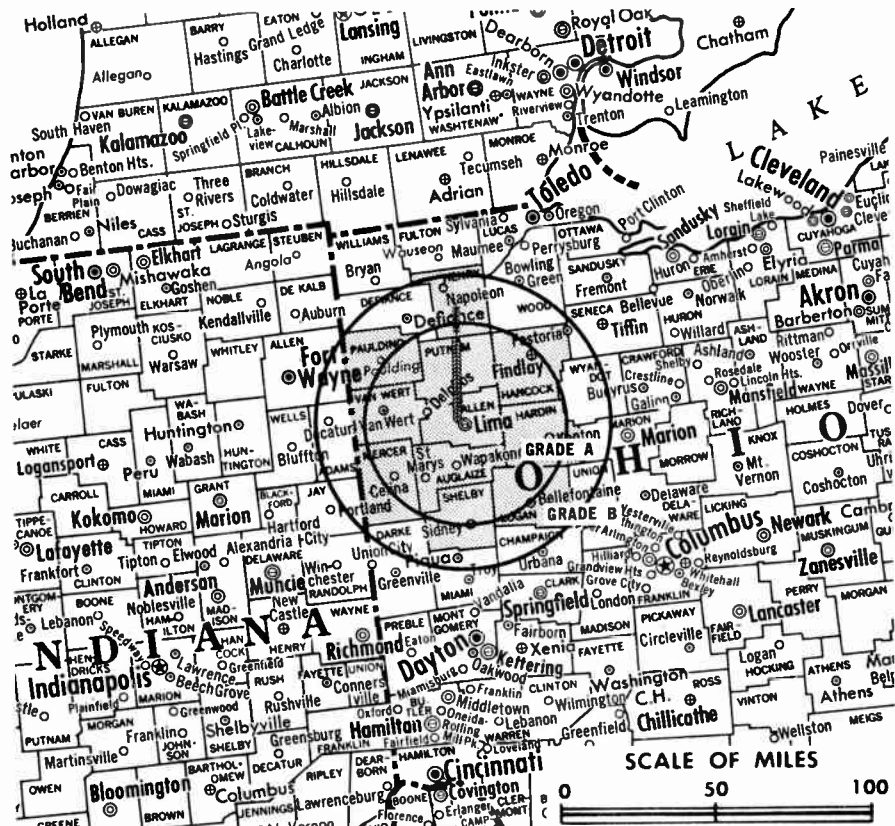
FM Affiliate: WIMA-FM, 15-kw, 102.1 mc (No. 271), 190-ft. antenna height.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

\*Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WIMA-TV Ref: FCC File No. BPCT-3190 Granted 3/30/63

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## WIMA-TV

Network Service: NBC, ABC.

Licensee: WLOK Inc., 1424 Rice Ave. (45805).

Studio: 1424 Rice Ave.

Telephone: 419-225-3010.

TWX No.: 419-745-4778.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 45.5%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%; Suzanne Hamilton Stewart, 4.5%. WIMA-TV also owns 50% of CATV franchise for Findlay, O.

Began Operation: March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by The Meeker Co.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

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

Personnel:

- R. W. MACK, general manager.
- JOHN STEWART, sales, station manager & film buyer.
- WALT WILSON, news director.
- PHIL COSTIN, program director.
- M. J. LAMB, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Nov. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—7-11 p.m., daily.  
\$225.00 \$135.00 \$90.00 \$57.00 \$50.00 \$47.50 \$45.00 \$22.50  
NETWORK BASE HOURLY RATE: \$175 (NBC), \$175 (ABC).

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|---------------------------------------|------------------|----------------|-----------|
| OHIO                                  |                  |                |           |
| ALLEN                                 | 32,500           | 31,200         | 96        |
| AUGLAIZE                              | 11,000           | 10,600         | 96        |
| HANCOCK                               | 17,600           | 17,100         | 97        |
| HARDIN                                | 8,800            | 8,400          | 96        |
| HENRY                                 | 7,700            | 7,500          | 98        |
| LOGAN                                 | 11,000           | 10,600         | 97        |
| MERCER                                | 9,200            | 8,900          | 97        |
| PAULDING                              | 4,900            | 4,700          | 96        |
| PUTNAM                                | 7,600            | 7,300          | 96        |
| SHELBY                                | 10,000           | 9,700          | 97        |
| VAN WERT                              | 8,900            | 8,700          | 97        |
| <b>STATION TOTAL</b>                  | <b>129,200</b>   | <b>124,700</b> | <b>97</b> |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  |                | 54,300    |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  |                | 35,200    |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  |                | 9         |

## MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter  
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514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Ohio—Steubenville-Wheeling, West Virginia

**abc WSTV-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"  
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

TV tape: Recording facilities.

Studio: Altamont Heights.

AM Affiliate: WSTV, 1-kw (.25-kw night), 1340 kc (MBS).

FM Affiliate: WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WSTV-TV Ref: FCC File No. BPCT-1049 Granted 8/12/53  
Authorized: FCC File No. BPCT-2786 Granted 8/23/60

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## WSTV-TV

Network Service: CBS, ABC.

Licensee: Rust Craft Broadcasting Co., WSTV Broadcast Center, Market St., Steubenville, Ohio.

Telephone: 614-282-0911, Steubenville. TWX No.: 614-283-4061.

Ownership: Rust Craft Greeting Cards Inc., 100%. Majority stockholders are Louis Berkman Co., 20.3% and Parkersburg Steel Co. (Berkman family majority owner), 8%. Stations are: WSTV-TV, WSTV and FM; WRDW-TV, Augusta, Ga.; WRCB-TV, Chattanooga, Tenn.; WROC-TV, Rochester, N.Y. (WROC & FM); WPIT & FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.; WJMJ & FM, Philadelphia and WWOL & FM, Buffalo, N.Y. Stations operate as Rust Craft Broadcasting Co. Rust Craft holds a Ch. 17 grant for Jacksonville, Fla.

Began Operation: Dec. 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vols. 17:30, 33, 2:14).

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

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

JACK N. BERKMAN, president.  
FRED WEBER, executive vice president.  
THEODORE A. EILAND, v.p. & general manager.  
PACKEY McFARLAND, regional sales manager.  
BEULA GOLDFEIN, asst. secretary & office manager.  
LEE GAYNOR, national sales manager, New York.  
GEORGE H. WILSON, promotion & publicity director.  
STAN SCOTT, news director.  
WILLIAM CHESNES, operations manager.  
GINNY GRIFFIN, merchandising director.  
CHARLES SHEPHERD, technical director.

### DIGEST OF RATE CARD NO. 10—(Feb. 1, 1964)

| Hour                      | 30 Min.  | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | 10 Sec.  |
|---------------------------|----------|----------|----------|----------|----------|----------|
| Class A—7-11 p.m., daily. | \$900.00 | \$480.00 | \$290.00 | \$250.00 | \$200.00 | \$100.00 |

NETWORK BASE HOURLY RATE: \$775 (ABC), \$775 (CBS).

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES         | TV HOMES PER |
|----------------------------------------------|------------------|------------------|--------------|
| <b>MARYLAND</b>                              |                  |                  |              |
| GARRETT                                      | 5,300            | 4,700            | 89           |
| <b>OHIO</b>                                  |                  |                  |              |
| BELMONT                                      | 25,300           | 24,500           | 97           |
| CARROLL                                      | 6,000            | 5,800            | 97           |
| COLUMBIANA                                   | 32,500           | 31,600           | 97           |
| COSHOCTON                                    | 10,000           | 9,400            | 94           |
| GUERNSEY                                     | 11,200           | 10,600           | 95           |
| HARRISON                                     | 5,000            | 4,800            | 96           |
| HOLMES                                       | 5,600            | 5,000            | 88           |
| JEFFERSON                                    | 28,400           | 27,700           | 97           |
| MAHONING                                     | 91,900           | 89,900           | 98           |
| MONROE                                       | 4,400            | 4,100            | 94           |
| MORGAN                                       | 3,500            | 3,300            | 93           |
| NOBLE                                        | 3,000            | 2,700            | 91           |
| STARK                                        | 106,500          | 103,700          | 97           |
| TRUMBULL                                     | 64,500           | 63,000           | 98           |
| TUSCARAWAS                                   | 23,800           | 22,700           | 96           |
| WASHINGTON                                   | 15,800           | 14,900           | 94           |
| <b>PENNSYLVANIA</b>                          |                  |                  |              |
| ALLEGHENY                                    | 489,800          | 476,000          | 97           |
| ARMSTRONG                                    | 23,000           | 22,200           | 96           |
| BEAVER                                       | 61,300           | 59,800           | 97           |
| BUTLER                                       | 33,700           | 32,800           | 97           |
| CLARION                                      | 10,300           | 9,800            | 95           |
| FAYETTE                                      | 46,600           | 44,300           | 95           |
| GREENE                                       | 10,500           | 10,000           | 95           |
| INDIANA                                      | 20,700           | 19,800           | 96           |
| LAWRENCE                                     | 33,300           | 32,200           | 96           |
| MERCER                                       | 37,800           | 36,400           | 96           |
| SOMERSET                                     | 21,100           | 20,100           | 95           |
| WASHINGTON                                   | 64,100           | 62,100           | 97           |
| WESTMORELAND                                 | 105,700          | 103,000          | 97           |
| (Continued on page 491-b)                    |                  |                  |              |
| <b>STATION TOTAL</b>                         | <b>1,554,400</b> | <b>1,500,800</b> | <b>97</b>    |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>495,100</b>   |              |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>274,300</b>   |              |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  | <b>11</b>        |              |

# Ohio—Toledo



**WSPD-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 18.2-kw aural (directional antenna). Antenna: 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

Transmitter: 1701 North Stadium Road, Oregon, O., 7-mi. NNE of Toledo.

TV tape: Recording facilities.

AM Affiliate: WSPD, 5-kw, 1370 kc (NBC).

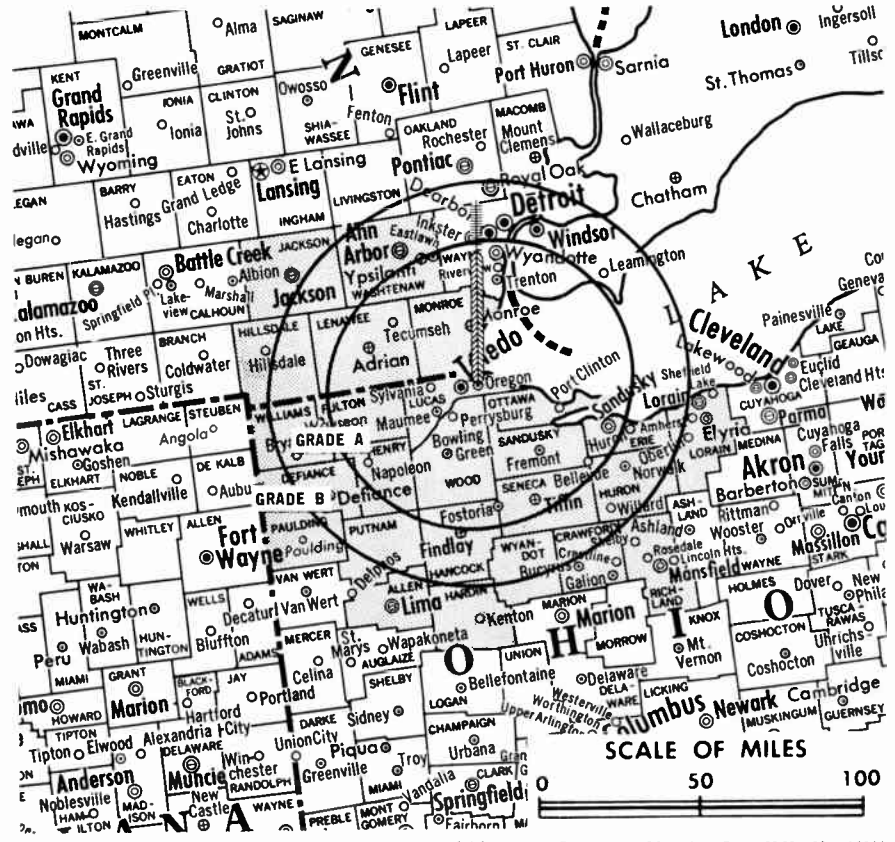
FM Affiliate: WSPD-FM, 5-kw, 101.5 mc (No. 268), 810-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WSPD-TV Ref: FCC File No. BNPCT-4735 Granted 5/13/59

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

## WSPD-TV

Licensee: Storer Broadcasting Co., 136 Huron St. (43604).

Studio: 136 Huron St.

Telephone: 419-248-6201. TWX No.: 419-379-0306.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: July 21, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

### Personnel:

- STANTON P. KETTLER, president.
- BILL MICHAELS, v.p. television division.
- KEITH McKENNEY, v.p., general manager.
- ROBERT BAILEY, general sales manager.
- D. MERLE GORE, national sales service director.
- DICK BEACH, production manager.
- RALPH RUST, operations director.
- JOHN A. STEINWAND, promotion director.
- GEORGE FULOP, chief engineer.

### DIGEST OF RATE CARD NO. 21 (July 1, 1965)

| Hour                               | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.  | ID                |
|------------------------------------|-----------|----------|----------|----------|----------|-------------------|
| Class AA—7:30-11 p.m., daily.      | \$1200.00 | \$800.00 | \$560.00 | \$400.00 | \$440.00 | \$340.00 \$170.00 |
| NETWORK BASE HOURLY RATE: \$1,100. |           |          |          |          |          |                   |

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | PER       |
|----------------------------------------------|------------------|----------------|-----------|
| <b>MICHIGAN</b>                              |                  |                |           |
| HILLSDALE                                    | 10,300           | 9,800          | 95        |
| JACKSON                                      | 39,900           | 38,900         | 98        |
| LENAWEE                                      | 22,900           | 22,200         | 97        |
| MONROE                                       | 29,600           | 29,000         | 98        |
| WASHTENAW                                    | 51,300           | 48,800         | 95        |
| <b>OHIO</b>                                  |                  |                |           |
| ALLEN                                        | 32,500           | 31,200         | 96        |
| CRAWFORD                                     | 15,100           | 14,600         | 96        |
| DEFIANCE                                     | 9,400            | 9,100          | 97        |
| ERIE                                         | 21,800           | 21,200         | 97        |
| FULTON                                       | 8,800            | 8,400          | 96        |
| HANCOCK                                      | 17,600           | 17,100         | 97        |
| HARDIN                                       | 8,800            | 8,400          | 96        |
| HENRY                                        | 7,700            | 7,500          | 98        |
| HURON                                        | 14,300           | 13,900         | 97        |
| LORAIN                                       | 67,100           | 65,700         | 98        |
| LUCAS                                        | 146,700          | 143,400        | 98        |
| OTTAWA                                       | 11,000           | 10,700         | 98        |
| PAULDING                                     | 4,900            | 4,700          | 96        |
| PUTNAM                                       | 7,600            | 7,300          | 96        |
| RICHLAND                                     | 37,800           | 36,600         | 97        |
| SANOUSKY                                     | 17,500           | 17,100         | 98        |
| SENECA                                       | 17,200           | 16,700         | 97        |
| WILLIAMS                                     | 9,500            | 9,100          | 96        |
| WOOD                                         | 21,600           | 21,000         | 97        |
| WYANOOT                                      | 6,600            | 6,300          | 96        |
| <b>STATION TOTAL</b>                         | <b>637,500</b>   | <b>618,700</b> | <b>97</b> |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  | <b>415,200</b> |           |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  | <b>281,600</b> |           |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  | <b>11</b>      |           |

# Ohio—Toledo



**WTOL-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"  
Longitude 83° 22' 47"

Transmitter: Cedar Point, near Norden Rd., Oregon City, Ohio.

TV tape: Recording facilities.

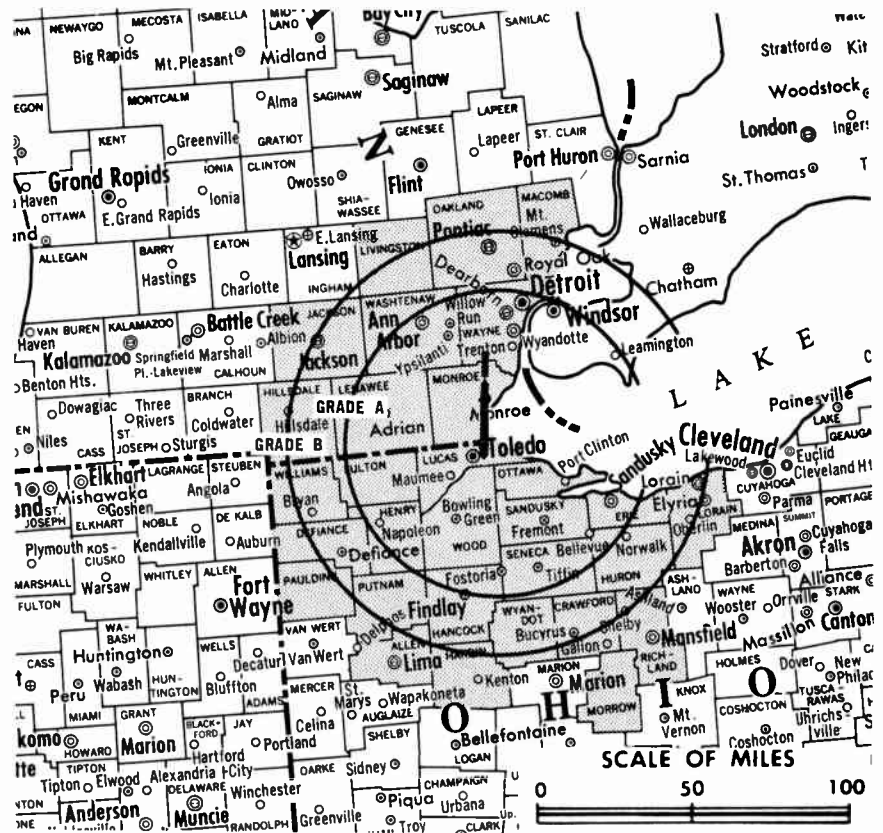
Color: Network, film & slide.

News Wire Service :AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded area) based on 1965 ARB study.



WTOL-TV Ref: FCC File No. BPC7-590 Granted 7/23/58

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## WTOL-TV

Licensee: Cosmos Broadcasting Corp., 604 Jackson St., Toledo, O. (43604).

Studio: 604 Jackson St.

Telephone: 419-244-7411.

TWX No.: 419-379-0312 (sales).

Ownership: Cosmos Broadcasting Corp., G. Richard Shafto, pres., 1111 Bull St., Columbia, S.C. For other interests see WIS-TV, Columbia, S.C.

Began Operation: Dec. 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46, 5:11).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

THOMAS S. BRETHERTON, general manager.  
ROBERT KRIEGHOFF, program director & film buyer.  
GEORGE J. KAPEL, general sales manager.  
HARLEY WEST, local & regional sales manager.  
MIKE SCIOSCIA, production manager.  
DONALD M. HESS, promotion director.  
JOE GILLIS, dir. of news & public affairs.  
DAN MORRIS, assistant public affairs director.  
HAL HOLMES, chief engineer.

### DIGEST OF RATE CARD NO. 8 (Sept. 1, 1964)

| Hour                          | 30 Min.   | 15 Min.  | 5 Min.   | Min.     | 20 Sec.             | 10 Sec. |
|-------------------------------|-----------|----------|----------|----------|---------------------|---------|
| Class AA—7:30-11 p.m., daily. | \$1400.00 | \$850.00 | \$650.00 | \$475.00 | Graded rates apply* |         |

\*Highest Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES         | PER       |
|----------------------|------------------|------------------|-----------|
| <b>MICHIGAN</b>      |                  |                  |           |
| HILLSDALE            | 10,300           | 9,800            | 95        |
| JACKSON              | 39,900           | 38,900           | 98        |
| LENAWEE              | 22,900           | 22,200           | 97        |
| LIVINGSTON           | 11,800           | 11,600           | 98        |
| MACOMB               | 134,600          | 133,000          | 99        |
| MONROE               | 29,600           | 29,000           | 98        |
| OAKLAND              | 217,800          | 214,800          | 99        |
| WASHTENAW            | 51,300           | 48,800           | 95        |
| WAYNE                | 799,200          | 780,100          | 98        |
| <b>OHIO</b>          |                  |                  |           |
| ALLEN                | 32,500           | 31,200           | 96        |
| CRAWFORD             | 15,100           | 14,600           | 96        |
| DEFIANCE             | 9,400            | 9,100            | 97        |
| ERIE                 | 21,800           | 21,200           | 97        |
| FULTON               | 8,800            | 8,400            | 96        |
| HANCOCK              | 17,600           | 17,100           | 97        |
| HARDIN               | 8,800            | 8,400            | 96        |
| HENRY                | 7,700            | 7,500            | 98        |
| HURON                | 14,300           | 13,900           | 97        |
| LORAIN               | 67,100           | 65,700           | 98        |
| LUCAS                | 146,700          | 143,400          | 98        |
| MORROW               | 5,800            | 5,600            | 97        |
| OTTAWA               | 11,000           | 10,700           | 98        |
| PAULDING             | 4,900            | 4,700            | 96        |
| PUTNAM               | 7,600            | 7,300            | 96        |
| RICHLAND             | 37,800           | 36,600           | 97        |
| SANDUSKY             | 17,500           | 17,100           | 98        |
| SENECA               | 17,200           | 16,700           | 97        |
| WILLIAMS             | 9,500            | 9,100            | 96        |
| WOOD                 | 21,600           | 21,000           | 97        |
| WYANDOT              | 6,600            | 6,300            | 96        |
| <b>STATION TOTAL</b> | <b>1,806,700</b> | <b>1,763,800</b> | <b>98</b> |

NET WEEKLY CIRCULATION (MARCH 65) 549,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 355,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 11



# Ohio—Toledo

## WDHO-TV

Ch. 24

(Due to Begin Operation in Spring)

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 1000-kw max. and 275-kw horizontal visual, 200-kw max. and 55-kw horizontal aural. Antenna: 989-ft. above av. terrain, 1031-ft. above ground, 1617-ft. above sea level.

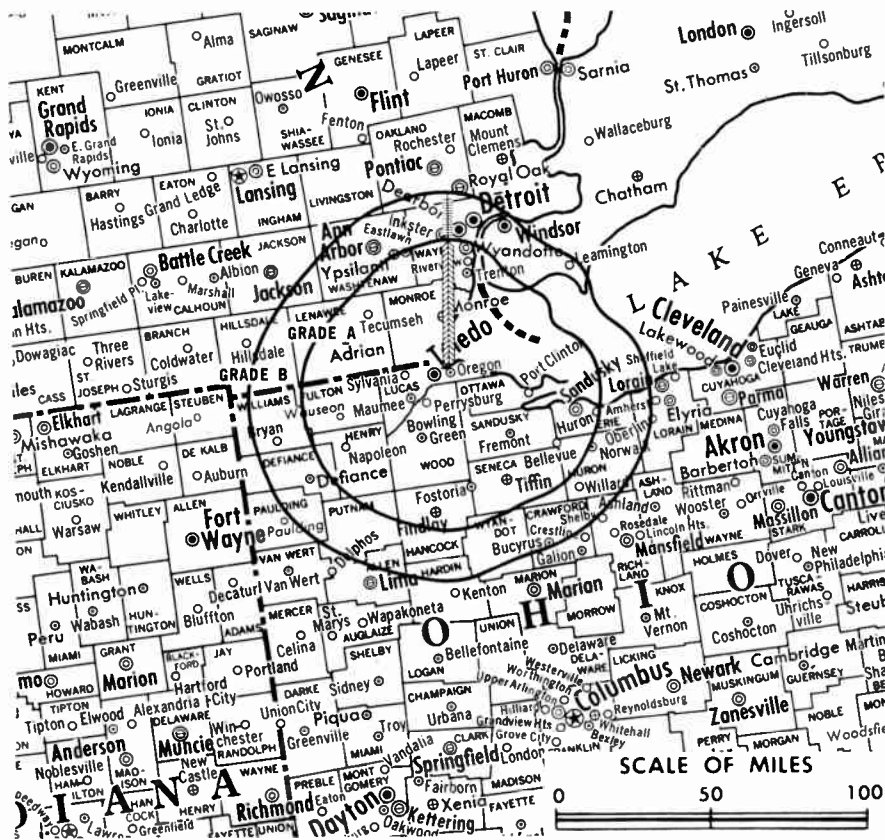
Latitude 41° 40' 03"  
Longitude 82° 21' 22"

Requests change to 916.2-kw max. and 363.9-kw horizontal visual, 183.24-kw max. and 72.78-kw horizontal aural, 1413-ft. above av. terrain, 1467-ft. above ground, 2046-ft. above sea level. BMPCT—6221.

Transmitter: W of Cousino Rd., at Arquette Rd., Jerusalem, Ohio.

TV tape: Recording facilities.

Color: Network, film, slide & tape.



WDHO-TV Ref: BPCT—3173 Granted 3/10/65

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

## WDHO-TV

Network Service: None, independent.

Grantee: D. H. Overmyer, 201 East 42nd St., New York, N.Y.

Telephone: 255-8200.

Ownership: D. H. Overmyer, 100%. He is publisher of weekly Toledo Monitor and holds CPs for WSCO-TV, Newport, Ky.; WATL-TV, Atlanta, Ga.; WECO-TV, Pittsburgh, Pa.; KBAY-TV, San Francisco; Ch. 58, Rosenberg, Tex. Also is applicant for uhf in Dallas, Tex.

Represented (sales) by National Television Sales.

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

Represented (engineering) by Paul Godley Co.

ADDITIONAL DATA NOT AVAILABLE



MALARKEY, TAYLOR & ASSOCIATES  
CATV

Brokers - Consultants - Engineering  
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345



# Ohio—Youngstown



**WFMJ-TV**



Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 263-kw horizontal visual, 200-kw maximum and 54.8-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1015-ft. above ground, 2048-ft. above sea level with 1° tilt.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

Transmitter: Mabel St.

Studio: 101 W. Boardman St.

AM Affiliate: WFMJ, 5-kw, 1390 kc (NBC).

ARB Data: The table below does not show present coverage. After data was collected, the station increased facilities.

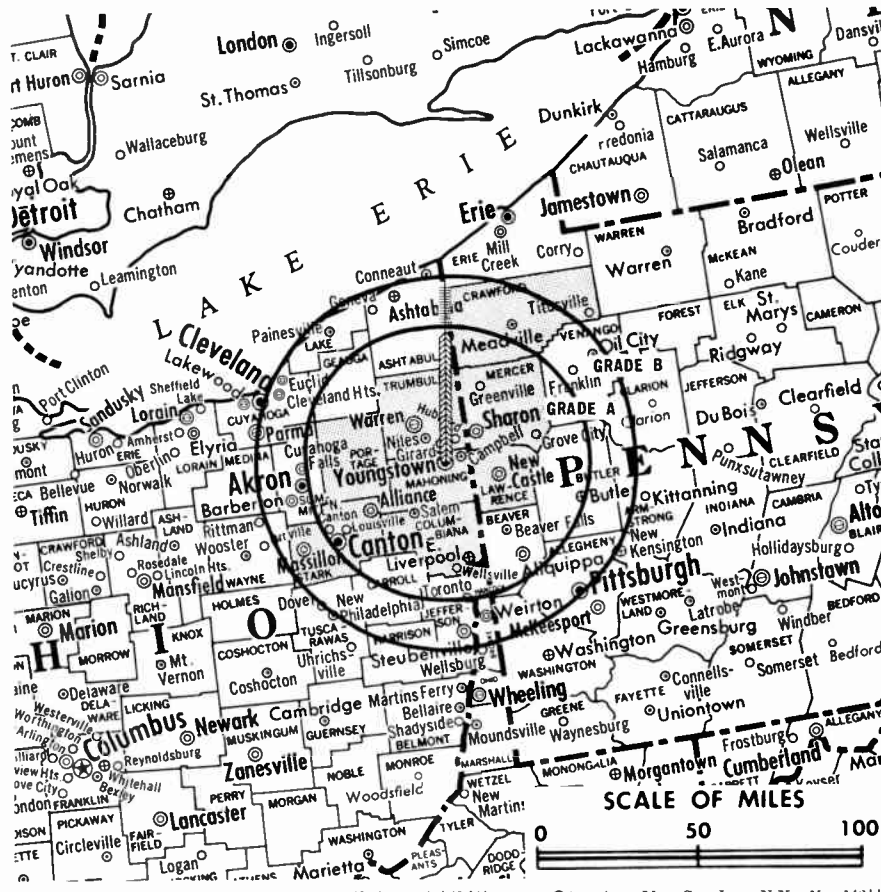
Total Households: © SRDS

(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

(County coverage (shaded area) based on 1965 ABB study.



WFMJ-TV Ref: FCC File No. BIMPCT-5949 Granted 4/8/64

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## WFMJ-TV

Licensee: The Vindicator Printing Co., 101 W. Boardman St. (44503).

Telephone: 216-744-8611.

TWX No.: 216-736-0106.

Ownership: Vindicator Printing Co., publisher of Youngstown Vindicator, 43.88% (treasury stock); E. W. Scripps Co., 26%; William F. Maag Jr., pres., 26%; William J. Brown, v.p., treas., 17%; Elizabeth M. Brown, secy., 17%; Frances R. Lower, 5%. 27 others, none over 5%.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19).

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

Represented (engineering) by Carl E. Smith.

Represented (sales) by Blair Television Associates Inc.

### Personnel:

WILLIAM F. MAAG JR., president.  
MITCHELL F. STANLEY, manager, sales manager & film buyer.  
JAY GRIER, TV program manager.  
GENE DONAHAY, film director.  
FRANK DIERINGER, chief engineer.

## DIGEST OF RATE CARD NO. 8-R (July 1, 1963)

| Hour                             | 30 Min.  | 15 Min.  | 10 Min.  | 5 Min.   | Min. or 20 Sec. | ID      |
|----------------------------------|----------|----------|----------|----------|-----------------|---------|
| Class A—7:30-11 p.m., daily.     |          |          |          |          |                 |         |
| \$600.00                         | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$110.00        | \$50.00 |
| NETWORK BASE HOURLY RATE: \$500. |          |          |          |          |                 |         |

| STATE/COUNTY         | TOTAL HOUSEHOLDS | TV HOMES       | PER HOME  |
|----------------------|------------------|----------------|-----------|
| <b>OHIO</b>          |                  |                |           |
| COLUMBIANA           | 32,500           | 31,600         | 97        |
| MAHONING             | 91,900           | 89,900         | 98        |
| PORTAGE              | 26,800           | 26,200         | 98        |
| STARK                | 106,500          | 103,700        | 97        |
| TRUMBULL             | 64,500           | 63,000         | 98        |
| <b>PENNSYLVANIA</b>  |                  |                |           |
| CRAWFORD             | 22,500           | 21,300         | 95        |
| LAWRENCE             | 33,300           | 32,200         | 96        |
| MERCER               | 37,800           | 36,400         | 96        |
| <b>STATION TOTAL</b> | <b>415,800</b>   | <b>404,300</b> | <b>97</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 193,800 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 136,100 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 12      |

# Ohio—Youngstown



**WKBN-TV**



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1000-kw maximum and 462-kw horizontal visual, 93-kw aural. Antenna: 630-ft. above av. terrain, 663-ft. above ground, 1774-ft. above sea level, using electrical beam tilt.

Latitude 41° 03' 30"  
Longitude 80° 38' 42"

Transmitter: 3930 Sunset Blvd.

TV tape: Recording facilities.

AM Affiliate: WKBN, 5-kw, 570 kc (CBS).

FM Affiliate: WKBN-FM, 50-kw, 98.9 mc (No. 255), 545-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: Ⓢ SRDS

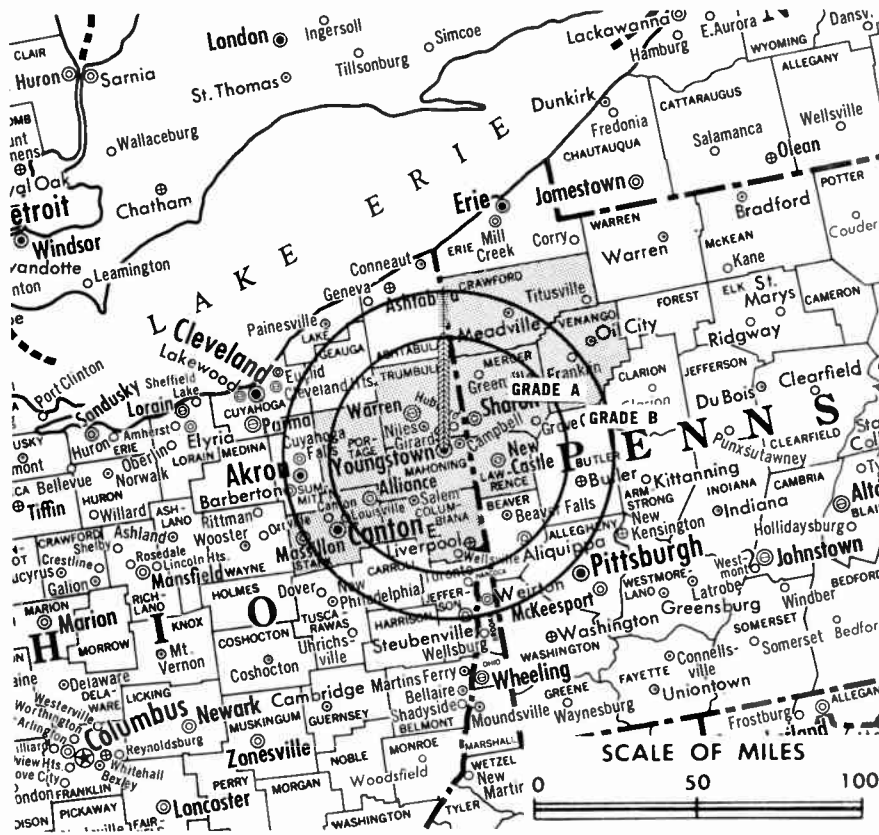
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



## WKBN-TV

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd. (44512).

Studio: 3930 Sunset Blvd.

Telephone: 216-782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., pres., 100%; Gladys S. Williams, treas.; Arthur L. Jones, secy. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treas. (Television Digest, Vol. 14:34).

Began Operation: Jan. 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by David Steel & Assoc.

Personnel:

- W. P. WILLIAMSON JR., president & general manager.
- W. P. WILLIAMSON III, asst. general manager.
- DAVID V. STEWART, sales director.
- EUGENE C. SPRINGER, public relations director.
- NORMAN BERGER, TV program director & film buyer.
- B. T. WILKENS, chief engineer.

DIGEST OF RATE CARD NO. A10a  
(Jan. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—7:30-11 p.m., Mon.-Sat.; 6-11-p.m., Sun.  
\$500.00 \$300.00 \$200.00 \$150.00 \$100.00\* \$90.00\* \$50.00\*

\*Class A—7:30-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

| STATE/COUNTY                                 | TOTAL HOUSEHOLDS | TV HOMES       | HOMES PER      |
|----------------------------------------------|------------------|----------------|----------------|
| <b>OHIO</b>                                  |                  |                |                |
| COLUMBIANA                                   | 32,500           | 31,600         | 97             |
| MAHONING                                     | 91,900           | 89,900         | 98             |
| PORTAGE                                      | 26,800           | 26,200         | 98             |
| STARK                                        | 106,500          | 103,700        | 97             |
| TRUMBULL                                     | 64,500           | 63,000         | 98             |
| <b>PENNSYLVANIA</b>                          |                  |                |                |
| CRAWFORD                                     | 22,500           | 21,300         | 95             |
| LAWRENCE                                     | 33,300           | 32,200         | 96             |
| MERCER                                       | 37,800           | 36,400         | 96             |
| VENANGO                                      | 18,400           | 17,200         | 94             |
| <b>STATION TOTAL</b>                         | <b>434,200</b>   | <b>421,500</b> | <b>97</b>      |
| <b>NET WEEKLY CIRCULATION (MARCH 65)</b>     |                  |                | <b>189,400</b> |
| <b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>  |                  |                | <b>137,000</b> |
| <b>COLOR PENETRATION PERCENTAGE (NOV 65)</b> |                  |                | <b>12</b>      |

For Ohio Educational Stations,  
see Educational Station Directory.

# Ohio—Youngstown



**WYTV**



Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 580-ft. above av. terrain, 643-ft. above ground, 1668-ft. above sea level.

Latitude 41° 03' 42.6"  
Longitude 80° 38' 6.5"

Transmitter: 3800 Shady Run Rd., Youngstown.

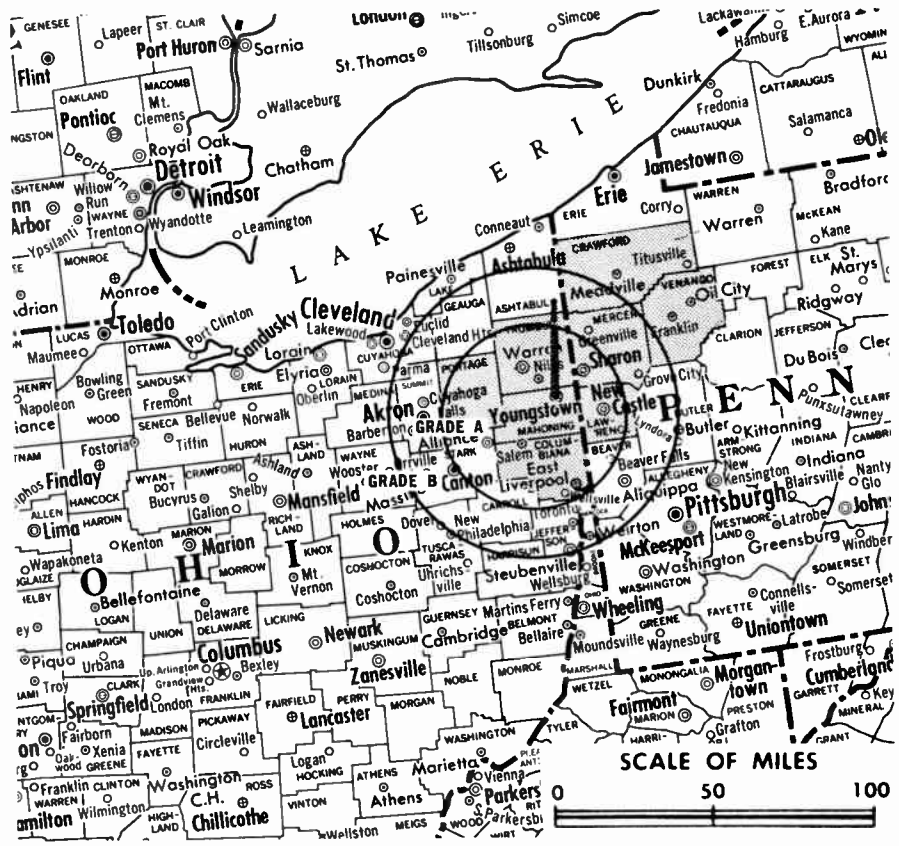
Studio: 3800 Shady Run Rd.

Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded area) based on 1965 ARB study.)



WYTV Ref: FCC File No. BPCT-2568 Granted 7/29/59

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## WYTV

Licensee: WYTV Inc., 3800 Shady Run Rd., Youngstown (44502).

Telephone: 216-788-2424.

TWX No.: 216-736-0110.

Ownership: Edwin G. Richter Jr., 25%; Edgewood Investment, 25%; Adam Young Inc., 30%; Howard D. Duncan Jr., 20%.

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, O. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to present owners by WKST-TV Inc. (wholly-owned by Communications Industries Corp.) was approved Feb. 5, 1965 by FCC (Vols. 4:47, 5:7). Sale to WKST-TV Inc. by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16).

Represented (sales) by Young Television.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Lohnes & Culver.

Personnel:

HOWARD D. DUNCAN JR., v.p. & general manager.

CHARLES DE VAULT, program mgr. & film buyer.

ARTHUR TAYLOR, chief engineer.

### DIGEST OF RATE CARD NO. C-2

(July 1, 1962)

| Hour                             | 30 Min.       | 15 Min.  | 10 Min.  | 5 Min.   | Min.     | 20 Sec.  |         |
|----------------------------------|---------------|----------|----------|----------|----------|----------|---------|
| Class AA—7:30-11 p.m., daily.    | \$400.00      | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$100.00 | \$90.00 |
| <b>NETWORK BASE HOURLY RATE:</b> | <b>\$450.</b> |          |          |          |          |          |         |

| STATE/COUNTY         | TOTAL          |                | PER       |
|----------------------|----------------|----------------|-----------|
|                      | HOUSEHOLDS     | HOMES          |           |
| <b>OHIO</b>          |                |                |           |
| COLUMBIANA           | 32,500         | 31,600         | 97        |
| MAHONING             | 91,900         | 89,900         | 98        |
| PORTAGE              | 26,800         | 26,200         | 98        |
| TRUMBULL             | 64,500         | 63,000         | 98        |
| <b>PENNSYLVANIA</b>  |                |                |           |
| CRAWFORD             | 22,500         | 21,300         | 95        |
| LAWRENCE             | 33,300         | 32,200         | 96        |
| MERCER               | 37,800         | 36,400         | 96        |
| VENANGO              | 18,400         | 17,200         | 94        |
| <b>STATION TOTAL</b> | <b>327,700</b> | <b>317,800</b> | <b>97</b> |

|                                       |         |
|---------------------------------------|---------|
| NET WEEKLY CIRCULATION (MARCH 65)     | 181,700 |
| AVERAGE DAILY CIRCULATION (MARCH 65)  | 115,600 |
| COLOR PENETRATION PERCENTAGE (NOV 65) | 12      |

# Ohio—Zanesville



**WHIZ-TV**



Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 212-kw visual, 37.2-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level.

Latitude 39° 55' 42"  
Longitude 81° 59' 06"

Transmitter: Downerd Rd.  
AM Affiliate: WHIZ, 1-kw (.25-kw, night), 1240 kc (NBC).

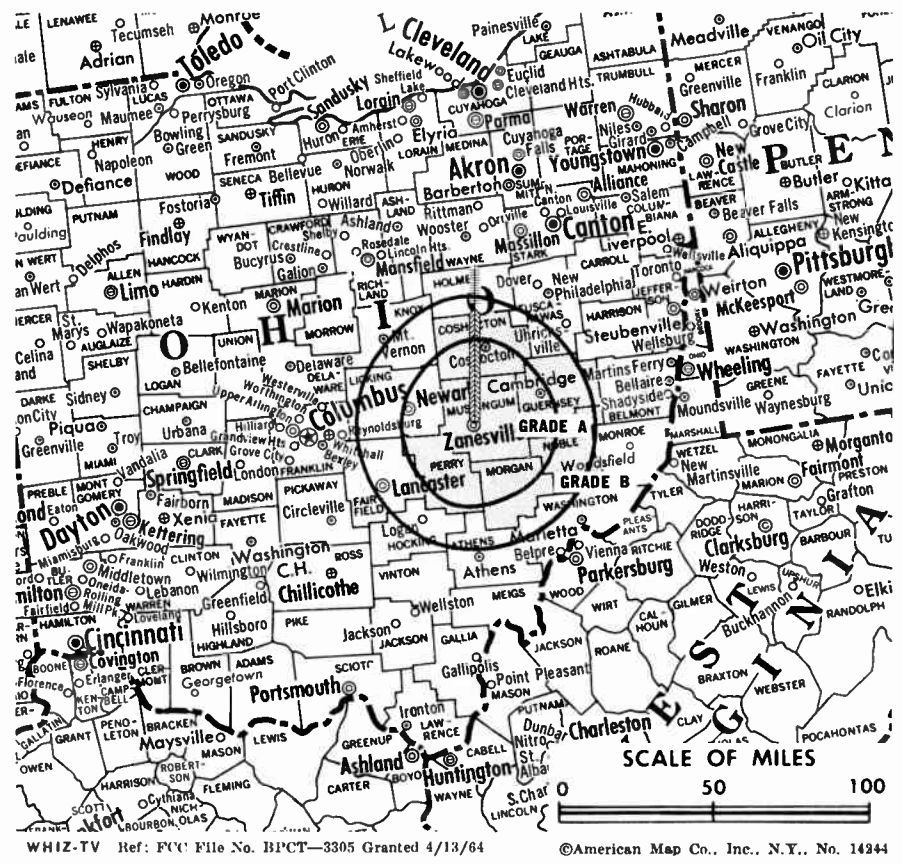
FM Affiliate: WHIZ-FM, 15-kw, 102.5 mc (No. 273), 490-ft. antenna height.

O & O Translators: W80AA, Cambridge; W71AB, Coshocton, Ohio.

Color: Network only.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SIRIS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded area) based on 1965 ARB study.)

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WHIZ-TV Ref: FCC File No. BPCT-3305 Granted 4/13/64

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## WHIZ-TV

Network Service: ABC, NBC; also CBS, on per program basis.  
Licensee: Southeastern Ohio Television System, Downerd Rd.  
Studio: Downerd Rd. (43701).  
Telephones: 614-452-5431 (office); 614-453-0361 (studio). TWX No.: 614-453-9857.  
Ownership: General partnership: Zanesville Publishing Co., publisher of Zanesville Times-Recorder, 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Publishing owners are Clay Littick, 47.5%; Arthur S. Littick, 47.5%; Wm. O. Littick, 5%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence Graham, 20%. Zanesville Publishing Co. also operates WTAP-TV, Parkersburg, W. Va.; radios WTAP, Parkersburg; WNXT, Portsmouth; WOMP & FM, Bellaire, O.; WZIP & FM, Cincinnati, O.

Began Operation: May 15, 1953.  
Represented (sales) by Savalli/Gates National Representatives Inc.  
Represented (legal) by Robert F. Jones.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
ALLAN LAND, broadcasting group manager & film buyer.  
ROBERT HODOUS, general manager.  
NATE MILDER, director of sales.  
WILLIAM HUNT, chief engineer.  
REED MELLON, director of programs.  
RALPH YOUNG, film operation manager.

### DIGEST OF RATE CARD NO. 1 (April 1, 1953)

|                              |                           |         |         |         |         |         |
|------------------------------|---------------------------|---------|---------|---------|---------|---------|
| Hour                         | 30 Min.                   | 15 Min. | 10 Min. | 5 Min.  | Min.    | 8 Sec.  |
| Class A—6:29-11 p.m., daily. | \$150.00                  | \$90.00 | \$60.00 | \$50.00 | \$37.50 | \$30.00 |
| NETWORK BASE HOURLY RATE:    | \$120 (ABC), \$120 (NBC). |         |         |         |         |         |

| STATE/COUNTY                          | TOTAL HOUSEHOLDS | TV HOMES      | PER       |
|---------------------------------------|------------------|---------------|-----------|
| OHIO                                  |                  |               |           |
| COSHOCTON                             | 10,000           | 9,400         | 94        |
| GUERNSEY                              | 11,200           | 10,600        | 95        |
| MORGAN                                | 3,500            | 3,300         | 93        |
| MUSKINGUM                             | 23,800           | 22,900        | 96        |
| NOBLE                                 | 3,000            | 2,700         | 91        |
| PERRY                                 | 7,800            | 7,500         | 96        |
| <b>STATION TOTAL</b>                  | <b>59,300</b>    | <b>56,400</b> | <b>95</b> |
| NET WEEKLY CIRCULATION (MARCH 65)     |                  | 27,000        |           |
| AVERAGE DAILY CIRCULATION (MARCH 65)  |                  | 19,100        |           |
| COLOR PENETRATION PERCENTAGE (NOV 65) |                  | 14            |           |

HA 1-0818 RESIDENCE  
TE 2-9362

## La Rue Media Brokers Inc.

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.