



Media Brokerage Specialist CATV, TV and Radio

THE TED HEPBURN COMPANY

**Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn-Jepsen, VP, Small Markets**

P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Atlanta, Ga.	1,117,400	15	702,000	14	WAGA-TV (5), WANX-TV (46), WATL-TV (36), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Birmingham, Ala.	491,800	47	291,000	47	WBMG (42), WBRC-TV (6), WTOO (21), WVTM-TV (13)
Mobile, Ala.-Pensacola, Fla.	399,700	61	239,000	59	WALA-TV (10), WEAR-TV (3), WKRG-TV (5), WPML (15)
Chattanooga, Tenn.	287,400	79	182,000	75	WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVC (9)
Huntsville-Decatur-Florence, Ala. ...	245,200	91	163,000	83	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15)
Columbus, Ga.	183,300	112	124,000	98	WLTV (38), WRBL (3), WWSW (66), WTVM (9), WXTX (54)
Montgomery, Ala.	169,700	119	110,000	111	WCOV-TV (20), WKAB-TV (32), WSFA-TV (12)
Columbus-Tupelo, Miss.	134,200	143	85,000	131	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Dothan, Ala.	95,500	159	60,000	155	WDHN (18), WTVY (4)
Meridian, Miss.	71,800	171	39,000	166	WHTV (24), WLBM-TV (30), WTOK-TV (11)
Tuscaloosa, Ala.	50,200	187	12,000	196	WCFT-TV (33)
Anniston, Ala.	41,800	192	19,000	188	WHMA-TV (40)
Selma, Ala.	17,600	207	7,000	206	WSLA (8)

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WAFF, Decatur (See Huntsville-Decatur)
WEAR-TV, Mobile (See Pensacola, Fla.)

Alabama Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	7	13	20
Educational Television Stations	3	6	9
			<u>29</u>

Alabama--Anniston

WHMA-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 720-kw max. & 464-kw horizontal visual, 143-kw max. & 92.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 235-ft. above ground, 1745-ft. above sea level.

Latitude 33° 40' 52"
Longitude 85° 48' 57"

Transmitter: Top of Blue Mtn. 200-ft. S of Lookout Tower.

News Service: AP.

Satellite Earth Station: Drake; 3.2-meter.

Network Service: CBS.

Licensee: Jacksonville State University Communications Foundation Inc., Radio Bldg., 1330 Noble St., Anniston, Ala.

Studio: Radio-Television Bldg., Anniston, Ala.

Mailing Address: Box 40, Anniston, Ala. 36201.

Telephone: 205-237-8651.

Ownership: Non-profit corp. Board members: Theron E. Montgomery Jr., Charles C. Rowe, Jack Hopper & James A. Reaves. Jacksonville State U. is licensee of WLJS-FM, Jacksonville, Ala.

Began Operation: Oct. 26, 1969. Sale to present owners by Harry Brandt Ayers, et al., approved by FCC May 4, 1983.

Represented (Sales) by Avery-Knodel Inc.

Represented (legal) by Gardner, Carton & Douglas.

Represented (engineering) by Claude M. Gray.

Personnel:

HARRY E. MABRY, general manager.
DAVID ATCHISON, program director.
BILL HAGLER, general sales manager.
JAMES A. HUDSON, chief engineer.
JIM VICE, local sales manager.

Highest One Hour Rate (June 27, 1983): \$1200.

Highest 30 Sec. Rate (June 27, 1983): \$230.

NETWORK BASE HOURLY RATE: \$150.

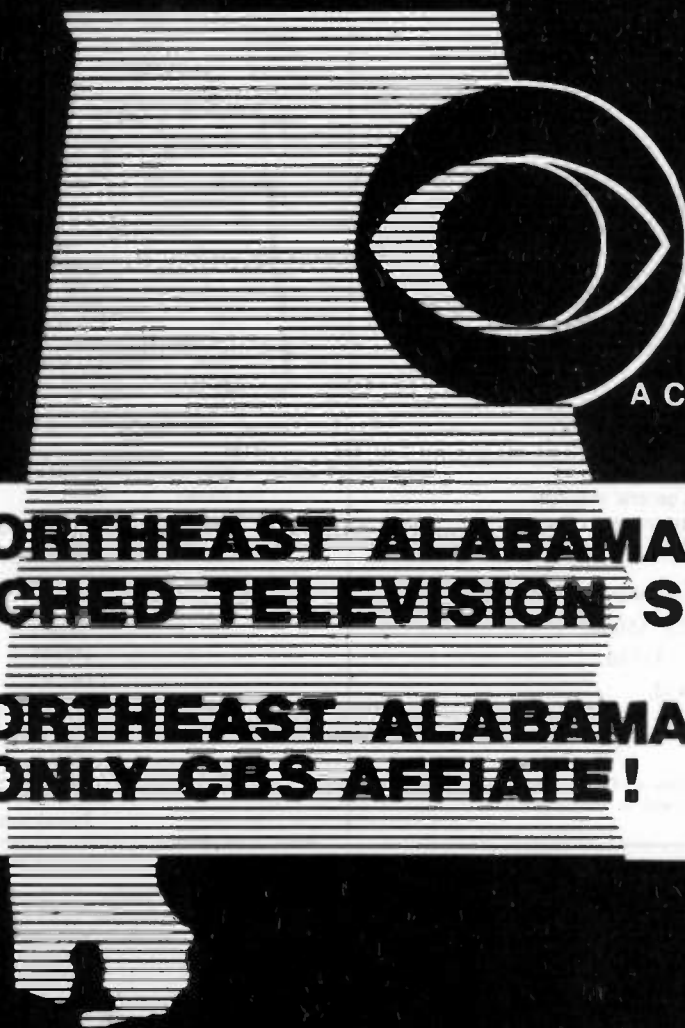
Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Calhoun	41,700	41,300	99
	Etowah	38,300	38,000	99
Between 25-49%	ALABAMA			
	Cherokee	6,800	6,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Clay	4,800	4,700	98
	Talladega	25,300	24,900	99
Between 5-24%	ALABAMA			
	Cleburne	4,800	4,700	98
	Marshall	24,900	24,600	99
	Randolph	7,300	7,200	99
	St Clair	15,200	15,000	99
	Shelby	24,500	24,200	99
Station Totals		193,600	191,300	98
Net Weekly Circulation (1983)				85,500
Average Daily Circulation (1983)				45,200

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WHMA-TV!**



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MOST WATCHED TELEVISION STATION...**

**NORTHEAST ALABAMA'S
ONLY CBS AFFILIATE!**

**TV
40**

ANNISTON

Watch for New Call Letters in 1984.

Alabama--Birmingham

WBMG

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1170-kw max. & 891-kw horizontal visual, 229-kw max. & 174-kw horizontal aural. Antenna: 1381-ft. above av. terrain, 1134-ft. above ground, 2049-ft. above sea level.

Latitude 33° 29' 02"
Longitude 86° 48' 21"

Holds CP for change to 2163-kw max. & 1633-kw horizontal visual, 216.3-kw max. & 163.3-kw horizontal aural.

Transmitter: 700-ft. NNW of intersection of Valley Ave. & Valley View Dr.

News Service: CBS.

Satellite Earth Station: In operation.

Network Service: CBS.

Licensor: Birmingham Television Corp., Box 6146, Birmingham, Ala. 35259.

Studio: 2075 Golden Crest Dr. Telephone: 205-322-4200.

Mailing Address: Box 6146, Birmingham, Ala. 35259.

Ownership: Park Bcstg. Inc., Roy H. Park, sole owner. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 17, 1965. Sale to present owner by Southern Bcstg. Co., William Dubois, et al., approved by FCC June 1973.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jansky & Bailey.

Personnel:

HOYLE BROOME, vice president & general manager.

WILLIAM CRAWFORD, local sales manager.

JAMIE ENRIGHT, program director.

FRED VINSON, chief engineer.

LINDA McCARTY, national sales coordinator & traffic manager.

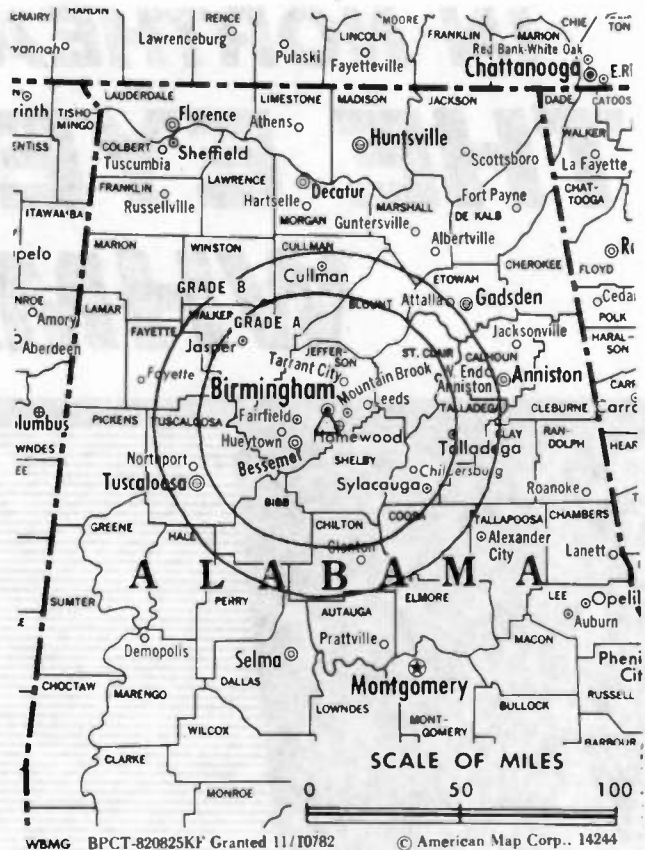
Highest One Hour Rate (Sept. 19, 1983): \$5000.

Highest 30 Sec. Rate (Sept. 19, 1983): \$1250.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes; TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Bibb	5,600	5,500	98
	Jefferson	253,300	251,400	99
	St Clair	15,200	15,000	99
	Shelby	24,500	24,200	99
	Walker	25,200	25,000	99
Winston	8,200	8,100	99	
Between 25-49%	ALABAMA			
	Blount	13,600	13,400	99
	Chilton	11,500	11,300	98
	Cullman	23,300	23,100	99
	Fayette	7,000	6,900	99
	Marion	11,400	11,200	99
Talladega	25,300	24,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Cherokee	6,800	6,700	99
	Clay	4,800	4,700	98
	Colbert	20,100	19,800	99
	Etowah	38,300	38,000	99
	Lamar	6,100	6,000	98
	Lauderdale	29,900	29,400	98
	Marshall	24,900	24,600	99
	Perry	4,600	4,500	97
	Pickens	7,300	7,100	97
	Tallapoosa	14,000	13,800	99
Tuscaloosa	50,100	49,500	99	
Station Totals		631,000	624,100	98
Net Weekly Circulation (1983)			304,400	
Average Daily Circulation (1983)			139,500	

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS
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CHICAGO 333 N. Michigan Ave., 60601 (312) 346-6460
WASHINGTON, D.C. 1111 19th St., N.W., 20036 (202) 331-9270
ATLANTA 400 Colony Sq., #1004, 30361 (404) 892-4655
BEVERLY HILLS 9465 Wilshire Blvd., 90212 (213) 274-8151

Alabama--Birmingham

WBRC-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1120-ft. above av. terrain, 795-ft. above ground, 1802-ft. above sea level.

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

Transmitter: Atop Red Mtn.

News Services: AP, SNC, UPI.

Satellite Earth Stations: Transmit-receive; Harris; 9-meter.

Network Service: ABC.

Licensee: Taft Broadcasting Co., Box 6, Birmingham 35201.

Studio: Atop Red Mtn.

Telephone: 205-322-4701. TWX: 810-733-3650.

Mailing Address: Box 6, Birmingham, Ala. 35201.

Ownership: Taft Bcstg. Co. For other interests, see Group Ownership of TV Stations.

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

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

Personnel:

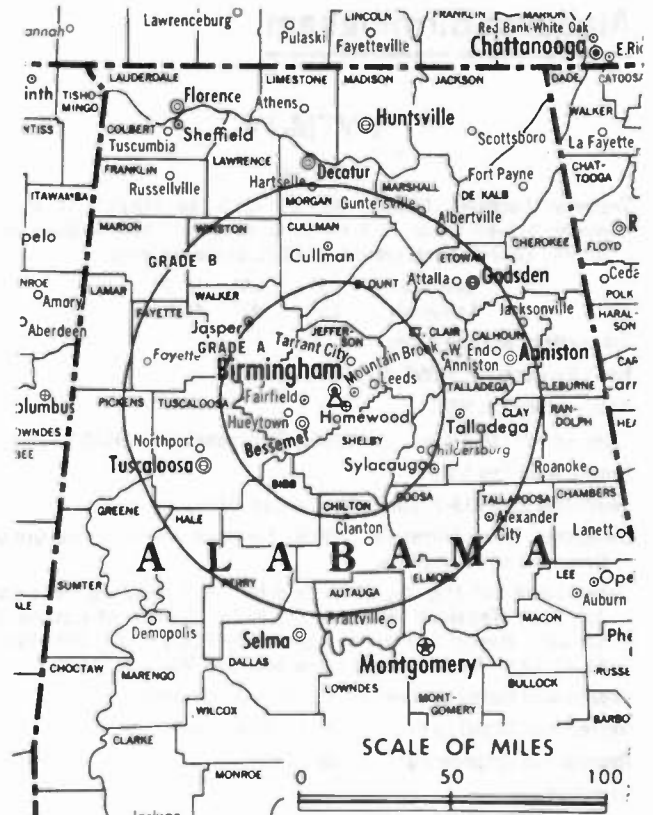
DUDLEY S. TAFT, president.
NICK BOLTON, vice president & general manager.
ROBERT R. FANNING, general sales manager.
BOB HERRON, local sales manager.
ANN BRYANT, operations/program director.
BRIAN BRACCO, news director.
JERRY THORN, chief engineer.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
ALABAMA				
50% & Over	Bibb	5,600	5,500	98
	Blount	13,600	13,400	99
	Calhoun	41,700	41,300	99
	Chilton	11,500	11,300	98
	Clay	4,800	4,700	98
	Coosa	4,200	4,100	98
	Cullman	23,300	23,100	99
	Etowah	38,300	38,000	99
	Fayette	7,000	6,900	99
	Greene	3,700	3,600	97
	Hale	5,100	4,900	97
	Jefferson	253,300	251,400	99
	Lamar	6,100	6,000	98
	Marlon	11,400	11,200	99
	Marshall	24,900	24,600	99
	Perry	4,600	4,500	97
	Pickens	7,300	7,100	97
	St Clair	15,200	15,000	99
	Shelby	24,500	24,200	99
	Talladega	25,300	24,900	99
	Tallapoosa	14,000	13,800	99
	Tuscaloosa	50,100	49,500	99



WBRC-TV BPCT-2449 Granted 2/13/59

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Walker	25,200	25,000	99
	Winston	8,200	8,100	99
ALABAMA				
Between 25-49%	Autauga	11,100	10,900	98
	Cherokee	6,800	6,700	99
	Cleburne	4,800	4,700	98
	Colbert	20,100	19,800	99
	Dallas	17,900	17,500	98
	Franklin	10,900	10,700	98
	Lauderdale	29,900	29,400	98
	Morgan	33,100	32,600	99
	Sumter	5,500	5,300	97
MISSISSIPPI				
	Lowndes	19,700	19,500	99
ALABAMA				
Between 5-24%	De Kalb	20,600	20,300	99
	Lawrence	10,300	10,100	98
	Madison	70,400	69,500	99
	Marengo	8,400	8,200	98
	Randolph	7,300	7,200	99
	Wilcox	4,500	4,300	97
GEORGIA				
	Carroll	20,200	19,900	99
MISSISSIPPI				
	Noxubee	4,000	3,900	98
Station Totals		934,400	922,600	98
Net Weekly Circulation (1983)			645,800	
Average Daily Circulation (1983)			430,700	

Alabama-Birmingham

WVTM-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1360-ft. above av. terrain, 1072-ft. above ground, 2048-ft. above sea level.

Latitude 33° 29' 25.5"
Longitude 86° 47' 48.0"

Transmitter: Atop Red Mtn.

News Services: AP, NIWS, UPI, Weather Scan.

Network Service: NBC.

Licensee: WVTM-TV Inc., Box 10502, Birmingham, Ala. 35202.

Studio: Atop Red Mtn.

Telephone: 205-933-2720. TWX: 205-328-0751.

Ownership: Times Mirror Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: May 29, 1949. Sold to The Birmingham News Co. July 1953 (Television Digest, Vol. 9:15, 24). Transfer of stations to Samuel I. Newhouse interests approved by FCC Jan. 25, 1956 (Vol. 11:49; 12:4). Sale to present owner approved March 27, 1980.

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

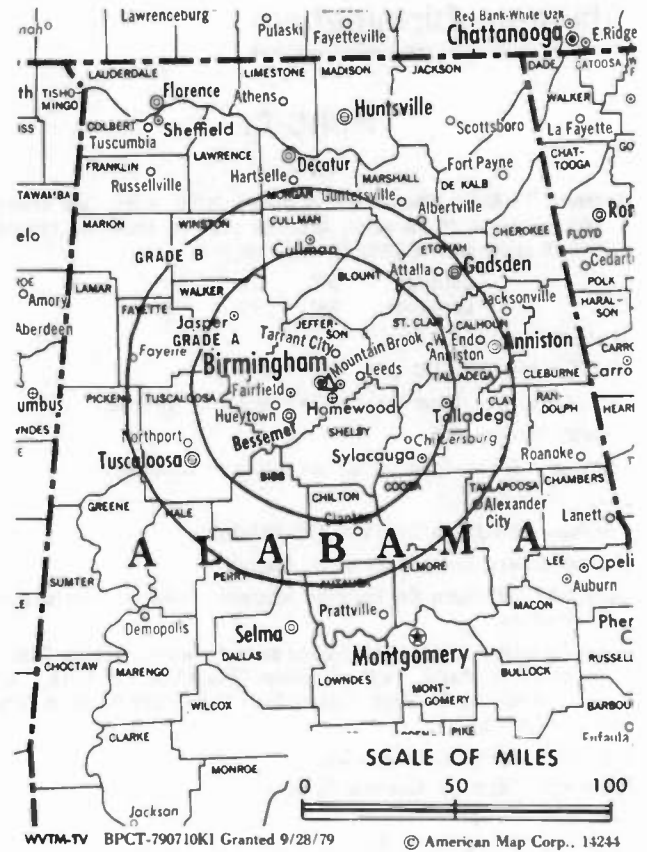
Personnel:

- JOHN J. McCRORY, president.
- JACK HARRISON, vice president & general manager.
- STAN BRADLEY, general sales manager.
- EVERETT HOLLE, program director.
- ROBIN COOPER, promotion director.
- TOM ROBERTS, news director.
- PAUL GROSS, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
ALABAMA				
50% & Over	Bibb	5,600	5,500	98
	Blount	13,600	13,400	99
	Calhoun	41,700	41,300	99
	Chilton	11,500	11,300	98
	Clay	4,800	4,700	98
	Coosa	4,200	4,100	98
	Cullman	23,300	23,100	99
	Etowah	38,300	38,000	99
	Fayette	7,000	6,900	99
	Hale	5,100	4,900	97
	Jefferson	253,300	251,400	99
	Marion	11,400	11,200	99
	Perry	4,600	4,500	97
	Pickens	7,300	7,100	97
	St. Clair	15,200	15,000	99
	Shelby	24,500	24,200	99
	Talladega	25,300	24,900	99
	Tuscaloosa	50,100	49,500	99
	Walker	25,200	25,000	99
Winston	8,200	8,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
ALABAMA				
Between 25-49%	Autauga	11,100	10,900	98
	Cherokee	6,800	6,700	99
	Dallas	17,900	17,500	98
	Franklin	10,900	10,700	98
	Greene	3,700	3,600	97
	Lamar	6,100	6,000	98
	Marengo	8,400	8,200	98
	Marshall	24,900	24,600	99
	Morgan	33,100	32,600	99
	Sumter	5,500	5,300	97
Tallapoosa	14,000	13,800	99	
ALABAMA				
Between 5-24%	Chambers	14,000	13,800	99
	Cleburne	4,800	4,700	98
	De Kalb	20,600	20,300	99
	Lawrence	10,300	10,100	98
	Lee	29,200	28,800	98
	Madison	70,400	69,500	99
	Randolph	7,300	7,200	99
GEORGIA				
	Carroll	20,200	19,900	99
MISSISSIPPI				
	Noxubee	4,000	3,900	98
Station Totals		903,400	892,200	98
Net Weekly Circulation (1983)				601,700
Average Daily Circulation (1983)				394,200

Alabama--Homewood-Birmingham

WTTO

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1042-kw max. & 787-kw horizontal visual, 104.2-kw max. & 78.7-kw horizontal aural. Antenna: 1343-ft. above av. terrain, 1062-ft. above ground, 2008-ft. above sea level.

Latitude 33° 29' 04"
Longitude 86° 48' 25"

Transmitter: Top of Red Mtn., Birmingham.

News Service: CNN II.

Satellite Earth Station: Anixter-Mark, 5-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Chapman Radio & TV Corp., Box C-2100, Birmingham, Ala. 35283.

Studio: 2021 Golden Crest Dr., Birmingham 35209.

Telephone: 205-251-2100.

Ownership: Byron Lasky, 100%.

Began Operation: April 21, 1982. Sale of 50.2% to Byron Lasky, 49.8% owner, by William A. & George K. Chapman, approved by FCC July 8, 1983.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Lohnes & Culver.

Personnel:

CHARLES ROUNTREE, general manager.

CHARLEY WEIDMAN, general sales manager.

TINA YARBROUGH, program director.

JIM DOYAS, chief engineer.

Highest 30 Sec. Rate (April 21, 1982): \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Bibb	5,600	5,500	98
	Cullman	23,300	23,100	99
	Jefferson	253,300	251,400	99
	Shelby	24,500	24,200	99
	Talladega	25,300	24,900	99
	Walker	25,200	25,000	99
Winston	8,200	8,100	99	
Between 25-49%	ALABAMA			
	Blount	13,600	13,400	99
	Chilton	11,500	11,300	98
	Fayette	7,000	6,900	99
	Marion	11,400	11,200	99
St Clair	15,200	15,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Calhoun	41,700	41,300	99
	Cherokee	6,800	6,700	99
	Clay	4,800	4,700	98
	Coosa	4,200	4,100	98
	Etowah	38,300	38,000	99
	Franklin	10,900	10,700	98
	Greene	3,700	3,600	97
	Hale	5,100	4,900	97
	Marshall	24,900	24,600	99
Perry	4,600	4,500	97	
Tuscaloosa	50,100	49,500	99	
Station Totals		619,200	612,600	98
Net Weekly Circulation (1983)			285,900	
Average Daily Circulation (1983)			154,700	

For Group Ownership of TV Stations, consult Index

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ARBITRON® RATINGS

Alabama-Dothan

WDHN

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1080.4-kw max. & 398-kw horizontal visual, 162.6-kw max. & 39.8-kw horizontal aural. Antenna: 730-ft. above av. terrain, 796-ft. above ground, 1049-ft. above sea level.

Latitude: 31° 14' 30"

Longitude: 85° 18' 48"

Transmitter: 1.8-mi. E of Dothan on Rte. 52.

News Service: AP.

Network Service: ABC.

Licensee: Southeast Alabama Broadcasting Co. Inc., Box 6237, Dothan, Ala. 36302.

Studio: 1.8-mi. East of Dothan on Rte. 52.

Mailing Address: Box 6237, Dothan, Ala. 36302.

Telephone: 205-793-1818.

Ownership: Hi Ho Television Stations of Alabama Inc. F. Francis D'Addario, chmn. of board, 33.33%; David Antoniak, pres., 16.66%; James D. Ivey, v.p., 16.66%; Jerome Kurtz, secy.-treas., 33.33%. D'Addario, Antoniak, Ivey & Kurtz have interest in KTNW, Riverton, Wyo. D'Addario, Ivey & Kurtz have interest in WVGA, Valdosta, Ga. D'Addario owns WDJZ(AM), Bridgeport, Conn.

Began Operation: August 7, 1970. Sale to present owners by Betts Slingluff Jr., et al., approved by FCC June 26, 1979.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

- HERB STRICKLAND, general manager.
- BETTY MARSHALL, station manager.
- LINDA CLAY, sales manager.
- SHAWN WARD, program director.
- HOWARD LANGSTON, operations manager.
- DAVID KIRKLAND, production manager.
- RICK BROWN, news director.
- RICHARD GILBERT, director of engineering.

Highest 30 Sec. Rate (May 1, 1982): \$200.

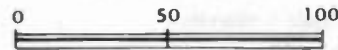
NETWORK BASE HOURLY RATE: \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Coffee	13,900	13,700	99
	Dale	15,200	15,000	99
	Geneva	8,900	8,700	98
	Henry	5,600	5,500	98
	Houston	28,300	28,000	99
	GEORGIA			
	Early	4,600	4,500	98



SCALE OF MILES



WDHN BMPCT-7141 Granted 11/20/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Covington	14,500	14,300	99
	FLORIDA			
	Jackson	14,100	13,600	97
	GEORGIA			
	Miller	2,700	2,600	96
Between 5-24%	ALABAMA			
	Barbour	8,700	8,500	98
	Crenshaw	5,300	5,200	98
	FLORIDA			
	Holmes	5,700	5,500	96
	Walton	8,800	8,600	98
	Washington	5,700	5,600	97
	GEORGIA			
	Clay	1,200	1,200	100
	Decatur	8,800	8,600	98
Dougherty	35,200	34,700	98	
Lee	4,100	4,000	98	
Seminole	3,300	3,200	97	
Station Totals		194,600	191,000	98
Net Weekly Circulation (1983)			77,000	
Average Daily Circulation (1983)			40,800	

Alabama-Dothan

WTVY

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 18.2-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2049-ft. above sea level.

Latitude 30° 55' 10.12"
Longitude 85° 44' 27.90"

Transmitter: W of Rte. 177, 2.1-mi. S of Miller Crossroads, Fla.

News Service: AP.

Satellite Earth Stations: Graceba, 1.45-meter; Drake receivers; Scientific-Atlanta, 2.22-meter; Scientific-Atlanta receivers.

FM Affiliate: WTVY-FM, 100-kw, 95.5 MHz (No. 238), 1060-ft.

Network Service: CBS.

Licensee: WTVY Inc., Box 1089, Dothan, Ala. 36302.

Studio: Columbia Hwy.

Telephone: 205-792-3195. TWX: 810-744-3070.

Ownership: Charles Woods, pres. & gen. mgr., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 12, 1955.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kenkel, Barnard & Edmondson, P.C..

Represented (engineering) by Cohen & Dippell.

Personnel:

CHARLES WOODS, president & general manager.

ELDON KLAPAL, station manager.

JOHN GAUSE, sales manager.

CARL BLACKMON, national sales manager.

J. W. DAVIS, director of engineering.

REGGIE MITCHELL, program director.

JERRY FINN, production manager.

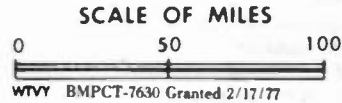
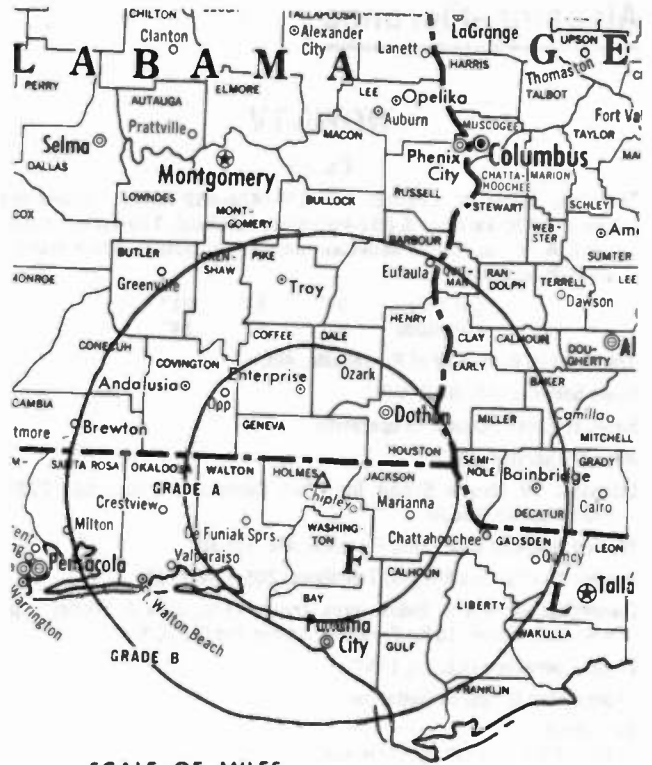
JERRY VANN, news director.

Highest 30 Sec. Rate (May 5 1982): \$500.

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Barbour	8,700	8,500	98
	Butler	7,500	7,400	98
	Coffee	13,900	13,700	99
	Covington	14,500	14,300	99
	Crenshaw	5,300	5,200	98
	Dale	15,200	15,000	99
	Geneva	8,900	8,700	98
	Henry	5,600	5,500	98
	Houston	28,300	28,000	99
	Pike	10,000	9,800	98
	FLORIDA			
	Bay	37,900	37,400	99
	Calhoun	3,500	3,400	97
	Gulf	3,700	3,600	97
	Holmes	5,700	5,500	96
	Jackson	14,100	13,600	97
	Liberty	1,500	1,500	100
	Okaloosa	40,800	40,300	99
	Walton	8,800	8,600	98
Washington	5,700	5,600	97	
GEORGIA				
Early	4,600	4,500	98	
Miller	2,700	2,600	96	
Seminole	3,300	3,200	97	



© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Conecuh	5,500	5,400	98
	FLORIDA			
	Franklin	2,900	2,800	96
	Gadsden	13,000	12,600	97
	GEORGIA			
	Calhoun	1,700	1,600	94
	Clay	1,200	1,200	100
	Decatur	8,800	8,600	98
	Between 5-24%	ALABAMA		
Bullock		3,500	3,400	97
Escambia		13,100	12,900	98
Monroe		7,700	7,500	97
Wilcox		4,500	4,300	97
FLORIDA				
Leon		60,200	59,100	98
Wakulla		4,200	4,100	98
GEORGIA				
Baker		1,200	1,200	100
Irwin		3,300	3,200	97
Mitchell		6,800	6,600	97
Quitman		800	800	100
Randolph		3,400	3,300	97
Sumter	9,900	9,600	97	
Webster	900	900	100	
Station Totals		402,800	395,000	98
Net Weekly Circulation (1983)			241,600	
Average Daily Circulation (1983)			151,200	

For Explanation of Arbitron Data, see page 14

Alabama-Florence

WOWL-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1700-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 730-ft. above average terrain, 530-ft. above ground, 1486-ft. above sea level.

Latitude 34° 35' 01"
Longitude 87° 47' 14"

Transmitter: 6-mi. NW of Russellville, Ala.

News Services: AP, NBC, UPI.

Satellite Earth Station: In operation.

Network Service: NBC.

Licensee: TV Muscle Shoals Inc., 840 Cypress Mill Rd., Box 2220, Florence, Ala. 35630.

Mailing Address: Box 2220, Florence, Ala. 35630.

Studio: 840 Cypress Mill Rd. Telephone: 205-764-7711.

Ownership: Richard B. Biddle, pres.-treas., 76%; Jack A. Worley, v.p., 4%; Holly Spain, 10%; Frederick Adams Biddle, 10%.

Began Operation: Oct. 28, 1957.

Represented (sales) by Seltel Inc.

Personnel:

RICHARD B. BIDDLE, chairman.

JACK WORLEY, president & general manager.

BILL CORLEIUS, national sales manager.

LARRY ROHLING, director of engineering.

LINCOLN WILLIAMS, operations manager.

JANE BARBER, traffic manager & promotion manager.

MILDRED CORNELIUS, merchandising manager.

KEVIN LINDLEY, film director.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	20,100	19,800	99
	Franklin	10,900	10,700	98
	Lauderdale	29,900	29,400	98
Between 25-49%	TENNESSEE			
	Hardin	8,700	8,500	98
	Wayne	5,100	5,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Fayette	7,000	6,900	99
	Lawrence	10,300	10,100	98
	Marion	11,400	11,200	99
	Winston	8,200	8,100	99
	MISSISSIPPI			
	Alcorn	12,700	12,500	98
	Itawamba	7,500	7,400	99
	Tishomingo	7,200	7,000	97
	TENNESSEE			
	Lawrence	12,600	12,400	98
Station Totals		151,600	149,000	98
Net Weekly Circulation (1983)				59,800
Average Daily Circulation (1983)				29,600

THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn-Jepsen, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Alabama-Huntsville

WHNT-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1279-kw max. & 1002-kw horizontal visual, 254-kw max. & 199-kw horizontal aural. Antenna: 1750-ft. above av. terrain, 944-ft. above ground, 2549-ft. above sea level.

Latitude 34° 44' 19"
Longitude 86° 31' 56"

Transmitter: 960 Monte Sano Blvd.

News Services: AP, CBS, UPI.

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

Network Service: CBS.

Licensee: North Alabama Broadcasters Inc., 960 Monte Sano Blvd., Box 19, Huntsville, Ala. 35804.

Studio: 960 Monte Sano Blvd. Telephone: 205-533-1919.

Ownership: The Times Alabama Broadcasting Inc., 100%. For other interests, see New York Times in Group Ownership of TV Stations.

Began Operation: Nov. 28, 1963. Sale to present owner by Charles Grisham & Tom Percer approved by FCC Feb. 27, 1980 (Television Digest, Vol. 19:31).

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

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

Personnel:

- RAY GILL, exec. vice president & general manager.
- BILL AMBROSE, vice president & general sales manager.
- LINDA SPALLA, local sales manager.
- RICHARD WRIGHT, operations manager.
- JEROME M. HALL, chief engineer.
- BOB KNOWLES, news director.
- GREGORY SAVAGE, promotion manager.

Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1010.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	20,100	19,800	99
	Cullman	23,300	23,100	99
	De Kalb	20,600	20,300	99
	Franklin	10,900	10,700	98
	Lauderdale	29,900	29,400	98
	Lawrence	10,300	10,100	98
	Limestone	15,900	15,600	98
	Madison	70,400	69,500	99
	Marshall	24,900	24,600	99
	Morgan	33,100	32,600	99
	TENNESSEE			
	Lincoln	10,000	9,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Blount	13,600	13,400	99
	Etowah	38,300	38,000	99
	Jackson	19,100	18,800	98
Winston	8,200	8,100	99	
Between 5-24%	TENNESSEE			
	Franklin	11,300	11,200	99
	Giles	9,300	9,100	98
Lawrence	12,600	12,400	98	
Station Totals	ALABAMA			
	Cherokee	6,800	6,700	99
	Marion	11,400	11,200	99
	MISSISSIPPI			
	Tishomingo	7,200	7,000	97
	TENNESSEE			
	Bedford	10,400	10,300	99
	Coffee	14,600	14,500	99
	Marion	9,000	8,900	99
	Marshall	7,600	7,500	99
	Maury	19,400	19,200	99
	Moore	1,700	1,700	100
	Warren	12,800	12,600	98
	Wayne	5,100	5,000	98
Station Totals	487,800	481,200	98	
Net Weekly Circulation (1983)		283,700		
Average Daily Circulation (1983)		184,900		

Alabama--Huntsville-Decatur

WAAY-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 674.53-kw visual, 75.68-kw aural. Antenna: 1792-ft. above av. terrain, 999-ft. above ground, 2549-ft. above sea level.

Latitude 34° 44' 15"
Longitude 86° 32' 02"

Transmitter: 1000 Monte Sano Blvd.

News Services: ABC, UPI.

Satellite Earth Station: Antenna Development, 6.2-meter; Scientific-Atlanta receivers.

AM Affiliate: WAAY, 5-kw (0.5-kw night), 1550 kHz.

Network Service: ABC.

Licensee: Rocket City Television Inc.

Studio: 1000 Monte Sano Blvd., Huntsville, Ala. 35801.

Telephone: 205-533-3131.

Ownership: Smith Bcstg. Inc., owner of radio WAAY, Huntsville. Owners of Smith Bcstg. are M. Davidson Smith III, pres., 98%; K. H. Jones, v.p., 1%; Elizabeth Jones Smith, secy.-treas., 1%. Smith also owns 51% and wife Elizabeth Jones Smith owns 25% of WNUE(AM), Fort Walton Beach, Fla.

Began Operation: Aug. 1, 1959. Sale to present owner by P. T. Gunn, James R. Cleary and associates approved Nov. 13, 1963 by FCC (Television Digest, Vol. 3:30).

Represented (sales) by Adam Young inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Carl T. Jones Associates.

Personnel:

M. D. SMITH IV, president.

DAN WHITSETT, vice president & sales manager.

ROBERT A. GAY, chief engineer.

Highest One Hour Rate: \$1100.

Highest 30 Sec. Rate: 300.

NETWORK BASE HOURLY RATE: \$850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	20,100	19,800	99
	Cullman	23,300	23,100	99
	De Kalb	20,600	20,300	99
	Franklin	10,900	10,700	98
	Lauderdale	29,900	29,400	98
	Lawrence	10,300	10,100	98
	Limestone	15,900	15,600	98
	Madison	70,400	69,500	99
	Marshall	24,900	24,600	99
	Morgan	33,100	32,600	99
	TENNESSEE			
	Lincoln	10,000	9,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Blount	13,600	13,400	99
	Etowah	38,300	38,000	99
TENNESSEE	Franklin	11,300	11,200	99
	Giles	9,300	9,100	98
	Lawrence	12,600	12,400	98
Between 5-24%	ALABAMA			
	Calhoun	41,700	41,300	99
	Cherokee	6,800	6,700	99
TENNESSEE	Marion	11,400	11,200	99
	Winston	8,200	8,100	99
	Coffee	14,600	14,500	99
Station Totals	Marshall	7,600	7,500	99
	Mauzy	19,400	19,200	99
	Moore	1,700	1,700	100
	Wayne	5,100	5,000	98
	Station Totals	490,100	483,700	98
Net Weekly Circulation (1983)				273,400
Average Daily Circulation (1983)				169,500

Alabama--Huntsville-Decatur

WAFF

Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1170-kw visual, 117-kw aural. Antenna: 1900-ft. above av. terrain, 1526-ft. above ground, 2678-ft. above sea level.

Latitude 34° 42' 39"
Longitude 86° 32' 07"

Transmitter: 4848 Governors Dr., 3-mi. SE of Huntsville.

News Service: AP, NBC.

Satellite Earth Station: ADM, 6.1-meter; Avcom receivers.

Network Service: NBC.

Licensee: American Valley Broadcasting Co., Box 2116, Huntsville, Ala. 35804.

Studio: 1414 N. Memorial Parkway, Huntsville, Ala. 35801.

Telephone: 205-533-4848. TWX: 810-726-2192.

Ownership: American Family Corp., 100%. William L. Amos Sr., pres.; Leroy Paul, v.p.; George W. Jeter, secy.-treas.; Jay W. Hobson, asst. secy. American Family Corp. also owns the licensees of KFVS-TV, Cape Girardeau, Mo.; KTIV(TV), Sioux City, Iowa; KWWL-TV, Waterloo-Cedar Rapids, Iowa & WTOG-TV, Savannah, Ga.

Began Operation: July 4, 1954. Sale to present owner by International TV Corp. approved by FCC May 16, 1978. Sale to International by Frank Whisenant, et al., approved by FCC Oct. 24, 1974.

Represented (sales) by Blair Television.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

Represented (engineering) by John H. Mullaney.

Personnel:

JOE GOLENIOWSKI, vice president & general manager.

LEE BRANTLEY, station operations manager.

HARVEY LIBOW, general sales manager.

BISHOP ELLISON, chief engineer.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate (Aug. 8, 1983): \$500.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	20,100	19,800	99
	De Kalb	20,600	20,300	99
	Franklin	10,900	10,700	98
	Lauderdale	29,900	29,400	98
	Lawrence	10,300	10,100	98
	Limestone	15,900	15,600	98
	Madison	70,400	69,500	99
	Marshall	24,900	24,600	99
	Morgan	33,100	32,600	99
	TENNESSEE			
	Lincoln	10,000	9,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Cullman	23,300	23,100	99
	Etowah	38,300	38,000	99
	Jackson	19,100	18,800	98
	TENNESSEE			
	Giles	9,300	9,100	98
Lawrence	12,600	12,400	98	
Between 5-24%	ALABAMA			
	Blount	13,600	13,400	99
	Cherokee	6,800	6,700	99
	Winston	8,200	8,100	99
	TENNESSEE			
	Coffee	14,600	14,500	99
Franklin	11,300	11,200	99	
Maury	19,400	19,200	99	
Moore	1,700	1,700	100	
Wayne	5,100	5,000	98	
Station Totals		429,400	423,700	98
Net Weekly Circulation (1983)			239,200	
Average Daily Circulation (1983)			139,900	

Alabama-Mobile

WALA-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 1246-ft. above av. terrain, 1197-ft. above ground, 1397-ft. above sea level.

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

Transmitter: 16-mi. E of Mobile.

News Services: AP, UPI.

Satellite Earth Stations: 5-meter.

Network Service: NBC.

Licensee: Universal Communications Corp., 615 Lafayette Blvd., Detroit, Mich.

Studio: 210 Government St., Mobile, Ala. 36601.

Telephone: 205-433-3754. TWX: 810-741-2642.

Ownership: Evening News Assn. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 14, 1953. Sale to present owner by Roywood Corp. approved by FCC Oct. 31, 1969 (Television Digest, Vol. 9:15, 44). Previously, sale to Roywood by W. O. Pape approved Nov. 25, 1964 by FCC (Vol. 4:32, 48). Simultaneously approved was sale of WALA(AM) to WUNI Inc.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROBERT F. FINKE, vice president & general manager.

JOE COOK, general sales manager.

LARRY PATE, program & production manager.

JOHN LONG, chief engineer.

STUART KELLOGG, news director.

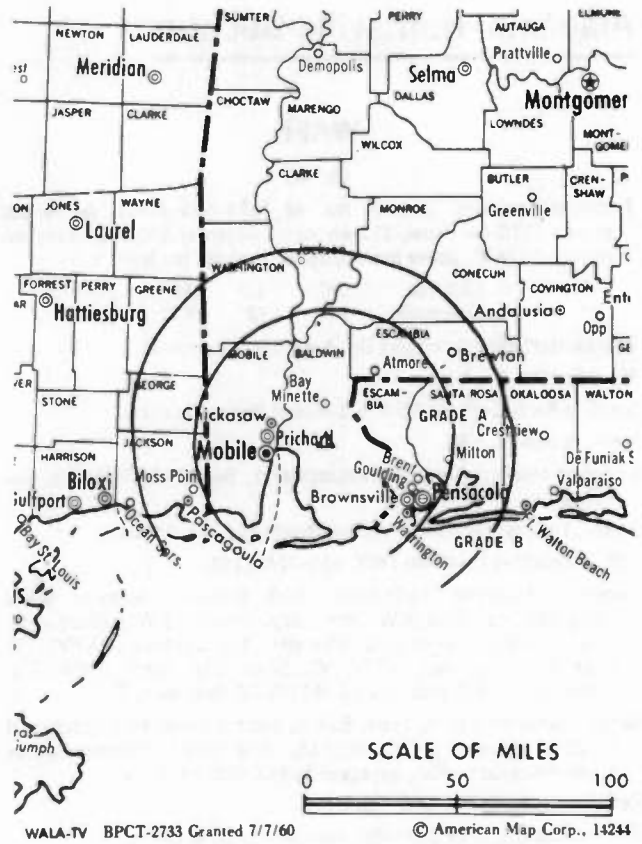
Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate (July 1, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Baldwin	29,000	28,700	99
	Clarke	9,200	9,000	98
	Escambia	13,100	12,900	98
	Mobile	130,900	129,900	99
	Monroe	7,700	7,500	97
	Washington	5,600	5,500	98
	FLORIDA			
	Escambia	86,500	85,700	99
	Okaloosa	40,800	40,300	99
Santa Rosa	20,700	20,500	99	
MISSISSIPPI	George	5,100	5,000	99
	Greene	3,200	3,100	97
	Jackson	40,800	40,400	99
Between 25-49%	ALABAMA			
	Choctaw	5,600	5,400	97
	Conecuh	5,500	5,400	98
	MISSISSIPPI			
Harrison	55,500	55,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	ALABAMA				
	Wilcox	4,500	4,300	97	
	FLORIDA				
	Walton	8,800	8,600	98	
	MISSISSIPPI				
	Stone	3,300	3,200	97	
	Wayne	6,500	6,300	98	
	Station Totals		482,300	476,700	98
	Net Weekly Circulation (1983)			365,300	
	Average Daily Circulation (1983)			217,400	

Media Brokerage Specialist
CATV, TV and Radio

**THE
TED HEPBURN
COMPANY**

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn-Jepsen, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Alabama-Mobile

WKRГ-TV WKRГ-TV TV5 Mobile, Al



KATZ TELEVISION

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level.

Latitude 30° 40' 55.2"
Longitude 87° 49' 40.8"

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

AM Affiliate: WKRГ, 1-kw (500-w night), 710 kHz (CBS).

FM Affiliate: WKRГ-FM, 100-kw, 99.9 MHz (No. 260), 800-ft.

News Services: AP, UPI.

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

Network Service: CBS.

Licensee: WKRГ-TV Inc., Box 160587, Mobile, Ala. 36616.

Studio: 555 Broadcast Dr., Mobile 36606.

Telephone: 205-479-5555. TWX: 810-741-4263

Ownership: Kenneth R. Giddens, 100%. WKRГ-TV Inc. owns Mid Florida Telecasters Inc., Ch. 32 applicant in Lakeland, Fla.

Began Operation: Aug. 29, 1955. Sale of 50% to Giddens by Mobile Register and Press approved Sept. 28, 1966 by FCC (Television Digest, Vol. 6:40). Sale to co-equal owners Giddens Television Inc. & Mobile Register & Press by group in which Kenneth R. Giddens had 20% interest approved Feb. 20, 1958 (Vol. 13:46; 14:8).

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

KENNETH R. GIDDENS, chairman of the board.

ZELMA K. GIDDENS, vice chairman of the board.

TOULMIN GREER, vice chairman of the board.

C. P. PERSONS JR., president & general manager.

D. H. LONG, exec. vice president, station & sales manager.

WES DIAMOND, sr. vice president & operations manager.

CURTIS B. WILLARD, chief engineer.

THOMAS R. YOUNG, promotional services manager.

JIM ELLIS, film director.

BOB PEARY, creative services director.

ED WHATLEY, production manager.

Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1426.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Baldwin	29,000	28,700	99
	Choctaw	5,600	5,400	97
	Clarke	9,200	9,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Escambia	13,100	12,900	98
	Mobile	130,900	129,900	99
	Monroe	7,700	7,500	97
	Washington	5,600	5,500	98
Between 25-49%	FLORIDA			
	Escambia	86,500	85,700	99
	Okaloosa	40,800	40,300	99
	Santa Rosa	20,700	20,500	99
	MISSISSIPPI			
Between 5-24%	ALABAMA			
	Crenshaw	5,300	5,200	98
	Marengo	8,400	8,200	98
	Wilcox	4,500	4,300	97
	FLORIDA			
Station Totals	FLORIDA			
	Bay	37,900	37,400	99
	Walton	8,800	8,600	98
	MISSISSIPPI			
	Clarke	6,100	6,000	98
	Covington	5,500	5,400	98
	Jones	22,500	22,300	99
	Marion	9,000	8,800	98
	Pearl River	11,600	11,400	98
	Net Weekly Circulation (1983)		639,300	631,400
Average Daily Circulation (1983)				438,100
				279,600

Alabama-Mobile

WPMI

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 5000-kw max. & 1309-kw horizontal visual, 500-kw max. & 130.9-kw horizontal aural. Antenna: 1706-ft. above av. terrain, 1707-ft. above ground, 1849-ft. above sea level.

Latitude 30° 37' 35"
Longitude 87° 38' 50"

Transmitter: 5.6-mi. E of Loxley, Ala.

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

Network Service: None, independent.

Licensee: Hess Broadcasting Corp., Box 12504, Pensacola, Fla. 22503.

Studio: Rte. 3, Box 172, Robertsdale, Ala. 36567.

Telephone: 205-626-1115.

Ownership: Milt de Reyna, pres., 20%; Shelly Jean Hess, v.p., 1%; Roy L. Hess, secy.-treas., 79%. Principals are buying WMJA, CP for Ch. 28, Panama City, Fla. Hess owns 50% of WDSI-TV, Chattanooga, Tenn. & has interest in applicant for Ch. 11, Charleston, W.Va.

Began Operation: March 12, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Represented (engineering) by John Fergie.

Personnel:

MILT de REYNA, president & general manager.

BOB SPIELMANN, general sales manager.

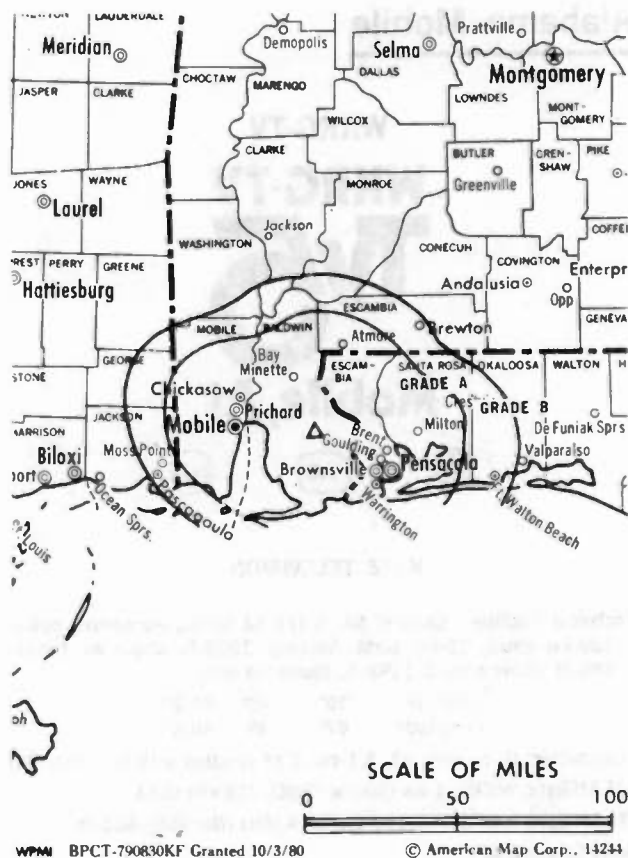
DIANE APPEYARD, program manager.

JERRY McCOOK, chief engineer.

Highest 30 Sec. Rate: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Baldwin	29,000	28,700	99
	Mobile	130,900	129,900	99
	FLORIDA			
	Escambia	86,500	85,700	99
	Santa Rosa	20,700	20,500	99
Between 25-49%	ALABAMA			
	Escambia	13,100	12,900	98
	FLORIDA			
	Okaloosa	40,800	40,300	99
MISSISSIPPI				
	George	5,100	5,000	99
Between 5-24%	ALABAMA			
	Clarke	9,200	9,000	98
	Conecuh	5,500	5,400	98
	Monroe	7,700	7,500	97
	Washington	5,600	5,500	98
	MISSISSIPPI			
	Jackson	40,800	40,400	99
Station Totals		394,900	390,800	98
Net Weekly Circulation (1983)			198,700	
Average Daily Circulation (1983)			102,200	



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Alabama-Montgomery

WCOV-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 617-kw max. & 550-kw horizontal visual, 122-kw max. & 110-kw horizontal aural. Antenna: 740-ft. above av. terrain, 793-ft. above ground, 999-ft. above sea level.

Latitude 32° 20' 06"
Longitude 86° 17' 16"

Transmitter: 1369 Adrian Lane.

News Service: UPI.

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

Network Service: CBS.

Licensee: WCOV Inc., Box 2505, Montgomery, Ala. 36105.

Studio: 1369 Adrian Lane.

Telephone: 205-288-7020. TWX: 810-728-3204.

Ownership: See WLEX-TV, Lexington, Ky.

Began Operation: April 17, 1953. Sale to present owner by Oscar P. Covington and associates approved Oct. 2, 1964 by FCC (Television Digest, Vol. 4:28, 32, 41).

Represented (sales) by Blair Television.

Represented (legal) by Pepper & Corazzini.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

KARL RICHARDS, vice president & general manager.

JIM HALL, vice president, operations.

PHIL WITT, chief engineer.

Highest 30 Sec. Rate (April 1, 1982): \$600.

NETWORK BASE HOURLY RATE: \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Autauga	11,100	10,900	98
	Elmore	15,000	14,800	98
	Lowndes	3,900	3,800	97
	Montgomery	72,800	72,000	99
Between 25-49%	ALABAMA			
	Bullock	3,500	3,400	97
	Butler	7,500	7,400	98
	Coosa	4,200	4,100	98
	Crenshaw	5,300	5,200	98
	Dallas	17,900	17,500	98
	Macon	8,600	8,400	98
	Pike	10,000	9,800	98
	Tallapoosa	14,000	13,800	99
Between 5-24%	ALABAMA			
	Chilton	11,500	11,300	98
	Clay	4,800	4,700	98
	Covington	14,500	14,300	99
	Lee	29,200	28,800	98
	Wilcox	4,500	4,300	97



Station Totals	238,300	234,500	98
Net Weekly Circulation (1983)			129,600
Average Daily Circulation (1983)			71,000

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Alabama-Montgomery

WKAB-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1230-kw visual, 123-kw aural. Antenna: 820-ft. above av. terrain, 755-ft. above ground, 1042-ft. above sea level.

Latitude 32° 22' 04"
Longitude 86° 15' 43"

Transmitter: 3251 Harrison Rd.

News Service: AP.

Network Service: ABC.

Licensee: Montgomery Independent Telecasters Inc., Box 3236, Montgomery, Ala. 36193.

Studio: 3251 Harrison Rd., Montgomery 36193.

Telephone: 205-272-5331.

Ownership: Bahakel Communications Ltd. For other interests, see Group Ownership of TV Stations.

Began Operation: March 24, 1962. Left air Feb. 15, 1963. Sale to present owner by receiver Robert J. Thomas for First Alabama Corp. approved Jan. 31, 1964 by FCC. Resumed operation March 12, 1964.

Represented (sales) by Katz Television.

Represented (legal) by Tharrington, Smith & Hargrove.

Personnel:

CY N. BAHAKEL, president.
JOHN ROGERS, general manager.
THOMAS J. SPAIN JR., general sales manager.
DON DARBY, local sales manager.
JUDY MOTOWICKI, operations manager.
ANN DRAKE, news director.
EARL DAVIS, public affairs director.
DAVID BROWN, chief engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Autauga	11,100	10,900	98
	Dallas	17,900	17,500	98
	Elmore	15,000	14,800	98
	Lowndes	3,900	3,800	97
	Macon	8,600	8,400	98
	Montgomery	72,800	72,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Bullock	3,500	3,400	97
	Butler	7,500	7,400	98
	Crenshaw	5,300	5,200	98
	Lee	29,200	28,800	98
Tallapoosa	14,000	13,800	99	
Between 5-24%	ALABAMA			
	Chilton	11,500	11,300	98
	Coffee	13,900	13,700	99
	Conecuh	5,500	5,400	98
	Coosa	4,200	4,100	98
	Monroe	7,700	7,500	97
	Pike	10,000	9,800	98
Talladega	25,300	24,900	99	
Wilcox	4,500	4,300	97	
Station Totals		271,400	267,000	98
Net Weekly Circulation (1983)				126,600
Average Daily Circulation (1983)				68,100

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Alabama-Montgomery

WSFA-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.02-kw aural. Antenna: 2000-ft. above av. terrain, 1933-ft. above ground, 2467-ft. above sea level.

Latitude 31° 58' 32"
Longitude 86° 09' 46"

Transmitter: Collier Rd., Grady, Ala., 29-mi. SSE of Montgomery.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta; 7-meter.

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., Box 2566, Montgomery, Ala. 36196.

Studio: Delano & Perry Sts.

Telephone: 205-281-2900. TWX: 810-728-3249.

Ownership: See Group Ownership of TV Stations.

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

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

CHARLES WHITEHURST, vice president & general manager.

CARL STEPHENS, program/promotion manager.

BILL BYRD, general sales manager.

STEVE MICHAUD, national sales manager.

RICHARD PAYNE, chief engineer.

ROGER THOMAS, production manager.

JESS HALEY, news director.

STEPHEN WATKINS, business manager.

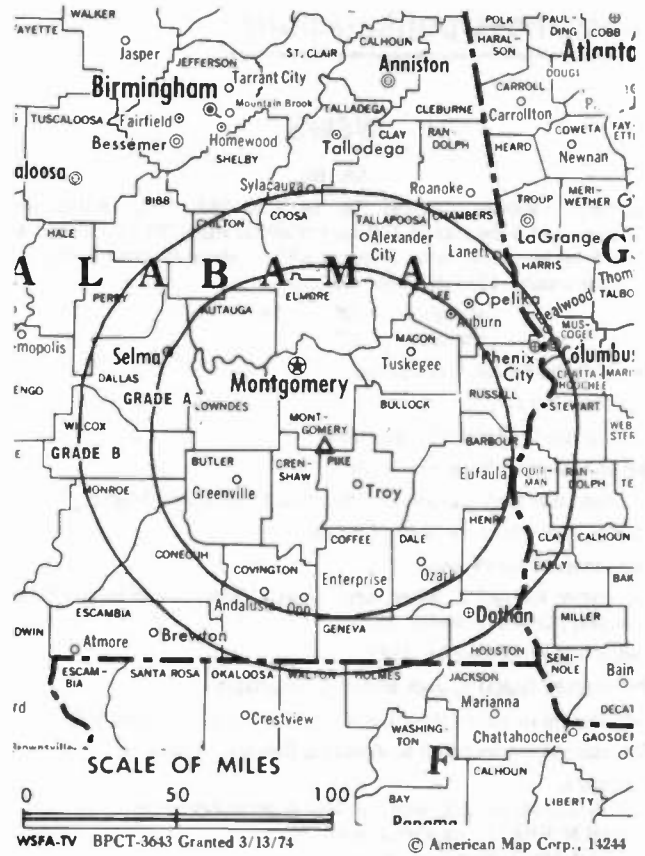
LESLIE MORRIS, promotion director.

Highest One Hour Rate (July 20, 1983): \$4000.

Highest 30 Sec. Rate (July 20, 1983): \$850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Autauga	11,100	10,900	98
	Barbour	8,700	8,500	98
	Bullock	3,500	3,400	97
	Butler	7,500	7,400	98
	Chilton	11,500	11,300	98
	Coffee	13,900	13,700	99
	Conecuh	5,500	5,400	98
	Coosa	4,200	4,100	98
	Covington	14,500	14,300	99
	Crenshaw	5,300	5,200	98
	Dale	15,200	15,000	99
	Dallas	17,900	17,500	98
	Elmore	15,000	14,800	98
	Geneva	8,900	8,700	98
	Henry	5,600	5,500	98
	Houston	28,300	28,000	99
	Lee	29,200	28,800	98
	Lowndes	3,900	3,800	97
	Macon	8,600	8,400	98
	Marengo	8,400	8,200	98
	Montgomery	72,800	72,000	99
	Perry	4,600	4,500	97
	Pike	10,000	9,800	98
	Tallapoosa	14,000	13,800	99
	Wilcox	4,500	4,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Chambers	14,000	13,800	99
	Clarke	9,200	9,000	98
	Clay	4,800	4,700	98
	Hale	5,100	4,900	97
	Monroe	7,700	7,500	97
	Randolph	7,300	7,200	99
	GEORGIA			
	Quitman	800	800	100
	Between 5-24%	ALABAMA		
Escambia		13,100	12,900	98
Russell		16,800	16,500	98
Talladega		25,300	24,900	99
Tuscaloosa		50,100	49,500	99
FLORIDA				
Holmes		5,700	5,500	96
Jackson		14,100	13,600	97
Walton		8,800	8,600	98
Washington		5,700	5,600	97
GEORGIA				
Chattahoochee	3,400	3,400	100	
Clay	1,200	1,200	100	
Early	4,600	4,500	98	
Station Totals		530,300	521,400	98
Net Weekly Circulation (1983)			316,600	
Average Daily Circulation (1983)			219,300	

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Alabama-Opelika-Auburn

WSWS

Ch. 66

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 794.3-kw max. & 708-kw horizontal visual, 79.43-kw max. & 70.8-kw horizontal aural. Antenna: 690-ft. above av. terrain, 403-ft. above ground, 1338-ft. above sea level.

Latitude 32° 38' 33"
Longitude 85° 14' 13"

Transmitter: 7.5-mi. E of Opelika.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: None, independent.

Grantee: RCH Broadcasting Inc., Box 870, Opelika, Ala. 36801.

Studio: 1800 Pepperell Pkwy., Opelika.

Telephone: 205-749-6666.

Ownership: Richard C. Hilton, pres.-treas., 100%. Hilton holds CP for WSMF, Ch. 21, Florence, S.C.

Began Operation: May 16, 1982.

Represented (sales) by Jack Bolton & Associates.

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

Represented (engineering) by Kessler & Gehman Associates.

Personnel:

RONALD M. MOORE, vice president & general manager.

DAN McGRATH, program director.

DEAN ARGO, news director.

CHARLES McHAN, chief engineer.

Highest 30 Sec. Rate: \$175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Lee	29,200	28,800	98
	GEORGIA			
	Harris	5,700	5,600	98
	Muscogee	60,200	59,600	99
Station Totals		95,100	94,000	98
Net Weekly Circulation (1983)			10,300	
Average Daily Circulation (1983)			2,900	



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Alabama-Selma

WSLA

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 53.7-kw visual, 10.7-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

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

Holds CP for change to 316-kw max. & 289.73-kw horizontal visual, 63.20-kw max. & 57.95-kw horizontal aural, 1684-ft. above av. terrain, 1760-ft. above ground, 2000-ft. above sea level, lat. 32° 08' 58", long. 86° 46' 48", transmitter to Rt. 20 approx. 3-mi. W of Gordonville. BPCT-4961.

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

News Service: AP.

Satellite Earth Station: E.T.; 5-meter.

Network Service: CBS.

Licensee: Central Alabama Broadcasters Inc., Box 1888, Selma, Ala. 36702.

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

Mailing Address: Box 1888, Selma, Ala. 36702.

Telephone: 205-875-2240.

Ownership: Charles F. Grisham, 84%; B. D. Godbold, 8%; John Godbold, 8%.

Began Operation: March 17, 1960; left air Aug. 1968 following fire which destroyed studio, offices & transmitting equipment. Sale to present owner by William J. Brennan, William E. Benns, et al., approved by FCC Jan. 1971. Resumed operation Nov. 1, 1973.

Represented (sales) by Spot Time Ltd.; Busby, Finch, Lathom & Widman (Southeast & Southwest).

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Personnel:

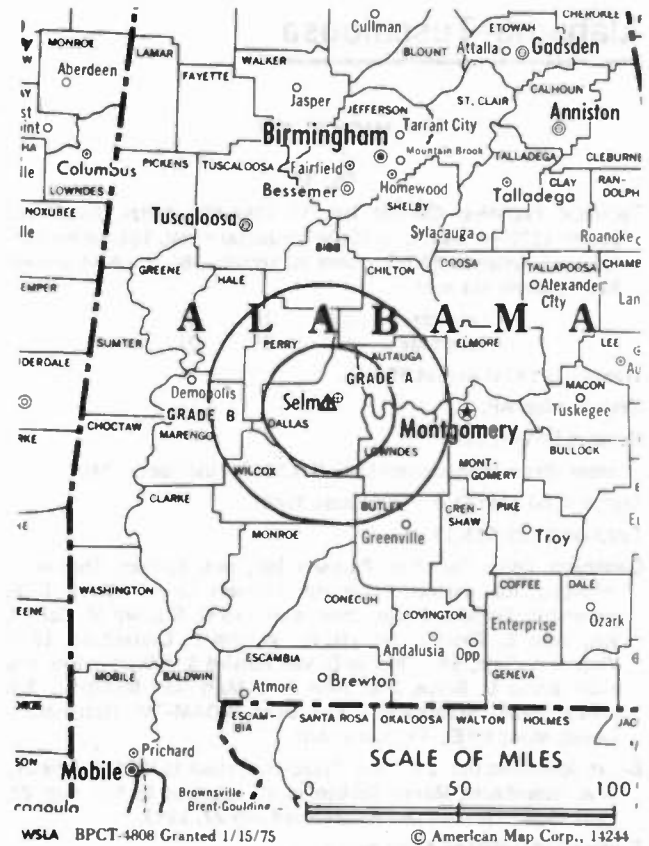
- CHARLES F. GRISHAM, president.
- GEORGE SINGLETON, general manager & sales manager.
- RANDALL JOHNS, program director.
- DOUG DANSBY, chief engineer.

Highest 30 Sec. Rate (July 22, 1983): \$200.

NETWORK BASE HOURLY RATE:\$110.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Dallas	17,900	17,500	98
	Marengo	8,400	8,200	98
	Perry	4,600	4,500	97
	Wilcox	4,500	4,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Autauga	11,100	10,900	98
	Hale	5,100	4,900	97
	Lowndes	3,900	3,800	97
Between 5-24%	ALABAMA			
	Chilton	11,500	11,300	98
	Clarke	9,200	9,000	98
	Fayette	7,000	6,900	99
	Monroe	7,700	7,500	97
Station Totals		90,900	88,800	97
Net Weekly Circulation (1983)				41,200
Average Daily Circulation (1983)				23,200

For Group Ownership of TV Stations,
consult Index

Alabama-Tuscaloosa

WCFT-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1120-kw max. & 1000-kw horizontal visual, 182-kw horizontal aural. Antenna: 540-ft. above av. terrain, 488-ft. above ground, 828-ft. above sea level.

Latitude 33° 10' 25"
Longitude 87° 29' 01"

Transmitter: 41st Ave. at 35th St.

News Service: AP.

Network Service: CBS.

Licensee: Beam Broadcasters Ltd., Box 5239, Tuscaloosa 35401.

Studio: 4000 37th St. E., Tuscaloosa 35405.

Telephone: 205-553-1333.

Ownership: Beam Television Partners Inc., gen. partner; Thomas V. Infantino, ltd. partner; other ltd. partners to be named. BTPi ownership: Frank L. Beam, chmn.-pres., 73%; Stephen M. Cornell, v.p.; John E. Thomas, secy.-treas.; William R. Oostenburg, 10%; Vincent A. Field, 5%; Thomas D. Van Buskird & William J. Rex, 4% each; Bruno E. Bruce, 2%; John F. & Mary Ann McKittrick, 2% jointly. Beam Broadcasters also owns WDAM-TV, Hattiesburg-Laurel, Miss.; KYEL-TV, Yuma, Ariz.

Began Operation: Oct. 29, 1965. Transfer of stock to W. S. Smylie Jr., S. A. Rosenbaum, Marvin Reuben, et al., approved by FCC Aug. 23, 1967. Sale to present owners approved July 27, 1983.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

JIM CARUTHERS, vice president, general & sales manager.

TOMMY RAY, operations manager.

JOHN FLETCHER, chief engineer.

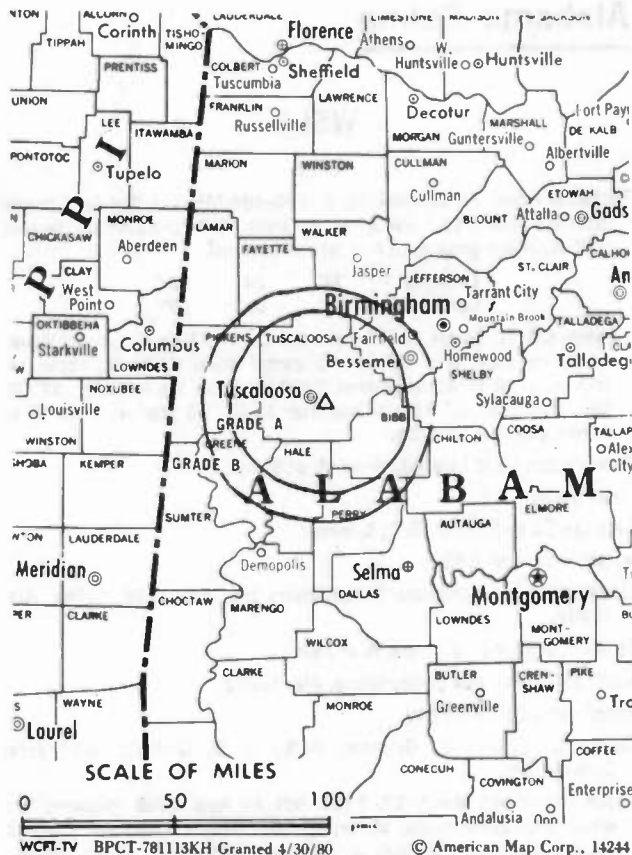
EVEA ROZIER, promotion director.

Highest 30 Sec. Rate (July 1983): \$210.

NETWORK BASE HOURLY RATE: \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Greene	3,700	3,600	97
	Hale	5,100	4,900	97
	Tuscaloosa	50,100	49,500	99



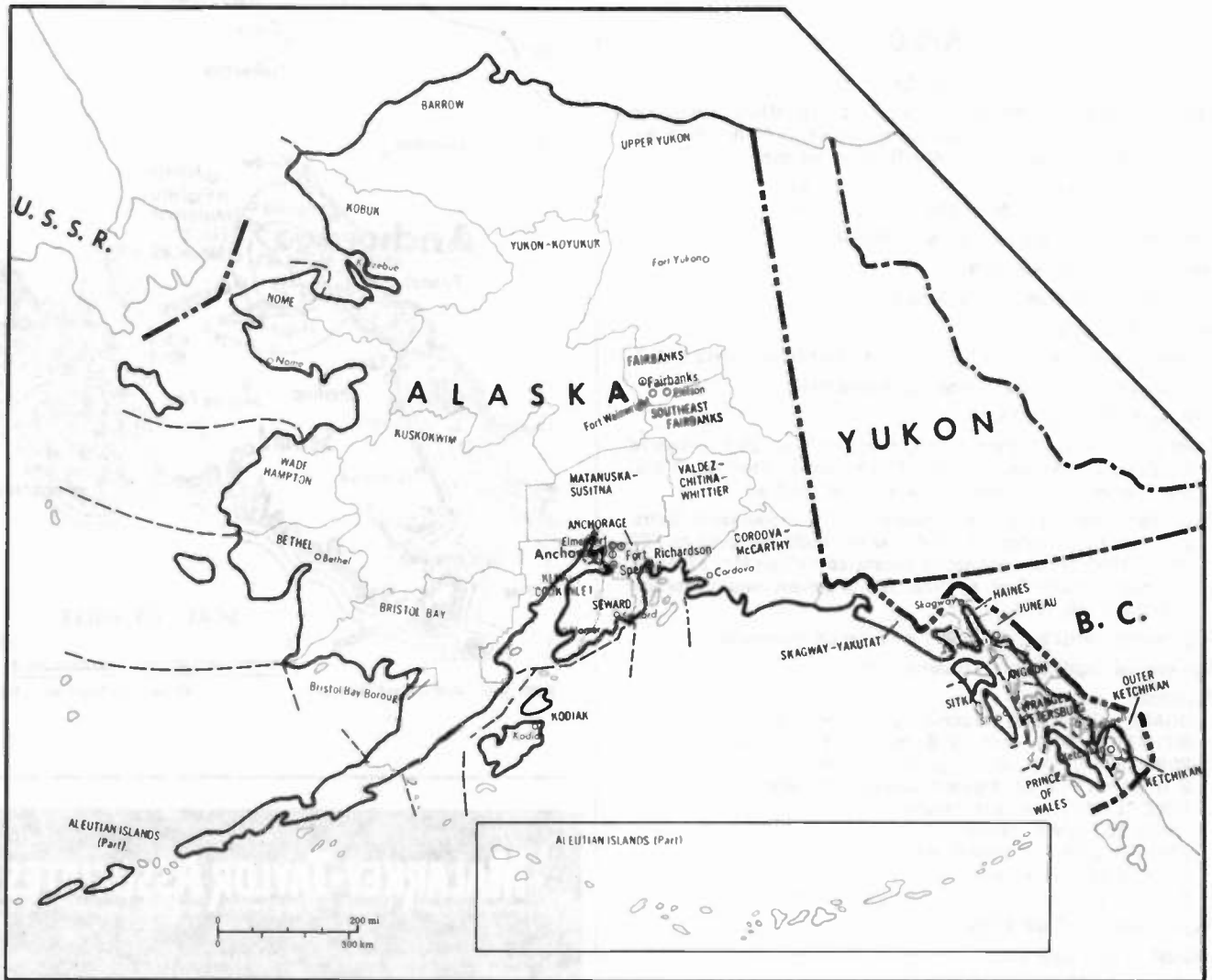
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Pickens	7,300	7,100	97
Between 5-24%	ALABAMA			
	Bibb	5,600	5,500	98
	Fayette	7,000	6,900	99
	Lamar	6,100	6,000	98
	Marengo	8,400	8,200	98
	Perry	4,600	4,500	97
MISSISSIPPI	Lowndes	19,700	19,500	99
	Noxubee	4,000	3,900	98
Station Totals		127,100	124,900	98
Net Weekly Circulation (1983)			60,300	
Average Daily Circulation (1983)			34,900	

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Alaska



Alaska Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	8	0	8
Educational Television Stations	4	0	4
			12

Arbitron Does Not Have Weekly Circulation Data for Alaska

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Anchorage	•	•	•	•	KIMO (13), KTUU-TV (2), KTVA (11)
Fairbanks	•	•	•	•	KTTU-TV (2), KTVF (11)
Juneau	•	•	•	•	KJUD (8)
North Pole	•	•	•	•	KJNP-TV (4)
Sitka	•	•	•	•	KTNL (13)

Alaska--Anchorage

KIMO

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power. 30-kw visual, 6.17-kw aural. Antenna: 90-ft. above av. terrain, 347-ft. above ground, 447-ft. above sea level.

Latitude	61°	11'	07"
Longitude	149°	52'	10"

Transmitter: SW of Seward Hwy. & E. 39th St.

News Services: ABC, AP, CNN.

Satellite Earth Stations: Harris; 3-meter.

Network Service: ABC.

Licensee: Alaska 13 Corp., 2700 Tudor Rd., Anchorage, Alaska 99507.

Studio: 2700 E. Tudor Rd., Anchorage, Alaska 99507.

Telephone: 907-561-1313.

Ownership: Duane L. Triplett, 24.8%; Brizzolari Trust, 20.5%; Richard M. Zook, 19.1%; Jack Carlisle, 14.0%; Belton Stephens, 6.2%; Mick Tacher, 5.6%; others, none with as much as 5%.

Began Operation: Oct. 31, 1967. Transfer of 80% of Sourdough Bcstrs. Inc. from Harpel estate to Alaska-Hawaii Radio approved by FCC Dec. 3, 1969 but sale was not consummated. Left air May 21, 1970. Resumed operation Sept. 6, 1970. Sale to present owners approved by FCC May 28, 1971.

Represented (sales) by Seltel Inc.; The Tacher Co. (regionally).

Represented (legal) by Haley, Bader & Potts.

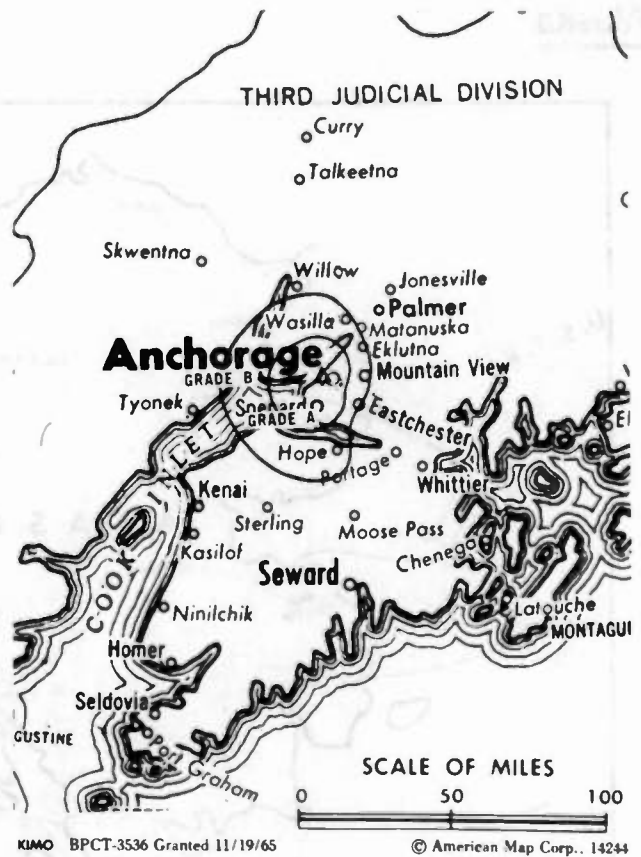
Personnel:

DUANE L. TRIPLETT, president & chief exec. officer.
 RICHARD M. ZOOK, exec. v.p. & chief operations officer.
 ROBERT UNDERWOOD, vice president, sales.
 B. G. RANDLETT, v.p. & general operations manager.
 MIKE DEVINE, local sales manager.
 CARLENE BROWN, national sales manager.
 JOHN VALLENTINE, news director.
 JOHN GRAY, chief engineer.
 DAVID L. GEESIN, director of community affairs.

Highest One Hour Rate: \$4000.

Highest 30 Min. Rate: \$600.

NETWORK BASE HOURLY RATE: \$150



KIMO BPCT-3536 Granted 11/19/65

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Telecommunications Finance, Management and Engineering Consultants

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Alaska--Anchorage

KTUU-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 28.2-kw visual, 5.74-kw aural. Antenna: 180-ft. above av. terrain, 263-ft. above ground, 359-ft. above sea level.

Latitude 61° 13' 11"
Longitude 149° 53' 24"

Transmitter: Westward Hotel, 3rd Ave. & E St., Anchorage.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: NBC.

Licensee: Channel 2 Broadcasting Co., Box 2880, Anchorage, Alaska 99510.

Studio: Fourth Avenue Theatre Bldg.

Telephone: 907-279-7477.

Ownership: Jessica L. Longston, pres.; L. Berenice Brownlow, v.p.; Cora V. Zaser, secy.-treas.; Zaser & Longston Inc. 100%. ZLI ownership: J. L. Longston, pres., 50.485%; L. B. Brownlow, v.p., 1.662%; C. V. Zaser, secy.-treas., 46.191%; Greg Zaser, v.p.-asst. secy.; Charles T. Brownlow, 0.831%; Kathleen B. Ward, 0.831%. Longston, C. Zaser & L. B. Brownlow own KSEM(AM) Moses Lake, Wash. The Brownlows & Ward own KOHI(AM) St. Helens, Ore. Longston owns Othello Outlook (Othello, Wash. newspaper) & Columbia Basic Farmer (farm magazine, Othello, Wash.).

Began Operation: Oct. 16, 1953. Sale to present owners by Alvin O. Bramstedt, et al. approved March 6, 1981. Sale by Lathrop Co., Richard R. Rollins, et al. approved March 16, 1960 by FCC (Television Digest, Vol. 16:8, 12). Previous sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (Vol. 10:47; 11:1).

Represented (sales) by Avery-Knodel Inc.

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

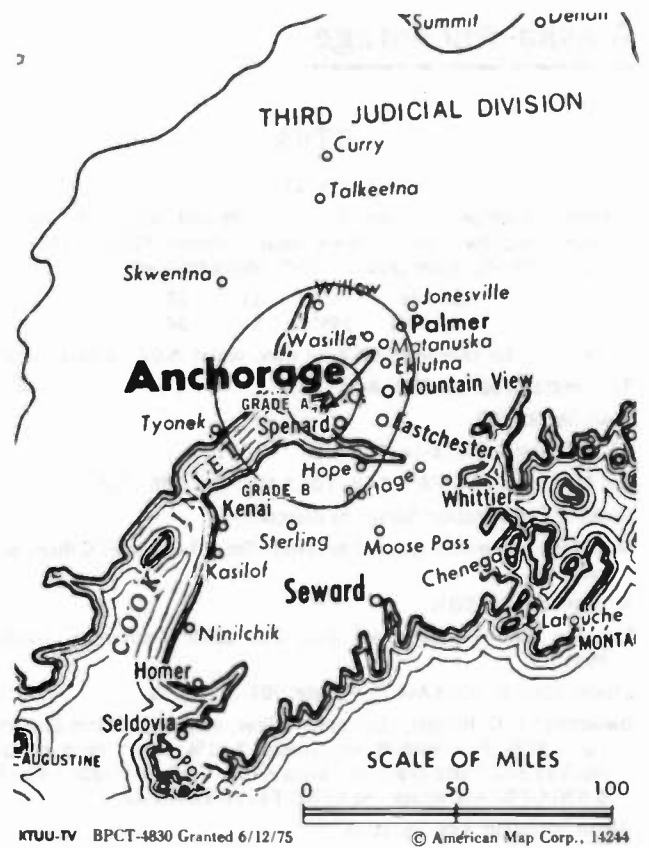
Personnel:

JESSICA L. LONGSTON, president.
AL BRAMSTEDT JR., general manager.
CHARLES GRAY, technical director.
NANCY JOHNSON, sales manager.
SANDRA MOORE, program coordinator.
KAY KENLEY, traffic director.
PATTI DREWERY, news director.
STEVE LUNDE, operations manager.
MEL SATHER, chief engineer.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$150.



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Alaska--Anchorage

KTVA

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 26.3-kw visual, 5.35-kw aural. Antenna: 300-ft. above av. terrain, 391-ft. above ground, 487-ft. above sea level.

Latitude 61° 11' 20"
Longitude 149° 54' 34"

Holds CP for change to 50.7-kw max. visual, 5.07-kw max. aural.

Transmitter: 1007 W. 32nd Ave.

News Service: AP.

AM Affiliate: KBYR, 1-kw, 700 kHz.

FM Affiliate: KNIK-FM, 3.0-kw, 105.5 MHz (No. 288), 205-ft.

Satellite Earth Station: Served by Alascom.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: CBS.

Licensee: Northern Television Inc., Box 2200, Anchorage, Alaska 99510.

Studio: 1007 W. 32nd Ave. Telephone: 907-272-3456.

Ownership: A. G. Hiebert, chief exec. officer, 42.27%; William English, v.p., 1.30%; P. A. Hiebert, secy.-treas., 2.61%; others, none with as much as 3%. Same group also owns KTVF, Fairbanks; radios KBYR & KNIK-FM, Anchorage and KFRB, Fairbanks, Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Adam Young Inc.; Alaska Radio TV Sales; Art Moore Inc. (Seattle & Portland).

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

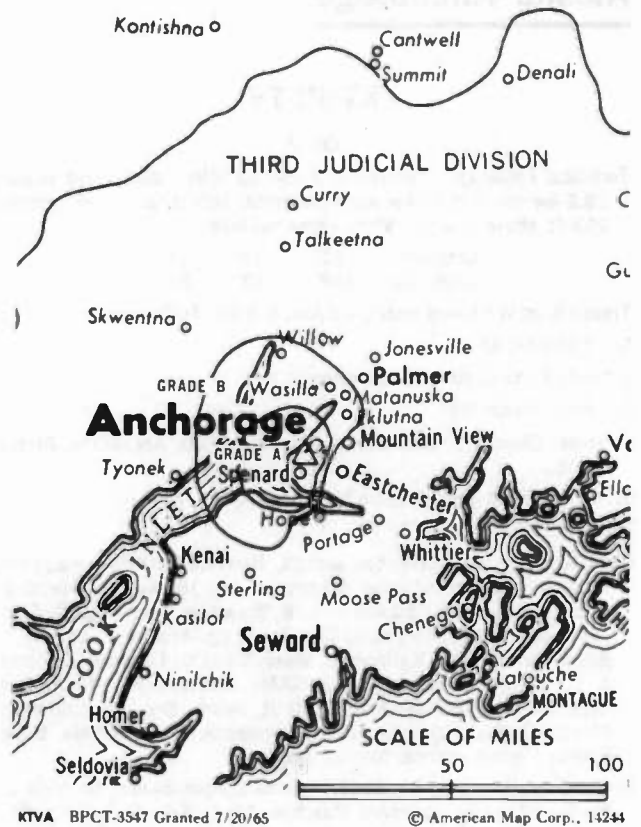
Personnel:

A. G. HIEBERT, chairman.
RON MOORE, president.
BRUCE SLOAN, operations manager.
BOB SCHAEFFER, chief engineer.

Highest One Hour Rate (Sept. 28, 1983): \$2800.

Highest 30 Sec. Rate (Sept. 28, 1983): \$400.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$300.



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Alaska-Fairbanks

KTTU-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power. 28.2-kw visual, 5.5-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level.

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

Transmitter: 516 Second Ave.

News Service: AP.

Network Service: NBC, ABC.

Licensee: Channel 2 Broadcasting Co., Box 74730, Fairbanks, Alaska 99707.

Studio: 516 Second Ave. Telephone: 907-452-2125.

Ownership: See KTUU-TV, Anchorage.

Began Operation: March 1, 1955.

Represented (sales) by Avery-Knodel Inc.

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

Personnel:

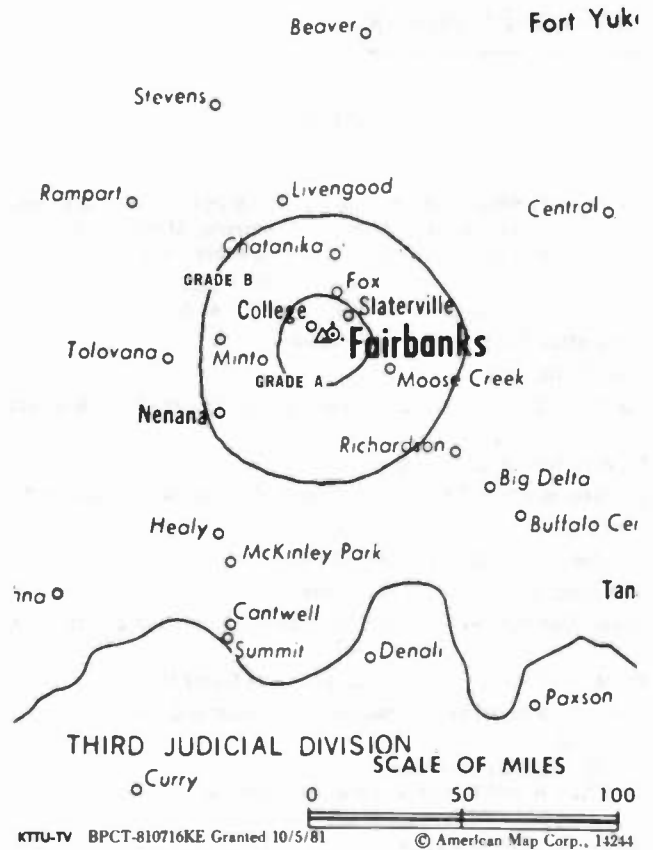
JESSICA LONGSTON, president.

CHUCK BROWNLOW, station manager.

RALPH GILLETTE, chief engineer.

Highest 30 Sec. Rate (Oct. 3, 1983): \$200.

NETWORK BASE HOURLY RATE: \$150.



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Alaska-Fairbanks

KTVF

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: Minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

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

Transmitter: 3rd & Lacey Sts., Fairbanks.

News Service: AP.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: CBS, ABC.

Licensee: Northern Television Inc., Box 950, Fairbanks, Alaska 99707.

Studio: 3rd & Lacey Sts., Fairbanks.

Telephone: 907-452-5121. Telex: 35-403.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955. Left air Aug. 14, 1967 due to flood. Resumed operation Dec. 9, 1967.

Represented (sales) by Adam Young Inc.; Art Moore Inc.

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

Personnel:

A. G. HIEBERT, chairman.

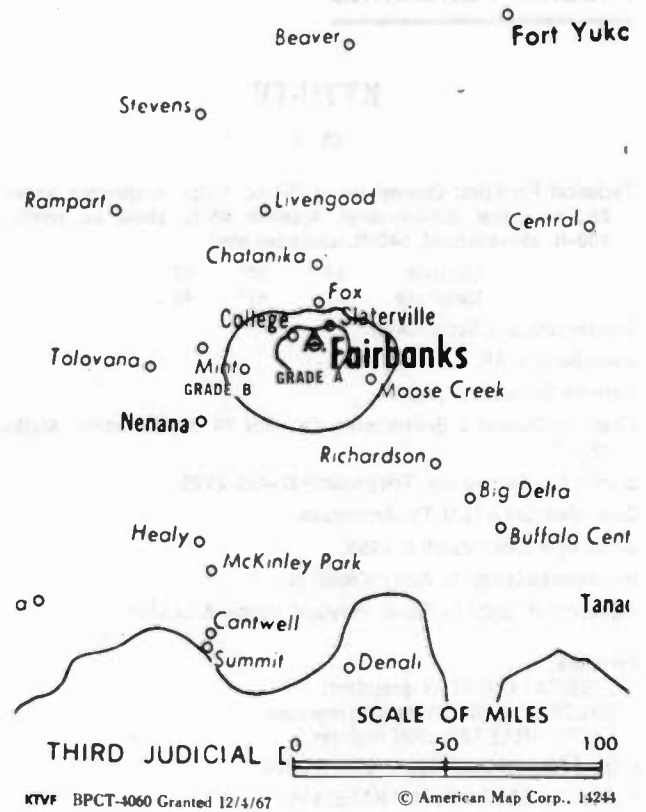
HENRY H. HOVE, president & general manager.

SALLY CRAWFORD, general sales manager.

Highest 30 Sec. Rate: \$160.

NETWORK BASE HOURLY RATE: \$200.

iket



Alaska--Juneau

KJUD

(formerly KINY-TV)

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 0.204-kw visual, 0.041-kw aural. Antenna: Minus 950-ft. above av. terrain, erected over tidewater, 277-ft. above sea level.

Latitude	58°	18'	06"
Longitude	134°	26'	29"

Transmitter: Douglas Island, near Juneau.

News Service: AP.

Satellite Earth Station: Anixter-Mark, 5-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: The Alaska 13 Corp., 2700 E. Tudor Rd., Anchorage, Alaska 99507.

Studio: Douglas Island, near Juneau.

Telephone: 907-586-1800.

Ownership: See KIMO(TV), Anchorage.

Began Operation: Feb. 19, 1956. Sale to Midnight Sun & others by W. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%. Sale to KINY Assoc. approved by FCC Dec. 11, 1981. Sale to present owners approved Nov. 24, 1982.

Represented (sales) by Seltel Inc.; The Tacher Co. (Northwest).

Represented (legal) by Haley, Bader & Potts.

Personnel:

KEN MARTIN, general manager.

ROB KEWER, chief engineer.

Highest 30 Sec. Rate (Sept. 1, 1983): \$125.



Public/Educational Station Directory
follows Commercial Stations

Alaska-North Pole

KJNP-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 19.1-kw visual, 3.31-kw aural. Antenna: 1620-ft. above av. terrain, 191-ft. above ground, 2491-ft. above sea level.

Latitude 64° 52' 44"
Longitude 148° 03' 10"

Transmitter: Atop Ester Dome, North Pole.

News Service: INN.

Satellite Earth Station: Harris; 6-meter.

AM Affiliate: KJNP, 50-kw, 1170 kHz.

FM Affiliate: KJNP-FM, 25-kw, 100.3 MHz (No. 263), 1570-ft.

Network Service: None, independent.

Licensee: Evangelistic Alaska Missionary Fellowship, Box '0', North Pole, Alaska 99705.

Studio: North Pole. Telephone: 907-488-2216.

Ownership: Non-stock corp. Norman Peterson Jr., pres.; Cleon Laughlin, v.p.; Donald L. Nelson, v.p.; Ronald Scheimo, secy.-treas.

Began Operation: Dec. 7, 1981.

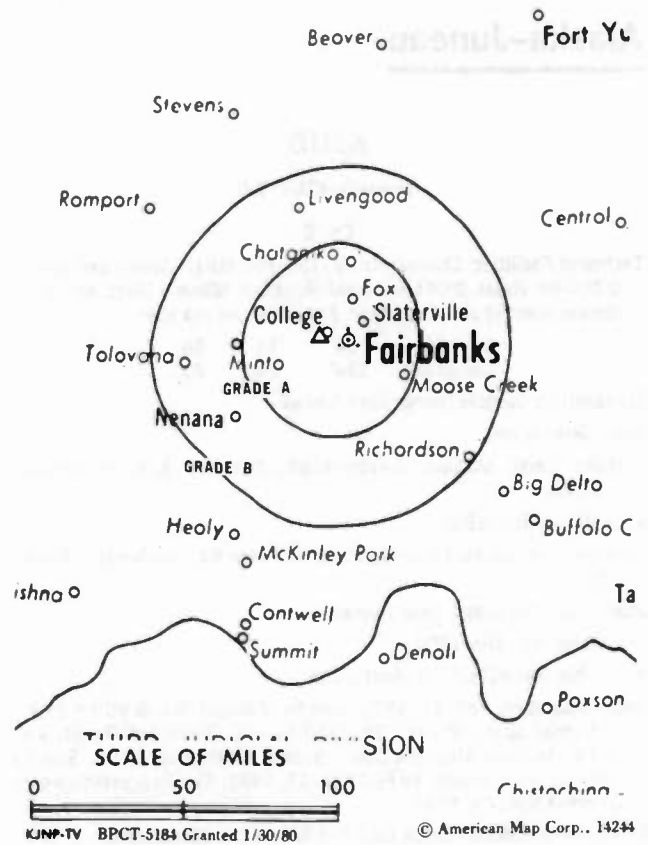
Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Carl E. Smith Consulting Radio Engineers.

Personnel:

- DONALD L. NELSON, president/director.
- GEN NELSON, vice president.
- YVONNE CARRIKER, secretary/treasurer, general manager.
- RICHARD OLSON, administrative assistant & sales manager.
- BEVERLY OLSON, program director.
- ERIC NICHOLS, director of engineering.
- ROGER SKOLD, station manager & news director.
- DENNIS McFADDEN, TV productions.

Highest 30 Sec. Rate: \$35.



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Alaska-Sitka

KTNL

(formerly KIFW-TV)

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 0.199-kw visual, 0.03-kw aural. Antenna: 150-ft. above av. terrain, 157-ft. above ground, 185-ft. above sea level.

Latitude 57° 03' 26.5"

Longitude 135° 20' 02.0"

Transmitter: 611 Lake St.

Satellite Earth Station: Common Carrier; Scientific-Atlanta; 11-meter.

Network Service: CBS.

Licensee: Dan & Kathie Etulain, Box 479, Sitka, Alaska 99835.

Studio: 611 Lake St.

Telephone: 907-747-6626.

Ownership: Dan & Kathie Etulain, 100% jointly.

Began Operation: Sept. 25, 1966. Sale to present owners by Roy Paschal, et al., approved by FCC May 10, 1983.

Represented (sales) by Unirep; Tacher Co. (regional).

Represented (legal) by Haley, Bader & Potts.

Personnel:

DAN ETULAIN, president & general manager.

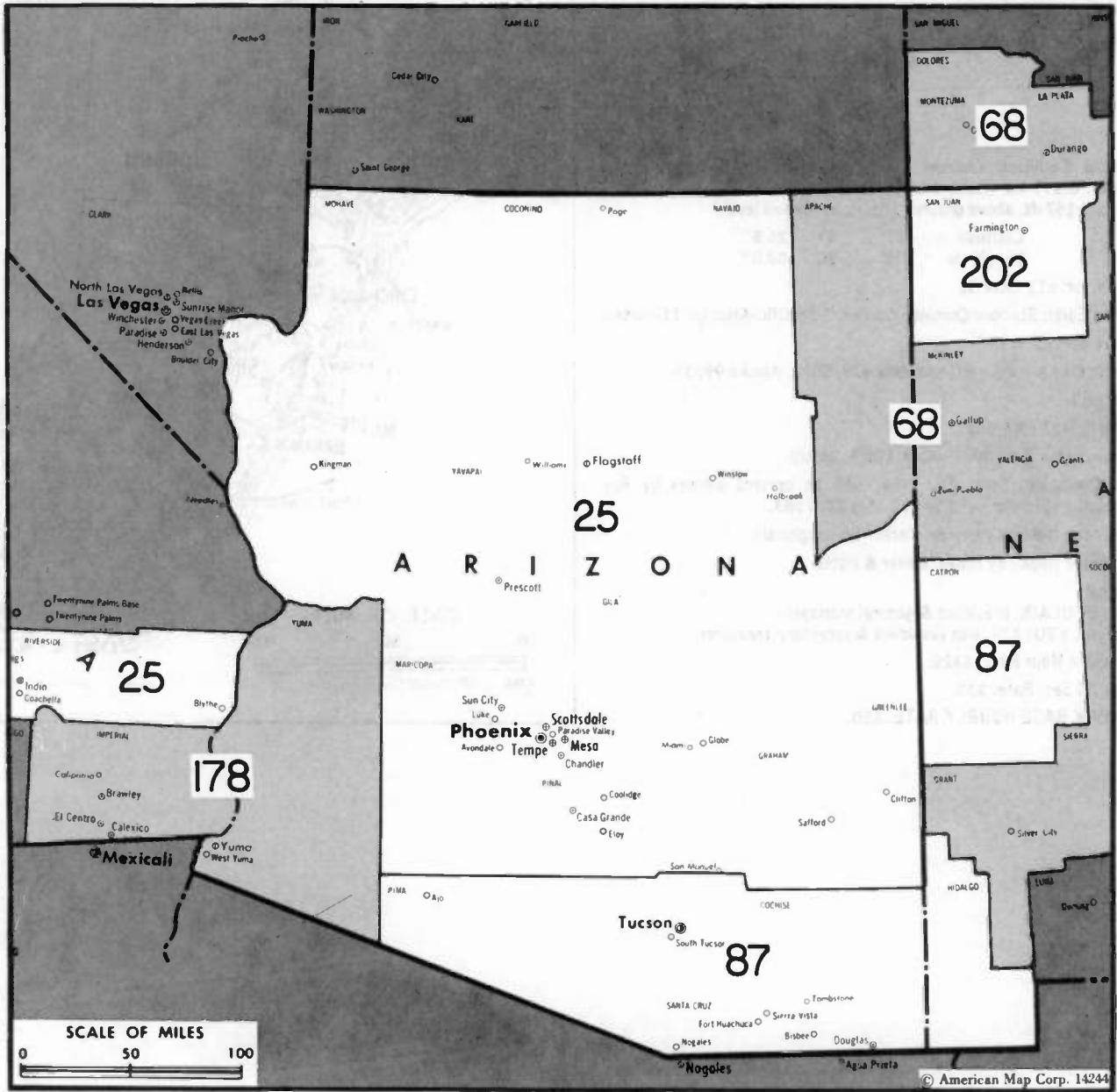
KATHIE ETULAIN, vice president & secretary-treasurer.

Highest One Hour Rate: \$325.

Highest 30 Sec. Rate: \$35.

NETWORK BASE HOURLY RATE: \$50.





Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Phoenix, Ariz.	774,300	25	442,000	26	KNAZ-TV (2), KNXV-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7)
Albuquerque, N.M.	357,800	68	192,000	72	KGGM-TV (13), KGSW (14), KNAT (23), KOAT-TV (7), KOB-TV (4)
Tucson, Ariz.	259,800	87	147,000	88	KGUN-TV (9), KOLD-TV (13), KVOA-TV (4), KZAZ (11)
El Centro, Cal.-Yuma, Ariz.	60,200	178	13,000	194	KECY-TV (9), KYEL-TV (13)
Farmington, N.M.	27,600	202	4,000	209	KIVA-TV (12)

Arizona Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	11	3	14
Educational Television Stations	2	0	2
			16

Arizona-Flagstaff

KNAZ-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1540-ft. above av. terrain, 284-ft. above ground, 8684-ft. above sea level.

Latitude 34° 58' 06"
Longitude 111° 30' 28"

Transmitter: Mormon Mtn., 18-mi. SSE of Flagstaff.

News Services: AP, UPI, NPS.

Network Service: NBC.

Licensee: Grand Canyon TV Co. Inc., Box 1843, Flagstaff, Ariz. 86002.

Studio: 2201 N. Vickey Dr., Flagstaff.

Telephone: 602-526-2232.

Ownership: Capitol Broadcasting Co. Mississippi Publishers Corp., 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford Estate, 13.8%; L. M. Sepaugh, 13.8%. For Lanford interests, see Group Ownership of TV Stations.

Began Operation: May 2, 1970. Sale to present owner by Wendell Elliott Jr., et al., approved by FCC Jan. 7, 1981.

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

DAN MODISETT, vice president & general manager.

ED BOUCHARD, chief engineer.

KRIS WILSON, news director.

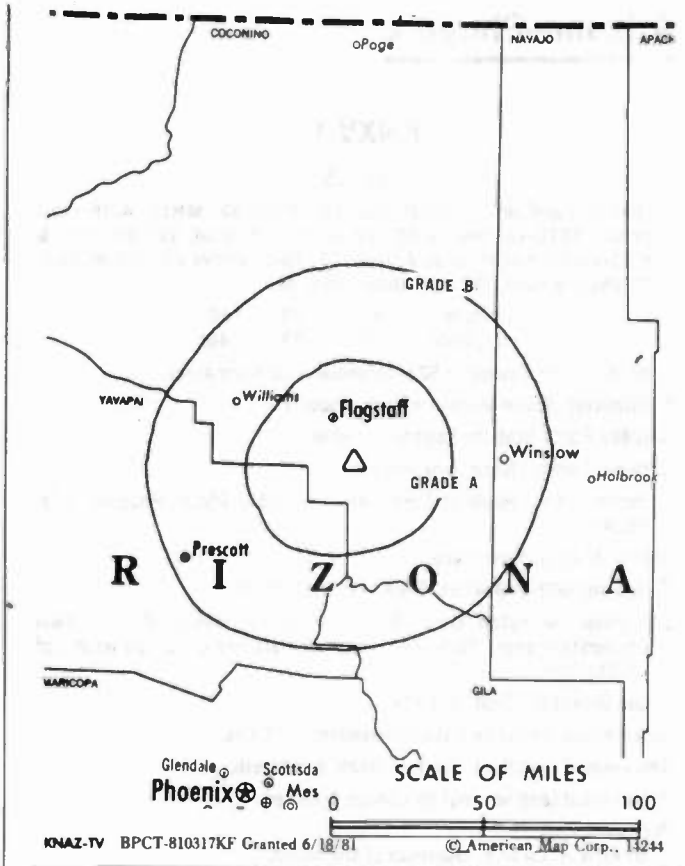
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$125.

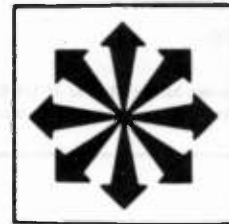
NETWORK BASE HOURLY RATE: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Coconino	24,600	22,700	92
	ARIZONA			
Between 25-49%	Apache South	2,800	2,400	86
	Navajo	20,400	18,600	91
	Yavapai	30,200	28,700	95
Between 5-24%	ARIZONA			
	Apache North	11,200	10,000	89
	Gila	13,800	13,200	96
Station Totals		103,000	95,600	92
Net Weekly Circulation (1983)			38,400	
Average Daily Circulation (1983)			18,700	



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Arizona--Phoenix

KNXV-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1070-kw max. & 631-kw horizontal visual, 107-kw max. & 63.1-kw horizontal aural. Antenna: 1710-ft. above av. terrain, 282-ft. above ground, 2912-ft. above sea level.

Latitude 33° 20' 00"
Longitude 112° 03' 46"

Holds CP for change to 524-kw visual, 108.4-kw aural.

Transmitter: South Mountain Park, Phoenix.

Satellite Earth Station: Calstar; 5-meter.

Network Service: None, independent.

Licensee: New Television Corp., 4625 S. 33rd Place, Phoenix, Ariz. 85040.

Studio: 4625 S. 33rd Place.

Telephone: 602-243-4151. TWX: 910-951-0633.

Ownership: Arlington Corp. Byron H. Lasky, chmn., 80%; Edwin Cooperstein, pres., 20%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 9, 1979.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Lohnes & Culver.

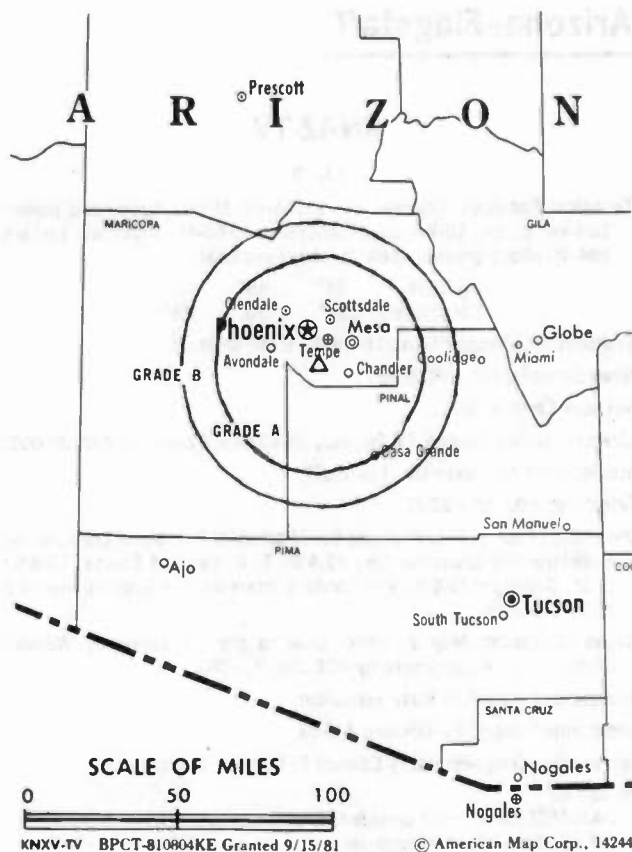
Personnel:

BYRON H. LASKY, chairman of the board.
EDWIN COOPERSTEIN, president & general manager.
SONDRA COOPERSTEIN, vice president & station manager.
STEPHEN R. BANKS, vice president & general sales manager.
ROBERT L. OPPENHEIM, vice president & general counsel.
STANLEY PESNER, vice president & treasurer.
BRUCE SHERMAN, chief engineer.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
ARIZONA				
Between 25-49%	Maricopa	612,600	600,000	98
	Pinal	31,000	29,900	96
Station Totals		643,600	629,900	97
Net Weekly Circulation (1983)			208,000	
Average Daily Circulation (1983)			76,000	

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Arizona-Phoenix

KPAZ-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1600-ft. above av. terrain, 178-ft. above ground, 2799-ft. above sea level.

Latitude 33° 20' 02.5"
Longitude 112° 03' 42.0"

Transmitter: South Mtn. Park.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Arbitron Data: Not available.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: None, independent.

Licensee: Trinity Broadcasting of Arizona Inc., 3551 E. McDowell Rd., Phoenix, Ariz. 85008.

Studio: 3551 E. McDowell Rd. Telephone: 602-273-1477.

Ownership: See KTBN-TV, Santa Ana-Los Angeles, Cal.

Began Operation: Sept. 16, 1967. Involuntary transfer of control from Donald B. Thomson et al. to trustee granted Oct. 9, 1969. Sale to Glad Tidings Church of America approved by FCC June 24, 1971. Station left air Jan. 19, 1977. Sale to present owner by Glad Tidings approved by FCC July 21, 1977. Resumed operation Sept. 5, 1977.

Represented (legal) by Gammon & Grange.

Personnel:

PAUL F. CROUCH, president.

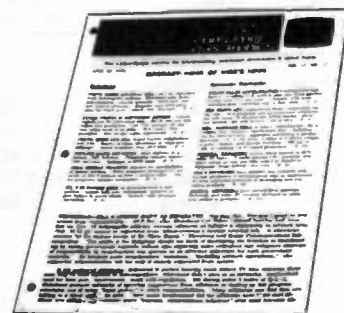
PHILIP CROUCH, station manager.

Highest 30 Sec. Rate: \$60.



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Arizona-Phoenix

KPHO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1770-ft. above av. terrain, 383-ft. above ground, 2983-ft. above sea level.

Latitude 33° 20' 02"
Longitude 112° 03' 40"

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

News Services: INDX, UPI.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: None, independent.

Licensee: Meredith Corp., 4016 N. Black Canyon, Phoenix, Ariz. 85017.

Studio: 4016 N. Black Canyon.

Telephone: 602-264-1000. TWX: 910-951-1519.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. For other interests, see Group Ownership of TV Stations.

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

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

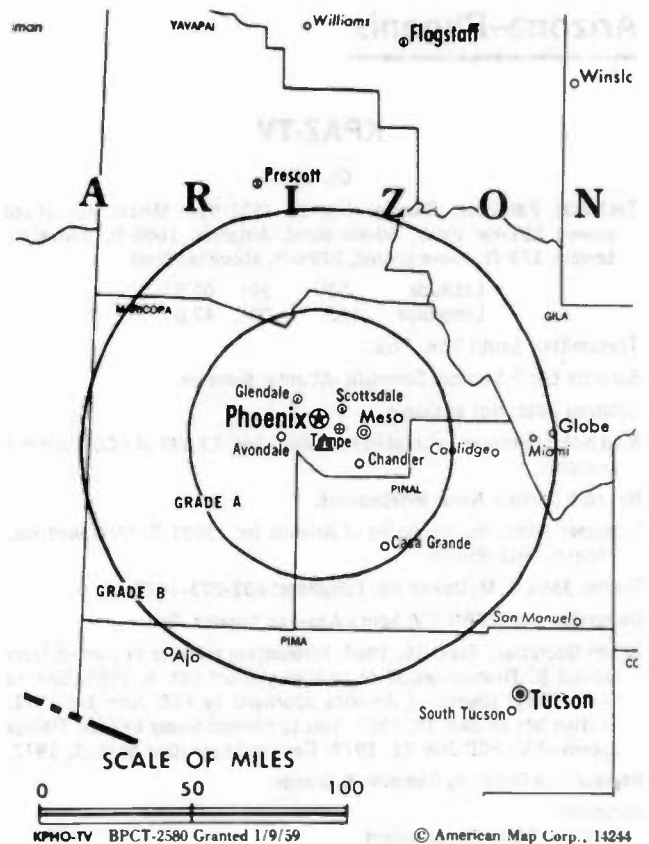
RICHARD DeANGELIS, vice president & general manager.
CHARLES ALVEY, program manager.
DON PAULY, general sales manager.
ROBERT A. GALLE, national sales manager.
TOVE SPOFFORD, local sales manager.
GREG BRANNAN, promotion manager.
TOM SHERLOCK, public affairs director.
WILLIAM J. STRUBE, director of engineering.
KEN ROBINSON, news director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$3500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Coconino	24,600	22,700	92
	Gila	13,800	13,200	96
	Graham	7,100	6,700	94
	Greenlee	3,900	3,800	97
	Maricopa	612,600	600,000	98
	Mohave	24,500	23,300	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pinal	31,000	29,900	96
	Santa Cruz	6,700	6,500	97
	Yavapai	30,200	28,700	95
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
	Riverside East	7,200	6,900	97
ARIZONA				
Between 25-49%	Apache South	2,800	2,400	86
	Cochise	31,800	30,600	96
	Navajo	20,400	18,600	91
NEW MEXICO				
Between 5-24%	Hidalgo	2,100	2,000	95
Station Totals		851,600	826,400	97
Net Weekly Circulation (1983)				693,100
Average Daily Circulation (1983)				426,800

Arizona-Phoenix-Mesa

KPNX-TV

Ch. 12

KPNX-TV 12
Phoenix Mesa



**BLAIR TELEVISION
GANNETT COMMUNICATIONS**

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1780-ft. above av. terrain, 350-ft. above ground, 3003-ft. above sea level.

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

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

News Services: AP, UPI.

Satellite Earth Station: Harris; 6-meter.

Network Service: NBC.

Licensee: KPNX Broadcasting Co., Box 711, Phoenix, Ariz. 85001.

Studio: 1101 N. Central Ave., Box 711, Phoenix 85001.

Telephone: 602-257-1212. TWX: 910-951-4214.

Ownership: Gannett Co. Inc., 100%. For other interests, see Group Ownership of TV Stations and Newspaper Ownership of TV Stations.

Began Operation: April 23, 1953. Merger of Combined Communications with Gannett approved by FCC June 7, 1979 (Television Digest, Vol. 18:20, 38; 19:24). Merger to form Combined Communications approved by FCC Oct. 16, 1968. Previous sale to John J. Louis family & others by Harry L. Nace interests approved by FCC June 16, 1954 (Vol. 10:18, 25).

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

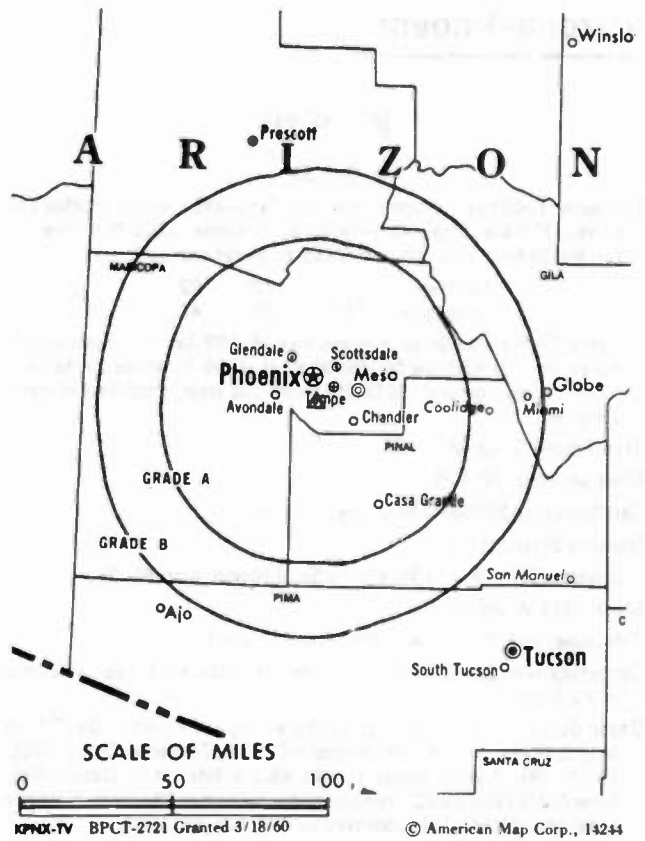
Personnel:

- C. E. COONEY, president & general manager.
- ROBERT ALLINGHAM, v.p., programming & station manager.
- JEFFREY R. MORRIS, vice president & general sales manager.
- PATRICK WELCH, vice president & controller.
- CHRIS CORR, national sales manager.
- PERRY CHESTER, local sales manager.
- LEON ANGLIN, vice president & chief engineer.
- AL BUCH, news director.
- MARJORIE SCHMIDT, promotion director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Gila	13,800	13,200	96
	Greenlee	3,900	3,800	97
	Maricopa	612,600	600,000	98
	Mohave	24,500	23,300	95
	Pinal	31,000	29,900	96
	Yavapai	30,200	28,700	95
	CALIFORNIA			
	Riverside East	7,200	6,900	97
Between 25-49%	ARIZONA			
	Coconino	24,600	22,700	92
	Graham	7,100	6,700	94
	Navajo	20,400	18,600	91
Between 5-24%	ARIZONA			
	Apache South	2,800	2,400	86
	Santa Cruz	6,700	6,500	97
	Yuma-La Paz	32,900	31,100	95
Station Totals		817,700	793,800	97
Net Weekly Circulation (1983)				643,400
Average Daily Circulation (1983)				382,500

Arizona-Phoenix

KTSP-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level.

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

Holds CP for change to 316-kw max. & 292-kw horizontal visual, 45-kw max. & 41.5-kw horizontal aural, 2000-ft. above av. terrain, 572-ft. above ground, 3212-ft. above sea level, antenna circularly polarized.

Transmitter: South Mountain.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: KTSP-TV, 511 W. Adams St., Phoenix, Ariz. 85003.

Studio: 511 W. Adams St.

Telephone: 602-257-1234. TWX: 910-951-1343.

Ownership: Gulf Broadcast Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (Television Digest, Vol. 10:12, 19). Present owner bought 48.1% interest in station from Gene Autry (Vol. 21:22), remainder from Thomas Chauncey & Homer Lane (Vol. 22:24). Sale approved by FCC Aug. 25, 1982.

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

Represented (legal) by Arnold & Porter.

Represented (engineering) by Smith & Powstenko.

Personnel:

JACK SANDER, general manager.
ANTHONY TWIBELL, general sales manager.
GARY ROCKEY, program manager.
DONNA VOGT, advertising & promotion manager.
AL HILLSTROM, chief engineer.
BILL MILLER, news director.

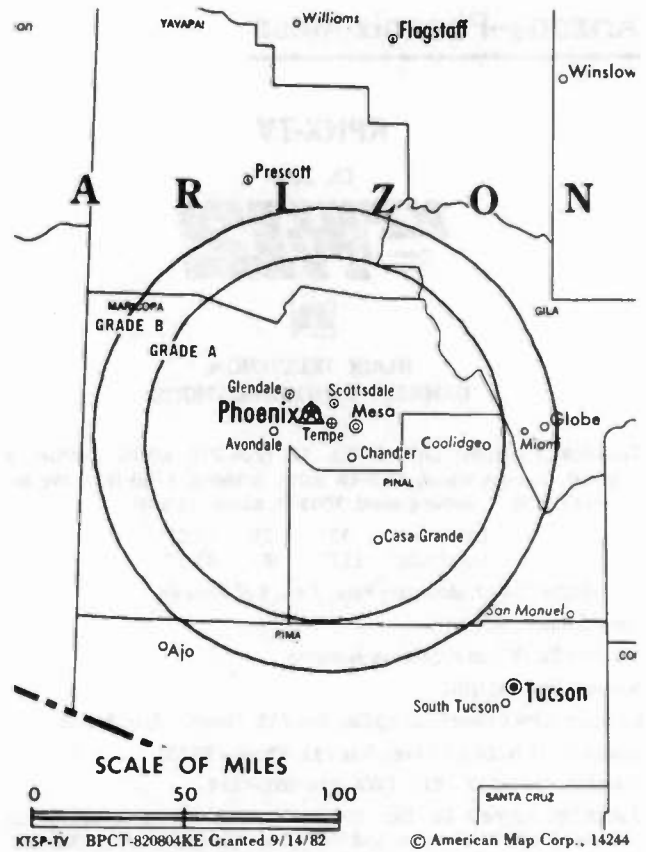
Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate (Aug. 1, 1983): \$3500.

NETWORK BASE HOURLY RATE: \$1051.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Coconino	24,600	22,700	92
	Gila	13,800	13,200	96
	Graham	7,100	6,700	94
	Greenlee	3,900	3,800	97
	Maricopa	612,600	600,000	98
	Mohave	24,500	23,300	95
	Navajo	20,400	18,600	91
	Pinal	31,000	29,900	96
	Yavapai	30,200	28,700	95
	Yuma-La Paz	32,900	31,100	95
CALIFORNIA				
Riverside East	7,200	6,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
ARIZONA				
Between 25-49%	Apache South	2,800	2,400	86
ARIZONA				
Between 5-24%	Santa Cruz	6,700	6,500	97
Station Totals		817,700	793,800	97
Net Weekly Circulation (1983)				699,300
Average Daily Circulation (1983)				426,200

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BEVERLY HILLS 9465 Wilshire Blvd., 90212 (213) 274-8151

Arizona--Phoenix

KTVK

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level.

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

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

News Service: AP.

Satellite Earth Station: Common Carrier; Scientific-Atlanta; 4.6-meter.

Network Service: ABC.

Licensee: Arizona Television Co., 3435 N. 16th St., Phoenix, Ariz. 85016.

Studio: 3435 N. 16th St.

Telephone: 602-266-5691. TWX: 910-951-1562.

Ownership: Ernest W. McFarland, chmn., 51%; Delbert R. Lewis, pres., 28.66%; others.

Began Operation: Feb. 28, 1955.

Represented (sales) by Petry Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

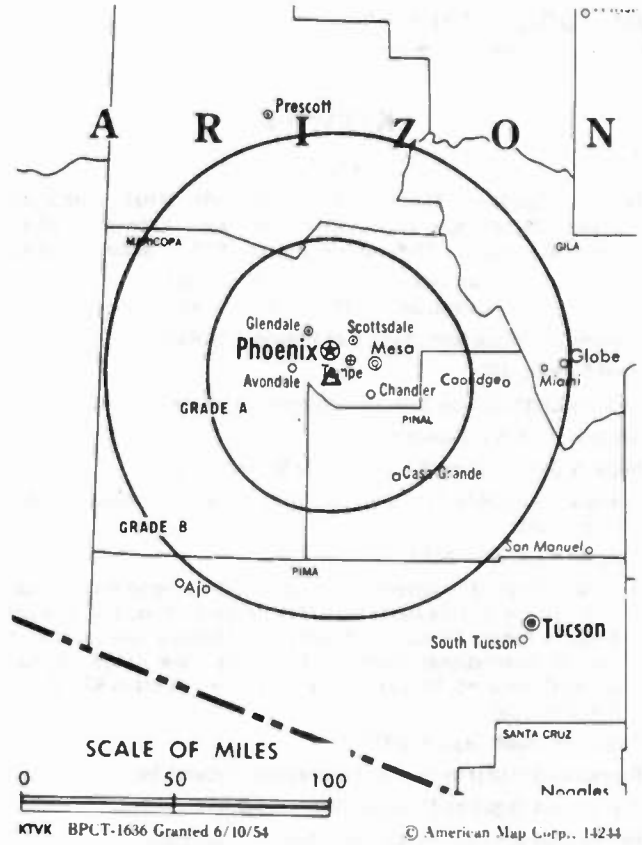
DELBERT R. LEWIS, president & general manager.
JACK JACOBSON, station manager & film buyer.
MIKE CEFARATTI, national sales manager.
BILL LAWRENCE, chief engineer.

Highest 30 Sec. Rate (May 1983): \$4000.

NETWORK BASE HOURLY RATE: \$925.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Coconino	24,600	22,700	92
	Gila	13,800	13,200	96
	Greenlee	3,900	3,800	97
	Maricopa	612,600	600,000	98
	Mohave	24,500	23,300	95
	Pinal	31,000	29,900	96
	Yavapai	30,200	28,700	95
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
Riverside East	7,200	6,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Apache South	2,800	2,400	86
	Graham Navajo	7,100 20,400	6,700 18,600	94 91
Between 5-24%	ARIZONA			
	Santa Cruz	6,700	6,500	97
	UTAH			
Kane	1,400	1,300	93	
Station Totals		819,100	795,100	97
Net Weekly Circulation (1983)			689,500	
Average Daily Circulation (1983)			410,400	

Arizona-Phoenix

KTVW-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 2290-kw max. visual, 229-kw max. aural. Antenna: 1710-ft. above av. terrain, 282-ft. above ground, 2912-ft. above sea level.

Latitude 33° 20' 00"
Longitude 112° 03' 46"

Transmitter: South Mtn., 8-mi. S of Phoenix City Hall.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Arbitron Data: Not available.

Network Service: Spanish International Network.

Licensee: Seven Hills Television Co., 3019 E. Southern Ave., Phoenix, Ariz. 85040.

Telephone: 602-252-3833.

Ownership: Reynold V. Anselmo, pres.-treas., 55%; Emilio Nicolas, v.p., 15%; Daniel D. Villanueva, v.p., 15%; William Stiles, 5%; Joaquin Blaya & Robert Munoz, 2.5% each. Stockholders have interest in Spanish International Communications Corp. (see KMEX-TV, Los Angeles). Anselmo, Nicolas & Villanueva have interest in KDTV, San Francisco, Cal.

Began Operation: Sept. 2, 1979.

Represented (sales) by Spanish International Network Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

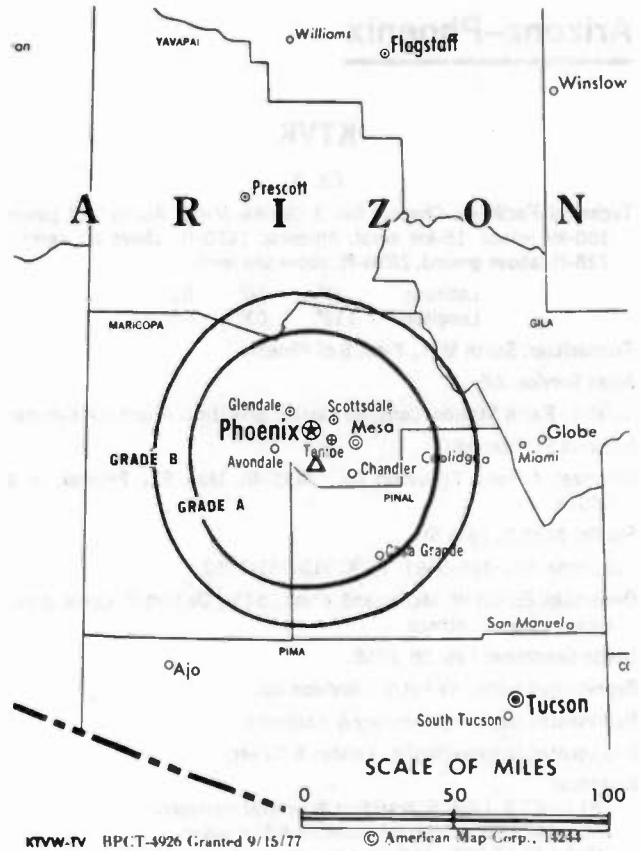
DANIEL L. VILLANUEVA, general manager.

MICHAEL FLYNN, general sales manager.

BARRY LEVISOHN, operations manager.

LAWRENCE BECKMAN, chief engineer.

Highest 30 Sec. Rate (Jan. 15, 1982): \$240.



State Public/Educational Stations are listed in a Directory following Commercial Stations

Arizona-Prescott

KUSK

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 8.71-kw visual, 1.74-kw aural. Antenna: 2814-ft. above av. terrain, 110-ft. above ground, 7930-ft. above sea level.

Latitude 34° 42' 17"
Longitude 112° 05' 55"

Transmitter: S peak of Mingus Mtn., 22-mi. ENE of Prescott.

Network Service: None, independent.

Grantee: KUSK Inc., 741 E. McOowell, Phoenix, Ariz. 85001.

Studio: 3211 Tower Dr., Prescott, Ariz. 86301.

Telephone: 602-253-3001.

Mailing Address: Box 391, Phoenix, Ariz. 85001.

Ownership: William H. Sauro, pres., 55.7%; Ronna Sauro, secy.; Neighborhood TV Co., 30%; Allstate Insurance, 14.3%. NTC ownership: Marshall M. Carpenter Jr., pres., 18.7%; William H. Sauro, v.p., 18.7%; Lyle Mettler, treas., 18.6%; Alsta & Co., 44%. NTC is an applicant for translators to rebroadcast KUSK.

Began Operation: Sept. 5, 1982.

Represented (sales) by Unirep Bcstg. Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

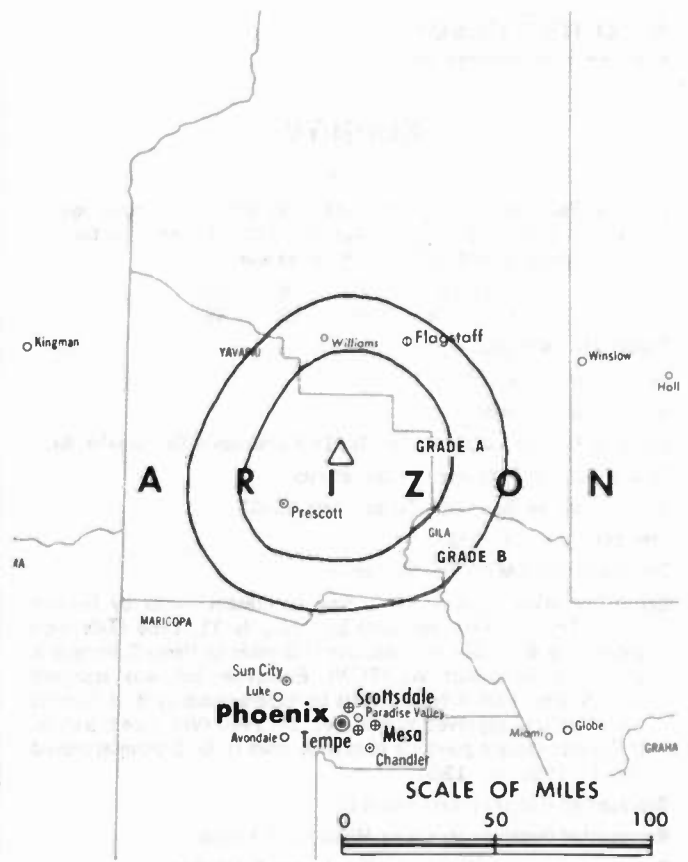
WILLIAM H. SAURO, president.
DAVIO MOORE, general manager.
RICHARD HOWE, sales manager.
PAT GRAY, program operations manager.
CHUCK SMITH, chief engineer.

Highest One Hour Rate (Jan 15, 1983): \$750.

Highest 30 Sec. Rate (Jan. 15, 1983): \$120.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
ARIZONA				
Between 5-24%	Greenlee	3,900	3,800	97
	Yavapai	30,200	28,700	95
Station Totals		34,100	32,500	95
Net Weekly Circulation (1983)			7,600	
Average Daily Circulation (1983)			2,800	



KUSK BPCT-790618KG Granted 1/7/80

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Arizona-Tucson

KGUN-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 21.9-kw aural. Antenna: 3720-ft. above av. terrain, 240-ft. above ground, 8781-ft. above sea level.

Latitude 32° 24' 54"
Longitude 110° 42' 59"

Transmitter: Mt. Bigelow.

News Services: AP, UPI.

Network Service: ABC.

Licensee: May Broadcasting Co., 10714 Mockingbird Dr., Omaha, Neb.

Studio: 2175 N. Sixth Ave., Tucson 85705.

Mailing Address: Box 5707, Tucson, Ariz. 85703.

Telephone: 602-792-9933.

Ownership: See KMTV, Omaha, Neb.

Began Operation: June 3, 1956. Sale to present owner by Gilmore Bcstg. Corp. of Ariz. approved by FCC July 31, 1968 (Television Digest, Vol. 8:15, 34). Previous sale to Gilmore by Henry S. Hilberg & associates, along with WEHT(TV), Evansville, Ind. was approved July 15, 1964 (Vol. 4:26, 29). Sale to Hilberg group by H. U. Garrett and associates approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 (Vol. 12:51).

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Moffet, Larson & Johnson.

Personnel:

EDWARD W. MAY, president.
NORMAN W. WILLIAMS, executive vice president.
JACK PARRIS, vice president & general manager.
ROBERT TOBEY, general sales manager.
LARRY SCHNEBLY, regional sales manager.
BRUCE FRANZEN, program manager.
JOHN R. SAWYER, chief accountant.
PHIL AALAND, chief engineer.
LOUIS KRUCK, production manager.
DOUG CROMBIE, news director.

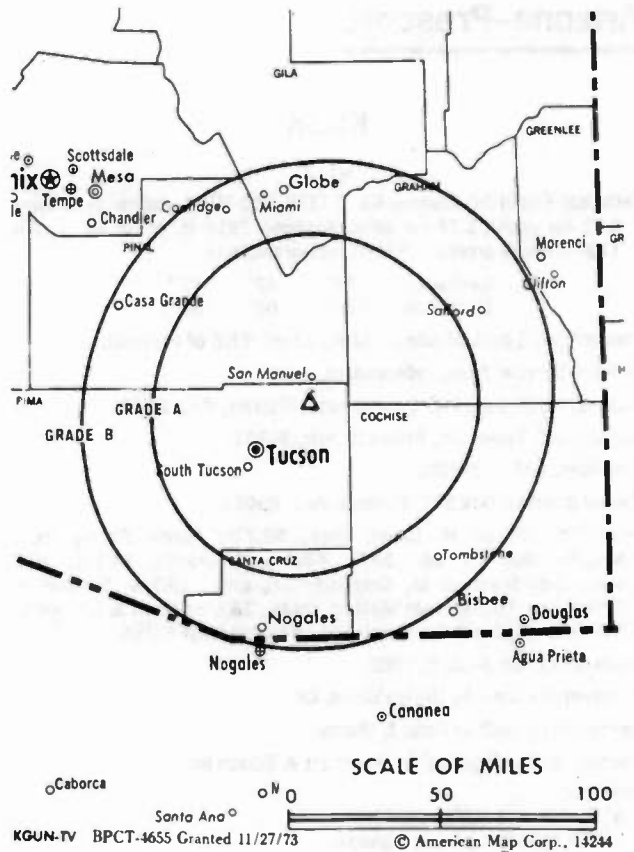
Highest One Hour Rate: \$3750.

Highest 30 Sec. Rate: \$1250.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache South	2,800	2,400	86
	Cochise	31,800	30,600	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Graham	7,100	6,700	94
	Pima	219,100	214,500	98
	Santa Cruz	6,700	6,500	97
	NEW MEXICO			
	Hidalgo	2,100	2,000	95
	ARIZONA			
Between 25-49%	Navajo	20,400	18,600	91
	ARIZONA			
Between 5-24%	Gila	13,800	13,200	96
	Greenlee	3,900	3,800	97
	Pinal	31,000	29,900	96
	NEW MEXICO			
	Catron	1,000	900	90
Station Totals		339,700	329,100	96
Net Weekly Circulation (1983)			254,700	
Average Daily Circulation (1983)			163,400	

Arizona--Tucson

KOLD-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 110-kw visual, 15.6-kw aural. Antenna: 3610-ft. above av. terrain, 202-ft. above ground, 8752-ft. above sea level.

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

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

News Services: AP, UPI.

Network Service: CBS.

Licensee: Universal Communications Corp., 115 W. Drachman St., Tucson, Ariz. 85705.

Studio: 115 W. Drachman.

Telephone: 602-624-2511. TWX: 910-952-1122.

Ownership: Universal Communications Corp. (Evening News Assn.). For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 13, 1953. Sale to present owner by Gene Autry & assoc. approved by FCC May 21, 1969 (Television Digest, Vol. 9:15, 20).

Represented (sales) by MMT Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

JAY WATSON, vice president & general manager.

PAUL CASSIDY, assistant manager/sales.

CATHY GREEN, local sales manager.

TOM FOOS, program manager.

GERALD JENSEN, manager/news.

NEIL O'CONNOR, business manager.

PHIL DUNTON, chief engineer.

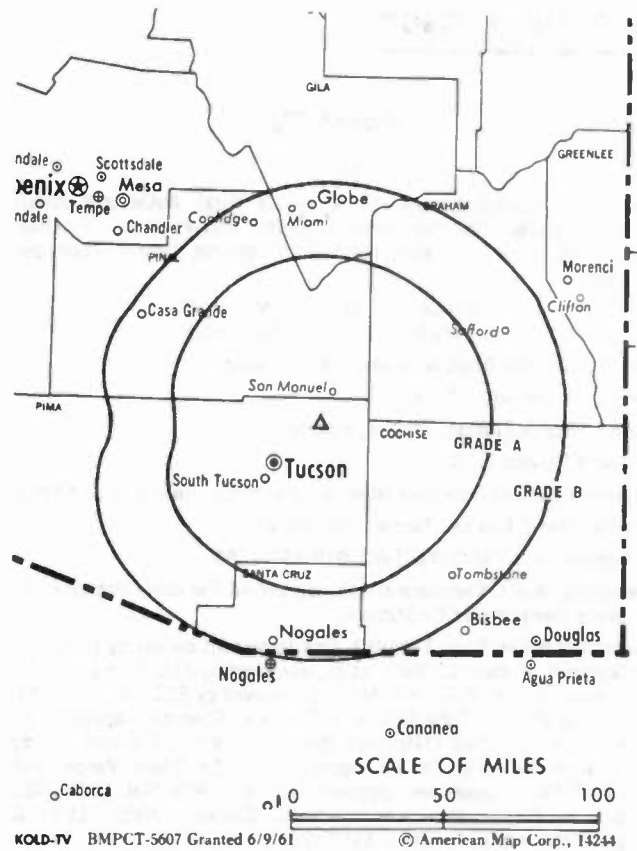
JAMES RODDY, promotion manager.

Highest 30 Sec. Rate (June 1, 1983): \$2500

NETWORK BASE HOURLY RATE: \$495.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Cochise	31,800	30,600	96
	Graham	7,100	6,700	94
	Pima	219,100	214,500	98
	Santa Cruz	6,700	6,500	97
	NEW MEXICO			
	Catron	1,000	900	90



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Apache South	2,800	2,400	86
	Navajo	20,400	18,600	91
	Pinal	31,000	29,900	96
	NEW MEXICO			
	Hidalgo	2,100	2,000	95
Between 5-24%	ARIZONA			
	Gila	13,800	13,200	96
	Greenlee	3,900	3,800	97
Station Totals		339,700	329,100	96
Net Weekly Circulation (1983)			261,600	
Average Daily Circulation (1983)			164,400	

Arizona-Tucson-Nogales

KZAZ

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 150-kw visual, 15-kw aural. Antenna: 1570-ft. above av. terrain, 110-ft. above ground, 5980-ft. above sea level.

Latitude 31° 42' 18"
Longitude 110° 55' 26"

Transmitter: Mt. Hopkins, 25.8-mi. NE of Nogales Post Office.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Roadrunner Television, Ltd. Partnership, Box 42048, Tucson, Ariz. 85733.

Studio: 2445 N. Tucson Blvd., Tucson 85716.

Telephone: 602-795-0311 (Tucson).

Ownership: Eugene D. Adelstein, gen. partner, 17%; Edward B. Berger, gen. partner, 13%; others, none with as much as 2%. Adelstein & Berger have interest in Galaxy-Southwest Television which owns KGSW(TV), Albuquerque, N.M.; KTEE(AM), Idaho Falls; KDAQ-FM, Rexburg; KUZZ(FM), Nampa, all Ida.; KIOY(FM), Hanford-Fresno, Cal.

Began Operation: Feb. 1, 1967. Sale to present owners by I.B.C. (Danny Thomas, et al.) approved by FCC Nov. 16, 1976.

Represented (sales) by Seltel Inc.

Represented (legal) by Verner, Lilpfert, Bernhard & McPherson.

Represented (engineering) by Kessler & Gehman Associates Inc.

Personnel:

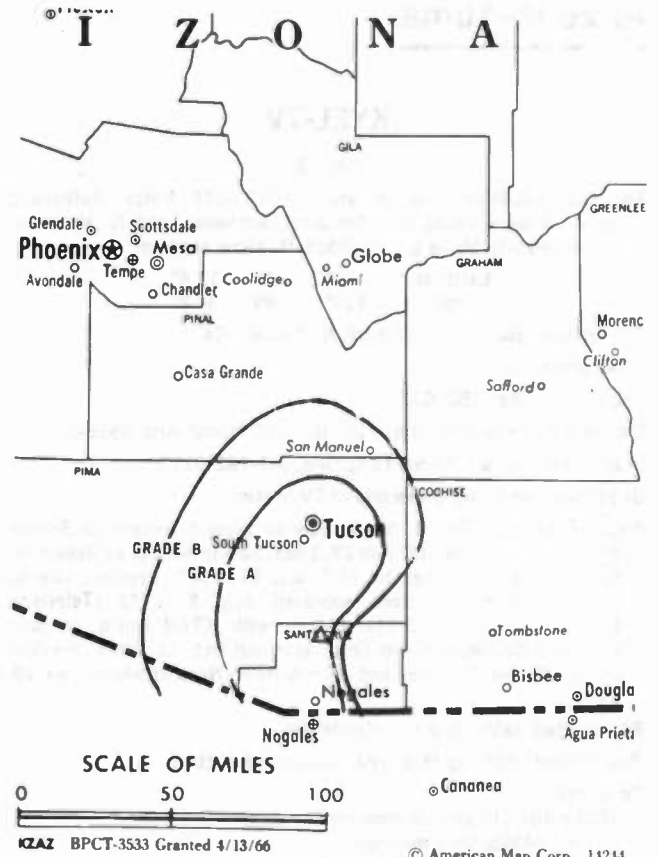
GENE ADELSTEIN, partner/general manager.
HANK LOMINAC, station & general sales manager.
RICHARD A. HEATLEY, chief engineer.
ALLEN DANFIELD, business manager.
STEVE OCHOA, national & regional sales manager.

Highest One Hour Rate (July 1983): \$3000.

Highest 30 Sec. Rate (Sept. 19, 1983): \$175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Pima	219,100	214,500	98
	ARIZONA Cochise Santa Cruz	31,800 6,700	30,600 6,500	96 97
Between 25-49%	ARIZONA Pinal	31,000	29,900	96
Station Totals		288,600	281,500	97
Net Weekly Circulation (1983)			139,800	
Average Daily Circulation (1983)			58,100	



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Arizona--Yuma

KYEL-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1560-ft. above av. terrain, 403-ft. above ground, 2528-ft. above sea level.

Latitude 33° 03' 17.4"
Longitude 114° 49' 34.2"

Transmitter: Black Mtn., 17.5-mi. N of Ogilby, Cal.

News Service: AP.

Network Service: NBC, CBS.

Licensee: Beam Broadcasters Ltd., Box 592, Yuma, Ariz. 85364.

Studio: 3rd Ave. & 13th St. Telephone: 602-782-5113.

Ownership: See Group Ownership of TV Stations.

Began Operation: Dec. 3, 1963. Sale to present owners by Service Bcstrs. approved by FCC July 27, 1983. Sale to Service by Robert W. Crites, et al., approved by FCC Oct. 19, 1977. Previous sale by Combined Communications approved Aug. 2, 1973 (Television Digest, Vol. 12:41; 13:33). Merger with KTAR Bcstg. to form Combined Communications Corp. approved Oct. 22, 1969. Previous sale by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

TOM HAGNER, general manager.
MIKE TRAVIS, sales manager.
F. ETHERINGTON, chief engineer.

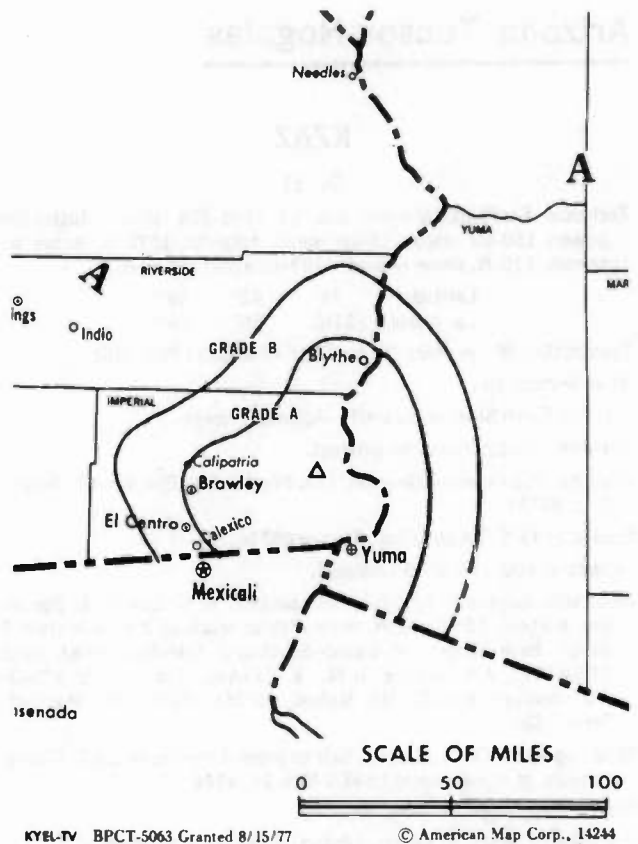
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$230.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

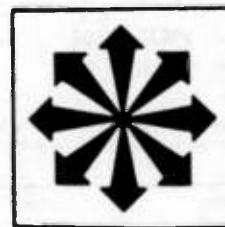
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
	Imperial	30,100	28,100	93
Between 5-24%	CALIFORNIA			
	Riverside East	7,200	6,900	97
Station Totals		70,200	66,100	94
Net Weekly Circulation (1983)			51,900	
Average Daily Circulation (1983)			28,900	



KYEL-TV BPCT-5063 Granted 8/15/77

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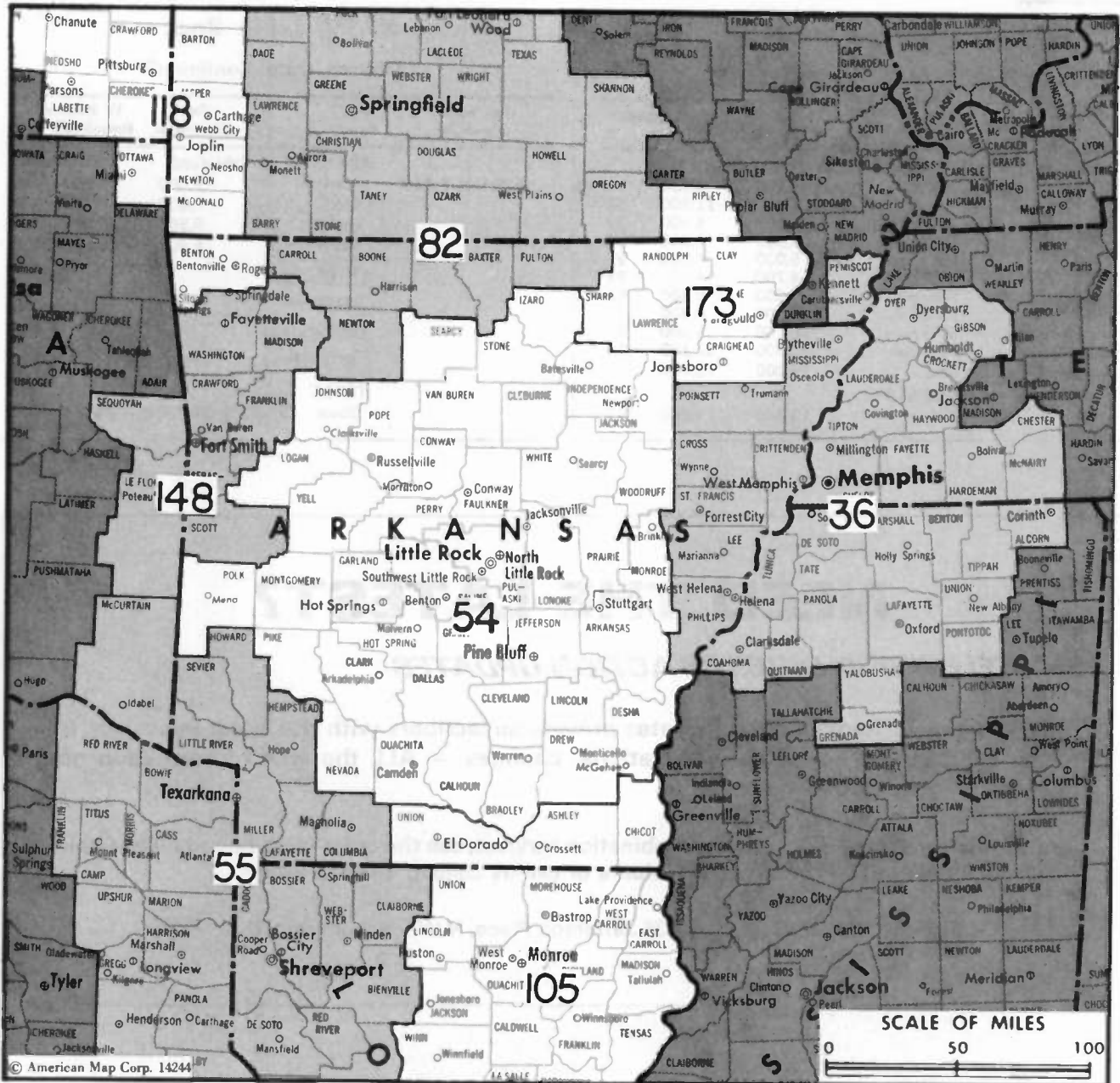
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Arkansas



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Memphis, Tenn.	582,100	36	376,000	31	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Little Rock, Ark.	453,400	54	280,000	50	KARK-TV (4), KATV (7), KLRT (16), KTHV (11)
Shreveport, La.-Texarkana, Tex.	440,500	55	258,000	54	KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Springfield, Mo.	274,400	82	151,000	86	KMTC (27), KOLR-TV (10), KSPR (33), KYTV (3)
Monroe, La.-El Dorado, Ark.	196,100	105	113,000	105	KARD (14), KN0E-TV (8), KTVE (10)
Joplin, Mo.-Pittsburg, Kan.	173,600	118	109,000	112	KOAM-TV (7), KODE-TV (12), KSNF (16)
Fort Smith, Ark.	129,200	148	70,000	142	KFSM-TV (5), KHBS (40), KPOM-TV (24), KTVP (29)
Jonesboro, Ark.	67,500	173	27,000	177	KAIT-TV (8)

Arkansas Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	5	4	9
Educational Television Stations	4	1	5
			14

Arkansas

KARK-TV, Little Rock

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ARKANSAS—(Continued)				
Between 5-24%	Fulton	4,200	4,000	95
	Greene	12,000	11,800	98
	Lawrence	7,100	6,900	97
	Lee	4,800	4,600	96
	Little River	5,000	4,800	97
	Marion	4,700	4,600	98
	Poinsett	9,500	9,300	98
	Randolph	6,500	6,300	97
	St Francis	10,200	9,900	97
	Sebastian	37,800	37,300	99
	Union	19,000	18,700	98
MISSISSIPPI				
	Bolivar	13,600	13,200	97

KATV, Little Rock

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ARKANSAS—(Continued)				
Between 5-24%	Poinsett	9,500	9,300	98
	Scott	3,800	3,700	97
	Sevier	5,500	5,400	98
	Sharp	6,400	6,100	95
LOUISIANA				
	Morehouse	12,100	11,900	98
MISSISSIPPI				
	Sunflower	9,700	9,400	97
TEXAS				
	Bowie	28,700	28,300	99

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TELEVISION DIGEST, INC. 1836 Jefferson Place, N.W., Washington, D.C. 20036

Arkansas-Fayetteville-Springdale

KTVP

Ch. 29

(Satellite of KHBS, Fort Smith, Ark.)

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 700-kw visual, 140-kw aural. Antenna: 890-ft. above av. terrain, 556-ft. above ground, 2349-ft. above sea level.

Latitude 36° 00' 57"

Longitude 94° 04' 59"

Transmitter: Robinson Mtn., 5-mi. SE of Fayetteville.

Satellite Earth Station: Scientific-Atlanta, 4-meter.

News Services: ABC, AP.

Network Service: ABC.

Licensee: Hernreich Broadcasting Stations Inc., Box 4150, Fort Smith, Ark. 72901.

Studio: See KHBS, Fort Smith, Ark.

Telephone: 501-521-1010.

Ownership: See KAIT-TV, Jonesboro, Ark.

Began Operation: Feb. 8, 1969. Left air Dec. 7, 1973. Sale to present owner by Paul W. Milam Sr., et al., approved by FCC April 30, 1975. Resumed operation Dec. 8, 1977 (Television Digest, Vol. 17:50).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Farrow, Schildhause, Wilson & Rains.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT E. HERNREICH, president & general manager.

CLIFF WALKER, station manager.

JARRELL WYATT, general sales manager.

KEN HAWKINS, local sales manager.

JUDY KIRCHNER, national sales secretary.

DON VEST, director of engineering.

HAROLD CAUDELL, chief engineer.

JERRY OVERTON, news director.

Highest 30 Sec. Rate (Sept. 1, 1983): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Madison	4,400	4,200	95
	Washington	38,500	37,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Benton	31,700	30,900	98
	Carroll	6,900	6,700	97
Between 5-24%	OKLAHOMA			
	Adair	6,400	6,200	97
Station Totals		87,900	85,500	97
Net Weekly Circulation (1983)			42,200	
Average Daily Circulation (1983)			22,000	

For U.S. TV Station Call Letters, see page 8

Arkansas-Fort Smith

KFSM-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 1260-ft. above av. terrain, 1209-ft. above ground, 1986-ft. above sea level.

Latitude 35° 30' 43"
Longitude 94° 21' 38"

Transmitter: 9.5-mi. NNE of Fort Smith.

News Service: AP.

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

Network Service: CBS.

Licensee: The Times Southwest Broadcasting Inc., 318 N. 13th St., Fort Smith, Ark. 72901.

Offices & Studios: Box 369, 318 N. 13th St., Fort Smith 72901.

Telephone: 501-783-3131. TWX: 910-723-7672.

Ownership: The New York Times Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 3, 1956. Sale to George T. Hernreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (Television Digest, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Hernreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vols. 14:36, 52; 15:2). Sale to Buford Television by Donald Reynolds approved by FCC April 4, 1973 (Vol. 12:38; 13:15). Sale to present owner approved July 31, 1979 (Vol. 19:4).

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

Personnel:

ROBERT BROWNING, exec. vice president & general manager.

GENE GRAHAM, general sales manager.

JAMES ANHALT, chief engineer.

PAT PORTA, program director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crawford	13,600	13,200	97
	Franklin	5,600	5,500	97
	Johnson	6,800	6,600	97
	Logan	7,300	7,100	97
	Madison	4,400	4,200	95
	Polk	6,600	6,400	97
	Scott	3,800	3,700	97
	Sebastian	37,800	37,300	99
	Washington	38,500	37,500	97
OKLAHOMA	Adair	6,400	6,200	97
	Haskell	4,500	4,400	98
	Latimer	3,700	3,600	97
	Le Flore	15,400	15,000	97
	Sequoyah	11,200	10,900	97
Between 25-49%	ARKANSAS			
	Benton	31,700	30,900	98
Yell	6,500	6,300	98	
OKLAHOMA	Pushmataha	4,800	4,600	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Carroll	6,900	6,700	97
	Montgomery	3,200	3,100	97
	Newton	3,000	2,800	95
Pope	14,900	14,600	98	
OKLAHOMA	Cherokee	11,500	11,300	98
	Delaware	9,500	9,200	97
	Mc Curtain	13,100	12,700	97
	Muskogee	25,800	25,400	98
	Pittsburg	15,600	15,300	98
Station Totals		312,100	304,500	97
Net Weekly Circulation (1983)			175,900	
Average Daily Circulation (1983)			113,700	

TARGET/AID

The Ratings and Lifestyle Connection.

ARBITRON® RATINGS

Arkansas-Fort Smith

KHBS

Ch. 40

(Operates satellite KTVP, Fayetteville-Springdale, Ark.)

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 3160-kw max. visual, 316-kw max. aural. Antenna: 2000-ft. above av. terrain, 299-ft. above ground, 2577-ft. above sea level.

Latitude 35° 04' 16"
Longitude 94° 40' 46"

Transmitter: Cavanal Mountain.

Satellite Earth Station: Scientific-Atlanta; 4-meter.

News Services: ABC, AP.

Network Service: ABC.

Licensee: Hernreich Broadcasting Stations Inc., 2415 N. Albert Pike, Fort Smith, Ark. 72901.

Studio: 2415 N. Albert Pike. Telephone: 501-783-4105.

Ownership: See KAIT-TV, Jonesboro, Ark.

Began Operation: July 28, 1971.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Farrow, Schildhouse, Wilson & Rains.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

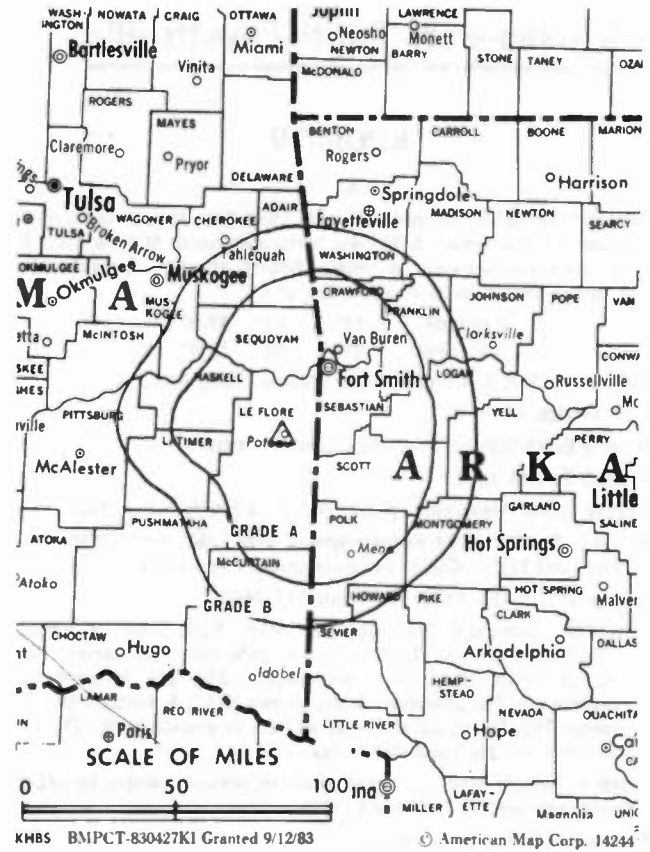
- ROBERT E. HERNREICH, president & general manager.
- JARRELL WYATT, general sales manager.
- JUDY KIRCHNER, national sales secretary.
- DON VEST, director of engineering.
- LARRY FRIDDLE, chief engineer.
- KEITH FRY, news director.

Highest 30 Sec. Rate (Sept. 1, 1983): \$300.

NETWORK BASE HOURLY RATE: \$350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crawford	13,600	13,200	97
	Franklin	5,600	5,500	97
	Sebastian	37,800	37,300	99
	OKLAHOMA			
	Le Flore	15,400	15,000	97
	Sequoyah	11,200	10,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Logan	7,300	7,100	97
	Scott	3,800	3,700	97
Between 5-24%	ARKANSAS			
	Johnson	6,800	6,600	97
	OKLAHOMA			
	Haskell	4,500	4,400	98
Station Totals		106,000	103,700	97
Net Weekly Circulation (1983)			68,700	
Average Daily Circulation (1983)			38,900	

Arkansas-Fort Smith-Fayetteville

KPOM-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2510-kw max. & 912-kw horizontal visual, 505-kw max. & 182-kw horizontal aural. Antenna: 1040-ft. above av. terrain, 499-ft. above ground, 2469-ft. above sea level.

Latitude 35° 42' 37.0"

Longitude 94° 08' 14.5"

Transmitter: R.R. 2, 4.2-mi. NNE of Mountainburg, Ark.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 4-meter.

Network Service: NBC.

Grantee: Ozark Television Co., Box 1867, Fort Smith, Ark. 72902.

Offices & Studios: 4624 Kelley Highway, Box 1867, Fort Smith, Ark. 72903 and 112 W. Center St., Fayetteville, Ark. 72701.

Telephone: 501-785-4334. TWX: 910-723-7601.

Ownership: Raymond G. Schindler, pres., 49%; Paris Schindler, Sherry L. Schindler, Timothy R. Brown, v.p.s, 15% each; Bill Carter, v.p., 2%; Jo Edgell Blaskowsky, secy.-treas., 2%; 2% reserved for management. The Schindlers & Brown own KLVG & KMUZ(FM), La Grange, Tex. Principals also have interest in applicants for Ch. 48, Galveston; Ch. 29, San Antonio, Tex.

Began Operation: Nov. 12, 1978. Sale to present owners by MCM Bcstg. approved by FCC May 8, 1981.

Represented (sales) by Seltel Inc.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

Represented (engineering) by Fred Zellner.

Personnel:

DONALD E. HOLLEY, general manager.
VERLENE TADLOCK, exec. secretary & program director.
LONNIE MING, national sales manager.
GEORGE WHITAKER, chief engineer.

Highest One Hour Rate: \$800.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crawford	13,600	13,200	97
	Franklin	5,600	5,500	97
	Scott	3,800	3,700	97
	Sebastian	37,800	37,300	99
	Washington	38,500	37,500	97
	OKLAHOMA			
	Le Flore	15,400	15,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Benton	31,700	30,900	98
	Logan	7,300	7,100	97
	Madison	4,400	4,200	95
	OKLAHOMA			
	Sequoyah	11,200	10,900	97
Between 5-24%	ARKANSAS			
	Johnson	6,800	6,600	97
	OKLAHOMA			
	Adair	6,400	6,200	97
	Haskell	4,500	4,400	98
	Latimer	3,700	3,600	97
Pushmataha	4,800	4,600	96	
Station Totals		195,500	190,700	97
Net Weekly Circulation (1983)			103,000	
Average Daily Circulation (1983)			54,300	

Arkansas-Jonesboro

KAIT-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 41.7-kw aural. Antenna: 1750-ft. above av. terrain, 1799-ft. above ground, 2049-ft. above sea level.

Latitude 35° 53' 17"
Longitude 90° 56' 09"

Transmitter: 0.6-mi NE of Egypt School, Egypt.

News Services: AP, CNS, NOAA.

Satellite Earth Station: Avcom; 6-meter.

Network Service: ABC.

Licensee: Hernrelich Broadcasting Stations Inc., 601 Garrison Ave., Fort Smith, Ark. 72901.

Studio: Box 790, Jonesboro, Ark. 72401.

Telephone: 501-932-4288. TWX: 910-728-6503.

Ownership: George T. Hernreich, 100%; he also owns KHBS(TV), Fort Smith; KTVP(TV), Fayetteville; KZNG & KWBO(FM), Hot Springs, Ark.

Began Operation: July 15, 1963.

Represented (sales) by Katz Television.

Represented (legal) by Farrow, Schildhause, Wilson & Rains.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

DARREL CUNNINGHAM, vice president & general manager.

AL BLANKS, local sales manager.

GERALD ERICKSON, chief engineer.

Highest One Hour Rate (April 11, 1983): \$1500.

Highest 30 Sec. Rate (April 11, 1983): \$450.

NETWORK BASE HOURLY RATE: \$475.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	8,200	8,000	98
	Craighead	23,700	23,400	99
	Fulton	4,200	4,000	95
	Greene	12,000	11,800	98
	Independence	11,600	11,300	97
	Izard	4,600	4,400	96
	Jackson	8,100	7,900	98
	Lawrence	7,100	6,900	97
	Mississippi	20,100	19,700	98
	Poinsett	9,500	9,300	98
	Randolph	6,500	6,300	97
	Sharp	6,400	6,100	95
	MISSOURI			
	Carter	2,100	1,900	93
	Dunklin	13,900	13,500	97
	Oregon	3,900	3,700	94
	Ripley	4,900	4,600	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Cross	6,900	6,700	98
	St Francis	10,200	9,900	97
	Stone	3,600	3,500	97
	MISSOURI			
	Butler	14,900	14,400	97
	Howell	11,500	10,900	95
	New Madrid	8,200	8,000	98
	Pemiscot	8,900	8,600	97
	Shannon	3,100	2,900	93
Between 5-24%	ARKANSAS			
	Cleburne	7,100	6,900	97
	Crittenden	16,400	15,900	97
	Lee	4,800	4,600	96
	Monroe	4,900	4,700	96
	Searcy	3,500	3,400	97
	White	18,600	18,200	98
	Woodruff	4,000	3,900	98
	TENNESSEE			
	Dyer	13,200	13,000	98
Tipton	11,300	11,100	98	
Station Totals		297,900	289,400	97
Net Weekly Circulation (1983)				150,100
Average Daily Circulation (1983)				98,200

Arkansas-Little Rock

KARK-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level.

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

Transmitter: Shinnall Mtn.

News Services: AP, UPI, NBC.

Network Service: NBC.

Licensee: KARK-TV Inc., 201 W. Third St., Little Rock, Ark. 72203.

Studio: 201 W. 3rd St., Little Rock, Ark. 72203.

Telephone: 501-376-2481. TWX: 910-722-7417.

Ownership: SouthwestMedia, 100%. Larry C. Wallace, chmn., 20%; David J. Jones, pres., 20%; John J. Flake, secy., 13.75%; Thomas F. McLarty III, treas., 13.75%; Jerrol W. Jones & E. Sheffield Nelson, 13.75% each; Karl Eller, 5%. McLarty has interest in KLUE(AM), Longview, Tex.

Began Operation: April 15, 1954. Sale to present owners by Gannett Co. approved by FCC Feb. 17, 1983. Merger of Combined Communications & Gannett Co. approved June 7, 1979 (Television Digest, Vol. 18:20, 38; 19:24). Sale to Combined by Mullins Bcstg. Co. approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Previous sale to Mullins by T. K. Barton family approved Jan. 19, 1966 (Vol. 5:32; 6:4).

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

Personnel:

DAVID J. JONES, president & general manager.
JAMES F. EVERETT, v.p. & business manager.
V. RAY BROWN, v.p. & general sales manager.
TOM BONNER, v.p. & director of broadcasting.
CLYDE ANDERSON, national sales manager.
GARY LAY, local sales manager.
LEON MINIOT, promotion manager.
MARY MAY, traffic manager.
DEAN HOWARD, v.p. & director of engineering.
BILL ADDINGTON, chief engineer.
KATHY CLARK, public affairs director.
GARY LONG, news director.

Highest One Hour Rate: \$4000.

Highest 30 Min. Rate (Jan. 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS	9,200	9,000	98
	Arkansas	5,300	5,200	98
	Bradley	2,300	2,200	96
	Calhoun	8,400	8,200	98
	Clark	7,100	6,900	97
	Cleburne	3,000	2,900	97
	Cleveland	7,100	6,900	98
	Conway	4,000	3,900	97
	Dallas	6,900	6,700	97
	Desha	6,500	6,300	97
	Drew	17,100	16,800	98
	Faulkner	29,900	29,300	98
	Garland	4,800	4,700	98
	Grant	10,400	10,200	98
	Hot Spring	11,600	11,300	97
	Independence	4,600	4,400	96
	Izard	8,100	7,900	98
	Jackson	31,800	31,100	98
	Jefferson	6,800	6,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	3,900	3,800	97
	Logan	7,300	7,100	97
	Lonoke	12,300	12,100	98
	Monroe	4,900	4,700	96
	Montgomery	3,200	3,100	97
	Nevada	4,100	4,000	98
	Ouachita	11,500	11,200	97
	Perry	2,700	2,700	100
	Pike	4,100	4,000	98
	Polk	6,600	6,400	97
	Pope	14,900	14,600	98
	Prairie	3,900	3,800	97
	Pulaski	132,000	130,400	99
	Saline	19,100	18,900	99
	Searcy	3,500	3,400	97
	Stone	3,600	3,500	97
	Van Buren	5,500	5,400	98
	White	18,600	18,200	98
	Woodruff	4,000	3,900	98
	Yell	6,500	6,300	98

ARKANSAS				
Between 25-49%	Ashley	9,500	9,300	97
	Baxter	12,400	12,000	97
	Boone	10,700	10,400	97
	Chicot	6,000	5,800	96
	Craighead	23,700	23,400	99
	Franklin	5,600	5,500	97
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Newton	3,000	2,800	95
	Phillips	11,300	10,900	96
	Scott	3,800	3,700	97
	Sevier	5,500	5,400	98
	Sharp	6,400	6,100	95

ARKANSAS				
Between 5-24%	Columbia	9,800	9,500	97
	Crawford	13,600	13,200	97
	Cross	6,900	6,700	98

(Continued on page 66)

Station Totals	733,700	717,800	97
Net Weekly Circulation (1983)		465,500	
Average Daily Circulation (1983)		307,400	

Arkansas--Little Rock

KATV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 2006-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude 34° 28' 22.6"
Longitude 92° 12' 10.5"

Transmitter: U.S. Hwy. 65, 2-mi. N of Redfield, Ark.

News Service: AP.

Network Service: ABC.

Licensee: Allbritton Broadcasting Inc., 401 Main St., Little Rock, Ark. 72201.

Studios: 401 Main St., Little Rock; Jefferson Sq., Pine Bluff.

Telephone: 501-372-7777. TWX: 501-721-8372.

Ownership: Allbritton Communications, 100%. See Group Ownership of TV Stations.

Began Operation: Dec. 19, 1953. John T. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Reorganization resulted in Griffin owning 55.81%. Transfer of control to Leakes approved by FCC Sept. 19, 1969 (Vol. 9:15). Sale to present owner by Leake Industries approved by FCC Feb. 14, 1983 (Vol. 22:45).

Represented (sales) by Petry Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Cohen & Dippell.

Personnel:

DALE NICHOLSON, president & general manager.

ERIC NELSON, operations.

CAL DRING, general sales manager.

ED WILSON, local sales manager.

KEN KOEPKA, chief engineer.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Arkansas	9,200	9,000	98
	Ashley	9,500	9,300	97
	Bradley	5,300	5,200	98
	Calhoun	2,300	2,200	96
	Chicot	6,000	5,800	96
	Clark	8,400	8,200	98
	Cleburne	7,100	6,900	97
	Cleveland	3,000	2,900	97
	Conway	7,100	6,900	98
	Dallas	4,000	3,900	97
	Desha	6,900	6,700	97
	Drew	6,500	6,300	97
	Faulkner	17,100	16,800	98
	Garland	29,900	29,300	98
	Grant	4,800	4,700	98
	Hot Spring	10,400	10,200	98
	Independence	11,600	11,300	97
	Jackson	8,100	7,900	98
	Jefferson	31,800	31,100	98
	Johnson	6,800	6,600	97
Lee	4,800	4,600	96	
Lincoln	3,900	3,800	97	
Lonoke	12,300	12,100	98	
Monroe	4,900	4,700	96	
Montgomery	3,200	3,100	97	
Nevada	4,100	4,000	98	
Ouachita	11,500	11,200	97	
Perry	2,700	2,700	100	
Phillips	11,300	10,900	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pike	4,100	4,000	98
	Polk	6,600	6,400	97
	Pope	14,900	14,600	98
	Prairie	3,900	3,800	97
	Pulaski	132,000	130,400	99
	Saline	19,100	18,900	99
	Stone	3,600	3,500	97
	Union	19,000	18,700	98
	Van Buren	5,500	5,400	98
	White	18,600	18,200	98
	Woodruff	4,000	3,900	98
	Yell	6,500	6,300	98
MISSISSIPPI	Washington	23,700	23,100	98
	ARKANSAS			
Between 25-49%	Baxter	12,400	12,000	97
	Boone	10,700	10,400	97
	Columbia	9,800	9,500	97
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Logan	7,300	7,100	97
	St Francis	10,200	9,900	97
	Searcy	3,500	3,400	97
	MISSISSIPPI			
Boilvar	13,600	13,200	97	
Coahoma	11,700	11,400	97	
Between 5-24%	ARKANSAS			
	Craighead	23,700	23,400	99
	Crittenden	16,400	15,900	97
	Cross	6,900	6,700	98
	Franklin	5,600	5,500	97
	Izard	4,600	4,400	96
	Little River	5,000	4,800	97
	Marion	4,700	4,600	98
	Miller	14,000	13,800	98
Newton	3,000	2,800	95	
(Continued on page 66)				
Station Totals		768,800	752,100	97
Net Weekly Circulation (1983)			493,500	
Average Daily Circulation (1983)			333,700	

Arkansas—Little Rock

KLRT

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1772-ft. above av. terrain, 1266-ft. above ground, 2220-ft. above sea level.

Latitude 34° 44' 57"
Longitude 92° 29' 29"

Transmitter: Shinall Mtn., 3-mi. W of Little Rock.

News Services: CNN, INN.

Satellite Earth Stations: 2 in operation.

Network Service: None, independent.

Grantee: LRTV Ltd. Partnership, 630 Third Ave., New York, N.Y. 10017.

Studio: 11711 W. Markham, Little Rock, Ark. 72211.

Telephone: 501-375-1616.

Ownership: MMT Sales Inc., general partner, 90%; Salah M. & Elyse E. Hassanein, ltd. partners, 5% each. MMT Sales Inc. Ownership: Garrett F. Scollard, pres., 100%. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: June 26, 1983.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Crowell & Moring.

Personnel:

ALLEN S. FEUER, vice president & general manager.

JERRY D. GARRETT, sales manager.

JOHN P. SCHWEIGER, operations manager.

BILL POWELL, news director.

Rates: Not available.



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Arkansas-Little Rock

KTHV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1760-ft. above av. terrain 1158-ft. above ground, 2205-ft. above sea level.

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

Transmitter: Shinall Mtn.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: Arkansas Television Co., Box 269, Little Rock, Ark. 72203.

Studio: 8th & Izard Sts. Telephone: 501-376-1111.

Ownership: Arkansas Democrat Co., 75%; K. A. Engle Trust, 15%; Robert L. Brown Sr., 10%. Robert L. Brown, pres. & general manager.

Began Operation: Nov. 27, 1955.

Represented (sales) by Katz Television.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

ROBERT L. BROWN, president & general manager.

LONNIE GIBBONS, general sales manager.

BOB HICKS, program manager.

STEVE DOAN, production manager.

DOUG LAUGHTER, director of engineering.

Highest 30 Sec. Rate (May 3, 1982): \$900.

NETWORK BASE HOURLY RATE: \$725.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

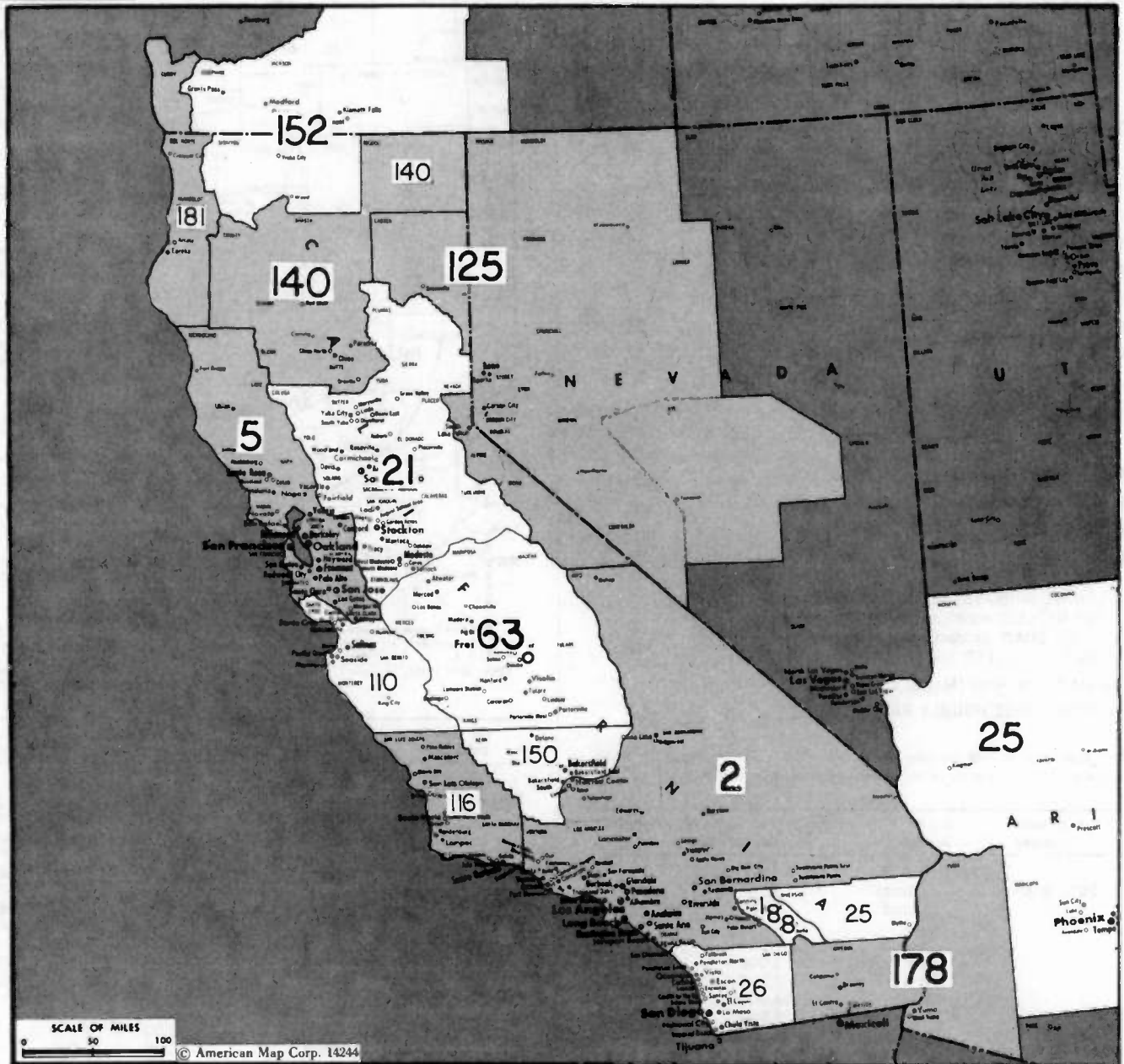
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Arkansas	9,200	9,000	98
	Calhoun	2,300	2,200	96
	Clark	8,400	8,200	98
	Cleburne	7,100	6,900	97
	Cleveland	3,000	2,900	97
	Conway	7,100	6,900	98
	Dallas	4,000	3,900	97
	Desha	6,900	6,700	97
	Drew	6,500	6,300	97
	Faulkner	17,100	16,800	98
	Garland	29,900	29,300	98
	Grant	4,800	4,700	98
	Hot Spring	10,400	10,200	98
	Independence	11,600	11,300	97
	Jackson	8,100	7,900	98
	Jefferson	31,800	31,100	98
	Johnson	6,800	6,600	97
	Lincoln	3,900	3,800	97
	Logan	7,300	7,100	97
	Lonoke	12,300	12,100	98
	Monroe	4,900	4,700	96
	Montgomery	3,200	3,100	97
	Nevada	4,100	4,000	98
	Quachita	11,500	11,200	97
	Perry	2,700	2,700	100
	Pike	4,100	4,000	98
	Polk	6,600	6,400	97
	Pope	14,900	14,600	98
	Prairie	3,900	3,800	97
	Pulaski	132,000	130,400	99
	Saline	19,100	18,900	99
	Searcy	3,500	3,400	97
	Stone	3,600	3,500	97
Van Buren	5,500	5,400	98	
White	18,600	18,200	98	
Woodruff	4,000	3,900	98	
Yell	6,500	6,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Baxter	12,400	12,000	97
	Boone	10,700	10,400	97
	Bradley	5,300	5,200	98
	Franklin	5,600	5,500	97
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Izard	4,600	4,400	96
	Phillips	11,300	10,900	96
	St Francis	10,200	9,900	97
	Sevier	5,500	5,400	98
Sharp	6,400	6,100	95	
Between 5-24%	ARKANSAS			
	Ashley	9,500	9,300	97
	Chicot	6,000	5,800	96
	Craighead	23,700	23,400	99
	Crawford	13,600	13,200	97
	Cross	6,900	6,700	98
	Lawrence	7,100	6,900	97
	Lee	4,800	4,600	96
	Marion	4,700	4,600	98
	Newton	3,000	2,800	95
	Scott	3,800	3,700	97
Sebastian	37,800	37,300	99	
MISSISSIPPI				
Bolivar	13,600	13,200	97	
Station Totals		667,700	653,400	97
Net Weekly Circulation (1983)			427,300	
Average Daily Circulation (1983)			264,000	

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California



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Los Angeles, Cal.	4,241,000	2	2,535,000	2	KABC-TV (7), KBSC-TV (52), KCOP (13), KHJ-TV (9), KMEX-TV (34), KNBC (4), KNXT (2), KSCI (18), KTNB-TV (40), KTLA (5), KTTV (11), KWHY-TV (22)
San Francisco, Cal.	1,998,500	5	1,569,000	7	KBHK-TV (44), KDTV (14), KFCB (42), KFTY (50), KGO-TV (7), KICU-TV (36), KPIX (5), KRON-TV (4), KSTS (48), KTSF (26), KTVU (2), KTZO (20), KVOF-TV (38)
Sacramento-Stockton, Cal.	851,200	21	479,000		KCRA-TV (3), KCSO (19), KOVR-TV (13), KRBK-TV (31), KTXL (40), KXTV (10)
Phoenix, Ariz.	774,300	25	442,000	26	KNAZ-TV (2), KNXV-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33)
San Diego, Cal.	723,400	26	329,000	38	KCST-TV (39), KFMB-TV (8), KGTV (10), KUSI-TV (51), XETV (6)
Fresno, Cal.	372,700	63	201,000	68	KAIL (53), KFSN-TV (30), KFTV (21), KJEO (47), KMPH (26), KSEE (24)
Salinas-Monterey, Cal.	184,800	110	100,000	120	KCBA (35), KMST (46), KNTV (11), KSBW-TV (8)
Santa Barbara-Santa Maria-San Luis Obispo, Cal.	176,000	116	62,000	154	KCOY-TV (12), KEYT (3), KSBY-TV (6)
Reno, Nev.	158,200	125	69,000	145	KAME-TV (21), KRCL (4), KOLQ-TV (8), KTVN (2)
Chico-Redding, Cal.	141,000	140	65,000	152	KHSL-TV (12), KRCR-TV (7)

Bakersfield, Cal.	125,100	150	66,000	150	KBAK-TV (29), KERO-TV (23), KPWR-TV (17)
Medford, Ore.	117,300	152	59,000	156	KOBI (5), KOTI (2), KTVL (10)
El Centro, Cal.-Yuma, Ariz.	60,200	178	13,000	194	KECY-TV (9), KYEL-TV (13)
Eureka, Cal.	56,800	181	23,000	182	KIEM-TV (3), KVIQ (6)
Palm Springs, Cal.	49,800	188	13,000	194	KESQ-TV (42), KMIR-TV (36)

California Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	26	33	59
Educational Television Stations	4	9	13
			72

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KRCR-TV, Chico
(See Redding, Cal.)

— • —

KBSC-TV, Corona
(See Los Angeles, Cal.)

— • —

KCSO, Modesto
(See Sacramento, Cal.)

— • —

KSBW-TV & KMST, Monterey
(See Salinas, Cal.)

— • —

KTVU, Oakland
(See San Francisco, Cal.)

— • —

KNTV, Salinas-Monterey
(See San Jose, Cal.)

— • —

KHSL-TV, Redding
(See Chico, Cal.)

KSCI, San Bernardino
(See Los Angeles, Cal.)

— • —

KFCB, San Francisco
(See Concord, Cal.)

— • —

KSBW-TV & KMST, San Jose
(See Salinas-Monterey, Cal.)

— • —

KTBN-TV, Santa Ana
(See Los Angeles, Cal.)

— • —

KCSO, Stockton
(See Sacramento, Cal.)

— • —

KOVR & KTXL, Stockton
(See Sacramento, Cal.)

— • —

KMPH, Visalia
(See Fresno, Cal.)

KTVU, Oakland-San Francisco
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEVADA Douglas	8,800	8,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
Between 5-24%	Coos	24,900	23,100	93
	Douglas	36,100	34,400	95
	Jackson	53,700	51,900	97
	Josephine	24,400	23,000	94
	Lane	112,100	108,000	96
	Marion	81,500	78,200	96
UTAH				
	Weber	50,400	49,700	99

California—Anaheim

KDOC-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 3266-kw max. & 382-kw horizontal visual, 652-kw max. & 76.2-kw horizontal aural. Antenna: 2386-ft. above av. terrain, 220-ft. above ground, 5555-ft. above sea level.

Latitude 34° 11' 14"
Longitude 117° 42' 01"

Transmitter: Sunset Ridge, 5-mi. NE of Claremont.

Satellite Earth Stations: Simulstat; 5-meter.

Network Service: None, independent.

Licensee: Golden Orange Broadcasting Co. Inc., 6531 Westminster Ave., Westminster, Cal. 82683.

Studio: 1730 S. Clementine St., Anaheim, Cal. 92806.

Telephone: 714-999-5000.

Ownership: Pat Boone, pres., 36%; Thomas Sheridan, v.p., 6.7%; Calvin C. Brack, secy.-treas., 23.7%; Jimmy Durante Estate, 3.4%; David Levy, 2%; Richard Shepherd, 4.3%; Bill Simon, 23.6%.

Began Operation: Oct. 1, 1982.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Robert Bullock.

Personnel:

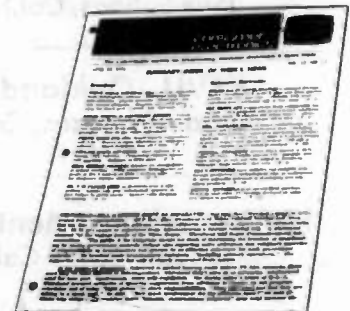
MICHAEL VOLPE, vice president & general manager.
ARNIE EVANS, director of creative services.
CALVIN BRACK, business manager.
BILL WELTY, chief engineer.

Rates: Not available.



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California-Bakersfield

KBK-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1700-kw max. & 77.6-kw horizontal visual, 340-kw max. & 15.5-kw horizontal aural. Antenna: 3730-ft. above av. terrain, 230-ft. above ground, 7775-ft. above sea level.

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

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

News Service: AP.

Network Service: ABC.

Licensee: Harriscop Broadcasting Corp., Box 2929, Bakersfield, Cal. 93303.

Studio: 1901 Westwind Drive, Bakersfield, Cal. 93301.

Telephone: 805-327-7955. TWX: 910-327-1109.

Ownership: Burt I. Harris, 10%; Irving B. Harris, 46%; Virginia Polsky Trust, 13%; Roxanne H. Frank Trust, 10%; 26 others, none with as much as 5%. Harriscop owns KTWO-TV-AM, Casper, Wyo.; KULR-TV, Billings, Mont.; 27.5% of KGGM-TV, Albuquerque, N.M. Principals control Harriscop of Chicago Inc. which owns 50% of WSNS-TV, Chicago; hold 50% of KWHY-TV, Los Angeles, Cal. & have multiple cable holdings.

Begin Operation: Aug. 20, 1953. Sale to present owner by Reeves Broadcasting Corp. approved May 12, 1964 by FCC (Television Digest, Vol. 3:52; 4:18). Sale to Reeves Broadcasting Corp. by San Francisco Chronicle approved Oct. 12, 1960 by FCC (Vol. 16:36, 42).

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

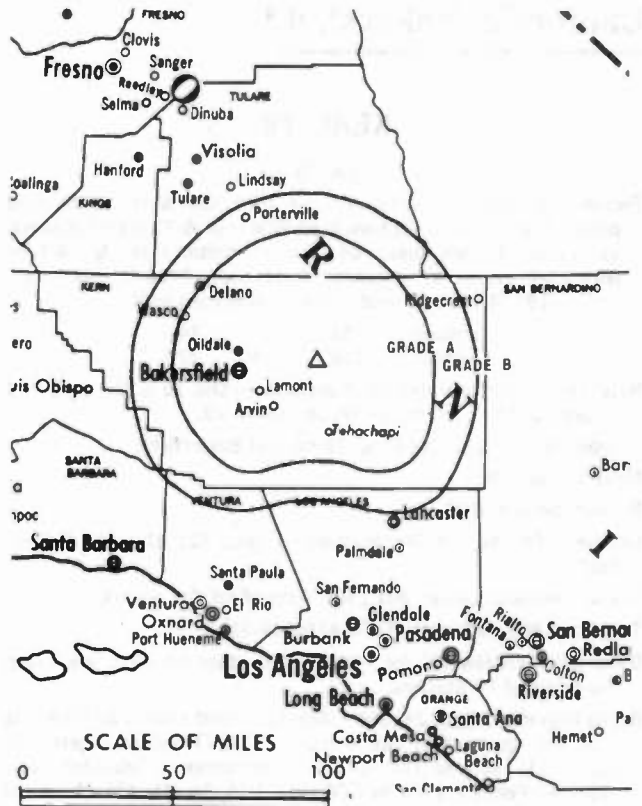
BURT I. HARRIS, president (Los Angeles).
JACK ROSENTHAL, pres., broadcast division (Casper, Wyo.).
WAYNE KILLMER, vice president & general manager.
RUSS HAMILTON, general sales manager.
KEN WALIGORSKI, operations/news director.
NANCY HOFEDITZ, program director.
ROBERT BANKS, chief engineer.

Highest 30 Sec. Rate: \$675.

NETWORK BASE HOURLY RATE: \$771.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Kern West	127,100	122,700	97
	Tulare	87,200	83,500	96
Between 25-49%	CALIFORNIA			
	Kings	24,900	23,800	95



KBK-TV BPCT-4248 Granted 9/23/69 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Fresno	192,800	185,600	96
	Kern East	23,000	22,200	96
Station Totals		455,000	437,800	96
Net Weekly Circulation (1983)			191,200	
Average Daily Circulation (1983)			99,900	

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California--Bakersfield

KERO-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1760-kw max., 323-kw horizontal max. & 72.4-kw horizontal av. visual, 352-kw max., 64.4-kw horizontal max. & 14.4-kw horizontal av. aural. Antenna: Directional, 3700-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

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

Note: This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23.

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

News Service: AP.

Network Service: NBC.

Licensee: McGraw-Hill Broadcasting Co. Inc., 321 21st St., Bakersfield.

Studio: Television Center, Box 2367, Bakersfield, Cal. 93303.

Telephone: 805-327-1441. TWX: 510-843-2113.

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 26, 1953. Sale to present owners by Time-Life Bcst. Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Sale to Time-Life by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV-AM, San Diego) into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

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

Represented (legal) by Koteen & Naftalin.

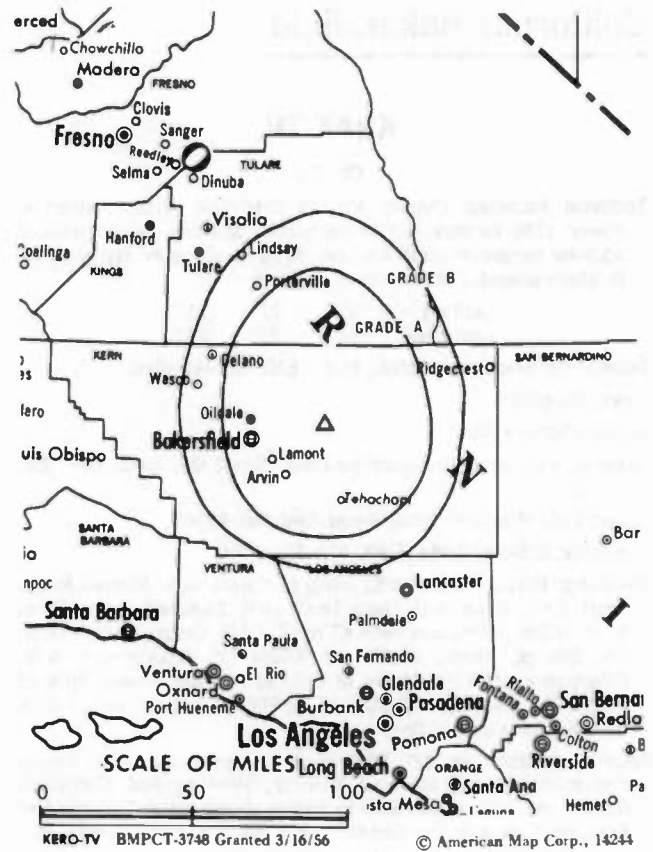
Personnel:

NORMAN E. WALT, president.
JOHN PROFFITT, vice president & general manager.
ANTHONY BATTAGLIA, general sales manager.
RALPH BARTEL, local sales manager.
CARL KNUTSON, production manager.
NORMAN E. HALL, director, engineering.
LYNN NOEL, director, public affairs.
RAY SCHIFFHAUER, director, business affairs.

Highest 30 Sec. Rate (June 30, 1983): \$800.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Kern West	127,100	122,700	97
Between 25-49%	CALIFORNIA			
	Tulare	87,200	83,500	96
Between 5-24%	CALIFORNIA			
	Kern East	23,000	22,200	96
	Kings	24,900	23,800	95
Station Totals		262,200	252,200	96
Net Weekly Circulation (1983)			165,800	
Average Daily Circulation (1983)			91,200	

California--Bakersfield

KPWR-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 398-kw horizontal visual, 500-kw max. & 39.8-kw horizontal aural. Antenna: 1400-ft. above av. terrain, 288-ft. above ground, 3813-ft. above sea level.

Latitude 35° 26' 20"
Longitude 118° 44' 23"

Transmitter: Mt. Adelaide, 16-mi. E of Bakersfield.

News Services: AP, UPI.

Satellite Earth Station: ADM; 6.1-meter.

Network Service: CBS.

Licensee: Gillett Broadcasting of California Inc., 2831 Eye St., Bakersfield, Cal. 93302.

Studio: 28th & Eye Sts.

Mailing Address: Box 1700, Bakersfield, Cal. 93302.

Telephone: 805-327-7511. TWX: 910-327-1120.

Ownership: Gillett Broadcasting Company, 100%. George N. Gillett Jr., chmn.; Mike Kettenring, pres.; Edward W. Karrels, exec. v.p.-secy. Gillett also owns WSMV(TV), Nashville, Tenn.

Began Operation: Nov. 8, 1959. Sale to present owner by ASI Communications approved by FCC June 20, 1978. Transfer to Atlantic States Industries from Lincoln Dellar & wife approved Sept. 11, 1969 (Television Digest, Vol. 8:49; 9:37). Previous sale to Dellar by group which included Dellar as 41.2% stockholder approved Dec. 31, 1962.

Represented (legal) by Pepper & Corazzini.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by MMT Sales Inc.

Personnel:

JOHN WHITE, president & general manager.

TOM RANDOUR, general sales manager.

SHIRLEY SANFORD, program director.

Highest 30 Sec. Rate (May 11, 1982): \$740.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA	127,100	122,700	97
	Kern West			
Between 25-49%	CALIFORNIA	87,200	83,500	96
	Tulare			
Between 5-24%	CALIFORNIA	24,900	23,800	95
	Kings			
Station Totals		239,200	230,000	96
Net Weekly Circulation (1983)			135,500	
Average Daily Circulation (1983)			63,700	

California-Chico

KHSL-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

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

Transmitter: Cohasset Road.

AM Affiliate: KHSL, 5-kw, 1290 kHz.

News Service: AP.

Satellite Earth Station: Antenna Technology, 5-meter; Drake receivers.

Network Service: CBS.

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. 95927.

Studio: 180 E. 4th St., Chico, Cal. 95926.

Telephone: 916-342-0141. TWX: 910-536-0336.

Ownership: Mrs. Hugh McClung, pres., 100%; Dorothy Locke, secy-treas. Also operates KHSL, Chico, Cal.

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

C. H. KINSLEY JR., vice president.

DOUG SUNDBY, station manager.

RICHARD J. NEWMAN, national sales manager.

RUSSEL POPE, director of engineering.

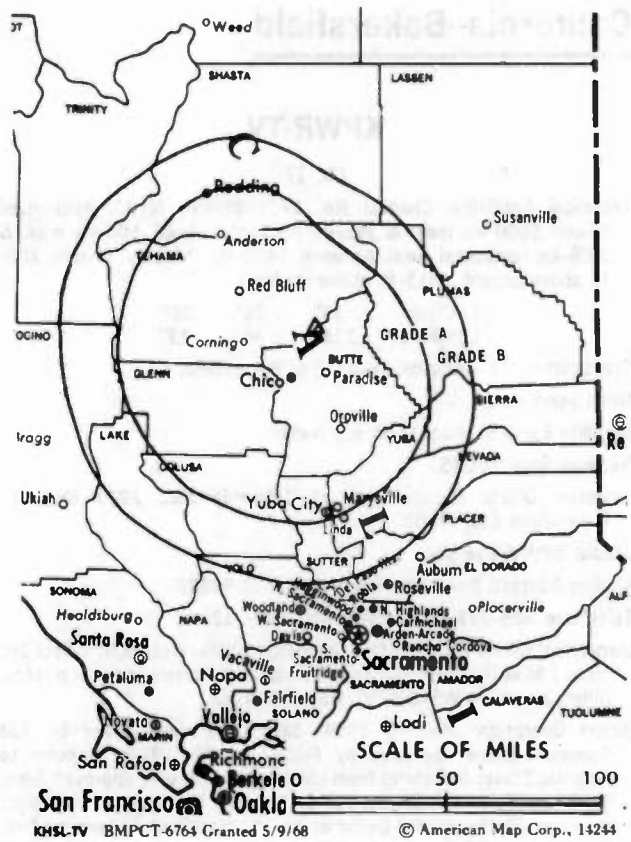
Highest One Hour Rate (July 1, 1983): \$2000.

Highest 30 Sec. Rate (July 1, 1983): \$440.

NETWORK BASE HOURLY RATE: \$414.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	Butte	62,800	60,000	95
	Colusa	4,800	4,600	96
	Glenn	8,400	8,100	96
	Lake	17,100	15,900	93
	Lassen	8,000	7,500	94
	Shasta	47,900	46,400	97
	Sutter	20,200	19,600	97
	Tehama	15,900	15,400	97
	Trinity	5,200	4,800	92
	Yuba	18,700	18,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 25-49%	Plumas	7,500	7,000	93
	Siskiyou	16,100	15,000	93
CALIFORNIA				
Between 5-24%	Mendocino	27,200	25,100	92
	Modoc	3,500	3,200	93
	Nevada	22,600	21,400	94
	Yolo	44,700	43,000	96
NEVADA				
	Douglas	8,800	8,400	96
Station Totals		339,400	323,500	95
Net Weekly Circulation (1983)				175,800
Average Daily Circulation (1983)				94,200

California-Concord

KFCB

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1288-kw max. & 719.5-kw horizontal visual, 123.3-kw max. & 69-kw horizontal aural. Antenna: 2807-ft. above av. terrain, 140-ft. above ground, 3628-ft. above sea level.

Latitude 37° 53' 34"
Longitude 121° 53' 53"

Transmitter: N peak of Mt. Diablo.

News Service: CNN Headline News.

Network Service: None, independent.

Grantee: First Century Broadcasting, Box 6498, Concord, Cal. 94524.

Studio: 5101 Port Chicago Hwy., Concord, Cal. 94524.

Telephone: 415-676-8969.

Mailing Address: Box 6498, Concord, Cal. 94524.

Ownership: Non-stock corp. Ronald C. Haus, pres.; Ronald McConnell, v.p.; Lloyd Miller, secy.-treas.; Theodore H. Terry, Gene Viglione & Lorán E. Winans, dirs.

Began Operation: June 19, 1983.

Represented (legal) by Gammon & Grange.

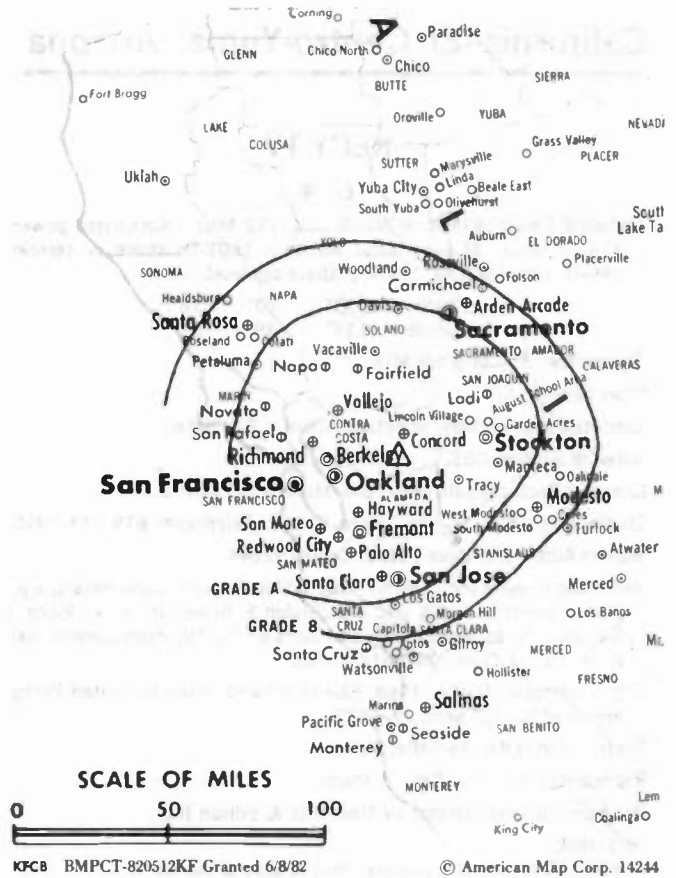
Personnel:

RONALD C. HAUS, president.

LLOYD MILLER, station manager.

ROBERT WOODS, general sales manager.

Rates: Not available.



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California-El Centro-Yuma, Arizona

KEYC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1601-ft. above av. terrain, 499-ft. above ground, 2546-ft. above sea level.

Latitude 33° 03' 18"
Longitude 114° 49' 37"

Transmitter: Top of Black Mtn.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 7.2-meter.

Network Service: CBS.

Licensee: Pacific Media Corp., 646 Main St., El Centro.

Studio: 646 Main St., El Centro 92243. Telephone: 619-353-9990.

Mailing Address: Drawer 741, El Centro 92244.

Ownership: Esquire Inc., 100%. Robert Shields, pres.; John Smart, v.p.; Robert Martins, v.p. & gen. mgr.; Ralph S. Brown Jr., secy.; Richard Mechling, treas. Esquire Inc. also owns KESQ-TV, Palm Springs, Cal. Note: Sale to Cimarron Bcstg. pends.

Began Operation: Dec. 6, 1968. Sale to present owner by United Bcstg. approved by FCC Sept. 22, 1981.

Represented (sales) by Seltel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

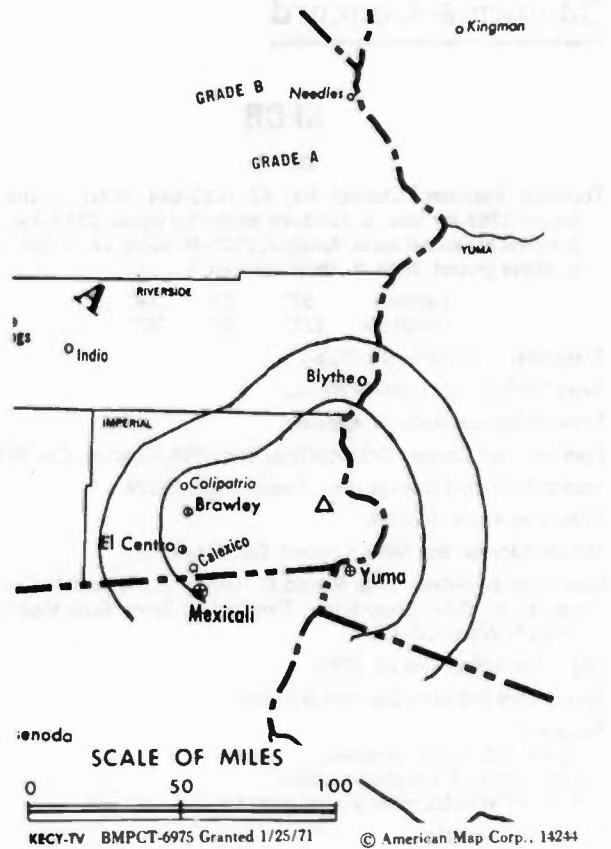
ROBERT MARTINS, vice president & general manager.
BILL GLENN, program director.

Highest 30 Sec. Rate (May 1983): \$205.

NETWORK BASE HOURLY RATE: \$110.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Yuma-La Paz	32,900	31,100	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Imperial	30,100	28,100	93
Between 5-24%	CALIFORNIA Riverside East	7,200	6,900	97
Station Totals		70,200	66,100	94
Net Weekly Circulation (1983)			42,700	
Average Daily Circulation (1983)			22,100	

California-Eureka

KIEM-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

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

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

News Service: AP.

Satellite Earth Station: Paracclipse; 4-meter.

Network Service: CBS, NBC.

Licensee: California Oregon Radio Co.

Studio: 5650 S. Broadway, Eureka, Cal. 95501.

Telephone: 707-493-3123. TWX: 510-742-6014.

Ownership: Ingham Communications Inc. Harvey Ingham, pres., 50%; Richard Ingham, v.p.-treas., 50%; Jean Ingham, secy. Richard Ingham also owns WTRS-AM-FM, Dunnellon, Fla.

Began Operation: Oct. 25, 1953. Sale by William B. Smullin to Wayne Vickers, et al., approved by FCC Oct. 25, 1961. Sale to present owners approved July 29, 1975.

Represented (sales) by Seltel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

HARVEY INGHAM, president & general manager.

MARSHA DALY, general sales manager.

DONALD R. KING, operations manager.

ERNEST PENDERGRAFT, chief engineer.

BRUCE LANG, news director.

Highest One Hour Rate: \$300.

Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	7,500	7,000	93
	Humboldt	43,900	42,100	96
	OREGON			
	Curry	7,500	6,900	92
Station Totals		58,900	56,000	95
Net Weekly Circulation (1983)			54,900	
Average Daily Circulation (1983)			36,000	



Media Brokerage Specialist
CATV, TV and Radio

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn-Jepsen, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

California-Eureka

KVIQ-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

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

Transmitter: 10.8-mi. SE of Eureka.

News Service: UPI.

Satellite Earth Station: Paradigm; 3.7-meter.

Network Service: ABC, NBC.

Licensee: California Northwest Broadcasting Co., Box 1019, Eureka, Cal. 95501.

Studio: 1800 Broadway, Eureka, Cal.

Telephone: 707-443-3061. TWX: 510-742-6265.

Ownership: Carl & Leah McConnell, 100%.

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

Represented (sales) by Katz Television.

Represented (legal) by James E. Greeley.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

CARL R. McCONNELL, president.

LYNN OLSEN, general manager.

PATTISON CHRISTENSEN, sales manager.

SALLIE KNOWLTON, program director.

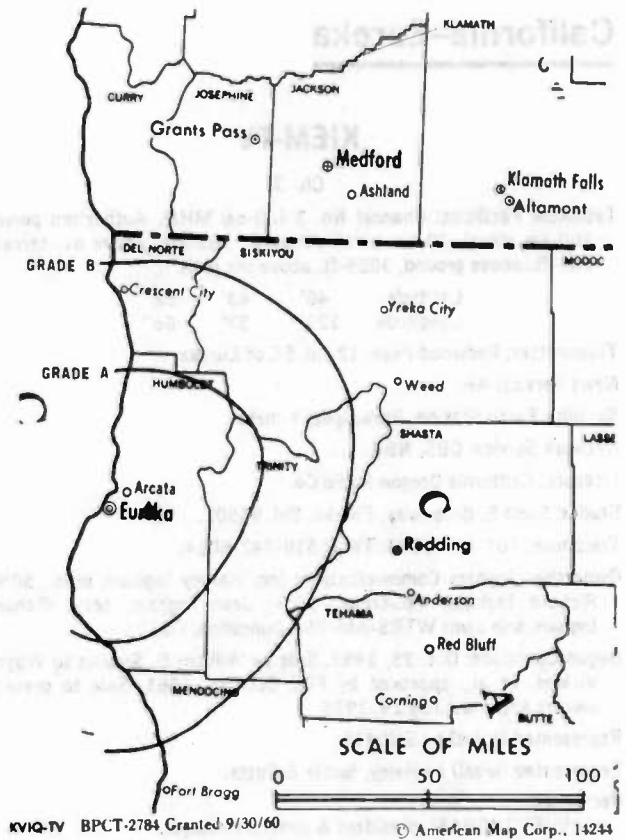
ERIC WIEGERS, news director.

MIKE FEIST, director of engineering.

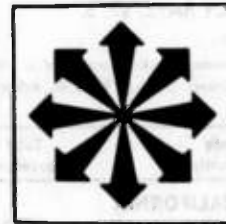
Highest 30 Sec. Rate (July 26, 1983): \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	7,500	7,000	93
	Humboldt	43,900	42,100	96
	OREGON			
	Curry	7,500	6,900	92
Between 5-24%	CALIFORNIA			
	Lake	17,100	15,900	93
Station Totals		76,000	71,900	94
Net Weekly Circulation (1983)			53,200	
Average Daily Circulation (1983)			34,200	



BLACKBURN & COMPANY, INC.



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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

California-Fresno

KAIL

Ch. 53

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 708-kw max. & 427-kw horizontal visual, 70.8-kw max. & 42.7-kw horizontal aural. Antenna: 1850-ft. above av. terrain, 70-ft. above ground, 4570-ft. above sea level.

Latitude 37° 04' 22.5"
Longitude 119° 25' 51.6"

Transmitter: Bald Mtn., 0.25-mi. S of Meadow Lakes.

News Service: Biznet News.

Satellite Earth Stations: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Trans America Broadcasting Corp., 6803 West Blvd., Inglewood, Cal.

Studio & Office: 5255 E. Alluvial Ave., Fresno, Cal.

Mailing Address: Box 5188, Fresno 93755.

Telephone: 209-299-9753.

Ownership: Albert John Williams, 79.9%; Jack M. Reeder, 20.1%. They also own KTYM(AM), Inglewood, Cal.

Began Operation: December 18, 1961. Sale to present owner by B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC (Television Digest, Vol. 6:52). Left air April 17, 1973. Resumed operation Oct. 7, 1976.

Represented (legal) by Miller & Fields.

Represented (engineering) by Carl T. Jones Associates.

Personnel:

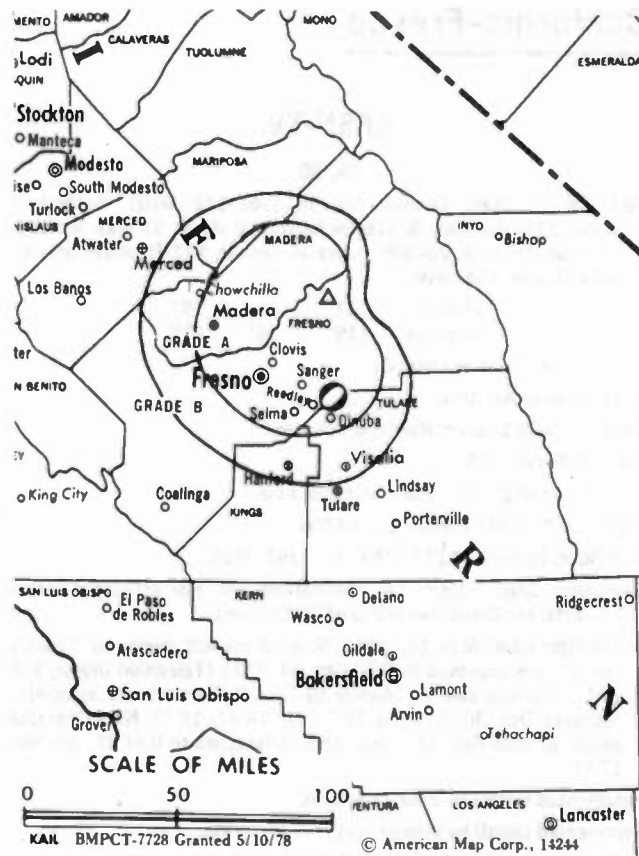
GERARDO BORREGO, vice president.

JOHN LOCKHART, manager.

Highest 30 Sec. Rate (Sept. 12, 1983): \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA Fresno	192,800	185,600	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Kings	24,900	23,800	95
	Madera	23,200	22,200	96
	Tulare	87,200	83,500	96
Station Totals		328,100	315,100	96
Net Weekly Circulation (1983)				35,400
Average Daily Circulation (1983)				8,300

California--Fresno

KFSN-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 3720-kw max. & 316-kw horizontal visual, 31.6-kw horizontal aural. Antenna: 2040-ft. above av. terrain, 272-ft. above ground, 4751-ft. above sea level.

Latitude 37° 04' 39"
Longitude 119° 26' 01"

Transmitter: Meadow Lake, Cal.

News Services: AP, UPI.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: CBS.

Licensee: Capital Cities Communications Inc.

Studio: 1777 G St., Fresno, Cal. 93706.

Telephone: 209-442-1170. TWX: 910-362-3911.

Ownership: Capital Cities Communications Inc. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: May 10, 1956. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 11:9). Previous sale to Triangle by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Vol. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961, when it switched to UHF Ch. 30 (Vol. 17:8).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

MARC EDWARDS, vice president & general manager.

DUDLEY FEW, general sales manager.

WILL McMANUS, local sales manager.

STEPHEN WEBER, director of engineering.

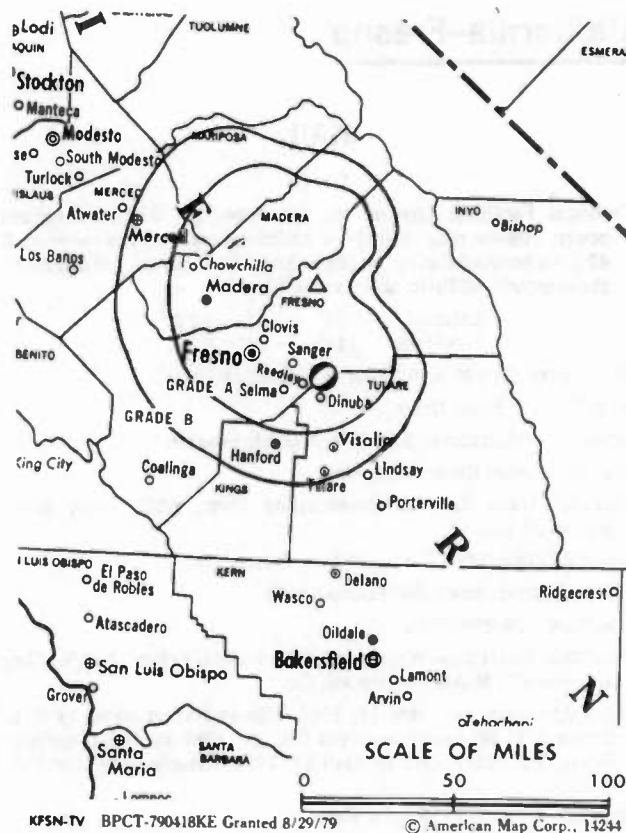
MARK GLEESON, program director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	192,800	185,600	96
	Kings	24,900	23,800	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madera	23,200	22,200	96
	Merced	48,400	46,500	96
	Tulare	87,200	83,500	96
CALIFORNIA				
Between 25-49%	Mariposa	4,600	4,300	93
CALIFORNIA				
Between 5-24%	Stanislaus	103,800	99,000	95
Station Totals		484,900	464,900	95
Net Weekly Circulation (1983)			329,200	
Average Daily Circulation (1983)			205,700	

California--Hanford-Fresno

KFTV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1790-kw max. & 131-kw horizontal visual, 327-kw max. & 23.8-kw horizontal aural. Antenna: 1840-ft. above av. terrain, 160-ft. above ground, 4610-ft. above sea level.

Latitude 37° 04' 24"
Longitude 119° 25' 42"

Holds CP for change to 2820-kw max. & 151-kw horizontal visual, 282-kw max. & 15-kw horizontal aural, 1830-ft. above av. terrain, 160-ft. above ground, 4600-ft. above sea level.

Transmitter: Bald Mtn., 52-mi. NE of Hanford.

News Service: SIN.

Satellite Earth Station: Scientific-Atlanta; 4.6-meter.

Network Service: Spanish International Network.

Licensee: Spanish International Communications Corp., 721 N. Bronson Ave., Los Angeles, Cal. 90038.

Studio: 8515 E. Lacey Blvd., Hanford, Cal. 93230.

Telephone: 209-584-3362.

Ownership: See KMEX-TV, Los Angeles.

Began Operation: Feb. 27, 1962 as KDAS; left air May 13 1966 (Television Digest, Vol. 6:22). Sale to present owner approved March 19, 1969. Resumed operation Sept. 20, 1972.

Represented (sales) by Spanish International Network Inc.

Represented (legal) by Norman P. Leventhal.

Represented (engineering) by Jules Cohen & Associates.

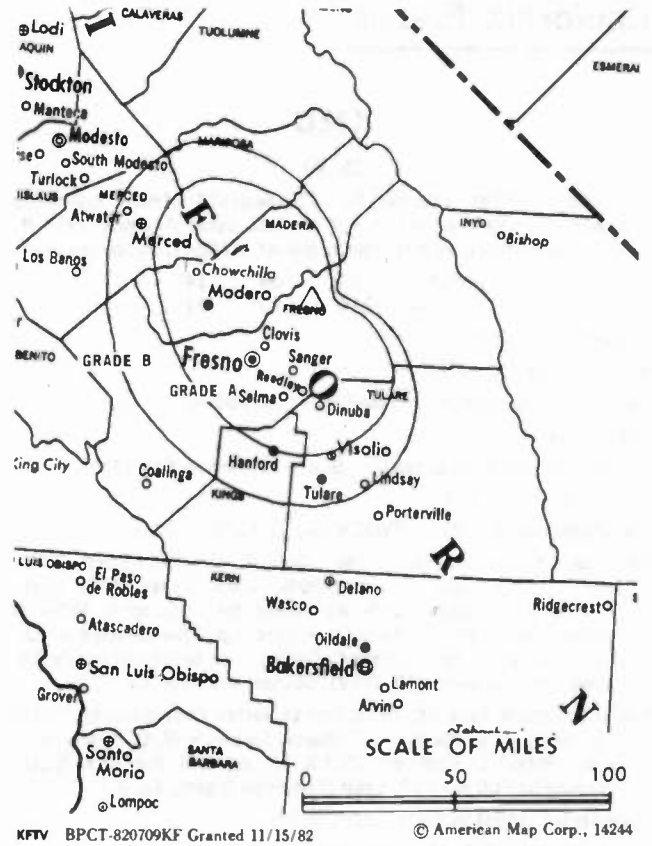
Personnel:

- AUGUST RUIZ, general manager.
- RAY CARRASCO, general sales manager.
- STEVE LEBEL, chief engineer.
- PEDRO SANTOS, programming.

Highest 30 Sec. Rate (Sept. 1983): \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Fresno	192,800	185,600	96
	Kings	24,900	23,800	95
	Tulare	87,200	83,500	96
Station Totals		304,900	292,900	96
Net Weekly Circulation (1983)			29,200	
Average Daily Circulation (1983)			13,700	



Media Brokerage Specialist
CATV, TV and Radio

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn Jebson, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

California-Fresno

KJEO

Ch. 47

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2624-kw max. visual, 529-kw max. aural. Antenna: 1959-ft. above av. terrain, 262-ft. above ground, 4742-ft. above sea level.

Latitude 37° 04' 14"
Longitude 119° 25' 31"

Transmitter: Bald Mtn.

News Services: UPI, ABC.

Satellite Earth Station: Common Carrier; Microdyne; 7-meter.

Network Service: ABC.

Licensee: Retlaw Enterprises Inc., Box 5455, Fresno, Cal. 93755.

Studio: 4880 N. First St.

Telephone: 209-222-2411. TWX: 910-362-3181.

Ownership: Retlaw Enterprises Inc. Lillian B. Disney, co-chmn., 30%; Sharon Disney Lund, co-chmn., 30%; Diane Disney Miller, pres., 24% (holds additional 16% as trustee for Christopher Miller & Joanna Miller Runeare); Royal Clark, exec. v.p.; Charles Romero, v.p., administration & secy.; Joseph C. Drilling, v.p., broadcasting. Retlaw Enterprises also owns KMST(TV), Salinas-Monterey, Cal.

Began Operation: Sept. 20, 1953. Sale to Retlaw Enterprises by Shasta Telecasting Corp. (George C. Fleharty, Laurence W. Carr, Morris K. Cohen, Robert L. Hammett, Carl R. McConnell & Russell K. Olsen) approved by FCC April 17, 1968 (Television Digest, Vol. 8:17).

Represented (sales) by Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

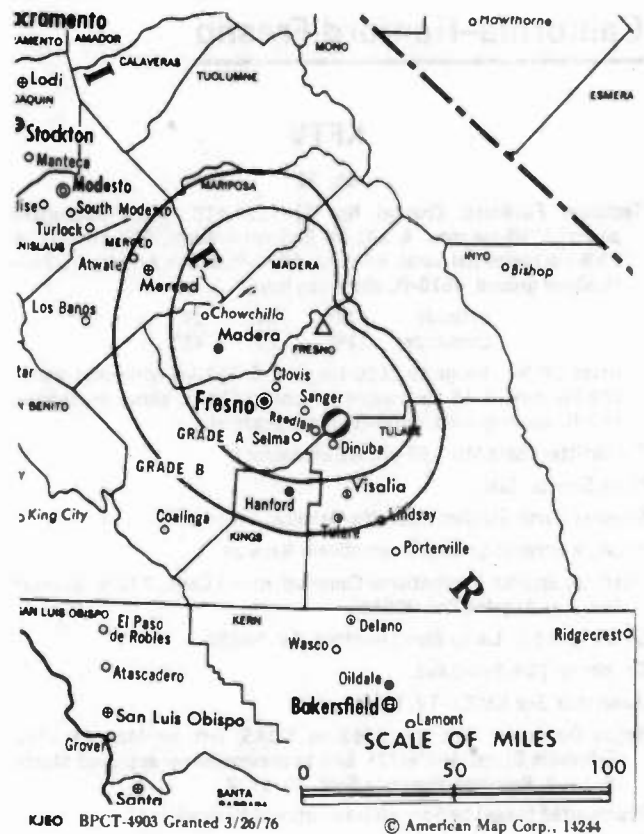
JOSEPH C. DRILLING, president.
WILLIAM SAWYERS, vice president & general manager.
WILBUR HEATH, program director.
ANDY MASTORAS, vice president & business manager.
JANICE CROSBY, vice president, broadcast standards.
JOHN CASTLETON, sales manager.
KEN HOLDEN, chief engineer.
LARRY MAYFIELD, assistant chief engineer.
PATRICE COULTER, traffic manager.
MIKE REECE, promotion manager.
DICK DRILLING, news director.
CARRELL HALLEY, director of public affairs.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	192,800	185,600	96
	Kings	24,900	23,800	95
	Madera	23,200	22,200	96
	Merced	48,400	46,500	96
	CALIFORNIA			
Between 25-49%	Mariposa	4,600	4,300	93
	CALIFORNIA			
Between 5-24%	Stanislaus	103,800	99,000	95
Station Totals		484,900	464,900	95
Net Weekly Circulation (1983)			304,000	
Average Daily Circulation (1983)			175,600	

California—Fresno

KSEE

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1600-kw max. & 191-kw horizontal visual, 153-kw max. & 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"
Longitude 119° 16' 53"

Transmitter: Bear Mtn.

News Services: AP, UPI, Weatherfax.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: NBC.

Licensee: San Joaquin Communications Corp., 1544 Van Ness Ave., Fresno, Cal. 93721.

Studio: 1544 Van Ness Ave.

Telephone: 209-237-2424. TWX: 910-362-2403.

Ownership: Meredith Corp. For other interests, see Group Ownership of TV Stations.

Began Operation: June 1, 1953. Sale to present owner by San Joaquin Communications Corp. approved by FCC March 31, 1983 (Television Digest, Vol. 22:22, 45). Sale to San Joaquin by McClatchy Newspapers approved by FCC Nov. 18, 1980 (Vol. 19:19).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

LAWRENCE RHODES, president & general manager.

EDGAR L. DEATHERAGE, general sales manager.

LEE JASON, programming director.

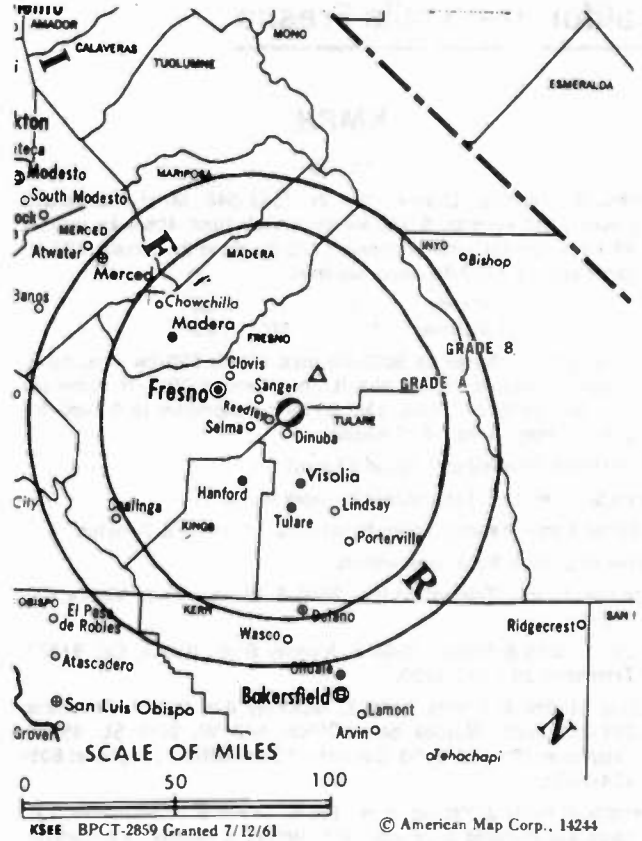
LOIS PAGANINI, traffic manager.

KEN PRESTON, director of engineering.

Highest 30 Sec. Rate (1983): \$2000.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	Fresno	192,800	185,600	96
	Kings	24,900	23,800	95
	Madera	23,200	22,200	96
	Merced	48,400	46,500	96
	Tulare	87,200	83,500	96
CALIFORNIA				
Between 25-49%	Mariposa	4,600	4,300	93
Station Totals		381,100	365,900	96
Net Weekly Circulation (1983)			313,600	
Average Daily Circulation (1983)			181,900	



California--Visalia-Fresno

KMPH

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2950-kw max. & 363-kw horizontal visual, 406.4-kw max. & 49-kw horizontal aural. Antenna: 2730-ft. above av. terrain, 252-ft. above ground, 5922-ft. above sea level.

Latitude 36° 17' 12"
Longitude 118° 50' 20"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 2000-ft. above av. terrain, 965-ft. above ground, 7965-ft. above sea level, lat. 36°43'04", long. 118° 53'09"; transmitter to 0.3-mi. NE Generals Hwy., 4-mi. SE of Wilsonia.

Transmitter: Blue Ridge in Sequoia Forest.

News Services: UPI, Independent Network News.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 7-meter.

Network Service: None, independent.

Licensee: Pappas Telecasting Inc., 2600 S. Mooney Blvd., Visalia, Cal. 93277.

Visalia Studios & Offices: 2600 S. Mooney Blvd., Visalia, Cal. 93277. Telephone: 209-733-2600.

Fresno Studios & Offices: 5111 E. McKinley Ave. 93727. Telephone: 209-255-2600. Merced Sales Office: 642 W. 20th St. 95340. Telephone: 209-383-2600. Bakersfield Sales Office: Telephone: 805-324-2600.

Ownership: Harry J. Pappas, pres., 100%; LeBon G. Abercrombie, v.p., corporate planning & development; Robert E. Denton, v.p.-controller; Joseph A. Shaffer, v.p., programming; Dennis J. Davis, v.p., finance; Stella A. Pappas, secy.-treas.; Dale Kelly, chief engineer. Pappas Telecasting also owns WHNS(TV), Asheville, N.C.; KGEN(AM), Tulare, Cal.; is applicant for Ch. 42, Omaha, Neb.

Began Operation: Oct. 11, 1971. Sale to present owner approved by FCC May 31, 1978.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cecil Lynch.

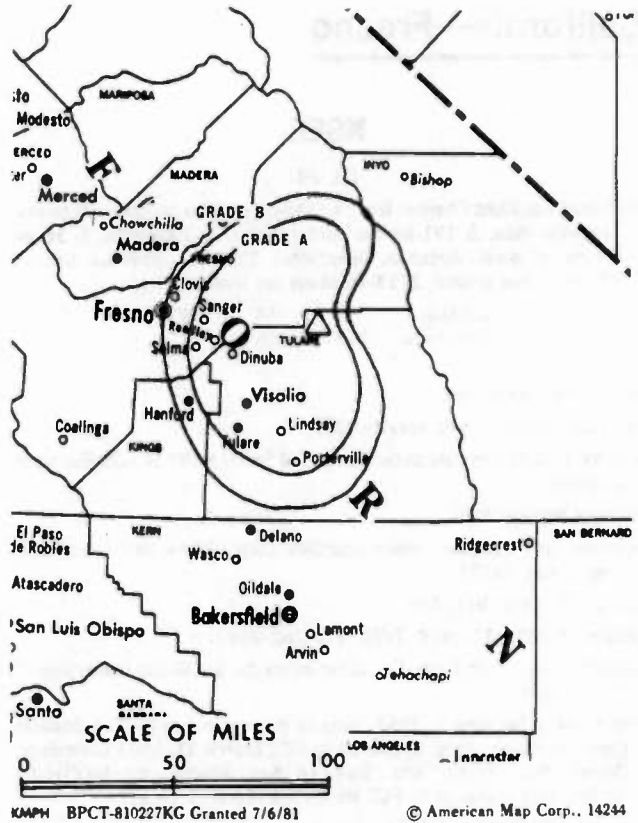
Personnel:

HARRY J. PAPPAS, general manager.
JOSEPH A. SHAFFER, program manager.
MICHAEL GRANADOS, national marketing manager.
GARY PLUMLEE, northern division marketing manager.
STEVEN VOURAKIS, southern division marketing manager.
ROBERT E. DENTON, controller.
DALE KELLY, chief engineer.
FRAN RIX, traffic manager.
DICK CARR, news director.
JAMES MYERS, promotion manager.
HELEN LANE, film/shipping director.

Highest One Hour Rate (Aug. 20, 1983): \$6000.

Highest 30 Sec. Rate (Aug. 20, 1983): \$750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	192,800	185,600	96
	Kings	24,900	23,800	95
	Madera	23,200	22,200	96
	Merced	48,400	46,500	96
Tulare	87,200	83,500	96	
Between 25-49%	CALIFORNIA			
	Kern West	127,100	122,700	97
	Mariposa	4,600	4,300	93
Station Totals		508,200	488,600	96
Net Weekly Circulation (1983)			348,800	
Average Daily Circulation (1983)			181,000	

MALARKEY-TAYLOR ASSOCIATES

Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

California--Los Angeles

KABC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 158-kw visual, 31.7-kw aural. Antenna: 2979-ft. above av. terrain, 237-ft. above ground, 5944-ft. above sea level.

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

Transmitter: Mt. Wilson.

AM Affiliate: KABC, 5-kw, 790 kHz.

FM Affiliate: KLOS, 20-kw, 95.5 MHz (No. 238), 196-ft.

News Services: AP, UPI, City News Service.

Network Service: ABC.

Licensee: American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. 10020.

Studio: Prospect & Talmadge Sts., Hollywood 90027.

Telephone: 213-557-7777. TWX: 213-666-1240.

Ownership: See WABC-TV, New York.

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

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

THOMAS K. VAN AMBURG, vice president & general manager.
LEN SPAGNOLETTI, general sales manager.
JOHN RIEDL, national sales manager.
MICHAEL KINCAID, local sales manager.
CRAIG HAFFNER, program director.
TERRY CROFOOT, news director.
MARTIN KIRSCHEN, director, finance.
STEVE SCHAEFER, sales service manager.
RANDY HOOPER, dir., operations, production, planning & control.
GERALD MINNUCCI, dir. of creative services.
WILLIAM F. DRYER, director of engineering.
ANDRES CHAVEZ, film director.
BILL JOHNSON, research director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$5100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Inyo	7,700	6,900	90
	Kern East	23,000	22,200	96
	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside Central	54,300	52,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Riverside West	205,700	198,100	96
	San Bernardino	335,000	324,400	97
	Ventura	191,000	186,400	98
Between 25-49%	CALIFORNIA			
	Imperial	30,100	28,100	93
	San Luis Obispo	64,700	61,900	96
	Santa Barbara North	49,900	48,000	96
	Santa Barbara South	65,800	63,200	96
Between 5-24%	CALIFORNIA			
	Kern West	127,100	122,700	97
San Diego	730,500	710,100	97	
Station Totals		5,426,600	5,276,900	97
Net Weekly Circulation (1983)			3,791,200	
Average Daily Circulation (1983)			2,223,300	

California-Los Angeles

KCOP

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 162-kw visual, 21.4-kw aural. Antenna: 2950-ft. above av. terrain, 240-ft. above ground, 5920-ft. above sea level.

Latitude 34° 13' 42"
Longitude 118° 04' 02"

Transmitter: Mt. Wilson.

News Service: UPI.

Satellite Earth Station: In operation.

Network Service: None, independent.

Licensee: KCOP Television Inc., 915 N. La Brea Ave., Hollywood, Cal. 90038.

Studio: 915 N. La Brea Ave.

Telephone: 213-851-1000. TWX: 910-321-4197.

Ownership: Chris-Craft Television Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

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

Represented (sales) by TeleRep Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

BILL FRANK, president & general manager.
MIKE DURAND, local sales manager.
ELLEN SAMBOR, local sales manager.
PETER MATHES, national sales manager.
DON SEARLE, research director.
WIN KORABELL, director of engineering.
JANE CLARK, business manager.
PETER SCHLESINGER, mgr., program operations & new development.
GARY DAVIS, creative services manager.
JOHN BRAISLIN, gen. mgr., Chris-Craft Video Tape Center.
SUZANNE HORENSTEIN, program manager.

Highest One Hour Rate: \$25,000.

Highest 30 Sec. Rate: \$5000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Kern East	23,000	22,200	96
	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside West	205,700	198,100	96
	San Bernardino	335,000	324,400	97
	Ventura	191,000	186,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
	Imperial	30,100	28,100	93
	Inyo	7,700	6,900	90
	Riverside			
	Central	54,300	52,200	96
	San Diego	730,500	710,100	97
	San Luis Obispo	64,700	61,900	96
	Santa Barbara			
	North	49,900	48,000	96
	Santa Barbara			
	South	65,800	63,200	96
Between 5-24%	NEW MEXICO			
	Chaves	19,700	19,300	98
	Otero	15,400	15,000	97
	San Juan	28,500	26,800	94
Between 5-24%	CALIFORNIA			
	Kern West	127,100	122,700	97
Between 5-24%	TEXAS			
	El Paso	152,400	150,800	99
Station Totals		5,675,500	5,519,900	97
Net Weekly Circulation (1983)			2,921,600	
Average Daily Circulation (1983)			1,216,200	

California-Los Angeles

KHJ-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 162-kw visual, 32.4-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level.

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

Transmitter: Mt. Wilson.

News Services: AP/ITNA.

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

FM Affiliate: KRTH, 58-kw, 101.1 MHz (No. 266), 2950-ft.

Network Service: None, independent.

Licensee: RKO General Inc., 5515 Melrose Ave., Hollywood, Cal. 90038.

Studio: 5515 Melrose Ave.

Telephone: 213-467-5459. TWX: 910-321-2345.

Ownership: See WOR-TV, New York.

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

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

CHUCK VELONA, vice president & general manager.

FERNANDO DEL RIO, vice president, public affairs.

TOM FRANSEN, vice president, community affairs.

WALT BAKER, vice president, programming.

SANDY RAHIMI, vice president & director of sales.

ANN FOGELHUT, local sales manager.

HANK OSTER, local sales manager.

MARILYN HANSEN, national sales manager.

ALAN TIMPSON, controller.

DICK JOHNSON, production manager.

DONNALEE NELSON, research director.

BUCK EVANS, chief engineer.

STEPHANIE BRADY, news director.

BARBARA MASSEY, film supervisor.

DICK PARADISE, advertising & promotion director.

DOLORES FINLAY, publicity director.

Highest 30 Sec. Rate: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside West	205,700	198,100	96
	San Bernardino	335,000	324,400	97
Between 25-49%	ARIZONA			
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
	Imperial	30,100	28,100	93
	Inyo	7,700	6,900	90



KHJ-TV BPCT-1853 Granted 5/24/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kern East	23,000	22,200	96
	Kern West	127,100	122,700	97
	Riverside			
	Central	54,300	52,200	96
	San Luis Obispo	64,700	61,900	96
	Santa Barbara			
	North	49,900	48,000	96
	Santa Barbara			
	South	65,800	63,200	96
	Ventura	191,000	186,400	98
NEW MEXICO	Eddy	17,600	17,200	98
	Otero	15,400	15,000	97
	CALIFORNIA			
Between 5-24%	Riverside East	7,200	6,900	97
	San Diego	730,500	710,100	97
NEW MEXICO	Chaves	19,700	19,300	98
	San Juan	28,500	26,800	94
	TEXAS			
	El Paso	152,400	150,800	99
Station Totals		5,700,300	5,544,000	97
Net Weekly Circulation (1983)			2,588,300	
Average Daily Circulation (1983)			911,100	

California—Los Angeles

KMEX-TV

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1950-kw max. & 200-kw horizontal visual, 195-kw max. & 20-kw horizontal aural. Antenna: 2940-ft. above av. terrain, 190-ft. above ground, 5896-ft. above sea level.

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

Transmitter: Mt. Wilson.

News Services: UPI, City News.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 7-meter.

Network Service: Spanish International Network.

Licensee: Spanish International Communications Corp., 5420 Melrose Ave., Hollywood, Cal. 90038.

Studio: 721 North Bronson Ave., Hollywood, Cal. 90038.

Telephone: 213-466-8131.

Ownership: Laura Investment Co., 20%; Fouce Amusement Enterprises Inc., 25.4%; Reynold V. Anselmo, 23.9%; James Jacobson, 9.1%; Daniel Villanueva, 5.9%; Emilio Nicolas, 6.7%; 25 others, none with as much as 3%. Officers: Reynold V. Anselmo, pres.; Julian M. Kaufman, Emilio Nicolas, Daniel Villanueva, Joaquin Blaya, v.p.s.; Ronald S. Rosen, asst. secy. Same interests also operate KWEX-TV, San Antonio, Tex.; WLTW, Miami, Fla.; KFTV, Hanford, Cal.; WXTV, Paterson, N.J. Anselmo, Villanueva & Nicolas have interest in KDTV, Ch. 14, San Francisco & KTVW-TV, Ch. 33, Phoenix, Ariz.

Began Operation: September 30, 1962.

Represented (sales) by Spanish International Network.

Represented (legal) by Norman P. Leventhal.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

DANIEL VILLANUEVA, president & general manager.
RICHARD MORSE, chief engineer.
SANDRA D. GIBSON, station manager.
CHARLES BARRY, general sales manager.
GERARDO PALLARES, program director.
RICHARD LANCE, controller.

Highest 30 Sec. Rate: N.A.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Los Angeles	2,790,900	2,715,100	97
Station Totals		2,790,900	2,715,100	97
Net Weekly Circulation (1983)			399,200	
Average Daily Circulation (1983)			251,800	

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California-Los Angeles

KNBC

Ch. 4



NBC SPOT SALES

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 44.7-kw visual, 7.76-kw aural. Antenna: Non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 496-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 32"
Longitude 118° 03' 52"

Transmitter: Mt. Wilson.

News Services: AP, UPI, City News.

Satellite Earth Station: Common Carrier; Andrew; 10-meter.

Network Service: NBC.

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. 91523.

Studio: 3000 W. Alameda Ave. Telephone: 213-840-4444.

TWX: 910-498-2752. Telex: 67-7237.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

- THOMAS M. STRASZEWSKI, vice president & general manager.
- DICK ASKIN, director, sales.
- DAVID INGRAHAM, station manager.
- ROBERT KENNEDY, manager, advertising & promotion.
- CAROLE CARTWRIGHT, director, programming.
- PATRICK WALLACE, director, business affairs.
- JEFF GILBERT, sales manager.
- JEFF KAZMARK, sales manager.
- STEVE ANTONIOTTI, director of news.
- PETAR SARDELICH, manager, production & operations.
- HOWARD D. STURM, manager, public affairs.
- HARRY BURBIDGE, chief engineer.

Highest One Hour Rate: \$9000.

Highest 30 Sec. Rate: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Imperial	30,100	28,100	93
	Inyo	7,700	6,900	90
	Kern East	23,000	22,200	96
	Los Angeles	2,790,900	2,715,100	97



KNBC BRCT-81 Granted 3/15/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orange	750,900	737,600	98
	Riverside			
	Central	54,300	52,200	96
	Riverside West	205,700	198,100	96
	San Bernardino	335,000	324,400	97
	Santa Barbara			
	North	49,900	48,000	96
	South	65,800	63,200	96
	Ventura	191,000	186,400	98
	BETWEEN 5-24%	CALIFORNIA		
Kern West		127,100	122,700	97
San Diego		730,500	710,100	97
San Luis Obispo		64,700	61,900	96
NEVADA	Lincoln	1,400	1,300	93
	Station Totals	5,428,000	5,278,200	97
Net Weekly Circulation (1983)				3,769,600
Average Daily Circulation (1983)				2,029,700

California—Los Angeles

KNXT

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 46.8-kw visual, 9.33-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

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

Transmitter: Mt. Wilson.

AM Affiliate: KNX, 50-kw, 1070 kHz.

FM Affiliate: KNX-FM, 54-kw, 93.1 MHz (No. 226), 3036-ft.

News Services: AP, UPI, City News.

Network Service: CBS.

Licensee: CBS Inc., 6121 W. Sunset Blvd., Los Angeles 90028.

Studio: 6121 W. Sunset Blvd. Telephone: 213-460-3000.

Ownership: See WCBS-TV, New York.

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

Represented (sales) by CBS Television National Sales.

Personnel:

- JAMES S. BENNETT, vice president & general manager.
- PHYLLIS KIRK BUSH, assistant to general manager.
- NAN TEPPER, director, station services.
- ANDREW FISHER, news director.
- LARRY FORSDICK, director of broadcasting.
- GORDON HUGHES, director of sales.
- MARY KELLOGG-JOSLYN, director of broadcasting.
- MICHAEL MISCHLER, director of communications.
- NORMAN BACON, director, planning & administration.
- DAVID CONANT, director of technical operations.
- ROBERT W. MOORE JR., director of research.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	Imperial	30,100	28,100	93
	Inyo	7,700	6,900	90
	Kern East	23,000	22,200	96
	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside			
	Central	54,300	52,200	96
	Riverside West	205,700	198,100	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Bernardino	335,000	324,400	97
	Santa Barbara			
	North	49,900	48,000	96
	Ventura	191,000	186,400	98
CALIFORNIA				
Between 25-49%	San Luis Obispo	64,700	61,900	96
	Santa Barbara			
	South	65,800	63,200	96
CALIFORNIA				
Between 5-24%	Kern West	127,100	122,700	97
	San Diego	730,500	710,100	97
Station Totals		5,426,600	5,276,900	97
Net Weekly Circulation (1983)				3,768,000
Average Daily Circulation (1983)				2,029,400

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California--Los Angeles

KTLA

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 50-kw visual, 5-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5967-ft. above sea level.

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

Transmitter: Mt. Wilson.

News Services: AP, UPI, INDX, CNN, CNS.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Golden West Television Inc., 5800 Sunset Blvd., Box 500, Los Angeles, Cal. 90078.

Studio: 5800 Sunset Blvd., Box 500, Los Angeles 90078.

Telephone: 213-460-5500. TWX: 910-321-2417.

Ownership: Anthony B. Cassara, pres. & chief exec. officer; Robert C. Clark, treas.; Denis Trafecanty, chief financial officer; Golden West Associates I, 87.3%; Golden West Associates II, 2.7%; Anthony B. Cassara, William Schickler III, Steven A. Bell, Michael Elgner, John Jones, Eileen Geregthy, Thomas M. Arnost, Robert Clark, Bruce Johansen, Denis Trafecanty, Jack Wartlieb, Hector Highton, Don Patton, Johnny Grant. GWA I & II ownership: KKR Assoc., a ltd. partnership, gen. partner; ltd. partners to be named. KKR & Co. ownership: Jerome Kohlberg Jr., Henry R. Kravis, George R. Roberts & Robert I. MacDonnell, gen. partners; Donald J. Herdrich, Michael M. Michelson & Paul Raether, ltd. partners.

Began Operation: Jan. 22, 1947. Sale to present owners approved by FCC March 28, 1983 (Television Digest, Vol. 22:44) Sale to Gene Autry & The Signal Cos. by Paramount Television Productions approved May 13, 1964 by FCC (Vol. 3:44; 4:20).

Represented (sales) by Petry Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

STEVEN A. BELL, vice president & general manager.
MICHAEL EIGNER, vice president & general sales manager.
DAVID SIMON, director of programming.
JOHN R. JONES, local sales manager.
EILEEN GEREGHTY, local sales manager.
TOM ARNOST, national sales manager.
BRUCE L. BUZOGANY, director, advertising & promotion.
MITCHELL NEDICK, director of finance & administration.
JANE COLLINS, director of research.
IRA GOLDSTONE, director of engineering.
HEC HIGHTON, v.p. & director of production/sports.
BARBARA GOLDFARB, dir. of business affairs/legal counsel.
JEFF WALD, news director.
FLO JENKINS, publicity director.

Highest 30 Sec. Rate: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Imperial	30,100	28,100	93
	Inyo	7,700	6,900	90
	Kern East	23,000	22,200	96
	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside			
Central	54,300	52,200	96	
Riverside West	205,700	198,100	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Bernardino	335,000	324,400	97
	Santa Barbara			
	North	49,900	48,000	96
	South	65,800	63,200	96
	Ventura	191,000	186,400	98
Between 25-49%	ARIZONA			
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
	Kern West	127,100	122,700	97
	Riverside East	7,200	6,900	97
	San Diego	730,500	710,100	97
	San Luis Obispo	64,700	61,900	96
	NEW MEXICO			
	Chaves	19,700	19,300	98
	Eddy	17,600	17,200	98
Between 5-24%	ARIZONA			
	Cochise	31,800	30,600	96
	Coconino	24,600	22,700	92
	NEW MEXICO			
Bernalillo	166,600	163,800	98	
	TEXAS			
El Paso	152,400	150,800	99	
Station Totals		5,943,300	5,780,600	97
Net Weekly Circulation (1983)			3,577,800	
Average Daily Circulation (1983)			1,643,900	

California-Los Angeles

KTTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 166-kw visual, 20-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

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

Transmitter: Mt. Wilson.

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

AM Affiliate: KLAC, 5-kw, 570 kHz.

FM Affiliate: KMET, 58-kw, 94.7 MHz (No. 234), 2835-ft.

Satellite Earth Station: Harris; 9-meter.

Network Service: None, independent.

Licensee: Metromedia Inc., 5746 Sunset Blvd, Los Angeles, Cal. 90028.

Studio: 5746 Sunset Blvd.

Telephone: 213-462-7111. TWX: 910-321-4222.

Ownership: Metromedia Inc. See Group Ownership of TV Stations.

Began Operation: Jan. 7, 1949. Sale to present owner by Los Angeles Times and Mirror approved May 28, 1963 by FCC (Television Digest, Vol. 3:3, 22).

Represented (sales) by Katz Independent TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

- WILLIAM WHITE, vice president & general manager.
- MARTIN BERGMAN, vice president & general sales manager.
- DONALD TILLMAN, program director.
- WALTER R. KALB, v.p. & business affairs director.
- LEW SCHATZER, v.p. & director of promotion & creative services.
- PHYLLIS BECKER, national sales manager.
- JOHN HUGHES, v.p. & local sales manager.
- KATY ELLIOTT, v.p. & local sales manager.
- BETTY FOX, sales manager, New York office.
- LARRY ATTEBERY, v.p. & news director.
- RAYMOND GREEN, executive producer.
- LEE PARDEE, vice president, engineering.
- LORRAINE DITRI, commercial operations director.

Highest 30 Sec. Rate: \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Imperial	30,100	28,100	93
	Kern East	23,000	22,200	96
	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside			
	Central	54,300	52,200	96
	Riverside West	205,700	198,100	96
	San Bernardino	335,000	324,400	97
	Santa Barbara			
	North	49,900	48,000	96
	Santa Barbara			
South	65,800	63,200	96	
Ventura	191,000	186,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Cochise	31,800	30,600	96
	Yuma-La Paz	32,900	31,100	95
	CALIFORNIA			
	Inyo	7,700	6,900	90
NEW MEXICO	Kern West	127,100	122,700	97
	San Diego	730,500	710,100	97
	San Luis Obispo	64,700	61,900	96
	Chaves	19,700	19,300	98
	Eddy	17,600	17,200	98
Between 5-24%	Lea North	17,400	17,000	98
	Lea South	2,600	2,500	96
	Luna	6,000	5,800	97
	Otero	15,400	15,000	97
	San Juan	28,500	26,800	94
Between 5-24%	ARIZONA			
	Coconino	24,600	22,700	92
	CALIFORNIA			
Riverside East	7,200	6,900	97	
Tulare	87,200	83,500	96	
TEXAS	El Paso	152,400	150,800	99
	Station Totals	5,869,900	5,706,100	97
Net Weekly Circulation (1983)			3,550,500	
Average Daily Circulation (1983)			1,559,200	

California--Los Angeles

KWHY-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2570-kw max. & 1726-kw horizontal visual, 257-kw aural. Antenna: 2917-ft. above av. terrain, 212-ft. above ground, 5903-ft. above sea level.

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

Transmitter: Mt. Wilson.

News Services: AP, UPI, City News Service, Reuters, Dow Jones.

Network Service: None, independent.

Licensee: Harriscopie of Los Angeles Inc., 5545 Sunset Blvd., Los Angeles, Cal. 90028.

Studio: 5545 Sunset Blvd. Telephone: 213-466-5441.

Ownership: Burt I. Harris Sr., pres., 29.72%; Irving B. Harris, 29.72%; Allan Slaight, 13.44%; Robert S. Block, 8.43%; Clarion Co. Ltd., 6.67%; James L. LeVitus, 3.33%; John R. Martinson, 2.73%; Sitel Inc., 2.50%; 11 others, none with as much as 1%. For other Harris interests, see Harriscopie Bcstg. in Group Ownership of TV Stations. For Sitel interests, see WSMW-TV, Worcester, Mass.

Began Operation: March 25, 1963, but left the air March 9, 1964 (Television Digest, Vol. 4:11). Sale by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20). Subscription TV began July 23, 1978. Sale to present owners by Coast TV Bcstg. approved Nov. 20, 1981.

Represented (sales) by Unirep Broadcasting Co.

Represented (legal) by Cohn & Marks.

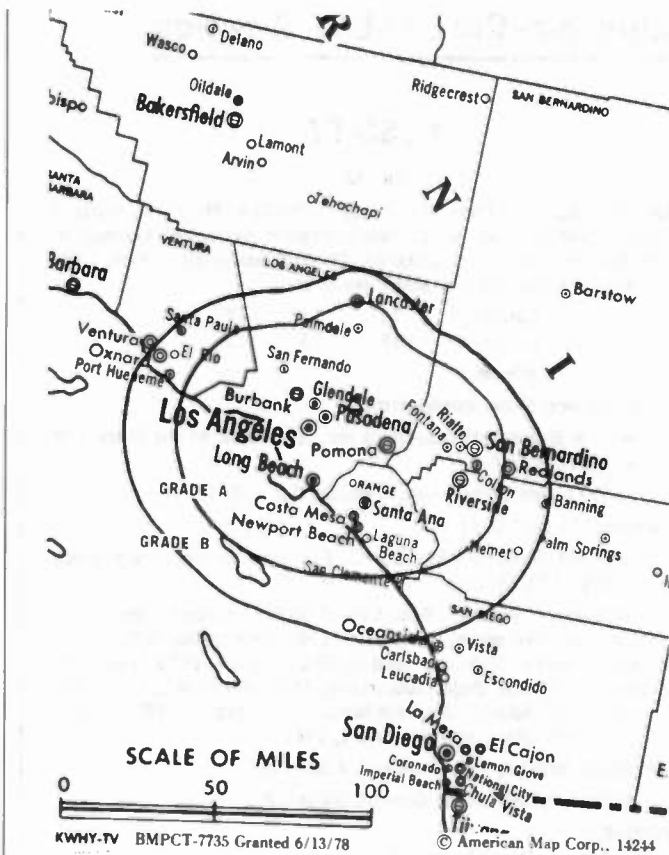
Personnel:

BURT I. HARRIS, president.
BURT I HARRIS JR., vice president & general manager.
CARLOS M. ECHERRI, controller.
MIKE WAGNER, account executive.
JOHN H. NELSON, account executive.
EUGENE A. HARRIS, chief engineer, transmitter.
DAVID J. ZULLI, chief engineer, studio.

Highest One Hour Rate: \$880.

Highest 30 Sec. Rate (Aug. 1983): \$110.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Orange	750,900	737,600	98
	Riverside West	205,700	198,100	96
Station Totals		956,600	935,700	97
Net Weekly Circulation (1983)			191,600	
Average Daily Circulation (1983)			73,900	

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California-Corona-Los Angeles

KBSC-TV

Ch. 52

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 2630-kw max. & 1320-kw horizontal visual, 261-kw max. & 132-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 199-ft. above ground, 5856-ft. above sea level.

Latitude 34° 13' 27"
Longitude 118° 03' 45"

Transmitter: Mt. Wilson.

Network Service: None, independent.

Licensee: Oak Broadcasting Systems Inc., 1901 Ave. of the Stars, Los Angeles, Cal. 90067.

Studio: 1139 Grand Central Ave., Glendale, Cal. 91201.

Telephone: 213-507-6511.

Ownership: Oak Industries Inc, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: June 29, 1966. Sale of 50% to present owner by A. Jerrold Perenchio approved April 15, 1983. Sale to Oak & Perenchio by Kaiser Bcstg. Corp. approved by FCC Aug. 24, 1976 (Television Digest, Vol. 16:35). Began subscription television April 1, 1977 (Vol. 17:15). Began Spanish language broadcasting Sept. 8, 1980. Began 24 hour subscription television Oct. 1, 1982.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell, P.C.

Personnel:

WILLIAM R. GUERRA, general manager.
RICHARD A. WHITMAN, program director.
JOHN A. RUSSELL, director of engineering.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Los Angeles	2,790,900	2,715,100	97
	Orange	750,900	737,600	98
	Riverside West	205,700	198,100	96
Station Totals		3,747,500	3,650,800	97
Net Weekly Circulation (1983)			319,200	
Average Daily Circulation (1983)			129,200	



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BEVERLY HILLS 9465 Wilshire Blvd., 90212 (213) 274-8151

California—Santa Ana (Los Angeles)

KTBN-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 622-kw max. & 260-kw horizontal visual, 123-kw max. & 52-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 200-ft. above ground, 5863-ft. above sea level.

Latitude 34° 13' 27"
Longitude 118° 03' 44"

Transmitter: Mt. Wilson.

News Service: UPI.

Arbitron Data: Not available.

Satellite Earth Station: Transmit/receive Scientific-Atlanta; 10-meter.

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting Network Inc., Box A, Santa Ana, Cal. 92711.

Studio: 2442 Michelle Rd., Tustin, Cal. 92680.

Telephone: 714-832-2950.

Ownership: Trinity Broadcasting Network Inc., a non-profit corp. Paul F. Crouch, pres.; Jane Duff, v.p.; Norman G. Juggert, secy.-treas. Trinity also owns KPAZ-TV, Phoenix, Ariz.; WHFT (TV), Miami, Fla.; KTBO-TV, Oklahoma City, Okla.; WFTI-TV, Poughkeepsie, N.Y.; WKOI(TV), Richmond, Ind.; satellite-fed translator, Denver, Colo.

Began Operation: Jan. 5, 1967. Sale to present owner by Angel Lerma approved by FCC Aug. 2, 1974.

Represented (legal) by May, Dunn & Gay.

Represented (engineering) by Smith & Powstenko.

Personnel:

PAUL F. CROUCH, president/founder.
STAN HOLLON, sales, satellite.
BEN MILLER, director of engineering.
TERRY HICKEY, director of programming.

Highest 30 Sec. Rate (Aug. 1, 1983): \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Riverside West	205,700	198,100	96
Station Totals		205,700	198,100	96
Net Weekly Circulation (1983)			130,900	
Average Daily Circulation (1983)			46,000	

California—San Bernardino (Los Angeles)

KSCI

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 3090-kw visual, 309-kw aural. Antenna: 2393-ft. above av. terrain, 144-ft. above ground, 5573-ft. above sea level.

Latitude 34° 11' 15.0"

Longitude 117° 41' 53.5"

Transmitter: Sunset Ridge, 5-mi. NE of Claremont.

News Services: UPI, FNN.

Satellite Earth Station: Miralite; 3.7-meter.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: Global Television Inc., 1954 Cotner Ave., Los Angeles, Cal. 90025.

Studios: 1954 Cotner Ave., Los Angeles 90025; 280 South 'I' St., San Bernardino 92410.

Telephones: 213-479-8081; 714-824-7560.

Ownership: Non-profit, non-stock corp. Thomas H. Headley, pres.

Began Operation: June 30, 1977.

Represented (sales) by Charles Curran Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

PAUL NIEDERMEYER, general manager.

CHRISTOPHER HARGROVE, program director.

MARIA GOMEZ, traffic manager.

MICHAEL NEWCOMB, production director.

DOUGLAS LUNG, director of engineering.

Highest 30 Sec. Rate (Aug. 1983): \$500.



For Translator Stations,
consult Index

California--Modesto

KCSO

Ch. 19

(Also serves Sacramento & Stockton)

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. & 794-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1877-ft. above av. terrain, 346-ft. above ground, 3086-ft. above sea level.

Latitude 38° 07' 08"
Longitude 120° 43' 21"

Transmitter: Bear Mtn., approx. 5.8-mi. SW of San Andreas.

Network Service: Spanish International Network.

Licensee: Sainte Broadcasting Corp., Box 3689, Modesto 95352.

Studio: 2842 Iowa Ave., Modesto. Telephone: 209-578-1900.

Mailing Address: Box 3869, Modesto 95352.

Ownership: Chester & Naomi L. Smith, 51%; Enoch Christoffersen, 15%; Albert I. Chance, 7%; Melvin J. Querio 6%; Jo Anne Querio, 4%; others, none with more than 5%. Sainte Bcstg. also owns KCBA(TV), Salinas, Cal. Melvin Querio owns 50% of Superior Bcstg. of Cal., permittee of Ch. 24, Chico, Cal.

Began Operation: Aug, 26, 1966.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (sales) by Spanish International Network.

Represented (engineering) by Cecil Lynch.

Personnel:

CHESTER SMITH, president.

NAOMI SMITH, comptroller.

SHARON SEPULVADA, general manager.

DAVID GARCIA, national & regional sales manager.

Highest 30 Sec. Rate (Jan. 1, 1982): \$240.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Amador	8,600	8,200	95
	San Joaquin	133,100	127,600	96
	Stanislaus	103,800	99,000	95
	Sutter	20,200	19,600	97
	Tuolumne	14,100	13,300	94
Station Totals		279,800	267,700	95
Net Weekly Circulation (1983)			26,800	
Average Daily Circulation (1983)			12,100	



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California-Palm Springs-Indio

KESQ-TV

Ch. 42

(Also serves Hemet, Yucca Valley & Twentynine Palms Area)

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 316-kw max. & 154-kw horizontal visual, 45.8-kw aural. Antenna: 630-ft. above av. terrain, 130-ft. above ground, 1650-ft. above sea level.

Latitude 33° 51' 58"
Longitude 116° 26' 02"

Transmitter: Edom Hill.

News Services: AP, ABC.

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

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: ABC.

Licensee: Pacific Media Corp.

Studio: 36-270 Plaza Dr., Cathedral City, Cal. 92234.

Telephone: 714-328-8881.

Mailing Address: Box 4200, Palm Springs, Cal. 92263.

Ownership: Esquire Inc. Pacific Media also owns KEYC-TV, El Centro, Cal. Note: Sale pends (Television Digest, Vol. 23:28).

Began Operation: Oct. 5, 1968. Transfer of control to Esquire from receivers in bankruptcy approved by FCC June 30, 1978.

Represented (sales) by Seltel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

ROBERT SHIELDS, president.
BILL MENDELL, general manager.
JANET WEHNER, program director.
CHARLES WHITTEN, news director.
RON CATHCART, chief engineer.

Highest One Hour Rate: \$800.

Highest 30 Sec. Rate (Sept. 1, 1983): \$700.

NETWORK BASE HOURLY RATE: \$125.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Riverside Central	54,300	52,200	96
	CALIFORNIA Imperial	30,100	28,100	93
Between 5-24%				
Station Totals		84,400	80,300	95
Net Weekly Circulation (1983)				39,200
Average Daily Circulation (1983)				21,000

California-Palm Springs

KMIR-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 547-kw max. & 164-kw horizontal visual, 16.4-kw horizontal aural. Antenna: 680-ft. above av. terrain, 124-ft. above ground, 1703-ft. above sea level.

Latitude 33° 52' 00"
Longitude 116° 25' 56"

Transmitter: 7-mi. ENE of center of Palm Springs.

News Service: UPI.

Satellite Earth Station: Miralite; 3.7-meter.

Network Service: NBC.

Licensee: Desert Empire TV Corp., Box 1506, Palm Springs, Cal. 92263.

Studio: 72920 Park View Dr., Palm Desert, Cal. 92260.

Telephone: 714-568-3636. TWX: 910-332-1292.

Ownership: John Conte, pres.; Sirpuhe Philibosian Conte, secy.-treas. Mr. & Mrs. Conte hold 100% jointly.

Began Operation: Oct. 26, 1968.

Represented (sales) by Adam Young Inc.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOHN CONTE, president & general manager.

MAX KIRKLAND, operations manager & chief engineer.

MARSHA BAILEY, program director.

BOB JAMESON, general sales manager.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate (Sept. 1, 1983): \$250.

NETWORK BASE HOURLY RATE: \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA	54,300	52,200	96
	Riverside Central			
Between 5-24%	CALIFORNIA	30,100	28,100	93
	Imperial			
Station Totals		84,400	80,300	95
Net Weekly Circulation (1983)			38,000	
Average Daily Circulation (1983)			18,300	



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California-Redding

KRCR-TV

Ch. 7
(Also serves Chico, Cal.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 115-kw visual, 22.4-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

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

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

News Services: UPI, CNN II.

Satellite Earth Stations: Andrew/Harris; 3-meter, 4.5-meter, 6-meter; MA/Com receivers.

Network Service: ABC.

Licensee: Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, Cal. 96001.

Studio: Pioneer Dr.

Telephone 916-243-7777. TWX: 916-243-6721.

Ownership: California-Oregon Broadcasting Investments, a Partnership. See KOBIV(TV), Medford, Ore.

Began Operation: Aug. 1, 1956. Acquisition of positive control by Cal.-Ore. Bcstg. approved by FCC Feb. 9, 1968. Previous sale to Sacramento Valley TV Inc. by George C. Fleharty, Carl R. McConnell and associates approved June 5, 1963 by FCC (Television Digest, Vol. 3:11, 23).

Represented (sales) by Blair Television; Art Moore Inc. (regional).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

RICHARD GREEN, president & general manager.
WILLIAM B. SMULLIN, vice president & director of operations.
KENNETH W. KING, national sales manager.
NORM HOATSON, chief engineer.
DOREETA DOMKE, program/operations director.

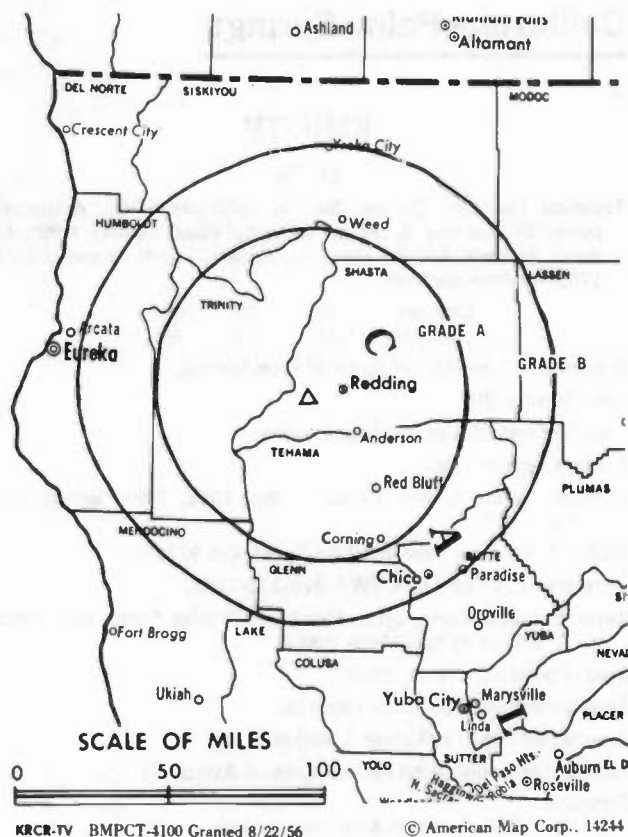
Highest One Hour Rate (May 1982): \$2000.

Highest 30 Sec. Rate (May 1982): \$350.

NETWORK BASE HOURLY RATE: \$725.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Butte	62,800	60,000	95
	Colusa	4,800	4,600	96
	Glenn	8,400	8,100	96
	Modoc	3,500	3,200	93
	Shasta	47,900	46,400	97
	Siskiyou	16,100	15,000	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tehama	15,900	15,400	97
	Trinity	5,200	4,800	92
CALIFORNIA				
Between 25-49%	Humboldt	43,900	42,100	96
	Lassen	8,000	7,500	94
	CALIFORNIA			
Between 5-24%	Plumas	7,500	7,000	93
	Sutter	20,200	19,600	97
	Yuba	18,700	18,100	97
	OREGON			
	Klamath	23,100	22,300	97
	Lake	3,100	2,900	93
Station Totals		289,100	277,000	95
Net Weekly Circulation (1983)			145,800	
Average Daily Circulation (1983)			89,900	

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California--Sacramento

KCRA-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

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

Requests CP for change to 1942-ft. above av. terrain, 2000-ft. above ground, 2000-ft. above sea level, lat. 38° 15' 54.3", long. 121° 28' 06"; transmitter to 2.78-mi. NE of Walnut Grove, circular polarization.

Transmitter: 0.7-mi. NE of Walnut Grove.

News Services: AP, UPI, CNN.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. 95814.

Studio: 310 10th St.

Telephone: 916-444-7300. TWX: 910-367-3557.

Ownership: Nina N. Kelly, Robert E. Kelly & Jon S. Kelly, 1/3 each. Kelly Bcstg. also owns KCPQ(TV), Tacoma, Wash.

Began Operation: Sept. 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 1/2 owners, Kelly's, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

Represented (sales) by Blair Television.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT E. KELLY, partner.
JON S. KELLY, partner.
DON SARACENO, general manager.
PETE LANGLOIS, station manager, programming.
JOHN KUENEKE, station manager, administration.
DAVE ULRICKSON, local sales manager.
JOHN TURVER, national sales manager.
KURT EICHSTEADT, program director.
DUANE BOROVEC, production manager.
DON DUNCAN, chief engineer.
MARGARET JOHNSTONE, business manager.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Amador	8,600	8,200	95
	Butte	62,800	60,000	95
	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	Contra Costa			
	East	22,900	22,400	98
	El Dorado West	24,900	24,100	97
	Lake	17,100	15,900	93
	Mariposa	4,600	4,300	93
	Mono	4,100	3,500	85
	Nevada	22,600	21,400	94
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	Sacramento	327,100	318,300	97
	San Joaquin	133,100	127,600	96
	Sierra	1,500	1,400	93
	Solano East	52,000	50,800	98
	Stanislaus	103,800	99,000	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sutter	20,200	19,600	97
	Tuolumne	14,100	13,300	94
	Yolo	44,700	43,000	96
	Yuba	18,700	18,100	97
Between 25-49%	CALIFORNIA			
	El Dorado East	12,200	11,700	96
	Glenn	8,400	8,100	96
	Lassen	8,000	7,500	94
	Napa	39,500	38,100	96
	Placer East	3,500	3,300	96
Sonoma	127,200	121,800	96	
NEVADA	Carson City	14,000	13,700	98
	Between 5-24%	CALIFORNIA		
Alameda		440,000	426,500	97
Contra Costa				
West		237,200	231,900	98
Madera		23,200	22,200	96
Marin		93,900	90,900	97
Mendocino		27,200	25,100	92
Merced		48,400	46,500	96
San Francisco		298,300	280,000	94
San Mateo		235,400	231,000	98
Santa Clara				
East		11,600	11,300	97
Santa Clara				
West	483,200	470,500	97	
Solano West	36,800	35,900	98	
Tehama	15,900	15,400	97	
NEVADA	Douglas	8,800	8,400	96
	Washoe	86,300	84,100	97
Station Totals		3,207,400	3,097,600	96
Net Weekly Circulation (1983)			1,039,900	
Average Daily Circulation (1983)			571,100	

California-Stockton-Sacramento

KOVR-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 281-kw visual, 42.7-kw aural. Antenna: 1490-ft. above av. terrain, 1548-ft. above ground, 1549-ft. above sea level.

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

Transmitter: 0.7-mi. NE of Walnut Grove, Cal.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Andrew, 9.3-meter & 4.5-meter.

Network Service: ABC.

Licensee: KOVR-TV Inc., 225 East Miner Ave. Stockton, Cal.

Studios: 1216 Arden Way, Sacramento 95815; 225 E. Miner Ave., Stockton 95202.

Telephones: 916-927-1313, Sacramento; 209-466-6981, Stockton.

TWX: 916-367-2396, Sacramento,

Ownership: The Outlet Co., 93.5%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 5, 1954. Sale to present owner by McClatchy Newspapers approved by FCC March 12, 1980 (Television Digest, Vol. 19:28). Previous sale to McClatchy by Metropolitan Bcstg. Corp. was approved July 29, 1964 (Vol. 3:40, 41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 (Vol. 15:47, 48; 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by (Vol. 13:47; 14:2).

Represented (sales) by Katz Television.

Represented (legal) by Sundlun, George, Scher & Singer.

Personnel:

CHARLES F. KENNEDY, president & general manager.
EARL HIGGINS, vice president, business affairs.
DOUGLAS GRANT, general sales manager.
HENRY URICK, program manager.
ROBERT HESS, chief engineer.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Amador	8,600	8,200	95
	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	Contra Costa			
	East	22,900	22,400	98
	El Dorado West	24,900	24,100	97
	Lake	17,100	15,900	93
	Nevada	22,600	21,400	94
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	Sacramento	327,100	318,300	97
	San Joaquin	133,100	127,600	96
	Sierra	1,500	1,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Solano East	52,000	50,800	98
	Stanislaus	103,800	99,000	95
	Sutter	20,200	19,600	97
	Tuolumne	14,100	13,300	94
	Yolo	44,700	43,000	96
	Yuba	18,700	18,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Butte	62,800	60,000	95

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Contra Costa			
	West	237,200	231,900	98
	Glenn	8,400	8,100	96
	Lassen	8,000	7,500	94
	Marin	93,900	90,900	97
	Mariposa	4,600	4,300	93
	Merced	48,400	46,500	96
	Mono	4,100	3,500	85
	Napa	39,500	38,100	96
Solano West	36,800	35,900	98	
Sonoma	127,200	121,800	96	
Tehama	15,900	15,400	97	
NEVADA				
Washoe	86,300	84,100	97	

Station Totals	1,650,000	1,593,900	96
Net Weekly Circulation (1983)			876,100
Average Daily Circulation (1983)			503,700

California--Sacramento-Stockton

KRBK-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2400-kw visual, 240-kw aural. Antenna: 1020-ft. above av. terrain, 1057-ft. above ground, 1057-ft. above sea level.

Latitude 38° 14' 20"
Longitude 121° 28' 52"

Holds CP for change to 5000-kw max. & 2750-kw horizontal visual, 500-kw max. & 275-kw horizontal aural, 1490-ft. above av. terrain, 1551-ft. above ground, 1549-ft. above sea level, lat. 38° 16' 53", long. 121° 30' 28"; transmitter to 1.8-mi. ENE of Borden, 0.29-mi. N of Twin Cities Rd.

Transmitter: 1.7-mi. E of Walnut Grove, Cal.

News Service: INN.

Satellite Earth Station: In operation.

Network Service: None, independent.

Licensee: Koplar Communications of California Inc., 220 N. Kings Hwy., St. Louis, Mo. 63108.

Studio: 500 Media Pl., Sacramento, Cal. 95815.

Telephone: 916-929-0300. TWX: 910-367-3702.

Ownership: See KPLR-TV, St. Louis, Mo.

Began Operation: Oct. 5, 1974. Sale to present owners by Northern California Bcstg. Inc. approved by FCC Jan. 28, 1981. Sale to Northern Cal. by Andrew Bartalini, et al., approved June 9, 1980 (Television Digest, Vol. 20:6).

Represented (sales) by TeleRep Inc.

Represented (legal) by Crowell & Moring.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

TED KOPLAR, president.
HAL PROTTER, executive vice president, chief operations officer.
MICHAEL FISHER, vice president & general manager.
HERMAN STERN, general sales manager.
MIKE POLATSCHEK, local sales manager.
DENNIS GRAYSON, director of operations.
BOB VENDITTI, chief engineer.
CAROL RUSHTON, business manager.

Highest 30 Sec. Rate (May 3, 1982): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	CALIFORNIA			
50% & Over	Yolo	44,700	43,000	96
	CALIFORNIA			
Between 25-49%	Calaveras	8,900	8,500	96



KRBK-TV BMPCT-820401KE Granted 6/8/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Contra Costa			
	East	22,900	22,400	98
	Placer West	44,400	42,700	96
	Sacramento	327,100	318,300	97
	San Joaquin	133,100	127,600	96
	Solano East	52,000	50,800	98
	Stanislaus	103,800	99,000	95
	CALIFORNIA			
Between 5-24%	Amador	8,600	8,200	95
	Colusa	4,800	4,600	96
	El Dorado West	24,900	24,100	97
	Glenn	8,400	8,100	96
	Lassen	8,000	7,500	94
	Nevada	22,600	21,400	94
	Sutter	20,200	19,600	97
	Yuba	18,700	18,100	97
Station Totals		853,100	823,900	96
Net Weekly Circulation (1983)			364,700	
Average Daily Circulation (1983)			159,800	

California-Sacramento-Stockton

KTXL

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1765-kw max. & 622-kw horizontal visual, 350-kw max. & 124.5-kw horizontal aural. Antenna: 970-ft. above av. terrain, 996-ft. above ground, 998-ft. above sea level.

Latitude 38° 16' 25"
Longitude 121° 30' 11"

Holds CP for change to 5000-kw max. & 3013-kw horizontal visual, 500-kw max. & 301-kw horizontal aural, 1962-ft. above av. terrain, 1998-ft. above ground, 2000-ft. above sea level, lat. 38° 16' 23", long. 121° 30' 13"; transmitter to Twin Cities Rd., 2.2-mi. N of Walnut Grove.

Transmitter: Twin Cities Blvd., 2.2-mi. N of Walnut Grove, Cal.

News Services: AP, INDX.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: None, independent.

Licensee: Camellia City Telecasters Inc., Box 40, Sacramento, Cal. 95801.

Studio: 4655 Fruitridge Rd., Sacramento 95820.

Telephone: 916-452-8221. TWX: 910-367-3522.

Ownership: BMA Properties Inc. (William D. Grant, pres. & chmn. of the board), 80.1%; Jack F. Matranga, 19.9%. Camellia City Telecasters also owns KDVR(TV), Denver, Colo.; KPDX(TV), Vancouver, Wash.-Portland, Ore.

Began Operation: Oct. 26, 1968. Transfer of control to BMA from Colony Corp. approved by FCC Dec. 1, 1971.

Represented (sales) by MMT Sales.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

JACK F. MATRANGA, president, general manager & film buyer.

ROBERT PARENTE, general sales manager.

JOHN DADIW, local sales manager.

CAL BOLLWINKEL, program & operations manager.

DON ROSS, news director.

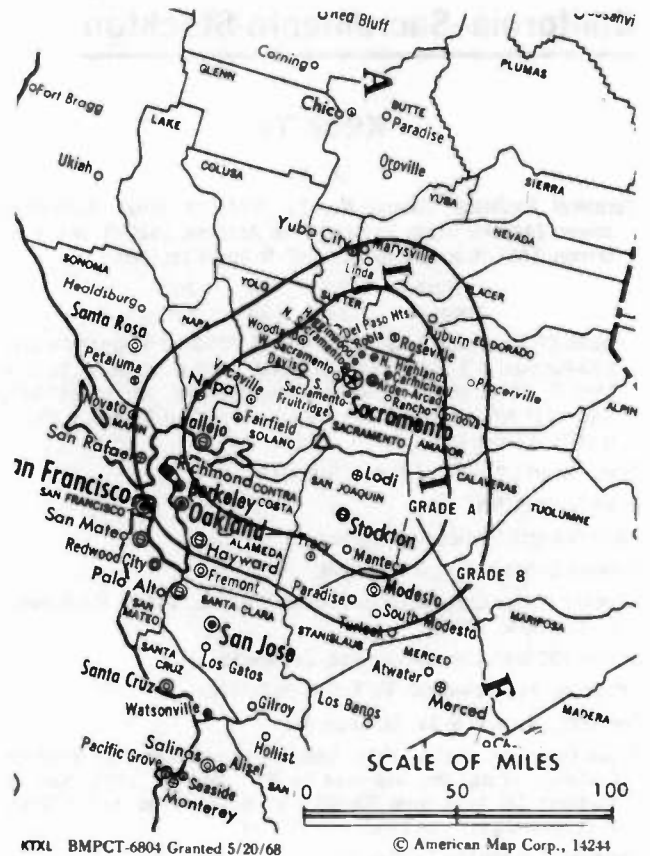
BARRY SMITH, promotion director.

Highest 30 Sec. Rate (May 1, 1981): \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Contra Costa			
	East	22,900	22,400	98
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	Sacramento	327,100	318,300	97
	San Joaquin	133,100	127,600	96
	Solano East	52,000	50,800	98
	Stanislaus	103,800	99,000	95
	Sutter	20,200	19,600	97
Yolo	44,700	43,000	96	
Yuba	18,700	18,100	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Butte	62,800	60,000	95
	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	Contra Costa West	237,200	231,900	98
	El Dorado West	24,900	24,100	97
	Glenn	8,400	8,100	96



KTXL BMPCT-6804 Granted 5/20/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Lake	17,100	15,900	93
	Marin	93,900	90,900	97
	Mendocino	27,200	25,100	92
	Merced	48,400	46,500	96
	Mono	4,100	3,500	85
	Nevada	22,600	21,400	94
	Shasta	47,900	46,400	97
	Sierra	1,500	1,400	93
	Tehama	15,900	15,400	97
	NEVADA			
Washoe	86,300	84,100	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Alameda	440,000	426,500	97
	Amador	8,600	8,200	95
	El Dorado East	12,200	11,700	96
	Fresno	192,800	185,600	96
	Humboldt	43,900	42,100	96
	Lassen	8,000	7,500	94
	Madera	23,200	22,200	96
	Napa	39,500	38,100	96
	Placer East	3,500	3,300	96
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98
	Santa Clara			
	West	483,200	470,500	97
	Siskiyou	16,100	15,000	93
Solano West	36,800	35,900	98	
Sonoma	127,200	121,800	96	
Tuolumne	14,100	13,300	94	
NEVADA				
Douglas	8,800	8,400	96	
OREGON				
Coos	24,900	23,100	93	
Jackson	53,700	51,900	97	
Josephine	24,400	23,000	94	
Klamath	23,100	22,300	97	

Station Totals	3,604,000	3,477,700	96
Net Weekly Circulation (1983)			937,700
Average Daily Circulation (1983)			395,400

California--Sacramento-Stockton

KXTV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

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

Transmitter: 0.7-mi. NE of Walnut Grove.

News Services: AP, Group W Newsfeed.

Network Service: CBS.

Licensee: Great Western Broadcasting Corp., 400 Broadway, Sacramento, Cal. 95818.

Studio: 400 Broadway. Telephone: 916-441-2345.

Mailing Address: Box 10, Sacramento, Cal. 95801.

Ownership: Wholly-owned subsidiary of Corinthian Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

Began Operation: March 20, 1955. Sale to present owner by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:42, 49).

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

Represented (legal) by Covington & Burling.

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

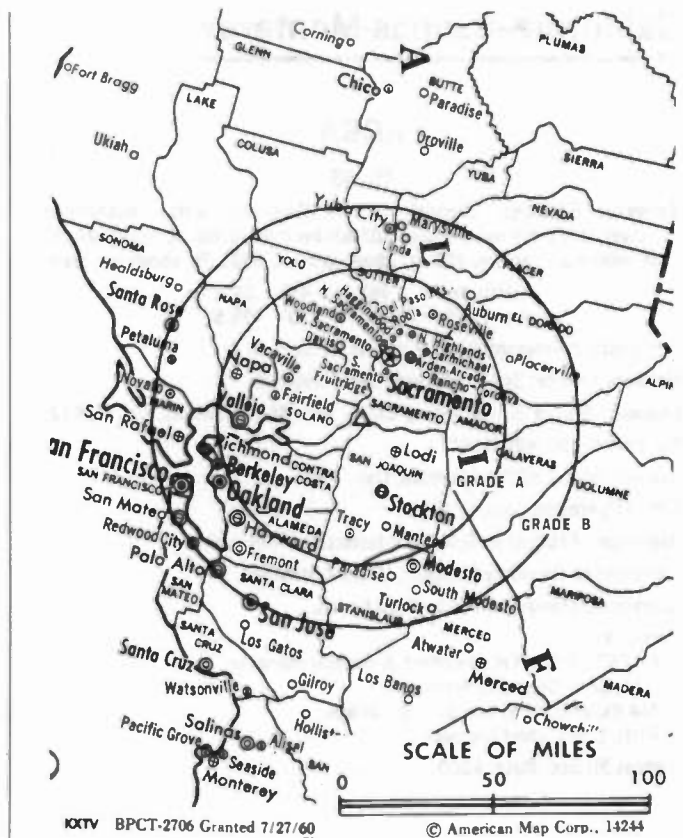
Personnel:

JAMES M. KING, pres., Corinthian Broadcasting Corp.
ALLAN HOWARD, vice president & general manager.
MICHAEL FIORILE, general sales manager.
JOSEPH PEDRI, national sales manager.
WILLIAM RANEY, promotion manager.
ROBERT LEVY, program director.
FRED LINDSAY, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Amador	8,600	8,200	95
	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	Contra Costa			
	East	22,900	22,400	98
	El Dorado West	24,900	24,100	97
	Mono	4,100	3,500	85
	Nevada	22,600	21,400	94
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	Sacramento	327,100	318,300	97
	San Joaquin	133,100	127,600	96
	Sierra	1,500	1,400	93
Solano East	52,000	50,800	98	



KXTV BPCT-2706 Granted 7/27/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stanislaus	103,800	99,000	95
	Sutter	20,200	19,600	97
	Tuolumne	14,100	13,300	94
	Yolo	44,700	43,000	96
	Yuba	18,700	18,100	97
CALIFORNIA	Butte	62,800	60,000	95
	Mariposa	4,600	4,300	93
Between 5-24%	CALIFORNIA			
	Alpine	500	400	89
	Contra Costa			
	West	237,200	231,900	98
	Lake	17,100	15,900	93
	Merced	48,400	46,500	96
	Placer East	3,500	3,300	96
	Solano West	36,800	35,900	98
	NEVADA			
	Douglas	8,800	8,400	96
Station Totals		1,283,600	1,240,100	96
Net Weekly Circulation (1983)			827,200	
Average Daily Circulation (1983)			414,800	

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ARBITRON® RATINGS

California--Salinas-Monterey

KCBA

Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2328-kw max. visual, 283.65-kw max. aural. Antenna: 2414-ft. above av. terrain, 355-ft. above ground, 3421-ft. above sea level.

Latitude 36° 45' 22.3"
Longitude 121° 30' 05.5"

Transmitter: Fremont Peak, 9-mi. NE of Salinas.

Network Service: Spanish International Network.

Licensee: Sainte Broadcasting Corp., Box 3560, Salinas, Cal. 93912.

Telephone: 408-422-3500.

Ownership: See KCSO, Modesto, Cal.

Began Operation: Nov. 1, 1981.

Represented (sales) by Spanish International Network.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cecil Lynch.

Personnel:

CHESTER SMITH, president & general manager.

HAL LARSON, sales manager.

MARK WALKER, operations manager.

PHIL LINN, chief engineer.

Highest 30 Sec. Rate: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Monterey	101,900	98,100	96
	Santa Clara East	11,600	11,300	97
Station Totals		113,500	109,400	96
Net Weekly Circulation (1983)			9,400	
Average Daily Circulation (1983)			5,100	



VIDEO WEEK

The news service covering program sales & distribution, video cassettes, discs, pay-TV and allied new media.

Call 202-872-9200 for more information

California--Monterey-Salinas

KMST

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1065-kw max. & 443-kw horizontal visual, 269-kw max. & 88.6-kw horizontal aural. Antenna: 2530-ft. above av. terrain, 222-ft. above ground, 3612-ft. above sea level.

Latitude 36° 32' 05"
Longitude 121° 37' 14"

Transmitter: Mt. Toro (Baldy Peak).

News Service: UPI, Newscope, CBS.

Satellite Earth Station: Paraclipse, 3.5-meter.

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., Box 1938, Monterey, Cal. 93940,

Studio: 46 Garden Court, Monterey.

Telephone: 408-649-0460. TWX: 910-360-7106.

Ownership: Retlaw Enterprises Inc., 100%. For officers & other interests, see KJEO(TV), Fresno, Cal.

Began Operation: Feb. 2, 1969. Sale to present owner by Monterey-Salinas TV Inc. approved by FCC Aug. 27, 1979.

Represented (sales) by Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- BEN TUCKER, general manager.
- JOHN VERA, general sales manager.
- BARBARA WAECHTER, operations manager.
- JAMES ERICKSON, production manager.
- KEN WARREN, chief engineer.
- BOB STOCK, promotion director.
- SUNNY BESTERMAN, traffic manager.
- DAN CULLEN, news director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (Jan. 1982): \$3000.

NETWORK BASE HOURLY RATE: \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Monterey	101,900	98,100	96
	Santa Cruz	78,700	75,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 25-49%	Santa Clara East	11,600	11,300	97
CALIFORNIA				
Between 5-24%	Mono	4,100	3,500	85
	San Benito	8,600	8,200	95
Station Totals		204,900	196,600	95
Net Weekly Circulation (1983)			165,100	
Average Daily Circulation (1983)			83,700	

California-Salinas-Monterey

KSBW-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 240-kw visual, 46.8-kw aural. Antenna: 2330-ft. above av. terrain, 248-ft. above ground, 3328-ft. above sea level using 0.5° electrical beam tilt.

Latitude 36° 45' 23"
Longitude 121° 30' 05"

Transmitter: Fremont Peak, 10-mi. NE of Salinas.

News Service: UPI.

Satellite Earth Stations: Harris; 6.1-meter.

Network Service: NBC.

Licensee: Blair Broadcasting of California, 717 Fifth Ave., New York, N.Y. 10022.

Studio: 238 John St., Salinas, Cal. 93901.

Telephone: 408-422-6422. TWX: 910-368-7058.

Ownership: John Blair & Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-TV, Monterey; on Feb. 2, 1955 FCC approved deal for it to buy & merge with KMBY-TV (Television Digest, Vol. 10:45 & 11:6). Sale to present owner approved by FCC Feb. 14, 1979 (Vol. 18:3).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

KEITH MOON, president.

ROBERT DAHLSTROM, general sales manager.

CLARK GRANT, promotion director.

P. ERIC DAUSMAN, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Monterey	101,900	98,100	96
	San Benito	8,600	8,200	95
	Santa Clara East	11,600	11,300	97



KSBW-TV BMPCT-3913 Granted 6/13/56 © American Map Corp., 13244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Santa Cruz	78,700	75,500	96
	Tuolumne	14,100	13,300	94
Between 25-49%	CALIFORNIA	48,400	46,500	96
Between 5-24%	CALIFORNIA			
	Mariposa	4,600	4,300	93
	Stanislaus	103,800	99,000	95
Station Totals		371,700	356,200	95
Net Weekly Circulation (1983)			230,300	
Average Daily Circulation (1983)			111,600	

California-San Diego

KCST-TV

Ch. 39



STORER TELEVISION SALES INC.
A STORER STATION

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 813-kw horizontal visual, 853-kw max. & 447-kw horizontal aural. Antenna: 1894-ft. above av. terrain, 180-ft. above ground, 2703-ft. above sea level.

Latitude 32° 41' 48"
Longitude 116° 56' 10"

Transmitter: San Miguel Mtn., 13-mi. E of San Diego center.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: KCST-TV Inc., 12000 Biscayne Blvd., Miami, Fla. 33161-8000.

Studio: 8330 Engineer Rd., San Diego 92111.

Telephone: 714-279-3939.

Ownership: KCST-TV Inc., wholly-owned subsidiary of Storer Communications Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 14, 1965. Sale to present owners by Bass Brothers Enterprises approved by FCC Sept. 30, 1974 (Television Digest, Vol. 13:12, 13; 14:39). Previous sale to Bass Bros. by San Diego Telecasters Inc. (Lawrence Shushan, Paul Corriere, Sample-Brown Enterprises and Town & Country Development) approved by FCC Aug. 31, 1967.

Represented (sales) by Storer TV Sales.

Personnel:

- BILL L. FOX, general manager.
- BILL PETERSON, assistant general manager.
- BRUCE STEIN, general sales manager.
- CHRIS JOHNSON, national sales manager.
- PENNY MARTIN, program director.
- THOMAS WIMBERLY, chief engineer.
- RIC SCHWARTZ, production manager.
- TOM MOD, news director.
- DAVE WALKER, promotion director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1400.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Diego	730,500	710,100	97
Station Totals		730,500	710,100	97
Net Weekly Circulation (1983)			533,900	
Average Daily Circulation (1983)			274,200	

For U.S. TV Station Call Letters,
see page 8

California-San Diego

KFMB-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 740-ft. above av. terrain, 284-ft. above ground, 1050-ft. above sea level.

Latitude 32° 50' 17"
Longitude 117° 14' 56"

Transmitter: Mt. Soledad.

News Services: AP, UPI.

AM Affiliate: KFMB, 5-kw, 760 kHz.

FM Affiliate: KFMB-FM, 30-kw, 100.7 MHz (No. 264), 620-ft.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: Midwest Television Inc., 7677 Engineer Rd., San Diego, Cal. 92111.

Studio: 7677 Engineer Rd., San Diego, Cal. 92111.

Telephone: 619-571-8888. TWX: 910-335-1245.

Ownership: Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

Represented (sales) by Petry Television Inc.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

AUGUST C. MEYER, chairman, Midwest Television Inc.
AUGUST C. MEYER JR., president, Midwest Television Inc.
ROBERT L. MYERS, pres., Western Div. & general manager, KFMB stations.
WILLIAM R. MOYLAN, v.p., sales/programming.
J. M. BRADLEY, asst. gen. manager & business manager.
WELDON DONALDSON, general sales manager.
HARRY MELKERSON, assistant sales manager.
JULES MORELAND, program director.
JOHN WEIGAND, manager of engineering.
TIM HNEDAK, advertising manager.

Highest 30 Sec. Rate (Sept. 1983): \$4800.

NETWORK BASE HOURLY RATE: \$2580.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	San Diego	730,500	710,100	97
Station Totals		730,500	710,100	97
Net Weekly Circulation (1983)			680,700	
Average Daily Circulation (1983)			426,300	

For Translator Stations,
consult Index

California-San Diego

KGTV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 124-kw horizontal visual, 31.6-kw aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"
Longitude 117° 14' 56.5"

Transmitter: Mt. Soledad.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: ABC.

Licensee: McGraw-Hill Broadcasting Co., Box 85347, San Diego 92138.

Studio: 47th St. & Freeway 94.

Mailing Address: Box 85347, San Diego 92138.

Telephone: 619-237-1010. TWX: 910-335-1247.

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 13:31, 32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13). Sale to present owners approved March 8, 1972 (Vol. 12:10, 11).

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

Represented (legal) by Koteen & Naftalin.

Personnel:

- NORMAN E. WALT, president.
- CLAYTON H. BRACE, vice president & general manager.
- JOAN E. CARSON, general sales manager.
- HOWARD OLEFF, local sales manager.
- LEROY BELLWOOD, director of engineering.
- MIKE McCARTHY, national sales manager.
- HELEN HUTCHINGS, controller.
- WILLIAM STRUBBE, director of advertising & promotion.
- GEORGE ANDRUS, production manager.
- JUDY WIEGAND, traffic manager.
- RON MIRES, news director.
- ERNESTINE COWAN, sales service.
- FRED NORFLEET, public affairs director.

Highest 30 Sec. Rate (1983): \$6000.

NETWORK BASE HOURLY RATE: \$1350.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	San Diego	730,500	710,100	97
Station Totals		730,500	710,100	97
Net Weekly Circulation (1983)			669,800	
Average Daily Circulation (1983)			406,800	

**Public/Educational Station Directory
follows Commercial Stations**

California—San Diego

KUSI-TV

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 2880-kw max. visual, 288-kw max. aural. Antenna: 1840-ft. above av. terrain, 139-ft. above ground, 2649-ft. above sea level.

Latitude 32° 41' 52"
Longitude 116° 56' 02"

Transmitter: Mt. San Miguel, 13-mi. E of San Diego.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 9-meter.

Network Service: None, independent.

Licensee: University Television Inc., 1610 Fourth Ave., San Diego, Cal.

Mailing Address: Box 11985, San Diego 92111.

Studio: 7377 Convoy Court 92111. Telephone: 714-571-5151.

Ownership: University Television Inc. William C. Rust, pres.; Wayne Allison, v.p.; Predrag Mitrovitch, secy.-treas.

Began Operation: Sept. 13, 1982.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Ward & Mendelsohn.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

MICHAEL D. MCKINNON, general manager.

WILLIAM MOORE, station manager.

RICHARD LARGE, chief engineer.

Rates: Not available.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	San Diego	730,500	710,100	97
Station Totals		730,500	710,100	97
Net Weekly Circulation (1983)			97,600	
Average Daily Circulation (1983)			33,600	

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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

California--Tijuana-San Diego

XETV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"
Longitude 117° 01' 08"

CP Antenna Two Bay, five-layer system TFV-5A6(s).

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

Satellite Earth Stations: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Radio-Television, S.A.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

Business Address: 8253 Ronson Rd., San Diego, Cal. 92111.

Telephone: 619-279-6666. TWX: 910-335-2017.

Ownership: Emilio Azcarraga Milmo, principal stockholder. For other interests see XEW-TV, Mexico City in the International Station Directory.

Began Operation: Feb. 18, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Haley, Bader & Potts.

Personnel:

MARTIN COLBY, vice president & general manager.

JOAN O'LAUGHLIN, station & general sales manager.

LOUIS MEIERS, business manager.

FELIPE FERNANDEZ, exec. dir., operations & engineering.

ANTONIO FRIAS, chief engineer.

CAROL HEALEY, creative director.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$750.



For Arbitron Market Rankings,
see page 1

California-Tijuana-San Diego

XEWT-TV

Ch. 12
(Spanish Language)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1250-ft. above sea level.

Latitude 32° 30' 25"
Longitude 117° 01' 46"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

News Service: UPI.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: Televisora de Calimex S.A., Box 44-K, San Ysidro, Cal. 92073.

Studio: Monte San Antonio, Box 12, Tijuana, Baja California, Mexico.

Telephones: 1-70-668-592-01/2, Tijuana. Telex: 0566833.

Ownership: Televisora de Callmex S.A.

Began Operation: July 12, 1960.

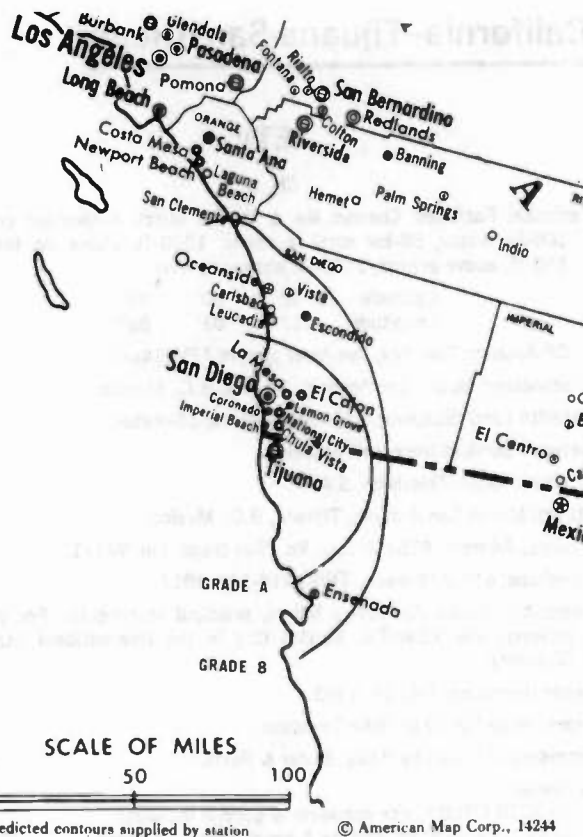
Represented (sales) by Spanish International Network.

Personnel:

JOSE MARQUEZ, general manager.
CARLOS H. LUNA, program promotion manager.
ROBERTO ESPINOZA, business manager.
MARIO ACOSTA, traffic manager.
JESUS SANTILLAN, chief engineer.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$250.



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California-San Francisco

KBHK-TV

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 2200-kw max. & 1800-kw horizontal visual, 871-kw max. & 180-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"
Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

News Service: AP.

Network Service: None, independent.

Licensee: United Television Inc.

Studio: 420 Taylor St., San Francisco, Cal. 94102.

Telephone: 415-885-3750. TWX: 910-372-6006.

Ownership: United Television Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 2, 1968. Sale to present owner by Field Communications approved by FCC May 26, 1983 (Television Digest, Vol. 22:45, 47).

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Hogan & Hartson.

Personnel:

- JOHN SIEGEL, president.
- HEATHER FARNSWORTH, general sales manager.
- RICHARD JONES, national sales manager.
- CHRIS JENKINS, local sales manager.
- THOMAS SPITZ, program manager.
- MARY LOU MANALLI, news & public affairs manager.
- JOHN NIELSEN, engineering manager.
- JO RUSSELL, production manager.
- GEORGE BRANDT, business manager.
- SUZANNE GARZA, promotion manager.

Highest 30 Sec. Rate (May 1983): \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda	440,000	426,500	97
	Santa Clara			
	East	11,600	11,300	97
	Yuba	18,700	18,100	97
Between 25-49%	CALIFORNIA			
	Butte	62,800	60,000	95
	Contra Costa			
	East	22,900	22,400	98
	Contra Costa West	237,200	231,900	98
	Humboldt	43,900	42,100	96
	Marin	93,900	90,900	97
	Mendocino	27,200	25,100	92
	Napa	39,500	38,100	96
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98
	Santa Clara West	483,200	470,500	97
	Santa Cruz	78,700	75,500	96
	Shasta	47,900	46,400	97
	Solano East	52,000	50,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Solano West	36,800	35,900	98
	Sonoma	127,200	121,800	96
	Sutter	20,200	19,600	97

CALIFORNIA				
Between 5-24%	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	Del Norte	7,500	7,000	93
	El Dorado East	12,200	11,700	96
	El Dorado West	24,900	24,100	97
	Glenn	8,400	8,100	96
	Lake	17,100	15,900	93
	Nevada	22,600	21,400	94
	Placer East	3,500	3,300	96
	Placer West	44,400	42,700	96
	San Benito	8,600	8,200	95
San Joaquin	133,100	127,600	96	
Siskiyou	16,100	15,000	93	
Tehama	15,900	15,400	97	
Tuolumne	14,100	13,300	94	
Yolo	44,700	43,000	96	
NEVADA				
Douglas	8,800	8,400	96	
OREGON				
Coos	24,900	23,100	93	
Douglas	36,100	34,400	95	
Jackson	53,700	51,900	97	
Josephine	24,400	23,000	94	
Klamath	23,100	22,300	97	

Station Totals	2,935,200	2,830,800	96
Net Weekly Circulation (1983)		1,093,800	
Average Daily Circulation (1983)		404,200	

California—San Francisco

KDTV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 2570-kw max. & 813-kw horizontal visual, 257-kw max. & 81.3-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 225-ft. above ground, 1476-ft. above sea level.

Latitude 37° 41' 07"
Longitude 122° 26' 01"

Transmitter: San Bruno Mtn., 1.6-mi. S of San Francisco.

News Services: UPI, Bay Area News Service.

Satellite Earth Station: Scientific-Atlanta; 4.6-meter.

Network Service: Spanish International Network.

Licensee: Bahia de San Francisco Television Co., 2200 Palou Ave., San Francisco, Cal. 94124.

Studio: 2200 Palou Ave. Telephone: 415-641-1400.

Ownership: Reynold V. Anselmo, pres.-treas., 40%; William D. Stiles, 4.7%, Daniel Villanueva & Joaquin Blaya 11.111% each; Emilio Nicolas & Malcolm C. Robbins, 5.556% each; George F. Ledoux, 4.444%; Leo Oblath, Robert Porter & Clair M. Higgins, 2.778% each; Sally Segal, v.p.-secy.; Ronald S. Rosen, asst. secy. All of above except Robbins, Stiles, Ledoux & Higgins hold interest in Spanish International Communications Corp. For Spanish International holdings, see Group Ownership of TV Stations.

Began Operation: Aug. 13, 1975 on Ch. 60. Switched to Ch. 14 March 5, 1979.

Represented (sales) by SIN Television Network.

Represented (legal) by Norman P. Leventhal.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

EMILIO NICOLAS JR., vice president & general manager.

JORGE BELON, production manager.

DON PARSONS, general sales manager.

KEN SCHREINER, chief engineer.

Highest 30 Sec. Rate: \$600.

Arbitron Data: Not available.



MALARKEY-TAYLOR ASSOCIATES

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California--San Francisco

KGO-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1670-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"
Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

AM Affiliate: KGO, 50-kw, 810 kHz (ABC).

News Services: AP, UPI.

Network Service: ABC.

Licensee: American Broadcasting Companies Inc., 277 Golden Gate Ave., San Francisco, Cal. 94102.

Studio: 277 Golden Gate Ave. Telephone: 415-863-0077.

TWX: 910-372-7321. Telex: 34-0250.

Ownership: American Bcstg. Cos. Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- JIM OSBORN, vice president & general manager.
- PHIL NYE, vice president & station manager.
- BOB YOUNG, general sales manager.
- SCOTT SIMENSKY, national sales manager.
- MICHAEL JACK, local sales manager.
- ROBERT WOODRUFF, program director.
- BOB MITCHELL, assistant program director.
- LYNNE MOK, film director.
- JIM VON STRIVER, engineering director.
- DON ROMAN, production services supervisor.
- PETER JACOBUS, news director.
- ANDREW FESSEL, research director.
- ANTHONY SAVICKE, controller.

Rates: Available on request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda	440,000	426,500	97
	Contra Costa			
	East	22,900	22,400	98
	Contra Costa			
	West	237,200	231,900	98
	Lake	17,100	15,900	93
	Marin	93,900	90,900	97
	Mendocino	27,200	25,100	92
	Napa	39,500	38,100	96
	Placer East	3,500	3,300	96
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98
	Santa Clara			
	East	11,600	11,300	97
	Santa Clara			
	West	483,200	470,500	97
Solano East	52,000	50,800	98	
Solano West	36,800	35,900	98	
Sonoma	127,200	121,800	96	



KGO-TV BPCT-2401 Granted 2/10/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	El Dorado East	12,200	11,700	96
	Merced	48,400	46,500	96
	Monterey	101,900	98,100	96
	Nevada	22,600	21,400	94
	San Benito	8,600	8,200	95
	Santa Cruz	78,700	75,500	96
Sutter	20,200	19,600	97	
Yuba	18,700	18,100	97	
NEVADA	Carson City	14,000	13,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Amador	8,600	8,200	95
	Butte	62,800	60,000	95
	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	El Dorado West	24,900	24,100	97
	Humboldt	43,900	42,100	96
	Mariposa	4,600	4,300	93
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	San Joaquin	133,100	127,600	96
	Shasta	47,900	46,400	97
	Sierra	1,500	1,400	93
Stanislaus	103,800	99,000	95	
Tehama	15,900	15,400	97	
Tuolumne	14,100	13,300	94	
Yolo	44,700	43,000	96	
NEVADA	Douglas	8,800	8,400	96

Station Totals	3,031,300	2,924,200	96
Net Weekly Circulation (1983)		1,936,300	
Average Daily Circulation (1983)		1,100,900	

California-San Francisco

KPIX

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1660-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"
Longitude 122° 27' 05"

Transmitter: Mt. Sutro Television Center.

News Service: Group W Newsfeed.

Satellite Earth Station: Scientific-Atlanta; 11-meter.

Network Service: CBS.

Licensee: Group W, Westinghouse Broadcasting and Cable Inc., 855 Battery St., San Francisco, Cal. 94111.

Studio: 855 Battery St.

Telephone: 415-362-5550. TWX: 415-393-7334.

Ownership: Subsidiary of Westinghouse Electric Corp. For other interests, see Group W under Group Ownership of TV Stations.

Began Operation: Dec. 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by Group W Television Sales.

Personnel:

- ARTHUR H. KERN, vice president & general manager.
- BOB GEORGE, station manager.
- TERRY SCHROEDER, controller.
- MARTIN EDELMAN, local sales manager.
- FREDERICK EPPINGER, national sales manager.
- HAL GRANT, production manager.
- FLORENCE WEISS, operations manager.
- LEN SCHLOSSER, public affairs director.
- RON CROWE, creative services director.
- MARK COHEN, news director.
- MERRILL WEISS, chief engineer.

Highest 30 Sec. Rate (April 1, 1982): \$12,000.

NETWORK BASE HOURLY RATE: \$2900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda	440,000	426,500	97
	Contra Costa			
	East	22,900	22,400	98
	Contra Costa			
	West	237,200	231,900	98
	Lake	17,100	15,900	93
	Marin	93,900	90,900	97
	Mendocino	27,200	25,100	92
	Napa	39,500	38,100	96
	San Benito	8,600	8,200	95
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98
	Santa Clara			
	East	11,600	11,300	97
	Santa Clara			
	West	483,200	470,500	97
	Solano East	52,000	50,800	98
	Solano West	36,800	35,900	98
Sonoma	127,200	121,800	96	
Tuolumne	14,100	13,300	94	



KPIX BPCT-4230 Granted 6/24/69 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	El Dorado East	12,200	11,700	96
	Humboldt	43,900	42,100	96
	Mariposa	4,600	4,300	93
	Merced	48,400	46,500	96
	Monterey	101,900	98,100	96
	Nevada	22,600	21,400	94
	Placer East	3,500	3,300	96
	Santa Cruz	78,700	75,500	96
	Shasta	47,900	46,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Amador	8,600	8,200	95
	Butte	62,800	60,000	95
	Del Norte	7,500	7,000	93
	El Dorado West	24,900	24,100	97
	Glenn	8,400	8,100	96
	Mono	4,100	3,500	85
	Placer West	44,400	42,700	96
	San Joaquin	133,100	127,600	96
	Sierra	1,500	1,400	93
	Siskiyou	16,100	15,000	93
	Stanislaus	103,800	99,000	95
	Tehama	15,900	15,400	97
	NEVADA			
	Douglas	8,800	8,400	96
Carson City	14,000	13,700	98	
OREGON				
Douglas	36,100	34,400	95	
Jackson	53,700	51,900	97	
Klamath	23,100	22,300	97	

Station Totals	3,075,500	2,965,600	96
Net Weekly Circulation (1983)		1,983,500	
Average Daily Circulation (1983)		1,091,200	

California-San Francisco

KRON-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1680-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"
Longitude 122° 27' 05"

Transmitter: Clarendon Heights between Mt. Sutro & Twin Peaks.
News Services: AP, UPI, National Weather Service, CNN, NEXIS Local Program Network, Environmental Data Service, Bay City News.
Network Service: NBC.

Licensee: Chronicle Broadcasting Co., 1001 Van Ness Ave. 94109.

Studio: 1001 Van Ness Ave., San Francisco 94109

Telephone: 415-441-4444. TWX: 910-372-6502.

Ownership: The Chronicle Publishing Co., publisher of San Francisco Chronicle, 100%. Chronicle also owns WOWT, Omaha, Neb.; KAKE-TV, Wichita & KUPK-TV, Garden City, Kan.

Began Operation: Nov. 15, 1949.

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

F. A. MARTIN, president & chief executive officer.
JAMES H. SMITH, vice president & general manager.
GLEN E. PICKELL, vice president, finance & administration.
ROLLIN COLLINS, general sales manager.
WILLIAM J. McGOWAN, national sales manager.
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DALE PAINE, sales manager.
DAVID E. WILSON, program manager.
JOSEPH M. BERINI, chief engineer.
BRUCE C. LINDGREN, creative services director.
LINDA R. GUESS, director of public relations.
MIKE FERRING, news director.
PATRICIA A. MACHOLL, research director.

Highest 30 Sec. Rate (Aug. 10, 1983): \$8500

NETWORK BASE HOURLY RATE: \$3213.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda	440,000	426,500	97
	Contra Costa			
	East	22,900	22,400	98
	Contra Costa			
	West	237,200	231,900	98
	Lake	17,100	15,900	93
	Marin	93,900	90,900	97
	Mendocino	27,200	25,100	92
	Napa	39,500	38,100	96
	San Benito	8,600	8,200	95
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98
	Santa Clara			
	East	11,600	11,300	97
	West	483,200	470,500	97
	Solano East	52,000	50,800	98
	Solano West	36,800	35,900	98
Sonoma	127,200	121,800	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Amador	8,600	8,200	95
	Butte	62,800	60,000	95
	El Dorado West	24,900	24,100	97
	Humboldt	43,900	42,100	96
	Monterey	101,900	98,100	96
	Nevada	22,600	21,400	94
	Santa Cruz	78,700	75,500	96
	Shasta	47,900	46,400	97
	Tuolumne	14,100	13,300	94

Between 5-24%	CALIFORNIA			
	Colusa	4,800	4,600	96
	Del Norte	7,500	7,000	93
	Mariposa	4,600	4,300	93
	Mono	4,100	3,500	85
	Placer East	3,500	3,300	96
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	San Joaquin	133,100	127,600	96
	Sierra	1,500	1,400	93
	Stanislaus	103,800	99,000	95
	Sutter	20,200	19,600	97
	Tehama	15,900	15,400	97
Trinity	5,200	4,800	92	
Yolo	44,700	43,000	96	
Yuba	18,700	18,100	97	

Station Totals	2,955,800	2,850,700	96
Net Weekly Circulation (1983)		1,883,300	
Average Daily Circulation (1983)		913,300	

California--Oakland-San Francisco

KTVU

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20.9-kw aural. Antenna: 1571-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"
Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

News Services: AP, UPI, INDX, Bay Cities News Service.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Miami Valley Broadcasting Corp., 2 Jack London Square, Oakland, Cal.

Studio: Jack London Square, Oakland.

Telephone: 415-834-1212.

TWX: 910-366-7269.

Mailing Address: Box 22222, Oakland, Cal. 94623.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Communications Inc. For other Cox interests, see Group Ownership of TV Stations.

Began Operation: March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

Represented (sales) by TeleRep.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- ALAN BELL, vice president & general manager.
- JAY FINKELMAN, station manager.
- RICHARD GOLDMAN, general sales manager.
- MICHAEL A. LIFF, national sales manager.
- JAY SONDEHEIM, local sales manager.
- THOMAS A. BREEN, program director.
- MARLENE HOLDERBAUM, controller.
- IAN ZELICK, asst. to gen. mgr. & dir., community programming.
- CAROLINE KLAS, asst. program director.
- RAY JACOBS, director of administration.
- STERLING DAVIS, production manager.
- RAY SWENSON, chief engineer.
- FRED ZEHNDER, news director.

Highest 30 Sec. Rate (March 1982): \$3500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda	440,000	426,500	97
	Amador	8,600	8,200	95
	Contra Costa			
	East	22,900	22,400	98
	West	237,200	231,900	98
	Del Norte	7,500	7,000	93
	El Dorado East	12,200	11,700	96
	El Dorado West	24,900	24,100	97
	Lake	17,100	15,900	93
	Marin	93,900	90,900	97
	Mariposa	4,600	4,300	93
	Mendocino	27,200	25,100	92
	Monterey	101,900	98,100	96
	Napa	39,500	38,100	96
	Nevada	22,600	21,400	94
	Placer East	3,500	3,300	96
	Plumas	7,500	7,000	93
	San Benito	8,600	8,200	95
San Francisco	298,300	280,000	94	
San Mateo	235,400	231,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Santa Clara East	11,600	11,300	97
	Santa Clara West	483,200	470,500	97
	Santa Cruz	78,700	75,500	96
	Sierra	1,500	1,400	93
	Solano East	52,000	50,800	98
	Solano West	36,800	35,900	98
	Sonoma	127,200	121,800	96
	Sutter	20,200	19,600	97
	Tuolumne	14,100	13,300	94
	Yuba	18,700	18,100	97
Between 25-49%	CALIFORNIA			
	Butte	62,800	60,000	95
	Calaveras	8,900	8,500	96
	Colusa	4,800	4,600	96
	Glenn	8,400	8,100	96
	Humboldt	43,900	42,100	96
	Merced	48,400	46,500	96
	Mono	4,100	3,500	85
	Placer West	44,400	42,700	96
	San Joaquin	133,100	127,600	96
	Shasta	47,900	46,400	97
	Stanislaus	103,800	99,000	95
	Tehama	15,900	15,400	97
NEVADA				
Washoe	86,300	84,100	97	
Carson City	14,000	13,700	98	
OREGON				
Klamath	23,100	22,300	97	
Between 5-24%	CALIFORNIA			
	Kern East	23,000	22,200	96
	Madera	23,200	22,200	96
	San Luis Obispo	64,700	61,900	96
	Siskiyou	16,100	15,000	93
	Yolo	44,700	43,000	96
(Continued on page 77)				
Station Totals		3,670,800	3,538,800	96
Net Weekly Circulation (1983)			2,089,400	
Average Daily Circulation (1983)			973,700	

California-San Francisco

KTZO

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 1700-kw horizontal visual, 500-kw max. & 170-kw horizontal aural. Antenna: 1266-ft. above av. terrain, 251-ft. above ground, 1481-ft. above sea level.

Latitude 37° 41' 17"
Longitude 122° 26' 07"

Transmitter: San Bruno Mtn.

News Service: UPI.

Satellite Earth Station: In operation; 5-meter.

Network Service: None, independent.

Licensee: Pacific FM Inc., 2500 Marin St., San Francisco, Cal. 94124.

Studio: 2500 Marin St., San Francisco, Cal. 94124.

Telephone: 415-821-2020.

Ownership: James J. Gabbert, pres., 85%; Michael P. Lincoln, secy.-treas., 15%.

Began Operation: April 1, 1968. Left air March 30, 1971. Sale to Leon Crosby approved by FCC Jan. 19, 1972. Resumed operation Feb. 4, 1972 (Television Digest, Vol. 12:6). Sale to present owner approved Sept. 5, 1980 (Vol. 19:34; 20:10). Resumed operation Oct. 1, 1980.

Represented (Sales) by Blair Television.

Personnel:

- JAMES J. GABBERT, president.
- MICHAEL P. LINCOLN, general manager.
- BOB SWISHER, station manager.
- DAVID STEVEN COULAM, chief engineer.
- DENISE ST. LOUIS, promotion director.

Highest 30 Sec. Rate: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Alameda	440,000	426,500	97
	Contra Costa East	22,900	22,400	98
	Contra Costa West	237,200	231,900	98
	Marin	93,900	90,900	97
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Santa Clara West	483,200	470,500	97
	Solano West	36,800	35,900	98
	CALIFORNIA			
Between 5-24%	Mono	4,100	3,500	85
	Napa	39,500	38,100	96
	San Joaquin	133,100	127,600	96
	Solano East	52,000	50,800	98
	Sonoma	127,200	121,800	96
Station Totals		2,203,600	2,130,900	96
Net Weekly Circulation (1983)			723,900	
Average Daily Circulation (1983)			275,000	

California-San Francisco

KVOF-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2584-kw max. & 895-kw horizontal visual, 417-kw max. & 145-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 184-ft. above ground, 1499-ft. above sea level.

Latitude 37° 41' 15"
Longitude 122° 26' 04"

Transmitter: San Bruno Peak.

Arbitron Data: Not available.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Satellite Earth Stations: In operation.

Network Service: None, independent.

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal. 91205.

Studio: Radio Rd., San Bruno Mtn.

Telephone: 213-245-7575.

Mailing Address: 389 Church St., San Francisco, Cal. 94114.

Ownership: A church corp. Dr. W. Eugene Scott, pres.; W. T. Scott, secy.-treas. Faith Center also owns WHCT-TV, Hartford, Conn.; KHOF(FM), Los Angeles, Cal.

Began Operation: Dec. 28, 1968 as KUDO, left air April 15, 1971. Sale to present owner approved by FCC May 29, 1973. Resumed operation Aug. 4, 1974.

Represented (legal) by Tepper, Edmundson, Greenspoon & Stoer.

Personnel:

DR. EUGENE SCOTT, president & general manager.

JOSEPH CORTES, director of operations & programming.

JOE SHACKLEFORD, director of engineering.

STAN LEHMAN, chief engineer.

Rates: Not available.



**For Low-Power TV Stations
consult Index**

California--San Jose

KICU-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2735-kw max. & 1440-kw horizontal visual, 273.5-kw max. & 144-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 202-ft. above ground, 2794-ft. above sea level.

Latitude 37° 29' 05"
Longitude 121° 51' 53"

Transmitter: Monument Peak, 4.5-mi. SE of Mission San Jose.

News Service: AP.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Microwave General, 5-meter.

Network Service: None, independent.

Licensee: Ralph C. Wilson Industries Inc., Box 36, San Jose, Cal. 95109.

Studio: 1585 Schallenberger Rd., San Jose 95131.

Telephone: 408-298-3636.

Sales Offices Telephones: 213-930-2450, Los Angeles; 415-398-3636, San Francisco; 212-697-0944, New York.

Ownership: Ralph C. Wilson Industries Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 1, 1967. Sale to present owner by Vincent B. Welch, et al., approved by FCC Nov. 27, 1979 (Television Digest, Vol. 19:39).

Represented (sales) by Seltel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOHN DAVISON, vice president & general manager.

JIM EVERS, station manager & director of sales.

BRENT SCHEINER, sales manager.

W. S. BEEMAN, director of engineering.

JIM KRAENZEL, chief engineer.

DOUGLAS McKNIGHT, news director.

SCOTT McIVER, director of accounting.

ROY AVILA, community affairs director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 25-49%	Contra Costa			
	West	237,200	231,900	98
	Lake	17,100	15,900	93
	Marin	93,900	90,900	97
	Monterey	101,900	98,100	96
	Santa Clara			
	West	483,200	470,500	97
	Santa Cruz	78,700	75,500	96
	Sutter	20,200	19,600	97
	Yuba	18,700	18,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Alameda	440,000	426,500	97
	Amador	8,600	8,200	95
	Calaveras	8,900	8,500	96
	Contra Costa			
	East	22,900	22,400	98
	El Dorado West	24,900	24,100	97
	Mendocino	27,200	25,100	92
	Napa	39,500	38,100	96
	Nevada	22,600	21,400	94
	Placer West	44,400	42,700	96
	Plumas	7,500	7,000	93
	Sacramento	327,100	318,300	97
	San Benito	8,600	8,200	95
	San Francisco	298,300	280,000	94
	San Joaquin	133,100	127,600	96
	San Mateo	235,400	231,000	98
	Santa Clara			
	East	11,600	11,300	97
	Solano East	52,000	50,800	98
Solano West	36,800	35,900	98	
Sonoma	127,200	121,800	96	
Station Totals		2,927,500	2,829,400	96
Net Weekly Circulation (1983)			615,600	
Average Daily Circulation (1983)			203,100	

California-San Jose

KNTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 80.65-kw visual, 9.48-kw aural. Antenna: 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"
Longitude 121° 28' 50' 34"

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

News Services: AP, UPI, Bay Cities News.

Satellite Earth Station: Andrew, 7.5-meter; Avantek receivers.

Network Service: ABC.

Licensee: KNTV Inc., 645 Park Ave., San Jose, Cal. 95110.

Studio: 645 Park Ave. Telephone: 408-286-1111.

Ownership: Landmark Communications Inc. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 12, 1955. Sale to present owner by Gill Industries approved by FCC July 28, 1978 (Television Digest, Vol. 18:3).

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

RICHARD FRAIM, vice president & general manager.
GREGG LeMIERE, director of sales.
ROBERT MAHLMAN, sales manager.
JOHN HAYES, news director.
STEWART PARK, program director.
MICHAEL LERNER, promotion director.
LOUIS R. BELL, director of engineering.
BARBARA M. SMITH, controller.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1250.



Station Totals	2,194,400	2,121,000	96
Net Weekly Circulation (1983)		482,200	
Average Daily Circulation (1983)		205,400	

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Monterey	101,900	98,100	96
	San Benito	8,600	8,200	95
	Santa Clara			
Between 25-49%	East	11,600	11,300	97
	Santa Cruz	78,700	75,500	96
	CALIFORNIA			
Between 5-24%	Mariposa	4,600	4,300	93
	Santa Clara			
	West	483,200	470,500	97
	CALIFORNIA			
	Alameda	440,000	426,500	97
	Contra Costa			
	West	237,200	231,900	98
Marin	93,900	90,900	97	
Napa	39,500	38,100	96	
San Francisco	298,300	280,000	94	
San Mateo	235,400	231,000	98	
Sonoma	127,200	121,800	96	
Sutter	20,200	19,600	97	
Tuolumne	14,100	13,300	94	

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California--San Jose

KSTS

Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 4570-kw max. visual, 457-kw max. aural. Antenna: Circularly-polarized, 2070-ft. above av. terrain, 322-ft. above ground, 2872-ft. above sea level.

Latitude 37° 29' 05"
Longitude 121° 51' 51"

Transmitter: Monument Peak, approx. 10-mi. NNE of San Jose.

News Service: AP.

Satellite Earth Station: Harris; 5.2-meter.

Network Service: None, independent.

Licensee: National Group TV Inc., 2349 Bering Dr., San Jose, Cal. 95131.

Studio: 2349 Bering Dr., San Jose, Cal.

Telephone: 408-946-3400.

Ownership: Nathaniel J. Douglas Jr., chmn. & Hazel B. Douglas, v.p., 52% jointly; John M. Rohrbach Jr., pres. & Lois H. Rohrbach, 18% jointly; William J. Horn, sr. v.p. & Lillian M. Horn, 14.9% jointly; others, none with more than 6%. Principals have interest in CP for Ch. 16, Burlington, N.C.

Began Operation: May 10, 1981.

Represented (legal) by Mullin, Rhyne, Emmons & Topel.

Personnel:

- N. JOHN DOUGLAS, chairman.
- JOHN ROHRBACH, president & general manager.
- MIKE KELLEY, general sales manager.
- DAVID GLICK, chief engineer.
- VIC CABRERA, operations manager.
- GEORGE BRAUCKMAN, news director.
- STARR JONES, business manager.

Highest 30 Sec. Rate (May 1, 1983): \$150.



For Group Ownership of TV Stations,
consult Index

California-San Luis Obispo

KSBY-TV

Ch. 6

KSBY-TV 6

BLAIR TELEVISION

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1780-ft. above av. terrain, 459-ft. above ground, 2904-ft. above sea level.

Latitude 35° 21' 37.0"
Longitude 120° 39' 17.5"

Transmitter: Los Padres Forest, 5.5-mi. N of town.

News Services: UPI, NIWS, NBC, CNN.

Satellite Earth Station: Harris; 10-meter.

Network Service: NBC.

Licensee: Blair Broadcasting of California, Box 1368, San Luis Obispo, Cal. 93406.

Studio: Mt. View & Hill Sts.

Mailing Address: Box 1368, San Luis Obispo 93406.

Telephone: 805-541-6666. TWX No.: 910-368-7058.

Ownership: See Group Ownership of TV Stations.

Began Operation: May 25, 1953. Sale to present owner approved by FCC Feb. 14, 1979 (Television Digest, Vol. 18:3). Previous sale to Central California Communications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-owners John C. Cohan and Jerome Kantro approved July 18, 1957 by FCC. Cohan and Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (Vol. 12:24; 13:22, 29).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

- DAVID COX, vice president & general manager.
- JOHN GRIMES, operations manager.
- KENNETH REID, chief engineer.
- PETER MAGNUSSON, local sales manager.
- RICKI ELLIS, national sales manager.
- VIVI ST. AMAND, program/promotion director.

Highest 30 Sec. Rate (July 1982): \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



KSBY-TV BMPCT-1066 Granted 4/29/53 © American Map Corp., 14244 - 1

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Luis Obispo	64,700	61,900	96
	Santa Barbara North	49,900	48,000	96
Between 25-49%	CALIFORNIA			
	Santa Barbara South	65,800	63,200	96
Station Totals		180,400	173,100	95
Net Weekly Circulation (1983)			115,900	
Average Daily Circulation (1983)			63,000	

California-Santa Barbara

KEYT

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"
Longitude 119° 57' 08"

Transmitter: TV Peak, Santa Ynez Mts.

News Service: UPI.

Network Service: ABC.

Licensee: Key Television Inc., Drawer 'X', Santa Barbara, Cal. 93102.

Studio: 730 Miramonte Dr. 93109.

Telephone: 805-965-8533. TWX: 910-334-1183.

Ownership: Key Television Inc. William F. Luton & family, 100%.

Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (Television Digest, Vol. 12:52; 13:9, 13).

Represented (sales) by Seltel Inc.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Personnel:

WILLIAM F. LUTON, president & treasurer.
WILLIAM F. LUTON JR., vice president & general manager.
GENE FORSELL, community relations director.
JEAN WIEGMAN, production manager.
DIANE CUMMINGS, director of news.
FRANK GODDARD, chief engineer.
RENEE FOLEY, program supervisor.

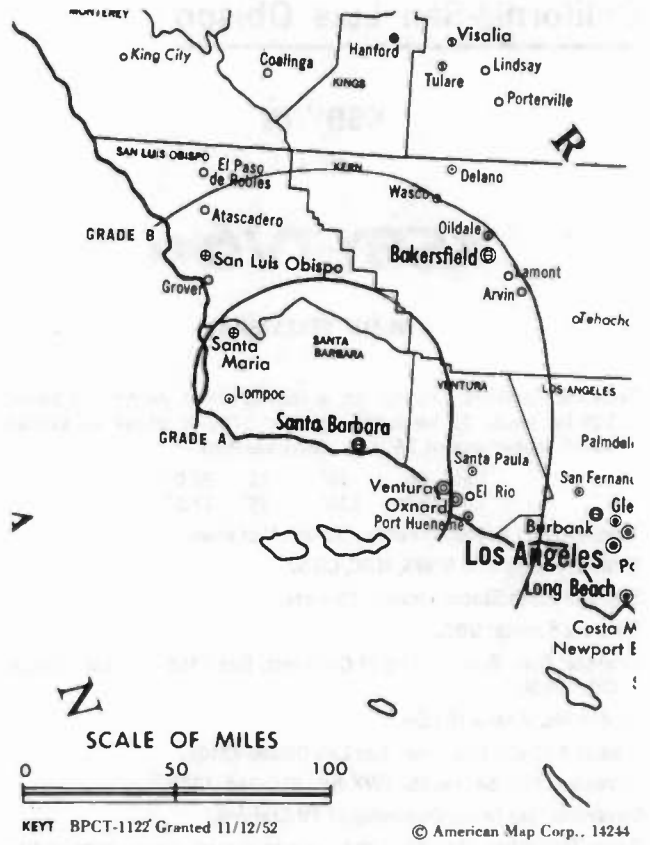
Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$444.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Luis Obispo	64,700	61,900	96
	Santa Barbara			
	North	49,900	48,000	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Santa Barbara South	65,800	63,200	96
Between 25-49%	CALIFORNIA Ventura	191,000	186,400	98
Station Totals		371,400	359,500	96
Net Weekly Circulation (1983)			216,700	
Average Daily Circulation (1983)			105,100	

California--Santa Maria

KCOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 22.9-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"
Longitude 120° 11' 08"

Transmitter: Tepusquet Peak.

News Service: AP.

Network Service: CBS.

Licensee: Stauffer Communications Inc.

Studios: 1503 N. McClelland, Santa Maria, Cal. 93454; 1110 Coast Village Circle, Santa Barbara, Cal. 93017.

Telephone: 805-922-0505. TWX: 910-351-5875.

Ownership: Stauffer Communications Inc. For other interests see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: March 16, 1964. Transfer of negative control from Dale G. Moore approved by FCC June 30, 1971. Sale to present owner by Helen Pedotti, et al., approved by FCC June 17, 1980 (Television Digest, Vol. 20:5).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

RUSH EVANS, general manager.

BOB BRADLEY, general sales manager.

LARRY SCOTT, operations manager.

JIM HARRISON, news director.

TINA VAUDRIN, promotion director.

DENNIS BORNHOFT, chief engineer.

Highest 30 Sec. Rate (Aug. 1, 1983): \$1000.

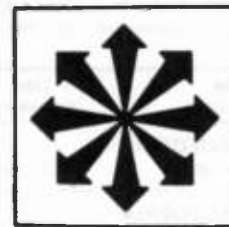
NETWORK BASE HOURLY RATE: \$350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Luis Obispo	64,700	61,900	96
	Santa Barbara			
	North	49,900	48,000	96
	South	65,800	63,200	96
Station Totals		180,400	173,100	95
Net Weekly Circulation (1983)			149,200	
Average Daily Circulation (1983)			72,600	



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California—Santa Rosa

KFTY

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz), Authorized power: 302-kw max. & 209-kw horizontal visual, 41.7-kw aural. Antenna: 3080-ft. above av. terrain, 157-ft. above ground, 4467-ft. above sea level.

Latitude 38° 40' 09.6"
Longitude 122° 37' 51.7"

Transmitter: 16-mi. NE of Santa Rosa on Mt. St. Helena.

News Services: AP, INN.

Satellite Earth Stations: Simulsat, 5-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Sonoma Broadcasting Inc., Box 1150, Santa Rosa, Cal. 95402.

Studio: 533 Mendocino Ave., Santa Rosa 95401.

Telephone: 707-526-5050.

Mailing Address: Box 1150, Santa Rosa 95402.

Ownership: W. A. Brown, 100%.

Began Operation: May 1, 1981.

Represented (legal) by Farrand, Marti & Cooper.

Personnel:

JAMES D. JOHNSON, exec. vice president & general manager.

FRANK SAVAGE, vice president, sales & marketing.

BOB SHERWOOD, vice president, news.

KEN BAILEY, vice president, broadcast services.

JOE PEREZ, vice president, engineering.

Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate (Aug. 1, 1983): \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA Sonoma	127,200	121,800	96
Between 5-24%	CALIFORNIA Lake Napa	17,100 39,500	15,900 38,100	93 96
Station Totals		183,800	175,800	95
Net Weekly Circulation (1983)				65,500
Average Daily Circulation (1983)				23,500

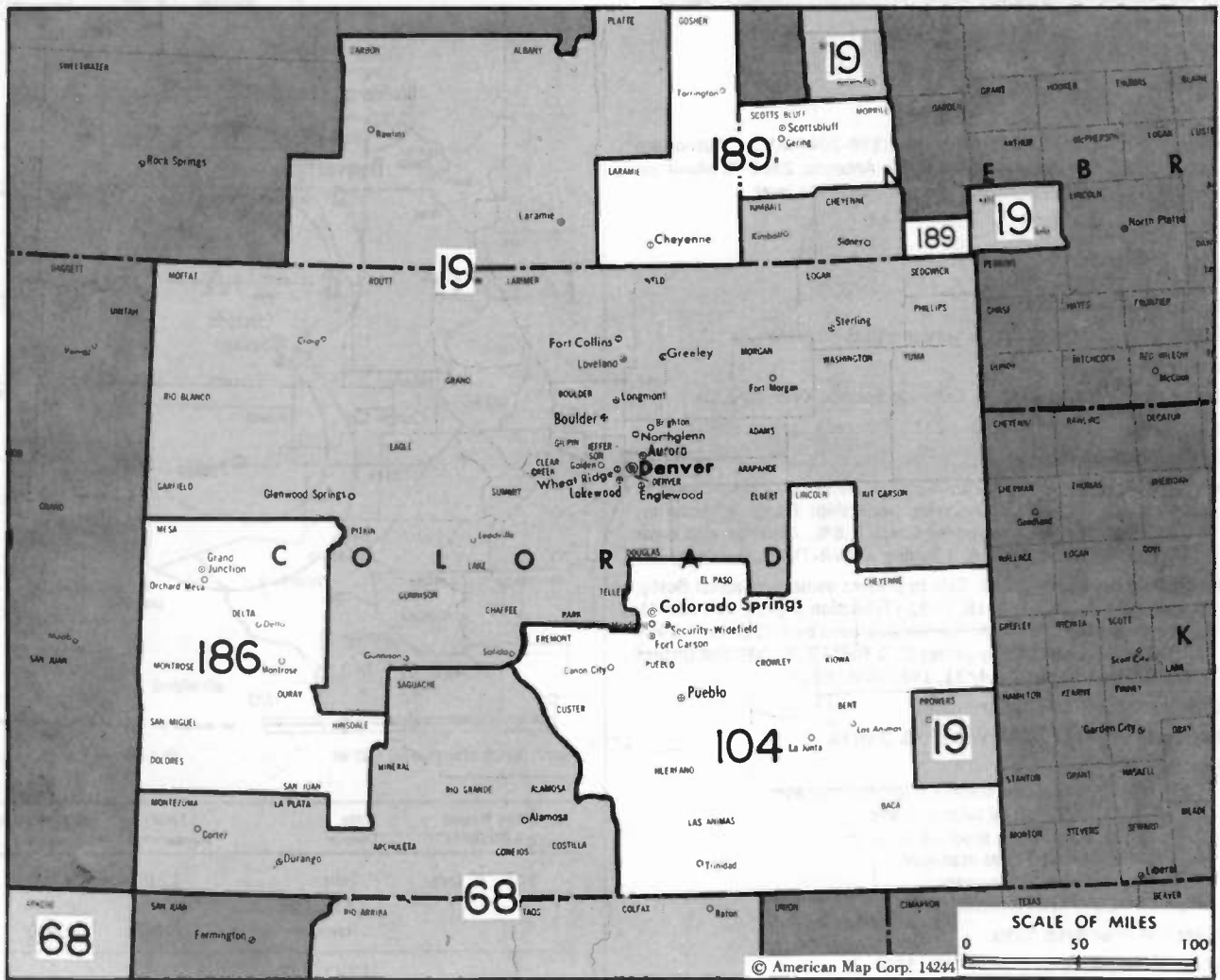


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Colorado



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Denver, Colo.	911,600	19	523,000	20	KBTU (9), KCNC-TV (4), KDVR (31), KMGH-TV (7), KWGN-TV (2)
Albuquerque, N.M.	357,800	68	192,000	72	KGGM-TV (13), KGSW (14), KNAT (23), KOAT-TV (7), KOB-TV (4)
Colorado Springs-Pueblo, Colo.	199,500	104	128,000	96	KKTV (11), KOAA-TV (5), KRDO-TV (13)
Grand Junction, Colo.	52,500	186	23,000	182	KJCT-TV (8), KREX-TV (5), KREY-TV (10), KREZ-TV (6)
Cheyenne, Wyo.	49,600	189	23,000	182	KSTF (10), KTVS (3), KYCU-TV (5)

Colorado Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	12	1	13
Educational Television Stations	3	0	3
			16

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

KOAA-TV

Pueblo-Colorado Springs
(See Colorado Springs, Colo.)

KKTV & KRDO-TV, Pueblo
(See Colorado Springs, Colo.)

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Colorado--Colorado Springs-Pueblo

KKTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 232.6-kw visual, 46.5-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"
Longitude 104° 51' 41"

Transmitter: Cheyenne Mtn.

News Services: AP, CBS.

Satellite Earth Station: ADM, 3.5-meter; Drake receivers.

Network Service: CBS.

Licensee: KKTV Inc., Box 2110, Colorado Springs, Colo. 80901.

Studio: 3100 N. Nevada Ave., Box 2110, Colorado Springs 80901.

Telephone: 303-634-2844.

Ownership: Ackerley Inc., 100%. Barry A. Ackerley, pres.; Lewis B. Blakeney Jr., secy.-treas. Ackerley ownership: Barry A. Ackerley, 98.2%; First Chicago Investment Corp., 1.8%. Ackerley also owns WIXT(TV), Syracuse, N.Y. & is buying KPWR-TV, Bakersfield, Cal.

Began Operation: Dec. 7, 1952. Sale to present owner by Capitol Bcstg. Co. approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:44). Sale to Capitol by Willard W. Garvey approved by FCC June 4, 1969 (Vol. 9:23). Previous sale by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Vol. 3:31).

Represented (sales) by Katz Television.

Represented (legal) by Rubin, Winston & Diercks.

Personnel:

SCOTT VAUGHAN, vice president & general manager.

JAMES D. LUCAS, general sales manager.

CAROLYN RICHARDSON, program director.

DON FRANZEN, operations manager.

RICK CRADDOCK, chief engineer.

HAL KENNEDY, news director.

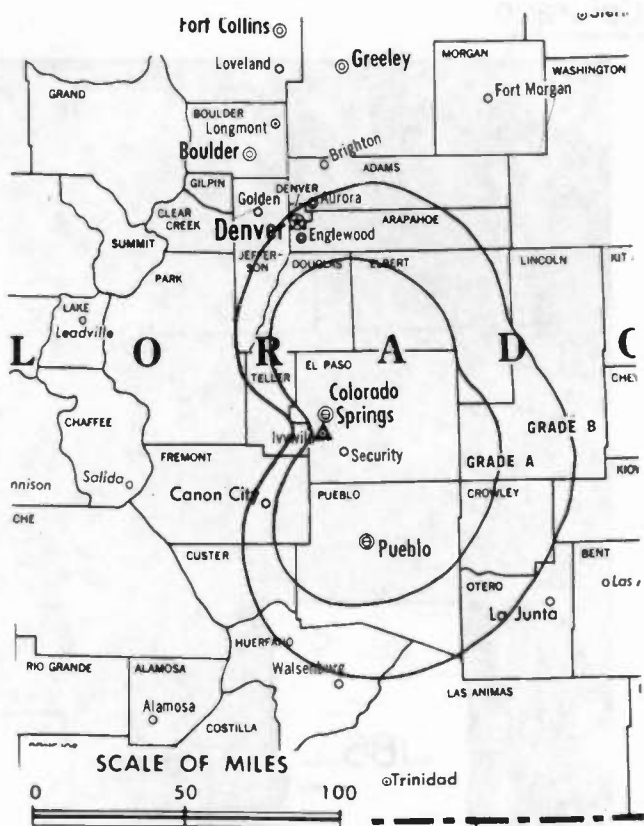
Highest One Hour Rate: \$550.

Highest 30 Sec. Rate (July 26, 1983): \$500.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	800	800	100
	Crowley	1,100	1,100	100
	Custer	600	600	100
	El Paso	117,400	115,600	98
	Fremont	10,900	10,500	96
	Huerfano	2,400	2,300	96
	Kiowa	700	700	100
	Las Animas	5,500	5,200	94
	Lincoln	1,800	1,700	94
	Otero	8,200	7,900	97
	Pueblo	47,100	46,300	98
Saguache	1,500	1,400	93	



KKTV BPCT-2759 Granted 4/27/60

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Teller	3,300	3,200	97	
	KANSAS				
	Hamilton	1,000	1,000	100	
Between 25-49%	COLORADO				
	Conejos	2,400	2,300	96	
	Costilla	1,000	900	90	
	Prowers	4,900	4,600	94	
	KANSAS				
	Wallace	700	700	100	
	NEW MEXICO				
	Colfax	5,200	4,900	94	
	Between 5-24%	COLORADO			
		Alamosa	4,200	4,000	95
Douglas		9,200	9,100	99	
Elbert		2,600	2,500	96	
Gunnison		4,200	3,900	93	
Park		2,300	2,200	96	
Rio Grande		3,400	3,200	94	
NEW MEXICO					
Harding		400	400	100	
Union		1,700	1,600	94	
Station Totals		248,400	242,200	97	
Net Weekly Circulation (1983)				193,000	
Average Daily Circulation (1983)				122,500	

Colorado-Pueblo-Colorado Springs

KOAA-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 44' 47"
Longitude 104° 51' 37"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

News Services: AP, CNN, NIWS.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: NBC.

Licensee: Sangre de Cristo Communications Inc.

Studio: Television Center, 2200 7th Ave., Pueblo 81003.

Telephone: 303-544-5782.

Ownership: Wholly-owned subsidiary of Evening Post Publishing Co. For other interests, see KDBC-TV, El Paso, Tex.

Began Operation: June 29, 1953. Sale to present owner by Mahlon T. White, William Grant, et al., approved by FCC Aug. 6, 1976. Previous sale by Metropolitan TV Co. approved June 6, 1968 (Television Digest, Vol. 8:24). Sale by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 (Vol. 17:35; 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr. to Star Bcstg. Co., approved Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales) by Seltel Inc.; Eileen Weinert (Denver).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOHN O. GILBERT, president & general manager.

ANTHONY MAISEL, station manager.

JACK SINCLAIR, program director.

PETE REMMERT, general sales manager.

FLO ISRINGHAUSEN, national sales manager.

JAMES SCHAEFFER, Pueblo sales manager.

DAVE ROSE, news director.

JOE DIAZ, production manager.

KEN RENFROW, chief engineer.

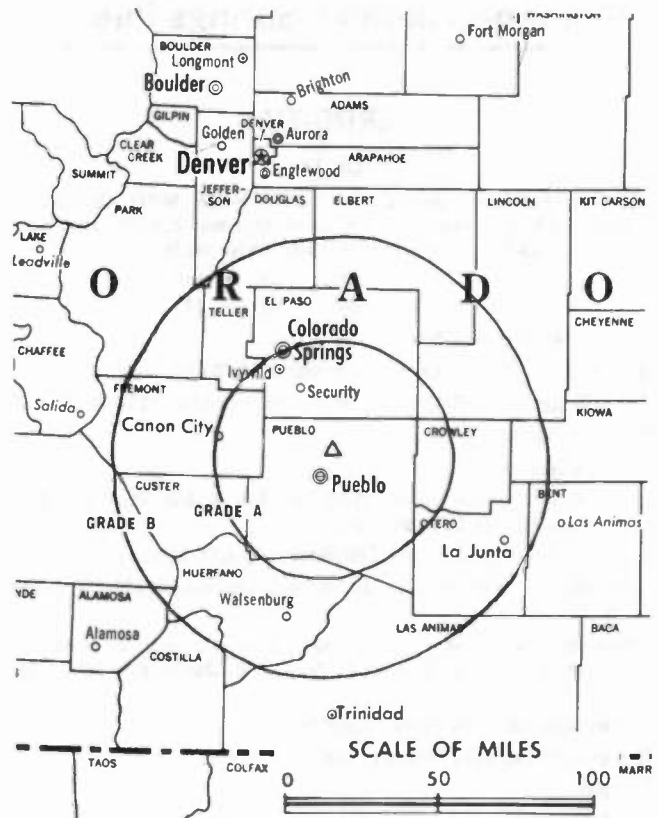
LES PATTERSON, assistant operations manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$325.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	800	800	100
	Crowley	1,100	1,100	100
	Custer	600	600	100
	Delta	8,500	8,100	95
	El Paso	117,400	115,600	98
	Fremont	10,900	10,500	96
	Gunnison	4,200	3,900	93
	Hinsdale	200	200	100
	Huerfano	2,400	2,300	96
	Kiowa	700	700	100



KOAA-TV BMPCT-5334 7/8/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Las Animas	5,500	5,200	94
	Mineral	300	300	100
	Montrose	9,300	9,000	97
	Otero	8,200	7,900	97
	Prowers	4,900	4,600	94
	Pueblo	47,100	46,300	98
Between 25-49%	COLORADO			
	Saguache	1,500	1,400	93
	KANSAS			
	Stanton	800	800	100
	Wallace	700	700	100
Between 5-24%	COLORADO			
	Chaffee	5,200	5,000	96
	Costilla	1,000	900	90
	Lincoln	1,800	1,700	94
	Park	2,300	2,200	96
	Rio Grande	3,400	3,200	94
	Teller	3,300	3,200	97
	KANSAS			
	Greeley	700	700	100
	Hamilton	1,000	1,000	100
	NEW MEXICO			
Colfax	5,200	4,900	94	
Station Totals		252,900	246,400	97
Net Weekly Circulation (1983)			197,000	
Average Daily Circulation (1983)			124,800	

Colorado-Colorado Springs-Pueblo

KRDO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 282-kw visual, 56.4-kw aural. Antenna: 2140-ft. above av. terrain, 153-ft. above ground, 9563-ft. above sea level.

Latitude 38° 44' 47"
Longitude 104° 51' 37"

Transmitter: Cheyenne Mtn.

AM Affiliate: KRDO, 1-kw (0.25-kw night), 1240 kHz.

FM Affiliate: KRDO-FM, 96-kw, 95.1 MHz (No. 236), 2010-ft.

News Service: AP.

Network Service: ABC.

Licensee: Pikes Peak Broadcasting Co., 399 S. 8th St., Box 1457, Colorado Springs, Colo. 80901-1457.

Studio: 399 S. 8th St. 80905. Telephone: 303-632-1515.

Ownership: Harry W. Hoth Jr., 100%. Hoth also owns KJCT-TV, Grand Junction, Colo.

Began Operation: Sept. 21, 1953. Sale to present owner by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

- HARRY W. HOTH JR., president.
- NEIL KLOCKSIEM, general manager.
- PATTI CROUSE, assistant general manager.
- PETER ROSELLA, general sales manager.
- HANK COLVERT, national sales manager.
- KEITH EDWARDS, news director.
- CHARLES UPTON, chief engineer.

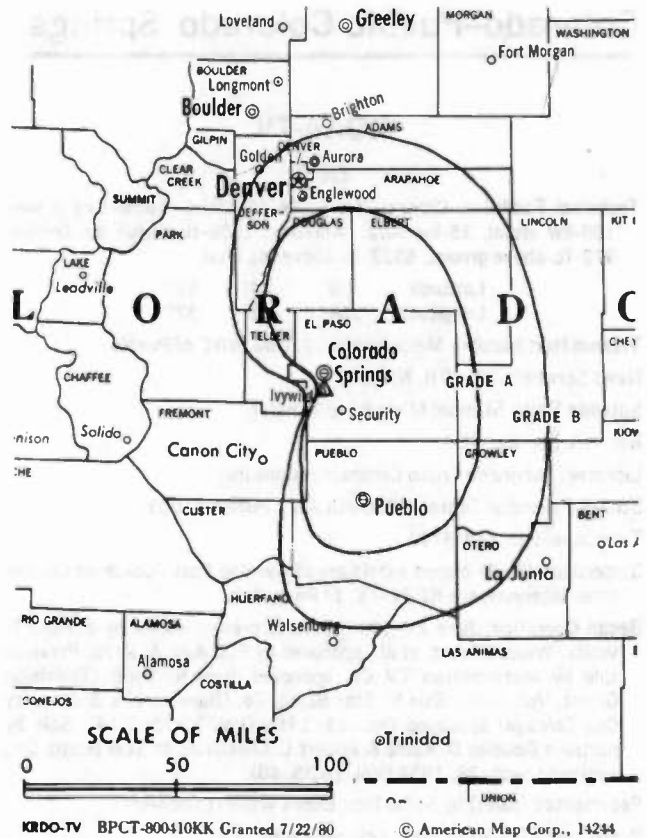
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$415.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	COLORADO			
	Alamosa	4,200	4,000	95
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	800	800	100
	Crowley	1,100	1,100	100
	Custer	600	600	100
	El Paso	117,400	115,600	98
	Fremont	10,900	10,500	96
	Huerfano	2,400	2,300	96
	Kiowa	700	700	100
	Las Anlmas	5,500	5,200	94
	Lincoln	1,800	1,700	94
	Otero	8,200	7,900	97
	Pueblo	47,100	46,300	98
	Saguache	1,500	1,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	COLORADO			
	Chaffee	5,200	5,000	96
	Conejos	2,400	2,300	96
	Costilla	1,000	900	90
	Elbert	2,600	2,500	96
	Prowers	4,900	4,600	94
	Rio Grande	3,400	3,200	94
	Teller	3,300	3,200	97
	KANSAS			
	Hamilton	1,000	1,000	100
	Wallace	700	700	100
Between 5-24%				
	COLORADO			
	Douglas	9,200	9,100	99
	Lake	3,000	2,900	97
	Park	2,300	2,200	96
	KANSAS			
	Greeley	700	700	100
	NEBRASKA			
	Cheyenne	4,100	4,000	98
Station Totals		249,900	244,000	97
Net Weekly Circulation (1983)				198,000
Average Daily Circulation (1983)				129,200

Colorado-Denver

KBTV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

News Services: ABC, Gannett News Service; CNN II, NIWS.

Satellite Earth Station: In operation; 10-meter.

Network Service: ABC.

Licensee: Combined Communications Corp., 1089 Bannock St., Denver 80217.

Studio: 1089 Bannock St.

Telephone: 303-825-5288. TWX: 910-931-2648.

Mailing Address: Box 5667, Denver, Colo. 80217.

Ownership: Gannett Co. Inc., 100%. For other interests, see Group & Newspaper Ownership of TV Stations.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33). Sale by Mullins Bcstg. to Combined Communications approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Merger of Combined Communications & Gannett approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24).

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

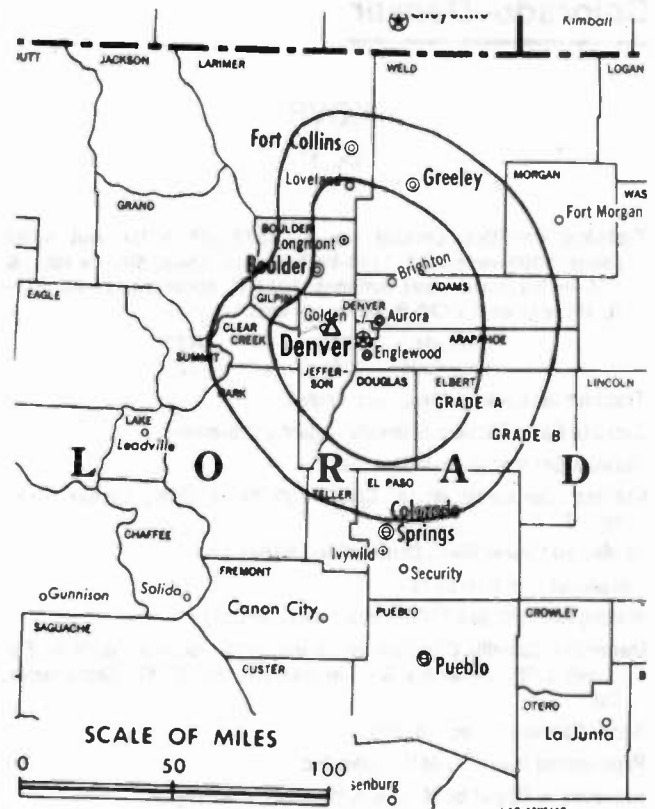
Personnel:

CHARLES T. LEASURE, president & general manager.
CARL AKERS, vice president, commentator.
LAWRENCE DEUTSCH, vice president & general sales manager.
CHARLES BACON, vice president & sales manager.
DARLA ELLIS, vice president & program director.
MARDEE MCKINLAY, vice president, community affairs.
RICHARD MALLARY, news director.
CECIL WALKER, vice president & controller.
MYRON OLINER, chief engineer.
DENNIS MOMENTELLER, production manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Adams	93,500	92,800	99
	Arapahoe	123,500	122,100	99
	Boulder	76,300	74,300	97
	Chaffee	5,200	5,000	96
	Clear Creek	3,300	3,200	97
	Delta	8,500	8,100	95
	Denver	214,100	209,600	98
	Douglas	9,200	9,100	99
	Eagle	6,000	5,700	95
	Elbert	2,600	2,500	96
	Garfield	9,100	8,700	96
	Grand	3,200	3,000	94
	Gunnison	4,200	3,900	93
	Hinsdale	200	200	100
	Jackson	700	700	100
	Jefferson	146,600	145,300	99
	Kit Carson	2,800	2,600	93
	Lake	3,000	2,900	97
	Larimer	61,000	59,600	98
	Logan	7,600	7,300	96
Moffat	5,300	5,000	94	
Montrose	9,300	9,000	97	



KBTV BMPCT-1265 Granted 8/14/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morgan	8,400	8,300	99
	Park	2,300	2,200	96
	Phillips	1,800	1,800	100
	Pitkin	5,000	4,600	91
	Prowers	4,900	4,600	94
	Rio Blanco	2,400	2,300	96
	Routt	5,700	5,300	93
	Sedgwick	1,400	1,400	100
	Summit	4,200	4,000	95
	Washington	2,000	1,900	95
	Weld	46,900	46,100	98
	Yuma	3,900	3,700	95
	KANSAS			
	Sherman	3,000	2,900	98
	NEBRASKA			
	Box Butte	5,500	5,400	98
	Cheyenne	4,100	4,000	98
	Dawes	3,700	3,600	97
	Kimball	1,800	1,800	100
	Scotts Bluff	14,500	14,200	98
	SOUTH DAKOTA			
Hughes	5,600	5,500	98	
WYOMING				
Albany	11,300	10,800	96	
Carbon	8,300	7,900	95	
Laramie	27,300	26,800	98	
Platte	5,200	4,900	94	
Between 25-49%	COLORADO			
	Alamosa	4,200	4,000	95
	Custer	600	600	100
	Gilpin	1,200	1,200	100
	Huerfano	2,400	2,300	96
	Lincoln	1,800	1,700	94
	Mesa	32,700	31,800	97
	Rio Grande	3,400	3,200	94
	Teller	3,300	3,200	97
	(Continued on page 153)			
Station Totals		1,320,700	1,293,200	97
Net Weekly Circulation (1983)			928,200	
Average Daily Circulation (1983)			598,000	

Colorado-Denver

KDVR

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 5000-kw max. & 1140-kw horizontal visual, 500-kw max. & 114-kw horizontal aural. Antenna: 1038-ft. above av. terrain, 375-ft. above ground, 7730-ft. above sea level.

Latitude 39° 43' 43"
Longitude 105° 14' 12"

Transmitter: Lookout Mtn., near Golden.

Satellite Earth Station: Scientific-Atlanta; 7.5-meter.

Network Service: None, independent.

Grantee: Centennial Bcstg. Corp., 100 Speer Blvd., Denver, Colo. 80203.

Studio: 100 Speer Blvd., Denver, Colo. 80203.

Telephone: 303-831-8831.

Mailing Address: Box 3100, Denver, Colo. 80201.

Ownership: Camellia City Telecasters Inc., 80%; local group, 20%. For Camellia City ownership & other interests, see KTXL, Sacramento, Cal.

Began Operation: Aug. 10, 1983.

Represented (sales) by MMT Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

GEORGE SANDOVAL, vice president & station manager

GARY VAUTIN, dir., operations & programming.

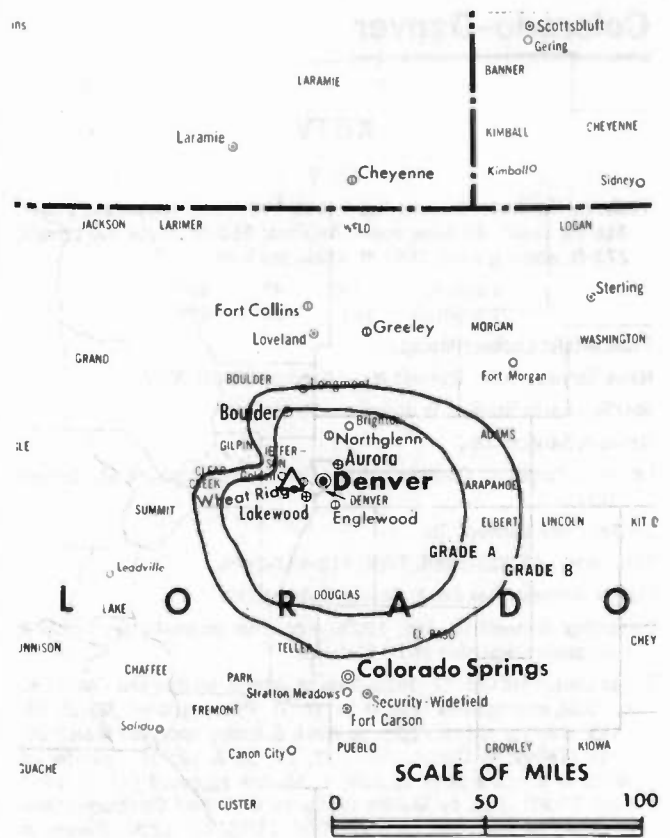
KENT LILLIE, general sales manager.

JOHN RIGGLE, local sales manager.

JOHN SCHICK, promotion manager.

LAWRENCE RIES, engineering director.

Rates: Not available.



KDVR BMPCT-830307KG Granted 3/29/83

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MALARKEY-TAYLOR ASSOCIATES
Telecommunications Finance, Management and Engineering Consultants
1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

Colorado-Denver

KMGH-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Lookout Mtn.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: McGraw-Hill Broadcasting Co. Inc., 123 Speer Blvd., Denver, Colo. 80203.

Studio: 123 Speer Blvd.

Telephone: 303-832-7777. TWX: 910-931-2615.

Ownership: McGraw-Hill Inc. See Group Ownership of TV Stations.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (Television Digest, Vol. 10:11, 15, 25, 26). Sale to present owner by Time-Life Bcst. Inc. approved March 8, 1972 (Vol. 12:10, 11).

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

Represented (legal) by Koteen & Naftalin.

Personnel:

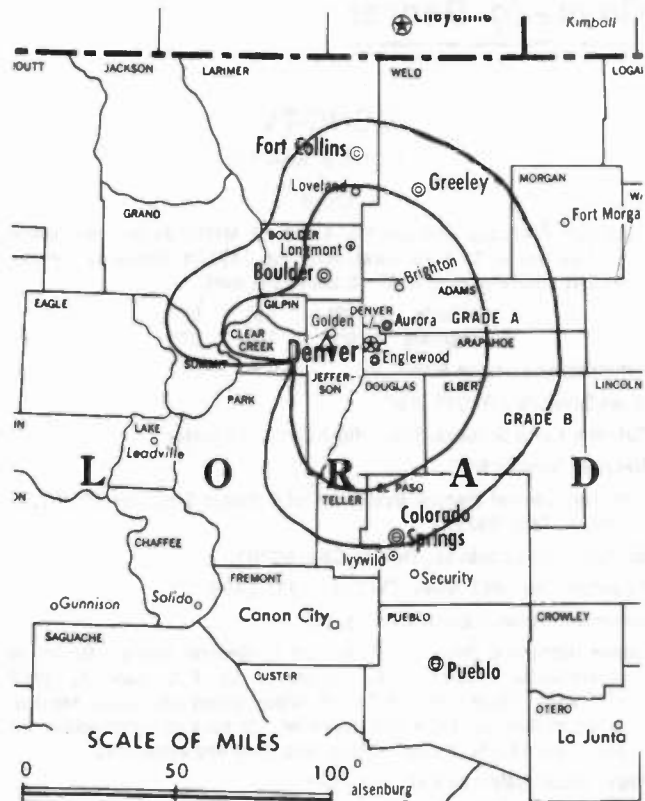
- NORMAN E. WALT, president.
- ROBERT WHITE, vice president & general manager.
- ROBERT L. BARRON, general sales manager.
- LEONARD MARSH, local sales manager.
- GEORGE ROUSE, business manager.
- SHIRLEY THOMPSON, traffic director.
- GARY CURTIS, director of news.
- ELIZABETH A. SAUNDERS, director of advertising & promotion.
- J. LAWRENCE POZZI, director of engineering.
- SHIRLEY FREDERICK, director of programming.

Highest 30 Sec. Rate (May 4, 1981): \$2700.

NETWORK BASE HOURLY RATE: \$1169.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Adams	93,500	92,800	99
	Alamosa	4,200	4,000	95
	Arapahoe	123,500	122,100	99
	Boulder	76,300	74,300	97
	Chaffee	5,200	5,000	96
	Clear Creek	3,300	3,200	97
	Denver	214,100	209,600	98
	Douglas	9,200	9,100	99
	Eagle	6,000	5,700	95
	Elbert	2,600	2,500	96
	Garfield	9,100	8,700	96
	Gilpin	1,200	1,200	100
	Grand	3,200	3,000	94
	Jackson	700	700	100
	Jefferson	146,600	145,300	99
	Kit Carson	2,800	2,600	93
	Lake	3,000	2,900	97
	Larimer	61,000	59,600	98
	Moffat	5,300	5,000	94
	Morgan	8,400	8,300	99
Park	2,300	2,200	96	
Pitkin	5,000	4,600	91	
Prowers	4,900	4,600	94	
Routt	5,700	5,300	93	
Summit	4,200	4,000	95	
Weld	46,900	46,100	98	
NEBRASKA				
Box Butte	5,500	5,400	98	
Cheyenne	4,100	4,000	98	



KMGH-TV BMPCT-1362 Granted 9/15/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dawes	3,700	3,600	97
	WYOMING			
	Albany	11,300	10,800	96
	Campbell	9,200	8,700	95
	Carbon	8,300	7,900	95
	Laramie	27,300	26,800	98
Platte	5,200	4,900	94	

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	COLORADO				
	Huerfano	2,400	2,300	96	
	Lincoln	1,800	1,700	94	
	Logan	7,600	7,300	96	
	Phillips	1,800	1,800	100	
	Rio Blanco	2,400	2,300	96	
	Rio Grande	3,400	3,200	94	
	Sedgwick	1,400	1,400	100	
	Teller	3,300	3,200	97	
	Washington	2,000	1,900	95	
	NEBRASKA				
	Keith	3,800	3,800	100	
	Kimball	1,800	1,800	100	
Scotts Bluff	14,500	14,200	98		
Sheridan	3,000	2,900	97		
WYOMING					
Converse	5,300	5,100	96		
Goshen	4,600	4,500	98		
Johnson	2,600	2,500	96		
Natrona	28,500	27,900	98		
Niobrara	1,300	1,200	96		
Sheridan	10,200	9,700	95		

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	COLORADO			
	Delta	8,500	8,100	95
	El Paso	117,400	115,600	98
	Las Animas	5,500	5,200	94
	Mesa	32,700	31,800	97
	Montrose	9,300	9,000	97
Pueblo	47,100	46,300	98	

(Continued on page 153)

Station Totals	1,261,100	1,234,600	97
Net Weekly Circulation (1983)			866,400
Average Daily Circulation (1983)			473,500

Colorado-Denver

KCNC-TV

(formerly KOA-TV)

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"
Longitude 105° 14' 07"

Transmitter: Lookout Mtn.

News Services: AP, UPI, NBC.

Satellite Earth Stations: Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: General Electric Bcstg. Co. of Colorado Inc., Box 5012 T.A., Denver, Colo. 80217.

Studio: 1044 Lincoln St., Denver, Colo. 80203.

Telephone: 303-861-4444. TWX: 910-931-0439.

Ownership: General Electric Bcstg. Co.

Began Operation: Dec. 24, 1953. Sale to General Electric Bcstg. by Metropolitan Television Co. approved by FCC June 5, 1968 (Television Digest, Vol. 8:24). Previous ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROGER L. OGDEN, vice president & general manager.

JIM MacDERMOTT, station manager.

JAY RABIN, general sales manager.

RANDY OSWALD, local sales manager.

TOM RAPONI, national sales manager.

TOM EDWARDS, production manager.

MARV ROCKFORD, news director.

JIM GIRODO, promotion manager.

DAVID LAYNE, manager, engineering.

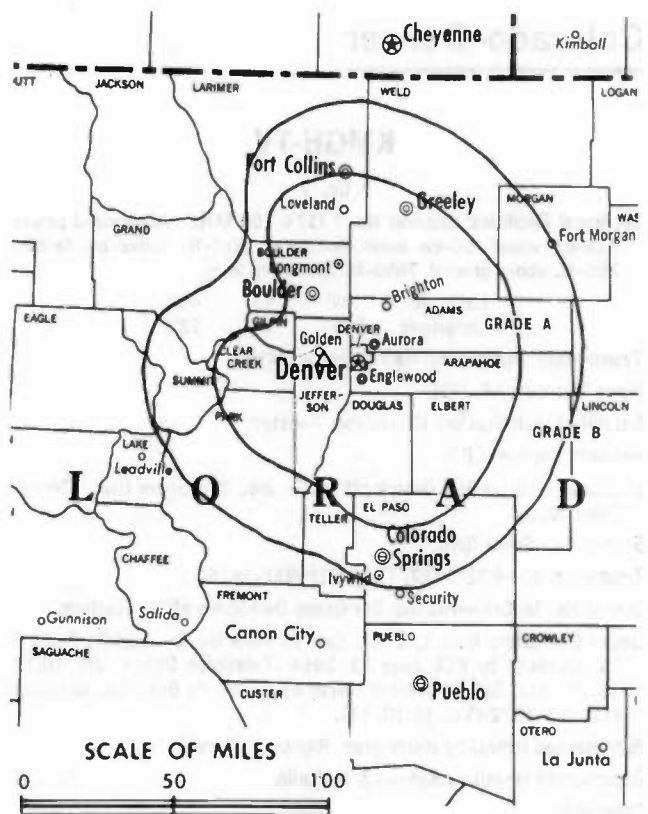
MARCIA WEST, director of public affairs.

Highest 30 Sec. Rate: \$4500.

NETWORK BASE HOURLY RATE: \$1500.

Total Households © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Adams	93,500	92,800	99
	Alamosa	4,200	4,000	95
	Arapahoe	123,500	122,100	99
	Boulder	76,300	74,300	97
	Chaffee	5,200	5,000	96
	Clear Creek	3,300	3,200	97
	Denver	214,100	209,600	98
	Douglas	9,200	9,100	99
	Eagle	6,000	5,700	95
	Elbert	2,600	2,500	96
	Garfield	9,100	8,700	96
	Gilpin	1,200	1,200	100
	Grand	3,200	3,000	94
	Jackson	700	700	100
	Jefferson	146,600	145,300	99
	Kit Carson	2,800	2,600	93
	Lake	3,000	2,900	97
	Larimer	61,000	59,600	98
	Lincoln	1,800	1,700	94
	Logan	7,600	7,300	96
	Mesa	32,700	31,800	97
	Moffat	5,300	5,000	94
	Morgan	8,400	8,300	99
	Park	2,300	2,200	96
	Phillips	1,800	1,800	100
	Pitkin	5,000	4,600	91



KCNC-TV BNPCT-3330 Granted 9/1/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prowers	4,900	4,600	94
	Rio Blanco	2,400	2,300	96
	Routt	5,700	5,300	93
	Sedgwick	1,400	1,400	100
	Summit	4,200	4,000	95
	Washington	2,000	1,900	95
	Weld	46,900	46,100	98
	Yuma	3,900	3,700	95
	NEBRASKA			
	Kimball	1,800	1,800	100
	WYOMING			
Albany	11,300	10,800	96	
Campbell	9,200	8,700	95	
Carbon	8,300	7,900	95	
Converse	5,300	5,100	96	
Johnson	2,600	2,500	96	
Laramie	27,300	26,800	98	
Natrona	28,500	27,900	98	
Platte	5,200	4,900	94	

Between 25-49%	COLORADO			
	Huerfano	2,400	2,300	96
	Montrose	9,300	9,000	97
	Rio Grande	3,400	3,200	94
Teller	3,300	3,200	97	
KANSAS				
Cheyenne	1,500	1,500	100	
NEBRASKA				
Box Butte	5,500	5,400	98	
Brown	1,700	1,600	94	
Cherry	2,500	2,400	96	
Cheyenne	4,100	4,000	98	
Dawes	3,700	3,600	97	
Keith	3,800	3,800	100	
Scotts Bluff	14,500	14,200	98	
Sheridan	3,000	2,900	97	

(Continued on page 153)

Station Totals	1,303,800	1,276,500	97
Net Weekly Circulation (1983)			900,200
Average Daily Circulation (1983)			510,100

Colorado-Denver

KWGN-TV

Ch. 2



KWGN-TV DENVER



PETRY TELEVISION

TRIBUNE BROADCASTING COMPANY

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 440-ft. above ground, 7720-ft. above sea level.

Latitude 39° 43' 59"
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Lookout Mtn.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: WGN of Colorado Inc., Denver Tech Center, 6160 S. Wabash Way, Englewood, Colo. 80111.

Studio: Denver Tech Center, 6160 S. Wabash Way, Englewood, Colo. 80111.

Mailing Address: Box 5222, Englewood, Colo. 80155.

Telephone: 303-740-2222. TWX: 910-935-0877.

Ownership: See WGN-TV, Chicago, Ill.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33). Sale to present owner by Channel 2 Corp. (formerly Gotham Bcstg.) approved March 4, 1966 by FCC (Vol. 5:36; 6:10).

Represented (sales) by Petry Television Inc.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

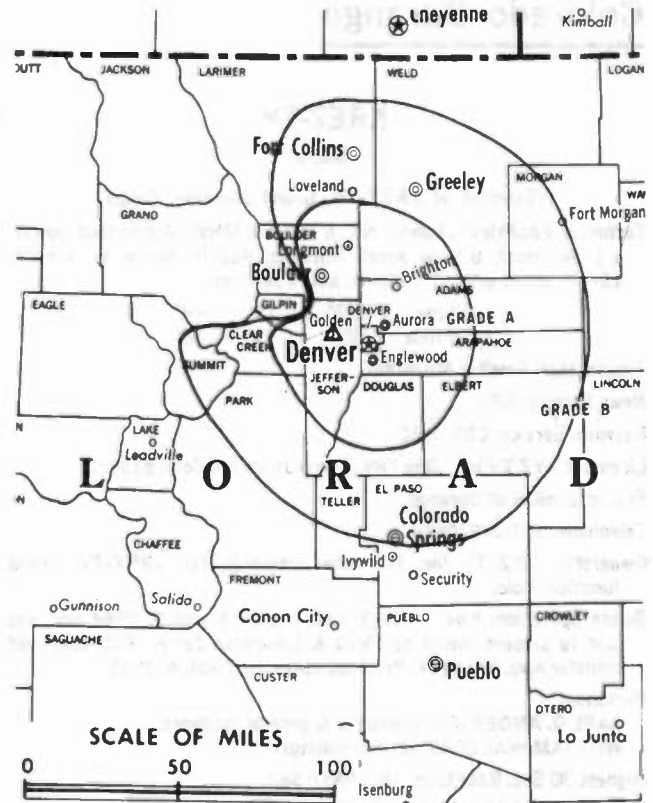
Personnel:

- JOHN SUDER, president & general manager.
- ROYCE W. NATION, v.p., treasurer/business manager.
- MARC SCHACHER, program manager & film buyer.
- JOHN J. BRENNAN, vice president & operations director.
- TIM GILBERT, general sales manager.
- CHARLES MEEHAN, national sales manager.
- J. GREG GUINAN, v.p. for public affairs.
- DON RICHARDS, sales manager.
- TONY THOMPSON, sales manager.
- SHERRY SWEDENBORG, traffic operations manager.
- FRED HOBBS, news director.
- FRANCIS EAGLE, advertising manager.
- LEONDELE LaMIAUX, production manager.
- RON PETERS, chief engineer.

Highest 30 Sec. Rate (Aug. 10, 1983): \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Adams	93,500	92,800	99
	Alamosa	4,200	4,000	95
	Arapahoe	123,500	122,100	99
	Boulder	76,300	74,300	97



KWGN-TV BPCT-4417 Granted 5/12/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chaffee	5,200	5,000	96
	Denver	214,100	209,600	98
	Douglas	9,200	9,100	99
	Eagle	6,000	5,700	95
	Elbert	2,600	2,500	96
	Garfield	9,100	8,700	96
	Gilpin	1,200	1,200	100
	Grand	3,200	3,000	94
	Gunnison	4,200	3,900	93
	Jackson	700	700	100
	Jefferson	146,600	145,300	99
	Lake	3,000	2,900	97
	Larimer	61,000	59,600	98
	Las Animas	5,500	5,200	94
	Logan	7,600	7,300	96
	Mesa	32,700	31,800	97
	Moffat	5,300	5,000	94
	Morgan	8,400	8,300	99
	Phillips	1,800	1,800	100
Pitkin	5,000	4,600	91	
Sedgwick	1,400	1,400	100	
Summit	4,200	4,000	95	
Washington	2,000	1,900	95	
Weld	46,900	46,100	98	
Yuma	3,900	3,700	95	
NEBRASKA	Cheyenne	4,100	4,000	98
	Dawes	3,700	3,600	97
	Kimball	1,800	1,800	100
WYOMING	Carbon	8,300	7,900	95
	Laramie	27,300	26,800	98
	Washakie	3,600	3,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Clear Creek	3,300	3,200	97
	Fremont	10,900	10,500	96
Huerfano	2,400	2,300	96	

(Continued on page 153)

Station Totals	1,541,700	1,508,800	97
Net Weekly Circulation (1983)	858,000		
Average Daily Circulation (1983)	424,500		

Colorado-Durango

KREZ-TV

Ch. 6

(Satellite of KREX-TV, Grand Junction, Colo.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 3.1-kw visual, 0.5-kw aural. Antenna: 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"
Longitude 107° 53' 58"

Transmitter: Smelter Mountain.

News Service: AP.

Network Service: CBS, NBC.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. 81502.

Studio: 2-mi. S of Durango.

Telephone: 303-247-0820.

Ownership: XYZ TV Inc. For other interests, see KREX-TV, Grand Junction, Colo.

Began Operation: Nov. 4, 1963. Left the air March 2, 1964 and was sold to present owner by Floyd & Lieselotte Jetter. FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965.

Personnel:

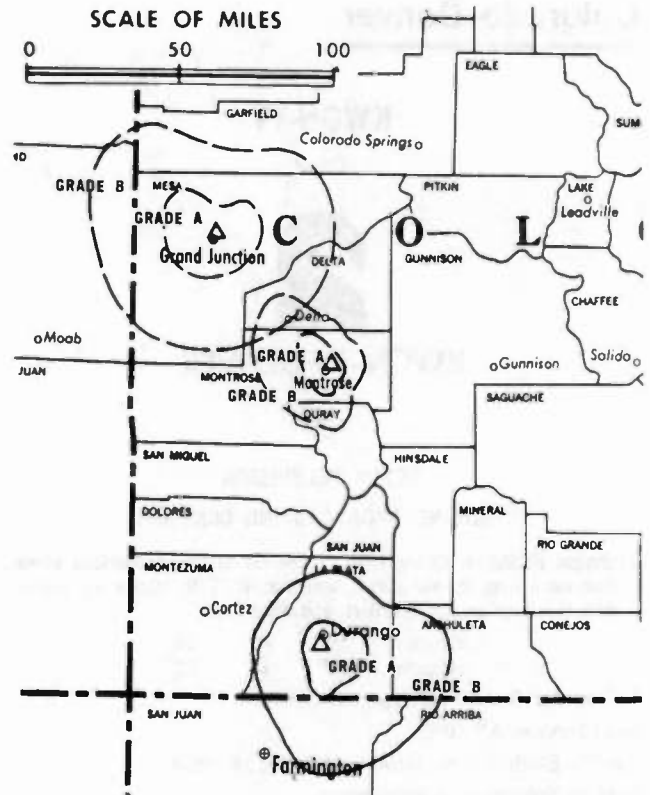
CARL Q. ANDERSON, president & general manager.
WILLIAM WALTERS, station manager.

Highest 30 Sec. Rate (Jan. 10, 1983): \$62.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction, Colo.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Archuleta	1,500	1,400	93
	La Plata	10,700	10,200	95
Between 25-49%	NEW MEXICO			
	San Juan	28,500	26,800	94



KREZ-TV BPCT-3441 Granted 12/11/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
COLORADO				
Between 5-24%	Costilla	1,000	900	90
	Montezuma	6,000	5,700	95
Station Totals		47,700	45,000	94
Net Weekly Circulation (1983)			23,000	
Average Daily Circulation (1983)			10,800	

Colorado-Grand Junction

KJCT-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 120-kw visual, 20-kw aural. Antenna: 2720-ft. above av. terrain, 141-ft. above ground, 10,061-ft. above sea level.

Latitude 39° 02' 55"
Longitude 108° 15' 06"

Transmitter: Grand Mesa, 9.6-mi. SW of Mesa.

News Service: AP.

Network Service: ABC.

Grantee: Pikes Peak Broadcasting Co., Box 1457, Colorado Springs, Colo. 80901.

Studio: 8 Foresight Circle, Grand Junction, Colo. 81505.

Mailing Address: Box 3788, Grand Junction, Colo. 81502.

Telephone: 303-245-8880. TWX: 910-929-6981.

Ownership: Harry W. Hoth Jr., pres., 100%; Joan G. Hoth, v.p.-treas.; Patti Hoth Crouse, secy. Harry W. Hoth owns KRDO-TV, Colorado Springs.

Began Operation: Oct. 22, 1979.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Raymond E. Rohrer.

Personnel:

HARRY W. HOTH JR., president.

STEVE ROBINSON, station manager.

LYNN STULL, sales manager.

ROGER HIGHTOWER, chief engineer.

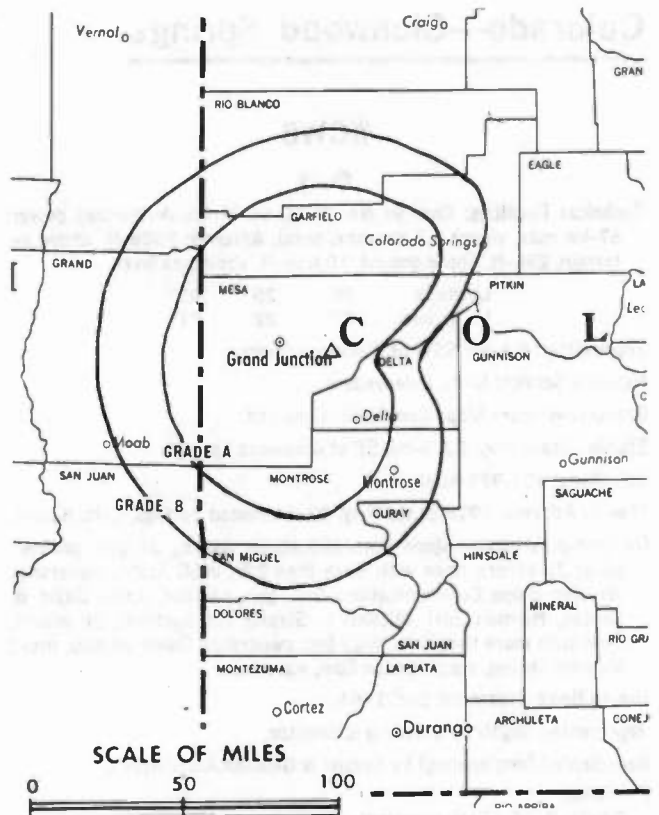
Highest One Hour Rate: \$700.

Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Mesa	32,700	31,800	97
	Ouray	700	700	93
	San Juan	300	300	100
	San Miguel	1,500	1,400	93



KJCT-TV BMPCT-790424KF

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Montrose	9,300	9,000	97
Between 5-24%	COLORADO			
	Delta	8,500	8,100	95
	Garfield	9,100	8,700	96
	UTAH			
	Carbon	8,100	7,900	98
	Emery	3,800	3,700	97
	Grand	3,100	2,900	92
Station Totals		77,100	74,500	96
Net Weekly Circulation (1983)			34,600	
Average Daily Circulation (1983)			20,000	

Colorado-Grand Junction

KREX-TV

Ch. 5

(Also operates satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: Minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

News Service: AP.

AM Affiliate: KREX, 50-kw (10-kw DA night), 1100 kHz (CBS).

FM Affiliate: KREX-FM, 30-kw, 92.3 MHz (No. 222), minus 42-ft.

Network Service: CBS, NBC.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. 81502.

Studio: Hillcrest Manor.

Telephone: 303-242-5000. TWX: 910-929-6992.

Ownership: Carl Q. Anderson, pres., 9%; Lucille Howell & Ruth G. Kendrick, 19% each; Marlene J. Hoskin, 19.84%; Forestville Realty Co., 14%; John W. English, 6.3%; Otilie G. English, 2.8%; others, none with as much as 3%. Forestville Realty ownership: James R. & William J. Williams and Lawrence H. Kyte, 26.66% each; J. H. Dornheggen estate, 20%. XYZ TV also owns satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo.

Began Operation: May 22, 1954. Transfer of control from Forestville Realty to Rex G. Howell approved by FCC Aug. 11, 1972. Previous transfer to Forestville, et al., from Howell (Western Slope Bcstg.) approved Sept. 21, 1966 (Television Digest, Vol. 6:19, 39).

Represented (sales) by Seltel Inc.; John McGuire & Co.

Represented (legal) by Becker, Gurman, Lukas, Meyers & O'Brien, P.C.

Personnel:

CARL Q. ANDERSON, president & general manager.

BILL SULLIVAN, station manager.

AL LADAGE, chief engineer.

TOM MCGILL, program & traffic director.

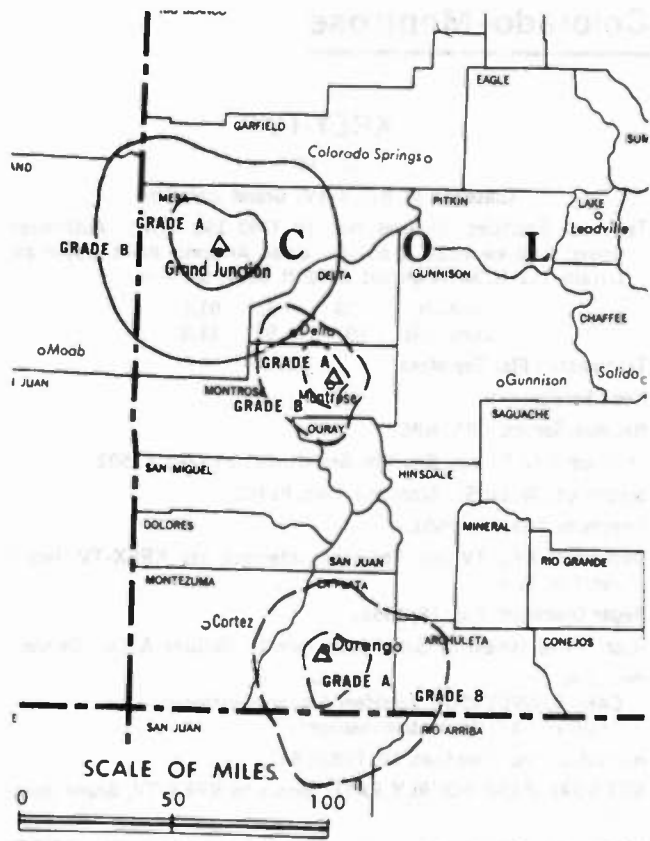
PAT OLSON, production director & film buyer.

Highest 30 Sec. Rate (Jan. 10, 1983): \$225.

NETWORK BASE HOURLY RATE: \$460.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Delta	8,500	8,100	95
	Garfield	9,100	8,700	96



KREX-TV BMPCT-3797 Granted 4/20/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gunnison	4,200	3,900	93
	Hinsdale	200	200	100
	Mesa	32,700	31,800	97
	Ouray	700	700	93
	San Juan	300	300	100
	San Miguel	1,500	1,400	93
Between 25-49%	COLORADO			
	Montrose	9,300	9,000	97
	Pitkin	5,000	4,600	91
Between 5-24%	COLORADO			
	Montezuma	6,000	5,700	95
	Rio Blanco	2,400	2,300	96
UTAH	Kane	1,400	1,300	93
Station Totals		81,300	78,000	95
Net Weekly Circulation (1983)				47,400
Average Daily Circulation (1983)				30,500

Colorado-Montrose

KREY-TV

Ch. 10

(Satellite of KREX-TV, Grand Junction)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 3.09-kw visual, 0.617-kw aural. Antenna: 80-ft. above av. terrain, 112-ft. above ground, 6392-ft. above sea level.

Latitude 38° 31' 01.6"
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

News Service: AP.

Network Service: CBS, NBC.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. 81502.

Studio: 610 N. 1st St., Montrose, Colo. 81401.

Telephone: 303-249-9601.

Ownership: XYZ TV Inc. For other interests, see KREX-TV, Grand Junction, Colo.

Began Operation: Aug. 18, 1956.

Represented (sales) by Seltel Inc.; John L. McGuire & Co. (Denver).

Personnel:

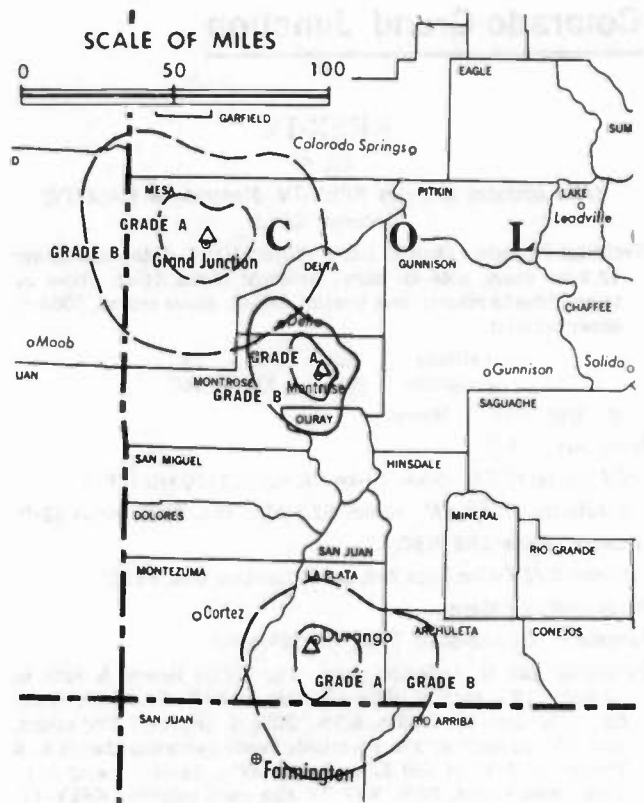
CARL Q. ANDERSON, president & general manager.
GEORGE TAYLOR, station manager.

Highest 30 Sec. Rate (Jan. 10, 1983): \$62.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Montrose	9,300	9,000	97
Between 25-49%	COLORADO			
	Delta	8,500	8,100	95
	Ouray	700	700	93
	San Miguel	1,500	1,400	93
Between 5-24%	COLORADO			
	Hinsdale	200	200	100
Station Totals		20,200	19,400	96
Net Weekly Circulation (1983)			12,000	
Average Daily Circulation (1983)			8,400	



KREY-TV BPCT-2768 Granted 6/6/60

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TARGET/AID

The Ratings and Lifestyle Connection.

ARBITRON® RATINGS

Colorado-Sterling

KTVS

Ch. 3

(Satellite of KYCU-TV, Cheyenne, Wyo.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna: 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58"

Longitude 103° 01' 50.4"

Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

News Services: AP, CBS.

Network Service: CBS & ABC.

Licensee: Wyneco Communications Inc., 2923 E. Lincolnway, Cheyenne, Wyo. 82001.

Studio: State Hwy. 61, 9.6-mi. ESE of Sterling.

Telephone: 307-634-7755 (Cheyenne).

Ownership: See KYCU-TV, Cheyenne, Wyo.

Began Operation: Dec. 28, 1963.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Personnel:

GENE HUSTON, resident manager.

CARL J. OCCHIPINTI, general manager.

Rates: Sold in combination with KYCU-TV, Cheyenne, with rates applying to simultaneous telecasts on KYCU-TV, KTVS & KSTF, Scottsbluff, Neb. Separate rates also available.

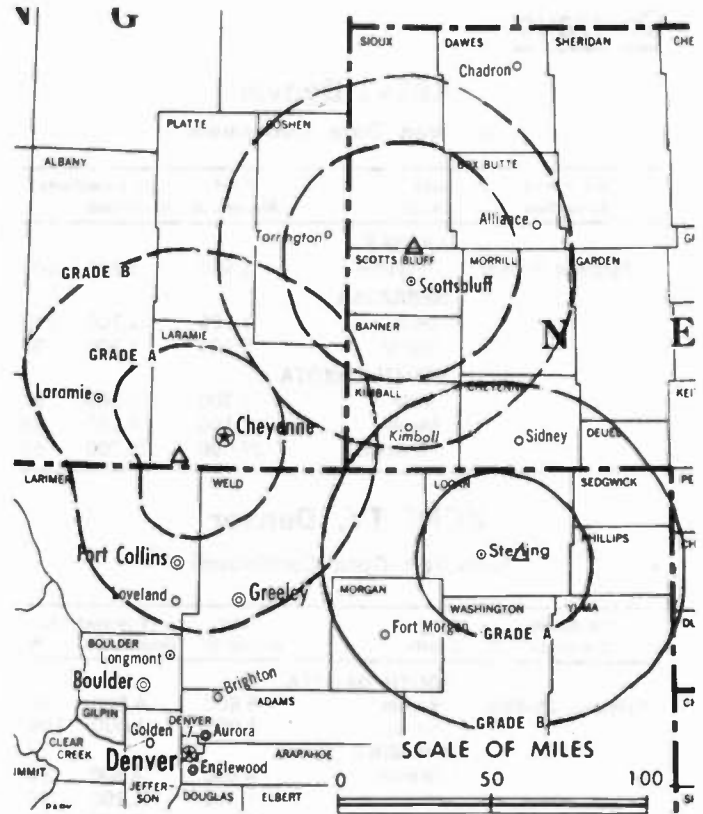
NETWORK BASE HOURLY RATE: Bonus to KYCU-TV, Cheyenne, Wyo.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Logan	7,600	7,300	96
	Phillips	1,800	1,800	100
	Sedgwick	1,400	1,400	100
	Washington	2,000	1,900	95
	Yuma	3,900	3,700	95
	NEBRASKA			
	Cheyenne	4,100	4,000	98
	Deuel	1,100	1,100	100
	Garden	1,100	1,100	95

KBTB, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEBRASKA			
	Brown	1,700	1,600	94
	Cherry	2,500	2,400	96
	Garden	1,100	1,100	95
	Keith	3,800	3,800	100
	Sheridan	3,000	2,900	97
	SOUTH DAKOTA			
	Brule	1,900	1,900	100
	Fall River	3,300	3,200	97
	Lawrence	7,200	7,000	98
	Stanley	1,000	1,000	100
	Tripp	2,600	2,600	98



KTVS BPCT-3005 Granted 2/13/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Morgan	8,400	8,300	99
	NEBRASKA			
	Perkins	1,500	1,500	100
Between 5-24%	NEBRASKA			
	Arthur	200	200	100
	Chase	1,800	1,800	100
	Hayes	500	500	100
	Keith	3,800	3,800	100
	Station Totals		39,200	38,400
Net Weekly Circulation (1983)			26,600	
Average Daily Circulation (1983)			14,000	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WYOMING			
	Campbell	9,200	8,700	95
	Converse	5,300	5,100	96
	Goshen	4,600	4,500	98
	Johnson	2,600	2,500	96
	Natrona	28,500	27,900	98
	Niobrara	1,300	1,200	96
Sheridan	10,200	9,700	95	
Between 5-24%	COLORADO			
	El Paso	117,400	115,600	98
	Pueblo	47,100	46,300	98

(Continued on next page)

Colorado

KBTV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Cheyenne	1,500	1,500	100
	NEBRASKA			
	Deuel	1,100	1,100	100
	Morrill	2,400	2,300	96
	SOUTH DAKOTA			
	Butte	3,300	3,200	97
	Meade	7,100	6,900	98
	Pennington	27,000	26,600	99

KCNC-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	SOUTH DAKOTA				
	Hughes	5,600	5,500	98	
	Stanley	1,000	1,000	100	
	WYOMING				
	Goshen	4,600	4,500	98	
	Niobrara	1,300	1,200	96	
	Sheridan	10,200	9,700	95	
	Between 5-24%	COLORADO			
		Custer	600	600	100
		Delta	8,500	8,100	95
El Paso		117,400	115,600	98	
Gunnison		4,200	3,900	93	
Hinsdale		200	200	100	
Las Animas		5,500	5,200	94	
Pueblo		47,100	46,300	98	
Saguache		1,500	1,400	93	
KANSAS					
Sherman		3,000	2,900	98	
NEBRASKA					
Deuel		1,100	1,100	100	
Morrill		2,400	2,300	96	
SOUTH DAKOTA					
Pennington		27,000	26,600	99	
Tripp		2,600	2,600	98	

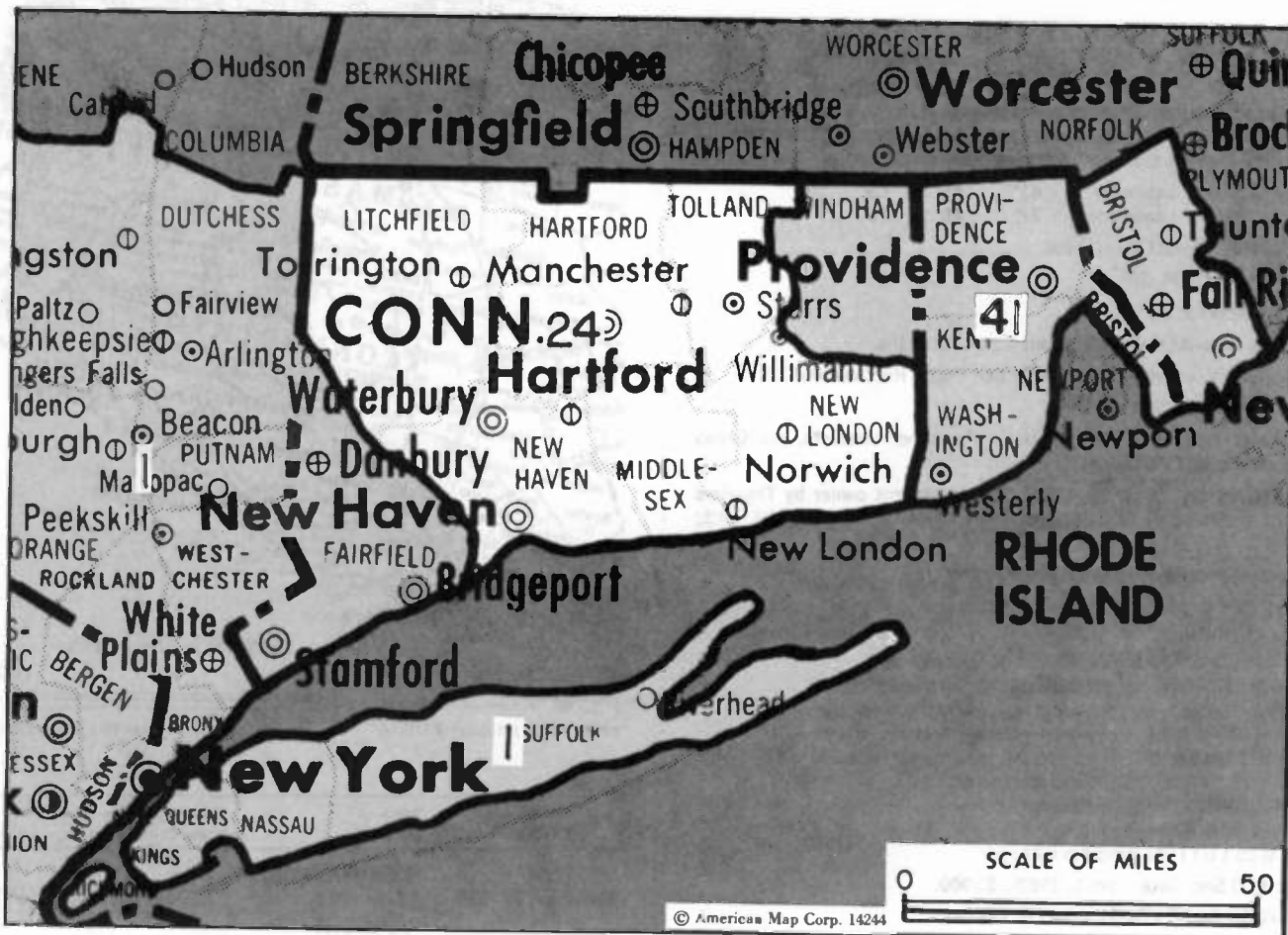
KMGH-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	COLORADO—(Continued)			
	Yuma	3,900	3,700	95
	KANSAS			
	Sherman	3,000	2,900	98
	NEBRASKA			
	Deuel	1,100	1,100	100
	Morrill	2,400	2,300	96
	SOUTH DAKOTA			
	Fall River	3,300	3,200	97
	Shannon	2,400	2,200	92

KWGN-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO—(Continued)			
	La Plata	10,700	10,200	95
	Lincoln	1,800	1,700	94
	Park	2,300	2,200	96
	Prowers	4,900	4,600	94
	Routt	5,700	5,300	93
	Teller	3,300	3,200	97
	KANSAS			
	Finney	8,900	8,800	99
	Ford	9,200	9,100	99
MONTANA				
Beaverhead	3,000	2,800	93	
Deer Lodge	4,300	4,200	98	
Park	5,300	5,100	96	
Silver Bow	14,500	14,100	98	
Yellowstone	43,400	42,700	98	
NEBRASKA				
Box Butte	5,500	5,400	98	
Keith	3,800	3,800	100	
Scotts Bluff	14,500	14,200	98	
Sheridan	3,000	2,900	97	
SOUTH DAKOTA				
Beadle	7,600	7,400	98	
Brown	13,700	13,600	99	
Fall River	3,300	3,200	97	
Hughes	5,600	5,500	98	
Lawrence	7,200	7,000	98	
Pennington	27,000	26,600	99	
WYOMING				
Albany	11,300	10,800	96	
Campbell	9,200	8,700	95	
Converse	5,300	5,100	96	
Fremont	14,600	14,200	97	
Goshen	4,600	4,500	98	
Hot Springs	2,200	2,100	95	
Johnson	2,600	2,500	96	
Natrona	28,500	27,900	98	
Niobrara	1,300	1,200	96	
Park	8,300	7,900	95	
Platte	5,200	4,900	94	
Sheridan	10,200	9,700	95	
Between 5-24%	COLORADO			
	Delta	8,500	8,100	95
	El Paso	117,400	115,600	98
	Montrose	9,300	9,000	97
	Pueblo	47,100	46,300	98
	Rio Blanco	2,400	2,300	96
	Rio Grande	3,400	3,200	94
	MONTANA			
	Gallatin	16,200	15,600	96
	NEBRASKA			
Chase	1,800	1,800	100	
Deuel	1,100	1,100	100	
Morrill	2,400	2,300	96	
SOUTH DAKOTA				
Butte	3,300	3,200	97	
Custer	2,400	2,300	96	
Meade	7,100	6,900	98	
Shannon	2,400	2,200	92	
Stanley	1,000	1,000	100	
UTAH				
Weber	50,400	49,700	99	

Connecticut



Market	Arbitron (ADI) TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
New York, N.Y.	6,457,900	1	4,189,000	1	WABC-TV (7), WCBS-TV (2), WNBC-TV (4), WNEW-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41)
Hartford-New Haven, Conn.	797,700	24	408,000	29	WFSB (3), WHCT-TV (18), WTNH-TV (8), WTXX (20), WVIT (30)
Providence, R.I.-New Bedford, Mass.	557,500	41	324,000	39	WJAR-TV (10), WLNE (6), WPRI-TV (12), WSTG (64)

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WVIT & WTNH-TV

Hartford

(Also see New Britain & New Haven)

Connecticut Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	4	4
			9

State Public/Educational Stations are listed in a Directory following Commercial Stations

Connecticut-Hartford

WFSB

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"
Longitude 72° 48' 20"

Transmitter: Talcott Mtn., Avon.

News Services: AP, UPI.

Network Service: CBS.

Licensee: Post-Newsweek Stations Connecticut Inc.

Studio: Broadcast House, 3 Constitution Plaza, Hartford 06115.

Telephone: 203-728-3333.

Ownership: Post-Newsweek Stations. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 23, 1957. Sale to present owner by Travelers Corp. approved by FCC Jan. 30, 1974. (Television Digest, Vol. 13:5; 14:5).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

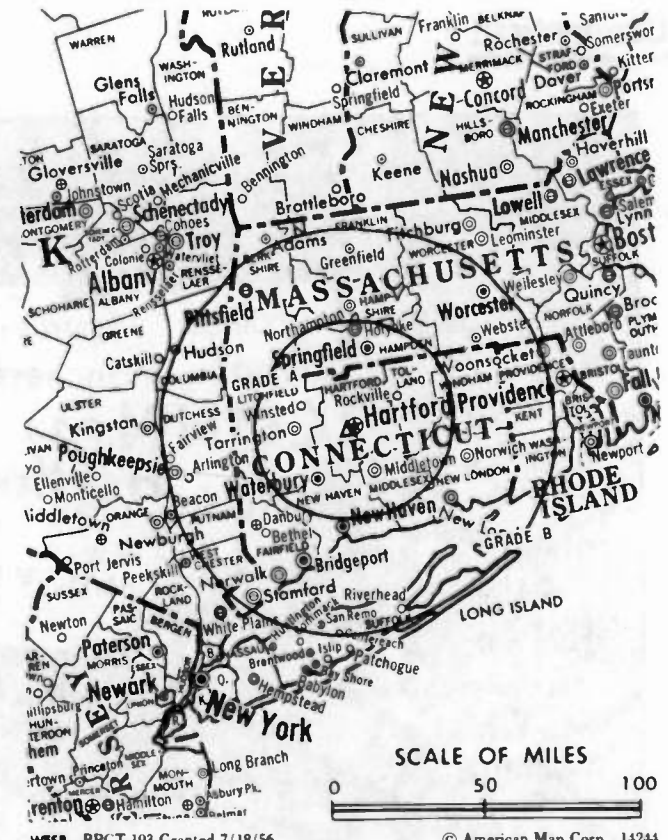
G. WILLIAM RYAN, president & general manager.
BARRY BARTH, vice president & station manager.
MIKE DORSEY, vice president, sales & marketing.
RICHARD AHLES, vice president, news & public affairs.
CATHERINE NIERLE, vice president, administration.
WAYNE SPRACKLIN, national sales manager.
JOE CONNOR, local sales manager.
JOHN RENO, chief engineer.
JAMES LUTTON, program manager.

Highest 30 Sec. Rate (Jan. 1, 1980): \$3900.

NETWORK BASE HOURLY RATE: \$3844.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Hartford	296,400	291,200	98
	Litchfield	58,100	56,900	98
	Middlesex	48,600	47,700	98
	New Haven	280,100	275,900	99
	New London	84,600	82,600	98
	Tolland	38,000	37,200	98
	Windham	33,600	32,900	98
	MASSACHUSETTS			
	Berkshire	53,500	52,500	98
	Franklin	25,500	24,600	97
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	23,200	22,500	97
	Windham	14,800	14,100	95
Between 5-24%	CONNECTICUT			
	Fairfield	288,200	284,400	99
	MASSACHUSETTS			
	Worcester	233,300	229,800	98
	NEW YORK			
	Columbia	22,400	21,900	98
	Dutchess	84,800	82,700	98
	Suffolk	406,300	401,400	99
	Ulster	58,800	56,800	97
	RHODE ISLAND			
Washington	33,300	32,700	98	
VERMONT				
Bennington	12,800	12,400	97	
Station Totals		2,304,400	2,264,500	98
Net Weekly Circulation (1983)				1,034,900
Average Daily Circulation (1983)				585,700

Connecticut-Hartford

WHCT-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 186-kw max. & 158-kw horizontal visual, 31.6-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

Latitude 41° 45' 39"
Longitude 72° 48' 08"

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal.

Studio: 580 Deercliff Rd., Avon, Conn. 06001.

Telephone: 203-677-2281.

Ownership: Faith Center Inc. For officers and other interests, see KVOF-TV, San Francisco, Cal. Note: Request for distress sale pends.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (Television Digest, Vol. 11:28; 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23). Assignment of license to Faith Center approved Feb. 16, 1972.

Personnel:

DR. W. EUGENE SCOTT, president.

Rates: Not available.



WHCT-TV BMPCT-7647 Granted 8/5/76

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For Arbitron Market Rankings,
see page 1

Connecticut-New Haven-Hartford

WTNH-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 32.8-kw visual, 7-kw aural. Antenna: 1210-ft. above av. terrain, 909-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"
Longitude 72° 57' 06"

Transmitter: Talmadge Rd., Mad Mare Mtn., Hamden, Conn.

News Services: AP, UPI.

Satellite Earth Station: Satcom Technologies; 9.2-meter.

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 242 East 51st St., New York, N.Y. 10022.

Studio & General Offices: 8 Elm St., New Haven, Conn. 06510.

Mailing Address: Box 1859, New Haven, Conn. 06508.

Telephone: 203-784-8888. TWX: 710-465-1193.

Ownership: Capital Cities Communications Inc. For other interests see Group Ownership of TV Stations.

Began Operation: June 15, 1948. Sale to present owners by Triangle Publications approved by FCC Feb. 24, 1971. Previous sale by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

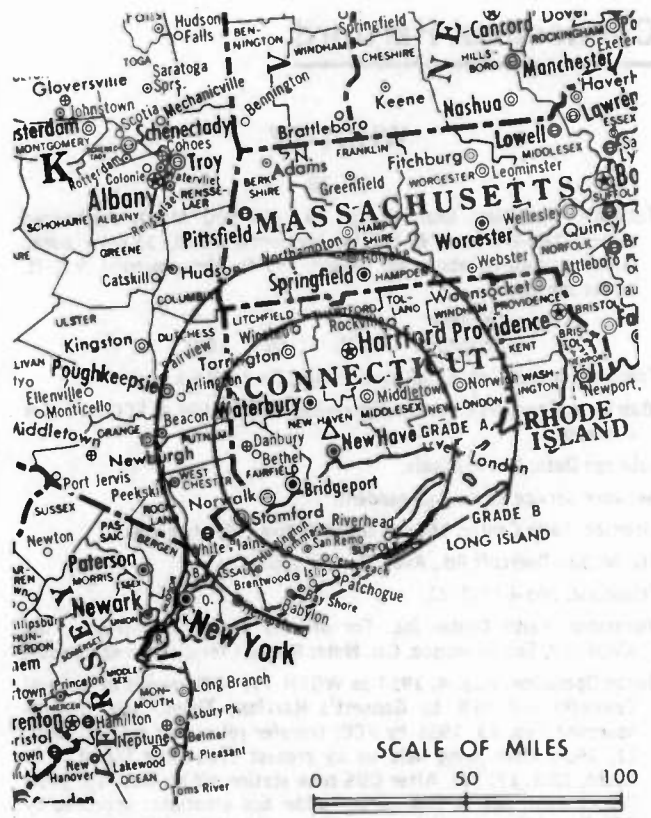
PETER K. ORNE, vice president & general manager.
DONALD GORMAN, general sales manager.
BRUCE LAWRENCE, sales manager.
LAWRENCE MANNE, program director.
BOB RUSSO, engineering manager.
WILLIAM ELLISON, public affairs manager.
STEVE PERLER, business manager.
MIKE SECHRIST, news director.

Highest 30 Sec. Rate (April 30, 1981): \$3000.

NETWORK BASE HOURLY RATE: \$2550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Hartford	296,400	291,200	98
	Litchfield	58,100	56,900	98
	Middlesex	48,600	47,700	98
	New Haven	280,100	275,900	99
	New London	84,600	82,600	98
	Tolland	38,000	37,200	98



WTNH-TV BPCT-4582 Granted 5/17/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	Fairfield	288,200	284,400	99
	Windham	33,600	32,900	98
Between 5-24%	MASSACHUSETTS			
	Hampden	161,200	158,500	98
	MASSACHUSETTS			
	Berkshire	53,500	52,500	98
	Hampshire	46,900	45,800	98
	NEW JERSEY			
	Sussex	41,100	40,300	98
	NEW YORK			
	Dutchess	84,800	82,700	98
	Putnam	26,600	26,100	98
	Suffolk	406,300	401,400	99
	Ulster	58,800	56,800	97
	RHODE ISLAND			
	Washington	33,300	32,700	98
Station Totals		2,040,100	2,005,600	98
Net Weekly Circulation (1983)			932,600	
Average Daily Circulation (1983)			519,200	

Connecticut-New Britain-Hartford

WVIT

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1485-ft. above av. terrain, 1129-ft. above ground, 1849-ft. above sea level.

Latitude 41° 42' 02"
Longitude 72° 49' 57"

Transmitter: Rattlesnake Mtn., U.S. Route 6, Farmington, Conn.

News Services: AP, UPI.

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

Network Service: NBC.

Licensee: Viacom Broadcasting Inc., 1211 Ave. of the Americas, New York, N.Y. 10036.

Studio: 1422 New Britain Ave., West Hartford 06110.

Telephone: 203-521-3030, Hartford; 203-223-3603, New Britain.

Ownership: Viacom Broadcasting Inc. Paul M. Hughes, pres.; Terry Elkes, exec. v.p.; Gordon Belt, v.p.; Steve Fadem & Ed Schor, asst. secys. Viacom is a multiple cable system operator & program producer. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 13, 1953. Sale to present owner by Plains TV Corp. approved by FCC March 13, 1978 (Television Digest, Vol. 17:25). Sale to Plains by NBC approved Sept. 23, 1959 by FCC (Vol. 15:26, 28, 39). Sale to NBC of WKNB-TV-AM, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vol. 11:2, 9, 19, 22, 26; 12:50).

Represented (sales) by TeleRep Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

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

Personnel:

PAT BRADY, vice president & general manager.
AL BOVA, general sales manager.
ART DePASQUA, national sales manager.
HARVEY LAZEAR, local sales manager.
HARRIET DOBIN, director of communications.
JOHN PALMER, program manager.
GEORGE TALBOT, production manager.
BETH RAWLES, public affairs director.
PHILIP B. HALE, film director.
ARNOLD KLINSKY, vice president, operations.
MILDRED McNEILL, news director.
WILLIAM CANORA, chief engineer.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate (Jan. 30, 1983): \$8000.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



WVIT BPCT-5219 Granted 11/3/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Hartford	296,400	291,200	98
	Litchfield	58,100	56,900	98
	Middlesex	48,600	47,700	98
	Tolland	38,000	37,200	98
Between 25-49%	CONNECTICUT			
	New Haven	280,100	275,900	99
	New London	84,600	82,600	98
	MASSACHUSETTS			
	Hampden	161,200	158,500	98
Between 5-24%	CONNECTICUT			
	Fairfield	288,200	284,400	99
	Windham	33,600	32,900	98
	MASSACHUSETTS			
	Franklin	25,500	24,600	97
Hampshire	46,900	45,800	98	
Station Totals		1,361,200	1,337,700	98
Net Weekly Circulation (1983)			570,200	
Average Daily Circulation (1983)			258,800	

Connecticut-Waterbury

WTTX

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 2239-kw max. visual, 223.9-kw max. aural. Antenna: 1200-ft. above av. terrain, 1013-ft. above ground, 1749-ft. above sea level.

Latitude 41° 31' 04"
Longitude 73° 01' 07"

Transmitter: Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, Conn.

News Service: AP.

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

Network Service: None, independent.

Licensee: Channel 20 Enterprises Ltd. Partnership.

Studio: 414 Meadow St., Waterbury, Conn. 06702.

Telephone: 203-575-9899.

Ownership: Channel 20 Inc., gen. partner; Oppenheimer & Co., ltd. partner. Channel 20 ownership: Michael Finkelstein, pres.; Paul Zofnass, secy.-treas.; John Bretl, 3.75% each; Essen Assoc. IX, 50%; Oppenheimer & Co., 42.5%. Essen ownership: Michael Finkelstein, 50%; more than 20 others. Oppenheimer & Co. ownership: More than 20 partners. Principals have interest in Ch. 45 Dayton, O. application.

Began Operation: Sept. 4, 1953. Sale to present owners approved by FCC Nov. 9, 1981 (Television Digest, Vol. 21:18).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Nixon, Hargrave, Devans & Doyle.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- GEOFFREY ROSE, vice president & general manager.
- HARVEY ADELBERG, general sales manager.
- ROBERT AFFE, program director.
- CHARLES ALLEN, chief engineer.

Highest 30 Sec. Rate (July 25, 1983): \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
CONNECTICUT				
Between 25-49%	Hartford	296,400	291,200	98
	Litchfield	58,100	56,900	98



WTTX BMPCT-820223KG Granted 3/11/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Middlesex	48,600	47,700	98
	New Haven	280,100	275,900	99
	Tolland	38,000	37,200	98
CONNECTICUT				
Between 5-24%	Fairfield	288,200	284,400	99
	New London	84,600	82,600	98
	Windham	33,600	32,900	98
MASSACHUSETTS				
	Hampden	161,200	158,500	98
Station Totals		1,288,800	1,267,300	98
Net Weekly Circulation (1983)			392,100	
Average Daily Circulation (1983)			162,300	

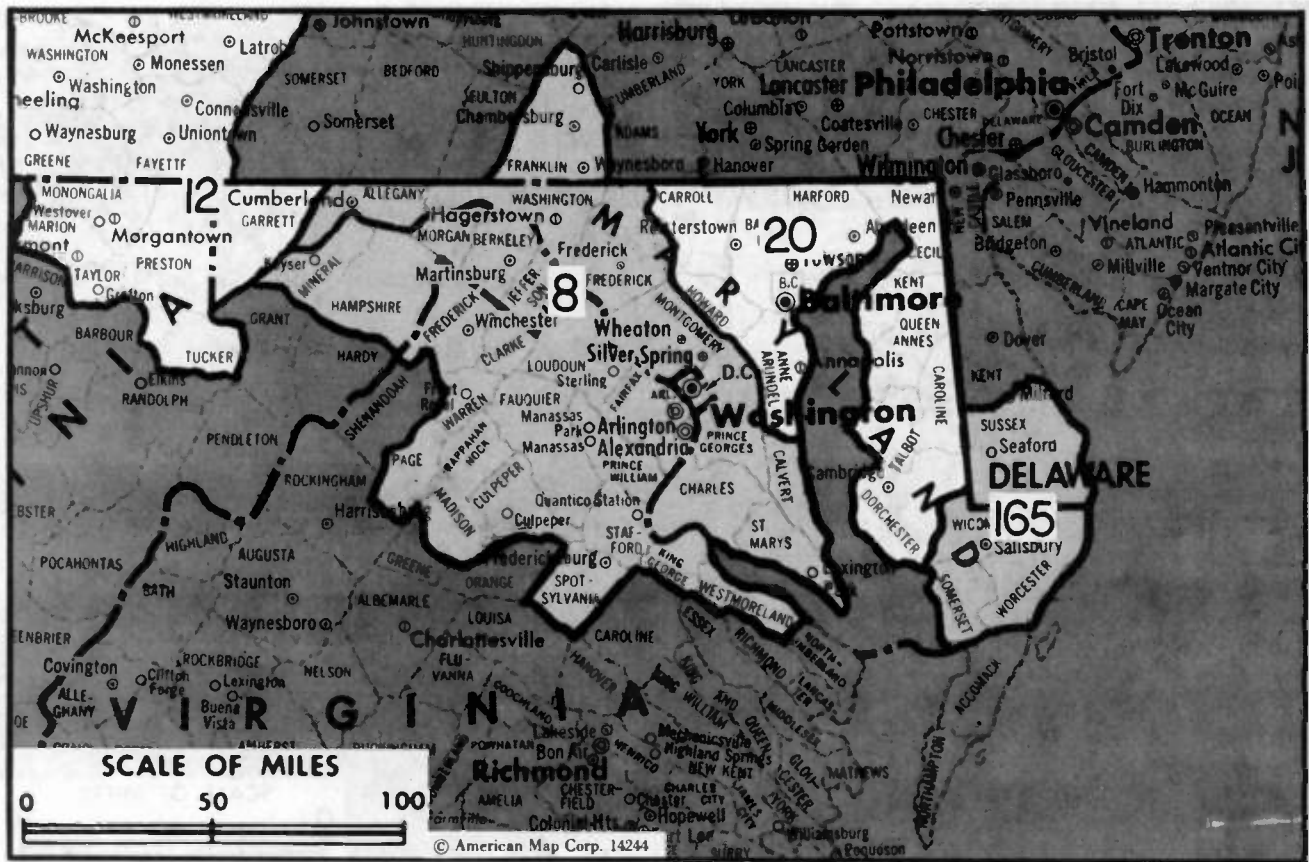
Delaware



Delaware Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	0	0	0
Educational Television Stations	1	1	2
			2

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Philadelphia, Pa.	2,481,900	4	1,569,000	4	KYW-TV (3), WAAT (40), WCAU-TV (10), WFMZ-TV (69), WKBS-TV (48), WPHL-TV (17), WPVI-TV (6), WTAF-TV (29), WTVE (51), WWSG-TV (57)
Baltimore, Md.	856,900	20	544,000	19	WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, Md.	81,500	165	38,000	168	WB0C-TV (16), WMDT (47)



District of Columbia Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	4	2	6
Educational Television Stations	0	2	2
			8

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Washington, D.C.	1,510,100	8	916,000	10	WCQR (50), WDCA-TV (20), WDVN-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)
Baltimore, Md.	856,900	20	544,000	19	WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)

District of Columbia-Washington

WCQR

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2450-kw max. & 1860-kw horizontal visual, 245-kw max. & 186-kw horizontal aural. Antenna: 570-ft. above av. terrain, 509-ft. above ground, 797-ft. above sea level.

Latitude 38° 57' 44"
Longitude 77° 01' 36"

Transmitter: NW corner of 9th & Peabody, Washington.

News Service: Financial News Network.

Network Service: None, independent.

Licensee: Ch. 50 Inc., Box 60688, Washington, D.C. 20011.

Studio: 6507 Chillum Pl. NW, Washington 20012.

Telephone: 202-723-1040.

Ownership: Theodore S. Ledbetter Jr., v.p. & gen. mgr., 96%.

Began Operation: Nov. 1, 1981.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

TED LEDBETTER, general, program & operations manager.
ELIZABETH BRADY, president & business manager.
DIANA DEL TORO, production manager.

Arbitron Data Not Available



WCQR BMPCT-800411KH Granted 7/10/80

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District of Columbia-Washington

WDCA-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 4000-kw max. & 3090-kw horizontal visual, 400-kw max. & 309-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"
Longitude 77° 06' 18.2"

Transmitter: 5202 River Rd., Bethesda, Md.

Satellite Earth Station: Harris; 6-meter.

Network Service: None, independent.

Licensee: Channel 20 Inc., 5202 River Rd., Bethesda, Md. 20816.

Studio: 5202 River Rd.

Telephone: 301-654-2600. TWX: 710-824-9608.

Ownership: Taft Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: April 20, 1966. Sale to Improvement Leasing Co. by Milton Grant & assoc. approved by FCC May 7, 1969 (Television Digest, Vol. 8:50; 9:19). Sale to Taft by Improvement Leasing Co. approved by FCC Aug. 16, 1979 (Vol. 18:18; 19:30, 33, 34, 35, 36).

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

Personnel:

JOHN C. ROSE, general manager.

STEPHANIE CAMPBELL, program manager.

CHARLES COWDREY, general sales manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DISTRICT OF COLUMBIA			
	Dist Of Columbia 247,700 244,500 99			
	MARYLAND			
	Allegany	29,700	29,400	99
	Charles	23,800	23,500	99
	Dorchester	11,500	11,300	98
	Frederick	40,300	40,000	99
	Montgomery	219,400	218,300	100
	Prince Georges	231,300	230,300	100
	VIRGINIA			
	Fairfax	236,700	235,700	100
	King George	3,800	3,700	97
	Loudoun	20,800	20,500	99
	Prince William	55,200	54,700	99
	Stafford	13,500	13,300	99
WEST VIRGINIA				
Mineral	9,900	9,700	98	
Between 25-49%	MARYLAND			
	Anne Arundel	131,200	130,400	99
	Calvert	11,900	11,700	98
	Carroll	33,600	33,400	99
	Howard	46,200	45,900	99
	Queen Annes	9,500	9,400	99
	St Marys	20,500	20,300	99
	Talbot	10,400	10,300	99
	Washington	41,700	41,300	99
	Wicomico	24,300	24,000	99
	PENNSYLVANIA			
	Franklin	41,900	40,300	96
	VIRGINIA			
	Albemarle	37,100	36,200	98
	Arlington	121,000	120,200	99
Fauquier	12,800	12,600	98	
Frederick	20,400	20,200	99	
Page	7,400	7,300	99	



WDCA-TV BPCT-4374 Granted 10/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Rappahannock	2,400	2,300	98
	Spotsylvania	18,700	18,400	99
	Warren	8,500	8,300	98
WEST VIRGINIA				
Berkeley	17,800	17,600	99	
Jefferson	11,000	10,900	99	
Between 5-24%	DELAWARE			
	Sussex	38,000	37,400	98
MARYLAND				
Baltimore	525,700	522,700	99	
Caroline	8,700	8,600	99	
Cecil	20,600	20,500	100	
Harford	50,100	49,800	99	
Kent	6,400	6,300	98	
NORTH CAROLINA				
Alamance	37,200	36,900	99	
Buncombe	63,400	62,400	99	
Gulford	119,800	118,700	99	
Mecklenburg	156,200	154,700	99	
PENNSYLVANIA				
Adams	24,300	23,600	97	
Bedford	16,800	16,200	96	
Cumberland	66,200	64,700	98	
Fulton	4,800	4,600	95	
Huntingdon	14,900	14,400	97	
VIRGINIA				
Augusta	33,200	32,700	98	
Campbell	41,100	40,500	99	
Caroline	6,200	6,100	98	
Clarke	3,800	3,800	100	
Culpeper	8,100	8,000	99	
Dinwiddie	27,800	27,300	98	
Henrico	157,600	155,900	99	
Henry	27,500	27,100	99	

(Continued on page 169)

Station Totals	3,754,700	3,717,100	98
Net Weekly Circulation (1983)		1,232,800	
Average Daily Circulation (1983)		485,700	

District of Columbia-Washington

WDVM-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"
Longitude 77° 04' 47"

Transmitter: Broadcast House.

News Services: AP, UPI, Reuters, Western Union Weather.

Network Service: CBS.

Licensee: The Evening News Association, 615 Lafayette Blvd., Detroit, Mich. 48231.

Studio: Broadcast House, 4001 Brandywine St. NW, Washington, D.C. 20016.

Telephone: 202-364-3900. TWX: 710-822-9776.

Ownership: Evening News Assn., publisher of The Detroit News, 100%. Peter B. Clark, pres.; Peter A. Kizer, v.p., broadcast div. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25).

Washington Post acquired 100% in October 1954 (Vol. 10:42). Exchange for WWJ-TV (now WDIV), Detroit, Mich. approved by FCC May 18, 1978 (Vol. 17:58; 18:21).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

EDWIN W. PFEIFFER, vice president & general manager.
RONALD TOWNSEND, station manager.
HENRY K. YAGGI III, director of sales.
MITCH N. TURNER, national sales manager.
STEPHEN COOK, local sales manager.
LAWRENCE HERBSTER, business manager.
JAMES MARTIN, operations manager.
LOUISE ABERNATHY, personnel manager.
EDWARD P. JONES, program director.
DAVID PEARCE, news director.
EDWARD F. RYAN, director of community affairs.
HENRY R. OWEN, director of engineering.
PAT BARRANGER, research director.

Highest 30 Sec. Rate (May 1, 1979): \$8000.

NETWORK BASE HOURLY RATE: \$2350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DISTRICT OF COLUMBIA			
	Dist Of Columbia	247,700	244,500	99
	MARYLAND			
	Allegany	29,700	29,400	99
	Calvert	11,900	11,700	98
	Charles	23,800	23,500	99
	Dorchester	11,500	11,300	98
	Frederick	40,300	40,000	99
	Howard	46,200	45,900	99
	Montgomery	219,400	218,300	100
	Prince Georges	231,300	230,300	100
	St Marys	20,500	20,300	99
	Washington	41,700	41,300	99
	PENNSYLVANIA			
	Franklin	41,900	40,300	96
VIRGINIA				
Arlington	121,000	120,200	99	
Clarke	3,800	3,800	100	
Culpeper	8,100	8,000	99	
Fairfax	236,700	235,700	100	



WDVM-TV BMPCT-7389 Granted 8/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fauquier	12,800	12,600	98
	Frederick	20,400	20,200	99
	King George	3,800	3,700	97
	Loudoun	20,800	20,500	99
	Page	7,400	7,300	99
	Prince William	55,200	54,700	99
	Rappahannock	2,400	2,300	98
	Shenandoah	10,800	10,700	99
	Spotsylvania	18,700	18,400	99
	Stafford	13,500	13,300	99
	Warren	8,500	8,300	98
	Westmoreland	5,500	5,400	97
	WEST VIRGINIA			
	Berkeley	17,800	17,600	99
	Hardy	3,600	3,500	96
Jefferson	11,000	10,900	99	
Mineral	9,900	9,700	98	
Morgan	4,100	4,000	98	

Between 25-49%	MARYLAND			
	Anne Arundel	131,200	130,400	99
	Talbot	10,400	10,300	99
	PENNSYLVANIA			
	Fulton	4,800	4,600	95
	VIRGINIA			
	Albemarle	37,100	36,200	98
	Augusta	33,200	32,700	98
	Madison	3,700	3,600	97
	Orange	6,700	6,500	97
	Rockingham	26,700	26,300	99
	WEST VIRGINIA			
	Grant	3,800	3,700	97
	Hampshire	5,600	5,500	97

Between 5-24%	MARYLAND			
	Baltimore	525,700	522,700	99
	Caroline	8,700	8,600	99

(Continued on page 169)

Station Totals	2,536,300	2,513,300	99
Net Weekly Circulation (1983)		1,508,900	
Average Daily Circulation (1983)		824,600	

District of Columbia-Washington

WJLA-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 48-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"
Longitude 77° 04' 47"

Transmitter: 4010 Chesapeake St. NW.

News Services: AP, UPI.

Satellite Earth Station: Common Carrier.

Network Service: ABC.

Licensee: WJLA Inc., 4461 Connecticut Ave. NW, Washington, D.C. 20008.

Studio: 4461 Connecticut Ave. NW 20008.

Telephone: 202-686-3000. TWX: 710-822-9505.

Ownership: Allbritton Communications Co., Joe L. Allbritton, chmn. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 3, 1947.

Represented (sales) by Petry Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

THOMAS B. COOKERLY, president, Broadcast Division, Allbritton Communications Company and president & general manager, WJLA-TV.

DOW C. SMITH, vice president & station manager.

JAMES E. GRIFFIN, v.p. & director of broadcast operations.

JOSEPH G. ROSE JR., v.p. & dir. of finance & administration.

JOHN C. LONG, vice president & director of sales.

THURSA THOMAS, manager of public affairs.

HELEN FEINBLOOM, local sales manager.

JOHN TOLLEFSON, director of engineering.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DISTRICT OF COLUMBIA			
	Dist Of Columbia	247,700	244,500	99
	MARYLAND			
	Allegany	29,700	29,400	99
	Calvert	11,900	11,700	98
	Charles	23,800	23,500	99
	Dorchester	11,500	11,300	98
	Frederick	40,300	40,000	99
	Howard	46,200	45,900	99
	Montgomery	219,400	218,300	100
Prince Georges	231,300	230,300	100	
St Marys	20,500	20,300	99	
Washington	41,700	41,300	99	
PENNSYLVANIA				
Franklin	41,900	40,300	96	
VIRGINIA				
Arlington	121,000	120,200	99	
Clarke	3,800	3,800	100	
Culpeper	8,100	8,000	99	
Fairfax	236,700	235,700	100	
Fauquier	12,800	12,600	98	
Frederick	20,400	20,200	99	
King George	3,800	3,700	97	
Loudoun	20,800	20,500	99	
Prince William	55,200	54,700	99	
Rappahannock	2,400	2,300	98	
Spotsylvania	18,700	18,400	99	
Stafford	13,500	13,300	99	



WJLA-TV BMPCT-7405 Granted 7/25/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Warren	8,500	8,300	98
	Westmoreland	5,500	5,400	97
	WEST VIRGINIA			
	Berkeley	17,800	17,600	99
	Jefferson	11,000	10,900	99
Mineral	9,900	9,700	98	
Morgan	4,100	4,000	98	
Between 25-49%	MARYLAND			
	Anne Arundel	131,200	130,400	99
	Carrroll	33,600	33,400	99
	Talbot	10,400	10,300	99
	PENNSYLVANIA			
	Bedford	16,800	16,200	96
	Fulton	4,800	4,600	95
	VIRGINIA			
	Orange	6,700	6,500	97
	Page	7,400	7,300	99
Shenandoah	10,800	10,700	99	
WEST VIRGINIA				
Hampshire	5,600	5,500	97	
Between 5-24%	DELAWARE			
	Sussex	38,000	37,400	98
	MARYLAND			
	Baltimore	525,700	522,700	99
	Caroline	8,700	8,600	99
	Cecil	20,600	20,500	100
	Harford	50,100	49,800	99
	Kent	6,400	6,300	98
	Queen Annes	9,500	9,400	99
	Somerset	6,900	6,700	98
	Wicomico	24,300	24,000	99
	Worcester	12,600	12,300	98
	PENNSYLVANIA			
	Adams	24,300	23,600	97
	(Continued on page 169)			
Station Totals		2,571,800	2,548,500	99
Net Weekly Circulation (1983)			1,483,400	
Average Daily Circulation (1983)			809,700	

District of Columbia-Washington

WRC-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 457.9-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"
Longitude 77° 04' 53.5"

Transmitter: 4001 Nebraska Ave. NW.

AM Affiliate: WRC, 5-kw, 980 kHz.

FM Affiliate: WKYS, 20-kw, 93.9 MHz (No. 230), 480-ft.

News Services: AP, UPI, NBC.

Satellite Earth Stations: Scientific-Atlanta; 7-meter & 5-meter.

Network Service: NBC.

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave. NW, Washington, D.C. 20016.

Studio: 4001 Nebraska Ave. NW, Washington.

Telephone: 202-686-4000. TWX: 202-965-0804.

Ownership: See Group Ownership of TV Stations.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

- JOHN ROHRBECK, vice president & general manager.
- DAVID NUEL, station manager.
- CRAWFORD MCGILL, dir., operations & engineering.
- ALLAN HORLICK, sales director.
- STEPHEN DICKLER, national sales manager.
- LARRY SPERO, local sales manager.
- DAVID UHRICH, director, programming.
- RICHARD RAAB, dir., operations & engineering production.
- BOB CASAZZA, manager, advertising & promotion.
- MANNY STERNFELD, director, business affairs.
- JIM VAN MESSEL, director, news.
- JOHN ANNIS, director, employee relations.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DISTRICT OF COLUMBIA			
	Dist Of Columbia	247,700	244,500	99
	MARYLAND			
	Anne Arundel	131,200	130,400	99
	Calvert	11,900	11,700	98
	Charles	23,800	23,500	99
	Dorchester	11,500	11,300	98
	Frederick	40,300	40,000	99
	Howard	46,200	45,900	99
	Montgomery	219,400	218,300	100
	Prince Georges	231,300	230,300	100
	St Marys	20,500	20,300	99
	Washington	41,700	41,300	99
	VIRGINIA			
	Arlington	121,000	120,200	99
Clarke	3,800	3,800	100	
Culpeper	8,100	8,000	99	
Fairfax	236,700	235,700	100	
Fauquier	12,800	12,600	98	
Frederick	20,400	20,200	99	
King George	3,800	3,700	97	
Loudoun	20,800	20,500	99	
Page	7,400	7,300	99	
Prince William	55,200	54,700	99	
Rappahannock	2,400	2,300	98	
Shenandoah	10,800	10,700	99	
Spotsylvania	18,700	18,400	99	
Stafford	13,500	13,300	99	



WRC-TV BPCT-2103 Granted 4/17/57 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Warren	8,500	8,300	98
	Westmoreland	5,500	5,400	97
	WEST VIRGINIA			
	Berkeley	17,800	17,600	99
Jefferson	11,000	10,900	99	
Between 25-49%	MARYLAND			
	Caroline	8,700	8,600	99
	Carroll	33,600	33,400	99
	Talbot	10,400	10,300	99
	Wicomico	24,300	24,000	99
PENNSYLVANIA				
Franklin	41,900	40,300	96	
Fulton	4,800	4,600	95	
VIRGINIA				
Madison	3,700	3,600	97	
Orange	6,700	6,500	97	
Rockingham	26,700	26,300	99	
WEST VIRGINIA				
Hampshire	5,600	5,500	97	
Morgan	4,100	4,000	98	
Between 5-24%	DELAWARE			
	Sussex	38,000	37,400	98
	MARYLAND			
	Allegany	29,700	29,400	99
	Baltimore	525,700	522,700	99
	Cecil	20,600	20,500	100
	Harford	50,100	49,800	99
	Kent	6,400	6,300	98
	Queen Annes	9,500	9,400	99
	Somerset	6,900	6,700	98
Worcester	12,600	12,300	98	
PENNSYLVANIA				
Adams	24,300	23,600	97	
VIRGINIA				
Augusta	33,200	32,700	98	
(Continued on page 169)				
Station Totals		2,561,900	2,539,000	99
Net Weekly Circulation (1983)				1,455,800
Average Daily Circulation (1983)				779,100

District of Columbia-Washington

WTTG

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"
Longitude 77° 04' 57"

Transmitter: 5151 Wisconsin Ave. NW.

News Services: AP, UPI, ITNA.

FM Affiliate: WASH, 22.5-kw, 97.1 MHz (No. 246), 690-ft.

Satellite Earth Stations: Antennas for Communications, 10-meter & 5-meter; Microdyne receivers.

Network Service: None, independent.

Licensee: Metromedia Inc., 5151 Wisconsin Ave. NW, Washington, D.C. 20016.

Studio: 5151 Wisconsin Ave. NW 20016.

Telephone: 202-244-5151. TWX: 910-881-5757

Ownership: Metromedia Inc. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: January 1947.

Represented (sales) by Metro TV Sales.

Personnel:

- KEVIN O'BRIEN, vice president & general manager.
- LARRY MALONEY, vice president & general sales manager.
- RICHARD PFISTER, vice president & chief engineer.
- GAYLE BRAMMER, local sales manager.
- MICHAEL TURNER, national sales manager.
- JAMES GUSTAFSON, retail sales manager.
- PAT MYERS, v.p. & operations manager.
- SANDY PASTOOR, program director.
- WILLIAM SPITZER, v.p. & production manager.
- BETTY ENDICOTT, news director.
- LINDY SPERO, director, creative services.
- BRIGITTE STEVENSON, director, community affairs.
- DICK KANTOR, business manager.
- JOE PERRY, director, research.

Rates: Available on request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
DISTRICT OF COLUMBIA				
50% & Over	Dist Of Columbia	247,700	244,500	99
DELAWARE				
	Sussex	38,000	37,400	98
MARYLAND				
	Allegany	29,700	29,400	99
	Anne Arundel	131,200	130,400	99
	Calvert	11,900	11,700	98
	Caroline	8,700	8,600	99
	Carroll	33,600	33,400	99
	Charles	23,800	23,500	99
	Dorchester	11,500	11,300	98
	Frederick	40,300	40,000	99
	Howard	46,200	45,900	99
	Montgomery	219,400	218,300	100
	Prince Georges	231,300	230,300	100
	Queen Annes	9,500	9,400	99
	St Marys	20,500	20,300	99
	Talbot	10,400	10,300	99
	Washington	41,700	41,300	99
	Wicomico	24,300	24,000	99
PENNSYLVANIA				
	Adams	24,300	23,600	97
	Franklin	41,900	40,300	96
	Fulton	4,800	4,600	95



WTTG BMPCT-5854 Granted 6/25/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
VIRGINIA				
	Arlington	121,000	120,200	99
	Augusta	33,200	32,700	98
	Clarke	3,800	3,800	100
	Culpeper	8,100	8,000	99
	Fairfax	236,700	235,700	100
	Fauquier	12,800	12,600	98
	Frederick	20,400	20,200	99
	King George	3,800	3,700	97
	Loudoun	20,800	20,500	99
	Madison	3,700	3,600	97
	Orange	6,700	6,500	97
	Page	7,400	7,300	99
	Prince William	55,200	54,700	99
	Rappahannock	2,400	2,300	98
	Rockingham	26,700	26,300	99
	Shenandoah	10,800	10,700	99
	Spotsylvania	18,700	18,400	99
	Stafford	13,500	13,300	99
	Warren	8,500	8,300	98
	Westmoreland	5,500	5,400	97
WEST VIRGINIA				
	Berkeley	17,800	17,600	99
	Jefferson	11,000	10,900	99
	Mineral	9,900	9,700	98
	Morgan	4,100	4,000	98
Between 25-49%				
MARYLAND				
	Baltimore	525,700	522,700	99
	Harford	50,100	49,800	99
	Kent	6,400	6,300	98
	Somerset	6,900	6,700	98
	Worcester	12,600	12,300	98
NORTH CAROLINA				
	Cumberland	80,500	79,300	99
PENNSYLVANIA				
	Bedford	16,800	16,200	96
(Continued on next page)				
Station Totals		4,228,300	4,180,700	98
Net Weekly Circulation (1983)			2,037,800	
Average Daily Circulation (1983)			969,200	

District of Columbia—Washington

WDCa-TV, Washington, D.C.

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA—(Continued)				
Between 5-24%	Madison	3,700	3,600	97
	Montgomery	26,500	26,100	98
	Northumberland	4,100	4,000	98
	Orange	6,700	6,500	97
	Pittsylvania	41,400	40,700	98
	Prince George	15,500	15,300	99
	Rockbridge	10,700	10,500	98
	Rockingham	26,700	26,300	99
	Shenandoah	10,800	10,700	99
	Westmoreland	5,500	5,400	97
	Newport News City	97,000	96,200	99
	Norfolk City	163,200	161,600	99
	Va Beach City	95,500	94,700	99
WEST VIRGINIA				
	Grant	3,800	3,700	97
	Hampshire	5,600	5,500	97
	Hardy	3,600	3,500	96
	Morgan	4,100	4,000	98

WDVM-TV, Washington, D.C.

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MARYLAND—(Continued)				
Between 5-24%	Carroll	33,600	33,400	99
	Garrett	9,500	9,300	98
	Harford	50,100	49,800	99
	Kent	6,400	6,300	98
	Queen Annes	9,500	9,400	99
	Somerset	6,900	6,700	98
	Wicomico	24,300	24,000	99
PENNSYLVANIA				
	Adams	24,300	23,600	97
VIRGINIA				
	Caroline	6,200	6,100	98
	King And Queen	2,100	2,000	95
	Northumberland	4,100	4,000	98

WJLA-TV, Washington, D.C.

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Augusta	33,200	32,700	98
	Caroline	6,200	6,100	98
	Madison	3,700	3,600	97
	Northumberland	4,100	4,000	98
	Rockingham	26,700	26,300	99
WEST VIRGINIA				
	Hardy	3,600	3,500	96

WRC-TV, Washington, D.C.

(Arbitron Data Continued)

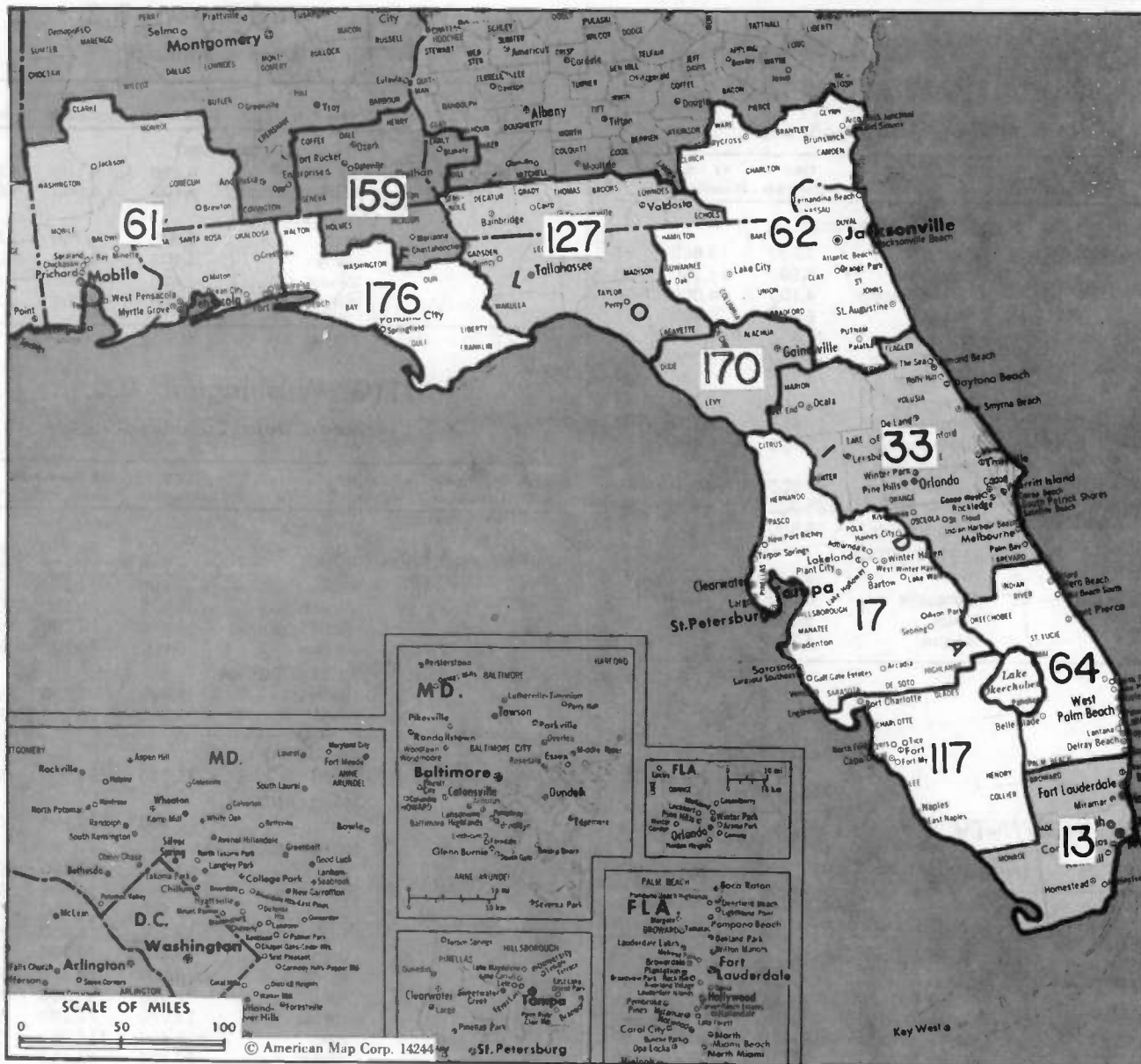
Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA—(Continued)				
Between 5-24%	Caroline	6,200	6,100	98
	Northumberland	4,100	4,000	98
WEST VIRGINIA				
	Grant	3,800	3,700	97
	Hardy	3,600	3,500	96
	Mineral	9,900	9,700	98
	Pendelton	3,100	3,000	97

WTTG, Washington, D.C.

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Albemarle	37,100	36,200	98
	Caroline	6,200	6,100	98
	Essex	3,200	3,100	97
	Montgomery	26,500	26,100	98
	Northumberland	4,100	4,000	98
	Roanoke	76,900	76,100	99
WEST VIRGINIA				
	Hampshire	5,600	5,500	97
	Hardy	3,600	3,500	96
DELAWARE				
Between 5-24%	Kent	35,200	34,900	99
MARYLAND				
	Cecil	20,600	20,500	100
NORTH CAROLINA				
	Buncombe	63,400	62,400	99
	Craven	24,900	24,600	99
	Durham	59,100	58,200	99
	Edgecombe	19,200	18,900	98
	Granville	10,900	10,700	98
	Nash	24,900	24,500	98
	Pitt	31,000	30,500	98
	Vance	13,000	12,800	98
	Wake	116,400	115,000	99
	Wilson	22,800	22,400	98
PENNSYLVANIA				
	Cumberland	66,200	64,700	98
	Mifflin	17,300	16,600	96
	Perry	13,300	12,900	97
	York	118,100	115,500	98
SOUTH CAROLINA				
	Lexington	53,000	52,100	98
	Richland	90,700	89,300	98
VIRGINIA				
	Accomack	11,900	11,600	97
	Dinwiddie	27,800	27,300	98
	Greene	2,900	2,800	97
	Henrico	157,600	155,900	99
	Henry	27,500	27,100	99
	James City	11,400	11,200	98
	King William	3,400	3,400	99
	Louisa	6,400	6,200	97
	Pittsylvania	41,400	40,700	98
	Newport News City	97,000	96,200	99
	Norfolk City	163,200	161,600	99
	Va Beach City	95,500	94,700	99
WEST VIRGINIA				
	Grant	3,800	3,700	97
	Pendelton	3,100	3,000	97

Florida



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Miami, Fla.	1,156,700	13	669,000	15	WCIX-TV (6), WDZL (39), WHFT (45), WLTU (23), WPLG (10), WSVN (7), WTVJ (4)
Tampa-St. Petersburg, Fla.	1,077,600	17	584,000	18	WCLF (22), WFTS (28), WTOG (44), WTSP-TV (10), WTVT (13), WXFL (8), WXLN-TV (40)
Orlando-Daytona Beach, Fla.	626,900	33	343,000	35	WCPX-TV (6), WESH-TV (2), WFTU (9), WIYE (55), WMOD (43), WOFL (35), WTGL-TV (52)
Mobile, Ala.-Pensacola, Fla.	399,700	61	239,000	59	WALA-TV (10), WEAR-TV (3), WKRG-TV (5), WPXI (15)
Jacksonville, Fla.	383,100	62	212,000	66	WAWS-TV (30), WJKS-TV (17), WJXT (4), WNFT (47), WTLV (12)
West Palm Beach, Fla.	368,500	64	113,000	105	WFLX (8), WPEC (12), WPTV (5), WTVX (34)
Fort Myers-Naples, Fla.	173,900	117	79,000	136	WBBH-TV (20), WEVU (26), WINK-TV (11)
Tallahassee, Fla.	155,700	127	70,000	142	WCTV (6), WECA (27), WTWC (40), WVGA (44)
Dothan, Ala.	95,500	159	60,000	155	WDHN (18), WTVY (4)
Gainesville, Fla.	73,800	170	23,000	182	WCJB (20)
Panama City, Fla.	63,700	176	40,000	164	WJHG-TV (7), WMBB (13)

Florida Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	19	22	41
Educational Television Stations	5	6	11
			52

Florida-Clearwater

WCLF

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1170-kw horizontal visual, 500-kw max. & 117-kw horizontal aural. Antenna: 1429-ft. above av. terrain, 1538-ft. above ground, 1549-ft. above sea level.

Latitude 28° 11' 04"
Longitude 82° 45' 39"

Transmitter: 2.6-mi. N of Tarpon Springs.

Satellite Earth Stations: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Christian Television Corp. Inc., 8100 Ulmerton Rd., Largo, Fla. 33541.

Studio: 6922 142nd Ave. N., Largo, Fla. 33541.

Telephone: 813-535-5622.

Ownership: Non-profit corp. Robert R. D'Andrea, pres.; Wayne Wetzel, secy.-treas.; Vic Wickman.

Began Operation: Oct. 24, 1979.

Represented (legal) by Gammon & Grange.

Represented (engineering) by Serge Bergen.

Personnel:

ROBERT R. D'ANDREA, general manager.
CARL BERGER, chief engineer.

Highest One Hour Rate: \$660.

Highest 30 Sec. Rate: \$140.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 5-24%	Citrus	26,800	26,200	98
	Hardee	6,700	6,600	99
	Hernando	20,600	20,200	98
	Hillsborough	257,600	254,600	99
Station Totals		311,700	307,600	98
Net Weekly Circulation (1983)			38,200	
Average Daily Circulation (1983)			14,800	

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WXLT-TV, Bradenton

(See Sarasota)

WCPX-TV, WESH-TV, WFTV

Datona Beach

(See Orlando, Fla.)

WTVX, Fort Pierce

(See Palm Beach)



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ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

WEVU, Naples

(See Fort Myers)

WALA-TV, WKRG-TV & WPMI,

Pensacola

(See Mobile, Ala.)

WXFL, WTOG, WTSP-TV, & WTVT

St. Petersburg

(See Tampa, Fla.)

WTVX, Vero Beach

(See Palm Beach)

WPEC, West Palm Beach

(See Palm Beach)

Florida-Cocoa

WTGL-TV

Ch. 52

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 4720-kw visual, 472-kw aural. Antenna: 934-ft. above av. terrain, 1005-ft. above ground, 1049-ft. above sea level.

Latitude 28° 18' 26"
Longitude 80° 54' 48"

Transmitter: Deseret Ranches, Star Rte. 1250, Melbourne.

Satellite Earth Station: In operation; 5-meter.

Network Service: None, independent.

Licensee: Good Life Broadcasting Inc., Box 1852, Cocoa, Fla. 32922.

Studio: 26 Forrest Ave., Cocoa 32922. Telephone: 305-631-2730.

Ownership: Non-stock, non-profit corp. Robert D'Andrea, pres.; Phil Grace, v.p.; Gene Polino, secy.; Jim Gooding, treas.

Began Operation: Aug. 16, 1982.

Represented (legal) by Gammon & Grange.

Represented (engineering) by Serge Bergen.

Personnel:

J. BROCK LESPERANCE, general manager.

KEN MIKESELL, promotion director.

J. DALE WRIGHT, studio manager.

BILL BRYAN, chief engineer.

Highest One Hour Rate: \$660.

Highest 30 Sec. Rate (Aug. 25, 1983): \$70.



THE WORLD NEVER STOPPED TURNING

This issue of **Television & Cable Factbook** was made as accurate as humanly possible when it was published but times have a way of changing after publishing deadlines. **Television Digest** with **Weekly Action Updates** will keep you abreast of industry happenings.

Florida-Fort Lauderdale

WKID

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 2138-kw max. & 661-kw horizontal visual, 129-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1042-ft. above ground, 1049-ft. above sea level.

Latitude 25° 59' 37"
Longitude 80° 10' 29"

Transmitter: 3200 Pembroke Rd., Pembroke Park, Fla.

News Services: AP, Reuters.

Satellite Earth Stations: Harris.

Network Service: None, independent.

Licensee: Oak Television of Fort Lauderdale Inc., Box 200, Hollywood, Fla. 33020.

Studio: 4035 N. 29th Ave., Hollywood, Fla. 33020.

Telephone: 305-920-9400.

Ownership: Oak Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 6, 1968 as WSMS-TV; left air Aug. 10, 1970. Sale by Gold Coast Telecasting approved by FCC Jan. 12, 1972. Resumed operation Feb. 14, 1972. Sale to present owner by William F. Johns, Alvin Koenig, et al., approved by FCC Feb. 29, 1980. Previous sale by Trustee in Bankruptcy approved by FCC July 14, 1976. Subscription TV authorization granted March 23, 1979.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT D. JOHNSON, vice president & general manager.

LARRY PIERCE, sales manager.

AL BINUS, director of engineering.

Highest 30 Sec. Rate: \$75.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA Broward	461,900	458,500	99
	Dade	652,200	645,300	99
Station Totals		1,114,100	1,103,800	99
Net Weekly Circulation (1983)			80,300	
Average Daily Circulation (1983)			31,600	



WKID BPCT-4459 Granted 1/12/72

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Florida-Fort Myers

WBBH-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2619-kw horizontal visual, 500-kw max. & 262-kw horizontal aural. Antenna: 1482-ft. above av. terrain, 1518-ft. above ground, 1549-ft. above sea level.

Latitude 26° 49' 27"
Longitude 81° 45' 51"

Transmitter: Rte. 31, 2.3-mi. S of Tuckers Corner.

News Services: AP, UPI.

Satellite Earth Station: Harris; 10-meter.

Network Service: NBC.

Licensee: Waterman Broadcasting Corp. of Florida, 3719 Central Ave.

Studio: 3719 Central Ave., Fort Myers, Fla, 33901.

Telephone: 813-939-2020.

Ownership: Waterman Broadcasting Corp. Bernard E. Waterman, pres., 90%; Edith B. Waterman, secy.-treas., 10%. The Watermans own KTSA(AM) & KTFM(FM), San Antonio, Tex.

Began Operation: Dec. 18, 1968. Sale to present owners by William N. Dakos, et al., approved by FCC July 9, 1979.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

HOWARD L. HOFFMAN, vice president & general manager.

ROBERT M. CLEVELAND, chief engineer.

ROSIE ROSE, comptroller.

DOUGLAS KIGHT, sales manager.

JEAN HODGES, national sales administrator.

JIM BRADLEY, news & public affairs administrator.

KIM DATEMA, program coordinator.

KEN DEGENNARO, creative services/production.

DEBI SMITH, computer traffic manager.

Highest 30 Sec. Rate (Aug. 1, 1983): \$550

NETWORK BASE HOURLY RATE: \$400

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	29,500	29,000	98
	Collier	39,500	38,500	97
	Glades	2,500	2,400	96
	Hendry	6,700	6,500	97
	Lee	94,100	92,700	99



WBBH-TV BMPCT-820426KE Granted 9/3/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	De Soto	7,000	6,800	98
	Okeechobee	7,900	7,800	99
Between 5-24%	FLORIDA			
	Hardee	6,700	6,600	99
	Highlands	21,100	20,700	98
	Sarasota	98,400	97,200	99
Station Totals		313,400	308,200	98
Net Weekly Circulation (1983)			163,200	
Average Daily Circulation (1983)			101,600	

Florida--Naples-Fort Myers

WEVU

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2770-kw max. & 982-kw horizontal visual, 277-kw max. & 98.2-kw horizontal aural. Antenna: 710-ft. above av. terrain, 734-ft. above ground, 749-ft. above sea level.

Latitude 26° 17' 34"
Longitude 81° 44' 09"

Transmitter: 4-mi. SE of Bonita Springs.

News Service: AP.

Satellite Earth Stations: Microdyne, 7-meter; Horizon, 5-meter.

Network Service: ABC.

Licensee: Caloosa Television Corp.

Studio: Hwy. 41, 1-mi. S of Bonita Springs.

Administration Address: 28950 Old 41 Rd. SE, Bonita Springs, Fla. 33923.

Sales Address: Box 6277, Fort Myers, Fla. 33901.

Telephones: 813-597-6038 & 813-332-0076.

TWX: 510-951-7340.

Ownership: Home News Publishing Co., 100%. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 21, 1974. Sale to present owner approved by FCC Aug. 24, 1978.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- RAY KARPOWICZ, general manager.
- WILLIAM T. ROOF, vice president & asst. general manager.
- HANK DOUGLAS, general sales manager.
- JACK L. SPIESS, operations manager.
- JERRY BLEVINS, chief engineer.
- RICK SNYDER, news director.

Highest 30 Sec. Rate (Aug. 26, 1983): \$500

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA Collier	39,500	38,500	97
	Lee	94,100	92,700	99



SCALE OF MILES



WEVU BMPCT-7520 Granted 3/12/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA Charlotte	29,500	29,000	98
	Hendry	6,700	6,500	97
Between 5-24%	FLORIDA De Soto	7,000	6,800	98
	Glades	2,500	2,400	96
Station Totals		179,300	175,900	98
Net Weekly Circulation (1983)				125,600
Average Daily Circulation (1983)				67,900

Station Totals do not include Counties in which Circulation is less than 5%

Florida-Fort Myers

WINK-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 995-ft. above ground, 1022-ft. above sea level.

Latitude 26° 48' 08"
Longitude 81° 45' 53"

Transmitter: State Rte. 31, 3.8-mi. S of Tuckers Corner, Fla.

AM Affiliate: WINK, 1-kw, 1240 kHz (CBS).

FM Affiliate: WINK-FM, 100-kw, 96.9 MHz (No. 245), 833-ft.

News Services: AP, UPI, NIWS.

Satellite Earth Stations: Harris, 9-meter; Microdyne, 7-meter.

Network Service: CBS.

Licensee: Fort Myers Bcstg. Co., Box 1060, Fort Myers, Fla 33902.

Studio: 2824 Palm Beach Blvd. 33901.

Telephone: 813-334-1131.

TWX: 510-951-7371

Ownership: Arthur B. McBride Jr., 48.8%; Edward J. McBride, 48.8%.

Began Operation: March 6, 1954.

Represented (sales) by Blair Television

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

ROBERT F. DOTY, vice president & general manager.

FRANK WATSON, station manager.

MIKE DIXON, general sales manager.

ERICA MOORE, national sales coordinator.

JACK HARDINGHAM, program director.

CLARENCE MOSLEY, director of engineering & production.

FRED GREENE, director of public affairs.

JAMES BENNETT, news director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$975.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	29,500	29,000	98
	Collier	39,500	38,500	97



SCALE OF MILES
0 50 100
WINK-TV BPCT-3691 Granted 5/24/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	De Soto	7,000	6,800	98
	Glades	2,500	2,400	96
	Hendry	6,700	6,500	97
	Lee	94,100	92,700	99
Between 25-49%	FLORIDA			
	Hardee	6,700	6,600	99
	Highlands	21,100	20,700	98
	Sarasota	98,400	97,200	99
Between 5-24%	FLORIDA			
	Manatee	67,400	66,700	99
	Okeechobee	7,900	7,800	99
Station Totals		380,800	374,900	98
Net Weekly Circulation (1983)			206,100	
Average Daily Circulation (1983)			137,400	

Florida-Gainesville

WCJB

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 2818-kw max. & 2350-kw horizontal visual, 282-kw max. & 235-kw horizontal aural. Antenna: 930-ft. above av. terrain, 985-ft. above ground, 1049-ft. above sea level.

Latitude 29° 32' 11"
Longitude 82° 24' 00"

Transmitter: 1.35-mi. S of Wachahoota.

News Service: AP.

Network Service: ABC.

Licensee: Gainesville Television, c/o Diversified Communications, 35 Hildreth St., Bangor, Me. 04401.

Studio: Drawer 13414, Gainesville 32604.

Telephone: 904-372-3543.

Ownership: Diversified Communications, 100%. For other interests, see WABI-TV, Bangor, Me.

Began Operation: April 7, 1971. Sale to present owner by William E. Minshall approved by FCC Oct. 12, 1976.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ALEC SKIFFINGTON, vice president & general manager.

CLAY BRINKER, director of sales.

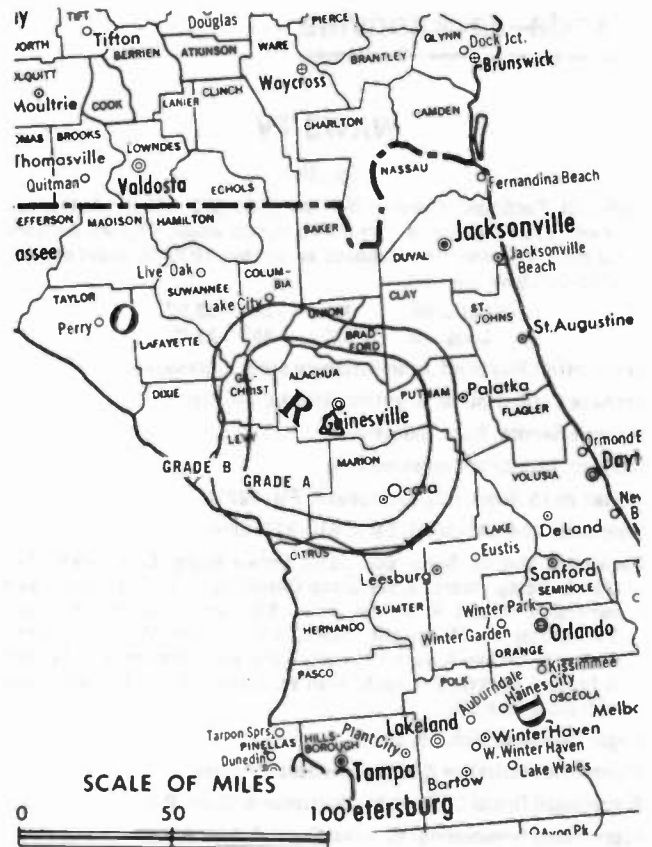
BILL BRYAN, director of engineering.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Alachua	60,900	59,500	98
	Dixie	2,900	2,800	96
	Gilchrist	2,300	2,200	96
	Lafayette	1,600	1,500	94
	Levy	8,000	7,700	96
	Suwannee	8,500	8,200	96



WCJB BPCT-800124KF Granted 10/15/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 25-49%	Bradford	7,000	6,900	99
	Columbia	13,400	13,100	98
	Marion	51,500	50,200	98
FLORIDA				
Between 5-24%	Hamilton	3,200	3,100	97
	Putnam	20,100	19,800	99
	Taylor	6,300	6,100	97
	Union	2,400	2,300	96
Station Totals		188,100	183,400	97
Net Weekly Circulation (1983)			94,500	
Average Daily Circulation (1983)			58,400	

Florida-Jacksonville

WAWS-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2750-kw max. & 759-kw horizontal visual, 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1030-ft. above ground, 1045-ft. above sea level.

Latitude 30° 16' 52.5"
Longitude 81° 34' 15.0"

Transmitter: Hogan Rd. near Pottsburg Creek, Jacksonville.

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

Network Service: None, independent.

Licensee: Malrite of Jacksonville Inc.

Studio: 8675 Hogan Rd., Jacksonville, Fla. 32216.

Telephone: 904-642-3030. TWX: 810-827-1860.

Ownership: Malrite Bcstg. Co., 51%; Crown Bcstg. Corp., 49%. For Malrite Bcstg. interests, see Group Ownership of TV Stations. Crown ownership: Robert R. Bowen, pres., 5%; Arthur W. Milam, secy., 5%; James H. McDougall, treas., 5%; Joseph M. Hixon, 10%; Walter A. McRae & Jack L. Scott, 8.3% each; Frederick H. Schultz & Preston Haskell, 8% each; Joan W. Stein, 8.4%; 11 others, none with more than 5%.

Began Operation: Feb. 15, 1981.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Shrinky, Weltzman & Eisen, P.C.

Represented (engineering) by Ralph Evans & Associates.

Personnel:

JOHN C. BAILIE, station manager.

JOE GERSCH, local sales manager.

RICHARD SULLIVAN, director of programming.

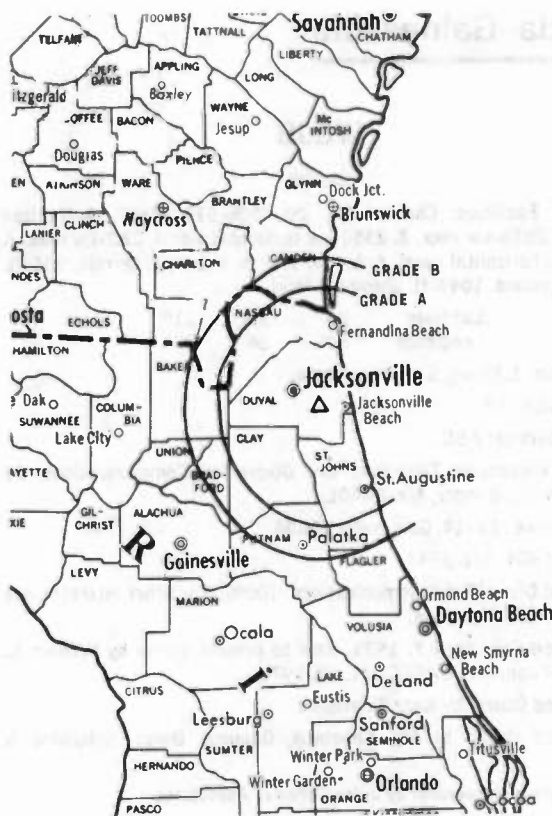
TOM BUMBERA, promotion director.

CARLA ALEXANDER, business manager.

Highest 30 Sec. Rate (Aug. 29, 1983): \$950

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Baker	4,800	4,700	98
	Clay	25,000	24,600	98
	Duval	218,900	216,800	99
	Nassau	12,300	12,100	98
	St Johns	20,900	20,600	99
	GEORGIA			
	Camden	4,700	4,600	98
Between 25-49%	FLORIDA			
	Bradford	7,000	6,900	99
	Putnam	20,100	19,800	99
	Union	2,400	2,300	96
	GEORGIA			
	Charlton	2,500	2,400	96
Between 5-24%	FLORIDA			
	Columbia	13,400	13,100	98



WAWS-TV BMPCT-800707KF Granted 10/9/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA				
Between 5-24%	Brantley	3,200	3,100	97
	Glynn	21,100	20,800	99
	Ware	13,300	13,100	98
Station Totals		369,600	364,900	98
Net Weekly Circulation (1983)			204,800	
Average Daily Circulation (1983)			98,600	

TARGET/AID

The Ratings and Lifestyle Connection.

ARBITRON® RATINGS

Florida-Jacksonville

WJKS-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 4570-kw max. & 1450-kw horizontal visual, 457-kw max. & 145-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1050-ft. above ground, 1049-ft. above sea level.

Latitude 30° 16' 36"
Longitude 81° 33' 47"

Transmitter: 9117 Hogan Rd.

News Service: AP, Group W Newsfeed & Newsbank.

Satellite Earth Station: ADM, 6.1-meter; Gardiner receivers.

Network Service: NBC.

Licensee: WFLA Inc., 905 E. Jackson St., Tampa, Fla. 33601.

Studio: 9117 Hogan Rd., Box 17000, Jacksonville 32216.

Telephone: 904-641-1700.

Ownership: Media General Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 19, 1966. Sale to present owner by Ziff-Davis Bcstg. approved by FCC Oct. 21, 1982 (Television Digest, Vol. 21:48; 22:8, 30).

Represented (legal) by Cohn & Marks.

Represented (sales) by TeleRep Inc.

Represented (engineering) by David Steel & Associates.

Personnel:

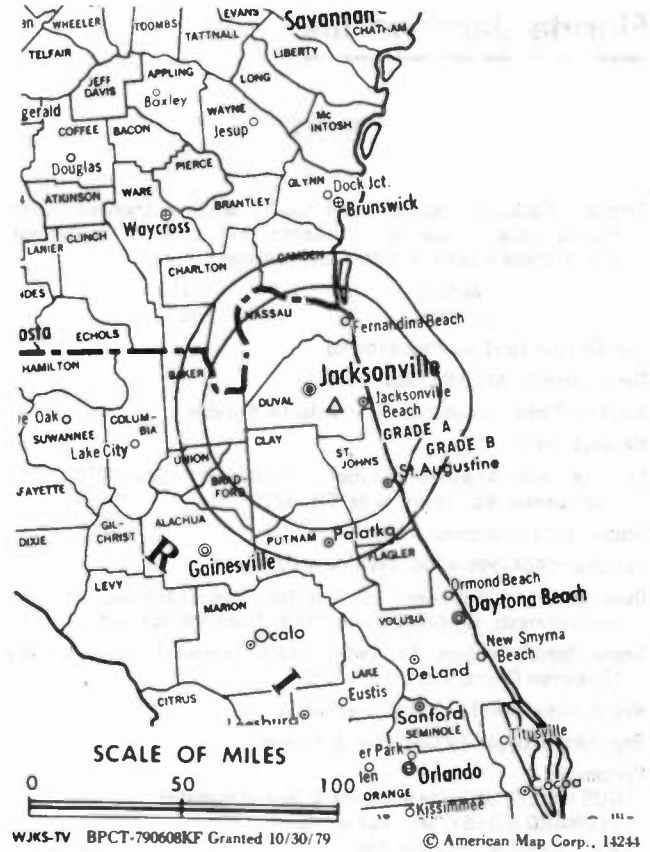
JOHN RADECK, vice president & general manager.
KAREN HENIGER, general sales manager.
RUSS MYERSON, program manager.
ROGER MANN, news director.
HAROLD JOHNSON, chief engineer.

Highest 30 Sec. Rate (May 1983): \$2200.

NETWORK BASE HOURLY RATE: \$466.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Baker	4,800	4,700	98
	Bradford	7,000	6,900	99
	Clay	25,000	24,600	98
	Columbia	13,400	13,100	98
	Duval	218,900	216,800	99
	Nassau	12,300	12,100	98
	Putnam	20,100	19,800	99
	St Johns	20,900	20,600	99
	Union	2,400	2,300	96
	GEORGIA			
Camden	4,700	4,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Charlton	2,500	2,400	96
	Glynn	21,100	20,800	99
	Ware	13,300	13,100	98
Between 25-49%	FLORIDA			
	Alachua	60,900	59,500	98
	Suwannee	8,500	8,200	96
Between 5-24%	GEORGIA			
	Bacon	3,400	3,300	97
	Clinch	2,300	2,200	96
	Pierce	4,200	4,100	98
Between 5-24%	FLORIDA			
	Dixie	2,900	2,800	96
	Gilchrist	2,300	2,200	98
Station Totals	GEORGIA			
	Brantley	3,200	3,100	97
	Wayne	7,200	7,100	99
Station Totals		461,300	454,300	98
Net Weekly Circulation (1983)				307,100
Average Daily Circulation (1983)				163,500

Florida-Jacksonville

WJXT

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 996-ft. above ground, 997-ft. above sea level.

Latitude 30° 18' 47"
Longitude 81° 39' 00"

Transmitter: 1851 Southampton Rd.

News Services: AP, UPI, CBS.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: CBS.

Licensee: Post-Newsweek Stations Florida Inc., Box 5270, 1851 Southampton Rd., Jacksonville, Fla. 32207.

Studio: 1851 Southampton Rd.

Telephone: 904-399-4000. TWX: 810-827-1605.

Ownership: Post-Newsweek Stations Inc., Joel Chaseman, pres. For other interests, see Group Ownership of Television Stations.

Began Operation: Sept. 15, 1949. Sold to present owner Jan. 1953 (Television Digest, Vol. 8:51; 9:1, 5).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

GUS BAILEY JR., vice president & general manager.

LEONARD MOSBY, area vice president.

MEL MARTIN, news director.

LYNN FAIRBANKS, general sales manager.

WILLIAM DE WERT, program director.

ANN PACE, promotion director.

KEITH KELLY, business manager.

JIM BIGGERS, engineering manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Alachua	60,900	59,500	98
	Baker	4,800	4,700	98
	Bradford	7,000	6,900	99
	Clay	25,000	24,600	98
	Columbia	13,400	13,100	98
	Duval	218,900	216,800	99
	Nassau	12,300	12,100	98
	Putnam	20,100	19,800	99
	St Johns	20,900	20,600	99
	Suwannee	8,500	8,200	96
	Union	2,400	2,300	96
	GEORGIA			
	Brantley	3,200	3,100	97
Camden	4,700	4,600	98	
Charlton	2,500	2,400	96	



WJXT BPCT-2050 Granted 10/27/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clinch	2,300	2,200	96
	Glynn	21,100	20,800	99
	Pierce	4,200	4,100	98
	Ware	13,300	13,100	98
Between 25-49%	FLORIDA			
	Dixie	2,900	2,800	96
	Flagler	5,200	5,100	98
	Gilchrist	2,300	2,200	98
	Hamilton	3,200	3,100	97
Levy	8,000	7,700	96	
Between 5-24%	GEORGIA			
	Bacon	3,400	3,300	97
	Coffee	9,400	9,200	97
Between 5-24%	FLORIDA			
	Marion	51,500	50,200	98
	GEORGIA			
Appling	5,400	5,200	96	
Atkinson	2,000	1,900	95	
Station Totals		546,000	536,700	98
Net Weekly Circulation (1983)			419,000	
Average Daily Circulation (1983)			285,600	

Florida-Jacksonville

WTLV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"
Longitude 81° 38' 34"

Transmitter: 1070 E. Adams St.

News Service: AP.

Network Service: ABC.

Licensee: TeLeVision 12 of Jacksonville Inc., Box TV-12, Jacksonville, Fla. 32231.

Studio: 1070 E. Adams St., Jacksonville 32202.

Telephone: 904-354-1212. TWX: 810-827-1759.

Ownership: Harte-Hanks Communications Inc. For other interests see Group Ownership of TV Stations.

Began Operation: Sept. 1, 1957. Interim operating authority for Ch. 12 was granted Jan. 9, 1969 by FCC; operation by Ch. 12 of Jacksonville began April 1, 1969. Operation by present licensee began July 23, 1971. Transfer of control of licensee to Harte-Hanks Newspapers approved by FCC March 27, 1975 (Television Digest, Vol. 14:34; 15:7).

Represented (sales) by Blair Television.

Represented (legal) by Arnold & Porter.

Personnel:

- WILLIAM MOLL, group president, Harte-Hanks TV stations.
- GERT H. W. SCHMIDT, chairman, WTLV.
- HOWARD KELLEY, vice president & general manager.
- ROBERT EPSTEIN, general sales manager.
- HARRY W. McCLINTOCK, program manager.
- HARRY ALEXANDER, production director.
- TOM SANDERS, news director.
- ROSEMARY SHOULDICE, promotion manager.
- EDWARD C. McCULLERS, public service director.
- CLYDE SMITH, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Baker	4,800	4,700	98
	Bradford	7,000	6,900	99
	Clay	25,000	24,600	98
	Columbia	13,400	13,100	98
	Duval	218,900	216,800	99
	Flagler	5,200	5,100	98
	Nassau	12,300	12,100	98
	Putnam	20,100	19,800	99
	St Johns	20,900	20,600	99
	Suwannee	8,500	8,200	96
	Union	2,400	2,300	96
	GEORGIA			
	Brantley	3,200	3,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Camden	4,700	4,600	98
	Charlton	2,500	2,400	96
	Clinch	2,300	2,200	96
	Glynn	21,100	20,800	99
	Pierce	4,200	4,100	98
Ware	13,300	13,100	98	
Between 25-49%	FLORIDA			
	Alachua	60,900	59,500	98
	Dixie	2,900	2,800	96
Lafayette	1,600	1,500	94	
GEORGIA	Bacon	3,400	3,300	97
	Wayne	7,200	7,100	99
Between 5-24%	FLORIDA			
	Gilchrist	2,300	2,200	98
	Hamilton	3,200	3,100	97
	Levy	8,000	7,700	96
	GEORGIA			
Appling	5,400	5,200	96	
Echols	900	900	100	
Irwin	3,300	3,200	97	
Mc Intosh	2,900	2,800	96	
Station Totals		491,800	483,800	98
Net Weekly Circulation (1983)			369,300	
Average Daily Circulation (1983)			212,100	

Florida-Jacksonville

WNFT

(formerly WXA0-TV)

Ch. 47

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1200-kw max. & 490-kw horizontal visual, 120-kw max. & 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 990-ft. above ground, 1020-ft. above sea level.

Latitude 30° 16' 36"
Longitude 81° 33' 57"

Transmitter: Newton Rd. at Hogan Rd., Jacksonville.

Satellite Earth Stations: Microdyne, 7-meter; Bogner, 5-meter.

Network Service: None, independent.

Licensee: WXA0-TV Inc., 2117 University Blvd. S., Jacksonville, Fla. 32216.

Studio: 2117 University Blvd. S. 32216.

Mailing Address: Box 17547, Jacksonville 32216.

Telephone: 904-725-4700.

Ownership: Thomas R. McGehee, chmn.-pres., 50%; Frank S. McGehee, exec. v.p.-secy., 50%; Raymond A. Patterson, Jeff C. Ashcraft & Gerald L. Shane, v.p.s.; James W. Dupree Jr., treas.-asst. secy.

Began Operation: Aug. 1, 1980.

Represented (sales) by Adam Young Inc.

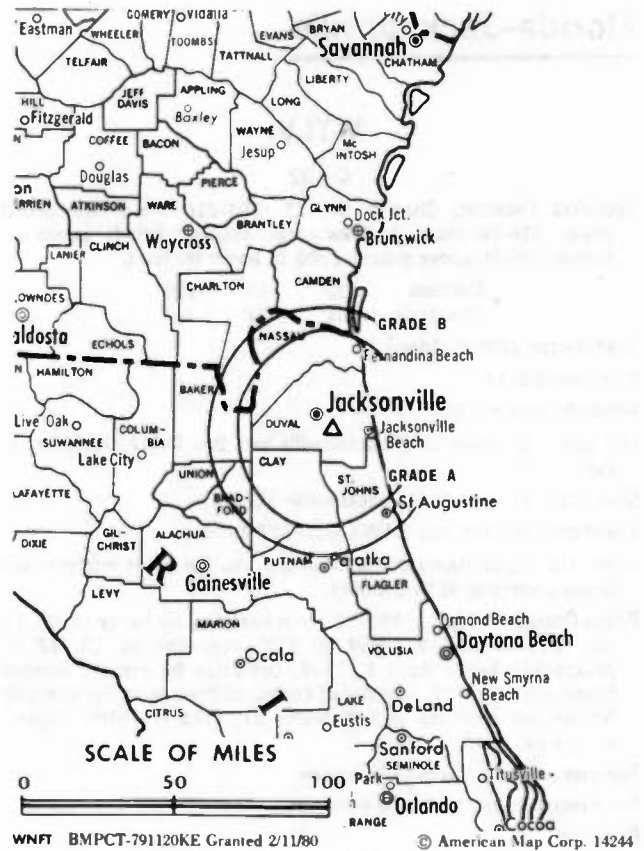
Represented (legal) by Gammon & Grange.

Represented (engineering) by John Fergie.

Personnel:

RAY DAVIS, general manager.

Highest 30 Sec. Rate: \$450.



Florida-Leesburg

WIYE

Ch. 55

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 163.68-kw visual, 16.34-kw aural. Antenna: 435-ft. above av. terrain, 450-ft. above ground, 515-ft. above sea level.

Latitude 28° 51' 45"
Longitude 81° 46' 27"

Transmitter: Haines Creek Rd., 2.5-mi. N of U.S. 441, Leesburg.

Satellite Earth Stations: 2 in operation; 5-meter.

News Service: Financial News Network.

Network Service: None, independent.

Grantee: Sharp Communications Inc., Box 777, Leesburg, Fla. 32749.

Telephone: 904-787-2287.

Ownership: ACTS Inc., 100%. Claud W. Bowers, pres.; P. B. Howell Jr., v.p.; Freeda M. Bowers, secy.-treas.; John Stallings & Brock Lesperance, 20% each.

Began Operation: March 6, 1982.

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

Personnel:

CLAUD BOWERS, general manager.

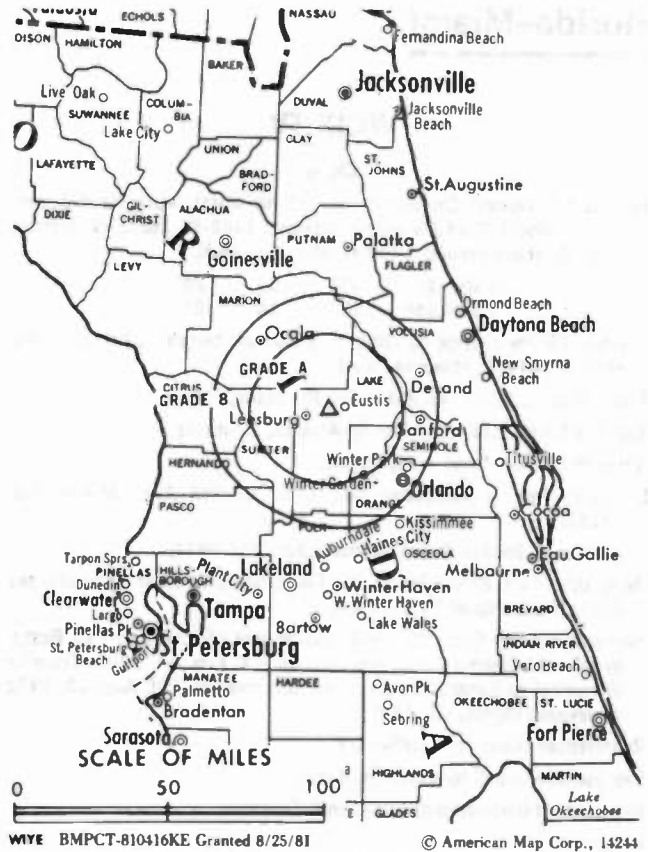
MARCUS MCGOWAN, general sales manager.

GARY HAWKINS, chief engineer.

Highest 30 Sec. Rate: \$35.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 5-24%	Lake	45,700	45,100	99
Station Totals		45,700	45,100	98
Net Weekly Circulation (1983)			6,500	
Average Daily Circulation (1983)			2,200	



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Florida-Miami

WCIX-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 7.94-kw aural. Antenna: 1402-ft. above av. terrain, 1442-ft. above ground, 1449-ft. above sea level.

Latitude 25° 32' 24"
Longitude 80° 28' 07"

Holds CP for change to 1802-ft. above av. terrain, 1842-ft. above ground, 1849-ft. above sea level.

Transmitter: 17107 S.W. 248th St., Princeton, Fla.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Taft Broadcasting Co., 1111 Brickell Ave., Miami, Fla. 33131.

Studio: 1111 Brickell Ave. Telephone: 305-377-0811.

Ownership: Taft Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 20, 1967. Assignment of license to Taft Bcstg. by General Cinema Corp. approved by FCC Feb. 24, 1983. Transfer of control to General Cinema Corp. approved by FCC Aug. 10, 1972 (Television Digest, Vol. 12:33).

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Cohen & Dippell.

Personnel:

HARVEY COHEN, vice president & general manager.

ANDREW FELDMAN, general sales manager.

DAVE LASKY, local sales manager.

FARRELL MEISEL, program director.

JOHN KIRKPATRICK, local sales manager.

TED NEWLAN, director of engineering.

MIKE SUTTON, business manager.

LARRY LYLE, news director.

WALTER SMITH, promotion manager.

Highest 30 Sec. Rate (May 1, 1981): \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Broward	461,900	458,500	99
	Collier	39,500	38,500	97



WCIX-TV BPCT-5218 Granted 11/14/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dade	652,200	645,300	99
	Monroe	28,600	27,800	97
FLORIDA				
Between 5-24%	Brevard	110,600	109,300	99
	Glades	2,500	2,400	96
	Hendry	6,700	6,500	97
	Lee	94,100	92,700	99
	Martin	29,800	29,300	98
	Palm Beach	262,400	258,500	99
	St Lucie	37,000	36,400	98
Station Totals		1,725,300	1,705,200	98
Net Weekly Circulation (1983)			818,600	
Average Daily Circulation (1983)			401,700	

Florida—Miami-Fort Lauderdale

WDZL

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 1920-kw horizontal visual, 500-kw max. & 191-kw horizontal aural. Antenna: 700-ft. above av. terrain, 733-ft. above ground, 743-ft. above sea level.

Latitude 25° 58' 48"
Longitude 80° 11' 47"

Transmitter: 3200 S.W. 52nd Ave., Miami Gardens.

Network Service: None, independent.

Grantee: 39 Broadcasting Ltd., 3000 Executive Plaza, 3050 Biscayne Blvd., Suite 200, Miami, Fla. 33137.

Studio: 2053 Lee St., Hollywood, Fla. 33020.

Telephone: 305-925-3939.

Mailing Address: Box 2939, Hollywood, Fla. 33020.

Ownership: Susan M. Jaramillo, gen. mgr.-gen. partner, 17.5%; Howard R. Conant, ltd. partner, 52.5%; Contemporary TV Bcstg., ltd. partner, 30%. CTB ownership: Irving Pollack, pres., 13.86%; Richard D. Citron, v.p., 2.17%; Sherri Gersten, secy.-treas., 12.23%; Cary Jean Miller, Shirley L. Miller (guardian), Michelle Goldstein & Renee Natalie Miller, 12.23% each; Joshua D. Pollack, Darryle P. Rothberg & Carla P. Rosenthal, 7.61% each.

Began Operation: Oct. 16, 1982.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

SUSAN M. JARAMILLO, president & general manager.

WILLIAM MacD. LINCOLN, station manager.

JOSEPH REY, vice president, sales.

JOHN WALDEN, vice president, programming.

Highest 30 Sec. Rate: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA			
	Broward	461,900	458,500	99
	Dade	652,200	645,300	99
Station Totals		1,114,100	1,103,800	99
Net Weekly Circulation (1983)			131,700	
Average Daily Circulation (1983)			49,400	



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Florida--Miami-Fort Lauderdale

WSVN

(formerly WCKT)

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 996-ft. above ground, 1002-ft. above sea level.

Latitude 25° 57' 49"
Longitude 80° 12' 44"

Transmitter: Antenna farm, North Dade County, Fla.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: Sunbeam Television Corp., Box 1118, Miami, Fla. 33138.

Studio & Business Office: 1401 79th St. Causeway.

Telephone: 305-751-6692. TWX: 810-848-6151.

Mailing Address: Box 1118, Miami, Fla. 33138.

Ownership: Sunbeam Television Corp., 100%. Sunbeam is controlled by Edmund Ansín.

Began Operation: July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Koteen & Naftalin.

Personnel:

EDMUND N. ANSIN, president.

ROBERT LEIDER, vice president & general manager.

JOHN FENWICK, general sales manager.

THOMAS COMERFORD, national sales manager.

ROBERT WERNER, local sales manager.

DAVID BIEBER, operations manager.

FRANK STRUZZIERI, film buyer & manager.

DAVID CHOATE, director of news.

MERLIN HAYNIE, chief engineer.

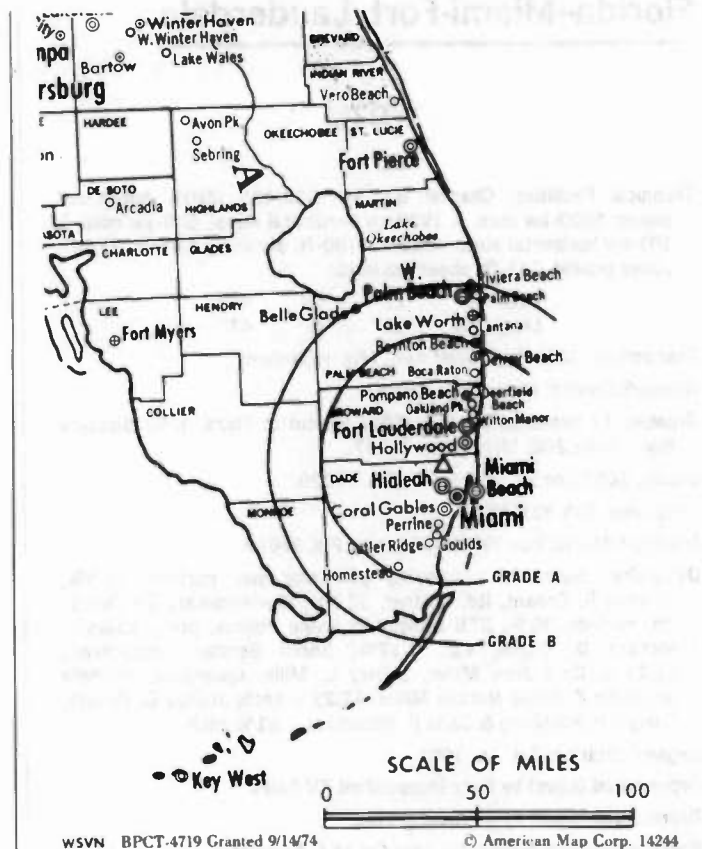
CHARMAINE MEYER, director of creative services.

NEIL MURPHY, controller.

Highest 30 Sec. Rate (Nov. 7, 1976): \$4000.

NETWORK BASE HOURLY RATE: \$2300

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
50% & Over	Broward	461,900	458,500	99
	Dade	652,200	645,300	99
	Indian River	26,100	25,600	98
	Martin	29,800	29,300	98
	Monroe	28,600	27,800	97
	Palm Beach	262,400	258,500	99
	St Lucie	37,000	36,400	98
Station Totals		1,498,000	1,481,400	98
Net Weekly Circulation (1983)			1,093,200	
Average Daily Circulation (1983)			639,200	

Florida-Miami

WHFT

Ch. 45

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 2400-kw max. & 589-kw horizontal visual, 240-kw max. & 58.9-kw horizontal aural. Antenna: 1010-ft above av. terrain, 1037-ft. above ground, 1049-ft. above sea level.

Latitude 25° 59' 34"
Longitude 80° 10' 27"

Transmitter: SE corner of S. 33rd Ave. & Pembroke Rd., Pembroke Park.

News Service: UPI.

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

Network Service: None, independent.

Licensee: Trinity Broadcasting of Florida Inc.

Studio: 3324 Pembroke Rd., Hollywood, Fla. 33021.

Mailing Address: Box TV-45, Miami, Fla. 33169.

Telephone: 305-624-1700.

Ownership: See KTBN-TV, Santa Ana-Los Angeles, Cal.

Began Operation: Feb. 1975. Sale to present owner by Lester Sumrall Evangelistic Assn. approved by FCC May 15, 1980. Previous sale by Florida Christian Bcstg. Inc. approved June 22, 1976. (Television Digest, Vol. 16:26).

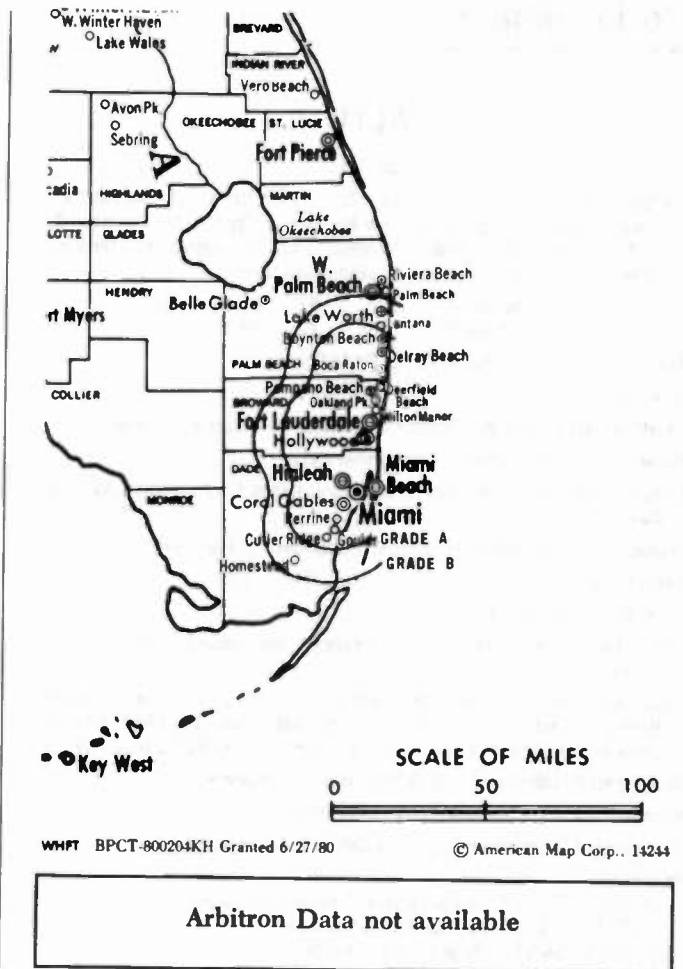
Represented (legal) by May, Dunne & Gay.

Represented (engineering) by Smith & Powstenko.

Personnel:

BERNARD RIDINGS, vice president & general manager.
DAVID HALL, chief engineer.

Highest 30 Sec. Rate (April 16, 1979): \$110



Florida-Miami

WLTV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1995-kw max. & 661-kw horizontal visual, 200-kw max. & 66.1-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1034-ft. above ground, 1044-ft. above sea level.

Latitude 25° 57' 29.5"
Longitude 80° 12' 44.1"

Transmitter: Antenna farm, North Dade County.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 5-meter.

Network Service: Spanish International Network.

Licensee: Spanish International Communications Corp., 2600 S.W. 3rd Ave., Miami, Fla. 33129.

Studio: 695 N.W. 199th St. 33169. Telephone: 305-652-4000.

Sales Office: 2600 S.W. 3rd Ave., Miami, Fla. 33129.

Telephone: 305-856-2323.

Ownership: For ownership & other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 24, 1954; left air April 13, 1957. Sold by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967. Sale to present owner by Al Lapin Jr., et al., approved by FCC Jan. 6, 1971.

Represented (sales) by Spanish International Network.

Represented (legal) by Norman P. Leventhal.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOAQUIN BLAYA, vice president & general manager.

ANTONIO OQUENDO, operations manager.

DAMASO SANTANA, general sales manager.

EFRAIN RIVERA, chief engineer.

Highest 30 Sec. Rate (Sept. 15, 1983): \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



FLORIDA			
Between 5-24%	Dade	652,200	645,300 99
	Suwannee	8,500	8,200 96
Station Totals		660,700	653,500 98
Net Weekly Circulation (1983)			170,100
Average Daily Circulation (1983)			116,700

Florida-Miami

WPLG

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"
Longitude 80° 12' 44"

Transmitter: Approx. 0.375-mi. W of State Rte. 7, Miami antenna farm, near Hallandale, Fla.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Hero, 6.7-meter.

Network Service: ABC.

Licensee: Post-Newsweek Stations of Florida Inc., Broadcast House, 3900 Biscayne Blvd., Miami, Fla. 33137.

Studio: 3900 Biscayne Blvd.

Telephone: 305-576-1010. TWX: 810-848-6032.

Ownership: Post-Newsweek Stations. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 20, 1961. Sale to present owner by C. H. Topmiller, Thomas A. Welstead, et al., approved by FCC Sept. 24, 1969 (Television Digest, Vol. 9:39).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Cohen & Dippell.

Personnel:

- ALAN PERRIS, vice president & general manager.
- DICK WEXO, general sales manager.
- JIM PARATORE, program director.
- GENE McHUGH, national sales manager.
- RUFUS DE VANE, local sales manager.
- STEVE WASSERMAN, news director.
- ED PARKER, business manager.
- DON HAIN, chief engineer.
- MARK DARDEN, promotion manager.

Highest 30 Sec. Rate (April 30, 1982): \$3500

NETWORK BASE HOURLY RATE: \$1425

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
50% & Over	Broward	461,900	458,500	99
	Dade	652,200	645,300	99
	Martin	29,800	29,300	98
	Monroe	28,600	27,800	97
	Palm Beach	262,400	258,500	99
	St Lucie	37,000	36,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 25-49%	Indian River	26,100	25,600	98
FLORIDA				
Between 5-24%	Glades	2,500	2,400	96
Station Totals		1,500,500	1,483,800	98
Net Weekly Circulation (1983)			1,144,700	
Average Daily Circulation (1983)			711,900	

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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Florida—Miami-Fort Lauderdale

WTVJ

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1005-ft. above sea level.

Latitude 25° 59' 08.5"
Longitude 80° 11' 34.5"

Transmitter: 4991 S.W. 28th St., West Hollywood, Fla.

News Services: AP, UPI.

Satellite Earth Station: Hero; 7.5-meter.

Network Service: CBS.

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami, Fla. 33128.

Studio: 316 N. Miami Ave. 33128.

Telephone: 305-579-1200.

TWX: 810-848-5932.

Ownership: Wometco Enterprises Inc., Van Myers, pres. Also owns 99.7% of WLOS-TV, Asheville, N.C.; 100% of KVO5-TV, Bellingham, Wash.; WZZM-TV, Grand Rapids, Mich.; 80% of WWHT(TV), Newark, N.J.-New York, N.Y.; WSNL-TV, Smithtown, N.Y.

Began Operation: March 21, 1949.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Cohn & Marks.

Personnel:

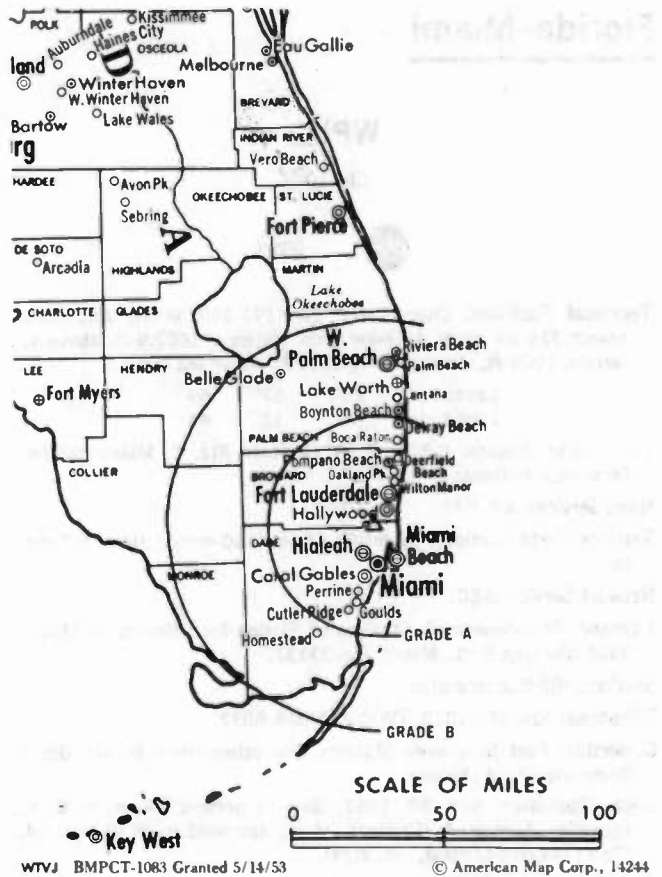
- VAN MYERS, president.
- WILLIAM R. BRAZZIL, vice president in charge of broadcasting, Wometco owned stations.
- MORTON S. COHN, vice president & general manager, WTVJ.
- RALPH RENICK, vice president for WTVJ news.
- DOUGLAS C. BARKER, station manager.
- LINDA DESMARAIS, program manager.
- THOMAS E. FRAIOLI, general sales manager.
- BARRY ALLENTUCK, national sales manager.
- BOB BLACHER, local sales manager.
- JOE KLINE, director of technical operations.
- JEAN WALDSTEIN, traffic operations manager.
- JOE ABRELL, public affairs director.
- MANNY CALVO, production manager.
- ROY GUERCIO, chief transmitter engineer.

Highest 30 Sec. Rate (Summer 1983): \$4000.

NETWORK BASE HOURLY RATE: \$2027

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Broward	461,900	458,500	99
	Dade	652,200	645,300	99
	Martin	29,800	29,300	98
	Monroe	28,600	27,800	97
	Palm Beach	262,400	258,500	99
Between 25-49%	FLORIDA			
	Hendry	6,700	6,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA			
	De Soto	7,000	6,800	98
	Glades	2,500	2,400	96
	St Lucie	37,000	36,400	98
Station Totals		1,488,100	1,471,500	98
Net Weekly Circulation (1983)			1,175,800	
Average Daily Circulation (1983)			746,100	

TARGET/AID

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ARBITRON® RATINGS

Florida-Orlando

WCPX-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1465-ft. above av. terrain, 1484-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 08"
Longitude 81° 05' 37"

Holds CP for change to 100-kw visual, 20-kw aural, 1835-ft. above av. terrain, 1983-ft. above ground, 2049-ft. above sea level. BPCT-4827.

Transmitter: 3.5-mi. N of Bithlo.

News Services: AP, UPI.

Satellite Earth Station: Comtech; 5-meter.

Network Service: CBS.

Licensee: The Outlet Company, Box 1833, Orlando, Fla. 32802.

Studio: 750 N. Texas Ave., Orlando 32804.

Telephone: 305-843-0006. TWX: 810-850-0141.

Mailing Address: Box 1833, Orlando, Fla. 32802.

Ownership: See Group Ownership of TV Stations.

Began Operation: July 1, 1954. Sale to present owner by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Television Digest, Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957

Represented (sales) by Petry Television Inc.

Represented (legal) by Sundlun, George, Scher & Singer.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOSEPH S. SINCLAIR, company chairman.
- BRUCE G. SUNDLUN, company president & chief executive officer.
- DAVID E. HENDERSON, president, broadcast division.
- MIKE SCHWEITZER, vice president & general manager.
- EVERETT H. HUGHES, program manager.
- JOSEPH S. HALLER, general sales manager.
- JAMES POSEY, national sales manager.
- ROBERT DIEHL, chief engineer.
- BERNARD W. SCHNAPP, business manager.
- WILLIAM BAUMAN, news director.
- NICKI SARNER, community affairs director.
- LOUIS WILLIE, promotion manager.
- NICK ELKINS, production manager.

Highest 30 Sec. Rate: \$2800.

NETWORK BASE HOURLY RATE: \$1050

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Brevard	110,600	109,300	99
	Flagler	5,200	5,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Lake	45,700	45,100	99
	Marion	51,500	50,200	98
	Orange	187,100	185,200	99
	Osceola	21,400	21,000	98
	Seminole	73,100	72,200	99
	Sumter	9,500	9,300	98
Volusia	116,400	115,000	99	
Between 25-49%	FLORIDA			
	Citrus	26,800	26,200	98
	Polk	125,100	123,500	99
Between 5-24%	FLORIDA			
	Hardee	6,700	6,600	99
	Highlands	21,100	20,700	98
	Indian River	26,100	25,600	98
	Putnam	20,100	19,800	99
Station Totals		846,400	834,800	98
Net Weekly Circulation (1983)			630,500	
Average Daily Circulation (1983)			401,600	

Florida--Daytona Beach-Orlando

WESH-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 1670-ft. above ground, 1740-ft. above sea level.

Latitude 28° 56' 17"
Longitude 81° 18' 58"

Transmitter: 1.2-mi SW of Orange City, Fla.

News Services: AP, UPI, NBC.

Satellite Earth Stations: Microdyne, 5-meter; Scientific-Atlanta, 7-meter.

Network Service: NBC

Licensee: Cowles Broadcasting Inc., 444 Seabreeze Blvd., Suite 500, Daytona Beach, Fla. 32018.

Studios: 540 Corporation Ave., Holly Hill 32015; 1501 Minnesota Ave., Winter Park 32789.

Telephones: 904-252-2222, Daytona Beach; 305-645-2222, Orlando.

TWX: 810-832-6222, Daytona Beach; 810-853-0255, Winter Park.

Ownership: See KCCI-TV, Des Moines, Ia.

Began Operation: May 29, 1956. Sale to present owner by John H. Perry interests approved April 20, 1966 by FCC (Television Digest, Vol. 5:47).

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Represented (engineering) by Smith & Powstenko.

Personnel:

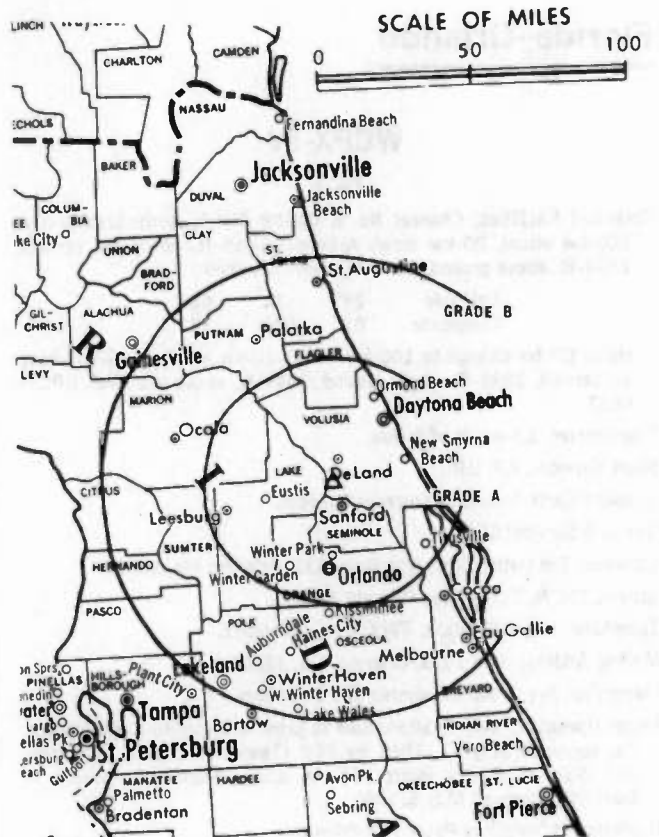
JOHN M. HABERLAN, president & general manager.
JOHN E. EVANS, exec. vice president & station manager.
JACK L. HITCHCOCK, sr. v.p., Winter Park studio mgr., sales mgr.
M. E. HAVEL, vice president & business manager.
KENNETH W. SMITH, sr. vice president & operations manager.
ROBERT FOWLER, vice president & sales director.
NILE M. HUNT, vice president & engineering director.
NICHOLAS W. PFEIFAU, vice president & research director.
STEVE HOMAN, vice president & news director.
JOY BRYON, public affairs director.
RICHARD K. SCHARF, production manager.
RED KOCH, promotion director.

Average 30 Sec. Rate (July 30, 1983): \$950.

NETWORK BASE HOURLY RATE: \$2235.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Alachua	60,900	59,500	98
	Brevard	110,600	109,300	99
	Citrus	26,800	26,200	98
	Dixie	2,900	2,800	96
	Flagler	5,200	5,100	98
Lake	45,700	45,100	99	



WESH-TV BPCT-781206LC Granted 2/26/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Levy	8,000	7,700	96
	Marion	51,500	50,200	98
	Orange	187,100	185,200	99
	Osceola	21,400	21,000	98
	Putnam	20,100	19,800	99
	Seminole	73,100	72,200	99
	Sumter	9,500	9,300	98
	Volusia	116,400	115,000	99
FLORIDA				
Between 25-49%	St. Johns	20,900	20,600	99
FLORIDA				
Between 5-24%	Bradford	7,000	6,900	99
	Clay	25,000	24,600	98
	Columbia	13,400	13,100	98
	Gilchrist	2,300	2,200	98
	Hardee	6,700	6,600	99
	Hernando	20,600	20,200	98
	Polk	125,100	123,500	99
Suwannee	8,500	8,200	96	
Station Totals		968,700	954,300	98
Net Weekly Circulation (1983)			649,000	
Average Daily Circulation (1983)			401,500	

Florida-Orlando

WFTV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 31.6-kw max. & 19.1-kw horizontal visual, 31.6-kw max. & 19.1-kw horizontal aural. Antenna: 1570-ft. above av. terrain, 1608-ft. above ground, 1674-ft. above sea level.

Latitude 28° 36' 08"
Longitude 81° 05' 37"

Transmitter: 3.5-mi. N of Bithlo, near Orlando.

News Services: AP, UPI.

Satellite Earth Station: Satcom Technology; 7-meter.

Network Service: ABC.

Licensee: Channel Nine of Orlando, Box 999, Orlando, Fla. 32802.

Studio: 639 West Central 32805.

Telephone: 305-841-9000. TWX: 810-850-0179.

Mailing Address: Box 999, Orlando, Fla. 32802.

Ownership: A joint venture of Mid-Florida TV Corp., Comint Corp., TV 9 Inc., 28.33% each; Florida Heartland TV Inc., 10%; Central 9 Corp., 5%.

Began Operation: Feb. 1, 1958 by Mid-Florida Inc. Interim operation began April 1, 1969 (Television Digest, Vol. 9:14). Settlement agreement among interim operators approved by FCC June 30, 1981.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson; Wilkes, Artis, Hedrick & Lane.

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

Personnel:

WALTER M. WINDSOR, general manager.
CLIFTON L. CONLEY, asst. gen. mgr. & general sales manager.
CLIFFORD S. PINE, operations manager.
BOB JORDAN, news director.
MIKE STORMS, sports director.
RICHARD FLYNN, business manager.
HARRY N. HANDLEY, director of special projects.
WILLIAM D. JONES, national sales manager.
PAUL D. WARNOCK, chief engineer.
BRUCE BAKER, local sales director.
WALTER S. McDOWELL, promotion director.

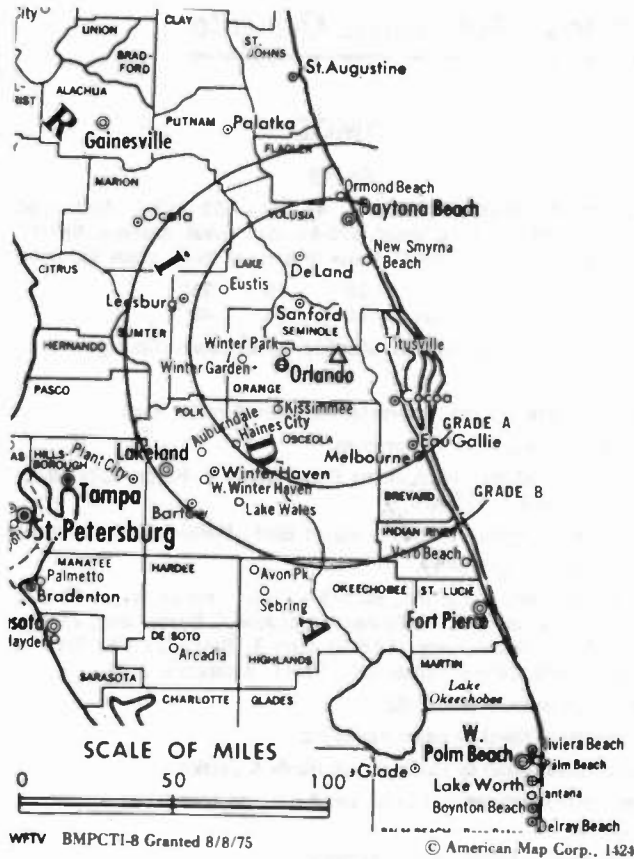
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
50% & Over	Brevard	110,600	109,300	99
	Flagler	5,200	5,100	98
	Highlands	21,100	20,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Indian River	26,100	25,600	98
	Lake	45,700	45,100	99
	Marion	51,500	50,200	98
	Orange	187,100	185,200	99
	Osceola	21,400	21,000	98
	Seminole	73,100	72,200	99
	Sumter	9,500	9,300	98
	Volusia	116,400	115,000	99
	FLORIDA			
Between 25-49%	Citrus	26,800	26,200	98
	Okeechobee	7,900	7,800	99
	Polk	125,100	123,500	99
FLORIDA				
Between 5-24%	Dixie	2,900	2,800	96
	Gilchrist	2,300	2,200	98
	Hardee	6,700	6,600	99
	Levy	8,000	7,700	96
	Putnam	20,100	19,800	99
Station Totals		867,500	855,300	98
Net Weekly Circulation (1983)			670,300	
Average Daily Circulation (1983)			429,200	

Florida-Melbourne-Orlando

WMOD

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 4200-kw max. visual, 570-kw max. aural. Antenna: 969-ft. above av. terrain, 1005-ft. above ground, 1046-ft. above sea level.

Latitude 28° 18' 26"
Longitude 80° 54' 48"

Transmitter: Deseret Ranches, Star Rte. 1250, Osceola County.

News Service: AP.

Satellite Earth Stations: 9.1-meter steerable; 5-meter fixed.

Network Service: None, independent.

Licensee: Southern Broadcasting Corp., 1000 S. Harbor City Blvd., Melbourne, Fla. 32901.

Studio: 4450 Enterprise Court, Rodes Blvd., Melbourne, Fla. 32935.

Telephone: 305-676-3443.

Ownership: BMS Bcstg. Inc., 66.075%; Louis Frey Jr., pres., 32.1%; Nelle H. Ayres, 1.8%. BMS ownership: John C. Boyce, pres., 22.5%; Carolyn C. Moore, secy., 17.5%; Jerry T. Boyce, 22.5%; Ruth H. Starr, 20%; John C. Stone, 15%; Paul F. Arceneaux, 2.5%.

Began Operation: July 5, 1982.

Represented (sales) by Adam Young Inc.

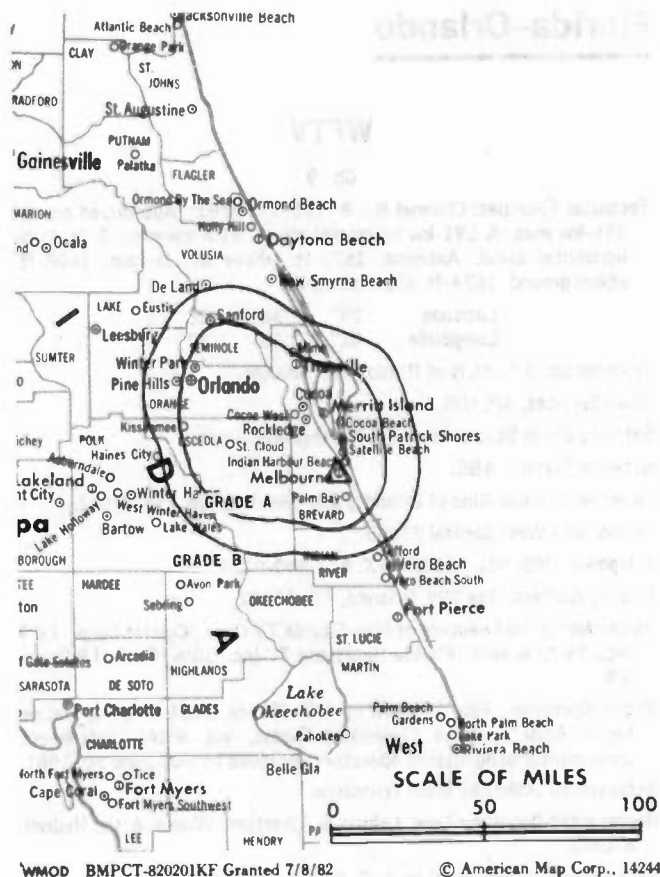
Represented (legal) by Fawer, Brian, Hardy & Zatzkis.

Represented (engineering) by Kessler & Gehman Associates.

Personnel:

MICHAEL STARR, general manager.

Rates: Not available.



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Florida--Orlando

WOFL

Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2570-kw max. & 646-kw horizontal visual, 126-kw aural. Antenna: 1470-ft. above av. terrain, 1486-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 17"

Longitude 81° 10' 13"

Transmitter: Chuluota-Christmas Rd., 3.7-mi. N of Bithlo.

News Service: UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: None, independent.

Licensee: Meredith Corp., Box 5729, 2300 S. Orange Blossom Trail, Orlando, Fla. 32855.

Studio: 2300 S. Orange Blossom Trail 32855.

Telephone: 305-422-0035.

Ownership: Meredith Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: March 31, 1974. Left air Sept. 29, 1976. Sale to Omega Communications approved by FCC June 15, 1979 (Television Digest, Vol. 19:28). Resumed operation Oct. 15, 1979. FCC, April 4, 1983, approved sale of 60% to Meredith Corp., 40% owner.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

NORRIS REICHEL, vice president & general manager.

MARTY ROSS, general sales manager.

GEORGE WILSON, news director.

ALLEN LYNCH, chief engineer.

Highest 30 Sec. Rate: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
50% & Over	Brevard	110,600	109,300	99
	Orange	187,100	185,200	99
	Osceola	21,400	21,000	98
	Seminole	73,100	72,200	99
	Volusia	116,400	115,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 25-49%	Flagler	5,200	5,100	98
	Lake	45,700	45,100	99
	Sumter	9,500	9,300	98
FLORIDA				
Between 5-24%	Indian River	26,100	25,600	98
	Marion	51,500	50,200	98
	Polk	125,100	123,500	99
Station Totals		771,700	761,500	98
Net Weekly Circulation (1983)				379,400
Average Daily Circulation (1983)				182,600

Florida—West Palm Beach

WFLX

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 2544-kw max. & 692-kw horizontal visual, 138-kw horizontal aural. Antenna: 1500-ft. above av. terrain, 1533-ft. above ground, 1549-ft. above sea level.

Latitude 26° 34' 37"
Longitude 80° 14' 32"

Transmitter: 2.3-mi. W of Hwy. 441 & 0.7-mi. S of Lantana Rd., near Green Acres City.

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

Network Service: None, independent.

Licensee: Malrite of Florida Inc., Euclid Ave. & E. 12th St., Cleveland, Ohio 44115.

Studio: 4130 Blue Heron Blvd., West Palm Beach 33404.

Telephone: 305-845-2929.

Ownership: See Malrite under Group Ownership of Television Stations.

Began Operation: Oct. 1, 1982.

Represented (sales) by Petry Television Inc.

Represented (legal) by Shrinsky, Weitzman & Eisen.

Represented (engineering) by Ralph Evans Associates.

Personnel:

CARL E. HIRSCH, president.

MURRAY J. GREEN, vice president & general manager.

ALAN FRANK, general sales manager.

DONITA WELSH, program director.

BUTCH FIGURELLA, chief engineer.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 5-24%	Broward	461,900	458,500	99
	Hendry	6,700	6,500	97
	Martin	29,800	29,300	98
	Okeechobee	7,900	7,800	99
	Palm Beach	262,400	258,500	99
	St Lucie	37,000	36,400	98
Station Totals		805,700	797,000	98
Net Weekly Circulation (1983)			141,000	
Average Daily Circulation (1983)			54,100	



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Florida—West Palm Beach

WPEC

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"
Longitude 80° 12' 28"

Transmitter: Intersection U.S. Hwy. 441 & State Rd. 812.

News Services: AP, ABC, NIWS, CNN Headline News.

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

Network Service: ABC.

Licensor: PEC Communications Inc., Fairfield Dr., West Palm Beach, Fla. 33407.

Studio: Fairfield Dr., West Palm Beach, Fla. 33407.

Telephone: 305-844-1212. TWX: 510-952-7656.

Ownership: Photo Electronics Corp., 80%; Alex W. Dreyfoos Jr., pres., 12.4%; George W. Mergens, exec. v.p., 7.6%.

Began Operation: Jan. 1, 1955. Sale to present owners by Royal American Industries Inc. approved by FCC Oct. 26, 1973. Sale to Royal American (66.33% owned by Bankers Life & Casualty Co.) by Rand Bcstg. & Bertram Lebhar approved in 1964 (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lebhar by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Personnel:

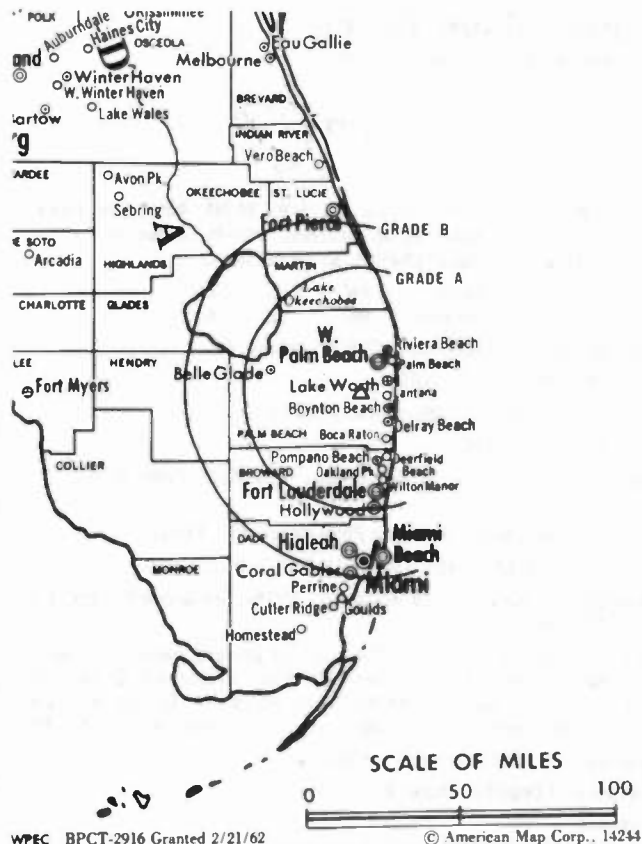
ALEX W. DREYFOOS JR., president.
GEORGE W. MERGENS, executive vice president.
ROBERT C. WIEGAND, general manager.
ROBERT LAWSON JR., general sales manager.
CONNIE ALBINO, national sales manager.
CIL FRAZIER, creative services manager.
BILL CRAFTON, news director.
ALLEN STERNBERG, production & special projects manager.
GEORGE DANNER, engineering & systems manager.
THOM MOODY, program manager.

Highest 30 Sec. Rate (Oct. 1981): \$1000.

NETWORK BASE HOURLY RATE: \$350

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Glades	2,500	2,400	96
	Martin	29,800	29,300	98
	Okeechobee	7,900	7,800	99
	Palm Beach	262,400	258,500	99
	St Lucie	37,000	36,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 25-49%	Broward	461,900	458,500	99
	Hendry	6,700	6,500	97
	Indian River	26,100	25,600	98
Station Totals		834,300	825,000	98
Net Weekly Circulation (1983)			411,200	
Average Daily Circulation (1983)			196,900	

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Florida-Palm Beach

WPTV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 20"
Longitude 80° 12' 43"

Transmitter: Near Green Acres City & Lantana Rd.

News Services: AP, UPI, NBC.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: NBC.

Licensee: Scripps-Howard Bcstg. Co., Box 510, Palm Beach, Fla. 33480.

Studio: 622 N. Flagler Dr., West Palm Beach, Fla. 33401.

Telephone: 305-655-5455. TWX: 510-952-7606.

Ownership: Scripps-Howard Bcstg. Co., 100%. See Group Ownership of TV Stations.

Began Operation: Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (Television Digest, Vol. 17:37; 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 (Vol. 12:37, 40).

Represented (sales) by Blair Television.

Represented (legal) by Baker & Hostetler.

Personnel:

- WILLIAM J. BROOKS, general manager.
- JAMES H. KNIGHT, asst. gen. manager & general sales manager.
- ARVO KATAJISTO, operations manager.
- DENNIS GERGITS, national sales manager.
- DOUG WOLFMUELLER, local sales manager.
- EDWARD J. ROOS, engineering manager.
- ROBERT HOWICK, news director.
- JOHN L. RAY, manager, broadcast services.

Highest 30 Sec. Rate (July 1983): \$1000.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA Indian River	26,100	25,600	98



WPTV BMPCT-1862 Granted 3/15/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Martin	29,800	29,300	98
	Okeechobee	7,900	7,800	99
	Palm Beach	262,400	258,500	99
	St Lucie	37,000	36,400	98
FLORIDA				
Between 25-49%	Broward	461,900	458,500	99
	Glades	2,500	2,400	96
	Hendry	6,700	6,500	97
Station Totals		834,300	825,000	98
Net Weekly Circulation (1983)			529,300	
Average Daily Circulation (1983)			297,300	

Florida—Fort Pierce-Stuart-Vero Beach-Palm Beach

WTVX

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 5000-kw max. & 3394-kw horizontal visual, 438-kw aural. Antenna: 1492-ft. above av. terrain, 1520-ft. above ground, 1549-ft. above sea level.

Latitude 27° 07' 19.5"
Longitude 80° 23' 20.5"

Transmitter: 7.3-mi. SW of Palm City, Fla.

News Services: AP, UPI, CBS.

Network Service: CBS.

Licensee: WTUV Inc., Box 3434, Fort Pierce, Fla. 33454.

Studios: 3601 N. 25th St., Fort Pierce, Fla. 33450. Suite 734 2000 Palm Beach Lakes Blvd., West Palm Beach, Fla. 33404.

Telephones: 305-464-3434/305-686-3434.

Ownership: Frank K. Spain, pres., 35%; Perrin Purvis, v.p., 10%; Margaret H. Spain, 35%; Letha M. Spain, 20%. For other interests, see WTVA, Tupelo, Miss.

Began Operation: April 5, 1966. Sale to present owners by Ruhl W. Koblegard, et al., approved by FCC Jan. 15, 1979.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

LYNWOOD WRIGHT, general manager.

JOAN VAN DYKE, programming.

MILTON PATRICK, chief engineer.

SHANNON TURNER, operations manager.

ROBERT MORFORD, news director.

JAY OLIVER, sales & marketing manager.

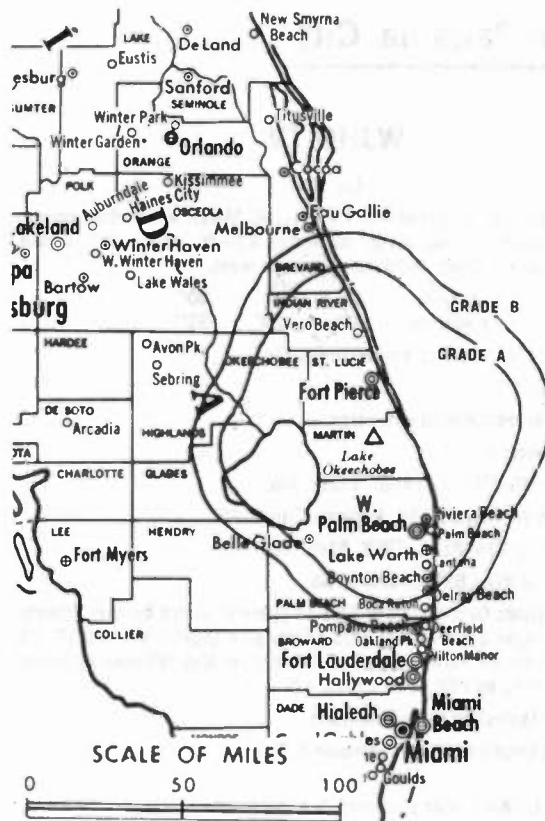
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$175

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
50% & Over	Glades	2,500	2,400	96
	Indian River	26,100	25,600	98
	Martin	29,800	29,300	98
	Okeechobee	7,900	7,800	99
	St Lucie	37,000	36,400	98



WTVX BPCT-5175 Granted 5/30/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 25-49%	Palm Beach	262,400	258,500	99
FLORIDA				
Between 5-24%	Hendry	6,700	6,500	97
Station Totals		372,400	366,500	98
Net Weekly Circulation (1983)			162,400	
Average Daily Circulation (1983)			86,700	

For Group Ownership of TV Stations, consult Index

Florida-Panama City

WJHG-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"
Longitude 85° 24' 51"

Transmitter: 4 mi. NNE of Youngstown, Fla.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: NBC.

Licensee: WJHG-TV Inc., Panama City, Fla.

Studio: 8195 W. Highway 98, Panama City 32401.

Telephone: 904-234-2125. TWX: 510-730-7341.

Ownership: See WALB-TV, Albany, Ga.

Began Operation: Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

Personnel:

RAY HOLLOWAY, vice president & general manager.

ROGER JONES, sales manager/program director.

JACK CRUSAN, production manager.

SCOTT CLARK, chief engineer.

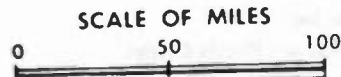
Highest One Hour Rate (Dec. 1982): \$1200.

Highest 30 Sec. Rate (Dec. 1982): \$600.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Geneva	8,900	8,700	98
	Houston	28,300	28,000	99
	FLORIDA			
	Bay	37,900	37,400	99
	Calhoun	3,500	3,400	97
	Franklin	2,900	2,800	96
	Gulf	3,700	3,600	97
	Holmes	5,700	5,500	96
	Jackson	14,100	13,600	97
	Liberty	1,500	1,500	100
	Okaloosa	40,800	40,300	99
	Walton	8,800	8,600	98
	Washington	5,700	5,600	97
GEORGIA				
Seminole	3,300	3,200	97	



WJHG-TV BPCT-3267 Granted 12/31/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Coffee	13,900	13,700	99
	Dale	15,200	15,000	99
	FLORIDA			
	Gadsden	13,000	12,600	97
	Leon	60,200	59,100	98
	Wakulla	4,200	4,100	98
	GEORGIA			
	Decatur	8,800	8,600	98
	Miller	2,700	2,600	96
Between 5-24%	ALABAMA			
	Covington	14,500	14,300	99
	Henry	5,600	5,500	98
	FLORIDA			
	Jefferson	3,800	3,700	97
	Madison	5,100	4,900	96
	Taylor	6,300	6,100	97
	GEORGIA			
Early	4,600	4,500	98	
Station Totals		323,000	316,900	98
Net Weekly Circulation (1983)			171,400	
Average Daily Circulation (1983)			88,300	

Florida-Panama City

WMBB

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1403-ft. above av. terrain, 1464-ft. above ground, 1549-ft. above sea level.

Latitude 30° 22' 05"
Longitude 85° 12' 24"

Transmitter: 0.5-mi. E of Frink, E side of State Hwy. 73.

News Service: AP.

Satellite Earth Stations: Andrew, 9.3-meter & 4.5-meter; Avantek receivers.

Network Service: NBC.

Licensee: Octagon Broadcasting Co., Box 1340, Panama City, Fla. 32402.

Studio: 232 Harrison Ave.

Telephone: 904-769-2313. TWX: 510-738-7536.

Mailing Address: Box 1340, Panama City, Fla. 32402.

Ownership: Agronomics Inc., 100%. Anthony C. Kupris, pres., 100%; John A. Kupris, v.p.; Mary R. Kupris, secy.-treas. Principals also own WAXA(TV), Anderson, S.C.

Began Operation: Oct. 4, 1973. Sale to present owner by Denver Brannen estate, Luther Edwin Thomas, et al., approved by FCC Feb. 28, 1977 (Television Digest, Vol. 16:52).

Represented (sales) by Avery-Knodel Inc.; Busby, Finch, Lathom & Widman (Atlanta & Dallas).

Represented (legal) by Pepper & Corazzini.

Represented (engineering) by Robert L. Purcell Associates Inc.

Personnel:

A. C. KUPRIS, president.
DOUGLAS M. GRIMM, general manager.
ROB DOLL, sales manager.
PATTI CLEMENTS, program director.
BRIAN CLEMENTS, promotion coordinator.
STEVE COOK, production manager.
CHRIS BURGBACHER, chief engineer.

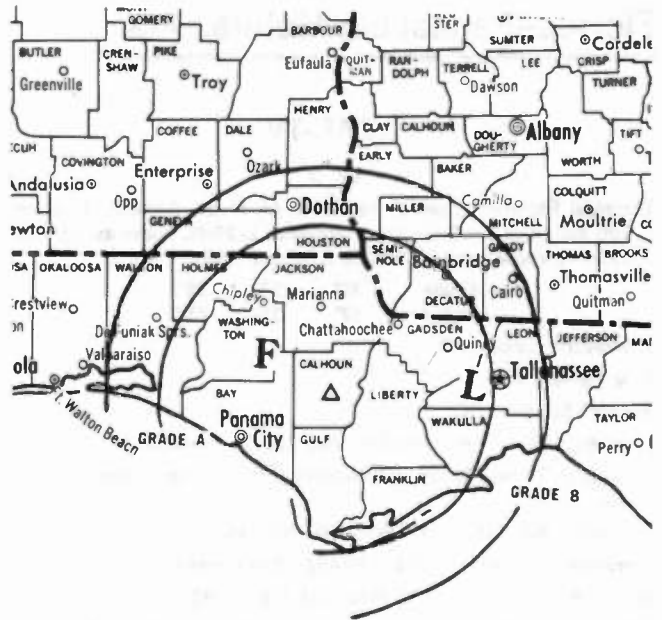
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate (July 22, 1983): \$400.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Geneva	8,900	8,700	98
	FLORIDA			
	Bay	37,900	37,400	99
	Calhoun	3,500	3,400	97
	Franklin	2,900	2,800	96
	Gadsden	13,000	12,600	97
	Gulf	3,700	3,600	97
	Holmes	5,700	5,500	96
	Jackson	14,100	13,600	97
	Liberty	1,500	1,500	100
	Wakulla	4,200	4,100	98
	Walton	8,800	8,600	98



SCALE OF MILES



WMBB BPC-T-4865 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	5,700	5,600	97
	GEORGIA			
	Seminole	3,300	3,200	97
Between 25-49%	ALABAMA			
	Henry	5,600	5,500	98
	Houston	28,300	28,000	99
	FLORIDA			
	Leon	60,200	59,100	98
	GEORGIA			
	Decatur	8,800	8,600	98
	Miller	2,700	2,600	96
Between 5-24%	ALABAMA			
	Coffee	13,900	13,700	99
	Covington	14,500	14,300	99
	Dale	15,200	15,000	99
	FLORIDA			
	Jefferson	3,800	3,700	97
	Okaloosa	40,800	40,300	99
	GEORGIA			
	Early	4,600	4,500	98
	Mitchell	6,800	6,600	97
Terrell	4,100	4,000	98	
Station Totals		322,500	316,500	98
Net Weekly Circulation (1983)			139,100	
Average Daily Circulation (1983)			74,000	

Florida-Pensacola-Mobile, Ala.

WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 38"
Longitude 87° 37' 31"

Transmitter: Loxley, Ala.

News Service: AP.

Network Service: ABC.

Licensee: Rollins Telecasting Inc., Box 12278, Pensacola, Fla. 32581.

Studios: U.S. Hwy. 90, W of Pensacola & Van Antwerp Bldg., Mobile, Ala.

Telephone: 904-455-7311. TWX: 510-737-7952.

Telephones: 205-438-9030 & 205-432-0533 (Mobile).

Mailing Address: Box 12278, Pensacola, Fla. 32581.

Ownership: Rollins Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (Television Digest, Vol. 15:14, 19).

Represented (sales) by Blair Television.

Represented (legal) by Pepper & Corazzini.

Personnel:

BOB GROOTHAND, general manager.
ROBERT SHIELDS, general sales manager.
MAX LAIL, local sales manager.
NONIA FURGYE, national sales manager.
J. LANDON SMITH, production & promotion manager.
AL CROUCH, news director.
SUE STRAUGHN, traffic & public service manager.
HARRY BABB, chief engineer.

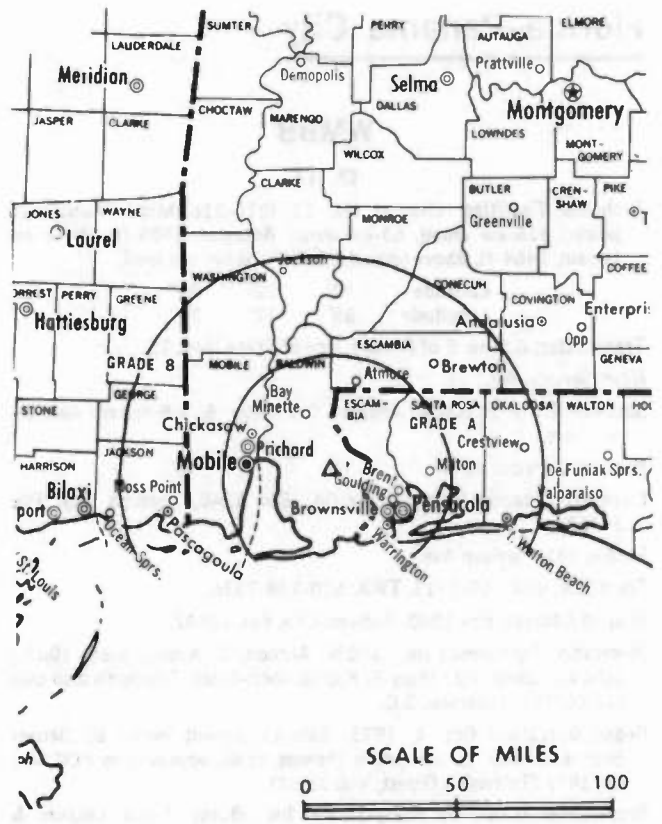
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Baldwin	29,000	28,700	99
	Clarke	9,200	9,000	98
	Conecuh	5,500	5,400	98
	Escambia	13,100	12,900	98
	Mobile	130,900	129,900	99
	Monroe	7,700	7,500	97
	Washington	5,600	5,500	98
FLORIDA	Escambia	86,500	85,700	99
	Okaloosa	40,800	40,300	99
	Santa Rosa	20,700	20,500	99



WEAR-TV BMPCT-5313 Granted 7/22/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	George	5,100	5,000	99
	Jackson	40,800	40,400	99
Between 25-49%	ALABAMA			
	Choctaw	5,600	5,400	97
	Covington	14,500	14,300	99
Between 5-24%	MISSISSIPPI			
	Greene	3,200	3,100	97
	ALABAMA			
Butler	7,500	7,400	98	
Hale	5,100	4,900	97	
Wilcox	4,500	4,300	97	
FLORIDA				
Walton	8,800	8,600	98	
MISSISSIPPI				
Harrison	55,500	55,000	99	
Perry	3,400	3,300	97	
Stone	3,300	3,200	97	
Wayne	6,500	6,300	98	
Station Totals		512,800	506,600	98
Net Weekly Circulation (1983)			362,800	
Average Daily Circulation (1983)			229,800	

Florida-Sarasota-Bradenton

WXLT-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 2871-kw visual, 287.1-kw aural. Antenna: 771-ft. above av. terrain, 814-ft. above ground, 849-ft. above sea level.

Latitude 27° 33' 27"
Longitude 82° 21' 59"

Transmitter: 4.2-mi. ESE of Parrish, Fla.

News Service: AP.

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

Network Service: ABC

Licensee: Sarasota-Bradenton Florida Television Co. Inc., Box 940, Sarasota, Fla. 33578.

Studio: 5725 Lawton Dr. Telephone: 813-922-0777.

Mailing Address: Box 940, Sarasota, Fla. 33578.

Ownership: Robert R. Nelson, pres., 60.8%; W. E. Schonek, v.p., 9.8%; Robert W. Nelson, secy.; Clifford E. Beal, treas., 9.8%; Rudolph C. Schonek & John F. Waltz, 9.8% each. Nelson controls WBRD & WDUV-FM, Bradenton, Fla. Robert R. Nelson, R. C. & W. E. Schonek have interest in South Jersey Bcstg. Corp., licensee of WAAT(TV), Wildwood, N.J.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Daly, Joyce & Borsari.

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

Began Operation: Oct. 23, 1971.

Personnel:

ROBERT R. NELSON, president & general manager.

THOMAS J. JOHNSON, executive sales director.

MIKE BURNHAM, chief engineer.

TOM JOHNSON, sales manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$350.

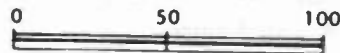
NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	29,500	29,000	98
	De Soto	7,000	6,800	98
	Hardee	6,700	6,600	99
	Manatee	67,400	66,700	99
	Sarasota	98,400	97,200	99



SCALE OF MILES



WXLT-TV BMPCT-7255 Granted 4/14/71

© American Map Corp., 11244

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 5-24%	Highlands	21,100	20,700	98
	Hillsborough	257,600	254,600	99
	Pinellas	344,200	340,700	99
Station Totals		831,900	822,300	98
Net Weekly Circulation (1983)			186,800	
Average Daily Circulation (1983)			92,500	

MALARKEY-TAYLOR ASSOCIATES
Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

Florida-Tallahassee-Thomasville, Georgia

WCTV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"
Longitude 84° 12' 36"

Transmitter: Lake Iamonia, Fla.

News Services: AP, UPI.

Satellite Earth Stations: Transmit/receive, Scientific-Atlanta, 7-meter; Scientific-Atlanta, 10-meter.

Network Service: CBS.

Licensee: John H. Phipps Bcstg. Stations Inc., Box 3048, Tallahassee, Fla. 32303.

Studio: Lake Iamonia, Fla.

Telephone: 904-893-6666. TWX: 910-997-0058.

Mailing Address: Box 3048, Tallahassee, Fla. 32303.

Ownership: John H. Phipps Bcstg. Stations Inc.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

COLIN S. PHIPPS, president.
FRAN K FLYNN, vice president & general manager.
JERRY L. WILLIAMS, director of operations & film buyer.
BOB MORGAN, chief engineer.
JOHN SIMONS, sales manager.
DAN KING, news director.

Highest One Hour Rate: \$2200.

Highest 30 Sec. Rate: \$500.

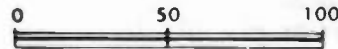
NETWORK BASE HOURLY RATE: \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Calhoun	3,500	3,400	97
	Franklin	2,900	2,800	96
	Gadsden	13,000	12,600	97
	Hamilton	3,200	3,100	97
	Jefferson	3,800	3,700	97
	Lafayette	1,600	1,500	94
	Leon	60,200	59,100	98
	Liberty	1,500	1,500	100
	Madison	5,100	4,900	96
	Suwannee	8,500	8,200	96
	Taylor	6,300	6,100	97
	Wakulla	4,200	4,100	98
	GEORGIA			
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Berrien	4,900	4,700	97
	Brooks	5,300	5,200	98
	Colquitt	12,900	12,700	98
Cook	4,800	4,700	98	
Decatur	8,800	8,600	98	
Early	4,600	4,500	98	
Echols	900	900	100	
Grady	6,900	6,800	99	
Lanier	2,100	2,000	95	
Lowndes	24,300	23,700	98	



SCALE OF MILES



WCTV BPCT-2591 Granted 6/5/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Miller	2,700	2,600	96
	Mitchell	6,800	6,600	97
	Seminole	3,300	3,200	97
	Thomas	13,300	13,100	98
	Tift	11,500	11,200	97
Worth	6,100	6,000	98	
Between 25-49%	FLORIDA			
	Dixie	2,900	2,800	96
	Gulf	3,700	3,600	97
Jackson	14,100	13,600	97	
Between 5-24%	GEORGIA			
	Calhoun	1,700	1,600	94
	Clinch	2,300	2,200	96
	Dougherty	35,200	34,700	98
	Lee	4,100	4,000	98
Turner	3,100	3,000	97	
Between 5-24%	ALABAMA			
	Henry	5,600	5,500	98
Houston	28,300	28,000	99	
Between 5-24%	FLORIDA			
	Columbia	13,400	13,100	98
	Gilchrist	2,300	2,200	98
	Holmes	5,700	5,500	96
Washington	5,700	5,600	97	
Between 5-24%	GEORGIA			
	Ben Hill	6,100	5,900	97
	Coffee	9,400	9,200	97
	Dooly	3,800	3,700	97
	Irwin	3,300	3,200	97
	Quitman	800	800	100
	Webster	900	900	100
	Station Totals		388,600	379,700
Net Weekly Circulation (1983)			242,200	
Average Daily Circulation (1983)			160,200	

Florida-Tallahassee

WECA

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1416-kw max. & 566.2-kw horizontal visual, 283-kw max. & 113.2-kw horizontal aural. Antenna: 867-ft. above av. terrain, 900-ft. above ground, 1045-ft. above sea level.

Latitude 30° 34' 29"
Longitude 84° 12' 05"

Transmitter: E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

News Services: UPI, ABC, Newscope.

Satellite Earth Station: Scientific-Atlanta, 4.6-meter; Microdyne receivers.

Network Service: ABC.

Licensee: Allen Communications Inc., Box 13327, Tallahassee, Fla. 32308.

Studio: E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

Mailing Address: Box 13327, Tallahassee 32308.

Telephone: 904-893-3127. TWX: 810-931-3715.

Ownership: E. C. Allen, pres., 100%.

Began Operation: Sept. 16, 1976.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

E. C. ALLEN, president.

JAMES J. MATTHEWS, vice president & general manager.

BOB PERETIK, general sales manager.

JIM KNIGHT, news director.

BILL BLACK, regional sales manager.

KATHY SMITH, business manager.

LYNNE STEPHENSON, program director/production coordinator.

STACEY SCOGGIN, traffic manager.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$125.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Gadsden	13,000	12,600	97
	Jefferson	3,800	3,700	97
	Leon	60,200	59,100	98
	Madison	5,100	4,900	96
	GEORGIA			
Grady	6,900	6,800	99	
Thomas	13,300	13,100	98	



WECA BPCT-4562 Granted 1/30/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Taylor	6,300	6,100	97
	Wakulla	4,200	4,100	98
	GEORGIA			
	Berrien	4,900	4,700	97
	Brooks	5,300	5,200	98
	Colquitt	12,900	12,700	98
	Decatur	8,800	8,600	98
	Mitchell	6,800	6,600	97
	Between 5-24%	FLORIDA		
Calhoun		3,500	3,400	97
Hamilton		3,200	3,100	97
Suwannee		8,500	8,200	96
GEORGIA				
Cook		4,800	4,700	98
Lanier		2,100	2,000	95
Lowndes		24,300	23,700	98
Worth		6,100	6,000	98
Station Totals			204,000	199,300
Net Weekly Circulation (1983)				95,300
Average Daily Circulation (1983)				47,000

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ARBITRON RATINGS

Florida-Tallahassee

WTWC

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 3390-kw max. & 750-kw horizontal visual, 339-kw max. & 75-kw horizontal aural. Antenna: 880-ft. above av. terrain, 814-ft. above ground, 1049-ft. above sea level.

Latitude 30° 35' 09"
Longitude 84° 14' 09"

Transmitter: 2-mi. NW of Bradfordville.

News Services: AP, CNN.

Satellite Earth Stations: In operation.

Network Service: NBC.

Grantee: Holt Robinson Television Inc., Drawer 3010, Hattiesburg, Miss. 39401.

Studio: 8440 Deer Lake Rd., Tallahassee, Fla. 32312.

Telephone: 904-878-4340.

Mailing Address: Box 12518, Tallahassee, Fla. 32317.

Ownership: Robert N. Robinson, chmn.; Carl S. Lightsey, pres.; Bill Fouch, exec. v.p.; Eugene T. Tibbett Jr., v.p.; Charles W. Holt, secy.-treas.; Holt-Robinson Communications Corp., 100%. HRCC ownership: Charles W. Holt, chmn.-secy., 70%; Robert N. Robinson, pres., 20%; Connie I. Holt, v.p., 10%. The Holts & Robinson own WHSY-AM-FM, Hattiesburg, Miss. HRCC owns WHHY-AM-FM, Montgomery, Ala. Charles Holt owns WHNY(AM), McComb, Miss.

Began Operation: April 21, 1983.

Represented (sales) by Adam Young Inc.

Represented (legal) by Gardner, Carton & Douglas.

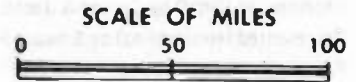
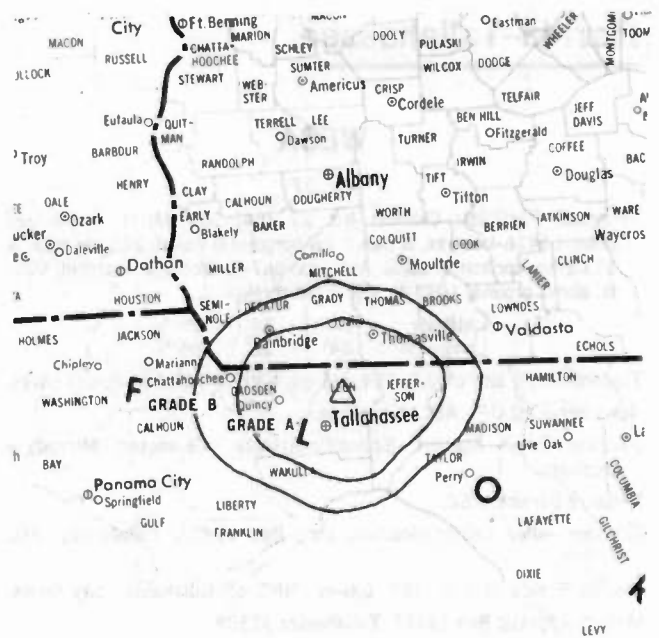
Represented (engineering) by du Treil & Rackley, P.A.

Personnel:

BILL FOUCH, general manager.

HAROLD STANTON, chief engineer.

Highest 30 Sec. Rate (Oct. 1, 1983): \$320.



WTWC BMPCT-830120KE Granted 2/28/83

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For U.S. TV Station Call Letters,
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Florida--Tampa-St. Petersburg

WXFL

(formerly WFLA-TV)

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"
Longitude 82° 15' 47"

Transmitter: 14-mi. SE of Tampa.

News Service: NBC.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Microdyne, 5-meter.

Network Service: NBC.

Licensee: WFLA Inc., 905 Jackson St., Tampa, Fla. 33602.

Studio: 905 Jackson St., Box 1410, Tampa 33601.

Telephone: 813-229-7781. TWX: 810-876-0602.

Ownership: Media General Inc., 100%. Media General also owns Tampa Tribune and Times. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 14, 1955.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by David Steel & Associates.

Personnel:

- ROBERT SUTTON, president.
- HARRY SMITH, vice president & general manager.
- FRANK DE TILLIO, station manager.
- JACK LYONS, general sales manager.
- LINDA LAWTON, national sales manager.
- DOUG DUPERRAULT, program director.
- ARDELL HILL, production manager.
- TOM HAUFF, news director.
- SALLY SALISBURY, promotion manager.
- PETER HOLST, film editor.
- PATRICK McLAUGHLIN, chief engineer.

Highest 30 Sec. Rate : N.A.

NETWORK BASE HOURLY RATE: \$1650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	29,500	29,000	98
	Citrus	26,800	26,200	98
	De Soto	7,000	6,800	98
	Hardee	6,700	6,600	99
	Hernando	20,600	20,200	98
	Highlands	21,100	20,700	98



WXFL BPCT-4532 Granted 9/18/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hillsborough	257,600	254,600	99
	Manatee	67,400	66,700	99
	Pasco	93,600	92,300	99
	Pinellas	344,200	340,700	99
	Polk	125,100	123,500	99
	Sarasota	98,400	97,200	99
FLORIDA				
Between 25-49%	Sumter	9,500	9,300	98
FLORIDA				
Between 5-24%	Dixie	2,900	2,800	96
	Gilchrist	2,300	2,200	98
	Lake	45,700	45,100	99
	Lee	94,100	92,700	99
	Levy	8,000	7,700	96
	Marion	51,500	50,200	98
Osceola	21,400	21,000	98	
Station Totals		1,333,400	1,315,500	98
Net Weekly Circulation (1983)			970,000	
Average Daily Circulation (1983)			608,100	

Florida-Tampa-St. Petersburg

WFTS

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2940-kw max. & 2400-kw horizontal visual, 295-kw max. & 240-kw horizontal aural. Antenna: 990-ft. above av. terrain, 996-ft. above ground, 1078-ft. above sea level.

Latitude 27° 48' 56"
Longitude 82° 16' 18"

Transmitter: 4.5-mi. SE of Riverview.

News Service: AP.

Satellite Earth Stations: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Family Television Corp., Box 30028, Tampa, Fla. 33630.

Studio: 5401 W. Kennedy Blvd., Tampa, Fla. 33609.

Telephone: 813-877-6315.

Ownership: Ian Wheeler, John A. Grant Jr., K. Russell Peavyhouse, Glenn S. Hooper, Huey L. Johnson Jr., Thomas T. Sessums, E. Wyllys Taylor, Henry A. Ash, Louis de la Parte, 10% each; A. Leon Lowry, Nathaniel W. Tindall II, 5% each.

Began Operation: Dec. 14, 1981.

Represented (sales) by Blair Television.

Represented (legal) by Nixon, Hargrave, Devans & Doyle.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

IAN WHEELER, president & general manager.
THOMAS WATSON, general sales manager.
GEORGE HARVEY JR., local sales manager.
PAT McNAMARA, national sales manager.
MARTHA WHEELER, program director.
WALT YOUMANS, chief engineer.

Highest 30 Sec. Rate: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
50% & Over	De Soto	7,000	6,800	98
	Hardee	6,700	6,600	99
	Hillsborough	257,600	254,600	99



WFTS BMPCT-811022KG Granted 12/3/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
Between 25-49%	Manatee	67,400	66,700	99
	Pasco	93,600	92,300	99
	Pinellas	344,200	340,700	99
	Polk	125,100	123,500	99
FLORIDA				
Between 5-24%	Charlotte	29,500	29,000	98
	Citrus	26,800	26,200	98
	Hernando	20,600	20,200	98
	Highlands	21,100	20,700	98
	Sarasota	98,400	97,200	99
Station Totals		1,098,000	1,084,500	98
Net Weekly Circulation (1983)			349,400	
Average Daily Circulation (1983)			130,100	

Florida—St. Petersburg-Tampa

WTOG

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1950-kw max. & 1410-kw horizontal visual, 195-kw max. & 141-kw horizontal aural. Antenna: 1414-ft. above av. terrain, 1433-ft. above ground, 1508-ft. above sea level.

Latitude 27° 49' 51"
Longitude 82° 16' 00"

Transmitter: 4-mi. SE of Riverview, Fla.

News Services: INN, ITNA.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Microdyne, 7-meter.

Network Service: None, independent.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, Minn.

Studio: 365 105th Terrace NE, St. Petersburg, Fla. 33702.

Telephone: 813-576-4444.

Ownership: See KSTP-TV, St. Paul, Minn.

Began Operation: Nov. 4, 1968.

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Lohnes & Culver.

Personnel:

DAVID A. OLMSTED, general manager.
CHARLES DUTCHER, station manager.
RON INMAN, general sales manager.
JOSEPH M. HECKEL JR., local & regional sales manager.
JOHN KAYS, chief engineer.
TOM WAYNE, news director.

Highest 30 Sec. Rate: \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	29,500	29,000	98
	De Soto	7,000	6,800	98
	Hardee	6,700	6,600	99
	Highlands	21,100	20,700	98
	Hillsborough	257,600	254,600	99
	Manatee	67,400	66,700	99
	Pasco	93,600	92,300	99
	Pinellas	344,200	340,700	99
	Polk	125,100	123,500	99
Sarasota	98,400	97,200	99	



WTOG BPCT-81118KH Granted 1/6/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Citrus	26,800	26,200	98
	Hernando	20,600	20,200	98
	Lee	94,100	92,700	99
	Marion	51,500	50,200	98
	Okeechobee	7,900	7,800	99
Osceola	21,400	21,000	98	
Between 5-24%	FLORIDA			
	Brevard	110,600	109,300	99
	Collier	39,500	38,500	97
	Hendry	6,700	6,500	97
	Lake	45,700	45,100	99
	Levy	8,000	7,700	96
	Orange	187,100	185,200	99
Seminole	73,100	72,200	99	
Sumter	9,500	9,300	98	
Station Totals		1,753,100	1,730,000	98
Net Weekly Circulation (1983)				824,700
Average Daily Circulation (1983)				391,200

Florida—St. Petersburg-Tampa

WTSP-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1500-ft. above av. terrain, 1538-ft. above ground, 1549-ft. above sea level.

Latitude 28° 11' 04"
Longitude 82° 45' 39"

Transmitter: 2.6-mi. N of Tarpon Springs.

News Services: AP, UPI.

Satellite Earth Stations: Harris; 9-meter, 5-meter & 3-meter.

Network Service: ABC.

Licensee: WTSP-TV Inc., Box 10,000, St. Petersburg, Fla. 33733.

Studio: 11450 Gandy Blvd., St. Petersburg 33702.

Telephones: 813-577-1010, St. Petersburg; 813-224-9877, Tampa.

Ownership: Gulf United Corp., 100%. Gulf Broadcast Group: John H. Massey, pres.; David Fitz, v.p., finance. For other interests, see Group Ownership of TV Stations.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965. Merger of Rahall Communications with Gulf United approved by FCC July 27, 1978 (Television Digest, Vol. 17:35).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Smith & Powstenko.

Personnel:

LAWRENCE M. CLAMAGE, president & general manager.

JOHN M. PURCELL, vice president & general sales manager.

FRANK SEYMOUR, local sales manager.

MICHAEL CHANDLER, regional sales manager.

ROBERT STONE, production manager.

MICHAEL BEARDSLEY, news director.

P. J. FORD, director of engineering.

MICHAEL STOPNICK, promotion manager.

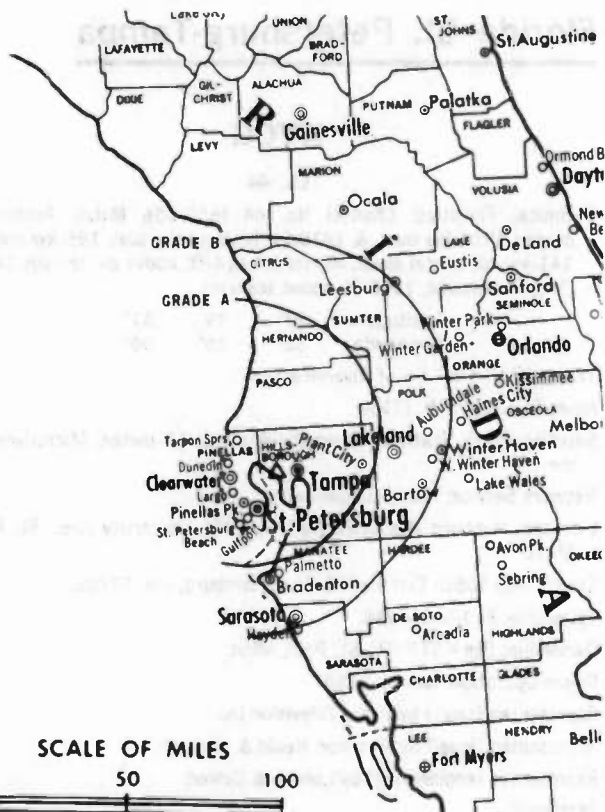
JAYNE BOYD, program manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Citrus	26,800	26,200	98
	Hernando	20,600	20,200	98
	Hillsborough	257,600	254,600	99
	Manatee	67,400	66,700	99



WTSP-TV BMPCT-781214LC Granted 2/2/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pasco	93,600	92,300	99
	Pinellas	344,200	340,700	99
	Polk	125,100	123,500	99
Between 25-49%	FLORIDA			
	Hardee	6,700	6,600	99
	Levy	8,000	7,700	96
	Sarasota	98,400	97,200	99
	Sumter	9,500	9,300	98
Between 5-24%	FLORIDA			
	Charlotte	29,500	29,000	98
	Dixie	2,900	2,800	96
	Highlands	21,100	20,700	98
	Marion	51,500	50,200	98
Station Totals		1,162,900	1,147,700	98
Net Weekly Circulation (1983)			869,100	
Average Daily Circulation (1983)			549,100	

Florida-Tampa-St. Petersburg

WTVT

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1416-ft. above av. terrain, 1463-ft. above ground, 1549-ft. above sea level.

Latitude 27° 49' 09"
Longitude 82° 14' 26"

Transmitter: 4.4-mi. NNE of Balm, Fla.

News Services: AP, UPI.

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

Network Service: CBS.

Licensee: Gaylord Broadcasting Co., Box 22013, Tampa 33622.

Studio: 3213 John F. Kennedy Blvd., Tampa 33609.

Telephone: 813-876-1313. TWX: 810-876-0618.

Ownership: Gaylord Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- HARRY APEL, vice president & general manager.
- WILLIAM DIAZ, general sales manager.
- DICK A'HEARN, program manager.
- NEIL SCHWARTZ, national sales manager.
- DON WARGO, regional sales manager.
- RAY DANTZLER, director of public affairs.
- HUGH SMITH, news director.
- VINCENT PARIGI, business manager.
- CHARLES HAMPTON, public service director.
- J. LOWELL OTTO, chief engineer.
- DAN BOGER, production manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	29,500	29,000	98
	Citrus	26,800	26,200	98
	De Soto	7,000	6,800	98
	Hardee	6,700	6,600	99
	Hernando	20,600	20,200	98



WTVT BMPCT-6216 Granted 5/9/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Highlands	21,100	20,700	98
	Hillsborough	257,600	254,600	99
	Manatee	67,400	66,700	99
	Pasco	93,600	92,300	99
	Pinellas	344,200	340,700	99
	Polk	125,100	123,500	99
	Sarasota	98,400	97,200	99
Between 25-49%	FLORIDA			
	Sumter	9,500	9,300	98
Between 5-24%	FLORIDA			
	Brevard	110,600	109,300	99
	Lake	45,700	45,100	99
	Levy	8,000	7,700	96
	Marion	51,500	50,200	98
Osceola	21,400	21,000	98	
Station Totals		1,344,700	1,327,100	98
Net Weekly Circulation (1983)			1,034,700	
Average Daily Circulation (1983)			714,600	

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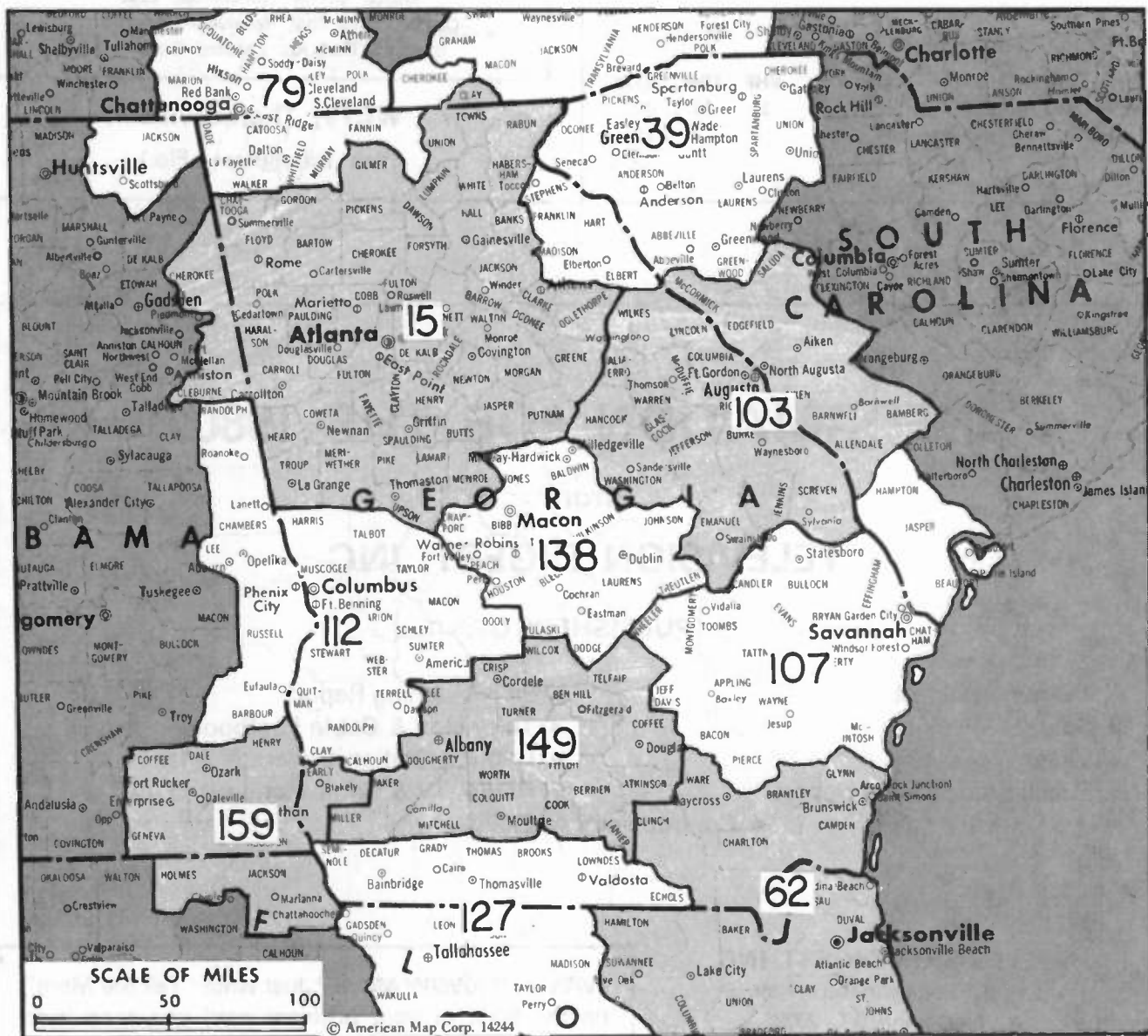
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Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Atlanta, Ga.	1,117,400	15	657,000	16	WAGA-TV (5), WANX-TV (46), WATL-TV (36), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Greenville-Spartanburg, S.C.- Asheville, N.C.	576,000	39	344,000	33	WGGS-TV (16), WL0S-TV (13), WSPA-TV (7), WYFF-TV (4)
Jacksonville, Fla.	383,100	62	212,000	66	WAWS-TV (30), WJKS-TV (17), WJXT (4), WNFT (47), WTLV (12)
Chattanooga, Tenn.	287,400	79	182,000	75	WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVC (9)
Augusta, Ga.	199,700	103	118,000	102	WAGT (26), WJBF (6), WRDW-TV (12)
Savannah, Ga.	192,700	107	102,000	117	WJCL (22), WSAV-TV (3), WTOG-TV (11)
Columbus, Ga.	183,300	112	124,000	98	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Tallahassee, Fla.	155,700	127	70,000	142	WCTV (6), WECA (27), WTWC (40), WVGA (44)
Macon, Ga.	145,000	138	69,000	145	WCWB-TV (41), WGXA-TV (24), WMAZ-TV (13)
Albany, Ga.	128,200	149	74,000	137	WALB-TV (10), WTSG (31)
Dothan, Ala.	95,500	159	60,000	155	WDHN (18), WTVY (4)

Georgia

Georgia Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	11	11	22
Educational Television Stations	3	7	10
			<hr/> 32

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

WCTV, Thomasville
(See Tallahassee, Fla.)

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Georgia-Albany

WALB-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52.00"
Longitude 83° 51' 43.59"

Transmitter: 2.5-mi. E of Doerun.

News Services: AP, UPI.

Satellite Earth Station: Satcom Technologies; 7-meter.

Network Service: NBC.

Licensee: WALB-TV Inc., Box 3130, Albany, Ga. 31708.

Studio: 1709 Stuart Ave., Albany, Ga. 31707.

Telephone: 912-883-0154. TWX: 810-781-5104.

Ownership: Gray Communications Systems Inc. James H. Gray Sr., pres., 51.48%; Prudential Insurance Co. of America, 4.4%; George H. Nader, 3.2%; others, none with as much as 2%. Also publishes Albany Herald, and owns WJHG-TV Inc., Panama City, Fla.; KTVE(TV) Inc., El Dorado, Ark.-Monroe, La.; Gray Transportation Co. Inc., Gray Communications Consultants Inc.

Began Operation: April 7, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

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

Personnel:

RAYMOND E. CAROW, vice president & general manager.

R. DOUGLAS OLIVER, vice president, sales.

JERRY SMITHWICK, general sales manager.

WILLIAM N. WILLIAMS, chief engineer.

SKIP WILLIAMS, production director.

STEPHEN O'BRIEN, director of news.

SUSAN SEIY, traffic manager.

Highest One Hour Rate (Jan. 4, 1982): \$2000.

Highest 30 Sec. Rate (Jan. 4, 1982): \$800.

NETWORK BASE HOURLY RATE: \$1250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Hamilton	3,200	3,100	97
	Jefferson	3,800	3,700	97
	Madison	5,100	4,900	96
	Taylor	6,300	6,100	97
GEORGIA	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Ben Hill	6,100	5,900	97
	Berrien	4,900	4,700	97
	Brooks	5,300	5,200	98
	Calhoun	1,700	1,600	94
	Clinch	2,300	2,200	96
	Coffee	9,400	9,200	97
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
	Crisp	7,000	6,800	97
	Decatur	8,800	8,600	98
	Dodge	6,200	6,000	98
	Dooly	3,800	3,700	97
	Dougherty	35,200	34,700	98
	Early	4,600	4,500	98
	Echols	900	900	100
	Grady	6,900	6,800	99
	Irwin	3,300	3,200	97
	Jeff Davls	4,200	4,100	98



WALB-TV BPCT-2497 Granted 12/17/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lanier	2,100	2,000	95
	Lee	4,100	4,000	98
	Lowndes	24,300	23,700	98
	Macon	4,800	4,600	97
	Miller	2,700	2,600	96
	Mitchell	6,800	6,600	97
	Randolph	3,400	3,300	97
	Seminole	3,300	3,200	97
	Sumter	9,900	9,600	97
	Telfair	4,200	4,000	96
	Terrell	4,100	4,000	98
	Thomas	13,300	13,100	98
	Tift	11,500	11,200	97
	Turner	3,100	3,000	97
Ware	13,300	13,100	98	
Wilcox	2,700	2,600	96	
Worth	6,100	6,000	98	
Between 25-49%	FLORIDA			
	Leon	60,200	59,100	98
	GEORGIA			
	Bacon	3,400	3,300	97
	Bleckley	3,800	3,700	97
Clay	1,200	1,200	100	
Pulaski	3,300	3,200	97	
Between 5-24%	FLORIDA			
	Gadsden	13,000	12,600	97
	Lafayette	1,600	1,500	94
	Suwannee	8,500	8,200	96
	GEORGIA			
Appling	5,400	5,200	96	
Pierce	4,200	4,100	98	
Quitman	800	800	100	
Schley	1,100	1,100	100	
Webster	900	900	100	
Wheeler	1,900	1,800	95	
Station Totals		378,900	369,700	97
Net Weekly Circulation (1983)			264,700	
Average Daily Circulation (1983)			181,300	

Georgia-Albany

WTSG

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1580-kw max. & 1200-kw horizontal visual, 240-kw aural. Antenna: 990-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"
Longitude 83° 51' 43"

Transmitter: N of Rte. 270, 2.5-mi. E of Doerun.

News Service: INN.

Satellite Earth Stations: Microdyne, 7-meter; Skyspan, 4.5 meter; Microdyne & Drake receivers.

Network Service: None, independent.

Licensee: Gordon Communications Co., Box 4050, Albany, Ga. 31706.

Studio: 1211 N. Slappey Blvd., Albany 31706.

Telephone: 912-435-3100.

Ownership: W. Carl Gordon Jr., pres., 85%; Jeff Evans, exec. v.p. & gen. mgr., 15%; Suzanne Gordon, v.p.; George Williamson, secy.-treas.

Began Operation: Feb. 14, 1982.

Represented (sales) by Adam Young Inc.

Represented (legal) by Nixon, Hargrave, Devans & Doyle.

Represented (engineering) by Smith & Powstenko.

Personnel:

JEFF EVANS, exec. vice president & general manager.

FRED PROCISE, general sales manager.

SID PERRY, program/promotion manager.

JOAN HAWKINS, business manager.

Highest 30 Sec. Rate: \$60.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Colquitt	12,900	12,700	98
	Tift	11,500	11,200	97
	Worth	6,100	6,000	98
Between 25-49%	GEORGIA			
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Berrien	4,900	4,700	97
	Cook	4,800	4,700	98
	Dougherty	35,200	34,700	98
	Grady	6,900	6,800	99
	Irwin	3,300	3,200	97
	Lee	4,100	4,000	98
	Mitchell	6,800	6,600	97



WTSG BMPCT-800207KH Granted 1/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Terrell	4,100	4,000	98
	Thomas	13,300	13,100	98
	Turner	3,100	3,000	97

GEORGIA				
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Brooks	5,300	5,200	98
	Calhoun	1,700	1,600	94
	Coffee	9,400	9,200	97
	Crisp	7,000	6,800	97
	Decatur	8,800	8,600	98
	Dodge	6,200	6,000	98
	Dooley	3,800	3,700	97
	Early	4,600	4,500	98
	Lowndes	24,300	23,700	98
	Miller	2,700	2,600	96
	Pulaski	3,300	3,200	97
Randolph	3,400	3,300	97	
Sumter	9,900	9,600	97	
Webster	900	900	100	
Station Totals		211,500	206,700	97
Net Weekly Circulation (1983)				60,100
Average Daily Circulation (1983)				27,200

THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn-Jepsen, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Georgia-Atlanta

WAGA-TV

Ch. 5



STORER TELEVISION SALES, INC
A STORER STATION

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"
Longitude 84° 20' 00"

Transmitter: 1551 Briarcliff Rd.

News Services: AP, UPI, CBS, Group W Newsfeed.

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

Network Service: CBS.

Licensee: Storer Broadcasting Co., Box 4207, Atlanta, Ga. 30302.

Studio: Box 4207, 1551 Briarcliff Rd. NE, Atlanta 30302.

Telephone: 404-875-5551. TWX: 810-751-8265.

Ownership: Storer Communications Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: March 8, 1949.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren C. Zwicky.

Personnel:

- PAUL RAYMON, vice president & general manager.
- JACK O'HERN, general sales manager.
- VICTOR BRUST, national sales manager.
- DIANNE HARNELL, local sales manager.
- CHUCK LIPTON, director of marketing.
- KINDY JONES, commercial operations manager.
- J. MARC DOYLE, director of program operations.
- GREG GUNN, production manager.
- RICHARD GOSS, promotion manager.
- MARY STIMMEL, director, public affairs.
- ROBERT YOUNG, public service director.
- GENE ADAMS, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Cherokee	6,800	6,700	99
	Cleburne	4,800	4,700	98
	Randolph	7,300	7,200	99
	GEORGIA			
	Baldwin	10,800	10,500	98
	Banks	3,300	3,200	97
	Barrow	8,000	7,900	99
	Bartow	14,700	14,500	99
	Butts	4,300	4,200	98
	Carroll	20,200	19,900	99
	Chattooga	8,000	7,900	99
	Cherokee	18,800	18,600	99
	Clarke	28,200	27,700	98
	Clayton	56,100	55,800	99
	Cobb	119,900	119,200	99
	Coweta	14,200	13,900	98
	Dawson	1,700	1,700	100
	De Kalb	185,100	184,200	99
	Douglas	19,300	19,100	99
	Fannin	5,800	5,700	98
	Fayette	11,100	10,900	98



WAGA-TV BPCT-1879 Granted 8/10/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Floyd	29,900	29,500	99
	Forsyth	10,700	10,600	99
	Fulton	230,900	228,800	99
	Gilmer	4,200	4,100	98
	Gordon	11,000	10,800	99
	Greene	3,900	3,800	97
	Gwinnett	64,300	63,700	99
	Habersham	9,100	8,900	98
	Hall	28,200	27,800	99
	Haralson	6,800	6,700	99
	Heard	2,200	2,200	100
	Henry	13,000	12,800	98
	Jackson	9,100	9,000	98
	Jasper	2,800	2,700	96
	Lamar	4,300	4,200	98
	Lumpkin	3,700	3,600	97
	Madison	6,600	6,500	98
	Meriwether	7,200	7,000	97
	Monroe	5,100	5,000	98
	Morgan	3,900	3,800	97
	Newton	11,900	11,700	98
	Oconee	4,700	4,700	100
	Oglethorpe	3,200	3,100	97
	Paulding	9,700	9,600	99
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Polk	11,900	11,700	98
Putnam	3,700	3,600	97	
Rabun	4,200	4,100	98	
Rockdale	13,100	12,900	98	
Spalding	17,100	16,900	99	
Towns	2,300	2,300	100	
Troup	18,400	18,000	98	
Union	3,700	3,600	97	
Upson	9,500	9,300	98	
Walton	10,900	10,700	98	
White	3,800	3,700	97	

(Continued on page 251)

Station Totals	1,517,900	1,498,300	98
Net Weekly Circulation (1983)			1,068,100
Average Daily Circulation (1983)			644,100

Georgia-Atlanta

WANX-TV

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1865-kw max. & 1290-kw horizontal visual, 368.8-kw max. & 251-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"
Longitude 84° 20' 26"

Holds CP for change to 2333-kw max. & 1762-kw horizontal visual, 233-kw max. & 176-kw horizontal aural, 1088-ft. above av. terrain, 1174-ft. above ground, 2049-ft. above sea level. BPCT-4857.

Transmitter: Briarcliff Rd. & Shepherd Lane.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Grantee: CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, Va. 23463.

Studio: 1810 Briarcliff Rd. NE, Atlanta, Ga. 30329.

Mailing Address: Box 98097, Atlanta, Ga. 30359.

Telephone: 404-325-3103.

Ownership: See Group Ownership of TV Stations.

Began Operation: June 6, 1971.

Represented (sales) by Katz Independent TV Sales.

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

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

HERMAN RAMSEY, vice president & general manager.

BOB STROUD, general sales manager.

ADA FULLER, film director.

DAVID UHLRICH, production manager.

BECKY LEWIS CONGDON, traffic manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Barrow	8,000	7,900	99
	Butts	4,300	4,200	98
	Clayton	56,100	55,800	99
	Cobb	119,900	119,200	99
	Haralson	6,800	6,700	99
	Lamar	4,300	4,200	98
	Paulding	9,700	9,600	99
	Rockdale	13,100	12,900	98
	Between 25-49%	ALABAMA		
Calhoun		41,700	41,300	99
Chambers		14,000	13,800	99
GEORGIA				
Bartow		14,700	14,500	99
Carroll		20,200	19,900	99
Cherokee		18,800	18,600	99
Clarke		28,200	27,700	98
De Kalb		185,100	184,200	99
Douglas		19,300	19,100	99
Fayette		11,100	10,900	98
Floyd		29,900	29,500	99
Forsyth		10,700	10,600	99
Fulton		230,900	228,800	99
Gordon		11,000	10,800	99
Gwinnett		64,300	63,700	99
Hall		28,200	27,800	99
Henry		13,000	12,800	98
Jackson		9,100	9,000	98
Lumpkin		3,700	3,600	97
Meriwether	7,200	7,000	97	
Monroe	5,100	5,000	98	



WANX-TV BPCT-4857 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Morgan	3,900	3,800	97
	Newton	11,900	11,700	98
	Oconee	4,700	4,700	100
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Polk	11,900	11,700	98
	Spalding	17,100	16,900	99
	Troup	18,400	18,000	98
	Walton	10,900	10,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Cherokee	6,800	6,700	99
	Cleburne	4,800	4,700	98
	Randolph	7,300	7,200	99
	Talladega	25,300	24,900	99
	GEORGIA			
	Baldwin	10,800	10,500	98
	Banks	3,300	3,200	97
	Bibb	54,800	54,100	99
	Catoosa	13,600	13,500	99
	Chattooga	8,000	7,900	99
	Coweta	14,200	13,900	98
	Dawson	1,700	1,700	100
	Gilmer	4,200	4,100	98
	Greene	3,900	3,800	97
Habersham	9,100	8,900	98	
Hart	6,600	6,500	98	
Heard	2,200	2,200	100	
Houston	27,400	27,100	99	
Jasper	2,800	2,700	96	
Jones	6,000	5,900	98	
Madison	6,600	6,500	98	
Murray	7,300	7,100	98	
Muscogee	60,200	59,600	99	
Peach	6,800	6,700	99	
Putnam	3,700	3,600	97	
Stephens	8,100	7,900	98	

(Continued on page 252)

Station Totals	1,552,400	1,535,200	98
Net Weekly Circulation (1983)			518,600
Average Daily Circulation (1983)			208,600

Georgia-Atlanta

WATL-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2682-kw max. & 2030-kw horizontal visual, 402.3-kw max. & 304.5-kw horizontal aural. Antenna: 1086-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"
Longitude 84° 20' 26"

Transmitter: Briarcliff Rd. at Shepherd Lane.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: None, independent.

Licensee: WATL-TV Inc., 575 Ponce de Leon Ave., Atlanta, Ga. 30308.

Studio: 575 Ponce de Leon Ave., Atlanta, Ga. 30308.

Telephone: 404-892-3636.

Ownership: D. R. Jones, chmn., 25.12%; Sillerman Morrow Bcstg. Group, 50%; B. M. Taylor, 11.88%; Thomas D. Jones, 2.7%; D. Richard Jones III, 2.55%; Ed Herlihy, 2.5%; others, none with as much as 3%. Sillerman Morrow owns WALL(AM) & WKGL(FM), Middletown & WJJB(FM), Hyde Park, N.Y.; WRAN(AM), Dover, N.J.; WHMP-AM-FM, Northampton, Mass.

Began Operation: Oct. 13, 1954; left air May 31, 1955. Resumed operation under ownership of U.S. Communications Aug. 16, 1969; left air March 30, 1971. Sale to D. R. Jones, et al., approved by FCC July 14, 1974. Resumed operation July 5, 1976. Sale to present owners approved Oct. 13, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT F. X. SILLERMAN, president.
EDWARD H. HERLIHY, vice president & general manager.
S. S. S. KHALSA, business manager.
MATT FILLA, national sales manager.
RON LEPPIG, local sales manager.
DON HESS, program manager.
HOWELL UPCHURCH, production manager.
BETSY BARRON, traffic manager.

Highest 30 Sec. Rate: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Carroll	20,200	19,900	99
	Cobb	119,900	119,200	99
	De Kalb	185,100	184,200	99
	Forsyth	10,700	10,600	99
	Newton	11,900	11,700	98
	Walton	10,900	10,700	98
Between 5-24%	ALABAMA			
	Cherokee	6,800	6,700	99
	GEORGIA			
	Banks	3,300	3,200	97
	Barrow	8,000	7,900	99
	Bartow	14,700	14,500	99
	Butts	4,300	4,200	98
	Chattooga	8,000	7,900	99
	Cherokee	18,800	18,600	99
	Clarke	28,200	27,700	98



WATL-TV BMPCT-6999 Granted 4/25/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Clayton	56,100	55,800	99
	Coweta	14,200	13,900	98
	Douglas	19,300	19,100	99
	Fayette	11,100	10,900	98
	Floyd	29,900	29,500	99
	Fulton	230,900	228,800	99
	Gordon	11,000	10,800	99
	Gwinnett	64,300	63,700	99
	Hall	28,200	27,800	99
	Haralson	6,800	6,700	99
	Heard	2,200	2,200	100
	Henry	13,000	12,800	98
	Jackson	9,100	9,000	98
	Jasper	2,800	2,700	96
	Lamar	4,300	4,200	98
	Lumpkin	3,700	3,600	97
	Madison	6,600	6,500	98
	Meriwether	7,200	7,000	97
	Monroe	5,100	5,000	98
	Morgan	3,900	3,800	97
Oconee	4,700	4,700	100	
Oglethorpe	3,200	3,100	97	
Paulding	9,700	9,600	99	
Pickens	4,600	4,500	98	
Pike	3,100	3,000	97	
Putnam	3,700	3,600	97	
Rabun	4,200	4,100	98	
Rockdale	13,100	12,900	98	
Spalding	17,100	16,900	99	
Troup	18,400	18,000	98	
Station Totals		1,062,300	1,051,200	98
Net Weekly Circulation (1983)			231,800	
Average Daily Circulation (1983)			74,200	

Georgia-Atlanta

WSB-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1037-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"
Longitude 84° 21' 42"

Transmitter: 766 Willoughby Way NE.

News Services: AP, UPI.

AM Affiliate: WSB, 50-kw, 750 kHz.

FM Affiliate: WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 7-meter.

Network Service: ABC.

Licensee: Cox Communications Inc., 1601 W. Peachtree.

Studio: 1601 W. Peachtree St. NE, Atlanta 30309.

Telephone: 404-897-7000. TWX: 810-751-3532.

Ownership: Division of Cox Communications Inc. which is a publicly held corp. William Schwartz, pres. & chief exec. officer; Walter C. Liss Jr., pres., broadcast div.; Michael Kievman, senior exec. v.p., broadcast div. Cox Communications Inc. is 55.9% owned by James M. Cox Jr. estate, Anne Cox Chambers & Barbara Cox Anthony, personally or through trusts. Cox also operates WHIO-TV-AM-FM, Dayton; WSOC-TV-AM-FM, Charlotte; WPXI(TV), Pittsburgh; KDNL-TV, St. Louis, Mo.; KTVU(TV), Oakland-San Francisco; WIOD & WAIA-FM, Miami, Fla.; KFI & KOST(FM), Los Angeles, Cal.; WLIF(FM), Baltimore, Md. & WWSH(FM), Philadelphia & is multiple cable system operator. For other interests, see Newspaper Ownership of Television Stations.

Began Operation: Sept. 29, 1948.

Represented (sales) by TeleRep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- FREDERICK R. BARBER JR., v.p. & general manager.
- BROOKE SPECTORSKY, station manager.
- GRACE GILCHRIST, general sales manager.
- RANDY FRASER, local sales manager.
- A. R. VAN CANTFORT, program manager.
- BILL SWENEY, production manager.
- DOUG HENDERSON, director of engineering.
- RABUN MATTHEWS, news director.
- GORDON JONES, controller.
- ELEANOR BROWN, personnel manager.
- DAVID LaFONTAINE, creative services manager.
- LESTER STRONG, executive producer.
- QUENTIN BRADFORD, public affairs director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Cherokee	6,800	6,700	99
	Cleburne	4,800	4,700	98
	Randolph	7,300	7,200	99
	GEORGIA			
	Baldwin	10,800	10,500	98
	Banks	3,300	3,200	97
	Barrow	8,000	7,900	99
	Bartow	14,700	14,500	99
	Butts	4,300	4,200	98
	Carroll	20,200	19,900	99
	Chattooga	8,000	7,900	99
	Cherokee	18,800	18,600	99
Clarke	28,200	27,700	98	
Clayton	56,100	55,800	99	



WSB-TV BPCT-2303 Granted 5/6/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cobb	119,900	119,200	99
	Coweta	14,200	13,900	98
	Dawson	1,700	1,700	100
	De Kalb	185,100	184,200	99
	Douglas	19,300	19,100	99
	Fannin	5,800	5,700	98
	Fayette	11,100	10,900	98
	Floyd	29,900	29,500	99
	Forsyth	10,700	10,600	99
	Fulton	230,900	228,800	99
	Gilmer	4,200	4,100	98
	Gordon	11,000	10,800	99
	Greene	3,900	3,800	97
	Gwinnett	64,300	63,700	99
	Habersham	9,100	8,900	98
	Hall	28,200	27,800	99
	Haralson	6,800	6,700	99
	Heard	2,200	2,200	100
	Henry	13,000	12,800	98
	Jackson	9,100	9,000	98
	Jasper	2,800	2,700	96
	Jones	6,000	5,900	98
	Lamar	4,300	4,200	98
	Lumpkin	3,700	3,600	97
	Madison	6,600	6,500	98
	Meriwether	7,200	7,000	97
	Monroe	5,100	5,000	98
	Morgan	3,900	3,800	97
	Newton	11,900	11,700	98
	Oconee	4,700	4,700	100
Oglethorpe	3,200	3,100	97	
Paulding	9,700	9,600	99	
Pickens	4,600	4,500	98	
Pike	3,100	3,000	97	
Polk	11,900	11,700	98	
Putnam	3,700	3,600	97	
Rabun	4,200	4,100	98	

(Continued on page 252)

Station Totals	1,570,800	1,550,200	98
Net Weekly Circulation (1983)		1,126,500	
Average Daily Circulation (1983)		719,400	

Georgia-Atlanta

WTBS

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2240-kw max. & 1510-kw horizontal visual, 224-kw max. & 151-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 1042-ft. above ground, 2042-ft. above sea level.

Latitude 33° 46' 57"
Longitude 84° 23' 20"

Transmitter: 1018 W. Peachtree St. NW.

News Services: AP, UPI, CNN.

Satellite Earth Stations: One Scientific-Atlanta, 11-meter; 5 Scientific-Atlanta, 7-meter.

Network Service: None, independent.

Licensee: Superstation Inc., 1050 Techwood Dr. NW, Atlanta, Ga. 30318.

Studio: 1050 Techwood Dr. NW.

Telephone: 404-827-1717. TWX: 810-751-8568.

Ownership: Turner Broadcasting System Inc. R. E. Turner III, chmn., 87%; others, none with as much as 3%. Turner also owns Cable News Network.

Began Operation: Sept. 1, 1967. Transfer of control from Jack M. Rice, et al., to R. E. Turner approved by FCC Dec. 10, 1969.

Represented (legal) by Pepper & Corazzini.

Represented (sales) by Turner Broadcast Sales.

Personnel:

- ROBERT WUSSLER, president.
- JAMES KITCHELL, v.p., operations/administration.
- GERRY HOGAN, vice president, sales.
- ROBERT SIEBER, vice president, research.
- GENE WRIGHT, vice president, engineering.
- JACK PETRIK, director of programming.
- JIM WILLIAMS, local sales manager.
- PAM PEARSON, promotion manager.
- SIDNEY PIKE, pres., Turner Program Services.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Jackson	8,100	7,900	98
	COLORADO			
	Summit	4,200	4,000	95
	FLORIDA			
	Okaloosa	40,800	40,300	99
	GEORGIA			
	Barrow	8,000	7,900	99
	Butts	4,300	4,200	98
	Carrall	20,200	19,900	99
	Cherokee	18,800	18,600	99
	Clayton	56,100	55,800	99
	Cobb	119,900	119,200	99
	Coweta	14,200	13,900	98
	De Kalb	185,100	184,200	99
	Douglas	19,300	19,100	99
	Fayette	11,100	10,900	98
	Floyd	29,900	29,500	99
	Forsyth	10,700	10,600	99
	Fulton	230,900	228,800	99
	Glynn	21,100	20,800	99
	Gwinnett	64,300	63,700	99
	Hall	28,200	27,800	99
	Haralson	6,800	6,700	99
	Heard	2,200	2,200	100
	Henry	13,000	12,800	98
	Jasper	2,800	2,700	96
	Jones	6,000	5,900	98
	Lamar	4,300	4,200	98



WTBS BMPCT-7539 Granted 7/31/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	11,900	11,700	98
	Oconee	4,700	4,700	100
	Paulding	9,700	9,600	99
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Polk	11,900	11,700	98
	Rockdale	13,100	12,900	98
	Spalding	17,100	16,900	99
	Telfair	4,200	4,000	96
	Walton	10,900	10,700	98
	Ware	13,300	13,100	98
	IDAHO			
	Clearwater	3,700	3,600	97
Shoshone	6,900	6,700	97	
KANSAS				
Graham	1,500	1,500	100	
Logan	1,500	1,400	97	
Morton	1,200	1,200	100	
Seward	6,400	6,300	98	
Sherman	3,000	2,900	98	
Stevens	1,700	1,600	94	
KENTUCKY				
Floyd	17,600	17,300	98	
Knott	5,900	5,700	97	
Perry	11,500	11,200	97	
Pike	28,800	28,300	98	
Whitley	12,500	12,300	98	
MISSISSIPPI				
Adams	13,100	12,800	98	
NEW MEXICO				
Coffax	5,200	4,900	94	
Curry	15,200	14,800	97	
Lea North	17,400	17,000	98	
OKLAHOMA				
Kay	20,000	19,800	99	
Woodward	8,300	8,100	98	

(Continued on next page)

Station Totals	44,952,100	44,176,700	98
Net Weekly Circulation (1983)		8,078,700	
Average Daily Circulation (1983)		2,974,100	

WTBS, Atlanta
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Union	9,200	8,600	93
	PENNSYLVANIA			
	Cameron	2,700	2,600	98
	TEXAS			
	Brewster	2,700	2,600	96
	Calhoun	6,900	6,800	98
	Collingsworth	1,800	1,700	94
	Crockett	1,600	1,600	100
	Hemphill	2,100	2,100	100
	Jim Hogg	1,800	1,700	94
	Kinney	800	800	100
	Maverick	8,600	8,100	94
	Presidio	1,700	1,600	94
	Reagan	1,300	1,300	100
	Reeves	4,800	4,700	98
	Sutton	1,800	1,700	94
Upton	1,600	1,600	100	
Val Verde	11,100	10,700	96	
UTAH				
Grand	3,100	2,900	92	
WEST VIRGINIA				
Logan	17,100	16,900	99	
Wood	35,300	34,900	99	
WYOMING				
Hot Springs	2,200	2,100	95	
Sweetwater	16,300	15,600	96	
Between 25-49%	ALABAMA			
	Autauga	11,100	10,900	98
	Calhoun	41,700	41,300	99
	Chambers	14,000	13,800	99
	Cleburne	4,800	4,700	98
	Coffee	13,900	13,700	99
	Colbert	20,100	19,800	99
	Covington	14,500	14,300	99
	Dale	15,200	15,000	99
	Dallas	17,900	17,500	98
	Etowah	38,300	38,000	99
	Franklin	10,900	10,700	98
	Greene	3,700	3,600	97
	Houston	28,300	28,000	99
	Lee	29,200	28,800	98
	Madison	70,400	69,500	99
	Montgomery	72,800	72,000	99
	Morgan	33,100	32,600	99
	Randolph	7,300	7,200	99
	Tuscaloosa	50,100	49,500	99
	ARKANSAS			
	Ashley	9,500	9,300	97
	Benton	31,700	30,900	98
	Boone	10,700	10,400	97
	Clay	8,200	8,000	98
	Columbia	9,800	9,500	97
	Craighead	23,700	23,400	99
	Desha	6,900	6,700	97
	Greene	12,000	11,800	98
	Independence	11,600	11,300	97
	Little River	5,000	4,800	97
	Logan	7,300	7,100	97
	Miller	14,000	13,800	98
	Mississippi	20,100	19,700	98
	Phillips	11,300	10,900	96
	Pike	4,100	4,000	98
	Randolph	6,500	6,300	97
	Union	19,000	18,700	98
	Washington	38,500	37,500	97
	ARIZONA			
	Cochise	31,800	30,600	96
	Graham	7,100	6,700	94
	Greenlee	3,900	3,800	97
	CALIFORNIA			
	Del Norte	7,500	7,000	93
	El Dorado East	12,200	11,700	96
	Siskiyou	16,100	15,000	93

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Alamosa	4,200	4,000	95
	Chaffee	5,200	5,000	96
	Garfield	9,100	8,700	96
	Lake	3,000	2,900	97
	Las Animas	5,500	5,200	94
	Moffat	5,300	5,000	94
	Phillips	1,800	1,800	100
	FLORIDA			
	Alachua	60,900	59,500	98
	Bay	37,900	37,400	99
	Brevard	110,600	109,300	99
	Collier	39,500	38,500	97
Escambia	86,500	85,700	99	
Franklin	2,900	2,800	96	
Indian River	26,100	25,600	98	
Lee	94,100	92,700	99	
Leon	60,200	59,100	98	
Martin	29,800	29,300	98	
Monroe	28,600	27,800	97	
Okeechobee	7,900	7,800	99	
St Lucie	37,000	36,400	98	
Sarasota	98,400	97,200	99	
Suwannee	8,500	8,200	96	
Taylor	6,300	6,100	97	
GEORGIA				
Atkinson	2,000	1,900	95	
Bacon	3,400	3,300	97	
Baldwin	10,800	10,500	98	
Banks	3,300	3,200	97	
Bartow	14,700	14,500	99	
Ben Hill	6,100	5,900	97	
Berrien	4,900	4,700	97	
Bibb	54,800	54,100	99	
Bleckley	3,800	3,700	97	
Chatham	74,800	73,900	99	
Chattahoochee	3,400	3,400	100	
Chattooga	8,000	7,900	99	
Clarke	28,200	27,700	98	
Clay	1,200	1,200	100	
Clinch	2,300	2,200	96	
Coffee	9,400	9,200	97	
Columbia	14,900	14,600	98	
Crisp	7,000	6,800	97	
Dawson	1,700	1,700	100	
Dougherty	35,200	34,700	98	
Elbert	7,000	6,900	99	
Evans	3,100	3,000	97	
Franklin	5,700	5,600	98	
Gordon	11,000	10,800	99	
Greene	3,900	3,800	97	
Habersham	9,100	8,900	98	
Houston	27,400	27,100	99	
Jackson	9,100	9,000	98	
Lanier	2,100	2,000	95	
Laurens	13,200	12,800	97	
Liberty	11,000	10,800	98	
Lowndes	24,300	23,700	98	
Lumpkin	3,700	3,600	97	
Meriwether	7,200	7,000	97	
Monroe	5,100	5,000	98	
Morgan	3,900	3,800	97	
Muscogee	60,200	59,600	99	
Oglethorpe	3,200	3,100	97	
Pulaski	3,300	3,200	97	
Putnam	3,700	3,600	97	
Rabun	4,200	4,100	98	
Richmond	63,300	62,500	99	
Stephens	8,100	7,900	98	
Sumter	9,900	9,600	97	
Talafarro	900	900	100	
Thomas	13,300	13,100	98	
Tift	11,500	11,200	97	
Toombs	8,400	8,100	96	
Troup	18,400	18,000	98	
Turner	3,100	3,000	97	
Union	3,700	3,600	97	
Upson	9,500	9,300	98	
Whitfield	23,900	23,600	99	

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	IOWA				
		Buena Vista	8,000	7,900	99
		Clay	7,800	7,700	98
		Dubuque	31,400	30,900	98
		Emmet	5,000	4,900	97
		Jefferson	6,000	5,900	98
		IDAHO			
		Bannock	24,300	23,700	98
		Blaine	4,700	4,500	96
		Bonneville	23,100	22,800	99
		Cassla	6,400	6,300	98
		Jerome	5,500	5,400	98
		Madison	5,500	5,400	98
		Nez Perce	13,000	12,700	98
	Twin Falls	20,100	19,800	99	
	ILLINOIS				
	Cass	5,800	5,600	97	
	Coles	19,800	19,400	98	
	Douglas	7,500	7,400	99	
	Rock Island	62,600	62,000	99	
	Sangamon	71,600	70,000	98	
	INDIANA				
	Howard	32,200	31,700	99	
	Knox	16,000	15,700	98	
	Perry	6,800	6,600	97	
	Vanderburgh	66,200	64,800	98	
	KANSAS				
	Allen	6,300	6,100	98	
	Comanche	1,000	1,000	100	
	Cowley	14,600	14,300	98	
	Decatur	1,800	1,800	100	
	Dickinson	8,000	7,800	98	
	Douglas	25,400	24,800	98	
	Edwards	1,700	1,700	100	
	Ellsworth	2,900	2,800	96	
	Geary	10,300	10,100	99	
	Grant	2,600	2,500	98	
	Greeley	700	700	100	
	Hamilton	1,000	1,000	100	
	Kiowa	1,600	1,500	94	
	Lane	1,000	1,000	100	
	Mitchell	3,400	3,300	97	
	Montgomery	16,900	16,600	98	
	Norton	2,600	2,500	96	
	Ottawa	2,300	2,200	96	
	Phillips	2,900	2,800	97	
	Riley	20,500	20,100	98	
	Saline	19,400	19,100	98	
	Scott	2,100	2,100	100	
	Trego	1,600	1,600	100	
	Woodson	1,800	1,700	94	
	KENTUCKY				
	Boyd	20,900	20,800	100	
	Caldwell	5,100	5,000	98	
	Christian	20,900	20,700	99	
	Clay	7,300	7,100	97	
	Estill	5,200	5,000	96	
	Franklin	16,900	16,700	99	
	Fulton	3,400	3,400	100	
	Greenup	13,700	13,600	99	
	Harlan	14,600	14,300	98	
	Hopkins	17,700	17,400	99	
	Johnson	8,900	8,700	98	
	Laurel	14,000	13,700	98	
	Letcher	10,900	10,600	97	
	Mc Cracken	24,400	24,200	99	
	Magoffin	4,600	4,500	98	
	Martin	4,600	4,500	98	
	Mercer	7,100	7,000	99	
	Muhlenberg	11,700	11,600	99	
	Pulaski	17,500	17,100	97	
	Rowan	6,400	6,300	98	
	Woodford	6,400	6,300	98	
	LOUISIANA				
	Assumption	6,800	6,600	97	

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	LOUISIANA—(Continued)				
		Caddo	95,300	94,000	99
		Concordia	8,000	7,700	96
		East Baton Rouge	135,600	134,100	99
		Iberla	20,900	20,600	99
		Lafayette	55,900	55,200	99
		Lafourche	27,400	27,100	99
		Lincoln	13,200	13,000	98
		Morehouse	12,100	11,900	98
		Rapides	47,400	46,700	99
		St John The Baptist	10,400	10,200	98
		St Mary	21,100	20,800	99
		Terrebonne	32,200	31,700	98
		Vernon	16,800	16,300	97
	MAINE				
	Aroostook	30,200	29,300	97	
	MICHIGAN				
	Delta	14,300	13,900	98	
	Gogebic	7,600	7,400	97	
	Grand Traverse	21,300	20,800	98	
	Houghton	13,300	12,800	97	
	Keweenaw	800	800	100	
	Muskegon	56,300	55,500	99	
	MINNESOTA				
	Beltrami	10,800	10,200	95	
	Freeborn	13,700	13,500	99	
	Koochiching	6,400	6,100	96	
	Nobles	8,100	8,000	99	
	Pennington	5,900	5,700	97	
	Polk	12,700	12,500	98	
	Wilkin	2,900	2,900	100	
	MISSOURI				
	Buchanan	33,700	33,100	98	
	Butler	14,900	14,400	97	
	Dent	5,700	5,400	95	
	Dunklin	13,900	13,500	97	
	Johnson	13,300	13,100	98	
	Linn	6,600	6,400	98	
	Livingston	6,300	6,100	98	
	New Madrid	8,200	8,000	98	
	Pemiscot	8,900	8,600	97	
	MISSISSIPPI				
	Alcorn	12,700	12,500	98	
	Attala	6,900	6,700	97	
	Coahoma	11,700	11,400	97	
	Forrest	24,200	23,900	99	
	Grenada	7,400	7,200	97	
	Harrison	55,500	55,000	99	
	Hinds	91,600	90,700	99	
	Jackson	40,800	40,400	99	
	Lamar	8,600	8,500	99	
	Lauderdale	28,200	27,900	99	
	Lee	21,200	20,900	99	
	Leflore	13,400	13,000	97	
	Lowndes	19,700	19,500	99	
	Monroe	12,600	12,400	98	
	Oktibbeha	11,900	11,600	97	
	Pike	12,800	12,600	98	
	Washington	23,700	23,100	98	
	MONTANA				
	Beaverhead	3,000	2,800	93	
	Big Horn	3,400	3,200	94	
	Cascade	30,200	29,600	98	
	Custer	5,200	4,900	94	
	Dawson	4,500	4,300	96	
	Fallon	1,300	1,200	92	
	Fergus	5,000	4,700	94	
	Flathead	20,600	19,900	97	
	Glacier	3,600	3,400	94	
	Hill	6,600	6,400	97	
	Lewis + Clark	17,700	17,100	97	
	Missoula	30,900	29,800	96	
	Park	5,300	5,100	96	
	Powell	2,300	2,200	96	
	Richland	4,700	4,500	96	
	Roosevelt	3,400	3,300	97	
	Sheridan	2,000	1,900	95	
	Sweet Grass	1,300	1,200	92	

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA—(Continued)			
	Toole	2,100	2,000	95
	NORTH CAROLINA			
	Carteret	16,500	16,200	98
	Cumberland	80,500	79,300	99
	Dare	6,100	5,900	97
	New Hanover	40,300	39,800	99
	Onslow	32,100	31,800	99
	NORTH DAKOTA			
	Burleigh	21,300	21,000	99
	Foster	1,600	1,600	100
	Golden Valley	900	900	100
	Grand Forks	23,400	23,100	99
	Morton	9,300	9,100	98
	Oliver	800	800	100
	Pierce	2,100	2,100	98
	Stark	8,500	8,400	98
	Stutsman	9,100	9,000	99
	Ward	20,900	20,600	99
	Wells	2,600	2,600	98
	Williams	8,700	8,600	98
	NEBRASKA			
	Box Butte	5,500	5,400	98
	Custer	5,300	5,200	97
	Gage	9,300	9,200	98
	Garfield	900	900	100
	Hall	18,400	18,200	99
	Jefferson	3,800	3,700	97
	Keith	3,800	3,800	100
	Lancaster	76,500	75,600	99
	Lincoln	14,200	14,000	99
	Perkins	1,500	1,500	100
	Platte	10,600	10,500	99
	Sarpy	29,200	29,100	100
	NEW MEXICO			
	Dona Ana	33,600	32,400	96
	Grant	9,300	8,800	95
	Guadalupe	1,500	1,400	93
	Hidalgo	2,100	2,000	95
	Lea South	2,600	2,500	96
	Luna	6,000	5,800	97
	Quay	4,200	4,000	95
	Roosevelt	5,800	5,600	97
	Union	1,700	1,600	94
	NEVADA			
	Elko	6,800	6,300	93
	Lander	1,700	1,600	94
	Nye North	1,800	1,700	94
	OHIO			
	Allen	40,500	39,800	98
	Lawrence	23,200	22,700	98
	Marion	24,600	24,300	99
	Muskingum	30,800	30,300	98
	Perry	11,000	10,800	98
	Richland	47,900	47,200	99
	Washington	23,600	22,900	97
	OKLAHOMA			
	Beckham	7,900	7,700	97
	Carter	16,900	16,700	99
	Choctaw	6,500	6,200	96
	Comanche	36,400	36,000	99
	Dewey	2,300	2,300	98
	Ellis	2,200	2,100	95
	Garfield	25,200	24,900	99
	Greer	2,900	2,800	96
	Harper	1,900	1,900	100
	Jackson	10,600	10,500	99
	Le Flore	15,400	15,000	97
	Texas	6,600	6,500	98
	Tillman	4,700	4,600	98
	Washington	19,800	19,700	99
	Washita	5,400	5,300	98
	Woods	4,300	4,200	98
	OREGON			
	Baker	6,500	6,100	94
	Curry	7,500	6,900	92

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON—(Continued)			
	Gilliam	800	800	94
	Grant	3,300	2,900	88
	Harney	3,200	2,900	92
	Lincoln	16,100	14,800	92
	Tillamook	8,900	8,300	93
	Wallowa	3,100	2,900	93
	PENNSYLVANIA			
	Elk	13,400	13,100	97
	Venango	23,500	22,700	96
SOUTH CAROLINA				
Beaufort	22,200	21,800	98	
Florence	38,300	37,700	98	
Horry	38,700	37,900	98	
Marlboro	10,300	10,100	98	
Sumter	28,700	28,100	98	
SOUTH DAKOTA				
Codington	8,000	7,900	99	
Davison	7,100	6,900	97	
Potter	1,300	1,300	100	
Spink	3,300	3,300	100	
Walworth	2,700	2,600	96	
TENNESSEE				
Campbell	13,000	12,800	98	
Carroll	10,600	10,400	98	
Coffee	14,600	14,500	99	
Gibson	18,700	18,500	99	
Lake	2,600	2,600	100	
Madison	28,400	28,100	99	
Obion	12,500	12,400	99	
Putnam	18,100	17,900	99	
Roane	18,300	18,100	99	
Sullivan	54,700	54,300	99	
Unicoi	6,200	6,100	98	
Weakley	12,000	11,800	98	
TEXAS				
Andrews	4,700	4,600	98	
Bee	8,500	8,300	98	
Bell	56,800	56,200	99	
Bowie	28,700	28,300	99	
Brown	13,300	13,000	97	
Carson	2,500	2,500	100	
Childress	2,800	2,700	96	
Coleman	4,300	4,200	98	
Cottle	1,300	1,300	100	
Culberson	1,000	1,000	100	
Dallam	2,400	2,400	100	
Dawson	5,500	5,400	98	
Deaf Smith	6,800	6,700	99	
Dimmit	3,400	3,200	94	
Eastland	8,000	7,800	97	
Edwards	700	700	100	
Floyd	3,300	3,300	100	
Foard	1,000	1,000	100	
Frio	4,300	4,100	96	
Gaines	4,500	4,400	99	
Garza	2,000	2,000	100	
Gray	10,500	10,400	99	
Grayson	35,500	35,000	98	
Hale	12,900	12,700	98	
Hall	2,200	2,100	95	
Hansford	2,300	2,300	100	
Hardeman	2,500	2,400	96	
Hays	14,000	13,700	98	
Howard	12,000	11,900	99	
Hutchinson	10,300	10,200	99	
Jack	2,900	2,900	100	
Jeff Davis	600	600	100	
Kerr	12,100	11,800	98	
Kimble	1,600	1,500	94	
Lampasas	4,700	4,600	98	
La Salle	1,900	1,800	95	
Mc Culloch	3,400	3,300	97	
Mc Lennan	65,100	64,400	99	
Martin	1,600	1,600	100	
Menard	900	800	89	
Midland	32,400	32,100	99	
Motley	800	800	100	
Ochiltree	3,500	3,500	99	
Parmer	3,500	3,500	99	

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS—(Continued)			
	Pecos	4,700	4,600	98
	Randall	29,900	29,800	100
	Schleicher	1,000	1,000	100
	Sherman	1,100	1,100	100
	Stephens	4,200	4,100	98
	Terrell	600	600	100
	Uvalde	7,400	7,200	97
	Walker	13,200	12,700	96
	Wheeler	3,000	2,900	97
	Wilbarger	6,000	6,000	100
	Williamson	27,900	27,400	98
	Yoakum	3,000	3,000	100
	Zapata	2,300	2,200	96
	Zavala	3,100	3,000	95
	UTAH			
	Cache	19,200	18,700	97
	Carbon	8,100	7,900	98
	VIRGINIA			
	Alleghany	10,200	10,100	99
Bath	2,200	2,200	100	
Pulaski	13,100	12,900	98	
Roanoke	76,900	76,100	99	
Russell	11,800	11,500	97	
Smyth	11,900	11,700	98	
Tazewell	18,300	18,000	98	
Wise	17,500	17,100	98	
VERMONT				
Franklin	12,100	12,000	99	
WASHINGTON				
Asotin	6,800	6,600	97	
Chelan	18,700	17,900	96	
Columbia	1,600	1,500	94	
Douglas	8,900	8,600	97	
Garfield	1,000	900	90	
Grant	18,400	17,700	96	
Kittitas East	7,600	7,100	94	
WISCONSIN				
Iron	2,700	2,700	100	
WEST VIRGINIA				
Barbour	6,100	6,000	98	
Brooke	10,900	10,800	99	
Fayette	21,100	20,800	99	
Greenbrier	14,300	14,000	98	
Kanawha	89,300	88,500	99	
Mc Dowell	16,500	16,200	98	
Marshall	15,100	15,000	99	
Mercer	27,900	27,500	99	
Mineral	9,900	9,700	98	
Mingo	12,600	12,300	98	
Pleasants	3,000	3,000	100	
Raleigh	32,300	31,800	98	
Taylor	6,100	6,000	98	
Upshur	8,700	8,500	98	
Wetzel	7,900	7,800	99	
Wyoming	12,200	11,900	98	
WYOMING				
Blg Horn	4,400	4,200	95	
Campbell	9,200	8,700	95	
Carbon	8,300	7,900	95	
Converse	5,300	5,100	96	
Lincoln	4,300	4,100	95	
Niobrara	1,300	1,200	96	
Platte	5,200	4,900	94	
Sheridan	10,200	9,700	95	
Sublette	1,600	1,500	94	
Weston	2,800	2,700	96	
Between 5-24%	ALABAMA			
	Baldwin	29,000	28,700	99
	Barbour	8,700	8,500	98
	Blount	13,600	13,400	99
	Bullock	3,500	3,400	97
	Butler	7,500	7,400	98
	Cherokee	6,800	6,700	99
	Choctaw	5,600	5,400	97
	Clarke	9,200	9,000	98

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA—(Continued)			
	Clay	4,800	4,700	98
	Conecuh	5,500	5,400	98
	Crenshaw	5,300	5,200	98
	Cullman	23,300	23,100	99
	De Kalb	20,600	20,300	99
	Elmore	15,000	14,800	98
	Escambia	13,100	12,900	98
	Fayette	7,000	6,900	99
	Geneva	8,900	8,700	98
	Hale	5,100	4,900	97
	Henry	5,600	5,500	98
	Jackson	19,100	18,800	98
	Jefferson	253,300	251,400	99
	Lamar	6,100	6,000	98
	Lauderdale	29,900	29,400	98
	Limestone	15,900	15,600	98
	Macon	8,600	8,400	98
	Marengo	8,400	8,200	98
	Marion	11,400	11,200	99
	Marshall	24,900	24,600	99
	Mobile	130,900	129,900	99
	Monroe	7,700	7,500	97
	Perry	4,600	4,500	97
	Pickens	7,300	7,100	97
	Pike	10,000	9,800	98
	Russell	16,800	16,500	98
	St Clair	15,200	15,000	99
	Shelby	24,500	24,200	99
	Sumter	5,500	5,300	97
Talladega	25,300	24,900	99	
Tallapoosa	14,000	13,800	99	
Walker	25,200	25,000	99	
Wilcox	4,500	4,300	97	
Winston	8,200	8,100	99	
ARKANSAS				
Arkansas	9,200	9,000	98	
Baxter	12,400	12,000	97	
Bradley	5,300	5,200	98	
Carroll	6,900	6,700	97	
Chicot	6,000	5,800	96	
Clark	8,400	8,200	98	
Cleburne	7,100	6,900	97	
Conway	7,100	6,900	98	
Crawford	13,600	13,200	97	
Crittenden	16,400	15,900	97	
Cross	6,900	6,700	98	
Dallas	4,000	3,900	97	
Drew	6,500	6,300	97	
Faulkner	17,100	16,800	98	
Franklin	5,600	5,500	97	
Fulton	4,200	4,000	95	
Garland	29,900	29,300	98	
Grant	4,800	4,700	98	
Hempstead	8,900	8,700	98	
Hot Spring	10,400	10,200	98	
Howard	5,100	5,000	98	
Jefferson	31,800	31,100	98	
Johnson	6,800	6,600	97	
Lafayette	3,600	3,500	97	
Lawrence	7,100	6,900	97	
Lee	4,800	4,600	96	
Lonoke	12,300	12,100	98	
Madison	4,400	4,200	95	
Monroe	4,900	4,700	96	
Nevada	4,100	4,000	98	
Ouachita	11,500	11,200	97	
Poinsett	9,500	9,300	98	
Polk	6,600	6,400	97	
Pope	14,900	14,600	98	
Pulaski	132,000	130,400	99	
St Francis	10,200	9,900	97	
Saline	19,100	18,900	99	
Scott	3,800	3,700	97	
Searcy	3,500	3,400	97	
Sebastian	37,800	37,300	99	
Sevier	5,500	5,400	98	
Sharp	6,400	6,100	95	
Van Buren	5,500	5,400	98	

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
ARKANSAS—(Continued)				
	White	18,600	18,200	98
	Woodruff	4,000	3,900	98
	Yell	6,500	6,300	98
ARIZONA				
	Apache North	11,200	10,000	89
	Coconino	24,600	22,700	92
	Gila	13,800	13,200	96
	Mohave	24,500	23,300	95
	Navajo	20,400	18,600	91
	Pima	219,100	214,500	98
	Yavapai	30,200	28,700	95
CALIFORNIA				
	Alameda	440,000	426,500	97
	Calaveras	8,900	8,500	96
	Contra Costa			
	East	22,900	22,400	98
	Fresno	192,800	185,600	96
	Inyo	7,700	6,900	90
	Kings	24,900	23,800	95
	Lassen	8,000	7,500	94
	Modoc	3,500	3,200	93
	Mono	4,100	3,500	85
	Placer West	44,400	42,700	96
	San Francisco	298,300	280,000	94
	San Mateo	235,400	231,000	98
	Stanislaus	103,800	99,000	95
	Trinity	5,200	4,800	92
	Tuolumne	14,100	13,300	94
COLORADO				
	Adams	93,500	92,800	99
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Eagle	6,000	5,700	95
	Fremont	10,900	10,500	96
	Gunnison	4,200	3,900	93
	Kit Carson	2,800	2,600	93
	La Plata	10,700	10,200	95
	Larimer	61,000	59,600	98
	Mesa	32,700	31,800	97
	Otero	8,200	7,900	97
	Pitkin	5,000	4,600	91
	Pueblo	47,100	46,300	98
	Rio Blanco	2,400	2,300	96
	Rio Grande	3,400	3,200	94
	Washington	2,000	1,900	95
	Weld	46,900	46,100	98
	Yuma	3,900	3,700	95
DELAWARE				
	New Castle	145,000	144,200	99
FLORIDA				
	Baker	4,800	4,700	98
	Bradford	7,000	6,900	99
	Broward	461,900	458,500	99
	Calhoun	3,500	3,400	97
	Charlotte	29,500	29,000	98
	Citrus	26,800	26,200	98
	Clay	25,000	24,600	98
	Columbia	13,400	13,100	98
	De Soto	7,000	6,800	98
	Dixie	2,900	2,800	96
	Duval	218,900	216,800	99
	Flagler	5,200	5,100	98
	Gadsden	13,000	12,600	97
	Glades	2,500	2,400	96
	Gulf	3,700	3,600	97
	Hamilton	3,200	3,100	97
	Hardee	6,700	6,600	99
	Hendry	6,700	6,500	97
	Highlands	21,100	20,700	98
	Hillsborough	257,600	254,600	99
	Jackson	14,100	13,600	97
	Jefferson	3,800	3,700	97
	Lake	45,700	45,100	99
	Levy	8,000	7,700	96

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
FLORIDA—(Continued)				
	Madison	5,100	4,900	96
	Manatee	67,400	66,700	99
	Marion	51,500	50,200	98
	Nassau	12,300	12,100	98
	Orange	187,100	185,200	99
	Osceola	21,400	21,000	98
	Palm Beach	262,400	258,500	99
	Pasco	93,600	92,300	99
	Pinellas	344,200	340,700	99
	Polk	125,100	123,500	99
	Putnam	20,100	19,800	99
	St Johns	20,900	20,600	99
	Santa Rosa	20,700	20,500	99
	Seminole	73,100	72,200	99
	Union	2,400	2,300	96
	Volusia	116,400	115,000	99
	Walton	8,800	8,600	98
	Washington	5,700	5,600	97
GEORGIA				
	Appling	5,400	5,200	96
	Brooks	5,300	5,200	98
	Bulloch	11,800	11,600	98
	Burke	6,500	6,300	97
	Calhoun	1,700	1,600	94
	Camden	4,700	4,600	98
	Candler	2,800	2,700	96
	Catoosa	13,600	13,500	99
	Charlton	2,500	2,400	96
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
	Crawford	2,500	2,400	96
	Decatur	8,800	8,600	98
	Dodge	6,200	6,000	98
	Dooly	3,800	3,700	97
	Early	4,600	4,500	98
	Effingham	6,500	6,400	98
	Emanuel	7,300	7,100	97
	Fannin	5,800	5,700	98
	Gilmer	4,200	4,100	98
	Grady	6,900	6,800	99
	Hancock	2,800	2,700	96
	Harris	5,700	5,600	98
	Hart	6,600	6,500	98
	Irwin	3,300	3,200	97
	Jeff Davis	4,200	4,100	98
	Jefferson	6,400	6,200	97
	Jenkins	2,900	2,800	97
	Johnson	3,200	3,100	97
	Lee	4,100	4,000	98
	Mc Duffie	6,700	6,600	99
	Macon	4,800	4,600	97
	Madison	6,600	6,500	98
	Mitchell	6,800	6,600	97
	Murray	7,300	7,100	98
	Peach	6,800	6,700	99
	Pierce	4,200	4,100	98
	Quitman	800	800	100
	Randolph	3,400	3,300	97
	Screven	5,100	4,900	97
	Seminole	3,300	3,200	97
	Stewart	1,900	1,800	95
	Talbot	2,100	2,000	95
	Tattnall	5,900	5,800	98
	Terrell	4,100	4,000	98
	Treutlen	2,100	2,000	95
	Twiggs	3,100	3,000	97
	Walker	20,500	20,300	99
	Washington	6,400	6,100	96
	Wayne	7,200	7,100	99
	Wheeler	1,900	1,800	95
	White	3,800	3,700	97
	Wilkes	3,900	3,800	97
	Worth	6,100	6,000	98
IOWA				
	Adair	3,800	3,800	100
	Adams	2,200	2,200	98
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Benton	9,000	8,900	99

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA—(Continued)			
	Black Hawk	50,300	49,800	99
	Boone	10,000	9,900	99
	Buchanan	8,000	7,900	99
	Carroll	8,200	8,100	99
	Cass	6,800	6,700	99
	Cerro Gordo	19,200	19,000	99
	Cherokee	6,300	6,200	98
	Chickasaw	5,600	5,500	98
	Clarke	3,500	3,400	97
	Clayton	7,900	7,700	97
	Crawford	6,900	6,800	99
	Dallas	11,400	11,300	99
	Davis	3,400	3,300	99
	Decatur	3,500	3,400	97
	Delaware	6,500	6,400	98
	Des Moines	17,800	17,600	99
	Dickinson	6,500	6,400	98
	Fayette	9,400	9,300	99
	Floyd	7,100	7,000	99
	Franklin	5,300	5,200	99
	Greene	4,700	4,700	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hancock	5,300	5,200	98
	Hardin	8,200	8,100	99
	Harrison	6,000	5,900	98
	Henry	7,000	6,800	97
	Humboldt	4,900	4,800	98
	Jackson	8,100	8,000	99
	Jasper	13,900	13,700	99
	Johnson	32,100	31,500	98
	Kossuth	8,100	8,000	99
	Lee	16,100	15,900	99
	Linn	64,500	64,000	99
	Lucas	4,300	4,200	98
	Lyon	4,500	4,400	98
	Mahaska	8,800	8,600	98
	Marion	10,800	10,700	99
	Marshall	15,900	15,800	99
	Mills	4,800	4,700	98
	Monona	4,500	4,400	98
	Montgomery	5,300	5,200	98
	Muscatine	14,700	14,600	99
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	98
	Page	7,600	7,500	99
	Palo Alto	4,900	4,800	98
	Plymouth	8,900	8,800	99
	Pocahontas	4,400	4,300	98
	Polk	120,100	118,900	99
	Pottawattamie	31,800	31,500	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,400	2,400	100
	Sac	5,500	5,400	98
	Scott	59,900	59,400	99
	Shelby	5,500	5,400	98
	Sioux	10,400	10,200	98
	Story	25,100	24,800	99
	Taylor	3,300	3,200	97
	Union	5,600	5,500	98
	Wapello	15,700	15,500	99
	Warren	12,400	12,300	99
	Wayne	3,300	3,200	97
	Webster	17,200	17,000	99
	Winnebago	5,100	5,000	98
	Winneshek	7,400	7,200	98
	Woodbury	37,500	37,200	99
	Worth	3,500	3,500	99
	Wright	6,300	6,200	98
	IDAHO			
	Ada	70,700	69,400	98
	Bear Lake	2,500	2,400	96
	Benewah	3,200	3,100	97
	Bingham	11,700	11,500	98
	Bonner	9,700	9,400	97
	Boundary	2,700	2,600	96

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IDAHO—(Continued)			
	Canyon	30,800	30,000	97
	Caribou	3,100	3,000	97
	Custer	1,400	1,300	93
	Elmore	7,300	7,200	99
	Franklin	2,800	2,700	96
	Fremont	3,700	3,600	97
	Gem	4,500	4,400	98
	Gooding	4,600	4,500	98
	Idaho	5,600	5,300	95
	Jefferson	4,900	4,900	100
	Kootenai	23,900	23,500	98
	Lemhi	3,000	2,800	93
	Lewis	1,500	1,500	100
	Minidoka	6,800	6,600	97
	Payette	6,000	5,900	98
	Power	2,500	2,400	96
	Valley	2,200	2,100	95
	ILLINOIS			
	Alexander	4,800	4,600	96
	Boone	10,200	10,000	98
	Brown	2,100	2,000	95
	Bureau	14,700	14,400	98
	Champaign	60,900	59,600	98
	Christian	14,000	13,700	98
	Clark	6,800	6,600	97
	Crawford	8,300	8,100	98
	Cumberland	4,300	4,200	98
	De Witt	7,100	7,000	99
	Edgar	8,600	8,400	98
	Ford	5,800	5,700	98
	Franklin	17,700	17,200	97
	Fulton	16,600	16,200	98
	Greene	6,200	6,100	98
	Grundy	11,500	11,400	99
	Henry	21,300	21,000	99
	Iroquois	12,400	12,100	98
	Jasper	4,300	4,200	98
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	Lawrence	6,800	6,600	97
	Logan	11,600	11,300	98
	Mc Donough	13,000	12,700	98
	Mchenry	53,400	53,000	99
	Macon	49,900	49,000	98
	Macoupin	19,100	18,700	98
	Madison	90,800	89,500	99
	Marion	17,200	16,800	98
	Marshall	5,400	5,300	98
	Mason	7,500	7,400	99
	Massac	6,000	5,800	97
	Menard	4,500	4,400	98
	Montgomery	12,300	12,000	98
	Moultrie	5,400	5,200	96
	Ogle	17,100	16,800	98
	Piatt	6,200	6,100	98
	Randolph	12,300	12,000	98
	St Clair	91,200	89,600	98
	Saline	11,400	11,000	97
	Schuyler	3,200	3,100	97
	Shelby	9,000	8,700	97
	Stark	2,700	2,700	100
	Tazewell	48,900	48,200	98
	Vermilion	36,200	35,500	98
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
	Will	111,200	109,900	99
	Williamson	23,000	22,400	97
	Woodford	11,800	11,500	97
	INDIANA			
	Bartholomew	24,200	23,800	98
	Benton	3,800	3,700	97
	Boone	13,400	13,200	99
	Clark	32,800	32,300	98
	Clay	9,500	9,300	98
	Clinton	11,600	11,400	98
	Daviess	10,200	9,900	97

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA—(Continued)			
	Dearborn	12,200	12,000	98
	Decatur	8,400	8,200	98
	De Kalb	11,900	11,800	99
	Delaware	45,600	45,000	99
	Elkhart	50,200	49,000	98
	Floyd	22,400	22,100	99
	Fountain	7,000	6,900	99
	Gibson	12,700	12,400	98
	Hamilton	30,300	29,900	99
	Hendricks	24,300	24,000	99
	Henry	19,300	19,000	98
	Huntington	12,800	12,600	98
	Jay	8,400	8,200	98
	Jefferson	11,000	10,700	98
	Jennings	7,800	7,600	97
	Johnson	27,400	27,200	99
	Lawrence	16,000	15,700	98
	Madison	51,300	50,700	99
	Marion	291,400	287,300	99
	Martin	3,800	3,700	97
	Monroe	36,100	35,100	97
	Montgomery	13,300	13,100	98
	Morgan	18,100	17,900	99
	Noble	12,800	12,500	98
	Ohio	2,000	2,000	100
	Parke	6,200	6,100	98
	Pike	5,300	5,100	96
	Porter	43,100	42,500	99
	Posey	9,800	9,500	97
	St Joseph	88,500	87,300	99
	Scott	7,200	7,000	97
	Shelby	14,200	14,000	99
	Spencer	6,700	6,500	97
	Tipton	6,300	6,200	98
Vermillion	7,200	7,100	99	
Wabash	12,900	12,600	98	
Warrick	15,100	14,800	98	
Wayne	27,900	27,500	98	
Wells	9,300	9,100	98	
Whitley	9,500	9,400	99	
KANSAS				
	Anderson	3,300	3,200	97
	Barber	2,600	2,500	96
	Brown	4,900	4,800	98
	Butler	17,000	16,800	99
	Chase	1,300	1,300	100
	Chautauqua	2,300	2,300	100
	Cherokee	8,800	8,700	99
	Cheyenne	1,500	1,500	100
	Clark	1,000	1,000	100
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	97
	Doniphan	3,400	3,300	97
	Ellis	9,700	9,600	99
	Finney	8,900	8,800	99
	Ford	9,200	9,100	99
	Franklin	8,600	8,400	98
	Greenwood	3,800	3,700	97
	Harvey	11,400	11,200	98
	Haskell	1,300	1,300	100
	Hodgeman	1,000	1,000	100
	Johnson	105,600	104,900	99
	Kearny	1,200	1,200	100
	Kingman	3,400	3,400	100
	Labette	10,000	9,800	98
	Leavenworth	17,800	17,600	99
	Lincoln	1,700	1,700	97
	Lyon	13,800	13,400	97
	Mc Pherson	10,400	10,100	97
	Marshall	5,100	5,000	98
	Meade	1,800	1,800	100
	Miami	8,000	7,900	99
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Neosho	7,400	7,300	99
	Ness	1,800	1,800	100

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	KANSAS—(Continued)				
	Osage	5,900	5,800	98	
	Osborne	2,400	2,300	96	
	Pawnee	3,200	3,100	97	
	Pratt	4,200	4,100	98	
	Rawlins	1,600	1,600	100	
	Reno	25,500	25,200	99	
	Rice	4,800	4,700	98	
	Rooks	2,700	2,700	100	
	Rush	1,700	1,700	100	
	Russell	3,600	3,500	97	
	Sedgwick	144,300	142,700	99	
	Sheridan	1,400	1,400	100	
	Smith	2,400	2,400	98	
	Stafford	2,400	2,400	100	
	Stanton	800	800	100	
	Sumner	9,700	9,500	98	
	Thomas	3,200	3,100	97	
	Wallace	700	700	100	
	Washington	3,300	3,200	97	
	Wichita	1,200	1,200	100	
	Wilson	4,900	4,700	97	
	Wyandotte	63,800	63,000	99	
	KENTUCKY				
		Adair	5,700	5,600	97
		Anderson	4,700	4,700	100
		Ballard	3,500	3,500	100
		Barren	13,000	12,800	99
		Bell	11,900	11,700	98
		Boone	16,600	16,500	99
		Bourbon	7,100	7,000	99
		Boyle	9,300	9,200	99
		Bullitt	14,300	14,200	99
		Calloway	11,100	11,000	99
		Campbell	29,000	28,900	100
	Carroll	3,400	3,400	100	
	Carter	8,700	8,600	99	
	Casey	5,600	5,500	97	
	Clark	10,600	10,400	99	
	Clinton	3,400	3,300	97	
	Daviess	31,900	31,600	99	
	Edmonson	3,500	3,400	97	
	Fayette	80,700	80,000	99	
	Garrard	4,200	4,100	98	
	Graves	13,500	13,400	99	
	Grayson	7,700	7,600	99	
	Green	4,000	3,900	98	
	Hancock	2,800	2,800	100	
	Hardin	26,500	26,300	99	
	Harrison	5,500	5,400	98	
	Hart	5,700	5,600	98	
	Henderson	15,600	15,400	99	
	Hickman	2,200	2,200	100	
	Jackson	4,300	4,100	95	
	Jefferson	258,000	256,700	99	
	Jessamine	9,400	9,200	98	
	Kenton	50,000	49,800	100	
	Knox	10,700	10,400	97	
	Lee	2,900	2,800	96	
	Leslie	5,000	4,800	96	
	Lincoln	6,800	6,700	99	
	Logan	9,000	8,900	99	
	Mc Creary	5,300	5,100	97	
	Madison	18,000	17,600	98	
	Marion	5,900	5,800	98	
	Marshall	10,200	10,100	99	
	Montgomery	7,600	7,400	97	
	Morgan	4,300	4,200	98	
	Nelson	9,400	9,300	99	
	Ohio	7,900	7,800	99	
	Powell	3,800	3,700	97	
	Rockcastle	5,000	4,800	96	
	Russell	5,400	5,300	98	
	Scott	7,700	7,600	99	
	Shelby	8,300	8,200	99	
	Taylor	8,300	8,200	99	
	Union	5,700	5,600	98	
	Warren	26,700	26,400	99	
	Wayne	6,300	6,100	97	
	Webster	5,700	5,600	98	

WTBS—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
LOUISIANA				
	Acadia	18,900	18,500	98
	Allen	7,600	7,400	97
	Ascension	16,800	16,400	98
	Avoyelles	14,300	13,900	98
	Beauregard	10,400	10,100	97
	Bienville	6,000	5,800	97
	Bossier	28,700	28,300	99
	Calcasieu	60,200	59,500	99
	Caldwell	4,200	4,100	98
	Catahoula	4,400	4,200	95
	Claiborne	6,400	6,200	97
	De Soto	9,400	9,100	97
	East Carroll	3,600	3,500	97
	Evangeline	11,700	11,300	97
	Franklin	8,400	8,200	98
	Iberville	10,000	9,800	98
	Jackson	6,400	6,300	98
	Jefferson	171,000	169,800	99
	Jefferson Davis	10,900	10,700	98
	La Salle	6,500	6,300	97
	Madison	5,200	5,000	96
	Natchitoches	14,200	13,700	96
	Ouachita	50,500	49,800	99
	Plaquemines	8,100	8,000	99
	Pointe Coupee	8,200	8,000	98
	Richland	7,400	7,200	97
	Sabine	9,800	9,400	96
	St Bernard	22,300	22,200	100
	St Charles	12,700	12,500	98
	St James	6,400	6,300	98
	St Landry	28,100	27,300	97
	St Martin	13,100	12,900	98
	St Tammany	40,600	40,000	99
	Tangipahoa	27,800	27,200	98
	Tensas	2,900	2,800	97
	Union	7,600	7,500	99
	Vermillion	17,100	16,900	99
	Washington	15,900	15,500	97
	Webster	16,200	15,900	98
	West Baton Rouge	6,100	6,000	98
	West Carroll	4,500	4,400	98
	Winn	6,300	6,100	97
MASSACHUSETTS				
	Nantucket	2,300	2,200	96
MARYLAND				
	Allegany	29,700	29,400	99
	Garrett	9,500	9,300	98
	Howard	46,200	45,900	99
	St Marys	20,500	20,300	99
	Somerset	6,900	6,700	98
	Washington	41,700	41,300	99
	Wicomico	24,300	24,000	99
	Worcester	12,600	12,300	98
MAINE				
	Penobscot	48,200	47,200	98
	Washington	13,000	12,600	97
MICHIGAN				
	Alcona	4,000	3,900	97
	Alger	3,300	3,200	97
	Allegan	29,100	28,700	99
	Antrim	6,200	6,100	98
	Baraga	3,200	3,100	97
	Bay	42,800	42,300	99
	Benzie	4,300	4,200	98
	Berrien	62,500	61,400	98
	Cass	18,200	17,900	98
	Clare	9,600	9,400	98
	Clinton	18,700	18,500	99
	Crawford	3,600	3,500	97
	Dickinson	10,000	9,900	99
	Eaton	32,900	32,500	99
	Gratiot	13,700	13,500	99
	Hillsdale	14,900	14,600	98
	Ingham	97,900	96,500	99

WTBS—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
MICHIGAN—(Continued)				
	Ironia	17,000	16,800	99
	Iosco	10,900	10,700	99
	Iron	5,500	5,400	98
	Kalkaska	4,500	4,400	98
	Kent	164,100	161,600	98
	Lapeer	23,400	23,100	99
	Leelanau	5,500	5,400	98
	Macomb	243,700	242,300	99
	Manistee	9,200	9,000	98
	Mason	10,200	9,900	97
	Mecosta	11,900	11,600	98
	Midland	26,200	25,900	99
	Missaukee	3,700	3,600	97
	Montcalm	17,500	17,200	98
	Oceana	7,900	7,700	97
	Ogemaw	6,400	6,300	98
	Ontonagon	3,500	3,400	96
	Osceola	7,000	6,900	98
	Ottawa	54,400	53,700	99
	Presque Isle	5,300	5,100	96
	Saginaw	79,300	78,400	99
	St Clair	49,900	49,200	99
	St Joseph	21,000	20,700	99
	Tuscola	19,500	19,200	98
	Van Buren	24,800	24,500	99
	Washtenaw	98,700	96,500	98
MINNESOTA				
	Itkin	5,300	5,200	98
	Becker	10,900	10,600	98
	Benton	9,000	8,900	99
	Big Stone	2,900	2,900	98
	Blue Earth	18,800	18,400	98
	Carlton	10,600	10,500	99
	Chippewa	5,900	5,700	97
	Clay	17,100	17,000	99
	Clearwater	3,100	2,900	95
	Crow Wing	16,400	15,900	97
	Faribault	7,700	7,600	99
	Fillmore	8,100	8,000	99
	Goodhue	14,400	14,200	99
	Grant	2,700	2,700	100
	Itasca	16,300	16,000	98
	Jackson	5,000	4,900	98
	Kittson	2,500	2,400	96
	Lake	4,600	4,500	98
	Lake Of The Woods	1,400	1,300	93
	Lyon	9,000	8,800	98
	Mc Leod	10,900	10,800	99
	Marshall	4,500	4,400	98
	Martin	9,800	9,700	98
	Mower	15,300	15,100	99
	Nicollet	9,200	9,100	98
	Norman	3,400	3,300	97
	Otter Tail	19,500	19,000	97
	Pipestone	4,400	4,300	98
	Pope	4,500	4,400	98
	Red Lake	2,000	2,000	100
	Roseau	4,600	4,300	93
	St Louis	84,400	83,300	99
	Scott	14,900	14,800	99
	Stearns	34,500	33,900	98
	Stevens	3,900	3,800	97
	Todd	9,000	8,700	97
	Traverse	1,900	1,900	100
	Wadena	5,100	4,900	96
	Winona	16,100	15,800	98
MISSOURI				
	Andrew	5,200	5,100	98
	Atchison	3,300	3,300	98
	Barton	4,700	4,600	98
	Bollinger	4,000	3,900	97
	Callaway	11,500	11,300	98
	Camden	8,700	8,400	97
	Cape Girardeau	22,400	22,000	98
	Carter	2,100	1,900	93
	Cass	18,800	18,600	99
	Clay	52,800	52,400	99

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI—(Continued)				
Between 5-24 %	Cooper	5,700	5,600	98
	Crawford	7,000	6,700	96
	De Kalb	3,100	3,000	97
	Gasconade	5,300	5,100	97
	Gentry	3,100	3,000	97
	Greene	73,700	72,700	99
	Harrison	4,300	4,200	98
	Henry	8,000	7,800	97
	Howard	3,700	3,600	97
	Howell	11,500	10,900	95
	Jackson	245,400	241,800	99
	Jasper	34,900	34,300	98
	Laclede	9,500	9,300	97
	Lawrence	11,200	11,000	98
	Lewis	4,000	3,900	98
	Macon	6,400	6,300	98
	Madison	4,400	4,300	98
	Marion	11,000	10,800	99
	Miller	7,300	7,200	98
	Monroe	3,600	3,600	99
	Newton	15,800	15,600	98
	Nodaway	8,100	8,000	98
	Oregon	3,900	3,700	94
	Perry	6,100	5,900	98
	Pettis	14,200	13,900	98
	Phelps	12,000	11,600	97
	Platte	18,100	17,900	99
	Polk	7,100	6,900	97
	Pulaski	10,800	10,500	98
	Putnam	2,400	2,400	100
	Ray	8,000	7,900	99
	Reynolds	2,900	2,700	95
	Ripley	4,900	4,600	94
	St Charles	52,400	51,900	99
	St Francois	16,100	15,800	98
	St Louis	530,300	523,400	99
	Saline	9,700	9,500	98
	Shelby	3,100	3,000	97
	Stoddard	11,200	11,000	98
	Sullivan	3,100	3,000	97
	Taney	8,800	8,600	98
	Washington	6,400	6,300	98
	Webster	7,400	7,200	97
	Wright	6,300	6,000	96
MISSISSIPPI				
	Bolivar	13,600	13,200	97
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	5,900	5,800	98
	Choctaw	3,000	2,900	97
	Clarke	6,100	6,000	98
	Clay	7,200	7,100	99
	Copiah	8,800	8,600	98
	De Soto	18,300	17,900	98
	George	5,100	5,000	99
	Hancock	8,900	8,800	99
	Holmes	7,200	7,000	97
	Humphreys	4,300	4,200	98
	Itawamba	7,500	7,400	99
	Jones	22,500	22,300	99
	Lafayette	10,500	10,300	98
	Leake	6,700	6,600	98
	Lincoln	10,600	10,400	98
	Madison	14,100	13,800	98
	Marion	9,000	8,800	98
	Montgomery	4,600	4,500	98
	Neshoba	8,500	8,400	98
	Newton	7,000	6,900	99
	Noxubee	4,000	3,900	98
	Panola	9,200	9,000	98
	Pearl River	11,600	11,400	98
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Rankin	24,500	24,200	99

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSISSIPPI—(Continued)				
Between 5-24 %	Scott	8,500	8,400	98
	Simpson	8,000	7,900	99
	Stone	3,300	3,200	97
	Sunflower	9,700	9,400	97
	Tallahatchie	5,300	5,100	96
	Tippah	6,700	6,600	98
	Tishomingo	7,200	7,000	97
	Union	8,200	8,100	99
	Warren	18,300	18,000	98
	Wayne	6,500	6,300	98
	Webster	3,600	3,500	97
	Winston	6,700	6,500	98
	Yalobusha	4,900	4,800	98
	Yazoo	9,100	8,900	98
MONTANA				
	Blaine	2,500	2,300	92
	Broadwater	1,400	1,300	93
	Chouteau	2,200	2,100	95
	Daniels	1,000	1,000	100
	Jefferson	2,600	2,500	96
	Lincoln	6,100	5,800	95
	Madison	2,100	2,100	100
	Musselshell	2,000	1,900	95
	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Prairie	700	600	86
	Ravalli	8,900	8,600	97
	Rosebud	3,500	3,300	94
	Teton	2,600	2,500	96
	Treasure	400	400	100
	Valley	3,700	3,500	95
	Wheatland	900	900	100
	Wibaux	500	500	100
	Yellowstone	43,400	42,700	98
NORTH CAROLINA				
	Alamance	37,200	36,900	99
	Alexander	9,300	9,200	99
	Anson	8,800	8,600	98
	Ashe	8,500	8,300	98
	Avery	5,100	5,000	98
	Beaufort	15,000	14,700	98
	Brunswick	13,800	13,500	98
	Buncombe	63,400	62,400	99
	Burke	27,300	27,000	99
	Cabarrus	32,200	31,900	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Cherokee	7,300	7,100	97
	Chowan	4,800	4,700	98
	Clay	2,900	2,800	96
	Cleveland	29,900	29,600	99
	Columbus	18,200	17,800	98
	Craven	24,900	24,600	99
	Davidson	42,500	42,000	99
	Durham	59,100	58,200	99
	Edgecombe	19,200	18,900	98
	Forsyth	95,300	94,300	99
	Gaston	58,700	58,100	99
	Graham	2,500	2,400	96
	Granville	10,900	10,700	98
	Gulford	119,800	118,700	99
	Halifax	19,100	18,600	97
	Haywood	17,800	17,400	98
	Henderson	24,500	24,100	98
	Hertford	7,800	7,600	98
	Iredell	30,800	30,400	99
	Jackson	9,000	8,800	97
	Johnston	26,400	25,900	98
	Lee	13,700	13,500	99
	Lenoir	21,600	21,300	99
	Lincoln	15,900	15,700	99
	Mc Dowell	13,000	12,800	98
	Macon	8,200	7,900	96
	Martin	8,900	8,700	98
	Mecklenburg	156,200	154,700	99
	Mitchell	5,300	5,200	98
	Moore	20,300	19,900	98
	Nash	24,900	24,500	98
	Northampton	7,300	7,100	97

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA—(Continued)				
Between 5-24%	Orange	29,800	29,200	98
	Pasquotank	10,200	10,000	98
	Person	10,500	10,300	98
	Pitt	31,000	30,500	98
	Richmond	17,000	16,700	98
	Robeson	33,300	32,600	98
	Rockingham	31,300	30,900	99
	Rowan	37,700	37,300	99
	Rutherford	20,400	20,200	99
	Scotland	11,100	10,900	98
	Stanly	18,300	18,100	99
	Swain	3,900	3,700	95
	Transylvania	8,700	8,500	98
	Vance	13,000	12,800	98
	Wake	116,400	115,000	99
	Washington	5,000	4,900	98
	Watauga	11,700	11,500	98
	Wayne	34,500	34,000	98
	Wilkes	21,800	21,400	98
	Wilson	22,800	22,400	98
	Yancey	5,600	5,400	96
NORTH DAKOTA				
	Adams	1,300	1,300	100
	Barnes	5,300	5,200	98
	Benson	2,500	2,400	96
	Billings	500	500	100
	Bottineau	3,300	3,200	97
	Bowman	1,500	1,500	100
	Burke	1,500	1,500	100
	Cass	35,500	35,100	99
	Cavalier	2,700	2,600	96
	Dickey	2,500	2,400	96
	Divide	1,300	1,300	100
	Dunn	1,700	1,600	97
	Eddy	1,500	1,500	100
	Grant	1,500	1,500	100
	Hettinger	1,500	1,500	100
	Logan	1,200	1,200	100
	Mc Henry	2,800	2,800	98
	Mc Intosh	1,900	1,800	95
	Mc Kenzie	2,600	2,600	100
	Mc Lean	4,600	4,500	98
	Mercer	3,700	3,600	97
	Mountrail	2,700	2,700	98
	Nelson	2,000	2,000	100
	Pembina	3,800	3,700	96
	Ramsey	4,900	4,800	98
	Ransom	2,400	2,400	100
	Renville	1,300	1,300	100
	Richland	6,700	6,600	98
	Rolette	3,700	3,500	95
	Sheridan	1,000	1,000	100
	Steele	1,100	1,100	100
	Towner	1,500	1,500	100
	Trail	3,500	3,500	100
	Walsh	5,500	5,400	98
NEBRASKA				
	Adams	12,200	12,100	99
	Boone	2,700	2,700	98
	Brown	1,700	1,600	94
	Buffalo	13,000	12,800	98
	Cass	7,600	7,500	99
	Cedar	3,700	3,700	99
	Cherry	2,500	2,400	96
	Dakota	6,200	6,200	100
	Dawes	3,700	3,600	97
	Dawson	8,600	8,500	99
	Dodge	13,800	13,700	99
	Douglas	152,100	150,500	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Frontier	1,500	1,500	100
	Garden	1,100	1,100	95
	Hamilton	3,500	3,500	100

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA—(Continued)				
Between 5-24%	Harlan	1,700	1,700	100
	Holt	5,100	4,900	96
	Kearney	2,600	2,600	100
	Knox	4,200	4,100	96
	Madison	12,300	12,000	98
	Merrick	3,300	3,200	97
	Nemaha	3,200	3,100	97
	Nuckolls	2,600	2,500	96
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	97
	Phelps	3,700	3,700	100
	Pierce	3,100	3,100	98
	Polk	2,300	2,300	100
	Red Willow	5,100	5,000	98
	Richardson	4,500	4,400	98
	Rock	900	900	100
	Saline	5,200	5,100	98
	Saunders	6,900	6,800	99
	Stanton	2,400	2,300	96
	Thayer	2,900	2,900	98
	Thurston	2,400	2,400	98
	Valley	2,200	2,100	95
	Wayne	3,500	3,500	100
	Webster	1,900	1,900	100
	York	5,700	5,600	98
NEW HAMPSHIRE				
	Belknap	17,000	16,800	99
	Sullivan	14,200	13,700	96
NEW JERSEY				
	Bergen	304,100	301,500	99
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Essex	297,500	292,200	98
	Mercer	108,000	106,000	98
	Somerset	69,800	69,000	99
	Union	178,400	176,500	99
NEW MEXICO				
	Bernalillo	166,600	163,800	98
	Cibola	10,400	10,200	98
	De Baca	1,000	1,000	100
	Lincoln	4,600	4,400	96
	Los Alamos	6,800	6,700	99
	Mc Kinley	16,200	15,000	93
	Otero	15,400	15,000	97
	Rio Arriba	9,800	9,100	93
	San Miguel	7,700	7,100	92
	Santa Fe	29,200	28,300	97
	Sierra	3,900	3,700	95
	Socorro	4,500	4,400	98
	Taos	6,800	6,200	91
	Valencia	11,200	11,100	99
NEVADA				
	Churchill	5,500	5,400	98
	Douglas	8,800	8,400	96
	Lyon	5,600	5,300	95
	Mineral	2,300	2,200	96
NEW YORK				
	Cattaraugus	30,300	29,600	98
	Cayuga	27,700	26,900	97
	Chenango	17,600	17,100	97
	Cortland	16,800	16,500	98
	Delaware	16,900	16,200	96
	Fulton	21,000	20,500	98
	Jefferson	31,600	31,000	98
	Lewis	8,500	8,300	98
	Madison	21,700	21,200	98
	Montgomery	19,900	19,400	97
	Onelda West	30,400	29,800	98
	Onondaga	169,600	166,900	98
	Oswego	39,100	38,400	98
	Otsego	21,000	20,300	97
	Rensselaer	54,000	52,800	98
	St Lawrence	36,900	36,100	98
	Saratoga	55,900	55,100	98
	Schoharie	10,400	10,000	97
	Suffolk	406,300	401,400	99
	Washington	18,400	18,000	98
	Westchester	312,500	308,000	99

WTBS—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Ashland	16,400	16,200	99
	Ashtabula	37,100	36,500	99
	Athens	19,100	18,500	97
	Belmont	31,200	30,800	99
	Butler	93,100	92,000	99
	Carroll	9,000	8,900	99
	Champaign	12,500	12,300	98
	Clark	54,400	53,800	99
	Columbiana	41,200	40,600	99
	Crawford	18,500	18,200	98
	Cuyahoga	564,200	557,700	99
	Defiance	13,800	13,600	99
	Delaware	19,000	18,800	99
	Fairfield	33,900	33,500	99
	Fayette	10,000	9,800	98
	Franklin	337,500	333,600	99
	Fulton	13,300	13,000	98
	Gallia	11,000	10,700	97
	Greene	45,100	44,600	99
	Guernsey	15,800	15,400	97
	Hamilton	326,800	322,100	99
	Highland	12,600	12,300	98
	Hocking	9,300	9,100	98
	Holmes	8,600	8,100	94
	Jackson	11,200	11,000	98
	Jefferson	33,100	32,700	99
	Knox	16,700	16,400	98
	Lake	75,800	75,300	99
	Logan	15,000	14,700	98
	Lorain	95,200	94,200	99
	Lucas	176,200	174,300	99
	Madison	11,400	11,100	98
	Meigs	8,900	8,700	98
	Mercer	12,900	12,700	98
	Miami	33,200	32,800	99
	Monroe	6,400	6,200	97
	Montgomery	215,900	213,800	99
	Morgan	5,200	5,000	96
	Morrow	9,500	9,400	99
	Paulding	7,300	7,200	99
	Pickaway	14,800	14,600	99
	Pike	8,200	8,000	97
	Portage	46,800	46,300	99
	Preble	13,600	13,500	99
	Ross	23,000	22,500	98
	Sandusky	22,500	22,300	99
	Scioto	30,500	29,900	98
	Shelby	15,100	14,900	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Union	10,500	10,300	98
	Van Wert	11,400	11,300	99
	Vinton	4,200	4,100	98
	Warren	33,900	33,500	99
	Wayne	34,000	33,200	98
	Wyandot	7,900	7,800	98
OKLAHOMA				
	Alfalfa	2,900	2,800	97
	Atoka	4,600	4,500	98
	Beaver	2,800	2,700	98
	Blaine	5,400	5,300	98
	Bryan	12,200	11,900	98
	Caddo	11,600	11,400	98
	Canadian	20,600	20,400	99
	Cherokee	11,500	11,300	98
	Cimarron	1,400	1,400	100
	Cleveland	51,100	50,400	99
	Coal	2,300	2,300	100
	Cotton	3,100	3,100	100
	Craig	5,500	5,400	98
	Creek	22,400	22,000	98
	Custer	10,000	9,800	98
	Delaware	9,500	9,200	97
	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Harmon	1,800	1,800	100

WTBS—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
OKLAHOMA—(Continued)				
	Haskell	4,500	4,400	98
	Hughes	5,600	5,500	98
	Jefferson	3,300	3,200	98
	Johnston	4,100	4,000	98
	Kingfisher	5,400	5,300	99
	Kiowa	5,300	5,200	98
	Latimer	3,700	3,600	97
	Lincoln	10,400	10,300	99
	Logan	10,000	9,900	99
	Mc Clain	7,600	7,500	99
	Mc Curtain	13,100	12,700	97
	Mc Intosh	6,400	6,300	98
	Major	3,400	3,300	97
	Marshall	4,600	4,500	98
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Noble	4,600	4,500	99
	Nowata	4,600	4,500	98
	Oklfuskee	4,400	4,300	98
	Oklahoma	230,200	228,100	99
	Okmulgee	14,900	14,700	99
	Osage	15,400	15,300	99
	Payne	23,600	23,300	99
	Pontotoc	12,800	12,700	99
	Pottawatomie	21,500	21,200	99
	Pushmataha	4,800	4,600	96
	Roger Mills	2,000	1,900	95
	Rogers	17,200	16,900	99
	Seminole	10,600	10,500	99
	Sequoyah	11,200	10,900	97
	Tulsa	193,300	191,600	99
	Wagoner	15,500	15,300	99
OREGON				
	Benton	26,100	24,400	93
	Clackamas	91,500	88,600	97
	Columbia	13,700	13,200	96
	Coos	24,900	23,100	93
	Deschutes	26,200	24,700	94
	Douglas	36,100	34,400	95
	Hood River	6,400	6,000	94
	Lake	3,100	2,900	93
	Lane	112,100	108,000	96
	Linn	35,400	34,000	96
	Malheur	10,000	9,600	96
	Marion	81,500	78,200	96
	Morrow	2,900	2,700	93
	Multnomah	241,200	232,300	96
	Polk	17,900	17,300	96
	Wheeler	600	600	100
PENNSYLVANIA				
	Bedford	16,800	16,200	96
	Blair	50,200	49,200	98
	Butler	52,600	51,800	98
	Cambria	64,900	63,800	98
	Centre	38,200	36,900	97
	Clearfield	30,400	29,700	98
	Clinton	14,000	13,700	98
	Crawford	32,400	31,400	97
	Dauphin	91,200	89,000	98
	Delaware	194,400	192,500	99
	Erie	101,100	99,500	98
	Fayette	58,600	57,000	97
	Franklin	41,900	40,300	96
	Huntingdon	14,900	14,400	97
	Indiana	31,700	30,900	97
	Lawrence	38,500	37,700	98
	Mc Kean	18,600	18,000	97
	Mifflin	17,300	16,600	96
	Montour	5,800	5,600	97
	Northumberland	38,800	37,500	97
	Snyder	11,400	10,800	95
	Somerset	29,500	28,700	97
	Sullivan	2,200	2,100	95
	Tioga	14,100	13,500	96
	Washington	79,400	77,900	98
RHODE ISLAND				
	Kent	56,900	56,300	99
	Washington	33,300	32,700	98

WTBS—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 5-24%	Abbeville	8,000	7,800	97
	Alken	38,700	38,300	99
	Allendale	3,700	3,600	97
	Anderson	50,200	49,600	99
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	97
	Berkeley	32,200	31,400	98
	Charleston	95,500	94,200	99
	Cherokee	14,200	14,000	99
	Chester	10,300	10,100	98
	Colleton	10,800	10,500	97
	Darlington	21,300	20,900	98
	Dillon	9,800	9,600	98
	Dorchester	20,500	20,100	98
	Edgefield	6,000	5,900	98
	Fairfield	6,400	6,200	97
	Georgetown	14,500	14,100	97
	Greenville	108,000	106,900	99
	Greenwood	21,300	21,000	99
	Hampton	6,400	6,200	97
	Kershaw	13,900	13,600	98
	Laurens	17,600	17,300	98
	Lexington	53,000	52,100	98
	Marion	11,500	11,200	97
	Newberry	11,300	11,100	98
	Oconee	18,600	18,400	99
	Orangeburg	27,300	26,500	97
	Pickens	28,100	27,600	98
	Richland	90,700	89,300	98
	Saluda	5,600	5,500	98
	Spartanburg	73,700	72,800	99
	Union	10,900	10,700	99
	Williamsburg	12,100	11,700	97
	York	37,500	37,000	99
SOUTH DAKOTA				
	Brookings	8,500	8,400	98
	Brule	1,900	1,900	100
	Charles Mix	3,400	3,300	97
	Clay	4,500	4,400	98
	Corson	1,600	1,500	94
	Grant	3,200	3,100	97
	Gregory	2,100	2,100	98
	Haakon	1,000	1,000	100
	Hand	1,800	1,800	100
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	99
	Lincoln	5,100	5,000	98
	Mc Pherson	1,500	1,400	96
	Marshall	2,000	1,900	95
	Minnehaha	43,000	42,700	99
	Moody	2,400	2,400	100
	Perkins	1,900	1,800	95
	Roberts	3,800	3,700	97
	Tripp	2,600	2,600	98
	Union	4,200	4,200	100
	Yankton	6,900	6,800	99
TENNESSEE				
	Anderson	25,900	25,700	99
	Bedford	10,400	10,300	99
	Bradley	25,000	24,800	99
	Cannon	3,900	3,800	97
	Carter	19,100	18,900	99
	Chester	4,500	4,400	98
	Claiborne	9,000	8,800	98
	Cocke	10,700	10,500	98
	Crockett	5,400	5,300	98
	Cumberland	10,800	10,600	98
	Davidson	186,300	185,300	99
	Decatur	4,400	4,300	98
	Dyer	13,200	13,000	98
	Fentress	5,400	5,300	98
	Franklin	11,300	11,200	99

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE—(Continued)				
Between 5-24%	Giles	9,300	9,100	98
	Greene	20,100	19,900	99
	Hamblen	18,600	18,400	99
	Hamilton	108,300	107,500	99
	Hardin	8,700	8,500	98
	Hawkins	16,500	16,200	98
	Haywood	6,800	6,700	99
	Henderson	8,400	8,300	99
	Henry	11,400	11,200	98
	Humphreys	6,100	6,000	98
	Jefferson	11,400	11,300	99
	Knox	125,100	124,100	99
	Lawrence	12,600	12,400	98
	Lincoln	10,000	9,900	99
	Loudon	11,000	10,900	99
	Mcminn	15,500	15,300	99
	Mc Nairy	8,900	8,700	98
	Macon	6,100	6,000	98
	Marion	9,000	8,900	99
	Marshall	7,600	7,500	99
	Mauzy	19,400	19,200	99
	Monroe	10,400	10,200	98
	Montgomery	29,900	29,700	99
	Morgan	5,700	5,600	98
	Overton	6,400	6,300	98
	Pickett	1,700	1,700	100
	Polk	4,900	4,800	98
	Rhea	9,000	8,900	99
	Robertson	13,400	13,300	99
	Rutherford	30,600	30,300	99
	Scott	6,900	6,700	97
	Sevier	16,100	15,800	98
	Shelby	282,000	279,700	99
	Sumner	31,300	31,000	99
	Trousdale	2,500	2,500	100
	Warren	12,800	12,600	98
	Washington	33,100	32,900	99
	Wayne	5,100	5,000	98
	White	7,400	7,300	99
	Williamson	20,800	20,600	99
	Wilson	20,700	20,500	99
TEXAS				
	Anderson	13,300	13,000	98
	Angellina	23,400	23,000	98
	Aransas	5,900	5,800	98
	Archer	2,800	2,800	100
	Atascosa	8,800	8,600	98
	Bailey	2,700	2,700	100
	Bandera	3,100	3,100	100
	Bastrop	9,600	9,300	97
	Baylor	2,000	2,000	100
	Bexar	341,200	336,600	99
	Bosque	5,800	5,700	98
	Brazoria	60,400	59,700	99
	Brazos	37,000	36,400	98
	Briscoe	1,000	1,000	100
	Brooks	2,600	2,500	96
	Burleson	4,600	4,400	96
	Burnet	7,700	7,600	99
	Caldwell	7,800	7,600	97
	Callahan	4,400	4,300	98
	Cameron	64,700	63,600	98
	Cass	11,000	10,800	98
	Castro	3,400	3,300	97
	Cherokee	14,400	14,000	97
	Clay	3,900	3,900	100
	Cochran	1,500	1,500	100
	Coke	1,300	1,300	100
	Colorado	7,400	7,200	97
	Comal	14,300	14,100	99
	Comanchè	5,000	4,900	97
	Concho	1,100	1,100	100
	Coryell	15,500	15,300	99
	Crane	1,800	1,800	100
	Crosby	2,900	2,900	100
	Denton	55,400	54,800	99
	De Witt	7,100	6,900	97
	Dickens	1,400	1,400	100
	Donley	1,600	1,600	100
	Duval	4,000	3,800	96

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
Between 5-24%	Ellis	21,200	20,900	99
	Falls	7,200	7,000	97
	Fannin	9,700	9,500	97
	Fayette	7,800	7,400	95
	Fisher	2,200	2,200	100
	Fort Bend	46,600	45,800	98
	Franklin	2,900	2,800	96
	Galveston	73,500	72,600	99
	Gillespie	5,500	5,300	96
	Goliad	1,900	1,800	95
	Gonzales	6,000	5,900	98
	Gregg	38,700	38,200	99
	Guadalupe	17,100	16,800	98
	Harris	954,900	944,600	99
	Harrison	19,000	18,600	98
	Hartley	1,500	1,500	100
	Haskell	3,000	3,000	98
	Hidalgo	84,700	83,000	98
	Hill	10,000	9,800	98
	Hockley	8,000	7,900	99
	Hopkins	10,000	9,800	98
	Houston	7,800	7,500	96
	Hunt	21,500	21,100	98
	Jackson	5,000	4,900	98
	Jefferson	93,600	92,700	99
	Jim Wells	11,900	11,600	97
	Jones	6,600	6,500	98
	Karnes	4,800	4,700	98
	Kent	400	400	100
	Kleberg	10,600	10,400	98
	Knox	1,900	1,900	100
	Lamar	16,600	15,900	96
	Lamb	6,700	6,600	98
	Lavaca	7,400	7,000	95
	Lee	4,100	4,000	98
	Liberty	17,800	17,400	98
	Lipscomb	1,400	1,400	100
	Live Oak	3,600	3,500	97
	Llano	4,700	4,600	98
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Mason	1,500	1,400	93
	Matagorda	14,500	14,200	98
	Milam	8,600	8,400	98
	Mitchell	3,300	3,200	97
	Montague	7,100	7,000	99
	Montgomery	48,500	47,500	98
	Moore	5,900	5,900	99
	Morris	5,500	5,400	98
	Nacogdoches	17,800	17,300	97
	Navarro	14,100	13,800	98
	Nolan	6,600	6,500	98
	Nueces	91,700	90,400	99
	Orange	29,900	29,600	99
	Palo Pinto	8,800	8,600	98
	Panola	7,900	7,700	97
	Parker	17,000	16,800	99
	Polk	10,100	9,800	97
	Potter	39,600	39,200	99
	Red River	6,300	6,100	97
	Refugio	3,200	3,200	100
	Roberts	400	400	100
	Runnels	4,500	4,400	98
	Rusk	15,900	15,600	98
	Sabine	3,600	3,400	96
	San Patricio	18,900	18,500	98
	Scurry	6,800	6,700	99
	Shackelford	1,500	1,500	100
	Shelby	9,000	8,800	97
	Smith	50,000	49,200	98
	Somervell	1,800	1,800	100
	Starr	7,600	7,300	96
	Stonewall	1,100	1,100	100
	Swisher	3,300	3,300	100
	Taylor	40,700	40,300	99
	Terry	5,100	5,000	98

WTBS—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
Between 5-24%	Throckmorton	1,000	1,000	100
	Tom Green	32,600	32,100	99
	Travis	175,700	173,300	99
	Tyler	6,300	6,100	97
	Victoria	25,100	24,500	98
	Ward	4,900	4,800	98
	Webb	28,100	27,400	98
	Wharton	14,700	14,400	98
	Wichita	44,200	43,900	99
	Willacy	4,900	4,800	98
	Wilson	5,900	5,700	97
	Winkler	3,400	3,400	100
	Wise	10,200	10,100	99
	Wood	10,000	9,800	98
	Young	7,900	7,800	99
UTAH				
	Beaver	1,400	1,400	100
	Box Elder	10,400	10,300	99
	Davis	44,100	43,700	99
	Duchesne	3,800	3,600	95
	Juab	1,700	1,700	100
	Kane	1,400	1,300	93
	Sevier	4,900	4,800	98
	Tooele	8,400	8,300	99
	Uintah	6,700	6,400	95
	Washington	8,800	8,300	94
	Weber	50,400	49,700	99
VIRGINIA				
	Accomack	11,900	11,600	97
	Amherst	9,700	9,500	98
	Arlington	121,000	120,200	99
	Augusta	33,200	32,700	98
	Buchanan	12,700	12,300	97
	Campbell	41,100	40,500	99
	Chesterfield	51,600	51,200	99
	Dickenson	6,900	6,800	99
	Giles	6,400	6,300	98
	Grayson	6,300	6,200	98
	Greensville	5,200	5,100	98
	Halifax	12,500	12,200	98
	Henrico	157,600	155,900	99
	Henry	27,500	27,100	99
	Mecklenburg	10,500	10,200	98
	Montgomery	26,500	26,100	98
	Page	7,400	7,300	99
	Pittsylvania	41,400	40,700	98
	Prince George	15,500	15,300	99
	Prince William	55,200	54,700	99
	Rockbridge	10,700	10,500	98
	Rockingham	26,700	26,300	99
	Scott	8,800	8,600	97
	Spotsylvania	18,700	18,400	99
	Warren	8,500	8,300	98
	Washington	24,300	24,000	99
	Wythe	9,500	9,300	98
	Newport News			
	City	97,000	96,200	99
	Norfolk City	163,200	161,600	99
	Va Beach City	95,500	94,700	99
VERMONT				
	Orleans	8,600	8,500	98
	Rutland	21,800	21,200	97
	Washington	19,600	19,200	98
	Windsor	20,300	19,700	97
WASHINGTON				
	Adams	4,800	4,600	97
	Franklin	13,200	12,800	97
	Grays Harbor	26,500	24,900	94
	Jefferson	7,100	6,800	96
	King	520,700	502,400	96
	Kitsap	57,700	56,300	98
	Kittitas West	2,200	2,100	93
	Klickitat	6,200	5,800	94
	Lincoln	3,700	3,600	97
	Mason	13,200	12,800	97
	Okanogan	12,100	11,400	94
	Pacific	7,400	6,900	93
	Pend Oreille	3,300	3,200	97

Georgia

WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WASHINGTON—(Continued)			
	Pierce	187,800	183,000	97
	Skamania	3,100	2,900	93
	Snohomish	131,400	127,700	97
	Spokane	137,400	133,000	97
	Stevens	11,000	10,400	95
	Thurston	52,100	50,600	97
	Whitman	13,800	13,200	96
	Yakima	65,300	62,500	96
	WISCONSIN			
	Adams	5,300	5,100	96
	Ashland	6,400	6,300	98
	Barron	14,700	14,300	97
	Brown	63,900	63,400	99
	Calumet	10,200	10,100	99
	Chippewa	17,900	17,600	98
	Columbia	16,300	16,000	98
	Crawford	6,000	5,900	98
	Dane	128,600	125,800	98
	Dodge	25,800	25,300	98
Douglas	17,000	16,800	99	
Eau Claire	29,200	28,700	98	
Fond Du Lac	31,300	30,800	98	
Grant	17,500	16,900	97	
Iowa	7,100	6,900	97	
Jackson	6,400	6,200	97	
Juneau	8,100	7,800	96	
Kewaunee	6,800	6,700	99	
La Crosse	33,900	33,500	99	
Lafayette	6,200	6,100	98	
Langlade	7,400	7,300	98	
Lincoln	9,900	9,800	99	
Manitowoc	29,500	29,300	99	
Marathon	40,300	39,800	99	
Marinette	14,900	14,700	99	
Monroe	12,400	12,100	98	
Oconto	10,700	10,500	98	
Oneida	12,600	12,300	98	
Outagamie	45,400	45,100	99	
Ozaukee	23,500	23,200	99	
Portage	19,700	19,400	98	
Price	6,000	5,800	97	
Richland	6,500	6,300	97	
Rusk	5,600	5,400	97	
Sauk	16,600	16,200	98	
Shawano	13,000	12,800	98	

WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN—(Continued)				
Between 5-24%	Trempealeau	9,600	9,300	97
	Vernon	9,600	9,400	98
	Washington	29,300	29,000	99
	Waukesha	95,700	94,800	99
	Waupaca	15,700	15,500	99
	Wood	26,800	26,400	99
WEST VIRGINIA				
Berkeley	17,800	17,600	99	
Boone	10,900	10,700	99	
Braxton	5,200	5,000	97	
Cabell	41,200	40,900	99	
Gilmer	3,100	3,000	97	
Grant	3,800	3,700	97	
Hampshire	5,600	5,500	97	
Hancock	14,700	14,700	100	
Hardy	3,600	3,500	96	
Harrison	29,400	29,200	99	
Jackson	9,200	9,100	99	
Lewis	7,000	6,900	99	
Lincoln	8,100	8,000	99	
Marion	25,200	24,900	99	
Mason	9,900	9,800	99	
Monongalia	28,900	28,400	98	
Monroe	4,700	4,500	96	
Nicholas	10,200	10,000	98	
Ohio	23,100	23,000	99	
Pendleton	3,100	3,000	97	
Pocahontas	3,600	3,400	94	
Preston	11,000	10,800	98	
Putnam	14,100	14,000	99	
Ritchie	4,400	4,300	98	
Roane	5,800	5,700	98	
Tyler	4,200	4,100	98	
Wayne	16,800	16,600	99	
Webster	4,500	4,400	98	
Wirt	1,700	1,700	100	
WYOMING				
Albany	11,300	10,800	96	
Crook	2,100	2,000	95	
Fremont	14,600	14,200	97	
Johnson	2,600	2,500	96	
Natrona	28,500	27,900	98	
Teton	4,500	4,300	96	
Uinta	4,600	4,400	96	

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Georgia-Atlanta

WVEU

Ch. 69

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

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

Transmitter: Peachtree Plaza Hotel.

Network Service: None, independent.

Grantee: Broadcast Corp. of Georgia, 2400 First National Bank Tower, Atlanta 30303.

Studio: 2700 Northeast Expwy., Atlanta 30345.

Telephone: 404-321-0690.

Ownership: David J. Harris, 55%; Prentiss Q. Yancey, 23.32%; David M. Franklin, 11.45%; John T. Sullivan, 7.92%; Edward B. Phillips, 2.31%.

Began Operation: Aug. 22, 1981.

Represented (legal) by E. William Henry.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

VANCE L. ECKERSLEY, vice president & general manager.

WILLARD L. DOUGHERTY, general sales manager.

JOSEPH A. EVERETT, operations manager.

LAWRENCE L. WOOD, production manager.

ANTHONY COX, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA Paulding	9,700	9,600	99
Station Totals		9,700	9,600	98
Net Weekly Circulation (1983)			2,200	
Average Daily Circulation (1983)			500	



WVEU BPCT-781221LL Granted 8/19/80

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BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave., 60601	(312) 346-6460
WASHINGTON, D.C.	1111 19th St., N.W., 20036	(202) 331-9270
ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Georgia-Atlanta

WXIA-TV

Ch. 11



BLAIR TELEVISION
GANNETT COMMUNICATIONS CORP.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1048-ft. above av. terrain, 1040-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 23.7"
Longitude 84° 19' 54.7"

Transmitter: 110 Arizona Ave. NE.

News Services: AP, UPI, Gannett News Service.

Network Service: NBC.

Licensee: Pacific & Southern Broadcasting Co. Inc., 1611 W. Peachtree St. NE, Atlanta, Ga. 30309.

Studio: 1611 W. Peachtree St. NE.

Telephone: 404-892-1611. TWX: 810-751-3255.

Ownership: Gannett Co. Inc., 100%. For other interests, see Group & Newspaper Ownership of TV Stations.

Began Operation: Sept. 30, 1951 as WLTV. Merger of Combined Communications with Gannett approved by FCC June 7, 1979 (Television Digest, Vol. 18:20, 38; 19:24). Merger of Pacific & Southern Bcstg. with Combined Communications approved Jan. 9, 1974 (Vol. 13:5; 14:2, 30, 34). Previous merger of Jupiter Bcstg. with Pacific & Southern Bcstg. Co. Inc. approved Nov. 15, 1967 (Vol. 7:47). Previously sale to WIBC Inc. by Crosley Bcstg. approved Sept. 25, 1962 (Vol. 2:25, 37, 38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51; 9:5, 7).

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

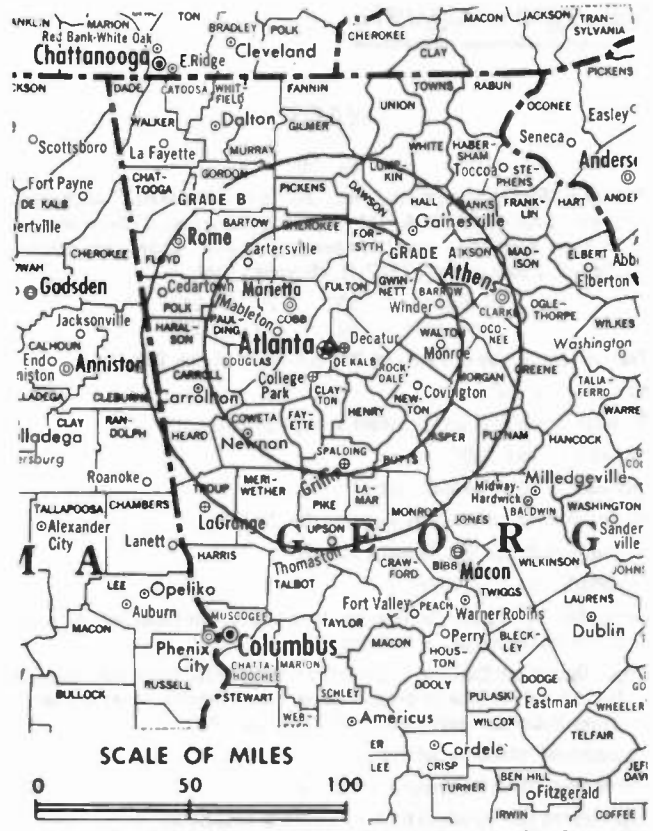
- A. G. FLANAGAN, president & general manager.
- HOWARD KAUFMAN, vice president & general sales manager.
- HARVEY MARS, station manager.
- WAYNE FREEMAN, national sales manager.
- R. KEN TONNING, local sales manager.
- WILLIAM E. GARRETT, v.p. & controller.
- JACK R. LEASE, v.p., director of operations & program manager.
- MIKE MARTIN, v.p. & production manager.
- MIKE HOWEY, chief engineer.
- DAVE HOWELL, news director.
- JOHN HEINEN, promotion director.

Highest 30 Sec. Rate (July 1983): \$3150.

NETWORK BASE HOURLY RATE: \$2400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Cleburne	4,800	4,700	98
	GEORGIA			
	Banks	3,300	3,200	97
	Barrow	8,000	7,900	99
	Bartow	14,700	14,500	99
	Butts	4,300	4,200	98
	Carroll	20,200	19,900	99
	Chattooga	8,000	7,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cherokee	18,800	18,600	99
	Clarke	28,200	27,700	98
	Clayton	56,100	55,800	99
	Cobb	119,900	119,200	99
	Coweta	14,200	13,900	98
	Dawson	1,700	1,700	100
	De Kalb	185,100	184,200	99
	Douglas	19,300	19,100	99
	Fayette	11,100	10,900	98
	Floyd	29,900	29,500	99
	Forsyth	10,700	10,600	99
	Fulton	230,900	228,800	99
	Gilmer	4,200	4,100	98
	Greene	3,900	3,800	97
	Gwinnett	64,300	63,700	99
	Habersham	9,100	8,900	98
	Hall	28,200	27,800	99
	Haralson	6,800	6,700	99
	Heard	2,200	2,200	100
	Henry	13,000	12,800	98
	Jackson	9,100	9,000	98
	Jasper	2,800	2,700	96
	Lamar	4,300	4,200	98
	Lumpkin	3,700	3,600	97
	Meriwether	7,200	7,000	97
	Monroe	5,100	5,000	98
	Morgan	3,900	3,800	97
	Newton	11,900	11,700	98
	Oconee	4,700	4,700	100
	Oglethorpe	3,200	3,100	97
	Paulding	9,700	9,600	99
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Polk	11,900	11,700	98
	Putnam	3,700	3,600	97
Rockdale	13,100	12,900	98	

(Continued on page 252)

Station Totals	1,654,100	1,631,700	98
Net Weekly Circulation (1983)		1,038,600	
Average Daily Circulation (1983)		585,300	

Georgia-Augusta

WAGT

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1700-kw max. & 933-kw horizontal visual, 170-kw max. & 93.3-kw horizontal aural. Antenna: 1614-ft. above av. terrain, 1560-ft. above ground, 1907-ft. above sea level.

Latitude 33° 25' 15"
Longitude 81° 50' 19"

Transmitter: E side of Pine Log Rd., 0.4-mi. N of Rte. 278.

News Service: AP.

Satellite Earth Station: Channelmaster, 4.5-meter.

Network Service: NBC.

Licensee: WAGT Television Inc.

Mailing Address: Box 1526, Augusta, Ga. 30903.

Studio: 905 Broad St., Augusta 30903.

Telephone: 404-722-0026.

Ownership: Schurz Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 24, 1968; left air Nov. 1970. Resumed operation Jan. 14, 1974. Sale to present owner by J. Thomas Jones & Francis Hanks Robertson approved by FCC May 14, 1980.

Represented (sales) by Seltel Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- NICK EVANS JR., president & general manager.
- LEE SHERIDAN, vice president & station manager.
- JAMES S. HALPIN, general sales manager.
- FRANK CROTTS, production coordinator.
- SHERON HAGELSTON, creative services director.
- AL VAN DINTEREN, chief engineer.

Highest 30 Sec. Rate: \$425.

NETWORK BASE HOURLY RATE: \$325.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Burke	6,500	6,300	97
	Columbia	14,900	14,600	98
	Glascocok	800	800	100
	Jefferson	6,400	6,200	97
	Jenkins	2,900	2,800	97
	Lincoln	2,300	2,200	98
	Mc Duffie	6,700	6,600	99
	Richmond	63,300	62,500	99
	Warren	2,100	2,000	95
	SOUTH CAROLINA			
	Aiken	38,700	38,300	99
	Barnwell	6,900	6,700	97
Edgefield	6,000	5,900	98	



WAGT BPCT-800929KN Granted 1/21/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Hancock	2,800	2,700	96
	Washington	6,400	6,100	96
	Wilkes	3,900	3,800	97
	SOUTH CAROLINA			
	Allendale	3,700	3,600	97
Between 5-24%	Bamberg	5,900	5,700	97
	Mc Cormick	2,400	2,300	96
	GEORGIA			
Between 5-24%	Bulloch	11,800	11,600	98
	Candler	2,800	2,700	96
	Emanuel	7,300	7,100	97
	Johnson	3,200	3,100	97
	Scriven	5,100	4,900	97
	Taliaferro	900	900	100
	SOUTH CAROLINA			
Saluda	5,600	5,500	98	
Station Totals		219,300	214,900	97
Net Weekly Circulation (1983)			139,000	
Average Daily Circulation (1983)			77,200	

Georgia-Augusta

WJBF

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 5"
Longitude 81° 50' 19"

Transmitter: Pine Log Rd., near Beech Island, S.C.

News Service: UPI.

Network Service: ABC.

Licensee: Western Broadcasting of Augusta Inc., Box 1404, Augusta 30903.

Studio: 10th & Reynolds Sts., Augusta 30901,

Telephone: 404-722-6664. TWX: 810-755-4023.

Mailing Address: Box 1404, Augusta, Ga. 30903.

Ownership: Western Bcstg. Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 22, 1953. Sale to present owner by Fuqua Television approved by FCC July 10, 1980.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Personnel:

DOUGLAS MOORE, president & general manager.

TERRY SAMS, station manager & film buyer.

RAY ERB, sales manager.

GERALD LEZOTTE, production manager.

BILL DOKER, engineering.

RICHARD HOWARD, news director.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
GEORGIA				
	Burke	6,500	6,300	97
	Columbia	14,900	14,600	98
	Emanuel	7,300	7,100	97
	Glascocok	800	800	100
	Hancock	2,800	2,700	96
	Jefferson	6,400	6,200	97
	Jenkins	2,900	2,800	97
	Johnson	3,200	3,100	97
	Lincoln	2,300	2,200	98
	Mc Duffie	6,700	6,600	99
	Richmond	63,300	62,500	99
	Screven	5,100	4,900	97
	Taliaferro	900	900	100
	Toombs	8,400	8,100	96
	Treutlen	2,100	2,000	95
	Warren	2,100	2,000	95
	Washington	6,400	6,100	96
	Wilkes	3,900	3,800	97
SOUTH CAROLINA				
	Aiken	38,700	38,300	99
	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	97
	Edgefield	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Hampton	6,400	6,200	97
	Mc Cormick	2,400	2,300	96
	Newberry	11,300	11,100	98
	Orangeburg	27,300	26,500	97
	Saluda	5,600	5,500	98
GEORGIA				
Between 25-49%				
	Bulloch	11,800	11,600	98
	Candler	2,800	2,700	96
	Elbert	7,000	6,900	99
	Greene	3,900	3,800	97
	Wheeler	1,900	1,800	95
SOUTH CAROLINA				
	Abbeville	8,000	7,800	97
	Greenwood	21,300	21,000	99
GEORGIA				
Between 5-24%				
	Baldwin	10,800	10,500	98
	Evans	3,100	3,000	97
	Jeff Davis	4,200	4,100	98
	Laurens	13,200	12,800	97
	Montgomery	2,400	2,300	96
	Oglethorpe	3,200	3,100	97
	Putnam	3,700	3,600	97
	Wayne	7,200	7,100	99
	Wilkinson	3,400	3,300	97
SOUTH CAROLINA				
	Colleton	10,800	10,500	97
	Jasper	5,000	4,800	96
	Lexington	53,000	52,100	98
Station Totals		436,900	427,300	97
Net Weekly Circulation (1983)			256,600	
Average Daily Circulation (1983)			169,800	

Georgia--Augusta

WRDW-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1590-ft. above terrain, 1506-ft. above ground, 1882-ft. above sea level.

Latitude 33° 24' 29"
Longitude 81° 50' 36"

Transmitter: Pine Log Rd., Beech Island, S.C.

News Services: AP, CBS.

Satellite Earth Station: Amplica; 3.1-meter.

Network Service: CBS.

Licensee: WRDW Inc.

Mailing Address: Drawer 1212, Augusta, Ga. 30903.

Telephone: 803-278-1212. TWX: 810-771-4860.

Ownership: Television Station Partners, 100%. For other interests see Group Ownership of TV Stations.

Began Operation: Feb. 14, 1954. Sale to present owner by Ziff Corp. approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:30). Sale to Ziff by Rust Craft Bcstg. approved by FCC May 10, 1978 but sale was not consummated until March 22, 1979. Sale to Rust Craft by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Vol. 17:30, 33; 2:14). Sale to WPIT Inc. by Southeastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 (Vol. 16:6, 17). Sale to Southeastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 (Vol. 11:48; 12:7). Note: For sale of WPIT Inc. to United Printers & Publishers (Rust Craft Greeting Cards Inc.), see WTOV-TV, Steubenville, Ohio.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Lohnes & Culver.

Personnel:

- I. MARTIN POMPADUR, chief executive officer.
- RALPH E. BECKER, president & chief operating officer.
- JACK WEST, vice president & general manager.
- WILLIAM KEMPLE, general sales manager.
- STEVE JOHNSTON, program manager.
- DON SMITH, chief engineer.

Highest One Hour Rate: \$2250.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Burke	6,500	6,300	97
	Columbia	14,900	14,600	98
	Emanuel	7,300	7,100	97
	Glascocock	800	800	100
	Hancock	2,800	2,700	96
	Jefferson	6,400	6,200	97
	Jenkins	2,900	2,800	97
	Johnson	3,200	3,100	97
	Lincoln	2,300	2,200	98
	Mc Duffie	6,700	6,600	99
	Richmond	63,300	62,500	99
	Screven	5,100	4,900	97
	Taliaferro	900	900	100
	Warren	2,100	2,000	95
Washington	6,400	6,100	96	
Wilkes	3,900	3,800	97	
SOUTH CAROLINA				
Aiken	38,700	38,300	99	



WRDW-TV BPCT-3054 Granted 9/28/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	97
	Edgefield	6,000	5,900	98
	Mc Cormick	2,400	2,300	96
	Orangeburg	27,300	26,500	97
	Saluda	5,600	5,500	98
Between 25-49%	GEORGIA			
	Candler	2,800	2,700	96
	SOUTH CAROLINA			
Greenwood	21,300	21,000	99	
Hampton	6,400	6,200	97	
Between 5-24%	GEORGIA			
	Baldwin	10,800	10,500	98
	Bulloch	11,800	11,600	98
	Elbert	7,000	6,900	99
	Evans	3,100	3,000	97
	Greene	3,900	3,800	97
	Montgomery	2,400	2,300	96
	Oglethorpe	3,200	3,100	97
	Putnam	3,700	3,600	97
	Tattnall	5,900	5,800	98
	Toombs	8,400	8,100	96
	Treutlen	2,100	2,000	95
	Walton	10,900	10,700	98
	Wheeler	1,900	1,800	95
	SOUTH CAROLINA			
Abbeville	8,000	7,800	97	
Calhoun	4,200	4,100	98	
Colleton	10,800	10,500	97	
Fairfield	6,400	6,200	97	
Lexington	53,000	52,100	98	
Newberry	11,300	11,100	98	
Station Totals		431,300	422,000	97
Net Weekly Circulation (1983)			233,200	
Average Daily Circulation (1983)			149,400	

Georgia-Columbus

WRBL

Ch. 3

Technical Facilities: Channel No. 3 (62-66 MHz). Authorized power: 100-kw visual, 12.02-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"
Longitude 84° 46' 46"

Transmitter: LaFayette Rd., 1.2-mi. N of Cusseta, Ga.

News Services: CNN, CBS, NIWS.

Satellite Earth Station: Harris; 3-meter.

Network Service: CBS.

Licensee: Columbus Bcstg. Co. Inc., Box 270, Columbus 31994.

Studio & Offices: 1350 13th Ave., Columbus 31994.

Telephone: 404-323-3333. TWX: 404-327-6345.

Ownership: Avant Development Corp. Malcolm I. Glazer, pres., 100%; Carl E. Brasley, secy.-treas. Glazer also owns WTWO-TV, Terre Haute, Ind. & KQTV, St. Joseph, Mo.

Began Operation: Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960. Sale to present owner approved by FCC Sept. 11, 1978. Transfer of control to J. W. & J. B. Woodruff from R. W. Page Corp. approved by FCC Jan. 31, 1973.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DON NAHLEY, general manager & national sales manager.

DAVID MURPHY, operations manager.

PENNY LEIGH SHORT, local sales manager.

JOHN SIMMONS, chief engineer.

Highest One Hour Rate: \$3300.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Barbour	8,700	8,500	98
	Bullock	3,500	3,400	97
	Chambers	14,000	13,800	99
	Lee	29,200	28,800	98
	Macon	8,600	8,400	98
	Randolph	7,300	7,200	99
	Russell	16,800	16,500	98
	Tallapoosa	14,000	13,800	99
	GEORGIA			
	Calhoun	1,700	1,600	94
	Chattahoochee	3,400	3,400	100
	Clay	1,200	1,200	100
	Crisp	7,000	6,800	97
	Dooley	3,800	3,700	97
	Dougherty	35,200	34,700	98
	Harris	5,700	5,600	98
	Lee	4,100	4,000	98
	Macon	4,800	4,600	97
Marion	1,700	1,600	94	
Meriwether	7,200	7,000	97	
Muscogee	60,200	59,600	99	
Quitman	800	800	100	
Randolph	3,400	3,300	97	
Schley	1,100	1,100	100	
Stewart	1,900	1,800	95	
Sumter	9,900	9,600	97	
Talbot	2,100	2,000	95	
Taylor	2,700	2,600	96	
Terrell	4,100	4,000	98	
Troup	18,400	18,000	98	
Turner	3,100	3,000	97	
Webster	900	900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Clay	4,800	4,700	98
	Coosa	4,200	4,100	98
	Henry	5,600	5,500	98
	Pike	10,000	9,800	98
GEORGIA	Baker	1,200	1,200	100
	Crawford	2,500	2,400	96
	Houston	27,400	27,100	99
	Monroe	5,100	5,000	98
	Peach	6,800	6,700	99
	Pike	3,100	3,000	97
	Pulaski	3,300	3,200	97
	Upton	9,500	9,300	98
	Wilcox	2,700	2,600	96
	Worth	6,100	6,000	98
Between 5-24%	ALABAMA			
	Dale	15,200	15,000	99
	Elmore	15,000	14,800	98
GEORGIA	Baldwin	10,800	10,500	98
	Ben Hill	6,100	5,900	97
	Berrien	4,900	4,700	97
	Bibb	54,800	54,100	99
	Bleckley	3,800	3,700	97
	Carroll	20,200	19,900	99
	Dodge	6,200	6,000	98
	Early	4,600	4,500	98
	Heard	2,200	2,200	100
	Irwin	3,300	3,200	97
	Jones	6,000	5,900	98
	Lamar	4,300	4,200	98
	Miller	2,700	2,600	96
	Mitchell	6,800	6,600	97
	Seminole	3,300	3,200	97
	Spalding	17,100	16,900	99
	Tift	11,500	11,200	97
	Treutlen	2,100	2,000	95
Wheeler	1,900	1,800	95	
Station Totals		581,600	570,800	98
Net Weekly Circulation (1983)			294,700	
Average Daily Circulation (1983)			172,100	

Georgia-Columbus

WLTZ

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1480-kw max. & 1070-kw horizontal visual, 148-kw max. aural. Antenna: 1310-ft. above av. terrain, 1319-ft. above ground, 1704-ft. above sea level.

Latitude 32° 27' 28"
Longitude 84° 53' 08"

Transmitter: 3.6-mi. E of Columbus, 0.34-mi. S of Buena Vista Rd.

News Service: AP.

Network Service: NBC.

Licensee: Columbus Television Inc., Box 6389, Lindsey Creek Station Columbus, Ga. 31995.

Studio: 6140 Buena Vista Rd., Columbus, Ga. 31907.

Mailing Address: Box 6389, Lindsey Creek Station, Columbus 31995.

Telephone: 404-561-3838. TWX: 810-758-4312.

Ownership: Lewis Bcstg. Corp., 100%. For other interests, see WJCL, Savannah, Ga.

Began Operation: October 29, 1970. Sale by Gala Bcstg. Co., et al., to American Family Corp. approved by FCC Feb. 3, 1978. Sale to present owner approved June 18, 1981.

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

BOB WALTON, vice president & general manager.

T. B. BREAZEALE, general sales manager.

R. C. BARTLETT, operations manager.

CURTIS ELDER, production manager.

BORDEN BLACK, news director.

DOTTIE McMICHAEL, promotion manager.

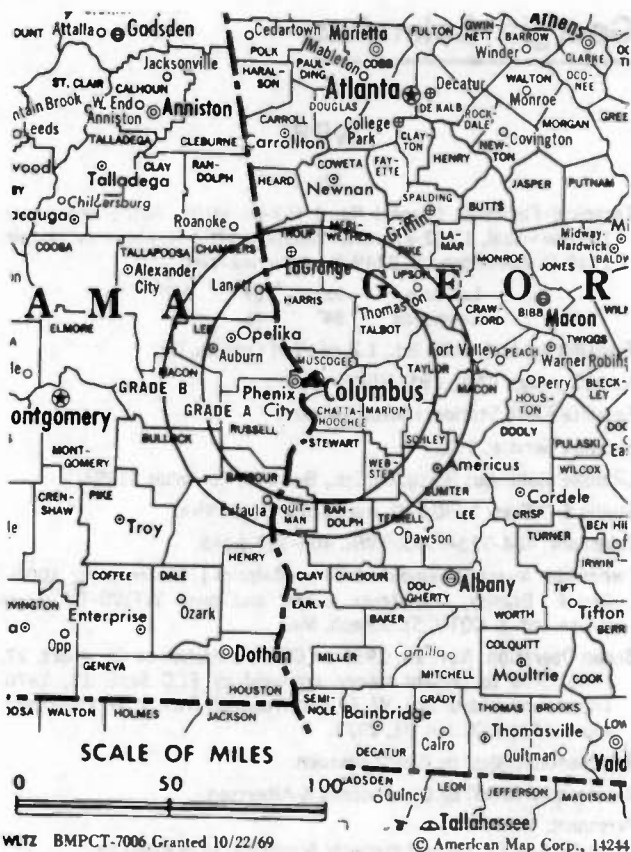
BOB HOOK, chief engineer.

Highest 30 Sec. Rate (March 1, 1983): \$500.

NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Chambers	14,000	13,800	99
	Russell	16,800	16,500	98
	GEORGIA			
	Chattahoochee	3,400	3,400	100
Harris	5,700	5,600	98	
Marion	1,700	1,600	94	
Muscogee	60,200	59,600	99	
Schley	1,100	1,100	100	
Stewart	1,900	1,800	95	
Talbot	2,100	2,000	95	
Webster	900	900	100	
Between 25-49%	ALABAMA			
	Lee	29,200	28,800	98
	GEORGIA			
	Clay	1,200	1,200	100
	Macon	4,800	4,600	97
Quitman	800	800	100	



WLTZ BMPCT-7006 Granted 10/22/69 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Randolph	3,400	3,300	97
	Sumter	9,900	9,600	97
	Taylor	2,700	2,600	96
	Troup	18,400	18,000	98
	Upson	9,500	9,300	98
Between 5-24%	ALABAMA			
	Barbour	8,700	8,500	98
	Bullock	3,500	3,400	97
	Clay	4,800	4,700	98
	Henry	5,600	5,500	98
	Macon	8,600	8,400	98
	Pike	10,000	9,800	98
	Randolph	7,300	7,200	99
	GEORGIA			
	Bleckley	3,800	3,700	97
	Calhoun	1,700	1,600	94
	Crawford	2,500	2,400	96
	Crisp	7,000	6,800	97
	Dooly	3,800	3,700	97
	Dougherty	35,200	34,700	98
Early	4,600	4,500	98	
Lee	4,100	4,000	98	
Meriwether	7,200	7,000	97	
Terrell	4,100	4,000	98	
Turner	3,100	3,000	97	
Station Totals		313,300	307,400	98
Net Weekly Circulation (1983)			138,600	
Average Daily Circulation (1983)			74,500	

Georgia-Columbus

WTVM

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 284-kw visual, 52.5-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"
Longitude 84° 46' 46"

Transmitter: Lafayette Rd., 1.2-mi. N of Cusseta.

News Services: AP, UPI, ABC.

Network Service: ABC.

Licensee: Western Broadcasting Co. of Columbus Inc., Box 1848, Columbus, Ga. 31902.

Studio: 1909 Wynnton Rd., Columbus 31906.

Telephone: 404-324-6471. TWX: 810-758-4326.

Ownership: Western Bcstg. Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960. Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969. Sale by Fuqua to present owner approved July 10, 1980.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Personnel:

- ROBERT G. LEE JR., general manager.
- W. CARROLL WARD, program director.
- WAYNE DAUGHERTY, general sales manager.
- DAVID WILLIAMS, chief engineer.
- DAVE RICHARDSON, news director.
- EDDIE BLAND, production director.
- SUSAN KENDUST, business manager.

Highest 30 Sec. Rate (April 30, 1982): \$550.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



WTVM BMPCT-5490 Granted 7/11/60

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Net Weekly Circulation	State County	Total Households	TV Households	TV Households %
50% & Over	Taylor	2,700	2,600	96
	Terrell	4,100	4,000	98
	Troup	18,400	18,000	98
	Turner	3,100	3,000	97
	Upton	9,500	9,300	98
	Webster	900	900	100
	Worth	6,100	6,000	98

Between 25-49%	ALABAMA	Total Households	TV Households	TV Households %
Between 25-49%	Clay	4,800	4,700	98
	Dale	15,200	15,000	99
	Tallapoosa	14,000	13,800	99
GEORGIA	Bibb	54,800	54,100	99
	Dodge	6,200	6,000	98
	Jones	6,000	5,900	98
	Meriwether	7,200	7,000	97
	Mitchell	6,800	6,600	97
	Pulaski	3,300	3,200	97
	Wilcox	2,700	2,600	96

Between 5-24%	ALABAMA	Total Households	TV Households	TV Households %
Between 5-24%	Autauga	11,100	10,900	98
	Calhoun	41,700	41,300	99
	Chilton	11,500	11,300	98
	Coffee	13,900	13,700	99
	Coosa	4,200	4,100	98
	Crenshaw	5,300	5,200	98
	Elmore	15,000	14,800	98
	Geneva	8,900	8,700	98
	Houston	28,300	28,000	99
	Marion	11,400	11,200	99
	Pickens	7,300	7,100	97
St Clair	15,200	15,000	99	
Shelby	24,500	24,200	99	
Talladega	25,300	24,900	99	

FLORIDA	Total Households	TV Households	TV Households %
Jefferson	3,800	3,700	97

(Continued on page 252)

Station Totals	748,300	735,400	98
Net Weekly Circulation (1983)			331,100
Average Daily Circulation (1983)			190,300

Georgia—Columbus

WXTX

Ch. 54

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1140-ft. above av. terrain, 1146-ft. above ground, 1526-ft. above sea level.

Latitude 32° 27' 49"
Longitude 84° 52' 37"

Transmitter: Buena Vista Rd., approx. 0.2-mi. W of intersection with Moye Rd.

News Service: AP.

Satellite Earth Stations: World Sat, 5-meter; Harris, 3.5-meter.

Network Service: None, independent.

Licensee: Columbus Family Television Inc.

Studio: 6524 Buena Vista Rd., Columbus, Ga. 31907.

Telephone: 404-561-5400.

Mailing Address: Box 12188, Columbus, Ga. 31907.

Ownership: Stephen Kent, pres., 50%; Craig H. Kent, v.p.; Jonathan F. Kent, secy.-treas., 50%. S. Kent has interest in KBSI(TV), Cape Girardeau, Mo.; applicants for LPTV stations in Georgia.

Began Operation: June 17, 1983.

Represented (sales) by Seitel Inc.

Represented (legal) by Seymour M. Chase, P.C.

Represented (engineering) by B. Scott Baxter & Associates.

Personnel:

MICHAEL HOOD, general manager.

KATHY BARKER, program director.

JOHN RODRIGUEZ, sales manager.

Highest 30 Sec. Rate (Oct. 1, 1983): \$200.



WXTX BMPCT-82119KG Granted 12/28/82

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Georgia-Macon

WCWB-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1050-kw max. & 760-kw horizontal visual, 210-kw max. & 152-kw horizontal aural. Antenna: 787-ft. above av. terrain, 893-ft. above ground, 1186-ft. above sea level.

Latitude 32° 45' 12"
Longitude 83° 33' 46"

Transmitter: 4.6-mi. S of Lanier Mts. on W side of U.S. Rte. 23, Swiftcreek Twp., Ga.

News Service: AP.

Network Service: NBC.

Licensee: Morris Network Inc., Box 4328, Macon, Ga. 31208.

Studio: 6525 Ocmulgee Blvd. East, Macon, Ga.

Mailing Address: Box 4328, Macon, Ga. 31208.

Telephone: 912-746-1455. TWX: 810-783-5549.

Ownership: Morris Network Inc., 100%. Officers: Charles H. Morris, chmn.; H. Dean Hinson, pres.; Alden M. Maier, v.p.; Miriam K. Potter, secy. For Morris newspaper holdings, see Newspaper Ownership of TV Stations.

Began Operation: Dec. 19, 1968. Sale to present owner by F. E. Busby, et al., approved by FCC Nov. 30, 1978. Previous sale by WTVY Inc. (Charles Woods) approved by FCC Aug. 9, 1974.

Represented (sales) by Adam Young Inc.; Busby, Finch, Lathom & Widman (Southeast & Southwest).

Represented (legal) by Kenkel & Barnard.

Represented (engineering) by Cohen & Dippell.

Personnel:

CHARLES MORRIS, chairman.

H. DEAN HINSON, president.

AUBREY WOOD, sales manager.

JOE SPEARS, chief engineer.

Highest 30 Sec. Rate (1983): \$300.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Baldwin	10,800	10,500	98
	Bibb	54,800	54,100	99
	Bleckley	3,800	3,700	97
	Crawford	2,500	2,400	96
	Houston	27,400	27,100	99
	Jones	6,000	5,900	98
	Laurens	13,200	12,800	97
	Peach	6,800	6,700	99
	Pulaski	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Twiggs	3,100	3,000	97
	Washington	6,400	6,100	96
	Wilkinson	3,400	3,300	97
Between 25-49%	GEORGIA			
	Dodge	6,200	6,000	98
	Johnson	3,200	3,100	97
	Macon	4,800	4,600	97
Putnam	3,700	3,600	97	
Between 5-24%	GEORGIA			
	Crisp	7,000	6,800	97
	Dooley	3,800	3,700	97
	Lamar	4,300	4,200	98
	Monroe	5,100	5,000	98
	Rockdale	13,100	12,900	98
	Taylor	2,700	2,600	96
Telfair	4,200	4,000	96	
Wheeler	1,900	1,800	95	
Station Totals		201,500	197,100	97
Net Weekly Circulation (1983)			116,900	
Average Daily Circulation (1983)			60,500	

Georgia-Macon

WGXA

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1290-kw max. & 646-kw horizontal visual, 304-kw max. & 126-kw horizontal aural. Antenna: 800-ft. above av. terrain, 895-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 08"
Longitude 83° 33' 39"

Transmitter: U.S. 23-129 S, 7-mi. from Macon city limits.

News Service: AP.

Network Service: ABC.

Licensee: Russell-Rowe Communications Inc.

Studio: 599 Broadway, Macon, Ga.

Mailing Address: Box 340, Macon, Ga. 31297.

Telephone: 912-745-2424. TWX: 810-783-5541.

Ownership: Herman J. Russell, chmn., 51%; Donald E. Heald, pres., 8%; Martin Seretean, v.p., 31%; James W. Coclin v.p., 10%; Prentiss Q. Yancey Jr., secy.

Began Operation: April 21, 1982.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Palmer A. Greer.

Personnel:

KENNETH GERDES, general manager.

JIM WILCOX, general sales manager.

DALE STAFFORD, operations manager.

RICHARD BLANTON, chief engineer.

RON WILDMAN, news director.

TONY WILLIAMS, promotion manager.

KENNY CALDWELL, local sales manager.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Bibb	54,800	54,100	99
	Bleckley	3,800	3,700	97
	Houston	27,400	27,100	99
	Jones	6,000	5,900	98
	Laurens	13,200	12,800	97
	Peach	6,800	6,700	99
	Pulaski	3,300	3,200	97
	Twiggs	3,100	3,000	97
	Wilkinson	3,400	3,300	97
Between 25-49%	GEORGIA			
	Baldwin	10,800	10,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Crawford	2,500	2,400	96
	Dodge	6,200	6,000	98
	Johnson	3,200	3,100	97
	Monroe	5,100	5,000	98
Telfair	4,200	4,000	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Ben Hill	6,100	5,900	97
	Dooly	3,800	3,700	97
	Hancock	2,800	2,700	96
	Lamar	4,300	4,200	98
	Macon	4,800	4,600	97
	Putnam	3,700	3,600	97
	Schley	1,100	1,100	100
	Taylor	2,700	2,600	96
	Washington	6,400	6,100	96
	Wheeler	1,900	1,800	95
Wilcox	2,700	2,600	96	

Station Totals	194,100	189,700	97
Net Weekly Circulation (1983)			92,100
Average Daily Circulation (1983)			48,200

Georgia-Macon

WMAZ-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 785-ft. above av. terrain, 891-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 09"
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of Macon.

News Service: AP.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

FM Affiliate: WMAZ-FM, 100-kw, 99.1 MHz (No. 256), 660-ft. (ABC).

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: CBS.

Licensee: Multimedia Inc., Box 2760, Greenville, S.C. 29602.

Studio: 1314 Gray Highway 31211.

Mailing Address: Box 5008, Macon, Ga. 31213.

Telephone: 912-743-1313. TWX: 912-788-2713.

Ownership: Multimedia Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 27, 1953. Transfer to Multimedia Inc. granted by FCC Sept. 22, 1967. Previous sale to Southeastern Bcstg. Corp. by George P. Rankin Jr. and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:2, 11).

Represented (sales) by Katz Television.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- DON MCGUIRK, vice president & general manager.
- ELMO SIMMONS, general sales manager.
- JIM ARNOLD, program director.
- LACY WORRELL, director of engineering.
- SYDNEY THUM, traffic manager.
- WILLIAM TRIBBLE, news director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate (July 25, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$1035.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Baldwin	10,800	10,500	98
	Ben Hill	6,100	5,900	97
	Bibb	54,800	54,100	99
	Bleckley	3,800	3,700	97
	Crawford	2,500	2,400	96
	Dodge	6,200	6,000	98
	Dooly	3,800	3,700	97
	Hancock	2,800	2,700	96
	Houston	27,400	27,100	99
	Johnson	3,200	3,100	97
	Jones	6,000	5,900	98
	Lamar	4,300	4,200	98
	Laurens	13,200	12,800	97
	Macon	4,800	4,600	97
Monroe	5,100	5,000	98	



WMAZ-TV BPCT-3557 Granted 6/17/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Peach	6,800	6,700	99
	Pulaski	3,300	3,200	97
	Telfair	4,200	4,000	96
	Treutlen	2,100	2,000	95
	Twiggs	3,100	3,000	97
	Washington	6,400	6,100	96
	Wheeler	1,900	1,800	95
	Wilcox	2,700	2,600	96
	Wilkinson	3,400	3,300	97

GEORGIA				
Between 25-49%	State County	Total Households	TV Households	%
Between 25-49%	Crisp	7,000	6,800	97
	Jasper	2,800	2,700	96
	Putnam	3,700	3,600	97
	Sumter	9,900	9,600	97
	Taylor	2,700	2,600	96
	Toombs	8,400	8,100	96
Upson	9,500	9,300	98	

GEORGIA				
Between 5-24%	State County	Total Households	TV Households	%
Between 5-24%	Appling	5,400	5,200	96
	Butts	4,300	4,200	98
	Elbert	7,000	6,900	99
	Irwin	3,300	3,200	97
	Jackson	9,100	9,000	98
	Montgomery	2,400	2,300	96
	Schley	1,100	1,100	100

Station Totals	265,300	259,000	97
Net Weekly Circulation (1983)		184,000	
Average Daily Circulation (1983)		127,100	

Georgia-Savannah

WJCL

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1910-kw max. & 891-kw horizontal visual, 53.7-kw aural. Antenna: 1430-ft. above av. terrain, 1478-ft. above ground, 1496-ft. above sea level.

Latitude 32° 03' 30"
Longitude 81° 20' 20"

Transmitter: State Hwy. 204, approx. 15-mi. W of Savannah.

News Services: AP, CNN, NBC.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: NBC.

Licensee: Lewis Bcstg. Corp., 10001 Abercorn St. Extension, Savannah 31406.

Studio: 10001 Abercorn St. Extension. Telephone: 912-925-0022.

Mailing Address: Box 13646, Savannah 31406.

Ownership: J. C. Lewis Jr., pres.-treas. and family, 100%. Lewis also owns WLTX(TV), Columbia, S.C.; WLTZ(TV), Columbus, Ga.

Began Operation: July 18, 1970.

Represented (sales) by Seltel Inc.; Busby, Finch, Lathom & Widman (South).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

Personnel:

J. FRED PIERCE, exec. vice president & general manager.

CHRISTOPHER A. BARBIERI, v.p., sales & programming.

WALLACE TIDWELL, chief engineer.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	5,400	5,200	96
	Bacon	3,400	3,300	97
	Bryan	3,500	3,400	97
	Bulloch	11,800	11,600	98
	Candler	2,800	2,700	96
	Chatham	74,800	73,900	99
	Effingham	6,500	6,400	98
	Evans	3,100	3,000	97
	Glynn	21,100	20,800	99
	Liberty	11,000	10,800	98
	Long	1,800	1,700	97
	Mc Intosh	2,900	2,800	96
	Montgomery	2,400	2,300	96
Tattnall	5,900	5,800	98	
Toombs	8,400	8,100	96	



WJCL BMPCT-7072 Granted 10/23/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wayne	7,200	7,100	99
	SOUTH CAROLINA			
	Beaufort	22,200	21,800	98
	Jasper	5,000	4,800	96
Between 25-49%	GEORGIA			
	Jeff Davis	4,200	4,100	98
	Pierce	4,200	4,100	98
	Screven	5,100	4,900	97
Between 5-24%	GEORGIA			
	Brantley	3,200	3,100	97
	Emanuel	7,300	7,100	97
	Jenkins	2,900	2,800	97
	Telfair	4,200	4,000	96
	Treutlen	2,100	2,000	95
	Ware	13,300	13,100	98
Wheeler	1,900	1,800	95	
SOUTH CAROLINA	Hampton	6,400	6,200	97
	Station Totals	254,000	248,700	97
Net Weekly Circulation (1983)			160,700	
Average Daily Circulation (1983)			90,000	

Georgia-Savannah

WSAV-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1532-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 32.0"
Longitude 81° 17' 56.5"

Transmitter: Sawdust Pile & Little Neck Rds., Pooler-Burroughs Div., 12-mi. W of Savannah.

News Service: AP.

Satellite Earth Station: In operation; 6-meter.

Network Service: ABC.

Licensee: News-Press & Gazette Co., 825 Edmond St., Box 29, St. Joseph, Mo. 64502.

Studio: 1430 E. Victory Dr.

Mailing Address: Box 2429, Savannah, Ga. 31402.

Telephone: 912-236-0303. TWX: 810-784-5661.

Ownership: David R. Bradley Jr., pres.-treas., 35.93%; Henry H. Bradley, v.p. 6.73%; David R. Bradley Jr., v.p., 6.73%; Thomas K. Matthews, v.p.; Donald E. Eggebrecht, v.p.-secy., 0.46%; Henry D. Bradley estate, 28.01%; Natalie B. Rae, 5.92%; Margaret B. Eggebrecht, 5.63%; Merrill Chilcote, 2.2%; Harold M. Slater, 1.05%; 37 others, none with as much as 1%. Company publishes St. Joseph News-Press & Gazette and owns KAAL(TV), Austin, Minn.; WJTV, Jackson, Miss. & a cable system in St. Joseph.

Began Operation: Feb. 1, 1956. Sale to present owners by Harben Daniel, et al., approved by FCC Sept. 21, 1976 (Television Digest, Vol. 16:27).

Represented (sales) by Blair Television.

Represented (legal) by Shrinsky, Weitzman & Eisen.

Personnel:

TOM MATTHEWS, vice president & general manager.
RANDY PELTIER, commercial manager.
STEVE BEVERLY, news director.
CURT AVERY, production manager.
BYRON STRONG, chief engineer.
JOE HARTY, promotion director.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	5,400	5,200	96
	Bacon	3,400	3,300	97
	Brantley	3,200	3,100	97
	Bryan	3,500	3,400	97
	Bulloch	11,800	11,600	98
	Candler	2,800	2,700	96
	Chatham	74,800	73,900	99
	Effingham	6,500	6,400	98
	Emanuel	7,300	7,100	97
	Evans	3,100	3,000	97
	Glynn	21,100	20,800	99
	Jeff Davis	4,200	4,100	98
	Liberty	11,000	10,800	98
	Long	1,800	1,700	97



WSAV-TV BPCT-4812 Granted 5/20/75

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mc Intosh	2,900	2,800	96	
	Montgomery	2,400	2,300	96	
	Pierce	4,200	4,100	98	
	Screven	5,100	4,900	97	
	Tattnall	5,900	5,800	98	
	Toombs	8,400	8,100	96	
	Wayne	7,200	7,100	99	
	Wheeler	1,900	1,800	95	
	SOUTH CAROLINA				
	Beaufort	22,200	21,800	98	
Hampton	6,400	6,200	97		
Jasper	5,000	4,800	96		
GEORGIA					
Between 25-49%	Atkinson	2,000	1,900	95	
	Jenkins	2,900	2,800	97	
	Treutlen	2,100	2,000	95	
	Ware	13,300	13,100	98	
SOUTH CAROLINA					
Bamberg	5,900	5,700	97		
GEORGIA					
Between 5-24%	Camden	4,700	4,600	98	
	Coffee	9,400	9,200	97	
	Johnson	3,200	3,100	97	
	Telfair	4,200	4,000	96	
SOUTH CAROLINA					
Allendale	3,700	3,600	97		
Colleton	10,800	10,500	97		
Station Totals		293,700	287,300	97	
Net Weekly Circulation (1983)				209,800	
Average Daily Circulation (1983)				131,700	

Georgia-Savannah

WTOC-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1531-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 14"
Longitude 81° 21' 01"

Transmitter: Fort Argyle Rd., 5.3-mi. NW of I-95, 7.3-mi. SW of Pooler, Ga.

News Service: AP.

Network Service: CBS.

Licensee: American Savannah Bcstg. Co., Box 8086, Savannah, Ga. 31412.

Studio: 516 Abercorn St., Savannah 31401.

Telephone: 912-232-0127. TWX: 810-784-5619.

Ownership: American Family Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 14, 1954. Sale to present owner by William T. Knight Jr., et al., approved by FCC Aug. 8, 1979.

Represented (sales) by Katz Television.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

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

Personnel:

JESSE E. MOONEY JR., vice president & general manager.

HOWARD MEAGLE, operations manager.

RONALD E. WINDERS, general sales manager.

LaVAUGHAN THOMPSON, chief engineer.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	5,400	5,200	96
	Bacon	3,400	3,300	97
	Brantley	3,200	3,100	97
	Bryan	3,500	3,400	97
	Bulloch	11,800	11,600	98
	Candler	2,800	2,700	96
	Chatham	74,800	73,900	99
	Effingham	6,500	6,400	98
	Emanuel	7,300	7,100	97
	Evans	3,100	3,000	97
	Glynn	21,100	20,800	99
	Jeff Davis	4,200	4,100	98
	Liberty	11,000	10,800	98
	Long	1,800	1,700	97
	Mc Intosh	2,900	2,800	96
	Montgomery	2,400	2,300	96
Pierce	4,200	4,100	98	
Scriven	5,100	4,900	97	
Tattnall	5,900	5,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Toombs	8,400	8,100	96
	Treutlen	2,100	2,000	95
	Ware	13,300	13,100	98
	Wayne	7,200	7,100	99
	Wheeler	1,900	1,800	95
SOUTH CAROLINA				
	Beaufort	22,200	21,800	98
	Hampton	6,400	6,200	97
	Jasper	5,000	4,800	96
Between 25-49%	GEORGIA			
	Coffee	9,400	9,200	97
SOUTH CAROLINA				
	Allendale	3,700	3,600	97
Between 5-24%	GEORGIA			
	Camden	4,700	4,600	98
	Jenkins	2,900	2,800	97
	Johnson	3,200	3,100	97
	Telfair	4,200	4,000	96
SOUTH CAROLINA				
	Bamberg	5,900	5,700	97
	Colleton	10,800	10,500	97
Station Totals		291,700	285,400	97
Net Weekly Circulation (1983)			213,700	
Average Daily Circulation (1983)			144,400	

Georgia-Valdosta

WVGA

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1290-kw max. & 813-kw horizontal visual, 162-kw horizontal aural. Antenna: 920-ft. above av. terrain, 950-ft. above ground, 1177-ft. above sea level.

Latitude 31° 10' 18"
Longitude 83° 21' 57"

Transmitter: 1.1-mi. SE of Barnesdale, 1.9-mi. N of Rte. 76, 4.5-mi. E of Sparks, Ga.

News Service: AP.

Network Service: ABC.

Licensee: Hi Ho Television of Valdosta Inc., Box 1588, Valdosta, Ga. 31601.

Studio: 275 Norman Dr., Valdosta, Ga. 31601.

Telephone: 912-242-4444.

Ownership: F. Francis D'Addario, pres.-treas., 50%; Benton Barry, 30%; Lawrence Schwartz, v.p.-secy.; Multicor Ltd., 20%. For other interests, see Hi Ho Bcstg. in Group Ownership of TV Stations.

Began Operation: Dec. 24, 1980.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Art Peters.

Personnel:

JOSEPH BUERRY, general manager & sales manager.

KAREN EVANS, traffic manager.

DANNY ROSS, chief engineer.

JANE NICHOLS, news director.

Highest 30 Sec. Rate (Feb. 1, 1981): \$90.

NETWORK BASE HOURLY RATE: \$75.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Atkinson	2,000	1,900	95
	Berrien	4,900	4,700	97
	Coffee	9,400	9,200	97
	Cook	4,800	4,700	98
	Echols	900	900	100
	Irwin	3,300	3,200	97
	Lanier	2,100	2,000	95
	Lowndes	24,300	23,700	98
	Tift	11,500	11,200	97



WVGA BMPCT-800102KF Granted 10/20/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA				
Between 25-49%	Ben Hill	6,100	5,900	97
	Brooks	5,300	5,200	98
	Clinch	2,300	2,200	96
	Colquitt	12,900	12,700	98
FLORIDA				
Between 5-24%	Hamilton	3,200	3,100	97
	Madison	5,100	4,900	96
GEORGIA				
Station Totals	Telfair	4,200	4,000	96
	Turner	3,100	3,000	97
	Worth	6,100	6,000	98
	Net Weekly Circulation (1983)		111,500	108,500
Average Daily Circulation (1983)				56,100
				25,900

WAGA-TV, Atlanta

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Calhoun	41,700	41,300	99
	GEORGIA			
	Franklin	5,700	5,600	98
	Hancock	2,800	2,700	96
	Jones	6,000	5,900	98
	Stephens	8,100	7,900	98
	Whitfield	23,900	23,600	99
	NORTH CAROLINA			
	Clay	2,900	2,800	96

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Chambers	14,000	13,800	99
	Clay	4,800	4,700	98
	De Kalb	20,600	20,300	99
GEORGIA				
	Bibb	54,800	54,100	99
	Coffee	9,400	9,200	97
	Colquitt	12,900	12,700	98
	Crawford	2,500	2,400	96
	Crisp	7,000	6,800	97
	Elbert	7,000	6,900	99
	Grady	6,900	6,800	99

(Continued on next page)

Georgia

WAGA-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	GEORGIA—(Continued)				
	Harris	5,700	5,600	98	
	Hart	6,600	6,500	98	
	Houston	27,400	27,100	99	
	Laurens	13,200	12,800	97	
	Lowndes	24,300	23,700	98	
	Macon	4,800	4,600	97	
	Murray	7,300	7,100	98	
	Peach	6,800	6,700	99	
	Talbot	2,100	2,000	95	
	Taliaferro	900	900	100	
	Taylor	2,700	2,600	96	
	Thomas	13,300	13,100	98	
	Washington	6,400	6,100	96	
	Wilkes	3,900	3,800	97	
	NORTH CAROLINA				
	Cherokee	7,300	7,100	97	
Macon	8,200	7,900	96		
TENNESSEE					
Polk	4,900	4,800	98		

WANX-TV, Atlanta

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA—(Continued)			
	Talbot	2,100	2,000	95
	Upton	9,500	9,300	98
	Walker	20,500	20,300	99
	White	3,800	3,700	97
	Whitfield	23,900	23,600	99
	Wilkes	3,900	3,800	97
TENNESSEE				
Hamilton	108,300	107,500	99	

WSB-TV, Atlanta

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA—(Continued)				
	Rockdale	13,100	12,900	98	
	Spalding	17,100	16,900	99	
	Towns	2,300	2,300	100	
	Troup	18,400	18,000	98	
	Union	3,700	3,600	97	
	Upton	9,500	9,300	98	
	Walton	10,900	10,700	98	
	White	3,800	3,700	97	
	ALABAMA				
	Calhoun	41,700	41,300	99	
	Chambers	14,000	13,800	99	
	Etowah	38,300	38,000	99	
	GEORGIA				
	Bibb	54,800	54,100	99	
	Crisp	7,000	6,800	97	
	Franklin	5,700	5,600	98	
	Hancock	2,800	2,700	96	
Murray	7,300	7,100	98		
Stephens	8,100	7,900	98		
Sumter	9,900	9,600	97		
Tift	11,500	11,200	97		
Whitfield	23,900	23,600	99		

WSB-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Clay	2,900	2,800	96
Between 5-24%	ALABAMA			
	Clay	4,800	4,700	98
	De Kalb	20,600	20,300	99
GEORGIA				
Berrien	4,900	4,700	97	
Bleckley	3,800	3,700	97	
Coffee	9,400	9,200	97	
Cook	4,800	4,700	98	
Crawford	2,500	2,400	96	
Elbert	7,000	6,900	99	
Harris	5,700	5,600	98	
Hart	6,600	6,500	98	
Houston	27,400	27,100	99	
Laurens	13,200	12,800	97	
Lowndes	24,300	23,700	98	
Macon	4,800	4,600	97	
Peach	6,800	6,700	99	
Talbot	2,100	2,000	95	
Taliaferro	900	900	100	
Taylor	2,700	2,600	96	
Thomas	13,300	13,100	98	
Washington	6,400	6,100	96	
Wilkinson	3,400	3,300	97	
NORTH CAROLINA				
Cherokee	7,300	7,100	97	
Macon	8,200	7,900	96	
TENNESSEE				
Polk	4,900	4,800	98	

WTVM, Columbus

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Bleckley	3,800	3,700	97
	Coweta	14,200	13,900	98
	Decatur	8,800	8,600	98
	Heard	2,200	2,200	100
	Irwin	3,300	3,200	97
	Jasper	2,800	2,700	96
	Miller	2,700	2,600	96
	Monroe	5,100	5,000	98
	Pike	3,100	3,000	97
	Tift	11,500	11,200	97
	Wilkinson	3,400	3,300	97

WXIA-TV, Atlanta

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Spalding	17,100	16,900	99
	Towns	2,300	2,300	100
	Troup	18,400	18,000	98
	Upton	9,500	9,300	98
	Walton	10,900	10,700	98
White	3,800	3,700	97	

Georgia

WXIA-TV, Atlanta

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Calhoun	41,700	41,300	99
	Cherokee	6,800	6,700	99
	Randolph	7,300	7,200	99
	GEORGIA			
	Baldwin	10,800	10,500	98
	Ben Hill	6,100	5,900	97
	Gordon	11,000	10,800	99
	Hancock	2,800	2,700	96
	Houston	27,400	27,100	99
	Jones	6,000	5,900	98
	Laurens	13,200	12,800	97
	Rabun	4,200	4,100	98
	Stephens	8,100	7,900	98
	Telfair	4,200	4,000	96
	Toombs	8,400	8,100	96
	Union	3,700	3,600	97
	Whitfield	23,900	23,600	99
	NORTH CAROLINA			
	Clay	2,900	2,800	96
Between 5-24%	ALABAMA			
	Chambers	14,000	13,800	99
	Clay	4,800	4,700	98
	De Kalb	20,600	20,300	99
	Lee	29,200	28,800	98
	FLORIDA			
	Leon	60,200	59,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Bibb	54,800	54,100	99
	Bleckley	3,800	3,700	97
	Coffee	9,400	9,200	97
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
	Crisp	7,000	6,800	97
	Dodge	6,200	6,000	98
	Elbert	7,000	6,900	99
	Fannin	5,800	5,700	98
	Franklin	5,700	5,600	98
	Grady	6,900	6,800	99
	Harris	5,700	5,600	98
	Hart	6,600	6,500	98
	Jeff Davis	4,200	4,100	98
	Johnson	3,200	3,100	97
	Lowndes	24,300	23,700	98
	Madison	6,600	6,500	98
	Murray	7,300	7,100	98
	Peach	6,800	6,700	99
	Pulaski	3,300	3,200	97
	Sumter	9,900	9,600	97
	Talbot	2,100	2,000	95
	Thomas	13,300	13,100	98
	Tift	11,500	11,200	97
	Wilkes	3,900	3,800	97
	Wilkinson	3,400	3,300	97
	NORTH CAROLINA			
	Cherokee	7,300	7,100	97
	Macon	8,200	7,900	96

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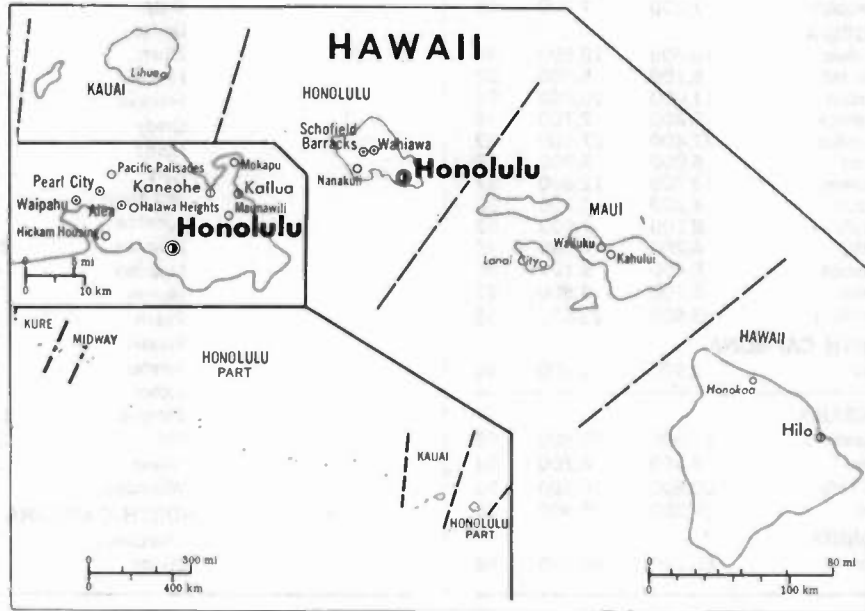
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Hawaii Station Status as of October 1, 1983

Commercial Television Stations
Educational Television Stations

VHF	UHF	TOTAL
11	1	12
2	0	2
		<u>14</u>

Hilo, Hawaii	•	•	•	•	•	KGMD-TV (9), KHAW-TV (11), KHVO (13)
Honolulu, Hawaii	•	•	•	•	•	KGMB (9), KHON-TV (2), KIKU-TV (13), KITV (4), KSHO (26)
Wailuku, Hawaii	•	•	•	•	•	KAIH-TV (7), KGMV (3), KMAU (12)

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Hawaii-Hilo

KGMD-TV

Ch. 9

(Satellite of KGMB, Honolulu)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 9.68-kw visual, 1.71-kw aural. Antenna: Minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude 19° 43' 00"
Longitude 155° 08' 13"

Transmitter: 58 Manaolana Pl.

Network Service: CBS.

Licensee: Heftel Broadcasting Corp., 1599 Kapiolani Blvd., Honolulu, Hawaii 96814.

Telephones: 808-949-6131, Honolulu; 808-935-6221, Hilo.

Studio: 58 Manaolana Place, Hilo, Hawaii 96720.

Ownership: Heftel Bcstg. Corp., 100%. For other Heftel interests, see KGMV, Wailuku, Hawaii.

Began Operation: May 15, 1955.

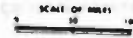
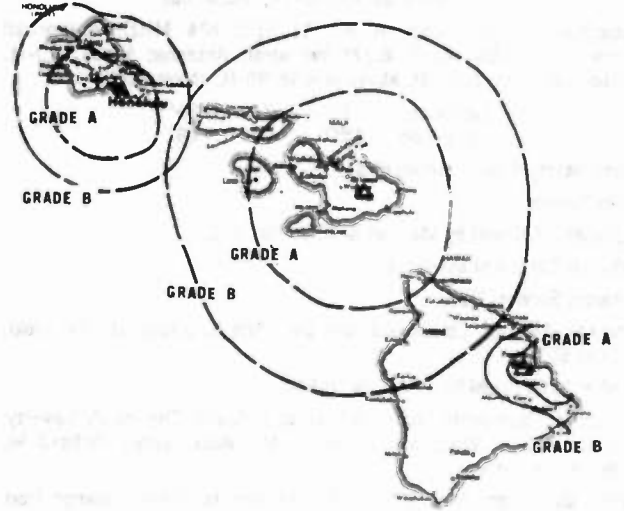
Personnel:

EARL McDANIEL, vice president.

Rates: Sold in combination with KGMB, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KGMB, Honolulu.

Public/Educational Station Directory
follows Commercial Stations



KGMD-TV BPCT-4894 Granted 1/5/76

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Hawaii-Hilo

KHAW-TV

Ch. 11

(Satellite of KHON-TV, Honolulu)

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 2.09-kw visual, 0.275-kw aural. Antenna: Minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 56"
Longitude 155° 04' 09"

Transmitter: Naniloa Hotel, Hilo.

News Service: AP.

Represented (legal) by Marmet & McCombs, P.C.

Arbitron Data: Not available.

Network Service: NBC.

Licensee: Simpson Communications Inc., 505 E. Girard St., Indianola, Iowa 50125.

Studio: 1170 Auahi St., Honolulu 96814.

Ownership: Non-profit, non-stock corp. Officers: Charles O. Laverty, pres.; Joseph Walt, v.p.; Barbara M. Mack, secy.; Richard W. Buxton, v.p.-treas.

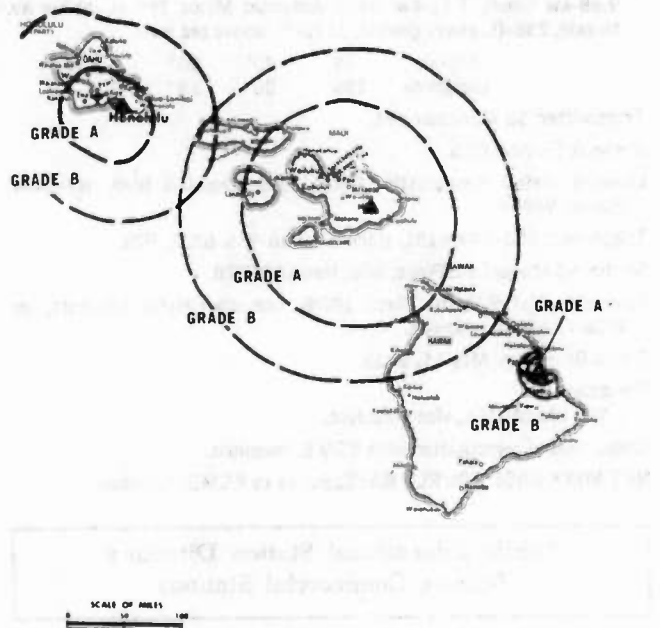
Began Operation: Nov. 27, 1961. Transfer to present owner from McCoy Bcstg. approved by FCC March 8, 1979.

Represented (sales) by Blair Television.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold in combination with KHON-TV, Honolulu and KAIH-TV, Wailuku and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.



KHAW-TV BPCT-3246 Granted 10/17/63

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Hawaii-Hilo

KHVO

Ch. 13
(Satellite of KITV, Honolulu)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: Minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 57"
Longitude 155° 04' 04"

Transmitter: Naniloa Hotel, Hilo, Hawaii.

Network Service: ABC.

Licensee: Western Telestations Inc., Naniloa Hotel, Hilo, Hawaii.

Studio: Naniloa Hotel, Hilo, Hawaii.

Telephone: 808-935-8289, Hilo.

Ownership: See KITV, Honolulu.

Began Operation: May 15, 1960.

Represented (sales) by Seltel Inc.

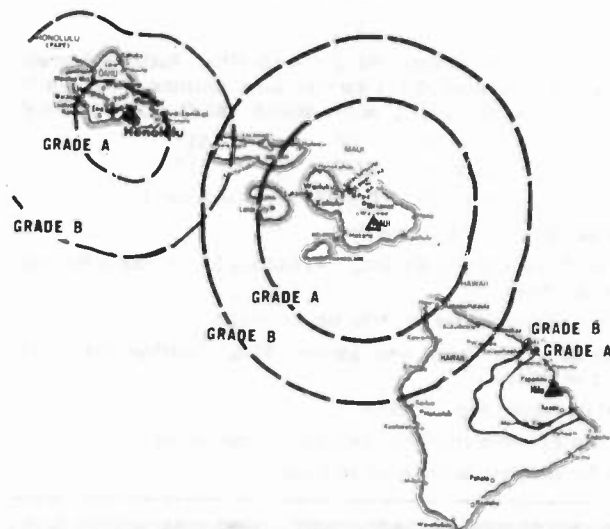
Personnel:

See KITV, Honolulu.

Rates: Sold in combination with KITV, Honolulu.

NETWORK BASE HOURLY RATE: Included with KITV Honolulu.

**For Low-Power TV Stations
Consult Index**



KHVO BPCT-3077 Granted 9/6/62

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Hawaii-Hilo

KOHA-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 2.310-kw max. visual, 0.231-kw max. aural. Antenna: Minus 574-ft. above av. terrain, 142-ft. above ground, 148-ft. above sea level.

Latitude 19° 43' 51"
Longitude 155° 04' 11"

Transmitter: 87 Banyon Court Dr., Hilo Hawaiian Hotel, Hilo.

Network Service: None, independent.

Grantee: Oceanic Bcstg. Co. Inc., 15-2682 Ina St., Hawaiian Beaches, Hawaii 96778.

Studio: 87 Banyon Court Dr., Hilo, Hawaii 96720.

Ownership: C. R. Henry, gen. partner, 51%; Jonathan Starr, gen. partner, 49%.

Began Operation: Aug. 22, 1983.

Represented (engineering) by Edward M. Johnson & Assoc. Inc.

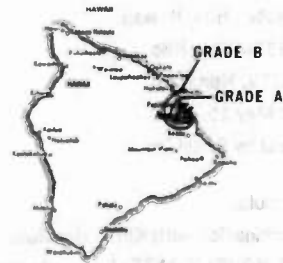
Note: No additional information available.

MALARKEY-TAYLOR ASSOCIATES

Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

Map
Scale
Hilo



SCALE OF MILES
0 50 100

KOHA-TV BMPCT-830316KE Granted 5/27/83

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Hawaii-Honolulu

KGMB

Ch. 9

(Also operates satellite KGMD-TV, Hilo and semi-satellite KMGV, Wailuku, Maui)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 209-kw visual, 29.5-kw aural. Antenna: Minus 170-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude 21° 17' 45.7"
Longitude 157° 50' 35.7"

Transmitter: 1534 Kapiolani Blvd.

News Service: UPI

Satellite Earth Station: Common Carrier, Wold Communications Inc.; Scientific-Atlanta; 10-meter.

Arbitron Data: Not available.

Network Service: CBS.

Licensee: Lee Enterprises Inc., 130 E. 2nd St., Davenport, Iowa 52801.

Studio: 1534 Kapiolani Blvd., Honolulu 96814.

Telephone: 808-944-5200.

Ownership: Lee Enterprises Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% interest to Hialand Development Corp. approved Dec. 3, 1958 by FCC (Television Digest, Vol. 14:40, 41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 (Vol. 15:52). Sale by Honolulu Star-Bulletin approved May 5, 1965 (Vol. 4:42; 5:19). Transfer of control from the Standard Corp. to the Heftels approved Oct. 1, 1972. Sale to present owner by the Heftels approved by FCC Jan. 27, 1977 (Vol. 16:37).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

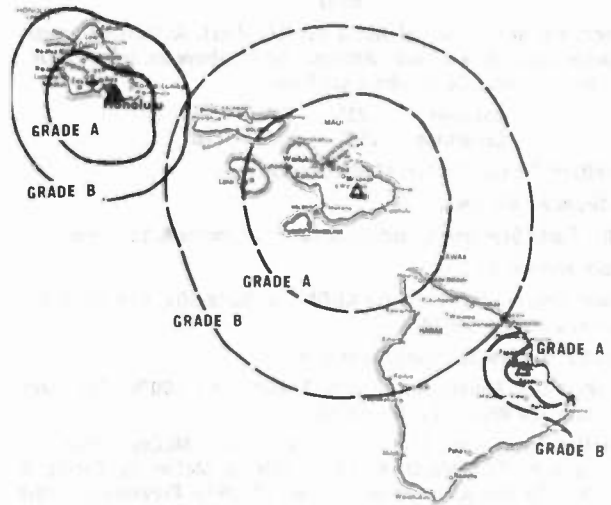
RICHARD A. WEINER general manager.
ED WONG, controller.
RICK BLANGIARDI, general sales manager.
PHIL ARNONE, program director.
JAN STARK, promotion manager.
SHEREL GALLAGHER, manager, production.
ROBERT SEVEY, news director.
JAMES DONEY, director, community affairs/human resources.
ROD SHIMABUKURO, chief engineer.
SHARON KANALEY, national sales manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$800.

Note: Above rates include satellite operation of KGMD-TV, Hilo, KMGV, Wailuku; translators K69BZ, Lihue and K57BI, Waimea.

NETWORK BASE HOURLY RATE: \$700.



KGMB BPCT-3610 Granted 10/19/65

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ARBITRON® RATINGS

Hawaii-Honolulu

KHON-TV

Ch. 2

(Also operates satellites KAIH-TV, Wailuku & KHAW-TV, Hilo)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 60-ft. above av. terrain, 500-ft. above ground, 506-ft. above sea level.

Latitude 21° 17' 39"
Longitude 157° 50' 18"

Transmitter: Century Center, 1750 Kalakaua Ave.

News Services: AP, CNN.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 11-meter.

Network Service: NBC.

Licensee: Western Sun Inc., dba KHON-TV, Suite 501, 615 Piikoi St., Honolulu, Hawaii 96814.

Studio: 1170 Auahi St., Honolulu 96814.

Ownership: Des Moines Register & Tribune Co., 100%. For other interests, see WQAD-TV, Moline, Ill.

Began Operation: Dec. 15, 1952. Merger with McCoy Bcstg. Co. approved by FCC March 8, 1979. Sale to McCoy by Pacific & Southern Co. Inc. approved by FCC Jan. 17, 1973. Previously, merger with Jupiter Bcstg. of Ga., surviving corp., now known as Pacific & Southern Bcstg. Co. Inc., approved Nov. 15, 1967 (Television Digest, Vol. 7:47). Assignment to Pacific & Southern Co. Inc. approved Dec. 15, 1967. Previous sale by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 (Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

Represented (sales) by Blair Television.

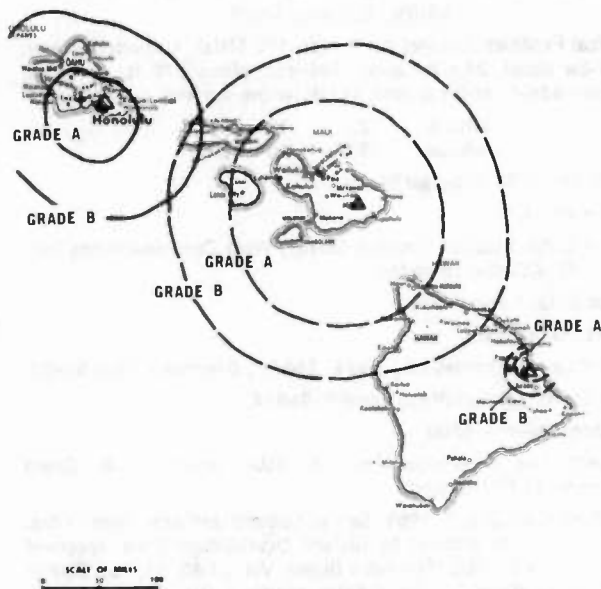
Represented (legal) by Marmet & McCombs, P.C.

Personnel:

WILLIAM L. SNYDER, president & general manager.
WILLIAM D. GAETH, general sales manager.
WALTER ZIMMERMANN, news director.
JACK KELLNER, director, community affairs.
KENNETH R. ERICKSON, director of engineering.
PAUL YAMAMOTO, traffic supervisor.
ALAN L. HOFFMAN, program manager.
SUSAN DRISCOLL LAMAY, promotion director.
O. A. DUFFY, production manager.

Highest 30 Sec. Rate (May 23, 1982): \$1200.

NETWORK BASE HOURLY RATE: \$500.



KHON-TV BPCT-4966 Granted 7/13/77

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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Hawaii-Honolulu

KIKU-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 22-ft. above av. terrain, 500-ft. above ground, 505-ft. above sea level.

Latitude 21° 17' 09"
Longitude 157° 50' 21"

Transmitter: 2005 Kalia Rd., Honolulu.

News Service: UPI.

Satellite Earth Stations: Microdyne, 10-meter; Scientific-Atlanta, 10-meter.

Network Service: None, independent.

Licensee: Mid-Pacific Television Associates, 150-B Puuhale Rd., Honolulu 96819.

Telephone: 808-847-3246.

Ownership: Hawaii-Nippon Communications Inc., 50%; Ten-Tel Assoc. Inc., 30%; Transpacific Television Inc. 20%. Ownership (Hawaii-Nippon Communications): Elliott Cushman, pres., Lawrence Cushman, v.p., & Steven Cushman, secy.-treas., 33.33% each. Elliott Cushman owns 14% of KUAM-TV-AM-FM, Agana, Guam & 100% of Arizona Farmer Ranchman, Phoenix, Ariz. magazine publishing co. Ownership (Ten-Tel Assoc.): Sam N. Okinaga, pres., Clinton I. Shiraishi, v.p., Stanley Y. Mukai, secy., Alvin T. Shim treas. Richard T. Mamiya Chiaki Matsuo Dr. Shigeo Natori, Lawrence N. Okinaga, Walter K. Tagawa & Jack H. Ujlmori, 10% each. Ownership (Transpacific Television): Asahi National Bcstg. Co. Ltd., 100%; Harold H. Kuwahara, pres.-v.p.-secy.-treas. Asahi National Bcstg. & subsidiaries engage in television broadcasting & programming in Japan; have no U.S. business entities & interests.

Began Operation: July 4, 1962. Sale by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967. Sale to present owners by Richard Eaton approved by FCC Nov. 28, 1979.

Represented (sales) by Adam Young Inc.

Represented (legal) by Shrinsky, Weitzman & Eisen.

Represented (engineering) by Hammett & Edison Inc.

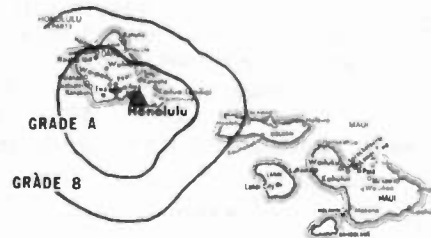
Personnel:

RICHARD SCHALLER, general manager.

GRACE FURUKAWA, assistant to general manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$350.



SCALE OF MILES
0 50 100

KIKU-TV BPCT-810522KH Granted 6/15/81

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Did you read
Television Digest
this week?

Hawaii--Honolulu

KITV

Ch. 4

(Rebroadcast by KMAU, Wailuku & KHVO, Hilo)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 45-ft. above av. terrain, 495-ft. above ground, 500-ft. above sea level.

Latitude 21° 17' 37"
Longitude 157° 50' 34"

Transmitter: Ala Moana Hotel, 410 Atkinson Dr., Honolulu.

News Services: AP, ABC.

Satellite Earth Stations: Andrew; 11-meter.

Network Service: ABC.

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd., Honolulu 96814.

Telephone: 808-537-3991. TWX: KITV 723-8387.

Ownership: Shamrock Holdings Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: April 16, 1954. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Lawrence S. Berger & assoc. approved June 15, 1973 (Television Digest, Vol. 12:47). Sale to Berger group by Kaiser Bcstg. approved Dec. 18, 1964 (Vol. 4:41, 51). Sale to Kaiser by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 (Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46; 12:2).

Represented (sales) by Seltel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

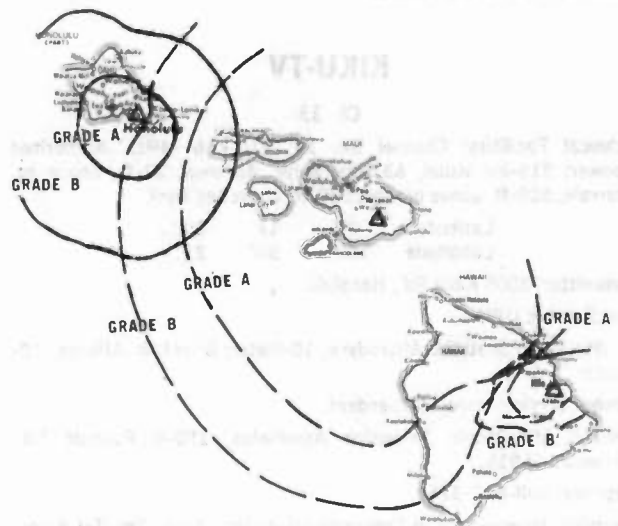
DICK GRIMM, president.
BOB FOX, general manager.
ALVIN CHANG, chief engineer.
MUNEO HAMADA, business manager.
DON ROCKWELL, news director.
LARRY CAZAVAN, program director.
CHARLIE RILEY, production manager.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$500.

Arbitron Data: Not available.



KITV BPCT-4921 Granted 7/2/76

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Heidi Hepburn Jebsen, VP, Small Markets
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Hawaii-Honolulu

KSHO

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 99.3-kw max. visual, 9.93-kw max. aural. Antenna: 2110-ft. above av. terrain, 100-ft. above ground, 2540-ft. above sea level.

Latitude 21° 19' 49.2"
Longitude 157° 45' 24.1"

News Service: UPI.

Network Service: None, independent.

Grantee: Mauna Kea Bcstg. Co., 10880 Wilshire Blvd., Suite 2007, Los Angeles, Cal. 90024.

Studio: 970 N. Kalaheo Ave., Suite C 314, Honolulu, Hawaii 96734.

Telephone: 808-254-5826.

Mailing Address: Box 609, Honolulu, Hawaii 96734.

Ownership: Saul Levine, pres., 80%; F. E. Wilson, v.p., 20%; Anita L. Levine, secy.-treas. S. Levine & Wilson have interest in KKG0(FM), Los Angeles.

Began Operation: Dec. 23, 1982.

Represented (legal) by Cohn & Marks.

Represented (engineering) by John J. Davis.

Personnel:

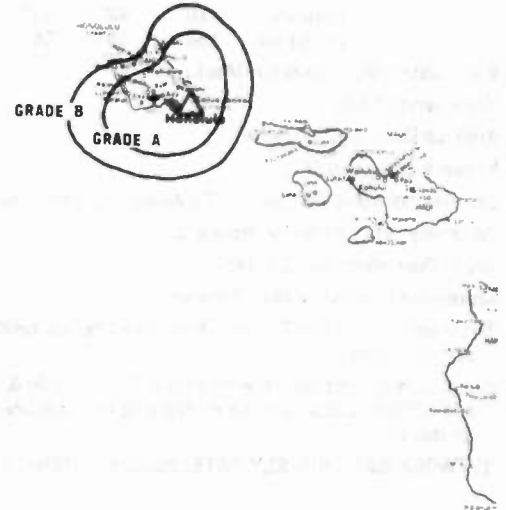
BILL KLINE, general manager.

LINDA MANOWN, sales manager.

ANNE DESCHENE, program director.

JACK HAWKINS, news director.

Rates: Not available.



KSHO BMPCT-820430KJ Granted 5/26/82

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Hawaii-Wailuku

KAIH-TV

Ch. 7

(Satellite of KHON-TV, Honolulu)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 29.8-kw visual, 5.89-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

Latitude 20° 42' 41"
Longitude 156° 15' 26"

Transmitter: Mt. Haleakala, Maui.

News Service: AP.

Arbitron Data: Not available.

Network Service: NBC.

Licensee: Western Sun Inc., 1170 Auahi St., Honolulu, Hawaii 96814.

Ownership: See KHON-TV, Honolulu.

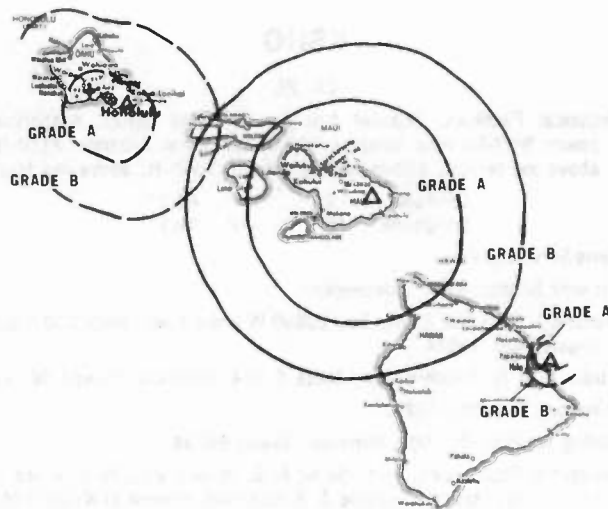
Began Operation: Nov. 19, 1958.

Represented (sales) by Blair Television.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold in combination with KHON-TV, Honolulu & KHAU-TV, Hilo and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.



KAIH-TV BPCT-2906 Granted 10/20/61

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Hawaii-Wailuku

KG MV

Ch. 3

(Satellite of KGMB, Honolulu)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 14.1-kw visual, 2.69-kw aural. Antenna: 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude	20°	42'	41"
Longitude	156°	15'	35"

Transmitter: Mt. Haleakala, Maui.

Licensee: Heftel Broadcasting-Maui, 1599 Kapiolani Blvd., Honolulu, Hawaii 96814.

Ownership: Joyce Heftel, 60%; Cecil Heftel, 40%. Heftel Bcstg. also owns KGMD-TV, Hilo; KSSK(AM), Honolulu; WLUP(FM), Chicago; WIKS(FM), Greenfield, Ind.; KULA(FM), Waipahu, Hawaii; WLLT(FM), Fairfield, Ohio; 10% of WTFM(FM), Lake Success, N.Y.

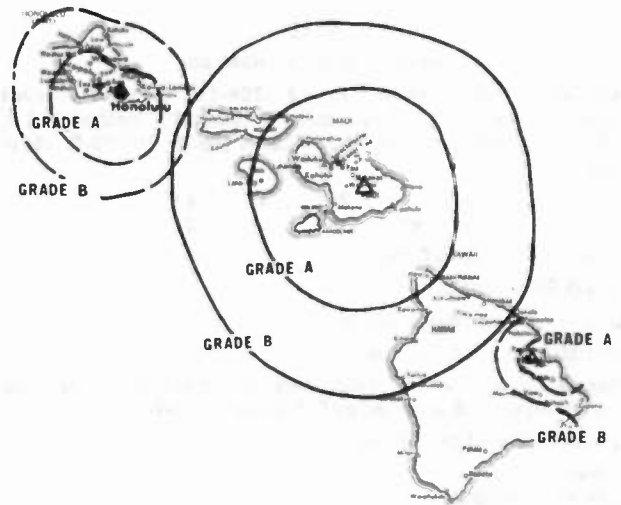
Began Operation: April 24, 1955. Sale to present owners by John S. Young approved by FCC March 7, 1974. Previous sale to Young by Pacific Bcstg. (Glasman interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 (Television Digest, Vol. 4:42; 5:19).

Personnel:

EARL McDANIEL, vice president.

Rates: Sold in combination with KGMB, Honolulu, and latter's other satellite KGMD-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: \$50.



Hawaii-Wailuku

KMAU

Ch. 12
(Satellite of KITV, Honolulu)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 4.36-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.

Latitude 20° 42' 43"
Longitude 156° 15' 26"

Transmitter: Haleakala Crater.

Network Service: ABC.

Licensee: Western Telestations Inc.

Ownership: See KITV, Honolulu.

Began Operation: Dec. 4, 1955. Sale to present owner by Maui Publishing Co. Ltd. approved by FCC March 27, 1978.

Represented (sales) by Seltel Inc.

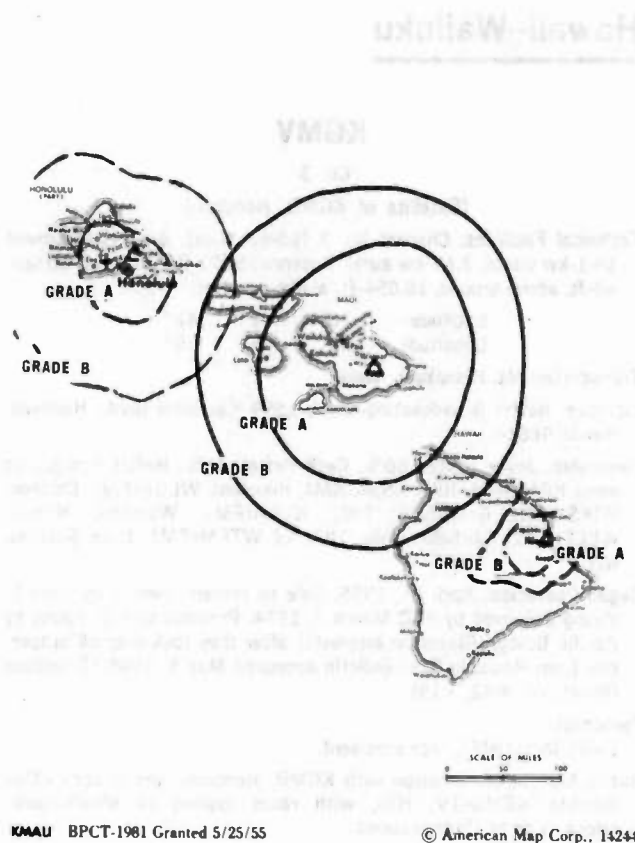
Personnel:

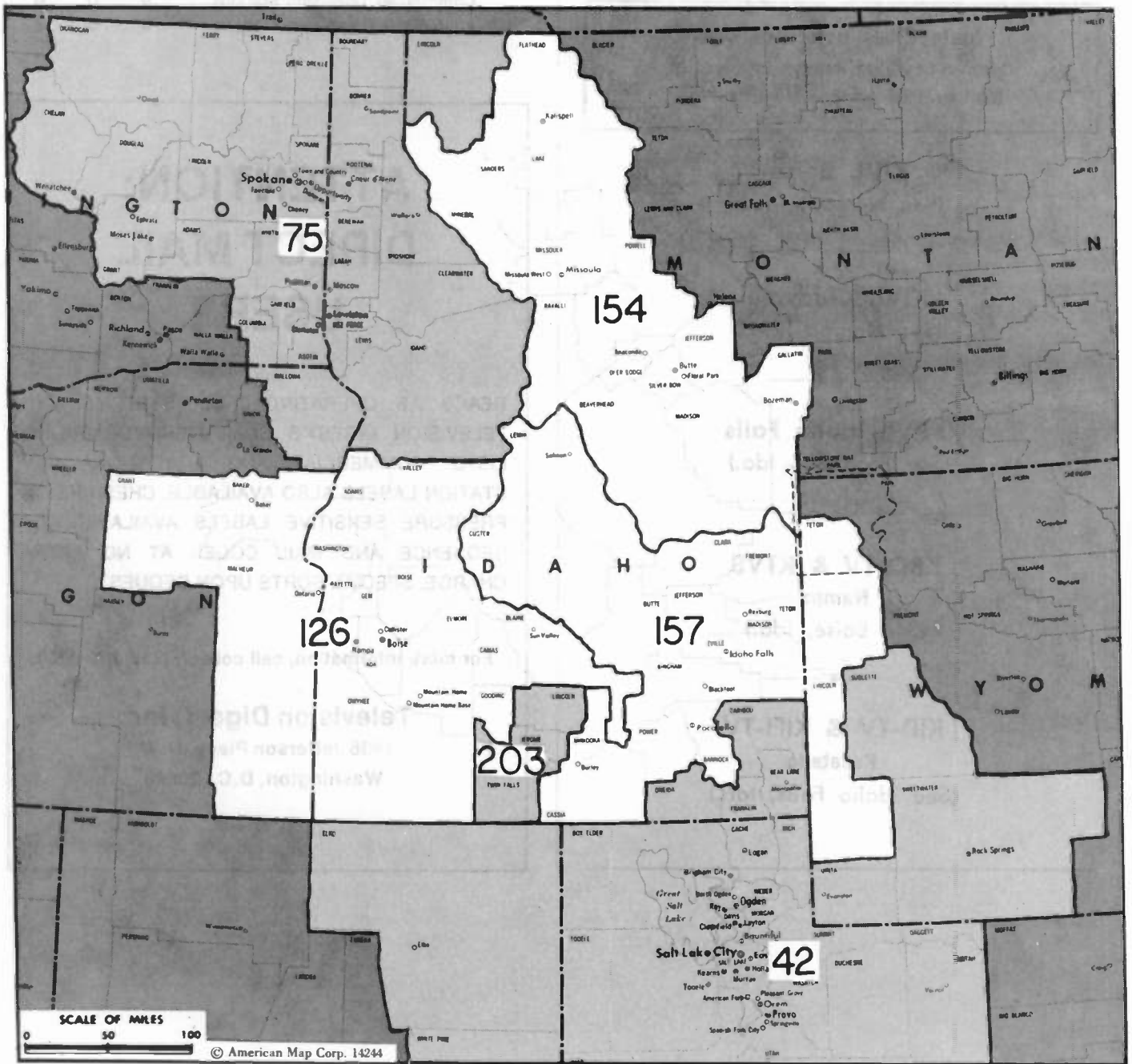
See KITV, Honolulu.

Rates: See KITV, Honolulu.

NETWORK BASE HOURLY RATE: Included with KITV, Honolulu.

**For Translator Stations,
consult Index**





Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, Utah	533,400	42	315,000	41	KSL-TV (5), KSTU (20), KTVX (4), KUTV (2), KYUS-TV (3)
Spokane, Wash.	326,900	75	175,000	77	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Boise, Ida.	158,100	126	94,000	124	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Missoula-Butte, Mont.	116,100	154	55,000	157	KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTVM (6), KXLF-TV (4)
Idaho Falls-Pocatello, Ida.	103,500	157	54,000	158	KID-TV (3), KIFI-TV (8), KPVI (6)
Twin Falls, Ida.	26,700	203	12,000	196	KMVT (11)

Idaho

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KIVI, Boise
(See Nampa, Ida.)

— • —

KIVI, Caldwell
(See Nampa, Ida.)

— • —

KPVI, Idaho Falls
(See Pocatello, Ida.)

— • —

KBCI-TV & KTVB
Nampa
(See Boise, Ida.)

— • —

KID-TV & KIFI-TV
Pocatello
(See Idaho Falls, Ida.)

Idaho Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	3	0	3
			<u>12</u>

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Television Digest, Inc.
1836 Jefferson Place, N.W.
Washington, D.C. 20036

Idaho-Boise

KBCI-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 65-kw visual, 6.9-kw aural. Antenna: 2640-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 17"
Longitude 116° 05' 53"

Transmitter: Deer Point Peak, Shafer Butte.

News Services: AP, UPI.

Network Service: CBS.

Licensee: Eugene Television Inc., Box 2, Boise, Idaho 83707.

Studio: 1007 W. Jefferson St.

Telephone: 208-336-5222. TWX: 910-970-5790.

Mailing Address: Box 2, Boise, Ida. 83707.

Ownership: See KVAL-TV, Eugene, Ore.

Began Operation: Nov. 26, 1953. Sale to present owner by Boise Valley Bcstrs. Inc. approved by FCC Aug. 31, 1976.

Represented (sales) by Katz Television; Art Moore Inc. (Pacific Northwest); John McGulre Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

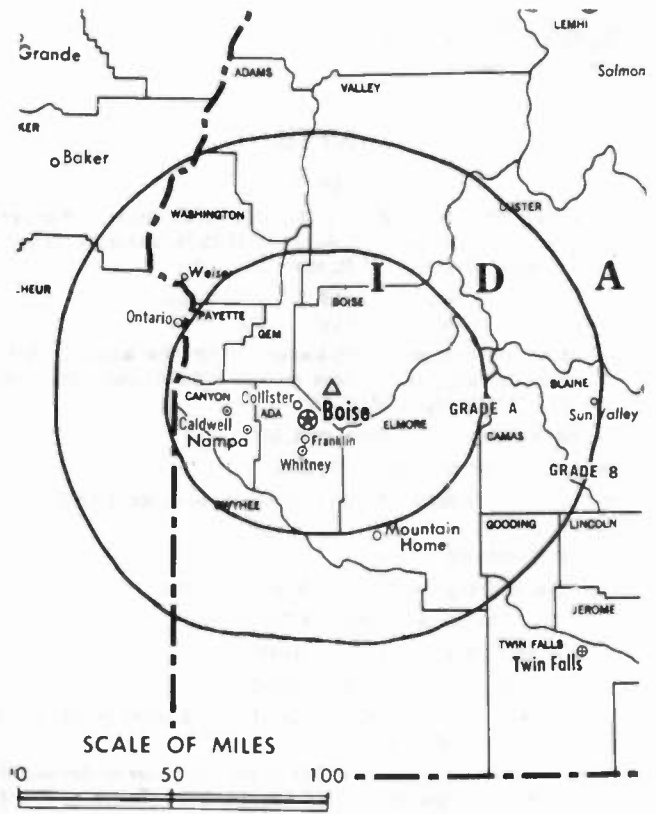
MARY E. MILLER, station manager.
JACK FLYNN, sales manager.
PAUL GREENE, program director.
GRAHAM CROW, news director.
GREG JOHNSON, chief engineer.

Highest 30 Sec. Rate (April 1, 1983): \$400.

NETWORK BASE HOURLY RATE: \$521.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	70,700	69,400	98
	Adams	1,200	1,100	92
	Boise	1,300	1,300	100
	Camas	300	300	100
	Canyon	30,800	30,000	97
	Elmore	7,300	7,200	99
	Gem	4,500	4,400	98
	Gooding	4,600	4,500	98
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
	Twin Falls	20,100	19,800	99
	Valley	2,200	2,100	95
	Washington	3,300	3,200	97
	NEVADA			
	Humboldt	3,700	3,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Grant	3,300	2,900	88
	Harney	3,200	2,900	92
	Malheur	10,000	9,600	96
Between 25-49%	IDAHO			
	Blaine	4,700	4,500	96
	Jerome	5,500	5,400	98
	Lincoln	1,200	1,200	100
	NEVADA			
	Elko	6,800	6,300	93
	OREGON			
	Baker	6,500	6,100	94
Between 5-24%	IDAHO			
	Idaho	5,600	5,300	95
	OREGON			
	Wheeler	600	600	100
Station Totals		206,300	200,400	97
Net Weekly Circulation (1983)				154,400
Average Daily Circulation (1983)				89,600

Idaho-Boise

KTVB

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 158-kw visual, 24-kw aural. Antenna: 2645-ft. above av. terrain, 223-ft. above ground, 7167-ft. above sea level.

Latitude 43° 45' 16"
Longitude 116° 05' 56"

Holds CP for change to 195-kw visual, 32.2-kw aural, 2645-ft. above av. terrain, 226-ft. above ground, 7206-ft. above sea level, lat. 43° 45' 16", long. 116° 05' 56".

Transmitter: TV Lot No. 3, Deer Point, Ida.

News Services: AP, UPI, SAT FAX, CNN.

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

Network Service: NBC.

Licensee: King Bcstg. Co., Box 24525, Seattle, Wash.

Studio: 5407 Fairview Ave., Boise 83704.

Mailing Address: Box 7, Boise, Ida. 83707.

Telephone: 208-375-7277. TWX: 910-970-5779.

Ownership: King Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: July 12, 1953. Sale to present owner by Georgia M. Davidson, et al., approved by FCC Feb. 22, 1980 (Television Digest, Vol. 19:41).

Represented (sales) by Blair Television; Northwest Television Sales (Seattle & Portland).

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

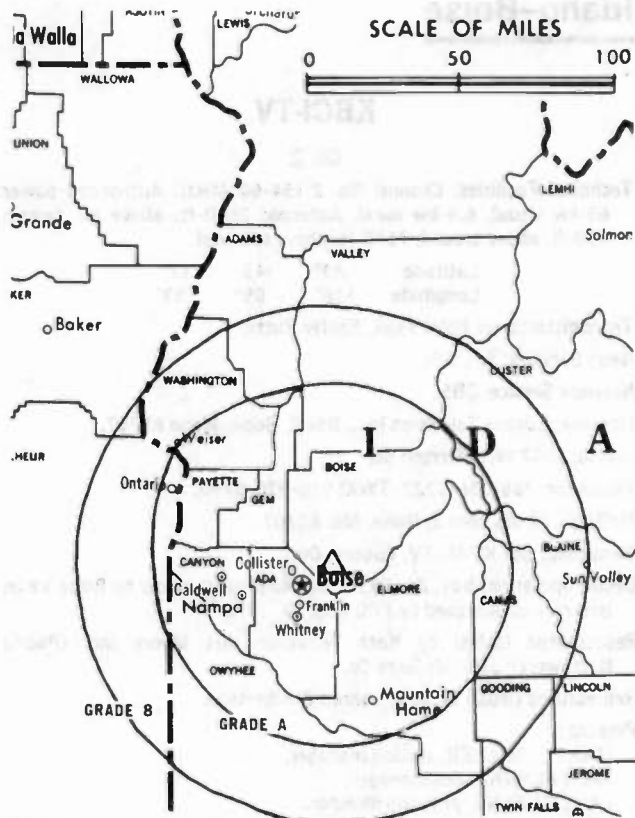
- ANCIL H. PAYNE, president.
- ROBERT E. KRUEGER, vice president & general manager.
- JOHN LEWIS, general sales manager.
- ANNE PEARSON, program director.
- PAM LAWS, promotion director.
- PETER HOEKZEMA, director of engineering.
- PHIL WENSTRAND, news director.

Highest 30 Sec. Rate (May 1, 1983): \$500.

NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	70,700	69,400	98
	Adams	1,200	1,100	92
	Blaine	4,700	4,500	96
	Boise	1,300	1,300	100
	Camas	300	300	100
	Canyon	30,800	30,000	97
	Elmore	7,300	7,200	99
	Gem	4,500	4,400	98
	Gooding	4,600	4,500	98
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
Twin Falls	20,100	19,800	99	
Valley	2,200	2,100	95	



KTVB BPCT-820721KG Granted 8/31/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	3,300	3,200	97
	NEVADA			
	Humboldt	3,700	3,600	97
	OREGON			
	Baker	6,500	6,100	94
	Grant	3,300	2,900	88
	Harney	3,200	2,900	92
	Malheur	10,000	9,600	96
	Union	9,200	8,600	93
	Between 25-49%	IDAHO		
Jerome		5,500	5,400	98
Lincoln		1,200	1,200	100
NEVADA				
Elko	6,800	6,300	93	
Lander	1,700	1,600	94	
Between 5-24%	IDAHO			
	Caribou	3,100	3,000	97
	Idaho	5,600	5,300	95
	NEVADA			
	Eureka	500	400	80
OREGON				
Wheeler	600	600	100	
Station Totals		220,800	214,000	96
Net Weekly Circulation (1983)			171,200	
Average Daily Circulation (1983)			108,800	

Idaho-Idaho Falls-Pocatello-Blackfoot

KIFI-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

Latitude 42° 30' 02"
Longitude 112° 39' 36"

Transmitter: Little Butte Mtn., 32-mi. W of Idaho Falls.

News Services: AP, CNN, NBC.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: NBC.

Licensee; The Post Co., Box 2148, Idaho Falls, Ida. 83401.

Studio: 1915 North Yellowstone Hwy., Idaho Falls.

Telephone: 208-523-1171. TWX: 910-977-5726.

Mailing Address: Box 2148, Idaho Falls, Ida. 83401.

Ownership: James M. Brady, pres., 33.33%; J. Robb Brady, secy.-treas., 33.33%; Rose A. Keller, 33.33%.

Began Operation: Jan. 23, 1961.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Inc. (Denver).

Represented (legal) by Reddy, Begley & Martin.

Represented (engineering) by John H. Mullaney.

Personnel:

J. M. BRADY, general manager.

H. G. HAEFELE, program manager & national sales manager.

CHUCK OUTLAND, Pocatello office manager.

WES PETERBORG, Idaho Falls office manager.

BLAINE PETERSEN, production manager.

CECIL COPE, chief engineer.

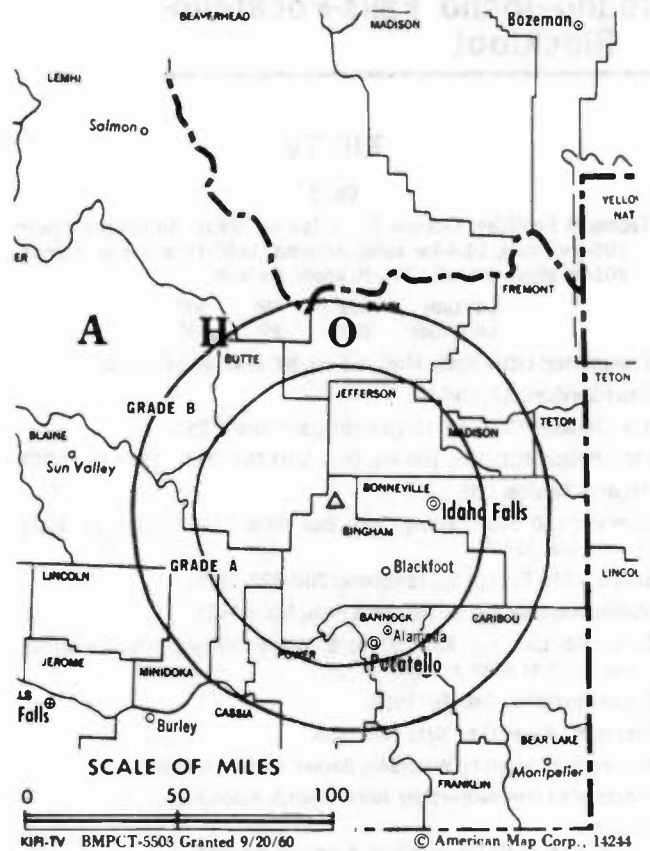
Highest One Hour Rate: \$650.

Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bannock	24,300	23,700	98
	Bingham	11,700	11,500	98
	Bonneville	23,100	22,800	99
	Butte	1,100	1,100	100
	Cassia	6,400	6,300	98
	Clark	300	300	100
	Custer	1,400	1,300	93
	Fremont	3,700	3,600	97
	Jefferson	4,900	4,900	100
	Madison	5,500	5,400	98
	Minidoka	6,800	6,600	97
	Oneida	1,100	1,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Power	2,500	2,400	96
	Teton	900	900	100
	WYOMING			
	Teton	4,500	4,300	96
Between 25-49%	IDAHO			
	Blaine	4,700	4,500	96
	Caribou	3,100	3,000	97
	WYOMING			
	Lincoln	4,300	4,100	95
Between 5-24%	IDAHO			
	Franklin	2,800	2,700	96
	Gem	4,500	4,400	98
	Gooding	4,600	4,500	98
	Jerome	5,500	5,400	98
	Lemhi	3,000	2,800	93
	UTAH			
Box Elder	10,400	10,300	99	
Station Totals		141,100	137,900	97
Net Weekly Circulation (1983)				91,800
Average Daily Circulation (1983)				59,100

Idaho-Lewiston

KLEW-TV

Ch. 3

(Associated with KIMA-TV, Yakima, Wash.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.30-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

News Services: AP, Group W Newsfeed.

Satellite Earth Station: Harris; 7.1-meter.

Network Service: CBS.

Licensee: NWG Broadcasting Co., Box 702, Yakima, Wash. 98907.

Studio: 2626 17th St., Lewiston, Ida. 83501.

Telephone: 208-746-2636.

Ownership: See KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Seltel Inc.; Art Moore Inc. (Pacific Northwest).

Represented (legal) by Pepper & Corazzini.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

GERRY CORNWELL, manager.

MARLIN JACKSON, chief engineer.

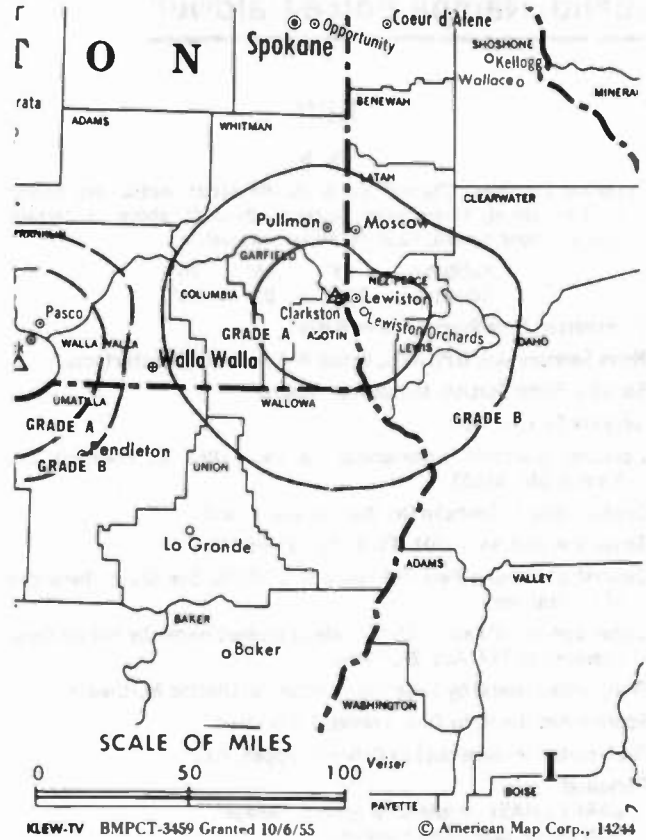
VANESSA GERWELS, news director.

Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$100. Combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Clearwater	3,700	3,600	97
	Latah	11,000	10,600	96
	Nez Perce	13,000	12,700	98
	WASHINGTON			
	Asotin	6,800	6,600	97
	Garfield	1,000	900	90



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IDAHO			
	Idaho	5,600	5,300	95
	Lewis	1,500	1,500	100
	WASHINGTON			
	Whitman	13,800	13,200	96
Between 5-24%	OREGON			
	Morrow	2,900	2,700	93
	Wallowa	3,100	2,900	93
Station Totals		62,400	60,000	96
Net Weekly Circulation (1983)				35,600
Average Daily Circulation (1983)				18,900

Idaho-Nampa-Boise-Caldwell

KIVI

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 2660-ft. above av. terrain, 210-ft. above ground, 7230-ft. above sea level.

Latitude 43° 45' 20"
Longitude 116° 05' 55"

Transmitter: Deer Point, Shaffer Butte.

News Services: AP, UPI, ABC, Group W Newsfeed, Weatherfacts.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: ABC.

Licensee: Sawtooth Communications Inc., 1866 E. Chisholm Dr., Nampa, Ida. 83651.

Studio: 1866 E. Chisholm Dr., Nampa, Ida. 83651.

Telephone: 208-467-3301. TWX: 910-970-5945.

Ownership: Evening Post Publishing Co., 100%. See Group Ownership of TV Stations.

Began Operation: Feb. 1, 1974. Sale to present owner by Futura Corp. approved by FCC Aug. 25, 1981.

Represented (sales) by Seltel Inc.; Tacher Co. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell, P.C.

Personnel:

LARRY CHASE, president & general manager.

DON LONG, operations manager.

REX L. ARTHUR, general sales manager.

KEN RITSHIE, local sales manager.

LINDA LAKY, sales coordinator.

ANDY SUK, chief engineer.

STEVE EYRSE, production manager.

DAN SMEDE, news director.

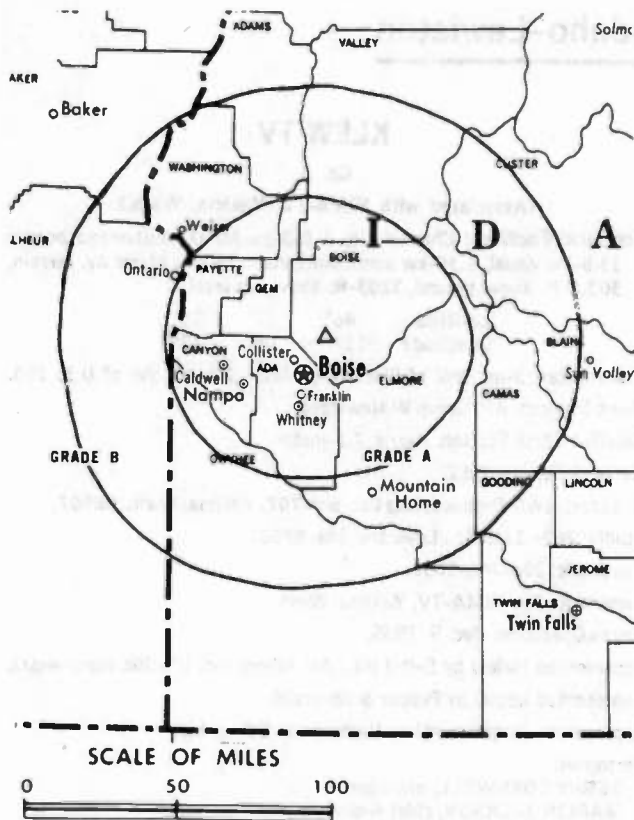
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$325.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	70,700	69,400	98
	Adams	1,200	1,100	92
	Boise	1,300	1,300	100
	Camas	300	300	100
	Canyon	30,800	30,000	97
	Elmore	7,300	7,200	99
	Gem	4,500	4,400	98
	Gooding	4,600	4,500	98
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
	Twin Falls	20,100	19,800	99



KIVI BMPCT-7448 Granted 8/2/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Valley	2,200	2,100	95
	Washington	3,300	3,200	97
	OREGON			
	Grant	3,300	2,900	88
	Malheur	10,000	9,600	96
Between 25-49%	IDAHO			
	Jerome	5,500	5,400	98
	Lincoln	1,200	1,200	100
	OREGON			
	Baker	6,500	6,100	94
	Harney	3,200	2,900	92
Between 5-24%	IDAHO			
	Blaine	4,700	4,500	96
	Butte	1,100	1,100	100
	Caribou	3,100	3,000	97
	Custer	1,400	1,300	93
	NEVADA			
	Elko	6,800	6,300	93
Humboldt	3,700	3,600	97	
Station Totals		205,700	199,900	97
Net Weekly Circulation (1983)			149,800	
Average Daily Circulation (1983)			89,300	

Idaho-Nampa-Boise-Caldwell

KTRV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 178-kw max. & 166-kw horizontal visual, 18.2-kw horizontal aural. Antenna: 2736-ft. above av. terrain, 244-ft. above ground, 7306-ft. above sea level.

Latitude 43° 45' 18"
Longitude 116° 05' 52"

Transmitter: Deer Point Peak, 10.75-mi. NNE of Boise.

News Service: INN.

Satellite Earth Stations: Prodelin; 4.6-meter.

Network Service: None, independent.

Licensee: Peyton Broadcasting Inc., Box 1212, Nampa, Ida. 83651.

Studio: 679 Sixth St., North Extension, Nampa, Ida.

Telephone: 208-466-1200. TWX: 910-970-5748.

Ownership: General partner: Peyton Bcstg. Inc., 51%. John A. Serrao, chmn., 36.3%; Cary D. Jones, pres.-treas., 40.2%; Alice S. Serrao, exec. v.p.-secy., 23.5%. Limited partners: Sherwood Bcstg. Inc., 12%; Boyle Trust & Inv., 5%; Albert M. Austin & Richard D. Austin, Trustees, 3%; Henry Cannon, 4%; Nahum A. Bernstein, 5.56%; Blanche L. Bernstein, 0.319%; George Blinn, 4%; Dr. Phillip M. Colbert, 4%; Michael J. Lambert, 3%; Dr. Bland W. Cannon, 2%; Judge Jacob D. Fuchsberg 3.894%; Martin L. Jaffee, 2.227%.

Began Operation: Oct. 18, 1981.

Represented (sales) by Petry Television Inc.

Represented (legal) by Sanford, Adams, McCullough & Beard.

Represented (engineering) by John Fergie & Associates Inc.

Personnel:

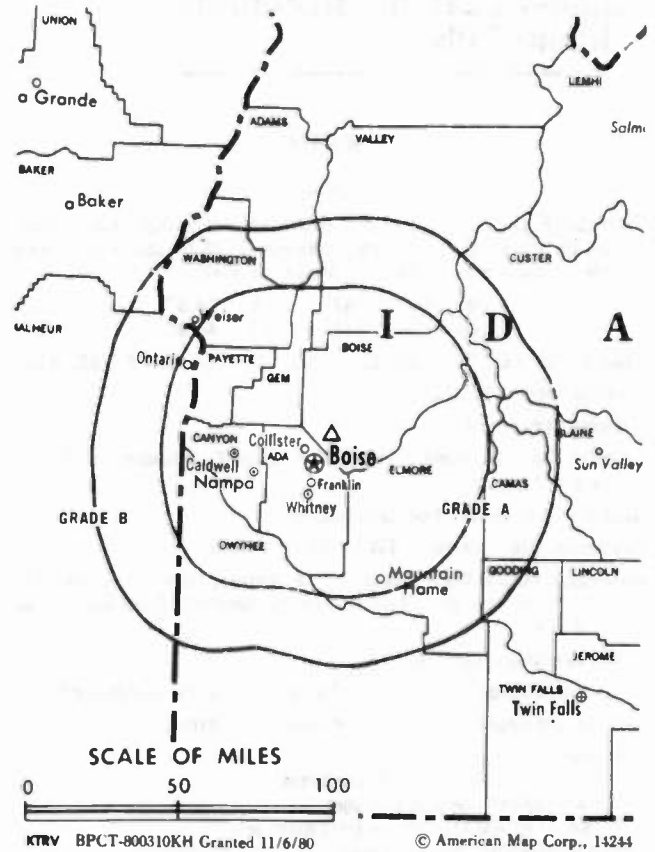
JOHN A. SERRAO, president & general manager.
CARY D. JONES, sr. v.p. & station manager.
CURT BERTSCH, v.p./director of business affairs.
TIM BEVIER, general sales manager.
GAIL BLANCHARD-JONES, dir. of programming & promotion.
FRANCIS WILSON, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	70,700	69,400	98
	Boise	1,300	1,300	100
	Canyon	30,800	30,000	97
	Elmore	7,300	7,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gem	4,500	4,400	98
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
	Washington	3,300	3,200	97
	OREGON	Malheur	10,000	9,600
Between 25-49%	IDAHO			
	Valley	2,200	2,100	95
Between 5-24%	IDAHO			
	Adams	1,200	1,100	92
	Camas	300	300	100
	Twin Falls	20,100	19,800	99
Station Totals		160,600	157,100	97
Net Weekly Circulation (1983)			104,600	
Average Daily Circulation (1983)			54,800	

Idaho--Pocatello-Blackfoot- Idaho Falls

KPVI

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1530-ft. above av. terrain, 619-ft. above ground, 6857-ft. above sea level.

Latitude 42° 55' 14.5"
Longitude 112° 20' 44.0"

Transmitter: SE 1/4 of SW 1/4 of SE 1/2 of Section 3, T6S, R35E.

News Services: AP, UPI.

Network Service: ABC.

Licensee: Futura Communications Corp., 1866 E. Chisholm Dr., Nampa, Ida. 83702.

Studio: 425 E. Center, Pocatello 83201.

Telephone: 208-233-6667. TWX: 910-970-5945.

Ownership: Futura Corp. Robert V. Hansberger, chmn.-pres., 66.41%; Klara K. Hansberger, 12.47%; Roberta Smyth & Carol Hansberger, 10.56% each.

Began Operation: April 26, 1974.

Represented (sales) by Seltel Inc.; Tacher Co. (Pacific Northwest).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT V. HANSBERGER, president.

BRIAN HOGAN, general manager.

DONALD BERMAN, general sales manager.

JEAN MORAND, chief engineer.

JIM SOLLERS, production manager.

GREG LICHT, news director.

RHEA SORMELLIS, national sales manager.

JUDY CLARK, traffic manager.

KATHY GRUMBEIN, program manager.

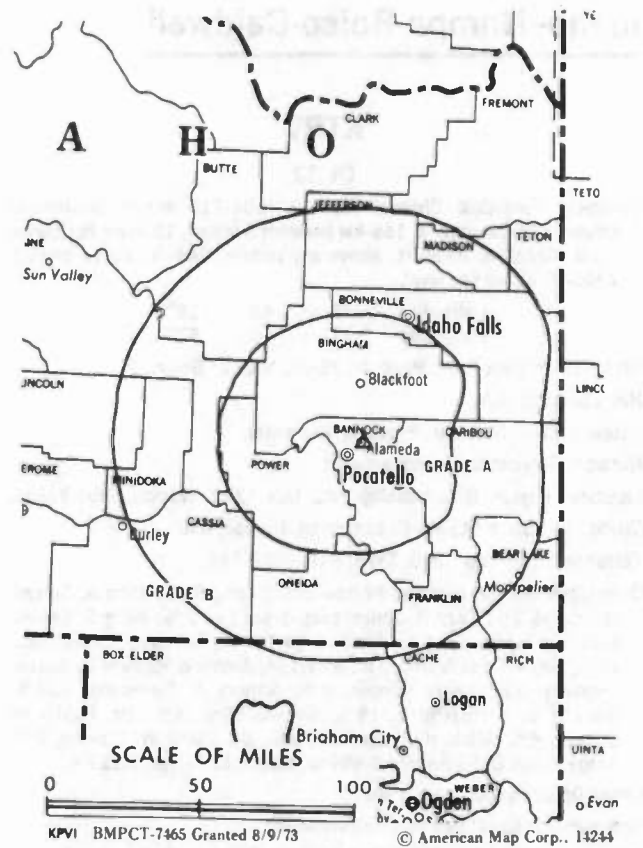
Highest One Hour Rate: \$450.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bannock	24,300	23,700	98
	Bingham	11,700	11,500	98
	Blaine	4,700	4,500	96
	Bonneville	23,100	22,800	99
	Butte	1,100	1,100	100
	Cassia	6,400	6,300	98
	Clark	300	300	100
	Fremont	3,700	3,600	97
	Jefferson	4,900	4,900	100
Madison	5,500	5,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Minidoka	6,800	6,600	97
	Power	2,500	2,400	96
	Teton	900	900	100
Between 25-49%	IDAHO			
	Custer	1,400	1,300	93
Between 5-24%	WYOMING			
	Lincoln	4,300	4,100	95
Between 5-24%	IDAHO			
	Caribou	3,100	3,000	97
	Gem	4,500	4,400	98
	Jerome	5,500	5,400	98
	Lincoln	1,200	1,200	100
Between 5-24%	UTAH			
	Box Elder	10,400	10,300	99
Between 5-24%	WYOMING			
	Teton	4,500	4,300	96
Station Totals		133,700	130,800	97
Net Weekly Circulation (1983)				82,200
Average Daily Circulation (1983)				48,900

Idaho-Twin Falls

KMVT

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 3.8-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Latitude 42° 43' 48"
Longitude 114° 24' 52"

Transmitter: Flat Top Butte, 11-mi. north of city.

News Service: UPI.

Satellite Earth Station: ADM; 6.1-meter.

Network Service: NBC; ABC; CBS.

Licensee: KMVT Bcstg. Inc., Twin Falls 83301.

Studio: Elizabeth Blvd. & Eastland Dr., Twin Falls 83301.

Telephone: 208-733-1280. TWX: 910-977-5716.

Ownership: Western Broadcasting Co. For other interests, see Group Ownership of TV Stations.

Began Operation: May 30, 1955. Sale to present owners by KLIX Corp. (A. L. Glasmann family) approved by FCC Dec. 16, 1970. Previous sale by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 (Television Digest, Vol. 11:31; 12:10).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

EARL E. MORGENROTH, president.
LEE PAUL WAGNER, general manager.
GEORGE BROWN, program director.
DICK CHRISTOPHERSON, operations manager.
BOB THOMAS, sales manager.

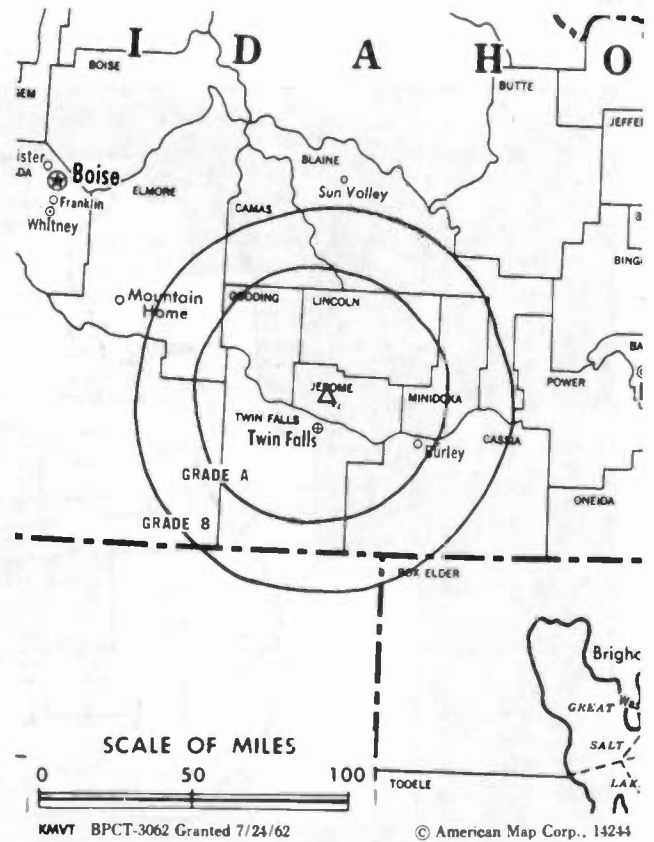
Highest One Hour Rate: \$1400.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$720.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Blaine	4,700	4,500	96
	Camas	300	300	100
	Cassia	6,400	6,300	98
	Gooding	4,600	4,500	98
	Jerome	5,500	5,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	1,200	1,200	100
	Minidoka	6,800	6,600	97
	Twin Falls	20,100	19,800	99
IDAHO				
Between 5-24%	Elmore	7,300	7,200	99
	Franklin	2,800	2,700	96
NEVADA				
	Elko	6,800	6,300	93
	Nye North	1,800	1,700	94
Station Totals		68,300	66,500	97
Net Weekly Circulation (1983)			44,500	
Average Daily Circulation (1983)			28,700	



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Chicago, Ill.	2,999,700	3	1,995,000	3	WBBM-TV (2), WBBS-TV (60), WCFC-TV (38), WCIU-TV (26), WFBN (66), WFLD-TV (32), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (60), WNSN-TV (44), KDNL-TV (30), KMOX-TV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2)
St. Louis, Mo.	1,040,600	18	709,000	13	KFVS-TV (12), KP0B-TV (15), WGEE (13), WDDD-TV (27), WPSD-TV (6), WSIL-TV (3)
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	336,400	72	198,000	69	KFVS-TV (12), KP0B-TV (15), WGEE (13), WDDD-TV (27), WPSD-TV (6), WSIL-TV (3)
Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)	331,200	73	183,000	74	WHBF-TV (4), WOC-TV (6), WQAD-TV (8)
Springfield-Decatur-Champaign, Ill.	329,300	74	198,000	69	WAND (17), WCIA (3), WICD (15), WICS (20), WRSP-TV (55)

Illinois

Market	Abitron ADI TV Households	Rank	Abitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Evansville, Ind.	259,700	88	151,000	86	WEHT (25), WFIE-TV (14), WTVW (7)
Peoria, Ill.	212,200	99	134,000	92	WBLN (43), WEEK-TV (25), WMBD-TV (31), WRAU-TV (19)
Rockford, Ill.	188,100	109	114,000	104	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTV0 (17)
Terre Haute, Ind.	162,900	123	101,000	119	WBAK-TV (38), WTHI-TV (10), WTW0 (2)
Quincy, Ill.-Hannibal, Mo.	117,200	153	70,000	142	KHQA-TV (7), WGEM-TV (10)

Illinois Station Status as of October 1, 1983

Commercial Television Stations
Educational Television Stations

VHF	UHF	TOTAL
11	18	29
3	3	6
		<u>35</u>

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

WICS & WAND, Champaign
(See Springfield & Decatur, Ill.)

WCIA & WICS, Decatur
(See Champaign & Decatur, Ill.)

WIFR-TV, Freeport
(See Rockford, Ill.)

KFVS-TV, Harrisburg
(See Cape Girardeau, Mo.)

WPSD-TV, Harrisburg
(See Paducah, Ky.)

WHBF-TV, Moline
(See Rock Island, Ill.)

KHQA-TV, Quincy
(See Hannibal, Mo.)

WQAD-TV, Rock Island
(See Moline, Ill.)

WOC-TV, Rock Island
(See Davenport, Ia.)

WCIA & WAND, Springfield
(See Champaign & Decatur, Ill.)

WCIA, Urbana
(See Champaign, Ill.)

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Illinois-Aurora

WPWR-TV

Ch. 60

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. & 2032-kw horizontal visual, 500-kw max. & 203-kw horizontal aural. Antenna: 1615-ft. above av. terrain, 1709-ft. above ground, 2304-ft. above sea level.

Latitude 41° 52' 44"
Longitude 87° 38' 10"

Transmitter: Sears Tower, 233 S. Wacker Dr., Chicago.

Satellite Earth Station: Simulstat; 5-meter.

Network Service: None, independent.

Grantee: Metrowest Corp., 3505 N. Ashland Ave., Chicago, Ill. 60657.

Studio: 4255 Westbrook Dr., Aurora, Ill. 60507.

Telephone: 312-993-1100.

Sales Office: 3530 N. Ashland Ave., Chicago, Ill. 60657.

Telephone: 312-975-0400.

Ownership: Newsweb Corp., 90%; Frederick J. Eychaner, pres.-treas.; Elizabeth Hertel, v.p., 5%; Laura Gonzalez-Vera, v.p., 5%; Glenda Manno, secy. Newsweb also owns KTVJ(TV), Boulder, Colo.

Began Operation: April 20, 1982.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by E. Harold Munn Jr. & Associates Inc.; A. D. Ring & Associates.

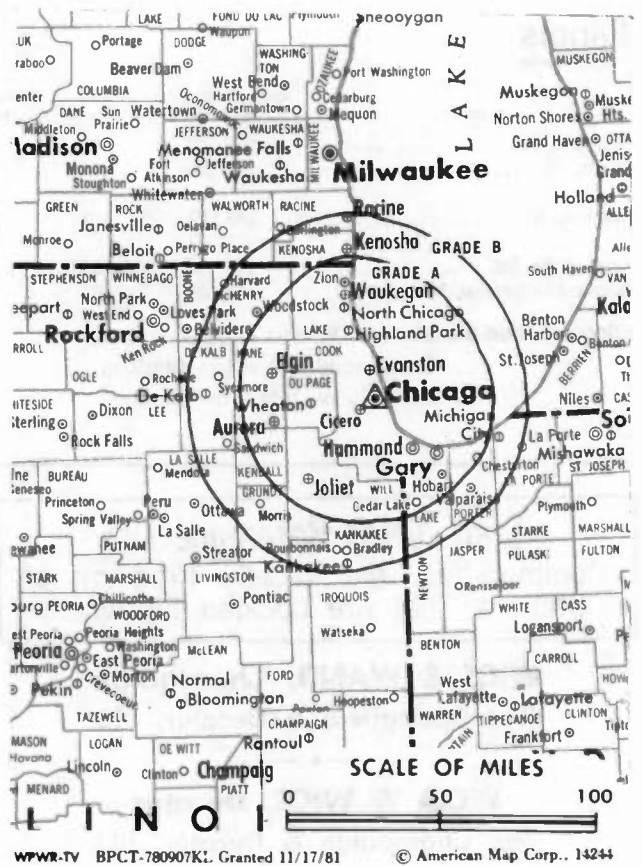
Personnel:

FRED EYCHANER, general manager.
ELIZABETH HERTEL, production director.
LAURA GREENSTEIN, public service manager.
DICK BARNETT, local sales manager.
JAN RATTY, traffic manager.

Note: Channel 60 is shared with HATCO-60, see WBBS-TV, West Chicago (Chicago), Ill. Metrowest operates between 2:30 a.m. & 7 p.m.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
Between 5-24%	Will	111,200	109,900	99
Station Totals		111,200	109,900	98
Net Weekly Circulation (1983)			80,700	
Average Daily Circulation (1983)			23,500	



TARGET/AID

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ARBITRON® RATINGS

Illinois--Bloomington-Normal

WBLN

Ch. 43

Technical Facilities: Channel No. 43 (644-650-MHz). Authorized power: 1200-kw max. & 1070-kw horizontal visual, 200-kw horizontal aural. Antenna: 607-ft. above av. terrain, 570-ft. above ground, 1347-ft. above sea level.

Latitude 40° 38' 45"
Longitude 89° 10' 45"

Transmitter: 1-mi. NW of Congerville.

Network Service: None, independent.

Licensee: Midwest Television Associates.

Studio: 1328 E. Empire, Bloomington, Ill. 61701.

Telephone: 303-662-4373.

Mailing Address: Box 1411, Bloomington, Ill. 61701.

Ownership: WBLN-TV Inc., gen. partner, 25%; James Bliss, Stewart Coddington, Ren Lafferty, Paul Misch & Gus Saari, ltd. partners, 15% each. WBLN-TV ownership: Paul Misch, pres.; Ren Lafferty & Gus Saari, v.p.s; James Bliss, secy.-treas.; Stewart Coddington, asst. treas., 20% each.

Began Operation: Oct. 18, 1982.

Represented (sales) by Unirep Bcstg. Co.

Represented (legal) by Reddy, Begley & Martin.

Represented (engineering) by D. W. Sargent Broadcast Service (Cherry Hill, N.J.).

Personnel:

PAUL MISCH, president.
LARRY HALCOMB, general sales manager.
NORMAN L. BLOCK, chief engineer.
PAUL MATLOCK, operations director.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	De Witt	7,100	7,000	99
	La Salle	41,600	40,700	98
	Logan	11,600	11,300	98



WBLN BPCT-781006KE Granted 12/31/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mc Lean	44,100	43,200	98
	Marshall	5,400	5,300	98
	Mason	7,500	7,400	99
	Peoria	75,600	74,400	98
	Stark	2,700	2,700	100
	Tazewell	48,900	48,200	98
	Woodford	11,800	11,500	97
Station Totals		256,300	251,700	98
Net Weekly Circulation (1983)			31,200	
Average Daily Circulation (1983)			11,500	

Illinois-Champaign

WCIA

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"
Longitude 88° 26' 59"

Transmitter: Seymour, Ill.

News Service: UPI.

Network Service: CBS.

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St., Champaign 61820.

Telephone: 217-356-8333. TWX: 910-245-3315.

Ownership: August C. Meyer Jr., 51.41%; August C. Meyer, 23.17%; Clara R. Meyer, 25.42%. Midwest owns WMBD-TV-AM-FM, Peoria, Ill.; KFMB-TV-AM-FM, San Diego, Cal.

Began Operation: Nov. 14, 1953.

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

AUGUST C. MEYER JR., president.

AUGUST C. MEYER SR., chairman of the board.

CLARA R. MEYER, vice president.

JACK B. EVERETTE, exec. vice president & treasurer.

KAREN H. MEYER, secretary.

GUY MAIN, executive vice president & station manager.

RICHARD L. ADAMS, mgr., informational programming.

JERRY JOHNSON, general sales manager.

LEN DAVIS, national sales manager.

SHEILA HICKMAN, program director & film buyer.

DALE FLEMING, chief engineer.

ED MATHIAS, operations manager.

DAVE SHAUL, news director.

MARY SUE KRUEGER, creative services director.

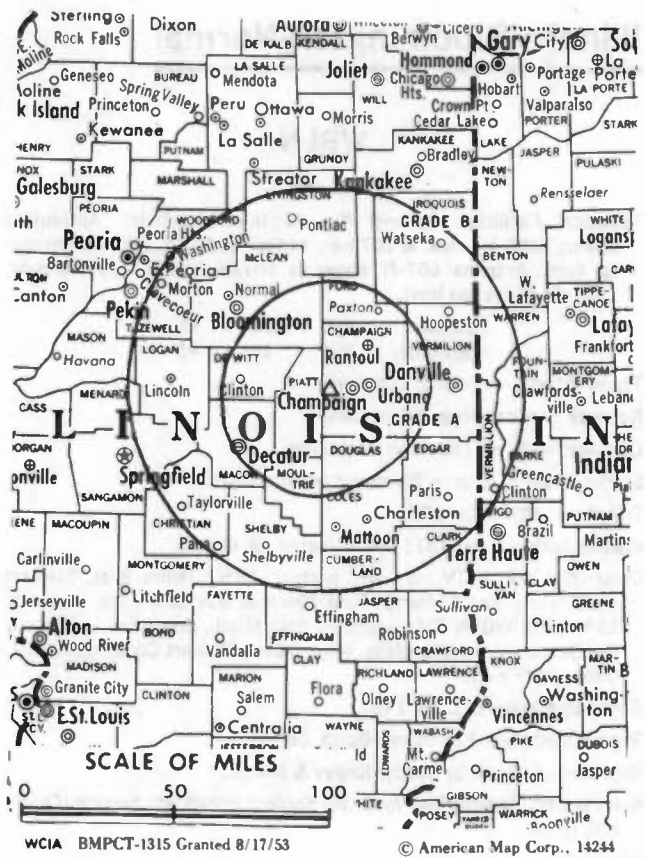
Highest One Hour Rate: \$1850.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Champaign	60,900	59,600	98
	Christian	14,000	13,700	98
	Coles	19,800	19,400	98
	Cumberland	4,300	4,200	98
	De Witt	7,100	7,000	99
	Douglas	7,500	7,400	99
	Edgar	8,600	8,400	98
	Effingham	11,500	11,100	96
	Ford	5,800	5,700	98
	Iroquois	12,400	12,100	98
	Livingston	14,500	14,100	97
	Mc Lean	44,100	43,200	98
	Macon	49,900	49,000	98
	Moultrie	5,400	5,200	96
	Piatt	6,200	6,100	98
	Sangamon	71,600	70,000	98
Shelby	9,000	8,700	97	



WCIA BMPCT-1315 Granted 8/17/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vermilion	36,200	35,500	98
	INDIANA			
	Fountain	7,000	6,900	99
Between 25-49%	ILLINOIS			
	Fayette	8,300	8,000	97
	Logan	11,600	11,300	98
	Menard	4,500	4,400	98
	Richland	7,000	6,800	97
	INDIANA			
	Warren	3,100	3,000	97
Between 5-24%	ILLINOIS			
	Cass	5,800	5,600	97
	Clark	6,800	6,600	97
	Crawford	8,300	8,100	98
	Jasper	4,300	4,200	98
	Kankakee	36,700	36,100	98
	Macoupin	19,100	18,700	98
	Mason	7,500	7,400	99
	Montgomery	12,300	12,000	98
	Morgan	14,100	13,700	97
	INDIANA			
	Benton	3,800	3,700	97
	Parke	6,200	6,100	98
Vermillion	7,200	7,100	99	
Vigo	41,100	40,400	98	
Station Totals		603,500	590,500	97
Net Weekly Circulation (1983)			364,300	
Average Daily Circulation (1983)			232,700	

Illinois-Champaign

WICD

Ch. 15

(Satellite of WICS, Springfield, Ill.)

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 553-kw max. & 358-kw horizontal visual, 55-kw max. & 35-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1335-ft. above ground, 1995-ft. above sea level.

Latitude 40° 04' 10"
Longitude 87° 54' 45"

Transmitter: 3.75-mi. N, 215° from Fithian, Ill.

News Service: UPI.

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

Network Service: NBC.

Licensee: Plains Television Partnership, 190 N. State St., Chicago, Ill. 60601.

Studio: 250 Country Fair Dr., Champaign, Ill. 61821.

Telephone: 217-351-8500.

Ownership: Harry Balaban & Elmer Balaban. For other interests, see Group Ownership of TV Stations.

Began Operation: April 23, 1959. Changed to Ch. 15 from Ch. 33 and increased power July 25, 1967.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- JOSEPH NORRIS, station manager.
- GINGER RUSH, national sales manager.
- EDWARD MASON, sales manager.
- DAVID A. BOYER, chief engineer.
- LARRY WALTERS, program operations manager.
- TOM MILBOURN, news director.

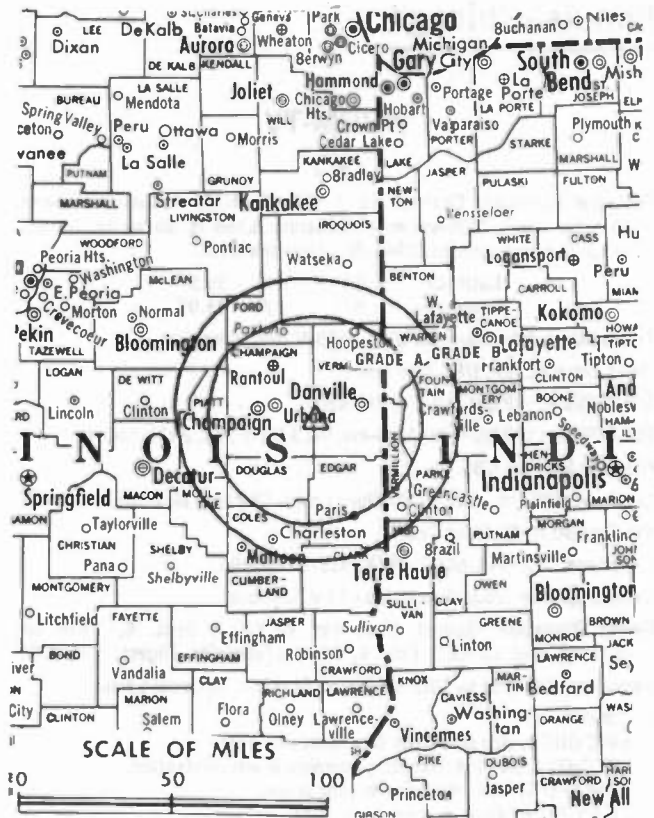
Highest One Hour Rate: \$540.

Highest 30 Sec. Rate (Sept. 1, 1983): \$350.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Champaign	60,900	59,600	98
	Coles	19,800	19,400	98
	Douglas	7,500	7,400	99
	Edgar	8,600	8,400	98
	Ford	5,800	5,700	98
	Platt	6,200	6,100	98
Vermillion	36,200	35,500	98	
Between 25-49%	ILLINOIS			
	Cumberland	4,300	4,200	98
	Iroquois	12,400	12,100	98



WICD BPCT-820604KF Granted 6/30/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Benton	3,800	3,700	97
	Fountain	7,000	6,900	99
	Warren	3,100	3,000	97
Between 5-24%	ILLINOIS			
	De Witt	7,100	7,000	99
	Jasper	4,300	4,200	98
	Livingston	14,500	14,100	97
	Mc Lean	44,100	43,200	98
	Macon	49,900	49,000	98
	Moultrie	5,400	5,200	96
Shelby	9,000	8,700	97	
INDIANA	Jasper	9,000	8,800	98
	Montgomery	13,300	13,100	98
	Parke	6,200	6,100	98
	Vermillion	7,200	7,100	99
Station Totals		345,600	338,500	97
Net Weekly Circulation (1983)				146,600
Average Daily Circulation (1983)				73,000

Illinois--Chicago

WBBM-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 35.4-kw visual, 7.08-kw aural. Antenna: 1368-ft. above av. terrain, 1453-ft. above ground, 2046-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Bldg., 875 N. Michigan Ave.

News Services: AP, UPI, City News.

AM Affiliate: WBBM, 50-kw, 780 kHz.

FM Affiliate: WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft.

Network Service: CBS.

Licensee: CBS Inc., 630 N. McClurg Court, Chicago, Ill. 60611.

Studio: 630 N. McClurg Court.

Telephone: 312-944-6000. TWX: 312-222-0698.

Ownership: See Group Ownership of TV Stations.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

- ERIC OBER, vice president & general manager.
- MITCHELL STERN, director, planning & administration.
- EDWARD SPRAY, director, broadcasting.
- LILLY EIDE, director, communications.
- GREG CAPUTO, news director.
- JOE ORSO, director, sales.
- SAM STALLWORTH, general sales manager.
- LINDA POMILLO, local/retail sales manager.
- CHARLES CLEVELAND, dir., editorials & station services.
- E. CHARLES UPTON, director of technical operations.
- WAYNE WEBER, director of broadcast services.
- BARBARA WILSON, director, community affairs.
- CINDY WALKER, program manager.
- LUCILLE CASTAGNA, operations manager.
- LILLIAN COURTNEY, traffic manager.
- BETH RIZZO, director of research.
- ALICE NECKER, film manager.
- KAREN NANCE, director of personnel.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Dekalb	25,500	25,100	98
	Dupage	245,100	243,300	99
	Grundy	11,500	11,400	99
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	Kendall	13,400	13,300	99
	Lake	149,300	148,100	99
	La Salle	41,600	40,700	98
	Mchenry	53,400	53,000	99
	Will	111,200	109,900	99
	INDIANA			
	Jasper	9,000	8,800	98
	Lake	178,100	175,800	99
	La Porte	38,700	38,300	99
	Newton	5,500	5,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Porter	43,100	42,500	99
	WISCONSIN			
	Kenosha	44,800	44,300	99
	ILLINOIS			
Between 25-49%	Irroquois	12,400	12,100	98
	INDIANA			
	Starke	7,900	7,700	97
	MICHIGAN			
	Berrien	62,500	61,400	98
	WISCONSIN			
	Racine	61,800	61,200	99
Between 5-24%	IOWA			
	Des Moines	17,800	17,600	99
	ILLINOIS			
	Boone	10,200	10,000	98
	Bureau	14,700	14,400	98
	Lee	13,000	12,800	98
	Livingston	14,500	14,100	97
	Ogle	17,100	16,800	98
	INDIANA			
	Marshall	14,400	14,100	98
	Pulaski	5,000	4,800	96
	St Joseph	88,500	87,300	99
	MICHIGAN			
	Cass	18,200	17,900	98
	WISCONSIN			
	Walworth	26,500	26,100	98
Station Totals		3,384,300	3,336,500	98
Net Weekly Circulation (1983)			2,764,700	
Average Daily Circulation (1983)			1,668,000	

Illinois--West Chicago

WBBS-TV

Ch. 60

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. & 2032-kw horizontal visual, 500-kw max. & 203-kw horizontal aural. Antenna: 1615-ft. above av. terrain, 1709-ft. above ground, 2304-ft. above sea level.

Latitude 41° 52' 44"

Longitude 87° 38' 10"

Transmitter: Sears Tower, S. Wacker Dr., Chicago.

Network Service: None, independent.

Grantee: HATCO-60, 5525 N. Broadway, Chicago, Ill. 60640.

Studio: 312 W. Randolph St., Chicago 60606.

Ownership: Hispanic American Television Chicago, Ltd. partnership, 55%; Aurora-Chicago Telecasters, 45%. HATCO ownership: Marcelino Miyares, gen. partner, 10%; Jose E. Chapa, Efen del Castillo, Barry H. Greenburg & Mark Telpner, 5% each; 27 other limited partners, none with as much as 3%. Aurora-Chicago ownership: Stanley B. McDonald, pres., 40%; M. Lamont Bean, v.p., 20%; Ronald A. Murphy, secy., 20%; Raymond E. Kusler, treas., 20%.

Began Operation: Jan. 23, 1983.

Represented (sales) by Charles Curran.

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

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

Personnel:

MARCELINO MIYARES, president & general manager.

Highest 30 Sec. Rate (Sept. 20, 1983): \$105.

Note: Channel 60 is shared with Metrowest Corp., see WPWR-TV, Aurora, Ill. HATCO operates between 7 p.m. & 2:30 a.m.



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Illinois-Chicago

WCFC-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. & 1260-kw horizontal visual, 500-kw max. & 126-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1450-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center.

Network Service: None, independent.

Licensee: Christian Communications of Chicagoland Inc., Suite 1325, 20 N. Wacker Dr., Chicago, Ill. 60606.

Office: 20 N. Wacker Dr., Suite 1325.

Telephone: 312-977-3838.

Ownership: Non-profit corp. Officers: Jerry K. Rose, chmn. & pres.; Max Ephraim Jr., vice chmn. & v.p.; Cecil O. Swanson, secy.; Wilfred P. Severance, treas.

Began Operation: May 31, 1976.

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

Personnel:

JERRY K. ROSE, president & general manager.

HAROLD D. WHEAT, station manager & program director.

Highest 30 Sec. Rate: \$90.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Grundy	11,500	11,400	99
	Iroquois	12,400	12,100	98
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	INDIANA			
	Jasper	9,000	8,800	98



WCFC-TV BPCT-3439 Granted 1/2/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lake	178,100	175,800	99
Station Totals		346,300	341,500	98
Net Weekly Circulation (1983)			132,800	
Average Daily Circulation (1983)			43,500	

Illinois-Chicago

WCIU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1162-kw max. & 961-kw horizontal visual, 174-kw max. & 144-kw horizontal aural. Antenna: 650-ft. above av. terrain, 684-ft. above ground, 1279-ft. above sea level.

Latitude 41° 52' 39"
Longitude 87° 38' 02"

Holds CP for change to 2000-kw max. visual, 200-kw max. aural, 1555-ft. above av. terrain, 1707-ft. above ground, 2302-ft. above sea level, lat. 41° 52' 44", long. 87° 38' 10"; transmitter to Sears Bldg., 233 S. Wacker Dr., Chicago.

Transmitter: 141 W. Jackson Blvd.

News Services: UPI, City News.

Network Service: Spanish International Network.

Licensee: Weigel Broadcasting Co., Board of Trade Bldg., Chicago, Ill. 60604.

Studio: Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 60604.

Telephone: 312-663-0260.

Ownership: Howard Shapiro, 67.56%; remainder of stock is held by others.

Began Operation: Feb. 6, 1964.

Represented (sales) by Spanish International Network.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

HOWARD SHAPIRO, president.

PETER ZOMAYA, assistant station manager.

ROBERT WARD, sales manager.

MARY GOBOLD, film director.

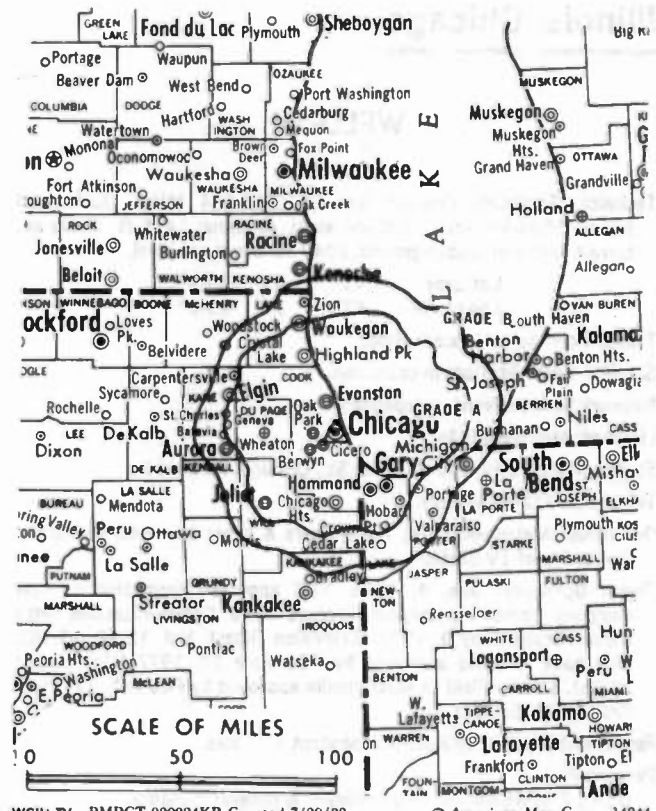
RICHARD ASHENFELTER, chief engineer.

BEN LARSON, RICHARD STEELE & DON AQUIRRE, news directors.

Highest 30 Sec. Rate (July 28, 1983): \$475.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Grundy	11,500	11,400	99



WCIU-TV BMPCT-820824KR Granted 7/29/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Iroquois	12,400	12,100	98
	Will	111,200	109,900	99
	INDIANA			
	Lake	178,100	175,800	99
	WISCONSIN			
	Kenosha	44,800	44,300	99
Station Totals		2,252,300	2,218,400	98
Net Weekly Circulation (1983)			178,600	
Average Daily Circulation (1983)			57,100	

Illinois-Chicago

WFLD-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1415-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Bldg.

Satellite Earth Station: In operation.

Network Service: None, independent.

Licensee: Metromedia Inc.

Studios: Marina City, 300 N. State St., Chicago, Ill. 60610.

Telephone: 312-645-0300.

Ownership: Metromedia Inc. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 4, 1966. FCC approved formation of new company combining original licensee Field Communications with Kaiser Bcstg. May 9, 1973 (Television Digest, Vol. 12:32; 13:18). Sale back to Field approved by FCC June 22, 1977 (Vol. 16:15; 17:26). Sale by Field to Metromedia approved by FCC Feb. 17, 1983 (Vol. 22:23, 35, 47).

Represented (sales) by Katz Independent TV Sales.

Personnel:

DERK ZIMMERMAN, vice president & general manager.
L. ALAN DeVANEY, vice president & general sales manager.
WILLIAM BANNISTER, national sales manager.
ROBERT SIMONE, program director.
FLOYD W. GILBERT JR., business manager.
DWAINE SCHOONOVER, engineering manager.
JON FINDLEY, production manager.
ERIC BLOCK, creative services director.

Highest 30 Sec. Rate: \$3500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Dekalb	25,500	25,100	98
	Dupage	245,100	243,300	99
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	Kendall	13,400	13,300	99
	Lake	149,300	148,100	99
	La Salle	41,600	40,700	98
	Mchenry	53,400	53,000	99
	Will	111,200	109,900	99
	INDIANA			
	Jasper	9,000	8,800	98
	Lake	178,100	175,800	99
La Porte	38,700	38,300	99	
Newton	5,500	5,400	98	
Porter	43,100	42,500	99	
WISCONSIN				
Kenosha	44,800	44,300	99	
Between 25-49%	IOWA			
	Clinton	20,900	20,700	99
	Des Moines	17,800	17,600	99
	ILLINOIS			
	Boone	10,200	10,000	98
Bureau	14,700	14,400	98	
Ford	5,800	5,700	98	
Grundy	11,500	11,400	99	
Iroquois	12,400	12,100	98	
Livingston	14,500	14,100	97	
Mc Lean	44,100	43,200	98	
Stephenson	18,800	18,400	98	
Tazewell	48,900	48,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Whiteside	24,100	23,700	98
	Winnebago	92,200	90,900	99
INDIANA	Cass	15,000	14,700	98
	Howard	32,200	31,700	99
	Miami	14,000	13,700	98
	Pulaski	5,000	4,800	96
	St Joseph	88,500	87,300	99
	Tippecanoe	42,800	41,700	98
	White	9,300	9,100	98
	MICHIGAN			
	Berrien	62,500	61,400	98
	WISCONSIN			
Racine	61,800	61,200	99	
Between 5-24%	IOWA			
	Henry	7,000	6,800	97
ILLINOIS	Carroll	7,000	6,900	99
	Christian	14,000	13,700	98
	Henry	21,300	21,000	99
	Knox	23,600	23,300	99
	Lee	13,000	12,800	98
	Logan	11,600	11,300	98
	Mc Donough	13,000	12,700	98
	Ogle	17,100	16,800	98
	Peoria	75,600	74,400	98
	Vermilion	36,200	35,500	98
	Warren	8,200	8,100	99
	INDIANA			
	Benton	3,800	3,700	97
Elkhart	50,200	49,000	98	
Fulton	7,500	7,400	99	
Marshall	14,400	14,100	98	
Starke	7,900	7,700	97	
Wabash	12,900	12,600	98	

(Continued on page 318)

Station Totals	4,188,300	4,127,100	98
Net Weekly Circulation (1983)		2,228,100	
Average Daily Circulation (1983)		1,055,000	

Illinois--Chicago

WGN-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 22-kw aural. Antenna: 1360-ft. above av. terrain, 1359-ft. above ground, 1952-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

News Services: AP, UPI, INN, City News Service.

AM Affiliate: WGN, 50-kw, 720 kHz.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago 60618.

Studio: 2501 Bradley Place, Chicago, Ill. 60618.

Telephone: 312-528-2311. TWX: 910-221-1324.

Ownership: Tribune Broadcasting Co., 100%. See Group Ownership of TV Stations.

Began Operation: April 5, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Reuben & Proctor.

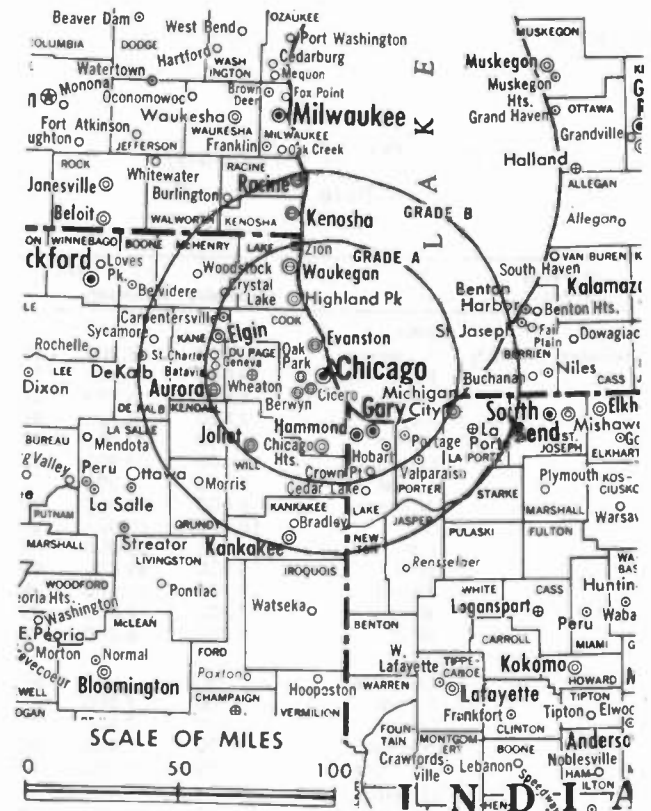
Personnel:

- JOSEPH T. LOUGHLIN, vice president & general manager.
- DENNIS FITZSIMON, director of sales.
- ROBERT HOFFMAN, local sales manager.
- WILLIAM BRADLEY, national sales manager.
- JOHN P. FENDLEY, sports & special events sales manager.
- JACK CORRIGAN, national sales manager.
- GARY LOWMILLER, chief financial officer.
- CHARLES SWILLING, program manager.
- GARY SIMCOX, operations manager.
- WILLIAM J. LOTZER, production manager.
- ROBERT S. SPLITHOFF, chief engineer.
- CHARLOTTE O'BRIEN, community affairs manager.
- PAUL DAVIS, director of news.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Greenlee	3,900	3,800	97
	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Dekalb	25,500	25,100	98
	Dupage	245,100	243,300	99
	Grundy	11,500	11,400	99
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	Kendall	13,400	13,300	99
	Lake	149,300	148,100	99
	La Salle	41,600	40,700	98
	Mchenry	53,400	53,000	99
	Will	111,200	109,900	99
	INDIANA			
	Jasper	9,000	8,800	98
	Lake	178,100	175,800	99
	La Porte	38,700	38,300	99
	Newton	5,500	5,400	98
Porter	43,100	42,500	99	
Starke	7,900	7,700	97	
KANSAS				
Geary	10,300	10,100	99	
Morton	1,200	1,200	100	
Rooks	2,700	2,700	100	
Saline	19,400	19,100	98	



WGN-TV BPCT-4179 Granted 3/26/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Perry	11,500	11,200	97
	MICHIGAN			
	Berrien	62,500	61,400	98
	Dickinson	10,000	9,900	99
	MONTANA			
	Mineral	1,600	1,600	100
	TEXAS			
	Culberson	1,000	1,000	100
	Val Verde	11,100	10,700	96
Winkler	3,400	3,400	100	
WISCONSIN				
Kenosha	44,800	44,300	99	
Between 25-49%	ALABAMA			
	Autauga	11,100	10,900	98
	Madson	70,400	69,500	99
	Montgomery	72,800	72,000	99
	ARKANSAS			
	Baxter	12,400	12,000	97
	Boone	10,700	10,400	97
	Independence	11,600	11,300	97
	Miller	14,000	13,800	98
	Sharp	6,400	6,100	95
ARIZONA				
Cochise	31,800	30,600	96	
CALIFORNIA				
Del Norte	7,500	7,000	93	
Siskiyou	16,100	15,000	93	
FLORIDA				
Escambia	86,500	85,700	99	
Monroe	28,600	27,800	97	
GEORGIA				
Chattahoochee	3,400	3,400	100	
Telfair	4,200	4,000	96	
(Continued on next page)				
Station Totals		26,576,000	26,151,400	98
Net Weekly Circulation (1983)			6,262,800	
Average Daily Circulation (1983)			2,634,900	

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
Between 25-49%	Appanoose	6,300	6,200	98
	Buena Vista	8,000	7,900	99
	Cass	6,800	6,700	99
	Clay	7,800	7,700	98
	Clinton	20,900	20,700	99
	Dubuque	31,400	30,900	98
	Emmet	5,000	4,900	97
	Jefferson	6,000	5,900	98
	Lee	16,100	15,900	99
	Linn	64,500	64,000	99
	Scott	59,900	59,400	99
	Wapello	15,700	15,500	99
	Webster	17,200	17,000	99
	Wright	6,300	6,200	98
IDAHO				
	Clearwater	3,700	3,600	97
	Elmore	7,300	7,200	99
	Lemhi	3,000	2,800	93
	Madison	5,500	5,400	98
	Shoshone	6,900	6,700	97
ILLINOIS				
	Boone	10,200	10,000	98
	Bureau	14,700	14,400	98
	Cass	5,800	5,600	97
	Champaign	60,900	59,600	98
	Clay	6,100	5,800	96
	Coles	19,800	19,400	98
	Douglas	7,500	7,400	99
	Effingham	11,500	11,100	96
	Ford	5,800	5,700	98
	Franklin	17,700	17,200	97
	Iroquois	12,400	12,100	98
	Knox	23,600	23,300	99
	Lawrence	6,800	6,600	97
	Lee	13,000	12,800	98
	Livingston	14,500	14,100	97
	Logan	11,600	11,300	98
	Mc Lean	44,100	43,200	98
	Macon	49,900	49,000	98
	Montgomery	12,300	12,000	98
	Morgan	14,100	13,700	97
	Ogle	17,100	16,800	98
	Peoria	75,600	74,400	98
	Piatt	6,200	6,100	98
	Richland	7,000	6,800	97
	Rock Island	62,600	62,000	99
	Sangamon	71,600	70,000	98
	Stephenson	18,800	18,400	98
	Tazewell	48,900	48,200	98
	Vermilion	36,200	35,500	98
	Wabash	5,200	5,100	97
	Whiteside	24,100	23,700	98
	Williamson	23,000	22,400	97
	Winnebago	92,200	90,900	99
INDIANA				
	Allen	108,800	107,200	99
	Benton	3,800	3,700	97
	Blackford	5,600	5,500	98
	Cass	15,000	14,700	98
	Delaware	45,600	45,000	99
	Fountain	7,000	6,900	99
	Grant	28,300	27,700	98
	Howard	32,200	31,700	99
	Knox	16,000	15,700	98
	Madison	51,300	50,700	99
	Miami	14,000	13,700	98
	Montgomery	13,300	13,100	98
	Pulaski	5,000	4,800	96
	St Joseph	88,500	87,300	99
	Tippecanoe	42,800	41,700	98
	Vanderburgh	66,200	64,800	98
	White	9,300	9,100	98
KANSAS				
	Allen	6,300	6,100	98

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS—(Continued)				
Between 25-49%	Chautauqua	2,300	2,300	100
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	97
	Cowley	14,600	14,300	98
	Decatur	1,800	1,800	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Lincoln	1,700	1,700	97
	Mitchell	3,400	3,300	97
	Norton	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Phillips	2,900	2,800	97
	Riley	20,500	20,100	98
	Seward	6,400	6,300	98
	Sherman	3,000	2,900	98
	Trego	1,600	1,600	100
KENTUCKY				
	Harlan	14,600	14,300	98
	Hopkins	17,700	17,400	99
	Laurel	14,000	13,700	98
	Mc Cracken	24,400	24,200	99
	Whitley	12,500	12,300	98
LOUISIANA				
	Ouachita	50,500	49,800	99
	St John The Baptist	10,400	10,200	98
MICHIGAN				
	Antrim	6,200	6,100	98
	Calhoun	52,600	52,000	99
	Cass	18,200	17,900	98
	Iron	5,500	5,400	98
	Kalamazoo	79,400	78,300	99
	Manistee	9,200	9,000	98
	Marquette	26,100	25,700	99
	Muskegon	56,300	55,500	99
	Wexford	9,700	9,500	98
MISSOURI				
	Adair	9,400	9,300	98
	Atchison	3,300	3,300	98
	Carter	2,100	1,900	93
	Grundy	4,900	4,800	98
	Henry	8,000	7,800	97
	Worth	1,200	1,200	100
MISSISSIPPI				
	Hinds	91,600	90,700	99
	Lauderdale	28,200	27,900	99
MONTANA				
	Fallon	1,300	1,200	92
	Granite	1,000	1,000	100
	Hill	6,600	6,400	97
	Richland	4,700	4,500	96
	Roosevelt	3,400	3,300	97
	Sheridan	2,000	1,900	95
NORTH CAROLINA				
	Carteret	16,500	16,200	98
NORTH DAKOTA				
	Burleigh	21,300	21,000	99
	Foster	1,600	1,600	100
	Golden Valley	900	900	100
	Stark	8,500	8,400	98
	Stutsman	9,100	9,000	99
NEBRASKA				
	Cherry	2,500	2,400	96
	Dawson	8,600	8,500	99
	Dundy	1,200	1,200	100
	Hall	18,400	18,200	99
	Phelps	3,700	3,700	100
	Sarpy	29,200	29,100	100
	Sheridan	3,000	2,900	97
NEW MEXICO				
	Cibola	10,400	10,200	98
	Colfax	5,200	4,900	94
	Dona Ana	33,600	32,400	96
	Grant	9,300	8,800	95
	Hidalgo	2,100	2,000	95

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO—(Continued)			
	Lea South	2,600	2,500	96
	Lincoln	4,600	4,400	96
	Luna	6,000	5,800	97
	Quay	4,200	4,000	95
	NEVADA			
	Humboldt	3,700	3,600	97
	Lander	1,700	1,600	94
	OHIO			
	Defiance	13,800	13,600	99
	Marion	24,600	24,300	99
	OKLAHOMA			
	Dewey	2,300	2,300	98
	OREGON			
	Curry	7,500	6,900	92
	PENNSYLVANIA			
	Cameron	2,700	2,600	98
	SOUTH DAKOTA			
	Brule	1,900	1,900	100
	Lake	4,000	4,000	99
	Potter	1,300	1,300	100
	Yankton	6,900	6,800	99
	TENNESSEE			
	Anderson	25,900	25,700	99
	Coffee	14,600	14,500	99
	Obion	12,500	12,400	99
	Putnam	18,100	17,900	99
	Roane	18,300	18,100	99
	TEXAS			
	Andrews	4,700	4,600	98
	Bailey	2,700	2,700	100
	Briscoe	1,000	1,000	100
	Castro	3,400	3,300	97
	Cottle	1,300	1,300	100
	Crane	1,800	1,800	100
	Crockett	1,600	1,600	100
	Dawson	5,500	5,400	98
	Deaf Smith	6,800	6,700	99
	Edwards	700	700	100
	Floyd	3,300	3,300	100
	Frio	4,300	4,100	96
	Gaines	4,500	4,400	99
	Garza	2,000	2,000	100
	Gray	10,500	10,400	99
	Hansford	2,300	2,300	100
	Hutchinson	10,300	10,200	99
	Jackson	5,000	4,900	98
	Mitchell	3,300	3,200	97
	Ochiltree	3,500	3,500	99
	Pecos	4,700	4,600	98
	Presidio	1,700	1,600	94
	Randall	29,900	29,800	100
	Sherman	1,100	1,100	100
	Sutton	1,800	1,700	94
	Upton	1,600	1,600	100
	Wheeler	3,000	2,900	97
	Yoakum	3,000	3,000	100
	WASHINGTON			
	Klickitat	6,200	5,800	94
	WISCONSIN			
	Ashland	6,400	6,300	98
	Crawford	6,000	5,900	98
	La Crosse	33,900	33,500	99
	Racine	61,800	61,200	99
	Rock	51,500	50,800	99
	Walworth	26,500	26,100	98
	Winnebago	49,100	48,600	99
	WEST VIRGINIA			
	Mineral	9,900	9,700	98
	Randolph	10,400	10,200	98
	Tucker	3,400	3,300	97
	WYOMING			
	Sweetwater	16,300	15,600	96
	Weston	2,800	2,700	96

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Baldwin	29,000	28,700	99
	Blount	13,600	13,400	99
	Chambers	14,000	13,800	99
	Cherokee	6,800	6,700	99
	Clarke	9,200	9,000	98
	Covington	14,500	14,300	99
	Elmore	15,000	14,800	98
	Escambia	13,100	12,900	98
	Fayette	7,000	6,900	99
	Franklin	10,900	10,700	98
	Henry	5,600	5,500	98
	Jefferson	253,300	251,400	99
	Lauderdale	29,900	29,400	98
	Marengo	8,400	8,200	98
	Marion	11,400	11,200	99
	Mobile	130,900	129,900	99
	Monroe	7,700	7,500	97
	Pike	10,000	9,800	98
	Randolph	7,300	7,200	99
	Russell	16,800	16,500	98
	St Clair	15,200	15,000	99
	Shelby	24,500	24,200	99
	Sumter	5,500	5,300	97
	Tallapoosa	14,000	13,800	99
	Walker	25,200	25,000	99
	Wilcox	4,500	4,300	97
	Winston	8,200	8,100	99
	ARKANSAS			
	Arkansas	9,200	9,000	98
	Ashley	9,500	9,300	97
	Bradley	5,300	5,200	98
	Carroll	6,900	6,700	97
Clark	8,400	8,200	98	
Cleburne	7,100	6,900	97	
Columbia	9,800	9,500	97	
Conway	7,100	6,900	98	
Craighead	23,700	23,400	99	
Crawford	13,600	13,200	97	
Dallas	4,000	3,900	97	
Drew	6,500	6,300	97	
Faulkner	17,100	16,800	98	
Garland	29,900	29,300	98	
Hot Spring	10,400	10,200	98	
Howard	5,100	5,000	98	
Jackson	8,100	7,900	98	
Jefferson	31,800	31,100	98	
Johnson	6,800	6,600	97	
Lafayette	3,600	3,500	97	
Little River	5,000	4,800	97	
Lonoke	12,300	12,100	98	
Marion	4,700	4,600	98	
Mississippi	20,100	19,700	98	
Ouachita	11,500	11,200	97	
Pulaski	132,000	130,400	99	
Randolph	6,500	6,300	97	
Saline	19,100	18,900	99	
Searcy	3,500	3,400	97	
Stone	3,600	3,500	97	
White	18,600	18,200	98	
Yell	6,500	6,300	98	
ARIZONA				
Apache North	11,200	10,000	89	
Apache South	2,800	2,400	86	
Coconino	24,600	22,700	92	
Gila	13,800	13,200	96	
Maricopa	612,600	600,000	98	
Mohave	24,500	23,300	95	
Navajo	20,400	18,600	91	
Pima	219,100	214,500	98	
Yavapai	30,200	28,700	95	
CALIFORNIA				
El Dorado East	12,200	11,700	96	
Kings	24,900	23,800	95	
Lassen	8,000	7,500	94	
Modoc	3,500	3,200	93	
Mono	4,100	3,500	85	
Trinity	5,200	4,800	92	

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
COLORADO				
Between 5-24 %	Adams	93,500	92,800	99
	Arapahoe	123,500	122,100	99
	Bent	2,000	1,900	95
	Eagle	6,000	5,700	95
	Garfield	9,100	8,700	96
	Kit Carson	2,800	2,600	93
	La Plata	10,700	10,200	95
	Larimer	61,000	59,600	98
	Las Animas	5,500	5,200	94
	Moffat	5,300	5,000	94
	Montezuma	6,000	5,700	95
	Montrose	9,300	9,000	97
	Morgan	8,400	8,300	99
	Otero	8,200	7,900	97
	Phillips	1,800	1,800	100
	Pitkin	5,000	4,600	91
	Pueblo	47,100	46,300	98
	Rio Blanco	2,400	2,300	96
	San Miguel	1,500	1,400	93
	Summit	4,200	4,000	95
	Weld	46,900	46,100	98
FLORIDA				
	Brevard	110,600	109,300	99
	Charlotte	29,500	29,000	98
	Clay	25,000	24,600	98
	Columbla	13,400	13,100	98
	Duval	218,900	216,800	99
	Highlands	21,100	20,700	98
	Hillsborough	257,600	254,600	99
	Holmes	5,700	5,500	96
	Jefferson	3,800	3,700	97
	Madison	5,100	4,900	96
	Manatee	67,400	66,700	99
	Nassau	12,300	12,100	98
	Okaloosa	40,800	40,300	99
	Pasco	93,600	92,300	99
	Putnam	20,100	19,800	99
	St Johns	20,900	20,600	99
	Santa Rosa	20,700	20,500	99
	Sarasota	98,400	97,200	99
GEORGIA				
	Atkinson	2,000	1,900	95
	Ben Hill	6,100	5,900	97
	Berrien	4,900	4,700	97
	Brooks	5,300	5,200	98
	Calhoun	1,700	1,600	94
	Carrroll	20,200	19,900	99
	Catoosa	13,600	13,500	99
	Clarke	28,200	27,700	98
	Clay	1,200	1,200	100
	Clayton	56,100	55,800	99
	Cobb	119,900	119,200	99
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
	Crawford	2,500	2,400	96
	De Kalb	185,100	184,200	99
	Dodge	6,200	6,000	98
	Dougherty	35,200	34,700	98
	Fayette	11,100	10,900	98
	Floyd	29,900	29,500	99
	Gwinnett	64,300	63,700	99
	Hall	28,200	27,800	99
	Jasper	2,800	2,700	96
	Jeff Davis	4,200	4,100	98
	Jefferson	6,400	6,200	97
	Lanier	2,100	2,000	95
	Lee	4,100	4,000	98
	Muscogee	60,200	59,600	99
	Oconee	4,700	4,700	100
	Paulding	9,700	9,600	99
	Polk	11,900	11,700	98
	Randolph	3,400	3,300	97
	Rockdale	13,100	12,900	98
	Stephens	8,100	7,900	98
	Stewart	1,900	1,800	95

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA—(Continued)				
Between 5-24 %	Sumter	9,900	9,600	97
	Tattnall	5,900	5,800	98
	Terrell	4,100	4,000	98
	Tift	11,500	11,200	97
	Treutlen	2,100	2,000	95
	Troup	18,400	18,000	98
	Turner	3,100	3,000	97
	Upson	9,500	9,300	98
	Walker	20,500	20,300	99
	Ware	13,300	13,100	98
	Wayne	7,200	7,100	99
IOWA				
	Adair	3,800	3,800	100
	Audubon	3,200	3,200	100
	Benton	9,000	8,900	99
	Black Hawk	50,300	49,800	99
	Boone	10,000	9,900	99
	Buchanan	8,000	7,900	99
	Carrroll	8,200	8,100	99
	Cerro Gordo	19,200	19,000	99
	Cherokee	6,300	6,200	98
	Chickasaw	5,600	5,500	98
	Clarke	3,500	3,400	97
	Clayton	7,900	7,700	97
	Crawford	6,900	6,800	99
	Dallas	11,400	11,300	99
	Davis	3,400	3,300	99
	Decatur	3,500	3,400	97
	Delaware	6,500	6,400	98
	Des Moines	17,800	17,600	99
	Dickinson	6,500	6,400	98
	Fayette	9,400	9,300	99
	Floyd	7,100	7,000	99
	Fremont	3,600	3,600	100
	Greene	4,700	4,700	100
	Hamilton	6,900	6,800	99
	Hancock	5,300	5,200	98
	Hardin	8,200	8,100	99
	Henry	7,000	6,800	97
	Humboldt	4,900	4,800	98
	Ida	3,400	3,400	100
	Jackson	8,100	8,000	99
	Jasper	13,900	13,700	99
	Johnson	32,100	31,500	98
	Jones	7,200	7,100	99
	Keokuk	4,900	4,800	98
	Kossuth	8,100	8,000	99
	Lucas	4,300	4,200	98
	Lyon	4,500	4,400	98
	Madison	4,600	4,600	100
	Mahaska	8,800	8,600	98
	Marion	10,800	10,700	99
	Marshall	15,900	15,800	99
	Monona	4,500	4,400	98
	Monroe	3,500	3,500	99
	Muscatine	14,700	14,600	99
	O'Brien	6,300	6,200	98
	Palo Alto	4,900	4,800	98
	Plymouth	8,900	8,800	99
	Pocahontas	4,400	4,300	98
	Polk	120,100	118,900	99
	Pottawattamie	31,800	31,500	99
	Poweshiek	7,200	7,100	99
	Shelby	5,500	5,400	98
	Sioux	10,400	10,200	98
	Story	25,100	24,800	99
	Tama	7,100	7,000	99
	Warren	12,400	12,300	99
	Washington	7,500	7,300	98
	Wayne	3,300	3,200	97
	Winnebago	5,100	5,000	98
	Winneshiak	7,400	7,200	98
	Woodbury	37,500	37,200	99
IOAHO				
	Ada	70,700	69,400	98
	Bear Lake	2,500	2,400	96
	Bingham	11,700	11,500	98
	Blaine	4,700	4,500	96

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
IDAHO—(Continued)				
Between 5-24%	Boundary	2,700	2,600	96
	Canyon	30,800	30,000	97
	Fremont	3,700	3,600	97
	Payette	6,000	5,900	98
	Power	2,500	2,400	96
ILLINOIS				
	Adams	27,200	26,800	99
	Alexander	4,800	4,600	96
	Brown	2,100	2,000	95
	Carroll	7,000	6,900	99
	Christian	14,000	13,700	98
	Clark	6,800	6,600	97
	Crawford	8,300	8,100	98
	Cumberland	4,300	4,200	98
	De Witt	7,100	7,000	99
	Edgar	8,600	8,400	98
	Fayette	8,300	8,000	97
	Fulton	16,600	16,200	98
	Hamilton	3,900	3,700	95
	Hancock	9,300	9,200	98
	Henry	21,300	21,000	99
	Jackson	23,900	23,200	97
	Jasper	4,300	4,200	98
	Jefferson	14,800	14,300	97
	Jersey	7,100	6,900	97
	Jo Daviess	8,800	8,600	97
	Mc Donough	13,000	12,700	98
	Macoupin	19,100	18,700	98
	Madison	90,800	89,500	99
	Marion	17,200	16,800	98
	Marshall	5,400	5,300	98
	Mason	7,500	7,400	99
	Massac	6,000	5,800	97
	Menard	4,500	4,400	98
	Moultrie	5,400	5,200	96
	Perry	8,400	8,200	98
	Putnam	2,300	2,200	96
	St Clair	91,200	89,600	98
	Saline	11,400	11,000	97
	Schuyler	3,200	3,100	97
	Shelby	9,000	8,700	97
	Stark	2,700	2,700	100
	Union	6,800	6,600	98
	Warren	8,200	8,100	99
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
	Woodford	11,800	11,500	97
INDIANA				
	Adams	10,100	9,900	98
	Bartholomew	24,200	23,800	98
	Boone	13,400	13,200	99
	Carroll	7,300	7,200	99
	Clay	9,500	9,300	98
	Clinton	11,600	11,400	98
	Daviess	10,200	9,900	97
	Decatur	8,400	8,200	98
	De Kalb	11,900	11,800	99
	Dubois	12,100	11,700	97
	Elkhart	50,200	49,000	98
	Floyd	22,400	22,100	99
	Fulton	7,500	7,400	99
	Gibson	12,700	12,400	98
	Greene	12,000	11,700	98
	Hamilton	30,300	29,900	99
	Hendricks	24,300	24,000	99
	Henry	19,300	19,000	98
	Huntington	12,800	12,600	98
	Jackson	13,700	13,500	99
	Jay	8,400	8,200	98
	Jennings	7,800	7,600	97
	Johnson	27,400	27,200	99
	Kosciusko	22,500	22,000	98
	Lawrence	16,000	15,700	98
	Marion	291,400	287,300	99
	Marshall	14,400	14,100	98

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA—(Continued)				
Between 5-24%	Martin	3,800	3,700	97
	Monroe	36,100	35,100	97
	Morgan	18,100	17,900	99
	Noble	12,800	12,500	98
	Ohio	2,000	2,000	100
	Orange	7,000	6,800	97
	Parke	6,200	6,100	98
	Pike	5,300	5,100	96
	Posey	9,800	9,500	97
	Putnam	9,700	9,500	98
	Randolph	11,000	10,800	98
	Shelby	14,200	14,000	99
	Spencer	6,700	6,500	97
	Steuben	9,500	9,300	98
	Tipton	6,300	6,200	98
	Vermillion	7,200	7,100	99
	Wabash	12,900	12,600	98
	Warren	3,100	3,000	97
	Warrick	15,100	14,800	98
	Wayne	27,900	27,500	98
	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99
KANSAS				
	Butler	17,000	16,800	99
	Cherokee	8,800	8,700	99
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Dickinson	8,000	7,800	98
	Douglas	25,400	24,800	98
	Ellis	9,700	9,600	99
	Ellsworth	2,900	2,800	96
	Ford	9,200	9,100	99
	Grant	2,600	2,500	98
	Gray	1,800	1,800	100
	Greenwood	3,800	3,700	97
	Harper	3,400	3,300	97
	Johnson	105,600	104,900	99
	Kearny	1,200	1,200	100
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,500	94
	Leavenworth	17,800	17,600	99
	Logan	1,500	1,400	97
	Mc Pherson	10,400	10,100	97
	Montgomery	16,900	16,600	98
	Nemaha	4,200	4,100	98
	Ness	1,800	1,800	100
	Osborne	2,400	2,300	96
	Pratt	4,200	4,100	98
	Rice	4,800	4,700	98
	Smith	2,400	2,400	98
	Stafford	2,400	2,400	100
	Stevens	1,700	1,600	94
	Sumner	9,700	9,500	98
	Wallace	700	700	100
	Washington	3,300	3,200	97
	Wichita	1,200	1,200	100
	Wilson	4,900	4,700	97
	Wyandotte	63,800	63,000	99
KENTUCKY				
	Ballard	3,500	3,500	100
	Barren	13,000	12,800	99
	Boone	16,600	16,500	99
	Boyd	20,900	20,800	100
	Breathitt	5,500	5,300	96
	Bullitt	14,300	14,200	99
	Campbell	29,000	28,900	100
	Christian	20,900	20,700	99
	Elliott	2,500	2,500	100
	Fayette	80,700	80,000	99
	Floyd	17,600	17,300	98
	Graves	13,500	13,400	99
	Green	4,000	3,900	98
	Greenup	13,700	13,600	99
	Hancock	2,800	2,800	100
	Hardin	26,500	26,300	99
	Henderson	15,600	15,400	99
	Jefferson	258,000	256,700	99

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY—(Continued)				
Between 5-24%	Jessamine	9,400	9,200	98
	Johnson	8,900	8,700	98
	Kenton	50,000	49,800	100
	Knott	5,900	5,700	97
	Pike	28,800	28,300	98
	Powell	3,800	3,700	97
	Pulaski	17,500	17,100	97
	Russell	5,400	5,300	98
	Shelby	8,300	8,200	99
	Trigg	3,600	3,600	100
	Union	5,700	5,600	98
	Warren	26,700	26,400	99
	Wayne	6,300	6,100	97
	Woodford	6,400	6,300	98
LOUISIANA				
	Bienville	6,000	5,800	97
	De Soto	9,400	9,100	97
	East Baton Rouge	135,600	134,100	99
	East Carroll	3,600	3,500	97
	Franklin	8,400	8,200	98
	Iberville	10,000	9,800	98
	Jackson	6,400	6,300	98
	Jefferson	171,000	169,800	99
	La Salle	6,500	6,300	97
	Lincoln	13,200	13,000	98
	Livingston	20,500	20,000	98
	Madison	5,200	5,000	96
	Natchitoches	14,200	13,700	96
	Pointe Coupee	8,200	8,000	98
	Rapides	47,400	46,700	99
	Richland	7,400	7,200	97
	St Bernard	22,300	22,200	100
	St Charles	12,700	12,500	98
	St James	6,400	6,300	98
	St Tammany	40,600	40,000	99
	Tensas	2,900	2,800	97
	Union	7,600	7,500	99
	Vernon	16,800	16,300	97
	Webster	16,200	15,900	98
	West Baton Rouge	6,100	6,000	98
	West Carroll	4,500	4,400	98
	West Feliciana	2,600	2,500	96
	Winn	6,300	6,100	97
MARYLAND				
	Allegany	29,700	29,400	99
MAINE				
	Knox	13,000	12,600	97
MICHIGAN				
	Alger	3,300	3,200	97
	Allegan	29,100	28,700	99
	Baraga	3,200	3,100	97
	Barry	16,600	16,400	99
	Cheboygan	8,000	7,700	97
	Eaton	32,900	32,500	99
	Genesee	160,000	158,400	99
	Grand Traverse	21,300	20,800	98
	Gratiot	13,700	13,500	99
	Houghton	13,300	12,800	97
	Huron	13,500	13,200	98
	Ionia	17,000	16,800	99
	Iosco	10,900	10,700	99
	Isabella	17,400	17,100	98
	Jackson	52,800	52,200	99
	Kalkaska	4,500	4,400	98
	Kent	164,100	161,600	98
	Leelanau	5,500	5,400	98
	Mackinac	3,700	3,600	97
	Mason	10,200	9,900	97
	Mecosta	11,900	11,600	98
	Menominee	9,600	9,400	98
	Midland	26,200	25,900	99
	Missaukee	3,700	3,600	97
	Montcalm	17,500	17,200	98

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN—(Continued)				
Between 5-24%	Newaygo	13,300	13,000	98
	Oceana	7,900	7,700	97
	Ontonagon	3,500	3,400	96
	Osceola	7,000	6,900	98
	Ottawa	54,400	53,700	99
	Saginaw	79,300	78,400	99
	St Clair	49,900	49,200	99
	St Joseph	21,000	20,700	99
	Schoolcraft	3,200	3,100	97
	Shiawassee	24,600	24,300	99
	Van Buren	24,800	24,500	99
	Washtenaw	98,700	96,500	98
MINNESOTA				
	Aitkin	5,300	5,200	98
	Becker	10,900	10,600	98
	Beltrami	10,800	10,200	95
	Benton	9,000	8,900	99
	Blue Earth	18,800	18,400	98
	Clay	17,100	17,000	99
	Clearwater	3,100	2,900	95
	Faribault	7,700	7,600	99
	Fillmore	8,100	8,000	99
	Goodhue	14,400	14,200	99
	Houston	6,900	6,800	99
	Hubbard	5,500	5,200	95
	Jackson	5,000	4,900	98
	Kittson	2,500	2,400	96
	Lac Qui Parle	3,900	3,800	97
	Lake	4,600	4,500	98
	Martin	9,800	9,700	98
	Morrison	10,000	9,800	98
	Nicollet	9,200	9,100	98
	Nobles	8,100	8,000	99
	Otter Tail	19,500	19,000	97
	Pipestone	4,400	4,300	98
	Polk	12,700	12,500	98
	Rice	15,200	15,000	99
	St Louis	84,400	83,300	99
	Scott	14,900	14,800	99
	Stearns	34,500	33,900	98
MISSOURI				
	Andrew	5,200	5,100	98
	Barton	4,700	4,600	98
	Buchanan	33,700	33,100	98
	Cass	18,800	18,600	99
	Clay	52,800	52,400	99
	De Kalb	3,100	3,000	97
	Douglas	4,600	4,500	98
	Dunklin	13,900	13,500	97
	Franklin	25,800	25,500	99
	Gasconade	5,300	5,100	97
	Gentry	3,100	3,000	97
	Greene	73,700	72,700	99
	Howell	11,500	10,900	95
	Jackson	245,400	241,800	99
	Jasper	34,900	34,300	98
	Lawrence	11,200	11,000	98
	Lewis	4,000	3,900	98
	Macon	6,400	6,300	98
	Marion	11,000	10,800	99
	Mercer	1,900	1,800	95
	Miller	7,300	7,200	98
	Mississippi	5,500	5,400	98
	Moniteau	4,500	4,400	98
	New Madrid	8,200	8,000	98
	Pemiscot	8,900	8,600	97
	Perry	6,100	5,900	98
	Pettis	14,200	13,900	98
	Phelps	12,000	11,600	97
	Platte	18,100	17,900	99
	Pulaski	10,800	10,500	98
	Ray	8,000	7,900	99
	Ripley	4,900	4,600	94
	St Charles	52,400	51,900	99
	St Francois	16,100	15,800	98
	Saline	9,700	9,500	98
	Scott	14,900	14,700	98

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI—(Continued)				
Between 5-24%	Shelby	3,100	3,000	97
	Washington	6,400	6,300	98
	Wright	6,300	6,000	96
MISSISSIPPI				
	Attala	6,900	6,700	97
	Calhoun	5,700	5,600	98
	Clarke	6,100	6,000	98
	Coahoma	11,700	11,400	97
	De Soto	18,300	17,900	98
	Franklin	2,900	2,800	97
	Holmes	7,200	7,000	97
	Humphreys	4,300	4,200	98
	Itawamba	7,500	7,400	99
	Lamar	8,600	8,500	99
	Madison	14,100	13,800	98
	Marshall	9,100	8,900	98
	Monroe	12,600	12,400	98
	Neshoba	8,500	8,400	98
	Newton	7,000	6,900	99
	Noxubee	4,000	3,900	98
	Oktlbbaha	11,900	11,600	97
	Pontotoc	7,700	7,600	99
	Rankin	24,500	24,200	99
	Scott	8,500	8,400	98
	Simpson	8,000	7,900	99
	Tishomingo	7,200	7,000	97
	Washington	23,700	23,100	98
	Wayne	6,500	6,300	98
	Webster	3,600	3,500	97
	Yalobusha	4,900	4,800	98
	Yazoo	9,100	8,900	98
MONTANA				
	Blaine	2,500	2,300	92
	Broadwater	1,400	1,300	93
	Chouteau	2,200	2,100	95
	Daniels	1,000	1,000	100
	Gallatin	16,200	15,600	96
	Lincoln	6,100	5,800	95
	Madison	2,100	2,100	100
	Musselshell	2,000	1,900	95
	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Prairie	700	600	86
	Rosebud	3,500	3,300	94
	Sanders	3,600	3,400	94
	Teton	2,600	2,500	96
	Valley	3,700	3,500	95
	Wheatland	900	900	100
NORTH CAROLINA				
	Craven	24,900	24,600	99
	Graham	2,500	2,400	96
	Haywood	17,800	17,400	98
	Henderson	24,500	24,100	98
	Jackson	9,000	8,800	97
	Lenoir	21,600	21,300	99
	Onslow	32,100	31,800	99
	Rockingham	31,300	30,900	99
	Rowan	37,700	37,300	99
	Stanly	18,300	18,100	99
	Swain	3,900	3,700	95
	Transylvania	8,700	8,500	98
	Wayne	34,500	34,000	98
	Wilkes	21,800	21,400	98
NORTH DAKOTA				
	Adams	1,300	1,300	100
	Barnes	5,300	5,200	98
	Benson	2,500	2,400	96
	Billings	500	500	100
	Bowman	1,500	1,500	100
	Burke	1,500	1,500	100
	Cass	35,500	35,100	99
	Cavalier	2,700	2,600	96
	Dickey	2,500	2,400	96
	Divide	1,300	1,300	100
	Eddy	1,500	1,500	100

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA—(Continued)				
Between 5-24%	Grand Forks	23,400	23,100	99
	Griggs	1,400	1,400	100
	Hettinger	1,500	1,500	100
	Logan	1,200	1,200	100
	Mc Henry	2,800	2,800	98
	Mc Intosh	1,900	1,800	95
	Mc Kenzie	2,600	2,600	100
	Mc Lean	4,600	4,500	98
	Mercer	3,700	3,600	97
	Morton	9,300	9,100	98
	Mountrail	2,700	2,700	98
	Nelson	2,000	2,000	100
	Oliver	800	800	100
	Pembina	3,800	3,700	96
	Ramsey	4,900	4,800	98
	Ransom	2,400	2,400	100
	Richland	6,700	6,600	98
	Rolette	3,700	3,500	95
	Steele	1,100	1,100	100
	Towner	1,500	1,500	100
	Traill	3,500	3,500	100
	Walsh	5,500	5,400	98
	Ward	20,900	20,600	99
	Wells	2,600	2,600	98
NEBRASKA				
	Adams	12,200	12,100	99
	Boone	2,700	2,700	98
	Buffalo	13,000	12,800	98
	Cass	7,600	7,500	99
	Cedar	3,700	3,700	99
	Colfax	3,900	3,800	97
	Dakota	6,200	6,200	100
	Dodge	13,800	13,700	99
	Douglas	152,100	150,500	99
	Frontier	1,500	1,500	100
	Gage	9,300	9,200	98
	Garfield	900	900	100
	Hamilton	3,500	3,500	100
	Harlan	1,700	1,700	100
	Holt	5,100	4,900	96
	Kearney	2,600	2,600	100
	Knox	4,200	4,100	96
	Madison	12,300	12,000	98
	Pierce	3,100	3,100	98
	Polk	2,300	2,300	100
	Richardson	4,500	4,400	98
	Rock	900	900	100
	Saunders	6,900	6,800	99
	Stanton	2,400	2,300	96
	Thayer	2,900	2,900	98
	Thurston	2,400	2,400	98
	Valley	2,200	2,100	95
	Wayne	3,500	3,500	100
	Webster	1,900	1,900	100
NEW JERSEY				
	Mercer	108,000	106,000	98
NEW MEXICO				
	Guadalupe	1,500	1,400	93
	Lea North	17,400	17,000	98
	Los Alamos	6,800	6,700	99
	Mc Kinley	16,200	15,000	93
	Otero	15,400	15,000	97
	Rio Arriba	9,800	9,100	93
	San Miguel	7,700	7,100	92
	Santa Fe	29,200	28,300	97
	Sierra	3,900	3,700	95
	Socorro	4,500	4,400	98
	Taos	6,800	6,200	91
	Valencia	11,200	11,100	99
NEVADA				
	Churchill	5,500	5,400	98
	Douglas	8,800	8,400	96
	Elko	6,800	6,300	93
	Mineral	2,300	2,200	96
	Nye North	1,800	1,700	94
NEW YORK				
	Cattaraugus	30,300	29,600	98

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK—(Continued)				
Between 5-24%	Delaware	16,900	16,200	96
	Montgomery	19,900	19,400	97
	Schoharie	10,400	10,000	97
	OHIO			
	Allen	40,500	39,800	98
	Athens	19,100	18,500	97
	Brown	11,400	11,100	97
	Champaign	12,500	12,300	98
	Clinton	12,900	12,700	98
	Fairfield	33,900	33,500	99
	Fayette	10,000	9,800	98
	Franklin	337,500	333,600	99
	Fulton	13,300	13,000	98
	Hamilton	326,800	322,100	99
	Henry	10,200	10,100	99
	Knox	16,700	16,400	98
	Licking	44,400	43,900	99
	Madison	11,400	11,100	98
	Mercer	12,900	12,700	98
	Miami	33,200	32,800	99
	Paulding	7,300	7,200	99
	Pickaway	14,800	14,600	99
	Preble	13,600	13,500	99
	Ross	23,000	22,500	98
	Union	10,500	10,300	98
	Van Wert	11,400	11,300	99
	Vinton	4,200	4,100	98
OKLAHOMA				
	Atoka	4,600	4,500	98
	Beaver	2,800	2,700	98
	Bryan	12,200	11,900	98
	Caddo	11,600	11,400	98
	Canadian	20,600	20,400	99
	Cherokee	11,500	11,300	98
	Cimarron	1,400	1,400	100
	Cleveland	51,100	50,400	99
	Coal	2,300	2,300	100
	Comanche	36,400	36,000	99
	Creek	22,400	22,000	98
	Custer	10,000	9,800	98
	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Grant	2,700	2,700	100
	Jackson	10,600	10,500	99
	Jefferson	3,300	3,200	98
	Kingfisher	5,400	5,300	99
	Kiowa	5,300	5,200	98
	Le Flore	15,400	15,000	97
	Lincoln	10,400	10,300	99
	Logan	10,000	9,900	99
	Mc Clain	7,600	7,500	99
	Mc Curtain	13,100	12,700	97
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Oklahoma	230,200	228,100	99
	Okmulgee	14,900	14,700	99
	Osage	15,400	15,300	99
	Pawnee	6,200	6,100	98
	Pontotoc	12,800	12,700	99
	Pottawatomie	21,500	21,200	99
	Rogers	17,200	16,900	99
	Tillman	4,700	4,600	98
	Tulsa	193,300	191,600	99
	Wagoner	15,500	15,300	99
OREGON				
	Clackamas	91,500	88,600	97
	Douglas	36,100	34,400	95
	Hood River	6,400	6,000	94
	Lincoln	16,100	14,800	92
	Umatilla	22,700	21,300	94
	Union	9,200	8,600	93
PENNSYLVANIA				
	Bedford	16,800	16,200	96
	Clearfield	30,400	29,700	98
	Crawford	32,400	31,400	97

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA—(Continued)				
Between 5-24%	Delaware	194,400	192,500	99
	Elk	13,400	13,100	97
	Erie	101,100	99,500	98
	Huntingdon	14,900	14,400	97
	Mc Kean	18,600	18,000	97
	Mifflin	17,300	16,600	96
	Tioga	14,100	13,500	96
	Westmoreland	144,100	142,000	99
SOUTH CAROLINA				
	Abbeville	8,000	7,800	97
	Berkeley	32,200	31,400	98
	Charleston	95,500	94,200	99
	Cherokee	14,200	14,000	99
	Colleton	10,800	10,500	97
	Fairfield	6,400	6,200	97
	Greenville	108,000	106,900	99
	Greenwood	21,300	21,000	99
	Hampton	6,400	6,200	97
	Horry	38,700	37,900	98
	Laurens	17,600	17,300	98
	Oconee	18,600	18,400	99
	Orangeburg	27,300	26,500	97
	Pickens	28,100	27,600	98
	Spartanburg	73,700	72,800	99
	Union	10,900	10,700	99
	Williamsburg	12,100	11,700	97
SOUTH DAKOTA				
	Charles Mix	3,400	3,300	97
	Clay	4,500	4,400	98
	Corson	1,600	1,500	94
	Fall River	3,300	3,200	97
	Gregory	2,100	2,100	98
	Hand	1,800	1,800	100
	Jerauld	1,100	1,100	100
	Kingsbury	2,600	2,600	100
	Lincoln	5,100	5,000	98
	Mc Pherson	1,500	1,400	96
	Marshall	2,000	1,900	95
	Moody	2,400	2,400	100
	Perkins	1,900	1,800	95
	Tripp	2,600	2,600	98
	Union	4,200	4,200	100
	Walworth	2,700	2,600	96
TENNESSEE				
	Bedford	10,400	10,300	99
	Bradley	25,000	24,800	99
	Campbell	13,000	12,800	98
	Cannon	3,900	3,800	97
	Carroll	10,600	10,400	98
	Cumberland	10,800	10,600	98
	Davidson	186,300	185,300	99
	Decatur	4,400	4,300	98
	Dyer	13,200	13,000	98
	Fentress	5,400	5,300	98
	Hamilton	108,300	107,500	99
	Henry	11,400	11,200	98
	Humphreys	6,100	6,000	98
	Knox	125,100	124,100	99
	Lewis	3,200	3,200	98
	Loudon	11,000	10,900	99
	Mcminn	15,500	15,300	99
	Madison	28,400	28,100	99
	Marshall	7,600	7,500	99
	Maury	19,400	19,200	99
	Montgomery	29,900	29,700	99
	Pickett	1,700	1,700	100
	Polk	4,900	4,800	98
	Robertson	13,400	13,300	99
	Rutherford	30,600	30,300	99
	Scott	6,900	6,700	97
	Sevier	16,100	15,800	98
	Shelby	282,000	279,700	99
	Sullivan	54,700	54,300	99
	Sumner	31,300	31,000	99
	Trousdale	2,500	2,500	100
	Warren	12,800	12,600	98
	Weakley	12,000	11,800	98

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE—(Continued)				
Between 5-24%	White	7,400	7,300	99
	Williamson	20,800	20,600	99
	Wilson	20,700	20,500	99
TEXAS				
	Archer	2,800	2,800	100
	Atascosa	8,800	8,600	98
	Bandera	3,100	3,100	100
	Baylor	2,000	2,000	100
	Bell	56,800	56,200	99
	Bexar	341,200	336,600	99
	Bosque	5,800	5,700	98
	Bowie	28,700	28,300	99
	Brazos	37,000	36,400	98
	Brooks	2,600	2,500	96
	Callahan	4,400	4,300	98
	Cameron	64,700	63,600	98
	Carson	2,500	2,500	100
	Clay	3,900	3,900	100
	Cochran	1,500	1,500	100
	Comal	14,300	14,100	99
	Crosby	2,900	2,900	100
	Denton	55,400	54,800	99
	De Witt	7,100	6,900	97
	Dickens	1,400	1,400	100
	Donley	1,600	1,600	100
	Duval	4,000	3,800	96
	Eastland	8,000	7,800	97
	Ector	44,300	43,900	99
	Ellis	21,200	20,900	99
	Fannin	9,700	9,500	97
	Fisher	2,200	2,200	100
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Gillespie	5,500	5,300	96
	Grayson	35,500	35,000	98
	Gregg	38,700	38,200	99
	Guadalupe	17,100	16,800	98
	Hardin	14,900	14,600	98
	Haskell	3,000	3,000	98
	Hays	14,000	13,700	98
	Hidalgo	84,700	83,000	98
	Hockley	8,000	7,900	99
	Hunt	21,500	21,100	98
	Jim Wells	11,900	11,600	97
	Jones	6,600	6,500	98
	Kaufman	13,900	13,600	98
	Kleberg	10,600	10,400	98
	Lamb	6,700	6,600	98
	Lavaca	7,400	7,000	95
	Lee	4,100	4,000	98
	Lipscomb	1,400	1,400	100
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Mc Lennan	65,100	64,400	99
	Martin	1,600	1,600	100
	Matagorda	14,500	14,200	98
	Midland	32,400	32,100	99
	Milam	8,600	8,400	98
	Montgomery	48,500	47,500	98
	Moore	5,900	5,900	99
	Motley	800	800	100
	Nolan	6,600	6,500	98
	Orange	29,900	29,600	99
	Parmer	3,500	3,500	99
	Potter	39,600	39,200	99
	Refugio	3,200	3,200	100
	Roberts	400	400	100
	San Augustine	3,400	3,300	97
	Schleicher	1,000	1,000	100
	Shackelford	1,500	1,500	100
	Shelby	9,000	8,800	97
	Smith	50,000	49,200	98
	Starr	7,600	7,300	96
	Stonewall	1,100	1,100	100
	Swisher	3,300	3,300	100

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
Between 5-24%	Terrell	600	600	100
	Terry	5,100	5,000	98
	Throckmorton	1,000	1,000	100
	Travis	175,700	173,300	99
	Ward	4,900	4,800	98
	Webb	28,100	27,400	98
	Wichita	44,200	43,900	99
	Wilbarger	6,000	6,000	100
	Willacy	4,900	4,800	98
	Williamson	27,900	27,400	98
	Wilson	5,900	5,700	97
	Wise	10,200	10,100	99
UTAH				
	Carbon	8,100	7,900	98
	Davis	44,100	43,700	99
	Duchesne	3,800	3,600	95
	Juab	1,700	1,700	100
	Kane	1,400	1,300	93
	Rich	700	700	100
	San Juan	3,300	3,000	91
	Sanpete	4,700	4,600	98
	Washington	8,800	8,300	94
VIRGINIA				
	Accomack	11,900	11,600	97
	Amherst	9,700	9,500	98
	Bath	2,200	2,200	100
	Chesterfield	51,600	51,200	99
	Giles	6,400	6,300	98
	Loudoun	20,800	20,500	99
	Pittsylvania	41,400	40,700	98
	Prince George	15,500	15,300	99
	Scott	8,800	8,600	97
	Smyth	11,900	11,700	98
VERMONT				
	Orleans	8,600	8,500	98
WASHINGTON				
	Douglas	8,900	8,600	97
	Franklin	13,200	12,800	97
	Grant	18,400	17,700	96
	Kittitas West	2,200	2,100	93
	Skamania	3,100	2,900	93
WISCONSIN				
	Adams	5,300	5,100	96
	Brown	63,900	63,400	99
	Calumet	10,200	10,100	99
	Chippewa	17,900	17,600	98
	Columbia	16,300	16,000	98
	Dane	128,600	125,800	98
	Dodge	25,800	25,300	98
	Eau Claire	29,200	28,700	98
	Florence	1,500	1,500	100
	Fond Du Lac	31,300	30,800	98
	Grant	17,500	16,900	97
	Green Lake	7,000	6,800	98
	Iowa	7,100	6,900	97
	Jackson	6,400	6,200	97
	Juneau	8,100	7,800	96
	Kewaunee	6,800	6,700	99
	Lafayette	6,200	6,100	98
	Langlade	7,400	7,300	98
	Lincoln	9,900	9,800	99
	Manitowoc	29,500	29,300	99
	Marathon	40,300	39,800	99
	Marinette	14,900	14,700	99
	Monroe	12,400	12,100	98
	Oconto	10,700	10,500	98
	Onelda	12,600	12,300	98
	Outagamie	45,400	45,100	99
	Ozaukee	23,500	23,200	99
	Portage	19,700	19,400	98
	Price	6,000	5,800	97
	Richland	6,500	6,300	97
	Rusk	5,600	5,400	97
	Sauk	16,600	16,200	98
	Shawano	13,000	12,800	98
	Trempealeau	9,600	9,300	97

Illinois

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WISCONSIN—(Continued)			
	Vernon	9,600	9,400	98
	Vilas	7,000	6,800	97
	Washburn	5,200	5,100	98
	Washington	29,300	29,000	99
	Waukesha	95,700	94,800	99
	Waupaca	15,700	15,500	99
	Wood	26,800	26,400	99
	WEST VIRGINIA			
	Fayette	21,100	20,800	99

WGN-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WEST VIRGINIA—(Continued)			
	Grant	3,800	3,700	97
	Jackson	9,200	9,100	99
	Lewis	7,000	6,900	99
	Mc Dowell	16,500	16,200	98
	Putnam	14,100	14,000	99
	Summers	5,600	5,400	96
	Upshur	8,700	8,500	98
	Wyoming	12,200	11,900	98
	WYOMING			
Crook	2,100	2,000	95	
Fremont	14,600	14,200	97	
Johnson	2,600	2,500	96	
Teton	4,500	4,300	96	
Uinta	4,600	4,400	96	

**THE
TED HEPBURN
COMPANY**

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn Jebson, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Illinois-Chicago

WLS-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 55.59-kw visual, 11.12-kw aural. Antenna: Circularly polarized, 1688-ft. above av. terrain, 1710-ft. above ground, 2305-ft. above sea level.

Latitude 41° 52' 44"
Longitude 87° 38' 10"

Transmitter: Sears Bldg., 233 S. Wacker Dr.

News Services: AP, UPI, City News.

AM Affiliate: WLS, 50-kw, 890 kHz.

FM Affiliate: WLS-FM, 6-kw, 94.7 MHz (No. 234), 1170-ft.

Network Service: ABC.

Licensee: American Broadcasting Companies Inc., 190 N. State St., Chicago, Ill. 60601.

Studio: 190 N. State St.

Telephone: 312-263-0800. TWX: 312-222-9530.

Ownership: ABC Inc. See Group Ownership of TV Stations.

Began Operation: Oct. 13, 1943.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Smith & Powstenko.

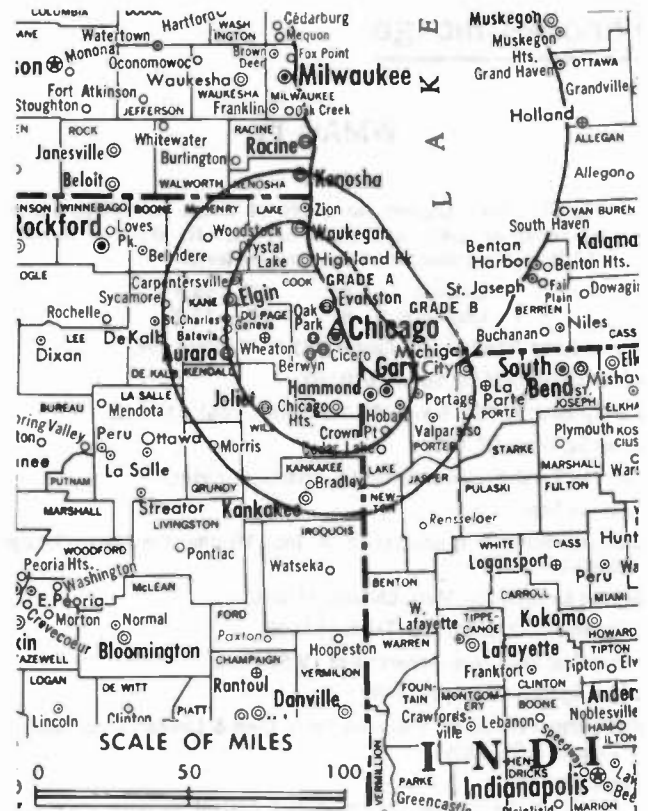
Personnel:

DENNIS SWANSON, vice president & general manager.
JOSEPH J. AHERN, station manager.
RICHARD TAYLOR, general sales manager.
MICHAEL VELASQUEZ, national sales manager.
SCOTT THOMAS, local sales manager.
CLAR W. HEIDER, administrative assistant.
JEFF McGRATH, director of programming.
ERNST LEDEBUHR, controller.
WILLIAM CAMPBELL, director of public affairs.
WILLIAM APPLGATE, news director.
SHARON McGILL, research director.
JOSEPH KRESNICKA, director of engineering.
TIMOTHY J. BENNETT, advertising & promotion director.

Average 30 Sec. Rate: \$6500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Dekalb	25,500	25,100	98
	Dupage	245,100	243,300	99
	Grundy	11,500	11,400	99
	Iroquois	12,400	12,100	98
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	Kendall	13,400	13,300	99
	Lake	149,300	148,100	99
	La Salle	41,600	40,700	98
	Mchenry	53,400	53,000	99
	Will	111,200	109,900	99
	INDIANA			
	Jasper	9,000	8,800	98
	Lake	178,100	175,800	99
	La Porte	38,700	38,300	99
Newton	5,500	5,400	98	
Porter	43,100	42,500	99	



WLS-TV BMPCT-811124KR Granted 3/25/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Starke	7,900	7,700	97
	WISCONSIN			
	Kenosha	44,800	44,300	99
Between 25-49%	ILLINOIS			
	Livingston	14,500	14,100	97
	INDIANA			
	Pulaski	5,000	4,800	96
MICHIGAN	Berrien	62,500	61,400	98
	WISCONSIN			
	Racine	61,800	61,200	99
Between 5-24%	ILLINOIS			
	Boone	10,200	10,000	98
	Bureau	14,700	14,400	98
	Carroll	7,000	6,900	99
	Ford	5,800	5,700	98
	Lee	13,000	12,800	98
	Ogle	17,100	16,800	98
	Vermillion	36,200	35,500	98
	INDIANA			
	Benton	3,800	3,700	97
Cass	15,000	14,700	98	
St Joseph	88,500	87,300	99	
White	9,300	9,100	98	
WISCONSIN				
Walworth	26,500	26,100	98	
Station Totals		3,411,000	3,362,500	98
Net Weekly Circulation (1983)			2,767,700	
Average Daily Circulation (1983)			1,667,800	

Illinois--Chicago

WMAQ-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40.1-kw visual, 8-kw aural. Antenna: 1307-ft. above av. terrain, 1317-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

AM Affiliate: WMAQ, 50-kw, 670 kHz.

FM Affiliate: WKQX, 6-kw, 101.1 MHz (No. 266), 1170-ft.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta; 7-meter.

Network Service: NBC.

Licensee: National Broadcasting Co. Inc., Merchandise Mart, Chicago 60654.

Studio: Merchandise Mart, Chicago, Ill. 60654.

Telephone: 312-861-5555. Telex: 253535.

Ownership: See Group Ownership of TV Stations.

Began Operation: Jan. 7, 1949.

Represented (sales) by NBC Spot Sales; Clem & Lowrance Inc. (Dallas, Atlanta & St. Louis).

Personnel:

- MONTE G. NEWMAN, vice president & general manager.
- FRED DeMARCO, station manager.
- DICK DAGGETT, director, sales.
- LARRY TOMPKINS, national sales manager.
- STEVE GALLEN, local sales manager.
- DAVID M. YEARWOOD JR., director, finance & administration.
- DILLON SMITH, program director.
- EUGENE CARTWRIGHT, dir., technical operations & engineering.
- PAUL BEAVERS, news director.
- WILLIS O. MARSHALL, director of plant construction.
- ALEXIS SARKISIAN, manager, community programs.
- NICK ARONSON, director, communications.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Dekalb	25,500	25,100	98
	Dupage	245,100	243,300	99
	Grundy	11,500	11,400	99
	Iroquois	12,400	12,100	98
	Kane	98,600	97,300	99
	Kankakee	36,700	36,100	98
	Kendall	13,400	13,300	99
	Lake	149,300	148,100	99
	La Salle	41,600	40,700	98
	Mchenry	53,400	53,000	99
	Willi	111,200	109,900	99
	INDIANA			
	Jasper	9,000	8,800	98
	Lake	178,100	175,800	99
	La Porte	38,700	38,300	99
Newton	5,500	5,400	98	
Porter	43,100	42,500	99	



WMAQ-TV BPCT-4223 Granted 5/14/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Kenosha	44,800	44,300	99
Between 25-49%	ILLINOIS			
	Livingston	14,500	14,100	97
	INDIANA			
Starke	7,900	7,700	97	
Between 5-24%	MICHIGAN			
	Berrien	62,500	61,400	98
	ILLINOIS			
	Boone	10,200	10,000	98
	Bureau	14,700	14,400	98
	Carroll	7,000	6,900	99
	Ford	5,800	5,700	98
	Ogle	17,100	16,800	98
	INDIANA			
	Benton	3,800	3,700	97
Marshall	14,400	14,100	98	
Pulaski	5,000	4,800	96	
St Joseph	88,500	87,300	99	
White	9,300	9,100	98	
MICHIGAN				
Cass	18,200	17,900	98	
WISCONSIN				
Racine	61,800	61,200	99	
Walworth	26,500	26,100	98	
Station Totals		3,379,400	3,331,500	98
Net Weekly Circulation (1983)			2,701,000	
Average Daily Circulation (1983)			1,580,000	

Illinois--Chicago

WSNS-TV

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4260-kw max. & 1050-kw horizontal visual, 500-kw max. & 123-kw horizontal aural. Antenna: 1420-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: Hancock Bldg., 875 N. Michigan Ave.

Network Service: None, independent.

Licensee: Video 44, a Joint Venture, 430 W. Grant Pl., Chicago, Ill. 60614.

Studio: 430 W. Grant Place, Chicago, Ill. 60614.

Telephone: 312-929-1200.

Ownership: Oak Industries Inc., 49%; Harriscop of Chicago Inc., 25.5%; Essaness Theatres Corp. of Ill., 25.5%. For other Oak & Harriscop interests, see Group Ownership of TV Stations.

Began Operation: April 5, 1970. Granted subscription TV authorization Feb. 22, 1980. Sale of interest to Oak Industries approved by FCC July 11, 1980 (Television Digest, Vol. 20:11). Began subscription TV operation Sept. 22, 1980 (Vol. 20:36).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

BURT I. HARRIS, pres., Harriscop (Los Angeles).
RICHARD PLOTKIN, vice president & general manager.
JOHN DICKINSON, operations manager.
KEVIN J. MURPHY, director of engineering.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Cook	1,894,300	1,864,900	98
	Grundy	11,500	11,400	99
	Iroquois	12,400	12,100	98



WSNS-TV BPCT-4681 Granted 5/28/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	La Salle	41,600	40,700	98
	INDIANA			
	Jasper	9,000	8,800	98
	Lake	178,100	175,800	99
	Porter	43,100	42,500	99
Station Totals		2,190,000	2,156,200	98
Net Weekly Circulation (1983)				164,800
Average Daily Circulation (1983)				59,500

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Illinois--Decatur

WAND

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 1350-kw horizontal visual, 1000-kw max. & 135-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1314-ft. above ground, 2000-ft. above sea level.

Latitude 39° 57' 07"
Longitude 88° 49' 55"

Transmitter: Near Argenta, Ill.

News Services: AP, NIWS, ABC.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: ABC.

Licensee: WAND Television, 904 South Side Dr., Decatur, Ill. 62525.

Studio: 904 South Side Dr., Decatur, Ill. 62525.

Telephone: 217-424-2500. TWX: 910-243-0458.

Ownership: Publicly owned LIN Bcstg. owns 100% of WAND Television. LIN principals are: Donald A. Pels, pres. & chief exec. officer; Barrett Geoghegan, v.p.; Morris Berkowitz, v.p. & treas.; Blake Byrne, group v.p.; Arnold Blauveiss, v.p., finance; Ron Graiff, engineering v.p. LIN Bcstg. also owns WAVY-TV, Portsmouth, Va.; KXAS-TV, Fort Worth, Tex.; KTVV(TV), Austin, Tex.; WOTV(TV), Grand Rapids, Mich.; KILT-AM-FM, Houston; WBBF & WMJQ(FM), Rochester, N.Y.; WIL-AM-FM, St. Louis; WFIL & WUSL(FM), Philadelphia, Pa.; WEMP & WNUW(FM), Milwaukee, Wis.

Began Operation: Aug. 16, 1953. Sale to present owner by Metromedia Inc. approved Dec. 22, 1965 by FCC (Television Digest, Vol. 5:41, 42, 52). Sale to Metromedia by George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

BARRETT GEOGHEGAN, president & general manager.
T. J. VAUGHAN, vice president, operations & programming.
LARRY KATT, vice president, sales.
BRUCE CYNAR, national sales manager.
DICK WESTBROOK, news director.
WAYNE SEMPLE, chief engineer.
JANET JONES, traffic manager.

Highest One Hour Rate: \$2750.

Highest 30 Sec. Rate (Jan. 1, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$775.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Champaign	60,900	59,600	98
	Christian	14,000	13,700	98
	Coles	19,800	19,400	98
	De Witt	7,100	7,000	99
	Douglas	7,500	7,400	99
	Effingham	11,500	11,100	96
	Ford	5,800	5,700	98
	Logan	11,600	11,300	98



WAND BPCT-780914KL Granted 3/13/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Macon	49,900	49,000	98
	Menard	4,500	4,400	98
	Morgan	14,100	13,700	97
	Moultrie	5,400	5,200	96
	Piatt	6,200	6,100	98
	Sangamon	71,600	70,000	98
	Shelby	9,000	8,700	97
	Vermilion	36,200	35,500	98
Between 25-49%	ILLINOIS			
	Cass	5,800	5,600	97
	Cumberland	4,300	4,200	98
	Fayette	8,300	8,000	97
	Mc Lean	44,100	43,200	98
Between 5-24%	ILLINOIS			
	Edgar	8,600	8,400	98
	Iroquois	12,400	12,100	98
	Livingston	14,500	14,100	97
	Macoupin	19,100	18,700	98
INDIANA	Mason	7,500	7,400	99
	Vermilion	7,200	7,100	99
	Warren	3,100	3,000	97
Station Totals		482,300	471,600	97
Net Weekly Circulation (1983)			317,900	
Average Daily Circulation (1983)			184,000	

Illinois-Harrisburg

WSIL-TV

Ch. 3

(Operates satellite KPOB-TV, Poplar Bluff, Mo.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 883-ft. above av. terrain, 854-ft. above ground, 1459-ft. above sea level.

Latitude 37° 36' 49"
Longitude 88° 52' 16"

Transmitter: 2-mi. W of Cereal Springs.

News Service: AP.

Satellite Earth Station: Gardiner; 6-meter.

Arbitron Data: Figures include satellite KPOB-TV, Poplar Bluff, Mo.

Network Service: ABC.

Licensee: WSIL-TV Inc.

Studio: 21 W. Poplar St., Harrisburg, Ill. 62946.

Telephone: 618-252-7447.

Ownership: Mel Wheeler Inc., 100%. Mel Wheeler, pres., 70%; Herman L. Reavis, exec. v.p.; Stephen, Clark & Leonard Wheeler, v.p.s., 10% each; Jack E. Rice, v.p.; Vinny Wheeler, secy.-treas. They also own KPOB-TV, Poplar Bluff, Mo.; WSLC & WSLQ(FM), Roanoke, Va.; KDNT(AM), Denton & KGNG-FM, Gainesville, Tex. Reavis & S., C., L. & V. Wheeler have interest in KSRD(FM), Seward, Neb.

Began Operation: Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959. Sale to present owners by John W. Kirby, et al., approved by FCC May 12, 1983. Previous sale by O. L. Turner, et al., approved April 23, 1981 (Television Digest, Vol. 21:14).

Represented (sales) by Seitel Inc.

Represented (legal) by Pepper & Corazzini.

Personnel:

MEL WHEELER, president.
RICK LIPPS, general manager.
STEVE WHEELER, operations manager.
FRED STACY, sales manager.

Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,800	4,600	96
	Franklin	17,700	17,200	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	23,900	23,200	97
	Jefferson	14,800	14,300	97
	Johnson	3,600	3,500	97
	Massac	6,000	5,800	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Pulaski	3,300	3,200	95
	Saline	11,400	11,000	97
	Union	6,800	6,600	98
	Williamson	23,000	22,400	97
	KENTUCKY			
	Ballard	3,500	3,500	100
	Carlisle	2,100	2,100	100
Crittenden	3,500	3,400	97	
Graves	13,500	13,400	99	
Livingston	3,700	3,700	100	
Lyon	2,500	2,500	100	
Mc Cracken	24,400	24,200	99	
Marshall	10,200	10,100	99	



WSIL-TV BPCT-2562 Granted 11/12/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Bollinger	4,000	3,900	97
	Cape Girardeau	22,400	22,000	98
	Mississippi	5,500	5,400	98
	Scott	14,900	14,700	98
Between 25-49%	ILLINOIS			
	Wayne	7,300	6,900	95
	KENTUCKY			
	Caldwell	5,100	5,000	98
Fulton	3,400	3,400	100	
Hickman	2,200	2,200	100	
	MISSOURI			
Butler	14,900	14,400	97	
Stoddard	11,200	11,000	98	
Between 5-24%	ARKANSAS			
	Clay	8,200	8,000	98
	ILLINOIS			
	Clay	6,100	5,800	96
	Marion	17,200	16,800	98
	Randolph	12,300	12,000	98
	White	7,300	6,900	95
	KENTUCKY			
	Calloway	11,100	11,000	99
	Hopkins	17,700	17,400	99
	Union	5,700	5,600	98
	MISSOURI			
	Carter	2,100	1,900	93
	Dunklin	13,900	13,500	97
Madison	4,400	4,300	98	
New Madrid	8,200	8,000	98	
Perry	6,100	5,900	98	
Ripley	4,900	4,600	94	
Wayne	4,700	4,500	96	
Station Totals		418,600	408,200	97
Net Weekly Circulation (1983)			230,800	
Average Daily Circulation (1983)			124,700	

Illinois-Joliet

WFBN

Ch. 66

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1307.5-ft. above av. terrain, 1512-ft. above ground, 2107-ft. above sea level.

Latitude 41° 53' 56"
Longitude 87° 37' 23"

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Focus Broadcasting Co., c/o Douglas F. Ruhe, Communications Design Group Inc., One Commerce Place, Suite 825, Nashville, Tenn. 37239.

Studio: 1411 Cora St., Joliet, Ill. 60435.

Telephone: 815-723-6000.

Ownership: Douglas F. Ruhe, pres., 8.5%; Irene M. Chung, secy., 8.5%; Darrell W. Anderson, treas., 5%; Joon Chung, Beverly Ruhe, William & Judith Geissler, 8.5% each; Allen Investment Co., 9.5%; Gloria W. Anderson, 5%; others, none with more than 4%. Principals have interest in many applications for conventional & low power television stations.

Began Operation: Sept. 18, 1981.

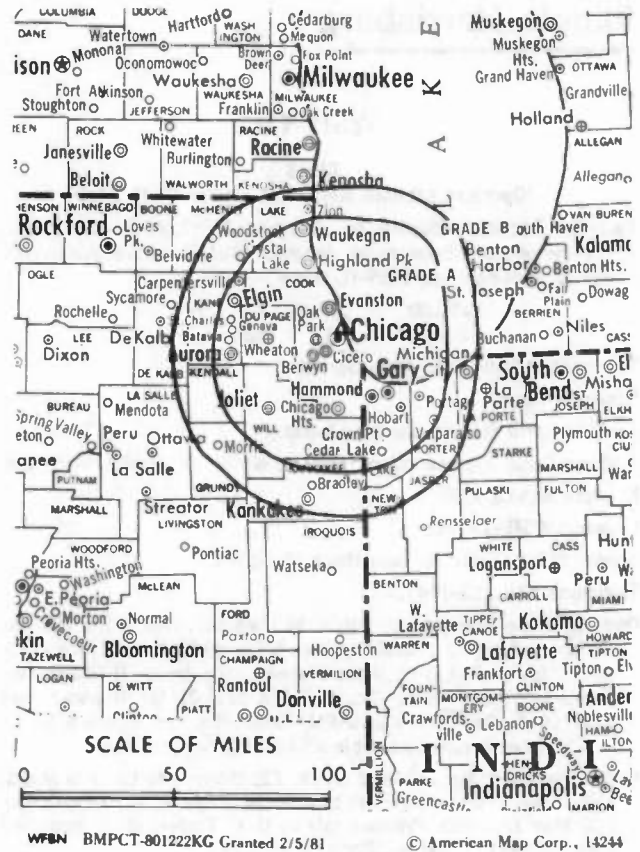
Represented (legal) by Reddy, Begley & Martin.

Personnel:

ROBERT RAMIREZ, general manager.

A. WAYNE SMITH, chief engineer.

Rates: Not available.



Illinois-Marion

WDDD-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2570-kw visual, 257-kw aural. Antenna: 772-ft. above av. terrain, 500-ft. above ground, 1340-ft. above sea level.

Latitude 37° 33' 26"
Longitude 89° 01' 24"

Transmitter: 2.2-mi. W of Goreville.

Satellite Earth Stations: Scientific-Atlanta; 4.6-meter.

Network Service: None, independent.

Licensee: Channel 27 Inc., One Broadcast Center, Marion, Ill. 62959.

Studio: One Broadcast Center, Marion 62959.

Telephones: 618-997-9333 (Marion); 618-529-3300 (Carbondale); 618-932-7000 (Benton).

Ownership: Dennis F. Doelitzsch, 100%. Note: Sale pends.

Began Operation: Aug. 24, 1981.

Represented (sales) by Spot Time Ltd.

Personnel:

- DUTCH DOELITZSCH, president & general manager.
- BOB OWENS, station manager.
- CLARENCE LARSON, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Williamson	23,000	22,400	97
Between 25-49%	ILLINOIS			
	Franklin	17,700	17,200	97
	Gallatin	3,000	2,900	97
	Jackson	23,900	23,200	97
	Johnson	3,600	3,500	97
	Pulaski	3,300	3,200	95
	Saline	11,400	11,000	97
	Union	6,800	6,600	98
	KENTUCKY			
	Ballard	3,500	3,500	100
Between 5-24%	ILLINOIS			
	Alexander	4,800	4,600	96
	Hamilton	3,900	3,700	95
	Jefferson	14,800	14,300	97



WDDD-TV BPCT-7807201C Granted 6/25/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Massac	6,000	5,800	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
KENTUCKY	Crittenden	3,500	3,400	97
	Mc Cracken	24,400	24,200	99
	MISSOURI			
	Cape Girardeau	22,400	22,000	98
	Mississippi	5,500	5,400	98
	Perry	6,100	5,900	98
Station Totals		212,300	206,400	97
Net Weekly Circulation (1983)			49,900	
Average Daily Circulation (1983)			17,400	

Illinois-Moline

WQAD-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: Directional, 1010-ft. above av. terrain, 1058-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"
Longitude 90° 22' 47"

Transmitter: 2.8-mi. S of Orion on U.S. 150.

News Services: AP, UPI.

Network Service: ABC.

Licensee: Quad-Cities Communications Corp., 3003 Park 16th St. 61265.

Studio: 3003 Park 16th St., Moline, Ill. 61265.

Telephone: 309-764-9694.

Ownership: The Des Moines Register and Tribune Co., 100%. David Kruidenier, chmn.; Michael G. Gartner, pres.; Gary G. Gerlach, v.p. Des Moines Register & Tribune also owns KHON-TV, Honolulu & KAI-TV, Wailuku, Hawaii; KYXI, Oregon City & KGON(FM), Portland, Ore.; KLAQ & KPPL(FM), Lakewood, Colo.; WIBA-AM-FM, Madison, Wis.

Began Operation: Aug. 1, 1963. Sale to present owner by Moline Television Corp. approved by FCC July 13, 1977.

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

OLIVER GILLESPIE, president & general manager.

GENE SMITH, general sales manager.

JOHN ORR, national sales manager.

PEGGY VYNCKE, business manager.

LLOYD BOLKCOM, director of community affairs.

STEVE ISRAEL, program director.

TOM MIKKELSEN, director of engineering/operations.

RICK SERRE, assistant chief engineer.

Highest 30 Sec. Rate (May 8, 1981): \$3000

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cedar	7,100	7,000	99
	Clinton	20,900	20,700	99
	Des Moines	17,800	17,600	99
	Henry	7,000	6,800	97
	Jackson	8,100	8,000	99
	Lee	16,100	15,900	99
	Louisa	4,500	4,400	98
	Muscatine	14,700	14,600	99
	Scott	59,900	59,400	99
	ILLINOIS			
	Bureau	14,700	14,400	98
	Carroll	7,000	6,900	99
Henderson	3,400	3,300	97	
Henry	21,300	21,000	99	
Knox	23,600	23,300	99	
Lee	13,000	12,800	98	



WQAD-TV BPCT-2440 Granted 5/16/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Donough	13,000	12,700	98
	Mercer	7,100	7,000	99
	Rock Island	62,600	62,000	99
	Stark	2,700	2,700	100
	Warren	8,200	8,100	99
Whiteside	24,100	23,700	98	
IOWA				
Between 25-49%	Jefferson	6,000	5,900	98
	Washington	7,500	7,300	98
ILLINOIS				
	Hancock	9,300	9,200	98
	Putnam	2,300	2,200	96
IOWA				
Between 5-24%	Johnson	32,100	31,500	98
	Jones	7,200	7,100	99
ILLINOIS				
	Fulton	16,600	16,200	98
	Jo Daviess	8,800	8,600	97
	La Salle	41,600	40,700	98
	Marshall	5,400	5,300	98
	Ogle	17,100	16,800	98
	Peoria	75,600	74,400	98
Station Totals		586,300	577,500	98
Net Weekly Circulation (1983)			345,700	
Average Daily Circulation (1983)			212,400	

Illinois--Mount Vernon-Salem-Centralia

WCEE

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw horizontal visual, 31.6-kw horizontal aural. Antenna: 971-ft. above av. terrain, 985-ft. above ground, 1550-ft. above sea level.

Latitude 38° 32' 47"
Longitude 88° 55' 26"

Transmitter: County Rd. 26, 0.7-mi. W of Cartter.

News Services: CNN, UPI.

Satellite Earth Stations: 2 In operation.

Network Service: None, independent.

Grantee: Pyramid Bcstg. Ltd., Box 200, Carbondale, Ill. 62901.

Studio: 0.7-mi. W of Cartter.

Telephone: 618-822-6900.

Mailing Address: Rte. One, Box 71, Kell, Ill. 62853.

Ownership: Pyramid Bcstg. Corp. of Illinois. William R. Varecha, 100%.

Began Operation: March 13, 1983.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Arthur K. Peters.

Personnel:

WILLIAM VARECHA, general manager.

Highest 30 Sec. Rate (Oct. 1, 1983): \$200.



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Illinois--Peoria

WEEK-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2410-kw max. & 1355-kw horizontal visual, 239-kw max. aural. Antenna: 680-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42.0"
Longitude 89° 32' 51.2"

Transmitter: 2907 Springfield Rd.

News Services: AP, NBC.

Satellite Earth Station: Common Carrier; Microdyne, 7-meter.

Network Service: NBC.

Licensee: Mid-America TV Co., 300 E. Washington St., East Peoria.

Studio: 2907 Springfield Rd., East Peoria, Ill. 61611.

Telephone: 309-698-2525. TWX: 910-652-4455.

Ownership: Mid-America is a wholly-owned subsidiary of Kansas City Southern Industries Inc. See KRCG, Jefferson City, Mo.

Began Operation: Feb. 1, 1953. Sale, including former satellite WEEQ-TV, La Salle, to present owner by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (Television Digest, Vol. 6:29).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- WILLIAM ADAMS, president.
- FRANK J. BUSSONE, general manager.
- JAMES ZERWEKH, operations manager.
- KEN TOFANELLI, chief engineer.
- JEFF HAWKINSON, director of development.
- JOE LENTZ, general & national sales manager.
- ROBERT KIRSHENBAUM, local sales manager.
- JERRY GIESLER, news director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Fulton	16,600	16,200	98
	Knox	23,600	23,300	99
	Logan	11,600	11,300	98
	Mc Lean	44,100	43,200	98
	Marshall	5,400	5,300	98
	Mason	7,500	7,400	99
	Menard	4,500	4,400	98
	Peoria	75,600	74,400	98
	Putnam	2,300	2,200	96



WEEK-TV BPCT-5060 Granted 12/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stark	2,700	2,700	100
	Tazewell	48,900	48,200	98
	Woodford	11,800	11,500	97
ILLINOIS				
	Between 25-49%			
	Bureau	14,700	14,400	98
	De Witt	7,100	7,000	99
	La Salle	41,600	40,700	98
	Livingston	14,500	14,100	97
Mc Donough	13,000	12,700	98	
Schuyler	3,200	3,100	97	
ILLINOIS				
	Between 5-24%			
	Cass	5,800	5,600	97
	Ford	5,800	5,700	98
	Henry	21,300	21,000	99
Warren	8,200	8,100	99	
Station Totals		389,800	382,500	98
Net Weekly Circulation (1983)			250,800	
Average Daily Circulation (1983)			152,100	

Illinois-Peoria

WMBD-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2040-kw max. & 1740-kw horizontal visual, 204-kw aural. Antenna: 640-ft. above av. terrain, 548-ft. above ground, 1288-ft. above sea level.

Latitude 40° 38' 07"
Longitude 89° 32' 19"

Transmitter: Fahey Hollow Rd., East Peoria, Ill.

News Services: UPI, CBS.

AM Affiliate: WMBD, 5-kw, 1470 kHz (CBS).

FM Affiliate: WKZW, 40-kw, 93.3 MHz (No. 227), 550-ft.

Satellite Earth Station: In operation; 3.5-meter.

Network Service: CBS.

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign, Ill. 61820.

Studio: 3131 N. University St., Peoria, Ill. 61604.

Telephone: 309-688-3131. TWX: 910-652-3954.

Ownership: Midwest TV Inc. See WCIA, Champaign, Ill.

Began Operation: Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

Represented (sales) by Petry Television.

Represented (legal) by Covington & Burling.

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

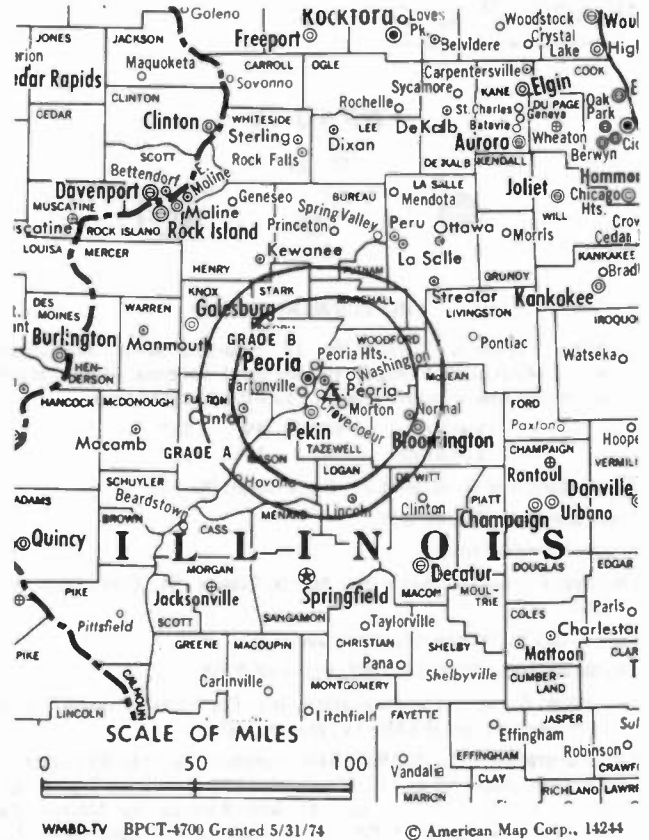
Personnel:

AUGUST C. MEYER JR., president.
GUY MAIN, executive vice president.
GENE C. ROBINSON, vice president & general manager.
JIM DONOVAN, general sales manager.
WALTER KONETSCO, chief engineer.
LLOYD PETERSON, program director.
RODGER LEYSAHT, production manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Fulton	16,600	16,200	98
	Knox	23,600	23,300	99
	Logan	11,600	11,300	98
	Mc Lean	44,100	43,200	98
	Marshall	5,400	5,300	98
	Mason	7,500	7,400	99
	Menard	4,500	4,400	98
	Peoria	75,600	74,400	98
	Putnam	2,300	2,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stark	2,700	2,700	100
	Tazewell	48,900	48,200	98
	Woodford	11,800	11,500	97
Between 25-49%	ILLINOIS			
	Bureau	14,700	14,400	98
	Cass	5,800	5,600	97
	De Witt	7,100	7,000	99
	La Salle	41,600	40,700	98
	Livingston	14,500	14,100	97
Between 5-24%	ILLINOIS			
	Brown	2,100	2,000	95
	Henry	21,300	21,000	99
	Mc Donough	13,000	12,700	98
	Morgan	14,100	13,700	97
	Sangamon	71,600	70,000	98
Warren	8,200	8,100	99	
Station Totals		471,800	462,500	98
Net Weekly Circulation (1983)			248,300	
Average Daily Circulation (1983)			147,600	

Illinois—Peoria

WRAU-TV

Ch. 19



THE FORWARD GROUP

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 4470-kw max. visual, 407-kw aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

News Services: AP, UPI, ABC.

Network Service: ABC.

Licensee: Forward of Illinois Inc., 500 N. Stewart St., Creve Coeur, Ill. 61611.

Studio: 500 N. Stewart St., Creve Coeur, Ill.

Telephone: 309-698-1919. TWX: 910-652-3955.

Ownership: Forward Communications Inc. For Forward ownership & other interests, see WSAW-TV, Wausau, Wis.

Began Operation: Oct. 20, 1953. Sale to present owner by Mid America Media Inc. approved by FCC March 24, 1971 (Television Digest, Vol. 10:13; 11:13). Previous sale to Mid America by Metromedia approved July 21, 1965 (Vol. 5:14). Sale to Metropolitan Bcstg. (now Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 (Vol. 15:43, 16:1). Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

Represented (sales) by Seltel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- ROBERT RICE, president & general manager.
- WILLIAM THORSON, senior v.p. & director of sales.
- GLORIA TOWLES, vice president, finance.
- LARRY BROWN, v.p., Forward of Illinois Productions Inc.
- TIM MARTIN, v.p., director of operations.
- THOMAS P. SAIZAN, v.p., news director.
- BART LAMB, dir. of programming & promotion.
- LEON BROWN, director of engineering.
- MAUREEN CORRAY, creative services director.

Highest 30 Sec. Rate (May 7, 1982): \$595.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Fulton	16,600	16,200	98
	Logan	11,600	11,300	98
	Mc Lean	44,100	43,200	98
	Marshall	5,400	5,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mason	7,500	7,400	99	
	Menard	4,500	4,400	98	
	Peoria	75,600	74,400	98	
	Putnam	2,300	2,200	96	
	Schuyler	3,200	3,100	97	
	Stark	2,700	2,700	100	
	Tazewell	48,900	48,200	98	
	Woodford	11,800	11,500	97	
	ILLINOIS	Between 25-49%			
		Brown	2,100	2,000	95
Bureau		14,700	14,400	98	
Cass		5,800	5,600	97	
Knox		23,600	23,300	99	
La Salle		41,600	40,700	98	
Livingston		14,500	14,100	97	
Mc Donough	13,000	12,700	98		
ILLINOIS	Between 5-24%				
	De Witt	7,100	7,000	99	
	Henry	21,300	21,000	99	
Warren	8,200	8,100	99		
Station Totals		386,100	378,800	98	
Net Weekly Circulation (1983)			246,200		
Average Daily Circulation (1983)			149,700		

Illinois-Quincy-Hannibal, Mo.

WGEM-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"
Longitude 91° 19' 54"

Transmitter: North Columbus Rd.

News Service: UPI.

AM Affiliate: WGEM, 5-kw, 1440 kHz.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft.

Network Service: NBC.

Licensee: Quincy Bcstg. Co., Box 769, Quincy, Ill. 62306.

Studio: 513 Hampshire St., Quincy, Ill. 62306.

Telephone: 217-228-6600. TWX: 910-246-3209.

Ownership: Quincy Newspapers Inc., publisher of Quincy Herald-Whig, 88%. Quincy also owns WSJV(TV), South Bend-Elkhart, Ind.; KTTG (TV), Rochester, Minn.; WVVA(TV), Bluefield, W.Va.

Began Operation: Aug. 27, 1953.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

JACK VARNIER, vice president & general manager.

J. BEN STEWART, vice president, sales.

JIM MARTENS, chief engineer.

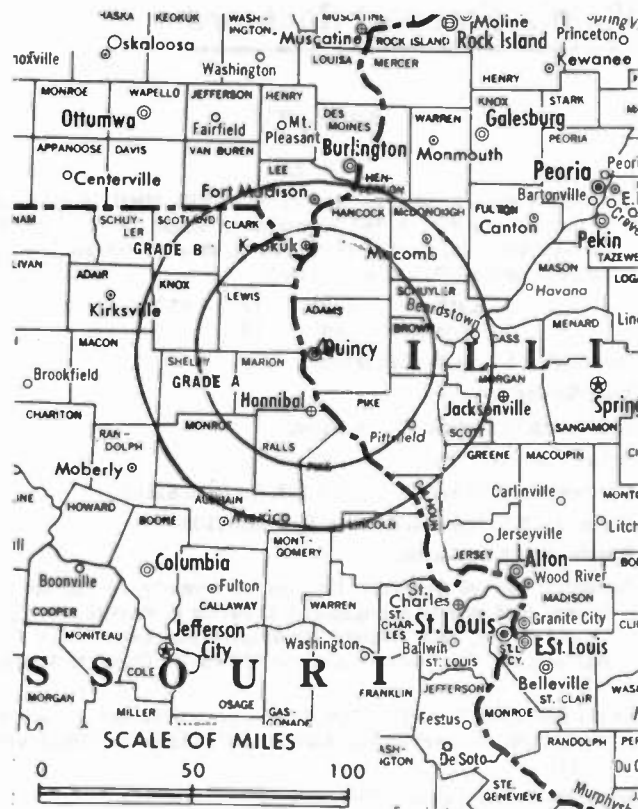
Highest One Hour Rate: \$1400.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	ILLINOIS			
	Adams	27,200	26,800	99
	Brown	2,100	2,000	95
	Cass	5,800	5,600	97
	Hancock	9,300	9,200	98
	Mc Donough	13,000	12,700	98
	Pike	7,500	7,300	97
Schuyler	3,200	3,100	97	
Scott	2,300	2,300	100	
MISSOURI				
Adair	9,400	9,300	98	
Clark	3,200	3,100	97	
Knox	2,100	2,100	100	
Lewis	4,000	3,900	98	
Macon	6,400	6,300	98	
Marion	11,000	10,800	99	
Monroe	3,600	3,600	99	
Pike	6,400	6,200	98	
Ralls	3,400	3,400	100	



WGEM-TV BMPCT-1254 Granted 7/24/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Schuyler	2,100	2,000	95
	Scotland	2,200	2,200	100
	Shelby	3,100	3,000	97
Between 25-49%	IOWA			
	Davis	3,400	3,300	99
	Des Moines	17,800	17,600	99
	Henry	7,000	6,800	97
	Jefferson	6,000	5,900	98
Wapello	15,700	15,500	99	
Between 25-49%	ILLINOIS			
	Morgan	14,100	13,700	97
Between 25-49%	MISSOURI			
	Audrain	10,100	9,900	99
Sullivan	3,100	3,000	97	
Between 5-24%	IOWA			
	Appanoose	6,300	6,200	98
	ILLINOIS			
	Fulton	16,600	16,200	98
	Greene	6,200	6,100	98
Henderson	3,400	3,300	97	
Between 5-24%	MISSOURI			
	Callaway	11,500	11,300	98
	Montgomery	4,300	4,200	98
	Putnam	2,400	2,400	100
Randolph	9,700	9,500	98	
Station Totals		284,200	278,800	98
Net Weekly Circulation (1983)			163,400	
Average Daily Circulation (1983)			101,900	

Illinois-Freeport-Rockford

WIFR-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 676-kw max. & 567-kw horizontal visual, 101-kw max. & 84.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"
Longitude 89° 10' 15"

Transmitter: 1.7-mi. W of Rockford.

News Service: AP.

Satellite Earth Station: RCA; 3-meter.

Network Service: CBS.

Licensee: WIFR Television Inc., Box 123, Rockford 61105.

Studio: 2523 N. Meridian Rd., Rockford, Ill. 61105.

Telephone: 815-987-5300.

Ownership: Worrell Television Inc., owned primarily by Thomas E. Worrell Jr. & Worrell Newspapers Inc.; Arthur H. Hamilton, sr. v.p.; Dennis Rooker, secy. Worrell Newspapers Inc. owns WHSV-TV, Harrisonburg, Va. Principals also own WBNB-TV, Charlotte Amalie, V.I.

Began Operation: Sept. 12, 1965. Sale to present owners by General Media Corp. approved by FCC April 11, 1977 (Television Digest, Vol. 16:39).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- DENNIS WEST, president & general manager.
- MICHAEL LENNON, general sales manager.
- JACK KEEFE, news director.
- JIM BRADY, chief engineer.
- ROY N. BILSBARROW, controller.
- AARON SILBERMAN, production manager.

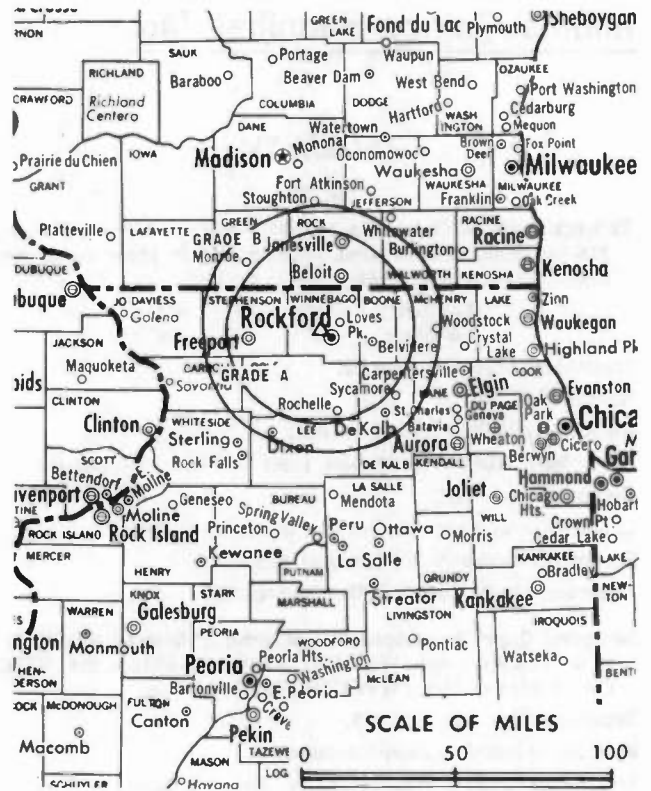
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate (Sept. 1983): \$500.

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	10,200	10,000	98
	Dekalb	25,500	25,100	98
	Ogle	17,100	16,800	98
	Stephenson	18,800	18,400	98
	Winnebago	92,200	90,900	99
	WISCONSIN			
Rock	51,500	50,800	99	



WIFR-TV BPCT-3995 Granted 10/12/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Lee	13,000	12,800	98
	WISCONSIN			
	Green	11,500	11,300	98
Between 5-24%	ILLINOIS			
	Carroll	7,000	6,900	99
	Jo Davless	8,800	8,600	97
	Kane	98,600	97,300	99
	Mchenry	53,400	53,000	99
	Whiteside	24,100	23,700	98
	WISCONSIN			
Lafayette	6,200	6,100	98	
Walworth	26,500	26,100	98	
Station Totals		464,400	457,800	98
Net Weekly Circulation (1983)			205,600	
Average Daily Circulation (1983)			113,100	

Illinois--Rockford

WQRF-TV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1050-kw max. & 776-kw horizontal visual, 105-kw max. & 77.6-kw horizontal aural. Antenna: 577-ft. above av. terrain, 605-ft. above ground, 1402-ft. above sea level.

Latitude 42° 17' 26"
Longitude 89° 09' 51"

Transmitter: Auburn Rd., near Meridian Rd., Rockford.

Satellite Earth Stations: Microdyne; 10-meter & 5-meter.

Network Service: None, independent.

Licensee: Lloyd Hearing Aid Corp., 128 Kishwaukee St., Rockford, Ill. 61104.

Studio: 128 Kishwaukee St., Rockford, Ill. 61104.

Telephone: 815-987-3950.

Ownership: Marvin E. Palmquist, pres.-treas. & Elizabeth L. Palmquist, secy., 50% jointly; Christine & Andrew Palmquist, 16.67% each; Mary Palmquist, 16.66%.

Began Operation: Nov. 27, 1978.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

KIM A. CARLSON, general manager.

DEAN TURMAN, chief engineer.

KEN STAAF, operations manager.

TONY FAIR, local sales manager.

Highest 30 Sec. Rate (Sept. 1983): \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	10,200	10,000	98
	Ogle	17,100	16,800	98
	Stephenson	18,800	18,400	98
	Winnebago	92,200	90,900	99

Between 25-49%	ILLINOIS			
	Dekalb	25,500	25,100	98
	Lee	13,000	12,800	98



WQRF-TV BPCT-820827KE Granted 9/24/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 25-49%	Green	11,500	11,300	98
	Rock	51,500	50,800	99
ILLINOIS				
Between 5-24%	Carroll	7,000	6,900	99
	Jo Daviess	8,800	8,600	97
	Mchenry	53,400	53,000	99
WISCONSIN				
	Lafayette	6,200	6,100	98
	Walworth	26,500	26,100	98
Station Totals		341,700	336,800	98
Net Weekly Circulation (1983)			142,000	
Average Daily Circulation (1983)			55,900	

Illinois-Rockford

WREX-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 652-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"
Longitude 89° 14' 24"

Transmitter: W. Auburn & Winnebago Rds.

News Service: AP.

Satellite Earth Station: ADM, 6.8-meter; Drake receivers.

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp., Box 530, Rockford, Ill. 61105.

Studio: W. Auburn & Winnebago Rds.

Telephone: 815-968-1813. TWX: 910-642-0770.

Mailing Address: Box 530, Rockford, Ill. 61150.

Ownership: Gilmore Enterprises Corp. James S. Gilmore Jr., 100%. For other interests, see KODE-TV, Joplin, Mo.

Began Operation: Sept. 18, 1953. Sale to present owner by Gannett Co. Inc. approved by FCC Aug. 29, 1969 (Television Digest, Vol. 9:35). Previous sale by Greater Rockford Television Inc. approved June 26, 1963 by FCC.

Represented (sales) by Seltel Inc.

Represented (legal) by Wiley, Johnson & Rein.

Personnel:

JACK McWEENY, general manager.

JIM SMITH, asst. gen. mgr. & director of national sales.

WARREN A. ANDERSON, local sales manager.

GENE HINES, film manager.

GERRY MEINDERS, chief engineer.

Highest 30 Sec. Rate (June 1983): \$425.

NETWORK BASE HOURLY RATE: \$750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	10,200	10,000	98
	Lee	13,000	12,800	98
	Ogle	17,100	16,800	98
	Stephenson	18,800	18,400	98
	Winnebago	92,200	90,900	99
	WISCONSIN			
Green	11,500	11,300	98	
Rock	51,500	50,800	99	



WREX-TV BPCT-3263 Granted 1/3/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Carroll	7,000	6,900	99
	Dekalb	25,500	25,100	98
	Jo Daviess	8,800	8,600	97
	Whiteside	24,100	23,700	98
WISCONSIN	Walworth	26,500	26,100	98
	ILLINOIS			
Between 5-24%	Bureau	14,700	14,400	98
	Kane	98,600	97,300	99
	Mchenry	53,400	53,000	99
WISCONSIN				
Grant	17,500	16,900	97	
Iowa	7,100	6,900	97	
Lafayette	6,200	6,100	98	
Station Totals		503,700	496,000	98
Net Weekly Circulation (1983)			244,800	
Average Daily Circulation (1983)			138,400	

Illinois-Rockford

WTVO

Ch 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1175-kw max. & 759-kw horizontal visual; 124-kw max. & 79.4-kw horizontal aural. Antenna: 674-ft. above av. terrain, 710-ft. above ground, 1501-ft. above sea level.

Latitude 42° 17' 14"
Longitude 89° 10' 16"

Transmitter: Meridian Rd.

News Service: UPI.

Network Service: NBC

Licensee: Winnebago Television Corp., 1917 N. Meridian Rd., Box 470, Rockford 61105.

Studio: Meridian Rd., Box 470, Rockford 61105.

Telephone: 815-963-5413. TWX: 910-631-3445.

Ownership: Plains TV Corp. stockholders collectively, 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; Elmer Balaban, Trustee, 5%. Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban & Plains TV Corp. interests see Group Ownership of TV Stations.

Began Operation: May 3, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- HAROLD FROELICH, general manager.
- TOM D. ANDERSON, general sales manager.
- ROD LEEZER, local sales manager.
- RICHARD McDANIEL, program director.
- STEVE NEWVINE, news director.
- AL PETZKE, chief engineer.
- FRANK SANDERS, commercial film director.

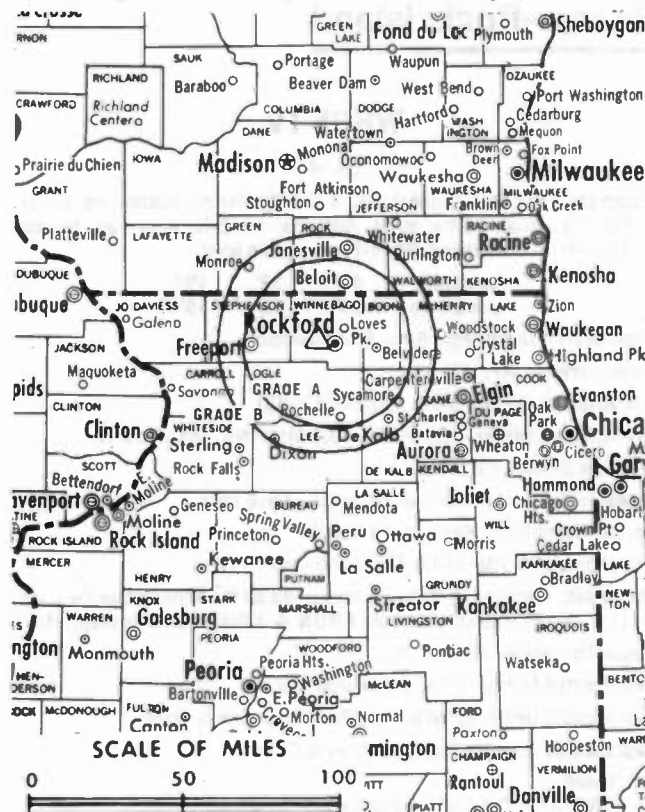
Highest One Hour Rate: \$700.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	10,200	10,000	98
	Lee	13,000	12,800	98
	Ogle	17,100	16,800	98
	Stephenson	18,800	18,400	98
	Winnebago	92,200	90,900	99



WTVO BPCT-820604KH Granted 6/30/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Rock	51,500	50,800	99
Between 25-49%	ILLINOIS			
	DeKalb	25,500	25,100	98
	Jo Davless	8,800	8,600	97
Between 5-24%	WISCONSIN			
	Green	11,500	11,300	98
	ILLINOIS			
	Carroll	7,000	6,900	99
	La Salle	41,600	40,700	98
	Mchenry	53,400	53,000	99
	Whiteside	24,100	23,700	98
	WISCONSIN			
	Walworth	26,500	26,100	98
Station Totals		401,200	395,100	98
Net Weekly Circulation (1983)			201,700	
Average Daily Circulation (1983)			106,000	

Illinois-Rock Island

WHBF-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"
Longitude 90° 28' 35"

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

News Services: AP, UPI.

AM Affiliate: WHBF, 5-kw, 1270 kHz (CBS).

FM Affiliate: WHBF-FM, 39-kw, 98.9 MHz (No. 255), 900-ft.

Network Service: CBS.

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio: Telco Bldg., Rock Island 61201.

Telephone: 309-786-5441. TWX: 309-788-0712.

Ownership: Rock Island Bank, Executor, 88.87%; Anne Potter De Long, 11.11%. Principals also own KBUN & KBHP(FM), Bemidji, Minn.

Began Operation: July 1, 1950.

Represented (sales) by Petry Television Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

EDWARD E. DeLONG, executive vice president.

CHARLES HARRISON, vice president & general manager.

DEWEY L. NELSEN, v.p., sales & asst. general manager.

GEORGE KOPLow, program manager & film buyer.

KEN KELLER, news director.

WES HOOTS, TV chief engineer.

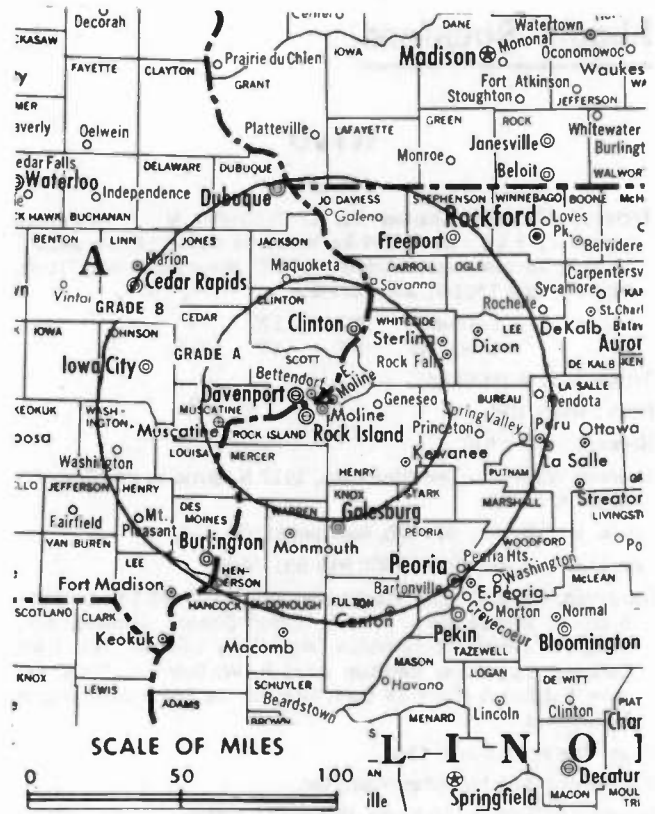
Highest One Hour Rate: \$3100.

Highest 30 Sec. Rate: \$640.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cedar	7,100	7,000	99
	Clinton	20,900	20,700	99
	Des Moines	17,800	17,600	99
	Henry	7,000	6,800	97
	Jackson	8,100	8,000	99
	Jefferson	6,000	5,900	98
	Louisa	4,500	4,400	98
	Muscatine	14,700	14,600	99
	Scott	59,900	59,400	99
	Washington	7,500	7,300	98
	ILLINOIS			
	Bureau	14,700	14,400	98
Carroll	7,000	6,900	99	
Henderson	3,400	3,300	97	
Henry	21,300	21,000	99	
Jo Daviess	8,800	8,600	97	
Knox	23,600	23,300	99	
Lee	13,000	12,800	98	
Mercer	7,100	7,000	99	



WHBF-TV BMPCT-810415KE Granted 7/10/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Putnam	2,300	2,200	96
	Rock Island	62,600	62,000	99
	Stark	2,700	2,700	100
	Warren	8,200	8,100	99
	Whiteside	24,100	23,700	98

ILLINOIS

Between 25-49%	Mc Donough	13,000	12,700	98
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IOWA

Between 5-24%	Dubuque	31,400	30,900	98
	Johnson	32,100	31,500	98
	Jones	7,200	7,100	99
	Lee	16,100	15,900	99

ILLINOIS

FULL LIST

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Station Totals		576,500	567,500	98
Net Weekly Circulation (1983)			337,500	
Average Daily Circulation (1983)			206,400	

Illinois--Springfield

WICS

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1510-kw max. & 676-kw horizontal visual, 151-kw max. & 67.6-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1458-ft. above ground, 2049-ft. above sea level.

Latitude 39° 48' 15"
Longitude 89° 27' 40"

Transmitter: Mechanicsburg, Ill.

News Service: AP.

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

Network Service: NBC.

Licensee: WICS-TV Inc.

Studio: 2680 East Cook St., Springfield, Ill. 62703.

Telephone: 217-753-5620. TWX: 217-546-0349.

Ownership: North American Broadcasting Co. Inc., 100%. Officers: Steven J. Kumble, chmn.-secy.-treas.; Larry H. Israel, pres.-chief exec. officer. Kumble has interest in WALL-AM-FM, Middletown, N.Y.

Began Operation: Sept. 17, 1953. Sale to present owner by Plains TV Corp. approved by FCC April 7, 1980 (Television Digest, Vol. 19:16).

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

LARRY H. ISRAEL, president.
MILTON D. FRIEDLAND, v.p. & general manager.
DON SQUIRES, general sales manager.
VIRGINIA RUSH, national sales manager.
JERROLD MERRITT, director of engineering.
GARY SPEARS, program operations manager.
H. K. SPRINGER, business manager.
DON HICKMAN, news director.
CARL BAUMAN, promotion director.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$675.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Cass	5,800	5,600	97
	Christlan	14,000	13,700	98
	De Witt	7,100	7,000	99
	Effingham	11,500	11,100	96
	Logan	11,600	11,300	98
	Macon	49,900	49,000	98
	Menard	4,500	4,400	98
	Morgan	14,100	13,700	97
	Moultrie	5,400	5,200	96
Sangamon	71,600	70,000	98	



WICS BPCT-4487 Granted 7/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Schuyler	3,200	3,100	97
	Shelby	9,000	8,700	97
Between 25-49%	ILLINOIS			
	Fayette	8,300	8,000	97
	Macoupin	19,100	18,700	98
	Mason	7,500	7,400	99
	Montgomery	12,300	12,000	98
Between 5-24%	Piatt	6,200	6,100	98
	Scott	2,300	2,300	100
	ILLINOIS			
	Brown	2,100	2,000	95
	Coles	19,800	19,400	98
	Cumberland	4,300	4,200	98
	Douglas	7,500	7,400	99
	Fulton	16,600	16,200	98
	Jasper	4,300	4,200	98
	Mc Lean	44,100	43,200	98
Pike	7,500	7,300	97	
Tazewell	48,900	48,200	98	
Station Totals		418,500	409,400	97
Net Weekly Circulation (1983)				217,600
Average Daily Circulation (1983)				136,700

Illinois-Springfield

WRSP-TV

Ch. 55

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 454-ft. above av. terrain, 450-ft. above ground, 1040-ft. above sea level.

Latitude 39° 49' 38.3"
Longitude 89° 35' 43.5"

Holds CP for change to 1556-kw visual, 155-kw aural, 466-ft. above av. terrain, 472-ft. above ground, 1062-ft. above sea level.

Transmitter: Sangamon Ave. at Interstate 55, Springfield.

News Service: INN.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: None, independent.

Licensee: Springfield Independent Television Co. Inc.

Studio: 3440 Clearlake Ave., Springfield, Ill. 62702.

Telephone: 217-523-8855.

Ownership: Cy N. Bahakel, pres.-treas., 100%; Michael R. Kassner, exec. v.p.; Lorraine Lancaster, v.p.-secy.; Phyllis Modlin, v.p. For other interests, see Group Ownership of TV Stations.

Began Operation: June 1, 1979. Sale to present owner by Will F. Wingerter, et al., approved by FCC March 15, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Jeffrey W. Malickson.

Personnel:

ROBERT K. LARR, general manager.
JOE EMIG, general sales manager.
CAROL ONDRULA, program director.
KEN MYERS, chief engineer.

Highest 30 Sec. Rate (Sept. 1983): \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Christian	14,000	13,700	98
	Logan	11,600	11,300	98
	Mason	7,500	7,400	99
	Menard	4,500	4,400	98
	Morgan	14,100	13,700	97
	Sangamon	71,600	70,000	98
Schuyler	3,200	3,100	97	
Station Totals		126,500	123,600	97
Net Weekly Circulation (1983)				28,300
Average Daily Circulation (1983)				9,600

WFLD-TV, Chicago (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN			
	Cass	18,200	17,900	98
	Van Buren	24,800	24,500	99
	WISCONSIN			
	Ozaukee	23,500	23,200	99
	Walworth	26,500	26,100	98
	Waukesha	95,700	94,800	99



WRSP-TV BPCT-820127KN Granted 9/24/82

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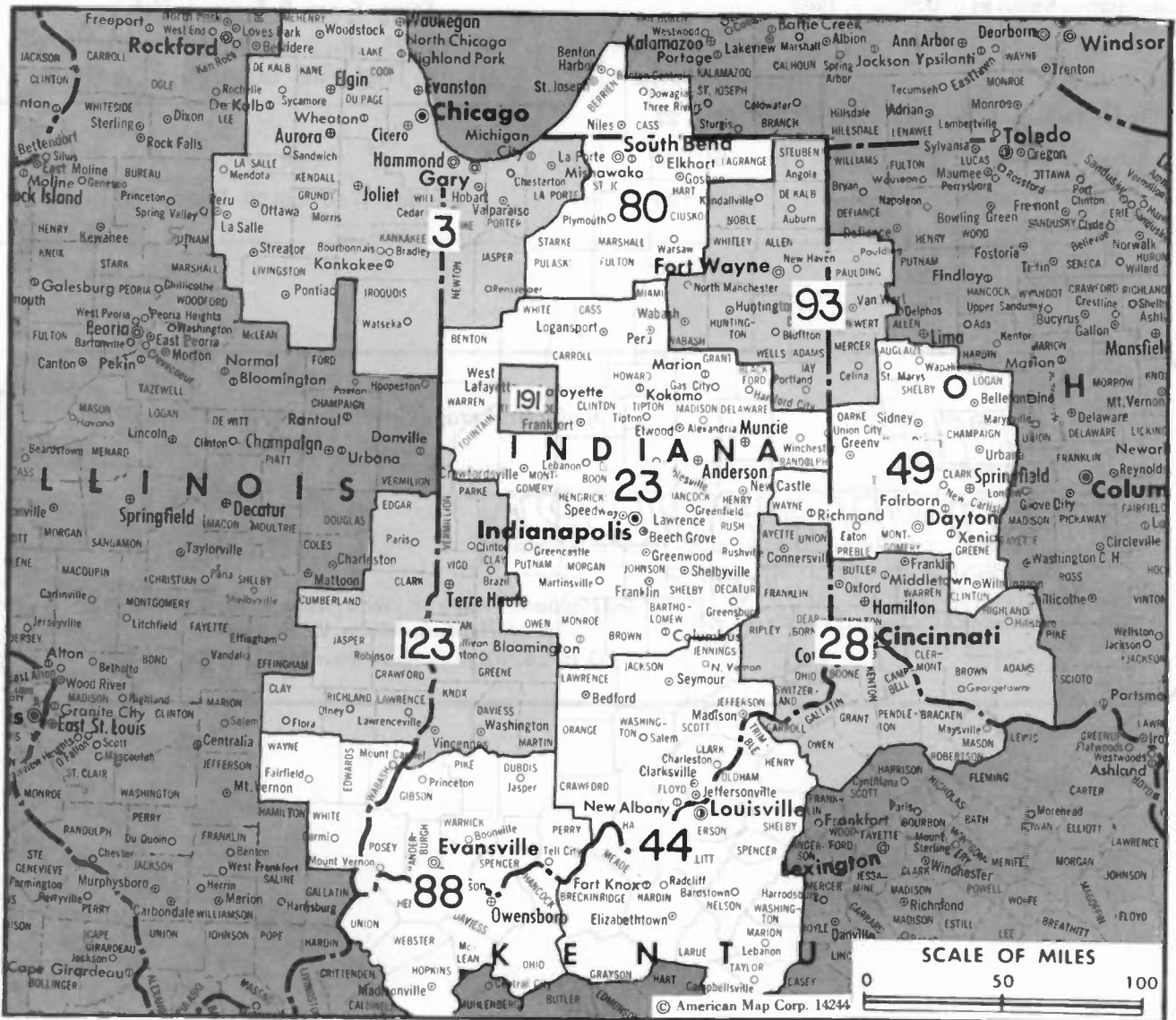
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Indiana



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Chicago, Ill.	2,999,700	3	1,995,000	3	WBBM-TV (2), WBBS-TV (60), WFCC-TV (38), WCIU-TV (26), WFBN (66), WFLD-TV (32), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (60), WSNS-TV (44)
Indianapolis, Ind.	800,200	23	514,000	21	WHMB-TV (40), WISH-TV (8), WRTV (6), WTHR (13), WTTV (4)
Cincinnati, O.	695,200	28	447,000	25	WBTI (64), WCP0-TV (9), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Louisville, Ky.	520,700	44	310,000	43	WAVE-TV (3), WDRB-TV (41), WHAS-TV (11), WLKY-TV (32)
Dayton, O.	477,100	49	283,000	49	WDTN (2), WHIO-TV (7), WKFE (22), WKOI (43), WTJC (26)
South Bend-Elkhart, Ind.	281,300	80	177,000	76	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Evansville, Ind.	259,700	88	151,000	86	WEHT (25), WFIE-TV (14), WTVW (7)
Fort Wayne, Ind.	240,700	93	142,000	91	WANE-TV (15), WFFT-TV (55), WKJG-TV (33), WPTA (21), WXJC-TV (63)
Terre Haute, Ind.	162,900	123	101,000	119	WBAK-TV (38), WTHI-TV (10), WTWO (2)
Lafayette, Ind.	42,200	191	12,000	196	WLFI-TV (18)

Indiana

Indiana Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	7	15	22
Educational Television Stations	1	6	7
			<hr/> 29

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

WSJV
Elkhart (See South Bend, Ind.)

THE
TED HEPBURN
COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn Jebsen, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Indiana-Angola

WXJC-TV

Ch. 63

Technical Facilities: Channel No. 63 (764-770 MHz). Authorized power: 23.4-kw visual, 4.68-kw aural. Antenna: 300-ft. above av. terrain, 240-ft. above ground, 1315-ft. above sea level.

Latitude 41° 37' 13.5"
Longitude 85° 00' 09.0"

Transmitter: Old 27 at S city limits, Angola.

News Service: INN.

Satellite Earth Station: In operation.

Network Service: None, independent.

Grantee: James A. Chase, Strand Theatre Bldg., Angola, Ind. 46703.

Studio: Strand Theatre Bldg., Angola, Ind. 46703.

Telephone: 219-665-3069.

Ownership: James A. Chase, 100%.

Began Operation: April 22, 1983.

Represented (legal) by Thomas L. Root.

Represented (engineering) by Electro-Labs (Fremont, Ind.).

Personnel:

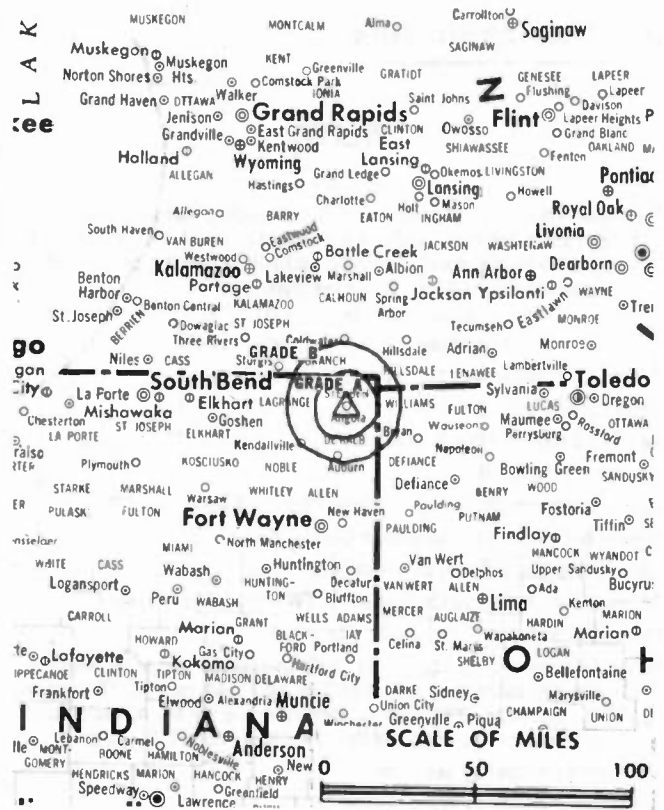
JAMES A. CHASE, general manager & program director.

JILL VAUGHT, administrative assistant.

TOM STEINBERGER, sales.

JERRY CLARK, chief engineer.

Highest 30 Sec. Rate: \$30.



Indiana-Evansville

WEHT

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1194-kw max. & 794-kw horizontal visual, 286-kw max. & 185-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 988-ft. above ground, 1449-ft. above sea level.

Latitude 37° 51' 56"
Longitude 87° 34' 04"

Transmitter: Marywood Dr., Henderson County, Ky.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: CBS.

Licensee: Gilmore Broadcasting Corp., Box 25, Evansville 47701.

Studio: Marywood Dr., Henderson County, Ky.

Mailing Address: Box 25, Evansville, Ind. 47701.

Telephone: 812-424-9215, Evansville. TWX: 510-545-7434.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Sept. 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (Television Digest, Vol. 4:16, 29). Sale to Hilberg group by M. A. Lightman's Malco Theatres Inc. approved Oct. 24, 1956 (Vol. 12:35, 43).

Represented (sales) by Seltel Inc.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Cohen & Dippell.

Personnel:

ERNEST D. MADDEN, vice president & general manager.

DAVID BLYTHE, general sales manager.

BROD SEYMOUR, program director.

JOHN BENNETT, chief engineer.

STAN CLARK, news director.

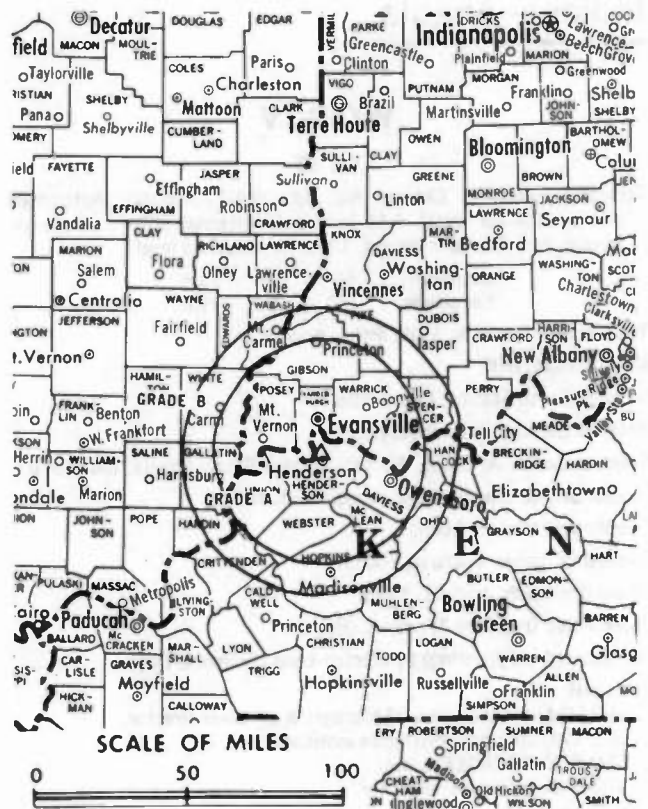
Highest One Hour Rate: \$3200.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$560.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Edwards	3,400	3,300	97
	Gallatin	3,000	2,900	97
	Wabash	5,200	5,100	97
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
	INDIANA			
	Dubois	12,100	11,700	97
	Gibson	12,700	12,400	98
	Perry	6,800	6,600	97
	Pike	5,300	5,100	96
	Posey	9,800	9,500	97
	Spencer	6,700	6,500	97
	Vanderburgh	66,200	64,800	98
	Warrick	15,100	14,800	98
KENTUCKY				
Daviess	31,900	31,600	99	
Hancock	2,800	2,800	100	
Henderson	15,600	15,400	99	



WEHT BPCT-4924 Granted 6/29/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hopkins	17,700	17,400	99
	Mc Lean	3,800	3,800	100
	Muhlenberg	11,700	11,600	99
	Ohio	7,900	7,800	99
	Union	5,700	5,600	98
	Webster	5,700	5,600	98
Between 25-49%	ILLINOIS			
	Lawrence	6,800	6,600	97
	INDIANA			
Daviess	10,200	9,900	97	
Knox	16,000	15,700	98	
Between 5-24%	KENTUCKY			
	Caldwell	5,100	5,000	98
	Crittenden	3,500	3,400	97
	ILLINOIS			
	Hamilton	3,900	3,700	95
Saline	11,400	11,000	97	
INDIANA				
Martin	3,800	3,700	97	
KENTUCKY				
Breckinridge	6,200	6,100	98	
Christian	20,900	20,700	99	
Grayson	7,700	7,600	99	
Lyon	2,500	2,500	100	
Trigg	3,600	3,600	100	
Station Totals		365,300	357,600	97
Net Weekly Circulation (1983)			240,800	
Average Daily Circulation (1983)			147,800	

Indiana--Evansville

WFIE-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 2208-kw max. & 1020-kw horizontal visual, 331-kw max. & 91.2-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 949-ft. above ground, 1449-ft. above sea level.

Latitude 37° 53' 14"
Longitude 87° 31' 07"

Transmitter: Wolf Hill, approx. 2300-ft. NE of intersection of Rte. 414 (Wathen Lane) & Cemetery Rd., near Henderson, Ky.

News Service: AP.

Network Service: NBC.

Licensee: Cosmos Broadcasting Co., 1115 Mount Auburn Rd. 47712.

Studio: 1115 Mount Auburn Rd. Telephone: 812-426-1414.

Ownership: Cosmos Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 9, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14 1981. Sale to Orion by Jesse D. Fine theatre family approved July 18, 1956 by FCC (Television Digest, Vol. 12:25, 26, 29).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

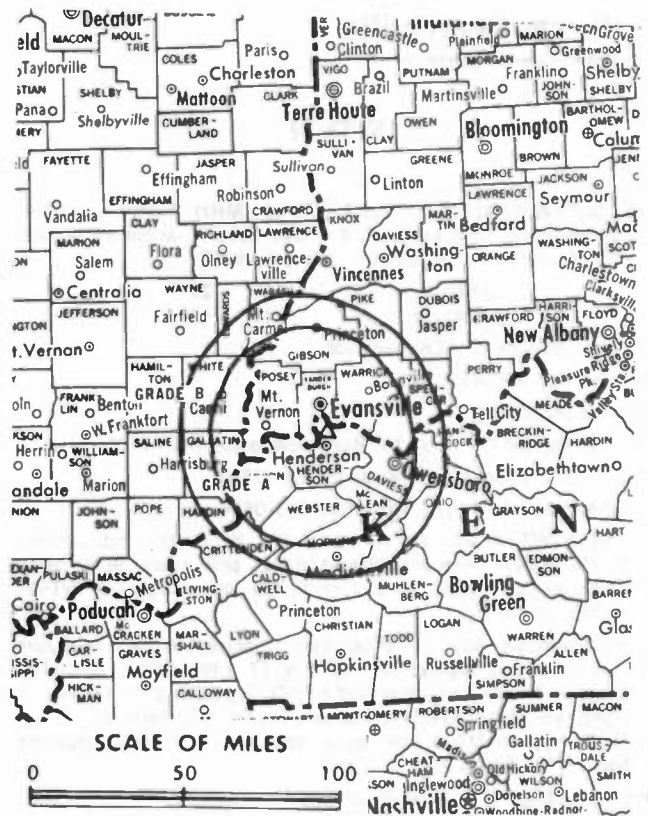
CONRAD L. CAGLE, vice president & general manager.
JOHN SANDWELL, general sales manager.
JIM MOORE, national sales manager.
BOB WEST, director of operations.
CONRAD COOPER, news director.
MARION B. PAUL, chief engineer.
SHIRLEY KIRK, program manager.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$870.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Edwards	3,400	3,300	97
	Gallatin	3,000	2,900	97
	Wabash	5,200	5,100	97
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
	INDIANA			
	Dubois	12,100	11,700	97
	Gibson	12,700	12,400	98
	Perry	6,800	6,600	97
	Pike	5,300	5,100	96
	Posey	9,800	9,500	97
	Spencer	6,700	6,500	97
	Vanderburgh	66,200	64,800	98
	Warrick	15,100	14,800	98
	KENTUCKY			
Daviess	31,900	31,600	99	
Hancock	2,800	2,800	100	
Henderson	15,600	15,400	99	
Hopkins	17,700	17,400	99	



WFIE-TV BPCT-4913 Granted 6/11/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Lean	3,800	3,800	100
	Muhlenberg	11,700	11,600	99
	Ohio	7,900	7,800	99
	Union	5,700	5,600	98
	Webster	5,700	5,600	98
Between 25-49%	ILLINOIS			
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	INDIANA			
	Knox	16,000	15,700	98
	KENTUCKY			
	Crittenden	3,500	3,400	97
Between 5-24%	ILLINOIS			
	Clay	6,100	5,800	96
	Crawford	8,300	8,100	98
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Saline	11,400	11,000	97
	INDIANA			
	Davless	10,200	9,900	97
	KENTUCKY			
	Breckinridge	6,200	6,100	98
Caldwell	5,100	5,000	98	
Station Totals		350,300	342,200	97
Net Weekly Circulation (1983)			241,100	
Average Daily Circulation (1983)			156,400	

Indiana--Evansville

WTVW

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1013-ft. above ground, 1493-ft. above sea level.

Latitude 38° 01' 27"
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.

News Service: AP, ABC.

Network Service: ABC

Licensee: Indiana Partners Ltd., Box 7, Evansville, Ind. 47701.

Studio: 477 Carpenter St., Evansville, Ind. 47701.

Telephone: 812-422-1121. TWX: 810-353-0594.

Ownership: WTVW Inc., gen partner, 2.3%; WTVY Inc., ltd. partner, 97.7%. WTVW ownership: Charles Woods, pres.-treas., 80%; Betty K. Colvin, v.p.-secy., 20%. For WTVY ownership, see WTVY, Dothan, Ala.

Began Operation: Aug. 21, 1956. Sale to present owners by Fuqua Communications approved by FCC Nov. 17, 1980. Sale of control to Fuqua by Polaris Corp. approved by FCC Sept. 26, 1966 (Television Digest, Vol. 5:51; 6:39). Previous sale of control by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. (Polaris) approved Aug. 27, 1962 (Vol. 2:35).

Represented (sales) by Avery-Knodel.

Represented (legal) by Kenkel & Barnard.

Personnel:

CHARLES WOODS, president & general manager.
DEBORAH CORBETT, controller.
KEN SCHREIBER, general sales manager.
DAVID CASTRALE, production manager.
JOHN SCHUTA, chief engineer.
ALICE JACKSON, news director.

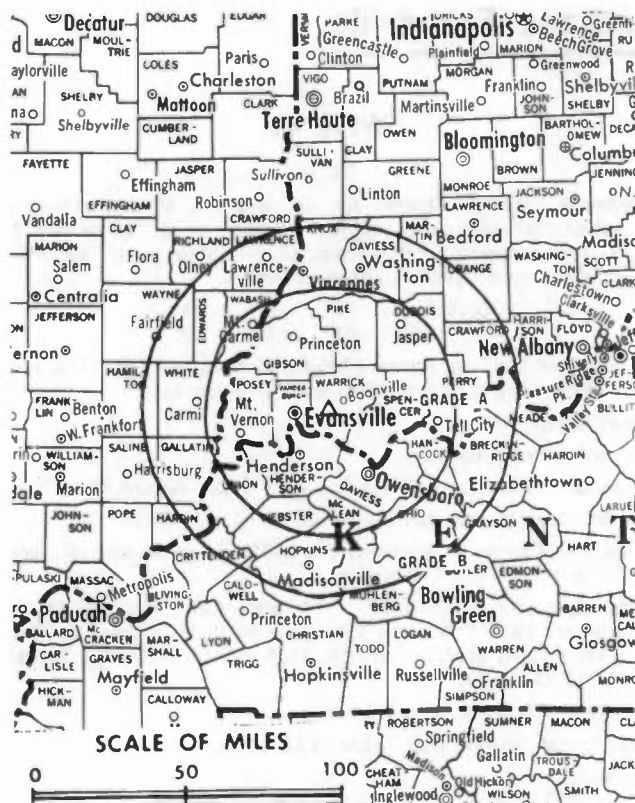
Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clay	6,100	5,800	96
	Edwards	3,400	3,300	97
	Gallatin	3,000	2,900	97
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	Wabash	5,200	5,100	97
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
	INDIANA			
	Daviess	10,200	9,900	97
	Dubois	12,100	11,700	97
	Gibson	12,700	12,400	98
	Knox	16,000	15,700	98
Martin	3,800	3,700	97	
Perry	6,800	6,600	97	
Pike	5,300	5,100	96	
Posey	9,800	9,500	97	
Spencer	6,700	6,500	97	
Vanderburgh	66,200	64,800	98	
Warrick	15,100	14,800	98	
KENTUCKY				
Breckinridge	6,200	6,100	98	
Caldwell	5,100	5,000	98	
Crittenden	3,500	3,400	97	



WTVW BPCT-810427KE Granted 6/22/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Daviess	31,900	31,600	99
	Hancock	2,800	2,800	100
	Henderson	15,600	15,400	99
	Hopkins	17,700	17,400	99
	Mc Lean	3,800	3,800	100
	Muhlenberg	11,700	11,600	99
	Ohio	7,900	7,800	99
	Union	5,700	5,600	98
	Webster	5,700	5,600	98
	Between 25-49%	ILLINOIS		
Crawford		8,300	8,100	98
Jasper		4,300	4,200	98
INDIANA				
Crawford	3,600	3,400	96	
Orange	7,000	6,800	97	
KENTUCKY				
Grayson	7,700	7,600	99	
Between 5-24%	ILLINOIS			
	HAMILTON	3,900	3,700	95
	Hardin	2,100	2,000	95
	Saline	11,400	11,000	97
	INDIANA			
	Greene	12,000	11,700	98
	Harrison	9,800	9,600	98
	Lawrence	16,000	15,700	98
	Sullivan	8,200	8,000	98
	KENTUCKY			
Adair	5,700	5,600	97	
Christian	20,900	20,700	99	
Lyon	2,500	2,500	100	
Marshall	10,200	10,100	99	
Station Totals		462,000	451,800	97
Net Weekly Circulation (1983)			306,700	
Average Daily Circulation (1983)			198,700	

Indiana--Fort Wayne

WANE-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 436-kw max. & 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"
Longitude 85° 10' 42"

Transmitter: 2915 West State Blvd.

News Service: AP.

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

Network Service: CBS.

Licensee: Indiana Bcstg. Corp., Box 1515, Fort Wayne, Ind. 46801.

Studio: 2915 West State Blvd.

Mailing Address: Box 1515, Fort Wayne, Ind. 46801.

Telephone: 219-424-1515. TWX: 810-332-1508.

Ownership: Corinthian Broadcasting Corp., a Division of Dun & Bradstreet Corp. For other interests, see Group Ownership of TV Stations. Note: Sale to A. H. Belo Corp., followed by sale by Belo to LIN Bcstg. pends.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956 (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

JAMES M. KING, president.
REID G. CHAPMAN, general manager.
RICHARD J. HAYES, general sales manager.
FRANK C. KEHOE, national sales manager.
RICHARD WAGAR, program/production manager.
SHARON MALMSTONE, promotion director.
LARRY L. SMITH, news director.
TOM WEBER, chief engineer.
LARRY GIELE, financial manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$860.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Adams	10,100	9,900	98
	Allen	108,800	107,200	99
	De Kalb	11,900	11,800	99
	Huntington	12,800	12,600	98
	Jay	8,400	8,200	98
	Noble	12,800	12,500	98
Steuben	9,500	9,300	98	
Wabash	12,900	12,600	98	



WANE-TV BPCT-2515 Granted 7/30/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99
	OHIO			
	Defiance	13,800	13,600	99
	Mercer	12,900	12,700	98
Paulding	7,300	7,200	99	
Van Wert	11,400	11,300	99	
Between 25-49%	INDIANA			
	Blackford	5,600	5,500	98
	Lagrange	8,200	7,800	95
Between 5-24%	OHIO			
	Allen	40,500	39,800	98
	Putnam	10,600	10,400	98
Williams	13,400	13,200	98	
Station Totals		395,800	388,800	98
Net Weekly Circulation (1983)				249,300
Average Daily Circulation (1983)				137,800

Indiana-Fort Wayne

WFFT-TV

Ch. 55

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 603-kw max. & 389-kw horizontal visual, 60.3-kw max. & 38.9-kw horizontal aural. Antenna: 780-ft. above av. terrain, 805-ft. above ground, 1625-ft. above sea level.

Latitude 41° 06' 33"
Longitude 85° 11' 44"

Transmitter: 3707 Hillegas Rd.

News Service: UPI.

Satellite Earth Stations: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Great Trails Bcstg. Corp., 4 Main St., Dayton, O.

Studio: 3707 Hillegas Rd., Box 2255, Fort Wayne, Ind. 46801.

Telephone: 219-424-5555.

Ownership: Great Trails Bcstg. Corp., see WHAG-TV, Hagerstown, Md.
Began Operation: Dec. 21, 1977. Sale to present owner by Ontario Corp. approved by FCC June 1, 1982 (Television Digest, Vol. 22:13).

Represented (sales) by Seitel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

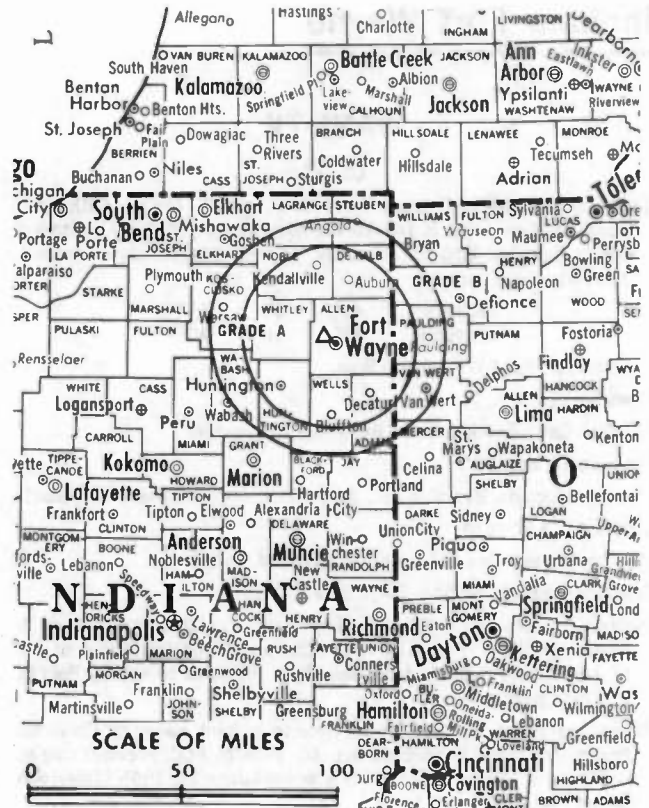
- JACK STUART, vice president & general manager.
- THOMAS HANSEN, dir. of programming & operations.
- MORRIE BEITCH, national sales manager.
- JOE HEIMAN, regional sales manager.
- FRANK HAWKINS, local sales manager.
- WAYNE YOUNKINS, chief engineer.
- ROBERT G. McDOWELL, production manager.
- STEVE SHINE, news director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate (July 15, 1983): \$200

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
50% & Over	Adams	10,100	9,900	98
	Allen	108,800	107,200	99
	De Kalb	11,900	11,800	99
	Huntington	12,800	12,600	98
	Jay	8,400	8,200	98
	Noble	12,800	12,500	98
	Steuben	9,500	9,300	98
	Wabash	12,900	12,600	98
	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99
OHIO				
	Defiance	13,800	13,600	99
	Mercer	12,900	12,700	98
	Paulding	7,300	7,200	99
	Van Wert	11,400	11,300	99
	Williams	13,400	13,200	98



WFFT-TV BPCT-4975 Granted 5/20/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
Between 25-49%	Blackford	5,600	5,500	98
	Grant	28,300	27,700	98
	Kosciusko	22,500	22,000	98
	Lagrange	8,200	7,800	95
OHIO				
	Allen	40,500	39,800	98
	Auglaize	15,300	15,000	98
	Putnam	10,600	10,400	98
INDIANA				
Between 5-24%	Delaware	45,600	45,000	99
	Fulton	7,500	7,400	99
	Miami	14,000	13,700	98
	Randolph	11,000	10,800	98
MICHIGAN				
	Branch	14,900	14,700	99
	Hillsdale	14,900	14,600	98
	St Joseph	21,000	20,700	99
OHIO				
	Fulton	13,300	13,000	98
	Henry	10,200	10,100	99
Station Totals		548,200	538,800	98
Net Weekly Circulation (1983)			247,800	
Average Daily Circulation (1983)			105,700	

Indiana-Fort Wayne

WKJG-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"
Longitude 85° 10' 28.47"

Transmitter: 2633 West State Blvd.

News Service: AP.

Satellite Earth Station: Miralite; 3.7-meter.

Network Service: NBC.

Licensee: Thirty-Three Inc., 2633 West State Blvd., Fort Wayne, Ind. 46808.

Studio: 2633 West State Blvd., Fort Wayne 46808.

Telephone: 219-422-7474. TWX: 810-332-1400.

Ownership: Wabash Valley Broadcasting Corp., see WTHI-TV, Terre Haute, Ind.

Began Operation: Nov. 21, 1953. Sale to present owner by Federated Media Inc. approved by FCC July 30, 1974 (Television Digest, Vol. 14:32). Sale to FMI by Truth Publishing Co. approved by FCC March 10, 1971 (Vol. 10:27). Previous sale by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 (Vol. 13:5, 11).

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Lohnes & Culver.

Personnel:

HILLIARD GATES, vice president & general manager.

WILLIAM KLINE, commercial manager.

WILLIAM NICHOLS, assistant manager.

LARRY BOWER, promotion & operations director.

RICHARD FLOREA, news director.

WAYNE ROTHGEB, farm director.

EUGENE A. CHASE, chief engineer.

Highest One Hour Rate: \$1150.

Highest 30 Sec. Rate: \$525.

NETWORK BASE HOURLY RATE: \$575.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Adams	10,100	9,900	98
	Allen	108,800	107,200	99
	Blackford	5,600	5,500	98
	De Kalb	11,900	11,800	99
	Huntington	12,800	12,600	98
	Jay	8,400	8,200	98
	Noble	12,800	12,500	98
	Steuben	9,500	9,300	98
	Wabash	12,900	12,600	98
	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99



WKJG-TV BPCT-790925KJ Granted 12/30/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Defiance	13,800	13,600	99
	Mercer	12,900	12,700	98
	Paulding	7,300	7,200	99
Between 25-49%	INDIANA			
	Grant	28,300	27,700	98
	Lagrange	8,200	7,800	95
	OHIO			
Between 5-24%	INDIANA			
	Fulton	7,500	7,400	99
	Kosciusko	22,500	22,000	98
	Randolph	11,000	10,800	98
	OHIO			
	Allen	40,500	39,800	98
	Auglaize	15,300	15,000	98
Henry	10,200	10,100	99	
Putnam	10,600	10,400	98	
Station Totals		424,500	417,100	98
Net Weekly Circulation (1983)			245,300	
Average Daily Circulation (1983)			132,400	

Indiana-Fort Wayne

WPTA

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 562-kw max. & 490-kw horizontal visual, 56.2-kw max. & 49-kw horizontal aural. Antenna: 740-ft. above av. terrain, 770-ft. above ground, 1582-ft. above sea level.

Latitude 41° 06' 08"
Longitude 85° 11' 04"

Transmitter: 3401 Butler Rd.

News Services: AP, UPI, ABC, NIWS, CNN.

Satellite Earth Station: Microdyne; 7.5-meter.

Network Service: ABC.

Licensee: Pulitzer Broadcasting Co.

Studio: 3401 Butler Rd., Fort Wayne, Ind. 46808.

Mailing Address: Box 2121, Fort Wayne, Ind. 46801.

Telephone: 219-483-0584. Telex: 810-332-1549.

Ownership: Pulitzer Publishing Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 28, 1957. Sale to present owner by Gannett Co. Inc. approved by FCC May 12, 1983 (Television Digest, Vol. 23:2). Merger of Combined Communications with Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sarkes Tarzian Inc. approved April 4, 1973 (Vol. 12:41; 13:7).

Represented (sales) by Blair Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

EDWIN METCALFE, vice president & general manager.
MARVIN GOTTLIEB, station & general sales manager.
BILL MacDONALD, sales manager.
BARBARA WIGHAM, dir. of programming & promotion.
JACK MAURER, news director.
RAY KRUEGER, chief engineer.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$675.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Adams	10,100	9,900	98
	Allen	108,800	107,200	99
	Blackford	5,600	5,500	98
	De Kalb	11,900	11,800	99
	Huntington	12,800	12,600	98
	Jay	8,400	8,200	98
	Noble	12,800	12,500	98
	Steuben	9,500	9,300	98
	Wabash	12,900	12,600	98
	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99
	OHIO			
Defiance	13,800	13,600	99	



WPTA BPCT-790312LC Granted 6/8/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mercer	12,900	12,700	98
	Paulding	7,300	7,200	99
	Van Wert	11,400	11,300	99
	Williams	13,400	13,200	98
Between 25-49%	INDIANA			
	Grant	28,300	27,700	98
	Kosciusko	22,500	22,000	98
	Lagrange	8,200	7,800	95
Miami	14,000	13,700	98	
OHIO	Allen	40,500	39,800	98
	Auglaize	15,300	15,000	98
	Putnam	10,600	10,400	98
Between 5-24%	INDIANA			
	Fulton	7,500	7,400	99
Randolph	11,000	10,800	98	
OHIO	Henry	10,200	10,100	99
Station Totals		438,500	430,800	98
Net Weekly Circulation (1983)			279,300	
Average Daily Circulation (1983)			170,800	

Indiana--Indianapolis

WHMB-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 2113-kw max. & 1596-kw horizontal visual, 211.3-kw max. & 159.6-kw horizontal aural. Antenna: 994-ft. above av. terrain, 1010-ft. above ground, 1845-ft. above sea level.

Latitude 39° 53' 39"
Longitude 86° 12' 19"

Transmitter: 7701 Walnut Dr., Indianapolis.

News Service: UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: None, independent.

Licensee: LeSea Broadcasting Co., Box 12, South Bend, Ind. 46624.

Studio: 10511 Greenfield Ave., Noblesville, Ind.

Mailing Address: Box 50250, Indianapolis, Ind. 46250.

Telephone: 317-773-5050. TWX: 810-260-1752.

Ownership: Non-stock, non-profit organization. Officers: Lester Sumrall, pres.; Louise Sumrall, secy.; Leona Murphy, treas. Above officers are trustees for Lester Sumrall Evangelistic Assn. Inc., licensee of WHME-TV & WHME(FM), South Bend, Ind.

Began Operation: January 25, 1971. Sale to present owner by Dr. Wendell Hansen approved by FCC Aug. 15, 1972.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Pepper & Corazzini.

Personnel:

LESTER SUMRALL, president.

PETER SUMRALL, general manager.

JIM SHAFFER, sales manager.

Highest One Hour Rate: \$800.

Highest 30 Sec. Rate: \$75.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Blackford	5,600	5,500	98
	Boone	13,400	13,200	99
	Clinton	11,600	11,400	98
	Decatur	8,400	8,200	98
	Delaware	45,600	45,000	99
	Grant	28,300	27,700	98
	Hamilton	30,300	29,900	99
	Hancock	15,400	15,200	99
	Hendricks	24,300	24,000	99



WHMB-TV BPCT-810722KH Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Henry	19,300	19,000	98
	Howard	32,200	31,700	99
	Johnson	27,400	27,200	99
	Madison	51,300	50,700	99
	Marion	291,400	287,300	99
	Miami	14,000	13,700	98
	Morgan	18,100	17,900	99
	Putnam	9,700	9,500	98
	Randolph	11,000	10,800	98
	Rush	6,800	6,700	99
Shelby	14,200	14,000	99	
Tipton	6,300	6,200	98	
Wells	9,300	9,100	98	
Station Totals		693,900	683,900	98
Net Weekly Circulation (1983)			82,100	
Average Daily Circulation (1983)			27,500	

Indiana-Indianapolis

WISH-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"
Longitude 86° 00' 21"

Transmitter: 553 South Post Rd. 46239.

News Services: AP, UPI, Group W Newsfeed.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: CBS.

Licensee: Indiana Broadcasting Corporation, 1950 N. Meridian St., Indianapolis, Ind. 46202.

Studio: 1950 N. Meridian St. Telephone: 317-924-4381.

Ownership: Corinthian Broadcasting Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: July 1, 1954. Sale, along with WANE-TV-AM, Fort Wayne, to present owners approved by FCC Oct. 10, 1956 (Television Digest, Vol. 12:34, 41).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

JAMES KING, president.

WILLIAM B. STOUGH, vice president & general manager.

HAROLD LEWIS, treasurer.

PAUL SALTIN, general sales manager.

STEPHEN BARRY, national sales manager.

JOSEPH MARCOE, local sales manager.

KAREN MILLER, program director.

PHIL MICHAEL, advertising & promotion manager.

JOHN DEMSHOCK, chief engineer.

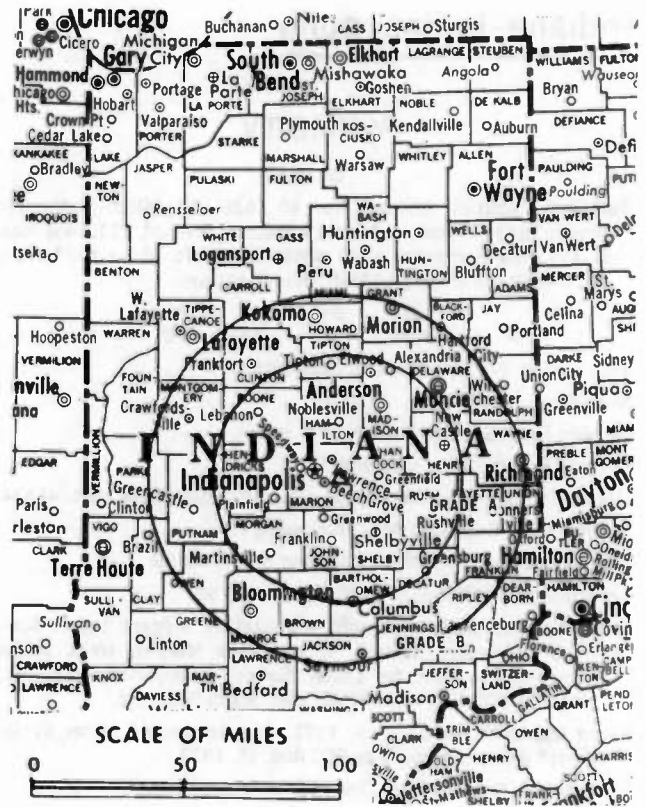
LEE GILES, news director.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Bartholomew	24,200	23,800	98
	Blackford	5,600	5,500	98
	Boone	13,400	13,200	99
	Brown	4,800	4,700	98
	Carroll	7,300	7,200	99
	Cass	15,000	14,700	98
	Clinton	11,600	11,400	98
	Decatur	8,400	8,200	98
	Delaware	45,600	45,000	99
	Fayette	10,300	10,100	98
	Grant	28,300	27,700	98
	Hamilton	30,300	29,900	99
	Hancock	15,400	15,200	99
	Hendricks	24,300	24,000	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	99
	Jackson	13,700	13,500	99
	Jennings	7,800	7,600	97
	Johnson	27,400	27,200	99
	Madison	51,300	50,700	99
Marion	291,400	287,300	99	
Miami	14,000	13,700	98	
Monroe	36,100	35,100	97	



WISH-TV BPCT-110 Granted 1/28/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	13,300	13,100	98
	Morgan	18,100	17,900	99
	Owen	6,100	6,000	98
	Putnam	9,700	9,500	98
	Randolph	11,000	10,800	98
	Rush	6,800	6,700	99
	Shelby	14,200	14,000	99
	Tippecanoe	42,800	41,700	98
	Tipton	6,300	6,200	98
	Wayne	27,900	27,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Benton	3,800	3,700	97
	Clay	9,500	9,300	98
	Jay	8,400	8,200	98
	Lawrence	16,000	15,700	98
	Union	2,400	2,300	96
Wabash	12,900	12,600	98	
White	9,300	9,100	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Edgar	8,600	8,400	98
	INDIANA			
	Fountain	7,000	6,900	99
	Franklin	6,400	6,200	97
	Greene	12,000	11,700	98
	Jefferson	11,000	10,700	98
	Orange	7,000	6,800	97
	Parke	6,200	6,100	98
	Ripley	8,500	8,300	98
Vermillion	7,200	7,100	99	
Vigo	41,100	40,400	98	
Warren	3,100	3,000	97	

Station Totals	1,074,300	1,056,300	98
Net Weekly Circulation (1983)		792,700	
Average Daily Circulation (1983)		470,600	

Indiana--Indianapolis

WRTV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Rd.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: ABC.

Licensee: McGraw-Hill Broadcasting Co. Inc., 1330 N. Meridian St., Indianapolis, Ind. 46206.

Studio: 1330 N. Meridian St.

Telephone: 317-635-9788. TWX: 810-341-3339.

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: May 30, 1949. Sale to present owner by Time Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Previous sale by H. M. Bitner interests approved by FCC April 17, 1957. (Vol. 12:50, 51; 13:16).

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

Represented (legal) by Koteen & Naftalin.

Personnel:

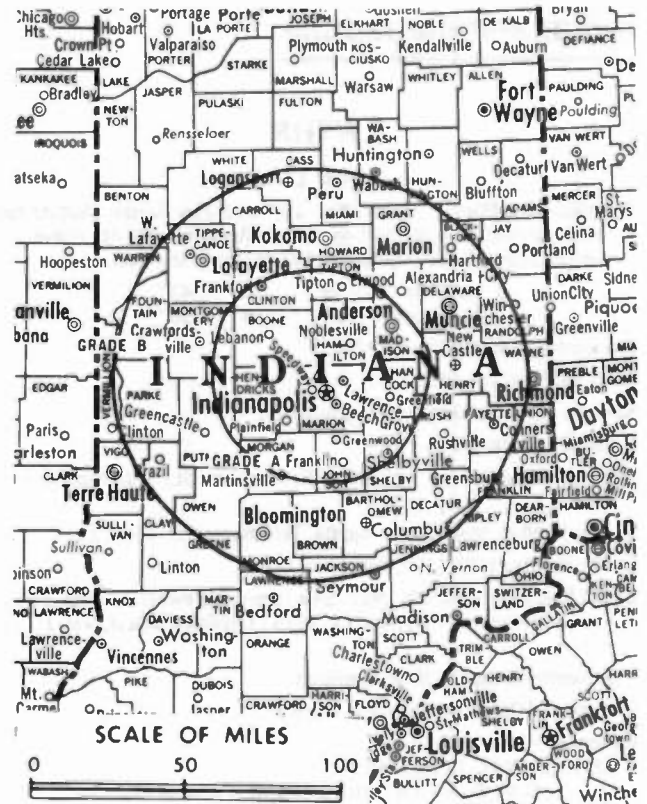
- JERRY R. CHAPMAN, vice president & general manager.
- SHARON CHALFIN, general sales manager.
- KEN LADAGE, director of program operations.
- DIANE ALEXANDER, dir. of advertising & sales promotion.
- BEVERLY MAY, director of business affairs.
- JOHN GUTON, director of engineering.
- BOB GAMBLE, director of news.
- TOM CARNEGIE, sports director.

Highest 30 Sec. Rate (Sept. 28, 1983): \$4500.

NETWORK BASE HOURLY RATE: \$1700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Bartholomew	24,200	23,800	98
	Benton	3,800	3,700	97
	Blackford	5,600	5,500	98
	Boone	13,400	13,200	99
	Brown	4,800	4,700	98
	Carroll	7,300	7,200	99
	Cass	15,000	14,700	98
	Clay	9,500	9,300	98
	Clinton	11,600	11,400	98
	Decatur	8,400	8,200	98
	Delaware	45,600	45,000	99
	Fayette	10,300	10,100	98
	Fountain	7,000	6,900	99
	Grant	28,300	27,700	98
	Hamilton	30,300	29,900	99
	Hancock	15,400	15,200	99
	Hendricks	24,300	24,000	99
	Henry	19,300	19,000	98
Howard	32,200	31,700	99	
Jennings	7,800	7,600	97	
Johnson	27,400	27,200	99	
Lawrence	16,000	15,700	98	
Madison	51,300	50,700	99	
Marion	291,400	287,300	99	
Miami	14,000	13,700	98	



WRTV BMPCT-1529 Granted 12/29/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	36,100	35,100	97
	Montgomery	13,300	13,100	98
	Morgan	18,100	17,900	99
	Owen	6,100	6,000	98
	Parke	6,200	6,100	98
	Putnam	9,700	9,500	98
	Randolph	11,000	10,800	98
	Rush	6,800	6,700	99
	Shelby	14,200	14,000	99
	Tippecanoe	42,800	41,700	98
	Tipton	6,300	6,200	98
	Warren	3,100	3,000	97
White	9,300	9,100	98	
ILLINOIS	Vermilion	36,200	35,500	98
	INDIANA			
	Greene	12,000	11,700	98
	Jackson	13,700	13,500	99
Between 25-49%	Jay	8,400	8,200	98
	Vermillion	7,200	7,100	99
	Wabash	12,900	12,600	98
	Wayne	27,900	27,500	98
ILLINOIS	Crawford	8,300	8,100	98
	Edgar	8,600	8,400	98
	Jasper	4,300	4,200	98
INDIANA	Davless	10,200	9,900	97
	Franklin	6,400	6,200	97
	Ripley	8,500	8,300	98
	Sullivan	8,200	8,000	98
	Union	2,400	2,300	96
	Vigo	41,100	40,400	98
Station Totals		1,123,500	1,104,500	98
Net Weekly Circulation (1983)			855,700	
Average Daily Circulation (1983)			533,800	

Indiana--Indianapolis

WTHR

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 980-ft. above av. terrain, 1024-ft. above ground, 1847-ft. above sea level.

Latitude 39° 55' 43"
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.

News Services: AP, UPI.

Satellite Earth Station: Harris; 8.8-meter.

Network Service: NBC.

Licensee: VideoIndiana Inc., 1000 N. Meridian St., Indianapolis, Ind. 46204.

Studio: 1000 N. Meridian St. 46204. Telephone: 317-636-1313.

Ownership: See WBNS-TV, Columbus, Ohio.

Began Operation: Oct. 30, 1957. Sale to present owner by Avco Bcstg. Corp. approved by FCC Aug. 11, 1975 (Television Digest, Vol. 15:13, 21).

Represented (sales) by Blair Television.

Represented (legal) by Crowell & Moring.

Personnel:

- GENE D'ANGELO, president.
- WILLIAM M. DUNAWAY, vice president & general manager.
- GERALD CARY, treasurer.
- WILLIAM ORR, vice president, engineering.
- RON ARENDALL, manager of engineering.
- TOM ROSE, program director.
- ROBERT L. SHIVE, general sales manager.
- LARRY LEESE, national sales manager.
- TOBIE PATE, creative services director.
- BOB CAMPBELL, news director.
- MARK DILLON, business manager.

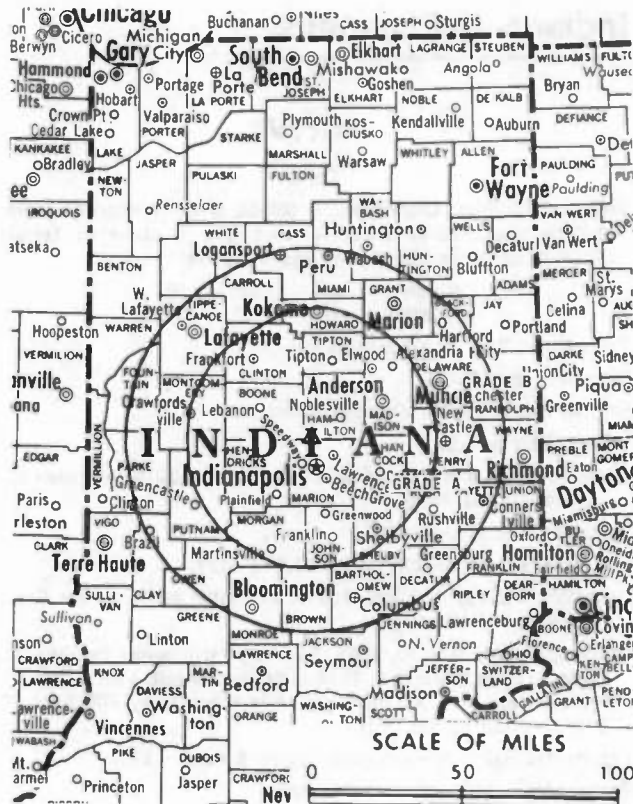
Highest One Hour Rate: \$9000.

Highest 30 Sec. Rate: Not available.

NETWORK BASE HOURLY RATE: \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Bartholomew	24,200	23,800	98
	Benton	3,800	3,700	97
	Blackford	5,600	5,500	98
	Boone	13,400	13,200	99
	Brown	4,800	4,700	98
	Carroll	7,300	7,200	99
	Cass	15,000	14,700	98
	Clinton	11,600	11,400	98



WTHR BPCT-1837 Granted 3/6/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Decatur	8,400	8,200	98
	Delaware	45,600	45,000	99
	Fayette	10,300	10,100	98
	Fountain	7,000	6,900	99
	Grant	28,300	27,700	98
	Hamilton	30,300	29,900	99
	Hancock	15,400	15,200	99
	Hendricks	24,300	24,000	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	99
	Johnson	27,400	27,200	99
	Madison	51,300	50,700	99
	Marion	291,400	287,300	99
	Miami	14,000	13,700	98
	Monroe	36,100	35,100	97
Montgomery	13,300	13,100	98	

(Continued on page 343)

Station Totals	1,065,300	1,047,600	98
Net Weekly Circulation (1983)		799,700	
Average Daily Circulation (1983)		474,100	

Indiana's most honored newscasts



NewsCenter 13
the News Specialists

Indiana--Bloomington-Indianapolis

WTTV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1200-ft. above av. terrain, 1170-ft. above ground, 2038-ft. above sea level.

Latitude 39° 24' 26.5"
Longitude 86° 08' 52.0"

Transmitter: Trafalgar, Ind.

News Services: UPI.

Satellite Earth Station: Harris, 8.8-meter; Scientific-Atlanta, 5-meter.

Network Service: None, independent.

Licensee: Teleco Indiana Inc.

Studios: South Highland and East Davis, Bloomington; 3490 Bluff Rd., Indianapolis, Ind. 46217.

Business Office: 3490 Bluff Rd., Indianapolis 46217.

Telephone: 317-787-2211. TWX: 810-341-3177.

Ownership: Teleco Inc., 100%. Harold Berry, chmn.

Began Operation: Nov. 11, 1949. Sale to present owner by Sarkes Tarzian Inc. approved by FCC May 9, 1978 (Television Digest, Vol. 17:29).

Represented (sales) by TeleRep Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ELMER C. SNOW, president & general manager.
CLYDE V. DUTTON, senior v.p. & general sales manager.
BERNARD J. SOUERS, vice president, sales.
MICHAEL S. DAVIS, program manager.
PAUL BOHRER, chief engineer.
JIM LOCKWOOD, news director.
ROBERT W. CALDWELL, production manager.
CHUCK MARLOWE, sports director.
CHUCK WORKMAN, public affairs director.
JIM HAIR, operations manager.
DICK BLAIR, manager of Bloomington operations.
JOSEPH LOGSDON, promotion & marketing director.
MILDRED HOLMAN, dir. of government affairs & personnel.

Highest 30 Sec. Rate: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Bartholomew	24,200	23,800	98
	Blackford	5,600	5,500	98
	Boone	13,400	13,200	99
	Brown	4,800	4,700	98
	Cass	15,000	14,700	98
	Clay	9,500	9,300	98
	Clinton	11,600	11,400	98
	Daviess	10,200	9,900	97
	Decatur	8,400	8,200	98
	Delaware	45,600	45,000	99
	Fayette	10,300	10,100	98
	Fountain	7,000	6,900	99
	Greene	12,000	11,700	98
	Hamilton	30,300	29,900	99
	Hancock	15,400	15,200	99
	Hendricks	24,300	24,000	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	99
	Jackson	13,700	13,500	99
Jefferson	11,000	10,700	98	
Jennings	7,800	7,600	97	
Johnson	27,400	27,200	99	
Lawrence	16,000	15,700	98	
Madison	51,300	50,700	99	



WTTV BPCT-5061 Granted 11/14/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	291,400	287,300	99
	Martin	3,800	3,700	97
	Miami	14,000	13,700	98
	Monroe	36,100	35,100	97
	Montgomery	13,300	13,100	98
	Morgan	18,100	17,900	99
	Orange	7,000	6,800	97
	Owen	6,100	6,000	98
	Parke	6,200	6,100	98
	Putnam	9,700	9,500	98
	Rush	6,800	6,700	99
	Shelby	14,200	14,000	99
Tippecanoe	42,800	41,700	98	
Wayne	27,900	27,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Edgar	8,600	8,400	98
	Vermilion	36,200	35,500	98
Wabash	5,200	5,100	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA	Carroll	7,300	7,200	99
	Dubois	12,100	11,700	97
	Franklin	6,400	6,200	97
	Grant	28,300	27,700	98
	Jay	8,400	8,200	98
	Knox	16,000	15,700	98
	Randolph	11,000	10,800	98
	Ripley	8,500	8,300	98
	Scott	7,200	7,000	97
	Sullivan	8,200	8,000	98
	Tipton	6,300	6,200	98
	Union	2,400	2,300	96
	Vermillion	7,200	7,100	99
	Vigo	41,100	40,400	98
	Wabash	12,900	12,600	98
Warren	3,100	3,000	97	
Washington	8,000	7,800	97	
White	9,300	9,100	98	

(Continued on page 343)

Station Totals	2,028,000	1,996,500	98
Net Weekly Circulation (1983)		897,200	
Average Daily Circulation (1983)		413,600	

Indiana--Lafayette-Kokomo

WLFI-TV

Ch. 18



EVERY-KNODEL

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1490-kw max. & 631-kw horizontal visual, 298-kw max. & 126-kw horizontal aural. Antenna: 780-ft. above av. terrain, 783-ft. above ground, 1553-ft. above sea level.

Latitude 40° 23' 20"
Longitude 86° 36' 46"

Transmitter: 600 West Rd., Ross Twp., Ind.

News Service: UPI.

Satellite Earth Station: Andrew, 10-meter; Terricom receivers.

Network Service: CBS.

Licensee: WLFI-TV Inc., 2605 Yeager Rd., West Lafayette Ind.

Studio: 2605 Yeager Rd., West Lafayette, Ind. 47906.

Mailing Address: Box 18, Lafayette, Ind. 47902.

Telephone: 317-463-3516.

Ownership: The Toledo Blade Co., 100%. Officers: Paul Block Jr., pres.; Wayne G. Current, Harold O. Davis & John J. Karl, v.p.s.; Bernard R. Baker, secy. The Toledo Blade Co. owns WLIO(TV), Lima, O.; owns & publishes newspapers in Monterey, Cal.; Red Bank, N.J.; Toledo, O. & Pittsburgh, Pa.; has multiple cable interests.

Began Operation: May 8, 1953 on Ch. 59. Transfer of TV and WASK(AM) to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (Television Digest, Vol. 13:4, 8). Sold to Sarkes Tarzian as Ch. 59, but left the air May 15, 1959 while sale was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959; resumed operation on Ch. 18 Nov. 15, 1959 (Vol. 15:19, 20, 25, 46). Sale to RJN Bcstg. Inc. (Richard F. Shively) by Sarkes Tarzian Inc. approved Nov. 3, 1967. Sale to present owner by RJN Bcstg. approved by FCC Sept. 13, 1979.

Represented (sales) by Avery-Knodel.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT FORD, general manager.

KEN GARDNER, chief engineer.

TOM COMBS, sales manager.

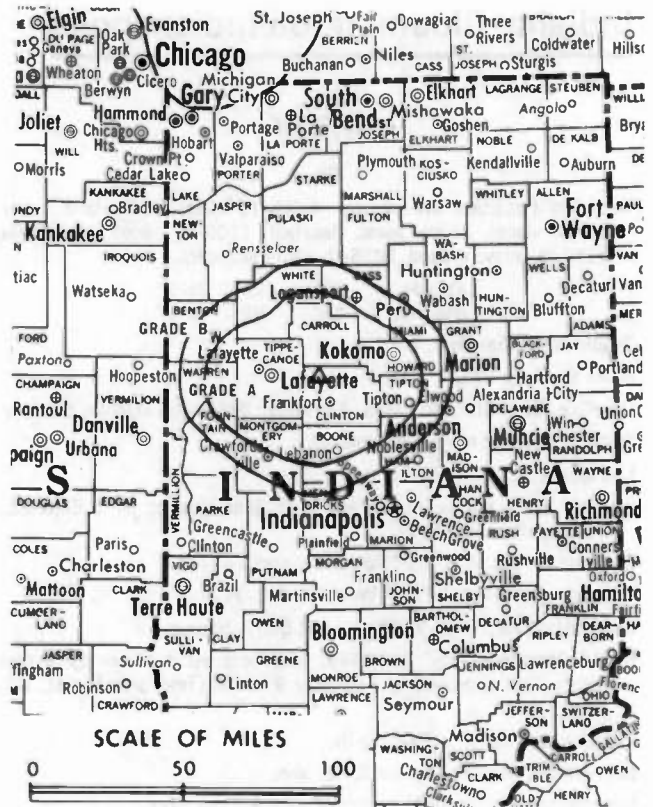
TOM MAXEDON, news director.

Highest One Hour Rate: \$850.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$245.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



WLFI-TV BMPCT-7447 Granted 3/15/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Benton	3,800	3,700	97
	Carroll	7,300	7,200	99
	Cass	15,000	14,700	98
	Montgomery	13,300	13,100	98
	Tippecanoe	42,800	41,700	98
	Warren	3,100	3,000	97
	White	9,300	9,100	98
Between 25-49%	INDIANA			
	Clinton	11,600	11,400	98
	Fountain	7,000	6,900	99
	Howard	32,200	31,700	99
	Miami	14,000	13,700	98
Between 5-24%	ILLINOIS			
	Vermilion	36,200	35,500	98
INDIANA	Boone	13,400	13,200	99
	Jasper	9,000	8,800	98
	Newton	5,500	5,400	98
	Pulaski	5,000	4,800	96
	Tipton	6,300	6,200	98
	Wabash	12,900	12,600	98
Station Totals		247,700	242,700	97
Net Weekly Circulation (1983)			103,200	
Average Daily Circulation (1983)			50,300	

Indiana-Richmond

WKOI

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2296.2-kw visual, 229.6-kw aural. Antenna: 987-ft. above av. terrain, 1003-ft. above ground, 1903-ft. above sea level.

Latitude 39° 30' 44"
Longitude 84° 38' 09"

Transmitter: Rte. 73, Collinsville.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Trinity Bcstg. of Indiana Inc., Box 1057, Richmond, Ind. 47374.

Studio: 1702 S. 9th St., Richmond, Ind. 47374.

Telephone: 317-935-2390.

Mailing Address: Box 1057, Richmond, Ind. 47374.

Ownership: See KTVB-TV, Santa Ana-Los Angeles, Cal.

Began Operation: May 11, 1982.

Represented (legal) by May, Dunne & Gay.

Represented (engineering) by Robert A. Jones.

Personnel:

CHARLES QUINN, general manager.

TOM YORK, production manager.

CHARLES D. WHITLATCH, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Fayette	10,300	10,100	98
	Union	2,400	2,300	96
	KENTUCKY			
	Carroll	3,400	3,400	100
Station Totals		16,100	15,800	98
Net Weekly Circulation (1983)			11,600	
Average Daily Circulation (1983)			5,000	



WKOI: BPCT-5228 Granted 5/19/80

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BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

CHICAGO	333 N. Michigan Ave., 60601	(312) 346-6460
WASHINGTON, D.C.	1111 19th St., N.W., 20036	(202) 331-9270
ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Indiana-South Bend

WHME-TV

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 891-kw visual, 178-kw aural. Antenna: 1000-ft. above av. terrain, 982-ft. above ground, 1828-ft. above sea level.

Latitude 41° 35' 43"
Longitude 86° 09' 38"

Transmitter: Intersection of Fern & Roosevelt Rd.

Satellite Earth Stations: Harris, 9.2-meter; Harris & Microdyne receivers.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: None, independent.

Licensee: Lester Sumrall Evangelistic Association Inc., Box 12, South Bend, Ind. 46624.

Studio: 61300 S. Ironwood Rd. Telephone: 219-291-8200.

Mailing Address: Box 12, South Bend, Ind. 46624.

Ownership: See WHMB-TV, Indianapolis.

Began Operation: July 25, 1974; left air April 6, 1976. Sale to present owner approved by FCC June 10, 1977. Resumed operation Sept. 10, 1977 (Television Digest, Vol. 17:38).

Represented (sales) by Spot Time Ltd.

Represented (legal) by Pepper & Corazzini.

Personnel:

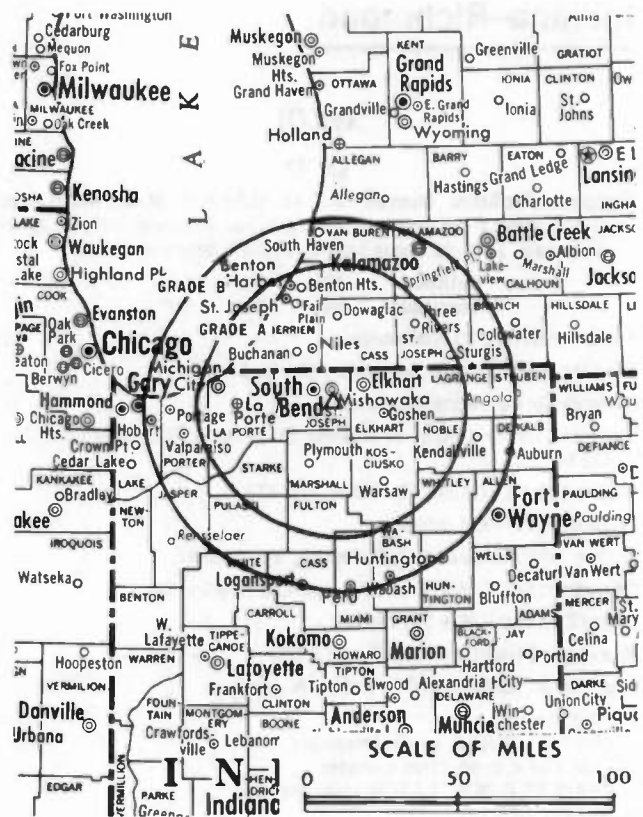
LESTER SUMRALL, president.

PETE SUMRALL, general manager.

Highest 30 Sec. Rate (May 1, 1982): \$60.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Elkhart	50,200	49,000	98
	Kosciusko	22,500	22,000	98
	Marshall	14,400	14,100	98
Between 5-24%	INDIANA			
	Cass	15,000	14,700	98
	De Kalb	11,900	11,800	99
	Fulton	7,500	7,400	99
	Lagrange	8,200	7,800	95
La Porte	38,700	38,300	99	



WHME-TV BMPCT-7479 Granted 7/25/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Noble	12,800	12,500	98
	Pulaski	5,000	4,800	96
	St Joseph	88,500	87,300	99
	Starke	7,900	7,700	97
	Steuben	9,500	9,300	98
	Wabash	12,900	12,600	98
	Wells	9,300	9,100	98
MICHIGAN	Berrien	62,500	61,400	98
	Cass	18,200	17,900	98
	St Joseph	21,000	20,700	99
Station Totals		416,000	408,400	98
Net Weekly Circulation (1983)			79,600	
Average Daily Circulation (1983)			27,200	

Indiana-South Bend

WNDU-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3770-kw max. & 1955-kw horizontal visual, 754-kw max. & 390-kw horizontal aural. Antenna: 1069-ft. above av. terrain, 1068-ft. above ground, 1913-ft. above sea level.

Latitude 41° 36' 20.0"
Longitude 86° 12' 44.5"

Transmitter: Ironwood & Kern Rds.

AM Affiliate: WNDU, 1-kw (0.25-kw N), 1490 kHz (ABC).

FM Affiliate: WNDU-FM, 12-kw, 92.9 MHz (No. 225), 880-ft.

News Services: AP, NBC.

Satellite Earth Stations: Transmit/recv, Satcom Technologies, 9.2-meter; Scientific-Atlanta; receive only Doug Industries, 4-meter; Gardiner receivers.

Network Service: NBC.

Licensee: Michiana Telecasting Corp., Box 1616, South Bend, Ind.

Mailing Address: Box 1616, South Bend, Ind. 46634.

Shipping Address: 54516 Business U.S. 31 N., South Bend 46637.

Telephone: 219-239-1616.

Ownership: Michiana Telecasting Corp., 100%. Rev. Theodore M. Hesburgh, C.S.C., chmn. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

Began Operation: July 15, 1955.

Represented (Sales) by Adam Young Inc.

Represented (legal) by Dempsey & Koplovitz.

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

Personnel:

- BAZIL O'HAGAN, president & general manager.
- DAVID L. O'SHEA, sales manager.
- PAUL E. WALTON JR., dir. of program operations.
- BILL SIMINSKI, production manager.
- GREGORY J. GICZI, promotion manager.
- HARRY KEVORKIAN, dir. of telecommunications & broadcast standards.
- MIKE COLLINS, director of news & sports.
- RUSS SUMMERVILLE, chief engineer.

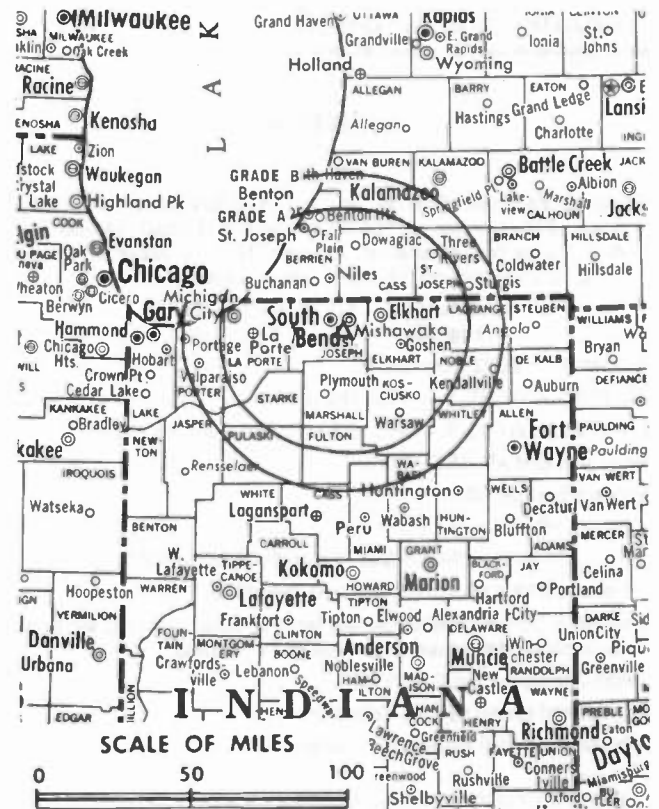
Highest One Hour Rate (Jan. 17, 1983): \$1800.

Highest 30 Sec. Rate (Jan. 17, 1983): \$600.

NETWORK BASE HOURLY RATE: \$825.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Elkhart	50,200	49,000	98
	Fulton	7,500	7,400	99
	Kosciusko	22,500	22,000	98
	Lagrange	8,200	7,800	95
	Marshall	14,400	14,100	98
	Noble	12,800	12,500	98
	Pulaski	5,000	4,800	96
	St Joseph	88,500	87,300	99



WNDU-TV BPCT-4222 Granted 12/10/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Starke	7,900	7,700	97
	MICHIGAN			
	Berrien	62,500	61,400	98
	Cass	18,200	17,900	98
	St Joseph	21,000	20,700	99
Between 25-49%	INDIANA			
	Cass	15,000	14,700	98
	La Porte	38,700	38,300	99
	Miami	14,000	13,700	98
	Steuben	9,500	9,300	98
	Wabash	12,900	12,600	98
White	9,300	9,100	98	
Between 5-24%	MICHIGAN			
	Branch	14,900	14,700	99
Between 5-24%	INDIANA			
	Carroll	7,300	7,200	99
	De Kalb	11,900	11,800	99
	Jasper	9,000	8,800	98
	Porter	43,100	42,500	99
Between 5-24%	MICHIGAN			
	Van Buren	24,800	24,500	99
Station Totals		538,600	529,200	98
Net Weekly Circulation (1983)			344,600	
Average Daily Circulation (1983)			208,400	

Indiana-South Bend

WSBT-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2175-kw max. & 586.53-kw horizontal visual, 435-kw max. & 117.3-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1048-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"
Longitude 86° 13' 01"

Transmitter: 60351 Ironwood Rd.

AM Affiliate: WSBT, 5-kw, 960 kHz (CBS).

FM Affiliate: WTHQ, 9.4-kw, 101.5 MHz (No. 268), 967-ft.

News Services: AP, CBS, NIWS.

Network Service: CBS.

Licensee: WSBT Inc.

Studio: 300 West Jefferson Blvd., South Bend, Ind. 46601.

Telephone: 219-233-3141. TWX: 810-299-2500.

Ownership: Schurz Communications Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: Dec. 21, 1952.

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

E. BERRY SMITH, president & general manager.
NORBERT J. GASSENSMITH, v.p., program director & film buyer.
JAMES D. FREEMAN, v.p., assistant general manager.
JERRY BLECK, v.p. & national sales manager.
KENNETH BIGGINS, business manager.
RODERICK S. JOHNSON, community affairs director.
ROBERT W. BELL, chief engineer.
JUSTIN R. MEACHAM, director of creative services.
ROBERT B. WILLIAMS, promotion manager.
ROLAND KELLY, news director.
JULIUS DECOCQ, production manager.

Highest One Hour Rate: \$1700.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$706.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Elkhart	50,200	49,000	98
	Fulton	7,500	7,400	99
	Kosciusko	22,500	22,000	98
	Lagrange	8,200	7,800	95
	Marshall	14,400	14,100	98
	Pulaski	5,000	4,800	96
	St Joseph	88,500	87,300	99
	Starke	7,900	7,700	97
	MICHIGAN			
Berrien	62,500	61,400	98	



WSBT-TV BPCT-3748 Granted 8/17/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cass	18,200	17,900	98
	St Joseph	21,000	20,700	99
Between 25-49%	INDIANA			
	La Porte	38,700	38,300	99
	Miami	14,000	13,700	98
	Noble	12,800	12,500	98
Between 5-24%	INDIANA			
	Cass	15,000	14,700	98
	Jasper	9,000	8,800	98
	Porter	43,100	42,500	99
	Steuben	9,500	9,300	98
	Wabash	12,900	12,600	98
	White	9,300	9,100	98
	Whitley	9,500	9,400	99
	MICHIGAN			
	Branch	14,900	14,700	99
Kalamazoo	79,400	78,300	99	
Van Buren	24,800	24,500	99	
Station Totals		598,800	588,500	98
Net Weekly Circulation (1983)			333,700	
Average Daily Circulation (1983)			202,500	

Indiana-Elkhart-South Bend

WSJV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1510-kw max. & 410-kw horizontal visual, 274-kw max. & 75-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1044-ft. above ground, 1914-ft. above sea level.

Latitude 41° 36' 58"
Longitude 86° 11' 38"

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

News Services: AP, ABC.

Satellite Earth Stations: ADM; 5-meter; Pinzone receivers.

Network Service: ABC.

Licensee: WSJV-TV Inc., 58096 County Rd. 7 South, Elkhart.

Mailing Address: Box 1646, Elkhart, Ind. 46515.

Studio: 58096 County Rd. 7 South, Elkhart 46517.

Telephones: 219-293-8616, Elkhart; 219-674-5106, South Bend.

TWX: 810-294-2242.

Ownership: Quincy Newspapers, 100%. For other interests, see WGEM-TV, Quincy, Ill.

Began Operation: March 15, 1954. Sale to present owner by Truth Publishing Co. (John F. Dille Jr., et al.) approved by FCC March 31, 1975.

Represented (sales) by Blair Television.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

DON E. FULLER, vice president & general manager.

JOHN HART, general sales manager.

MARTHA SIMS, program director.

WAYNE LOVELY, chief engineer.

PAM YODER, computer operations manager.

RALPH OAKLEY, assistant station manager.

KEVIN SARGENT, operations manager.

DAN FRENCH, news director.

PAM LAMB, community affairs/continuity director.

Highest One Hour Rate: \$1850.

Highest 30 Sec. Rate: \$425.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Elkhart	50,200	49,000	98
	Fulton	7,500	7,400	99
	Kosciusko	22,500	22,000	98
	Lagrange	8,200	7,800	95
	La Porte	38,700	38,300	99
	Marshall	14,400	14,100	98
	Pulaski	5,000	4,800	96



wsjv BPCT-4494 Granted 5/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	St Joseph	88,500	87,300	99	
	Starke	7,900	7,700	97	
MICHIGAN					
Between 25-49%	Berrien	62,500	61,400	98	
	Cass	18,200	17,900	98	
	St Joseph	21,000	20,700	99	
	INDIANA				
Between 5-24%	Noble	12,800	12,500	98	
	INDIANA				
	Cass	15,000	14,700	98	
	De Kalb	11,900	11,800	99	
	Miami	14,000	13,700	98	
	Porter	43,100	42,500	99	
	Steuben	9,500	9,300	98	
	Wabash	12,900	12,600	98	
	White	9,300	9,100	98	
	Whitley	9,500	9,400	99	
MICHIGAN					
Between 5-24%	Branch	14,900	14,700	99	
	Van Buren	24,800	24,500	99	
Station Totals		522,300	513,200	98	
Net Weekly Circulation (1983)			307,800		
Average Daily Circulation (1983)			176,200		

Indiana--Terre Haute

WBAK-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2140-kw visual, 214-kw aural. Antenna: 980-ft. above av. terrain, 1004-ft. above ground, 1549-ft. above sea level.

Latitude 39° 13' 58"
Longitude 87° 23' 49"

Transmitter: W side of Hwy. 41, 1.3-mi. SW of Farmersburg, Ind.

Satellite Earth Station: ADM, 4.2-meter; Drake receivers.

Network Service: ABC.

Licensee: Terre Haute Independent Bcstrs. Inc., Box 719, Terre Haute, Ind. 47808.

Studio: 2nd & Poplar St., Terre Haute.

Mailing Address: Box 719, Terre Haute, Ind. 47808.

Telephone: 812-238-1515. TWX: 810-356-2131.

Ownership: Bahakel Communications Ltd., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: April 3, 1973. Sale to present owner by John M. House, et al., approved by FCC Feb. 28, 1977.

Represented (sales) by Seltel Inc.

Personnel:

CY N. BAHAKEL, president.
CARL BRUCE, general manager.
DAVID PIERCE, chief engineer.

Highest One Hour Rate: \$960.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clark	6,200	6,600	97
	Crawford	8,300	8,100	98
	Cumberland	4,300	4,200	98
	Edgar	8,600	8,400	98
	Jasper	4,300	4,200	98
Between 25-49%	INDIANA			
	Sullivan	8,200	8,000	98
	Vermillion	7,200	7,100	99
	Vigo	41,100	40,400	98
	ILLINOIS			
	Effingham	11,500	11,100	96
INDIANA				
Clay	9,500	9,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Daviess	10,200	9,900	97
	Greene	12,000	11,700	98
	Knox	16,000	15,700	98
Parke	6,200	6,100	98	
Between 5-24%	ILLINOIS			
	Coles	19,800	19,400	98
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
Vermillion	36,200	35,500	98	
INDIANA	Fountain	7,000	6,900	99
	Martin	3,800	3,700	97
	Montgomery	13,300	13,100	98
	Pike	5,300	5,100	96
	Putnam	9,700	9,500	98
	Station Totals		263,100	257,400
Net Weekly Circulation (1983)			106,300	
Average Daily Circulation (1983)			46,000	

Indiana--Terre Haute

WTHI-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 990-ft. above ground, 1546-ft. above sea level.

Latitude 39° 14' 36"
Longitude 87° 23' 07"

Transmitter: E of U.S. 41 & 150, 0.34-mi. S of Farmersburg, Ind.

AM Affiliate: WTHI, 5-kw (1-kw night), 1480 kHz (NBC).

FM Affiliate: WTHI-FM, 20-kw, 99.9 MHz (No. 260), 420-ft.

News Services: AP, CBS.

Network Service: CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St., Terre Haute 47808.

Studio: 918 Ohio St., Terre Haute, Ind. 47808.

Telephone: 812-232-9481. TWX: 810-356-2137.

Ownership: Mary Fendrich Hulman, executrix, 60.5%; J. R. Cloutier, 23%; Henry P. Smith, 4%; Grace Hulman Descendants Trust, 12.5%. Wabash Valley also owns WKJG-TV, Fort Wayne, Ind.

Began Operation: July 22, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Cohen & Dippell.

Personnel:

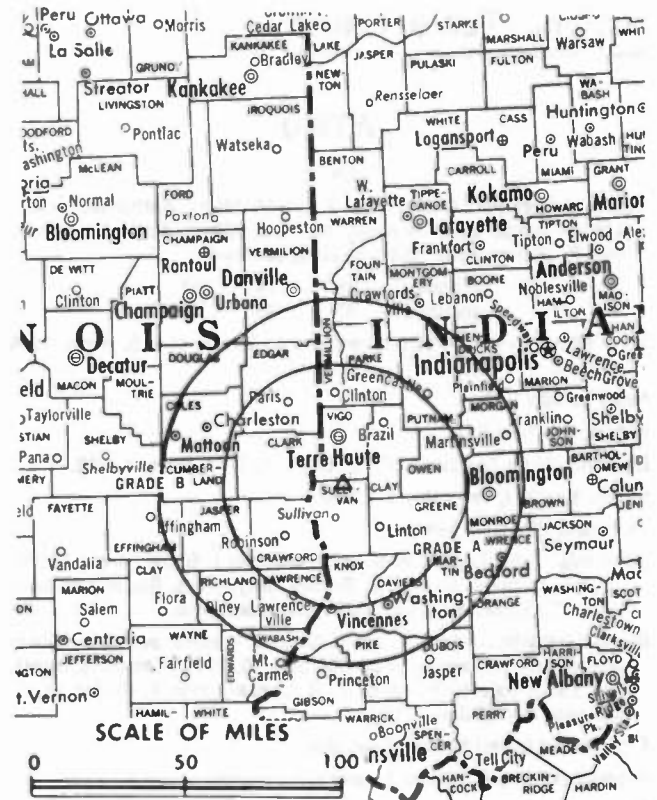
J. R. CLOUTIER, exec. vice president & treasurer.
RUSS ARNOLD, vice president & general manager.
DAVID BAILEY, general sales manager.
LOU FROEB, personnel & public relations director.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$1700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clark	6,800	6,600	97
	Clay	6,100	5,800	96
	Coles	19,800	19,400	98
	Crawford	8,300	8,100	98
	Cumberland	4,300	4,200	98
	Edgar	8,600	8,400	98
	Effingham	11,500	11,100	96
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	INDIANA			
	Clay	9,500	9,300	98
Daviess	10,200	9,900	97	
Fountain	7,000	6,900	99	
Greene	12,000	11,700	98	
Knox	16,000	15,700	98	
Martin	3,800	3,700	97	
Monroe	36,100	35,100	97	
Owen	6,100	6,000	98	
Parke	6,200	6,100	98	
Sullivan	8,200	8,000	98	



WTHI-TV BPCT-3289 Granted 6/18/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vermillion	7,200	7,100	99
	Vigo	41,100	40,400	98
Between 25-49%	ILLINOIS			
	Vermillion	36,200	35,500	98
	INDIANA			
	Dubois	12,100	11,700	97
Lawrence	16,000	15,700	98	
Pike	5,300	5,100	96	
Putnam	9,700	9,500	98	
Between 5-24%	ILLINOIS			
	Douglas	7,500	7,400	99
	Edwards	3,400	3,300	97
	Fayette	8,300	8,000	97
	Shelby	9,000	8,700	97
	Wabash	5,200	5,100	97
	Wayne	7,300	6,900	95
	INDIANA			
	Benton	3,800	3,700	97
	Brown	4,800	4,700	98
Carroll	7,300	7,200	99	
Gibson	12,700	12,400	98	
Montgomery	13,300	13,100	98	
Morgan	18,100	17,900	99	
Orange	7,000	6,800	97	
Warren	3,100	3,000	97	
Station Totals		437,000	426,800	97
Net Weekly Circulation (1983)			239,200	
Average Daily Circulation (1983)			144,300	

Indiana--Terre Haute

WTWO

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

Latitude 39° 14' 33"
Longitude 87° 23' 29"

Transmitter: 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

News Service: UPI.

Network Service: NBC.

Licensee: Illiana Telecasting Corp., Box 299, Terre Haute 47808.

Studio: Box 299, Terre Haute 47808.

Telephone: 812-232-9504.

Ownership: Fabri Development Corp. Malcolm I. Glazer, pres.; 100%; John T. Gelder, v.p.; Carl E. Brasley, secy.-treas. Glazer also owns WRBL(TV), Columbus, Ga.; KQTV, St. Joseph, Mo.

Began Operation: Sept. 1, 1965. Sale to present owner by Booth Newspapers Inc. approved by FCC July 18, 1975 (Television Digest, Vol. 15:9). Sale to Booth by J. R. Livesay, John T. Gelder, et al., approved by FCC Jan. 6, 1971.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN T. GELDER JR., exec. vice president & general manager.
ROBERT B. BEALL, asst. gen. manager & sales manager.
STEVE POEZANAC, operations director.
MARK ALLEN, manager of news & public affairs.
ARDEN RAMSEY, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clark	6,800	6,600	97
	Clay	6,100	5,800	96
	Coles	19,800	19,400	98
	Crawford	8,300	8,100	98
	Cumberland	4,300	4,200	98
	Edgar	8,600	8,400	98
	Effingham	11,500	11,100	96
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	INDIANA			
	Clay	9,500	9,300	98
	Daviess	10,200	9,900	97
Fountain	7,000	6,900	99	
Greene	12,000	11,700	98	
Knox	16,000	15,700	98	
Martin	3,800	3,700	97	
Monroe	36,100	35,100	97	
Owen	6,100	6,000	98	
Parke	6,200	6,100	98	



WTWO BNPCT-6077 Granted 4/2/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sullivan	8,200	8,000	98
	Vermillion	7,200	7,100	99
	Vigo	41,100	40,400	98
Between 25-49%	ILLINOIS			
	Vermillion	36,200	35,500	98
	INDIANA			
	Lawrence	16,000	15,700	98
Montgomery	13,300	13,100	98	
Pike	5,300	5,100	96	
Putnam	9,700	9,500	98	
Between 5-24%	ILLINOIS			
	Douglas	7,500	7,400	99
	Montgomery	12,300	12,000	98
	Wabash	5,200	5,100	97
	White	7,300	6,900	95
INDIANA				
Benton	3,800	3,700	97	
Brown	4,800	4,700	98	
Dubois	12,100	11,700	97	
Gibson	12,700	12,400	98	
Morgan	18,100	17,900	99	
Orange	7,000	6,800	97	
Warren	3,100	3,000	97	
Station Totals		421,300	411,600	97
Net Weekly Circulation (1983)			234,400	
Average Daily Circulation (1983)			142,100	

Indiana

WTBR, Indianapolis (Arbitron Data Continued)

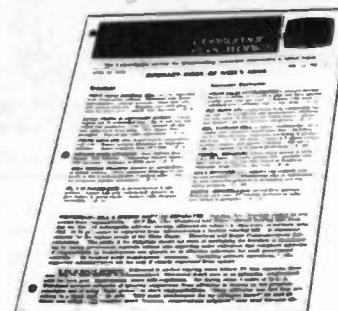
Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA—(Continued)				
50% & Over	Morgan	18,100	17,900	99
	Owen	6,100	6,000	98
	Putnam	9,700	9,500	98
	Randolph	11,000	10,800	98
	Rush	6,800	6,700	99
	Shelby	14,200	14,000	99
	Tippecanoe	42,800	41,700	98
	Tipton	6,300	6,200	98
	Warren	3,100	3,000	97
	White	9,300	9,100	98
Between 25-49%	INDIANA			
	Clay	9,500	9,300	98
	Jackson	13,700	13,500	99
	Jay	8,400	8,200	98
	Jennings	7,800	7,600	97
	Lawrence	16,000	15,700	98
	Parke	6,200	6,100	98
	Wabash	12,900	12,600	98
	Wayne	27,900	27,500	98
	Between 5-24%	ILLINOIS		
Edgar		8,600	8,400	98
INDIANA				
Franklin		6,400	6,200	97
Greene		12,000	11,700	98
Jasper		9,000	8,800	98
Ripley		8,500	8,300	98
Union		2,400	2,300	96
Vermillion		7,200	7,100	99
Vigo		41,100	40,400	98

WTTV, Bloomington-Indianapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Carroll	3,400	3,400	100
Between 5-24%	ILLINOIS			
	Crawford	8,300	8,100	98
	Edwards	3,400	3,300	97
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	INDIANA			
	Adams	10,100	9,900	98
Allen	108,800	107,200	99	
Benton	3,800	3,700	97	
Clark	32,800	32,300	98	
Crawford	3,600	3,400	96	
Dearborn	12,200	12,000	98	
Floyd	22,400	22,100	99	
Gibson	12,700	12,400	98	
Kosciusko	22,500	22,000	98	
Pike	5,300	5,100	96	
Warrick	15,100	14,800	98	
Wells	9,300	9,100	98	
KENTUCKY				
Daviess	31,900	31,600	99	
Owen	3,500	3,400	97	
Trimble	2,400	2,400	100	
OHIO				
Butler	93,100	92,000	99	
Clark	54,400	53,800	99	
Greene	45,100	44,600	99	
Licking	44,400	43,900	99	
Montgomery	215,900	213,800	99	
Warren	33,900	33,500	99	
WEST VIRGINIA				
Cabell	41,200	40,900	99	

Television Digest with Consumer Electronics

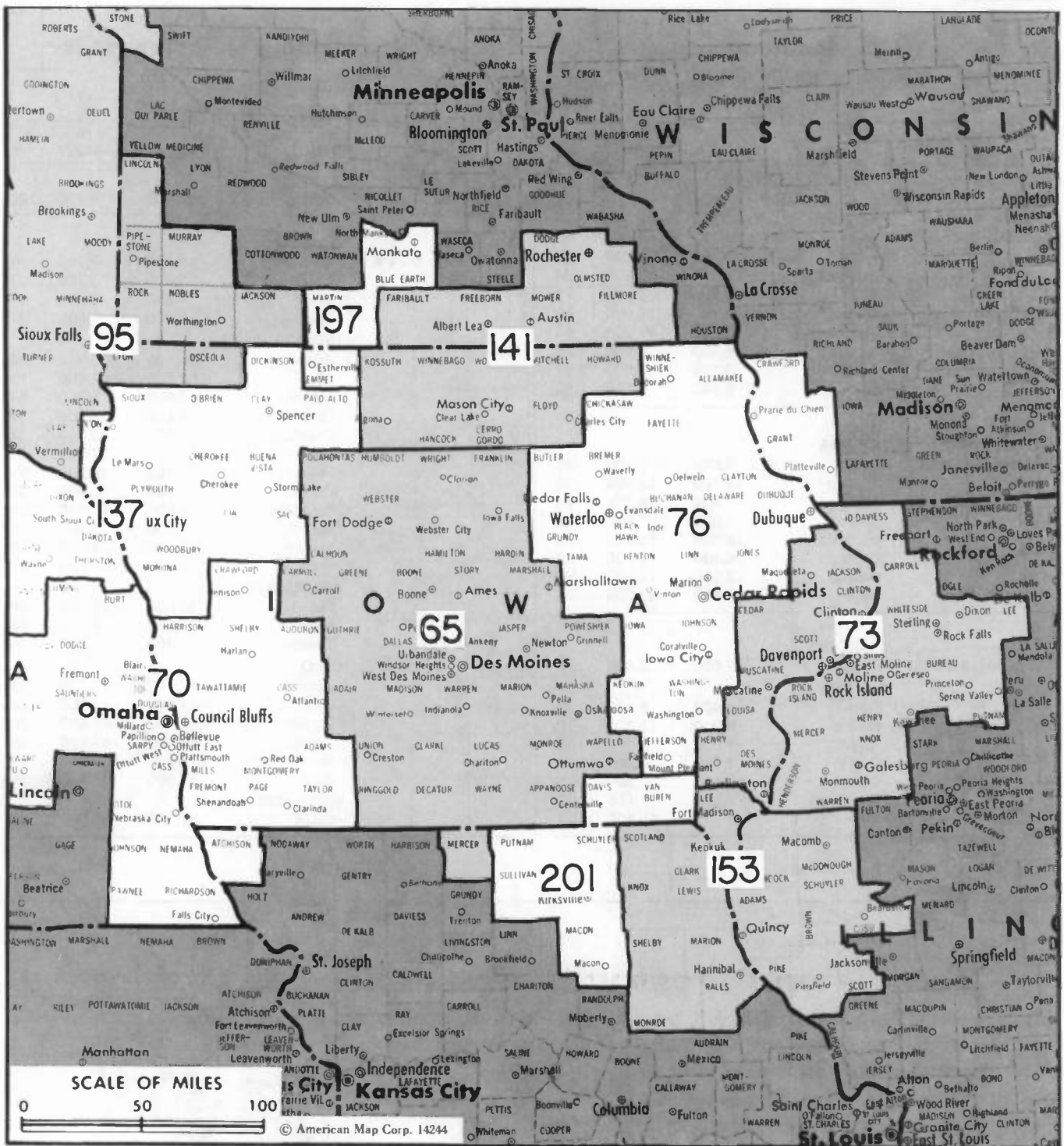
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Iowa



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Des Moines, Iowa	367,500	65	213,000	65	KCBR (17), KCCI-TV (8), WHO-TV (13), WOI-TV (5)
Omaha, Neb.	341,800	70	230,000	60	KETV (7), KMTV (3), WOWT (6)
Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)	331,200	73	183,000	74	WHBF-TV (4), WOC-TV (6), WQAD-TV (8)
Cedar Rapids-Waterloo, Iowa	318,000	76	185,000	73	KCRG-TV (9), KDUB-TV (40), KGAN-TV (2), KWWL (7)
Sioux Falls-Mitchell, S.D.	231,800	95	132,000	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13)
Sioux City, Iowa	149,300	137	83,000	134	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	140,700	141	88,000	127	KAAL (6), KIMT (3), KTTC (10)
Quincy, Ill.-Hannibal, Mo.	117,200	153	70,000	142	KHQA-TV (7), WGEM-TV (10)
Mankato, Minn.	33,300	197	15,000	192	KEYC-TV (12)
Ottumwa, Iowa-Kirkville, Mo.	29,400	201	18,000	189	KTVO (3)

Iowa

Iowa Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	11	3	14
Educational Television Stations	2	6	8
			22

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WOI-TV, Ames

(See Des Moines, Ia.)

WOWT, Council Bluffs

(See Omaha, Neb.)

WHBF-TV, Davenport

(See Rock Island, Ill.)

WQAD-TV, Davenport

(See Moline, Ill.)

KAAL & KTTC, Mason City

(See Austin & Rochester, Minn.)

KCRG-TV, KGAN-TV & KWWL, Waterloo

(See Cedar Rapids, Ia.)

WHO-TV, Des Moines

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MISSOURI			
Between 5-24%	Harrison	4,300	4,200	98
	Schuyler	2,100	2,000	95
	Sullivan	3,100	3,000	97

KCAU-TV, Sioux City

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	SOUTH DAKOTA			
Between 25-49%	Bon Homme	3,000	2,900	97
	Turner	3,500	3,500	99
	IOWA			
Between 5-24%	Audubon	3,200	3,200	100
	Calhoun	5,100	5,000	98
	Carroll	8,200	8,100	99
	Guthrie	4,600	4,500	98
	Harrison	6,000	5,900	98
	Humboldt	4,900	4,800	98
	MINNESOTA			
	Murray	4,100	4,000	98
	Pipestone	4,400	4,300	98
	NEBRASKA			
	Burt	3,400	3,400	100
	Colfax	3,900	3,800	97
	Washington	5,700	5,700	100
	SOUTH DAKOTA			
	Mc Cook	2,300	2,300	100
	Minnehaha	43,000	42,700	99

Iowa—Cedar Rapids-Waterloo

KCRG-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2940-ft. above sea level.

Latitude 42° 18' 59"
Longitude 91° 51' 31"

Transmitter: 4.5-mi. NW of Walker.

News Services: AP, UPI.

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

Network Service: ABC.

Licensee: Cedar Rapids Television Co., 500 Third Ave. SE, Cedar Rapids, Ia. 52406.

Studio: 2nd Ave. at 5th St. S.E.

Telephone: 319-398-8422. TWX: 910-525-1341.

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 Petry Television Inc.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH F. HLADKY JR., chairman of the board.
JOSEPH F. HLADKY III, president.
ED LASKO, exec. vice president & general manager.
EDNA A. HERBST, vice president & asst. general manager.
JAMES B. OETKEN, general sales manager.
WALTER ALLISS, vice president, engineering.
DOUG KRILE, news director.

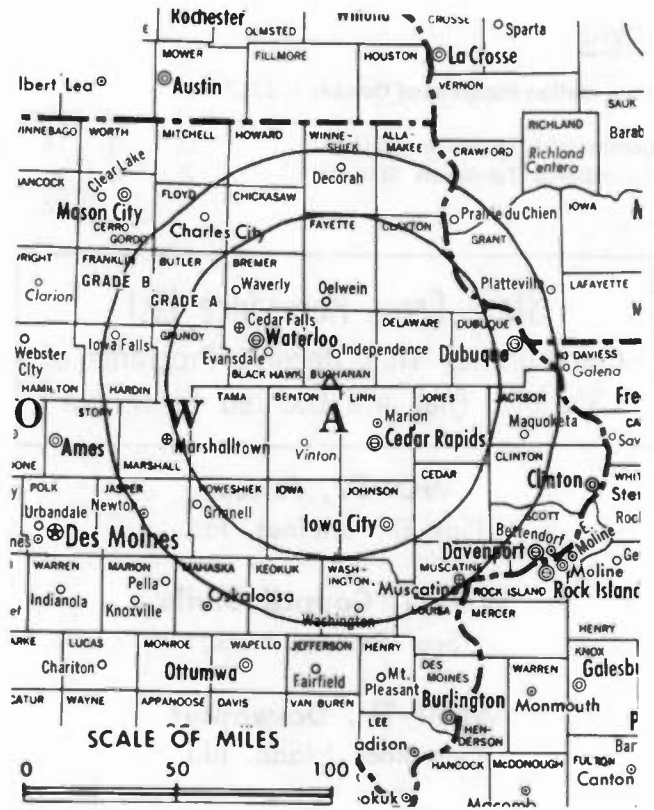
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (July 26, 1983): \$600.

NETWORK BASE HOURLY RATE: \$875.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	9,000	8,900	99
	Black Hawk	50,300	49,800	99
	Bremer	8,900	8,800	99
	Buchanan	8,000	7,900	99
	Butler	6,600	6,500	98
	Cedar	7,100	7,000	99
	Chickasaw	5,600	5,500	98
	Clayton	7,900	7,700	97
	Delaware	6,500	6,400	98
	Dubuque	31,400	30,900	98
	Fayette	9,400	9,300	99
	Floyd	7,100	7,000	99
	Franklin	5,300	5,200	99
	Grundy	5,500	5,400	99
	Iowa	5,900	5,800	98
	Jackson	8,100	8,000	99
	Johnson	32,100	31,500	98
	Jones	7,200	7,100	99
Keokuk	4,900	4,800	98	
Linn	64,500	64,000	99	



KCRG-TV BMPCT-6432 Granted 1/11/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tama	7,100	7,000	99
	Washington	7,500	7,300	98
	Winneshiek	7,400	7,200	98
WISCONSIN				
	Crawford	6,000	5,900	98
	Grant	17,500	16,900	97
IOWA				
Between 25-49%	Hardin	8,200	8,100	99
	Howard	4,300	4,200	98
	Jefferson	6,000	5,900	98
	Mahaska	8,800	8,600	98
	Marshall	15,900	15,800	99
	Poweshiek	7,200	7,100	99
	Wapello	15,700	15,500	99
ILLINOIS				
	Jo Daviess	8,800	8,600	97
IOWA				
Between 5-24%	Clinton	20,900	20,700	99
	Henry	7,000	6,800	97
	Louisa	4,500	4,400	98
	Lucas	4,300	4,200	98
	Monroe	3,500	3,500	99
	Muscatine	14,700	14,600	99
WISCONSIN				
	Lafayette	6,200	6,100	98
Station Totals		478,200	471,200	98
Net Weekly Circulation (1983)			322,900	
Average Daily Circulation (1983)			198,100	

Iowa—Cedar Rapids-Waterloo

KGAN-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-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.

News Services: AP, UPI.

Network Service: CBS.

Licensee: KGAN-TV, Box 3131, Cedar Rapids, Ia. 52406.

Studio: 600 Old Marion Rd. NE.

Mailing Address: Box 3131, Cedar Rapids, Iowa 52406.

Telephone: 319-395-9060. TWX: 910-525-1326.

Ownership: Guy Gannett Bcstg., see WGAN-TV, Portland, Me.

Began Operation: Sept. 30, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:11). Sale to Orion by American Bcstg. Stations Inc., William B. Quarton & others, approved by FCC June 12, 1968 (Television Digest, Vol. 8:25).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

MICHAEL LEE BOCK, general manager.

DICK AUNE, general sales manager.

JOHN GANAHL, production manager.

ALAN OLDFIELD, director of news.

BOB BURNS, chief engineer.

BARRY NORRIS, public interest director.

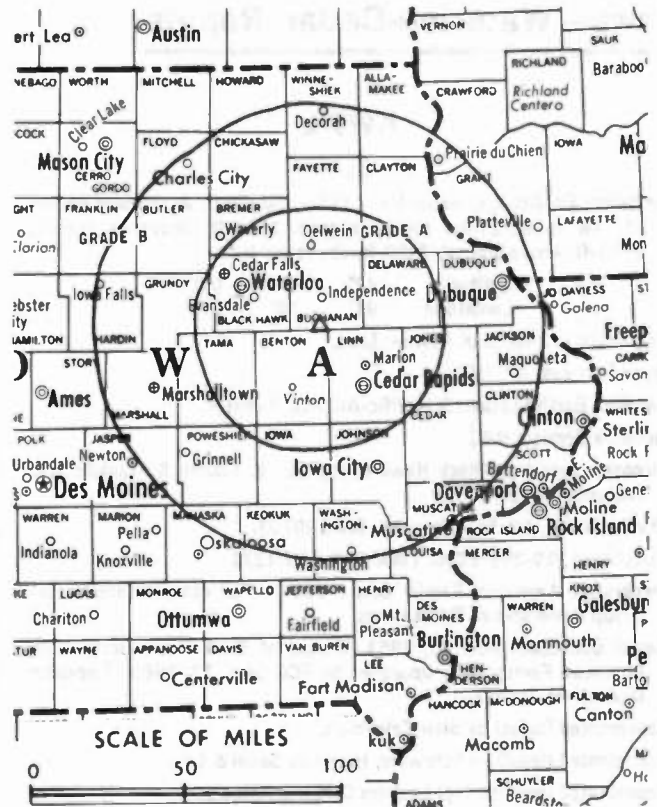
MARY DUCHARME, promotion manager.

Highest 30 Sec. Rate (June 1983): \$1200.

NETWORK BASE HOURLY RATE: \$1047.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	9,000	8,900	99
	Black Hawk	50,300	49,800	99
	Bremner	8,900	8,800	99
	Buchanan	8,000	7,900	99
	Butler	6,600	6,500	98
	Cedar	7,100	7,000	99
	Chickasaw	5,600	5,500	98
	Clayton	7,900	7,700	97
	Delaware	6,500	6,400	98
	Dubuque	31,400	30,900	98
	Fayette	9,400	9,300	99
	Grundy	5,500	5,400	99
	Iowa	5,900	5,800	98
	Jefferson	6,000	5,900	98
	Johnson	32,100	31,500	98
	Jones	7,200	7,100	99
	Keokuk	4,900	4,800	98
	Linn	64,500	64,000	99
Tama	7,100	7,000	99	
Washington	7,500	7,300	98	



KGAN-TV BPCT-2102 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Winneshiek	7,400	7,200	98
	WISCONSIN			
	Grant	17,500	16,900	97
Between 25-49%	IOWA			
	Floyd	7,100	7,000	99
	Franklin	5,300	5,200	99
	Hardin	8,200	8,100	99
	Jackson	8,100	8,000	99
	Marshall	15,900	15,800	99
	Poweshiek	7,200	7,100	99
	Wapello	15,700	15,500	99
	ILLINOIS			
	Jo Daviess	8,800	8,600	97
	WISCONSIN			
	Crawford	6,000	5,900	98
Between 5-24%	IOWA			
	Clinton	20,900	20,700	99
	Henry	7,000	6,800	97
	Howard	4,300	4,200	98
	Louisa	4,500	4,400	98
	Mahaska	8,800	8,600	98
	Monroe	3,500	3,500	99
	Muscatine	14,700	14,600	99
	WISCONSIN			
	Lafayette	6,200	6,100	98
Station Totals		473,900	467,000	98
Net Weekly Circulation (1983)			318,700	
Average Daily Circulation (1983)			200,300	

Iowa—Waterloo-Cedar Rapids

KWWL

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 27-kw aural. Antenna: 1980-ft. above av. terrain, 2000-ft. above ground, 2980-ft. above sea level.

Latitude 42° 24' 04"
Longitude 91° 50' 43"

Transmitter: 2-mi. N of Rowley, Iowa.

News Services: AP, UPI.

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

Network Service: NBC.

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

Studio: 500 E. 4th St., Waterloo, Iowa 50703.

Telephone: 319-291-1200. TWX: 910-525-1271.

Ownership: American Family Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 25, 1953. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980 (Television Digest, Vol. 19:41).

Represented (sales) by Blair Television.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JAMES WATERBURY, vice president & general manager.

MIKE SMITH, vice president, television sales.

DAVID WARD, vice president, operations.

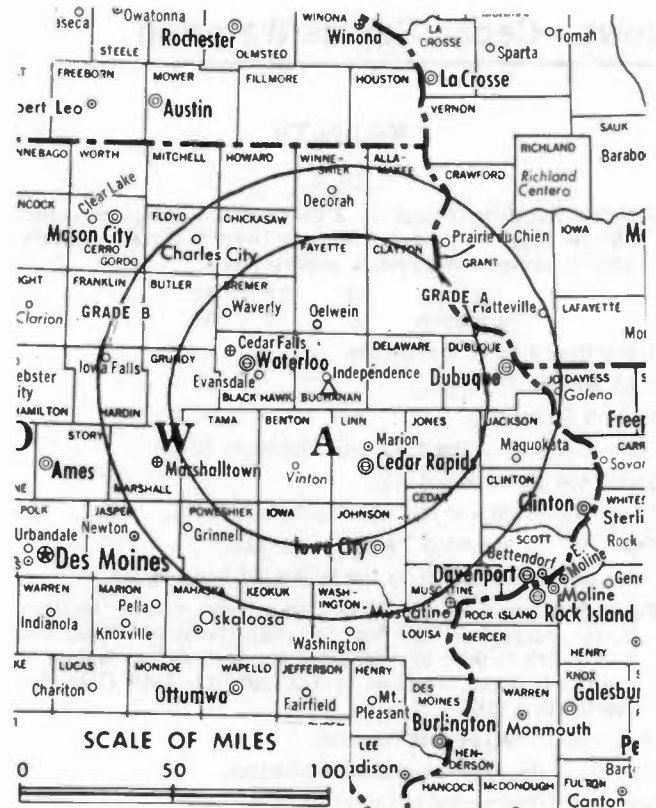
GRANT PRICE, vice president, news & public affairs.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$725.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	9,000	8,900	99
	Black Hawk	50,300	49,800	99
	Bremer	8,900	8,800	99
	Buchanan	8,000	7,900	99
	Butler	6,600	6,500	98
	Cedar	7,100	7,000	99
	Chickasaw	5,600	5,500	98
	Clayton	7,900	7,700	97
	Delaware	6,500	6,400	98
	Dubuque	31,400	30,900	98
	Fayette	9,400	9,300	99
	Floyd	7,100	7,000	99
	Franklin	5,300	5,200	99
	Grundy	5,500	5,400	99
	Iowa	5,900	5,800	98
	Jefferson	6,000	5,900	98
	Johnson	32,100	31,500	98
Jones	7,200	7,100	99	
Keokuk	4,900	4,800	98	



KWWL BMPCT-6729 Granted 1/4/68

American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	64,500	64,000	99
	Marshall	15,900	15,800	99
	Tama	7,100	7,000	99
	Washington	7,500	7,300	98
	Winneshiek	7,400	7,200	98
WISCONSIN				
	Crawford	6,000	5,900	98
	Grant	17,500	16,900	97
Between 25-49%	IOWA			
	Hardin	8,200	8,100	99
	Howard	4,300	4,200	98
	Jackson	8,100	8,000	99
	Poweshiek	7,200	7,100	99
ILLINOIS				
	Jo Daviess	8,800	8,600	97
Between 5-24%	IOWA			
	Louisa	4,500	4,400	98
	Mahaska	8,800	8,600	98
	Mitchell	4,500	4,400	98
	Monroe	3,500	3,500	99
	Muscatine	14,700	14,600	99
WISCONSIN				
	Lafayette	6,200	6,100	98
Station Totals		434,800	428,400	98
Net Weekly Circulation (1983)			323,500	
Average Daily Circulation (1983)			211,900	

Iowa—Davenport

WOC-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"
Longitude 90° 28' 35"

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

News Services: AP, UPI, NBC.

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

FM Affiliate: KIIK, 100-kw, 103.7 MHz (No. 279), 860-ft.

Satellite Earth Stations: Satcom Technology, 7-meter; M/A-Com receivers.

Network Service: NBC.

Licensee: Palmer Communications Inc., 805 Brady St., Davenport, Ia. 52808.

Studio: 805 Brady St.

Telephone: 319-383-7000. TWX: 910-525-1189.

Ownership: Palmer Communications Inc. Also owns WHO-TV-AM, Des Moines. For other interests, see WHO-TV.

Began Operation: Oct. 31, 1949.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

ROBERT HARTER, president.
WAYNE BLICK, v.p., secretary & treasurer.
KENNETH MacQUEEN, vice president & general manager.
HAROLD R. HEATH, sales manager.
RICK THEDWELL, program director.
JOHN HEGEMAN, director of engineering.
JACK THOMSEN, news director.

Highest 30 Sec. Rate (May 13, 1982): \$600.

NETWORK BASE HOURLY RATE: \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cedar	7,100	7,000	99
	Clinton	20,900	20,700	99
	Des Moines	17,800	17,600	99
	Henry	7,000	6,800	97
	Jackson	8,100	8,000	99
	Louisa	4,500	4,400	98
	Muscatine	14,700	14,600	99
	Scott	59,900	59,400	99
	ILLINOIS			
	Bureau	14,700	14,400	98
	Carroll	7,000	6,900	99
	Henderson	3,400	3,300	97
	Henry	21,300	21,000	99
Jo Daviess	8,800	8,600	97	
Knox	23,600	23,300	99	
Lee	13,000	12,800	98	
Mercer	7,100	7,000	99	



WOC-TV BPCT-810430KG Granted 7/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rock Island	62,600	62,000	99
	Stark	2,700	2,700	100
	Warren	8,200	8,100	99
	Whiteside	24,100	23,700	98
Between 25-49%	IOWA			
	Jefferson	6,000	5,900	98
	Washington	7,500	7,300	98
ILLINOIS	Mc Donough	13,000	12,700	98
	Putnam	2,300	2,200	96
Between 5-24%	IOWA			
	Dubuque	31,400	30,900	98
	Jones	7,200	7,100	99
	Keokuk	4,900	4,800	98
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	ILLINOIS			
	Fulton	16,600	16,200	98
	Hancock	9,300	9,200	98
	La Salle	41,600	40,700	98
Marshall	5,400	5,300	98	
Ogle	17,100	16,800	98	
Stephenson	18,800	18,400	98	
Station Totals		569,000	560,300	98
Net Weekly Circulation (1983)			333,400	
Average Daily Circulation (1983)			211,100	

Iowa—Des Moines

KCBB

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3110-kw max. visual, 311-kw max. aural. Antenna: 1156-ft. above av. terrain, 1539-ft. above ground, 2509-ft. above sea level.

Latitude 41° 48' 01.2"
Longitude 93° 36' 27.0"

Transmitter: 0.4-mi W. of U.S. 69, 0.4-mi. S of N.E. 134th Ave.

News Services: INN, UPI.

Satellite Earth Stations: Prodelin; 5-meter.

Network Service: None, independent.

Licensee: The Independence Bcstg. Corp., 111 Third St., Des Moines, Iowa 50309.

Studio: 5160 Park Ave., Des Moines, Iowa 50321.

Telephone: 515-284-1717.

Ownership: William J. Trout, pres., 33.3%; Jean E. Gazzo, v.p.; Raymond J. Gazzo, secy.-gen.-counsel, 33.3%; Carl G. Goldsberry, 33.3%.

Began Operation: March 14, 1983.

Represented (sales) by Avery-Knodel.

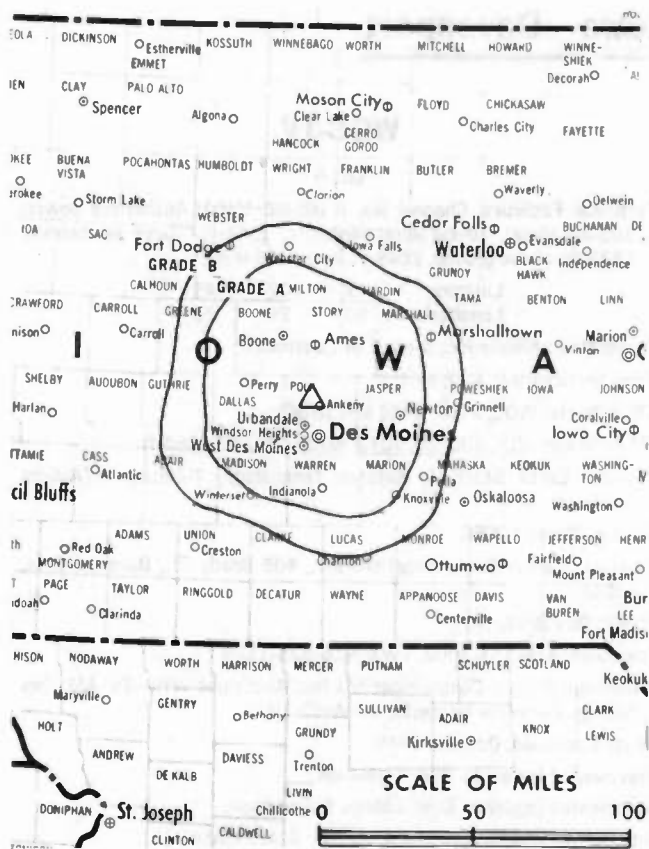
Represented (legal) by Nixon, Hargrave, Devans & Doyle.

Personnel:

WILLIAM J. TROUT, president & general manager.

GARY GOOKIN, general sales manager.

Highest 30 Sec. Rate (Sept. 30, 1983): \$155.



KCBB BMPCT-821006KE Granted 10/29/82

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Iowa—Des Moines

KCCI-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

Latitude 41° 48' 35"
Longitude 93° 37' 16"

Transmitter: 1-mi. SW of Alleman, Iowa.

News Services: AP, UPI.

Satellite Earth Station: Microwave Assoc.; 5-meter.

Network Service: CBS.

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

Studio: Ninth & Pleasant Sts.

Mailing Address: Box 10305, Des Moines, Iowa 50306.

Telephone: 515-247-8800.

Ownership: Cowles Broadcasting Inc., 100%. Cowles also owns WESH-TV, Daytona Beach-Orlando, Fla.

Began Operation: July 31, 1955.

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Represented (engineering) by Smith & Powstenko.

Personnel:

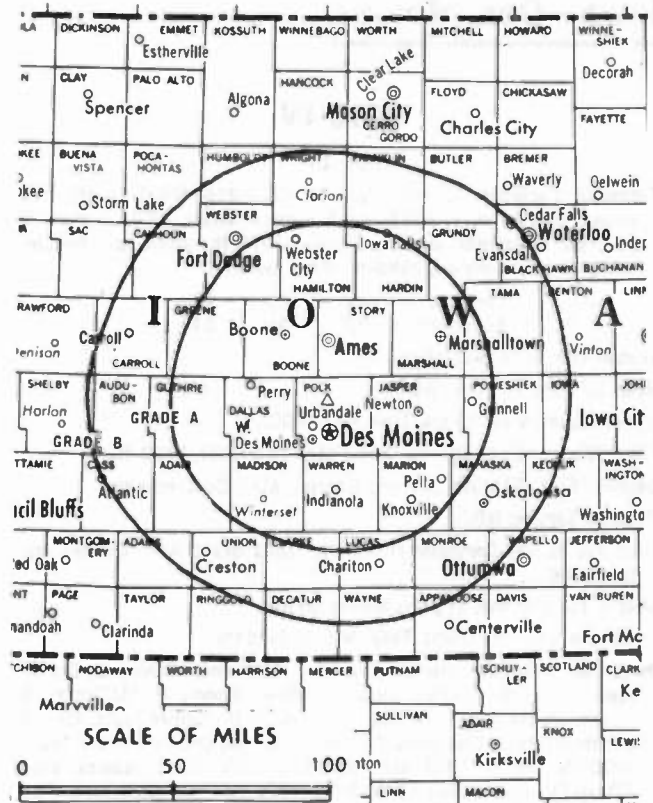
- NOLAN QUAM, president & general manager.
- JOHN LEIFHEIT, general sales manager.
- GUY KOENIGSBERGER, v.p., programs & community affairs.
- JOHN PASCUZZI, director of development.
- PAUL RHOADES, v.p., news & public affairs.
- BILL HUEY, vice president & chief engineer.
- PAUL FREDERICKSEN, vice president & treasurer.
- ROBERT DAY, advertising & promotion manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,800	3,800	100
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,000	9,900	99
	Calhoun	5,100	5,000	98
	Carroll	8,200	8,100	99
	Clarke	3,500	3,400	97
	Dallas	11,400	11,300	99
	Davis	3,400	3,300	99
	Decatur	3,500	3,400	97
	Greene	4,700	4,700	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,200	8,100	99
	Humboldt	4,900	4,800	98
	Jasper	13,900	13,700	99
	Keokuk	4,900	4,800	98
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	8,800	8,600	98
	Marion	10,800	10,700	99
	Marshall	15,900	15,800	99
	Monroe	3,500	3,500	99
	Pocahontas	4,400	4,300	98
	Polk	120,100	118,900	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,400	2,400	100
Story	25,100	24,800	99	



KCCI-TV BMPCT-7477 Granted 7/31/73

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Taylor	3,300	3,200	97	
	Union	5,600	5,500	98	
	Wapello	15,700	15,500	99	
	Warren	12,400	12,300	99	
	Wayne	3,300	3,200	97	
	Webster	17,200	17,000	99	
	Wright	6,300	6,200	98	
	MISSOURI				
	Mercer	1,900	1,800	95	
	Putnam	2,400	2,400	100	
IOWA	Between 25-49%				
	Adams	2,200	2,200	98	
	Buena Vista	8,000	7,900	99	
	Cass	6,800	6,700	99	
	Franklin	5,300	5,200	99	
	Grundy	5,500	5,400	99	
	Hancock	5,300	5,200	98	
	Kossuth	8,100	8,000	99	
	Palo Alto	4,900	4,800	98	
	Sac	5,500	5,400	98	
Tama	7,100	7,000	99		
MISSOURI					
Worth	1,200	1,200	100		
IOWA	Between 5-24%				
	Butler	6,600	6,500	98	
	Crawford	6,900	6,800	99	
	Emmet	5,000	4,900	97	
	Montgomery	5,300	5,200	98	
	Page	7,600	7,500	99	
	Shelby	5,500	5,400	98	
	MISSOURI				
	Harrison	4,300	4,200	98	
	Schuyler	2,100	2,000	95	
Sullivan	3,100	3,000	97		
Station Totals		488,000	481,500	98	
Net Weekly Circulation (1983)			375,800		
Average Daily Circulation (1983)			263,800		

Iowa—Des Moines

WHO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 224-kw horizontal visual, 47.4-kw max. & 33.5-kw horizontal aural. Antenna: 1970-ft. above av. terrain, 1955-ft. above ground, 2988-ft. above sea level.

Latitude 41° 48' 33"
Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

News Services: AP, UPI, NBC.

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

FM Affiliate: KLYF, 100-kw, 100.3 MHz (No. 262), 1700-ft.

Satellite Earth Station: Satcom, 7-meter; M/A-Com receivers.

Network Service: NBC.

Licensee: Palmer Communications Inc., 1801 Grand Ave., Des Moines, Ia. 50308.

Studio: 1100 Walnut St., Des Moines 50308.

Telephone: 515-242-3500. TWX: 910-520-2549.

Ownership: Robert H. Harter, Charles J. McKerns, Richard L. Braunstein, Jenny W. Sutton, Vickie A. Miller, Bonnie P. McCloskey & Davenport Bank & Trust Co., Trustees, D. D. Palmer Trust. Palmer Communications also owns WOC Broadcasting Co., Davenport, Iowa, WOC-TV-AM & KIIK(FM); WNOG & WCWU(FM), Naples, Fla.; KDLH-TV, Duluth, Minn.; WTNT & WCSN(FM), Tallahassee, Fla.; multiple cable systems.

Began Operation: April 15, 1954.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

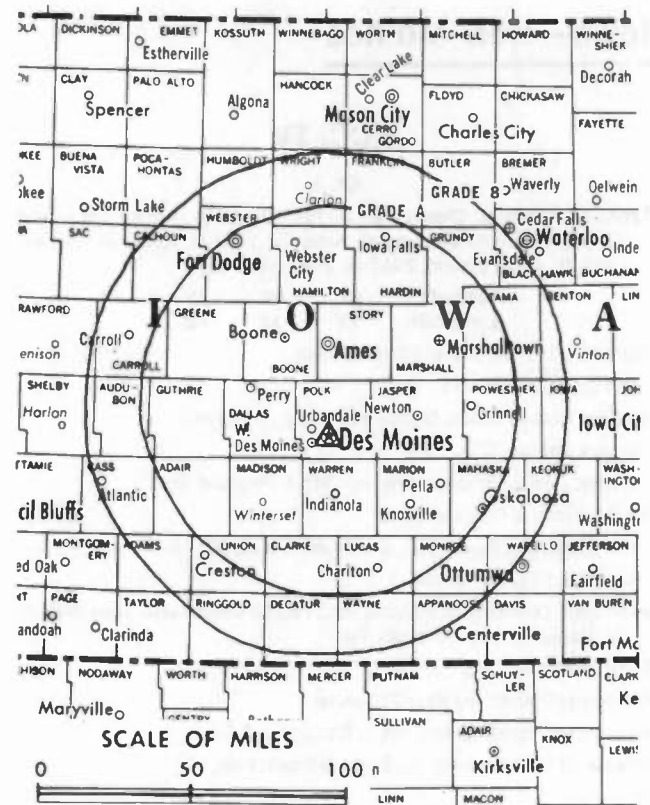
GEORGE C. CARPENTER, vice president & general manager.
WILLIAM H. JACKSON, station manager.
TALMAGE THOMPSON, sales manager.
HOLLY LOWE, promotion manager.
CHARLES W. MYERS, chief engineer.

Highest 30 Sec. Rate: \$590.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	98
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,000	9,900	99
	Calhoun	5,100	5,000	98
	Carrroll	8,200	8,100	99
	Clarke	3,500	3,400	97
	Dallas	11,400	11,300	99
	Davis	3,400	3,300	99
	Decatur	3,500	3,400	97
	Greene	4,700	4,700	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,200	8,100	99
	Humboldt	4,900	4,800	98
	Jasper	13,900	13,700	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	8,800	8,600	98
Marion	10,800	10,700	99	
Marshall	15,900	15,800	99	
Monroe	3,500	3,500	99	
Pocahontas	4,400	4,300	98	



WHO-TV BPCT-5011 Granted 7/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Polk	120,100	118,900	99	
	Poweshiek	7,200	7,100	99	
	Ringgold	2,400	2,400	100	
	Story	25,100	24,800	99	
	Tama	7,100	7,000	99	
	Taylor	3,300	3,200	97	
	Union	5,600	5,500	98	
	Wapello	15,700	15,500	99	
	Warren	12,400	12,300	99	
	Wayne	3,300	3,200	97	
	Webster	17,200	17,000	99	
	Wright	6,300	6,200	98	
	MISSOURI	Mercer	1,900	1,800	95
Putnam		2,400	2,400	100	
IOWA					
Between 25-49%	Cass	6,800	6,700	99	
	Franklin	5,300	5,200	99	
	Grundy	5,500	5,400	99	
	Jefferson	6,000	5,900	98	
	Keokuk	4,900	4,800	98	
	Kossuth	8,100	8,000	99	
	Palo Alto	4,900	4,800	98	
	Sac	5,500	5,400	98	
MISSOURI	Worth	1,200	1,200	100	
	IOWA				
Between 5-24%	Butler	6,600	6,500	98	
	Crawford	6,900	6,800	99	
	Emmet	5,000	4,900	97	
	Hancock	5,300	5,200	98	
	Iowa	5,900	5,800	98	
	Montgomery	5,300	5,200	98	
	Page	7,600	7,500	99	
	Shelby	5,500	5,400	98	
	Winnebago	5,100	5,000	98	
	(Continued on page 345)				
	Station Totals		497,000	490,300	98
Net Weekly Circulation (1983)			371,800		
Average Daily Circulation (1983)			244,100		

Iowa—Ames-Des Moines

WOI-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1850-ft. above av. terrain, 1995-ft. above ground, 2980-ft. above sea level.

Latitude 41° 48' 33"
Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

AM Affiliate: WOI, 5-kw, 640 kHz.

FM Affiliate: WOI-FM, 100-kw, 90.1 MHz (No. 211), 530-ft.

News Services: AP, UPI, ABC, NIWS.

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

Network Service: ABC.

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

Studio: WOI-TV Bldg., Iowa State University of Science & Technology, Ames, Iowa 50010.

Telephone: 515-294-5555. TWX: 910-520-1152.

Began Operation: Feb 21, 1950.

Represented (sales) by Seltel Inc.

Represented (legal) by Cohn & Marks.

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

Personnel:

- DR. ROBERT PARKS, president of Iowa State University.
- KEITH KETCHAM, general manager.
- TED TOSTLEBE, commercial manager.
- BOB HELMERS, promotion/operations coordinator.
- TOM WHEELER, sales service manager.
- JANIS MARVIN, programming manager.
- JOHN KERANS, news director.
- BETTY LOU VARNUM, public affairs coordinator.

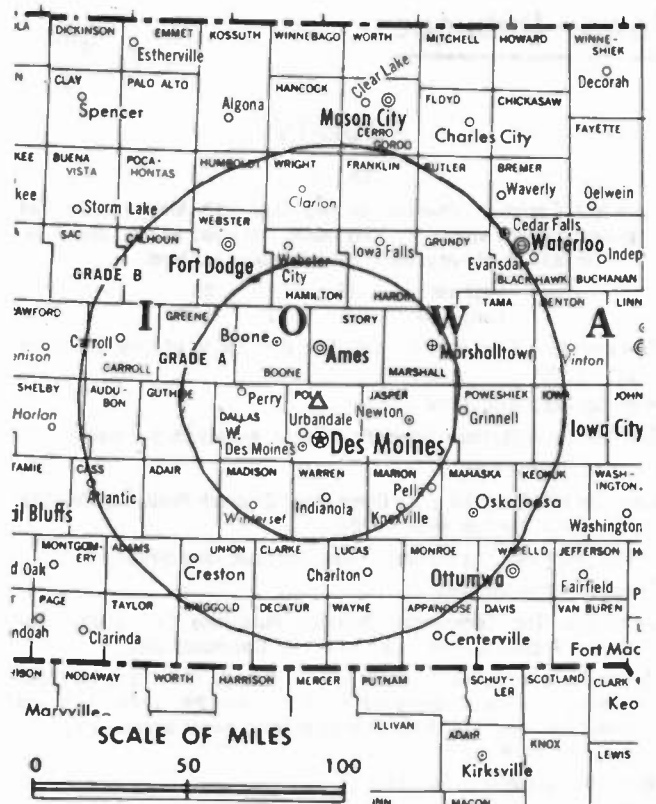
Highest One Hour Rate: \$1760.

Highest 30 Sec. Rate (July 25, 1983): \$400.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,800	3,800	100
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,000	9,900	99
	Calhoun	5,100	5,000	98
	Carroll	8,200	8,100	99
	Clarke	3,500	3,400	97
	Dallas	11,400	11,300	99
	Decatur	3,500	3,400	97
	Franklin	5,300	5,200	99
	Greene	4,700	4,700	100
	Grundy	5,500	5,400	99
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,200	8,100	99
	Humboldt	4,900	4,800	98
	Jasper	13,900	13,700	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	8,800	8,600	98
	Marion	10,800	10,700	99
	Marshall	15,900	15,800	99
	Monroe	3,500	3,500	99
	Pocahontas	4,400	4,300	98
	Polk	120,100	118,900	99
	Poweshiek	7,200	7,100	99
Ringgold	2,400	2,400	100	
Story	25,100	24,800	99	
Tama	7,100	7,000	99	



WOI-TV BMPCT-7324 Granted 12/20/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Taylor	3,300	3,200	97
	Union	5,600	5,500	98
	Warren	12,400	12,300	99
	Wayne	3,300	3,200	97
	Webster	17,200	17,000	99
	Wright	6,300	6,200	98
Between 25-49%	IOWA			
	Adams	2,200	2,200	98
	Cass	6,800	6,700	99
	Davis	3,400	3,300	99
	Emmet	5,000	4,900	97
	Hancock	5,300	5,200	98
	Keokuk	4,900	4,800	98
	Kossuth	8,100	8,000	99
	Palo Alto	4,900	4,800	98
	Sac	5,500	5,400	98
Wapello	15,700	15,500	99	
MISSOURI	Mercer	1,900	1,800	95
	Putnam	2,400	2,400	100
Between 5-24%	IOWA			
	Benton	9,000	8,900	99
	Buena Vista	8,000	7,900	99
	Butler	6,600	6,500	98
	Chickasaw	5,600	5,500	98
	Crawford	6,900	6,800	99
	Iowa	5,900	5,800	98
	Montgomery	5,300	5,200	98
	Shelby	5,500	5,400	98
	Washington	7,500	7,300	98
	Winnebago	5,100	5,000	98
	Winneshiek	7,400	7,200	98
	MISSOURI			
	Harrison	4,300	4,200	98
Schuyler	2,100	2,000	95	
Worth	1,200	1,200	100	
Station Totals		517,800	510,700	98
Net Weekly Circulation (1983)				359,600
Average Daily Circulation (1983)				213,300

Iowa—Dubuque

KDUB-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 537-kw visual, 53.7-kw aural. Antenna: 841-ft. above av. terrain, 837-ft. above ground, 1661-ft. above sea level.

Latitude 42° 31' 05"
Longitude 90° 37' 16"

Transmitter: 0.7-mi. N of Ill. state line, 0.75-mi. W of Hwy. 35, Grant County, Wis.

News Services: ABC, CNN, UPI.

Satellite Earth Stations: Scientific-Atlanta; 4-meter & 3-meter.

Network Service: ABC.

Licensee: KDUB-TV Inc., c/o Commercial Dispatch Publishing Co., 516 Main St., Columbus, Miss. 39701.

Studio: 9th Floor, One Dubuque Plaza, Dubuque, Iowa 52001.

Telephone: 319-556-4040.

Ownership: The Commercial Dispatch Publishing Co., 100%. For officers & other interests, see WCBI-TV, Columbus, Miss.

Began Operation: June 1, 1970; left air Oct. 3, 1974. Sale to Lloyd Hearing Aid Corp. approved by FCC June 29, 1976. Resumed operation Sept. 12, 1976. Sale to present owner approved by FCC Sept. 13, 1979.

Represented (sales) by Seltel Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

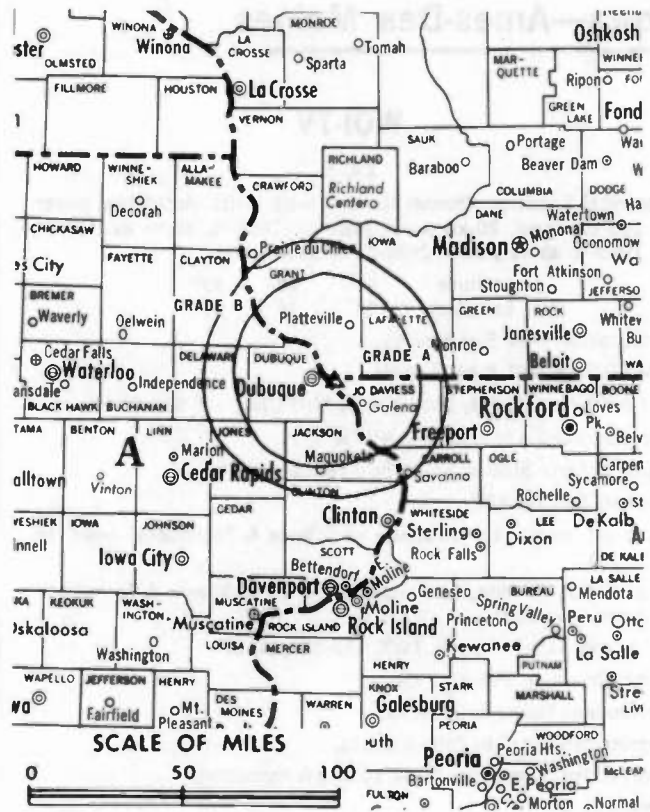
- CHUCK CYBERSKI, station manager.
- JOHN SLOAN, sales manager.
- RON BOCK, news director.
- GARY HAVERLAND, chief engineer.

Highest 30 Sec. Rate (Sept. 1, 1983): \$95.

NETWORK BASE HOURLY RATE: \$75.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Dubuque	31,400	30,900	98
	ILLINOIS			
	Jo Daviess	8,800	8,600	97



KDUB-TV BPCT-4978 Granted 2/11/77

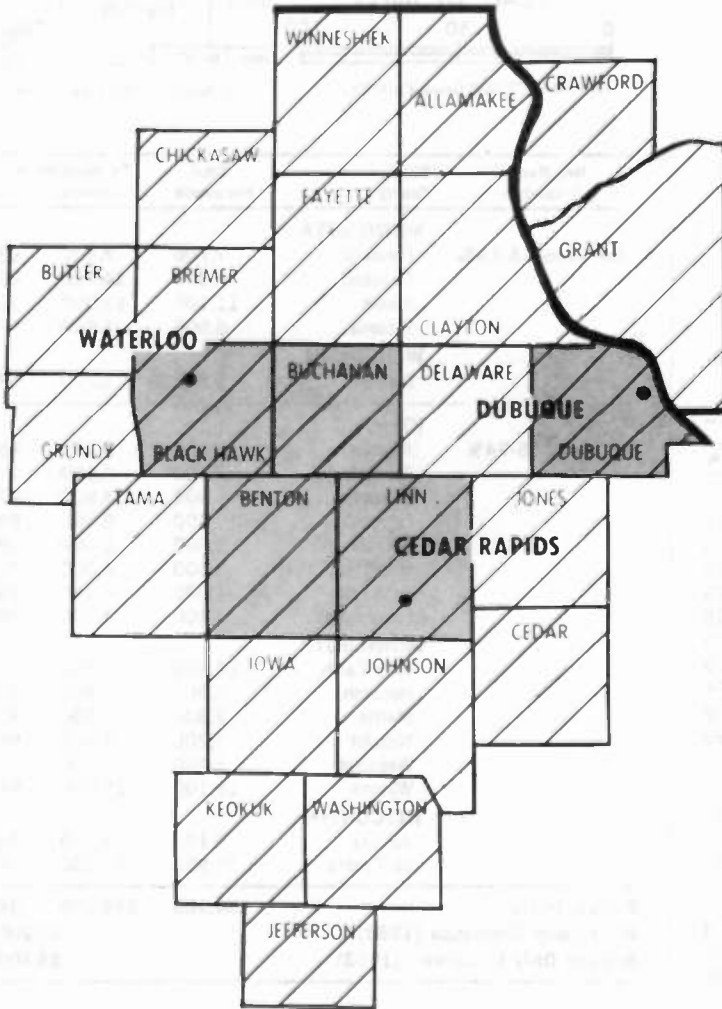
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Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 25-49%	Grant	17,500	16,900	97
	Lafayette	6,200	6,100	98
IOWA				
Between 5-24%	Allamakee	5,400	5,300	98
	Jackson	8,100	8,000	99
WISCONSIN				
	Crawford	6,000	5,900	98
Station Totals		83,400	81,700	97
Net Weekly Circulation (1983)				41,900
Average Daily Circulation (1983)				24,800

DOUBLE UP!

Buy **KDUB-TV** to reach **DUBUQUE**,
the newest **DOUBLE METRO** in the USA,
and **#1** in Retail Sales per Household
for the entire ADI!

When you buy Cedar Rapids-Waterloo, don't miss **Dubuque**! Dubuque is important because it's the 3rd largest city in the ADI and it ranks **#1** in retail sales for the entire ADI. (\$16,278 per HH compared to \$11,891 for the rest of the ADI). Dubuque's cable penetration is **95%** and the resulting audience fragmentation means you can't achieve your target GRP's in Dubuque. Just check the new **DOUBLE METRO** column to see what you're missing and double up your schedule with cost-efficient **KDUB** to make up the difference!



DAYPART AND STATION	ADI TV HH		METRO TV HH	
	R T G	S H R	R T G	R T 2 G
MON-FRI 9A-3:30P KDUB KGAN KWWL KCRG	1 7 5 6	3 29 21 27	- 7 6 7	8 6 3 3
MON-FRI 6P-6:30P KDUB KGAN KWWL KCRG	2 15 22 12	3 25 35 20	- 19 21 14	17 8 12 6
MON-SUN 7P-10P KDUB KGAN KWWL KCRG	2 17 17 16	3 28 27 26	- 21 18 18	12 15 16 8
MON-SUN 10P-10:30P KDUB KGAN KWWL KCRG	1 14 19 11	2 26 35 21	- 18 22 13	17 10 12 3
MON-FRI 10:30P-12A KDUB KGAN KWWL KCRG	- 7 8 4	- 27 34 15	- 10 8 5	3 5 5 2

Source: Nov. '82 Arbitron Market Report
Nov. '82 Arbitron TAR Report

KDUB-TV abc for eastern Iowa
EXCLUSIVE ABC IN DUBUQUE **SATTEL**

Iowa—Mason City

KIMT

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 97.7-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 1565-ft. above ground, 2801-ft. above sea level.

Latitude 43° 22' 25"
Longitude 92° 50' 00"

Transmitter: 4.5-mi. E of St. Ansgar, Ia.

News Services: UPI, CNN, CBS.

Satellite Earth Stations: Harris, 10-ft.; Scientific-Atlanta, 4.6-meter.

Network Service: CBS.

Licensee: Iowa Television Inc., 2nd & Pennsylvania Ave. 50401.

Studio: 2nd & Pennsylvania Ave., Mason City, Iowa 50401.

Telephone: 515-423-2540. TWX: 910-523-6966.

Ownership: Daily Telegraph Printing Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: May 15, 1954. Sale to present owner by Lee Enterprises approved by FCC April 22, 1980 (Television Digest, Vol. 20:1).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOHN C. SHOTT, vice president & general manager.
EARL SCHOBORG, station & general sales manager.
MILES MOORE, local/regional sales manager.
BART CURRAN, program director.
BRUCE AUNE, news director.
MICHAEL McSHANE, chief engineer

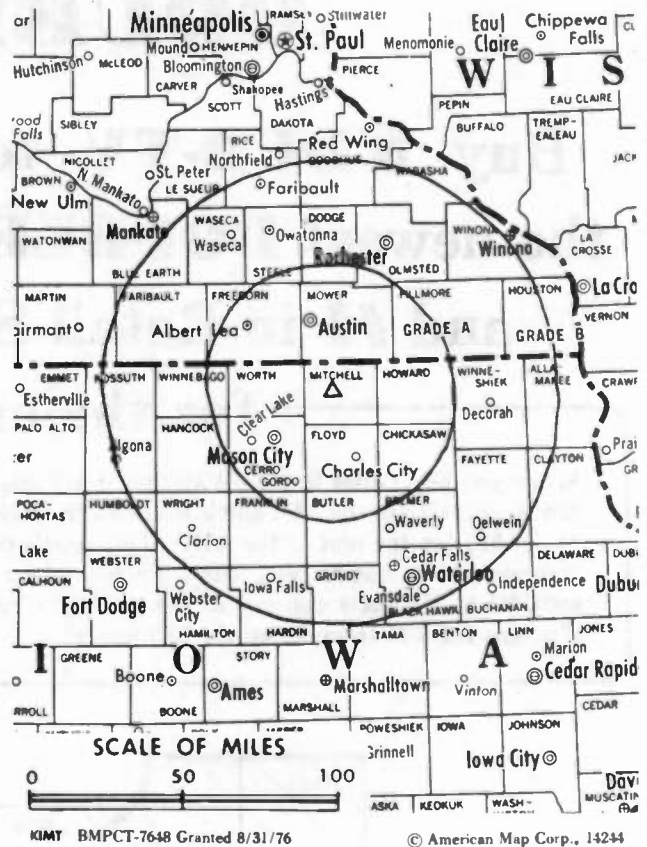
Highest One Hour Rate: \$950.

Highest 30 Sec. Rate (July 25, 1983): \$380.

NETWORK BASE HOURLY RATE: \$570.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,200	19,000	99
	Chickasaw	5,600	5,500	98
	Floyd	7,100	7,000	99
	Franklin	5,300	5,200	99
	Hancock	5,300	5,200	98
	Howard	4,300	4,200	98
	Kossuth	8,100	8,000	99
	Mitchell	4,500	4,400	98
	Winnebago	5,100	5,000	98
	Worth	3,500	3,500	99
	MINNESOTA			
	Dodge	5,300	5,200	98
	Fillmore	8,100	8,000	99
Freeborn	13,700	13,500	99	
Mower	15,300	15,100	99	
Between 25-49%	IOWA			
	Butler	6,600	6,500	98
	Winneshiek	7,400	7,200	98
	Wright	6,300	6,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Faribault	7,700	7,600	99
	Olmsted	34,800	34,400	99
	Steele	11,100	11,000	99
	Waseca	6,900	6,800	99
	WISCONSIN			
	Buffalo	5,300	5,200	98
Between 5-24%	IOWA			
	Allamakee	5,400	5,300	98
	Bremer	8,900	8,800	99
	Emmet	5,000	4,900	97
	Fayette	9,400	9,300	99
	Grundy	5,500	5,400	99
	Humboldt	4,900	4,800	99
	Palo Alto	4,900	4,800	98
	Pocahontas	4,400	4,300	98
	MINNESOTA			
	Blue Earth	18,800	18,400	98
	Houston	6,900	6,800	99
	Martin	9,800	9,700	98
	Nicollet	9,200	9,100	98
Wabasha	7,200	7,100	99	
Winona	16,100	15,800	98	
WISCONSIN				
Juneau	8,100	7,800	96	
La Crosse	33,900	33,500	99	
Station Totals		354,900	349,500	98
Net Weekly Circulation (1983)			147,200	
Average Daily Circulation (1983)			88,400	

Iowa—Ottumwa-Kirksville, Mo.

KTVO

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

News Services: AP, UPI, CNN.

Satellite Earth Station: Simulstat, 9.5-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: KTVO Inc., Box 945, Kirksville, Mo. 63501.

Studios: Broadcast Center, Ottumwa, Ia.; Hwy. 63 North, Kirksville, Mo.

Telephones: 515-682-4535, Ottumwa; 816-665-7781, Kirksville.

TWX: 910-777-7950.

Mailing Address: Box 945, Kirksville, Mo. 63501.

Ownership: Post Corp., Appleton, Wis., 100%. See Group Ownership of TV Stations.

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 Seltel Inc.

Represented (legal) by Ward & Mendelsohn, P.C.

Represented (engineering) by Cohen & Dippell.

Personnel:

ALVINA BRITZ, general manager.
LOWELL JOHNSON, sales manager.
GERALD F. DREGER, chief engineer.

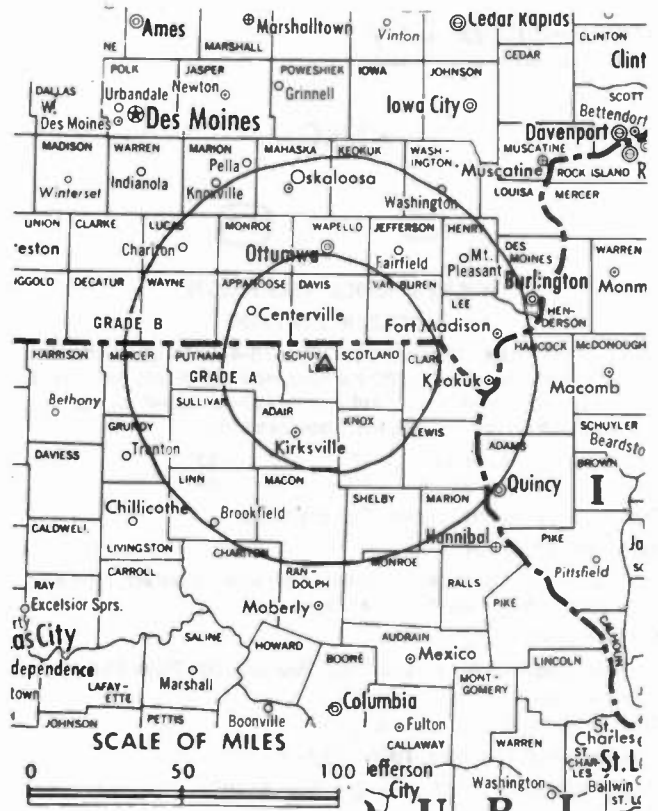
Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$480.

NETWORK BASE HOURLY RATE: \$637.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Appanoose	6,300	6,200	98
	Davis	3,400	3,300	99
	Henry	7,000	6,800	97
	Jefferson	6,000	5,900	98
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	Wapello	15,700	15,500	99
	MISSOURI			
	Adair	9,400	9,300	98
Clark	3,200	3,100	97	
Knox	2,100	2,100	100	
Lewis	4,000	3,900	98	
Linn	6,600	6,400	98	
Macon	6,400	6,300	98	
Mercer	1,900	1,800	95	
Putnam	2,400	2,400	100	
Schuyler	2,100	2,000	95	
Scotland	2,200	2,200	100	



KTVO BMPCT-2074 Granted 6/16/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shelby	3,100	3,000	97
	Sullivan	3,100	3,000	97
IOWA				
	Keokuk	4,900	4,800	98
	Monroe	3,500	3,500	99
Between 25-49%	Wayne	3,300	3,200	97
	ILLINOIS			
	Adams	27,200	26,800	99
MISSOURI	Hancock	9,300	9,200	98
	Grundy	4,900	4,800	98
Between 5-24%	IOWA			
	Des Moines	17,800	17,600	99
	Lucas	4,300	4,200	98
	Mahaska	8,800	8,600	98
	Marion	10,800	10,700	99
	Washington	7,500	7,300	98
ILLINOIS	Schuyler	3,200	3,100	97
MISSOURI	Charlton	4,200	4,100	98
	Livingston	6,300	6,100	98
	Marion	11,000	10,800	99
	Monroe	3,600	3,600	99
	Ralls	3,400	3,400	100
	Randolph	9,700	9,500	98
Station Totals		247,900	243,500	98
Net Weekly Circulation (1983)			117,300	
Average Daily Circulation (1983)			66,300	

Iowa—Sioux City

KMEG

Ch. 14



AVERY-KNODEL TELEVISION

A FETZER STATION

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural. Antenna: 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

Latitude 42° 30' 53"
Longitude 96° 18' 14"

Transmitter: Rural Rte. 2, 1-mi. E of city limits.

News Services: AP, INN.

Satellite Earth Stations: Prodelin, 4.5-meter; Comtech, 5-meter; Pinzone & Microwave Assoc. receivers.

Network Service: CBS.

Licensee: Medallion Broadcasters Inc., Box 657, 700 Floyd Blvd., Sioux City 51102.

Studio: 700 Floyd Blvd., Sioux City.

Telephone: 712-277-3554. TWX: 910-968-1742.

Mailing Address: Box 657, Sioux City, Iowa 51102.

Ownership: Fetzer Communications Inc. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Sept. 5, 1967. Sale to present owner by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (Television Digest, Vol. 9:33).

Represented (sales) by Avery-Knodel Inc.

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

Personnel:

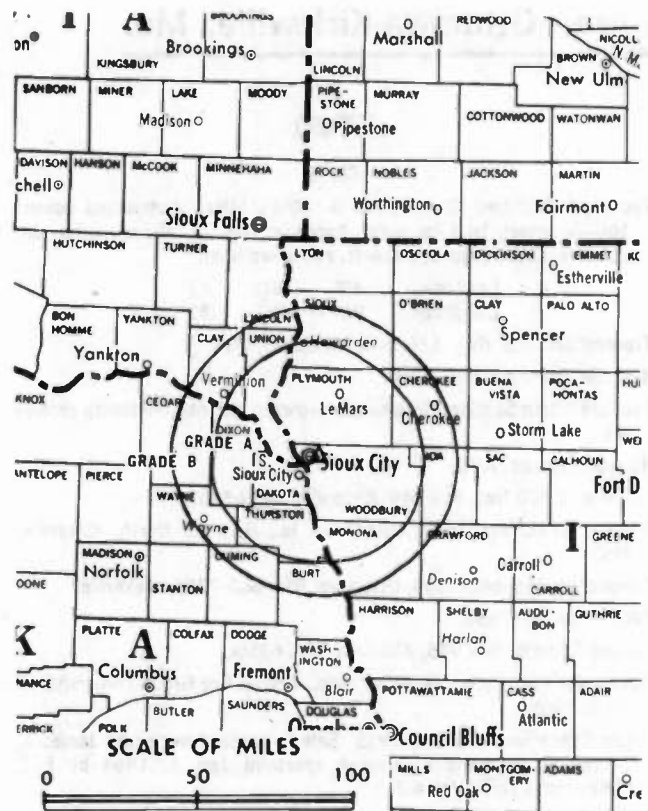
- A. JAMES EBEL, president.
- BRUCE LEWIS, vice president & general manager.
- LYLE JOHNSON, chief engineer.
- GREG FUNK, business manager.
- TIM POPPEN, promotion manager.
- PAT VAN BREMMER, community service director.

Highest 30 Sec. Rate (May 3, 1982): \$200.

NETWORK BASE HOURLY RATE: \$176.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	8,000	7,900	99
	Cherokee	6,300	6,200	98
	Ida	3,400	3,400	100
	Plymouth	8,900	8,800	99
	Woodbury	37,500	37,200	99
	NEBRASKA			
Cedar	3,700	3,700	99	
Dakota	6,200	6,200	100	
Dixon	2,700	2,700	100	



KMEG BPCT-3871 Granted 2/13/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wayne	3,500	3,500	100
Between 25-49%	IOWA			
	Monona	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Sac	5,500	5,400	98
	Sioux	10,400	10,200	98
NEBRASKA	Madison	12,300	12,000	98
	Thurston	2,400	2,400	98
	SOUTH DAKOTA			
Unlon	4,200	4,200	100	
Yankton	6,900	6,800	99	
Between 5-24%	IOWA			
	Clay	7,800	7,700	98
	Crawford	6,900	6,800	99
	Lyon	4,500	4,400	98
	Osceola	3,100	3,100	98
	Pocahontas	4,400	4,300	98
	NEBRASKA			
	Burt	3,400	3,400	100
	SOUTH DAKOTA			
	Clay	4,500	4,400	98
Lincoln	5,100	5,000	98	
Station Totals		172,400	170,300	98
Net Weekly Circulation (1983)			90,100	
Average Daily Circulation (1983)			49,700	

WHAT'S THE MOST
EFFICIENT WAY TO REACH
FAST-FOOD CUSTOMERS
IN THE SIOUX CITY
MARKET ?

KMEG-TV
TAKES YOU RIGHT
TO THE PEOPLE
WITHIN BUYING
DISTANCE.

Consumers in the Sioux City ADI spent more than \$166 million eating out.* And 62% of those dollars were spent in the 13-county Retail Trade Area. If that's where your franchises are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

KMEG-TV is tailor-made to deliver Sioux City's rich "market within the market" effectively with top-rated CBS programming. It gets your message to your market most efficiently because you don't have to pay for reaching distant viewers who aren't your customers.

Advertising on KMEG-TV really hits the spot. For more information, call your Avery-Knodel representative today.

*S&MM 1982 Retail Sales Estimates.



*A Fetzler
Station*

KMEG-TV

A CBS Affiliate

A MEGAWATT OF SALES POWER FOR SIOUX CITY
Avery-Knodel Television National Representatives

Iowa—Sioux City

KCAU-TV

Ch. 9



**THE FORWARD GROUP
SELTEL INC.**

Technical Facilities: Channel No. 9 (186-192 MHz). 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, 0.75-mi. N of James, Ia.

News Services: AP, NIWS.

Network Service: ABC.

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

Studio: 7th & Douglas Sts., Sioux City, Iowa 51101.

Telephone: 712-277-2345.

Ownership: Forward Communications Corp., see Group Ownership of TV Stations.

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. approved Nov. 27, 1957 (Vol. 13:41, 44, 49).

Represented (sales) by Seltel Inc.; Hyett/Ramsland Inc. (Minneapolis); Pearse Sales (Detroit); Gene Gray (Kansas City).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

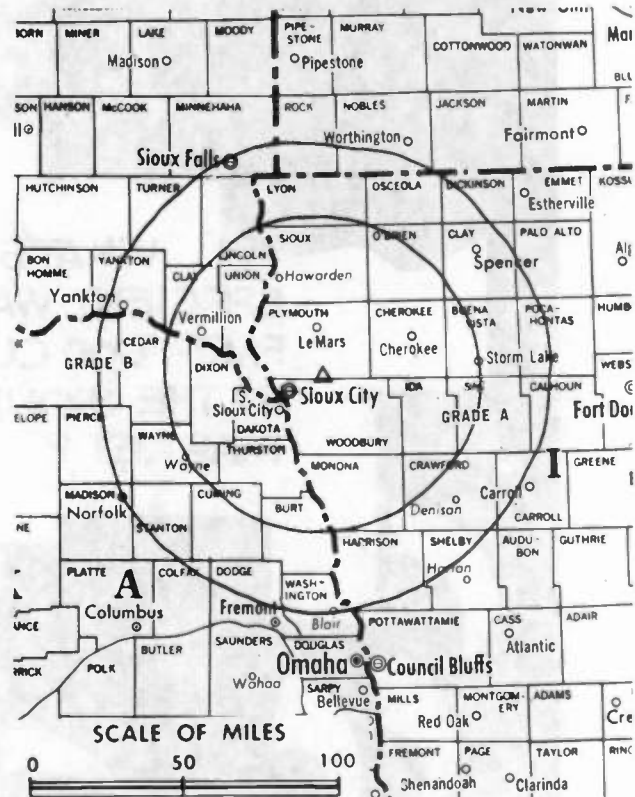
- WILLIAM F. TURNER, president & general manager.
- PAUL J. O'BRYAN, vice president, sales.
- JACK GILBERT, sr. v.p., news, public affairs & programming.
- RAY COLE, vice president & station manager.
- EDE QUESENBERRY, vice president, administration.
- CLIFF BROCKMAN, news director.
- BILL HARLING, v.p., production & technical operations.
- DAVID L. SLATER, operations manager.
- JIM HENRY, promotion manager.
- PAT FRANCIS, mgr. sales coordinator.
- GENE SHERMAN, sports director.
- AL KIRTS, coordinator, creative services.
- JIM RUPERT, local sales manager.
- DAVID COWEN, production manager.
- MARK LEVALLEY, technical operations manager.
- DEVOE SLISHER, senior producer, writer.
- ANN LANGAN, business manager.

Highest 30 Sec. Rate (Aug. 31, 1983): \$320.

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	8,000	7,900	99
	Cherokee	6,300	6,200	98
	Clay	7,800	7,700	98
	Crawford	6,900	6,800	99
	Dickinson	6,500	6,400	98
	Emmet	5,000	4,900	97
	Ida	3,400	3,400	100
	Lyon	4,500	4,400	98



KCAU-TV BPCT-3128 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monona	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	98
	Palo Alto	4,900	4,800	98
	Plymouth	8,900	8,800	99
	Pocahontas	4,400	4,300	98
	Sac	5,500	5,400	98
	Sioux	10,400	10,200	98
	Woodbury	37,500	37,200	99
	MINNESOTA			
	Nobles	8,100	8,000	99
	Rock	3,900	3,900	100
	NEBRASKA			
	Cedar	3,700	3,700	99
	Cuming	4,200	4,100	98
Dakota	6,200	6,200	100	
Dixon	2,700	2,700	100	
Holt	5,100	4,900	96	
Knox	4,200	4,100	96	
Madison	12,300	12,000	98	
Pierce	3,100	3,100	98	
Stanton	2,400	2,300	96	
Thurston	2,400	2,400	98	
Wayne	3,500	3,500	100	
SOUTH DAKOTA				
Clay	4,500	4,400	98	
Lincoln	5,100	5,000	98	
Union	4,200	4,200	100	
Yankton	6,900	6,800	99	
IOWA				
	Cass	6,800	6,700	99
	MINNESOTA			
Jackson	5,000	4,900	98	
NEBRASKA				
Antelope	3,200	3,100	97	
(Continued on page 345)				
Station Totals		336,700	332,200	98
Net Weekly Circulation (1983)			201,400	
Average Daily Circulation (1983)			127,800	

Iowa—Sioux City

KTIV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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, 0.75-mi. N of James, Ia.

News Services: NBC, Group W Newsfeed.

Satellite Earth Station: ADM, 6.2-meter; Avcom receivers.

Network Service: NBC.

Licensee: KTIV Television Co., Box 87, Sioux City, Iowa 51102.

Studio: Signal Hill, Sioux City, Iowa.

Telephone: 712-239-4100. TWX: 910-968-1708.

Ownership: American Black Hawk Bcstg. Co. For other interests, see American Family Corp. in Group Ownership of TV Stations.

Began Operation: Oct. 9, 1954. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980. Sale by Perkins Bros. Co. approved March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest Vol. 5:24).

Represented (sales) by Blair Television,

Represented (legal) by Schnader, Harrison, Segal & Lewis.

Personnel:

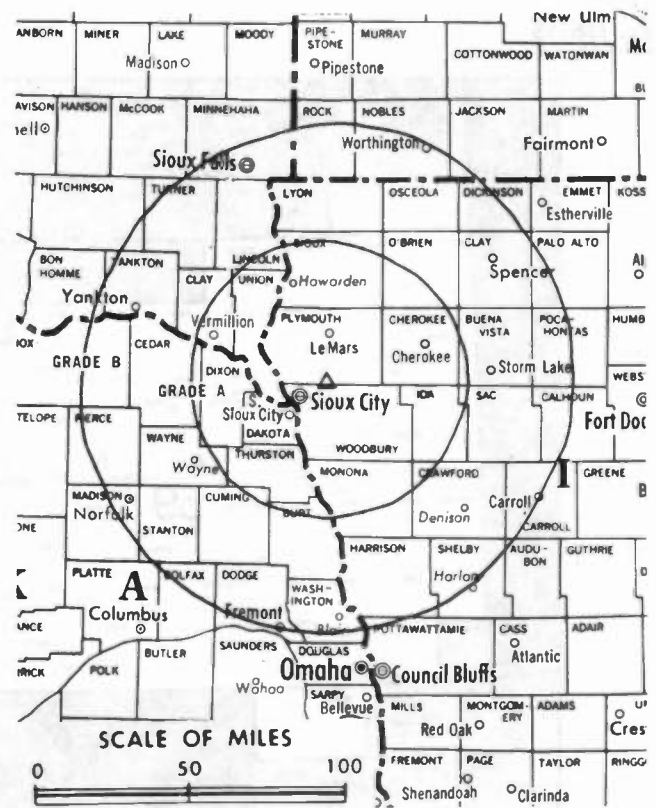
EDWARD PIETTE, vice president & general manager.
BOB BROOKS, v.p., programming & operations.
RON JOHNSON, vice president & general sales manager.
ROD HUGHES, vice president & chief engineer.
RANDE SUMMERLIN, promotion director.
MIKE BEECHER, news director.

Highest 30 Sec. Rate (Aug. 29, 1983): \$550.

NETWORK BASE HOURLY RATE: \$750.

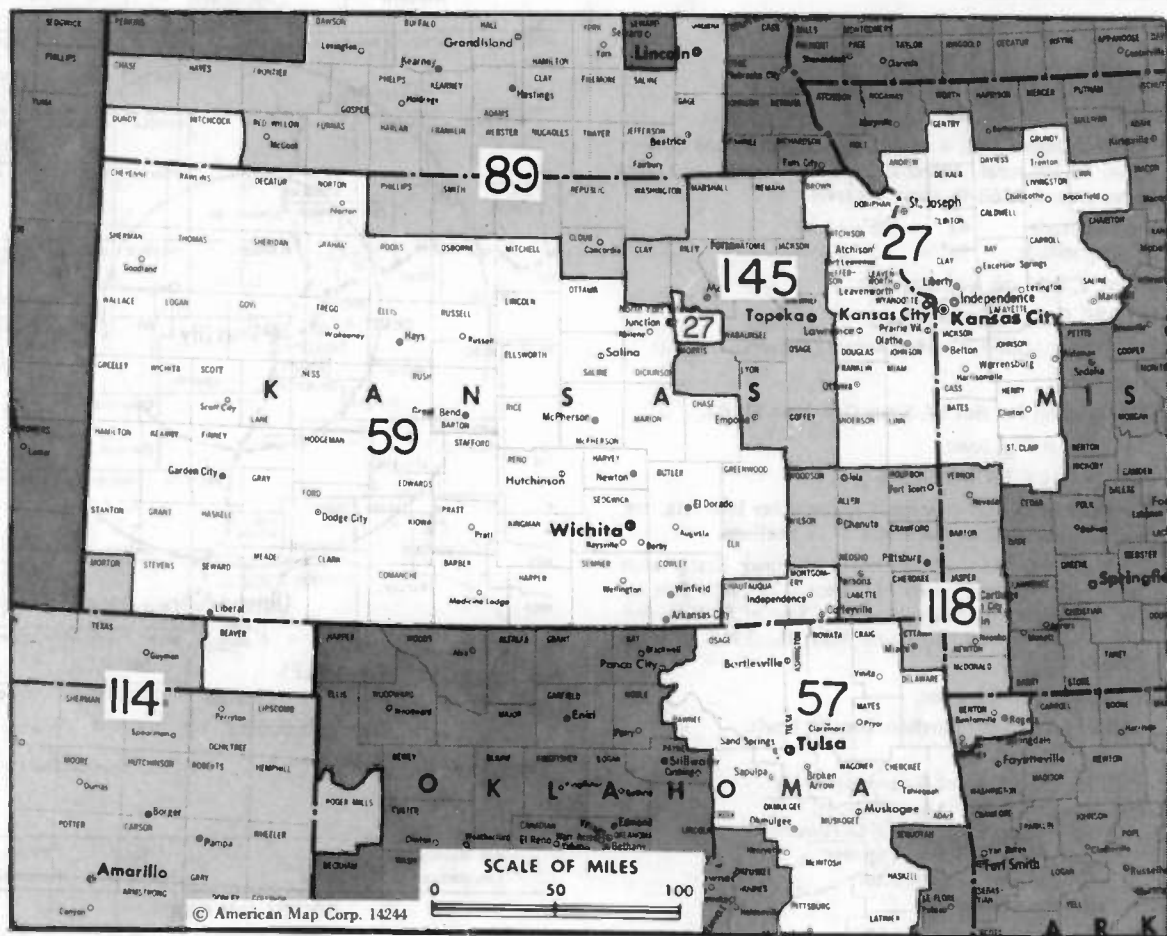
Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	8,000	7,900	99
	Cherokee	6,300	6,200	98
	Clay	7,800	7,700	98
	Crawford	6,900	6,800	99
	Dickinson	6,500	6,400	98
	Emmet	5,000	4,900	97
	Ida	3,400	3,400	100
	Monona	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	98
	Palo Alto	4,900	4,800	98
	Plymouth	8,900	8,800	99
	Pocahontas	4,400	4,300	98
	Sac	5,500	5,400	98
	Sioux	10,400	10,200	98
	Woodbury	37,500	37,200	99
	NEBRASKA			
	Antelope	3,200	3,100	97
Cedar	3,700	3,700	99	
Dakota	6,200	6,200	100	
Dixon	2,700	2,700	100	
Holt	5,100	4,900	96	
Knox	4,200	4,100	96	
Madison	12,300	12,000	98	
Pierce	3,100	3,100	98	
Stanton	2,400	2,300	96	
Thurston	2,400	2,400	98	
Wayne	3,500	3,500	100	



KTIV BPCT-3127 Granted 1/19/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Clay	4,500	4,400	98
	Union	4,200	4,200	100
	Yankton	6,900	6,800	99
Between 25-49%	IOWA			
	Lyon	4,500	4,400	98
	MINNESOTA			
Nobles	8,100	8,000	99	
NEBRASKA				
Cuming	4,200	4,100	98	
SOUTH DAKOTA				
Bon Homme	3,000	2,900	97	
Between 5-24%	IOWA			
	Audubon	3,200	3,200	100
	Calhoun	5,100	5,000	98
	Carroll	8,200	8,100	99
	Harrison	6,000	5,900	98
	Humboldt	4,900	4,800	98
	Shelby	5,500	5,400	98
	MINNESOTA			
	Jackson	5,000	4,900	98
	Lyon	9,000	8,800	98
	Rock	3,900	3,900	100
	NEBRASKA			
	Boyd	1,300	1,300	100
	Burt	3,400	3,400	100
	Colfax	3,900	3,800	97
	Saline	5,200	5,100	98
	SOUTH DAKOTA			
	Douglas	1,400	1,400	100
	Lincoln	5,100	5,000	98
Minnehaha	43,000	42,700	99	
Turner	3,500	3,500	99	
Station Totals		331,200	326,700	98
Net Weekly Circulation (1983)				176,000
Average Daily Circulation (1983)				105,000



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Kansas City, Mo.	704,000	27	460,000	24	KCTV (5), KMBC-TV (9), KSHB-TV (41), KYFC (50), WDAF-TV (4)
Tulsa, Okla.	430,800	57	254,000	55	KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8)
Wichita-Hutchinson, Kan.	413,000	59	214,000	64	KAKE-TV (10), KAYS-TV (7), KLOE-TV (10), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
Lincoln-Hastings-Kearney, Neb.	254,400	89	121,000	100	KBGT-TV (8), KGIN-TV (11), KHAS-TV (5), KHGI-TV (13), KOLN-TV (10), KSNB-TV (4), KWNB-TV (6)
Amarillo, Tex.	177,100	114	104,000	116	KAMR-TV (4), KFDD-TV (10), KJTV (14), KVII-TV (7), KVIJ-TV (8)
Joplin, Mo.-Pittsburg, Kan.	173,600	118	109,000	112	KOAM-TV (7), KODE-TV (12), KSNF (16)
Topeka, Kan.	132,100	145	65,000	152	KLDH (49), KSNT (27), WIBW-TV (13)

Kansas Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	11	1	12
Educational Television Stations	3	0	3
			15

Kansas

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

KWCH-TV, Hutchinson
(See Wichita, Kan.)

•
KSNK, Oberlin
(See McCook, Neb.)

•
KODE-TV, Pittsburg
(See Joplin, Mo.)

WIBW-TV, Topeka (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MISSOURI—(Continued)			
	Nodaway	8,100	8,000	98
	Saline	9,700	9,500	98
	NEBRASKA			
	Gage	9,300	9,200	98
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	97

For Group Ownership of TV Stations,
consult Index

INFORMATION FOR THE 1980s

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Kansas—Ensign

KTVC

Ch. 6

(Operates in affiliation with KWCH-TV, Hutchinson-Wichita, Kan.)

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

News Service: AP.

Network Service: CBS.

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

Office: Box 157, Dodge City, Kan. 67801.

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

Telephone: 316-227-3121.

Ownership: Leigh Warner, 55.32%; Sidney Warner, 5%; Diane Janoff, 12%; 12 others, none with more than 3%.

Began Operation: July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969.

Represented (sales) by Kansas Bcstg. System.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

W. H. BAILEY, general manager.

BEN DAVIDSON, chief engineer.

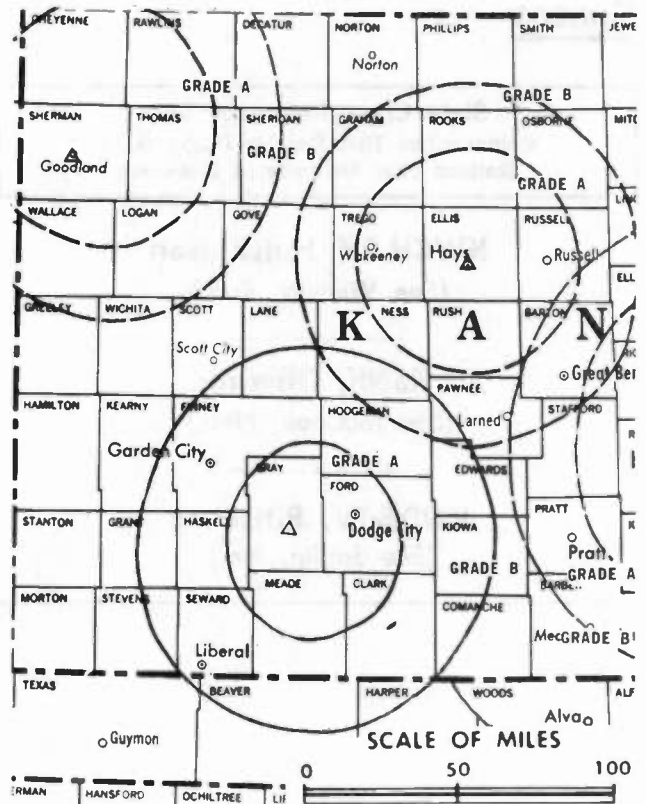
Highest One Hour Rate: \$300.

Highest 30 Sec. Rate: \$60.

NETWORK BASE HOURLY RATE: \$165

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	8,900	8,800	99
	Ford	9,200	9,100	99
	Grant	2,600	2,500	98
	Gray	1,800	1,800	100
	Hamilton	1,000	1,000	100
	Haskell	1,300	1,300	100
	Hodgeman	1,000	1,000	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Scott	2,100	2,100	100
	Seward	6,400	6,300	98
Stanton	800	800	100	
Stevens	1,700	1,600	94	



KTVC BPCT-3474 Granted 1/29/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Beaver	2,800	2,700	98
Between 25-49%	KANSAS			
	Edwards	1,700	1,700	100
	Kiowa	1,600	1,500	94
	Ness	1,800	1,800	100
	Sherman	3,000	2,900	98
Between 5-24%	OKLAHOMA			
	Harper	1,900	1,900	100
	Texas	6,600	6,500	98
	COLORADO			
	Baca	1,900	1,700	89
	KANSAS			
	Morton	1,200	1,200	100
	Wallace	700	700	100
	Wichita	1,200	1,200	100
	TEXAS			
	Ochiltree	3,500	3,500	99
Station Totals		70,700	69,600	98
Net Weekly Circulation (1983)			46,500	
Average Daily Circulation (1983)			25,100	

Kansas—Garden City

KSNG

Ch. 11

(Satellite of KSNW, Wichita, Kan.)

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 24.5-kw aural. Antenna: 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.

News Service: AP, KSN.

Network Service: NBC.

Licensee: Kansas State Network Inc., Box 333, Wichita, Kan. 67201

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

Telephone: 316-276-2311.

Ownership: See KSNW, Wichita, Kan.

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

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

CASEY SPANGLER, station manager.

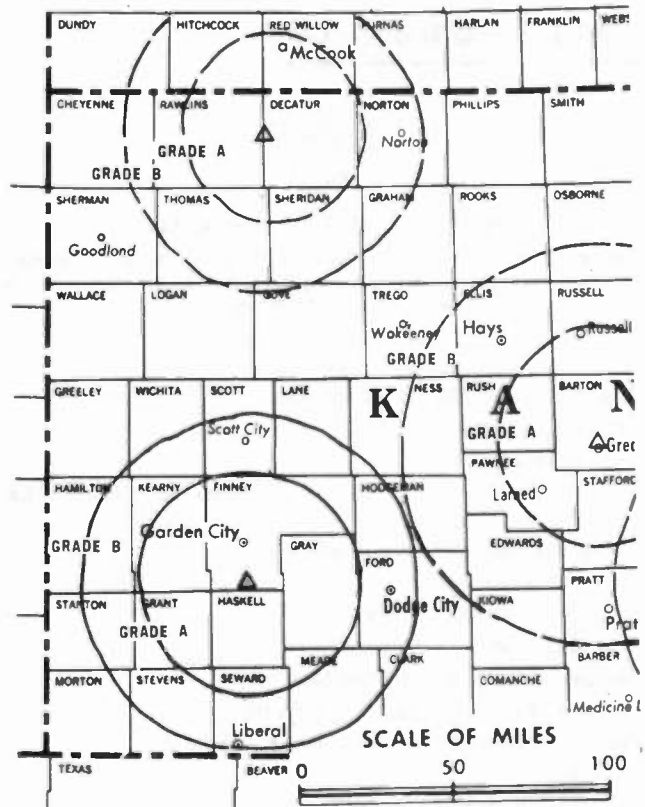
KEN SELL, chief engineer.

Rates: Offered as bonus with KSNW, Wichita and its other satellites (Kansas State Network) KSNC, Great Bend and KSNK, McCook, Neb.

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

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Finney	8,900	8,800	99
	Ford	9,200	9,100	99
	Grant	2,600	2,500	98
	Gray	1,800	1,800	100
	Greeley	700	700	100
	Hamilton	1,000	1,000	100
	Haskell	1,300	1,300	100
	Hodgeman	1,000	1,000	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Scott	2,100	2,100	100
	Seward	6,400	6,300	98
	Stanton	800	800	100
Stevens	1,700	1,600	94	



KSNG BPCT-3371 Granted 8/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wichita	1,200	1,200	100
	OKLAHOMA Beaver	2,800	2,700	98
Between 25-49%	KANSAS Ness	1,800	1,800	100
	OKLAHOMA Texas	6,600	6,500	98
	COLORADO Baca Prowers	1,900 4,900	1,700 4,600	89 94
Between 5-24%	KANSAS Comanche	1,000	1,000	100
	Ellis	9,700	9,600	99
	Logan	1,500	1,400	97
	Thomas	3,200	3,100	97
	Wallace	700	700	100
	OKLAHOMA Harper	1,900	1,900	100
	Station Totals		80,900	79,400
Net Weekly Circulation (1983)				46,800
Average Daily Circulation (1983)				31,700

Kansas—Garden City

KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, Kan.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 225-kw visual, 40-kw aural. Antenna: 870-ft. above av. terrain, 881-ft. above ground, 3721-ft. above sea level.

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

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

News Service: ABC, CNN, NIWS.

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness, San Francisco, Cal. 94109.

Studio: Box 216, Copeland, Kan. 67837.

Telephone: 316-668-5513.

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

BOB SURBER, general manager.

BRYCE BAKER, sales manager.

CYNTHIA PECK, news director.

PAUL HINDERLITER, chief engineer.

JOHN STRAUSS, program director & farm director.

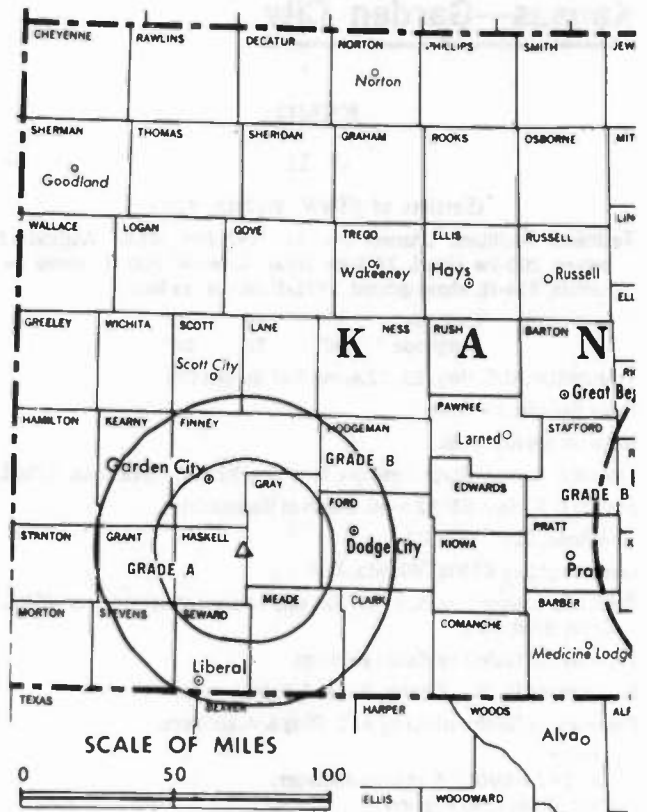
Highest 30 Sec. Rate: \$60.

Combination rates with KAKE-TV, Wichita, also available.

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

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Finney	8,900	8,800	99
	Ford	9,200	9,100	99
	Grant	2,600	2,500	98
	Gray	1,800	1,800	100
	Greeley	700	700	100
	Hamilton	1,000	1,000	100
	Haskell	1,300	1,300	100
	Hodgeman	1,000	1,000	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Scott	2,100	2,100	100
	Seward	6,400	6,300	98
	Stanton	800	800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stevens	1,700	1,600	94
	Wichita	1,200	1,200	100
OKLAHOMA	Beaver	2,800	2,700	98
	KANSAS			
Between 25-49%	Edwards	1,700	1,700	100
	Ness	1,800	1,800	100
OKLAHOMA	Harper	1,900	1,900	100
	Texas	6,600	6,500	98
Between 5-24%	COLORADO			
	Baca	1,900	1,700	89
KANSAS	Comanche	1,000	1,000	100
	Logan	1,500	1,400	97
	Pawnee	3,200	3,100	97
	Russell	3,600	3,500	97
	Sheridan	1,400	1,400	100
Station Totals		72,300	71,100	98
Net Weekly Circulation (1983)				44,500
Average Daily Circulation (1983)				23,900

Kansas—Goodland

KLOE-TV

Ch. 10

(Satellite of KAYS-TV, Hays, Kan.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 976-ft. above ground, 4526-ft. above sea level.

Latitude 39° 28' 09"
Longitude 101° 33' 20"

Transmitter: 9-mi. N of Edson.

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

News Service: AP.

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays, Kan. 67601.

Studio: S. Route 27, Goodland.

Telephone: 913-625-2578.

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).

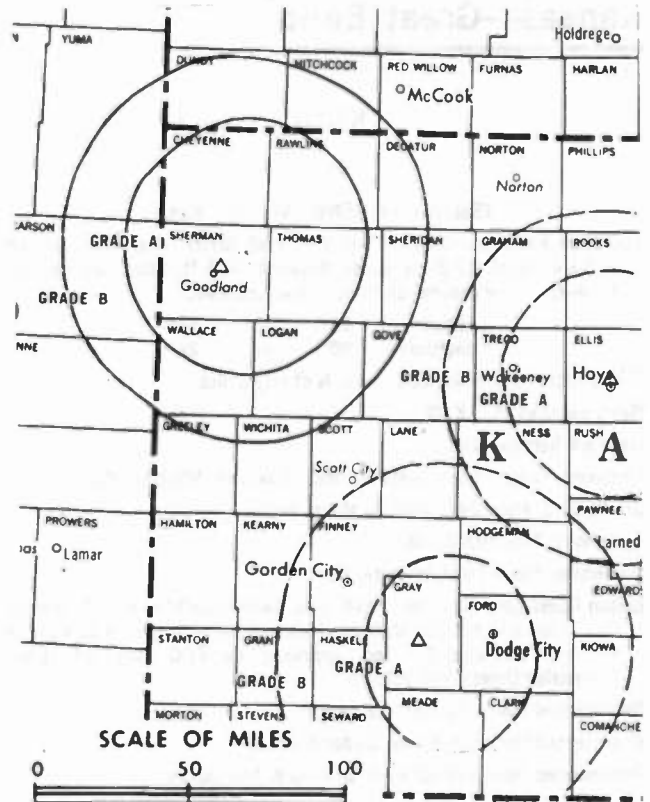
Represented (legal) by A. L. Stein.

Personnel:

KAY MELIA, resident manager.

Rates: Sold in combination with KAYS-TV, Hays, Kan. and as part of Kansas Bcstg. System which includes KWCH-TV, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV, Hays.

NETWORK BASE HOURLY RATE: \$115. Combination rate with KAYS-TV, Hays: \$388.



KLOE-TV BPCT-5222 Granted 9/1/78

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Arbitron Data for this station included with
KAYS-TV, Hays, Kan.

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Kansas—Great Bend

KSNW

Ch. 2

(Satellite of KSNW, Wichita, Kan.)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 17.8-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level.

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

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

News Services: AP, KSN.

Network Service: NBC.

Licensee: Kansas State Network Inc., Box 333, Wichita, Kan. 67201.

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

Telephone: 316-793-7868.

Ownership: See KSNW, Wichita, Kan.

Began Operation: Nov. 28, 1954. Sale (with satellites KGLD, Garden 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 Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

BILL RANKER, station manager.

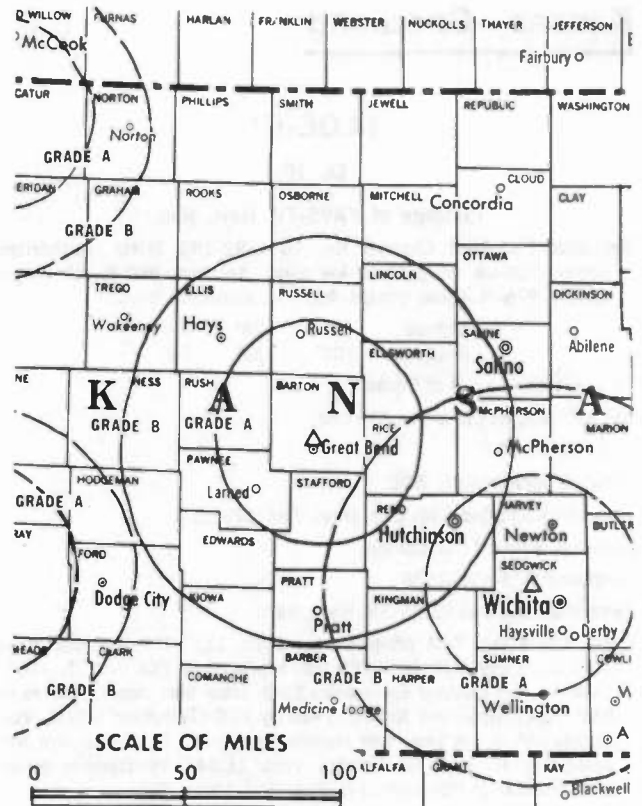
JAMES BOWERS, chief engineer.

Rates: Offered as bonus with KSNW, Wichita and its other satellites (Kansas State Network).

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Barton	12,300	12,200	99
	Edwards	1,700	1,700	100
	Ellis	9,700	9,600	99
	Ellsworth	2,900	2,800	96
	Kiowa	1,600	1,500	94
	Lincoln	1,700	1,700	97
	Mitchell	3,400	3,300	97
	Ness	1,800	1,800	100
	Osborne	2,400	2,300	96
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,100	97
	Rooks	2,700	2,700	100
	Rush	1,700	1,700	100



KSNW BPCT-1838 Granted 3/3/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Russell	3,600	3,500	97
	Stafford	2,400	2,400	100
	Trego	1,600	1,600	100
KANSAS				
Between 25-49%	Comanche	1,000	1,000	100
	Hodgeman	1,000	1,000	100
	Rice	4,800	4,700	98
KANSAS				
Between 5-24%	Cloud	4,800	4,700	97
	Graham	1,500	1,500	100
	Jewell	2,100	2,000	95
	Lane	1,000	1,000	100
	Sheridan	1,400	1,400	100
	Smith	2,400	2,400	98
Station Totals		75,000	73,800	98
Net Weekly Circulation (1983)			49,100	
Average Daily Circulation (1983)			31,600	

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ARBITRON® RATINGS

Kansas—Hays

KAYS-TV

Ch. 7

(Operates satellite KLOE-TV, Goodland, Kan.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-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.

AM Affiliate: KAYS, 1-kw (0.25-kw night), 1400 kHz.

News Service: AP.

Satellite Earth Station: In operation.

Arbitron Data: Figures include KLOE-TV, Goodland, Kan.

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays, Kan. 67601.

Studio: 2300 Hall St. Telephone: 913-625-2578.

Ownership: Ross Beach, 50.66%; Robert E. Schmidt, v.p., 49.33%. KAYS owns KWCH-TV, Hutchinson-Wichita; KLOE-TV, Goodland Kan.; KVOP & KATX(FM), Plainview, Tex. Beach has 60%, Schmidt 40% of KLOE Inc. which owns KLOE(AM), Goodland, Kan. & KCOW, Alliance, Neb. Beach owns 50 2/3%, Schmidt 49 1/3% of KFEQ(AM), St. Joseph, Mo.; Beach & Schmidt own 50% each of KAHL & KELN(FM), North Platte, Neb.; have multiple cable interests.

Began Operation: Sept. 2, 1958.

Represented (sales) by TeleRep Inc. (Kansas Bcstg. System, including KWCH-TV, Hutchinson-Wichita, KTVC, Ensign & KLOE-TV, Goodland, Kan.).

Represented (legal) by A. L. Stein.

Personnel:

BERNARD BROWN, station manager.
DENNIS MASSIER, director of engineering.
GREG CRAWFORD, news director.

Highest One Hour Rate: \$350.

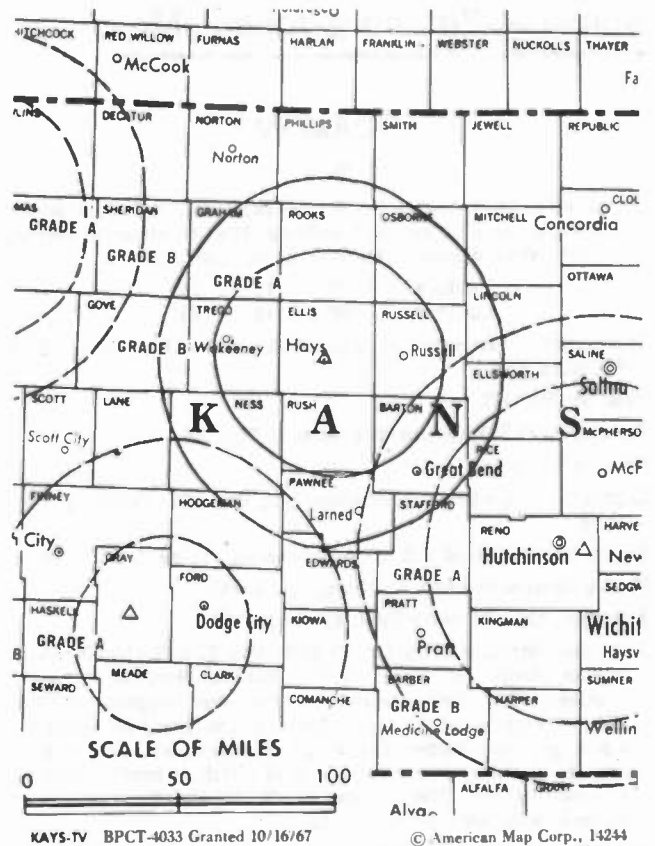
Highest 30 Sec. Rate (Oct. 1, 1982): \$85.

Note: Rates include KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: \$273.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	COLORADO				
		Cheyenne	800	800	100
	KANSAS				
		Barton	12,300	12,200	99
		Cheyenne	1,500	1,500	100
		Decatur	1,800	1,800	100
		Ellis	9,700	9,600	99
		Gove	1,400	1,400	100
		Graham	1,500	1,500	100
		Greeley	700	700	100
		Logan	1,500	1,400	97
		Mitchell	3,400	3,300	97
		Ness	1,800	1,800	100
		Norton	2,600	2,500	96
		Osborne	2,400	2,300	96
		Pawnee	3,200	3,100	97
		Phillips	2,900	2,800	97



KAYS-TV BPCT-4033 Granted 10/16/67

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Rawlins	1,600	1,600	100	
	Rooks	2,700	2,700	100	
	Rush	1,700	1,700	100	
	Russell	3,600	3,500	97	
	Sheridan	1,400	1,400	100	
	Sherman	3,000	2,900	98	
	Thomas	3,200	3,100	97	
	Trego	1,600	1,600	100	
	Wallace	700	700	100	
	Wichita	1,200	1,200	100	
	NEBRASKA				
		Chase	1,800	1,800	100
		Dundy	1,200	1,200	100
		Hitchcock	1,500	1,500	100
Between 25-49%	COLORADO				
	Kit Carson	2,800	2,600	93	
	Yuma	3,900	3,700	95	
Between 5-24%	KANSAS				
	Hodgeman	1,000	1,000	100	
	Lane	1,000	1,000	100	
	Lincoln	1,700	1,700	97	
	Scott	2,100	2,100	100	
	Smith	2,400	2,400	98	
NEBRASKA					
	Hayes	500	500	100	
	Perkins	1,500	1,500	100	
KANSAS					
Between 5-24%	Ellsworth	2,900	2,800	96	
Station Totals		92,500	90,900	98	
Net Weekly Circulation (1983)			61,500		
Average Daily Circulation (1983)			39,000		

Kansas—Pittsburg-Joplin, Mo.

KOAM-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-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., 11-mi. S of Pittsburg, Kan.

News Service: UPI.

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

Network Service: CBS.

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

Studio: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg.

Mailing Address: Box 659, Pittsburg, Kan. 66762.

Telephone: 316-231-0400. TWX: 910-740-1392.

Ownership: Pittsburg Bcstg. Co., 33.33%; Mrs. E. V. Baxter, Donald C. Widner, Robert H. Widner & City National Bank of Pittsburg, Trustees, 33%; Lang Rogers, 16.73%; Fred Hughes, 16.73%. Officers: Francis Baxter, chmn.; Lester L. Cox, pres.; Bill Bengtson, v.p. & gen. mgr.; Mildred Cox, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. E. V. Baxter estate owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Mildred Cox, 12.5%. Mildred Cox also is part owner of KCIJ(AM), Shreveport, La.

Began Operation: Dec. 5, 1953.

Represented (sales) by Blair Television.

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

Personnel:

BILL BENGTSON, v.p., general manager & film buyer.

LOUIS R. MARTIN, v.p., programming & operations.

BILL WARD, sales manager.

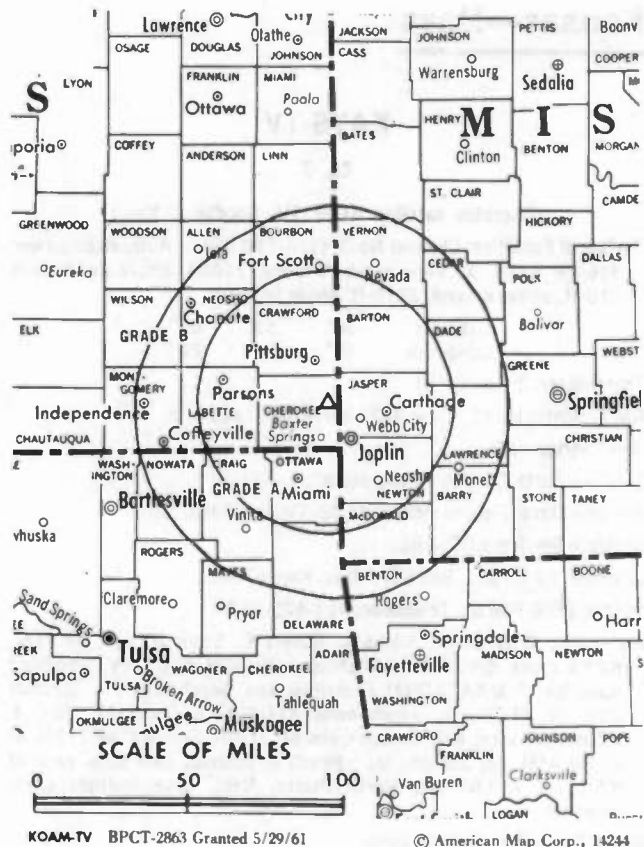
JACK LAWRENCE, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	31,700	30,900	98
	KANSAS			
	Allen	6,300	6,100	98
	Bourbon	6,700	6,600	98
	Cherokee	8,800	8,700	99
	Crawford	15,700	15,500	98
	Elk	1,800	1,700	97
	Labette	10,000	9,800	98
	Montgomery	16,900	16,600	98
	Neosho	7,400	7,300	99
	Wilson	4,900	4,700	97
	Woodson	1,800	1,700	94
	MISSOURI			
	Barry	9,800	9,600	97
	Barton	4,700	4,600	98
	Dade	3,200	3,100	97
	Jasper	34,900	34,300	98
	Lawrence	11,200	11,000	98
Mc Donald	5,800	5,700	98	
Newton	15,800	15,600	98	
Vernon	7,800	7,600	97	



KOAM-TV BPCT-2863 Granted 5/29/61

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Craig	5,500	5,400	98
	Delaware	9,500	9,200	97
	Ottawa	12,700	12,600	99
Between 25-49%	KANSAS			
	Chautauqua	2,300	2,300	100
	Coffey	3,800	3,700	97
	MISSOURI			
Bates	6,100	6,000	98	
Cedar	5,100	4,900	97	
St Clair	3,400	3,300	97	
50% & Over	OKLAHOMA			
	Nowata	4,600	4,500	98
Between 5-24%	ARKANSAS			
	Carrall	6,900	6,700	97
	Madison	4,400	4,200	95
	Washington	38,500	37,500	97
KANSAS	Anderson	3,300	3,200	97
	Greenwood	3,800	3,700	97
	Linn	3,400	3,300	97
MISSOURI	Benton	5,100	4,900	96
	Hickory	2,900	2,800	96
	Polk	7,100	6,900	97
OKLAHOMA	Adair	6,400	6,200	97
	Mays	12,500	12,300	98
Station Totals		352,500	344,700	97
Net Weekly Circulation (1983)			219,500	
Average Daily Circulation (1983)			143,400	

Kansas—Topeka

KLDH

Ch. 49

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 3475-kw max. & 1042-kw horizontal visual, 347.5-kw max. & 104-kw horizontal aural. Antenna: 1476-ft. above av. terrain, 1439-ft. above ground, 2549-ft. above sea level.

Latitude 39° 01' 34"
Longitude 95° 54' 58"

Transmitter: 2280 W. Union Rd., Dover.

News Service: UPI.

Satellite Earth Station: In operation.

Network Service: ABC.

Grantee: Mid-America Bcstg. of Topeka Inc., Box 217, Thayer, Kan. 66776.

Studio: 101 S.E. Monroe, Topeka, Kan. 66603.

Telephone: 913-234-4949.

Mailing Address: Box 2229, Topeka, Kan. 66601.

Ownership: Larry D. Hudson, pres., 43%; Dean M. Coe, v.p.; Larry P. Thompson, secy.-treas.; Larry Hudson, Trustee for Coe, Thompson & Earley, 41.5%; Cale W. Hudson, 21%; Teri L. Tharp, 1%. Principals own Mid-America Bcstg. Inc., applicant for Ch. 15, Omaha, Neb. The Hudsons are multiple cable system operators & L. Hudson owns 90% of WINT-TV, Crossville, Tenn.

Began Operation: June 20, 1983.

Represented (sales) by Avery-Knodel.

Represented (legal) by Sundlun, George, Scher & Singer.

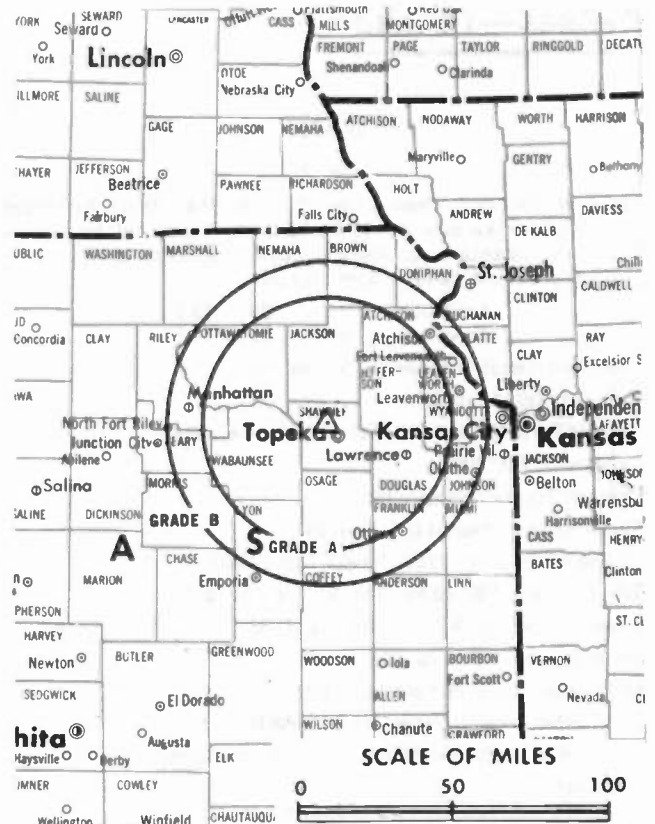
Represented (engineering) by Stanley Lapin Consultants.

Personnel:

JAMES THOMPSON, general manager.

JOHN L. COLYER JR., general sales manager.

Highest 30 Sec. Rate (June 13, 1983): \$450.



KLDH BHPCT-830111KG Granted 1/28/83

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State Public/Educational Stations are listed in a Directory following Commercial Stations

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TELEVISION DIGEST, INC. 1836 Jefferson Place, N.W., Washington, D.C. 20036

Kansas—Topeka

KSNT

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1094-kw max. & 912-kw horizontal visual, 165-kw max. & 138-kw horizontal aural. Antenna: 1047-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 33.5"
Longitude 95° 47' 04.1"

Transmitter: 6835 Northwest U.S. Hwy. 24.

News Services: AP, KSN.

Satellite Earth Station: Scientific-Atlanta; 4.6-meter.

Network Service: NBC.

Licensee: Topeka Television Inc.

Studio: 6835 Northwest U.S. Hwy. 24.

Mailing Address: Box 2700, Topeka, Kan. 66601.

Telephone: 913-582-4000. TWX: 910-749-6600.

Ownership: See KUTV, Salt Lake City, Utah.

Began Operation: Dec. 28, 1967.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

HARRY L. STRADER, general station manager.

HERBERT L. BROWN, national sales manager.

BOB KAUTZ, local/regional sales manager.

DAVID ROBERSON, station manager.

GENE FLORO, creative services manager.

DOUG RETHERFORD, director of news.

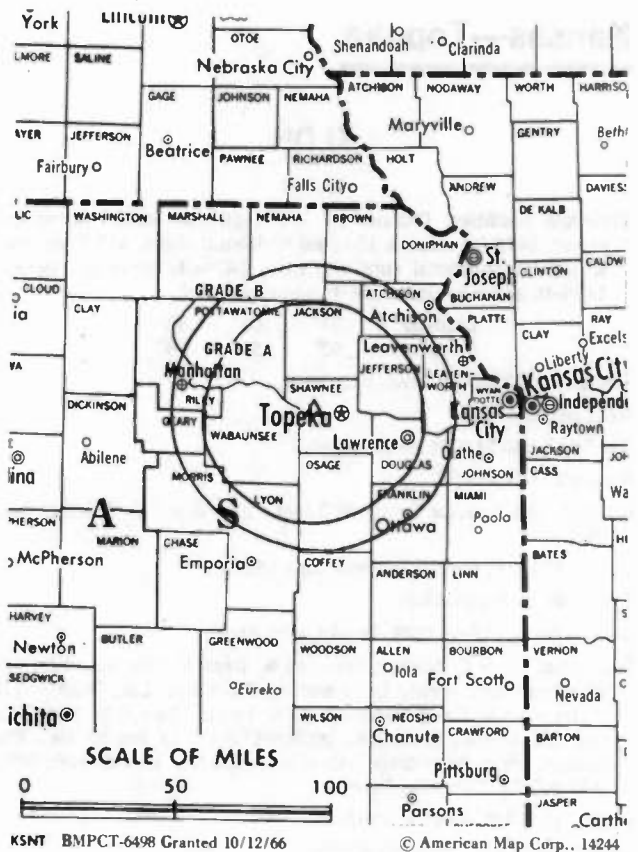
RICHARD PEXTON, director of engineering.

Highest 30 Sec. Rate (April 1, 1982): \$230.

NETWORK BASE HOURLY RATE: \$554.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cloud	4,800	4,700	97
	Coffey	3,800	3,700	97
	Dickinson	8,000	7,800	98
	Geary	10,300	10,100	99
	Jackson	4,400	4,300	98
	Jefferson	5,600	5,500	98
	Lyon	13,800	13,400	97
	Marshall	5,100	5,000	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Osage	5,900	5,800	98
	Pottawatomie	5,800	5,700	98
	Riley	20,500	20,100	98
	Shawnee	60,800	60,100	99
Wabaunsee	2,600	2,500	96	



KSNT BMPCT-6498 Granted 10/12/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Atchison	6,500	6,400	98
	Brown	4,900	4,800	98
	Clay	4,100	4,000	98
	Douglas	25,400	24,800	98
Washington	3,300	3,200	97	
Between 5-24%	KANSAS			
	Allen	6,300	6,100	98
	Anderson	3,300	3,200	97
	Chase	1,300	1,300	100
	Doniphan	3,400	3,300	97
	Franklin	8,600	8,400	98
	Greenwood	3,800	3,700	97
	Johnson	105,600	104,900	99
	Miami	8,000	7,900	99
	Woodson	1,800	1,700	94
Wyandotte	63,800	63,000	99	
MISSOURI	Andrew	5,200	5,100	98
	Buchanan	33,700	33,100	98
Station Totals		447,200	440,200	98
Net Weekly Circulation (1983)			163,300	
Average Daily Circulation (1983)			82,000	

Kansas—Topeka

WIBW-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

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

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

News Services: AP, UPI.

Satellite Earth Stations: Microdyne, 7-meter; Simulsat, 5-meter.

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka 66601.

Studio: 5600 W. Sixth St., Topeka.

Mailing Address: Box 119, Topeka, Kan. 66601.

Telephone: 913-272-3456. TWX: 910-744-6709.

Ownership: Stauffer Communications Inc. Oscar Stauffer, chmn.; Stanley H. Stauffer, pres. Stauffer also owns KCOY-TV, Santa Maria, Cal.; publishes Topeka Daily Capital and State Journal; owns KRNT & KRNQ(FM), Des Moines, Iowa; KGNC-AM-FM, Amarillo, Tex.; KGFF(AM), Shawnee, Okla. For other Stauffer newspapers, see Newspaper Ownership of TV Stations.

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

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JERRY HOLLEY, vice president, broadcasting.
GEORGE LOGAN, general manager.
VINCE FRYE, general sales manager.
PAUL WINDERS, director of engineering.
CARLOS FERNANDEZ, program director.
KELLY LENZ, farm director.
RON PARADIS, sports director.
JAMES HOLLIS, news director.
LARRY SLAWSON, creative director.
BEVERLY ANDERSON, business manager.
BILL CONLY, promotion manager.

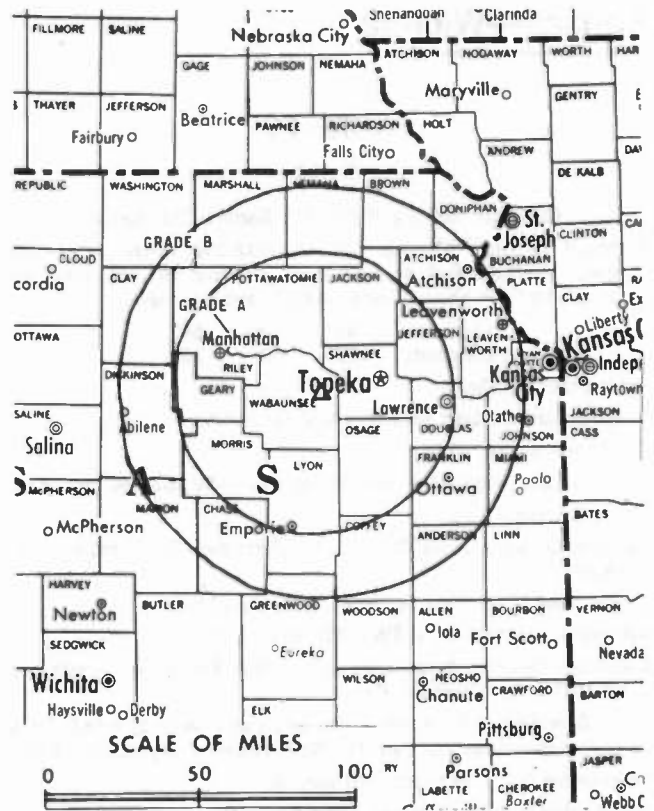
Highest One Hour Rate: \$1150.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,300	3,200	97
	Brown	4,900	4,800	98
	Chase	1,300	1,300	100
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	97
	Coffey	3,800	3,700	97
	Dickinson	8,000	7,800	98
	Douglas	25,400	24,800	98
	Geary	10,300	10,100	99
	Jackson	4,400	4,300	98
	Jefferson	5,600	5,500	98
	Lyon	13,800	13,400	97
	Marshall	5,100	5,000	98
	Morris	2,600	2,500	96
Nemaha	4,200	4,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Osage	5,900	5,800	98
	Ottawa	2,300	2,200	96
	Pottawatomie	5,800	5,700	98
	Riley	20,500	20,100	98
	Shawnee	60,800	60,100	99
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,700	94

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Allen	6,300	6,100	98
	Atchison	6,500	6,400	98
	Franklin	8,600	8,400	98
	Greenwood	3,800	3,700	97
	Miami	8,000	7,900	99
	Neosho	7,400	7,300	99
Washington	3,300	3,200	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA	Richardson	4,500	4,400	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Doniphan	3,400	3,300	97
	Johnson	105,600	104,900	99
	Labette	10,000	9,800	98
	Leavenworth	17,800	17,600	99
	Linn	3,400	3,300	97
	Mitchell	3,400	3,300	97
	Pawnee	3,200	3,100	97
	Republic	3,100	3,000	97
	Wilson	4,900	4,700	97
Wyandotte	63,800	63,000	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI	Atchison	3,300	3,300	98
	Buchanan	33,700	33,100	98

(Continued on page 363)

Station Totals	539,800	531,100	98
Net Weekly Circulation (1983)		215,500	
Average Daily Circulation (1983)		125,300	

Kansas—Wichita

KAKE-TV

Ch. 10

(Operates satellite KUPK-TV, Garden City, Kan.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 42.7-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"

Transmitter: W. 53rd St.

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

News Services: AP, UPI.

Arbitron Data: Figures do not include KUPK-TV, Garden City, Kan.

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, Cal. 94109.

Studio: 1500 North West St., Box 10, Wichita 67201.

Telephone: 316-943-4221. TWX: 316-554-9452.

Ownership: Chronicle Broadcasting Co., 100%. For other interests, see KRON-TV, San Francisco, Cal.

Began Operation: Oct. 19, 1954. Sale to present owner by KAKE-TV & Radio approved by FCC Jan. 21, 1980 (Television Digest, Vol. 19:14).

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

- ROBERT DALTON, president & general manager.
- RONALD LOEWEN, vice president & station manager.
- BRYCE BENEDICT, general sales manager.
- ROBERT COHEN, executive news director.
- JACQUE GEGEN, program manager.
- CINDY MARTIN, creative services director.
- MARLENE BLAKE, public affairs director.
- DALE MORRELL, chief engineer.
- DON GOLLEDGE, production manager.
- ARNOLD WEDEL, business manager.
- VICKI HECKMAN, traffic director.

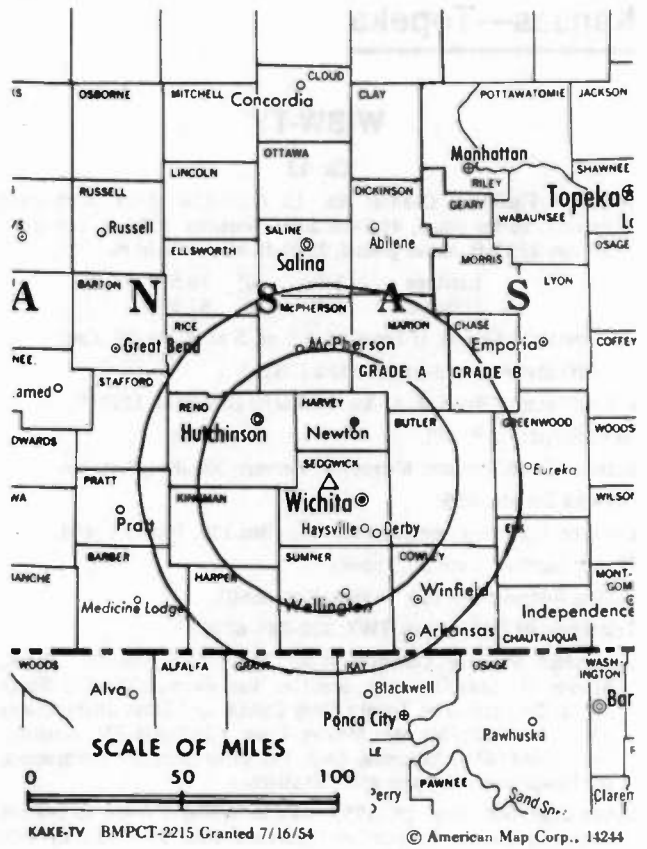
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,600	2,500	96
	Barton	12,300	12,200	99
	Butler	17,000	16,800	99
	Chase	1,300	1,300	100
	Comanche	1,000	1,000	100
	Cowley	14,600	14,300	98
	Dickinson	8,000	7,800	98
	Elk	1,800	1,700	97
	Ellis	9,700	9,600	99
	Ellsworth	2,900	2,800	96
	Greenwood	3,800	3,700	97
	Harper	3,400	3,300	97
	Harvey	11,400	11,200	98
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,500	94
	McPherson	10,400	10,100	97
	Marion	5,200	5,100	97
	Pawnee	3,200	3,100	97
Pratt	4,200	4,100	98	



KAKE-TV BMPCT-2215 Granted 7/16/54 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Reno	25,500	25,200	99
	Rice	4,800	4,700	98
	Saline	19,400	19,100	98
	Sedgwick	144,300	142,700	99
	Stafford	2,400	2,400	100
	Sumner	9,700	9,500	98
	KANSAS			
Between 25-49%	Chautauqua	2,300	2,300	100
	Clay	4,100	4,000	98
	Edwards	1,700	1,700	100
	Geary	10,300	10,100	99
	Lincoln	1,700	1,700	97
	Lyon	13,800	13,400	97
	Morris	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Riley	20,500	20,100	98
	Russell	3,600	3,500	97
	Trego	1,600	1,600	100
Woodson	1,800	1,700	94	
OKLAHOMA				
Kay	20,000	19,800	99	
Woods	4,300	4,200	98	
KANSAS				
Between 5-24%	Cloud	4,800	4,700	97
	Ford	9,200	9,100	99
	Seward	6,400	6,300	98
	Stanton	800	800	100
	Wilson	4,900	4,700	97
OKLAHOMA				
Alfalfa	2,900	2,800	97	
Garfield	25,200	24,900	99	
Grant	2,700	2,700	100	
Station Totals		471,400	463,900	98
Net Weekly Circulation (1983)			323,100	
Average Daily Circulation (1983)			203,800	

Kansas—Wichita

KSNW

Ch. 3

(Operates Kansas State Network, including satellites KSNK, Great Bend, Kan.; KSNB, Garden City, Kan. & KSNK, McCook, Neb.-Oberlin, Kan.)

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

News Services: AP, UPI, NBC, KSN.

Satellite Earth Stations: Transmit, Sat-Com, 9.2-meter; receive, Scientific-Atlanta, 4.6-meter.

Network Service: NBC.

Licensee: Kansas State Network Inc., Box 333, Wichita 67201.

Studio: 833 N. Main St., Wichita 67203.

Mailing Address: Box 333, Wichita, Kan. 67201.

Telephone: 316-265-5631. TWX: 910-741-6976.

Ownership: Standard Corporation, see KUTV, Salt Lake City, Utah. Kansas State Network owns KSNK, Great Bend, Kan.; KSNB, Garden City, Kan.; KSNK, McCook, Neb.-Oberlin, Kan. & KSNF, Joplin, Mo.

Began Operation: Sept. 1, 1955. Sale to present owner approved by FCC Dec. 30, 1980 (Television Digest, Vol. 19:35, 48).

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

GEORGE C. HATCH, chairman of the board.
JAY GLASMANN, president.
ROBERT C. WADDILL, exec. vice president & general manager.
WILLIAM SIKES, director of programming.
STEVE GLASMANN, vice president, finance.
LARRY PROFFITT, vice president, operations.
JOE YOUNG, vice president, director of sales.
JACK McKAIN, director of engineering.
DON HOGG, chief engineer.
SHARON VAN HORN, marketing director.
AL SANDUBRAE, executive news director.
GREG GAMER, news director.
DEAN DODSON, production manager.

Highest 30 Sec. Rate (May 1982): \$1000.

NETWORK BASE HOURLY RATE: \$1150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,600	2,500	96
	Butler	17,000	16,800	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,300	98
	Elk	1,800	1,700	97
	Greenwood	3,800	3,700	97
	Harper	3,400	3,300	97
	Harvey	11,400	11,200	98
	Kingman	3,400	3,400	100



KSNW BPCT-961 Granted 6/8/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Kiowa	1,600	1,500	94
	McPherson	10,400	10,100	97
	Marion	5,200	5,100	97
	Pratt	4,200	4,100	98
	Reno	25,500	25,200	99
	Rice	4,800	4,700	98
	Saline	19,400	19,100	98
Between 25-49%	KANSAS			
	Dickinson	8,000	7,800	98
	Lyon	13,800	13,400	97
Between 5-24%	OKLAHOMA			
	Grant	2,700	2,700	100
	KANSAS			
	Barton	12,300	12,200	99
	Cheyenne	1,500	1,500	100
	Comanche	1,000	1,000	100
	Lincoln	1,700	1,700	97
	Morris	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,100	97
	Stafford	2,400	2,400	100
OKLAHOMA	Alfalfa	2,900	2,800	97
	Kay	20,000	19,800	99
	Woods	4,300	4,200	98
Station Totals		363,100	357,500	98
Net Weekly Circulation (1983)			265,000	
Average Daily Circulation (1983)			160,500	

Kansas—Hutchinson-Wichita

KWCH-TV

Ch. 12

(Operates Kansas Broadcasting System, including KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland, Kan.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-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.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: Kansas Broadcasting System Inc.

Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., Wichita 67201.

Mailing Address: Box 12, Wichita, Kan. 67201.

Telephones: 316-665-5503, Hutchinson; 316-838-1411, Wichita.

TWX: 910-741-6998.

Ownership: See KAYS-TV, Hays, Kan.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved sale of 80% to Minneapolis Star and Tribune (Cowles) with former owners retaining 20% (Television Digest, Vol. 11:28, 43). Sale to present owners by Minneapolis Star and Tribune approved by FCC Nov. 24, 1982.

Represented (sales) by TeleRep Inc.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

RON BERGAMO, vice president & general manager.
JOHN MILEHAM, vice president, administration.
DON LOCKE, general sales manager.
BOB GRISSOM, local sales manager.
JULIUS EFFLANDT, dir. of programming & operations.
BOB FULKERSON, chief engineer.
ED GRAY, advertising & promotion manager.
JENNIFER KNOETTGEN, promotion & public service manager.
SHARON MCKITTRICK, EDP manager.

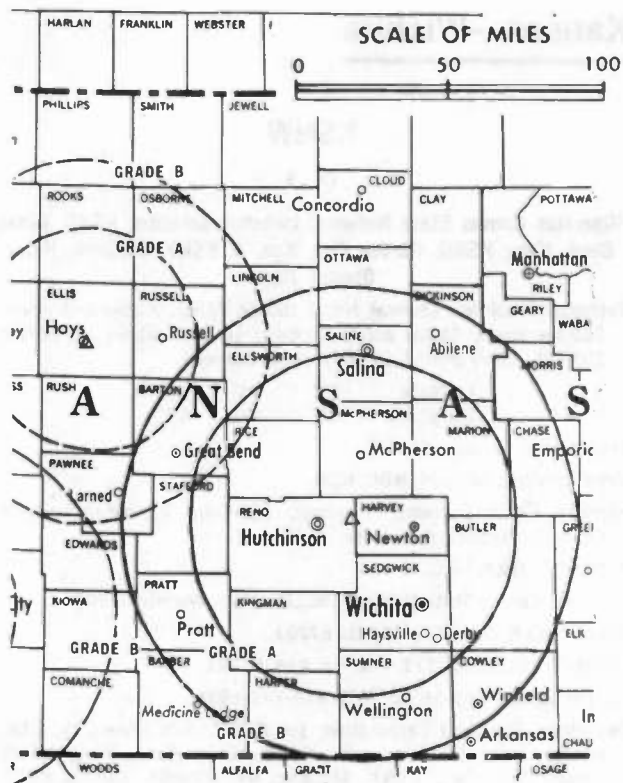
Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$810.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,600	2,500	96
	Barton	12,300	12,200	99
	Butler	17,000	16,800	99
	Chase	1,300	1,300	100
	Comanche	1,000	1,000	100
	Cowley	14,600	14,300	98
	Dickinson	8,000	7,800	98
	Edwards	1,700	1,700	100
	Elk	1,800	1,700	97
	Ellsworth	2,900	2,800	96
	Greenwood	3,800	3,700	97
	Harper	3,400	3,300	97
	Harvey	11,400	11,200	98
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,500	94
	Lincoln	1,700	1,700	97
Mc Pherson	10,400	10,100	97	

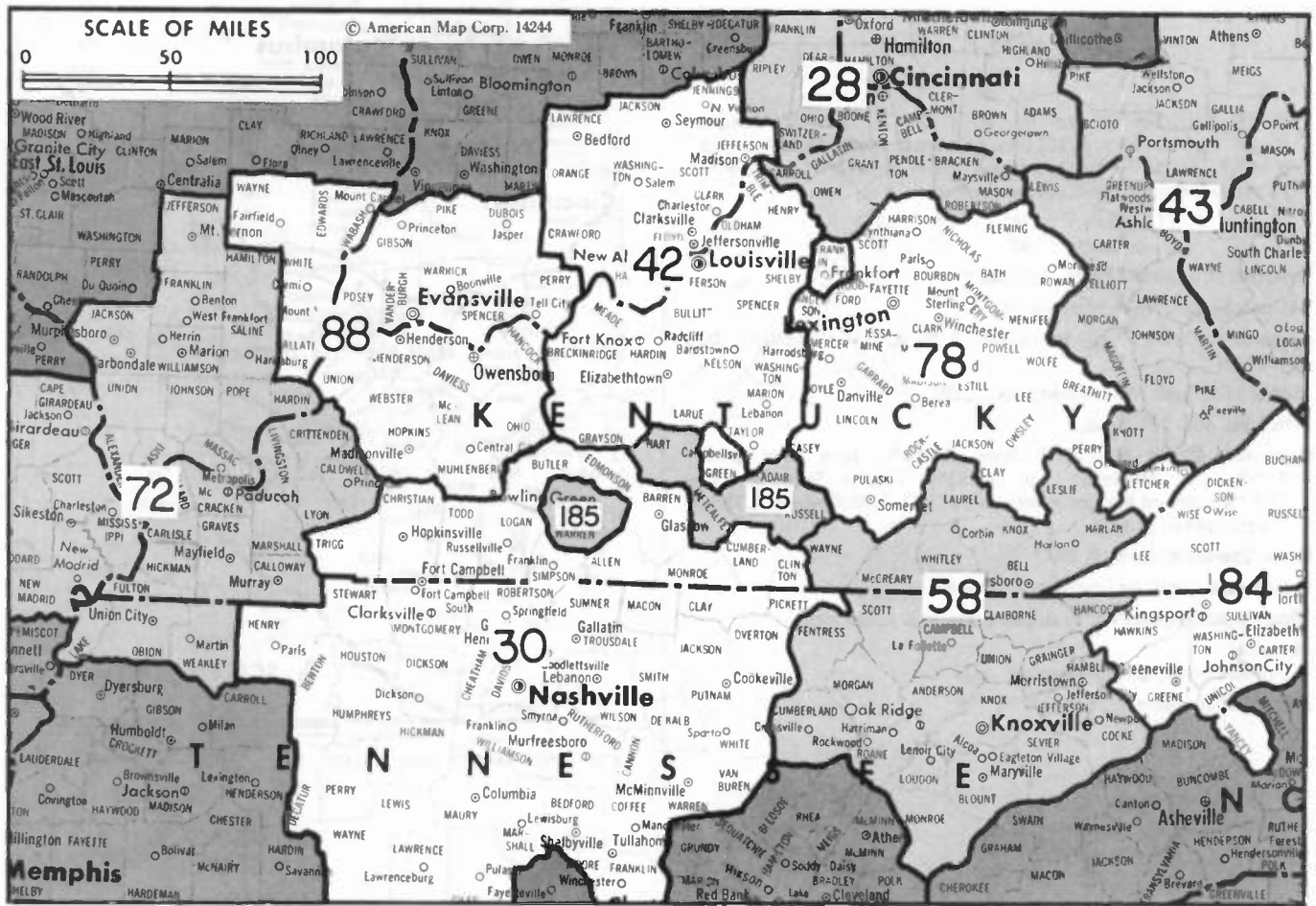


KWCH-TV BPCT-2884 Granted 6/29/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	5,200	5,100	97
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,100	97
	Pratt	4,200	4,100	98
	Reno	25,500	25,200	99
	Rice	4,800	4,700	98
	Saline	19,400	19,100	98
	Sedgwick	144,300	142,700	99
	Stafford	2,400	2,400	100
	Sumner	9,700	9,500	98
Between 25-49%	KANSAS			
	Lyon	13,800	13,400	97
	Meade	1,800	1,800	100
	Mitchell	3,400	3,300	97
	Morris	2,600	2,500	96
Rush	1,700	1,700	100	
OKLAHOMA	Woods	4,300	4,200	98
Between 5-24%	KANSAS			
	Cloud	4,800	4,700	97
	Gray	1,800	1,800	100
	Hodgeman	1,000	1,000	100
	Ness	1,800	1,800	100
	Norton	2,600	2,500	96
	Osborne	2,400	2,300	96
	Trego	1,600	1,600	100
	OKLAHOMA			
	Alfalfa	2,900	2,800	97
Grant	2,700	2,700	100	
Kay	20,000	19,800	99	
Major	3,400	3,300	97	
Station Totals		392,500	386,300	98
Net Weekly Circulation (1983)			285,800	
Average Daily Circulation (1983)			168,500	

Kentucky



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Cincinnati, O.	695,200	28	447,000	25	WBTI (64), WCP0-TV (9), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Nashville, Tenn.	641,000	30	428,000	28	WNGE (2), WSMV (4), WTVF (5), WZTV (17)
Charleston-Huntington, W.Va.	525,300	43	339,000	37	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (23)
Louisville, Ky.	520,700	44	310,000	43	WAVE-TV (3), WDRB-TV (41), WHAS-TV (11), WLKY-TV (32)
Knoxville, Tenn.	420,500	58	225,000	62	WATE-TV (6), WBIR-TV (10), WINT-TV (55), WTVK (26)
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	336,400	72	198,000	69	KFVS-TV (12), KPOB-TV (15), WCEE (13), WDDD-TV (27), WPSD-TV (6), WSIL-TV (3)
Lexington, Ky.	292,300	78	168,000	81	WKYH-TV (57), WKYT-TV (27), WLEX-TV (18), WTVQ-TV (36)
Bristol, Va.-Kingsport-Johnson City, Tenn.	268,000	84	170,000	78	WCYB-TV (5), WJHL-TV (11), WKPT-TV (19)
Evansville, Ind.	259,700	88	151,000	86	WEHT (25), WFIE-TV (14), WTVW (7)
Bowling Green, Ky.	54,200	185	30,000	175	WBKO (13)

Kentucky Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	4	9	13
Educational Television Stations	0	16	16
			29

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

KFVS-TV, Paducah
(See Cape Girardeau, Mo.)

WDDD-TV & WSIL-TV, Paducah
(See Marion & Harrisburg, Ill.)

Kentucky—Ashland

WTSF

Ch. 61

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 1963-kw max. & 1610-kw horizontal visual, 196.3-kw max. & 161-kw horizontal aural. Antenna: 631-ft. above av. terrain, 509-ft. above ground, 1352-ft. above sea level.

Latitude 38° 25' 11"
Longitude 82° 24' 06"

Transmitter: Columbia Pkwy., Ashland.

Network Service: None, independent.

Licensee: Tri-State Family Bcstg. Inc., 3100 Bath Ave., Ashland, Ky. 41101.

Studio: 3100 Bath Ave., Ashland, Ky. 41101.

Telephone: 606-329-2700.

Ownership: Claude Messinger, chmn., 34.14%; John Alley, pres., 9.75%; Don McMellon, v.p., 19.51%; Charles Stewart, v.p., 17.07%; Clifford Musgrave, secy., 4.88%; G. O. McClelland, 9.75%; Robert Tackett, 4.88%.

Began Operation: April 30, 1983.

Represented (legal) by Southmayd & Powell.

Represented (engineering) by B. Scott Baxter & Associates.

Personnel:

DARIO SHOFF, general manager.

Rates: Not available.



Kentucky—Beattyville

WLJC-TV

Ch. 65

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 93.1-kw max. visual, 9.31-kw max. aural. Antenna: 422-ft. above av. terrain, 325-ft. above ground, 1393-ft. above sea level.

Latitude 37° 36' 24"
Longitude 83° 41' 13"

Transmitter: 2.4-mi. N on Route 11, Beattyville.

Network Service: None, independent.

Grantee: Hour of Harvest Inc., c/o Rev. Forest Drake, Station WLJC(FM), Beattyville, Ky. 41311.

Studio: Rte. 11, Beattyville, Ky. 41311.

Telephone: 606-464-8672.

Ownership: Non-stock corp. Forest Drake, pres.; Don Drake, v.p.; Margaret Drake, secy.-treas. F. Drake is licensee of WBFC, Stanton & WLJC(FM), Beattyville, Ky. D. Drake has interest in Alum Springs Vision & Outreach Corp., applicant for new AM station in Junction City, Ky.

Began Operation: Oct. 18, 1982.

Represented (legal) by Reddy, Begley & Martin.

Represented (engineering) by E. Harold Munn Jr. & Assoc.

Personnel:

FOREST DRAKE, president & general manager.

Rates: Not available.



Kentucky—Bowling Green

WBKO

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 595-ft. above ground, 1335-ft. above sea level.

Latitude 37° 03' 52"
Longitude 86° 26' 07"

Transmitter: Off State Hwy. 67, 1/2-mi. NE of Rays Branch, Bowling Green, Ky.

News Service: AP.

Network Service: ABC.

Licensee: Bluegrass Television Inc., Box 1198, Bowling Green 42101.

Studio: 537 E. 10th St., Box 1198, Bowling Green 42101.

Telephones: 502-781-1313, studio; 502-777-3030, transmitter.

TWX: 810-531-3667.

Ownership: A. Richard Benedek, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: June 3, 1962. Sale to present owner by Bluegrass Media Inc. approved by FCC Feb. 14, 1983. Sale to Bluegrass by Professional Telecasting Systems approved July 14, 1976. Previous sale by Argus Bcstg. Co. (George A. Brown Jr., et al.) approved by FCC June 11, 1970.

Represented (sales) by Katz Television.

Represented (legal) by Crowell & Moring.

Personnel:

CLYDE G. PAYNE, vice president & general manager.

RICK DUBOSE, local sales manager.

DAVID L. CHUMLEY, director of engineering.

GENE PRATHER, program director.

JOANNE RYAN, production manager.

ROY BRASSFIELD, news director.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	KENTUCKY			
	Adair	5,700	5,600	97
	Allen	5,500	5,400	98
	Barren	13,000	12,800	99
	Butler	4,000	3,900	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Grayson	7,700	7,600	99
	Green	4,000	3,900	98
	Hart	5,700	5,600	98
	Logan	9,000	8,900	99
	Metcalfe	3,500	3,400	97
	Monroe	4,700	4,600	98
	Muhlenberg	11,700	11,600	99
	Ohio	7,900	7,800	99
	Russell	5,400	5,300	98
	Simpson	5,500	5,400	98
	Warren	26,700	26,400	99



WBKO BPCT-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	KENTUCKY			
	Breckinridge	6,200	6,100	98
	Cilinton	3,400	3,300	97
	Mc Lean	3,800	3,800	100
	Taylor	8,300	8,200	99
	Todd	4,400	4,300	98
	Wayne	6,300	6,100	97
Between 5-24%				
	KENTUCKY			
	Caldwell	5,100	5,000	98
	Christian	20,900	20,700	99
	Davless	31,900	31,600	99
	Hancock	2,800	2,800	100
	Hardin	26,500	26,300	99
	Hopkins	17,700	17,400	99
	Larue	4,600	4,500	99
	Trigg	3,600	3,600	100
	Webster	5,700	5,600	98
	TENNESSEE			
	Clay	3,000	2,900	97
	Fentress	5,400	5,300	98
	Macon	6,100	6,000	98
	Montgomery	29,900	29,700	99
	Overton	6,400	6,300	98
	Pickett	1,700	1,700	100
	Putnam	18,100	17,900	99
	Robertson	13,400	13,300	99
	Sumner	31,300	31,000	99
Station Totals		392,900	387,800	98
Net Weekly Circulation (1983)			139,300	
Average Daily Circulation (1983)			82,600	

Kentucky—Campbellsville

WGRB

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 600-kw max. visual, 108-kw max. aural. Antenna: 103-ft. above av. terrain, 954-ft. above ground, 1848-ft. above sea level.

Latitude 37° 10' 05"
Longitude 85° 18' 32"

Transmitter: Hwy. 55, 4.1-mi. N of Columbia.

News Service: INN.

Network Service: None, independent.

Licensee: Green River Bcstg. Co. Inc., Rte. 5, Box 264, Campbellsville, Ky. 42718.

Studio: Rte. 1, Cane Valley, Ky. 42720.

Telephone: 502-384-4738.

Ownership: Billy Speer, pres.-secy.-treas., 100%.

Began Operation: April 7, 1983.

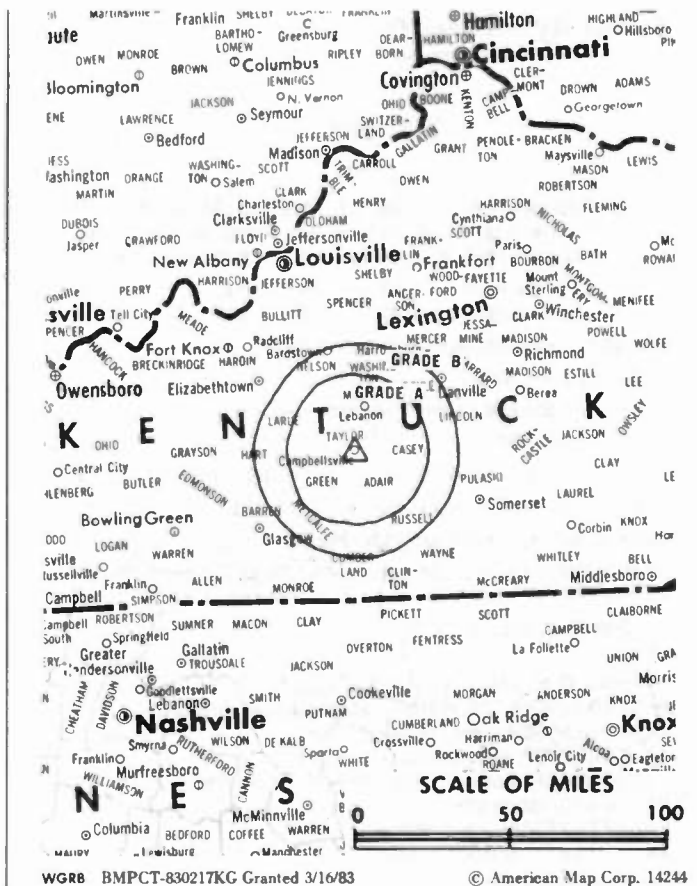
Represented (legal) by Schwartz, Woods & Miller.

Represented (engineering) by Charles T. Landers (Shelbyville, Ky.).

Personnel:

BRAD RICHDALE, general manager.

Rates: Not available.



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Kentucky—Hazard

WKYH-TV

Ch. 57

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 214-kw max. visual, 28.9-kw max. aural. Antenna: 800-ft. above av. terrain, 438-ft. above ground, 2118-ft. above sea level.

Latitude 37° 15' 21"
Longitude 83° 07' 56"

Transmitter: Tower Rd., Gorman Ridge, Hazard.

News Services: AP, NBC.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: NBC.

Licensee: Hazard Television Co. Inc., Box 929, Hazard, Ky. 41701.

Studio: Box 929, Gorman Ridge, Hazard, Ky. 41701.

Telephones: 606-436-4444; 606-436-2522.

Ownership: William D. Gorman, pres., 90%; Julian C. Leedy, 7%; C. J. Mellott, 3%. Hazard TV also owns a cable system in Hazard.

Began Operation: Oct. 20, 1969.

Personnel:

- WILLIAM D. GORMAN, president.
- DARWIN SINGLETON, station manager & news director.
- TERRY BLOSSER, sales manager.
- JOEY KESSLER, assistant sales manager.
- TAMMY DUFF, film director/business/programming.
- KEN JONES, sports director.
- KENNETH COMBS, chief engineer.
- KATHY CLARK, traffic manager.

Highest One Hour Rate: \$550.

Highest 30 Sec. Rate (July 27, 1983): \$50.

NETWORK BASE HOURLY RATE: Bonus.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
Between 25-49%	Knott	5,900	5,700	97
	Leslie	5,000	4,800	96
	Perry	11,500	11,200	97



WKYH-TV BPCT-821004KE Granted 10/29/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
Between 5-24%	Breathitt	5,500	5,300	96
	Floyd	17,600	17,300	98
	Harlan	14,600	14,300	98
	Letcher	10,900	10,600	97
	Magoffin	4,600	4,500	98
	Owsley	1,900	1,800	95
Station Totals		77,500	75,500	97
Net Weekly Circulation (1983)			17,300	
Average Daily Circulation (1983)			6,800	

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Kentucky—Lexington

WKYT-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2360-kw max. & 1382-kw horizontal visual, 472-kw max. & 276-kw horizontal aural. Antenna: 980-ft. above av. terrain, 992-ft. above ground, 1983-ft. above sea level.

Latitude 38° 02' 22"
Longitude 84° 24' 11"

Transmitter: N side of U.S. Rte. 60, 2.8-mi. E of New Circle Rd.

News Services: AP, CBS, NIWS, Newscope.

Satellite Earth Station: Harris; 7-meter.

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Box 5037, Lexington, Ky. 40555.

Studio: Rte. 4, Winchester Rd.

Mailing Address: Box 5037, Lexington, Ky. 40555.

Telephone: 606-299-0411. TWX: 510-476-8850.

Ownership: Bluegrass Bcstg. Co. Inc., 100%, which in turn is owned 100% by Kentucky Central Life Insurance Co. Inc., William E. Burnett Jr., secy.-treas. Kentucky Central has 90.46% of WVLC-AM-FM, Lexington; WH00-AM-FM, Orlando, Fla.; WVOC(FM), Columbus, Ga. & WWSA & WCHY(FM), Savannah, Ga.

Began Operation: Sept. 30, 1957. Sale to present owner by Taft Bcstg. approved April 26, 1967 by FCC (Television Digest, Vol. 7:6, 18). Sale to Taft by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 (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 Harrington, Richter & Parsons Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

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

Personnel:

- RALPH W. GABBARD, exec. vice president & general manager.
- JERE PIGUE, vice president, sales.
- HAROLD SCHUMACHER, director of engineering.
- KEN KURTZ, vice president, news.
- MIKE KANAREK, director of operations.
- STEVE ARNOLD, traffic manager.
- CHRIS FITZGERALD, production manager.

Highest 30 Sec. Rate (May 1982): \$1000.

NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	4,700	4,700	100
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Boyle	9,300	9,200	99
	Casey	5,600	5,500	97
	Clark	10,600	10,400	99
	Clay	7,300	7,100	97
	Estill	5,200	5,000	96
	Fayette	80,700	80,000	99
	Fleming	4,600	4,500	98
	Franklin	16,900	16,700	99
	Garrard	4,200	4,100	98
	Harrison	5,500	5,400	98
	Jackson	4,300	4,100	95
	Jessamine	9,400	9,200	98
	Knott	5,900	5,700	97
	Laurel	14,000	13,700	98
	Lee	2,900	2,800	96
	Leslie	5,000	4,800	96
Lincoln	6,800	6,700	99	
Madison	18,000	17,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Menifee	1,700	1,700	100
	Mercer	7,100	7,000	99
	Montgomery	7,600	7,400	97
	Nicholas	2,700	2,600	99
	Owsley	1,900	1,800	95
	Perry	11,500	11,200	97
	Powell	3,800	3,700	97
	Pulaski	17,500	17,100	97
	Robertson	800	800	100
	Rockcastle	5,000	4,800	96
	Rowan	6,400	6,300	98
Scott	7,700	7,600	99	
Washington	3,500	3,500	100	
Wolfe	2,400	2,300	96	
Woodford	6,400	6,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Bell	11,900	11,700	98
	Breathitt	5,500	5,300	96
	Greenup	13,700	13,600	99
	Harlan	14,600	14,300	98
	Henry	4,800	4,700	98
	Knox	10,700	10,400	97
	Lewis	5,100	5,000	98
	Magoffin	4,600	4,500	98
	Marion	5,900	5,800	98
	Mason	6,600	6,500	98
	Morgan	4,300	4,200	98
Owen	3,500	3,400	97	
Taylor	8,300	8,200	99	
Wayne	6,300	6,100	97	
Whitley	12,500	12,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Adair	5,700	5,600	97
	Boyd	20,900	20,800	100
Bracken	2,700	2,700	100	

(Continued on page 391)

Station Totals	583,000	572,700	98
Net Weekly Circulation (1983)			335,400
Average Daily Circulation (1983)			216,800

Kentucky—Lexington

WLEX-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1104-kw max. & 1000-kw horizontal visual, 221-kw max. & 200-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level.

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

Transmitter: Russell Cave Pike.

News Service: AP.

Satellite Earth Station: Comtech, 5-meter; Pinzone receivers.

Network Service: NBC.

Licensee: WLEX-TV Inc., Box 1457, Lexington 40591.

Studio: Russell Cave Pike.

Mailing Address: Box 1457, Lexington, Ky. 40591.

Telephone: 606-255-4404. TWX: 510-476-8896.

Ownership: J. D. Gay, chmn.-treas., 42.76%; Jean Allen Bell, et al., 10.60%; Corinne Gay, 7.07%; William B. Gess, 5.69%; J. G. Atchison, secy., .03%; 6 others, with less than 2%. WLEX-TV Inc. also owns WCOV-TV-AM, Montgomery, Ala.

Began Operation: March 15, 1955.

Represented (sales) by Blair Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

HARRY C. BARFIELD, president & general manager.
JOE OLIVER, vice president, national & regional sales.
JOHN A. DUVALL, assistant manager & film buyer.
AL ASH, production manager.
BOB DAVIDSON, vice president, local sales.
SUE WYLIE, director, public affairs.
BILL CRAWFORD, director, station promotion.
DAVE CROMWELL, news director.
ALBERT W. SCHEER, vice president, engineering.

Highest One Hour Rate: \$1728.

Highest 30 Sec. Rate (June 1983): \$700.

NETWORK BASE HOURLY RATE: \$875.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	4,700	4,700	100
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Boyle	9,300	9,200	99
	Casey	5,600	5,500	97
	Clark	10,600	10,400	99
	Clay	7,300	7,100	97
	Estill	5,200	5,000	96
	Fayette	80,700	80,000	99
	Fleming	4,600	4,500	98
	Franklin	16,900	16,700	99
	Garrard	4,200	4,100	98
	Harrison	5,500	5,400	98
	Jackson	4,300	4,100	95
	Jessamine	9,400	9,200	98
	Laurel	14,000	13,700	98
	Lee	2,900	2,800	96
	Lincoln	6,800	6,700	99
	Madison	18,000	17,600	98
Menifee	1,700	1,700	100	
Mercer	7,100	7,000	99	
Montgomery	7,600	7,400	97	
Nicholas	2,700	2,600	99	
Owsley	1,900	1,800	95	
Perry	11,500	11,200	97	



WLEX-TV BPCT-4123 Granted 5/27/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Powell	3,800	3,700	97
	Pulaski	17,500	17,100	97
	Robertson	800	800	100
	Rockcastle	5,000	4,800	96
	Rowan	6,400	6,300	98
	Scott	7,700	7,600	99
	Wolfe	2,400	2,300	96
Woodford	6,400	6,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Adair	5,700	5,600	97
	Bell	11,900	11,700	98
	Bracken	2,700	2,700	100
	Breathitt	5,500	5,300	96
	Green	4,000	3,900	98
	Harlan	14,600	14,300	98
	Henry	4,800	4,700	98
	Knox	10,700	10,400	97
	Magoffin	4,600	4,500	98
	Mason	6,600	6,500	98
	Morgan	4,300	4,200	98
	Owen	3,500	3,400	97
	Pendleton	4,000	4,000	100
	Shelby	8,300	8,200	99
Taylor	8,300	8,200	99	
Washington	3,500	3,500	100	
Wayne	6,300	6,100	97	
Whitley	12,500	12,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Jefferson	11,000	10,700	98
	KENTUCKY			
	Boyd	20,900	20,800	100
	Carroll	3,400	3,400	100
	Grant	4,700	4,600	98
Greenup	13,700	13,600	99	
Knott	5,900	5,700	97	

(Continued on page 391)

Station Totals	528,600	519,000	98
Net Weekly Circulation (1983)		304,700	
Average Daily Circulation (1983)		186,400	

Kentucky—Lexington

WTVQ-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2240-kw max. & 1700-kw horizontal visual, 224-kw max. & 170-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 994-ft. above ground, 1994-ft. above sea level.

Latitude 38° 02' 03"
Longitude 84° 23' 39"

Transmitter: 2940 Bryant Rd.

News Services: AP, UPI.

Network Service: ABC.

Licensee: Starr WTVQ Inc., Box 5590, Lexington, Ky. 40555.

Studio: 2940 Bryant Rd., Lexington, Ky. 40511.

Telephone: 606-233-3600. TWX: 510-476-8806.

Ownership: Shamrock Broadcasting, 100%. Roy E. Disney, chmn.; Patricia A. Disney, Bernard M. Walker, v.p.s; James R. Mixon, v.p.-controller; Stanley P. Gold, asst. secy.-treas. Shamrock also owns KITV(TV), Honolulu; KMAU(TV), Wailuku & KHVO(TV) Hilo, Hawaii; KUDL(FM), Kansas City, Kan.; KXLR, North Little Rock, Ark.; KMGC(FM), Dallas, Tex.; KABL-AM-FM, Oakland-San Francisco, Cal.; WWW(FM), Detroit, Mich.

Began Operation: June 2, 1968 on Ch. 62; began on Ch. 36 June 20, 1980. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Roy B. White Jr. & Reeves Telecom Corp. approved Nov. 14, 1973.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

WILLIAM SERVICE, general manager.
BILL STANLEY, general sales manager.
DAVID WHITE, news director.
KATHLEEN GORMAN, business manager.
JOHN LACKEY, chief engineer.
JERRY FOX, program manager.

Highest 30 Sec. Rate (May 1, 1982): \$3000.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	4,700	4,700	100
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Boyle	9,300	9,200	99
	Casey	5,600	5,500	97
	Clark	10,600	10,400	99
	Clay	7,300	7,100	97
	Estill	5,200	5,000	96
	Fayette	80,700	80,000	99
	Fleming	4,600	4,500	98
	Franklin	16,900	16,700	99
	Garrard	4,200	4,100	98
	Harrison	5,500	5,400	98
	Jackson	4,300	4,100	95
	Jessamine	9,400	9,200	98
	Laurel	14,000	13,700	98
	Lee	2,900	2,800	96
	Lincoln	6,800	6,700	99
	Madison	18,000	17,600	98
	Menifee	1,700	1,700	100
Mercer	7,100	7,000	99	
Montgomery	7,600	7,400	97	
Nicholas	2,700	2,600	99	
Owsley	1,900	1,800	95	
Powell	3,800	3,700	97	
Pulaski	17,500	17,100	97	



WTVQ-TV Doc.-21392

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rockcastle	5,000	4,800	96
	Rowan	6,400	6,300	98
	Scott	7,700	7,600	99
	Washington	3,500	3,500	100
	Woodford	6,400	6,300	98

KENTUCKY				
Between 25-49%	Breathitt	5,500	5,300	96
	Lewis	5,100	5,000	98
	Marion	5,900	5,800	98
	Mason	6,600	6,500	98
	Morgan	4,300	4,200	98
	Owen	3,500	3,400	97
	Perry	11,500	11,200	97
	Robertson	800	800	100
	Taylor	8,300	8,200	99
	Wayne	6,300	6,100	97
	Whitley	12,500	12,300	98
	Wolfe	2,400	2,300	96

KENTUCKY				
Between 5-24%	Adair	5,700	5,600	97
	Bracken	2,700	2,700	100
	Carter	8,700	8,600	99
	Cumberland	2,900	2,800	96
	Elliott	2,500	2,500	100
	Floyd	17,600	17,300	98
	Grant	4,700	4,600	98
	Harlan	14,600	14,300	98
	Henry	4,800	4,700	98
	Knott	5,900	5,700	97
	Knox	10,700	10,400	97
	Leslie	5,000	4,800	96
	Magoffin	4,600	4,500	98
Pendleton	4,000	4,000	100	
Russell	5,400	5,300	98	
Shelby	8,300	8,200	99	

OHIO				
	Brown	11,400	11,100	97
Station Totals		484,400	475,400	98
Net Weekly Circulation (1983)				273,600
Average Daily Circulation (1983)				155,800

Kentucky—Louisville

WAVE-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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' 48"

Transmitter: Bald Knob, New Albany, Ind.

News Services: AP, NBC.

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

Network Service: NBC.

Licenses: Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, Ky. 40203.

Studio: 725 S. Floyd St. 40203.

Telephone: 502-585-2201. TWX: 810-535-3142.

Mailing Address: Box 32970, Louisville, Ky. 40232.

Ownership: Cosmos Bcstg. Corp., see Group Ownership of TV Stations.

Began Operation: Nov. 24, 1948. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 20:24; 21:4).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JAMES M. KEELOR, vice president & general manager.
- S. WHEELER RUDD, general sales manager.
- JOHN R. KAREM, national sales manager.
- MICHAEL KIBBEY, local sales manager.
- ANNE COLEMAN, program director.
- J. HAROLD CULVER, director of engineering & operations.
- ED GODFREY, news director.
- DARREL TAYLOR, advertising/marketing supervisor.
- ROGER ROEBUCK, production manager.
- RODNEY FORD, editorial director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$3663.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,800	32,300	98
	Crawford	3,600	3,400	96
	Dubois	12,100	11,700	97
	Floyd	22,400	22,100	99
	Harrison	9,800	9,600	98
	Jackson	13,700	13,500	99
	Jefferson	11,000	10,700	98
	Jennings	7,800	7,600	97
	Lawrence	16,000	15,700	98
	Martin	3,800	3,700	97
	Orange	7,000	6,800	97
	Perry	6,800	6,600	97
	Scott	7,200	7,000	97
	Washington	8,000	7,800	97
	KENTUCKY			
	Adair	5,700	5,600	97
	Anderson	4,700	4,700	100
	Breckinridge	6,200	6,100	98
Bullitt	14,300	14,200	99	
Carroll	3,400	3,400	100	
Franklin	16,900	16,700	99	
Grayson	7,700	7,600	99	
Green	4,000	3,900	98	
Hardin	26,500	26,300	99	
Hart	5,700	5,600	98	



WAVE-TV BPCT-756 Granted 7/11/52

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Henry	4,800	4,700	98
	Jefferson	258,000	256,700	99
	Larue	4,600	4,500	99
	Marion	5,900	5,800	98
	Meade	7,600	7,600	100
	Mercer	7,100	7,000	99
	Nelson	9,400	9,300	99
	Oldham	9,200	9,100	99
	Owen	3,500	3,400	97
	Shelby	8,300	8,200	99
	Spencer	2,200	2,200	100
	Taylor	8,300	8,200	99
	Trimble	2,400	2,400	100
Washington	3,500	3,500	100	

Between 25-49%	INDIANA			
	Switzerland	2,800	2,700	96
	KENTUCKY			
Boyle	9,300	9,200	99	
Woodford	6,400	6,300	98	

Between 5-24%	INDIANA			
	Bartholomew	24,200	23,800	98
	Brown	4,800	4,700	98
	Daviess	10,200	9,900	97
	Decatur	8,400	8,200	98
	Ripley	8,500	8,300	98
	Spencer	6,700	6,500	97
KENTUCKY				
Casey	5,600	5,500	97	
Edmonson	3,500	3,400	97	
Gallatin	1,900	1,900	100	
Grant	4,700	4,600	98	
Hancock	2,800	2,800	100	
Jessamine	9,400	9,200	98	
Lincoln	6,800	6,700	99	

(Continued on page 391)

Station Totals	736,000	726,300	98
Net Weekly Circulation (1983)		545,900	
Average Daily Circulation (1983)		362,900	

Kentucky—Louisville

WDRB-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1150-kw max. & 303-kw horizontal visual, 115-kw max. & 30.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 995-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 00.0"
Longitude 85° 50' 56.5"

Transmitter: W side of Christian Rd., 4-mi. NW of New Albany, Ind.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Cowles Media Co.

Studio: 624 W. Mohammed Ali Blvd., Louisville, Ky. 40203.

Telephone: 502-584-6441. TWX: 810-535-3328.

Ownership: Cowles Media Co. Note: Sale to Toledo Blade pends.

Began Operation: Feb. 28, 1971. Sale to present owner by Owsley & Egerton Welch, J. P. Morgan, Arlie Howard et al., approved by FCC Oct. 25, 1977 (Television Digest, Vol. 17:21, 51)

Represented (sales) by Petry Television Inc.

Represented (legal) by Marmet & McCombs, P.C.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ELMER F. JASPAN, president & general manager.

ARCH CHAPMAN, general sales manager.

MARK DAUER, chief engineer.

GARY BOCKHORST, operations manager.

PATTIE KIRAY, controller.

MARIE WORLEY, traffic supervisor.

RAY FOUSHEE, promotion director.

WILSON HATCHER, news director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,800	32,300	98
	Crawford	3,600	3,400	96
	Floyd	22,400	22,100	99
	Harrison	9,800	9,600	98
	Scott	7,200	7,000	97
	KENTUCKY			
	Bullitt	14,300	14,200	99
	Green	4,000	3,900	98
	Hardin	26,500	26,300	99
	Henry	4,800	4,700	98
	Jefferson	258,000	256,700	99
	Marion	5,900	5,800	98
	Meade	7,600	7,600	100
	Mercer	7,100	7,000	99
	Nelson	9,400	9,300	99
	Oldham	9,200	9,100	99
	Shelby	8,300	8,200	99
	Spencer	2,200	2,200	100
	Taylor	8,300	8,200	99
Trimble	2,400	2,400	100	
Washington	3,500	3,500	100	
Between 25-49%	INDIANA			
	Jefferson	11,000	10,700	98
	Orange	7,000	6,800	97
	Perry	6,800	6,600	97



WDRB-TV BMPCT-7222 Granted 11/4/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Washington	8,000	7,800	97
	KENTUCKY			
	Anderson	4,700	4,700	100
	Boyle	9,300	9,200	99
	Breckinridge	6,200	6,100	98
	Carroll	3,400	3,400	100
	Casey	5,600	5,500	97
	Clinton	3,400	3,300	97
	Franklin	16,900	16,700	99
	Hart	5,700	5,600	98
	Larue	4,600	4,500	99
	Woodford	6,400	6,300	98
	Between 5-24%	INDIANA		
Dubois		12,100	11,700	97
Jackson		13,700	13,500	99
Jennings		7,800	7,600	97
Lawrence		16,000	15,700	98
Spencer		6,700	6,500	97
Switzerland		2,800	2,700	96
KENTUCKY				
Adair		5,700	5,600	97
Barren		13,000	12,800	99
Daviess		31,900	31,600	99
Estill		5,200	5,000	96
Garrard		4,200	4,100	98
Grayson	7,700	7,600	99	
Hancock	2,800	2,800	100	
Jessamine	9,400	9,200	98	
Lincoln	6,800	6,700	99	
Madison	18,000	17,600	98	
Metcalfe	3,500	3,400	97	
Owen	3,500	3,400	97	
Rockcastle	5,000	4,800	96	
Wayne	6,300	6,100	97	
Station Totals		728,400	719,100	98
Net Weekly Circulation (1983)			362,900	
Average Daily Circulation (1983)			164,200	

Kentucky—Louisville

WHAS-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

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

Transmitter: Christian Rd., 3.6-mi. N of New Albany, Ind.
AM Affiliate: WHAS, 50-kw, 840 kHz.
FM Affiliate: WAMZ, 100-kw, 97.5 MHz (No. 248), 505-ft.
News Service: AP.
Satellite Earth Station: Transmit/receive, Harris; 9 meter.
Network Service: CBS.
Licensee: WHAS Inc., 520 W. Chestnut St., Louisville, Ky. 40202.
Studio: 520 W. Chestnut St., Louisville, Ky. 40202.
Telephone: 502-582-7840. TWX: 810-535-3326.
Ownership: Same ownership as Louisville Courier-Journal & Times.
Began Operation: March 27, 1950.
Represented (sales) by Harrington, Righter & Parsons Inc.
Represented (legal) by Sidley & Austin.

Personnel:

BARRY BINGHAM JR., vice chairman.
ROBERT MORSE, president & general manager.
STEVEN H. STEINBERG, vice president, broadcast services.
TOM BORNHAUSER, local sales manager.
DOUG ROBERTS, national sales manager.
DONNA ZAPATA, station manager.
EDWARD SHADBURNE, v.p., Louisville Productions.
RICHARD SWEENEY, program director.
HAL STOPFEL, news director.
WILLIAM F. BRATTON, dir. of engineering & operations.

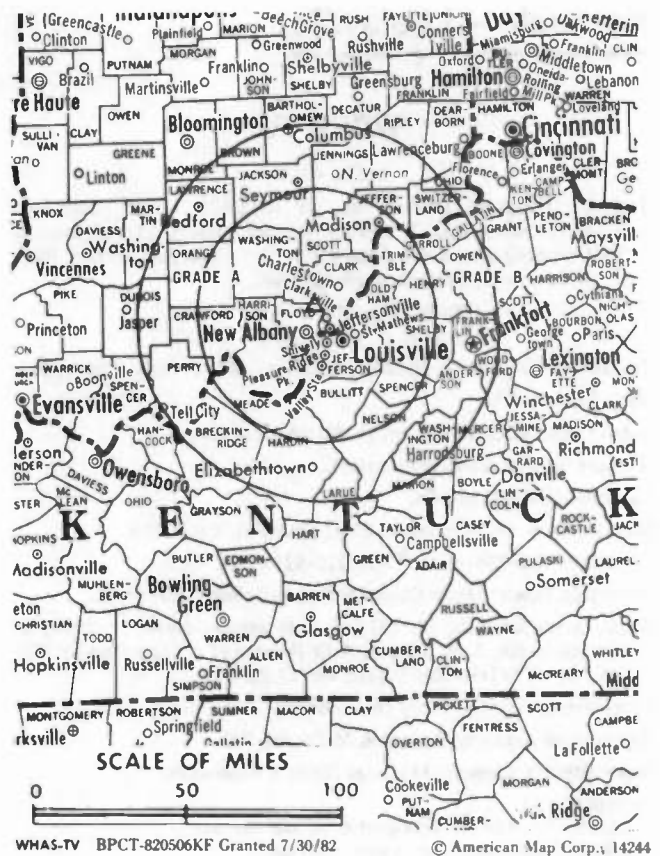
Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,800	32,300	98
	Crawford	3,600	3,400	96
	Floyd	22,400	22,100	99
	Harrison	9,800	9,600	98
	Jackson	13,700	13,500	99
	Jefferson	11,000	10,700	98
	Jennings	7,800	7,600	97
	Lawrence	16,000	15,700	98
	Orange	7,000	6,800	97
	Scott	7,200	7,000	97
	Washington	8,000	7,800	97
	KENTUCKY			
	Adair	5,700	5,600	97
	Anderson	4,700	4,700	100
	Breckinridge	6,200	6,100	98
	Bullitt	14,300	14,200	99
Carroll	3,400	3,400	100	
Franklin	16,900	16,700	99	
Grayson	7,700	7,600	99	
Green	4,000	3,900	98	
Hardin	26,500	26,300	99	
Hart	5,700	5,600	98	
Henry	4,800	4,700	98	
Jefferson	258,000	256,700	99	
Larue	4,600	4,500	99	
Marion	5,900	5,800	98	
Meade	7,600	7,600	100	
Mercer	7,100	7,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nelson	9,400	9,300	99
	Oldham	9,200	9,100	99
	Owen	3,500	3,400	97
	Shelby	8,300	8,200	99
	Spencer	2,200	2,200	100
	Taylor	8,300	8,200	99
	Trimble	2,400	2,400	100
Washington	3,500	3,500	100	
Between 25-49%	INDIANA			
	Dubois	12,100	11,700	97
	Martin	3,800	3,700	97
Perry	6,800	6,600	97	
KENTUCKY				
Boyle	9,300	9,200	99	
Between 5-24%	INDIANA			
	Bartholomew	24,200	23,800	98
	Brown	4,800	4,700	98
	Greene	12,000	11,700	98
	Monroe	36,100	35,100	97
	Ripley	8,500	8,300	98
	Spencer	6,700	6,500	97
	Switzerland	2,800	2,700	96
	KENTUCKY			
	Barren	13,000	12,800	99
	Bourbon	7,100	7,000	99
	Casey	5,600	5,500	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Gallatin	1,900	1,900	100
	Garrard	4,200	4,100	98
	Hancock	2,800	2,800	100
Jessamine	9,400	9,200	98	
Metcalfe	3,500	3,400	97	
Montgomery	7,600	7,400	97	
Ohio	7,900	7,800	99	
Russell	5,400	5,300	98	
Woodford	6,400	6,300	98	
Station Totals		777,500	766,900	98
Net Weekly Circulation (1983)				548,100
Average Daily Circulation (1983)				363,400

Kentucky—Louisville

WLKY-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-5B4 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-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: Floyds Knob, near New Albany, Ind.

News Services: AP, UPI.

Network Service: ABC.

Licensee: Pulitzer Broadcasting Co.

Studio: 1918 Mellwood Ave., Louisville, Ky. 40206.

Mailing Address: Box 6205, Louisville, Ky. 40206.

Telephone: 502-893-3671. TWX: 810-535-3212.

Ownership: Pulitzer Publishing Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 16, 1961. Sale to present owner by Gannett Co. approved by FCC May 12, 1983 (Television Digest, Vol. 23:2). Merger of Combined Communications & Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sonderling Bcstg. approved April 4, 1973 (Vol. 12:33, 41; 3:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WILLIAM W. CAMPBELL, general manager.
DICK POLGREEN, general sales manager.
JACK SHAFER, program director.
SUSAN HARMON, promotion director.
TOM BECHERER, news director.
PAUL KELLEY, chief engineer.
LORA BRADSHAW, community affairs director.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,800	32,300	98
	Crawford	3,600	3,400	96
	Floyd	22,400	22,100	99
	Harrison	9,800	9,600	98
	Jackson	13,700	13,500	99
	Jefferson	11,000	10,700	98
	Orange	7,000	6,800	97
	Scott	7,200	7,000	97
	Washington	8,000	7,800	97
KENTUCKY	Bullitt	14,300	14,200	99
	Franklin	16,900	16,700	99
	Hardin	26,500	26,300	99
	Henry	4,800	4,700	98
	Jefferson	258,000	256,700	99
	Larue	4,600	4,500	99
	Marion	5,900	5,800	98
	Meade	7,600	7,600	100
	Mercer	7,100	7,000	99
	Nelson	9,400	9,300	99
	Oldham	9,200	9,100	99
	Shelby	8,300	8,200	99
	Spencer	2,200	2,200	100
Taylor	8,300	8,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trimble	2,400	2,400	100
	Washington	3,500	3,500	100
Between 25-49%	INDIANA			
	Dubois	12,100	11,700	97
	Jennings	7,800	7,600	97
	Lawrence	16,000	15,700	98
	Perry	6,800	6,600	97
KENTUCKY	Adair	5,700	5,600	97
	Anderson	4,700	4,700	100
	Breckinridge	6,200	6,100	98
	Carroll	3,400	3,400	100
	Clinton	3,400	3,300	97
	Grayson	7,700	7,600	99
	Green	4,000	3,900	98
	Hart	5,700	5,600	98
	Jessamine	9,400	9,200	98
	Between 5-24%	INDIANA		
Bartholomew		24,200	23,800	98
Brown		4,800	4,700	98
Decatur		8,400	8,200	98
Martin		3,800	3,700	97
Ripley		8,500	8,300	98
Switzerland		2,800	2,700	96
KENTUCKY	Barren	13,000	12,800	99
	Boyle	9,300	9,200	99
	Casey	5,600	5,500	97
	Garrard	4,200	4,100	98
	Lincoln	6,800	6,700	99
	Madison	18,000	17,600	98
	Owen	3,500	3,400	97
	Pendleton	4,000	4,000	100
Russell	5,400	5,300	98	
Woodford	6,400	6,300	98	
Station Totals		726,100	716,900	98
Net Weekly Circulation (1983)			465,300	
Average Daily Circulation (1983)			275,000	

Kentucky—Paducah

WPSD-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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"

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

News Services: AP, UPI.

Network Service: NBC.

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

Studio: 100 Television Lane.

Telephone: 502-442-8214. TWX: 510-546-2047.

Mailing Address: Box 1197, Paducah, Ky. 42001.

Ownership: Paducah Newspapers Inc. (Fred Paxton, pres.) publishes Paducah Sun.

Began Operation: May 28, 1957.

Represented (sales) by Blair Television.

Represented (legal) by Shrinsky, Weitzman & Eisen, P.C.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRED PAXTON, president.

JOHN WILLIAMS, general manager.

CHARLES R. JONES, local sales manager.

ANN EAVES, national sales manager.

JAMES E. ENGLISH III, program & operations director.

TOM BUTLER, news director.

DON BROWN, chief engineer.

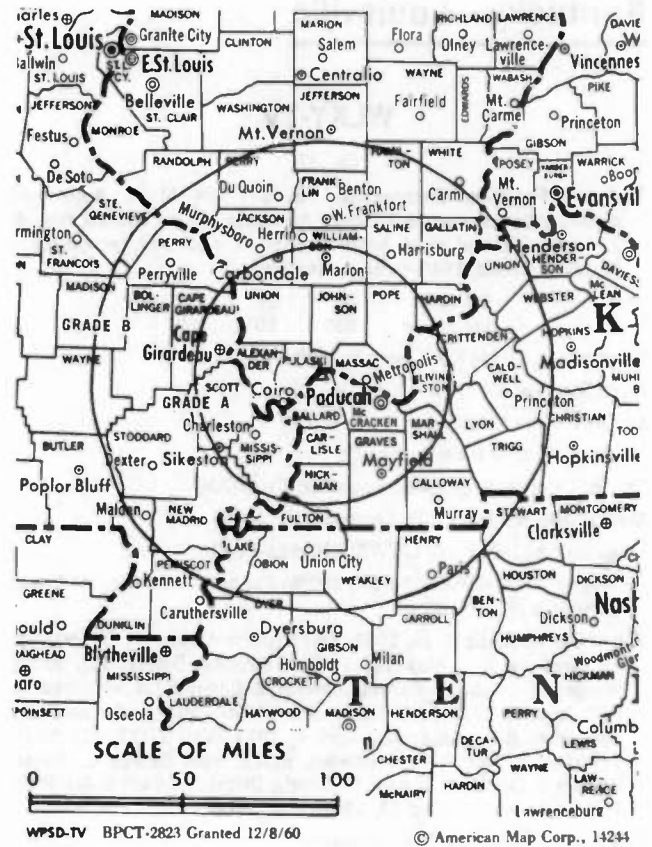
Highest One Hour Rate: \$2700.

Highest 30 Sec. Rate (July 22, 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,800	4,600	96
	Franklin	17,700	17,200	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	23,900	23,200	97
	Johnson	3,600	3,500	97
	Massac	6,000	5,800	97
	Pope	1,700	1,600	94
	Pulaski	3,300	3,200	95
	Saline	11,400	11,000	97
	Union	6,800	6,600	98
	Williamson	23,000	22,400	97
	KENTUCKY			
	Ballard	3,500	3,500	100
Caldwell	5,100	5,000	98	
Calloway	11,100	11,000	99	
Carlisle	2,100	2,100	100	
Crittenden	3,500	3,400	97	
Fulton	3,400	3,400	100	
Graves	13,500	13,400	99	
Hickman	2,200	2,200	100	
Livingston	3,700	3,700	100	
Lyon	2,500	2,500	100	
Mc Cracken	24,400	24,200	99	
Marshall	10,200	10,100	99	
MISSOURI				
Bollinger	4,000	3,900	97	
Cape Girardeau	22,400	22,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mississippi	5,500	5,400	98
	New Madrid	8,200	8,000	98
	Scott	14,900	14,700	98
	Stoddard	11,200	11,000	98
	Wayne	4,700	4,500	96
TENNESSEE				
	Henry	11,400	11,200	98
	Lake	2,600	2,600	100
	Obion	12,500	12,400	99
	Weakley	12,000	11,800	98
Between 25-49%	ARKANSAS			
	Clay	8,200	8,000	98
	ILLINOIS			
	Jefferson	14,800	14,300	97
	Perry	8,400	8,200	98
KENTUCKY	Christian	20,900	20,700	99
	Hopkins	17,700	17,400	99
	Trigg	3,600	3,600	100
	Union	5,700	5,600	98
	MISSOURI			
	Butler	14,900	14,400	97
	Carter	2,100	1,900	93
	Dunklin	13,900	13,500	97
TENNESSEE	Carroll	10,600	10,400	98
Between 5-24%	ARKANSAS			
	Mississippi	20,100	19,700	98
	Randolph	6,500	6,300	97
	ILLINOIS			
	Marion	17,200	16,800	98
	Randolph	12,300	12,000	98
	Wayne	7,300	6,900	95
	White	7,300	6,900	95
(Continued on next page)				
Station Totals		600,200	586,900	97
Net Weekly Circulation (1983)			330,200	
Average Daily Circulation (1983)			205,000	

Kentucky

WLEX-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY—(Continued)			
	Leslie	5,000	4,800	96
	Lewis	5,100	5,000	98
	Mc Creary	5,300	5,100	97
	Marion	5,900	5,800	98
	Metcalfe	3,500	3,400	97
	Russell	5,400	5,300	98
	Spencer	2,200	2,200	100
	OHIO			
	Brown	11,400	11,100	97

WKYT-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY—(Continued)			
	Carter	8,700	8,600	99
	Clinton	3,400	3,300	97
	Elliott	2,500	2,500	100
	Floyd	17,600	17,300	98
	Grant	4,700	4,600	98
	Hardin	26,500	26,300	99
	Johnson	8,900	8,700	98
	Letcher	10,900	10,600	97
	Mc Creary	5,300	5,100	97
	Pendleton	4,000	4,000	100
	Russell	5,400	5,300	98
	Shelby	8,300	8,200	99
	OHIO			
	Brown	11,400	11,100	97

WAVE-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY—(Continued)			
	Metcalfe	3,500	3,400	97
	Ohio	7,900	7,800	99
	Rockcastle	5,000	4,800	96
	Russell	5,400	5,300	98
	Wayne	6,300	6,100	97

WPSD-TV, Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Muhlenberg	11,700	11,600	99
	Webster	5,700	5,600	98
	MISSOURI			
	Iron	4,100	3,900	96
	Madison	4,400	4,300	98
	Pemiscot	8,900	8,600	97
	Perry	6,100	5,900	98
	Reynolds	2,900	2,700	95
	Ripley	4,900	4,600	94
Ste Genevieve	5,400	5,300	98	
Washington	6,400	6,300	98	
TENNESSEE				
Benton	6,000	5,900	98	
Chester	4,500	4,400	98	
Dyer	13,200	13,000	98	
Gibson	18,700	18,500	99	

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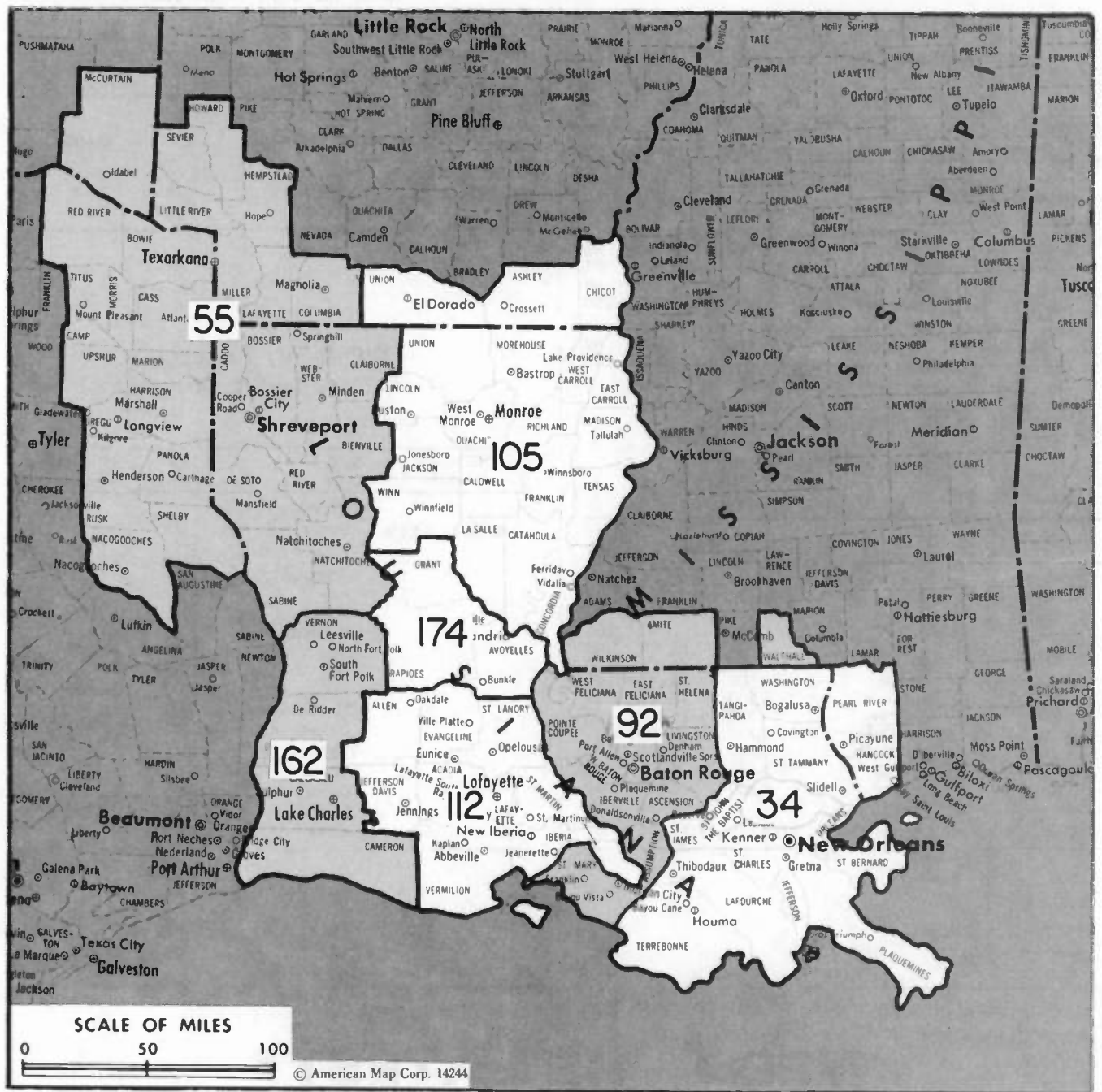
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Louisiana



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
New Orleans, La.	606,500	34	366,000	32	WDSU-TV (6), WGN0-TV (26), WVUE (8), WWL-TV (4)
Shreveport, La.-Texarkana, Tex.	440,500	55	258,000	54	KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Baton Rouge, La.	243,300	92	158,000	85	WAFB-TV (9), WBRZ (2), WRBT (33)
Monroe, La.-El Dorado, Ark.	196,100	105	113,000	105	KARD (14), KN0E-TV (8), KTVE (10)
Lafayette, La.	183,300	112	125,000	97	KADN (15), KATC (3), KLFY-TV (10)
Lake Charles, La.	90,300	162	40,000	164	KPLC-TV (7), KVHP (29)
Alexandria, La.	67,500	174	38,000	168	KALB-TV (5), KLAX-TV (31)

Louisiana Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	14	6	20
Educational Television Stations	2	5	7
			27

Louisiana—Alexandria

KALB-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

Latitude 31° 02' 15"
Longitude 92° 29' 45"

Transmitter: Forest Hill, La.

News Service: AP.

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

FM Affiliate: KTIZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

Network Service: NBC, ABC.

Licensee: Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, La. 71301.

Studio: 605-21 Washington St.

Telephone: 318-445-2456. TWX: 510-976-5709.

Ownership: T. B. Lanford Estate, 68%; Bill L. Fox, 16%; Sylvan Fox, 16%. Lanford estate owns 100% of KLST(TV), San Angelo, Tex.; KALB & KITZ(FM), Alexandria, La.; WYOU(AM), Tampa, Fla.; 13.8% of KNAZ-TV, Flagstaff, Ariz.

Began Operation: Sept. 29, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

ROBERT E. MILLER, vice president & general manager.
BERT CHAUDOIR, asst. gen. mgr. & general sales manager.
LESLEY GOLMON, national sales manager.
DOWELL BUSHNELL, sales manager.
FRANCES MILLETT, program director.
JIMMIE FOX, manager of creative services & promotion.
WILLIAM T. HOLT, chief engineer.

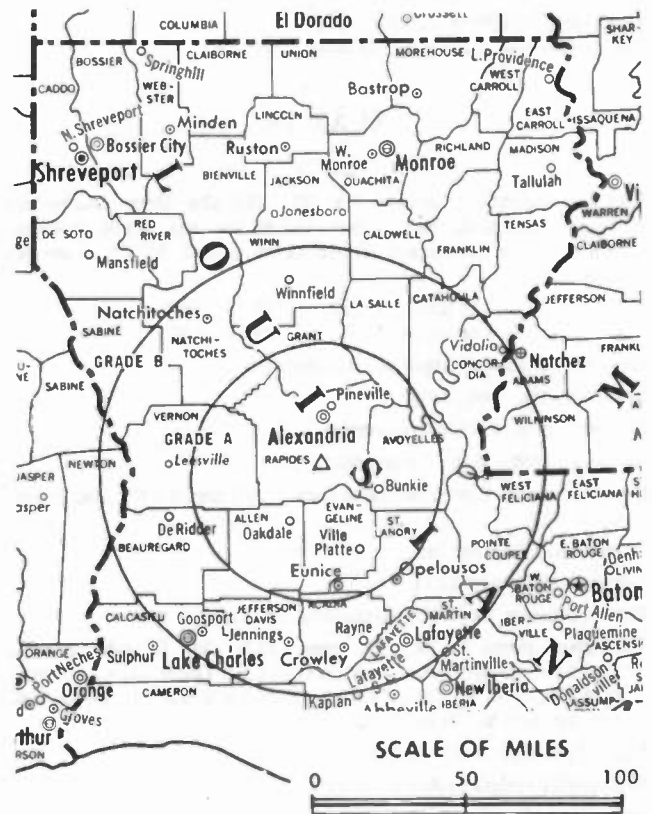
Highest One Hour Rate: \$1300.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	LOUISIANA				
		Allen	7,600	7,400	97
		Avoyelles	14,300	13,900	98
		Catahoula	4,400	4,200	95
		Concordia	8,000	7,700	96
		Evangeline	11,700	11,300	97
		Grant	6,200	6,000	97
		La Salle	6,500	6,300	97
		Natchitoches	14,200	13,700	96
		Rapides	47,400	46,700	99
		St Landry	28,100	27,300	97
		Vernon	16,800	16,300	97
		Winn	6,300	6,100	97
		MISSISSIPPI			
		Adams	13,100	12,800	98
		Wilkinson	3,200	3,100	97



KALB-TV BPCT-3449 Granted 1/13/65

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	LOUISIANA				
		Acadia	18,900	18,500	98
		Beauregard	10,400	10,100	97
		Jackson	6,400	6,300	98
		Lafayette	55,900	55,200	99
		Sabine	9,800	9,400	96
Between 5-24%	TEXAS				
		Sabine	3,600	3,400	96
		LOUISIANA			
		Bienville	6,000	5,800	97
		Caldwell	4,200	4,100	98
		Franklin	8,400	8,200	98
		Iberia	20,900	20,600	99
		Jefferson Davis	10,900	10,700	98
		Pointe Coupee	8,200	8,000	98
		Red River	3,800	3,700	97
		St Martin	13,100	12,900	98
		St Mary	21,100	20,800	99
	Tensas	2,900	2,800	97	
	Vermilion	17,100	16,900	99	
Station Totals	MISSISSIPPI				
		Franklin	2,900	2,800	97
		Jefferson	2,800	2,700	96
Net Weekly Circulation (1983)	TEXAS				
		Newton	4,900	4,700	96
		Station Totals	422,600	412,900	97
Net Weekly Circulation (1983)				207,000	
Average Daily Circulation (1983)				120,100	

Louisiana—Alexandria

KLAX-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1619.8-kw max. visual, 161.98-kw max. aural. Antenna: 204-ft. above av. terrain, 250-ft. above ground, 332-ft. above sea level.

Latitude 31° 18' 58"
Longitude 92° 29' 00"

Transmitter: 1811 England Dr., Alexandria.

News Services: CNN, UPI.

Satellite Earth Station: In operation.

Network Service: None, Independent.

Grantee: Cypress Communications Corp., 1811 England Dr., Alexandria, La. 71303.

Studio: 1811 England Dr.

Telephone: 318-473-2231.

Mailing Address: Box 8818, Alexandria, La. 71306.

Ownership: James C. Richards, pres., 22%; Ben D. Johnson, v.p., 12.5%; A. Mixon Bankston Jr., treas., L. G. Taylor, secy., James A. Bankston & A. D. Taylor Estate, 15% each; John R. Boyle, 5%. Johnson owns WXOK(AM) Baton Rouge, La.

Began Operation: March 3, 1983.

Represented (sales) by Avery-Knodel.

Represented (legal) by Sells & Gregory.

Personnel:

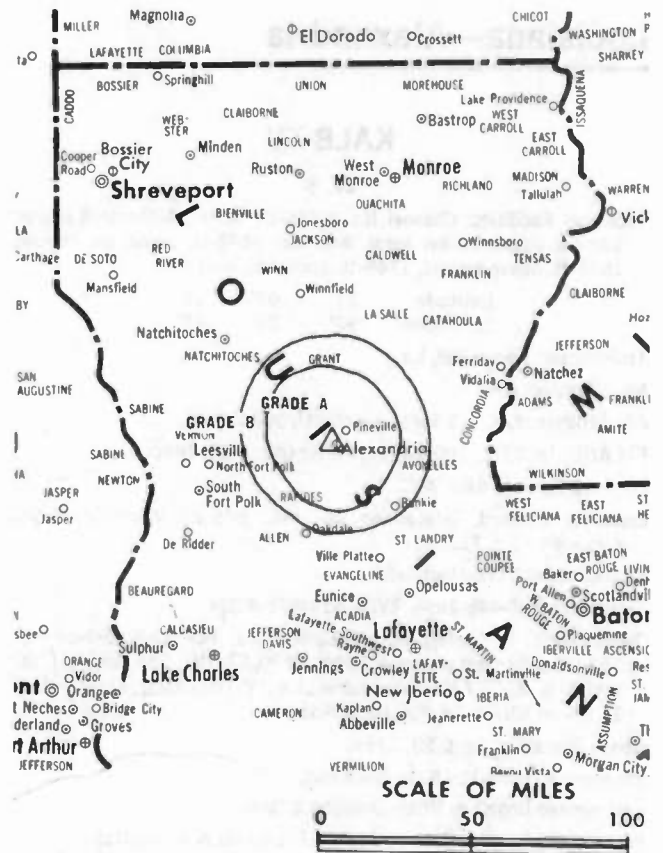
JAMES RICHARDS, general manager.

SUSAN WHATLEY, program director.

FRANK J. COE, promotion director.

BILL DAY, farm director.

Rates: Not available.



KLAX-TV BMPCT-820602KF Granted 8/31/82 © American Map Corp. 14244

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Louisiana—Baton Rouge

WAFB-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

News Services: AP, UPI.

FM Affiliate: WAFB-FM, 100-kw, 98.1 MHz (No. 251), 1550-ft.

Network Service: CBS.

Licensee: Guaranty Bcstg. Corp., Box 2671, Baton Rouge, La. 70821.

Studio: 844 Government St.

Telephone: 504-383-9999. TWX: 510-993-3406.

Mailing Address: Box 2671, Baton Rouge, La. 70821.

Ownership: Guaranty Broadcasting Corp., 100%.

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

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- TOM E. GIBBENS, president & general manager.
- MERVYN RHYS, v.p. & commercial manager.
- DONALD K. ALLAN, v.p., chief engineer & operations manager.
- ED LAMY JR., v.p., program director.
- MARGIE LARSON, v.p., promotion & merchandising director.
- CARLTON CREMEENS, v.p., news director.
- BILLY TAYLOR, asst. v.p. & dir. of minority affairs.

Highest 30 Sec. Rate (May 1982): \$825.

NETWORK BASE HOURLY RATE: \$845.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	16,800	16,400	98
	Assumption	6,800	6,600	97
	Avoyelles	14,300	13,900	98
	East Baton Rouge	135,600	134,100	99
	East Feliciana	5,400	5,200	96
	Iberia	20,900	20,600	99
	Iberville	10,000	9,800	98
	Livingston	20,500	20,000	98
	Pointe Coupee	8,200	8,000	98
	St Helena	3,100	3,000	97
	St James	6,400	6,300	98
	St Martin	13,100	12,900	98
	St Mary	21,100	20,800	99
	Tangipahoa	27,800	27,200	98
	West Baton Rouge	6,100	6,000	98
	West Feliciana	2,600	2,500	96
	MISSISSIPPI			
	Amite	4,400	4,300	98



WAFB-TV BPCT-3437 Granted 1/22/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pike	12,800	12,600	98
	Wilkinson	3,200	3,100	97
Between 25-49%	LOUISIANA			
	Lafayette	55,900	55,200	99
	Lafourche	27,400	27,100	99
	St John The Baptist	10,400	10,200	98
	St Landry	28,100	27,300	97
	Terrebonne	32,200	31,700	98
	Vermilion	17,100	16,900	99
	MISSISSIPPI			
	Walthall	4,700	4,600	98
	Between 5-24%	LOUISIANA		
Acadia		18,900	18,500	98
Allen		7,600	7,400	97
Concordia		8,000	7,700	96
Evangeline		11,700	11,300	97
Jefferson Davis		10,900	10,700	98
La Salle		6,500	6,300	97
St Charles		12,700	12,500	98
Washington		15,900	15,500	97
MISSISSIPPI				
Adams	13,100	12,800	98	
Franklin	2,900	2,800	97	
Lincoln	10,600	10,400	98	
Pearl River	11,600	11,400	98	
Station Totals		645,300	633,600	98
Net Weekly Circulation (1983)			365,600	
Average Daily Circulation (1983)			215,200	

Louisiana—Baton Rouge

WBRZ

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1682-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

Latitude 30° 17' 49"
Longitude 91° 11' 40"

Transmitter: Plaquemine Point, La.

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

FM Affiliate: WFMF, 100-kw, 102.5 MHz (No. 251), 730-ft.

News Services: AP, UPI, ABC.

Satellite Earth Station: Transmit/receive, Scientific-Atlanta; 10-meter.

Network Service: ABC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906, Baton Rouge, La. 70821.

Studio: 1650 Highland Rd. 70802.

Telephone: 504-387-2222. TWX: 504-993-3576.

Mailing Address: Box 2906, Baton Rouge, La. 70821.

Ownership: Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, 0.333%; Charles P. Manship Jr., 0.333%. Baton Rouge Bcstg. ownership: Douglas L. Manship, pres., 35%; Charles P. Manship Jr., secy.-treas., 35%; Douglas L. Manship Jr., Richard F. Manship, David C. Manship, 10% each. WBRZ officers: Douglas L. Manship, pres. & chairman; Charles P. Manship Jr., secy.-treas. Louisiana TV Bcstg. also owns WXCL & WKQA(FM), Peoria-Pekin, Ill. Note: Douglas L. & Charles P. Manship also own KRGV-TV-AM, Weslaco, Tex.

Began Operation: April 14, 1955.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

DOUGLAS L. MANSHIP, president
RICHARD MANSHIP, general manager.
ROBERT J. HEADLEE, asst. general manager & dir. of sales.
PATRICIA L. CHERAMIE, general sales manager.
WILLIAM YORDY, chief engineer.
JAMIE POLITZ, public affairs & personnel director.
JIM PRIMEAUX, promotion manager.
RAYMOND J. DRAGO, production manager.
JOHN SPAIN, news director.

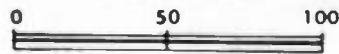
Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	LOUISIANA				
		Ascension	16,800	16,400	98
		Assumption	6,800	6,600	97
		Avoyelles	14,300	13,900	98
		Concordia	8,000	7,700	96
		East Baton Rouge	135,600	134,100	99
		East Feliciana	5,400	5,200	96
		Iberia	20,900	20,600	99
		Iberville	10,000	9,800	98
		Livingston	20,500	20,000	98
		Pointe Coupee	8,200	8,000	98
		St Helena	3,100	3,000	97
		St James	6,400	6,300	98
		St Martin	13,100	12,900	98
		St Mary	21,100	20,800	99
		Tangipahoa	27,800	27,200	98
	West Baton Rouge	6,100	6,000	98	



SCALE OF MILES



WBRZ BPCT-4173 Granted 3/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	West Feliciana	2,600	2,500	96
	MISSISSIPPI			
	Adams	13,100	12,800	98
	Amite	4,400	4,300	98
	Pike	12,800	12,600	98
	Wilkinson	3,200	3,100	97
Between 25-49%	LOUISIANA			
	Catahoula	4,400	4,200	95
	Lafayette	55,900	55,200	99
	Lafourche	27,400	27,100	99
	Rapides	47,400	46,700	99
	St John The Baptist	10,400	10,200	98
	St Landry	28,100	27,300	97
	Terrebonne	32,200	31,700	98
	Washington	15,900	15,500	97
		MISSISSIPPI		
	Franklin	2,900	2,800	97
	Walthall	4,700	4,600	98
Between 5-24%	LOUISIANA			
	Acadia	18,900	18,500	98
	Allen	7,600	7,400	97
	Evangeline	11,700	11,300	97
	La Salle	6,500	6,300	97
	Richland	7,400	7,200	97
	St Charles	12,700	12,500	98
	St Tammany	40,600	40,000	99
	Vermilion	17,100	16,900	99
		MISSISSIPPI		
	Jefferson	2,800	2,700	96
	Lincoln	10,600	10,400	98
	Pearl River	11,600	11,400	98
Station Totals		737,000	723,700	98
Net Weekly Circulation (1983)			417,400	
Average Daily Circulation (1983)			249,000	

Louisiana—Baton Rouge

WRBT

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1014-kw max. & 871-kw horizontal visual, 101.4-kw max. & 86.9-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1030-ft. above ground, 1050-ft. above sea level.

Latitude 30° 22' 22"
Longitude 91° 12' 15"

Transmitter: 1.35-mi. E of River Rd. in Sect. 46, T8S, R1W.

News Service: AP.

Satellite Earth Stations: Microdyne; Utah Scientific receivers.

Network Service: NBC.

Licensee: Rush Bcstg. Corp., 5220 Essen Lane, Baton Rouge, La.

Studio: 5220 Essen Lane, Baton Rouge 70808.

Mailing Address: Box 14685, Baton Rouge 70808.

Telephone: 504-766-3233.

Ownership: Cyril E. Vetter, pres., 100%.

Began Operation: Oct. 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Gardner, Carton & Douglas.

Represented (engineering) by Phillip W. Cary.

Personnel:

CYRIL E. VETTER, president & general manager.
SALLY L. BRINKLEY, vice president & corporate counsel.
WILLIAM HATHORN, vice president & general sales manager.
COURTNEY B. WESTBROOK, vice president, administration.
JOYCE HARVEY, program director.
BOB NEESE, news assignments director.
VAN L. PENTECOST, chief engineer.
FELTON COLEMAN, public affairs manager.
ED LAKIN, promotion manager.
LARRY DIETZ, production manager.

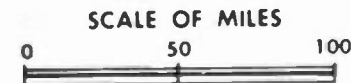
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (Jan. 1, 1983): \$500.

NETWORK BASE HOURLY RATE: \$375.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	16,800	16,400	98
	Assumption	6,800	6,600	97
	East Baton Rouge	135,600	134,100	99
	East Feliciana	5,400	5,200	96
	Iberia	20,900	20,600	99
	Iberville	10,000	9,800	98
	Livingston	20,500	20,000	98
	Pointe Coupee	8,200	8,000	98



WRBT BNPCT-7119 Granted 2/4/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Mary	21,100	20,800	99
	West Baton Rouge	6,100	6,000	98
	West Feliciana	2,600	2,500	96
Between 25-49%	LOUISIANA			
	St Helena	3,100	3,000	97
	St Martin	13,100	12,900	98
Between 5-24%	LOUISIANA			
	Acadia	18,900	18,500	98
	Avoyelles	14,300	13,900	98
	Lafourche	27,400	27,100	99
	St James	6,400	6,300	98
	St John The Baptist	10,400	10,200	98
	St Landry	28,100	27,300	97
	Tangipahoa	27,800	27,200	98
	Terrebonne	32,200	31,700	98
	MISSISSIPPI			
Amite	4,400	4,300	98	
Wilkinson	3,200	3,100	97	
Station Totals		443,300	435,500	98
Net Weekly Circulation (1983)			224,900	
Average Daily Circulation (1983)			118,500	

Louisiana—Lafayette

KADN

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 282-kw max. & 166-kw horizontal visual, 29.5-kw aural. Antenna: 210-ft. above av. terrain, 228-ft. above ground, 260-ft. above sea level.

Latitude 30° 13' 18"
Longitude 92° 03' 50"

Holds CP for change to 1318-kw max. & 631-kw horizontal visual, 132-kw max. & 63.1-kw horizontal aural, 1180-ft. above av. terrain, 1209-ft. above ground, 1249-ft. above sea level, lat. 30° 21' 44", long. 92° 12' 53"; transmitter to 3-mi. S of Church Point.

Transmitter: 117 N. Easy St., Lafayette.

News Services: INN, CNN Headline News, Western Union.

Satellite Earth Stations: Scientific-Atlanta; 4.6-meter.

Network Service: None, independent.

Grantee: KADN Broadcasting Inc., 1506 Eraste Landry Rd., Lafayette, La. 70506.

Studio: 1500 Eraste Landry Rd., Lafayette, La. 70506.

Telephone: 318-237-1500.

Ownership: Sound Electronics Inc., 100%. Charles Chatelain, 55%; W. Bryan Welborn, 45%. Sound Electronics holds a Business Radio Service license.

Began Operation: Feb. 27, 1980.

Represented (sales) by Unirep

Represented (legal) by Mullin, Rhyne, Emmons & Topel.

Represented (engineering) by Smith & Powstenko.

Personnel:

CHARLES CHATELAIN, president & general manager.

EDDIE BLANCHARD, station manager.

BRYAN WELBORN, program director.

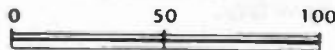
Highest 30 Sec. Rate: \$123.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA Lafayette	55,900	55,200	99



SCALE OF MILES



KADN BPCT-780919KF Granted 6/12/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA Acadia	18,900	18,500	98
	Iberia	20,900	20,600	99
	St Martin	13,100	12,900	98
	Vermilion	17,100	16,900	99
Between 5-24%	LOUISIANA Evangeline	11,700	11,300	97
	Jefferson Davis	10,900	10,700	98
	St Landry	28,100	27,300	97
Station Totals		176,600	173,400	98
Net Weekly Circulation (1983)			64,600	
Average Daily Circulation (1983)			23,600	

Louisiana—Lafayette

KATC

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.1"

Longitude 92° 22' 14.9"

Transmitter: .25-mi. SW of city limits.

News Services: ABC, NIWS.

Network Service: ABC.

Licensee: The Abellor Corp.

Studio: 1103 Eraste Landry Rd. 70501.

Mailing Address: Box 3347, Lafayette, La. 70502.

Telephone: 318-232-6111. TWX: 510-975-5043.

Ownership: Loyola University, 100%. See WWL-TV, New Orleans, La.

Began Operation: September 19, 1962. Sale to present owner approved by FCC April 29, 1982.

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

WILLIAM A. PATTON, general manager.

JOHN S. PELA, director of broadcast operations.

JAMES M. REARDON, director of sales.

Highest 30 Sec. Rate: \$390.

NETWORK BASE HOURLY RATE: \$575.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	18,900	18,500	98
	Allen	7,600	7,400	97
	Avoyelles	14,300	13,900	98
	Beauregard	10,400	10,100	97
	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
	Evangeline	11,700	11,300	97
	Iberia	20,900	20,600	99
	Jefferson Davis	10,900	10,700	98
	Lafayette	55,900	55,200	99
	Rapides	47,400	46,700	99
	St Landry	28,100	27,300	97
	St Martin	13,100	12,900	98
	St Mary	21,100	20,800	99
Vermilion	17,100	16,900	99	



KATC BPCT-5012 Granted 4/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Vernon	16,800	16,300	97
Between 5-24%	LOUISIANA			
	Assumption	6,800	6,600	97
	Catahoula	4,400	4,200	95
	Concordia	8,000	7,700	96
	Grant	6,200	6,000	97
	La Salle	6,500	6,300	97
	Pointe Coupee	8,200	8,000	98
TEXAS	Newton	4,900	4,700	96
	Station Totals	402,700	394,800	98
Net Weekly Circulation (1983)			271,600	
Average Daily Circulation (1983)			153,700	

Louisiana—Lafayette

KLFY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

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

Holds CP for change to 316-kw visual, 31.6-kw aural, 1740-ft. above av. terrain. BPCT-791231KG.

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

News Service: AP.

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

Network Service: CBS.

Licensee: Texoma Broadcasters Inc., Box 90665, Lafayette, La. 70509.

Studio: 2410 Eraste Landry Road, Box 90665, Lafayette 70509.

Telephone: 318-981-4823. TWX: 510-975-5052.

Ownership: M. N. Bostick, 29.972%; Texas Bcstg., 23.225%; Hilton E. Howell & Ross M. Sams, 9.972% each; W. W. Callan, 7.824%; Robert E. Levy, 6.915%; Thomas D. Stribling, 6.378%; George & Ellender Chase, 3.594% jointly; W. Woody Callan Jr. & Diana C. Braswell, 1.074% each. For other interests, see KWTX-TV, Waco.

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vol. 4:48; 5:6).

Represented (sales) by Seltel Inc.

Represented (legal) by Cordon & Jacob.

Personnel:

THOMAS G. PEARS, general manager.

TERRY DOVER, operations manager.

DAVE HEBERT, chief engineer.

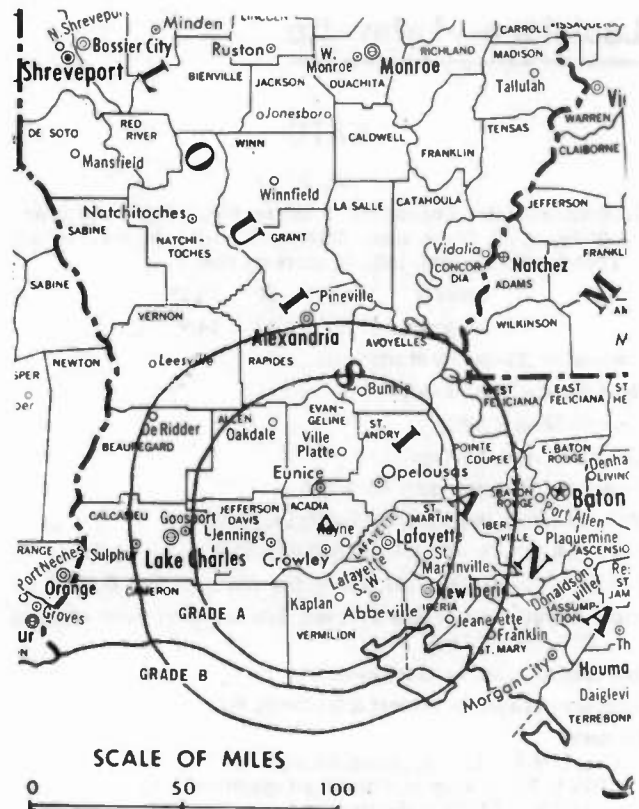
Highest One Hour Rate (April 25, 1983): \$1800.

Highest 30 Sec. Rate (April 25, 1983): \$670.

NETWORK BASE HOURLY RATE: \$1490.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	18,900	18,500	98
	Allen	7,600	7,400	97
	Avoyelles	14,300	13,900	98
	Beauregard	10,400	10,100	97
	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
	Evangeline	11,700	11,300	97
	Iberia	20,900	20,600	99
	Jefferson Davis	10,900	10,700	98
	Lafayette	55,900	55,200	99
	Rapides	47,400	46,700	99



KLFY-TV BPCT-791231KG Granted 7/28/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Landry	28,100	27,300	97
	St Martin	13,100	12,900	98
	Vermillion	17,100	16,900	99
	Vernon	16,800	16,300	97
Between 25-49%	LOUISIANA			
St Mary	21,100	20,800	99	
Between 5-24%	LOUISIANA			
	Assumption	6,800	6,600	97
	Catahoula	4,400	4,200	95
	Grant	6,200	6,000	97
	Iberville	10,000	9,800	98
	Lafourche	27,400	27,100	99
	La Salle	6,500	6,300	97
	Natchitoches	14,200	13,700	96
	Pointe Coupee	8,200	8,000	98
	Terrebonne	32,200	31,700	98
West Feliciana	2,600	2,500	96	
MISSISSIPPI	Adams	13,100	12,800	98
	Wilkinson	3,200	3,100	97
Station Totals		492,500	483,100	98
Net Weekly Circulation (1983)			296,500	
Average Daily Circulation (1983)			189,400	

Louisiana—Lake Charles

KPLC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 47"
Longitude 93° 00' 08"

Transmitter: Near Fenton, La.

News Service: AP.

Network Service: NBC.

Licensee: Calcasieu TV & Radio Inc., Box 1488, Lake Charles, La. 70601.

Studio: 320 Division St., Lake Charles 70601

Telephone: 318-439-9071. TWX: 510-971-7570.

Ownership: Calcasieu Television & Radio Inc. G. Russell Chambers, chmn., 100%; Rita S. Guillory, pres.; Jonathan Golden, secy. & corp. counsel.

Began Operation: Sept. 29, 1954. Sale to present owners by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Previous sale to Calcasieu by T. B. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (Television Digest, 4:18, 27).

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by G. Russell Chambers.

Personnel:

G. RUSSELL CHAMBERS, chairman.
RITA GUILLORY, president & general manager.
JERRY GOOS, general sales manager.
AL SMITH, exec, vice president, engineering.

Highest 30 Sec. Rate: \$425.

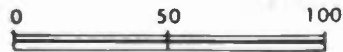
NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA				
50% & Over	Acadia	18,900	18,500	98
	Allen	7,600	7,400	97
	Beauregard	10,400	10,100	97
	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
	Evangeline	11,700	11,300	97
	Jefferson Davis	10,900	10,700	98
	Lafayette	55,900	55,200	99
	Vermilion	17,100	16,900	99
	Vernon	16,800	16,300	97
TEXAS				
	Newton	4,900	4,700	96



SCALE OF MILES



KPLC-TV BPCT-4012 Granted 12/12/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA				
Between 25-49%	St Landry	28,100	27,300	97
	St Martin	13,100	12,900	98
TEXAS				
	Sabine	3,600	3,400	96
LOUISIANA				
Between 5-24%	Avoyelles	14,300	13,900	98
	Iberia	20,900	20,600	99
	Rapides	47,400	46,700	99
	St Mary	21,100	20,800	99
TEXAS				
	Jasper	11,600	11,400	98
	Orange	29,900	29,600	99
Station Totals		407,700	400,400	98
Net Weekly Circulation (1983)				213,200
Average Daily Circulation (1983)				127,000

Louisiana—Lake Charles

KVHP

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"
Longitude 93° 13' 12"

Transmitter: SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

Network Service: None, independent.

Licensee: Lake Charles Electronic Media Inc., 129 W. Prien Lake Rd., Lake Charles, La. 70601.

Studio: 129 W. Prien Lake Rd., Lake Charles, La. 70601.

Telephone: 318-474-1316.

Ownership: Hugh Van Eaton.

Began Operation: Jan. 18, 1983.

Represented (sales) by Seltel Inc.

Represented (legal) by Baraff, Koerner, Olender & Hochberg.

Represented (engineering) by Peter V. Gureckis & Associates.

Personnel:

HERSCHELL HARDESTY, president & general manager.

LARRY CAMPBELL, general sales manager.

Highest 30 Sec. Rate (Sept. 16, 1983): \$55.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	LOUISIANA			
Between 5-24%	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
Station Totals		63,500	62,700	98
Net Weekly Circulation (1983)			5,600	
Average Daily Circulation (1983)			2,300	



KVHP BMPCT-821213KE Granted 3/29/83

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BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave., 60601	(312) 346-6460
WASHINGTON, D.C.	1111 19th St., N.W., 20036	(202) 331-9270
ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Louisiana—West Monroe-Monroe

KARD

(formerly KLAA)

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 79.4-kw aural. Antenna: 600-ft. above av. terrain, 644-ft. above ground, 713-ft. above sea level.

Latitude 32° 30' 21"
Longitude 92° 08' 54"

Holds CP for change to 1050-kw max. & 938-kw horizontal visual, 105-kw max. & 93-kw horizontal aural, 630-ft. above av. terrain.

Transmitter: 701 Parkwood Dr.

News Service: AP.

Network Service: ABC.

Licensee: KLAA Inc., 701 Parkwood Dr., West Monroe, La. 71291.

Studio: 701 Parkwood Dr., West Monroe, La. 71291.

Telephone: 318-388-0114.

Ownership: Kenneth E. Meyer, 29%; George Baldrige, 23.73%; H. C. Wattner, 22.67%; Jane A. Meyer, 2.45%. The Meyers & Baldrige own KMTCTV, Springfield, Mo. Kenneth Meyer has interest in KTXR-FM, Springfield; KFAL & KKCA, Fulton; KBOA & KTM0(FM), Kennett & KLEX, Lexington, all Mo.

Began Operation: Aug. 19, 1967 on Ch. 39 as KUZN-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to present owners approved by FCC Jan. 31, 1978.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Personnel:

KENNETH E. MEYER, president.

JONATHAN WOOD, general sales manager.

RODNEY EVANS, chief engineer.

Highest 30 Sec. Rate: (Jan. 1982): \$175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Caldwell	4,200	4,100	98
	Morehouse	12,100	11,900	98
	Ouachita	50,500	49,800	99
	Richland	7,400	7,200	97
Union	7,600	7,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Franklin	8,400	8,200	98
	Lincoln	13,200	13,000	98
Between 5-24%	ARKANSAS			
	Ashley	9,500	9,300	97
	LOUISIANA			
	Catahoula	4,400	4,200	95
	Jackson	6,400	6,300	98
La Salle	6,500	6,300	97	
Tensas	2,900	2,800	97	
West Carroll	4,500	4,400	98	
Station Totals		137,600	135,000	98
Net Weekly Circulation (1983)			73,300	
Average Daily Circulation (1983)			36,700	

Louisiana—Monroe-El Dorado, Ark.

KTVE

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41.0"
Longitude 92° 13' 40.6"

Transmitter: 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

News Service: AP.

Satellite Earth Station: Planned; 7-meter.

Network Service: NBC.

Licensee: KTVE Inc., Box 791, El Dorado, Ark. 71730.

Studio: 400 W. Main, El Dorado, Ark. 71730.

Telephone: 501-862-6651, El Dorado. TWX: 910-720-7881.

Ownership: Gray Communications Systems Inc. For other interests, see WALB-TV, Albany, Ga.

Began Operation: Dec. 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by William Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & W. M. Bigley approved July 6, 1960 (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 (Vol. 16:34).

Represented (sales) by Seltel Inc.

Personnel:

HUGH ROCHE, vice president & general manager.

PETE SPARKS, chief engineer.

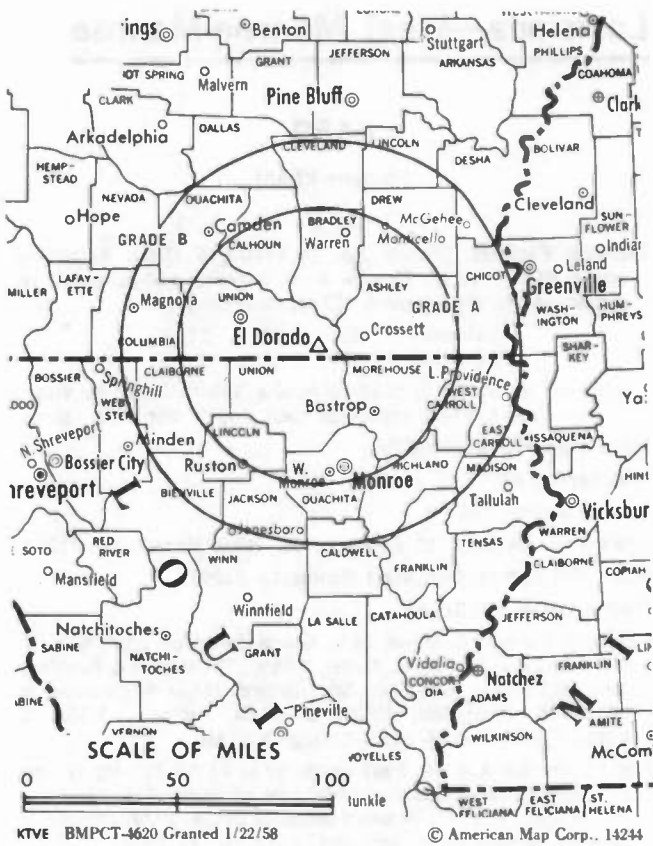
RON SHIPMAN, production manager.

Highest 30 Sec. Rate \$300.

NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
	Ashley	9,500	9,300	97	
	Bradley	5,300	5,200	98	
	Calhoun	2,300	2,200	96	
	Chicot	6,000	5,800	96	
	Union	19,000	18,700	98	
LOUISIANA	Caldwell	4,200	4,100	98	
	Franklin	8,400	8,200	98	
	Lincoln	13,200	13,000	98	
	Morehouse	12,100	11,900	98	
	Ouachita	50,500	49,800	99	
	Richland	7,400	7,200	97	
	Union	7,600	7,500	99	
	West Carroll	4,500	4,400	98	
	ARKANSAS	Columbia	9,800	9,500	97
		Dallas	4,000	3,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Drew	6,500	6,300	97
	Ouachita	11,500	11,200	97
LOUISIANA	Claiborne	6,400	6,200	97
	East Carroll	3,600	3,500	97
	Jackson	6,400	6,300	98
	Madison	5,200	5,000	96
	MISSISSIPPI	Washington	23,700	23,100
ARKANSAS	Cleveland	3,000	2,900	97
	Desha	6,900	6,700	97
	Miller	14,000	13,800	98
	LOUISIANA	Bienville	6,000	5,800
La Salle	6,500	6,300	97	
Tensas	2,900	2,800	97	
Webster	16,200	15,900	98	
Winn	6,300	6,100	97	
MISSISSIPPI	Bolivar	13,600	13,200	97
	Sunflower	9,700	9,400	97
	Warren	18,300	18,000	98
Station Totals		330,500	323,200	97
Net Weekly Circulation (1983)			162,900	
Average Daily Circulation (1983)			82,300	

Louisiana—Monroe-West Monroe

KNOE-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-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.

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

FM Affiliate: KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

News Services: AP, UPI, CBS, CNN II, World Weather Service.

Network Service: CBS.

Licensee: NOE Enterprises Inc., Box 4067, Monroe 71211.

Studio: Knoe Rd.

Telephone: 318-322-8155. TWX: 510-977-5384.

Mailing Address: Box 4067, Monroe 71211.

Ownership: Noe Enterprises Inc., 100%. Also owns WNOE-AM-FM, New Orleans.

Began Operation: Sept. 27, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JAMES A. NOE JR., president & general manager.
PAUL BROWN, manager.
LLOYD VOORHEES, local & regional sales manager.
ALLEN JONES, national sales manager & personnel director.
JACK McCALL, program director.
RAY BOYD, head of engineering & technical director.
PATRICIA TANNER, head of sales service, promotion & copy.
ANSEL SMITH, operations & production manager.
KEN BOOTH, news director.
LEON NOLAND JR., chief photographer.
FREDDY ROBERTS, chief engineer.

Highest One Hour Rate (July 1983): \$1725.

Highest 30 Sec. Rate (July 1983): \$410.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Ashley	9,500	9,300	97
	Chicot	6,000	5,800	96
	Union	19,000	18,700	98
	LOUISIANA			
	Bienville	6,000	5,800	97
	Caldwell	4,200	4,100	98
	Catahoula	4,400	4,200	95
	Concordia	8,000	7,700	96
	East Carroll	3,600	3,500	97
Franklin	8,400	8,200	98	
Grant	6,200	6,000	97	
Jackson	6,400	6,300	98	
La Salle	6,500	6,300	97	
Lincoln	13,200	13,000	98	
Madison	5,200	5,000	96	
Morehouse	12,100	11,900	98	
Natchitoches	14,200	13,700	96	
Ouachita	50,500	49,800	99	
Rapides	47,400	46,700	99	
Richland	7,400	7,200	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tensas	2,900	2,800	97
	Union	7,600	7,500	99
	West Carroll	4,500	4,400	98
	Winn	6,300	6,100	97
	MISSISSIPPI			
	Adams	13,100	12,800	98
Between 25-49%	ARKANSAS			
	Bradley	5,300	5,200	98
	LOUISIANA			
	Clalborne	6,400	6,200	97
	MISSISSIPPI			
	Claiborne	3,900	3,800	97
	Franklin	2,900	2,800	97
	Issaquena	800	800	100
	Jefferson	2,800	2,700	96
	Warren	18,300	18,000	98
Between 5-24%	ARKANSAS			
	Calhoun	2,300	2,200	96
	Desha	6,900	6,700	97
	Drew	6,500	6,300	97
	LOUISIANA			
	Avoyelles	14,300	13,900	98
	Sabine	9,800	9,400	96
	Vernon	16,800	16,300	97
	West Felciana	2,600	2,500	96
	MISSISSIPPI			
Washington	23,700	23,100	98	
Wilkinson	3,200	3,100	97	
Yazoo	9,100	8,900	98	
Station Totals		408,200	398,700	97
Net Weekly Circulation (1983)			263,200	
Average Daily Circulation (1983)			187,100	

Louisiana—New Orleans

WDSU-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 932-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01.0"
Longitude 89° 57' 28.5"

Transmitter: Tournefort St., Chalmette, La.

News Services: AP, UPI, CNN II.

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

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., 520 Royal St., New Orleans, La. 70130.

Studio: 520 Royal St., New Orleans, La. 70130.

Telephone: 504-527-0666. TWX: 504-822-6166.

Ownership: See Group Ownership of TV Stations.

Began Operation: Dec. 18, 1948. Sale to present owner by Royal Street Corp. approved by FCC Nov. 29, 1972. (Television Digest, Vol. 12:15, 49).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

MICHAEL J. CORKEN, vice president & general manager.
RICHARD HERD, general sales manager.
EARLE CONNORS, chief engineer.
LARRY PRICE, news director.
EVAN WIGGINS, operations manager.
ROD CARTIER, program director.
CAROL KISSEL, business manager.
SHELLEY HOBSON, promotion director.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: Not available.

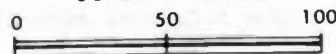
NETWORK BASE HOURLY RATE: \$1947.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	6,800	6,600	97
	Jefferson	171,000	169,800	99
	Lafourche	27,400	27,100	99
	Orleans	209,800	207,200	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,300	22,200	100
	St Charles	12,700	12,500	98
	St James	6,400	6,300	98
	St John The Baptist	10,400	10,200	98
	St Tammany	40,600	40,000	99
	Tangipahoa	27,800	27,200	98
	Terrebonne	32,200	31,700	98



SCALE OF MILES



WDSU-TV BPCT-2034 Granted 11/10/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	15,900	15,500	97
	MISSISSIPPI			
	Hancock	8,900	8,800	99
	Harrison	55,500	55,000	99
	Pearl River	11,600	11,400	98
Between 25-49%	LOUISIANA			
	St Mary	21,100	20,800	99
	MISSISSIPPI			
	Jackson	40,800	40,400	99
	Stone	3,300	3,200	97
	Walthall	4,700	4,600	98
Between 5-24%	LOUISIANA			
	Ascension	16,800	16,400	98
	Livingston	20,500	20,000	98
	St Helena	3,100	3,000	97
	MISSISSIPPI			
	Amite	4,400	4,300	98
Marion	9,000	8,800	98	
Pike	12,800	12,600	98	
Station Totals		803,900	793,600	98
Net Weekly Circulation (1983)			621,600	
Average Daily Circulation (1983)			355,200	

Louisiana—New Orleans

WGNO-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2690-kw max. & 1100-kw horizontal visual, 269-kw max. aural. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"
Longitude 89° 56' 58"

Transmitter: Paris Rd. & Bayou Bienvenue, New Orleans.

News Service: AP.

Network Service: None, independent.

Licensee: WGNO Inc., 2 Canal St., New Orleans, La. 70130.

Studio: International Trade Mart, 2 Canal St., New Orleans, La. 70130.

Telephone: 504-581-2600. TWX: 810-954-6158.

Ownership: Tribune Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 14, 1967. Sale to Tribune Bcstg. Co. by General Media Corp. approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et al., approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

Represented (sales) by Petry Television Inc.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

Represented (engineering) by Edward F. Lörentz & Associates.

Personnel:

JAMES C. DOWDLE, president.
DEAN WARD, vice president & general manager.
JOHN CURREN, general sales manager.
PAUL KRIMSIR, program & promotion manager.
JIM GLASS, chief engineer.
STEVE MOHAMMED, business manager.
MEL LEAVITT, news & public affairs manager.
BOB GREMILLION, production manager.

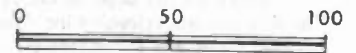
Highest 30 Sec. Rate (May 1, 1982): \$280.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	171,000	169,800	99
	Lafourche	27,400	27,100	99
	Orleans	209,800	207,200	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,300	22,200	100
	St Charles	12,700	12,500	98
	St James	6,400	6,300	98
	St John The Baptist	10,400	10,200	98



SCALE OF MILES



WGNO-TV BPCT-790523KE Granted 1/30/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Tammany	40,600	40,000	99
	Terrebonne	32,200	31,700	98
	MISSISSIPPI			
	Hancock	8,900	8,800	99
Between 25-49%	LOUISIANA			
	Assumption	6,800	6,600	97
	St Mary	21,100	20,800	99
	Tangipahoa	27,800	27,200	98
MISSISSIPPI	Harrison	55,500	55,000	99
	Pearl River	11,600	11,400	98
Between 5-24%	LOUISIANA			
	Ascension	16,800	16,400	98
	Livingston	20,500	20,000	98
	Washington	15,900	15,500	97
Station Totals		725,800	716,700	98
Net Weekly Circulation (1983)			396,100	
Average Daily Circulation (1983)			193,700	

Louisiana—New Orleans

WVUE

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"
Longitude 89° 56' 58"

Transmitter: Paris Rd., near Chalmette, La.

News Services: AP, NIWS, ABC.

Satellite Earth Station: Scientific-Atlanta; 9.3-meter.

Network Service: ABC.

Licensee: Gaylord Broadcasting Co., Box 25125, Oklahoma City, Okla. 73125.

Studio: 1025 S. Jefferson Davis Parkway, New Orleans, La. 70125.

Telephone: 504-486-6161.

Ownership: Gaylord Bcstg. Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vol. 14:51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 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). Switched to Ch. 8 June 8, 1970. Sale to present owner approved by FCC June 30, 1977 (Vol. 16:26; 17:28).

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- JACK C. LONG, vice president & general manager.
- BEN CANADA, general sales manager.
- DONALD B. WILBURN, program manager.
- RICH BRASE, promotion manager.
- JOHN MAYBIN, national sales manager.
- JOANNE HILTON, local sales manager.
- ROBERT NUNEZ, chief engineer.
- RON HUNTER, news director.

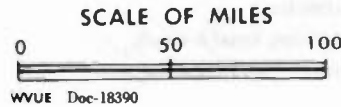
Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate (July 1, 1983): \$1400.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	171,000	169,800	99
	Lafourche	27,400	27,100	99
	Orleans	209,800	207,200	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,300	22,200	100
	St Charles	12,700	12,500	98
	St James	6,400	6,300	98
	St John The Baptist	10,400	10,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Tammany	40,600	40,000	99
	Tangipahoa	27,800	27,200	98
	Terrebonne	32,200	31,700	98
	Washington	15,900	15,500	97
MISSISSIPPI				
	Hancock	8,900	8,800	99
	Harrison	55,500	55,000	99
	Pearl River	11,600	11,400	98
LOUISIANA				
Between 25-49%	Assumption	6,800	6,600	97
	St Mary	21,100	20,800	99
MISSISSIPPI				
	Pike	12,800	12,600	98
	Walthall	4,700	4,600	98
LOUISIANA				
Between 5-24%	Ascension	16,800	16,400	98
	Livingston	20,500	20,000	98
	St Helena	3,100	3,000	97
	West Baton Rouge	6,100	6,000	98
MISSISSIPPI				
	Amite	4,400	4,300	98
	Jackson	40,800	40,400	99
	Marion	9,000	8,800	98
	Stone	3,300	3,200	97
Station Totals		810,000	799,600	98
Net Weekly Circulation (1983)			594,300	
Average Daily Circulation (1983)			349,900	

Louisiana—New Orleans

WWL-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

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

FM Affiliate: WAJY-FM, 95-kw, 101.9 MHz (No. 270), 830-ft.

News Services: AP, UPI.

Network Service: CBS.

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

Studio: 1024 N. Rampart St., New Orleans, La. 70176.

Telephone: 504-529-4444.

Ownership: Loyola University. Rev. James Carter, S.J., pres. Loyola also owns KATC(TV), Lafayette, La.

Began Operation: Sept. 7, 1957.

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

J. MICHAEL EARLY, v.p., broadcasting & general manager.

MAURICE GUILLERMAN, station manager.

PHIL JOHNSON, assistant manager.

JERROLD WHALEY, national sales manager.

JAMES DABOVAL, local sales manager.

PASCAL GLAVIANO, finance director.

JIM BOYER, news director.

HUGH BURNEY, chief engineer.

JEAN LUECKE, promotion director.

MICKEY WELLMAN, public affairs director.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$2000.

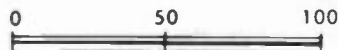
NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	6,800	6,600	97
	Jefferson	171,000	169,800	99
	Lafourche	27,400	27,100	99
	Orleans	209,800	207,200	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,300	22,200	100
	St Charles	12,700	12,500	98
	St James	6,400	6,300	98
	St John The Baptist	10,400	10,200	98
	St Mary	21,100	20,800	99
	St Tammany	40,600	40,000	99
	Tangipahoa	27,800	27,200	98
	Terrebonne	32,200	31,700	98



SCALE OF MILES



WWL-TV BPCT-3071 Granted 11/1/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	15,900	15,500	97
	MISSISSIPPI			
	Hancock	8,900	8,800	99
	Harrison	55,500	55,000	99
	Pearl River	11,600	11,400	98
	Stone	3,300	3,200	97
Walthall	4,700	4,600	98	
Between 25-49%	MISSISSIPPI			
	Jackson	40,800	40,400	99
	Pike	12,800	12,600	98
Between 5-24%	LOUISIANA			
	Ascension	16,800	16,400	98
	Iberia	20,900	20,600	99
	Livingston	20,500	20,000	98
	St Helena	3,100	3,000	97
	MISSISSIPPI			
Amite	4,400	4,300	98	
Forrest	24,200	23,900	99	
Franklin	2,900	2,800	97	
Jones	22,500	22,300	99	
Lamar	8,600	8,500	99	
Lincoln	10,600	10,400	98	
Marion	9,000	8,800	98	
Station Totals		893,600	882,100	98
Net Weekly Circulation (1983)			662,400	
Average Daily Circulation (1983)			469,300	

Louisiana—Shreveport

KSLA-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-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.

News Service: UPI.

Network Service: CBS.

Licensee: VSC Communications Inc., Box 4812, Shreveport, La. 71104.

Studio: 1812 Fairfield Ave., Box 4812, Shreveport 71104.

Telephone: 318-222-1212. TWX: 510-973-4013.

Ownership: Viacom International Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCJF and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to KSLA-TV by Mrs. George et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

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

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WINSTON B. LINAM, general manager.
DAN BATES, vice president & station manager.
BEN B. McLAUGHLIN, sales manager.
DON PIPER, local sales manager.
JOHN RENSHAW, program director.
ROBERT WEIMAR, production manager.
JOHN HITT, chief engineer.
DON OWEN, news director.

Highest 30 Sec. Rate (April 13, 1981): \$1200.

NETWORK BASE HOURLY RATE: \$1150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,500	97
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,000	4,800	97
	Miller	14,000	13,800	98
	Sevier	5,500	5,400	98
	LOUISIANA			
	Bienville	6,000	5,800	97
	Bossier	28,700	28,300	99
	Caddo	95,300	94,000	99
	Claiborne	6,400	6,200	97
	De Soto	9,400	9,100	97
Natchitoches	14,200	13,700	96	
Red River	3,800	3,700	97	
Sabine	9,800	9,400	96	
Webster	16,200	15,900	98	
OKLAHOMA				
Mc Curtain	13,100	12,700	97	
TEXAS				
Bowie	28,700	28,300	99	
Camp	3,700	3,600	97	
Cass	11,000	10,800	98	
Franklin	2,900	2,800	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gregg	38,700	38,200	99
	Harrison	19,000	18,600	98
	Marion	4,200	4,100	98
	Morris	5,500	5,400	98
	Nacogdoches	17,800	17,300	97
	Panola	7,900	7,700	97
	Red River	6,300	6,100	97
	Rusk	15,900	15,600	98
	San Augustine	3,400	3,300	97
	Shelby	9,000	8,800	97
	Titus	8,200	8,000	98
Upshur	11,000	10,800	98	
Between 25-49%	ARKANSAS			
	Nevada	4,100	4,000	98
	LOUISIANA			
	Jackson	6,400	6,300	98
Lincoln	13,200	13,000	98	
TEXAS				
Angelina	23,400	23,000	98	
Cherokee	14,400	14,000	97	
Sabine	3,600	3,400	96	
Between 5-24%	ARKANSAS			
	Calhoun	2,300	2,200	96
	Clark	8,400	8,200	98
	Ouachita	11,500	11,200	97
	Pike	4,100	4,000	98
	Polk	6,600	6,400	97
	Union	19,000	18,700	98
	LOUISIANA			
	Winn	6,300	6,100	97
	TEXAS			
Hopkins	10,000	9,800	98	
Smith	50,000	49,200	98	
Wood	10,000	9,800	98	
Station Totals		641,300	628,200	97
Net Weekly Circulation (1983)			434,500	
Average Daily Circulation (1983)			299,700	

Louisiana—Shreveport-Texarkana, Texas

KTAL-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-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"

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

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

FM Affiliate: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

News Service: AP.

Network Service: NBC.

Licensee: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, Tex.

Studios & Offices: 3227 Summerhill Rd., Texarkana, Tex.; 3150 N. Market St., Shreveport, La. 71107.

Telephones: 214-793-1133, Texarkana; 318-425-2422, Shreveport.

TWX: 510-973-4169 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.93% (Walter E. Hussman individually & as trustee holds 46.8% of Camden News, Betty P. Hussman holds 46.8%); Walter E. Hussman, pres., 20.28%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana; KAMD & KWEH-FM, Camden, Ark.; 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. For cable interests, see WEHCO Video Inc. under Cable Group Ownership.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Covington & Burling.

Personnel:

WALTER E. HUSSMAN, president.

H. LEE BRYANT, vice president & general manager.

DOUG YODER, sales manager.

JEAN BYRD, program director.

JEFF MACATEE, news director.

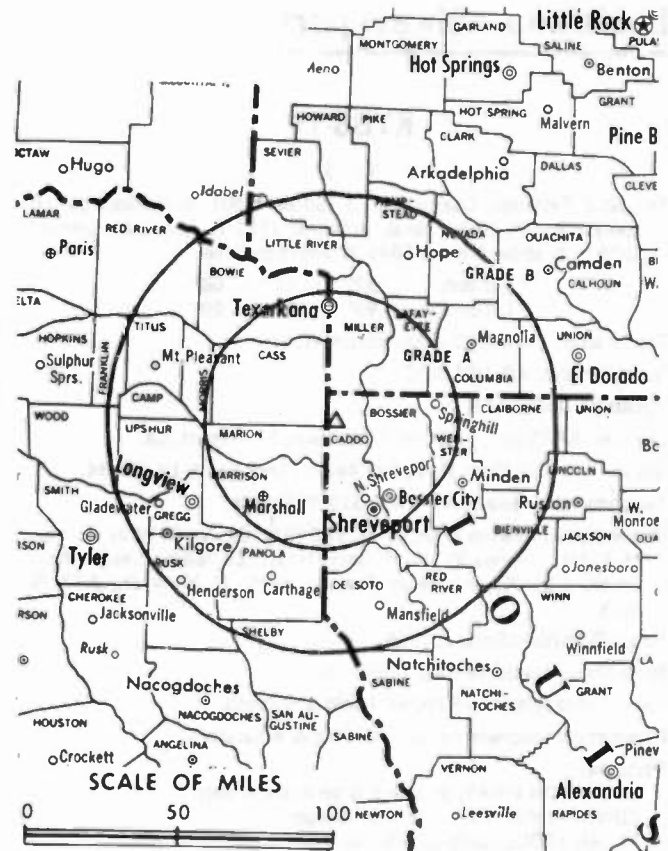
GEORGE TRACY, chief engineer.

Highest 30 Sec. Rate (Jan. 1, 1981): \$500.

NETWORK BASE HOURLY RATE: \$750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,500	97
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,000	4,800	97
	Miller	14,000	13,800	98
	Nevada	4,100	4,000	98
	Sevier	5,500	5,400	98
	LOUISIANA			
	Bienville	6,000	5,800	97
	Bossier	28,700	28,300	99
	Caddo	95,300	94,000	99
	Claiborne	6,400	6,200	97
	De Soto	9,400	9,100	97
	Red River	3,800	3,700	97
	Sabine	9,800	9,400	96
	Webster	16,200	15,900	98
	OKLAHOMA			
	Mc Curtain	13,100	12,700	97
TEXAS				
Bowie	28,700	28,300	99	
Camp	3,700	3,600	97	



KTAL-TV BPCT-1135 Granted 7/24/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cass	11,000	10,800	98
	Franklin	2,900	2,800	96
	Gregg	38,700	38,200	99
	Harrison	19,000	18,600	98
	Marion	4,200	4,100	98
	Morris	5,500	5,400	98
	Nacogdoches	17,800	17,300	97
	Panola	7,900	7,700	97
	Red River	6,300	6,100	97
	Rusk	15,900	15,600	98
	Shelby	9,000	8,800	97
	Titus	8,200	8,000	98
	Upshur	11,000	10,800	98
Between 25-49%	ARKANSAS			
	Ouachita	11,500	11,200	97
	Pike	4,100	4,000	98
	Union	19,000	18,700	98
	LOUISIANA			
	Natchitoches	14,200	13,700	96
TEXAS				
	San Augustine	3,400	3,300	97
	Wood	10,000	9,800	98
Between 5-24%	ARKANSAS			
	Calhoun	2,300	2,200	96
	Polk	6,600	6,400	97
	LOUISIANA			
	Jackson	6,400	6,300	98
	Lincoln	13,200	13,000	98
	Winn	6,300	6,100	97
	OKLAHOMA			
	Choctaw	6,500	6,200	96
	TEXAS			
Cherokee	14,400	14,000	97	
Hopkins	10,000	9,800	98	
Lamar	16,600	15,900	96	
Sabine	3,600	3,400	96	
Smith	50,000	49,200	98	
Station Totals		632,600	619,100	97
Net Weekly Circulation (1983)			400,000	
Average Daily Circulation (1983)			228,100	

Louisiana—Shreveport

KTBS-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-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.

News Services: AP, UPI, ABC.

Network Service: ABC.

Licensee: KTBS Inc., 312 East Kings Hwy., Shreveport, La.

Studio: 312 East Kings Hwy., Box 44227, Shreveport, La. 71134.

Telephone: 318-868-3644. TWX: 510-973-4076.

Ownership: E. Newton Wray, pres., 37.500%; George D. Wray Jr., v.p., 26.388%; Charles W. Wray, secy.-treas., 26.388%; Evelyn Wray Smith, 4.166%; Lois Wray Rowe & Edwin N. Wray Jr., 2.777% each.

Began Operation: Sept. 3, 1955.

Represented (sales) by Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

E. NEWTON WRAY, president & general manager.

EDWIN N. WRAY JR., station manager.

ALLAN STOLL, national sales manager.

ORAL LINK, production manager.

MARVIN L. PERRY JR., program & promotion manager.

DAVE HENDRICKS, chief engineer.

ANDREW PONTZ, news director.

STELLA HALLMAN, traffic manager.

ROSIE JONES, building maintenance manager.

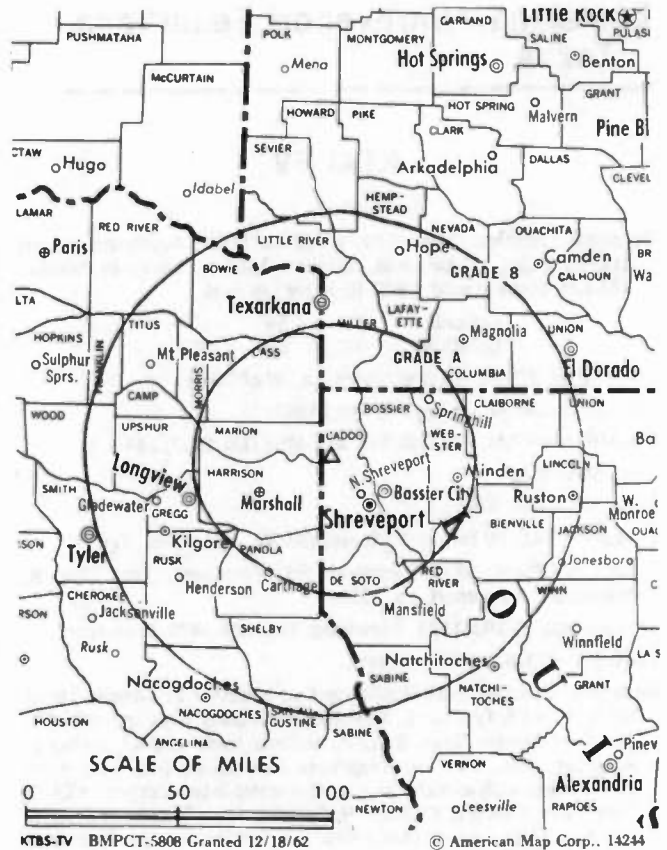
Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

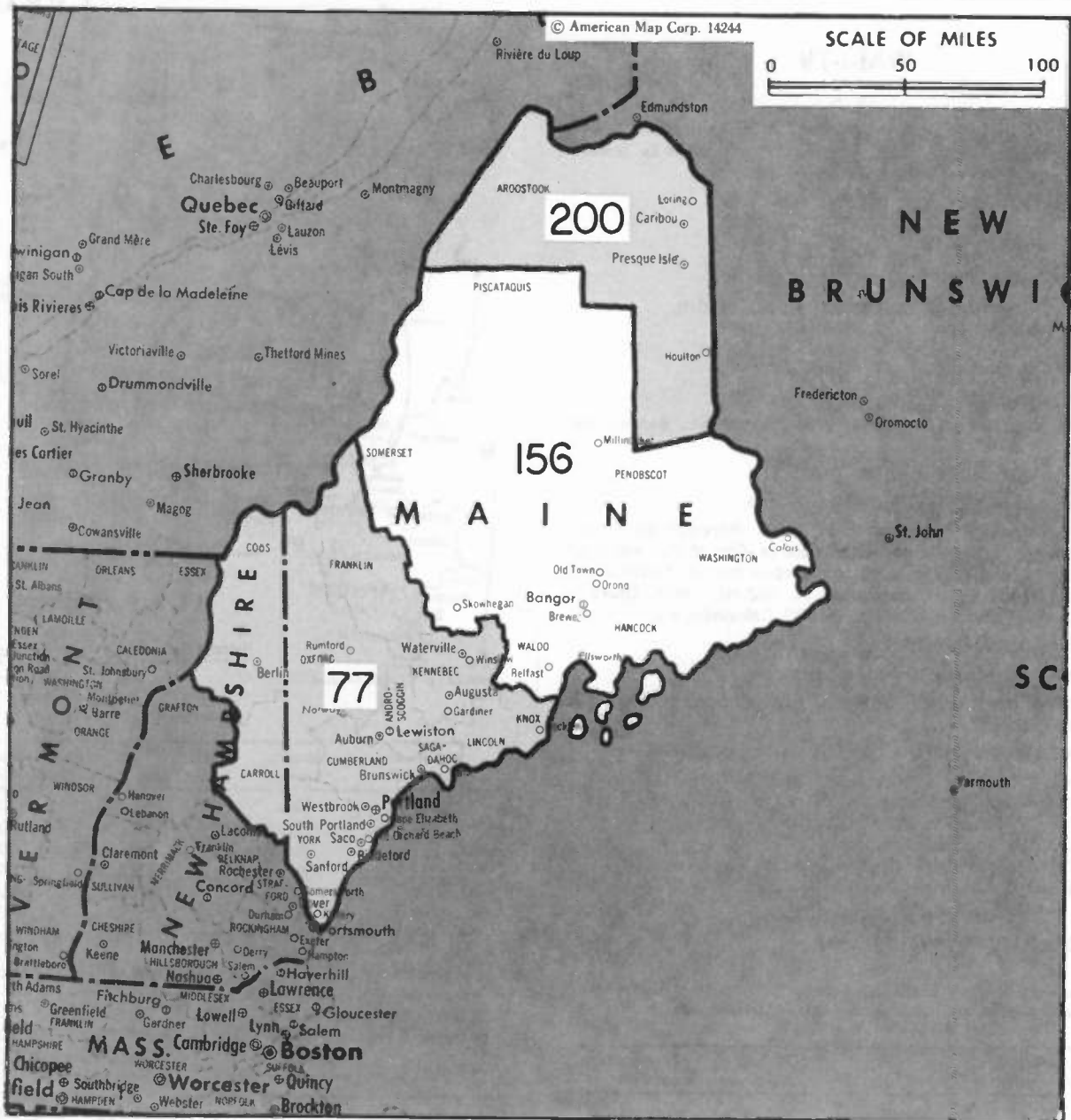
Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
		Columbia	9,800	9,500	97
		Hempstead	8,900	8,700	98
		Howard	5,100	5,000	98
		Lafayette	3,600	3,500	97
		Little River	5,000	4,800	97
		Miller	14,000	13,800	98
		Sevier	5,500	5,400	98
		Union	19,000	18,700	98
		LOUISIANA			
		Bienville	6,000	5,800	97
		Bossier	28,700	28,300	99
		Caddo	95,300	94,000	99
		Claiborne	6,400	6,200	97
		De Soto	9,400	9,100	97
	Jackson	6,400	6,300	98	
	Lincoln	13,200	13,000	98	
	Natchitoches	14,200	13,700	96	
	Red River	3,800	3,700	97	
	Sabine	9,800	9,400	96	
	Webster	16,200	15,900	98	
	Winn	6,300	6,100	97	
	OKLAHOMA				
	Mc Curtain	13,100	12,700	97	
	TEXAS				
	Bowie	28,700	28,300	99	
	Camp	3,700	3,600	97	
	Cass	11,000	10,800	98	
	Franklin	2,900	2,800	96	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
		Gregg	38,700	38,200	99
		Harrison	19,000	18,600	98
		Marion	4,200	4,100	98
		Morris	5,500	5,400	98
		Nacogdoches	17,800	17,300	97
		Panola	7,900	7,700	97
		Red River	6,300	6,100	97
		Rusk	15,900	15,600	98
		Sabine	3,600	3,400	96
		Shelby	9,000	8,800	97
		Titus	8,200	8,000	98
	Upshur	11,000	10,800	98	
Between 25-49%	ARKANSAS				
		Nevada	4,100	4,000	98
		Pike	4,100	4,000	98
	TEXAS				
	San Augustine	3,400	3,300	97	
	Smith	50,000	49,200	98	
Between 5-24%	ARKANSAS				
		Ouachita	11,500	11,200	97
		Polk	6,600	6,400	97
		Scott	3,800	3,700	97
		LOUISIANA			
	Union	7,600	7,500	99	
	Vernon	16,800	16,300	97	
	OKLAHOMA				
	Choctaw	6,500	6,200	96	
	Haskell	4,500	4,400	98	
	TEXAS				
	Angelina	23,400	23,000	98	
	Cherokee	14,400	14,000	97	
	Hopkins	10,000	9,800	98	
	Lamar	16,600	15,900	96	
	Madison	3,400	3,300	97	
	Wood	10,000	9,800	98	
Station Totals		689,800	675,100	97	
Net Weekly Circulation (1983)				449,500	
Average Daily Circulation (1983)				283,500	

Maine



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Portland-Poland Spring, Me.	303,000	77	166,000	82	WCSH-TV (6), WGAN-TV (13), WMTW (8)
Bangor, Me.	109,400	156	73,000	139	WABI-TV (5), WLBZ-TV (2), WVII-TV (7)
Presque Isle, Me.	29,500	200	9,000	202	WAGM-TV (8)

Maine Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	7	0	7
Educational Television Stations	4	1	5
			12

Station Totals do not include Counties in which Circulation is less than 5%

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

WMTW-TV
Portland
(See Poland Spring, Me.)

Maine—Bangor

WABI-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 1310-ft. above av. terrain, 525-ft. above ground, 1745-ft. above sea level.

Latitude 44° 42' 15"
Longitude 69° 04' 42"

Transmitter: Pickard Mtn., near Maine Rte. 9.

AM Affiliate: WABI, 5-kw, 910 kHz (ABC).

FM Affiliate: WBGW, 5-kw, 97.1 MHz (No. 246), 1250-ft.

News Service: AP.

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

Network Service: CBS.

Licensee: Diversified Communications, 35 Hildreth St., Bangor, Me. 04401.

Studio: 35 Hildreth St., Bangor, Me. 04401.

Telephone: 207-947-8321. TWX: 710-222-1645.

Ownership: Diversified Communications, 100%. Principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.) and other members of Hildreth family, 92.783%; other minority stockholders, 7.21%. WABI-TV officer: Horace A. Hildreth, chmn. Operates WAGM-TV, Presque Isle, Me.; WCJB(TV), Gainesville, Fla.

Began Operation: Jan. 25, 1953.

Represented (sales) by Seltel Inc.; Kettell-Carter.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Cohen & Dippell.

Personnel:

GEORGE GONYAR, general manager.
TOWLE TOMPKINS, operations manager.
FRED MORSE, local sales manager.
GORDON MANUEL, news director.
DALE CARTER, chief engineer.

Highest 30 Sec. Rate (May 1, 1983): \$450.

NETWORK BASE HOURLY RATE: \$978.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE Franklin	10,200	9,800	96
	Hancock	16,400	16,100	98
	Kennebec	41,200	40,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Knox	13,000	12,600	97
	Penobscot	48,200	47,200	98
	Piscataquis	6,600	6,500	98
	Somerset	16,100	15,700	98
	Waldo	10,600	10,300	97
	Washington	13,000	12,600	97
MAINE				
Between 25-49%	Oxford	18,400	18,100	98
MAINE				
Between 5-24%	Aroostook	30,200	29,300	97
	Lincoln	10,100	9,900	98
	Sagadahoc	10,800	10,500	97
Station Totals		244,800	238,900	97
Net Weekly Circulation (1983)			154,300	
Average Daily Circulation (1983)			99,700	

Maine—Bangor

WLBZ-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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: Riders Peak, near Holden, Me.

News Service: AP.

Network Service: NBC.

Licensee: WLBZ Television Inc., Box 934, Bangor, Me. 04401.

Studio: Mt. Hope Ave. 04401.

Mailing Address: Box 934, Bangor, Me. 04401.

Telephone: 207-942-4822. TWX: 207-989-4658.

Ownership: Maine Broadcasting Co. (Mary Rines Thompson, principal stockholder). For other interests, see 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 Katz Television.

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

Represented (engineering) by Jules Cohen & Associates.

Personnel:

MARY RINES THOMPSON, chairman of board.
FREDERIC THOMPSON, president.
BRUCE McGORRILL, executive vice president.
MARGO COBB, general manager.
BRUCE K. SCOTT, chief engineer.

Highest 30 Sec. Rate (May 1, 1981): \$350.

NETWORK BASE HOURLY RATE: \$400.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 787,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Hancock	16,400	16,100	98
	Knox	13,000	12,600	97
	Penobscot	48,200	47,200	98
	Piscataquis	6,600	6,500	98



WLBZ-TV BPCT-2555 Granted 12/22/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Somerset	16,100	15,700	98
	Waldo	10,600	10,300	97
	Washington	13,000	12,600	97
Between 25-49%	MAINE			
	Aroostook	30,200	29,300	97
	Franklin	10,200	9,800	96
	Kennebec	41,200	40,300	98
Between 5-24%	MAINE			
	Oxford	18,400	18,100	98
Station Totals		223,900	218,500	97
Net Weekly Circulation (1983)			150,800	
Average Daily Circulation (1983)			93,900	

Maine-Bangor

WVII-TV

Ch.7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1400-ft. above av. terrain, 741-ft. above ground, 1733-ft. above sea level.

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

Transmitter: Black Cap Mtn., Eddington, Me.

News Service: AP.

Satellite Earth Station: Comtech, 5-meter; Pinzone receivers.

Network Service: ABC.

Licensee: Bangor Communications Inc., 41 Farm Rd., Bangor, Me. 04401.

Studio: 41 Farm Rd., Bangor 04401.

Telephone: 207-954-6457. TWX: 710-222-1742.

Ownership: Seaway Communications Inc., 100%. See WAEO-TV, Rhinelander, Wis.

Began Operation: Oct. 15, 1965. Sale to present owners by John J. Pineau approved by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor in Possession, approved by FCC Jan. 20, 1976.

Represented (sales) by Avery-Knodel Inc.; Creed Assoc. (Boston); Metrospot (Canada).

Represented (legal) by Mullin, Rhyne, Emmons & Topel.

Personnel:

BARBARA CYR, station & general sales manager.

JUDITH L. COOPER, program director.

JEFF BARND, news director.

JAMES CHADWICK, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

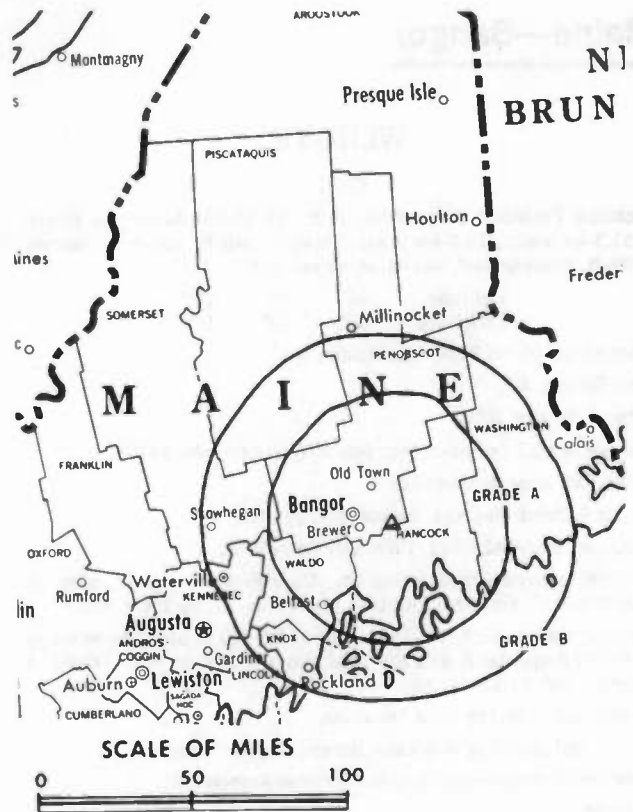
NETWORK BASE HOURLY RATE: \$225.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 765,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Hancock	16,400	16,100	98
	Knox	13,000	12,600	97
	Penobscot	48,200	47,200	98



WVII-TV BPCT-4969 Granted 9/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Piscataquis	6,600	6,500	98
	Somerset	16,100	15,700	98
	Waldo	10,600	10,300	97
	Washington	13,000	12,600	97
Between 25-49%	MAINE			
	Aroostook	30,200	29,300	97
	Franklin	10,200	9,800	96
Between 5-24%	MAINE			
	Kennebec	41,200	40,300	98
	Oxford	18,400	18,100	98
Station Totals		223,900	218,500	97
Net Weekly Circulation (1983)				127,700
Average Daily Circulation (1983)				70,600

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Heidi Hepburn Jebson, VP, Small Markets
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Maine—Portland-Poland Spring

WMTW-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

News Services: AP, ABC.

Network Service: ABC

Licensee: Harron Communications Corp., Poland Spring, Me. 04274.

Studio: Riccar Inn, Poland Spring.

Sales Office: Lafayette Town House, Box 4075, Station A, Portland, Me. 04101.

Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

TWX: Portland 207-781-5539.

Ownership: Harron Communications Corp. For other interests see WKTV, Utica, N.Y.

Began Operation: Aug. 31, 1954. Sale of 80%, control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales) by Avery-Knodel Inc.; Santo Crupi (Boston).

Represented (legal) by Hogan & Hartson.

Personnel:

ALFRED P. RITTER, vice president & general manager.

CLAUS WIESE, station manager.

JACK MARTIN, general sales manager.

GERALD SALTZER, national sales manager.

RICHARD GOVE, promotion manager.

JOHN RICKER, director of engineering.

DICK CUSHMAN, assistant chief engineer.

ROBYN ROSSER, production manager.

PHYLLIS BOUCHLES, traffic manager.

CHARLOTTE HAWORTH, traffic manager.

Highest 30 Sec. Rate: \$475.

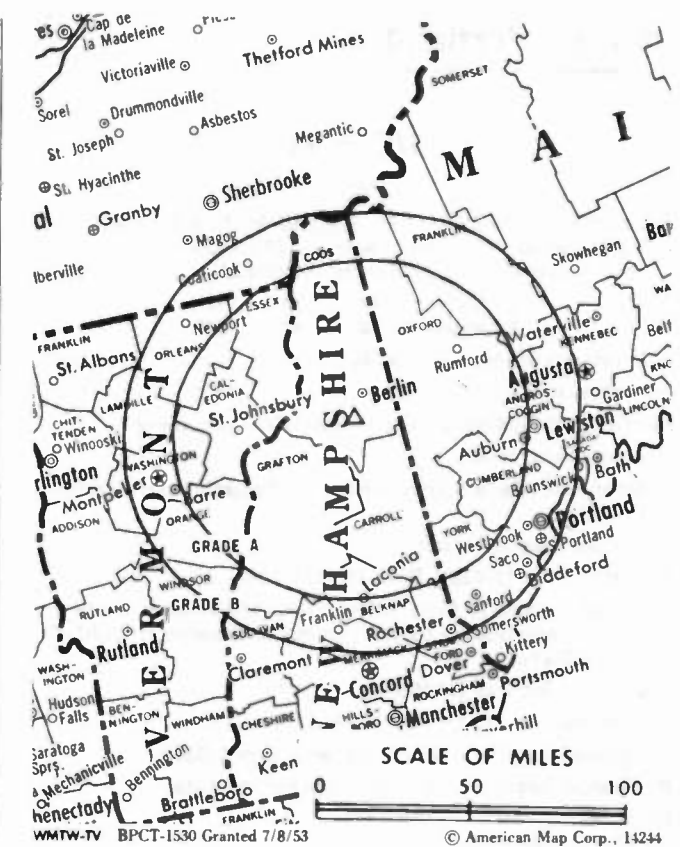
NETWORK BASE HOURLY RATE: \$750.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 374,000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	36,800	36,200	98
	Cumberland	82,900	81,500	98
	Franklin	10,200	9,800	96
	Kennebec	41,200	40,300	98
	Knox	13,000	12,600	97
	Lincoln	10,100	9,900	98
	Oxford	18,400	18,100	98
	Sagadahoc	10,800	10,500	97
	York	53,600	52,800	99
	NEW HAMPSHIRE			
	Belknap	17,000	16,800	99
	Carroll	12,300	12,000	98
	Coos	13,400	13,200	99
	Grafton	24,900	24,000	97
	Strafford	31,400	30,800	98
	VERMONT			
Caledonia	9,700	9,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Essex	2,300	2,300	100
	Orange	8,500	8,200	97
	Orleans	8,600	8,500	98
	Windsor	20,300	19,700	97
Between 25-49%	MAINE			
	Somerset	16,100	15,700	98
	NEW HAMPSHIRE			
Merrimack	37,200	36,300	98	
Sullivan	14,200	13,700	96	
Between 5-24%	VERMONT			
	Franklin	12,100	12,000	99
	Grand Isle	1,900	1,900	100
	Washington	19,600	19,200	98
Between 5-24%	MAINE			
	Waldo	10,600	10,300	97
	NEW HAMPSHIRE			
	Cheshire	23,200	22,500	97
	Hillsborough	102,700	101,300	99
	Rockingham	72,500	71,400	99
	NEW YORK			
	Clinton	26,300	25,900	98
	Essex	13,500	13,200	97
	Hamilton	1,900	1,800	95
VERMONT				
Addison	10,100	9,800	97	
Chittenden	41,100	40,400	98	
Lamoille	6,400	6,300	98	
Rutland	21,800	21,200	97	
Windham	14,800	14,100	95	
Station Totals		871,400	853,700	97
Net Weekly Circulation (1983)			400,300	
Average Daily Circulation (1983)			212,200	

Maine—Portland

WCSH-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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 Mtn., Sebago, Me.

News Services: AP, NBC.

Satellite Earth Station: Satcom, 7-meter; M/A-Com receivers.

Network Service: NBC.

Licensee: Maine Radio & Television Co., One Congress Square, Portland, Me. 04101.

Studio: One Congress Square.

Telephone: 207-772-0181. TWX: 710-221-1988.

Ownership: Trustee of Rines Special Trust, 100%. Rines estate and Mary R. Thompson are the two principal stockholders of WLBZ-TV, Bangor, Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by Katz Television.

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

Represented (engineering) by Jules Cohen and Associates.

Personnel:

FRED THOMPSON, president.
BRUCE MCGORRILL, executive vice president.
LEW COLBY, general manager.
FRED NUTTER, public affairs & editorial director.
BILL GILLEN, news director.
CLEM PAYEUR, chief engineer.
KENNETH H. GILMAN, film director.

Highest 30 Sec. Rate: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	36,800	36,200	98
	Cumberland	82,900	81,500	98
	Franklin	10,200	9,800	96
	Kennebec	41,200	40,300	98
	Knox	13,000	12,600	97
	Lincoln	10,100	9,900	98
	Oxford	18,400	18,100	98
	Sagadahoc	10,800	10,500	97
	York	53,600	52,800	99
	NEW HAMPSHIRE			
	Belknap	17,000	16,800	99
	Carroll	12,300	12,000	98
	Coos	13,400	13,200	99
	Strafford	31,400	30,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MAINE			
	Somerset	16,100	15,700	98
	NEW HAMPSHIRE			
Merrimack	37,200	36,300	98	
Rockingham	72,500	71,400	99	
VERMONT	Caledonia	9,700	9,500	98
	MAINE			
Between 5-24%	Waldo	10,600	10,300	97
	NEW HAMPSHIRE			
	Grafton	24,900	24,000	97
Hillsborough	102,700	101,300	99	
Sullivan	14,200	13,700	96	
VERMONT				
Essex	2,300	2,300	100	
Orange	8,500	8,200	97	
Windsor	20,300	19,700	97	
Station Totals		670,100	656,900	98
Net Weekly Circulation (1983)			360,800	
Average Daily Circulation (1983)			222,900	

Maine—Portland

WGAN-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"
Longitude 70° 29' 28"

Transmitter; Brown Hill, Raymond.

AM Affiliate: WGAN, 5-kw, 560 kHz.

News Services: AP, UPI, CBS, NIWS, CNN.

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

Network Service: CBS

Licensee: Guy Gannett Bcstg. Services, Broadcast Center, Northport Plaza, Portland, Me. 04104

Studio: Broadcast Center, Northport Plaza, Portland, Me. 04104.

Telephone: 207-797-9330.

Ownership: Guy Gannett Broadcasting Services is a wholly-owned subsidiary of Guy Gannett Publishing Co. Guy Gannett Bcstg. Services officers: Jean Gannett Hawley, pres.; Robert Gilbertson, exec. v.p.; Jerry Senger, treas. Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Maine Sunday Telegram, Kennebec Journal and Central Maine Morning Sentinel, all in Maine. Gannett also owns WGGB-TV, Springfield-Holyoke, Mass.; KGAN-TV Cedar Rapids, Iowa; WINZ-AM-FM, Miami-Miami Beach, Fla.; KSTT(AM), Davenport, Iowa; WXP (FM), Moline, Ill.; KOFM(FM), Oklahoma City, Okla.; WRKT-AM-FM, Cocoa Beach, Fla.

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEAN GANNETT HAWLEY, president.
ROBERT L. GILBERTSON, executive vice president.
DAVID KING, vice president & general manager.
WILLIAM WHITTEN, general sales manager.
FRED DESJARDINS, chief engineer.
KENNETH MacKENZIE, operations manager.

Highest 30 Sec. Rate: \$1000.

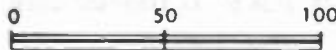
NETWORK BASE HOURLY RATE: \$850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	36,800	36,200	98
	Cumberland	82,900	81,500	98
	Franklin	10,200	9,800	96
	Kennebec	41,200	40,300	98
	Knox	13,000	12,600	97
	Lincoln	10,100	9,900	98
	Oxford	18,400	18,100	98
	Sagadahoc	10,800	10,500	97



SCALE OF MILES



WGAN-TV BMPCT-2508 Granted 11/1/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	York	53,600	52,800	99
	NEW HAMPSHIRE			
	Belknap	17,000	16,800	99
	Carrroll	12,300	12,000	98
Between 25-49%	Coos	13,400	13,200	99
	MAINE			
	Somerset	16,100	15,700	98
	NEW HAMPSHIRE			
Between 5-24%	Strafford	31,400	30,800	98
	VERMONT			
	Essex	2,300	2,300	100
	MAINE			
Between 5-24%	Waldo	10,600	10,300	97
	NEW HAMPSHIRE			
	Grafton	24,900	24,000	97
	Merrimack	37,200	36,300	98
	Rockingham	72,500	71,400	99
	VERMONT			
Caledonia	9,700	9,500	98	
Windham	14,800	14,100	95	
Station Totals		539,200	528,100	97
Net Weekly Circulation (1983)				288,200
Average Daily Circulation (1983)				181,600

Maine—Presque Isle

WAGM-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-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.

News Service: AP.

Network Service: CBS; also NBC & ABC.

Licensee: Aroostook Bcstg. Co., a Ltd. Partnership, Box 1149, Presque Isle, Me. 04769.

Studio: U.S. Hwy. 1 & Parkhurst Road.

Mailing Address: Box 1149, Presque Isle, Me. 04769.

Telephone: 207-764-4461. TWX: 710-229-1631.

Ownership: Horace A. Hildreth Jr., gen. partner, 13.32%; Josephine H. Detmer, 16.43%; Anne H. Russell, 16.15%; Katherine H. Pierce, 16.03%; Horace A. Hildreth Sr., 5.74%; John K. Pierce, 2.67%; William B. Russell, 2.57%; Alison D. Hildreth, 2.56%; 24 others, none with more than 2%, all limited partners. For other Hildreth family interest, see WABI-TV, Bangor, Me.

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 Seltel Inc.; Kettell-Carter Inc. (New England); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Cohen & Dippell.

Personnel:

HORACE HILDRETH JR., chief operating officer.
NORMAN W. JOHNSON, general manager & national sales manager.
EUGENE BREWER, engineering supervisor.
RON MADORE, sales manager, northern district.

Highest One Hour Rate: \$600.

Highest 30 Sec. Rate (April 25, 1983): \$125.

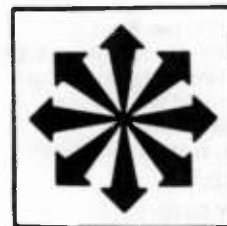
NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE Aroostook	30,200	29,300	97
Station Totals		30,200	29,300	97
Net Weekly Circulation (1983)			26,900	
Average Daily Circulation (1983)			21,800	



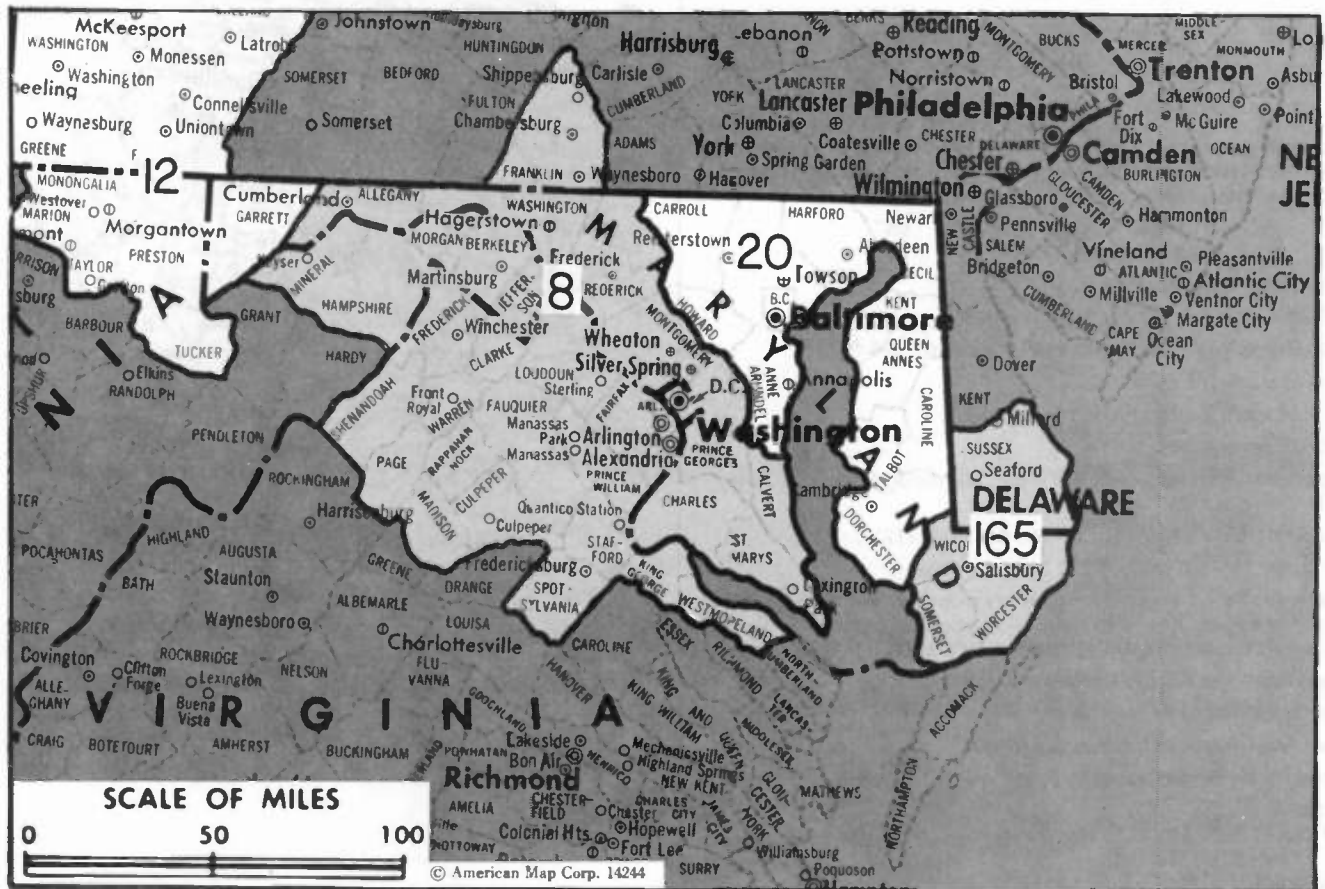
BLACKBURN & COMPANY, INC.



RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave., 60601	(312) 346-6460
WASHINGTON, D.C.	1111 19th St., N.W., 20036	(202) 331-9270
ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Maryland



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Washington, D.C.	1,510,100	8	916,000	10	WCQR (50), WDCA-TV (20), WDVM-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)
Pittsburgh, Pa.	1,229,600	12	768,000	11	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, Md.	856,900	20	544,000	19	WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Sallsbury, Md.	81,500	165	38,000	168	WBOC-TV (16), WMDT (47)

Maryland Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	3	4	7
Educational Television Stations	0	4	4
			11

Maryland—Baltimore

WBAL-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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' 05"
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Ave.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

News Services: AP, UPI, CBS.

Satellite Earth Station: In operation; 7-meter.

Network Service: CBS.

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: 710-234-1086.

Ownership: Hearst Corp. which owns newspapers & magazines, including Baltimore News-American. For other interests, see Group Ownership & Newspaper Ownership of TV Station.

Began Operation: March 11, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

FRANKLIN C. SNYDER, vice president & general manager, Hearst Broadcasting Stations.

MALCOLM D. POTTER, vice president & general manager.

JACK GILMORE, vice president & general sales manager.

LYNN McINTYRE, program director.

DAVID TRESSEL, promotion manager.

BETSY HYLE, news director.

JOHN COOKE, executive producer.

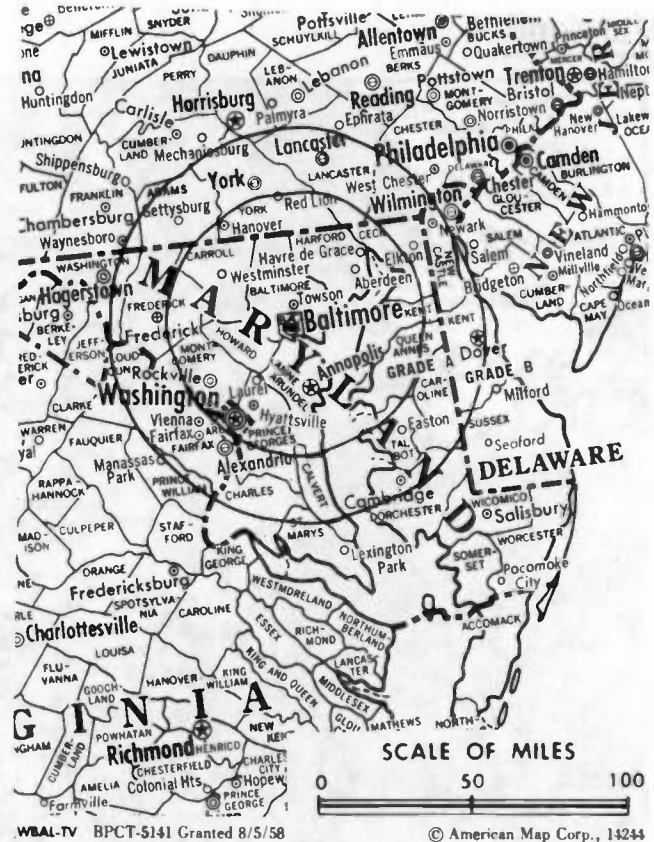
J. SYDNEY KING, community service manager.

OTTO CLAUS, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MARYLAND				
	Anne Arundel	131,200	130,400	99	
	Baltimore	525,700	522,700	99	
	Caroline	8,700	8,600	99	
	Carroll	33,600	33,400	99	
	Cecil	20,600	20,500	100	
	Dorchester	11,500	11,300	98	
	Frederick	40,300	40,000	99	
	Harford	50,100	49,800	99	
	Howard	46,200	45,900	99	
	Kent	6,400	6,300	98	
	Queen Annes	9,500	9,400	99	
	Talbot	10,400	10,300	99	
	PENNSYLVANIA				
	Adams	24,300	23,600	97	
	Between 25-49%	DELAWARE			
		Kent	35,200	34,900	99
Sussex		38,000	37,400	98	
MARYLAND					
Calvert		11,900	11,700	98	
Charles		23,800	23,500	99	
Prince Georges		231,300	230,300	100	
St Marys		20,500	20,300	99	
Somerset		6,900	6,700	98	
Washington		41,700	41,300	99	
Wicomico	24,300	24,000	99		



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Worcester	12,600	12,300	98	
	PENNSYLVANIA				
	Franklin	41,900	40,300	96	
	York	118,100	115,500	98	
	VIRGINIA				
	Loudoun	20,800	20,500	99	
	WEST VIRGINIA				
	Berkeley	17,800	17,600	99	
	Between 5-24%	DISTRICT OF COLUMBIA			
		Dist Of Columbia	247,700	244,500	99
DELAWARE					
New Castle		145,000	144,200	99	
MARYLAND					
Montgomery		219,400	218,300	100	
PENNSYLVANIA					
Cumberland		66,200	64,700	98	
Dauphin		91,200	89,000	98	
Lancaster		130,400	125,100	96	
Perry	13,300	12,900	97		
VIRGINIA					
Arlington	121,000	120,200	99		
Clarke	3,800	3,800	100		
Fairfax	236,700	235,700	100		
Fauquier	12,800	12,600	98		
Frederick	20,400	20,200	99		
Northumberland	4,100	4,000	98		
Prince William	55,200	54,700	99		
Rappahannock	2,400	2,300	98		
Shenandoah	10,800	10,700	99		
Stafford	13,500	13,300	99		
Warren	8,500	8,300	98		
WEST VIRGINIA					
Jefferson	11,000	10,900	99		
Morgan	4,100	4,000	98		
Station Totals		2,980,800	2,947,900	98	
Net Weekly Circulation (1983)			1,175,600		
Average Daily Circulation (1983)			630,900		

Maryland—Baltimore

WBFF

Ch. 45

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 4170-kw horizontal visual, 500-kw max. & 417-kw horizontal aural. Antenna: 900-ft. above av. terrain, 706-ft. above ground, 1249-ft. above sea level.

Latitude 39° 17' 13"
Longitude 76° 45' 16"

Transmitter: 1200 N. Rolling Rd.

News Service: UPI.

Satellite Earth Stations: AFC, 10-meter; Microdyne & Automation Techniques receivers.

Network Service: None, independent.

Licensee: Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore 21211.

Studio: 3500 Parkdale Ave., Baltimore 21211.

Telephone: 301-462-4500. NFAx: 301-462-5647. TWX: 710-234-1009.

Ownership: Julian S. Smith, 47.5%; Frederick M. Himes Jr., 8.2%; Robert L. Simmons, 5%; others, none with more than 5%; Commercial Radio Institute Inc., 33%. Principals have interest in WPTT-TV, Pittsburgh, Pa.

Began Operation: April 11, 1971.

Represented (sales) by Seltel Inc.

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

Represented (engineering) by Carl T. Jones Associates.

Personnel:

JULIAN S. SMITH, president & general manager.
FREDERICK M. HIMES JR., exec. v.p. & operations manager.
ROBERT SIMMONS, vice president, sales.
BROCK ABERNATHY, sales manager.
WILLIAM LeFEVRE, program manager.
DWIGHT WEEMS, production manager.
ERNEST BOSTON, news director.
GEORGE LEWIS, special programs manager.
SHARON CHRISTOPHER, public affairs manager,
DENNIS WINTERS, chief engineer.
KAREN LOKER, promotion manager.

Highest 30 Sec. Rate (May 1983): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Baltimore	525,700	522,700	99
Between 25-49%	MARYLAND			
	Anne Arundel	131,200	130,400	99
	Carroll	33,600	33,400	99
	Cecil	20,600	20,500	100
	Dorchester	11,500	11,300	98
	Harford	50,100	49,800	99
	Howard	46,200	45,900	99
	Kent	6,400	6,300	98
	Queen Annes	9,500	9,400	99
	Talbot	10,400	10,300	99
	PENNSYLVANIA			
	York	118,100	115,500	98
	VIRGINIA			
Warren	8,500	8,300	98	
WEST VIRGINIA				
Berkeley	17,800	17,600	99	



WBFF BPCT-5031 Granted 7/13/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
DISTRICT OF COLUMBIA				
Dist Of				
Between 5-24%	Columbia	247,700	244,500	99
DELAWARE				
	Kent	35,200	34,900	99
MARYLAND				
	Allegany	29,700	29,400	99
	Calvert	11,900	11,700	98
	Caroline	8,700	8,600	99
	Charles	23,800	23,500	99
	Frederick	40,300	40,000	99
	Montgomery	219,400	218,300	100
	Prince Georges	231,300	230,300	100
	St Marys	20,500	20,300	99
	Washington	41,700	41,300	99
PENNSYLVANIA				
	Adams	24,300	23,600	97
	Cumberland	66,200	64,700	98
	Franklin	41,900	40,300	96
	Fulton	4,800	4,600	95
	Lancaster	130,400	125,100	96
VIRGINIA				
	Arlington	121,000	120,200	99
	Fairfax	236,700	235,700	100
	Frederick	20,400	20,200	99
	Loudoun	20,800	20,500	99
	Northumberland	4,100	4,000	98
	Stafford	13,500	13,300	99
WEST VIRGINIA				
	Jefferson	11,000	10,900	99
	Mineral	9,900	9,700	98
Station Totals		2,604,800	2,577,000	98
Net Weekly Circulation (1983)			639,100	
Average Daily Circulation (1983)			245,100	

Maryland—Baltimore

WJZ-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: ABC.

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc. Television Hill, Baltimore 21211.

Studio: Television Hill, Baltimore 21211.

Telephone: 301-466-0013. TWX: 301-955-1178.

Ownership: Subsidiary of Westinghouse Electric Corp. For officers and other interests, see Group W in Group Ownership of Television 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 Group W Television Sales.

Personnel:

- PAUL YATES, vice president & general manager.
- ROBERT DONOHUE, general sales manager.
- STANLEY RUDICK, program director.
- HELEN SCZRUBA, operations manager.
- RICHARD REINGOLD, news director.
- RICHARD GOGGIN, creative services manager.
- JEFF MARTIN, human resources manager.
- MERLE THOMAS, engineering manager.
- LYNN ALFORD, controller/business manager.
- KRISTAN LEATHERMAN, public relations manager.
- DICK PETERSON, market development manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1925.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	29,700	29,400	99
	Anne Arundel	131,200	130,400	99
	Baltimore	525,700	522,700	99
	Caroline	8,700	8,600	99
	Carroll	33,600	33,400	99
	Cecil	20,600	20,500	100
	Dorchester	11,500	11,300	98
	Harford	50,100	49,800	99
	Howard	46,200	45,900	99
	Kent	6,400	6,300	98
	Queen Annes	9,500	9,400	99
	Talbot	10,400	10,300	99
	PENNSYLVANIA			
	Adams	24,300	23,600	97
	Franklin	41,900	40,300	96
	WEST VIRGINIA			
Mineral	9,900	9,700	98	
Between 25-49%	DELAWARE			
	Kent	35,200	34,900	99
	Sussex	38,000	37,400	98
MARYLAND	Calvert	11,900	11,700	98
	Frederick	40,300	40,000	99
	Prince Georges	231,300	230,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Somerset	6,900	6,700	98
	Wicomico	24,300	24,000	99
	Worcester	12,600	12,300	98
	PENNSYLVANIA			
	York	118,100	115,500	98
	VIRGINIA			
	Warren	8,500	8,300	98
	WEST VIRGINIA			
	Berkeley	17,800	17,600	99
	Jefferson	11,000	10,900	99
DISTRICT OF COLUMBIA	Dist Of Columbia	247,700	244,500	99
	MARYLAND			
	Charles	23,800	23,500	99
	Montgomery	219,400	218,300	100
	St Marys	20,500	20,300	99
	Washington	41,700	41,300	99
	PENNSYLVANIA			
	Cumberland	66,200	64,700	98
	Fulton	4,800	4,600	95
	Lancaster	130,400	125,100	96
	Perry	13,300	12,900	97
	VIRGINIA			
	Arlington	121,000	120,200	99
	Caroline	6,200	6,100	98
	Clarke	3,800	3,800	100
Fairfax	236,700	235,700	100	
Fauquier	12,800	12,600	98	
Frederick	20,400	20,200	99	
Loudoun	20,800	20,500	99	
Prince William	55,200	54,700	99	
Shenandoah	10,800	10,700	99	
Stafford	13,500	13,300	99	
WEST VIRGINIA				
Morgan	4,100	4,000	98	
Station Totals		2,788,700	2,758,200	98
Net Weekly Circulation (1983)			1,174,400	
Average Daily Circulation (1983)			669,700	

Maryland—Baltimore

WMAR-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

FM Affiliate: WMAR-FM, 29-kw, 106.5 MHz (No. 293), 622-ft.

News Services: AP, UPI, NBC.

Satellite Earth Stations: Scientific-Atlanta; 7-meter.

Network Service: NBC.

Licensee: WMAR Inc., Box 1957, Baltimore, Md. 21203.

Studio: Television Park, 6400 York Rd., Baltimore 21212.

Telephone: 301-377-2222. TWX: 710-232-1804.

Ownership: Wholly-owned subsidiary of Abell Communications. Stephen D. Seymour, pres. Also owns WMAR-FM, Baltimore; WDOQ(FM), Daytona Beach, Fla.; WCRJ-AM-FM, Jacksonville, Fla.; WTJZ & WNVZ(FM), Newport News, Va.

Began Operation: Oct. 27, 1947.

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

ARNOLD J. KLEINER, vice president & general manager.

H. JOHN MARKS, vice president, sales.

CHARLES HORICH, vice president, programming.

JOSEPH M. BRUNO, director of engineering.

JOHN A. BUTTE, news director.

Highest 30 Sec. Rate: \$6000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	38,000	37,400	98
	MARYLAND			
	Anne Arundel	131,200	130,400	99
	Baltimore	525,700	522,700	99
	Caroline	8,700	8,600	99
	Carroll	33,600	33,400	99
	Cecil	20,600	20,500	100
	Dorchester	11,500	11,300	98
	Frederick	40,300	40,000	99
	Harford	50,100	49,800	99
	Howard	46,200	45,900	99
	Kent	6,400	6,300	98
	Queen Annes	9,500	9,400	99
	Somerset	6,900	6,700	98
Talbot	10,400	10,300	99	
Wicomico	24,300	24,000	99	
Worcester	12,600	12,300	98	
Between 25-49%	DELAWARE			
	Kent	35,200	34,900	99
	MARYLAND			
	Calvert	11,900	11,700	98
	St Marys	20,500	20,300	99
	Washington	41,700	41,300	99
	PENNSYLVANIA			
	Adams	24,300	23,600	97
	Franklin	41,900	40,300	96
	York	118,100	115,500	98
	VIRGINIA			
	Rappahannock	2,400	2,300	98
	Warren	8,500	8,300	98
	Westmoreland	5,500	5,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Jefferson	11,000	10,900	99
	Morgan	4,100	4,000	98
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	247,700	244,500	99
	DELAWARE			
	New Castle	145,000	144,200	99
	MARYLAND			
	Charles	23,800	23,500	99
	Montgomery	219,400	218,300	100
	Prince Georges	231,300	230,300	100
	PENNSYLVANIA			
	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Fulton	4,800	4,600	95
	Lancaster	130,400	125,100	96
	Perry	13,300	12,900	97
	VIRGINIA			
	Arlington	121,000	120,200	99
	Clarke	3,800	3,800	100
	Fairfax	236,700	235,700	100
	Fauquier	12,800	12,600	98
	Frederick	20,400	20,200	99
	King George	3,800	3,700	97
	Loudoun	20,800	20,500	99
	Northumberland	4,100	4,000	98
	Page	7,400	7,300	99
	Prince William	55,200	54,700	99
	Shenandoah	10,800	10,700	99
	Spotsylvania	18,700	18,400	99
	Stafford	13,500	13,300	99
	WEST VIRGINIA			
	Berkeley	17,800	17,600	99
	Hampshire	5,600	5,500	97
Station Totals		3,026,600	2,992,800	98
Net Weekly Circulation (1983)			1,106,700	
Average Daily Circulation (1983)			567,200	

Maryland—Baltimore

WNUV-TV

Ch. 54

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 4645-kw max. visual, 464.5-kw max. aural. Antenna: 1146-ft. above av. terrain, 1000-ft. above ground, 1505-ft. above sea level.

Latitude 39° 17' 15"
Longitude 76° 45' 38"

Transmitter: 0.37-mi. W of Rolling Rd., 0.16-mi. N of U.S. 40, Catonsville.

Satellite Earth Stations: Microband; 5-meter & 7-meter.

Network Service: None, independent.

Licensee: New-Vision Inc., 6317 Park Heights Ave., Baltimore, Md. 21215.

Studio: 3001 Druid Park Dr., Baltimore 21215.

Telephone: 301-462-5400.

Ownership: Samuel S. Kravetz, pres., 27%; Isaac S. Blonder, v.p., 12.5%; Frances C. Gaguine, secy., 12.5%; Bernard Salditch, treas., 12.5%; Ben H. Tongue, 12.5%; Dorothy H. Kravetz, 9.2%; Diane F., Katherine & Richard Kravetz, 4.6% each.

Began Operation: July 1, 1982.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Moffet, Larson & Johnson.

Personnel:

SAMUEL KRAVETZ, general manager.
BOB HOUSEN, general sales manager.
MARK SALDITCH, program director.
PAUL GARNET, chief engineer

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MARYLAND				
Between 5-24%	Kent	6,400	6,300	98
	Talbot	10,400	10,300	99
Station Totals		16,800	16,600	98
Net Weekly Circulation (1983)			30,900	
Average Daily Circulation (1983)			9,900	



TARGET/AID

The Ratings and Lifestyle Connection.

ARBITRON® RATINGS

Maryland—Hagerstown

WHAG-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 676-kw max. & 436-kw horizontal visual, 67.6-kw max. & 43.6-kw horizontal aural. Antenna: 1229-ft. above av. terrain, 454-ft. above ground, 1894-ft. above sea level.

Latitude 39° 39' 35"
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mtn.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Great Trails Bcstg. Corp., 4 S. Main St. Dayton, O.

Studio: 13 E. Washington St., Hagerstown, Md. 21740.

Telephone: 301-797-4400.

Ownership: Alexander J. Williams, pres.-treas.; Clark W. Davis, v.p.; Elizabeth Sawyer, secy.; John P. Williams Jr., asst. secy.; Charles Sawyer Estate, 42.6%; Edward Sawyer, John Sawyer & Anne S. Greene, 7.1% each; John Sawyer, Trustee, 25.6%; Charles Sawyer III, 3.9%; John P. Williams Jr., Trustee, 3.3%; Thomas C. Sawyer Estate, 2.6%; Caroline Sawyer, 0.7%. Great Trails owns WFFT-TV, Fort Wayne, Ind.; WCII & WKJJ-FM, Louisville, Ky.; WCOL & WXGT(FM), Columbus; WING(AM), Dayton; WJAI(FM), Eaton; WIZE(AM), Springfield, Ohio; WMKE & WBCS(FM), Milwaukee, Wis.

Began Operation: Jan. 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (Television Digest, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

GEORGE J. WYMER, station manager.
JERRY STAGGS, sales manager.
KENNETH JOHNSON, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	29,700	29,400	99
	Washington	41,700	41,300	99
	PENNSYLVANIA			
	Franklin	41,900	40,300	96
	WEST VIRGINIA			
	Berkeley	17,800	17,600	99
	Mineral	9,900	9,700	98
	Morgan	4,100	4,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Bedford	16,800	16,200	96
	Fulton	4,800	4,600	95
	WEST VIRGINIA			
	Jefferson	11,000	10,900	99
Between 5-24%	MARYLAND			
	Frederick	40,300	40,000	99
	Garrett	9,500	9,300	98
	PENNSYLVANIA			
	Huntingdon	14,900	14,400	97
	VIRGINIA			
	Clarke	3,800	3,800	100
	Frederick	20,400	20,200	99
	Page	7,400	7,300	99
	Shenandoah	10,800	10,700	99
	WEST VIRGINIA			
	Hampshire	5,600	5,500	97
	Hardy	3,600	3,500	96
Station Totals		302,500	297,000	98
Net Weekly Circulation (1983)			122,600	
Average Daily Circulation (1983)			66,600	

Maryland—Salisbury

WBOC-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.3-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"
Longitude 75° 38' 35"

Transmitter: 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

News Service: AP.

Network Service: CBS, NBC.

Licensee: Mid-Atlantic Communications Inc., Radio-TV Park, Salisbury, Md. 21801.

Studio: Radio-TV Park, Salisbury, Md. 21801.

Telephone: 301-749-1111. TWX: 301-344-4947.

Ownership: Thomas H. Draper, pres., 55%; Robert A. Fischer Jr., secy., 4%; David G. Burton, 10%; Glenn C. Kenton, 5%; Robert A. Fischer Sr. & Richard S. Fischer, 3% each; Six Plus Inc., 20%. Six Plus ownership: Walter E. Timm, trustee, chmn., 74.5%; Glenn C. Kenton, pres.; George A. Weymouth, v.p., 13.2%; Clarence A. Weymouth, secy.; G. Howard Edler Jr., treas.; Eugene E. Weymouth, 3.3%; Deo & Andrew Hobbs Jr., 2.7% each.

Began Operation: July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

Represented (sales) by Katz Television.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

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

Personnel:

THOMAS H. DRAPER, president & general manager.
JACK W. WARD, vice president & operations manager.
WILLIAM K. KENTON, general sales manager.
ROBERT GETZ, local sales manager.
LARRY YOUNG, program & news director.
TIMOTHY MORGAN, promotional & creative services manager.
VINCENT E. DONOVAN, chief engineer

Highest 30 Sec. Rate (Aug. 1, 1983): \$350.

NETWORK BASE HOURLY RATE: \$850

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE Sussex	38,000	37,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Dorchester	11,500	11,300	98
	Somerset	6,900	6,700	98
	Wicomico	24,300	24,000	99
	Worcester	12,600	12,300	98
Between 25-49%	DELAWARE			
	Kent	35,200	34,900	99
	MARYLAND			
	Caroline	8,700	8,600	99
	VIRGINIA			
	Accomack	11,900	11,600	97
Between 5-24%	VIRGINIA			
	Northampton	5,700	5,600	98
Station Totals		154,800	152,400	98
Net Weekly Circulation (1983)				97,400
Average Daily Circulation (1983)				66,400

Maryland—Salisbury

WMDT

Ch. 47

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 3470-kw max. & 676-kw horizontal visual, 347-kw max. & 67.6-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 06"
Longitude 75° 44' 09"

Transmitter: Snethen Church Rd., near Sharptown, Md.

News Service: AP.

Network Service: ABC, NBC.

Licensee: Delmarva Broadcast Service Limited Partnership, Box 321, Salisbury, Md. 21801.

Studio: 202 Downtown Plaza, Salisbury, Md. 21801.

Telephone: 301-742-4747

Ownership: Joseph L. Brechner, 12.5% & Mid Florida Television Corp., 40%, general partners; 25 limited partners.

Began Operation: April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kessler & Gehman Associates.

Personnel:

FRANK PILGRIM, general manager.
CHARLES HOLZNER, director of engineering.
MIKE TRAVIS, general sales manager.
JACK MARSH, news director.
CHRIS HITCH, traffic manager.
STEPHEN CRITSER, office manager.

Highest 30 Sec. Rate (July 1, 1983): \$200.

NETWORK BASE HOURLY RATE: \$125.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	38,000	37,400	98
	MARYLAND			
	Somerset	6,900	6,700	98
	Wicomico	24,300	24,000	99
	Worcester	12,600	12,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	DELAWARE			
	Kent	35,200	34,900	99
	MARYLAND			
	Caroline	8,700	8,600	99
	Dorchester	11,500	11,300	98
	VIRGINIA			
	Accomack	11,900	11,600	97
Between 5-24%	MARYLAND			
	Talbot	10,400	10,300	99
Station Totals		159,500	157,100	98
Net Weekly Circulation (1983)			78,100	
Average Daily Circulation (1983)			38,600	

Massachusetts



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Boston, Mass.	1,930,800	6	1,264,000	5	WBZ-TV (4), WCVB-TV (5), WLVI-TV (56), WMUR-TV (9), WNEV-TV (7), WQTV (68), WSBK-TV (38), WSMW-TV (27), WXNE-TV (25)
Providence, R.I.-New Bedford, Mass.	557,500	41	324,000	39	WJAR-TV (10), WLNE (6), WPRI-TV (12), WSTG (64)
Albany-Schenectady-Troy, N.Y.	467,000	52	284,000	48	WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23)
Springfield, Mass.	230,700	96	113,000	105	WGGB-TV (40), WWLP (22)

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

WLNE, New Bedford
(See Providence, R.I.)

Massachusetts Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	3	8	11
Educational Television Stations	1	2	3
			14

Massachusetts—Adams

WCDC

Ch. 19

(Satellite of WTEN, Albany, N.Y.)

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 448.7-kw max. visual, 44.87-kw max. aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

Latitude 42° 38' 14"
Longitude 73° 10' 07"

Transmitter: Atop Mt. Greylock, Adams, Mass.

News Services: AP, UPI, National Weather Service.

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc.

Studio: See WTEN, Albany, N.Y.

Telephone: Albany, 518-436-4822. TWX 710-441-8203.

Ownership: See WTEN, Albany, N.Y.

Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8). Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

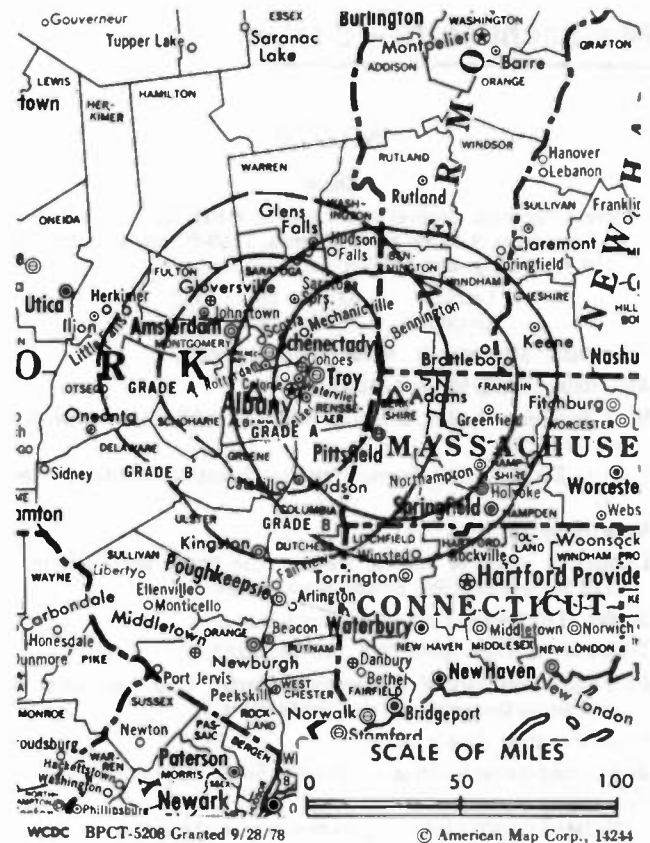
Represented (engineering) by Edward F. Lorentz & Associates.

Personnel: Same as WTEN Albany, N.Y.

Rates: Sold in combination with WTEN, Albany, N.Y.

NETWORK BASE HOURLY RATE: Bonus to WTEN Albany, N.Y.

Arbitron Data: Included with parent WTEN, Albany, N.Y.



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Massachusetts—Boston

WBZ-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

News Services: AP, UPI, Group W Newsfeed, NBC, Weather Service International.

Satellite Earth Station: Transmit/receive; Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: A Group W Station, Westinghouse Bcstg. and Cable Inc., 1170 Soldiers Field Rd., Boston, Mass. 02134.

Studio: 1170 Soldiers Field Rd., Boston 02134.

Telephone: 617-787-7000. TWX: 710-330-0283.

Ownership: Subsidiary of Westinghouse Electric Corp. See Group W under Group Ownership of Television Stations.

Began Operation: June 9, 1948.

Represented (sales) by Group W Television Sales.

Personnel:

- THOMAS GOODGAME, vice president & general manager.
- GEORGE MILES, station manager.
- JONATHAN KLEIN, general sales manager.
- PAM MASTERS, sales manager.
- LEONARD GOLDMAN, sales manager.
- RICHARD KURLANDER, program manager.
- BOB GLOVER, production manager.
- BARRY SCHULMAN, executive producer.
- ANN KARELITZ, marketing manager.
- TERRI PARK, public relations director.
- STAN HOPKINS, news director.
- BOB HOUGHTON, controller.
- JANET DAVIS, human resources director.
- GEORGE ST. ANDRE, engineering manager.
- JOSEPH BLAKE, assistant engineering manager.

Highest 30 Sec. Rate: \$8500.

NETWORK BASE HOURLY RATE: \$3700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	33,600	32,900	98
	MASSACHUSETTS			
	Barnstable	65,800	64,500	98
	Bristol	173,300	171,100	99
	Essex	234,600	231,700	99
	Franklin	25,500	24,600	97
	Middlesex	487,400	481,200	99
	Nantucket	2,300	2,200	96
	Norfolk	215,000	212,800	99
	Plymouth	141,900	140,000	99
	Suffolk	250,500	244,100	97
	Worcester	233,300	229,800	98
	NEW HAMPSHIRE			
	Belknap	17,000	16,800	99
	Cheshire	23,200	22,500	97
	Hillsborough	102,700	101,300	99
Merrimack	37,200	36,300	98	
Rockingham	72,500	71,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Strafford	31,400	30,800	98	
	Sullivan	14,200	13,700	96	
	VERMONT				
	Windham	14,800	14,100	95	
Between 25-49%	CONNECTICUT				
	New London	84,600	82,600	98	
	MASSACHUSETTS				
	Berkshire	53,500	52,500	98	
	Dukes	4,200	4,000	95	
	MAINE				
	York	53,600	52,800	99	
	NEW HAMPSHIRE				
	Carroll	12,300	12,000	98	
	Grafton	24,900	24,000	97	
RHODE ISLAND					
Bristol	16,000	15,900	99		
Kent	56,900	56,300	99		
Newport	29,200	28,800	99		
Providence	214,600	211,700	99		
Washington	33,300	32,700	98		
VERMONT					
Caledonia	9,700	9,500	98		
Windsor	20,300	19,700	97		
Between 5-24%	CONNECTICUT				
	Tolland	38,000	37,200	98	
	MASSACHUSETTS				
	Hampden	161,200	158,500	98	
	Hampshire	46,900	45,800	98	
	VERMONT				
	Orange	8,500	8,200	97	
	Station Totals		3,043,900	2,994,000	98
	Net Weekly Circulation (1983)			2,033,900	
	Average Daily Circulation (1983)			1,196,100	

Massachusetts—Boston

WCVB-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, Mass.

News Services: AP, UPI, ABC, CNN.

Satellite Earth Stations: In operation.

Network Service: ABC.

Licensee: Metromedia Inc., 5 TV Place, Needham Branch, Boston, Mass. 02192.

Studio: 5 TV Place. Telephone: 617-449-0400.

Ownership: Metromedia Inc. See Group Ownership of TV Stations.

Began Operation: March 19, 1972. Sale to present owner by Boston Broadcasters approved by FCC April 1, 1982 (Television Digest, Vol. 21:30, 31; 22:1, 14).

Represented (sales) by Katz Television.

Personnel:

ROBERT M. BENNETT, president, Metromedia Television.
S. JAMES COPPERSMITH, vice president & general manager.
GERALD J. MCGAVICK, vice president & director of sales.
DEBORAH J. SINAY, vice president & general sales manager.
JOSH MCGRAW, vice president & local sales manager.
WILLIAM LEE MOCKBEE, vice president & director of research.
PAUL LA CAMERA, vice president for public affairs.
PHILIP S. BALBONI, vice president & director of news.
THOMAS J. BRINGOLA, vice president & business manager.
J. CLIFFORD CURLEY, vice president & program manager.
ROSS KAUFFMAN, vice president & dlr. of engineering.
JILL KATZ, creative services director.
RICHARD LEE DICKINSON, design director.
BRUCE SUTTON, director of commercial operations.
BURT PERETSKY, public relations manager.
DAVID FOLSOM, chief engineer.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	33,600	32,900	98
	MASSACHUSETTS			
	Barnstable	65,800	64,500	98
	Essex	234,600	231,700	99
	Middlesex	487,400	481,200	99
	Nantucket	2,300	2,200	96
	Norfolk	215,000	212,800	99
	Plymouth	141,900	140,000	99
	Suffolk	250,500	244,100	97
	Worcester	233,300	229,800	98
	NEW HAMPSHIRE			
	Belknap	17,000	16,800	99
	Cheshire	23,200	22,500	97
Hillsborough	102,700	101,300	99	
Merrimack	37,200	36,300	98	
Rockingham	72,500	71,400	99	
Strafford	31,400	30,800	98	
Between 25-49%	CONNECTICUT			
	New London	84,600	82,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Berkshire	53,500	52,500	98
	Bristol	173,300	171,100	99
	Dukes	4,200	4,000	95
	Franklin	25,500	24,600	97
	MAINE			
	York	53,600	52,800	99
	NEW HAMPSHIRE			
	Sullivan	14,200	13,700	96
	RHODE ISLAND			
	Providence	214,600	211,700	99
	VERMONT			
	Windham	14,800	14,100	95
Between 5-24%	CONNECTICUT			
	Tolland	38,000	37,200	98
	MASSACHUSETTS			
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98
	NEW HAMPSHIRE			
	Carroll	12,300	12,000	98
	Grafton	24,900	24,000	97
	RHODE ISLAND			
	Bristol	16,000	15,900	99
Kent	56,900	56,300	99	
Newport	29,200	28,800	99	
Washington	33,300	32,700	98	
VERMONT				
Windsor	20,300	19,700	97	
Station Totals		3,025,700	2,976,300	98
Net Weekly Circulation (1983)			1,964,500	
Average Daily Circulation (1983)			1,196,500	

Massachusetts—Cambridge-Boston

WLVI-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 140 Cabot St., Needham, Mass.

News Service: CNN.

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

Network Service: None, independent.

Licensee: Gannett Massachusetts Bcstg. Inc., Box 56, Boston, Mass.

Studio: Box 56, 75 Wm. T. Morrissey Blvd. Boston, Mass. 02101.

Telephone: 617-288-3200.

Ownership: Gannett Co. Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (Television Digest, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

Represented (sales) by Blair Television.

Represented (legal) by Nixon, Hargraves, Devans & Doyle.

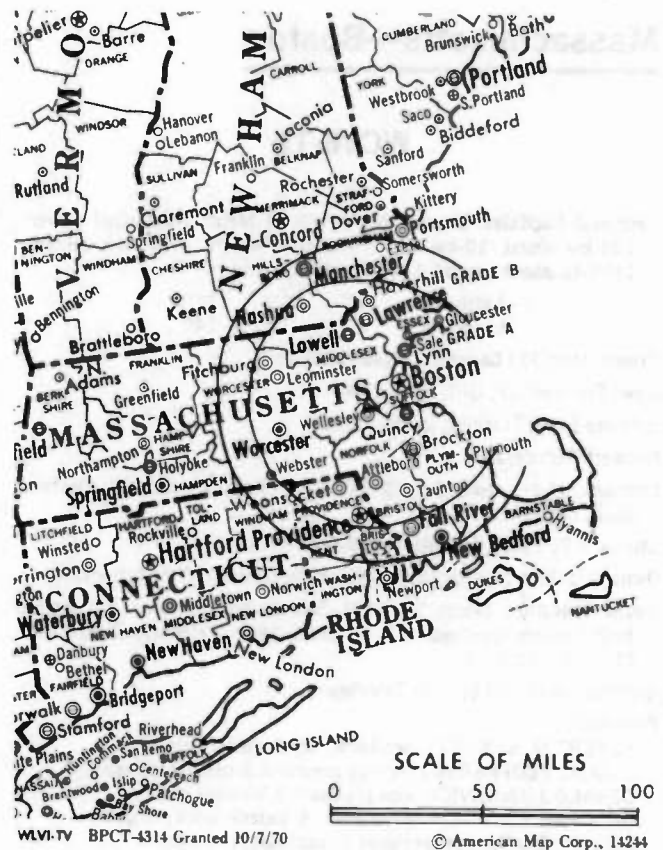
Personnel:

GERALD R. WALSH, vice president & general manager.
VICKY GREGORIAN, program manager,
KEVIN J. DUNN, general sales manager.
THOM NEESON, national sales manager.
DEREK DALTON, local sales manager.
GUNNAR RIEGER, engineering manager.
LIZ WRUBLIN, promotion manager.
NATALIE McIVER, director of news & public affairs.
ANDREW M. SEYFFERT, business manager.

Highest 30 Sec. Rate (May 3, 1982): \$8000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MASSACHUSETTS				
	Middlesex	487,400	481,200	99	
	Nantucket	2,300	2,200	96	
	Norfolk	215,000	212,800	99	
	Plymouth	141,900	140,000	99	
	Suffolk	250,500	244,100	97	
	NEW HAMPSHIRE				
	Hillsborough	102,700	101,300	99	
	Between 25-49%	CONNECTICUT			
		New London	84,600	82,600	98
MASSACHUSETTS					
Barnstable		65,800	64,500	98	
Bristol		173,300	171,100	99	
Essex		234,600	231,700	99	
Worcester		233,300	229,800	98	
MAINE					
Androscoggin		36,800	36,200	98	
Cumberland		82,900	81,500	98	
Kennebec		41,200	40,300	98	
Sagadahoc		10,800	10,500	97	
York		53,600	52,800	99	
NEW HAMPSHIRE					
Belknap		17,000	16,800	99	
Coos	13,400	13,200	99		



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Merrimack	37,200	36,300	98
	Rockingham	72,500	71,400	99
	Strafford	31,400	30,800	98
	Sullivan	14,200	13,700	96
	RHODE ISLAND			
	Bristol	16,000	15,900	99
	Kent	56,900	56,300	99
	Newport	29,200	28,800	99
	Providence	214,600	211,700	99
	Between 5-24%	CONNECTICUT		
Middlesex		48,600	47,700	98
New Haven		280,100	275,900	99
Windham		33,600	32,900	98
MASSACHUSETTS				
Dukes		4,200	4,000	95
Franklin		25,500	24,600	97
Hampden		161,200	158,500	98
Hampshire		46,900	45,800	98
MAINE				
Franklin		10,200	9,800	96
Hancock		16,400	16,100	98
Oxford		18,400	18,100	98
Penobscot		48,200	47,200	98
Somerset		16,100	15,700	98
Waldo	10,600	10,300	97	
NEW HAMPSHIRE				
Carroll	12,300	12,000	98	
Cheshire	23,200	22,500	97	
Grafton	24,900	24,000	97	
NEW YORK				
Albany	109,600	107,400	98	
Rensselaer	54,000	52,800	98	
Schenectady	56,300	55,400	98	
RHODE ISLAND				
Washington	33,300	32,700	98	
VERMONT				
Windsor	20,300	19,700	97	
Station Totals		3,773,000	3,710,600	98
Net Weekly Circulation (1983)				1,297,800
Average Daily Circulation (1983)				504,400

Massachusetts—Boston

WNEV-TV

Ch. 7

SEVEN

WNEV-TV BOSTON

TELEREP INC.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-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"

Transmitter: Tower Road, Newton, Mass.

News Services: AP, UPI.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: CBS.

Licensee: New England Television Inc., Govt. Center, Boston, Mass. 02114.

Studio: 7 Bulfinch Place, Govt. Center, Boston 02114.

Telephone: 617-725-0777. TWX: 710-321-0361.

Ownership: David C. Mugar, chmn.; Community Bcstg. of Boston, 59.41%; The Dudley Station Corp., 39.6%. CBB ownership: David G. Mugar, pres., 59.44%; John P. Chase, 5.95%; Robert C. Linnell, 5.8%; 27 others, none with more than 3%. Dudley ownership: Edward Fredkin, 13.22%; Henry M. Morgan, 9.26%; Bertram L. Lee, 8.62%; 45 others, none with more than 8%.

Began Operation: June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (Television Digest, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

Represented (sales) by TeleRep Inc.

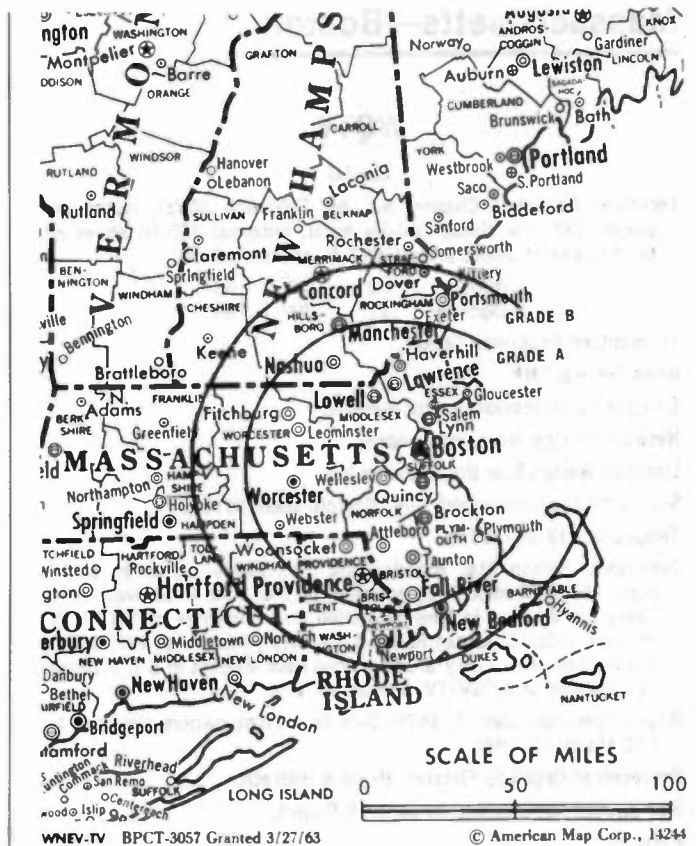
Represented (legal) by Fitch, Miller & Tourse.

Personnel:

WINTHROP BAKER, president.
SEYMOUR YANOFF, exec. vice president & general manager.
FRED PETROSINO, vice president, sales.
JEFF SCHIFFMAN, vice president, programming.
RICHARD WEISBERG, v.p., marketing & creative services.
JEFF ROSSER, vice president, news.
KARL RENWANZ, vice president, engineering.
VICTOR LAI, v.p., finance & administration.
DENNIS WRIGHT, executive assistant to general manager.
JOE PICKERING, director of employee relations.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	65,800	64,500	98
	Bristol	173,300	171,100	99
	Dukes	4,200	4,000	95
	Essex	234,600	231,700	99
	Middlesex	487,400	481,200	99
	Norfolk	215,000	212,800	99
	Plymouth	141,900	140,000	99
	Suffolk	250,500	244,100	97
	Worcester	233,300	229,800	98
NEW HAMPSHIRE	Cheshire	23,200	22,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Hillsborough	102,700	101,300	99	
	Merrimack	37,200	36,300	98	
	Rockingham	72,500	71,400	99	
	Strafford	31,400	30,800	98	
Between 25-49%	CONNECTICUT				
	Windham	33,600	32,900	98	
	MASSACHUSETTS				
	Franklin	25,500	24,600	97	
	Nantucket	2,300	2,200	96	
Between 5-24%	MAINE				
	York	53,600	52,800	99	
	NEW HAMPSHIRE				
	Belknap	17,000	16,800	99	
	Sullivan	14,200	13,700	96	
Between 5-24%	RHODE ISLAND				
	Bristol	16,000	15,900	99	
	Kent	56,900	56,300	99	
	Newport	29,200	28,800	99	
	Providence	214,600	211,700	99	
	VERMONT				
	Windham	14,800	14,100	95	
	Between 5-24%	CONNECTICUT			
		New London	84,600	82,600	98
		Tolland	38,000	37,200	98
Between 5-24%	MASSACHUSETTS				
	Hampshire	46,900	45,800	98	
Between 5-24%	MAINE				
	Franklin	10,200	9,800	96	
Between 5-24%	NEW HAMPSHIRE				
	Carroll	12,300	12,000	98	
Between 5-24%	RHODE ISLAND				
	Washington	33,300	32,700	98	
Between 5-24%	VERMONT				
	Windsor	20,300	19,700	97	
Station Totals		2,796,300	2,751,100	98	
Net Weekly Circulation (1983)			1,886,200		
Average Daily Circulation (1983)			942,400		

Massachusetts—Boston

WQTV

Ch. 68

Technical Facilities: Channel No. 68 (800-806 MHz). Authorized power: 1337-kw visual, 200-kw aural. Antenna: 785-ft. above av. terrain, 887-ft. above ground, 897-ft. above sea level.

Latitude 42° 20' 50"
Longitude 71° 04' 59"

Transmitter: Prudential Center.

News Service: FNN.

Satellite Earth Station: Harris; 5-meter.

Network Service: None, independent.

Licensee: Boston Star Broadcasting Inc.

Studio: 390 Commonwealth Ave., Boston, Mass. 02215.

Telephone: 617-267-1530.

Ownership: Boston Star Broadcasting Inc., 100%. Byron H. Lasky, pres., 38.5%; Donald A. Spiegelman, 12.5%; John P. Sullivan, 49%. Lasky has interest in New Television Corp., licensee of KNXV-TV, Phoenix, Ariz.; Chapman Radio & TV Corp., licensee of WTTO(TV), Birmingham, Ala. Lasky & Spiegelman have interest in B & F Bcstg. Inc., licensee of WCGV-TV, Milwaukee, Wis.

Began Operation: Jan. 3, 1979. Sale to present owners approved by FCC March 22, 1982.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippell.

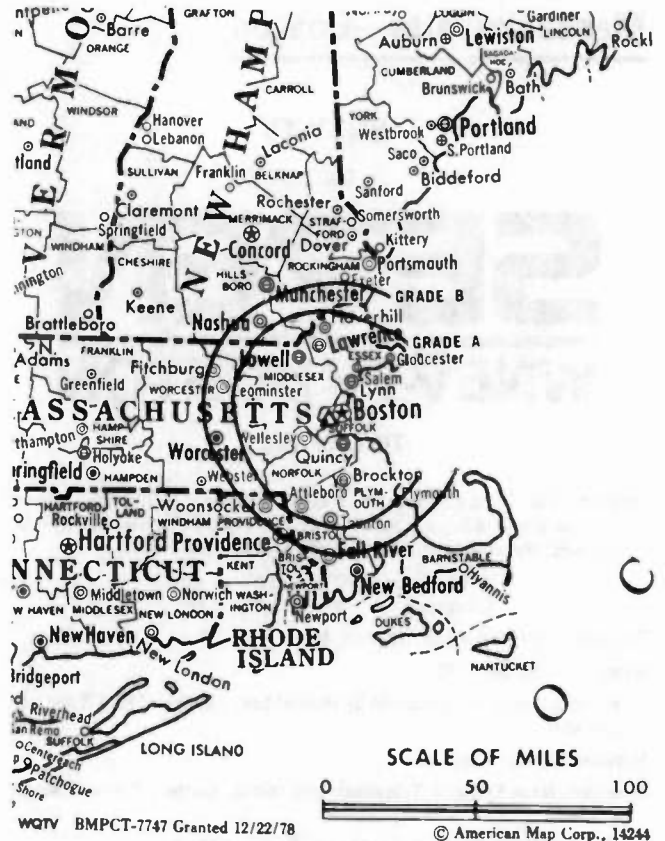
Personnel:

BYRON H. LASKY, chairman.
EDWIN COOPERSTEIN, president & general manager.
ROBERT H. KINKEAD, station manager.
ROBERT S. KRAUS, general sales manager.
WILLIAM A. CUNNINGHAM, business manager.
ROBERT COLFORD, chief engineer.

Highest 30 Sec. Rate (Sept. 5, 1983): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MASSACHUSETTS				
Between 5-24%	Suffolk	250,500	244,100	97
Station Totals		250,500	244,100	97
Net Weekly Circulation (1983)			61,500	
Average Daily Circulation (1983)			15,200	



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Massachusetts—Boston

WSBK-TV

Ch 38



STORER TELEVISION SALES INC.
A STORER STATION

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 3160-kw max. & 1170-kw horizontal visual, 316-kw max. & 117-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: New Boston Television Inc., 83 Leo Birmingham Pkwy., Brighton, Mass. 02135.

Studio: 83 Leo Birmingham Pkwy., Brighton, Mass. 02135.

Ownership: Storer Bcstg., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31).

Represented (sales) by Storer Television Sales.

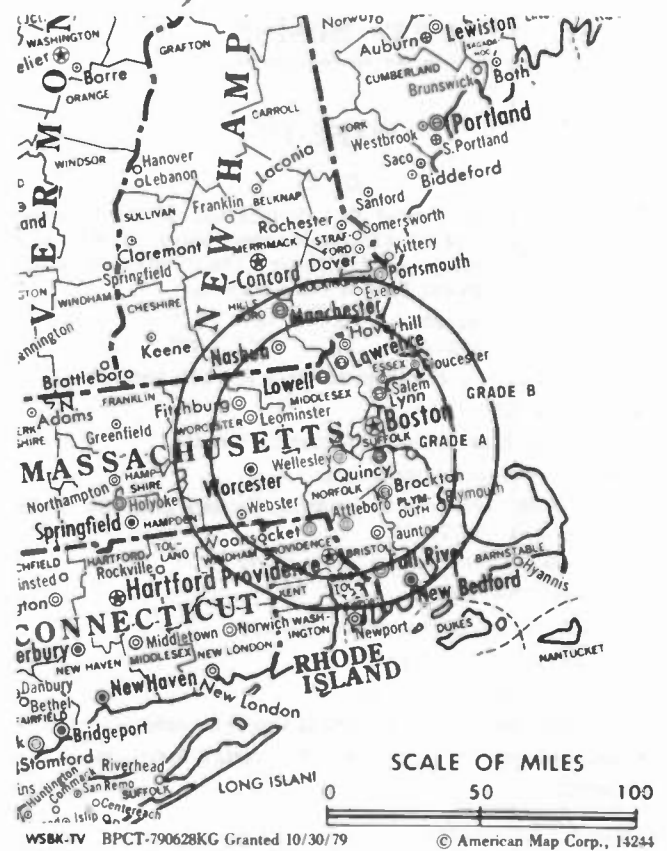
Personnel:

- DANIEL J. BERKERY, vice president & general manager.
- VIRGINIA C. JONES, controller.
- STUART TAUBER, general sales manager.
- PETER SCHRUTH, local sales manager.
- TOM WARNER, national sales manager.
- JOHN ANDERSON, director, sales development.
- DICK BEACH, operations manager.
- JOHN S. VIALL, chief engineer.

Highest 30 Sec. Rate (May 2, 1982): \$5000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	65,800	64,500	98
	Essex	234,600	231,700	99
	Middlesex	487,400	481,200	99
	Norfolk	215,000	212,800	99
	Plymouth	141,900	140,000	99
	Suffolk	250,500	244,100	97
	NEW HAMPSHIRE			
	Hillsborough	102,700	101,300	99
	Between 25-49%	CONNECTICUT		
New London		84,600	82,600	98
MASSACHUSETTS				
Berkshire		53,500	52,500	98
Bristol		173,300	171,100	99
Franklin		25,500	24,600	97
Hampden		161,200	158,500	98
Hampshire		46,900	45,800	98
Nantucket		2,300	2,200	96
Worcester		233,300	229,800	98
MAINE				
Androscoggin	36,800	36,200	98	
Kennebec	41,200	40,300	98	
York	53,600	52,800	99	
NEW HAMPSHIRE				
Coos	13,400	13,200	99	
Grafton	24,900	24,000	97	
Merrimack	37,200	36,300	98	
Rockingham	72,500	71,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Strafford	31,400	30,800	98
	Sullivan	14,200	13,700	96
	NEW YORK			
	Albany	109,600	107,400	98
	Fulton	21,000	20,500	98
	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
	Warren	20,200	19,600	97
	RHODE ISLAND			
Bristol	16,000	15,900	99	
Kent	56,900	56,300	99	
Newport	29,200	28,800	99	
Providence	214,600	211,700	99	
Washington	33,300	32,700	98	
VERMONT				
Bennington	12,800	12,400	97	
Caledonia	9,700	9,500	98	
Between 5-24%	CONNECTICUT			
	Hartford	296,400	291,200	98
	Litchfield	58,100	56,900	98
	Middlesex	48,600	47,700	98
	New Haven	280,100	275,900	99
	Windham	33,600	32,900	98
	MASSACHUSETTS			
	Dukes	4,200	4,000	95
	MAINE			
	Cumberland	82,900	81,500	98
Franklin	10,200	9,800	96	
Hancock	16,400	16,100	98	
Knox	13,000	12,600	97	
Oxford	18,400	18,100	98	
Penobscot	48,200	47,200	98	
Sagadahoc	10,800	10,500	97	
Somerset	16,100	15,700	98	
Waldo	10,600	10,300	97	
NEW HAMPSHIRE				
Belknap	17,000	16,800	99	
(Continued on page 443)				
Station Totals		5,282,000	5,193,500	98
Net Weekly Circulation (1983)			1,812,600	
Average Daily Circulation (1983)			732,300	

Massachusetts—Boston

WXNE-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1950-kw max. & 1380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural. Antenna: 1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, Va. 23463.

Studio: 100 2nd Ave., Needham, Mass. 02192.

Telephone: 617-449-4200.

Ownership: See Group Ownership of TV Stations.

Began Operation: Oct. 10, 1977.

Represented (sales) by Seltel Inc.

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

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

M. G. ROBERTSON, president.

CHARLES F. VERRELL, vice president & general manager.

JAMES McCANN, general sales manager.

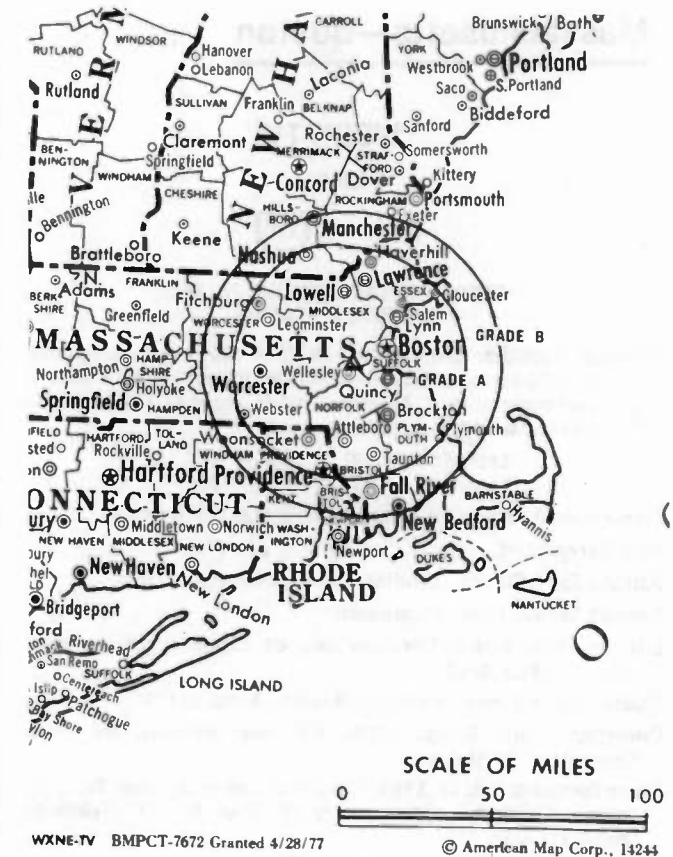
ARTHUR W. BERLA, national sales manager.

DAVID LEAHY, local sales manager.

Highest 30 Sec. Rate: \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Bristol	173,300	171,100	99
	Essex	234,600	231,700	99
	Middlesex	487,400	481,200	99
	Norfolk	215,000	212,800	99
	Plymouth	141,900	140,000	99
	Suffolk	250,500	244,100	97
	Worcester	233,300	229,800	98
	NEW HAMPSHIRE			
	Rockingham	72,500	71,400	99
RHODE ISLAND				
Bristol	16,000	15,900	99	
Between 5-24%	CONNECTICUT			
	Windham	33,600	32,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Barnstable	65,800	64,500	98
	Hampden	161,200	158,500	98
	Nantucket	2,300	2,200	96
	MAINE			
	York	53,600	52,800	99
	NEW HAMPSHIRE			
	Hillsborough	102,700	101,300	99
	Strafford	31,400	30,800	98
	RHODE ISLAND			
	Kent	56,900	56,300	99
	Newport	29,200	28,800	99
	Providence	214,600	211,700	99
Washington	33,300	32,700	98	
VERMONT				
Windham	14,800	14,100	95	
Station Totals		2,623,900	2,584,600	98
Net Weekly Circulation (1983)			729,300	
Average Daily Circulation (1983)			252,000	

Massachusetts—New Bedford- Providence, R.I.

WFDG

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz), Authorized power: 2754-kw visual, 275.4-kw aural. Antenna: 808-ft. above av. terrain, 865-ft. above ground, 935-ft. above sea level.

Latitude 41° 46' 39"
Longitude 70° 55' 41"

Transmitter: 186 Middleboro Rd., East Freetown.

Network Service: None, independent.

Grantee: Metrovision Inc., 186 Middleboro Rd., East Freetown, Mass. 02717.

Mailing Address: Dr. Franklin Graham, 1276 Westover Rd., Stamford, Conn. 06902.

Ownership: Franklin D. Graham, pres., 82%; Judith D. Graham, secy-treas., 10%; Robert F. Aaron & Scott H. Robb, 4% reserved each.

Due to Begin Operation: Spring 1984.

Represented (legal) by Verner, Liipfert, Bernhard & McPherson.

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

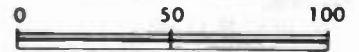
Personnel:

DR FRANKLIN D. GRAHAM, president & chief executive officer.

Highest 30 Sec. Rate (1984): \$750.



SCALE OF MILES



WFDG BMPCT-830216KH Granted 4/8/83

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ARBITRON® RATINGS

Massachusetts—Springfield-Holyoke

WGGB-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 3680-kw visual, 368-kw aural. Antenna: 1004-ft. above av. terrain, 152-ft. above ground, 1352-ft. above sea level.

Latitude 42° 14' 30"
Longitude 72° 38' 56"

Transmitter: Top of Mt. Tom.

News Service: AP.

Network Service: ABC.

Licensee: The WHYN Stations Corp., Box 3633, Springfield, Mass. 01101.

Studio: 1300 Liberty St., Springfield, Mass. 01101.

Telephone: 413-785-1911. TWX: 710-350-1369

Ownership: See WGAN-TV, Portland, Me.

Began Operation: April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol. 6:44, 7). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culyer.

Personnel:

GILBERT M. LEFKOVICH, general manager.

RICHARD WYLIE, national sales manager.

PHILIP J. RENISON, local sales manager.

TED GRATKOWSKI, chief engineer.

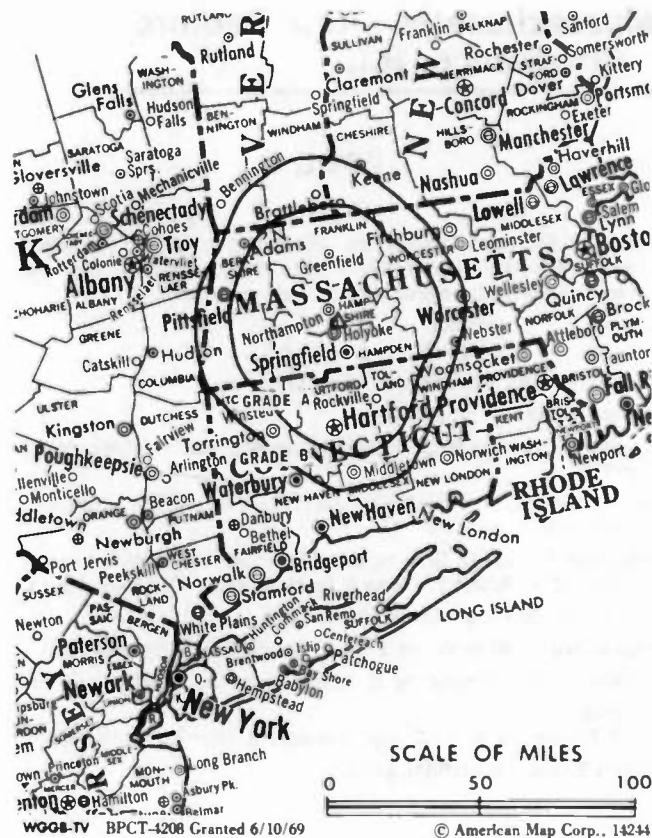
DURHAM CALDWELL, news director.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	25,500	24,600	97
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98
Between 25-49%	CONNECTICUT			
	Hartford	296,400	291,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VERMONT			
	Windham	14,800	14,100	95
Between 5-24%	CONNECTICUT			
	Litchfield	58,100	56,900	98
	Middlesex	48,600	47,700	98
	Tolland	38,000	37,200	98
50% & Over	MASSACHUSETTS			
	Berkshire	53,500	52,500	98
Station Totals		743,000	728,500	98
Net Weekly Circulation (1983)				318,700
Average Daily Circulation (1983)				172,800

Massachusetts—Springfield

WWLP

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 4170-kw visual, 417-kw aural. Antenna: 877-ft. above av. terrain, 530-ft. above ground, 1170-ft. above sea level.

Latitude 42° 05' 00"
Longitude 72° 42' 16"

Transmitter: Provin Mtn., Agawam, Mass.

News Service: AP.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: NBC.

Licensee: Springfield Television Corp., Box 2210, Springfield, Mass. 01102.

Studio: Provin Mtn., Agawam, Mass.

Telephone: 413-786-2200. Easylink: 621-475-20.

Mailing Address: Box 2210, Springfield, Mass. 01102.

Ownership: Roger L. Putnam estate, 25.09%; William L. Putnam, chmn., 4.56%; Joseph J. Deliso, dir., 6.68%; over 200 others, none owning over 2%. Springfield Television also owns WKEF(TV), Dayton, Ohio & KSTU(TV), Ch. 20, Salt Lake City, Utah.

Began Operation: March 17, 1953.

Represented (sales) by Seltel Inc.; Kettell-Carter (Boston).

Represented (legal) by Sanford, Adams, McCullough & Beard.

Personnel:

WILLIAM L. PUTNAM, chairman.
KATHRYN F. BROMAN, president.
PAUL A. BRISSETTE, corporate executive vice president.
ROLAND L. FILIAULT, treasurer & comptroller.
WILLIAM PEPIN, station manager.
JOHN FERGIE, vice president, engineering.
W. BUZZ SAWYER, vice president, corporate programming.
E. HOLLAND LOW, v.p. & national sales manager.
DANIEL T. SULLIVAN JR., v.p. & general sales manager.
FRANCIS KOZLOWSKI JR., traffic manager.
LOUIS CHENEVERT, chief engineer.
DEENE PICCIN, promotion manager.

Highest One Hour Rate: \$1750.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$725.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	25,500	24,600	97
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	Hartford	296,400	291,200	98
	Tolland	38,000	37,200	98
	MASSACHUSETTS			
	Berkshire	53,500	52,500	98
Between 5-24%	CONNECTICUT			
	Litchfield	58,100	56,900	98
	Middlesex	48,600	47,700	98
	MASSACHUSETTS			
	Worcester	233,300	229,800	98
	NEW HAMPSHIRE			
	Cheshire	23,200	22,500	97
Station Totals		984,700	966,700	98
Net Weekly Circulation (1983)			387,200	
Average Daily Circulation (1983)			194,300	

Massachusetts—Worcester

WSMW-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1151-kw max. & 513-kw horizontal visual, 227.5-kw max. & 102-kw horizontal aural. Antenna: 1530-ft. above av. terrain, 1344-ft. above ground, 2044-ft. above sea level.

Latitude 42° 20' 01"
Longitude 71° 42' 53"

Transmitter: Stiles Hill, Boylston, 2.6-mi. N of Shrewsbury.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: None, independent.

Licensee: Sibos Inc., 127 Beverly Rd., Worcester, Mass. 01605.

Studio: 127 Beverly Rd., Worcester, Mass. 01605.

Telephone: 617-852-0027. TWX: 710-340-7687.

Ownership: Melvin Simon, pres., 45%; Gerald Kraft, v.p.; Fred Simon, secy.-treas., 10%; Irwin Katz, trustee, 45%.

Began Operation: Jan. 2, 1970. Sale to present owners by America Group Management Corp. approved by FCC April 21, 1977. Began subscription TV operation Sept. 8, 1980.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Cohen & Dippell.

Personnel:

BRIAN A. HIGGINS, vice president & general manager.
DONALD J. REILLY, asst. general manager & business manager.
GREGORY T. LANO, general sales manager.
GERARD J. GERRITS JR., chief engineer.
TOM POWERS, production manager.
CHRISTINE HOLUB, program supervisor.
MIKE KRASNER, news director.
MARIO FINOCCHIO, director of creative services.
BOB PARMENTER, traffic manager.
DONALD RUTANA, film director.

Highest One Hour Rate: \$1400.

Highest 30 Sec. Rate: \$130.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CONNECTICUT			
	New London	84,600	82,600	98
	Windham	33,600	32,900	98
Between 5-24%	MASSACHUSETTS			
	Barnstable	65,800	64,500	98
	Bristol	173,300	171,100	99
	Essex	234,600	231,700	99
	Franklin	25,500	24,600	97
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98
	Middlesex	487,400	481,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Norfolk	215,000	212,800	99
	Plymouth	141,900	140,000	99
	Suffolk	250,500	244,100	97
	Worcester	233,300	229,800	98
NEW HAMPSHIRE	Cheshire	23,200	22,500	97
	Hillsborough	102,700	101,300	99
	Merrimack	37,200	36,300	98
	Rockingham	72,500	71,400	99
NEW YORK	Albany	109,600	107,400	98
	Rensselaer	54,000	52,800	98
	Saratoga	55,900	55,100	98
RHODE ISLAND	Bristol	16,000	15,900	99
	Kent	56,900	56,300	99
	Newport	29,200	28,800	99
	Providence	214,600	211,700	99
	Washington	33,300	32,700	98
Station Totals		2,958,700	2,911,800	98
Net Weekly Circulation (1983)			301,300	
Average Daily Circulation (1983)			84,100	

Massachusetts

WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW HAMPSHIRE—(Continued)				
Between 5-24%	Carroll	12,300	12,000	98
	Cheshire	23,200	22,500	97
NEW JERSEY				
	Bergen	304,100	301,500	99

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 5-24%	Broome	78,200	76,800	98
	Cayuga	27,700	26,900	97
	Columbia	22,400	21,900	98
	Delaware	16,900	16,200	96
	Greene	16,100	15,700	98
	Monroe	259,300	254,900	98
	Montgomery	19,900	19,400	97
	Onondaga	169,600	166,900	98
	Otsego	21,000	20,300	97
	Rensselaer	54,000	52,800	98
	Washington	18,400	18,000	98
VERMONT				
	Windham	14,800	14,100	95
	Windsor	20,300	19,700	97

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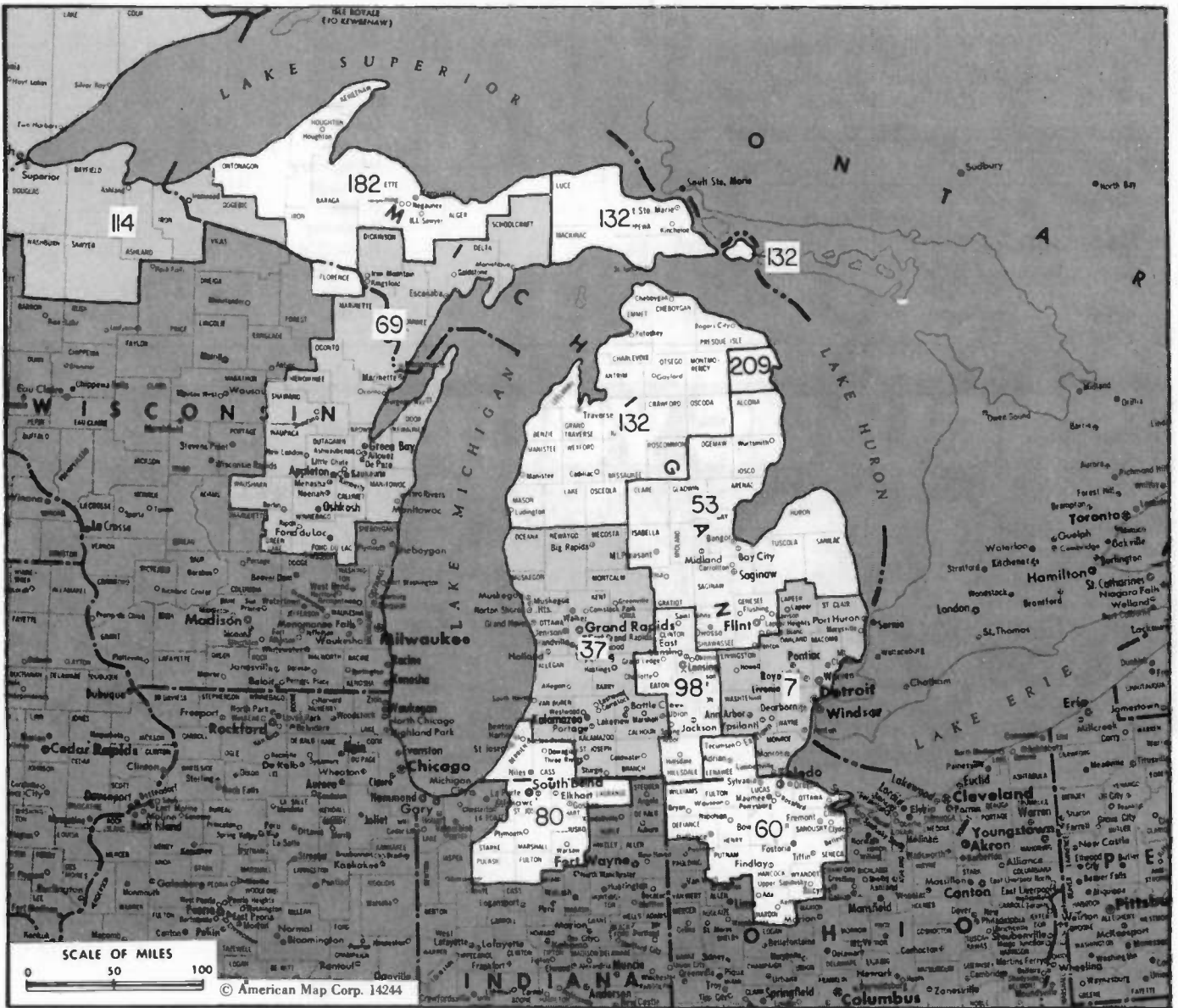
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Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Detroit, Mich.	1,674,800	7	1,116,000	6	CBET (9), WDIV (4), WGPR-TV (62), WIHT (31), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7)
Grand Rapids-Kalamazoo-Battle Creek, Mich.	578,100	37	312,000	42	WKZO-TV (3), WOTV (8), WUHQ-TV (41), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, Mich.	453,900	53	242,000	58	WEYI-TV (25), WJRT-TV (12), WNEM-TV (5)
Toledo, O.	405,800	60	252,000	56	WDHO-TV (24), WTOL-TV (11), WTVG (13)
Green Bay, Wis.	351,300	69	224,000	63	WBAY-TV (2), WFRV-TV (5), WJMN-TV (3), WLRE (26), WLUK-TV (11)
South Bend-Elkhart, Ind.	281,300	80	177,000	76	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, Mich.	214,700	98	118,000	102	WFSL-TV (47), WILX-TV (10), WJIM-TV (6)
Duluth, Minn.-Superior, Wis.	177,100	114	104,000	116	KBJR-TV (6), KDLH-TV (3), WDI0-TV (10), WIRT (13)
Traverse City-Cadillac, Mich.	151,000	132	98,000	121	WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTW (9), WWUP-TV (10)

Michigan

Marquette, Mich.	56,000	182	24,000	181	WLUC-TV (6)
Alpena, Mich.	11,500	209	9,000	202	WBKB-TV (11)

Michigan Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	18	8	26
Educational Television Stations	2	6	8
			34

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WILX-TV
Battle Creek

(See Lansing, Mich.)

WJRT-TV
Bay City

(See Flint, Mich.)

WEYI-TV
Bay City

(See Saginaw, Mich.)

WPBN-TV
Cadillac

(See Traverse City, Mich.)

WJIM-TV
Flint

(See Lansing, Mich.)

WEYI-TV
Flint

(See Saginaw, Mich.)

WNEM-TV
Flint

(See Bay City, Mich.)

WKZO-TV
Grand Rapids

(See Kalamazoo, Mich.)

WILX-TV & WJIM-TV
Jackson

(See Lansing, Mich.)

WUHQ-TV
Kalamazoo

(See Battle Creek, Mich.)

WOTV & WZZM-TV
Kalamazoo

(See Grand Rapids, Mich.)

WJRT-TV
Saginaw

(See Flint, Mich.)

WNEM-TV
Saginaw

(See Bay City, Mich.)

WWTV
Traverse City

(See Cadillac, Mich.)

Michigan—Alpena-Oscoda-Tawas City-East Tawas

WBKB-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.0"
Longitude 83° 31' 22.5"

Transmitter: Hubbard Lake Rd., 3-mi. N of M-72.

News Services: AP, CBS.

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, Mich. 49707.

Studio: 1390 Bagley St. Telephone: 517-356-3434.

Ownership: Stephen A. Marks, pres., 51%; Thunder Bay Bcstg. Corp., 49%. Thunder Bay ownership: Frederick T. Johnston, 6.9%; Walter G. Weinkauff, treas., 1.9%; Ann H. Crow, 7%; Aldor Carstens, 2.9%; Dale Huggler, 2.7%; Kelly Corp., Charles Petch & Leonard H. Marks, 2% each; 64 others.

Began Operation: Sept. 22, 1975.

Represented (sales) by Seltel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

STEPHEN A. MARKS, president & general manager.
SALVATORE PORTA, general sales manager.
BARB BOWEN, national & regional sales manager.
DAVE COURSE, promotion manager.
PATTI ESKURI, news director.
KEN BIGELOW, chief engineer.
ROBERT RACE, production manager.
JERI FOOR, traffic director.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alcona	4,000	3,900	97
	Alpena	11,900	11,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iosco	10,900	10,700	99
	Montmorency	3,100	3,000	97
	Presque Isle	5,300	5,100	96
MICHIGAN				
Between 25-49%	Arenac	5,600	5,500	98
	Ogemaw	6,400	6,300	98
	Oscoda	2,800	2,700	96
MICHIGAN				
Between 5-24%	Huron	13,500	13,200	98
Station Totals		63,500	61,800	97
Net Weekly Circulation (1983)			34,900	
Average Daily Circulation (1983)			20,500	

Michigan—Ann Arbor

WIHT

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1230-kw max. & 1222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 42° 22' 25.0"
Longitude 84° 01' 13.5"

Transmitter: RFD M-52, Lyndon Twp.

Satellite Earth Stations: Gardiner, 5.6-meter; AFC, 3.5-meter; Microdyne receivers.

Network Service: None, Independent.

Licensee: Satellite Television Systems Inc., Box 45684, Tulsa, Okla. 74145.

Studio: 3951 Varsity Dr., Ann Arbor, Mich. 48104.

Telephone: 313-973-7900.

Mailing Address: Box 2267, Ann Arbor, Mich. 48106.

Ownership: Edward L. Taylor, pres.; Kiplyn R. Farmer, v.p., 1%; Satellite Syndicated Systems, 98%. Satellite Syndicated Systems owns 63% of Satellite Television Systems, owner of 50% of KGCT-TV, Tulsa, Okla.

Began Operation: Jan. 12, 1981.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Pepper & Corazzini.

Personnel:

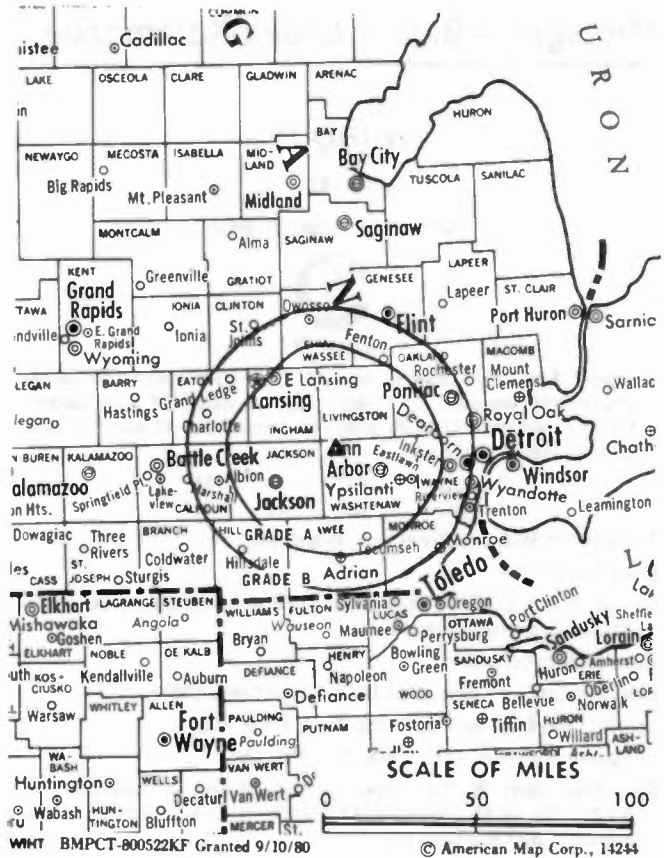
KIP FARMER, exec. vice president & general manager.

ALFRED LILE, director of station operations.

Highest 30 Sec. Rate (July 1983): \$30.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Clinton	18,700	18,500	99
Station Totals		18,700	18,500	98
Net Weekly Circulation (1983)			18,600	
Average Daily Circulation (1983)			6,500	



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Michigan—Battle Creek-Kalamazoo

WUHQ-TV

Ch. 41

(Also serves Grand Rapids)



WUHQ-TV

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: Mullen & Norris Rds., Orangeville.

News Service: AP.

Satellite Earth Stations: Microdyne; 7-meter & 4.6-meter; Scientific-Atlanta & Microdyne receivers.

Network Service: ABC.

Licensee: Channel 41 Inc., Box 1616, Battle Creek 49016.

Studio: 5200 Dickman Rd., Battle Creek, Mich. 49016.

Telephone: 616-968-9341. TWX: 810-276-2201.

Ownership: John W. Lawrence, 32.2%; William J. Lawrence Jr., 32.2%; Borgia M. Lawrence, 32.7%; Dr. H. Lewis Batts Jr., 2.6%; one other with less than 1%.

Began Operation: July 24, 1971.

Represented (sales) by Seltel Inc.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Hammett & Edison Inc.

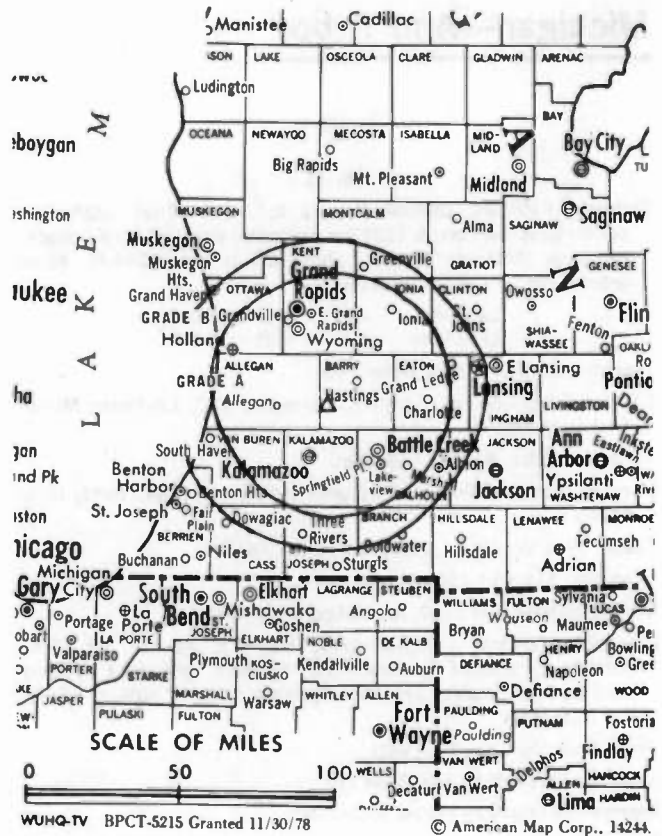
Personnel:

JERRY P. COLVIN, exec. vice president & general manager.
MICHAEL J. LAEMERS, v.p., engineering & data processing.
PHILIP R. RANNS, vice president, controller.
LINDA DOSH, program director.
ROBERT CARPENTER, v.p., local/regional sales manager.
RUSSELL F. VOSSSEN, operations manager.
JOHN GARROD, production manager.
KATHY LONG, traffic manager.

Highest 30 Sec. Rate (July 25, 1983): \$350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	29,100	28,700	99
	Barry	16,600	16,400	99
	Branch	14,900	14,700	99
	Calhoun	52,600	52,000	99
	Eaton	32,900	32,500	99
	Ionia	17,000	16,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kalamazoo	79,400	78,300	99
	Van Buren	24,800	24,500	99
MICHIGAN				
Between 25-49%	Hillsdale	14,900	14,600	98
	Ingham	97,900	96,500	99
	Kent	164,100	161,600	98
	Muskegon	56,300	55,500	99
	Ottawa	54,400	53,700	99
	St Joseph	21,000	20,700	99
INDIANA				
Between 5-24%	Steuben	9,500	9,300	98
	MICHIGAN			
	Cass	18,200	17,900	98
	Clinton	18,700	18,500	99
	Jackson	52,800	52,200	99
	Montcalm	17,500	17,200	98
	Newaygo	13,300	13,000	98
Station Totals		805,900	794,600	98
Net Weekly Circulation (1983)			376,600	
Average Daily Circulation (1983)			182,400	

Michigan—Bay City-Saginaw-Flint

WNEM-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1642-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

News Services: UPI, NIWS.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: NBC.

Licensee: Meredith Corp., 107 N. Franklin St., Box 531, Saginaw, Mich. 48606.

Studios & Offices: 107 N. Franklin St., Box 531, Saginaw, Mich. 48606. Telephone: 517-755-8191. G-3426 Miller Rd., Flint. Telephone: 313-732-2050.

TWX: 810-265-1203, Saginaw; 313-742-8724, Flint.

Ownership: Meredith Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

TODD HOLMES, vice president & general manager.

PAUL VIRCI GLIO, general sales manager.

BILL AVERY, program director.

PAULA MORRISSEY, local sales manager.

MICHELLE FRASIK, promotion director.

TOM EYNON, director of community affairs.

GREG SURMA, chief engineer.

FRED ERTZ, news director.

JOHN HAUPRICHT, production manager.

JOHN PETERSEN, news manager.

MARC WESLEY, sports director.

Rates: On request.

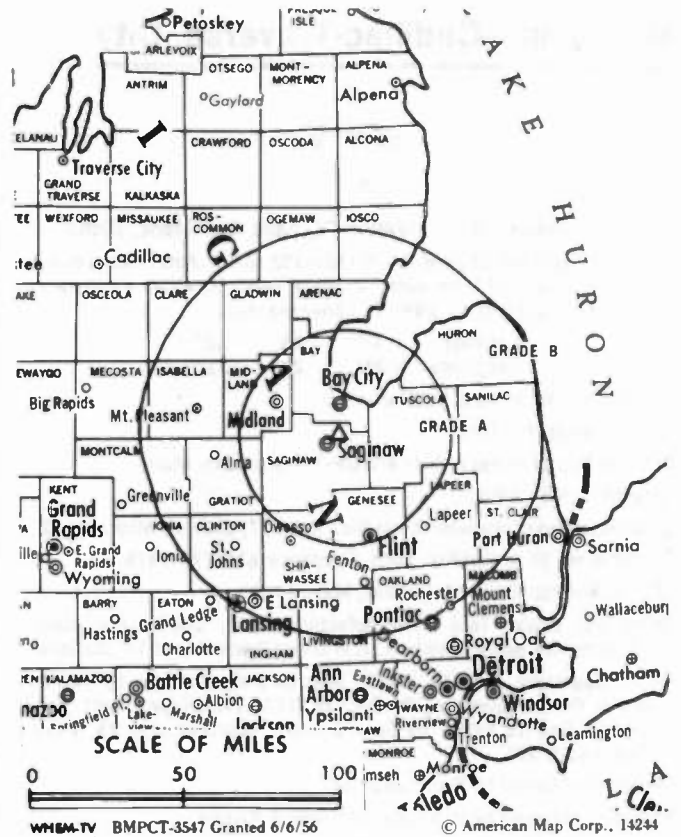
NETWORK BASE HOURLY RATE: \$1300.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 63,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alcona	4,000	3,900	97
	Alpena	11,900	11,400	96
	Arenac	5,600	5,500	98
	Bay	42,800	42,300	99
	Clare	9,600	9,400	98
	Genesee	160,000	158,400	99
	Gladwin	7,900	7,700	97
	Gratiot	13,700	13,500	99
	Huron	13,500	13,200	98
	Iosco	10,900	10,700	99
	Isabella	17,400	17,100	98



WNEM-TV BMPCT-3547 Granted 6/6/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lapeer	23,400	23,100	99
	Midland	26,200	25,900	99
	Ogemaw	6,400	6,300	98
	Roscommon	7,400	7,300	99
	Saginaw	79,300	78,400	99
	Sanilac	14,900	14,600	98
	Shiawassee	24,600	24,300	99
	Tuscola	19,500	19,200	98
MICHIGAN	Chippewa	9,800	9,600	97
	Clinton	18,700	18,500	99
	Crawford	3,600	3,500	97
	Emmet	8,900	8,600	97
	Osceola	7,000	6,900	98
	Oscoda	2,800	2,700	96
MICHIGAN	Between 5-24%			
	Ionia	17,000	16,800	99
	Livingston	35,200	34,900	99
	Mecosta	11,900	11,600	98
	Missaukee	3,700	3,600	97
	Montcalm	17,500	17,200	98
	Oceana	7,900	7,700	97
	Otsego	5,600	5,500	98
Wexford	9,700	9,500	98	
Station Totals		658,300	648,800	98
Net Weekly Circulation (1983)			470,300	
Average Daily Circulation (1983)			311,600	

Michigan—Cadillac-Traverse City

WWTV

Ch. 9

(Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.1-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.

News Services: AP, UPI.

Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie.

Network Service: CBS.

Licensee: Wilson Communications Inc., Box 627, Cadillac, Mich. 49601.

Studio: 9-mi. SE of Cadillac, Mich. Telephone: 616-775-3478.

Mailing Address: Box 627, Cadillac, Mich. 49601.

Ownership: Inland Tool & Manufacturing Inc., 100%. For other interests, see Ralph C. Wilson Jr. in Group Ownership of TV Stations.

Began Operation: Dec. 11, 1953. Sale to present owner by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (Television Digest, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Lohnes & Culver.

Personnel:

FRED HUTCHING, vice president & general manager.

RICHARD SCHAPPA, general sales manager.

LOWELL SHORE, chief engineer.

BOB LEE, director, news, community & public affairs.

Highest One Hour Rate: \$1500.

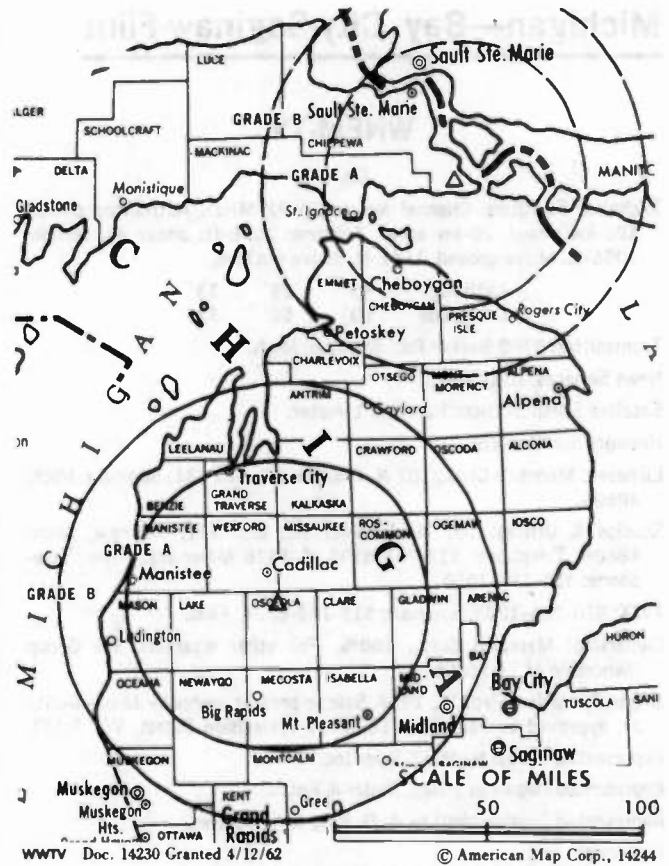
Highest 30 Sec. Rate: \$400.

WWTV is sold in combination with WWUP-TV.

NETWORK BASE HOURLY RATE: \$786.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Antrim	6,200	6,100	98
	Benzie	4,300	4,200	98
	Charlevoix	7,800	7,600	98
	Cheboygan	8,000	7,700	97
	Chippewa	9,800	9,600	97
	Clare	9,600	9,400	98
	Crawford	3,600	3,500	97
	Emmet	8,900	8,600	97
	Gladwin	7,900	7,700	97
	Grand Traverse	21,300	20,800	98
	Isabella	17,400	17,100	98
	Kalkaska	4,500	4,400	98
	Lake	3,300	3,200	97
	Leelanau	5,500	5,400	98
Luce	2,200	2,100	95	
Mackinac	3,700	3,600	97	
Manistee	9,200	9,000	98	



WWTV Doc. 14230 Granted 4/12/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	10,200	9,900	97
	Mecosta	11,900	11,600	98
	Missaukee	3,700	3,600	97
	Montmorency	3,100	3,000	97
	Oceana	7,900	7,700	97
	Ogemaw	6,400	6,300	98
	Osceola	7,000	6,900	98
	Oscoda	2,800	2,700	96
	Otsego	5,600	5,500	98
	Presque Isle	5,300	5,100	96
	Roscommon	7,400	7,300	99
	Wexford	9,700	9,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Gratiot	13,700	13,500	99
	Midland	26,200	25,900	99
	Montcalm	17,500	17,200	98
	Newaygo	13,300	13,000	98
Schoolcraft	3,200	3,100	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN			
	Alpena	11,900	11,400	96
	Arenac	5,600	5,500	98
	Bay	42,800	42,300	99
	Delta	14,300	13,900	98
	Dickinson	10,000	9,900	99
Marquette	26,100	25,700	99	

Station Totals	398,800	390,500	97
Net Weekly Circulation (1983)		245,100	
Average Daily Circulation (1983)		156,600	

Michigan—Cheboygan

WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, Mich.)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

Latitude 45° 39' 01"
Longitude 84° 20' 37"

Transmitter: U.S. Rte. 23, 6.7-mi. E of Cheboygan.

News Service: AP.

Network Service: NBC.

Licensee: WPBN/WTOM-TV, Subsidiary of U.S. Tobacco Co., M72 West, Box 546, Traverse City, Mich. 49684.

Studio: U.S. Rte. 23, 6.7-mi. E of Cheboygan.

Telephone: 616-947-7770.

Mailing Address: Box 546, Traverse City, Mich. 49684.

Ownership: Same as WPBN-TV, Traverse City.

Began Operation: May 16, 1959.

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

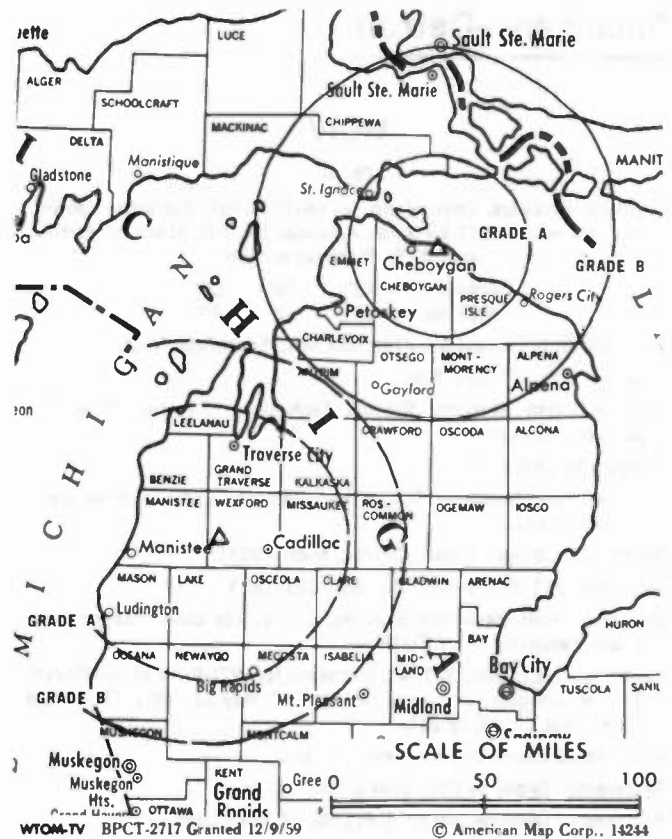
MANUEL LEITAO JR., president.

DONALD R. COTE, vice president & general manager.

LEON BUSH, chief engineer.

Rates: See WPBN-TV, Traverse City.

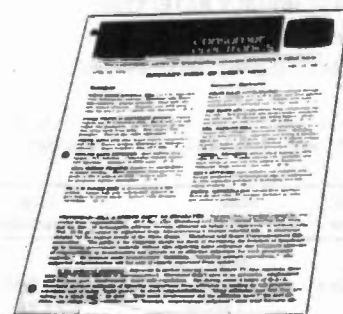
Arbitron Data: Included with WPBN-TV, Traverse City.



For Translator Stations,
consult Index

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Michigan—Detroit

WDIV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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° 28' 59"
Longitude 83° 12' 20"

Transmitter: Greenfield & 10 1/2 Mile Rds., Southfield, Mich.

News Services: AP, UPI, NBC.

Satellite Earth Stations: Satcom Technology, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Post-Newsweek Station Michigan Inc., 550 Lafayette Blvd., Detroit 48231.

Studio: 550 Lafayette Blvd., Detroit, Mich. 48231.

Telephone: 313-222-0444. TWX: 810-221-1623.

Ownership: Post-Newsweek Stations, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: June 3, 1947. Exchange for WTOP-TV (now WDM-TV), Washington, D.C. approved by FCC May 18, 1978 (Television Digest, Vol. 17:50; 18:21).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- AMY McCOMBS, vice president & general manager.
- WILLIAM FORD, vice president & station manager.
- ROBERT WARFIELD, news director.
- CHRISTOPHER ROHRS, general sales manager.
- RICHARD SIRVAITIS, local sales manager.
- EILEEN WUNDERLICH, director, press & publicity.
- JAMES J. CORNO, program manager.
- ALAN FRANK, dir., programming & audience development.
- LINC REED-NICKERSON, engineering manager.
- MARTY IKER, director of marketing services.
- J. PAUL WILSON, business manager.
- MURWIN BEVIS, accounting manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3802.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 497,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Genesee	160,000	158,400	99
	Lapeer	23,400	23,100	99
	Lenawee	31,300	30,800	99
	Livingston	35,200	34,900	99
	Macomb	243,700	242,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	45,500	45,100	99
	Oakland	375,600	373,200	99
	St Clair	49,900	49,200	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,700	96,500	98
	Wayne	813,200	804,100	99
Between 25-49%	MICHIGAN			
	Jackson	52,800	52,200	99
Between 5-24%	OHIO			
	Lucas	176,200	174,300	99
Between 5-24%	MICHIGAN			
	Hillsdale	14,900	14,600	98
	Huron	13,500	13,200	98
	Ingham	97,900	96,500	99
	Shiawassee	24,600	24,300	99
	Tuscola	19,500	19,200	98
	OHIO			
	Fulton	13,300	13,000	98
	Ottawa	14,700	14,500	99
	Wood	37,700	37,300	99
Wyandot	7,900	7,800	98	
Station Totals		2,364,400	2,339,100	98
Net Weekly Circulation (1983)				1,645,400
Average Daily Circulation (1983)				1,011,700

Michigan—Detroit

WGPR-TV

Ch. 62

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"
Longitude 83° 09' 50"

Transmitter: One Radio Plaza, Royal Oak Twp., Mich.

Satellite Earth Stations: 2 Prodelin, 4.6-meter; 1 Prodelin, 5-meter; 1 Harris, 3-meter.

Network Service: None, Independent.

Licensee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, Mich. 48207.

Studio: 3140-46 E. Jefferson Ave., Detroit, Mich. 48207.

Telephone: 313-259-8862.

Ownership: Non-profit organization. Officers: Dr. William V. Banks, pres.; Ivy Banks, first v.p. & secy.; James W. Panagos, v.p.; Tencia A. Gregory, v.p.-comptroller. WGPR Inc. is licensee of WGPR(FM), Detroit.

Began Operation: Sept. 29, 1975.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Browne & Renaud.

Personnel:

DR. WILLIAM V. BANKS, president & general manager.
JAMES W. PANAGOS, v.p. & general sales manager.
TENCIA A. GREGORY, vice president & station manager.
ULYSSES W. BOYKIN, vice president, public affairs.
JOHN GROVER, engineering.

Highest 30 Sec. Rate: \$75.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Macomb	243,700	242,300	99
	Oakland	375,600	373,200	99
	St Clair	49,900	49,200	99
	Washtenaw	98,700	96,500	98
	Wayne	813,200	804,100	99
Station Totals		1,581,100	1,565,300	99
Net Weekly Circulation (1983)			220,100	
Average Daily Circulation (1983)			71,800	



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Michigan—Detroit

WJBK-TV

Ch. 2



STORER TELEVISION SALES INC.
A STORER STATION

Technical Facilities: Channel No. 2 (54-60 MHz). 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, Mich.

News Services: AP, UPI, CBS, Storer Washington Bureau.

Satellite Earth Station: Microdyne, 9-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Storer Communications Inc., Number Two Storer Pl., Southfield, Mich. 48075.

Studio: Box 2000, Southfield, Mich. 48037.

Telephone: 313-557-2000. TWX: 810-224-4876.

Ownership: Storer Communications Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 24, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

- WILLIAM FLYNN, vice president & general manager.
- JAMES CLAYTON, general sales manager.
- DAVID LIPPOFF, news director.
- ELAINE CARPENTER, local sales manager.
- RICK MILLS, national sales manager.
- MARLA DRUTZ, director, marketing & research.
- TOM FOX, community affairs director.
- JIM VERRAS, chief engineer.
- MARIANNE MAZER, program coordinator.
- GLORIA PETERSON, personnel & payroll manager.

Rates: On request.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 472,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Lapeer	23,400	23,100	99
	Lenawee	31,300	30,800	99
	Livingston	35,200	34,900	99
	Macomb	243,700	242,300	99
	Monroe	45,500	45,100	99
	Oakland	375,600	373,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Clair	49,900	49,200	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,700	96,500	98
	Wayne	813,200	804,100	99
MICHIGAN				
Between 25-49%	Genesee	160,000	158,400	99
	Jackson	52,800	52,200	99
MICHIGAN				
Between 5-24%	Shiawassee	24,600	24,300	99
	Tuscola	19,500	19,200	98
OHIO				
	Fulton	13,300	13,000	98
	Lucas	176,200	174,300	99
	Wood	37,700	37,300	99
Station Totals		2,215,500	2,192,500	98
Net Weekly Circulation (1983)		1,580,700		
Average Daily Circulation (1983)		921,900		

Michigan—Detroit

WKBD-TV

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

News Services: AP, PR Newswire, CNN Headline News.

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

Network Service: None, independent.

Licensee: Field Communications Corp., 3 Embarcadero Center, San Francisco, Cal. 94111.

Studio: 26955 West 11 Mile Rd., Southfield, Mich. 48034.

Mailing Address: Box 50, Southfield, Mich. 48037.

Telephone: 313-444-8500.

Ownership: Field Enterprises Holdings Ltd., 100%. Note: Sale to Cox Communications pending.

Began Operation: Jan. 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26).

Represented (sales) by TeleRep Inc.

Represented (legal) by Sidley & Austin.

Represented (engineering) by John F. X. Browne & Associates Inc.

Personnel:

GEORGE H. WILLIAMS, vice president & general manager.

JOCK T. FRITZ, general sales manager.

MICHAEL B. BERMAN, sales manager.

WILLIAM P. CASTLEMAN, program manager.

BOB FITZGERALD, business manager.

DAVID L. JERRELL, production manager.

AL MARTIN, director of engineering.

ANNA HOWIE KOKAS, promotion manager.

Rates: Not available.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 395,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Genesee	160,000	158,400	99
	Gogebic	7,600	7,400	97
	Houghton	13,300	12,800	97
	Livingston	35,200	34,900	99
	Macomb	243,700	242,300	99
	Marquette	26,100	25,700	99
	Monroe	45,500	45,100	99
	Oakland	375,600	373,200	99
	St Clair	49,900	49,200	99
	Washtenaw	98,700	96,500	98
	Wayne	813,200	804,100	99
Between 25-49%	MICHIGAN			
	Alpena	11,900	11,400	96
	Antrim	6,200	6,100	98
	Bay	42,800	42,300	99
	Branch	14,900	14,700	99
	Calhoun	52,600	52,000	99
	Charlevoix	7,800	7,600	98
	Chippewa	9,800	9,600	97
	Delta	14,300	13,900	98
	Dickinson	10,000	9,900	99
	Emmet	8,900	8,600	97
	Grand Traverse	21,300	20,800	98
	Ingham	97,900	96,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	losco	10,900	10,700	99
	Jackson	52,800	52,200	99
	Kalamazoo	79,400	78,300	99
	Keweenaw	800	800	100
	Lapeer	23,400	23,100	99
	Lenawee	31,300	30,800	99
	Midland	26,200	25,900	99
	Muskegon	56,300	55,500	99
	Ontonagon	3,500	3,400	96
	Otsego	5,600	5,500	98
	Sanilac	14,900	14,600	98
	Schoolcraft	3,200	3,100	97
	Wexford	9,700	9,500	98
	OHIO			
	Defiance	13,800	13,600	99
	Erie	28,800	28,500	99
	Fulton	13,300	13,000	98
	Hancock	24,000	23,700	99
Lucas	176,200	174,300	99	
Ottawa	14,700	14,500	99	
Sandusky	22,500	22,300	99	
Seneca	21,600	21,300	99	
Wood	37,700	37,300	99	
WISCONSIN				
Ashland	6,400	6,300	98	
Iron	2,700	2,700	100	
Between 5-24%	MICHIGAN			
	Alcona	4,000	3,900	97
	Alger	3,300	3,200	97
	Baraga	3,200	3,100	97
	Cheboygan	8,000	7,700	97
	Clare	9,600	9,400	98
	Clinton	18,700	18,500	99
	Crawford	3,600	3,500	97
	Eaton	32,900	32,500	99
	Gratiot	13,700	13,500	99
(Continued on page 475)				
Station Totals		3,476,200	3,433,600	98
Net Weekly Circulation (1983)			1,661,300	
Average Daily Circulation (1983)			826,800	

Michigan—Detroit

WXON

Ch. 20



wxon Detroit

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26935 W. 11 Mile Rd., Southfield.

News Service: UPI.

Network Service: None, independent.

Licensee: WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, Mich. 48034.

Studio: 26935 West 11 Mile Rd., Southfield, Mich. 48034.

Telephone: 313-355-2900.

Ownership: WXON-TV Inc., Aben E. Johnson Jr.

Began Operation: Sept. 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by E. Harold Munn Jr. & Associates.

Personnel:

- ABEN E. JOHNSON, general manager.
- DOUGLAS JOHNSON, general sales manager.
- A. J. SCHWEIZER, operations manager.
- WALT RODMAN, chief engineer.
- PHILIP K. DICK, research director.

Highest 30 Sec. Rate (Aug. 1, 1983): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 25-49%	Livingston	35,200	34,900	99
	Macomb	243,700	242,300	99
	Monroe	45,500	45,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Oakland	375,600	373,200	99
	Wayne	813,200	804,100	99
MICHIGAN				
Between 5-24%	Genesee	160,000	158,400	99
	Jackson	52,800	52,200	99
	Lapeer	23,400	23,100	99
	Lenawee	31,300	30,800	99
	St Clair	49,900	49,200	99
	Sanilac	14,900	14,600	98
	Shiawassee	24,600	24,300	99
	Tuscola	19,500	19,200	98
	Washtenaw	98,700	96,500	98
OHIO				
	Fulton	13,300	13,000	98
	Ottawa	14,700	14,500	99
	Wood	37,700	37,300	99
Station Totals		2,054,000	2,032,700	98
Net Weekly Circulation (1983)			588,800	
Average Daily Circulation (1983)			231,100	

Michigan—Detroit

WXYZ-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

AM Affiliate: WXYZ, 5-kw, 1270 kHz (ABC).

FM Affiliate: WRIF, 27.2-kw, 101.1 MHz (No. 266), 880-ft.

News Services: AP, UPI, ABC.

Network Service: ABC.

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Box 789, Southfield, Mich. 48037.

Studio: Broadcast House, 20777 W. Ten Mile Rd., Southfield.

Telephone: 313-827-7777. TWX: 810-224-4924.

Mailing Address: Box 789, Southfield, Mich. 48037.

Ownership: American Bcstg. Cos., 100%; see Group Ownership of TV Stations.

Began Operation: Oct. 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

JEANNE FINDLATER, vice president & general manager.

FRANCIS LEE GANNON, general sales manager.

MICHAEL IRVINE, local sales manager.

ED PEARSON, national sales manager.

JAN COIL, sales service & traffic director.

WALLY RODAMMER, director of engineering.

TOM ROSENBAUM, news director.

LOWELL NEWTON, editorial director.

LARRY G. ALT, program director.

JOHN REYNOLDS, director of finance.

THOMAS GRIESDORN, controller.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3600.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 529,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Genesee	160,000	158,400	99
	Jackson	52,800	52,200	99
	Lapeer	23,400	23,100	99
	Lenawee	31,300	30,800	99
	Livingston	35,200	34,900	99
	Macomb	243,700	242,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	45,500	45,100	99
	Oakland	375,600	373,200	99
	St Clair	49,900	49,200	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,700	96,500	98
	Wayne	813,200	804,100	99

MICHIGAN				
Between 25-49%	Hillsdale	14,900	14,600	98

MICHIGAN				
Between 5-24%	Ingham	97,900	96,500	99
	Shiawassee	24,600	24,300	99
	Tuscola	19,500	19,200	98

OHIO				
	Fulton	13,300	13,000	98
	Lucas	176,200	174,300	99
	Ottawa	14,700	14,500	99
	Wood	37,700	37,300	99

Station Totals		2,343,000	2,318,100	98
Net Weekly Circulation (1983)			1,667,400	
Average Daily Circulation (1983)			1,102,800	

Michigan—Detroit-Windsor, Ont.

CBET

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 178-kw visual, 35.6-kw aural. Antenna: Directional, 631-ft. above av. terrain, 65-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 825 Riverside Drive W., Windsor, Ont. N9A 5K9.

Telephone: 519-255-3411. Telex: 024-77619.

Ownership: Canadian Broadcasting Corp., 100%.

Began Operation: Sept. 16, 1954. Transferred from RKO General Inc. on June 24, 1970 in accordance with CRTC's directions on Canadian ownership. Acquired by CBC.

Represented (sales) by Canadian Standard Broadcast Sales (U.S.); CBC National Selective Television Sales (Canada).

Personnel:

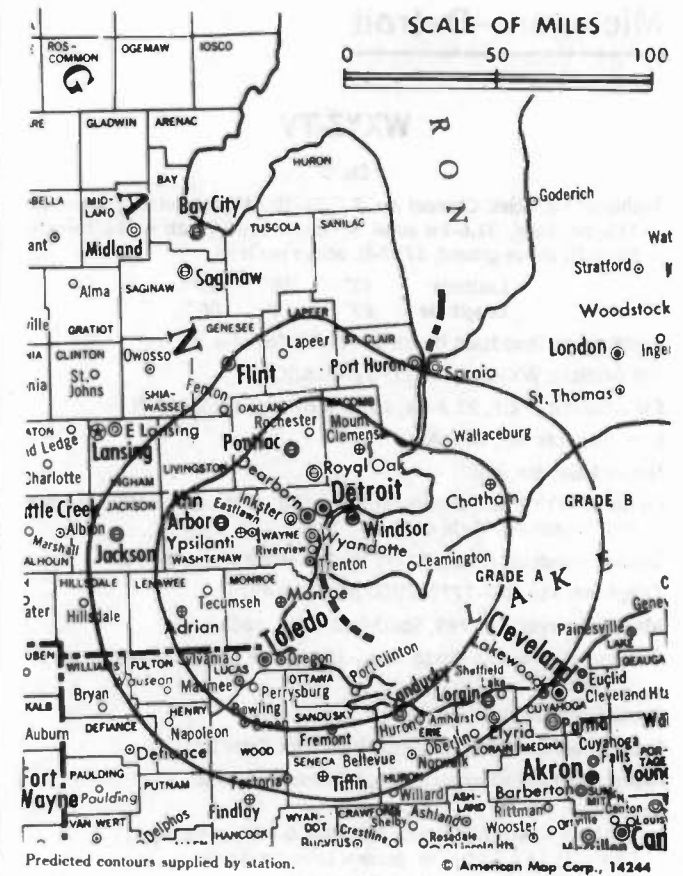
- H. L. HACKNEY, location manager.
- E. SAVOIE, director of television.
- R. J. KRYGER, manager, technical services.
- F. J. QUINN, production manager.
- N. T. ADDISON, manager, community affairs & public relations.
- R. J. PODVIN, sales & promotions manager.

Highest 30 Sec. Rate (July 1, 1983): \$250.

BBM Weekly Reach (Spring 1983): 274,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Macomb	243,700	242,300	99
	Monroe	45,500	45,100	99
	Wayne	813,200	804,100	99
Between 5-24%	MICHIGAN			
	Alpena	11,900	11,400	96
	Branch	14,900	14,700	99
	Charlevoix	7,800	7,600	98
	Genesee	160,000	158,400	99
	Gratiot	13,700	13,500	99
	Ingham	97,900	96,500	99
	Jackson	52,800	52,200	99
	Kent	164,100	161,600	98
	Lapeer	23,400	23,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lenawee	31,300	30,800	99
	Livingston	35,200	34,900	99
	Oakland	375,600	373,200	99
	Otsego	5,600	5,500	98
	St Clair	49,900	49,200	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,700	96,500	98
OHIO	Erie	28,800	28,500	99
	Fulton	13,300	13,000	98
	Hancock	24,000	23,700	99
	Huron	19,600	19,300	98
	Lucas	176,200	174,300	99
	Ottawa	14,700	14,500	99
	Sandusky	22,500	22,300	99
	Seneca	21,600	21,300	99
	Wood	37,700	37,300	99
	Station Totals		2,618,500	2,589,400
Net Weekly Circulation (1983)			546,800	
Average Daily Circulation (1983)			160,200	

Michigan—Escanaba

WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, Wis.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude 46° 08' 04"
Longitude 86° 56' 52"

Transmitter: 4.3-mi. S of Trenay, Mich.

News Services: AP, UPI.

Network Service: ABC.

Licensee: WFRV Television Inc., Mason at Roosevelt, Green Bay, Wis. 54305.

Studio: See WFRV-TV, Green Bay, Wis.

Ownership: See WFRV-TV, Green Bay, Wis.

Began Operation: Oct. 7, 1969.

Represented (sales) by TeleRep Inc.

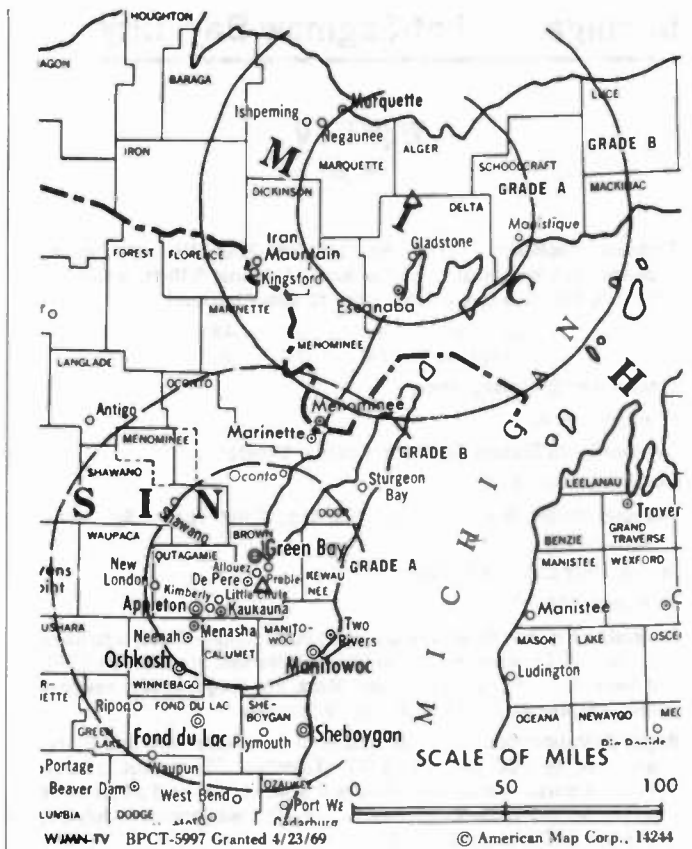
Represented (legal) by Koteen & Naftalin.

Personnel: See WFRV-TV, Green Bay.

Rates: See WFRV-TV, Green Bay.

NETWORK BASE HOURLY RATE: \$150.

Arbitron Data: Included with WFRV-TV, Green Bay, Wis.



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ARBITRON RATINGS

Michigan—Flint-Saginaw-Bay City

WJRT-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-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.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: ABC

Licensee: Knight-Ridder Broadcasting Inc., 2302 Lapeer Rd., Flint, Mich. 48503.

Studio: 2302 Lapeer Rd., Flint.

Telephone: 313-233-3130.

Ownership: Knight-Ridder Newspapers, 100%. Knight-Ridder also owns WPRI-TV, Providence, R.I.; WTKR-TV, Norfolk, Va.; WTEN (TV), Albany, N.Y.; WCDC(TV), Adams, Mass. For Knight-Ridder newspapers, see Newspaper Ownership of TV Stations.

Began Operation: Oct. 12, 1958. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (Television Digest, Vol. 17:26). Poole acquired station when Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

VINCENT T. DELUCA, president & general manager.
JIM GRAHAM, general sales manager.
DAN AUBE, national sales manager.
SAM TEAGUE, production manager.
JOHN REHRAUER, news director.
ROBERT E. SWAYZE, chief engineer.
SARA JO GALLOCK, program director.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$750.

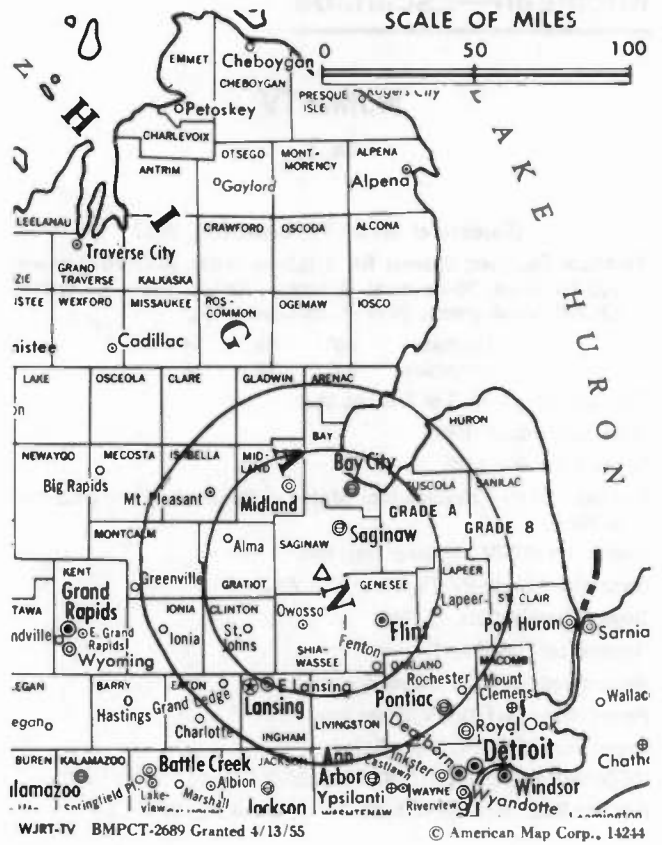
NETWORK BASE HOURLY RATE: \$1550.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 55,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alpena	11,900	11,400	96
	Arenac	5,600	5,500	98
	Bay	42,800	42,300	99
	Clare	9,600	9,400	98
	Clinton	18,700	18,500	99
	Genesee	160,000	158,400	99
	Gladwin	7,900	7,700	97
	Gratiot	13,700	13,500	99
	Huron	13,500	13,200	98
	Ingham	97,900	96,500	99
	Iosco	10,900	10,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Isabella	17,400	17,100	98	
	Lapeer	23,400	23,100	99	
	Midland	26,200	25,900	99	
	Ogemaw	6,400	6,300	98	
	Saginaw	79,300	78,400	99	
	Shiawassee	24,600	24,300	99	
	Tuscola	19,500	19,200	98	
MICHIGAN	Charlevoix	7,800	7,600	98	
	Chippewa	9,800	9,600	97	
	Eaton	32,900	32,500	99	
	Emmet	8,900	8,600	97	
	Ionia	17,000	16,800	99	
	Montcalm	17,500	17,200	98	
MICHIGAN	Sanilac	14,900	14,600	98	
	MICHIGAN	Alcona	4,000	3,900	97
		Cheboygan	8,000	7,700	97
		Crawford	3,600	3,500	97
		Jackson	52,800	52,200	99
		Livingston	35,200	34,900	99
Mackinac		3,700	3,600	97	
Mecosta		11,900	11,600	98	
Osceola		7,000	6,900	98	
Otsego		5,600	5,500	98	
Roscommon		7,400	7,300	99	
Station Totals		837,300	825,400	98	
Net Weekly Circulation (1983)			562,100		
Average Daily Circulation (1983)			328,300		

Michigan—Grand Rapids-Kalamazoo

WOTV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

News Service: AP.

Network Service: NBC.

Licensee: LIN-Central Bcstg. Corp., 1370 Ave. of the Americas, New York, N.Y. 10019.

Studio: 120 College Ave. SE, Grand Rapids, Mich. 49503.

Telephone: 616-456-8888. TWX: 810-273-6920.

Ownership: LIN Bcstg. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 15, 1949. Sale to present owner by Time Inc. approved by FCC Feb. 10, 1983 (Television Digest, Vol. 22:46). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (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 Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Jansky & Bailey.

Personnel:

JAMES G. SAUNDERS, president & general manager.
DICK GROAT, general sales manager.
RICHARD McKAY, national sales manager.
WILLIAM KLEINERT, local sales manager.
WILLIAM LOGAN, program manager.
JUDY McDONALD, promotion manager.
ROBERT HENRY, news director.
DON GALLAGHER, chief engineer.

Highest 30 Sec. Rate (May 1, 1983): \$900.

NETWORK BASE HOURLY RATE: \$2100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	29,100	28,700	99
	Barry	16,600	16,400	99
	Branch	14,900	14,700	99
	Calhoun	52,600	52,000	99
	Eaton	32,900	32,500	99
	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99
	Kent	164,100	161,600	98
	Montcalm	17,500	17,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Muskegon	56,300	55,500	99
	Newaygo	13,300	13,000	98
	Ottawa	54,400	53,700	99
	St Joseph	21,000	20,700	99
	Van Buren	24,800	24,500	99
MICHIGAN	Between 25-49%			
	Clinton	18,700	18,500	99
	Gratiot	13,700	13,500	99
	Ingham	97,900	96,500	99
	Mecosta	11,900	11,600	98
Oceana	7,900	7,700	97	
MICHIGAN	Between 5-24%			
	Berrien	62,500	61,400	98
	Cass	18,200	17,900	98
	Hillsdale	14,900	14,600	98
	Isabella	17,400	17,100	98
Jackson	52,800	52,200	99	
Shiawassee	24,600	24,300	99	
Station Totals		934,400	920,900	98
Net Weekly Circulation (1983)			599,500	
Average Daily Circulation (1983)			352,100	

Michigan—Grand Rapids

WXMI-TV

(formerly WWMA-TV)

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1300-kw visual, 130-kw aural. Antenna: 1081-ft. above av. terrain, 1083-ft. above ground, 1884-ft. above sea level.

Latitude 42° 41' 15"
Longitude 85° 31' 57"

Transmitter: David Rd., 1-mi. W of Cherry Valley Rd.

News Services: UPI, INN.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: None, independent.

Licensee: TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, Mich. 49505.

Studio: 3117 Plaza Dr. NE, Grand Rapids, Mich. 49505.

Telephone: 616-364-8722.

Ownership: Harold O. Shively, pres.; Peter Cook, v.p., 23.6%; Grant Gruel, v.p.; Kenneth Hungerford II, treas.; Richard F. Shively, 28.6%; 19 others, none with more than 10%.

Began Operation: March 18, 1982.

Represented (sales) by Adam Young Inc.

Represented (legal) by James E. Greeley.

Personnel:

HAROLD O. SHIVELY, president & general manager.

DICK STAWICKI, director of operations.

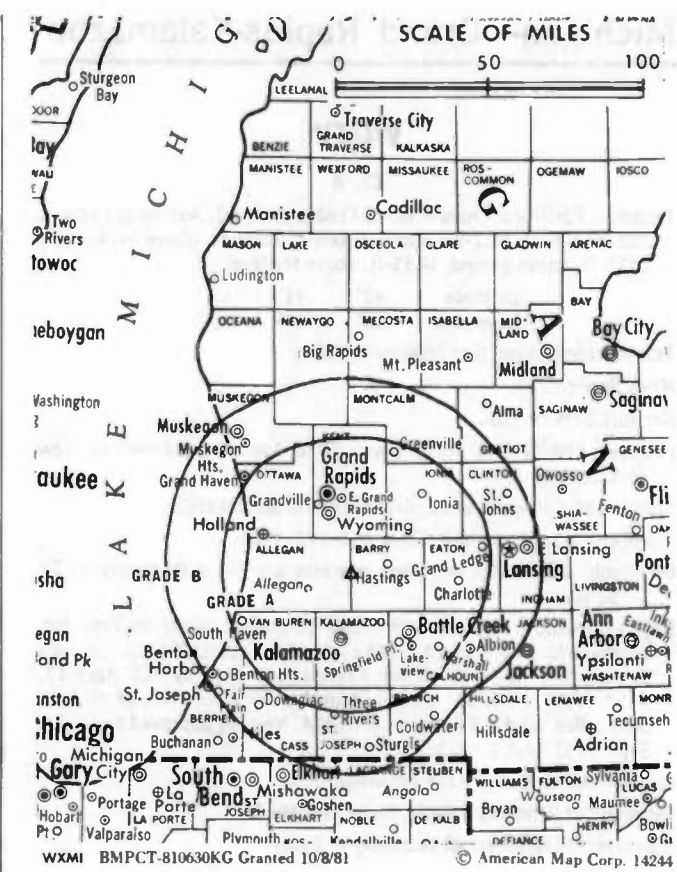
PAT MULLEN, director of sales.

DALE SCHOLTEN, director of engineering.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Barry	16,600	16,400	99
Between 25-49%	MICHIGAN			
	Allegan	29,100	28,700	99
	Calhoun	52,600	52,000	99
	Eaton	32,900	32,500	99
	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kent	164,100	161,600	98
	Ottawa	54,400	53,700	99
	Van Buren	24,800	24,500	99
Between 5-24%	MICHIGAN			
	Branch	14,900	14,700	99
	Clinton	18,700	18,500	99
	Mecosta	11,900	11,600	98
	Montcalm	17,500	17,200	98
	Muskegon	56,300	55,500	99
	Newaygo	13,300	13,000	98
St Joseph	21,000	20,700	99	
Station Totals		624,500	615,700	98
Net Weekly Circulation (1983)				197,800
Average Daily Circulation (1983)				75,100

Michigan—Grand Rapids

WZZM-TV

Ch. 13

(Also serves Muskegon)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 63-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.

News Services: AP, UPI, ABC.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: ABC

Licensee: Wometco West Michigan Television Inc., Box Z, Grand Rapids, Mich. 49501.

Studio: 645 Three Mile Rd., Walker, Mich. 49504

Mailing Address: Box Z, Grand Rapids, Mich. 49501

Telephone: 616-784-4200. TWX: 616-949-2260.

Ownership: Wometco Enterprises Inc. See Group Ownership of TV Stations.

Began Operation: Nov. 1, 1962 on interim basis with all four applicants operating on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to present owner approved by FCC Dec. 8, 1977 (Television Digest, Vol. 16:36; 17:50).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Cohn & Marks.

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

Personnel:

GEORGE LYONS, president & general manager.
BILL SMITH, general sales manager.
MIKE SEAGLY, operations manager.
JAMES RIEKSE, public affairs director.
DALE WOLTERS, chief engineer.

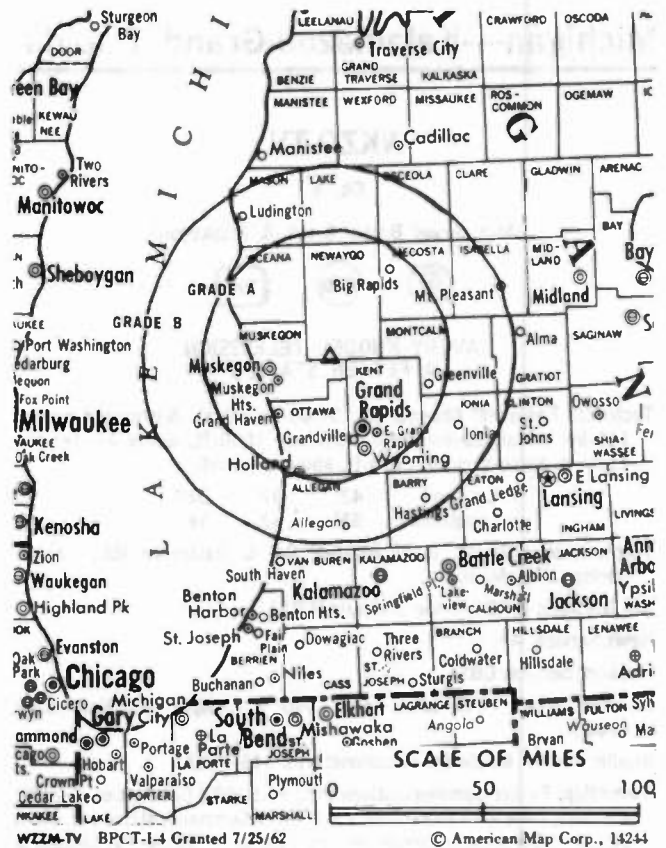
Highest One Hour Rate: \$2800.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	29,100	28,700	99
	Kent	164,100	161,600	98
	Lake	3,300	3,200	97
	Manistee	9,200	9,000	98
	Mason	10,200	9,900	97
	Mecosta	11,900	11,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montcalm	17,500	17,200	98
	Muskegon	56,300	55,500	99
	Newaygo	13,300	13,000	98
	Oceana	7,900	7,700	97
	Osceola	7,000	6,900	98
	Ottawa	54,400	53,700	99
MICHIGAN	MICHIGAN			
	Barry	16,600	16,400	99
	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99
	Van Buren	24,800	24,500	99
	Wexford	9,700	9,500	98
MICHIGAN	MICHIGAN			
	MICHIGAN			
	Benzie	4,300	4,200	98
	Calhoun	52,600	52,000	99
	Grand Traverse	21,300	20,800	98
	Isabella	17,400	17,100	98
	Leelanau	5,500	5,400	98
Station Totals		632,800	623,000	98
Net Weekly Circulation (1983)			405,200	
Average Daily Circulation (1983)			261,100	

Michigan—Kalamazoo-Grand Rapids

WKZO-TV

Ch. 3

(Also serves Battle Creek & Muskegon)



AVERY-KNODEL TELEVISION
A FETZER STATION

Technical Facilities: Channel No. 3 (60-66 MHz). 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: 0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

AM Affiliate: WKZO, 5-kw, 590 kHz (CBS).

News Service: AP.

Network Service: CBS.

Licensee: Fetzer Television Corp., 590 W. Maple St., Kalamazoo 49008.

Studio: 590 W. Maple St. Telephone: 616-345-2101.

Ownership: Fetzer Communications Inc., 91.529%; Carl E. Lee, 5.23%; 8 others, none with more than 1%. Fetzer Communications Inc. owns 100% of Cornhusker Television Corp., owner of KOLN-TV, Lincoln & satellite KGIN-TV, Grand Island, Neb. Fetzer Television Corp. owns 100% of Medallion Broadcasters Inc., owner of KMEG(TV), Sioux City, Iowa. John E. Fetzer owns 90.5% of Fetzer Communications Inc., and 47.41% of Fetzer Broadcasting Co., owner of WKZO-AM, Fetzer CableVision and Muzi-Tronic Services, Kalamazoo, Mich.; WJFM, Grand Rapids, Mich.; WKJF-AM-FM, Cadillac, Mich.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOHN E. FETZER, chairman.
- CARL E. LEE, president & general manager.
- GORDON S. ANDERSON, senior v.p. & general manager, WKZO-TV.
- JERROLD M. RAFFEL, sales manager.
- FRED DOUGLAS, news director.
- LEE DERSHEM, promotion director.
- JAMES GARRETT, chief engineer.
- DARYL SEBASTIAN, public affairs director.
- KARL GUENTHER, farm director.

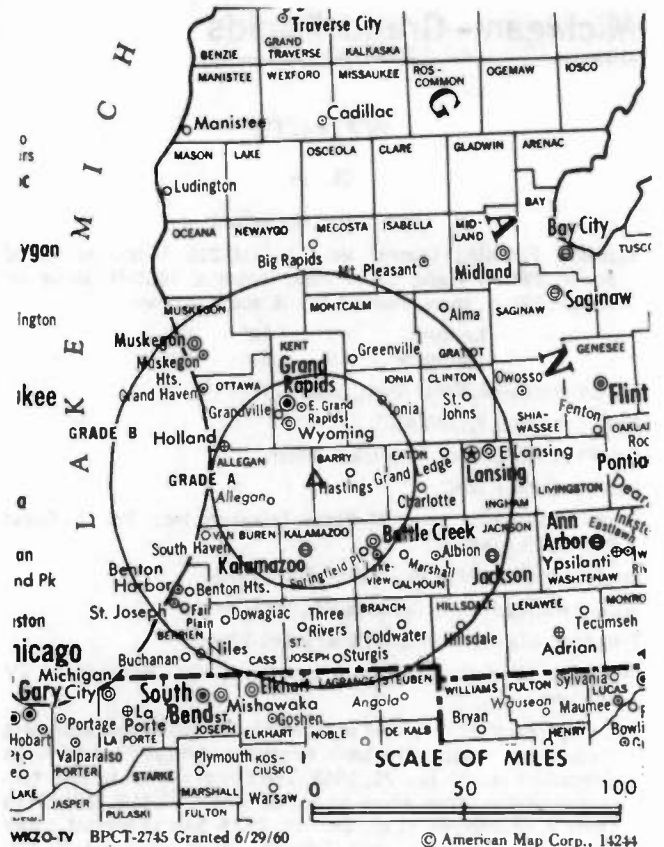
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Allegan	29,100	28,700	99
	Barry	16,600	16,400	99
	Branch	14,900	14,700	99
	Calhoun	52,600	52,000	99



WKZO-TV BPCT-2745 Granted 6/29/60

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99
	Kent	164,100	161,600	98
	Montcalm	17,500	17,200	98
	Muskegon	56,300	55,500	99
	Newaygo	13,300	13,000	98
	Ottawa	54,400	53,700	99
	St Joseph	21,000	20,700	99
Van Buren	24,800	24,500	99	
MICHIGAN				
Between 25-49%	Eaton	32,900	32,500	99
	Ingham	97,900	96,500	99
	Oceana	7,900	7,700	97
INDIANA				
Between 5-24%	Steuben	9,500	9,300	98
MICHIGAN				
	Berrien	62,500	61,400	98
	Cass	18,200	17,900	98
	Clare	9,600	9,400	98
	Clinton	18,700	18,500	99
	Gratiot	13,700	13,500	99
	Hillsdale	14,900	14,600	98
	Jackson	52,800	52,200	99
	Mecosta	11,900	11,600	98
	Shiawassee	24,600	24,300	99
Station Totals		936,100	922,500	98
Net Weekly Circulation (1983)			568,300	
Average Daily Circulation (1983)			332,600	

Michigan—Lansing

WFSL-TV

Ch. 47

Technical Facilities: Channel No. 47 (668-674). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1136-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"
Longitude 84° 39' 06"

Transmitter: 9447 Holmes Hwy., Eaton Rapids.

News Service: AP.

Satellite Earth Station: In operation; 7-meter.

Network Service: None, independent.

Licensee: F&S Comm/News Inc., 600 W. St. Joseph St., Lansing, Mich. 48933.

Studio: 600 W. St. Joseph St., Lansing, Mich. 48933.

Telephone: 517-484-7747.

Ownership: Joel I. Ferguson, chmn. of board & pres., 48.5%; Sol L. Steadman, v.p., 48.5%; Gregory A. Eaton, treas., Gregory Kelsner, Earvin J. Johnson, 1% each; Eva Evans, secy. Johnson & Kelsner are professional basketball players.

Began Operation: Dec. 1, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Cole, Farmer, McGuinn, Flood, Bechtel & Ward.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

THOMAS JONES, general manager.

CHUCK BRIGGS, general sales manager.

BOB BAILEY, national sales manager.

Highest 30 Sec. Rate (Oct. 5, 1983): \$220.



Michigan—Lansing (Onondaga)

WILX-TV

Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

News Services: AP, NBC, Newsweek.

Network Service: NBC.

Licensee: Adams TV of Lansing Inc., 109 Bushway Rd., No. 100, Wayzata, Minn. 55391.

Studios: 100 N. Pennsylvania, Lansing 48909; 1510 Springport Road, Jackson, Mich. 49204.

Telephones: 517-482-0721, Lansing, Mich.; 517-783-2621, Jackson, Mich.

Mailing Address: Box 30380, Lansing 48909.

Ownership: Adams Communications Corp., 100%. Stephen Adams, pres., 100%; Robert Hildreth, v.p.; Clifford O. Glembin, secy.; Thomas Zorr, treas. For other Adams interests, see Group Ownership of TV Stations.

Began Operation: March 15, 1959. Sale to present owner by Figgie International Inc. approved by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (Television Digest, Vol. 18:23)

Represented (sales) by Katz Television.

Represented (legal) by Shrinsky, Weitzman & Eisen, P.C.

Represented (engineering) by John H. Mullaney & Associates.

Personnel.

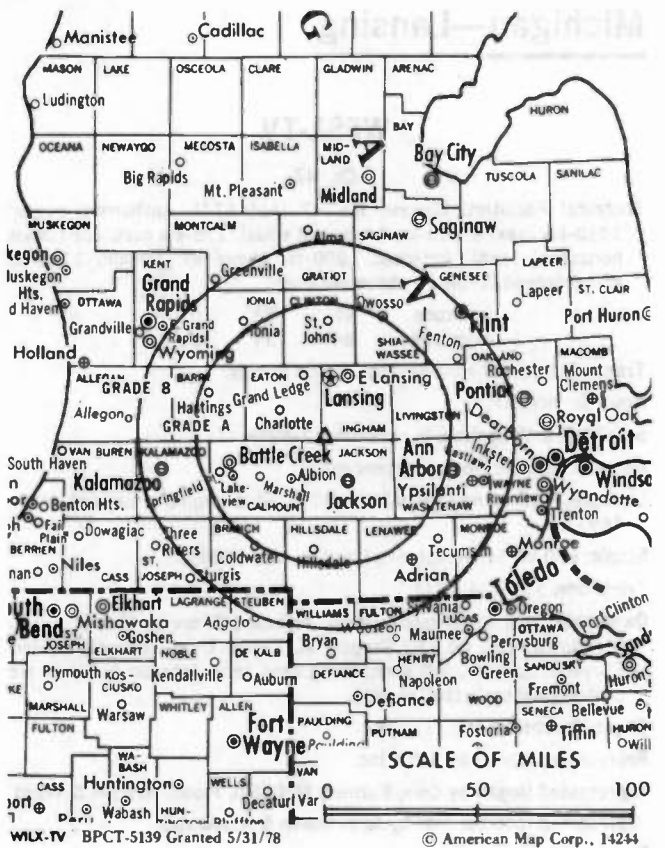
- RONALD J. KWASNICK, general manager.
- HAROLD SUNDBERG, general sales manager.
- JOSEPH P. MURPHY, station manager.
- ROBERT SERRE, national sales manager.
- WILLIAM C. HINEMAN, chief engineer.
- HOWARD F. LANCOUR, news director.
- LINDA L. MURPHY, business manager.
- JUDITH M. KEELY, director of community relations.
- NANCIE GEE, program/promotion director.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	14,900	14,700	99
	Calhoun	52,600	52,000	99
	Clinton	18,700	18,500	99
	Eaton	32,900	32,500	99
Hillsdale	14,900	14,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ingham	97,900	96,500	99
	Jackson	52,800	52,200	99
MICHIGAN				
Between 25-49%	Barry	16,600	16,400	99
	Gratiot	13,700	13,500	99
	Ionia	17,000	16,800	99
	Livingston	35,200	34,900	99
	Shiawassee	24,600	24,300	99
INDIANA				
Between 5-24%	Steuben	9,500	9,300	98
MICHIGAN				
Genesee	160,000	158,400	99	
Isabella	17,400	17,100	98	
Kalamazoo	79,400	78,300	99	
Lenawee	31,300	30,800	99	
Montcalm	17,500	17,200	98	
St Joseph	21,000	20,700	99	
Washtenaw	98,700	96,500	98	
OHIO				
Fulton	13,300	13,000	98	
Station Totals		839,900	828,200	98
Net Weekly Circulation (1983)			304,300	
Average Daily Circulation (1983)			151,400	

Michigan—Lansing

WJIM-TV

Ch. 6

(Also serves Flint & Jackson, Mich.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-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.

News Service: UPI.

AM Affiliate: WJIM, 1-kw, 1240 kHz (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 MHz (No. 248), 440-ft.

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

Network Service: CBS.

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing, 48904.

Studio: 2820 East Saginaw, Lansing, Mich. 48901.

Telephone: 517-372-8282. TWX: 810-251-0805.

Ownership: Harold F. Gross, 27.1%; James H. Gross, pres., 6.4%; Phil Sherck, v.p.; Gary F. Gross, 11.5%; Gross Trust 6.9%; remainder publicly owned. Gross Telecasting also owns WKBT (TV), La Crosse, Wis.

Began Operation: May 1, 1950.

Represented (sales) by Harrington, Righter & Parsons.

Personnel:

JAMES H. GROSS, president.

PHIL SHERCK, vice president & national sales manager.

CARL ONKEN, chief engineer.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Branch	14,900	14,700	99
	Calhoun	52,600	52,000	99
	Clinton	18,700	18,500	99
	Eaton	32,900	32,500	99
	Genesee	160,000	158,400	99
	Gratiot	13,700	13,500	99
	Hillsdale	14,900	14,600	98
	Ingham	97,900	96,500	99
	Ionia	17,000	16,800	99
	Jackson	52,800	52,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Livingston	35,200	34,900	99
	Montcalm	17,500	17,200	98
	Shiawassee	24,600	24,300	99
MICHIGAN				
Between 5-24%	Barry	16,600	16,400	99
	Clare	9,600	9,400	98
	Isabella	17,400	17,100	98
	Kalamazoo	79,400	78,300	99
	Lapeer	23,400	23,100	99
	Lenawee	31,300	30,800	99
	Ogemaw	6,400	6,300	98
	Roscommon	7,400	7,300	99
	Saginaw	79,300	78,400	99
	Sanilac	14,900	14,600	98
Tuscola	19,500	19,200	98	
Washtenaw	98,700	96,500	98	
Station Totals		956,600	943,500	98
Net Weekly Circulation (1983)			461,700	
Average Daily Circulation (1983)			243,900	

Michigan—Marquette

WLUC-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"
Longitude 87° 50' 55"

Transmitter: 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

News Services: AP, CNN Headline News.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: CBS, NBC.

Licensee: WLUC Inc., Box 460, Marquette, Mich. 49855.

Studio: U.S. Hwy. 41 & County Airport Rd.

Telephone: 906-475-4161. TWX: 810-278-4880.

Mailing Address: Box 460, Marquette, Mich. 49855.

Ownership: Post Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: March 23, 1956. Sale to present owner with WLUC-TV, Green Bay, Wis. by M & M Bcstg. Co. 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 (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

Represented (sales) by Seltel Inc.

Represented (legal) by Ward & Mendelsohn.

Represented (engineering) by Cohen & Dippell.

Personnel:

GUY O. SPITSBERG, general manager.
ROBERT GANZER, local sales manager.
JACK LaFOREST, program manager.
LARRY DELORIA, promotion manager.
JUDY RICHER, traffic manager.
ED KEARNEY, news director.
JOHN TRUITT, chief engineer.
STEVE HEIKKINEN, production manager.
JANE FLASKA, public service director.
ELMO REED, v.p., engineering, Post Corp.
DAVID L. NELSON, v.p. & treas., manager, Post Corp.

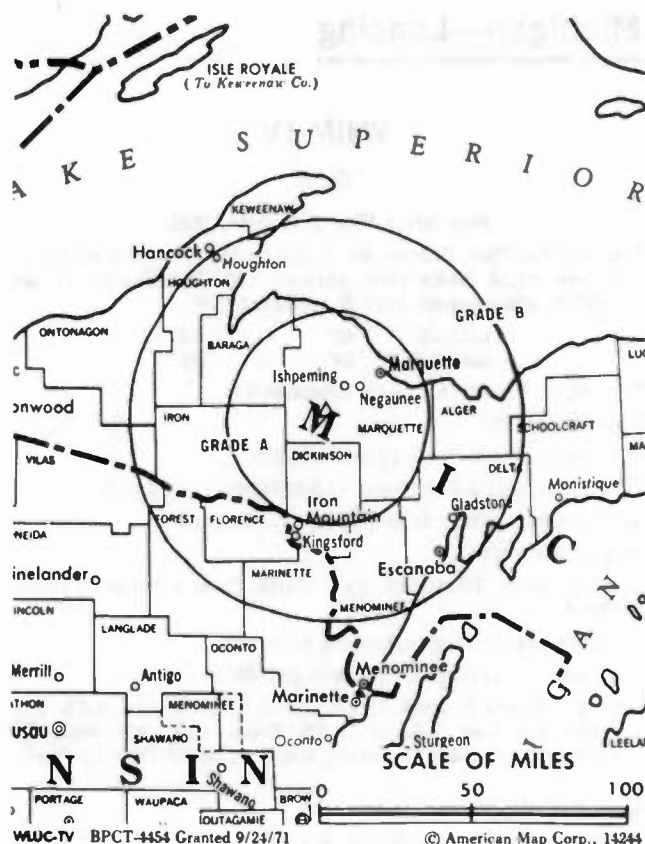
Highest One Hour Rate: \$1800.

Highest 30 Sec. Rate (July 1983): \$335.

NETWORK BASE HOURLY RATE: \$795.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alger	3,300	3,200	97
	Baraga	3,200	3,100	97
	Delta	14,300	13,900	98
	Dickinson	10,000	9,900	99
	Gogebic	7,600	7,400	97
	Houghton	13,300	12,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iron	5,500	5,400	98
	Keweenaw	800	800	100
	Marquette	26,100	25,700	99
	Ontonagon	3,500	3,400	96
	Schoolcraft	3,200	3,100	97
	WISCONSIN			
	Florence	1,500	1,500	100
Between 25-49%	MICHIGAN			
	Luce	2,200	2,100	95
	Menominee	9,600	9,400	98
	WISCONSIN			
	Iron	2,700	2,700	100
	Marinette	14,900	14,700	99
	Vilas	7,000	6,800	97
Between 5-24%	MICHIGAN			
	Chippewa	9,800	9,600	97
	WISCONSIN			
	Forest	3,300	3,200	97
	Oneida	12,600	12,300	98
Station Totals		154,400	151,000	97
Net Weekly Circulation (1983)			98,500	
Average Daily Circulation (1983)			71,100	

Michigan—Muskegon

WMKT

Ch. 54

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 2000-kw visual, 150-kw aural. Antenna: 1045-ft. above av. terrain, 1045-ft. above ground, 1564-ft. above sea level.

Latitude 43° 12' 13"
Longitude 86° 01' 49"

Requests modification of CP for change to 741-kw max. visual, 74.1-kw max. aural, 907-ft. above av. terrain, 936-ft. above ground, 1616-ft. above sea level, lat. 42° 57' 25", long. 85° 54' 07"; transmitter to 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

Network Service: None, Independent.

Grantee: Paul A. Stewart, 2757 Nipawin Court NE, Grand Rapids, Mich. 49505.

Studio: 48th & Pierce Sts., Allendale.

Telephone: 616-363-6891.

Ownership: Paul A. Stewart, 100%.

Due to Begin Operation: Dec. 1, 1983.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Robert Jones & Associates.

Personnel:

SCOTT TULLOCH, program director.

DEBRA TULLOCH, office manager.

Highest 30 Sec. Rate (Dec. 1, 1983): \$75.



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Michigan—Saginaw-Flint-Bay City-Midland

WEYI-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 4070-kw max. & 1350-kw horizontal visual, 405-kw max. & 135-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"
Longitude 83° 43' 17"

Transmitter: 2225 Willard Rd., Clio, Mich.

News Service: AP.

Satellite Earth Station: Harris; 10-meter.

Network Service: CBS.

Licensee: WEYI Inc.

Studio: 2225 West Willard Rd., Clio, Mich. 48420.

Telephones: 313-687-1000; 517-755-0525.

TWX: 810-235-1132.

Ownership: Television Station Partners, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

RALPH E. BECKER, president.
ROBERT B. FARROW, vice president & general manager.
GEORGE LEH, station & program manager.
BARBARA KELLY, vice president & general sales manager.
HAROLD VOLZ JR., chief engineer.

Highest One Hour Rate: \$2200.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$510.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Arenac	5,600	5,500	98
	Bay	42,800	42,300	99
	Genesee	160,000	158,400	99
	Huron	13,500	13,200	98
Midland	26,200	25,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Saginaw	79,300	78,400	99
	Sanilac	14,900	14,600	98
	Tuscola	19,500	19,200	98
MICHIGAN				
Between 25-49%	Gratiot	13,700	13,500	99
	Lapeer	23,400	23,100	99
	Shiawassee	24,600	24,300	99
MICHIGAN				
Between 5-24%	Clinton	18,700	18,500	99
	Gladwin	7,900	7,700	97
	Iosco	10,900	10,700	99
	Isabella	17,400	17,100	98
	Livingston	35,200	34,900	99
Ogemaw	6,400	6,300	98	
Station Totals		520,000	513,600	98
Net Weekly Circulation (1983)			311,700	
Average Daily Circulation (1983)			162,300	

Michigan—Sault Ste. Marie

WGTV

Ch. 8

(Satellite of WGTU, Traverse City, Mich.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.6-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude 46° 03' 09"
Longitude 84° 06' 28"

Transmitter: 0.9-mi. W of Goetzville, Chippewa County.

News Service: UPI.

Network Service: ABC.

Licensee: Michigan Center Broadcasting, 201 East Front St., Traverse City, Mich. 49684.

Studio: See WGTU, Traverse City.

Ownership: See WGTU, Traverse City.

Began Operation: Oct. 29, 1976.

Represented (sales) by Avery-Knodel.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Lohnes & Culver.

Personnel: See WGTU, Traverse City.

Rates: Sold in combination with WGTU, Traverse City.

Arbitron Data: Included with WGTU, Traverse City, Mich.



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Michigan—Sault Ste. Marie

WWUP-TV

Ch. 10

(Satellite of WWTW, Cadillac, Mich.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1844-ft. above sea level.

Latitude 46° 03' 49"
Longitude 84° 06' 08"

Transmitter: Goetzville.

News Services: AP, UPI.

Network Service: CBS.

Licensee: Wilson Communications Inc., Box 627, Cadillac, Mich. 49601.

Ownership: Same as WWTW, Cadillac, Mich.

Began Operation: June 15, 1962.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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.

Arbitron Data: Included with WWTW, Cadillac, Mich.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 84,000



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Michigan—Traverse City

WGTU

Ch. 29

(Operates satellite WGTQ, Sault Ste. Marie, Mich.)

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"
Longitude 85° 04' 08"

Transmitter: 5.3-mi. N, 0.078 E of Kalkaska on Hangi Rd., Excelsior Twp.

News Service: UPI.

Satellite Earth Stations: Scientific-Atlanta; 4.6-meter.

Network Service: ABC.

Licensee: Michigan Center Broadcasting, 201 E. Front St., Traverse City, Mich. 49684.

Studio: 201 E. Front St., Traverse City, Mich. 49684.

Telephone: 616-946-2900. TWX: 810-291-1972.

Ownership: Michigan Center Bcstg., 100%. Stephen Adams, chmn.; Frank N. Moore, pres. & gen. mgr.; Robert Hildreth, v.p., finance. For other Adams interests, see Group Ownership of TV Stations.

Began Operation: Aug. 23, 1971. Sale to present owner approved by FCC May 21, 1982.

Represented (sales) by Avery-Knodel.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Lohnes & Culver.

Personnel:

FRANK N. MOORE, president & general manager.

LINDA MEAD, sales manager.

PAUL BAUMGARTNER, chief engineer & operations manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MICHIGAN			
	Antrim	6,200	6,100	98
	Charlevoix	7,800	7,600	98
	Cheboygan	8,000	7,700	97
	Chippewa	9,800	9,600	97
	Crawford	3,600	3,500	97
	Emmet	8,900	8,600	97
	Grand Traverse	21,300	20,800	98
	Kalkaska	4,500	4,400	98
	Leelanau	5,500	5,400	98
	Luce	2,200	2,100	95
	Mackinac	3,700	3,600	97



WGTU BMPCT-7279 Granted 4/29/71 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Missaukee	3,700	3,600	97
	Montmorency	3,100	3,000	97
	Otsego	5,600	5,500	98
	Presque Isle	5,300	5,100	96
	Roscommon	7,400	7,300	99
	Wexford	9,700	9,500	98
Between 25-49%	MICHIGAN			
	Benzie	4,300	4,200	98
	Oscoda	2,800	2,700	96
	Schoolcraft	3,200	3,100	97
Between 5-24%	MICHIGAN			
	Alcona	4,000	3,900	97
	Alpena	11,900	11,400	96
	Manistee	9,200	9,000	98
	Osceola	7,000	6,900	98
Station Totals		158,700	154,600	97
Net Weekly Circulation (1983)				100,700
Average Daily Circulation (1983)				55,300

Michigan—Traverse City

WPBN-TV

Ch 7

Also Serves Cadillac, Mich.

(Affiliated with WTOM-TV, Cheboygan, Mich.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-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"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

News Service: AP.

Satellite Earth Station: In operation; 3.5-meter.

Network Service: NBC.

Licensee: WPBN/WTOM-TV Inc., Subsidiary of U.S. Tobacco Co., M72 West, Box 546, Traverse City, Mich. 49684.

Studio: 3-mi. W of center of Traverse City.

Telephone: 616-947-7770.

Mailing Address: Box 546, Traverse City, Mich. 49684.

Ownership: United States Tobacco Co., 100%. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954. Sale to present owner by Les Biederman, et al., approved by FCC Sept. 12, 1979.

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd

Represented (engineering) by Cohen & Dippell.

Personnel:

MANUEL LEITAO JR., president.

DONALD R. COTE, vice president & general manager.

LEON BUSH, chief engineer.

Highest 30 Sec. Rate: \$435.

NETWORK BASE HOURLY RATE: \$625.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alpena	11,900	11,400	96
	Antrim	6,200	6,100	98
	Benzie	4,300	4,200	98
	Charlevoix	7,800	7,600	98
	Cheboygan	8,000	7,700	97
	Chippewa	9,800	9,600	97
	Crawford	3,600	3,500	97
	Emmet	8,900	8,600	97
	Grand Traverse	21,300	20,800	98
	Kalkaska	4,500	4,400	98
	Lake	3,300	3,200	97
	Leelanau	5,500	5,400	98
	Luce	2,200	2,100	95
	Mackinac	3,700	3,600	97
	Manistee	9,200	9,000	98



WPBN-TV BPCT-3679 Granted 2/14/66 © American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	10,200	9,900	97
	Mecosta	11,900	11,600	98
	Missaukee	3,700	3,600	97
	Montmorency	3,100	3,000	97
	Oceana	7,900	7,700	97
	Osceola	7,000	6,900	98
	Oscoda	2,800	2,700	96
	Otsego	5,600	5,500	98
	Presque Isle	5,300	5,100	96
	Roscommon	7,400	7,300	99
	Wexford	9,700	9,500	98
Between 25-49%	MICHIGAN			
	Alcona	4,000	3,900	97
	Clare	9,600	9,400	98
	Newaygo	13,300	13,000	98
Between 5-24%	MICHIGAN			
	Gladwin	7,900	7,700	97
	Isabella	17,400	17,100	98
	Montcalm	17,500	17,200	98
	Ogemaw	6,400	6,300	98
	Schoolcraft	3,200	3,100	97
Station Totals		264,100	257,700	97
Net Weekly Circulation (1983)				170,900
Average Daily Circulation (1983)				105,400

Michigan

WKBD-TV, Detroit (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN—(Continued)			
	Hillsdale	14,900	14,600	98
	Huron	13,500	13,200	98
	Ionia	17,000	16,800	99
	Iron	5,500	5,400	98
	Isabella	17,400	17,100	98
	Kalkaska	4,500	4,400	98
	Kent	164,100	161,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Leelanau	5,500	5,400	98
	Luce	2,200	2,100	95
	Mackinac	3,700	3,600	97
	Menominee	9,600	9,400	98
	Montcalm	17,500	17,200	98
	Ottawa	54,400	53,700	99
	Saginaw	79,300	78,400	99
	St Joseph	21,000	20,700	99
	Shlawassee	24,600	24,300	99
	Tuscola	19,500	19,200	98
OHIO				
	Henry	10,200	10,100	99
	Huron	19,600	19,300	98
	Williams	13,400	13,200	98
WISCONSIN				
	Marinette	14,900	14,700	99

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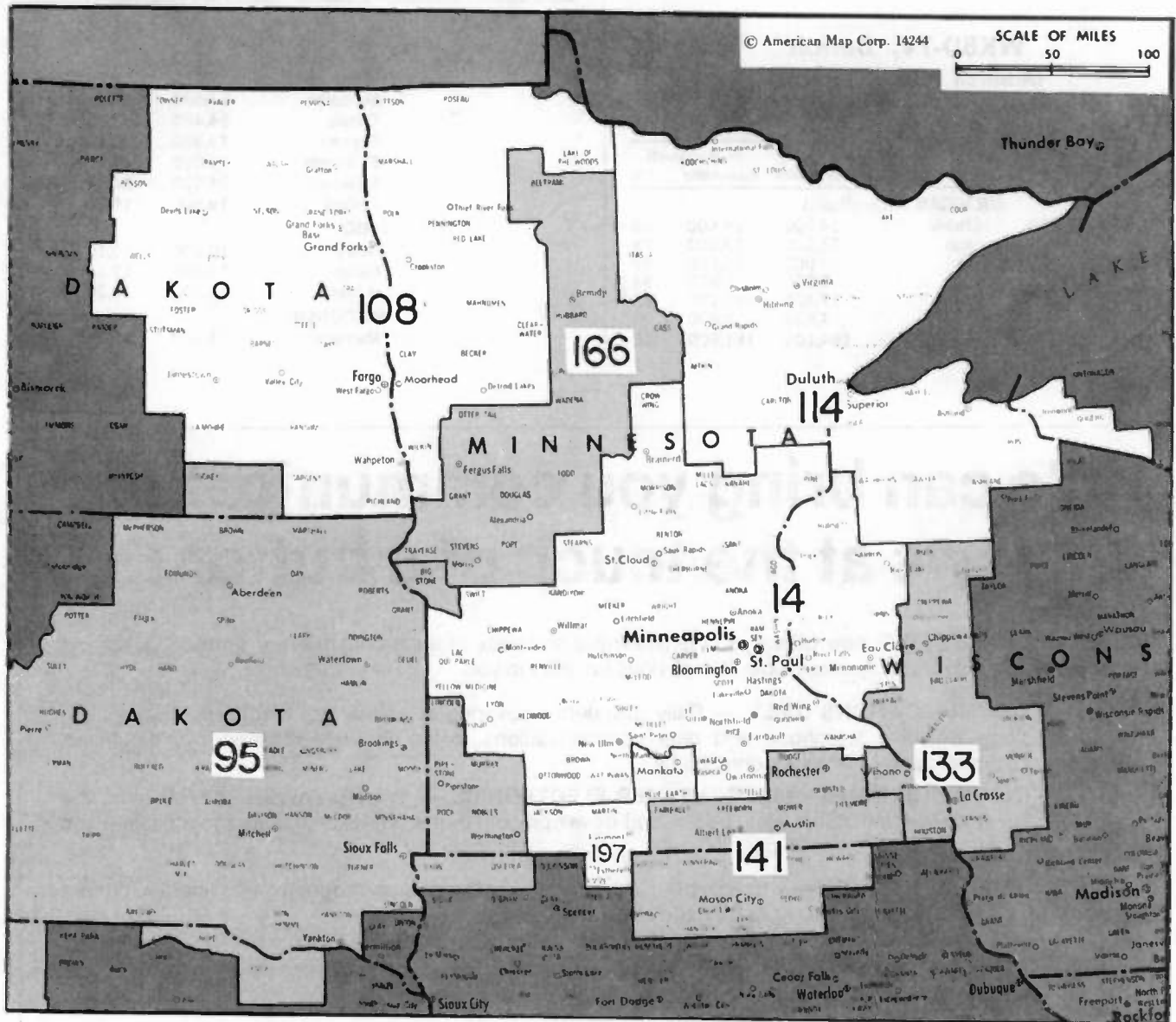
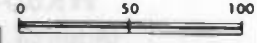
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Minnesota

AMERICAN MAP CORP.

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SCALE OF MILES



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, Minn.	1,141,700	14	702,000	14	KMSP-TV (9), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4), WFBT-TV (29), WTCN-TV (11)
Sioux Falls-Mitchell, S.D.	231,800	95	132,000	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13)
Fargo, N.D.	192,500	108	111,000	109	KTHI-TV (11), KVNJ-TV (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, Minn.-Superior, Wis.	117,100	114	104,000	116	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, Wis.	150,800	133	96,000	123	WEAU-TV (13), WKBT (8), WQOW-TV (18), WXOW-TV (19)
Rochester, Minn.-Mason City, Iowa-					
Austin, Minn.	140,700	141	88,000	127	KAAL (6), KIMT (3), KTTC (10)
Alexandria, Minn.	79,900	166	43,000	163	KCMT (7), KNMT (12)
Mankato, Minn.	33,300	197	15,000	192	KEYC-TV (12)

Minnesota Station Status as of October 1, 1983
 Commercial Television Stations
 Educational Television Stations

VHF	UHF	TOTAL
13	3	16
4	2	6
		22

Minnesota

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KIMT, Austin

(See Mason City, Ia.)

— • —

KTTC, Austin

(See Rochester, Minn.)

— • —

KIMT, Rochester

(See Mason City, Ia.)

— • —

KAAL, Rochester

(See Austin, Minn.)

— • —

KSTP-TV, Minneapolis

(See St. Paul, Minn.)

Minnesota—Alexandria

KCMT

Ch. 7

(Affiliated with KNMT, Walker, Minn.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-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.

News Service: AP.

Network Service: CBS, ABC.

Licensee: Central Minnesota Television Co., 720 Hawthorne St., Alexandria, Minn. 56308.

Studio: 720 Hawthorne St., Alexandria, Minn. 56308.

Telephone: 612-763-5166. TWX: 910-578-0003.

Ownership: Thomas, Bruce & Rozel Barnstuble & Harris Widmer, Trustees, Barnes estate, 61%; Glenn W. Flint, v.p., 11%; others. Central Minnesota Television also owns KNMT(TV), Walker, Minn.; KCMT-FM, Alexandria, Minn. & KXJB-TV, Valley City, N.D.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

TOM BARNES JR., president.
GLENN W. FLINT, vice president & general manager.
BRUCE BARNES, exec. vice president & station manager.
CARL IVERSON, chief engineer.
JOHN GINTHER, sales manager.
MARY BETH POLLARD, promotion director.

Highest One Hour Rate: \$2100.

Highest 30 Sec. Rate: \$475.

Combination Rates: KCMT, Alexandria and KNMT, Walker, Minn.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MINNESOTA				
		Big Stone	2,900	2,900	98
		Chippewa	5,900	5,700	97
		Douglas	10,900	10,700	98
		Grant	2,700	2,700	100
		Kandiyohi	13,800	13,500	97
		Lac Qui Parle	3,900	3,800	97
		Morrison	10,000	9,800	98
		Otter Tail	19,500	19,000	97
		Pope	4,500	4,400	98
		Stearns	34,500	33,900	98
		Stevens	3,900	3,800	97
		Swift	4,700	4,600	98
		Todd	9,000	8,700	97
		Traverse	1,900	1,900	100
		Wadena	5,100	4,900	96
		Yellow Medicine	5,000	4,800	96
		SOUTH DAKOTA			
		Grant	3,200	3,100	97



KCMT BPCT-2396 Granted 12/5/57

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MINNESOTA				
		Benton	9,000	8,900	99
		Crow Wing	16,400	15,900	97
		Hubbard	5,500	5,200	95
		Lincoln	3,100	3,000	97
	Wilkin	2,900	2,900	100	
	SOUTH DAKOTA				
	Deuel	1,900	1,900	100	
Between 5-24%	MINNESOTA				
		Aitkin	5,300	5,200	98
		Becker	10,900	10,600	98
		Beltrami	10,800	10,200	95
		Cass	7,900	7,500	95
		Clearwater	3,100	2,900	95
		Lyon	9,000	8,800	98
		McLeod	10,900	10,800	99
		Meeker	7,600	7,500	98
		Redwood	7,000	6,800	97
		Renville	7,600	7,400	97
		Sherburne	10,000	9,800	98
		NORTH DAKOTA			
	Richland	6,700	6,600	98	
	SOUTH DAKOTA				
	Roberts	3,800	3,700	97	
Station Totals		280,800	273,800	97	
Net Weekly Circulation (1983)				137,300	
Average Daily Circulation (1983)				84,300	

Minnesota—Austin

KAAL

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, Minn.

News Services: AP, ABC.

Satellite Earth Stations: In operation; 3.7-meter.

Network Service: ABC.

Licensee: KAAL-TV Inc., 1701 10th Pl. NE, Austin, Minn. 55912.

Studio: 1701 10th Pl. NE, Austin 55912.

Telephone: 507-433-8836.

Ownership: News-Press & Gazette Co., St. Joseph, Mo. For other interests, see Group Ownership of TV Stations.

Began Operation: July 27, 1953. Sale to present owner by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958 (Television Digest, Vol. 13:6).

Represented (sales) by Blair Television.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

WILLIAM CATHCART, exec. vice president & general manager.

RICHARD FLACK, general sales manager.

JERALD JONES, vice president, engineering.

GARY GOSLEE, program director.

GREG GRIMLEY, production manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,200	19,000	99
	Emmet	5,000	4,900	97
	Floyd	7,100	7,000	99
	Hancock	5,300	5,200	98
	Howard	4,300	4,200	98
	Kossuth	8,100	8,000	99
	Mitchell	4,500	4,400	98
	Winnebago	5,100	5,000	98
	Worth	3,500	3,500	99
	MINNESOTA			
	Dodge	5,300	5,200	98
	Faribault	7,700	7,600	99
	Fillmore	8,100	8,000	99
	Freeborn	13,700	13,500	99
	Martin	9,800	9,700	98
	Mower	15,300	15,100	99
Olmsted	34,800	34,400	99	
Steele	11,100	11,000	99	
Waseca	6,900	6,800	99	
Watonwan	4,900	4,800	98	



KAAL BPCT-4528 Granted 7/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Chickasaw	5,600	5,500	98
	Franklin	5,300	5,200	99
MINNESOTA	Blue Earth	18,800	18,400	98
	Brown	10,300	10,100	98
	Nicollet	9,200	9,100	98
	Winona	16,100	15,800	98
	Between 5-24%	IOWA		
Butler	6,600	6,500	98	
Humboldt	4,900	4,800	98	
Palo Alto	4,900	4,800	98	
Winneshiek	7,400	7,200	98	
Wright	6,300	6,200	98	
MINNESOTA	Goodhue	14,400	14,200	99
	Houston	6,900	6,800	99
	Jackson	5,000	4,900	98
	Rice	15,200	15,000	99
	Wabasha	7,200	7,100	99
WISCONSIN	Buffalo	5,300	5,200	98
Station Totals		329,100	324,100	98
Net Weekly Circulation (1983)			175,100	
Average Daily Circulation (1983)			99,300	

Minnesota—Duluth-Superior, Wis.

KBJR-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-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.

News Service: UPI.

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, Minn. 55802.

Studio: 230 E. Superior St., Duluth, Minn. 55802.

Telephone: 218-727-8484. TWX: 910-561-2490.

Ownership: Robert J. Rich, pres., 60%; Richard W. Pearson, v.p., 10%; Elizabeth Rich, secy.-treas.; Wilmar J. Buesgen, asst. secy., 4%; Gaguine Trust, 21%; Norman P. Gill & Thomas G. Barry, 2% each; Edwin M. Conrad, 1%.

Began Operation: Feb. 23, 1954. Sale to present owners by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (Television Digest, Vol. 14:28, 30).

Represented (sales) by Katz Television; Hurley Co. (Minneapolis); Target Sales Ltd. (Canada).

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

ROBERT J. RICH, president & general manager.
R. W. (RICK) PEARSON, vice president.
ED CONRAD, dir. of programming & public relations.
JOHN RICH, general sales manager.
MIKE FOLEY, news director.
BOB WILMERS, engineering director.
STEVEN J. RICH, director, promotion.
CAROL BARNES, traffic manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$450.

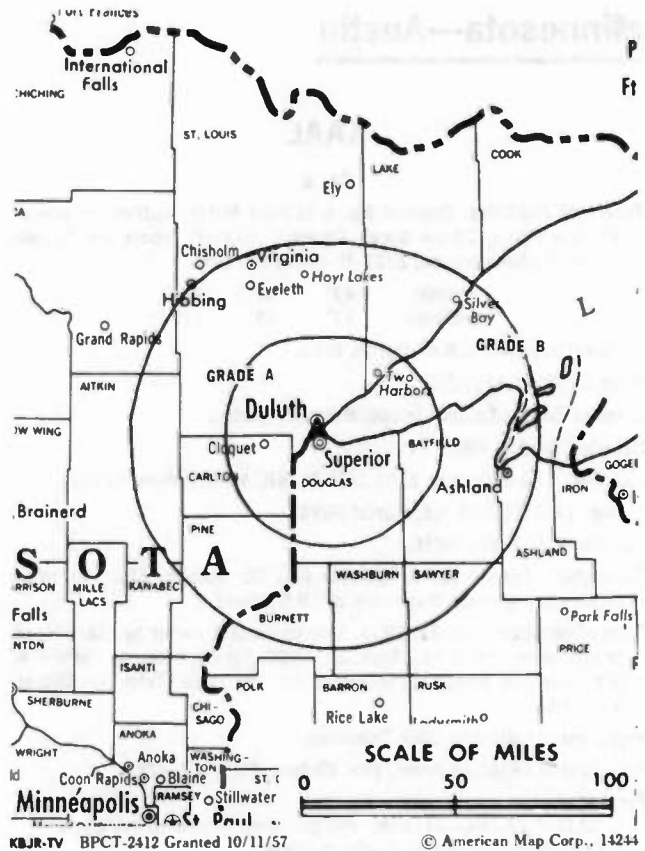
NETWORK BASE HOURLY RATE: \$800.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 90,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,600	7,400	97
	MINNESOTA			
	Aitkin	5,300	5,200	98
	Beltrami	10,800	10,200	95
	Carlton	10,600	10,500	99



KBJR-TV BPCT-2412 Granted 10/11/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cook	1,800	1,700	97
	Itasca	16,300	16,000	98
	Koochiching	6,400	6,100	96
	Lake	4,600	4,500	98
	St Louis	84,400	83,300	99
WISCONSIN				
	Ashland	6,400	6,300	98
	Bayfield	5,400	5,300	98
	Douglas	17,000	16,800	99
	Iron	2,700	2,700	100
	Sawyer	4,800	4,600	96
	Washburn	5,200	5,100	98
MINNESOTA				
Between 5-24%	Cass	7,900	7,500	95
	Crow Wing	16,400	15,900	97
	Pine	7,300	7,100	97
WISCONSIN				
	Burnett	5,000	4,900	97
	Price	6,000	5,800	97
Station Totals		231,900	226,900	97
Net Weekly Circulation (1983)			166,500	
Average Daily Circulation (1983)			106,400	

Minnesota—Duluth-Superior, Wis.

KDLH-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 07"
Longitude 92° 07' 15"

Transmitter: Observation Rd. & 11th St.

News Service: AP.

Satellite Earth Station: Teledyne; 7-meter.

Network Service: CBS.

Licensee: Palmer Communications Inc., 425 W. Superior St., Duluth, Minn. 55802.

Studio: 425 W. Superior St., Duluth, Minn. 55802.

Telephone: 218-727-8911. TWX: 910-561-2522.

Ownership: Palmer Broadcasting Co. For other interests, see WHO-TV, Des Moines, Iowa.

Began Operation: March 14, 1954. Sale to present owner by WGN Inc. approved by FCC Jan. 10, 1979 (Television Digest, Vol. 18:30). Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (Vol. 16:34, 50).

Represented (sales) by Blair Television; Hyett/Ramsland Inc. (Minneapolis); Glen-Warren Broadcast Sales (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN LaFORGE, executive vice president & general manager.

JAMES J. GOLDEN, vice president & general sales manager.

JIM CUZZO, vice president & program director.

KEN FLANNERY, operations manager.

JIM HUBAL, promotion manager.

STEVE HASSKAMP, chief engineer.

Highest One Hour Rate: \$1850.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$900.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 92,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,600	7,400	97
	MINNESOTA			
	Aitkin	5,300	5,200	98
	Carlton	10,600	10,500	99
	Cook	1,800	1,700	97
	Itasca	16,300	16,000	98
	Koochiching	6,400	6,100	96
	Lake	4,600	4,500	98
	St Louis	84,400	83,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,400	5,300	98
	Douglas	17,000	16,800	99
	Iron	2,700	2,700	100
	Sawyer	4,800	4,600	96
Washburn	5,200	5,100	98	
Between 25-49%	MICHIGAN			
	Ontonagon	3,500	3,400	96
Between 5-24%	MINNESOTA			
	Beltrami	10,800	10,200	95
Between 5-24%	MINNESOTA			
	Cass	7,900	7,500	95
	Crow Wing	16,400	15,900	97
	Pine	7,300	7,100	97
	WISCONSIN			
Burnett	5,000	4,900	97	
Price	6,000	5,800	97	
Station Totals		235,400	230,300	97
Net Weekly Circulation (1983)			168,500	
Average Daily Circulation (1983)			114,500	

Minnesota—Duluth

WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, Minn.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-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.

News Services: AP, ABC.

Network Service: ABC.

Licensee: Channel 10 Inc., 10 Observation Road, Duluth 55811.

Studio: 10 Observation Road., Duluth, Minn. 55811.

Telephone: 218-727-6864. TWX: 910-561-2539.

Ownership: Harcourt Brace Jovanovich Inc., 100%. Robert L. Edgell, v.p.; Robert R. Hillebrecht, v.p.-treas.; Margaret Mary McQuillan, secy. Harcourt Brace Jovanovich also owns WIRT(TV), Hibbing, Minn. and has minority interest in several radio stations.

Began Operation: Jan. 24, 1966. Sale to present owner by Frank P. Befera, et al., approved by FCC March 31, 1978 (Television Digest, Vol. 17:28).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohen & Berfield.

Represented (engineering) by Smith & Powstenko.

Personnel:

FRANK P. BEFERA, president & general manager.

ROLLIE RUNIONS, general sales manager.

DAVE POIRIER, program manager.

GEORGE W. WOODY, chief engineer.

DUKE SKORICH, news director.

JOHN VOBER, film director.

DIANE SARGENT, on-station promotion.

Highest 30 Sec. Rate (July 2, 1983): \$375.

NETWORK BASE HOURLY RATE: \$775.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 90,000

Arbitron Data: Figures include WIRT, Hibbing, Minn.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,600	7,400	97
	MINNESOTA			
	Aitkin	5,300	5,200	98
	Beltrami	10,800	10,200	95
	Carlton	10,600	10,500	99
	Cook	1,800	1,700	97
	Itasca	16,300	16,000	98
	Koochiching	6,400	6,100	96
	Lake	4,600	4,500	98



WDIO-TV BPCT-3404 Granted 8/25/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Louis	84,400	83,300	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,400	5,300	98
	Douglas	17,000	16,800	99
	Iron	2,700	2,700	100
	Sawyer	4,800	4,600	96
	Washburn	5,200	5,100	98
	MINNESOTA			
	Pope	4,500	4,400	98
Between 25-49%	MICHIGAN			
	Keweenaw	800	800	100
	Ontonagon	3,500	3,400	96
Between 5-24%	MINNESOTA			
	Cass	7,900	7,500	95
	Crow Wing	16,400	15,900	97
	Hubbard	5,500	5,200	95
	Pine	7,300	7,100	97
	WISCONSIN			
Price	6,000	5,800	97	
Station Totals		241,200	235,800	97
Net Weekly Circulation (1983)			170,900	
Average Daily Circulation (1983)			117,000	

Minnesota—Hibbing

WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, Minn.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 125-kw visual, 21.6-kw aural. Antenna: 666-ft. above av. terrain, 473-ft. above ground, 2123-ft. above sea level.

Latitude 47° 22' 52"
Longitude 92° 57' 18"

Transmitter: Maple Hill.

Network Service: ABC.

Licensee: Channel 10 Inc., 10 Observation Rd., Duluth 55811.

Studio: See WDIO-TV, Duluth.

Telephone: 218-727-6864 (Duluth).

TWX: 910-561-2539 (Duluth).

Ownership: See WDIO-TV, Duluth.

Began Operation: Aug. 31, 1967.

Represented (sales) by Avery-Knodel Inc.

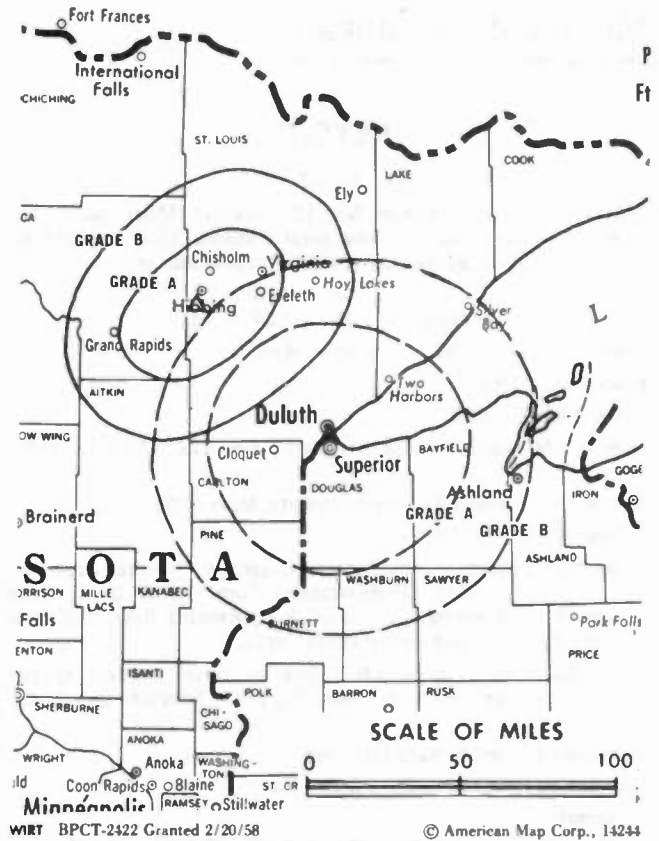
Represented (legal) by Cohen & Berfield.

Represented (engineering) by Smith & Powstenko.

Rates: Sold in combination with WDIO-TV, Duluth.

NETWORK BASE HOURLY RATE: Bonus.

Arbitron Data: Figures for this station are included with parent WDIO-TV, Duluth.



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Minnesota—Mankato

KEYC-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-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"

Transmitter: 1.6-mi. NE of Lewisville, Minn.

News Service: UPI

Network Service: CBS.

Licensee: Mankato Broadcasting Corp., Box 128, Mankato, Minn. 56001.

Studio: 1570 Lookout Dr., North Mankato, Minn. 56001

Telephone: 507-387-7905.

Ownership: Howard J. Brown, pres.; Eugene W. Schulte, v.p.-secy.-treas., 5%; United Communications Corp., 93%. U.C.C. owns WWNY-TV, Carthage-Watertown, N.Y.; Kenosha News Publishing Corp.; 81% of Attleboro Sun Publishing Co.

Begin Operation: Oct. 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:25).

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Personnel:

HAP HALLIGAN, v.p., gen. manager & national sales manager.

ELAINE PETERSON, operations manager.

CHARLES PASEK, program director.

DAVID HOOGE, chief engineer.

JOHN HUSAK, news director.

LLOYD MILLER, local sales manager.

Highest One Hour Rate: \$600.

Highest 30 Sec. Rate: \$280.

NETWORK BASE HOURLY RATE: \$420.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Emmet	5,000	4,900	97
	Kossuth	8,100	8,000	99
	Palo Alto	4,900	4,800	98
	MINNESOTA			
	Blue Earth	18,800	18,400	98
	Brown	10,300	10,100	98
	Cottonwood	5,500	5,300	95
	Faribault	7,700	7,600	99
	Jackson	5,000	4,900	98
Martin	9,800	9,700	98	
Redwood	7,000	6,800	97	
Watonwan	4,900	4,800	98	
Between 25-49%	IOWA			
	Dickinson	6,500	6,400	98



KEYC-TV BPCT-2433 Granted 6/11/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Freeborn	13,700	13,500	99
	Nicollet	9,200	9,100	98
	Renville	7,600	7,400	97
	Sibley	5,600	5,500	98
Waseca	6,900	6,800	99	
Between 5-24%	IOWA			
	Clay	7,800	7,700	98
	Hancock	5,300	5,200	98
	Humboldt	4,900	4,800	98
	Pocahontas	4,400	4,300	98
	Winnebago	5,100	5,000	98
Worth	3,500	3,500	99	
	MINNESOTA			
	Le Sueur	8,500	8,400	99
	Lyon	9,000	8,800	98
	McLeod	10,900	10,800	99
	Murray	4,100	4,000	98
	Rice	15,200	15,000	99
	Steele	11,100	11,000	99
Yellow Medicine	5,000	4,800	96	
Station Totals		231,300	227,300	98
Net Weekly Circulation (1983)				95,100
Average Daily Circulation (1983)				51,300

Minnesota—Minneapolis-St. Paul

KMSP-TV

Ch 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1440-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"
Longitude 93° 07' 27.0"

Transmitter: Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

News Services: INN, CNN.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Microdyne, 7-meter; Scientific-Atlanta, Microdyne & Harris receivers.

Network Service: None, independent.

Licensee: United Television Inc., 6975 York Ave. South, Minneapolis, Minn. 55435.

Studio: 6975 York Ave. South, Minneapolis, Minn. 55435.

Telephone: 612-925-3300. TWX: 910-576-2926.

Ownership: United Television Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began 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 (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). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

Represented (sales) by Blair Television; Paul Mulvihill Co. Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- EVAN THOMPSON, president.
- GARTH S. LINDSEY, vice president, finance.
- STUART SWARTZ, general manager & film buyer.
- JAMES CLARK, general sales manager.
- ROGER WERNER, sales manager.
- STEPHANIE WERNER, national sales manager.
- BETTY WALSH, business manager.
- LEILA LARSON, sales service manager.
- PENNY PARRISH, director of news.
- JOE CARNEY, director of operations.
- SUSAN LOGELIN, manager, program services.
- GLENN SMITH, director of engineering.
- PAMELA SPRINGER, promotion manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	66,600	66,400	100
	Benton	9,000	8,900	99
	Big Stone	2,900	2,900	98
	Blue Earth	18,800	18,400	98
	Brown	10,300	10,100	98
	Carver	13,200	13,100	99
	Chippewa	5,900	5,700	97
	Chisago	9,100	9,000	98
	Cottonwood	5,500	5,300	95
	Dakota	71,500	71,000	99
	Dodge	5,300	5,200	98
	Douglas	10,900	10,700	98
	Goodhue	14,400	14,200	99
	Hennepin	378,800	374,600	99
	Isanti	8,400	8,300	98
	Kanabec	4,700	4,600	98



KMSP-TV BMPCT-7201 Granted 9/3/70 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kandiyohi	13,800	13,500	97
	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,500	8,400	99
	Lyon	9,000	8,800	98
	Mc Leod	10,900	10,800	99
	Martin	9,800	9,700	98
	Meeker	7,600	7,500	98
	Mille Lacs	6,900	6,800	99
	Morrison	10,000	9,800	98
	Nicollet	9,200	9,100	98
	Olmsted	34,800	34,400	99
	Pine	7,300	7,100	97
	Pope	4,500	4,400	98
	Ramsey	175,600	173,900	99
	Redwood	7,000	6,800	97
	Renville	7,600	7,400	97
	Rice	15,200	15,000	99
	Scott	14,900	14,800	99
	Sherburne	10,000	9,800	98
	Sibley	5,600	5,500	98
	Stearns	34,500	33,900	98
	Steele	11,100	11,000	99
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Todd	9,000	8,700	97
	Wabasha	7,200	7,100	99
	Waseca	6,900	6,800	99
	Washington	39,000	38,700	99
	Watonwan	4,900	4,800	98
	Wright	20,500	20,200	98
Yellow Medicine	5,000	4,800	96	
SOUTH DAKOTA	Codington	8,000	7,900	99
	Grant	3,200	3,100	97
	Hughes	5,600	5,500	98
WISCONSIN	Barron	14,700	14,300	97

(Continued on page 494)

Station Totals	1,794,900	1,770,100	98
Net Weekly Circulation (1983)		1,131,300	
Average Daily Circulation (1983)		601,200	

Minnesota—Minneapolis-St. Paul

KTMA-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1740-kw max. visual & 347-kw max. aural. Antenna: 1170-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"
Longitude 93° 07' 27.0"

Transmitter: Gramsie Rd. & Mackubin St., Shoreview, Minn.

Network Service: None, independent.

Licensee: Buford/Beaudoin Television Inc., Box 9090, Tyler, Tex. 75711.

Studio: 620 Taft St. NE, Minneapolis, Minn. 55413.

Telephone: 612-623-0200.

Ownership: Buford Television has controlling interest, see KLTV, Tyler, Tex. Transfer of control from Buford to HEN Inc. pends. HEN ownership: United Cable TV Corp., 100% (see WBTI(TV), Cincinnati & Cable Group Ownership).

Began Operation: Sept. 22, 1982.

Represented (legal) by Marmet & McCombs, P.C.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

MICHAEL DOWN, general manager.

Rates: Not available.



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Minnesota—Minneapolis-St. Paul

WCCO-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.0"
Longitude 93° 08' 21.3"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WCCO-FM, 100-kw, 102.9 MHz (No. 275), 1150-ft.

News Services: AP, UPI, News Wire Central.

Satellite Earth Stations: Microdyne; 5-meter.

Network Service: CBS.

Licensee: WCCO Television Inc., WCCO Television Bldg., Minneapolis.

Studio: 90 South 11th St., Minneapolis, Minn. 55403.

Telephone: 612-330-2400. TWX: 910-576-3401.

Ownership: Wholly owned subsidiary of Midwest Radio-Television Inc., which is 100% owned by MTC Properties Inc. Midwest officers: W.T. Doar Jr., chmn. & chief exec. officer; James M. Rupp, pres. & chief operating officer; Loren E. Lucke, treas.; Everett Klosterman, controller; J. E. Murphy, secy.

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally-owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976.

Represented (sales) by TeleRep Inc.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Personnel:

RON HANDBERG, vice president & general manager.
ROBERT G. McGANN, director of sales.
TONY COLOSIMO, local sales manager.
MIKE MARSHO, national sales manager.
CHARLES SORLEIN, program director.
JOHN FOGLER, director of operations,
REID JOHNSON, director of news.
TOM COUSINS, dir. of community affairs & public relations.
KEN REES, director of local programming.
MIKE SULLIVAN, public affairs director.
HENRY SHEPPARD, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	66,600	66,400	100
	Benton	9,000	8,900	99
	Blue Earth	18,800	18,400	98
	Brown	10,300	10,100	98
	Carver	13,200	13,100	99
	Chippewa	5,900	5,700	97
	Chsago	9,100	9,000	98
	Dakota	71,500	71,000	99
	Dodge	5,300	5,200	98
	Goodhue	14,400	14,200	99
	Hennepin	378,800	374,600	99
	Isanti	8,400	8,300	98
	Kanabec	4,700	4,600	98



WCCO-TV BMPCT-7126 Granted 1/8/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kandiyohi	13,800	13,500	97
	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,500	8,400	99
	Lyon	9,000	8,800	98
	McLeod	10,900	10,800	99
	Martin	9,800	9,700	98
	Meeker	7,600	7,500	98
	Mille Lacs	6,900	6,800	99
	Morrison	10,000	9,800	98
	Nicollet	9,200	9,100	98
	Olmsted	34,800	34,400	99
	Pine	7,300	7,100	97
	Ramsey	175,600	173,900	99
	Redwood	7,000	6,800	97
	Renville	7,600	7,400	97
	Rice	15,200	15,000	99
	Scott	14,900	14,800	99
	Sherburne	10,000	9,800	98
	Sibley	5,600	5,500	98
	Stearns	34,500	33,900	98
	Steele	11,100	11,000	99
	Swift	4,700	4,600	98
	Wabasha	7,200	7,100	99
	Waseca	6,900	6,800	99
Washington	39,000	38,700	99	
Watsonwan	4,900	4,800	98	
Wright	20,500	20,200	98	
Yellow Medicine	5,000	4,800	96	
WISCONSIN	Barron	14,700	14,300	97
	Burnett	5,000	4,900	97
	Dunn	11,800	11,500	97
	Eau Claire	29,200	28,700	98
	Pepin	2,700	2,600	96
	Pierce	10,600	10,400	98
	Polk	12,300	12,100	98
(Continued on page 494)				
Station Totals		1,385,800	1,367,000	98
Net Weekly Circulation (1983)		1,128,500		
Average Daily Circulation (1983)		727,800		

Minnesota—Minneapolis-St. Paul

WFBT-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1811-kw max. visual, 181.1-kw max. aural. Antenna: 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"
Longitude 93° 07' 27.0"

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria, Shoreview Village.

News Service: UPI.

Network Service: None, independent.

Licensee: Ch. 29 Television Inc.

Studio: 7325 Aspen Lane N., Brooklyn Park, Minn. 55428.

Telephone: 612-424-2929.

Ownership: Jonathan Byrd, pres., 30%; Daniel N. Koker, v.p., 30%; Robert J. Basar, secy.-treas., 30%; Faith Bcstg. Network, 10%.

Began Operation: Oct. 6, 1982.

Represented (sales) by Adam Young Inc.

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

Personnel:

JONATHAN BYRD, president.

ROBERT BASER, general manager.

MICHAEL BARNARD, production manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 5-24%	Anoka	66,600	66,400	100
	Chisago	9,100	9,000	98
	Dakota	71,500	71,000	99
	Hennepin	378,800	374,600	99
	Isanti	8,400	8,300	98
	Ramsey	175,600	173,900	99
	Scott	14,900	14,800	99



WFBT-TV BMPCT-820610KG Granted 7/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Sherburne	10,000	9,800	98
	Washington	39,000	38,700	99
	Wright	20,500	20,200	98
WISCONSIN				
	Pierce	10,600	10,400	98
Station Totals		805,000	797,100	99
Net Weekly Circulation (1983)			75,100	
Average Daily Circulation (1983)			24,300	

Minnesota—Minneapolis-St. Paul

WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.0"
Longitude 93° 08' 21.3"

Transmitter: 960 West County Rd. F, Shoreview, Minn.

News Services: AP, NBC, UPI.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: Combined Communications Corp., 441 Boone Ave. N., Minneapolis, Minn. 55427.

Studio: 441 Boone Ave. N., Golden Valley, Minn. 55427.

Telephone: 612-546-1111. TWX: 910-576-2825.

Ownership: Gannett Co. Inc., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: Sept. 1, 1953. Sale to present owner by Metromedia Inc. approved by FCC Feb. 17, 1983 (Television Digest, Vol. 22:35). Sale to Metromedia by Chris-Craft Industries approved FCC June 14, 1972 (Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 (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 Katz Television.

Personnel:

JOSEPH FRANZGROTE, president & general manager.
ELLIOT A. BASS, vice president & general sales manager.
ARTHUR LUDWIG, vice president & program director.
THOMAS KIRBY, vice president, news.
ROBERT MUCHOW, chief engineer.
RICHARD MODIG, vice president & business manager.
DIANE MIGNONE, national sales manager.
KARL GENSHEIMER, local sales manager.
STEVE THAXTON, promotion manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	66,600	66,400	100
	Benton	9,000	8,900	99
	Blue Earth	18,800	18,400	98
	Brown	10,300	10,100	98
	Carver	13,200	13,100	99
	Chicago	9,100	9,000	98
	Cottonwood	5,500	5,300	95
	Dakota	71,500	71,000	99
	Goodhue	14,400	14,200	99
	Hennepin	378,800	374,600	99
	Isanti	8,400	8,300	98
	Kanabec	4,700	4,600	98
	Kandiyohi	13,800	13,500	97
	Le Sueur	8,500	8,400	99
	Mc Leod	10,900	10,800	99
	Martin	9,800	9,700	98
	Meeker	7,600	7,500	98
	Mille Lacs	6,900	6,800	99
	Morrison	10,000	9,800	98
Nicollet	9,200	9,100	98	
Pine	7,300	7,100	97	
Ramsey	175,600	173,900	99	
Redwood	7,000	6,800	97	
Renville	7,600	7,400	97	
Rice	15,200	15,000	99	



WTCN-TV BMPCT-7228 Granted 10/7/70

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Scott	14,900	14,800	99	
	Sherburne	10,000	9,800	98	
	Sibley	5,600	5,500	98	
	Stearns	34,500	33,900	98	
	Steele	11,100	11,000	99	
	Wabasha	7,200	7,100	99	
	Waseca	6,900	6,800	99	
	Washington	39,000	38,700	99	
	Watsonwan	4,900	4,800	98	
	Wright	20,500	20,200	98	
	WISCONSIN	Barron	14,700	14,300	97
		Burnett	5,000	4,900	97
		Dunn	11,800	11,500	97
Pepin		2,700	2,600	96	
Pierce		10,600	10,400	98	
Polk		12,300	12,100	98	
St Croix		15,500	15,300	99	
Between 25-49%	MINNESOTA				
	Chippewa	5,900	5,700	97	
	Crow Wing	16,400	15,900	97	
	Dodge	5,300	5,200	98	
	Douglas	10,900	10,700	98	
	Jackson	5,000	4,900	98	
	Lyon	9,000	8,800	98	
	Olmsted	34,800	34,400	99	
	Swift	4,700	4,600	98	
Todd	9,000	8,700	97		
Wadena	5,100	4,900	96		
WISCONSIN	Chippewa	17,900	17,600	98	
	Washburn	5,200	5,100	98	
Between 5-24%	IOWA				
	Emmet	5,000	4,900	97	
Kossuth	8,100	8,000	99		
(Continued on page 494)					
Station Totals		1,376,500	1,357,800	98	
Net Weekly Circulation (1983)			1,010,500		
Average Daily Circulation (1983)			553,700		

Minnesota—St. Cloud

KXLI

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: 1470-ft. above av. terrain, 1499-ft. above ground, 2449-ft. above sea level.

Latitude 45° 23' 00"
Longitude 93° 42' 30"

Transmitter: 3.7-mi. NE of Big Lake.

Network Service: None, independent.

Licensee: L.E.O. Broadcasting Inc., Box 1776, St. Cloud, Minn. 56302.

Studio: 800 St. Germain St., St. Cloud, Minn. 56301.

Telephone: 612-252-0110.

Mailing Address: Box 1776, St., Cloud, Minn. 56302.

Ownership: N. Walter Goins, pres.-treas., 100%. L.E.O. Bcstg. holds CP for KXLI, Ch. 47, Rochester, Minn. Goins has interest in LPTV applicant, Washington, D.C.

Began Operation: Nov. 24, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

WALTER GOINS, president & general manager.

PHILIP A. SIMS, vice president & station manager.

ROLAND KING, vice president & general sales manager.

JEFFREY R. STICKLES, vice president & program director.

RICHARD A. PRIMUTH, secretary.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MINNESOTA			
	Anoka	66,600	66,400	100
	Benton	9,000	8,900	99
	Carver	13,200	13,100	99
	Chisago	9,100	9,000	98
	Dakota	71,500	71,000	99
	Hennepin	378,800	374,600	99
	Kanabec	4,700	4,600	98



KXLI BMPCT-820708KG Granted 9/22/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Meeker	7,600	7,500	98
	Mille Lacs	6,900	6,800	99
	Morrison	10,000	9,800	98
	Ramsey	175,600	173,900	99
	Scott	14,900	14,800	99
	Sherburne	10,000	9,800	98
	Stearns	34,500	33,900	98
	Wright	20,500	20,200	98
Station Totals		832,900	824,300	98
Net Weekly Circulation (1983)			66,300	
Average Daily Circulation (1983)			23,700	

Minnesota—St. Paul-Minneapolis

KSTP-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1370-ft. above ground, 2370-ft. above sea level.

Latitude 45° 03' 45"
Longitude 93° 08' 22"

Requests CP for change to 1701-ft. above av. terrain, 1645-ft. above ground, 2645-ft. above sea level.

Transmitter: 960 W. County Rd. F, Shoreview, Minn.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1244-ft.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 11-meter.

Network Service: ABC.

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. 55114.

Studio: 3415 University Ave., St. Paul, Minn. 55114.

Telephone: 612-646-5555. TWX: 910-563-3598.

Ownership: Hubbard family, 100%. Directors: Stanley E. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. Officers: Stanley E. Hubbard, chmn. of the board; Stanley S. Hubbard, pres. & gen. mgr.; Gerald D. Deeney, v.p. & treas.; Marvin L. Rosene, v.p.; John Mayasich, pres., radio div.; Ralph J. Dolan, v.p. & station mgr., KSTP-TV; Carolyn M. Tuohy, v.p., Pan American hotel div.; Karen H. Hubbard, secy.; Marvin Rosenberg, asst. secy.; Constance L. Eckert, asst. secy. For other interests, see Group Ownership of TV Stations.

Began Operation: April 23, 1948.

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

GERALD D. DEENEY, vice president & treasurer.
RALPH J. DOLAN, vice president & station manager.
JAMES E. BLAKE, vice president & general sales manager.
JOHN E. THOMAS, national sales manager.
DAVID C. GARVIN, local sales manager.
JOHN M. DEGAN, operations manager.
DENNIS HERZIG, news director.
GEORGE G. MERRILL, chief, engineering operations.
ROBERT SEARS, production manager.
TERRY W. DOLAN, program director.
JEANNE KOSEK, promotion manager.

Highest 30 Sec. Rate (May 1982): \$3000.

NETWORK BASE HOURLY RATE: \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	66,600	66,400	100
	Benton	9,000	8,900	99
	Blg Stone	2,900	2,900	98
	Blue Earth	18,800	18,400	98
	Brown	10,300	10,100	98
	Carver	13,200	13,100	99
	Chippewa	5,900	5,700	97
	Chisago	9,100	9,000	98
	Cottonwood	5,500	5,300	95
	Crow Wing	16,400	15,900	97
	Dakota	71,500	71,000	99
	Dodge	5,300	5,200	98
	Douglas	10,900	10,700	98
	Goodhue	14,400	14,200	99
	Hennepin	378,800	374,600	99



KSTP-TV BMPCT-7396 Granted 5/23/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Isanti	8,400	8,300	98
	Jackson	5,000	4,900	98
	Kanabec	4,700	4,600	98
	Kandiyohi	13,800	13,500	97
	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,500	8,400	99
	Lyon	9,000	8,800	98
	Mc Leod	10,900	10,800	99
	Martin	9,800	9,700	98
	Meeker	7,600	7,500	98
	Mille Lacs	6,900	6,800	99
	Morrison	10,000	9,800	98
	Nicollet	9,200	9,100	98
	Pine	7,300	7,100	97
	Ramsey	175,600	173,900	99
	Redwood	7,000	6,800	97
	Renville	7,600	7,400	97
	Rice	15,200	15,000	99
	Scott	14,900	14,800	99
	Sherburne	10,000	9,800	98
	Sibley	5,600	5,500	98
	Stearns	34,500	33,900	98
	Steele	11,100	11,000	99
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Todd	9,000	8,700	97
	Wabasha	7,200	7,100	99
	Wadena	5,100	4,900	96
	Waseca	6,900	6,800	99
	Washington	39,000	38,700	99
	Watonwan	4,900	4,800	98
	Wright	20,500	20,200	98
Yellow Medicine	5,000	4,800	96	
SOUTH DAKOTA				
Grant	3,200	3,100	97	
WISCONSIN				
Barron	14,700	14,300	97	

(Continued on page 495)

Station Totals	1,418,200	1,398,400	98
Net Weekly Circulation (1983)		1,128,500	
Average Daily Circulation (1983)		708,400	

Minnesota—Rochester

KTTC

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-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.

News Services: AP, NBC.

Satellite Earth Station:
ADM, 4.8-meter; Gardiner antennas.

Network Service: NBC.

Licensee: KTTC Television Inc., 601 1st Ave. SW.

Studio: 601 1st Ave. SW, Rochester, Minn. 55901.

Telephone: 507-288-4444. TWX: 910-565-2477.

Ownership: KTTC Television Inc. is a wholly-owned subsidiary of Quincy Newspapers Inc. For other interests, see WGEM-TV, Quincy, Ill.

Began Operation: July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (Television Digest, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963.

Represented (sales) by Avery-Knodel Inc.; Hyett/Ramsland Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

ED HUTCHINGS, vice president & general manager.

JACK CONNORS, station manager.

RONALD E. GRUBER, operations manager.

C. H. SANDERS, chief engineer.

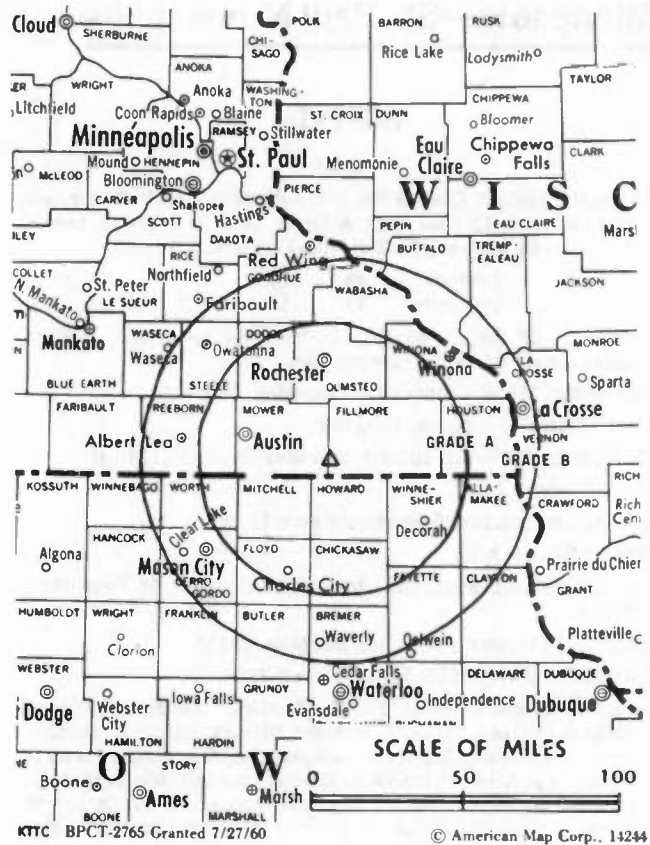
Highest One Hour Rate: \$550.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$490.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,200	19,000	99
	Floyd	7,100	7,000	99
	Hancock	5,300	5,200	98
	Howard	4,300	4,200	98
	Kossuth	8,100	8,000	99
	Mitchell	4,500	4,400	98
	Winnebago	5,100	5,000	98
	Winneshiek	7,400	7,200	98
	Worth	3,500	3,500	99
	MINNESOTA			
	Dodge	5,300	5,200	98
	Faribault	7,700	7,600	99
	Fillmore	8,100	8,000	99
Freeborn	13,700	13,500	99	
Houston	6,900	6,800	99	
Mower	15,300	15,100	99	
Olmsted	34,800	34,400	99	
Winona	16,100	15,800	98	
Between 25-49%	IOWA			
	Allamakee	5,400	5,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Chickasaw	5,600	5,500	98
	Franklin	5,300	5,200	99
MINNESOTA				
	Nicollet	9,200	9,100	98
	Steele	11,100	11,000	99
	Wabasha	7,200	7,100	99
	Waseca	6,900	6,800	99
WISCONSIN				
	Buffalo	5,300	5,200	98
	Crawford	6,000	5,900	98
	La Crosse	33,900	33,500	99
	Vernon	9,600	9,400	98
Between 5-24%	IOWA			
	Bremer	8,900	8,800	99
	Butler	6,600	6,500	98
	Emmet	5,000	4,900	97
	Fayette	9,400	9,300	99
	Humboldt	4,900	4,800	98
	Palo Alto	4,900	4,800	98
	Sac	5,500	5,400	98
	MINNESOTA			
	Blue Earth	18,800	18,400	98
	Goodhue	14,400	14,200	99
	Martin	9,800	9,700	98
WISCONSIN				
Monroe	12,400	12,100	98	
Pepin	2,700	2,600	96	
Station Totals		381,200	375,400	98
Net Weekly Circulation (1983)			191,300	
Average Daily Circulation (1983)			99,000	

Minnesota—Walker

KNMT

Ch. 12

(Affiliated with KCMT, Alexandria, Minn.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-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.

News Service: AP.

Network Service: CBS, ABC.

Licensee: Central Minnesota TV Co., 720 Hawthorne St., Alexandria, Minn. 56308.

Studio: 3-mi. E of Hackensack, Minn.

Ownership: See KCMT, Alexandria, Minn.

Began Operation: Jan. 1, 1964.

Represented (legal) by Pierson, Ball & Dowd.

Represented (sales) by Avery-Knodel Inc.; Hyett-Ramsland (Minneapolis).

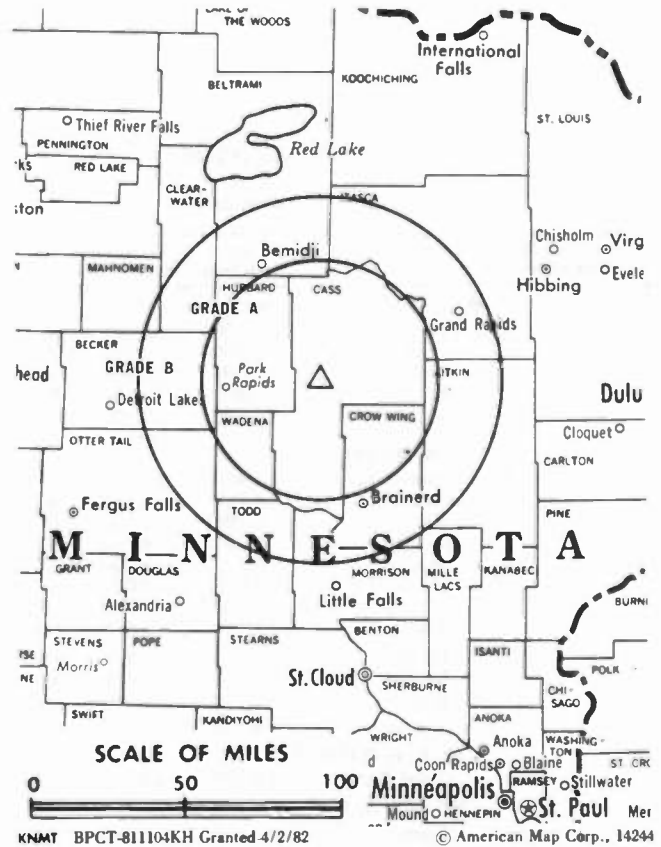
Personnel:

- TOM BARNES JR., president.
- GLENN W. FLINT, vice president & general manager.
- BRUCE BARNES, executive vice president.
- CARL IVERSON, chief engineer.
- JOHN GINTHER, sales manager.
- MARY BETH POLLARD, promotion director.

Rates: Sold in combination with KCMT, Alexandria, Minn.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Beltrami	10,800	10,200	95
	Cass	7,900	7,500	95
	Clearwater	3,100	2,900	95
	Hubbard	5,500	5,200	95



KNMT BPCT-811104KH Granted 4/2/82

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 25-49%	Aitkin	5,300	5,200	98
	Crow Wing	16,400	15,900	97
	Itasca	16,300	16,000	98
MINNESOTA				
Between 5-24%	Otter Tail	19,500	19,000	97
	Wadena	5,100	4,900	96
Station Totals		89,900	86,800	96
Net Weekly Circulation (1983)			40,100	
Average Daily Circulation (1983)			27,400	

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Heidi Hepburn Jebson, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

KMSP-TV, Minneapolis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN—(Continued)				
50% & Over	Burnett	5,000	4,900	97
	Dunn	11,800	11,500	97
	Pierce	10,600	10,400	98
	Polk	12,300	12,100	98
	St Croix	15,500	15,300	99
MINNESOTA				
Between 25-49%	Crow Wing	16,400	15,900	97
	Faribault	7,700	7,600	99
	Grant	2,700	2,700	100
	Jackson	5,000	4,900	98
	Lincoln	3,100	3,000	97
	Otter Tail	19,500	19,000	97
	Pennington	5,900	5,700	97
	Polk	12,700	12,500	98
	Traverse	1,900	1,900	100
	Wadena	5,100	4,900	96
	Wilkin	2,900	2,900	100
	Winona	16,100	15,800	98
NORTH DAKOTA				
	Grand Forks	23,400	23,100	99
SOUTH DAKOTA				
	Beadle	7,600	7,400	98
	Brown	13,700	13,600	99
	Davison	7,100	6,900	97
	Minnehaha	43,000	42,700	99
	Spink	3,300	3,300	100
	Stanley	1,000	1,000	100
WISCONSIN				
	Chippewa	17,900	17,600	98
	Eau Claire	29,200	28,700	98
	Pepin	2,700	2,600	96
	Washburn	5,200	5,100	98
IOWA				
Between 5-24%	Dickinson	6,500	6,400	98
	Emmet	5,000	4,900	97
	Kossuth	8,100	8,000	99
MINNESOTA				
	Aitkin	5,300	5,200	98
	Becker	10,900	10,600	98
	Carlton	10,600	10,500	99
	Clay	17,100	17,000	99
	Fillmore	8,100	8,000	99
	Freeborn	13,700	13,500	99
	Itasca	16,300	16,000	98
	Lake	4,600	4,500	98
	Lake Of The Woods	1,400	1,300	93
	Marshall	4,500	4,400	98
	Mower	15,300	15,100	99
	Murray	4,100	4,000	98
	Nobles	8,100	8,000	99
	Pipestone	4,400	4,300	98
	Red Lake	2,000	2,000	100
	Rock	3,900	3,900	100
	Roseau	4,600	4,300	93
	St Louis	84,400	83,300	99
NORTH DAKOTA				
	Richland	6,700	6,600	98
	Walsh	5,500	5,400	98
SOUTH DAKOTA				
	Brookings	8,500	8,400	98
	Day	3,000	3,000	98
	Deuel	1,900	1,900	100
	Roberts	3,800	3,700	97
WISCONSIN				
	Buffalo	5,300	5,200	98

KMSP-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN—(Continued)				
Between 5-24%	Douglas	17,000	16,800	99
	Rusk	5,600	5,400	97
	Sawyer	4,800	4,600	96

WCCO-TV, Minneapolis-St. Paul

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN—(Continued)				
50% & Over	St Croix	15,500	15,300	99
	Washburn	5,200	5,100	98
MINNESOTA				
Between 25-49%	Aitkin	5,300	5,200	98
	Big Stone	2,900	2,900	98
	Cottonwood	5,500	5,300	95
	Crow Wing	16,400	15,900	97
	Douglas	10,900	10,700	98
	Faribault	7,700	7,600	99
	Jackson	5,000	4,900	98
	Lincoln	3,100	3,000	97
	Stevens	3,900	3,800	97
	Todd	9,000	8,700	97
	Wadena	5,100	4,900	96
	Winona	16,100	15,800	98
WISCONSIN				
	Buffalo	5,300	5,200	98
	Chippewa	17,900	17,600	98
	Rusk	5,600	5,400	97
IOWA				
Between 5-24%	Emmet	5,000	4,900	97
MINNESOTA				
	Fillmore	8,100	8,000	99
	Murray	4,100	4,000	98
	Nobles	8,100	8,000	99
	Pope	4,500	4,400	98
	Rock	3,900	3,900	100
SOUTH DAKOTA				
	Grant	3,200	3,100	97
WISCONSIN				
	Sawyer	4,800	4,600	96

WTCN-TV, Minneapolis-St. Paul

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 5-24%	Aitkin	5,300	5,200	98
	Faribault	7,700	7,600	99
	Houston	6,900	6,800	99
	Lac Qui Parle	3,900	3,800	97
	Lincoln	3,100	3,000	97
	Murray	4,100	4,000	98
	Pope	4,500	4,400	98
	Stevens	3,900	3,800	97
	Traverse	1,900	1,900	100
	Winona	16,100	15,800	98
	Yellow Medicine	5,000	4,800	96

Minnesota

WTCN-TV—(Continued) (Arbitron Data Continued)

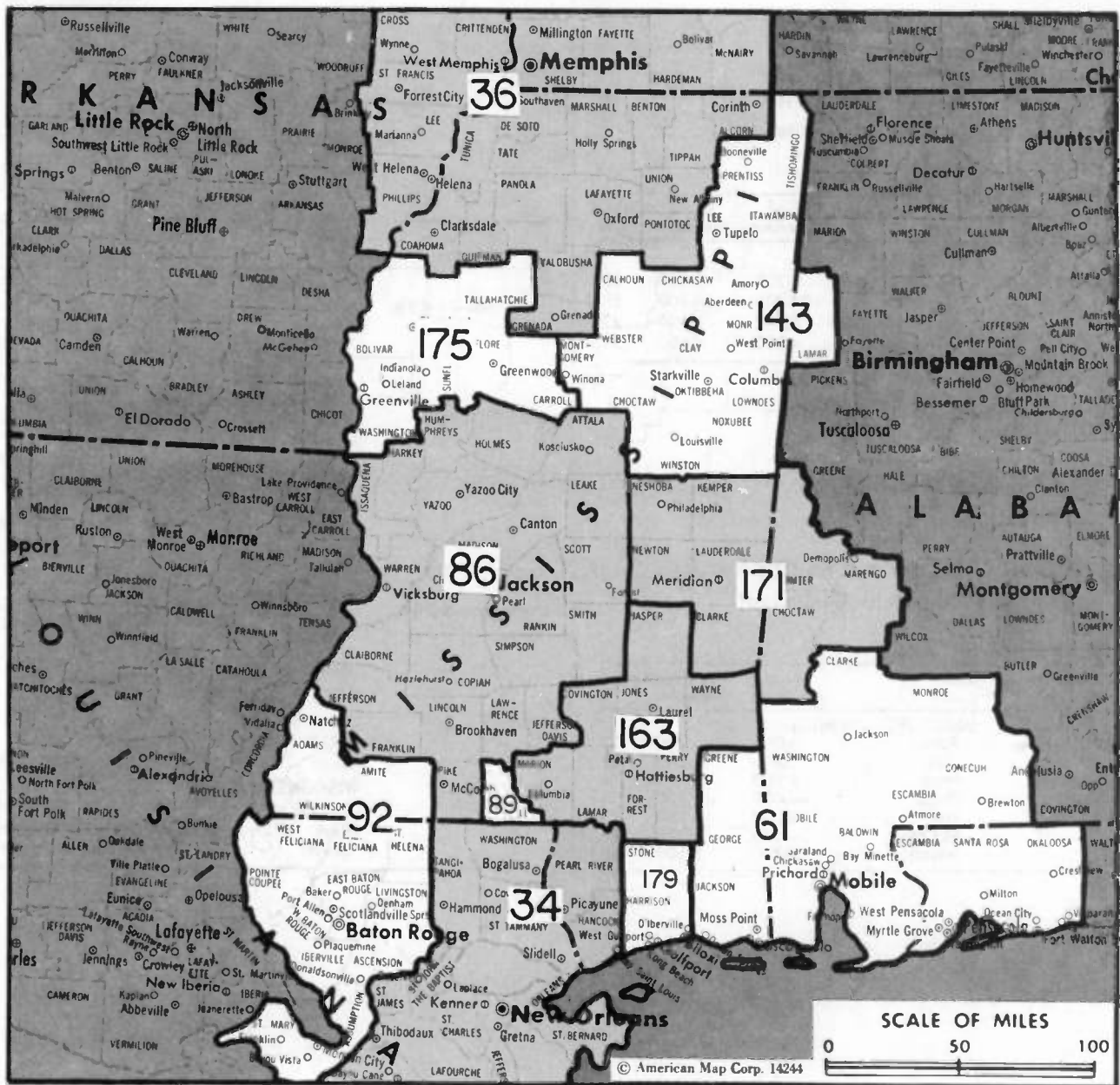
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WISCONSIN			
	Buffalo	5,300	5,200	98
	Eau Claire	29,200	28,700	98
	Rusk	5,600	5,400	97
	Sawyer	4,800	4,600	96

KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN—(Continued)			
	Burnett	5,000	4,900	97
	Dunn	11,800	11,500	97
	Pepin	2,700	2,600	96
	Pierce	10,600	10,400	98
	Polk	12,300	12,100	98
	St Croix	15,500	15,300	99
	Washburn	5,200	5,100	98

KSTP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Aitkin	5,300	5,200	98
	Faribault	7,700	7,600	99
	Grant	2,700	2,700	100
	Lincoln	3,100	3,000	97
	Olmsted	34,800	34,400	99
	Otter Tail	19,500	19,000	97
	Pope	4,500	4,400	98
	Traverse	1,900	1,900	100
	Wilkin	2,900	2,900	100
	Winona	16,100	15,800	98
	WISCONSIN			
	Buffalo	5,300	5,200	98
	Chippewa	17,900	17,600	98
Between 5-24%	MINNESOTA			
	Cass	7,900	7,500	95
	Murray	4,100	4,000	98
	Nobles	8,100	8,000	99
	Pennington	5,900	5,700	97
	NORTH DAKOTA			
	Richland	6,700	6,600	98
	SOUTH DAKOTA			
	Deuel	1,900	1,900	100
	WISCONSIN			
Eau Claire	29,200	28,700	98	
Rusk	5,600	5,400	97	
Sawyer	4,800	4,600	96	



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
New Orleans, La.	606,500	34	366,000	32	WDSU-TV (6), WGNO-TV (26), WVUE (8), WWL-TV (4)
Memphis, Tenn.	582,100	36	376,000	31	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Mobile, Ala.-Pensacola, Fla.	399,700	61	239,000	59	WALA-TV (10), WEAR-TV (3), WKRG-TV (5), WPMI (15)
Jackson, Miss.	261,400	86	160,000	84	WAPT (16), WJTV (12), WLBT-TV (3)
Baton Rouge, La.	243,300	92	158,000	85	WAFB-TV (9), WBRZ (2), WRBT (33)
Columbus-Tupelo, Miss.	134,200	143	85,000	131	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Laurel-Hattiesburg, Miss.	85,100	163	34,000	173	WDAM-TV (7)
Meridian, Miss.	71,800	171	39,000	166	WHTV (24), WLBM-TV (30), WTOK-TV (11)
Greenwood-Greenville, Miss.	67,400	175	37,000	170	WABG-TV (6), WXVT (15)
Biloxi-Gulfport-Pascagoula, Miss.	58,900	179	37,000	170	WLOX-TV (13)

Mississippi

Mississippi Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	8	5	13
Educational Television Stations	2	6	8
			<u>21</u>

WLBT-TV, Jackson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MISSISSIPPI—(Continued)			
Between 5-24%	Forrest	24,200	23,900	99
	George	5,100	5,000	99
	Grenada	7,400	7,200	97
	Jones	22,500	22,300	99
	Kemper	3,400	3,300	97
	Lamar	8,600	8,500	99
	Lauderdale	28,200	27,900	99
	Webster	3,600	3,500	97
	Wilkinson	3,200	3,100	97

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WDAM-TV, Hattiesburg
(See Laurel, Miss.)

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ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Mississippi—Biloxi-Gulfport-Pascagoula

WLOX-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"
Longitude 89° 05' 29"

Transmitter: 3-mi. NE of McHenry, Miss.

News Service: AP.

Network Service: ABC.

Licensee: WLOX Broadcasting Co., Drawer 4596, West Biloxi Station, Biloxi, Miss. 39531.

Studio: Dubuys Rd. Telephone: 601-896-1313.

Mailing Address: Drawer 4596, West Biloxi Station, Biloxi 39531.

Ownership: James S. Love III, Jo Love Little & Mary E. Love McMillan, 90%; others. WLOX Bcstg. owns WAEV(FM), Savannah, Ga.; 53% of WKXI & WTYX(FM), Jackson, Miss.

Began Operation: Sept. 15, 1962.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert.

Personnel:

JOHN HASH, president.

THOMAS B. MAJURE, exec. vice president & general manager.

LEON D. LONG, general sales manager.

JAMES S. FLEMING, chief engineer.

Highest One Hour Rate (June 1, 1983): \$2000.

Highest 30 Sec. Rate (June 1, 1983): \$400.

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Forrest	24,200	23,900	99
	George	5,100	5,000	99
	Greene	3,200	3,100	97
	Hancock	8,900	8,800	99
	Harrison	55,500	55,000	99
	Jackson	40,800	40,400	99
	Jones	22,500	22,300	99
	Lamar	8,600	8,500	99
	Marion	9,000	8,800	98
	Pearl River	11,600	11,400	98
	Perry	3,400	3,300	97
	Stone	3,300	3,200	97
	Walthall	4,700	4,600	98



WLOX-TV BMPCT-5991 Granted 7/31/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Washington	15,900	15,500	97
	MISSISSIPPI			
	Covington	5,500	5,400	98
	Jefferson Davis	4,500	4,400	98
	Wayne	6,500	6,300	98
Between 5-24%	ALABAMA			
	Clarke	9,200	9,000	98
	Mobile	130,900	129,900	99
	MISSISSIPPI			
	Jasper	5,900	5,800	98
Station Totals		379,200	374,600	98
Net Weekly Circulation (1983)			195,000	
Average Daily Circulation (1983)			119,100	

Mississippi—Columbus

WCBI-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-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"

Holds CP for change to 1995-ft. above av. terrain, 1800-ft. above ground, 2325-ft. above sea level, lat. 33° 45' 18", long. 88° 52' 43"; transmitter to 4-mi. NE of Montpelier.

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

AM Affiliate: WCBI, 1-kw (0.5-kw night), 550 kHz.

News Services: AP, CBS, CNN Headline News.

Satellite Earth Station: In operation; 5-meter.

Network Service: CBS.

Licensee: Columbus Television Inc., Box 271, Columbus, Miss. 39701.

Studio: Hwy. 12, 4-mi. NE of Columbus.

Telephone: 601-327-4444. TWX: 510-982-9481.

Mailing Address: Box 271, Columbus, Miss. 39701.

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%. Birney Imes Jr. also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus; WNAG, Grenada, Miss. Commercial Dispatch Publishing Co., Birney Imes Jr., et al., also own WBOY-TV, Clarksburg, W.Va.; KDUB-TV, Dubuque, Iowa; WMUR-TV, Manchester, N.H.

Began Operation: July 13, 1956.

Represented (sales) by Seltel Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

W. W. WHITFIELD, group manager.
THOMAS G. BOND, general manager.
WESLEY ADCOCK, local sales manager.
FRANK IMES, production manager.
DAVE BASINGER, news director.
BENNY SEABORN, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (July 23, 1983): \$350.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Fayette	7,000	6,900	99
	Lamar	6,100	6,000	98
	Pickens	7,300	7,100	97
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	5,900	5,800	98
	Choctaw	3,000	2,900	97
	Clay	7,200	7,100	99
	Itawamba	7,500	7,400	99
	Kemper	3,400	3,300	97



WCBI-TV BPCT-811228KH Granted 4/2/82

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lee	21,200	20,900	99	
	Lowndes	19,700	19,500	99	
	Monroe	12,600	12,400	98	
	Noxubee	4,000	3,900	98	
	Oktibbeha	11,900	11,600	97	
	Pontotoc	7,700	7,600	99	
	Webster	3,600	3,500	97	
	Winston	6,700	6,500	98	
	ALABAMA				
	Between 25-49%	Greene	3,700	3,600	97
Marion		11,400	11,200	99	
Sumter		5,500	5,300	97	
MISSISSIPPI					
	Montgomery	4,600	4,500	98	
	Prentiss	8,600	8,500	99	
	Tishomingo	7,200	7,000	97	
Between 5-24%	ALABAMA				
	Franklin	10,900	10,700	98	
	Hale	5,100	4,900	97	
	Tuscaloosa	50,100	49,500	99	
	MISSISSIPPI				
	Neshoba	8,500	8,400	98	
Union	8,200	8,100	99		
Yalobusha	4,900	4,800	98		
Station Totals		269,200	264,500	98	
Net Weekly Circulation (1983)			141,300		
Average Daily Circulation (1983)			87,000		

Mississippi—Greenwood-Greenville

WABG-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 33° 22' 23"
Longitude 90° 32' 31"

Transmitter: 2.3-mi. NE of city limits, near Inverness, Miss.

News Service: AP.

AM Affiliate: WABG, 1-kw (0.5-kw night), 960 kHz.

Satellite Earth Station: In operation.

Network Service: ABC.

Licensee: Mississippi Telecasting Co. Inc., Box 720, Greenwood, Miss. 38930.

Studio: 2001 Garrard Ave., Box 720, Greenwood, Miss. 38930.

Auxiliary Studio: Washington Ave., Greenville.

Telephone: 601-453-4001.

Ownership: Bahakel Communications Ltd., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 20, 1959.

Represented (sales) by Katz Television.

Personnel:

CY N. BAHAKEL, president.
JERRY K. MOORE, operations manager.
ADA MITCHELL, office manager.
ROBERT TAYLOR, chief engineer.
KEITH BLAND, national sales manager.

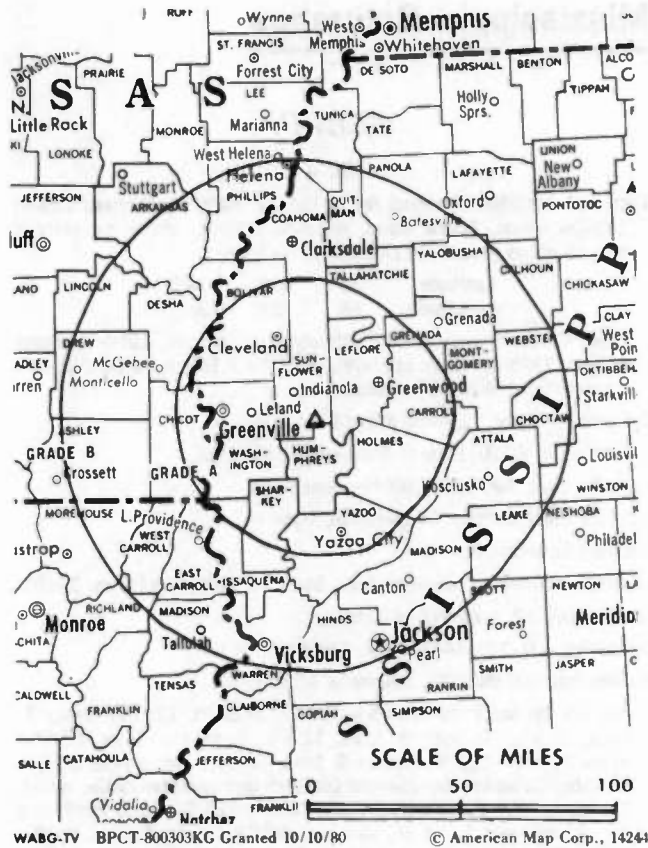
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (June 28, 1983): \$500.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Chicot	6,000	5,800	96
	LOUISIANA			
	East Carroll	3,600	3,500	97
	West Carroll	4,500	4,400	98
	MISSISSIPPI			
	Attala	6,900	6,700	97
	Bolivar	13,600	13,200	97
	Carroll	3,400	3,300	97
	Choctaw	3,000	2,900	97
	Coahoma	11,700	11,400	97
	Grenada	7,400	7,200	97
	Holmes	7,200	7,000	97
	Humphreys	4,300	4,200	98
Issaquena	800	800	100	
Leflore	13,400	13,000	97	
Montgomery	4,600	4,500	98	
Sharkey	2,300	2,200	96	
Sunflower	9,700	9,400	97	
Tallahatchie	5,300	5,100	96	



WABG-TV BPCT-800303KG Granted 10/10/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	23,700	23,100	98
	Yazoo	9,100	8,900	98
Between 25-49%	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Webster	3,600	3,500	97
	Yalobusha	4,900	4,800	98
Between 5-24%	ARKANSAS			
	Ashley	9,500	9,300	97
	Desha	6,900	6,700	97
	Lincoln	3,900	3,800	97
	Phillips	11,300	10,900	96
LOUISIANA				
Madison	5,200	5,000	96	
MISSISSIPPI				
Chickasaw	5,900	5,800	98	
Leake	6,700	6,600	98	
Madison	14,100	13,800	98	
Panola	9,200	9,000	98	
Quitman	3,800	3,700	97	
Warren	18,300	18,000	98	
Winston	6,700	6,500	98	
Station Totals		256,200	249,600	97
Net Weekly Circulation (1983)			136,000	
Average Daily Circulation (1983)			81,600	

Mississippi—Greenville

WXVT

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.0"
Longitude 90° 42' 17.5"

Transmitter: 4.9-mi. SSE of Cleveland, Miss.

News Service: AP.

Network Service: CBS.

Licensee: Big River Broadcasting Co.

Studio: 3015 E. Reed Rd., Greenville, Miss. 38701.

Telephone: 601-334-1500.

Mailing Address: Box 5815, Greenville, Miss. 38704-5815.

Ownership: Joe Macipone Jr., pres., 17.2%; Ben B. Sayle, secy.-treas., 17.2%; Rex A. Morgan, Alex S. Curtis, Frank A. England Jr., 17.2% each; Noel P. Workman, 8.1%.

Began Operation: Nov. 7, 1980.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOE MACIPONE JR., chief executive officer.
SHELLEY MARTIN, general sales manager.
ROY WEBB, chief engineer.

Highest 30 Sec. Rate (July 1, 1983): \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Bolivar	13,600	13,200	97
	Coahoma	11,700	11,400	97
	Leflore	13,400	13,000	97
	Sunflower	9,700	9,400	97
	Tallahatchie	5,300	5,100	96
	Washington	23,700	23,100	98
Between 25-49%	MISSISSIPPI			
	Carroll	3,400	3,300	97



WXVT BPCT-4970 Granted 9/14/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Grenada	7,400	7,200	97
	Humphreys	4,300	4,200	98
Between 5-24%	ARKANSAS			
	Chicot	6,000	5,800	96
	Desha	6,900	6,700	97
	MISSISSIPPI			
	Holmes	7,200	7,000	97
	Montgomery	4,600	4,500	98
	Sharkey	2,300	2,200	96
Station Totals		119,500	116,100	97
Net Weekly Circulation (1983)				62,900
Average Daily Circulation (1983)				34,800

Mississippi—Jackson

WAPT

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"
Longitude 90° 17' 41"

Transmitter: Ammac Rd.

News Service: AP.

Network Service: ABC.

Licensee: Clay Bcstg. Corp. of Mississippi Inc., Box 10297, Jackson 39209.

Studio: Ammac Drive.

Telephone: 601-922-1607. TWX: 810-966-2734.

Mailing Address: Box 10297, Jackson, Miss. 39209.

Ownership: Clay Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: October 3, 1970. Sale by American Public Life Insurance Co. approved by FCC March 18, 1976. Sale to present owner by Lewis C. Hopper, et al., approved by FCC Sept. 6, 1979.

Represented (sales) by Seitel Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippell.

Personnel:

GEORGE DIAB, president.

BEN STRICKLAND, vice president & general manager.

JOE ROOT, station manager.

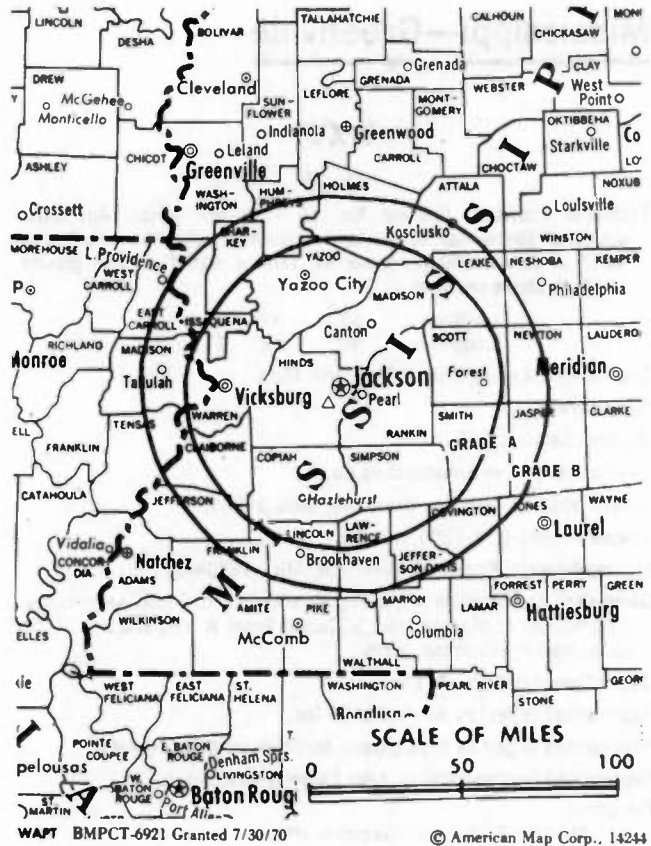
Highest One Hour Rate: \$2600.

Highest 30 Sec. Rate: \$540

NETWORK BASE HOURLY RATE: \$400.

Total Households © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,200	5,000	96
	MISSISSIPPI			
	Adams	13,100	12,800	98
	Clalborne	3,900	3,800	97
	Copiah	8,800	8,600	98
	Hinds	91,600	90,700	99
	Lawrence	4,300	4,200	98
	Lincoln	10,600	10,400	98
	Madison	14,100	13,800	98
	Rankin	24,500	24,200	99
	Scott	8,500	8,400	98
	Sharkey	2,300	2,200	96
	Simpson	8,000	7,900	99
Warren	18,300	18,000	98	
Between 25-49%	LOUISIANA			
	Tensas	2,900	2,800	97
	MISSISSIPPI			
	Attala	6,900	6,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Holmes	7,200	7,000	97
	Issaquena	800	800	100
	Leake	6,700	6,600	98
	Leflore	13,400	13,000	97
	Pike	12,800	12,600	98
	Smith	5,300	5,200	98
Yazoo	9,100	8,900	98	
Between 5-24%	LOUISIANA			
	Concordia	8,000	7,700	96
	MISSISSIPPI			
	Carroll	3,400	3,300	97
	Choctaw	3,000	2,900	97
	Covington	5,500	5,400	98
	Franklin	2,900	2,800	97
	Humphreys	4,300	4,200	98
	Jasper	5,900	5,800	98
	Jefferson	2,800	2,700	96
	Jefferson Davis	4,500	4,400	98
	Marlon	9,000	8,800	98
Montgomery	4,600	4,500	98	
Neshoba	8,500	8,400	98	
Newton	7,000	6,900	99	
Washington	23,700	23,100	98	
Station Totals		371,400	364,500	98
Net Weekly Circulation (1983)			201,900	
Average Daily Circulation (1983)			123,200	

Mississippi—Jackson

WJTV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-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, 0.3-mi. S of Route 18.

News Service: AP.

Network Service: CBS.

Licensee: Broadcasters of Mississippi Inc., Box 8887, Jackson, Miss. 39204.

Studio: Robinson Rd. extension & TV Road.

Telephone: 601-372-6311. TWX: 810-966-2735.

Mailing Address: Box 8887, Jackson, Miss. 39204.

Ownership: News Press & Gazette Co. For other interests, see Group Ownership of TV Stations.

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 WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (Television Digest, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

Represented (sales) by Katz Television.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

JOHN A. MacGREGOR, president & general manager.

ALAN AXTELL, general sales manager.

JIMMIE A. STEINBRIDGE, chief engineer.

FRANK MOROCK, news director.

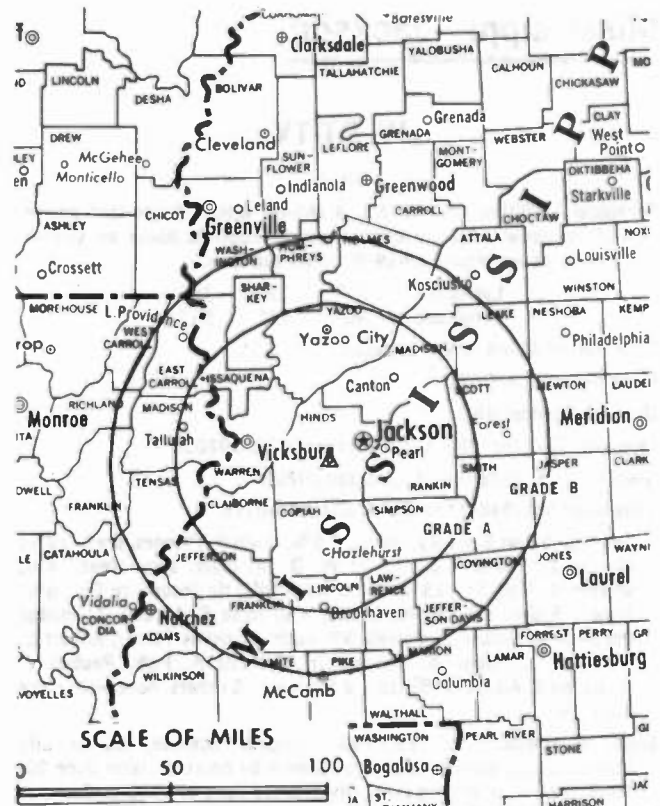
PHYLLIS QUALLS-BROOKS, public affairs director.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1025.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,200	5,000	96
	MISSISSIPPI			
	Attala	6,900	6,700	97
	Claiborne	3,900	3,800	97
	Copiah	8,800	8,600	98
	Covington	5,500	5,400	98
	Franklin	2,900	2,800	97
	Hinds	91,600	90,700	99
	Holmes	7,200	7,000	97
	Humphreys	4,300	4,200	98
	Issaquena	800	800	100
	Jefferson	2,800	2,700	96
	Jefferson Davis	4,500	4,400	98
	Lawrence	4,300	4,200	98
	Leake	6,700	6,600	98
	Leflore	13,400	13,000	97
	Lincoln	10,600	10,400	98
	Madison	14,100	13,800	98
	Pike	12,800	12,600	98
	Rankin	24,500	24,200	99
	Scott	8,500	8,400	98
	Sharkey	2,300	2,200	96
	Simpson	8,000	7,900	99
	Smith	5,300	5,200	98
	Sunflower	9,700	9,400	97
	Warren	18,300	18,000	98



WJTV BPCT-2540 Granted 1/10/62

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Washington	23,700	23,100	98	
	Yazoo	9,100	8,900	98	
Between 25-49%	LOUISIANA				
	East Carroll	3,600	3,500	97	
	Tensas	2,900	2,800	97	
MISSISSIPPI	Adams	13,100	12,800	98	
	Bolivar	13,600	13,200	97	
	Carroll	3,400	3,300	97	
	Forrest	24,200	23,900	99	
	Jasper	5,900	5,800	98	
	Lamar	8,600	8,500	99	
	Marion	9,000	8,800	98	
	Montgomery	4,600	4,500	98	
	Neshoba	8,500	8,400	98	
	Newton	7,000	6,900	99	
	Walthall	4,700	4,600	98	
	Between 5-24%	ARKANSAS			
		Chicot	6,000	5,800	96
	LOUISIANA	Concordia	8,000	7,700	96
		Franklin	8,400	8,200	98
Richland		7,400	7,200	97	
West Carroll		4,500	4,400	98	
MISSISSIPPI					
Amite		4,400	4,300	98	
Choctaw	3,000	2,900	97		
Clarke	6,100	6,000	98		
Grenada	7,400	7,200	97		
Jones	22,500	22,300	99		
Webster	3,600	3,500	97		
Winston	6,700	6,500	98		
Station Totals		512,800	503,000	98	
Net Weekly Circulation (1983)			312,400		
Average Daily Circulation (1983)			192,800		

Mississippi—Jackson

WLBT-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.

News Services: AP, UPI.

Network Service: NBC.

Licensee: TV-3 Inc., Box 1712, Jackson, Miss. 39205.

Studio: 715 S. Jefferson St., Jackson 39205.

Telephone: 601-948-3333. TWX: 601-948-0726.

Ownership: Aaron E. Henry, chmn., 7.5%; Alvin P. Flannes, pres., 12%; Charles L. Young, v.p., 7.5%; W. D. Mounger, secy.-treas., 8%; Walter G. Hall Sr., 15%; Dixie National Life Insurance Co., 8%; Robert Smith, 6%; E. W. Banks, 4%; Rose E. McCoy, Talmadge Portis Jr. & Roland H. Powell, 3% each; Cornelius Turner, Robert L. T. Smith Jr., John A. Peoples Jr., Richard A. Polk, Reuben V. Anderson & Albert B. Britton, 2.5% each; 8 others, none with more than 2%.

Began Operation: Dec. 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted June 2, 1971 to Communications Improvement which began operation June 14, 1971. TV-3 began operation Feb. 1, 1980.

Represented (sales) by Blair Television.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WILLIAM DILDAY, general manager.
TOM WALSH, general sales manager.
JEFF BELL, promotion manager.
FORREST COX, farm director.
WALTER SADDLER, news director.
FLOYD KINARD, chief engineer.
JOYCE HUGHES, children's programming director.
GLORIA REVIES, public service director.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	East Carroll	3,600	3,500	97
	Madison	5,200	5,000	96
	Tensas	2,900	2,800	97
	MISSISSIPPI			
	Adams	13,100	12,800	98
	Attala	6,900	6,700	97
	Carroll	3,400	3,300	97
	Claiborne	3,900	3,800	97
	Copiah	8,800	8,600	98
	Covington	5,500	5,400	98
	Franklin	2,900	2,800	97
	Hinds	91,600	90,700	99
	Holmes	7,200	7,000	97
Humphreys	4,300	4,200	98	
Issaquena	800	800	100	
Jefferson	2,800	2,700	96	
Jefferson Davis	4,500	4,400	98	
Lawrence	4,300	4,200	98	
Leake	6,700	6,600	98	
Leflore	13,400	13,000	97	
Lincoln	10,600	10,400	98	
Madison	14,100	13,800	98	



WLBT-TV BPCT-3807 Granted 9/21/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	9,000	8,800	98
	Neshoba	8,500	8,400	98
	Newton	7,000	6,900	99
	Pike	12,800	12,600	98
	Rankin	24,500	24,200	99
	Scott	8,500	8,400	98
	Sharkey	2,300	2,200	96
	Simpson	8,000	7,900	99
	Smith	5,300	5,200	98
	Sunflower	9,700	9,400	97
	Walthall	4,700	4,600	98
	Warren	18,300	18,000	98
	Washington	23,700	23,100	98
	Yazoo	9,100	8,900	98

Between 25-49%	LOUISIANA			
	Franklin	8,400	8,200	98
	MISSISSIPPI			
	Amite	4,400	4,300	98
	Bolivar	13,600	13,200	97
Jasper	5,900	5,800	98	
Montgomery	4,600	4,500	98	
Winston	6,700	6,500	98	

Between 5-24%	ALABAMA			
	Choctaw	5,600	5,400	97
	ARKANSAS			
	Chicot	6,000	5,800	96
	LOUISIANA			
	Catahoula	4,400	4,200	95
	Concordia	8,000	7,700	96
	Richland	7,400	7,200	97
	Washington	15,900	15,500	97
	West Carroll	4,500	4,400	98
	MISSISSIPPI			
	Choctaw	3,000	2,900	97
	Clarke	6,100	6,000	98

(Continued on page 497)

Station Totals	578,600	567,400	98
Net Weekly Circulation (1983)		355,400	
Average Daily Circulation (1983)		228,000	

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7

ADAM YOUNG INC.

Technical Facilities: Channel No. 7 (174-180 MHz). 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. N. of Eastabutchie.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Beam Broadcasters Ltd., Box 1978, Hattiesburg, Miss. 39401.

Studio: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

Telephones: 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

Mailing Address: Box 1978, Hattiesburg, Miss. 39401.

Ownership: Beam Broadcasters Ltd. See Group Ownership of TV Stations.

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 William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to present owners approved July 27, 1983.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Carl T. Jones Associates.

Personnel:

MARVIN REUBEN, general manager.
CLIFF BROWN, station manager & general sales manager.
BOB FORD, local sales manager.
ANN DALEY, program director.
ALVIN EATON, director, community affairs.
BYRON GRECO, production manager.
RANDY SWAN, news director.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate (Sept. 26, 1983): \$500.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Clarke	6,100	6,000	98
	Covington	5,500	5,400	98
	Forrest	24,200	23,900	99
	Greene	3,200	3,100	97
	Jasper	5,900	5,800	98



WDAM-TV BPC-T-2031 Granted 2/20/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson Davis	4,500	4,400	98
	Jones	22,500	22,300	99
	Lamar	8,600	8,500	99
	Marion	9,000	8,800	98
	Perry	3,400	3,300	97
	Smith	5,300	5,200	98
	Stone	3,300	3,200	97
	Walthall	4,700	4,600	98
	Wayne	6,500	6,300	98
Between 25-49%	MISSISSIPPI			
	Pearl River	11,600	11,400	98
	Pike	12,800	12,600	98
Simpson	8,000	7,900	99	
Between 5-24%	ALABAMA			
	Choctaw	5,600	5,400	97
Washington	5,600	5,500	98	
LOUISIANA	Washington	15,900	15,500	97
MISSISSIPPI	George	5,100	5,000	99
	Lauderdale	28,200	27,900	99
	Lawrence	4,300	4,200	98
	Lincoln	10,600	10,400	98
	Newton	7,000	6,900	99
Station Totals		227,400	223,500	98
Net Weekly Circulation (1983)			121,700	
Average Daily Circulation (1983)			88,400	

Mississippi—Meridian

WHTV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. & 631-kw horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: 610-ft. above av. terrain, 368-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 40.1"

Longitude 88° 41' 32.6"

Transmitter: Boseman Way.

News Service: AP.

Network Service: CBS.

Licensee: Central TV Inc., Box 5185, Meridian, Miss. 39301.

Studio: 1.8-mi. S of Meridian on Hwy. 45.

Telephone: 601-693-2933.

Mailing Address: Box 5185, Meridian, Miss. 39301.

Ownership: Frank K. Spain, chmn., 70%; Ronald E. Hale, pres. & gen. mgr., 28%; Mrs. Garnett S. Wilbourn, 2%. Frank K. Spain has interest in WTVA(TV), Tupelo, Miss.; WTVX(TV), Fort Pierce, Fla. Hale owns WJFL & WQMV(FM), Vicksburg, Miss. Central TV Inc. has a CP for WLHT(TV), Hattiesburg, Miss.; owns WYDE(AM), Birmingham, Ala.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Began Operation: June 10, 1968; left air Oct. 13, 1970. Sale to present owners by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972.

Personnel:

RONALD E. HALE, president & general manager.

BOB HORTON, station manager.

STEVE HOLLAND, news director.

RAY DENTON, program director.

JOE SMITH, operations director.

TERESA WILLIAMS, office manager.

MELODY MERRITT, traffic manager.

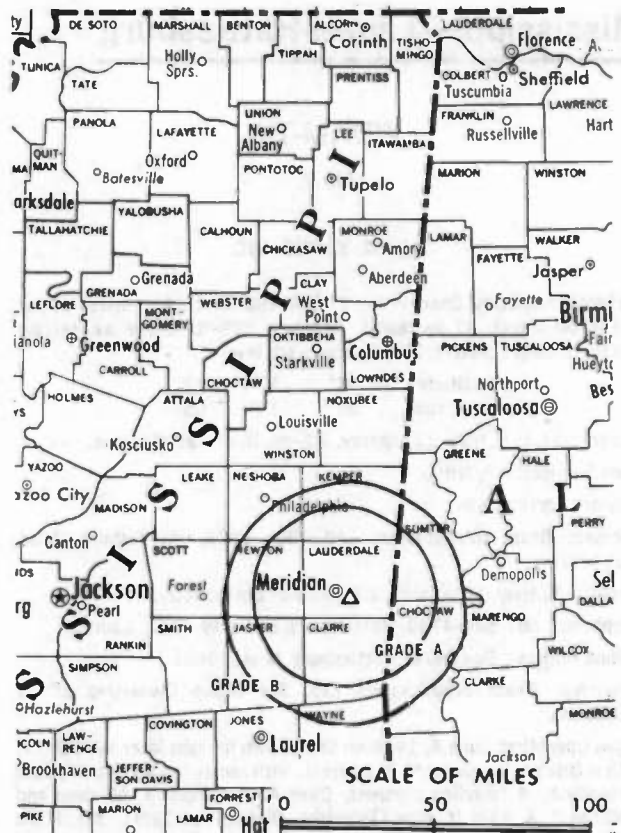
PAT CALVERT, graphics manager.

Highest 30 Sec. Rate (May 1, 1981): \$230.

NETWORK BASE HOURLY RATE: \$355.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Sumter	5,500	5,300	97
	MISSISSIPPI			
	Clarke	6,100	6,000	98
	Lauderdale	28,200	27,900	99



WHTV BPCT-5213 Granted 11/30/78 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	7,000	6,900	99
Between 25-49%	ALABAMA			
	Choctaw	5,600	5,400	97
	MISSISSIPPI			
	Jones	22,500	22,300	99
	Kemper	3,400	3,300	97
	Neshoba	8,500	8,400	98
Between 5-24%	ALABAMA			
	Marengo	8,400	8,200	98
	MISSISSIPPI			
	Jasper	5,900	5,800	98
	Scott	8,500	8,400	98
	Wayne	6,500	6,300	98
Station Totals		116,100	114,200	98
Net Weekly Circulation (1983)				56,600
Average Daily Circulation (1983)				34,900

Mississippi—Meridian

WLBM-TV

Ch. 30

(Satellite of WLBT-TV, Jackson, Miss.)

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 89.1-kw max. & 35.9-kw horizontal visual, 8.91-kw max. & 3.59-kw horizontal aural. Antenna: 610-ft. above av. terrain, 405-ft. above ground, 1030-ft. above sea level.

Latitude 32° 19' 34"
Longitude 88° 41' 12"

Transmitter: 0.8-mi S of Meridian at 4608 Skyland Dr.

Network Service: NBC.

Licensee: TV-3 Inc., 715 S. Jefferson St., Box 1712, Jackson, Miss. 39201.

Studio: 4608 Skyland Dr., Meridian, Miss. 39301.

Telephone: 601-485-3030.

Ownership: See WLBT-TV, Jackson, Miss.

Began Operation: Sept. 30, 1982.

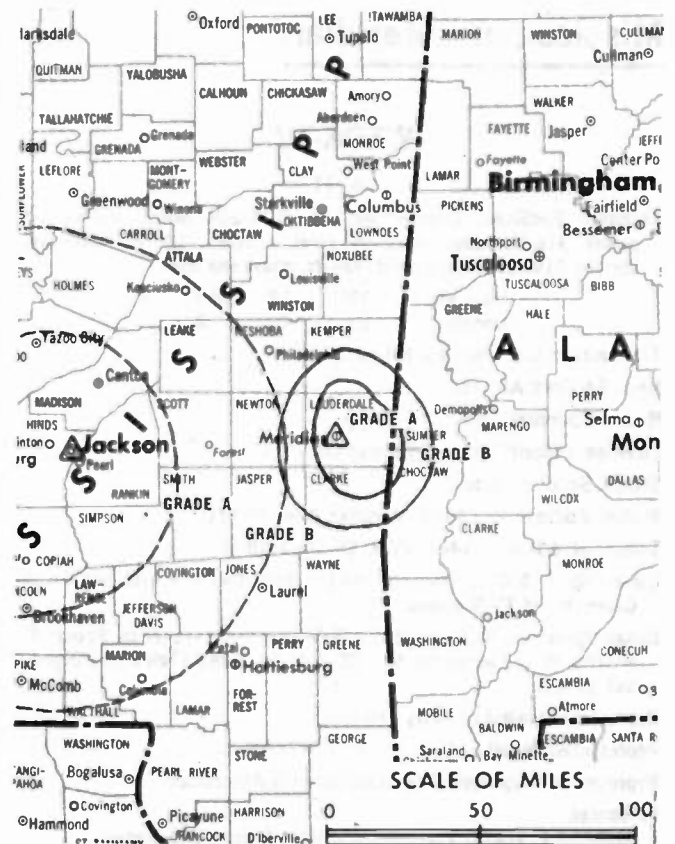
Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Highest 30 Sec. Rate (Oct. 1, 1983): \$75.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Lauderdale	28,200	27,900	99
Between 5-24%	ALABAMA			
	Choctaw	5,600	5,400	97
	Sumter	5,500	5,300	97
	MISSISSIPPI			
	Clarke	6,100	6,000	98
	Kemper	3,400	3,300	97
	Neshoba	8,500	8,400	98
	Newton	7,000	6,900	99
Station Totals		64,300	63,200	98
Net Weekly Circulation (1983)			14,200	
Average Daily Circulation (1983)			7,000	



WLBM-TV BPCT-801224KF Granted 9/14/81

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TARGET/AID

The Ratings and Lifestyle Connection.

ARBITRON® RATINGS

Mississippi—Meridian

WTOK-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 46.5-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.3"
Longitude 88° 41' 27.8"

Transmitter: U.S. Hwy. 45, 1.8-mi. S of city.

News Services: AP, ABC.

Network Service: ABC.

Licensee: Channel Eleven Television Co.

Studio: Southern Bldg.

Mailing Address: Box 2988, Meridian, Miss. 39301.

Telephone: 601-693-1441. TWX: 501-961-1090.

Ownership: H & C Communications Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 25, 1953. Sale to present owner by Robert F. Wright, et al., approved by FCC July 28, 1981 (Television Digest, Vol. 21:14).

Represented (sales) by Petry Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT F. WARD, exec. vice president & general manager.

JOHN LEE BUFFINGTON, station manager/general sales manager.

DON ALEXANDER, news director.

CECIL C. GERMANY, national sales manager.

BOB HOLLAND, operations director.

EDNA LA SHANE, traffic manager.

BERNICE P. STEWART, program manager.

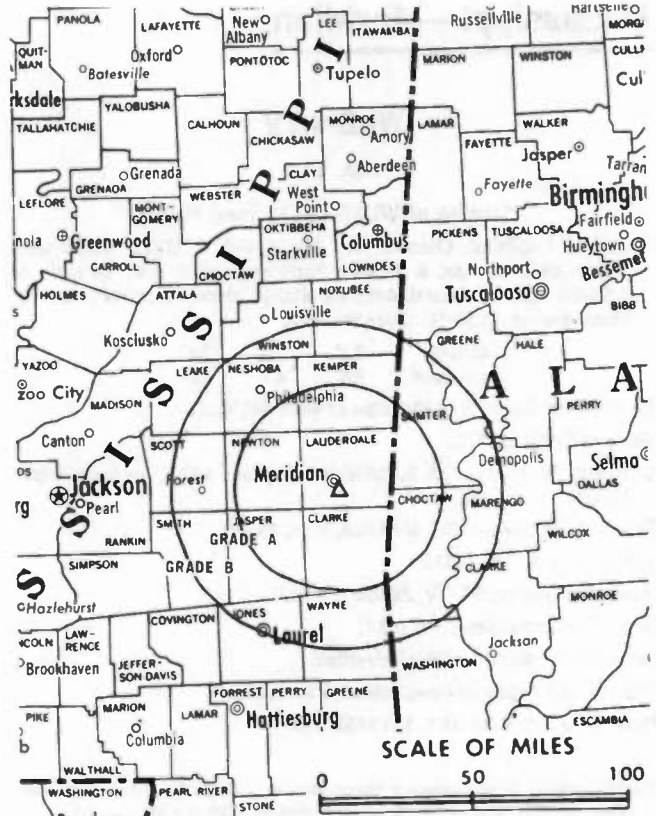
GEORGE E. SHANNON, promotion manager.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1727.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Choctaw	5,600	5,400	97
	Greene	3,700	3,600	97
	Marengo	8,400	8,200	98
	Sumter	5,500	5,300	97
	MISSISSIPPI			
	Clarke	6,100	6,000	98
	Jasper	5,900	5,800	98
	Kemper	3,400	3,300	97
	Lauderdale	28,200	27,900	99
	Neshoba	8,500	8,400	98
	Newton	7,000	6,900	99
	Noxubee	4,000	3,900	98
	Wayne	6,500	6,300	98
	Winston	6,700	6,500	98



WTOK-TV BMPCT-3043 Granted 5/2/55

© American Map Corp., 14244:

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Clarke	9,200	9,000	98
	Hale	5,100	4,900	97
	MISSISSIPPI			
	Jones	22,500	22,300	99
Leake	6,700	6,600	98	
Oktibbeha	11,900	11,600	97	
Scott	8,500	8,400	98	
Smith	5,300	5,200	98	
Between 5-24%	ALABAMA			
	Perry	4,600	4,500	97
	Pickens	7,300	7,100	97
	Tuscaloosa	50,100	49,500	99
	Washington	5,600	5,500	98
MISSISSIPPI				
Choctaw	3,000	2,900	97	
Forrest	24,200	23,900	99	
Lamar	8,600	8,500	99	
Marion	9,000	8,800	98	
Montgomery	4,600	4,500	98	
Webster	3,600	3,500	97	
Station Totals		289,300	284,200	98
Net Weekly Circulation (1983)			125,300	
Average Daily Circulation (1983)			73,900	

Mississippi—Tupelo-Columbus

WTVB

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

News Service: AP.

Network Service: NBC, ABC.

Licensee: WTVB Inc., Box 350, Tupelo, Miss. 38801.

Studio: Beech Spring Rd., 2.5-mi. N of city limits.

Telephone: 601-842-7620.

Mailing Address: Box 350, Tupelo, Miss. 38801.

Ownership: Frank K. Spain, 35%; Letha M. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 35%. Same principals own WTVX(TV), Fort Pierce-Vero Beach, Fla. Central Television Inc., which is controlled by Frank K. Spain, owns WHTV, Meridian & holds CP for WLHT, Ch. 22, Hattiesburg, Miss. WTVB Inc. is applicant for Ch. 26, New Smyrna Beach, Fla.

Began Operation: March 18, 1957.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

Personnel:

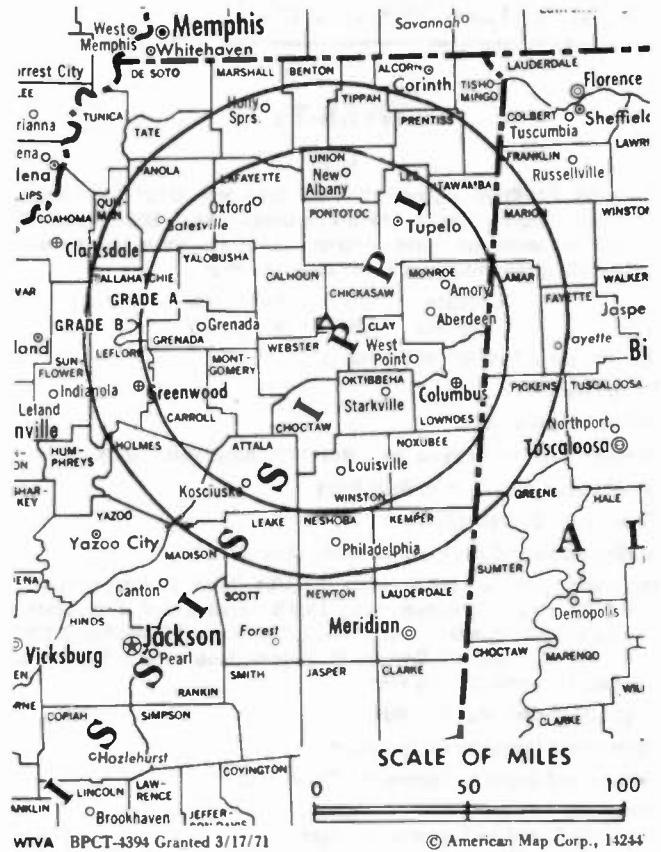
FRANK K. SPAIN, president.
MARK LEDBETTER, general manager.
BOB LEECH, national sales director.
CHARLES ED BISHOP, program director.
WENDELL ROBINSON, chief engineer.
GERALD STANFORD, operations director.
KEVIN SULLIVAN, news director.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Lamar	6,100	6,000	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	5,900	5,800	98
	Choctaw	3,000	2,900	97
	Clay	7,200	7,100	99
	Grenada	7,400	7,200	97
	Itawamba	7,500	7,400	99
	Kemper	3,400	3,300	97
	Lee	21,200	20,900	99
	Leflore	13,400	13,000	97
	Lowndes	19,700	19,500	99
	Monroe	12,600	12,400	98
	Montgomery	4,600	4,500	98
	Neshoba	8,500	8,400	98
	Noxubee	4,000	3,900	98
	Oktibbeha	11,900	11,600	97
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Tallahatchie	5,300	5,100	96
	Tishomingo	7,200	7,000	97
	Union	8,200	8,100	99
	Webster	3,600	3,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Winston	6,700	6,500	98
	Yalobusha	4,900	4,800	98
Between 25-49%	ALABAMA			
	Franklin	10,900	10,700	98
	Greene	3,700	3,600	97
	Marion	11,400	11,200	99
	Pickens	7,300	7,100	97
Between 5-24%	MISSISSIPPI			
	Alcorn	12,700	12,500	98
	Attala	6,900	6,700	97
	Holmes	7,200	7,000	97
	Lafayette	10,500	10,300	98
	Sunflower	9,700	9,400	97
	Tippah	6,700	6,600	98
	ALABAMA			
	Colbert	20,100	19,800	99
	Fayette	7,000	6,900	99
	Perry	4,600	4,500	97
	Sumter	5,500	5,300	97
	MISSISSIPPI			
	Benton	2,600	2,500	96
	Bolivar	13,600	13,200	97
	Coahoma	11,700	11,400	97
	Leake	6,700	6,600	98
	Marshall	9,100	8,900	98
	Panola	9,200	9,000	98
	Quitman	3,800	3,700	97
	TENNESSEE			
	Hardin	8,700	8,500	98
Station Totals		387,300	379,300	97
Net Weekly Circulation (1983)			215,500	
Average Daily Circulation (1983)			139,400	

Mississippi—West Point

WWSB-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2000-kw max. & 468-kw horizontal visual, 200-kw max. & 46.8-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi NW of Woodland.

News Service: AP.

Network Service: ABC.

Grantee: Venture Systems Inc., Box 777, West Point, Miss. 39773.

Studio: 310 E. Westbrook, West Point.

Telephone: 601-494-8327.

Mailing Address: Box 777, West Point, Miss. 39773.

Ownership: John D. Dyer, chmn., 33.3%; David C. Hopper, pres., 6.66%; Lewis C. Hopper, v.p., 13.3%; Fred Beard, secy.-treas., 4.16%; H. N. Haggard, asst. treas., 8.3%; Richard D. McRae, 8.3%; Richard M. Hopper & Barbara M. Hopper, 6.66% each; Stephen & Lewis Townsend, 2.77% each.

Began Operation: May 29, 1983.

Represented (sales) by Avery-Knodel.

Represented (legal) by Seymour M. Chase, P.C.

Personnel:

DAVID C. HOPPER, general manager.
LEWIS HOPPER, national sales manager.
LYNDA MIZE, program director.
KAY PAUL, news director.
TERRY SMITH, chief engineer.
TRACY GRIFFIN, traffic.

Highest 30 Sec. Rate: \$250.

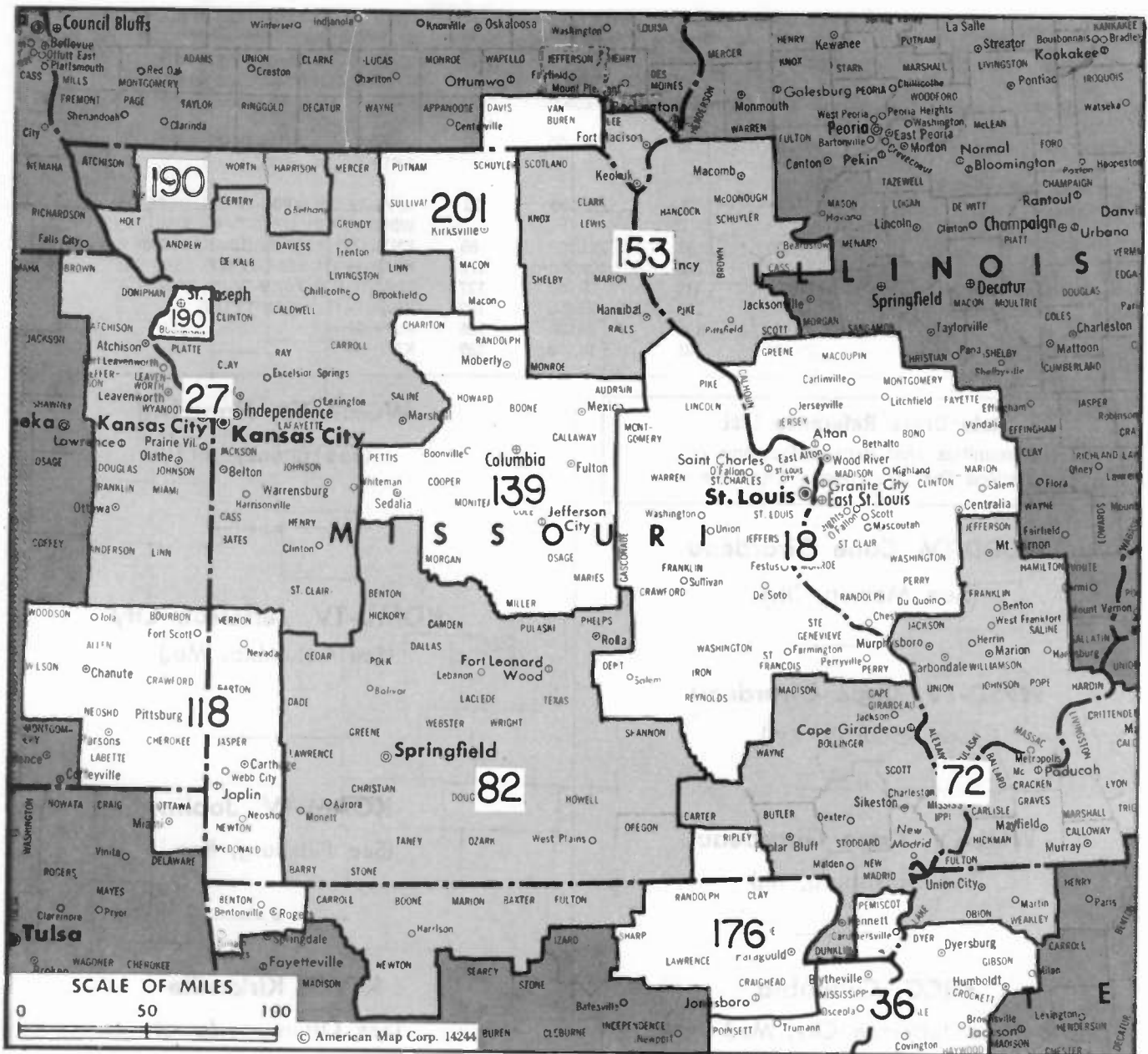


WWSB-TV BMPCT-821109KM Granted 11/29/82

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For U.S. TV Station Call Letters,
see page 8

Missouri



Missouri Station Status as of October 1, 1983

Commercial Television Stations
 Educational Television Stations

VHF	UHF	TOTAL
15	10	25
2	2	4
		<u>29</u>

Missouri

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
St. Louis, Mo.	1,040,600	18	709,000	13	KDNL-TV (30), KMOX-TV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2)
Kansas City, Mo.	704,000	27	460,000	24	KCTV (5), KMBC-TV (9), KSHB-TV (41), KYFC (50), WDAF-TV (4)
Memphis, Tenn.	582,100	36	376,000	31	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	336,400	72	198,000	71	KFVS-TV (12), KPOB-TV (15), WCEE (13), WDDD-TV (27), WPSD-TV (6), WSIL-TV (3)
Springfield, Mo.	274,400	82	151,000	86	KMTC (27), KOLR-TV (10), KSPR (33), KYTV (3)
Joplin, Mo.-Pittsburg, Kan.	173,600	118	109,000	112	KOAM-TV (7), KODE-TV (12), KSNF (16)
Columbia-Jefferson City, Mo.	142,000	139	88,000	127	KCBJ-TV (17), KOMU-TV (8), KRCG (13)
Quincy, Ill.-Hannibal, Mo.	117,200	153	70,000	142	KHQA-TV (7), WGEM-TV (10)
St. Joseph, Mo.	49,500	190	20,000	186	KQTV (2)
Ottumwa, Iowa-Kirkville, Mo.	29,400	201	18,000	189	KTVO (3)

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WDDD-TV, Cape Girardeau

(See Marion, Ill.)

WPSD-TV, Cape Girardeau

(See Paducah, Ky.)

WSIL-TV, Cape Girardeau

(See Harrisburg, Ill.)

KRCG, Columbia

(See Jefferson City, Mo.)

WGEM-TV, Hannibal

(See Quincy, Ill.)

KOMU-TV, Jefferson City

(See Columbia, Mo.)

KOAM-TV, Joplin

(See Pittsburg, Kan.)

KTVO, Kirksville

(See Ottumwa, Iowa)

Missouri—Cape Girardeau

KBSI

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1870-kw max. visual, 187-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above ground, 2277-ft. above sea level.

Latitude 37° 24' 23"
Longitude 89° 33' 44"

Transmitter: E side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta.

Network Service: None, independent.

Grantee: Cape Girardeau Family Television Inc., One Cherokee Dr., Memphis, Tenn. 38111.

Studio: 806 Enterprise, Cape Girardeau, Mo. 63701.

Telephone: 314-334-1223.

Ownership: King W. Rogers III, pres. & Robert M. Rogers, v.p.-secy., 37.5% each; Stephen D. Kent, v.p.-treas., 25%. The Rogers have interest in LPTV applicants in Tenn.; 15% each in Ardmore Telephone Co., Crockett Telephone Co. & United Telephone Co., independent telcos in Tenn. Kent owns 50% of WXTX(TV), Columbus, Ga.; has interest in LPTV applicants in Georgia.

Began Operation: Sept. 10, 1983.

Represented (sales) by Avery-Knodel.

Represented (legal) by Seymour M. Chase, P.C.

Personnel:

BILL EMBREY, general manager.

RICK MOREIN, sales manager.

CHARLES BOSS, program director.

Highest 30 Sec. Rate: \$200.



For Arbitron Market Rankings, see page 1

THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division
Heidi Hepburn Jebson, VP, Small Markets
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Missouri—Cape Girardeau

KFVS-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-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.

News Service: AP.

Satellite Earth Station: ADM, 7-meter; Avcom receivers.

Network Service: CBS.

Licensee: American Hirsch Bcstg. Co., Box 100, Cape Girardeau, Mo. 63701.

Studio: 310 Broadway. Telephone: 314-335-1212.

Mailing Address: Box 100, Cape Girardeau, Mo. 63701.

Ownership: American Family Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Oct. 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (Television Digest, Vol. 18:41).

Represented (sales) by Katz Television.

Represented (legal) by Schnader, Harrison, Segal & Lewis.

Personnel:

LARRY M. HARRIS, vice president & general manager.
JOHN SHINE, station manager.
ROD HUGHES, chief engineer.
RAY SULLIVAN, general sales manager.
DAVE JERNIGAN, local sales manager.
JON JANES, news director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	8,200	8,000	98
	ILLINOIS			
	Alexander	4,800	4,600	96
	Franklin	17,700	17,200	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	23,900	23,200	97
	Jefferson	14,800	14,300	97
	Johnson	3,600	3,500	97
	Massac	6,000	5,800	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Pulaski	3,300	3,200	95
	Saline	11,400	11,000	97
	Union	6,800	6,600	98
	Williamson	23,000	22,400	97
	KENTUCKY			
	Ballard	3,500	3,500	100
	Calloway	11,100	11,000	99
	Carlisle	2,100	2,100	100
	Crittenden	3,500	3,400	97
	Fulton	3,400	3,400	100
	Graves	13,500	13,400	99
	Hickman	2,200	2,200	100
	Livingston	3,700	3,700	100
Lyon	2,500	2,500	100	
Mc Cracken	24,400	24,200	99	
Marshall	10,200	10,100	99	



KFVS-TV BPCT-2609 Granted 4/17/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Bollinger	4,000	3,900	97
	Butler	14,900	14,400	97
	Cape Girardeau	22,400	22,000	98
	Carter	2,100	1,900	93
	Dunklin	13,900	13,500	97
	Iron	4,100	3,900	96
	Madison	4,400	4,300	98
	Mississippi	5,500	5,400	98
	New Madrid	8,200	8,000	98
	Perry	6,100	5,900	98
	Ripley	4,900	4,600	94
	Scott	14,900	14,700	98
	Stoddard	11,200	11,000	98
Wayne	4,700	4,500	96	
TENNESSEE	Lake	2,600	2,600	100
	Obion	12,500	12,400	99
	Weakley	12,000	11,800	98
Between 25-49%	ARKANSAS			
	Randolph	6,500	6,300	97
	ILLINOIS			
	Clay	6,100	5,800	96
	Randolph	12,300	12,000	98
	Wayne	7,300	6,900	95
MISSOURI	Pemiscot	8,900	8,600	97
	Reynolds	2,900	2,700	95
	Ste Genevieve	5,400	5,300	98
	Shannon	3,100	2,900	93
Between 5-24%	ARKANSAS			
	Greene	12,000	11,800	98
	Lawrence	7,100	6,900	97
Mississippi	20,100	19,700	98	

(Continued on page 540)

Station Totals	575,600	561,800	97
Net Weekly Circulation (1983)		363,700	
Average Daily Circulation (1983)		254,300	

Missouri—Columbia

KCBJ-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 740-kw max. & 562-kw horizontal visual, 147-kw max. & 112-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1100-ft. above ground, 1900-ft. above sea level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

Transmitter: 3.5-mi. W of Jamestown.

News Service: AP.

Network Service: NBC.

Licensee: Channel Seventeen Inc., 501 Business 70 E., Columbia, Mo. 65201.

Studio: 501 Business 70 East, Columbia 65201.

Telephone: 314-449-0917.

Ownership: Richard E. Koenig, pres., 55%; Robert H. Koenig, 45%.

Began Operation: Dec. 5, 1971.

Represented (sales) by Seltel Inc.

Represented (legal) by Bilger & Blair.

Personnel:

RICHARD KOENIG, president.

TOM KOENIG, station manager.

JUDY PULLIAM, program director.

JOHN DARBY, chief engineer.

Highest 30 Sec. Rate: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
50% & Over	Audrain	10,100	9,900	99
	Boone	38,500	37,700	98
	Callaway	11,500	11,300	98
	Chariton	4,200	4,100	98
	Cole	21,200	21,000	99
	Cooper	5,700	5,600	98
	Howard	3,700	3,600	97
	Miller	7,300	7,200	98
	Moniteau	4,500	4,400	98
	Morgan	5,600	5,500	98
	Osage	4,100	4,000	98
	Pettis	14,200	13,900	98
	Randolph	9,700	9,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 25-49%	Camden	8,700	8,400	97
	Maries	3,000	2,900	97
MISSOURI				
Between 5-24%	Benton	5,100	4,900	96
	Crawford	7,000	6,700	96
	Gasconade	5,300	5,100	97
	Henry	8,000	7,800	97
	Linn	6,600	6,400	98
	Monroe	3,600	3,600	99
	Montgomery	4,300	4,200	98
	Pulaski	10,800	10,500	98
	Saline	9,700	9,500	98
Station Totals		212,400	207,700	97
Net Weekly Circulation (1983)			118,100	
Average Daily Circulation (1983)			61,400	

Missouri—Columbia

KOMU-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 30.2-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.

News Services: AP, UPI, ABC.

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

Network Service: ABC.

Licensee: The Curators of the University of Missouri, Columbia, Mo. 65201.

Studio: Hwy. 63 South, Columbia, Mo. 65201.

Telephone: 314-442-1122. TWX: 910-760-1444.

Ownership: The Curators of the University of Missouri.

Began Operation: Dec. 21, 1953.

Represented (sales) by Avery-Knodel Television.

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

Represented (engineering) by Hammett & Edison.

Personnel:

TOM GRAY, general manager.
DON RUGGLES, sales manager.
BOB AUSTIN, program director.
CHARLYN LAW, promotion director.
DICK NELSON, news director.
ROGER ALLBEE, operations manager.
WILLIAM J. REAGAN, chief engineer.

Highest One Hour Rate: \$700.

Highest 30 Sec. Rate (Nov. 1982): \$400.

NETWORK BASE HOURLY RATE: \$625.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	10,100	9,900	99
	Boone	38,500	37,700	98
	Callaway	11,500	11,300	98
	Charlton	4,200	4,100	98
	Cole	21,200	21,000	99
	Cooper	5,700	5,600	98
	Howard	3,700	3,600	97
	Maries	3,000	2,900	97
	Miller	7,300	7,200	98
	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	99
	Montgomery	4,300	4,200	98
	Morgan	5,600	5,500	98
	Osage	4,100	4,000	98



KOMU-TV BMPCT-7084 Granted 11/14/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pettis	14,200	13,900	98
	Randolph	9,700	9,500	98
Between 25-49%	MISSOURI			
	Benton	5,100	4,900	96
	Camden	8,700	8,400	97
	Linn	6,600	6,400	98
	Livingston	6,300	6,100	98
	Macon	6,400	6,300	98
	Phelps	12,000	11,600	97
	Pulaski	10,800	10,500	98
Between 5-24%	Saline	9,700	9,500	98
	MISSOURI			
	Adair	9,400	9,300	98
	Crawford	7,000	6,700	96
	Gasconade	5,300	5,100	97
	Grundy	4,900	4,800	98
	Henry	8,000	7,800	97
Pike	6,400	6,200	98	
Ralls	3,400	3,400	100	
Station Totals		261,200	255,400	97
Net Weekly Circulation (1983)			162,600	
Average Daily Circulation (1983)			101,600	

Missouri—Hannibal-Quincy, Illinois

KHQA-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 48.4-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.

News Services: UPI, National Weather Service.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kHz (CBS).

FM Affiliate: WQCY, 27-kw, 99.5 MHz (No. 258), 751-ft.

Satellite Earth Station: Harris; 8-meter.

Network Service: CBS.

Licensee: Lee Enterprises Inc., 510 Main St., Quincy, Ill. 62301.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill. 62301.

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

Business & National Sales Office: WCU Bldg., Quincy.

TWX: 910-246-3204.

Ownership: Lee Enterprises Inc. Lloyd G. Schermer, pres. & dir.; John S. Stemlar, v.p., treas. & dir.; James E. Burgess, v.p. & dir.; Richard Belkin, v.p., bcstg.; C. D. Waterman Jr., secy. & dir.; Richard P. Galligan, asst. treas. & asst. secy.; Norman Staudt, asst. secy. & asst. treas.; John Talbot, Harry Fischer Jr., Tom L. Williams, Phyllis Sewell, William E. Olsen, Richard Sonnenfeldt, dtrs. Also licensee of KOIN-TV, Portland, Ore.; WSAZ-TV, Huntington, W.Va.; KGMB-TV, Honolulu, Hawaii; WTAD & WQCY(FM), Quincy, Ill.

Began Operation: Aug. 27, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

RICHARD BELKIN, vice president, broadcast divisions.
JOHN PHILLIPS, general manager.
GARY SCHMEDDING, general sales manager.
HANK MAYHALL, operations manager.
SCOTT MULFORD, news director.
NADINE MARTIN, business manager.
TOM ROBEY, production director.
LEE GRAY, chief engineer.
W. J. SCHAFER, director, TV continuity.
GWYNNE BENDER, farm director.

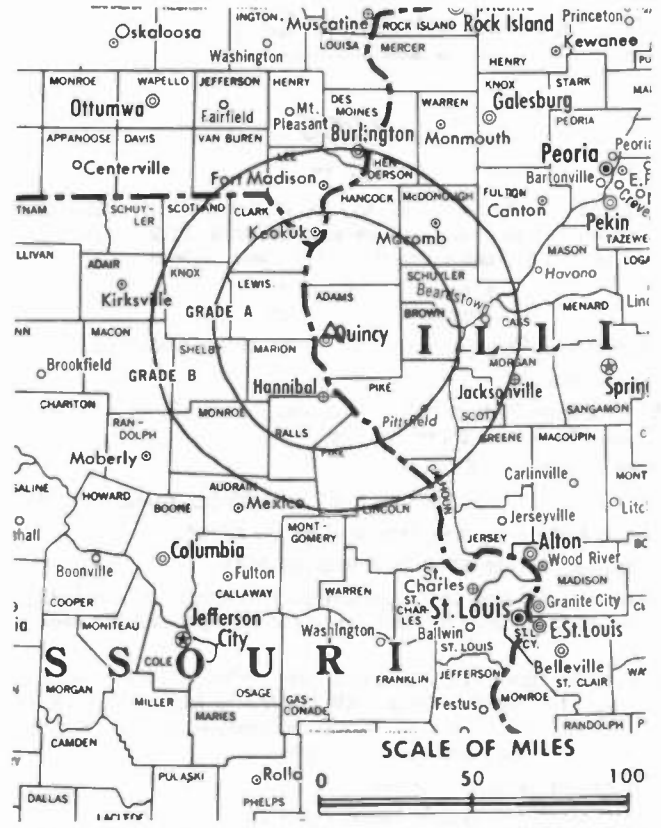
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate (Feb. 28, 1983): \$550.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	ILLINOIS			
	Adams	27,200	26,800	99
	Brown	2,100	2,000	95
	Cass	5,800	5,600	97
	Hancock	9,300	9,200	98
	Mc Donough	13,000	12,700	98
	Morgan	14,100	13,700	97
Pike	7,500	7,300	97	
Schuyler	3,200	3,100	97	
Scott	2,300	2,300	100	
MISSOURI				
Adair	9,400	9,300	98	



KHQA-TV BPCT-4746 Granted 10/9/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Audrain	10,100	9,900	99
	Clark	3,200	3,100	97
	Knox	2,100	2,100	100
	Lewis	4,000	3,900	98
	Macon	6,400	6,300	98
	Marion	11,000	10,800	99
	Monroe	3,600	3,600	99
	Pike	6,400	6,200	98
	Ralls	3,400	3,400	100
	Schuyler	2,100	2,000	95
	Scotland	2,200	2,200	100
	Shelby	3,100	3,000	97
	IOWA			
Between 25-49%				
Davis		3,400	3,300	99
Des Moines	17,800	17,600	99	
MISSOURI				
Sullivan	3,100	3,000	97	
IOWA				
	Between 5-24%			
	Appanoose	6,300	6,200	98
	Henry	7,000	6,800	97
	Jefferson	6,000	5,900	98
Wapello	15,700	15,500	99	
ILLINOIS				
Fulton	16,600	16,200	98	
Greene	6,200	6,100	98	
Henderson	3,400	3,300	97	
MISSOURI				
Chariton	4,200	4,100	98	
Grundy	4,900	4,800	98	
Linn	6,600	6,400	98	
Montgomery	4,300	4,200	98	
Putnam	2,400	2,400	100	
Randolph	9,700	9,500	98	
Station Totals		288,400	282,800	98
Net Weekly Circulation (1983)			160,000	
Average Daily Circulation (1983)			101,900	

Missouri—Jefferson City

KRCG

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"
Longitude 92° 05' 43"

Transmitter & Studio: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

News Service: AP.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; ADM, 3.5-meter; Scientific-Atlanta & Drake receivers.

Network Service: CBS.

Licensee: Mid-America TV Co., 114 West 11th St., Kansas City, Mo.

Mailing Address: Box 659, Jefferson City, Mo. 65102.

Telephone: 314-896-5144. TWX: 910-760-2923.

Ownership: Mid-America TV is wholly-owned subsidiary of Kansas City Southern Industries Inc. Mid-America also owns WEEK-TV, Peoria, Ill.

Began Operation: Feb. 13, 1955. Sale, including former satellite KMOS-TV, Sedalia, Mo. and KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Television Digest, Vol. 5:52; 6:29).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Representing (engineering) by Lohnes & Culver.

Personnel:

WILLIAM R. ADAMS, president.
EDWARD J. SCHUELEIN, v.p., general & national sales manager.
OTIS L. JARRETT, local & regional sales manager.
WARREN POLMANTEER, chief engineer.
LELAND GORDON, program director, asst. manager & film buyer.
DON SHINKLE, news director.

Highest One Hour Rate (July 25, 1983): \$1400.

Highest 30 Sec. Rate (July 25, 1983): \$360.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	10,100	9,900	99
	Boone	38,500	37,700	98
	Callaway	11,500	11,300	98
	Chariton	4,200	4,100	98
	Cole	21,200	21,000	99
	Cooper	5,700	5,600	98
	Gasconade	5,300	5,100	97
	Howard	3,700	3,600	97
	Maries	3,000	2,900	97
	Miller	7,300	7,200	98
	Moniteau	4,500	4,400	98
	Morgan	5,600	5,500	98
	Osage	4,100	4,000	98



KRCG BPCT-811221KE Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pettis	14,200	13,900	98
	Phelps	12,000	11,600	97
	Randolph	9,700	9,500	98
Between 25-49%	MISSOURI			
	Camden	8,700	8,400	97
	Monroe	3,600	3,600	99
	Montgomery	4,300	4,200	98
	Pulaski	10,800	10,500	98
Saline	9,700	9,500	98	
Between 5-24%	MISSOURI			
	Benton	5,100	4,900	96
	Cass	18,800	18,600	99
	Crawford	7,000	6,700	96
	Dent	5,700	5,400	95
	Franklin	25,800	25,500	99
	Linn	6,600	6,400	98
	Macon	6,400	6,300	98
	Pike	6,400	6,200	98
	Warren	5,700	5,600	98
Station Totals		285,200	279,100	97
Net Weekly Circulation (1983)			159,400	
Average Daily Circulation (1983)			101,100	

Missouri—Joplin

KODE-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"
Longitude 94° 32' 10"

Transmitter: 1928 W. 13th St.

News Service: AP.

AM Affiliate: KODE, 1-kw (0.25-kw night), 1230 kHz (CBS).

Satellite Earth Station: ADM, 6-meter; Drake receivers.

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp., 1928 W. 13th St., Joplin, Mo. 64801.

Studio: 1928 W. 13th St., Joplin, Mo. 64801.

Telephone: 417-623-7260. TWX: 910-774-4516.

Ownership: James S. Gilmore Jr. He also owns WEHT(TV), Evansville, Ind.; WREX-TV, Rockford, Ill.; WWSA & WQPO (FM), Harrisonburg, Va.

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 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales) by Seltel Inc.

Represented (legal) by Kirkland & Ellis.

Personnel:

DOUGLAS PADGETT, general manager.
CLYDE HELTON, general sales manager.
MORRIS SWEET, chief engineer.
JIM LOBBEY, community affairs director.
BILL ACKER, operations manager.

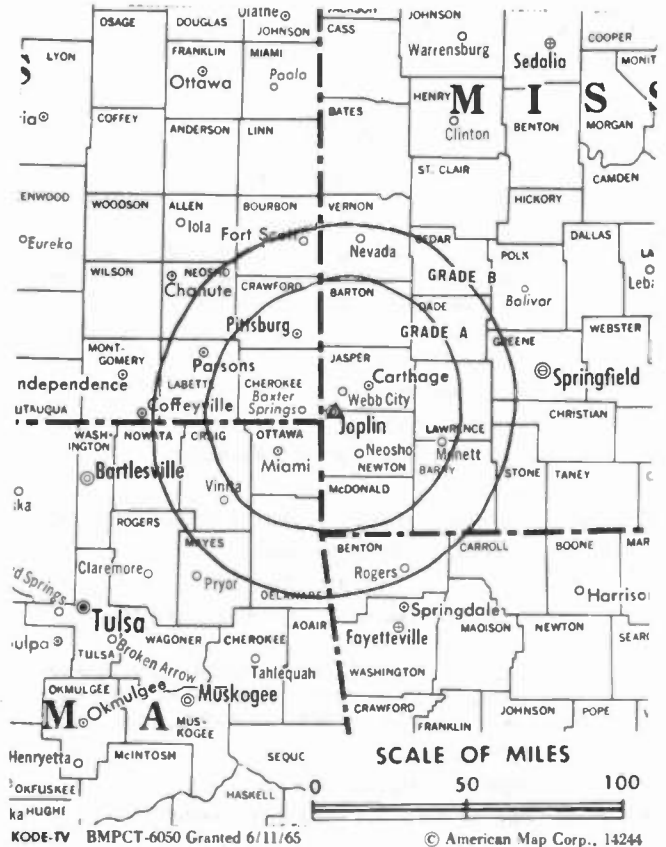
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	31,700	30,900	98
	KANSAS			
	Allen	6,300	6,100	98
	Bourbon	6,700	6,600	98
	Cherokee	8,800	8,700	99
	Crawford	15,700	15,500	98
	Labette	10,000	9,800	98
	Neosho	7,400	7,300	99
	Wilson	4,900	4,700	97
	MISSOURI			
	Barry	9,800	9,600	97
	Barton	4,700	4,600	98
	Cedar	5,100	4,900	97
	Dade	3,200	3,100	97
	Jasper	34,900	34,300	98
	Lawrence	11,200	11,000	98
Mc Donald	5,800	5,700	98	



KODE-TV BMPCT-6050 Granted 6/11/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	15,800	15,600	98
	Vernon	7,800	7,600	97
	OKLAHOMA			
	Ottawa	12,700	12,600	99
Between 25-49%	ARKANSAS			
	Washington	38,500	37,500	97
	KANSAS			
	Montgomery	16,900	16,600	98
	Woodson	1,800	1,700	94
	OKLAHOMA			
	Craig	5,500	5,400	98
	Delaware	9,500	9,200	97
Between 5-24%	ARKANSAS			
	Carroll	6,900	6,700	97
	Madison	4,400	4,200	95
	KANSAS			
	Elk	1,800	1,700	97
	Linn	3,400	3,300	97
	MISSOURI			
	Bates	6,100	6,000	98
	Polk	7,100	6,900	97
	St Clair	3,400	3,300	97
	OKLAHOMA			
	Adair	6,400	6,200	97
	Nowata	4,600	4,500	98
Station Totals		318,800	311,800	97
Net Weekly Circulation (1983)			193,700	
Average Daily Circulation (1983)			111,500	

Missouri—Joplin

KSNF

(formerly KTVJ)

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2600-kw visual, 260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level.

Latitude 37° 04' 33"
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

News Services: AP, NBC, KSN.

Satellite Earth Station: Scientific-Atlanta; 4.6-meter.

Network Service: NBC.

Licensee: Kansas State Network Inc., Box 1393, Joplin, Mo. 64801.

Studio: 1502 Cleveland St., Joplin, Mo. 64801.

Telephone: 417-781-2345. TWX: 910-774-4520.

Ownership: Standard Communications. For other interests, see KUTV, Salt Lake City, Utah.

Began Operation: Sept. 2, 1967. Sale to Kansas State Network by Virginia S. Hickey, et al., approved by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV), Wichita, Kan.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

M. L. (MIKE) MITCHELL, general manager.
RON BORMASTER, national sales manager.
SANDY EVENSON, local/regional sales manager.
BECKY KINNARD, operations manager.
WILLIAM HUNT, production manager.
MELVIN BROOKS, chief engineer.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	31,700	30,900	98
	KANSAS			
	Bourbon	6,700	6,600	98
	Cherokee	8,800	8,700	99
	Crawford	15,700	15,500	98
	Labette	10,000	9,800	98
	Neosho	7,400	7,300	99
	Wilson	4,900	4,700	97
	MISSOURI			
	Barton	4,700	4,600	98
	Jasper	34,900	34,300	98
	Mc Donald	5,800	5,700	98
	Newton	15,800	15,600	98
	Vernon	7,800	7,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Ottawa	12,700	12,600	99
Between 25-49%	KANSAS			
	Allen	6,300	6,100	98
	Montgomery	16,900	16,600	98
	Woodson	1,800	1,700	94
	MISSOURI			
	Barry	9,800	9,600	97
	Lawrence	11,200	11,000	98
	OKLAHOMA			
	Craig	5,500	5,400	98
	Delaware	9,500	9,200	97
Between 5-24%	KANSAS			
	Chautauqua	2,300	2,300	100
	Elk	1,800	1,700	97
	Linn	3,400	3,300	97
	MISSOURI			
	Bates	6,100	6,000	98
	Cedar	5,100	4,900	97
	Dade	3,200	3,100	97
	OKLAHOMA			
	Adair	6,400	6,200	97
Net Weekly Circulation		256,200	251,000	97
Net Weekly Circulation (1983)			154,600	
Average Daily Circulation (1983)			96,200	

Missouri—Kansas City

KCTV

(formerly KCMO-TV)

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-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.

News Services: CNN Headline News, Newscope.

Satellite Earth Stations: Scientific-Atlanta.

Network Service: CBS.

Licensee: Meredith Corp., 125 E. 31st St., Kansas City, Mo. 64108.

Studio: 4500 Johnson Dr., Fairway, Kan. 66205.

Telephone: 913-677-5555. TWX: 910-743-4180 & 4181.

Ownership: Meredith Corp., Des Moines, Iowa. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 27, 1953.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

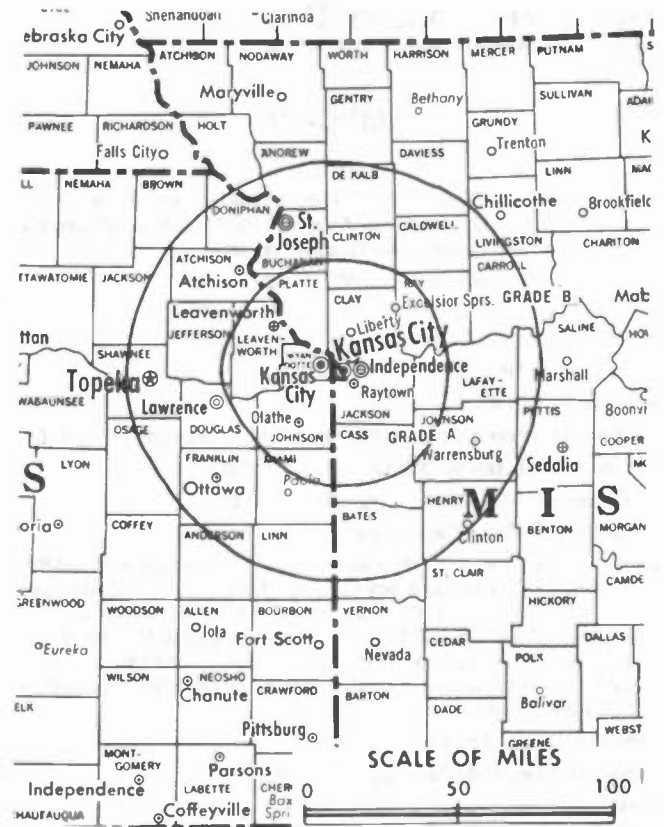
PHILIP A. JONES, vice president & general manager.
PAT NORTH, general sales manager.
ED BRADLEY, national sales manager.
JOE SNELSON, director of engineering.
ERWIN PARTHE, program director.
JIM OVERBAY, news director.
DUKE URIDGE, promotion director.

Highest 30 Sec. Rate (April 1981): \$2000.

NETWORK BASE HOURLY RATE: \$1603.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Brown	4,900	4,800	98
	Doniphan	3,400	3,300	97
	Douglas	25,400	24,800	98
	Franklin	8,600	8,400	98
	Jackson	4,400	4,300	98
	Jefferson	5,600	5,500	98
	Johnson	105,600	104,900	99
	Leavenworth	17,800	17,600	99
	Linn	3,400	3,300	97
	Miami	8,000	7,900	99
	Osage	5,900	5,800	98
	Saline	19,400	19,100	98
	Shawnee	60,800	60,100	99
	Wyandotte	63,800	63,000	99
	MISSOURI			
	Andrew	5,200	5,100	98
Bates	6,100	6,000	98	
Buchanan	33,700	33,100	98	
Caldwell	3,300	3,300	98	
Carroll	4,800	4,700	98	
Cass	18,800	18,600	99	
Clay	52,800	52,400	99	
Clinton	6,000	5,900	98	
Davless	3,600	3,500	97	
De Kalb	3,100	3,000	97	
Gentry	3,100	3,000	97	
Grundy	4,900	4,800	98	



KCTV BMPCT-2317 Granted 10/26/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harrison	4,300	4,200	98
	Henry	8,000	7,800	97
	Holt	2,800	2,700	96
	Jackson	245,400	241,800	99
	Johnson	13,300	13,100	98
	Lafayette	11,400	11,200	98
	Linn	6,600	6,400	98
	Livingston	6,300	6,100	98
	Nodaway	8,100	8,000	98
	Pettis	14,200	13,900	98
	Platte	18,100	17,900	99
	Ray	8,000	7,900	99
	St Clair	3,400	3,300	97
	Saline	9,700	9,500	98
Between 25-49%	KANSAS			
	Bourbon	6,700	6,600	98
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	97
	Coffey	3,800	3,700	97
	Geary	10,300	10,100	99
	Morris	2,600	2,500	96
	Neosho	7,400	7,300	99
	Riley	20,500	20,100	98
	MISSOURI			
Adair	9,400	9,300	98	
Benton	5,100	4,900	96	
Chariton	4,200	4,100	98	
Mercer	1,900	1,800	95	
Vernon	7,800	7,600	97	
Worth	1,200	1,200	100	
NEBRASKA				
Richardson	4,500	4,400	98	
Between 5-24%	IOWA			
	Ringgold	2,400	2,400	100
KANSAS				
Allen	6,300	6,100	98	

(Continued on page 540)

Station Totals	1,073,800	1,057,100	98
Net Weekly Circulation (1983)		771,800	
Average Daily Circulation (1983)		448,200	

Missouri—Kansas City

KMBC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-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.

News Service: AP.

Network Service: ABC.

Licensee: The Hearst Corp., 1049 Central St., Kansas City, Mo. 64105.

Studio: 1049 Central St., Kansas City, Mo. 64105.

Telephone: 816-421-2650. TWX: 910-771-3138.

Ownership: See Group Ownership of TV Stations.

Begin Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale and WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961. Sale to present owner by Metromedia approved by FCC April 1, 1982 (Vol. 21:37; 22:14).

Represented (sales) by Katz Television.

Represented (legal) By Dempsey & Koplovitz.

Personnel:

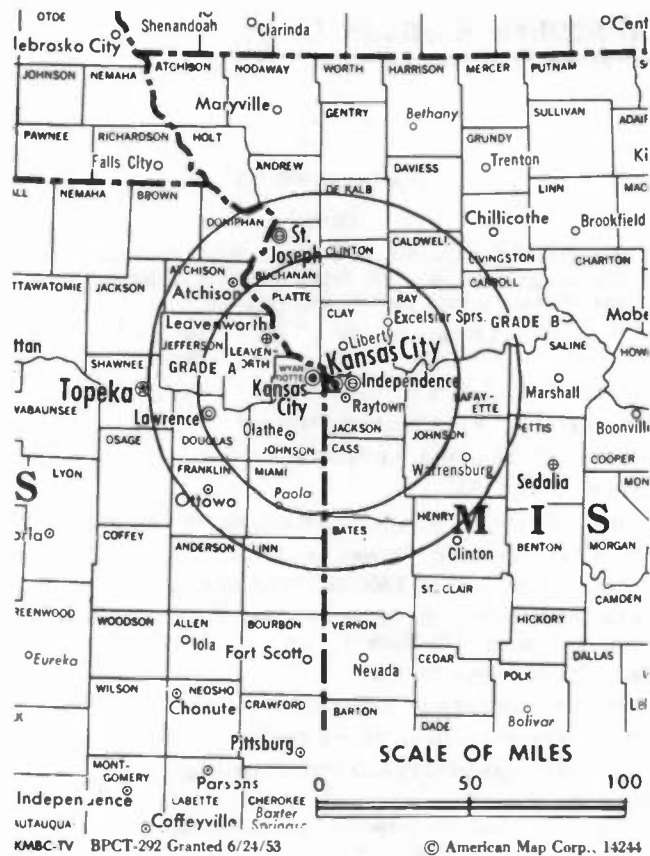
R. KENT REPLOGLIE, vice president & general manager.
ROBERT HARRIS, general sales manager.
CHERYL CRAIGIE-PARKER, local sales manager.
ANN TALLMAN, promotion manager.
DEBORAH McDERMOTT, program director.
GERALD GOLDEN, business manager.
PATRICK McCARTHY, news director.
WALLY WURZ, chief engineer.
LARRY BURDEN, traffic/computer operations manager.

Highest 30 Sec. Rate (Aug. 1, 1983): \$5000.

NETWORK BASE HOURLY RATE: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Bourbon	6,700	6,600	98
	Brown	4,900	4,800	98
	Doniphan	3,400	3,300	97
	Douglas	25,400	24,800	98
	Franklin	8,600	8,400	98
	Geary	10,300	10,100	99
	Jefferson	5,600	5,500	98
	Johnson	105,600	104,900	99
	Leavenworth	17,800	17,600	99
	Linn	3,400	3,300	97
	Miami	8,000	7,900	99
	Osage	5,900	5,800	98
	Saline	19,400	19,100	98
	Shawnee	60,800	60,100	99
	Wyandotte	63,800	63,000	99
	MISSOURI	Andrew	5,200	5,100
Bates		6,100	6,000	98
Buchanan		33,700	33,100	98
Caldwell		3,300	3,300	98
Carroll		4,800	4,700	98
Cass		18,800	18,600	99
Clay		52,800	52,400	99
Clinton		6,000	5,900	98
Daviess		3,600	3,500	97
De Kalb		3,100	3,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grundy	4,900	4,800	98
	Harrison	4,300	4,200	98
	Henry	8,000	7,800	97
	Holt	2,800	2,700	96
	Jackson	245,400	241,800	99
	Johnson	13,300	13,100	98
	Lafayette	11,400	11,200	98
	Linn	6,600	6,400	98
	Livingston	6,300	6,100	98
	Pettis	14,200	13,900	98
	Platte	18,100	17,900	99
	Ray	8,000	7,900	99
St Clair	3,400	3,300	97	
Saline	9,700	9,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Allen	6,300	6,100	98
	Barton	12,300	12,200	99
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	97
	Coffey	3,800	3,700	97
	Ellis	9,700	9,600	99
	Jackson	4,400	4,300	98
	Lyon	13,800	13,400	97
	Morris	2,600	2,500	96
	Neosho	7,400	7,300	99
	Pawnee	3,200	3,100	97
	Riley	20,500	20,100	98
	Russell	3,600	3,500	97
MISSOURI	Benton	5,100	4,900	96
	Cedar	5,100	4,900	97
	Chariton	4,200	4,100	98
	Gentry	3,100	3,000	97
	Vernon	7,800	7,600	97
	Worth	1,200	1,200	100

(Continued on page 540)

Station Totals	1,109,900	1,092,500	98
Net Weekly Circulation (1983)		785,500	
Average Daily Circulation (1983)		475,300	

Missouri—Kansas City

KSHB-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: 3017 Bellevue, Kansas City.

News Service: UPI.

Satellite Earth Station: Microwave General, 6-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Scripps-Howard Broadcasting Co., 4720 Oak St., Kansas City, Mo. 64112.

Studio: 4720 Oak St., Kansas City, Mo. 64112.

Telephone: 816-753-4141.

Ownership: Scripps-Howard Bestg. Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (Television Digest, Vol. 16:50; 17:38).

Represented (sales) by Blair Television.

Represented (legal) by Baker & Hostetler.

Represented (engineering) by Paul Godley Co.

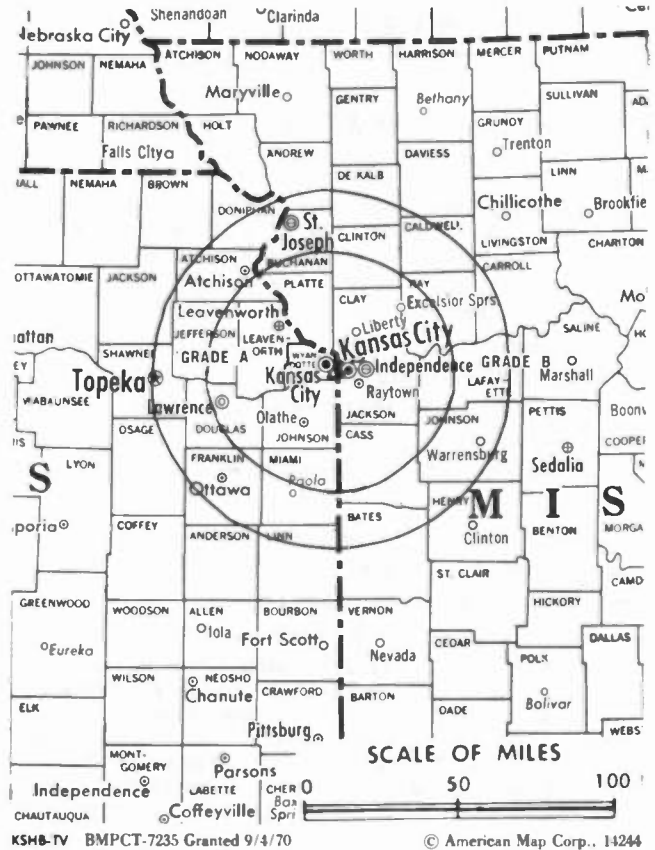
Personnel:

BOB WORMINGTON, general manager.
STUART POWELL, assistant general manager.
PETER BRAKE, general sales manager.
HAROLD DeGOOD, chief engineer.

Highest 30 Sec. Rate: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Atchison	6,500	6,400	98
	Douglas	25,400	24,800	98
	Franklin	8,600	8,400	98
	Geary	10,300	10,100	99
	Johnson	105,600	104,900	99
	Leavenworth	17,800	17,600	99
	Miami	8,000	7,900	99
	Saline	19,400	19,100	98
	Wyandotte	63,800	63,000	99
	MISSOURI			
	Buchanan	33,700	33,100	98
	Cass	18,800	18,600	99
	Clay	52,800	52,400	99
Clinton	6,000	5,900	98	
Gentry	3,100	3,000	97	
Jackson	245,400	241,800	99	
Johnson	13,300	13,100	98	
Lafayette	11,400	11,200	98	
Platte	18,100	17,900	99	
Ray	8,000	7,900	99	
Worth	1,200	1,200	100	
Between 25-49%	IOWA			
	Union	5,600	5,500	98
	KANSAS			
	Anderson	3,300	3,200	97
	Barber	2,600	2,500	96
	Barton	12,300	12,200	99
	Bourbon	6,700	6,600	98
	Brown	4,900	4,800	98
	Clay	4,100	4,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cloud	4,800	4,700	97
	Coffey	3,800	3,700	97
	Dickinson	8,000	7,800	98
	Doniphan	3,400	3,300	97
	Edwards	1,700	1,700	100
	Ellis	9,700	9,600	99
	Harvey	11,400	11,200	98
	Jefferson	5,600	5,500	98
	Linn	3,400	3,300	97
	Lyon	13,800	13,400	97
	Mitchell	3,400	3,300	97
	Nemaha	4,200	4,100	98
	Neosho	7,400	7,300	99
	Osage	5,900	5,800	98
	Pawnee	3,200	3,100	97
	Riley	20,500	20,100	98
	Sedgwick	144,300	142,700	99
Shawnee	60,800	60,100	99	
Wilson	4,900	4,700	97	
MISSOURI	Adair	9,400	9,300	98
	Andrew	5,200	5,100	98
	Bates	6,100	6,000	98
	Caldwell	3,300	3,300	98
	Carroll	4,800	4,700	98
	Daviess	3,600	3,500	97
	De Kalb	3,100	3,000	97
	Grundy	4,900	4,800	98
	Harrison	4,300	4,200	98
	Henry	8,000	7,800	97
	Linn	6,600	6,400	98
	Livingston	6,300	6,100	98
	Pettis	14,200	13,900	98
Randolph	9,700	9,500	98	
Saline	9,700	9,500	98	
NEBRASKA	Lancaster	76,500	75,600	99

(Continued on page 540)

Station Totals	1,980,400	1,952,500	98
Net Weekly Circulation (1983)		758,200	
Average Daily Circulation (1983)		354,500	

Missouri—Kansas City

WDAF-TV

Ch. 4

Technical Facilities Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: Signal Hill.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

News Services: AP, UPI.

Satellite Earth Stations: Transmit/receive; Harris, 9-meter.

Network Service: NBC.

Licensee: Taft Broadcasting Co., Signal Hill 64108.

Studio: Signal Hill, Kansas City, Mo. 64108.

Telephone: 816-753-4567. TWX: 910-771-2047.

Ownership: See Group Ownership of TV Stations.

Began Operation: Oct. 16, 1949. Sale to present owner by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vol. 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 (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 (Vol. 13:47, 48; 14:17).

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

Personnel:

EARL BEALL, vice president & general manager.

JIM CONSCHAFER, general sales manager.

BUD TURNER, operations manager.

JANEEN BJORK, program director.

MIKE McDONALD, news director.

THERMAL STEWART, business manager.

JAMES SCHMIDT, chief engineer.

Highest 30 Sec. Rate (July 1, 1983): \$3500.

NETWORK BASE HOURLY RATE: \$1650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Bourbon	6,700	6,600	98
	Brown	4,900	4,800	98
	Doniphan	3,400	3,300	97
	Douglas	25,400	24,800	98
	Franklin	8,600	8,400	98
	Jefferson	5,600	5,500	98
	Johnson	105,600	104,900	99
	Leavenworth	17,800	17,600	99
	Linn	3,400	3,300	97
	Miami	8,000	7,900	99
	Osage	5,900	5,800	98
	Saline	19,400	19,100	98
	Shawnee	60,800	60,100	99
Wyandotte	63,800	63,000	99	
MISSOURI	Andrew	5,200	5,100	98
	Bates	6,100	6,000	98
	Benton	5,100	4,900	96
	Buchanan	33,700	33,100	98
	Caldwell	3,300	3,300	98
	Carroll	4,800	4,700	98
	Cass	18,800	18,600	99
	Clay	52,800	52,400	99



WDAF-TV BMPCT-6552 Granted 7/7/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clinton	6,000	5,900	98
	Daviess	3,600	3,500	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,900	4,800	98
	Harrison	4,300	4,200	98
	Henry	8,000	7,800	97
	Holt	2,800	2,700	96
	Jackson	245,400	241,800	99
	Johnson	13,300	13,100	98
	Lafayette	11,400	11,200	98
	Linn	6,600	6,400	98
	Livingston	6,300	6,100	98
	Nodaway	8,100	8,000	98
	Pettis	14,200	13,900	98
	Platte	18,100	17,900	99
Ray	8,000	7,900	99	
Saline	9,700	9,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Allen	6,300	6,100	98
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	97
	Ellis	9,700	9,600	99
	Geary	10,300	10,100	99
	Jackson	4,400	4,300	98
	Lyon	13,800	13,400	97
	Mitchell	3,400	3,300	97
	Riley	20,500	20,100	98
Russell	3,600	3,500	97	
MISSOURI	Adair	9,400	9,300	98
	Chariton	4,200	4,100	98
	Mercer	1,900	1,800	95
	St. Clair	3,400	3,300	97
	Sullivan	3,100	3,000	97

(Continued on page 541)

Station Totals	1,039,100	1,022,800	98
Net Weekly Circulation (1983)		765,400	
Average Daily Circulation (1983)		447,200	



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**WDAF-TV
Kansas City**



Missouri—Kansas City

KYFC

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1172-kw max. & 678-kw horizontal visual, 117.2-kw max. & 67.8-kw horizontal aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 01' 19"
Longitude 94° 30' 50"

Transmitter: 6309 E. 56th St.

Satellite Earth Station: Andrew, 5-meter; Harris receivers.

Network Service: None, independent.

Licensee: Kansas City Youth for Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, Kan. 66205.

Studio: 4715 Rainbow Blvd., Shawnee Mission, Kan. 66205.

Telephone: 913-262-1700.

Ownership: Non-stock, non-profit corp. Officers: Dr. Al Metsker, exec. dir.; J. Mark Armstrong, Joslah E. Smith, Donald E. Land, Roy M. Adams, Thomas L. Gaskell, Lowell L. Metsker, David R. Heinke, Fred C. Riley, Gayle Ludwig & Bill Mishler, dirs.

Began Operation: Dec. 15, 1978.

Represented (legal) by Kirkland & Ellis.

Personnel:

DR. AL METSKER, executive director.

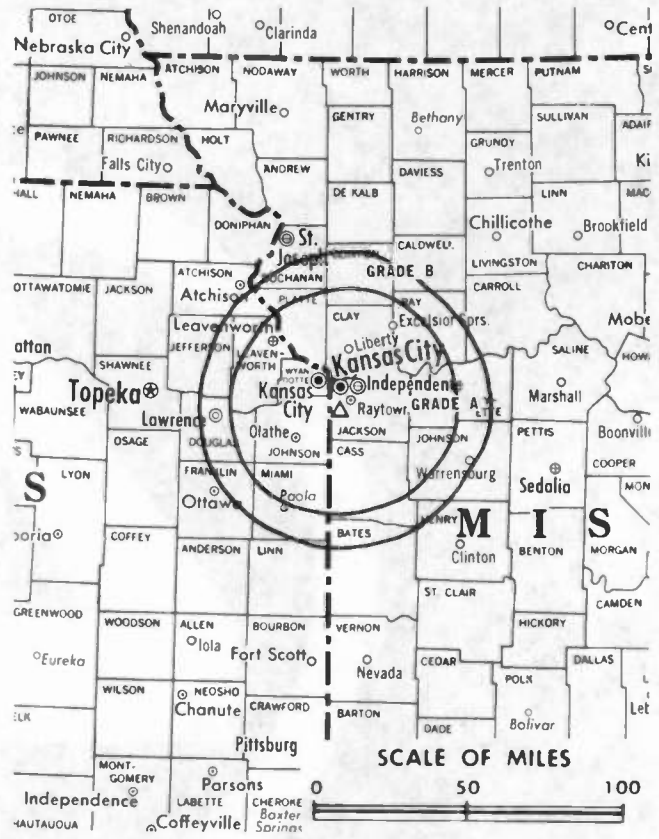
DAVID LEWIS, general manager.

ROGER TOPPING, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Franklin	8,600	8,400	98
	Wyandotte	63,800	63,000	99
	MISSOURI			
	Bates	6,100	6,000	98
	Caldwell	3,300	3,300	98
	Carroll	4,800	4,700	98
	Cass	18,800	18,600	99
	Clay	52,800	52,400	99



KYFC BPCT-4950 Granted 4/29/77

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	De Kalb	3,100	3,000	97
	Henry	8,000	7,800	97
	Jackson	245,400	241,800	99
	Johnson	13,300	13,100	98
	Lafayette	11,400	11,200	98
	Linn	6,600	6,400	98
	Ray	8,000	7,900	99
Station Totals		454,000	447,600	98
Net Weekly Circulation (1983)			31,400	
Average Daily Circulation (1983)			12,200	

Missouri—Poplar Bluff

KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, Ill.)

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

Latitude 36° 48' 02"
Longitude 90° 27' 03"

Transmitter: Oak Grove Community, U.S. Rte. 67.

News Service: AP.

Satellite Earth Station: Gardiner; 6-meter.

Arbitron Data: Included with parent WSIL-TV, Harrisburg, Ill.

Network Service: ABC.

Licensee: WSIL-TV Inc., 21 W. Poplar St., Harrisburg, Ill. 62946.

Studio: Oak Grove Community, U.S. Rte. 67.

Ownership: See WSIL-TV, Harrisburg, Ill.

Began Operation: Sept. 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

Represented (sales) by Seltel Inc.

Represented (legal) by Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, Ill.



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Missouri—St. Joseph

KQTV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Requests CP for change to 100-kw visual, 10-kw aural, 1980-ft. above av. terrain, 1964-ft. above ground, 2999-ft. above sea level, lat. 39° 25' 22", long. 95° 05' 19", transmitter to Hwy. 73, 2.8-mi. E of Potter, Kan. BPCT-801114KG.

Transmitter: 40th & Faraon Sts.

News Services: AP, ABC.

Satellite Earth Station: ADM, 6.1-meter; Avcom receivers.

Network Service: ABC.

Licensee: Elba Development Corp., 311 Ridge Rd. E., Rochester, N.Y. 14621.

Studio: 40th & Faraon Sts., St. Joseph, Mo. 64506.

Telephone: 816-364-2222.

Ownership: Fabri Development Corp. Malcolm I. Glazer, pres., 100%. For other interests, see Glazer under Group Ownership of TV Stations.

Began Operation: Sept. 13, 1953. Sale to present owner by Amaturio Group approved by FCC Sept. 10, 1979 (Television Digest, Vol. 19:24). Previous sale by ISC Industries approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved Aug. 30, 1963 (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John H. Mullaney Consulting Radio Engineers Inc.

Personnel:

GEORGE LOAR, vice president & general manager.

MARK PRATHER, general sales manager.

TERRY KURTRIGHT, news director.

MEL CLARK, director of engineering.

Highest 30 Sec. Rate (Jan. 1, 1983): \$600.

NETWORK BASE HOURLY RATE: \$628.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Atchison	6,500	6,400	98
	Brown	4,900	4,800	98
	Doniphan	3,400	3,300	97
	Nemaha	4,200	4,100	98
	MISSOURI			
	Andrew	5,200	5,100	98
	Atchison	3,300	3,300	98
	Buchanan	33,700	33,100	98
	Caldwell	3,300	3,300	98
	Clinton	6,000	5,900	98
	Davies	3,600	3,500	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grund	4,900	4,800	98
	Harrison	4,300	4,200	98
Holt	2,800	2,700	96	
Livingston	6,300	6,100	98	
Nodaway	8,100	8,000	98	
Worth	1,200	1,200	100	



KQTV BPCT-2219 Granted 12/4/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Jackson	4,400	4,300	98
	Jefferson	5,600	5,500	98
	Leavenworth	17,800	17,600	99
	MISSOURI			
	Mercer	1,900	1,800	95
	NEBRASKA			
	Richardson	4,500	4,400	98
Between 5-24%	IOWA			
	Fremont	3,600	3,600	100
	Ringgold	2,400	2,400	100
	Taylor	3,300	3,200	97
	KANSAS			
	Douglas	25,400	24,800	98
	Franklin	8,600	8,400	98
	Johnson	105,600	104,900	99
	Pottawatomie	5,800	5,700	98
	Shawnee	60,800	60,100	99
	Wabaunsee	2,600	2,500	96
	Wyandotte	63,800	63,000	99
	MISSOURI			
	Benton	5,100	4,900	96
	Clay	52,800	52,400	99
	Linn	6,600	6,400	98
	Platte	18,100	17,900	99
	Ray	8,000	7,900	99
	Saline	9,700	9,500	98
	Sullivan	3,100	3,000	97
	NEBRASKA			
	Pawnee	1,600	1,600	97
Station Totals		529,000	521,600	98
Net Weekly Circulation (1983)			140,500	
Average Daily Circulation (1983)			69,700	

Missouri—St. Louis

KDNL-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2190-kw max. & 1950-kw horizontal visual, 218.5-kw aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"
Longitude 90° 19' 43"

Transmitter: Kenrick Seminary Ground, Shrewsbury, Mo.

News Service: UPI.

Satellite Earth Stations: 2 Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Miami Valley Broadcasting Corp.

Studio: 1215 Cole St., St. Louis, Mo. 63106.

Telephone: 314-436-3030.

Ownership: Miami Valley Bcstg. Corp., subsidiary of Cox Communications Inc. See Group Ownership of TV Stations.

Began Operation: June 8, 1969. Sale to present owner by Evans Bcstg. approved by FCC Nov. 25, 1981 (Television Digest, Vol. 21:10).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

WILLIAM VIANDS, vice president & general manager.

JOHN McELFRESH, general sales manager.

JIM WITHERS, chief of engineering & operations.

DAVID SULLIVAN, program director.

PAUL KLUICK, promotion manager.

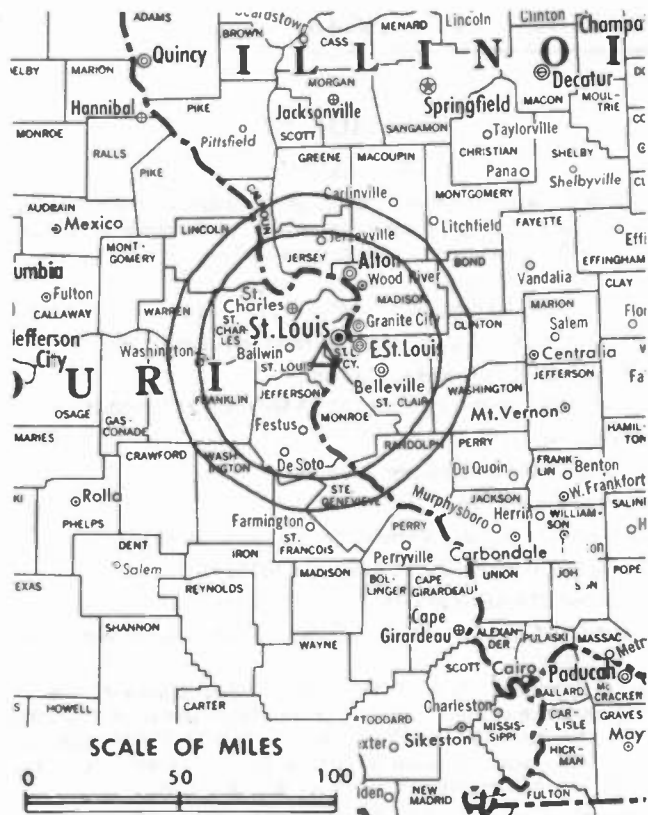
WILMA MATTA, business manager.

ANNINA KRAMER, traffic manager.

Highest 30 Sec. Rate (May 1, 1983): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Monroe	7,300	7,100	98
Between 25-49%	ILLINOIS			
	Bond	6,100	5,900	97
	Clinton	11,500	11,300	98
	Greene	6,200	6,100	98
	Jersey	7,100	6,900	97
	Madison	90,800	89,500	99
	Morgan	14,100	13,700	97
	Randolph	12,300	12,000	98
	St. Clair	91,200	89,600	98
	MISSOURI			
	Crawford	7,000	6,700	96
	Franklin	25,800	25,500	99
	Jefferson	52,000	51,400	99
	Lincoln	8,100	8,000	98
Marion	11,000	10,800	99	
Perry	6,100	5,900	98	
St. Charles	52,400	51,900	99	
St. Francois	16,100	15,800	98	



KDNL-TV BPCT-790629KI Granted 10/30/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	St. Louis	530,300	523,400	99
	Washington	6,400	6,300	98
ILLINOIS	Between 5-24%			
	Calhoun	2,100	2,000	95
	Clay	6,100	5,800	96
	Effingham	11,500	11,100	96
	Fayette	8,300	8,000	97
	Jefferson	14,800	14,300	97
	Macoupin	19,100	18,700	98
	Marion	17,200	16,800	98
	Montgomery	12,300	12,000	98
	Perry	8,400	8,200	98
Pike	7,500	7,300	97	
Scott	2,300	2,300	100	
Washington	5,900	5,700	97	
MISSOURI	Dent	5,700	5,400	95
	Gasconade	5,300	5,100	97
	Montgomery	4,300	4,200	98
	Phelps	12,000	11,600	97
	Pike	6,400	6,200	98
	Ste. Genevieve	5,400	5,300	98
	Scott	14,900	14,700	98
Warren	5,700	5,600	98	
Station Totals		1,137,000	1,118,100	98
Net Weekly Circulation (1983)				428,000
Average Daily Circulation (1983)				165,900

Missouri—St. Louis

KMOX-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-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.

AM Affiliate: KMOX, 50-kw, 1120 kHz.

FM Affiliate: KMOX-FM, 47-kw, 103.3 MHz (No. 277), 900-ft.

News Services: AP, UPI.

Satellite Earth Station: Common Carrier.

Network Service: CBS.

Licensee: CBS Inc., One Memorial Dr., St. Louis, Mo. 63102.

Studio: One Memorial Dr., St. Louis, Mo. 63102.

Telephone: 314-621-2345. TWX: 910-761-1024.

Ownership: CBS. For other interests, see Group Ownership of TV Stations.

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.

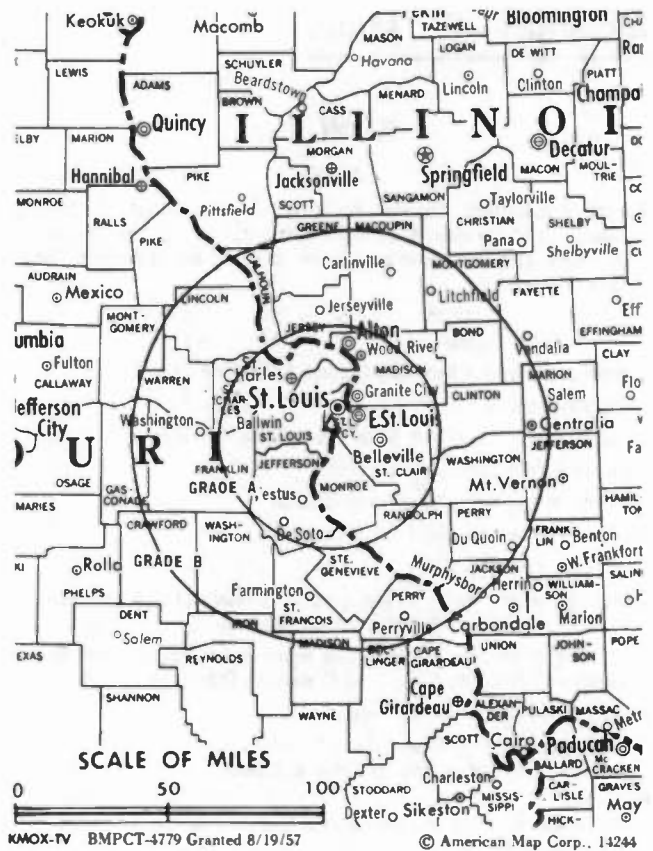
Personnel:

ALLAN COHEN, vice president & general manager.
ROBERT FINKEL, director of planning & administration
EGLON SIMONS, director, sales.
KYOKO HIRANO, general sales manager.
JOHN LEE, national sales manager.
BOB MAIER, retail sales manager.
FRED BURROWS, director of news.
KERRY GARCIA, broadcast services manager.
DON MERL, director of broadcasting.
ARTHUR TEK, director of business affairs.
WALLY WESLEY, director of technical operations.
JIM ROTHSCHILD, director of creative services.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,500	11,300	98
	Fayette	8,300	8,000	97
	Greene	6,200	6,100	98
	Jefferson	14,800	14,300	97
	Jersey	7,100	6,900	97
	Macoupin	19,100	18,700	98
	Madison	90,800	89,500	99
	Marion	17,200	16,800	98
	Monroe	7,300	7,100	98
	Montgomery	12,300	12,000	98
	Perry	8,400	8,200	98
Randolph	12,300	12,000	98	
St Clair	91,200	89,600	98	
Washington	5,900	5,700	97	
MISSOURI	Crawford	7,000	6,700	96
	Franklin	25,800	25,500	99
	Gasconade	5,300	5,100	97
	Iron	4,100	3,900	96
	Jefferson	52,000	51,400	99
	Lincoln	8,100	8,000	98
	Montgomery	4,300	4,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Perry	6,100	5,900	98
	Pike	6,400	6,200	98
	Reynolds	2,900	2,700	95
	St Charles	52,400	51,900	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,100	15,800	98
	St Louis	530,300	523,400	99
Warren	5,700	5,600	98	
Washington	6,400	6,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Butler	14,900	14,400	97
	Dent	5,700	5,400	95
	Madison	4,400	4,300	98
Phelps	12,000	11,600	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Adams	27,200	26,800	99
	Christian	14,000	13,700	98
	Clay	6,100	5,800	96
	Franklin	17,700	17,200	97
	Jackson	23,900	23,200	97
	Morgan	14,100	13,700	97
	Pike	7,500	7,300	97
Scott	2,300	2,300	100	
Williamson	23,000	22,400	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI	Audrain	10,100	9,900	99
	Boone	38,500	37,700	98
	Callaway	11,500	11,300	98
	Cole	21,200	21,000	99
	Howell	11,500	10,900	95
	Maries	3,000	2,900	97
	Moniteau	4,500	4,400	98
	Stoddard	11,200	11,000	98
Wayne	4,700	4,500	96	

Station Totals	1,347,900	1,323,700	98
Net Weekly Circulation (1983)		964,000	
Average Daily Circulation (1983)		599,100	

Missouri—St. Louis

KNLC

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1446.7-kw visual, 289.3-kw aural. Antenna: 998-ft. above av. terrain, 732-ft. above ground, 1647-ft. above sea level.

Latitude 38° 21' 40"
Longitude 90° 32' 58"

Transmitter: Mt. Olive School Rd., House Springs.

Network Service: None, independent.

Grantee: New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, Mo. 63103.

Studio: 1411 Locust St., St. Louis, Mo. 63103.

Telephone: 314-436-2424.

Mailing Address: Box 924, St. Louis, Mo. 63188.

Ownership: Non-profit corp. Officers: Rev. Larry Rice, pres.; Rev. Ray Redlich, v.p.; Rev. Ken Klingerman, secy.-treas.

Began Operation: Sept. 12, 1982.

Represented (legal) by John Midlen.

Personnel:

JIM BARNES, general manager.
KEN BLOOM, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 5-24%	Washington	6,400	6,300	98
Station Totals		6,400	6,300	98
Net Weekly Circulation (1983)			9,900	
Average Daily Circulation (1983)			2,300	



MALARKEY-TAYLOR ASSOCIATES

Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

Missouri—St. Louis

KPLR-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

News Services: Metromedia, AP, UPI.

Satellite Earth Stations: Transmit/receive; Harris, 9-meter; Rohr & Simulsat, 11-meter.

Network Service: None, independent.

Licensee: Koplal Communications Inc., 220 Kingshighway Blvd.

Studio: 4935 Lindell Blvd., St. Louis, Mo. 63108.

Telephone: 314-367-7211. TWX: 910-761-1093.

Business Office: 4935 Lindell Blvd. 63108.

Ownership: Koplal Enterprises Inc., 100%. Harold Koplal, pres., 100%. Also owns KRBK-TV, Sacramento, Cal. & is applicant for Ch. 15, Omaha, Neb.

Began Operation: April 28, 1959.

Represented (sales) by TeleRep.

Represented (legal) by Koteen & Naftalin.

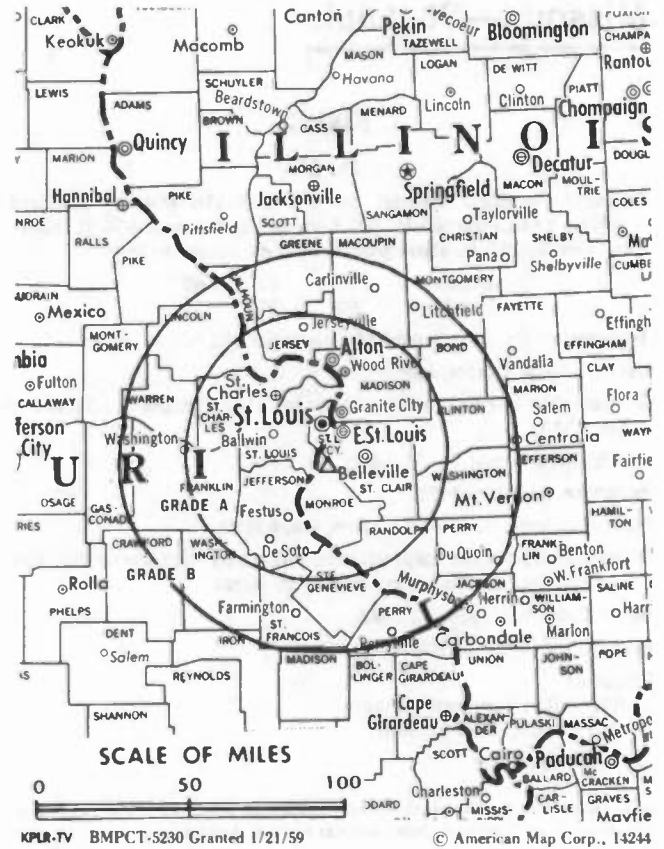
Personnel:

TED KOPLAR, president.
BARRY BAKER, vice president & general manager.
LARRY MARCUS, v.p., administration & planning.
TERRY BROWN, director of sales.
HAL CAPRUN, local sales manager.
JIM WRIGHT, director of operations & engineering.
TIM McKERNAN, retail sales manager.
HOWARD STEVENS, director of programming.
JIM WINKLE, production manager.
GIL ENGLER, news director.
ANITA HOLCOMB, art director.
JAN PENDLETON, traffic manager.

Highest 30 Sec. Rate: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,500	11,300	98
	Fayette	8,300	8,000	97
	Greene	6,200	6,100	98
	Jefferson	14,800	14,300	97
	Jersey	7,100	6,900	97
	Macoupin	19,100	18,700	98
	Madison	90,800	89,500	99
	Marion	17,200	16,800	98
	Monroe	7,300	7,100	98
	Montgomery	12,300	12,000	98
	Morgan	14,100	13,700	97
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
	St Clair	91,200	89,600	98
	Scott	2,300	2,300	100
	Washington	5,900	5,700	97
MISSOURI	Crawford	7,000	6,700	96
	Dent	5,700	5,400	95
	Franklin	25,800	25,500	99
	Gasconade	5,300	5,100	97
	Iron	4,100	3,900	96
Jefferson	52,000	51,400	99	
Lincoln	8,100	8,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,400	4,300	98
	Perry	6,100	5,900	98
	Pike	6,400	6,200	98
	Reynolds	2,900	2,700	95
	St Charles	52,400	51,900	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,100	15,800	98
	St Louis	530,300	523,400	99
	Warren	5,700	5,600	98
	Washington	6,400	6,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Adams	27,200	26,800	99
	Christian	14,000	13,700	98
	Clay	6,100	5,800	96
	Effingham	11,500	11,100	96
	Franklin	17,700	17,200	97
	Jackson	23,900	23,200	97
	Macon	49,900	49,000	98
	Richland	7,000	6,800	97
	Sangamon	71,600	70,000	98
Williamson	23,000	22,400	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI	Audrain	10,100	9,900	99
	Butler	14,900	14,400	97
	Callaway	11,500	11,300	98
	Cape Girardeau	22,400	22,000	98
	Cole	21,200	21,000	99
	Marion	11,000	10,800	99
	Montgomery	4,300	4,200	98
	Phelps	12,000	11,600	97
	Randolph	9,700	9,500	98
	Scott	14,900	14,700	98
Stoddard	11,200	11,000	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
Lee	16,100	15,900	99	

(Continued on page 541)

Station Totals	1,582,300	1,553,200	98
Net Weekly Circulation (1983)		930,400	
Average Daily Circulation (1983)		473,700	

Missouri—St. Louis

KSDK

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

News Services: AP, UPI, NBC.

Satellite Earth Station: Scientific-Atlanta; 9-meter.

Network Service: NBC.

Licensee: Multimedia Inc.

Studio: Television Plaza, 1000 Market St., St. Louis, Mo. 63101.

Telephone: 314-421-5055. TWX: 910-761-1037.

Ownership: Multimedia Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 8, 1947. Assignment of license to present owner by Pulitzer Publishing approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WILLIAM L. BOLSTER, vice president & general manager.

REBECCA GOODRUM, program manager.

EUNICE BECKWITH, director, community affairs.

ANTHONY E. BELLO, vice president & director of sales.

GREGORY STRAUSSER, national sales manager.

FRANK L. WYCHE, local sales manager.

DON WELLS, director, advertising & promotion.

DON BURNES, director of information.

LEIGH ANNE VOLAS, director of news & operations.

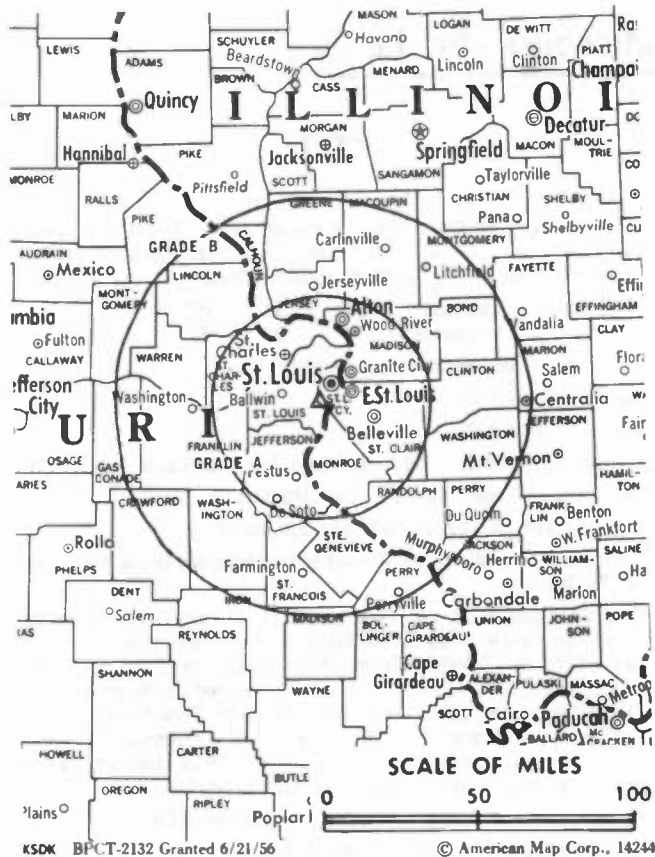
EUGENE HILL, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,500	11,300	98
	Fayette	8,300	8,000	97
	Greene	6,200	6,100	98
	Jefferson	14,800	14,300	97
	Jersey	7,100	6,900	97
	Macoupin	19,100	18,700	98
	Madison	90,800	89,500	99
	Marion	17,200	16,800	98
	Monroe	7,300	7,100	98
	Montgomery	12,300	12,000	98
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
	St. Clair	91,200	89,600	98
	Washington	5,900	5,700	97
	MISSOURI			
	Crawford	7,000	6,700	96
	Franklin	25,800	25,500	99
	Gasconade	5,300	5,100	97
Iron	4,100	3,900	96	
Jefferson	52,000	51,400	99	
Lincoln	8,100	8,000	98	
Madison	4,400	4,300	98	
Montgomery	4,300	4,200	98	
Perry	6,100	5,900	98	
Pike	6,400	6,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St. Charles	52,400	51,900	99
	Ste. Genevieve	5,400	5,300	98
	St. Francois	16,100	15,800	98
	St. Louis	530,300	523,400	99
	Warren	5,700	5,600	98
Washington	6,400	6,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Clay	6,100	5,800	96
	Morgan	14,100	13,700	97
Scott	2,300	2,300	100	
MISSOURI	Audrain	10,100	9,900	99
	Butler	14,900	14,400	97
	Dent	5,700	5,400	95
	Marion	11,000	10,800	99
	Phelps	12,000	11,600	97
	Reynolds	2,900	2,700	95
	Stoddard	11,200	11,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Adams	27,200	26,800	99
	Brown	2,100	2,000	95
	Christian	14,000	13,700	98
	Effingham	11,500	11,100	96
	Franklin	17,700	17,200	97
	Hamilton	3,900	3,700	95
	Jackson	23,900	23,200	97
	Pike	7,500	7,300	97
	Wayne	7,300	6,900	95
Williamson	23,000	22,400	97	
MISSOURI	Bollinger	4,000	3,900	97
	Boone	38,500	37,700	98
	Callaway	11,500	11,300	98
	Cole	21,200	21,000	99
	Maries	3,000	2,900	97

(Continued on page 541)

Station Totals	1,399,900	1,374,400	98
Net Weekly Circulation (1983)		991,900	
Average Daily Circulation (1983)		596,600	

Missouri—St. Louis

KTVI

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: 10001 Emil Ave., Sappington, Mo.

News Services: AP, UPI.

Network Service: ABC.

Licensee: KTVI-TV Inc., 5915 Berthold Ave., St. Louis, Mo. 63110.

Studio: 5915 Berthold Ave., St. Louis, Mo. 63110.

Telephone: 314-647-2222. TWX: 314-556-0082.

Ownership: Times Mirror Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 10, 1953 as WTVI, Ch. 54, Belleville, Ill.-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (Television Digest, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltasen and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

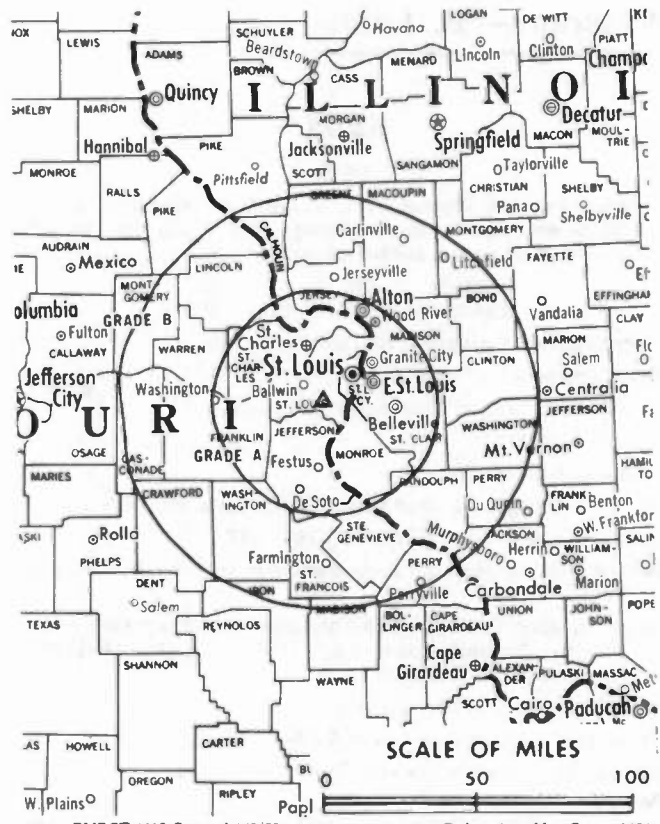
Personnel:

- JOHN J. McCRORY, president.
- WAYNE THOMAS, vice president & general manager.
- STEVE PONTIUS, general sales manager.
- VIC SKAGGS, program director.
- ROBERT SMITH, promotion director.
- BARRY COPELAND, news director.
- ROY WITTNEBEN, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,500	11,300	98
	Fayette	8,300	8,000	97
	Greene	6,200	6,100	98
	Jersey	7,100	6,900	97
	Macoupin	19,100	18,700	98
	Madison	90,800	89,500	99
	Marion	17,200	16,800	98
	Monroe	7,300	7,100	98
	Montgomery	12,300	12,000	98
	Morgan	14,100	13,700	97
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
	St Clair	91,200	89,600	98
	Scott	2,300	2,300	100
	Washington	5,900	5,700	97
	MISSOURI			
	Crawford	7,000	6,700	96
	Franklin	25,800	25,500	99
Gasconade	5,300	5,100	97	
Iron	4,100	3,900	96	
Jefferson	52,000	51,400	99	
Lincoln	8,100	8,000	98	
Madison	4,400	4,300	98	
Marion	11,000	10,800	99	
Montgomery	4,300	4,200	98	
Perry	6,100	5,900	98	
Pike	6,400	6,200	98	



KTVI BMPCT-4615 Granted 4/2/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Reynolds	2,900	2,700	95
	St Charles	52,400	51,900	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,100	15,800	98
	St Louis	530,300	523,400	99
	Warren	5,700	5,600	98
	Washington	6,400	6,300	98
Between 25-49%	ILLINOIS			
	Adams	27,200	26,800	99
	Jefferson	14,800	14,300	97
Between 5-24%	Pike	7,500	7,300	97
	MISSOURI			
	Audrain	10,100	9,900	99
	Butler	14,900	14,400	97
	Dent	5,700	5,400	95
	Phelps	12,000	11,600	97
Station Totals	IOWA			
	Lee	16,100	15,900	99
	ILLINOIS			
	Brown	2,100	2,000	95
	Clay	6,100	5,800	96
	Franklin	17,700	17,200	97
	Hancock	9,300	9,200	98
	Jackson	23,900	23,200	97
	MISSOURI			
	Boone	38,500	37,700	98
	Callaway	11,500	11,300	98
	Carter	2,100	1,900	93
	Cole	21,200	21,000	99
	Maries	3,000	2,900	97
	Osage	4,100	4,000	98
	Pulaski	10,800	10,500	98
	Randolph	9,700	9,500	98
	Stoddard	11,200	11,000	98
	Wayne	4,700	4,500	96
Station Totals		1,360,100	1,336,100	98
Net Weekly Circulation (1983)			992,300	
Average Daily Circulation (1983)			658,300	

Missouri—Springfield

KMTC

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1580-kw max. & 646-kw horizontal visual, 126-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1616-ft. above ground, 3171-ft. above sea level.

Latitude 37° 11' 40"
Longitude 92° 56' 04"

Transmitter: R. R., Fordland, Mo.

News Service: AP.

Satellite Earth Station: Microdyne; 5-meter.

Network Service: ABC.

Licensee: Midland TV Corp., 3000 E. Cherry St., Springfield, Mo. 65804.

Studio: 3000 E. Cherry St., Springfield, Mo. 65804.

Telephone: 417-862-2727.

Ownership: Kenneth E. Meyer, pres. & gen. mgr., 42.08%; Meyer Communications Inc., 35.62%; H. C. Wattner, 19.19%; George Baldridge, 2.80%; Jane A. Meyer, 0.31%. Kenneth Meyer owns KLEX & KBK(FM), Lexington; KFAL & KKCA(FM), Fulton; KBOA & KTMO(FM), Kennett & 42% of KTXR(FM), Springfield, all Mo. Note: Principals have interest in KARD(TV), West Monroe, La.

Began Operation: Oct. 2, 1968.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

KENNETH E. MEYER, president & general manager.

BOB BURKE, general sales manager.

B. D. BLANKENSHIP, chief engineer.

B. H. ALLEY, program director.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	12,400	12,000	97
	Marion	4,700	4,600	98
	MISSOURI			
	Camden	8,700	8,400	97
	Christian	8,700	8,500	98
	Dallas	4,600	4,500	98
	Douglas	4,600	4,500	98
	Greene	73,700	72,700	99
	Hickory	2,900	2,800	96
	Howell	11,500	10,900	95
	Laclede	9,500	9,300	97
	Ozark	3,300	3,200	97
	Polk	7,100	6,900	97
	Pulaski	10,800	10,500	98
	Shannon	3,100	2,900	93
	Stone	6,800	6,500	96
	Taney	8,800	8,600	98
	Webster	7,400	7,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wright	6,300	6,000	96
Between 25-49%	ARKANSAS			
	Boone	10,700	10,400	97
	Carroll	6,900	6,700	97
	MISSOURI			
	Cedar	5,100	4,900	97
	Dade	3,200	3,100	97
	Dent	5,700	5,400	95
	Lawrence	11,200	11,000	98
	Phelps	12,000	11,600	97
	Texas	8,300	8,000	96
Between 5-24%	ARKANSAS			
	Fulton	4,200	4,000	95
	Izard	4,600	4,400	96
	Madison	4,400	4,200	95
	Newton	3,000	2,800	95
	Searcy	3,500	3,400	97
	MISSOURI			
	Barry	9,800	9,600	97
	Barton	4,700	4,600	98
	Benton	5,100	4,900	96
	Miller	7,300	7,200	98
	Morgan	5,600	5,500	98
	Oregon	3,900	3,700	94
	St Clair	3,400	3,300	97
Station Totals		317,500	308,700	97
Net Weekly Circulation (1983)			173,400	
Average Daily Circulation (1983)			92,400	

Missouri—Springfield

KOLR-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: State Hwy. FF near Fordland, Mo.

News Service: AP.

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

Network Service: CBS.

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield 65805.

Studio: 2650 E. Division St., Springfield, Mo. 65803.

Telephone: 417-862-1010. TWX: 910-775-4718.

Ownership: J. H. G. Cooper, pres., 25.05%; John O. & James H. Cooper, 25.89% each; Irving W. Schwab, secy., 8.19%; G. Pearson Ward, 6.97%; others, none with as much as 5%.

Began Operation: March 14, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

ELLIS SHOOK, vice president & general manager.

BILL WATTS, general sales manager.

HOWARD FROST, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	12,400	12,000	97
	Boone	10,700	10,400	97
	Carroll	6,900	6,700	97
	Fulton	4,200	4,000	95
	Izard	4,600	4,400	96
	Madison	4,400	4,200	95
	Marion	4,700	4,600	98
	Newton	3,000	2,800	95
	MISSOURI			
	Barry	9,800	9,600	97
	Benton	5,100	4,900	96
	Camden	8,700	8,400	97
	Cedar	5,100	4,900	97
Christian	8,700	8,500	98	
Dade	3,200	3,100	97	
Dallas	4,600	4,500	98	
Dent	5,700	5,400	95	
Douglas	4,600	4,500	98	
Greene	73,700	72,700	99	
Hickory	2,900	2,800	96	
Howell	11,500	10,900	95	
Laclede	9,500	9,300	97	
Lawrence	11,200	11,000	98	
Oregon	3,900	3,700	94	
Ozark	3,300	3,200	97	
Polk	7,100	6,900	97	
Pulaski	10,800	10,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Clair	3,400	3,300	97
	Shannon	3,100	2,900	93
	Stone	6,800	6,500	96
	Taney	8,800	8,600	98
	Texas	8,300	8,000	96
	Webster	7,400	7,200	97
	Wright	6,300	6,000	96
	Between 25-49%	ARKANSAS		
Searcy	3,500	3,400	97	
Sharp	6,400	6,100	95	
MISSOURI				
Henry	8,000	7,800	97	
Miller	7,300	7,200	98	
Morgan	5,600	5,500	98	
Phelps	12,000	11,600	97	
Vernon	7,800	7,600	97	
Between 5-24%	ARKANSAS			
Benton	31,700	30,900	98	
Stone	3,600	3,500	97	
Washington	38,500	37,500	97	
MISSOURI				
Barton	4,700	4,600	98	
Bates	6,100	6,000	98	
Jasper	34,900	34,300	98	
Mc Donald	5,800	5,700	98	
Maries	3,000	2,900	97	
Newton	15,800	15,600	98	
Station Totals		479,100	466,600	97
Net Weekly Circulation (1983)			289,000	
Average Daily Circulation (1983)			187,400	

Missouri—Springfield

KSPR

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1122-kw max. & 935-kw horizontal visual, 112-kw max. & 93.5-kw horizontal aural. Antenna: 1079-ft. above av. terrain, 1034-ft. above ground, 2564-ft. above sea level.

Latitude 37° 12' 06"
Longitude 92° 56' 33"

Transmitter: 3-mi. N of Fordland.

News Service: INN.

Satellite Earth Station: In operation.

Network Service: None, independent.

Licensee: Springfield Television Associates Ltd.

Studio: 3754 S. Glenstone, Springfield, Mo. 65804.

Telephone: 417-887-1333.

Mailing Address: Box 4407, Springfield, Mo. 65808.

Ownership: Springfield Television Associates Ltd., gen. partner, 34%; Farrell B. Jones, gen. partner, 1%; ltd. partner, 65%. Jones has interest in several pending applications for TV stations. SFT ownership: Farrell B. Jones, 98%; Doctor R. Crants, ltd. partner, 10%; Ronald E. Hayes, ltd. partner, 15%.

Began Operation: March 9, 1983.

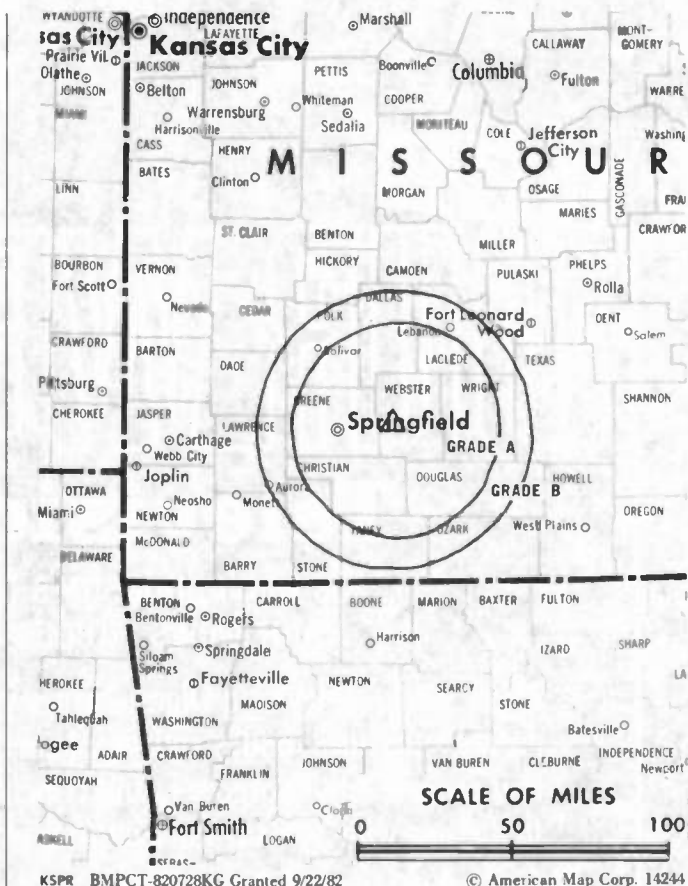
Represented (sales) by Seltel Inc.

Represented (legal) by Covington & Burling.

Personnel:

DONALD O'CONNOR, general manager.
L. A. STURDIVANT, general sales manager.
ROBERT WEST, program director.
JOETTE ZIEVERINK, promotion director.
DAVID JONES, chief engineer.
RHED KILLING, production manager.
AMAURO OBREGON, comptroller.
BARBARA GRESSELL, traffic manager.

Highest 30 Sec. Rate (Jan. 17, 1983): \$500.



State Public/Educational Stations are listed in a Directory following Commercial Stations

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Missouri—Springfield

KYTV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: 0.7-mi. N of Fordland, Mo.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: NBC.

Licensee: KY3 Inc., Box 3500, Springfield, Mo. 65804.

Studio: 999 W. Sunshine, Springfield, Mo. 65804.

Telephone: 417-866-2766.

TWX: 910-775-4714.

Ownership: Harte-Hanks Communications Inc., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: Oct. 1, 1953. Sale to present owner by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Television Digest, Vol. 18:21).

Represented (sales) by Blair Television.

Represented (legal) by Arnold & Porter.

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

Personnel:

- DONALD S. MOELLER, president & general manager.
- STANLEY PEDERSON, program manager.
- DONALD HICKS, general sales manager.
- FRED RAINS, public affairs director.
- DAN WHITE, production manager.
- CLARENCE MARTIN, promotion manager.
- PATRICK DENNIS, news director.

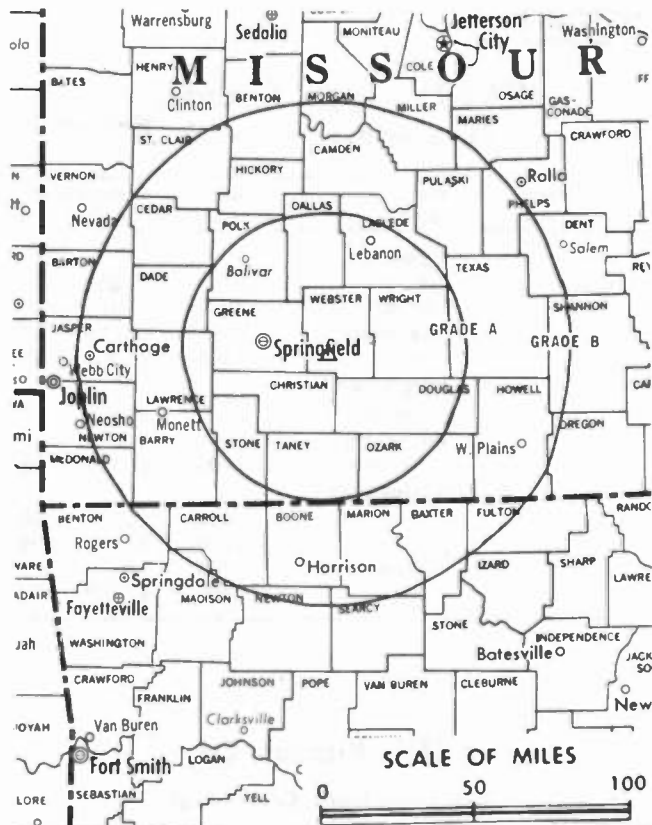
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	12,400	12,000	97
	Boone	10,700	10,400	97
	Carroll	6,900	6,700	97
	Fulton	4,200	4,000	95
	Izard	4,600	4,400	96
	Madison	4,400	4,200	95
	Marion	4,700	4,600	98
	Newton	3,000	2,800	95
	MISSOURI			
	Barry	9,800	9,600	97
	Benton	5,100	4,900	96
	Camden	8,700	8,400	97
	Cedar	5,100	4,900	97
	Christian	8,700	8,500	98
	Dade	3,200	3,100	97
	Dallas	4,600	4,500	98
Dent	5,700	5,400	95	
Douglas	4,600	4,500	98	
Greene	73,700	72,700	99	
Hickory	2,900	2,800	96	
Howell	11,500	10,900	95	



KYTV BPCT-4342 Granted 6/22/70 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Laclede	9,500	9,300	97
	Lawrence	11,200	11,000	98
	Oregon	3,900	3,700	94
	Ozark	3,300	3,200	97
	Polk	7,100	6,900	97
	Pulaski	10,800	10,500	98
	Shannon	3,100	2,900	93
	Stone	6,800	6,500	96
	Taney	8,800	8,600	98
	Texas	8,300	8,000	96
	Webster	7,400	7,200	97
	Wright	6,300	6,000	96

ARKANSAS				
Between 25-49%	Searcy	3,500	3,400	97
	Sharp	6,400	6,100	95
	Stone	3,600	3,500	97

MISSOURI				
Between 25-49%	Henry	8,000	7,800	97
	Miller	7,300	7,200	98
	Morgan	5,600	5,500	98
	Phelps	12,000	11,600	97
	St Clair	3,400	3,300	97
	Vernon	7,800	7,600	97

ARKANSAS				
Between 5-24%	Benton	31,700	30,900	98

MISSOURI				
Between 5-24%	Carter	2,100	1,900	93
	Crawford	7,000	6,700	96
	Jasper	34,900	34,300	98
	Newton	15,800	15,600	98
	Reynolds	2,900	2,700	95

Station Totals	433,000	421,200	97
Net Weekly Circulation (1983)			285,400
Average Daily Circulation (1983)			212,100

Missouri

KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Marion	17,200	16,800	98
	Monroe	7,300	7,100	98
	Washington	5,900	5,700	97
	White	7,300	6,900	95
	KENTUCKY			
	Caldwell	5,100	5,000	98
	MISSOURI			
	St Francois	16,100	15,800	98
	TENNESSEE			
	Carrroll	10,600	10,400	98
	Dyer	13,200	13,000	98
Gibson	18,700	18,500	99	
Henry	11,400	11,200	98	

KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS—(Continued)			
	Crawford	15,700	15,500	98
	Dickinson	8,000	7,800	98
	Ellis	9,700	9,600	99
	Greenwood	3,800	3,700	97
	Lyon	13,800	13,400	97
	Nemaha	4,200	4,100	98
	Pottawatomie	5,800	5,700	98
	Russell	3,600	3,500	97
	Wabaunsee	2,600	2,500	96
	MISSOURI			
	Atchison	3,300	3,300	98
	Cedar	5,100	4,900	97
	Cole	21,200	21,000	99
	Cooper	5,700	5,600	98
	Howard	3,700	3,600	97
	Randolph	9,700	9,500	98
	Sullivan	3,100	3,000	97

KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Ringgold	2,400	2,400	100
	KANSAS			
	Crawford	15,700	15,500	98
	Dickinson	8,000	7,800	98
	Elk	1,800	1,700	97
	Labette	10,000	9,800	98
	Montgomery	16,900	16,600	98
	Nemaha	4,200	4,100	98
	Pottawatomie	5,800	5,700	98
	Rush	1,700	1,700	100
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,700	94

KMBC-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Atchison	3,300	3,300	98
	Cole	21,200	21,000	99
	Cooper	5,700	5,600	98
	Howard	3,700	3,600	97
	Mercer	1,900	1,800	95
	Nodaway	8,100	8,000	98
	Randolph	9,700	9,500	98
	Sullivan	3,100	3,000	97
	NEBRASKA			
	Pawnee	1,600	1,600	97
	Richardson	4,500	4,400	98

KSHB-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Washington	19,800	19,700	99
Between 5-24%	IOWA			
	Adams	2,200	2,200	98
	Clarke	3,500	3,400	97
	Marion	10,800	10,700	99
	Mills	4,800	4,700	98
	Montgomery	5,300	5,200	98
	Page	7,600	7,500	99
	Polk	120,100	118,900	99
	Pottawattamie	31,800	31,500	99
	Taylor	3,300	3,200	97
	Warren	12,400	12,300	99
	Wayne	3,300	3,200	97
	KANSAS			
	Allen	6,300	6,100	98
	Butler	17,000	16,800	99
	Crawford	15,700	15,500	98
Jackson	4,400	4,300	98	
Jewell	2,100	2,000	95	
Labette	10,000	9,800	98	
Mc Pherson	10,400	10,100	97	
Montgomery	16,900	16,600	98	
Morris	2,600	2,500	96	
Pottawatomie	5,800	5,700	98	
Pratt	4,200	4,100	98	
Reno	25,500	25,200	99	
Republic	3,100	3,000	97	
Rice	4,800	4,700	98	
Rush	1,700	1,700	100	
Russell	3,600	3,500	97	
Wabaunsee	2,600	2,500	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Benton	5,100	4,900	96
	Boone	38,500	37,700	98
	Cedar	5,100	4,900	97
	Chariton	4,200	4,100	98
	Holt	2,800	2,700	96
	Jasper	34,900	34,300	98
	Macon	6,400	6,300	98
	Mercer	1,900	1,800	95
	Nodaway	8,100	8,000	98
	St Clair	3,400	3,300	97
	Vernon	7,800	7,600	97
	NEBRASKA			
	Otoe	5,800	5,700	98
	Richardson	4,500	4,400	98

Missouri

KSHB-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Canadian	20,600	20,400	99
	Cleveland	51,100	50,400	99
	Ottawa	12,700	12,600	99
	Tulsa	193,300	191,600	99

KPLR-TV, St. Louis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Brown	2,100	2,000	95
	Hancock	9,300	9,200	98
	Pike	7,500	7,300	97
	Saline	11,400	11,000	97
	Shelby	9,000	8,700	97
	Union	6,800	6,600	98
	Wayne	7,300	6,900	95
	MISSOURI			
	Bollinger	4,000	3,900	97
	Mississippi	5,500	5,400	98
	New Madrid	8,200	8,000	98
	Pulaski	10,800	10,500	98
	Ralls	3,400	3,400	100
	Wayne	4,700	4,500	96

KSDK, St. Louis

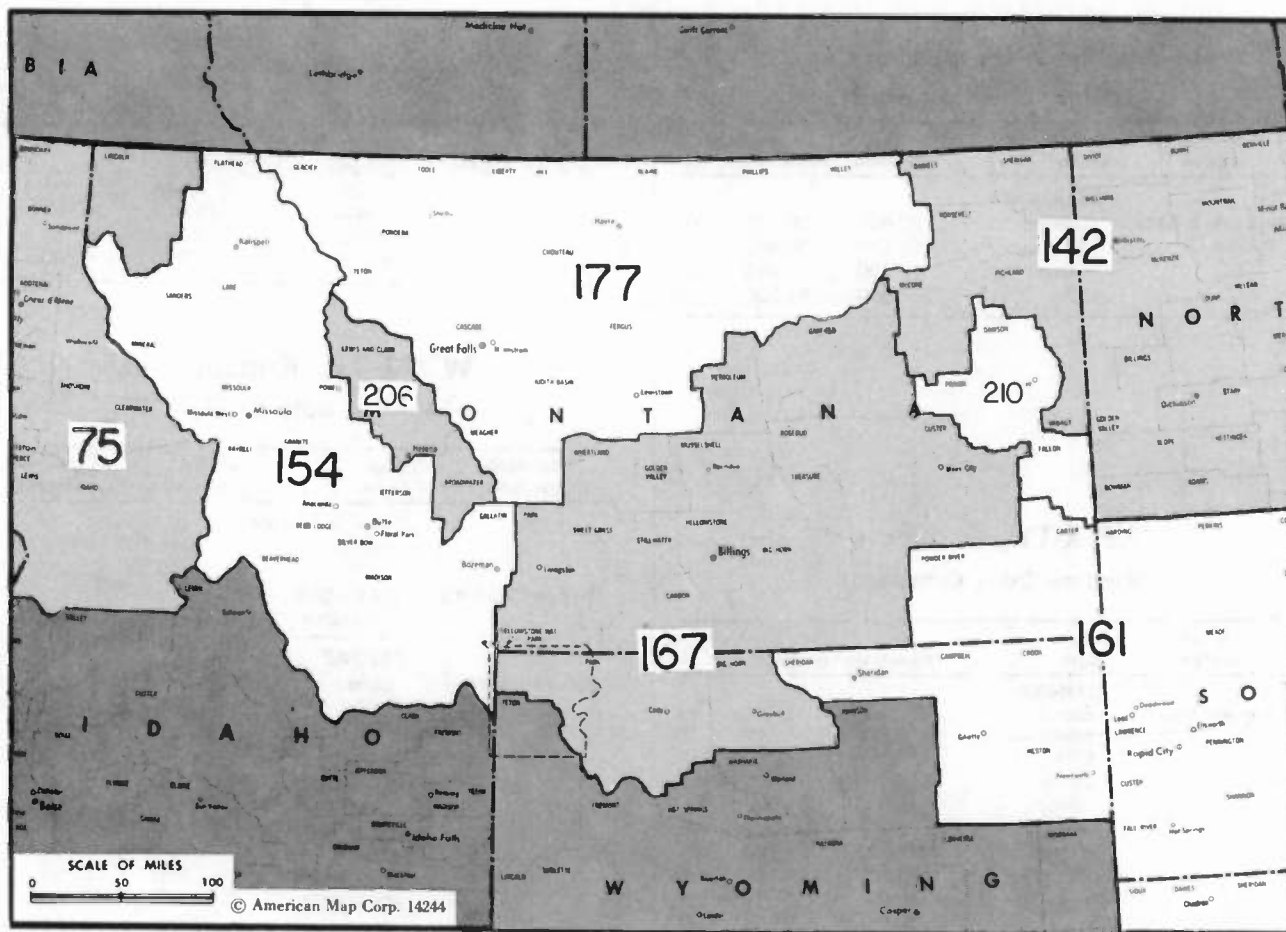
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI—(Continued)			
	Monroe	3,600	3,600	99
	Osage	4,100	4,000	98
	Pulaski	10,800	10,500	98
	Randolph	9,700	9,500	98
Wayne	4,700	4,500	96	

WDAF-TV, Kansas City

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI—(Continued)			
	Vernon	7,800	7,600	97
	Worth	1,200	1,200	100
	NEBRASKA			
	Richardson	4,500	4,400	98
Between 5-24%	KANSAS			
	Barton	12,300	12,200	99
	Coffey	3,800	3,700	97
	Dickinson	8,000	7,800	98
	Marshall	5,100	5,000	98
	Nemaha	4,200	4,100	98
	Pottawatomie	5,800	5,700	98
	Republic	3,100	3,000	97
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,700	94
	MISSOURI			
	Atchison	3,300	3,300	98
	Cedar	5,100	4,900	97
Cooper	5,700	5,600	98	
Howard	3,700	3,600	97	
Putnam	2,400	2,400	100	



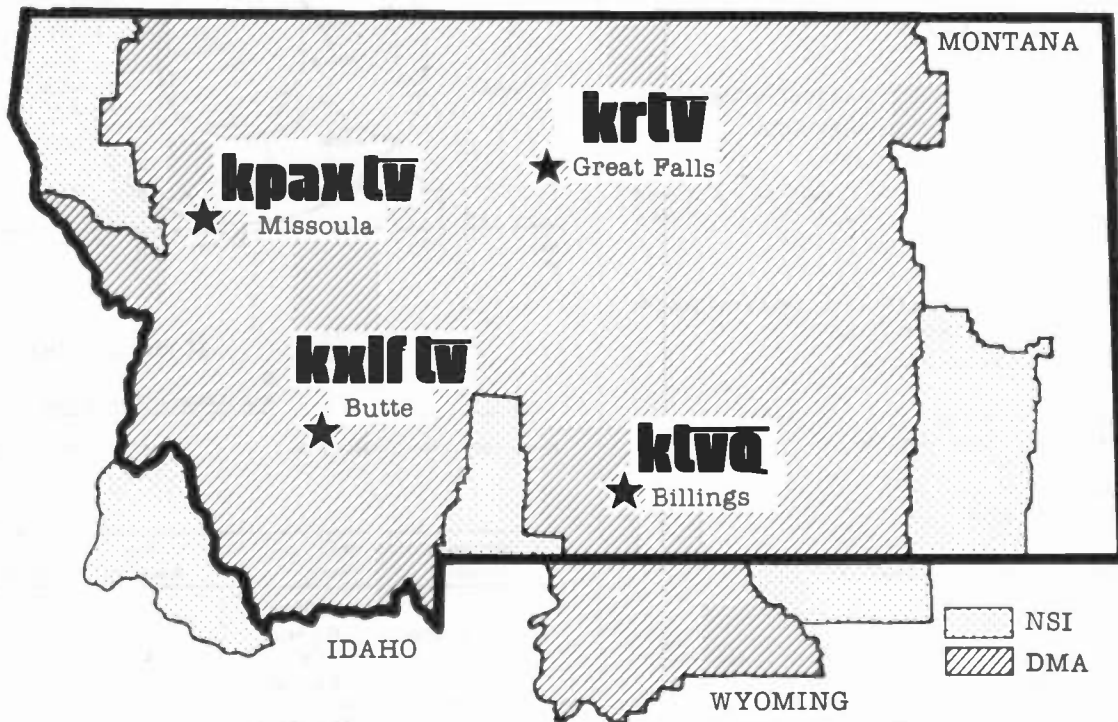
Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Spokane, Wash.	326,900	75	175,000	77	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Minot-Bismarck-Dickinson, N.D.	134,400	142	71,000	140	KNDX (2), KFYZ-TV (5), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Missoula-Butte, Mont.	116,100	154	55,000	157	KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTVM (6), KXLF-TV (4)
Rapid City, S.D.	93,700	161	45,000	160	KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, Mont.	78,300	167	39,000	166	KOUS-TV (4), KTVO (2), KULR-TV (8)
Great Falls, Mont.	63,200	177	29,000	176	KFBB-TV (5), KRTV (3)
Helena, Mont.	18,700	206	5,000	207	KTVG (12)
Glendive, Mont.	6,100	210	0	0	KXGN-TV (5), KYUS-TV (3)

Montana Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	13	0	13
Educational Television Stations	0	0	0
			<u>13</u>

MTN COVERS MONTANA

4 stations, 116 translators, and 48 cable systems cover 98% of Montana's TV Households (NSI).



Buy Montana with one call.
406 256-0705

MTN TV Households (DMA)

Billings	73,400
Great Falls	65,110
Butte	62,390
Missoula	68,330

MTN Total 269,230

90% of the total TV households in Montana (DMA) and 12,640 TV households in Wyoming.

Donald G. Bradley, General Manager
 Diana Crants, National Sales Coordinator
 P.O. Box 2557
 Billings, Montana 59103

Represented by:
 Avery Knodel Inc.
 Art Moore Inc.—Seattle-Portland
 Andy McDermott Sales Ltd.—Canada

Source: A.C. Nielsen Company,
 U.S. Television Household Estimates,
 September, 1982.



The Network Factor

ktvq

Billings

krtv

Great Falls

kxlf tv

Butte

kpax tv

Missoula

Montana—Billings

KTVQ

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

News Service: UPI.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: CBS.

Licensee: Garryowen Corp., 3203 3rd Ave. N, Box 2557, Billings 59103.

Studio: 3203 3rd Ave. N, Box 2557, Billings, Mont. 59103.

Telephone: 406-252-5611. TWX: 910-975-1030.

Ownership: J. S. Sample, pres.-treas., 100%. Garryowen also owns KXLF-TV-AM, Butte; KRTV(TV), Great Falls & KPAX-TV, Missoula, all Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by Avery-Knodel Inc.; Montana Television Network; Art Moore Inc. (Northwest & Mountain States).

Represented (legal) by Reddy, Begley & Martin.

Personnel:

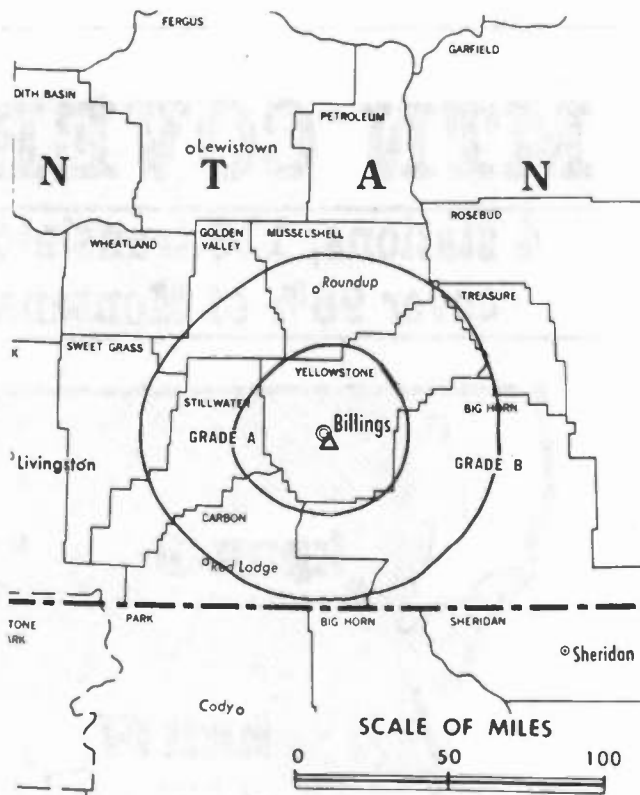
VICTOR MILLER, general manager.
SARAH ETCHART, local commercial manager.
LEE LAREVA, operations director.
RON JACOBSON, chief engineer.
STEVE JAHNKE, news director.
DON BRADLEY, film buyer.

Highest 30 Sec. Rate (Sept. 26, 1983): \$400.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
50% & Over	Big Horn	3,400	3,200	94
	Carbon	3,400	3,300	97
	Custer	5,200	4,900	94
	Golden Valley	500	500	100
	Musselshell	2,000	1,900	95
	Park	5,300	5,100	96
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	3,500	3,300	94
	Stillwater	2,100	2,100	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	43,400	42,700	98



KTVQ BMPCT-4001 Granted 8/20/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
WYOMING				
	Big Horn	4,400	4,200	95
	Park	8,300	7,900	95
	Sheridan	10,200	9,700	95
Between 25-49%				
MONTANA				
	Fergus	5,000	4,700	94
	Garfield	600	500	83
	Judith Basin	1,100	1,000	90
	Richland	4,700	4,500	96
NORTH DAKOTA				
	Williams	8,700	8,600	98
WYOMING				
	Washakie	3,600	3,500	97
Between 5-24%				
MONTANA				
	Broadwater	1,400	1,300	93
	Gallatin	16,200	15,600	96
Station Totals		136,700	132,000	96
Net Weekly Circulation (1983)				84,500
Average Daily Circulation (1983)				52,000

Montana—Billings

KULR-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-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.

News Services: AP, ABC.

Satellite Earth Station: Scientific-Atlanta; 4.6-meter.

Network Service: ABC.

Licensee: Harrisco Broadcasting Corp., Box 2512, Billings, Mont. 59103.

Studio: 2.7-mi. E of Billings.

Telephone: 406-252-4676. TWX: 910-975-1020.

Mailing Address: Box 2512, Billings, Mont. 59103.

Ownership: See KBAK-TV, Bakersfield, Cal.

Began Operation: March 15, 1958. Sale to present owner by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Television Digest, Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

BURT I. HARRIS, president (Los Angeles).
E. D. (BOB) MERRILL, vice president & general manager.
RON OLSEN, operations/program director.
BOB KORUM, sales manager.
DEAN JANSMA, chief engineer.

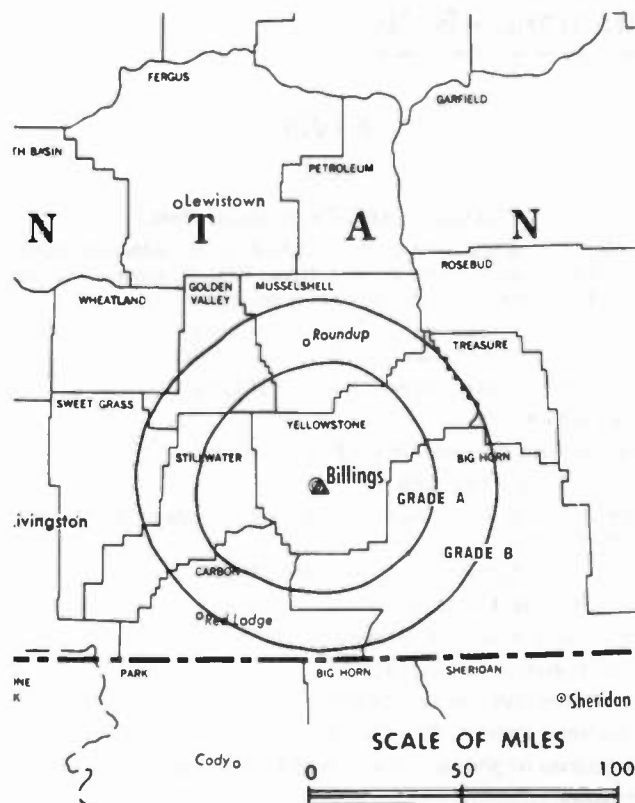
Highest One Hour Rate: \$1100.

Highest 30 Sec. Rate: \$405.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,400	3,200	94
	Carbon	3,400	3,300	97
	Custer	5,200	4,900	94
	Garfield	600	500	83
	Golden Valley	500	500	100
	Musselshell	2,000	1,900	95
	Park	5,300	5,100	96
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	3,500	3,300	94
	Stillwater	2,100	2,100	100



KULR-TV BMPCT-4810 Granted 11/21/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	43,400	42,700	98
WYOMING	Park	8,300	7,900	95
	Sheridan	10,200	9,700	95
	Washakie	3,600	3,500	97
MONTANA	Fergus	5,000	4,700	94
	Prairie	700	600	86
WYOMING	Big Horn	4,400	4,200	95
MONTANA	Judith Basin	1,100	1,000	90
	WYOMING	Campbell	9,200	8,700
Station Totals		115,600	111,300	96
Net Weekly Circulation (1983)			76,800	
Average Daily Circulation (1983)			47,900	

Montana—Butte

KTVM

Ch. 6

(Satellite of KECI-TV, Missoula, Mont.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: On mountain peak, 2.6-mi. E of Butte.

News Service: UPI.

Arbitron Data: Included with KECI-TV, Missoula.

Network Service: NBC, CBS.

Licensee: Eagle Communications Inc., 340 W. Main St., Missoula, Mont. 59802.

Studio: 3219 Harrison Ave., Butte, Mont. 59701.

Telephone: 406-494-7603.

Ownership: See KECI-TV, Missoula.

Began Operation: May 15, 1970.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

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

Personnel:

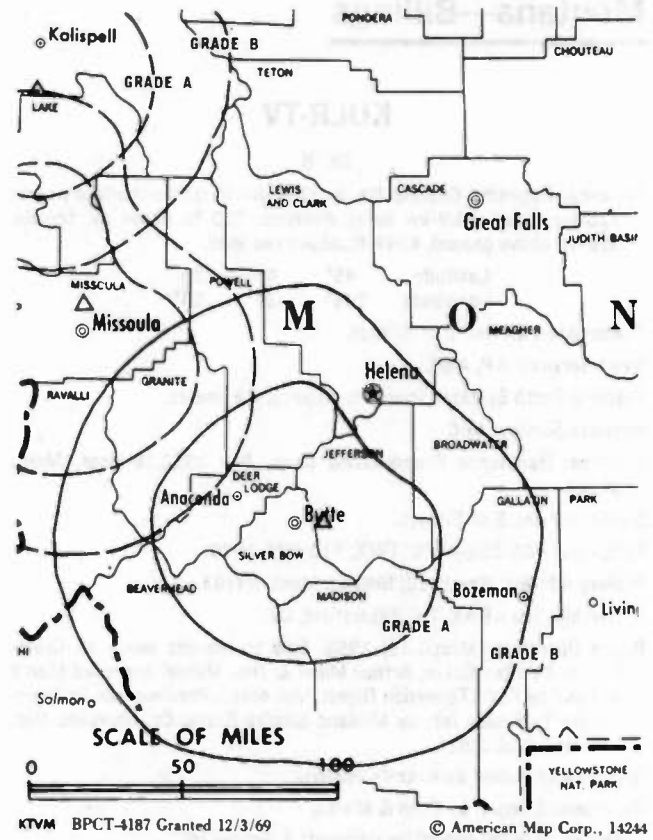
MICHAEL J. STOCKLIN, general manager.

DOUGLAS DRADER, chief engineer.

MARSHALL PRINOLE, sales manager.

Highest 30 Sec. Rate: \$60.

NETWORK BASE HOURLY RATE: \$225.



For Arbitron Market Rankings,
see page 1

THE TED HEPBURN COMPANY

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Heidi Hepburn Jebsen, VP, Small Markets
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Montana—Butte

KXLF-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-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.

AM Affiliate: KXLF, 5-kw, 1370 kHz (NBC).

News Service: UPI.

Satellite Earth Station: Harris; 6.1-meter.

Arbitron Data: Figures include coverage of KPAX-TV, Missoula, Mont.

Network Service: ABC & CBS.

Licensee: Garryowen Corp., Box 3500, Butte 59702

Studio: 1003 S. Montana St., Butte, Mont. 59701.

Telephone: 406-782-0444.

Ownership: Joseph S. Sample, pres.-treas., 100%. For other interests, see KTVQ, Billings, Mont.

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 Avery-Knodel Inc.; Montana Television Network; John L. McGuire Co. (Denver & Salt Lake City); Art Moore Inc. (Seattle & Portland); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Reddy, Begley & Martin.

Represented (engineering) by Silliman & Silliman.

Personnel:

RON CASS, general manager & sales manager.

DON SCHEIDECKER, news director.

DON BRADLEY, film buyer.

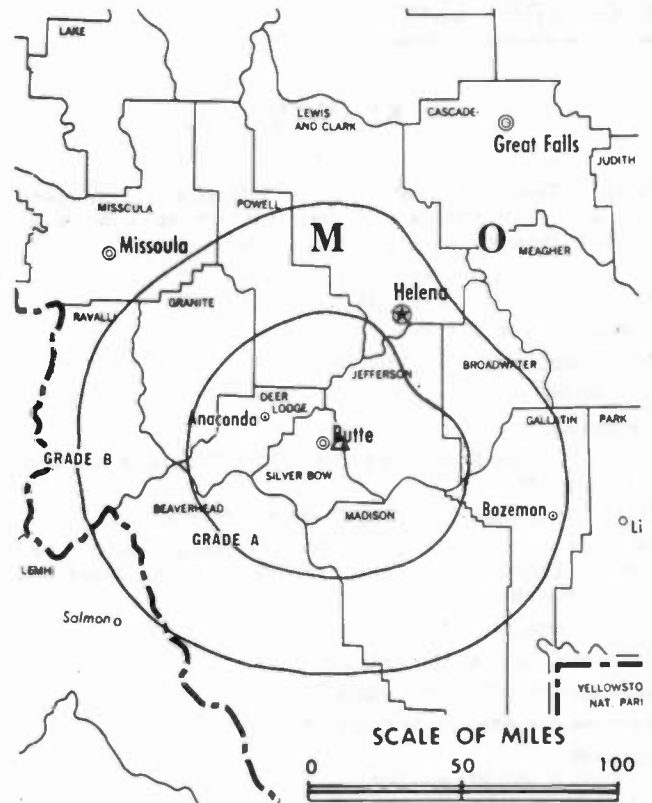
CHUCK JOHNSON, chief engineer.

Highest 30 Sec. Rate (July 27, 1983): \$470.

NETWORK BASE HOURLY RATE: \$960.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Lemhi	3,000	2,800	93
	MONTANA			
	Beaverhead	3,000	2,800	93
	Broadwater	1,400	1,300	93
	Deer Lodge	4,300	4,200	98
	Flathead	20,600	19,900	97
	Gallatin	16,200	15,600	96
	Granite	1,000	1,000	100
	Jefferson	2,600	2,500	96
	Lake	7,100	6,900	97



KXLF-TV BPCT-3765 Granted 5/12/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lewis + Clark	17,700	17,100	97
	Madison	2,100	2,100	100
	Mineral	1,600	1,600	100
	Missoula	30,900	29,800	96
	Park	5,300	5,100	96
	Powell	2,300	2,200	96
	Ravalli	8,900	8,600	97
	Silver Bow	14,500	14,100	98

MONTANA				
Between 25-49%	Meagher	800	800	94
	Sanders	3,600	3,400	94

IDAHO				
Between 5-24%	Custer	1,400	1,300	93
	Lewis	1,500	1,500	100

MONTANA				
	Judith Basin	1,100	1,000	90
	Lincoln	6,100	5,800	95

Station Totals		157,000	151,400	96
Net Weekly Circulation (1983)			120,400	
Average Daily Circulation (1983)			84,800	

Montana—Glendive

KXGN-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

AM Affiliate: KXGN, 1-kw, 1400 kHz.

News Service: UPI.

Network Service: CBS; NBC.

Licensee: Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, Mont. 59330.

Studio: 210 S. Douglas St. 59330. Telephone: 406-365-3377.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., 0.1%; Elizabeth Lee Hackney, secy.-treas., 0.1%. Moore also operates local theater.

Began Operation: Nov. 1, 1957.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Daly, Joyce & Borsari.

Represented (engineering) by John H. Mullaney.

Personnel:

LEWIS W. MOORE, president.

DAN FRENZEL, general manager.

WINNIFRED NORTON, office manager.

DONALD J. POWERS, chief engineer.

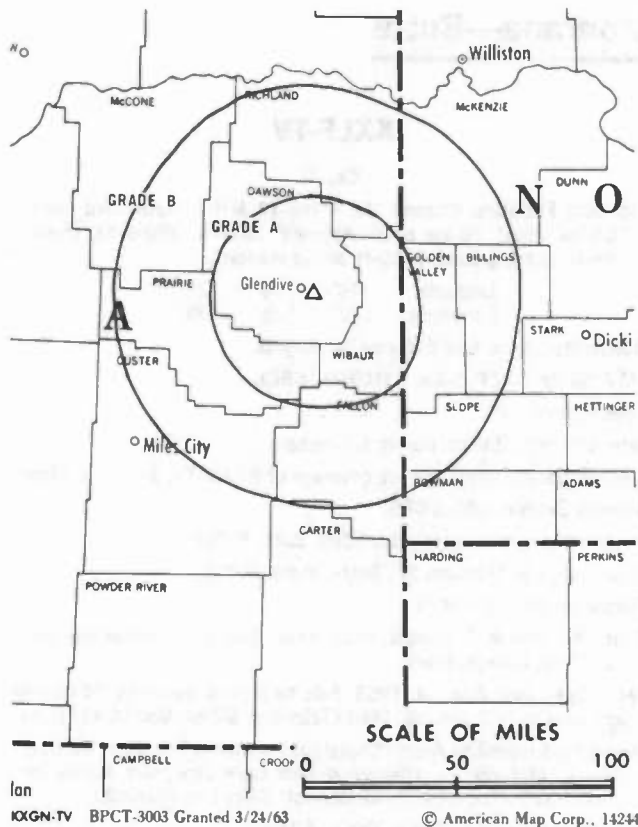
Highest One Hour Rate: \$150.

Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Dawson	4,500	4,300	96
	Fallon	1,300	1,200	92
	Mc Cone	900	900	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prairie	700	600	86
	Wibaux	500	500	100
	NORTH DAKOTA			
	Golden Valley	900	900	100
Between 5-24%	MONTANA			
	Carter	600	600	100
	Richland	4,700	4,500	96
Station Totals		14,100	13,500	95
Net Weekly Circulation (1983)			7,600	
Average Daily Circulation (1983)			4,900	

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ARBITRON® RATINGS

Montana—Great Falls

KFBB-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

News Services: AP, National Weather Service.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: ABC; NBC; CBS.

Licensee: KFBB Corp., Box 1139, Great Falls 59403.

Studio: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Mailing Address: Box 1139, Great Falls, Mont. 59403.

Telephone: 406-453-4377. TWX: 910-975-1917.

Ownership: Wooster Republican Printing Co. Albert V. Dix, chmn.; Raymond E. Dix, pres.; Albert E. & R. Victor Dix, v.p.s, 20% each; David E. & Robert C. Dix Jr., v.p., 10%; Robert C. Dix, v.p.; Gordon C. Dix, secy.-treas.; J. Harlan Dix, 20%; Gordon C. Dix Trust, 10%. Wooster Republican Printing owns WWST-AM-FM, Wooster, O.; WRAD(AM) & WRIQ(FM), Radford, Va.; WTBO(AM) & WKGO(FM), Cumberland, Md.; WKAL-AM-FM, Rome, N.Y.; is publisher of several daily newspapers in Ohio & Ky. Principals have cable TV interests.

Began Operation: March 21, 1954. Sale to present owners by Advance Corp. approved by FCC April 26, 1982 (Television Digest, Vol. 22:8). Sale to Advance by Harriscope Bcstg. Corp. approved April 21, 1977. Sale to Harriscope by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (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 Seltel Inc.; Hyett/Ramslund Inc. (Minneapolis-St. Paul); Katz Television (Seattle-Portland); Mountain Media (Denver).

Represented (legal) by Gardner, Carton & Douglas.

Personnel:

STAN WHITMAN, general manager.
TED SCHRÖEDER, program director.
JACK FISHER, general sales manager.
RON SCHLOSSER, chief engineer.
BONITA B. MERRICK, business manager.
MARTHA JARRIEL, traffic manager.
DON AYERS, production/promotion manager.
CHRIS FORHAN, news & public affairs director.

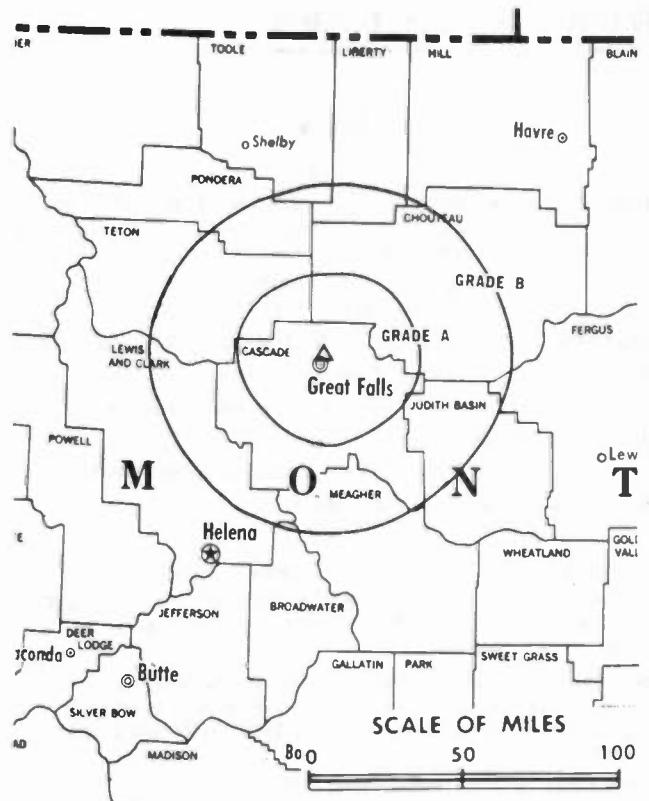
Highest One Hour Rate: \$775.

Highest 30 Sec. Rate: \$175.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,500	2,300	92
	Cascade	30,200	29,600	98



KFBB-TV BPCT-4340 Granted 5/7/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Chouteau	2,200	2,100	95
	Fergus	5,000	4,700	94
	Glacier	3,600	3,400	94
	Hill	6,600	6,400	97
	Judith Basin	1,100	1,000	90
	Liberty	1,000	1,000	100
	Meagher	800	800	94
	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Teton	2,600	2,500	96
	Toole	2,100	2,000	95
	Valley	3,700	3,500	95
Between 25-49%	MONTANA			
	Broadwater	1,400	1,300	93
	Jefferson	2,600	2,500	96
	Lewis + Clark	17,700	17,100	97
Roosevelt	3,400	3,300	97	
Between 5-24%	MONTANA			
	Garfield	600	500	83
	Sanders	3,600	3,400	94
Sweet Grass	1,300	1,200	92	
Station Totals		96,300	92,700	96
Net Weekly Circulation (1983)				65,300
Average Daily Circulation (1983)				41,300

Montana—Great Falls

KRTV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

News Services: UPI, Montana Television Network.

Satellite Earth Stations: Harris, 9-meter; M/A-Com, 3-meter.

Network Service: NBC; CBS.

Licensee: Garryowen Corp., Box 1331, Great Falls, Mont. 59403.

Studio: U.S. Hwy. 87, 1-mi. N of Great Falls.

Telephone: 406-453-2431.

Mailing Address: Box 1331, Great Falls, Mont. 59403.

Ownership: Garryowen Corp. Joseph S. Sample, pres.-treas., 100%. Sample also owns KXLF-TV-AM, Butte; KTVQ(TV), Billings; KPAX-TV, Missoula, Mont.

Began Operation: Oct. 5, 1958. Sale to present owner by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (Television Digest, Vol. 14:40).

Represented (legal) by Reddy, Begley & Martin.

Represented (sales) by Avery-Knodel Television; Art Moore Inc. (Seattle & Portland); John L. McGuire Co. (Denver & Salt Lake City); Andy McDermott Sales Ltd. (Canada); Montana Television Network, Billings, Mont.

Represented (engineering) by Silliman & Silliman.

Personnel:

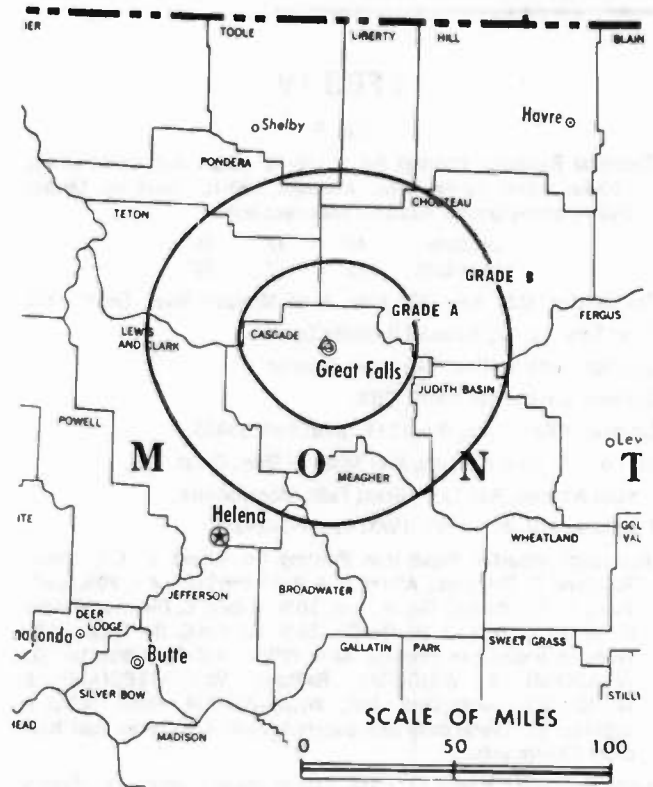
CLIFF EWING, general manager.
GLENN LOCKWOOD, operations director.
PHIL SAXTON, chief engineer.
DON BRADLEY, film buyer.
DIANA CRANTS, national sales manager.

Highest 30 Sec. Rate (Sept. 26, 1983): \$235.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
50% & Over	Blaine	2,500	2,300	92
	Cascade	30,200	29,600	98
	Chouteau	2,200	2,100	95
	Fergus	5,000	4,700	94
	Garfield	600	500	83
	Glacier	3,600	3,400	94
	Hill	6,600	6,400	97
	Judith Basin	1,100	1,000	90



KRTV BPCT-4457 Granted 10/18/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Liberty	1,000	1,000	100
	Meagher	800	800	94
	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Teton	2,600	2,500	96
	Toole	2,100	2,000	95
	Valley	3,700	3,500	95
MONTANA				
Between 25-49%	Broadwater	1,400	1,300	93
	Jefferson	2,600	2,500	96
MONTANA				
Between 5-24%	Flathead	20,600	19,900	97
	Lake	7,100	6,900	97
	Lewis + Clark	17,700	17,100	97
	Roosevelt	3,400	3,300	97
Station Totals		119,100	114,900	96
Net Weekly Circulation (1983)				61,700
Average Daily Circulation (1983)				41,200

Montana—Hardin-Billings

KOUS-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"
Longitude 108° 08' 19"

Transmitter: Pryor Star Route, Billings.

News Services: AP, INN.

Satellite Earth Stations: In operation; 4-meter.

Network Service: NBC.

Licensee: KOUS-TV Inc., Drawer D, Hardin, Mont. 59034.

Studio: West 3rd St., Hardin.

Mailing Address: Drawer D, Hardin, Mont. 59034.

Telephone: 406-665-3320 (Hardin); 406-252-4004 (Billings).

Ownership: Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thom Curtis, gen. mgr., 2%.

Began Operation: Nov. 26, 1980.

Represented (sales) by Seltel Inc; Bob Hix (Denver).

Represented (legal) by Putbren & Hunsaker.

Represented (engineering) by Kenneth Williams Jr.

Personnel:

DANIEL W. COON, president

THOM CURTIS, general manager.

STEVE KITTELSON, national sales manager.

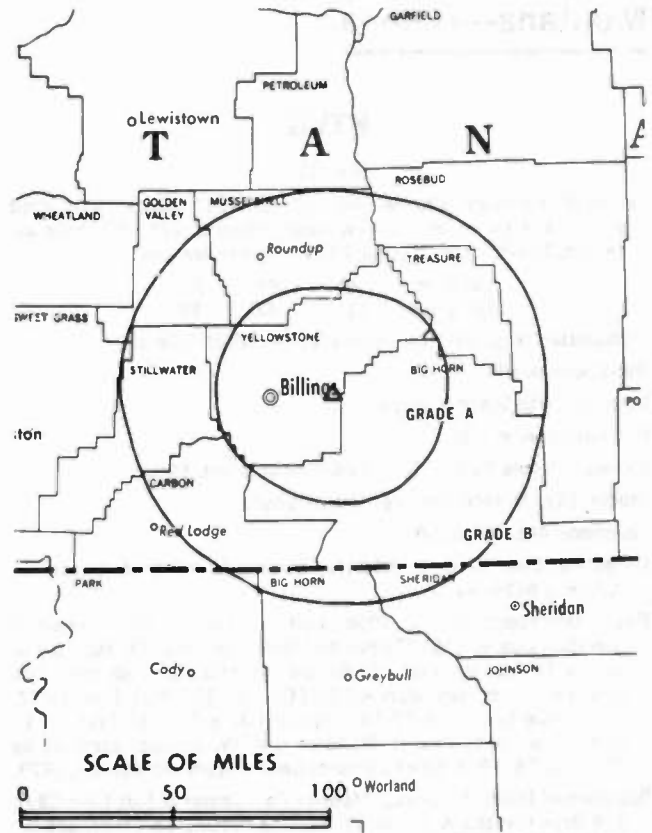
HAROLD KELSO, local sales manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,400	3,200	94
	Carbon	3,400	3,300	97
	Golden Valley	500	500	100
	Musselshell	2,000	1,900	95
	Petroleum	200	200	100
	Stillwater	2,100	2,100	100
	Treasure	400	400	100
	Yellowstone	43,400	42,700	98



KOUS-TV BNPCT-800410KI Granted 7/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA			
	Phillips	1,900	1,800	95
	Rosebud	3,500	3,300	94
	Sweet Grass	1,300	1,200	92
	Wheatland	900	900	100
Between 5-24%	MONTANA			
	Fergus	5,000	4,700	94
	Park	5,300	5,100	96
	WYOMING			
	Big Horn	4,400	4,200	95
Station Totals		77,700	75,500	97
Net Weekly Circulation (1983)			43,400	
Average Daily Circulation (1983)			21,400	

Montana—Helena

KTVG

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 117-kw visual, 11.7-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground, 7929-ft. above sea level.

Latitude 46° 49' 35"
Longitude 111° 42' 33"

Transmitter: Hogback Mtn., approx. 22-mi. NE of Helena.

News Service: UPI.

Satellite Earth Station: In operation.

Network Service: NBC.

Licensee: Helena TV Inc., Box 6125, Helena, Mont. 59601.

Studio: 2433 N. Montana Ave., Helena 59601.

Telephone: 406-443-5050.

Ownership: Lynn H. Koch, 88.21%; Stanley E. Wilson & Gwendolyn Wilson, 5.897% each.

Began Operation: Jan. 1, 1958. Left air Feb. 5, 1959; 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 by Helena TV Inc. approved June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968. Sale to present owners approved Nov. 29, 1979.

Represented (sales) by Unirep; McGuire Co. (Denver & Salt Lake City); S/R Reps (Seattle & Portland); Hyett/Ramslund Co. (Minneapolis); KLM Media (Dallas & Houston); Pearse Sales (Detroit).

Represented (legal) by Kirkland & Ellis.

Personnel:

LYNN H. KOCH, president & general manager.

HAL PECK, program director.

JOHN BOGGESS, chief engineer.

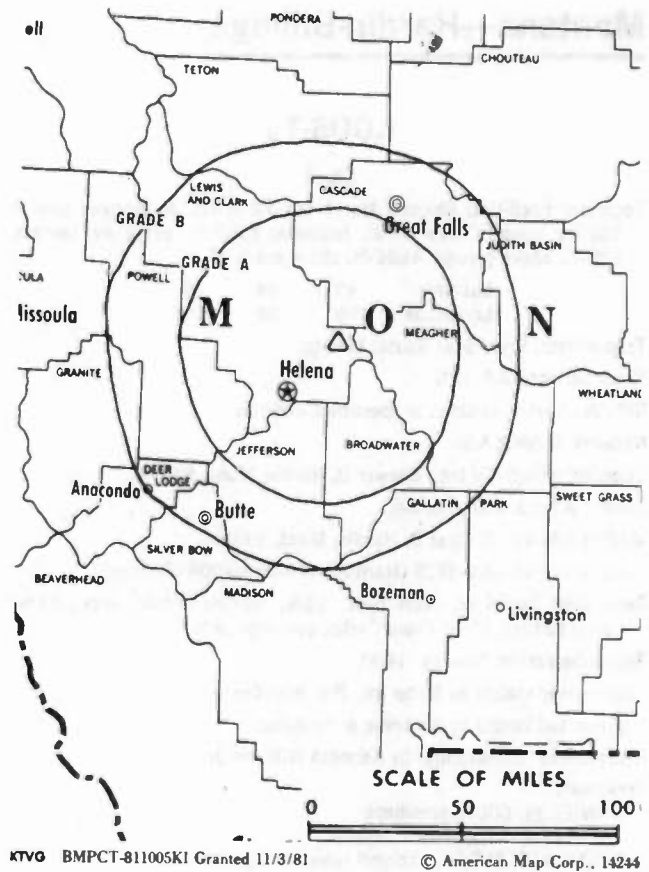
JOHN DEARING, news director.

Highest 30 Sec. Rate: \$100.

NETWORK BASE HOURLY RATE: \$125.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Broadwater	1,400	1,300	93
	Jefferson	2,600	2,500	96
	Lewis + Clark	17,700	17,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Meagher	800	800	94
Between 25-49%	MONTANA			
	Cascade	30,200	29,600	98
	Teton	2,600	2,500	96
Between 5-24%	MONTANA			
	Chouteau	2,200	2,100	95
	Deer Lodge	4,300	4,200	98
	Gallatin	16,200	15,600	96
	Powell	2,300	2,200	96
Station Totals		80,300	77,900	97
Net Weekly Circulation (1983)				31,200
Average Daily Circulation (1983)				14,800

Montana—Kalispell

KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, Mont.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"

Longitude 114° 21' 55"

Transmitter: Blacktail Mtn., 6.5-mi. W of Lakeside, Mont.

News Service: UPI.

Network Service: NBC; CBS.

Licensee: Eagle Communications Inc., Box 857, Kalispell, Mont. 59901.

Studio: 401 First Ave. E., Box 857, Kalispell, Mont. 59901.

Telephone: 406-755-5239.

Ownership: See KECI-TV, Missoula, Mont.

Began Operation: June 10, 1968.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Personnel:

MIKE STOCKLIN, general manager.

MARK HOLSTON, news director.

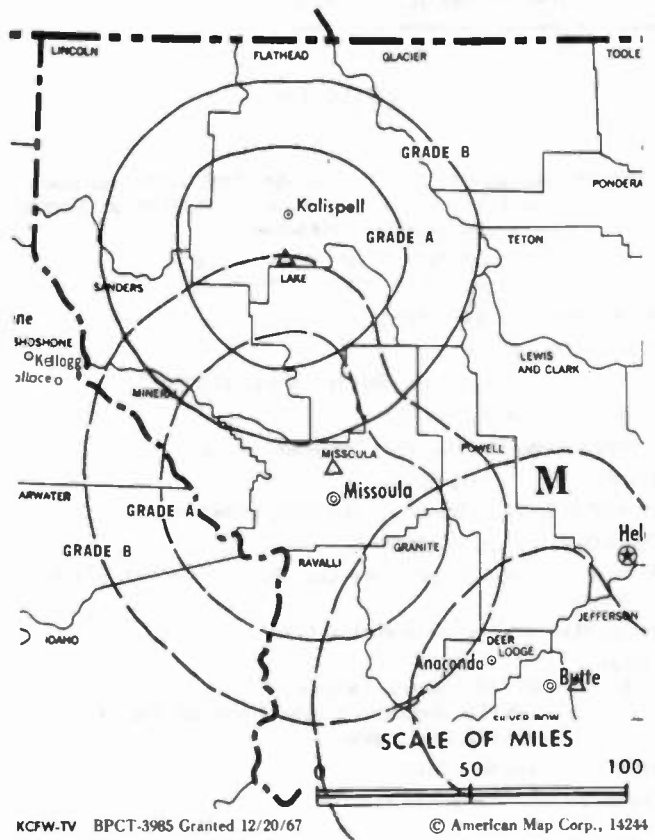
CHARLES J. CANNALIATO, chief engineer.

Highest 30 Sec. Rate: \$70.

NETWORK BASE HOURLY RATE: \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Flathead	20,600	19,900	97
	Lincoln	6,100	5,800	95
Between 25-49%	MONTANA			
	Lake	7,100	6,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
Between 5-24%	Granite	1,000	1,000	100
	Sanders	3,600	3,400	94
Station Totals		38,400	37,000	96
Net Weekly Circulation (1983)			24,900	
Average Daily Circulation (1983)			16,300	

Montana—Miles City

KYUS-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56"
Longitude 105° 51' 31"

Transmitter: 1-mi. NW of Miles City.

Network Service: NBC.

Licensee: Custer Bcstg. Corp., Box 760, Miles City 59301.

Studio: 1-mi. NW of Miles City.

Mailing Address: Box 760, Miles City, Mont. 59301.

Telephone: 406-232-3540.

Ownership: David G. Rivenes & L. B. Foster, 49.98% each.

Began Operation: Sept. 1, 1969.

Represented (sales) by Spot Time Ltd.; Bob Hix (Denver); S/R Reps (Seattle).

Represented (legal) by Daniel Webster Coon.

Personnel:

DAVID G. RIVENES, general manager.

ELLA M. RIVENES, operations manager & program director.

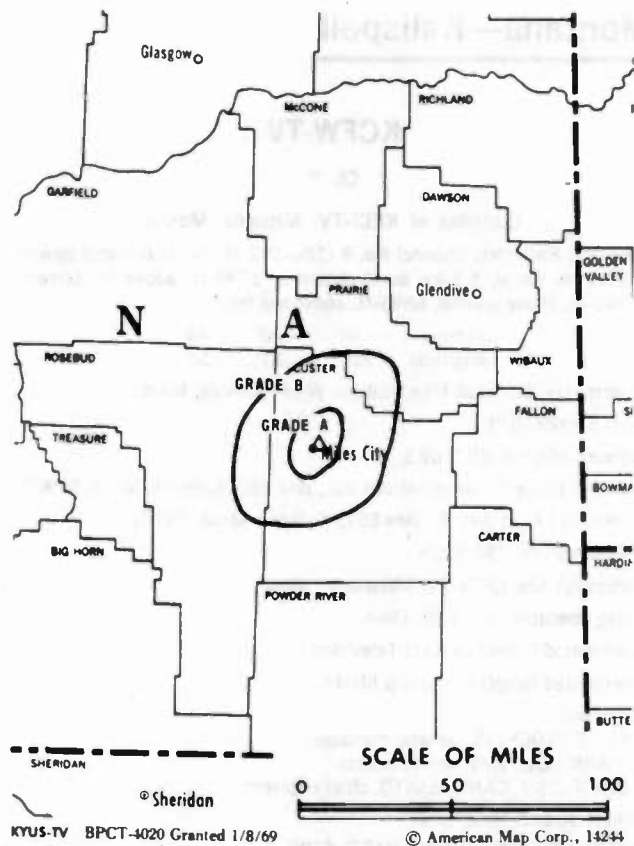
LARRY EDWARDS, chief engineer.

Highest One Hour Rate: \$150.

Highest 30 Sec. Rate (1983): \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Custer	5,200	4,900	94
	Prairie	700	600	86



KYUS-TV BPCT-4020 Granted 1/8/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
Between 5-24%	Garfield	600	500	83
	Rosebud	3,500	3,300	94
Station Totals		10,000	9,300	93
Net Weekly Circulation (1983)				4,800
Average Daily Circulation (1983)				2,100

Montana—Missoula

KECI-TV

Ch.13

(Operates satellites KCFW-TV, Kalispell & KTVM, Butte, Mont.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, Mont.

News Service: UPI.

Satellite Earth Station: Harris; 3-meter.

Network Service: NBC; also CBS on per program basis.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, Mont. 59802.

Studio: 340 W. Main St., Missoula, Mont. 59802.

Telephone: 406-721-2063. TWX: 406-543-3521.

Ownership: Precht Communications Inc., 100%. Officers: Robert H. Precht, chmn.-secy.; Michael Stocklin, v.p.; Ronald Greenberg.

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). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

Represented (sales) by Katz Televison.

Represented (legal) by Cohn & Marks.

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

Personnel:

MICHAEL J. STOCKLIN, general manager.
KERRY HALLIN, program director.
STEVE FETVEIT, news director.
LARRY ARBAUGH, chief engineer.

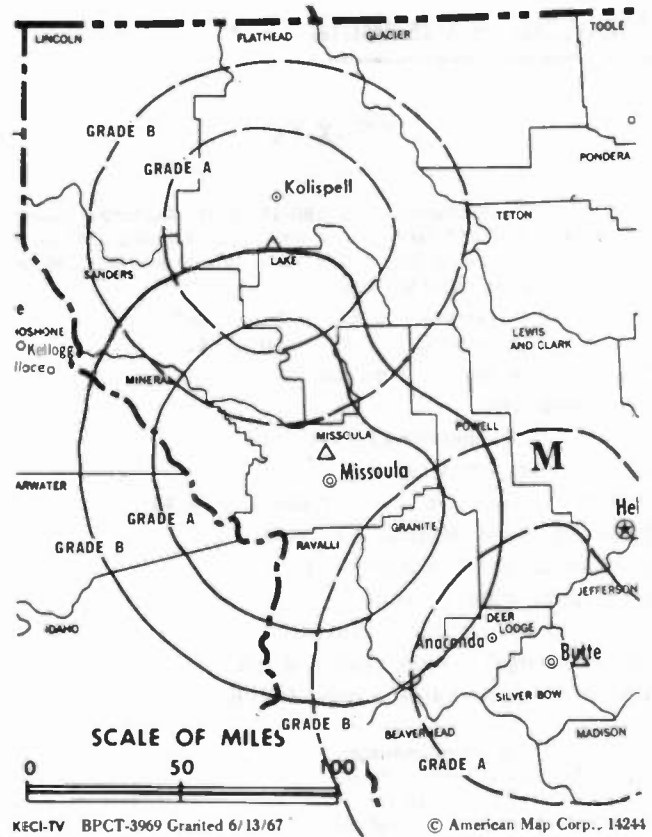
Highest One Hour Rate: \$900.

Highest 30 Sec. Rate (July 29, 1983): \$285.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Lemhi	3,000	2,800	93
	MONTANA			
	Beaverhead	3,000	2,800	93
	Deer Lodge	4,300	4,200	98
	Gallatin	16,200	15,600	96
	Granite	1,000	1,000	100
	Jefferson	2,600	2,500	96
	Lake	7,100	6,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	2,100	2,100	100
	Mineral	1,600	1,600	100
	Missoula	30,900	29,800	96
	Powell	2,300	2,200	96
	Ravalli	8,900	8,600	97
Silver Bow	14,500	14,100	98	
Between 25-49%	MONTANA			
	Sanders	3,600	3,400	94
Between 5-24%	IDAHO			
	Blaine	4,700	4,500	96
	Shoshone	6,900	6,700	97
	MONTANA			
	Broadwater	1,400	1,300	93
	Flathead	20,600	19,900	97
	Park	5,300	5,100	96
Station Totals		140,000	135,100	96
Net Weekly Circulation (1983)			86,000	
Average Daily Circulation (1983)			55,800	

Montana—Missoula

KPAX-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48.0-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level.

Latitude 47° 01' 06"
Longitude 114° 00' 41"

Transmitter: TV Mountain, 4-mi. E of Evaro.

News Service: UPI.

Arbitron Data: Included with KXLF-TV, Butte.

Network Service: ABC & CBS.

Licensee: Garryowen Corp., Box 2557, Billings, Mont. 59103.

Studio: 2204 Regent, Missoula, Mont. 59801.

Ownership: See KXLF-TV, Butte, Mont.

Began Operation: May 1, 1970.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Reddy, Begley & Martin.

Represented (engineering) by Silliman & Silliman.

Personnel:

PETE FRIDEN, general manager.

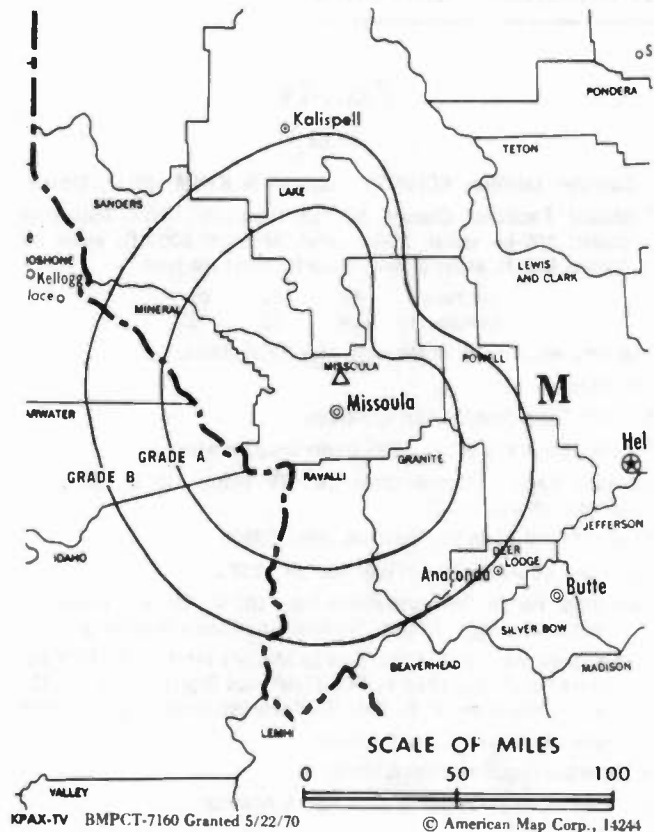
IAN MARQUAND, news director.

DON BRADLEY, film buyer.

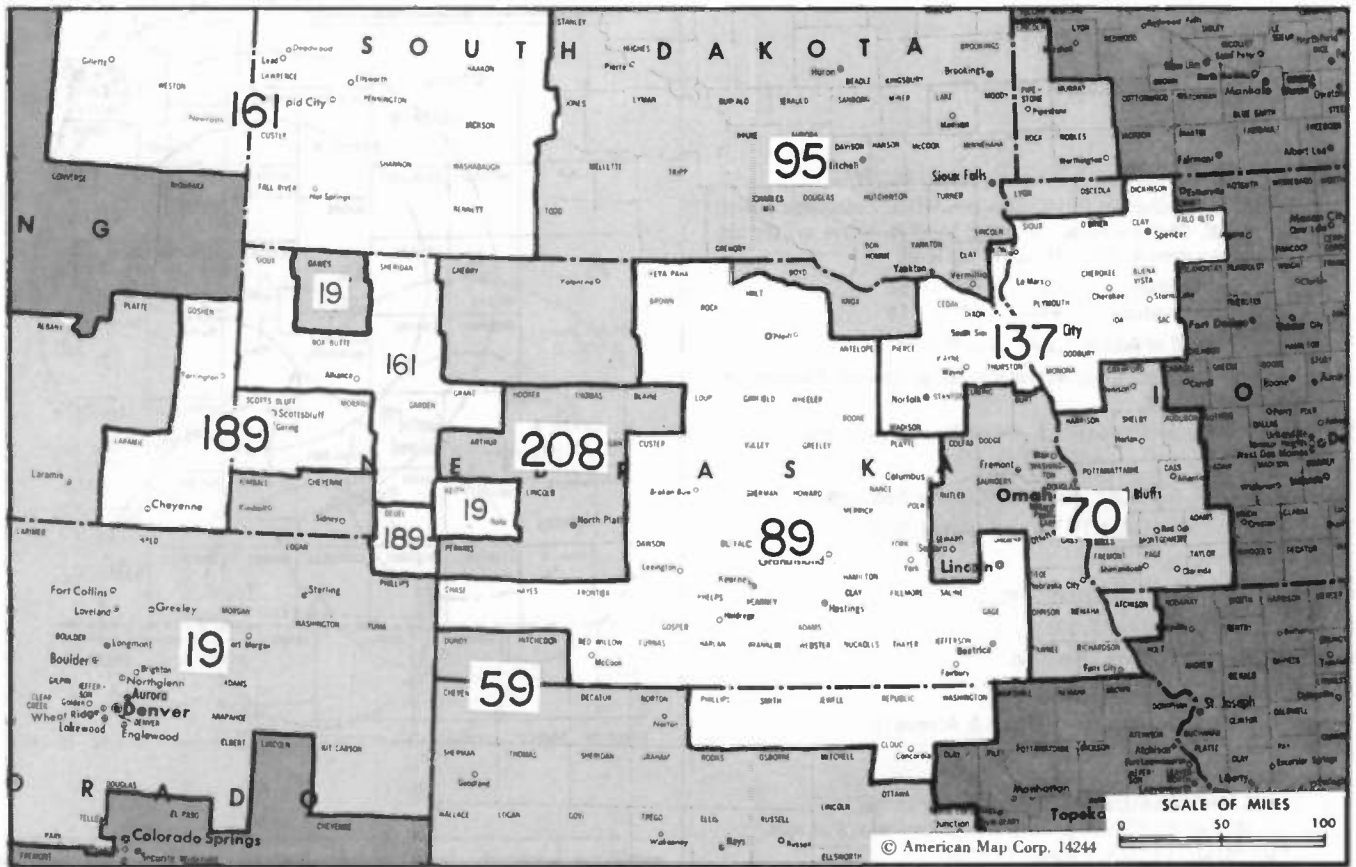
JEROME MacDONALD, chief engineer.

Highest 30 Sec. Rate (July 27, 1983): \$210.

Rates: Sold in combination with KXLF-TV, Butte.



Nebraska



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Denver, Colo.	911,600	19	523,000	20	KBTV (9), KCNC-TV (4), KDVR (31), KMGH-TV (7), KWGN-TV (2)
Wichita-Hutchinson, Kan.	413,000	59	214,000	64	KAKE-TV (10), KAYS-TV (7), KLOE-TV (10), KSNC (2), KSNL (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
Omaha, Neb.	341,800	70	230,000	60	KETV (7), KMTV (3), WOWT (6)
Lincoln-Hastings-Kearney, Neb.	254,400	89	121,000	100	KBGT-TV (8), KGIN-TV (11), KHAS-TV (5), KHGI-TV (13), KOLN-TV (10), KSNB-TV (4), KWNB-TV (6)
Sioux Falls-Mitchell, S.D.	231,800	95	132,000	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLD-TV (6), KPRTV-TV (4), KSFY-TV (13)
Sioux City, Iowa	149,300	137	83,000	134	KCAU-TV (9), KMEG (14), KTIV (4)
Rapid City, S.D.	93,700	161	45,000	160	KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Cheyenne, Wyo.	49,600	189	23,000	182	KSTF (10), KTVS (3), KYCU-TV (5)
North Platte, Neb.	17,500	208	8,000	205	KNOP-TV (2)

Nebraska Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	6	3	9
			23

Nebraska—Albion

KBGT-TV

(formerly KCNA-TV)

Ch. 8

(Semi-satellite of KHGI-TV, Kearney, Neb.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 28.2-kw aural. Antenna: 1150-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 Rte. 91.

News Services: AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

Satellite Earth Stations: Prodelin, 5-meter; Pinzone receivers.

Network Service: ABC.

Licensee: Amaturio Group Inc., Box 220, Kearney, Neb. 68847.

Telephone: 308-793-2494, NTV Network, Axtell, Neb.

TWX: 910-960-3746.

Ownership: See KHGI-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOSEPH C. AMATURO, chairman.

FRANK E. BROSSEAU, president & general manager.

WAYNE W. LANSCHÉ, vice president & general sales manager.

GLENDA McCUTCHEON, program director.

CHARMA JAMES, director of advertising & promotion.

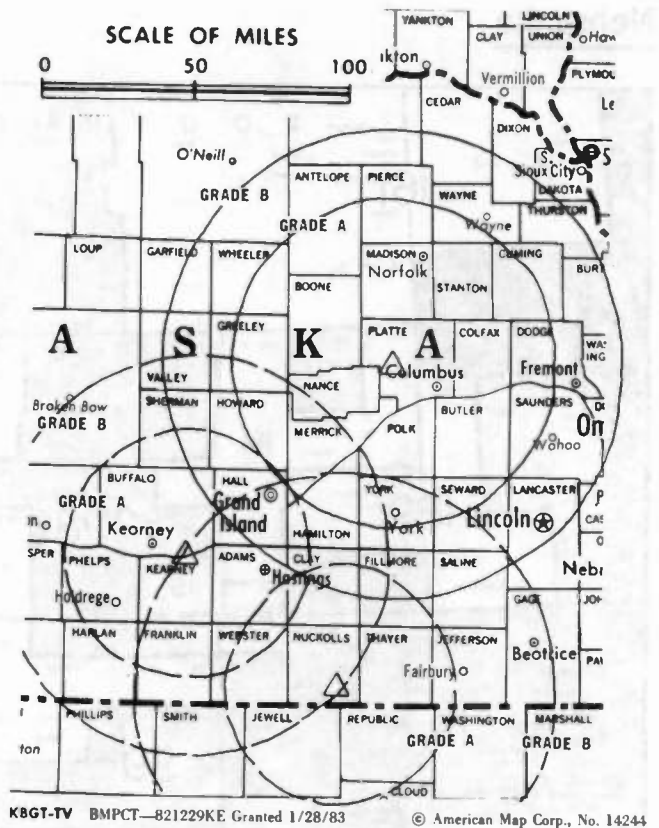
JERRY FUEHRER, chief engineer.

JOHN ALLEN ADAMS, news director.

Rates: Sold in conjunction with KHGI-TV, Kearney, KWNB-TV, Hayes Center & KSNB-TV, Superior, all Neb.

NETWORK BASE HOURLY RATE: Bonus to KHGI-TV, Kearney.

Arbitron Data: Included with parent KHGI-TV, Kearney, Neb.



KBGT-TV BMPCT—821229KE Granted 1/28/83

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MALARKEY-TAYLOR ASSOCIATES

Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

Nebraska—Grand Island

KGIN-TV

Ch. 11

(Satellite of KOLN-TV, Lincoln, Neb.)



AVERY-KNODEL TELEVISION
A FETZER STATION

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"
Longitude 98° 48' 10"

Transmitter: 10-mi. NE of Minden.

News Services: AP, UPI, U.S. Weather Bureau, CBS.

Satellite Earth Stations: Microdyne, 7-meter; Avcom, 3.2-meter; Microdyne & Avcom receivers.

Network Service: CBS.

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 231 S. Locust St., Grand Island, Neb. 68801.

Telephone: 308-382-6100. TWX: 910-621-8114.

Ownership: See KOLN-TV, Lincoln.

Began Operation: October 1, 1961.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

Same as KOLN-TV.

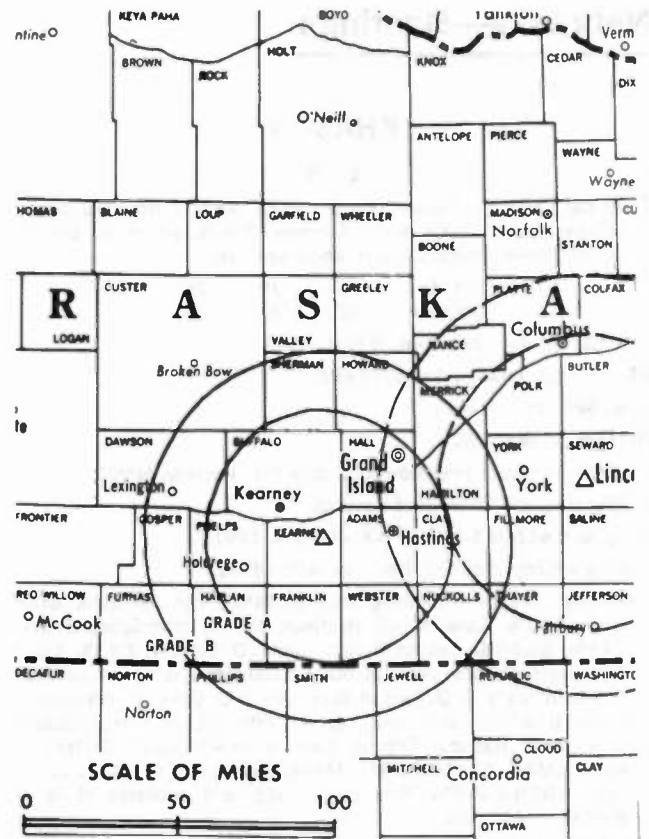
STAN LINNERTZ, manager, Grand Island.

BOB SCHNUELLE, director of public relations & public affairs, Grand Island.

Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

Arbitron Data: Included with parent KOLN-TV, Lincoln, Neb.



KGIN-TV BMPCT-5631 Granted 8/24/61

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WASHINGTON, D.C.	1111 19th St., N.W., 20036	(202) 331-9270
ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

Nebraska—Hastings

KHAS-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-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, 1-kw, 1230 kHz.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Nebraska Television Corp., Box 578, Hastings 68901.

Studio: Hwy. 281, 3-mi. N of Hastings.

Telephone: 402-463-1321. TWX: 402-596-1490.

Mailing Address: Box 578, Hastings, Neb. 68901.

Ownership: Seaton Publishing Co., 51.54%; Morrison-Quirk Grain Corp., 3.64%; Radio KHAS, Hastings, 4.07%; John Spady Estate, 1.75%; Gladys D. Seaton, 3.30%; James D. Conway, 2.83%; Lloyd P. Kissinger, 1.45%; over 100 other stockholders, none with as much as 2%. Officers: G. D. Seaton, pres.; James D. Conway, secy.-treas.; Duane B. Allison, asst. secy.; John T. Benson, asst. secy. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN & KMKF(FM), Manhattan, Kan.; KFYO, Lubbock, Tex.; KNEB-AM-FM, Scottsbluff, Neb. and publishes chain of Western newspapers.

Began Operation: Jan. 1, 1956.

Represented (sales) by Seltel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

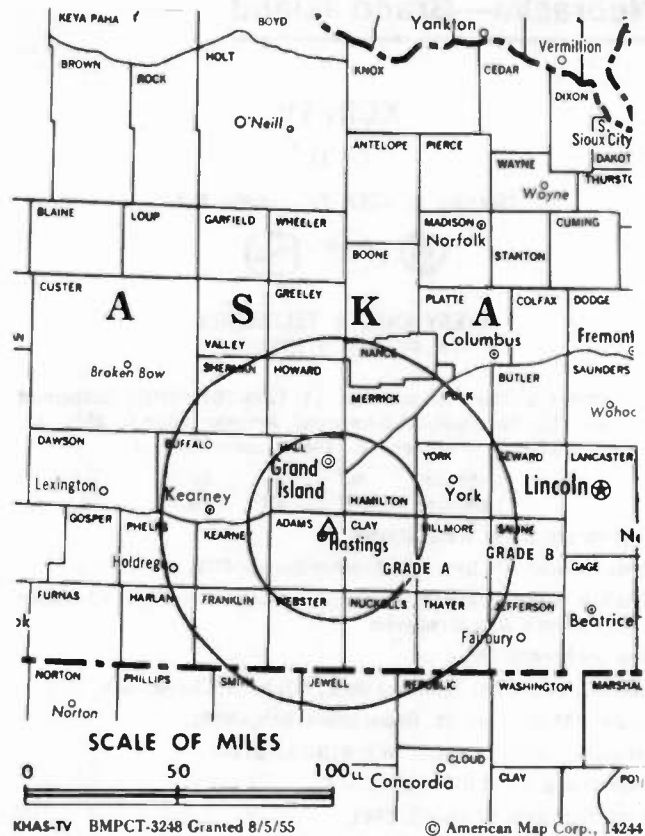
JOHN T. BENSON JR., general manager.
BILL HUGHES, general sales manager.
JOE MARTIN, news director.
DUANE B. ALLISON, chief engineer.

Highest 30 Sec. Rate (July 26, 1983): \$525.

NETWORK BASE HOURLY RATE: \$375.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	2,100	2,000	95
	Phillips	2,900	2,800	97
	Smith	2,400	2,400	98
NEBRASKA	Adams	12,200	12,100	99
	Boone	2,700	2,700	98
	Buffalo	13,000	12,800	98
	Clay	3,000	3,000	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,400	18,200	99
	Hamilton	3,500	3,500	100
	Harlan	1,700	1,700	100
	Howard	2,400	2,400	98
	Jefferson	3,800	3,700	97
	Kearney	2,600	2,600	100
	Merrick	3,300	3,200	97
	Nance	1,700	1,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nuckolls	2,600	2,500	96
	Phelps	3,700	3,700	100
	Polk	2,300	2,300	100
	Sherman	1,500	1,500	100
	Thayer	2,900	2,900	98
	Valley	2,200	2,100	95
	Webster	1,900	1,900	100
	York	5,700	5,600	98
KANSAS	Between 25-49%			
	Republic	3,100	3,000	97
	Rooks	2,700	2,700	100
NEBRASKA	Custer	5,300	5,200	97
	Dawson	8,600	8,500	99
	Loup	300	300	100
	Wheeler	400	400	100
	KANSAS	Between 5-24%		
Clay		4,100	4,000	98
Cloud		4,800	4,700	97
Mitchell		3,400	3,300	97
Osborne		2,400	2,300	96
Sheridan		1,400	1,400	100
Washington		3,300	3,200	97
NEBRASKA	Brown	1,700	1,600	94
	Frontier	1,500	1,500	100
	Platte	10,600	10,500	99
	Saline	5,200	5,100	98
	Seward	5,700	5,600	98
Station Totals		170,600	168,200	98
Net Weekly Circulation (1983)			104,000	
Average Daily Circulation (1983)			57,100	

Nebraska—Hayes Center

KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, Neb.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural, 710-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"
Longitude 101° 01' 46"

Transmitter: County Rd., 8-mi. N of Hayes Center.

News Services: AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

Satellite Earth Stations: Prodelin; 5-meter; Pinzone receivers.

Network Service: ABC.

Licensee: Amaturio Group Inc., Box 220, Kearney, Neb. 68847.

Studio: County Rd., 8-mi. N of Hayes Center.

Telephone: 308-743-2494, NTV Network, Axtell, Neb.

TWX: 910-960-3746.

Ownership: See KHGI-TV, Kearney, Neb.

Began Operation: Feb. 9, 1956.

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOSEPH C. AMATURO, chairman.

FRANK E. BROSSEAU, president & general manager.

WAYNE W. LANSCH, vice president & general sales manager.

GLENDIA McCUTCHEON, program director.

CHARMA JAMES, director of advertising & promotion.

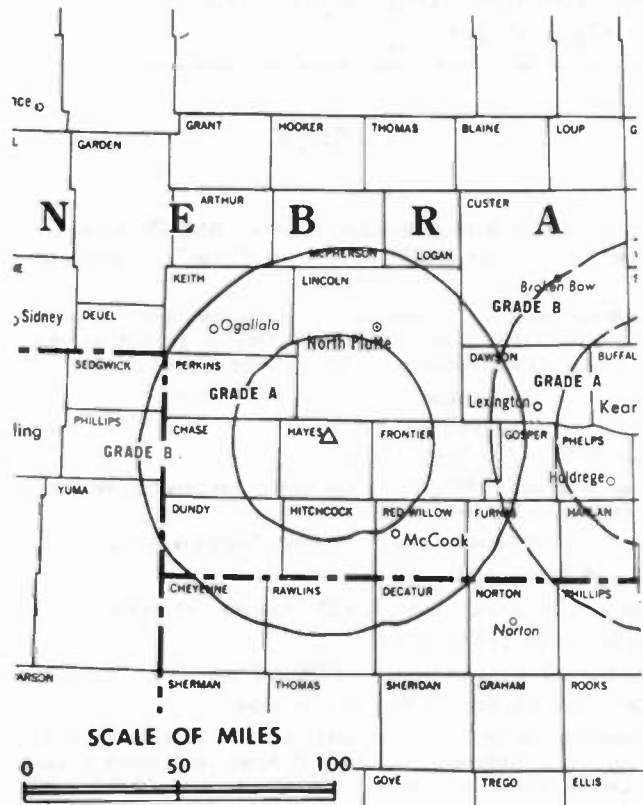
JERRY FUEHRER, chief engineer.

JOHN ALLEN ADAMS, news director.

Rates: Sold in conjunction with KHGI-TV, Kearney; KBGT-TV, Albion & KSNB-TV, Superior, all Neb.

NETWORK BASE HOURLY RATE: Bonus to KHGI-TV, Kearney.

Arbitron Data: Included with parent KHGI-TV, Kearney, Neb.



KWNB-TV BPCT-2531 Granted 9/17/58

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INSTANT FACTBOOK

Factbook Research, Inc.

1836 Jefferson Place, N.W.

Washington, D.C. 20036

Nebraska—Kearney-Hastings-Grand Island

KHGI-TV

Ch. 13

(Operates NTV Network including satellite KWNB-TV, Hayes Center; semi-satellites KBGT-TV, Albion & KSNB-TV, Superior, all Neb.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 3243-ft. above sea level.

Latitude 40° 39' 27"
Longitude 98° 52' 04"

Transmitter: 1.2 mi. NW of Lowell.

News Services: AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

Satellite Earth Stations: Prodelin, 5-meter; Pinzone receivers.

Network Service: ABC.

Licensee: Amaturio Group Inc., Box 220, Kearney, Neb. 68847.

Studio: 2.5-mi. E of Axtell, Neb.

Telephone: 308-743-2494, Axtell. TWX: 910-960-3746.

Mailing Address: Box 220, Kearney, Neb. 68847.

Ownership: Joseph C. Amaturio, pres., 22.08%; Henry A. Loeb, v.p.; Thomas L. Kempner, treas.; Irwin D. Rowe, secy.; Henry A. Loeb, Carl M. Loeb Jr. & Margaret L. Kempner, trustees, 44.25% jointly; Ann L. Bronfman, 7.08%; Judith L. Chiara, 3.5%; Frances M. Loeb, Thomas L. Kempner & Henry A. Loeb, trustees, 10.67% jointly; Bernard E. Brandes & William A. Perlmuth, holding for benefit of Stroock, Stroock & Lavan, 7.08% jointly; others, none with as much as 2%. Amaturio Group also owns & operates satellite KWNB-TV, Hayes Center and semi-satellites KBGT-TV, Albion & KSNB-TV, Superior, all Neb. Amaturio has 25% of WFTL AM-FM, Ft. Lauderdale, Fla. Alan M. Stroock has 8% of KWSR(AM), Rifle, Colo. Amaturio Group also owns KKSS(FM), St. Louis, Mo.; WDRQ(FM), Detroit, Mich. & KMJQ(FM), Clear Lake City, Tex.

Began Operation: Dec. 24, 1953. Sale to present owner by NTV Enterprises approved by FCC Nov. 16, 1979 (Television Digest, Vol. 19:24). Sale to NTV by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Vol. 14:7).

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOSEPH C. AMATURO, chairman.
FRANK E. BROSSAU, president & general manager.
WAYNE W. LANSCH, vice president & general sales manager.
GLENDA McCUTCHEON, program director.
CHARMA JAMES, director of advertising & promotion.
JERRY FUEHRER, chief engineer.
JOHN ALLEN ADAMS, news director.

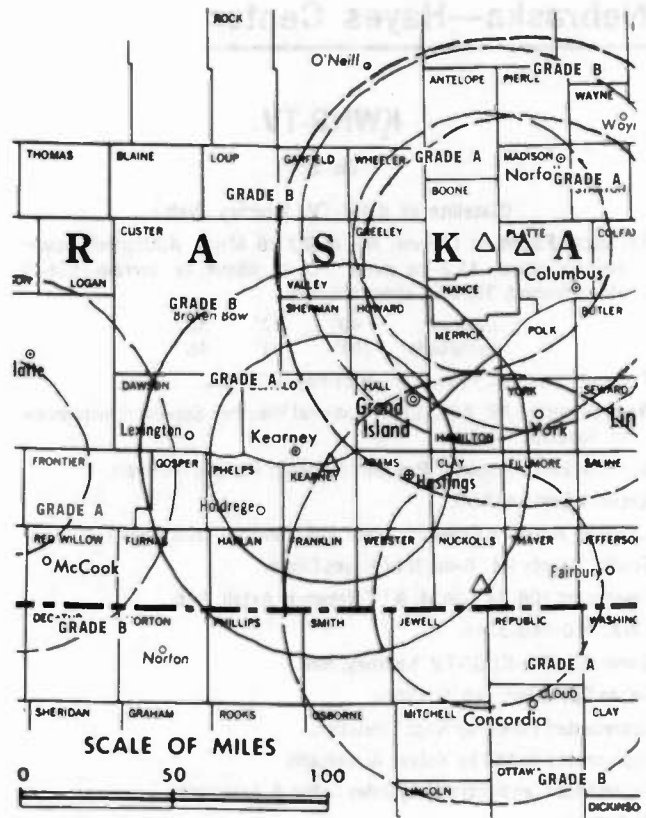
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include KWNB-TV, Hayes Center; KBGT-TV, Albion; KSNB-TV, Superior, Neb.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cheyenne	1,500	1,500	100
	Cloud	4,800	4,700	97
	Decatur	1,800	1,800	100
	Graham	1,500	1,500	100
	Jewell	2,100	2,000	95
	Logan	1,500	1,400	97
	Mitchell	3,400	3,300	97



KHGI-TV BPCT-2718 Granted 8/1/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Norton	2,600	2,500	96
	Phillips	2,900	2,800	97
	Rawlins	1,600	1,600	100
	Republic	3,100	3,000	97
	Rooks	2,700	2,700	100
	Smith	2,400	2,400	98
	Washington	3,300	3,200	97
NEBRASKA				
	Adams	12,200	12,100	99
	Antelope	3,200	3,100	97
	Arthur	200	200	100
	Boone	2,700	2,700	98
	Buffalo	13,000	12,800	98
	Chase	1,800	1,800	100
	Clay	3,000	3,000	100
	Custer	5,300	5,200	97
	Dawson	8,600	8,500	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Frontier	1,500	1,500	100
	Furnas	2,600	2,500	96
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,400	18,200	99
	Hamilton	3,500	3,500	100
	Harlan	1,700	1,700	100
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Howard	2,400	2,400	98
	Jefferson	3,800	3,700	97
	Kearney	2,600	2,600	100
	Keith	3,800	3,800	100
	Lincoln	14,200	14,000	99
	Logan	500	500	100
(Continued on page 573)				
Station Totals		292,200	287,500	98
Net Weekly Circulation (1983)			187,400	
Average Daily Circulation (1983)			112,700	

Nebraska—McCook-Oberlin, Kan.

KSNK

(formerly KOMC)

Ch. 8

(Satellite of KSNW, Wichita, Kan.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw visual, 59.4-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.

News Services: AP, KSN.

Network Service: NBC.

Licensee: Kansas State Network Inc., Box 333, Wichita, Kan. 67201.

Studio: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Telephone: 913-475-2248.

Ownership: See KSNW, Wichita, Kan.

Began Operation: Oct. 16, 1959.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

ROBERT BERKHEIMER, station manager.

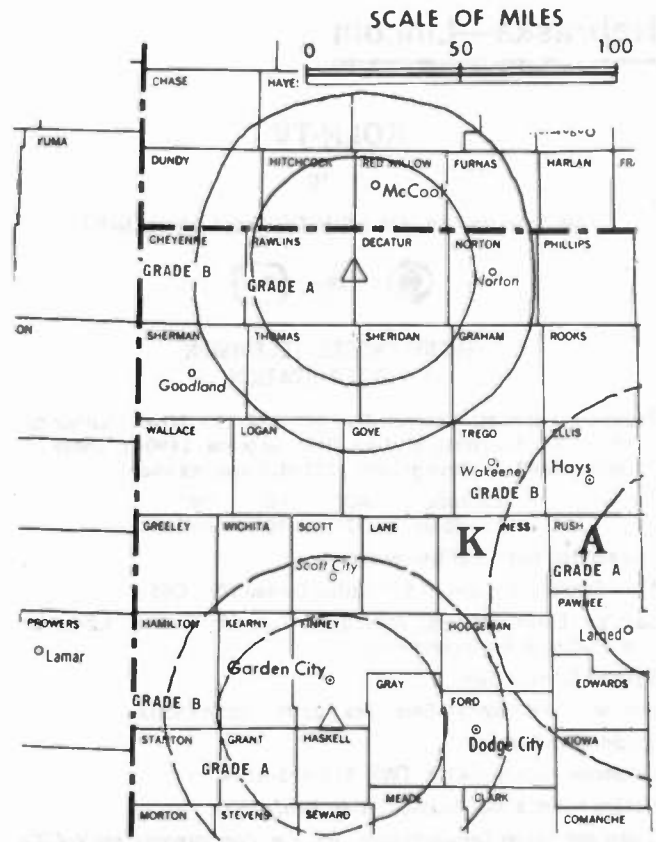
DELMER COSS, chief engineer.

Rates: Offered as a bonus with KSNW, Wichita, Kan. & satellites (Kansas State Network) KSNB, Garden City, Kan. & KSNB, Great Bend, Kan.

NETWORK BASE HOURLY RATE: Bonus to KSNB, Great Bend, Kan.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KANSAS				
		Cheyenne	1,500	1,500	100
		Decatur	1,800	1,800	100
		Gove	1,400	1,400	100
		Graham	1,500	1,500	100
		Logan	1,500	1,400	97
		Norton	2,600	2,500	96
		Rawlins	1,600	1,600	100
		Sheridan	1,400	1,400	100
		Sherman	3,000	2,900	98
		Thomas	3,200	3,100	97
		NEBRASKA			
		Chase	1,800	1,800	100



KSNK BPCT-820707KF Granted 8/20/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dundy	1,200	1,200	100
	Furnas	2,600	2,500	96
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Red Willow	5,100	5,000	98
NEBRASKA				
Between 25-49%	Frontier	1,500	1,500	100
KANSAS				
Between 5-24%	Phillips	2,900	2,800	97
	Smith	2,400	2,400	98
	Wallace	700	700	100
NEBRASKA				
	Gosper	800	800	100
	Kearney	2,600	2,600	100
Station Totals		43,100	42,400	98
Net Weekly Circulation (1983)				29,500
Average Daily Circulation (1983)				19,700

Nebraska—Lincoln

KOLN-TV

Ch. 10

(Also operates satellite KGIN-TV, Grand Island, Neb.)



AVERY-KNODEL TELEVISION
A FETZER STATION

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 36.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

News Services: AP, UPI, U.S. Weather Bureau Wire, CBS.

Satellite Earth Stations: Microdyne, 7-meter; Avcom, 3.2-meter; Microdyne & Avcom receivers.

Network Service: CBS.

Licensee: Cornhusker TV Corp., Box 30350, Lincoln 68503.

Studio: 40th & W Sts.

Telephone: 402-467-4321. TWX: 910-621-8114.

Mailing Address: Box 30350, Lincoln, Neb. 68503.

Ownership: Fetzer Communications Inc. 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 Wilkinson, Barker, Knauer & Quinn.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN E. FETZER, chairman.

A. JAMES EBEL, president & general manager.

PAUL JENSEN, vice president & station manager.

WESLEY MASER, sales manager.

DON WRIGHT, news director.

BOB FURMAN, production director.

DALE HOLT, public affairs director.

LARRY HALL, farm director.

LYLE D. KAUFMAN, chief engineer.

KAREN WALKLIN, promotion & public relations director.

Highest One Hour Rate (July 1, 1983): \$5000.

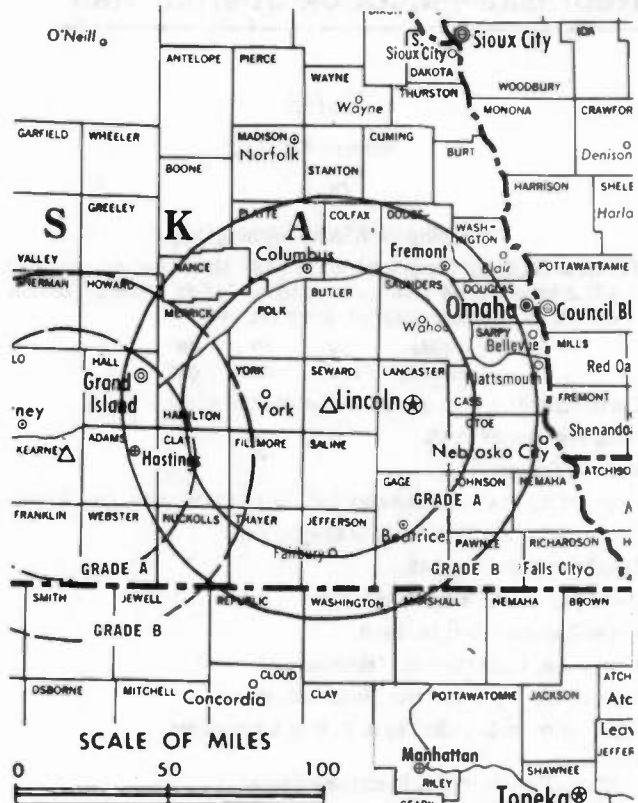
Highest 30 Sec. Rate (July 1, 1983): \$500.

Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$910.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cloud	4,800	4,700	97
	Jewell	2,100	2,000	95
	Norton	2,600	2,500	96
	Phillips	2,900	2,800	97
	Republic	3,100	3,000	97
	Smith	2,400	2,400	98
	Washington	3,300	3,200	97
	NEBRASKA			
	Adams	12,200	12,100	99
Antelope	3,200	3,100	97	
Boone	2,700	2,700	98	
Brown	1,700	1,600	94	



KOLN-TV BPCT-3649 Granted 12/15/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Buffalo	13,000	12,800	98
	Butler	3,400	3,300	97
	Clay	3,000	3,000	100
	Custer	5,300	5,200	97
	Dawson	8,600	8,500	99
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Frontier	1,500	1,500	100
	Furnas	2,600	2,500	96
	Gage	9,300	9,200	98
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,400	18,200	99
	Hamilton	3,500	3,500	100
	Harlan	1,700	1,700	100
	Holt	5,100	4,900	96
	Howard	2,400	2,400	98
	Jefferson	3,800	3,700	97
	Johnson	2,200	2,200	100
	Kearney	2,600	2,600	100
	Keya Paha	500	500	100
	Lancaster	76,500	75,600	99
	Lincoln	14,200	14,000	99
	Loup	300	300	100
	Madison	12,300	12,000	98
	Merrick	3,300	3,200	97
	Nance	1,700	1,700	100
	Nuckolls	2,600	2,500	96
	Pawnee	1,600	1,600	97
Phelps	3,700	3,700	100	
Platte	10,600	10,500	99	
Polk	2,300	2,300	100	
Red Willow	5,100	5,000	98	
Rock	900	900	100	
Saline	5,200	5,100	98	
Saunders	6,900	6,800	99	

(Continued on page 573)

Station Totals	579,600	572,100	98
Net Weekly Circulation (1983)		299,700	
Average Daily Circulation (1983)		199,800	

**If you could choose
only one TV station to reach
Nebraska's "Big Farmers,"
which would you choose?**

**How about the one that's
the overwhelming choice
of decision-makers
on those farms:
KOLN-TV/KGIN-TV.**



No other station in the Lincoln-Hastings-Kearney ADI comes close to delivering as many farmers as KOLN-TV/KGIN-TV. From 6-7 a.m., we dominate the audience by a margin of six-to-one. Our noon farm news attracts four times as many farmers as our next closest competitor. And twice as many operators of farms making \$20,000 or more in income from farm products depend on KOLN-TV/KGIN-TV for information from 6-6:30 p.m. and 10-10:30 p.m.*


Get all the facts and figures from your Avery-Knodel representative. Then direct your message to your best prospect, the "Big Farmer" in Nebraska. He's watching KOLN-TV/KGIN-TV.

*Arbltron Farm Television, March 1982



*A Feltzer
Station*

KOLN-TV / KGIN-TV

Channel 10  A CBS Affiliate Channel 11

LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
1500 FT. TOWER / 1069 FT. TOWER

Avery-Knodel Television National Representatives

Nebraska—North Platte

KNOP-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-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.

News Service: AP.

Network Service: NBC.

Licensee: North Platte Television Inc., Box 749, North Platte 69101.

Studio: 4.7-mi. NN E of center of town.

Telephone: 308-532-2222.

Mailing Address: Box 749, North Platte, Neb. 69101.

Ownership: Shively Communications. Richard Shively, 90%; Ulysses A. Carlini, 10%. Shively owns 22.84% of Permian Basin Television Corp., licensee of KTPX(TV), Odessa-Monahans & KWAB-TV, Big Spring, Tex. Shively Communications owns applicants for Ch. 62, Hammond, Ind.; Ch. 24, Danville, Va.

Began Operation: Dec. 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

Represented (sales) by Adam Young Inc.

Represented (legal) by James E. Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ULYSSES A. CARLINI, general manager.

JODI RITACCA, news director.

LARRY FROST, sports director.

MARK HIMMLER, chief engineer.

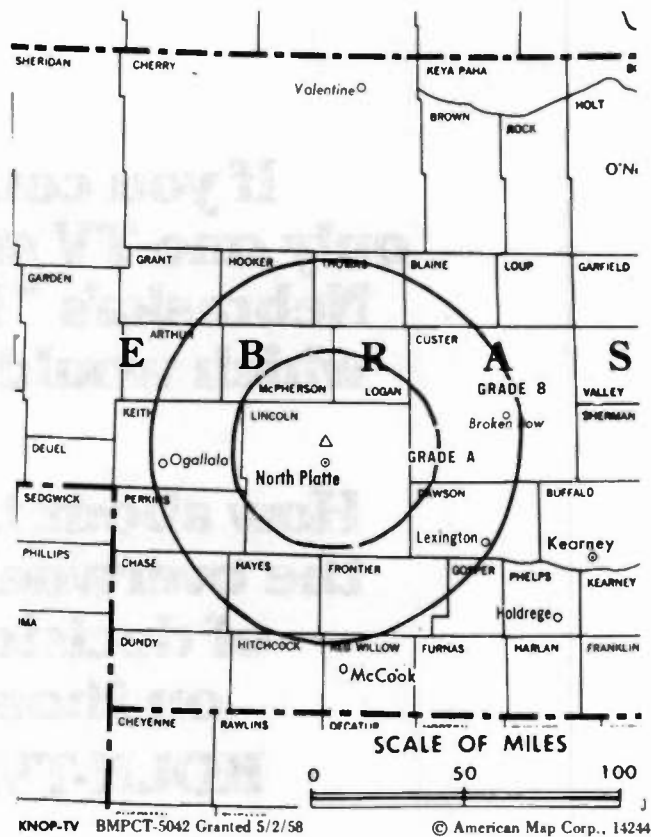
CHERYL McDONALD, traffic director.

Highest 30 Sec. Rate (July 25, 1983): \$150.

NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Arthur	200	200	100
	Blaine	300	300	100
	Custer	5,300	5,200	97
	Dawson	8,600	8,500	99
	Frontier	1,500	1,500	100
	Grant	300	300	100
	Hooker	400	400	100
	Keith	3,800	3,800	100
	Lincoln	14,200	14,000	99
	Logan	500	500	100
	Mc Pherson	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perkins	1,500	1,500	100
	Thomas	400	400	100
Between 25-49%	NEBRASKA			
	Chase	1,800	1,800	100
	Deuel	1,100	1,100	100
	Garden	1,100	1,100	95
Hayes	500	500	100	
Between 5-24%	COLORADO			
	Phillips	1,800	1,800	100
KANSAS	Cheyenne	1,500	1,500	100
	NEBRASKA			
Cherry	2,500	2,400	96	
Gosper	800	800	100	
Hitchcock	1,500	1,500	100	
Loup	300	300	100	
Station Totals		50,100	49,600	99
Net Weekly Circulation (1983)				31,100
Average Daily Circulation (1983)				20,700

Nebraska—Omaha

KETV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1360-ft. above av. terrain, 1362.5-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"
Longitude 96° 01' 37"

Transmitter: 5600 N. 72nd St.

News Services: AP, UPI.

Network Service: ABC.

Licensee: KETV Television Inc., 27th & Douglas Sts., Omaha 68131.

Studio: 27th & Douglas Sts., Omaha Neb. 68131.

Telephone: 402-345-7777. TWX: 910-622-0710.

Ownership: Pulitzer Publishing Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 17, 1957. Sale to present owner by Peter Kiewit Sons' Inc. (publisher of Omaha World-Herald) approved by FCC Feb. 26, 1976 (Television Digest, Vol. 15:45). Previous 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 (Vol. 2:45, 3:23).

Represented (sales) by Blair Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

GARY R. NIELSEN, vice president & general manager.

HOWARD SHRIER, general sales manager.

LIN WHITE, local/regional sales manager.

RON TILLERY, program/promotion manager.

RAY DEPA, news director.

DON CLAUSEN, chief engineer.

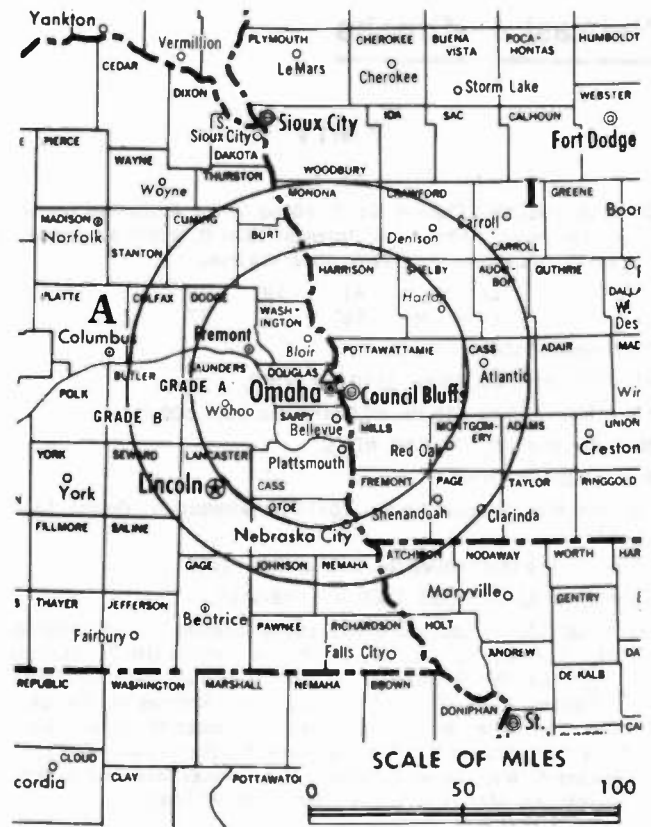
Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate (April 11, 1983): \$1700.

NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,200	2,200	98
	Audubon	3,200	3,200	100
	Cass	6,800	6,700	99
	Crawford	6,900	6,800	99
	Fremont	3,600	3,600	100
	Harrison	6,000	5,900	98
	Mills	4,800	4,700	98
	Monona	4,500	4,400	98
	Montgomery	5,300	5,200	98
	Page	7,600	7,500	99
	Pottawattamie	31,800	31,500	99
	Shelby	5,500	5,400	98
	Taylor	3,300	3,200	97
	MISSOURI			
	Atchison	3,300	3,300	98
	NEBRASKA			
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Cass	7,600	7,500	99
	Colfax	3,900	3,800	97
	Cumling	4,200	4,100	98
	Dodge	13,800	13,700	99
	Douglas	152,100	150,500	99
	Gage	9,300	9,200	98
	Johnson	2,200	2,200	100
	Lancaster	76,500	75,600	99
Nemaha	3,200	3,100	97	
Otoe	5,800	5,700	98	



KETV BPCT-3701 Granted 4/25/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pawnee	1,600	1,600	97
	Platte	10,600	10,500	99
	Richardson	4,500	4,400	98
	Saline	5,200	5,100	98
	Sarpy	29,200	29,100	100
	Saunders	6,900	6,800	99
	Seward	5,700	5,600	98
	Stanton	2,400	2,300	96
	Washington	5,700	5,700	100
	Between 25-49%	KANSAS		
Marshall		5,100	5,000	98
MISSOURI				
Nodaway	8,100	8,000	98	
Between 5-24%	NEBRASKA			
	Jefferson	3,800	3,700	97
	Thurston	2,400	2,400	98
	York	5,700	5,600	98
	IOWA			
	Adair	3,800	3,800	100
	Carroll	8,200	8,100	99
Ida	3,400	3,400	100	
Sac	5,500	5,400	98	
Union	5,600	5,500	98	
KANSAS				
Nemaha	4,200	4,100	98	
MISSOURI				
Holt	2,800	2,700	96	
NEBRASKA				
Antelope	3,200	3,100	97	
Boone	2,700	2,700	98	
Dakota	6,200	6,200	100	
Dixon	2,700	2,700	100	
Madison	12,300	12,000	98	
Nance	1,700	1,700	100	
Polk	2,300	2,300	100	
Wayne	3,500	3,500	100	
Station Totals		545,200	538,700	98
Net Weekly Circulation (1983)			422,200	
Average Daily Circulation (1983)			275,800	

Nebraska—Omaha

KMTV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"
Longitude 96° 01' 37"

Transmitter: 5400 N. 72nd St.

AM Affiliate: KFAB, 50-kw, 1110 kHz (NBC).

FM Affiliate: KGOR, 115-kw, 99.9 MHz (No. 260), 500-ft.

News Services: AP, UPI, NBC, NIWS.

Network Service: NBC.

Licensee: May Broadcasting Co., 10714 Mockingbird Dr., Omaha, Neb. 68127.

Studio: 10714 Mockingbird Dr., Omaha, Neb. 68127.

Telephone: 402-592-3333. TWX: 402-348-1109.

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.). May Bcstg. also owns KGUN-TV, Tucson, Ariz.; KMA(AM), Shenandoah, Ia. Officers of May Bcstg. Co.: Owen L. Saddler, chmn.; Edward W. May, pres.; Norman W. Williams, exec. v.p.; James B. Shaum, v.p.-secy.; Frances M. Rankin, v.p.-treas.; Eleanor Jean May, v.p.-asst. secy. and the following directors: Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, O. L. Saddler, Norman W. Williams.

Began Operation: Sept. 1, 1949.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

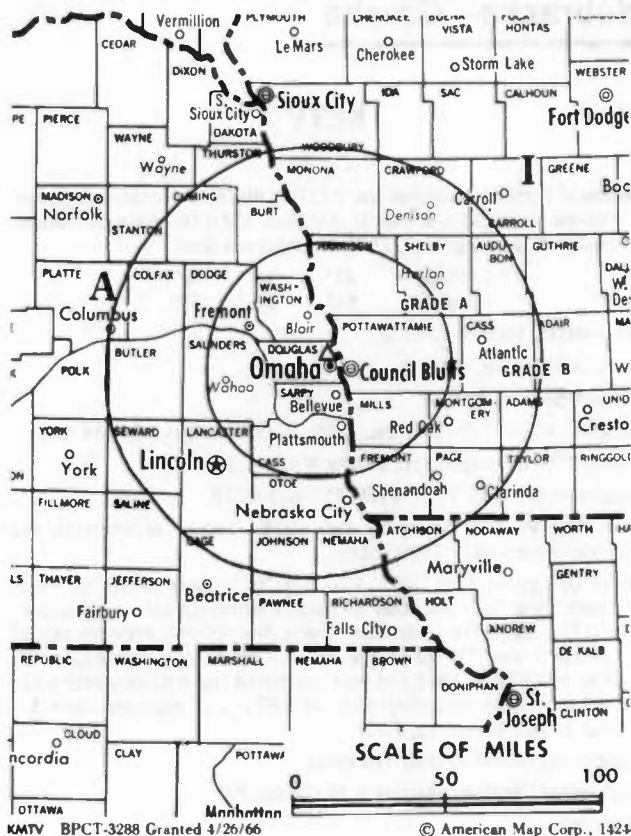
OWEN SADDLER, chairman of the board.
EDWARD W. MAY, president.
NORMAN W. WILLIAMS, executive vice president.
ROGER OTTENBACH, vice president & general manager.
GALE TOTTEEN, vice president, engineering.
RICHARD L. RONCKA, general sales manager.
JAY B. MAXEY, national sales manager.
ARTHUR JACOBSON, operations director.
DONALD E. BROWERS, program manager.
RICHARD B. BOCK, program production manager.
KENNETH MICHELSON, film director.
LARRY STEELE, chief engineer.

Highest 30 Sec. Rate (Aug. 1, 1983): \$1400.

NETWORK BASE HOURLY RATE: \$1175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,200	2,200	98
	Audubon	3,200	3,200	100
	Cass	6,800	6,700	99
	Crawford	6,900	6,800	99
	Fremont	3,600	3,600	100
	Harrison	6,000	5,900	98
	Mills	4,800	4,700	98
	Monona	4,500	4,400	98
	Montgomery	5,300	5,200	98
	Page	7,600	7,500	99
	Pottawattamie	31,800	31,500	99
	Shelby	5,500	5,400	98
	Taylor	3,300	3,200	97
	MISSOURI			
	Atchison	3,300	3,300	98
	NEBRASKA			
Burt	3,400	3,400	100	
Butler	3,400	3,300	97	



KMTV BPCT-3288 Granted 4/26/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cass	7,600	7,500	99
	Colfax	3,900	3,800	97
	Cuming	4,200	4,100	98
	Dodge	13,800	13,700	99
	Douglas	152,100	150,500	99
	Gage	9,300	9,200	98
	Johnson	2,200	2,200	100
	Lancaster	76,500	75,600	99
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	97
	Platte	10,600	10,500	99
	Richardson	4,500	4,400	98
	Saline	5,200	5,100	98
Sarpy	29,200	29,100	100	
Saunders	6,900	6,800	99	
Seward	5,700	5,600	98	
Stanton	2,400	2,300	96	
Washington	5,700	5,700	100	
Between 25-49%	MISSOURI			
	Nodaway	8,100	8,000	98
	NEBRASKA			
	Jefferson	3,800	3,700	97
Thurston	2,400	2,400	98	
York	5,700	5,600	98	
Between 5-24%	IOWA			
	Adair	3,800	3,800	100
	Carroll	8,200	8,100	99
	Guthrie	4,600	4,500	98
	Ida	3,400	3,400	100
	Sac	5,500	5,400	98
	Union	5,600	5,500	98
KANSAS				
Marshall	5,100	5,000	98	
(Continued on page 573)				
Station Totals		539,700	533,300	98
Net Weekly Circulation (1983)			407,000	
Average Daily Circulation (1983)			244,400	

Nebraska-Omaha

WOWT

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1380-ft. above av. terrain, 1358-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 40"
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

News Services: AP, UPI, CBS, Weatherscan, ESDI, National Weather Service, Chronicle Bcstg.

Satellite Earth Stations: 3 Microwave Associates; 5-meter.

Network Service: CBS.

Licensee: Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, Cal. 94119.

Studio: 3501 Farnam St., Omaha, Neb. 68131.

Telephone: 402-346-6666. TWX: 910-622-0488.

Ownership: Chronicle Broadcasting Co. Francis Martin, pres.; Edward L. Zachary, pres., WOWT Div. For other interests, see KRON-TV, San Francisco.

Began Operation: Aug. 29, 1949. Sale to present owner by Meredith Corp. approved by FCC May 20, 1975 (Television Digest, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

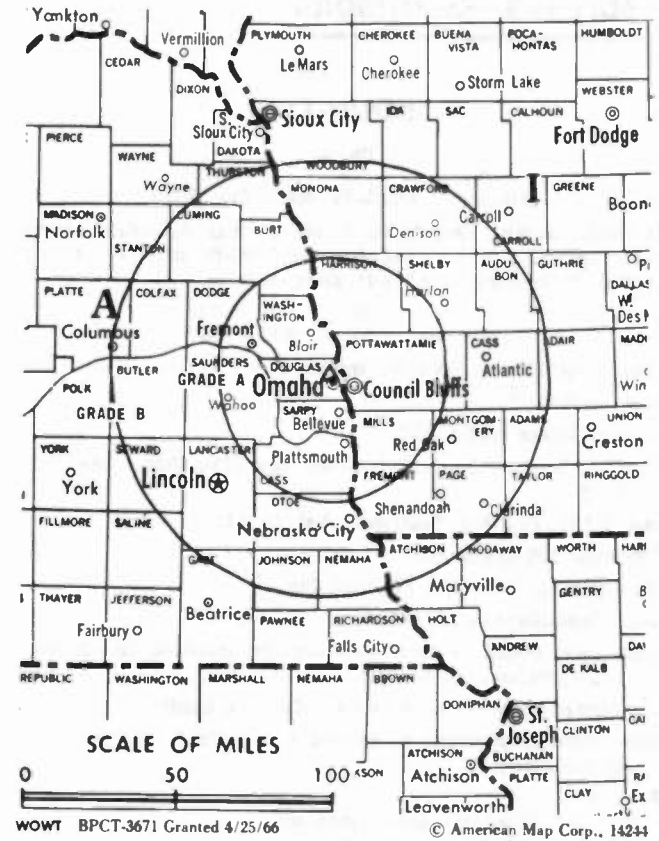
- ED ZACHARY, president & general manager.
- JOHN DOWD, general sales manager.
- JOHN DIXON, program director.
- WAYNE GOETZ, chief engineer.
- JUDY HORAN, promotion manager.
- RUTH WILLIAMS, creative director.
- BRYCE ANDERSON, farm director.
- JAMES McGAFFIN, director, public affairs.
- HOWARD GREGORY, production manager.
- WILLIAM F. TEMPLIN, controller.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1071.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,200	2,200	98
	Audubon	3,200	3,200	100
	Cass	6,800	6,700	99
	Crawford	6,900	6,800	99
	Fremont	3,600	3,600	100
	Harrison	6,000	5,900	98
	Mills	4,800	4,700	98
	Monona	4,500	4,400	98
	Montgomery	5,300	5,200	98
	Page	7,600	7,500	99
	Pottawattamie	31,800	31,500	99
	Shelby	5,500	5,400	98
	Taylor	3,300	3,200	97
	MISSOURI			
	Atchison	3,300	3,300	98
	NEBRASKA			
Burt	3,400	3,400	100	
Butler	3,400	3,300	97	
Cass	7,600	7,500	99	
Colfax	3,900	3,800	97	
Cuming	4,200	4,100	98	
Dodge	13,800	13,700	99	
Douglas	152,100	150,500	99	
Gage	9,300	9,200	98	
Johnson	2,200	2,200	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	76,500	75,600	99
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Platte	10,600	10,500	99
	Richardson	4,500	4,400	98
	Sarpy	29,200	29,100	100
	Saunders	6,900	6,800	99
	Seward	5,700	5,600	98
	Stanton	2,400	2,300	96
	Thurston	2,400	2,400	98
Washington	5,700	5,700	100	
Between 25-49%	MISSOURI			
	Nodaway	8,100	8,000	98
	NEBRASKA			
	Jefferson	3,800	3,700	97
	Madison	12,300	12,000	98
	Pawnee	1,600	1,600	97
	Saline	5,200	5,100	98
Wayne	3,500	3,500	100	
York	5,700	5,600	98	
Between 5-24%	IOWA			
	Adair	3,800	3,800	100
	Carroll	8,200	8,100	99
	Guthrie	4,600	4,500	98
	Ida	3,400	3,400	100
	Ringgold	2,400	2,400	100
	Sac	5,500	5,400	98
	Union	5,600	5,500	98
	KANSAS			
	Marshall	5,100	5,000	98
MISSOURI				
Holt	2,800	2,700	96	
NEBRASKA				
Antelope	3,200	3,100	97	
Dakota	6,200	6,200	100	
Polk	2,300	2,300	100	
Station Totals		540,900	534,400	98
Net Weekly Circulation (1983)			393,000	
Average Daily Circulation (1983)			258,100	

Nebraska—Scottsbluff

KDUH-TV

Ch. 4

(Affiliate of KOTA-TV, Rapid City, S.D.)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1961-ft. above ground, 6316-ft. above sea level.

Latitude 42° 10' 21"
Longitude 103° 13' 57"

Transmitter: 13.1-mi. SW of Hemingford, Neb.

News Service: UPI.

Network Service: NBC & ABC.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, S.D. 57709.

Studio: 1523 First Ave., Scottsbluff, Neb. 69361.

Telephone: 308-632-3071.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by Katz Television; The Soderlund Co. (Omaha-Lincoln); McGuire Co. (Denver).

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

Represented (engineering) by Edward F. Lorentz & Associates; Vir James (Denver).

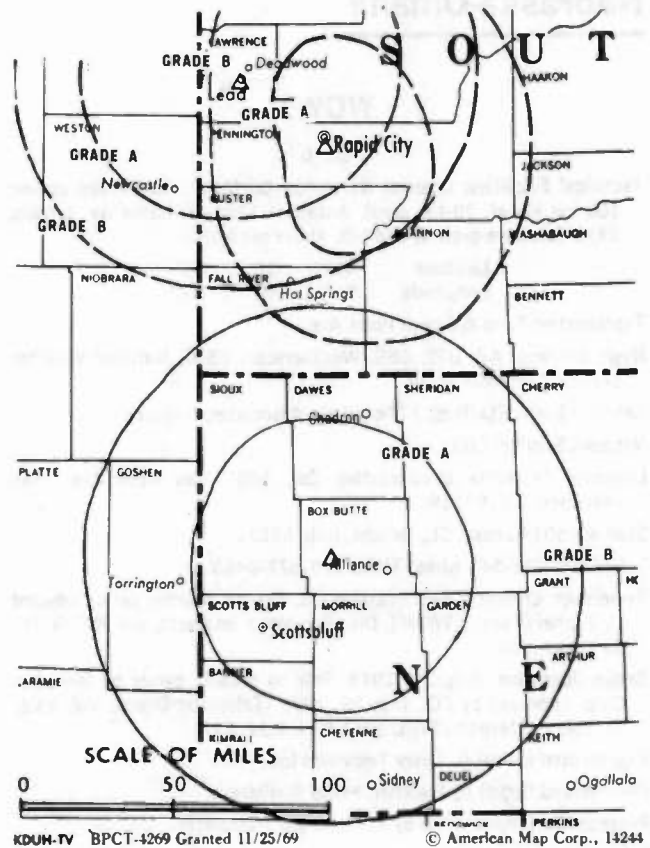
Personnel:

WILLIAM DUHAMEL, general manager.
WES HAUGEN, general sales manager.
DON LARSEN, director of engineering.
JERRY DISHONG, resident manager.

Rates: Sold in combination with KOTA-TV.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
NEBRASKA					
50% & Over	Banner	300	300	100	
	Box Butte	5,500	5,400	98	
	Cheyenne	4,100	4,000	98	
	Dawes	3,700	3,600	97	
	Garden	1,100	1,100	95	
	Grant	300	300	100	
	Kimball	1,800	1,800	100	
	Morrill	2,400	2,300	96	
	Scotts Bluff	14,500	14,200	98	
	Sheridan	3,000	2,900	97	
	Sioux	800	800	100	
	WYOMING				
		Goshen	4,600	4,500	98
	Niobrara	1,300	1,200	96	



Net Weekly Circulation	State County	Total Households	TV Households	%	
SOUTH DAKOTA					
Between 25-49%	Fall River	3,300	3,200	97	
	WYOMING				
Between 5-24%	Platte	5,200	4,900	94	
	Weston	2,800	2,700	96	
	COLORADO				
Between 5-24%	Logan	7,600	7,300	96	
	NEBRASKA				
	Arthur	200	200	100	
	Cherry	2,500	2,400	96	
	Deuel	1,100	1,100	100	
	Hooker	400	400	100	
	SOUTH DAKOTA				
	Bennett	1,000	1,000	100	
Station Totals		67,500	65,600	97	
Net Weekly Circulation (1983)				40,000	
Average Daily Circulation (1983)				26,100	

Nebraska—Scottsbluff-Gering

KSTF

Ch. 10

(Satellite of KYCU-TV, Cheyenne, Wyo.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 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.

News Services: AP, CBS.

Network Service: CBS & ABC.

Licensee: Wyneco Communications Inc., 2923 E. Lincolnway, Cheyenne, Wyo. 82001.

Studio: 1402 First Ave., Scottsbluff, Neb. 69361.

Telephone: 307-634-7755, Cheyenne.

Ownership: See KYCU-TV, Cheyenne.

Began Operation: Aug. 7, 1955.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Personnel:

W. J. BRENNAN, resident manager.

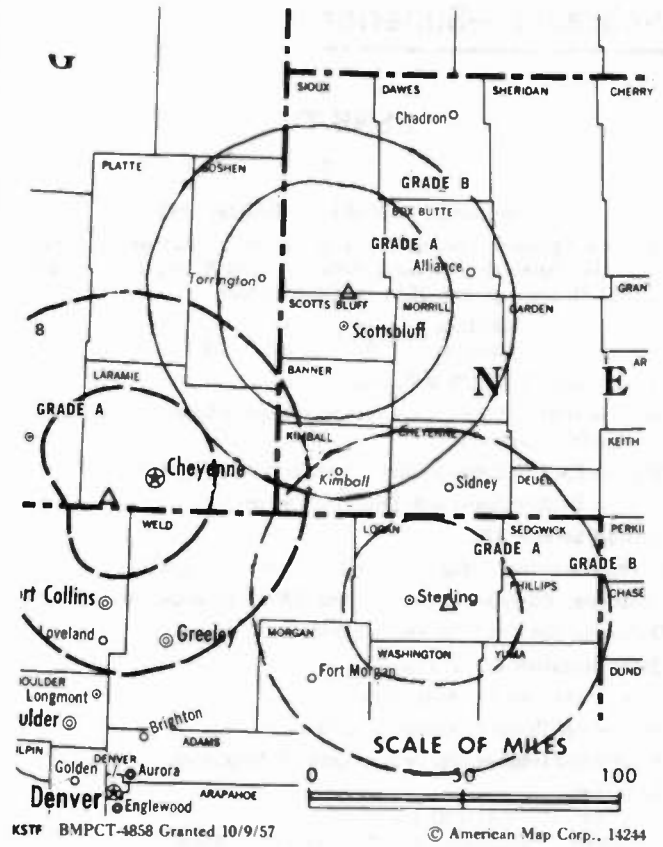
CARL J. OCCHIPINTI, general manager.

Rates: Sold in combination with KYCU-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations. Separate rates also available.

NETWORK BASE HOURLY RATE: Bonus to KYCU-TV, Cheyenne, Wyo.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Banner	300	300	100
	Box Butte	5,500	5,400	98
	Kimball	1,800	1,800	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,500	14,200	98
	Sioux	800	800	100
	WYOMING			
	Goshen	4,600	4,500	98



KSTF: BMPCT-4858 Granted 10/9/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
WYOMING				
Between 25-49%	Niobrara	1,300	1,200	96
	Platte	5,200	4,900	94
NEBRASKA				
Between 5-24%	Cheyenne	4,100	4,000	98
	Dawes	3,700	3,600	97
	Deuel	1,100	1,100	100
	Garden	1,100	1,100	95
	Grant	300	300	100
	Sheridan	3,000	2,900	97
SOUTH DAKOTA				
	Fall River	3,300	3,200	97
Station Totals		53,000	51,600	97
Net Weekly Circulation (1983)			31,100	
Average Daily Circulation (1983)			20,000	

Nebraska—Superior

KSNB-TV

Ch. 4

(Semi-satellite of KHGI-TV, Kearney, Neb.)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.6-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2834-ft. above sea level.

Latitude 40° 05' 13"
Longitude 97° 55' 12"

Transmitter: 4.7-mi. SW of Ruskin.

News Services: AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

Satellite Earth Stations: Prodelin, 5-meter; Pinzone receivers.

Arbitron Data: Included with KHGI-TV, Kearney.

Network Service: ABC.

Licensee: Amataro Group Inc., Box 220, Kearney, Neb. 68847.

Telephone: 308-743-2494, Axtell, Neb. TWX: 910-960-3746.

Ownership: See KHGI-TV, Kearney, Neb.

Began Operation: Oct. 1, 1965.

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOSEPH C. AMATURO, chairman.

FRANK E. BROSSEAU, president & general manager.

WAYNE W. LANSCHÉ, vice president & general sales manager.

GLENDA McCUTCHEON, program director.

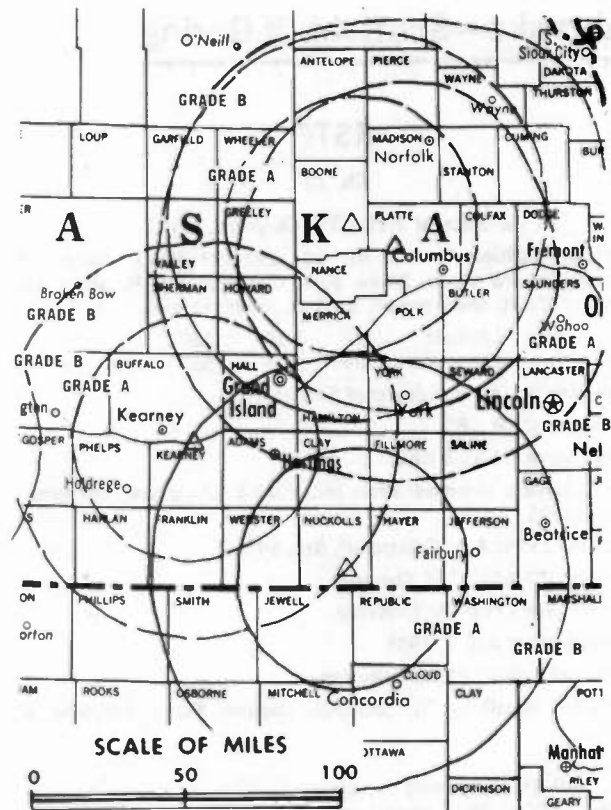
CHARMA JAMES, director of advertising & promotion.

JERRY FUEHRER, chief engineer.

JOHN ALLEN ADAMS, news director.

Rates: Sold in conjunction with KHGI-TV, Kearney; KBGT-TV, Albion, and KWNB-TV, Hayes Center, all Neb.

NETWORK BASE HOURLY RATE: Bonus to KHGI-TV, Kearney.



KSNB-TV BMPCT-6399 Granted 3/14/67

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PUBLIC BROADCASTING REPORT

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Nebraska

KHGI-TV, Kearney (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA—(Continued)				
50% & Over	Loup	300	300	100
	Merrick	3,300	3,200	97
	Nance	1,700	1,700	100
	Nuckolls	2,600	2,500	96
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Pierce	3,100	3,100	98
	Polk	2,300	2,300	100
	Red Willow	5,100	5,000	98
	Sherman	1,500	1,500	100
	Thayer	2,900	2,900	98
	Valley	2,200	2,100	95
	Webster	1,900	1,900	100
	Wheeler	400	400	100
	York	5,700	5,600	98
BETWEEN 25-49%				
Between 25-49%	KANSAS			
	Lincoln	1,700	1,700	97
	Marshall	5,100	5,000	98
	Osborne	2,400	2,300	96
	Ottawa	2,300	2,200	96
	Sheridan	1,400	1,400	100
	Sherman	3,000	2,900	98
	Thomas	3,200	3,100	97
	NEBRASKA			
	Deuel	1,100	1,100	100
	Gage	9,300	9,200	98
	Holt	5,100	4,900	96
	Keya Paha	500	500	100
	Mc Pherson	200	200	100
	Madison	12,300	12,000	98
	Platte	10,600	10,500	99
	Rock	900	900	100
	Stanton	2,400	2,300	96
BETWEEN 5-24%				
Between 5-24%	COLORADO			
	Sedgwick	1,400	1,400	100
	Yuma	3,900	3,700	95
	KANSAS			
	Clay	4,100	4,000	98
	Wallace	700	700	100
	NEBRASKA			
	Blaine	300	300	100
	Brown	1,700	1,600	94
	Butler	3,400	3,300	97
	Colfax	3,900	3,800	97
	Garden	1,100	1,100	95
	Hooker	400	400	100
	Knox	4,200	4,100	96
	Pawnee	1,600	1,600	97
	Saline	5,200	5,100	98
	Seward	5,700	5,600	98
	Thomas	400	400	100
	Wayne	3,500	3,500	100

KOLN-TV, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA—(Continued)				
50% & Over	Seward	5,700	5,600	98
	Sherman	1,500	1,500	100
	Stanton	2,400	2,300	96
	Thayer	2,900	2,900	98
	Valley	2,200	2,100	95
	Webster	1,900	1,900	100
	York	5,700	5,600	98
BETWEEN 25-49%				
Between 25-49%	IOWA			
	Fremont	3,600	3,600	100
	KANSAS			
	Graham	1,500	1,500	100
	Marshall	5,100	5,000	98
	NEBRASKA			
	Boyd	1,300	1,300	100
	Cass	7,600	7,500	99
	Cherry	2,500	2,400	96
	Colfax	3,900	3,800	97
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Pierce	3,100	3,100	98
	Richardson	4,500	4,400	98
	Wheeler	400	400	100
BETWEEN 5-24%				
Between 5-24%	IOWA			
	Mills	4,800	4,700	98
	KANSAS			
	Decatur	1,800	1,800	100
	Mitchell	3,400	3,300	97
	Nemaha	4,200	4,100	98
	Osborne	2,400	2,300	96
	Rooks	2,700	2,700	100
	MISSOURI			
	Atchison	3,300	3,300	98
	NEBRASKA			
	Blaine	300	300	100
	Burt	3,400	3,400	100
	Cedar	3,700	3,700	99
	Cuming	4,200	4,100	98
	Dodge	13,800	13,700	99
	Douglas	152,100	150,500	99
	Sarpy	29,200	29,100	100
	Thomas	400	400	100
	Thurston	2,400	2,400	98

KMTV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 5-24%	Holt	2,800	2,700	96
	NEBRASKA			
	Boone	2,700	2,700	98
	Dakota	6,200	6,200	100
	Madison	12,300	12,000	98
	Nance	1,700	1,700	100
	Polk	2,300	2,300	100
	Wayne	3,500	3,500	100