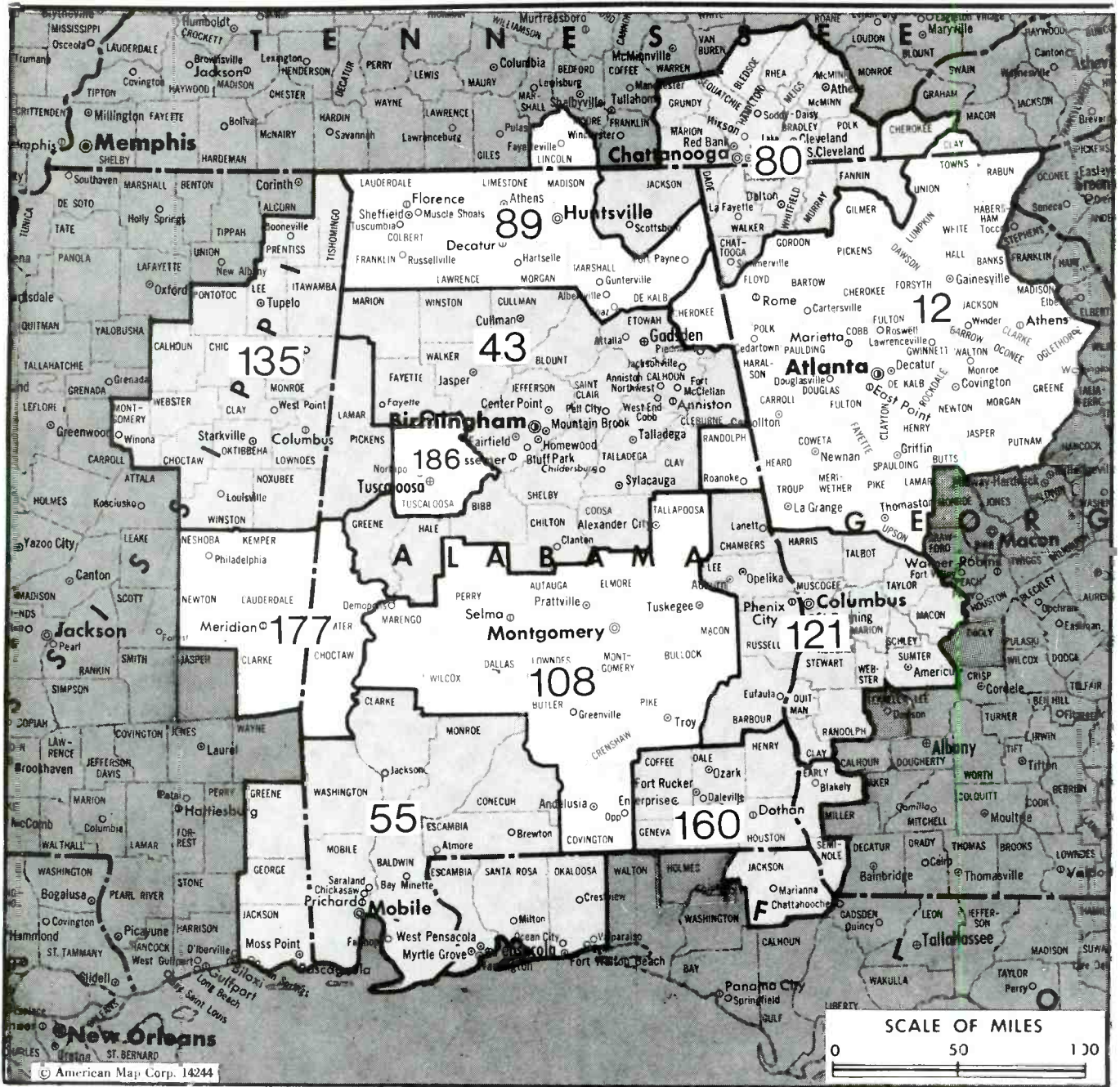


# Alabama



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,224,400	12	WAGA-TV (5), WATL (36), WGNX (46), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Birmingham, AL	550,700	43	WBMG (42), WBRC-TV (6), WCAJ (68), WJSU-TV (40), WNAL-TV (44), WTJP (60), WTOO (21), WVTM-TV (13)
Mobile, AL-Pensacola, FL	435,500	55	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Chattanooga, TN	301,700	80	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVC (9)
Huntsville-Decatur-Florence, AL	265,700	89	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WTRT (26), WZDX (54)
Montgomery-Selma, AL	209,500	108	WAKA (8), WCOV-TV (20), WKAB-TV (32), WMCF-TV (45), WSFA (12)
Columbus, GA	172,400	121	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Columbus-Tupelo, MS	154,900	135	WCBT-TV (4), WTVA (9), WVSB-TV (27)
Dothan, AL	97,600	160	WDHN (18), WTVY (4)
Meridian, MS	66,900	177	WLBM-TV (30), WTOK-TV (11), WTZH (24)
Tuscaloosa, AL	52,300	186	WCFT-TV (33), WDBB (17)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

**WAFF, Decatur** ..... See Huntsville-Decatur, AL  
**WEAR-TV, Mobile** ..... See Pensacola, FL  
**WHBR, Mobile** ..... See Pensacola, FL  
**WJTC, Mobile** ..... See Pensacola, FL  
**WPAN, Mobile** ..... See Fort Walton Beach, FL  
**WAKA, Montgomery** ..... See Selma, AL

**Alabama Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	7	21	28
Educational Television Stations	3	6	9
	10	27	37

**BLACKBURN & COMPANY**  
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# Alabama—Anniston

**WJSU-TV**

**Ch. 40**

**Network Service:** CBS.

**Licensee:** RKZ Television, 757 3rd Ave., Suite 1806, New York, NY 10017.

**Studio:** Radio-TV Bldg., 1330 Noble St., Anniston, AL 36201.

**Mailing Address:** Box 40, Anniston, AL 36202.

**Telephone:** 205-237-8651.

**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 Mountain, 200-ft. S of Lookout Tower.

**Satellite Earth Stations:** Drake, 3.2-meter; Scientific-Atlanta, 7-meter; Drake, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Osborn Communications Corp., 100%. Frank Osborn, pres., 21.4%; Brownlee Currey Jr., 11.40%; Robert Zelle, 7.3%; Charles Evans, 5.8%; New England Capital Corp., 5.8%; John Alden Life Insurance Co., 5.8%; 4 others, with less than 5%. Osborn Communications Corp. owns WBGA & WGIG-FM, Brunswick, GA; KKRD(FM), Wichita, KS; WNTQ(FM), Syracuse, NY; WHME(FM), Toledo, OH; WKRZ-AM-FM, Scranton-Wilkes-Barre, PA; WTJS & WKIR(FM), Jackson, TN; WWVA & WOVK(FM), Wheeling, WV. Currey has newspaper interests.

**Began Operation:** October 26, 1969. Sale to present owner by Price Bcstg. approved by FCC March 20, 1987. Sale to Price by Jacksonville State U. approved by FCC Dec. 20, 1985. Previous sale by Harry Brandt Ayers, et al., approved by FCC May 4, 1983.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Personnel:**

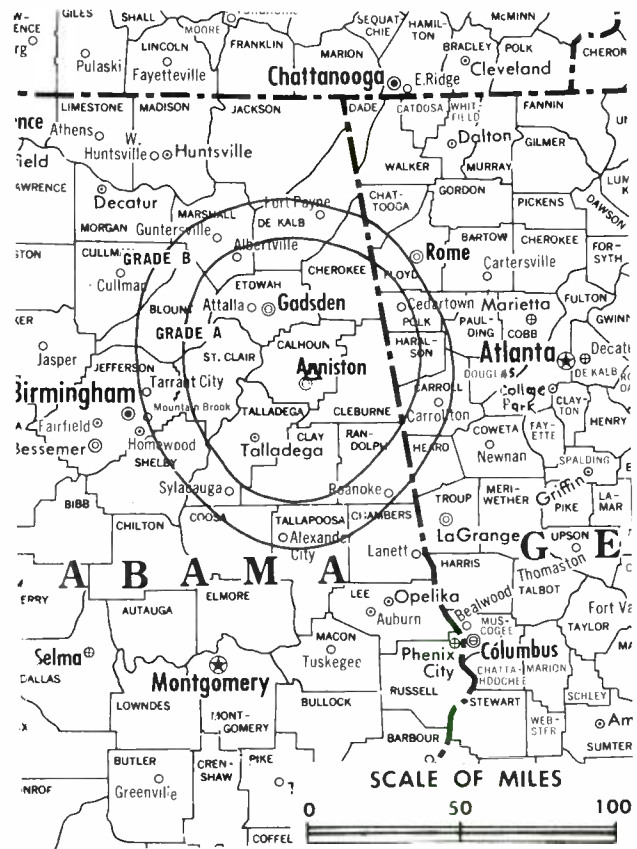
HARRY E. MABRY, general manager.  
JIM KIDD, program director.  
BILL HAGLER, national sales manager.  
JOHN MURRELL, chief engineer.  
JIM VICE, local sales manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$320.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** Anniston. **ADI:** Birmingham, AL. **Rank:** 43.



WJSU-TV BPCT-4849 Granted 6/9/75 © American Map Corp., No. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b> Calhoun	44,100	43,700	99
	Etowah	39,600	39,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b> Randolph	7,400	7,300	99
	<b>ALABAMA</b> Cherokee	7,200	7,100	99
<b>Between 5-24%</b>	Clay	4,800	4,700	98
	Cleburne	5,000	4,900	98
	De Kalb	22,100	21,900	99
	St Clair	16,600	16,400	99
	Talladega	26,600	26,300	99
<b>Station Totals</b>		<b>173,400</b>	<b>171,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>75,800</b>
<b>Average Daily Circulation (1987)</b>				<b>39,800</b>

**O**<sup>THE</sup>  
*Oprah*  
WINFREY SHOW



**WHEEL OF FORTUNE**



A CBS AFFILIATE

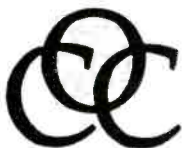
**TV40 News**



**NUMBER ONE**  
**For Northeast**  
**Alabama**

**WJSU**  
**TV 40**

**ANNISTON-GADSDEN**



AN OSBORN COMMUNICATIONS CORPORATION STATION

# Alabama—Birmingham

## WBMG

Ch. 42

**Network Service:** CBS.

**Licensee:** Birmingham Television Corp., Box 59496, Birmingham, AL 35209.

**Studio:** 2075 Golden Crest Dr., Birmingham, AL 35209.

**Mailing Address:** Box 59496, Birmingham, AL 35209.

**Telephone:** 205-322-4200.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 2163-kw max. & 1633-kw horizontal visual, 216.3-kw max. & 163.3-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 1134-ft. above ground, 2049-ft. above sea level.

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

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

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter, 5-meter & 7-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** CBS.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

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

**Represented (sales):** Blair Television.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

HOYLE BROOM, vice president & general manager.  
WILLIAM CRAWFORD, local sales manager.  
STEVEN WHITE, operations manager.  
FRED VINSON, chief engineer.  
LINDA McCARTY, national sales coordinator & traffic manager.

**Highest One Hour Rate:** \$5000.

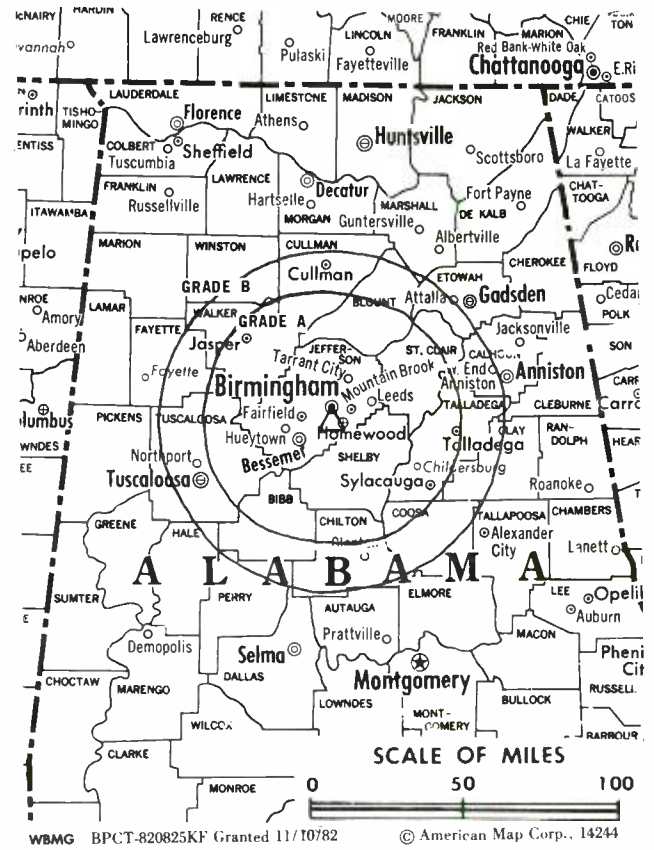
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Birmingham. **ADI:** Birmingham, AL. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Chilton	12,300	12,100	98
	Jefferson	262,800	261,200	99
	Marion	12,100	12,000	99
	St Clair	16,600	16,400	99
	Shelby	28,100	27,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Talladega	26,600	26,300	99
	Walker	26,500	26,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Blount	14,400	14,300	99
	Cullman	24,700	24,500	99
	Fayette	7,200	7,100	99
Winston	8,700	8,600	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Cleburne	5,000	4,900	98
	Coosa	4,400	4,300	98
	Etowah	39,600	39,300	99
	Hale	5,000	4,900	98
	Lamar	6,200	6,100	98
	Tallapoosa	14,600	14,400	99
Tuscaloosa	52,600	52,000	99	
<b>Station Totals</b>		<b>578,200</b>	<b>573,200</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>333,100</b>
<b>Average Daily Circulation (1987)</b>				<b>156,900</b>

# Alabama—Birmingham

## WBRC-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., Box 6, Birmingham, AL 35201.

**Studio:** Atop Red Mountain, Birmingham

**Telephone:** 205-322-6666. **TWX:** 810-733-3650.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1370-ft. above av. terrain, 986-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** Atop Red Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter C-band; Harris, 6-meter C-band; Harris, 4.5-meter Ku-band; Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Taft Broadcasting Co., 100%. See Group Ownership of Television Stations.

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

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin; Taft, Stettinius & Hollister.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

NICK BOLTON, vice president & general manager.  
ROBERT R. FANNING, general sales manager.  
JACK GUNNELS, local sales manager.  
LU ANN REEB, news director.  
JERRY THORN, chief engineer.

**Highest One Hour Rate:** \$7500.

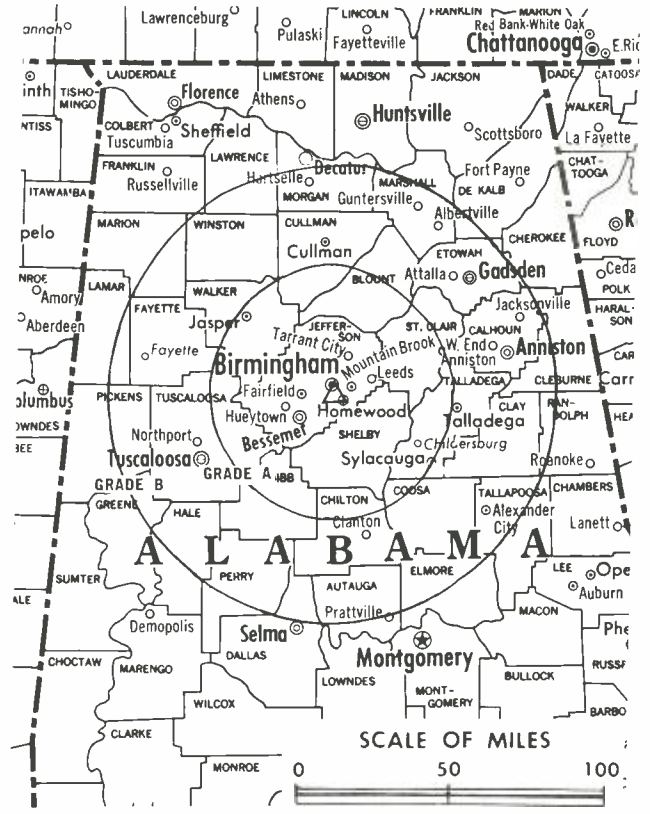
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$2150.

**City of License:** Birmingham. **ADI:** Birmingham, AL. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Blount	14,400	14,300	99
	Calhoun	44,100	43,700	99
	Chilton	12,300	12,100	98
	Clay	4,800	4,700	98
	Coosa	4,400	4,300	98
	Cullman	24,700	24,500	99
	Etowah	39,600	39,300	99
	Fayette	7,200	7,100	99
	Greene	3,800	3,700	97
	Hale	5,000	4,900	98
	Jefferson	262,800	261,200	99
	Lamar	6,200	6,100	98
Marion	12,100	12,000	99	



WBRC-TV BPCT-870713KE Granted 8/31/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Perry	4,800	4,700	98
	Pickens	7,300	7,100	97
	St Clair	16,600	16,400	99
	Shelby	28,100	27,900	99
	Talladega	26,600	26,300	99
	Tallapoosa	14,600	14,400	99
	Tuscaloosa	52,600	52,000	99
	Walker	26,500	26,300	99
Winston	8,700	8,600	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
	Cleburne	5,000	4,900	98
	Colbert	21,300	21,000	99
	Dallas	18,700	18,400	98
	Franklin	11,300	11,100	98
	Lauderdale	31,800	31,400	99
Marshall	27,100	26,800	99	
Morgan	35,800	35,400	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Autauga	12,200	12,000	98
	De Kalb	22,100	21,900	99
	Lawrence	11,000	10,800	98
	Limestone	16,800	16,600	99
	Madison	79,200	78,400	99
	Marengo	8,500	8,300	98
Sumter	5,400	5,300	98	
<b>Station Totals</b>		<b>946,600</b>	<b>936,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>642,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>420,400</b>	

# Alabama—Birmingham

**WCAJ**

**Ch. 68**

**Network Service:** None, independent

**Licensee:** Shelley Bcstg. Co. Inc., 409 Broad St., Ozark, AL 36360.

**Studio:** 800 Lakeshore Dr., Birmingham, AL 35259-9309.

**Mailing Address:** Box 2300, Birmingham, AL 35229.

**Telephone:** 205-871-6801.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 1442-kw max. visual, 144-kw max. aural. Antenna: 1029-ft. above av. terrain, 809-ft. above ground, 1749-ft. above sea level.

Latitude 33° 27' 37"  
Longitude 86° 51' 07"

**Transmitter:** S of 16th Way on Spaulding Ishkooda Rd., S of Birmingham.

**Ownership:** H. Jack Mizell, pres., 100%. Mizell owns licensee of WRJM(FM), Troy, AL

**Began Operation:** January 31, 1986. Sale by M. Scott McClure, Arthur E. Malone, et al., to Mizell approved by FCC June 15, 1987.

**Represented (sales):** Busby, Finch, Lathom & Widman.

**Represented (legal):** Buenzle & Hill.

**Personnel:**

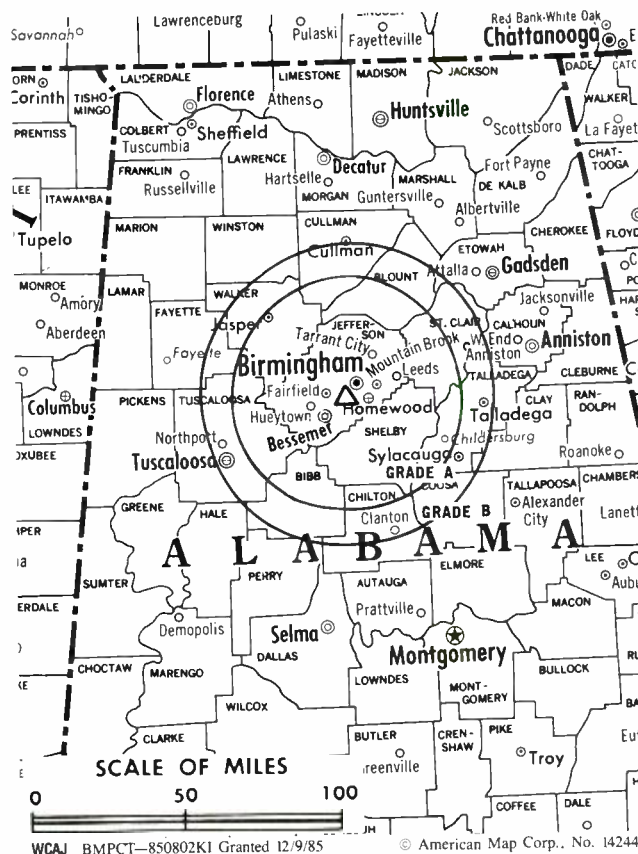
ROBERT L. PITTS, general manager.  
KELLEY L. WOMACK, operations manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Birmingham. **ADI:** Birmingham, AL. **Rank:** 43.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>	262,800	261,200	99
	Jefferson	16,600	16,400	99
	St Clair	8,700	8,600	99
<b>Station Totals</b>		<b>288,100</b>	<b>286,200</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>28,800</b>
<b>Average Daily Circulation (1987)</b>				<b>7,700</b>

# Alabama—Birmingham

**WTTO**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** HR Bcstg. Corp. of Birmingham, 2021 Golden Crest Dr., Birmingham, AL 35209.

**Studio:** 2021 Golden Crest Dr., Birmingham, AL 35209.

**Telephone:** 205-251-2100.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1340-ft. above av. terrain, 1058-ft. above ground, 2008-ft. above sea level.

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

**Transmitter:** Atop Red Mtn., Birmingham.

**Satellite Earth Stations:** Anixter-Mark, 5-meter C-band; RCA, 4.5-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Service:** CNN Headline News.

**Ownership:** HR Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 21, 1982. Sale to present owner by B. Lasky approved by FCC July 14, 1986. Sale of 50.2% to Byron Lasky, 49.8% owner, by William A. & George K. Chapman, approved by FCC July 8, 1983.

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

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** du Treil-Rackley.

**Personnel:**

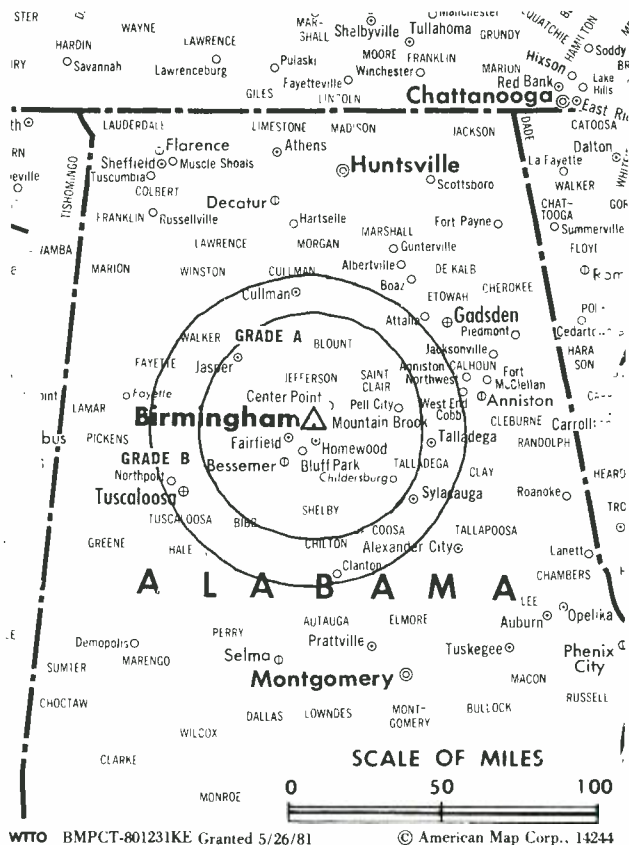
- GARY GARDNER, vice president & general manager.
- BOB CLEARY, national sales manager.
- DALE McWHORTER, local sales manager.
- MARILYN GREENE, program director.
- DAVID BAUGHN, chief engineer.
- MICHEL WILK, promotion manager.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Birmingham. **ADI:** Birmingham, AL. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Calhoun	44,100	43,700	99
	Jefferson	262,800	261,200	99
	St Clair	16,600	16,400	99
	Shelby	28,100	27,900	99
	Talladega	26,600	26,300	99
	Walker	26,500	26,300	99
Winston	8,700	8,600	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Blount	14,400	14,300	99
	Chilton	12,300	12,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Cullman	24,700	24,500	99
	Fayette	7,200	7,100	99
	Marion	12,100	12,000	99
	Marshall	27,100	26,800	99
	Tuscaloosa	52,600	52,000	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
	Clay	4,800	4,700	98
	Cleburne	5,000	4,900	98
	Coosa	4,400	4,300	98
	Etowah	39,600	39,300	99
	Franklin	11,300	11,100	98
	Greene	3,800	3,700	97
	Lamar	6,200	6,100	98
	Lawrence	11,000	10,800	98
	Marengo	8,500	8,300	98
	Perry	4,800	4,700	98
	Pickens	7,300	7,100	97
Randolph	7,400	7,300	99	
Tallapoosa	14,600	14,400	99	
<b>GEORGIA</b>				
Polk	11,900	11,800	99	
<b>Station Totals</b>		<b>717,600</b>	<b>710,700</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>343,500</b>
<b>Average Daily Circulation (1987)</b>				<b>154,200</b>



# Alabama—Birmingham

## WVTM-TV

Ch. 13

Network Service: NBC.

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

Studio: Atop Red Mtn.

Telephone: 205-933-1313. TWX: 205-328-0751.

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, 2049-ft. above sea level.

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

Transmitter: Atop Red Mountain.

News Services: AP, NIWS, UPI, Weatherscan.

Ownership: Times Mirror Co., 100%. See Group Ownership of Television 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): Harrington, Righter & Parsons Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

### Personnel:

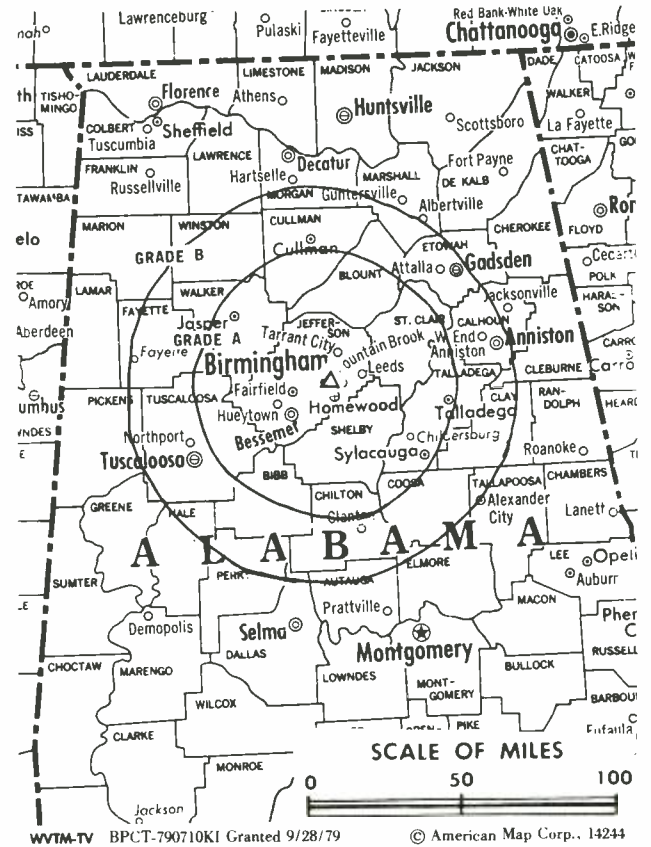
JOHN J. McCRORY, president.  
FRANK LANDERS, general sales manager.  
EVERETT HOLLE, program director.  
ROBIN COOPER, promotion director.  
TOM ROBERTS, news director.  
PAUL GROSS, chief engineer.

Rates: Not available.

City of License: Birmingham. ADI: Birmingham, AL. Rank: 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>	6,000	5,900	98
	Bibb	14,400	14,300	99
	Blount	44,100	43,700	99
	Calhoun	12,300	12,100	98
	Chilton	4,800	4,700	98
	Clay	5,000	4,900	98
	Coosa	4,400	4,300	98
	Cullman	24,700	24,500	99
	Etowah	39,600	39,300	99
	Fayette	7,200	7,100	99
	Hale	5,000	4,900	98
	Jefferson	262,800	261,200	99
	Marion	12,100	12,000	99
	Perry	4,800	4,700	98
	Pickens	7,300	7,100	97
	St Clair	16,600	16,400	99
	Shelby	28,100	27,900	99
Talladega	26,600	26,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tuscaloosa	52,600	52,000	99
	Walker	26,500	26,300	99
	Winston	8,700	8,600	99
<b>Between 25-49%</b>	<b>ALABAMA</b>	12,200	12,000	98
	Autauga	7,200	7,100	99
	Cherokee	18,700	18,400	98
	Dallas	3,800	3,700	97
	Lamar	6,200	6,100	98
	Marengo	8,500	8,300	98
	Marshall	27,100	26,800	99
Morgan	35,800	35,400	99	
Tallapoosa	14,600	14,400	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>	22,100	21,900	99
	De Kalb	11,300	11,100	98
	Franklin	31,800	31,400	99
	Lauderdale	11,000	10,800	98
	Lawrence	7,400	7,300	99
	Randolph	5,400	5,300	98
	Sumter	7,300	7,200	99
	<b>GEORGIA</b>	7,300	7,200	99
	Haralson	20,900	20,700	99
	<b>MISSISSIPPI</b>	20,900	20,700	99
Lowndes				
<b>Station Totals</b>		<b>864,900</b>	<b>856,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>612,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>414,500</b>	

# Alabama—Dothan

**WDHN**

**Ch. 18**

**Network Service:** ABC.

**Licensee:** Morris Network Inc., Box 6237, Dothan, AL 36302.

**Studio:** 1.8-mi E of Dothan on Rte. 52.

**Mailing Address:** Box 6237, Dothan, AL 36302.

**Telephone:** 205-793-1818.

**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 Services:** AP, ABC.

**Ownership:** Morris Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 7, 1970. Sale to present owners by Hi Ho Television approved by FCC July 18, 1986. Previous sale by Betts Slingluff Jr., et al., approved by FCC June 26, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JERRY L. KUNKEL, general manager.  
LINDA PRESCOTT, general sales manager.  
DAVE KIRBY, news director.  
DAN BILLINGS, director of engineering.

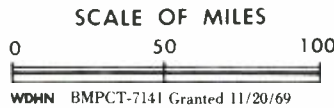
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$125.

**City of License:** Dothan. **ADI:** Dothan, AL. **Rank:** 160.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coffee	14,500	14,300	99
	Dale	15,800	15,600	99
	Houston	30,700	30,500	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Covington	14,900	14,700	99
	Geneva	9,200	9,100	99
	Henry	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Early	4,700	4,600	98
	Seminole	3,300	3,200	97
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Barbour	9,000	8,800	98
	Crenshaw	5,300	5,200	98
	<b>FLORIDA</b>			
	Holmes	6,100	5,900	97
	Jackson	14,500	14,100	97
	Liberty	1,500	1,500	100
	Walton	10,200	10,000	98
	Washington	6,300	6,200	98
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
Clay	1,200	1,200	100	
Miller	2,600	2,500	96	
Webster	800	800	100	
<b>Station Totals</b>		<b>157,800</b>	<b>155,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>67,000</b>
<b>Average Daily Circulation (1987)</b>				<b>31,500</b>

# Alabama—Dothan

**WTVY**

Ch. 4

**Network Service:** CBS.

**Licensee:** WTVY Inc., Box 1089, Dothan, AL 36302.

**Studio:** Columbia Hwy., Dothan, AL 36302.

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

**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-mi. S of Miller Crossroads, FL.

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

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

**News Services:** AP, CBS.

**Ownership:** Charles Woods, pres. & gen. mgr., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 12, 1955.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- CHARLES WOODS, president & general manager.
- JOHN GAUSE, general sales manager.
- CARL BLACKMON, national sales manager.
- BILL LYSTER, director of engineering.
- REGGIE MITCHELL, program director.
- WAYNE REGISTER, production manager.
- JERRY VANN, news director.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$1036.

**City of License:** Dothan. **ADI:** Dothan, AL. **Rank:** 160.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coffee	14,500	14,300	99
	Covington	14,900	14,700	99
	Dale	15,800	15,600	99
	Geneva	9,200	9,100	99
	Henry	5,700	5,600	98
	Houston	30,700	30,500	99
	<b>FLORIDA</b>			
	Bay	43,500	43,000	99
	Calhoun	3,500	3,400	97
	Gulf	3,800	3,700	97
	Holmes	6,100	5,900	97
	Jackson	14,500	14,100	97
	Walton	10,200	10,000	98
Washington	6,300	6,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Clay	1,200	1,200	100
	Early	4,700	4,600	98
	Miller	2,600	2,500	96
	Seminole	3,300	3,200	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Barbour	9,000	8,800	98
	Conecuh	5,500	5,400	98
	Crenshaw	5,300	5,200	98
	Pike	10,100	9,900	98
<b>FLORIDA</b>	Gadsden	13,400	13,100	98
	Liberty	1,500	1,500	100
	Okaloosa	49,000	48,600	99
<b>GEORGIA</b>	Decatur	9,000	8,900	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Butler	7,700	7,600	99
	Monroe	7,700	7,500	97
	Wilcox	4,600	4,500	98
	<b>FLORIDA</b>			
	Wakulla	4,900	4,800	98
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Calhoun	1,500	1,400	93
	Mitchell	6,900	6,800	99
Stewart	1,900	1,800	95	
<b>Station Totals</b>		<b>329,700</b>	<b>324,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>217,100</b>
<b>Average Daily Circulation (1987)</b>				<b>131,800</b>

# Alabama—Florence

## WOWL-TV

Ch. 15

**Network Service:** NBC.

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

**Studio:** 840 Cypress Mill Rd., Florence, AL 35630.

**Mailing Address:** Box 2220, Florence, AL 35630.

**Telephone:** 205-764-7711.

**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 av. terrain, 530-ft. above ground, 1486-ft. above sea level.

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

**Transmitter:** 6-mi. NW of Russellville, AL.

**Satellite Earth Stations:** Transmit/Receive Harris, 10-meter C-band; Harris, 10-meter Ku-band; Harris receivers.

**News Services:** NBC, UPI.

**Ownership:** Richard B. Biddle, chmn.-secy.-treas., 72.5%; Jack A. Worley, pres., 4.58%; Sara Jean Biddle, v.p.; Holly Biddle, 11.45%; Frederick A. Biddle, 11.45%.

**Began Operation:** October 28, 1957.

**Represented (sales):** Savalli Broadcast Sales.

**Represented (legal):** Munsey & Ford.

**Personnel:**

JACK WORLEY, general manager.  
LINCOLN WILLIAMS, station manager.  
MITCH FAULKNER, national sales manager.  
LARRY ROHLING, director of engineering.  
TIANNE BLACKBURN, traffic manager.  
MILDRED CORNELIUS, merchandising manager.  
TONY WORLEY, production manager.

**Highest One Hour Rate:** \$1300.

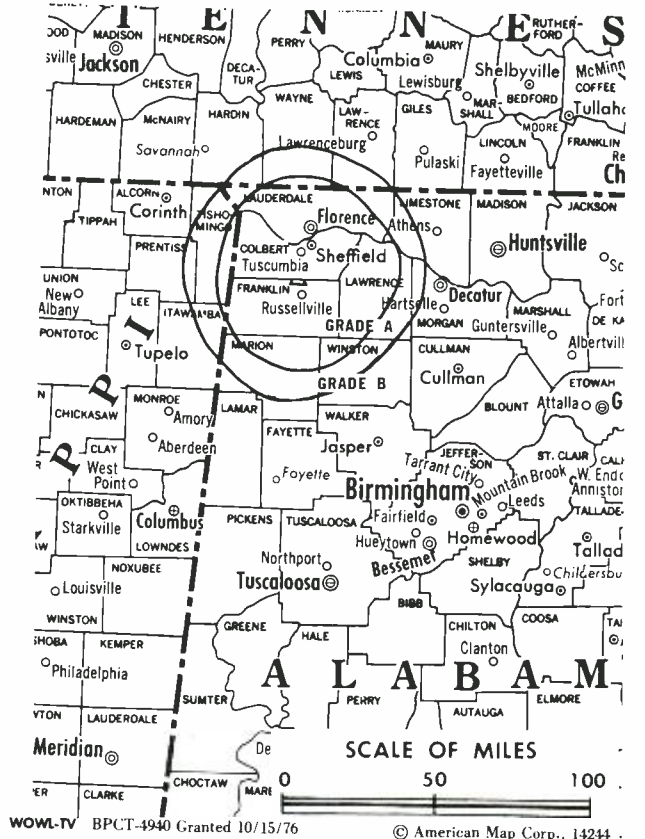
**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$250.

**City of License:** Florence. **ADI:** Huntsville-Decatur-Florence, AL. **Rank:** 89.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	21,300	21,000	99
	Franklin	11,300	11,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lauderdale	31,800	31,400	99
Between 25-49%	ALABAMA			
	Lawrence	11,000	10,800	98
	MISSISSIPPI			
	Tishomingo	7,300	7,200	99
Between 5-24%	TENNESSEE			
	Wayne	5,200	5,100	98
	ALABAMA			
	Limestone	16,800	16,600	99
	Marion	12,100	12,000	99
	Winston	8,700	8,600	99
TENNESSEE				
	Hardin	8,600	8,400	98
	Lawrence	12,900	12,800	99
<b>Station Totals</b>		<b>147,000</b>	<b>145,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>53,600</b>
<b>Average Daily Circulation (1987)</b>				<b>25,100</b>

# Alabama—Florence

**WTRT**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Alabama Management Co. Inc., 4600 Jackson Hwy., Sheffield, AL 35660.

**Studio:** 4600 Jackson Hwy., Sheffield, AL 35660.

**Mailing Address:** Box 2790, Florence, AL 35630.

**Telephone:** 205-381-2600.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 690-kw max. visual, 69-kw max. aural. Antenna: 756-ft. above av. terrain, 552-ft. above ground, 1482-ft. above sea level.

Latitude 34° 34' 38"  
Longitude 87° 46' 57"

**Transmitter:** 1-mi. E of Crooked Oak, Florence.

**Ownership:** Larry M. DeArman, pres., 12.22%; Ed C. Butler, exec. v.p., 3.3%; Johnny M. Morrow, v.p.-secy., 3.05%; Finch A. DuBoise, 9.77%; C. E. Yeldell, 3.66%; J. Frank Guthrie, 3.05%; Dwight M. Spearman, 3.05%; Elmer D. Steien, 3.05%; L. L. Moore, 3.05%; B. D. Greer, 2.44%; W. Theron Vick, 2.32%; Jerry Duke, 2.18%; more than 50 others, none with more than 2%.

**Began Operation:** April 19, 1986.

**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:**

- LARRY DeARMAN, general manager.
- JERRY G. THOMPSON, sales manager.
- SANDRA L. SRYGLEY, station manager.
- MICHAEL G. JACKSON, engineering director.
- GREG LOVETT, program director.
- ROBIN WELCH, promotion director.

**Rates:** Available on request.

**City of License:** Florence. **ADI:** Huntsville-Decatur-Florence, AL. **Rank:** 89.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Colbert	21,300	21,000	99
	Franklin	11,300	11,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lauderdale	31,800	31,400	99
	Lawrence	11,000	10,800	98
<b>MISSISSIPPI</b>	Prentiss	9,200	9,100	99
	Tishomingo	7,300	7,200	99
<b>TENNESSEE</b>	Wayne	5,200	5,100	98
	<b>Station Totals</b>	<b>97,100</b>	<b>95,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>17,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>5,500</b>	

# Alabama—Gadsden

## WNAL-TV

Ch. 44

**Network Service:** None, independent.

**Licensee:** WNAL-TV Inc., Box 1575, Gadsden, AL 35901.

**Studio:** 3010 Scenic Dr., Gadsden, AL 35901.

**Mailing Address:** Box 8050, Gadsden, AL 35901.

**Telephone:** 205-547-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 2741.2-kw max. visual, 274-kw max. aural. Antenna: 965-ft. above av. terrain, 351-ft. above ground, 1729-ft. above sea level.

Latitude 33° 57' 11"  
Longitude 86° 13' 00"

**Transmitter:** Chandler Mtn., St. Clair County.

**Satellite Earth Stations:** 2 in operation.

**News Service:** INN.

**Ownership:** Anthony Jay Fant, pres., 80%; Stanley Fant, v.p., 10%; Kyla Fant, 10.0%; Billy J. Fant, secy.-treas.

**Began Operation:** April 25, 1986.

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

**Represented (legal):** John A. Borsari & Associates.

**Represented (engineering):** Bromo Communication Consultants.

**Personnel:**

ANTHONY JAY FANT, general manager.

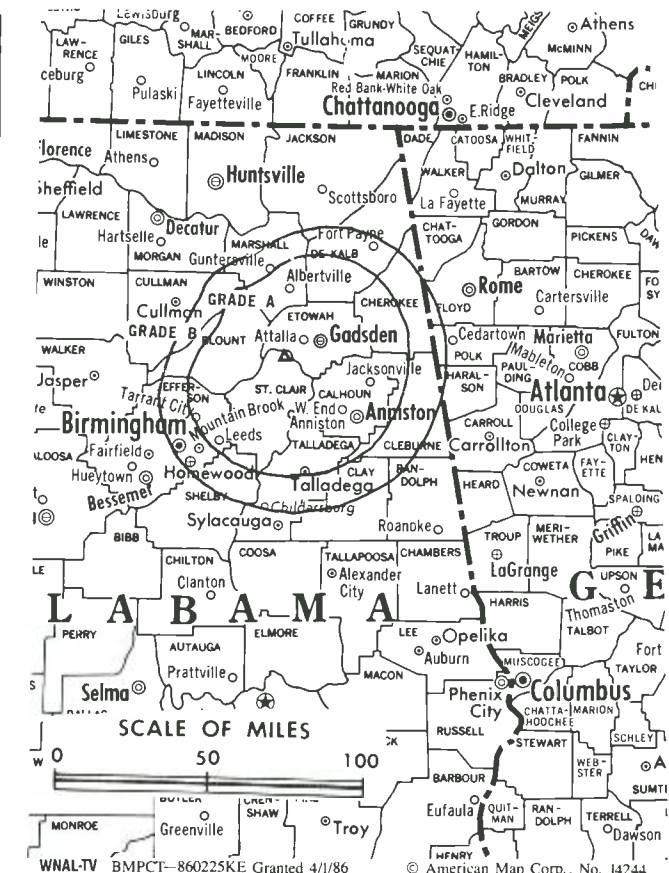
**Rates:** Not available.

**Arbitron Data:** Includes coverage of WDBB, Tuscaloosa, AL

**City of License:** Gadsden. **ADI:** Birmingham, AL. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Fayette	7,200	7,100	99
	Greene	3,800	3,700	97
	Lamar	6,200	6,100	98
	Tuscaloosa	52,600	52,000	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Chilton	12,300	12,100	98
	Cullman	24,700	24,500	99
	Hale	5,000	4,900	98
	Jefferson	262,800	261,200	99
	Marion	12,100	12,000	99
	Perry	4,800	4,700	98
	Pickens	7,300	7,100	97
St Clair	16,600	16,400	99	
Shelby	28,100	27,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Talladega	26,600	26,300	99
	Walker	26,500	26,300	99
	Winston	8,700	8,600	99
<b>MISSISSIPPI</b>	Kemper	3,500	3,400	97
	Noxubee	4,100	4,000	98
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Blount	14,400	14,300	99
	Calhoun	44,100	43,700	99
	Cherokee	7,200	7,100	99
	Clay	4,800	4,700	98
	Cleburne	5,000	4,900	98
	De Kalb	22,100	21,900	99
	Etowah	39,600	39,300	99
	Franklin	11,300	11,100	98
	Marengo	8,500	8,300	98
	Marshall	27,100	26,800	99
	Sumter	5,400	5,300	98
<b>MISSISSIPPI</b>	Lowndes	20,900	20,700	99
<b>Station Totals</b>		<b>729,300</b>	<b>722,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>220,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>88,700</b>	

# Alabama—Gadsden

**WTJP**

**Ch. 60**

**Network Service:** None, independent.

**Licensee:** All America TV Inc., 3047 Joy St., West Covina, CA 91791.

**Studio:** 60 Sullivan Lane, Springville, AL 35146.

**Mailing Address:** Box 60, Springville, AL 35146.

**Telephone:** 205-467-7676.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1139-ft. above av. terrain, 703-ft. above ground, 2023-ft. above sea level.

Latitude 33° 48' 53"  
Longitude 86° 26' 55"

**Transmitter:** 3.9-mi. NE of Springville.

**Ownership:** All America TV Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 22, 1986.

**Represented (legal):** May & Dunne.

**Represented (engineering):** Smith & Powstenko.

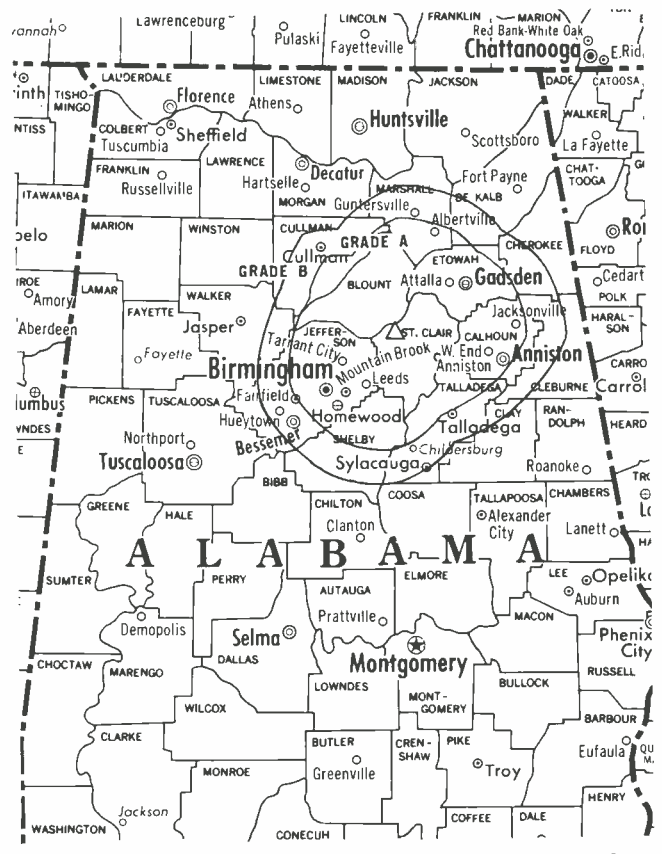
**Personnel:**

RAY VICE, general manager.  
W. B. MILLER, director of engineering.

**Rates:** Not available.

**City of License:** Gadsden. **ADI:** Birmingham, AL. **Rank:** 43.

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



WTJP BMPCT—85014KE Granted 11/20/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
Between 5-24%	Cherokee	7,200	7,100	99
<b>Station Totals</b>		<b>7,200</b>	<b>7,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>2,000</b>
<b>Average Daily Circulation (1987)</b>				<b>600</b>

# Alabama—Huntsville-Decatur

## WAAY-TV

Ch. 31

**Network Service:** ABC.

**Licensee:** Rocket City Television Inc., 1000 Monte Sano Blvd., Huntsville, AL 35801.

**Studio:** 1000 Monte Sano Blvd., Huntsville, AL 35801.

**Telephone:** 205-533-3131.

**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., Huntsville.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Andrew, 3-meter; Andrew, 7-meter; RCA Ku-band; Avantek, RCA receivers.

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

**News Services:** ABC, UPI, AP.

**Ownership:** Smith Broadcasting Inc. Elizabeth Jones Smith, chmn., 70.5%; M. Davidson Smith IV, pres., 15.165%; Anita Smith Johnson, v.p., 14.095%; F. Ralph Dowdy, secy.-treas., 0.239%. Smith Broadcasting Inc. owns WAAY (AM), Huntsville, AL; WNUF(AM), Fort Walton Beach, FL.

**Began Operation:** August 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):** Pety Television Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

M. D. SMITH IV, general manager.  
DAN WHITSETT, vice president & sales manager.  
ROBERT A. GAY, chief engineer.  
BETTIE HIGGINS, program director.

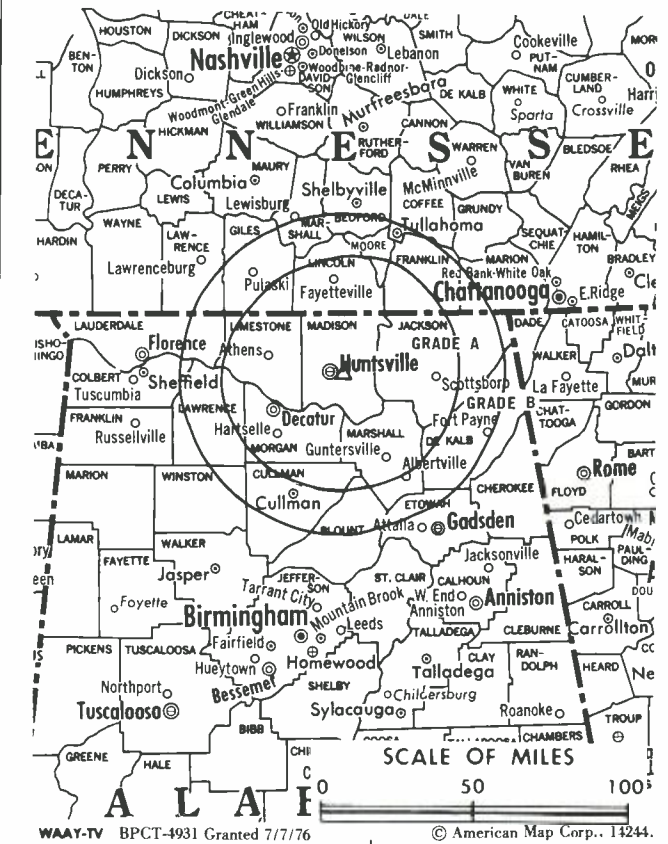
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$900.

**City of License:** Huntsville. **ADI:** Huntsville-Decatur-Florence, AL. **Rank:** 89.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	21,300	21,000	99
	De Kalb	22,100	21,900	99
	Franklin	11,300	11,100	98
	Jackson	20,000	19,800	99
	Lauderdale	31,800	31,400	99
	Lawrence	11,000	10,800	98
	Limestone	16,800	16,600	99
	Madison	79,200	78,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	27,100	26,800	99
	Morgan	35,800	35,400	99
	<b>TENNESSEE</b>			
	Lincoln	10,100	10,000	99
	Moore	1,700	1,700	100
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Blount	14,400	14,300	99
	Cherokee	7,200	7,100	99
	Cullman	24,700	24,500	99
	<b>TENNESSEE</b>			
Giles	9,300	9,200	99	
Lawrence	12,900	12,800	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Etowah	39,600	39,300	99
	Winston	8,700	8,600	99
	<b>TENNESSEE</b>			
	Bedford	10,700	10,600	99
	Coffee	15,000	14,900	99
	Franklin	11,800	11,700	99
	Marion	9,200	9,100	99
Marshall	7,800	7,700	99	
Wayne	5,200	5,100	98	
<b>Station Totals</b>		<b>464,700</b>	<b>459,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>280,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>168,100</b>	



# Alabama—Huntsville-Decatur

**WAFF**

Ch. 48

**Network Service:** NBC.

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

**Studio:** 1414 N. Memorial Parkway, Huntsville, AL 35801.

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

**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:** 5000 Governors Dr.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, 3.7-meter C-band; Harris, 8.0-meter Ku-band; Harris, 3.0-meter Ku-band; Avcom, M/A-Com, Harris, Kavouras receivers.

**News Service:** AP.

**Ownership:** American Family Corp., 100%. See Group Ownership of Television Stations.

**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):** Blair Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

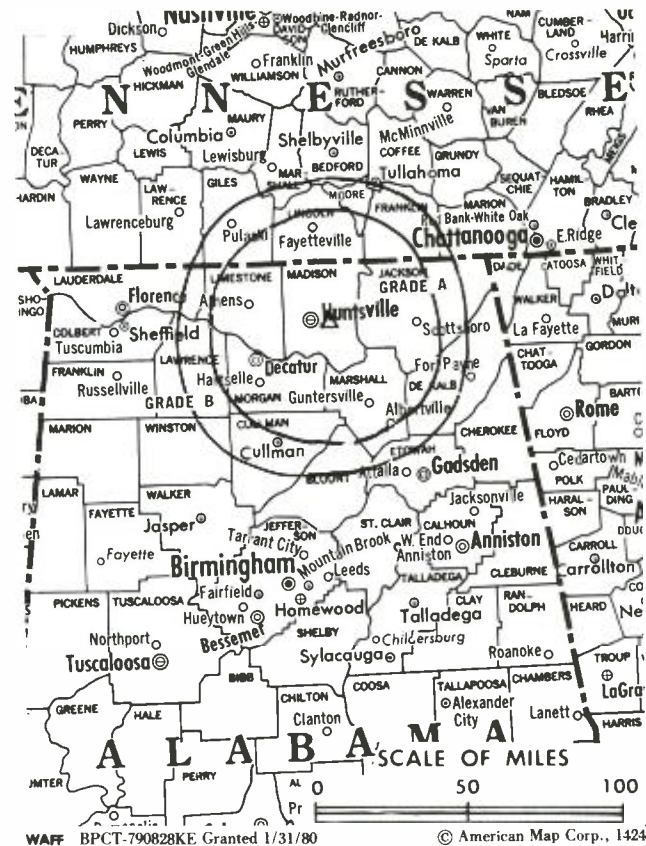
LEE BRANTLEY, vice president & general manager.  
DAVID STAGNITTO, operations manager.  
LAMAR REID, general sales manager.  
ROD HUGHES, chief engineer.

**Rates:** Not available.

**City of License:** Huntsville. **ADI:** Huntsville-Decatur-Florence, AL. **Rank:** 89.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	21,300	21,000	99
	Franklin	11,300	11,100	98
	Lauderdale	31,800	31,400	99
	Lawrence	11,000	10,800	98
	Limestone	16,800	16,600	99
	Madison	79,200	78,400	99
	Marshall	27,100	26,800	99
	Morgan	35,800	35,400	99
	<b>TENNESSEE</b>			
	Lincoln	10,100	10,000	99



WAFF BPCT-790828KE Granted 1/31/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Cullman	24,700	24,500	99	
	De Kalb	22,100	21,900	99	
	Etowah	39,600	39,300	99	
	Jackson	20,000	19,800	99	
	<b>TENNESSEE</b>				
	Franklin	11,800	11,700	99	
	Giles	9,300	9,200	99	
	Moore	1,700	1,700	100	
	<b>Between 5-24%</b>	<b>ALABAMA</b>			
		Blount	14,400	14,300	99
		Cherokee	7,200	7,100	99
		Winston	8,700	8,600	99
<b>TENNESSEE</b>					
Bedford		10,700	10,600	99	
Lawrence		12,900	12,800	99	
Marshall	7,800	7,700	99		
Wayne	5,200	5,100	98		
<b>Station Totals</b>		<b>440,500</b>	<b>435,800</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>260,100</b>		
<b>Average Daily Circulation (1987)</b>			<b>155,700</b>		

# Alabama—Huntsville

**WHNT-TV**

Ch. 19



**KATZ CONTINENTAL**

**Network Service:** CBS.

**Licensee:** New York Times Bcstg. Services Inc., Box 19, Huntsville, AL 35804.

**Studio:** 200 Holmes Ave., Huntsville, AL 35801.

**Telephone:** 205-533-1919.

**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., Huntsville.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.7-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** The New York Times Co., 100%. See Group Ownership of Television Stations.

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

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

ROBERT BROWNING, president & general manager.  
BILL AMBROSE, vice president & general sales manager.  
RICHARD WRIGHT, vice president & program manager.  
LINDA SPALLA, local sales manager.  
DON RODEN, chief engineer.  
BILL HESLIP, promotion manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$1010.

**City of License:** Huntsville. **ADI:** Huntsville-Decatur-Florence, AL. **Rank:** 89.

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



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>ALABAMA</b>				
	Colbert	21,300	21,000	99	
	Cullman	24,700	24,500	99	
	De Kalb	22,100	21,900	99	
	Franklin	11,300	11,100	98	
	Jackson	20,000	19,800	99	
	Lauderdale	31,800	31,400	99	
	Lawrence	11,000	10,800	98	
	Limestone	16,800	16,600	99	
	Madison	79,200	78,400	99	
	Marshall	27,100	26,800	99	
Morgan	35,800	35,400	99		
<b>TENNESSEE</b>	Lincoln	10,100	10,000	99	
	<b>ALABAMA</b>				
		<b>Between 25-49%</b>			
		Blount	14,400	14,300	99
Cherokee		7,200	7,100	99	
Etowah	39,600	39,300	99		
Winston	8,700	8,600	99		
<b>TENNESSEE</b>	Giles	9,300	9,200	99	
	Lawrence	12,900	12,800	99	
	Moore	1,700	1,700	100	
<b>Between 5-24%</b>	<b>TENNESSEE</b>				
	Bedford	10,700	10,600	99	
	Franklin	11,800	11,700	99	
	Grundy	4,900	4,800	98	
	Lewis	3,600	3,600	100	
Wayne	5,200	5,100	98		
<b>Station Totals</b>		<b>441,200</b>	<b>436,500</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>				<b>291,000</b>	
<b>Average Daily Circulation (1987)</b>				<b>172,400</b>	

# Alabama—Huntsville

**WZDX**

**Ch. 54**

**Network Service:** None, independent.

**Licensee:** Community Service Bcstrs., a Partnership, Osborne Office Center, Suite 620, Chattanooga, TN 37411.

**Studio:** 6025 Mastin Lake Rd., Huntsville, AL 35810.

**Telephone:** 205-859-9854.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 2240-kw visual, 224-kw aural. Antenna: 1690-ft. above av. terrain, 1000-ft. above ground, 2460-ft. above sea level.

Latitude 34° 38' 11"  
Longitude 86° 30' 42"

**Transmitter:** 11000 Shandlee Lane, Green Mtn., S of Huntsville.

**Satellite Earth Stations:** 4 in operation; Microdyne receivers.

**Ownership:** John F. Pauza, 50%; Media Central Inc., 45%; Joel A. Katz, 5%. For Media Central ownership & other interests, see Group Ownership of Television Stations.

**Began Operation:** April 4, 1985.

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

**Represented (legal):** Sidley & Austin.

**Personnel:**

DICK WAGSCHAL, general manager.  
RANDY STONE, general sales manager.

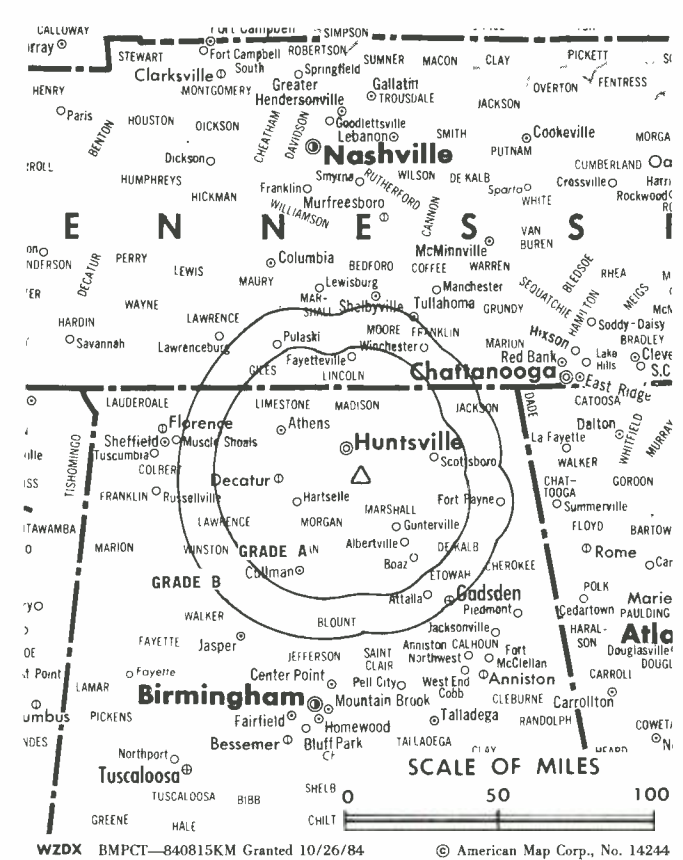
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$350.

**City of License:** Huntsville. **ADI:** Huntsville-Decatur-Florence, AL. **Rank:** 89.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Lauderdale	31,800	31,400	99
	Lawrence	11,000	10,800	98
	Limestone	16,800	16,600	99
	Madison	79,200	78,400	99
	Marshall	27,100	26,800	99
	Morgan	35,800	35,400	99
	<b>TENNESSEE</b>			
	Lincoln	10,100	10,000	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Blount	14,400	14,300	99



WZDX BNPCT—840815KM Granted 10/26/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Colbert	21,300	21,000	99
	Cullman	24,700	24,500	99
	De Kalb	22,100	21,900	99
	Franklin	11,300	11,100	98
	Jackson	20,000	19,800	99
	<b>TENNESSEE</b>			
	Giles	9,300	9,200	99
	Moore	1,700	1,700	100
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Etowah	39,600	39,300	99
	Winston	8,700	8,600	99
	<b>TENNESSEE</b>			
Bedford	10,700	10,600	99	
Lawrence	12,900	12,800	99	
<b>Station Totals</b>		<b>408,500</b>	<b>404,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>164,400</b>
<b>Average Daily Circulation (1987)</b>				<b>70,900</b>

# Alabama—Mobile

## WALA-TV

Ch. 10

Network Service: NBC.

Licensee: Knight-Ridder Broadcasting Inc., 210 Government St., Mobile, AL 36601.

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

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

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.

Satellite Earth Stations: 2 in operation; Harris receivers.

News Services: AP, UPI, Group W Newsfeed.

Ownership: Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 14, 1953. Sale to present owner by Gannett Bcstg. Group following purchase of Evening News Assn. approved by FCC Jan. 13, 1986 (Television Digest, Vol. 25:46; 26:3). Previous sale by Roywood Corp. approved by FCC Oct. 31, 1969 (Vol. 9:15, 44). Sale to Roywood By W. O. Pape approved Nov. 25, 1964 (Vol. 4:32, 48).

Represented (sales): MMT Sales Inc.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): Cohen & Dippell.

### Personnel:

JOSEPH COOK, president & general manager.  
REBECCA FARRELL, general sales manager.  
LARRY PATE, program manager.  
MICHAEL BOURGEOIS, production manager.  
JOHNNY REESE, chief engineer.  
STUART KELLOGG, news director.

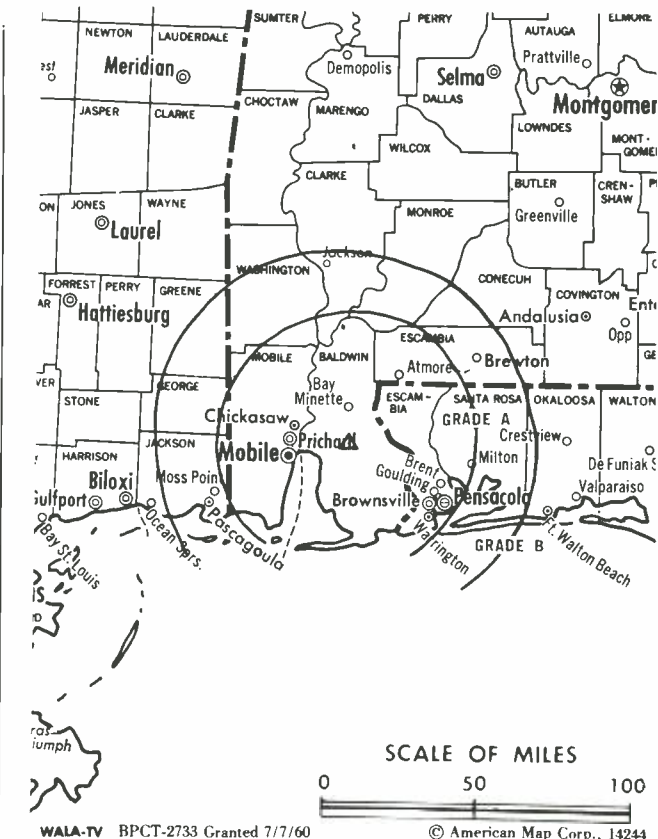
Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$3000.

City of License: Mobile. ADI: Mobile, AL-Pensacola, FL. Rank: 55.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Baldwin	33,000	32,700	99
	Clarke	9,500	9,300	98
	Escambia	13,000	12,800	98
	Mobile	138,500	137,600	99
	Monroe	7,700	7,500	97
	Washington	5,900	5,800	98



WALA-TV BPCT-2733 Granted 7/7/60

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Escambia	96,900	96,100	99
	Okaloosa	49,000	48,600	99
	Santa Rosa	24,000	23,800	99
	<b>MISSISSIPPI</b>			
	George	5,500	5,500	100
	Jackson	43,200	42,800	99
Between 25-49%	<b>ALABAMA</b>			
	Choctaw	5,700	5,600	98
	Conecuh	5,500	5,400	98
	<b>MISSISSIPPI</b>			
	Greene	3,300	3,200	97
	Harrison	60,500	60,100	99
	Stone	3,400	3,400	100
Between 5-24%	<b>ALABAMA</b>			
	Covington	14,900	14,700	99
	Marengo	8,500	8,300	98
	Wilcox	4,600	4,500	98
	<b>MISSISSIPPI</b>			
	Wayne	6,800	6,700	99
<b>Station Totals</b>		<b>539,400</b>	<b>534,400</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>394,900</b>
<b>Average Daily Circulation (1987)</b>				<b>252,600</b>

# Alabama—Mobile

## WKRG-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** WKRG-TV Inc., Box 160587, Mobile, AL 36616.

**Studio:** 555 Broadcast Dr., Mobile, AL 36606.

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

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1906-ft. above av. terrain, 1879-ft. above ground, 2049-ft. above sea level.

Latitude 30° 41' 19.6"  
Longitude 87° 49' 49.4"

**Transmitter:** 0.8-mi N of Hwy. 31, 1.5-mi. NE of intersection with Hwy. 181.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5 in operation; Scientific-Atlanta, 7-meter C-band; Simulsat, 7-meter C-band.

**AM Affiliate:** WKRG, 1-kw (500-w night), 710 kHz (CBS & MBS).

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

**News Services:** AP, UPI, CNN Headline News.

**Ownership:** Kenneth R. Giddens, 100%.

**Began Operation:** August 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, group in which Kenneth R. Giddens had 20% interest approved Feb. 20, 1958 (Vol. 13:46; 14:8).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Edward F. Lorentz & Associates.

### Personnel:

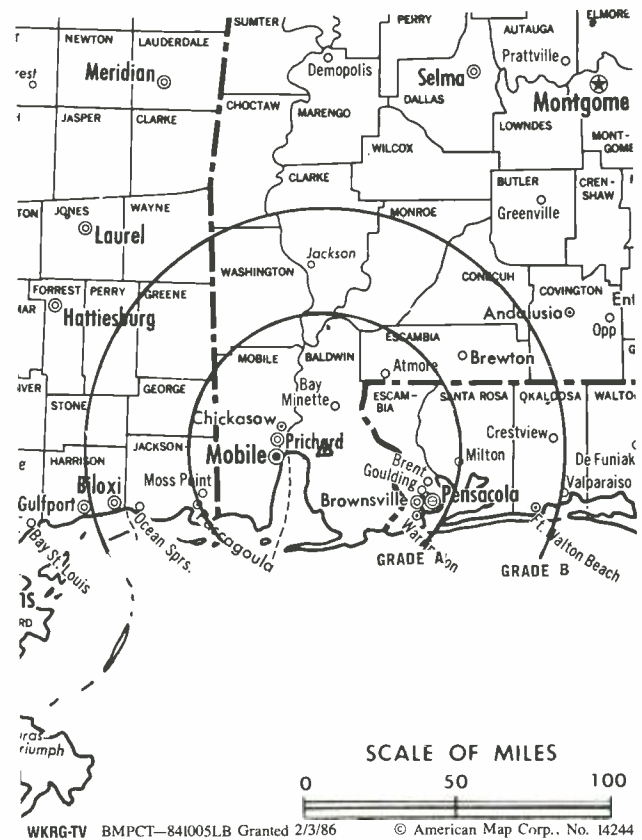
KENNETH R. GIDDENS, chairman emeritus.  
TOULMIN GREER, chairman.  
ZELMA K. GIDDENS, vice chairman & treasurer.  
D. H. LONG, president & general manager.  
WES DIAMOND, senior vice president & station manager.  
CURTIS B. WILLARD, chief engineer.  
JAMES G. HALL, operations manager.  
THOMAS R. YOUNG, promotional services manager.  
JIM ELLIS, film director.

**Rates:** Available on request.

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	33,000	32,700	99
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Escambia	13,000	12,800	98
	Mobile	138,500	137,600	99
Monroe	7,700	7,500	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	5,900	5,800	98
	<b>FLORIDA</b>			
	Escambia	96,900	96,100	99
	Okaloosa	49,000	48,600	99
Santa Rosa	24,000	23,800	99	
<b>MISSISSIPPI</b>	George	5,500	5,500	100
	Greene	3,300	3,200	97
	Harrison	60,500	60,100	99
	Jackson	43,200	42,800	99
	Perry	3,700	3,600	97
	Stone	3,400	3,400	100
	Wayne	6,800	6,700	99
	<b>MISSISSIPPI</b>			
<b>Between 25-49%</b>	Forrest	25,900	25,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Choctaw	5,700	5,600	98
	Covington	14,900	14,700	99
	Wilcox	4,600	4,500	98
<b>MISSISSIPPI</b>	Jones	23,000	22,800	99
	Lamar	9,300	9,200	99
	<b>Station Totals</b>	<b>592,800</b>	<b>587,400</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>452,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>284,800</b>	

# Alabama—Mobile

## WMPV-TV

Ch. 21

**Network Service:** None, independent.

**Licensee:** Rel-Way Partnership, Box 5350, Lexington, KY 40505.

**Studio:** 4141 Pine Forest Rd., Suite 109, Cantonment, FL 32533.

**Mailing Address:** 120 Zeigler Circle East, Mobile, AL 36608.

**Telephone:** 205-633-2100.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 4335-kw max. visual, 433.5-kw max. aural. Antenna: 1428-ft. above av. terrain, 1401-ft. above ground, 1534-ft. above sea level.

Latitude 30° 35' 18"  
Longitude 87° 33' 16"

**Transmitter:** Rte. 87, 0.9-Mi. S of Rte. 10, Elsanor.

**Ownership:** Way of the Cross of Mobile Inc., gen. partner, 51%; Rel-Com Inc., ltd. partner, 49%. Way of the Cross of Mobile Inc. ownership: Non-profit corp. Edward C. Bowlds, pres.; Jerry Mulkey, v.p.-treas.; Dorothy M. Bowlds, secy. Bowlds has interest in permittee of KTFJ-TV Hutchinson, KS; applicant for Ch. 63, Newton, NJ; Mulkey has interest in permittees of WOTC-TV, Selma, AL & WLLD(TV) Jackson, MI.

**Began Operation:** December 15, 1985.

**Represented (legal):** Covington & Burling.

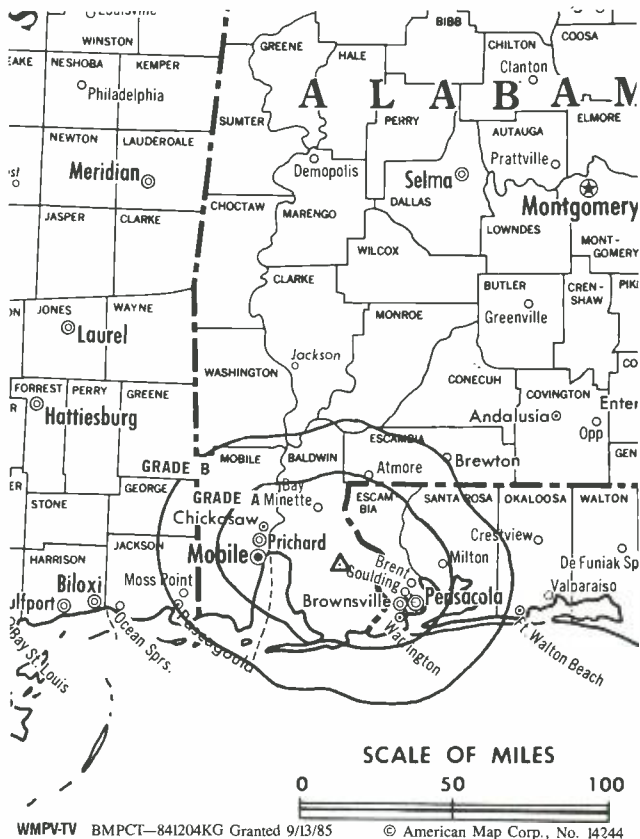
**Represented (engineering):** Jansky & Bailey.

**Personnel:**  
EDWARD C. BOWLDS, general manager.

**Rates:** Not available.

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
Between 5-24%	Baldwin	33,000	32,700	99
<b>Station Totals</b>		<b>33,000</b>	<b>32,700</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>9,400</b>
<b>Average Daily Circulation (1987)</b>				<b>3,400</b>

# Alabama—Mobile

**WPMI**

**Ch. 15**

**Network Service:** Fox.

**Licensee:** WPMI Television Co., 899 S. Telegraph Rd., Monroe, MI 48161.

**Studio:** 764 St. Michael St., Mobile, AL 36602.

**Mailing Address:** Box 2766, Mobile, AL 36652.

**Telephone:** 205-433-1500.

**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, AL.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Vertex, 4.5-meter Ku-band; Scientific-Atlanta, Pinzone, M/A-Com receivers.

**Ownership:** WPMI Television Co., 100%. WPMI Television Co. ownership: William L. Matheson, chmn.; William G. Evans, pres., 6%; William F. Braeuninger, v.p.-secy.; James G. Miller, v.p.; MERC Communications Corp., 90%; Gordon Grey, 4%. MERC has interest in WSTR-AM-FM, Sturgis, MI & cable television systems.

**Began Operation:** March 12, 1982. Sale to present owner by Roy L. Hess, et al., approved by FCC Sept 26, 1985 ( **Television Digest**, Vol. 25:32).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

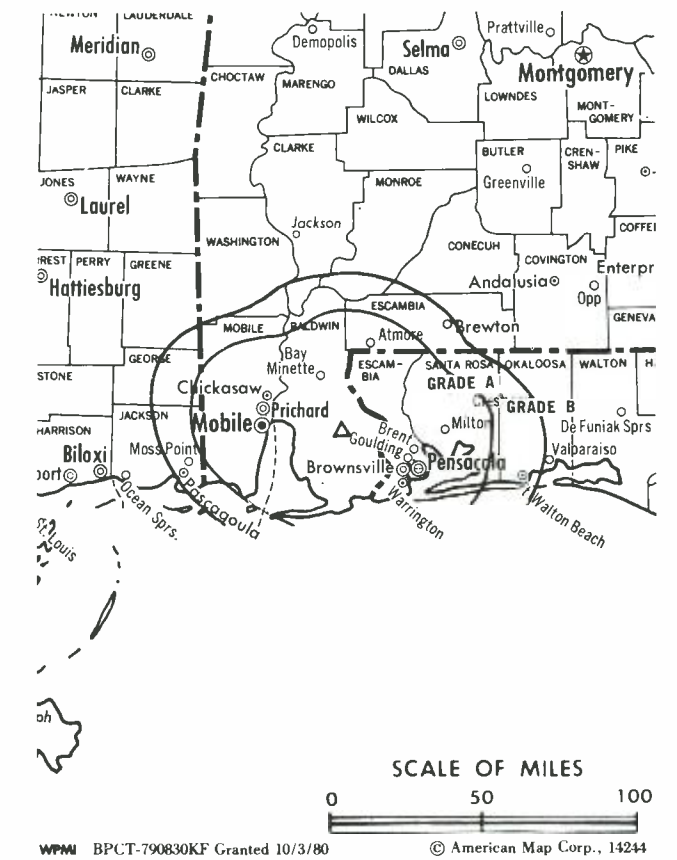
- WILLIAM G. EVANS, general manager.
- RAY CHUMLEY, director of sales.
- HAROLD JOHNSON, chief engineer.
- DEBBY HUNT, program director.
- LOU ANN HARDY, business manager.
- MARSHALL HART, promotions director.

**Highest 30 Sec. Rate:** \$200.

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	33,000	32,700	99
	Mobile	138,500	137,600	99
	<b>FLORIDA</b>			
	Escambia	96,900	96,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Rosa	24,000	23,800	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Escambia	13,000	12,800	98
	Washington	5,900	5,800	98
	<b>FLORIDA</b>			
	Okaloosa	49,000	48,600	99
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	George	5,500	5,500	100
	Greene	3,300	3,200	97
	Jackson	43,200	42,800	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Covington	14,900	14,700	99
	Monroe	7,700	7,500	97
<b>Station Totals</b>		<b>449,900</b>	<b>445,800</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>209,400</b>
<b>Average Daily Circulation (1987)</b>				<b>85,900</b>

# Alabama—Montgomery

## WCOV-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Woods Communications Corp., Box 2505, Montgomery, AL 36105.

**Studio:** 1369 Adrian Lane, Montgomery, AL 36111.

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

**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, Montgomery.

**Ownership:** David D. Woods, 100%.

**Began Operation:** April 17, 1953. Sale to present owner by J. D. Gay, et al., approved by FCC Sept. 26, 1985. Previous sale by Oscar P. Covington and associates approved Oct. 2, 1964 (*Television Digest*, Vol. 4:28, 32, 41).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

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

**Personnel:**

DAVID WOODS, president & general manager.  
PHIL WITT, chief engineer.

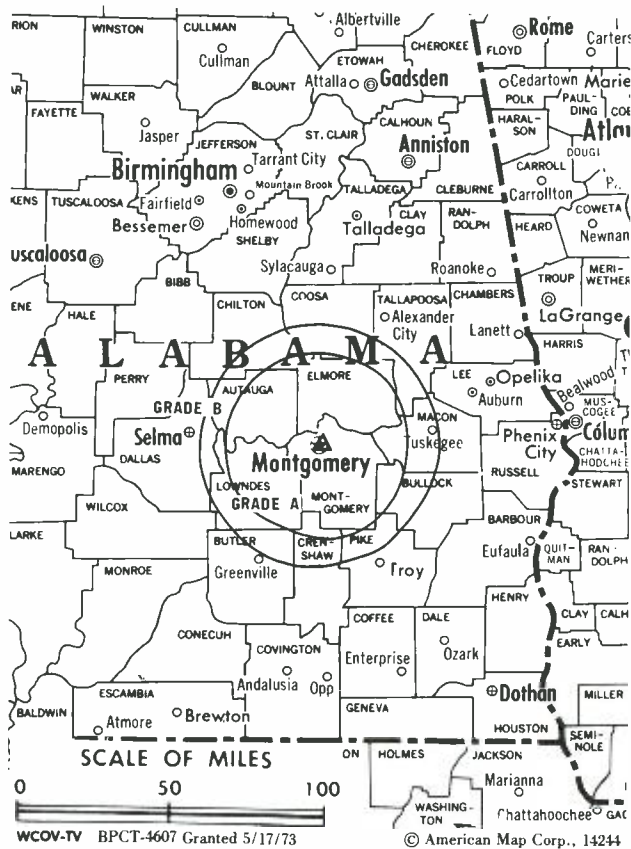
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Montgomery. **ADI:** Montgomery-Selma, AL. **Rank:** 108.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>	12,200	12,000	98
	Autauga	7,700	7,600	99
	Butler	16,400	16,200	99
	Elmore	3,900	3,800	97
	Lowndes	8,500	8,300	98
	Macon	77,700	77,000	99
	Montgomery			
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Bullock	3,700	3,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Crenshaw	5,300	5,200	98
	Dallas	18,700	18,400	98
	Tallapoosa	14,600	14,400	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chilton	12,300	12,100	98
	Clay	4,800	4,700	98
	Coosa	4,400	4,300	98
	Lee	31,200	30,800	99
	Perry	4,800	4,700	98
	Pike	10,100	9,900	98
Wilcox	4,600	4,500	98	
<b>Station Totals</b>		<b>240,900</b>	<b>237,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>115,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>52,100</b>	



# Alabama—Montgomery

## WKAB-TV

Ch. 32

**Network Service:** ABC.

**Licensee:** Montgomery Alabama Ch. 32 Operating Ltd. Partnership, Box 3236, Montgomery, AL 36193.

**Studio:** 3251 Harrison Rd., Montgomery, AL 36109.

**Telephone:** 205-272-5331.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 1030-kw visual, 103-kw aural. Antenna: 794-ft. above av. terrain, 729-ft. above ground, 1016-ft. above sea level.

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

**Transmitter:** 3251 Harrison Rd., Montgomery.

**Satellite Earth Stations:** 4 in operation; Andrew, 4.5-meter; Andrew, 7.3-meter; Avantek receivers.

**News Service:** AP.

**Ownership:** Terrapin Communications Corp., gen. partner, 99.9%; Mitchell S. Cutler, ltd. partner, 0.10%. Terrapin Communications Corp. ownership: Joseph Tydings, pres., 70%; Louis Frey, v.p., 10%; Mitchell S. Cutler, secy.-treas., 10%; Robert B. Washington, 5%; Joseph E. Robert Jr., 5%. Frey, Cutler & Tydings have interest in licensee of WTXL-TV, Tallahassee, FL & permittee of WGBZ, Gainesville, FL. Frey has interest in WHLY-FM, Orlando, FL; WCSR-FM, Hamden & WPLR-FM, New Haven, CT.

**Began Operation:** March 24, 1962. Left air Feb. 15, 1963. Sale to present owners by Bahakel Communications Ltd. approved by FCC June 10, 1985. Sale to Bahakel by receiver Robert J. Thomas for First Alabama Corp. approved Jan. 31, 1964 by FCC. Resumed operation March 12, 1964.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey.

### Personnel:

JOSEPH D. TYDINGS, president.  
JOHN ROGERS, general manager.  
JIM WILCOX, general sales manager.  
LEESA HOOD, national sales manager.  
DAVID BROWN, chief engineer.  
MACK CARMACK, news director.  
DAVID MURPHY, operations director.  
EARL DAVIS, public affairs director.

**Highest One Hour Rate:** \$1800.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$250.

**City of License:** Montgomery. **ADI:** Montgomery-Selma, AL. **Rank:** 108.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Autauga	12,200	12,000	98
	Bullock	3,700	3,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Butler	7,700	7,600	99
	Elmore	16,400	16,200	99
	Lowndes	3,900	3,800	97
	Montgomery	77,700	77,000	99
Between 25-49%	ALABAMA			
	Crenshaw	5,300	5,200	98
	Dallas	18,700	18,400	98
	Macon	8,500	8,300	98
	Pike	10,100	9,900	98
Tallapoosa	14,600	14,400	99	
Between 5-24%	ALABAMA			
	Chilton	12,300	12,100	98
	Clay	4,800	4,700	98
	Coffee	14,500	14,300	99
	Coosa	4,400	4,300	98
	Monroe	7,700	7,500	97
	Perry	4,800	4,700	98
	Talladega	26,600	26,300	99
Wilcox	4,600	4,500	98	
<b>Station Totals</b>		<b>258,500</b>	<b>254,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>127,400</b>
<b>Average Daily Circulation (1987)</b>				<b>63,400</b>

# Alabama—Montgomery

## WMCF-TV

Ch. 45

**Network Service:** None, independent.

**Licensee:** Word of God Fellowship Inc., Route 6, Box 254, Macon, GA 31201.

**Studio:** 6261 Atlanta Hwy., Montgomery, AL 36117.

**Mailing Address:** Box 45, Montgomery, AL 36101-0045.

**Telephone:** 205-277-4545.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 250-kw visual, 25-kw aural. Antenna: 303-ft. above av. terrain, 319-ft. above ground, 513-ft. above sea level.

Latitude 32° 22' 59"  
Longitude 86° 11' 19"

**Transmitter:** 3.5-mi. E of Montgomery alongside Hwy. 80.

**Ownership:** Word of God Fellowship Inc. Non-profit corp. Marcus D. Lamb, pres.; Jimmie F. Lamb, v.p.; Corrine D. Lamb, treas.; Joni T. Lamb, secy.

**Began Operation:** November 25, 1985.

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

**Represented (engineering):** Peter V. Gureckis & Assoc.

**Personnel:**  
MARCUS LAMB, general manager.

**Arbitron Data:** Not available.

**City of License:** Montgomery. **ADI:** Montgomery-Selma, AL. **Rank:** 108.



# Alabama—Montgomery

**WSFA**

Ch. 12

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., Box 2566, Montgomery, AL 36196.

**Studio:** 10 E. Delano Ave., Montgomery, AL 36196-3801.

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

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.02-kw aural. Antenna: 2000-ft. above av. terrain, 1935-ft. above ground, 2467-ft. above sea level.

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

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta, 7-meter; Harris Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, UPI, NBC.

**Ownership:** Cosmos Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

- MEL STEBBINS, vice president & general manager.
- CARL STEPHENS, operations manager.
- TOM NORRIS, general sales manager.
- CHARLES HAISTEN, chief engineer.
- PHIL GROSSMAN, news director.
- LESLI MORRIS, promotion director.
- STEPHEN WATKINS, business manager.
- ROGER THOMAS, production manager.

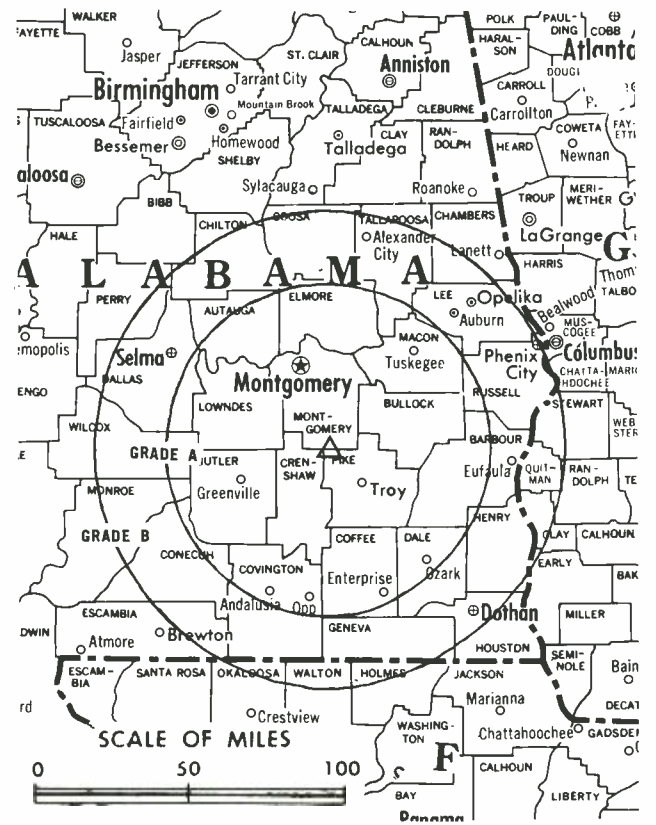
**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$2700.

**City of License:** Montgomery. **ADI:** Montgomery-Selma, AL. **Rank:** 108.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	12,200	12,000	98
	Barbour	9,000	8,800	98
	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Coffee	14,500	14,300	99
	Conecuh	5,500	5,400	98
	Covington	14,900	14,700	99
	Crenshaw	5,300	5,200	98
	Dale	15,800	15,600	99
	Dallas	18,700	18,400	98
	Elmore	16,400	16,200	99
	Geneva	9,200	9,100	99
	Henry	5,700	5,600	98
	Houston	30,700	30,500	99
	Lee	31,200	30,800	99
	Lowndes	3,900	3,800	97



WSFA BPCT-3643 Granted 3/13/74 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Macon	8,500	8,300	98	
	Montgomery	77,700	77,000	99	
	Perry	4,800	4,700	98	
	Pike	10,100	9,900	98	
	Tallapoosa	14,600	14,400	99	
	Wilcox	4,600	4,500	98	
	<b>GEORGIA</b>				
	Quitman	800	800	100	
	<b>Between 25-49%</b>	<b>ALABAMA</b>			
		Chambers	14,500	14,300	99
		Chilton	12,300	12,100	98
Clarke		9,500	9,300	98	
Clay		4,800	4,700	98	
Coosa		4,400	4,300	98	
Marengo		8,500	8,300	98	
Monroe		7,700	7,500	97	
Randolph		7,400	7,300	99	
<b>Between 5-24%</b>		<b>ALABAMA</b>			
	Bibb	6,000	5,900	98	
	Hale	5,000	4,900	98	
	Russell	17,700	17,500	99	
	Talladega	26,600	26,300	99	
	Tuscaloosa	52,600	52,000	99	
	<b>FLORIDA</b>				
	Holmes	6,100	5,900	97	
	Walton	10,200	10,000	98	
	<b>GEORGIA</b>				
Clay	1,200	1,200	100		
Stewart	1,900	1,800	95		
Troup	19,200	18,900	98		
Webster	800	800	100		
<b>Station Totals</b>		<b>541,900</b>	<b>534,200</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>				<b>321,800</b>	
<b>Average Daily Circulation (1987)</b>				<b>220,400</b>	

# Alabama—Opelika-Auburn

## WSWS

Ch. 66

**Network Service:** None, independent.

**Licensee:** Christian Television Corp. of Alabama, 8100 Ulmerton Rd., Largo, FL 33541.

**Studio:** 1800 Pepperell Pkwy., Opelika, AL 36801.

**Telephone:** 205-749-6666.

**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.

**Satellite Earth Stations:** In operation; Scientific-Atlanta receivers.

**Ownership:** Christian Television Network. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1982. Sale to present owners by Richard C. Hilton, et al., approved by FCC July 30, 1984.

**Represented (sales):** Jack Bolton & Associates.

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

**Represented (engineering):** Kessler & Gehman Associates.

**Personnel:**

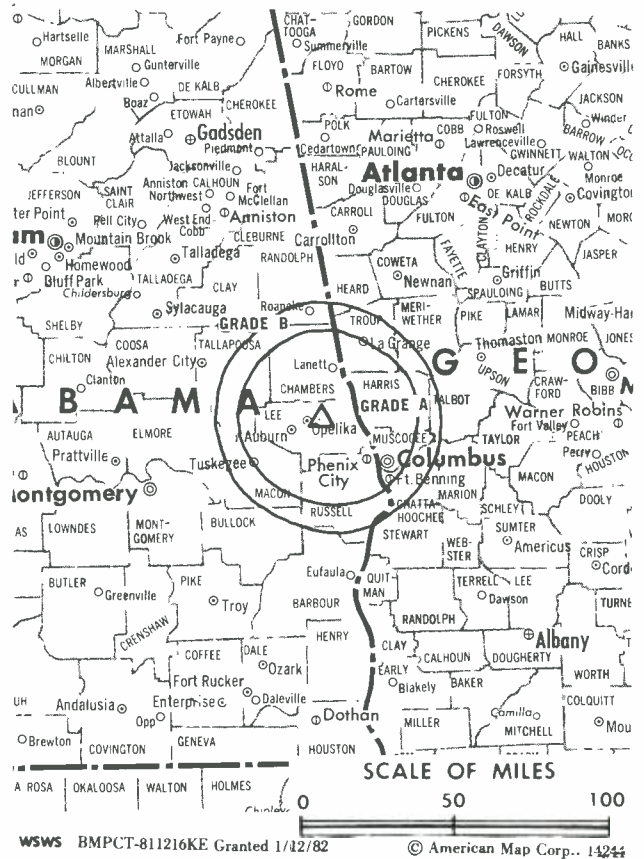
ROBERT D'ANDREA, president & general manager.  
BILL BRYAN, chief engineer.  
CLAY MULLINS, program director.

**Highest One Hour Rate:** \$300.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Opelika. **ADI:** Columbus, GA. **Rank:** 121.

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



WSWS BNPCT-811216KE Granted 1/12/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	Lee	31,200	30,800	99
	Russell	17,700	17,500	99
	<b>GEORGIA</b>			
	Meriwether	7,100	7,000	99
<b>Station Totals</b>		<b>70,500</b>	<b>69,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>7,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>2,100</b>	

# Alabama—Selma-Montgomery

**WAKA**

Ch. 8

**Network Service:** CBS.

**Licensee:** Alabama Telecasters Inc., Box 230667, Montgomery, AL 36123.

**Studios:** 3020 Eastern Blvd., Montgomery, AL 36116; 555 Land Line Rd., Selma, AL 36701.

**Mailing Addresses:** Box 230667, Montgomery, AL 36123; Box 1888, Selma, AL 36701.

**Telephones:** 205-875-2240 (Selma); 205-279-8787 (Montgomery).

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: Circularly polarized, 1760-ft. above av. terrain, 1757-ft. above ground, 2000-ft. above sea level.

Latitude 32° 08' 58"  
Longitude 86° 46' 48"

**Transmitter:** Rte. 12, 3-mi. W. of Gordonsville, AL.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** 6 in operation; Scientific-Atlanta, 4-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; RCA, 4-meter Ku-band; Scientific-Atlanta, Kavouras, M/A-Com, Vertex receivers.

**News Services:** AP, CBS.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 17, 1960; left air July 1968 following fire which destroyed studio, offices & transmitting equipment. Sale to Charles F. Grisham, et al., by William J. Brennan, William E. Bennis, et al., approved by FCC Jan. 1971. Resumed operation Nov. 1, 1973. Sale to present owner by Charles F. Grisham, et al., approved by FCC June 10, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Jeffrey W. Malickson.

**Represented (engineering):** Guy Tittman.

**Personnel:**

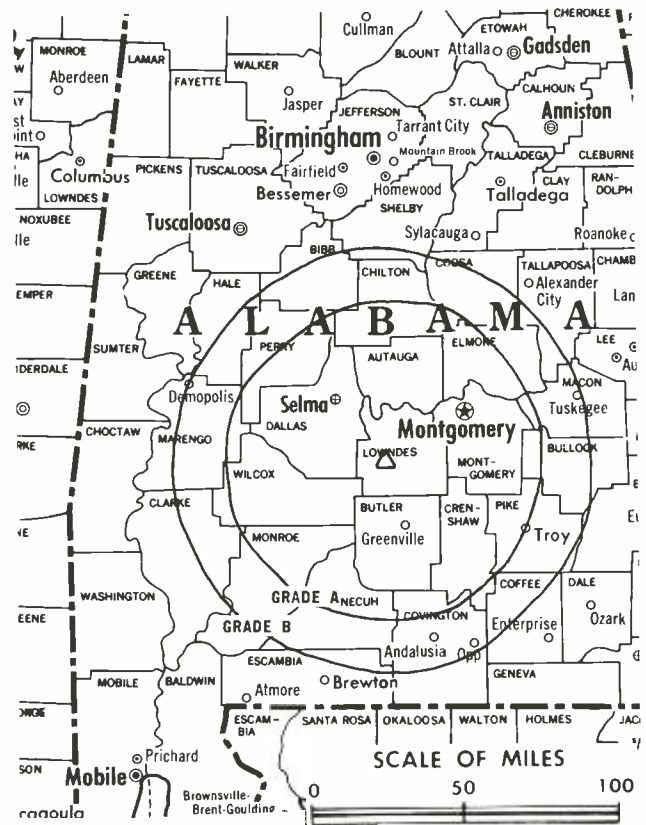
- CY N. BAHAKEL, president.
- JACK C. LONG, general manager.
- BILL BYRD, station manager, Montgomery & general sales manager.
- MIKE REYNOLDS, station manager, Selma.
- MARK SMITH, operations manager & program director.
- DON JONES, chief engineer.
- KIM WANOUS, news director.
- RUTH ZIMMER, promotion manager.
- BARBARA WILLIS, local sales manager.
- ANGIE PEDRICK, traffic director.
- DOROTHY MARTIN, business manager.

**Highest 30 Sec. Rate:** \$850.

**City of License:** Selma. **ADI:** Montgomery-Selma, AL. **Rank:** 108.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	12,200	12,000	98
	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Conecuh	5,500	5,400	98
	Crenshaw	5,300	5,200	98



WAKA BNPCT—840904KL Granted 11/16/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dallas	18,700	18,400	98
	Elmore	16,400	16,200	99
	Hale	5,000	4,900	98
	Lowndes	3,900	3,800	97
	Marengo	8,500	8,300	98
	Montgomery	77,700	77,000	99
	Perry	4,800	4,700	98
	Pike	10,100	9,900	98
	Wilcox	4,600	4,500	98
<b>Between 25-49%</b>	<b>ALABAMA</b>	12,300	12,100	98
	Chilton	9,500	9,300	98
	Clarke	4,400	4,300	98
	Coosa	14,900	14,700	99
	Covington	3,800	3,700	97
	Greene	8,500	8,300	98
	Macon	7,700	7,500	97
	Tallapoosa	14,600	14,400	99
<b>Between 5-24%</b>	<b>ALABAMA</b>	6,000	5,900	98
	Bibb	5,700	5,600	98
	Choctaw	4,800	4,700	98
	Clay	14,500	14,300	99
	Coffee	31,200	30,800	99
	Lee	7,400	7,300	99
	Randolph	5,400	5,300	98
	Sumter			
<b>Station Totals</b>		<b>334,800</b>	<b>329,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>187,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>105,200</b>	

# Alabama—Tuscaloosa

## WCFT-TV

Ch. 33

**Network Service:** CBS.

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

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

**Telephone:** 205-553-1333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 1125-kw max. & 1000-kw horizontal visual, 112.5-kw max. aural. Antenna: 537-ft. above av. terrain, 400-ft. above ground, 828-ft. above sea level.

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

**Transmitter:** 4000 37th St. E., Tuscaloosa.

**Satellite Earth Stations:** 3 in operation.

**News Service:** AP.

**Ownership:** Beam Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** October 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):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

JIM CARUTHERS, vice president, general & sales manager.  
TOMMY RAY, operations manager.  
JOHN FLETCHER, chief engineer.  
JOHNNIE BLACKBURN, promotion director.

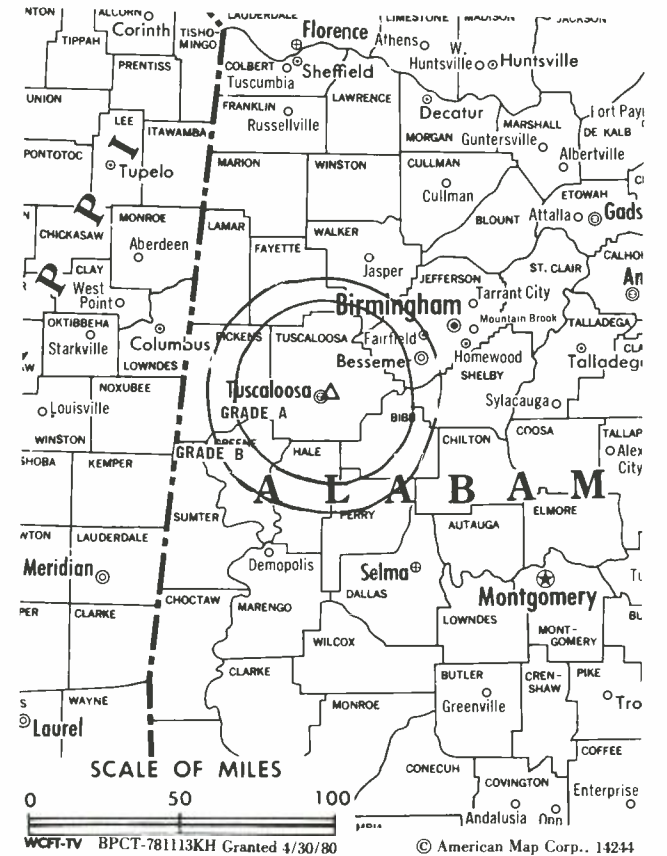
**Highest 30 Sec. Rate:** \$210.

**NETWORK BASE HOURLY RATE:** \$152.

**City of License:** Tuscaloosa. **ADI:** Tuscaloosa, AL. **Rank:** 186.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Tuscaloosa	52,600	52,000	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Greene	3,800	3,700	97
	Hale	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Pickens	7,300	7,100	97
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Fayette	7,200	7,100	99
	Lamar	6,200	6,100	98
	Marengo	8,500	8,300	98
	Perry	4,800	4,700	98
	Sumter	5,400	5,300	98
	<b>MISSISSIPPI</b>			
	Lowndes	20,900	20,700	99
	Noxubee	4,100	4,000	98
<b>Station Totals</b>		<b>131,800</b>	<b>129,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>57,800</b>
<b>Average Daily Circulation (1987)</b>				<b>33,600</b>

# Alabama—Tuscaloosa

**WDBB**

**Ch. 17**

**Network Service:** Fox.

**Licensee:** Channel 17 Associates Ltd., Box 1006, Tuscaloosa, AL 35403.

**Studio:** 1700 Jug Factory Rd. East, Tuscaloosa, AL 35405.

**Birmingham Office:** Suite 950, Birmingham, AL 35209.

**Mailing Address:** Box 1006, Tuscaloosa, AL 35403.

**Telephone:** 205-345-1117 (Tuscaloosa); 205-942-1717 (Birmingham).

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 3680-kw max. visual, 368-kw max. aural. Antenna: 2215-ft. above av. terrain, 1967-ft. above ground, 2642-ft. above sea level.

Latitude	33°	28'	51"
Longitude	87°	24'	03"

**Transmitter:** 5-mi. E of Windham Springs.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter; AFC, 4.5-meter; Pinzone, RCA receivers.

**News Service:** UPI.

**Ownership:** Channel 17 Associates Ltd. ownership: David R. DuBose, pres.-gen. partner, 68.8%; David M. Baughn, v.p.-gen. partner, 9.3%; Richard G. Brennan, secy.-gen. partner, 11.9%; Karen C. Brennan, gen. partner, 10%.

**Began Operation:** October 8, 1984.

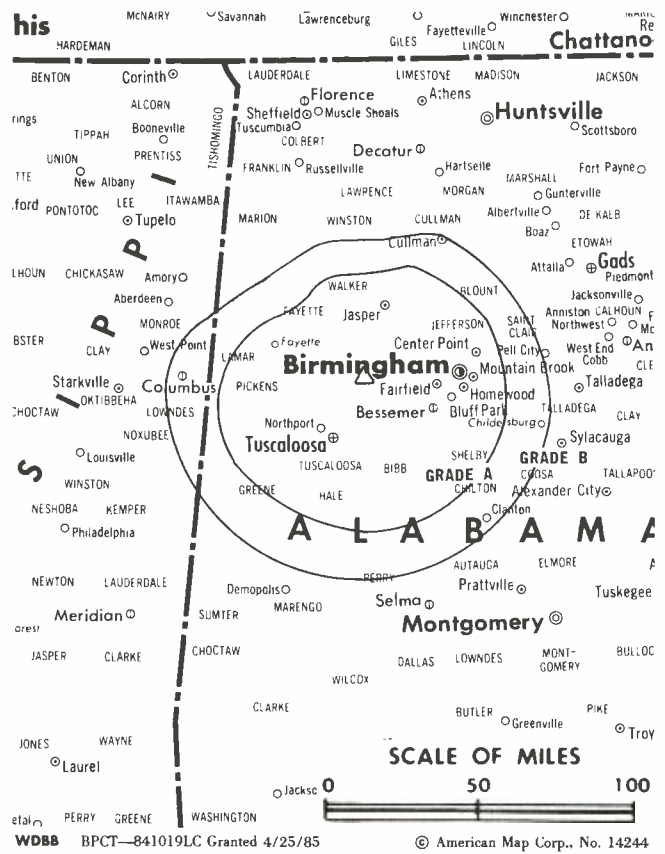
**Represented (sales):** Independent TV Sales.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Represented (engineering):** Mullaney Engineering Inc.

**Personnel:**

DAVID R. DUBOSE, president.

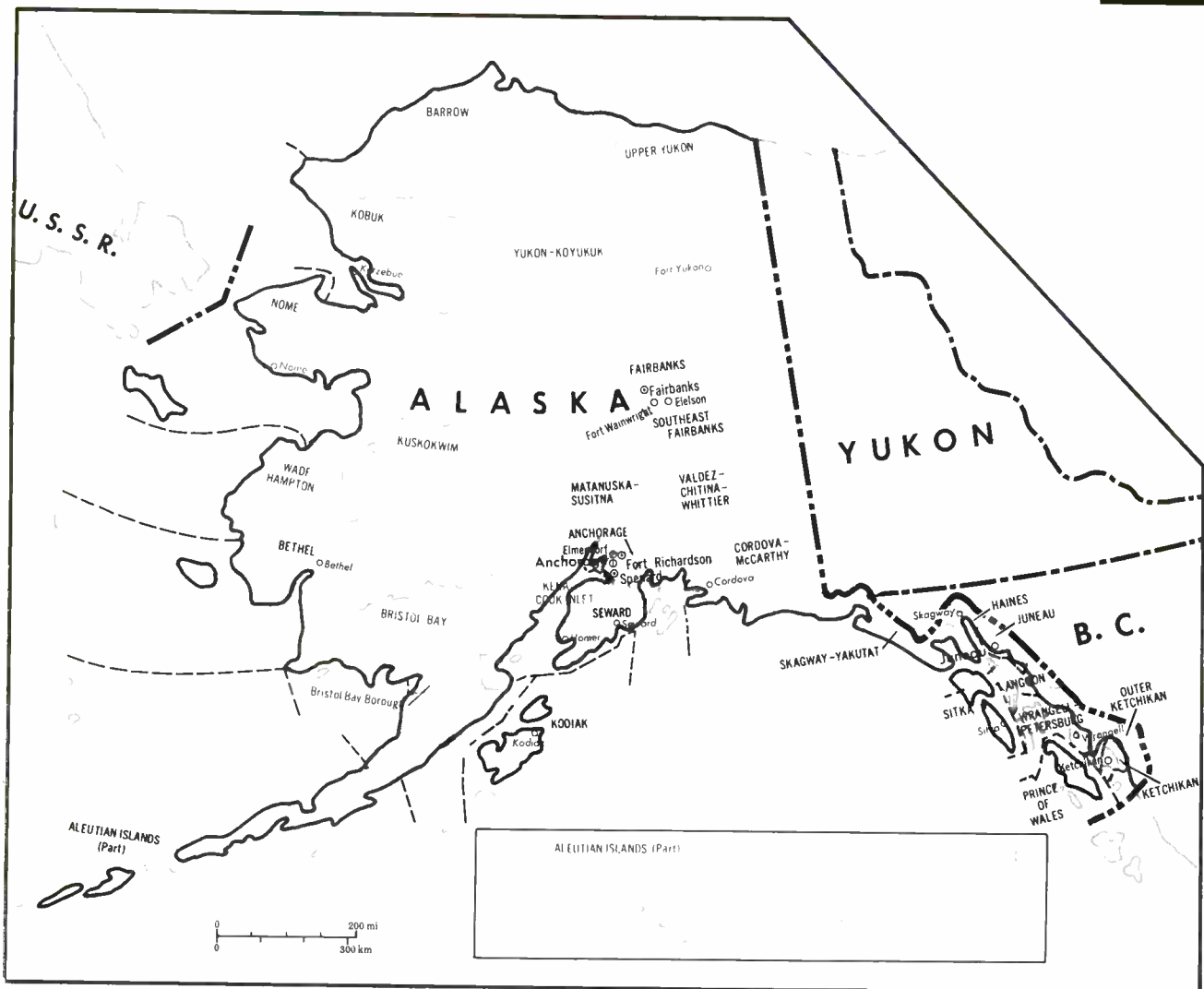


**CHARLES ROUNTREE**, general manager.  
**R. GREY BRENNAN**, director of station affairs.  
**MIKE ELROD**, general sales manager.  
**JOHN BATSON**, chief engineer.

**Highest 30 Sec. Rate:** (July 21, 1986) \$300.

**Arbitron Data:** Included with WNAL-TV, Gadsden, AL.

**City of License:** Tuscaloosa. **ADI:** Tuscaloosa, AL. **Rank:** 186.



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Anchorage.....	*	*	KIMO (13), KTBY (4), KTUU-TV (2), KTVA (11)
Fairbanks.....	*	*	KATN (2), KTVF (11)
Juneau.....	*	*	KJUD (8)
North Pole.....	*	*	KJNP-TV (4)
Sitka.....	*	*	KTNL (13)

**Alaska Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	4	0	4
	13	0	13

**ARBITRON DOES NOT HAVE WEEKLY CIRCULATION DATA FOR ALASKA**



## Alaska—Anchorage

### KIMO

Ch. 13

**Network Service:** ABC, Alaska TV Network.

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

**Studio:** 2700 E. Tudor Rd., Anchorage, AK 99507.

**Telephone:** 907-561-1313.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 39-kw visual, 7.8-kw aural. Antenna: 87-ft. above av. terrain, 294-ft. above ground, 400-ft. above sea level.

Latitude	61°	11'	52"
Longitude	149°	52'	31"

**Transmitter:** 2550 Denali St., Anchorage.

**Satellite Earth Stations:** Harris, 7-meter C-band; Harris, 9-meter C-band; Harris receivers.

**News Services:** AP, ABC, CNN.

**Ownership:** Alaska 13 Corp., 100%. See Group Ownership of Television Stations.

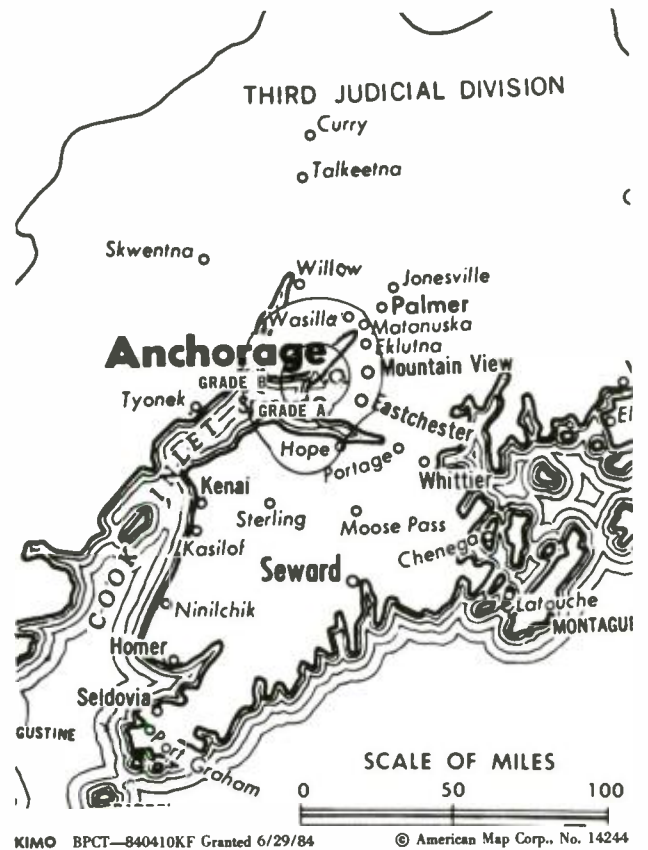
**Began Operation:** October 31, 1967. Transfer of 80% of Sourdough Bcstrs. Inc. from Harpel estate to Alaska-Hawaii Radio approved by FCC Dec. 3, 1969 but sale was not consummated. Left air May 21, 1970. Resumed operation Sept. 6, 1970. Sale to present owners approved by FCC May 28, 1971.

**Represented (sales):** Katz Television; The Tacher Co. (regionally).

**Represented (legal):** Haley, Bader & Potts.

#### Personnel:

DUANE L. TRIPLETT, president & chief exec. officer.  
RICHARD M. ZOOK, exec. v.p. & chief operating officer.  
B. G. RANDLETT, sr. v.p., statewide operations & special events.  
LARRY HOGUE, general sales manager.  
JOHN KARNOS, national sales manager.



DAVE PATRICK, news director.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$150.

# Alaska—Anchorage

**KTBY**

**Ch. 4**

**Network Service:** Fox.

**Licensee:** KTBY Inc., 1840 S. Bragaw St., Suite 101, Anchorage, AK 99508.

**Studio:** 1840 S. Bragaw St., Suite 101, Anchorage, AK 99508.

**Telephone:** 907-276-4449.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 42.5-kw max. visual, 8.5-kw max. aural. Antenna: 17-ft. above av. terrain, 411-ft. above ground, 621-ft. above sea level.

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

Holds CP for change to 39.1-kw max. visual, 7.8-kw max. aural, 180-ft. above av. terrain, 263-ft. above ground, 359-ft. above sea level. BPCT-860410KH.

**Transmitter:** 300 W. 3rd Ave., Anchorage.

**Satellite Earth Stations:** Superior, 6-meter; M/A-Com, 4-meter.

**Ownership:** Ronald K. Bradley, 100%.

**Began Operation:** December 2, 1983. Sale to Tak Communications by Totem Bcstg. Corp. approved by FCC July 11, 1984. Sale to present owner approved Feb. 5, 1985.

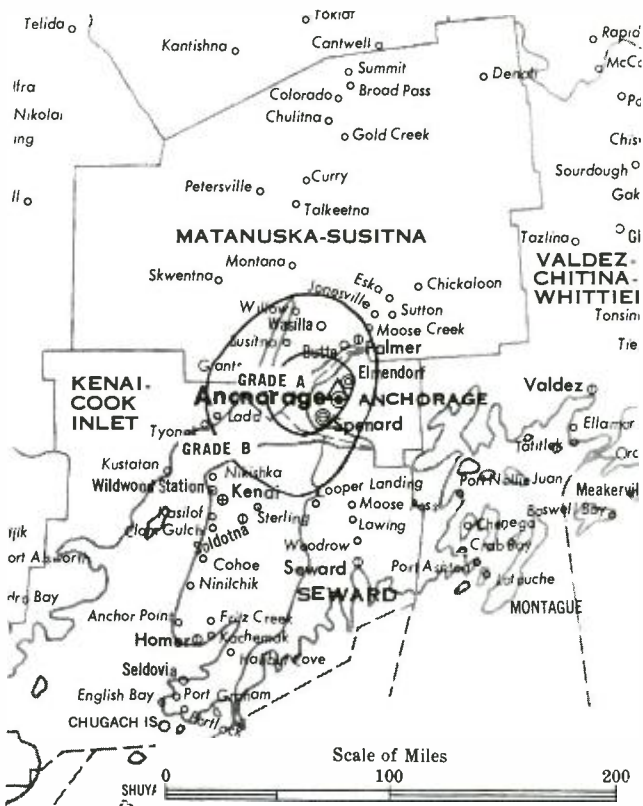
**Represented (sales):** Broadcast Spot Sales; Northwest Television Sales.

**Represented (legal):** Beaty, Robbins & Morgan.

**Represented (engineering):** Octagon Corp.

**Personnel:**

RONALD K. BRADLEY, general manager.



KTBY BPCT-860410KH Granted 6/10/86

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SEAN M. BRADLEY, station manager & sales manager.  
THERESA LARSON, program manager.

**Highest 30 Sec. Rate (July 1, 1987):** \$240.

# Alaska—Anchorage

## KTUU-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Channel 2 Broadcasting Co., Box 102880, Anchorage, AK 99510.

**Studio:** Box 102880, Anchorage, AK 99510.

**Telephone:** 907-257-0202.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 720-ft. above av. terrain, 719-ft. above ground, 834-ft. above sea level.

Latitude	61°	25'	22"
Longitude	149°	52'	20"

**Transmitter:** Mile 3, Point Mackenzie Rd., Matanuska-Susitna Borough.

**Satellite Earth Stations:** Anixter-Mark; Scientific-Atlanta, Harris receivers.

**News Services:** AP, NBC.

**Ownership:** Jessica L. Longston, pres.; L. Berenice Brownlow, v.p.; Cora V. Zaser, secy.-treas; Zaser & Longston Inc., 100%. Zaser & Longston Inc. ownership: J. L. Longston, pres., 50.49%; L. B. Brownlow, v.p., 1.66%; C. V. Zaser, secy.-treas., 46.19%; Greg Zaser, v.p.-asst. secy.; Charles T. Brownlow, 0.83%; Kathleen B. Ward, 0.83%. J. L. Longston owns Othello Outlook (Othello, WA newspaper) & Columbus Basic Farmer (farm magazine, Othello, WA). The Brownlows & Ward own KOHI(AM), St. Helens, OR.

**Began Operation:** October 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 Dec. 29, 1954 (Vol. 10:47; 11:1).

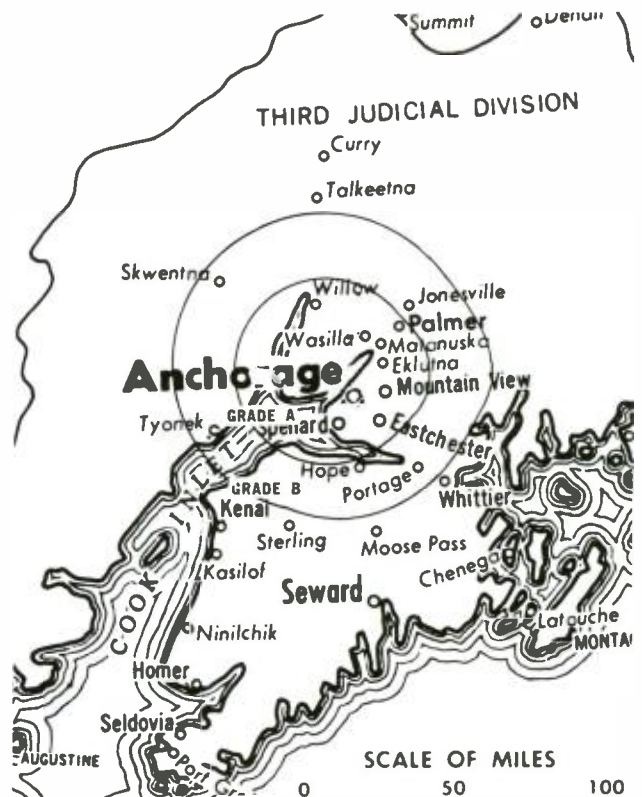
**Represented (sales):** Blair Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Octagon Co.

**Personnel:**

JESSICA L. LONGSTON, president.  
AL BRAMSTEDT JR., general manager.



KTUU-TV BPCT—850411KH Granted 5/9/85

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LELAND R. VERSCHWEREN, chief engineer.  
NANCY JOHNSON, marketing director.  
SUSAN OHRBERG, national sales manager.  
RANDY UPTON, news director.  
SANDRA MOORE, program director.  
BILL DOWD, control room director.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$920.

**NETWORK BASE HOURLY RATE:** \$273.

# Alaska—Anchorage

**KTVA**

Ch. 11

**Network Service:** CBS.

**Licensee:** Northern Television Inc., Box 102200, Anchorage, AK 99510.

**Studio:** 1007 W. 32nd Ave., Anchorage, AK 99503.

**Telephone:** 907-272-3456.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 50.7-kw visual, 5.07-kw aural. Antenna: 300-ft. above av. terrain, 391-ft. above ground, 487-ft. above sea level.

Latitude	61°	11'	33"
Longitude	149°	54'	01"

**Transmitter:** 1007 W. 32nd Ave., Anchorage.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 6 in operation; Harris, 11-meter C-band; Antenna Technology, 7-meter C-band; Scientific-Atlanta, Harris receivers.

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

**FM Affiliate:** KNIK-FM, 25-kw, 105.3 mHz (No. 287), 255-ft.

**News Service:** AP.

**Ownership:** Northern Television Inc., 100%. Northern Television Inc. 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 owns KTVF, Fairbanks; radios KBYR & KNIK-FM, Anchorage & KCBF, Fairbanks, AK.

**Began Operation:** December 11, 1953.

**Represented (sales):** Adam Young Inc.; Art Moore Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.



KTVA BPCT-3547 Granted 7/20/65

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## Personnel:

A. G. HIEBERT, chairman.  
RON MOORE, president.  
BRUCE SLOAN, vice president, Anchorage operations.  
DUANE MILLSAP, chief engineer.

**Highest One Hour Rate:** \$3700.

**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$200. Combination rate with KTVF, \$350.

# Alaska—Fairbanks

## KATN

Ch. 2

**Network Service:** ABC, NBC, Alaska TV Network.

**Licensee:** Fairbanks Television Inc., 2700 E. Tudor Rd., Anchorage, AK 99507.

**Studio:** 516 Second Ave., Fairbanks, AK 99701.

**Mailing Address:** Box 74730, Fairbanks, AK 99707.

**Telephone:** 907-452-2125.

**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.

**Satellite Earth Stations:** 2 in operation; Harris, 9-meter; Anixter-Mark, 5-meter; Harris, Microdyne receivers.

**News Service:** AP.

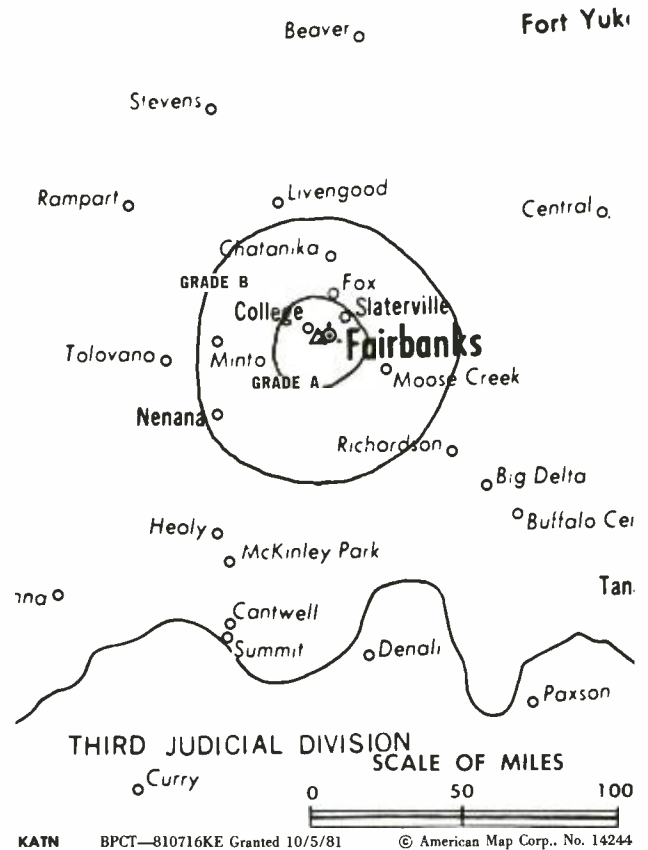
**Ownership:** Alaska 13 Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 1, 1955. Sale to present owner by Channel 2 Bcstg. Co. approved by FCC June 8, 1984.

**Represented (sales):** Katz Television; The Tacher Co. (regionally).

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**  
DUANE L. TRIPLETT, president.  
DAVID L. GEESIN, station manager.



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RALPH GILLETTE, chief engineer.  
ROSS NOLEN, business manager.

**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$150.

# Alaska—Fairbanks

**KTVF**

Ch. 11

**Network Service:** CBS, ABC.

**Licensee:** Northern Television Inc., Box 950, Fairbanks, AK 99707.

**Studio:** 3rd & Lacey Sts., Fairbanks, AK 99701.

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

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: 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.

**Satellite Earth Stations:** 2 in operation; Harris, 6.1-meter; Microdyne receivers.

**News Service:** AP.

**Ownership:** Northern Television Inc., 100%. See KTVA, Anchorage, AK

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

**Represented (sales):** Adam Young Inc.; Art Moore Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

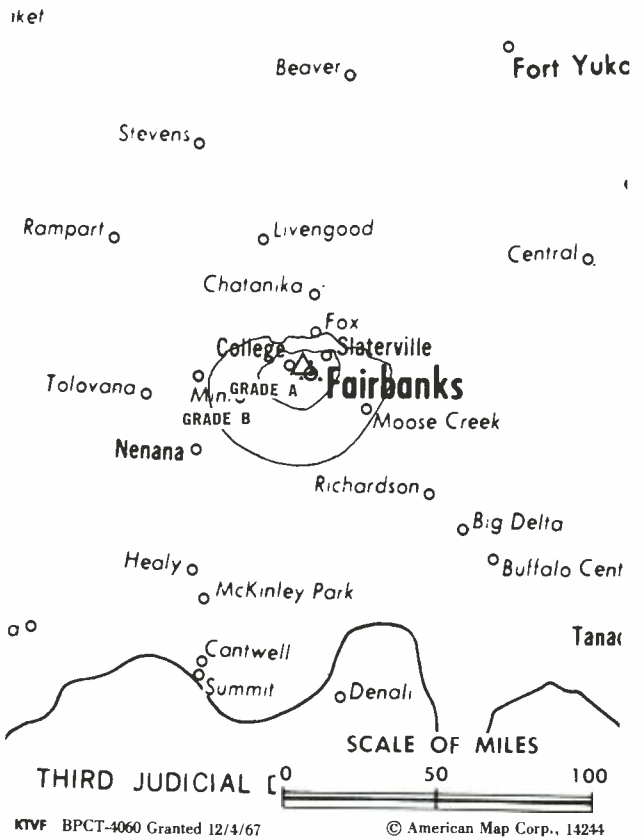
**Personnel:**

A. G. HIEBERT, chairman.

HENRY H. HOVE, president & general manager.

SALLY CRAWFORD, general sales manager.

**Highest 30 Sec. Rate:** \$275.



**NETWORK BASE HOURLY RATE:** \$200.

# Alaska—Juneau

## KJUD

Ch. 8

**Network Service:** ABC, NBC, Alaska TV Network.

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

**Studio:** 1107 8th St., Juneau, AK 99801.

**Telephone:** 907-586-3145.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 0.204-kw visual, 0.04-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.

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

**News Service:** AP.

**Ownership:** Alaska 13 Corp., 100%. See Group Ownership of Television Stations.

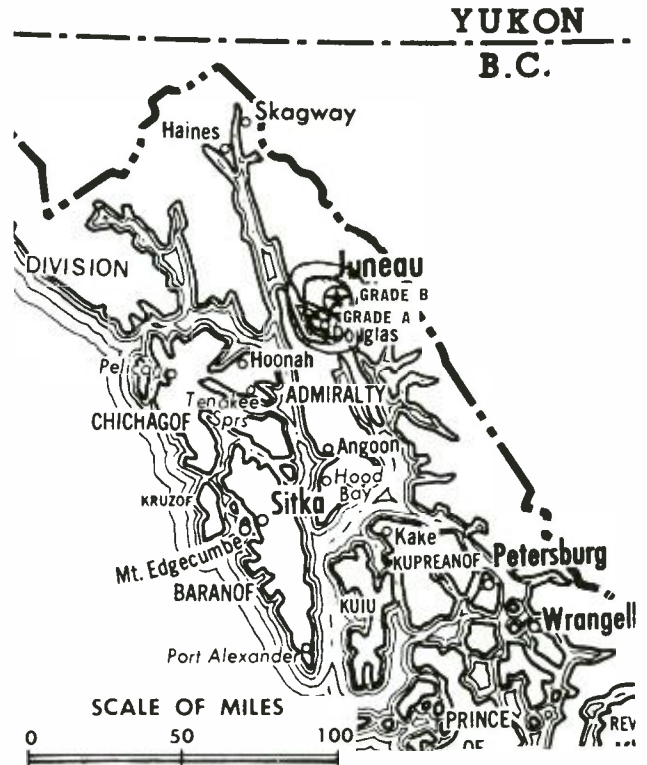
**Began Operation:** February 19, 1956. Sale to Midnight Sun & others by W. J. Wagner approved April 29, 1959 by FCC (**Television Digest**, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%. Sale to KINY Assoc. approved by FCC Dec. 11, 1981. Sale to present owners approved Nov. 24, 1982.

**Represented (sales):** Katz Television; The Tacher Co. (Northwest).

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

BOB CLARKE, general manager.  
CHARLIE PAYNE, chief engineer.



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**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate (June 23, 1987):** \$210.

# Alaska—North Pole

## KJNP-TV

Ch. 4

**Network Service:** None, independent.

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

**Studio:** North Pole.

**Telephone:** 907-488-2216.

**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, Fairbanks.

**Satellite Earth Station:** Harris, 6.2-meter C-band; Harris receivers.

**AM Affiliate:** KJNP, 5-kw, 1170 kHz.

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

**News Service:** CNN.

**Ownership:** Non-stock corp. Donald L. Nelson, pres.; Genevieve L. Nelson, exec. v.p.; Yvonne L. Carriker, secy.-treas.; Norman Peterson Jr.; Ronald Scheimo.

**Began Operation:** December 7, 1981.

**Represented (legal):** Fletcher, Heald & Hildreth.

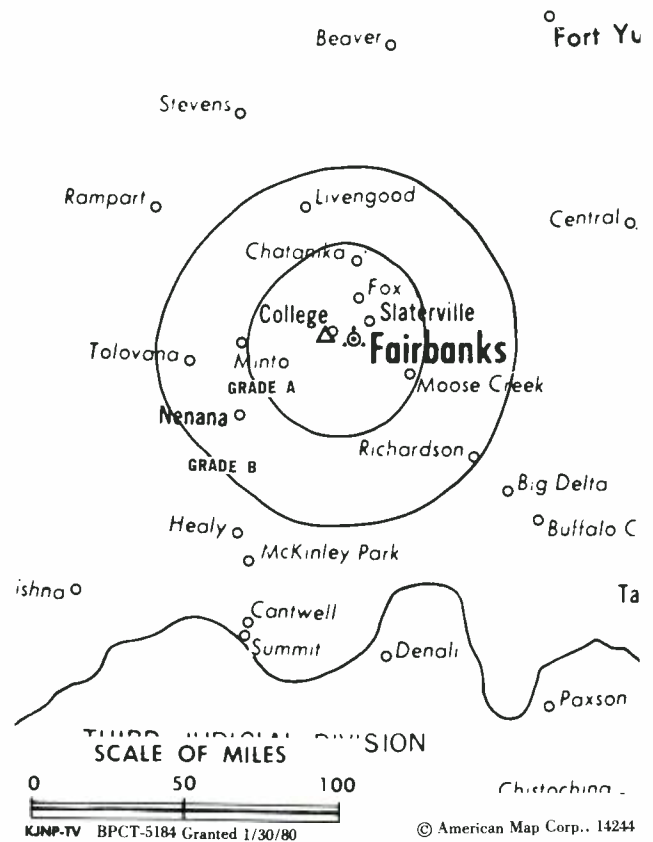
**Represented (engineering):** Carl E. Smith Consulting Radio Engineers.

**Personnel:**

DONALD L. NELSON, president/director.

GEN NELSON, executive vice president.

YVONNE CARRIKER, secretary/treasurer & general manager.



RICHARD OLSON, administrative assistant & sales manager.  
ERIC NICHOLS, director of engineering.  
ROGER SKOLD, station manager & news director.  
BEVERLY OLSON, program director.

**Highest 30 Sec. Rate:** \$60.



# Alaska—Sitka

**KTNL**

**Ch. 13**

**Network Service:** CBS, Alaska TV Network.

**Licensee:** Dan & Kathie Etulain, Box 2668, Sitka, AK 99835.

**Studio:** 611 Lake St., Sitka, AK 99835.

**Telephone:** 907-747-8488.

**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:** Cosmos, 3.6-meter; Drake receivers.

**Ownership:** Dan & Kathie Etulain, 100% jointly.

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

**Represented (sales):** Katz Television.

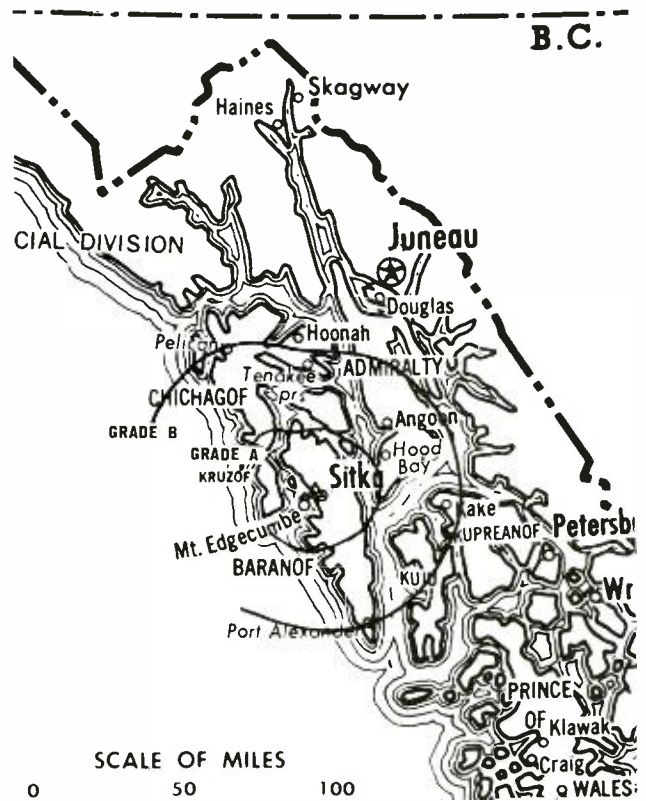
**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

DAN ETULAIN, president, general manager & national sales manager.  
KATHIE ETULAIN, vice president & secretary-treasurer.

**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$85.

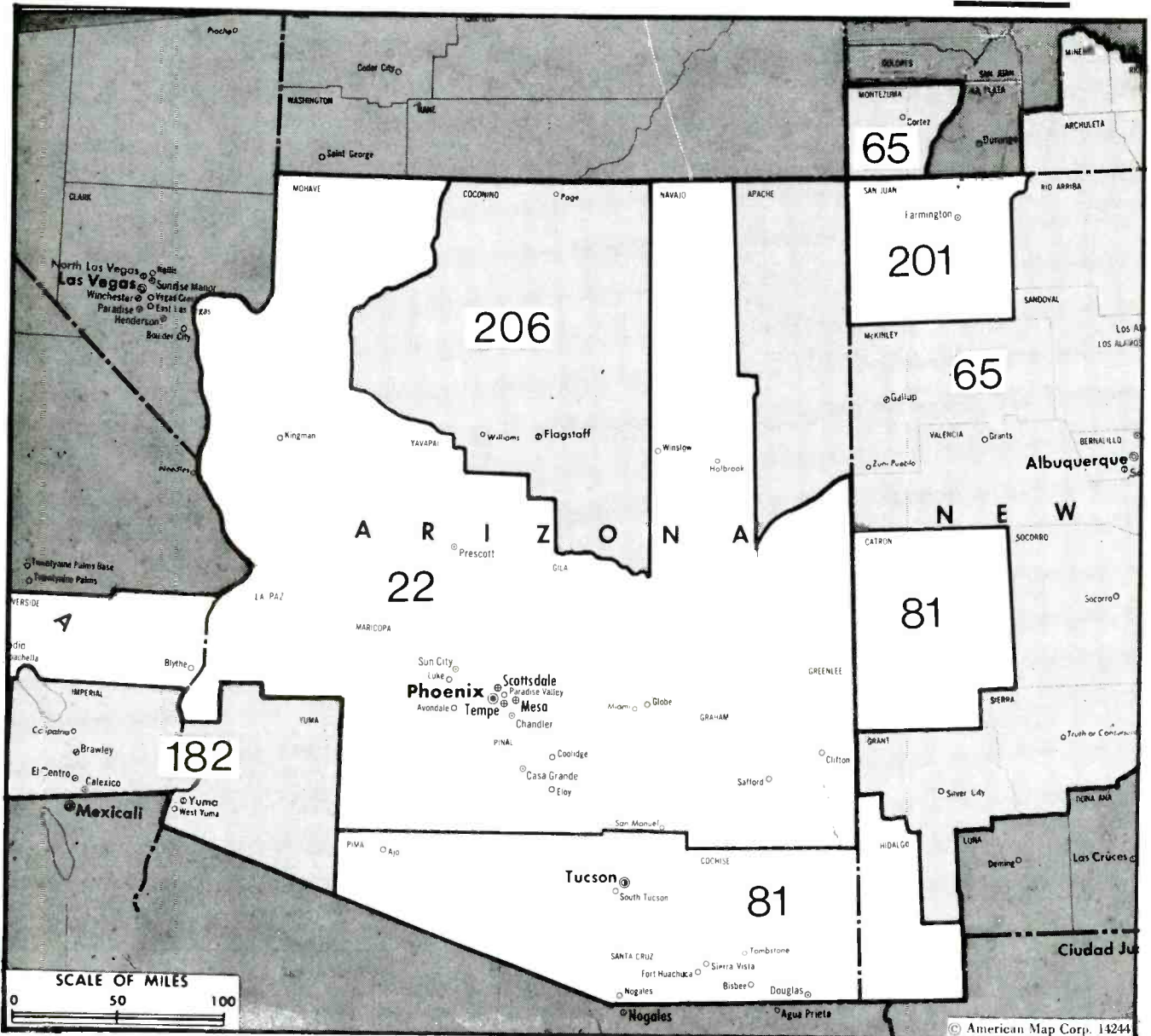


KTNL BMPCT-6342 Granted 9/16/66

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**NETWORK BASE HOURLY RATE: \$50.**

# Arizona



Market	Arbitron ADI TV Households	Rank
Phoenix, AZ	892,000	22
Albuquerque, NM	388,100	65
Tucson, AZ	301,000	81
El Centro, CA-Yuma, AZ	58,900	182
Farmington, NM	31,800	201
Flagstaff, AZ	26,900	206

Market Area Commercial TV Stations
KNXV-TV (15), KPAZ-TV (21), KPHO-TV(5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7), KUTP (45)
KCHF (11), KGGM-TV (13), KGSW(14), KNAT (23), KNMZ-TV (2), KOAT-TV (7), KOB-TV (4), KWNM-TV (10)
KDTU-TV (18), KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KVOA-TV (4)
KECY-TV (9), KYEL-TV (13)
KOBF (12)
KNAZ-TV (2)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KPNX-TV, Mesa	See Phoenix, AZ
KMSB-TV, Nogales	See Tucson, AZ
KUSK, Phoenix	See Prescott, AZ
KECY-TV, Yuma	See El Centro, CA

Arizona Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	11	6	17
Educational Television Stations	2	0	2
	13	6	19

# Arizona—Flagstaff

## KNAZ-TV

Ch. 2

**Network Service:** NBC.

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

**Studio:** 2201 N. Vickey Dr., Flagstaff, AZ 86001.

**Telephone:** 602-526-2232.

**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 Mountain, 18-mi. SSE of Flagstaff.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6-meter; Harris receivers.

**News Services:** AP, NPS.

**Ownership:** Standard Life Insurance Co., 45.8%; Estate of T. B. Lanford, 13.6% (see Group Ownership of TV Stations) T. M. Henderman Trust, 4.51%; Eleanor Collums, 3.48%; 30 others with less than 2.5% each.

**Began Operation:** May 2, 1970. Sale to Capitol Bcstg. Co. by Wendell Elliot Jr., et al., approved by FCC Jan. 7, 1981. Transfer of control to individual shareholders of Capitol approved by FCC Jan. 5, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

DON PURNELL, general manager.  
ED BOUCHARD, chief engineer.  
BONNIE HOLMES, news director.

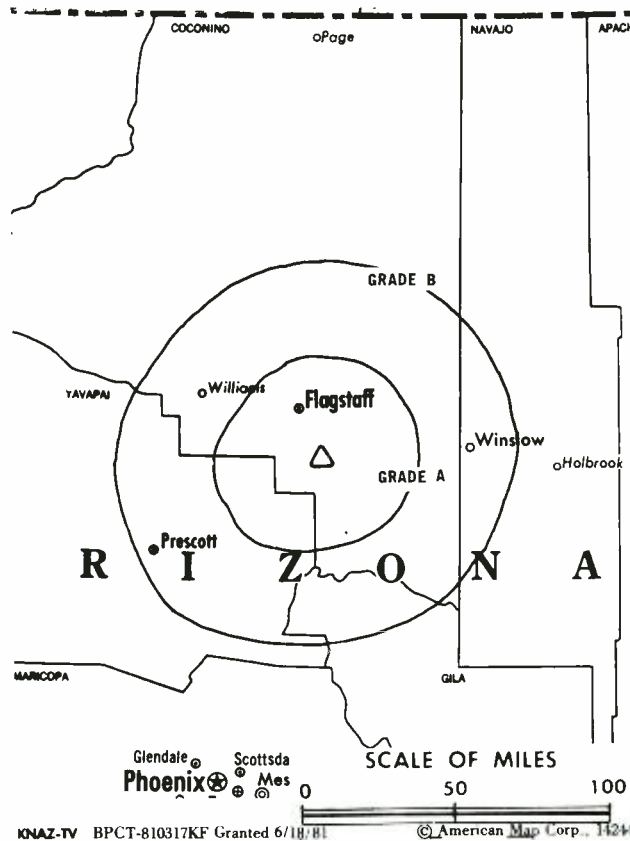
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (July 1, 1987): \$360.

**NETWORK BASE HOURLY RATE:** \$175.

**City of License:** Flagstaff. **ADI:** Flagstaff. **Rank:** 206.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Coconino	28,800	26,700	93
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Navajo	22,100	20,200	91
	Yavapai	37,200	35,300	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Apache North	11,500	10,200	89
	Gila	14,500	13,900	96
<b>Station Totals</b>		<b>114,100</b>	<b>106,300</b>	<b>93</b>
<b>Net Weekly Circulation (1987)</b>				<b>46,700</b>
<b>Average Daily Circulation (1987)</b>				<b>23,100</b>

# Arizona—Phoenix

**KNXV-TV**

Ch. 15

**Network Service:** Fox.

**Licensee:** Scripps-Howard Broadcasting Co., 4625 S. 33rd Place, Phoenix, AZ 85040.

**Studio:** 4625 S. 33rd Place, Phoenix, AZ 85040.

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

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 524-kw max. visual, 108.4-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 Mountain Park, Phoenix.

**Satellite Earth Stations:** Harris, 6-meter C-band; Calstar, 5-meter C-band; Vertex, 4.57-meter Ku-band; M/A-Com, Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN Headline News.

**Ownership:** Scripps-Howard Broadcasting Co., see Group Ownership of TV Stations.

**Began Operation:** September 9, 1979. Sale to present owner by Arlington Corp. approved by FCC Jan. 8, 1985 (*Television Digest*, Vol. 24:20, 26; 25:2).

**Represented (sales):** Katz Television.

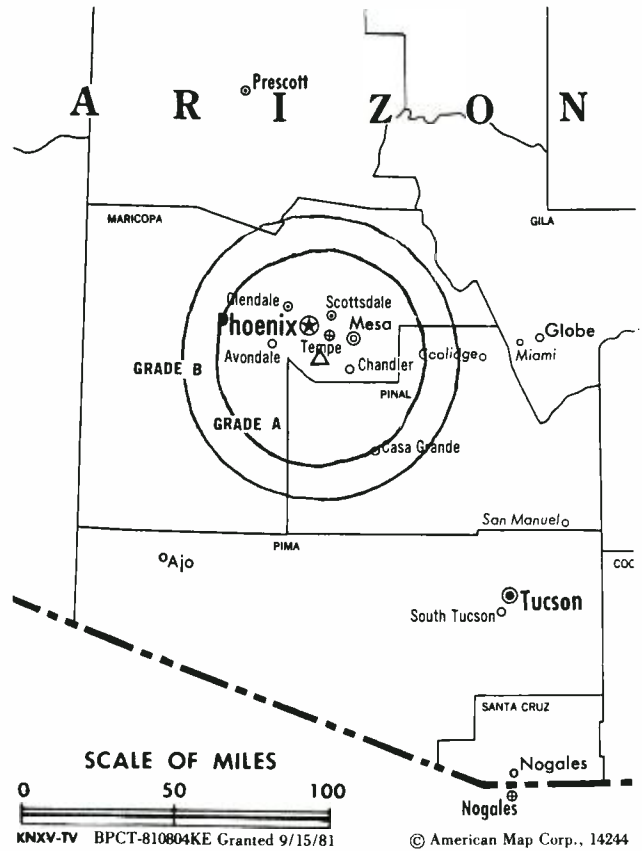
**Represented (legal):** Baker & Hostetler.

**Personnel:**

STUART B. POWELL, vice president & general manager.  
MATT COOPERSTEIN, program manager.  
MIKE NORTEN, general sales manager.  
STEVEN KARGMAN, national sales manager.  
BRUCE SHERMAN, chief engineer.

**Rates:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA	718,300	703,900	98
	Maricopa			
Between 25-49%	ARIZONA	34,600	33,500	97
	Pinal			
<b>Station Totals</b>		<b>752,900</b>	<b>737,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>402,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>164,100</b>	

# Arizona—Phoenix

## KPAZ-TV

Ch. 21

**Network Service:** None, independent.

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

**Studio:** 3551 E. McDowell Rd., Phoenix, AZ 85008.

**Telephone:** 602-273-1477.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 251-kw max. visual, 50-kw max. 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 Mountain Park.

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

**News Service:** TBN.

**Ownership:** Trinity Broadcasting Network Inc., see Group Ownership of TV Stations.

**Began Operation:** September 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):** May & Dunne.

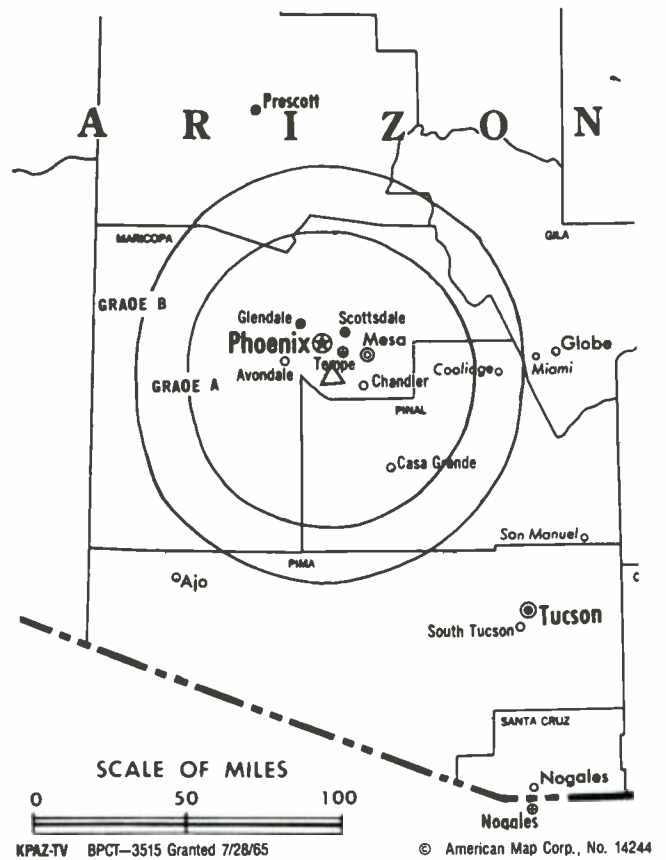
**Personnel:**

PAUL F. CROUCH, president.  
STANLEY E. COMSTOCK, station manager.  
GARY L. NICHOLS, chief engineer.

**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.



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# Arizona—Phoenix

## KPHO-TV

Ch. 5

**Network Service:** None, independent.

**Licensee:** Meredith Corp., 4016 N. Black Canyon Highway, Phoenix, AZ 85036.

**Studio:** 4016 N. Black Canyon Highway, Phoenix, AZ 85036.

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

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-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. of Phoenix.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris, 6.1-meter; Harris receivers.

**News Services:** AP, CNN.

**Ownership:** Meredith Corp., see Group Ownership of TV Stations.

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

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

RICHARD DeANGELIS, vice president & general manager.  
CHARLES ALVEY, station manager.  
DON PAULY, general sales manager.  
CHRISTOPHER SEHRING, national sales manager.  
TOVE SPOFFORD, local sales manager.  
GREG BRANNAN, program promotion manager.  
RICHARD NORRIS, community service director.  
WILLIAM J. STRUBE, director of engineering.  
KEN ROBINSON, news director.

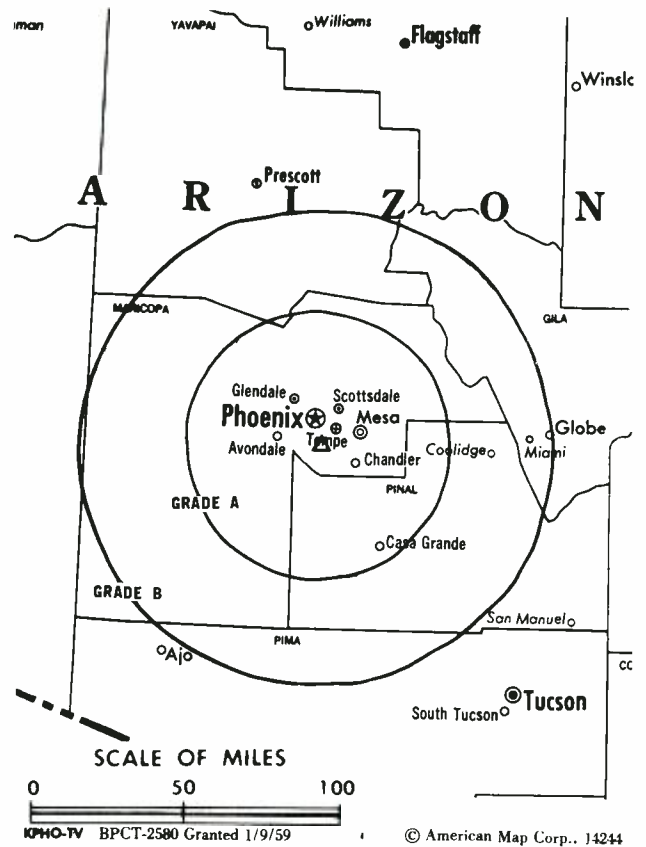
**Highest One Hour Rate:** \$9000.

**Highest 30 Sec. Rate:** \$3500.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache South	4,000	3,500	89
	Coconino	28,800	26,700	93



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Gila	14,500	13,900	96	
	Graham	7,700	7,300	95	
	Greenlee	3,700	3,600	97	
	La Paz	5,600	5,400	96	
	Maricopa	718,300	703,900	98	
	Mohave	30,300	28,900	95	
	Navajo	22,100	20,200	91	
	Pinal	34,600	33,500	97	
	Yavapai	37,200	35,300	95	
	Yuma	31,000	29,300	95	
	CALIFORNIA				
	Riverside East	7,500	7,300	97	
	Between 25-49%	ARIZONA			
Cochise		35,000	33,700	96	
	Santa Cruz	7,700	7,400	97	
<b>Station Totals</b>		<b>988,000</b>	<b>959,900</b>	<b>97</b>	
<b>Net Weekly Circulation (1987)</b>				<b>727,600</b>	
<b>Average Daily Circulation (1987)</b>				<b>383,900</b>	

# Arizona—Phoenix-Mesa

**KPNX-TV**

Ch. 12



**BLAIR TELEVISION**

**GANNETT**

**Network Service:** NBC.

**Licensee:** KPNX Broadcasting Co., Box 711, Phoenix, AZ 85001.

**Studio:** 1101 N. Central Ave., Phoenix, AZ 85004.

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

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band & Harris, 3-meter Ku-band; Harris, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Harris, M/A-Com, Standard Communications receivers.

**News Services:** AP, UPI.

**Ownership:** Gannett Broadcasting Group, 100%; 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).

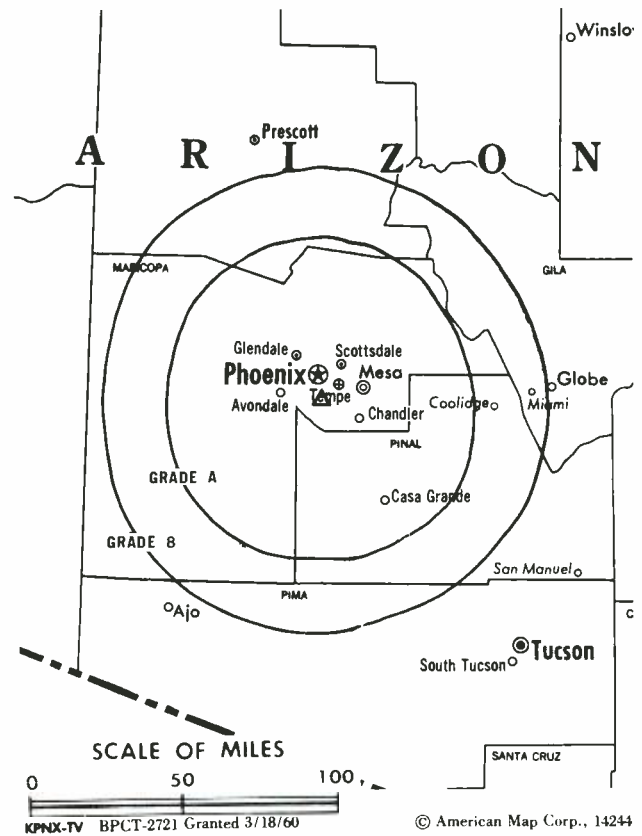
**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

C. E. COONEY, president & general manager.  
ROBERT ALLINGHAM, vice president, programming.  
JEFFREY R. MORRIS, vice president & general sales manager.  
PATRICK WELCH, vice president, broadcasting.



**LEON ANGLIN**, vice president & chief engineer.  
**JIM WILLI**, news director.  
**MARJORIE SCHMIDT**, promotion director.  
**WINNIE STOLPER**, controller.

**Rates:** On request.

**City of License:** Mesa. **ADI:** Phoenix. **Rank:** 22.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	Gila	14,500	13,900	96
	Graham	7,700	7,300	95
	La Paz	5,600	5,400	96
	Maricopa	718,300	703,900	98
	Mohave	30,300	28,900	95
	Pinal	34,600	33,500	97
	Yavapai	37,200	35,300	95
		<b>CALIFORNIA</b>		
	Riverside East	7,500	7,300	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Coconino	28,800	26,700	93
	Greenlee	3,700	3,600	97
	Navajo	22,100	20,200	91
<b>Station Totals</b>		<b>914,300</b>	<b>889,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>776,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>468,700</b>	

# Arizona—Phoenix

## KTSP-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Taft Television & Radio Co., 511 W. Adams St., Phoenix, AZ 85003.

**Studio:** 511 W. Adams St., Phoenix, AZ 85003.

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

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

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

**Transmitter:** South Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive; 5 receive only; DX Engineering, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Taft Broadcasting Co. See Group Ownership of Television Stations.

**Began operation:** October 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (*Television Digest*, Vol. 10:12, 19). Gulf Broadcast Co. 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. Sale to present owner approved May 30, 1985 (Vol. 25:5, 20, 22).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

WILLIAM STOUGH, vice president & general manager.  
ERIC LAND, general sales manager.  
GARY ROCKEY, program manager.  
TIM GILBERT, local sales manager.  
DONNA VOGT, advertising & promotion manager.  
AL HILLSTROM, chief engineer.  
DAVID HOWELL, news director.

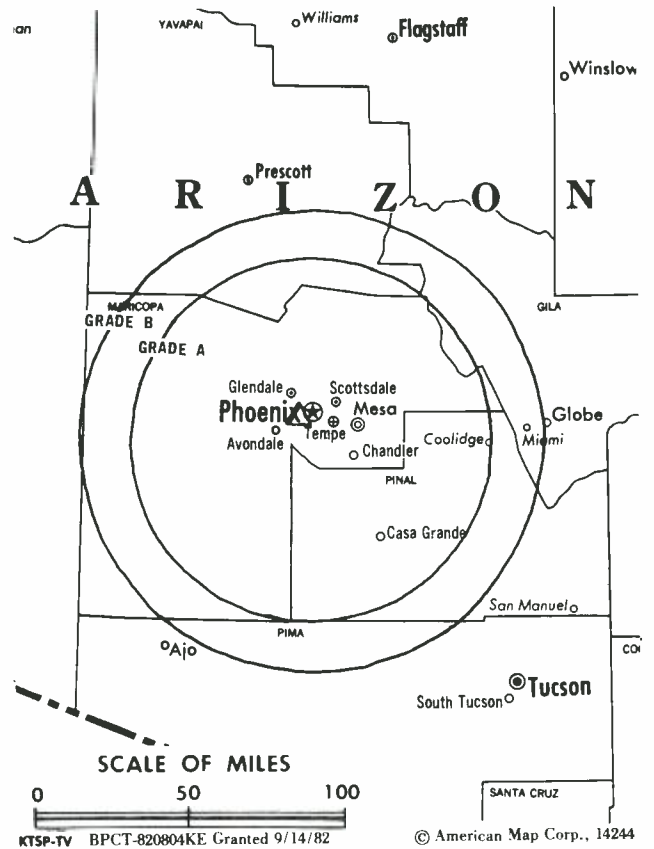
**Highest One Hour Rate:** \$16,500.

**Highest 30 Sec. Rate:** \$4200.

**NETWORK BASE HOURLY RATE:** \$1051.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	Coconino	28,800	26,700	93
	Gila	14,500	13,900	96
	Graham	7,700	7,300	95
	La Paz	5,600	5,400	96
	Maricopa	718,300	703,900	98
	Mohave	30,300	28,900	95
	Navajo	22,100	20,200	91
	Pinal	34,600	33,500	97
Yavapai	37,200	35,300	95	
Yuma	31,000	29,300	95	
<b>CALIFORNIA</b>	Riverside East	7,500	7,300	97
	<b>ARIZONA</b>			
<b>Between 25-49%</b>	Greenlee	3,700	3,600	97
<b>Station Totals</b>		<b>945,300</b>	<b>918,800</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>814,900</b>
<b>Average Daily Circulation (1987)</b>				<b>519,200</b>



# Arizona—Phoenix

**KTVK**

Ch. 3

**Network Service:** ABC.

**Licensee:** Arizona Television Co., Box 5068, Phoenix, AZ 85010.

**Studio:** 3435 N. 16th St., Phoenix, AZ 85016.

**Mailing Address:** Box 5068, Phoenix, AZ 85010.

**Telephone:** 602-263-3333. **TWX:** 910-951-1562.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1778-ft. above av. terrain, 289-ft. above ground, 2949-ft. above sea level.

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

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Dalsat, 4.5-meter; Scientific-Atlanta, Pinzone receivers.

**News Services:** AP, UPI.

**Ownership:** Delbert R. Lewis, conservator, 49.9%; Delbert R. Lewis, pres.-treas., 28.6%; others.

**Began Operation:** February 28, 1955.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Dempsey & Koplovitz.

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

**Personnel:**

DELBERT R. LEWIS, president & general manager.  
WILLIAM MILLER, station manager.  
MIKE CEFARATTI, general sales manager.  
PHIL ALVIDREZ, news director.  
BILL LAWRENCE, chief engineer.

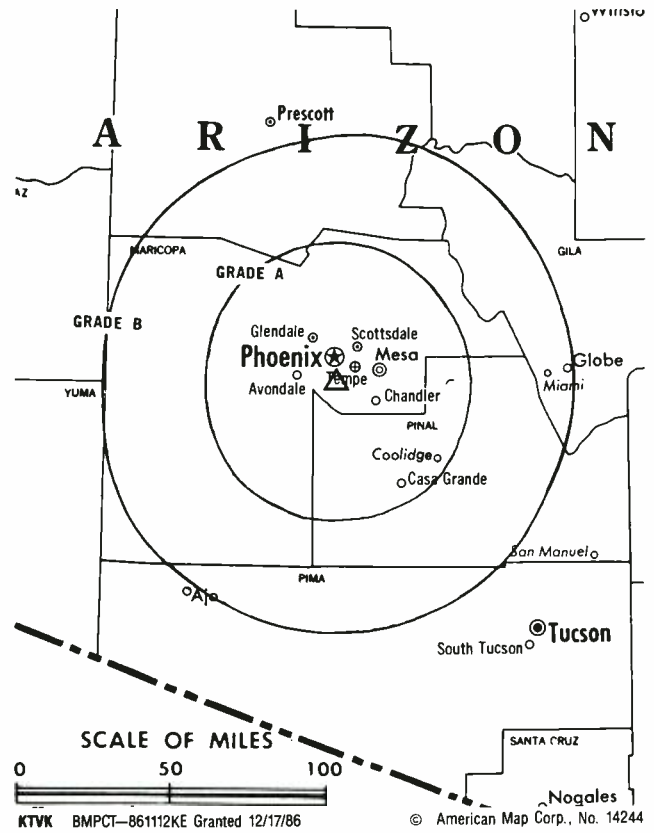
**Highest 30 Sec. Rate:** \$6000.

**NETWORK BASE HOURLY RATE:** \$925.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	Coconino	28,800	26,700	93
	Gila	14,500	13,900	96



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Graham	7,700	7,300	95	
	La Paz	5,600	5,400	96	
	Maricopa	718,300	703,900	98	
	Mohave	30,300	28,900	95	
	Navajo	22,100	20,200	91	
	Pinal	34,600	33,500	97	
	Yavapai	37,200	35,300	95	
	Yuma	31,000	29,300	95	
	<b>CALIFORNIA</b>				
	Riverside East	7,500	7,300	97	
<b>Between 25-49%</b>	<b>ARIZONA</b>				
	Greenlee	3,700	3,600	97	
<b>Station Totals</b>		<b>945,300</b>	<b>918,800</b>	<b>97</b>	
<b>Net Weekly Circulation (1987)</b>				<b>792,400</b>	
<b>Average Daily Circulation (1987)</b>				<b>438,400</b>	

# Arizona—Phoenix

## KTVW-TV

Ch. 33

**Network Service:** Univision.

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

**Studio:** 3019 E. Southern Ave., Phoenix, AZ 85040.

**Telephone:** 602-243-3333.

**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 Mountain, 8-mi. S of Phoenix City Hall.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Reynold V. Anselmo, pres.-treas., 55%; Emilio Nicolas, v.p., 15%; Daniel D. Villanueva, v.p., 15%; William Stiles, 5%; Joaquin Blaya, 2.5%; Robert Munoz, 2.5%.

**Began Operation:** September 2, 1979.

**Represented (sales):** Univision—Spanish International Network.

**Represented (legal):** Leventhal, Senter & Lerman.

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

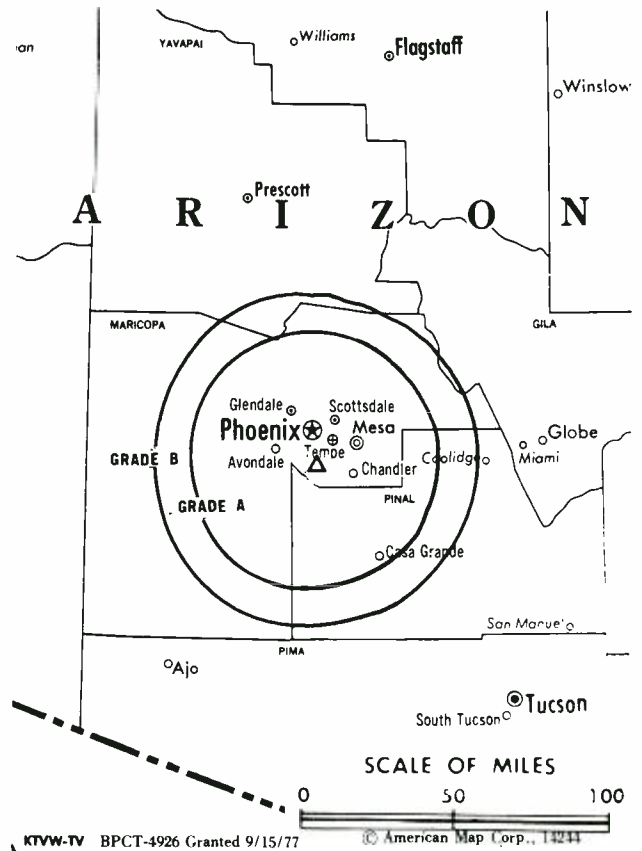
### Personnel:

JOSE C. CANCELA, general manager.  
MICHAEL FLYNN, general sales manager.  
TOM KIOSKI, operations manager.  
LAWRENCE BECKMAN, chief engineer.  
ROSA CARRILLO, program director & public service director.

**Highest 30 Sec. Rate:** \$350.

**Arbitron Data:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.



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# Arizona—Phoenix

**KUTP**

**Ch. 45**

**Network Service:** None, independent.

**Licensee:** United Television Inc., 8501 Wilshire Blvd., No. 340, Beverly Hills, CA 90211.

**Studio:** 4630 South 33rd Street, Phoenix, AZ 85040.

**Telephone:** 612-925-3300.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2750-kw max. visual, 275-kw max. aural. Antenna: 1792-ft. above av. terrain, 348-ft. above ground, 2966-ft. above sea level.

Latitude 33° 20' 01"  
Longitude 112° 03' 32"

**Transmitter:** 8.3-mi. S of Phoenix in South Mountain Park.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**Ownership:** United Television Inc. See Group Ownership of Television Stations.

**Began Operation:** December 23, 1985.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Cohen & Dippell, P.C.

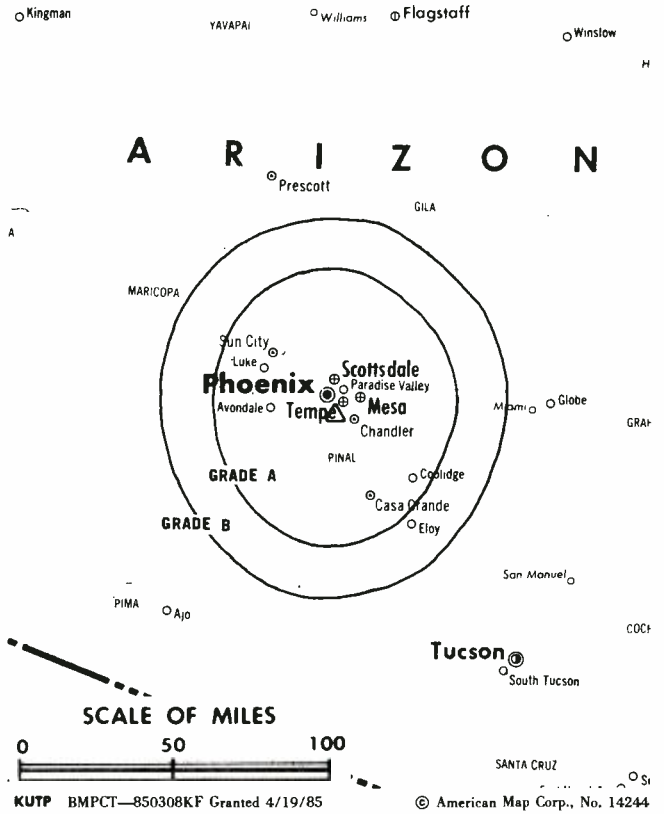
**Personnel:**

JERRY BRAET, vice president & general manager.  
MIKE DURAND, general sales manager.  
SETH PARKER, program director.

**Rates:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 22.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ARIZONA</b>			
	Maricopa	718,300	703,900	98
	Pinal	34,600	33,500	97
<b>Station Totals</b>		<b>752,900</b>	<b>737,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>282,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>97,600</b>	

# Arizona—Prescott

## KUSK

Ch. 7

**Network Service:** None, independent.

**Licensee:** KUSK Inc., 741 E. McDowell, Phoenix, AZ 85001.

**Studio:** 3211 Tower Dr., Prescott, AZ 86301-8890.

**Branch Office:** 1616 E. Indian School Rd., Phoenix, AZ 85016-8604.

**Telephones:** 602-778-6770 (Prescott); 602-234-2727 (Phoenix).

**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° 06' 55"

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

**Satellite Earth Stations:** Harris, 6.2-meter; RCA Americom, 4.5-meter Ku-band; Paracclipse, 3.5-meter; Excalibur, Harris receivers.

**News Services:** CNN Headline News, INN.

**Ownership:** William H. Sauro, pres., 55.7%; Ronna Sauro, secy.; Neighborhood TV Co., 30%; Allstate Insurance, 14.3%. NTC is an applicant for translators to rebroadcast KUSK. Neighborhood TV Co. ownership: Marshall M. Carpenter Jr., pres., 18.7%; William H. Sauro, v.p., 18.7%; Lyle Mattler, treas., 18.6%; Alsta & Co., 44.00%.

**Began Operation:** September 5, 1982.

**Represented (sales):** Mutual Telesales Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

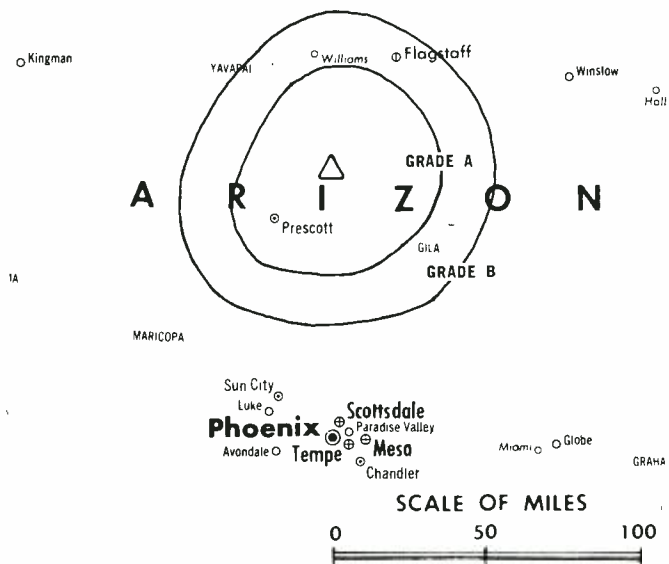
**Personnel:**

WILLIAM H. SAURO, president.  
RICHARD HOWE, vice president & general manager.  
PAT GRAY, vice president & program operations manager.  
THAYNE HIGGINS, chief engineer.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Prescott. **ADI:** Phoenix. **Rank:** 22.



KUSK BPCT-790618KG Granted 1/7/80

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Yavapai	37,200	35,300	95
Between 5-24%	ARIZONA			
	Coconino	28,800	26,700	93
	Gila	14,500	13,900	96
	Maricopa	718,300	703,900	98
<b>Station Totals</b>		<b>798,800</b>	<b>779,800</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>52,300</b>
<b>Average Daily Circulation (1987)</b>				<b>13,000</b>

# Arizona—Tucson

## KDTU-TV

Ch. 18

**Network Service:** None, independent.

**Licensee:** Roman Catholic Church of Diocese of Tucson, 192 S. Stone Ave., Tucson, AZ 85701.

**Studio:** 1855 N. 6th Ave., Tucson, AZ 85705.

**Telephone:** 602-624-0180.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2510-kw max. visual, 251-kw max. aural. Antenna: 1970-ft. above av. terrain, 200-ft. above ground, 4560-ft. above sea level.

Latitude 32° 14' 55"  
Longitude 110° 06' 57"

**Transmitter:** Tucson Mountains.

**Satellite Earth Stations:** BMS, 5-meter; RCA, 4.6-meter; M/A-Com, Microdyne receivers.

**News Services:** AP, NIWS.

**Ownership:** Roman Catholic Church of Diocese of Tucson.

**Began Operation:** December 31, 1984.

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

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Andrus & Associates.

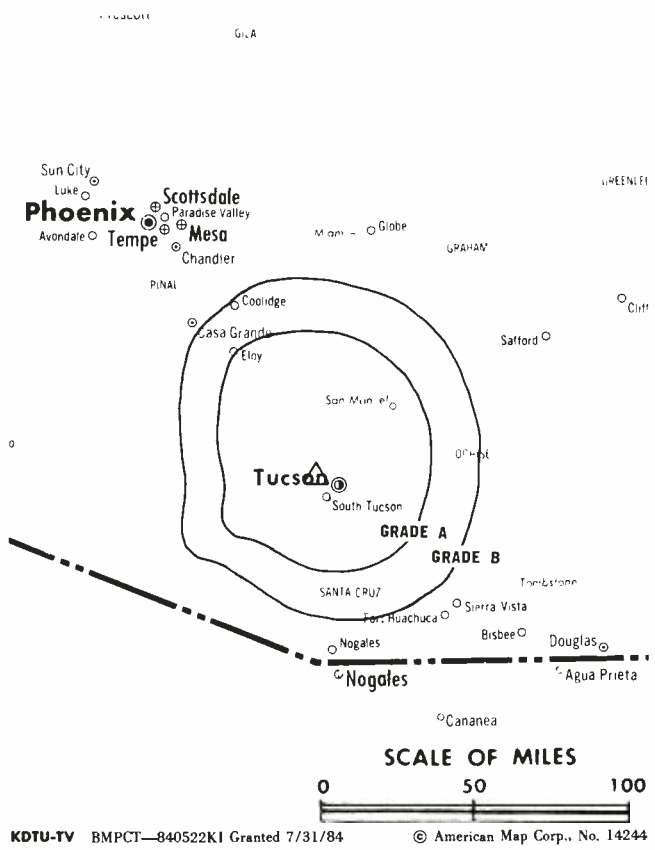
**Personnel:**

ROBERT NORDMEYER, general manager.  
MARCIA AYLESWORTH, program/promotions director.  
MAURICIO MENDEZ, general sales manager.  
WAYNE NELSON, chief engineer.

**Highest 30 Sec. Rate:** \$120.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b> Pima	252,400	247,300	98
<b>Between 5-24%</b>	<b>ARIZONA</b> Pinal Santa Cruz	34,600 7,700	33,500 7,400	97 97
<b>Station Totals</b>		<b>294,700</b>	<b>288,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>126,700</b>
<b>Average Daily Circulation (1987)</b>				<b>50,900</b>

# Arizona—Tucson

## KGUN

Ch. 9

**Network Service:** ABC.

**Licensee:** KGUN Inc., 2175 N. Sixth Ave., Tucson, AZ 85705.

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

**Telephone:** 602-792-9933.

**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.

**Satellite Earth Stations:** 4 in operation; Prodelin, 3.6-meter; Andrew, Avantek, M/A-Com, RCA receivers.

**News Services:** AP, UPI.

**Ownership:** Lee Enterprises Inc., 100%. See Group Ownership of Television Stations. For Lee Enterprises Inc. Newspapers, see Newspaper Ownership of TV Stations.

**Began Operation:** June 3, 1956. H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 (*Television Digest*, Vol. 12:51). Sale to Henry S. Hilbery & associates by H. U. Garrett group approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). Sale to Gilmore Bcstg. Corp. of Arizona by Hilbery group along with WEHT(TV), Evansville, IN approved July 15, 1964 (Vol. 4:26, 29). Sale by Gilmore to May Broadcasting Co. approved by FCC July 31, 1968 (Vol. 8:15, 34). Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

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

**Personnel:**

CARL JAQUINT, general manager.  
STEPHEN OCHOA, general sales manager.  
LARRY SCHNEBLY, regional sales manager.  
BRUCE FRANZEN, program manager.  
JOHN R. SAWYER, chief accountant.  
PHIL AALAND, chief engineer.  
DEBRA HASTINGS, production manager.  
RAY DEPA, news director.

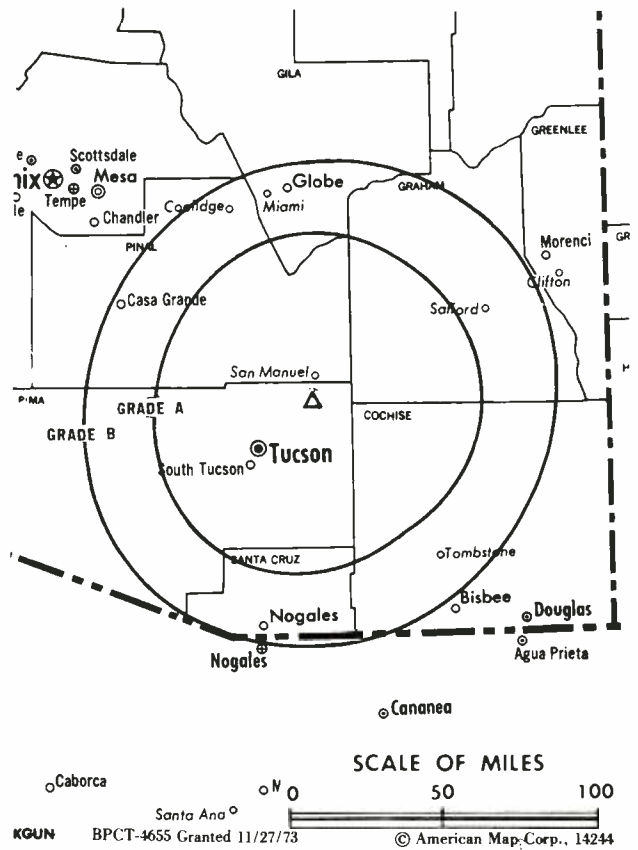
**Highest One Hour Rate:** \$3750.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	35,000	33,700	96
	Graham	7,700	7,300	95
	Greenlee	3,700	3,600	97
	Pima	252,400	247,300	98
	Santa Cruz	7,700	7,400	97
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Hidalgo	2,100	2,000	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	Gila	14,500	13,900	96
	Navajo	22,100	20,200	91
	Pinal	34,600	33,500	97
	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
<b>Station Totals</b>		<b>384,800</b>	<b>373,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>281,900</b>
<b>Average Daily Circulation (1987)</b>				<b>171,400</b>

# Arizona—Tucson

## KOLD-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Knight-Ridder Bcstg. Inc., 115 W. Drachman St., Tucson, AZ 85705.

**Studio:** 115 W. Drachman St., Tucson, AZ 85705.

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

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC-Microdyne, 4-meter Ku-band; United Satellite Systems, 2.5-meter C-band; Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, CBS, Group W Newsfeed, UPI.

**Ownership:** Knight-Ridder Broadcasting Inc. See Group Ownership of Television Stations. Through TKR Inc., has multiple cable holdings. For Knight-Ridder Newspapers, see Newspaper Ownership of TV Stations

**Began Operation:** January 13, 1953. Sale to Evening News Assn. by Gene Autry & assoc. approved by FCC May 21, 1969 (*Television Digest*, Vol. 9:15, 20). Sale to present owner approved Jan. 13, 1986 (Vol. 26:3).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

MATTHEW L. KREINER, vice president & general manager.  
WANDA MYERS, general sales manager.  
TOM FOOS, program manager.  
GERALD JENSEN, news manager.  
NEIL O'CONNOR, business manager.  
PHIL DUNTON, chief engineer.  
JAMES RODDY, promotion manager.

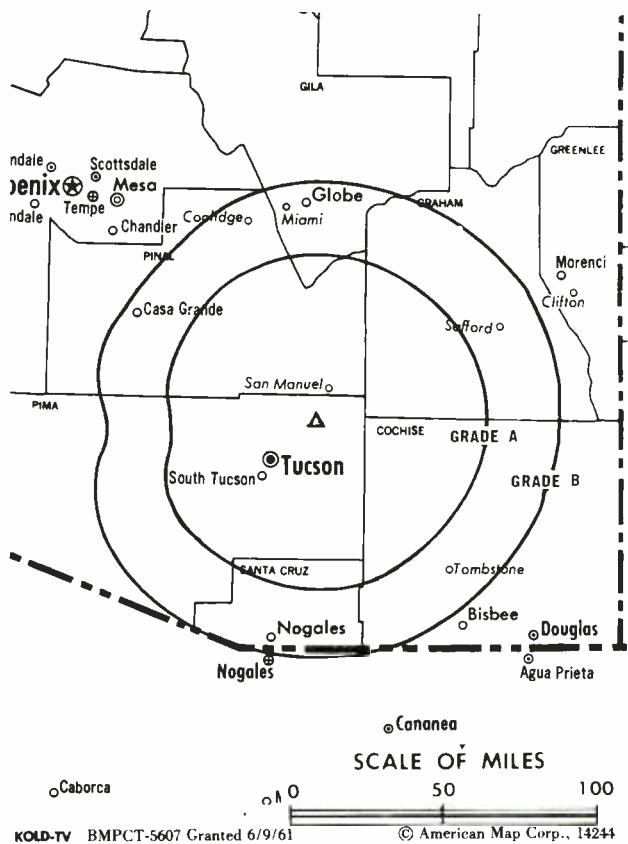
**Rates:** Available on request.

**NETWORK BASE HOURLY RATE:** \$538.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Cochise	35,000	33,700	96
	Graham	7,700	7,300	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Greenlee	3,700	3,600	97
	Pima	252,400	247,300	98
	Santa Cruz	7,700	7,400	97
<b>NEW MEXICO</b>				
Between 25-49%	Hidalgo	2,100	2,000	95
<b>ARIZONA</b>				
Between 5-24%	Apache South	4,000	3,500	89
	Gila	14,500	13,900	96
	Navajo	22,100	20,200	91
	Pinal	34,600	33,500	97
<b>NEW MEXICO</b>				
	Catron	1,000	900	90
	Grant	9,200	8,700	95
<b>Station Totals</b>		<b>394,000</b>	<b>382,000</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>284,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>170,700</b>	

# Arizona—Tucson

**KPOL**

**Ch. 40**

**Network Service:** None, independent.

**Licensee:** J. P. Communications, 2475 N. Jack Rabbit Ave., Tucson, AZ 85745.

**Studio:** 2475 N. Jack Rabbit Ave., Tucson, AZ 85745.

**Telephone:** 602-884-9001.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1534-kw max. visual, 153.4-kw max. aural. Antenna: 2029-ft. above av. terrain, 180-ft. above ground, 4539-ft. above sea level.

Latitude 32° 14' 55.25"  
Longitude 111° 06' 57.18"

**Transmitter:** Tucson Mtns., near Tucson.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** United Satellite Systems, 7-meter C-band; RCA, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Julius Polan, 100%.

**Began Operation:** January 1, 1985.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Gardner, Carton & Douglas.

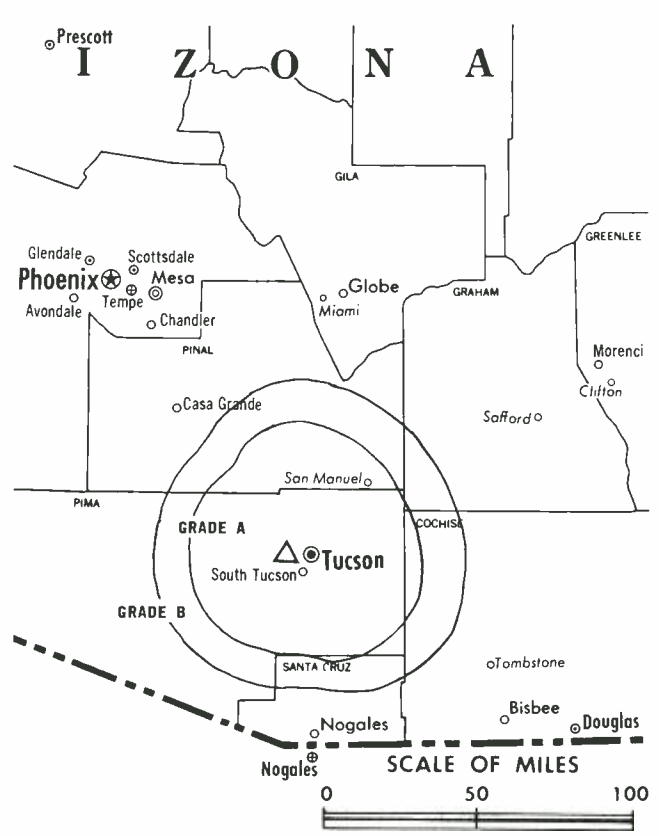
**Represented (engineering):** Peter V. Gureckis & Associates.

**Personnel:**

- JULIUS POLAN, president.
- DAVID J. POLAN, general manager.
- WOLFRAM J. DOCHTORMAN, national sales manager.
- RODNEY GOODLIFFE, local sales manager.
- WANDA L. LANGEJANS, business manager.
- LARRY HUNT, chief engineer.

**Highest 30 Sec. Rate:** \$70.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.



KPOL BMPCT—840523KJ Granted 9/21/84

© American Map Corp., No. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b> Pima	252,400	247,300	98
<b>Station Totals</b>		<b>252,400</b>	<b>247,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>73,900</b>
<b>Average Daily Circulation (1987)</b>				<b>22,500</b>



# Arizona—Tucson

## KVOA-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** H & C Communications, Box 5188, Tucson, AZ 85703.

**Studio:** 209 W. Elm St., Tucson, AZ 85705.

**Telephone:** 602-792-2270. **TWX:** 910-952-1100.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 35-kw visual, (maximum power allowed), 6.92-kw aural. Antenna: 3680-ft. above av. terrain, 374-ft. above ground, 8897-ft. above sea level.

Latitude 32° 24' 56.0"  
Longitude 110° 42' 48.5"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5 in operation; SatCom, 7-meter; RCA Americom, 4.5-meter Ku-band; Harris, M/A-Com, Pinzone, SatCom receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** H & C Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 27, 1953. Sale to present owners by Donald R. Diamond, Richard L. Bloch, et al., approved by FCC June 28, 1982. Previous sale by Pulitzer Publishing approved by FCC Nov. 24, 1972. Sale to Pulitzer Publishing by WGAL TV (Steinman) approved by FCC July 31, 1968 (*Television Digest*, Vol. 8:34). Previous sale by Alvarado Television Co. Inc. approved Jan. 23, 1963. Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959 (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles & associates approved Feb. 6, 1957 (Vol. 12:51; 13:6).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

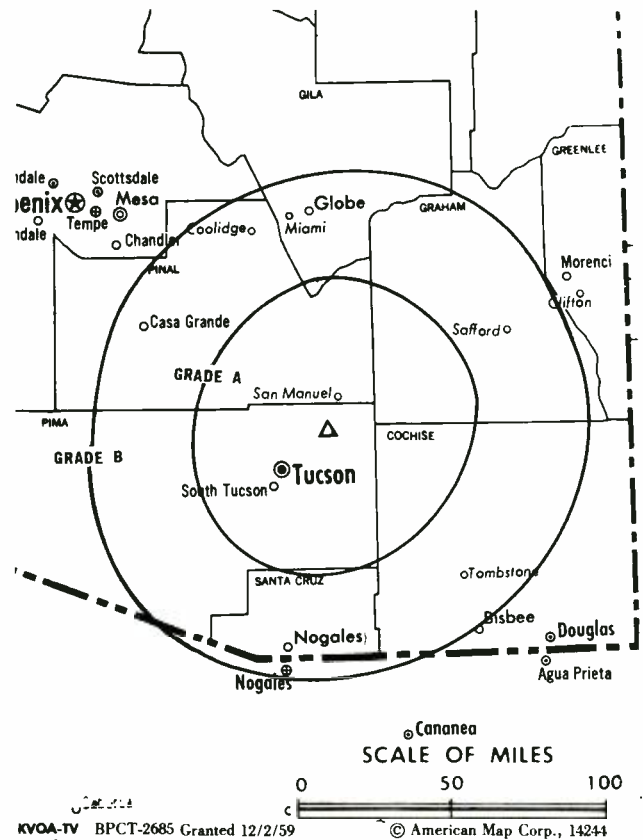
JON F. RUBY, president & general manager.  
JAMES JOSLYN, station manager.  
STEVE COPPOCK, local sales manager.  
DAVID HATFIELD, program director.  
RALPH S. TURK, chief engineer.  
RENEE BEAR, business manager.  
DAVID KERRIGAN, production manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$825.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 81.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	35,000	33,700	96
	Graham	7,700	7,300	95
	Pima	252,400	247,300	98
	Santa Cruz	7,700	7,400	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	Greenlee	3,700	3,600	97
	<b>NEW MEXICO</b>			
	Hidalgo	2,100	2,000	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Gila	14,500	13,900	96
	Navajo	22,100	20,200	91
	Pinal	34,600	33,500	97
	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
<b>Station Totals</b>		<b>384,800</b>	<b>373,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>282,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>181,600</b>	

# Arizona—Tucson-Nogales

## KMSB-TV

Ch. 11

**Network Service:** Fox.

**Licensee:** Mountain States Bcstg., Box 42048, Tucson, AZ 85733.

**Studio:** 2445 N. Tuscon Blvd., Tucson, AZ 85716.

**Telephone:** 602-795-0311.

**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.

**Satellite Earth Stations:** M/A-Corn, 5-meter; Scientific-Atlanta, 5-meter; RCA Americom, 4.5-meter; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Providence Journal Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1967. Sale to present owners by Roadrunner TV Ltd. Partnership approved by FCC Nov. 19, 1984. Previous sale by I.B.C. (Danny Thomas, et al.) approved by FCC Nov. 16, 1976 (*Television Digest*, Vol. 24:12, 40).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

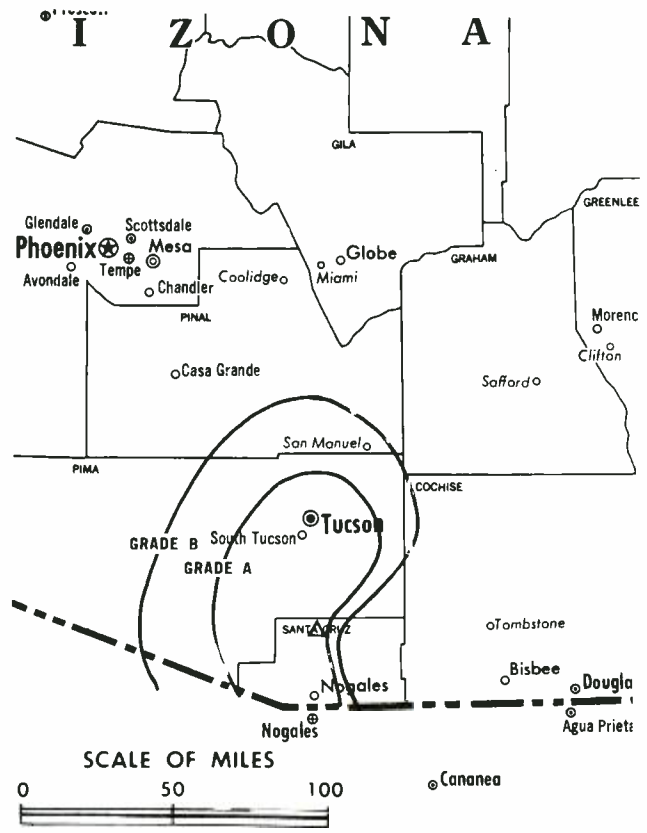
**Personnel:**

RANDALL CANTRELL, vice president & general manager.  
ALLEN TRATTNER, national sales manager.  
ROY MITCHELL, chief engineer.  
HARRY WEST, programming director.  
ALLEN CANFIELD, business manager.

**Rates:** Not available.

**City of License:** Nogales. **ADI:** Tucson. **Rank:** 81.

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



KMSB-TV BPCT—3533 Granted 4/13/66 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Pima	252,400	247,300	98
	Santa Cruz	7,700	7,400	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Cochise	35,000	33,700	96
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Pinal	34,600	33,500	97
<b>Station Totals</b>		<b>329,700</b>	<b>321,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>155,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>58,500</b>	

# Arizona—Yuma

## KYEL-TV

Ch. 13

**Network Service:** NBC.

**Licensee:** KYEL-TV Inc., Box 592, Yuma, AZ 85364.

**Studio:** 1301 S. 3rd Ave., Yuma, AZ 85364.

**Telephone:** 602-782-5113.

**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 Mountain, 17.5-mi. N of Ogilby, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 7-meter C-band; M/A-Com, 4.2-meter Ku-band; 1 Paracclipse, 3.9-meter C-band; Drexel, Harris, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Beam Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** December 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):** Katz Television.

**Represented (legal):** Hogan & Hartson.

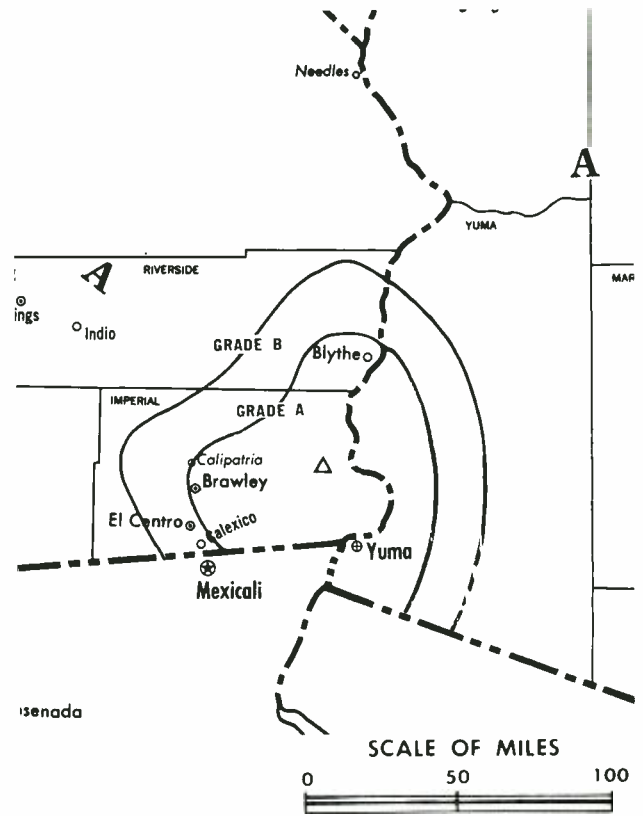
**Personnel:**

JOE PROVENZANO, vice president & general manager.  
BOYCE HOLT, general sales manager.  
DARRELL STEIDLEY, local sales manager.  
DICK SAMPSON, chief engineer.  
TREY CARTER, news director.  
IRMA ZERMENO, program director.  
JIM REZIN, promotion manager.  
ALEX VASQUEZ, production manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$230.

**NETWORK BASE HOURLY RATE:** \$500.



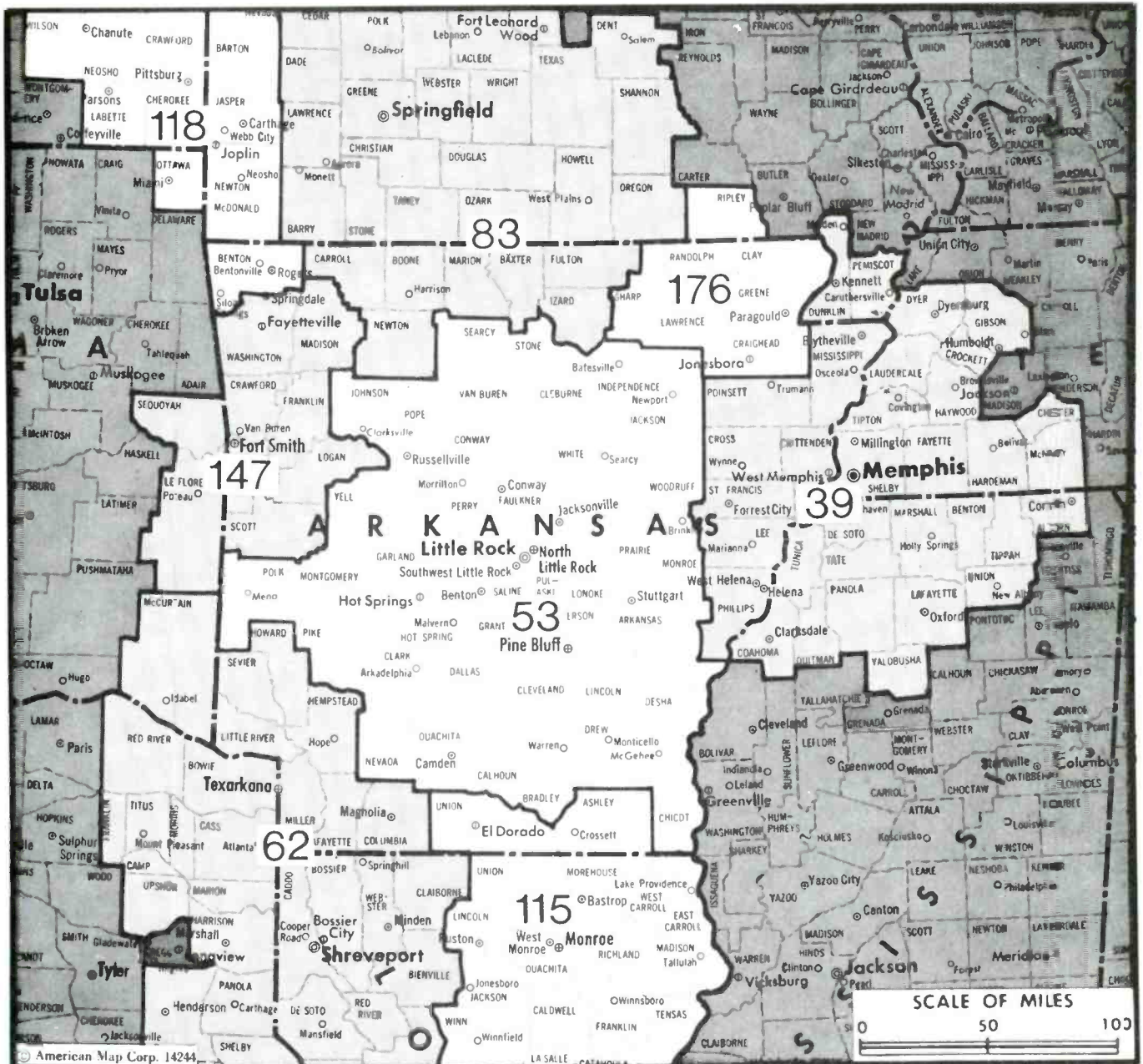
KYEL-TV BPCT-5063 Granted 8/15/77

© American Map Corp., 14244

**City of License:** Yuma. **ADI:** El Centro-Yuma. **Rank:** 182.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Yuma	31,000	29,300	95
	CALIFORNIA Imperial	32,200	30,000	93
Between 25-49%	ARIZONA La Paz	5,600	5,400	96
Between 5-24%	CALIFORNIA Riverside East	7,500	7,300	97
<b>Station Totals</b>		<b>76,300</b>	<b>72,000</b>	<b>94</b>
<b>Net Weekly Circulation (1987)</b>				<b>52,500</b>
<b>Average Daily Circulation (1987)</b>				<b>30,500</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Memphis, TN	587,600	39	WHBO-TV (13), WMC-TV (5), WMKW-TV(30), WPTY-TV (24), WREG-TV (3)
Little Rock, AR	452,200	53	KARK-TV (4), KATV (7), KJTM-TV(38), KLRT (16), KRZB-TV (26), KTHV (11)
Shreveport, LA-Texarkana, TX	407,700	62	KMSS-TV (33),KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Springfield, MO	284,400	83	KDEB-TV (27), KOLR (10), KSPR(33), KYTV (3)
Monroe, LA-El Dorado, AR	181,200	115	KARD (14), KMCT-TV(39), KNOE-TV (8), KTVE (10)
Joplin, MO-Pittsburg, KS	175,600	118	KOAM-TV (7), KODE-TV(12), KSNF (16)
Fort Smith, AR	143,700	147	KFSM-TV (5), KHBS (40), KHOG-TV(29), KPOM-TV (24)
Jonesboro, AR	67,500	176	KAIT-TV (8)

# Arkansas

## State Cross Reference List

Communities That Receive Programs of  
Stations That are Located Elsewhere

KTVE, El Dorado ..... See Monroe, LA  
KPOM-TV, Fayetteville ..... See Fort Smith, AR  
KRZB-TV, Little Rock ..... See Hot Springs, AR  
KJTM-TV, Little Rock ..... See Pine Bluff, AR  
KTVP, Springdale ..... See Fayetteville, AR

## Arkansas Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	5	6	11
Educational Television Stations	4	2	6
	9	8	17

# Arkansas—Fayetteville-Springdale

## KHOG-TV

(formerly KTVP)

Ch. 29

(Satellite of KHBS, Fort Smith, AR)

**Network Service:** ABC.

**Licensee:** Sigma Broadcasting, Box 4150, Fort Smith, AR 72901.

**Studio:** 15 N. Church St., Fayetteville, AR 72701.

**Telephone:** 501-521-1010.

**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 Mountain, 5-mi. SE of Fayetteville.

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

**News Services:** ABC, AP.

**Ownership:** Sigma Broadcasting, 100%. Sigma Broadcasting Ownership: Robert E. Herrreich, general partner, 70%; Cynthia Herrreich, general partner, 30%. They also own KHBS(TV), Fort Smith, AR.

**Began Operation:** February 8, 1969. Left air Dec. 7, 1973. Sale to George T. Herrreich by Paul W. Milam Sr., et al., approved by FCC April 30, 1975. Resumed operation Dec. 8, 1977 (*Television Digest*, Vol. 17:50). Sale to present owners approved Feb. 19, 1985.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Farrow, Schildhause & Wilson.

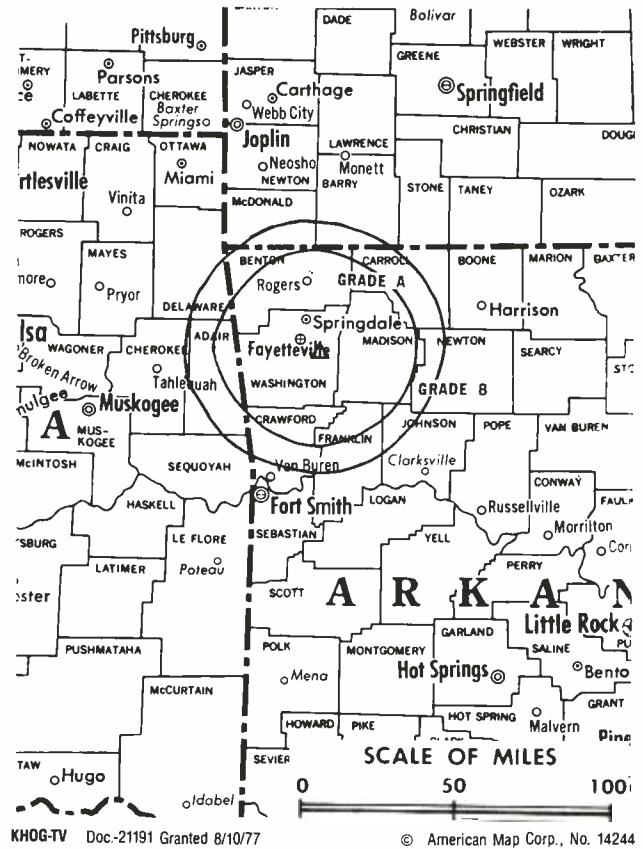
**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

DARREL E. CUNNINGHAM, general manager.  
CLIFF WALKER, station manager.  
JARRELL WYATT, general sales manager.  
RON EVANS, local sales manager.

**Highest 30 Sec. Rate:** \$400. **ADI:** Fort Smith, AR. **Rank:** 147.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Benton	34,500	33,800	98
	Madison	4,500	4,300	96
	Washington	40,100	39,200	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Carroll	7,400	7,200	97
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Franklin	5,900	5,800	98
<b>Station Totals</b>		<b>92,400</b>	<b>90,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>55,000</b>
<b>Average Daily Circulation (1987)</b>				<b>31,900</b>

# Arkansas—Fort Smith

## KFSM-TV

Ch. 5

Network Service: CBS.

Licensee: The Times Southwest Broadcasting Inc., Box 369, Fort Smith, AR 72902.

Studio: 318 N. 13th St., Fort Smith, AR 72901.

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

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: The New York Times Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 3, 1956. Sale to George T. Hernreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administrator 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 (Vol. 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): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

ROBERT EOFF, general manager.  
GENE GRAHAM, vice president & general sales manager.  
JAMES ANHALT, chief engineer.  
DENNIS MEEKS, operations manager.  
MARY LEE FRASE, promotion manager.

Highest One Hour Rate: \$3000.

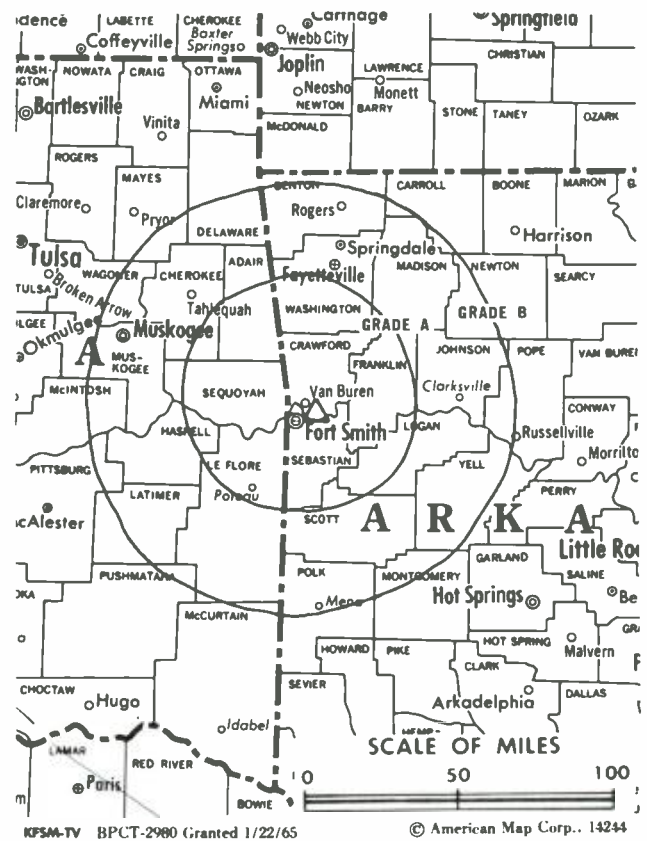
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$425.

City of License: Fort Smith. ADI: Fort Smith, AR. Rank: 147.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crawford	14,600	14,300	98
	Franklin	5,900	5,800	98
	Johnson	7,100	6,900	97
	Logan	7,500	7,300	97
	Polk	6,600	6,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	3,900	3,800	97
	Sebastian	39,000	38,600	99
	Washington	40,100	39,200	98
	OKLAHOMA			
	Haskell	4,800	4,700	98
	Le Flore	17,000	16,700	98
	Sequoyah	12,400	12,100	98
Between 25-49%	ARKANSAS			
	Benton	34,500	33,800	98
	Madison	4,500	4,300	96
	Pope	15,900	15,600	98
	Yell	6,700	6,600	99
	OKLAHOMA			
	Adair	6,900	6,700	97
	Latimer	3,800	3,700	97
Between 5-24%	ARKANSAS			
	Montgomery	3,300	3,200	97
	Newton	3,000	2,900	97
	OKLAHOMA			
	Cherokee	12,400	12,200	98
	Delaware	10,900	10,600	97
	Mc Curtin	13,200	12,900	98
	Muskogee	27,500	27,100	99
	Pittsburg	16,600	16,300	98
	Pushmataha	5,300	5,100	96
Station Totals		323,400	316,800	97
Net Weekly Circulation (1987)			168,400	
Average Daily Circulation (1987)			106,900	

# Arkansas—Fort Smith

**KHBS**

Ch. 40

(Operates satellite KHOG-TV, Fayetteville-Springdale, AR)

**Network Service:** ABC.

**Licensee:** Sigma Broadcasting, 2415 N. Albert Pike, Fort Smith, AR 72901.

**Studio:** 2415 N. Albert Pike, Fort Smith, AR 72901.

**Telephone:** 501-783-4105.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 3160-kw max. visual, 316-kw max. aural. Antenna: 2000-ft. above av. terrain, 225-ft. above ground, 2609-ft. above sea level.

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

**Transmitter:** Cavanal Mountain.

**Satellite Earth Stations:** 3 in operation; Microdyne, 5-meter.

**News Services:** ABC, AP.

**Ownership:** Sigma Broadcasting, 100%. Sigma Broadcasting ownership: Robert E. Herrreich, general partner, 70%; Cynthia Herrreich, general partner, 30%. They also own KHOG-TV, Fayetteville-Springdale, AR.

**Began Operation:** July 28, 1971.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Farrow, Schildhouse & Wilson.

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

**Personnel:**

DARREL CUNNINGHAM, general manager.  
JARRELL WYATT, general sales manager.  
BRENDA MORGAN, national sales secretary.  
DON VEST, director of engineering.  
LARRY FRIDDLE, chief engineer.  
CRAIG CANNON, news director.

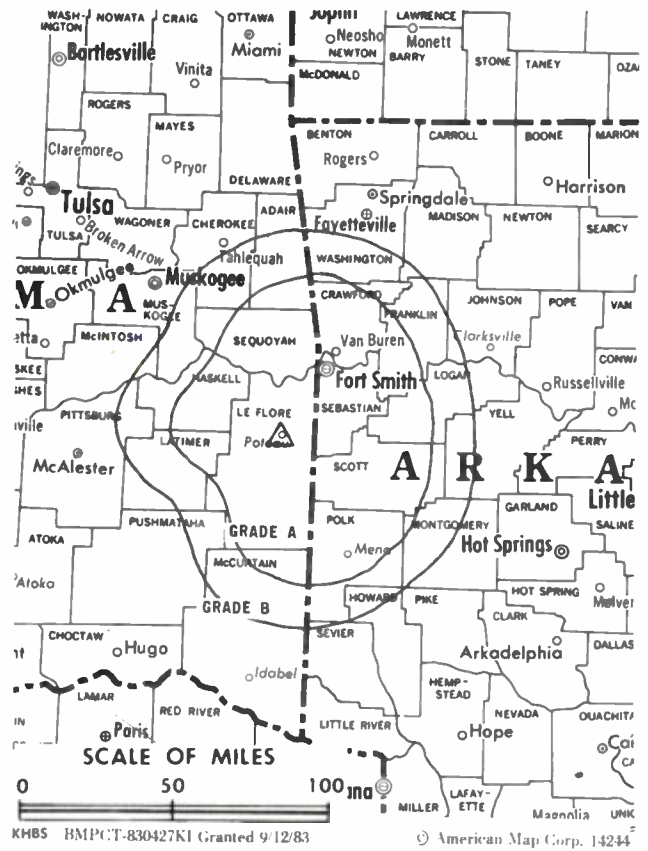
**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Fort Smith. **AOI:** Fort Smith, AR. **Rank:** 147.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crawford	14,600	14,300	98
	Franklin	5,900	5,800	98
	Logan	7,500	7,300	97
	Sebastian	39,000	38,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA</b>			
	Le Flore	17,000	16,700	98
	Sequoyah	12,400	12,100	98
	<b>Between 25-49%</b>			
	<b>ARKANSAS</b>			
	Scott	3,900	3,800	97
	<b>OKLAHOMA</b>			
	Haskell	4,800	4,700	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Benton	34,500	33,800	98
	Johnson	7,100	6,900	97
	Madison	4,500	4,300	96
	Polk	6,600	6,400	97
	Washington	40,100	39,200	98
	Yell	6,700	6,600	99
	<b>OKLAHOMA</b>			
	Mc Curtin	13,200	12,900	98
	Pushmataha	5,300	5,100	96
<b>Station Totals</b>		<b>223,100</b>	<b>218,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>82,900</b>
<b>Average Daily Circulation (1987)</b>				<b>50,000</b>



# Arkansas—Fort Smith-Fayetteville

## KPOM-TV

Ch. 24

**Network Service:** NBC.

**Licensee:** J. D. G. Television Inc., Box 4610, Fort Smith, AR 72914.

**Offices & Studios:** 4624 Kelley Highway, Fort Smith, AR 72904; 4040 Frontage Rd., Fayetteville, AR 72703.

**Telephones:** 501-785-2400 (Fort Smith); 501-443-2400 (Fayetteville).

**TWX:** 910-720-0029 (Fort Smith); 910-720-0028 (Fayetteville).

**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"

Requests CP for change to 4349-kw max. visual, 434.9-kw max. aural, 316-ft. above av. terrain, 144-ft. above ground, 144-ft. above sea level. BPCT-860807KE.

**Transmitter:** RR 2, 4.2-mi. NNE of Mountainburg, AR.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Automation Techniques, 3-meter; Harris, 3-meter; Harris, 8-meter; M/A-Com, 4-meter.

**News Services:** AP, Conus.

**Ownership:** Martha W. Griffin, chmn.; Duane Harm, pres., 5%; Larry E. Chapuis, v.p.-treas.; John W. Griffin, v.p.; David F. Griffin, v.p.; Almedia L. Oliver, secy.; T. Ray Phillips III, asst. secy.; Griffin Television Inc., 95%. See Group Ownership of Television Stations.

**Begin Operation:** November 12, 1978. Sale to present owners by Raymond G. Schindler, et al., approved by FCC Dec. 11, 1985. Previous sale by MCM Bcstg. approved by FCC May 8, 1981.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**  
KENNETH TAISHOFF, vice president & general manager.  
FRANK KEHOE, general sales manager.  
JOHN McCUTCHEON, Fayetteville station sales manager.  
KEN HANSEN, chief engineer.

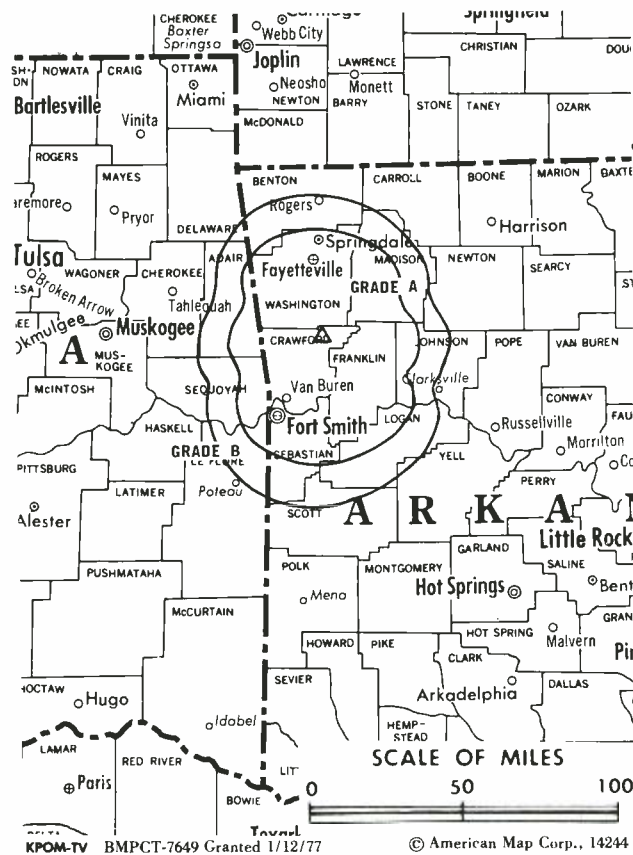
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (June 23, 1987): \$450.

**NETWORK BASE HOURLY RATE:** \$225.

**City of License:** Fort Smith. **ADI:** Fort Smith, AR. **Rank:** 147.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crawford	14,600	14,300	98
	Franklin	5,900	5,800	98
	Scott	3,900	3,800	97
	Sebastian	39,000	38,600	99
<b>OKLAHOMA</b>	Washington	40,100	39,200	98
	<b>OKLAHOMA</b>			
	Le Flore	17,000	16,700	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Benton	34,500	33,800	98
	Logan	7,500	7,300	97
	<b>OKLAHOMA</b>			
Haskell	4,800	4,700	98	
Sequoyah	12,400	12,100	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Johnson	7,100	6,900	97
	Madison	4,500	4,300	96
<b>OKLAHOMA</b>				
Delaware	10,900	10,600	97	
<b>Station Totals</b>		<b>202,200</b>	<b>198,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>108,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>56,900</b>	

# Arkansas—Hot Springs

## KRZB-TV

Ch. 26

**Network Service:** None, independent.

**Licensee:** Bell Equities Inc., Box 3230, Hot Springs National Park, AR 71914.

**Studio:** 125 Corporate Dr., Box 3230, Hot Springs, AR 71914.

**Telephone:** 501-525-4726.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 244.9-kw max. visual, 24.5-kw max. aural. Antenna: 936-ft. above av. terrain, 525-ft. above ground, 1465-ft. above sea level.

Latitude 34° 22' 20"  
Longitude 93° 02' 47"

**Transmitter:** Jack Mountain, 6-mi. S of Hot Springs.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris receivers.

**Ownership:** Bell Equities Inc., 85%; Don E. Pittman, Leonard K. Dunn & Patrick B. Parker, 5% each. Gary Halleland, pres.; Pat Parker, v.p.; Rod Grandy, secy.-treas. Bell Equities Inc. ownership: Melvyn Bell, 100%. BEI is pending transferee of KPAL(AM), North Little Rock & KAUX-FM, Sheridan, AR.

**Began Operation:** February 7, 1986.

**Represented (legal):** Wiley, Rein & Fielding.

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

**Personnel:**  
GARY HALLELAND, general manager.

**Highest 30 Sec. Rate:** \$70.

**City of License:** Hot Springs. **ADI:** Little Rock, AR. **Rank:** 53.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Garland	31,600	31,100	98
	Hot Spring	10,400	10,200	98
	Pike	4,100	4,000	98
<b>Station Totals</b>		<b>46,100</b>	<b>45,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>9,400</b>
<b>Average Daily Circulation (1987)</b>				<b>2,300</b>

# Arkansas—Jonesboro

## KAIT-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Cosmos Bcstg. Corp., Box 790, Jonesboro, AR 72403.

**Studio:** Hwy. 101 North, Jonesboro, AR 72401.

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

**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.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; ADM, 6.1-meter; Avcom, Avantek, M/A-Com receivers.

**News Services:** AP, CNS, NOAA.

**Ownership:** Cosmos Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 15, 1963. Sale to Channel Communications Inc. by George T. Hernreich approved by FCC May 15, 1984 (*Television Digest*, Vol. 24:9). Sale to present owner by Channel approved by FCC Nov. 12, 1986 (Vol. 26:39, 49).

**Represented (sales):** MMT Marketing.

**Represented (legal):** Dow, Lohnes & Albertson.

### Personnel:

JAMES DUNHAM, vice president & general manager.  
AL BLANKS, local sales manager.  
GERALD ERICKSON, chief engineer.

**Highest One Hour Rate:** \$1900.

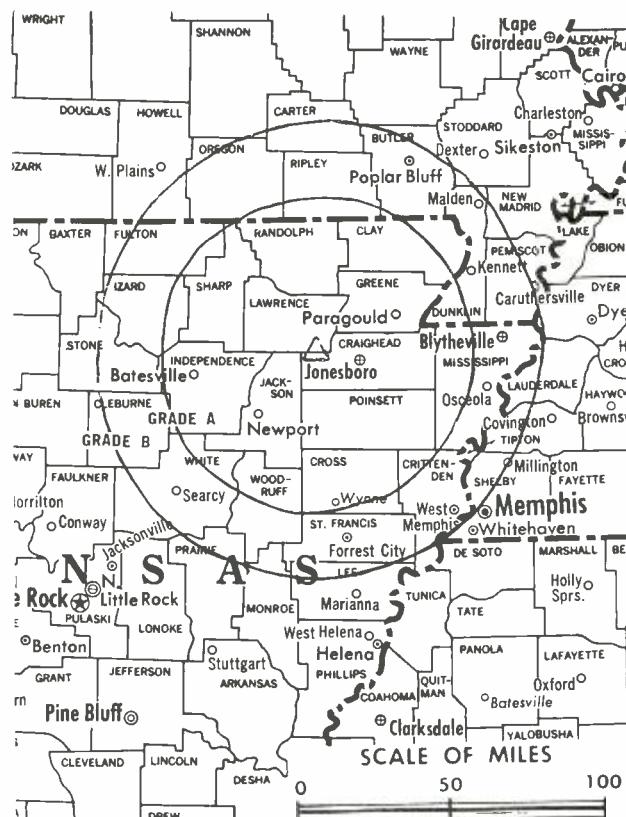
**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$825.

**City of License:** Jonesboro. **ADI:** Jonesboro, AR. **Rank:** 176.

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

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



KAIT-TV BMPCT-4617 Granted 7/17/80

American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oregon	4,000	3,800	95
	Ripley	5,000	4,700	94
	Shannon	2,900	2,700	93
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	St Francis	9,800	9,600	98
	Stone	3,600	3,500	97
	<b>MISSOURI</b>			
	Butler	14,800	14,400	97
<b>Between 5-24%</b>	Howell	11,900	11,400	96
	Pemiscot	8,400	8,200	98
	<b>ARKANSAS</b>			
	Baxter	13,500	13,200	98
	Crittenden	16,300	15,900	98
	Lee	5,000	4,800	96
	Marion	5,100	5,000	98
	Monroe	4,600	4,500	98
	Searcy	3,600	3,500	97
	White	19,100	18,800	98
<b>MISSOURI</b>	New Madrid	7,800	7,600	97
	Stoddard	11,000	10,800	98
	Wayne	4,800	4,700	98
	<b>TENNESSEE</b>			
Lauderdale	9,000	8,900	99	
<b>Station Totals</b>		<b>307,600</b>	<b>300,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>160,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>101,800</b>	

# Arkansas—Little Rock

## KARK-TV

Ch. 4

**Network Service:** NBC.

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

**Studio:** 201 W. Third St., Little Rock, AR 72203.

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

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 1042-ft. above ground, 2072-ft. above sea level.

Latitude 34° 47' 57"  
Longitude 92° 29' 59"

**Transmitter:** Shinal Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 11-meter Ku-band; Comtech, 5-meter C-band; Harris, 3.5-meter Ku-band; Microdyne receivers.

**News Services:** AP, UPI, NBC, CNN Headline News.

**Ownership:** United Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 15, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Gammon & Grange.

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

### Personnel:

DAVID J. JONES, vice chairman.  
M. L. WADDINGTON, president.  
TOM BONNER, executive vice president.  
JAMES F. EVERETT, vice president & controller.  
CLYDE ANDERSON, vice president & general sales manager.  
DEAN HOWARD, vice president & director of engineering.  
BOB STEEL, vice president & news director.  
DICK STORY, production manager.  
MARY MAY, traffic manager.  
BILL ADDINGTON, chief engineer.  
KATHY CLARK, public affairs director.

**Highest One Hour Rate:** \$6000.

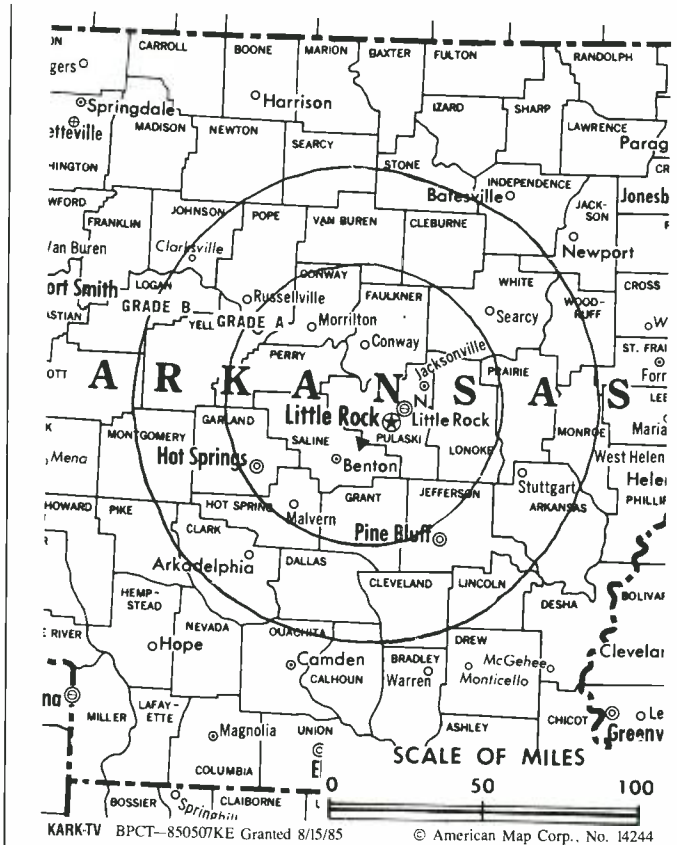
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Little Rock. **ADI:** Little Rock, AR. **Rank:** 53.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	ARKANSAS	8,600	8,500	99
	Arkansas	8,600	8,500	99
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Clark	8,100	7,900	98
	Cleburne	7,800	7,600	97
	Cleveland	3,000	2,900	97
	Conway	7,200	7,100	99
	Dallas	4,000	3,900	97
	Desha	6,500	6,300	97
	Drew	6,400	6,200	97
	Faulkner	18,500	18,200	98
	Garland	31,600	31,100	98
	Grant	4,900	4,800	98
	Hot Spring	10,400	10,200	98
	Independence	11,900	11,700	98
	Jackson	7,800	7,600	97
Jefferson	30,500	30,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Johnson	7,100	6,900	97
	Lincoln	3,700	3,600	97
	Logan	7,500	7,300	97
	Lonoke	13,100	12,900	98
	Monroe	4,600	4,500	98
	Montgomery	3,300	3,200	97
	Nevada	3,800	3,700	97
	Ouachita	12,100	11,800	98
	Perry	2,800	2,800	100
	Pike	4,100	4,000	98
	Polk	6,600	6,400	97
	Pope	15,900	15,600	98
	Prairie	3,700	3,600	97
	Pulaski	133,300	132,000	99
	Saline	19,600	19,400	99
	Searcy	3,600	3,500	97
	Stone	3,600	3,500	97
Van Buren	6,100	6,000	98	
White	19,100	18,800	98	
Woodruff	3,800	3,700	97	
Yell	6,700	6,600	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	ARKANSAS			
	Baxter	13,500	13,200	98
	Boone	11,300	11,100	98
	Chicot	5,700	5,500	96
	Franklin	5,900	5,800	98
	Hempstead	8,700	8,500	98
	Izard	4,800	4,600	96
	Lee	5,000	4,800	96
	Little River	5,000	4,900	98
	Newton	3,000	2,900	97
	Phillips	11,000	10,700	97
Scott	3,900	3,800	97	

(Continued on page A-90)

<b>Station Totals</b>	<b>691,100</b>	<b>678,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>459,200</b>
<b>Average Daily Circulation (1987)</b>			<b>296,400</b>

# Arkansas—Little Rock

## KATV

Ch. 7

**Network Service:** ABC.

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

**Studios:** 401 Main St., Little Rock, AR 72201; Jefferson Square, Pine Bluff, AR 71611.

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

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-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, AR.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Comtech, 7.3-meter C-band; Avantek, Pinzone, Microdyne receivers.

**News Service:** AP.

**Ownership:** Allbritton Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 19, 1953. John T. Griffin and James C. 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):** Petry Television Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

DALE NICHOLSON, president & general manager.  
KEN KOEPKA, director of operations & chief engineer.  
JOE DELGROSSO, general sales manager.  
RON KELLY, national sales manager.

**Highest One Hour Rate:** \$8000.

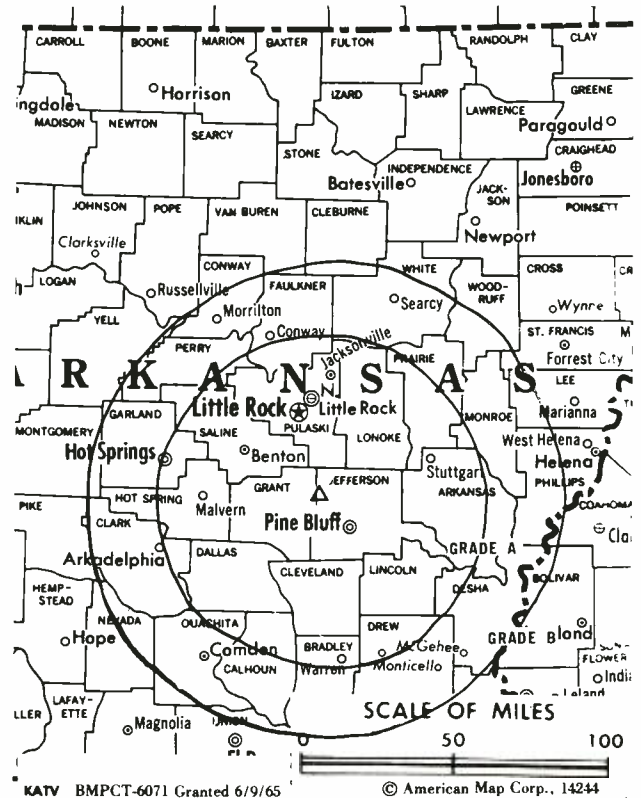
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1250.

**City of License:** Little Rock. **ADI:** Little Rock, AR. **Rank:** 53.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>	8,600	8,500	99
	Arkansas			
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Clark	8,100	7,900	98
	Cleburne	7,800	7,600	97
	Cleveland	3,000	2,900	97
	Conway	7,200	7,100	99
	Dallas	4,000	3,900	97
	Desha	6,500	6,300	97
	Drew	6,400	6,200	97
	Faulkner	18,500	18,200	98
	Garland	31,600	31,100	98
	Grant	4,900	4,800	98
	Hot Spring	10,400	10,200	98
	Independence	11,900	11,700	98
	Jackson	7,800	7,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	30,500	30,000	98
	Johnson	7,100	6,900	97
	Lee	5,000	4,800	96
	Lincoln	3,700	3,600	97
	Lonoke	13,100	12,900	98
	Monroe	4,600	4,500	98
	Montgomery	3,300	3,200	97
	Nevada	3,800	3,700	97
	Ouachita	12,100	11,800	98
	Perry	2,800	2,800	100
	Phillips	11,000	10,700	97
	Pike	4,100	4,000	98
	Polk	6,600	6,400	97
	Pope	15,900	15,600	98
	Prairie	3,700	3,600	97
	Pulaski	133,300	132,000	99
	St Francis	9,800	9,600	98
	Saline	19,600	19,400	99
	Stone	3,600	3,500	97
	Union	18,200	17,900	98
Van Buren	6,100	6,000	98	
White	19,100	18,800	98	
Woodruff	3,800	3,700	97	
Yell	6,700	6,600	99	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Baxter	13,500	13,200	98
	Boone	11,300	11,100	98
	Columbia	9,700	9,500	98
	Craighead	23,800	23,500	99
	Hempstead	8,700	8,500	98
	Howard	5,100	5,000	98
(Continued on page A-90)				
<b>Station Totals</b>		<b>819,100</b>	<b>804,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>489,400</b>
<b>Average Daily Circulation (1987)</b>				<b>300,900</b>

# Arkansas—Little Rock

**KLRT**

**Ch. 16**

**Network Service:** None, independent.

**Grantee:** LRTV Ltd. Partnership, 630 Third Ave., New York, NY 10017.

**Studio:** 11711 W. Markham, Little Rock, AR 72211.

**Telephone:** 501-375-1616.

**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° 47' 57"  
Longitude 92° 29' 29"

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

**Satellite Earth Stations:** Microdyne, 5-meter; Microdyne, 3.7-meter; M/A-Com, Microdyne receivers.

**News Service:** AP.

**Ownership:** SCS Communications of Little Rock Inc., gen. partner, 74%; Agronomics Inc., ltd. partner, 6%; Teleco Arkansas Inc., ltd. partner, 5%; Little Rock TV 16 Inc., ltd. partner, 5%; Central Arkansas Television Inc., ltd. partner, 5%; May Broadcasting Co. of Arkansas Inc., ltd. partner, 5%. Garrett Scollard controls SCS Communications & has a ltd. partnership interest in WSEE(TV), Erie, PA.

**Began Operation:** June 26, 1983.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

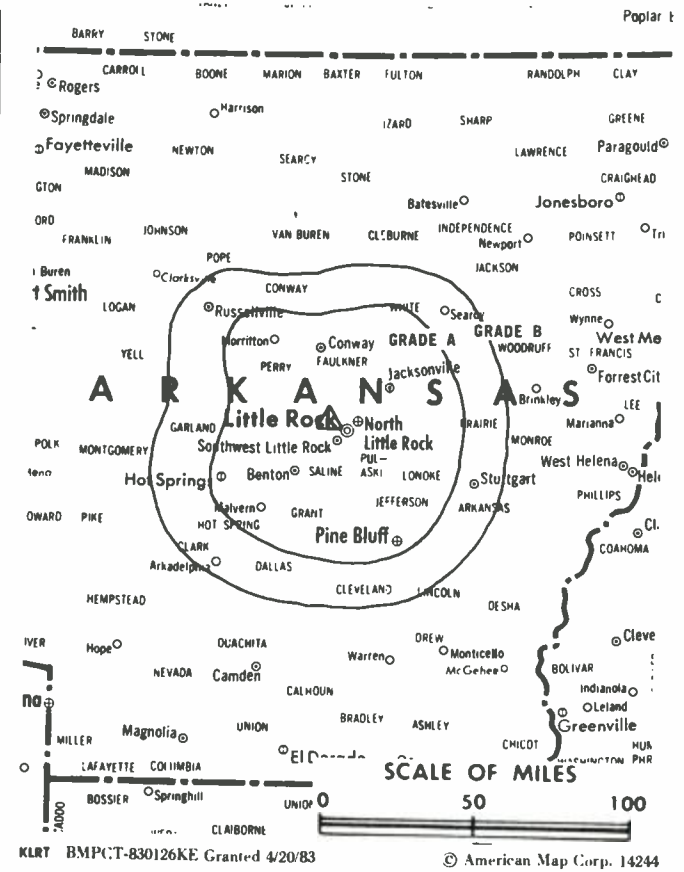
- ALLEN S. FEUER, vice president & general manager.
- MIGUEL COPELLO, operations manager.
- LANNY KIEST, sales manager.
- BILL POWELL, news director.
- BILL VAN DUYNHOVEN, chief engineer.

**Highest 30 Sec. Rate:** (November 4, 1986) \$700.

**City of License:** Little Rock. **ADI:** Little Rock, AR. **Rank:** 53.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Arkansas	8,600	8,500	99
	Conway	7,200	7,100	99
	Faulkner	18,500	18,200	98
	Grant	4,900	4,800	98
	Hot Spring	10,400	10,200	98
	Jefferson	30,500	30,000	98
	Lonoke	13,100	12,900	98
	Prairie	3,700	3,600	97
	Pulaski	133,300	132,000	99
	Saline	19,600	19,400	99
	White	19,100	18,800	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Calhoun	2,200	2,200	100
	Clark	8,100	7,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Cleburne	7,800	7,600	97
	Cleveland	3,000	2,900	97
	Desha	6,500	6,300	97
	Drew	6,400	6,200	97
	Garland	31,600	31,100	98
	Lincoln	3,700	3,600	97
	Monroe	4,600	4,500	98
	Perry	2,800	2,800	100
	Pike	4,100	4,000	98
	Van Buren	6,100	6,000	98
Woodruff	3,800	3,700	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Bradley	5,200	5,100	98
	Dallas	4,000	3,900	97
	Jackson	7,800	7,600	97
	Johnson	7,100	6,900	97
	Lee	5,000	4,800	96
	Montgomery	3,300	3,200	97
	Nevada	3,800	3,700	97
	Pope	15,900	15,600	98
	St Francis	9,800	9,600	98
	Searcy	3,600	3,500	97
Stone	3,600	3,500	97	
Yell	6,700	6,600	99	

<b>Station Totals</b>	<b>435,400</b>	<b>428,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>216,400</b>	
<b>Average Daily Circulation (1987)</b>		<b>102,600</b>	

# Arkansas—Little Rock

**KTHV**

**Ch. 11**

**Network Service:** CBS.

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

**Studio:** 8th & Izard Sts., Little Rock, AR 72203.

**Telephone:** 501-376-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 37.6-kw aural. Antenna: 1710-ft. above av. terrain, 1098-ft. above ground, 2128-ft. above sea level.

Latitude 34° 47' 57"  
Longitude 92° 29' 59"

**Transmitter:** Shinal Mountain.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Arkansas Television Co. K. A. Engle Trust, 81.2%; C. Stanley Berry, chmn.-v.p.-secy., 6.34%; Marcus B. George, pres.-treas., 6.34%.

**Began Operation:** November 27, 1955.

**Represented (sales):** Settel Inc.

**Represented (legal):** Dempsey & Koplovitz.

**Personnel:**

ROBERT L. BROWN, president & general manager.  
DOUG LAUGHTER, vice president, station operations.  
LONNIE GIBBONS, national sales manager.  
BOB HICKS, program manager.  
STEVE DOAN, production manager.  
FRED ANDERSON, director of engineering.

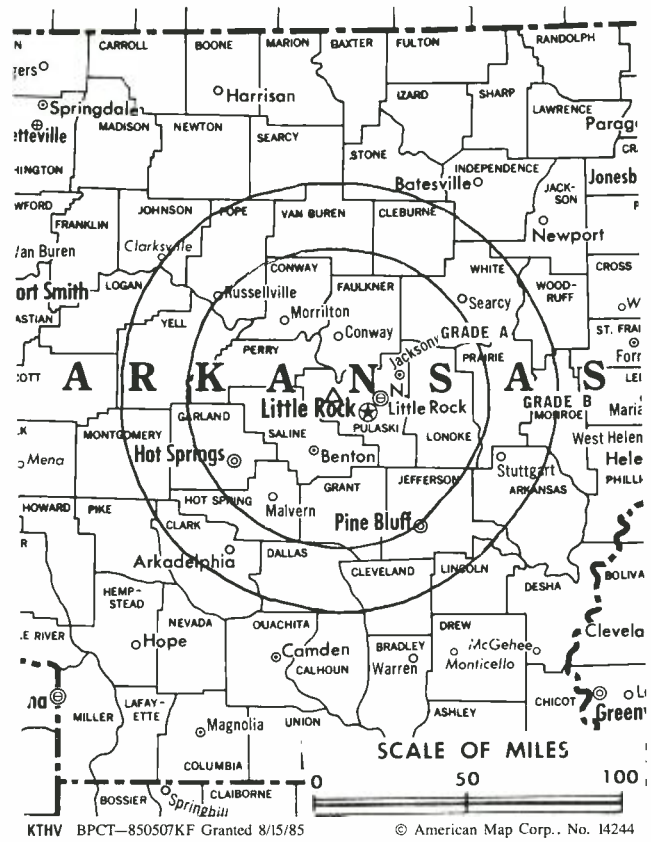
**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Little Rock. **ADI:** Little Rock, AR. **Rank:** 53.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>	8,600	8,500	99
	Arkansas	5,200	5,100	98
	Bradley	2,200	2,200	100
	Calhoun	8,100	7,900	98
	Clark	7,800	7,600	97
	Cleburne	3,000	2,900	97
	Cleveland	7,200	7,100	99
	Conway	4,000	3,900	97
	Desha	6,500	6,300	97
	Drew	6,400	6,200	97
	Faulkner	18,500	18,200	98
	Garland	31,600	31,100	98
	Grant	4,900	4,800	98
	Hot Spring	10,400	10,200	98
	Independence	11,900	11,700	98
	Izard	4,800	4,600	96
	Jackson	7,800	7,600	97
	Jefferson	30,500	30,000	98
	Johnson	7,100	6,900	97
	Lincoln	3,700	3,600	97
	Lonoke	13,100	12,900	98
	Monroe	4,600	4,500	98
	Montgomery	3,300	3,200	97
	Nevada	3,800	3,700	97
	Quachita	12,100	11,800	98
	Perry	2,800	2,800	100
	Pike	4,100	4,000	98



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pope	15,900	15,600	98
	Prairie	3,700	3,600	97
	Pulaski	133,300	132,000	99
	Saline	19,600	19,400	99
	Stone	3,600	3,500	97
	Van Buren	6,100	6,000	98
	White	19,100	18,800	98
	Woodruff	3,800	3,700	97
	Yell	6,700	6,600	99
	<b>Between 25-49%</b>	<b>ARKANSAS</b>	13,500	13,200
Baxter		8,700	8,500	98
Hempstead		5,100	5,000	98
Howard		5,000	4,800	96
Lee		7,500	7,300	97
Logan		3,000	2,900	97
Newton		11,000	10,700	97
Phillips		6,600	6,400	97
Polk		9,800	9,600	98
St Francis		3,600	3,500	97
Sharp		6,600	6,300	95
<b>Between 5-24%</b>	<b>ARKANSAS</b>	11,300	11,100	98
	Boone	5,700	5,500	96
	Chicot	23,800	23,500	99
	Craighead	6,800	6,700	99
	Cross	5,900	5,800	98
	Franklin	7,200	7,000	97
	Lawrence	4,500	4,300	96
	Madison	5,100	5,000	98
	Marion	3,900	3,800	97
	Scott	39,000	38,600	99
	Sebastian	5,500	5,400	98
	Sevier	18,200	17,900	98
	Union			
	<b>Station Totals</b>		<b>663,100</b>	<b>651,300</b>
<b>Net Weekly Circulation (1987)</b>			<b>426,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>251,400</b>	

# Arkansas—Pine Bluff

## KJTM-TV

Ch. 38

**Network Service:** None, independent.

**Licensee:** Television Corp. of Arkansas, 7123 Interstate 30, Suite 54, Little Rock, AR 72209.

**Studio:** 2304 W. 29th Ave., Pine Bluff, AR 71613.

**Telephone:** 501-562-3838.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1945-ft. above av. terrain, 1879-ft. above ground, 2219-ft. above sea level.

Latitude 34° 26' 31"  
Longitude 92° 13' 03"

**Transmitter:** 2-mi. W of Redfield.

**Ownership:** TVX Broadcast Group, 80.0%; A. G. Kasselberg, 9.00%; Chloe K. Poag, 9.00%; Cortez Washington, 1.00%; Lester Silberagle, 0.50%; Don Eilbott, 0.50%. See TVX in Group Ownership of Television Stations.

**Began Operation:** June 17, 1986.

**Represented (sales):** TeleRep Inc.

**Represented (engineering):** John A. Fergie.

**Personnel:**

JEFF FAYES, general manager.  
MICHAEL KARRAS, operations & program manager.  
MARIA C. KENT, general sales manager.  
RICHARD DUNCAN, director of engineering.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Pine Bluff. **ADI:** Little Rock, AR. **Rank:** 53.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Cleveland	3,000	2,900	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Faulkner	18,500	18,200	98
	Grant	4,900	4,800	98
	Jefferson	30,500	30,000	98
	Lonoke	13,100	12,900	98
	Pulaski	133,300	132,000	99
	Saline	19,600	19,400	99
Woodruff	3,800	3,700	97	



KJTM-TV BMPCT—850410KH Granted 5/15/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
<b>Between 5-24%</b>	Arkansas	8,600	8,500	99
	Bradley	5,200	5,100	98
	Clark	8,100	7,900	98
	Cleburne	7,800	7,600	97
	Conway	7,200	7,100	99
	Dallas	4,000	3,900	97
	Garland	31,600	31,100	98
	Hot Spring	10,400	10,200	98
	Lincoln	3,700	3,600	97
	Prairie	3,700	3,600	97
Van Buren	6,100	6,000	98	
White	19,100	18,800	98	
<b>Station Totals</b>		<b>342,200</b>	<b>337,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>81,300</b>
<b>Average Daily Circulation (1987)</b>				<b>32,700</b>



## Arkansas

### KARK-TV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Sevier	5,500	5,400	98
	Sharp	6,600	6,300	95
	Union	18,200	17,900	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Craighead	23,800	23,500	99
	Cross	6,800	6,700	99
	Greene	12,000	11,800	98
	Howard	5,100	5,000	98
	Lawrence	7,200	7,000	97
	Marion	5,100	5,000	98
	Randolph	6,300	6,100	97
	St Francis	9,800	9,600	98
	Sebastian	39,000	38,600	99

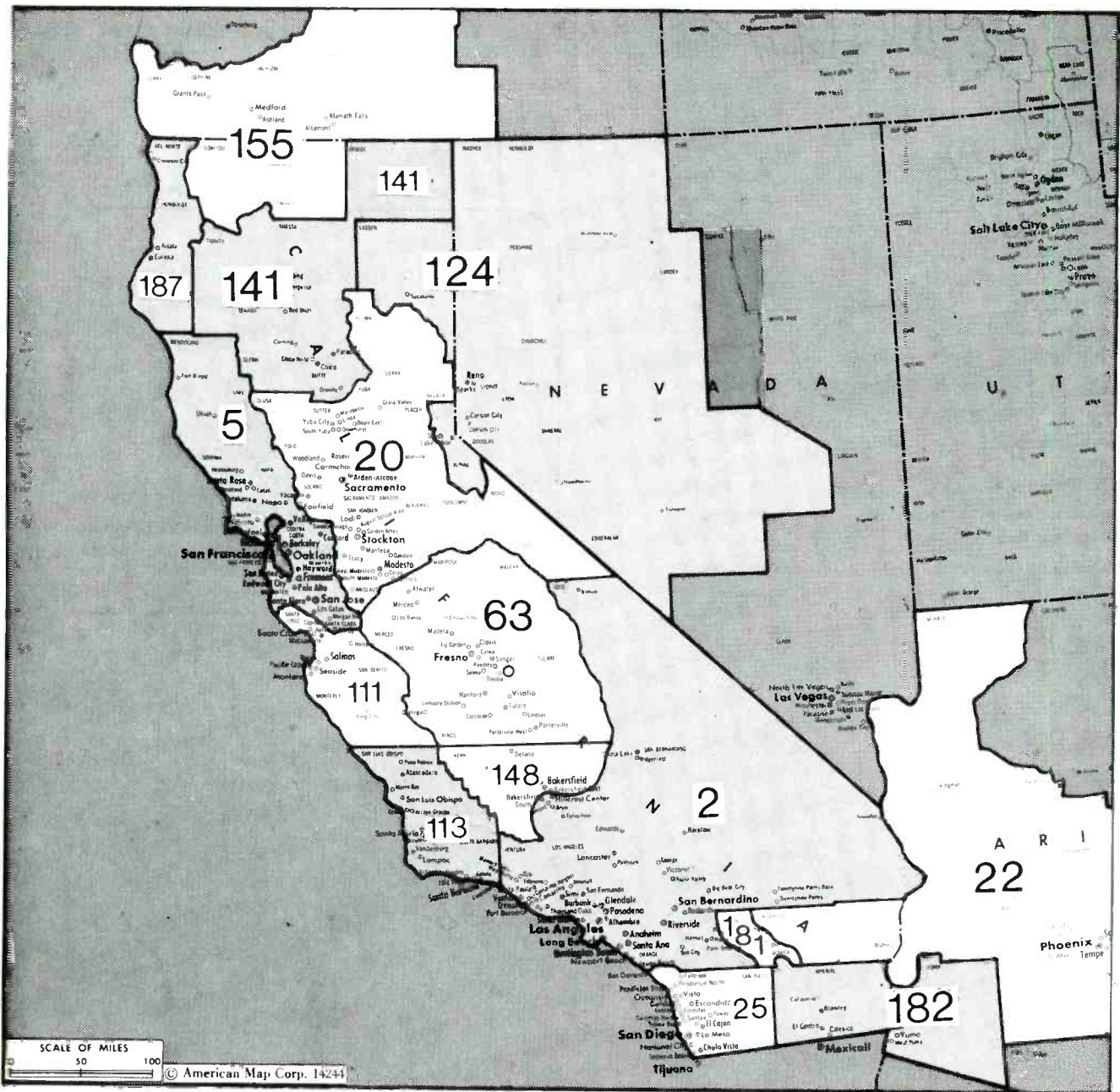
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### KATV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Little River	5,000	4,900	98
	Newton	3,000	2,900	97
	Searcy	3,600	3,500	97
	Sevier	5,500	5,400	98
	<b>MISSISSIPPI</b>			
	Washington	23,600	23,200	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Crittenden	16,300	15,900	98
	Cross	6,800	6,700	99
	Izard	4,800	4,600	96
	Lafayette	3,600	3,500	97
	Lawrence	7,200	7,000	97
	Logan	7,500	7,300	97
	Marion	5,100	5,000	98
	Miller	14,200	14,000	99
	Mississippi	19,500	19,200	98
	Poinsett	9,100	9,000	99
	Scott	3,900	3,800	97
	Sebastian	39,000	38,600	99
	Sharp	6,600	6,300	95
	<b>MISSISSIPPI</b>			
	Bolivar	14,100	13,700	97
	Coahoma	11,900	11,600	97
	<b>TEXAS</b>			
	Bowie	30,200	29,800	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Los Angeles, CA	4,532,700	2	KABC-TV (7), KAGL (30), KCBS-TV(2), KCOP (13), KDOC-TV (56), KHJ-TV (9), KHSC (46), KMEX-TV (34), KNBC-TV(4), KSCI (18), KTNB-TV (40), KTIE (63), KTLA (5), KTTV (11), KVEA (52), KVVU(64), KWHY-TV (22)
San Francisco, CA	2,077,000	5	KBHK-TV (44), KDTV (14), KFCC(42), KFTY (50), KGO-TV (7), KICU-TV (36), KLXV-TV (65), KNTV (11), KOFY-TV(20), KPIX (5), KPST-TV (66), KRON-TV (4), KSTS (48), KTSF (26), KTVU (2), KWBB (38)
Sacramento-Stockton, CA	931,800	20	KCRA-TV (3), KCSO (19), KOVR-TV (13), KRKB-TV (31), KSCH-TV (58), KTXL (40), KXTV (10)
Phoenix, AZ	892,000	22	KNXV-TV (15), KPAZ-TV (21), KPHO-TV(5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7), KUTP (45)
San Diego, CA	787,000	25	KCST-TV (39), KFMB-TV (8), KGTV(10), KTTY (69), KUSI-TV (51), XETV (6), XEWT-TV (12)
Fresno-Visalia, CA	405,100	63	KAIL (53), KFSN-TV (30), KFTV(21), KJEO (47), KMPH (26), KMSG-TV (59), KSEE (24)
Salinas-Monterey, CA	198,400	111	KCBA (35), KMST (46), KSBW(8), KSMS-TV (67)
Santa Barbara-Santa Maria-San Luis Obispo, CA	192,100	113	KCOY-TV (12), KEYT-TV (3), KSBY-TV (6)
Reno, NV	166,600	124	KAME-TV (21), KCRL (4), KOLO-TV (8), KREN-TV (27), KTVN (2)
Chico-Redding, CA	149,900	141	KCPM (24), KHSL-TV (12), KRCR-TV (7)
Bakersfield, CA	142,400	148	KBAK-TV (29), KERO-TV (23), KGET(17)
Medford, OR	123,200	155	KDRV (12), KOBI (5), KOTI (2), KTVL(10)
Palm Springs, CA	61,000	181	KESQ-TV (42), KMIR-TV (36)
El Centro, CA-Yuma, AZ	58,900	182	KECY-TV (9), KYEL-TV (13)
Eureka, CA	51,100	187	KIEM-TV (3), KREQ (23), KVIQ-TV (6)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

- KRCR-TV, Chico .....See Redding, CA
- KVEA-TV, Corona.....See Los Angeles, CA
- KREQ, Eureka .....See Arcata, CA
- KFTV, Hanford .....See Fresno, CA
- KHSC, Los Angeles.....See Ontario, CA
- KCSO, Modesto .....See Sacramento, CA
- KSBW & KMST, Monterey .....See Salinas, CA
- KTVU, Oakland .....See San Francisco, CA
- KHSL-TV, Redding .....See Chico, CA
- KNTV, Salinas-Monterey .....See San Jose, CA
- KAGL, San Bernardino .....See Los Angeles, CA
- KSCI, San Bernardino .....See Los Angeles, CA
- KFCB, San Francisco.....See Concord, CA
- KMSG-TV, Sanger.....See Fresno, CA
- KSBW & KMST, San Jose .....See Salinas-Monterey, CA
- KTBN-TV, Santa Ana.....See Los Angeles, CA
- KCSO, Stockton.....See Sacramento, CA
- KOVR-TV & KTXL, Stockton.....See Sacramento, CA
- KMPH, Visalia .....See Fresno, CA

**California Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	28	45	73
Educational Television Stations	4	12	16
	32	57	89

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# California—Anaheim

## KDOC-TV

Ch. 56

**Network Service:** None, independent.

**Licensee:** Golden Orange Broadcasting Co. Inc., 1730 S. Clementine St., Anaheim, CA 92802.

**Studio:** 1730 S. Clementine St., Anaheim, CA 92802.

**Telephone:** 714-999-5000.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2820-kw max. & 331-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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 3.7-meter; Simulsat, 5-meter; Microdyne, Scientific-Atlanta, M/A-Com receivers.

**Ownership:** Pat Boone, pres., 36.42%; Thomas Sheridan, v.p., 6.64%; Calvin C. Brack, secy.-treas., 23.7%; Bill Simon, 23.59%; Estate of Jimmy Durante, 3.03%; Richard Shepherd, 2.66%; Michael Volpe, 1.99%; David Levy, 1.97%.

**Began Operation:** October 1, 1982.

**Represented (legal):** Cohn & Marks.

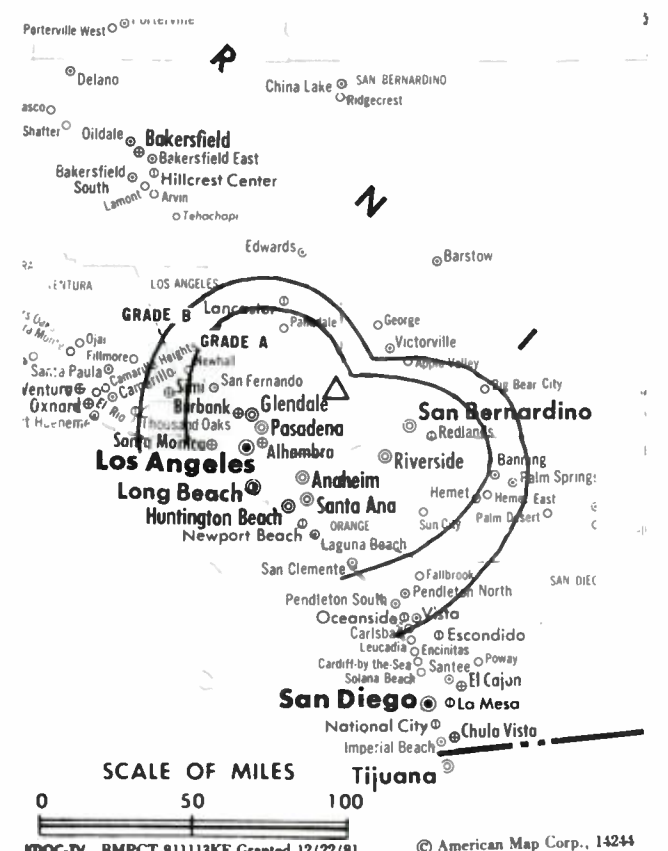
**Personnel:**

DENNIS BROWN, general manager.  
ROGER KNIPP, chief engineer.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Anaheim. **ADI:** Los Angeles. **Rank:** 2.

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



KDOC-TV BMPCT-811113KF Granted 12/22/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Los Angeles	2,962,300	2,881,300	97
	Orange	765,500	751,800	98
	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
<b>Station Totals</b>		<b>4,350,100</b>	<b>4,234,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>305,700</b>
<b>Average Daily Circulation (1987)</b>				<b>96,600</b>

# California—Arcata-Eureka

## KREQ

Ch. 23

**Network Service:** Fox.

**Grantee:** The Mad River Bcstg. Co. Inc., Box 8849, Calabasas, CA 91302.

**Studio:** 1485 L St., Arcata, CA 95521-5742.

**Mailing Address:** Box 1116, Arcata, CA 95521-1116.

**Telephones:** 818-884-3818; 707-826-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1380-kw max. visual, 55-kw max. aural. Antenna: 1659-ft. above av. terrain, 270-ft. above ground, 2940-ft. above sea level.

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

Holds CP for change to 141-kw max. visual, 14-kw max. aural, 1636-ft. above av. terrain, 279-ft. above ground, 2890-ft. above sea level. BMPCT-860620KJ.

**Transmitter:** 1733 Barry Ridge, 11-mi. ESE of Eureka.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 3.5-meter C-band; Microdyne, 3.75-meter Ku- & C-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Liz Weller, pres. & Jack Fiman, 13.6% jointly; Lawrence Rogow, secy., 25%; Garry Spire, treas., 25%; David Marcus, 18.2%; Ken Coplon, 9.10%; David Gondek, 9.10%. Spire & Rogow have interest in Response Bcstg. Corp., permittee of Ch. 64, Bellingham, WA; LPTV stations; Calavision cable TV system, Los Angeles County, CA.

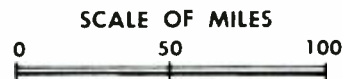
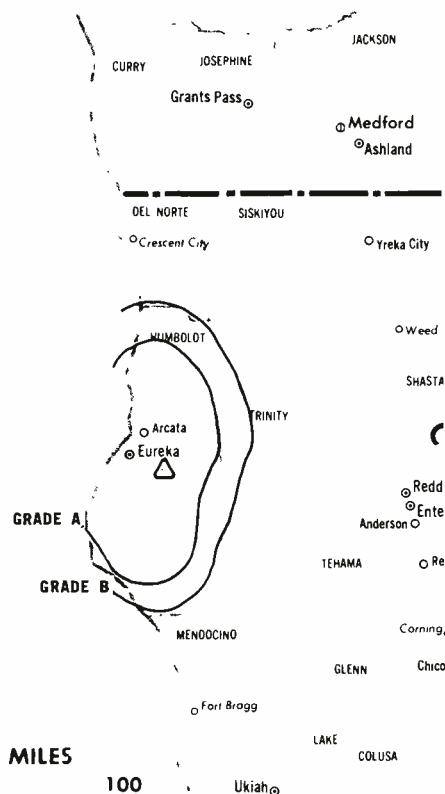
**Began Operation:** August 1, 1987.

**Represented (legal):** Arter & Hadden.

**Represented (engineering):** Venture Technologies.

**Personnel:**

LAWRENCE ROGOW, general manager.  
CHARLES LOHR, sales manager.



KREQ BPCT-821207KE Granted 2/27/84

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SKIP MOODY, local sales manager.  
DONALD WILSON, director of engineering.  
JOHN DOYLE, production manager.  
LYNN MACKKEY, operations manager.  
CHERYL PAULING, traffic director.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$500.

**Arbitron Data:** Not available.

**City of License:** Arcata. **ADI:** Eureka. **Rank:** 187.

# California—Bakersfield

## KBAK-TV

Ch. 29

**Network Service:** ABC.

**Licensee:** Burnham Broadcasting Co., Box 2929, Bakersfield, CA 93303.

**Studio:** 1901 Westwind Dr., Bakersfield, CA 93301.

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

**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.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Scientific-Atlanta, 5-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Burnham Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** August 20, 1953. Sale to Reeves Broadcasting Corp. by **San Francisco Chronicle** approved Oct. 12, 1960 by FCC (**Television Digest**, Vol. 16:36, 42). Sale to Harriscope Bcstg. Corp. by Reeves Broadcasting Corp. approved May 12, 1964 by FCC (Vol. 3:52; 4:18). Sale to present owner by Harriscope approved by FCC Oct. 2, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Hammett & Edison Inc.

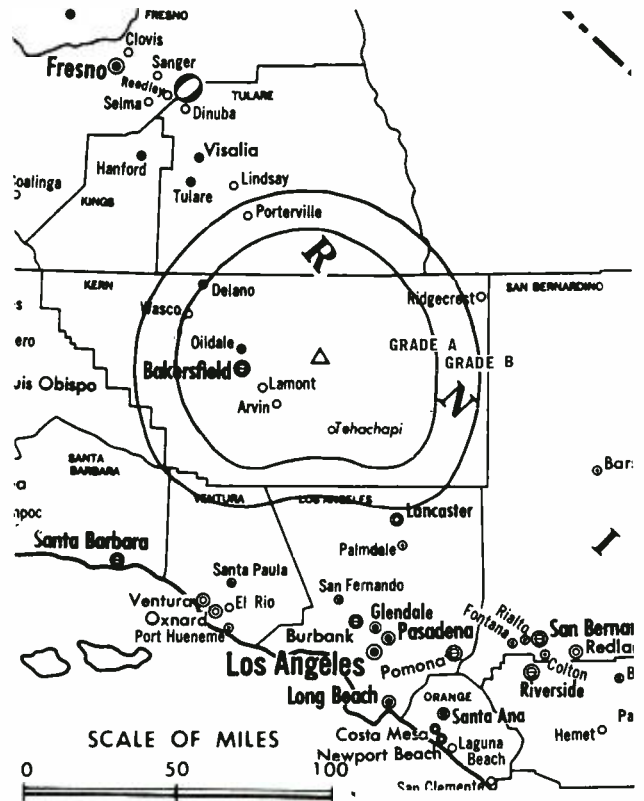
**Personnel:**

FRANK GARDNER, president & general manager.  
WAYNE LANSCH, general sales manager.  
NANCY HOFEDITZ, program director.  
ROBERT BANKS, chief engineer.  
HENRY MENDOZA, news director.

**Highest 30 Sec. Rate** (June 23, 1987): \$1400.

**NETWORK BASE HOURLY RATE:** \$771.

**City of License:** Bakersfield. **ADI:** Bakersfield. **Rank:** 148.



KBAK-TV BPCT-4248 Granted 9/23/69

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Kern West	144,600	139,600	97
	CALIFORNIA Kings Tulare	26,600 94,600	25,400 90,600	95 96
Between 5-24%	CALIFORNIA Kern East	26,400	25,400	96
<b>Station Totals</b>		<b>292,200</b>	<b>281,000</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>187,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>91,000</b>	

# California—Bakersfield

## KERO-TV

Ch. 23

**Network Service:** CBS.

**Licensee:** McGraw-Hill Bcstg. Co. Inc., 321 21st St., Bakersfield, CA 93303.

**Studio:** Television Center, Box 2367, Bakersfield, CA 93303.

**Telephone:** 805-327-1441. **TWX:** 910-327-1103.

**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"

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

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Microdyne, 3.7-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** McGraw-Hill Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 26, 1953. This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23. 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 (Vol. 15:7, 12, 20).

**Represented (sales):** Harrington, Righter & Parsons Inc.

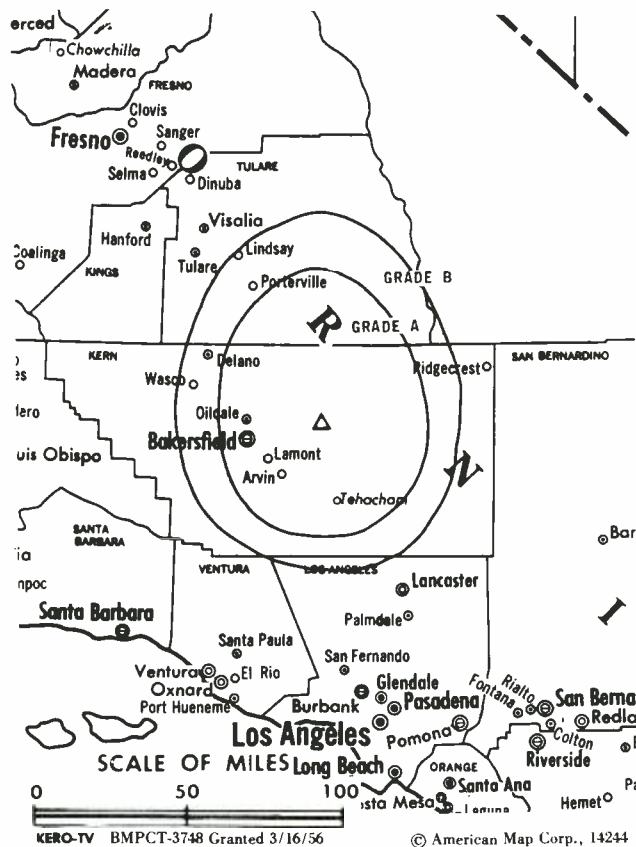
**Represented (legal):** Koteen & Naftalin.

### Personnel:

RONALD E. MIRES, vice president & general manager.  
DAVID C. CARFOLITE, general sales manager.  
MICHAEL KNOTEK, national sales manager.  
CARL KNUTSON, production manager.  
CHRIS GREEN, director, program operations/promotion.  
NORMAN E. HALL, director, engineering.  
WALT BROWN, news director.  
LYNN NOEL, director, community affairs.  
RAY SCHIFFHAUER, director, business affairs.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$800.



**City of License:** Bakersfield. **ADI:** Bakersfield. **Rank:** 148.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Kern West	144,600	139,600	97
	CALIFORNIA Tulare	94,600	90,600	96
Between 25-49%	CALIFORNIA Kern East	26,400	25,400	96
	Kings	26,600	25,400	95
<b>Station Totals</b>		<b>292,200</b>	<b>281,000</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>176,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>95,700</b>	

# California—Bakersfield

**KGET**

Ch. 17

**Network Service:** NBC.

**Licensee:** KGET-TV Inc., 2831 Eye St., Bakersfield, CA 93301.

**Studio:** 28th & Eye Sts., Bakersfield, CA 93301.

**Mailing Address:** Box 1700, Bakersfield, CA 93302.

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

**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.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; Harris, 6-meter Ku-band; RCA, 3.66-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 8, 1959. Sale to present owner by Gillett Bcstg. Co. approved by FCC Oct. 14, 1983. Sale to Gillett 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 (sales):** Seltel Inc.

**Represented (legal):** Rubin, Winston & Diercks.

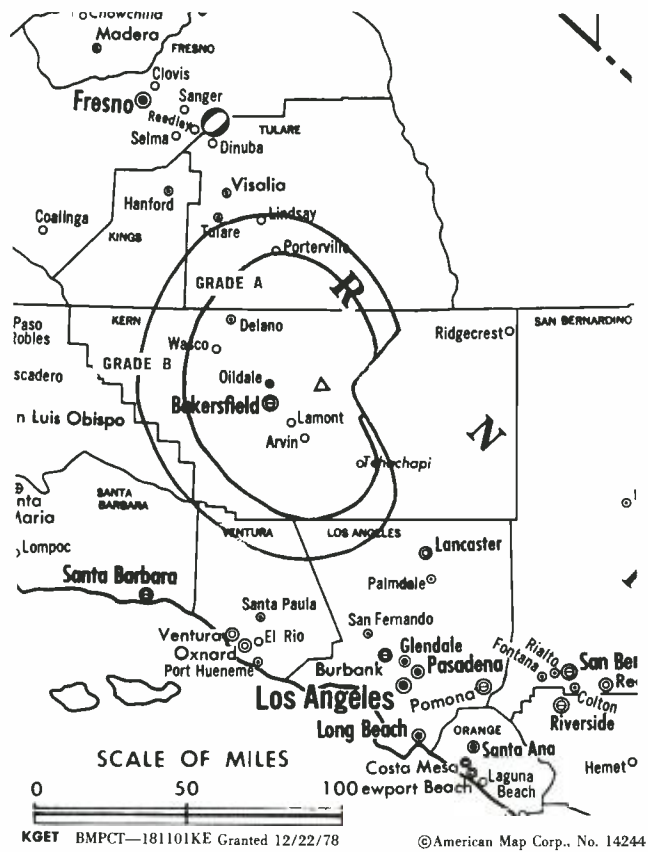
**Personnel:**

RAYMOND A. WATSON, vice president & general manager.  
TOM RANDOUR, general sales manager.  
SHIRLEY SANFORD, program director.  
TOM BALLEW, chief engineer.  
DOUG CALDWELL, news director.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate (July 13, 1987):** \$1400.

**NETWORK BASE HOURLY RATE:** \$500.



KGET BMPCT—181101KE Granted 12/22/78 © American Map Corp., No. 14244

**City of License:** Bakersfield. **ADI:** Bakersfield. **Rank:** 148.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Kern West	144,600	139,600	97
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Tulare	94,600	90,600	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Kern East	26,400	25,400	96
	Kings	26,600	25,400	95
<b>Station Totals</b>		<b>292,200</b>	<b>281,000</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>166,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>97,000</b>	



# California—Barstow

**KVVT**

**Ch. 64**

**Network Service:** None, independent.

**Grantee:** Sunbelt Television Inc., Box 6464, Victorville, CA 92392.

**Studio:** 15605 Village Dr., Victorville, CA 92394.

**Telephone:** 619-251-5888.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 3134-kw max. visual, 627-kw max. aural. Antenna: 1701-ft. above av. terrain, 203-ft. above ground, 4690-ft. above sea level.

Latitude	34°	36'	34"
Longitude	117°	17'	20"

**Transmitter:** Quartzsite Mountain, 24-mi. SW of Barstow.

**Satellite Earth Station:** Microdyne, 3.6-meter, Microdyne receivers.

**Ownership:** Riley Jackson, pres., 23.7%; Ray Webb, v.p.-secy., 47.5%; Margaret R. Jackson, treas., 23.7%; Pat Buttram, v.p., 5.0%.

**Began Operation:** August 15, 1987.

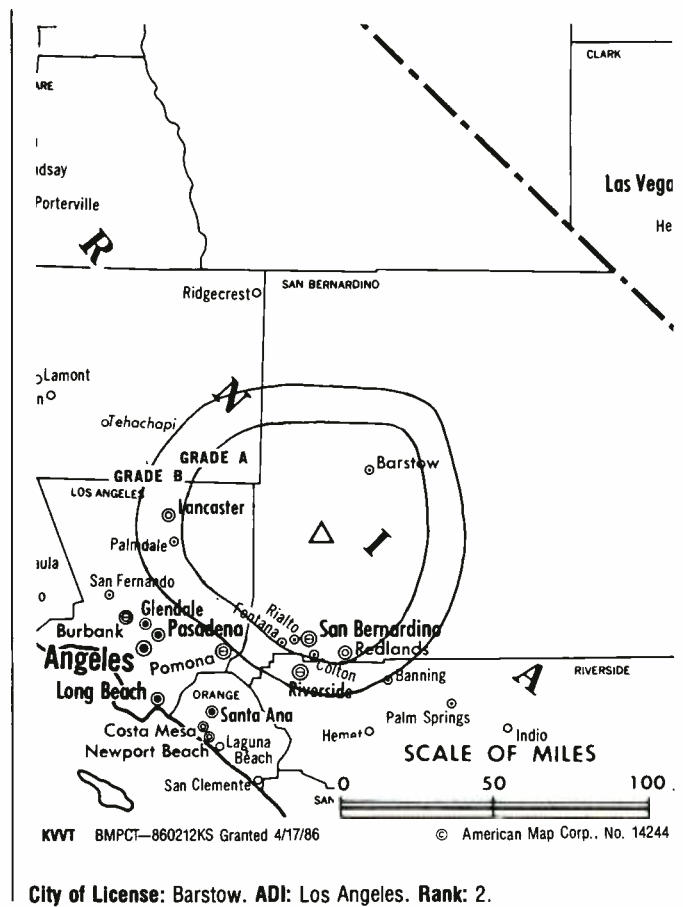
**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Radio Engineering Co.

**Personnel:**

RILEY JACKSON, president.  
RAY WEBB, general manager.  
JONATHAN WOOD, engineering director.  
JAMES HALL, operations director.  
ROBERT MORGAN, news director.

**Arbitron Data:** Not available



**City of License:** Barstow. **ADI:** Los Angeles. **Rank:** 2.

# California—Chico

**KCPM**

**Ch. 24**

**Network Service:** NBC.

**Licensee:** LTB Cable Sports Corp., Box 4406, Chico, CA 95927.

**Studio:** 180 E. 4th St., Chico, CA 95928.

**Telephone:** 916-893-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1850-ft. above av. terrain, 997-ft. above ground, 2762-ft. above sea level.

Latitude 40° 15' 31"  
Longitude 122° 05' 20"

**Transmitter:** 9.5-mi. NE of Red Bluff.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 6-meter Ku-band; 3.5-meter Ku-band; 3-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Lorimar-Telepictures Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cecil Lynch.

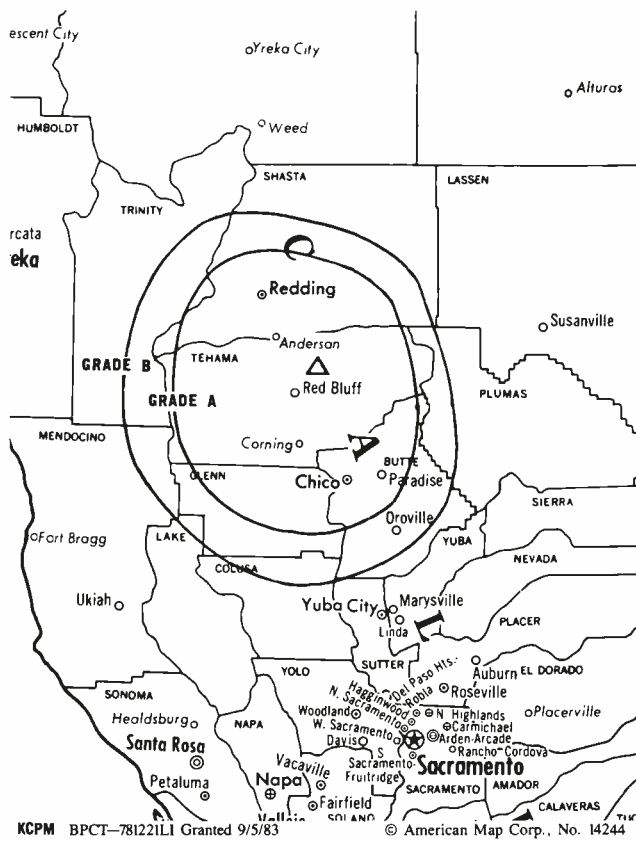
**Personnel:**

MELVIN QUERIO, president & general manager.  
DON McFARLANE, national sales manager.  
DONNA J. O'CONNOR, program director.

**Highest 30 Sec. Rate:** \$325.

**City of License:** Chico. **ADI:** Chico-Redding. **Rank:** 141.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Glenn	8,600	8,300	97
	Tehama	17,600	17,100	97
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	68,300	65,100	95
	Shasta	52,000	50,300	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Colusa	5,100	4,800	95
<b>Station Totals</b>		<b>151,600</b>	<b>145,600</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>68,600</b>
<b>Average Daily Circulation (1987)</b>				<b>37,000</b>

# California—Chico

## KHSL-TV

Ch. 12

**Network Service:** CBS.

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

**Studio:** 3460 Silverbell Rd., Chico, CA 95926.

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

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; RCA, 4.8-meter Ku-band; Drake, Scientific-Atlanta, Standard Communications receivers.

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

**News Services:** AP, CBS, NIWS.

**Ownership:** Mickey McClung, 95%; Hugh McClung, 5%; Dorothy Locke, secy.-treas.

**Began Operation:** August 22, 1953.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Hatfield & Dawson.

**Personnel:**

C. H. KINSLEY JR., vice president.  
WILLIAM D. CORBIN, station manager.  
WILLIAM L. MEYER, national sales manager.  
RUSSEL POPE, director of engineering.

**Highest One Hour Rate:** \$3500.

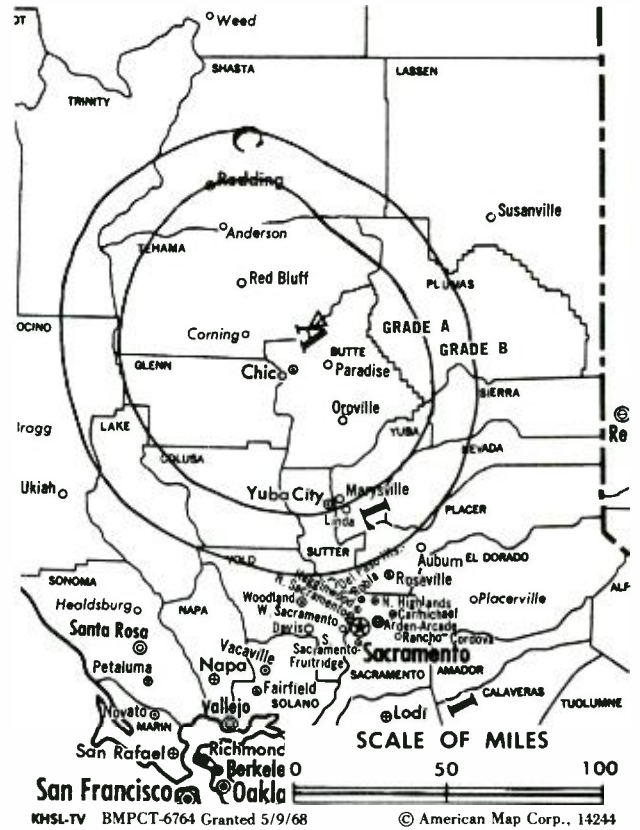
**Highest 30 Sec. Rate (September 21, 1987):** \$400.

**NETWORK BASE HOURLY RATE:** \$495.

**City of License:** Chico. **ADI:** Chico-Redding. **Rank:** 141.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Butte	68,300	65,100	95
	Colusa	5,100	4,800	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Glenn	8,600	8,300	97
	Shasta	52,000	50,300	97
	Sutter	21,600	21,000	97
	Tehama	17,600	17,100	97
	Trinity	5,600	5,200	93
	Yuba	19,800	19,200	97
Between 25-49%	CALIFORNIA			
	Lassen	8,400	7,800	93
Between 5-24%	CALIFORNIA			
	Lake	21,000	19,400	93
	Modoc	3,700	3,400	92
	Plumas	7,900	7,400	94
	Siskiyou	17,200	16,100	93
<b>Station Totals</b>		<b>256,800</b>	<b>245,100</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>156,300</b>
<b>Average Daily Circulation (1987)</b>				<b>86,700</b>

# California—Concord

**KFCB**

**Ch. 42**

**Network Service:** None, independent.

**Licensee:** First Century Broadcasting, Box 6498, Concord, CA 94520.

**Studio:** 5101 Port Chicago Hwy., Concord, CA 94520.

**Telephone:** 415-676-8969.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 1288-kw max. & 185.85-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.

**Ownership:** Non-stock corp. Ronald C. Haus, pres.; Ronald McConnell, v.p.; Lloyd Miller, secy.-treas.; Theodore H. Terry, dir.; Gene Viglione, dir.

**Began Operation:** June 19, 1983.

**Represented (legal):** Gammon & Grange.

**Personnel:**

RONALD C. HAUS, president.  
LLOYD MILLER, station manager.  
ROBERT WOODS, general sales manager.

**Rates:** Not available.

**City of License:** Concord. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	El Dorado West	30,000	28,900	96



KFCB BMPCT-820512KF Granted 6/8/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Solano East	56,100	54,800	98
<b>Station Totals</b>		<b>96,100</b>	<b>93,200</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>58,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>19,900</b>	

# California—El Centro-Yuma, Arizona

## KEYCY-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Pacific Media Corp., 646 Main St., El Centro, CA 92243.

**Studio:** 646 Main St., El Centro, CA 92243.

**Mailing Address:** Box 3190, El Centro, CA 92244.

**Telephone:** 619-353-9990.

**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 Mountain.

**Satellite Earth Station:** Scientific-Atlanta, 7.2-meter.

**News Service:** AP, CBS.

**Ownership:** John Smart, pres., 90%; William & Ellen Oswald, 10%.

**Began Operation:** December 6, 1968. Sale to Esquire by United Bcstg. approved by FCC Sept. 22, 1981. Sold to present owners 1984. Sale to First National Entertainment Corp. approved by FCC Dec. 12, 1986 (**Television Digest**, Vol. 26:39) but not consummated.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

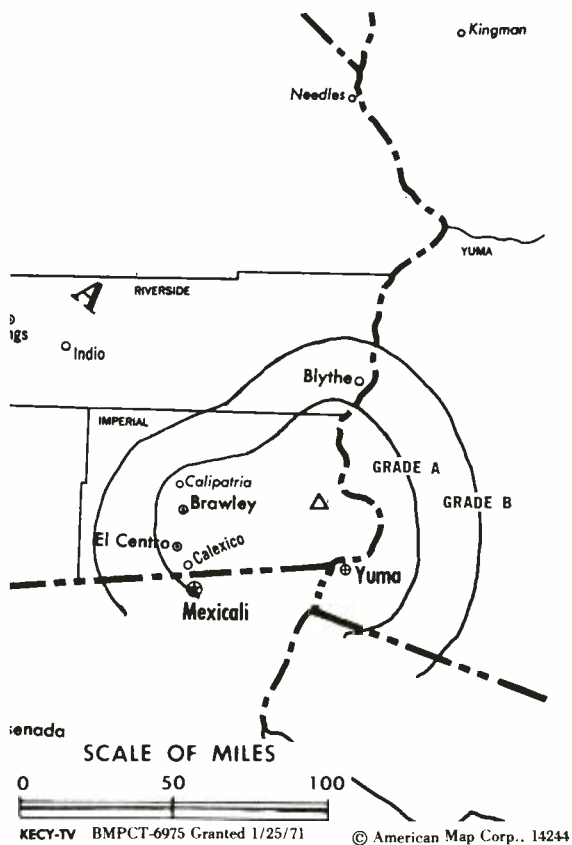
WILL OSWALD, general manager.  
ROB ZIMMER, general sales manager.  
KRISTINE KARTER, news director.  
DEBORAH WEEKES, program director.

**Highest 30 Sec. Rate** (January 25, 1987): \$1000.

**NETWORK BASE HOURLY RATE:** \$265.

**City of License:** El Centro. **ADI:** El Centro, CA-Yuma, AZ. **Rank:** 182.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b> Yuma	31,000	29,300	95
	<b>CALIFORNIA</b> Imperial	32,200	30,000	93
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Riverside East	7,500	7,300	97
<b>Station Totals</b>		<b>70,700</b>	<b>66,600</b>	<b>94</b>
<b>Net Weekly Circulation (1987)</b>			<b>46,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>21,500</b>	

# California—Eureka

## KIEM-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Precht Television Associates Inc., 5650 S. Broadway, Eureka, CA 95501.

**Studio:** 5650 S. Broadway, Eureka, CA 95501.

**Telephone:** 707-443-3123. **TWX:** 310-671-1128.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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.

**Satellite Earth Stations:** Harris, 4-meter; RCA Americom Ku-band.

**News Service:** AP.

**Ownership:** Precht Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** October 25, 1953. Sale by William B. Smullin to Wayne Vickers, et al., approved by FCC Oct. 25, 1961. Sale to Ingham Communications approved July 29, 1975. Sale to present owners approved Aug. 2, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

### Personnel:

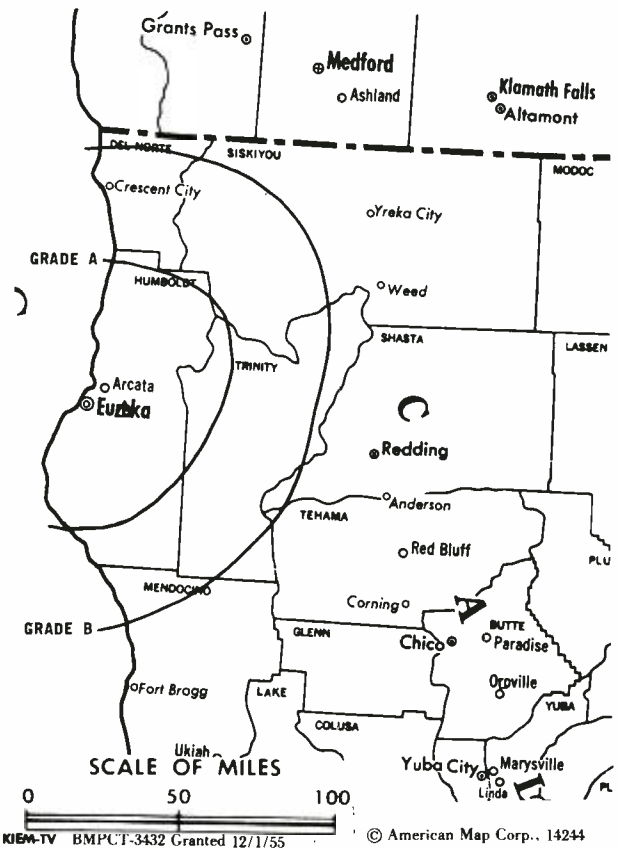
ROBERT PRECHT, president.  
MIKE STOCKLIN, vice president & general manager.  
PETER McNAIR, station manager.  
PEGGY WORDEN, national sales manager.  
DONALD R. KING, operations manager.  
BRUCE LANG, news director.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$425.

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Eureka. **ADI:** Eureka. **Rank:** 187.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Humboldt	45,400	43,500	96
	OREGON Curry	7,000	6,500	93
Between 5-24%	CALIFORNIA Del Norte	7,600	7,100	93
	Trinity	5,600	5,200	93
<b>Station Totals</b>		<b>65,600</b>	<b>62,300</b>	<b>94</b>
<b>Net Weekly Circulation (1987)</b>			<b>46,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>28,000</b>	

# California—Eureka

## KVIQ-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Miller Broadcasting Co., 1800 Broadway, Eureka, CA 95501.

**Studio:** 1800 Broadway, Eureka, CA 95501.

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

**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.

**Satellite Earth Stations:** Paradigm, 3.7-meter; DX Engineering, Scientific-Atlanta receivers.

**Ownership:** Ronald W. Miller, pres.-secy., 95%; Pattison J. Christensen, v.p., 5%.

**Began Operation:** April 1, 1958. Sale to present owners by Leah McConnell and Estate of Carl McConnell, approved by FCC June 17, 1986. Sale to McConnell by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (**Television Digest**, Vol. 16:22, 24).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Munger, Tolles & Olson.

**Represented (engineering):** Hammett & Edison Inc.

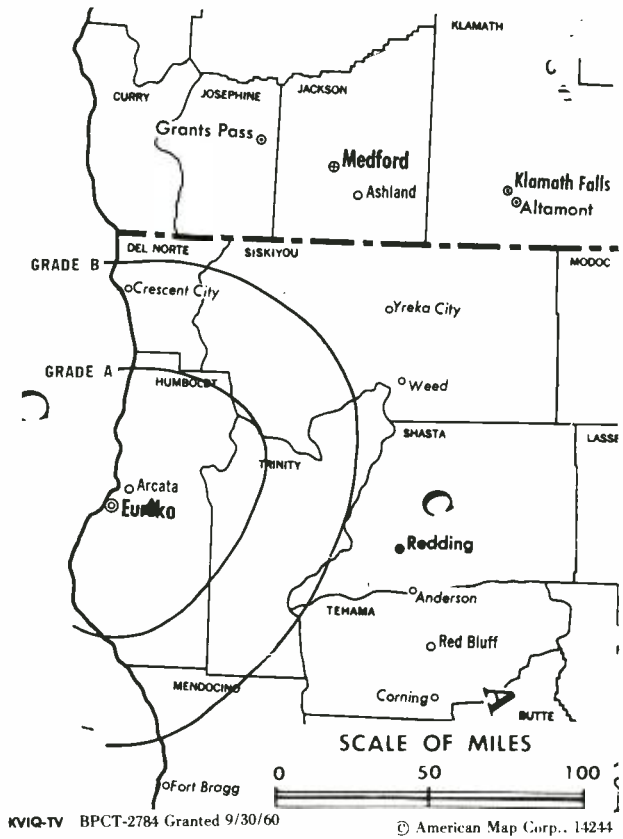
**Personnel:**

PATTISON J. CHRISTENSEN, vice president & general manager.  
FAYE EMAD, asst. general manager & general sales manager.  
JANETH OLIVEIRA, program director.  
SUSAN K. THOMAS, news director.  
THOMAS L. WILLIAMS, director of engineering.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Eureka. **ADI:** Eureka. **Rank:** 187.

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



KVIQ-TV BPCT-2784 Granted 9/30/60 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	Humboldt	45,400	43,500	96
<b>Between 25-49%</b>	<b>OREGON</b>			
	Curry	7,000	6,500	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mendocino	29,000	26,800	93
	Siskiyou	17,200	16,100	93
<b>Station Totals</b>		<b>106,200</b>	<b>100,000</b>	<b>94</b>
<b>Net Weekly Circulation (1987)</b>				<b>50,100</b>
<b>Average Daily Circulation (1987)</b>				<b>31,400</b>

# California—Fresno

## KAIL

Ch. 53

**Network Service:** None, independent.

**Licensee:** Trans America Bcstg. Corp., 6803 West Blvd., Inglewood, CA.

**Studio:** 5255 E. Alluvial Ave., Fresno, CA 93755.

**Mailing Address:** Box 5188, Fresno, CA 93755.

**Telephone:** 209-299-9753.

**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"

Requests modification of CP for change to 2500-kw max. visual, 250-kw max. aural, 1907-ft. above av. terrain, 110-ft. above ground, 4610-ft. above sea level. BMPCT-860418KH.

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

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Scientific-Atlanta, Microwave Assoc. receivers.

**News Service:** Biznet News.

**Ownership:** Albert J. Williams, 79.9%, Jack M. Reeder, 20.1%. They also own KTYM(AM), Inglewood, CA.

**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 (sales):** Adam Young Inc.

**Represented (legal):** Miller & Fields.

**Represented (engineering):** Carl T. Jones Associates.

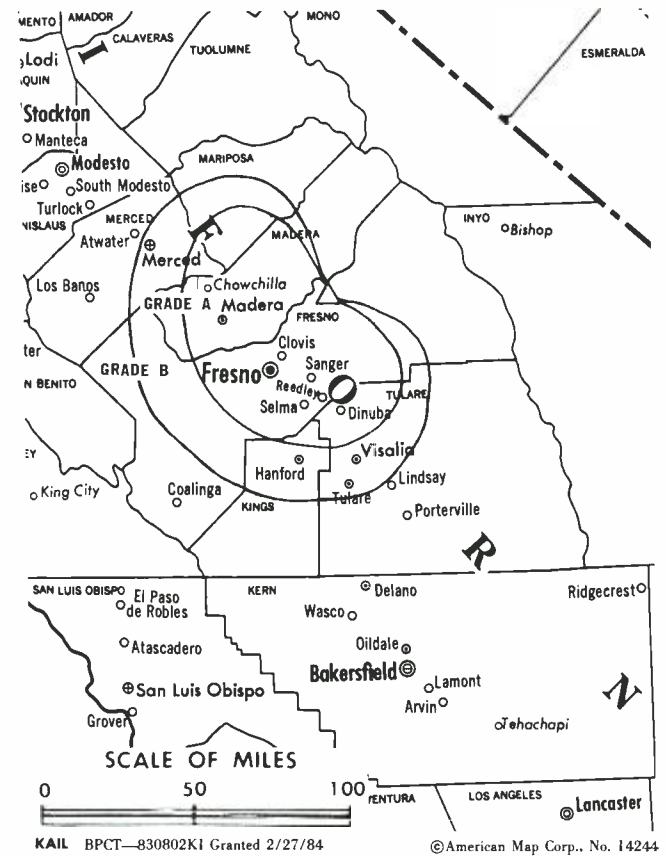
**Personnel:**

GERARDO BORREGO, vice president.  
C. REIS BENEZRA, general manager.

**Rates:** Not available.

**City of License:** Fresno. **ADI:** Fresno-Visalia. **Rank:** 63.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Fresno	209,600	201,700	96
	Madera	26,200	25,000	95
Between 5-24%	<b>CALIFORNIA</b>			
	Kings	26,600	25,400	95
	Mariposa	5,400	5,000	93
	Merced	55,200	53,100	96
	Tulare	94,600	90,600	96
<b>Station Totals</b>		<b>417,600</b>	<b>400,800</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>124,400</b>
<b>Average Daily Circulation (1987)</b>				<b>38,800</b>



# California—Fresno

## KFSN-TV

Ch. 30

Network Service: ABC.

Licensee: Capital Cities/ABC Inc.

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

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

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, CA.

Satellite Earth Stations: Andrew, 7.3-meter; Harris, 6.1-meter; Avantek, Harris receivers.

News Services: AP, UPI.

Ownership: Capital Cities/ABC Inc. See Group Ownership of Television 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): Capital Cities/ABC Spot Sales.

Represented (legal): Wilmer, Cutler & Pickering.

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

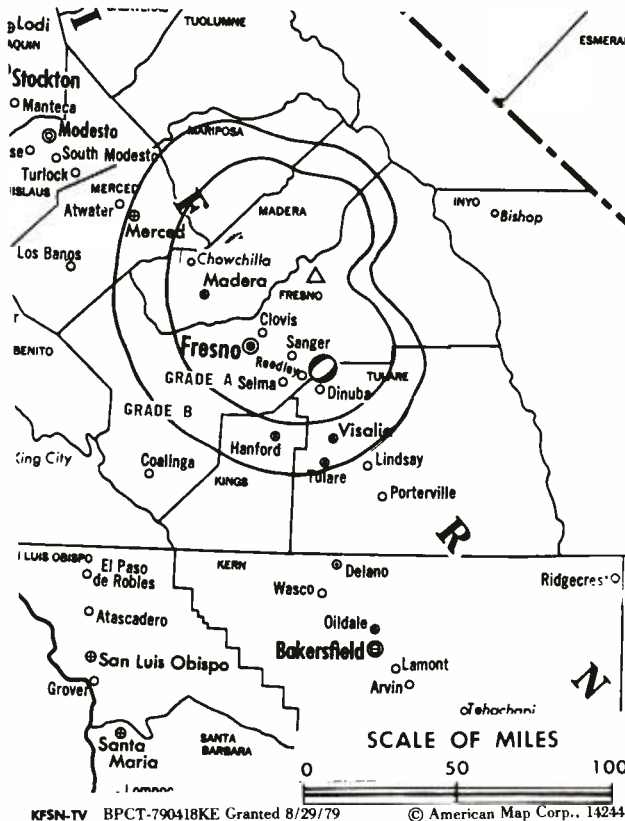
### Personnel:

MARC EDWARDS, president & general manager.  
DUDLEY FEW, general sales manager.  
MARK ARMINIO, local sales manager.  
ROBERT A. BILLECI, director of engineering.  
FERNANDO GRANADO, program director.

Highest 30 Sec. Rate: \$2000.

City of License: Fresno. ADI: Fresno-Visalia. Rank: 63.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	209,600	201,700	96
	Kings	26,600	25,400	95
	Madera	26,200	25,000	95
	Mariposa	5,400	5,000	93
	Merced	55,200	53,100	96
	Tulare	94,600	90,600	96
<b>Station Totals</b>		<b>417,600</b>	<b>400,800</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>340,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>213,200</b>	

# California—Hanford-Fresno

**KFTV**

Ch. 21

**Network Service:** Univision.

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

**Studio:** 3239 W. Ashlan Ave., Fresno, CA 93722.

**Telephone:** 209-222-2121.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 2820-kw max. & 151-kw horizontal visual, 282-kw max. & 15-kw horizontal aural. Antenna: 1830-ft. above av. terrain, 160-ft. above ground, 4600-ft. above sea level.

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

**Transmitter:** Bald Mountain, 52-mi. NE of Hanford.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter.

**News Service:** UPI.

**Ownership:** Spanish International Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 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):** Univision—Spanish International Network.

**Represented (legal):** Leventhal, Senter & Lerman.

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

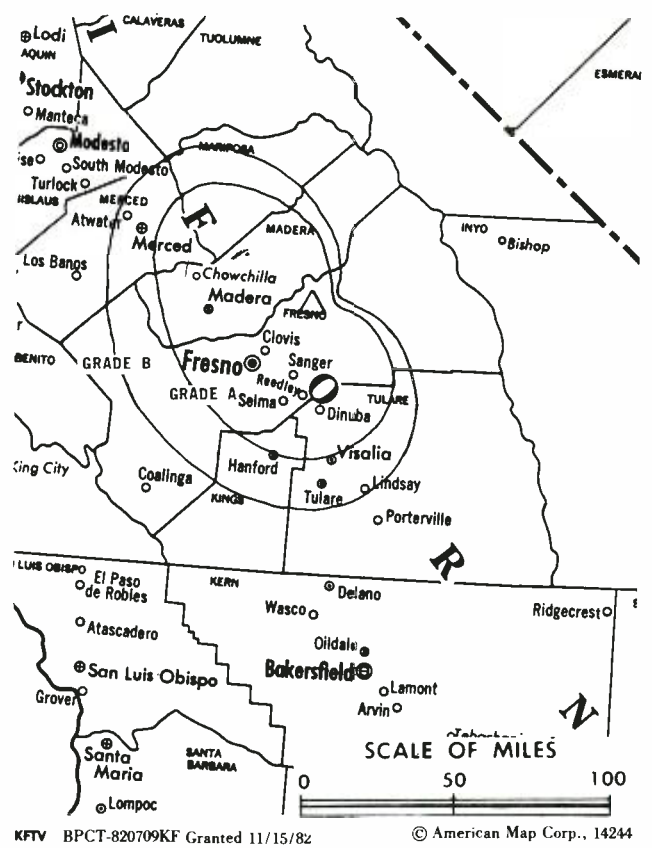
**Personnel:**

AUGUST RUIZ, general manager.  
RAY CARRASCO, general sales manager.  
MAC MCKENZIE, chief engineer.  
PEDRO SANTOS, programming.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Hanford. **ADI:** Fresno-Visalia. **Rank:** 63.

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



KFTV BPCT-820709KF Granted 11/15/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Fresno	209,600	201,700	96
	Kern West	144,600	139,600	97
	Kings	26,600	25,400	95
	Madera	26,200	25,000	95
	Merced	55,200	53,100	96
	Tulare	94,600	90,600	96
<b>Station Totals</b>		<b>556,800</b>	<b>535,400</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>43,300</b>
<b>Average Daily Circulation (1987)</b>				<b>28,000</b>

# California—Fresno

**KJEO**

Ch. 47

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 5455, Fresno, CA 93755.

**Studio:** 4880 N. First St., Fresno, CA 93726.

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

**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 Mountain.

**Satellite Earth Station:** Scientific-Atlanta, 7.3-meter; Scientific-Atlanta, 4.5-meter; RCA, 3.5-meter; AvanteK, Microdyne receivers.

**News Services:** CBS, NIWS.

**Ownership:** Retlaw Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 20, 1953. Sale to Retlaw Enterprises by Shasta Telecasting Corp. (George C. Fiehart, 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):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

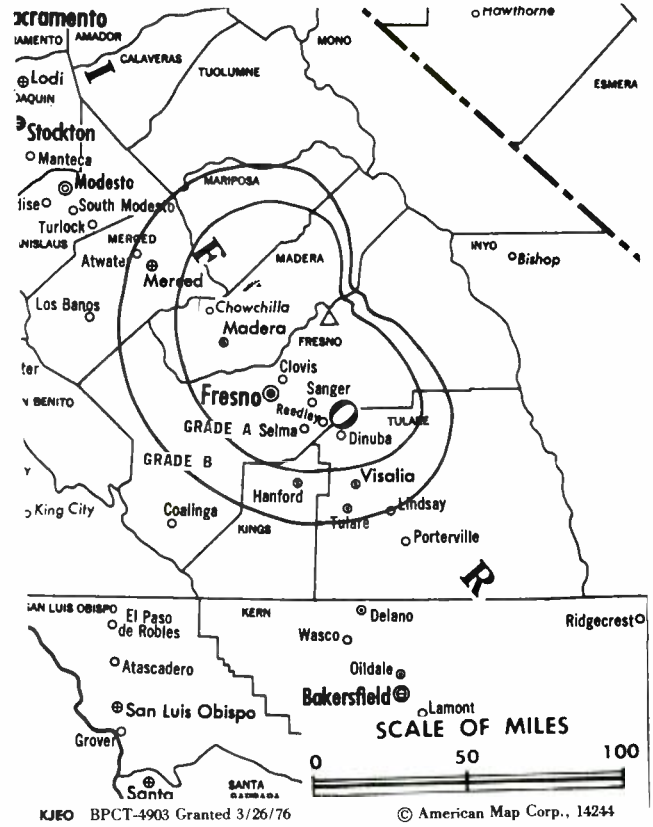
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

JOSEPH C. DRILLING, president.  
BEN TUCKER, executive vice president.  
ANDY MASTORAS, vice president, finance.  
JAN CROSBY, vice president, assistant to the president.  
DONALD DRILLING, vice president & general manager.  
PATTI HOULIHAN, program director.  
DOUGLAS M. GRANT, general sales manager.  
KEN HOLDEN, chief engineer.  
LARRY MAYFIELD, assistant chief engineer.  
PATRICE COULTER, traffic manager.  
WAYNE TURNER, promotion manager.  
GREG ALBRECHT, news director.  
KATHY FRALEY, public affairs director.

**Rates:** Not available.

**City of License:** Fresno. **ADI:** Fresno-Visalia. **Rank:** 63.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	209,600	201,700	96
	Kings	26,600	25,400	95
	Madera	26,200	25,000	95
	Merced	55,200	53,100	96
	Tulare	94,600	90,600	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,400	5,000	93
<b>Station Totals</b>		<b>417,600</b>	<b>400,800</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>327,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>188,700</b>	

# California—Sanger

## KMSG-TV

Ch. 59

**Network Service:** None, independent.

**Licensee:** Sanger Telecasters Inc.

**Studio:** 706 W. Herndon Ave., Fresno, CA 93650-5957.

**Telephone:** 209-435-5900.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 1350-kw max. visual, 135-kw max. aural. Antenna: 1940-ft. above av. terrain, 135-ft. above ground, 4655-ft. above sea level.

Latitude 37° 04' 26"  
Longitude 119° 25' 52"

**Transmitter:** 41991 Radio Lane, Meadows Lakes, Auberry.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 3.2-meter; RCA, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter.

**Ownership:** Diane D. Cocola, pres.-secy., 90%; James K. Zahn, 10%; Gary M. Cocola, chief exec. officer.

**Began Operation:** July 17, 1985.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

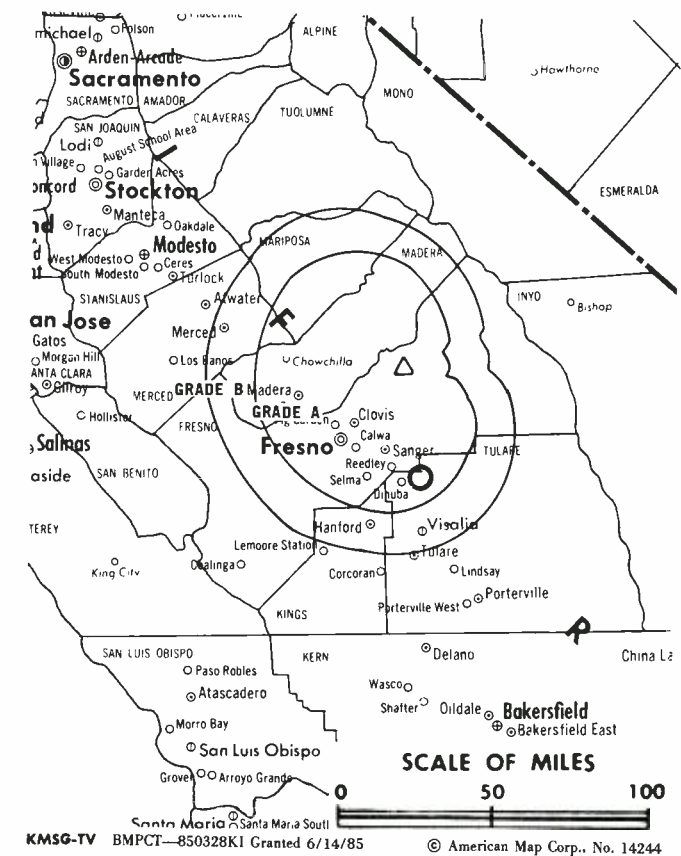
DIANE D. COCOLA, president.  
JIM ZAHN, general manager.  
STEVE WEBER, chief engineer.  
JEFF WIEDENHOEFT, traffic & program director.

**Highest One Hour Rate:** \$590.

**Highest 30 Sec. Rate:** \$50.

**City of License:** Sanger. **ADI:** Fresno-Visalia. **Rank:** 63.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Fresno	209,600	201,700	96
	Madera	26,200	25,000	95
<b>Station Totals</b>		<b>235,800</b>	<b>226,700</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>23,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>8,200</b>	

# California—Fresno

**KSEE**

**Ch. 24**

**Network Service:** NBC.

**Licensee:** San Joaquin Communications Corp., 5035 E. McKinley Ave., Fresno, CA 93727.

**Studio:** 5035 E. McKinley Ave., Fresno, CA 93727.

**Telephone:** 209-454-2424. **TWX:** 910-362-2403.

**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 Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter C-band; AFC, 3.5-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Meredith Corp. See Group Ownership of Television 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):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

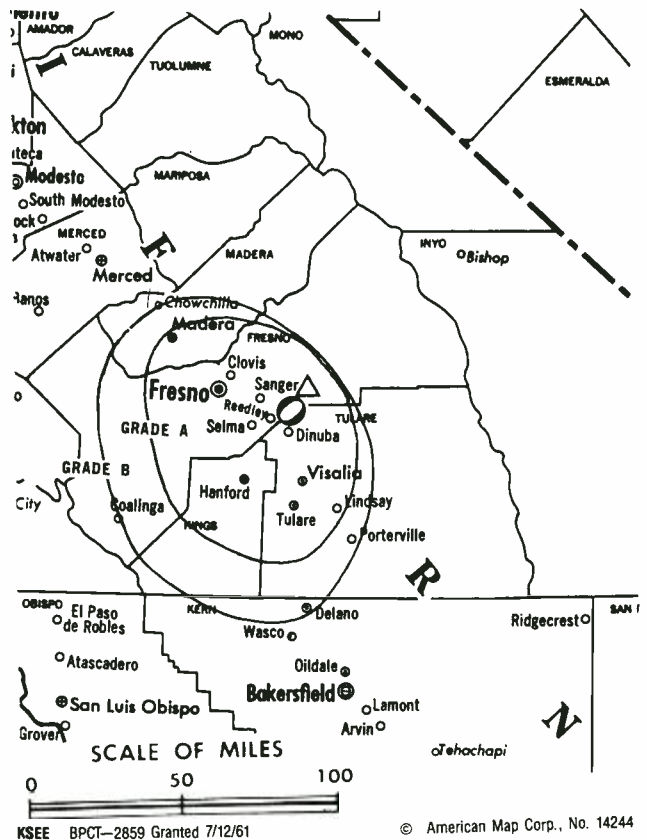
**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**  
LAWRENCE RHODES, vice president & general manager.  
JOE NUCCI, general sales manager.  
LEE JASON, program director.  
KAREN THOMPSON, traffic manager.  
KEN PRESTON, director of engineering.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Fresno. **ADI:** Fresno-Visalia. **Rank:** 63.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	209,600	201,700	96
	Kings	26,600	25,400	95
	Madera	26,200	25,000	95
	Merced	55,200	53,100	96
	Tulare	94,600	90,600	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,400	5,000	93
<b>Station Totals</b>		<b>417,600</b>	<b>400,800</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>346,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>198,700</b>	

# California—Visalia-Fresno

**KMPH**

**Ch. 26**

**Network Service:** None, independent.

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

**Studio:** 2600 S. Mooney Blvd., Visalia, CA 93277.

**Telephones:** 209-733-2600, Visalia; 209-255-2600, Fresno; 805-324-2600, Bakersfield.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2950-kw visual, 295-kw 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 3311-kw max. visual, 335-kw max. aural, 2518-ft. above av. terrain, 475-ft. above ground, 8383-ft. above sea level, lat. 36° 40' 02", long. 118° 52' 42", transmitter to 6-mi. SE of Wilsonia, Big Baldy Ridge, Sequoia National Forest. BMPCT-830927KF.

**Transmitter:** Blue Ridge in Sequoia Forest.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; RCA Americom, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** INN, UPI.

**Ownership:** Pappas Telecasting Inc. See Group Ownership of Television Stations.

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

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

**Represented (legal):** Fletcher, Heald & Hildreth.

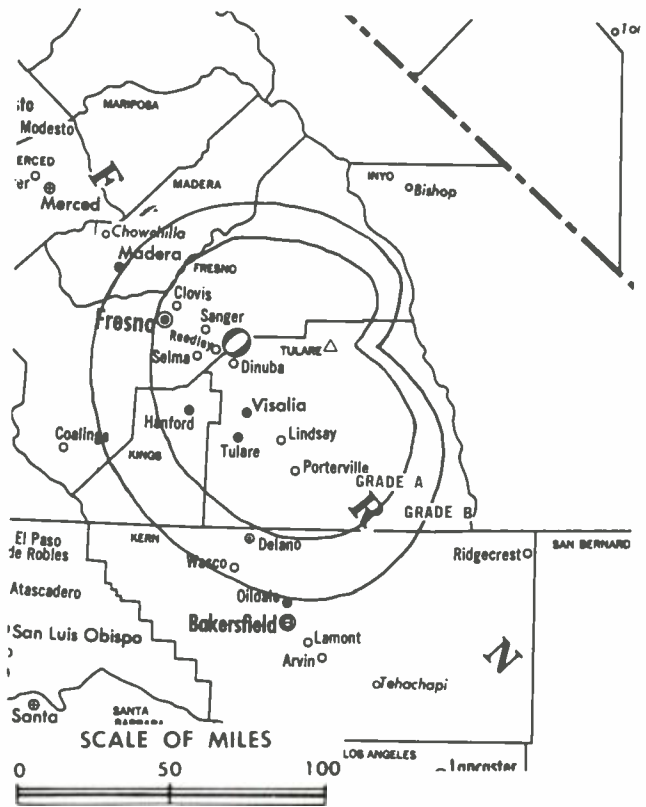
**Represented (engineering):** Cecil Lynch; Smith & Powstenko.

**Personnel:**

- HARRY J. PAPPAS, president.
- LeBON G. ABERCROMBIE, vice president & general manager.
- DEBBIE SWEENEY, program manager.
- TONY THOMPSON, director of marketing.
- STEVE VOURAKIS, retail marketing manager.
- RICK BUBENIK, regional marketing manager.
- DENNIS J. DAVIS, vice president & chief financial officer.
- DALE KELLY, chief engineer.
- KEITH WHITE, traffic manager.
- BILL RICE, news director.
- JANE PEAK, promotion manager.
- LINDA ANDERSON, film/shipping director.

**Rates:** Not available.

**City of License:** Visalia. **ADI:** Fresno-Visalia. **Rank:** 63.



KMPH BMPCT-830927KF Granted 1/11/84 © American Map Corp., No. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	209,600	201,700	96
	Kern West	144,600	139,600	97
	Kings	26,600	25,400	95
	Madera	26,200	25,000	95
	Merced	55,200	53,100	96
	Tulare	94,600	90,600	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,400	5,000	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern East	26,400	25,400	96
<b>Station Totals</b>		<b>588,600</b>	<b>565,800</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>374,300</b>
<b>Average Daily Circulation (1987)</b>				<b>196,600</b>

# California—Los Angeles

## KABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Capital Cities/ABC Inc.

**Studio:** Prospect & Talmadge Streets, Hollywood, CA 90027.

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

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 141.25-kw visual, 28.9-kw aural. Antenna: 3213-ft. above av. terrain, 470-ft. above ground, 6716-ft. above sea level.

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

**Transmitter:** Mt. Wilson.

**Satellite Earth Station:** Transmit/receive.

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

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

**News Services:** AP, CNS, UPI.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** September 16, 1949 as KECA-TV.

**Represented (sales):** Capital Cities/ABC National TV Sales.

**Personnel:**

- JOHN SEVERINO, president & general manager.
- JOHN RIEDL, general sales manager.
- DENNIS McCAULEY, national sales manager.
- MICHAEL KINCAID, local sales manager.
- DON CORSINI, program director.
- TERRY CROFOOT, news director.
- STEVE SCHAEFFER, sales service manager.
- RANDY HOOPER, director, network operations.
- ROBERT BURRIS, director of creative services.
- WILLIAM F. DRYER, director of engineering.
- ANDRES CHAVEZ, film director.
- BILL JOHNSON, research director.

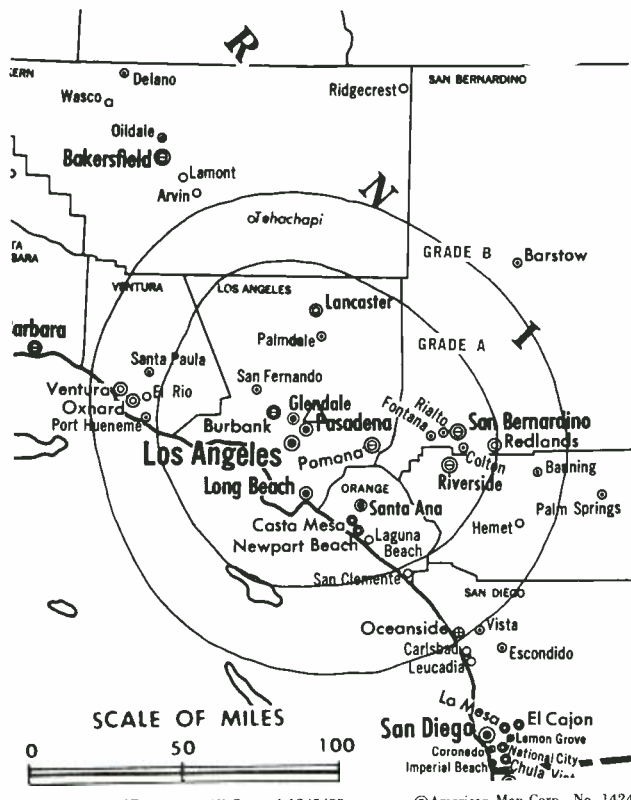
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$5100.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Imperial	32,200	30,000	93
	Inyo	7,800	7,000	90



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kern East	26,400	25,400	96
	Los Angeles	2,962,300	2,881,300	97
	Orange	765,500	751,800	98
	Riverside Central	61,800	59,500	96
	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	Santa Barbara North	55,000	52,800	96
	Ventura	205,600	200,600	98
Between 25-49%	CALIFORNIA			
	San Luis Obispo	72,600	69,400	96
	Santa Barbara South	70,000	67,300	96
Between 5-24%	CALIFORNIA			
	Kern West	144,600	139,600	97
	San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>5,824,800</b>	<b>5,661,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>4,090,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>2,241,500</b>	

# California—Los Angeles

## KCBS-TV

Ch. 2

**Network Service:** CBS.

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

**Studio:** 6121 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-460-3000.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 36.3-kw visual, 7.24-kw aural. Antenna: 3632-ft. above av. terrain, 934-ft. above ground, 6589-ft. above sea level.

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

**Transmitter:** 123 CBS Lane, Mt. Wilson.

**Multichannel TV Sound:** Stereo and separate audio program.

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

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

**News Services:** AP, CNS, UPI.

**Ownership:** CBS Inc. See Group Ownership of Television Stations.

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

**Represented (sales):** CBS Television Stations National Sales.

### Personnel:

ROBERT HYLAND, vice president & general manager.  
DAVID PERCELAY, vice president & station manager.  
ERIK SORENSON, director, news.  
STEVEN GIGLIOTTI, director, sales.  
EDWARD SPRAY, director, broadcasting.  
GERALD MINNUCCI, director, communications.  
DONNA BEAN, director, planning & administration.  
BOB DAVIS, director, technical operations.  
TERRY PITTMAN, director, research.  
ANDI SPORKIN, director, press information.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,800	7,000	90
	Kern East	26,400	25,400	96
	Los Angeles	2,962,300	2,881,300	97



SCALE OF MILES

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KCBS-TV BPCT-850919KW Granted 2/27/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Orange	765,500	751,800	98
	Riverside Central	61,800	59,500	96
	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	Ventura	205,600	200,600	98
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
	San Luis Obispo	72,600	69,400	96
	Santa Barbara North	55,000	52,800	96
Santa Barbara South	70,000	67,300	96	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	144,600	139,600	97
	San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>5,824,800</b>	<b>5,661,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>3,966,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>2,013,500</b>	



# California—Los Angeles

## KCOP

Ch. 13

**Network Service:** None, independent.

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

**Studio:** 915 N. La Brea Ave., Hollywood.

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

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 162-kw visual, 32.4-kw aural. Antenna: 2953-ft. above av. terrain, 240-ft. above ground, 5920-ft. above sea level.

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

**Transmitter:** Mt. Wilson.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Vertex, 4.7-meter Ku-band; 2 Miralite, 3.7-meter C-band; Scientific-Atlanta receivers.

**News Services:** INDX, UPI.

**Ownership:** Chris-Craft Industries Inc., 100%. See Group Ownership of Television Stations.

**Begin Operation:** September 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):** Katz Independent TV Sales.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

BILL FRANK, president & general manager.  
RICK FELDMAN, vice president & station manager.  
PETER MATHES, general sales manager.  
SUZZANE THOMASON, local sales manager.  
JILL KAUFFMAN, local sales manager.  
JEFF BLOCK, 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.  
CAROL MYERS MARTZ, program manager.

**Highest One Hour Rate:** \$25,000.

**Highest 30 Sec. Rate:** \$7500.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Kern East	26,400	25,400	96
	Los Angeles	2,962,300	2,881,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orange	765,500	751,800	98
	Riverside Central	61,800	59,500	96
	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	Ventura	205,600	200,600	98
Between 25-49%	ARIZONA			
	Yuma	31,000	29,300	95
	CALIFORNIA			
	Imperial	32,200	30,000	93
	Kern West	144,600	139,600	97
	San Diego	798,700	776,200	97
	San Luis Obispo	72,600	69,400	96
	Santa Barbara North	55,000	52,800	96
	Santa Barbara South	70,000	67,300	96
	NEW MEXICO			
Otero	16,600	16,200	98	
Between 5-24%	CALIFORNIA			
	Tulare	94,600	90,600	96
	NEW MEXICO			
San Juan	33,900	31,900	94	
<b>Station Totals</b>		<b>5,993,100</b>	<b>5,822,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>3,395,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,525,000</b>	

# California—Los Angeles

## KHJ-TV

Ch. 9

**Network Service:** None, independent.

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

**Studio:** 5515 Melrose Ave., Hollywood.

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

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: 3180-ft. above av. terrain, 464-ft. above ground, 6176-ft. above sea level.

Latitude 34° 13' 38"  
Longitude 188° 04' 00"

**Transmitter:** Mt. Wilson.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Microwave General, 6.1-meter C-band; Vertex, 4.5-meter Ku-band; Harris, M/A-Com receivers.

**AM Affiliate:** KRTH, 5-kw, 930 kHz.

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

**News Services:** AP, CNS, UPI.

**Ownership:** GenCorp., 100%. For officers & other interests, see RKO General in Group Ownership of TV Stations.

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

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

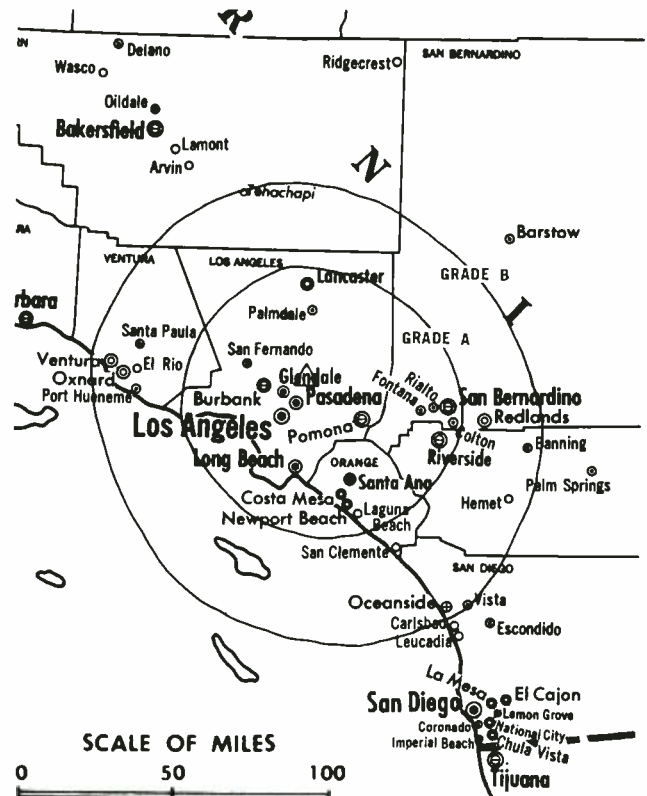
CHARLES S. VELONA, vice president & general manager.  
FERNANDO DEL RIO, vice president, public affairs.  
WALT BAKER, vice president, programming.  
HANK OSTER, vice president & director of sales.  
ANN FOGELHUT, vice president & local sales manager.  
JOHN SMART, vice president & local sales manager.  
JOHN TIERNEY, national sales manager.  
RICHARD TRIPALDI, controller.  
CAL BRADY, production manager.  
KIRK BACON, research director.  
BUCK EVANS, director of engineering.  
STEPHANIE BRADY, vice president & news director.  
BARBARA MASSEY, videotape operations manager.  
DICK PARADISE, advertising & promotion director.  
JULIE CAVAGNARO, publicity director.

**Rates:** Not available.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Los Angeles	2,962,300	2,881,300	97
	Orange	765,500	751,800	98



KHJ-TV BMPCT—830909KI Granted 11/23/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
Between 25-49%	<b>ARIZONA</b>			
	Yuma	31,000	29,300	95
	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
	Inyo	7,800	7,000	90
	Kern East	26,400	25,400	96
	Kern West	144,600	139,600	97
	Riverside Central	61,800	59,500	96
	San Luis Obispo	72,600	69,400	96
	Santa Barbara North	55,000	52,800	96
	Santa Barbara South	70,000	67,300	96
	Ventura	205,600	200,600	98
NEW MEXICO	Chaves	22,600	22,100	98
	Eddy	19,000	18,600	98
	Otero	16,600	16,200	98
Between 5-24%	<b>CALIFORNIA</b>			
	Riverside East	7,500	7,300	97
	San Diego	798,700	776,200	97
TEXAS	El Paso	163,900	162,500	99
<b>Station Totals</b>		<b>6,085,400</b>	<b>5,917,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>2,702,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,011,300</b>	

# California—Los Angeles

## KMEX-TV

Ch. 34

**Network Service:** Univision.

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

**Studio:** 721 N. Bronson Ave., Hollywood, CA 90038.

**Telephone:** 213-466-3434.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** CNS, UPI.

**Ownership:** Spanish International Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 30, 1962.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Leventhal, Senter & Lerman.

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

**Personnel:**

DANIEL VILLANUEVA, president & general manager.  
RICHARD MORSE, chief engineer.  
SANDRA D. STRICKLAND, station manager.  
CRAIG KINNEY, general sales manager.  
GERARDO PALLARES, program director.  
RICHARD LANCE, controller.  
LEOPOLDO RAMOS, assistant general manager.

**Rates:** Not available.



**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA Los Angeles	2,962,300	2,881,300	97
<b>Station Totals</b>		<b>2,962,300</b>	<b>2,881,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>406,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>277,300</b>	

# California—Los Angeles

## KNBC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 3, 3000 W. Alameda Ave., Burbank, CA 91523.

**Studio:** 3000 W. Alameda Ave., Burbank, CA 91523.

**Telephone:** 818-840-4444. **TWX:** 910-498-2752. **Telex:** 67-7237.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 44.7-kw visual, 8.94-kw aural. Antenna: Non-directional, electronically 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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Transmit/receive 10-meter; Harris receivers.

**News Services:** AP, CNS, UPI.

**Ownership:** National Broadcasting Co. Inc. See Group Ownership of Television Stations.

**Began Operation:** January 16, 1949.

**Represented (sales):** NBC TV Spot Sales.

**Personnel:**

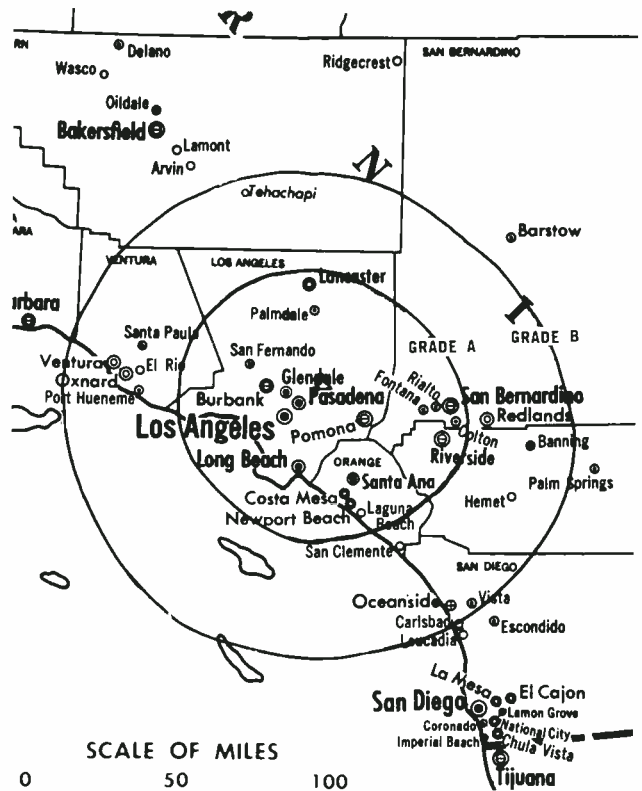
JOHN ROHRBECK, vice president and general manager.  
JIM STERLING, sales director.  
VINCE MANZE, director, broadcasting & promotion.  
CAROLE CARTWRIGHT, director, programming.  
PATRICK WALLACE, director, finance & administration.  
JEFF KAZMARK, sales manager.  
THEO McCULLOUGH, sales manager.  
TOM CAPRA, news director.  
HARRY BURBIDGE, chief engineer.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
	Inyo	7,800	7,000	90
	Kern East	26,400	25,400	96
	Los Angeles	2,962,300	2,881,300	97
	Orange	765,500	751,800	98
	Riverside Central	61,800	59,500	96



KNBC-TV BRCT-81 Granted 3/15/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	Santa Barbara South	70,000	67,300	96
	Ventura	205,600	200,600	98
<b>BETWEEN 25-49%</b>	<b>CALIFORNIA</b>			
	Kern West	144,600	139,600	97
	Santa Barbara North	55,000	52,800	96
<b>BETWEEN 5-24%</b>	<b>CALIFORNIA</b>			
San Diego	798,700	776,200	97	
<b>Station Totals</b>		<b>5,752,200</b>	<b>5,592,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>4,280,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>2,471,700</b>	

# California—Los Angeles

**KTLA**

**Ch. 5**

**Network Service:** None, independent.

**Licensee:** KTLA Inc., 5800 Sunset Blvd., Box 500, Los Angeles, CA 90078.

**Studio:** 5800 Sunset Blvd., Box 500, Los Angeles, CA 90078.

**Telephone:** 213-460-5500. **TWX:** 910-321-2417.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 50-kw visual, 5.0-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"

Holds CP for change to 44.7-kw max. visual, 3205-ft. above av. terrain, 433-ft. above ground, 6157-ft. above sea level, lat. 34° 13' 34", long. 118° 3' 54". BPCCT-870508KT.

**Transmitter:** Mt. Wilson.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN, CNN Headline News, CNS, INDX, UPI.

**Ownership:** Tribune Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** January 22, 1947. Sale to present owner by KKR Assoc., et al., approved by FCC Oct. 4, 1985 (**Television Digest**, Vol. 25:20, 24, 40, 51). Previous sale approved by FCC March 28, 1983 (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):** TeleRep Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**  
STEVEN A. BELL, senior vice president & general manager.  
MICHAEL EIGNER, vice president & station manager.  
LISA MATEAS, director of programming.  
TOM ARNOST, general sales manager.  
MICHAEL WORTSMAN, local sales manager.  
RICK GOLD, local sales manager.  
JEFF WEISS, national sales manager.  
MITCHELL NEDICK, director of finance & administration.  
ROZANNE McMILLAN, director of research.  
IRA GOLDSTONE, director of engineering.  
NICHOLAS van HOOGSTRATEN, director of advertising & promotion.  
JOE QUASARANO, director of production/sports.  
BRENDA YOUNG, director of business affairs/legal counsel.  
JEFF WALD, news director.  
ED HARRISON, publicity director.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,800	7,000	90
	Kern East	26,400	25,400	96
	Los Angeles	2,962,300	2,881,300	97
	Orange	765,500	751,800	98
	Riverside Central	61,800	59,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	Santa Barbara North	55,000	52,800	96
	Santa Barbara South	70,000	67,300	96
	Ventura	205,600	200,600	98
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Yuma	31,000	29,300	95
	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
	Kern West	144,600	139,600	97
	Riverside East	7,500	7,300	97
	San Diego	798,700	776,200	97
	San Luis Obispo	72,600	69,400	96
	<b>NEW MEXICO</b>			
	Chaves	22,600	22,100	98
	Eddy	19,000	18,600	98
	Lea North	20,600	20,100	98
Lea South	2,600	2,500	96	
Otero	16,600	16,200	98	
San Juan	33,900	31,900	94	
<b>TEXAS</b>				
El Paso	163,900	162,500	99	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Cochise	35,000	33,700	96
	Coconino	28,800	26,700	93
	Pima	252,400	247,300	98
	<b>CALIFORNIA</b>			
	Tulare	94,600	90,600	96
<b>NEW MEXICO</b>				
Dona Ana	39,900	38,600	97	
<b>Station Totals</b>		<b>6,593,200</b>	<b>6,409,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>3,583,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,524,300</b>	

# California—Los Angeles

**KTTV**

Ch. 11

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 5746 Sunset Blvd., Los Angeles, CA 90028.

**Studio:** 5746 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-856-1000. **TWX:** 910-321-4222.

**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.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive; 2 Harris, 9-meter C-band; Harris, 6-meter C-band; RCA, 4-meter Ku-band; DX Engineering, Harris, M/A-Com receivers.

**News Services:** AP, CNN, CNS, UPI.

**Ownership:** Fox Television Station Group. See Group Ownership of Television Stations.

**Began Operation:** January 7, 1949. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by **Los Angeles Times** and **Mirror** approved May 28, 1963 (**Television Digest**, Vol. 3:3, 22).

**Represented (sales):** Petry Television Inc.

**Personnel:**

ROBERT MORSE, vice president & general manager.  
DONNA ZAPATA, vice president & station manager.  
DONALD TILLMAN, v.p. & director of programming & production.  
WALTER R. KALB, vice president & business affairs director.  
ELIZABETH SAUNDERS, v.p. & director of promotion & creative services.  
CHARLES R. STUART, vice president & local sales manager.  
JOHN HUGHES, vice president & local sales manager.  
STEVE STEINBERG, vice president & manager of broadcast operations.  
HANNA GRYNOWAJG, national sales manager.  
STEVE BLUE, news director.  
RAYMOND GREEN, executive producer.  
LEE PARDEE, vice president, engineering.  
CHARLES E. AMMANN, chief engineer.

**Rates:** Not available.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Los Angeles	2,962,300	2,881,300	97
	Orange	765,500	751,800	98
	Riverside Central	61,800	59,500	96
	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	Santa Barbara North	55,000	52,800	96
	Santa Barbara South	70,000	67,300	96
	Ventura	205,600	200,600	98
	<b>Between 25-49%</b>	<b>ARIZONA</b>		
Cochise		35,000	33,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Yuma	31,000	29,300	95
	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
	Inyo	7,800	7,000	90
	Kern East	26,400	25,400	96
	Kern West	144,600	139,600	97
	Riverside East	7,500	7,300	97
	San Diego	798,700	776,200	97
	San Luis Obispo	72,600	69,400	96
	<b>NEW MEXICO</b>			
	Chaves	22,600	22,100	98
	Eddy	19,000	18,600	98
	Lea North	20,600	20,100	98
	Lea South	2,600	2,500	96
Luna	6,400	6,200	97	
Otero	16,600	16,200	98	
San Juan	33,900	31,900	94	
<b>TEXAS</b>				
El Paso	163,900	162,500	99	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Coconino	28,800	26,700	93
	Pima	252,400	247,300	98
	Santa Cruz	7,700	7,400	97
	<b>CALIFORNIA</b>			
Tulare	94,600	90,600	96	
<b>NEW MEXICO</b>				
Dona Ana	39,900	38,600	97	
<b>Station Totals</b>		<b>6,607,300</b>	<b>6,422,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>3,743,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,619,900</b>	

# California—Los Angeles

## KWHY-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Harriscop of Los Angeles Inc., 5545 Sunset Blvd., Los Angeles, CA 90028.

**Studio:** 5545 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-466-5441.

**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, CNS, Reuters, UPI.

**Ownership:** Burt I. Harris Sr., pres., 33.0%; Irving B. Harris, 34.7%; Allan Slight, 9.41%; Robert S. Block, 6.67%; Clarion Co. Ltd., 6.53%; Sitel Inc., 2.50%; Burt I. Harris Jr., 1.73%; TD Capital Group, 1.61%; 12 others, none with as much as 1%. See Harriscop Corp. in Group Ownership of Television Stations.

**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 (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

BURT I. HARRIS, president.  
BURT I. HARRIS JR., vice president & general manager.  
CARLOS M. ECHERRI, controller.  
JOHN H. NELSON, sales manager.  
CRAIG DIESTEL, account executive.  
EUGENE A. HARRIS, chief engineer, transmitter.



DAVID J. ZULLI, chief engineer, studio.  
JEANNE READER, promotion director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

# California—Corona-Los Angeles

**KVEA**

Ch. 52

**Network Service:** Telemundo.

**Licensee:** Estrella Communications Inc., 1139 Grand Central Ave., Glendale, CA 91201.

**Studio:** 1139 Grand Central Ave., Glendale, CA 91201.

**Telephone:** 818-502-5700.

**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.

**Satellite Earth Stations:** Vertex, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Miralite, 3.7-meter Ku- & C-band; Miralite, 2.4-meter Ku-band; DX Engineering, Harris, M/A-Corn receivers.

**News Services:** CNS, Imevision, INDX, UPI.

**Ownership:** Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 29, 1966. Sale to present owner by Oak Industries approved by FCC July 17, 1985 (*Television Digest*, Vol. 25:7, 21). Sale of 50% to Oak Industries by A. Jerrold Perenchio approved April 15, 1983. Sale to Oak & Perenchio by Kaiser Bcstg. Corp. approved by IFC Aug. 24, 1976. 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 (sales):** Telemundo TV Group.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

FRANK CRUZ, vice president & general manager.  
GIORA BREIL, general sales manager.  
GABRIEL MANJARREZ, program director.  
ENRIQUE GRATAS, news director.  
BOB KURTZ, research director.  
DOUGLAS LUNG, director of engineering.



**Highest 30 Sec. Rate (July 6, 1987):** \$1500.

**City of License:** Corona. **ADI:** Los Angeles. **Rank:** 2.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Los Angeles	2,962,300	2,881,300	97
<b>Station Totals</b>		<b>2,962,300</b>	<b>2,881,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>190,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>96,600</b>	



# California—San Bernardino-Los Angeles

**KAGL**

**Ch. 30**

**Network Service:** None, independent.

**Grantee:** Angeles Broadcasting Network, 318 Mira Loma Ave., Glendale, CA 91204.

**Studio:** 318 Mira Loma Ave., Glendale, CA 91204.

**Telephones:** 714-381-1724; 818-500-0001.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 1120-kw max. & 30-kw horizontal visual, 112-kw max. & 3.33-kw horizontal aural. Antenna: 2340-ft. above av. terrain, 143-ft. above ground, 5399-ft. above sea level.

Latitude	34°	11'	15"
Longitude	117°	41'	58"

**Transmitter:** Sunset Ridge, 5.5-mi. N of Claremont.

**Satellite Earth Station:** Harris, 10-meter Ku-band.

**Ownership:** Non-profit corp. Glen A. Chambers, pres.; Ronna Scott, v.p.; Beverly Chambers, secy.-treas.

**Began Operation:** January 20, 1985.

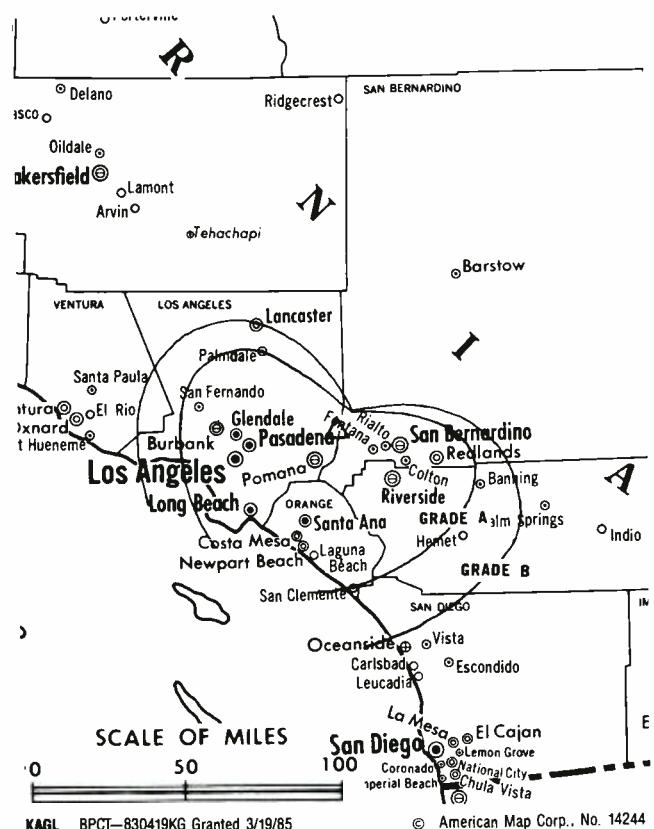
**Represented (sales):** Gates Agency.

**Represented (legal):** Cohen & Berfield.

**Represented (engineering):** W. Bernard Marston.

**Personnel:**

GLEN A. CHAMBERS, president & general manager.  
 RONNA SCOTT, sales manager.  
 JON PALMER, chief engineer.  
 CLINT SCOTT, news director & production director.  
 BEVERLY CHAMBERS, program director.  
 LEE McALILEY, promotion director.



**Highest One Hour Rate:** \$2240.

**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Not available.

**City of License:** San Bernardino. **ADI:** Los Angeles. **Rank:** 2

# California—San Bernardino-Los Angeles

**KSCI**

**Ch. 18**

**Network Service:** None, independent.

**Licensee:** KSCI Inc., 1954 Cotner Ave., Los Angeles, CA 90025.

**Studios:** 1954 Cotner Ave., Los Angeles, CA 90025; 280 South I St., San Bernardino, CA 92410.

**Telephones:** 213-479-8081; 714-824-7560.

**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.

**Satellite Earth Stations:** Paraclipse, 3.8-meter C-band; Miralite, 3.7-meter C-band; Sony, 3-meter Ku-band; Avcom receivers.

**News Service:** INDX.

**Ownership:** Aliza Corp., 50%; Equity Investors Inc., 50%. Aliza Corp. ownership: Ray L. Beindorf, chmn.-secy., 51%; Thomas Headley, pres.-treas., 49%. Beindorf has interest in KGCT-TV, Tulsa, OK.

**Began Operation:** June 30, 1977. Sale to present owners by World Plan Executive Council approved by FCC Dec. 19, 1986 (*Television Digest*, Vol. 26:45).

**Represented (sales):** Brydson Media Sales International; Media Clearinghouse.

**Represented (legal):** Latham & Watkins.

**Personnel:**

RAY BEINDORF, president.  
ROSEMARY FINCHER, station manager & general sales manager.  
BELINDA BARBOZA, operations manager.  
MARIA GOMEZ, traffic manager.  
MARK MIHURA, production director.  
JIM SOMICH, director of engineering.



MICHAEL DRAZNIN, promotion director.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate (June 30, 1987):** \$300.

**Arbitron Data:** Not available.

**City of License:** San Bernardino. **ADI:** Los Angeles. **Rank:** 2.

# California—Santa Ana-Los Angeles

## KTBN-TV

Ch. 40

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

**Studio:** 2442 Michelle Rd., Tustin, CA 92680.

**Telephone:** 714-832-2950.

**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.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 10-meter.

**News Service:** UPI.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** January 5, 1967. Sale to present owner by Angel Lerma approved by FCC Aug. 2, 1974.

**Represented (legal):** May & Dunne.

### Personnel:

PAUL F. CROUCH, president & founder.

STAN HOLLON, satellite sales.

BEN MILLER, director of engineering.

LINDEE DRESSLER, director of programming.



**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Santa Ana. **ADI:** Los Angeles. **Rank:** 2.

# California—Ontario

## KHSC

Ch. 46

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Southern California Inc., 3833 Ebony St., Ontario, CA 91761.

**Studio:** 3833 Ebony St., Ontario, CA 91761.

**Telephone:** 714-986-4503.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 2450-kw max. visual, 372-kw max. aural. Antenna: 3040-ft. above av. terrain, 323-ft. above ground, 5995-ft. above sea level.

Latitude 34° 13' 37"  
Longitude 118° 03' 58"

**Transmitter:** Mt. Wilson.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1972; left air Jan. 29, 1973. Resumed operation June 7, 1973; left air on unannounced date. Sale to De Runce Inc. & Santa Fe Communications approved by FCC May 25, 1982. Resumed operation April 21, 1984. Transfer of 35% to Santa Fe Communications by Richard C. Hernandez, et. al., approved by FCC Feb. 26, 1985. Sale to present owner approved by FCC Oct. 30, 1986 (*Television Digest*, Vol. 26:39, 45, 49).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

JAMES LAWLESS, general manager.  
DR. JULIO BRITO, chief engineer.  
PETER PARISE, senior executive producer.  
CAROL ROBINSON, program director.



SHEILA VITELLE, business manager.

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Ontario. **ADI:** Los Angeles. **Rank:** 2.

# California—Oroville

**KCEO**

**Ch. 28**

**Network Service:** None, independent.

**Grantee:** Golden Valley Communications Inc., Box 1617, Oakland, CA 94604.

**Telephone:** 916-589-2785.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 4466-kw max. visual & 3749-kw horizontal visual, 500-kw max. aural & 374.9-kw horizontal aural. Antenna: 2129-ft. above av. terrain, 190-ft. above ground, 2285-ft. above sea level.

Latitude 39° 12' 20"  
Longitude 121° 49' 10"

**Transmitter:** South Butte, approx. 4.5-mi. NW of Sutter.

**Ownership:** James Drush, pres. & Deanna Drush, v.p., 42% jointly; Shely Chambers, v.p., & Yvonne Chambers, treas., 42% jointly; Raymond Cerullo, v.p. & Jennie A. Cerullo, 14% jointly; Angelo Arbizu, 2%.

**Scheduled to Begin Operation:** February 1988.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Mel Freedman (Hughson, CA).

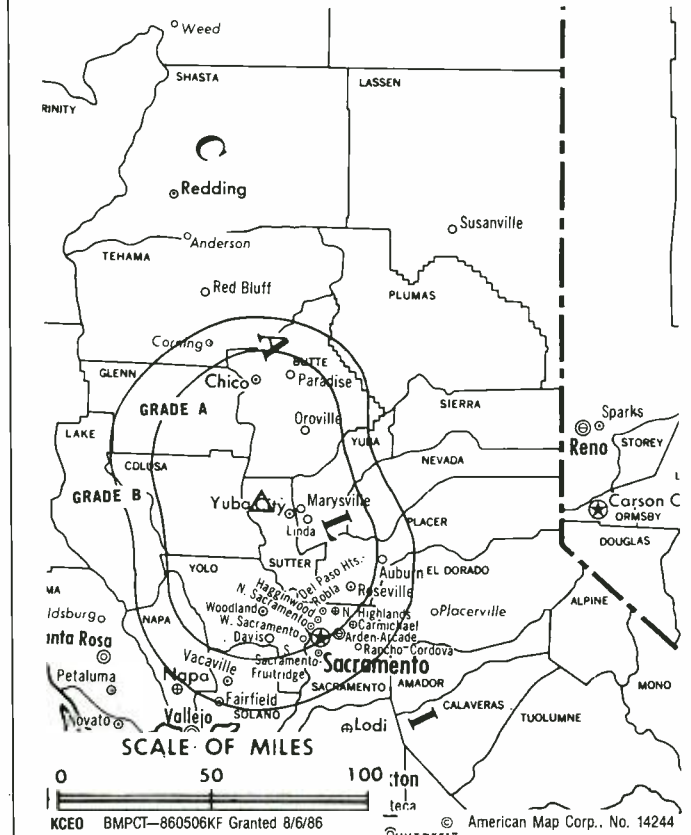
**Personnel:**

JAMES DRUSH, general manager.

**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Oroville. **ADI:** Chico-Redding. **Rank:** 141.



# California—Oxnard

**KTIE**

**Ch. 63**

**Network Service:** None, independent.

**Licensee:** KTIE-TV Inc., 663 Maulhardt Ave., Oxnard, CA 93030.

**Studio:** 663 Maulhardt Ave., Oxnard.

**Telephone:** 805-983-0044.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 1782-kw max. visual, 392-kw max. aural. Antenna: 1802-ft. above av. terrain, 396-ft. above ground, 2706-ft. above sea level.

Latitude 34° 19' 49"  
Longitude 119° 01' 24"

**Transmitter:** South Mountain, 3-mi. SE of Santa Paula.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** 3 in operation; Miralite, RCA receivers.

**News Services:** AP, CNN.

**Ownership:** Thorne Donnelley Jr., 48.7%; Donald Sterling, Trustee of Sterling Family Trust, 50.2%; Robert Ortwin, 1.0%.

**Began Operation:** August 17, 1985.

**Represented (legal):** Pierson, Ball & Dowd.

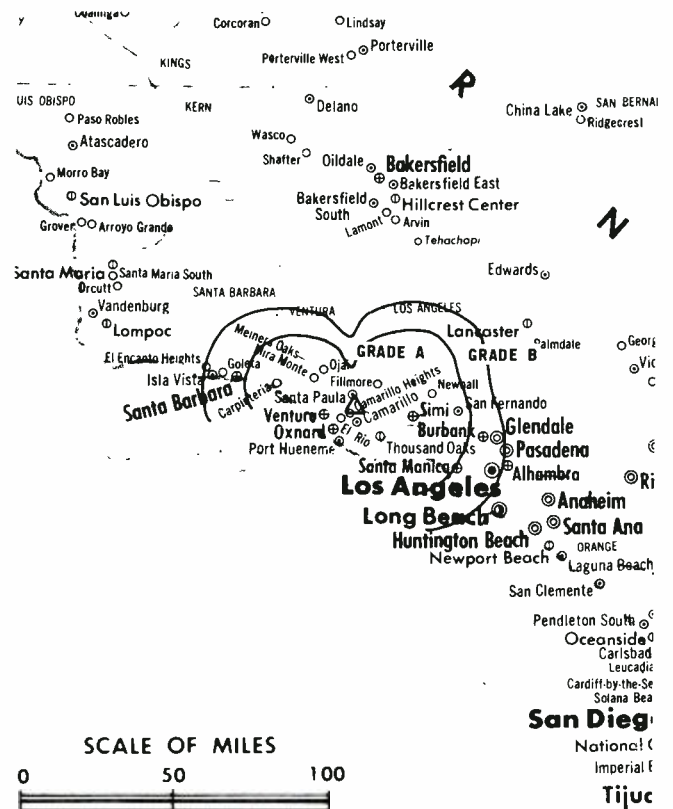
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

DONALD STERLING, general manager.  
RANDAL STERLING, local sales manager.  
LARRY SCOTT, director of operations.  
GARY ADLER, film buyer.  
BILL WELTY, chief engineer.  
GEORGE RIDDELL, promotion manager.

**Highest 30 Sec. Rate:** \$125.

**City of License:** Oxnard. **ADI:** Los Angeles. **Rank:** 2.



KTIE BMPCT—850515KF Granted 6/27/85 © American Map Corp., No. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA Ventura	205,600	200,600	98
<b>Station Totals</b>		<b>205,600</b>	<b>200,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>37,500</b>
<b>Average Daily Circulation (1987)</b>				<b>10,300</b>

# California—Palm Springs-Indio

## KESQ-TV

Ch. 42

(Also serves Hemet, Yucca Valley & Twentynine Palms Area)

**Network Service:** ABC.

**Licensee:** EGF Broadcast Corp.

**Studio:** 36-270 Plaza Dr., Cathedral City, CA 92234.

**Mailing Address:** Box 4200, Palm Springs, CA 92263.

**Telephone:** 619-328-8881.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 316-kw max. & 154-kw horizontal visual, 22.9-kw aural. Antenna: 630-ft. above av. terrain, 89-ft. above ground, 1650-ft. above sea level.

Latitude 33° 51' 58"  
Longitude 116° 26' 02"

**Transmitter:** Edom Hill.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** ABC, AP.

**Ownership:** EGF Broadcast Corp., 100%. E. Grant Fitts, chmn.; John H. Massey, pres. & asst. secy.; John S. Fitts, v.p. EGF Broadcast Corp. ownership: John S. Fitts, 100%.

**Began Operation:** October 5, 1968. Transfer of control to Esquire from receivers in bankruptcy approved by FCC June 30, 1978. Sale to Gulf Broadcast approved July 27, 1984 (*Television Digest*, Vol. 24:19). Sale to present owner approved Aug. 23, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Arnold & Porter.

**Personnel:**

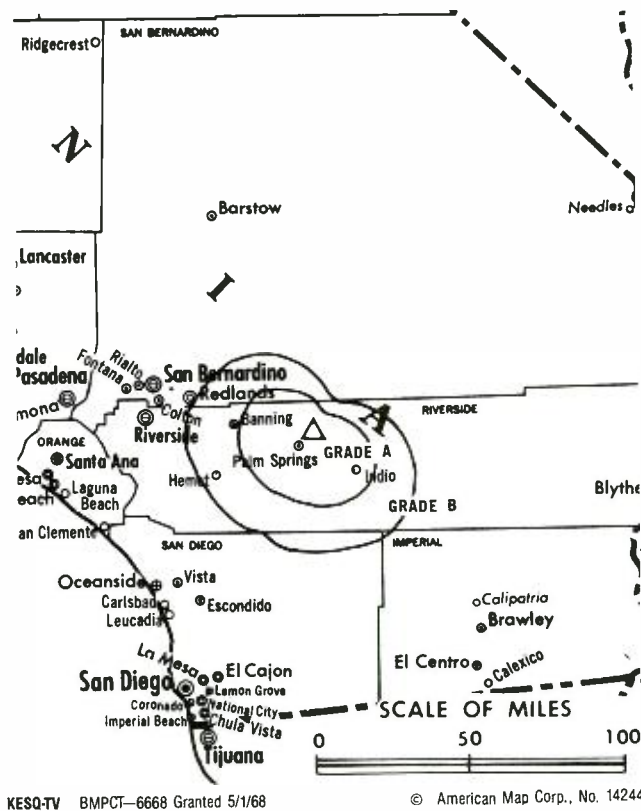
SCOTT VAUGHAN, general manager.  
RICHARD LERNER, news director.  
DAVID GRAY, chief engineer.  
JANET MAY, program coordinator.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$110.

**City of License:** Palm Springs. **ADI:** Palm Springs. **Rank:** 181.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Riverside Central	61,800	59,500	96
Between 5-24%	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
<b>Station Totals</b>		<b>94,000</b>	<b>89,500</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>62,000</b>
<b>Average Daily Circulation (1987)</b>				<b>31,800</b>

# California—Palm Springs

## KMIR-TV

Ch. 36

**Network Service:** NBC.

**Licensee:** Desert Empire TV Corp., Box 1506, Palm Springs, CA 92263.

**Studio:** 72920 Park View Dr., Palm Desert, CA 92260.

**Telephone:** 619-568-3636. **TWX:** 910-332-1292.

**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.

**Satellite Earth Stations:** Harris, 7-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 4-meter Ku-band; Miralite, 4-meter C-band.

**News Service:** UPI.

**Ownership:** John Conte, pres. & Sirpuhe Philibosian Conte, secy.-treas., 100% jointly.

**Began Operation:** October 26, 1968.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:**

JOHN CONTE, president & general manager.  
JAN PEARCE, chief engineer.  
PAT VANDERHOEVEN, program director.  
HARRY HEIN, sales manager.

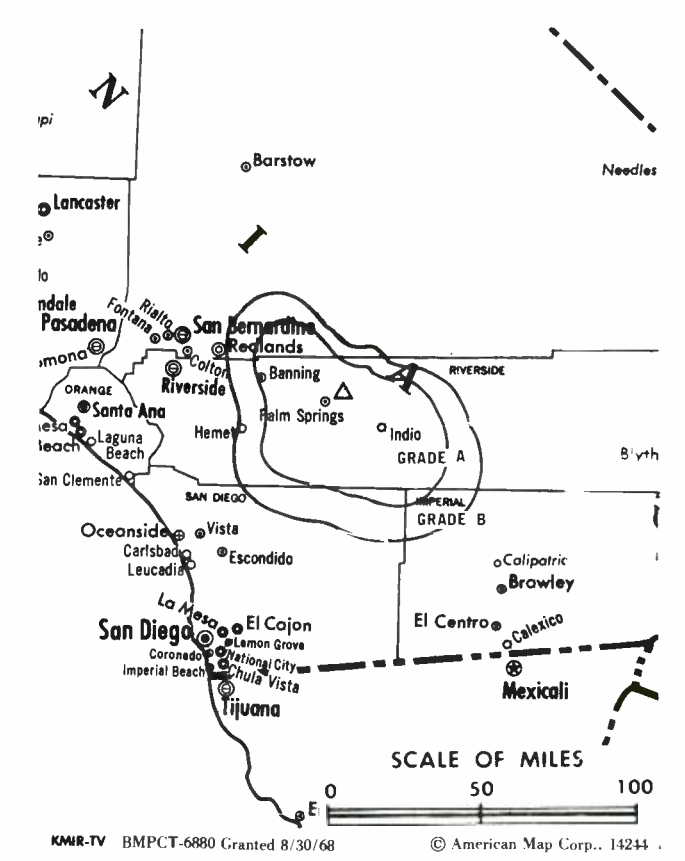
**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Palm Springs. **ADI:** Palm Springs. **Rank:** 181.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Riverside Central	61,800	59,500	96
Between 5-24%	<b>CALIFORNIA</b>			
	Imperial	32,200	30,000	93
<b>Station Totals</b>		<b>94,000</b>	<b>89,500</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>57,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>29,600</b>	



# California—Redding

## KRCR-TV

Ch. 7

(Also serves Chico, CA)

**Network Service:** ABC.

**Licensee:** California-Oregon Bcstg. Inc., Box 7R, Redding, CA 96099.

**Studio:** 755 Auditorium Dr.

**Telephone:** 916-243-7777. **TWX:** 916-243-6721.

**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.

**Satellite Earth Stations:** Andrew, 7-meter; Andrew, 6-meter; Harris, 4.5-meter; Harris, 3-meter; Avantek, Scientific-Atlanta receivers.

**News Services:** Capitol News Service, Group W Newsfeed, UPI.

**Ownership:** California-Oregon Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1956. Acquisition of positive control by California-Oregon 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):** Blair Television; Art Moore Inc. (regional).

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** 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:** \$6000.

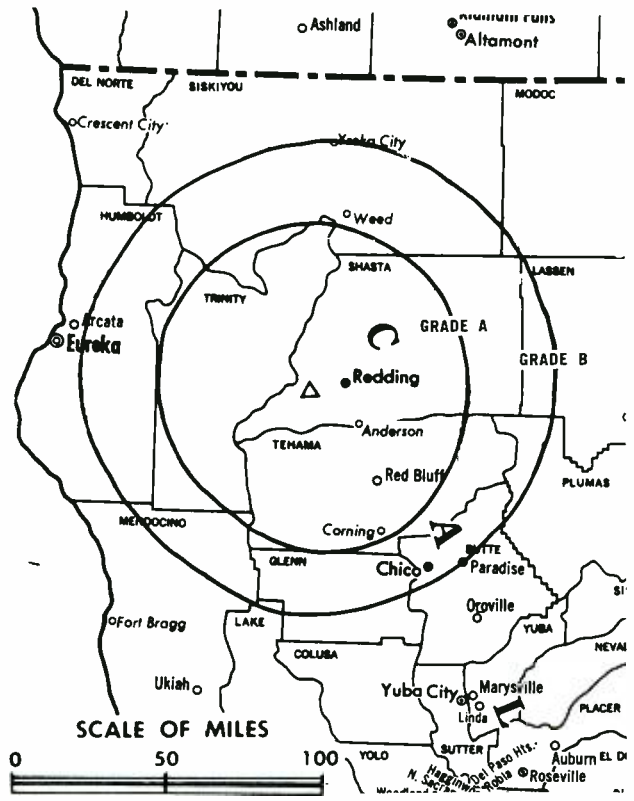
**Highest 30 Sec. Rate** (June 1, 1987): \$500.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Redding. **ADI:** Chico-Redding. **Rank:** 141.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Butte	68,300	65,100	95
	Colusa	5,100	4,800	95



KRCR-TV BMPCT-4100 Granted 8/22/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Del Norte	7,600	7,100	93
	Glenn	8,600	8,300	97
	Modoc	3,700	3,400	92
	Shasta	52,000	50,300	97
	Siskiyou	17,200	16,100	93
	Tehama	17,600	17,100	97
	Trinity	5,600	5,200	93
Between 25-49%	<b>CALIFORNIA</b>			
	Humboldt	45,400	43,500	96
	Lassen	8,400	7,800	93
	<b>OREGON</b>			
	Klamath	22,000	21,200	96
Between 5-24%	<b>CALIFORNIA</b>			
	Plumas	7,900	7,400	94
	Sutter	21,600	21,000	97
	Yuba	19,800	19,200	97
<b>Station Totals</b>		<b>310,800</b>	<b>297,500</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>172,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>98,000</b>	

# California—Sacramento

## KCRA-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Kelly Broadcasting Co., 3 Television Circle, Sacramento, CA 95814-0794.

**Studio:** 3 Television Circle, Sacramento, CA 95814.

**Telephone:** 916-444-7300. **TWX:** 910-367-3557.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1940-ft. above av. terrain, 1951-ft. above ground, 1951-ft. above sea level.

Latitude 38° 15' 52"  
Longitude 121° 29' 22"

**Transmitter:** 0.8-mi. S of Twin Cities Rd., adjacent to Snodgrass Slough, 2.2-mi. W of Hwy. 5, Walnut Grove.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Superior, 6-meter C-band; AFC, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN, NBC, NIWS, UPI.

**Ownership:** Kelly Broadcasting Co. Robert E. Kelly, gen. & ltd. partner, 41%; Jon S. Kelly, gen. & ltd. partner, 41%; Christopher R. Kelly, ltd. partner, 9%; Gregory G. Kelly, ltd. partner, 9%. See Group Ownership of Television Stations.

**Began Operation:** September 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 50% owners, Kellys, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

**Represented (sales):** Blair Television.

**Represented (legal):** Koteen & Naftalin.

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

### Personnel:

ROBERT E. KELLY, partner.  
JON S. KELLY, partner.  
DON SARACENO, general manager.  
JOHN KUENEKE, station manager.  
DAVE ULRICKSON, regional sales manager.  
RON LONGINOTTI, local sales manager.  
MARY KAY JOHNSON, production manager.  
DON DUNCAN, chief engineer.  
SCOTT NICHOLS, business manager.

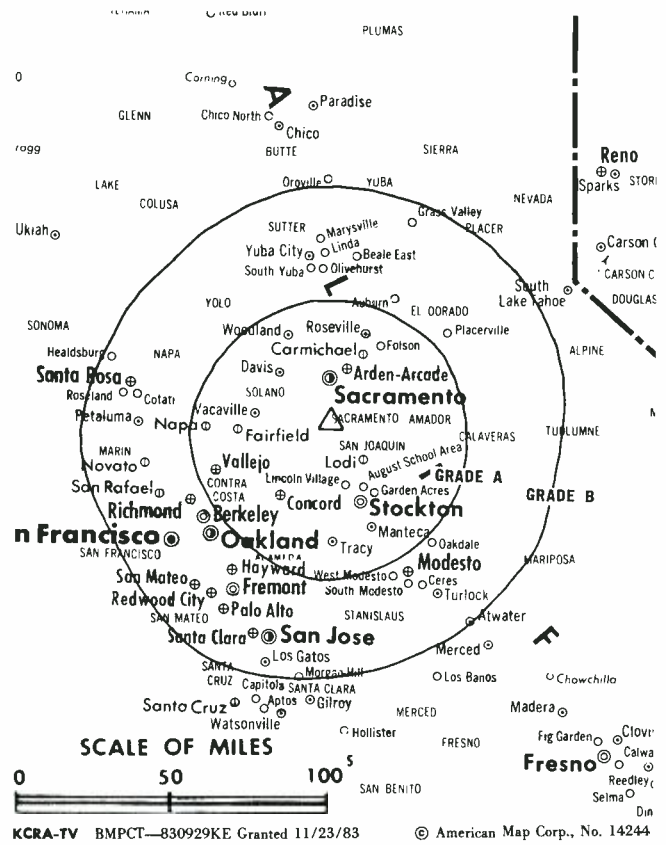
**Highest 30 Sec. Rate:** \$6500.

**NETWORK BASE HOURLY RATE:** \$2450.

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 20.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Butte	68,300	65,100	95
	Calaveras	10,800	10,300	95
	Colusa	5,100	4,800	95
	Contra Costa East	29,400	28,700	98
	El Dorado West	30,000	28,900	96
	Lake	21,000	19,400	93
	Mono	4,200	3,700	87
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Plumas	7,900	7,400	94
	Sacramento	358,800	349,100	97
	San Joaquin	150,900	144,600	96
	Solano East	56,100	54,800	98
	Stanislaus	110,200	105,100	95
	Sutter	21,600	21,000	97
	Tuolumne	15,900	15,000	94
	Yolo	47,600	45,800	96
Yuba	19,800	19,200	97	

<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Contra Costa West	246,600	241,100	98
	El Dorado East	12,300	11,800	96
	Glenn	8,600	8,300	97
	Lassen	8,400	7,800	93
	Mariposa	5,400	5,000	93
<b>NEVADA</b>	Placer East	4,600	4,400	97
	Sierra	1,600	1,500	94
	Douglas	9,600	9,200	96
Carson City	15,000	14,600	97	

<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Merced	55,200	53,100	96
	Napa	41,100	39,600	96
	Santa Cruz	84,800	81,200	96
	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96
Tehama	17,600	17,100	97	

<b>Station Totals</b>	<b>1,857,700</b>	<b>1,791,100</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,098,100</b>	
<b>Average Daily Circulation (1987)</b>		<b>630,400</b>	

# California—Modesto

**KCSO**

Ch. 19

(Also serves Sacramento & Stockton)

**Network Service:** Univision.

**Licensee:** Sainte Limited, Box 3689, Modesto, CA 95352.

**Studio:** 2842 Iowa Ave., Modesto, CA 95351.

**Mailing Address:** Box 3689, Modesto, CA 95352.

**Telephone:** 209-578-1900.

**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 Mountain, approx. 5.8-mi. SW of San Andreas.

**Satellite Earth Stations:** M/A-Corn, 8-meter Ku-band; Scientific-Atlanta, 8-meter C-band; Luxor, 6-meter C-band; Luxor, M/A-Corn, Scientific-Atlanta receivers.

**Ownership:** Sainte Limited. See Group Ownership of Television Stations.

**Began Operation:** August 26, 1966.

**Represented (sales):** Univision—Spanish International Network.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cecil Lynch.

**Personnel:**

- CHESTER SMITH, general partner.
- NAOMI L. SMITH, general partner.
- SHARON D. SEPULVEDA, general manager.
- GREGG A. SCHAFER, general sales manager.
- JERRY NICHOLS, director of engineering.
- CHUCK HAIGHT, chief engineer.

**Rates:** On request.

**City of License:** Modesto. **ADI:** Sacramento-Stockton. **Rank:** 20.

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



KCSO BMPCT-7686 Granted 6/21/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA Colusa	5,100	4,800	95
	CALIFORNIA Amador	10,000	9,500	95
Between 5-24%	San Joaquin	150,900	144,600	96
	Stanislaus	110,200	105,100	95
<b>Station Totals</b>		<b>276,200</b>	<b>264,000</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>45,700</b>
<b>Average Daily Circulation (1987)</b>				<b>20,600</b>

# California—Stockton-Sacramento

## KOVR-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Narragansett Television Co. of California Inc., 225 East Miner Ave., Stockton, CA 95202.

**Studios:** 1216 Arden Way, Sacramento, CA 95815; 225 E. Miner Ave., Stockton, CA 95202.

**Telephones:** 916-927-1313, Sacramento; 209-466-1313, Stockton.

**TWX:** 916-367-2396, Sacramento.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1950-ft. above av. terrain, 1960-ft. above ground, 1960-ft. above sea level.

Latitude 38° 14' 24"  
Longitude 121° 30' 03"

**Transmitter:** 0.65-mi. E of Walnut Grove, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Andrew, 10-meter; Scientific-Atlanta, 7.5-meter; Andrew, 7.5-meter; Scientific-Atlanta, 4.5-meter; Andrew, Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, ESPN, UPI.

**Ownership:** Edwin Pfeiffer, 5.33%; Narragansett First Fund, 80%; John Franks, 4.73%; remainder unassigned. Narragansett First Fund ownership: Narragansett Capital Corp., 100%. NCC ownership: Arthur D. Little, chmn., 1.52%; Robert D. Manchester, pres., 0.31%; William P. Lane, v.p.-treas., 0.20%; Robert S. Davis, secy., 0.33%; The Little Family Foundation, 8.65%; Little Family Trust, 5.79%; 15 others with less than 1%; remainder undisclosed. NCC & Franks own licensee of KHTT & KSJO(FM), San Jose, CA. NCC has interest in cable television systems.

**Began Operation:** September 5, 1954. Sale to present owner by Rockefeller Group approved by FCC June 13, 1986 (*Television Digest*, Vol. 26:6, 11, 12). Sale to Rockefeller Group by The Outlet Co. approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to Outlet by McClatchy Newspapers approved by FCC March 12, 1980 (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 (Vol. 13:47; 14:2).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

EDWIN PFEIFFER, vice president & general manager.  
EARL HIGGINS, vice president, business affairs.  
CHRIS PIKE, sales manager.  
HENRY URICK, program manager.  
ROBERT HESS, chief engineer.

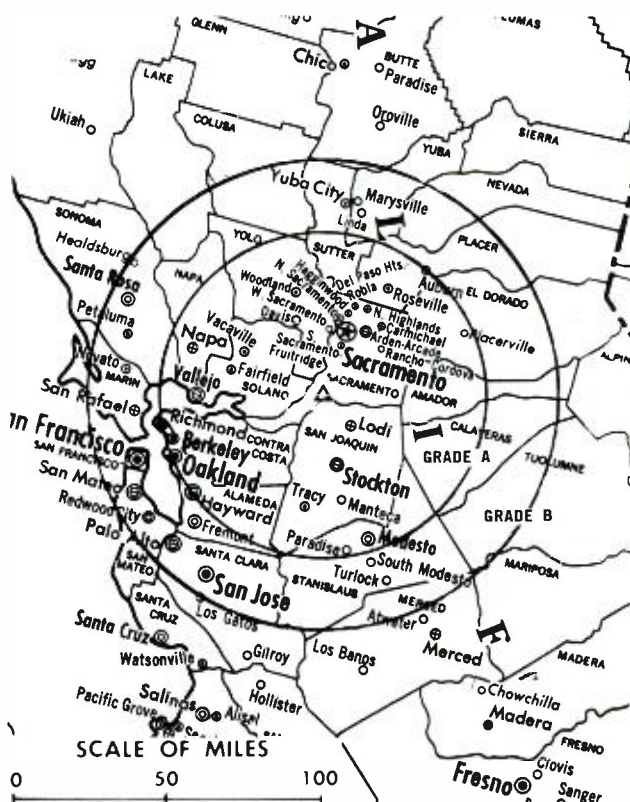
**Highest 30 Sec. Rate:** \$6500.

**NETWORK BASE HOURLY RATE:** \$1600.

**City of License:** Stockton. **ADI:** Sacramento-Stockton. **Rank:** 20.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Amador	10,000	9,500	95



KOVR-TV BPCT-851219KE Granted 2/20/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Calaveras	10,800	10,300	95
	Colusa	5,100	4,800	95
	Contra Costa East	29,400	28,700	98
	El Dorado West	30,000	28,900	96
	Lake	21,000	19,400	93
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96
	Plumas	7,900	7,400	94
	Sacramento	358,800	349,100	97
	San Joaquin	150,900	144,600	96
	Solano East	56,100	54,800	98
	Stanislaus	110,200	105,100	95
	Sutter	21,600	21,000	97
Tuolumne	15,900	15,000	94	
Yolo	47,600	45,800	96	
Yuba	19,800	19,200	97	
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Butte	68,300	65,100	95
	Mono	4,200	3,700	87
	Sierra	1,600	1,500	94
	<b>Between 5-24%</b>	<b>CALIFORNIA</b> Contra Costa West	246,600	241,100
Glenn		8,600	8,300	97
Mariposa		5,400	5,000	93
Merced		55,200	53,100	96
<b>Station Totals</b>			<b>1,362,700</b>	<b>1,315,700</b>
<b>Net Weekly Circulation (1987)</b>				<b>883,700</b>
<b>Average Daily Circulation (1987)</b>				<b>469,100</b>

# California—Sacramento-Stockton

## KRBK-TV

Ch. 31

**Network Service:** None, independent.

**Licensee:** Koptar Communications of California Inc., 220 N. Kings Hwy., St. Louis, MO 63108.

**Studio:** 500 Media Place, Sacramento, CA 95815.

**Telephone:** 916-929-0300. **TWX:** 910-367-3702.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1830-ft. above av. terrain, 1838-ft. above ground, 2000-ft. above sea level.

Latitude 38° 15' 52"  
Longitude 121° 29' 22"

**Transmitter:** 2.2-mi. NNE of Walnut Grove, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Simulsat, 5-meter C-band; AFC, 3.7-meter Ku-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** Koptar Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1974. Sale to present owners by Northern California Bcstg. Inc. approved by FCC Jan. 28, 1981. Sale to Northern California by Andrew Bartalini, et al., approved June 9, 1980 (Television Digest, Vol. 20:6).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:**

- TED KOPLAR, president.
- WILLIAM N. WALSH, vice president & general manager.
- MIKE GRANADOS, general sales manager.
- JACK PECK, local sales manager.
- DENNIS GRAYSON, director of operations & production.
- JACK DAVIS, chief engineer.
- JOANNE BLUM JACKSON, program manager.
- CAROLYN THURMAN, traffic manager.
- VICTORIA ELLIOTT, promotion manager.
- CHRISTINE CRAFT, news director.

**Rates:** On request.

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 20.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Colusa	5,100	4,800	95
	Sacramento	358,800	349,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	San Joaquin	150,900	144,600	96
	Stanislaus	110,200	105,100	95
	Yolo	47,600	45,800	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Calaveras	10,800	10,300	95
	Contra Costa East	29,400	28,700	98
	El Dorado West	30,000	28,900	96
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96
	Solano East	56,100	54,800	98
	Sutter	21,600	21,000	97
Yuba	19,800	19,200	97	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Butte	68,300	65,100	95
	Merced	55,200	53,100	96
	Plumas	7,900	7,400	94
Tuolumne	15,900	15,000	94	
<b>Station Totals</b>		<b>1,075,300</b>	<b>1,036,700</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>515,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>210,900</b>	

# California—Stockton-Sacramento

## KSCH-TV

Ch. 58

**Network Service:** None, independent.

**Licensee:** Pegasus Bcstg. of Stockton/Sacramento Inc., 666 Dundee Rd., Suite 1901, Northbrook, IL 60062.

**Studio:** 3033 Gold Canal Drive, Rancho Cordova, CA 95670.

**Telephone:** 916-635-5858.

**Technical Facilities:** Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1834-ft. above av. terrain, 1840-ft. above ground, 1840-ft. above sea level.

Latitude 38° 14' 24"  
Longitude 121° 30' 03"

**Transmitter:** 0.65-mi. E of Walnut Grove.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Superior Satellite, 4-meter Ku- & C-band; Standard Communications receivers.

**News Service:** AP.

**Ownership:** Pegasus Broadcasting, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 13, 1986. Sale to present owners by SFN Cos. Inc. approved by FCC Oct. 2, 1986 (*Television Digest*, Vol. 26:41). Previous sale approved by FCC July 8, 1986.

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

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** John F. X. Browne & Associates Inc.

**Personnel:**

- GARY L. ANDERSON, vice president & general manager.
- CECE HAYES, general sales manager.
- DONNA REITH, program manager.
- LORI SEQUIST, news director.
- ROBERT OLSON, engineering director.
- HARLEY LEE, traffic manager.
- JULIE WOOD, promotion director.

**Highest 30 Sec. Rate** (July 1, 1987): \$350.

**City of License:** Stockton. **ADI:** Sacramento-Stockton. **Rank:** 20.

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



KSCH-TV BPCT-861106KF Granted 1/20/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Sacramento	358,800	349,100	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Amador	10,000	9,500	95
	Calaveras	10,800	10,300	95
	Colusa	5,100	4,800	95
	El Dorado West	30,000	28,900	96
	Placer West	50,600	48,700	96
	San Joaquin	150,900	144,600	96
	Stanislaus	110,200	105,100	95
	Sutter	21,600	21,000	97
	Yolo	47,600	45,800	96
	Yuba	19,800	19,200	97
<b>Station Totals</b>		<b>815,400</b>	<b>787,000</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>181,700</b>
<b>Average Daily Circulation (1987)</b>				<b>61,400</b>

# California—Sacramento-Stockton

**KTXL**

**Ch. 40**

**Network Service:** Fox.

**Licensee:** Camellia City Telecasters Inc., Box 40, Sacramento, CA 95801.

**Studio:** 4655 Fruitridge Rd., Sacramento, CA 95820.

**Telephone:** 916-454-4422. **TWX:** 910-367-3522.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1962-ft. above av. terrain, 1968-ft. above ground, 1970-ft. above sea level.

Latitude 38° 16' 18"  
Longitude 121° 30' 18"

**Transmitter:** Twin Cities Rd., 2.2-mi. N of Walnut Grove, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 4.5-meter; Superior, 4-meter; RCA Americom, 3.7-meter; DX Engineering, M/A-Com, Scientific-Atlanta, Standard Communications receivers.

**News Services:** AP, CNN, Conus, INN, INTV.

**Ownership:** BMA Properties Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 26, 1968. Transfer of control to BMA from Colony Corp. approved by FCC Dec. 1, 1971.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

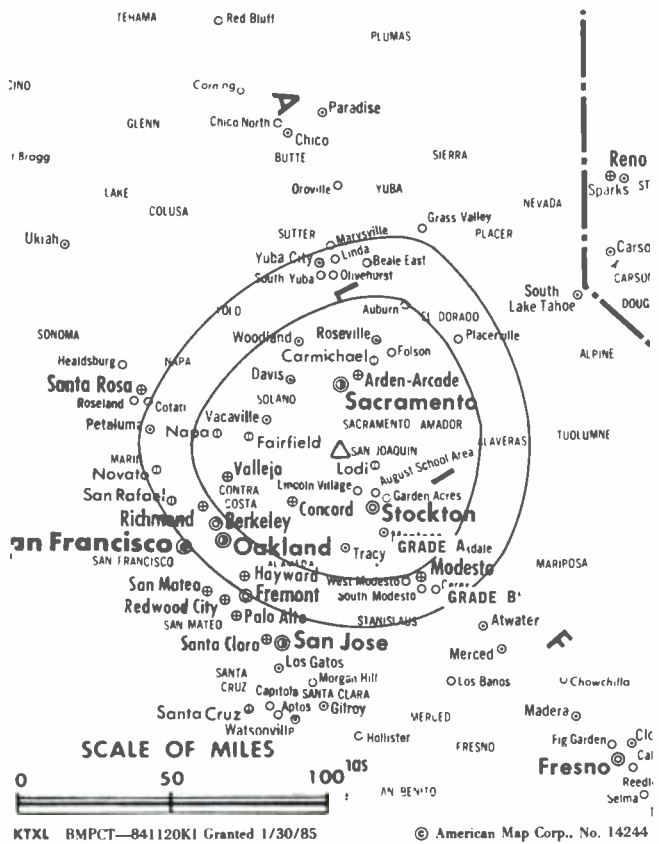
- MICHAEL A. FISHER, vice president & general manager.
- RDD BACDN, general sales manager.
- KATHY FLEENDR, local sales manager.
- CAL BDLLWINKEL, program & operations manager.
- BOB COOK, news director.
- KIM KLINE, promotion director.

**Highest 30 Sec. Rate:** \$3000.

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 20.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Colusa	5,100	4,800	95
	El Dorado West	30,000	28,900	96
	Placer West	50,600	48,700	96
	Sacramento	358,800	349,100	97
	San Joaquin	150,900	144,600	96
	Solano East	56,100	54,800	98
	Stanislaus	110,200	105,100	95
	Sutter	21,600	21,000	97
Yolo	47,600	45,800	96	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	68,300	65,100	95
	Calaveras	10,800	10,300	95
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Del Norte	7,600	7,100	93
	El Dorado East	12,300	11,800	96
	Glenn	8,600	8,300	97
	Lake	21,000	19,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Merced	55,200	53,100	96
	Nevada	27,100	25,600	94
	Plumas	7,900	7,400	94
	Shasta	52,000	50,300	97
	Tuolumne	15,900	15,000	94
	Yuba	19,800	19,200	97
	<b>NEVADA</b>			
Washoe	93,800	91,400	97	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Fresno	209,600	201,700	96
	Humboldt	45,400	43,500	96
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Napa	41,100	39,600	96
	Placer East	4,600	4,400	97
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
	Santa Clara West	473,100	460,600	97
	Sierra	1,600	1,500	94
	Siskiyou	17,200	16,100	93
	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96
Tehama	17,600	17,100	97	
<b>NEVADA</b>				
Douglas	9,600	9,200	96	
<b>OREGON</b>				
Douglas	35,100	33,400	95	
Jackson	52,600	50,800	97	
Josephine	25,700	24,200	94	
Klamath	22,000	21,200	96	
<b>Station Totals</b>		<b>3,800,700</b>	<b>3,667,300</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,011,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>391,600</b>	

# California—Sacramento-Stockton

**KXTV**

**Ch. 10**

**Network Service:** CBS.

**Licensee:** Great Western Broadcasting Corp., 400 Broadway, Sacramento, CA 95818.

**Studio:** 400 Broadway.

**Mailing Address:** Box 10, Sacramento, CA 95801.

**Telephone:** 916-441-2345.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 51.3-kw aural. Antenna: 1953-ft. above av. terrain, 1960-ft. above ground, 1960-ft. above sea level.

Latitude 38° 14' 24"  
Longitude 121° 30' 03"

**Transmitter:** 0.65-mi. NE of Walnut Grove.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Microwave Assoc., 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed, UPI.

**Ownership:** A. H. Belo Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 20, 1955. Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 28, 1983 (*Television Digest*, Vol. 23:20). Sale to Corinthian by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Vol. 14:42, 49).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

- ALLEN HOWARD, general manager.
- ROBERT MAHLMAN, general sales manager.
- MIKE SNYDER, national sales manager.
- WILLIAM GONZALES, local sales manager.
- ROBERT LEVY, director of broadcast operations.
- TOM NEWBERRY, news director.
- SHEILA GUMTOW, director, marketing & promotion.
- ROD ROBINSON, chief engineer.
- KURT EICHSTEADT, program manager.

**Highest One Hour Rate:** \$15,000.

**Highest 30 Sec. Rate** (January 1, 1987): \$18,000.

**NETWORK BASE HOURLY RATE:** \$2065.

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 20.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Calaveras	10,800	10,300	95
	Colusa	5,100	4,800	95



KXTV BPCT-85113KE Granted 12/20/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Contra Costa East	29,400	28,700	98
	El Dorado West	30,000	28,900	96
	Mono	4,200	3,700	87
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96
	Plumas	7,900	7,400	94
	Sacramento	358,800	349,100	97
	San Joaquin	150,900	144,600	96
	Solano East	56,100	54,800	98
	Stanislaus	110,200	105,100	95
	Sutter	21,600	21,000	97
	Tuolumne	15,900	15,000	94
Yolo	47,600	45,800	96	
Yuba	19,800	19,200	97	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	68,300	65,100	95
	Lake	21,000	19,400	93
	Mariposa	5,400	5,000	93
Sierra	1,600	1,500	94	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Contra Costa West	246,600	241,100	98
	Glenn	8,600	8,300	97
	Merced	55,200	53,100	96
Placer East	4,600	4,400	97	
<b>Station Totals</b>		<b>1,367,300</b>	<b>1,320,100</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>895,000</b>
<b>Average Daily Circulation (1987)</b>				<b>477,600</b>



# California—Salinas-Monterey

**KCBA**

**Ch. 35**

**Network Service:** Fox.

**Licensee:** Cypress Broadcasting Inc., Box 3560, Salinas, CA 93912.

**Studio:** 646 E. Alisal St., Salinas, CA 93905.

**Telephone:** 408-422-3500.

**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.

**Satellite Earth Stations:** Microwave Specialties, 5-meter C-band; Paraclipse, 3-meter C-band; RCA, 3.7-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1981. Sale to present owner by Sainte Bcstg. Corp. approved by FCC May 22, 1986 (*Television Digest*, Vol. 26:23, 26).

**Represented (sales):** Seitel Inc.

**Represented (legal):** Rubin, Winston & Diercks.

**Represented (engineering):** Jay Wright.

**Personnel:**

JOHN VERA, general manager.  
HAL LARSON, sales manager.  
ELBA COTTO, production manager.  
KARL KAUFFMAN, chief engineer.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Salinas. **ADI:** Salinas-Monterey. **Rank:** 111.

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



KCBA BMPCT-81022KI Granted 7/13/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Monterey	110,900	106,600	96
	San Benito	10,100	9,600	95
Between 5-24%	<b>CALIFORNIA</b>			
	Santa Clara East	22,700	22,100	97
	Santa Cruz	84,800	81,200	96
<b>Station Totals</b>		<b>228,500</b>	<b>219,500</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>51,100</b>
<b>Average Daily Circulation (1987)</b>				<b>22,000</b>

# California—Monterey-Salinas

**KMST**

Ch. 46

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 1938, Monterey, CA 93940.

**Studio:** 2200 Garden Rd., Monterey, CA 93940.

**Telephone:** 408-649-0460. **TWX:** 910-360-7106.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 1350-kw max. & 447-kw horizontal visual, 135-kw max. & 44.7-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).

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; AFC, 3.66-meter; Paracclipse, 3.5-meter; AFC, DX Engineering, Paracclipse, Scientific-Atlanta receivers.

**News Services:** CBS, UPI.

**Ownership:** Retlaw Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 2, 1969. Sale to present owner by Monterey-Salinas TV Inc. approved by FCC Aug. 27, 1979.

**Represented (sales):** Petry Television Inc.

**Personnel:**

- BEN TUCKER, general manager.
- TOM TUCKER, general sales manager.
- BARBARA WAECHTER, operations/program manager.
- MARK WALKER, production manager.
- KEN WARREN, chief engineer.
- BOB STOCK, promotion director.
- MICHELLE McCULLOCH, traffic manager.
- JACK BOWE, news director.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Monterey. **ADI:** Salinas-Monterey. **Rank:** 111.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA	110,900	106,600	96
	Monterey Santa Cruz	84,800	81,200	96
Between 25-49%	CALIFORNIA	4,200	3,700	87
	Mono San Benito	10,100	9,600	95
Between 5-24%	CALIFORNIA	22,700	22,100	97
	Santa Clara East			
<b>Station Totals</b>		<b>232,700</b>	<b>223,200</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>170,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>84,800</b>	

# California—Salinas-Monterey

**KSBW**

**Ch. 8**

**Network Service:** NBC.

**Licensee:** KSBW Inc., Box 81651, Salinas, CA 93912.

**Studio:** 238 John St., Salinas, CA 93901.

**Telephone:** 408-758-8888. **TWX:** 910-368-7058.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 34.7-kw aural. Antenna: 2934-ft. above av. terrain, 1554-ft. above ground, 4041-ft. above sea level.

Latitude 37° 03' 30"  
Longitude 121° 46' 33"

**Transmitter:** Approx. 20-mi. S of San Jose in Santa Cruz Mountains.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Harris, 6.1-meter; RCA Americom, 3.6-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Gillett Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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 John Blair & Co. approved by FCC Feb. 14, 1979 (Vol. 18:3). Sale to present owner approved by FCC Dec. 30, 1986.

**Represented (sales):** Blair Television.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

JEFFREY H. LEE, president & general manager.  
CINDY LINDSAY, general sales manager.  
RICKIE ELLIS, national sales manager.  
CLARK GRANT, promotion director.  
WILLIS WELLS, chief engineer.

**Highest 30 Sec. Rate** (June 1, 1987): \$2000.

**NETWORK BASE HOURLY RATE:** \$1312.

**City of License:** Salinas. **ADI:** Salinas-Monterey. **Rank:** 111.

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



**SCALE OF MILES**



KSBW-TV BMPCT—840731KE Granted 8/29/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	110,900	106,600	96
	San Benito	10,100	9,600	95
	Santa Clara East	22,700	22,100	97
	Santa Cruz	84,800	81,200	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,400	5,000	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Madera	26,200	25,000	95
	Merced	55,200	53,100	96
	Santa Clara West	473,100	460,600	97
	Tuolumne	15,900	15,000	94
<b>Station Totals</b>		<b>804,300</b>	<b>778,200</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>332,600</b>
<b>Average Daily Circulation (1987)</b>				<b>156,000</b>

# California—Salinas-Monterey

**KSMS-TV**

**Ch. 67**

**Network Service:** Univision.

**Grantee:** Schuyler Bcstg. Corp., Box 2690, Monterey, CA 93940.

**Studio:** 46 Garden Court, Monterey, CA 93940.

**Mailing Address:** Box 2690, Monterey, CA 93940.

**Telephone:** 408-373-5767.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 1257-kw max. visual. Antenna: 2299-ft. above av. terrain, 200-ft. above ground, 3260-ft. above sea level.

Latitude 36° 45' 23"  
Longitude 121° 30' 05"

**Transmitter:** Fremont Peak.

**Ownership:** William H. Schuyler, gen. partner, 100%.

**Began Operation:** September 1, 1986.

**Represented (sales):** Univision—Spanish International Network.

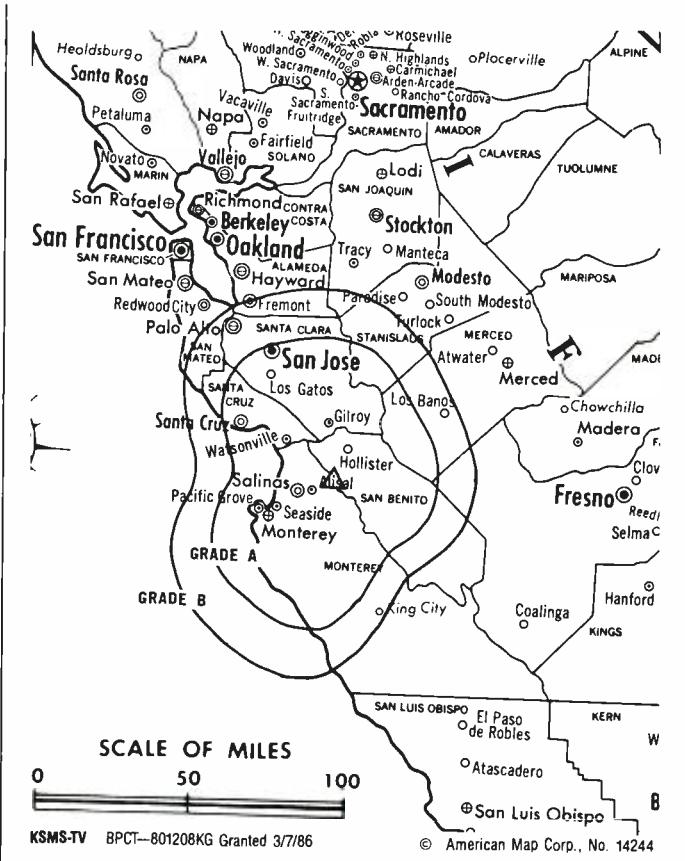
**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

- JACK MOFFITT, general manager.
- TODD HARVEY, chief engineer.
- HAL LARSON, general sales manager.
- CLAUDIO VALENZUELA, promotion director.
- ANNE TURNER, traffic director.
- RANDY FLICK, production manager.
- MARGIE FOX, business manager.

**City of License:** Monterey. **ADI:** Salinas-Monterey. **Rank:** 111.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA San Benito	10,100	9,600	95
<b>Station Totals</b>		<b>10,100</b>	<b>9,600</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>6,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>4,300</b>	

# California—San Diego

## KCST-TV

Ch. 39

**Network Service:** NBC.

**Licensee:** SCI Television Inc., 8330 Engineer Rd., San Diego, CA 92111.

**Studio:** 8330 Engineer Rd., San Diego, CA 92111.

**Telephone:** 619-279-3939.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 813-kw horizontal visual, 500-kw max. & 81.3-kw horizontal aural. Antenna: 1910-ft. above av. terrain, 180-ft. above ground, 2703-ft. above sea level.

Latitude 32° 41' 48.0"  
 Longitude 116° 56' 05.8"

**Transmitter:** San Miguel Mountain, 13-mi. E of San Diego center.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Dalsat, 6-meter Ku-band; Chapparal, 5-meter Ku- & C-band; Dalsat, 4.6-meter Ku-band; Dalsat, 3.6-meter Ku-band; Harris, Chapparal receivers.

**News Services:** AP, CNN Headline News, Sports News Satellite, UPI.

**Ownership:** SCI Television Inc. See Group Ownership of Television Stations.

**Began Operation:** November 14, 1965. Sale to Storer Communications 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.

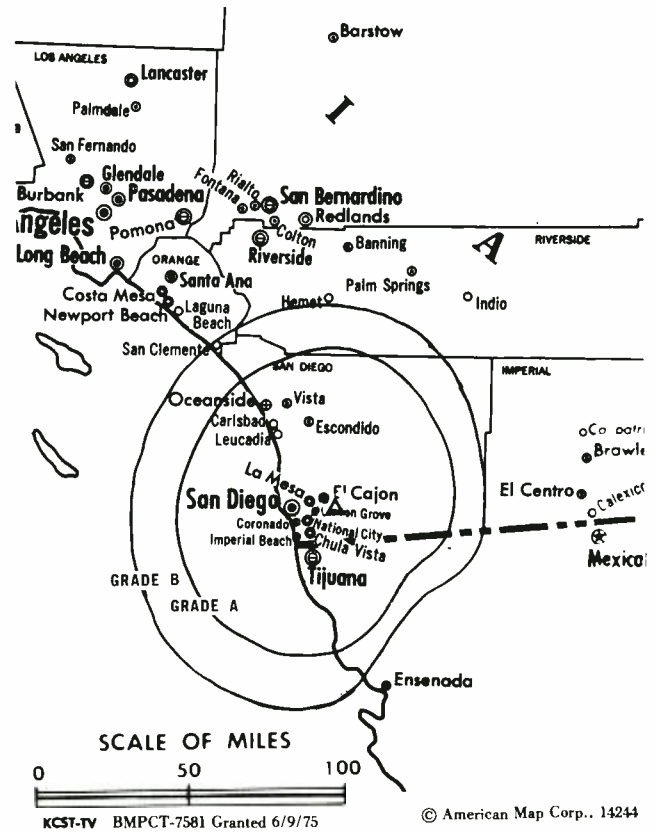
**Represented (sales):** Storer Television Sales Inc.

**Personnel:**

- BILL L. FOX, vice president & general manager.
- BRUCE STEIN, director of sales.
- CHRIS JOHNSON, national sales manager.
- PENNY MARTIN, program manger.
- THOMAS WIMBERLY, director of technical services.
- RIC SCHWARTZ, production manager.
- RON MILLER, news director.
- DAVE WALKER, creative services director.

**Highest 30 Sec. Rate:** \$4000.

**NETWORK BASE HOURLY RATE:** \$1400.



**City of License:** San Diego. **ADI:** San Diego. **Rank:** 25.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>798,700</b>	<b>776,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>659,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>366,600</b>	

# California—San Diego

## KFMB-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 7677 Engineer Rd., San Diego, CA 92111.

**Studio:** 7677 Engineer Rd., San Diego, CA 92111.

**Telephone:** 619-571-8888. **TWX:** 910-335-1245.

**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.

**Satellite Earth Station:** Microdyne, 7-meter.

**AM Affiliate:** KFMB, 5-kw, 760 kHz.

**FM Affiliate:** KFMB-FM, 30-kw, 100.7 MHz (No. 264), 620-ft.

**News Services:** AP, UPI.

**Ownership:** Midwest Television Inc., 100%. See Group Ownership of Television Stations.

**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):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

AUGUST C. MEYER, chairman, Midwest Television Inc.  
AUGUST C. MEYER JR., president, Midwest Television Inc.  
ROBERT L. MYERS, president, Western Div. & general manager, KFMB stations.  
WILLIAM R. MOYLAN, vice president, sales/programming.  
J. M. BRADLEY, asst. general manager & business manager.  
WELDON DONALDSON, general sales manager.  
HARRY MELKERSON, sales manager.  
JULES MORELAND, program director.  
JOHN WEIGAND, manager of engineering.  
TIM HNEDAK, advertising manager.



**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2580.

**City of License:** San Diego. **ADI:** San Diego. **Rank:** 25.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>798,700</b>	<b>776,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>729,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>430,000</b>	

# California—San Diego

**KGTV**

**Ch. 10**

**Network Service:** ABC.

**Licensee:** McGraw-Hill Broadcasting Co., Box 85347, San Diego, CA 92138.

**Studio:** 47th St. & Freeway 94, San Diego, CA 92102.

**Telephone:** 619-237-1010. **TWX:** 910-335-1247.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 124-kw horizontal visual, 31.6-kw aural. Antenna: 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.

**Satellite Earth Stations:** Andrew, 9.1-meter; Andrew, 4.5-meter; Microdyne, 7-meter; Vertex, 4.5-meter Ku-band; AvanteK receivers.

**News Services:** AP, UPI, ANB, RCA, Kavarous-weather.

**Ownership:** McGraw-Hill Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**  
EDWARD REILLY JR., exec. vice president, McGraw-Hill Broadcasting.  
EDWARD QUINN, vice president & general manager.  
JOAN E. CARSON, general sales manager.  
HOWARD OLEFF, local sales manager.  
WILLIAM CHRISTENSEN, director of engineering.  
DARRELL BROWN, national sales manager.  
HELEN HUTCHINGS, director of business affairs.  
GERALD MINNUCCI, director of advertising & promotion.  
DON LUNDY, director of program operations.  
JACK WHITE, production manager.  
ERNESTINE COWAN, traffic manager.  
PAUL SANDS, news director.  
MAGGE DeBON, national sales service.  
FRED NORFLEET, public affairs director.



JUDITH VANCE, director of creative services.

**Highest 30 Sec. Rate:** \$7500.

**NETWORK BASE HOURLY RATE:** \$2500.

**City of License:** San Diego. **ADI:** San Diego. **Rank:** 25.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>798,700</b>	<b>776,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>688,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>389,600</b>	

# California—San Diego

**KTTY**

**Ch. 69**

**Network Service:** None, independent.

**Licensee:** San Diego Television Inc., Box 121569, San Diego, CA 92112-5569.

**Studio:** 1696 Frontage Rd., Chula Vista, CA 92011.

**Telephone:** 619-575-6969. **Telex:** 62905837.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 4790-kw max. visual, 479-kw max. aural. Antenna: 1950-ft. above av. terrain, 151-ft. above ground, 2717-ft. above sea level.

Latitude 32° 41' 47"  
Longitude 116° 56' 07"

**Transmitter:** Mt. San Miguel, San Diego.

**Satellite Earth Stations:** United Satellite Systems, 5-meter C-band; Harris, 4.6-meter Ku-band; United Satellite Systems, 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Helen Smith, 41.3%; Joseph Alvarez III, 21.4%; Thomas E. Horn, 8.30%; James E. Horn, 7.80%; Allen E. Horn, 7.40%; 11 others, none with more than 3.4%. Allen E. Horn is applicant for Ch. 45, Seattle, WA.

**Began Operation:** September 30, 1984.

**Represented (sales):** Seltel Inc.

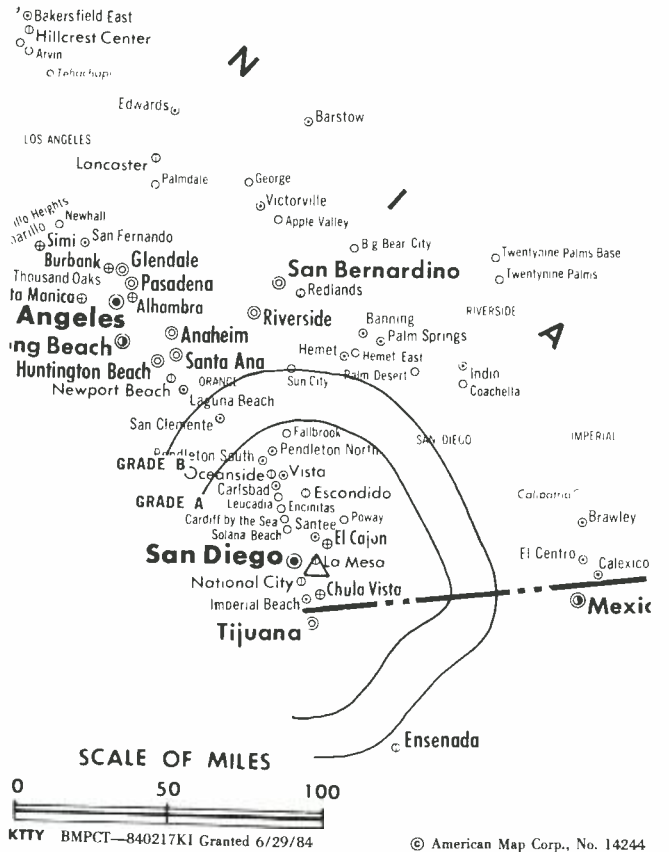
**Represented (legal):** Hamel & Park.

**Personnel:**

JAMES M. HARMON, president & general manager.  
BRUCE FLEMING, regional sales manager.  
GAYLE GARRETT, national sales manager.  
JUDY ALBRECHT, promotion manager.  
FRANK AAMODT, chief engineer.

**Highest 30 Sec. Rate:** \$300.

**City of License:** San Diego. **ADI:** San Diego. **Rank:** 25.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>798,700</b>	<b>776,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>179,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>51,500</b>	



# California—San Diego

## KUSI-TV

Ch. 51

**Network Service:** None, independent.

**Licensee:** University Television Inc., 7777 Convoy Court, San Diego, CA.

**Studio:** 7377 Convoy Court, San Diego, CA 92111.

**Mailing Address:** Box 11985, San Diego, CA 92111.

**Telephone:** 619-571-5151.

**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.

**Satellite Earth Station:** 2 Scientific-Atlanta, 9-meter Ku-band; M/A-Com & Scientific-Atlanta receivers.

**News Services:** AP, CNN, INN.

**Ownership:** United States International University, 74%; Michael D. McKinnon, pres., 26%; Wayne Allison, v.p.; Lem Gordon, treas.; Ted Vallas, secy.

**Began Operation:** September 13, 1982.

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

**Represented (legal):** Ward & Mendelsohn.

**Represented (engineering):** Hammett & Edison Inc.

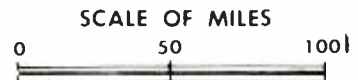
**Personnel:**

MICHAEL D. MCKINNON, general manager.  
WILLIAM MOORE, station manager.  
RICHARD LARGE, chief engineer.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** San Diego. ADI: San Diego. Rank: 25.



KUSI-TV BMPCT-810630KE Granted 9/10/81 © American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>798,700</b>	<b>776,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>349,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>124,400</b>	

# California—Tijuana, Mexico-San Diego

**XETV**

Ch. 6

**Network Service:** Fox.

**Licensee:** Radio-Television, S.A.

**Studio:** Mount San Antonio, Tijuana, B.C., Mexico.

**Mailing Address:** 8253 Ronson Rd., San Diego, CA 92111.

**Telephone:** 619-279-6666. **TWX:** 910-335-2017.

**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"

**Transmitter:** Mount San Antonio, Tijuana, B.C., Mexico.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter.

**Ownership:** Emilio Azcarraga Milmo, principal stockholder. For other interests, see XEW-TV, Mexico City in the International Station Directory.

**Began Operation:** February 18, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

- MARTIN COLBY, vice president & general manager.
- JOAN O'LAUGHLIN HENNING, station & general sales manager.
- ROBERT TAYLOR, business manager.
- FELIPE FERNANDEZ, exec. director, operations & engineering.
- ANTONIO FRIAS, chief engineer.
- CHUCK DUNNING, local sales manager.
- TONI BERNA, program manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$3500. **ADI:** San Diego. **Rank:** 25.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Diego	798,700	776,200	97
<b>Station Totals</b>		<b>798,700</b>	<b>776,200</b>	<b>97</b>
Net Weekly Circulation (1987)			454,200	
Average Daily Circulation (1987)			176,600	

# California—Tijuana, Mexico-San Diego

## XEWT-TV

Ch. 12

**Network Service:** None, independent.

**Licensee:** Televisora de Calimex S.A., Box 44-K, San Ysidro, CA 92073.

**Studio:** Monte San Antonio, Box 12, Tijuana, Baja California, Mexico.

**Telephones:** 1-70-668-451-85/86. **Telex:** 0566833.

**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'	08"
Longitude	117°	02'	30"

**Transmitter:** Monte San Antonio, Tijuana, Baja California, Mexico.

**Satellite Earth Station:** Chapparal, 5-meter C-band; International Satellite receivers.

**News Services:** Informex, UPI.

**Ownership:** Televisora de Calimex S. A.

**Began Operation:** July 12, 1960.

**Represented (sales):** Univision—Spanish International Network.

**Personnel:**

JOSE MARQUEZ, general manager.  
CARLOS H. LUNA, program promotion manager.  
JORGE MONDRAGON, business manager.  
MARIO ACOSTA, traffic manager.  
SALVADOR HERNANDEZ, chief engineer.

**Highest One Hour Rate:** \$7000.



**Highest 30 Sec. Rate:** \$500.

**Arbitron Data:** Not available. ADI: San Diego. Rank: 25.

# California—San Francisco

## KBHK-TV

Ch. 44

**Network Service:** None, independent.

**Licensee:** United Television Inc.

**Studio:** 420 Taylor St., San Francisco, CA 94102.

**Telephone:** 415-885-3750. **TWX:** 910-372-6006.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 2200-kw max. & 1800-kw horizontal visual, 220-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.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** United Television Inc. See Group Ownership of Television Stations.

**Began Operation:** January 2, 1968. Sale to present owner by Field Communications approved by FCC May 26, 1983 (Television Digest, Vol. 22:45, 47).

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

**Represented (legal):** Hogan & Hartson.

### Personnel:

JOHN SIEGEL, president.  
ROBERT QUDEEN, vice president & general manager.  
HEATHER FARNSWORTH, general sales manager.  
LARRY YOUNG, national sales manager.  
RICHARD JONES, local sales manager.  
THOMAS SPITZ, program manager.  
SUSAN GUYETTE, director of news & public affairs.  
EDWARD HIPPE, engineering manager.  
JO RUSSELL, production manager.  
GEORGE BRANDT, business manager.  
SUZANNE TONER, promotion manager.  
LARRY BURDEN, director of operations.

**Rates:** Not available.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Butte	68,300	65,100	95
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Lake	21,000	19,400	93
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Napa	41,100	39,600	96
	San Benito	10,100	9,600	95
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
Santa Clara East	22,700	22,100	97	



KBHK-TV BPCT-4398 Granted 4/29/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Santa Clara West	473,100	460,600	97
	Santa Cruz	84,800	81,200	96
	Shasta	52,000	50,300	97
	Solano East	56,100	54,800	98
	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96
	Sutter	21,600	21,000	97
	Yuba	19,800	19,200	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Colusa	5,100	4,800	95
	Glenn	8,600	8,300	97
	Humboldt	45,400	43,500	96
	Merced	55,200	53,100	96
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96
	San Joaquin	150,900	144,600	96
	Tehama	17,600	17,100	97
Yolo	47,600	45,800	96	
<b>NEVADA</b>				
Douglas	9,600	9,200	96	
<b>Station Totals</b>		<b>2,902,600</b>	<b>2,800,800</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>976,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>360,500</b>	

# California—San Francisco

**KDTV**

**Ch. 14**

**Network Service:** Univision.

**Licensee:** SICC Acquisition Corp., 2200 Palou Ave., San Francisco, CA 94124.

**Studio:** 2200 Palou Ave., San Francisco

**Telephone:** 415-641-1400.

**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.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** Bay City News, UPI.

**Ownership:** Hallmark Acquisition Inc., 100%. See Spanish International Communications in Group Ownership of Television Stations.

**Began Operation:** August 13, 1975 on Ch. 60. Switched to Ch. 14 March 5, 1979. FCC approved sale by Bahia de San Francisco Television Co. to present owner June 12, 1987.

**Represented (sales):** Univision—Spanish International Network.

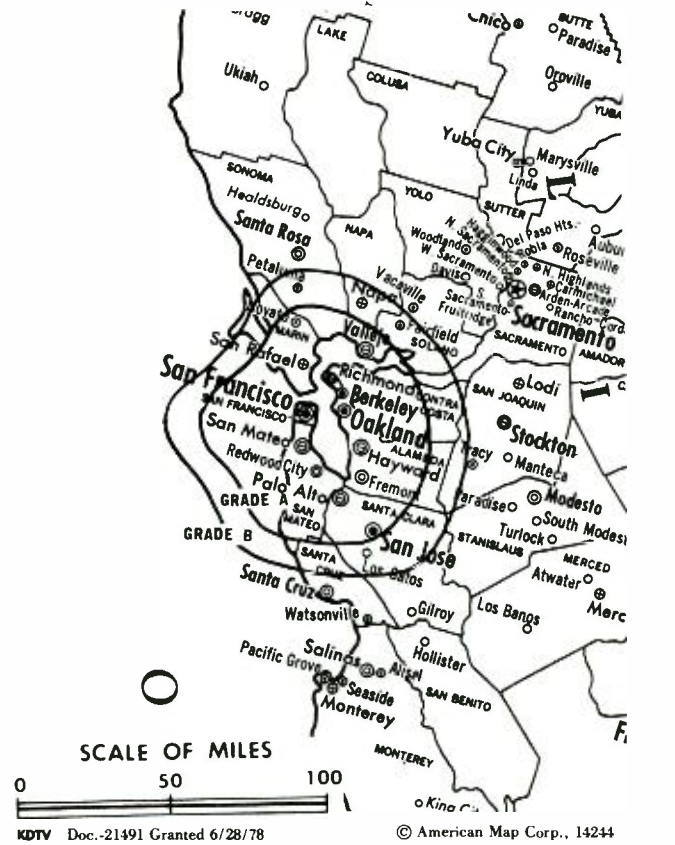
**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** 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.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Santa Clara West	473,100	460,600	97
<b>Station Totals</b>		<b>473,100</b>	<b>460,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>64,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>35,900</b>	

# California—San Francisco

## KGO-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** KGO Television Inc., 900 Front St., San Francisco, CA 94111-1450.

**Studio:** 900 Front St., San Francisco, CA 94111.

**Telephone:** 415-954-7777. **TWX:** 910-372-7236.

**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.

**Satellite Earth Station:** Transmit/receive Andrew, 9.3-meter; Avantek receivers.

**AM Affiliate:** KGO, 50-kw, 810 kHz (ABC).

**News Services:** AP, Bay City News, Nexus, UPI.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of TV Stations.

**Began Operation:** May 5, 1949.

**Represented (sales):** Capital Cities/ABC National TV Sales.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

LEN SPAGNOLETTI, vice president & general manager.  
BOB YOUNG, general sales manager.  
DON CARUSO, national sales manager.  
ROBERT BUSHYHEAD, local sales manager.  
JOHN MOCZULSKI, director of program services.  
BOB MITCHELL, assistant program director.  
LYNNE MOK, film director.  
ED JOHNSON, engineering director.  
MICHAEL CHING, promotion director.  
HARRY FULLER, news director.  
ANTHONY SAVICKE, controller.  
ROSEMARY ROACH, director of research.

**Rates:** On request.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Napa	41,100	39,600	96
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
	Santa Clara East	22,700	22,100	97
	Santa Clara West	473,100	460,600	97
	Solano East	56,100	54,800	98
	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96



KGO-TV BPCT-2401 Granted 2/10/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	El Dorado East	12,300	11,800	96
	Lake	21,000	19,400	93
	Merced	55,200	53,100	96
	Monterey	110,900	106,600	96
	Placer East	4,600	4,400	97
	San Benito	10,100	9,600	95
	Santa Cruz	84,800	81,200	96
	Sutter	21,600	21,000	97
	Yuba	19,800	19,200	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Butte	68,300	65,100	95
	El Dorado West	30,000	28,900	96
	Humboldt	45,400	43,500	96
	Mariposa	5,400	5,000	93
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96
	San Joaquin	150,900	144,600	96
	Shasta	52,000	50,300	97
	Stanislaus	110,200	105,100	95
Tehama	17,600	17,100	97	
Tuolumne	15,900	15,000	94	
<b>NEVADA</b>				
Douglas	9,600	9,200	96	
Carson City	15,000	14,600	97	
<b>Station Totals</b>		<b>3,145,600</b>	<b>3,033,300</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,949,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,043,900</b>	

# California—San Francisco

**KPIX**

**Ch. 5**

**Network Service:** CBS.

**Licensee:** Group W Television Inc., 855 Battery St., San Francisco, CA 94111.

**Studio:** 855 Battery St.

**Telephone:** 415-362-5550. **TWX:** 415-393-7334.

**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.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 11-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** AP, Bay City News, CBS, Group W Newsfeed, UPI.

**Ownership:** Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** December 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (*Television Digest*, Vol. 9:45, 10:11, 15, 19, 27).

**Represented (sales):** Group W Television Sales.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane, Chartered.

**Personnel:**

- CAROLYN WEAN, vice president & general manager.
- TERRY SCHROEDER, controller.
- STEPHEN PESKIN, general sales manager.
- KENNAN WILLIAMS, general sales manager.
- FREDERICK EPPINGER, national sales manager.
- CHRIS WESTERKAMP, local sales manager.
- ROBERT DICKS JR., production manager.
- FLORENCE WEISS, sales operations manager.
- LEN SCHLOSSER, public affairs director.
- PETER MARONEY, news director.
- STEVE MOREEN, chief engineer.

**Highest 30 Sec. Rate:** \$12,000.

**NETWORK BASE HOURLY RATE:** \$2900.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Lake	21,000	19,400	93
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Napa	41,100	39,600	96
	San Benito	10,100	9,600	95
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
	Santa Clara East	22,700	22,100	97
	Santa Clara West	473,100	460,600	97
	Solano East	56,100	54,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	El Dorado East	12,300	11,800	96
	Humboldt	45,400	43,500	96
	Merced	55,200	53,100	96
	Monterey	110,900	106,600	96
	Nevada	27,100	25,600	94
	Placer East	4,600	4,400	97
	Santa Cruz	84,800	81,200	96
	Shasta	52,000	50,300	97
Tuolumne	15,900	15,000	94	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Butte	68,300	65,100	95
	Colusa	5,100	4,800	95
	El Dorado West	30,000	28,900	96
	Glenn	8,600	8,300	97
	Mariposa	5,400	5,000	93
	Placer West	50,600	48,700	96
	San Joaquin	150,900	144,600	96
	Stanislaus	110,200	105,100	95
	Tehama	17,600	17,100	97
	<b>NEVADA</b>			
Douglas	9,600	9,200	96	
<b>Station Totals</b>		<b>3,110,500</b>	<b>2,998,700</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,997,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,049,900</b>	

# California—San Francisco

## KRON-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, CA 94109.

**Studio:** 1001 Van Ness Ave., San Francisco, CA 94109.

**Telephone:** 415-441-4444. **TWX:** 910-372-6502.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-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.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 5-meter; Satcom Technologies, 6-meter; Superior, 6-meter; Harris, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, Bay City News, CNN, Environmental Data Service, National Weather Service, Nexus, UPI.

**Ownership:** Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 15, 1949.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** 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.  
E. RICHARD CERUSSI, vice president & general sales manager.  
GEORGE E. DAVIDSON, local sales manager.  
JOHN MCKAY, national sales manager.  
DAVID E. WILSON, program manager.  
JOSEPH M. BERINI, vice president & chief engineer.  
BRUCE C. LINDGREN, creative services director.  
LINDA G. BRADLEY, director of public relations.  
HERBERT DUDNICK, news director.  
PATRICIA A. MACHOLL, research director.

**Highest 30 Sec. Rate:** \$20,000.

**NETWORK BASE HOURLY RATE:** \$3713.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Napa	41,100	39,600	96
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
Santa Clara East	22,700	22,100	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Clara West	473,100	460,600	97
	Solano East	56,100	54,800	98
	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>	45,400	43,500	96
	Humboldt	5,400	5,000	93
	Mariposa	110,900	106,600	96
	San Benito	10,100	9,600	95
	Santa Cruz	84,800	81,200	96
	Shasta	52,000	50,300	97
	Tuolumne	15,900	15,000	94
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Butte	68,300	65,100	95
	Calaveras	10,800	10,300	95
	Colusa	5,100	4,800	95
	El Dorado West	30,000	28,900	96
	Glenn	8,600	8,300	97
	Lake	21,000	19,400	93
	Nevada	27,100	25,600	94
	Placer West	50,600	48,700	96
	San Joaquin	150,900	144,600	96
	Stanislaus	110,200	105,100	95
	Sutter	21,600	21,000	97
Tehama	17,600	17,100	97	
Trinity	5,600	5,200	93	
Yolo	47,600	45,800	96	
<b>Station Totals</b>		<b>3,106,800</b>	<b>2,995,400</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>2,011,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,128,700</b>	



# California—San Francisco

**KTSF**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Lincoln Broadcasting Co., 100 Valley Drive, Brisbane, CA 94005.

**Studio:** 250 Radio Rd., Brisbane, CA 94005.

**Telephone:** 415-468-2626.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 500-kw max. aural. Antenna: 1378-ft. above av. terrain, 259-ft. above ground, 1539-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

**Transmitter:** Mt. San Bruno Antenna Farm.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Cablewave Systems, 2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Lincoln TV Inc., gen. partner; Lillian Lincoln, ltd. partner; Lincoln Howell, ltd. partner.

**Began Operation:** September 4, 1976.

**Represented (sales):** Media Clearinghouse.

**Represented (legal):** Miller, Young & Holbrooke.

**Personnel:**

- LILLIAN L. HOWELL, president.
- BRIAN HOLTON, general manager.
- MICHAEL J. SHERMAN, station manager.
- ROBERT G. SNOW, chief engineer.
- NANCY FULLER, business manager.
- MINDA LOGAN, program director.
- ROSE SHIRINIAN, news & public affairs director.

**Highest 30 Sec. Rate (June 1, 1987):** \$300.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>	467,800	453,400	97
	Alameda	29,400	28,700	98
	Contra Costa East	246,600	241,100	98
	Contra Costa West	41,100	39,600	96
	Napa	315,800	296,300	94
	San Francisco	243,100	238,500	98
	San Mateo	473,100	460,600	97
	Santa Clara West	42,000	41,000	98
<b>Station Totals</b>		<b>1,858,900</b>	<b>1,799,200</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>157,200</b>
<b>Average Daily Circulation (1987)</b>				<b>47,800</b>

# California—Oakland-San Francisco

**KTVU**

**Ch. 2**

**Network Service:** Fox.

**Licensee:** KTVU Inc., 2 Jack London Square, Oakland, CA 94607.

**Studio:** Jack London Square, Oakland, CA 94607.

**Mailing Address:** Box 22222, Oakland, CA 94623.

**Telephone:** 415-834-1212. **TWX:** 910-366-7269.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20.9-kw aural. Antenna: 1571-ft. above av. terrain, 977-ft. above ground, 1808-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

**Transmitter:** Mt. Sutro.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**News Services:** AP, Bay City News, CNN, INDX, UPI.

**Ownership:** Cox Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- KEVIN O'BRIEN, vice president & general manager.
- BROOKE SPECTORSKY, station manager.
- WILLIAM MCGOWAN, general sales manager.
- TOM JERMAIN, national sales manager.
- JAY SONDEHEIM, local sales manager.
- CAROLINE KLAS, program manager.
- MARLENE BELLES, controller.
- IAN ZELICK, asst. to gen. mgr. & dir., community programming.
- RAY JACOBS, director of administration.
- STERLING DAVIS, director of operations and engineering.
- FRED ZEHNDER, news director.

**Highest One Hour Rate:** \$25,000.

**Highest 30 Sec. Rate:** \$5000.

**City of License:** Oakland. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Del Norte	7,600	7,100	93
	El Dorado East	12,300	11,800	96
	Lake	21,000	19,400	93
	Marin	94,400	91,500	97
	Mendocino	29,000	26,800	93
	Mono	4,200	3,700	87
	Monterey	110,900	106,600	96
	Napa	41,100	39,600	96
	Nevada	27,100	25,600	94
	San Benito	10,100	9,600	95
San Francisco	315,800	296,300	94	
San Mateo	243,100	238,500	98	



KTVU BPCT-4257 Granted 8/8/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Clara East	22,700	22,100	97
	Santa Clara West	473,100	460,600	97
	Santa Cruz	84,800	81,200	96
	Solano East	56,100	54,800	98
	Solano West	42,000	41,000	98
	Sonoma	136,200	130,400	96
	Stanislaus	110,200	105,100	95
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Butte	68,300	65,100	95
	Calaveras	10,800	10,300	95
	Colusa	5,100	4,800	95
	El Dorado West	30,000	28,900	96
	Glenn	8,600	8,300	97
	Humboldt	45,400	43,500	96
	Mariposa	5,400	5,000	93
	Merced	55,200	53,100	96
	Placer East	4,600	4,400	97
	Plumas	7,900	7,400	94
	San Joaquin	150,900	144,600	96
	Shasta	52,000	50,300	97
	Sutter	21,600	21,000	97
	Tuolumne	15,900	15,000	94
	Yuba	19,800	19,200	97
<b>NEVADA</b>				
Carson City	15,000	14,600	97	
<b>OREGON</b>				
Coos	23,200	21,500	92	
Jackson	52,600	50,800	97	
Josephine	25,700	24,200	94	
Klamath	22,000	21,200	96	

(Continued on page A-167)

<b>Station Totals</b>	<b>3,690,200</b>	<b>3,555,400</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,994,200</b>	
<b>Average Daily Circulation (1987)</b>		<b>870,000</b>	

# California—San Francisco

## KOFY-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Pacific FM Inc., 2500 Marin St., San Francisco, CA 94124.

**Studio:** 2500 Marin St., San Francisco, CA 94124.

**Telephone:** 415-821-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 3470-kw max. visual, 347-kw max. aural. Antenna: 1550-ft. above av. terrain, 820-ft. above ground, 1654-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

**Transmitter:** Sutro Tower, Clarendon Heights, San Francisco.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** 5-meter; Harris receivers.

**News Service:** UPI.

**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 (legal):** Farrand, Malti, Cooper & Metzler.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

JAMES J. GABBERT, president.  
MICHAEL P. LINCOLN, general manager.  
HERB FARBER, sales manager.  
DENISE ST. LOUIS, promotion director.

**Highest 30 Sec. Rate:** \$2000.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Alameda	467,800	453,400	97
	Contra Costa West	246,600	241,100	98



KOFY-TV BPCT-850606KE Granted 10/16/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Marin	94,400	91,500	97
	Napa	41,100	39,600	96
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
	Santa Clara West	473,100	460,600	97
	Solano West	42,000	41,000	98
Between 5-24%	CALIFORNIA			
	Contra Costa East	29,400	28,700	98
	San Benito	10,100	9,600	95
	San Joaquin	150,900	144,600	96
	Santa Clara East	22,700	22,100	97
	Solano East	56,100	54,800	98
Sonoma	136,200	130,400	96	
<b>Station Totals</b>		<b>2,329,300</b>	<b>2,252,200</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>703,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>256,100</b>	

# California—San Francisco

**KWBB**

**Ch. 38**

**Network Service:** None, independent.

**Licensee:** West Coast United Bcstg. Co., 45 Franklin St., No. 205, San Francisco, CA 94102.

**Studio:** 250 Radio Road, Brisbane

**Telephone:** 415-558-8268.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. & 3819-kw horizontal visual, 500-kw max. & 382-kw horizontal aural. Antenna: 1291-ft. above av. terrain, 185-ft. above ground, 1500-ft. above sea level.

Latitude	37°	41'	15"
Longitude	122°	26'	04"

Requests modification of CP for change to 2570-kw max. visual, 1264-ft. above av. terrain, 154-ft. above ground, 1440-ft. above sea level. BMPCT-870813KH.

**Transmitter:** San Bruno Peak.

**Satellite Earth Station:** Harris, 3.8-meter C-band.

**Ownership:** Warren L. Chinn, chmn., 8%; Huntly Gordon, pres., 17%; Mark Stabler, secy.-treas.; Gary Takacs, dir., 3%; Charles Burns, dir., 3%.

**Began Operation:** December 28, 1968 as KUDO, left air April 15, 1971. Sale to Dr. W. Eugene Scott, et al., approved by FCC May 29, 1973. Resumed operation Aug. 4, 1974 as KVOF-TV. License renewal denied. FCC ordered station to cease operation Oct. 18, 1985. Present owner awarded facilities Aug. 22, 1984, began operation Jan. 1986.

**Represented (sales):** Doty & Associates (Los Angeles).

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**

HUNTLY GORDON, general manager.



KWBB BPCT-81011KI Granted 8/22/84

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JOHN ANDERSON, assistant general manager.  
GEORGE MATTIMILLER, sales manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

# California—San Jose

## KICU-TV

Ch. 36

**Network Service:** None, independent.

**Licensee:** Ralph C. Wilson Industries Inc., Box 36, San Jose, CA 95109.

**Studio:** 1585 Schallenberger Rd., San Jose, CA 95131.

**Telephone:** 408-298-3636.

**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"

Requests CP for change 3930-kw max. visual, 2305-ft. above av. terrain, 627-ft. above ground, 3066-ft. above sea level, lat. 37° 29' 16.80", long. 121° 51' 58.90", transmitter to Monument Peak, Alameda County. BPCT-870331KP.

**Transmitter:** Monument Peak, 4.5-mi. NE of Milpitas.

**Satellite Earth Stations:** Microwave General, 5-meter; Scientific-Atlanta, 5-meter; Vertex, 4.7-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Ralph C. Wilson Jr., 100%. See Group Ownership of Television Stations.

**Begin Operation:** October 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):** Seltel Inc.

**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- WILLIAM R. HIRSHEY, president.
- JOHN DAVISON, exec. vice president & general manager.
- JIM EVERS, vice president & director of operations.
- W. S. BEEMAN, vice president, engineering.
- BRENT SCHEINER, national sales manager.
- JIM KRAENZEL, chief engineer.
- DOUGLAS McKNIGHT, news director.
- JAMES MARSH, director of accounting.
- ROY AVILA, community affairs director.

**Rates:** Not available.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Marin	94,400	91,500	97
	Monterey	110,900	106,600	96



KICU-TV BPCT-4080 Granted 4/17/68 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Napa	41,100	39,600	96
	Santa Clara East	22,700	22,100	97
	Santa Clara West	473,100	460,600	97
	Santa Cruz	84,800	81,200	96
	Sutter	21,600	21,000	97
	Yuba	19,800	19,200	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Calaveras	10,800	10,300	95
	El Dorado West	30,000	28,900	96
	Lake	21,000	19,400	93
	Mendocino	29,000	26,800	93
	Placer West	50,600	48,700	96
	Plumas	7,900	7,400	94
	Sacramento	358,800	349,100	97
	San Benito	10,100	9,600	95
	San Francisco	315,800	296,300	94
	San Joaquin	150,900	144,600	96
San Mateo	243,100	238,500	98	
Solano East	56,100	54,800	98	
Solano West	42,000	41,000	98	
Sonoma	136,200	130,400	96	
<b>Station Totals</b>		<b>3,084,500</b>	<b>2,980,300</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>654,700</b>
<b>Average Daily Circulation (1987)</b>				<b>190,100</b>

# California—San Jose

## KLXV-TV

Ch. 65

**Network Service:** None, independent.

**Permittee:** Cathedral of Faith, 2315 Canoas Garden Rd., San Jose, CA 95150.

**Studio:** 2315 Canoas Garden Rd., San Jose, CA 95125.

**Telephone:** 408-264-6565.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 3060-kw max. visual, 306-kw max. aural. Antenna: 2663-ft. above av. terrain, 196-ft. above ground, 3934-ft. above sea level.

Latitude	37°	06'	41"
Longitude	121°	50'	30"

**Transmitter:** Loma Prieta antenna farm, 15-mi. S of San Jose.

**Ownership:** Non-stock, non-profit corp. Roy Kenneth Foreman, pres.; Allen R. Randolph, 1st v.p.; Harold Woodson, 2nd v.p.; Kenneth Schmidt, 3rd v.p.; Shirley M. Foreman, secy.-treas. R. K. Foreman has interest in applicant for Ch. 30 San Bernardino, CA.

**Began Operation:** November 15, 1986. Sale to present owners by Donald B. Thompson approved by FCC March 31, 1987.

**Represented (legal):** Seymour M. Chase, P.C.

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

**Personnel:**

DONALD THOMSON, general manager.  
SKIP MORETTI, director of operations.  
KURT FOREMAN, business manager.  
DAVID JAIME, program director.

**Arbitron Data:** Not available.



City of License: San Jose. ADI: San Francisco. Rank: 5.

# California—San Jose

**KNTV**

Ch. 11

**Network Service:** ABC.

**Licensee:** KNTV Inc., 645 Park Ave., San Jose, CA 95110.

**Studio:** 645 Park Ave., San Jose.

**Telephone:** 408-286-1111.

**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° 50' 34"

**Transmitter:** 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; Avantek receivers.

**News Services:** AP, Bay City News, UPI.

**Ownership:** Landmark Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1955. Sale to present owner by Gill Industries approved by FCC July 28, 1978 (*Television Digest*, Vol. 18:3).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

- RICHARD FRAM, vice president & general manager.
- MARTY EDELMAN, general sales manager.
- BRUCE COWSERT, local sales manager.
- TOM MOO, news director.
- STEWART PARK, program director.
- PAT BERNY, promotion director.
- LOUIS R. BELL, director of engineering.
- BARBARA M. SMITH, controller.

**Highest 30 Sec. Rate:** \$3500.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	110,900	106,600	96
	San Benito	10,100	9,600	95
	Santa Clara East	22,700	22,100	97
	Santa Cruz	84,800	81,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,400	5,000	93
	Santa Clara West	473,100	460,600	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	467,800	453,400	97
	Contra Costa West	246,600	241,100	98
	Marin	94,400	91,500	97
	Napa	41,100	39,600	96
	San Francisco	315,800	296,300	94
	San Mateo	243,100	238,500	98
	Solano West	42,000	41,000	98
<b>Station Totals</b>		<b>2,157,800</b>	<b>2,086,500</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>517,300</b>
<b>Average Daily Circulation (1987)</b>				<b>219,100</b>

# California—San Jose

**KSTS**

**Ch. 48**

**Network Service:** Telemundo.

**Licensee:** National Group TV Inc., 2349 Bering Dr., San Jose, CA 95131.

**Studio:** 2349 Bering Dr., San Jose, CA 95131.

**Telephone:** 408-435-8848.

**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.

**Satellite Earth Stations:** Microwave General, 3-meter; Microwave General, 5-meter; Harris, M/A-Com, RCA, Vertex receivers.

**News Service:** UPI.

**Ownership:** Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 31, 1981. Sale to present owner by National Group TV Inc. (N. John Douglas, et. al.) approved by FCC July 31, 1987 (**Television Digest**, Vol. 27:26, 34).

**Represented (legal):** Mullin, Rhyne, Emmonds & Topel.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

PAUL NEIDERMEYER, vice president & general manager.  
DON WAIER, general sales manager.  
KARL KAUFFMAN, chief engineer.  
MIKE MAZE, operations manager.

**Highest 30 Sec. Rate:** \$200.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.



KSTS BMPCT-790917KN Granted 11/15/79 © American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	San Mateo	243,100	238,500	98
	Santa Clara West	473,100	460,600	97
<b>Station Totals</b>		<b>716,200</b>	<b>699,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>89,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>24,500</b>	



# California—San Luis Obispo

## KSBY-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** KSBY Inc., 467 Hill St., San Luis Obispo, CA 93401.

**Studio:** 467 Hill St., San Luis Obispo, CA 93401.

**Telephone:** 805-541-6666. **TWX:** 910-351-6701.

**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.

**Multichannel TV Sound:** Stereo only.

**News Service:** UPI.

**Ownership:** Gillett Communications Co. See Group Ownership of Television Stations.

**Began Operation:** May 25, 1953. John C. Cohan and Jerome Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (*Television Digest*, Vol. 12:24; 13:22, 29). Subsequent sale to Central California Communications Corp. (formerly Salinas Valley Bcstg. Corp.) by Cohan and Kantro approved July 18, 1957 by FCC. Sale to John Blair & Co. approved by FCC Feb. 14, 1979 (Vol. 18:3). FCC approved sale to present owner Dec. 30, 1986.

**Represented (sales):** Blair Television.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Hammett & Edison Inc.

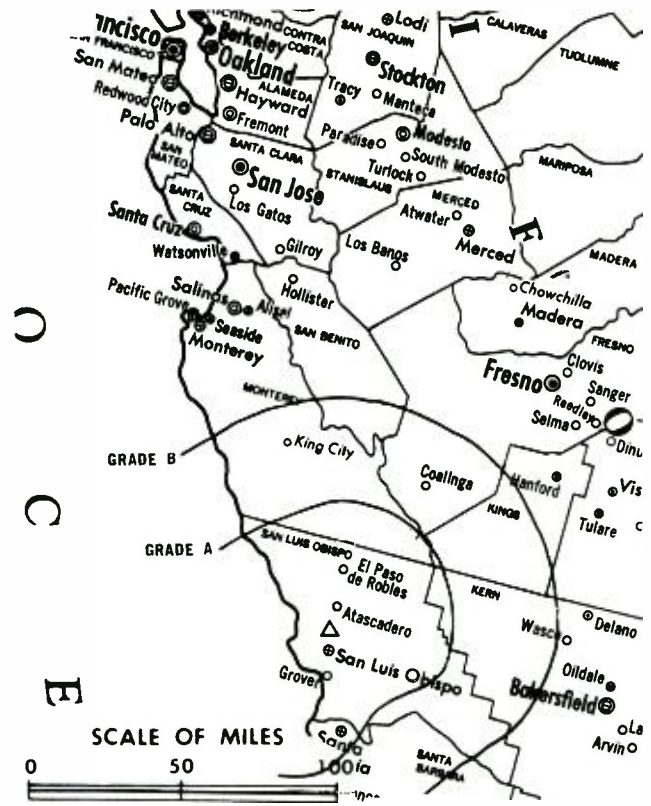
**Personnel:**

NEIL DERROUGH, president & general manager.  
KENNETH REID, vice president & chief engineer.  
JOHN SCOTT, general sales manager.  
VIVI ZIGLER, program/creative services director.  
BERT WESTHOFF, operations manager.  
JIM PRATHER, news director.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** San Luis Obispo. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 113.



KSBY-TV BMPCT-1066 Granted 4/29/53

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Mono	4,200	3,700	87
	San Luis Obispo	72,600	69,400	96
	Santa Barbara North	55,000	52,800	96
Between 25-49%	<b>CALIFORNIA</b>			
	Santa Barbara South	70,000	67,300	96
<b>Station Totals</b>		<b>201,800</b>	<b>193,200</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>138,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>76,400</b>	

# California—Santa Barbara

## KEYT-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Smith Bcstg. of California Inc., Drawer X, Santa Barbara, CA 93102.

**Studio:** 730 Miramonte Dr., Santa Barbara, CA 93109.

**Telephone:** 805-965-8533. **TWX:** 910-321-0268.

**Fax:** 805-962-2342.

**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 Mountains.

**Satellite Earth Stations:** In operation; Standard Communications receivers.

**News Service:** UPI.

**Ownership:** Smith Bcstg. of California Inc., gen. partner, 1%; William S. Reyner Jr., ltd. partner, 75%; Sandra Benton, ltd. partner, 5%; Smith Broadcasting Group, ltd. partner, 17%. See Smith Bcstg. Group in Group Ownership of Television Stations.

**Began Operation:** July 24, 1953. Sale by Harry C. Butcher-Collin M. Selph group to William F. Luton & family approved March 27, 1957 by FCC (*Television Digest*, Vol. 12:52, 13:9, 13). Luton sale to Shamrock Bcstg. approved by FCC Oct. 16, 1984. Sale to present owners approved by FCC April 21, 1987.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Leventhal, Senter & Lerman.

### Personnel:

SANDRA BENTON, vice president & general manager.  
GENE FORSELL, community relations director.  
DON KATICH, production manager.  
KING HARRIS, director of news.  
FRANK GODDARD, chief engineer.  
RENEE FOLEY, program director.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$444.

**City of License:** Santa Barbara. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 113.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	72,600	69,400	96
	Santa Barbara North	55,000	52,800	96
	Santa Barbara South	70,000	67,300	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Ventura	205,600	200,600	98
<b>Station Totals</b>		<b>403,200</b>	<b>390,100</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>249,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>109,800</b>	

# California—Santa Maria

## KCOY-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc.

**Studios:** 1503 N. McClelland, Santa Maria, CA 93454; 1110 Coast Village Circle, Santa Barbara, CA 93017.

**Telephone:** 805-922-0505. **TWX:** 910-351-5875.

**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.

**Satellite Earth Stations:** 2 in operation.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc. See Group Ownership of Television 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):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

CHARLES S. STAUFFER, general manager.  
LARRY J. FISCHER, general sales manager.  
TOM MURPHY, operations manager.  
BILL PEIRCE, news director.  
DENNIS BORNHOFT, chief engineer.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Santa Maria. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 113.



SCALE OF MILES  
0 50 100

KCOY-TV BPCT-4701 Granted 3/14/74 © American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	72,600	69,400	96
	Santa Barbara North	55,000	52,800	96
	Santa Barbara South	70,000	67,300	96
<b>Station Totals</b>		<b>197,600</b>	<b>189,500</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>			<b>160,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>81,800</b>	

# California—Santa Rosa

**KFTY**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Sonoma Broadcasting Inc., Box 1150, Santa Rosa, CA 95402.

**Studio:** 533 Mendocino Ave., Santa Rosa, CA 95401.

**Mailing Address:** Box 1150, Santa Rosa, CA 95402.

**Telephone:** 707-526-5050.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 302-kw max. & 209-kw horizontal visual, 12.6-kw aural. Antenna: 3084-ft. above av. terrain, 144-ft. above ground, 4454-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.

**Satellite Earth Stations:** Simulsat, 5-meter; Vertex, 4.6-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** W. A. Brown, 100%.

**Began Operation:** May 1, 1981.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Farrand, Malti, Cooper & Metzler.

**Personnel:**

JAMES D. JOHNSON, exec. vice president & general manager.  
FRANK SAVAGE, vice president, sales & marketing.  
ROD SHERRY, news director.  
CHUCK SNYDER, program director.  
JOE PEREZ, vice president & director of engineering.  
PAUL SACKS, sales manager.  
AFTON AULD, promotion director.

**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate (July 1, 1987):** \$250.

**City of License:** Santa Rosa. **ADI:** San Francisco. **Rank:** 5.

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



KFTY BMPCT—831215AA Granted 1/24/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Lake	21,000	19,400	93
	Napa	41,100	39,600	96
	Sonoma	136,200	130,400	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,000	9,500	95
	Marin	94,400	91,500	97
<b>Station Totals</b>		<b>302,700</b>	<b>290,400</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>112,700</b>
<b>Average Daily Circulation (1987)</b>				<b>35,000</b>

# California—Vallejo

## KPST-TV

Ch. 66

**Network Service:** HSN.

**Grantee:** Pan Pacific Television Inc., 475 El Camino Real, Suite 308, Millbrae, CA 94030.

**Studio:** 1330 Georgia St., Vallejo, CA 94950.

**Mailing Address:** Suite 308, 475 El Camino Real, Millbrae, CA 94030.

**Telephones:** 415-697-6682; 707-644-8866.

**Fax:** 415-697-1268.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 3459-kw max. visual, 346-kw max. aural. Antenna: 1529-ft. above av. terrain, 797-ft. above ground, 1631-ft. above sea level.

Latitude	37°	45'	20"
Longitude	122°	27'	05"

**Transmitter:** Mt. Sutro Tower, San Francisco.

**Ownership:** Victor H. Sun, chmn., 25%; David Li, pres. & gen. mgr., 20%; Wallace Lee, v.p., 30%; Shirley Lau, 25%. **Note:** Sale to Silver King Bcstg. pends.

**Began Operation:** November 25, 1986.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

DAVID LI, president & general manager.

C. T. TUAN, general sales manager.

MICHAEL TU, traffic director.

JOE HANNIGAN, engineering director.

SAMMY YANG, program director.



KPST-TV BMPCT—860925KM Granted 10/9/86

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**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available

**City of Permit:** Vallejo. **ADI:** San Francisco. **Rank:** 5.

## California

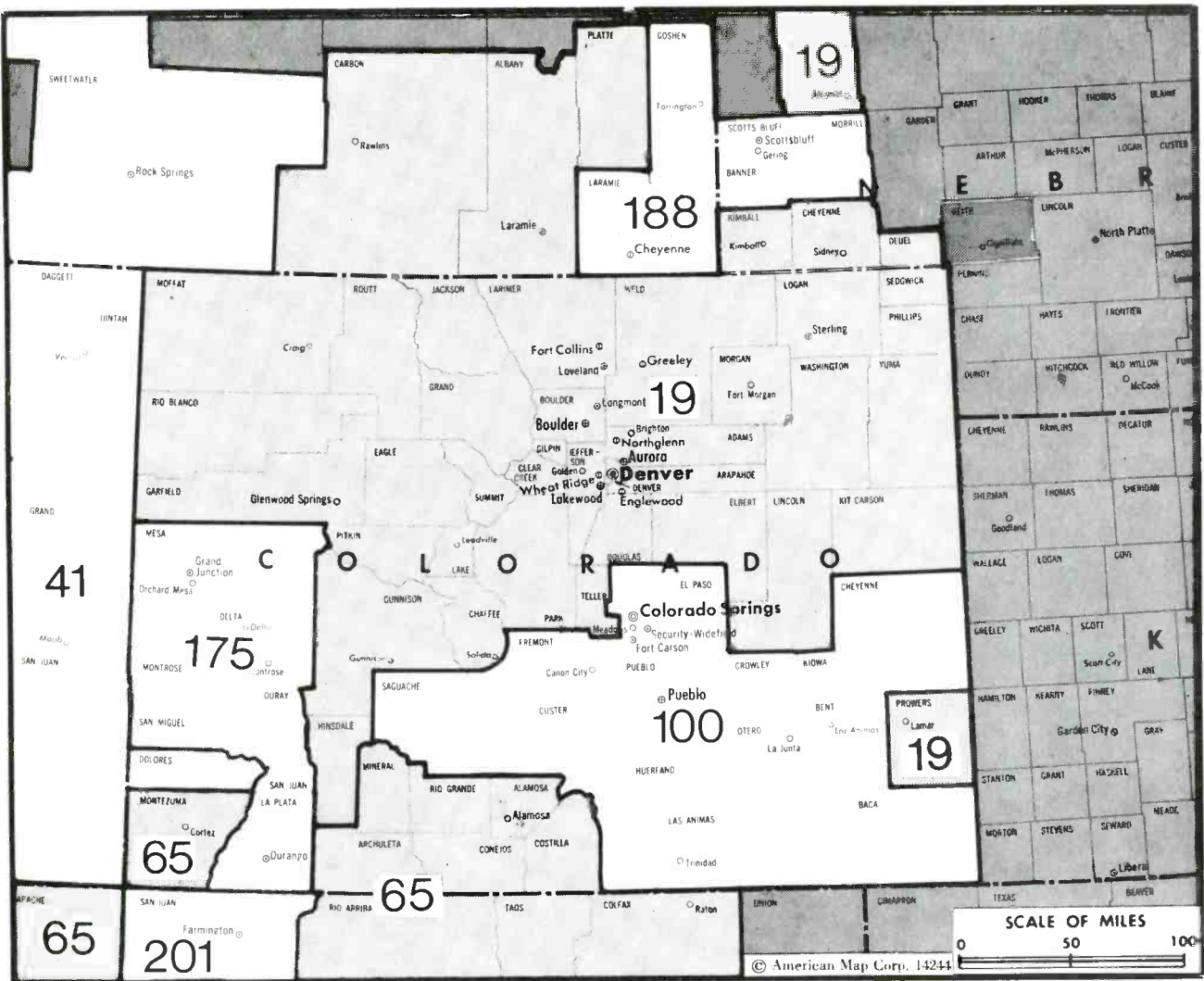
### KTVU, Oakland-San Francisco (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Placer West	50,600	48,700	96
	Sierra	1,600	1,500	94
	Siskiyou	17,200	16,100	93
	Tehama	17,600	17,100	97
	Yolo	47,600	45,800	96
	<b>NEVADA</b>			
	Douglas	9,600	9,200	96
	Washoe	93,800	91,400	97
	<b>OREGON</b>			
	Douglas	35,100	33,400	95
	Lane	104,100	100,300	96
	Marion	77,500	74,300	96

# ON TOP

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**Television Digest** regularly.

# Colorado



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO	1,025,000	19	KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KUSA-TV (9), KWGN-TV (2), KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2)
Salt Lake City, UT	581,700	41	KCHF (11), KGGM-TV (13), KGSW(14), KNAT (23), KNMZ-TV (2), KOA-TV (7), KOB-TV (4), KWNM-TV (10)
Albuquerque, NM	388,100	65	KKTU (11), KOAA-TV(5), KRDO-TV (13), KXRM-TV (21)
Colorado Springs-Pueblo, CO	215,500	100	KJCT-TV (8), KREX-TV(5), KREY-TV (10), KREZ-TV (6)
Grand Junction-Durango, CO	68,300	175	KDUH-TV (4), KGWN-TV(5), KSTF (10), KTVS (3)
Cheyenne, WY-Scottsbluff, NE	50,100	188	KOBF (12)
Farlington, NM	31,800	201	

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KKTU, Pueblo	See Colorado Springs, CO
KOAA-TV, Pueblo	See Colorado Springs, CO
KRDO-TV, Pueblo	See Colorado Springs, CO
KXRM-TV, Pueblo	See Colorado Springs, CO

Colorado Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	12	3	15
Educational Television Stations	3	0	3
	15	3	18

# Colorado—Colorado Springs-Pueblo

**KKTV**

**Ch. 11**

**Network Service:** CBS.

**Licensee:** KKTV Inc., Box 2110, Colorado Springs, CO 80901.

**Studio:** 3100 N. Nevada Ave., Box 2110, Colorado Springs, CO 80907.

**Telephone:** 303-634-2844.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 234-kw visual, 46.8-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, CNN, WSI.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** December 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 June 4, 1969 (Vol. 9:23). Previous sale by James D. & Betty Z. Russell and Gifford Philips approved July 31, 1963 (Vol. 3:31).

**Represented (sales):** Katz Television.

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

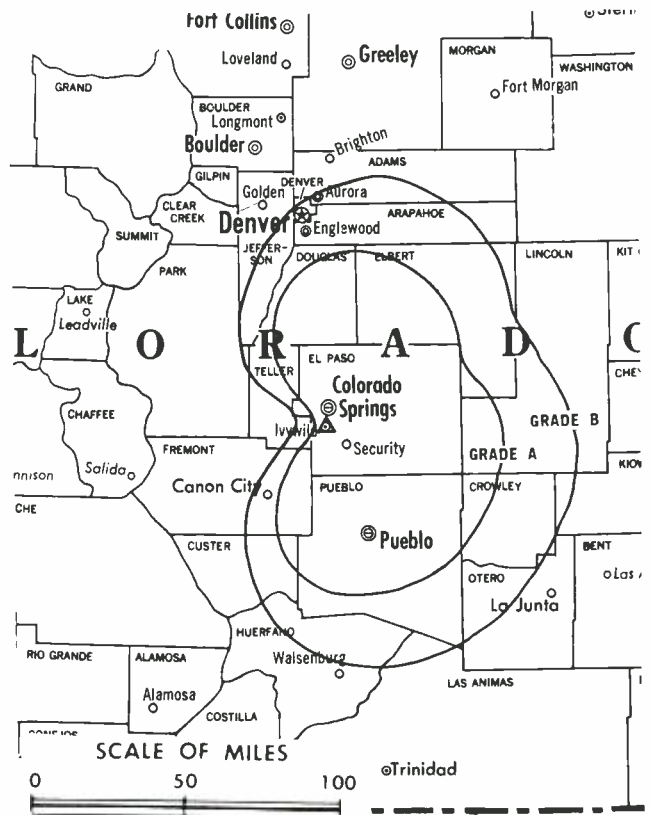
JAMES D. LUCAS, vice president & general manager.  
BARBARA ETRICK, general sales manager.  
LORNA DUNCAN, program director.  
RICK CRADDOCK, chief engineer & operations manager.  
HAL KENNEDY, news director/assistant general manager.

**Rates:** Not available.

**City of License:** Colorado Springs. **ADI:** Colorado Springs-Pueblo. **Rank:** 100.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	1,000	900	89
	Conejos	2,700	2,600	96
	Costilla	1,200	1,100	91
	Crowley	1,200	1,200	100
	Custer	700	700	100
	El Paso	132,200	130,300	99
	Fremont	12,000	11,600	96
Huerfano	2,700	2,600	96	



KKTV BPCT-2759 Granted 4/27/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Otero	8,100	7,900	98
	Prowers	5,400	5,100	94
	Pueblo	47,700	46,900	98
	Saguache	1,400	1,300	93
Teller	4,400	4,300	98	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Elbert	3,000	2,900	97
	<b>NEW MEXICO</b>			
Colfax	5,300	5,000	94	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	<b>NEW MEXICO</b>			
Union	1,800	1,700	94	
<b>Station Totals</b>		<b>247,300</b>	<b>241,700</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>209,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>134,200</b>	



# Colorado—Pueblo-Colorado Springs

## KOAA-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Sangre de Cristo Communications Inc., 2200 7th Ave., Pueblo, CO 81003.

**Studio:** 2200 7th Ave., Pueblo, CO 81003.

**Telephone:** 303-544-5782.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.5"  
Longitude 104° 33' 27.2"

**Transmitter:** Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Harris, 6-meter Ku-band; Microdyne, 3.6-meter Ku-band; Harris, 3-meter Ku-band; M/A-Com, Microdyne & Harris receivers.

**News Services:** Accu-Weather, AP, ESD, NBC.

**Ownership:** Cordillera Communications, wholly owned subsidiary of Evening Post Publishing Co. See Group Ownership of TV Stations.

**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):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

JOHN O. GILBERT, president & general manager.  
JACK SINCLAIR, program director.  
FLO ISRINGHAUSEN, national sales manager.  
DORI WALLS, sales manager, Pueblo.  
PIE MALSON, sales manager, Colorado Springs.  
DAVE ROSE, news director & station manager.  
JOE DIAZ, production manager.  
KEN RENFROW, chief engineer.  
LES PATTERSON, operations manager.

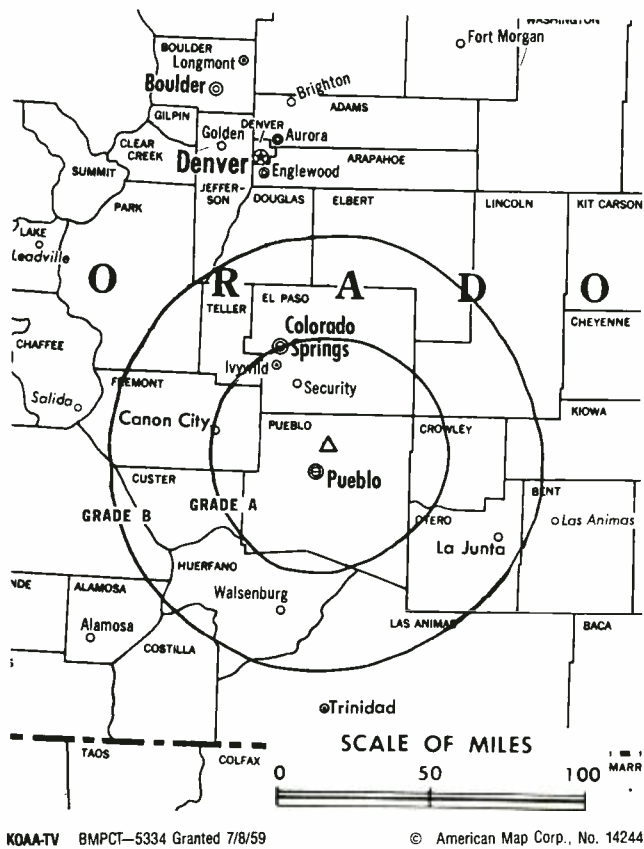
**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Pueblo. **ADI:** Colorado Springs-Pueblo. **Rank:** 100.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	1,000	900	89
	Crowley	1,200	1,200	100
	El Paso	132,200	130,300	99
	Fremont	12,000	11,600	96
	Gunnison	4,200	3,900	93



KOAA-TV BMPCT-5334 Granted 7/8/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hinsdale	200	200	100
	Huerfano	2,700	2,600	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Mineral	300	300	100
	Otero	8,100	7,900	98
	Prowers	5,400	5,100	94
Pueblo	47,700	46,900	98	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Custer	700	700	100
	Elbert	3,000	2,900	97
	<b>KANSAS</b>			
	Hamilton	1,000	1,000	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Chaffee	5,100	4,900	96
	Costilla	1,200	1,100	91
	Delta	9,500	9,100	96
	Lincoln	1,800	1,700	94
	Montrose	9,900	9,500	96
	Park	2,900	2,800	96
	Rio Grande	3,600	3,400	94
	Teller	4,400	4,300	98
	<b>NEW MEXICO</b>			
Colfax	5,300	5,000	94	
<b>Station Totals</b>		<b>273,600</b>	<b>266,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>204,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>128,600</b>	

# Colorado—Colorado Springs-Pueblo

## KRDO-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Pikes Peak Broadcasting Co., Box 1457, Colorado Springs, CO 80901-1457.

**Studio:** 399 S. 8th St., Colorado Springs, CO 80905.

**Telephone:** 719-632-1515. **TWX:** 910-920-4971.

**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.

**Satellite Earth Stations:** Andrew, 7.3-meter Ku-band; Andrew, 4.3-meter; Avantek, M/A-Com receivers.

**AM Affiliate:** KRDO, 1-kw, 1240 kHz.

**FM Affiliate:** KRDO-FM, 96-kw, 95.1 MHz (No. 236), 2010-ft.

**News Service:** AP.

**Ownership:** Pikes Peak Bcstg. Co. See Group Ownership of Television Stations.

**Began Operation:** September 21, 1953. Sale to present owner by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**

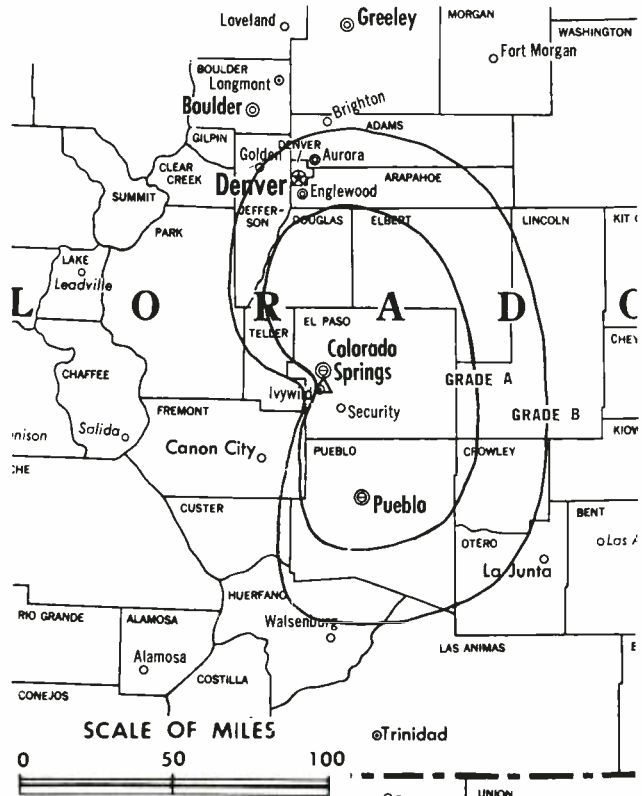
HARRY W. HOTH JR., president.  
NEIL KLOCKSIEM, general manager.  
PATTI CROUSE, assistant general manager.  
HANK COLVERT, general sales manager.  
BOB PIPER, local sales manager.  
CHARLES UPTON, chief engineer.

**Rates:** Not available.

**City of License:** Colorado Springs. **ADI:** Colorado Springs-Pueblo. **Rank:** 100.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	1,000	900	89
	Crowley	1,200	1,200	100
	Custer	700	700	100
	El Paso	132,200	130,300	99
	Fremont	12,000	11,600	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95



KRDO-TV BPCT-800410KK Granted 7/22/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	1,800	1,700	94
	Otero	8,100	7,900	98
	Prowers	5,400	5,100	94
	Pueblo	47,700	46,900	98
	Teller	4,400	4,300	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Elbert	3,000	2,900	97
Huerfano	2,700	2,600	96	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Costilla	1,200	1,100	91
	Lake	2,600	2,500	96
	Rio Grande	3,600	3,400	94
	Saguache	1,400	1,300	93
	<b>KANSAS</b>			
	Greeley	700	700	100
	Hamilton	1,000	1,000	100
	Wallace	700	700	100
	<b>NEW MEXICO</b>			
Union	1,800	1,700	94	
<b>Station Totals</b>		<b>247,900</b>	<b>242,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>204,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>126,000</b>	

# Colorado—Colorado Springs

## KXRM-TV

Ch. 21

**Network Service:** Fox.

**Licensee:** KXRM Partnership, Box 15815, Colorado Springs, CO 80935.

**Studio:** 5050 Edison Ave., Suite 221, Colorado Springs, CO 80935.

**Mailing Address:** Box 15815, Colorado Springs, CO 80935.

**Telephone:** 303-591-1121.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1054-kw visual, 105.4-kw aural. Antenna: 2085-ft. above av. terrain, 125-ft. above ground, 9485-ft. above sea level.

Latitude 38° 44' 40"  
Longitude 104° 51' 37"

**Transmitter:** Bldg. No. 29, Cheyenne Mtn.

**Satellite Earth Stations:** 3 in operation; 1 Prodelin, 12-meter; Microdyne, RCA receivers.

**News Service:** INN.

**Ownership:** Z/L Media Corp., gen. partner, 50%; Edison Media Inc., gen. partner, 50%. EMI ownership: Larry Douglas, president; Kim Carlson, vice pres.-secy.-treas., 50% each. Z/L Media Corp. ownership: Bernard C. Ziegler III, 35%; John V. Limbach, v.p., 10%; Bernard A. Ziegler, 20%; R. Joseph Fuchs, 15%; Jeffrey J. Ziegler, 10%; Richard J. Glaisner, 10%. Kim Carlson has interest in WJWT(TV), Jackson, TN & permittees of WTHL(TV), Bainbridge, GA & WFGX(TV), Fort Walton Beach, FL.

**Began Operation:** January 22, 1985.

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

**Represented (legal):** Cohn & Marks.

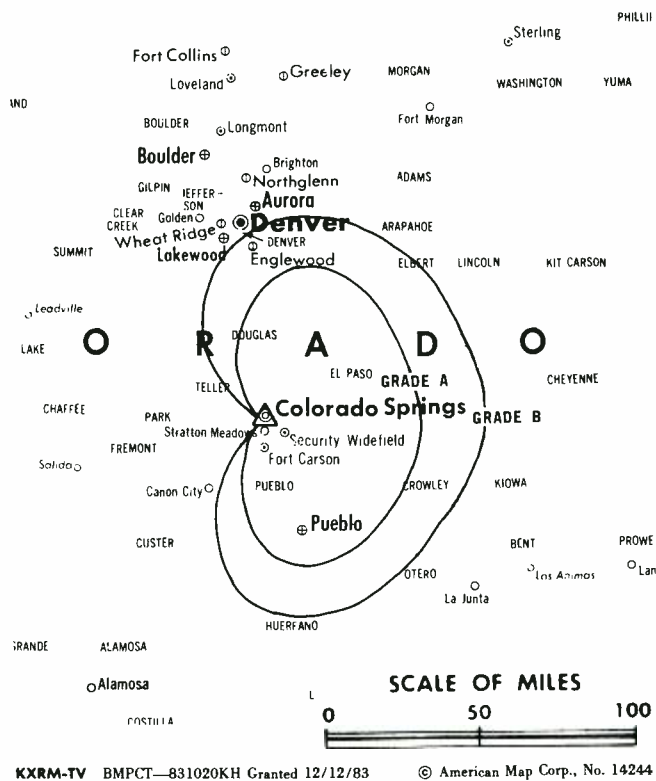
**Personnel:**

LARRY DOUGLAS, president & general manager.  
CHIP LUSKO, sales manager.  
JOE DUCKETT, chief engineer.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Colorado Springs. **ADI:** Colorado Springs-Pueblo. **Rank:** 100.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	El Paso	132,200	130,300	99
	<b>COLORADO</b>			
<b>Between 25-49%</b>	Elbert	3,000	2,900	97
	Fremont	12,000	11,600	96
	Pueblo	47,700	46,900	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Crowley	1,200	1,200	100
	Otero	8,100	7,900	98
	Teller	4,400	4,300	98
<b>Station Totals</b>		<b>208,600</b>	<b>205,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>89,200</b>
<b>Average Daily Circulation (1987)</b>				<b>37,000</b>

# Colorado—Denver

## KCNC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** General Electric Bcstg. Co. of Colorado Inc., Box 5012 T.A., Denver, CO 80217.

**Studio:** 1044 Lincoln St., Denver, CO 80203.

**Telephone:** 303-861-4444. **TWX:** 910-931-0439.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 10-meter; Harris receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** General Electric Co. See Group Ownership of TV Stations.

**Began Operation:** December 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):** Katz Television.

### Personnel:

ROGER L. OGDEN, president & general manager.  
JIM MacDERMOTT, vice president & station manager.  
LON LEE, vice president & program manager.  
MARV ROCKFORD, vice president & news director.  
RICHARD WARDELL, general sales manager.  
THOMAS RAPONI, local sales manager.  
TOM EDWARDS, production manager.  
MARV DANIELSKI, promotion manager.  
DAVID LAYNE, manager, engineering.  
MARCIA WEST, director of public affairs.

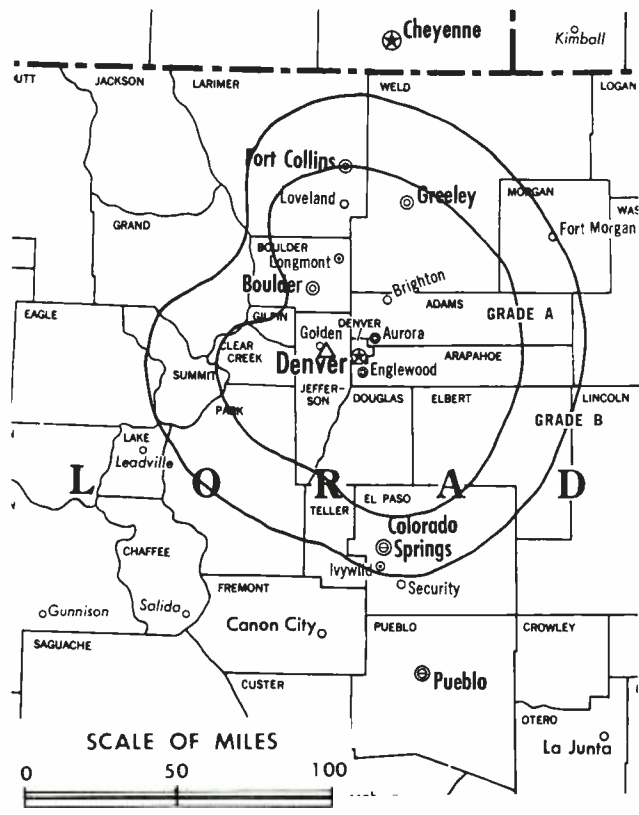
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1500.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	103,900	103,100	99
	Arapahoe	154,600	152,900	99
	Boulder	86,500	84,400	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Denver	226,900	222,300	98
	Douglas	12,200	12,100	99
	Eagle	7,200	6,800	94
	Elbert	3,000	2,900	97
	Garfield	10,200	9,700	95
	Gilpin	1,200	1,200	100
	Grand	3,900	3,700	95
	Jackson	700	700	100
	Jefferson	167,600	166,100	99
	Kit Carson	3,000	2,800	93
	Lake	2,600	2,500	96
Larimer	69,300	67,800	98	
Lincoln	1,800	1,700	94	



KCNC-TV BMPCT-3330 Granted 9/1/55 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Logan	7,700	7,400	96
	Mesa	36,300	35,400	98
	Moffat	6,000	5,600	93
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,300	4,800	91
	Prowers	5,400	5,100	94
	Rio Blanco	2,400	2,300	96
	Routt	6,100	5,700	93
	Sedgwick	1,400	1,400	100
	Summit	4,800	4,600	96
	Teller	4,400	4,300	98
	Washington	2,000	1,900	95
	Weld	51,500	50,600	98
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>	Box Butte	5,700	5,600
Brown		1,700	1,600	94
Cheyenne		4,100	4,000	98
Dawes		3,600	3,500	97
Deuel		1,000	1,000	100
Kimball		1,900	1,900	100
Scotts Bluff		14,600	14,400	99
<b>WYOMING</b>	Albany	11,600	11,100	96
	Campbell	12,400	11,800	95
	Carbon	7,400	7,100	96
	Converse	5,400	5,200	96
	Laramie	28,600	28,100	98
	Platte	4,900	4,700	96
	Sheridan	10,900	10,300	95

(Continued on page A-185)

<b>Station Totals</b>	<b>1,444,400</b>	<b>1,415,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,050,400</b>
<b>Average Daily Circulation (1987)</b>			<b>627,100</b>

# Colorado—Denver

## KDVR

Ch. 31

**Network Service:** Fox.

**Licensee:** Centennial Bcstg. Corp., 100 Speer Blvd., Denver, CO 80203.

**Studio:** 100 Speer Blvd., Denver, CO 80203.

**Mailing Address:** Box 3100, Denver, CO 80201.

**Telephone:** 303-831-8831.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1038-ft. above av. terrain, 375-ft. above ground, 7730-ft. above sea level.

Latitude 39° 43' 45"  
Longitude 105° 14' 12"

**Transmitter:** Lookout Mtn., near Golden.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** BMA Properties Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 10, 1983.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

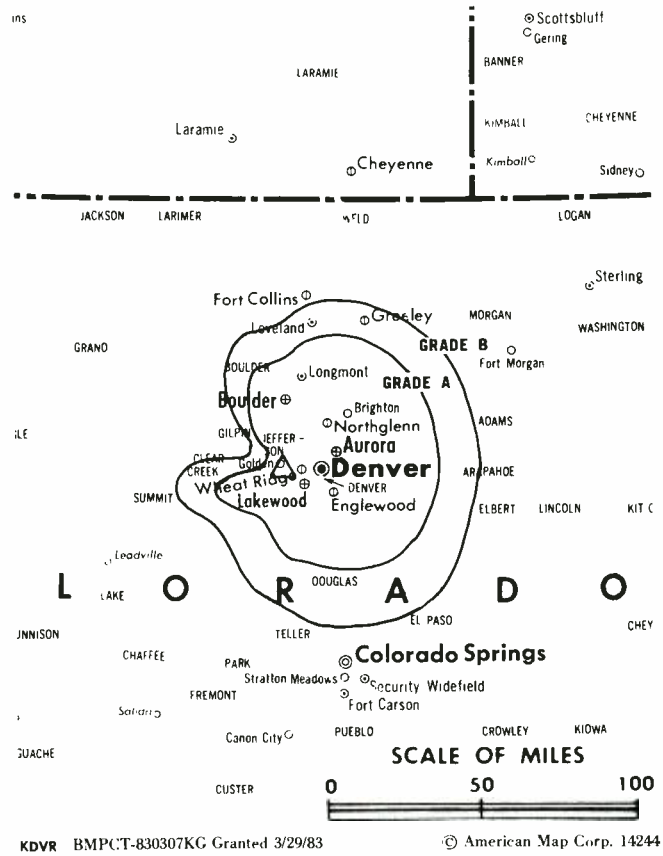
TERENCE J. BROWN, vice president & general manager.  
ROBERT McCAUGHEY, general sales manager.  
GARY BERBERET, promotion manager.  
STEPHANIE CAMPBELL, program director/operations.  
STEVE COULAM, engineering & technical operations director.  
P. BRADLEY SHORT, controller.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Adams	103,900	103,100	99
	Arapahoe	154,600	152,900	99
	Elbert	3,000	2,900	97



KDVR BMPCT-830307KG Granted 3/29/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	167,600	166,100	99
Between 25-49%	<b>COLORADO</b>			
	Boulder	86,500	84,400	98
	Denver	226,900	222,300	98
	Douglas	12,200	12,100	99
	Larimer	69,300	67,800	98
	Weld	51,500	50,600	98
Between 5-24%	<b>COLORADO</b>			
	Clear Creek	3,000	2,900	97
	Grand	3,900	3,700	95
<b>Station Totals</b>		<b>882,400</b>	<b>868,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>421,900</b>
<b>Average Daily Circulation (1987)</b>				<b>160,400</b>

# Colorado—Denver

## KMGH-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** McGraw-Hill Bcstg. Co. Inc., 123 Speer Blvd., Denver, CO 80203.

**Studio:** 123 Speer Blvd., Denver, CO 80203.

**Telephone:** 303-832-7777. **TWX:** 910-931-2615.

**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:** Cedar Lake Rd., Lookout Mtn.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Microdyne, 3.7-meter Ku-band; Microdyne, Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** McGraw-Hill Bcstg. Co. See Group Ownership of Television Stations.

**Began Operation:** November 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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

EDWARD T. REILLY, president & chief operating officer.  
ROBERT L. WHITE, vice president & general manager.  
ROBERT L. BARRON, general sales manager.  
LEONARD MARSH, local sales manager.  
GEORGE ROUSE, business manager.  
SHIRLEY THOMPSON, traffic director.  
ARTA BOLEY, director of news.  
ROBERT CHERNET, director of advertising & promotion.  
J. LAWRENCE POZZI, director of operations.  
MARY CAROLE McDONNELL, director of programming.

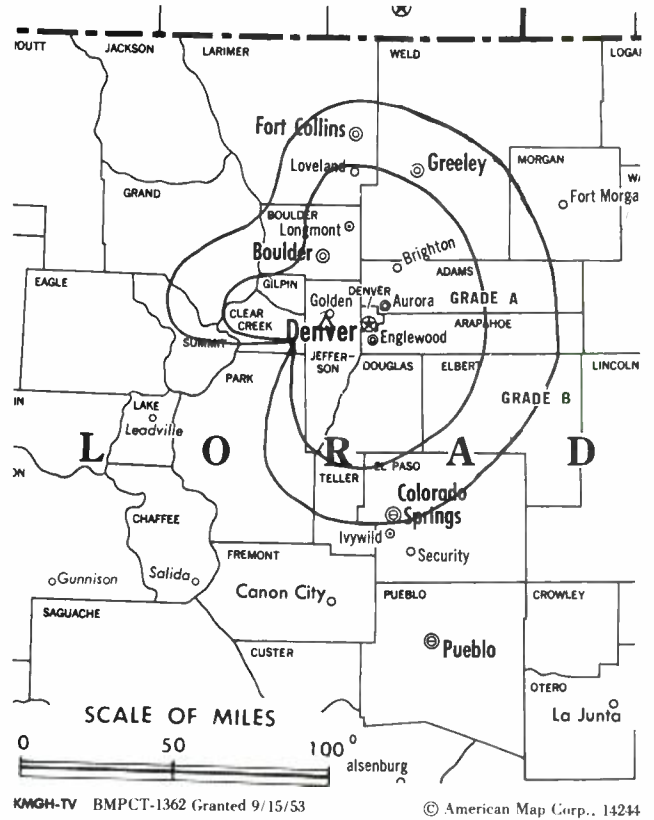
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1321.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	103,900	103,100	99
	Arapahoe	154,600	152,900	99
	Boulder	86,500	84,400	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Denver	226,900	222,300	98
	Douglas	12,200	12,100	99
	Eagle	7,200	6,800	94
	Elbert	3,000	2,900	97
	Gilpin	1,200	1,200	100
	Grand	3,900	3,700	95
	Jackson	700	700	100
	Jefferson	167,600	166,100	99
	Kit Carson	3,000	2,800	93
	Lake	2,600	2,500	96
	Larimer	69,300	67,800	98
Moffat	6,000	5,600	93	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MORGAN</b>	8,700	8,600	99
	Park	2,900	2,800	96
	Pitkin	5,300	4,800	91
	Routt	6,100	5,700	93
	Sedgwick	1,400	1,400	100
	Summit	4,800	4,600	96
	Weld	51,500	50,600	98
	<b>NEBRASKA</b>			
	Cheyenne	4,100	4,000	98
	Scotts Bluff	14,600	14,400	99
	<b>WYOMING</b>			
	Albany	11,600	11,100	96
	Campbell	12,400	11,800	95
	Carbon	7,400	7,100	96
	Goshen	4,800	4,700	98
	Laramie	28,600	28,100	98
	Platte	4,900	4,700	96
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Gunnison	4,200	3,900	93
	Huerfano	2,700	2,600	96
	Lincoln	1,800	1,700	94
	Logan	7,700	7,400	96
	Phillips	1,800	1,800	100
	Prowers	5,400	5,100	94
	Rio Blanco	2,400	2,300	96
	Teller	4,400	4,300	98
Washington	2,000	1,900	95	
<b>KANSAS</b>				
Cheyenne	1,500	1,500	100	
(Continued on page A-185)				
<b>Station Totals</b>		<b>1,387,600</b>	<b>1,360,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>928,400</b>
<b>Average Daily Circulation (1987)</b>				<b>463,800</b>

## Colorado—Denver

### KUBD

Ch. 59

**Network Service:** Telemundo.

**Grantee:** High Seas Communications Corp., 9805 E. Iliff Ave., Denver, CO 80231.

**Studio:** 9805 E. Iliff Ave.

**Telephone:** 303-751-5959.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 315-ft. above av. terrain, 315-ft. above ground, 5838-ft. above sea level.

Latitude 39° 40' 31"  
Longitude 104° 52' 22"

**Transmitter:** 9805 E. Iliff Ave., Denver.

**Multichannel TV Sound:** Plans stereo.

**Satellite Earth Station:** Echosphere, 5-meter Ku- & C-band.

**Ownership:** Denver Channel 59 Partnership Ltd., 100%. High Seas Communications Corp., gen. partner, 25%; Charles Ergen, Ltd. partner, 75%. High Seas ownership: David Drucker, pres., 80%; Charles Ergen, v.p., 20%; Penny Drucker, secy.-treas. David Drucker & Ergen have interest in Echonet Corp., LPTV permittee. P. Drucker is permittee of LPTV stations.

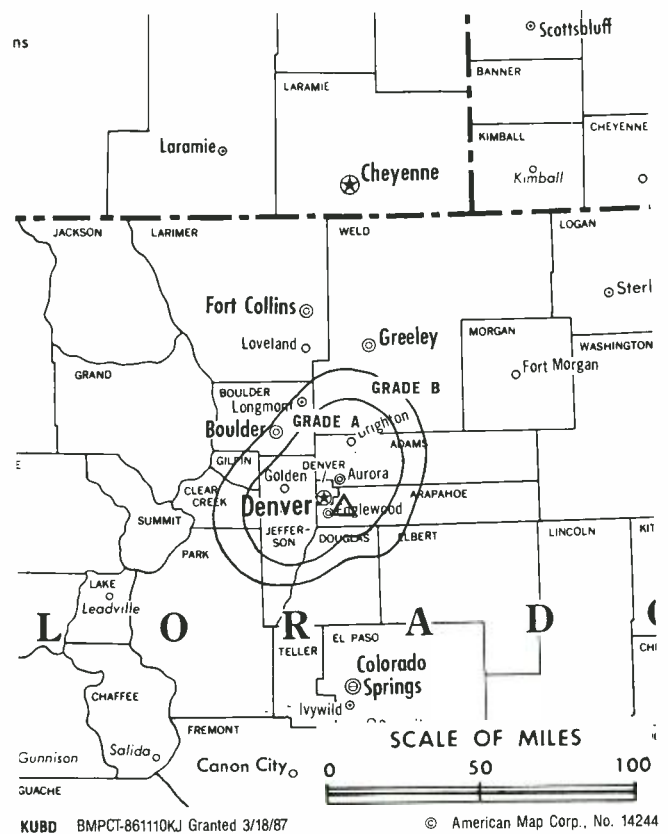
**Began Operation:** September 2, 1987.

**Represented (legal):** Cole, Raywid & Braverman.

**Represented (engineering):** Richard L. Vega & Assoc. Inc.

#### Personnel:

DAVID DRUCKER, general manager.  
RAY FRIEDMAN, general sales manager.  
PAUL GARBER, chief engineer.



KUBD BMPCT-861110KJ Granted 3/18/87

**Highest One Hour Rate:** \$250.

**Highest 30 Sec. Rate:** \$60.

**Arbitron Data:** Not available.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

# Colorado—Denver

## KUSA-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Combined Communications Corp., 1089 Bannock St., Denver, CO 80217.

**Studio:** 1089 Bannock St., Denver, CO 80217.

**Mailing Address:** Box 5667, Denver, CO 80217.

**Telephone:** 303-893-9000. **TWX:** 910-931-2648.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Andrew, 5.6-meter Ku-band; Scientific-Atlanta, 3.7-meter Ku-band; Avantek, DX, Scientific-Atlanta receivers.

**News Services:** ABC, AP, CNN Headline News, Gannett News Service, NIWS.

**Ownership:** Gannett Co. Inc., 100%. See Group & Newspaper Ownership of TV Stations.

**Began Operation:** October 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):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

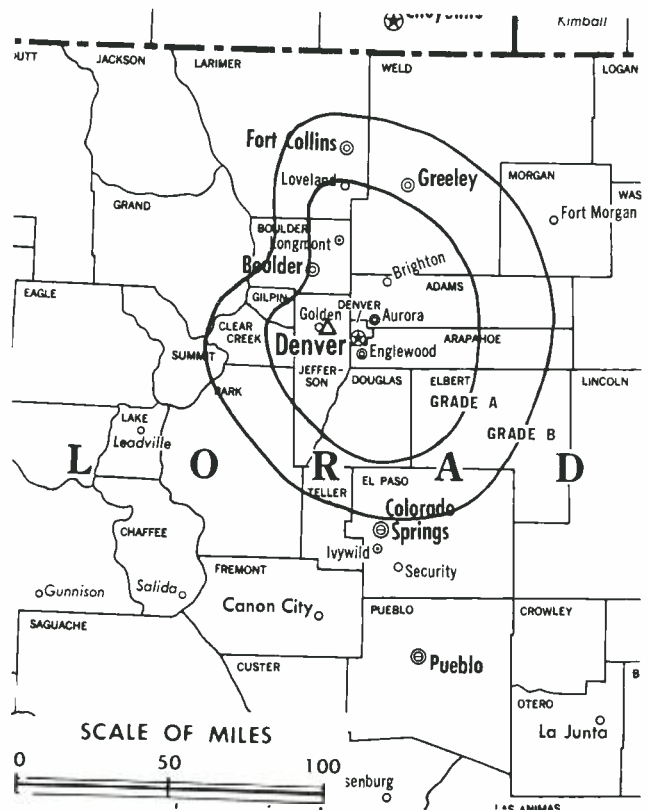
KEN TONNING, president & general manager.  
DARLA ELLIS, vice president & program director.  
COLLEN BROWN, vice president & controller.  
MYRON OLINER, vice president & chief engineer.  
TIM DIETZ, vice president & director of broadcast operations.  
DIANE MIGNONE, general sales manager.  
JIM GIRODO, director of advertising & promotion.  
BUTCH MONTOYA, news director.  
JEAN GALOWAY, director of community affairs.

**Rates:** On request.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	103,900	103,100	99
	Arapahoe	154,600	152,900	99
	Boulder	86,500	84,400	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Delta	9,500	9,100	96
	Denver	226,900	222,300	98
	Douglas	12,200	12,100	99
	Eagle	7,200	6,800	94
	Elbert	3,000	2,900	97
	Garfield	10,200	9,700	95
	Gilpin	1,200	1,200	100
	Grand	3,900	3,700	95
Gunnison	4,200	3,900	93	



KUSA-TV BMPCT—1265 Granted 8/14/53

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hinsdale	200	200	100
	Jackson	700	700	100
	Jefferson	167,600	166,100	99
	Kit Carson	3,000	2,800	93
	Lake	2,600	2,500	96
	Larimer	69,300	67,800	98
	Logan	7,700	7,400	96
	Moffat	6,000	5,600	93
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,300	4,800	91
	Rio Blanco	2,400	2,300	96
	Routt	6,100	5,700	93
	Sedgwick	1,400	1,400	100
	Summit	4,800	4,600	96
	Washington	2,000	1,900	95
	Weld	51,500	50,600	98
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>	Cheyenne	4,100	4,000
Dawes		3,600	3,500	97
Deuel		1,000	1,000	100
Kimball		1,900	1,900	100
<b>WYOMING</b>		Albany	11,600	11,100
	Campbell	12,400	11,800	95
	Carbon	7,400	7,100	96
	Converse	5,400	5,200	96
	Goshen	4,800	4,700	98
	Laramie	28,600	28,100	98
	Platte	4,900	4,700	96

(Continued on page A-186)

<b>Station Totals</b>	<b>1,428,200</b>	<b>1,400,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,010,100</b>	
<b>Average Daily Circulation (1987)</b>		<b>601,300</b>	



# Colorado—Denver

## KWGN-TV

Ch. 2

**Network Service:** None, independent.

**Licensee:** WGN of Colorado Inc., 6160 S. Wabash Way, Denver Tech Center, Englewood, CO 80111.

**Studio:** 6160 S. Wabash Way, Englewood, CO 80111.

**Mailing Address:** Box 5222, Englewood, CO 80155.

**Telephones:** 303-740-2222; 303-740-2853.

**TWX:** 910-935-0877.

**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 Mountain

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, INN, National Weather Service, PR Newswire, UPI.

**Ownership:** Tribune Broadcasting Co. See Group Ownership of Television Stations.

**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 (Vol. 5:36; 6:10).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Reuben & Proctor; Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

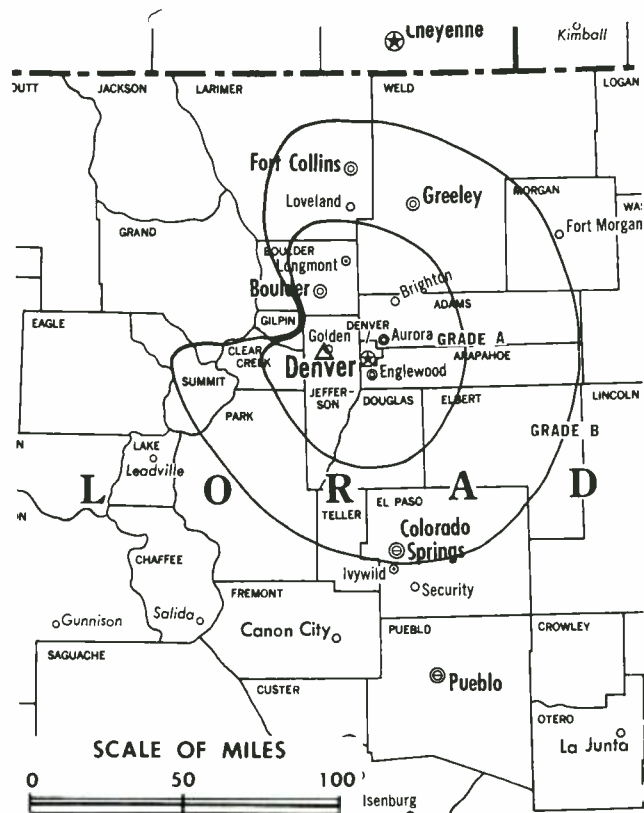
- JOHN SUDER, vice president & general manager.
- ROYCE W. NATION, vice president & treasurer.
- TOM SHANNON, program director.
- JOHN HUMMEL, general sales manager.
- DAVID DORNSEIF, national sales manager.
- JODY WITTERN, local sales manager.
- J. GREG GUINAN, vice president for public affairs.
- SHERRY SWEDENBORG, traffic manager.
- DON SHAFER, news director.
- CHARLES BIONDO, creative services director.
- LEONDELE LaMIAUX, production manager.
- KENT GRATTEAU, engineering manager.

**Rates:** On request.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	103,900	103,100	99
	Arapahoe	154,600	152,900	99
	Boulder	86,500	84,400	98
	Chaffee	5,100	4,900	96
	Clear Creek	3,000	2,900	97
	Denver	226,900	222,300	98
	Douglas	12,200	12,100	99
	Eagle	7,200	6,800	94
	Elbert	3,000	2,900	97



KWGN-TV BPCT-4417 Granted 5/12/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Garfield	10,200	9,700	95
	Gilpin	1,200	1,200	100
	Grand	3,900	3,700	95
	Gunnison	4,200	3,900	93
	Jefferson	167,600	166,100	99
	Lake	2,600	2,500	96
	Larimer	69,300	67,800	98
	Las Animas	5,600	5,300	95
	Logan	7,700	7,400	96
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Rio Blanco	2,400	2,300	96
	Routt	6,100	5,700	93
	Sedgwick	1,400	1,400	100
	Summit	4,800	4,600	96
	Teller	4,400	4,300	98
	Washington	2,000	1,900	95
	Weld	51,500	50,600	98
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>			
Scotts Bluff	14,600	14,400	99	
<b>WYOMING</b>				
Albany	11,600	11,100	96	
Campbell	12,400	11,800	95	
Carbon	7,400	7,100	96	
Converse	5,400	5,200	96	
Hot Springs	2,100	2,000	95	
Laramie	28,600	28,100	98	
Natrona	29,100	28,500	98	
Platte	4,900	4,700	96	

(Continued on page A-186)

<b>Station Totals</b>	<b>1,900,600</b>	<b>1,864,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>903,000</b>
<b>Average Daily Circulation (1987)</b>			<b>404,100</b>

# Colorado—Durango

## KREZ-TV

Ch. 6

(Satellite of KREX-TV, Grand Junction, CO)

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1238, Mount Vernon, IL 62864.

**Studio:** 2-mi. S of Durango.

**Telephone:** 303-247-0820.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 6.2-kw visual, 1.36-kw aural. Antenna: 361-ft. above av. terrain, 142-ft. above ground, 7844-ft. above sea level.

Latitude 37° 15' 44"  
Longitude 107° 53' 58"

**Transmitter:** Smelter Mountain, 1-mi. SW of Durango.

**Satellite Earth Stations:** 2 in operation.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 4, 1963. Left the air March 2, 1964 and was sold to Ruth G. Kendrick, et al., by Floyd & Lieselotte Jetter. FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1985. Sale to present owner by E&W Bcstg. Corp. approved by FCC June 5, 1985. Sale to E & W by Ruth G. Kendrick, et al., approved by FCC May 15, 1984.

**Represented (sales):** Katz Television; John L. McGuire & Co.

**Represented (legal):** Gardner, Carton & Douglas.

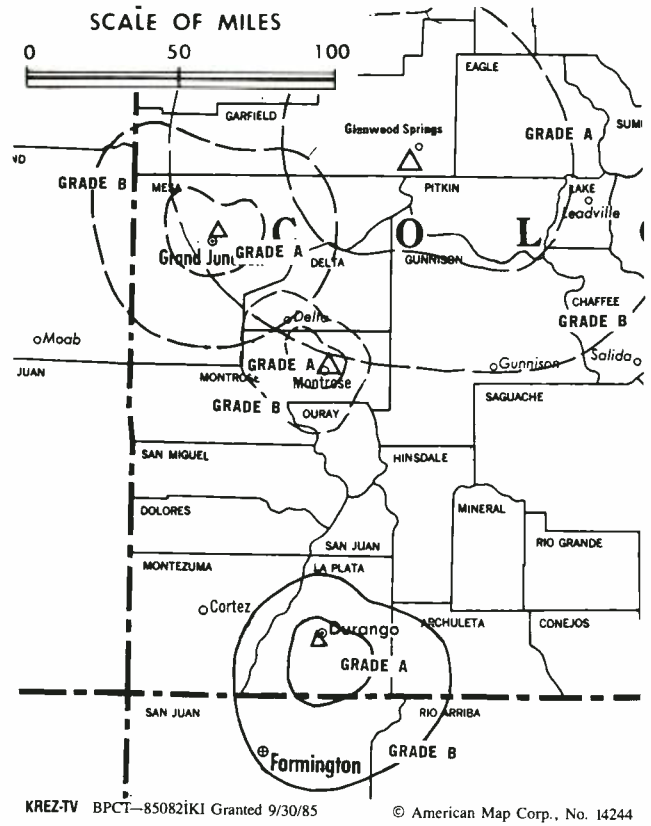
**Personnel:**  
DUNCAN LAING, station manager.

**Highest 30 Sec. Rate:** \$62.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction, CO.

**City of License:** Durango. **ADI:** Grand Junction-Durango. **Rank:** 175.

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



KREZ-TV BPCT-85082IK1 Granted 9/30/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Archuleta	1,900	1,800	95
	La Plata	12,000	11,500	95
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Montezuma	6,800	6,500	96
	<b>NEW MEXICO</b>			
	San Juan	33,900	31,900	94
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Mineral	300	300	100
	San Juan	400	400	100
	San Miguel	1,500	1,400	93
<b>Station Totals</b>		<b>56,800</b>	<b>53,800</b>	<b>94</b>
<b>Net Weekly Circulation (1987)</b>				<b>27,400</b>
<b>Average Daily Circulation (1987)</b>				<b>12,200</b>

# Colorado—Glenwood Springs

## KREG-TV

(formerly KCWS)

Ch. 3

**Network Service:** CBS, NBC.

**Grantee:** W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 67-kw visual, 6.7-kw aural. Antenna: 2526-ft. above av. terrain, 256-ft. above ground, 10656-ft. above sea level.

Latitude	39°	25'	05"
Longitude	107°	22'	01"

**Transmitter:** 9.5-mi. SSW of Glenwood Springs.

**Ownership:** W. Russell Withers Jr. See Group Ownership of Television Stations.

**Began Operation:** Jan. 28, 1984; left air 1986. Sale to present owner by Western Slope Communications Ltd. approved by FCC May 13, 1987.

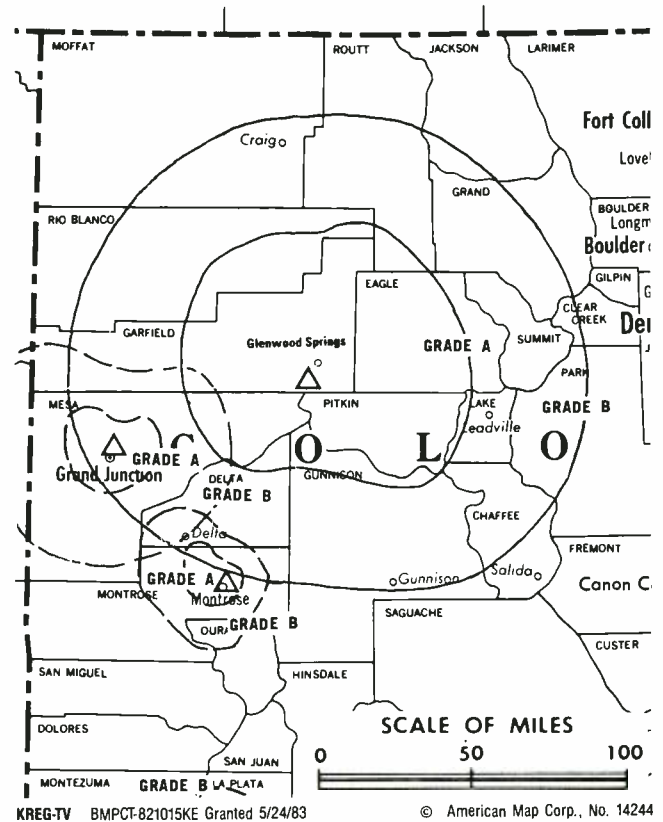
**Represented (sales):** Katz Television.

**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:** See KREX-TV, Grand Junction, CO.

**Arbitron Data:** Not available.

**City of License:** Glenwood Springs. **ADI:** Denver. **Rank:** 19.



# Colorado—Grand Junction

## KJCT-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Pikes Peak Broadcasting Co., Box 1457, Colorado Springs, CO 80901.

**Studio:** 8 Foresight Circle, Grand Junction, CO 81501.

**Mailing Address:** Box 3788, Grand Junction, CO 81502.

**Telephone:** 303-245-8880. **TWX:** 910-929-6981.

**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.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; RCA Americom, 4-meter Ku-band.

**News Service:** AP.

**Ownership:** Pikes Peak Bcstg. Co. See Group Ownership of Television Stations.

**Began Operation:** October 22, 1979.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**

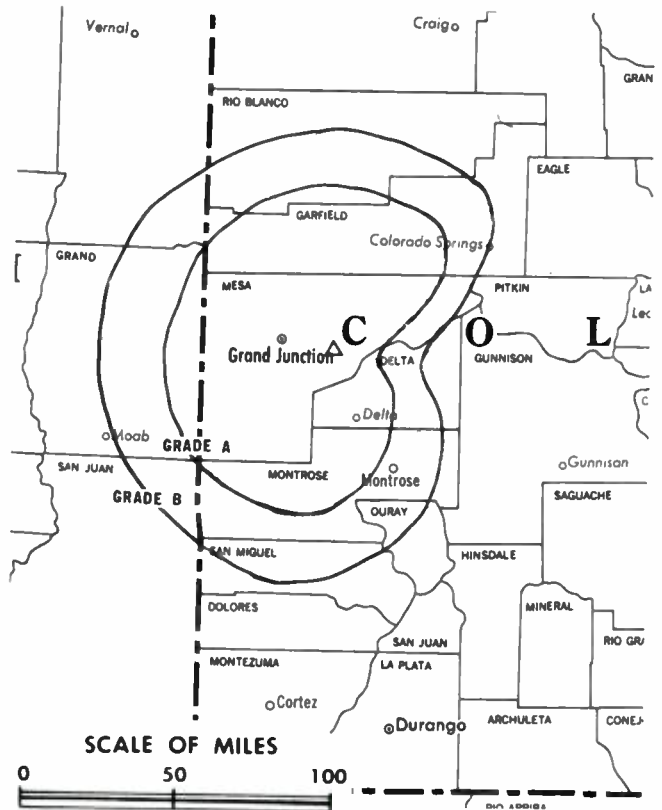
HARRY W. HOTH JR., president.  
NEIL O. KLOCKSIEM, general manager.  
PATTI HOTH CROUSE, assistant general manager.  
JAN HAMMER, station manager.  
HANK COLVERT, national/regional sales manager.  
PAUL UNWIN, news director.  
ROGER HIGHTOWER, chief engineer.

**Rates:** Not available.

**City of License:** Grand Junction. **ADI:** Grand Junction-Durango. **Rank:** 175.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Mesa	36,300	35,400	98



KJCT-TV BMPCT-790424KF Granted 8/29/79

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montrose	9,900	9,500	96
	Ouray	800	700	88
	San Miguel	1,500	1,400	93
Between 25-49%	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	Dolores	600	500	83
	San Juan	400	400	100
Between 5-24%	<b>COLORADO</b>			
	Garfield	10,200	9,700	95
	Hinsdale	200	200	100
	Montezuma	6,800	6,500	96
<b>Station Totals</b>		<b>76,200</b>	<b>73,400</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>43,400</b>
<b>Average Daily Circulation (1987)</b>				<b>25,900</b>

# Colorado—Grand Junction

## KREX-TV

Ch. 5

(Also operates satellites KREY-TV, Montrose & KREZ-TV, Durango, CO)

Network Service: CBS, NBC.

Licensee: W. Russell Withers Jr., Box 1238, Mount Vernon, IL 62864.

Studio: Hillcrest Manor.

Telephone: 303-242-5000. TWX: 910-929-6992.

Mailing Address: Box 789, Grand Junction, CO 81502.

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.

Satellite Earth Stations: 5 in operation; Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

Began Operation: May 22, 1954. Sale to present owner by E & W approved by FCC June 6, 1985. Transfer of control from Carl Q. Anderson, et al., to E & W Bcstg. Corp. approved by FCC May 15, 1984. Previous transfer to Rex G. Howell from Forestville Realty approved by FCC Aug. 11, 1972. Transfer to Forestville, et al., from Howell (Western Slope Bcstg.) approved Sept. 21, 1966 (Television Digest, Vol. 6:19, 39).

Represented (sales): Katz Television; John L. McGuire & Co.

Represented (legal): Gardner, Carton & Douglas.

### Personnel:

BILL SULLIVAN, station manager.

AL LADAGE, chief engineer.

TOM MCGILL, program & traffic director.

PAT OLSON, production director & film buyer.

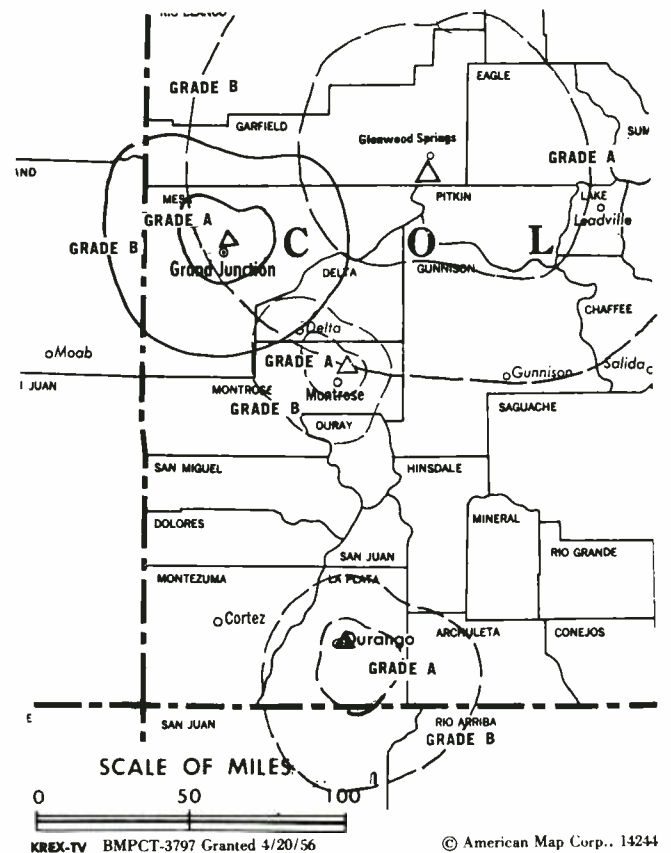
Highest 30 Sec. Rate: \$225.

NETWORK BASE HOURLY RATE: \$460.

City of License: Grand Junction. ADI: Grand Junction-Durango. Rank: 175.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO	9,500	9,100	96
	Delta			



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garfield	10,200	9,700	95
	Hinsdale	200	200	100
	Mesa	36,300	35,400	98
	Ouray	800	700	88
	San Juan	400	400	100
Between 25-49%	COLORADO			
	Gunnison	4,200	3,900	93
	Rio Blanco	2,400	2,300	96
Between 5-24%	COLORADO			
	Montrose	9,900	9,500	96
	Pitkin	5,300	4,800	91
	UTAH			
	Uintah	8,400	8,100	96
Station Totals		89,100	85,500	95
Net Weekly Circulation (1987)				48,000
Average Daily Circulation (1987)				29,600

# Colorado—Montrose

## KREY-TV

Ch. 10

(Satellite of KREX-TV, Grand Junction)

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1238, Mount Vernon, IL 62864.

**Studio:** 610 N. 1st St., Montrose, CO 81401.

**Telephone:** 303-249-9601.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 6.16-kw visual, 1.36-kw aural. Antenna: 115-ft. above av. terrain, 94-ft. above ground, 6374-ft. above sea level.

Latitude 38° 31' 02"  
Longitude 107° 51' 12"

**Transmitter:** Flat Top Mountain, 2.25-mi. NE of Montrose.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1956. Sale to present owner by E & W Bcstg. Corp. approved by FCC June 6, 1985.

**Represented (sales):** Katz Television; John L. McGuire & Co.

**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:**

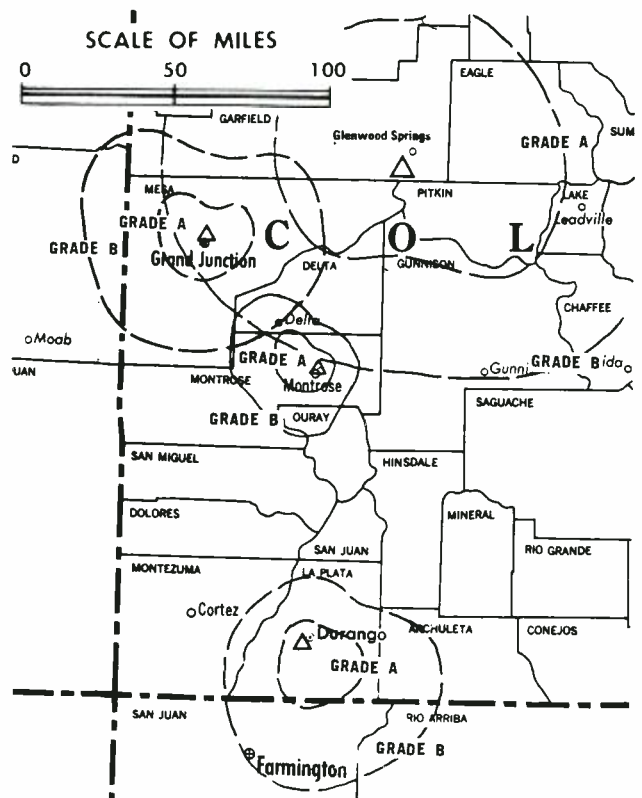
JOE REICHMANN, station manager.

**Highest 30 Sec. Rate:** \$62.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction.

**City of License:** Montrose. **ADI:** Grand Junction-Durango. **Rank:** 175.

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



KREY-TV BPCT-851001KF Granted 1/10/86

American Map Corp., No. 4244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Montrose	9,900	9,500	96
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	Ouray	800	700	88
	San Miguel	1,500	1,400	93
<b>Station Totals</b>		<b>21,700</b>	<b>20,700</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>12,500</b>
<b>Average Daily Circulation (1987)</b>				<b>7,900</b>

# Colorado—Sterling

**KTVS**

Ch. 3

(Satellite of KGWN-TV, Cheyenne, WY)

**Network Service:** CBS, NBC.

**Licensee:** Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** State Hwy. 61, 9.6-mi. ESE of, Sterling

**Telephone:** 307-634-7755 (Cheyenne).

**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' 58.0"  
Longitude 103° 01' 50.4"

**Transmitter:** State Hwy. 61, 9.6-mi. ESE of Sterling.

**Satellite Earth Station:** RCA, 3.5-meter; RCA receivers.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** December 28, 1963. Sale to present owner by Burke Bcstg. Co. approved by FCC July 8, 1986. Sale to Burke by Lamb Enterprises Inc. approved by FCC Oct. 14, 1983.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**  
CARL J. OCCHIPINTI, manager.  
GENE HOUSTON, station manager.

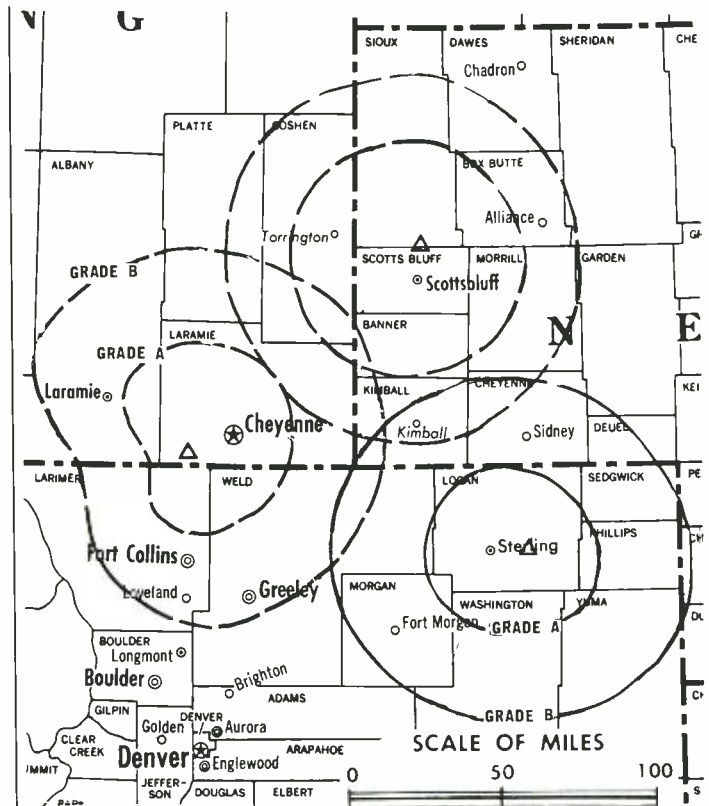
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$165. Also sold in combination with KGWN-TV, Cheyenne, with rates applying to simultaneous telecasts on KGWN-TV, KTVS & KSTF, Scottsbluff, NE.

**NETWORK BASE HOURLY RATE:** Bonus to KGWN-TV, Cheyenne, WY.

**City of License:** Sterling. **ADI:** Cheyenne-Scottsbluff. **Rank:** 188.

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



KTVS BPCT-3005 Granted 2/13/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Logan	7,700	7,400	96
	Phillips	1,800	1,800	100
	Sedgwick	1,400	1,400	100
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>			
	Cheyenne	4,100	4,000	98
	Deuel	1,000	1,000	100
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Washington	2,000	1,900	95
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Morgan	8,700	8,600	99
	<b>NEBRASKA</b>			
	Garden	1,000	1,000	100
Kimball	1,900	1,900	100	
<b>Station Totals</b>		<b>33,600</b>	<b>32,800</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>18,400</b>
<b>Average Daily Circulation (1987)</b>				<b>9,300</b>

**Colorado**

**KCNC-TV , Denver  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Delta	9,500	9,100	96
	Gunnison	4,200	3,900	93
	Huerfano	2,700	2,600	96
	Montrose	9,900	9,500	96
	<b>NEBRASKA</b>			
	Keith	3,900	3,900	100
	Morrill	2,400	2,300	96
	Sheridan	3,000	2,900	97
	<b>WYOMING</b>			
	Goshen	4,800	4,700	98
	Johnson	2,600	2,500	96
Natrona	29,100	28,500	98	
Niobrara	1,200	1,200	100	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	El Paso	132,200	130,300	99
	Las Animas	5,600	5,300	95
	Pueblo	47,700	46,900	98
	Rio Grande	3,600	3,400	94
	San Miguel	1,500	1,400	93
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	<b>NEBRASKA</b>			
	Cherry	2,600	2,600	100
	Keya Paha	500	500	100
	<b>SOUTH DAKOTA</b>			
	Brule	2,000	2,000	100
Pennington	29,000	28,700	99	
<b>WYOMING</b>				
Fremont	13,200	12,800	97	

**KMGH-TV , Denver  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Box Butte	5,700	5,600	98
	Dawes	3,600	3,500	97
	Kimball	1,900	1,900	100
	Morrill	2,400	2,300	96
	Sheridan	3,000	2,900	97
	<b>SOUTH DAKOTA</b>			
	Pennington	29,000	28,700	99
	<b>WYOMING</b>			
	Converse	5,400	5,200	96
Johnson	2,600	2,500	96	
Natrona	29,100	28,500	98	
Niobrara	1,200	1,200	100	
Sheridan	10,900	10,300	95	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	El Paso	132,200	130,300	99
	Garfield	10,200	9,700	95
	Montrose	9,900	9,500	96
	Pueblo	47,700	46,900	98
	Rio Grande	3,600	3,400	94
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>			
	Keith	3,900	3,900	100
<b>SOUTH DAKOTA</b>				
Meade	7,600	7,500	99	



# Colorado

## KUSA-TV , Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Lincoln	1,800	1,700	94
	Mesa	36,300	35,400	98
	Montrose	9,900	9,500	96
	Prowers	5,400	5,100	94
	Teller	4,400	4,300	98
	<b>KANSAS</b>			
	Sherman	3,000	3,000	100
	<b>NEBRASKA</b>			
	Box Butte	5,700	5,600	98
	Brown	1,700	1,600	94
	Cherry	2,600	2,600	100
	Keith	3,900	3,900	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,600	14,400	99
	Sheridan	3,000	2,900	97
<b>WYOMING</b>				
Johnson	2,600	2,500	96	
Natrona	29,100	28,500	98	
Niobrara	1,200	1,200	100	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	El Paso	132,200	130,300	99
	Huerfano	2,700	2,600	96
	Pueblo	47,700	46,900	98
	Rio Grande	3,600	3,400	94
	Saguache	1,400	1,300	93
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	<b>NEBRASKA</b>			
	Chase	2,000	2,000	100
	<b>SOUTH DAKOTA</b>			
	Pennington	29,000	28,700	99
	<b>WYOMING</b>			
	Sheridan	10,900	10,300	95

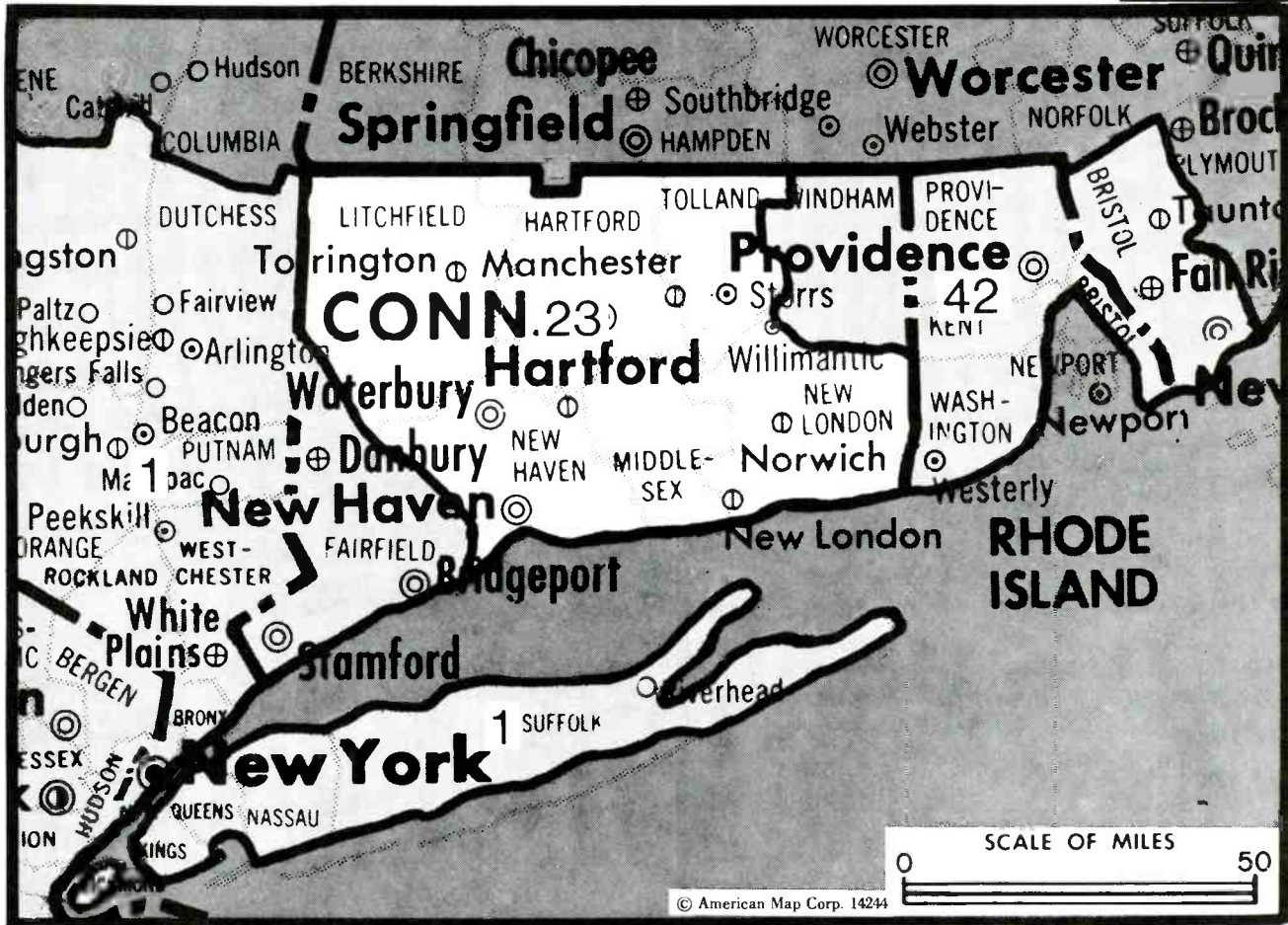
## MAILING LISTS

Updated *computerized* mailing lists available on operating cable systems, commercial and public TV stations. For details, call collect: 202-872-9200.



## KWGN-TV , Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	El Paso	132,200	130,300	99
	Fremont	12,000	11,600	96
	Huerfano	2,700	2,600	96
	Jackson	700	700	100
	Lincoln	1,800	1,700	94
	Moffat	6,000	5,600	93
	Pitkin	5,300	4,800	91
	Prowers	5,400	5,100	94
	Pueblo	47,700	46,900	98
	<b>KANSAS</b>			
	Finney	10,000	9,900	99
	Ford	9,900	9,800	99
	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	94
	Deer Lodge	4,200	4,100	98
	Gallatin	18,400	17,700	96
	Silver Bow	14,500	14,200	98
	Yellowstone	49,000	48,200	98
	<b>NEBRASKA</b>			
	Box Butte	5,700	5,600	98
	Cheyenne	4,100	4,000	98
	Dawes	3,600	3,500	97
	Kimball	1,900	1,900	100
	Morrill	2,400	2,300	96
	Sheridan	3,000	2,900	97
	<b>SOUTH DAKOTA</b>			
	Brown	14,500	14,400	99
	Pennington	29,000	28,700	99
	<b>WYOMING</b>			
	Fremont	13,200	12,800	97
	Goshen	4,800	4,700	98
Johnson	2,600	2,500	96	
Niobrara	1,200	1,200	100	
Park	9,100	8,700	96	
Washakie	3,600	3,500	97	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	Kit Carson	3,000	2,800	93
	La Plata	12,000	11,500	95
	Mesa	36,300	35,400	98
	Montezuma	6,800	6,500	96
	Montrose	9,900	9,500	96
	Rio Grande	3,600	3,400	94
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	<b>MONTANA</b>			
	Park	5,700	5,500	96
	<b>NEBRASKA</b>			
	Keith	3,900	3,900	100
	<b>SOUTH DAKOTA</b>			
	Meade	7,600	7,500	99
	<b>UTAH</b>			
Salt Lake	239,100	235,700	99	
Weber	54,700	54,000	99	



Market	Arbitron ADI TV Households	Rank
New York, NY .....	6,814,200	1
Hartford-New Haven, CT .....	821,500	23
Providence, RI-New Bedford, MA .....	569,600	42

Market Area Commercial TV Stations

WABC-TV (7), WCBS-TV (2), WHSE(68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU-TV (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR (9), WXTV (41), WFSB (3), WHCT-TV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXX (20), WVIT (30), WCVX (58), WJAR(10), WLNE (6), WNAC-TV (64), WPRI-TV (12)

State Cross Reference List

Communities That Receive Programs of  
Stations That are Located Elsewhere

WTXX, Hartford .....	See Waterbury, CT
WTWS, Hartford .....	See New London, CT
WVIT, New Britain .....	See Hartford, CT
WTNH-TV, New Haven .....	See Hartford, CT

Connecticut Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	2	5	7
Educational Television Stations	0	4	4
	2	9	11

# Connecticut—Hartford

**WFSB**

Ch. 3

**Network Service:** CBS.

**Licensee:** Post-Newsweek Stations Connecticut Inc., Three Constitution Plaza, Broadcast House, Hartford, CT 06115.

**Studio:** Three Constitution Plaza, Hartford, CT 06115.

**Telephone:** 203-728-3333.

**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 Mountain, Avon.

**Satellite Earth Stations:** Vertex, 4.3-meter Ku-band; Vertex, 6.1-meter C-band; Satcom Technologies, 9.1-meter C-band; Scientific-Atlanta, Standard receivers.

**News Services:** AP, UPI.

**Ownership:** Post-Newsweek Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** September 23, 1957. Sale to present owner by Travelers Corp. approved by FCC Jan. 30, 1974 (*Television Digest*, Vol. 13:5, 14:5).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Personnel:**

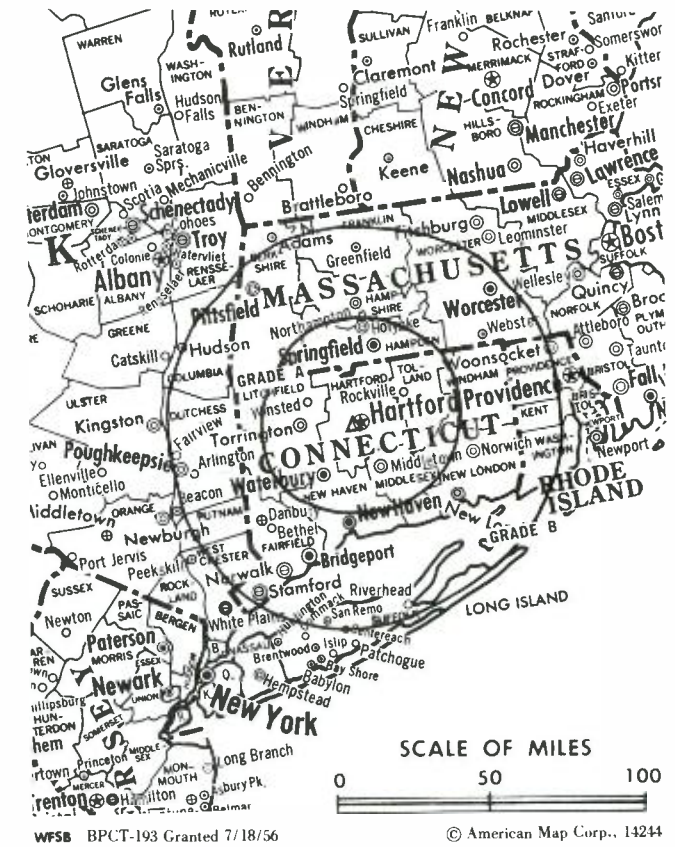
- BARRY BARTH, vice president & general manager.
- WARREN ANDERSON, general sales manager.
- CATHLEEN KEEFE, national sales manager.
- RICHARD AHLES, vice president of news & public affairs.
- LOIS KOTEEN, vice president of creative services & projects.
- HOPE ETHERIDGE, business manager.
- STEVAN VIGNEAUX, engineering manager.
- JAMES LUTTON, program manager.

**Highest 30 Sec. Rate:** \$5900.

**City of License:** Hartford. **ADI:** Hartford-New Haven. **Rank:** 23.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98
	Middlesex	51,000	50,100	98
	New Haven	285,400	281,500	99
	New London	89,500	87,600	98
	Tolland	40,100	39,300	98
	Windham	34,800	34,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Berkshire	54,600	53,600	98
	Franklin	27,000	26,200	97
	Hampden	164,500	162,000	98
	Hampshire	49,000	47,900	98
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,600	22,900	97
	<b>VERMONT</b>			
	Windham	15,600	14,900	95
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Fairfield	293,400	289,900	99
	<b>MASSACHUSETTS</b>			
	Worcester	242,300	239,000	99
	<b>NEW YORK</b>			
Suffolk	431,200	426,800	99	
<b>RHODE ISLAND</b>				
	Washington	35,200	34,600	98
<b>Station Totals</b>		<b>2,200,800</b>	<b>2,168,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,029,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>555,800</b>	

# Connecticut—Hartford

**WHCT-TV**

Ch. 18



**Network Service:** None, independent.

**Licensee:** Astroline Communications Co. Ltd. Partnership, 18 Garden St., Hartford, CT 06105.

**Studio:** 18 Garden St., Hartford, CT 06105.

**Telephone:** 203-547-1818.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 3192-kw visual, 319.2-kw aural. Antenna: 980-ft. above av. terrain, 587-ft. above ground, 1261-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 04"

**Transmitter:** 376 Deercliff Rd., Avon.

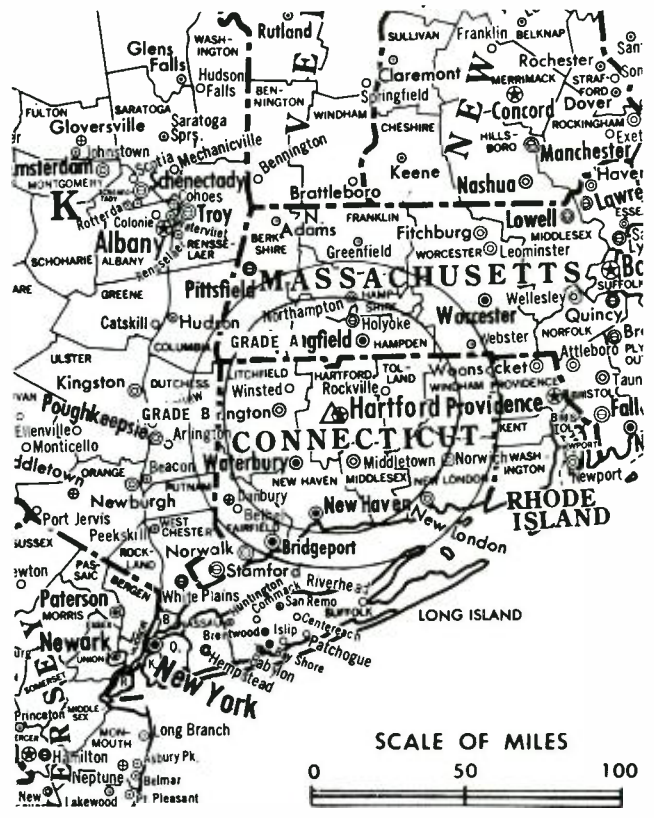
**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Comtech, 5-meter C-band; Comtech, 3.8-meter Ku-band; Pinzone receivers.

**Ownership:** Richard P. Ramirez, gen. partner, 21%; WHCT Management Inc., gen. partner, 9%; Astroline Co., Ltd. partner, 70%. Astroline has interest in Amistead Communications of the Southwest, applicant for Ch. 60 San Antonio, TX & applications for cellular mobile radio. WHCT Management Inc. ownership: Astroline Co., 100%. Astroline ownership: Herbert A. Sostek, Fred J. Boling Jr., Joel A. Gibbs, Richard H. Gibbs, Randall L. Gibbs, gen. & Ltd. partners, 20% each.

**Began Operation:** August 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 (Vol. 16:14, 23). Assignment of license to Faith Center approved Feb. 16, 1972. Distress sale by Faith Center approved Sept. 27, 1983, contingent on finding Interstate Media to be suitable licensee & consummation of assignment within 90 days. Final approval granted Dec. 23, 1983; sale not consummated. Subsequent sale to present owners by Faith Center approved Dec. 10, 1984 (Vol. 24:40, 51).

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



WHCT-TV BPCT-850918KD Granted 4/28/86

© American Map Corp., No. 14244

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Moffet, Larson & Johnson.

**Personnel:**

RICHARD P. RAMIREZ, managing general partner.  
TERRY PLANELL, station manager/program director.  
PAUL ROSSI, chief engineer.  
TOM FORST, local sales manager.  
JOHN JORDAN, director of creative services.

**Rates:** Not available.

**City of License:** Hartford. **ADI:** Hartford-New Haven. **Rank:** 23.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT Hartford	302,900	298,100	98
	CONNECTICUT Litchfield	60,700	59,600	98
Between 5-24%	Middlesex	51,000	50,100	98
	New Haven	285,400	281,500	99
	Tolland	40,100	39,300	98
	MASSACHUSETTS Hampden	164,500	162,000	98
<b>Station Totals</b>		<b>904,600</b>	<b>890,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>183,400</b>
<b>Average Daily Circulation (1987)</b>				<b>53,000</b>

# Connecticut—Hartford

## WTIC-TV

Ch. 61

**Network Service:** Fox.

**Licensee:** WTIC-TV, Arch Communications Corp., One Corporate Center, Hartford, CT 06103.

**Studio:** One Corporate Center, Hartford, CT 06103.

**Telephone:** 203-527-6161.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1692-ft. above av. terrain, 1339-ft. above ground, 2049-ft. above sea level.

Latitude 41° 42' 13"  
Longitude 72° 49' 57"

**Transmitter:** Rattlesnake Mtn., near Rte. 6, Farmington, CT.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Microdyne, 5-meter C-band; Microdyne Ku-band; Harris, Microdyne & Scientific-Atlanta receivers.

**Ownership:** Chase Broadcasting Inc. David T. Chase, pres., 51.98%; Roger M. Freedman, exec. v.p.-treas.; Cheryl C. Freedman, v.p.-secy., 42.575%; Arnold L. Chase, 5.445%. Chase Broadcasting Inc. owns WTIC-TV-AM-FM, Hartford, CT; WSTC & WYRS(FM), Stamford, CT; has interest in WPTY-TV, Memphis, TN.

**Began Operation:** September 17, 1984.

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

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Andrus & Associates.

**Personnel:**

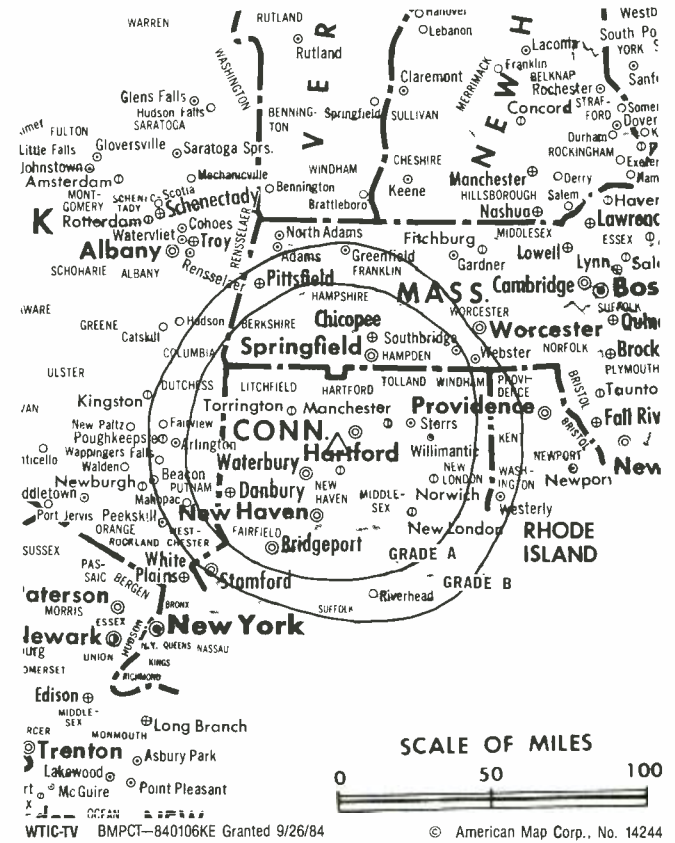
- ARNOLD L. CHASE, president.
- ED KARLIK, general manager.
- DAVID UHRICH, station manager.
- LEE RUDNICK, general sales manager.
- GARY ZENOBI, local sales manager.
- JIM PERRY, chief engineer.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Hartford. **ADI:** Hartford-New Haven. **Rank:** 23.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	Tolland	40,100	39,300	98
Between 25-49%	<b>CONNECTICUT</b>			
	Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Middlesex	51,000	50,100	98
	New Haven	285,400	281,500	99
	New London	89,500	87,600	98
	<b>MASSACHUSETTS</b>			
	Hampden	164,500	162,000	98
	Hampshire	49,000	47,900	98
Between 5-24%	<b>CONNECTICUT</b>			
	Fairfield	293,400	289,900	99
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,000	26,200	97
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,600	22,900	97
	<b>NEW YORK</b>			
	Putnam	28,800	28,300	98
<b>Station Totals</b>		<b>1,450,700</b>	<b>1,427,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>492,500</b>
<b>Average Daily Circulation (1987)</b>				<b>163,700</b>

# Connecticut—New Britain-Hartford

**WVIT**

**Ch. 30**

**Network Service:** NBC.

**Licensee:** Viacom Broadcasting Div., Viacom Inc., 1211 Ave. of the Americas, New York, NY 10036.

**Studio:** 1422 New Britain Ave., West Hartford, CT 06110.

**Telephones:** 203-521-3030, Hartford; 203-223-3603, New Britain.

**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, CT.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; RCA Americom, 3.5-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** Viacom Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** February 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, 22, 26; 12:50).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- AL BOVA, vice president & general manager.
- ART DePASQUA, general sales manager.
- BOB MARRA, national sales manager.
- HARVEY LAZEAR, local sales manager.
- HARRIET DOBIN, director of communications.
- JOHN PALMER, program manager.
- BILL MENDOZA, production manager.
- ANITA FORD-SAUNDERS, public affairs director.
- PHILIP B. HALE, film director.
- MILDRED McNEILL, vice president, news & public affairs.
- PAUL FREGA, news director.
- WILLIAM CANORA, chief engineer.

**Highest 30 Sec. Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** New Britain. **ADI:** Hartford-New Haven. **Rank:** 23.

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



WVIT BPCT-5219 Granted 11/3/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98
	Middlesex	51,000	50,100	98
	New Haven	285,400	281,500	99
	New London	89,500	87,600	98
	Tolland	40,100	39,300	98
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Hampden	164,500	162,000	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Fairfield	293,400	289,900	99
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Hampshire	49,000	47,900	98
<b>NEW YORK</b>				
	Putnam	28,800	28,300	98
	Suffolk	431,200	426,800	99
<b>Station Totals</b>		<b>1,831,300</b>	<b>1,805,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>689,700</b>
<b>Average Daily Circulation (1987)</b>				<b>324,600</b>

# Connecticut—New Haven-Hartford

## WTNH-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Cook Inlet Communications Corp., Drawer 4-N, Anchorage, AK 99509-6014.

**Studio:** 8 Elm St., New Haven, CT 06510.

**Mailing Address:** Box 1859, New Haven, CT 06508.

**Telephone:** 203-784-8888. **TWX:** 710-465-1193.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-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, CT.

**Satellite Earth Stations:** Transmit/receive, Andrew, 2.3-meter transportable Ku-band; Harris, 9-meter C-band; Andrew, 5.6-meter Ku-band; Harris, Andrew receivers.

**News Services:** ABC, AP, CNN, UPI.

**Ownership:** Cook Inlet Communications, Ltd. Partnership, 100%. Cook Inlet Communications, Ltd. Partnership ownership: Cook Inlet Communications Inc., gen. partner, 30%; Whitcom Partners & Assoc., L.P., ltd. partner, 70%. CIC ownership: Cook Inlet Region, 100%. John N. Colberg, chmn.; Roy M. Huhndorf, pres.; George V. Kriste, exec. v.p.; Patrick M. Marrs, treas.; B. Agnes Brown, asst. secy.-asst. treas. Whitcom Partners & Assoc. L.P. ownership: WCC Assoc., gen. partner, 75%; PaineWebber Capital Inc., ltd. partner, 25%. CCCA ownership: Walter N. Thayer, 25.50%; Edwin Singer, 15.38%; Edward L. Barlow, 14.53%; Robert S. Blank, 13.56%; Bernard W. Kiernan, 11.04%; John S. Prescott, 9.47%; William O'Shea, 7.36%; Martin Stone, 3.16%, all gen. partners; Estate of John Hay Whitney, ltd. partner. Stone has interest in WVIP-AM-FM, Mt. Kisco, NY. PCI has interest in KNET & KYK(FM), Palestine; KZEY & KROZ(FM), Tyler; KIKM & KZXL(FM), Sherman, all TX.

**Began Operation:** June 15, 1948. Sale to present owners by Capital Cities Communications approved by FCC Nov. 14, 1985 (*Television Digest*, Vol. 25:30, 31). Sale to Capital Cities by Triangle Publications approved by FCC Feb. 24, 1971. Previous sale by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 (*Television Digest*, Vol. 12:21, 22, 25, 34).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

LEWIS FREIFELD, general manager.  
FRAN TIVALD, general sales manager.  
TONY D'ANGELO, national sales manager.  
BRUCE LAWRENCE, local sales manager.  
LAWRENCE MANNE, program director.  
BOB RUSSO, engineering manager.  
WILLIAM ELLISON, public affairs manager.  
STEVE PERLER, business manager.  
WENDIE FEINBERG, news director.  
STAN ROMAN, operations manager.

**Highest 30 Sec. Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$3300.



WTNH-TV BPCT-4582 Granted 5/17/76

© American Map Corp., 14244

**City of License:** New Haven. **ADI:** Hartford-New Haven. **Rank:** 23.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98
	Middlesex	51,000	50,100	98
	New Haven	285,400	281,500	99
	New London	89,500	87,600	98
Tolland	40,100	39,300	98	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	293,400	289,900	99
	Windham	34,800	34,100	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Hampden	164,500	162,000	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,000	26,200	97
	Hampshire	49,000	47,900	98
	<b>NEW YORK</b>			
Putnam	28,800	28,300	98	
Suffolk	431,200	426,800	99	
<b>Station Totals</b>		<b>1,858,300</b>	<b>1,831,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>946,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>502,300</b>	

# Connecticut--New London

**WTWS**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** C & S Broadcasting Inc., Box 991, New London, CT 06320.

**Studio:** 216 Broad Street, New London, CT 06320.

**Telephone:** 203-444-2626.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2820-kw max. visual, 282-kw max. aural. Antenna: 1251-ft. above av. terrain, 1200-ft. above ground, 1501-ft. above sea level.

Latitude 41° 25' 05"  
Longitude 72° 11' 55"

**Transmitter:** 1.3-mi. SE on Hwy. 85, Montville.

**Satellite Earth Stations:** Pinzone; Pinzone, DX Engineering receivers.

**News Services:** Group W Newsfeed, UPI.

**Ownership:** C & S Broadcasting Inc., 100%. Richard R. Rangoon, chmn. 89%; Neil A. Denenberg, pres., 10%; James A. Kontoleon, v.p., 1%; Rod LaFountain, secy.

**Began Operation:** September 15, 1986.

**Represented (sales):** Mutual Telesales Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Personnel:**

- JIM KONTOLEON, vice president & general manager.
- JAY McSORLEY, general sales manager.
- STEVEN ELLIS, engineering director.
- JIM PARISI, news director.
- RALPH GUARDIANO, operations manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$375.

**City of License:** New London. **ADI:** Hartford-New Haven. **Rank:** 23.



WTWS BMPCT-850828LE Granted 10/10/85 © American Map Corp., No. 14244  
Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CONNECTICUT</b>			
	New London	89,500	87,600	98
	Windham	34,800	34,100	98
<b>Station Totals</b>		<b>124,300</b>	<b>121,700</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>29,300</b>
<b>Average Daily Circulation (1987)</b>				<b>9,700</b>



# Connecticut—Waterbury

**WTXX**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** Channel 20 Enterprises Ltd. Partnership, 414 Meadow St., Waterbury, CT 06702.

**Studio:** 414 Meadow St., Waterbury, CT 06702.

**Telephone:** 203-575-2020.

**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, CT.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; M/A-Com, 3.7-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**Ownership:** Odyssey Partners, 46.665%; Michael Finkelstein, 30.5%; Electra Investment Trust Ltd., 5.185%; John Bretl, 3.05%; Paul Zofnass, 3.05%; Michael Hayes, 1.525%; Jerome H. Grossman, 1.525%; Essen Assoc. IX, 8.50%. See Odyssey Partners in Group Ownership of Television Stations.

**Began Operation:** September 4, 1953. Sale to present owners approved by FCC Nov. 9, 1981 (*Television Digest*, Vol. 21:18).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

**Personnel:**

GEOFFREY ROSE, vice president & general manager.  
HARVEY ADELBERG, general sales manager.  
NANCY McCORMICK, program director.  
CHARLES ALLEN, chief engineer.

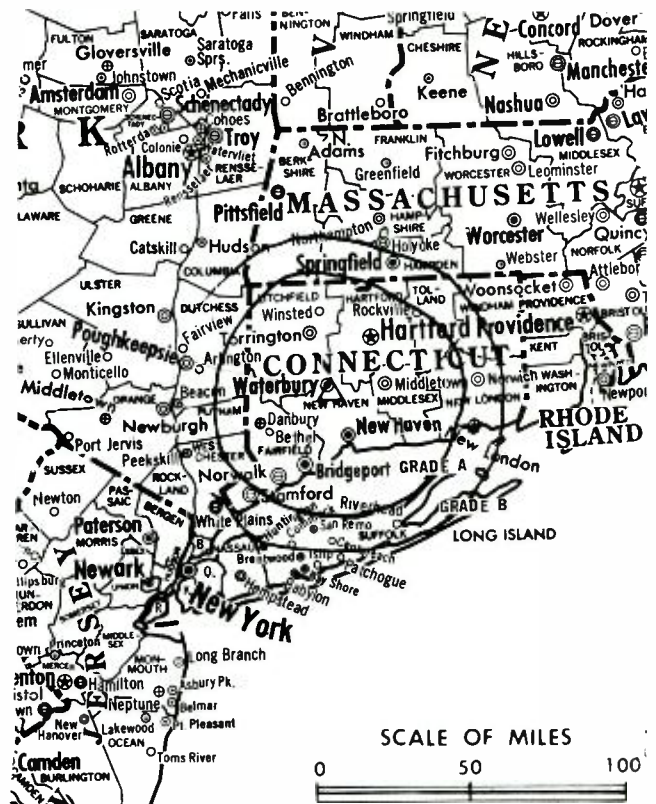
**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Waterbury. **ADI:** Hartford-New Haven. **Rank:** 23.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b> Tolland	40,100	39,300	98



WTXX BMPCT-820223KG Granted 3/11/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98
	Middlesex	51,000	50,100	98
	New Haven	285,400	281,500	99
	New London	89,500	87,600	98
<b>MASSACHUSETTS</b>	Hampden	164,500	162,000	98
	<b>CONNECTICUT</b>			
<b>Between 5-24%</b>	Fairfield	293,400	289,900	99
	<b>MASSACHUSETTS</b>			
	Hampshire	49,000	47,900	98
	<b>NEW YORK</b>			
	Putnam	28,800	28,300	98
Suffolk	431,200	426,800	99	
<b>Station Totals</b>		<b>1,831,300</b>	<b>1,805,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>541,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>182,400</b>	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Philadelphia, PA	2,641,400	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTAF-TV (29), WTGI-TV (61), WTVE (51)
Baltimore, MD	893,100	21	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	86,000	164	WBOC-TV (16), WMDT (47)

Delaware Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	0	1	1
Educational Television Stations	1	1	2
	1	2	3

**VIDEO WEEK**

The news service covering program sales & distribution, videocassettes, discs, pay-TV and allied new media.

Call 202-872-9200 for more information

# Delaware—Wilmington

**WTGI-TV**

Ch. 61

**Network Service:** None, independent.

**Licensee:** Delaware Valley Bcstrs. Ltd. Partnership, Debtor-in-Possession, One Christina Plaza, 303 A St., Wilmington, DE 19801.

**Studio:** One Christina Plaza, 303 A St., Wilmington, DE 19801.

**Telephone:** 302-654-6161.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 958-ft. above av. terrain, 950-ft. above ground, 1049-ft. above sea level.

Latitude 39° 41' 43"  
Longitude 75° 17' 55"

**Transmitter:** Old Vespers Rd., 2.8-mi. NNE of Woodstown.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Vertex, 6.1-meter C-band; AFC, 4.0-meter Ku-band.

**Ownership:** Elmer Lindale, chmn., 51.0%; Daniel G. Slape, 40.0%; remainder undisclosed.

**Began Operation:** July 9, 1986.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Mullaney Engineering.

**Personnel:**

DAN SLAPE, general manager.  
JACK KLINE, general sales manager.

**Rates:** Not available.

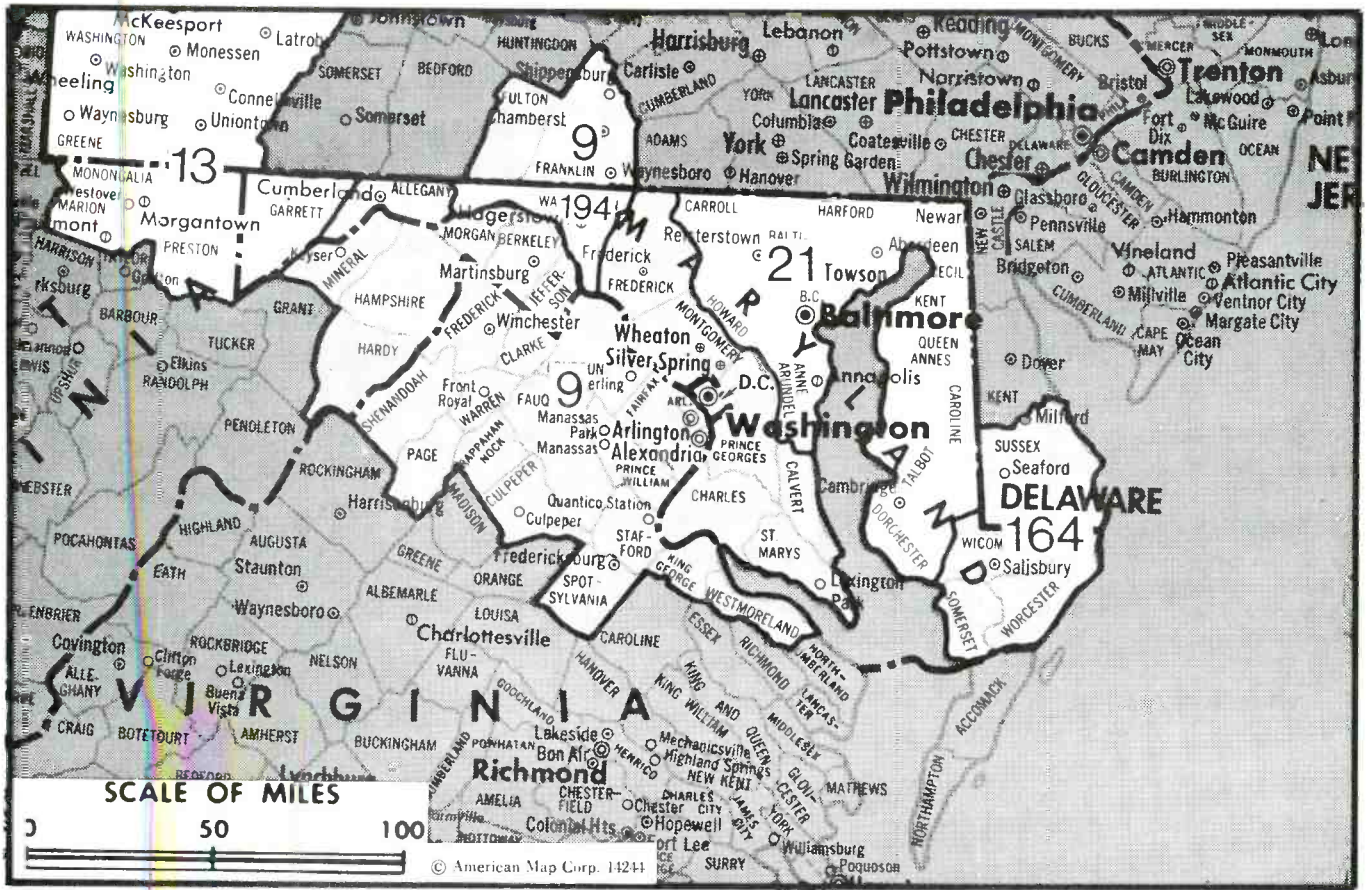
**City of License:** Wilmington. **ADI:** Philadelphia. **Rank:** 4.

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



WTGI-TV BMPCT-860617KF Granted 6/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MARYLAND</b>			
	Cecil	22,700	22,600	100
	<b>NEW JERSEY</b>			
	Cumberland	48,000	47,300	99
	Gloucester	75,000	74,300	99
	Salem	24,700	24,300	98
<b>Station Totals</b>		<b>170,400</b>	<b>168,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>37,400</b>
<b>Average Daily Circulation (1987)</b>				<b>10,200</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,563,600	9	WDCA-TV (20), WFTY (50), WJLA-TV(7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,209,000	13	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	893,100	21	WBAL-TV (11), WBFF (45), WHSV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	86,000	164	WBOC-TV (16), WMDT (47)
Hagerstown, MD	40,300	194	WHAG-TV (25), WJAL (68)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
WTKK, Washington	See Manassas, VA

District of Columbia Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	4	2	6
Educational Television Stations	0	2	2
	4	4	8

# District of Columbia—Washington

## WDCA-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** TVX of Washington Inc., 5202 River Rd., Bethesda, MD 20816.

**Studio:** 5202 River Rd., Bethesda, MD 20816.

**Telephone:** 301-654-2600. **TWX:** 710-824-9608.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 3-meter C-band; Harris, 9-meter C-band; Harris, 6-meter; Harris receivers.

**Ownership:** TVX Broadcast Group, 100%. 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 Television & Radio by Improvement Leasing Co. approved by FCC Aug. 16, 1979 (Vol. 18:18; 19:30, 33-36). Sale to present owner by Taft approved Feb. 20, 1987 (Vol. 27:9, 14, 15).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

**Personnel:**

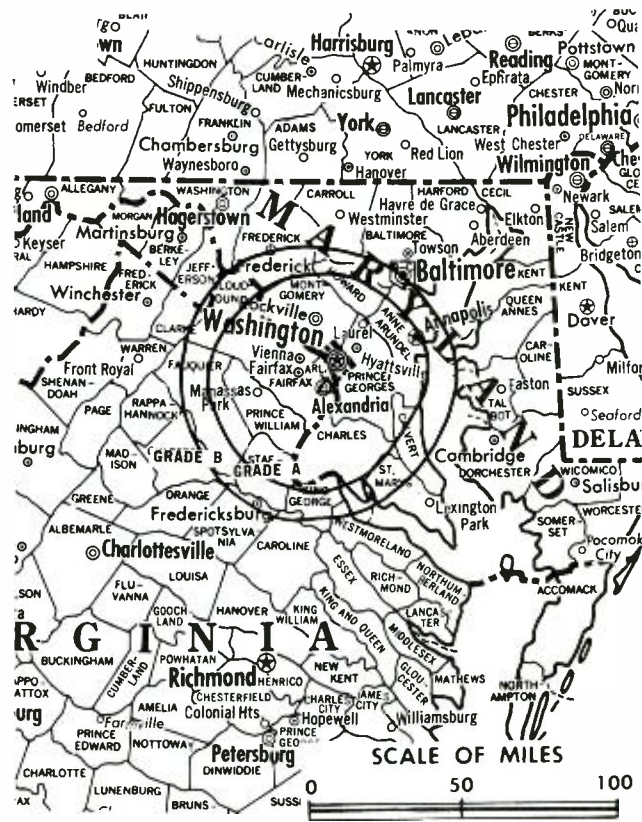
TIMOTHY M. LYNCH, general manager.  
GLENN DYER, program manager.  
RUSS ELKIN, chief engineer.

**Rates:** On request.

**City of License:** Washington. **ADI:** Washington. **Rank:** 9.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>			
	Allegany	29,300	29,000	99
	<b>VIRGINIA</b>			
	Warren	8,800	8,700	99
	<b>WEST VIRGINIA</b>			
	Morgan	4,400	4,300	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Calvert	14,000	13,800	99
	Charles	26,900	26,600	99
	Dorchester	11,400	11,300	99
	Frederick	44,800	44,500	99
	Howard	53,000	52,700	99
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
	St Marys	22,100	21,900	99
	Talbot	11,000	10,900	99
	Washington	41,400	41,100	99
	Wicomico	25,600	25,400	99
	<b>PENNSYLVANIA</b>			
	Franklin	44,200	42,800	97
	<b>VIRGINIA</b>			
	Albemarle	37,800	37,100	98
	Arlington	126,900	126,200	99
	Clarke	3,800	3,800	100
	Culpeper	8,300	8,200	99
	Fairfax	259,100	258,200	100



WDCA-TV BPCT-4374 Granted 10/5/70 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Fauquier</b>			
		13,900	13,700	99
	<b>Frederick</b>			
		20,200	20,000	99
	<b>Greene</b>			
		3,000	2,900	97
	<b>King George</b>			
		3,900	3,900	100
	<b>Loudoun</b>			
		23,000	22,700	99
<b>Between 5-24%</b>	<b>Page</b>			
		7,500	7,500	100
	<b>Pittsylvania</b>			
		40,200	39,700	99
	<b>Prince William</b>			
		59,500	59,100	99
	<b>Spotsylvania</b>			
		19,800	19,600	99
	<b>York</b>			
		15,900	15,800	99
	<b>Hampton City</b>			43,600 99
	<b>WEST VIRGINIA</b>			
	Mineral	10,300	10,200	99
<b>DELAWARE</b>				
	<b>Sussex</b>			40,200 39,700 99
<b>MARYLAND</b>				
	Baltimore	256,500	255,300	100
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Harford	53,700	53,400	99
	Kent	6,500	6,400	98
	Queen Annes	10,400	10,300	99
	Baltimore City	278,900	277,600	100
<b>NORTH CAROLINA</b>				
	Gaston	60,800	60,300	99
	Guilford	125,100	124,200	99
	Mecklenburg	168,800	167,500	99
<b>PENNSYLVANIA</b>				
	Adams	24,700	24,100	98
	Bedford	17,600	17,100	97
	Fulton	5,300	5,000	95
<b>(Continued on page A-204)</b>				
<b>Station Totals</b>		<b>3,507,400</b>	<b>3,481,100</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,093,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>342,200</b>	

# District of Columbia—Washington

**WFTY**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Channel 50 Inc., 12276 Wilkins Ave., Rockville, MD 20852.

**Studio:** 12276 Wilkins Ave., Rockville, MD 20852.

**Telephone:** 301-230-1550.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter C-band; ADM, 3-meter C-band.

**Ownership:** Corridor Broadcasting, 100%. See Group Ownership of TV Stations.

**Began Operation:** November 1, 1981. Sale to present owners by Theodore S. Ledbetter Jr. approved by FCC Jan. 17, 1985.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Patton, Boggs & Blow.

**Personnel:**

- NOLANDA HILL, chairman of the board & president.
- ANDREW M. OCKERSHAUSEN, general manager.
- LISA BRANNOCK, executive vice president & station manager.
- KENNETH WHITE, vice president & chief financial officer.
- MICHAEL JONES, general sales manager.
- JIM LANGE, chief engineer.
- DON HAZEN, vice president, engineering & operations.

**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate:** \$425.

**City of License:** Washington. **ADI:** Washington. **Rank:** 9.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>			
	Charles	26,900	26,600	99
	Prince Georges	238,100	237,300	100
	<b>VIRGINIA</b>			
	Clarke	3,800	3,800	100



WFTY BNPCT-800411KH Granted 7/10/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Calvert	14,000	13,800	99
	Dorchester	11,400	11,300	99
	Montgomery	236,400	235,500	100
	St Marys	22,100	21,900	99
	Talbot	11,000	10,900	99
	Baltimore City	278,900	277,600	100
	<b>VIRGINIA</b>			
	Arlington	126,900	126,200	99
	Fairfax	259,100	258,200	100
	Fauquier	13,900	13,700	99
	Loudoun	23,000	22,700	99
	Prince William	59,500	59,100	99
	<b>WEST VIRGINIA</b>			
	Jefferson	12,100	12,000	99
<b>Station Totals</b>		<b>1,728,600</b>	<b>1,718,800</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>327,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>104,900</b>	

# District of Columbia—Washington

**WJLA-TV**

Ch. 7

**Network Service:** ABC.

**Licensee:** WJLA Inc., 4461 Connecticut Ave. NW, Washington, DC 20008.

**Studio:** 4461 Connecticut Ave. NW, Washington, DC 20008.

**Telephone:** 202-364-7777. **TWX:** 710-822-9505.

**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.

**Satellite Earth Station:** Satcom Technologies, 5.5-meter Ku-band; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Allbritton Communications Co. See Group Ownership of Television Stations.

**Began Operation:** October 3, 1947.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

- THOMAS B. COOKERLY, president, Broadcast Division, Allbritton Communications Co. & president & general manager, WJLA-TV.
- JANE E. COHEN, vice president, station affairs.
- JAMES E. GRIFFIN, vice president & director of broadcast operations.
- JOSEPH G. ROSE JR., vice president & director of finance & administration.
- JOHN C. LONG, vice president & director of sales.
- TOM DOERR, vice president & executive news director.
- JOHN TOLLEFSON, vice president & director of engineering.
- THURSA THOMAS, program director.
- HELEN FEINBLOOM, national sales manager.
- BILL HAIGHT, local sales manager.
- BOB CASAZZA, director, marketing & promotion.
- TERI EVERETT, director of public relations.

**Highest 30 Sec. Rate:** \$16,000.

**NETWORK BASE HOURLY RATE:** \$2150.

**City of License:** Washington. **ADI:** Washington. **Rank:** 9.

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

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>				
		Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>				
		Allegany	29,300	29,000	99
		Calvert	14,000	13,800	99
		Charles	26,900	26,600	99
		Frederick	44,800	44,500	99
		Howard	53,000	52,700	99
		Montgomery	236,400	235,500	100
		Prince Georges	238,100	237,300	100
		St Marys	22,100	21,900	99
		Washington	41,400	41,100	99
	<b>PENNSYLVANIA</b>				
	Franklin	44,200	42,800	97	
<b>VIRGINIA</b>					
	Arlington	126,900	126,200	99	
	Clarke	3,800	3,800	100	
	Culpeper	8,300	8,200	99	



WJLA-TV BMPT-7405 Granted 7/25/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fairfax	259,100	258,200	100
	Fauquier	13,900	13,700	99
	Frederick	20,200	20,000	99
	King George	3,900	3,900	100
	Loudoun	23,000	22,700	99
	Page	7,500	7,500	100
	Prince William	59,500	59,100	99
	Rappahannock	2,500	2,500	100
	Spotsylvania	19,800	19,600	99
	Stafford	15,500	15,300	99
	Warren	8,800	8,700	99
	Westmoreland	5,700	5,600	98
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
	Jefferson	12,100	12,000	99
	Mineral	10,300	10,200	99
	Morgan	4,400	4,300	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Dorchester	11,400	11,300	99
	Talbot	11,000	10,900	99
<b>PENNSYLVANIA</b>				
	Fulton	5,300	5,000	95
<b>VIRGINIA</b>				
	Madison	3,800	3,700	97
	Orange	7,100	7,000	98
	Shenandoah	11,100	11,000	99
<b>WEST VIRGINIA</b>				
	Hampshire	5,900	5,800	98
(Continued on page A-204)				
<b>Station Totals</b>		<b>2,559,300</b>	<b>2,540,900</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>1,551,100</b>
<b>Average Daily Circulation (1987)</b>				<b>838,100</b>

# District of Columbia—Washington

## WRC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 5, 4001 Nebraska Ave. NW, Washington, DC 20016.

**Studio:** 4001 Nebraska Ave. NW, Washington, DC 20016.

**Telephone:** 202-885-4000. **TWX:** 202-965-0804.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 458-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"  
Longitude 77° 04' 53.5"

**Transmitter:** 4001 Nebraska Ave. NW.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter.

**FM Affiliate:** WKYS, 20-kw, 93.9 MHz (No. 230), 480-ft.

**News Services:** AP, UPI, NBC.

**Ownership:** National Broadcasting Co. Inc. See Group Ownership of Television Stations.

**Began Operation:** June 27, 1947. Sale to present owner approved by FCC June 5, 1986.

**Represented (sales):** NBC TV Spot Sales.

### Personnel:

JERRY NACHMAN, vice president & general manager.  
LAURENCE TOMPKINS, sales director.  
THOMAS MANN, director, facilities & engineering.  
STEPHEN DICKLER, sales manager.  
LARRY SPERO, sales manager.  
KATHLEEN McCAMPBELL, director, programming.  
RICHARD RAAB, director, operations & engineering production.  
RICHARD GOGGIN, director, advertising & promotion.  
JACK ABERNETHY, director, business affairs.  
JOHN ANNIS, director, employee relations.  
BRET MARCUS, director, news.

**Rates:** Rates: On request.

**NETWORK BASE HOURLY RATE:** \$2150.

**City of License:** Washington. **ADI:** Washington. **Rank:** 9.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>			
	Calvert	14,000	13,800	99
	Charles	26,900	26,600	99
	Dorchester	11,400	11,300	99
	Frederick	44,800	44,500	99
	Howard	53,000	52,700	99
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
	St Marys	22,100	21,900	99
	Washington	41,400	41,100	99
	<b>VIRGINIA</b>			
	Arlington	126,900	126,200	99
	Clarke	3,800	3,800	100
	Culpeper	8,300	8,200	99
	Fairfax	259,100	258,200	100
Fauquier	13,900	13,700	99	
Frederick	20,200	20,000	99	
King George	3,900	3,900	100	



WRC-TV BPTC-2103 Granted 4/17/57 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Loudoun	23,000	22,700	99
	Page	7,500	7,500	100
	Prince William	59,500	59,100	99
	Rappahannock	2,500	2,500	100
	Shenandoah	11,100	11,000	99
	Spotsylvania	19,800	19,600	99
	Stafford	15,500	15,300	99
	Warren	8,800	8,700	99
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
Hampshire	5,900	5,800	98	
Jefferson	12,100	12,000	99	
Morgan	4,400	4,300	98	
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Carroll	37,700	37,500	99
	Queen Annes	10,400	10,300	99
	Talbot	11,000	10,900	99
Wicomico	25,600	25,400	99	
<b>PENNSYLVANIA</b>				
Franklin	44,200	42,800	97	
Fulton	5,300	5,000	95	
<b>VIRGINIA</b>				
Madison	3,800	3,700	97	
Orange	7,100	7,000	98	
Rockingham	27,000	26,700	99	
Westmoreland	5,700	5,600	98	
<b>WEST VIRGINIA</b>				
Hardy	3,800	3,700	97	
(Continued on page A-204)				
<b>Station Totals</b>		<b>2,638,000</b>	<b>2,619,200</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,543,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>855,200</b>	



# District of Columbia—Washington

**WTTG**

Ch. 5

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Studio:** 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Telephone:** 202-244-5151. **TWX:** 910-881-5757.

**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, Washington.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 10-meter; Microdyne, 5-meter; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Fox Television Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1947. Sale by Metromedia Inc. to present owner approved by FCC Nov. 14, 1985.

**Represented (sales):** TeleRep Inc.

**Personnel:**

BETTY ENDICOTT, vice president & general manager.  
LARRY MALONEY, vice president & general sales manager.  
GARY QUINN, chief engineer.  
JOE CRISTIANO, local sales manager.  
PENNY HAFT, national sales manager.  
JOSEPH SAITTA, news director.  
LINDY SPERO, vice president & director, creative services.  
BILL CUNNINGHAM, vice president & business manager.  
DEBORAH DUGAN, director, public services.  
JOE PERRY, director, research.  
MARK POERTNER, production manager.  
DONNA HARRIS, traffic manager.

**Rates:** On request.

**City of License:** Washington. **ADI:** Washington. **Rank:** 9.

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

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>				
		Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>				
		Allegany	29,300	29,000	99
		Anne Arundel	140,100	139,400	100
		Calvert	14,000	13,800	99
		Caroline	9,000	8,900	99
		Carroll	37,700	37,500	99
		Charles	26,900	26,600	99
		Dorchester	11,400	11,300	99
		Frederick	44,800	44,500	99
		Howard	53,000	52,700	99
		Kent	6,500	6,400	98
		Montgomery	236,400	235,500	100
		Prince Georges	238,100	237,300	100
		Queen Annes	10,400	10,300	99
		St Marys	22,100	21,900	99
		Talbot	11,000	10,900	99
		Washington	41,400	41,100	99



WTTG BMPCT-5854 Granted 6/25/63 © American Map Corp.. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wicomico	25,600	25,400	99
	<b>PENNSYLVANIA</b>			
	Franklin	44,200	42,800	97
	Fulton	5,300	5,000	95
	<b>VIRGINIA</b>			
	Arlington	126,900	126,200	99
	Clarke	3,800	3,800	100
	Culpeper	8,300	8,200	99
	Fairfax	259,100	258,200	100
	Fauquier	13,900	13,700	99
	Frederick	20,200	20,000	99
	King George	3,900	3,900	100
	Loudoun	23,000	22,700	99
	Madison	3,800	3,700	97
	Page	7,500	7,500	100
	Prince William	59,500	59,100	99
	Rappahannock	2,500	2,500	100
	Rockingham	27,000	26,700	99
	Shenandoah	11,100	11,000	99
	Spotsylvania	19,800	19,600	99
	Stafford	15,500	15,300	99
	Warren	8,800	8,700	99
	Westmoreland	5,700	5,600	98
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
	Hampshire	5,900	5,800	98
	Jefferson	12,100	12,000	99
	Mineral	10,300	10,200	99
	Morgan	4,400	4,300	98

(Continued on page A-205)

<b>Station Totals</b>	<b>4,379,600</b>	<b>4,340,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,992,100</b>	
<b>Average Daily Circulation (1987)</b>		<b>884,200</b>	

# District of Columbia—Washington

## WUSA

Ch. 9

**Network Service:** CBS.

**Licensee:** Gannett Co. Inc., 4001 Brandywine St. NW, Broadcast House, Washington, DC 20016.

**Studio:** Broadcast House, 4001 Brandywine St. NW, Washington, DC 20016.

**Telephone:** 202-364-3900. **TWX:** 710-822-9776.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris, 6.1-meter C-band; Harris, 4.5-meter Ku-band; Harris & Scientific-Atlanta receivers.

**News Services:** AP, UPI, Reuters, Western Union Weather.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** January 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, MI approved by FCC May 18, 1978 (Vol. 17:58; 18:21). Sale by Evening News Assn. to present owner approved Jan. 13, 1986.

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

RONALD TOWNSEND, president & general manager.  
HENRY K. YAGGI III, director of sales.  
PAUL TRELSTAD, national sales manager.  
STEPHEN COOK, local sales manager.  
LAWRENCE HERBSTER, director, business affairs.  
JAMES MARTIN, operations manager.  
LOUISE ABERNATHY, personnel manager.  
HENRY PRICE, director, programming & marketing.  
DAVID PEARCE, news director.  
DIANE DIGIT, public relations manager.  
MARK DeSANTIS, promotion manager.  
SANDRA BUTLER, director, broadcast operations.  
HENRY R. OWEN, director of engineering.

**Highest 30 Sec. Rate:** \$8000.

**NETWORK BASE HOURLY RATE:** \$2350.

**City of License:** Washington. **ADI:** Washington. **Rank:** 9.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>			
	Allegany	29,300	29,000	99
	Calvert	14,000	13,800	99
	Charles	26,900	26,600	99
	Frederick	44,800	44,500	99
	Howard	53,000	52,700	99
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
St Marys	22,100	21,900	99	
Talbot	11,000	10,900	99	



WUSA BMPCT-7389 Granted 8/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	41,400	41,100	99
	<b>PENNSYLVANIA</b>			
	Franklin	44,200	42,800	97
	Fulton	5,300	5,000	95
	<b>VIRGINIA</b>			
	Arlington	126,900	126,200	99
	Clarke	3,800	3,800	100
	Culpeper	8,300	8,200	99
	Fairfax	259,100	258,200	100
	Fauquier	13,900	13,700	99
	Frederick	20,200	20,000	99
	King George	3,900	3,900	100
	Loudoun	23,000	22,700	99
	Madison	3,800	3,700	97
	Page	7,500	7,500	100
	Prince William	59,500	59,100	99
	Rappahannock	2,500	2,500	100
	Shenandoah	11,100	11,000	99
	Spotsylvania	19,800	19,600	99
	Stafford	15,500	15,300	99
Warren	8,800	8,700	99	
Westmoreland	5,700	5,600	98	
<b>WEST VIRGINIA</b>				
Berkeley	19,300	19,100	99	
Hampshire	5,900	5,800	98	
Hardy	3,800	3,700	97	
Jefferson	12,100	12,000	99	
Mineral	10,300	10,200	99	
Morgan	4,400	4,300	98	
(Continued on page A-205)				
<b>Station Totals</b>		<b>2,566,600</b>	<b>2,548,000</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,598,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>903,700</b>	

## District of Columbia

### WDCA-TV , Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Dinwiddie	21,100	20,800	99
	Henrico	74,200	73,600	99
	Montgomery	26,100	25,800	99
	Northumberland	4,000	3,900	97
	Orange	7,100	7,000	98
	Rockingham	27,000	26,700	99
	Stafford	15,500	15,300	99
	Westmoreland	5,700	5,600	98
	Newport News City	54,500	54,100	99
	Norfolk City	91,900	91,100	99
	Portsmouth City	36,500	36,200	99
	Va Beach City	109,700	109,000	99
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
	Grant	3,800	3,700	97
	Hardy	3,800	3,700	97
	Jefferson	12,100	12,000	99

### WJLA-TV , Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Baltimore	256,500	255,300	100
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Kent	6,500	6,400	98
	Queen Annes	10,400	10,300	99
	Wicomico	25,600	25,400	99
	Baltimore City	278,900	277,600	100
	<b>PENNSYLVANIA</b>			
	Adams	24,700	24,100	98
	Bedford	17,600	17,100	97
	<b>VIRGINIA</b>			
	Augusta	32,600	32,200	99
	Essex	3,200	3,100	97
	Northumberland	4,000	3,900	97
	Rockingham	27,000	26,700	99
	<b>WEST VIRGINIA</b>			
	Hardy	3,800	3,700	97

### WRC-TV , Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	40,200	39,700	99
	<b>MARYLAND</b>			
	Allegany	29,300	29,000	99
	Baltimore	256,500	255,300	100
	Caroline	9,000	8,900	99
	Harford	53,700	53,400	99
	Kent	6,500	6,400	98
	Baltimore City	278,900	277,600	100
	<b>PENNSYLVANIA</b>			
	Adams	24,700	24,100	98
	<b>VIRGINIA</b>			
	Augusta	32,600	32,200	99
	Caroline	6,400	6,300	98
	Essex	3,200	3,100	97
	Northumberland	4,000	3,900	97
	Richmond	2,500	2,500	100
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97

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## District of Columbia

### WTTG , Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	40,200	39,700	99
	<b>MARYLAND</b>			
	Baltimore	256,500	255,300	100
	Harford	53,700	53,400	99
	Somerset	6,700	6,600	99
	Worcester	13,800	13,600	99
	<b>NORTH CAROLINA</b>			
	Cumberland	84,900	83,900	99
	<b>PENNSYLVANIA</b>			
	Adams	24,700	24,100	98
	<b>VIRGINIA</b>			
	Albemarle	37,800	37,100	98
	Augusta	32,600	32,200	99
	Caroline	6,400	6,300	98
	Henrico	74,200	73,600	99
	James City	12,000	11,800	98
	Montgomery	26,100	25,800	99
	Orange	7,100	7,000	98
	Roanoke	75,600	75,000	99
	York	15,900	15,800	99
Hampton City	43,900	43,600	99	
Newport News City	54,500	54,100	99	
Va Beach City	109,700	109,000	99	
<b>WEST VIRGINIA</b>				
Grant	3,800	3,700	97	
Hardy	3,800	3,700	97	
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
	<b>MARYLAND</b>			
	Cecil	22,700	22,600	100
	Baltimore City	278,900	277,600	100
	<b>NORTH CAROLINA</b>			
	Craven	27,100	26,900	99
	Edgecombe	19,900	19,600	98
	Nash	26,300	25,900	98
	Pitt	35,900	35,400	99
	Wake	133,900	132,600	99
	Wilson	23,600	23,300	99
	<b>PENNSYLVANIA</b>			
	Bedford	17,600	17,100	97
	Cumberland	71,200	69,900	98
	Huntingdon	15,300	14,900	97
	Mifflin	17,800	17,200	97
	Perry	14,500	14,100	97
	York	125,600	123,300	98
	<b>SOUTH CAROLINA</b>			
	Lexington	60,200	59,400	99
	Richland	98,700	97,500	99
	<b>VIRGINIA</b>			
	Accomack	11,500	11,300	98
	Chesterfield	62,000	61,700	100
	Dinwiddie	21,100	20,800	99
	Essex	3,200	3,100	97
	Greene	3,000	2,900	97
	Hanover	18,400	18,100	98
	Henry	27,100	26,800	99
	Louisa	6,700	6,500	98
Northumberland	4,000	3,900	97	
Pittsylvania	40,200	39,700	99	
Prince George	14,800	14,700	99	
Richmond	2,500	2,500	100	
Rockbridge	10,600	10,400	98	
Norfolk City	91,900	91,100	99	
Portsmouth City	36,500	36,200	99	
Richmond City	85,600	84,900	99	

### WUSA , Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Dorchester	11,400	11,300	99
	<b>VIRGINIA</b>			
	Albemarle	37,800	37,100	98
	Augusta	32,600	32,200	99
	Orange	7,100	7,000	98
	Rockingham	27,000	26,700	99
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Baltimore	256,500	255,300	100
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Kent	6,500	6,400	98
	Queen Annes	10,400	10,300	99
	Baltimore City	278,900	277,600	100
	<b>PENNSYLVANIA</b>			
	Adams	24,700	24,100	98
	<b>VIRGINIA</b>			
	Caroline	6,400	6,300	98
	Essex	3,200	3,100	97
	Northumberland	4,000	3,900	97
Richmond	2,500	2,500	100	

## TELEVISION and CABLE ACTION UPDATES

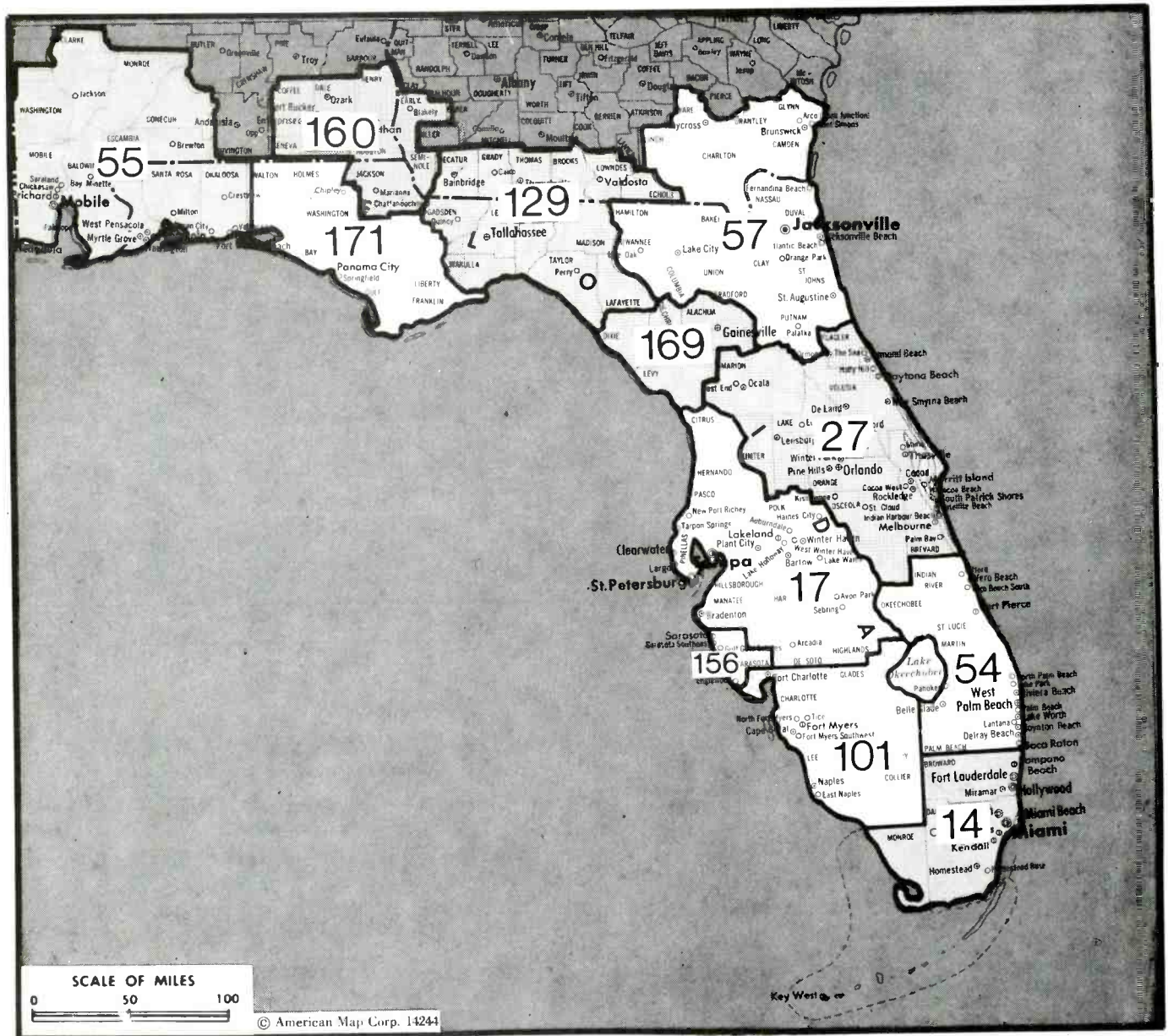
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# Florida



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Miami, FL.....	1,202,400	14	WBFS-TV (33), WCIX (6), WDZL (39), WHFT (45), WLTV (23), WPLG (10), WSCV (51), WSVN (7), WTUV (4)
Tampa-St. Petersburg, FL.....	1,090,400	17	WCLF (22), WFTS (28), WTMV (32), WTOG (44), WTSP-TV (10), WTVT (13), WXFL (8), WAYK (56), WCPX-TV (6), WESH (2), WFTV (9), WIYE (55), WMOD (43), WOFL (35), WOGX (51), WTGL-TV (52)
Orlando-Daytona Beach-Melbourne, FL.....	753,000	27	WFLX (29), WPEC (12), WPTV (5), WTVX (34)
West Palm Beach-Ft. Pierce-Vero Beach, FL.....	447,800	54	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Mobile, AL-Pensacola, FL.....	435,500	55	WAWS-TV (30), WJKS (17), WJXT (4), WNFT (47), WTLV (12)
Jacksonville, FL.....	426,700	57	WBBH-TV (20), WEVU (26), WFTX (36), WINK-TV (11)
Fort Myers-Naples, FL.....	214,800	101	WCTV (6), WTCW (40), WTXL-TV (27), WVGA (44)
Tallahassee, FL-Thomasville, GA.....	161,300	129	WWSB (40)
Sarasota, FL.....	116,200	156	WDHN (18), WTVY (4)
Dothan, AL.....	97,600	160	WCJB (20)
Gainesville, FL.....	80,800	169	WJHG-TV (7), WMBB (13)
Panama City, FL.....	78,300	171	

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

WWSB, Bradenton .....	See Sarasota, FL
WCPX-TV, WESH-TV, WFTV, Daytona Beach.....	See Orlando, FL
WFTX, Fort Myers .....	See Cape Coral, FL
WTVX, Fort Pierce .....	See Palm Beach, FL
WOGX, Gainesville .....	See Ocala, FL
WAYK, Melbourne .....	See Orlando, FL
WMOD, Melbourne .....	See Orlando, FL
WSCV, Miami .....	See Fort Lauderdale, FL
WEVU, Naples .....	See Fort Myers, FL
WIYE, Orlando .....	See Leesburg, FL
WTGL-TV, Orlando .....	See Cocoa, FL
WALA-TV, WKRG-TV, WMPV-TV & WPMI, Pensacola .....	See Mobile, AL
WPAN, Pensacola .....	See Fort Walton Beach, FL
WXFL, WFTS, WTOG, WTSP-TV & WTVT, St. Petersburg .....	See Tampa, FL
WVGA, Tallahassee .....	See Valdosta, GA
WCLF, Tampa .....	See Clearwater, FL
WTMV, Tampa .....	See Lakeland, FL
WTVX, Vero Beach .....	See Palm Beach, FL
WFLX & WPEC, West Palm Beach .....	See Palm Beach, FL

**Florida Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	19	31	50
Educational Television Stations	5	7	12
	24	38	62

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# Florida—Cape Coral

**WFTX**

**Ch. 36**

**Network Service:** Fox.

**Licensee:** Wabash Valley Bcstg. Corp.

**Studio:** 621 Pine Island Blvd. SW, Cape Coral, FL 33904.

**Telephone:** 813-574-3636.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1476-ft. above av. terrain, 1477-ft. above ground, 1506-ft. above sea level.

Latitude 26° 47' 43"  
Longitude 81° 48' 04"

**Transmitter:** 4.9-mi. SSW of Tuckers Corner.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Prodelin, 3-meter C-band; United Satellite Systems, 3-meter Ku-band; Automation Techniques receivers.

**Ownership:** Wabash Valley Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 14, 1985. Sale to present owner by Family TV Assoc. approved by FCC Nov. 25, 1986 (*Television Digest*, Vol. 26:38).

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

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**  
HUGH ROBINSON, vice president & general manager.  
JERRY BLEVINS, chief engineer.

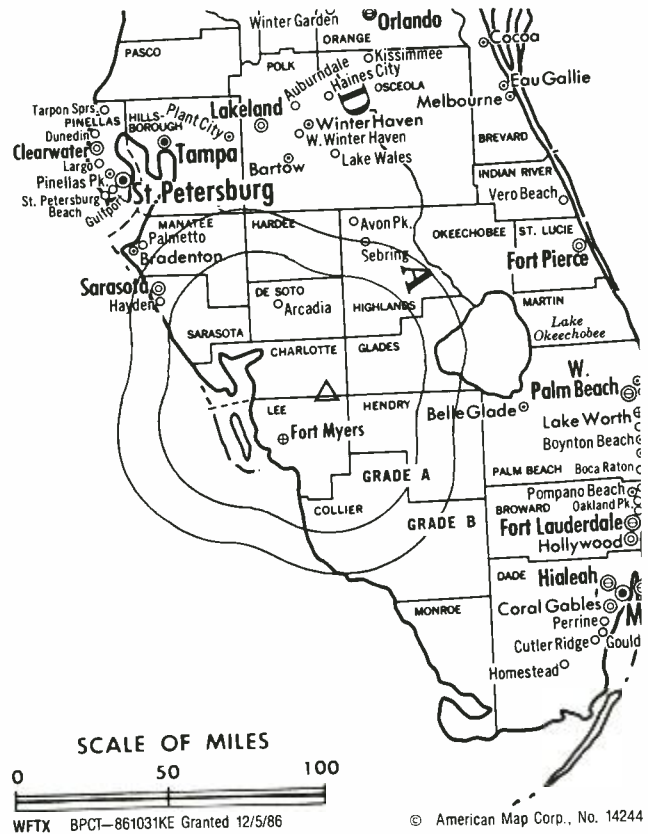
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$225.

**City of License:** Cape Coral. **ADI:** Fort Myers-Naples. **Rank:** 101.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA Charlotte	36,800	36,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Collier	50,400	49,300	98
	De Soto	7,700	7,600	99
	Hendry	7,600	7,400	97
	Lee	114,700	113,400	99
Between 5-24%	FLORIDA	2,800	2,700	96
	Glades	24,600	24,200	98
	Sarasota	115,200	114,100	99
<b>Station Totals</b>		<b>359,800</b>	<b>355,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>108,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>39,300</b>	

# Florida—Clearwater

**WCLF**

**Ch. 22**

**Network Service:** None, independent.

**Licensee:** Christian Television Corp. Inc., 6922 142nd Ave. N., Largo, FL 33541.

**Studio:** 6922 142nd Ave. N., Largo, FL 33541.

**Telephone:** 813-535-5622.

**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:** Transmit/receive Vertex, 6.1-meter Ku-band; Comtech, 5-meter C-band.

**Ownership:** Christian Television Network, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 24, 1979.

**Represented (legal):** Gammon & Grange.

**Personnel:**

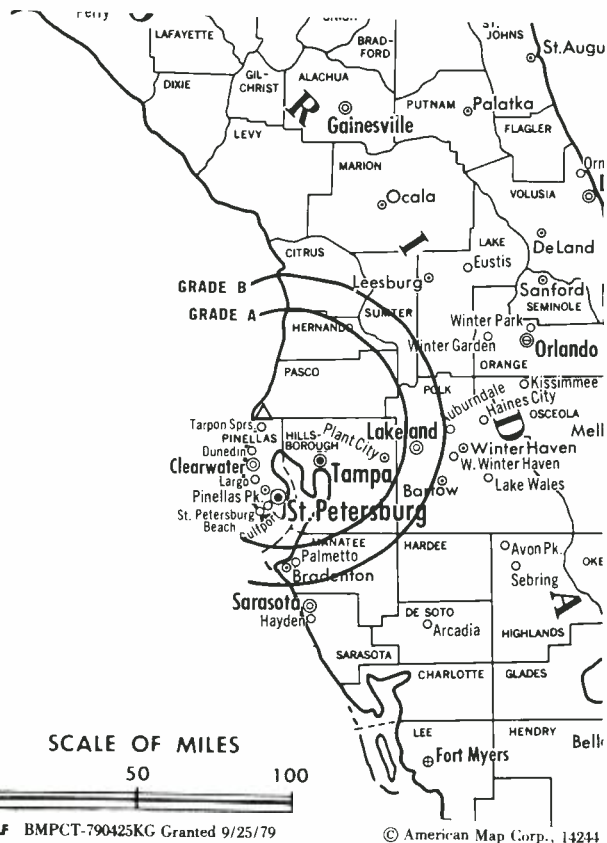
- ROBERT R. D'ANDREA, general manager.
- ROBERT KENNEDY, director of cable relations/special projects.
- CLAY MULLINS, sales manager.
- JACK JARVIS, production manager.
- CARL BERGER, chief engineer.

**Highest One Hour Rate:** \$760.

**Highest 30 Sec. Rate:** \$90.

**City of License:** Clearwater. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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



WCLF BMPCT-790425KG Granted 9/25/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hernando	30,600	30,100	99
	Hillsborough	287,400	284,700	99
	Pasco	104,900	103,700	99
	Pinellas	374,700	371,600	99
<b>Station Totals</b>		<b>797,600</b>	<b>790,100</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>57,700</b>
<b>Average Daily Circulation (1987)</b>				<b>19,500</b>



# Florida—Cocoa

## WTGL-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Good Life Broadcasting Inc., Box 1852, Cocoa, FL 32922-1852.

**Studios:** 26 Forrest Ave., Cocoa, FL 32922; 1205 29th St., Orlando, FL 32805.

**Telephones:** 305-631-2730, Cocoa; 305-422-5257, Orlando.

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 4720-kw max. visual, 472-kw max. aural. Antenna: 934-ft. above av. terrain, 1005-ft. above ground, 1049-ft. above sea level.

Latitude	28°	18'	26"
Longitude	80°	54'	48"

Requests CP for change 5000-kw max. visual, 1450-ft. above av. terrain, 1418-ft. above ground, 1482-ft. above sea level, lat. 28° 34' 51", long. 81° 04' 32", transmitter to Bithlo Antenna Farm, 2.5-mi. NE of Bithlo. BPCT-870811KF.

**Transmitter:** Deseret Ranches, Star Rte. 1250, Melbourne.

**Satellite Earth Stations:** 2 in operation, 5-meter & 3.5-meter; Harris, Microwave Assoc. receivers.

**Ownership:** Christian Television Network, 100%. See Group Ownership of Television Stations.

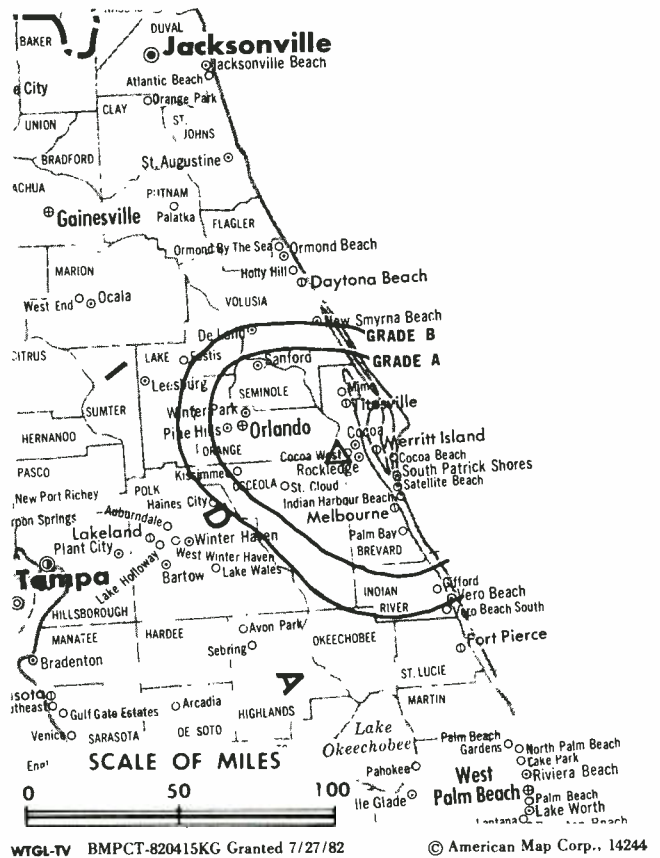
**Began Operation:** August 16, 1982.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Serge Bergen.

### Personnel:

KEN MIKESELL, operations manager.  
BILL BRYAN, chief engineer.



**Highest One Hour Rate:** \$690.

**Highest 30 Sec. Rate:** \$70.

**Arbitron Data:** Not available.

**City of License:** Cocoa. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

# Florida—Fort Lauderdale

**WSCV**

**Ch. 51**

**Network Service:** Telemundo.

**Licensee:** Telemundo Group Inc.

**Studio:** 2100 Coral Way, Miami, FL 33145.

**Telephone:** 305-854-5151.

**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"

Requests CP for change 2073-kw max. visual, 207.3-kw max. aural, 1048-ft. above av. terrain, 1048-ft. above ground, 1055-ft. above sea level, lat. 25° 59' 34", long. 80° 10' 27", transmitter to SE corner of S. 33rd Ave. & Pembroke Rd. BPCT-870325KT.

**Transmitter:** 3200 Pembroke Rd., Pembroke Park, FL.

**Satellite Earth Stations:** 2 in operation; Harris receivers.

**News Services:** AP, CNN.

**Ownership:** Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 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 Oak Industries by William F. Johns, Alvin Koenig, et al., approved by FCC Feb. 29, 1980. Previous sale by Trustee in Bankruptcy approved July 14, 1976. Subscription TV authorization granted March 23, 1979. Sale to John Blair & Co. approved by FCC Oct. 9, 1984 (*Television Digest*, Vol. 24:33). Controlling interest in John Blair & Co. was purchased by Reliance Group & approved by FCC Sept. 18, 1986 (Vol. 26:21-29, 33, 34).

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.

**Personnel:**

- JULIO RUMBAUT, president.
- TIM COWDEN, station manager.
- STEVE PATZ, national sales manager.
- MANUEL FERNANDEZ, local sales manager.
- ANTONIO DIEGUEZ, program director.
- MIGUEL LORENZO, news director.

**Highest 30 Sec. Rate:** \$500.



WSCV BPCT-4459 Granted 1/12/72

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**City of License:** Fort Lauderdale. **ADI:** Miami. **Rank:** 14.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Dade	667,400	661,700	99
<b>Station Totals</b>		<b>667,400</b>	<b>661,700</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>140,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>86,500</b>	

# Florida—Fort Myers

## WBBH-TV

Ch. 20

**Network Service:** NBC.

**Licensee:** Waterman Bcstg. Corp. of Florida, 3719 Central Ave., Fort Myers, FL 33901.

**Studio:** 3719 Central Ave., Fort Myers, FL 33901.

**Telephone:** 813-939-2020.

**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.

**Satellite Earth Stations:** 3 in operation; Harris, 10-meter Ku-band; Harris receivers.

**News Service:** AP.

**Ownership:** Waterman Broadcasting Corp. Bernard E. Waterman, pres., 90.0%; Edith B. Waterman, secy.-treas., 10.0%. Waterman Broadcasting also owns WVIR-TV, Charlottesville, VA; KTSA & KTFM(FM), San Antonio, TX.

**Began Operation:** December 18, 1968. Sale to present owners by William N. Dakos, et al., approved by FCC July 9, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

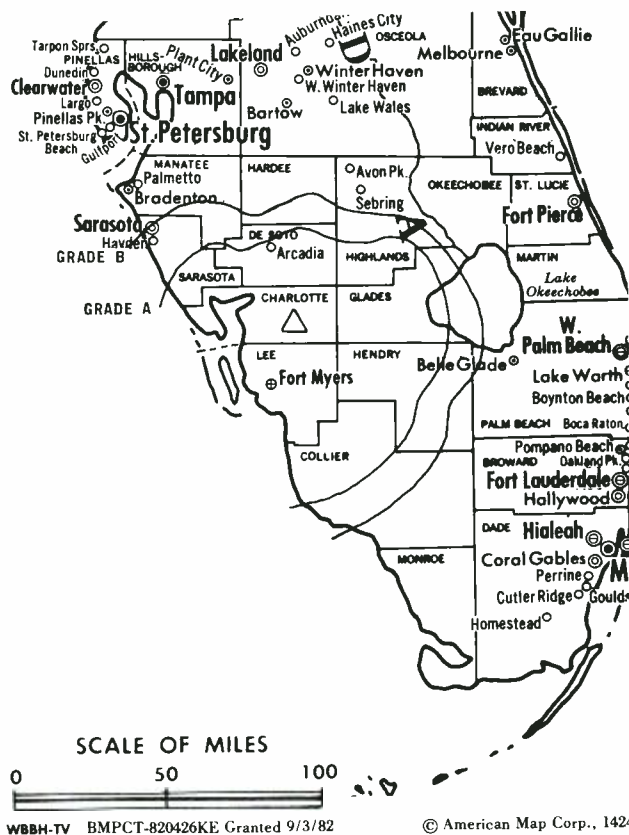
STEVE PONTIUS, vice president & general manager.  
ROBERT M. CLEVELAND, chief engineer.  
NANCY HENDERICKSON, comptroller.  
SANDY CARRILLO, national sales administrator.  
DAVE CROMWELL, news & public affairs administrator.  
KIM DATEMA, program coordinator.  
LISA FAAS, creative services/production.  
DEBI SMITH, computer traffic manager.

**Highest 30 Sec. Rate:** \$1400.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Fort Myers. **ADI:** Fort Myers-Naples. **Rank:** 101.

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



WBBH-TV BNPCT-820426KE Granted 9/3/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
	Collier	50,400	49,300	98
	Hendry	7,600	7,400	97
	Lee	114,700	113,400	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	De Soto	7,700	7,600	99
	Glades	2,800	2,700	96
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	24,600	24,200	98
	Sarasota	115,200	114,100	99
<b>Station Totals</b>		<b>359,800</b>	<b>355,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>212,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>146,400</b>	

# Florida—Naples-Fort Myers

**WEVU**

Ch. 26

**Network Service:** ABC.

**Licensee:** Caloosa Television Corp.

**Studio:** 26 Broadcast Park, 3451 Bonita Bay, Bonita Springs, FL 33923.

**Sales Address:** Box 6260, Fort Myers, FL 33906.

**Telephones:** 813-597-6038; 813-332-0076.

**TWX:** 510-951-7340.

**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"

Requests CP for change 5000-kw max. visual, 500-kw max. aural, 1206-ft. above av. terrain, 1191-ft. above ground, 1216-ft. above sea level, lat. 26° 25' 22", long. 81° 37' 28", transmitter to 5.5-mi. SW of Corkscrew, FL. BPCT-860702KG.

**Transmitter:** 4-mi. SE of Bonita Springs.

**Satellite Earth Stations:** Comtech, 7.3-meter C-band; Vitek, 4.3-meter Ku-band; Microdyne, Pinzone, Standard Communications receivers.

**News Service:** AP.

**Ownership:** The Home News Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 21, 1974. Sale to present owner approved by FCC Aug. 24, 1978.

**Represented (sales):** Seitel Inc.

**Represented (legal):** Cordon & Kelly.

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

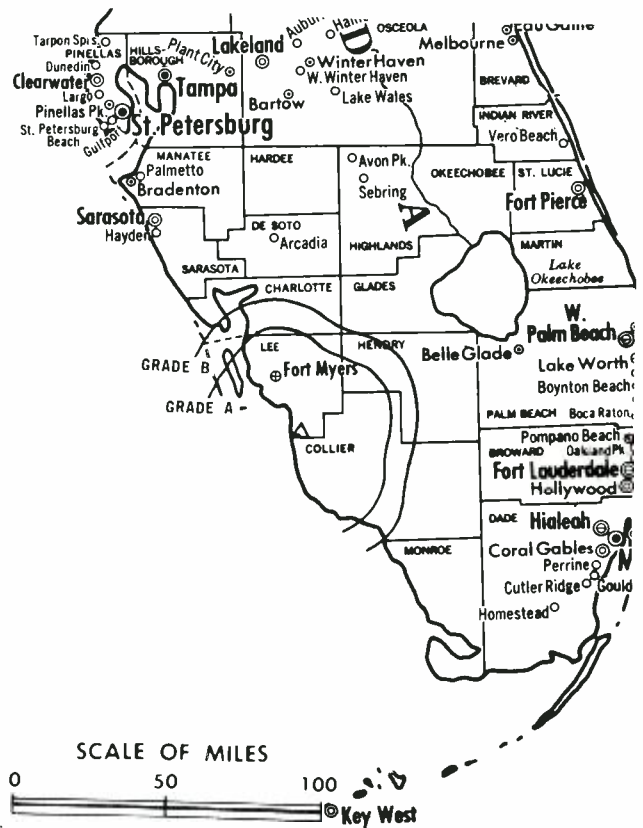
**Personnel:**

RAY KARPOWICZ, president & general manager.  
LARRY LANDAKER, station & general sales manager.  
HANK DOUGLAS, sales manager, Naples.  
DAVE McKELVEY, vice president, engineering.

**Highest 30 Sec. Rate:** \$540.

**City of License:** Naples. **ADI:** Fort Myers-Naples. **Rank:** 101.

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



WEVU BMPCT-7520 Granted 3/12/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
	Collier	50,400	49,300	98
	Lee	114,700	113,400	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hendry	7,600	7,400	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	De Soto	7,700	7,600	99
	Glades	2,800	2,700	96
<b>Station Totals</b>		<b>220,000</b>	<b>216,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>163,700</b>
<b>Average Daily Circulation (1987)</b>				<b>81,800</b>

# Florida—Fort Myers

## WINK-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Fort Myers Broadcasting Co., Box 1060, Fort Myers, FL 33902.

**Studio:** 2824 Palm Beach Blvd., Fort Myers, FL 33916.

**Telephone:** 813-334-1131. **TWX:** 510-951-7371.

**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"

Holds CP for change to 1478-ft. above av. terrain, 1475-ft. above ground, 1505-ft. above sea level. BPCT-870205KH.

**Transmitter:** State Rte. 31, 3.8-mi. S of Tuckers Corner, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 6 in operation; Harris, 9-meter; Microdyne, 7-meter; Harris, Microdyne, Scientific-Atlanta, Wegener receivers.

**AM Affiliate:** WINK, 1-kw, 1240 kHz (CBS).

**FM Affiliate:** WINK-FM, 100-kw, 96.9 MHz (No. 245), 833-ft.

**News Services:** AP, CNN, Florida News Network, NIWS, UPI.

**Ownership:** Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

**Began Operation:** March 6, 1954.

**Represented (sales):** Blair Television.

**Represented (legal):** Dempsey & Koplovitz.

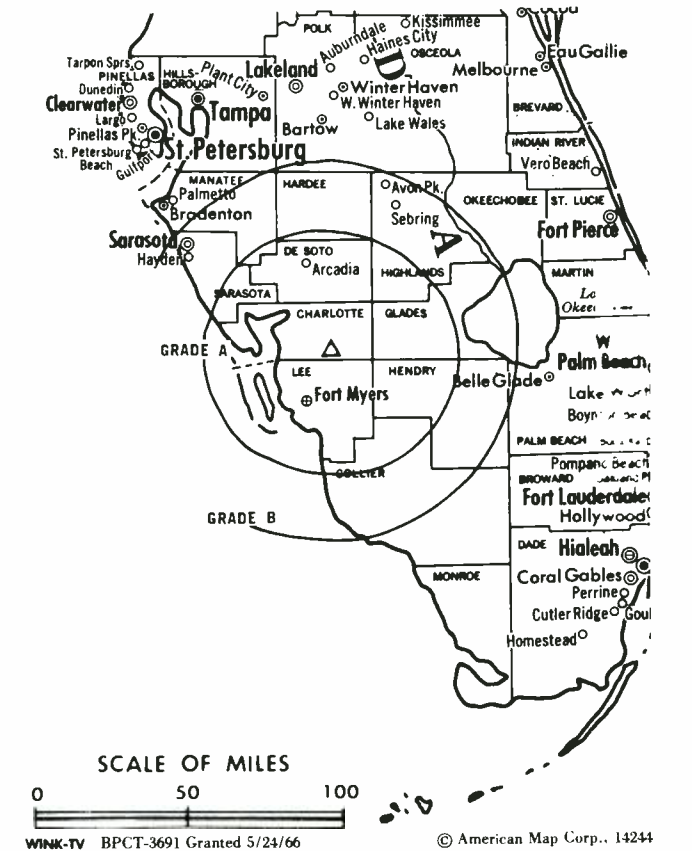
**Represented (engineering):** Lohnes & Culver.

**Personnel:**  
JOSEPH C. SCHWARTZEL, vice president & general manager.  
KEN SNEEDEN, station manager.  
MIKE DIXON, general sales manager.  
ERICA MOORE, national sales coordinator.  
JACK HARDINGHAM, program director.  
WENDI DUNLAP, promotion manager.  
GALEN HASSINGER, operations manager.  
JOHN EMMERT, news director.  
RITA MASSEY, production manager.  
CHARLES RAMSEY, chief engineer.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1004.

**City of License:** Fort Myers. **ADI:** Fort Myers-Naples. **Rank:** 101.



WINK-TV BPCT-3691 Granted 5/24/66

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
	Collier	50,400	49,300	98
	De Soto	7,700	7,600	99
	Glades	2,800	2,700	96
	Hendry	7,600	7,400	97
	Lee	114,700	113,400	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Highlands	24,600	24,200	98
	Sarasota	115,200	114,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hardee	7,100	7,000	99
	Okeechobee	9,600	9,500	99
<b>Station Totals</b>		<b>376,500</b>	<b>371,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>254,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>165,100</b>	

# Florida—Fort Walton Beach

**WPAN**

**Ch. 53**

**Network Service:** None, independent.

**Licensee:** Fort Walton Beach Bcstg. Corp., 11 Tupelo Ave. SE, Fort Walton Beach, FL 32548.

**Studio:** 11 Tupelo Ave. SE, Fort Walton Beach, FL 32548.

**Telephone:** 904-244-5353.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 3088-kw max. visual, 308-kw max. aural. Antenna: 722-ft. above av. terrain, 686-ft. above ground, 732-ft. above sea level.

Latitude 30° 24' 09"  
Longitude 86° 59' 35"

**Transmitter:** Approx. 23.2-mi. W of center of Fort Walton Beach.

**Satellite Earth Stations:** 3 in operation; DX, M/A-Com, Microdyne receivers.

**Ownership:** Elbert R. Davis, pres., 10%; Robert L. F. Sikes, v.p., 10%; H. Gene Smith, secy., 10%; Sam Taylor, treas., 10%; Joyce Neibauer, 10%; Thomas J. Barrow, 10%; Dr. Wayne Campbell, 10%; Dr. Joseph Wilson, 10%; Samuel A. Allen, 10%.

**Began Operation:** February 14, 1984.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

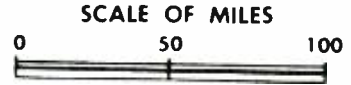
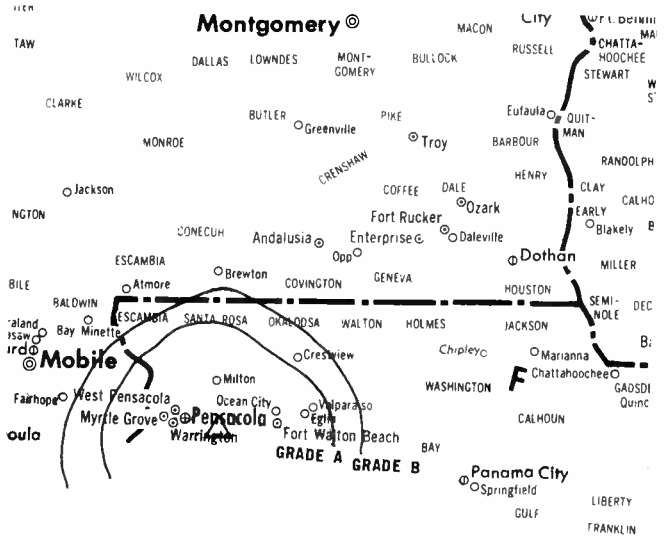
AL CROUCH, president & general manager.  
HAROLD BUSSON, general sales manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Fort Walton Beach. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.

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



WPAN BMPCT—830907KE Granted 11/22/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>FLORIDA</b> Santa Rosa	24,000	23,800	99
	<b>ALABAMA</b> Conecuh	5,500	5,400	98
Between 5-24%	<b>FLORIDA</b> Escambia	96,900	96,100	99
	Okaloosa	49,000	48,600	99
<b>Station Totals</b>		<b>175,400</b>	<b>173,900</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>42,800</b>
<b>Average Daily Circulation (1987)</b>				<b>12,500</b>

# Florida—Fort Walton Beach

## WFGX

Ch. 35

**Network Service:** None, independent.

**Licensee:** Beacon/Lloyd Bcstg. Corp., 701C Dolphin Point, Destin, FL 32541.

**Studio:** 105 Beach Dr., Suite B-1, Fort Walton Beach, FL 32548.

**Telephone:** 904-863-3235.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 826.08-kw visual, 99.13-kw aural. Antenna: 197-ft. above av. terrain, 250-ft. above ground, 262-ft. above sea level.

Latitude	30°	26'	36"
Longitude	86°	35'	56"

**Transmitter:** Off Race Track Rd., Fort Walton Beach.

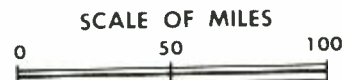
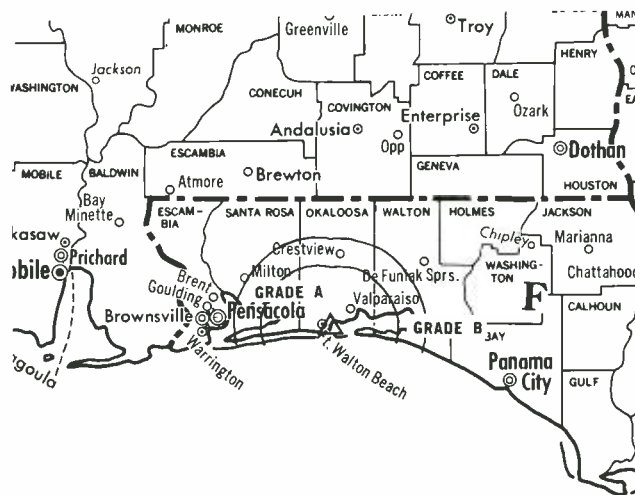
**Ownership:** Family Group Ltd. II, 100%. Henry A. Ash, gen. partner, 25%; C. Anthony Sexton, ltd. partner, 75%.

**Began Operation:** April 7, 1987.

**Personnel:**  
ROBERT FRENCH, general manager.

**Arbitron Data:** Not available.

**City of License:** Fort Walton Beach. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.



WFGX BPCT-820930KH Granted 8/25/83

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# Florida—Gainesville

**WCJB**

**Ch. 20**

**Network Service:** ABC.

**Licensee:** Gainesville Television Inc., c/o Diversified Communications, 5 Milk St., Box 7437, Portland, ME 04112.

**Studio:** 6220 N.W. 43rd St., Gainesville, FL 32606.

**Mailing Address:** Box WCJB, Gainesville, FL 32602.

**Telephone:** 904-377-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 2803-kw max. & 2350-kw horizontal visual, 282-kw max. & 235-kw horizontal aural. Antenna: 925-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 Wacahoota.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

**News Services:** ABC, AP.

**Ownership:** Diversified Communications, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 7, 1971. Sale to present owner by William E. Minshall approved by FCC Oct. 12, 1976.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

CAROLYN CATLIN, vice president & general manager.  
MICHAEL SHERRILL, director of engineering.  
KAREN WOOLFSTEAD, program director.  
STEVE HUNSICKER, news director.  
ALAN JOHNS, director of production services.  
TIM HOSKINSON, controller.  
SHERI CASON, traffic manager.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate** (January 1, 1988): \$1200.

**NETWORK BASE HOURLY RATE:** \$350.

**City of License:** Gainesville. **ADI:** Gainesville. **Rank:** 169.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA Alachua	65,900	64,700	98



WCJB BPCT-800124KF Granted 10/15/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Columbia	14,700	14,400	98
	Dixie	3,300	3,200	97
	Gilchrist	2,600	2,600	100
	Lafayette	1,600	1,500	97
	Levy	9,400	9,100	97
	Suwannee	9,400	9,100	97
Between 25-49%	FLORIDA			
	Bradford	7,500	7,400	99
	Hamilton	3,300	3,200	97
	Marion	66,800	65,600	98
Between 5-24%	FLORIDA			
	Citrus	34,700	34,000	98
	Putnam	22,600	22,300	99
	Taylor	6,600	6,400	97
<b>Station Totals</b>		<b>250,700</b>	<b>245,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>127,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>77,400</b>	

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



# Florida—Jacksonville

## WAWS-TV

Ch. 30

**Network Service:** Fox.

**Licensee:** Malrite of Jacksonville Inc., 8675 Hogan Rd., Jacksonville, FL 32216.

**Studio:** 8675 Hogan Rd., Jacksonville, FL 32216.

**Telephone:** 904-642-3030. **TWX:** 810-827-1860.

**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"

Holds CP for change to 5000-kw max. visual, 508-kw max. aural, 991-ft. above av. terrain, 997-ft. above ground, 1012-ft. above sea level; lat. 30° 16' 53", long. 81° 34' 15". BPCT-851007KE.

**Transmitter:** Hogan Rd. near Pottsburg Creek, Jacksonville.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Malrite Communications Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 15, 1981.

**Represented (sales):** Katz Independent Television.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Represented (engineering):** Ralph Evans & Associates.

**Personnel:**

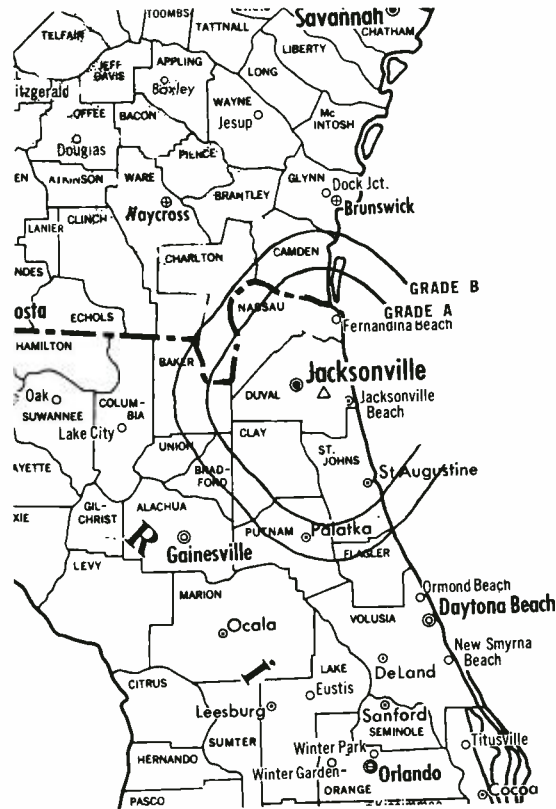
LYNN FAIRBANKS, vice president & general manager.  
JOE GERSH, national sales manager.  
STAN WASILIK, director of programming.  
LYNN DeFOOR, business manager.  
MARTIN LAYNE, chief engineer.

**Highest 30 Sec. Rate:** \$1750.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Baker	5,200	5,100	98
	Clay	28,100	27,800	99
	Duval	238,000	236,000	99
	Nassau	14,100	13,900	99
	<b>GEORGIA</b>			
Camden	5,400	5,300	98	



WAWS-TV BPCT-851007KE Granted 11/25/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ware	13,100	12,900	98
	<b>FLORIDA</b>			
	Bradford	7,500	7,400	99
	Columbia	14,700	14,400	98
	Putnam	22,600	22,300	99
	St Johns	26,900	26,600	99
Union	2,300	2,300	100	
<b>GEORGIA</b>				
Brantley	3,600	3,500	97	
Charlton	2,800	2,700	96	
Between 25-49%	<b>FLORIDA</b>			
	Suwannee	9,400	9,100	97
	<b>GEORGIA</b>			
	Glynn	22,300	22,000	99
Pierce	4,400	4,300	98	
<b>Station Totals</b>		<b>420,400</b>	<b>415,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>227,700</b>
<b>Average Daily Circulation (1987)</b>				<b>103,600</b>

# Florida—Jacksonville

**WJKS**

**Ch. 17**

**Network Service:** NBC.

**Licensee:** Jacksonville Television Inc., 817 E. Washington St., Tampa, FL 33602.

**Studio:** 9117 Hogan Rd., Box 17000, Jacksonville, FL 32216.

**Telephone:** 904-641-1700.

**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, 1015-ft. above ground, 1049-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 47"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 998-ft. above av. terrain, 978-ft. above ground, 1013-ft. above sea level. BPCT-860708KG.

**Transmitter:** 9117 Hogan Rd., Jacksonville.

**Satellite Earth Stations:** Transmit/Receive Harris; ADM, 6.1-meter; Gardiner, Harris receivers.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** Media General Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** February 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 (sales):** MMT Sales Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

JOHN RADECK, vice president & general manager.  
KAREN HENIGER, general sales manager.  
RUSS MYERSON, program director.  
MICHAEL CREW, news director.  
GEORGE NESS, chief engineer.

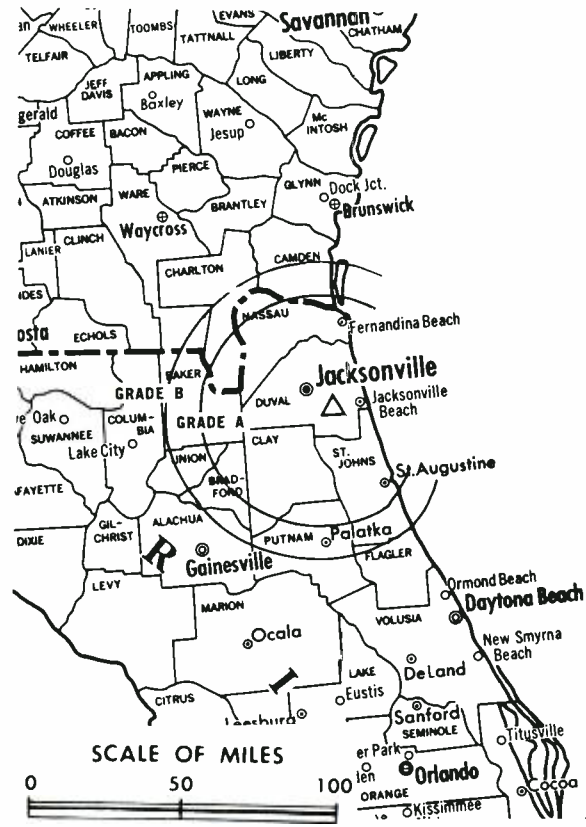
**Highest 30 Sec. Rate:** \$3500.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Baker	5,200	5,100	98
	Bradford	7,500	7,400	99
	Clay	28,100	27,800	99
	Columbia	14,700	14,400	98
	Duval	238,000	236,000	99



WJKS BPCT-860708KG Granted 8/15/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nassau	14,100	13,900	99
	St Johns	26,900	26,600	99
	Union	2,300	2,300	100
	<b>GEORGIA</b>			
	Camden	5,400	5,300	98
	Charlton	2,800	2,700	96
	Glynn	22,300	22,000	99
	Ware	13,100	12,900	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Putnam	22,600	22,300	99
	Suwannee	9,400	9,100	97
	<b>GEORGIA</b>			
	Pierce	4,400	4,300	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Alachua	65,900	64,700	98
	Dixie	3,300	3,200	97
	Gilchrist	2,600	2,600	100
	Hamilton	3,300	3,200	97
	<b>GEORGIA</b>			
	Brantley	3,600	3,500	97
<b>Station Totals</b>		<b>495,500</b>	<b>489,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>342,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>189,300</b>	

# Florida—Jacksonville

**WJXT**

Ch. 4

**Network Service:** CBS.

**Licensee:** Post-Newsweek Stations Florida Inc., 1851 Southampton Rd., Box 5270, Jacksonville, FL 32207.

**Studio:** 1851 Southampton Rd., Box 5270, Jacksonville, FL 32207.

**Telephone:** 904-399-4000. **TWX:** 810-827-1605.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 938-ft. above ground, 984-ft. above sea level.

Latitude 30° 16' 23"  
Longitude 81° 33' 13"

Requests CP for change to 503-ft. above av. terrain, 522-ft. above ground, 523-ft. above sea level. BPCT-860711KF.

**Transmitter:** 9830 Anders Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive; Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Florida News Network.

**Ownership:** Post-Newsweek Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** September 15, 1949. Sold to present owner Jan. 1953 (Television Digest, Vol. 8:51; 9:1, 5).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

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

**Personnel:**

- GUS BAILEY JR., vice president & general manager.
- MEL MARTIN, news director.
- DON CARMICHAEL, general sales manager.
- JACK POTTER, national sales manager.
- ANN PACE, program director.
- CINDY HAAS, operations manager.
- MURWIN BEVIS, director, business affairs.
- JIM BIGGERS, engineering manager.
- LARRY PARKER, creative services director.
- KEN KAMINSKI, broadcast operations director.

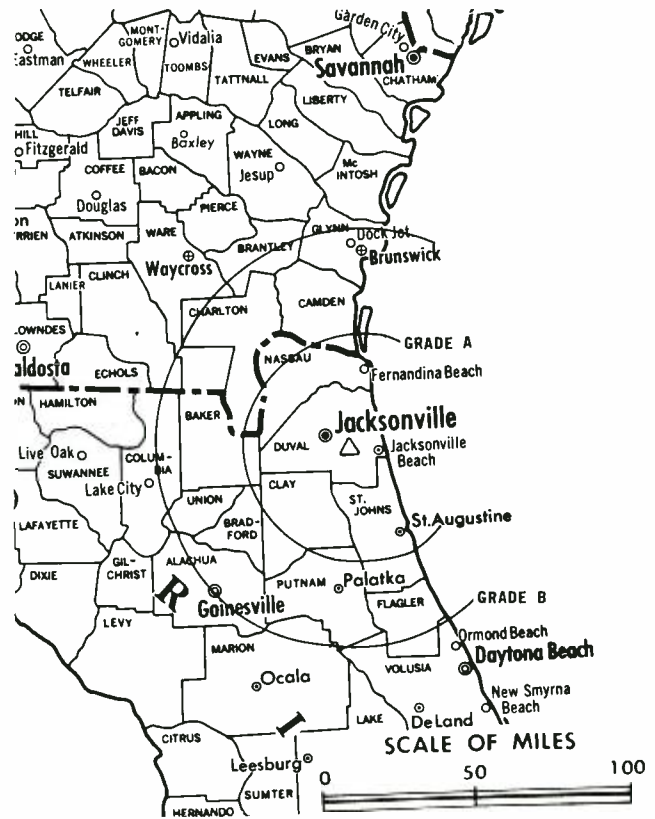
**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2820.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	65,900	64,700	98
	Baker	5,200	5,100	98
	Bradford	7,500	7,400	99
	Clay	28,100	27,800	99
	Columbia	14,700	14,400	98
	Duval	238,000	236,000	99
	Nassau	14,100	13,900	99



WJXT BNPCT-85022KF Granted 4/18/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	22,600	22,300	99
	St Johns	26,900	26,600	99
	Suwannee	9,400	9,100	97
	Union	2,300	2,300	100
	<b>GEORGIA</b>			
	Brantley	3,600	3,500	97
	Camden	5,400	5,300	98
	Charlton	2,800	2,700	96
	Clinch	2,300	2,200	96
	Glynn	22,300	22,000	99
Ware	13,100	12,900	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Dixie	3,300	3,200	97
	Flagler	6,900	6,800	99
	Gilchrist	2,600	2,600	100
	Hamilton	3,300	3,200	97
	Levy	9,400	9,100	97
	<b>GEORGIA</b>			
Bacon	3,500	3,400	97	
Pierce	4,400	4,300	98	
Wayne	7,200	7,100	99	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Madison	5,000	4,800	96
	Marion	66,800	65,600	98
Volusia	135,200	133,900	99	
<b>Station Totals</b>		<b>731,800</b>	<b>722,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>457,000</b>
<b>Average Daily Circulation (1987)</b>				<b>303,500</b>

# Florida—Jacksonville

**WNFT**

**Ch. 47**

**Network Service:** None, independent.

**Licensee:** North Florida 47 Inc., 2117 University Blvd. S., Jacksonville, FL 32216.

**Studio:** 2117 University Blvd. S., Jacksonville, FL 32216.

**Mailing Address:** Box 17547, Jacksonville, FL 32216.

**Telephone:** 904-725-4700.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 2286-kw max. visual, 228.6-kw max. aural. Antenna: 978-ft. above av. terrain, 968-ft. above ground, 998-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 57"

**Transmitter:** 9050 Hogan Rd., Jacksonville.

**Satellite Earth Stations:** Microdyne, 7-meter; 1 Bogner, 5-meter; Avcom, Microdyne receivers.

**News Service:** UPI.

**Ownership:** North Florida 47 Inc. Thomas R. McGehee, pres., 50%; Frank S. McGehee, exec. v.p., 50%; Ray Davis, v.p. & gen. mgr.; Raymond A. Patterson, v.p.; Jeff C. Ashcraft; James W. Dupree Jr., treas.

**Began Operation:** August 1, 1980.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Gammon & Grange.

**Personnel:**

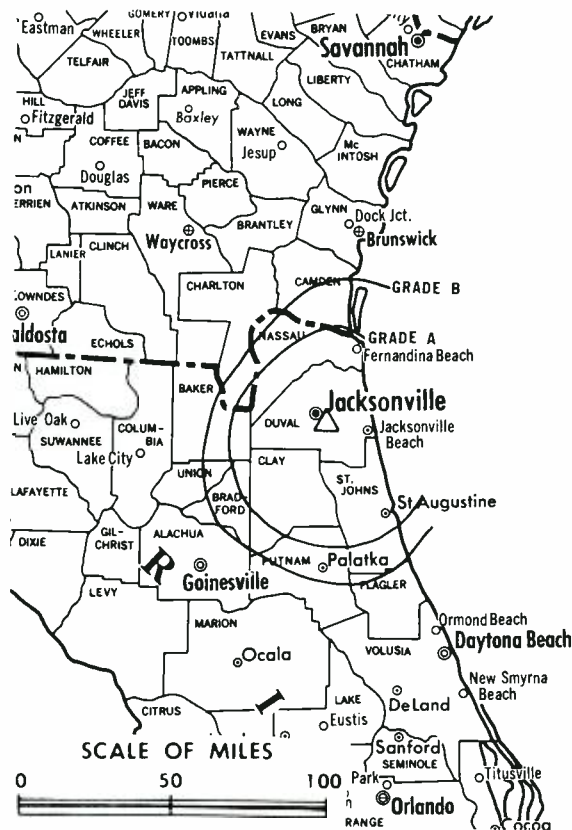
RAY DAVIS, vice president & general manager.  
ROB FIELDS, general sales manager.  
KAREN B. JOHNSON, assistant program director.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Clay	28,100	27,800	99
	Duval	238,000	236,000	99
	Nassau	14,100	13,900	99
	Union	2,300	2,300	100



WNFT BPCT—831103KS Granted 12/14/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Charlton	2,800	2,700	96
	<b>FLORIDA</b>			
	Baker	5,200	5,100	98
<b>Between 25-49%</b>	Bradford	7,500	7,400	99
	Putnam	22,600	22,300	99
	St Johns	26,900	26,600	99
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Camden	5,400	5,300	98
	<b>FLORIDA</b>			
	Columbia	14,700	14,400	98
	Suwannee	9,400	9,100	97
<b>Station Totals</b>		<b>377,000</b>	<b>372,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>187,800</b>
<b>Average Daily Circulation (1987)</b>				<b>69,200</b>

# Florida—Jacksonville

**WTLV**

Ch. 12

**Network Service:** ABC.

**Licensee:** TeleVision 12 of Jacksonville Inc., Box TV-12, Jacksonville, FL 32231.

**Studio:** 1070 E. Adams St., Jacksonville, FL 32202.

**Telephone:** 904-354-1212.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 60-kw aural. Antenna: 970-ft. above av. terrain, 999-ft. above ground, 1049-ft. above sea level.

Latitude 30° 16' 23"  
Longitude 81° 33' 13"

**Transmitter:** 9830 Anders Blvd.

**Satellite Earth Stations:** Satcom Technologies, 9.2-meter; Andrew, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter; 1 Vertex, 3.6-meter; Avantek, Avcom, M/A-Com, Scientific-Atlanta receivers.

**News Services:** ABC, AP.

**Ownership:** Harte-Hanks Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Blair Television.

**Represented (legal):** Arnold & Porter.

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

**Personnel:**

LINDA RIOS BROOKS, president & general manager.  
KENNETH BAUDER, general sales manager.  
PAINE CURTIS, director of promotion & marketing.  
DEBRA QUINTERO, director of program services.  
NELSON PUGH, director of operations.  
DAVE RICHARDSON, news director.  
EDWARD C. McCULLERS, public service director.  
JOHN ROSS, director of engineering.

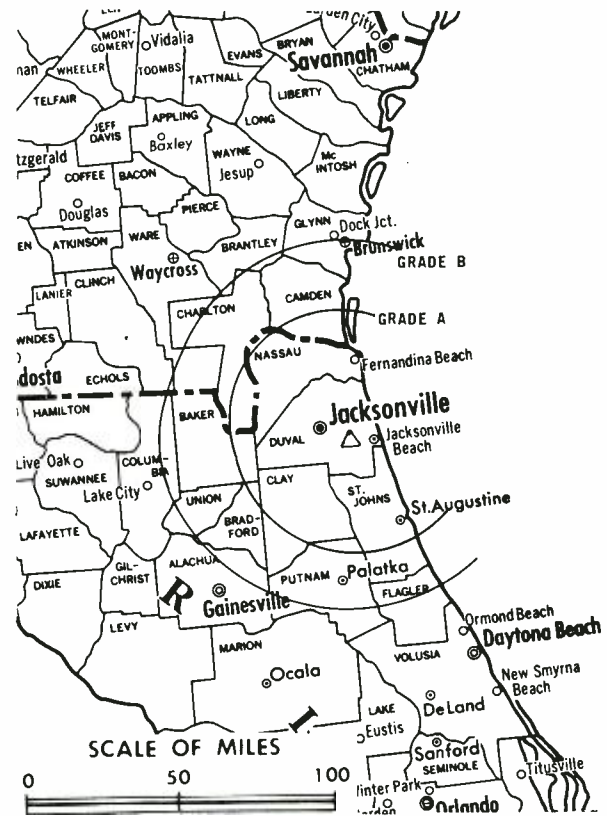
**Rates:** Rates: On request.

**NETWORK BASE HOURLY RATE:** \$2300.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Baker	5,200	5,100	98
	Bradford	7,500	7,400	99
	Clay	28,100	27,800	99
	Columbia	14,700	14,400	98
	Duval	238,000	236,000	99
	Nassau	14,100	13,900	99



WTLV BMPCT-850307KE Granted 4/18/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	22,600	22,300	99
	St Johns	26,900	26,600	99
	Union	2,300	2,300	100
	<b>GEORGIA</b>			
	Brantley	3,600	3,500	97
	Camden	5,400	5,300	98
	Charlton	2,800	2,700	96
	Clinch	2,300	2,200	96
	Glynn	22,300	22,000	99
	Ware	13,100	12,900	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Alachua	65,900	64,700	98
	Suwannee	9,400	9,100	97
	<b>GEORGIA</b>			
	Bacon	3,500	3,400	97
Pierce	4,400	4,300	98	
Wayne	7,200	7,100	99	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Dixie	3,300	3,200	97
	Flagler	6,900	6,800	99
	Gilchrist	2,600	2,600	100
	Hamilton	3,300	3,200	97
Levy	9,400	9,100	97	
<b>Station Totals</b>		<b>524,800</b>	<b>517,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>374,700</b>
<b>Average Daily Circulation (1987)</b>				<b>207,000</b>

# Florida—Lakeland

**WTMV**

**Ch. 32**

**Network Service:** None, independent.

**Licensee:** Public Interest Corp., 4332 S. Florida Ave., Lakeland, FL 33803.

**Studio:** 4332 S. Florida Ave., Lakeland, FL 33803.

**Mailing Address:** Box 32000, Lakeland, FL 33802-9200.

**Telephone:** 813-646-3232.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 3039-kw max. visual, 304-kw max. aural. Antenna: 890-ft. above av. terrain, 862-ft. above ground, 1017-ft. above sea level.

Latitude 27° 50' 15"  
 Longitude 81° 56' 53"

**Transmitter:** 0.4-mi. SSW of town.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** 2 in operation.

**News Services:** AP, CNN Headline News.

**Ownership:** Public Interest Corp., 84.6%; Lakeland Telecasters Inc., 15.4%. Public Interest Corp. ownership: Dan L. Johnson & Betty Jo Johnson, 33.25% jointly; Robert G. Keelean, 18.25%; Andrew Oravec Jr., 8.16%; Fred D. Horton, 5.88%; P. N. Risser III, 5.27%; Michael B. Piper, trustee, 3.67%; Michael B. Piper & Carol A. Piper, 3.01% jointly; Henry Esteva, 1.78%; James F. Healy, 0.96%. Lakeland Telecasters Inc. ownership: Frederick Button, 32.00%; Marilyn Button, 32%; Carrie Oldham, 12%; Rose Shellman, Dolores Alvarez, Mary Holt Bunch, Dorothy Monterio, Annie Lee Amos, John Jackson, 4% each.

**Began Operation:** April 24, 1986.

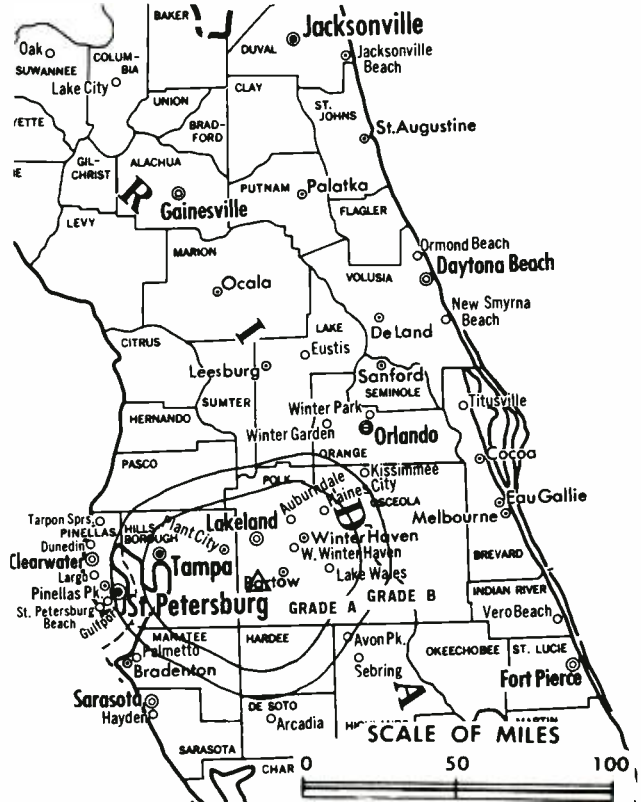
**Represented (legal):** Benedict P. Cottone.

**Represented (engineering):** Mullaney Engineering.

**Personnel:**

- DAN L. JOHNSON, general manager.
- KATHLEEN MURRAY, general sales manager.
- JO JOHNSON, station manager.
- WILLIAM H. BRISTER, chief engineer.
- TAYLOR BRACEY, news director.
- DEBORAH BRAKKE, program director.
- ROBERT HUGHES, promotion director.

**Highest One Hour Rate:** \$1000.



WTMV BMPCT-860902KM Granted 11/19/86 © American Map Corp., No. 14244

**Highest 30 Sec. Rate:** \$500.

**City of License:** Lakeland. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA			
	De Soto	7,700	7,600	99
	Polk	136,400	135,000	99
<b>Station Totals</b>		<b>144,100</b>	<b>142,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>31,100</b>
<b>Average Daily Circulation (1987)</b>				<b>11,300</b>

# Florida—Leesburg

**WIYE**

**Ch. 55**

**Network Service:** None, independent.

**Licensee:** Sharp Communications Inc., 4520 Parkbreeze Court, Orlando, FL 32808.

**Studio:** 4520 Parkbreeze Court, Orlando, FL 32808.

**Telephone:** 305-297-0155.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1690-ft. above av. terrain, 1669-ft. above ground, 1749-ft. above sea level.

Latitude 28° 55' 16"  
Longitude 81° 19' 09"

**Transmitter:** Miller Rd., Orange City, FL.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; RCA, 5-meter Ku-band; Microdyne receivers.

**News Services:** CBN, UPI.

**Ownership:** ACTS Inc., 100%. ACTS Inc. Ownership: Claud W. Bowers, pres., 25%; P. B. Howell Jr., v.p., 25%; Freeda M. Bowers, secy.-treas., 25%; John Stallings, dir., 25%; Al Smith.

**Began Operation:** March 6, 1982.

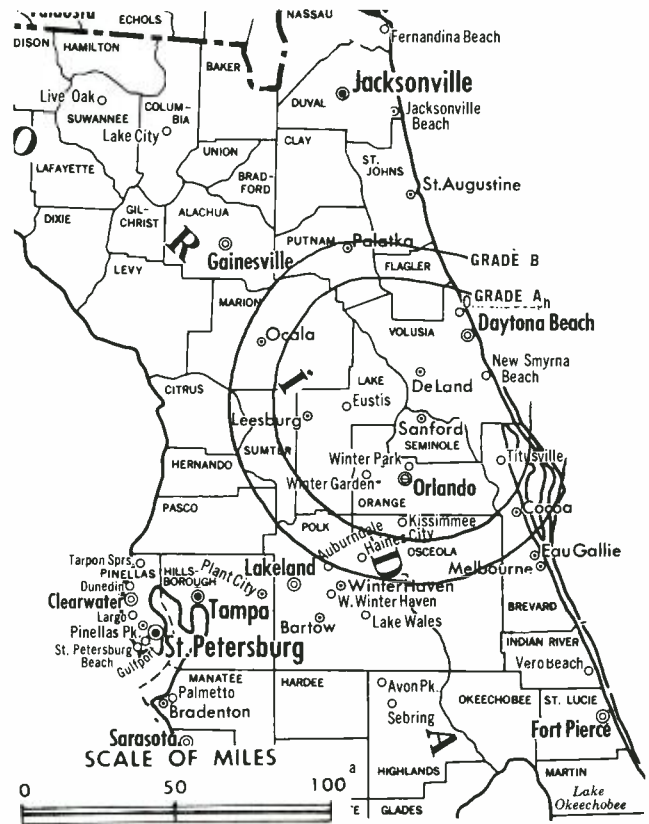
**Personnel:**

CLAUD BOWERS, general manager.  
CAROL GENTRY, general sales manager.  
JAY RICH, operations manager.  
GARY HAWKINS, chief engineer.

**Highest One Hour Rate:** \$575.

**Highest 30 Sec. Rate (July 15, 1987):** \$55.

**City of License:** Leesburg. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.



WIYE BMPCT-851104KF Granted 12/13/85 © American Map Corp., No. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>FLORIDA</b>			
	Lake	53,500	52,900	99
	Marion	66,800	65,600	98
	Sumter	11,000	10,800	98
<b>Station Totals</b>		<b>131,300</b>	<b>129,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>29,800</b>
<b>Average Daily Circulation (1987)</b>				<b>11,300</b>

# Florida—Miami

## WBFS-TV

Ch. 33

**Network Service:** None, independent.

**Licensee:** Channel 33 Inc., 16550 N.W. 52nd Ave., Miami, FL 33014.

**Studio:** 16550 N.W. 52nd Ave., Miami, FL 33014.

**Telephone:** 305-621-3333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 924-ft. above av. terrain, 927-ft. above ground, 931-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 33"

**Transmitter:** 390 N.W. 210th St., Miami.

**Satellite Earth Stations:** Harris, 9-meter C-band; Harris, 6.1-meter C-band; Harris receivers.

**News Services:** INN, CNN.

**Ownership:** Grant Broadcasting System Inc., Debtor in Possession. Robert S. Block, 35%; Sidney Shlenker, 10%; Milton Grant, 7.5%; Barry Lewis, 6.57%; Allen Becker, 6.57%; Livingston Kosberg, 5.65%; David L. Block, 6.2%; Loyd Hackler, 3.69%; Robert Caplan, 2.02%; 9 others with less than 2% each. For other Grant Bcstg. interests, see Group Ownership of TV Stations. D. Block & Slotnick have interest in KZKC(TV), Kansas City, MO. R. Block has interest in KWHY-TV, Los Angeles, CA.

**Began Operation:** December 9, 1984.

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

**Represented (legal):** Goldberg & Spector.

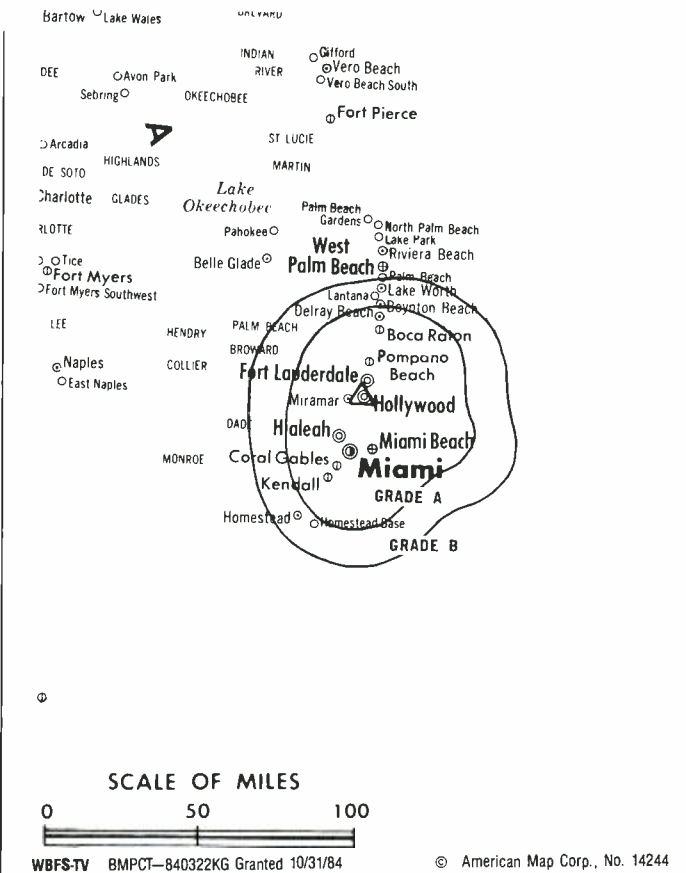
**Represented (engineering):** Lohnes & Culver.

**Personnel:**

MILTON GRANT, president & chief executive officer.  
JERRY CARR, general manager.  
RUSSELL PIGIONI, chief engineer.  
SCOTT SANDERS, local sales manager.  
MIKE TURNER, national sales manager.

**Rates:** Not available.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Broward	498,200	495,300	99
	Dade	667,400	661,700	99
Between 5-24%	FLORIDA			
	Palm Beach	318,600	314,800	99
<b>Station Totals</b>		<b>1,484,200</b>	<b>1,471,800</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>472,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>172,200</b>	



# Florida—Miami

**WCIX**

**Ch. 6**

**Network Service:** Fox.

**Licensee:** TVX of Miami Inc., 8900 N.W. 18th Terrace, Miami, FL 33172.

**Studio:** 8900 N.W. 18th Terrace, Miami, FL 33172.

**Telephone:** 305-593-0606.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 1802-ft. above av. terrain, 1842-ft. above ground, 1849-ft. above sea level.

Latitude 25° 32' 24"  
Longitude 80° 28' 07"

**Transmitter:** 17107 S.W. 248th St., Princeton, FL.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Harris, 9-meter; Harris, Scientific-Atlanta receivers.

**News Service:** CNN Headline News.

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** September 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). FCC approved sale to current owner Feb. 20, 1987.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Cohen & Dippell.

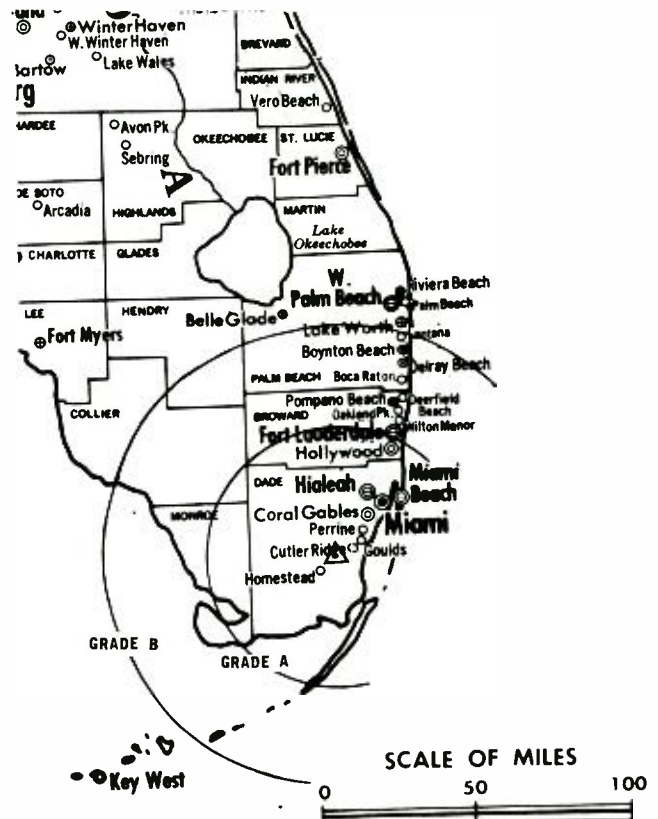
**Personnel:**

ELLIOTT TROSHINSKY, vice president & general manager.  
DONALD M. TRAVIS, general sales manager.  
ERNIE RIZZUTI, national sales manager.  
CAROLYN NAVARRA, local sales manager.  
BERNIE WIMMERS, chief engineer.  
RALPH PENA, business manager.  
LARRY WALLENSTEIN, news director.  
LEW SCHATZER, promotion manager.

**Rates:** Not available.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

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



WCIX BNPCT-870108KF Granted 1/30/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Dade	667,400	661,700	99
	Monroe	31,600	30,800	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Collier	50,400	49,300	98
	Hendry	7,600	7,400	97
	Palm Beach	318,600	314,800	99
<b>Station Totals</b>		<b>1,573,800</b>	<b>1,559,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>707,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>290,000</b>	

# Florida—Miami-Fort Lauderdale

**WDZL**

**Ch. 39**

**Network Service:** None, independent.

**Licensee:** 39 Broadcasting Ltd., 2055 Lee St., Hollywood, FL 33020.

**Studio:** 2055 Lee St., Hollywood, FL 33020.

**Telephone:** 305-925-3939.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 3980-kw max. visual, 400-kw max. aural. Antenna: 700-ft. above av. terrain, 703-ft. above ground, 713-ft. above sea level.

Latitude 25° 58' 48"  
Longitude 80° 11' 47"

**Transmitter:** 3200 S.W. 52nd Ave., Miami Gardens.

**Satellite Earth Station:** 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**Ownership:** Odyssey Partners. See Group Ownership of Television Stations.

**Began Operation:** October 16, 1982. Sale to present owners approved by FCC April 4, 1984 (*Television Digest*, Vol. 24:2).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

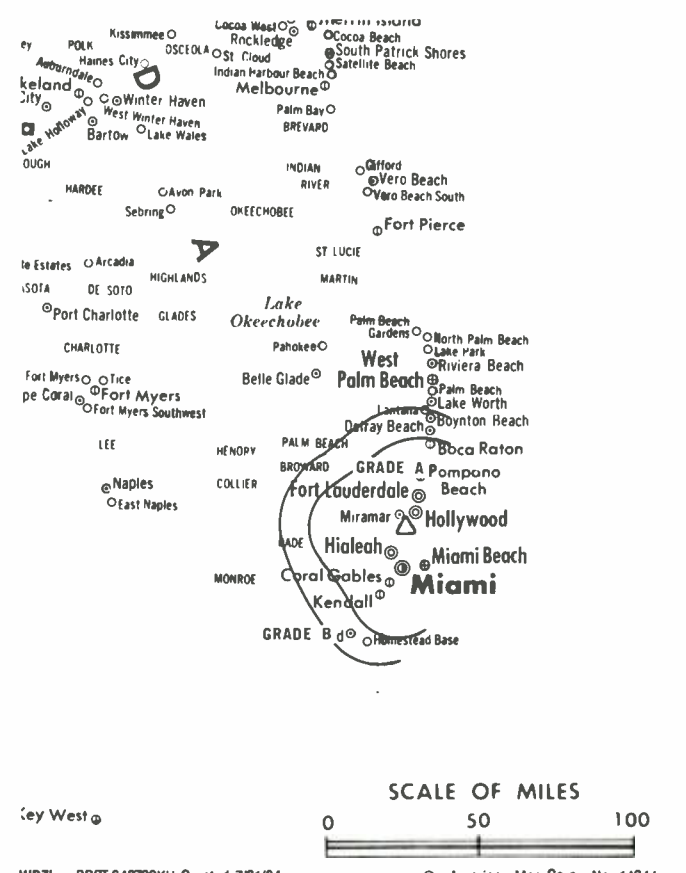
**Personnel:**

HARVEY E. COHEN, executive vice president & general manager.  
MARILYN HANSEN, general sales manager.  
MICHAEL STOPNICK, program manager.  
ROBERT M. CASTILLO, chief engineer.

**Rates:** On request.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

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



WDZL BPCT-840709KH Granted 7/31/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Broward	498,200	495,300	99
	Dade	667,400	661,700	99
Between 5-24%	FLORIDA			
	Palm Beach	318,600	314,800	99
<b>Station Totals</b>		<b>1,484,200</b>	<b>1,471,800</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>448,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>158,300</b>	

# Florida—Miami

**WHFT**

**Ch. 45**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Florida Inc., 3324 Pembroke Rd., Hollywood, FL 33021.

**Studio:** 3324 Pembroke Rd., Hollywood, FL 33021.

**Telephone:** 305-962-1700.

**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.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** February 1, 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):** May & Dunne.

**Represented (engineering):** Smith & Powstenko.

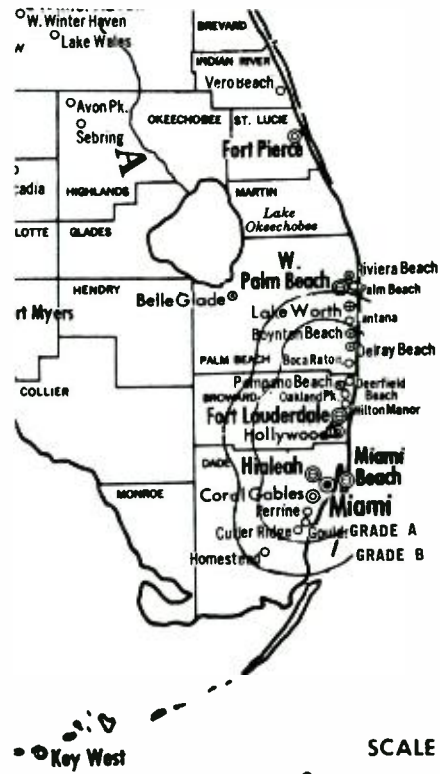
**Personnel:**

CHARLES L. QUINN, vice president & general manager.  
DAVID HALL, chief engineer.

**Highest One Hour Rate:** \$575.

**Highest 30 Sec. Rate** (July 21, 1987): \$70.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



WHFT BPCT-800204KH Granted 6/27/80

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA Hendry	7,600	7,400	97
<b>Station Totals</b>		<b>7,600</b>	<b>7,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>38,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>15,200</b>	

# Florida—Miami

**WLTV**

Ch. 23

**Network Service:** Univision.

**Licensee:** Spanish International Communications Corp., 2600 S.W. 3rd Ave., Miami, FL 33129.

**Studio:** 695 N.W. 199th St., Miami, FL 33169.

**Telephone:** 305-652-4000.

**Sales Office:** 2600 S.W. 3rd Ave., Miami, FL 33129.

**Telephone:** 305-856-2323.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Spanish International Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** December 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):** Univision—Spanish International Network.

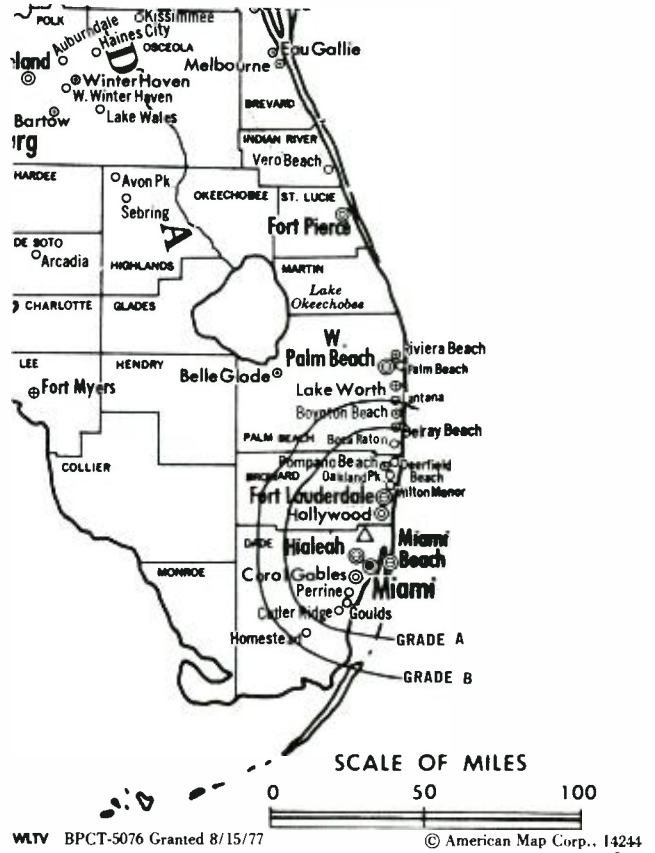
**Represented (legal):** Leventhal, Senter & Lerman.

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

**Personnel:**

JOAQUIN BLAYA, president & general manager.  
BLAINE DECKER, vice president & director of sales.  
ANTONIO OQUENDO, operations manager.  
EFRAIN RIVERA, chief engineer.

**Highest 30 Sec. Rate:** \$2000.



**City of License:** Miami. **ADI:** Miami. **Rank:** 14.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
Between 25-49%	Dade	667,400	661,700	99
<b>Station Totals</b>		<b>667,400</b>	<b>661,700</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>186,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>126,200</b>	

# Florida—Miami

**WPLG**

**Ch. 10**

**Network Service:** ABC.

**Licensee:** Post-Newsweek Stations of Florida Inc., 3900 Biscayne Blvd., Broadcast House, Miami, FL 33137.

**Studio:** 3900 Biscayne Blvd., Miami, FL 33137.

**Telephone:** 305-576-1010. **TWX:** 810-848-6032.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1003-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

Requests CP for change 117.6-kw max. visual, 19.24-kw max. aural, 545-ft. above av. terrain, 534-ft. above ground, 538-ft. above sea level, transmitter to 501 N.W. 207th St., North Miami. BPCT-861230KJ.

**Transmitter:** Approx. 0.375-mi. W of State Rte. 7, Miami antenna farm, near Hallandale.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Hero, 7-meter; SatCom, 7-meter; Hero, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Post-Newsweek Stations Inc. See Group Ownership of Television Stations.

**Began Operation:** November 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):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Cohen & Dippell.

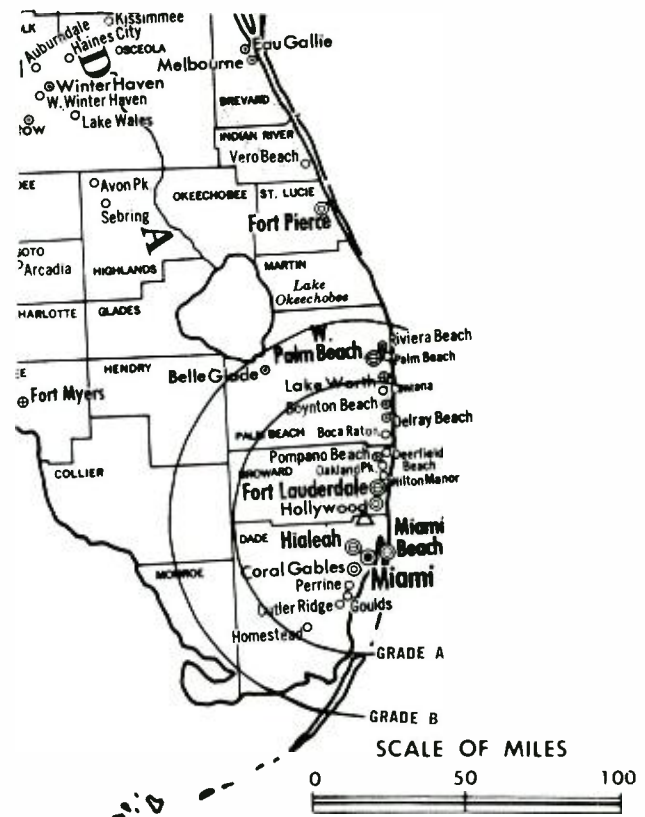
**Personnel:**

G. WILLIAM RYAN, president & general manager.  
MIKE DORSEY, vice president, sales & marketing.  
KEITH KELLY, vice president, administration.  
RICK HINDS, local sales manager.  
JOHN TERENZIO, director of news.  
DON HAIN, chief engineer.  
SHERRY BURNS, program director.

**Highest 30 Sec. Rate:** \$10,030.

**NETWORK BASE HOURLY RATE:** \$2625.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



WPLG BMPCT-5781 Granted 9/14/62

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
	Dade	667,400	661,700	99
	Martin	36,300	35,900	99
	Monroe	31,600	30,800	98
	Palm Beach	318,600	314,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	St Lucie	46,700	46,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
Hendry	7,600	7,400	97	
<b>Station Totals</b>		<b>1,606,400</b>	<b>1,592,000</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,227,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>728,100</b>	

# Florida—Miami-Fort Lauderdale

**WSVN**

Ch. 7

**Network Service:** NBC.

**Licensee:** Sunbeam Television Corp., Box 1118, Miami, FL 33138.

**Studio:** 1401 79th St. Causeway, Miami, FL 33141.

**Telephone:** 305-751-6692. **TWX:** 810-848-6151.

**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, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Vertex, 11-meter Ku-band; transmit/receive Scientific-Atlanta, 10-meter C-band; transmit/receive Andrew, 3.2-meter; Harris, Scientific-Atlanta, Standard Communications receivers.

**News Services:** A-News, AP, UPI.

**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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, P.C.

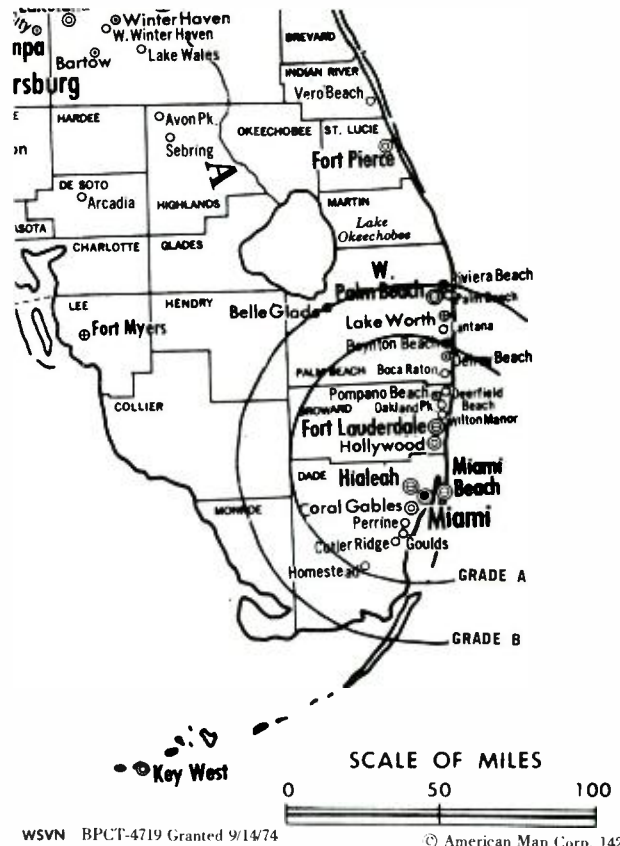
**Personnel:**

- 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.
- DAVID CHOATE, director of news.
- MERLIN HAYNIE, chief engineer.
- CHARMAINE MEYER, director of creative services.
- MARK MAYO, controller.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2300.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



WSVN BPCT-4719 Granted 9/14/74 © American Map Corp. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
	Dade	667,400	661,700	99
	Monroe	31,600	30,800	98
	Palm Beach	318,600	314,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Indian River	32,900	32,400	98
	Martin	36,300	35,900	99
	St Lucie	46,700	46,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
Hendry	7,600	7,400	97	
<b>Station Totals</b>		<b>1,639,300</b>	<b>1,624,400</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,245,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>726,700</b>	

# Florida—Miami-Fort Lauderdale

**WTVJ**

Ch. 4

**Network Service:** CBS.

**Licensee:** WBC Broadcasting Corp., 316 N. Miami Ave., Miami, FL 33128.

**Studio:** 316 N. Miami Ave., Miami, FL 33128.

**Telephone:** 305-379-4444. **TWX:** 810-848-5932.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-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, FL.

**Satellite Earth Station:** Hero, 8-meter; Scientific-Atlanta receivers.

**News Services:** AP, CBS, Gannett News Service.

**Ownership:** General Electric Property Management of Florida Inc. (subsidiary of General Electric Co.), 100%. See Group Ownership of Television Stations.

**Began Operation:** March 21, 1949. Sale to KKR Assoc. by Wometco Enterprises Inc. approved by FCC April 11, 1984 (*Television Digest*, Vol. 23:39, 52). Sale to present owner by KKR approved by FCC Sept. 17, 1987 (Vol. 26:43, 27:3, 11, 14, 18, 22, 37, 38).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Wiley, Rein & Fielding.

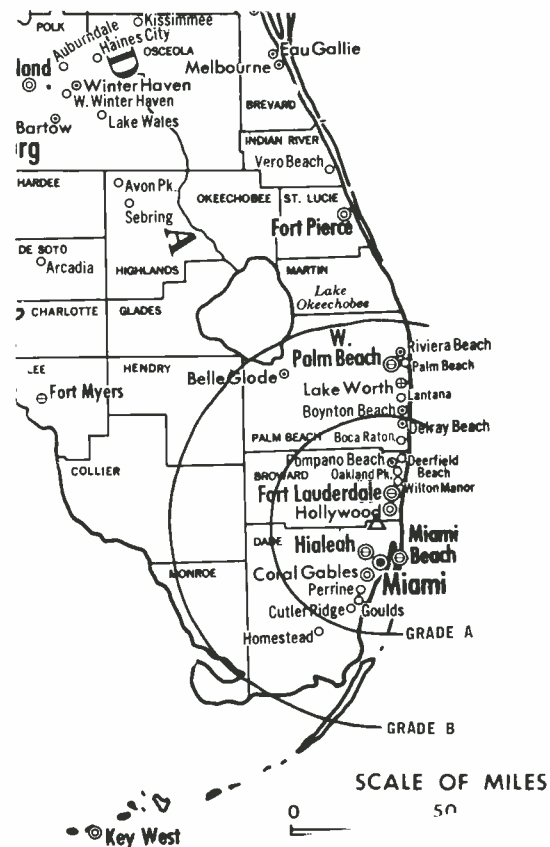
**Personnel:**

- ALAN PERRIS, vice president & general manager.
- JUDY GIRARD, director of programming & promotion.
- LOIS J. FRIEDMAN, marketing & research director.
- AL ROTHSTEIN, general sales manager.
- BARRY ALLENTUCK, national sales manager.
- BOB BLACHER, local sales manager.
- EDIE RENO, director of advertising & promotion.
- DEBBIE BROOKS, traffic operations manager.
- MARINA ANGLETON, public affairs director.
- TOM SAMAD, production manager.
- TOM BEAUCHAMP, chief engineer.

**Highest 30 Sec. Rate:** \$6000.

**NETWORK BASE HOURLY RATE:** \$2027.

**City of License:** Miami. **ADI:** Miami. **Rank:** 14.



WTVJ BMPCT-1083 Granted 5/14/53

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
	Dade	667,400	661,700	99
	Monroe	31,600	30,800	98
	Palm Beach	318,600	314,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Martin	36,300	35,900	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hendry	7,600	7,400	97
	St Lucie	46,700	46,100	99
<b>Station Totals</b>		<b>1,606,400</b>	<b>1,592,000</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>1,245,200</b>
<b>Average Daily Circulation (1987)</b>				<b>703,500</b>

# Florida—Ocala-Gainesville

## WOGX

(formerly WBSP)

Ch. 51

**Network Service:** None, independent.

**Licensee:** Wabash Valley Bcstg. Corp., 918 Ohio St., Terre Haute, IN 47807.

**Studio:** 1551 S.W. 37th Ave., Ocala, FL 32674.

**Mailing Address:** Box 3985, Ocala, FL 32678.

**Telephone:** 904-351-5151.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 2931-kw horizontal visual, 135.5-kw horizontal aural. Antenna: 924-ft. above av. terrain, 889-ft. above ground, 1049-ft. above sea level.

Latitude 29° 21' 32"  
Longitude 82° 19' 53"

**Transmitter:** County Road 316, approx. 4.7 mi. W of Fairfield, FL.

**Satellite Earth Stations:** 4 in operation; Microdyne; Microdyne receivers.

**News Service:** AP.

**Ownership:** Wabash Valley Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

**Represented (engineering):** Kessler & Gehman Associates.

### Personnel:

ROBERT WARE, general manager.  
MARY MEADOWS, station manager.  
CLAY BRINKER, general sales manager.  
SYLVIA BRYAN, program manager.  
LARRY DAVIS, production manager.  
RANDY KEISER, promotion manager.  
CHARON PALMER, traffic manager.  
GORDON SHOCKNEY, chief engineer.

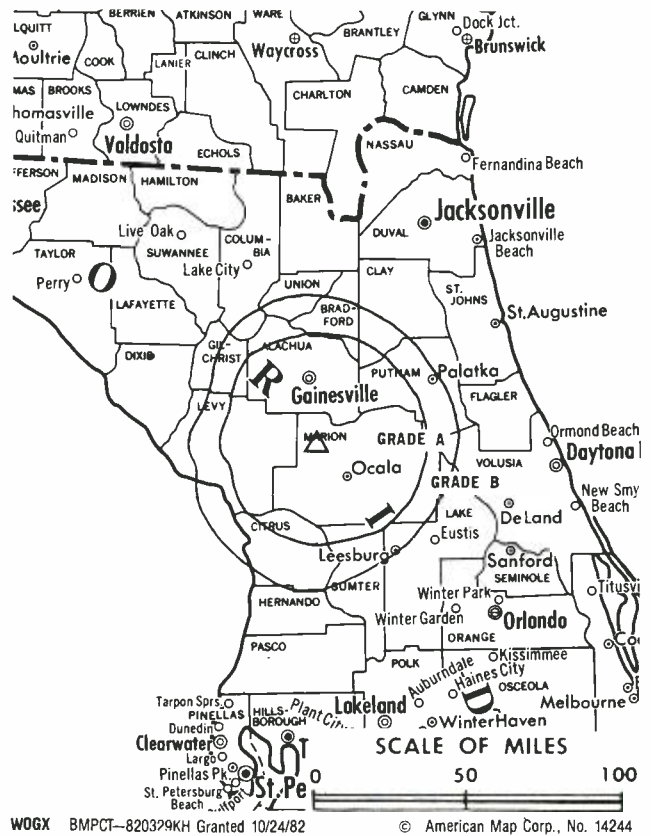
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$350.

**City of License:** Ocala. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Alachua	65,900	64,700	98
	Gilchrist	2,600	2,600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Levy	9,400	9,100	97
	Marion	66,800	65,600	98
Between 25-49%	FLORIDA			
	Bradford	7,500	7,400	99
	Citrus	34,700	34,000	98
	Dixie	3,300	3,200	97
Between 5-24%	FLORIDA			
	Columbia	14,700	14,400	98
	Lake	53,500	52,900	99
	Putnam	22,600	22,300	99
	Sumter	11,000	10,800	98
	Suwannee	9,400	9,100	97
	Union	2,300	2,300	100
<b>Station Totals</b>		<b>303,700</b>	<b>298,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>112,700</b>
<b>Average Daily Circulation (1987)</b>				<b>44,600</b>



# Florida—Orlando

## WCPX-TV

Ch. 6

**Network Service:** CBS, Fox.

**Licensee:** First Media Corp., Box 10239, Washington, DC 20018.

**Studio:** 4466 John Young Pkwy., Orlando, FL 32804.

**Mailing Address:** Box 606000, Orlando, FL 32860.

**Telephone:** 305-291-6000. **TWX:** 810-850-0141.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1465-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.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; 2 Comtech, 5-meter C-band; Vertek, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band.

**News Service:** AP.

**Ownership:** First Media Corp., 100%. First Media Corp. ownership: Richard E. Marriott, chmn.-treas., 49.92%; Glenn T. Potter, pres., 1.29%; Danny Masden, exec. v.p.; Dale B. Williamson, v.p.-asst. treas.; Nancy P. Marriott, 18.01%; Deborah M. Harrison, J. W. Marriott III, David S. Marriott & Steven G. Marriott, 7.69% each; First Media Trust, Donna R. G. Marriott & Sterling B. Colton, trustees, 7.69%. First Media Corp. also owns WPGC & WCLY(FM), Morningside, MD; KLZX & KFMY(FM), Provo, UT; WZGC(FM), Atlanta, GA; KUBE(FM), Seattle, WA; WUSN(FM), Chicago, IL; KOPA & KSLX(FM), Scottsdale, AZ; KFMK(FM), Houston, TX & WZLX(FM), Boston, MA. **Note:** Sale of radio stations pend.

**Began Operation:** July 1, 1954. Sale to present owner by Rockefeller Group approved by FCC May 30, 1986 (Television Digest, Vol. 26:12). Previous sale to Rockefeller by the Outlet Co. approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to Outlet by Cherry Bcstg. Co. approved July 17, 1963 (Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

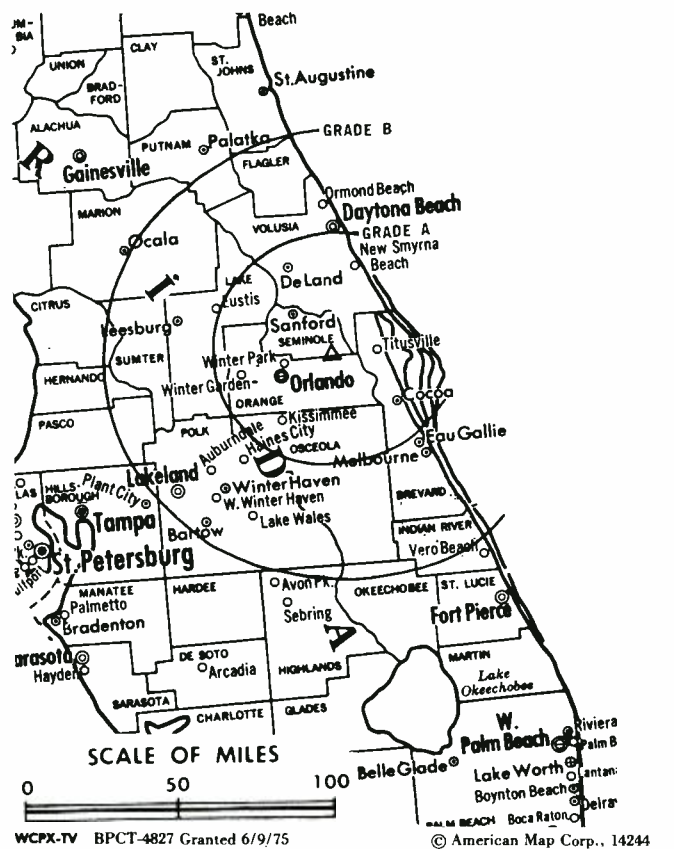
**Represented (engineering):** Lohnes & Culver.

**Personnel:**

MIKE SCHWEITZER, vice president & general manager.  
EVERETT H. HUGHES, program manager.  
JAMES E. DONNELLY, general sales manager.  
JAMES POSEY, national sales manager.  
ROBERT DIEHL, chief engineer.  
BERNARD W. SCHNAPP, business manager.  
TOM HAUFF, news director.  
LEN DePANICIS, production manager.

**Rates:** Not available.

**City of License:** Orlando. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Brevard	140,600	139,300	99
	Flagler	6,900	6,800	99
	Lake	53,500	52,900	99
	Marion	66,800	65,600	98
	Orange	211,700	209,900	99
	Osceola	30,900	30,500	99
	Seminole	87,400	86,600	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	34,700	34,000	98
	Indian River	32,900	32,400	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Levy	9,400	9,100	97
	Putnam	22,600	22,300	99
<b>Station Totals</b>		<b>980,000</b>	<b>969,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>728,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>435,400</b>	

# Florida—Daytona Beach-Orlando

## WESH

Ch. 2

**Network Service:** NBC.

**Licensee:** WESH-TV Broadcasting Inc., Box 1551, Daytona Beach, FL 32015.

**Studios:** 540 Corporation St., Holly Hill, FL 32017; 1501 Minnesota Ave., Winter Park, FL 32789.

**Telephones:** 904-252-2222, Daytona Beach; 305-645-2222, Orlando.

**TWX:** 810-832-6222, Daytona Beach; TWX 810-853-0255, Winter Park.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw max. visual, 20-kw max. 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, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 7-meter; Microdyne, 5-meter; Harris, M/A-Com, Microdyne & Scientific-Atlanta receivers.

**News Services:** AP, Conus, UPI, NBC.

**Ownership:** H & C Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** May 29, 1956. Merger of Cowles Bcstg. into H & C Communications approved by FCC Oct. 1984 (*Television Digest*, Vol. 24:26, 35). Sale to Cowles by John H. Perry interests approved April 20, 1966 (Vol. 5:47).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

- NOLAN QUAM, president & general manager.
- JOHN E. EVANS, executive vice president.
- KENNETH W. SMITH, sr. vice president, station manager & operations
- JESS SALAFRANCA, business manager.
- ROBERT FOWLER, vice president & sales director.
- BARRY EDWARDS, director of engineering.
- NICHOLAS W. PFEIFAU, vice president & research director.
- FRANK BIANCUZZO, promotion director.
- RICHARD K. SCHARF, production manager.
- STEVE RAMSEY, news director.

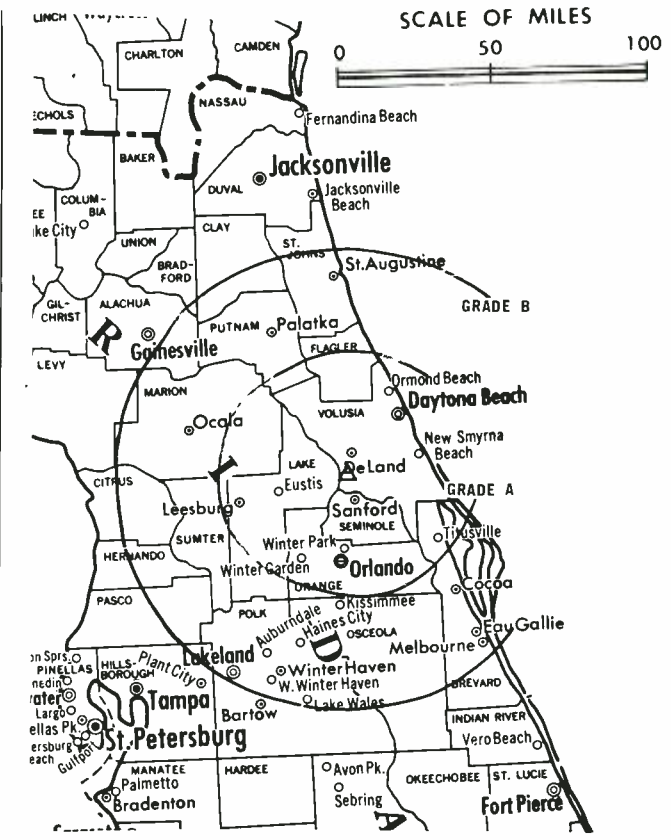
**Highest 30 Sec. Rate:** \$4200.

**NETWORK BASE HOURLY RATE:** \$2435.

**City of License:** Daytona Beach. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Alachua	65,900	64,700	98
	Brevard	140,600	139,300	99



WESH-TV BPCT-781206LC Granted 2/26/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Flagler	6,900	6,800	99
	Lake	53,500	52,900	99
	Marion	66,800	65,600	98
	Orange	211,700	209,900	99
	Osceola	30,900	30,500	99
	Putnam	22,600	22,300	99
	Seminole	87,400	86,600	99
	Sumter	11,000	10,800	98
	Volusia	135,200	133,900	99
	Between 25-49%	FLORIDA		
Citrus		34,700	34,000	98
Dixie		3,300	3,200	97
Gilchrist		2,600	2,600	100
Levy		9,400	9,100	97
Between 5-24%	FLORIDA			
	Bradford	7,500	7,400	99
	Columbia	14,700	14,400	98
	Hernando	30,600	30,100	99
	Indian River	32,900	32,400	98
	Polk	136,400	135,000	99
	St Johns	26,900	26,600	99
<b>Station Totals</b>		<b>1,131,500</b>	<b>1,118,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>773,500</b>
<b>Average Daily Circulation (1987)</b>				<b>468,200</b>

# Florida—Orlando-Daytona Beach-Melbourne

**WFTV**

**Ch. 9**

**Network Service:** ABC.

**Licensee:** WFTV INC., Box 999, Orlando, FL 32802.

**Studio:** 639 West Central Blvd., Orlando, FL 32801.

**Mailing Address:** Box 999, Orlando, FL 32802.

**Telephone:** 305-841-9000. **TWX:** 810-850-0179.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 191-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, 20-mi. E of Orlando.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7-meter; Satcom Technologies, 7-meter; AFC, 4.5-meter; Andrew, 4.5-meter; Transmit/Receive; Avantek, M/A-Com, Microdyne receivers.

**News Services:** ABC, AP.

**Ownership:** Cox Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** February 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. Sale to SFN Communications approved May 24, 1984 (Vol. 24:9). FCC approved sale to present owner Aug. 29, 1985 (Vol. 25:23).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

CLIFFORD L. CONLEY, vice president & general manager.  
LOUIS SUPOWITZ, general sales manager.  
CHRIS SCHMIDT, news director.  
SKIP SKIFFINGTON, operations manager.  
BILL TEMPLETON, controller.  
WAYNE GERBER, marketing research director.  
WILLIAM D. JONES, assistant sales manager.  
PAUL D. WARNOCK, chief engineer.  
WALTER S. McDOWELL, promotion director.

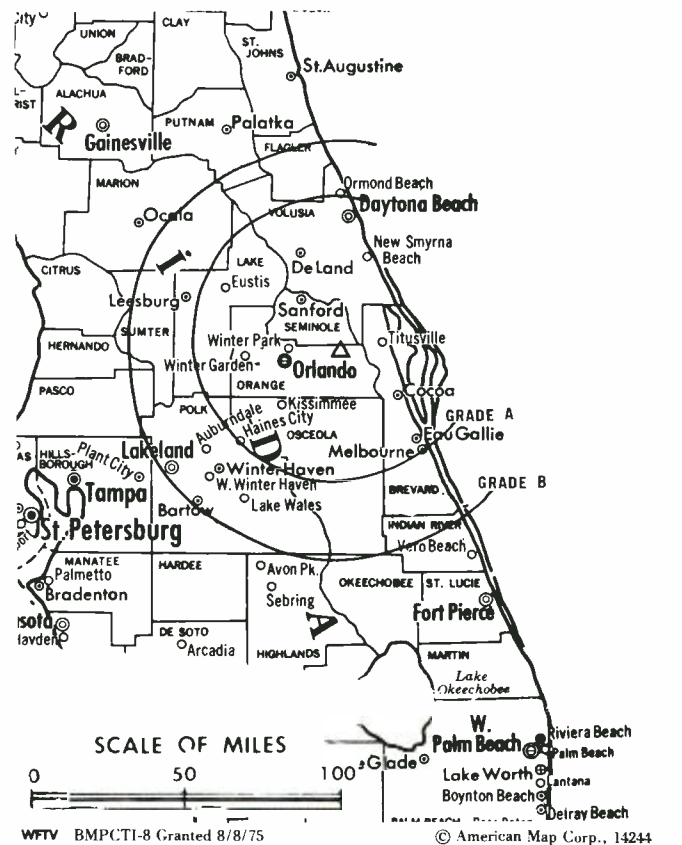
**Highest 30 Sec. Rate:** \$4000.

**NETWORK BASE HOURLY RATE:** \$2000.

**City of License:** Orlando. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b> Brevard	140,600	139,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Flagler	6,900	6,800	99
	Indian River	32,900	32,400	98
	Lake	53,500	52,900	99
	Marion	66,800	65,600	98
	Orange	211,700	209,900	99
	Osceola	30,900	30,500	99
	Polk	136,400	135,000	99
	Seminole	87,400	86,600	99
	Sumter	11,000	10,800	98
	Volusia	135,200	133,900	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	34,700	34,000	98
	Highlands	24,600	24,200	98
	Okeechobee	9,600	9,500	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Hardee	7,100	7,000	99
	Putnam	22,600	22,300	99
<b>Station Totals</b>		<b>1,014,700</b>	<b>1,003,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>777,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>480,100</b>	

# Florida—Melbourne-Orlando

## WMOD

Ch. 43

**Network Service:** None, independent.

**Licensee:** Sewall Operating Co. Inc., 4450-L Enterprise Court, Melbourne, FL 32935.

**Studio:** 4450-L Enterprise Court, Melbourne, FL 32935.

**Telephone:** 305-254-4343.

**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.

**Satellite Earth Stations:** 9.1-meter steerable; 5-meter fixed; Harris receivers.

**News Service:** AP.

**Ownership:** Asbury Park Press Inc., 100%. APP ownership: Jules L. Plangere Jr., chmn. & Ernest D. Lass, pres., 50% each; Jules L. Plangere III & Robert E. Murphy, v.p.s; Charles W. Ritcher, secy. APP has interest in licensess of WJLK-AM-FM, Asbury Park, NJ & applications for LPTVs.

**Began Operation:** July 5, 1982. Sale to present owners by Southern Bcstg. Corp. approved by FCC Aug. 15, 1985.

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

**Represented (legal):** Dow, Lohnes & Albertson.

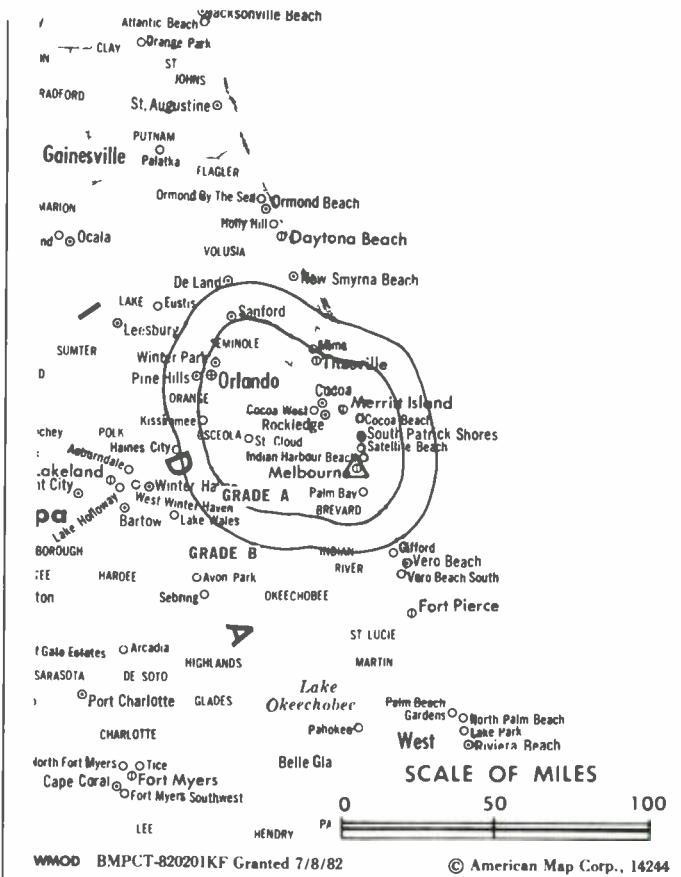
**Personnel:**

CARLO ANNEKE, general manager.  
SKIP PAINTON, station manager.  
MICHAEL KERRIGAN, general sales manager.  
NELLE H. AYRES, director of administration.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Melbourne. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>FLORIDA</b>			
	Brevard	140,600	139,300	99
	Indian River	32,900	32,400	98
	Orange	211,700	209,900	99
	Osceola	30,900	30,500	99
Between 5-24%	<b>FLORIDA</b>			
	Lake	53,500	52,900	99
	Volusia	135,200	133,900	99
<b>Station Totals</b>		<b>692,200</b>	<b>685,500</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>219,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>72,100</b>	

# Florida—Melbourne

## WAYK

Ch. 56

**Network Service:** None, independent.

**Licensee:** TV 56 Ltd., 6525 Babcock St. SE, Palm Bay, FL 32907.

**Studio:** 6525 Babcock Street SE, Palm Bay, FL 32907.

**Telephone:** 305-725-0056.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2051-kw max. visual, 205-kw max. aural. Antenna: 1004-ft. above av. terrain, 1002-ft. above ground, 1027-ft. above sea level.

Latitude 27° 49' 35"  
Longitude 80° 42' 20"

**Transmitter:** 7.5-mi. WNW of Fellsmere.

**Satellite Earth Stations:** 2 ADM, 5-meter C-band; Harris, 3.8-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CNN, UPI.

**Ownership:** William R. Varecha & Debbie Varecha, 75%; jointly; Harry N. Handley, gen. partner, 2.5%; Cathy Bamberg, gen. partner, 2.50%; William R. Varecha, ltd. partner, 10%; William E. Bamberg, ltd. partner, 10%. W. Varecha owns permittee of Ch. 49, Paducah, KY.

**Began Operation:** May 19, 1986.

**Represented (sales):** Mutual Telesales Inc.

**Represented (legal):** Wiley, Rein & Fielding.

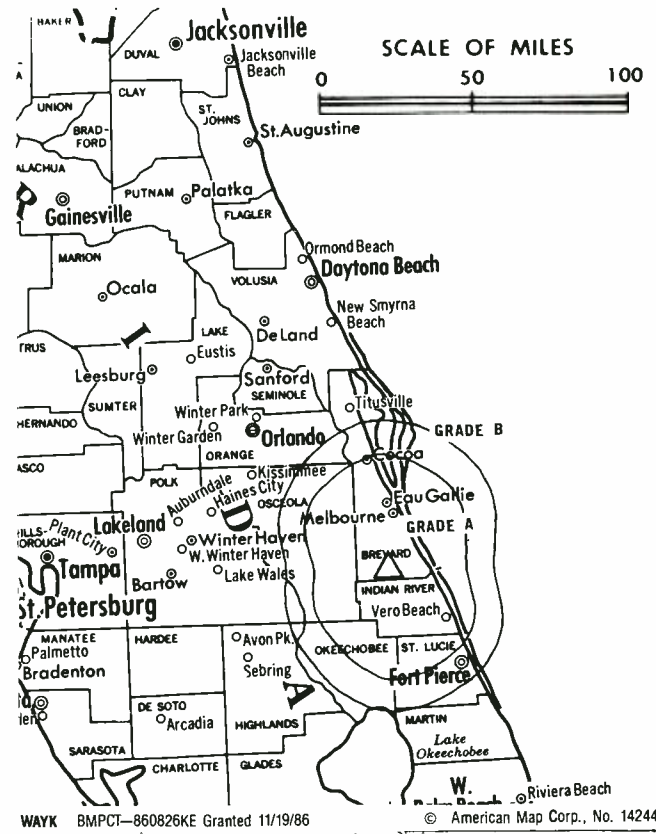
**Represented (engineering):** Arthur K. Peters.

### Personnel:

WILLIAM VARECHA, general manager.  
DAVID STROUD, sales manager.  
STEVE SCHRADER, engineering director.  
DONNA SKATTUM, news director.  
WILMA SCHRADER, promotion director.  
LINDA PORTER, traffic manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$200.



**City of License:** Melbourne. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA			
	Brevard	140,600	139,300	99
	Indian River	32,900	32,400	98
<b>Station Totals</b>		<b>173,500</b>	<b>171,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>23,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>6,700</b>	

# Florida—Orlando

**WOFL**

Ch. 35

**Network Service:** Fox.

**Licensee:** Meredith Corp., 35 Skyline Dr., Lake Mary, FL 32746.

**Studio:** 35 Skyline Dr., Lake Mary, FL 32746.

**Telephone:** 305-644-3535.

**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° 05' 13"

**Transmitter:** Chuluota-Christmas Rd., 3.7-mi. N of Bithlo.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Microdyne receivers.

**News Service:** UPI.

**Ownership:** Meredith Corp., 100%. See Group Ownership of Television 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):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- NORRIS REICHEL, vice president & general manager.
- MARTY ROSS, general sales manager.
- KATE McSWEENEY, program manager.
- GEORGE WILSON, news director.
- JIM DOYAS, chief engineer.
- CHRIS WOLF, promotion manager.
- TOM MEEK, community affairs director.

**Highest 30 Sec. Rate:** \$2000.

**City of License:** Orlando. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Brevard	140,600	139,300	99
	Lake	53,500	52,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orange	211,700	209,900	99
	Osceola	30,900	30,500	99
	Seminole	87,400	86,600	99
	Volusia	135,200	133,900	99
Between 25-49%	FLORIDA			
	Flagler	6,900	6,800	99
	Marion	66,800	65,600	98
	Polk	136,400	135,000	99
	Sumter	11,000	10,800	98
Between 5-24%	FLORIDA			
	Citrus	34,700	34,000	98
	Indian River	32,900	32,400	98
<b>Station Totals</b>		<b>948,000</b>	<b>937,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>490,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>214,800</b>	

# Florida—West Palm Beach

## WFLX

Ch. 29

**Network Service:** Fox.

**Licensee:** Malrite of Florida Inc., Euclid Ave. & E. 12th St., Cleveland, OH 44115.

**Studio:** 4130 Blue Heron Blvd., West Palm Beach, FL 33404.

**Telephone:** 305-845-2929.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 1350-kw horizontal visual, 500-kw max. & 270-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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

**Ownership:** Malrite Communications Group Inc. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1982.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Represented (engineering):** Ralph Evans Associates.

**Personnel:**

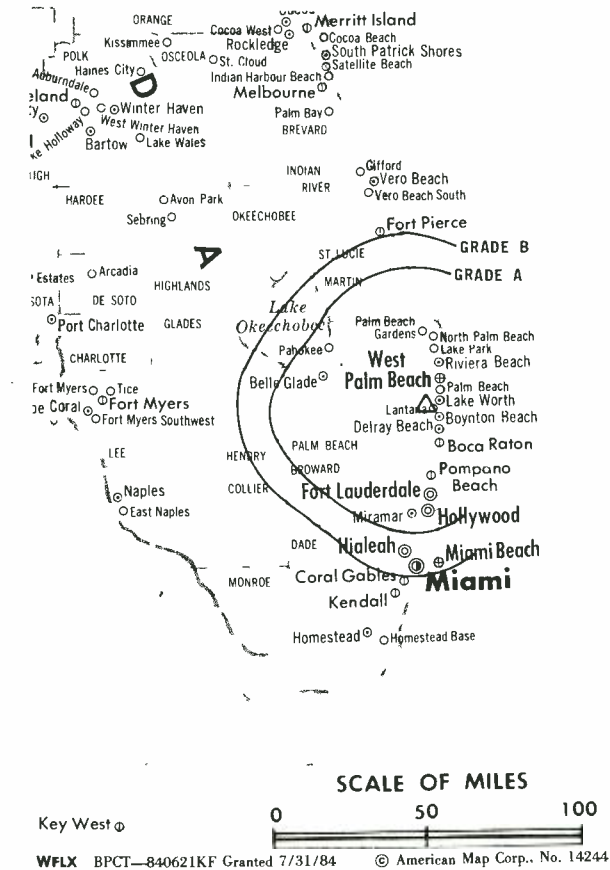
MURRAY J. GREEN, vice president & general manager.  
JOE KOFF, general sales manager.  
ANGELO (BUTCH) FIGURELLA, chief engineer.

**Rates:** On request.

**City of License:** West Palm Beach. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 54.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b> Martin	36,300	35,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Okeechobee	9,600	9,500	99
	Palm Beach	318,600	314,800	99
	St Lucie	46,700	46,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
	Glades	2,800	2,700	96
	Indian River	32,900	32,400	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Dade	667,400	661,700	99
	Hendry	7,600	7,400	97
<b>Station Totals</b>		<b>1,620,100</b>	<b>1,605,800</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>427,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>150,200</b>	

# Florida—West Palm Beach

**WPEC**

Ch. 12

**Network Service:** ABC.

**Licensee:** Photo Electronics Corp., Fairfield Dr., West Palm Beach, FL 33407.

**Studio:** Fairfield Dr., West Palm Beach, FL 33407.

**Mailing Address:** Box 24612, West Palm Beach, FL 33416-4612.

**Telephone:** 305-844-1212. **TWX:** 510-952-7656.

**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° 45' 40"  
Longitude 80° 04' 08"

**Transmitter:** Intersection US Hwy. 441 & State Rd. 812.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, ABC, NIWS, CNN Headline News.

**Ownership:** Photo Electronics Corp., 80%; Alex W. Dreyfoos Jr., pres., 12.4%; Estate of George W. Mergens, 7.60%.

**Began Operation:** January 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 (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 (Vol. 11:27, 31).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

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

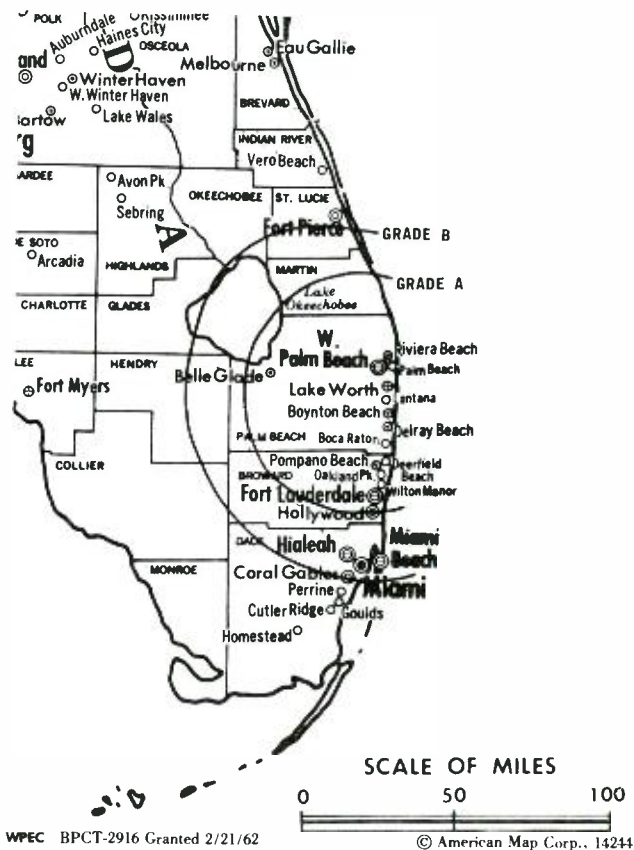
**Personnel:**

- ALEX W. DREYFOOS JR., president.
- ROBERT C. WIEGAND, exec. vice president & general manager.
- ROBERT LAWSON JR., vice president, sales.
- DOUG WOLFMUELLER, national sales manager.
- EDWARD A. STAAK, creative services manager.
- BILL CRAFTON, news director.
- TERRY HALLAGAN, production & special projects manager.
- GEORGE DANNER, engineering & systems manager.
- ALLEN STERNBERG, program manager.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1350.

**City of License:** West Palm Beach. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 54.



WPEC BPCT-2916 Granted 2/21/62

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Martin	36,300	35,900	99
	Okeechobee	9,600	9,500	99
	Palm Beach	318,600	314,800	99
	St. Lucie	46,700	46,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
	Hendry	7,600	7,400	97
	Indian River	32,900	32,400	98
<b>Station Totals</b>		<b>952,700</b>	<b>944,100</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>470,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>230,200</b>	



# Florida—Palm Beach

**WPTV**

Ch. 5

**Network Service:** NBC.

**Licensee:** Scripps Howard Bcstg. Co., Box 510, Palm Beach, FL 33480.

**Studio:** 622 N. Flagler Dr., West Palm Beach, FL 33401.

**Telephone:** 305-655-5455. **TWX:** 510-952-7606.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 11-meter Ku-band; Microdyne, 7-meter C-band; Hero, 6-meter C-band; Harris, 3.5-meter Ku-band; Harris, Microdyne receivers.

**News Services:** AP, Florida News Network, NBC, Scripps Howard News Service, UPI.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

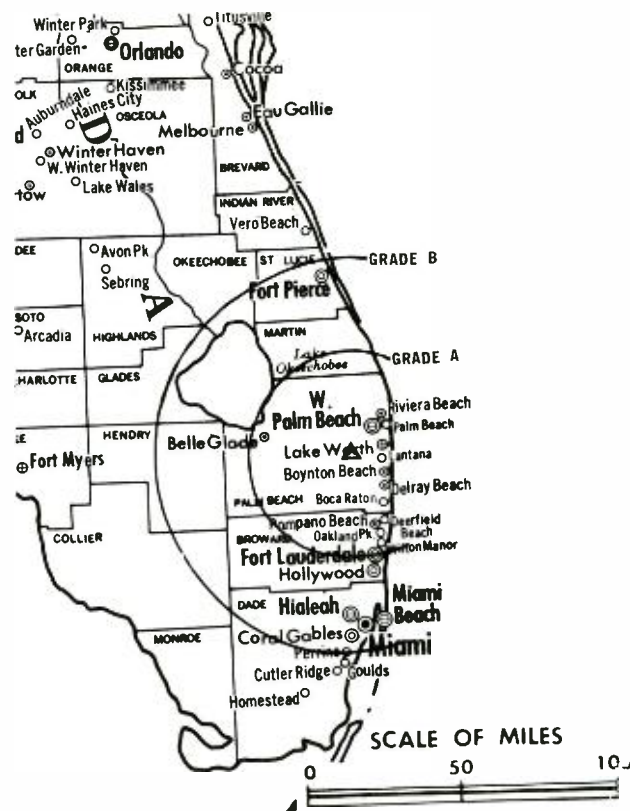
**Personnel:**

- WILLIAM J. BROOKS, vice president & general manager.
- CHARLES HANSEN, general sales manager.
- DENNIS GERGITS, local sales manager.
- DONNA M. LANE, national sales manager.
- EDWARD J. ROOS, engineering manager.
- JOHN L. RAY, manager, broadcast services & news director.
- CLAUDIA M. SAMOYA, business manager.

**Rates:** Not available.

**City of License:** West Palm Beach. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 54.

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



WPTV BMPCT-1862 Granted 3/15/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Indian River	32,900	32,400	98
	Martin	36,300	35,900	99
	Okeechobee	9,600	9,500	99
	Palm Beach	318,600	314,800	99
	St. Lucie	46,700	46,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	498,200	495,300	99
	Glades	2,800	2,700	96
	Hendry	7,600	7,400	97
<b>Station Totals</b>		<b>952,700</b>	<b>944,100</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>573,700</b>
<b>Average Daily Circulation (1987)</b>				<b>321,700</b>

# Florida—Fort Pierce-Stuart-Vero Beach-Palm Beach

**WTVX**

Ch. 34

**Network Service:** CBS.

**Licensee:** WTVV Inc., Box 3434, Fort Pierce, FL 33454.

**Studios:** 3601 N. 25th St., Fort Pierce, FL 33450; Suite 734, West Palm Beach, FL 33404.

**Telephones:** 305-464-3434; 305-686-3434.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 5000-kw max. & 3981-kw horizontal visual, 446.68-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, FL.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI, CBS.

**Ownership:** Frank K. Spain, pres., 35%; Perrin Purvis, v.p., 10%; Margaret H. Spain, 35%; Letha M. Spain, 20%. For other interests, see WTVV(TV), Tupelo, MS.

**Began Operation:** April 5, 1966. Sale to present owners by Ruhl W. Koblegard, et al., approved by FCC Jan. 15, 1979.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

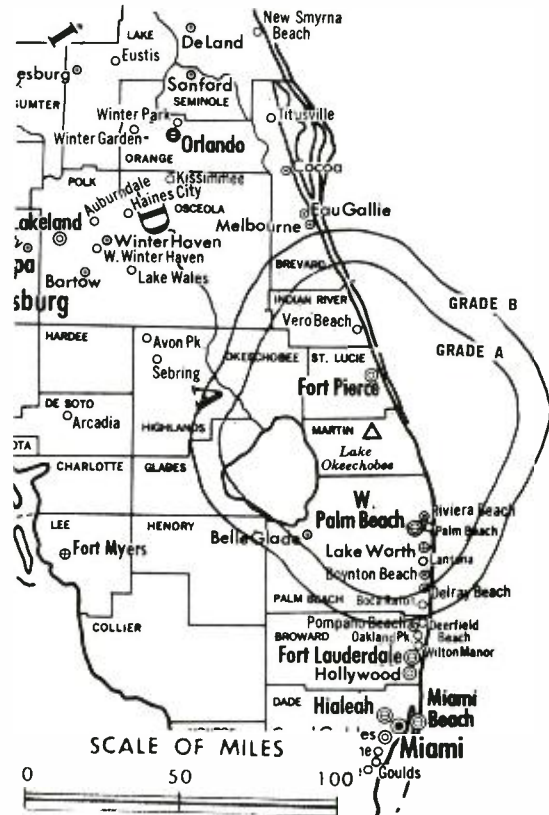
LYNWOOD WRIGHT, general manager.  
DELILAH MORFORD, programming director.  
MILTON PATRICK, chief engineer.  
KENNETH DeGENNARO, operations manager.  
ROBERT MORFORD, news director.  
JAY OLIVER, sales & marketing manager.  
MILTON M. LANG, national & regional sales manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$175.

**City of License:** Fort Pierce. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 54.



WTVX BPCT-5175 Granted 5/30/79

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Indian River	32,900	32,400	98
	Martin	36,300	35,900	99
	Okeechobee	9,600	9,500	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hendry	7,600	7,400	97
<b>Station Totals</b>		<b>454,500</b>	<b>448,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>204,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>96,800</b>	

# Florida—Panama City

## WJHG-TV

Ch. 7

**Network Service:** NBC.

**Licensee:** WJHG-TV Inc., Box 2349, Panama City, FL 32402.

**Studio:** 8195 W. Highway 98, Panama City, FL 32407.

**Telephone:** 904-234-2125. **TWX:** 510-730-7341.

**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, FL.

**Satellite Earth Stations:** 4 in operation; Harris, Pinzone receivers.

**News Service:** AP.

**Ownership:** Gray Communications Systems Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** December 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 (Vol. 13:43, 47).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

RAY HOLLOWAY, vice president & general manager.  
JERRY SMITHWICK, station manager.  
ROGER JONES, sales manager.  
JACK CRUSAN, production manager.  
SCOTT CLARKE, chief engineer.

**Highest One Hour Rate:** \$1500.

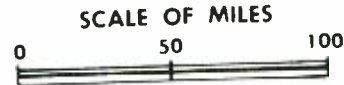
**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$625.

**City of License:** Panama City. **ADI:** Panama City. **Rank:** 171.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Geneva	9,200	9,100	99
	<b>FLORIDA</b>			
	Bay	43,500	43,000	99
	Calhoun	3,500	3,400	97
	Franklin	3,000	2,900	97
	Gulf	3,800	3,700	97
	Holmes	6,100	5,900	97
	Jackson	14,500	14,100	97
	Liberty	1,500	1,500	100
Walton	10,200	10,000	98	



WJHG-TV BPCT-3267 Granted 12/31/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	6,300	6,200	98
	<b>GEORGIA</b>			
	Seminole	3,300	3,200	97
Between 25-49%	<b>ALABAMA</b>			
	Dale	15,800	15,600	99
	Houston	30,700	30,500	99
	<b>FLORIDA</b>			
	Gadsden	13,400	13,100	98
	Leon	65,600	64,700	99
	Okaloosa	49,000	48,600	99
Between 5-24%	<b>ALABAMA</b>			
	Covington	14,900	14,700	99
	Henry	5,700	5,600	98
	<b>FLORIDA</b>			
	Wakulla	4,900	4,800	98
<b>GEORGIA</b>				
Decatur	9,000	8,900	98	
Miller	2,600	2,500	96	
<b>Station Totals</b>		<b>316,500</b>	<b>312,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>164,700</b>
<b>Average Daily Circulation (1987)</b>				<b>94,900</b>

# Florida—Panama City

**WMBB**

Ch. 13

**Network Service:** ABC.

**Licensee:** Buford Television of Panama City, Box 1340, Panama City, FL 32402.

**Studio:** 232 Harrison Ave., Panama City, FL 32401.

**Mailing Address:** Box 1340, Panama City, FL 32402.

**Telephone:** 904-769-2313. **TWX:** 510-738-7536.

**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.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; Andrew, Avantek, Scientific-Atlanta receivers.

**News Services:** ABC, AP, Florida News Network, NIWS.

**Ownership:** Buford Television, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 4, 1973. Sale to present owner by Octagon Bcstg. Co. approved by FCC Dec. 5, 1986. Previous sale by Denver Brannen estate, Luther Edwin Thomas, et al., approved by FCC Feb. 28, 1977 (**Television Digest**, Vol. 16:52).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

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

**Personnel:**

DAVID JERNIGAN, vice president & general manager.  
TOM NAJJAR, regional sales manager.  
PATTI CLEMENTS, program director.  
JAMES PINCKARD, promotions.  
STEVE COOK, production manager.  
WENDELL NELSON, chief engineer.

**Highest One Hour Rate:** \$1000.

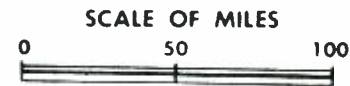
**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Panama City. **ADI:** Panama City. **Rank:** 171.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Geneva	9,200	9,100	99
	<b>FLORIDA</b>			
	Bay	43,500	43,000	99
	Calhoun	3,500	3,400	97
	Franklin	3,000	2,900	97
	Gadsden	13,400	13,100	98
	Gulf	3,800	3,700	97
	Holmes	6,100	5,900	97
	Jackson	14,500	14,100	97



WMBB BPCT-4865 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Liberty	1,500	1,500	100
	Walton	10,200	10,000	98
	Washington	6,300	6,200	98
	<b>GEORGIA</b>			
	Seminole	3,300	3,200	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Houston	30,700	30,500	99
	<b>FLORIDA</b>			
	Wakulla	4,900	4,800	98
	<b>GEORGIA</b>			
	Decatur	9,000	8,900	98
	Miller	2,600	2,500	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Covington	14,900	14,700	99
	Dale	15,800	15,600	99
	Henry	5,700	5,600	98
	<b>FLORIDA</b>			
	Jefferson	3,900	3,800	97
	Leon	65,600	64,700	99
	Okaloosa	49,000	48,600	99
<b>GEORGIA</b>				
	Early	4,700	4,600	98
	Grady	7,400	7,300	99
<b>Station Totals</b>		<b>332,500</b>	<b>327,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>131,200</b>
<b>Average Daily Circulation (1987)</b>				<b>66,000</b>

# Florida—Pensacola-Mobile, Alabama

## WEAR-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Rollins Communications Inc., Box 12278, Pensacola, FL 32581.

**Studios:** U.S. Hwy. 90, W of Pensacola; Montimar Bldg., Mobile, AL.

**Mailing Address:** Box 12278, Pensacola, FL 32581.

**Telephones:** 904-455-7311, Pensacola; 205-343-3331, Mobile.

**TWX:** 510-737-7952.

**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, AL.

**Satellite Earth Stations:** Andrew, 10-meter; Harris, 10-meter Ku-band; Andrew, 7.5-meter; Andrew, 5-meter; Andrew, Harris, M/A-Com receivers.

**News Services:** ABC, AP.

**Ownership:** Heritage Media Corp. See Group Ownership of Television Stations.

**Began Operation:** January 13, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Rollins Communications by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (*Television Digest*, Vol. 15:14, 19).

**Represented (sales):** Blair Television.

**Represented (legal):** Sidley & Austin.

### Personnel:

M. J. (BOB) GROOTHAND, general manager.  
ROBERT SHIELDS, general sales manager.  
PAT DALBEY, local sales manager.  
NONIA FURGYE, national sales manager.  
J. LANDON SMITH, operations manager.  
S. PETER NEUMANN, news director.  
SUE STRAUGHN, public service director.  
HARRY BABB, chief engineer.

**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Pensacola. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	33,000	32,700	99
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Escambia	13,000	12,800	98
	Mobile	138,500	137,600	99
	Monroe	7,700	7,500	97



WEAR-TV BMPCT-5313 Granted 7/22/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	5,900	5,800	98
	<b>FLORIDA</b>			
	Escambia	96,900	96,100	99
	Okaloosa	49,000	48,600	99
	Santa Rosa	24,000	23,800	99
	<b>MISSISSIPPI</b>			
	Jackson	43,200	42,800	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Covington	14,900	14,700	99
	<b>MISSISSIPPI</b>			
	George	5,500	5,500	100
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Butler	7,700	7,600	99
	Choctaw	5,700	5,600	98
	Wilcox	4,600	4,500	98
	<b>FLORIDA</b>			
	Walton	10,200	10,000	98
	<b>MISSISSIPPI</b>			
Greene	3,300	3,200	97	
Harrison	60,500	60,100	99	
<b>Station Totals</b>		<b>538,600</b>	<b>533,600</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>375,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>233,600</b>	

# Florida—Pensacola

**WHBR**

**Ch. 33**

**Network Service:** None, independent.

**Licensee:** Christian TV Corp. of Pensacola/Mobile Inc., Box 18033, Pensacola, FL 32523-8033.

**Studio:** 2311 N. 12th Ave., Pensacola, FL 32503.

**Telephone:** 904-433-8633.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1365-ft. above av. terrain, 1330-ft. above ground, 1472-ft. above sea level.

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

**Transmitter:** WPMI(TV) transmitter site, Loxley.

**Ownership:** Christian Television Network, 100%. See Group Ownership of Television Stations.

**Began Operation:** January 26, 1986.

**Represented (legal):** Gammon & Grange.

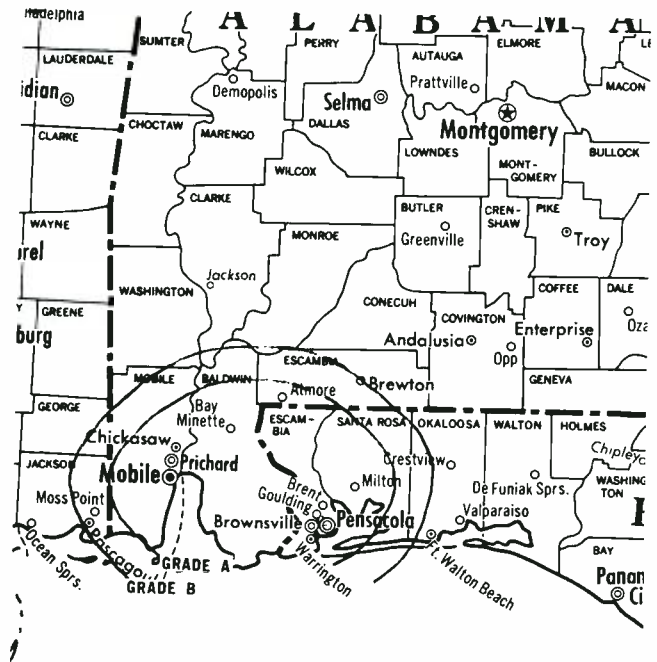
**Represented (engineering):** Cohen & Dippell.

**Personnel:**

BOB D'ANDREA, general manager.  
DAVID MAYO, operations manager.

**Arbitron Data:** Not available.

**City of License:** Pensacola. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.



WHBR BMPCT-850705KH Granted 8/2/85

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# Florida—Pensacola

## WJTC

### Ch. 44

**Network Service:** None, independent.

**Licensee:** Carnex TV Inc., 700 S. Palafox St., Pensacola, FL 32501.

**Studio:** 700 S. Palafox St., Pensacola, FL 32501.

**Telephone:** 904-438-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 3310-kw max. visual, 331-kw max. aural. Antenna: 1500-ft. above av. terrain, 1489-ft. above ground, 1622-ft. above sea level.

Latitude 30° 35' 18"  
Longitude 87° 33' 16"

**Transmitter:** Hwy. 87, 0.9-mi. S of Hwy. 10, Elsanor, AL.

**Satellite Earth Stations:** Comtech, 7-meter C-band; Comtech, 5-meter C-band; RCA, 3.5-meter Ku-band; Pinzone, RCA receivers.

**Ownership:** Thomas F. Carney, chmn., 54%; N. Thomas Eaton, pres., 10%; Abraham I. Levin, v.p., 5%; Ralph Renick, 10%; Martin J. O'Meara Jr., 10%. Thomas F. Carney has majority interest in WJPR(TV), Lynchburg, VA.

**Began Operation:** December 24, 1984.

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

**Represented (legal):** Arter & Hadden.

**Represented (engineering):** Broadcast Services Inc.

#### Personnel:

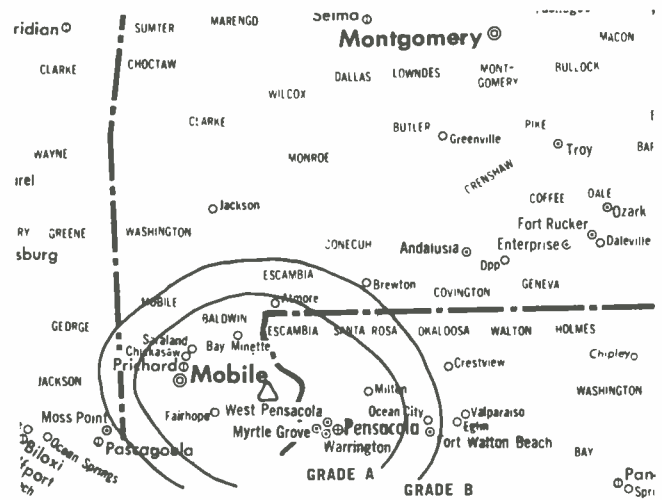
N. THOMAS EATON, president.  
DAN CARNEY, general manager.  
LEE ESCHLER, sales manager.  
BOB SOWELL, engineering director.  
MARY ROSEBACK, national sales coordinator.  
PAULA PERICOLA, program director.

**Highest One Hour Rate:** \$1200.

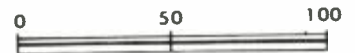
**Highest 30 Sec. Rate:** \$150.

**City of License:** Pensacola. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 55.

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



SCALE OF MILES



WJTC BNPCT-841018KJ Granted 11/9/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ALABAMA</b>			
	Baldwin	33,000	32,700	99
	Mobile	138,500	137,600	99
	<b>FLORIDA</b>			
	Escambia	96,900	96,100	99
	Okaloosa	49,000	48,600	99
	Santa Rosa	24,000	23,800	99
Between 5-24%	<b>ALABAMA</b>			
	Conecuh	5,500	5,400	98
	Escambia	13,000	12,800	98
	Washington	5,900	5,800	98
	<b>MISSISSIPPI</b>			
	George	5,500	5,500	100
<b>Station Totals</b>		<b>371,300</b>	<b>368,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>127,400</b>
<b>Average Daily Circulation (1987)</b>				<b>46,500</b>

# Florida—Sarasota-Bradenton

**WWSB**

**Ch. 40**

**Network Service:** ABC.

**Licensee:** Southern Broadcast Corp. of Sarasota, Box 21239, Sarasota, FL 33583.

**Studio:** 5725 Lawton Dr., Sarasota, FL 33583.

**Mailing Address:** Box 21239, Sarasota, FL 33583.

**Telephone:** 813-923-8840.

**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, FL.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 4.5-meter; Vertex, 6-meter Ku-band; Microdyne, RCA, Scientific-Atlanta

**News Services:** AP, CNN, NIWS.

**Ownership:** RRN Enterprises; Southern Broadcast Group Inc.; WXLT Broadcast Ltd. Partnership. RRN Enterprises ownership: Robert R. Nelson, 100%. Southern Broadcast Group Inc. ownership: Douglas C. Parker, pres., 31%; Manuel Calvo, exec. v.p., 24%; J. Bruce Irving, secy.-treas., 15%; Matthew L. Leibowitz, 10%; Glenwood C. Eklund, 8%. WXLT Broadcast Ltd. Partnership ownership: TBG Broadcasting, gen. partner; Coy Eklund, pres.

**Began Operation:** October 23, 1971. Sale to present owners by Robert R. Nelson, et al., approved by FCC Nov. 13, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Leibowitz & Spencer.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

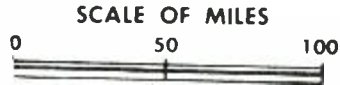
DOUGLAS C. BARKER, president & general manager.  
J. MANUEL CALVO, vice president & station manager.  
JACK LYONS, vice president, sales.  
LINDA DESMARAIS, vice president, news & programming.  
GLEN C. EKLUND, operations manager.  
MIKE BURNHAM, chief engineer.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate (April 1, 1987):** \$800.

**NETWORK BASE HOURLY RATE:** \$250.

**City of License:** Sarasota. **ADI:** Sarasota. **Rank:** 156.



WWSB BMPCT—7255 Granted 4/14/71

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
	De Soto	7,700	7,600	99
	Manatee	76,700	76,000	99
	Sarasota	115,200	114,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hardee	7,100	7,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	24,600	24,200	98
	Hillsborough	287,400	284,700	99
	Pinellas	374,700	371,600	99
<b>Station Totals</b>		<b>930,200</b>	<b>921,500</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>246,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>115,900</b>	



# Florida—Tallahassee-Thomasville, Georgia

**WCTV**

Ch. 6

**Network Service:** CBS.

**Licensee:** John H. Phipps Inc., Box 3048, Tallahassee, FL 32315.

**Studio:** Lake Iamonia, FL.

**Mailing Address:** Box 3048, Tallahassee, FL 32315.

**Telephone:** 904-893-6666. **TWX:** 910-997-0058.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 97.5-kw visual, 19.5-kw aural. Antenna: 2031-ft. above av. terrain, 1966-ft. above ground, 2188-ft. above sea level.

Latitude 30° 40' 13"  
Longitude 83° 56' 26"

**Transmitter:** Roddenberry Rd., 3.5 mi. SE of Metcalf.

**Satellite Earth Stations:** Transmit/Receive; Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; DX & Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** John H. Phipps Inc.

**Began Operation:** September 15, 1955.

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

DENIS BOYLE, president.  
FRANK WATSON, vice president & general manager.  
JERRY L. WILLIAMS, director of programming.  
MELVIN BLANK, operations manager.  
BOB MORGAN, chief engineer.  
JOHN SIMONS, sales manager.  
JIM FOY, news director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$950.

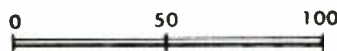
**City of License:** Thomasville, GA. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 129.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Franklin	3,000	2,900	97
	Gadsden	13,400	13,100	98
	Hamilton	3,300	3,200	97
	Jefferson	3,900	3,800	97
	Lafayette	1,600	1,500	97
	Leon	65,600	64,700	99
	Liberty	1,500	1,500	100
	Madison	5,000	4,800	96
	Suwannee	9,400	9,100	97
	Taylor	6,600	6,400	97
	Wakulla	4,900	4,800	98
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Berrien	5,100	5,000	98
	Brooks	5,300	5,200	98
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
Decatur	9,000	8,900	98	
Early	4,700	4,600	98	
Echols	800	800	100	



SCALE OF MILES



WCTV BPCT-860103KE Granted 4/29/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Grady	7,400	7,300	99
	Lanier	2,000	2,000	100
	Lowndes	25,500	25,000	98
	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
	Seminole	3,300	3,200	97
	Thomas	13,200	13,000	98
	Tift	11,700	11,500	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Dixie	3,300	3,200	97
	Gulf	3,800	3,700	97
	Jackson	14,500	14,100	97
	<b>GEORGIA</b>			
Calhoun	1,500	1,400	93	
Dougherty	34,900	34,500	99	
Turner	3,200	3,100	97	
Worth	6,300	6,200	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Houston	30,700	30,500	99
	<b>FLORIDA</b>			
	Columbia	14,700	14,400	98
	Holmes	6,100	5,900	97
	Washington	6,300	6,200	98
	<b>GEORGIA</b>			
	Clay	1,200	1,200	100
	Clinch	2,300	2,200	96
	Coffee	9,900	9,700	98
	Crisp	7,100	6,900	97
	Irwin	3,400	3,300	97
	Lee	4,800	4,700	98
	Randolph	3,300	3,200	97
	<b>Station Totals</b>		<b>397,400</b>	<b>389,900</b>
<b>Net Weekly Circulation (1987)</b>			<b>243,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>164,000</b>	

# Florida—Tallahassee

**WTWC**

**Ch. 40**

**Network Service:** NBC.

**Licensee:** Holt Robinson Television Inc., Drawer 3010, Hattiesburg, MS 39401.

**Studio:** 8440 Deer Lake Rd., Tallahassee, FL 32312.

**Mailing Address:** Box 12518, Tallahassee, FL 32317.

**Telephone:** 904-893-4140.

**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, 821-ft. above ground, 1049-ft. above sea level.

Latitude 30° 35' 11"  
Longitude 84° 14' 11"

**Transmitter:** 2-mi. NW of Bradfordville.

**Satellite Earth Stations:** 2 Harris, 8.3-meter Ku-band; Microdyne, 7-meter C-band; Prosat, 3-meter C-band; Harris, Microdyne receivers.

**News Service:** AP.

**Ownership:** Robert N. Robinson, chmn.; Carl S. Lightsey, pres.; 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%. HRCC owns WHHY-AM-FM, Montgomery, AL. The Holts & Robinsons own WHSY-AM-FM, Hattiesburg, MS. Charles Holt owns WHNY(AM), McComb, MS.

**Began Operation:** April 21, 1983.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Gardner, Carton & Douglas.

**Represented (engineering):** du Treil & Rackley, P.A.

**Personnel:**

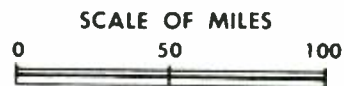
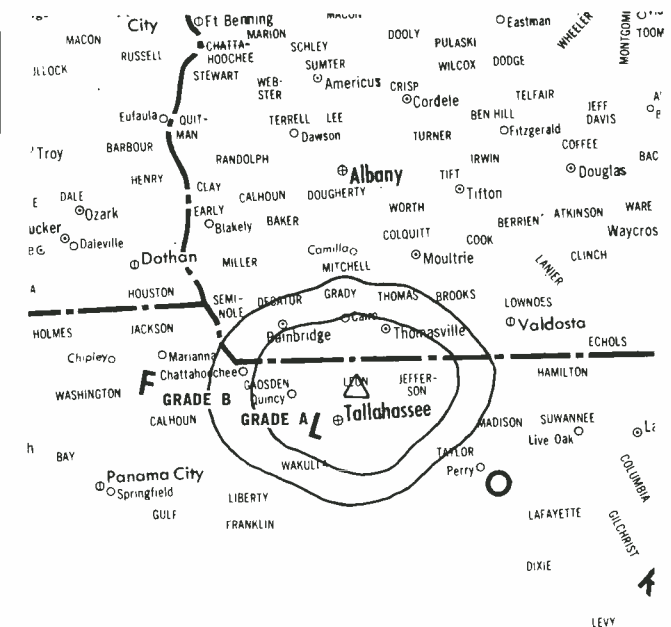
TOM MAGUIRE, general manager.  
JOHN MCGUIRK, sales manager.  
MIKE BROWN, chief engineer.

**Highest 30 Sec. Rate:** \$450.

**City of License:** Tallahassee. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 129.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Jefferson	3,900	3,800	97
	Leon	65,600	64,700	99
	Taylor	6,600	6,400	97



WTWC BMPCT-830120KE Granted 2/28/83 American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Gadsden	13,400	13,100	98
	Lafayette	1,600	1,500	97
	Wakulla	4,900	4,800	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Grady	7,400	7,300	99
	<b>FLORIDA</b>			
	Liberty	1,500	1,500	100
	Madison	5,000	4,800	96
	Suwannee	9,400	9,100	97
<b>GEORGIA</b>	Brooks	5,300	5,200	98
	Decatur	9,000	8,900	98
	Thomas	13,200	13,000	98

<b>Station Totals</b>	<b>146,800</b>	<b>144,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>60,800</b>
<b>Average Daily Circulation (1987)</b>			<b>28,200</b>

# Florida—Tallahassee

## WTXL-TV

Ch. 27

**Network Service:** ABC.

**Licensee:** Tallahassee 27 Ltd. Partnership, 8927 Thomasville Rd., Tallahassee, FL 32312.

**Studio:** 8927 Thomasville Rd., Tallahassee, FL 32312.

**Telephone:** 904-893-3127. **TWX:** 810-931-3715.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1184.7-kw max. visual, 118.46-kw max. aural. Antenna: 864-ft. above av. terrain, 868-ft. above ground, 1013-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.

**Satellite Earth Stations:** Transmit/receive AFC, 5-meter Ku-band; Vertex, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, Florida News Network.

**Ownership:** U.S. Communications Group Inc., gen. partner, 99.9%; Mitchell S. Cutler, ltd. partner, 0.1%. USCGI ownership: Joseph D. Tydings, pres., 42.50%; John A. Janas, v.p., 16.6668%; Mitchell S. Cutler, secy., 20.4166%; Louis Frey Jr., treas., 20.4166%. Cutler, Frey & Tydings have interest in licensee of WKAB-TV, Montgomery, AL & permittee of WGBZ, Gainesville, FL. Frey has interest in WHLY-FM, Orlando, FL; WCSR-FM, Hamden & WPLR, New Haven, CT; WIII(TV), Cincinnati, OH.

**Began Operation:** September 16, 1976. Sale to present owners by E. C. Allen approved by FCC Jan. 27, 1984.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

CARL BRUCE, general manager.  
CHRIS ALDRIDGE, general sales manager.  
TONY WINDSOR, news director.  
MIKE FOWLER, production manager.  
KATHY WEATHERFORD, business manager.  
ROBIN BISHOP, traffic manager.  
THOM KIRKSEY, chief engineer.

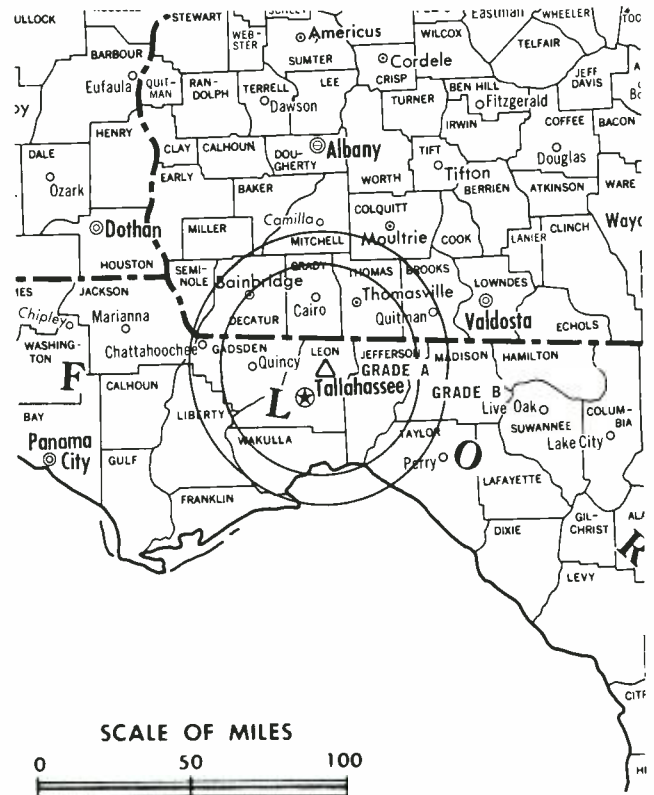
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$150.

**City of License:** Tallahassee. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 129.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Gadsden	13,400	13,100	98
	Jefferson	3,900	3,800	97
	Leon	65,600	64,700	99
	Madison	5,000	4,800	96
Taylor	6,600	6,400	97	



WTXL-TV BPCT—840831KI Granted 9/21/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Grady	7,400	7,300	99
	Lanier	2,000	2,000	100
	Thomas	13,200	13,000	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Lafayette	1,600	1,500	97
	Wakulla	4,900	4,800	98
	<b>GEORGIA</b>			
Brooks	5,300	5,200	98	
Decatur	9,000	8,900	98	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Franklin	3,000	2,900	97
	Hamilton	3,300	3,200	97
	Suwannee	9,400	9,100	97
	<b>GEORGIA</b>			
	Berrien	5,100	5,000	98
Colquitt	12,900	12,700	98	
Cook	4,800	4,700	98	
Lowndes	25,500	25,000	98	
Miller	2,600	2,500	96	
Mitchell	6,900	6,800	99	
<b>Station Totals</b>		<b>214,900</b>	<b>210,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>106,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>53,900</b>	

# Florida—Tampa-St. Petersburg

## WFTS

Ch. 28

**Network Service:** None, independent.

**Licensee:** Tampa Bay Television Inc., Box 30028, Tampa, FL 33630.

**Studio:** 4501 E. Columbus Dr., Tampa, FL 33605.

**Telephone:** 813-623-2828.

**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"

Holds CP for change to 2820-kw max. visual, 282-kw max. aural, 1546-ft. above av. terrain, 1538-ft. above ground, 1613-ft. above sea level, lat. 27° 50' 32", long. 82° 15' 46", transmitter to 5.5-mi. N of Balm. BPCT-870209KF.

**Transmitter:** 4.5-mi. SE of Riverview.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7.1-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

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

### Personnel:

JIM MAJOR, general manager.  
LARRY JOPEK, general sales manager.  
MARSHA HAMES, national sales manager.  
JOYCE FEASTER, traffic manager.  
ANNA LINDSEY, public affairs & public service manager.  
LEE MELVIN, chief engineer.  
J. PAUL WILSON, business manager.  
LUIS ROMERO, production & operations manager.  
JOSEPH LOGSDON, creative services & program director.  
LAURA BARTON, promotion manager.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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



WFTS BPCT-870209KF Granted 3/31/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Hardee	7,100	7,000	99
	Hillsborough	287,400	284,700	99
	Pasco	104,900	103,700	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	De Soto	7,700	7,600	99
	Hernando	30,600	30,100	99
	Manatee	76,700	76,000	99
	Pinellas	374,700	371,600	99
	Polk	136,400	135,000	99
	Sarasota	115,200	114,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
	Highlands	24,600	24,200	98
	Sumter	11,000	10,800	98
<b>Station Totals</b>		<b>1,213,100</b>	<b>1,201,100</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>519,700</b>
<b>Average Daily Circulation (1987)</b>				<b>199,200</b>

# Florida—St. Petersburg-Tampa

**WTOG**

**Ch. 44**

**Network Service:** Fox.

**Licensee:** Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** 365 105th Terrace NE, St. Petersburg, FL 33702.

**Telephone:** 813-576-4444.

**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' 48"  
Longitude 82° 16' 00"

Holds CP for change to 5000-kw max. visual, 1555-ft. above av. terrain, 1545-ft. above ground, 1620-ft. above sea level, lat. 27° 49' 48", long. 82° 15' 59", transmitter to 13310 Rhodine Rd., approx. 4-mi. SE of Riverview. BPCT-870701KF.

**Transmitter:** 4-mi. SE of Riverview, FL.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Microdyne, 7-meter C-band; Harris, 6.1-meter C-band; RCA, 6.1-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 4, 1968.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

**Personnel:**

EDWARD AIKEN, general manager.  
ALAN B. FRANK, general sales manager.  
ROBERT AFFE, program director.  
JOHN KAYS, chief engineer.  
HOLLY STEUART, news director.

**Highest 30 Sec. Rate:** \$1300.

**City of License:** St. Petersburg. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	De Soto	7,700	7,600	99
	Hardee	7,100	7,000	99
	Highlands	24,600	24,200	98
	Hillsborough	287,400	284,700	99
	Manatee	76,700	76,000	99
	Pasco	104,900	103,700	99



WTOG BPCT-81118KH Granted 1/6/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pinellas	374,700	371,600	99
	Polk	136,400	135,000	99
	Sarasota	115,200	114,100	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
	Citrus	34,700	34,000	98
	Glades	2,800	2,700	96
	Hernando	30,600	30,100	99
	Lee	114,700	113,400	99
	Marion	66,800	65,600	98
	Okeechobee	9,600	9,500	99
Sumter	11,000	10,800	98	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Indian River	32,900	32,400	98
	Lake	53,500	52,900	99
	Levy	9,400	9,100	97
	Martin	36,300	35,900	99
	Osceola	30,900	30,500	99
St Lucie	46,700	46,100	99	
<b>Station Totals</b>		<b>1,651,400</b>	<b>1,633,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>791,000</b>
<b>Average Daily Circulation (1987)</b>				<b>321,100</b>

# Florida—St. Petersburg-Tampa

## WTSP-TV

Ch. 10

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., Box 10000, St. Petersburg, FL 33733.

**Studio:** 11450 Gandy Blvd., St. Petersburg, FL 33702.

**Telephones:** 813-557-1010, St. Petersburg; 813-224-9877, Tampa.

**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.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter Ku-band; 2 Andrew, 7.3-meter; Harris, 5-meter; Harris, 3-meter; Avantek, Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Taft Television & Radio Co., 100%. See Group Ownership of Television 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). Sale to present owner approved by FCC May 30, 1985 (Vol. 25:5, 20, 22).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

LAWRENCE M. CLAMAGE, vice president & general manager.  
PAUL SIRACUSE, general sales manager.  
FRANK SEYMOUR, local sales manager.  
MICHAEL CHANDLER, national sales manager.  
JIM STRADER, production manager.  
KENNETH MIDDLETON, news director.  
P. J. FORD, manager of engineering.  
BOB MACKOWIAK, promotion manager.  
LARRY CAZAVAN, program director.

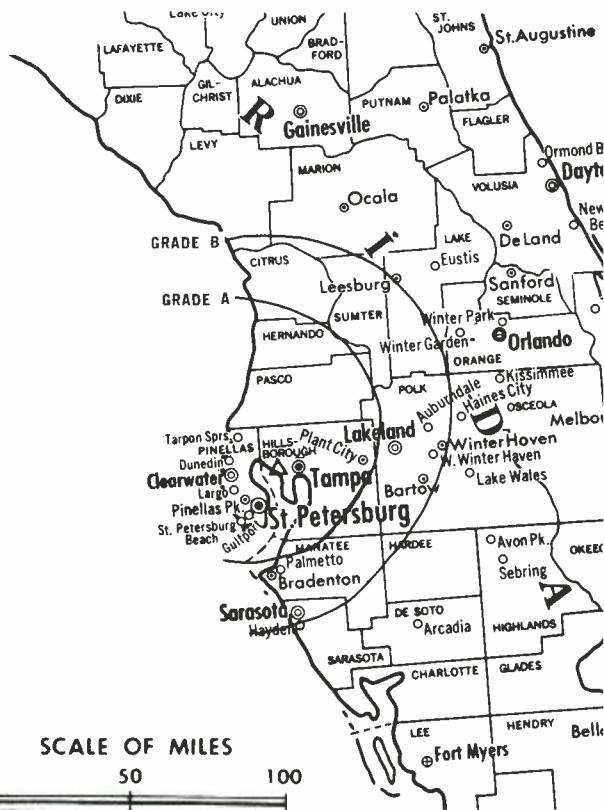
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2500.

**City of License:** St. Petersburg. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Citrus	34,700	34,000	98
	Hernando	30,600	30,100	99



WTSP-TV BMPCT-781214.LC Granted 2/2/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hillsborough	287,400	284,700	99
	Manatee	76,700	76,000	99
	Pasco	104,900	103,700	99
	Pinellas	374,700	371,600	99
	Polk	136,400	135,000	99
	Sarasota	115,200	114,100	99
Between 25-49%	FLORIDA			
	Hardee	7,100	7,000	99
	Highlands	24,600	24,200	98
	Sumter	11,000	10,800	98
Between 5-24%	FLORIDA			
	Charlotte	36,800	36,300	99
	De Soto	7,700	7,600	99
	Dixie	3,300	3,200	97
	Levy	9,400	9,100	97
	Marion	66,800	65,600	98
<b>Station Totals</b>		<b>1,327,300</b>	<b>1,313,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>992,700</b>
<b>Average Daily Circulation (1987)</b>				<b>628,100</b>

# Florida—Tampa-St. Petersburg

**WTVT**

Ch. 13

**Network Service:** CBS.

**Licensee:** WTVT Holdings Inc., 560 N St. SW, No. 8908, Washington, DC 20024.

**Studio:** 3213 John F. Kennedy Blvd., Tampa, FL 33609.

**Mailing Address:** Box 22013, Tampa, FL 33622.

**Telephone:** 813-876-1313. **TWX:** 810-876-0618.

**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, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter; Andrew, 5.6-meter Ku-band; RCA, 6.1-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** Group W Newsfeed, CBS, Conus, Sports News Satellite.

**Ownership:** Clarence V. McKee, 21%; David A. Ramon, v.p.-secy.; GNG-3 Inc., 79%. GNG-3 ownership: Gillett Group Inc., 100%. See Group Ownership of TV Stations.

**Begin Operation:** April 1, 1955. Sale to Gaylord Bcstg. by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29). Sale to present owners by Gaylord Bcstg. Co. approved by FCC April 23, 1987 (Vol. 27:11, 29).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

HARRY M. APEL, vice president & general manager.  
DON WARGO, general sales manager.  
DICK A'HEARN, operations manager.  
RANDY SMITH, regional sales manager.  
KEN LUCAS, local sales manager.  
RAY DANTZLER, director of public affairs.  
JIM WEST, news director.  
TERRY COOPER, controller.  
J. LOWELL OTTO, chief engineer.  
CAROL MOUNTAIN, production manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2175.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Citrus	34,700	34,000	98
	De Soto	7,700	7,600	99
	Hardee	7,100	7,000	99
	Hernando	30,600	30,100	99
	Highlands	24,600	24,200	98
	Hillsborough	287,400	284,700	99
	Manatee	76,700	76,000	99
	Pasco	104,900	103,700	99
	Pinellas	374,700	371,600	99
Polk	136,400	135,000	99	
Sarasota	115,200	114,100	99	
Sumter	11,000	10,800	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Charlotte	36,800	36,300	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Levy	9,400	9,100	97
	Marion	66,800	65,600	98
<b>Station Totals</b>		<b>1,324,000</b>	<b>1,309,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,123,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>720,800</b>	

# Florida—Tampa-St. Petersburg

**WXFL**

**Ch. 8**

**Network Service:** NBC.

**Licensee:** WXFL Inc., 905 Jackson St., Tampa, FL 33602.

**Studio:** 905 Jackson St., Box 1410, Tampa, FL 33601.

**Telephone:** 813-228-8888. **TWX:** 810-876-0602.

**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"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1536-ft. above av. terrain, 1545-ft. above ground, 1612-ft. above sea level, lat. 27° 50' 32", long. 82° 15' 46", transmitter to 5.5-mi. N of Balm. BPCT-850426KG.

**Transmitter:** 14-mi. SE of Tampa.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Vertex, 7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; transmit/receive Vertex, 6.1-meter Ku-band; Microdyne, Scientific-Atlanta receivers.

**News Service:** NBC.

**Ownership:** Media General Broadcast Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1955.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

ROBERT SUTTON, president.  
JIM SAUNDERS, vice president & general manager.  
PAUL CATOE, general sales manager.  
ROY TYM, national sales manager.  
DOUG DUPERRAULT, program director.  
ARDELL HILL, director of engineering.  
MARSHALL HITES, promotion manager.

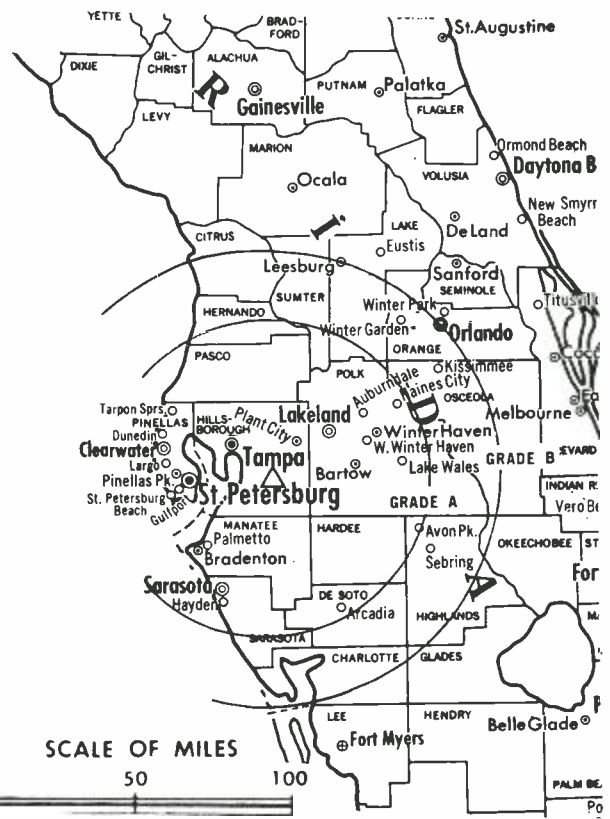
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1650.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 17.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b> Charlotte	36,800	36,300	99

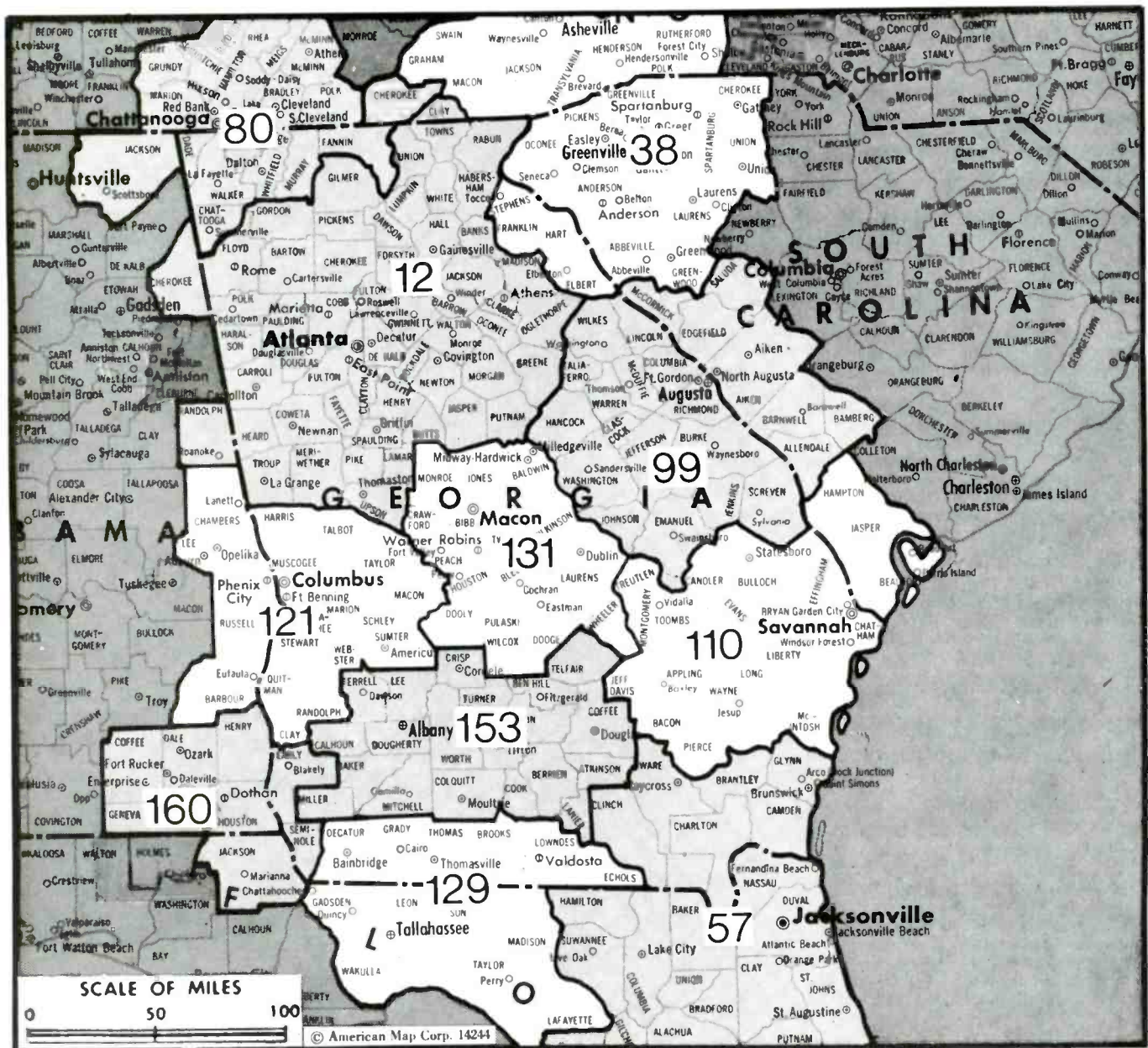


WXFL BPCT-850426KG Granted 1/15/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Citrus	34,700	34,000	98
	De Soto	7,700	7,600	99
	Hardee	7,100	7,000	99
	Hernando	30,600	30,100	99
	Highlands	24,600	24,200	98
	Hillsborough	287,400	284,700	99
	Manatee	76,700	76,000	99
	Pasco	104,900	103,700	99
	Pinellas	374,700	371,600	99
	Polk	136,400	135,000	99
Sarasota	115,200	114,100	99	
<b>Between 25-49%</b>	<b>FLORIDA</b> Sumter	11,000	10,800	98
	<b>Between 5-24%</b>	<b>FLORIDA</b> Dixie	3,300	3,200
Lake		53,500	52,900	99
Levy		9,400	9,100	97
Osceola		30,900	30,500	99
<b>Station Totals</b>		<b>1,344,900</b>	<b>1,330,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,114,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>689,500</b>	



# Georgia



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,224,400	12	WAGA-TV (5), WATL (36), WGNX (46), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Greenville-Spartanburg, SC-Asheville, NC	609,100	38	WAXA(40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV(4)
Jacksonville, FL	426,700	57	WAWA-TV (30), WJKS (17), WJXT(4), WNFT (47), WTLV (12)
Chattanooga, TN	301,700	80	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Augusta, GA	215,700	99	WAGT (26), WJBF (6), WRDW-TV (12)
Savannah, GA	205,900	110	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)
Columbus, GA	172,400	121	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Tallahassee, FL-Thomasville, GA	161,300	129	WCTV (6), WTWC(40), WTXL-TV (27), WVGA (44)
Macon, GA	158,900	131	WGXA (24), WMAZ-TV (13), WMGU (41)
Albany, GA	132,500	153	WALB-TV (10), WTSG (31)
Dothan, AL	97,600	160	WDHN (18), WTVY (4)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

**WSWS, Columbus** .....See Opelika-Auburn, AL  
**WTGS, Savannah** .....See Hardeeville, SC  
**WCTV, Thomasville** .....See Tallahassee, FL

**Georgia Station Status as of October 1, 1987**

	<b>VHF</b>	<b>UHF</b>	<b>TOTAL</b>
Commercial Television Stations	11	13	24
Educational Television Stations	3	7	10
	14	20	34

# Georgia—Albany

## WALB-TV

Ch. 10

**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.

**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.

**Satellite Earth Station:** Satcom Technologies, 7-meter; Harris, Microwave Assoc. receivers.

**News Services:** AP, UPI.

**Ownership:** Gray Communications Systems Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 7, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Smith & Postenko.

### Personnel:

PHILLIP R. GREENE, vice president & general manager.

R. DOUGLAS OLIVER, vice president, sales/programming.

TROY PUCKETT JR., local sales manager.

WILLIAM N. WILLIAMS, chief engineer.

MATTHEW BAYNARD, production director.

JERRY CANNADY, news director.

SUSAN SEIY, traffic manager.

**Highest 30 Sec. Rate** (July 1, 1987): \$1100.

**NETWORK BASE HOURLY RATE:** \$1400.

**City of License:** Albany. **ADI:** Albany, GA. **Rank:** 153.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Hamilton	3,300	3,200	97
	Jefferson	3,900	3,800	97
	Madison	5,000	4,800	96
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Ben Hill	6,300	6,100	97
	Berrien	5,100	5,000	98
	Brooks	5,300	5,200	98
	Calhoun	1,500	1,400	93
	Clinch	2,300	2,200	96
Coffee	9,900	9,700	98	
Colquitt	12,900	12,700	98	
Cook	4,800	4,700	98	
Crisp	7,100	6,900	97	
Decatur	9,000	8,900	98	
Dodge	6,000	5,900	98	
Dooley	3,800	3,700	97	
Dougherty	34,900	34,500	99	
Early	4,700	4,600	98	
Echols	800	800	100	
Grady	7,400	7,300	99	
Irwin	3,400	3,300	97	
Jeff Davis	4,300	4,200	98	
Lanier	2,000	2,000	100	
Lee	4,800	4,700	98	
Lowndes	25,500	25,000	98	
Macon	4,900	4,800	98	



WALB-TV BPCT-2497 Granted 12/17/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
	Randolph	3,300	3,200	97
	Seminole	3,300	3,200	97
	Sumter	10,100	9,900	98
	Telfair	4,000	3,900	98
	Terrell	4,100	4,000	98
	Thomas	13,200	13,000	98
	Tift	11,700	11,500	98
	Turner	3,200	3,100	97
	Ware	13,100	12,900	98
	Wilcox	2,600	2,600	100
Worth	6,300	6,200	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Leon	65,600	64,700	99
	<b>GEORGIA</b>			
	Bacon	3,500	3,400	97
	Bleckley	3,700	3,600	97
	Clay	1,200	1,200	100
	Pulaski	3,200	3,100	97
	Schley	1,100	1,100	100
	Webster	800	800	100
	<b>Between 5-24%</b>	<b>FLORIDA</b>		
Gadsden		13,400	13,100	98
Lafayette		1,600	1,500	97
Suwannee		9,400	9,100	97
Taylor		6,600	6,400	97
<b>GEORGIA</b>				
Appling		5,700	5,600	98
Pierce		4,400	4,300	98
Stewart		1,900	1,800	95
Taylor		2,600	2,500	96
Wheeler	1,900	1,800	95	
<b>Station Totals</b>		<b>393,100</b>	<b>385,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>270,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>182,800</b>	

# Georgia—Albany

**WTSG**

Ch. 31

**Network Service:** Fox.

**Licensee:** Gordon Communications Co., Box 4050, Albany, GA 31706.

**Studio:** 1211 N. Slappey Blvd., Albany, GA 31708.

**Telephone:** 912-435-3100.

**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.

**Satellite Earth Stations:** Microdyne, 7-meter; Skyspan, 4.5-meter; RCA, 4.5-meter Ku-band; Hercules, 4-meter C-band; Drake, M/A-Com, Microdyne receivers.

**News Service:** CNN Headline News.

**Ownership:** W. Carl Gordon Jr., pres., 3.00%; Suzanne Gordon, v.p.; George Williamson, secy.-treas.; Odyssey Partners, 48.5%; Esen Assoc. XVIII, 48.5%. See Odyssey Partners in Group Ownership of Television Stations.

**Began Operation:** February 14, 1982.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

W. CARL GORDON JR., president.  
ROBERT I. RATCLIFF, exec. vice president & general manager.  
R. DARBY RATCLIFFE, station manager & program/promotion manager.  
BARBARA GOODIN, business manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (July 1, 1987):** \$105.

**City of License:** Albany. **ADI:** Albany, GA. **Rank:** 153.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Berrien	5,100	5,000	98
	Dougherty	34,900	34,500	99
	Tift	11,700	11,500	98
	Turner	3,200	3,100	97
	Worth	6,300	6,200	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Ben Hill	6,300	6,100	97
	Brooks	5,300	5,200	98
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
	Crisp	7,100	6,900	97
	Decatur	9,000	8,900	98
	Grady	7,400	7,300	99
	Irwin	3,400	3,300	97
	Lee	4,800	4,700	98



WTSG BMPCT-800207KH Granted 1/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Mitchell	6,900	6,800	99
	Seminole	3,300	3,200	97
	Sumter	10,100	9,900	98
	Terrell	4,100	4,000	98
	Thomas	13,200	13,000	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hamilton	3,300	3,200	97
	Jefferson	3,900	3,800	97
	Madison	5,000	4,800	96
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Calhoun	1,500	1,400	93
	Coffee	9,900	9,700	98
	Dooly	3,800	3,700	97
	Early	4,700	4,600	98
	Echols	800	800	100
	Lanier	2,000	2,000	100
	Lowndes	25,500	25,000	98
	Macon	4,900	4,800	98
	Miller	2,600	2,500	96
	Randolph	3,300	3,200	97
	Schley	1,100	1,100	100
Telfair	4,000	3,900	98	
Webster	800	800	100	
Wheeler	1,900	1,800	95	
Wilcox	2,600	2,600	100	
<b>Station Totals</b>		<b>244,600</b>	<b>239,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>81,000</b>
<b>Average Daily Circulation (1987)</b>				<b>35,000</b>

# Georgia—Atlanta

## WAGA-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** SCI Television Inc., Box 4207, Atlanta, GA 30302.

**Studio:** 1551 Briarcliff Rd. NE, Atlanta, GA 30306.

**Telephone:** 404-875-5551. **TWX:** 810-751-8265.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1100-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

**Transmitter:** 1551 Briarcliff Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7.5-meter C-band; Satcom Technologies, 5.5-meter Ku-band; 2 Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed, UPI.

**Ownership:** SCI Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 8, 1949. Sale to present owner by SCI Holdings Inc. approved by FCC Aug. 20, 1987.

**Represented (sales):** Storer Television Sales Inc.

### Personnel:

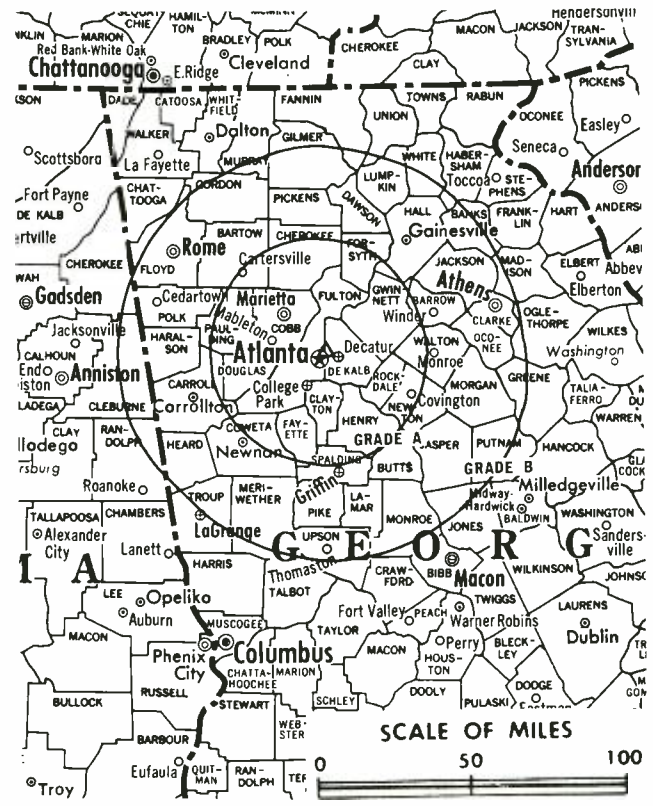
PAUL RAYMON, vice president & general manager.  
PETER SCHRUTH, director of sales.  
VICTOR BRUST, national sales manager.  
DIANNE HARNELL, local sales manager.  
CHUCK LIPTON, marketing manager.  
CYNTHIA HUNTER, commercial operations manager.  
J. MARC DOYLE, director of operations.  
GREG GUNN, production manager.  
EVA MATA CIA, promotion manager.  
MARY STIMMEL, editorial director.  
GENE ADAMS, director of technical services.

**Highest 30 Sec. Rate:** \$20,000.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Cleburne	5,000	4,900	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Baldwin	11,600	11,400	98
	Banks	3,600	3,500	97
	Barrow	8,800	8,700	99
	Bartow	15,900	15,700	99
	Butts	4,600	4,500	98
	Carroll	21,600	21,400	99
Chattooga	7,800	7,700	99	
Cherokee	22,600	22,400	99	
Clarke	29,300	28,900	99	
Clayton	60,500	60,200	100	
Cobb	142,700	142,100	100	
Coweta	15,400	15,200	99	
Dawson	2,100	2,100	100	
De Kalb	194,000	193,200	100	
Douglas	22,700	22,500	99	
Fayette	15,100	14,900	99	
Floyd	29,800	29,500	99	



WAGA-TV BPC1-1879 Granted 8/10/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Forsyth	12,700	12,600	99
	Fulton	239,100	237,300	99
	Gilmer	4,400	4,300	98
	Gordon	11,700	11,600	99
	Greene	4,000	3,900	97
	Gwinnett	87,800	87,100	99
	Habersham	9,500	9,400	99
	Hall	30,400	30,100	99
	Haralson	7,300	7,200	99
	Heard	2,300	2,300	100
	Henry	15,400	15,200	99
	Jackson	9,700	9,600	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,000	4,000	100
	Madison	7,200	7,100	99
	Meriwether	7,100	7,000	99
	Morgan	4,000	3,900	97
	Newton	13,100	12,900	98
	Oconee	5,400	5,400	100
	Oglethorpe	3,400	3,300	97
	Paulding	10,900	10,800	99
	Pickens	4,900	4,800	98
Pike	3,200	3,100	97	
Polk	11,900	11,800	99	
Putnam	4,100	4,000	98	
Rabun	4,200	4,100	98	
Rockdale	15,600	15,400	99	
Spalding	17,800	17,600	99	
Towns	2,500	2,500	100	
Troup	19,200	18,900	98	

(Continued on page A-304)

<b>Station Totals</b>	<b>1,634,700</b>	<b>1,618,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,162,600</b>
<b>Average Daily Circulation (1987)</b>			<b>676,400</b>

# Georgia—Atlanta

**WATL**

**Ch. 36**

**Network Service:** Fox.

**Licensee:** Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

**Studio:** One Monroe Place, Atlanta, GA 30324.

**Telephone:** 404-892-3636.

**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 Stations:** Microdyne, 7-meter C-band; Satcom Technologies, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band.

**Ownership:** Outlet Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 13, 1954.

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

**Represented (legal):** Carter, Ansley, Smith & McLendon.

**Personnel:**

- JOHN A. SERRAO, general manager.
- GENE McHUGH, general sales manager.
- MIKE McGIVERN, business manager.
- TED BATSON, retail services director.
- MATT FILLA, national sales manager.
- DON HESS, program manager.
- DOUG FURCE, production manager.
- DAVID JONES, chief engineer.
- KINDY JONES, traffic manager.

**Highest 30 Sec. Rate:** \$1000.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Barrow	8,800	8,700	99
	Carroll	21,600	21,400	99
	Clayton	60,500	60,200	100
	Hall	30,400	30,100	99
	Haralson	7,300	7,200	99
	Jasper	3,000	2,900	97
	Newton	13,100	12,900	98
	Putnam	4,100	4,000	98
	Walton	11,600	11,400	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cleburne	5,000	4,900	98
	<b>GEORGIA</b>			
	Banks	3,600	3,500	97
	Bartow	15,900	15,700	99
	Butts	4,600	4,500	98
	Chattooga	7,800	7,700	99
	Cherokee	22,600	22,400	99
	Clarke	29,300	28,900	99
	Cobb	142,700	142,100	100
	Coweta	15,400	15,200	99
	Dawson	2,100	2,100	100
	De Kalb	194,000	193,200	100
	Douglas	22,700	22,500	99
	Fayette	15,100	14,900	99
	Floyd	29,800	29,500	99
	Forsyth	12,700	12,600	99
Fulton	239,100	237,300	99	
Greene	4,000	3,900	97	



WATL BMPCT—6999 Granted 4/25/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Gwinnett	87,800	87,100	99
	Henry	15,400	15,200	99
	Jackson	9,700	9,600	99
	Lamar	4,600	4,500	98
	Lumpkin	4,000	4,000	100
	Madison	7,200	7,100	99
	Morgan	4,000	3,900	97
	Oconee	5,400	5,400	100
	Paulding	10,900	10,800	99
	Pike	3,200	3,100	97
	Polk	11,900	11,800	99
	Rabun	4,200	4,100	98
	Rockdale	15,600	15,400	99
Spalding	17,800	17,600	99	
Upson	9,600	9,500	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Crawford	2,400	2,300	96
	Elbert	7,000	6,900	99
	Habersham	9,500	9,400	99
	Harris	6,300	6,200	98
	Heard	2,300	2,300	100
	Jones	6,600	6,500	98
	Meriwether	7,100	7,000	99
	Monroe	5,400	5,300	98
	Murray	8,000	7,900	99
Oglethorpe	3,400	3,300	97	
Pickens	4,900	4,800	98	
Towns	2,500	2,500	100	
Troup	19,200	18,900	98	
White	4,200	4,100	98	
<b>Station Totals</b>		<b>1,241,500</b>	<b>1,230,600</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>534,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>188,400</b>	

# Georgia—Atlanta

**WGTX**

**Ch. 46**

**Network Service:** None, independent.

**Licensee:** WGTX Inc., 1810 Briarcliff Rd. NE, Atlanta, GA 30329.

**Studio:** 1810 Briarcliff Rd. NE, Atlanta, GA 30329.

**Mailing Address:** Box 98097, Atlanta, GA 30359.

**Telephone:** 404-325-4646.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 2333-kw max. & 1762-kw horizontal visual, 233-kw max. & 176-kw horizontal aural. Antenna: 1088-ft. above av. terrain, 1174-ft. above ground, 2049-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

**Transmitter:** Briarcliff Rd. & Shepherd Lane.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 5-meter; Pinzone, Scientific-Atlanta receivers.

**News Services:** INN, UPI.

**Ownership:** Tribune Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** June 6, 1971. Sale to present owner by CBN Continental Bcstg. Network Inc. approved by FCC Dec. 1, 1983 (Television Digest, Vol. 23:31).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

- HERMAN RAMSEY, vice president & general manager.
- LEN GRAZIANO, general sales manager.
- CHUCK CONRAD, assistant general sales manager.
- JAMIL ROBERTS, national sales manager.
- JACK CRUMPLER, local sales manager.
- LORRIE SCHILLING, program manager.
- STEVE AUSTIN, director of engineering & chief engineer.
- ARTHUR SHIPP, film director.
- STEVE WEITEKAMP, production manager.
- BECKY LEWIS CONGDON, traffic manager.
- BARRY STINSON, creative services manager.
- DAVID ULRICH, public affairs manager.

**Rates:** Not available.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Cleburne	5,000	4,900	98
	<b>GEORGIA</b>			
	Bartow	15,900	15,700	99
	Cherokee	22,600	22,400	99
	Clayton	60,500	60,200	100
	Cobb	142,700	142,100	100
	De Kalb	194,000	193,200	100
	Douglas	22,700	22,500	99
	Gwinnett	87,800	87,100	99
	Hall	30,400	30,100	99
	Henry	15,400	15,200	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Morgan	4,000	3,900	97
	Putnam	4,100	4,000	98



WGTX BPCT—4857 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Walton	11,600	11,400	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Calhoun	44,100	43,700	99
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Barrow	8,800	8,700	99
	Butts	4,600	4,500	98
	Carroll	21,600	21,400	99
	Clarke	29,300	28,900	99
	Coweta	15,400	15,200	99
	Dawson	2,100	2,100	100
	Fayette	15,100	14,900	99
	Floyd	29,800	29,500	99
	Forsyth	12,700	12,600	99
	Fulton	239,100	237,300	99
	Gordon	11,700	11,600	99
	Greene	4,000	3,900	97
	Habersham	9,500	9,400	99
	Haralson	7,300	7,200	99
Jackson	9,700	9,600	99	
Madison	7,200	7,100	99	
Meriwether	7,100	7,000	99	
Newton	13,100	12,900	98	
Oconee	5,400	5,400	100	
Paulding	10,900	10,800	99	
Pickens	4,900	4,800	98	
Polk	11,900	11,800	99	
Rockdale	15,600	15,400	99	
Spalding	17,800	17,600	99	
Troup	19,200	18,900	98	
Upson	9,600	9,500	99	
Whitfield	24,700	24,500	99	

(Continued on page A-304)

<b>Station Totals</b>	<b>1,443,400</b>	<b>1,430,500</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>629,700</b>
<b>Average Daily Circulation (1987)</b>			<b>250,200</b>

# Georgia—Atlanta

## WSB-TV

Ch. 2

**Network Service:** ABC.

**Licensee:** Georgia Television Co., 1601 W. Peachtree St. NE, Atlanta, GA 30309.

**Studio:** 1601 W. Peachtree St. NE, Atlanta, GA 30309.

**Telephone:** 404-897-7000. **TWX:** 810-751-3532.

**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.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**AM Affiliate:** WSB, 50-kw, 750 kHz.

**FM Affiliate:** WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft.

**News Services:** ABC, AP, CNN, LPN, UPI.

**Ownership:** Cox Enterprises Inc., 100%. For other interests, see Group & Newspaper Ownership of Television Stations.

**Began Operation:** September 29, 1948.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

ANDREW S. FISHER, vice president & general manager.

BRUCE BAKER, director of sales.

JACK DABNEY, national sales manager.

AL STRADA, local sales manager.

A. R. VAN CANTFORT, program manager.

DAVID LIPPOFF, news director.

GORDON JONES, controller.

JOCELYN DORSEY, editorial & public affairs director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3000.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Calhoun	44,100	43,700	99
	Cherokee	7,200	7,100	99
	Cleburne	5,000	4,900	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Baldwin	11,600	11,400	98
	Banks	3,600	3,500	97
	Barrow	8,800	8,700	99
	Bartow	15,900	15,700	99
	Butts	4,600	4,500	98
	Carroll	21,600	21,400	99
	Cherokee	22,600	22,400	99
	Clarke	29,300	28,900	99
	Clayton	60,500	60,200	100
	Cobb	142,700	142,100	100
	Coweta	15,400	15,200	99
Dawson	2,100	2,100	100	
De Kalb	194,000	193,200	100	
Douglas	22,700	22,500	99	
Fayette	15,100	14,900	99	
Floyd	29,800	29,500	99	
Forsyth	12,700	12,600	99	
Fulton	239,100	237,300	99	
Gilmer	4,400	4,300	98	
Gordon	11,700	11,600	99	



WSB-TV BPC-T-2303 Granted 5/6/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Greene	4,000	3,900	97
	Gwinnett	87,800	87,100	99
	Habersham	9,500	9,400	99
	Hall	30,400	30,100	99
	Haralson	7,300	7,200	99
	Heard	2,300	2,300	100
	Henry	15,400	15,200	99
	Jackson	9,700	9,600	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,000	4,000	100
	Madison	7,200	7,100	99
	Meriwether	7,100	7,000	99
	Monroe	5,400	5,300	98
	Morgan	4,000	3,900	97
	Newton	13,100	12,900	98
	Oconee	5,400	5,400	100
	Paulding	10,900	10,800	99
	Pickens	4,900	4,800	98
	Pike	3,200	3,100	97
Polk	11,900	11,800	99	
Putnam	4,100	4,000	98	
Rabun	4,200	4,100	98	
Rockdale	15,600	15,400	99	
Spalding	17,800	17,600	99	
Towns	2,500	2,500	100	
Troup	19,200	18,900	98	
Union	4,100	4,000	98	
Upton	9,600	9,500	99	
Walton	11,600	11,400	99	
White	4,200	4,100	98	

(Continued on page A-305)

<b>Station Totals</b>	<b>1,712,900</b>	<b>1,694,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,211,800</b>
<b>Average Daily Circulation (1987)</b>			<b>734,100</b>



# Georgia—Atlanta

**WVEU**

**Ch. 69**

**Network Service:** None, independent.

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

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

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

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

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

**Transmitter:** Peachtree Plaza Hotel.

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

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

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

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

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

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

**Personnel:**

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

**Rates:** Not available.

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

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

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



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

# Georgia—Atlanta

## WXIA-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Pacific & Southern Bcstg. Co. Inc., 1611 W. Peachtree St. NE, Atlanta, GA 30309.

**Studio:** 1611 W. Peachtree St. NE, Atlanta, GA 30309.

**Telephone:** 404-892-1611. **TWX:** 810-751-3255.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 8-meter Ku-band; Satcom Technologies, 5.5-meter Ku-band; transmit/receive Harris, 3-meter Ku-band; Harris, Standard Communications receivers.

**News Services:** AP, Gannett News Service, UPI.

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

**Began Operation:** September 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). Previous 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):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

HARVEY MARS, president & general manager.  
HOWARD KAUFMAN, vice president & general sales manager.  
WAYNE FREEDMAN, national sales manager.  
BILL SPELL, local sales manager.  
JACK R. LEASE, vice president, director of operations & program manager.  
MIKE MARTIN, vice president & production manager.  
JOAN T. CHASE, director of business affairs & finance.  
MIKE HOWEY, director of engineering.  
RON BECKER, vice president of news relations & administration.  
STEPHEN A. SMITH, news director.  
JOHN HEINEN, promotion director.

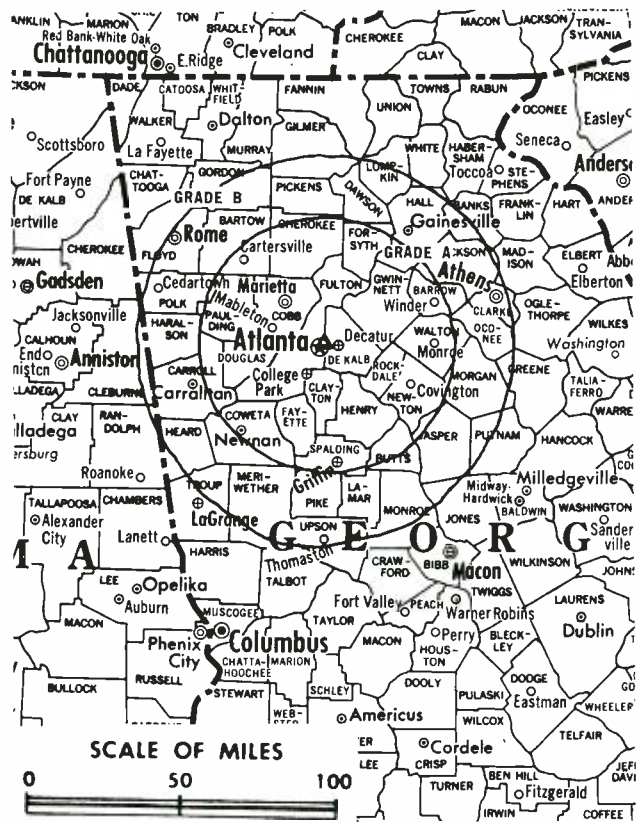
**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2800.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
	Cleburne	5,000	4,900	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Barrow	8,800	8,700	99
	Bartow	15,900	15,700	99
	Butts	4,600	4,500	98
	Carroll	21,600	21,400	99
	Cherokee	22,600	22,400	99
	Clarke	29,300	28,900	99
	Clayton	60,500	60,200	100



WXIA-TV BPCT-800924KF Granted 1/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Cobb	142,700	142,100	100
	Coweta	15,400	15,200	99
	Dawson	2,100	2,100	100
	De Kalb	194,000	193,200	100
	Douglas	22,700	22,500	99
	Fayette	15,100	14,900	99
	Floyd	29,800	29,500	99
	Forsyth	12,700	12,600	99
	Fulton	239,100	237,300	99
	Gilmer	4,400	4,300	98
	Gordon	11,700	11,600	99
	Greene	4,000	3,900	97
	Gwinnett	87,800	87,100	99
	Habersham	9,500	9,400	99
	Hall	30,400	30,100	99
	Haralson	7,300	7,200	99
	Heard	2,300	2,300	100
	Henry	15,400	15,200	99
	Jackson	9,700	9,600	99
	Jasper	3,000	2,900	97
Lamar	4,600	4,500	98	
Lumpkin	4,000	4,000	100	
Meriwether	7,100	7,000	99	
Monroe	5,400	5,300	98	
Morgan	4,000	3,900	97	
Newton	13,100	12,900	98	
Oconee	5,400	5,400	100	
Paulding	10,900	10,800	99	
Pickens	4,900	4,800	98	
Pike	3,200	3,100	97	
Polk	11,900	11,800	99	
Rabun	4,200	4,100	98	

(Continued on page A-305)

<b>Station Totals</b>	<b>1,606,100</b>	<b>1,589,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,158,100</b>
<b>Average Daily Circulation (1987)</b>			<b>716,200</b>

# Georgia—Atlanta

## WTBS

Ch. 17

**Network Service:** None, independent.

**Licensee:** Superstation Inc., 1050 Techwood Dr. NW, Atlanta, GA 30318.

**Studio:** 1050 Techwood Dr. NW, Atlanta, GA 30318.

**Telephone:** 404-827-1717. **TWX:** 810-751-8568.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2240-kw max. visual & 1510-kw horizontal visual, 224-kw max. aural & 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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 11-meter; 2 Scientific-Atlanta, 10-meter; 5 Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Turner Broadcasting System Inc. R. E. Turner, chmn., holds controlling interest. Turner also owns Cable News Network.

**Began Operation:** September 1, 1967. Transfer of control from Jack M. Rice, et al., to R. E. Turner approved by FCC Dec. 10, 1969.

**Represented (sales):** Turner Broadcast Sales.

### Personnel:

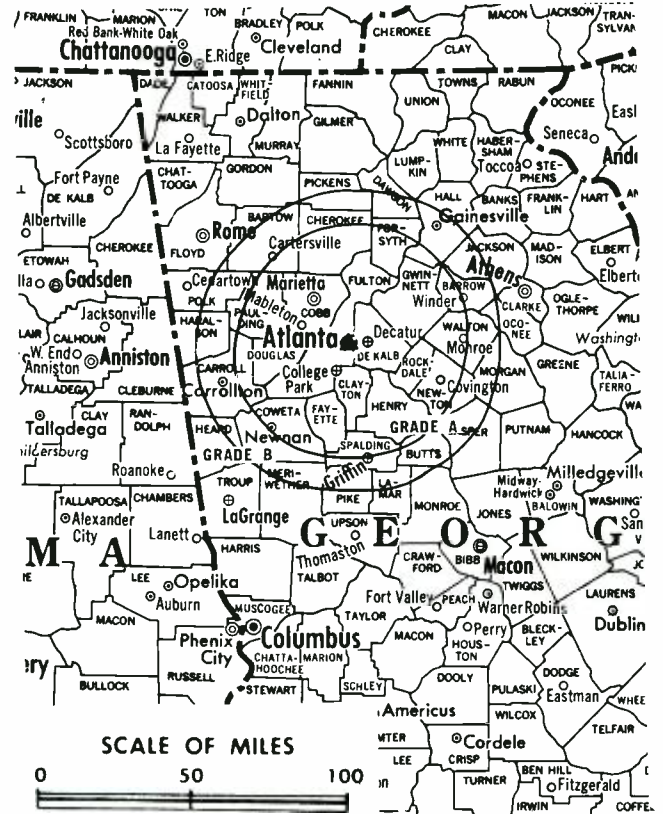
ROBERT WUSSLER, president.  
JACK PETRIK, executive vice president.  
ROBERT LEVI, vice president & general manager.  
JAMES KITCHELL, vice president, operations/administration.  
JAMES WILLIAMS, vice president, sales.  
ROBERT SIEBER, vice president, research.  
GENE WRIGHT, vice president, engineering.  
JEFF GRIMSHAW, promotion director.

**Rates:** On request.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	Cleburne	5,000	4,900	98
	<b>ARKANSAS</b>			
	Desha	6,500	6,300	97
	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	Graham	7,700	7,300	95
	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
Mono	4,200	3,700	87	
Sierra	1,600	1,500	94	
<b>COLORADO</b>				
Mineral	300	300	100	
San Juan	400	400	100	
Summit	4,800	4,600	96	
<b>FLORIDA</b>				
Franklin	3,000	2,900	97	
Gulf	3,800	3,700	97	
<b>GEORGIA</b>				
Baldwin	11,600	11,400	98	



WTBS BMPCT-7539 Granted 7/31/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Barrow	8,800	8,700	99
	Bartow	15,900	15,700	99
	Ben Hill	6,300	6,100	97
	Bleckley	3,700	3,600	97
	Carroll	21,600	21,400	99
	Cherokee	22,600	22,400	99
	Clayton	60,500	60,200	100
	Cobb	142,700	142,100	100
	Coweta	15,400	15,200	99
	Dawson	2,100	2,100	100
	De Kalb	194,000	193,200	100
	Douglas	22,700	22,500	99
	Fayette	15,100	14,900	99
	Forsyth	12,700	12,600	99
	Fulton	239,100	237,300	99
	Glynn	22,300	22,000	99
	Gordon	11,700	11,600	99
	Gwinnett	87,800	87,100	99
	Hall	30,400	30,100	99
	Haralson	7,300	7,200	99
Henry	15,400	15,200	99	
Houston	28,900	28,600	99	
Jasper	3,000	2,900	97	
Lamar	4,600	4,500	98	
Lanier	2,000	2,000	100	
Lowndes	25,500	25,000	98	
Lumpkin	4,000	4,000	100	
Meriwether	7,100	7,000	99	
Morgan	4,000	3,900	97	
Newton	13,100	12,900	98	
(Continued on page A-284)				
<b>Station Totals</b>		<b>78,646,650</b>	<b>77,331,950</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>14,610,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>4,921,100</b>	

# Georgia—Augusta

**WAGT**

Ch. 26

**Network Service:** NBC.

**Licensee:** WAGT Television Inc., 905 Broad St., Augusta, GA 30903.

**Studio:** 905 Broad St., Augusta, GA 30903.

**Telephone:** 404-722-0026.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Harris, 3.5-meter Ku-band; 2 Harris, 3-meter C-band; RCA, 3-meter Ku-band; Harris receivers.

**News Service:** AP.

**Ownership:** Schurz Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 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):** Katz Television.

**Represented (legal):** Hogan & Hartson.

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

**Personnel:**

LEE SHERIDAN, vice president & station manager.  
JAMES S. HALPIN, general sales manager.  
CHARLES COLEMAN, local sales manager.  
FRANK CROTTS, production coordinator.  
REGGIE COFER, promotion manager.  
BRIAN ROBERTS, news coordinator.  
AL VAN DINTEREN, chief engineer.

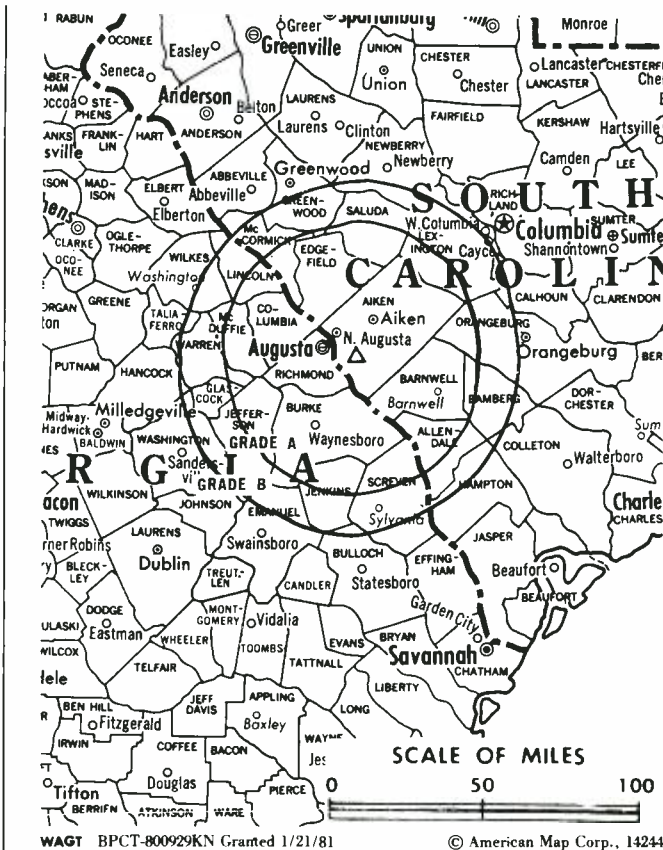
**Highest 30 Sec. Rate (April 1, 1987):** \$850.

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Augusta. **ADI:** Augusta. **Rank:** 99.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,600	6,400	97
	Columbia	18,600	18,300	98
	Glascock	800	800	100
	Jefferson	6,500	6,400	98
	Jenkins	2,900	2,800	97
	Lincoln	2,200	2,200	100
	Mc Duffie	7,100	7,000	99
	Richmond	65,300	64,700	99
Warren	2,000	1,900	95	



WAGT BPCT-800929KN Granted 1/21/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Aiken	43,200	42,800	99
	Allendale	3,800	3,700	97
	Barnwell	7,300	7,200	99
	Edgefield	6,100	6,000	98
Mc Cormick	2,500	2,400	98	
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Candler	2,700	2,600	96
	Johnson	3,100	3,000	97
	Screven	5,400	5,300	98
	Taliaferro	800	800	100
	Washington	6,400	6,200	97
Wilkes	4,000	3,900	97	
<b>SOUTH CAROLINA</b>	Bamberg	6,100	6,000	98
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Bulloch	12,000	11,800	98
	Emanuel	7,400	7,200	97
	Evans	3,100	3,100	100
	Hancock	2,900	2,800	97
	<b>SOUTH CAROLINA</b>			
Abbeville	8,600	8,500	98	
Colleton	12,000	11,700	98	
Lexington	60,200	59,400	99	
Saluda	6,000	5,900	98	
<b>Station Totals</b>		<b>315,600</b>	<b>310,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>167,000</b>
<b>Average Daily Circulation (1987)</b>				<b>96,300</b>

# Georgia—Augusta

**WJBF**

Ch. 6

**Network Service:** ABC.

**Licensee:** Pegasus Bcstg. of Augusta, GA Inc., Box 1404, Augusta, GA 30903.

**Studio:** 1001 Reynolds St., Augusta, GA 30901.

**Mailing Address:** Box 1404, Augusta, GA 30903.

**Telephone:** 404-722-6664.

**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' 05"  
Longitude 81° 50' 19"

**Transmitter:** Pine Log Rd., near Beech Island, SC.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 4-meter Ku-band; Harris, 3-meter C-band; Avantek, Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Pegasus Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** November 22, 1953. Sale to present owner by SFN Cos. approved by FCC Oct. 2, 1986 (Television Digest, Vol. 26:41). Previous sale by Western Broadcasting Co. approved by FCC June 27, 1984. Sale by Fuqua Television to Western Broadcasting approved July 10, 1980.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** John F. X. Browne & Associates Inc.

**Personnel:**

- TERRY SAMS, president & general manager.
- JOHN R. BENNETT, vice president/operations & station manager.
- RAY ERB, vice president/sales & general sales manager.
- MARTY BOSSHART, national sales manager.
- JIMMY THOMAS, production manager.
- BILL DOKER, chief engineer.
- PETER MICHENFELDER, news director.
- ART CABOT, vice president/programming & promotion.
- MARY MILLER, business manager.
- MARY JONES, assistant to the president.
- GERALD LEVY, vice president/community affairs.

**Highest One Hour Rate:** \$4000.

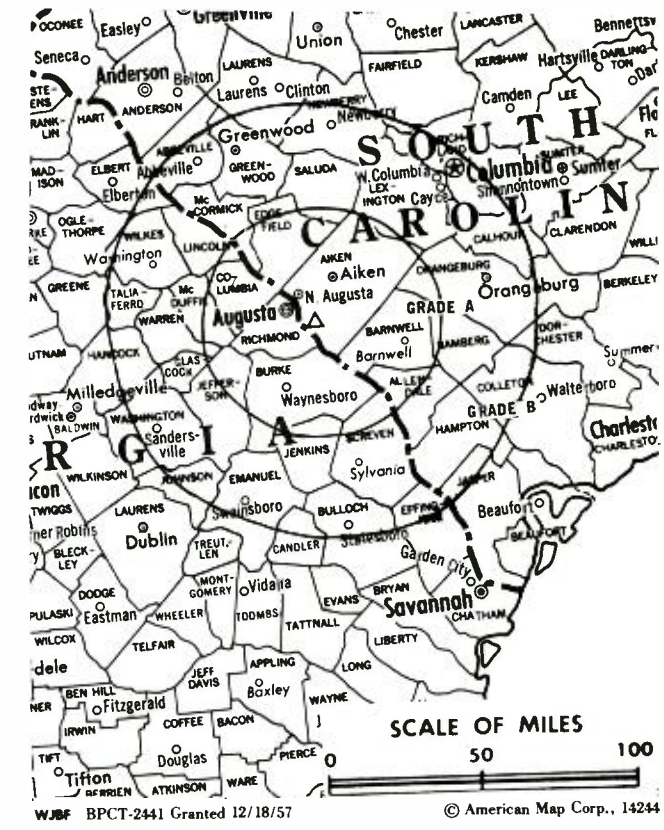
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1250.

**City of License:** Augusta. **ADI:** Augusta. **Rank:** 99.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,600	6,400	97
	Candler	2,700	2,600	96
	Columbia	18,600	18,300	98
	Emanuel	7,400	7,200	97
	Glascocok	800	800	100
	Jefferson	6,500	6,400	98
	Jenkins	2,900	2,800	97
	Johnson	3,100	3,000	97
	Lincoln	2,200	2,200	100
	Mc Duffie	7,100	7,000	99
	Richmond	65,300	64,700	99
	Screven	5,400	5,300	98
	Taliaferro	800	800	100
	Toombs	8,800	8,600	98
Treutlen	2,100	2,000	95	
Warren	2,000	1,900	95	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Washington	6,400	6,200	97	
	Wilkes	4,000	3,900	97	
<b>SOUTH CAROLINA</b>	Aiken	43,200	42,800	99	
	Allendale	3,800	3,700	97	
	Bamberg	6,100	6,000	98	
	Barnwell	7,300	7,200	99	
	Edgefield	6,100	6,000	98	
	Hampton	6,900	6,700	97	
	Mc Cormick	2,500	2,400	98	
	Saluda	6,000	5,900	98	
	<b>GEORGIA</b>	Bulloch	12,000	11,800	98
		Greene	4,000	3,900	97
Hancock		2,900	2,800	97	
Montgomery		2,300	2,200	96	
Wheeler		1,900	1,800	95	
<b>SOUTH CAROLINA</b>	Abbeville	8,600	8,500	98	
	Newberry	12,100	11,900	98	
	Orangeburg	30,100	29,400	98	
<b>GEORGIA</b>	Elbert	7,000	6,900	99	
	Evans	3,100	3,100	100	
	Oglethorpe	3,400	3,300	97	
	<b>SOUTH CAROLINA</b>	Calhoun	4,400	4,300	98
Colleton		12,000	11,700	98	
Greenwood		22,700	22,500	99	
Jasper		5,500	5,400	98	
Lexington		60,200	59,400	99	
<b>Station Totals</b>		<b>426,800</b>	<b>419,700</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>250,300</b>		
<b>Average Daily Circulation (1987)</b>			<b>163,700</b>		

# Georgia—Augusta

## WRDW-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** WRDW Associates, Drawer 1212, Augusta, GA 30913-1212.

**Studio:** 1301 Georgia Ave., North Augusta, SC 29841.

**Mailing Address:** Drawer 1212, Augusta, GA 30903.

**Telephone:** 803-278-1212. **TWX:** 810-771-4860.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1632-ft. above av. terrain, 1507-ft. above ground, 1887-ft. above sea level.

Latitude 33° 24' 29"  
Longitude 81° 50' 36"

**Transmitter:** Pine Log Rd., Beech Island, SC.

**Satellite Earth Stations:** 4 in operation; KLM, 5-meter; Drake, M/A-Com receivers.

**News Services:** AP, CBS.

**Ownership:** Television Stations Partners, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1954. Sale to present owners 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. 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, OH.

**Represented (sales):** Pety Television Inc.

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

**Personnel:**

I. MARTIN POMPADUR, chief executive officer.  
RALPH E. BECKER, president & chief operating officer.  
STAN MARINOFF, vice president & general manager.  
DAVID HERBERT, vice president & general sales manager.  
STEVE JOHNSTON, program manager.  
LEE DAVIS, chief engineer.

**Rates:** On request.

**City of License:** Augusta. **ADI:** Augusta. **Rank:** 99.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,600	6,400	97
	Columbia	18,600	18,300	98
	Emanuel	7,400	7,200	97
	Glascocock	800	800	100
	Hancock	2,900	2,800	97
	Jefferson	6,500	6,400	98
	Jenkins	2,900	2,800	97
	Johnson	3,100	3,000	97
	Lincoln	2,200	2,200	100
	Mc Duffie	7,100	7,000	99
	Richmond	65,300	64,700	99
	Screven	5,400	5,300	98
Taliaferro	800	800	100	



WRDW-TV BPCT-3054 Granted 9/28/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Warren	2,000	1,900	95
	Washington	6,400	6,200	97
	Wilkes	4,000	3,900	97
<b>SOUTH CAROLINA</b>	Aiken	43,200	42,800	99
	Allendale	3,800	3,700	97
	Bamberg	6,100	6,000	98
	Barnwell	7,300	7,200	99
	Edgefield	6,100	6,000	98
	Mc Cormick	2,500	2,400	98
	Saluda	6,000	5,900	98
	<b>GEORGIA</b>			
<b>Between 25-49%</b>	Candler	2,700	2,600	96
	Greene	4,000	3,900	97
	<b>SOUTH CAROLINA</b>			
Hampton	6,900	6,700	97	
Orangeburg	30,100	29,400	98	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Bulloch	12,000	11,800	98
	Madison	7,200	7,100	99
	Montgomery	2,300	2,200	96
	Oglethorpe	3,400	3,300	97
	Wheeler	1,900	1,800	95
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,600	8,500	98
	Calhoun	4,400	4,300	98
	Lexington	60,200	59,400	99
Newberry	12,100	11,900	98	
<b>Station Totals</b>		<b>372,800</b>	<b>366,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>223,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>138,900</b>	

# Georgia—Columbus

**WRBL**

Ch. 3

**Network Service:** CBS.

**Licensee:** Columbus Bcstg. Co. Inc., Box 270, Columbus, GA 31994.

**Studio:** 1350 13th Ave., Columbus, GA 31994.

**Telephone:** 404-323-3333. **TWX:** 404-327-6345.

**Technical Facilities:** Channel No. 3 (60-66 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.

**Satellite Earth Station:** Harris, 3-meter; Harris receivers.

**News Services:** AP, CNN, NIWS.

**Ownership:** Avant Development Corp., Malcolm I. Glazer, pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 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):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

MARK S. PRATHER, vice president & general manager.  
MICHAEL LOWE, general sales manager.  
GENE O'RILEY, news director.  
RON MACK, operations manager.  
JOHN SIMMONS, chief engineer.

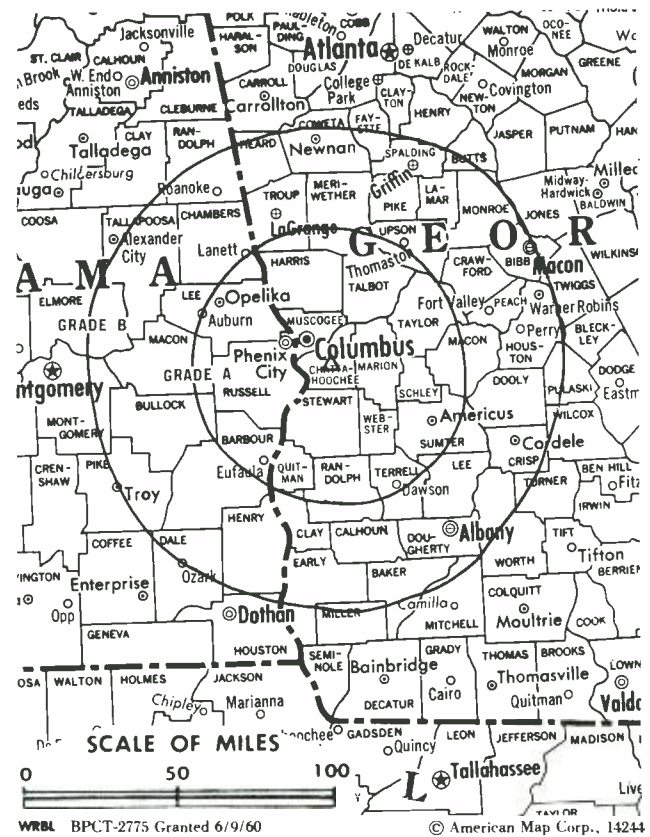
**Highest One Hour Rate:** \$3850.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 121.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Barbour	9,000	8,800	98
	Bullock	3,700	3,600	97
	Chambers	14,500	14,300	99
	Lee	31,200	30,800	99
	Macon	8,500	8,300	98
	Russell	17,700	17,500	99
	Tallapoosa	14,600	14,400	99
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
	Chattahoochee	3,000	3,000	100
	Clay	1,200	1,200	100
	Crisp	7,100	6,900	97
	Dooly	3,800	3,700	97
	Dougherty	34,900	34,500	99
	Harris	6,300	6,200	98
	Lee	4,800	4,700	98
	Macon	4,900	4,800	98
	Marion	1,700	1,600	94
	Muscogee	61,500	60,900	99
	Quitman	800	800	100
Randolph	3,300	3,200	97	
Schley	1,100	1,100	100	
Stewart	1,900	1,800	95	
Sumter	10,100	9,900	98	
Talbot	2,000	1,900	97	
Taylor	2,600	2,500	96	
Terrell	4,100	4,000	98	
Troup	19,200	18,900	98	
Turner	3,200	3,100	97	
Upson	9,600	9,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Webster	800	800	100
	Worth	6,300	6,200	98
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Henry	5,700	5,600	98
	Randolph	7,400	7,300	99
<b>GEORGIA</b>	Crawford	2,400	2,300	96
	Houston	28,900	28,600	99
	Meriwether	7,100	7,000	99
	Pulaski	3,200	3,100	97
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Coosa	4,400	4,300	98
	Dale	15,800	15,600	99
	Pike	10,100	9,900	98
<b>GEORGIA</b>	Baker	1,200	1,200	100
	Baldwin	11,600	11,400	98
	Bleckley	3,700	3,600	97
	Early	4,700	4,600	98
	Haralson	7,300	7,200	99
	Heard	2,300	2,300	100
	Jones	6,600	6,500	98
	Lamar	4,600	4,500	98
	Mitchell	6,900	6,800	99
	Morgan	4,000	3,900	97
	Peach	7,200	7,100	99
	Pike	3,200	3,100	97
	Spalding	17,800	17,600	99
	Telfair	4,000	3,900	98
Twiggs	3,300	3,200	97	
Wilcox	2,600	2,600	100	
<b>Station Totals</b>		<b>475,700</b>	<b>468,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>273,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>148,300</b>	

# Georgia—Columbus

**WLTZ**

**Ch. 38**

**Network Service:** NBC, TPS.

**Licensee:** Lewis Broadcasting Corp., Box 12289, Lindsey Creek Station, Columbus, GA 31995.

**Studio:** 6140 Buena Vista Rd., Columbus, GA 31907.

**Mailing Address:** Box 12289, Lindsey Creek Station, Columbus, GA 31995.

**Telephone:** 404-561-3838. **TWX:** 810-758-4312.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Channel Master, 3-meter C-band; RCA, 3-meter C-band; Channel Master, Harris receivers.

**News Service:** AP.

**Ownership:** Lewis Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**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):** Adam Young Inc.; Busby, Finch, Lathom & Widman.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

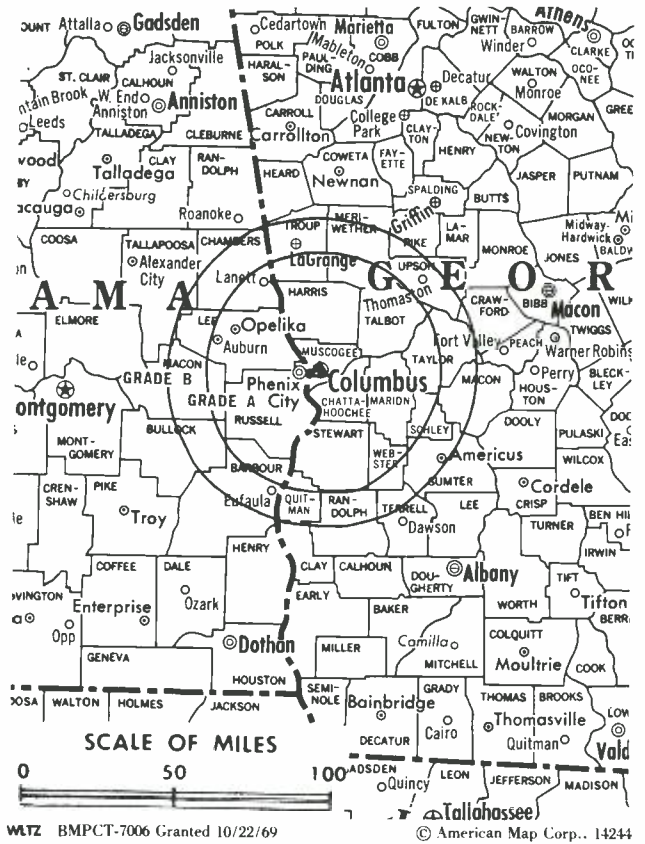
BOB WALTON, vice president & general manager.  
T. B. BREAZEALE, general sales manager.  
R. C. BARTLETT, operations manager.  
BORDEN BLACK, news director.  
LON McNEIL, promotion director.  
BOB HOOK, chief engineer.

**Highest 30 Sec. Rate (July 31, 1987):** \$1200.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 121.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	Lee	31,200	30,800	99
	Russell	17,700	17,500	99
	<b>GEORGIA</b>			
	Chattahoochee	3,000	3,000	100
	Harris	6,300	6,200	98
	Marion	1,700	1,600	94
	Muscogee	61,500	60,900	99
	Stewart	1,900	1,800	95
Talbot	2,000	1,900	97	
Taylor	2,600	2,500	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Webster	800	800	100
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Crawford	2,400	2,300	96
	Macon	4,900	4,800	98
	Sumter	10,100	9,900	98
	Troup	19,200	18,900	98
Upson	9,600	9,500	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Barbour	9,000	8,800	98
	Bullock	3,700	3,600	97
	Macon	8,500	8,300	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Clay	1,200	1,200	100
	Crisp	7,100	6,900	97
	Dooley	3,800	3,700	97
	Hear	2,300	2,300	100
Meriwether	7,100	7,000	99	
Peach	7,200	7,100	99	
Quitman	800	800	100	
Randolph	3,300	3,200	97	
Schley	1,100	1,100	100	
Terrell	4,100	4,000	98	
Turner	3,200	3,100	97	
<b>Station Totals</b>		<b>259,200</b>	<b>255,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>137,600</b>
<b>Average Daily Circulation (1987)</b>				<b>73,200</b>



# Georgia—Columbus

**WTVM**

**Ch. 9**

**Network Service:** ABC.

**Licensee:** Pegasus Bcstg. of Columbus, GA Inc., Box 1848, Columbus, GA 31994.

**Studio:** 1909 Wynnton Rd., Columbus, GA 31906.

**Telephone:** 404-324-6471. **TWX:** 810-758-4326.

**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.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Comtech, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Avantek, Harris, M/A-Com receivers.

**News Services:** ABC, AP.

**Ownership:** Pegasus Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** October 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960. Sale to present owner by SFN Cos. approved by FCC Oct. 2, 1986 (*Television Digest*, Vol. 26:41). Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969. Sale by Fuqua to Western Broadcasting Co. approved July 10, 1980.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

- C. WAYNE DAUGHERTY, president & general manager.
- W. CARROLL WARD, program director.
- RICHARD HEATH, general sales manager.
- DAVID WILLIAMS, chief engineer.
- STEVE FOUST, news director.
- JERRY BAHR, production director.
- SUSAN KENDUST, business manager.

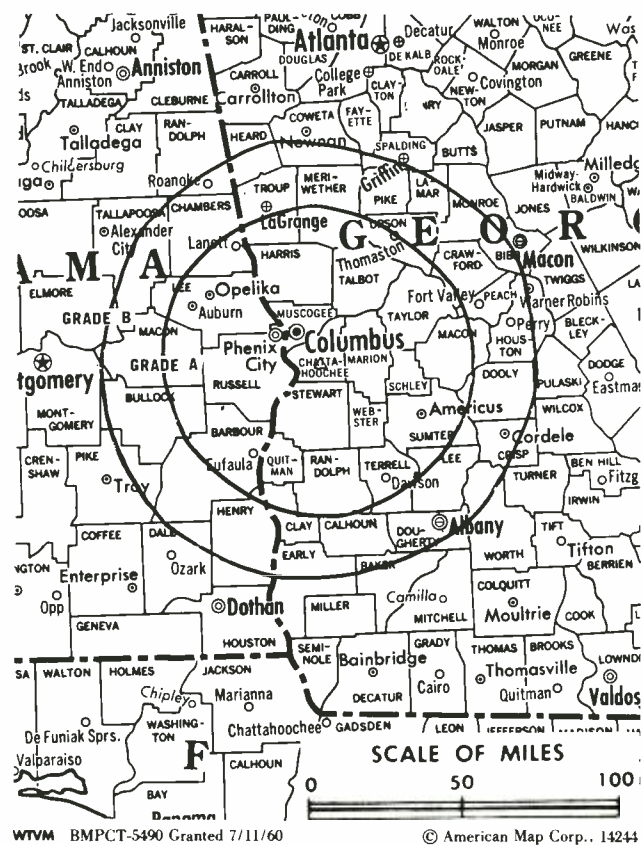
**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$1175.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 121.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Barbour	9,000	8,800	98
	Bullock	3,700	3,600	97
	Chambers	14,500	14,300	99
	Lee	31,200	30,800	99
	Macon	8,500	8,300	98
	Pike	10,100	9,900	98
	Randolph	7,400	7,300	99
	Russell	17,700	17,500	99
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
	Chattahoochee	3,000	3,000	100
	Clay	1,200	1,200	100
	Crawford	2,400	2,300	96
	Crisp	7,100	6,900	97
	Dooly	3,800	3,700	97
	Dougherty	34,900	34,500	99
	Early	4,700	4,600	98
	Harris	6,300	6,200	98
	Lee	4,800	4,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Macon	4,900	4,800	98
	Marion	1,700	1,600	94
	Muscogee	61,500	60,900	99
	Quitman	800	800	100
	Randolph	3,300	3,200	97
	Schley	1,100	1,100	100
	Stewart	1,900	1,800	95
	Sumter	10,100	9,900	98
	Talbot	2,000	1,900	97
	Taylor	2,600	2,500	96
	Terrell	4,100	4,000	98
	Troup	19,200	18,900	98
	Turner	3,200	3,100	97
	Upton	9,600	9,500	99
Webster	800	800	100	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Dale	15,800	15,600	99
	Henry	5,700	5,600	98
	Tallapoosa	14,600	14,400	99
	<b>GEORGIA</b>			
Baker	1,200	1,200	100	
Bleckley	3,700	3,600	97	
Heard	2,300	2,300	100	
Houston	28,900	28,600	99	
Meriwether	7,100	7,000	99	
Mitchell	6,900	6,800	99	
Peach	7,200	7,100	99	
Pulaski	3,200	3,100	97	
Wilcox	2,600	2,600	100	
Worth	6,300	6,200	98	
(Continued on page A-306)				
<b>Station Totals</b>		<b>818,300</b>	<b>808,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>333,500</b>
<b>Average Daily Circulation (1987)</b>				<b>180,900</b>

# Georgia—Columbus

**WXTX**

**Ch. 54**

**Network Service:** Fox.

**Licensee:** Columbus Family TV Ltd. Partnership, Debtor-in-Possession, 6524 Buena Vista Rd., Columbus, GA 31907.

**Studio:** 6524 Buena Vista Rd., Columbus, GA 31907.

**Mailing Address:** Box 12188, Columbus, GA 31907.

**Telephone:** 404-561-5400.

**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. E of Omega Dr.

**Satellite Earth Stations:** Harris, 3.5-meter; Microdyne Ku-band; Gardiner, Harris, Microdyne receivers.

**Ownership:** Stephen Kent, pres., 50%; Craig H. Kent, v.p.; Jonathan F. Kent, secy.-treas., 50%. See S. Kent in Group Ownership of Television Stations.

**Began Operation:** June 17, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Sidley & Austin.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

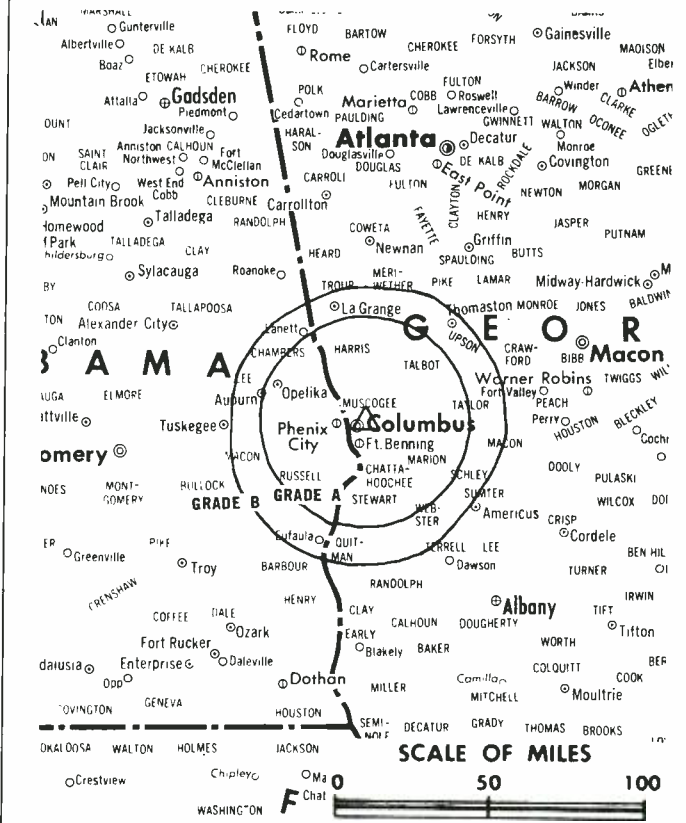
STEPHEN KENT, president.  
ED GROVES, general manager.  
DENISE MURPHY, program director.  
RICK LIVERETT, chief engineer.

**Highest 30 Sec. Rate:** \$200.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 121.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Russell	17,700	17,500	99
	<b>GEORGIA</b>			
	Chattahoochee	3,000	3,000	100
	Marion	1,700	1,600	94
	Muscogee	61,500	60,900	99
	Talbot	2,000	1,900	97
Webster	800	800	100	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	Lee	31,200	30,800	99



WXTX BMPCT-821119KG Granted 12/28/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Harris	6,300	6,200	98
	Quitman	800	800	100
	Stewart	1,900	1,800	95
	Taylor	2,600	2,500	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Barbour	9,000	8,800	98
	Macon	8,500	8,300	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Crawford	2,400	2,300	96
	Heard	2,300	2,300	100
Meriwether	7,100	7,000	99	
Schley	1,100	1,100	100	
Troup	19,200	18,900	98	
Turner	3,200	3,100	97	
Upson	9,600	9,500	99	
<b>Station Totals</b>		<b>213,800</b>	<b>210,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>81,500</b>
<b>Average Daily Circulation (1987)</b>				<b>34,900</b>

# Georgia—Macon

**WGXA**

Ch. 24

**Network Service:** ABC.

**Licensee:** Russell-Rowe Communications, 599 Broadway, Macon, GA 31297.

**Studio:** 599 Broadway, Macon, GA 31297.

**Mailing Address:** Box 340, Macon, GA 31297.

**Telephone:** 912-745-2424. **TWX:** 810-783-5541.

**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.

**Satellite Earth Stations:** 2 in operation; Avantek receivers.

**News Service:** AP.

**Ownership:** Herman J. Russell, chmn., 51%; Donald E. Heald, pres., 8%; Martin Sereteau, v.p., 31%; Principals have interest in Le Conte Bcstg. Co., applicant for Ch. 8, Knoxville, TN.

**Began Operation:** April 21, 1982.

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Palmer A. Greer.

**Personnel:**

- KENNETH GERDES, vice president & general manager.
- FRANK SHURLING, general sales manager.
- JIM BAKER, operations manager.
- RICHARD BLANTON, chief engineer.
- RON WILDMAN, news director.
- KELLY CAUSEY, promotion manager.

**Highest One Hour Rate:** \$4400.

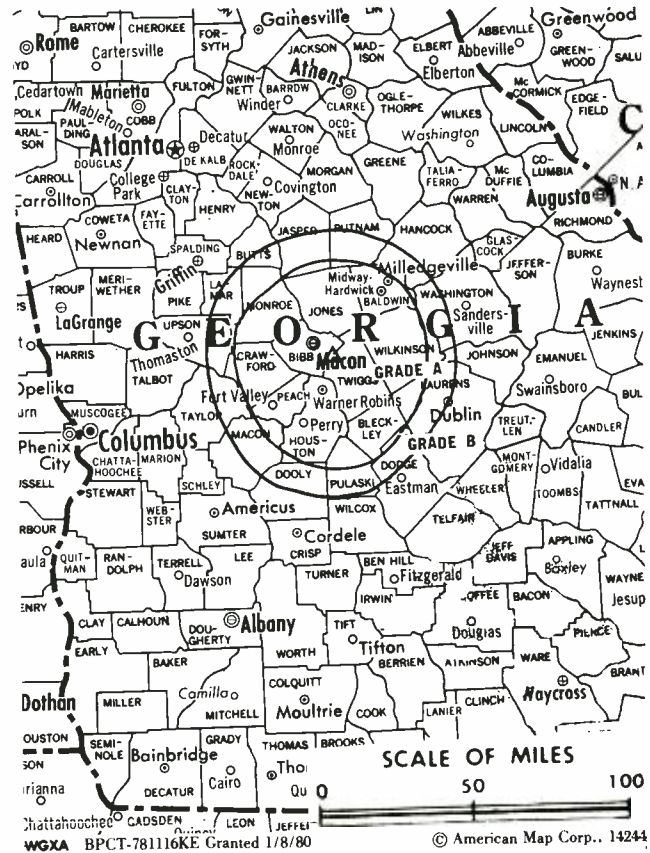
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$275.

**City of License:** Macon. **AOI:** Macon. **Rank:** 131.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>	11,600	11,400	98
	Baldwin	6,300	6,100	97
	Ben Hill	56,400	55,800	99
	Bibb	3,700	3,600	97
	Bleckley	2,400	2,300	96
	Crawford	6,000	5,900	98
	Dodge	28,900	28,600	99
	Houston	6,600	6,500	98
	Jones	13,600	13,300	98
	Laurens	7,200	7,100	99
	Pulaski	3,200	3,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Twiggs	3,300	3,200	97
	Wilkinson	3,600	3,500	97
<b>Between 25-49%</b>	<b>GEORGIA</b>	3,800	3,700	97
	Dooly	2,900	2,800	97
	Hancock	3,000	2,900	97
	Jasper	3,100	3,000	97
	Johnson	4,600	4,500	98
	Macon	5,400	5,300	98
	Monroe	2,600	2,500	96
	Taylor	1,900	1,800	95
	Wheeler	2,600	2,600	100
	Wilcox			
<b>Between 5-24%</b>	<b>GEORGIA</b>	4,000	3,900	97
	Irwin	3,400	3,300	97
	Pike	3,200	3,100	97
	Putnam	4,100	4,000	98
	Telfair	4,000	3,900	98
	Treutlen	2,100	2,000	95
	Turner	3,200	3,100	97
	Upson	9,600	9,500	99
Washington	6,400	6,200	97	
<b>Station Totals</b>		<b>227,600</b>	<b>223,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>124,400</b>
<b>Average Daily Circulation (1987)</b>				<b>64,300</b>

# Georgia—Macon

## WMAZ-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Multimedia WMAZ Inc., Box 2760, Greenville, SC 29602.

**Studio:** 1314 Gray Highway, Macon, GA 31211.

**Mailing Address:** Box 5008, Macon, GA 31213.

**Telephone:** 912-746-1313. **TWX:** 810-783-5528.

**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:** US 129, 7-mi. SE of Macon.

**Satellite Earth Stations:** Scientific-Atlanta, 7.7-meter; Anixter-Mark, 5-meter; Scientific-Atlanta, 4.6-meter; RCA, 3.6-meter; M/A-Com, Microdyne & Scientific-Atlanta receivers.

**AM Affiliate:** WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

**FM Affiliate:** WAYS, 100-kw, 99.1 MHz (No. 256), 660-ft. (ABC).

**News Services:** AP, CBS, Newpaper 1200, Sports News Satellite, WSI.

**Ownership:** Multimedia Inc. See Group Ownership of Television Stations.

**Began Operation:** September 27, 1953. Transfer to Multimedia 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):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

DON MCGUIRK, vice president & general manager.  
SYDNEY THUM, program director.  
LACY WORRELL, chief engineer.  
DONNA SELF, traffic manager.  
TONY VILLASANA, news director.

**Highest One Hour Rate:** \$4100.

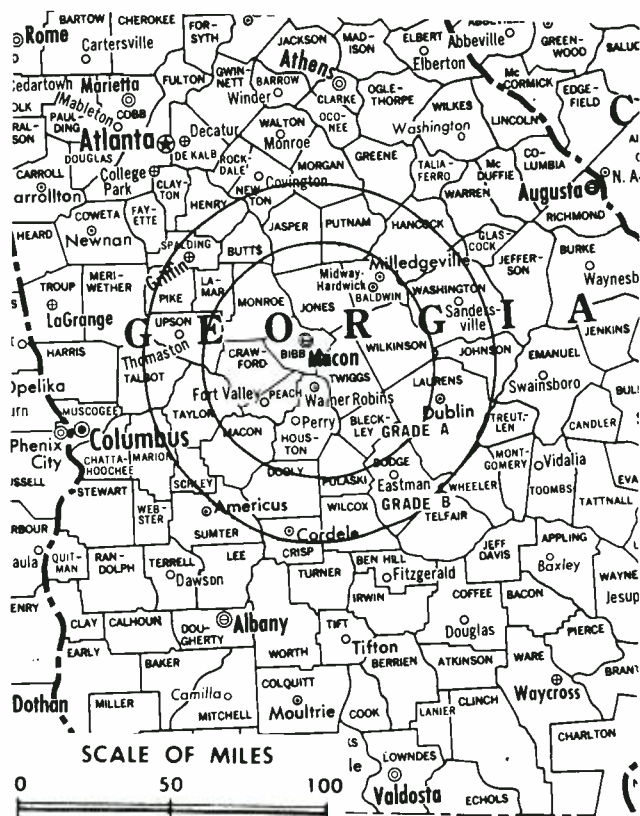
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1035.

**City of License:** Macon. **ADI:** Macon. **Rank:** 131.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>	11,600	11,400	98
	Baldwin	6,300	6,100	97
	Ben Hill	56,400	55,800	99
	Bibb	3,700	3,600	97
	Bleckley	2,400	2,300	96
	Crawford	6,000	5,900	98
	Dodge	3,800	3,700	97
	Hancock	2,900	2,800	97
	Houston	28,900	28,600	99
	Johnson	3,100	3,000	97
	Jones	6,600	6,500	98
	Laurens	13,600	13,300	98



WMAZ-TV BPCT-3557 Granted 6/17/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Macon	4,900	4,800	98
	Monroe	5,400	5,300	98
	Peach	7,200	7,100	99
	Pulaski	3,200	3,100	97
	Putnam	4,100	4,000	98
	Telfair	4,000	3,900	98
	Treutlen	2,100	2,000	95
	Twiggs	3,300	3,200	97
	Washington	6,400	6,200	97
	Wheeler	1,900	1,800	95
	Wilcox	2,600	2,600	100
Wilkinson	3,600	3,500	97	
<b>Between 25-49%</b>	<b>GEORGIA</b>	7,100	6,900	97
	Crisp	800	800	100
	Glascok	3,000	2,900	97
	Jasper	10,100	9,900	98
	Sumter	2,600	2,500	96
	Taylor	9,600	9,500	99
	Upson	2,000	1,900	95
<b>Between 5-24%</b>	<b>GEORGIA</b>	15,400	15,200	99
	Henry	3,400	3,300	97
	Irwin	4,600	4,500	98
	Lamar	2,300	2,200	96
	Montgomery	3,200	3,100	97
	Pike	1,100	1,100	100
	Schley	2,000	1,900	97
	Talbot	8,800	8,600	98
<b>Station Totals</b>		<b>270,000</b>	<b>264,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>182,700</b>
<b>Average Daily Circulation (1987)</b>				<b>125,100</b>

# Georgia—Macon

**WMGT**

Ch. 41

**Network Service:** NBC.

**Licensee:** Morris Network Inc., Box 4328, Macon, GA 31213.

**Studio:** 6525 Ocmulgee Blvd. East, Macon, GA 31208.

**Mailing Address:** Box 4328, Macon, GA 31213.

**Telephone:** 912-745-4141. **TWX:** 810-783-5549.

**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"

Requests CP for change 1000-kw max. visual, 777-ft. above av. terrain, 856-ft. above ground, 1151-ft. above sea level. BPCT-870615KE.

**Transmitter:** 3-mi. S of Interstate 16 on W side of U.S. Rte. 23, Swiftcreek Twp., GA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Harris Ku-band; 2 C-band; Microdyne receivers.

**News Service:** AP.

**Ownership:** Morris Network Inc., 100%; For other interests, see Group & Newspaper Ownership of TV Stations.

**Began Operation:** December 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):** Saitel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

CHARLES MORRIS, chairman.  
H. DEAN HINSON, president.  
L. A. STURDIVANT, station manager.  
JOE SPEARS, chief engineer.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Macon. **ADI:** Macon. **Rank:** 131.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baldwin	11,600	11,400	98
	Bibb	56,400	55,800	99
	Bleckley	3,700	3,600	97
	Crawford	2,400	2,300	96
	Houston	28,900	28,600	99
	Jones	6,600	6,500	98
	Laurens	13,600	13,300	98
Peach	7,200	7,100	99	



WMGT BMPCT—6614 Granted 8/26/68

© American Map Corp., No. 142-4

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pulaski	3,200	3,100	97
	Twiggs	3,300	3,200	97
	Washington	6,400	6,200	97
	Wheeler	1,900	1,800	95
	Wilkinson	3,600	3,500	97
<b>Between 25-49%</b>	<b>GEORGIA</b>	6,000	5,900	98
	Dodge	2,900	2,800	97
	Hancock	2,900	2,800	97
	Johnson	3,100	3,000	97
	Macon	4,900	4,800	98
	Monroe	5,400	5,300	98
Taylor	2,600	2,500	96	
<b>Between 5-24%</b>	<b>GEORGIA</b>	3,800	3,700	97
	Dooly	4,000	3,900	97
	Greene	4,600	4,500	98
	Montgomery	2,300	2,200	96
	Pike	3,200	3,100	97
	Putnam	4,100	4,000	98
	Telfair	4,000	3,900	98
Treutlen	2,100	2,000	95	
Wilcox	2,600	2,600	100	
<b>Station Totals</b>		<b>204,400</b>	<b>200,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>126,600</b>
<b>Average Daily Circulation (1987)</b>				<b>69,100</b>

# Georgia—Savannah

**WJCL**

**Ch. 22**

**Network Service:** ABC.

**Licensee:** Lewis Broadcasting Corp., 10001 Abercorn St. Extension, Savannah, GA 31406.

**Studio:** 10001 Abercorn St. Extension, Savannah, GA 31406.

**Mailing Address:** Box 13646, Savannah, GA 31406.

**Telephone:** 912-925-0022.

**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"

Holds CP for change to 3830-kw max. visual, 383-kw max. aural, 1430-ft. above av. terrain, 1478-ft. above ground, 1453-ft. above sea level. BPCT-860602LE.

**Transmitter:** State Hwy. 204, approx. 15-mi. W of Savannah.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Microdyne, 7-meter; Microdyne, Andrew receivers.

**News Services:** ABC, AP.

**Ownership:** Lewis Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** July 18, 1970.

**Represented (sales):** Seltel Inc. (national); Busby, Finch, Lathom & Widman (regional).

**Represented (legal):** Pierson, Ball & Dowd.

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

**Personnel:**

J. FRED PIERCE, exec. vice president & general manager.  
CHRISTOPHER A. BARBIERI, sr. vice president, sales & programming.  
WALLACE TIDWELL, chief engineer.

**Highest One Hour Rate:** \$3000.

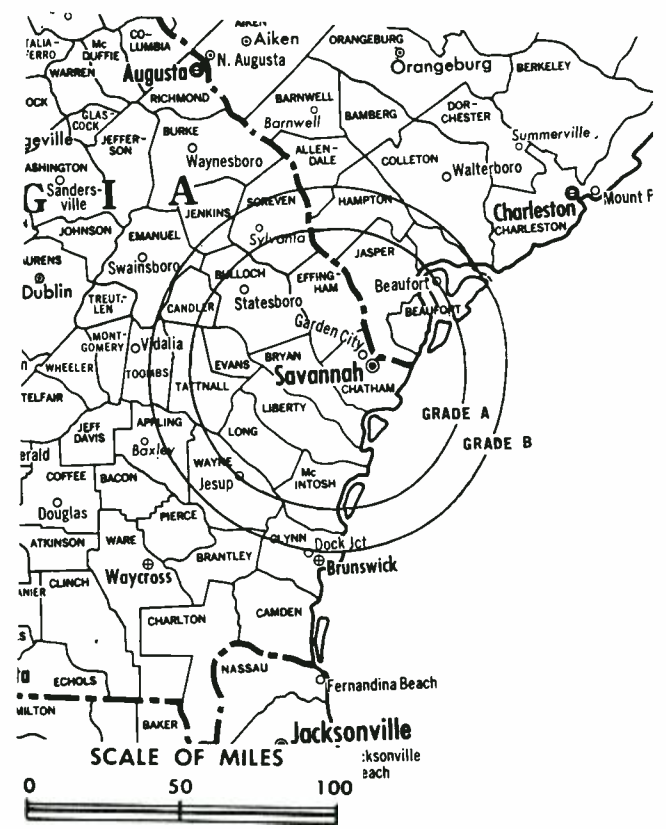
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Savannah. **ADI:** Savannah. **Rank:** 110.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,500	3,400	97
	Bryan	4,200	4,100	98
	Bulloch	12,000	11,800	98
	Candler	2,700	2,600	96
	Chatham	76,700	76,000	99
	Effingham	7,500	7,400	99
	Evans	3,100	3,100	100



WJCL BPCT-860602LE Granted 8/28/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>GLYNN</b>	22,300	22,000	99	
	Liberty	12,400	12,200	98	
	Long	1,800	1,800	100	
	Mc Intosh	3,000	2,900	97	
	Montgomery	2,300	2,200	96	
	Tattnall	6,100	6,000	98	
	Wayne	7,200	7,100	99	
	Wheeler	1,900	1,800	95	
	<b>SOUTH CAROLINA</b>				
	Beaufort	26,700	26,300	98	
Jasper	5,500	5,400	98		
<b>Between 25-49%</b>	<b>GEORGIA</b>				
	Brantley	3,600	3,500	97	
	Jeff Davis	4,300	4,200	98	
	Screven	5,400	5,300	98	
	Toombs	8,800	8,600	98	
<b>SOUTH CAROLINA</b>					
Hampton	6,900	6,700	97		
<b>Between 5-24%</b>	<b>GEORGIA</b>				
	Emanuel	7,400	7,200	97	
	Pierce	4,400	4,300	98	
	Telfair	4,000	3,900	98	
	<b>SOUTH CAROLINA</b>				
Allendale	3,800	3,700	97		
<b>Station Totals</b>		<b>253,200</b>	<b>249,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>				<b>164,700</b>	
<b>Average Daily Circulation (1987)</b>				<b>81,700</b>	

# Georgia—Savannah

## WSAV-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** WSAV Inc., 825 Edmond St., Box 29, St. Joseph, MO 64502.

**Studio:** 1430 E. Victory Dr., Savannah, GA 31404.

**Mailing Address:** Box 2429, Savannah, GA 31402.

**Telephone:** 912-651-0300. **TWX:** 810-784-5661.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-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.

**Satellite Earth Stations:** Harris, 8.1-meter Ku-band; BMS, 6.1-meter C-band; Harris, 3.5-meter Ku-band; Harris receivers.

**News Service:** AP.

**Ownership:** News Press & Gazette Co. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1956. Sale to present owners by Harben Daniel, et al., approved by FCC Sept. 21, 1976 (*Television Digest*, Vol. 16:27).

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

DAVE DeARMOND, president & general manager.  
KEITH YOUNG, news director.  
CECIL DANIEL, production manager.  
BYRON STRONG, chief engineer.  
AL ERTZBERGER, promotion director.

**Rates:** Not available.

**City of License:** Savannah. **ADI:** Savannah. **Rank:** 110.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,500	3,400	97
	Brantley	3,600	3,500	97
	Bryan	4,200	4,100	98
	Bulloch	12,000	11,800	98
	Candler	2,700	2,600	96
	Chatham	76,700	76,000	99
	Effingham	7,500	7,400	99
	Emanuel	7,400	7,200	97
	Evans	3,100	3,100	100
	Glynn	22,300	22,000	99
	Liberty	12,400	12,200	98
	Long	1,800	1,800	100
	Mc Intosh	3,000	2,900	97
Montgomery	2,300	2,200	96	



WSAV-TV BPCT-4812 Granted 5/20/75 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	SCREVEN	5,400	5,300	98
	TATTNALL	6,100	6,000	98
	TOOMBS	8,800	8,600	98
	TREUTLEN	2,100	2,000	95
	WAYNE	7,200	7,100	99
<b>SOUTH CAROLINA</b>				
	Beaufort	26,700	26,300	98
	Hampton	6,900	6,700	97
	Jasper	5,500	5,400	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Johnson	3,100	3,000	97
	Pierce	4,400	4,300	98
	Wheeler	1,900	1,800	95
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Camden	5,400	5,300	98
	Charlton	2,800	2,700	96
	Jeff Davis	4,300	4,200	98
	Telfair	4,000	3,900	98
	Ware	13,100	12,900	98
	<b>SOUTH CAROLINA</b>			
Allendale	3,800	3,700	97	
Colleton	12,000	11,700	98	
<b>Station Totals</b>		<b>291,700</b>	<b>286,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>202,500</b>
<b>Average Daily Circulation (1987)</b>				<b>124,100</b>

# Georgia—Savannah

## WTOC-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** American Savannah Bcstg. Co., Box 8086, Savannah, GA 31412.

**Studio:** 516 Abercorn St., Savannah, GA 31401.

**Telephone:** 912-234-1111. **TWX:** 810-784-5619.

**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.

**Satellite Earth Stations:** 2 in operation; M/A-Com, Microdyne receivers.

**News Services:** AP, NIWS.

**Ownership:** American Family Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1954. Sale to present owner by William T. Knight Jr., et al., approved by FCC Aug. 8, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JESSE E. MOONEY JR., vice president & general manager.  
RONALD E. WINDERS, general sales manager.  
WILLIAM CATHCART, operations manager.  
LaVAUGHAN THOMPSON, chief engineer.  
DOUGLAS WEATHERS, news director.

**Highest One Hour Rate:** \$2000.

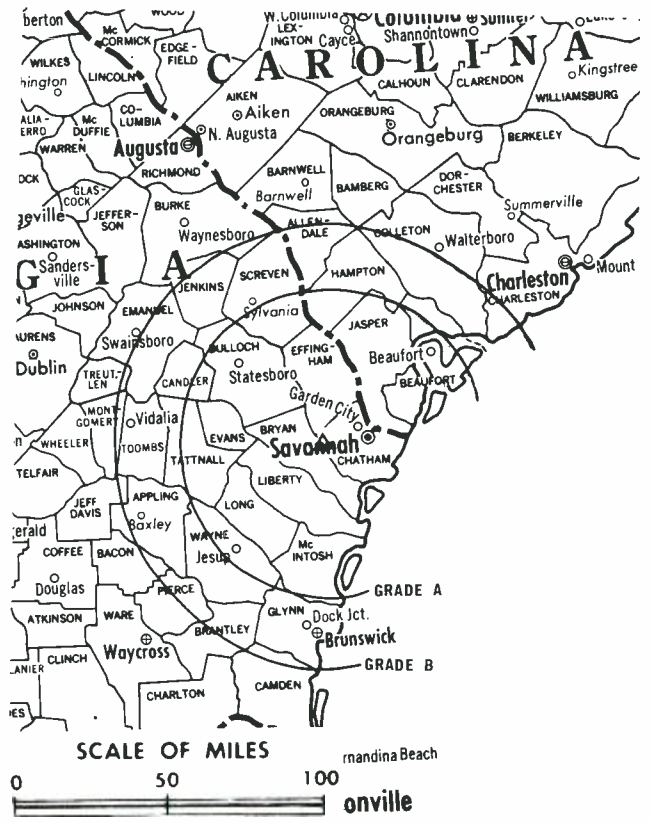
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Savannah. **ADI:** Savannah. **Rank:** 110.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,500	3,400	97
	Brantley	3,600	3,500	97
	Bryan	4,200	4,100	98
	Bulloch	12,000	11,800	98
	Candler	2,700	2,600	96
	Chatham	76,700	76,000	99
	Effingham	7,500	7,400	99
	Evans	3,100	3,100	100
	Glynn	22,300	22,000	99
	Jeff Davis	4,300	4,200	98
	Liberty	12,400	12,200	98
	Long	1,800	1,800	100
	Mc Intosh	3,000	2,900	97



WTOC-TV BMPCT-7529 Granted 5/13/74 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	2,300	2,200	96
	Pierce	4,400	4,300	98
	Screven	5,400	5,300	98
	Tattnall	6,100	6,000	98
	Toombs	8,800	8,600	98
	Treutlen	2,100	2,000	95
	Ware	13,100	12,900	98
	Wayne	7,200	7,100	99
	Wheeler	1,900	1,800	95
	<b>SOUTH CAROLINA</b>			
	Beaufort	26,700	26,300	98
	Hampton	6,900	6,700	97
	Jasper	5,500	5,400	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Coffee	9,900	9,700	98
	Emanuel	7,400	7,200	97
	Telfair	4,000	3,900	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Johnson	3,100	3,000	97
	<b>SOUTH CAROLINA</b>			
	Allendale	3,800	3,700	97
	Colleton	12,000	11,700	98
<b>Station Totals</b>		<b>295,400</b>	<b>290,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>223,100</b>
<b>Average Daily Circulation (1987)</b>				<b>149,200</b>



# Georgia—Toccoa

## WNEG-TV

Ch. 32

**Network Service:** None, independent.

**Licensee:** Stephens County Bcstg. Co., 100 Boulevard, Box 907, Toccoa, GA 30577.

**Studio:** 100 Boulevard, Toccoa, GA 30577.

**Telephone:** 912-242-4444.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 647-kw max. visual, 120-kw max. aural. Antenna: 835-ft. above av. terrain, 600-ft. above ground, 2024-ft. above sea level.

Latitude 34° 36' 44"  
Longitude 83° 22' 05"

**Transmitter:** State Hwy. 17, 3.2-mi. NW of Toccoa.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Comtech, 5-meter Ku-band; M/A-Com, Pinzone receivers.

**News Service:** CNN Headline News.

**Ownership:** Roy E. Gaines, pres., 50.25%; Evelyn F. Gaines, secy.-treas.; Hugh W. Whitmore, 9.95%; Thomas R. Williams, 9.95%; Ben F. Cheek III, Tommy Scott, Dorothy A. C. Hay, Robert E. Hamby, Thomas A. Arrendale Jr., 4.98% each; Shirley Shell McNeely, 1.67%; Nancy Coggins Whitworth, 1.65%; Mary Aillene Coggins, 1.65%. SCBC is licensee of WNEG(AM), Toccoa, GA.

**Began Operation:** September 9, 1984.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Bromo Communications.

**Personnel:**

ROY E. GAINES, president & general manager.  
DAVID AUSTIN, general sales manager.  
CINDY WOOD, production manager.  
THOMAS SHOCKLEY, chief engineer.  
CONNIE GAINES, program director.  
TONY GARRISON, promotion director.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Toccoa. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA Habersham	9,500	9,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA Franklin	6,000	5,900	98
	Hart	6,800	6,700	99
	Stephens	8,100	8,000	99
Between 5-24%	GEORGIA Banks	3,600	3,500	97
	Elbert	7,000	6,900	99
	Hall	30,400	30,100	99
	Jackson	9,700	9,600	99
	Madison	7,200	7,100	99
	White	4,200	4,100	98
SOUTH CAROLINA	Abbeville	8,600	8,500	98
	Anderson	54,600	54,000	99
	Oconee	20,300	20,100	99
	Pickens	30,600	30,200	99
<b>Station Totals</b>		<b>206,600</b>	<b>204,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>32,700</b>
<b>Average Daily Circulation (1987)</b>				<b>10,700</b>

# Georgia—Valdosta

**WVGA**

**Ch. 44**

**Network Service:** ABC.

**Licensee:** Morris Network Inc., Box 1588, Valdosta, GA 31603.

**Studio:** 275 Norman Dr., Valdosta, GA 31601.

**Telephone:** 912-242-4444.

**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.

**Satellite Earth Station:** In operation.

**News Service:** AP.

**Ownership:** Morris Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1980. Sale to present owner by Hi Ho Bcstg. approved by FCC July 18, 1986.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

AUBREY WOOD, general manager.  
MARVIN KEENE, sales manager.  
KAREN EVANS, traffic manager.  
KEITH MURPHY, news director.

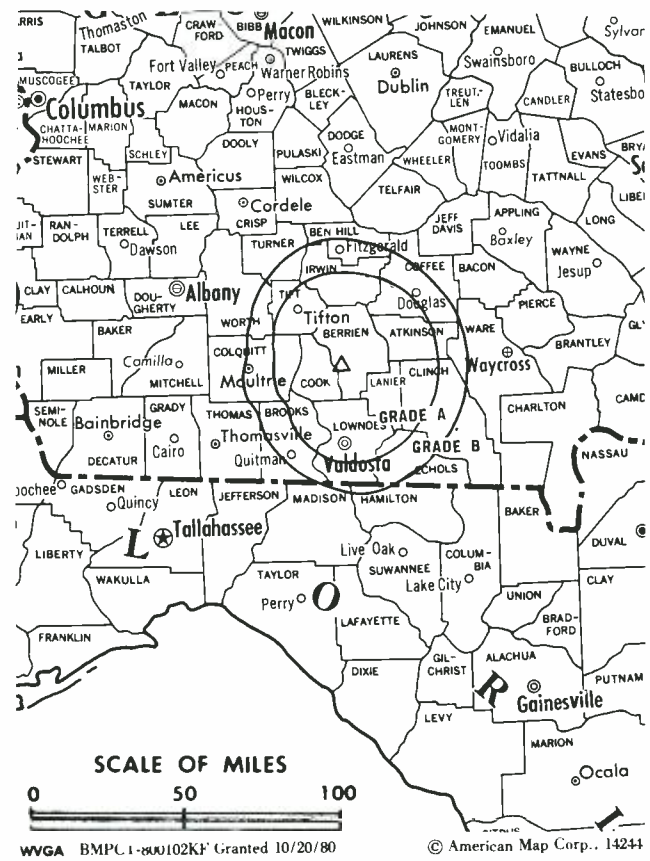
**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$75.

**City of License:** Valdosta. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 129.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Berrien	5,100	5,000	98
	Cook	4,800	4,700	98
	Echols	800	800	100
	Lowndes	25,500	25,000	98
	Tift	11,700	11,500	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hamilton	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Brooks	5,300	5,200	98
	Coffee	9,900	9,700	98
	Lanier	2,000	2,000	100
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Madison	5,000	4,800	96
	<b>GEORGIA</b>			
	Ben Hill	6,300	6,100	97
	Clinch	2,300	2,200	96
	Colquitt	12,900	12,700	98
	Irwin	3,400	3,300	97
	Jeff Davis	4,300	4,200	98
	Telfair	4,000	3,900	98
	Turner	3,200	3,100	97
Ware	13,100	12,900	98	
<b>Station Totals</b>		<b>124,900</b>	<b>122,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>45,000</b>
<b>Average Daily Circulation (1987)</b>				<b>17,500</b>

# Georgia

## WTBS, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Oconee	5,400	5,400	100
	Paulding	10,900	10,800	99
	Rockdale	15,600	15,400	99
	Spalding	17,800	17,600	99
	Treutlen	2,100	2,000	95
	Upson	9,600	9,500	99
	Walton	11,600	11,400	99
	Ware	13,100	12,900	98
	<b>IDAHO</b>			
	Clearwater	3,500	3,400	97
	Shoshone	6,100	6,000	98
	<b>KANSAS</b>			
	Comanche	1,000	1,000	100
	Geary	10,400	10,300	99
	Gray	1,900	1,900	100
	Lane	1,000	1,000	100
	Mitchell	3,400	3,300	97
	Rooks	2,600	2,600	100
	Russell	3,600	3,500	97
	Seward	6,600	6,500	98
	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
Breathitt	5,400	5,200	96	
Carlisle	2,100	2,100	100	
Clay	7,700	7,500	97	
Floyd	18,200	17,900	99	
Johnson	9,000	8,900	99	
Knott	6,100	5,900	97	
Knox	10,900	10,700	98	
Laurel	15,000	14,700	98	
Lee	2,900	2,800	97	
Magoffin	4,800	4,700	98	
Martin	4,700	4,600	98	
Perry	11,800	11,500	97	
Pike	29,900	29,500	99	
Rowan	6,200	6,100	98	
Whitley	13,400	13,200	99	
<b>LOUISIANA</b>				
St Mary	20,900	20,600	99	
<b>MARYLAND</b>				
Allegany	29,300	29,000	99	
<b>MICHIGAN</b>				
Keweenaw	700	700	100	
<b>MINNESOTA</b>				
Big Stone	2,900	2,900	100	
<b>MISSISSIPPI</b>				
Adams	13,600	13,400	99	
Leflore	13,400	13,100	98	
Washington	23,600	23,200	98	
<b>MONTANA</b>				
Wheatland	900	900	100	
<b>NORTH DAKOTA</b>				
Ramsey	5,000	4,900	98	
<b>NEW MEXICO</b>				
Curry	16,000	15,600	98	
<b>NEVADA</b>				
Lander	2,000	1,800	92	
Nye North	2,700	2,500	91	
Pershing	1,400	1,400	100	
<b>OKLAHOMA</b>				
Jackson	11,100	11,000	99	
Texas	6,800	6,700	99	
Woods	4,200	4,100	98	
<b>OREGON</b>				
Harney	2,900	2,700	93	
<b>PENNSYLVANIA</b>				
Cameron	2,600	2,600	100	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Brewster	2,900	2,800	96
	Crane	1,700	1,700	100
	Crockett	1,600	1,600	100
	Culberson	1,000	1,000	100
	Dallam	2,600	2,600	100
	Dawson	5,600	5,500	98
	Edwards	700	700	100
	Hall	2,100	2,000	95
	Hansford	2,400	2,400	100
	Hardeman	2,400	2,400	100
	Howard	12,700	12,600	99
	King	200	200	100
	Lamar	17,300	16,700	97
	Lipscomb	1,400	1,400	100
	Martin	1,600	1,600	100
	Ochiltree	3,700	3,700	100
	Scurry	7,200	7,100	99
	Sherman	1,100	1,100	100
	Sutton	2,000	1,900	95
	Terrell	600	600	100
	Val Verde	12,500	12,100	97
	Wheeler	3,200	3,100	97
	Yoakum	3,400	3,400	100
	Zapata	2,500	2,400	96
	Zavala	3,300	3,200	97
	<b>UTAH</b>			
	Kane	1,600	1,400	90
	<b>VIRGINIA</b>			
	Buchanan	12,200	11,900	98
	Wise	17,100	16,800	98
	<b>WEST VIRGINIA</b>			
Boone	11,000	10,900	99	
Logan	17,500	17,300	99	
Mingo	12,800	12,600	98	
Pleasants	2,900	2,900	100	
Raleigh	32,900	32,500	99	
Wetzel	8,100	8,000	99	
Wyoming	12,200	12,000	98	
<b>WYOMING</b>				
Carbon	7,400	7,100	96	
Converse	5,400	5,200	96	
Sweetwater	16,700	16,100	96	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Autauga	12,200	12,000	98
	Barbour	9,000	8,800	98
	Butler	7,700	7,600	99
	Calhoun	44,100	43,700	99
	Coffee	14,500	14,300	99
	Colbert	21,300	21,000	99
	Covington	14,900	14,700	99
	Dale	15,800	15,600	99
	Dallas	18,700	18,400	98
	Escambia	13,000	12,800	98
	Etowah	39,600	39,300	99
	Geneva	9,200	9,100	99
	Houston	30,700	30,500	99
	Jackson	20,000	19,800	99
	Jefferson	262,800	261,200	99
	Lamar	6,200	6,100	98
	Lauderdale	31,800	31,400	99
	Lee	31,200	30,800	99
	Madison	79,200	78,400	99
	Marion	12,100	12,000	99
	Marshall	27,100	26,800	99
	Montgomery	77,700	77,000	99
Morgan	35,800	35,400	99	
Pickens	7,300	7,100	97	
Randolph	7,400	7,300	99	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Russell	17,700	17,500	99
	Sumter	5,400	5,300	98
	Talladega	26,600	26,300	99
	Tallapoosa	14,600	14,400	99
	Tuscaloosa	52,600	52,000	99
	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Benton	34,500	33,800	98
	Bradley	5,200	5,100	98
	Chicot	5,700	5,500	96
	Clay	8,000	7,800	97
	Columbia	9,700	9,500	98
	Craighead	23,800	23,500	99
	Franklin	5,900	5,800	98
	Greene	12,000	11,800	98
	Independence	11,900	11,700	98
	Jackson	7,800	7,600	97
	Jefferson	30,500	30,000	98
	Johnson	7,100	6,900	97
	Lawrence	7,200	7,000	97
	Lincoln	3,700	3,600	97
	Little River	5,000	4,900	98
	Logan	7,500	7,300	97
	Marion	5,100	5,000	98
	Miller	14,200	14,000	99
	Mississippi	19,500	19,200	98
	Quachita	12,100	11,800	98
	Phillips	11,000	10,700	97
	Polk	6,600	6,400	97
	Pulaski	133,300	132,000	99
	Randolph	6,300	6,100	97
	Sebastian	39,000	38,600	99
	Sevier	5,500	5,400	98
	Stone	3,600	3,500	97
	Union	18,200	17,900	98
	Washington	40,100	39,200	98
	Yell	6,700	6,600	99
	<b>ARIZONA</b>			
	Apache North	11,500	10,200	89
	Cochise	35,000	33,700	96
	Gila	14,500	13,900	96
	Greenlee	3,700	3,600	97
	La Paz	5,600	5,400	96
	Navajo	22,100	20,200	91
	Santa Cruz	7,700	7,400	97
	<b>CALIFORNIA</b>			
	El Dorado East	12,300	11,800	96
	Kern East	26,400	25,400	96
	Siskiyou	17,200	16,100	93
	Trinity	5,600	5,200	93
	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Bent	2,000	1,900	95
	Hinsdale	200	200	100
	Kiowa	700	700	100
	Lake	2,600	2,500	96
	Las Animas	5,600	5,300	95
	Mesa	36,300	35,400	98
	Moffat	6,000	5,600	93
	Otero	8,100	7,900	98
	Pitkin	5,300	4,800	91
	Prowers	5,400	5,100	94
	Rio Blanco	2,400	2,300	96
	Rio Grande	3,600	3,400	94
	San Miguel	1,500	1,400	93
	Sedgwick	1,400	1,400	100
	<b>FLORIDA</b>			
	Alachua	65,900	64,700	98
	Bay	43,500	43,000	99
	Brevard	140,600	139,300	99

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Charlotte	36,800	36,300	99
	Collier	50,400	49,300	98
	Columbia	14,700	14,400	98
	Duval	238,000	236,000	99
	Escambia	96,900	96,100	99
	Flagler	6,900	6,800	99
	Glades	2,800	2,700	96
	Hamilton	3,300	3,200	97
	Hendry	7,600	7,400	97
	Indian River	32,900	32,400	98
	Lee	114,700	113,400	99
	Leon	65,600	64,700	99
	Manatee	76,700	76,000	99
	Marion	66,800	65,600	98
	Martin	36,300	35,900	99
	Monroe	31,600	30,800	98
	Nassau	14,100	13,900	99
	Okaloosa	49,000	48,600	99
	Okeechobee	9,600	9,500	99
	Orange	211,700	209,900	99
	St Johns	26,900	26,600	99
	St Lucie	46,700	46,100	99
	Sarasota	115,200	114,100	99
	Seminole	87,400	86,600	99
	Suwannee	9,400	9,100	97
	Taylor	6,600	6,400	97
	Volusia	135,200	133,900	99
	<b>GEORGIA</b>			
	Bacon	3,500	3,400	97
	Banks	3,600	3,500	97
	Bibb	56,400	55,800	99
	Brooks	5,300	5,200	98
	Bryan	4,200	4,100	98
	Bulloch	12,000	11,800	98
	Butts	4,600	4,500	98
	Calhoun	1,500	1,400	93
	Camden	5,400	5,300	98
	Candler	2,700	2,600	96
	Catoosa	14,200	14,100	99
	Chatham	76,700	76,000	99
	Chattahoochee	3,000	3,000	100
	Chattooga	7,800	7,700	99
	Clarke	29,300	28,900	99
	Coffee	9,900	9,700	98
	Columbia	18,600	18,300	98
	Cook	4,800	4,700	98
	Crisp	7,100	6,900	97
	Decatur	9,000	8,900	98
	Dougherty	34,900	34,500	99
	Echols	800	800	100
	Emanuel	7,400	7,200	97
	Floyd	29,800	29,500	99
	Gilmer	4,400	4,300	98
	Greene	4,000	3,900	97
	Habersham	9,500	9,400	99
	Heard	2,300	2,300	100
	Jackson	9,700	9,600	99
	Jeff Davis	4,300	4,200	98
	Jefferson	6,500	6,400	98
	Johnson	3,100	3,000	97
	Jones	6,600	6,500	98
	Laurens	13,600	13,300	98
	Lee	4,800	4,700	98
	Liberty	12,400	12,200	98
	Macon	4,900	4,800	98
	Madison	7,200	7,100	99
	Monroe	5,400	5,300	98
	Montgomery	2,300	2,200	96
	Muscogee	61,500	60,900	99
	Pickens	4,900	4,800	98

**Georgia**

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Pike	3,200	3,100	97
	Polk	11,900	11,800	99
	Pulaski	3,200	3,100	97
	Putnam	4,100	4,000	98
	Quitman	800	800	100
	Rabun	4,200	4,100	98
	Randolph	3,300	3,200	97
	Richmond	65,300	64,700	99
	Seminole	3,300	3,200	97
	Sumter	10,100	9,900	98
	Taliaferro	800	800	100
	Telfair	4,000	3,900	98
	Terrell	4,100	4,000	98
	Thomas	13,200	13,000	98
	Tift	11,700	11,500	98
	Toombs	8,800	8,600	98
	Towns	2,500	2,500	100
	Troup	19,200	18,900	98
	Walker	20,100	19,900	99
	Washington	6,400	6,200	97
	Wayne	7,200	7,100	99
	Wheeler	1,900	1,800	95
	White	4,200	4,100	98
	Whitfield	24,700	24,500	99
	<b>IOWA</b>			
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Black Hawk	49,900	49,500	99
	Cass	7,200	7,100	99
	Cerro Gordo	19,600	19,400	99
	Clay	8,200	8,100	99
	Des Moines	18,300	18,100	99
	Dickinson	6,900	6,800	99
	Dubuque	31,600	31,100	98
	Emmet	5,100	5,000	98
	Henry	7,200	7,100	99
	Jackson	8,500	8,400	99
	Jasper	14,300	14,200	99
	Keokuk	5,000	4,900	98
	Kossuth	8,200	8,100	99
	Linn	66,800	66,300	99
	Madison	4,700	4,700	100
	Montgomery	5,700	5,600	98
	Muscatine	15,500	15,400	99
	Pocahontas	4,200	4,100	98
	Pottawattamie	33,100	32,800	99
	Ringgold	2,400	2,400	100
	Union	5,700	5,600	98
	Wayne	3,400	3,300	97
	Webster	16,900	16,700	99
	Worth	3,600	3,600	100
	Wright	6,400	6,300	98
	<b>IDAHO</b>			
	Bannock	24,000	23,500	98
	Blaine	5,200	5,000	96
	Bonneville	22,700	22,400	99
	Cassia	6,500	6,400	98
	Custer	2,100	2,000	95
	Lewis	1,400	1,400	100
	Lincoln	1,200	1,200	100
	Madison	5,500	5,400	98
	Minidoka	6,700	6,500	97
	Nez Perce	12,600	12,300	98
	Twin Falls	19,700	19,400	98
	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Cass	5,600	5,500	98
	Champaign	61,600	60,300	98
	Coles	19,700	19,300	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Crawford</b>	8,400	8,200	98
	Cumberland	4,500	4,400	98
	De Witt	7,300	7,200	99
	Edgar	8,500	8,300	98
	Henry	20,900	20,600	99
	Iroquois	12,500	12,200	98
	Jefferson	15,800	15,300	97
	Kankakee	37,200	36,600	98
	Lawrence	6,900	6,700	97
	Lee	12,900	12,700	98
	Livingston	14,900	14,500	97
	Mc Lean	45,900	44,800	98
	Marion	17,900	17,500	98
	Menard	4,700	4,600	98
	Peoria	76,000	74,700	98
	Piatt	6,400	6,300	98
	Rock Island	63,200	62,500	99
	Sangamon	74,500	72,700	98
	Shelby	9,200	8,900	97
	Stark	2,800	2,800	100
	Tazewell	49,700	48,900	98
	Wabash	5,500	5,300	96
	Winnebago	94,000	92,600	99
	<b>INDIANA</b>			
	Clinton	11,500	11,300	98
	Daviess	10,400	10,100	97
	Delaware	44,100	43,500	99
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Jay	8,300	8,100	98
	Jefferson	10,800	10,600	98
	Knox	16,000	15,700	98
	Lawrence	16,300	16,000	98
	Madison	48,500	47,900	99
	Martin	3,900	3,800	97
	Monroe	36,200	35,100	97
	Newton	5,400	5,300	98
	Perry	6,700	6,500	97
	Tippecanoe	42,800	41,700	97
	Vanderburgh	65,800	64,400	98
	Vigo	39,700	39,000	98
	Warrick	16,600	16,200	98
	White	9,400	9,200	98
	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Chautauqua	2,300	2,300	100
	Clark	1,000	1,000	100
	Coffey	4,000	3,900	98
	Cowley	14,600	14,400	99
	Decatur	1,800	1,800	100
	Doniphan	3,400	3,300	97
	Douglas	25,600	25,200	98
	Edwards	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Finney	10,000	9,900	99
	Gove	1,400	1,400	100
	Grant	2,600	2,600	100
	Greeley	700	700	100
	Greenwood	3,600	3,500	97
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100
	Kiowa	1,600	1,600	100
	Labette	9,900	9,700	98
	Logan	1,400	1,400	100
	Marshall	5,200	5,100	98
	Meade	1,800	1,800	100
	Montgomery	16,700	16,400	98
	Morris	2,600	2,500	96
	Neosho	7,200	7,100	99

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Ness	1,800	1,800	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	97
	Rice	4,900	4,800	98
	Riley	20,400	20,000	98
	Saline	20,100	19,800	99
	Scott	2,200	2,200	100
	Sedgwick	148,900	147,500	99
	Stafford	2,500	2,500	100
	Stevens	1,700	1,600	94
	Thomas	3,300	3,200	97
	Trego	1,600	1,600	100
	Wabauensee	2,500	2,400	96
	Wilson	4,800	4,700	98
	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Boyd	20,600	20,500	100
	Boyle	9,500	9,400	99
	Bracken	2,700	2,700	100
	Caldwell	5,000	4,900	98
	Carter	8,900	8,800	99
	Casey	5,900	5,800	98
	Christian	21,000	20,800	99
	Cumberland	2,800	2,700	96
	Daviess	32,500	32,300	99
	Estill	5,300	5,200	98
	Fayette	82,100	81,500	99
	Franklin	17,100	17,000	99
	Fulton	3,200	3,200	100
	Greenup	13,700	13,600	99
	Hardin	27,000	26,800	99
	Harlan	14,400	14,200	99
	Hopkins	17,800	17,600	99
	Jackson	4,300	4,200	98
	Jefferson	256,600	255,500	100
	Jessamine	10,100	9,900	98
	Lawrence	5,400	5,300	98
	Leslie	5,100	4,900	96
	Letcher	11,000	10,800	98
	Lewis	5,000	4,900	98
	Mc Cracken	24,200	24,100	100
	Muhlenberg	11,600	11,500	99
	Powell	3,900	3,800	97
	Pulaski	18,400	18,000	98
	Shelby	8,700	8,600	99
	Taylor	8,600	8,500	99
	Warren	28,600	28,300	99
	Wayne	6,600	6,400	97
	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Ascension	19,800	19,400	98
	Assumption	6,900	6,700	97
	Avoyelles	15,100	14,800	98
	Beauregard	11,400	11,100	97
	Bossier	31,700	31,300	99
	Caddo	103,100	101,900	99
	Calcasieu	62,600	62,000	99
	Concordia	8,200	8,000	98
	De Soto	9,800	9,600	98
	East Baton Rouge	144,600	143,200	99
	East Carroll	3,700	3,600	97
	Iberia	22,400	22,100	99
	Iberville	10,400	10,200	98
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,400	61,700	99
	Lafourche	29,200	28,900	99
	Lincoln	14,000	13,800	99
	Madison	5,800	5,600	97
	Morehouse	12,500	12,300	98

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Natchitoches	14,300	13,800	96
	Ouachita	51,600	51,000	99
	Plaquemines	8,300	8,200	99
	Pointe Coupee	8,600	8,400	98
	Rapides	50,400	49,800	99
	Red River	3,800	3,700	97
	Sabine	10,600	10,200	96
	St Bernard	23,900	23,800	100
	St James	6,800	6,700	99
	St John The Baptist	12,900	12,700	98
	St Landry	30,000	29,300	98
	St Martin	14,800	14,600	99
	Tangipahoa	31,500	30,900	98
	Tensas	3,000	2,900	97
	Terrebonne	34,600	34,200	99
	Vermilion	18,600	18,400	99
	Vernon	18,600	18,100	97
	Webster	16,900	16,600	98
	West Baton Rouge	6,700	6,600	98
	Winn	6,400	6,200	97
	<b>MARYLAND</b>			
	Worcester	13,800	13,600	99
	<b>MAINE</b>			
	Aroostook	29,400	28,600	97
	Washington	13,100	12,700	97
	<b>MICHIGAN</b>			
	Delta	13,900	13,600	98
	Dickinson	10,200	10,000	98
	Gogebic	7,300	7,100	97
	Grand Traverse	21,800	21,300	98
	Houghton	13,200	12,700	96
	Iron	5,600	5,500	98
	Manistee	9,300	9,100	98
	Marquette	25,500	25,100	99
	St Joseph	21,200	20,900	99
	<b>MINNESOTA</b>			
	Cook	1,800	1,800	100
	Cottonwood	5,200	5,000	96
	Crow Wing	17,100	16,700	98
	Jackson	4,900	4,800	98
	Kittson	2,400	2,300	96
	Koochiching	6,200	6,000	97
	Lake Of The Woods	1,500	1,400	93
	Mahnomen	1,700	1,700	100
	Marshall	4,500	4,400	98
	Martin	9,700	9,600	99
	Murray	4,000	3,900	99
	Pennington	5,800	5,600	97
	Polk	12,500	12,300	98
	St Louis	81,400	80,500	99
	Steele	11,000	10,900	99
	Wadena	5,000	4,800	96
	Winona	16,000	15,700	98
	<b>MISSOURI</b>			
	Buchanan	32,000	31,600	99
	Butler	14,800	14,400	97
	Carter	2,000	1,900	95
	Dent	5,700	5,500	96
	Dunklin	13,400	13,100	98
	Greene	75,600	74,800	99
	Harrison	4,200	4,100	98
	Howell	11,900	11,400	96
	Jasper	34,200	33,700	99
	Linn	6,300	6,200	98
	Livingston	6,100	6,000	98
	Macon	6,300	6,200	98
	Madison	4,500	4,400	98
	Marion	10,700	10,600	99
	Mississippi	5,300	5,200	98
	New Madrid	7,800	7,600	97

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Pemiscot	8,400	8,200	98
	Pettis	13,800	13,500	98
	Pulaski	10,700	10,500	98
	Reynolds	2,900	2,800	97
	Ripley	5,000	4,700	94
	Saline	9,400	9,200	98
	Scotland	2,100	2,100	100
	Shannon	2,900	2,700	93
	Stoddard	11,000	10,800	98
	<b>MISSISSIPPI</b>			
	Alcorn	13,200	13,000	98
	Bolivar	14,100	13,700	97
	Calhoun	5,700	5,600	98
	Clay	7,400	7,300	99
Coahoma	11,900	11,600	97	
Forrest	25,900	25,700	99	
Grenada	7,600	7,500	99	
Harrison	60,500	60,100	99	
Hinds	97,700	97,000	99	
Humphreys	4,600	4,500	98	
Jackson	43,200	42,800	99	
Jones	23,000	22,800	99	
Lafayette	11,500	11,300	98	
Lamar	9,300	9,200	99	
Lauderdale	29,900	29,600	99	
Lee	23,200	22,900	99	
Lowndes	20,900	20,700	99	
Madison	15,700	15,400	98	
Monroe	12,800	12,600	98	
Montgomery	4,500	4,400	98	
Neshoba	9,100	9,000	99	
Oktibbeha	12,300	12,100	98	
Perry	3,700	3,600	97	
Pike	13,400	13,200	99	
Pontotoc	8,200	8,100	99	
Prentiss	9,200	9,100	99	
Simpson	8,400	8,300	99	
Sunflower	10,600	10,300	97	
Tallahatchie	5,300	5,200	98	
Tippah	7,100	7,000	99	
Tishomingo	7,300	7,200	99	
Warren	19,100	18,800	98	
Wayne	6,800	6,700	99	
Yazoo	9,300	9,100	98	
<b>MONTANA</b>				
Beaverhead	3,200	3,000	94	
Carbon	3,800	3,700	97	
Custer	5,500	5,200	94	
Daniels	1,000	1,000	100	
Dawson	4,900	4,700	96	
Fallon	1,400	1,300	93	
Fergus	5,200	4,900	94	
Flathead	22,400	21,700	97	
Glacier	3,700	3,500	95	
Hill	6,900	6,700	97	
Lewis + Clark	19,100	18,400	96	
Lincoln	6,600	6,300	95	
Mineral	1,600	1,600	100	
Missoula	31,700	30,600	97	
Park	5,700	5,500	96	
Pondera	2,500	2,400	96	
Powell	2,400	2,300	96	
Prairie	700	600	86	
Richland	5,000	4,800	96	
Roosevelt	3,700	3,600	97	
Rosebud	4,500	4,200	93	
Sheridan	2,100	2,000	95	
Sweet Grass	1,300	1,200	92	
Treasure	400	400	100	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Yellowstone	49,000	48,200	98
	<b>NORTH CAROLINA</b>			
	Ashe	9,000	8,800	98
	Avery	5,300	5,200	98
	Brunswick	16,600	16,300	98
	Cabarrus	34,300	34,100	99
	Caldwell	26,000	25,700	99
	Carteret	19,000	18,800	99
	Catawba	42,100	41,800	99
	Clay	2,800	2,700	96
	Craven	27,100	26,900	99
	Cumberland	84,900	83,900	99
	Dare	7,300	7,100	97
	Forsyth	100,800	99,900	99
	Graham	2,500	2,400	96
Guilford	125,100	124,200	99	
Halifax	19,400	19,000	98	
Haywood	18,700	18,400	98	
Hoke	6,800	6,700	99	
Mecklenburg	168,800	167,500	99	
New Hanover	43,500	43,100	99	
Onslow	35,300	35,000	99	
Richmond	17,400	17,200	99	
Scotland	11,700	11,500	98	
Transylvania	9,500	9,400	99	
Vance	13,600	13,400	99	
Wake	133,900	132,600	99	
Washington	5,100	5,000	98	
Watauga	12,400	12,200	98	
<b>NORTH DAKOTA</b>				
Adams	1,300	1,300	100	
Bowman	1,600	1,600	100	
Burke	1,400	1,400	100	
Burleigh	22,900	22,600	99	
Dunn	1,600	1,600	100	
Grand Forks	23,900	23,700	99	
Kidder	1,400	1,400	100	
Mc Lean	4,800	4,700	98	
Mercer	5,300	5,200	98	
Morton	9,900	9,800	99	
Oliver	800	800	100	
Pembina	3,700	3,600	97	
Renville	1,300	1,300	100	
Richland	7,000	6,900	99	
Stark	9,300	9,200	99	
Steele	1,100	1,100	100	
Stutsman	9,100	9,000	99	
Towner	1,600	1,600	100	
Walsh	5,600	5,500	98	
Ward	21,300	21,000	99	
Wells	2,700	2,700	100	
Williams	9,800	9,700	99	
<b>NEBRASKA</b>				
Adams	12,100	12,000	99	
Brown	1,700	1,600	94	
Burt	3,600	3,600	100	
Chase	2,000	2,000	100	
Cheyenne	4,100	4,000	98	
Dawes	3,600	3,500	97	
Frontier	1,400	1,400	100	
Gage	9,100	9,000	99	
Hall	19,100	18,900	99	
Harlan	1,700	1,700	100	
Hooker	400	400	100	
Jefferson	3,700	3,600	97	
Lancaster	80,600	79,800	99	
Lincoln	13,700	13,500	99	
Merrick	3,200	3,200	100	
Morrill	2,400	2,300	96	
Nuckolls	2,600	2,600	100	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Platte	11,000	10,900	99
	Polk	2,300	2,300	100
	Richardson	4,400	4,300	98
	Rock	900	900	100
	Sarpy	31,500	31,400	100
	Sheridan	3,000	2,900	97
	Sioux	700	700	100
	Thayer	2,800	2,800	100
	York	5,700	5,600	98
	<b>NEW MEXICO</b>			
	Chaves	22,600	22,100	98
	Cibola	9,900	9,700	98
	Colfax	5,300	5,000	94
	Dona Ana	39,900	38,600	97
	Grant	9,200	8,700	95
	Hidalgo	2,100	2,000	95
	Lea North	20,600	20,100	98
	Lea South	2,600	2,500	96
	Lincoln	5,900	5,700	96
	Luna	6,400	6,200	97
	Mc Kinley	18,200	16,800	93
	Otero	16,600	16,200	98
	Quay	4,000	3,800	95
	Roosevelt	6,100	5,900	97
	San Juan	33,900	31,900	94
	Sierra	4,100	3,800	93
	Union	1,800	1,700	94
	<b>NEVADA</b>			
	Elko	8,300	7,800	93
	<b>NEW YORK</b>			
	Delaware	17,300	16,700	97
	Madison	23,000	22,600	98
	Onondaga	172,700	170,500	99
	Oswego	42,400	41,800	99
	<b>OHIO</b>			
	Allen	40,900	40,200	98
	Athens	19,100	18,500	97
	Crawford	18,400	18,100	98
	Guernsey	15,800	15,400	97
	Jackson	11,200	10,900	97
	Jefferson	32,500	32,100	99
	Lawrence	23,700	23,200	98
	Marion	23,900	23,600	99
	Mercer	13,100	12,900	98
	Miami	33,500	33,100	99
	Monroe	6,200	6,000	97
	Morgan	5,300	5,100	96
	Muskingum	31,500	30,900	98
	Noble	4,200	4,000	95
	Perry	11,600	11,400	98
	Richland	48,500	47,800	99
	Scioto	31,000	30,300	98
	Washington	23,700	23,000	97
	<b>OKLAHOMA</b>			
	Alfalfa	2,700	2,700	100
	Beckham	9,700	9,500	98
	Carter	18,300	18,100	99
	Choctaw	6,300	6,100	97
	Comanche	38,200	37,900	99
	Custer	12,800	12,600	98
	Dewey	2,300	2,300	100
	Ellis	2,300	2,200	96
	Garfield	25,900	25,700	99
	Grant	2,700	2,700	100
	Harmon	1,800	1,800	100
	Harper	1,900	1,900	100
	Haskell	4,800	4,700	98
	Kay	20,900	20,700	99
	Kiowa	5,400	5,300	98
	Latimer	3,800	3,700	97

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Le Flore	17,000	16,700	98
	Mc Curtain	13,200	12,900	98
	Murray	5,200	5,200	100
	Pittsburg	16,600	16,300	98
	Pushmataha	5,300	5,100	96
	Stephens	17,800	17,600	99
	Tillman	4,500	4,400	98
	Tulsa	207,900	206,400	99
	Washington	21,100	21,000	100
	Washita	5,900	5,800	98
	Woodward	8,500	8,300	98
	<b>OREGON</b>			
	Baker	6,300	5,900	94
	Crook	5,100	4,800	94
	Curry	7,000	6,500	93
	Deschutes	25,900	24,500	94
	Douglas	35,100	33,400	95
	Grant	3,200	2,800	87
	Hood River	6,200	5,800	93
	Jefferson	4,600	4,400	96
	Klamath	22,000	21,200	96
	Lake	3,000	2,800	93
	Lane	104,100	100,300	96
	Lincoln	15,700	14,500	92
	Linn	33,600	32,300	96
	Morrow	3,000	2,800	93
	Polk	17,100	16,500	96
	Tillamook	8,500	7,900	93
	Wallowa	3,000	2,800	93
	Wheeler	700	700	100
	<b>PENNSYLVANIA</b>			
	Cambria	65,200	64,300	99
	Clinton	14,300	14,000	98
	Elk	13,800	13,500	98
	Erie	104,000	102,600	99
	Huntingdon	15,300	14,900	97
	Mc Kean	18,700	18,200	97
	Mifflin	17,800	17,200	97
	Potter	6,900	6,700	97
	Tioga	14,700	14,200	97
	Venango	24,100	23,400	97
	Warren	17,500	16,900	97
	<b>SOUTH CAROLINA</b>			
	Aiken	43,200	42,800	99
	Barnwell	7,300	7,200	99
	Beaufort	26,700	26,300	98
	Berkeley	41,400	40,600	98
	Charleston	100,300	99,200	99
	Darlington	22,800	22,500	99
	Dorchester	26,300	25,900	98
	Florence	41,400	40,900	99
	Georgetown	16,500	16,100	98
	Greenville	117,200	116,200	99
	Hampton	6,900	6,700	97
	Horry	48,100	47,300	98
	Kershaw	15,500	15,200	98
	Lexington	60,200	59,400	99
	Marlboro	10,700	10,500	98
	Richland	98,700	97,500	99
	Sumter	31,400	30,900	98
	<b>SOUTH DAKOTA</b>			
	Beadle	7,300	7,200	99
	Brule	2,000	2,000	100
	Butte	3,300	3,200	97
	Campbell	800	800	100
	Charles Mix	3,400	3,300	97
	Codington	8,500	8,400	99
	Davison	7,400	7,200	97
	Dewey	1,600	1,500	94
	Fall River	3,500	3,400	97



**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>SOUTH DAKOTA</b>				
		Gregory	2,100	2,100	100
		Haakon	1,000	1,000	100
		Hamlin	1,900	1,900	100
		Hand	1,800	1,800	100
		Hughes	6,100	6,000	98
		Mc Cook	2,300	2,300	100
		Minnehaha	47,800	47,500	99
		Moody	2,400	2,400	100
		Potter	1,300	1,300	100
		Spink	3,300	3,300	100
		Stanley	900	900	100
		Sully	700	700	100
		Todd	2,000	1,900	95
		Tripp	2,800	2,800	100
		Walworth	2,600	2,500	96
		Yankton	7,100	7,000	99
	<b>TENNESSEE</b>				
	Anderson	27,000	26,800	99	
	Bradley	26,100	25,900	99	
	Campbell	13,500	13,300	99	
	Carroll	10,700	10,600	99	
	Carter	19,600	19,400	99	
	Claiborne	9,400	9,200	98	
	Cocke	11,100	10,900	98	
	Coffee	15,000	14,900	99	
	Dyer	13,200	13,100	99	
	Franklin	11,800	11,700	99	
	Greene	20,800	20,600	99	
	Hamblen	21,500	21,300	99	
	Hamilton	110,100	109,500	99	
	Hardin	8,600	8,400	98	
	Hawkins	17,000	16,800	99	
	Henry	11,600	11,400	98	
	Knox	129,900	129,000	99	
	Lake	2,600	2,600	100	
	Madison	28,800	28,500	99	
	Montgomery	30,300	30,100	99	
	Morgan	5,800	5,700	98	
	Obion	12,900	12,800	99	
	Overton	6,500	6,400	98	
	Pickett	1,600	1,600	100	
	Putnam	18,600	18,400	99	
	Rhea	9,300	9,200	99	
	Roane	18,600	18,400	99	
	Scott	7,200	7,100	99	
	Sequatchie	3,300	3,300	100	
	Sevier	18,300	18,100	99	
	Sullivan	56,900	56,600	99	
	Unicoi	6,300	6,200	98	
	Van Buren	1,500	1,500	100	
	Warren	12,900	12,700	98	
	Washington	34,200	34,000	99	
	<b>TEXAS</b>				
	Andrews	5,200	5,100	98	
	Angelina	24,800	24,400	98	
	Aransas	6,900	6,800	99	
	Atascosa	10,100	9,900	98	
	Bailey	2,700	2,700	100	
	Bee	9,300	9,100	98	
	Bell	59,300	58,700	99	
	Bexar	374,100	369,800	99	
	Bowie	30,200	29,800	99	
	Brazos	41,800	41,200	99	
	Brown	14,500	14,200	98	
	Burnet	9,800	9,700	99	
	Calhoun	7,400	7,300	99	
	Cameron	70,200	69,200	99	
	Castro	3,300	3,200	97	
	Childress	2,700	2,700	100	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>Coke</b>				
		Coke	1,400	1,400	100
		Collingsworth	1,800	1,700	94
		Comanche	5,100	5,000	98
		Coryell	16,900	16,700	99
		Cottle	1,200	1,200	100
		Deaf Smith	6,900	6,800	99
		Dimmit	3,500	3,300	94
		Eastland	8,200	8,000	98
		Floyd	3,200	3,200	100
		Foard	900	900	100
		Franklin	3,200	3,100	97
		Frio	4,400	4,300	98
		Gaines	4,800	4,800	100
		Gray	10,300	10,200	99
		Grayson	37,100	36,600	99
		Gregg	42,300	41,800	99
		Hale	12,800	12,700	99
		Hays	16,600	16,300	98
		Hemphill	2,300	2,300	100
		Hopkins	11,000	10,800	98
		Hutchinson	10,700	10,600	99
		Jefferson	94,400	93,700	99
		Jim Hogg	1,800	1,700	94
		Jones	6,900	6,800	99
		Kent	400	400	100
		Kerr	14,200	13,900	98
		Kimble	1,600	1,500	94
		Kinney	900	900	100
		Kleberg	10,900	10,700	98
		Knox	1,900	1,900	100
		Lamb	6,400	6,300	98
		La Salle	2,000	1,900	95
		Live Oak	3,800	3,700	97
		Mc Culloch	3,600	3,500	97
		Mason	1,600	1,500	94
		Maverick	9,900	9,400	95
		Menard	900	900	100
		Midland	41,500	41,200	99
		Mills	1,900	1,900	100
		Mitchell	3,300	3,300	100
		Moore	6,100	6,100	100
	Motley	800	800	100	
	Nacogdoches	19,100	18,600	97	
	Nolan	6,500	6,400	98	
	Nueces	99,400	98,200	99	
	Parmer	3,400	3,400	100	
	Pecos	4,800	4,700	98	
	Potter	41,600	41,300	99	
	Randall	33,700	33,600	100	
	Reagan	1,500	1,500	100	
	Reeves	4,800	4,700	98	
	Roberts	400	400	100	
	Runnels	4,700	4,600	98	
	Schleicher	1,000	1,000	100	
	Shackelford	1,700	1,700	100	
	Somervell	2,000	2,000	100	
	Starr	9,200	8,900	97	
	Stephens	4,400	4,300	98	
	Stonewall	1,000	1,000	100	
	Swisher	3,300	3,300	100	
	Terry	5,200	5,100	98	
	Throckmorton	900	900	100	
	Tom Green	35,600	35,200	99	
	Upton	1,700	1,700	100	
	Uvalde	7,800	7,600	97	
	Walker	15,400	14,900	97	
	Ward	5,100	5,000	98	
	Webb	32,000	31,400	98	
	Wichita	45,100	44,800	99	
	Willacy	5,000	4,900	98	

**Georgia**

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Winkler	3,500	3,500	100
	<b>UTAH</b>			
	Box Elder	11,300	11,200	99
	Carbon	9,000	8,800	98
	Grand	3,100	2,900	93
	San Juan	3,300	3,000	91
	Sanpete	5,300	5,200	98
	Wasatch	3,200	3,100	97
	<b>VIRGINIA</b>			
	Albemarle	37,800	37,100	98
	Alleghany	9,200	9,100	99
	Augusta	32,600	32,200	99
	Campbell	40,000	39,600	99
	Dickenson	7,000	6,900	99
	Gloucester	9,300	9,200	99
	Greene	3,000	2,900	97
	Henry	27,100	26,800	99
	Lee	9,500	9,300	98
	Mecklenburg	10,400	10,200	98
	Montgomery	26,100	25,800	99
	Nelson	4,200	4,100	98
	Page	7,500	7,500	100
	Pittsylvania	40,200	39,700	99
	Prince George	14,800	14,700	99
	Roanoke	75,600	75,000	99
	Rockbridge	10,600	10,400	98
	Russell	11,900	11,700	98
	Smyth	11,700	11,600	99
	Tazewell	17,800	17,600	99
	Washington	23,800	23,500	99
	Westmoreland	5,700	5,600	98
	Wythe	9,400	9,200	98
	York	15,900	15,800	99
	Chesapeake City	43,300	42,900	99
	Hampton City	43,900	43,600	99
	Newport News City	54,500	54,100	99
	Va Beach City	109,700	109,000	99
	<b>VERMONT</b>			
	Essex	2,400	2,400	100
	Orleans	8,900	8,800	99
	<b>WASHINGTON</b>			
	Adams	5,000	4,800	96
	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Cowlitz	31,200	30,200	97
	Douglas	9,500	9,200	97
	Garfield	1,000	900	90
	Grant	19,500	18,700	96
	Kittitas East	7,700	7,200	93
	Pacific	7,500	7,000	93
	Pend Oreille	3,400	3,300	97
	Stevens	11,300	10,700	95
	Whitman	14,800	14,200	96
	<b>WISCONSIN</b>			
	Eau Claire	31,200	30,600	98
	Grant	17,900	17,300	97
	Iron	2,700	2,700	100
	Juneau	8,600	8,300	96
	Trempealeau	9,800	9,500	97
	<b>WEST VIRGINIA</b>			
	Barbour	6,200	6,100	98
	Brooke	10,600	10,600	100
	Fayette	21,300	21,100	99
	Greenbrier	14,400	14,100	98
	Hancock	14,700	14,700	100
	Harrison	29,700	29,500	99
	Jackson	9,600	9,500	99
	Kanawha	89,400	88,800	99
	Lewis	7,100	7,000	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Lincoln	8,100	8,000	99
	Mc Dowell	16,200	15,900	98
	Marion	25,300	25,100	99
	Marshall	15,100	15,000	99
	Mercer	28,000	27,700	99
	Mineral	10,300	10,200	99
	Monongalia	29,000	28,600	99
	Nicholas	10,500	10,400	99
	Ohio	23,000	22,900	100
	Pendleton	3,100	3,000	97
	Putnam	15,700	15,600	99
	Randolph	10,700	10,500	98
	Taylor	6,300	6,200	98
	Tyler	4,100	4,000	98
	Upshur	9,000	8,900	99
	Wayne	17,000	16,800	99
	Webster	4,600	4,500	98
	Wood	35,500	35,100	99
	<b>WYOMING</b>			
	Albany	11,600	11,100	96
	Big Horn	4,500	4,300	96
	Campbell	12,400	11,800	95
	Crook	2,200	2,100	95
	Hot Springs	2,100	2,000	95
	Lincoln	4,800	4,600	96
	Niobrara	1,200	1,200	100
	Park	9,100	8,700	96
	Platte	4,900	4,700	96
	Sheridan	10,900	10,300	95
	Sublette	1,700	1,600	94
	Teton	4,900	4,700	96
	Uinta	7,600	7,300	96
	Washakie	3,600	3,500	97
	Weston	3,000	2,800	95
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Baldwin	33,000	32,700	99
	Bibb	6,000	5,900	98
	Blount	14,400	14,300	99
	Bullock	3,700	3,600	97
	Cherokee	7,200	7,100	99
	Chilton	12,300	12,100	98
	Choctaw	5,700	5,600	98
	Clarke	9,500	9,300	98
	Clay	4,800	4,700	98
	Crenshaw	5,300	5,200	98
	Cullman	24,700	24,500	99
	De Kalb	22,100	21,900	99
	Elmore	16,400	16,200	99
	Fayette	7,200	7,100	99
	Franklin	11,300	11,100	98
	Greene	3,800	3,700	97
	Hale	5,000	4,900	98
	Henry	5,700	5,600	98
	Lawrence	11,000	10,800	98
	Limestone	16,800	16,600	99
	Macon	8,500	8,300	98
	Marengo	8,500	8,300	98
	Mobile	138,500	137,600	99
	Monroe	7,700	7,500	97
	Perry	4,800	4,700	98
	Pike	10,100	9,900	98
	St Clair	16,600	16,400	99
	Shelby	28,100	27,900	99
	Walker	26,500	26,300	99
	Wilcox	4,600	4,500	98
	Winston	8,700	8,600	99
	<b>ARKANSAS</b>			
	Arkansas	8,600	8,500	99
	Baxter	13,500	13,200	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ARKANSAS</b>			
	Boone	11,300	11,100	98
	Calhoun	2,200	2,200	100
	Carrroll	7,400	7,200	97
	Clark	8,100	7,900	98
	Conway	7,200	7,100	99
	Crawford	14,600	14,300	98
	Crittenden	16,300	15,900	98
	Cross	6,800	6,700	99
	Dallas	4,000	3,900	97
	Drew	6,400	6,200	97
	Faulkner	18,500	18,200	98
	Fulton	4,400	4,200	95
	Garland	31,600	31,100	98
	Grant	4,900	4,800	98
	Hempstead	8,700	8,500	98
	Hot Spring	10,400	10,200	98
	Howard	5,100	5,000	98
	Izard	4,800	4,600	96
	Lafayette	3,600	3,500	97
	Lee	5,000	4,800	96
	Lonoke	13,100	12,900	98
	Madison	4,500	4,300	96
	Monroe	4,600	4,500	98
	Montgomery	3,300	3,200	97
	Nevada	3,800	3,700	97
	Pike	4,100	4,000	98
	Poinsett	9,100	9,000	99
	Pope	15,900	15,600	98
	Prairie	3,700	3,600	97
	St Francis	9,800	9,600	98
	Saline	19,600	19,400	99
	Scott	3,900	3,800	97
	Searcy	3,600	3,500	97
	Sharp	6,600	6,300	95
Van Buren	6,100	6,000	98	
White	19,100	18,800	98	
Woodruff	3,800	3,700	97	
<b>ARIZONA</b>				
	Coconino	28,800	26,700	93
	Maricopa	718,300	703,900	98
	Mohave	30,300	28,900	95
	Pima	252,400	247,300	98
	Pinal	34,600	33,500	97
	Yavapai	37,200	35,300	95
<b>CALIFORNIA</b>				
	Alameda	467,800	453,400	97
	Alpine	400	300	75
	Amador	10,000	9,500	95
	Butte	68,300	65,100	95
	Calaveras	10,800	10,300	95
	Contra Costa East	29,400	28,700	98
	Contra Costa West	246,600	241,100	98
	Fresno	209,600	201,700	96
	Glenn	8,600	8,300	97
	Humboldt	45,400	43,500	96
	Inyo	7,800	7,000	90
	Kings	26,600	25,400	95
	Lassen	8,400	7,800	93
	Los Angeles	2,962,300	2,881,300	97
	Madera	26,200	25,000	95
	Marin	94,400	91,500	97
	Merced	55,200	53,100	96
	Modoc	3,700	3,400	92
	Monterey	110,900	106,600	96
	Napa	41,100	39,600	96
	Nevada	27,100	25,600	94
	Orange	765,500	751,800	98
	Placer West	50,600	48,700	96
	Plumas	7,900	7,400	94

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Riverside East	7,500	7,300	97
	Riverside West	237,300	228,300	96
	San Bernardino	385,000	372,700	97
	San Diego	798,700	776,200	97
	San Francisco	315,800	296,300	94
	San Joaquin	150,900	144,600	96
	San Luis Obispo	72,600	69,400	96
	San Mateo	243,100	238,500	98
	Santa Clara East	22,700	22,100	97
	Santa Clara West	473,100	460,600	97
	Shasta	52,000	50,300	97
	Solano East	56,100	54,800	98
	Stanislaus	110,200	105,100	95
	Tulare	94,600	90,600	96
	Tuolumne	15,900	15,000	94
	Ventura	205,600	200,600	98
	Yolo	47,600	45,800	96
<b>COLORADO</b>				
	Adams	103,900	103,100	99
	Arapahoe	154,600	152,900	99
	Archuleta	1,900	1,800	95
	Baca	1,900	1,700	89
	Boulder	86,500	84,400	98
	Chaffee	5,100	4,900	96
	Cheyenne	1,000	900	89
	Clear Creek	3,000	2,900	97
	Costilla	1,200	1,100	91
	Crowley	1,200	1,200	100
	Delta	9,500	9,100	96
	Denver	226,900	222,300	98
	Douglas	12,200	12,100	99
	Eagle	7,200	6,800	94
	El Paso	132,200	130,300	99
	Garfield	10,200	9,700	95
	Gilpin	1,200	1,200	100
	Grand	3,900	3,700	95
	Gunnison	4,200	3,900	93
	Huerfano	2,700	2,600	96
	Jefferson	167,600	166,100	99
	Kit Carson	3,000	2,800	93
	La Plata	12,000	11,500	95
	Larimer	69,300	67,800	98
	Lincoln	1,800	1,700	94
	Montezuma	6,800	6,500	96
	Montrose	9,900	9,500	96
	Phillips	1,800	1,800	100
	Pueblo	47,700	46,900	98
	Saguache	1,400	1,300	93
	Teller	4,400	4,300	98
	Washington	2,000	1,900	95
	Weld	51,500	50,600	98
	Yuma	4,000	3,800	95
<b>CONNECTICUT</b>				
	Fairfield	293,400	289,900	99
	New Haven	285,400	281,500	99
<b>DELAWARE</b>				
	Kent	36,500	36,200	99
	New Castle	145,400	144,800	100
	Sussex	40,200	39,700	99
<b>FLORIDA</b>				
	Baker	5,200	5,100	98
	Bradford	7,500	7,400	99
	Broward	498,200	495,300	99
	Calhoun	3,500	3,400	97
	Citrus	34,700	34,000	98
	Clay	28,100	27,800	99
	Dade	667,400	661,700	99
	De Soto	7,700	7,600	99
	Gadsden	13,400	13,100	98
	Gilchrist	2,600	2,600	100

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Hardee	7,100	7,000	99
	Hernando	30,600	30,100	99
	Highlands	24,600	24,200	98
	Hillsborough	287,400	284,700	99
	Holmes	6,100	5,900	97
	Jackson	14,500	14,100	97
	Jefferson	3,900	3,800	97
	Lafayette	1,600	1,500	97
	Lake	53,500	52,900	99
	Levy	9,400	9,100	97
	Liberty	1,500	1,500	100
	Madison	5,000	4,800	96
	Osceola	30,900	30,500	99
	Palm Beach	318,600	314,800	99
	Pasco	104,900	103,700	99
	Pinellas	374,700	371,600	99
	Polk	136,400	135,000	99
	Putnam	22,600	22,300	99
	Santa Rosa	24,000	23,800	99
	Sumter	11,000	10,800	98
	Walton	10,200	10,000	98
	Washington	6,300	6,200	98
	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Berrien	5,100	5,000	98
	Brantley	3,600	3,500	97
	Burke	6,600	6,400	97
	Charlton	2,800	2,700	96
	Clay	1,200	1,200	100
	Clinch	2,300	2,200	96
	Colquitt	12,900	12,700	98
	Crawford	2,400	2,300	96
	Dade	4,200	4,200	100
	Dodge	6,000	5,900	98
	Dooly	3,800	3,700	97
	Early	4,700	4,600	98
	Effingham	7,500	7,400	99
	Elbert	7,000	6,900	99
	Evans	3,100	3,100	100
	Fannin	6,000	5,900	98
	Franklin	6,000	5,900	98
	Grady	7,400	7,300	99
	Hancock	2,900	2,800	97
	Harris	6,300	6,200	98
	Irwin	3,400	3,300	97
	Jenkins	2,900	2,800	97
	Lincoln	2,200	2,200	100
	Long	1,800	1,800	100
	Mc Duffie	7,100	7,000	99
	Mc Intosh	3,000	2,900	97
	Mitchell	6,900	6,800	99
	Murray	8,000	7,900	99
	Oglethorpe	3,400	3,300	97
	Peach	7,200	7,100	99
	Pierce	4,400	4,300	98
	Schley	1,100	1,100	100
	Screven	5,400	5,300	98
	Stephens	8,100	8,000	99
	Stewart	1,900	1,800	95
	Talbot	2,000	1,900	97
	Tattnall	6,100	6,000	98
	Taylor	2,600	2,500	96
	Turner	3,200	3,100	97
	Union	4,100	4,000	98
	Wilcox	2,600	2,600	100
	Wilkes	4,000	3,900	97
	Wilkinson	3,600	3,500	97
	Worth	6,300	6,200	98

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Allamakee	5,600	5,500	98
	Benton	9,200	9,100	99
	Boone	10,300	10,200	99
	Bremer	9,200	9,100	99
	Buchanan	8,300	8,200	99
	Buena Vista	8,200	8,100	99
	Butler	6,600	6,500	98
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Cedar	7,400	7,300	99
	Cherokee	6,200	6,100	98
	Chickasaw	5,600	5,500	98
	Clarke	3,600	3,600	100
	Clayton	8,400	8,300	99
	Clinton	21,100	20,900	99
	Crawford	7,100	7,000	99
	Dallas	12,000	11,900	99
	Davis	3,500	3,500	100
	Delaware	6,800	6,700	99
	Fayette	9,400	9,300	99
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Fremont	3,900	3,900	100
	Greene	4,800	4,800	100
	Grundy	5,500	5,500	100
	Guthrie	4,800	4,700	98
	Hamilton	7,000	6,900	99
	Hancock	5,600	5,500	98
	Hardin	8,400	8,300	99
	Harrison	6,100	6,000	98
	Howard	4,200	4,100	98
	Humboldt	5,200	5,100	98
	Ida	3,500	3,500	100
	Iowa	6,100	6,000	98
	Jefferson	6,300	6,200	98
	Johnson	33,800	33,200	98
	Jones	7,400	7,300	99
	Lee	16,600	16,400	99
	Louisa	4,700	4,600	98
	Lucas	4,300	4,200	98
	Lyon	4,700	4,600	98
	Mahaska	9,300	9,200	99
	Marion	11,300	11,200	99
	Marshall	16,200	16,100	99
	Mills	5,100	5,100	100
	Mitchell	4,600	4,500	98
	Monona	4,600	4,500	98
	Monroe	3,500	3,500	100
	O Brien	6,400	6,300	98
	Osceola	3,200	3,200	100
	Page	7,800	7,700	99
	Palo Alto	4,800	4,700	98
	Plymouth	9,200	9,100	99
	Polk	127,700	126,700	99
	Poweshiek	7,300	7,200	99
	Sac	5,400	5,300	98
	Scott	63,200	62,700	99
	Shelby	5,500	5,500	100
	Sioux	10,900	10,700	98
	Story	25,800	25,500	99
	Tama	7,200	7,100	99
	Taylor	3,300	3,200	97
	Van Buren	3,300	3,200	97
	Wapello	15,800	15,600	99
	Warren	13,400	13,300	99
	Washington	7,900	7,800	99
	Winnebago	5,300	5,200	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Winneshiek	7,800	7,700	99
	Woodbury	38,400	38,100	99
	<b>IDAHO</b>			
	Ada	74,200	72,900	98
	Adams	1,300	1,200	92
	Bear Lake	2,500	2,400	96
	Benewah	3,100	3,000	97
	Bingham	11,700	11,500	98
	Bonner	10,300	10,000	97
	Boundary	2,600	2,500	96
	Canyon	29,800	29,100	98
	Caribou	3,100	3,000	97
	Elmore	6,900	6,800	99
	Franklin	2,800	2,700	96
	Fremont	3,700	3,600	97
	Gooding	4,600	4,500	98
	Idaho	5,300	5,000	94
	Jefferson	5,000	5,000	100
	Jerome	5,600	5,500	98
	Kootenai	25,400	25,000	98
	Latah	10,400	10,100	97
	Lemhi	3,000	2,800	93
	Oneida	1,100	1,100	100
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
	Power	2,600	2,500	96
	Teton	900	900	100
	Valley	2,300	2,200	96
	Washington	3,100	3,000	97
	<b>ILLINOIS</b>			
	Alexander	4,900	4,700	96
	Bond	6,200	6,000	97
	Boone	10,700	10,500	98
	Brown	2,200	2,100	95
	Carroll	6,900	6,800	99
	Christian	14,300	14,000	98
	Clark	6,700	6,500	97
	Clay	6,300	6,000	95
	Clinton	12,100	11,900	98
	Cook	1,905,100	1,874,000	98
	Dekalb	25,200	24,800	98
	Douglas	7,600	7,400	97
	Dupage	267,900	265,800	99
	Edwards	3,600	3,400	94
	Effingham	12,300	11,800	96
	Fayette	8,500	8,200	96
	Ford	5,800	5,700	98
	Franklin	18,100	17,600	97
	Fulton	16,300	15,900	98
	Gallatin	3,000	2,900	97
	Greene	6,200	6,100	98
	Grundy	12,200	12,000	98
	Hamilton	3,900	3,700	95
	Hancock	9,400	9,200	98
	Hardin	2,200	2,100	95
	Henderson	3,500	3,400	97
	Jackson	24,000	23,200	97
	Jasper	4,400	4,200	97
	Jersey	7,300	7,100	97
	Jo Daviess	9,100	8,800	97
	Johnson	3,900	3,800	97
	Kane	108,000	106,400	99
	Kendall	14,400	14,300	99
	Knox	23,400	23,100	99
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Logan	11,100	10,900	98
	Mc Donough	13,000	12,700	98
	Mchenry	58,900	58,400	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MA</b>			
	Macon	50,500	49,600	98
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	Marshall	5,400	5,300	98
	Mason	7,400	7,300	99
	Massac	6,300	6,100	97
	Mercer	7,400	7,300	99
	Monroe	7,600	7,400	97
	Montgomery	12,300	12,000	98
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Ogle	17,800	17,500	98
	Pike	7,500	7,300	97
	Pulaski	3,500	3,300	94
	Putnam	2,400	2,300	96
	Randolph	12,700	12,400	98
	Richland	7,200	7,000	97
	St Clair	94,300	92,600	98
	Saline	12,200	11,800	97
	Schuyler	3,200	3,100	97
	Scott	2,300	2,300	100
	Union	7,700	7,500	97
	Vermilion	36,400	35,700	98
	Warren	8,100	8,000	99
	Wayne	7,700	7,300	95
	White	7,400	7,000	95
	Will	115,200	113,800	99
	Williamson	24,700	24,000	97
	Woodford	12,200	11,900	98
	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	Allen	107,400	105,700	98
	Bartholomew	24,300	23,900	98
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Boone	13,900	13,700	99
	Carroll	7,200	7,100	99
	Cass	14,700	14,400	98
	Clark	33,200	32,600	98
	Clay	9,400	9,200	98
	Dearborn	13,000	12,800	98
	Decatur	8,300	8,100	98
	De Kalb	11,800	11,700	99
	Dubois	12,700	12,300	97
	Elkhart	52,500	51,300	98
	Fayette	10,000	9,800	98
	Floyd	22,700	22,400	99
	Fountain	6,700	6,600	99
	Franklin	6,600	6,400	97
	Fulton	7,500	7,400	99
	Gibson	13,100	12,800	98
	Grant	27,500	26,900	98
	Greene	12,300	12,000	98
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99
	Harrison	10,100	9,900	98
	Hendricks	25,300	25,000	99
	Huntington	13,400	13,200	99
	Jackson	13,700	13,500	99
	Johnson	28,700	28,400	99
	Kosciusko	23,700	23,200	98
	Lake	173,400	171,000	99
	La Porte	37,400	36,900	99
	Marion	295,100	290,800	99
	Marshall	14,900	14,600	98
	Miami	13,700	13,400	98
	Montgomery	13,300	13,100	98
	Morgan	18,800	18,500	98
	Noble	13,400	13,100	98
	Ohio	1,900	1,900	100

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Orange	6,900	6,700	97
	Parke	6,100	6,000	98
	Pike	5,400	5,200	96
	Porter	44,900	44,300	99
	Posey	9,600	9,300	97
	Randolph	10,900	10,700	98
	Ripley	8,600	8,400	98
	St Joseph	87,700	86,500	99
	Scott	7,400	7,200	97
	Shelby	14,300	14,100	99
	Spencer	6,900	6,700	97
	Sullivan	8,200	8,000	98
	Tipton	6,300	6,200	98
	Union	2,400	2,300	96
	Vermillion	7,300	7,200	99
	Warren	3,000	2,900	97
	Washington	8,200	7,900	96
	Wayne	27,100	26,600	98
	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
<b>KANSAS</b>				
	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Barber	2,900	2,800	96
	Barton	12,600	12,500	99
	Bourbon	6,700	6,600	99
	Brown	4,800	4,700	98
	Butler	17,500	17,300	99
	Chase	1,300	1,300	100
	Cherokee	9,000	8,900	99
	Cheyenne	1,500	1,500	100
	Clay	3,900	3,800	97
	Cloud	4,700	4,600	98
	Crawford	15,600	15,400	99
	Dickinson	8,100	8,000	99
	Elk	1,600	1,600	100
	Ellis	10,500	10,400	99
	Ford	9,900	9,800	99
	Franklin	8,900	8,800	99
	Graham	1,500	1,500	100
	Hamilton	1,000	1,000	100
	Harper	3,200	3,200	100
	Harvey	11,600	11,400	98
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Jewell	2,000	1,900	95
	Johnson	116,400	115,800	99
	Kingman	3,400	3,400	100
	Leavenworth	18,600	18,400	99
	Lincoln	1,600	1,600	100
	Lyon	14,600	14,300	98
	Mc Pherson	10,600	10,400	98
	Marion	5,200	5,100	98
	Miami	8,300	8,200	99
	Morton	1,200	1,200	100
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,200	100
	Pottawatomie	6,000	5,900	98
	Pratt	4,300	4,200	98
	Rawlins	1,500	1,500	100
	Reno	26,000	25,700	99
	Republic	2,900	2,800	97
	Rush	1,700	1,700	100
	Shawnee	63,000	62,400	99
	Sheridan	1,300	1,300	100
	Sherman	3,000	3,000	100
	Stanton	800	800	100
	Sumner	9,800	9,700	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Wallace	700	700	100
	Washington	3,200	3,100	97
	Wichita	1,000	1,000	100
	Woodson	1,800	1,800	100
	Wyandotte	63,600	63,000	99
<b>KENTUCKY</b>				
	Adair	5,900	5,800	98
	Allen	5,800	5,700	98
	Ballard	3,400	3,400	100
	Barren	13,100	13,000	99
	Bath	3,600	3,500	97
	Boone	17,500	17,400	99
	Bourbon	7,000	6,900	99
	Bullitt	15,300	15,200	99
	Butler	4,300	4,200	98
	Calloway	12,100	12,000	99
	Campbell	28,600	28,500	100
	Carroll	3,500	3,500	100
	Clark	11,000	10,900	99
	Crittenden	3,400	3,400	100
	Garrard	4,100	4,000	98
	Grant	4,900	4,900	100
	Graves	13,200	13,100	99
	Grayson	8,300	8,200	99
	Hancock	2,900	2,900	100
	Harrison	5,400	5,400	100
	Hart	6,200	6,100	98
	Henderson	16,300	16,200	99
	Hickman	2,100	2,100	100
	Kenton	50,300	50,200	100
	Larue	4,600	4,600	100
	Lincoln	6,800	6,700	99
	Logan	9,700	9,600	99
	Lyon	2,600	2,600	100
	Mc Creary	5,600	5,500	98
	Mc Lean	3,600	3,600	100
	Madison	18,300	18,000	98
	Marion	5,900	5,900	100
	Marshall	10,400	10,300	99
	Mason	6,400	6,300	98
	Meade	7,900	7,900	100
	Menifee	1,600	1,600	100
	Mercer	7,400	7,300	99
	Metcalfe	3,800	3,800	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Nelson	9,700	9,600	99
	Ohio	8,500	8,400	99
	Oldham	10,100	10,000	99
	Owsley	1,800	1,700	94
	Pendleton	3,900	3,900	100
	Rockcastle	5,200	5,100	98
	Russell	5,700	5,600	98
	Scott	8,000	7,900	99
	Simpson	5,500	5,400	98
	Todd	4,200	4,200	100
	Trigg	3,600	3,600	100
	Union	5,700	5,600	98
	Washington	3,400	3,400	100
	Webster	5,700	5,600	98
	Wolfe	2,500	2,400	96
	Woodford	6,600	6,500	98
<b>LOUISIANA</b>				
	Allen	7,600	7,400	97
	Bienville	6,200	6,100	98
	Caldwell	4,600	4,500	98
	Cameron	3,400	3,300	97
	Catahoula	4,500	4,300	96
	Claiborne	6,500	6,300	97
	East Feliciana	5,800	5,600	97

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
	Evangeline	12,200	11,900	98	
	Grant	6,700	6,600	98	
	Jackson	6,800	6,700	99	
	Jefferson	179,500	178,400	99	
	La Salle	6,800	6,700	99	
	Livingston	23,900	23,500	98	
	Orleans	217,600	215,300	99	
	Richland	7,600	7,400	97	
	St Charles	14,200	14,000	99	
	St Tammany	50,500	49,900	99	
	Union	8,200	8,100	99	
	Washington	16,500	16,200	98	
	West Carroll	4,600	4,500	98	
	West Feliciana	2,700	2,600	96	
		<b>MASSACHUSETTS</b>			
		Bristol	180,400	178,300	99
		Essex	245,300	242,500	99
		Franklin	27,000	26,200	97
		Hampshire	49,000	47,900	98
	Middlesex	498,400	492,600	99	
	Nantucket	2,600	2,500	96	
	Norfolk	221,600	219,500	99	
	Plymouth	151,100	149,200	99	
	Suffolk	257,100	251,100	98	
	Worcester	242,300	239,000	99	
	<b>MARYLAND</b>				
	Anne Arundel	140,100	139,400	100	
	Baltimore	256,500	255,300	100	
	Calvert	14,000	13,800	99	
	Charles	26,900	26,600	99	
	Frederick	44,800	44,500	99	
	Garrett	10,000	9,800	98	
	Harford	53,700	53,400	99	
	Howard	53,000	52,700	99	
	Prince Georges	238,100	237,300	100	
	St Marys	22,100	21,900	99	
	Somerset	6,700	6,600	99	
	Talbot	11,000	10,900	99	
	Washington	41,400	41,100	99	
	Wicomico	25,600	25,400	99	
	<b>MAINE</b>				
	Androscoggin	37,100	36,500	98	
	Cumberland	86,400	85,100	98	
	Hancock	17,400	17,100	98	
	Kennebec	42,600	41,700	98	
	Knox	13,500	13,100	97	
	Lincoln	10,800	10,600	98	
	Oxford	18,900	18,600	98	
	Penobscot	48,200	47,300	98	
	Piscataquis	6,700	6,600	98	
	Somerset	16,400	16,000	98	
	York	58,200	57,400	99	
	<b>MICHIGAN</b>				
	Alcona	4,200	4,000	95	
	Alger	3,200	3,100	97	
	Allegan	30,000	29,600	99	
	Alpena	11,400	10,900	96	
	Antrim	6,400	6,300	98	
	Baraga	3,000	2,900	97	
	Barry	16,800	16,600	99	
	Bay	41,300	40,800	99	
	Benzie	4,500	4,400	98	
	Berrien	60,600	59,500	98	
	Calhoun	51,300	50,700	99	
	Cass	17,900	17,600	98	
	Charlevoix	7,900	7,700	97	
	Cheboygan	8,100	7,800	96	
	Clare	10,100	9,900	98	
	Clinton	18,600	18,400	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>Crawford</b>	3,700	3,600	97
	Eaton	34,000	33,600	99
	Genesee	158,500	156,800	99
	Gladwin	8,400	8,200	98
	Gratiot	13,700	13,500	98
	Hillsdale	14,600	14,300	98
	Huron	13,300	13,000	98
	Ingham	98,200	96,800	99
	Ionia	16,800	16,600	99
	Iosco	11,400	11,200	98
	Kalamazoo	79,800	78,700	99
	Kent	170,500	167,700	98
	Leelanau	5,700	5,600	98
	Lenawee	30,800	30,300	98
	Livingston	35,700	35,300	99
	Macomb	245,300	243,900	99
	Mason	10,400	10,000	96
	Mecosta	12,200	11,900	98
	Menominee	9,500	9,300	98
	Midland	26,800	26,500	99
	Monroe	45,200	44,700	99
	Montcalm	17,800	17,500	98
	Montmorency	3,200	3,100	97
	Muskegon	55,700	54,900	99
	Newaygo	13,700	13,400	98
	Oakland	380,800	378,200	99
	Ogemaw	6,900	6,700	98
	Ontonagon	3,400	3,300	97
	Otsego	5,600	5,500	98
	Ottawa	56,300	55,500	98
	Presque Isle	5,200	5,000	96
	Roscommon	7,900	7,800	99
	Saginaw	77,900	77,000	99
	St Clair	49,500	48,800	99
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
	Van Buren	25,300	25,000	99
	Washtenaw	98,900	96,600	98
	Wayne	804,600	795,100	99
	Wexford	10,000	9,800	98
	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Becker	11,100	10,900	98
	Beltrami	11,400	10,900	96
	Benton	9,500	9,400	99
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carlton	10,500	10,400	99
	Carver	14,000	13,900	99
	Cass	8,400	8,000	96
	Chippewa	5,600	5,500	98
	Clay	17,200	17,100	99
	Clearwater	3,100	3,000	97
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,400	13,300	99
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Hennepin	387,800	384,300	99
	Houston	6,400	6,300	98
	Hubbard	5,800	5,500	96
	Itasca	16,600	16,300	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Lake	4,500	4,500	100
	Le Sueur	8,700	8,600	99
	Lincoln	3,000	2,900	97
	Lyon	9,000	8,800	98

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Mc Leod	11,100	11,000	99
	Meeker	7,700	7,600	99
	Morrison	10,300	10,100	98
	Mower	15,000	14,900	99
	Nicollet	9,400	9,300	99
	Nobles	7,900	7,800	99
	Norman	3,300	3,200	97
	Olmsted	35,800	35,500	99
	Otter Tail	19,900	19,500	98
	Pine	7,600	7,400	97
	Pipestone	4,200	4,100	98
	Pope	4,600	4,500	98
	Ramsey	179,300	177,800	99
	Red Lake	1,800	1,800	100
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	15,800	15,600	99
	Rock	3,800	3,800	100
	Roseau	4,700	4,400	94
	Scott	16,300	16,200	99
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
	Stevens	3,800	3,700	97
	Swift	4,700	4,600	98
	Todd	9,400	9,100	97
	Traverse	1,800	1,800	100
	Wabasha	7,400	7,300	99
	Waseca	6,900	6,800	99
	Washington	42,200	41,900	99
	Wilkin	2,800	2,800	100
	Wright	21,600	21,300	99
	Yellow Medicine	4,700	4,500	96
	<b>MISSOURI</b>			
	Adair	9,400	9,300	99
	Andrew	5,300	5,200	98
	Atchison	3,200	3,200	100
	Barry	10,000	9,800	98
	Barton	4,700	4,600	98
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
	Cape Girardeau	22,300	22,000	99
	Carroll	4,600	4,500	98
	Cass	19,300	19,100	99
	Chariton	4,000	3,900	97
	Christian	9,400	9,200	98
	Clark	3,000	2,900	97
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	Cooper	5,500	5,400	98
	Crawford	7,200	7,000	97
	Dade	3,100	3,100	100
	De Kalb	3,100	3,000	97
	Gasconade	5,300	5,200	98
	Gentry	3,100	3,000	97
	Henry	7,900	7,800	99
	Holt	2,700	2,600	96
	Howard	3,600	3,500	97
	Iron	4,000	3,900	97
	Jackson	243,900	240,900	99
	Jefferson	53,400	53,000	99
	Johnson	12,800	12,600	98
	Knox	2,100	2,100	100
	Laclede	9,800	9,600	98
	Lafayette	11,400	11,300	99
	Lawrence	11,700	11,500	98
	Lewis	3,900	3,800	97
	Mc Donald	6,000	5,900	98
	Mercer	1,700	1,700	100
	Miller	7,700	7,600	99
	Moniteau	4,400	4,300	98

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Monroe	3,500	3,500	100
	Montgomery	4,200	4,100	98
	Morgan	5,900	5,800	98
	Newton	16,200	16,000	99
	Nodaway	7,800	7,700	99
	Oregon	4,000	3,800	95
	Perry	6,000	5,900	98
	Phelps	11,900	11,600	97
	Pike	6,000	5,900	98
	Platte	18,900	18,700	99
	Polk	7,200	7,000	97
	Putnam	2,200	2,200	100
	Ralls	3,500	3,500	100
	Randolph	9,600	9,500	98
	Ray	8,100	8,000	99
	St Charles	56,100	55,600	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,200	16,000	99
	St Louis	354,600	350,800	99
	Schuyler	2,000	1,900	95
	Scott	14,600	14,400	99
	Shelby	3,000	2,900	97
	Stone	7,300	7,100	97
	Sullivan	2,900	2,900	100
	Taney	9,800	9,600	98
	Texas	8,300	8,000	96
	Vernon	7,700	7,500	97
	Wayne	4,800	4,700	98
	Webster	7,500	7,300	97
	Worth	1,100	1,100	100
	St Louis City	169,500	167,600	99
	<b>MISSISSIPPI</b>			
	Amite	4,600	4,500	98
	Attala	7,000	6,900	99
	Benton	2,700	2,700	100
	Carroll	3,400	3,300	97
	Chickasaw	6,200	6,100	98
	Choctaw	3,200	3,100	97
	Clarke	6,400	6,300	98
	Copiah	9,100	9,000	99
	Covington	5,800	5,700	98
	De Soto	20,100	19,700	98
	Franklin	3,100	3,000	97
	Hancock	10,600	10,500	99
	Holmes	7,400	7,200	97
	Itawamba	7,900	7,800	99
	Jasper	6,100	6,000	98
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99
	Lincoln	11,100	10,900	98
	Marion	9,300	9,100	98
	Marshall	10,000	9,800	98
	Newton	7,400	7,300	99
	Noxubee	4,100	4,000	98
	Panola	9,700	9,600	99
	Pearl River	13,100	12,900	98
	Quitman	3,900	3,800	97
	Rankin	27,100	26,800	99
	Scott	9,100	9,000	99
	Sharkey	2,300	2,200	96
	Smith	5,500	5,400	98
	Stone	3,400	3,400	100
	Walthall	4,800	4,700	98
	Webster	3,700	3,600	97
	Wilkinson	3,300	3,200	97
	Winston	6,800	6,700	99
	Yalobusha	5,100	5,000	98
	<b>MONTANA</b>			
	Big Horn	3,500	3,300	94
	Blaine	2,700	2,500	92



**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>MONTANA</b>				
	Broadwater	1,600	1,500	94	
	Carter	600	600	100	
	Cascade	31,500	30,900	98	
	Chouteau	2,200	2,100	95	
	Gallatin	18,400	17,700	96	
	Garfield	600	500	83	
	Golden Valley	400	400	100	
	Granite	1,100	1,100	100	
	Jefferson	3,100	3,000	97	
	Judith Basin	1,000	900	90	
	Lake	8,000	7,700	96	
	Liberty	1,100	1,100	100	
	Mc Cone	900	900	100	
	Madison	2,200	2,200	100	
	Meagher	800	800	100	
	Musselshell	2,000	1,900	95	
	Phillips	2,200	2,000	91	
	Powder River	900	800	89	
	Ravalli	10,300	10,000	97	
	Sanders	3,800	3,500	93	
	Silver Bow	14,500	14,200	98	
	Stillwater	2,400	2,400	100	
	Teton	2,500	2,400	96	
	Toole	2,300	2,200	96	
	Valley	3,800	3,600	95	
	Wibaux	500	500	100	
		<b>NORTH CAROLINA</b>			
		Alamance	38,000	37,700	99
		Alleghany	3,900	3,800	97
		Anson	8,900	8,700	98
		Beaufort	15,800	15,600	99
		Bladen	11,100	10,800	97
	Buncombe	66,300	65,500	99	
	Burke	28,200	27,900	99	
	Chatham	13,700	13,500	99	
	Cherokee	7,700	7,500	97	
	Chowan	5,000	4,900	98	
	Cleveland	31,100	30,800	99	
	Columbus	18,600	18,200	98	
	Davidson	44,900	44,500	99	
	Davie	10,000	9,800	98	
	Duplin	15,000	14,700	98	
	Durham	62,400	61,700	99	
	Edgecombe	19,900	19,600	98	
	Gaston	60,800	60,300	99	
	Gates	3,100	3,000	97	
	Granville	11,600	11,400	98	
	Greene	5,500	5,400	98	
	Harnett	22,300	22,000	99	
	Henderson	27,800	27,400	99	
	Hertford	7,800	7,700	99	
	Hyde	2,100	2,000	95	
	Iredell	32,400	32,100	99	
	Jackson	9,400	9,200	98	
	Johnston	28,600	28,200	99	
	Lee	14,700	14,500	99	
	Lenoir	22,400	22,100	99	
	Mc Dowell	13,200	13,000	98	
	Macon	9,500	9,200	97	
	Madison	6,300	6,100	97	
	Martin	9,400	9,300	99	
	Mitchell	5,300	5,200	98	
	Moore	22,600	22,200	98	
	Nash	26,300	25,900	98	
	Northampton	7,500	7,300	97	
	Orange	32,000	31,500	98	
	Pamlico	3,900	3,900	100	
	Pasquotank	11,000	10,900	99	
	Pender	8,800	8,600	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	Perquimans	3,800	3,800	100	
	Person	10,800	10,700	99	
	Pitt	35,900	35,400	99	
	Randolph	37,400	37,000	99	
	Robeson	34,700	34,100	98	
	Rockingham	32,500	32,200	99	
	Rowan	39,000	38,700	99	
	Rutherford	21,200	21,000	99	
	Stanly	19,300	19,100	99	
	Stokes	13,200	13,000	98	
	Surry	23,300	23,000	99	
	Swain	4,000	3,900	98	
	Tyrrell	1,400	1,400	100	
	Union	26,800	26,500	99	
	Wayne	35,700	35,200	99	
	Wilkes	23,100	22,800	98	
	Wilson	23,600	23,300	99	
	Yancey	5,700	5,500	96	
		<b>NORTH DAKOTA</b>			
		Barnes	5,100	5,100	100
		Benson	2,500	2,400	96
		Billings	400	400	100
		Bottineau	3,200	3,100	97
		Cass	37,300	37,000	99
		Cavalier	2,500	2,400	96
		Dickey	2,500	2,400	96
		Divide	1,200	1,200	100
		Eddy	1,300	1,300	100
		Emmons	2,000	2,000	100
		Foster	1,600	1,600	100
		Golden Valley	900	900	100
		Griggs	1,400	1,400	100
		Hettinger	1,500	1,500	100
	La Moure	2,300	2,300	100	
	Logan	1,200	1,200	100	
	Mc Henry	2,700	2,700	100	
	Mc Intosh	1,900	1,800	97	
	Mc Kenzie	2,700	2,700	100	
	Mountrail	2,900	2,900	100	
	Nelson	2,000	2,000	100	
	Pierce	2,000	2,000	100	
	Ransom	2,400	2,400	100	
	Rolette	3,900	3,700	96	
	Sargent	2,000	2,000	100	
	Sheridan	1,000	1,000	100	
	Traill	3,400	3,400	100	
	<b>NEBRASKA</b>				
	Antelope	3,200	3,100	97	
	Arthur	200	200	100	
	Boone	2,600	2,600	100	
	Box Butte	5,700	5,600	98	
	Buffalo	14,000	13,800	99	
	Butler	3,400	3,300	97	
	Cass	8,100	8,000	99	
	Cedar	4,000	4,000	100	
	Cherry	2,600	2,600	100	
	Clay	3,000	3,000	100	
	Colfax	3,700	3,600	97	
	Cuming	4,100	4,000	98	
	Custer	5,200	5,100	98	
	Dakota	6,600	6,600	100	
	Dawson	8,900	8,800	99	
	Deuel	1,000	1,000	100	
	Dixon	2,600	2,600	100	
	Dodge	13,900	13,800	99	
	Douglas	160,000	158,500	99	
	Dundy	1,200	1,200	100	
	Franklin	1,700	1,700	100	
	Furnas	2,600	2,500	96	
	Garden	1,000	1,000	100	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	Garfield	1,000	1,000	100	
	Grant	300	300	100	
	Greeley	1,200	1,200	100	
	Hamilton	3,500	3,500	100	
	Hitchcock	1,500	1,500	100	
	Holt	5,200	5,000	96	
	Johnson	2,000	2,000	100	
	Kearney	2,700	2,700	100	
	Keith	3,900	3,900	100	
	Kimball	1,900	1,900	100	
	Knox	4,100	4,000	98	
	Loup	300	300	100	
	Madison	12,700	12,500	98	
	Nance	1,700	1,700	100	
	Nemaha	3,300	3,200	97	
	Otoe	6,000	5,900	98	
	Pawnee	1,500	1,500	100	
	Perkins	1,600	1,600	100	
	Phelps	3,600	3,600	100	
	Pierce	3,200	3,200	100	
	Red Willow	5,100	5,000	98	
	Saline	5,100	5,000	98	
	Saunders	6,900	6,800	99	
	Seward	5,800	5,700	98	
	Sherman	1,500	1,500	100	
	Stanton	2,500	2,500	100	
	Thomas	400	400	100	
	Valley	2,200	2,100	95	
	Washington	5,800	5,800	100	
	Wayne	3,400	3,400	100	
	<b>NEW HAMPSHIRE</b>				
		Belknap	17,900	17,700	99
		Cheshire	23,600	22,900	97
		Coos	13,000	12,800	98
		Hillsborough	110,300	108,900	99
		Merrimack	38,400	37,600	98
		Rockingham	80,100	79,100	99
		Sullivan	14,700	14,200	97
	<b>NEW JERSEY</b>				
		Bergen	314,800	312,600	99
		Burlington	132,400	131,100	99
		Camden	177,200	175,500	99
		Essex	300,900	296,500	99
		Gloucester	75,000	74,300	99
		Hudson	211,700	208,800	99
		Hunterdon	34,400	33,900	99
		Mercer	112,100	110,400	98
	Middlesex	217,400	215,500	99	
	Monmouth	195,300	193,100	99	
	Morris	146,700	145,500	99	
	Ocean	163,600	162,000	99	
	Passaic	160,300	158,400	99	
	Salem	24,700	24,300	98	
	Somerset	75,800	75,000	99	
	Sussex	44,400	43,700	98	
	Union	183,700	182,100	99	
<b>NEW MEXICO</b>					
	Bernalillo	181,600	178,600	98	
	Catron	1,000	900	90	
	De Baca	1,000	1,000	100	
	Guadalupe	1,500	1,400	93	
	Harding	400	400	100	
	Los Alamos	7,100	7,000	99	
	Rio Arriba	10,400	9,700	93	
	Sandoval	13,800	13,000	94	
	San Miguel	8,300	7,700	93	
	Santa Fe	32,700	31,700	97	
	Socorro	4,600	4,500	98	
	Taos	7,500	6,800	91	
	Valencia	14,100	13,900	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	<b>NEVADA</b>				
		Churchill	6,000	5,900	98
		Clark	226,700	222,600	98
		Douglas	9,600	9,200	96
		Esmeralda	400	300	86
		Lyon	6,700	6,400	96
		Mineral	2,400	2,300	96
		Washoe	93,800	91,400	97
		White Pine	3,200	3,100	97
	<b>NEW YORK</b>				
		Cattaraugus	31,400	30,700	98
		Cayuga	28,900	28,300	98
		Chemung	34,500	33,800	98
		Chenango	18,500	18,100	98
		Clinton	27,000	26,600	99
		Cortland	17,000	16,700	98
		Erie	363,900	359,600	99
		Essex	14,100	13,800	98
		Franklin	16,100	15,700	98
		Hamilton	1,900	1,800	95
		Jefferson	33,100	32,600	98
		Lewis	8,800	8,600	98
		Monroe	268,700	264,900	99
		Montgomery	20,400	20,000	98
		Nassau	446,300	443,700	99
		New York	756,100	716,900	95
		Niagara	79,700	78,700	99
		Oneida East	57,100	56,200	99
		Oneida West	34,000	33,500	98
		Orleans	14,300	14,000	98
		Otsego	21,900	21,300	97
		Putnam	28,800	28,300	98
		Rensselaer	55,900	54,900	98
		Rockland	87,400	86,100	99
		St Lawrence	38,200	37,500	98
		Saratoga	60,100	59,300	99
		Schoharie	11,000	10,700	97
		Schuyler	6,600	6,400	97
		Steuben	37,600	36,700	98
		Suffolk	431,200	426,800	99
		Tioga	18,800	18,500	98
		Warren	20,800	20,300	98
		Washington	19,700	19,300	98
		Westchester	320,000	316,100	99
		Wyoming	13,800	13,600	99
		Yates	8,800	8,600	98
	<b>OHIO</b>				
	Adams	9,100	8,700	96	
	Ashland	16,700	16,500	99	
	Ashtabula	37,400	36,800	98	
	Auglaize	15,800	15,500	98	
	Belmont	31,800	31,300	98	
	Brown	12,100	11,700	97	
	Butler	97,800	96,600	99	
	Carroll	9,700	9,600	99	
	Champaign	12,800	12,600	98	
	Clark	54,300	53,700	99	
	Clermont	48,700	48,100	99	
	Clinton	13,300	13,100	98	
	Columbiana	41,400	40,800	99	
	Coshocton	13,900	13,500	97	
	Cuyahoga	566,200	559,400	99	
	Darke	20,400	20,100	99	
	Defiance	13,900	13,700	99	
	Delaware	20,600	20,400	99	
	Erie	29,300	28,900	99	
	Fairfield	35,700	35,300	99	
	Fayette	10,000	9,800	98	
	Franklin	352,000	347,700	99	
	Fulton	13,900	13,600	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>OHIO</b>				
	Gallia	11,000	10,700	97	
	Geauga	25,500	25,100	98	
	Greene	45,200	44,700	99	
	Hamilton	328,900	323,900	98	
	Hancock	24,600	24,300	99	
	Hardin	11,800	11,500	98	
	Harrison	6,300	6,200	98	
	Henry	10,300	10,200	99	
	Highland	13,400	13,100	97	
	Hocking	9,800	9,600	98	
	Holmes	8,900	8,400	94	
	Knox	17,400	17,100	98	
	Lake	78,400	77,800	99	
	Licking	46,200	45,600	99	
	Lorain	95,600	94,600	99	
	Lucas	176,800	174,800	99	
	Madison	11,400	11,100	97	
	Mahoning	102,400	101,300	99	
	Medina	41,100	40,600	99	
	Meigs	8,900	8,700	98	
	Montgomery	219,700	217,500	99	
	Morrow	9,900	9,800	99	
	Ottawa	15,100	14,900	99	
	Paulding	7,300	7,200	99	
	Pickaway	14,600	14,400	99	
	Pike	8,900	8,600	97	
	Portage	48,200	47,700	99	
	Preble	14,400	14,200	99	
	Putnam	10,900	10,700	98	
	Ross	24,200	23,700	98	
	Sandusky	23,400	23,200	99	
	Seneca	21,500	21,200	99	
	Shelby	15,300	15,100	99	
	Stark	139,100	137,300	99	
	Summit	193,100	191,100	99	
	Trumbull	87,900	86,900	99	
	Union	10,900	10,700	98	
	Van Wert	11,400	11,200	98	
	Vinton	4,400	4,300	98	
	Warren	35,700	35,200	99	
	Wayne	35,200	34,300	97	
	Williams	13,800	13,500	98	
	Wood	39,600	39,100	99	
	Wyandot	8,100	7,900	98	
	<b>OKLAHOMA</b>				
	Adair	6,900	6,700	97	
Atoka	4,900	4,800	98		
Beaver	3,000	3,000	100		
Blaine	5,500	5,400	98		
Bryan	13,000	12,700	98		
Caddo	12,700	12,500	98		
Canadian	26,100	25,900	99		
Cherokee	12,400	12,200	98		
Cimarron	1,400	1,400	100		
Cleveland	59,900	59,200	99		
Coal	2,300	2,300	100		
Cotton	3,200	3,200	100		
Craig	5,600	5,500	98		
Creek	26,500	26,100	98		
Delaware	10,900	10,600	97		
Garvin	11,900	11,800	99		
Grady	17,000	16,800	99		
Greer	3,100	3,000	97		
Hughes	5,900	5,800	98		
Jefferson	3,500	3,500	100		
Johnston	4,000	3,900	98		
Kingfisher	5,900	5,900	100		
Lincoln	12,300	12,200	99		
Logan	11,400	11,300	99		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	Mc Clain	9,100	9,000	99	
	Major	3,500	3,400	97	
	Marshall	5,100	5,000	98	
	Mayes	13,800	13,600	99	
	Muskogee	27,500	27,100	99	
	Noble	4,900	4,900	100	
	Oklahoma	253,300	251,300	99	
	Okmulgee	15,400	15,200	99	
	Osage	16,600	16,500	99	
	Ottawa	13,300	13,200	99	
	Pawnee	7,000	6,900	99	
	Payne	24,900	24,600	99	
	Pontotoc	13,600	13,500	99	
	Pottawatomie	24,300	24,000	99	
	Roger Mills	2,200	2,100	95	
	Rogers	20,400	20,100	99	
	Seminole	11,100	11,000	99	
	Sequoyah	12,400	12,100	98	
	Wagoner	19,100	18,900	99	
	<b>OREGON</b>				
	Benton	24,000	22,400	93	
	Clackamas	90,600	87,600	97	
	Clatsop	12,300	11,600	94	
	Columbia	13,300	12,800	96	
	Coos	23,200	21,500	92	
	Gilliam	800	700	88	
	Jackson	52,600	50,800	97	
	Josephine	25,700	24,200	94	
	Malheur	9,800	9,400	96	
	Marion	77,500	74,300	96	
	Multnomah	234,700	226,000	96	
	Sherman	800	800	100	
	Umatilla	22,000	20,600	94	
	Union	8,800	8,200	93	
	Wasco	8,400	7,900	94	
Washington	105,100	102,700	98		
Yamhill	21,100	20,100	95		
<b>PENNSYLVANIA</b>					
Adams	24,700	24,100	98		
Allegheny	552,300	544,800	99		
Armstrong	32,400	31,800	98		
Beaver	73,600	72,700	99		
Bedford	17,600	17,100	97		
Blair	51,200	50,300	98		
Bradford	23,700	23,200	98		
Butler	55,600	54,900	99		
Carbon	21,400	21,000	98		
Centre	39,400	38,300	97		
Chester	121,500	119,800	99		
Clearfield	30,700	30,100	98		
Dauphin	95,200	93,300	98		
Delaware	201,200	199,500	99		
Fayette	61,100	59,700	98		
Franklin	44,200	42,800	97		
Greene	15,600	15,200	97		
Indiana	32,900	32,200	98		
Jefferson	19,200	18,800	98		
Lancaster	140,000	135,200	97		
Lawrence	39,000	38,300	98		
Luzerne	131,300	129,400	99		
Lycoming	44,300	42,900	97		
Mercer	47,100	46,300	98		
Monroe	30,900	30,300	98		
Montour	6,000	5,800	97		
Northumberland	39,900	38,800	97		
Perry	14,500	14,100	97		
Snyder	12,500	12,000	96		
Somerset	30,900	30,200	98		
Sullivan	2,200	2,100	95		
Susquehanna	14,600	14,300	98		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Union	11,000	10,500	95
	Washington	82,100	80,800	98
	Wayne	14,800	14,300	97
	Westmoreland	147,800	145,900	99
	Wyoming	10,100	9,900	98
	York	125,600	123,300	98
	<b>RHODE ISLAND</b>			
	Bristol	15,500	15,400	99
	Kent	57,800	57,300	99
	Providence	214,500	211,800	99
	Washington	35,200	34,600	98
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,600	8,500	98
	Allendale	3,800	3,700	97
	Anderson	54,600	54,000	99
	Bamberg	6,100	6,000	98
	Calhoun	4,400	4,300	98
	Cherokee	14,900	14,700	99
	Clarendon	9,600	9,300	97
	Colleton	12,000	11,700	98
	Dillon	10,300	10,100	98
	Edgefield	6,100	6,000	98
	Fairfield	6,700	6,500	97
	Greenwood	22,700	22,500	99
	Jasper	5,500	5,400	98
	Lancaster	20,200	20,000	99
	Laurens	18,400	18,200	99
	Lee	6,000	5,800	97
	Marion	12,000	11,700	98
	Newberry	12,100	11,900	98
	Oconee	20,300	20,100	99
	Orangeburg	30,100	29,400	98
	Pickens	30,600	30,200	99
	Saluda	6,000	5,900	98
	Spartanburg	79,900	79,100	99
	Union	11,200	11,100	99
	Williamsburg	12,800	12,400	97
	York	41,800	41,300	99
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Bon Homme	3,200	3,100	97
	Brookings	8,900	8,800	99
	Brown	14,500	14,400	99
	Clay	5,000	4,900	98
	Corson	1,500	1,400	93
	Custer	2,700	2,600	96
	Douglas	1,400	1,400	100
	Edmunds	1,800	1,800	100
	Grant	3,400	3,300	97
	Harding	600	600	100
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,200	4,200	100
	Lawrence	7,700	7,600	99
	Lincoln	5,200	5,100	98
	Mc Pherson	1,500	1,500	100
	Marshall	2,000	1,900	95
	Meade	7,600	7,500	99
	Miner	1,400	1,400	100
	Perkins	1,800	1,700	94
	Roberts	3,900	3,800	97
	Sanborn	1,200	1,200	100
	Shannon	2,500	2,300	92
	Turner	3,500	3,500	100
	Union	4,300	4,300	100
	<b>TENNESSEE</b>			
	Bedford	10,700	10,600	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Benton	6,100	6,000	98
	Blount	31,300	31,100	99
	Cheatham	8,800	8,700	99
	Chester	4,700	4,600	98
	Cumberland	12,100	11,900	98
	Davidson	189,200	188,300	100
	Decatur	4,400	4,300	98
	De Kalb	5,600	5,500	98
	Dickson	12,200	12,100	99
	Fentress	5,600	5,500	98
	Gibson	18,800	18,600	99
	Grundy	4,900	4,800	98
	Hancock	2,300	2,300	100
	Hardeman	8,100	8,000	99
	Haywood	6,700	6,600	98
	Henderson	8,600	8,500	99
	Houston	2,300	2,300	100
	Humphreys	6,200	6,200	100
	Jefferson	12,500	12,400	99
	Johnson	5,400	5,300	98
	Lauderdale	9,000	8,900	99
	Lawrence	12,900	12,800	99
	Lincoln	10,100	10,000	99
	Loudon	11,400	11,300	99
	Mcminn	15,900	15,800	99
	Mc Nairy	9,200	9,100	99
	Macon	6,100	6,000	98
	Marion	9,200	9,100	99
	Marshall	7,800	7,700	99
	Mauy	19,700	19,500	99
	Meigs	2,800	2,800	100
	Monroe	10,700	10,600	99
	Polk	4,900	4,800	98
	Robertson	14,000	13,900	99
	Rutherford	33,900	33,700	99
	Shelby	283,000	281,100	99
	Smith	5,700	5,600	98
	Stewart	3,700	3,700	100
	Sumner	33,300	33,000	99
	Tipton	11,800	11,700	99
	Trousdale	2,400	2,400	100
	Wayne	5,200	5,100	98
	Weakley	12,300	12,200	99
	White	7,700	7,600	99
	Williamson	23,700	23,500	99
	Wilson	22,700	22,500	99
	<b>TEXAS</b>			
	Anderson	15,100	14,800	98
	Archer	3,100	3,100	100
	Austin	8,000	7,800	97
	Bandera	3,700	3,700	100
	Bastrop	11,900	11,600	97
	Baylor	1,900	1,900	100
	Blanco	2,400	2,400	100
	Brazoria	68,200	67,600	99
	Brooks	2,800	2,700	96
	Burleson	5,200	5,000	96
	Caldwell	8,600	8,400	98
	Callahan	5,100	5,000	98
	Camp	3,900	3,800	97
	Carson	2,400	2,400	100
	Cass	11,500	11,300	98
	Cherokee	15,300	14,900	98
	Clay	4,100	4,100	100
	Cochran	1,500	1,500	100
	Coleman	4,300	4,200	98
	Collin	66,100	65,300	99
	Colorado	7,600	7,400	97
	Comal	17,100	16,900	99
	Concho	1,100	1,100	100

**Georgia**

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Cooke	11,300	11,200	99
	Crosby	2,800	2,800	100
	Dallas	684,500	679,300	99
	Denton	68,700	68,000	99
	De Witt	7,200	7,000	97
	Donley	1,600	1,600	100
	Duval	4,200	4,100	98
	Ector	51,800	51,400	99
	Ellis	24,100	23,800	99
	El Paso	163,900	162,500	99
	Erath	10,200	10,100	99
	Falls	7,300	7,200	99
	Fannin	10,200	10,000	98
	Fayette	8,100	7,700	95
	Fisher	2,100	2,100	100
	Fort Bend	63,800	62,900	99
	Galveston	79,400	78,500	99
	Garza	1,900	1,900	100
	Gillespie	6,400	6,200	97
	Goliad	2,000	1,900	95
	Gonzales	6,000	5,900	98
	Guadalupe	19,600	19,200	98
	Hardin	16,000	15,700	98
	Harris	1,035,500	1,026,100	99
	Harrison	20,200	19,900	98
	Hartley	1,400	1,400	100
	Haskell	2,900	2,900	100
	Henderson	22,200	21,800	98
	Hidalgo	96,200	94,500	98
	Hockley	8,400	8,300	99
	Hood	10,500	10,400	99
	Houston	8,500	8,200	96
	Hudspeth	800	800	100
	Hunt	24,500	24,100	98
	Irion	500	500	100
	Jack	3,100	3,100	100
	Jackson	5,000	4,900	98
	Jasper	12,500	12,300	98
	Jeff Davis	600	600	100
	Jim Wells	12,500	12,300	98
	Johnson	31,600	31,300	99
	Karnes	4,600	4,500	98
	Lampasas	5,400	5,300	98
	Lavaca	7,700	7,400	96
	Lee	4,800	4,700	98
	Leon	5,100	4,900	96
Liberty	20,300	19,900	98	
Limestone	8,500	8,300	98	
Llano	5,400	5,300	98	
Lubbock	79,800	79,100	99	
Lynn	2,700	2,700	100	
Mc Lennan	69,400	68,700	99	
Mcmullen	300	300	100	
Matagorda	15,900	15,600	98	
Medina	8,700	8,500	98	
Milam	9,000	8,800	98	
Montague	7,300	7,200	99	
Montgomery	60,400	59,300	98	
Morris	5,500	5,400	98	
Navarro	15,200	14,900	98	
Newton	5,100	5,000	97	
Oldham	700	700	100	
Orange	31,400	31,100	99	
Palo Pinto	10,000	9,800	98	
Panola	8,600	8,400	98	
Parker	20,100	19,900	99	
Polk	12,200	11,900	98	
Presidio	1,800	1,700	94	
Real	1,000	1,000	100	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	Red River	6,500	6,300	97	
	Refugio	3,200	3,200	100	
	Robertson	6,100	6,000	98	
	Rusk	17,000	16,700	98	
	Sabine	4,100	4,000	98	
	San Augustine	3,300	3,200	97	
	San Patricio	20,300	19,900	98	
	San Saba	2,500	2,400	96	
	Shelby	9,500	9,300	98	
	Smith	56,200	55,500	99	
	Sterling	400	400	100	
	Tarrant	385,800	382,900	99	
	Taylor	43,500	43,100	99	
	Titus	8,900	8,700	98	
	Travis	212,200	209,700	99	
	Tyler	8,000	7,800	97	
	Victoria	27,000	26,500	98	
	Washington	8,900	8,600	97	
	Wharton	15,300	15,000	98	
	Wilbarger	6,200	6,200	100	
	Williamson	36,800	36,200	98	
	Wood	11,300	11,100	98	
	Young	8,600	8,500	99	
	<b>UTAH</b>				
	Cache	20,600	20,100	98	
	Davis	50,100	49,600	99	
	Duchesne	4,600	4,400	96	
	Emery	4,100	4,000	98	
	Garfield	1,200	1,100	92	
	Iron	6,500	6,100	94	
	Juab	1,800	1,800	100	
	Millard	4,400	4,300	98	
	Morgan	1,600	1,600	100	
	Rich	700	700	100	
	Salt Lake	239,100	235,700	99	
	Sevier	5,300	5,200	98	
	Summit	4,700	4,600	98	
	Uintah	8,400	8,100	96	
	Utah	70,700	69,400	98	
	Washington	10,700	10,100	94	
Weber	54,700	54,000	99		
<b>VIRGINIA</b>					
Accomack	11,500	11,300	98		
Amherst	9,700	9,500	98		
Arlington	126,900	126,200	99		
Bath	2,000	2,000	100		
Bedford	14,800	14,600	99		
Bland	2,200	2,100	95		
Botetourt	8,700	8,600	99		
Brunswick	4,900	4,800	98		
Carroll	9,600	9,400	98		
Charlotte	4,000	3,900	98		
Chesterfield	62,000	61,700	100		
Craig	1,600	1,600	100		
Dinwiddie	21,100	20,800	99		
Essex	3,200	3,100	97		
Fairfax	259,100	258,200	100		
Franklin	12,700	12,500	98		
Frederick	20,200	20,000	99		
Giles	6,100	6,000	98		
Grayson	9,000	8,900	99		
Greensville	4,900	4,800	98		
Halifax	12,000	11,800	98		
Hanover	18,400	18,100	98		
Henrico	74,200	73,600	99		
Isle Of Wight	7,900	7,800	99		
James City	12,000	11,800	98		
King William	3,500	3,500	100		
Loudoun	23,000	22,700	99		
Louisa	6,700	6,500	98		

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Lunenburg	4,100	4,000	98
	Northampton	5,400	5,300	98
	Nottoway	5,100	5,000	98
	Orange	7,100	7,000	98
	Patrick	6,400	6,300	98
	Prince Edward	5,000	4,900	98
	Prince William	59,500	59,100	99
	Pulaski	12,800	12,700	99
	Richmond	2,500	2,500	100
	Rockingham	27,000	26,700	99
	Scott	8,500	8,300	98
	Shenandoah	11,100	11,000	99
	Spotsylvania	19,800	19,600	99
	Stafford	15,500	15,300	99
	Sussex	3,400	3,300	97
	Norfolk City	91,900	91,100	99
	Portsmouth City	36,500	36,200	99
	Richmond City	85,600	84,900	99
	Suffolk City	16,200	15,900	98
	<b>VERMONT</b>			
	Addison	10,700	10,400	97
	Bennington	13,400	13,100	98
	Caledonia	10,200	10,000	98
	Chittenden	44,000	43,300	98
	Franklin	12,700	12,600	99
	Lamoille	6,800	6,700	99
	Orange	9,000	8,800	98
	Rutland	22,700	22,100	97
	Washington	20,200	19,800	98
	Windham	15,600	14,900	95
	Windsor	21,100	20,500	97
	<b>WASHINGTON</b>			
	Benton	41,000	39,700	97
	Chelan	19,900	19,100	96
	Clallam	21,600	20,700	96
	Clark	79,500	77,400	97
	Franklin	13,300	12,900	97
	Grays Harbor	25,900	24,300	94
	Jefferson	7,600	7,300	96
	King	548,500	529,200	96
	Kitsap	63,800	62,200	97
	Kittitas West	2,000	1,900	95
	Klickitat	6,300	5,900	94
	Lewis	22,200	21,100	95
	Lincoln	3,800	3,700	97
	Mason	14,100	13,700	97
	Okanogan	12,800	12,000	94
	Pierce	199,300	194,100	97
	Skamania	3,100	2,900	93
	Snohomish	143,900	140,000	97
	Spokane	140,600	136,100	97
	Thurston	56,500	54,900	97
	Wahkiakum	1,400	1,300	93
	Walla Walla	17,800	16,700	94
	Whatcom	44,500	42,600	96
	Yakima	67,700	64,700	96
	<b>WISCONSIN</b>			
	Adams	5,400	5,200	96
	Ashland	6,400	6,300	98
	Barron	15,600	15,100	97
	Brown	67,700	67,100	99
	Buffalo	5,400	5,300	98
	Calumet	11,400	11,200	98
	Chippewa	18,500	18,200	98
	Clark	12,300	11,900	97
	Columbia	17,500	17,100	98
	Crawford	6,100	6,000	98
	Dane	133,800	130,800	98
	Dodge	26,600	26,100	98
	Door	10,600	10,500	99

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Douglas	16,600	16,400	99
	Florence	1,400	1,400	100
	Fond Du Lac	31,500	31,000	98
	Forest	3,500	3,400	97
	Green	12,100	11,900	98
	Green Lake	7,300	7,100	97
	Iowa	7,500	7,300	97
	Jackson	6,400	6,200	97
	Jefferson	24,100	23,800	99
	Kenosha	44,800	44,300	99
	Kewaunee	6,900	6,800	99
	La Crosse	34,700	34,200	99
	Lafayette	6,200	6,100	98
	Langlade	7,500	7,300	97
	Lincoln	10,800	10,600	98
	Manitowoc	29,900	29,600	99
	Marathon	41,400	40,900	99
	Marquette	15,500	15,300	99
	Marquette	5,400	5,200	96
	Milwaukee	371,800	367,000	99
	Monroe	13,000	12,700	98
	Oconto	11,500	11,300	98
	Oneida	12,900	12,600	97
	Outagamie	47,500	47,100	99
	Ozaukee	24,600	24,300	99
	Portage	20,600	20,200	98
	Price	6,400	6,200	97
	Richland	6,600	6,400	97
	Rock	51,800	51,100	99
	Rusk	5,900	5,700	97
	St Croix	16,100	15,900	99
	Sauk	17,100	16,600	97
	Shawano	13,900	13,700	99
	Sheboygan	37,200	36,800	99
	Taylor	6,400	6,200	97
	Vernon	9,900	9,600	97
	Vilas	7,500	7,300	97
	Walworth	27,200	26,800	99
	Washburn	5,700	5,600	98
	Washington	30,700	30,400	99
	Waukesha	100,200	99,200	99
	Waupaca	16,400	16,200	99
	Waushara	8,100	7,900	98
	Wood	29,100	28,700	99
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
	Braxton	5,600	5,500	98
	Cabell	41,800	41,500	99
	Doddridge	2,800	2,800	100
	Gilmer	3,000	2,900	97
	Grant	3,800	3,700	97
	Hampshire	5,900	5,800	98
	Hardy	3,800	3,700	97
	Mason	10,100	10,000	99
	Monroe	4,800	4,600	96
	Pocahontas	3,900	3,700	95
	Preston	11,300	11,100	98
	Ritchie	4,500	4,400	98
	Roane	5,600	5,500	98
	Summers	5,600	5,400	96
	Tucker	3,400	3,300	97
	Wirt	2,000	2,000	100
	<b>WYOMING</b>			
	Fremont	13,200	12,800	97
	Johnson	2,600	2,500	96
	Laramie	28,600	28,100	98

# Georgia

## WAGA-TV , Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Union	4,100	4,000	98
	Upson	9,600	9,500	99
	Walton	11,600	11,400	99
	White	4,200	4,100	98
	Whitfield	24,700	24,500	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Calhoun	44,100	43,700	99
	Chambers	14,500	14,300	99
	Cherokee	7,200	7,100	99
	<b>GEORGIA</b>			
	Coffee	9,900	9,700	98
	Fannin	6,000	5,900	98
	Hancock	2,900	2,800	97
	Monroe	5,400	5,300	98
	Stephens	8,100	8,000	99
Washington	6,400	6,200	97	
<b>NORTH CAROLINA</b>	Clay	2,800	2,700	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	<b>GEORGIA</b>			
	Bibb	56,400	55,800	99
	Catoosa	14,200	14,100	99
	Colquitt	12,900	12,700	98
	Crawford	2,400	2,300	96
	Crisp	7,100	6,900	97
	Elbert	7,000	6,900	99
	Franklin	6,000	5,900	98
	Harris	6,300	6,200	98
	Hart	6,800	6,700	99
	Houston	28,900	28,600	99
	Jones	6,600	6,500	98
	Lowndes	25,500	25,000	98
	Macon	4,900	4,800	98
	Murray	8,000	7,900	99
	Peach	7,200	7,100	99
	Sumter	10,100	9,900	98
	Taliaferro	800	800	100
	Taylor	2,600	2,500	96
	Tift	11,700	11,500	98
	Walker	20,100	19,900	99
	Wilkes	4,000	3,900	97
	Wilkinson	3,600	3,500	97
	<b>NORTH CAROLINA</b>			
	Macon	9,500	9,200	97
	<b>TENNESSEE</b>			
	Polk	4,900	4,800	98

## WGNX , Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	Cherokee	7,200	7,100	99
	Clay	4,800	4,700	98
	De Kalb	22,100	21,900	99
	<b>GEORGIA</b>			
	Banks	3,600	3,500	97
	Catoosa	14,200	14,100	99
	Chattooga	7,800	7,700	99
	Crawford	2,400	2,300	96
Dade	4,200	4,200	100	
Elbert	7,000	6,900	99	
Gilmer	4,400	4,300	98	
Hart	6,800	6,700	99	
Heard	2,300	2,300	100	
Houston	28,900	28,600	99	
Lumpkin	4,000	4,000	100	
Monroe	5,400	5,300	98	
Murray	8,000	7,900	99	
Peach	7,200	7,100	99	
Pike	3,200	3,100	97	
Rabun	4,200	4,100	98	
Stephens	8,100	8,000	99	
Taylor	2,600	2,500	96	
Towns	2,500	2,500	100	
Walker	20,100	19,900	99	
Wilkes	4,000	3,900	97	

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# Georgia

## WSB-TV , Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Chambers	14,500	14,300	99	
	<b>GEORGIA</b>				
	Bibb	56,400	55,800	99	
	Chattooga	7,800	7,700	99	
	Crisp	7,100	6,900	97	
	Fannin	6,000	5,900	98	
	Hancock	2,900	2,800	97	
	Jones	6,600	6,500	98	
	Murray	8,000	7,900	99	
	Oglethorpe	3,400	3,300	97	
	Schley	1,100	1,100	100	
	Stephens	8,100	8,000	99	
	Sumter	10,100	9,900	98	
	Tift	11,700	11,500	99	
Whitfield	24,700	24,500	98		
	<b>NORTH CAROLINA</b>				
	Clay	2,800	2,700	96	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Clay	4,800	4,700	98	
	De Kalb	22,100	21,900	99	
	Etowah	39,600	39,300	99	
	<b>GEORGIA</b>				
	Ben Hill	6,300	6,100	97	
	Berrien	5,100	5,000	98	
	Coffee	9,900	9,700	98	
	Colquitt	12,900	12,700	98	
	Cook	4,800	4,700	98	
	Crawford	2,400	2,300	96	
	Dodge	6,000	5,900	98	
	Elbert	7,000	6,900	99	
	Franklin	6,000	5,900	98	
	Harris	6,300	6,200	98	
	Houston	28,900	28,600	99	
	Laurens	13,600	13,300	98	
	Lowndes	25,500	25,000	98	
	Peach	7,200	7,100	99	
	Talbot	2,000	1,900	97	
	Taliaferro	800	800	100	
	Taylor	2,600	2,500	96	
	Telfair	4,000	3,900	98	
	Thomas	13,200	13,000	98	
	Washington	6,400	6,200	97	
	Worth	6,300	6,200	98	
		<b>NORTH CAROLINA</b>			
		Cherokee	7,700	7,500	97
		Macon	9,500	9,200	97
		<b>TENNESSEE</b>			
		Polk	4,900	4,800	98

## WXIA-TV , Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Rockdale	15,600	15,400	99
	Spalding	17,800	17,600	99
	Troup	19,200	18,900	98
	Upson	9,600	9,500	99
	Walton	11,600	11,400	99
	White	4,200	4,100	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Baldwin	11,600	11,400	98
	Banks	3,600	3,500	97
	Ben Hill	6,300	6,100	97
	Bibb	56,400	55,800	99
	Chattooga	7,800	7,700	99
	Hancock	2,900	2,800	97
	Houston	28,900	28,600	99
	Jeff Davis	4,300	4,200	98
	Jones	6,600	6,500	98
	Laurens	13,600	13,300	98
	Madison	7,200	7,100	99
	Murray	8,000	7,900	99
	Oglethorpe	3,400	3,300	97
	Putnam	4,100	4,000	98
	Stephens	8,100	8,000	99
	Telfair	4,000	3,900	98
	Towns	2,500	2,500	100
	Union	4,100	4,000	98
	Whitfield	24,700	24,500	99
	Wilkes	4,000	3,900	97
	<b>NORTH CAROLINA</b>			
	Clay	2,800	2,700	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
	De Kalb	22,100	21,900	99
	Etowah	39,600	39,300	99
	<b>GEORGIA</b>			
	Bleckley	3,700	3,600	97
	Coffee	9,900	9,700	98
	Crawford	2,400	2,300	96
	Crisp	7,100	6,900	97
	Dodge	6,000	5,900	98
	Elbert	7,000	6,900	99
	Fannin	6,000	5,900	98
	Franklin	6,000	5,900	98
	Grady	7,400	7,300	99
	Harris	6,300	6,200	98
	Irwin	3,400	3,300	97
	Lowndes	25,500	25,000	98
	Peach	7,200	7,100	99
	Pulaski	3,200	3,100	97
	Talbot	2,000	1,900	97
Taliaferro	800	800	100	
Toombs	8,800	8,600	98	
Wilkinson	3,600	3,500	97	



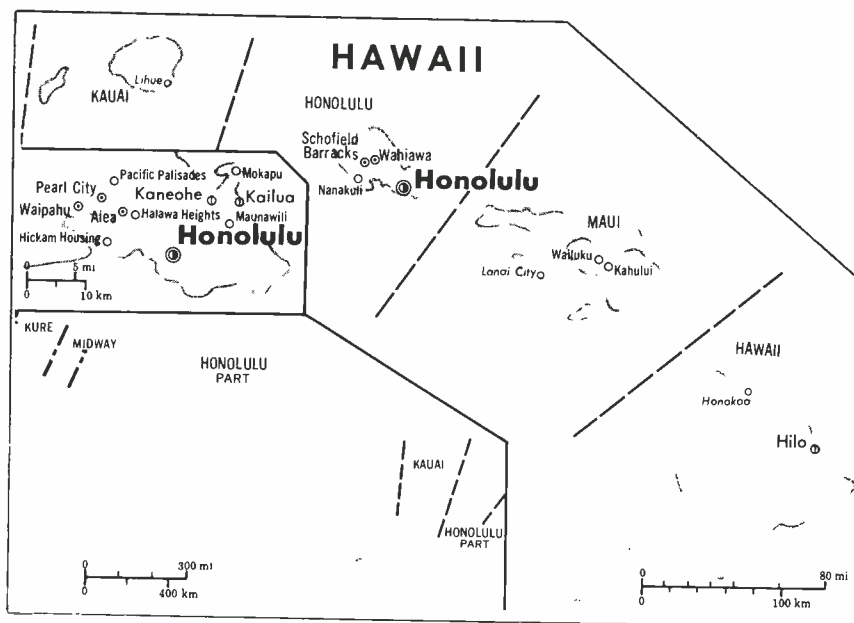
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**WTVM , Columbus  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>ALABAMA</b>			
	Crenshaw	5,300	5,200	98
	Houston	30,700	30,500	99
	Jefferson	262,800	261,200	99
	Marion	12,100	12,000	99
	<b>GEORGIA</b>			
	Bibb	56,400	55,800	99
	Decatur	9,000	8,900	98
	Dodge	6,000	5,900	98
	Jones	6,600	6,500	98
Lamar	4,600	4,500	98	
Monroe	5,400	5,300	98	
Pike	3,200	3,100	97	
Telfair	4,000	3,900	98	
Twiggs	3,300	3,200	97	



Market	Arbitron ADI TV Households	Rank
Honolulu .....	*	*
Hilo .....	*	*
Waituku .....	*	*

**Market Area Commercial TV Stations**

KBFD (32), KGMB (9), KHAI-TV (20), KHNL (13), KHON-TV (2), KITV (4), KMGH (26)  
 KGMD-TV (9), KHAW-TV (11), KHBC-TV (2), KHVO (13)  
 KAI-TV (7), KGMV (3), KMAU (12)

**Hawaii Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	11	3	14
Educational Television Stations	2	0	2
	13	3	16

**ARBITRON DOES NOT HAVE  
 WEEKLY CIRCULATION DATA FOR HAWAII**

# Hawaii—Hilo

## KGMD-TV

Ch. 9

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** 58 Manaolana Place, Hilo, HI 96720.

**Telephones:** 808-944-5200, Honolulu; 808-935-6221, Hilo.

**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 Place.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1955.

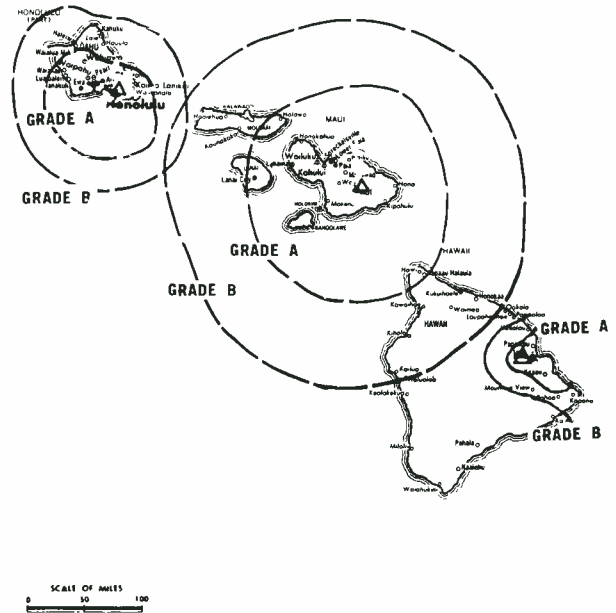
**Represented (sales):** Katz Television.

**Represented (engineering):** David Steel & Associates.

**Personnel:**  
LEE CARSON, general manager.

**Rates:** Sold in combination with KGMB, Honolulu & KGMV, Waikiki with rates applying to simultaneous telecasts on all three stations.

**NETWORK BASE HOURLY RATE:** Bonus to KGMB, Honolulu.



KGMD-TV BPCT-4894 Granted 1/5/76

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# Hawaii—Hilo

## KHAW-TV

Ch. 11

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co., One Magnificent Mile, Suite 1400, Chicago, IL 60611.

**Studio:** 1170 Auahi St., Honolulu, HI 96814.

**Telephone:** 808-531-8585.

**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 Services:** AP, CNN.

**Ownership:** Burnham Bcstg. Co. See Group Ownership of Television Stations.

**Began Operation:** November 27, 1961.

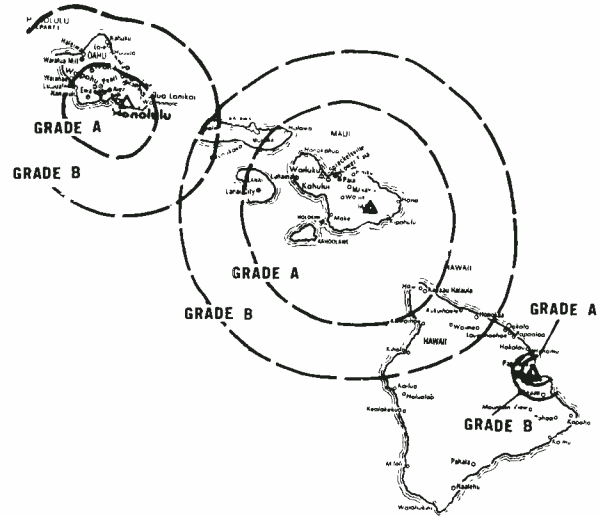
**Represented (sales):** Harrington, Righter & Parsons Inc.

**Personnel:**

See KHON-TV, Honolulu.

**Rates:** Sold in combination with KHON-TV, Honolulu & KAI-TV Waikiki 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)

**Network Service:** ABC.

**Licensee:** Tak Communications, 10800 Tara Dr., Potomac, MD 20854.

**Studio:** Naniloa Hotel, Hilo, HI 96720.

**Telephone:** 808-935-8289.

**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, HI.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1960.

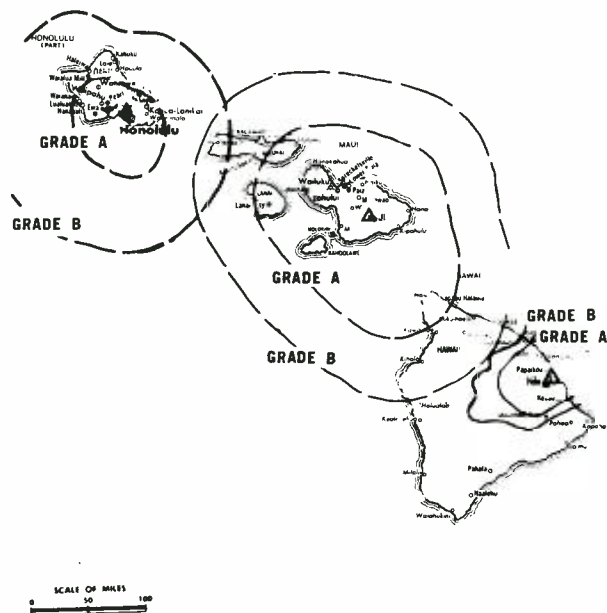
**Represented (sales):** Seltel Inc.

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**  
See KITV, Honolulu

**Rates:** Sold in combination with KITV, Honolulu.

**NETWORK BASE HOURLY RATE:** Included with KITV, Honolulu.



KHVO BPCT-3077 Granted 9/6/62

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# Hawaii—Hilo

## KHBC-TV

Ch. 2

**Network Service:** None, independent.

**Licensee:** Kona-Hilo Bcstg. Corp., Box 4250, Hilo, HI 96720.

**Studio:** 400 Hualani Street, Hilo, HI 96720.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 2.31-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:** 71 Banyan Dr., Hilo Hawaiian Hotel, Hilo.

**Satellite Earth Station:** Harris, 7-meter; Drake receivers.

**News Services:** CNN.

**Ownership:** William N. Evans, pres.-treas., 100%; Nancy Ross, v.p.; Julie Naras, secy. Evans owns KKON(AM) & KOAS(FM) Kealahou, HI.

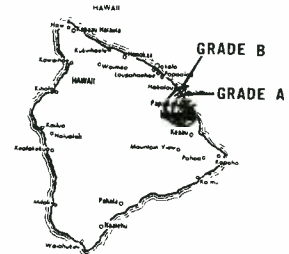
**Began Operation:** August 22, 1983. Sale to Hilo Bcstg. (Marvin Chupack, et al.) by Trustee in Bankruptcy approved by FCC Jan. 31, 1986. Sale to present owner approved by FCC April 24, 1987. Began operation as KHBC-TV April 14, 1986.

**Represented (legal):** Hall, Dicker, Lawler, Kent & Friedman.

### Personnel:

WILLIAM N. EVANS, president.  
ABE LAGADON, station manager.  
GERRI SHIMADA, office manager, programmer.  
DERRICK UMEMOTO, sales manager.

the  
Kona-Hilo  
Broadcasting  
System  
Stulu



SCALE OF MILES  
0 50 100

KHBC-TV BMPCT-830316KE Granted 5/27/83

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**Highest 30 Sec. Rate:** \$90.

# Hawaii—Honolulu

## KBFD

Ch. 32

**Network Service:** None, independent.

**Licensee:** The Allen Bcstg. Corp., 1750 Kalakaua Ave., Honolulu, HI 96826.

**Studio:** 1188 Bishop St., Penthouse 1, Honolulu, HI 96813.

**Telephone:** 808-521-8066.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 145-kw max. visual, 14.5-kw max. aural. Antenna: 424-ft. above av. terrain, 390-ft. above ground, 413-ft. above sea level.

Latitude	21°	18'	49"
Longitude	157°	51'	43"

**Transmitter:** 1188 Bishop St.

**Ownership:** Kea Sung Chung, chmn.-pres., 65.0%; Ok Soon Chung, v.p.-treas., 10.0%; Jaeh Hoon Chung, secy., 15.0%; June Ho Chung, 10.0%.

**Began Operation:** March 24, 1986.

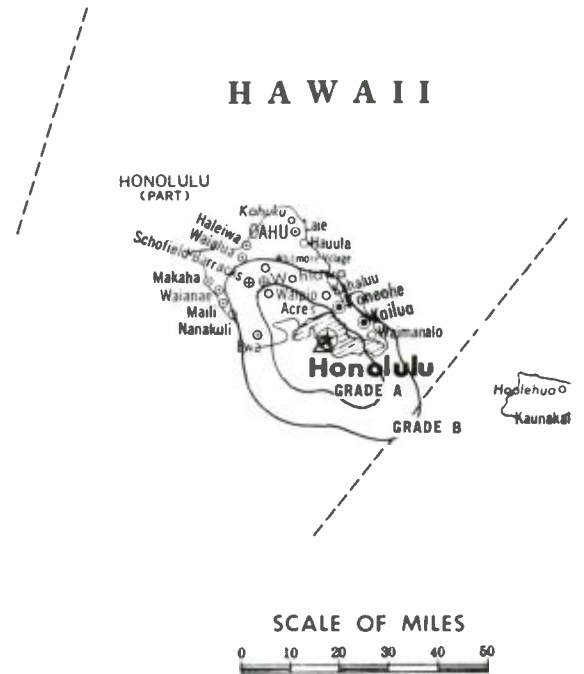
**Represented (legal):** Hardy & Popham.

**Represented (engineering):** Comsearch Inc.

**Personnel:**  
KEA SUNG CHUNG, president & general manager.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$150.



KBFD BMPCT—851024KG Granted 11/27/85

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# Hawaii—Honolulu

## KGMB

Ch. 9

(Also operates satellite KGMD-TV, Hilo and semi-satellite KGMV, Wailuku, Maui)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** 1534 Kapiolani Blvd., Honolulu, HI 96814.

**Telephone:** 808-944-5200.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Cosmos, 4.5-meter C-band; Stratos, 4.5-meter C-band; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** December 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):** Katz Television.

**Represented (legal):** Kobayashi, Watanabe, Sugita, Kawashima & Goda.

**Represented (engineering):** David Steel & Associates.

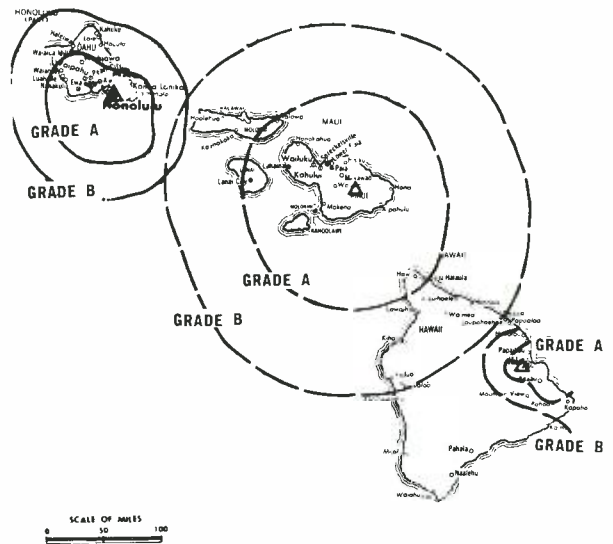
**Personnel:**

LEE CARLSON, general manager.

ED WONG, controller.

LOREN NEUHARTH, general sales & marketing manager.

PHIL ARNONE, program director.



KGMB BPCT-3610 Granted 10/19/65

© American Map Corp., 14244

JOHN WRAY, promotion manager.

NICK CARTER, manager, production.

JAMES DONEY, director, community affairs/human resources.

ROD SHIMABUKURO, chief engineer.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$700.

**Note:** Above rates include satellite operation of KGND-TV, Hilo, KGMV, Wailuku, & translators K69BZ Lihue & K57BI Waimea.



# Hawaii—Honolulu

## KHAI-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Honolulu Family TV Ltd. Partnership, Debtor in Possession, Osborne Office Center, Suite 260, Chattanooga, TN 37411.

**Studio:** 735 Sheridan St., Honolulu, HI 96814.

**Telephone:** 808-943-1169.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 537-kw max. visual, 63-kw max. aural. Antenna: Minus 150-ft. above av. terrain, 320-ft. above ground, 330-ft. above sea level.

Latitude	21°	17'	56"
Longitude	157°	50'	44"

**Transmitter:** 735 Sheridan St., Honolulu.

**Ownership:** Media Central Inc., gen. partner, 51%; Honolulu TV 20 Ltd. Partnership, ltd. partner, 49%. See Media Central Inc. in Group Ownership of TV Stations.

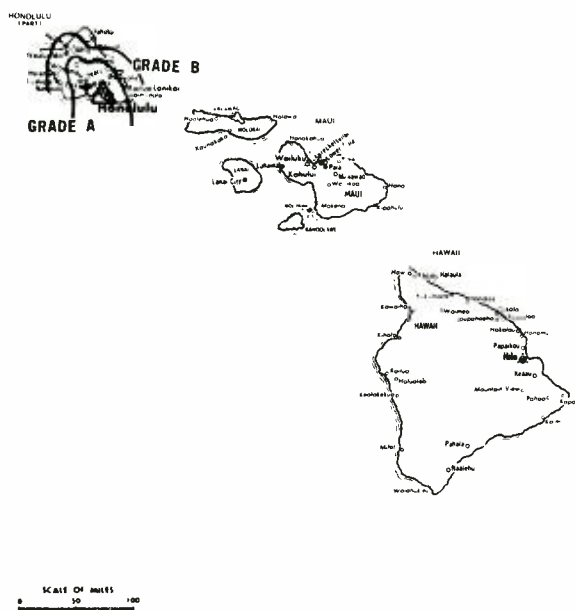
**Began Operation:** December 30, 1983. Sale to present owners approved by FCC Jan. 18, 1985.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

DANIEL KAWAKAMI, general manager.  
GREGG MUELLER, general sales manager.  
SAM SUGANO, program director.



KHAI-TV BNPCT-830110KF Granted 10/7/83

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**Highest One Hour Rate: \$800.**

**Highest 30 Sec. Rate: \$175.**

# Hawaii—Honolulu

## KHON-TV

### Ch. 2

(Also operates satellites KAIH-TV, Wailuku & KHAW-TV, Hilo)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co. Ltd. Partnership, One Magnificent Mile, Suite 1400, Chicago, IL 60611.

**Studio:** 1170 Auahi St., Suite 501, Honolulu, HI 96814.

**Business Office:** 615 Piikoi St., Suite 501, Honolulu, HI 96814.

**Telephone:** 808-531-8585.

**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.

**Multichannel TV Sound:** Stereo & separate audio program.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris receivers.

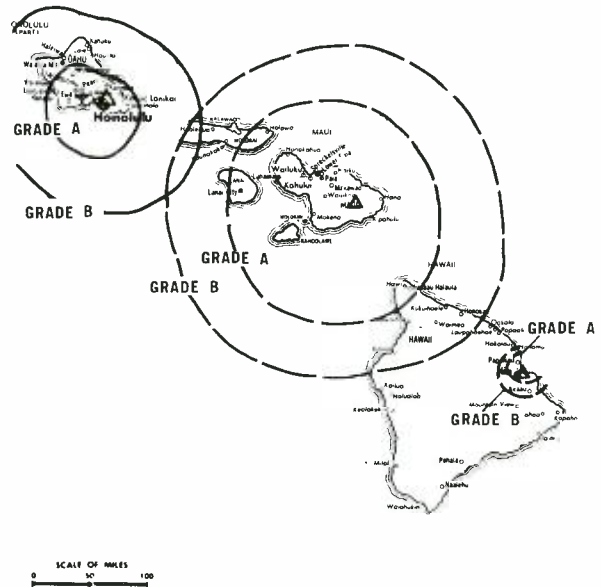
**News Services:** AP, CNN.

**Ownership:** Burnham Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 15, 1952. Sale to present owners by Des Moines Register & Tribune approved by FCC Aug. 23, 1985 (*Television Digest*, Vol. 25:6). Previously, merger of Des Moines Register & Tribune Co. with McCoy Bcstg. Co. approved by FCC March 8, 1979. Sale to McCoy by Pacific & Southern Co. Inc. approved Jan. 17, 1973. Previously, merger with Jupiter Bcstg. of Georgia, surviving corp., later known as Pacific & Southern Bcstg. Co. Inc., approved Nov. 15, 1967 (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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.



KHON-TV BPCT-4966 Granted 7/13/77

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#### Personnel:

WILLIAM L. SNYDER, president & general manager.  
MICHAEL ROSENBERG, director of sales & station manager.  
KENT BAKER, news director.  
JACK KELLNER, director, community affairs.  
WILLIAM HAYES, director of engineering.  
ALAN L. HOFFMAN, program manager.  
DENNIS CHRISTIANSON, promotion director.  
JIM MCCORMICK, production manager.

**Highest 30 Sec. Rate: \$2000.**

**NETWORK BASE HOURLY RATE: \$525.**

# Hawaii—Honolulu

## KHNL

Ch. 13

**Network Service:** None, independent.

**Licensee:** King Broadcasting Co., 333 Dexter Ave. N, Seattle, WA 98109.

**Studio:** 150-B Puuhale Rd., Honolulu, HI 96819.

**Telephone:** 808-847-3246.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 22-ft. above av. terrain, 500-ft. above ground, 505-ft. above sea level.

Latitude	21°	17'	09.0"
Longitude	157°	50'	18.5"

**Transmitter:** 2005 Kalia Rd., Honolulu.

**Satellite Earth Station:** In operation.

**News Service:** UPI.

**Ownership:** King Bcstg. Co. See Group Ownership of Television Stations.

**Began Operation:** July 4, 1962. Sale by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967. Sale to Mid-Pacific Television Assoc. by Richard Eaton approved Nov. 28, 1979. FCC approved sale to present owner May 5, 1986.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald, & Hildreth.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

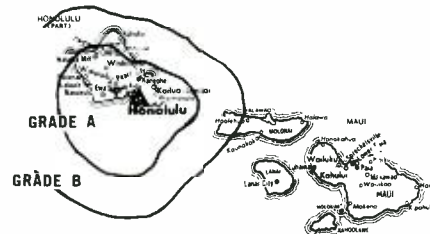
RICK BLANGIARDI, vice president & general manager.

DANIEL SCHMIDT, program director.

JOHN L. FINK, general sales manager.

TERRY JOINER, marketing director.

MICHAEL EINSTEIN, creative director.



SCALE OF MILES  
0 50 100

KHNL BPCT—810522KH Granted 6/15/81

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**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$350.

# Hawaii—Honolulu

## KITV

Ch. 4

(Rebroadcast by KMAU, Wailuku & KHVO, Hilo)

**Network Service:** ABC.

**Licensee:** Tak Communications, 10800 Tara Drive, Potomac, MD 20854.

**Studio:** 1290 Ala Moana Blvd., Honolulu, HI 96814.

**Telephone:** 808-545-4444. **TWX:** KITV 723-8387.

**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 Service:** AP.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 16, 1954. Sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, IA, interlocking with WMT-TV & Dolph Petty Bcstg. approved Jan. 11, 1956 (*Television Digest*, Vol. 11:46; 12:2). Sale to Kaiser Bcstg. by Television Corp. of America (Albert Zugsmith interests) which operated station as KULA-TV, approved June 11, 1958 (Vol. 14:19, 24). Kaiser sale to Berger group, approved Dec. 18, 1964 (Vol. 4:41, 51). Lawrence S. Berger & assoc. sale to Starr Bcstg. Group approved June 15, 1979. Sale to present owner including KHVO, Hilo & KMAU, Wailuku, HI approved Jan. 27, 1987 (Vol. 26:46).

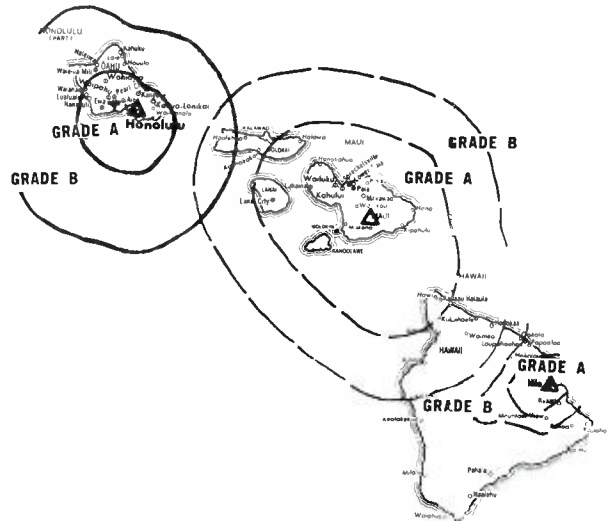
**Represented (sales):** Seltel Inc

**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

RICHARD T. GRIMM, general manager.  
DAVE MOORE, chief engineer.  
MUNEO HAMADA, business manager.



KITV BPCT-4921 Granted 7/2/76

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PAUL UDELL, news director.  
BOB TURNER, program director.  
CHARLIE RILEY, production manager.  
JOE LOEWENHARDT, commercial production manager.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$500.

# Hawaii—Honolulu

## KMGT

Ch. 26

**Network Service:** None, independent.

**Licensee:** Mauna Kea Bcstg. Co., 10880 Wilshire Blvd., Suite 2007, Los Angeles, CA 90024.

**Studio:** 970 N. Kalaheo Ave., Honolulu, HI 96734.

**Telephone:** 808-254-5826.

**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"

Holds CP for change to 75.9-kw max. visual, 7.59-kw max. aural, 2120-ft. above av. terrain, 60-ft. above ground, 2500-ft. above sea level. BPCT-850305KF.

**Transmitter:** Wiliwilinui Ridge, Honolulu.

**Satellite Earth Station:** In operation; Uniden receivers.

**News Service:** UPI.

**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:** December 23, 1982.

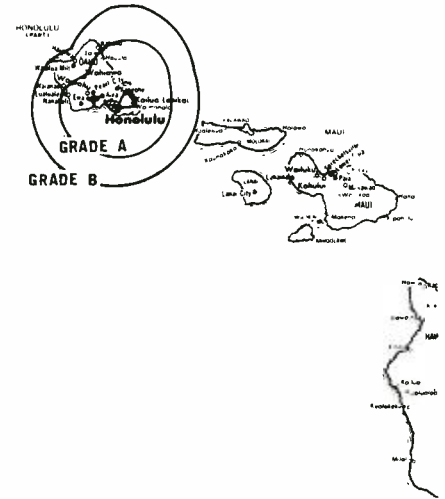
**Represented (sales):** Adam Young Inc.

**Represented (legal):** Cohn & Marks.

**Personnel:**

LINDA MANOWN, sales manager.

GARRETT NAKAHODO, program director.



KMG T BPCT-850305KF Granted 5/28/85

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**Highest 30 Sec. Rate: \$400.**

# Hawaii—Wailuku

## KAIJ-TV

Ch. 7

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co. Ltd. Partnership, One Magnificent Mile, Suite 1400, Chicago, IL 60611.

**Studio:** 1170 Auahi Street, Honolulu, HI 96814.

**Telephone:** 808-531-8585.

**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 Services:** AP, CNN.

**Ownership:** Burnham Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 19, 1958.

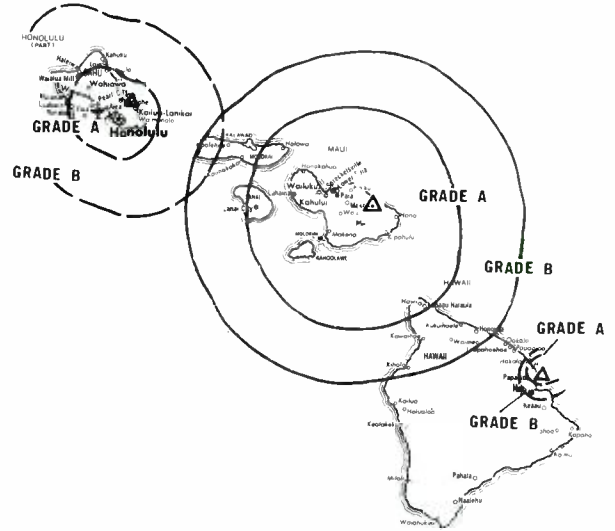
**Represented (sales):** Harrington, Righter & Parsons Inc.

**Personnel:**

See KHON-TV, Honolulu.

**Rates:** Sold in combination with KHON-TV Honolulu, KHAW-TV Hilo & K550Z Lihue, with rates applying to simultaneous telecasts on all stations.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.



KAIJ-TV BPCT-2906 Granted 10/20/61

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# Hawaii—Wailuku

## KGMV

Ch. 3

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** 1534 Kapiolani Blvd., Honolulu, HI 96814.

**Telephone:** 808-944-5200.

**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.

**News Service:** UPI.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** April 24, 1955. Sale to present owner by Heftel Bcstg. approved by FCC Sept. 10, 1985. Previous sale 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).

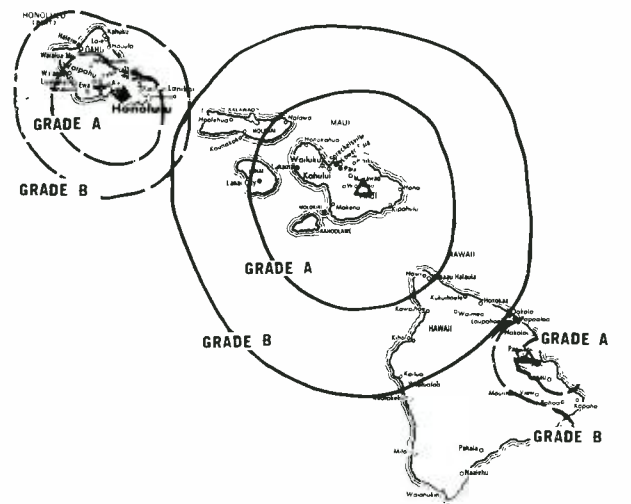
**Represented (sales):** Katz Television.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

LEE CARLSON, general manager.

**Rates:** Sold in combination with KGMB Honolulu & satellite KGMD-TV Hilo, with rates applying to simultaneous telecasts on all three stations.



KGMV BMPCT-2821 Granted 2/25/55

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**NETWORK BASE HOURLY RATE:** Bonus to KGMB, Honolulu.

# Hawaii—Wailuku

## KMAU

Ch. 12

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Tak Communications, 10800 Tara Dr., Potomac, MD 20854.

**Studio:** 1290 Ala Moana Blvd., Honolulu, HI 96814.

**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"

Holds CP for change to 52.2-kw max. visual, 11.5-kw max. aural, 5755-ft. above av. terrain, 46-ft. above ground, 9956-ft. above sea level.

**Transmitter:** Haleakala Crater.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 4, 1955. Sale to Shamrock Bcstg. by Maui Publishing Co. Ltd. approved by FCC March 27, 1978. Shamrock sold to Tak Communications Jan. 27, 1987 (**Television Digest**, Vol. 26:46).

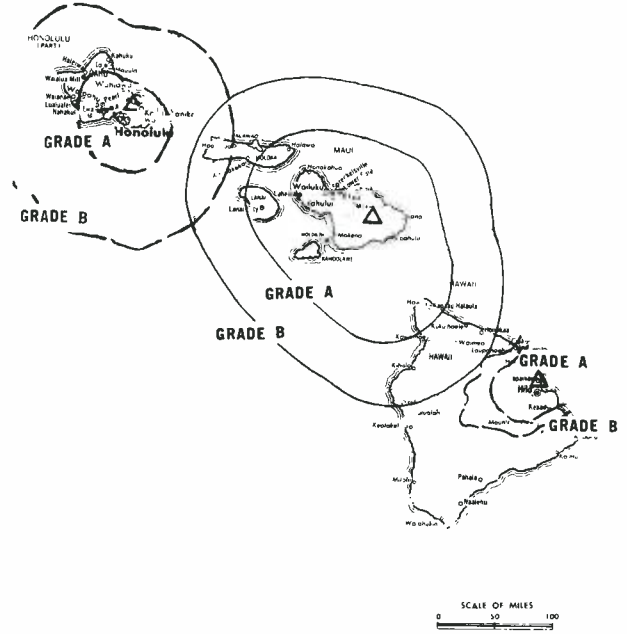
**Represented (sales):** Seltel Inc.

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**

See KITV, Honolulu.

**NETWORK BASE HOURLY RATES:** Included with KITV, Honolulu.

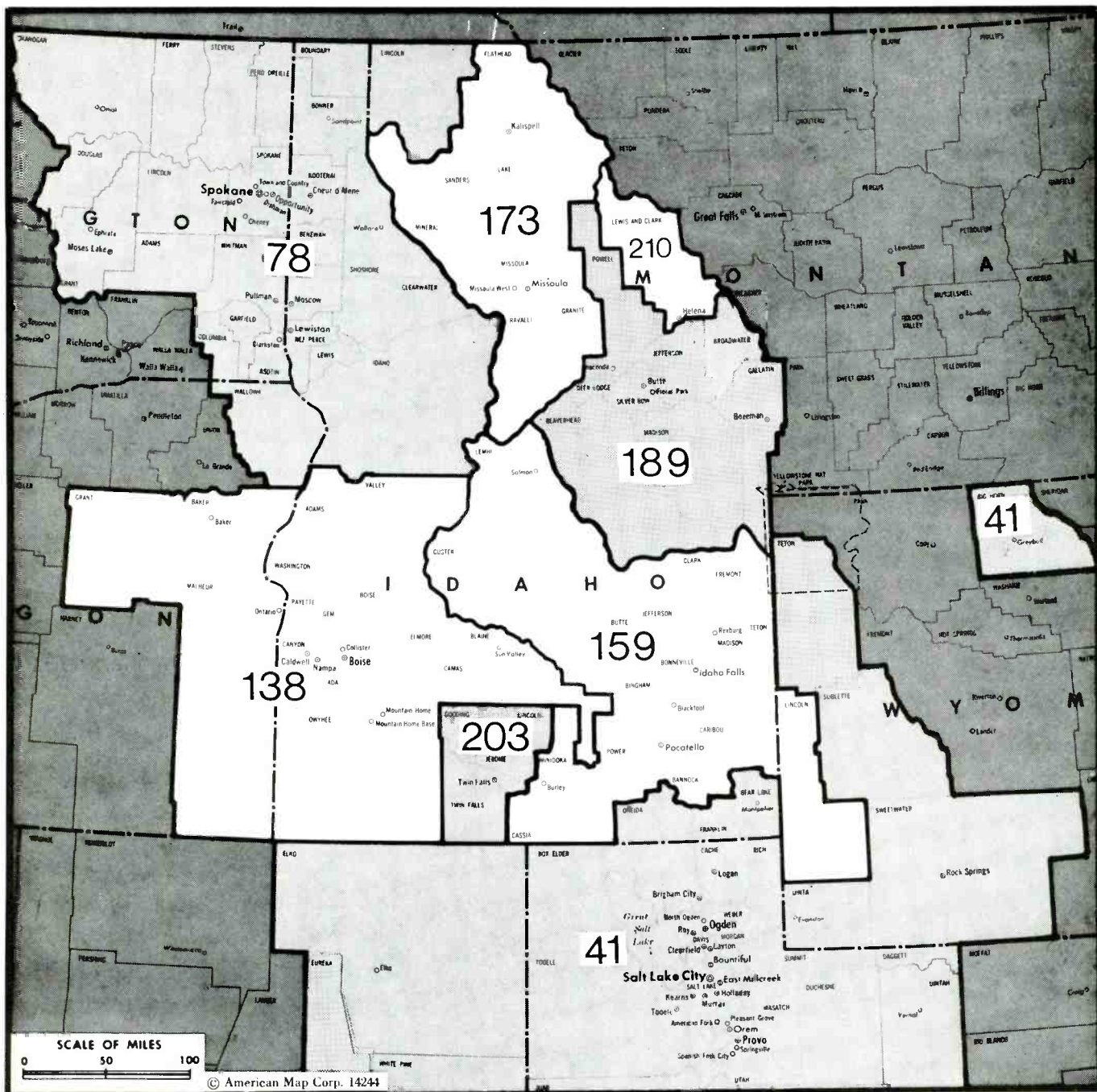


KMAU BPCT—871118KH Granted 2/26/87

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# Idaho



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	581,700	41	KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2)
Spokane, WA	313,900	78	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
Boise, ID	153,200	138	KBCI-TV (2), KIVI (6), KTRV (12), KTVB(7)
Idaho Falls-Pocatello, ID	101,500	159	KIDK (3), KIFI-TV (8), KPVI (6)
Missoula, MT	76,300	173	KCFW-TV (9), KECI-TV (13), KPAX-TV(8)
Butte, MT	48,400	189	KCTZ (7), KTVM (6), KXLF-TV (4)
Twin Falls, ID	30,500	203	KMVT (11)
Helena, MT	18,600	210	KTVH (12)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

KIVI & KTRV, Boise.....	See Nampa, ID
KIVI & KTRV, Caldwell.....	See Nampa, ID
KPVI, Idaho Falls.....	See Pocatello, ID
KBCI-TV & KTVB, Nampa.....	See Boise, ID
KIDK-TV & KIFI-TV, Pocatello.....	See Idaho Falls, ID

**Idaho Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	3	0	3
	<hr/>	<hr/>	<hr/>
	12	0	12

# Idaho—Boise

## KBCI-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** Eugene Television Inc., Box 2, Boise, ID 83707.

**Studio:** 1007 W. Jefferson St., Boise, ID 83702.

**Mailing Address:** Box 2, Boise, ID 83707.

**Telephone:** 208-336-5222. **TWX:** 910-970-5790.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 65-kw visual, 12.9-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.

**Satellite Earth Stations:** Harris, 6.1-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, UPI, Weather Wire.

**Ownership:** Eugene Television Inc. See Group Ownership of Television Stations.

**Began Operation:** November 26, 1953. Sale to present owner by Boise Valley Bcstrs. Inc. approved by FCC Aug. 31, 1976.

**Represented (sales):** Katz Television; Art Moore Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

### Personnel:

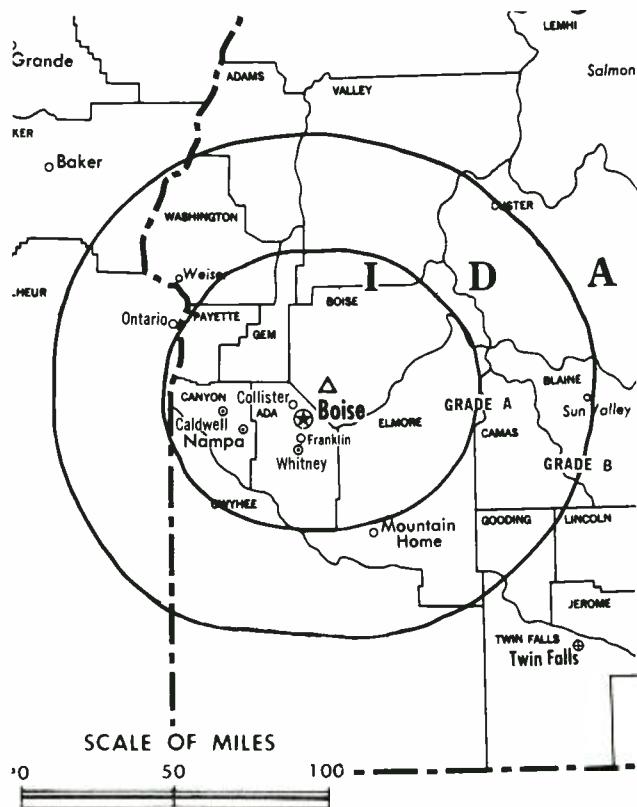
TIMOTHY BEVER, general manager.  
MARK JOLLIE, general sales manager.  
TOM MAGAW, local sales manager.  
BEN LESSER, news director.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Boise. **ADI:** Boise. **Rank:** 138.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	74,200	72,900	98
	Adams	1,300	1,200	92
	Blaine	5,200	5,000	96
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	29,800	29,100	98
	Elmore	6,900	6,800	99
	Gem	4,400	4,300	98
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
Valley	2,300	2,200	96	
Washington	3,100	3,000	97	



KBCI-TV BPCT-2146 Granted 7/11/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEVADA</b>			
	Humboldt	4,500	4,300	96
	<b>OREGON</b>			
	Grant	3,200	2,800	87
	Harney	2,900	2,700	93
	Malheur	9,800	9,400	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Gooding	4,600	4,500	98
	Lincoln	1,200	1,200	100
	Twin Falls	19,700	19,400	98
	<b>OREGON</b>			
	Baker	6,300	5,900	94
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Idaho	5,300	5,000	94
	Jerome	5,600	5,500	98
	<b>OREGON</b>			
	Wheeler	700	700	100
<b>Station Totals</b>		<b>201,700</b>	<b>196,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>145,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>83,500</b>	

# Idaho—Boise

**KTVB**

Ch. 7

**Network Service:** NBC.

**Licensee:** King Bcstg. Co., Box 24525, Seattle, WA 98124.

**Studio:** 5407 Fairview Ave., Boise, ID 83704.

**Mailing Address:** Box 7, Boise, ID 83707.

**Telephone:** 208-375-7277. **TWX:** 910-970-5779.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 162-kw visual, 26.3-kw aural. Antenna: 2650-ft. above av. terrain, 226-ft. above ground, 7206-ft. above sea level.

Latitude 43° 45' 16"  
Longitude 116° 05' 56"

**Transmitter:** TV Lot No. 3, Deer Point, ID.

**Satellite Earth Stations:** 3 in operation; Prodelin, 5-meter; Gardiner, Harris, M/A-Com, Microdyne receivers.

**News Services:** AP, CNN, NBC, UPI.

**Ownership:** King Bcstg. Co. See Group Ownership of Television 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):** Blair Television; Northwest TV Sales (Seattle & Portland).

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

STEVE CLIFFORD, president.  
ROBERT E. KRUEGER, vice president & general manager.  
JOHN LEWIS, general sales manager.  
PAM LAWS, promotion director.  
PETER HOEKZEMA, director of engineering.  
LINDSAY NOTHERN, news director.

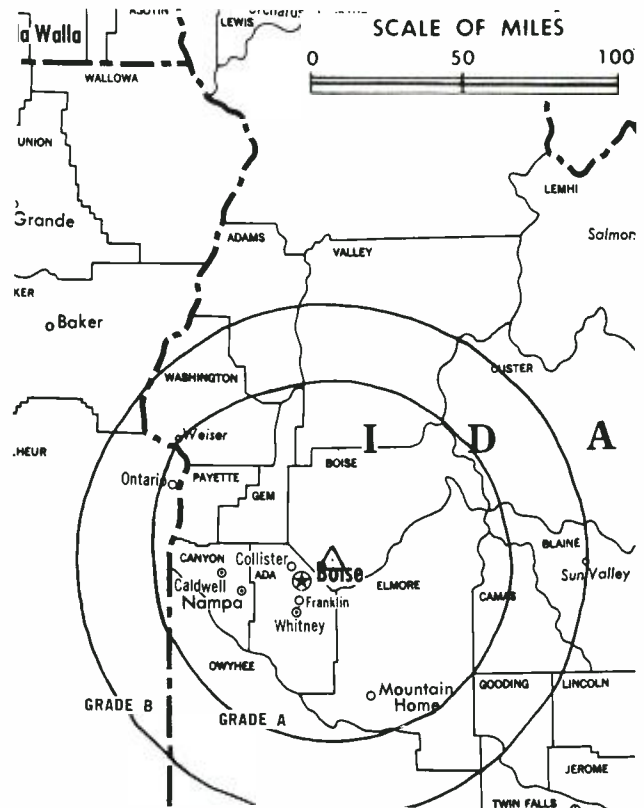
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$4500.

**City of License:** Boise. **ADI:** Boise. **Rank:** 138.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	74,200	72,900	98
	Adams	1,300	1,200	92
	Blaine	5,200	5,000	96
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	29,800	29,100	98
	Elmore	6,900	6,800	99
	Gem	4,400	4,300	98
	Gooding	4,600	4,500	98
	Owyhee	2,900	2,800	96
Payette	6,000	5,900	98	



KTVB BPCT-820721KG Granted 8/31/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Twin Falls	19,700	19,400	98	
	Valley	2,300	2,200	96	
	Washington	3,100	3,000	97	
<b>OREGON</b>	Baker	6,300	5,900	94	
	Grant	3,200	2,800	87	
	Harney	2,900	2,700	93	
	Malheur	9,800	9,400	96	
	Union	8,800	8,200	93	
	<b>IDAHO</b>	Jerome	5,600	5,500	98
Lincoln		1,200	1,200	100	
<b>NEVADA</b>		Elko	8,300	7,800	93
	Humboldt	4,500	4,300	96	
<b>Between 25-49%</b>	<b>IDAHO</b>				
	Idaho	5,300	5,000	94	
	<b>NEVADA</b>	Eureka	600	500	82
		Lander	2,000	1,800	92
	<b>OREGON</b>	Wheeler	700	700	100
<b>Station Totals</b>		<b>221,400</b>	<b>214,700</b>	<b>96</b>	
<b>Net Weekly Circulation (1987)</b>				<b>170,600</b>	
<b>Average Daily Circulation (1987)</b>				<b>110,700</b>	

# Idaho—Idaho Falls-Pocatello-Blackfoot

**KIDK**

Ch. 3

**Network Service:** CBS.

**Licensee:** Idaho Falls Broadcasting Co. Inc., Box 2008, Idaho Falls, ID 83403.

**Studio:** 1255 E. 17th St., Idaho Falls, ID 83401.

**Mailing Address:** Box 2008, Idaho Falls, ID 83403.

**Telephone:** 208-522-5100.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

**Transmitter:** Little Butte Mtn., 8.5-mi. NE of Atomic City, ID.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; AFC, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** John Price, 100%.

**Began Operation:** December 20, 1953. Sale to present owner by Lucille J. Ricks, et al., approved by FCC Oct. 2, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

RICHARD CARR, station manager.  
BARBARA HENRICKSEN, national sales manager.  
KIM SOUTHWICK, operations manager.  
GARY SMITH, chief engineer.  
LOU RIEPL, news director.

**Highest One Hour Rate:** \$1000.

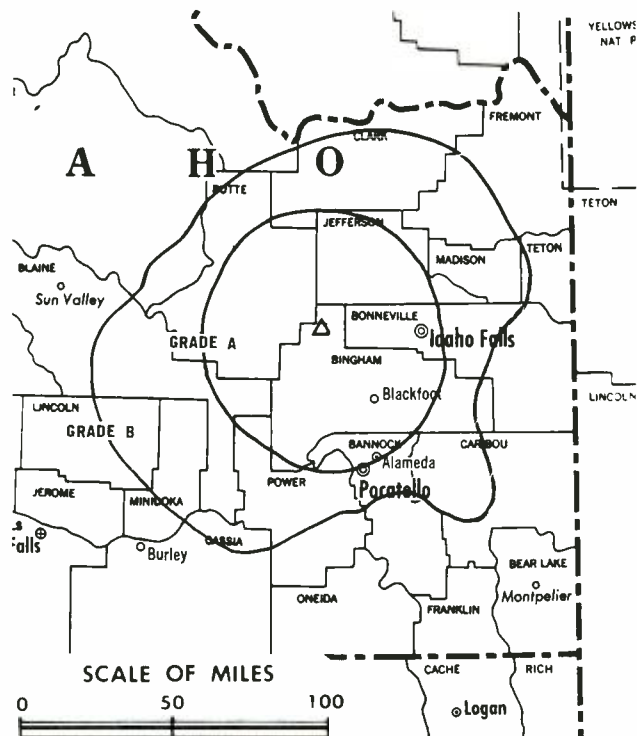
**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Idaho Falls. **ADI:** Idaho Falls-Pocatello. **Rank:** 159.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,000	23,500	98
	Bingham	11,700	11,500	98
	Bonneville	22,700	22,400	99
	Butte	1,100	1,100	100
	Caribou	3,100	3,000	97
	Cassia	6,500	6,400	98
	Clark	300	300	100
	Custer	2,100	2,000	95
	Franklin	2,800	2,700	96
	Fremont	3,700	3,600	97



KIDK BMPCT—1281 Granted 8/21/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	5,000	5,000	100
	Lemhi	3,000	2,800	93
	Madison	5,500	5,400	98
	Minidoka	6,700	6,500	97
	Power	2,600	2,500	96
	Teton	900	900	100
<b>WYOMING</b>				
	Teton	4,900	4,700	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Blaine	5,200	5,000	96
	<b>WYOMING</b>			
	Lincoln	4,800	4,600	96
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Jerome	5,600	5,500	98
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Beaverhead Park	3,200	3,000	94
		5,700	5,500	96
<b>Station Totals</b>		<b>134,700</b>	<b>131,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>94,300</b>
<b>Average Daily Circulation (1987)</b>				<b>57,500</b>

# Idaho—Idaho Falls-Pocatello-Blackfoot

## KIFI-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** The Post Co., Box 2148, Idaho Falls, ID 83401.

**Studio:** 1915 North Yellowstone Hwy., Idaho Falls, ID 83401.

**Mailing Address:** Box 2148, Idaho Falls, ID 83401.

**Telephone:** 208-523-1171. **TWX:** 910-977-5726.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CNN, NBC.

**Ownership:** Estate of James M. Brady, 33.3%; J. Robb Brady, pres., 33.3%; Rose A. Keller, 33.3%.

**Began Operation:** January 23, 1961.

**Represented (sales):** Seitel Inc. (national); Art Moore Co. (regional).

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** John H. Mullaney.

### Personnel:

JERRY M. BRADY, vice president & general manager.  
H. G. HAEFELE, station & national sales manager.  
LEE SHUMWAY, Idaho Falls office manager.  
BLAINE PETERSEN, production manager.  
DONALD LARSEN, chief engineer.

**Highest One Hour Rate:** \$900.

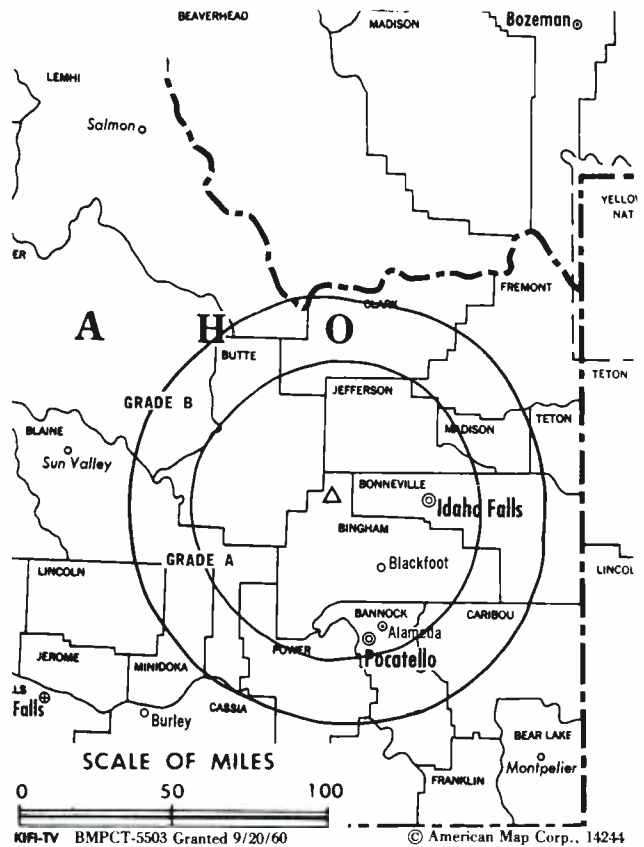
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Idaho Falls. **ADI:** Idaho Falls-Pocatello. **Rank:** 159.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,000	23,500	98
	Bingham	11,700	11,500	98
	Bonneville	22,700	22,400	99
	Butte	1,100	1,100	100
	Cassia	6,500	6,400	98
	Clark	300	300	100
	Custer	2,100	2,000	95



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Fremont	3,700	3,600	97	
	Jefferson	5,000	5,000	100	
	Lemhi	3,000	2,800	93	
	Madison	5,500	5,400	98	
	Minidoka	6,700	6,500	97	
	Power	2,600	2,500	96	
	Teton	900	900	100	
	<b>WYOMING</b>				
	Teton	4,900	4,700	96	
	<b>Between 25-49%</b>	<b>IDAHO</b>			
Caribou		3,100	3,000	97	
<b>WYOMING</b>					
Lincoln	4,800	4,600	96		
<b>Between 5-24%</b>	<b>IDAHO</b>				
	Bear Lake	2,500	2,400	96	
	Blaine	5,200	5,000	96	
	Jerome	5,600	5,500	98	
	Oneida	1,100	1,100	100	
	<b>MONTANA</b>				
Beaverhead	3,200	3,000	94		
<b>Station Totals</b>		<b>126,200</b>	<b>123,200</b>	<b>97</b>	
<b>Net Weekly Circulation (1987)</b>				<b>91,700</b>	
<b>Average Daily Circulation (1987)</b>				<b>57,300</b>	

# Idaho—Lewiston

## KLEW-TV

Ch. 3

(Associated with KIMA-TV, Yakima, WA)

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

**Studio:** 2626 17th St., Lewiston, ID 83501.

**Telephone:** 208-746-2636.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.3-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, WA, 2.5-mi. SW of U.S. 195.

**Satellite Earth Station:** Harris, 7.1-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newstead.

**Ownership:** Retlaw Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** December 9, 1955.

**Represented (sales):** Seltel Inc.; Art Moore Co. (Northwest).

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

GERRY CORNWELL, manager.  
MARLIN JACKSON, chief engineer.  
GENE HAAGENSON, news director.

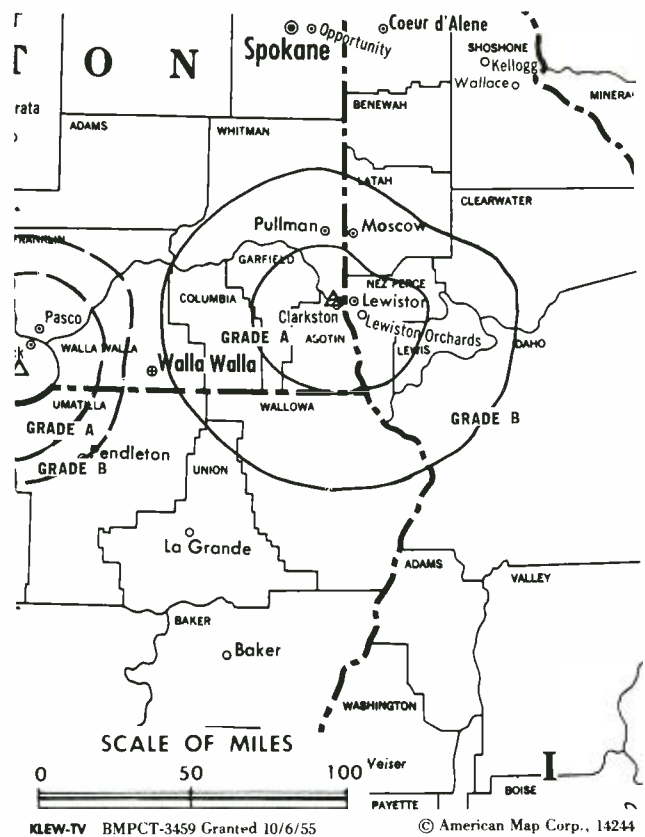
**Rates:** Sold in combination with KIMA-TV, Yakima & KEPR-TV, Pasco, WA.

**NETWORK BASE HOURLY RATE:** \$150.

**City of License:** Lewiston. **ADI:** Yakima. **Rank:** 128.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Clearwater	3,500	3,400	97
	Latah	10,400	10,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lewis	1,400	1,400	100
	Nez Perce	12,600	12,300	98
	<b>WASHINGTON</b>			
	Asotin	7,000	6,800	97
	Garfield	1,000	900	90
	<b>IDAHO</b>			
Between 25-49%	Idaho	5,300	5,000	94
	<b>WASHINGTON</b>			
Between 5-24%	Whitman	14,800	14,200	96
<b>Station Totals</b>		<b>56,000</b>	<b>54,100</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>31,900</b>
<b>Average Daily Circulation (1987)</b>				<b>17,900</b>

# Idaho—Nampa-Boise-Caldwell

**KIVI**

**Ch. 6**

**Network Service:** ABC.

**Licensee:** Sawtooth Communications Inc., 1866 E. Chisholm Dr., Nampa, ID 83651.

**Studio:** 1866 E. Chisholm Dr., Nampa, ID 83651.

**Telephone:** 208-467-3301. **TWX:** 910-970-5945.

**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, Shafter Butte.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; M/A-Com, 3-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

**News Services:** ABC, AP, UPI, WSI.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1974. Sale to present owner by Futura Corp. approved by FCC Aug. 25, 1981.

**Represented (sales):** Seltel Inc.; Tacher Co. (Pacific Northwest).

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell, P.C.

**Personnel:**

- LARRY CHASE, president & general manager.
- TANA SMITH, program director.
- KEN RITCHIE, general sales manager.
- LINDA LAKY, national sales manager.
- ANDY SUK, chief engineer.
- DON JENSEN, production manager.
- DAN SMEDE, news director.

**Highest One Hour Rate:** \$2000.

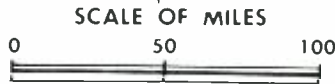
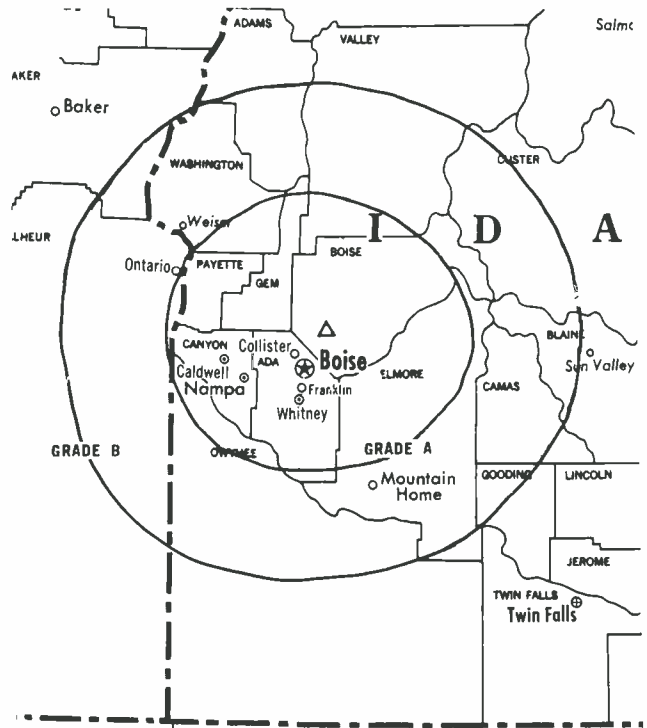
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Nampa. **ADI:** Boise. **Rank:** 138.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	74,200	72,900	98
	Adams	1,300	1,200	92
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	29,800	29,100	98
	Elmore	6,900	6,800	99



KIVI BMPCT-7448 Granted 8/2/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Gem	4,400	4,300	98
	Gooding	4,600	4,500	98
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
	Twin Falls	19,700	19,400	98
	Valley	2,300	2,200	96
	Washington	3,100	3,000	97
	<b>OREGON</b>			
	Grant	3,200	2,800	87
	Malheur	9,800	9,400	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Blaine	5,200	5,000	96
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
<b>OREGON</b>				
	Baker	6,300	5,900	94
	Harney	2,900	2,700	93
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Idaho	5,300	5,000	94
	<b>NEVADA</b>			
Humboldt	4,500	4,300	96	
<b>Station Totals</b>		<b>201,000</b>	<b>195,700</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>147,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>79,700</b>	



# Idaho—Nampa-Boise-Caldwell

**KTRV**

Ch. 12

**Network Service:** Fox.

**Licensee:** Idaho Independent Television Inc., Box 1212, Nampa, ID 83651.

**Studio:** 679 Sixth St., North Extension, Nampa, ID 83651.

**Telephone:** 208-466-1200. **TWX:** 910-970-5748.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 178-kw max. & 166-kw horizontal visual, 18.2-kw horizontal aural. Antenna: 2720-ft. above av. terrain, 260-ft. above ground, 7310-ft. above sea level.

Latitude 43° 45' 18"  
Longitude 116° 05' 52"

**Transmitter:** Deer Point Peak, 10.75-mi. NNE of Boise.

**Satellite Earth Stations:** 2 Prodelin, 4.6-meter C-band; RCA Americom, 3.1-meter Ku-band; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Blade Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 18, 1981. Sale to present owner by Peyton Bcstg. Ltd. approved by FCC April 23, 1985 (Television Digest, Vol. 25:9).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** John Fergie & Associates Inc.

**Personnel:**

CARY D. JONES, senior vice president & general manager.  
REX L. McARTHUR, general sales manager.  
JIM BARTO, director of business affairs.  
RON GRISHAM, national sales manager.  
DIANE FRISCH, director of programming & promotion.  
FRANCIS D. WILSON, chief engineer.

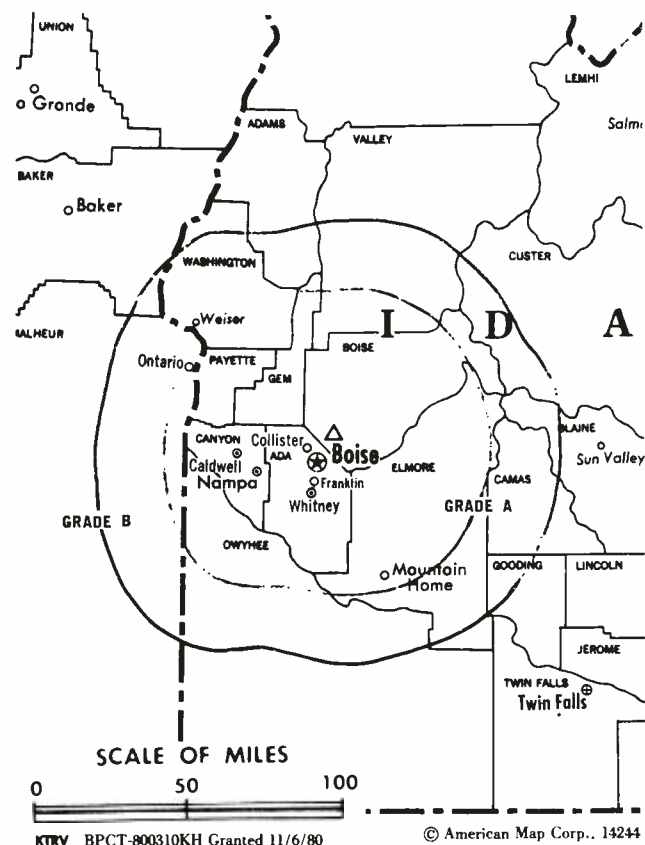
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Nampa. **ADI:** Boise. **Rank:** 138.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	74,200	72,900	98
	Boise	1,500	1,500	100
	Canyon	29,800	29,100	98
	Elmore	6,900	6,800	99
	Gem	4,400	4,300	98
	Owyhee	2,900	2,800	96



KTRV BPCT-800310KH Granted 11/6/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Payette	6,000	5,900	98
	Washington	3,100	3,000	97
	<b>OREGON</b>			
	Malheur	9,800	9,400	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Adams	1,300	1,200	92
	Gooding	4,600	4,500	98
	Twin Falls	19,700	19,400	98
	Valley	2,300	2,200	96
	<b>OREGON</b>			
	Baker	6,300	5,900	94
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Blaine	5,200	5,000	96
	Camas	300	300	100
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
<b>Station Totals</b>		<b>185,100</b>	<b>180,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>112,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>55,400</b>	

# Idaho—Pocatello-Blackfoot-Idaho Falls

**KPVI**

Ch. 6

**Network Service:** ABC.

**Licensee:** Ambassador Media Corp., 7600 Potomac Falls Rd., McLean, VA 22102.

**Studio:** 425 E. Center, Box 667, Pocatello, ID 83204.

**Telephone:** 208-233-6667. **TWX:** 310-372-7346.

**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.

**Satellite Earth Stations:** Andrew, 7.5-meter; Andrew, 4.5-meter; RCA Ku-band; Avantek receivers.

**News Services:** AP, UPI.

**Ownership:** William L. Armstrong, pres., 45%; Brian P. Hogan, v.p., 10%; Ellen M. Armstrong, secy.-treas., 45%. Armstrongs have interest in KEZW (AM), Aurora, CO & are applicants for Ch. 2, Jackson, WY.

**Began Operation:** April 26, 1974. Sale to present owners by Futura Corp. approved by FCC Oct. 25, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Hamel & Park.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

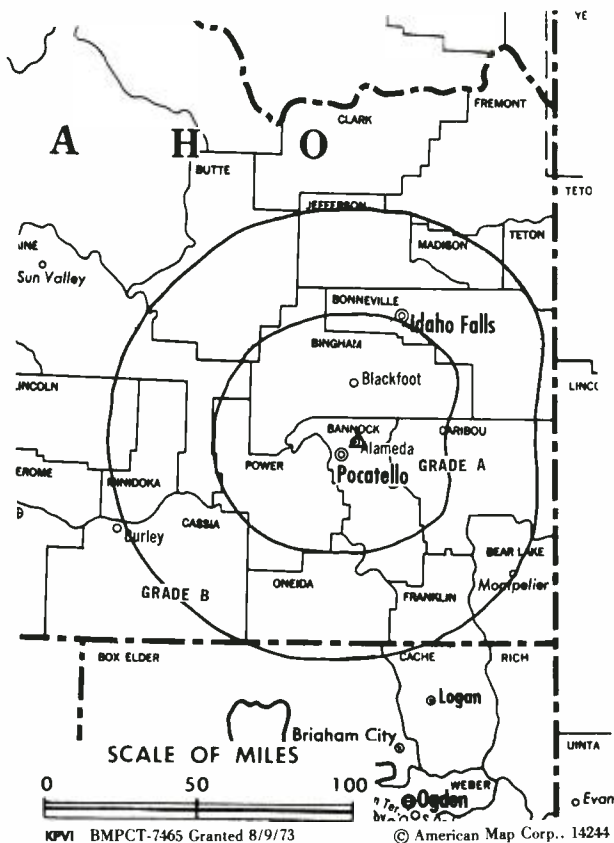
BRIAN HOGAN, vice president & general manager.  
MIKE TRACY, general sales manager.  
TONY DIVESTI, chief engineer.  
VIC ALLEN, production manager.  
GREG LIGHT, news director.  
RODGER STEVENS, traffic manager.  
LYNDA POWERS, program director.

**Rates:** Not available.

**City of License:** Pocatello. **ADI:** Idaho Falls-Pocatello. **Rank:** 159.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,000	23,500	98
	Bingham	11,700	11,500	98
	Bonneville	22,700	22,400	99
	Butte	1,100	1,100	100
	Cassia	6,500	6,400	98
	Fremont	3,700	3,600	97
	Jefferson	5,000	5,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Madison	5,500	5,400	98
	Minidoka	6,700	6,500	97
	Power	2,600	2,500	96
	Teton	900	900	100
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Blaine	5,200	5,000	96
	Clark	300	300	100
	Custer	2,100	2,000	95
<b>WYOMING</b>	Lincoln	4,800	4,600	96
	<b>Between 5-24%</b>	<b>IDAHO</b>		
Caribou		3,100	3,000	97
Jerome		5,600	5,500	98
Lemhi		3,000	2,800	93
<b>MONTANA</b>	Beaverhead	3,200	3,000	94
<b>Station Totals</b>		<b>120,200</b>	<b>117,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>81,500</b>
<b>Average Daily Circulation (1987)</b>				<b>43,100</b>

# Idaho—Twin Falls

**KMVT**

**Ch. 11**

**Network Service:** CBS, ABC.

**Licensee:** KMVT Bcstg. Inc., 1100 Blue Lakes North, Twin Falls, ID 83301.

**Studio:** 1100 Blue Lakes North, Twin Falls, ID 83301.

**Telephone:** 208-733-1100. **TWX:** 910-977-5716.

**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° 34' 52"  
Longitude 114° 27' 32"

**Transmitter:** Flat Top Butte, 11-mi. N of city.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Root Co., 100%. Root Co. ownership: Chapman S. Root Revocable Trust; Chapman S. Root, 100%. Root owns WNDB(AM) & WWLV(FM), Daytona Beach & WLKF(AM) & WVFM(FM), Lakeland, FL.

**Began Operation:** May 30, 1955. Sale to present owner by Western Bcstg. Co. approved by FCC Jan. 6, 1984 (*Television Digest*, Vol. 23:44). Sale to Western (Dale Moore) by KLIX Corp. (A. L. Glasmann family) approved Dec. 16, 1970. Previous sale by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 (Vol. 11:31; 12:10).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**  
JAMES UNDERWOOD, president.  
LEE PAUL WAGNER, general manager.  
GEORGE BROWN, program director.  
BOB THOMAS, general sales manager.

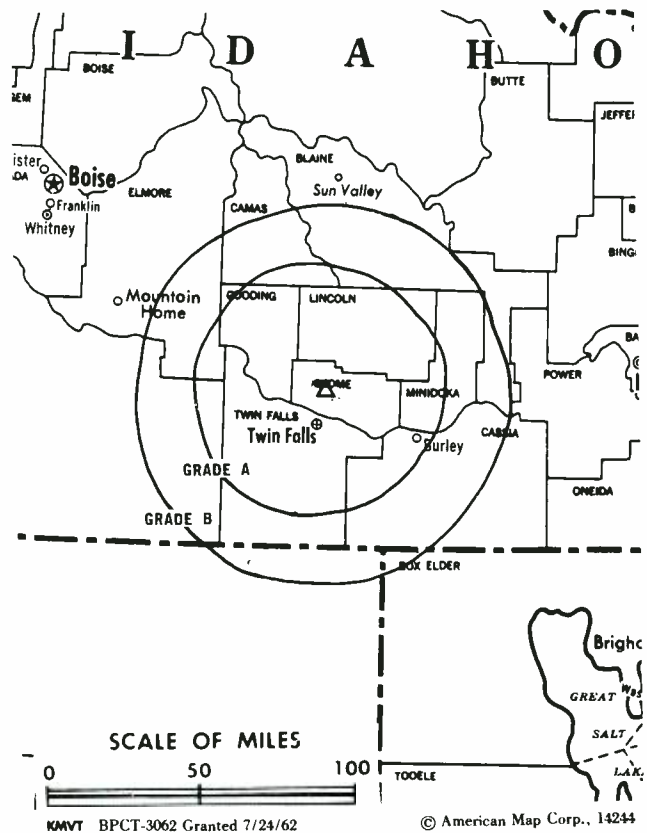
**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate:** \$500.

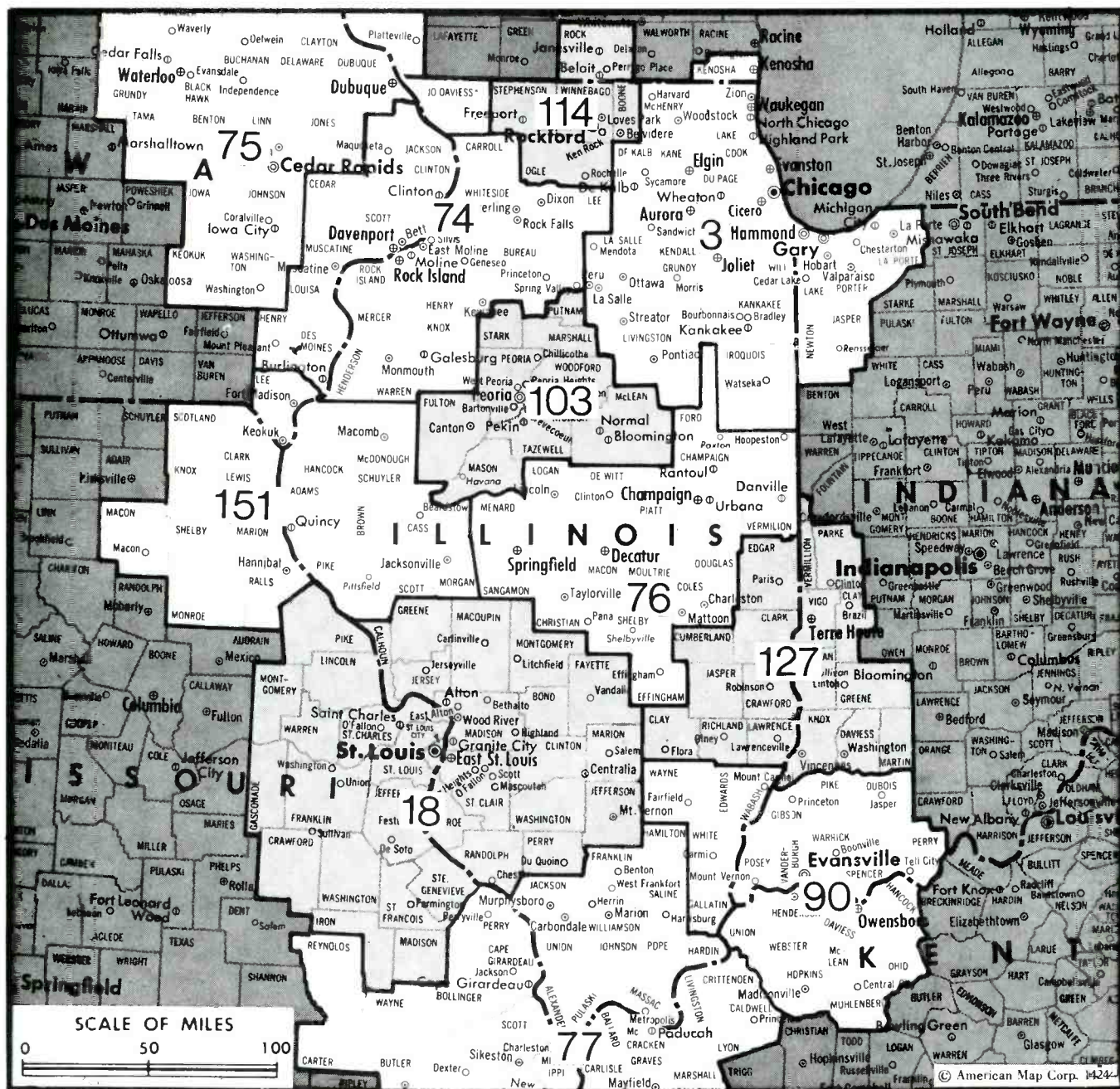
**NETWORK BASE HOURLY RATE:** \$650.

**City of License:** Twin Falls. **ADI:** Twin Falls. **Rank:** 203.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Blaine	5,200	5,000	96
	Cassia	6,500	6,400	98
	Gooding	4,600	4,500	98
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	Minidoka	6,700	6,500	97
Twin Falls	19,700	19,400	98	
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Camas	300	300	100
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Elmore	6,900	6,800	99
<b>Station Totals</b>		<b>56,700</b>	<b>55,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>44,000</b>
<b>Average Daily Circulation (1987)</b>				<b>29,800</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,066,700	3	WBBM-TV (2), WCFC-TV (38), WCUI-TV(26), WEHS (60), WFLD (32), WGB0-TV (66), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35) KDLN-TV (30), KMOV (4), KNLC(24), KPLR-TV (11), KSDK (5), KTVI (2) KLJB-TV(18), KWQC-TV (6), WHBF-TV (4), WQAD-TV (8) KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
St. Louis, MO	1,052,300	18	WAND (17), WCCU(27), WCFN (49), WCIA (3), WFHL (23), WICD (15), WICS (20), WRSP-TV (55) KBSI (23), KFVS-TV (12), KPOB-TV (15), WCEE (13), WPSO-TV (6), WSIL-TV (3), WTCT (27) WEHT (25), WEVV (44), WFIE-TV(14), WLCN (19), WTVW (7)
Davenport, IA-Rock Island-Moline, IL	327,800	74	WEEK-TV (25), WHOI (19), WMBD-TV(31), WYZZ-TV (43)
Cedar Rapids-Waterloo-Dubuque, IA	325,100	75	WIFR-TV (23), WQRF-TV (39), WREX-TV(13), WTVO (17)
Springfield-Decatur-Champaign, IL	320,200	76	WBAK-TV (38), WTHI-TV (10), WTWO(2)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	316,700	77	KHQA-TV (7), WCEM-TV(10), WTJR (16)
Evansville, IN	264,000	90	
Peoria, IL	214,100	103	
Rockford, IL	191,000	114	
Terre Haute, IN	161,900	127	
Quincy, IL-Hannibal, MO	137,200	151	

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

<b>WEHS, Aurora</b> .....	See Chicago, IL
<b>WICS, Champaign</b> .....	See Springfield, IL
<b>WAND &amp; WFHL, Champaign</b> .....	See Decatur, IL
<b>WGBO-TV, Chicago</b> .....	See Joliet, IL
<b>WCIA, Decatur</b> .....	See Champaign, IL
<b>WICS, Decatur</b> .....	See Springfield, IL
<b>WIFR-TV, Freeport</b> .....	See Rockford, IL
<b>KFVS-TV &amp; KBSI, Harrisburg</b> .....	See Cape Girardeau, MO
<b>WPSD-TV, Harrisburg</b> .....	See Paducah, KY
<b>WHBF-TV, Moline</b> .....	See Rock Island, IL
<b>WYZZ-TV, Peoria</b> .....	See Bloomington-Normal, IL
<b>KHQA-TV, Quincy</b> .....	See Hannibal, MO
<b>WOC-TV, Rock Island</b> .....	See Davenport,
<b>WOAD-TV, Rock Island</b> .....	See Moline, IL
<b>WAND &amp; WFHL, Springfield</b> .....	See Decatur, IL
<b>WCIA, Springfield</b> .....	See Champaign, IL
<b>WCIA, Urbana</b> .....	See Champaign, IL

**Illinois Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	11	24	35
Educational Television Stations	3	8	11
	14	32	46

**VIDEO WEEK**

The weekly news service covering cable TV, subscription TV, satellite-to-home broadcasting, videocassettes, videodiscs, videogames and home computer entertainment.

For information, call (202) 872-9200.

# Illinois—Bloomington-Normal-Peoria

## WYZZ-TV

Ch. 43

**Network Service:** Fox.

**Licensee:** Bloomington ComCo Inc., 2714 E. Lincoln St., Bloomington, IL 61701.

**Studio:** 2714 E. Lincoln St., Bloomington, IL 61701.

**Telephone:** 309-662-4373.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1200-kw max. & 1070-kw horizontal visual, 200-kw horizontal aural. Antenna: 1007-ft. above av. terrain, 970-ft. above ground, 1747-ft. above sea level.

Latitude 40° 38' 45"  
Longitude 89° 10' 45"

**Transmitter:** 1-mi. NW of Congerville.

**Satellite Earth Stations:** Block, 3-meter C-band; United Satellite Systems, 3-meter C-band; AFC, 3-meter Ku-band; Triple Crown, Scientific-Atlanta, RCA receivers.

**Ownership:** Bloomington ComCo Inc. Gerald J. Robinson, pres., 90%; Mark L. Shoner, v.p., 10%. See Robinson in Group Ownership of Television Stations. Shoner has interest in LPTV application.

**Began Operation:** October 18, 1982. Sale to present owner approved by FCC June 14, 1985.

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

**Represented (legal):** Arnold & Porter.

**Represented (engineering):** Cohen & Dippell, P.C.

**Personnel:**

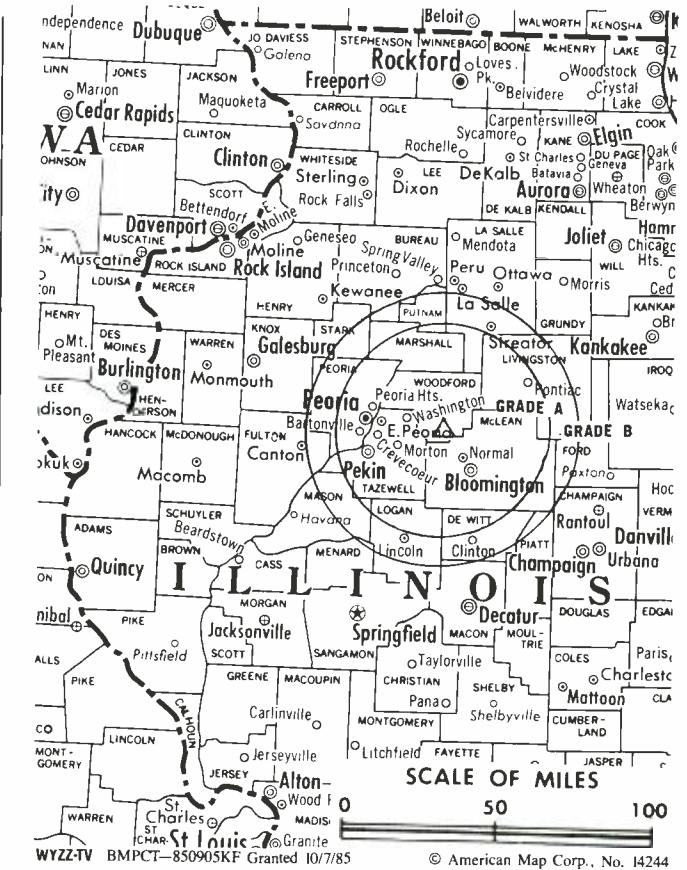
- RICHARD PLOTKIN, general manager.
- LARRY HALCOMB, national sales manager.
- GARY O'HOLLORAN, local sales manager.
- JOHN WAMSLEY, chief engineer.
- ANTHONY TIDEI, continuity director & production manager.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Bloomington. **ADI:** Peoria. **Rank:** 103.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Logan	11,100	10,900	98
	Mc Lean	45,900	44,800	98
	Marshall	5,400	5,300	98
	Peoria	76,000	74,700	98
	Putnam	2,400	2,300	96
	Tazewell	49,700	48,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Woodford	12,200	11,900	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	De Witt	7,300	7,200	99
	Ford	5,800	5,700	98
	Fulton	16,300	15,900	98
Mason	7,400	7,300	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Iroquois	12,500	12,200	98
	Knox	23,400	23,100	99
	La Salle	43,300	42,400	98
	Livingston	14,900	14,500	97
	Menard	4,700	4,600	98
Schuyler	3,200	3,100	97	
Stark	2,800	2,800	100	
<b>Station Totals</b>		<b>359,200</b>	<b>352,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>153,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>64,200</b>	

# Illinois—Champaign

**WCIA**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** 509 S. Neil St., Champaign, IL 61820.

**Telephone:** 217-356-8333. **TWX:** 910-221-0203.

**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, IL.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; ADM, 6-meter C-band; AFC, 3.7-meter Ku-band; Scientific-Atlanta, Microdyne, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Midwest Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 14, 1953.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**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, manager, informational programming.
- JERRY JOHNSON, general sales manager.
- LEN DAVIS, national sales manager.
- SHEILA HICKMAN, program director.
- DALE FLEMING, chief engineer.
- CARLA KELLY, production manager.
- DAVE SHAUL, news director.
- MARY SUE KRUEGER, creative services director.

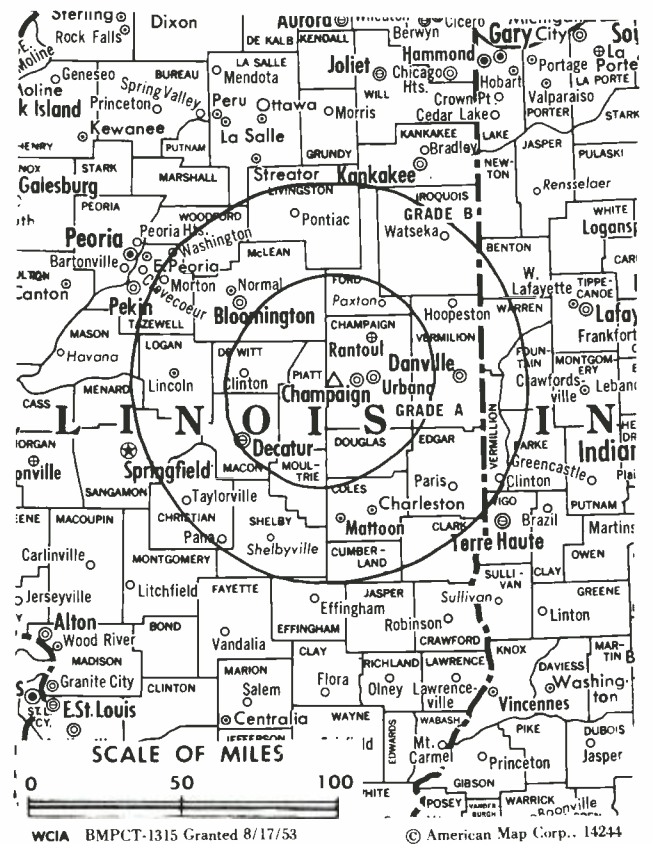
**Rates:** Not available.

**Arbitron Data:** Includes coverage of WFCN, Springfield, IL

**City of License:** Champaign. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	61,600	60,300	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	Cumberland	4,500	4,400	98
	De Witt	7,300	7,200	99
	Douglas	7,600	7,400	97
	Edgar	8,500	8,300	98
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Iroquois	12,500	12,200	98
	Livingston	14,900	14,500	97
	Mc Lean	45,900	44,800	98
Macon	50,500	49,600	98	



WCIA BMPCT-1315 Granted 8/17/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Menard	4,700	4,600	98
	Moultrie	5,500	5,300	96
	Piatt	6,400	6,300	98
	Sangamon	74,500	72,700	98
	Shelby	9,200	8,900	97
	Vermilion	36,400	35,700	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Logan	11,100	10,900	98
	<b>INDIANA</b>			
	Fountain	6,700	6,600	99
Newton	5,400	5,300	98	
Warren	3,000	2,900	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cass	5,600	5,500	98
	Clark	6,700	6,500	97
	Clay	6,300	6,000	95
	Crawford	8,400	8,200	98
	Fayette	8,500	8,200	96
	Grundy	12,200	12,000	98
	Jasper	4,400	4,200	97
	Kankakee	37,200	36,600	98
	Macoupin	19,900	19,500	98
	Mason	7,400	7,300	99
	Montgomery	12,300	12,000	98
	Morgan	14,500	14,100	97
Richland	7,200	7,000	97	
<b>INDIANA</b>				
Parke	6,100	6,000	98	
Vermilion	7,300	7,200	99	
<b>Station Totals</b>		<b>592,300</b>	<b>579,000</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>363,000</b>
<b>Average Daily Circulation (1987)</b>				<b>226,800</b>

# Illinois—Champaign

**WICD**

**Ch. 15**

**Network Service:** NBC.

**Licensee:** Plains Television Partnership, 190 N. State St., Chicago, IL 60601.

**Studio:** 250 Country Fair Dr., Champaign, IL 61821.

**Telephone:** 217-351-8500.

**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 Homer, IL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; 3-meter C-band; Harris, Regency receivers.

**News Service:** AP.

**Ownership:** Plains Television Partnership, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 23, 1959. Changed to Ch. 15 from Ch. 33 and increased power July 25, 1967.

**Represented (sales):** Katz Television.

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

**Personnel:**

- JOSEPH NORRIS, station manager.
- GINGER RUSH, national sales manager.
- EDWARD MASON, sales manager.
- DAVID A. BOYER, chief engineer.
- LARRY WATERS, program operations manager.
- JACK KEEFE, news director.

**Highest One Hour Rate:** \$1500.

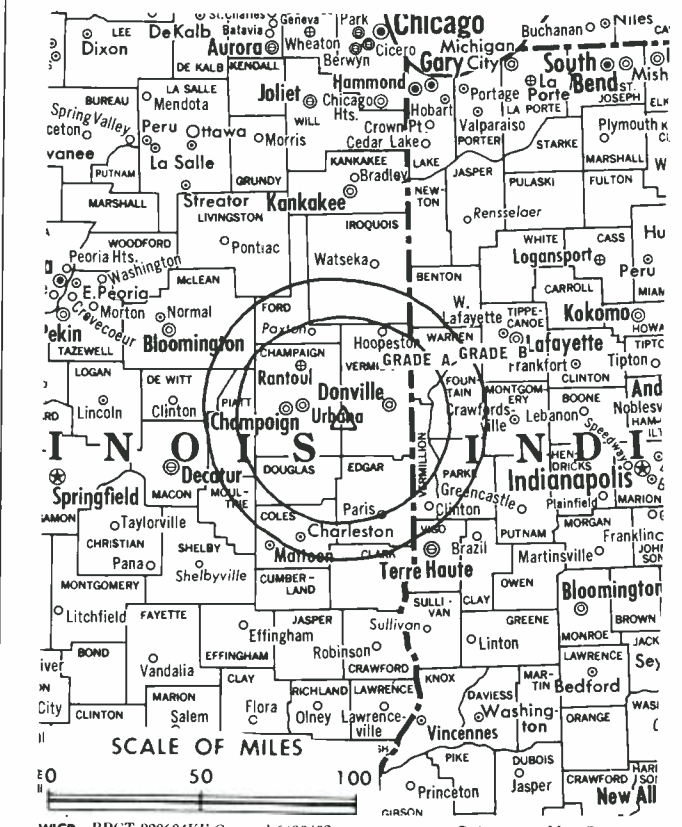
**Highest 30 Sec. Rate (September 1, 1987):** \$1500.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Champaign. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	61,600	60,300	98
	Coles	19,700	19,300	98
	Douglas	7,600	7,400	97
	Ford	5,800	5,700	98
	Iroquois	12,500	12,200	98



WICD BPCT-820604KF Granted 6/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Piatt	6,400	6,300	98
	Vermilion	36,400	35,700	98
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Warren	3,000	2,900	97
	<b>ILLINOIS</b>			
	Edgar	8,500	8,300	98
	Livingston	14,900	14,500	97
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Fountain	6,700	6,600	99
	<b>ILLINOIS</b>			
Cumberland	4,500	4,400	98	
De Witt	7,300	7,200	99	
Moultrie	5,500	5,300	96	
<b>INDIANA</b>				
Parke	6,100	6,000	98	
Vermilion	7,300	7,200	99	
<b>Station Totals</b>		<b>217,400</b>	<b>212,800</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>141,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>76,100</b>	



# Illinois—Chicago

## WBBM-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** CBS Inc., 630 N. McClurg Court, Chicago, IL 60611.

**Studio:** 630 N. McClurg Court, Chicago, IL 60611.

**Telephone:** 312-944-6000. **TWX:** 312-222-0698.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 35.4-kw visual, 7.08-kw aural. Antenna: 1370-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., 875 N. Michigan Ave.

**AM Affiliate:** WBBM, 50-kw, 780 kHz.

**FM Affiliate:** WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft.

**News Services:** AP, UPI, City News.

**Ownership:** CBS Inc., 100%. See Group Ownership of Television 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):** CBS Television Stations National Sales.

### Personnel:

JOHNATHAN RODGERS, vice president & general manager.  
ROD PERTH, station manager.  
DAVID GITTENS, director, planning & administration.  
JOAN ZUCKER, director, press relations.  
RON KERSHAW, news director.  
SAM STALLWORTH, director, sales.  
JOHN LEE, general sales manager.  
MARK TUPPER, national sales manager.  
E. CHARLES UPTON, director of technical operations.  
WAYNE WEBER, director of broadcast services.  
JAN GRAY, director of communications.  
DON JOHNSON, director, community affairs & editorial services.  
KAREN MILLER, director of broadcasting.  
ARETHA MARSHALL-MILLS, director of station services.

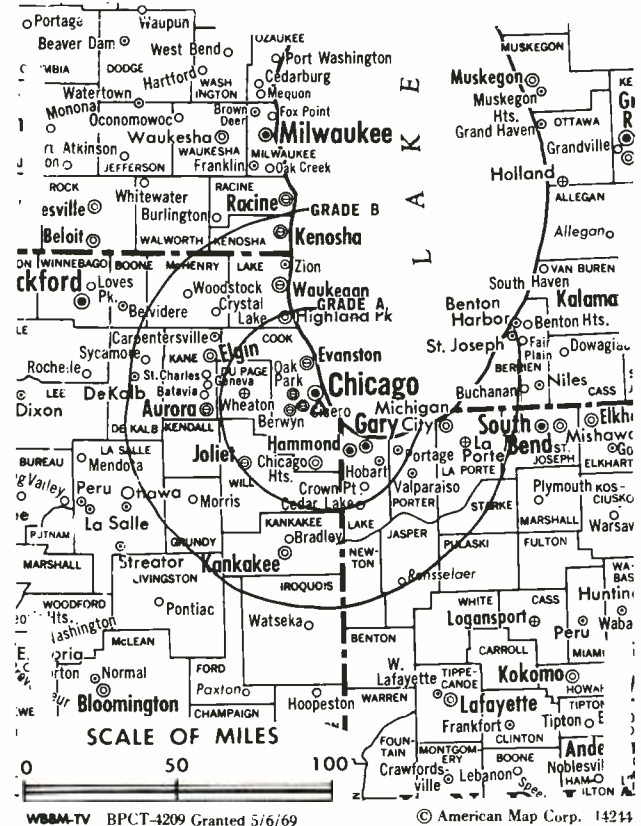
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4750.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,905,100	1,874,000	98
	Dekalb	25,200	24,800	98
	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Kane	108,000	106,400	99
	Kankakee	37,200	36,600	98
	Kendall	14,400	14,300	99
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
Will	115,200	113,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	173,400	171,000	99
	La Porte	37,400	36,900	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Newton	5,400	5,300	98
	Starke	8,000	7,800	98
	<b>MICHIGAN</b>			
Berrien	60,600	59,500	98	
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Kenosha	44,800	44,300	99
	<b>ILLINOIS</b>			
	Boone	10,700	10,500	98
Bureau	14,900	14,600	98	
Ford	5,800	5,700	98	
Iroquois	12,500	12,200	98	
Livingston	14,900	14,500	97	
Ogle	17,800	17,500	98	
<b>INDIANA</b>	Marshall	14,900	14,600	98
	<b>MICHIGAN</b>			
Cass	17,900	17,600	98	
<b>WISCONSIN</b>	Racine	63,000	62,400	99
	Walworth	27,200	26,800	99
<b>Station Totals</b>		<b>3,329,100</b>	<b>3,280,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>2,667,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,457,400</b>	

# Illinois—Chicago

## WCFC-TV

Ch. 38

**Network Service:** None, independent.

**Licensee:** Christian Communications of Chicagoland Inc., One N. Wacker Dr., Chicago, IL 60606.

**Office:** One N. Wacker Dr., Chicago, IL 60606.

**Telephone:** 312-977-3838.

**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.

**News Service:** CNN Headline News.

**Ownership:** Non-profit corp. 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):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

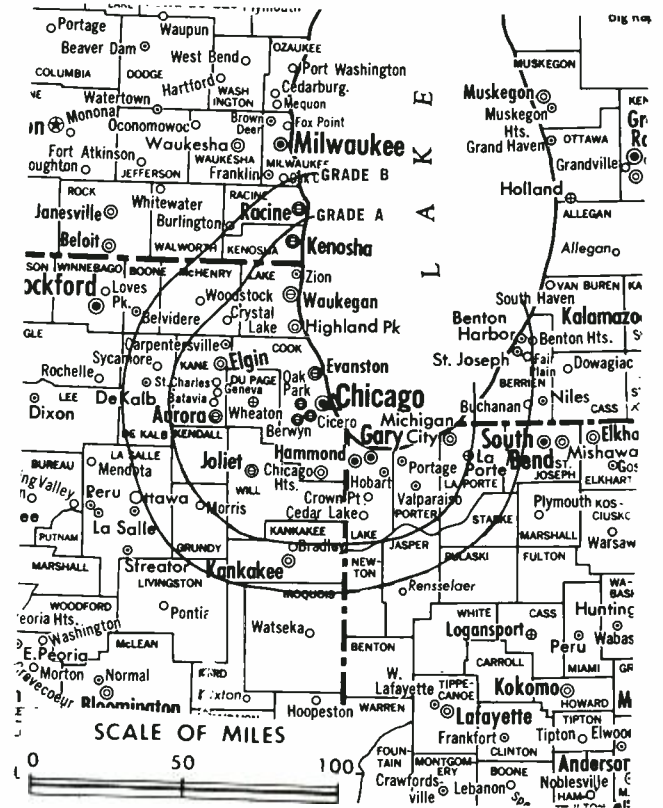
JERRY K. ROSE, president & general manager.  
PHILIP MOWBRAY, operations director.  
DAVE OSELAND, program director.  
KEVIN SAN HAMEL, general sales manager.

**Highest 30 Sec. Rate:** \$140.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Jasper	9,200	9,000	98



1 WCFC-TV BPCT-3439 Granted 1/2/68

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Cook	1,905,100	1,874,000	98
	Grundy	12,200	12,000	98
	Iroquois	12,500	12,200	98
	Kendall	14,400	14,300	99
Will	115,200	113,800	99	
INDIANA	Lake	173,400	171,000	99
	<b>Station Totals</b>	<b>2,242,000</b>	<b>2,206,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>172,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>53,300</b>	

# Illinois—Chicago

## WCIU-TV

Ch. 26

**Network Service:** Telemundo.

**Licensee:** Weigel Broadcasting Co., 141 W. Jackson Blvd., Board of Trade Bldg., Chicago, IL 60604.

**Studio:** 141 W. Jackson Blvd., Chicago, IL 60604.

**Telephone:** 312-663-0260.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1555-ft. above av. terrain, 1707-ft. above ground, 2302-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Bldg., 233 S. Wacker Dr., Chicago.

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

**News Services:** UPI, City News, Reuters.

**Ownership:** Howard Shapiro, pres.-dir., 67.56%; others, 32.44%.

**Began Operation:** February 6, 1964.

**Represented (sales):** Telemundo.

**Represented (engineering):** David Steel & Associates.

### Personnel:

HOWARD SHAPIRO, president.  
PETER ZOMAYA, assistant general manager and sales manager.  
MARY GOBOLD, film director.  
BERNARD HOELTING, chief engineer.  
BEN LARSON, news director.  
DON AQUIRRE, news director.  
NORMAN SHAPIRO, business & legal advisor.

**Highest 30 Sec. Rate:** \$525.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

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



WCIU-TV BMPCT-820824KR Granted 7/29/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Cook	1,905,100	1,874,000	98
	Kendall	14,400	14,300	99
	Will	115,200	113,800	99
	<b>INDIANA</b>			
	Lake	173,400	171,000	99
	La Porte	37,400	36,900	99
	Newton	5,400	5,300	98
<b>Station Totals</b>		<b>2,250,900</b>	<b>2,215,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>194,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>52,500</b>	

# Illinois—Aurora-Chicago

**WEHS**

**Ch. 60**

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Illinois Inc.

**Studio:** 4255 Westbrook Dr., Suite 220, Aurora, IL 60507.

**Telephone:** 312-851-5960.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1621-ft. above av. terrain, 1625-ft. above ground, 2220-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Tower, 233 S. Wacker Dr., Chicago.

**Satellite Earth Stations:** 6-5-meter C-band.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 20, 1982. Sale by Newsweb Corp. (Fred Eychaner, et al.) to present owners approved by FCC Dec. 4, 1986 (*Television Digest*, Vol. 26:44).

**Represented (legal):** Dow, Lohnes & Albertson.

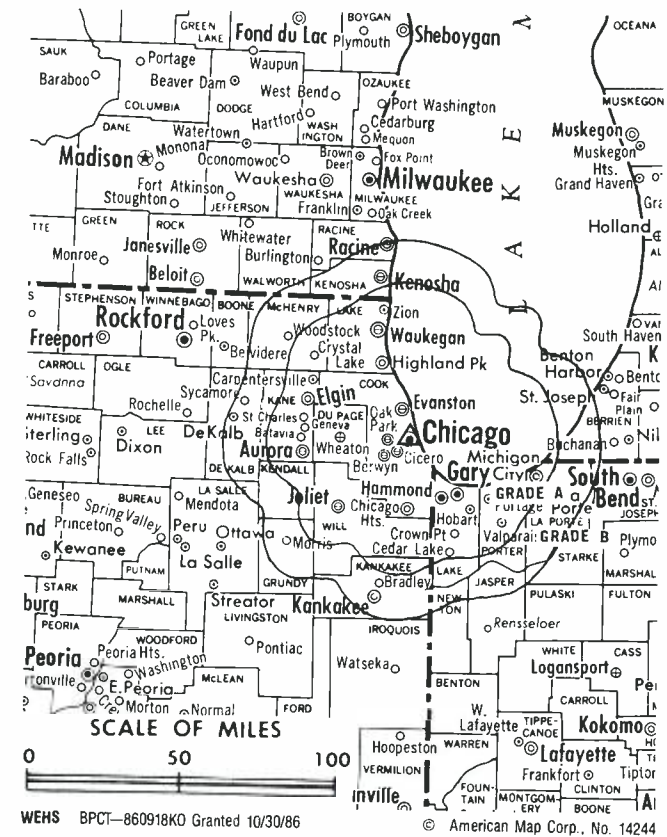
**Personnel:**

JEFF McGRATH, general manager.  
DANA BAIFUS, chief engineer.  
MONICA NETTLES GARY, program & promotion director.  
SALLY BITTNER, traffic manager.

**Rates:** On request.

**City of License:** Aurora. **ADI:** Chicago. **Rank:** 3.

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



WEHS BPCT-860918KO Granted 10/30/86  
© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS Kendall	14,400	14,300	99
<b>Station Totals</b>		<b>14,400</b>	<b>14,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>14,500</b>
<b>Average Daily Circulation (1987)</b>				<b>4,000</b>

# Illinois—Chicago

**WFLD**

Ch. 32

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 205 N. Michigan Ave., Chicago, IL 60601.

**Studio:** 205 N. Michigan Ave., Chicago, IL 60601.

**Telephone:** 312-565-5532.

**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:** Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta receivers.

**News Services:** AP, UPI, CNN.

**Ownership:** Fox Television Station Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** January 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). Sale to present owner by Metromedia approved Nov. 14, 1985.

**Represented (sales):** Petry Television Inc.

**Personnel:**

- AL DeVANEY, vice president & general manager.
- RICHARD ENGBERG, vice president & general sales manager.
- PATRICIA SKLAR, local sales manager.
- TOM MORRISON, national sales manager.
- ROBERT SIMONE, vice president & program manager.
- ANN MARIE STEPOVY, director of creative services.
- VYTAS PASKUS, vice president, finance & administration.
- GREG CAPUTO, news director.
- DWAIN SCHOONOVER, engineering manager.
- KEN KOLB, production manager.
- WANDA WELLS, public affairs manager.
- CYNDI GOODPASTER, traffic manager.

**Highest 30 Sec. Rate:** \$10,000.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,905,100	1,874,000	98
	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Iroquois	12,500	12,200	98
	Kane	108,000	106,400	99
	Kankakee	37,200	36,600	98
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Will	115,200	113,800	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	173,400	171,000	99
La Porte	37,400	36,900	99	
Newton	5,400	5,300	98	
Porter	44,900	44,300	99	



WFLD BMPCT-810925KF Granted 10/9/81 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	Clinton	21,100	20,900	99
	Des Moines	18,300	18,100	99
	<b>ILLINOIS</b>			
	Boone	10,700	10,500	98
	Bureau	14,900	14,600	98
	Dekalb	25,200	24,800	98
	Kendall	14,400	14,300	99
	Knox	23,400	23,100	99
	Livingston	14,900	14,500	97
Mchenry	58,900	58,400	99	
Stephenson	19,200	18,800	98	
Whiteside	24,400	24,000	98	
<b>INDIANA</b>				
Howard	32,100	31,600	98	
Miami	13,700	13,400	98	
St Joseph	87,700	86,500	99	
Starke	8,000	7,800	98	
White	9,400	9,200	98	
<b>MICHIGAN</b>				
Berrien	60,600	59,500	98	
<b>WISCONSIN</b>				
Kenosha	44,800	44,300	99	
Racine	63,000	62,400	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Carroll	6,900	6,800	99
	Ford	5,800	5,700	98
	Logan	11,100	10,900	98
	Mc Donough	13,000	12,700	98
	Ogle	17,800	17,500	98
Warren	8,100	8,000	99	
(Continued on page A-385)				
<b>Station Totals</b>		<b>4,189,100</b>	<b>4,128,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>2,029,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>906,400</b>	

# Illinois—Chicago

## WGN-TV

Ch. 9

**Network Service:** None, independent.

**Licensee:** WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago, IL 60618.

**Studio:** 2501 Bradley Place, Chicago, IL 60618.

**Telephone:** 312-528-2311. **TWX:** 910-221-5850.

**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.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**AM Affiliate:** WGN, 50-kw, 720 kHz.

**News Services:** AP, UPI, INN, City News, LPN, CNN, NIWS.

**Ownership:** Tribune Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 5, 1948.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

### Personnel:

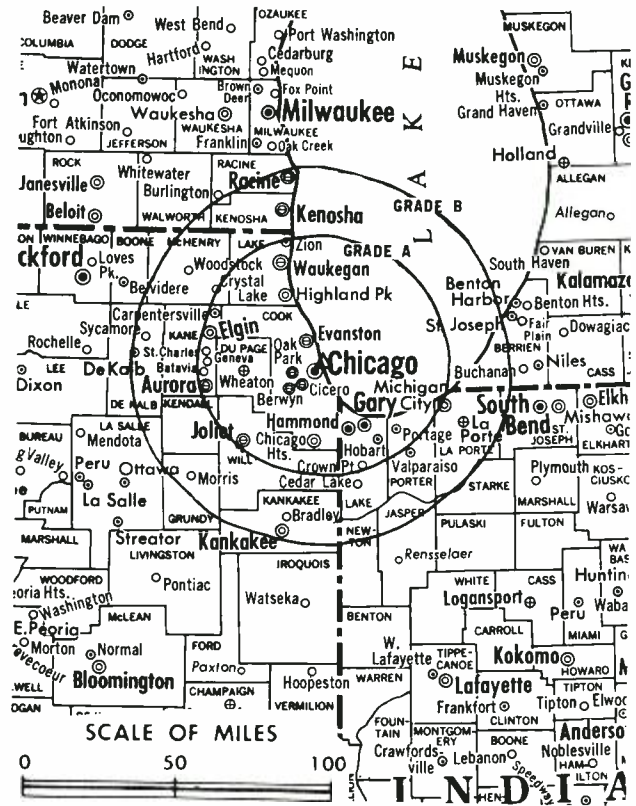
DENNIS FITZSIMONS, vice president & general manager.  
WAYNE SPRACKLIN, general sales manager.  
WILLIAM BRADLEY, local sales manager.  
JOHN P. FENDLEY, sports sales manager.  
MARK ALTSCHULER, national sales manager.  
JOHN VITANOVEC, controller.  
MARC SCHACHER, program director.  
GARY SIMCOX, director of operations.  
WILLIAM J. LOTZER, production manager.  
ROBERT STRUTZEL, engineering director.  
CHARLOTTE O'BRIEN, community affairs manager.  
PAUL DAVIS, director of news.

**Rates:** On request.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Apache South	4,000	3,500	89
	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	<b>COLORADO</b>			
	Moffat	6,000	5,600	93
	Summit	4,800	4,600	96
	<b>FLORIDA</b>			
	Hamilton	3,300	3,200	97
	<b>IOWA</b>			
Dickinson	6,900	6,800	99	
<b>IDAHO</b>				
Shoshone	6,100	6,000	98	
<b>ILLINOIS</b>				
Coles	19,700	19,300	98	
Cook	1,905,100	1,874,000	98	
Dekalb	25,200	24,800	98	



WGN-TV BPCT-4179 Granted 3/26/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Iroquois	12,500	12,200	98
	Kane	108,000	106,400	99
	Kankakee	37,200	36,600	98
	Kendall	14,400	14,300	99
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
	Will	115,200	113,800	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	173,400	171,000	99
	La Porte	37,400	36,900	99
	Newton	5,400	5,300	98
Porter	44,900	44,300	99	
Starke	8,000	7,800	98	
White	9,400	9,200	98	
<b>KANSAS</b>				
Cloud	4,700	4,600	98	
Geary	10,400	10,300	99	
Grant	2,600	2,600	100	
Mitchell	3,400	3,300	97	
<b>LOUISIANA</b>				
Madison	5,800	5,600	97	
<b>MICHIGAN</b>				
Berrien	60,600	59,500	98	
<b>MONTANA</b>				
Fallon	1,400	1,300	93	
Granite	1,100	1,100	100	
(Continued on page A-370)				
<b>Station Totals</b>		<b>44,965,900</b>	<b>44,290,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>9,742,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>3,625,300</b>	

# Illinois—Chicago

## WLS-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Capital Cities/ABC Inc., 190 N. State St., Chicago, IL 60601.

**Studio:** 190 N. State St., Chicago, IL 60601.

**Telephone:** 312-750-7777. **TWX:** 312-222-9530.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 55-kw visual, 11.2-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.

**Multichannel TV Sound:** Stereo and separate audio program.

**AM Affiliate:** WLS, 50-kw, 890 kHz.

**FM Affiliate:** WLS-FM, 6-kw, 94.7 MHz (No. 234), 1170-ft.

**News Services:** AP, UPI, City News.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** October 13, 1943.

**Represented (sales):** Capital Cities/ABC National Television Sales Inc.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

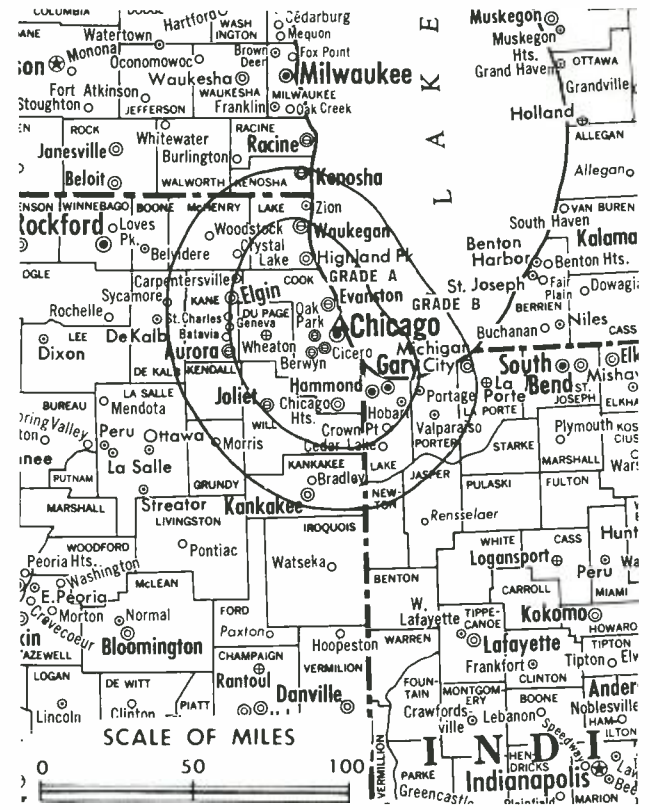
JOSEPH J. AHERN, president & general manager.  
MARK GRANT, general sales manager.  
GORDON PEPPARS, national sales manager.  
LARRY WERT, local sales manager.  
CLAR W. HEIDER, assistant to president.  
TIM BENNETT, director of programming.  
ERNST LEDEBUHR, controller.  
JEANNE FISHER, business manager.  
WILLIAM CAMPBELL, director of public affairs.  
JAMES HATTENDORF, news director.  
SHARON MCGILL, research director.  
JOSEPH KRESNICKA, director of engineering.  
TOM REMISZEWSKI, creative services director.

**Highest 30 Sec. Rate:** \$6500.

**City of License:** Chicago. **ADI:** Chicago, IL. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,905,100	1,874,000	98
	Dekalb	25,200	24,800	98
	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Kane	108,000	106,400	99
	Kankakee	37,200	36,600	98
	Kendall	14,400	14,300	99
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
	Will	115,200	113,800	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	173,400	171,000	99
La Porte	37,400	36,900	99	



WLS-TV BMPCT-811124KR Granted 3/25/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	5,400	5,300	98
	Porter	44,900	44,300	99
	<b>WISCONSIN</b>			
	Kenosha	44,800	44,300	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Iroquois	12,500	12,200	98
	Livingston	14,900	14,500	97
	<b>INDIANA</b>			
Starke	8,000	7,800	98	
<b>MICHIGAN</b>	Berrien	60,600	59,500	98
	<b>WISCONSIN</b>			
	Racine	63,000	62,400	99
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Boone		10,700	10,500	98
Bureau		14,900	14,600	98
Ford		5,800	5,700	98
Ogle		17,800	17,500	98
<b>INDIANA</b>				
Benton		3,600	3,500	97
Marshall		14,900	14,600	98
Pulaski		5,100	4,900	96
White		9,400	9,200	98
<b>MICHIGAN</b>				
Cass	17,900	17,600	98	
<b>WISCONSIN</b>				
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>3,347,200</b>	<b>3,297,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>2,857,800</b>
<b>Average Daily Circulation (1987)</b>				<b>1,885,400</b>

# Illinois—Chicago

## WMAQ-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 4, Merchandise Mart, Suite 2044, Chicago, IL 60654.

**Studio:** Merchandise Mart, Chicago, IL 60654.

**Telephone:** 312-861-5555. **Telex:** 253535.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 40.1-kw visual, 8.0-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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; 2 Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 3.5-meter Ku-band; Comtech, 3.5-meter Ku-band; Harris, Scientific-Atlanta, DX Antenna receivers.

**AM Affiliate:** WMAQ, 50-kw, 670 kHz.

**FM Affiliate:** WKQX, 6-kw, 101.1 MHz (No. 266), 1170-ft.

**News Services:** AP, UPI, City News, Nexus.

**Ownership:** National Broadcasting Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 7, 1949.

**Represented (sales):** NBC TV Spot Sales; Clem & Lowrance Inc. (Dallas, Atlanta & St. Louis).

### Personnel:

RICHARD M. LOBO, vice president & general manager.  
ALLAN HORLICK, station manager.  
KEN HALL, director, sales.  
JOSEPH FRAZAK, sales manager.  
STEVE GALLEN, sales manager.  
DAVID M. YEARWOOD JR., director, finance & administration.  
DAVID FINNEY, program director.  
JAMES POWELL, director, technical operations & engineering.  
RICHARD REINGOLD, news director.  
DELORIS M. BAIN, manager, community affairs.  
NICK ARONSON, director, communications.  
JAMES CORBOY, manager, advertising & promotion.

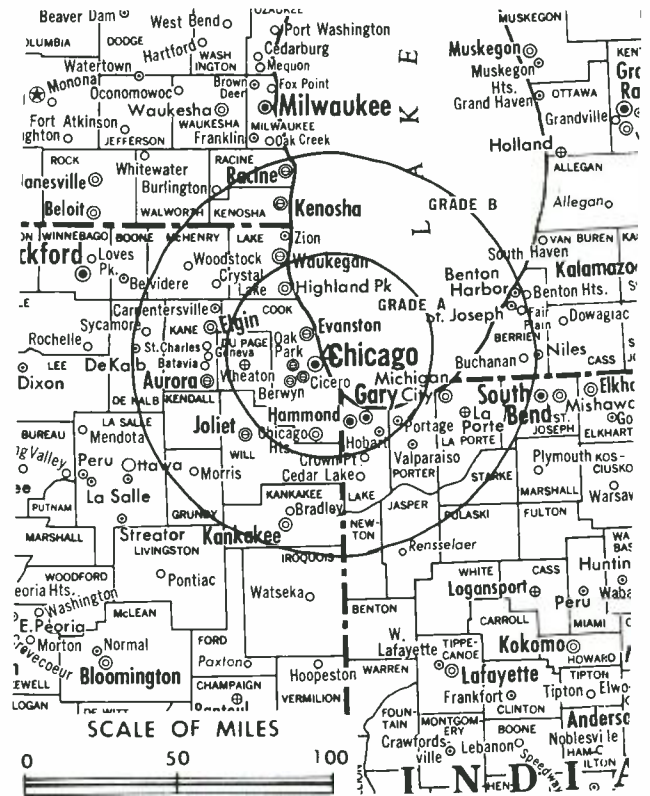
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4800.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,905,100	1,874,000	98
	Dekalb	25,200	24,800	98
	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Iroquois	12,500	12,200	98
	Kane	108,000	106,400	99
	Kankakee	37,200	36,600	98
	Kendall	14,400	14,300	99
	Lake	158,400	157,100	99
La Salle	43,300	42,400	98	



WMAQ-TV BPCT-4223 Granted 5/14/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mchenry	58,900	58,400	99
	Will	115,200	113,800	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	173,400	171,000	99
	La Porte	37,400	36,900	99
	Newton	5,400	5,300	98
	Porter	44,900	44,300	99
	<b>WISCONSIN</b>			
	Kenosha	44,800	44,300	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Livingston	14,900	14,500	97
	<b>INDIANA</b>			
Starke	8,000	7,800	98	
<b>MICHIGAN</b>	Berrien	60,600	59,500	98
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Boone		10,700	10,500	98
Bureau		14,900	14,600	98
Ford		5,800	5,700	98
Ogle		17,800	17,500	98
<b>INDIANA</b>				
Pulaski	5,100	4,900	96	
<b>MICHIGAN</b>				
Cass	17,900	17,600	98	
<b>WISCONSIN</b>				
Racine	63,000	62,400	99	
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>3,319,300</b>	<b>3,270,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>2,834,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,695,400</b>	



# Illinois—Chicago-Gary, Indiana

## WPWR-TV

Ch. 50

**Network Service:** None, independent.

**Grantee:** Metrowest Corp., 3505 N. Ashland Ave., Chicago, IL 60657.

**Studio:** 4255 Westbrook Dr., Suite 216, Aurora, IL 60507.

**Telephone:** 312-851-7515.

**Sales Office:** 500 N. Dearborn, Chicago, IL 60610.

**Telephone:** 312-329-9191.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1623-ft. above av. terrain, 1627-ft. above ground, 2222-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Tower, 233 S. Wacker Dr., Chicago, IL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Comtech, 5-meter Ku & C-band; Comtech, 7.3-meter C-band.

**News Service:** CNN.

**Ownership:** Metrowest Corp., 90%; Great Lakes Bcstg. Inc., 10%. Metrowest Corp. ownership: Fred Eychaner, 100%. Great Lakes Bcstg. Inc. ownership: Earman J. Irons, pres., 5.3%; Lloyd B. Fisher, secy., 7.6%; Gilbert King Jr., treas., 0.8%; Aurelius W. Douglas, 12.8%; Franklin Gentry, 12.3%; Harry F. Douglas, 9.5%; Solomon Cameron, 7.6%; Rayfield Fisher & Joseph C. Knox Jr., 7.4% each; Gerald D. Irons Jr., 6.4%; Thaddeus Parker & Ivory Brown, 5.8% each; Claude Taliaferro & James Beard, 5.3% each; Imogene Harris, 2.1%; William Brewer, 0.8%. Eychaner owns permittee of Ch. 14, Boulder, CO.

**Began Operation:** January 1, 1987.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.; A.D. Ring & Associates.

### Personnel:

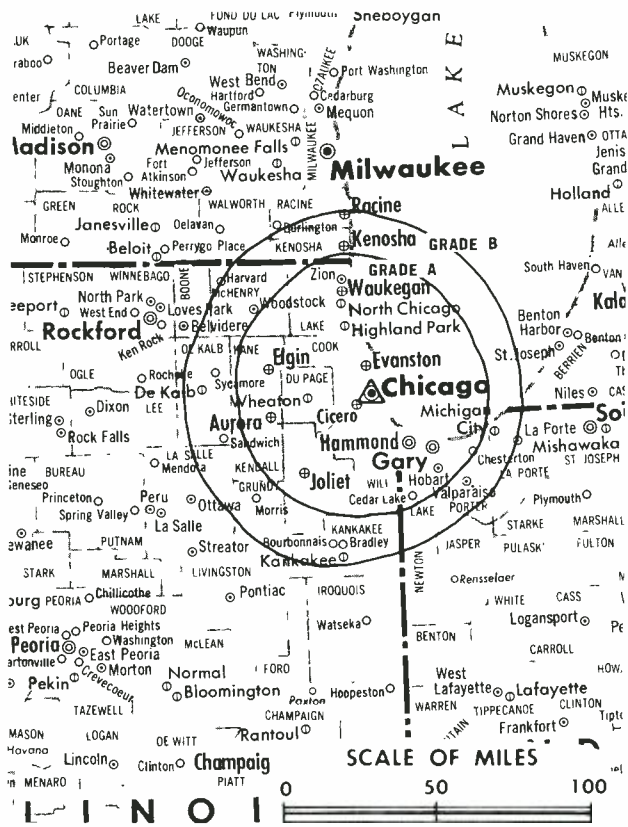
FRED EYCHANER, president & general manager.  
MICHAEL D. DUNLOP, vice president, sales.  
BRENT STEPHENSON, station manager.  
JACK DONOVAN, national sales manager.  
DENNIS CONNELL, local sales manager.  
NEAL SABIN, program director & promotion manager.  
BOB FIELDS, production director.  
ELIZABETH HERTEL, public service manager.  
TIM HOWE, traffic manager.

**Rates:** Not available.

**City of License:** Gary. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS Cook	1,905,100	1,874,000	98



WPWR-TV BPCT-780907KL Granted 11/17/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Kane	108,000	106,400	99
	Kendall	14,400	14,300	99
	Will	115,200	113,800	99
INDIANA				
	Lake	173,400	171,000	99
Between 5-24%	ILLINOIS			
	Dekalb	25,200	24,800	98
	Iroquois	12,500	12,200	98
	Kankakee	37,200	36,600	98
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Livingston	14,900	14,500	97
	Mchenry	58,900	58,400	99
	INDIANA			
	Jasper	9,200	9,000	98
Porter	44,900	44,300	99	
WISCONSIN				
Kenosha	44,800	44,300	99	
<b>Station Totals</b>		<b>3,045,500</b>	<b>3,000,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>880,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>303,900</b>	

# Illinois—Chicago

## WSNS-TV

Ch. 44

**Network Service:** Univision.

**Licensee:** Video 44, 430 W. Grant Place, Chicago, IL 60614.

**Studio:** 430 W. Grant Place, Chicago, IL 60614.

**Telephone:** 312-929-1200.

**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.

**News Service:** UPI.

**Ownership:** Harriscope of Chicago Inc., 50%; The Ironwood Corp., 25.2%; National Subscription TV Corp., 24.5%. See Harriscope in Group Ownership of Television 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). Began Spanish language programming July 1, 1985 (Vol. 25:17).

**Represented (sales):** Univision—Spanish International Network.

**Represented (legal):** Cohn & Marks.

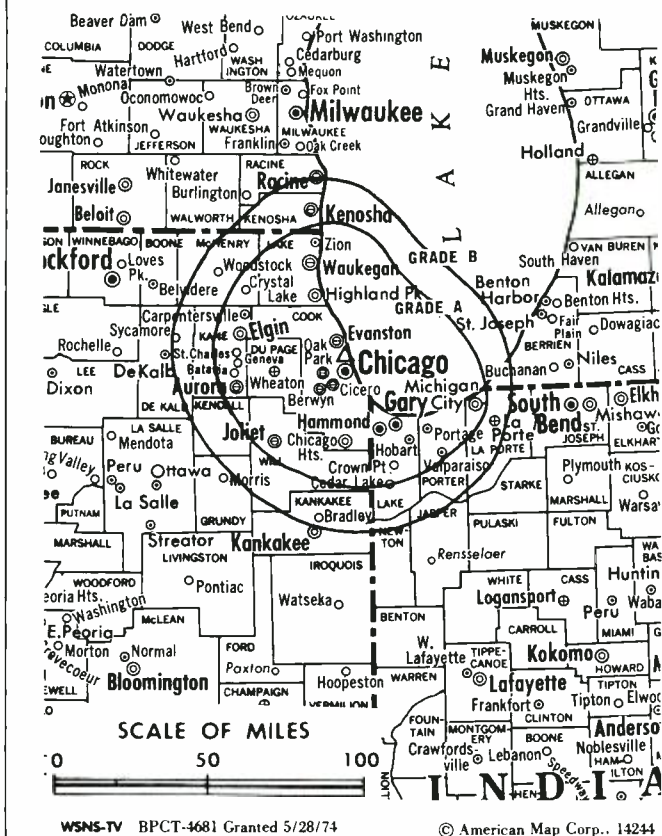
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- BURT I. HARRIS, president, Harriscope (Los Angeles).
- JOSE F. LAMAS, general manager.
- JOHN DICKINSON, director, business affairs.
- CHARLES BREEDING, director of engineering & technical services.
- GUSTAVO MEDRANO, news director.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.



WSNS-TV BPCT-4681 Granted 5/28/74

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
Between 5-24%	Kankakee	37,200	36,600	98
<b>Station Totals</b>		<b>37,200</b>	<b>36,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>52,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>26,500</b>	

**WAND**

Ch. 17

**Network Service:** ABC.

**Licensee:** WAND Television, 904 South Side Dr., Decatur, IL 62525.

**Studio:** 904 South Side Dr., Decatur, IL 62525.

**Telephone:** 217-424-2500. **TWX:** 910-243-0458.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 1350-kw horizontal visual, 500-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, IL.

**Satellite Earth Stations:** Microdyne, 7-meter; Andrew, 7.3-meter; Andrew, 4.5-meter; Microdyne receivers.

**News Services:** AP, Group W Newsfeed, ABC.

**Ownership:** LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 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):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

BARRETT GEOGHEGAN, president & general manager.  
T. J. VAUGHN, vice president & station manager.  
LARRY KATT, vice president, sales.  
MIKE GROSS, national sales manager.  
JON LAWHEAD, local sales manager.  
DICK WESTBROOK, news director.  
WAYNE SEMPLE, chief engineer.  
JANET JONES, traffic manager.  
BOB WILCOTT, promotion manager.

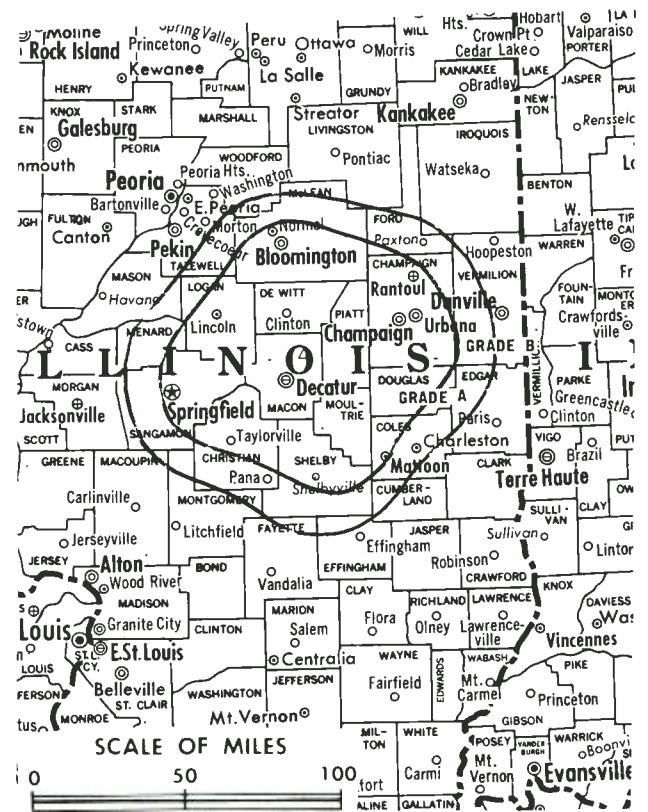
**Highest 30 Sec. Rate** (January 1, 1987): \$1500.

**NETWORK BASE HOURLY RATE:** \$925.

**City of License:** Decatur. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	61,600	60,300	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	De Witt	7,300	7,200	99
	Douglas	7,600	7,400	97
	Effingham	12,300	11,800	96
	Fayette	8,500	8,200	96
	Ford	5,800	5,700	98



WAND BPCT-780914K1. Granted 3/13/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Logan	11,100	10,900	98
	Macon	50,500	49,600	98
	Menard	4,700	4,600	98
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Piatt	6,400	6,300	98
	Sangamon	74,500	72,700	98
	Shelby	9,200	8,900	97
	Vermilion	36,400	35,700	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Iroquois	12,500	12,200	98
	Livingston	14,900	14,500	97
	Mc Lean	45,900	44,800	98
	Montgomery	12,300	12,000	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cass	5,600	5,500	98
	Clark	6,700	6,500	97
	Cumberland	4,500	4,400	98
	Edgar	8,500	8,300	98
	Jasper	4,400	4,200	97
	Macoupin	19,900	19,500	98
	Mason	7,400	7,300	99
	<b>INDIANA</b>			
	Warren	3,000	2,900	97
<b>Station Totals</b>		<b>495,500</b>	<b>484,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>314,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>170,900</b>	

# Illinois—Decatur

**WFHL**

**Ch. 23**

**Network Service:** None, independent.

**Licensee:** Decatur Foursquare Bcstg. Inc., 2510 Parkway Court, Decatur, IL 62526.

**Studio:** 2510 Parkway Court, Decatur, IL 62526.

**Telephone:** 217-428-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1950-kw visual, 195-kw aural. Antenna: 1030-ft. above av. terrain, 1046-ft. above ground, 1736-ft. above sea level.

Latitude 39° 27' 03"  
Longitude 88° 52' 05"

**Transmitter:** Near Hwy. 48, Oreana.

**Satellite Earth Stations:** Scientific-Atlanta, 3.2-meter C-band; Scientific-Atlanta, 5-meter C-band; RCA, 3.2-meter Ku-band; 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Non-stock corp. Gregory L. Barnes, pres.; Dr. Charles Duarte, v.p.; Ray Jones, secy.; Michael Overheul, treas; International Church of the Foursquare Gospel. ICFG is licensee of KHIS-AM-FM, Bakersfield & KFSG(FM), Los Angeles, CA.

**Began Operation:** May 13, 1984.

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

**Represented (engineering):** D. C. Williams & Associates Inc.

**Personnel:**

- MARK SIEGAL, station manager.
- STEVE WALLACE, chief engineer.
- MINYONNE RHOADES, traffic manager.
- MONICA STUART, business manager.

**Highest One Hour Rate:** \$425.

**Highest 30 Sec. Rate:** \$40.

**City of License:** Decatur. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

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



WFHL BMPCT—841214KF Granted 2/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Christian	14,300	14,000	98
	Douglas	7,600	7,400	97
	Macon	50,500	49,600	98
	Moultrie	5,500	5,300	96
	Piatt	6,400	6,300	98
<b>Station Totals</b>		<b>84,300</b>	<b>82,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>16,500</b>
<b>Average Daily Circulation (1987)</b>				<b>5,300</b>

# Illinois—Harrisburg

## WSIL-TV

Ch. 3

(Operates satellite KPOB-TV, Poplar Bluff, MO)

**Network Service:** ABC.

**Licensee:** WSIL-TV Inc., 21 W. Poplar St., Harrisburg, IL 62946.

**Studio:** 21 W. Poplar St., Harrisburg, IL 62946.

**Telephone:** 618-252-7447.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 994-ft. above av. terrain, 1000-ft. above ground, 1600-ft. above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

**Transmitter:** 2-mi. W of Creal Springs.

**Satellite Earth Station:** Gardiner, 6-meter.

**News Service:** AP.

**Ownership:** Mel Wheeler Inc., 100%. Mel Wheeler, 70%; Herman L. Reavis, exec. v.p.; Stephen Clark & Leonard Wheeler, v.p.s, 10% each; Jack E. Rice, v.p.; Vining Wheeler, secy.-treas. They also own KPOB-TV, Poplar Bluff, MO; WSLC & WSLQ(FM), Roanoke, VA; KLTE(FM), Oklahoma City, OK.

**Begin Operation:** December 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):** Seltel Inc.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

MEL WHEELER, president.  
STEVE WHEELER, general manager.

**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$400.

**Arbitron Data:** Figures include satellite KPOB-TV, Poplar Bluff, MO.

**City of License:** Harrisburg. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 77.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,900	4,700	96
	Franklin	18,100	17,600	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jackson	24,000	23,200	97
	Jefferson	15,800	15,300	97
	Johnson	3,900	3,800	97
	Massac	6,300	6,100	97
	Perry	9,000	8,700	97
	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Wayne	7,700	7,300	95
	Williamson	24,700	24,000	97
	<b>KENTUCKY</b>			
	Ballard	3,400	3,400	100
	Crittenden	3,400	3,400	100
Graves	13,200	13,100	99	



WSIL-TV BPCT—840221KG Granted 7/17/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hickman	2,100	2,100	100
	Livingston	3,700	3,700	100
	Lyon	2,600	2,600	100
	Mc Cracken	24,200	24,100	100
	Marshall	10,400	10,300	99
	<b>MISSOURI</b>			
	Butler	14,800	14,400	97
	Cape Girardeau	22,300	22,000	99
	Mississippi	5,300	5,200	98
	Scott	14,600	14,400	99
Stoddard	11,000	10,800	98	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Calloway	12,100	12,000	99
	Carlisle	2,100	2,100	100
	Fulton	3,200	3,200	100
<b>MISSOURI</b>				
Bollinger	4,100	4,000	98	
New Madrid	7,800	7,600	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Randolph	12,700	12,400	98
	White	7,400	7,000	95
	<b>KENTUCKY</b>			
	Union	5,700	5,600	98
	<b>MISSOURI</b>			
	Carter	2,000	1,900	95
	Iron	4,000	3,900	97
	Madison	4,500	4,400	98
	Perry	6,000	5,900	98
Ripley	5,000	4,700	94	
Wayne	4,800	4,700	98	
<b>Station Totals</b>		<b>366,100</b>	<b>357,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>227,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>114,100</b>	

# Illinois—Joliet

## WGBO-TV

Ch. 66

**Network Service:** None, independent.

**Licensee:** Grant Subsidiary of Chicago Inc., 16550 N.W. 52nd Ave., Miami, FL 33014.

**Offices:** Suite 3141, 875 N. Michigan Ave., Chicago, IL 60611.

**Telephone:** 312-751-6666.

**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"

**Transmitter:** 875 N. Michigan Ave., Chicago, IL.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 5-meter.

**News Service:** CNN Headline News.

**Ownership:** Grant Bcstg. of Chicago Ltd. Partnership, Debtor-in-Possession. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1981. Sale to present owner approved by FCC Oct. 30, 1985.

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

**Represented (legal):** Goldberg & Spector.

### Personnel:

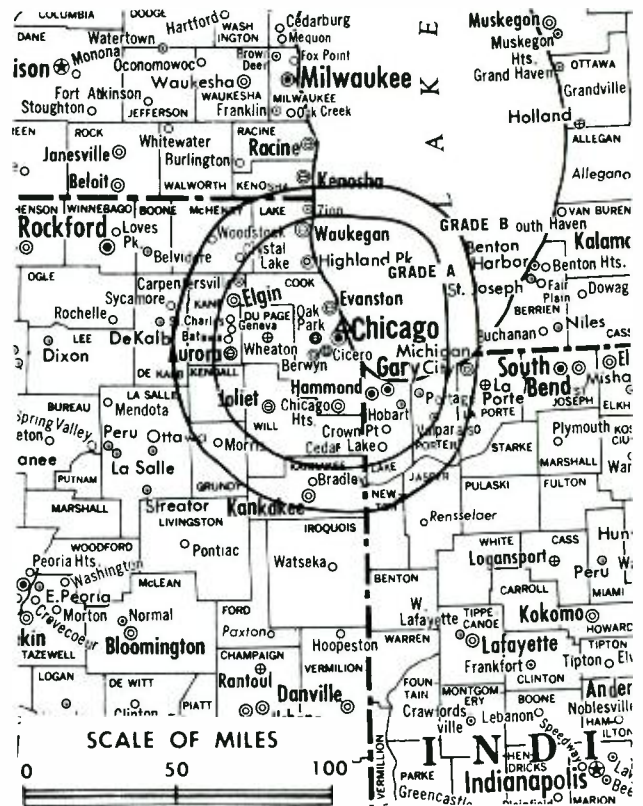
GAIL L. BREKKE, general manager.  
DOUG KNIGHT, station manager.  
JACK O'HERN, general sales manager.  
THERESE MURPHY, traffic manager.

**Rates:** Not available.

**City of License:** Joliet. **ADI:** Chicago. **Rank:** 3.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ILLINOIS</b>			
	Cook	1,905,100	1,874,000	98
	Dupage	267,900	265,800	99
	Grundy	12,200	12,000	98
	Kankakee	37,200	36,600	98
	Will	115,200	113,800	99
<b>INDIANA</b>	Lake	173,400	171,000	99



WGBO-TV BMPCT-801222KG Granted 2/5/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Boone	10,700	10,500	98
	Iroquois	12,500	12,200	98
	Kane	108,000	106,400	99
	Kendall	14,400	14,300	99
	Lake	158,400	157,100	99
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
<b>INDIANA</b>	Jasper	9,200	9,000	98
	Newton	5,400	5,300	98
	Porter	44,900	44,300	99
<b>WISCONSIN</b>	Kenosha	44,800	44,300	99
	<b>Station Totals</b>	<b>3,021,500</b>	<b>2,977,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>853,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>282,400</b>	

# Illinois—La Salle

## WWTO-TV

Ch. 35

**Network Service:** None, independent.

**Licensee:** All America TV Inc., 454 Coberta Ave., La Puente, CA 91746.

**Mailing Address:** East 1251 Rd., Ottawa, IL 61350.

**Telephone:** 815-434-2700.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1371-ft. above av. terrain, 1338-ft. above ground, 1970-ft. above sea level.

Latitude	41°	16'	51"
Longitude	88°	56'	13"

**Transmitter:** 3.8-mi. SW of intersection of Chicago Rd. & Hwy. 71, near Oglesby.

**Satellite Earth Station:** Vertex, 6.1-meter C-band; Microdyne receivers.

**Ownership:** All America TV Inc., non-profit corp. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1986.

**Represented (sales):** TBN Media Representatives.

**Represented (legal):** May & Dunne.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

GLENN DINGLEY, general manager.  
JOHN BIGGS, assistant chief engineer.

**Highest One Hour Rate:** \$1000.



**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** La Salle. **ADI:** Chicago. **Rank:** 3.

# Illinois—Marion

**WTCT**

**Ch. 27**

**Network Service:** None, independent.

**Licensee:** Tri-State Christian TV, Box 1010, Marion, IL 62959.

**Studio:** Route 37 North, Marion, IL 62959.

**Telephone:** 618-997-9333.

**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:** 2 Scientific-Atlanta, 4.6-meter C-band; RCA, 3.66-meter Ku-band; Scientific-Atlanta receivers.

**Ownership:** Tri-State Christian TV. See Group Ownership of Television Stations.

**Began Operation:** August 24, 1981. Sale to present owner by Dennis F. Doelitzsch approved by FCC Feb. 6, 1984.

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

**Personnel:**

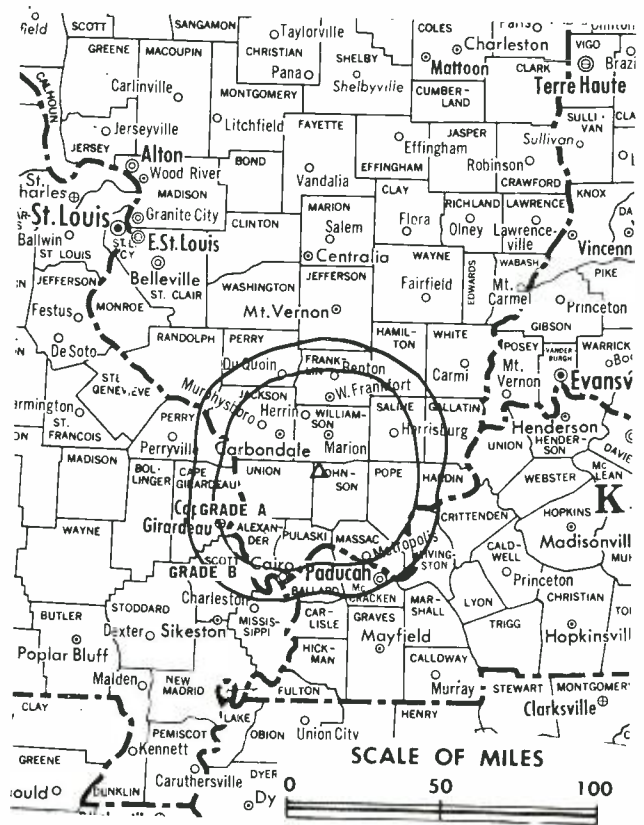
GARTH W. COONCE, president & general manager.  
CLARENCE LARSON, chief engineer.

**Rates:** Not available.

**City of License:** Marion. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 77.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Alexander	4,900	4,700	96
	Franklin	18,100	17,600	97
	Hamilton	3,900	3,700	95
	Jackson	24,000	23,200	97
Johnson	3,900	3,800	97	



WTCT BPCT—780720IC Granted 6/25/80 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Williamson	24,700	24,000	97
	KENTUCKY			
	Ballard	3,400	3,400	100
	MISSOURI			
	Bollinger	4,100	4,000	98
	<b>Station Totals</b>		<b>112,200</b>	<b>108,700</b>
<b>Net Weekly Circulation (1987)</b>			<b>13,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>6,700</b>	



# Illinois—Moline

## WQAD-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** The New York Times Co., 3003 Park 16th St., Moline, IL 61265.

**Studio:** 3003 Park 16th St., Moline, IL 61265.

**Telephone:** 309-764-8888.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1010-ft. above av. terrain, 1066-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.

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

**News Services:** AP, UPI.

**Ownership:** The New York Times Co. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1963. Sale to Des Moines Register & Tribune Co. by Moline Television Corp. approved by FCC July 13, 1977. Sale to New York Times Co. approved Oct. 3, 1985 (Television Digest, Vol. 25:5, 6, 12).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

- OLIVER GILLESPIE, president & general manager.
- GENE SMITH, general & national sales manager.
- PEGGY VYNCKE, vice president & business manager.
- LLOYD BOLKCOM, director of programming & community affairs.
- RICK SERRE, chief engineer.

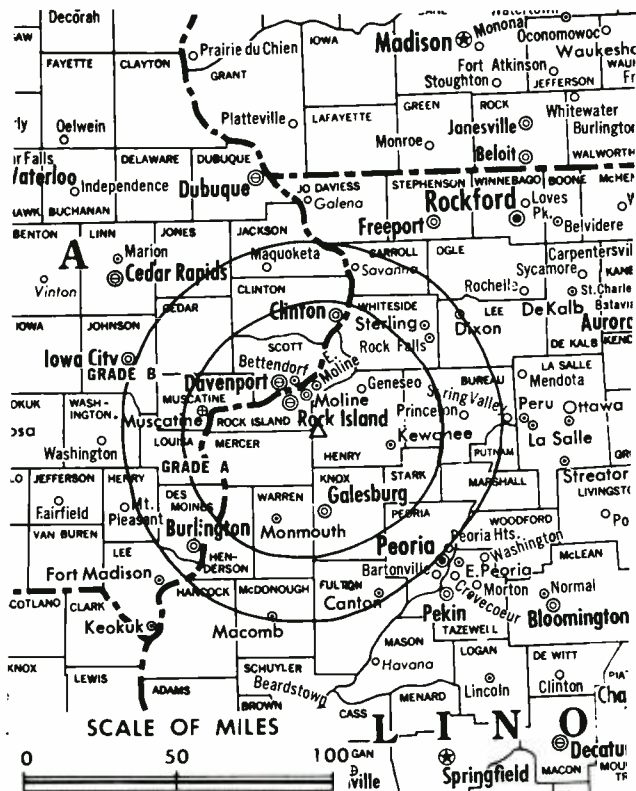
**Highest 30 Sec. Rate:** \$1700.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Moline. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 74.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Des Moines	18,300	18,100	99
	Henry	7,200	7,100	99
	Jackson	8,500	8,400	99
	Lee	16,600	16,400	99
	Louisa	4,700	4,600	98
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Carroll	6,900	6,800	99
	Henderson	3,500	3,400	97
Henry	20,900	20,600	99	



WQAD-TV BPCT-2440 Granted 5/16/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Knox	23,400	23,100	99
	Lee	12,900	12,700	98
	Mc Donough	13,000	12,700	98
	Mercer	7,400	7,300	99
	Rock Island	63,200	62,500	99
	Stark	2,800	2,800	100
	Warren	8,100	8,000	99
Whiteside	24,400	24,000	98	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Hancock	9,400	9,200	98
	Jo Daviess	9,100	8,800	97
<b>Between 5-24%</b>	<b>IOWA</b>			
	Jefferson	6,300	6,200	98
	Johnson	33,800	33,200	98
	Washington	7,900	7,800	99
	<b>ILLINOIS</b>			
	Fulton	16,300	15,900	98
	La Salle	43,300	42,400	98
	Marshall	5,400	5,300	98
	Ogle	17,800	17,500	98
	<b>Station Totals</b>		<b>515,600</b>	<b>508,000</b>
<b>Net Weekly Circulation (1987)</b>				<b>328,700</b>
<b>Average Daily Circulation (1987)</b>				<b>180,700</b>

# Illinois—Mount Vernon-Salem-Centralia

**WCEE**

**Ch. 13**

**Network Service:** None, independent.

**Licensee:** Robert W. Sudbrink, 801 S.E. Sixth Ave., No. 207, Delray Beach, FL 33444.

**Studio:** Rte. 1, Box 71, Kell, IL 62853.

**Telephone:** 618-822-6900.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 989-ft. above av. terrain, 962-ft. above ground, 1527-ft. above sea level.

Latitude 38° 32' 39"  
Longitude 88° 55' 26"

**Transmitter:** Rte. 1, Box 71, Kell, IL.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**News Services:** CNN, INN, UPI.

**Ownership:** Robert W. Sudbrink. See Group Ownership of Television Stations.

**Began Operation:** March 13, 1983. Sale to present owner by William R. Varecha approved by FCC Oct. 30, 1985.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Arthur K. Peters.

**Personnel:**

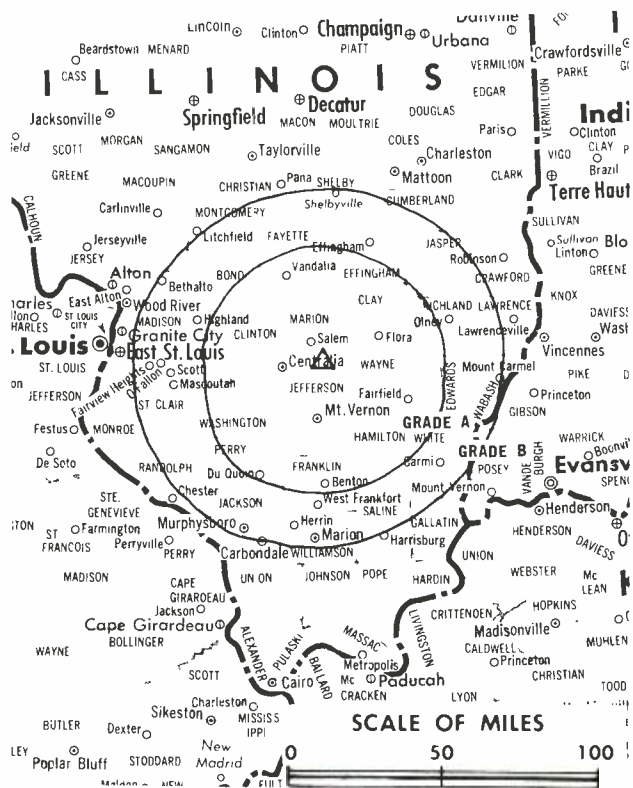
RIC GORMAN, general manager.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Mount Vernon. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 77.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Effingham	12,300	11,800	96
	Fayette	8,500	8,200	96
	Hamilton	3,900	3,700	95
	Jefferson	15,800	15,300	97
	Marion	17,900	17,500	98
Wayne	7,700	7,300	95	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Clinton	12,100	11,900	98
	Edwards	3,600	3,400	94
	Franklin	18,100	17,600	97
Jasper	4,400	4,200	97	



WCEE BMPCT—840305KH Granted 4/26/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Perry	9,000	8,700	97
	Richland	7,200	7,000	97
	Washington	6,000	5,800	97
	Williamson	24,700	24,000	97
<b>ILLINOIS</b>	<b>Between 5-24%</b>			
	Cumberland	4,500	4,400	98
	Gallatin	3,000	2,900	97
	Hardin	2,200	2,100	95
	Jackson	24,000	23,200	97
	Montgomery	12,300	12,000	98
	Saline	12,200	11,800	97
	Shelby	9,200	8,900	97
Wabash	5,500	5,300	96	
White	7,400	7,000	95	
<b>Station Totals</b>		<b>244,000</b>	<b>236,000</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>94,200</b>
<b>Average Daily Circulation (1987)</b>				<b>35,300</b>

# Illinois—Peoria

## WEEK-TV

Ch. 25

**Network Service:** NBC.

**Licensee:** Eagle Broadcasting Corp., 2907 Springfield Rd., East Peoria, IL 61611.

**Studio:** 2907 Springfield Rd., East Peoria, IL 61611.

**Telephone:** 309-698-2525. **TWX:** 910-652-4455.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2410-kw max. visual, 241-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.

**Satellite Earth Stations:** 3 in operation; Harris, Microdyne receivers.

**News Services:** AP, NBC, CNN, NIWS.

**Ownership:** Price Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** February 1, 1953. Sale to present owner by LDX Broadcast Inc. approved by FCC Nov. 15, 1984 (*Television Digest*, Vol. 24:36). Previous sale, including former satellite WEEQ-TV, La Salle, by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (Vol. 6:29).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

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

### Personnel:

PATRICK J. DEVLIN, vice president & general manager.  
DENNIS UPAH, operations & promotion manager.  
PHIL SUPPLE, news director.  
KEN TOFANELLI, chief engineer.

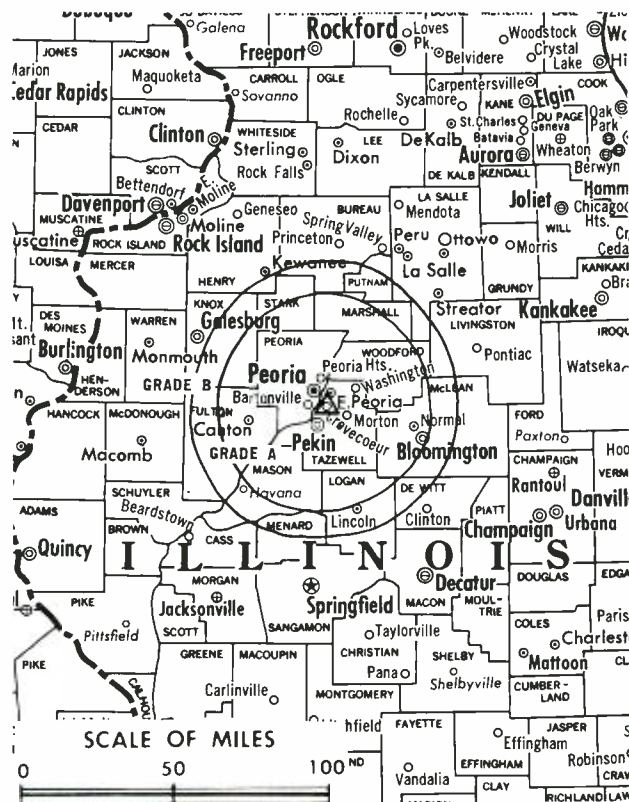
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Peoria. **ADI:** Peoria. **Rank:** 103.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Fulton	16,300	15,900	98
	Logan	11,100	10,900	98
	Mc Lean	45,900	44,800	98
	Marshall	5,400	5,300	98
	Mason	7,400	7,300	99
	Peoria	76,000	74,700	98
	Putnam	2,400	2,300	96



WEEK-TV BPCT-5060 Granted 12/15/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Stark	2,800	2,800	100
	Tazewell	49,700	48,900	98
	Woodford	12,200	11,900	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Knox	23,400	23,100	99
	La Salle	43,300	42,400	98
	Menard	4,700	4,600	98
Schuyler	3,200	3,100	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cass	5,600	5,500	98
	De Witt	7,300	7,200	99
	Henry	20,900	20,600	99
	Livingston	14,900	14,500	97
	Mc Donough	13,000	12,700	98
	Morgan	14,500	14,100	97
Warren	8,100	8,000	99	
<b>Station Totals</b>		<b>403,000</b>	<b>395,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>251,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>154,000</b>	

# Illinois—Peoria

## WMBD-TV

Ch. 31

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** 3131 N. University St., Peoria, IL 61604.

**Telephone:** 309-688-3131. **TWX:** 910-652-3954.

**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:** Pinecrest Dr., East Peoria, IL.

**Satellite Earth Stations:** In operation; 5-meter C-band & Ku-band.

**AM Affiliate:** WMBD, 5-kw, 1470 kHz (CBS).

**FM Affiliate:** WKZW, 40-kw, 93.3 MHz (No. 227), 550-ft.

**News Services:** AP, UPI, CBS.

**Ownership:** Midwest Television Inc. See Group Ownership of Television Stations.

**Began Operation:** January 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):** Pety Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

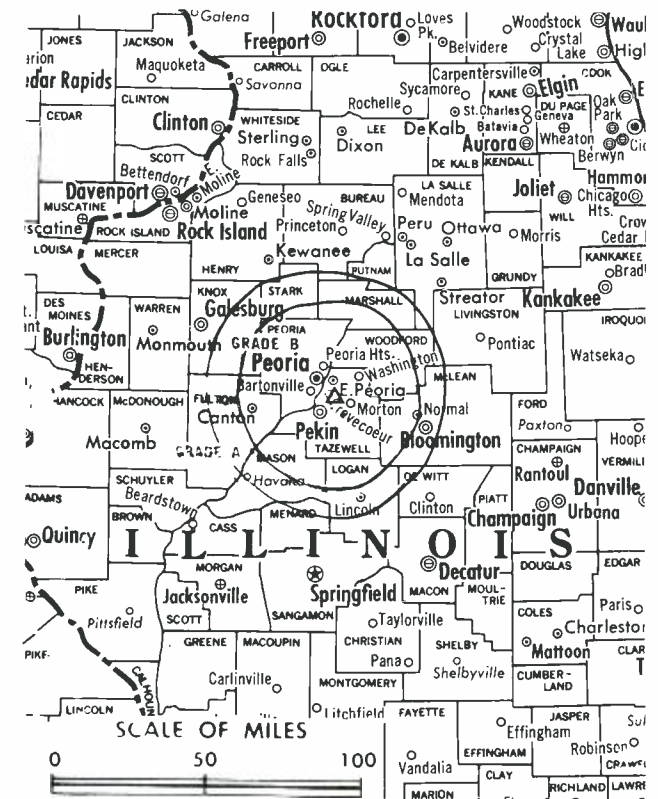
AUGUST C. MEYER JR., president.  
GUY MAIN, executive vice president.  
GENE C. ROBINSON, vice president & general manager.  
JIM DONOVAN, general sales manager.  
PAUL BAUMGARTNER, chief engineer.  
LLOYD PETERSON, program director.  
RODGER LEYSAHT, production manager.

**Rates:** Not available.

**City of License:** Peoria. **ADI:** Peoria. **Rank:** 103.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Fulton	16,300	15,900	98
	Logan	11,100	10,900	98
	Mc Lean	45,900	44,800	98
	Marshall	5,400	5,300	98
	Mason	7,400	7,300	99
	Peoria	76,000	74,700	98
Putnam	2,400	2,300	96	



WMBD-TV BPCT-4700 Granted 5/31/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Stark	2,800	2,800	100
	Tazewell	49,700	48,900	98
	Woodford	12,200	11,900	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Cass	5,600	5,500	98
	Knox	23,400	23,100	99
	La Salle	43,300	42,400	98
	Menard	4,700	4,600	98
Schuyler	3,200	3,100	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Brown	2,200	2,100	95
	De Witt	7,300	7,200	99
	Henry	20,900	20,600	99
	Livingston	14,900	14,500	97
	Mc Donough	13,000	12,700	98
Morgan	14,500	14,100	97	
Warren	8,100	8,000	99	
<b>Station Totals</b>		<b>405,200</b>	<b>397,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>233,100</b>
<b>Average Daily Circulation (1987)</b>				<b>128,900</b>

# Illinois—Peoria

**WHOI**

Ch. 19

**WHOI**  
PEORIA



**Network Service:** ABC.

**Licensee:** Forward of Illinois Inc., 500 N. Stewart St., Creve Coeur, IL 61611.

**Studio:** 500 N. Stewart St., Creve Coeur, IL 61611.

**Telephone:** 309-698-1919. **TWX:** 910-652-3955.

**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"

Holds CP for change to 2240-kw max. visual, 224-kw max. aural, 637-ft. above av. terrain, 193-ft. above ground, 400-ft. above sea level. BPCT-860613KF.

**Transmitter:** 500 N. Stewart St., Creve Coeur.

**Satellite Earth Stations:** 3 in operation; Andrew, 7.2-meter; Andrew, M/A-Com receivers.

**News Services:** AP, UPI, ABC.

**Ownership:** Forward Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 20, 1953. Sale to present owner approved by FCC Aug. 16, 1984. Sale to Forward Communications by Mid America Media Inc. approved 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. (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):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

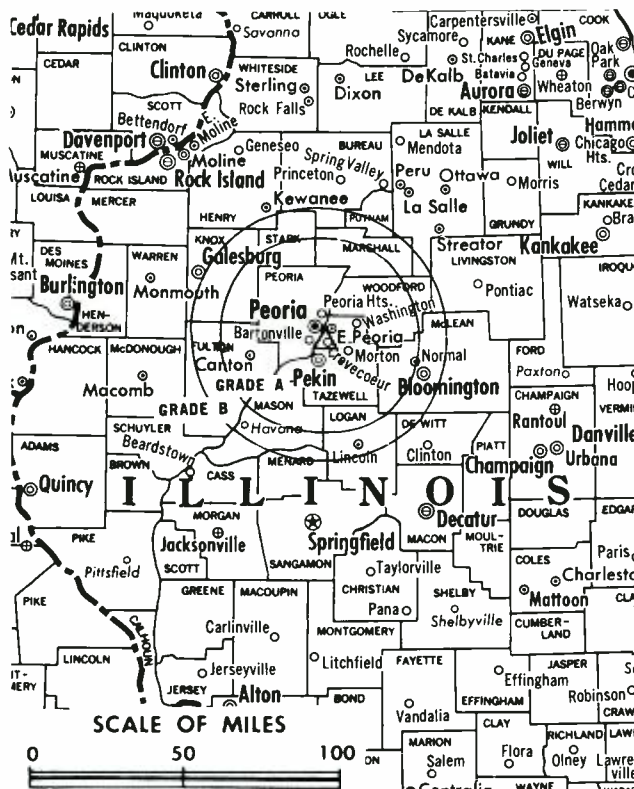
**Personnel:**

- CHARLES E. SHERMAN, president & general manager.
- WILLIAM THORSON, senior vice president & director of sales.
- GLORIA TOWLES, vice president, finance.
- WILLIAM CARSON, vice president, local sales.
- DAVID ALLEN, vice president, news director.
- DEVOE SLISHER, promotion coordinator.
- CARL WOLFE, director of engineering.
- LEE ULRICH, director of operations.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$800.



WHOI BPCT-860613KF Granted 7/29/86

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**City of License:** Peoria. **ADI:** Peoria. **Rank:** 103.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>ILLINOIS</b>			
	Cass	5,600	5,500	98
	Fulton	16,300	15,900	98
	Knox	23,400	23,100	99
	Logan	11,100	10,900	98
	Mc Lean	45,900	44,800	98
	Marshall	5,400	5,300	98
	Mason	7,400	7,300	99
	Peoria	76,000	74,700	98
	Putnam	2,400	2,300	96
	Schuyler	3,200	3,100	97
	Stark	2,800	2,800	100
	Tazewell	49,700	48,900	98
	Woodford	12,200	11,900	98
<b>Between 25-49%</b>				
	<b>ILLINOIS</b>			
	Brown	2,200	2,100	95
	Bureau	14,900	14,600	98
	Mc Donough	13,000	12,700	98
	Menard	4,700	4,600	98
<b>Between 5-24%</b>				
	<b>ILLINOIS</b>			
	De Witt	7,300	7,200	99
	Henry	20,900	20,600	99
	La Salle	43,300	42,400	98
	Livingston	14,900	14,500	97
	Warren	8,100	8,000	99
<b>Station Totals</b>		<b>390,700</b>	<b>383,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>248,100</b>
<b>Average Daily Circulation (1987)</b>				<b>152,700</b>

# Illinois—Quincy-Hannibal, Missouri

## WGEM-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Quincy Broadcasting Co., Box 80, Quincy, IL 62306.

**Studio:** 513 Hampshire St., Quincy, IL 62301.

**Telephone:** 217-228-6600. **Telex:** 322289.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 4.8-meter; Comsat Ku-band; Comtech, Gardiner, Harris receivers.

**AM Affiliate:** WGEM, 5-kw, 1440 kHz.

**FM Affiliate:** WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft.

**News Service:** AP.

**Ownership:** Quincy Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** August 27, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

RICHARD HERBST, vice president & general manager.  
J. BEN STEWART, vice president, sales.  
JIM MARTENS, chief engineer.  
BRENDA WISKIRCHIN, business manager.

**Highest One Hour Rate:** \$2000.

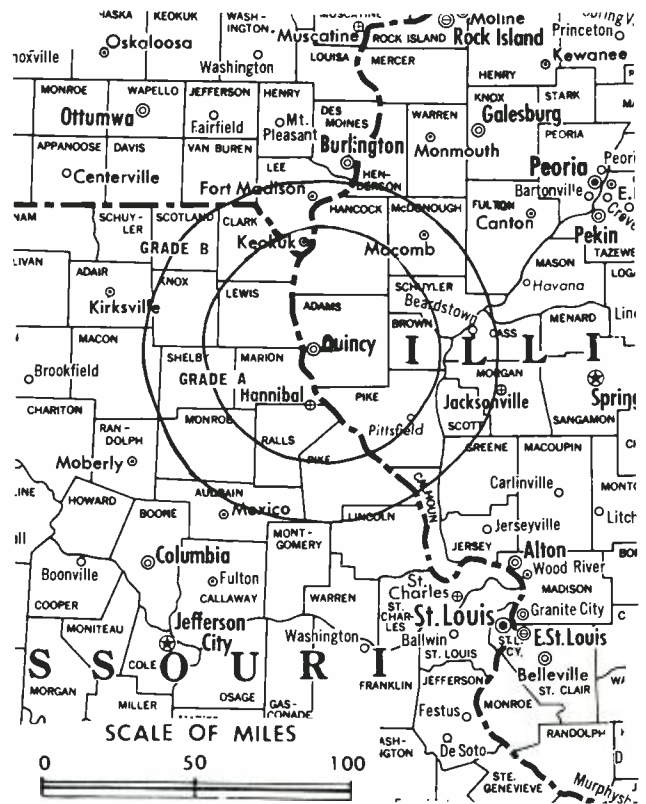
**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$1100.

**City of License:** Quincy. **ADI:** Quincy, IL-Hannibal, MO. **Rank:** 151.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Lee	16,600	16,400	99
	Van Buren	3,300	3,200	97
	<b>ILLINOIS</b>			
	Adams	27,400	27,000	99
	Brown	2,200	2,100	95
	Cass	5,600	5,500	98
	Hancock	9,400	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	
<b>MISSOURI</b>				
Adair	9,400	9,300	99	
Audrain	9,600	9,500	99	
Clark	3,000	2,900	97	



WGEM-TV BNPCT-1254 Granted 7/24/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Knox	2,100	2,100	100
	Lewis	3,900	3,800	97
	Macon	6,300	6,200	98
	Marion	10,700	10,600	99
	Monroe	3,500	3,500	100
	Pike	6,000	5,900	98
	Ralls	3,500	3,500	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
	Shelby	3,000	2,900	97
<b>Between 25-49%</b>	<b>IOWA</b>			
	Davis	3,500	3,500	100
	Des Moines	18,300	18,100	99
	Henry	7,200	7,100	99
	Jefferson	6,300	6,200	98
<b>ILLINOIS</b>	Henderson	3,500	3,400	97
	Morgan	14,500	14,100	97
	<b>MISSOURI</b>			
Sullivan	2,900	2,900	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Appanoose	6,300	6,200	98
	<b>ILLINOIS</b>			
	Greene	6,200	6,100	98
	<b>MISSOURI</b>			
Montgomery	4,200	4,100	98	
Putnam	2,200	2,200	100	
<b>Station Totals</b>		<b>230,700</b>	<b>226,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>151,500</b>
<b>Average Daily Circulation (1987)</b>				<b>98,300</b>

# Illinois—Quincy

**WTJR**

**Ch. 16**

**Network Service:** None, independent.

**Licensee:** Believer's Bcstg. Corp., 3610 S. 24th St., Quincy, IL 62301.

**Studio:** 3610 S. 24th St., Quincy, IL 62301.

**Mailing Address:** Box 3112, Quincy, IL 62305.

**Telephone:** 217-228-1275.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 179.2-kw max. visual, 31.5-kw max. aural. Antenna: 994-ft. above av. terrain, 880-ft. above ground, 1620-ft. above sea level.

Latitude 39° 58' 18"  
Longitude 91° 19' 42"

**Transmitter:** Columbus Rd., 2-mi. NE of Quincy.

**Ownership:** Non-stock corp. Carl Geisendorfer, pres.; Henry Geisendorfer, v.p.; Harley Smith, secy.

**Began Operation:** January 1, 1986.

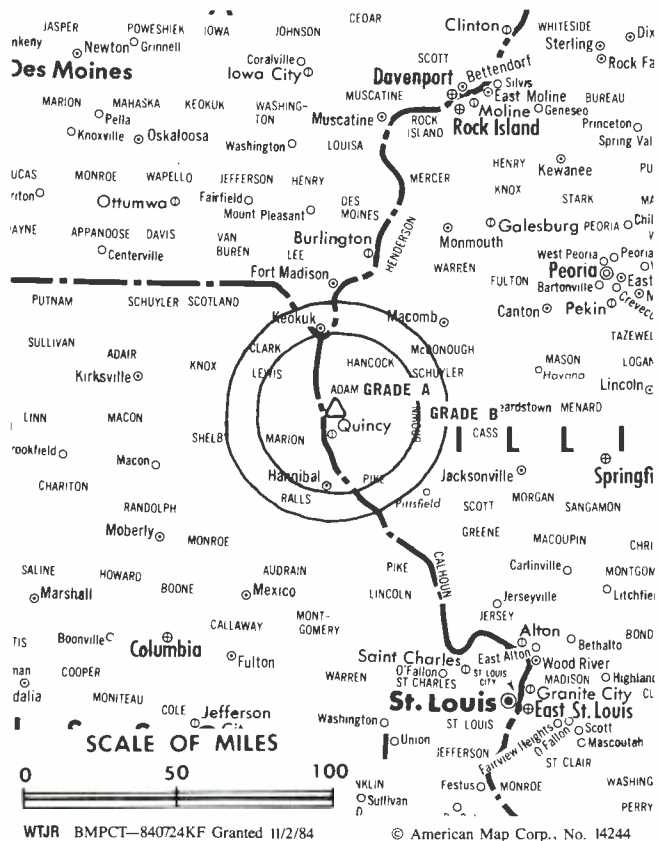
**Represented (engineering):** John R. Powley (Dysart, PA).

**Personnel:**

CARL GEISENDORFER, president & general manager.

**City of License:** Quincy. **ADI:** Quincy, IL-Hannibal, MO. **Rank:** 151.

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



WTJR BMPCT—840724KF Granted 11/2/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Lewis	3,900	3,800	97
	Ralls	3,500	3,500	100
<b>Station Totals</b>		<b>7,400</b>	<b>7,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>2,000</b>
<b>Average Daily Circulation (1987)</b>				<b>900</b>

# Illinois—Rockford

## WQRF-TV

Ch. 39

**Network Service:** None, independent.

**Licensee:** Family Group Ltd. IV, 5401 W. Kennedy Blvd., Tampa, FL 33609.

**Studio:** 128 Kishwaukee St., Rockford, IL 61104.

**Telephone:** 815-987-3950.

**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:** RF Systems, 10-meter C-band; Fort Worth Tower, 5-meter C-band; RCA, 3.7-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** Ian N. Wheeler, pres., 8.33%; Henry A. Ash, pres., 8.33%; John A. Grant, secy.-treas., 8.33%; Jo F. Waters, asst. secy.-asst. treas.; Glenn Hooper, Huey Johnson, Jack Sahlman, T. Terrell Sessums, James P. Gillis, Frank Morsani, Ralph E. Rydell, Vincent Tedone & Carey A. Williams, 8.33% each. For other interests, see Family Group Ltd. in Group Ownership of Television Stations.

**Began Operation:** November 27, 1978. Sale to present owners by Orion Broadcast approved by FCC March 31, 1986 (*Television Digest*, Vol. 26:22). Sale to Orion by Lloyd Hearing Aid Corp. approved by FCC Dec. 20, 1983.

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

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

**Personnel:**

ROBB GRAY JR., general manager.  
DEAN TURMAN, chief engineer.  
PAT BAUERLEIN, operations manager.  
KEMP NICHOL, general sales manager.

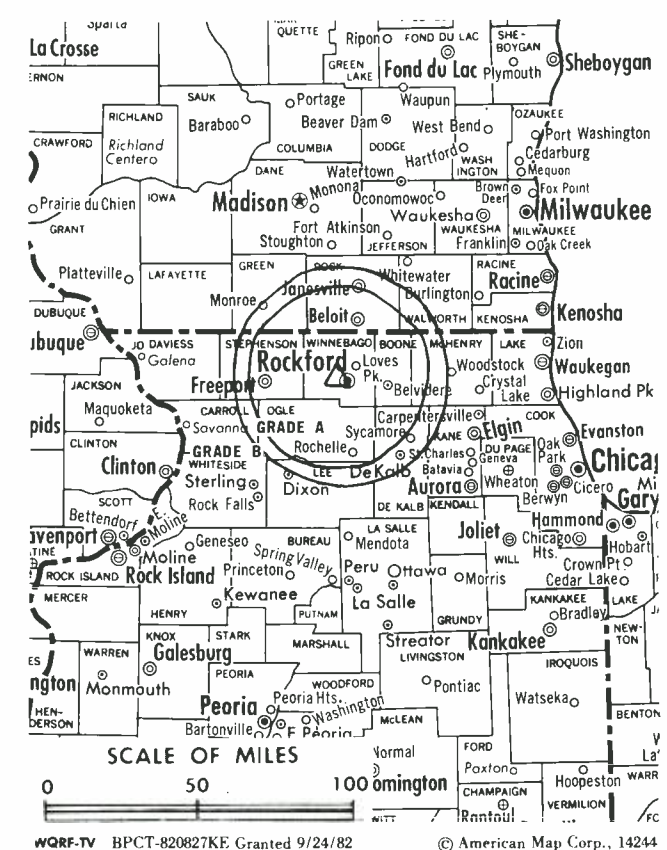
**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$225.

**City of License:** Rockford. **ADI:** Rockford. **Rank:** 114.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	10,700	10,500	98
	Ogle	17,800	17,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Winnebago	94,000	92,600	99
	ILLINOIS			
	Lee	12,900	12,700	98
Between 25-49%	Stephenson	19,200	18,800	98
	WISCONSIN			
	Green	12,100	11,900	98
	Rock	51,800	51,100	99
Between 5-24%	ILLINOIS			
	Carroll	6,900	6,800	99
	DeKalb	25,200	24,800	98
	Jo Daviess	9,100	8,800	97
	Mchenry	58,900	58,400	99
WISCONSIN				
Lafayette	6,200	6,100	98	
<b>Station Totals</b>		<b>324,800</b>	<b>320,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>131,900</b>
<b>Average Daily Circulation (1987)</b>				<b>48,700</b>



# Illinois—Rockford

## WREX-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WREX Associates, 7 W. 51st St., New York, NY 10019.

**Studio:** W. Auburn & Winnebago Rds., Rockford, IL 61105.

**Mailing Address:** Box 530, Rockford, IL 61105.

**Telephone:** 815-968-1813. **TWX:** 910-642-0770.

**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.

**Satellite Earth Stations:** 3 in operation; ADM, 6.1-meter; Drake receivers.

**News Service:** AP.

**Ownership:** ML Media Partners Ltd. Partnership, gen. partner, 99.999%; Media Management Partners, gen. partner, 0.001%. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1953. Sale to Heritage Bcstg. by Gilmore Bcstg. Corp. approved by FCC July 17, 1985 but was not consummated (*Television Digest*, Vol. 25:24). Sale by Gannett Co. Inc. to Gilmore approved by FCC Aug. 29, 1969 (Vol. 9:35). Previous sale by Greater Rockford Television Inc. approved June 26, 1963. Sale to present owners by Gilmore Bcstg. approved by FCC July 9, 1987 (Vol. 27:26).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

JOHN McWEENY, general manager.

JAMES LeTOURNEAU, news director.

JEANNE Foster, program director.

GARY KESSLER, promotion director.

WARREN A. ANDERSON, director of sales.

WILLA BEEKS, film manager.

GERRY MEINDERS, chief engineer.

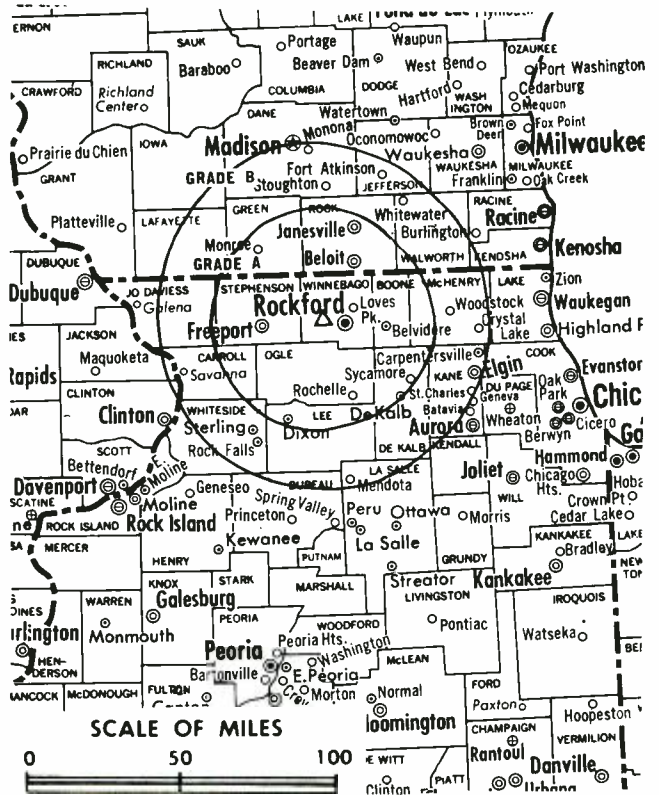
**Highest 30 Sec. Rate:** (July 15, 1985) \$500.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Rockford. **ADI:** Rockford. **Rank:** 114.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS Boone	10,700	10,500	98



WREX-TV BPCT-3263 Granted 1/3/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dekalb	25,200	24,800	98
	Lee	12,900	12,700	98
	Ogle	17,800	17,500	98
	Stephenson	19,200	18,800	98
	Winnebago	94,000	92,600	99
WISCONSIN	Green	12,100	11,900	98
	Rock	51,800	51,100	99
Between 25-49%	ILLINOIS Jo Daviess	9,100	8,800	97
Between 5-24%	ILLINOIS Carroll	6,900	6,800	99
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
	Whiteside	24,400	24,000	98
	WISCONSIN Iowa	7,500	7,300	97
Lafayette	6,200	6,100	98	
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>427,200</b>	<b>420,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>222,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>112,300</b>	

# Illinois—Rockford

**WTVO**

Ch. 17

**Network Service:** NBC.

**Licensee:** Winnebago Television Corp., 1917 N. Meridian Rd., Box 470, Rockford, IL 61105.

**Studio:** Meridian Rd., Box 470, Rockford, IL 61105.

**Telephone:** 815-963-5413. **TWX:** 910-631-3445.

**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.

**Ownership:** Plains Television Partnership, stockholders collectively, 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; Elmer Balaban, Trustee, 5.00%. See Group Ownership of Television Stations.

**Began Operation:** May 3, 1953.

**Represented (sales):** Adam Young Inc.

**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.

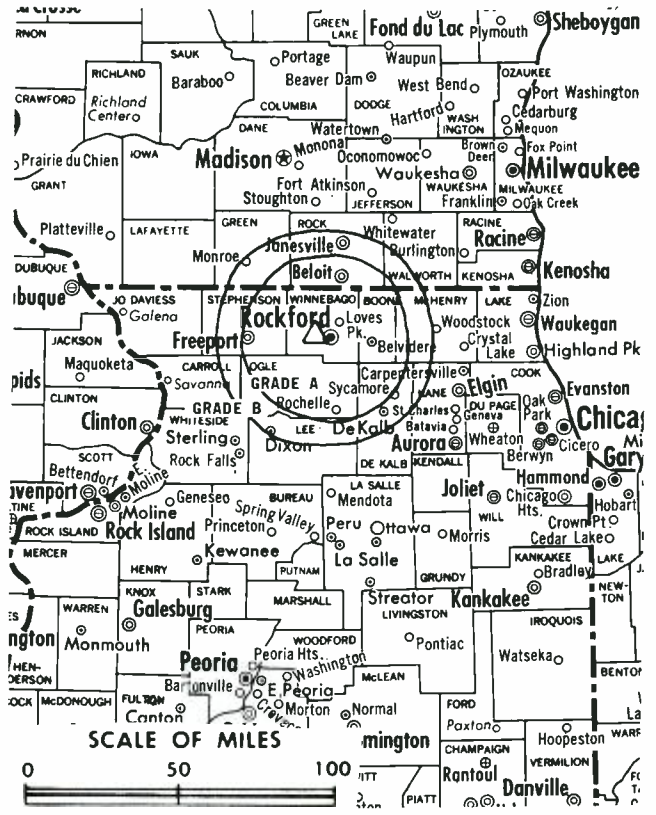
**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Rockford. **ADI:** Rockford. **Rank:** 114.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	10,700	10,500	98
	Dekalb	25,200	24,800	98
	Lee	12,900	12,700	98
	Ogle	17,800	17,500	98
	Stephenson	19,200	18,800	98
Winnebago	94,000	92,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Rock	51,800	51,100	99
	<b>ILLINOIS</b>			
<b>Between 25-49%</b>	Jo Daviess	9,100	8,800	97
	Whiteside	24,400	24,000	98
	<b>WISCONSIN</b>			
<b>Between 5-24%</b>	Green	12,100	11,900	98
	<b>ILLINOIS</b>			
	Carroll	6,900	6,800	99
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
<b>WISCONSIN</b>	Lafayette	6,200	6,100	98
	Walworth	27,200	26,800	99
	<b>Station Totals</b>	<b>419,700</b>	<b>413,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>212,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>124,600</b>	

# Illinois—Freeport-Rockford

## WIFR-TV

Ch. 23

**Network Service:** CBS.

**Licensee:** Benedek Broadcasting of Illinois Inc., Box 123, Rockford, IL 61105.

**Studio:** 2523 N. Meridian Rd., Rockford, IL 61103.

**Telephone:** 815-987-5300.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 676-kw max. & 562-kw horizontal visual, 101-kw max. & 85.2-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.

**Satellite Earth Stations:** Harris, 3-meter; RCA, 3.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** A. Richard Benedek, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1965. Sale to present owner approved by FCC Nov. 5, 1986 (*Television Digest*, Vol. 26:39). Sale to Worrell Television by General Media Corp. approved by FCC April 11, 1977 (Vol. 16:39).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilner & Scheiner.

### Personnel:

DENNIS WEST, president & general manager.  
ARLES HENDERSHOTT, news director.  
JIM BRADY, operations manager.  
ROY N. BILSBARROW, controller.

**Highest One Hour Rate:** \$1800.

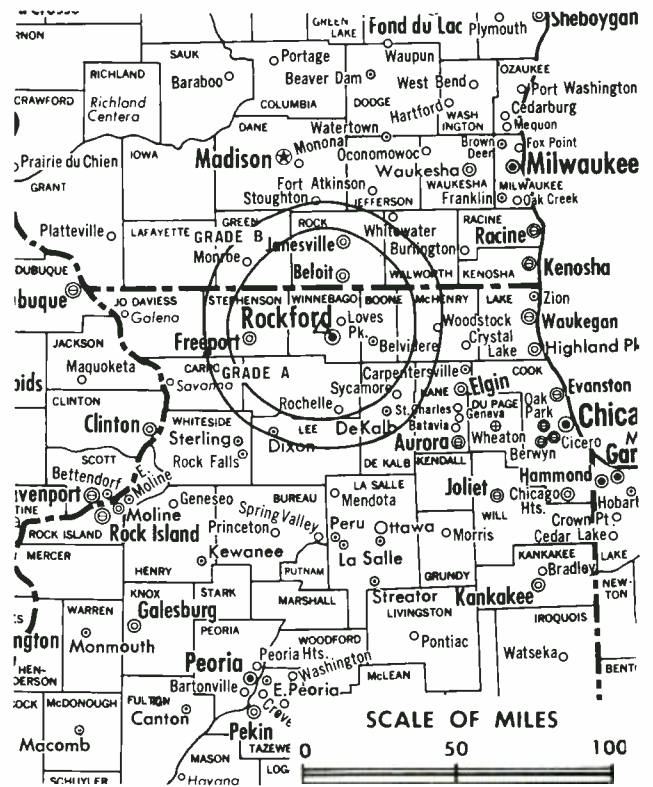
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$584.

**City of License:** Freeport. **ADI:** Rockford. **Rank:** 114.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	10,700	10,500	98
	Dekalb	25,200	24,800	98
	Lee	12,900	12,700	98
	Ogle	17,800	17,500	98
	Stephenson	19,200	18,800	98



WIFR-TV BPCT-3995 Granted 10/12/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Winnebago	94,000	92,600	99
	<b>WISCONSIN</b>			
	Rock	51,800	51,100	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Green	12,100	11,900	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Carroll	6,900	6,800	99
	Jo Daviess	9,100	8,800	97
	La Salle	43,300	42,400	98
	Mchenry	58,900	58,400	99
	Whiteside	24,400	24,000	98
<b>WISCONSIN</b>	Lafayette	6,200	6,100	98
	Walworth	27,200	26,800	99
	<b>Station Totals</b>	<b>419,700</b>	<b>413,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>208,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>116,000</b>	

# Illinois—Rock Island

## WHBF-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Coronet Communications Co., Telco Bldg., Rock Island, IL 61201.

**Studio:** Telco Bldg., Rock Island, IL 61201.

**Telephone:** 309-786-5441. **TWX:** 309-788-0712.

**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.

**Satellite Earth Stations:** Paraclype, 4.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Pinzone, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1950. Sale to present owner by Rock Island Bcstg. Co. approved by FCC Dec. 31, 1986.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

PHILIP J. LOMBARDO, president.  
BOB HOFFMAN, general sales manager.  
AL UZZELL, program manager.  
GREG WILSON, news director.  
WES HOOTS, TV chief engineer.

**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Rock Island. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 74.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Des Moines	18,300	18,100	99
	Henry	7,200	7,100	99
	Jackson	8,500	8,400	99
	Louisa	4,700	4,600	98
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Carroll	6,900	6,800	99
	Henderson	3,500	3,400	97
	Henry	20,900	20,600	99
Knox	23,400	23,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lee	12,900	12,700	98
	Mercer	7,400	7,300	99
	Rock Island	63,200	62,500	99
	Warren	8,100	8,000	99
	Whiteside	24,400	24,000	98
<b>Between 25-49%</b>	<b>IOWA</b>			
	Jefferson	6,300	6,200	98
	Washington	7,900	7,800	99
	<b>ILLINOIS</b>			
Jo Daviess	9,100	8,800	97	
Putnam	2,400	2,300	96	
Stark	2,800	2,800	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Delaware	6,800	6,700	99
	Dubuque	31,600	31,100	98
	Johnson	33,800	33,200	98
	Jones	7,400	7,300	99
	Lee	16,600	16,400	99
	<b>ILLINOIS</b>			
	Fulton	16,300	15,900	98
	Hancock	9,400	9,200	98
	La Salle	43,300	42,400	98
	Mc Donough	13,000	12,700	98
Ogle	17,800	17,500	98	
<b>Station Totals</b>		<b>556,000</b>	<b>547,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>318,000</b>
<b>Average Daily Circulation (1987)</b>				<b>175,500</b>

# Illinois—Springfield

**WCFN**

**Ch. 49**

(Satellite of WCIA, Champaign)

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** Forum XXX Bldg., 700 E. Adams St., Springfield, IL 62710.

**Telephone:** 217-525-2306.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 652-ft. above ground, 1188-ft. above sea level.

Latitude	39°	47'	27"
Longitude	89°	30'	53"

**Transmitter:** 7-mi. E of center of Springfield.

**Satellite Earth Station:** ADM, 6-meter; Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Midwest Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 9, 1985.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- GUY MAIN, executive vice president & general manager.
- JERRY JOHNSON, general sales manager.
- SHEILA HICKMAN, program director.
- MARY SUE KRUEGER, creative services director.
- DAVE SHAUL, news director.



**DALE FLEMING**, chief engineer.

**Arbitron Data:** Included with WCIA, Champaign, IL.

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

# Illinois—Springfield

## WRSP-TV

Ch. 55

**Network Service:** Fox.

**Licensee:** Springfield Independent TV Co. Inc., 3440 Clear Lake Ave., Springfield, IL 62702.

**Studio:** 3440 Clear Lake Ave., Springfield, IL 62702.

**Telephone:** 217-523-8855.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 2000-kw visual, 200-kw aural. Antenna: 1442-ft. above av. terrain, 1449-ft. above ground, 2049-ft. above sea level.

Latitude 39° 47' 56"  
Longitude 89° 26' 45"

**Transmitter:** 2.6-mi. SW of Mechanicsburg.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; RCA, 3-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** CNN, INN.

**Ownership:** Bahakel Communications Ltd. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1979. Sale to present owner by Will F. Wingerter, et al., approved by FCC March 15, 1982.

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

**Personnel:**

TOM MOCHEL, general manager.  
JAY HARTMAN, sales manager.  
BYRON KING, traffic/operations manager.  
KEN MYERS, chief engineer.

**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Menard	4,700	4,600	98
	Shelby	9,200	8,900	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cass	5,600	5,500	98
	Champaign	61,600	60,300	98
	Christian	14,300	14,000	98
	De Witt	7,300	7,200	99
	Douglas	7,600	7,400	97
	Logan	11,100	10,900	98
	Macon	50,500	49,600	98
	Mason	7,400	7,300	99
Montgomery	12,300	12,000	98	



WRSP-TV BMPCT—821206KE Granted 10/7/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Piatt	6,400	6,300	98
	Sangamon	74,500	72,700	98
	Schuyler	3,200	3,100	97
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Brown	2,200	2,100	95
	Coles	19,700	19,300	98
	Effingham	12,300	11,800	96
	Fayette	8,500	8,200	96
	Ford	5,800	5,700	98
	Fulton	16,300	15,900	98
	Mc Donough	13,000	12,700	98
	Mc Lean	45,900	44,800	98
	Macoupin	19,900	19,500	98
Scott	2,300	2,300	100	
Tazewell	49,700	48,900	98	
<b>Station Totals</b>		<b>491,300</b>	<b>480,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>141,300</b>
<b>Average Daily Circulation (1987)</b>				<b>52,900</b>

# Illinois—Springfield

**WICS**

**Ch. 20**

**Network Service:** NBC.

**Licensee:** Guy Gannett Publishing Co., Northport Plaza, Portland, ME 04104.

**Studio:** 2680 East Cook St., Springfield, IL 62703.

**Telephone:** 217-753-5620. **TWX:** 910-242-0551.

**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, IL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; RCA Americom, 7-meter Ku-band; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Guy Gannett Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 17, 1953. Sale to present owner by WICS-TV Inc. approved by FCC Jan. 31, 1985. Previous sale by Plains TV Corp. approved April 7, 1980 (**Television Digest**, Vol. 19:16).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

- JOHN V. CONNORS, 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.
- DEMETRIOS HADJIS, director of promotion & marketing.

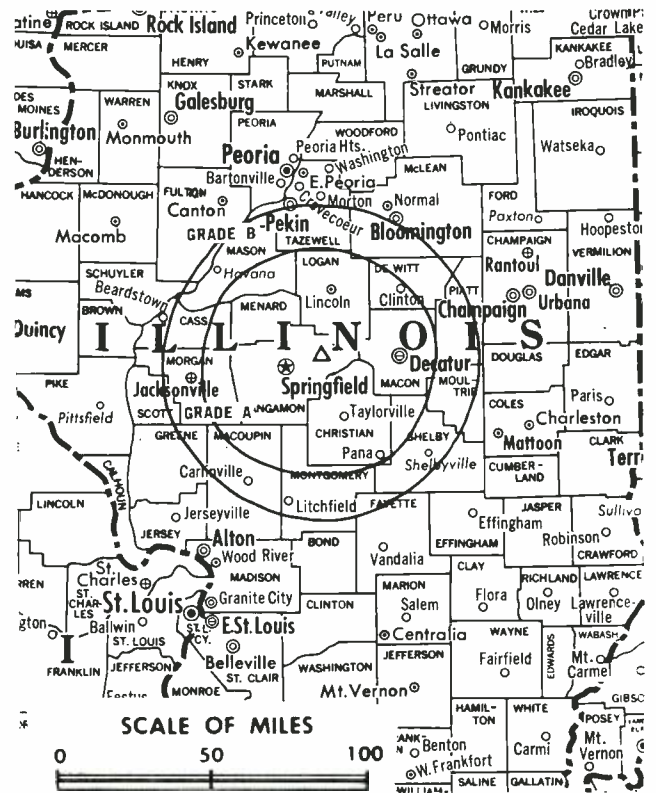
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 76.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,600	5,500	98
	Christian	14,300	14,000	98
	De Witt	7,300	7,200	99
	Effingham	12,300	11,800	96
	Logan	11,100	10,900	98
	Macon	50,500	49,600	98
	Mason	7,400	7,300	99



WICS BPCT-4487 Granted 7/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Menard	4,700	4,600	98
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Sangamon	74,500	72,700	98
	Shelby	9,200	8,900	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Fayette	8,500	8,200	96
	Macoupin	19,900	19,500	98
	Montgomery	12,300	12,000	98
	Piatt	6,400	6,300	98
	Schuyler	3,200	3,100	97
Scott	2,300	2,300	100	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Brown	2,200	2,100	95
	Coles	19,700	19,300	98
	Cumberland	4,500	4,400	98
	Douglas	7,600	7,400	97
	Fulton	16,300	15,900	98
	Jasper	4,400	4,200	97
	Jersey	7,300	7,100	97
	Mc Lean	45,900	44,800	98
Tazewell	49,700	48,900	98	
<b>Station Totals</b>		<b>433,300</b>	<b>423,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>217,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>137,600</b>	

# Illinois—Urbana

## WCCU

Ch. 27

(Satellite of WRSP-TV, Springfield, IL)

Licensee: Urbana Channel 27 Inc., 712 Killarney, Urbana, IL 61801.

Studio: 712 Killarney, Urbana, IL 61801.

Telephone: 217-367-8827.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2360-kw max. visual. Antenna: 456-ft. above av. terrain, 469-ft. above ground, 1168-ft. above sea level.

Latitude 40° 18' 42"  
Longitude 87° 54' 48"

Transmitter: RR1, Penfield.

Satellite Earth Stations: Scientific-Atlanta, 4-meter C-band; 1 Scientific-Atlanta, 3-meter Ku-band.

Ownership: Gerald Fitzgerald, pres., 100%. He also owns permittee of KCMM, Ch. 43, El Dorado, AR; KMES, Ch. 23, Ames, IA; KOCR, Ch. 28, Cedar Rapids, IA. Note: Sale to Bahakel Communications Ltd. pends.

Began Operation: April 25, 1987.

Represented (legal): Southmayd & Powell.

### Personnel:

GERALD FITZGERALD, general manager.  
STACEY ORLEA, sales manager.  
FRED KOVELL, chief engineer.  
ROBIN REES, production manager.  
ANDREW BENDEL, program director.

Highest 30 Sec. Rate: \$100.

Arbitron Data: Not available.



City of License: Urbana. ADI: Springfield-Decatur-Champaign. Rank: 76. ADI:



**Illinois**

**WGN-TV , Chicago  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Divide	1,200	1,200	100
	Hettinger	1,500	1,500	100
	<b>NEBRASKA</b>			
	Valley	2,200	2,100	95
	<b>NEW MEXICO</b>			
	Grant	9,200	8,700	95
	<b>NEVADA</b>			
	Humboldt	4,500	4,300	96
	Lander	2,000	1,800	92
	Pershing	1,400	1,400	100
	<b>PENNSYLVANIA</b>			
	Cameron	2,600	2,600	100
	<b>SOUTH DAKOTA</b>			
	Hughes	6,100	6,000	98
	<b>TEXAS</b>			
	Crane	1,700	1,700	100
Culberson	1,000	1,000	100	
Hardeman	2,400	2,400	100	
Mitchell	3,300	3,300	100	
Ochiltree	3,700	3,700	100	
Roberts	400	400	100	
Sutton	2,000	1,900	95	
Upton	1,700	1,700	100	
Wheeler	3,200	3,100	97	
<b>UTAH</b>				
Kane	1,600	1,400	90	
<b>WISCONSIN</b>				
Kenosha	44,800	44,300	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Autauga	12,200	12,000	98
	Madison	79,200	78,400	99
	Montgomery	77,700	77,000	99
	Morgan	35,800	35,400	99
	Russell	17,700	17,500	99
	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Baxter	13,500	13,200	98
	Boone	11,300	11,100	98
	Clark	8,100	7,900	98
	Clay	8,000	7,800	97
	Crawford	14,600	14,300	98
	Desha	6,500	6,300	97
	Drew	6,400	6,200	97
	Independence	11,900	11,700	98
	Jackson	7,800	7,600	97
	Jefferson	30,500	30,000	98
	Marion	5,100	5,000	98
	Randolph	6,300	6,100	97
	Sharp	6,600	6,300	95
	<b>ARIZONA</b>			
	Apache North	11,500	10,200	89
	Gila	14,500	13,900	96
	Mohave	30,300	28,900	95
	Navajo	22,100	20,200	91
	Yavapai	37,200	35,300	95
	<b>CALIFORNIA</b>			
	Modoc	3,700	3,400	92
	Siskiyou	17,200	16,100	93
	Trinity	5,600	5,200	93
	<b>COLORADO</b>			
	Lincoln	1,800	1,700	94
	Mineral	300	300	100
	Otero	8,100	7,900	98
	Phillips	1,800	1,800	100
	Prowers	5,400	5,100	94
	Rio Blanco	2,400	2,300	96

**WGN-TV—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	San Juan	400	400	100
	Sedgwick	1,400	1,400	100
	Yuma	4,000	3,800	95
	<b>FLORIDA</b>			
	Brevard	140,600	139,300	99
	Collier	50,400	49,300	98
	Escambia	96,900	96,100	99
	Manatee	76,700	76,000	99
	Monroe	31,600	30,800	98
	Okaloosa	49,000	48,600	99
	Santa Rosa	24,000	23,800	99
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
	Camden	5,400	5,300	98
	Chattahoochee	3,000	3,000	100
	Clarke	29,300	28,900	99
	Dougherty	34,900	34,500	99
	Jeff Davis	4,300	4,200	98
	Lanier	2,000	2,000	100
	Muscogee	61,500	60,900	99
	Randolph	3,300	3,200	97
	Treutlen	2,100	2,000	95
	Upson	9,600	9,500	99
	Wayne	7,200	7,100	99
	<b>IOWA</b>			
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Black Hawk	49,900	49,500	99
	Buena Vista	8,200	8,100	99
	Cass	7,200	7,100	99
	Cerro Gordo	19,600	19,400	99
	Cherokee	6,200	6,100	98
	Clay	8,200	8,100	99
	Clinton	21,100	20,900	99
	Crawford	7,100	7,000	99
	Des Moines	18,300	18,100	99
	Dubuque	31,600	31,100	98
	Emmet	5,100	5,000	98
	Grundy	5,500	5,500	100
	Henry	7,200	7,100	99
	Humboldt	5,200	5,100	98
	Iowa	6,100	6,000	98
	Jackson	8,500	8,400	99
	Jasper	14,300	14,200	99
	Jefferson	6,300	6,200	98
	Johnson	33,800	33,200	98
	Kossuth	8,200	8,100	99
	Lee	16,600	16,400	99
	Linn	66,800	66,300	99
	Louisa	4,700	4,600	98
	Monroe	3,500	3,500	100
	Muscatine	15,500	15,400	99
	Palo Alto	4,800	4,700	98
	Pocahontas	4,200	4,100	98
	Pottawattamie	33,100	32,800	99
	Scott	63,200	62,700	99
	Taylor	3,300	3,200	97
	Wapello	15,800	15,600	99
	Warren	13,400	13,300	99
	Wayne	3,400	3,300	97
	Woodbury	38,400	38,100	99
	Wright	6,400	6,300	98
	<b>IDAHO</b>			
	Clearwater	3,500	3,400	97
	Custer	2,100	2,000	95
	Elmore	6,900	6,800	99
	Power	2,600	2,500	96
	<b>ILLINOIS</b>			
	Adams	27,400	27,000	99
	Alexander	4,900	4,700	96

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Boone	10,700	10,500	98
	Brown	2,200	2,100	95
	Bureau	14,900	14,600	98
	Carroll	6,900	6,800	99
	Cass	5,600	5,500	98
	Champaign	61,600	60,300	98
	Christian	14,300	14,000	98
	Clay	6,300	6,000	95
	Crawford	8,400	8,200	98
	Cumberland	4,500	4,400	98
	De Witt	7,300	7,200	99
	Edgar	8,500	8,300	98
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Franklin	18,100	17,600	97
	Hancock	9,400	9,200	98
	Henry	20,900	20,600	99
	Jefferson	15,800	15,300	97
	Jo Daviess	9,100	8,800	97
	Knox	23,400	23,100	99
	Lawrence	6,900	6,700	97
	Lee	12,900	12,700	98
	Livingston	14,900	14,500	97
	Logan	11,100	10,900	98
	Mc Lean	45,900	44,800	98
	Macon	50,500	49,600	98
	Marion	17,900	17,500	98
	Marshall	5,400	5,300	98
	Mason	7,400	7,300	99
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Ogle	17,800	17,500	98
	Peoria	76,000	74,700	98
	Perry	9,000	8,700	97
	Piatt	6,400	6,300	98
	Putnam	2,400	2,300	96
	Richland	7,200	7,000	97
	Rock Island	63,200	62,500	99
	Sangamon	74,500	72,700	98
	Stark	2,800	2,800	100
	Stephenson	19,200	18,800	98
	Tazewell	49,700	48,900	98
	Vermilion	36,400	35,700	98
	Wabash	5,500	5,300	96
	Whiteside	24,400	24,000	98
	Winnebago	94,000	92,600	99
	Woodford	12,200	11,900	98
	<b>INDIANA</b>			
	Allen	107,400	105,700	98
	Bartholomew	24,300	23,900	98
	Benton	3,600	3,500	97
	Cass	14,700	14,400	98
	Clinton	11,500	11,300	98
	Daviess	10,400	10,100	97
	Delaware	44,100	43,500	99
	Elkhart	52,500	51,300	98
	Grant	27,500	26,900	98
	Howard	32,100	31,600	98
	Jackson	13,700	13,500	99
	Jay	8,300	8,100	98
	Knox	16,000	15,700	98
	Madison	48,500	47,900	99
	Marion	295,100	290,800	99
	Marshall	14,900	14,600	98
	Miami	13,700	13,400	98
	Montgomery	13,300	13,100	98
	Pulaski	5,100	4,900	96
	St Joseph	87,700	86,500	99
	Tippecanoe	42,800	41,700	97
	Vanderburgh	65,800	64,400	98

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Vermillion	7,300	7,200	99
	Vigo	39,700	39,000	98
	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Chautauqua	2,300	2,300	100
	Comanche	1,000	1,000	100
	Cowley	14,600	14,400	99
	Dickinson	8,100	8,000	99
	Douglas	25,600	25,200	98
	Edwards	1,700	1,700	100
	Elk	1,600	1,600	100
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Gray	1,900	1,900	100
	Haskell	1,400	1,400	100
	Kearny	1,200	1,200	100
	Kiowa	1,600	1,600	100
	Labette	9,900	9,700	98
	Lane	1,000	1,000	100
	Logan	1,400	1,400	100
	Meade	1,800	1,800	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	97
	Pratt	4,300	4,200	98
	Riley	20,400	20,000	98
	Rooks	2,600	2,600	100
	Saline	20,100	19,800	99
	Scott	2,200	2,200	100
	Sedgwick	148,900	147,500	99
	Seward	6,600	6,500	98
	Sherman	3,000	3,000	100
	Smith	2,300	2,300	100
	Trego	1,600	1,600	100
	Wichita	1,000	1,000	100
	<b>KENTUCKY</b>			
	Fayette	82,100	81,500	99
	Floyd	18,200	17,900	99
	Hardin	27,000	26,800	99
	Harlan	14,400	14,200	99
	Hopkins	17,800	17,600	99
	Jefferson	256,600	255,500	100
	Jessamine	10,100	9,900	98
	Johnson	9,000	8,900	99
	Knott	6,100	5,900	97
	Knox	10,900	10,700	98
	Laurel	15,000	14,700	98
	Letcher	11,000	10,800	98
	Lewis	5,000	4,900	98
	Mc Cracken	24,200	24,100	100
	Magoffin	4,800	4,700	98
	Morgan	4,300	4,200	98
	Perry	11,800	11,500	97
	Pike	29,900	29,500	99
	Pulaski	18,400	18,000	98
	Rowan	6,200	6,100	98
	Trigg	3,600	3,600	100
	Warren	28,600	28,300	99
	Wayne	6,600	6,400	97
	Whitley	13,400	13,200	99
	<b>LOUISIANA</b>			
	East Baton Rouge	144,600	143,200	99
	East Carroll	3,700	3,600	97
	Iberville	10,400	10,200	98
	Jackson	6,800	6,700	99
	Lafourche	29,200	28,900	99
	Lincoln	14,000	13,800	99
	Natchitoches	14,300	13,800	96
	Ouachita	51,600	51,000	99
	Rapides	50,400	49,800	99

**Illinois**

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	St James	6,800	6,700	99
	Tensas	3,000	2,900	97
	Vernon	18,600	18,100	97
	West Baton Rouge	6,700	6,600	98
	<b>MICHIGAN</b>			
	Baraga	3,000	2,900	97
	Calhoun	51,300	50,700	99
	Cass	17,900	17,600	98
	Delta	13,900	13,600	98
	Dickinson	10,200	10,000	98
	Iron	5,600	5,500	98
	Kalamazoo	79,800	78,700	99
	Manistee	9,300	9,100	98
	Marquette	25,500	25,100	99
	Mason	10,400	10,000	96
	Menominee	9,500	9,300	98
	Muskegon	55,700	54,900	99
	Ontonagon	3,400	3,300	97
	Schoolcraft	3,000	2,900	97
	Van Buren	25,300	25,000	99
	<b>MINNESOTA</b>			
	Beltrami	11,400	10,900	96
	Houston	6,400	6,300	98
	Jackson	4,900	4,800	98
	Kittson	2,400	2,300	96
	Koochiching	6,200	6,000	97
	Marshall	4,500	4,400	98
	Martin	9,700	9,600	99
	Murray	4,000	3,900	99
	<b>MISSOURI</b>			
	Adair	9,400	9,300	99
	Carter	2,000	1,900	95
	Dunklin	13,400	13,100	98
	Grundy	4,700	4,600	98
	Macon	6,300	6,200	98
	Mississippi	5,300	5,200	98
	Pemiscot	8,400	8,200	98
	Pettis	13,800	13,500	98
	Pulaski	10,700	10,500	98
	Scotland	2,100	2,100	100
	Scott	14,600	14,400	99
	Shannon	2,900	2,700	93
	<b>MISSISSIPPI</b>			
	Coahoma	11,900	11,600	97
	Forrest	25,900	25,700	99
	Hinds	97,700	97,000	99
	Humphreys	4,600	4,500	98
	Lamar	9,300	9,200	99
	Lauderdale	29,900	29,600	99
	Lee	23,200	22,900	99
	Madison	15,700	15,400	98
	Montgomery	4,500	4,400	98
	Sharkey	2,300	2,200	96
	Washington	23,600	23,200	98
	<b>MONTANA</b>			
	Daniels	1,000	1,000	100
	Hill	6,900	6,700	97
	Lincoln	6,600	6,300	95
	Meagher	800	800	100
	Pondera	2,500	2,400	96
	Prairie	700	600	86
	Roosevelt	3,700	3,600	97
	Rosebud	4,500	4,200	93
	Treasure	400	400	100
	Wheatland	900	900	100
	<b>NORTH CAROLINA</b>			
	Carteret	19,000	18,800	99
	Craven	27,100	26,900	99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	New Hanover	43,500	43,100	99
	Onslow	35,300	35,000	99
	<b>NORTH DAKOTA</b>			
	Bowman	1,600	1,600	100
	Burleigh	22,900	22,600	99
	Dickey	2,500	2,400	96
	Dunn	1,600	1,600	100
	Foster	1,600	1,600	100
	Grant	1,500	1,500	100
	Griggs	1,400	1,400	100
	Mc Kenzie	2,700	2,700	100
	Mercer	5,300	5,200	98
	Morton	9,900	9,800	99
	Oliver	800	800	100
	Pembina	3,700	3,600	97
	Pierce	2,000	2,000	100
	Ramsey	5,000	4,900	98
	Renville	1,300	1,300	100
	Rolette	3,900	3,700	96
	Stark	9,300	9,200	99
	Steele	1,100	1,100	100
	Stutsman	9,100	9,000	99
	Towner	1,600	1,600	100
	Walsh	5,600	5,500	98
	Wells	2,700	2,700	100
	<b>NEBRASKA</b>			
	Adams	12,100	12,000	99
	Antelope	3,200	3,100	97
	Brown	1,700	1,600	94
	Burt	3,600	3,600	100
	Chase	2,000	2,000	100
	Dakota	6,600	6,600	100
	Dawson	8,900	8,800	99
	Dixon	2,600	2,600	100
	Frontier	1,400	1,400	100
	Garfield	1,000	1,000	100
	Hall	19,100	18,900	99
	Harlan	1,700	1,700	100
	Hooker	400	400	100
	Lancaster	80,600	79,800	99
	Madison	12,700	12,500	98
	Nance	1,700	1,700	100
	Nuckolls	2,600	2,600	100
	Phelps	3,600	3,600	100
	Polk	2,300	2,300	100
	Rock	900	900	100
	Sarpy	31,500	31,400	100
	Sheridan	3,000	2,900	97
	York	5,700	5,600	98
	<b>NEW MEXICO</b>			
	Cibola	9,900	9,700	98
	Colfax	5,300	5,000	94
	Dona Ana	39,900	38,600	97
	Hidalgo	2,100	2,000	95
	Lincoln	5,900	5,700	96
	Luna	6,400	6,200	97
	Quay	4,000	3,800	95
	Sierra	4,100	3,800	93
	<b>NEVADA</b>			
	Mineral	2,400	2,300	96
	Nye North	2,700	2,500	91
	<b>OHIO</b>			
	Licking	46,200	45,600	99
	Marion	23,900	23,600	99
	Mercer	13,100	12,900	98
	<b>OKLAHOMA</b>			
	Beaver	3,000	3,000	100
	Cimarron	1,400	1,400	100
	Custer	12,800	12,600	98

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Dewey	2,300	2,300	100
	Grant	2,700	2,700	100
	Latimer	3,800	3,700	97
	Mc Curtain	13,200	12,900	98
	Tillman	4,500	4,400	98
	Tulsa	207,900	206,400	99
	<b>OREGON</b>			
	Curry	7,000	6,500	93
	Hood River	6,200	5,800	93
	Tillamook	8,500	7,900	93
	<b>PENNSYLVANIA</b>			
	Juniata	7,600	7,300	96
	Potter	6,900	6,700	97
	<b>SOUTH DAKOTA</b>			
	Beadle	7,300	7,200	99
	Bennett	1,000	1,000	100
	Brule	2,000	2,000	100
	Butte	3,300	3,200	97
	Campbell	800	800	100
	Clark	1,900	1,900	100
	Dewey	1,600	1,500	94
	Gregory	2,100	2,100	100
	Haakon	1,000	1,000	100
	Hand	1,800	1,800	100
	Jones	600	600	100
	Mc Cook	2,300	2,300	100
	Mc Pherson	1,500	1,500	100
	Minnehaha	47,800	47,500	99
	Spink	3,300	3,300	100
	Stanley	900	900	100
	Todd	2,000	1,900	95
	Tripp	2,800	2,800	100
	Ziebach	600	600	100
	<b>TENNESSEE</b>			
	Anderson	27,000	26,800	99
	Bradley	26,100	25,900	99
	Campbell	13,500	13,300	99
	Coffee	15,000	14,900	99
	Fentress	5,600	5,500	98
	Hawkins	17,000	16,800	99
	Lake	2,600	2,600	100
	Montgomery	30,300	30,100	99
	Overton	6,500	6,400	98
	Putnam	18,600	18,400	99
	Roane	18,600	18,400	99
	Scott	7,200	7,100	99
	Sullivan	56,900	56,600	99
	Warren	12,900	12,700	98
	<b>TEXAS</b>			
	Andrews	5,200	5,100	98
	Aransas	6,900	6,800	99
	Atascosa	10,100	9,900	98
	Bailey	2,700	2,700	100
	Bexar	374,100	369,800	99
	Brazos	41,800	41,200	99
	Cameron	70,200	69,200	99
	Castro	3,300	3,200	97
	Cottle	1,200	1,200	100
	Crockett	1,600	1,600	100
	Dawson	5,600	5,500	98
	Deaf Smith	6,900	6,800	99
	Dimmit	3,500	3,300	94
	Eastland	8,200	8,000	98
	Ector	51,800	51,400	99
	Edwards	700	700	100
	Floyd	3,200	3,200	100
	Gaines	4,800	4,800	100
	Gillespie	6,400	6,200	97
	Gray	10,300	10,200	99
	Hansford	2,400	2,400	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Hemphill	2,300	2,300	100
	Hutchinson	10,700	10,600	99
	Kent	400	400	100
	Kinney	900	900	100
	Kleberg	10,900	10,700	98
	La Salle	2,000	1,900	95
	Lipscomb	1,400	1,400	100
	Mc Culloch	3,600	3,500	97
	Martin	1,600	1,600	100
	Midland	41,500	41,200	99
	Moore	6,100	6,100	100
	Parmer	3,400	3,400	100
	Pecos	4,800	4,700	98
	Potter	41,600	41,300	99
	Presidio	1,800	1,700	94
	Randall	33,700	33,600	100
	Reagan	1,500	1,500	100
	Shackelford	1,700	1,700	100
	Sherman	1,100	1,100	100
	Throckmorton	900	900	100
	Val Verde	12,500	12,100	97
	Ward	5,100	5,000	98
	Wilbarger	6,200	6,200	100
	Willacy	5,000	4,900	98
	Winkler	3,500	3,500	100
	Yoakum	3,400	3,400	100
	Zavala	3,300	3,200	97
	<b>UTAH</b>			
	Carbon	9,000	8,800	98
	Juab	1,800	1,800	100
	San Juan	3,300	3,000	91
	Washington	10,700	10,100	94
	<b>VIRGINIA</b>			
	Bath	2,000	2,000	100
	Campbell	40,000	39,600	99
	Chesapeake City	43,300	42,900	99
	<b>WASHINGTON</b>			
	Adams	5,000	4,800	96
	Skamania	3,100	2,900	93
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Crawford	6,100	6,000	98
	Dane	133,800	130,800	98
	Grant	17,900	17,300	97
	Juneau	8,600	8,300	96
	La Crosse	34,700	34,200	99
	Portage	20,600	20,200	98
	Racine	63,000	62,400	99
	Rock	51,800	51,100	99
	Trempealeau	9,800	9,500	97
	Walworth	27,200	26,800	99
	<b>WEST VIRGINIA</b>			
	Boone	11,000	10,900	99
	Tucker	3,400	3,300	97
	<b>WYOMING</b>			
	Albany	11,600	11,100	96
	Big Horn	4,500	4,300	96
	Crook	2,200	2,100	95
	Hot Springs	2,100	2,000	95
	Teton	4,900	4,700	96
	Washakie	3,600	3,500	97
	Weston	3,000	2,800	95
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Baldwin	33,000	32,700	99
	Blount	14,400	14,300	99
	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Chambers	14,500	14,300	99
	Cherokee	7,200	7,100	99

**Illinois**

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Chilton	12,300	12,100	98	
	Choctaw	5,700	5,600	98	
	Clarke	9,500	9,300	98	
	Cleburne	5,000	4,900	98	
	Coffee	14,500	14,300	99	
	Covington	14,900	14,700	99	
	De Kalb	22,100	21,900	99	
	Elmore	16,400	16,200	99	
	Escambia	13,000	12,800	98	
	Fayette	7,200	7,100	99	
	Franklin	11,300	11,100	98	
	Geneva	9,200	9,100	99	
	Hale	5,000	4,900	98	
	Henry	5,700	5,600	98	
	Jackson	20,000	19,800	99	
	Jefferson	262,800	261,200	99	
	Lawrence	11,000	10,800	98	
	Lee	31,200	30,800	99	
	Limestone	16,800	16,600	99	
	Marengo	8,500	8,300	98	
	Marion	12,100	12,000	99	
	Mobile	138,500	137,600	99	
	Monroe	7,700	7,500	97	
	Pike	10,100	9,900	98	
	Randolph	7,400	7,300	99	
	St Clair	16,600	16,400	99	
	Shelby	28,100	27,900	99	
	Sumter	5,400	5,300	98	
	Tallapoosa	14,600	14,400	99	
	Walker	26,500	26,300	99	
	Wilcox	4,600	4,500	98	
	Winston	8,700	8,600	99	
	<b>ARKANSAS</b>				
	Arkansas	8,600	8,500	99	
	Benton	34,500	33,800	98	
	Bradley	5,200	5,100	98	
	Carroll	7,400	7,200	97	
	Chicot	5,700	5,500	96	
	Cleburne	7,800	7,600	97	
	Columbia	9,700	9,500	98	
	Conway	7,200	7,100	99	
	Craighead	23,800	23,500	99	
	Cross	6,800	6,700	99	
	Dallas	4,000	3,900	97	
	Faulkner	18,500	18,200	98	
	Franklin	5,900	5,800	98	
	Fulton	4,400	4,200	95	
	Garland	31,600	31,100	98	
	Grant	4,900	4,800	98	
Greene	12,000	11,800	98		
Hempstead	8,700	8,500	98		
Hot Spring	10,400	10,200	98		
Howard	5,100	5,000	98		
Izard	4,800	4,600	96		
Lafayette	3,600	3,500	97		
Lawrence	7,200	7,000	97		
Lee	5,000	4,800	96		
Lincoln	3,700	3,600	97		
Little River	5,000	4,900	98		
Logan	7,500	7,300	97		
Lonoke	13,100	12,900	98		
Mississippi	19,500	19,200	98		
Newton	3,000	2,900	97		
Perry	2,800	2,800	100		
Pike	4,100	4,000	98		
Polk	6,600	6,400	97		
Pope	15,900	15,600	98		
Prairie	3,700	3,600	97		
Pulaski	133,300	132,000	99		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	<b>St Francis</b>	9,800	9,600	98	
	Saline	19,600	19,400	99	
	Scott	3,900	3,800	97	
	Searcy	3,600	3,500	97	
	Sebastian	39,000	38,600	99	
	Sevier	5,500	5,400	98	
	Stone	3,600	3,500	97	
	Van Buren	6,100	6,000	98	
	Washington	40,100	39,200	98	
	White	19,100	18,800	98	
	Woodruff	3,800	3,700	97	
	Yell	6,700	6,600	99	
	<b>ARIZONA</b>				
	Cochise	35,000	33,700	96	
	Coconino	28,800	26,700	93	
	Greenlee	3,700	3,600	97	
	Maricopa	718,300	703,900	98	
	Pima	252,400	247,300	98	
	Pinal	34,600	33,500	97	
	Santa Cruz	7,700	7,400	97	
	<b>CALIFORNIA</b>				
	El Dorado East	12,300	11,800	96	
	Kings	26,600	25,400	95	
	Mono	4,200	3,700	87	
	Orange	765,500	751,800	98	
	Riverside West	237,300	228,300	96	
San Bernardino	385,000	372,700	97		
Shasta	52,000	50,300	97		
Tulare	94,600	90,600	96		
<b>COLORADO</b>					
Adams	103,900	103,100	99		
Alamosa	4,500	4,300	96		
Arapahoe	154,600	152,900	99		
Baca	1,900	1,700	89		
Bent	2,000	1,900	95		
Boulder	86,500	84,400	98		
Chaffee	5,100	4,900	96		
Costilla	1,200	1,100	91		
Delta	9,500	9,100	96		
Denver	226,900	222,300	98		
Douglas	12,200	12,100	99		
Eagle	7,200	6,800	94		
El Paso	132,200	130,300	99		
Garfield	10,200	9,700	95		
Gilpin	1,200	1,200	100		
Grand	3,900	3,700	95		
Huerfano	2,700	2,600	96		
Jackson	700	700	100		
Jefferson	167,600	166,100	99		
Kiowa	700	700	100		
Kit Carson	3,000	2,800	93		
La Plata	12,000	11,500	95		
Larimer	69,300	67,800	98		
Las Animas	5,600	5,300	95		
Montezuma	6,800	6,500	96		
Morgan	8,700	8,600	99		
Pitkin	5,300	4,800	91		
San Miguel	1,500	1,400	93		
Teller	4,400	4,300	98		
Washington	2,000	1,900	95		
Weld	51,500	50,600	98		
<b>FLORIDA</b>					
Bradford	7,500	7,400	99		
Calhoun	3,500	3,400	97		
Charlotte	36,800	36,300	99		
Clay	28,100	27,800	99		
Columbia	14,700	14,400	98		
De Soto	7,700	7,600	99		
Duval	238,000	236,000	99		
Gulf	3,800	3,700	97		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Hendry	7,600	7,400	97
	Hernando	30,600	30,100	99
	Highlands	24,600	24,200	98
	Hillsborough	287,400	284,700	99
	Holmes	6,100	5,900	97
	Jefferson	3,900	3,800	97
	Lake	53,500	52,900	99
	Lee	114,700	113,400	99
	Levy	9,400	9,100	97
	Madison	5,000	4,800	96
	Marion	66,800	65,600	98
	Nassau	14,100	13,900	99
	Orange	211,700	209,900	99
	Osceola	30,900	30,500	99
	Pasco	104,900	103,700	99
	Pinellas	374,700	371,600	99
	Polk	136,400	135,000	99
	Putnam	22,600	22,300	99
	St Johns	26,900	26,600	99
	Sarasota	115,200	114,100	99
	Seminole	87,400	86,600	99
	Sumter	11,000	10,800	98
	Suwannee	9,400	9,100	97
	Volusia	135,200	133,900	99
	Walton	10,200	10,000	98
	Washington	6,300	6,200	98
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Ben Hill	6,300	6,100	97
	Berrien	5,100	5,000	98
	Bleckley	3,700	3,600	97
	Brooks	5,300	5,200	98
	Bulloch	12,000	11,800	98
	Burke	6,600	6,400	97
	Carroll	21,600	21,400	99
	Catoosa	14,200	14,100	99
	Chattooga	7,800	7,700	99
	Clay	1,200	1,200	100
	Clayton	60,500	60,200	100
	Clinch	2,300	2,200	96
	Cobb	142,700	142,100	100
	Coffee	9,900	9,700	98
	Colquitt	12,900	12,700	98
	Cook	4,800	4,700	98
	Coweta	15,400	15,200	99
	Crisp	7,100	6,900	97
	Dade	4,200	4,200	100
	Decatur	9,000	8,900	98
	De Kalb	194,000	193,200	100
	Dodge	6,000	5,900	98
	Douglas	22,700	22,500	99
	Early	4,700	4,600	98
	Echols	800	800	100
	Elbert	7,000	6,900	99
	Emanuel	7,400	7,200	97
	Evans	3,100	3,100	100
	Fayette	15,100	14,900	99
	Floyd	29,800	29,500	99
	Forsyth	12,700	12,600	99
	Fulton	239,100	237,300	99
	Gordon	11,700	11,600	99
	Gwinnett	87,800	87,100	99
	Habersham	9,500	9,400	99
	Hall	30,400	30,100	99
	Irwin	3,400	3,300	97
	Jackson	9,700	9,600	99
	Jefferson	6,500	6,400	98
	Lee	4,800	4,700	98
	Lincoln	2,200	2,200	100
	Lowndes	25,500	25,000	98

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Macon	4,900	4,800	98
	Madison	7,200	7,100	99
	Meriwether	7,100	7,000	99
	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
	Montgomery	2,300	2,200	96
	Morgan	4,000	3,900	97
	Oconee	5,400	5,400	100
	Pickens	4,900	4,800	98
	Rockdale	15,600	15,400	99
	Seminole	3,300	3,200	97
	Spalding	17,800	17,600	99
	Stephens	8,100	8,000	99
	Stewart	1,900	1,800	95
	Sumter	10,100	9,900	98
	Tattall	6,100	6,000	98
	Taylor	2,600	2,500	96
	Telfair	4,000	3,900	98
	Terrell	4,100	4,000	98
	Thomas	13,200	13,000	98
	Tift	11,700	11,500	98
	Towns	2,500	2,500	100
	Troup	19,200	18,900	98
	Turner	3,200	3,100	97
	Union	4,100	4,000	98
	Walker	20,100	19,900	99
	Walton	11,600	11,400	99
	Ware	13,100	12,900	98
	Washington	6,400	6,200	97
	Wheeler	1,900	1,800	95
	White	4,200	4,100	98
	Whitfield	24,700	24,500	99
	Wilcox	2,600	2,600	100
	Wilkes	4,000	3,900	97
	Worth	6,300	6,200	98
	<b>IOWA</b>			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Allamakee	5,600	5,500	98
	Benton	9,200	9,100	99
	Boone	10,300	10,200	99
	Bremer	9,200	9,100	99
	Buchanan	8,300	8,200	99
	Butler	6,600	6,500	98
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Cedar	7,400	7,300	99
	Chickasaw	5,600	5,500	98
	Clarke	3,600	3,600	100
	Clayton	8,400	8,300	99
	Dallas	12,000	11,900	99
	Davis	3,500	3,500	100
	Delaware	6,800	6,700	99
	Fayette	9,400	9,300	99
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Fremont	3,900	3,900	100
	Greene	4,800	4,800	100
	Guthrie	4,800	4,700	98
	Hamilton	7,000	6,900	99
	Hancock	5,600	5,500	98
	Hardin	8,400	8,300	99
	Harrison	6,100	6,000	98
	Howard	4,200	4,100	98
	Ida	3,500	3,500	100
	Jones	7,400	7,300	99
	Keokuk	5,000	4,900	98
	Lucas	4,300	4,200	98
	Madison	4,700	4,700	100
	Mahaska	9,300	9,200	99

**Illinois**

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Marion	11,300	11,200	99
	Marshall	16,200	16,100	99
	Mills	5,100	5,100	100
	Mitchell	4,600	4,500	98
	Monona	4,600	4,500	98
	Montgomery	5,700	5,600	98
	O'Brien	6,400	6,300	98
	Osceola	3,200	3,200	100
	Page	7,800	7,700	99
	Plymouth	9,200	9,100	99
	Polk	127,700	126,700	99
	Poweshiek	7,300	7,200	99
	Ringgold	2,400	2,400	100
	Sac	5,400	5,300	98
	Shelby	5,500	5,500	100
	Sioux	10,900	10,700	98
	Story	25,800	25,500	99
	Tama	7,200	7,100	99
	Union	5,700	5,600	98
	Van Buren	3,300	3,200	97
	Washington	7,900	7,800	99
	Webster	16,900	16,700	99
	Winnebago	5,300	5,200	98
Winneshiek	7,800	7,700	99	
Worth	3,600	3,600	100	
	<b>IDAHO</b>			
	Ada	74,200	72,900	98
	Adams	1,300	1,200	92
	Benewah	3,100	3,000	97
	Bingham	11,700	11,500	98
	Boise	1,500	1,500	100
	Bonner	10,300	10,000	97
	Butte	1,100	1,100	100
	Canyon	29,800	29,100	98
	Idaho	5,300	5,000	94
	Lewis	1,400	1,400	100
	Oneida	1,100	1,100	100
	Owyhee	2,900	2,800	96
	Payette	6,000	5,900	98
	Washington	3,100	3,000	97
	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Clark	6,700	6,500	97
	Clinton	12,100	11,900	98
	Douglas	7,600	7,400	97
	Edwards	3,600	3,400	94
	Fayette	8,500	8,200	96
	Fulton	16,300	15,900	98
	Gallatin	3,000	2,900	97
	Greene	6,200	6,100	98
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Henderson	3,500	3,400	97
	Jackson	24,000	23,200	97
	Jasper	4,400	4,200	97
	Jersey	7,300	7,100	97
	Johnson	3,900	3,800	97
	Mc Donough	13,000	12,700	98
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	Massac	6,300	6,100	97
	Menard	4,700	4,600	98
	Mercer	7,400	7,300	99
	Montgomery	12,300	12,000	98
	Pike	7,500	7,300	97
	Pulaski	3,500	3,300	94
	Randolph	12,700	12,400	98
	St Clair	94,300	92,600	98
	Saline	12,200	11,800	97

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	Schuyler	3,200	3,100	97	
	Shelby	9,200	8,900	97	
	Union	7,700	7,500	97	
	Warren	8,100	8,000	99	
	Wayne	7,700	7,300	95	
	White	7,400	7,000	95	
	Williamson	24,700	24,000	97	
	<b>INDIANA</b>				
	Adams	10,400	10,200	98	
	Blackford	5,700	5,600	98	
	Boone	13,900	13,700	99	
	Carroll	7,200	7,100	99	
	Clark	33,200	32,600	98	
	Clay	9,400	9,200	98	
	Dearborn	13,000	12,800	98	
	Decatur	8,300	8,100	98	
	De Kalb	11,800	11,700	99	
	Dubois	12,700	12,300	97	
	Fayette	10,000	9,800	98	
	Floyd	22,700	22,400	99	
	Fountain	6,700	6,600	99	
Franklin	6,600	6,400	97		
Fulton	7,500	7,400	99		
Gibson	13,100	12,800	98		
Greene	12,300	12,000	98		
Hamilton	33,300	32,900	99		
Hancock	16,000	15,800	99		
Harrison	10,100	9,900	98		
Hendricks	25,300	25,000	99		
Henry	18,500	18,200	98		
Huntington	13,400	13,200	99		
Jefferson	10,800	10,600	98		
Johnson	28,700	28,400	99		
Kosciusko	23,700	23,200	98		
Lawrence	16,300	16,000	98		
Martin	3,900	3,800	97		
Monroe	36,200	35,100	97		
Morgan	18,800	18,500	98		
Noble	13,400	13,100	98		
Orange	6,900	6,700	97		
Parke	6,100	6,000	98		
Perry	6,700	6,500	97		
Pike	5,400	5,200	96		
Posey	9,600	9,300	97		
Putnam	9,800	9,600	98		
Randolph	10,900	10,700	98		
Rush	6,500	6,400	98		
Scott	7,400	7,200	97		
Shelby	14,300	14,100	99		
Spencer	6,900	6,700	97		
Steuben	9,900	9,700	98		
Sullivan	8,200	8,000	98		
Tipton	6,300	6,200	98		
Union	2,400	2,300	96		
Wabash	12,500	12,200	98		
Warrick	16,600	16,200	98		
Washington	8,200	7,900	96		
Wayne	27,100	26,600	98		
Wells	9,200	9,000	98		
Whitley	9,500	9,400	99		
<b>KANSAS</b>					
Atchison	6,500	6,400	98		
Bourbon	6,700	6,600	99		
Brown	4,800	4,700	98		
Butler	17,500	17,300	99		
Cherokee	9,000	8,900	99		
Cheyenne	1,500	1,500	100		
Clark	1,000	1,000	100		
Clay	3,900	3,800	97		
Crawford	15,600	15,400	99		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Decatur	1,800	1,800	100
	Ellis	10,500	10,400	99
	Ellsworth	2,900	2,800	97
	Greeley	700	700	100
	Greenwood	3,600	3,500	97
	Hamilton	1,000	1,000	100
	Harper	3,200	3,200	100
	Hodgeman	900	900	100
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Jewell	2,000	1,900	95
	Johnson	116,400	115,800	99
	Kingman	3,400	3,400	100
	Leavenworth	18,600	18,400	99
	Lincoln	1,600	1,600	100
	Lyon	14,600	14,300	98
	Mc Pherson	10,600	10,400	98
	Marion	5,200	5,100	98
	Marshall	5,200	5,100	98
	Miami	8,300	8,200	99
	Montgomery	16,700	16,400	98
	Morris	2,600	2,500	96
	Morton	1,200	1,200	100
	Nemaha	4,200	4,100	98
	Neosho	7,200	7,100	99
	Ness	1,800	1,800	100
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,200	100
	Pottawatomie	6,000	5,900	98
	Rawlins	1,500	1,500	100
	Reno	26,000	25,700	99
	Republic	2,900	2,800	97
	Rice	4,900	4,800	98
	Rush	1,700	1,700	100
	Russell	3,600	3,500	97
	Sheridan	1,300	1,300	100
	Stafford	2,500	2,500	100
	Stanton	800	800	100
	Stevens	1,700	1,600	94
	Sumner	9,800	9,700	99
	Wabaunsee	2,500	2,400	96
	Wallace	700	700	100
	Washington	3,200	3,100	97
	Wyandotte	63,600	63,000	99
	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Allen	5,800	5,700	98
	Ballard	3,400	3,400	100
	Bell	12,000	11,800	98
	Boone	17,500	17,400	99
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Breathitt	5,400	5,200	96
	Bullitt	15,300	15,200	99
	Caldwell	5,000	4,900	98
	Calloway	12,100	12,000	99
	Campbell	28,600	28,500	100
	Carlisle	2,100	2,100	100
	Casey	5,900	5,800	98
	Christian	21,000	20,800	99
	Clay	7,700	7,500	97
	Crittenden	3,400	3,400	100
	Cumberland	2,800	2,700	96
	Estill	5,300	5,200	98
	Fulton	3,200	3,200	100
	Grant	4,900	4,900	100
	Graves	13,200	13,100	99
	Grayson	8,300	8,200	99
	Hancock	2,900	2,900	100
	Harrison	5,400	5,400	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Henderson	16,300	16,200	99
	Kenton	50,300	50,200	100
	Lawrence	5,400	5,300	98
	Lee	2,900	2,800	97
	Leslie	5,100	4,900	96
	Lincoln	6,800	6,700	99
	Livingston	3,700	3,700	100
	Logan	9,700	9,600	99
	Mc Creary	5,600	5,500	98
	Madison	18,300	18,000	98
	Marshall	10,400	10,300	99
	Martin	4,700	4,600	98
	Mason	6,400	6,300	98
	Meade	7,900	7,900	100
	Menifee	1,600	1,600	100
	Montgomery	7,800	7,700	99
	Ohio	8,500	8,400	99
	Oldham	10,100	10,000	99
	Owsley	1,800	1,700	94
	Pendleton	3,900	3,900	100
	Powell	3,900	3,800	97
	Rockcastle	5,200	5,100	98
	Russell	5,700	5,600	98
	Scott	8,000	7,900	99
	Simpson	5,500	5,400	98
	Union	5,700	5,600	98
	Webster	5,700	5,600	98
	Wolfe	2,500	2,400	96
	Woodford	6,600	6,500	98
	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	Assumption	6,900	6,700	97
	Avoyelles	15,100	14,800	98
	Beauregard	11,400	11,100	97
	Bienville	6,200	6,100	98
	Caldwell	4,600	4,500	98
	Claiborne	6,500	6,300	97
	Concordia	8,200	8,000	98
	De Soto	9,800	9,600	98
	East Feliciana	5,800	5,600	97
	Franklin	8,400	8,200	98
	Grant	6,700	6,600	98
	Jefferson	179,500	178,400	99
	Jefferson Davis	11,100	10,900	98
	La Salle	6,800	6,700	99
	Livingston	23,900	23,500	98
	Orleans	217,600	215,300	99
	Plaquemines	8,300	8,200	99
	Pointe Coupee	8,600	8,400	98
	Red River	3,800	3,700	97
	Richland	7,600	7,400	97
	Sabine	10,600	10,200	96
	St Bernard	23,900	23,800	100
	St Charles	14,200	14,000	99
	St John The Baptist	12,900	12,700	98
	St Mary	20,900	20,600	99
	St Tammany	50,500	49,900	99
	Tangipahoa	31,500	30,900	98
	Terrebonne	34,600	34,200	99
	Union	8,200	8,100	99
	Washington	16,500	16,200	98
	Webster	16,900	16,600	98
	West Carroll	4,600	4,500	98
	West Feliciana	2,700	2,600	96
	Winn	6,400	6,200	97
	<b>MARYLAND</b>			
	Allegany	29,300	29,000	99
	Anne Arundel	140,100	139,400	100
	Charles	26,900	26,600	99



**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MAINE</b>			
	Aroostook	29,400	28,600	97
	Knox	13,500	13,100	97
	Lincoln	10,800	10,600	98
	Piscataquis	6,700	6,600	98
	Washington	13,100	12,700	97
	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Allegan	30,000	29,600	99
	Antrim	6,400	6,300	98
	Barry	16,800	16,600	99
	Benzie	4,500	4,400	98
	Branch	14,500	14,300	99
	Cheboygan	8,100	7,800	96
	Clinton	18,600	18,400	99
	Crawford	3,700	3,600	97
	Eaton	34,000	33,600	99
	Genesee	158,500	156,800	99
	Gladwin	8,400	8,200	98
	Grand Traverse	21,800	21,300	98
	Gratiot	13,700	13,500	98
	Houghton	13,200	12,700	96
	Huron	13,300	13,000	98
	Ingham	98,200	96,800	99
	Ionia	16,800	16,600	99
	Iosco	11,400	11,200	98
	Isabella	17,800	17,400	98
	Jackson	51,500	50,900	99
	Kent	170,500	167,700	98
	Leelanau	5,700	5,600	98
	Lenawee	30,800	30,300	98
	Luce	2,100	2,000	95
	Mackinac	3,700	3,600	97
	Macomb	245,300	243,900	99
	Mecosta	12,200	11,900	98
	Monroe	45,200	44,700	99
	Montcalm	17,800	17,500	98
	Montmorency	3,200	3,100	97
	Oakland	380,800	378,200	99
	Oceana	8,000	7,700	96
	Ogemaw	6,900	6,700	98
	Ottawa	56,300	55,500	98
	Presque Isle	5,200	5,000	96
	Roscommon	7,900	7,800	99
	Saginaw	77,900	77,000	99
	St Clair	49,500	48,800	99
	St Joseph	21,200	20,900	99
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
	Washtenaw	98,900	96,600	98
	Wayne	804,600	795,100	99
	Wexford	10,000	9,800	98
	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Becker	11,100	10,900	98
	Big Stone	2,900	2,900	100
	Blue Earth	18,500	18,200	98
	Carlton	10,500	10,400	99
	Cass	8,400	8,000	96
	Clay	17,200	17,100	99
	Clearwater	3,100	3,000	97
	Cottonwood	5,200	5,000	96
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Hennepin	387,800	384,300	99
	Hubbard	5,800	5,500	96

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Itasca	16,600	16,300	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Lake	4,500	4,500	100
	Lake Of The Woods	1,500	1,400	93
	Le Sueur	8,700	8,600	99
	Lincoln	3,000	2,900	97
	Mahnomen	1,700	1,700	100
	Meeker	7,700	7,600	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Nobles	7,900	7,800	99
	Norman	3,300	3,200	97
	Olmsted	35,800	35,500	99
	Otter Tail	19,900	19,500	98
	Pipestone	4,200	4,100	98
	Polk	12,500	12,300	98
	Ramsey	179,300	177,800	99
	Red Lake	1,800	1,800	100
	Rice	15,800	15,600	99
	Roseau	4,700	4,400	94
	St Louis	81,400	80,500	99
	Scott	16,300	16,200	99
	Stearns	35,800	35,300	98
	Steele	11,000	10,900	99
	Stevens	3,800	3,700	97
	Traverse	1,800	1,800	100
Wadena	5,000	4,800	96	
Waseca	6,900	6,800	99	
Washington	42,200	41,900	99	
Watsonwan	4,700	4,600	98	
Yellow Medicine	4,700	4,500	96	
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	Audrain	9,600	9,500	99
	Bary	10,000	9,800	98
	Barton	4,700	4,600	98
	Bates	6,100	6,000	98
	Bollinger	4,100	4,000	98
	Cape Girardeau	22,300	22,000	99
	Cass	19,300	19,100	99
	Chariton	4,000	3,900	97
	Clark	3,000	2,900	97
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	Crawford	7,200	7,000	97
	Dade	3,100	3,100	100
	Daviess	3,400	3,300	97
	Gasconade	5,300	5,200	98
	Greene	75,600	74,800	99
	Henry	7,900	7,800	99
	Holt	2,700	2,600	96
	Jackson	243,900	240,900	99
	Jasper	34,200	33,700	99
	Jefferson	53,400	53,000	99
	Johnson	12,800	12,600	98
	Knox	2,100	2,100	100
	Laclede	9,800	9,600	98
	Lafayette	11,400	11,300	99
	Lawrence	11,700	11,500	98
	Lewis	3,900	3,800	97
	Lincoln	8,200	8,100	99
	Mc Donald	6,000	5,900	98
	Madison	4,500	4,400	98
	Marion	10,700	10,600	99
	Mercer	1,700	1,700	100
	Miller	7,700	7,600	99
	Monroe	3,500	3,500	100
	Montgomery	4,200	4,100	98
	Morgan	5,900	5,800	98

**WGN-TV—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	New Madrid	7,800	7,600	97
	Newton	16,200	16,000	99
	Perry	6,000	5,900	98
	Phelps	11,900	11,600	97
	Platte	18,900	18,700	99
	Polk	7,200	7,000	97
	Putnam	2,200	2,200	100
	Ralls	3,500	3,500	100
	Ray	8,100	8,000	99
	Ripley	5,000	4,700	94
	St Charles	56,100	55,600	99
	St Clair	3,400	3,300	97
	Ste Genevieve	5,400	5,300	98
	St Francois	16,200	16,000	99
	St Louis	354,600	350,800	99
	Saline	9,400	9,200	98
	Schuyler	2,000	1,900	95
	Shelby	3,000	2,900	97
	Stoddard	11,000	10,800	98
	Stone	7,300	7,100	97
	Sullivan	2,900	2,900	100
	Taney	9,800	9,600	98
	Texas	8,300	8,000	96
	Vernon	7,700	7,500	97
	Washington	6,500	6,400	98
	Wayne	4,800	4,700	98
Worth	1,100	1,100	100	
St Louis City	169,500	167,600	99	
<b>MISSISSIPPI</b>				
	Amite	4,600	4,500	98
	Attala	7,000	6,900	99
	Bolivar	14,100	13,700	97
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	6,200	6,100	98
	Clarke	6,400	6,300	98
	Clay	7,400	7,300	99
	Copiah	9,100	9,000	99
	Covington	5,800	5,700	98
	De Soto	20,100	19,700	98
	Holmes	7,400	7,200	97
	Issaquena	800	800	100
	Itawamba	7,900	7,800	99
	Jones	23,000	22,800	99
	Lafayette	11,500	11,300	98
	Marion	9,300	9,100	98
	Marshall	10,000	9,800	98
	Monroe	12,800	12,600	98
	Neshoba	9,100	9,000	99
	Newton	7,400	7,300	99
	Noxubee	4,100	4,000	98
	Oktibbeha	12,300	12,100	98
	Pearl River	13,100	12,900	98
	Perry	3,700	3,600	97
	Pike	13,400	13,200	99
	Pontotoc	8,200	8,100	99
	Prentiss	9,200	9,100	99
	Rankin	27,100	26,800	99
	Scott	9,100	9,000	99
	Simpson	8,400	8,300	99
	Smith	5,500	5,400	98
	Tallahatchie	5,300	5,200	98
	Tippah	7,100	7,000	99
	Tishomingo	7,300	7,200	99
	Union	8,700	8,600	99
	Walthall	4,800	4,700	98
	Warren	19,100	18,800	98
	Wayne	6,800	6,700	99
	Webster	3,700	3,600	97
	Wilkinson	3,300	3,200	97

**WGN-TV—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Winston	6,800	6,700	99
	Yalobusha	5,100	5,000	98
	Yazoo	9,300	9,100	98
<b>MONTANA</b>				
	Big Horn	3,500	3,300	94
	Blaine	2,700	2,500	92
	Broadwater	1,600	1,500	94
	Carbon	3,800	3,700	97
	Carter	600	600	100
	Chouteau	2,200	2,100	95
	Garfield	600	500	83
	Golden Valley	400	400	100
	Jefferson	3,100	3,000	97
	Judith Basin	1,000	900	90
	Lake	8,000	7,700	96
	Lewis + Clark	19,100	18,400	96
	Madison	2,200	2,200	100
	Mineral	1,600	1,600	100
	Missoula	31,700	30,600	97
	Musselshell	2,000	1,900	95
	Phillips	2,200	2,000	91
	Powder River	900	800	89
	Ravalli	10,300	10,000	97
	Richland	5,000	4,800	96
	Sanders	3,800	3,500	93
	Stillwater	2,400	2,400	100
	Sweet Grass	1,300	1,200	92
	Teton	2,500	2,400	96
	Valley	3,800	3,600	95
<b>NORTH CAROLINA</b>				
	Ashe	9,000	8,800	98
	Avery	5,300	5,200	98
	Beaufort	15,800	15,600	99
	Bertie	7,400	7,200	97
	Brunswick	16,600	16,300	98
	Buncombe	66,300	65,500	99
	Cabarrus	34,300	34,100	99
	Clay	2,800	2,700	96
	Davidson	44,900	44,500	99
	Duplin	15,000	14,700	98
	Edgecombe	19,900	19,600	98
	Forsyth	100,800	99,900	99
	Franklin	11,400	11,200	98
	Gates	3,100	3,000	97
	Graham	2,500	2,400	96
	Greene	5,500	5,400	98
	Halifax	19,400	19,000	98
	Haywood	18,700	18,400	98
	Henderson	27,800	27,400	99
	Hertford	7,800	7,700	99
	Hoke	6,800	6,700	99
	Iredell	32,400	32,100	99
	Lee	14,700	14,500	99
	Lenoir	22,400	22,100	99
	Mc Dowell	13,200	13,000	98
	Mecklenburg	168,800	167,500	99
	Montgomery	8,500	8,400	99
	Northampton	7,500	7,300	97
	Pamlico	3,900	3,900	100
	Pender	8,800	8,600	98
	Person	10,800	10,700	99
	Randolph	37,400	37,000	99
	Rowan	39,000	38,700	99
	Rutherford	21,200	21,000	99
	Stanly	19,300	19,100	99
	Surry	23,300	23,000	99
	Transylvania	9,500	9,400	99
	Wake	133,900	132,600	99
	Washington	5,100	5,000	98
	Wayne	35,700	35,200	99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	<b>NORTH CAROLINA</b>				
	Wilson	23,600	23,300	99	
	<b>NORTH DAKOTA</b>				
	Barnes	5,100	5,100	100	
	Benson	2,500	2,400	96	
	Bottineau	3,200	3,100	97	
	Burke	1,400	1,400	100	
	Cass	37,300	37,000	99	
	Cavalier	2,500	2,400	96	
	Eddy	1,300	1,300	100	
	Emmons	2,000	2,000	100	
	Golden Valley	900	900	100	
	Grand Forks	23,900	23,700	99	
	Kidder	1,400	1,400	100	
	La Moure	2,300	2,300	100	
	Logan	1,200	1,200	100	
	Mc Henry	2,700	2,700	100	
	Mc Intosh	1,900	1,800	97	
	Mc Lean	4,800	4,700	98	
	Mountrail	2,900	2,900	100	
	Nelson	2,000	2,000	100	
	Ransom	2,400	2,400	100	
	Richland	7,000	6,900	99	
	Sargent	2,000	2,000	100	
	Sheridan	1,000	1,000	100	
	Trail	3,400	3,400	100	
	Ward	21,300	21,000	99	
	Williams	9,800	9,700	99	
	<b>NEBRASKA</b>				
	Arthur	200	200	100	
	Blaine	300	300	100	
	Boone	2,600	2,600	100	
	Buffalo	14,000	13,800	99	
	Cass	8,100	8,000	99	
	Cherry	2,600	2,600	100	
	Clay	3,000	3,000	100	
	Colfax	3,700	3,600	97	
	Cuming	4,100	4,000	98	
	Custer	5,200	5,100	98	
	Dodge	13,900	13,800	99	
	Douglas	160,000	158,500	99	
	Dundy	1,200	1,200	100	
	Fillmore	3,000	3,000	100	
	Franklin	1,700	1,700	100	
	Furnas	2,600	2,500	96	
Gage	9,100	9,000	99		
Garden	1,000	1,000	100		
Grant	300	300	100		
Hamilton	3,500	3,500	100		
Holt	5,200	5,000	96		
Howard	2,400	2,400	100		
Jefferson	3,700	3,600	97		
Kearney	2,700	2,700	100		
Keith	3,900	3,900	100		
Knox	4,100	4,000	98		
Logan	400	400	100		
Loup	300	300	100		
Merrick	3,200	3,200	100		
Nemaha	3,300	3,200	97		
Otoe	6,000	5,900	98		
Pawnee	1,500	1,500	100		
Pierce	3,200	3,200	100		
Platte	11,000	10,900	99		
Red Willow	5,100	5,000	98		
Richardson	4,400	4,300	98		
Saline	5,100	5,000	98		
Saunders	6,900	6,800	99		
Seward	5,800	5,700	98		
Sherman	1,500	1,500	100		
Stanton	2,500	2,500	100		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	Thayer	2,800	2,800	100	
	Thurston	2,400	2,400	100	
	Washington	5,800	5,800	100	
	Wayne	3,400	3,400	100	
	Wheeler	400	400	100	
	<b>NEW JERSEY</b>				
	Salem	24,700	24,300	98	
	Somerset	75,800	75,000	99	
	<b>NEW MEXICO</b>				
	Bernalillo	181,600	178,600	98	
	Catron	1,000	900	90	
	Guadalupe	1,500	1,400	93	
	Lea North	20,600	20,100	98	
	Lea South	2,600	2,500	96	
	Los Alamos	7,100	7,000	99	
	Mc Kinley	18,200	16,800	93	
	Otero	16,600	16,200	98	
	Rio Arriba	10,400	9,700	93	
	Sandoval	13,800	13,000	94	
	San Juan	33,900	31,900	94	
	San Miguel	8,300	7,700	93	
	Santa Fe	32,700	31,700	97	
	Socorro	4,600	4,500	98	
	Taos	7,500	6,800	91	
	Union	1,800	1,700	94	
	Valencia	14,100	13,900	99	
	<b>NEVADA</b>				
	Churchill	6,000	5,900	98	
	Clark	226,700	222,600	98	
	Douglas	9,600	9,200	96	
	Elko	8,300	7,800	93	
	Lyon	6,700	6,400	96	
	White Pine	3,200	3,100	97	
	<b>NEW YORK</b>				
	Allegany	18,100	17,600	97	
	Cattaraugus	31,400	30,700	98	
	Chautauqua	55,300	54,300	98	
	Chenango	18,500	18,100	98	
	Clinton	27,000	26,600	99	
	Lewis	8,800	8,600	98	
	Schoharie	11,000	10,700	97	
	Wyoming	13,800	13,600	99	
	<b>OHIO</b>				
	Ashtabula	37,400	36,800	98	
	Athens	19,100	18,500	97	
Auglaize	15,800	15,500	98		
Brown	12,100	11,700	97		
Butler	97,800	96,600	99		
Champaign	12,800	12,600	98		
Clermont	48,700	48,100	99		
Coshocton	13,900	13,500	97		
Defiance	13,900	13,700	99		
Fairfield	35,700	35,300	99		
Fayette	10,000	9,800	98		
Fulton	13,900	13,600	98		
Gallia	11,000	10,700	97		
Geauga	25,500	25,100	98		
Guernsey	15,800	15,400	97		
Hamilton	328,900	323,900	98		
Hardin	11,800	11,500	98		
Henry	10,300	10,200	99		
Jackson	11,200	10,900	97		
Lorain	95,600	94,600	99		
Madison	11,400	11,100	97		
Meigs	8,900	8,700	98		
Miami	33,500	33,100	99		
Monroe	6,200	6,000	97		
Paulding	7,300	7,200	99		
Perry	11,600	11,400	98		
Pickaway	14,600	14,400	99		

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Portage	48,200	47,700	99
	Preble	14,400	14,200	99
	Putnam	10,900	10,700	98
	Ross	24,200	23,700	98
	Shelby	15,300	15,100	99
	Union	10,900	10,700	98
	Van Wert	11,400	11,200	98
	Vinton	4,400	4,300	98
	Warren	35,700	35,200	99
	Wayne	35,200	34,300	97
	Wood	39,600	39,100	99
	Wyandot	8,100	7,900	98
	<b>OKLAHOMA</b>			
	Atoka	4,900	4,800	98
	Beckham	9,700	9,500	98
	Blaine	5,500	5,400	98
	Bryan	13,000	12,700	98
	Caddo	12,700	12,500	98
	Canadian	26,100	25,900	99
	Cherokee	12,400	12,200	98
	Choctaw	6,300	6,100	97
	Cleveland	59,900	59,200	99
	Coal	2,300	2,300	100
	Comanche	38,200	37,900	99
	Cotton	3,200	3,200	100
	Craig	5,600	5,500	98
	Creek	26,500	26,100	98
	Delaware	10,900	10,600	97
	Ellis	2,300	2,200	96
	Garfield	25,900	25,700	99
	Garvin	11,900	11,800	99
	Grady	17,000	16,800	99
	Greer	3,100	3,000	97
	Harmon	1,800	1,800	100
	Harper	1,900	1,900	100
	Haskell	4,800	4,700	98
	Jackson	11,100	11,000	99
	Johnston	4,000	3,900	98
	Kingfisher	5,900	5,900	100
	Kiowa	5,400	5,300	98
	Le Flore	17,000	16,700	98
	Logan	11,400	11,300	99
	Mc Clain	9,100	9,000	99
	Mc Intosh	7,100	7,000	99
	Marshall	5,100	5,000	98
	Mayes	13,800	13,600	99
	Muskogee	27,500	27,100	99
	Noble	4,900	4,900	100
	Oklahoma	253,300	251,300	99
	Oklmulgee	15,400	15,200	99
	Osage	16,600	16,500	99
	Ottawa	13,300	13,200	99
	Pawnee	7,000	6,900	99
	Payne	24,900	24,600	99
	Pittsburg	16,600	16,300	98
	Pontotoc	13,600	13,500	99
	Pottawatomie	24,300	24,000	99
	Pushmataha	5,300	5,100	96
	Roger Mills	2,200	2,100	95
	Rogers	20,400	20,100	99
	Texas	6,800	6,700	99
	Wagoner	19,100	18,900	99
	Washita	5,900	5,800	98
	Woods	4,200	4,100	98
	Woodward	8,500	8,300	98
	<b>OREGON</b>			
	Clackamas	90,600	87,600	97
	Columbia	13,300	12,800	96
	Douglas	35,100	33,400	95
	Grant	3,200	2,800	87

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Jefferson	4,600	4,400	96
	Klamath	22,000	21,200	96
	Lincoln	15,700	14,500	92
	Malheur	9,800	9,400	96
	Multnomah	234,700	226,000	96
	Umatilla	22,000	20,600	94
	Washington	105,100	102,700	98
	Yamhill	21,100	20,100	95
	<b>PENNSYLVANIA</b>			
	Armstrong	32,400	31,800	98
	Bedford	17,600	17,100	97
	Blair	51,200	50,300	98
	Cambria	65,200	64,300	99
	Centre	39,400	38,300	97
	Clearfield	30,700	30,100	98
	Elk	13,800	13,500	98
	Erie	104,000	102,600	99
	Huntingdon	15,300	14,900	97
	Jefferson	19,200	18,800	98
	Lycoming	44,300	42,900	97
	Mc Kean	18,700	18,200	97
	Mifflin	17,800	17,200	97
	Snyder	12,500	12,000	96
	Sullivan	2,200	2,100	95
	Tioga	14,700	14,200	97
	Venango	24,100	23,400	97
	Warren	17,500	16,900	97
	Wayne	14,800	14,300	97
	Wyoming	10,100	9,900	98
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,600	8,500	98
	Anderson	54,600	54,000	99
	Berkeley	41,400	40,600	98
	Charleston	100,300	99,200	99
	Cherokee	14,900	14,700	99
	Clarendon	9,600	9,300	97
	Colleton	12,000	11,700	98
	Fairfield	6,700	6,500	97
	Greenville	117,200	116,200	99
	Greenwood	22,700	22,500	99
	Hampton	6,900	6,700	97
	Horry	48,100	47,300	98
	Lancaster	20,200	20,000	99
	Lee	6,000	5,800	97
	Lexington	60,200	59,400	99
	Marlboro	10,700	10,500	98
	Newberry	12,100	11,900	98
	Oconee	20,300	20,100	99
	Orangeburg	30,100	29,400	98
	Pickens	30,600	30,200	99
	Richland	98,700	97,500	99
	Spartanburg	79,900	79,100	99
	Union	11,200	11,100	99
	Williamsburg	12,800	12,400	97
	<b>SOUTH DAKOTA</b>			
	Brookings	8,900	8,800	99
	Brown	14,500	14,400	99
	Charles Mix	3,400	3,300	97
	Clay	5,000	4,900	98
	Corson	1,500	1,400	93
	Davison	7,400	7,200	97
	Day	3,000	3,000	100
	Douglas	1,400	1,400	100
	Edmunds	1,800	1,800	100
	Fall River	3,500	3,400	97
	Faulk	1,200	1,200	100
	Grant	3,400	3,300	97
	Hamlin	1,900	1,900	100
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>			
	Jerauld	1,100	1,100	100
	Kingsbury	2,600	2,600	100
	Lake	4,200	4,200	100
	Lawrence	7,700	7,600	99
	Lincoln	5,200	5,100	98
	Marshall	2,000	1,900	95
	Meade	7,600	7,500	99
	Moody	2,400	2,400	100
	Perkins	1,800	1,700	94
	Potter	1,300	1,300	100
	Sanborn	1,200	1,200	100
	Sully	700	700	100
	Turner	3,500	3,500	100
	Union	4,300	4,300	100
	Walworth	2,600	2,500	96
	Yankton	7,100	7,000	99
	<b>TENNESSEE</b>			
	Bedford	10,700	10,600	99
	Benton	6,100	6,000	98
Blount	31,300	31,100	99	
Carroll	10,700	10,600	99	
Carter	19,600	19,400	99	
Cheatham	8,800	8,700	99	
Claiborne	9,400	9,200	98	
Cocke	11,100	10,900	98	
Davidson	189,200	188,300	100	
Decatur	4,400	4,300	98	
De Kalb	5,600	5,500	98	
Dickson	12,200	12,100	99	
Dyer	13,200	13,100	99	
Franklin	11,800	11,700	99	
Gibson	18,800	18,600	99	
Greene	20,800	20,600	99	
Grundy	4,900	4,800	98	
Hamblen	21,500	21,300	99	
Hamilton	110,100	109,500	99	
Hardin	8,600	8,400	98	
Haywood	6,700	6,600	98	
Henderson	8,600	8,500	99	
Henry	11,600	11,400	98	
Humphreys	6,200	6,200	100	
Jefferson	12,500	12,400	99	
Knox	129,900	129,000	99	
Lauderdale	9,000	8,900	99	
Lincoln	10,100	10,000	99	
Loudon	11,400	11,300	99	
Mcminn	15,900	15,800	99	
Mc Nairy	9,200	9,100	99	
Marion	9,200	9,100	99	
Maury	19,700	19,500	99	
Meigs	2,800	2,800	100	
Monroe	10,700	10,600	99	
Morgan	5,800	5,700	98	
Obion	12,900	12,800	99	
Polk	4,900	4,800	98	
Rhea	9,300	9,200	99	
Rutherford	33,900	33,700	99	
Sequatchie	3,300	3,300	100	
Sevier	18,300	18,100	99	
Shelby	283,000	281,100	99	
Smith	5,700	5,600	98	
Stewart	3,700	3,700	100	
Sumner	33,300	33,000	99	
Tipton	11,800	11,700	99	
Trousdale	2,400	2,400	100	
Unicoi	6,300	6,200	98	
Van Buren	1,500	1,500	100	
Washington	34,200	34,000	99	
Wayne	5,200	5,100	98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Weakley	12,300	12,200	99
	White	7,700	7,600	99
	Williamson	23,700	23,500	99
	Wilson	22,700	22,500	99
<b>TEXAS</b>				
Archer	3,100	3,100	100	
Armstrong	800	800	100	
Bandera	3,700	3,700	100	
Baylor	1,900	1,900	100	
Bee	9,300	9,100	98	
Bell	59,300	58,700	99	
Bowie	30,200	29,800	99	
Briscoe	1,000	1,000	100	
Brooks	2,800	2,700	96	
Burleson	5,200	5,000	96	
Burnet	9,800	9,700	99	
Caldwell	8,600	8,400	98	
Callahan	5,100	5,000	98	
Carson	2,400	2,400	100	
Cherokee	15,300	14,900	98	
Clay	4,100	4,100	100	
Cochran	1,500	1,500	100	
Collin	66,100	65,300	99	
Comal	17,100	16,900	99	
Comanche	5,100	5,000	98	
Concho	1,100	1,100	100	
Crosby	2,800	2,800	100	
Dallas	684,500	679,300	99	
Denton	68,700	68,000	99	
De Witt	7,200	7,000	97	
Dickens	1,400	1,400	100	
Donley	1,600	1,600	100	
Duval	4,200	4,100	98	
Fisher	2,100	2,100	100	
Foard	900	900	100	
Fort Bend	63,800	62,900	99	
Frio	4,400	4,300	98	
Galveston	79,400	78,500	99	
Garza	1,900	1,900	100	
Gonzales	6,000	5,900	98	
Gregg	42,300	41,800	99	
Guadalupe	19,600	19,200	98	
Hale	12,800	12,700	99	
Hall	2,100	2,000	95	
Hardin	16,000	15,700	98	
Harris	1,035,500	1,026,100	99	
Harrison	20,200	19,900	98	
Haskell	2,900	2,900	100	
Hidalgo	96,200	94,500	98	
Hockley	8,400	8,300	99	
Houston	8,500	8,200	96	
Hunt	24,500	24,100	98	
Irion	500	500	100	
Jackson	5,000	4,900	98	
Jasper	12,500	12,300	98	
Jeff Davis	600	600	100	
Jim Wells	12,500	12,300	98	
Jones	6,900	6,800	99	
Kimble	1,600	1,500	94	
Lamar	17,300	16,700	97	
Lamb	6,400	6,300	98	
Lee	4,800	4,700	98	
Llano	5,400	5,300	98	
Lubbock	79,800	79,100	99	
Mcmullen	300	300	100	
Maverick	9,900	9,400	95	
Medina	8,700	8,500	98	
Menard	900	900	100	
Milam	9,000	8,800	98	
Montgomery	60,400	59,300	98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Morris	5,500	5,400	98
	Nueces	99,400	98,200	99
	Oldham	700	700	100
	Orange	31,400	31,100	99
	Real	1,000	1,000	100
	Red River	6,500	6,300	97
	Reeves	4,800	4,700	98
	Refugio	3,200	3,200	100
	Robertson	6,100	6,000	98
	Rockwall	7,900	7,800	99
	Rusk	17,000	16,700	98
	Sabine	4,100	4,000	98
	San Augustine	3,300	3,200	97
	San Patricio	20,300	19,900	98
	Schleicher	1,000	1,000	100
	Shelby	9,500	9,300	98
	Smith	56,200	55,500	99
	Starr	9,200	8,900	97
	Stonewall	1,000	1,000	100
	Swisher	3,300	3,300	100
	Tarrant	385,800	382,900	99
	Terrell	600	600	100
	Terry	5,200	5,100	98
	Uvalde	7,800	7,600	97
	Wharton	15,300	15,000	98
	Wichita	45,100	44,800	99
	Williamson	36,800	36,200	98
	Wilson	6,600	6,400	97
	<b>UTAH</b>			
	Cache	20,600	20,100	98
	Davis	50,100	49,600	99
	Duchesne	4,600	4,400	96
	Emery	4,100	4,000	98
	Grand	3,100	2,900	93
	Millard	4,400	4,300	98
	Salt Lake	239,100	235,700	99
	Sanpete	5,300	5,200	98
	Tooele	9,000	8,900	99
	Utah	70,700	69,400	98
	Wasatch	3,200	3,100	97
	Weber	54,700	54,000	99
	<b>VIRGINIA</b>			
	Accomack	11,500	11,300	98
	Alleghany	9,200	9,100	99
	Amherst	9,700	9,500	98
	Bedford	14,800	14,600	99
	Bland	2,200	2,100	95
	Botetourt	8,700	8,600	99
	Chesterfield	62,000	61,700	100
	Dickenson	7,000	6,900	99
	Fairfax	259,100	258,200	100
	Giles	6,100	6,000	98
	Gloucester	9,300	9,200	99
	Grayson	9,000	8,900	99
	Henry	27,100	26,800	99
	James City	12,000	11,800	98
	King William	3,500	3,500	100
	Lee	9,500	9,300	98
	Loudoun	23,000	22,700	99
	Mecklenburg	10,400	10,200	98
	Northampton	5,400	5,300	98
	Nottoway	5,100	5,000	98
	Pittsylvania	40,200	39,700	99
	Prince George	14,800	14,700	99
	Rockingham	27,000	26,700	99
	Russell	11,900	11,700	98
	Scott	8,500	8,300	98
	Shenandoah	11,100	11,000	99
	Smyth	11,700	11,600	99
	Washington	23,800	23,500	99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	York	15,900	15,800	99
	<b>VERMONT</b>			
	Essex	2,400	2,400	100
	Lamoille	6,800	6,700	99
	Orleans	8,900	8,800	99
	<b>WASHINGTON</b>			
	Benton	41,000	39,700	97
	Chelan	19,900	19,100	96
	Clallam	21,600	20,700	96
	Clark	79,500	77,400	97
	Columbia	1,600	1,500	94
	Douglas	9,500	9,200	97
	Franklin	13,300	12,900	97
	Grant	19,500	18,700	96
	Klickitat	6,300	5,900	94
	Lewis	22,200	21,100	95
	Lincoln	3,800	3,700	97
	Okanogan	12,800	12,000	94
	Yakima	67,700	64,700	96
	<b>WISCONSIN</b>			
	Adams	5,400	5,200	96
	Barron	15,600	15,100	97
	Bayfield	5,600	5,500	98
	Brown	67,700	67,100	99
	Buffalo	5,400	5,300	98
	Calumet	11,400	11,200	98
	Chippewa	18,500	18,200	98
	Clark	12,300	11,900	97
	Columbia	17,500	17,100	98
	Dodge	26,600	26,100	98
	Door	10,600	10,500	99
	Douglas	16,600	16,400	99
	Dunn	12,100	11,800	98
	Eau Claire	31,200	30,600	98
	Florence	1,400	1,400	100
	Fond Du Lac	31,500	31,000	98
	Forest	3,500	3,400	97
	Green	12,100	11,900	98
	Green Lake	7,300	7,100	97
	Iowa	7,500	7,300	97
	Jackson	6,400	6,200	97
	Jefferson	24,100	23,800	99
	Kewaunee	6,900	6,800	99
	Lafayette	6,200	6,100	98
	Langlade	7,500	7,300	97
	Lincoln	10,800	10,600	98
	Manitowoc	29,900	29,600	99
	Marathon	41,400	40,900	99
	Marinette	15,500	15,300	99
	Marquette	5,400	5,200	96
	Milwaukee	371,800	367,000	99
	Monroe	13,000	12,700	98
	Oconto	11,500	11,300	98
	Oneida	12,900	12,600	97
	Outagamie	47,500	47,100	99
	Ozaukee	24,600	24,300	99
	Pepin	2,800	2,700	96
	Polk	13,100	12,900	98
	Price	6,400	6,200	97
	Richland	6,600	6,400	97
	Rusk	5,900	5,700	97
	St Croix	16,100	15,900	99
	Sauk	17,100	16,600	97
	Sawyer	5,400	5,200	96
	Shawano	13,900	13,700	99
	Sheboygan	37,200	36,800	99
	Taylor	6,400	6,200	97
	Vernon	9,900	9,600	97
	Vilas	7,500	7,300	97
	Washburn	5,700	5,600	98

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Washington	30,700	30,400	99
	Waukesha	100,200	99,200	99
	Waupaca	16,400	16,200	99
	Waushara	8,100	7,900	98
	Winnebago	50,900	50,400	99
	Wood	29,100	28,700	99
	<b>WEST VIRGINIA</b>			
	Fayette	21,300	21,100	99
	Grant	3,800	3,700	97
	Greenbrier	14,400	14,100	98
	Hancock	14,700	14,700	100
	Hardy	3,800	3,700	97
	Jackson	9,600	9,500	99
	Kanawha	89,400	88,800	99
	Lincoln	8,100	8,000	99
	Mc Dowell	16,200	15,900	98
	Mason	10,100	10,000	99
	Mineral	10,300	10,200	99
Mingo	12,800	12,600	98	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Nicholas	10,500	10,400	99
	Pendleton	3,100	3,000	97
	Pleasants	2,900	2,900	100
	Putnam	15,700	15,600	99
	Raleigh	32,900	32,500	99
	Ritchie	4,500	4,400	98
	Summers	5,600	5,400	96
	Taylor	6,300	6,200	98
	Wayne	17,000	16,800	99
	Wyoming	12,200	12,000	98
	<b>WYOMING</b>			
	Campbell	12,400	11,800	95
	Carbon	7,400	7,100	96
	Converse	5,400	5,200	96
	Johnson	2,600	2,500	96
	Lincoln	4,800	4,600	96
	Niobrara	1,200	1,200	100
	Park	9,100	8,700	96
	Sublette	1,700	1,600	94
Uinta	7,600	7,300	96	

**Illinois**

**WFLD , Chicago**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Cass	14,700	14,400	98
	Fulton	7,500	7,400	99
	Marshall	14,900	14,600	98
	Pulaski	5,100	4,900	96
	Tipton	6,300	6,200	98
	Wabash	12,500	12,200	98
	<b>MICHIGAN</b>			
	Cass	17,900	17,600	98
	Van Buren	25,300	25,000	99
	<b>WISCONSIN</b>			
	Milwaukee	371,800	367,000	99
Ozaukee	24,600	24,300	99	
Walworth	27,200	26,800	99	
Waukesha	100,200	99,200	99	

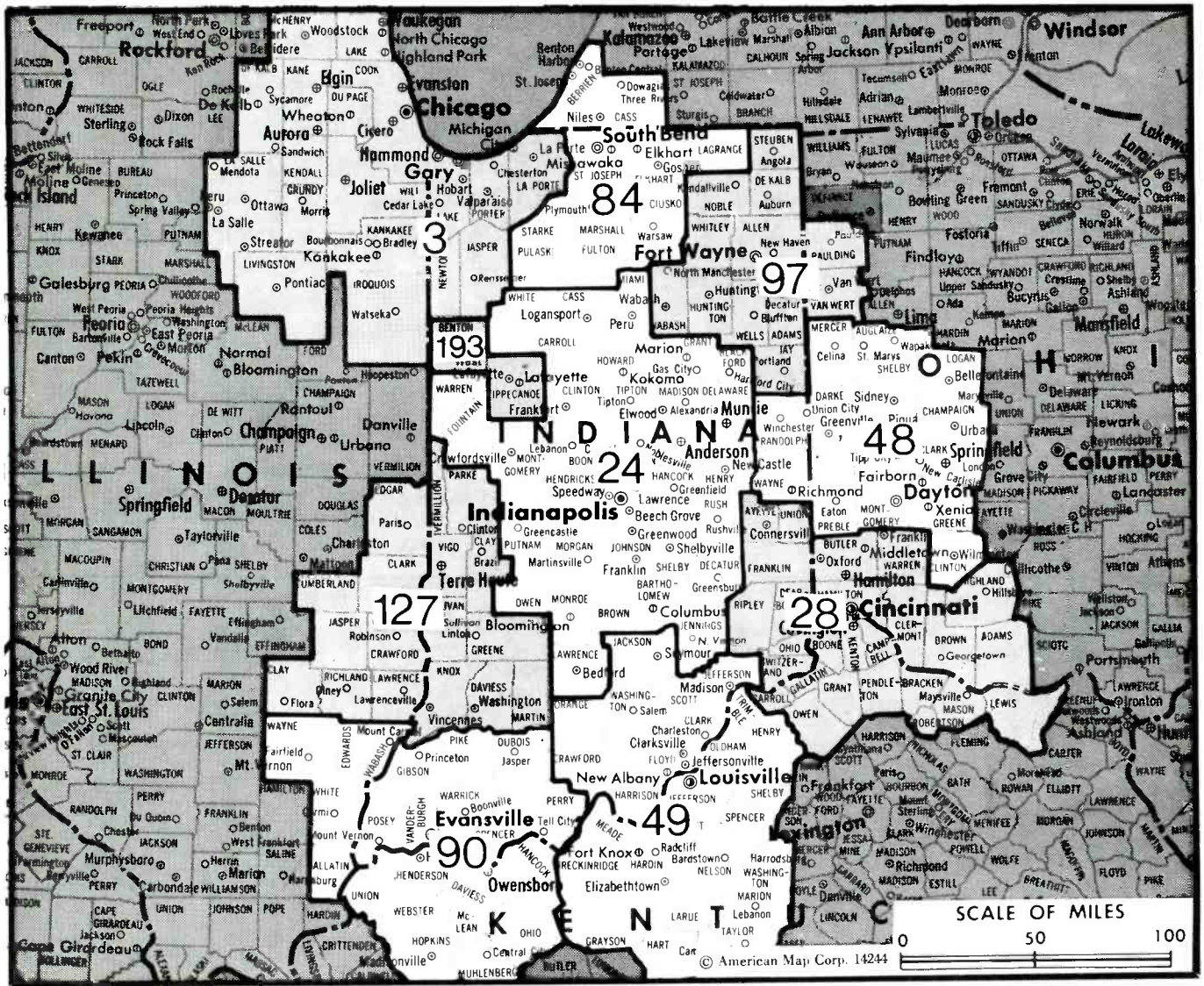
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# Indiana



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,066,700	3	WBMM-TV (2), WCFC-TV (38), WCIU-TV(26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35), WHMB-TV (40), WISH-TV (8), WRTV(6), WTHR (13), WTTV (4), WXIN (59)
Indianapolis, IN	818,300	24	WCPO-TV (9), WHI (64), WKRC-TV(12), WLWT (5), WXIX-TV (19)
Cincinnati, OH	711,900	28	WDTN (2), WHIO-TV (7), WKEF (22), WKD(43), WRGT-TV (45), WTJC (26)
Dayton, OH	506,300	48	WAVE-TV (3), WBNA (21), WDRB-TV(41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Louisville, KY	505,000	49	WHME-TV (46), WNDU-TV(16), WSBT-TV (22), WSJV (28)
South Bend-Elkhart, IN	282,600	84	WEHT (25), WEVV (44), WFIE-TV(14), WLCN (19), WTVW (7)
Evansville, IN	264,000	90	WANE-TV (15), WFFT-TV (55), WINM(63), WKJG-TV (33), WPTA (21)
Fort Wayne, IN	221,700	97	WBAK-TV (38), WTHI-TV (10), WTVW(2)
Terre Haute, IN	161,900	127	WLFI-TV (18)
Lafayette, IN	45,400	193	

### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

WTTV, Bloomington	See Indianapolis, IN
WSJV, Elkhart	See South Bend, IN
WLCN, Evansville	See Madisonville, KY
WPWR-TV, Gary	See Chicago, IL

### Indiana Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	7	17	24
Educational Television Stations	1	6	7
	8	24	31

# Indiana—Angola

**WINM**

**Ch. 63**

**Network Service:** None, Independent.

**Licensee:** Manna for Modern Man Ministries Inc., 1400 W. Washington Center Rd., Box 11247, Fort Wayne, IN 46856.

**Business Office:** Box 11247, Fort Wayne, IN 46866-1925.

**Telephone:** 219-484-0630.

**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"

Requests CP for change 2900-kw max. visual, 290-kw max. aural, 997-ft. above av. terrain, 975-ft. above ground, 1855-ft. above sea level, lat. 41° 24' 34", long. 84° 54' 40", transmitter to Hwy. 34 & Hwy. 59, 2-mi. SW of Butler. BPCT-851028KF.

**Transmitter:** Old 27 at S city limits, Angola.

**Satellite Earth Stations:** Scientific-Atlanta; KLM.

**News Service:** INN.

**Ownership:** Non-profit corp. Dr. Paul E. Paino, chmn.; Rev. Paul C. Paino, pres.; Dale Romey, v.p.; Constance McDaniel, secy.; Rev. Dennis Kutzner, treas.

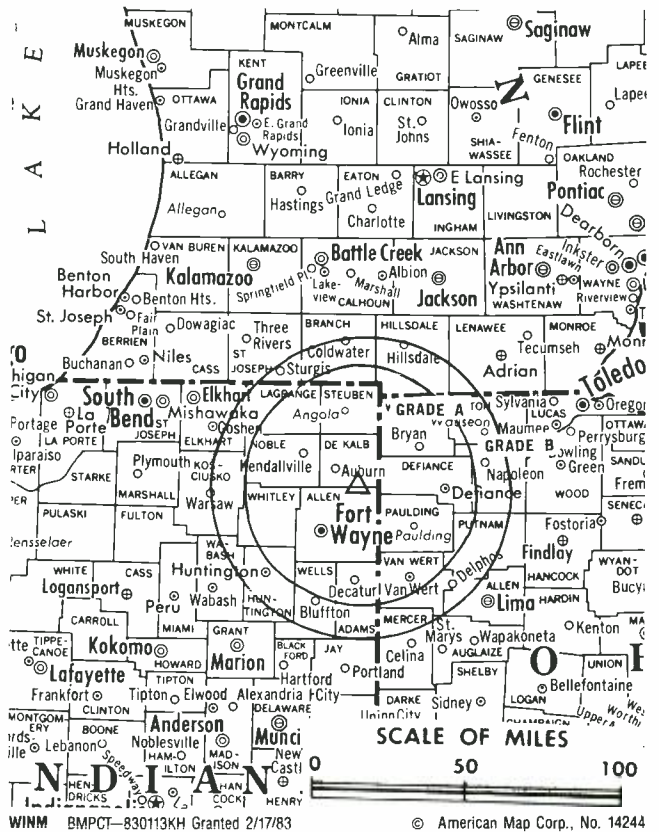
**Began Operation:** April 22, 1983. Sale to present owner by James A. Chase approved by FCC Oct. 1, 1985. Left air Jan. 1985. Dark pending FCC approval of transmitter changes.

**Represented (legal):** Lauren A. Colby.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

WAYNE H. PARADISE, general manager.



RICHARD FOUST, administrative assistant.  
STEPHEN CANNADAY, chief engineer.

**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Angola. **ADI:** Fort Wayne. **Rank:** 97.

# Indiana—Evansville

## WEHT

Ch. 25

**Network Service:** CBS.

**Licensee:** Gilmore Broadcasting Corp., Box 25, Evansville, IN 47701.

**Studio:** Marywood Dr., Henderson County, KY.

**Mailing Address:** Box 25, Evansville, IN 47701.

**Telephone:** 812-424-9215. **TWX:** 510-545-7434.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 7.1-meter C-band; ADM, 7-meter C-band; RCA, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Gilmore Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

ERNEST D. MADDEN, executive vice president & general manager.  
DAVID BLYTHE, general sales manager.  
BROD SEYMOUR, program director.  
MIKE PECKENPAUGH, acting chief engineer.  
JOHN MUROVICH, news director.

**Highest One Hour Rate:** \$3200.

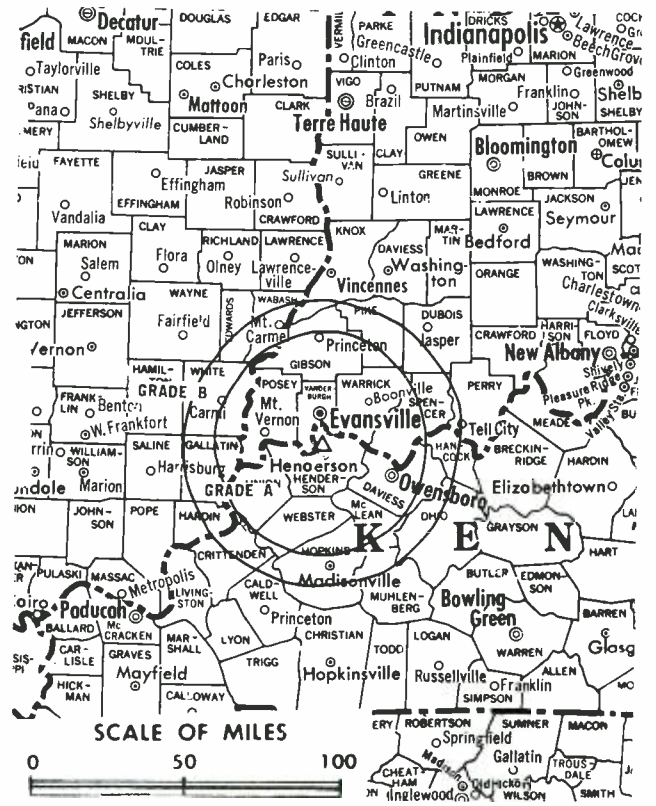
**Highest 30 Sec. Rate (July 15, 1987):** \$580.

**NETWORK BASE HOURLY RATE:** \$560.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Edwards	3,600	3,400	94
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	White	7,400	7,000	95
	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
	Gibson	13,100	12,800	98
	Perry	6,700	6,500	97
	Pike	5,400	5,200	96
	Posey	9,600	9,300	97
	Spencer	6,900	6,700	97
	Vanderburgh	65,800	64,400	98
	Warrick	16,600	16,200	98
<b>KENTUCKY</b>				
Caldwell	5,000	4,900	98	



WEHT BPCT-4924 Granted 6/29/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Daviess	32,500	32,300	99
	Hancock	2,900	2,900	100
	Henderson	16,300	16,200	99
	Hopkins	17,800	17,600	99
	Mc Lean	3,600	3,600	100
	Muhlenberg	11,600	11,500	99
	Ohio	8,500	8,400	99
	Union	5,700	5,600	98
Webster	5,700	5,600	98	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Hardin	2,200	2,100	95
	Lawrence	6,900	6,700	97
<b>INDIANA</b>	Daviess	10,400	10,100	97
	Knox	16,000	15,700	98
	<b>KENTUCKY</b>			
	Trigg	3,600	3,600	100
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Hamilton	3,900	3,700	95
	Richland	7,200	7,000	97
	Saline	12,200	11,800	97
	<b>INDIANA</b>			
	Martin	3,900	3,800	97
<b>KENTUCKY</b>				
Breckinridge	6,100	6,000	98	
Butler	4,300	4,200	98	
Christian	21,000	20,800	99	
Crittenden	3,400	3,400	100	
Grayson	8,300	8,200	99	
Lyon	2,600	2,600	100	
<b>Station Totals</b>		<b>391,900</b>	<b>383,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>248,200</b>
<b>Average Daily Circulation (1987)</b>				<b>144,900</b>

# Indiana—Evansville

**WEVV**

**Ch. 44**

**Network Service:** Fox.

**Licensee:** Ralph C. Wilson Industries Inc., 1585 Schallenger Rd., San Jose, CA 95131.

**Studio:** 629 Walnut St., Evansville, IN 47708.

**Telephone:** 812-424-9201.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 1313.7-kw max. visual, 262.6-kw max. aural. Antenna: 970-ft. above av. terrain, 999-ft. above ground, 1419-ft. above sea level.

Latitude 38° 03' 07"  
Longitude 87° 19' 12"

**Transmitter:** 0.9-mi. E of US 41 on KY Hwy. 414, Henderson County, KY.

**Satellite Earth Stations:** Avcom, 6-meter; Avcom receivers.

**Ownership:** Ralph C. Wilson Jr., chmn. & pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 17, 1983. Reorganization & addition of partners approved by FCC Nov. 19, 1984. FCC approved sale to present owner by Ohio Valley TV Inc. Dec. 27, 1985.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**

- MICHAEL BROOKS, general manager.
- ALICE LOVELL, program manager.
- JOHN SANDWELL, sales manager.
- BILL HIGHT, regional sales manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (June 1, 1987):** \$350.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	White	7,400	7,000	95
	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
	Gibson	13,100	12,800	98
	Pike	5,400	5,200	96
	Posey	9,600	9,300	97
	Vanderburgh	65,800	64,400	98
	Warrick	16,600	16,200	98
	<b>KENTUCKY</b>			
	Daviess	32,500	32,300	99
	Hancock	2,900	2,900	100
Henderson	16,300	16,200	99	
Union	5,700	5,600	98	
Webster	5,700	5,600	98	



WEVV BMPCT-821101K1 Granted 12/15/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Wayne	7,700	7,300	95
	<b>INDIANA</b>			
	Perry	6,700	6,500	97
	Spencer	6,900	6,700	97
	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Hopkins	17,800	17,600	99
	Mc Lean	3,600	3,600	100
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Edwards		3,600	3,400	94
Hamilton		3,900	3,700	95
Hardin		2,200	2,100	95
Lawrence		6,900	6,700	97
Richland		7,200	7,000	97
Saline		12,200	11,800	97
<b>INDIANA</b>				
Daviess		10,400	10,100	97
<b>KENTUCKY</b>				
Breckinridge	6,100	6,000	98	
Butler	4,300	4,200	98	
Crittenden	3,400	3,400	100	
Muhlenberg	11,600	11,500	99	
Ohio	8,500	8,400	99	
<b>Station Totals</b>		<b>330,200</b>	<b>322,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>152,100</b>
<b>Average Daily Circulation (1987)</b>				<b>64,800</b>

# Indiana—Evansville

## WFIE-TV

Ch. 14

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Co., 1115 Mount Auburn Rd., Evansville, IN 47712.

**Studio:** 1115 Mount Auburn Rd., Evansville, IN 47712.

**Telephone:** 812-426-1414.

**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 & Cemetery Rd., near Henderson, KY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter; ADM, 3-meter; Harris, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Cosmos Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 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 (**Television Digest**, Vol. 12:25, 26, 29).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

CONRAD L. CAGLE, vice president & general manager.  
ANGIE SAUER, general sales manager.  
JIM MOORE, national sales manager.  
BILL BETTS, news director.  
MARION B. PAUL, chief engineer.  
SHIRLEY KIRK, program director.

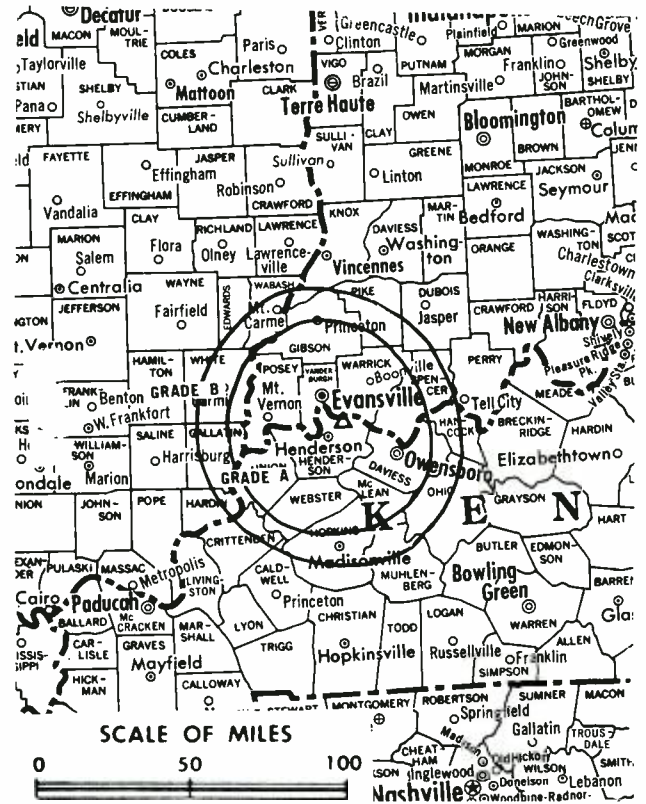
**Highest 30 Sec. Rate:** \$1800.

**NETWORK BASE HOURLY RATE:** \$870.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Edwards	3,600	3,400	94
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	White	7,400	7,000	95
	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
	Gibson	13,100	12,800	98
	Perry	6,700	6,500	97
	Pike	5,400	5,200	96
	Posey	9,600	9,300	97
	Spencer	6,900	6,700	97
	Vanderburgh	65,800	64,400	98
	Warrick	16,600	16,200	98



WFIE-TV BPCT-4913 Granted 6/11/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Daviess	32,500	32,300	99
	Hancock	2,900	2,900	100
	Henderson	16,300	16,200	99
	Hopkins	17,800	17,600	99
	Mc Lean	3,600	3,600	100
	Muhlenberg	11,600	11,500	99
	Ohio	8,500	8,400	99
	Union	5,700	5,600	98
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Lawrence	6,900	6,700	97
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Knox	16,000	15,700	98
	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	<b>ILLINOIS</b>			
	Saline	12,200	11,800	97
	<b>INDIANA</b>			
	Daviess	10,400	10,100	97
	<b>KENTUCKY</b>			
	Breckinridge	6,100	6,000	98
Butler	4,300	4,200	98	
Crittenden	3,400	3,400	100	
Lyon	2,600	2,600	100	
Marshall	10,400	10,300	99	
<b>Station Totals</b>		<b>365,500</b>	<b>357,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>246,000</b>
<b>Average Daily Circulation (1987)</b>				<b>153,100</b>

# Indiana—Evansville

**WTVW**

Ch. 7

**Network Service:** ABC.

**Licensee:** Woods Communications Group, Box 7, Evansville, IN 47701.

**Studio:** 477 Carpenter St., Evansville, IN 47701.

**Telephone:** 812-422-1121. **TWX:** 810-353-0594.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: Circularly polarized, 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, IN.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; ADM, 4.5-meter C-band; AFC, 3.7-meter Ku-band; Avantek, Avcom, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Charles Woods, pres., 100%; Deborah W. Corbett, treas. See Group Ownership of Television Stations.

**Began Operation:** August 21, 1956. Sale to present owner 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, Res Schepp and Miklos Sperling to Producers Inc. (Polaris) approved Aug. 27, 1962 (Vol. 2:35).

**Represented (sales):** Seitel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Personnel:**

- CHARLES WOODS, president.
- KEN SCHREIBER, general manager.
- DAVID CASTRALE, production manager.
- JOHN SCHUTA, chief engineer.
- JERRY BIRGE, news director.

**Highest One Hour Rate:** \$4000.

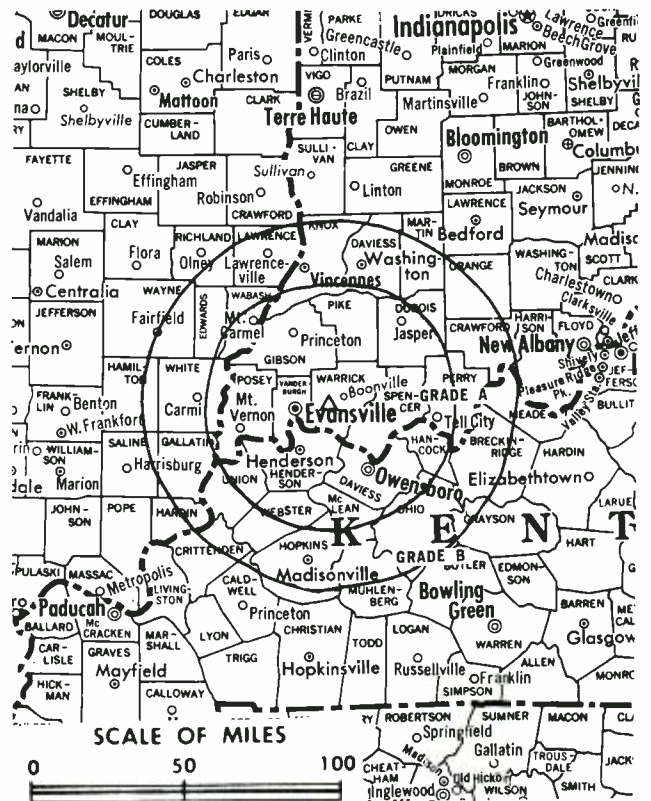
**Highest 30 Sec. Rate (August 1, 1987):** \$650.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Edwards	3,600	3,400	94
	Lawrence	6,900	6,700	97
	Richland	7,200	7,000	97
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	White	7,400	7,000	95
	<b>INDIANA</b>			
	Daviess	10,400	10,100	97
Dubois	12,700	12,300	97	
Gibson	13,100	12,800	98	
Knox	16,000	15,700	98	
Martin	3,900	3,800	97	
Orange	6,900	6,700	97	
Perry	6,700	6,500	97	
Pike	5,400	5,200	96	
Posey	9,600	9,300	97	
Spencer	6,900	6,700	97	
Vanderburgh	65,800	64,400	98	
Warrick	16,600	16,200	98	
<b>KENTUCKY</b>				
Caldwell	5,000	4,900	98	
Daviess	32,500	32,300	99	
Hancock	2,900	2,900	100	
Henderson	16,300	16,200	99	



WTVW BPCT-810427KE Granted 6/22/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hopkins	17,800	17,600	99
	Mc Lean	3,600	3,600	100
	Ohio	8,500	8,400	99
	Union	5,700	5,600	98
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Crawford	8,400	8,200	98
	Gallatin	3,000	2,900	97
	Hardin	2,200	2,100	95
Jasper	4,400	4,200	97	
<b>KENTUCKY</b>	Breckinridge	6,100	6,000	98
	Crittenden	3,400	3,400	100
	Lyon	2,600	2,600	100
	Muhlenberg	11,600	11,500	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Saline	12,200	11,800	97
<b>INDIANA</b>				
Crawford	3,600	3,400	94	
Greene	12,300	12,000	98	
Lawrence	16,300	16,000	98	
Sullivan	8,200	8,000	98	
<b>KENTUCKY</b>				
Butler	4,300	4,200	98	
Christian	21,000	20,800	99	
Grayson	8,300	8,200	99	
Livingston	3,700	3,700	100	
Marshall	10,400	10,300	99	
Meade	7,900	7,900	100	
Todd	4,200	4,200	100	
<b>Station Totals</b>		<b>474,600</b>	<b>464,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>301,400</b>
<b>Average Daily Circulation (1987)</b>				<b>174,900</b>

# Indiana—Fort Wayne

## WANE-TV

Ch. 15

**Network Service:** CBS.

**Licensee:** Indiana Bcstg. Corp., Box 1515, Fort Wayne, IN 46801.

**Studio:** 2915 West State Blvd., Fort Wayne, IN 46808.

**Mailing Address:** Box 1515, Fort Wayne, IN 46801.

**Telephone:** 219-424-1515. **TWX:** 810-332-1508.

**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, 839-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

Requests CP for change 1114-kw max. visual, 111-kw max. aural, 829-ft. above av. terrain, 808-ft. above ground, 1618-ft. above sea level. BPCT-860710KE.

**Transmitter:** 2915 West State Blvd.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed.

**Ownership:** LIN Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** September 26, 1954.

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Moffet, Larson & Johnson.

**Personnel:**

ROBERT A. FISHMAN, president & general manager.  
R. BRUCE CYNAR, general sales manager.  
MARK MEYER, program/production manager.  
JIM GILL, promotion director.  
BILL WAGMAN, news director.  
HERB LYONS, chief engineer.  
MEREDETH SMITH, financial manager.

**Highest One Hour Rate:** \$1500.

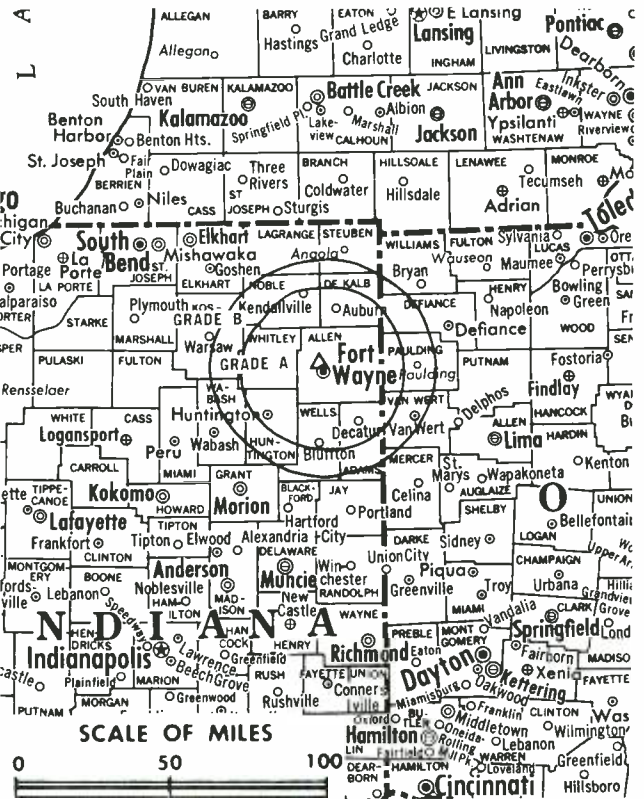
**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Fort Wayne. **ADI:** Fort Wayne. **Rank:** 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	Allen	107,400	105,700	98
	De Kalb	11,800	11,700	99
	Huntington	13,400	13,200	99
	Jay	8,300	8,100	98
	Noble	13,400	13,100	98
	Steuben	9,900	9,700	98



WANE-TV BPCT-2515 Granted 7/30/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wabash	12,500	12,200	98
	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	<b>OHIO</b>			
	Paulding	7,300	7,200	99
	Van Wert	11,400	11,200	98
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Blackford	5,700	5,600	98
	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95
<b>OHIO</b>	Defiance	13,900	13,700	99
	Mercer	13,100	12,900	98
	Putnam	10,900	10,700	98
	Williams	13,800	13,500	98
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Grant		27,500	26,900	98
<b>OHIO</b>				
Allen		40,900	40,200	98
Auglaize		15,800	15,500	98
	Henry	10,300	10,200	99
	Shelby	15,300	15,100	99
<b>Station Totals</b>		<b>424,200</b>	<b>416,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>245,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>138,000</b>	

# Indiana—Fort Wayne

## WFFT-TV

Ch. 55

Network Service: Fox.

Licensee: Williams Communications, 717 E. David Rd., Dayton, OH 45429.

Studio: 3707 Hillegas Rd., Box 2255, Fort Wayne, IN 46801.

Telephone: 219-424-5555.

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.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Prodelin, 4.5-meter; AFC, 3.7-meter; M/A-Com, Scientific-Atlanta receivers.

News Service: CNN Headline News, UPI.

Ownership: Williams Communications. See Group Ownership of Television Stations. Alexander J. Williams, pres.-treas.; Clark W. Davis, exec. v.p.; John P. Williams Jr., secy.; Scot L. Freeman, comptroller; Jeffrey J. Bennett, dir. of corporate engineering; John D. Lankenau, dir. of information systems Great Trails Broadcasting Corp. Ownership: Alexander J. Williams, 100%. Great Trails Broadcasting Corp.: Stations: WHAG-TV, Hagerstown, MD; WFFT-TV, Fort Wayne, IN; WING(AM), Dayton; WGTZ(FM), Eaton; WIZE(AM), Springfield; WCOL & WXGT(FM), Columbus, OH; WCII & WDJX(FM), Louisville, KY; WBCS-AM-FM, Milwaukee, WI.

Began Operation: December 21, 1977. Sale to Great Trails Bcstg. Corp. by Ontario Corp. approved by FCC June 1, 1982 (Television Digest, Vol. 22:13). Sold to present owner Dec. 1986.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Haley, Bader & Potts.

### Personnel:

JEFF EVANS, general manager.  
STEVE POZEANAC, director of operations.  
FRANK HAWKINS, general sales manager.  
JIM GLENDENING, national sales manager.  
BOB SMITHHART, regional sales manager.  
GLENN SHICK, chief engineer.  
AL CRAIN, production manager.  
STEVE SHINE, news director.

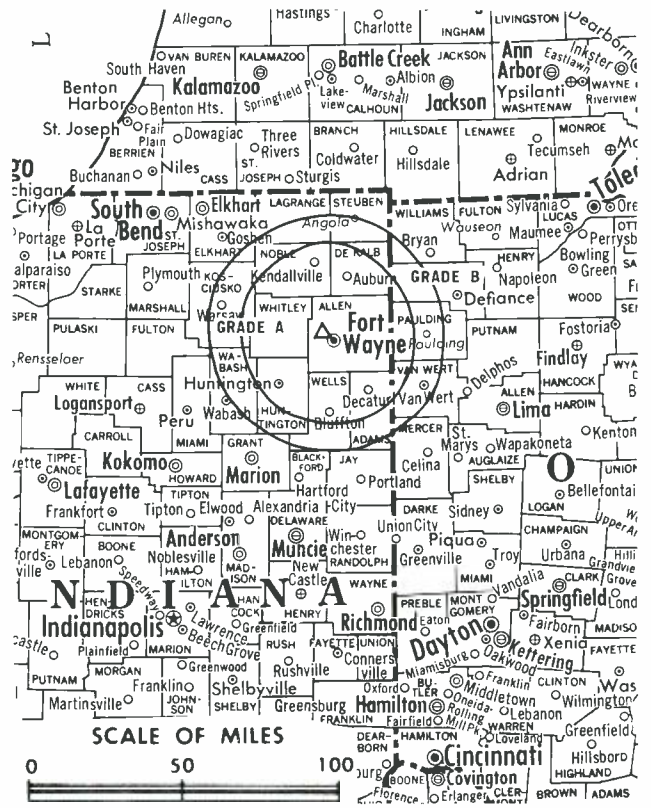
Highest One Hour Rate: \$3700.

Highest 30 Sec. Rate: \$320.

City of License: Fort Wayne. ADI: Fort Wayne. Rank: 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	Allen	107,400	105,700	98
	De Kalb	11,800	11,700	99
	Huntington	13,400	13,200	99
	Jay	8,300	8,100	98
	Noble	13,400	13,100	98
	Steuben	9,900	9,700	98
	Wabash	12,500	12,200	98
	Wells	9,200	9,000	98



WFFT-TV BPCT-4975 Granted 5/20/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Whitley	9,500	9,400	99
	<b>OHIO</b>			
	Paulding	7,300	7,200	99
	Putnam	10,900	10,700	98
<b>Between 25-49%</b>	Van Wert	11,400	11,200	98
	<b>INDIANA</b>			
	Blackford	5,700	5,600	98
	Grant	27,500	26,900	98
	Kosciusko	23,700	23,200	98
<b>OHIO</b>	Lagrange	8,800	8,400	95
	Miami	13,700	13,400	98
	Allen	40,900	40,200	98
	Auglaize	15,800	15,500	98
	Defiance	13,900	13,700	99
	Mercer	13,100	12,900	98
	Williams	13,800	13,500	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fulton	7,500	7,400	99
	Marshall	14,900	14,600	98
	Randolph	10,900	10,700	98
<b>MICHIGAN</b>	Branch	14,500	14,300	99
	St Joseph	21,200	20,900	99
<b>OHIO</b>	Darke	20,400	20,100	99
	Fulton	13,900	13,600	98
	Henry	10,300	10,200	99
<b>Station Totals</b>		<b>525,900</b>	<b>516,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>242,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>105,600</b>	



# Indiana—Fort Wayne

## WKJG-TV

Ch. 33

**Network Service:** NBC.

**Licensee:** Thirty-Three Inc., 2633 West State Blvd., Fort Wayne, IN 46808.

**Studio:** 2633 West State Blvd., Fort Wayne, IN 46808.

**Telephone:** 219-422-7474. **TWX:** 810-332-1400.

**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 W. State Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 3.7-meter Ku-band; Pinzone, 3.7-meter C-band; Pinzone, RCA Americom receivers.

**News Service:** AP.

**Ownership:** Corp. for General Trade. Joseph R. Cloutier, 100%.

**Began Operation:** November 21, 1953. Sale to present owner by Wabash Valley Bcstg. Corp. approved by FCC Nov. 23, 1983. Sale to Wabash 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):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

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

**Personnel:**

HILLIARD GATES, vice president & general manager.  
WILLIAM KLINE, general sales manager.  
WILLIAM NICHOLS, station manager.  
LARRY BOWER, promotion & operations director.  
JACK MAURER, news director.  
ED SCHMIDT, chief engineer.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$575.

**City of License:** Fort Wayne. **ADI:** Fort Wayne. **Rank:** 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	Allen	107,400	105,700	98
	De Kalb	11,800	11,700	99
	Huntington	13,400	13,200	99
	Jay	8,300	8,100	98
	Noble	13,400	13,100	98
Steuben	9,900	9,700	98	



WKJG-TV BPCT-790925KJ Granted 12/30/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wabash	12,500	12,200	98
	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	<b>OHIO</b>			
	Mercer	13,100	12,900	98
Paulding	7,300	7,200	99	
Van Wert	11,400	11,200	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Blackford	5,700	5,600	98
	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95
<b>OHIO</b>	Defiance	13,900	13,700	99
	Williams	13,800	13,500	98
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Grant		27,500	26,900	98
Miami		13,700	13,400	98
<b>OHIO</b>	Allen	40,900	40,200	98
	Auglaize	15,800	15,500	98
	Putnam	10,900	10,700	98
<b>Station Totals</b>		<b>412,300</b>	<b>404,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>232,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>125,500</b>	

# Indiana—Fort Wayne

**WPTA**

Ch. 21

**Network Service:** ABC.

**Licensee:** Pulitzer Broadcasting Co., 3401 Butler Rd., Fort Wayne, IN 46808.

**Studio:** 3401 Butler Rd., Fort Wayne, IN 46808.

**Mailing Address:** Box 2121, Fort Wayne, IN 46801.

**Telephone:** 219-483-0584. **TWX:** 810-332-1549.

**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.

**Satellite Earth Stations:** Microdyne, 7.3-meter; Andrew, Avantek, Microdyne, RCA receivers.

**News Services:** ABC, AP, NIWS, UPI.

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Blair Television.

**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

**Personnel:**

EDWIN METCALFE, vice president & general manager.  
MARVIN GOTTLIEB, general sales manager.  
BILL MacDONALD, sales manager.  
BARBARA WIGHAM, director of programming & promotion.  
WAYNE LUDKEY, news director.  
RAY KRUEGER, chief engineer.

**Highest One Hour Rate:** \$2000.

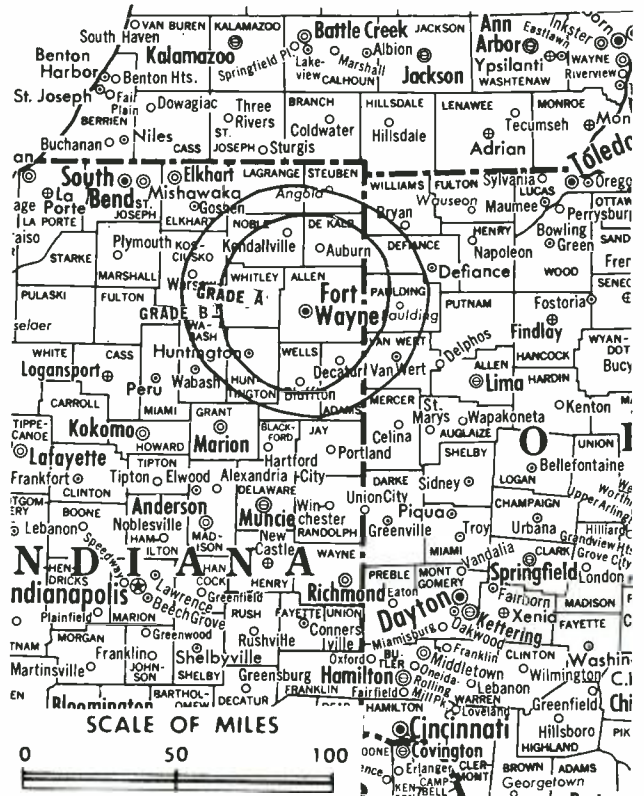
**Highest 30 Sec. Rate (July 16, 1987):** \$1000.

**NETWORK BASE HOURLY RATE:** \$825.

**City of License:** Fort Wayne. **ADI:** Fort Wayne. **Rank:** 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	Allen	107,400	105,700	98
	De Kalb	11,800	11,700	99
	Huntington	13,400	13,200	99
	Jay	8,300	8,100	98
	Noble	13,400	13,100	98
	Steuben	9,900	9,700	98
Wabash	12,500	12,200	98	



WPTA BPCT-790312LC Granted 6/8/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	<b>OHIO</b>			
	Defiance	13,900	13,700	99
	Mercer	13,100	12,900	98
	Paulding	7,300	7,200	99
<b>Between 25-49%</b>	Van Wert	11,400	11,200	98
	Williams	13,800	13,500	98
	<b>INDIANA</b>			
	Blackford	5,700	5,600	98
<b>Between 5-24%</b>	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95
	<b>OHIO</b>			
Putnam	10,900	10,700	98	
<b>Station Totals</b>	<b>INDIANA</b>			
	Grant	27,500	26,900	98
	Miami	13,700	13,400	98
	<b>OHIO</b>			
	Allen	40,900	40,200	98
	Auglaize	15,800	15,500	98
	Hardin	11,800	11,500	98
	Henry	10,300	10,200	99
<b>Net Weekly Circulation (1987)</b>		<b>434,400</b>	<b>426,400</b>	<b>98</b>
<b>Average Daily Circulation (1987)</b>				<b>259,700</b>
				<b>151,900</b>

# Indiana—Indianapolis

## WHMB-TV

Ch. 40

**Network Service:** None, independent.

**Licensee:** LeSea Broadcasting Co., Box 12, South Bend, IN 46624.

**Studio:** 10511 Greenfield Ave., Noblesville, IN 46060.

**Mailing Address:** Box 50250, Indianapolis, IN 46250.

**Telephone:** 317-773-5050. **TWX:** 810-260-1752.

**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.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Microdyne, 7-meter; Harris, 5-meter; Microdyne, Scientific-Atlanta receivers.

**News Services:** INN, UPI.

**Ownership:** Non-stock, non-profit organization. See Group Ownership of Television Stations.

**Began Operation:** January 25, 1971. Sale to present owner by Dr. Wendell Hansen approved by FCC Aug. 15, 1972.

**Represented (sales):** Cummings Media (Phoenix, AZ).

**Represented (legal):** Heron, Burchette, Ruckert & Rothwell.

**Personnel:**

LESTER SUMRALL, president.  
PETER SUMRALL, general manager.  
JIM SHAFFER, sales manager.

**Highest One Hour Rate:** \$800.

**Highest 30 Sec. Rate:** \$45.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Blackford	5,700	5,600	98
	Boone	13,900	13,700	99
	Carroll	7,200	7,100	99
	Clay	9,400	9,200	98
	Clinton	11,500	11,300	98
	Fountain	6,700	6,600	99
	Grant	27,500	26,900	98
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99



WHMB-TV BPCT-810722KH Granted 1/12/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Johnson	28,700	28,400	99
	Madison	48,500	47,900	99
	Marion	295,100	290,800	99
	Miami	13,700	13,400	98
	Monroe	36,200	35,100	97
	Montgomery	13,300	13,100	98
	Morgan	18,800	18,500	98
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
Rush	6,500	6,400	98	
Shelby	14,300	14,100	99	
Tipton	6,300	6,200	98	
Wabash	12,500	12,200	98	
Wells	9,200	9,000	98	
<b>Station Totals</b>		<b>730,900</b>	<b>719,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>93,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>31,600</b>	

# Indiana—Indianapolis

## WISH-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Indiana Broadcasting Corp., 1950 N. Meridian St., Indianapolis, IN 46202.

**Studio:** 1950 N. Meridian St., Indianapolis, IN 46202.

**Telephone:** 317-923-8888.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band.

**News Services:** AP, CBS, Group W Newsfeed, UPI.

**Ownership:** LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1954. Sale, along with WANE-TV-AM, Fort Wayne, to Corinthian Bcstg. approved by FCC Oct. 10, 1956 (Television Digest, Vol. 12:34, 41). Sale by Corinthian to LIN Bcstg. approved Nov. 28, 1983 (Vol. 23:36).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

BLAKE BYRNE, group vice president, television.  
ARNOLD S. BLAUWEISS, vice president, finance.  
PETER ORNE, president & general manager.  
SCOTT BLUMENTHAL, local sales manager.  
PETER NIKIEL, advertising & promotion manager.  
TERRY VAN BIBBER, chief engineer.  
LEE GILES, news director.

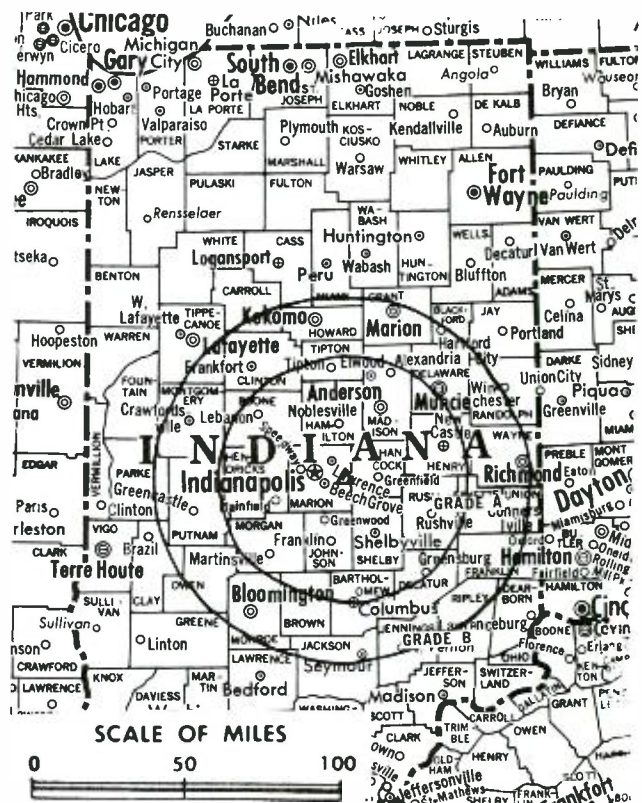
**Highest 30 Sec. Rate** (June 25, 1987): \$5000.

**NETWORK BASE HOURLY RATE:** \$2200.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Blackford	5,700	5,600	98
	Boone	13,900	13,700	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Delaware	44,100	43,500	99
	Fayette	10,000	9,800	98
	Grant	27,500	26,900	98
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Jackson	13,700	13,500	99
	Jennings	8,000	7,800	97
	Johnson	28,700	28,400	99
	Madison	48,500	47,900	99



WISH-TV BPCT-110 Granted 1/28/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	295,100	290,800	99
	Miami	13,700	13,400	98
	Monroe	36,200	35,100	97
	Montgomery	13,300	13,100	98
	Morgan	18,800	18,500	98
	Owen	6,500	6,400	98
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tippecanoe	42,800	41,700	97
	Tipton	6,300	6,200	98
Wayne	27,100	26,600	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Cass	14,700	14,400	98
	Clay	9,400	9,200	98
	Jay	8,300	8,100	98
	Lawrence	16,300	16,000	98
	Parke	6,100	6,000	98
Wabash	12,500	12,200	98	
White	9,400	9,200	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Fountain	6,700	6,600	99
	Franklin	6,600	6,400	97
	Greene	12,300	12,000	98
	Ripley	8,600	8,400	98
	Scott	7,400	7,200	97
	Sullivan	8,200	8,000	98
Union	2,400	2,300	96	
Vermillion	7,300	7,200	99	
Warren	3,000	2,900	97	
<b>Station Totals</b>		<b>1,025,900</b>	<b>1,008,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>777,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>459,100</b>	

# Indiana—Indianapolis

**WRTV**

Ch. 6

**Network Service:** ABC.

**Licensee:** McGraw-Hill Broadcasting Co. Inc., 1330 N. Meridian St., Indianapolis, IN 46206.

**Studio:** 1330 N. Meridian St., Indianapolis, IN 46206.

**Telephone:** 317-635-9788. **TWX:** 810-341-3339.

**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 Line Rd.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Microdyne, 7.2-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Andrew, 4.5-meter C-band; Microdyne, 3.0-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

**News Services:** ABC, AP, Conus, UPI.

**Ownership:** McGraw-Hill Bcstg. Co., 100%. See Group Ownership of Television 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):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

JOHN PROFFITT, vice president & station manager.

SHARON CHALFIN, general sales manager.

KEN LADAGE, director of program operations.

BUDDY McATEE, director of advertising & sales promotion.

MARTIN SIDDALL, director of business affairs.

DICK PRATT, director of engineering.

STEVE HINKLE, director of news.

ED SORENSEN, sports director.

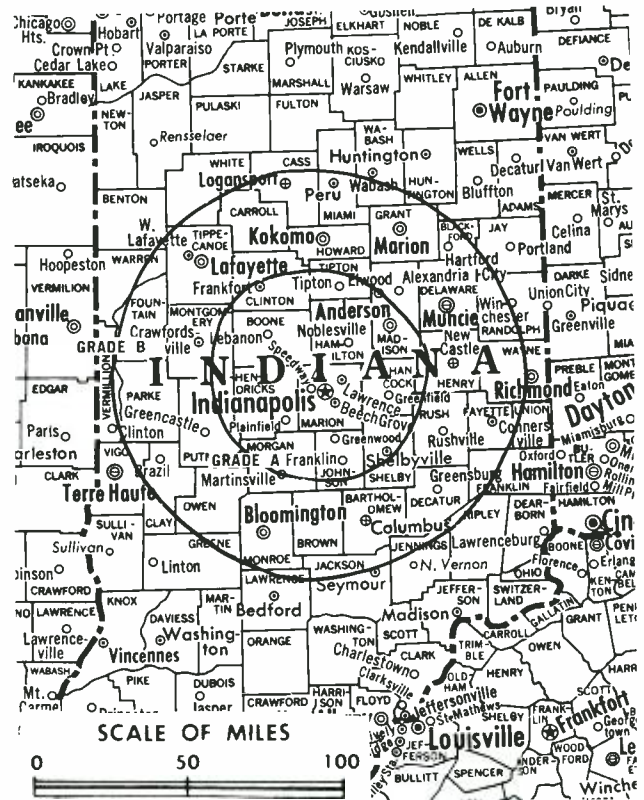
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$2300.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Boone	13,900	13,700	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Cass	14,700	14,400	98
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Delaware	44,100	43,500	99
	Fountain	6,700	6,600	99
	Grant	27,500	26,900	98
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Johnson	28,700	28,400	99
	Madison	48,500	47,900	99
Marion	295,100	290,800	99	
Miami	13,700	13,400	98	
Monroe	36,200	35,100	97	
Montgomery	13,300	13,100	98	



WRTV BMPCT-1529 Granted 12/29/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Morgan	18,800	18,500	98
	Owen	6,500	6,400	98
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tippecanoe	42,800	41,700	97
	Tipton	6,300	6,200	98
	Warren	3,000	2,900	97
	White	9,400	9,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Clay	9,400	9,200	98
	Fayette	10,000	9,800	98
	Greene	12,300	12,000	98
	Jackson	13,700	13,500	99
	Jay	8,300	8,100	98
	Jennings	8,000	7,800	97
	Lawrence	16,300	16,000	98
Parke	6,100	6,000	98	
Wabash	12,500	12,200	98	
Wayne	27,100	26,600	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Edgar	8,500	8,300	98
Vermilion	36,400	35,700	98	
<b>INDIANA</b>	Pulaski	5,100	4,900	96
	Ripley	8,600	8,400	98
	Sullivan	8,200	8,000	98
	Union	2,400	2,300	96
	Vermillion	7,300	7,200	99
	Vigo	39,700	39,000	98

<b>Station Totals</b>	<b>1,101,600</b>	<b>1,082,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>805,700</b>	
<b>Average Daily Circulation (1987)</b>		<b>456,900</b>	

# Indiana—Indianapolis

**WTHR**

Ch. 13

**Network Service:** NBC.

**Licensee:** VideoIndiana Inc., 1000 N. Meridian St., Indianapolis, IN 46204.

**Studio:** 1000 N. Meridian St., Indianapolis, IN 46204.

**Telephone:** 317-636-1313.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 980-ft. above av. terrain, 1040-ft. above ground, 1860-ft. above sea level.

Latitude 39° 55' 43"  
Longitude 86° 10' 55"

**Transmitter:** Ditch Rd. & 96th St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8.8-meter; ADM, 6.1-meter; Harris, 6.1-meter; RCA Americom Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** Accu-Weather, AP, CNN, NBC, NIWS, Sports News Satellite.

**Ownership:** WBNS-TV Inc. See Group Ownership of Television Stations.

**Began Operation:** October 30, 1957. Sale to present owner by Avco Bcstg. Corp. approved by FCC Aug. 11, 1975 (Digest, Vol. 15:13, 21).

**Represented (sales):** Blair Television.

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

- GENE D'ANGELO, president.
- MICHAEL J. CORKEN, vice president & general manager.
- GERALD CARY, treasurer.
- WILLIAM ORR, vice president of engineering.
- WILLIAM C. HINEMAN, chief engineer.
- TOM ROSE, program director.
- ROBERT L. SHIVE, general sales manager.
- LARRY LEESE, national sales manager.
- MARLENE OLSEN, local sales manager.
- ROD PORTER, marketing manager.
- BOB CAMPBELL, news director.
- MARK DILLON, business manager.
- JIM WISSER, production manager.

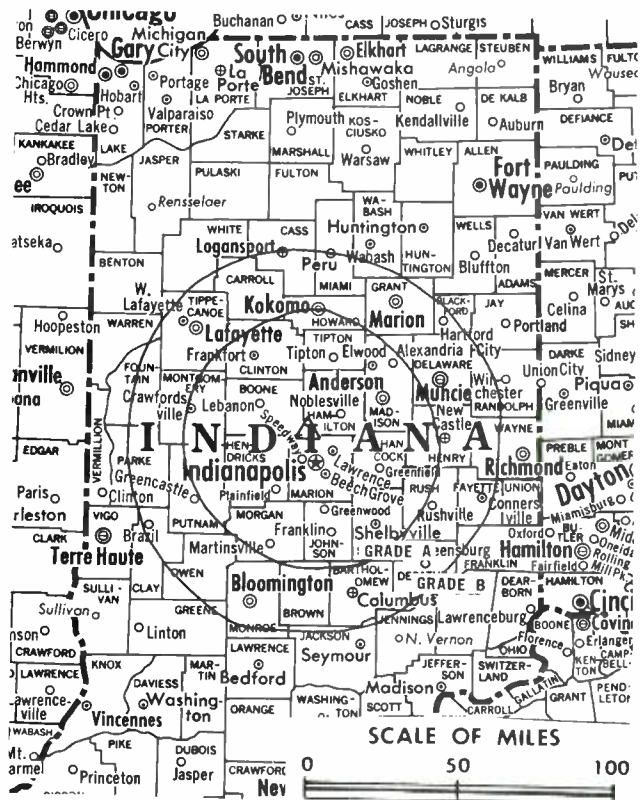
**Highest One Hour Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$2000.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Boone	13,900	13,700	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Cass	14,700	14,400	98
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Delaware	44,100	43,500	99
	Fountain	6,700	6,600	99
	Grant	27,500	26,900	98
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Johnson	28,700	28,400	99
Madison	48,500	47,900	99	



WTHR BMPCT—831103KR Granted 12/21/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	295,100	290,800	99
	Miami	13,700	13,400	98
	Monroe	36,200	35,100	97
	Montgomery	13,300	13,100	98
	Morgan	18,800	18,500	98
	Owen	6,500	6,400	98
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tippecanoe	42,800	41,700	97
	Tipton	6,300	6,200	98
White	9,400	9,200	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Fayette	10,000	9,800	98
	Jackson	13,700	13,500	99
	Jay	8,300	8,100	98
	Lawrence	16,300	16,000	98
	Parke	6,100	6,000	98
Wabash	12,500	12,200	98	
Warren	3,000	2,900	97	
Wayne	27,100	26,600	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Clay	9,400	9,200	98
	Daviess	10,400	10,100	97
	Franklin	6,600	6,400	97
	Greene	12,300	12,000	98
	Jennings	8,000	7,800	97
	Newton	5,400	5,300	98
	Pulaski	5,100	4,900	96
	Ripley	8,600	8,400	98
	Sullivan	8,200	8,000	98
Vermillion	7,300	7,200	99	
<b>Station Totals</b>		<b>1,037,030</b>	<b>1,019,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>796,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>483,200</b>	

# Indiana—Indianapolis

**WXIN**

**Ch. 59**

**Network Service:** Fox.

**Licensee:** Atlin Communications Inc., 1440 N. Meridian St., Indianapolis, IN 46202.

**Studio:** 1440 N. Meridian St., Indianapolis, IN 46202.

**Telephone:** 317-632-5900.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 2090-kw max. visual, 209-kw max. aural. Antenna: 992-ft. above av. terrain, 1014-ft. above ground, 1814-ft. above sea level.

Latitude 39° 53' 20"  
Longitude 86° 12' 07"

**Transmitter:** 2350 Westland Rd., Indianapolis.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 4.6-meter C-band; Harris receivers.

**News Service:** UPI.

**Ownership:** Outlet Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 2, 1984. Sale to present owners by USA Communications approved by FCC Dec. 26, 1984.

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

**Represented (legal):** Sundlun, Sher & Singer.

**Personnel:**

JOSEPH YOUNG, vice president & general manager.  
RAY HUNT, general sales manager.  
DENNIS CHRISTINE JR., national sales manager.  
GEORGE BOGGS, program manager.

**Highest One Hour Rate:** \$8000.

**Highes 30 Sec. Rate:** \$1000.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Boone	13,900	13,700	99
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99
	Hendricks	25,300	25,000	99
	Madison	48,500	47,900	99
	Marion	295,100	290,800	99
	Morgan	18,800	18,500	98
	Shelby	14,300	14,100	99
	Tipton	6,300	6,200	98
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Carroll	7,200	7,100	99
	Cass	14,700	14,400	98
	Clinton	11,500	11,300	98
Delaware	44,100	43,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Grant	27,500	26,900	98
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Johnson	28,700	28,400	99
	Lawrence	16,300	16,000	98
	Monroe	36,200	35,100	97
	Montgomery	13,300	13,100	98
	Rush	6,500	6,400	98
	Tiptecanoe	42,800	41,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Clay	9,400	9,200	98
	Decatur	8,300	8,100	98
	Fountain	6,700	6,600	99
	Jackson	13,700	13,500	99
	Jay	8,300	8,100	98
	Jennings	8,000	7,800	97
	Miami	13,700	13,400	98
	Owen	6,500	6,400	98
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
Wabash	12,500	12,200	98	
Warren	3,000	2,900	97	
White	9,400	9,200	98	

<b>Station Totals</b>	<b>924,700</b>	<b>909,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>395,000</b>
<b>Average Daily Circulation (1987)</b>			<b>156,000</b>

# Indiana—Bloomington-Indianapolis

**WCLJ**

**Ch. 42**

**Network Service:** Trinity Bcstg. Network.

**Grantee:** Trinity Bcstg. of Indiana, RR 1, Box 516, Trafalgar, IN 46181.

**Studio:** RR 1, Trafalgar.

**Telephones:** 317-935-2390; 317-878-4288.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1040-ft. above av. terrain, 967-ft. above ground, 1827-ft. above sea level.

Latitude	39°	24'	12"
Longitude	86°	08'	50"

**Transmitter:** 0.8-mi. SE of junction of Hwys. 252 & 135, near Trafalgar.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** August 27, 1987.

**Represented (legal):** May & Dunne.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

IRVIN G. THOMAS, general manager.  
 RICHARD BEMILLER, sales manager.  
 BEN MILLER, director of engineering.  
 CINDY TATUM, program director.  
 STAN HOLLON, promotion director.

**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Bloomington. **ADI:** Indianapolis. **Rank:** 24.



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# Indiana—Bloomington-Indianapolis

**WTTV**

Ch. 4

**Network Service:** None, independent.

**Licensee:** Tel-Am Holdings Inc., Debtor-in-Possession, 3490 Bluff Rd., Indianapolis, IN 46217.

**Studios:** 3490 Bluff Rd., Indianapolis, IN 46217; S. Highland & E. Davis, Bloomington, IN.

**Telephone:** 317-787-2211. **TWX:** 810-341-3177.

**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, IN.

**Satellite Earth Stations:** Transmit/receive Harris, 8.8-meter C-band; transmit/receive Scientific-Atlanta, 4.6-meter Ku-band; Microdyne, 3.6-meter Ku-band; Harris & Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Tel-Am Operations Inc. Dunmore Partners Ltd., 22.10%; DeSales Harrison, chmn., 11.10%; Elmer C. Snow, pres., 2.80%; Clyde Dutton, v.p., 1.68%; Bernard Souers, v.p., 0.56%; Jack Baker, v.p.-treas., 0.56%; Augustus Oliver, secy.; Harold Berry, 5.60%; others, 55.6%. Dunmore Partners Ltd. ownership: Edward G. Victor, gen. partner, 1.00%; Richard V. Sandler, gen. partner, 1.00%; Michael Milken, 39.80%; Peter Ackerman, 15.00%; Lowell Milken, 8.00%; Gary Winnick, 8.00%; Jeffrey Neuman, 6.00%; Warren Trepp, 5.00%; 20 others with less than 3.6% each, all ltd. partners.

**Began Operation:** November 11, 1949. Sale to present owner by Teleco Inc. approved by FCC Jan. 24, 1984. Sale by Sarkes Tarzian Inc. approved by FCC May 9, 1978 (Television Digest, Vol. 17:29).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Hogan & Hartson.

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

**Personnel:**

ELMER C. SNOW, president & general manager.  
CLYDE V. DUTTON, senior vice president & general sales manager.  
BERNARD J. SOUERS, vice president, sales.  
MICHAEL S. DAVIS, vice president, programming.  
TOM WEBER, director of engineering.  
PAUL BOHRER, chief engineer.  
JIM LOCKWOOD, news director.  
PEGGY McCLELLAND, production manager.  
CHUCK MARLOWE, sports director.  
CHUCK WORKMAN, public affairs director.  
JIM HAIR, operations manager.  
DICK BLAIR, manager of Bloomington operations.  
DOUG HOUSEMEYER, promotion & marketing director.  
STEVE MYERS, controller.

**Rates:** Not available.

**City of License:** Bloomington. **ADI:** Indianapolis. **Rank:** 24.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Boone	13,900	13,700	99
	Brown	5,200	5,100	98
	Clay	9,400	9,200	98



WTTV BPCT-5061 Granted 11/14/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clinton	11,500	11,300	98
	Daviess	10,400	10,100	97
	Decatur	8,300	8,100	98
	Delaware	44,100	43,500	99
	Fayette	10,000	9,800	98
	Greene	12,300	12,000	98
	Hamilton	33,300	32,900	99
	Hancock	16,000	15,800	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,100	31,600	98
	Jackson	13,700	13,500	99
	Jefferson	10,800	10,600	98
	Jennings	8,000	7,800	97
	Johnson	28,700	28,400	99
	Lawrence	16,300	16,000	98
	Madison	48,500	47,900	99
	Marion	295,100	290,800	99
	Martin	3,900	3,800	97
	Monroe	36,200	35,100	97
Montgomery	13,300	13,100	98	
Morgan	18,800	18,500	98	
Orange	6,900	6,700	97	
Owen	6,500	6,400	98	
Parke	6,100	6,000	98	
Putnam	9,800	9,600	98	
Rush	6,500	6,400	98	
Shelby	14,300	14,100	99	
Vermillion	7,300	7,200	99	
Wayne	27,100	26,600	98	

(Continued on page A-412)

<b>Station Totals</b>	<b>1,872,300</b>	<b>1,841,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>805,900</b>	
<b>Average Daily Circulation (1987)</b>		<b>319,100</b>	

# Indiana—Lafayette-Kokomo

WLFI-TV

Ch. 18



**Network Service:** CBS.

**Licensee:** WLFI-TV Inc., 2605 Yeager Rd., West Lafayette, IN 47906.

**Studio:** 2605 Yeager Rd., West Lafayette, IN 47906.

**Mailing Address:** Box 7018, Lafayette, IN 47903.

**Telephone:** 317-463-1800.

**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., IN.

**Satellite Earth Stations:** Andrew, 10-meter C-band; Scientific-Atlanta, 7.2-meter C-band; RCA, 3-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Blade Communications Inc., 100%. See Group Ownership of Television Stations.

**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 Sarks Tarzian as Ch. 59, but left the air May 15, 1959 while sale was pending. Sale to Sarks 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 Sarks Tarzian Inc. approved Nov. 3, 1967. Sale to present owner by RJN Bcstg. approved by FCC Sept. 13, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

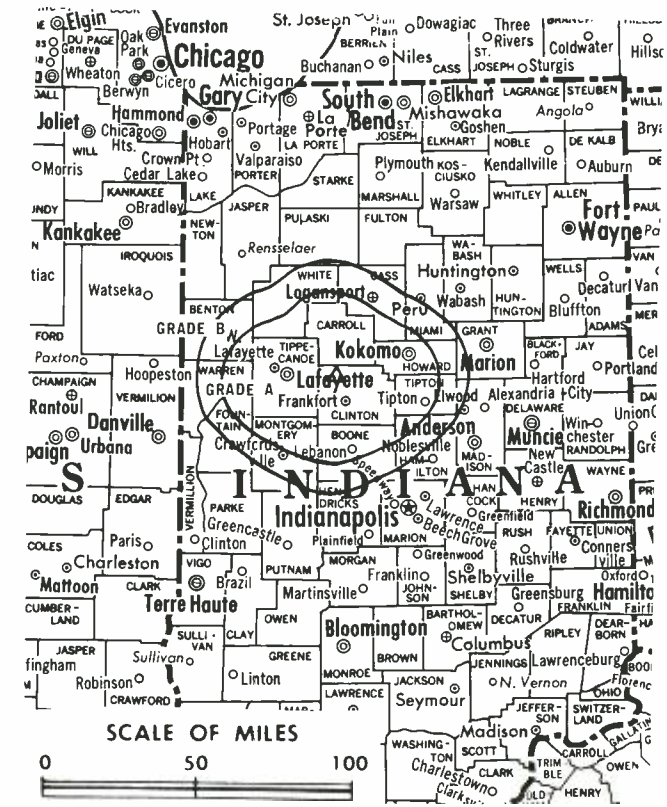
**Personnel:**

ROBERT FORD, general manager.  
 TOM COMBS, sales manager.  
 MIKE PIGGOTT, news director.  
 KEN GARDNER, director of operations & engineering.

**Highest One Hour Rate:** \$900.

**Highest 30 Sec. Rate** (June 19, 1987): \$425.

**NETWORK BASE HOURLY RATE:** \$245.



WLFI-TV BMPCT-7447 Granted 3/15/73

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**City of License:** Lafayette. **ADI:** Lafayette, IN. **Rank:** 193.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Carroll	7,200	7,100	99
	Cass	14,700	14,400	98
	Newton	5,400	5,300	98
	Tiptecanoe	42,800	41,700	97
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Clinton	11,500	11,300	98
	Fountain	6,700	6,600	99
	Howard	32,100	31,600	98
	Miami	13,700	13,400	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Boone	13,900	13,700	99
	Fulton	7,500	7,400	99
	Grant	27,500	26,900	98
	Pulaski	5,100	4,900	96
Tipton	6,300	6,200	98	
Wabash	12,500	12,200	98	
<b>Station Totals</b>		<b>236,200</b>	<b>231,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>103,200</b>
<b>Average Daily Circulation (1987)</b>				<b>52,400</b>

# Indiana—Richmond

**WKOI**

**Ch. 43**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Indiana Inc., Box 1057, Richmond, IN 47375.

**Studio:** 1702 S. 9th St., Richmond, IN 47374.

**Mailing Address:** Box 1057, Richmond, IN 47375.

**Telephone:** 317-935-2390.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2296.2-kw visual, 229.6-kw aural. Antenna: 990-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 C-band; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc., a non-profit corp. See Group Ownership of Television Stations.

**Began Operation:** May 11, 1982.

**Represented (legal):** May & Dunne.

**Personnel:**

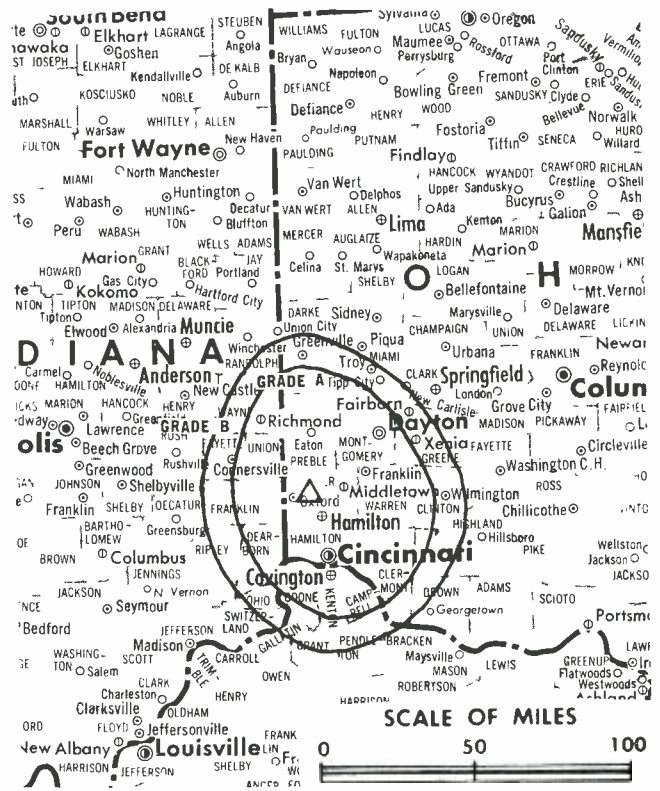
MARY L. LAIRD, supervisor of station operations.  
JOE HOYER, production manager.  
MERLE C. RUMMELL, chief engineer.

**Rates:** Not available.

**City of License:** Richmond. **ADI:** Dayton. **Rank:** 48.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>INDIANA</b>			
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Wayne	27,100	26,600	98



WKOI BPCT-5228 Granted 5/19/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Carroll	3,500	3,500	100
	<b>OHIO</b>			
	Preble	14,400	14,200	99
<b>Station Totals</b>		<b>62,400</b>	<b>61,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>28,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>11,200</b>	

# Indiana—South Bend

## WHME-TV

Ch. 46

**Network Service:** None, independent.

**Licensee:** Lester Sumrall Evangelistic Association Inc., Box 12, South Bend, IN 46624.

**Studio:** 61300 S. Ironwood Rd., South Bend, IN 46614.

**Telephone:** 219-291-8200.

**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 Rds.

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

**Satellite Earth Stations:** Transmit/receive Harris, 9.2-meter & Microdyne, 9.2-meter; Harris, Microdyne receivers.

**News Service:** UPI.

**Ownership:** LeSea Broadcasting Co., a non-stock, non-profit organization. See Group Ownership of Television Stations.

**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 (engineering):** E. Harold Munn Jr. & Associates Inc.

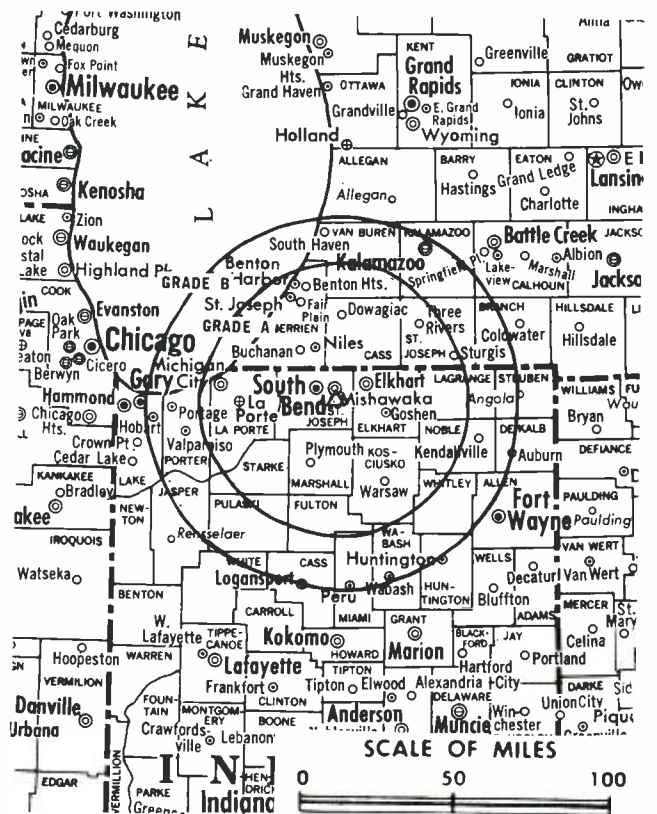
**Personnel:**  
LESTER SUMRALL, president.  
PETE SUMRALL, general manager.

**Highest 30 Sec. Rate:** \$50.

**City of License:** South Bend. **ADI:** South Bend-Elkhart. **Rank:** 84.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Elkhart	52,500	51,300	98
	Fulton	7,500	7,400	99
	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95
	Marshall	14,900	14,600	98
	St Joseph	87,700	86,500	99
Starke	8,000	7,800	98	
<b>Station Totals</b>		<b>470,300</b>	<b>462,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>99,700</b>
<b>Average Daily Circulation (1987)</b>				<b>34,700</b>



WHME-TV BNPCT-7479 Granted 7/25/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Cass	17,900	17,600	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Cass	14,700	14,400	98
	De Kalb	11,800	11,700	99
	Huntington	13,400	13,200	99
	La Porte	37,400	36,900	99
	Noble	13,400	13,100	98
	Pulaski	5,100	4,900	96
Steuben	9,900	9,700	98	
Wabash	12,500	12,200	98	
Whitley	9,500	9,400	99	
<b>MICHIGAN</b>	Berrien	60,600	59,500	98
	Branch	14,500	14,300	99
	St Joseph	21,200	20,900	99
	Van Buren	25,300	25,000	99
<b>Station Totals</b>		<b>470,300</b>	<b>462,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>99,700</b>
<b>Average Daily Circulation (1987)</b>				<b>34,700</b>

# Indiana—South Bend

## WNDU-TV

Ch. 16

**Network Service:** NBC.

**Licensee:** Michiana Telecasting Corp., Box 1616, South Bend, IN 46634.

**Studio:** 54516 Business U.S. 31 N, South Bend, IN 46637.

**Mailing Address:** Box 1616, South Bend, IN 46634.

**Telephone:** 219-239-1616.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive 2 Satcom Technologies, 9.2-meter C-band; transmit/receive Andrew, 2.4-meter Ku-band; Scientific-Atlanta, 4-meter Ku-band; Gardiner, M/A-Com, Scientific-Atlanta, Standard Communications receivers.

**AM Affiliate:** WNDU, 1-kw, 1490 kHz (ABC).

**FM Affiliate:** WNDU-FM, 12-kw, 92.9 MHz (No. 225), 880-ft.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** Michiana Telecasting Corp., 100%. Rev. E. William Beauchamp, C.S.C., secy.-treas.

**Began Operation:** July 15, 1955.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Dempsey & Koplovitz.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

BAZIL O'HAGAN, president & general manager.  
HARRY KEVORKIAN, vice president, education & administration.  
MICHAEL LEYES, general sales manager.  
PAT BARTH, local sales manager.  
KAREN CROAKE-HEISLER, program director.  
DENNIS MAJEWSKI, production manager.  
GREGORY J. GICZI, operations manager.  
MELISSA NEILMAN, promotion manager.  
MIKE COLLINS, director of news & sports.  
RUSS SUMMERVILLE, chief engineer.

**Highest One Hour Rate:** \$3200.

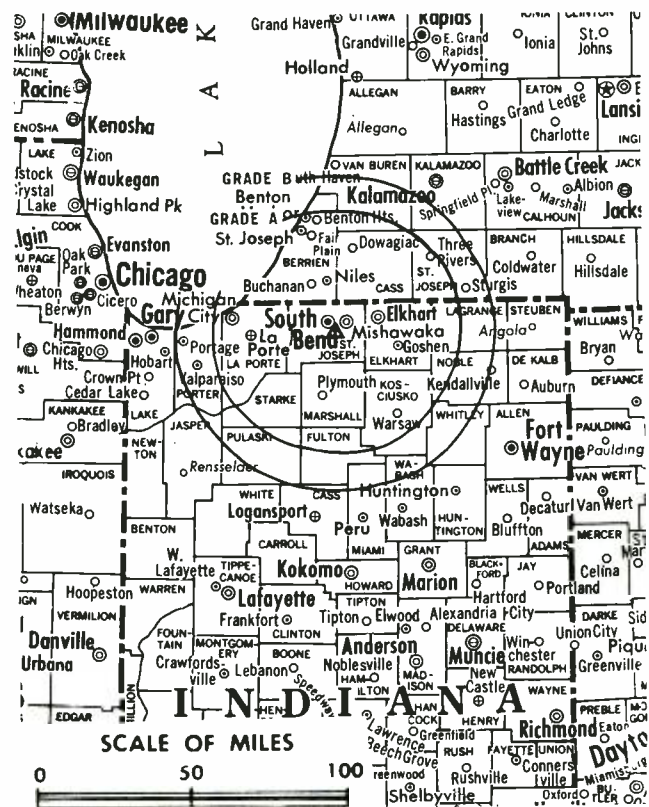
**Highest 30 Sec. Rate (July 1, 1987):** \$1300.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** South Bend. **ADI:** South Bend-Elkhart. **Rank:** 84.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Cass	14,700	14,400	98
	Elkhart	52,500	51,300	98
	Fulton	7,500	7,400	99



WNDU-TV BPCT-4222 Granted 12/10/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95
	Marshall	14,900	14,600	98
	Miami	13,700	13,400	98
	Pulaski	5,100	4,900	96
	St Joseph	87,700	86,500	99
	Starke	8,000	7,800	98
Between 25-49%	MICHIGAN			
	Berrien	60,600	59,500	98
	Cass	17,900	17,600	98
	St Joseph	21,200	20,900	99
	INDIANA			
	La Porte	37,400	36,900	99
	Noble	13,400	13,100	98
	Steuben	9,900	9,700	98
	Wabash	12,500	12,200	98
	White	9,400	9,200	98
Between 5-24%	MICHIGAN			
	Branch	14,500	14,300	99
	INDIANA			
	Carroll	7,200	7,100	99
	De Kalb	11,800	11,700	99
	Jasper	9,200	9,000	98
	Porter	44,900	44,300	99
	Whitley	9,500	9,400	99
	MICHIGAN			
	Van Buren	25,300	25,000	99
<b>Station Totals</b>		<b>541,300</b>	<b>531,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>338,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>206,200</b>	

# Indiana—South Bend

## WSBT-TV

Ch. 22

Network Service: CBS.

Licensee: WSBT Inc., 300 W. Jefferson Blvd., South Bend, IN 46601.

Studio: 300 W. Jefferson Blvd., South Bend, IN 46601.

Telephone: 219-233-3141. TWX: 810-299-2500.

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.

Satellite Earth Stations: 4 in operation; Harris, 6.1-meter; AFC, Harris, Scientific-Atlanta receivers.

AM Affiliate: WSBT, 5-kw, 960 kHz (CBS).

FM Affiliate: WNSN, 9.4-kw, 101.5 MHz (No. 268), 967-ft.

News Services: AP, CBS, NIWS.

Ownership: Schurz Communications Inc. See Group Ownership of Television Stations.

Began Operation: December 21, 1952.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): David Steel & Associates.

### Personnel:

E. BERRY SMITH, president & general manager.  
NORBERT J. GASSENSMITH, vice president, program director & film buyer.  
JAMES D. FREEMAN, vice president & assistant general manager.  
JERRY BLECK, vice president & national sales manager.  
SHARON SCUZZO, local sales manager.  
KENNETH BIGGINS, business manager.  
RODERICK S. JOHNSON, community affairs director.  
ROBERT W. BELL, chief engineer.  
ROBERT B. WILLIAMS, promotion manager.  
LARRY L. SMITH, news director.  
JULIUS DECOCQ, production manager.

Highest One Hour Rate: \$3000.

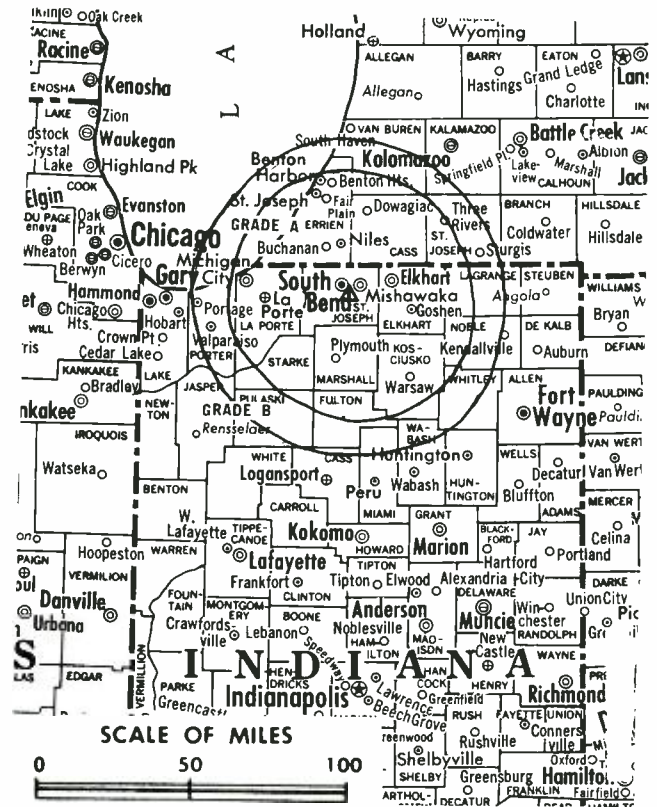
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$940.

City of License: South Bend. ADI: South Bend-Elkhart. Rank: 84.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	INDIANA			
	Elkhart	52,500	51,300	98
	Fulton	7,500	7,400	99
	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95



WSBT-TV BPCT-3748 Granted 8/17/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	MARSHALL	14,900	14,600	98
	PULASKI	5,100	4,900	96
	ST. JOSEPH	87,700	86,500	99
	STARKE	8,000	7,800	98
	MICHIGAN			
Berrien	60,600	59,500	98	
Cass	17,900	17,600	98	
St. Joseph	21,200	20,900	99	
<b>Between 25-49%</b>	INDIANA			
	La Porte	37,400	36,900	99
	Miami	13,700	13,400	98
Noble	13,400	13,100	98	
<b>Between 5-24%</b>	INDIANA			
	Cass	14,700	14,400	98
	Porter	44,900	44,300	99
	Stauben	9,900	9,700	98
	Wabash	12,500	12,200	98
	White	9,400	9,200	98
	Whitley	9,500	9,400	99
	MICHIGAN			
	Branch	14,500	14,300	99
	Kalamazoo	79,800	78,700	99
Van Buren	25,300	25,000	99	
<b>Station Totals</b>		<b>592,900</b>	<b>582,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>319,400</b>
<b>Average Daily Circulation (1987)</b>				<b>188,000</b>

# Indiana—Elkhart-South Bend

**WSJV**

Ch. 28

**Network Service:** ABC.

**Licensee:** WSJV-TV Inc., 58096 County Rd. 7 South, Elkhart, IN 46517.

**Studio:** 58096 County Rd. 7 South, Elkhart, IN 46517.

**Mailing Address:** Box 1646, Elkhart, IN 46515.

**Telephones:** 219-293-8616, Elkhart; 219-674-5106, South Bend.

**TWX:** 497-1504.

**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, IN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.5-meter C-band; ADM, 5-meter; Andrew, 4.5-meter C-band; RCA, 3.0-meter C-band; ADM, 3-meter; Pinzone receivers.

**News Services:** AP, ABC.

**Ownership:** Quincy Broadcasting Co., 100%. See Group Ownership of Television Stations.

**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):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

- DON E. FULLER, vice president & general manager.
- JOHN HART, general sales manager.
- MARTHA SIMS, program director.
- TERRY DAY, chief engineer.
- PAM YODER, computer operations manager.
- KEVIN SARGENT, operations manager.
- MORRIE GOODMAN, news director.
- PAM LAMB, promotion/public affairs director.

**Highest One Hour Rate:** \$3600.

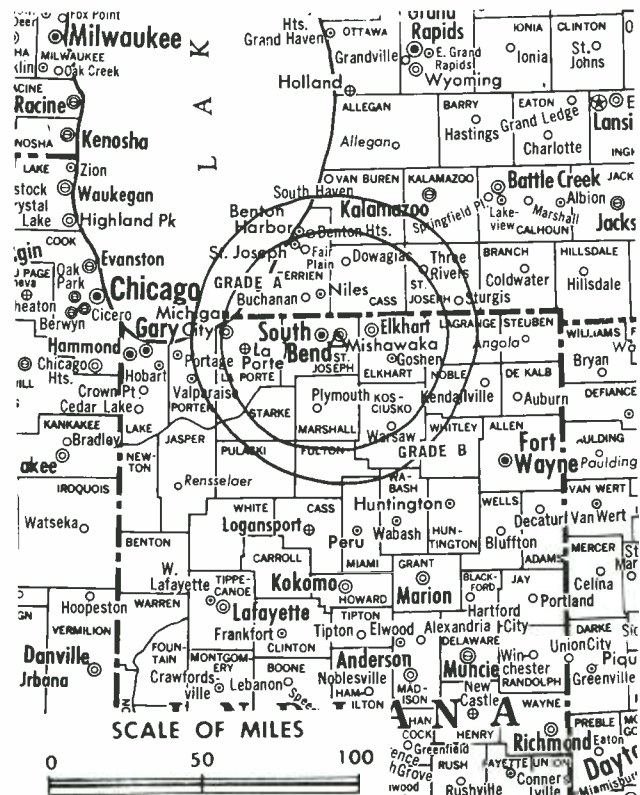
**Highest 30 Sec. Rate (July 1, 1987):** \$800.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Elkhart. **ADI:** South Bend-Elkhart. **Rank:** 84.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Elkhart	52,500	51,300	98
	Fulton	7,500	7,400	99
	Kosciusko	23,700	23,200	98
	Lagrange	8,800	8,400	95



WSJV BPCT-4494 Granted 5/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Marshall	14,900	14,600	98
	St Joseph	87,700	86,500	99
	Starke	8,000	7,800	98
	<b>MICHIGAN</b>			
	Berrien	60,600	59,500	98
	Cass	17,900	17,600	98
	St Joseph	21,200	20,900	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	La Porte	37,400	36,900	99
	Noble	13,400	13,100	98
	Pulaski	5,100	4,900	96
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Cass	14,700	14,400	98
	De Kalb	11,800	11,700	99
	Miami	13,700	13,400	98
	Porter	44,900	44,300	99
	Steuben	9,900	9,700	98
	Wabash	12,500	12,200	98
	White	9,400	9,200	98
	Whitley	9,500	9,400	99
	<b>MICHIGAN</b>			
Branch	14,500	14,300	99	
Van Buren	25,300	25,000	99	
<b>Station Totals</b>		<b>524,900</b>	<b>515,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>286,800</b>
<b>Average Daily Circulation (1987)</b>				<b>153,400</b>

# Indiana—Terre Haute

## WBAK-TV

Ch. 38

Network Service: ABC.

Licensee: Terre Haute Independent Bcstrs. Inc., Box 719, Terre Haute, IN 47808.

Studio: 138 Poplar St., Terre Haute, IN 47807

Mailing Address: Box 719, Terre Haute, IN 47808.

Telephone: 812-238-1515. TWX: 810-356-2131.

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, IN.

Satellite Earth Stations: ADM, 4.2-meter C-band; AFC, 3.7-meter Ku-band; ADM receivers.

News Services: ABC, AP.

Ownership: Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: April 3, 1973. Sale to present owner by John M. House, et al., approved by FCC Feb. 28, 1977.

### Personnel:

CY N. BAHAKEL, president.  
TOM LAWRENCE, general manager.  
DAVID PIERCE, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$365.

NETWORK BASE HOURLY RATE: \$175.

City of License: Terre Haute. ADI: Terre Haute. Rank: 127.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Crawford	8,400	8,200	98
	Edgar	8,500	8,300	98
	<b>INDIANA</b>			
	Clay	9,400	9,200	98
	Knox	16,000	15,700	98
Sullivan	8,200	8,000	98	
Vermillion	7,300	7,200	99	
Vigo	39,700	39,000	98	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Coles	19,700	19,300	98



WBAK-TV BPCT-830207KE Granted 2/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Cumberland	4,500	4,400	98
	Jasper	4,400	4,200	97
	Lawrence	6,900	6,700	97
	Richland	7,200	7,000	97
	<b>INDIANA</b>			
Daviess	10,400	10,100	97	
Greene	12,300	12,000	98	
Martin	3,900	3,800	97	
Owen	6,500	6,400	98	
Parke	6,100	6,000	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Effingham	12,300	11,800	96
	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
Fountain	6,700	6,600	99	
Pike	5,400	5,200	96	
Putnam	9,800	9,600	98	
<b>Station Totals</b>		<b>239,300</b>	<b>233,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>105,600</b>
<b>Average Daily Circulation (1987)</b>				<b>43,900</b>



# Indiana—Terre Haute

## WTHI-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Wabash Valley Bcstg. Corp., 918 Ohio St., Terre Haute, IN 47808.

**Studio:** 918 Ohio St., Terre Haute, IN 47808.

**Telephone:** 812-232-9481. **TWX:** 810-356-2137.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 993-ft. above ground, 1549-ft. above sea level.

Latitude 39° 14' 36"  
Longitude 87° 23' 07"

**Transmitter:** E of U.S. 41, 0.34-mi. S of Farmersburg, IN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6.1-meter; Scientific-Atlanta receivers.

**AM Affiliate:** WTHI, 5-kw (1-kw night), 1480 kHz (CBS).

**FM Affiliate:** WTHI-FM, 50-kw, 99.9 MHz (No. 260), 500-ft.

**News Services:** AP, CBS, Group W Newsfeed, UPI.

**Ownership:** Wabash Valley Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 22, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

DAVID BAILEY, vice president & general manager.  
PHIL JOHNSON, general sales manager.  
LOU FROEB, personnel & public relations director.  
RUTH BAKER, program director.

**Highest One Hour Rate:** \$2000.

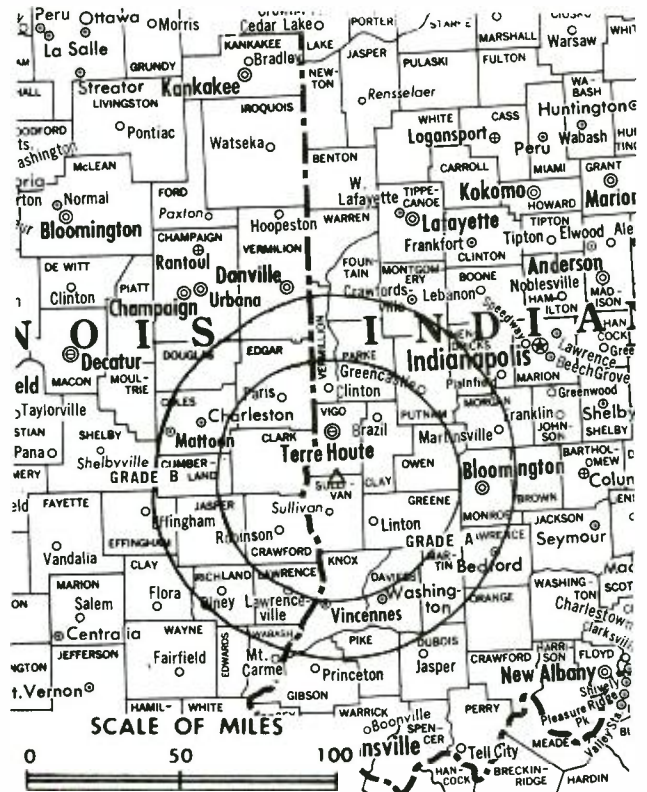
**Highest 30 Sec. Rate (June 23, 1987):** \$500.

**NETWORK BASE HOURLY RATE:** \$1574.

**City of License:** Terre Haute. **ADI:** Terre Haute. **Rank:** 127.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Clay	6,300	6,000	95
	Crawford	8,400	8,200	98
	Cumberland	4,500	4,400	98
	Edgar	8,500	8,300	98
	Effingham	12,300	11,800	96
	Jasper	4,400	4,200	97
	Lawrence	6,900	6,700	97
	Richland	7,200	7,000	97
	<b>INDIANA</b>			
	Clay	9,400	9,200	98
	Daviess	10,400	10,100	97
	Fountain	6,700	6,600	99
Greene	12,300	12,000	98	



WTHI-TV BPCT-3289 Granted 6/18/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Knox	16,000	15,700	98
	Martin	3,900	3,800	97
	Owen	6,500	6,400	98
	Parke	6,100	6,000	98
	Sullivan	8,200	8,000	98
	Vermillion	7,300	7,200	99
	Vigo	39,700	39,000	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Coles	19,700	19,300	98
	<b>INDIANA</b>			
	Monroe	36,200	35,100	97
	Pike	5,400	5,200	96
Putnam	9,800	9,600	98	
Warren	3,000	2,900	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Edwards	3,600	3,400	94
	Shelby	9,200	8,900	97
	Vermillion	36,400	35,700	98
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
	Gibson	13,100	12,800	98
	Lawrence	16,300	16,000	98
Montgomery	13,300	13,100	98	
Morgan	18,800	18,500	98	
Orange	6,900	6,700	97	
<b>Station Totals</b>		<b>409,300</b>	<b>399,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>215,500</b>
<b>Average Daily Circulation (1987)</b>				<b>123,200</b>

# Indiana—Terre Haute

**WTWO**

Ch. 2

**Network Service:** NBC.

**Licensee:** Illiana Telecasting Corp., Box 299, Terre Haute, IN 47808.

**Studio:** U.S. Hwy. 41 S, Farmersburg, IN 47850.

**Mailing Address:** Box 299, Terre Haute, IN 47808.

**Telephone:** 812-232-9504.

**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, IN on W side of U.S. Hwys. 41 & 150.

**Satellite Earth Stations:** Harris, 7-meter Ku-band; ADM, 7-meter C-band; AFC, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Avcom, Harris, Toshiba receivers.

**News Services:** NBC, UPI.

**Ownership:** Malcolm I. Glazer, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

MARK ALLEN, executive vice president & general manager.  
JERRY TILLER, sales manager.  
PHYLIS MARTINDALE, operations director.  
ARDEN RAMSEY, chief engineer.

**Highest One Hour Rate:** \$3500.

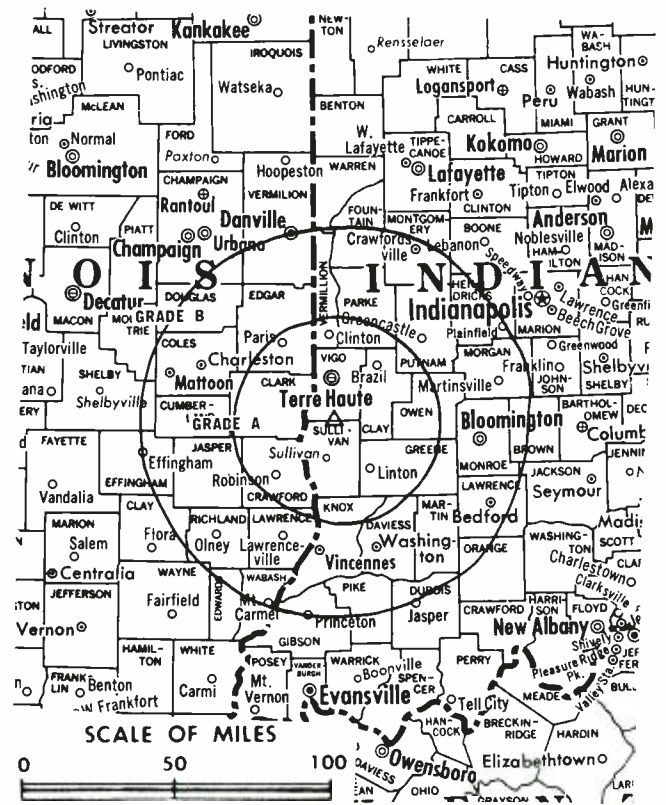
**Highest 30 Sec. Rate (May 31, 1987):** \$1100.

**NETWORK BASE HOURLY RATE:** \$2100.

**City of License:** Terre Haute. **ADI:** Terre Haute. **Rank:** 127.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Clay	6,300	6,000	95
	Coles	19,700	19,300	98
	Crawford	8,400	8,200	98
	Cumberland	4,500	4,400	98
	Edgar	8,500	8,300	98
	Effingham	12,300	11,800	96
	Jasper	4,400	4,200	97
	Lawrence	6,900	6,700	97
	Richland	7,200	7,000	97
	<b>INDIANA</b>			
	Clay	9,400	9,200	98



WTWO BMPCT-6077 Granted 4/2/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Daviess	10,400	10,100	97
	Greene	12,300	12,000	98
	Knox	16,000	15,700	98
	Martin	3,900	3,800	97
	Monroe	36,200	35,100	97
	Owen	6,500	6,400	98
	Parke	6,100	6,000	98
	Sullivan	8,200	8,000	98
	Vermillion	7,300	7,200	99
	Vigo	39,700	39,000	98
	<b>Between 25-49%</b>	<b>ILLINOIS</b>		
Vermilion		36,400	35,700	98
<b>INDIANA</b>				
Fountain		6,700	6,600	99
Lawrence		16,300	16,000	98
<b>Between 5-24%</b>	Montgomery	13,300	13,100	98
	Pike	5,400	5,200	96
	Putnam	9,800	9,600	98
	<b>ILLINOIS</b>			
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	<b>INDIANA</b>			
	Brown	5,200	5,100	98
	Dubois	12,700	12,300	97
	Orange	6,900	6,700	97
Warren	3,000	2,900	97	
<b>Station Totals</b>		<b>369,800</b>	<b>360,700</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>231,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>141,700</b>	

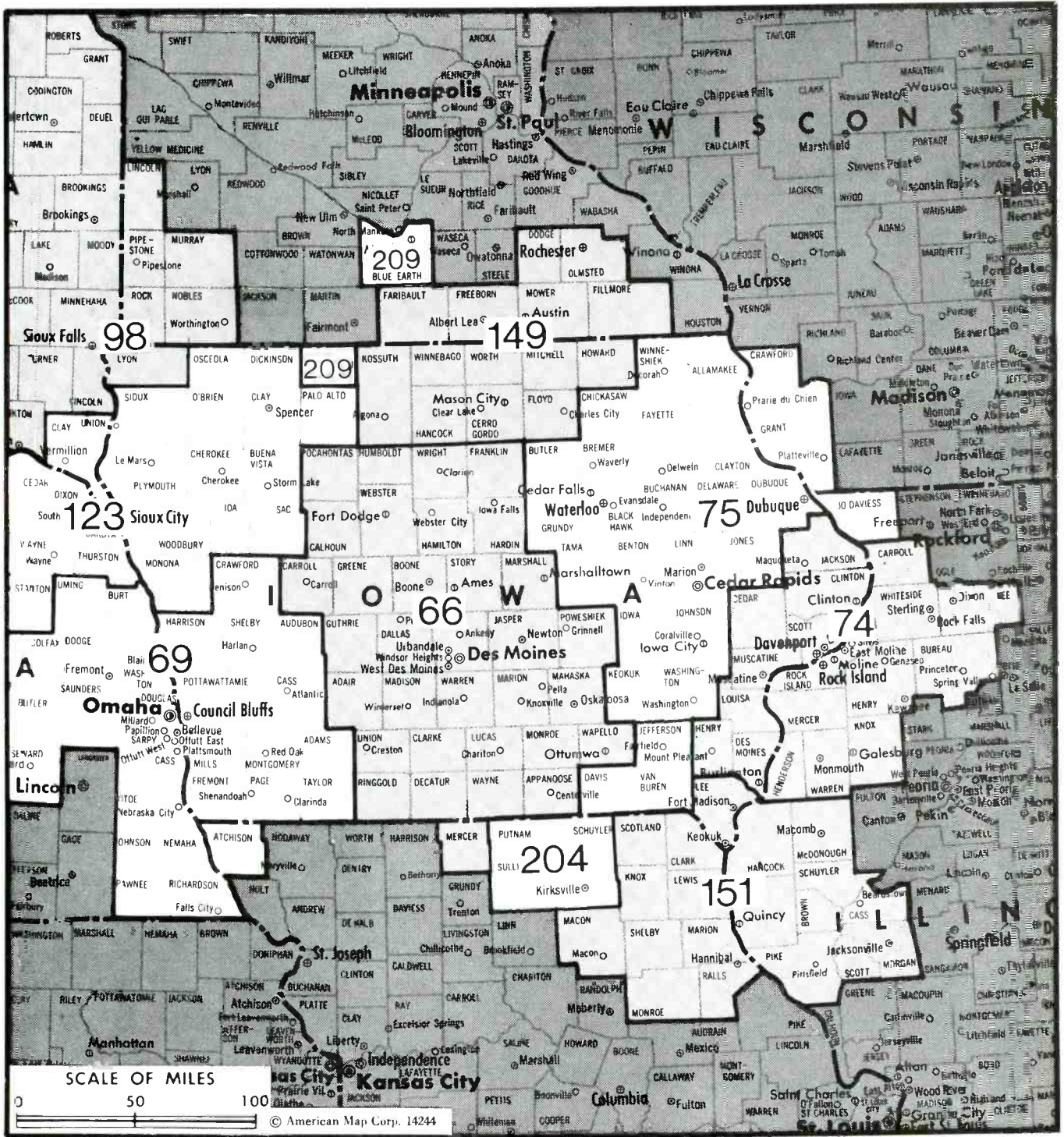
# Indiana

## WTTV , Bloomington-Indianapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Crawford	8,400	8,200	98
	Edgar	8,500	8,300	98
	Lawrence	6,900	6,700	97
	Vermilion	36,400	35,700	98
	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Carroll	7,200	7,100	99
	Cass	14,700	14,400	98
	Fountain	6,700	6,600	99
	Franklin	6,600	6,400	97
	Grant	27,500	26,900	98
	Jay	8,300	8,100	98
	Knox	16,000	15,700	98
	Miami	13,700	13,400	98
	Randolph	10,900	10,700	98
	Ripley	8,600	8,400	98
	Scott	7,400	7,200	97
	Tippecanoe	42,800	41,700	97
	Tipton	6,300	6,200	98
	Union	2,400	2,300	96
	Vigo	39,700	39,000	98
	Wabash	12,500	12,200	98
	Washington	8,200	7,900	96
	White	9,400	9,200	98

## WTTV , Bloomington-Indianapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Carroll	3,500	3,500	100
	Trimble	2,200	2,200	100
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Jasper	4,400	4,200	97
	Wabash	5,500	5,300	96
	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	Allen	107,400	105,700	98
	Clark	33,200	32,600	98
	Crawford	3,600	3,400	94
	Dearborn	13,000	12,800	98
	Dubois	12,700	12,300	97
	Harrison	10,100	9,900	98
	Pike	5,400	5,200	96
	Sullivan	8,200	8,000	98
	Switzerland	2,900	2,800	96
	Warren	3,000	2,900	97
	Warrick	16,600	16,200	98
<b>OHIO</b>				
Butler	97,800	96,600	99	
Clark	54,300	53,700	99	
Greene	45,200	44,700	99	
Montgomery	219,700	217,500	99	
Warren	35,700	35,200	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	379,300	66	KCCI-TV (8), KDSM-TV (17), WHO-TV(13), WOI-TV (5)
Omaha, NE	354,300	69	KETV (7), KMTV (3), KPTM (42), WOWT(6)
Davenport, IA-Rock Island-Moline, IL	327,800	74	KLJB-TV(18), KWOC-TV (6), WHBF-TV (4), WQAD-TV (8)
Cedar Rapids-Waterloo-Dubuque, IA	325,100	75	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Sioux Falls-Mitchell, SD	218,100	98	KABY-TV (9), KDLO-TV(3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW(17)
Sioux City, IA	167,700	123	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	141,900	149	KAAL(6), KIMT (3), KTTG (10)
Quincy, IL-Hannibal, MO	137,200	151	KHOA-TV (7), WGEM-TV(10), WTJR (16)
Ottumwa, IA-Kirksville, MO	29,200	204	KOIA-TV (15), KTVO(3)
Mankato, MN	23,300	209	KEYC-TV (12)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

WOI-TV, Ames .....	See Des Moines, IA
WHBF-TV, Davenport .....	See Rock Island, IL
WQAD-TV, Davenport .....	See Moline, IL
KAAL, Mason City .....	See Austin, MN
KTTC, Mason City .....	See Rochester, MN
KCRG-TV, KGAN & KWWL, Waterloo .....	See Cedar Rapids, IA

**Iowa Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	11	5	16
Educational Television Stations	2	6	8
	13	11	24

# Iowa—Cedar Rapids-Waterloo

## KCRG-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Cedar Rapids Television Co., 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401.

**Studio:** 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401.

**Telephone:** 319-398-8422. **TWX:** 910-525-1341.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2943-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 91° 51' 31"

**Transmitter:** 4.5-mi. NW of Walker.

**Satellite Earth Stations:** Andrew, 7.3-meter & 4.5-meter; Comtech, 3.8-meter; Prodelin, 3.7-meter; Avantek, M/A-Com, Standard Communications receivers.

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

**News Services:** AP, UPI.

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

**Began Operation:** October 15, 1953.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

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

### Personnel:

JOSEPH F. HLADKY JR., chairman of the board.  
JOSEPH F. HLADKY III, president.  
KEVIN LE ROUX, general sales manager.  
BRUCE KRUSE, chief engineer.  
BOB ALLEN, news director.  
HELMUT LENZ, program director.

**Highest One Hour Rate:** \$10,000.

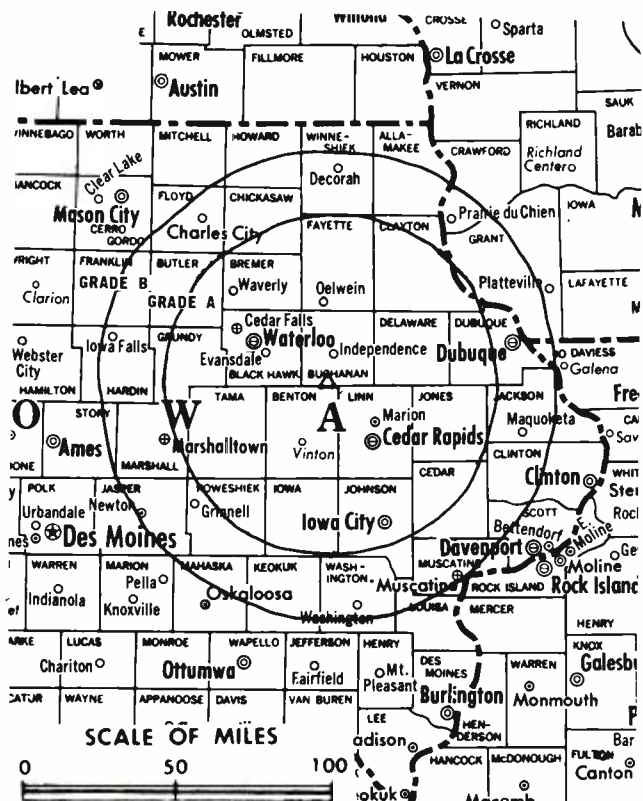
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$975.

**City of License:** Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 75.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Allamakee	5,600	5,500	98
	Benton	9,200	9,100	99
	Black Hawk	49,900	49,500	99
	Bremer	9,200	9,100	99
	Buchanan	8,300	8,200	99
	Butler	6,600	6,500	98
	Cedar	7,400	7,300	99
	Chickasaw	5,600	5,500	98
	Clayton	8,400	8,300	99
	Delaware	6,800	6,700	99
	Dubuque	31,600	31,100	98
	Fayette	9,400	9,300	99
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Grundy	5,500	5,500	100
	Iowa	6,100	6,000	98
	Jackson	8,500	8,400	99



KCRG-TV BMPCT-6432 Granted 1/11/67

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Johnson	33,800	33,200	98	
	Jones	7,400	7,300	99	
	Keokuk	5,000	4,900	98	
	Linn	66,800	66,300	99	
	Poweshiek	7,300	7,200	99	
	Tama	7,200	7,100	99	
	Washington	7,900	7,800	99	
	Winneshiek	7,800	7,700	99	
	<b>WISCONSIN</b>				
	Crawford	6,100	6,000	98	
<b>Between 25-49%</b>	<b>IOWA</b>				
	Henry	7,200	7,100	99	
	Howard	4,200	4,100	98	
	Jefferson	6,300	6,200	98	
	Marshall	16,200	16,100	99	
Wapello	15,800	15,600	99		
<b>ILLINOIS</b>	Jo Daviess	9,100	8,800	97	
	<b>WISCONSIN</b>				
Grant	17,900	17,300	97		
<b>Between 5-24%</b>	<b>IOWA</b>				
	Cerro Gordo	19,600	19,400	99	
	Hardin	8,400	8,300	99	
	Louisa	4,700	4,600	98	
	Mahaska	9,300	9,200	99	
	Mitchell	4,600	4,500	98	
	Muscatine	15,500	15,400	99	
	Worth	3,600	3,600	100	
	<b>WISCONSIN</b>				
	Lafayette	6,200	6,100	98	
<b>Station Totals</b>		<b>488,600</b>	<b>482,300</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>314,800</b>		
<b>Average Daily Circulation (1987)</b>			<b>174,300</b>		

# Iowa—Cedar Rapids-Waterloo

**KGAN**

Ch. 2

**Network Service:** CBS.

**Licensee:** Guy Gannett Publishing Co., Box 3131, Cedar Rapids, IA 52406.

**Studio:** 600 Old Marion Rd. NE, Cedar Rapids, IA 52402.

**Mailing Address:** Box 3131, Cedar Rapids, IA 52406.

**Telephone:** 319-395-9060. **TWX:** 910-525-1326.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1430-ft. above av. terrain, 1336-ft. above ground, 2385-ft. above sea level.

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

**Transmitter:** 4.75-mi. N of Urbana.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Guy Gannett Bcstg. Services, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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 (Vol. 8:25).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

MICHAEL L. BOCK, vice president & general manager.  
DICK AUNE, general sales manager.  
JOHN GANAHL, production manager.  
JOHN ALTENBERN, director of news.  
BOB BURNS, chief engineer.  
BARRY NORRIS, program manager & public affairs director.  
ROD CASZATT, promotion manager.

**Highest One Hour Rate:** \$2600.

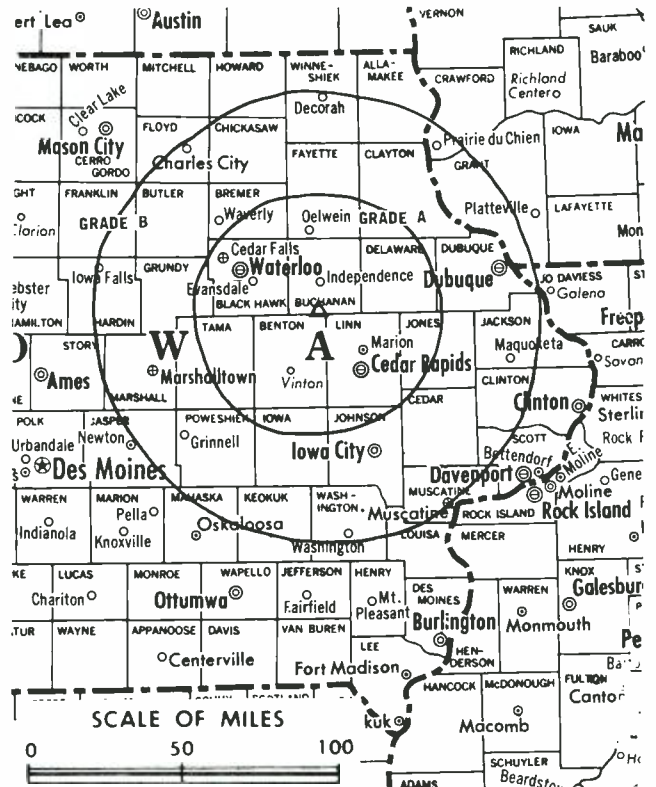
**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1047.

**City of License:** Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 75.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Allamakee	5,600	5,500	98
	Benton	9,200	9,100	99
	Black Hawk	49,900	49,500	99
	Bremer	9,200	9,100	99
	Buchanan	8,300	8,200	99
	Butler	6,600	6,500	98
	Cedar	7,400	7,300	99
	Chickasaw	5,600	5,500	98
	Clayton	8,400	8,300	99
	Delaware	6,800	6,700	99
	Dubuque	31,600	31,100	98
	Fayette	9,400	9,300	99
	Grundy	5,500	5,500	100
Iowa	6,100	6,000	98	



KGAN BPCT—2102 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>JOHNSON</b>	33,800	33,200	98
	Jones	7,400	7,300	99
	Keokuk	5,000	4,900	98
	Linn	66,800	66,300	99
	Poweshiek	7,300	7,200	99
	Tama	7,200	7,100	99
	Washington	7,900	7,800	99
	Winnebuck	7,800	7,700	99
	<b>WISCONSIN</b>			
	Grant	17,900	17,300	97
<b>Between 25-49%</b>	<b>IOWA</b>			
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Jackson	8,500	8,400	99
	Jefferson	6,300	6,200	98
Marshall	16,200	16,100	99	
<b>ILLINOIS</b>	Jo Daviess	9,100	8,800	97
	<b>WISCONSIN</b>			
Crawford	6,100	6,000	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Hardin	8,400	8,300	99
	Howard	4,200	4,100	98
	Louisa	4,700	4,600	98
	Muscatine	15,500	15,400	99
	Worth	3,600	3,600	100
	<b>MINNESOTA</b>			
	Fillmore	7,900	7,800	99
	<b>WISCONSIN</b>			
	Lafayette	6,200	6,100	98
<b>Station Totals</b>		<b>440,000</b>	<b>434,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>306,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>188,100</b>	

# Iowa—Waterloo-Cedar Rapids

**KWWL**

Ch. 7

**Network Service:** NBC.

**Licensee:** American Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, IA 50703.

**Studio:** 500 E. 4th St., Waterloo, IA 50703.

**Telephone:** 319-291-1200. **TWX:** 910-525-1271.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44-kw aural. Antenna: 1980-ft. above av. terrain, 1930-ft. above ground, 2910-ft. above sea level.

Latitude 42° 24' 04"  
Longitude 91° 50' 43"

**Transmitter:** 2-mi. N of Rowley, IA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, NBC, NIWS, UPI.

**Ownership:** American Family Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 25, 1953. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980 (*Television Digest*, Vol. 19:41).

**Represented (sales):** Blair Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

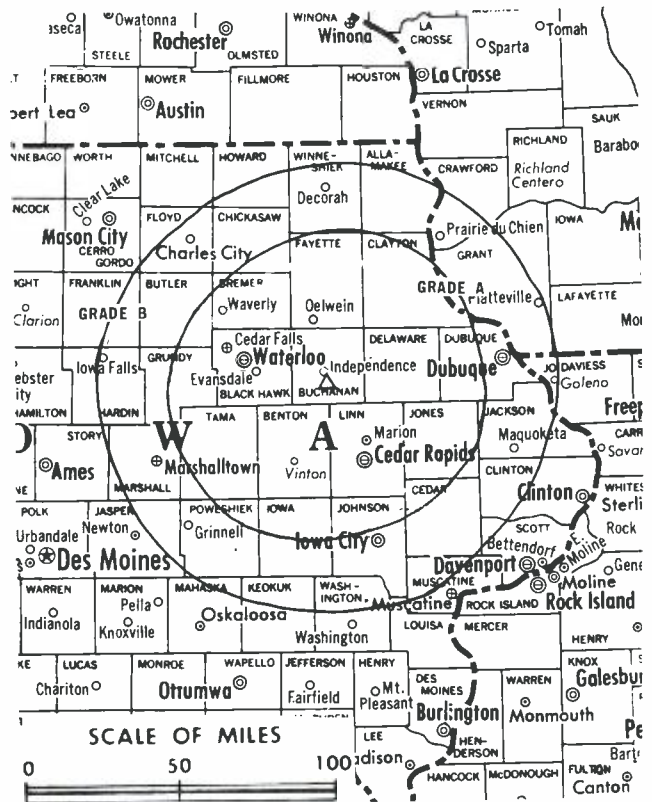
JAMES WATERBURY, president & general manager.  
RON JOHNSON, vice president, television sales.  
DAVID WARD, vice president, operations.  
GRANT PRICE, vice president, news & public affairs.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Waterloo. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 75.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Allamakee	5,600	5,500	98
	Benton	9,200	9,100	99
	Black Hawk	49,900	49,500	99
	Bremer	9,200	9,100	99
	Buchanan	8,300	8,200	99
	Butler	6,600	6,500	98
	Cedar	7,400	7,300	99
	Chickasaw	5,600	5,500	98
	Clayton	8,400	8,300	99
	Delaware	6,800	6,700	99
	Dubuque	31,600	31,100	98
	Fayette	9,400	9,300	99
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Grundy	5,500	5,500	100
	Howard	4,200	4,100	98
	Iowa	6,100	6,000	98



KWWL BMPCT-6729 Granted 1/4/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Johnson	33,800	33,200	98
	Jones	7,400	7,300	99
	Keokuk	5,000	4,900	98
	Linn	66,800	66,300	99
	Tama	7,200	7,100	99
	Washington	7,900	7,800	99
	Winneshiek	7,800	7,700	99
	<b>WISCONSIN</b>			
	Crawford	6,100	6,000	98
	Grant	17,900	17,300	97
	<b>Between 25-49%</b>	<b>IOWA</b>		
Hardin		8,400	8,300	99
Jackson		8,500	8,400	99
Marshall		16,200	16,100	99
Poweshiek	7,300	7,200	99	
<b>ILLINOIS</b>	Jo Daviess	9,100	8,800	97
	<b>Between 5-24%</b>	<b>IOWA</b>		
Cerro Gordo		19,600	19,400	99
Jefferson		6,300	6,200	98
Mitchell		4,600	4,500	98
Muscatine		15,500	15,400	99
Worth		3,600	3,600	100
<b>WISCONSIN</b>	Iowa	7,500	7,300	97
	Lafayette	6,200	6,100	98
<b>Station Totals</b>		<b>459,100</b>	<b>453,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>328,100</b>
<b>Average Daily Circulation (1987)</b>				<b>218,600</b>



# Iowa—Davenport

## KLJB-TV

Ch. 18

**Network Service:** Fox.

**Licensee:** Davenport Communications Ltd. Partnership, 937 E. 53rd St., Davenport, IA 52807.

**Studio:** 937 E. 53rd St., Suite D, Davenport, IA 52807.

**Telephone:** 319-386-1818.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2950-kw max. visual, 295-kw max. aural. Antenna: 990-ft. above av. terrain, 942-ft. above ground, 1722-ft. above sea level.

Latitude 41° 19' 17"  
Longitude 90° 22' 47"

**Transmitter:** W side of Hwy. 150, 1.75-mi. S of Orion, IL.

**Satellite Earth Station:** United Satellite Systems, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Davenport Communications Ltd. Partnership, 100%. DCLP ownership: Davenport Bcstg. Co., gen. partner, 12%; George Gimpel, Herbert Somekh, Allan Greenblatt, Joel Greenblatt, Edward Hanna, Lee Hanna, Ltd. partners. DBC ownership: Gary L. Brandt, pres.; Richard Greenblatt, v.p.-secy.; Kathleen S. DeBoeuf, treas.; Lee Hanna, James Davis, Robert Smith, Simon Roberts & Joseph Canty. Lee Hanna has interest in KSAS-TV, Wichita, KS.

**Began Operation:** July 28, 1985.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

- GARY L. BRANDT, general manager.
- BRIDGET B. BOWEN, general sales manager.
- DON BARGMANN, chief engineer.
- RANDY BELK, program manager.
- JENNIFER LEVI, public service director.
- JOY BORUFF, promotion manager.
- KATHLEEN S. DeBOEUF, business manager.
- SUE PASSE, production director.
- PENNY FOY, traffic manager.

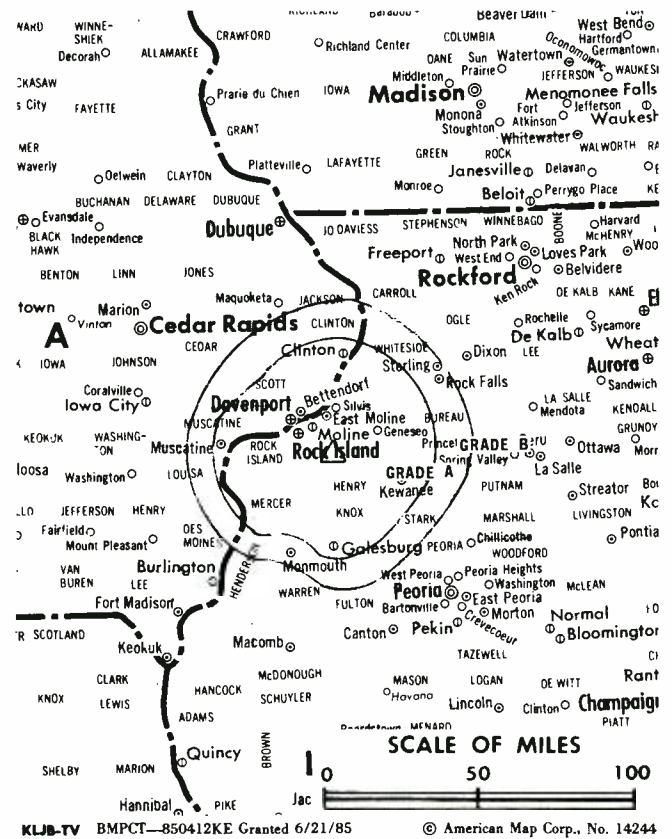
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$900.

**City of License:** Davenport. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 74.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Clinton	21,100	20,900	99
	Scott	63,200	62,700	99
	<b>ILLINOIS</b>			
	Henry	20,900	20,600	99
	Mercer	7,400	7,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Louisa	4,700	4,600	98
	Muscatine	15,500	15,400	99
	<b>ILLINOIS</b>			
	Carroll	6,900	6,800	99
	Henderson	3,500	3,400	97
	Knox	23,400	23,100	99
	Putnam	2,400	2,300	96
	Rock Island	63,200	62,500	99
Stark	2,800	2,800	100	
Warren	8,100	8,000	99	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Des Moines	18,300	18,100	99
	Henry	7,200	7,100	99
	Jackson	8,500	8,400	99
	Jones	7,400	7,300	99
	Washington	7,900	7,800	99
	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
	Lee	12,900	12,700	98
	Mc Donough	13,000	12,700	98
Whiteside	24,400	24,000	98	
<b>Station Totals</b>		<b>365,000</b>	<b>360,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>133,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>54,500</b>	

# Iowa—Davenport

## KWQC-TV

(formerly WOC-TV)

Ch. 6

**Network Service:** NBC.

**Licensee:** Palmer Communications Inc., 805 Brady St., Davenport, IA 52808.

**Studio:** 805 Brady St., Davenport, IA 52808.

**Telephone:** 319-383-7000. **TWX:** 910-525-1189.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 4 in operation; SatCom, 7-meter; M/A-Com, Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Palmer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 31, 1949.

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

WILLIAM J. RYAN, president.  
KENNETH MacQUEEN, vice president & general manager.  
JOE LENTZ, station manager.  
JOHN HEGEMAN, director of engineering.  
TOM HESTON, sales manager.  
RICK THEDWALL, program director.  
JOHN JANES, news director.

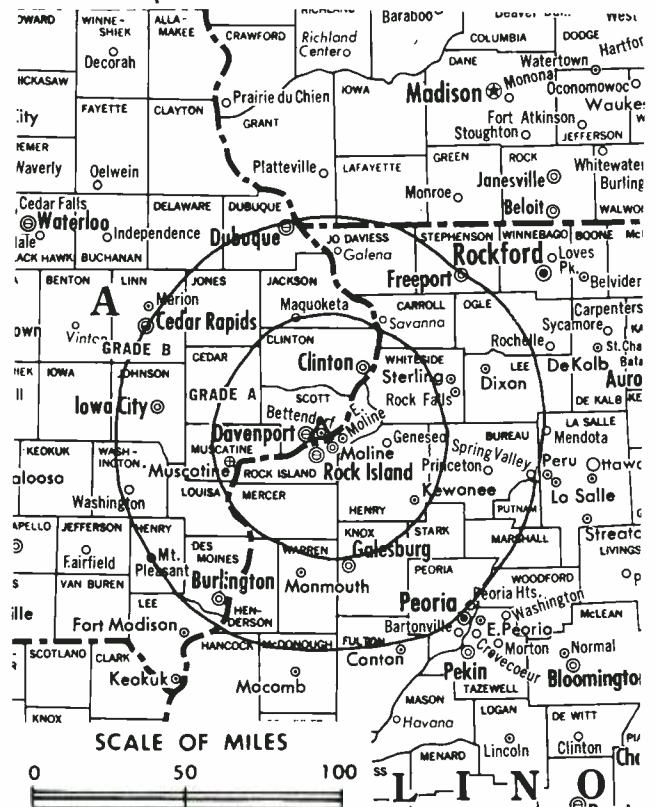
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$1900.

**City of License:** Davenport. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 74.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Des Moines	18,300	18,100	99
	Henry	7,200	7,100	99
	Jackson	8,500	8,400	99
	Louisa	4,700	4,600	98
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	<b>ILLINOIS</b>			
	Bureau	14,900	14,600	98
Carroll	6,900	6,800	99	
Henderson	3,500	3,400	97	
Henry	20,900	20,600	99	



KWQC-TV BPTC-810430KG Granted 7/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jo Daviess	9,100	8,800	97
	Knox	23,400	23,100	99
	Lee	12,900	12,700	98
	Mercer	7,400	7,300	99
	Rock Island	63,200	62,500	99
	Stark	2,800	2,800	100
	Warren	8,100	8,000	99
Whiteside	24,400	24,000	98	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Jones	7,400	7,300	99
	Lee	16,600	16,400	99
Washington	7,900	7,800	99	
<b>ILLINOIS</b>	Mc Donough	13,000	12,700	98
	Putnam	2,400	2,300	96
	<b>Between 5-24%</b>			
<b>IOWA</b>				
Benton	9,200	9,100	99	
Dubuque	31,600	31,100	98	
Jefferson	6,300	6,200	98	
Johnson	33,800	33,200	98	
Van Buren	3,300	3,200	97	
<b>ILLINOIS</b>				
Fulton	16,300	15,900	98	
Hancock	9,400	9,200	98	
La Salle	43,300	42,400	98	
Ogle	17,800	17,500	98	
<b>Station Totals</b>		<b>561,700</b>	<b>553,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>337,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>225,400</b>	

# Iowa—Des Moines

## KCCI-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** H & C Communications Inc., 3050 Post Oak Blvd., Suite 1330, Houston, TX 77056.

**Studio:** 888 9th St., Des Moines, IA 50308.

**Mailing Address:** Box 10305, Des Moines, IA 50306.

**Telephone:** 515-247-8888.

**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, IA.

**Satellite Earth Stations:** Prodelin, 5-meter C-band; RCA Americom, 3.6-meter Ku-band; KLM, 5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** H & C Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 31, 1955. Merger of Cowles Bcstg. into H & C Communications approved by FCC Oct. 24, 1984 (*Television Digest*, Vol. 24:26, 35).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

### Personnel:

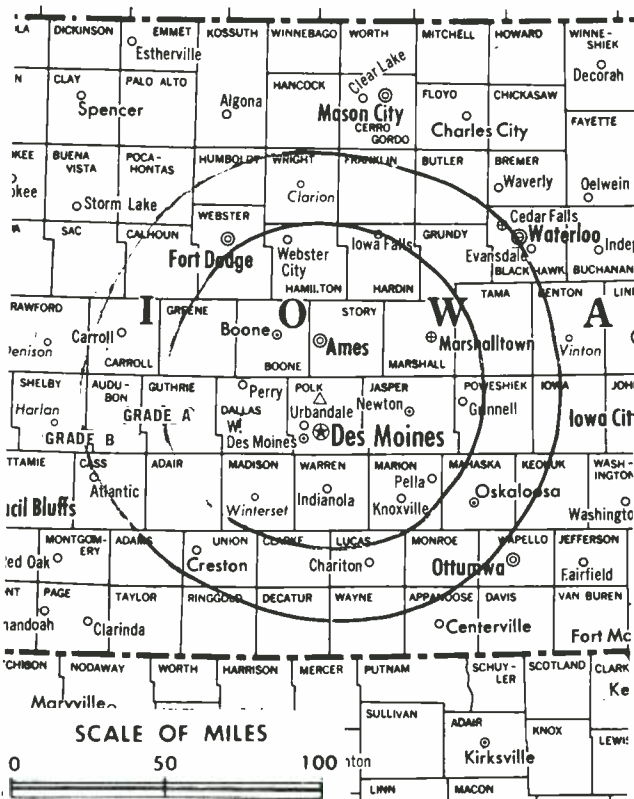
PAUL FREDERICKSEN, president & general manager.  
RON BRIGGS, general sales manager.  
GUY KOENIGSBERGER, vice president, programs & community affairs.  
JOHN PASCUZZI, vice president, operations.  
PAUL RHOADES, vice president, news & public affairs.  
BILL HUEY, vice president & chief engineer.  
ROBERT DAY, advertising & promotion manager.

**Rates:** On request.

**City of License:** Des Moines. **ADI:** Des Moines. **Rank:** 66.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,300	10,200	99
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Clarke	3,600	3,600	100
	Dallas	12,000	11,900	99
	Davis	3,500	3,500	100
	Decatur	3,600	3,500	97
	Franklin	5,300	5,300	100
	Greene	4,800	4,800	100
	Guthrie	4,800	4,700	98
	Hamilton	7,000	6,900	99
	Hardin	8,400	8,300	99
	Humboldt	5,200	5,100	98
	Jasper	14,300	14,200	99
	Lucas	4,300	4,200	98
	Madison	4,700	4,700	100
Mahaska	9,300	9,200	99	



KCCI-TV BMPCT-7477 Granted 7/31/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	11,300	11,200	99
	Marshall	16,200	16,100	99
	Monroe	3,500	3,500	100
	Palo Alto	4,800	4,700	98
	Pocahontas	4,200	4,100	98
	Polk	127,700	126,700	99
	Poweshiek	7,300	7,200	99
	Ringgold	2,400	2,400	100
	Sac	5,400	5,300	98
	Story	25,800	25,500	99
	Union	5,700	5,600	98
	Wapello	15,800	15,600	99
	Warren	13,400	13,300	99
	Wayne	3,400	3,300	97
	Webster	16,900	16,700	99
	Wright	6,400	6,300	98
	<b>MISSOURI</b>	Mercer	1,700	1,700
Putnam		2,200	2,200	100
Worth		1,100	1,100	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	Buena Vista	8,200	8,100	99
	Cass	7,200	7,100	99
	Grundy	5,500	5,500	100
	Keokuk	5,000	4,900	98
	Kossuth	8,200	8,100	99
	Montgomery	5,700	5,600	98
	Page	7,800	7,700	99
	Shelby	5,500	5,500	100
	Tama	7,200	7,100	99
Taylor	3,300	3,200	97	
(Continued on page A-431)				
<b>Station Totals</b>		<b>516,600</b>	<b>511,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>388,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>256,700</b>	

# Iowa—Des Moines

## KDSM-TV

Ch. 17

**Network Service:** None, independent.

**Licensee:** Duchossois Communications Co. of Iowa, 4023 Fleur Dr., Des Moines, IA 50321.

**Studio:** 4023 Fleur Dr., Des Moines, IA 50321.

**Telephone:** 515-284-1717.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 3110-kw max. visual, 311-kw max. aural. Antenna: 1516-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.

**Satellite Earth Stations:** 2 in operation; Prodelin, 5-meter; Microwave Assoc. receivers.

**News Service:** INN.

**Ownership:** Duchossois Communications Co., 100%. DCC ownership: The Duchossois Group Inc., 100%. DGI ownership: Richard L. Duchossois, pres., 54.4%; R. Bruce Duchossois, v.p.-secy.; Craig J. Duchossois, v.p.-treas.; Dayle P. Duchossois & Kimberly D. Lenczuk, v.p.s.; John M. Hartigan, asst. secy.; remainder held by Hartigan, Lenczuk, Craig & R. Bruce Duchossois on behalf of various trusts. DGI is licensee of WASK-AM-FM Lafayette, IN & KDAL (FM), Duluth, MN.

**Began Operation:** March 14, 1983. Sale to present owners by William J. Trout, Raymond J. Gazzo & Carl G. Goldsberry, approved by FCC April 19, 1985 (Television Digest, Vol. 25:8).

**Represented (sales):** Settel Inc.

**Represented (legal):** Tierney & Swift.

**Personnel:**

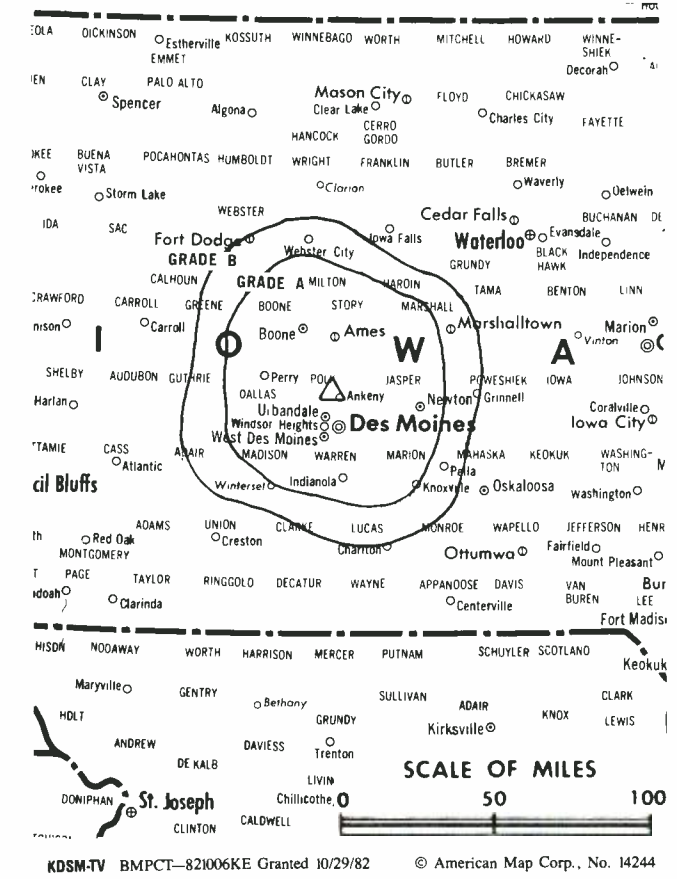
TOMMY THOMPSON, vice president & general manager.  
TED STEPHENS, general sales manager.  
PERRY GARDNER, production manager.  
ALAN HAY, operations manager.  
VICKIE HARBERT, promotion manager.  
MARTIN MOHRFIELD, chief engineer.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Des Moines. **ADI:** Des Moines. **Rank:** 66.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Boone	10,300	10,200	99
	Dallas	12,000	11,900	99
	Greene	4,800	4,800	100
	Guthrie	4,800	4,700	98
	Hamilton	7,000	6,900	99
	Jasper	14,300	14,200	99
	Madison	4,700	4,700	100
	Polk	127,700	126,700	99
	Story	25,800	25,500	99
	Warren	13,400	13,300	99
	Webster	16,900	16,700	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Adair	3,800	3,800	100



KDSM-TV BMPCT—821006KE Granted 10/29/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Clarke	3,600	3,600	100
	Hardin	8,400	8,300	99
	Lucas	4,300	4,200	98
	Mahaska	9,300	9,200	99
	Marion	11,300	11,200	99
	Marshall	16,200	16,100	99
	Monroe	3,500	3,500	100
	Poweshiek	7,300	7,200	99
	Ringgold	2,400	2,400	100
	Union	5,700	5,600	98
	Wayne	3,400	3,300	97
	Wright	6,400	6,300	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Decatur	3,600	3,500	97
	Franklin	5,300	5,300	100
	Grundy	5,500	5,500	100
	Humboldt	5,200	5,100	98
	Keokuk	5,000	4,900	98
	Palo Alto	4,800	4,700	98
	Pocahontas	4,200	4,100	98
	Sac	5,400	5,300	98
Tama	7,200	7,100	99	
Taylor	3,300	3,200	97	
Wapello	15,800	15,600	99	
<b>Station Totals</b>		<b>415,600</b>	<b>411,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>182,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>78,200</b>	

# Iowa—Des Moines

## WHO-TV

Ch. 13

**Network Service:** NBC.

**Licensee:** Palmer Communications Inc., 1801 Grand Ave., Des Moines, IA 50308.

**Studio:** 1801 Grand Ave., Des Moines, IA 50308.

**Telephone:** 515-242-3500. **TWX:** 910-520-2549.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive SatCom, 7-meter; Microwave Assoc., Scientific-Atlanta receivers.

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

**FM Affiliate:** KLYF, 100-kw, 100.3 MHz (No. 262), 1700-ft.

**News Services:** AP, UPI, NBC.

**Ownership:** Palmer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 15, 1954.

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.; A.D. Ring & Associates.

### Personnel:

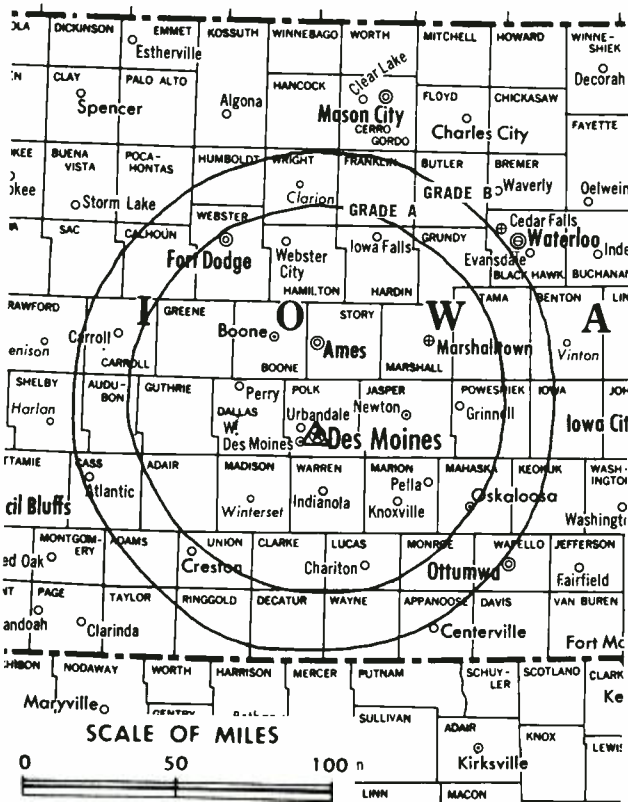
JOHN LEIFHEIT, station manager.  
RAY JOHNSON, general sales manager.  
BILL DEWERT, program & operations manager.  
STEVE TUTTLE, news director.  
PHIL HUFFMAN, promotion manager.  
KEN ERICKSON, director of engineering.

**Rates:** Not available.

**City of License:** Des Moines. **ADI:** Des Moines. **Rank:** 66.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,300	10,200	99
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Clarke	3,600	3,600	100
	Dallas	12,000	11,900	99
	Davis	3,500	3,500	100
	Decatur	3,600	3,500	97
	Franklin	5,300	5,300	100
	Greene	4,800	4,800	100
	Guthrie	4,800	4,700	98
	Hamilton	7,000	6,900	99
	Hardin	8,400	8,300	99
	Humboldt	5,200	5,100	98
	Jasper	14,300	14,200	99



WHO-TV BPCT-5011 Granted 7/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	6,300	6,200	98
	Kossuth	8,200	8,100	99
	Lucas	4,300	4,200	98
	Madison	4,700	4,700	100
	Mahaska	9,300	9,200	99
	Marion	11,300	11,200	99
	Marshall	16,200	16,100	99
	Monroe	3,500	3,500	100
	Pocahontas	4,200	4,100	98
	Polk	127,700	126,700	99
	Poweshiek	7,300	7,200	99
	Ringgold	2,400	2,400	100
	Story	25,800	25,500	99
	Union	5,700	5,600	98
	Wapello	15,800	15,600	99
	Warren	13,400	13,300	99
	Wayne	3,400	3,300	97
	Webster	16,900	16,700	99
	Wright	6,400	6,300	98
<b>MISSOURI</b>	Mercer	1,700	1,700	100
	Putnam	2,200	2,200	100
	<b>IOWA</b>			
<b>Between 25-49%</b>	Cass	7,200	7,100	99
	Grundy	5,500	5,500	100
	Keokuk	5,000	4,900	98
	Montgomery	5,700	5,600	98
	Palo Alto	4,800	4,700	98
	Sac	5,400	5,300	98
	Tama	7,200	7,100	99
	Taylor	3,300	3,200	97

(Continued on page A-431)

<b>Station Totals</b>	<b>502,500</b>	<b>497,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>386,100</b>	
<b>Average Daily Circulation (1987)</b>		<b>246,200</b>	

# Iowa—Ames-Des Moines

## WOI-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Iowa State University Bcstg. Corp., Ames, IA 50011.

**Studio:** Iowa State U. of Science & Technology Communications Bldg., Ames, IA 50011.

**Telephone:** 515-294-5555. **TWX:** 910-520-1152.

**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.

**Satellite Earth Stations:** Transmit/Receive Harris, 9-meter; Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Andrew, 4.5-meter; Microdyne, 3.7-meter Ku-band; Avantek, Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, ABC.

**Ownership:** Iowa State University Bcstg. Corp., 100%. Keith K. Ketcham, pres.; Robert G. Helmers, v.p.; John D. Shors, secy.; Margaret S. Pickett, treas.

**Began Operation:** February 21, 1950.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

KEITH K. KETCHAM, general manager.  
BOB HELMERS, station manager.  
JAMES WAREHAM, general sales manager.  
ED A. POWERS, chief engineer.  
TERRY BYNUM, news director.  
JANIS MARVIN, programming coordinator.  
BETTY LOU VARNUM, public affairs coordinator.

**Highest One Hour Rate:** \$1760.

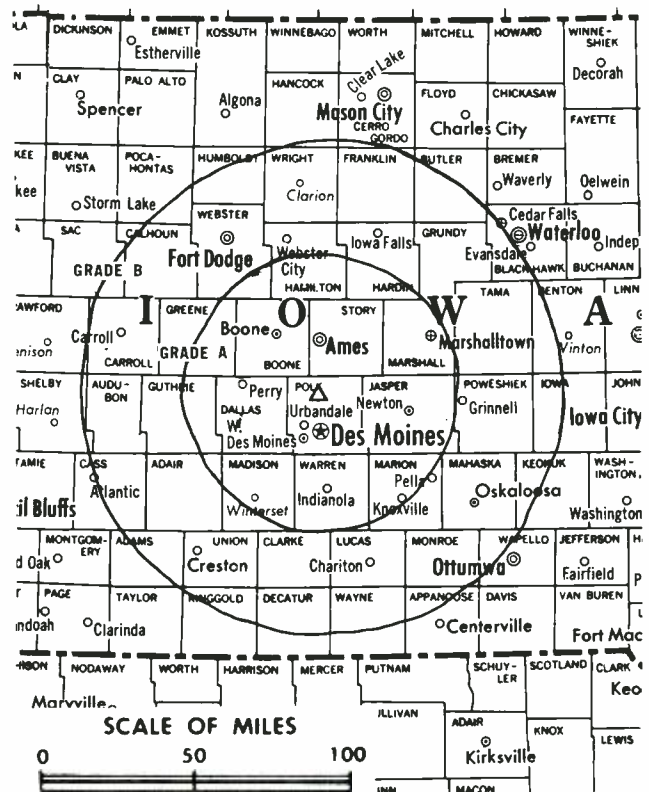
**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Ames. **ADI:** Des Moines. **Rank:** 66.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Audubon	3,200	3,200	100
	Boone	10,300	10,200	99
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Clarke	3,600	3,600	100
	Dallas	12,000	11,900	99
	Decatur	3,600	3,500	97
	Franklin	5,300	5,300	100
	Greene	4,800	4,800	100
	Guthrie	4,800	4,700	98
	Hamilton	7,000	6,900	99
	Hardin	8,400	8,300	99
	Humboldt	5,200	5,100	98
	Jasper	14,300	14,200	99
	Lucas	4,300	4,200	98
	Madison	4,700	4,700	100



WOI-TV BMPCT-7324 Granted 12/20/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mahaska	9,300	9,200	99
	Marion	11,300	11,200	99
	Marshall	16,200	16,100	99
	Monroe	3,500	3,500	100
	Pocahontas	4,200	4,100	98
	Polk	127,700	126,700	99
	Poweshiek	7,300	7,200	99
	Ringgold	2,400	2,400	100
	Sac	5,400	5,300	98
	Story	25,800	25,500	99
	Union	5,700	5,600	98
	Warren	13,400	13,300	99
	Wayne	3,400	3,300	97
	Webster	16,900	16,700	99
Wright	6,400	6,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	Appanoose	6,300	6,200	98
	Cass	7,200	7,100	99
	Crawford	7,100	7,000	99
	Grundy	5,500	5,500	100
	Keokuk	5,000	4,900	98
	Kossuth	8,200	8,100	99
	Palo Alto	4,800	4,700	98
	Shelby	5,500	5,500	100
	Tama	7,200	7,100	99
	Taylor	3,300	3,200	97
	Wapello	15,800	15,600	99
	<b>MISSOURI</b>			
	Mercer	1,700	1,700	100
Putnam	2,200	2,200	100	

(Continued on page A-431)

<b>Station Totals</b>	<b>534,500</b>	<b>528,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>362,200</b>
<b>Average Daily Circulation (1987)</b>			<b>205,800</b>

# Iowa—Dubuque

## KDUB-TV

Ch. 40

**Network Service:** ABC.

**Licensee:** Dubuque TV Ltd. Partnership, One Cycare Plaza, Dubuque, IA 52001.

**Studio:** 9th Floor, One Cycare Plaza, Dubuque, IA 52001.

**Telephone:** 319-556-4040.

**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 IL state line, 0.75-mi. W of Hwy. 35, Grant County, WI.

**Satellite Earth Stations:** Calstar, 4.6-meter; Prodelin, 4.2-meter; Avantek, Scientific-Atlanta receivers.

**News Service:** ABC, UPI.

**Ownership:** Dubuque TV Ltd. Partnership. Thomas G. Bond, gen. partner & ltd. partner, 100%; William M. Abernathy, Guy E. Moman Jr., Thomas J. Joiner, John Hall Nelson, Scott G. Davis & Fred H. Davis, ltd. partners.

**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 The Commercial Dispatch Publishing Co. approved by FCC Sept. 13, 1979. Sale to present owner approved by FCC Feb. 8, 1985.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey.

**Personnel:**

THOMAS G. BOND, general manager & general sales manager.  
DAVE BASINGER, program director, operations & business manager.  
GARY HAVERLAND, chief engineer.  
MARSHALL PORTER, local sales manager.  
JOE DENK, news director.

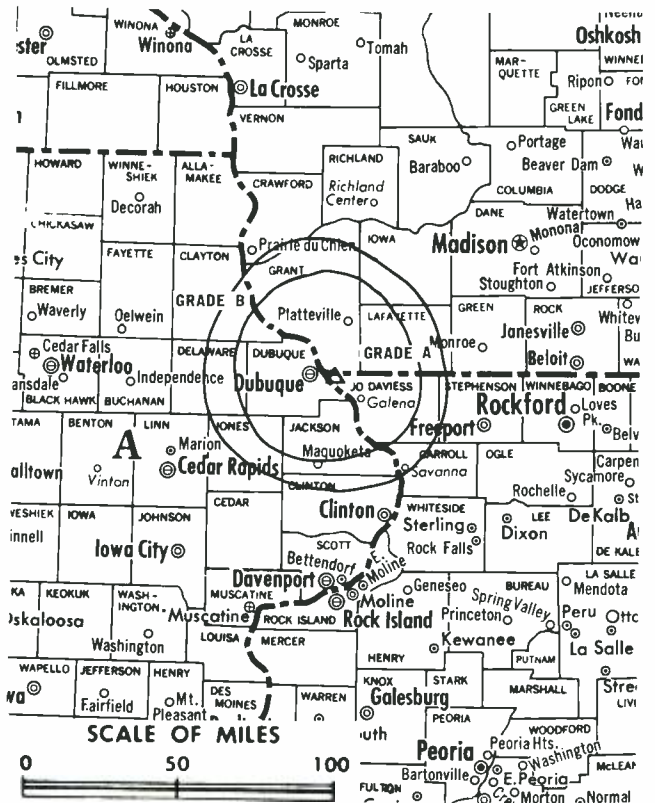
**Highest 30 Sec. Rate:** \$135.

**NETWORK BASE HOURLY RATE:** \$75.

**City of License:** Dubuque. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 75.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b> Dubuque	31,600	31,100	98



KDUB-TV BPCT-4978 Granted 2/11/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b> Grant	17,900	17,300	97
<b>Between 25-49%</b>	<b>ILLINOIS</b> Jo Daviess	9,100	8,800	97
	<b>WISCONSIN</b> Lafayette	6,200	6,100	98
<b>Between 5-24%</b>	<b>IOWA</b> Allamakee	5,600	5,500	98
	Clayton	8,400	8,300	99
	Jackson	8,500	8,400	99
	Jones	7,400	7,300	99
	<b>WISCONSIN</b> Crawford	6,100	6,000	98
	Iowa	7,500	7,300	97
<b>Station Totals</b>		<b>108,300</b>	<b>106,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>42,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>24,100</b>	

# Iowa—Mason City

**KIMT**

Ch. 3

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Inc., Box 1717, Spartanburg, SC 29304.

**Studio:** 2nd & Pennsylvania Ave., Mason City, IA 50401.

**Telephone:** 515-423-2540. **TWX:** 910-523-6966.

**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:** 3.5-mi. E of St. Ansgar, IA.

**Satellite Earth Stations:** Scientific-Atlanta, 3.7-meter; Scientific-Atlanta, 3.9-meter; 2 Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 7.5-meter; Scientific-Atlanta, DX Antenna, Harris, M/A-Com receivers.

**News Services:** UPI, CNN.

**Ownership:** Spartan Radiocasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1954. Sale to Daily Telegraph Printing Co. by Lee Enterprises approved by FCC April 22, 1980 (**Television Digest**, Vol. 20:1). Sale to present owner approved by FCC June 12, 1984 (Vol. 24:15).

**Represented (sales):** Katz Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- EARL SCHOBORG, general manager.
- VERN SCHOFIELD, general sales manager.
- PALMA POPE, local/regional sales manager.
- BART CURRAN, program director.
- SHARON RADLOFF, promotions manager.
- LARRY HUEGLI, news director.
- DALE BYRE, chief engineer.

**Highest One Hour Rate:** \$1650.

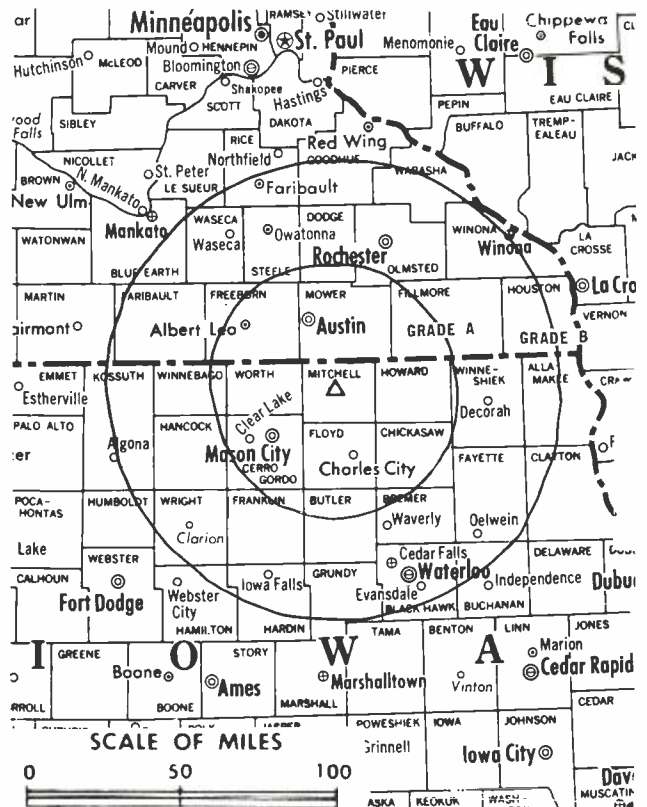
**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$615.

**City of License:** Mason City. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 149.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Butler	6,600	6,500	98
	Cerro Gordo	19,600	19,400	99
	Chickasaw	5,600	5,500	98
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Hancock	5,600	5,500	98
	Howard	4,200	4,100	98
	Kossuth	8,200	8,100	99
	Mitchell	4,600	4,500	98
	Winnebago	5,300	5,200	98
	Worth	3,600	3,600	100



KIMT BMPCT-7648 Granted 8/31/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Fillmore	7,900	7,800	99
	Freeborn	13,400	13,300	99
	Mower	15,000	14,900	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Winneshiek	7,800	7,700	99
	Wright	6,400	6,300	98
	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
Faribault	7,400	7,300	99	
Olmsted	35,800	35,500	99	
Steele	11,000	10,900	99	
Waseca	6,900	6,800	99	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Allamakee	5,600	5,500	98
	Bremer	9,200	9,100	99
	Emmet	5,100	5,000	98
	Hardin	8,400	8,300	99
	Humboldt	5,200	5,100	98
	Palo Alto	4,800	4,700	98
	<b>MINNESOTA</b>			
	Houston	6,400	6,300	98
	Rice	15,800	15,600	99
Wabasha	7,400	7,300	99	
Winona	16,000	15,700	98	
<b>WISCONSIN</b>				
Crawford	6,100	6,000	98	
Richland	6,600	6,400	97	
<b>Station Totals</b>		<b>289,600</b>	<b>285,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>141,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>79,100</b>	



# Iowa—Ottumwa

## KOIA-TV

Ch. 15

**Network Service:** None, independent.

**Grantee:** Public Interest Broadcast Group Inc., 12334 Summerport Lane, Windermere, FL 32786.

**Studio:** 820 W. Second St., Ottumwa, IA 52501.

**Telephone:** 515-684-5884.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 166-kw max. visual, 16.6-kw max. aural. Antenna: 410-ft. above av. terrain, 417-ft. above ground, 1157-ft. above sea level.

Latitude 40° 57' 50"  
Longitude 92° 23' 50"

**Transmitter:** 3.4-mi. SSE of intersection of Hwys. 63 & 34, Keokuk Twp.

**Satellite Earth Stations:** KLM, 4.8-meter C-band; KLM, 3.9-meter Ku-band; KLM, M/A-Com receivers.

**Ownership:** Public Interest Broadcast Group Inc. Dean C. Engstrom, chmn., 50%; Les White, pres., 50%. Engstrom & White are applicants for Ch. 25, Carlsbad, NM. White has interest in permittee of KHCT(TV), Salina, KS.

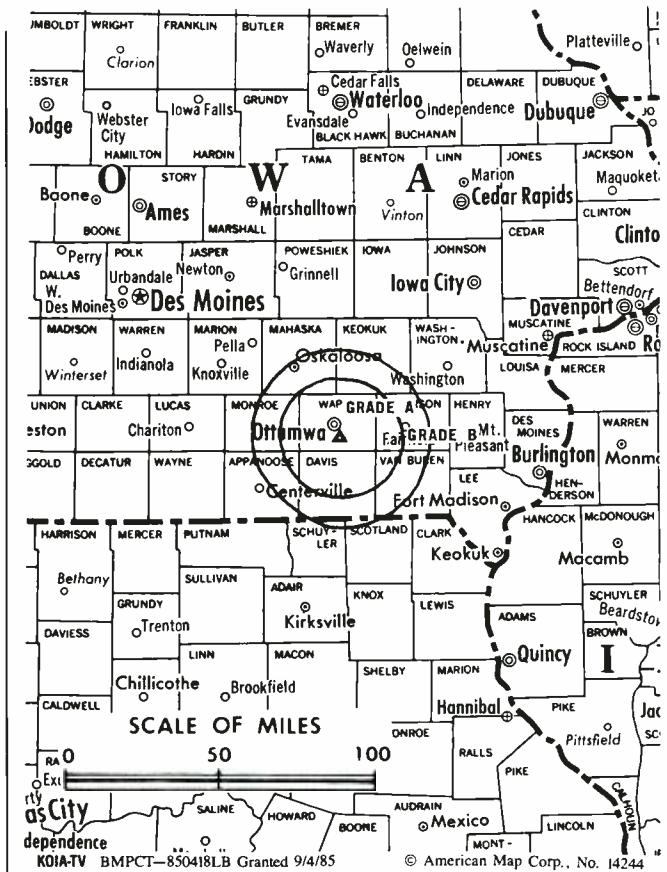
**Began Operation:** June 2, 1986. Left air 1986; resumed operation June 29, 1987.

**Represented (sales):** Adam Young Inc.

**Personnel:**

LES WHITE, president & general manager.  
JEANNE SPRIGGS, sales manager.  
RON STANLEY, chief engineer.  
A. J. COFFIN, business manager.  
JANIS ANDERSON, traffic manager.

**Highest One Hour Rate:** \$500.



**Highest 30 Sec. Rate:** \$240.

**Arbitron Data:** Not available.

**City of License:** Ottumwa. **ADI:** Ottumwa, IA-Kirksville, MO. **Rank:** 204.

# Iowa—Ottumwa-Kirksville, Missouri

**KTVO**

**Ch. 3**

**Network Service:** ABC.

**Licensee:** Federal Bcstg., Box 949, Kirksville, MO 63501.

**Studios:** Broadcast Center, Ottumwa, IA 52501; Hwy. 63 North, Kirksville, MO 63501.

**Mailing Address:** Box 949, Kirksville, MO 63501.

**Telephone:** 515-682-4535, Ottumwa; 816-665-7781, Kirksville.

**TWX:** 910-777-7950.

**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"

Holds CP for change to 100-kw max. visual, 10-kw max. aural, 1973-ft. above av. terrain, 1937-ft. above ground, 2685-ft. above sea level; lat. 40° 13' 32", long. 92° 0' 54", transmitter 5.5-mi. N of Knox City on State Rte. V. BMPCT-860411KF.

**Transmitter:** U.S. Hwy. 136, near Lancaster, MO.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; Simulsat, 5.5-meter; Avantek, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Federal Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 21, 1955. Sale to Post Corp. by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (*Television Digest*, Vol. 4:2). Sale to Gillett Group Inc. by Post approved by FCC June 19, 1984. Sale to present owner by Gillett Group approved by FCC July 17, 1987.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

JERRY HEILMAN, president & general manager.

DAN HAVENS, general sales manager.

KEITH REYNOLDS, chief engineer.

**Highest One Hour Rate:** \$4000.

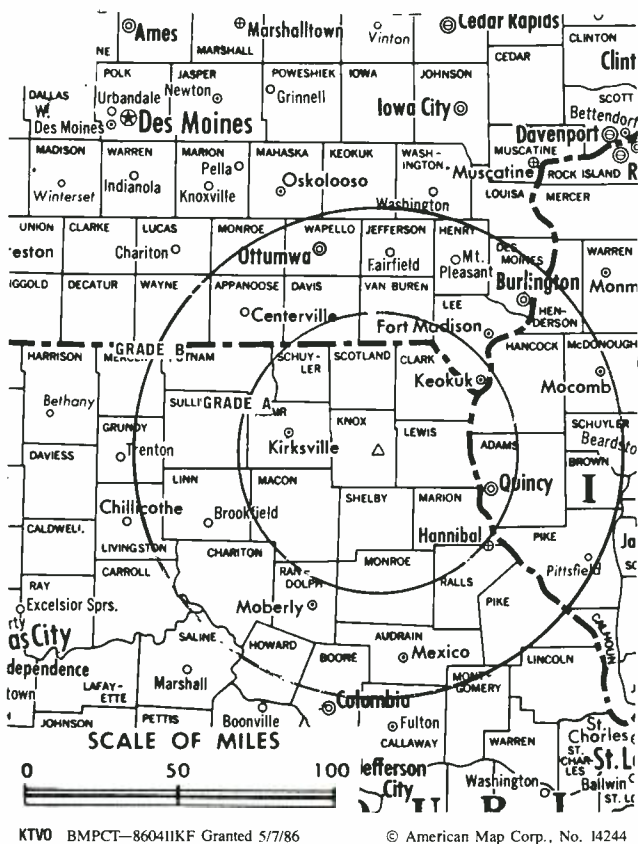
**Highest 30 Sec. Rate:** \$315.

**NETWORK BASE HOURLY RATE:** \$637.

**City of License:** Kirksville, MO. **ADI:** Ottumwa, IA-Kirksville, MO. **Rank:** 204.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Appanoose	6,300	6,200	98
	Davis	3,500	3,500	100
	Henry	7,200	7,100	99
	Jefferson	6,300	6,200	98
	Lee	16,600	16,400	99
	Van Buren	3,300	3,200	97
	Wapello	15,800	15,600	99
	Wayne	3,400	3,300	97
	<b>ILLINOIS</b>			
	Hancock	9,400	9,200	98
	<b>MISSOURI</b>			
	Adair	9,400	9,300	99



KTVO BMPCT-860411KF Granted 5/7/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clark	3,000	2,900	97
	Knox	2,100	2,100	100
	Lewis	3,900	3,800	97
	Linn	6,300	6,200	98
	Macon	6,300	6,200	98
	Mercer	1,700	1,700	100
	Putnam	2,200	2,200	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
	Shelby	3,000	2,900	97
Sullivan	2,900	2,900	100	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Keokuk	5,000	4,900	98
	Monroe	3,500	3,500	100
	<b>ILLINOIS</b>			
Adams	27,400	27,000	99	
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Grundy	4,700	4,600	98
	Monroe	3,500	3,500	100
	<b>IOWA</b>			
Decatur	3,600	3,500	97	
Des Moines	18,300	18,100	99	
Mahaska	9,300	9,200	99	
Washington	7,900	7,800	99	
<b>ILLINOIS</b>				
Henderson	3,500	3,400	97	
<b>MISSOURI</b>				
Chariton	4,000	3,900	97	
Harrison	4,200	4,100	98	
Marion	10,700	10,600	99	
Pike	6,000	5,900	98	
<b>Station Totals</b>		<b>228,300</b>	<b>224,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>113,700</b>
<b>Average Daily Circulation (1987)</b>				<b>65,800</b>

# Iowa—Sioux City

## KCAU-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd., 7th & Douglas Sts., Sioux City, IA 51101.

**Studio:** 7th & Douglas Sts., Sioux City, IA 51101.

**Telephone:** 712-277-2345.

**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.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; Avantek receivers.

**News Service:** AP.

**Ownership:** Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

**Begin Operation:** March 29, 1953. Sale to Wesray Corp. by Forward Communications Corp. approved by FCC August 16, 1984. Previous sale to Forward 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). Sale to Citadel Communications approved Oct. 1, 1985 (Vol. 25:30).

**Represented (sales):** Katz Television.

**Represented (legal):** Latham & Watkins.

**Personnel:**

- PHILIP J. LOMBARDO, president & general manager.
- RAY COLE, station manager.
- CHARLES ORBISON, news director.
- GREG O'CONNOR, general sales manager.
- JOHN SULLIVAN, promotion manager.
- MARK LeVALLEY, chief engineer.
- JOEL WALLS, production manager.
- JIM HUGHES, business manager.

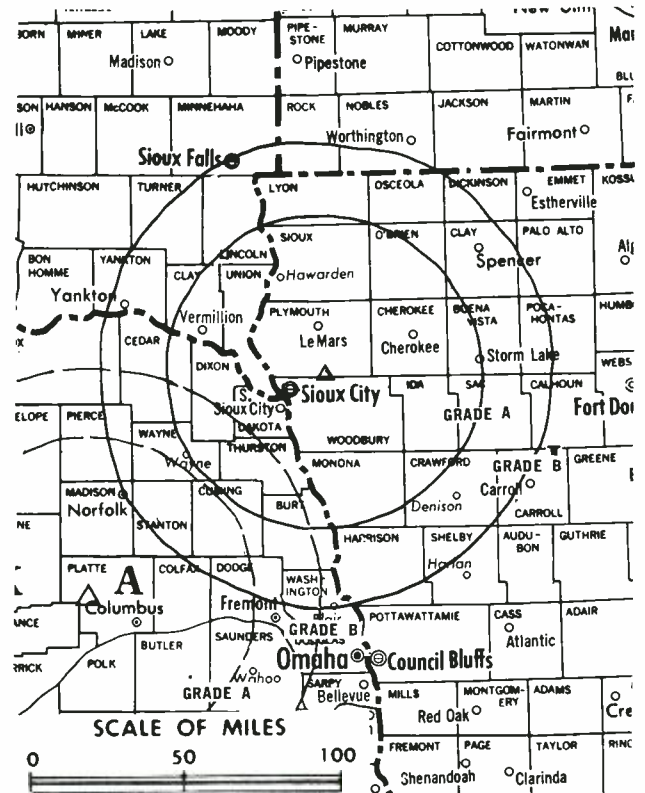
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Sioux City. **ADI:** Sioux City. **Rank:** 123.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	8,200	8,100	99
	Cherokee	6,200	6,100	98
	Clay	8,200	8,100	99
	Crawford	7,100	7,000	99
	Dickinson	6,900	6,800	99
	Emmet	5,100	5,000	98
	Ida	3,500	3,500	100
	Lyon	4,700	4,600	98
	Monona	4,600	4,500	98
	O'Brien	6,400	6,300	98
	Osceola	3,200	3,200	100
	Palo Alto	4,800	4,700	98
	Plymouth	9,200	9,100	99
	Pocahontas	4,200	4,100	98
	Sac	5,400	5,300	98



KCAU-TV BPCT-3128 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Sioux	10,900	10,700	98	
	Woodbury	38,400	38,100	99	
	<b>NEBRASKA</b>				
	Antelope	3,200	3,100	97	
	Cedar	4,000	4,000	100	
	Dakota	6,600	6,600	100	
	Dixon	2,600	2,600	100	
	Knox	4,100	4,000	98	
	Madison	12,700	12,500	98	
	Pierce	3,200	3,200	100	
	Stanton	2,500	2,500	100	
	Thurston	2,400	2,400	100	
	Wayne	3,400	3,400	100	
	<b>SOUTH DAKOTA</b>				
	Clay	5,000	4,900	98	
	Union	4,300	4,300	100	
	Yankton	7,100	7,000	99	
	<b>Between 25-49%</b>	<b>MINNESOTA</b>			
		Nobles	7,900	7,800	99
<b>NEBRASKA</b>					
Boyd		1,300	1,300	100	
Burt		3,600	3,600	100	
Cuming		4,100	4,000	98	
Holt		5,200	5,000	96	
<b>SOUTH DAKOTA</b>					
Bon Homme		3,200	3,100	97	
Lincoln		5,200	5,100	98	
(Continued on page A-431)					
<b>Station Totals</b>		<b>337,200</b>	<b>333,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>				<b>196,400</b>	
<b>Average Daily Circulation (1987)</b>				<b>113,900</b>	

# Iowa—Sioux City

**KMEG**

**Ch. 14**

**Network Service:** CBS.

**Licensee:** KMEG Television Inc., Box 657, Sioux City, IA 51102.

**Studio:** 700 Floyd Blvd., Sioux City, IA 51105.

**Mailing Address:** Box 657, Sioux City, IA 51102.

**Telephone:** 712-277-3554. **TWX:** 910-968-1742.

**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.

**Satellite Earth Stations:** Prodelin, 4.5-meter; Comtech, 5-meter; Scientific-Atlanta, 7-meter; Pinzone, Microwave Assoc., Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 5, 1967. Sale to present owner by Gillett Communications Group approved by FCC Sept. 23, 1986. Sale to Gillett by Fetzer Communications approved by FCC Oct. 29, 1985. Sale to Fetzer by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (*Television Digest*, Vol. 9:33).

**Represented (sales):** MMT Marketing.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Personnel:**

- BRUCE LEWIS, general manager.
- LYLE JOHNSON, chief engineer.
- GREG FUNK, business manager.
- KAREN HOLLISTER, promotion manager.
- LISA McMULLEN, community service director.

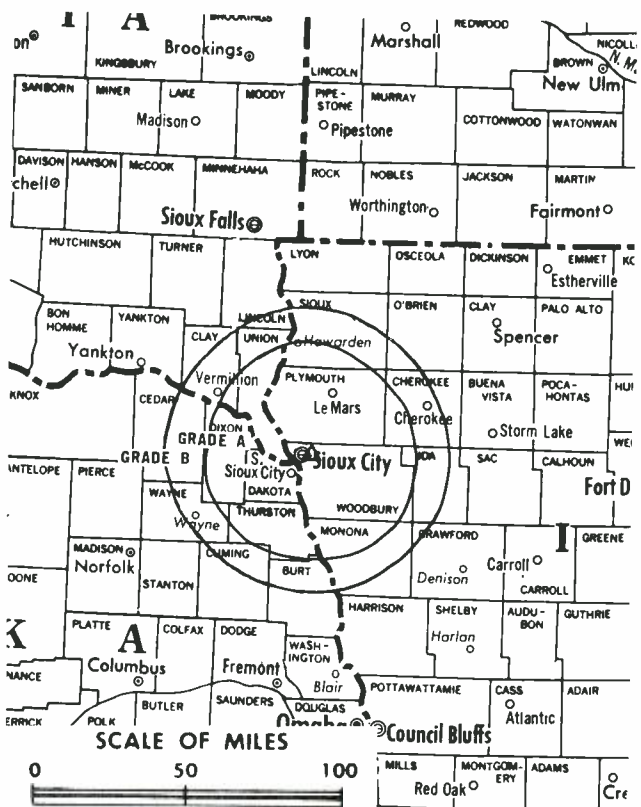
**Highest 30 Sec. Rate:** \$210.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** Sioux City. **ADI:** Sioux City. **Rank:** 123.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	8,200	8,100	99
	Cherokee	6,200	6,100	98
	Ida	3,500	3,500	100
	Monona	4,600	4,500	98
	Plymouth	9,200	9,100	99
	Sioux	10,900	10,700	98
	Woodbury	38,400	38,100	99
	<b>NEBRASKA</b>			
	Dakota	6,600	6,600	100
	Dixon	2,600	2,600	100
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100



KMEG BPCT-3871 Granted 2/13/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH DAKOTA</b>			
	Clay	5,000	4,900	98
	Union	4,300	4,300	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	O'Brien	6,400	6,300	98
	Sac	5,400	5,300	98
	<b>NEBRASKA</b>			
	Cedar	4,000	4,000	100
	Madison	12,700	12,500	98
	<b>SOUTH DAKOTA</b>			
	Yankton	7,100	7,000	99
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clay	8,200	8,100	99
	Crawford	7,100	7,000	99
	Lyon	4,700	4,600	98
	Osceola	3,200	3,200	100
	Shelby	5,500	5,500	100
	<b>NEBRASKA</b>			
	Burt	3,600	3,600	100
	Cuming	4,100	4,000	98
	Knox	4,100	4,000	98
	Stanton	2,500	2,500	100
	<b>SOUTH DAKOTA</b>			
	Lincoln	5,200	5,100	98
<b>Station Totals</b>		<b>189,100</b>	<b>187,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>97,600</b>
<b>Average Daily Circulation (1987)</b>				<b>52,000</b>

# Iowa—Sioux City

**KTIV**

Ch. 4

**Network Service:** NBC.

**Licensee:** KTIV Television Co., 3135 Floyd Blvd., Sioux City, IA 51105.

**Studio:** Signal Hill, 3135 Floyd Blvd., Sioux City, IA 51105.

**Telephone:** 712-239-4100. **TWX:** 910-968-1708.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6.2-meter; Avcom, Harris receivers.

**News Service:** NBC.

**Ownership:** American Family Corp. See Group Ownership of TV Stations.

**Began Operation:** October 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):** Blair Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Personnel:**

- MIKE SMITH, vice president & general manager.
- MARY BRACKEN, vice president, programming & operations.
- PAUL O'BRYAN, vice president & general sales manager.
- DALE RUSSELL, vice president & chief engineer.
- PAULA JACOBSEN, production manager.
- DAVE MADSEN, promotion director.
- VAN CARTER, news director.

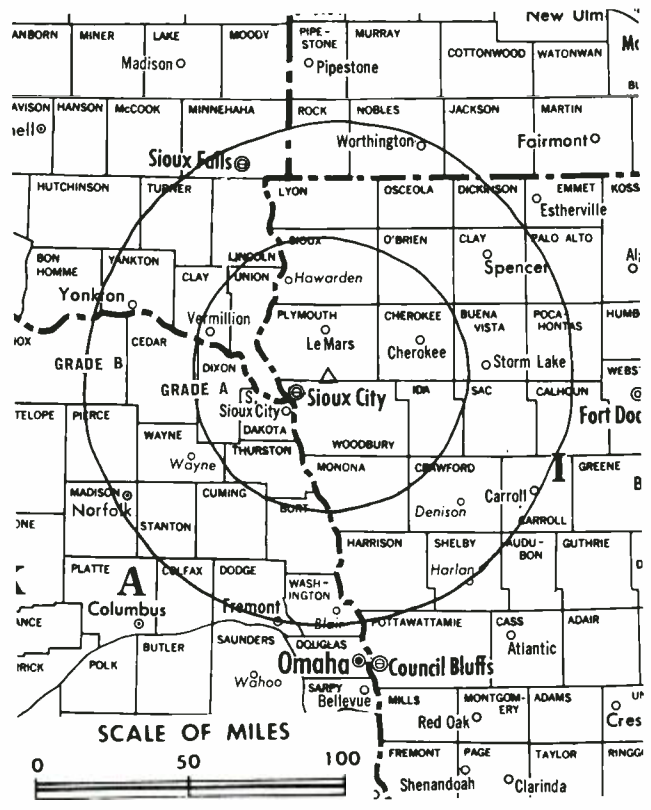
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Sioux City. **ADI:** Sioux City. **Rank:** 123.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	8,200	8,100	99
	Cherokee	6,200	6,100	98
	Clay	8,200	8,100	99
	Crawford	7,100	7,000	99
	Dickinson	6,900	6,800	99
	Emmet	5,100	5,000	98
	Ida	3,500	3,500	100
	Lyon	4,700	4,600	98
	Monona	4,600	4,500	98
	O'Brien	6,400	6,300	98
	Osceola	3,200	3,200	100
	Palo Alto	4,800	4,700	98
	Plymouth	9,200	9,100	99
	Pocahontas	4,200	4,100	98
	Sac	5,400	5,300	98
	Sioux	10,900	10,700	98
	Woodbury	38,400	38,100	99
	<b>MINNESOTA</b>			
	Nobles	7,900	7,800	99
	<b>NEBRASKA</b>			
Antelope	3,200	3,100	97	
Cedar	4,000	4,000	100	



KTIV BPCT-3127 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dakota	6,600	6,600	100
	Dixon	2,600	2,600	100
	Holt	5,200	5,000	96
	Knox	4,100	4,000	98
	Madison	12,700	12,500	98
	Pierce	3,200	3,200	100
	Stanton	2,500	2,500	100
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100
	<b>SOUTH DAKOTA</b>			
	Clay	5,000	4,900	98
Union	4,300	4,300	100	
Yankton	7,100	7,000	99	
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Rock	3,800	3,800	100
	<b>NEBRASKA</b>			
	Burt	3,600	3,600	100
Cuming	4,100	4,000	98	
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>			
	Lincoln	5,200	5,100	98
	<b>IOWA</b>			
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Cass	7,200	7,100	99
	Harrison	6,100	6,000	98
	Kossuth	8,200	8,100	99
	<b>MINNESOTA</b>			
	Jackson	4,900	4,800	98
Pipestone	4,200	4,100	98	
<b>NEBRASKA</b>				
Colfax	3,700	3,600	97	
<b>SOUTH DAKOTA</b>				
Bon Homme	3,200	3,100	97	
<b>Station Totals</b>		<b>278,900</b>	<b>275,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>192,800</b>
<b>Average Daily Circulation (1987)</b>				<b>127,800</b>

**Iowa**

**WOI-TV , Ames-Des Moines  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Benton	9,200	9,100	99
	Buena Vista	8,200	8,100	99
	Butler	6,600	6,500	98
	Cerro Gordo	19,600	19,400	99
	Davis	3,500	3,500	100
	Emmet	5,100	5,000	98
	Hancock	5,600	5,500	98
	Iowa	6,100	6,000	98
	Jefferson	6,300	6,200	98
	Montgomery	5,700	5,600	98
	Worth	3,600	3,600	100
	<b>MISSOURI</b>			
	Harrison	4,200	4,100	98
Worth	1,100	1,100	100	

**KCAU-TV, Sioux City  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Audubon	3,200	3,200	100
	Calhoun	5,000	4,900	98
	Carroll	8,500	8,400	99
	Cass	7,200	7,100	99
	Harrison	6,100	6,000	98
	Humboldt	5,200	5,100	98
	<b>MINNESOTA</b>			
	Jackson	4,900	4,800	98
	Pipestone	4,200	4,100	98
	Rock	3,800	3,800	100
	<b>NEBRASKA</b>			
	Washington	5,800	5,800	100
	<b>SOUTH DAKOTA</b>			
Hutchinson	3,400	3,300	97	
Minnehaha	47,800	47,500	99	
Turner	3,500	3,500	100	

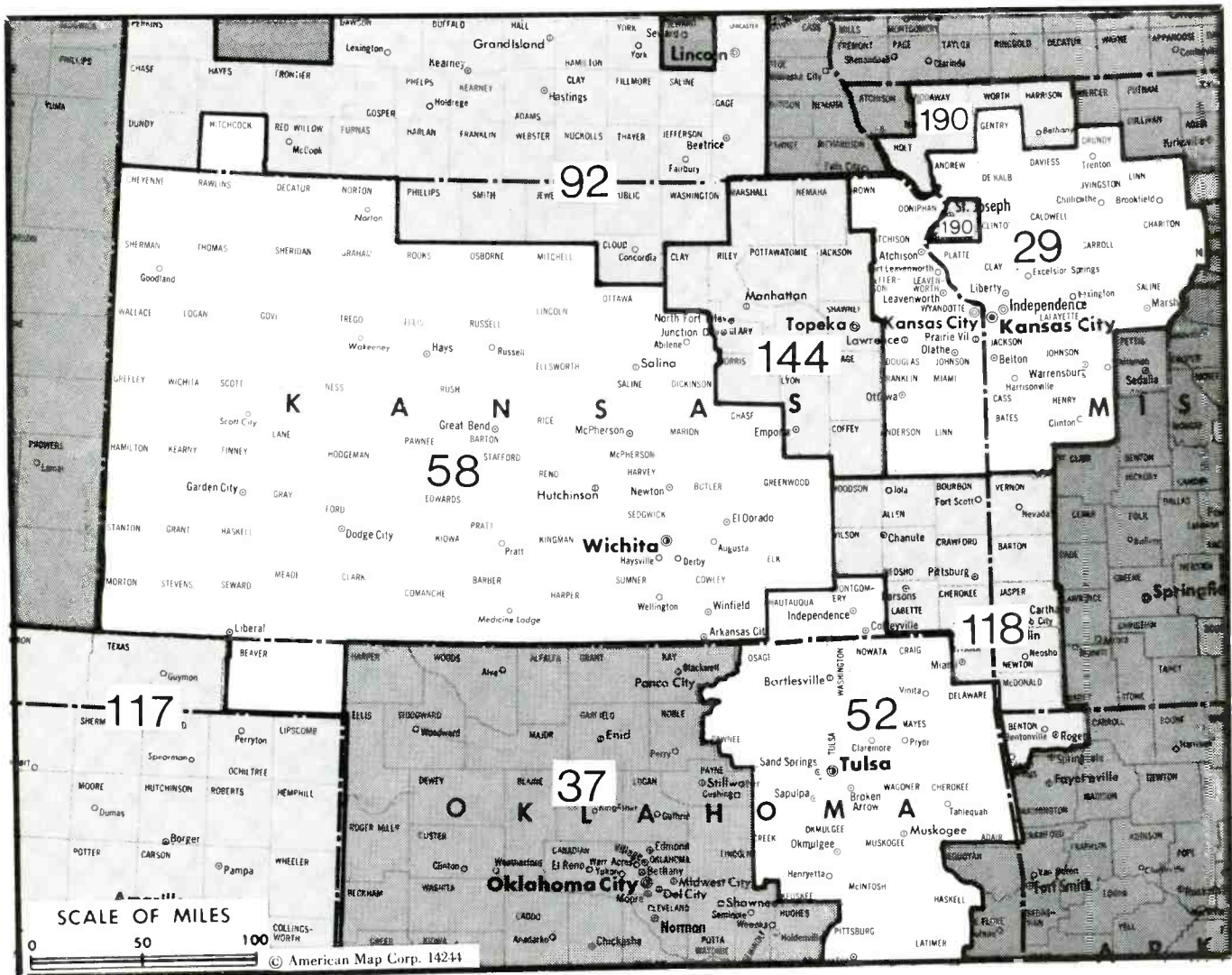
**KCCI-TV , Des Moines  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Harrison	4,200	4,100	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Crawford	7,100	7,000	99
	Emmet	5,100	5,000	98
	Hancock	5,600	5,500	98
	Iowa	6,100	6,000	98
	Jefferson	6,300	6,200	98
	Mills	5,100	5,100	100
	Winnebago	5,300	5,200	98
	<b>MISSOURI</b>			
	Sullivan	2,900	2,900	100

**WHO-TV , Des Moines  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Worth	1,100	1,100	100
<b>Between 5-24%</b>	<b>IOWA</b>			
	Benton	9,200	9,100	99
	Crawford	7,100	7,000	99
	Hancock	5,600	5,500	98
	Iowa	6,100	6,000	98
	Page	7,800	7,700	99
	Shelby	5,500	5,500	100
	Van Buren	3,300	3,200	97
	<b>MISSOURI</b>			
	Harrison	4,200	4,100	98

# Kansas



Market	Arbitron ADI TV Households	Rank
Kansas City, MO	705,400	29
Oklahoma City, OK	613,500	37
Tulsa, OK	468,100	52
Wichita-Hutchinson, KS	421,700	58
Lincoln-Hastings-Kearney, NE	257,300	92
Amarillo, TX	177,400	117
Joplin, MO-Pittsburg, KS	175,600	118
Topeka, KS	145,100	144
St. Joseph, MO	47,000	190

Market Area Commercial TV Stations
KCTV (5), KMBC-TV (9), KSHB-TV(41), KYFC (50), KZKC (62), WDAF-TV (4)
KAUT (43), KGMC (34), KOCO-TV(5), KOKH-TV (25), KTBO-TV (14), KTVY (4), KWTW (9)
KDOR (17), KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47)
KAKE-TV (10), KAYS-TV (7), KLBV (4), KLOE-TV (10), KSAS (24), KSNC (2), KSNB (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
KAMR-TV (4), KCIT (14), KFDA-TV(10), KVII-TV (7), KVIJ-TV (8)
KOAM-TV (7), KODE-TV(12), KSNF (16)
KSNT (27), KTKA-TV (49), WIBW-TV (13)
KOTV (2), KTAJ (16)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KWCH-TV, Hutchinson	See Wichita, KS
KSNK, Oberlin	See McCook, NE
KODE-TV, Pittsburg	See Joplin, MO
KSNF, Pittsburg	See Joplin, MO

Kansas Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	12	3	15
Educational Television Stations	3	0	3
	15	3	18

# Kansas—Colby

## KLBY

Ch. 4

(Satellite of KAKE-TV, Wichita, KS)

**Network Service:** ABC.

**Licensee:** Chronicle Bcstg. of Wichita, Box 10, Wichita, KS 67201.

**Studio:** 990 S. Range, Colby, KS 67701.

**Telephone:** 913-462-8644.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 748-ft. above av. terrain, 770-ft. above ground, 4190-ft. above sea level.

Latitude 39° 15' 25"  
Longitude 101° 21' 10"

**Transmitter:** 7.2-mi. SSE of Brewster.

**News Services:** AP, Group W Newsfeed.

**Ownership:** Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 4, 1984. Sale to Smoky Hills Public Television Corp. approved by FCC March 5, 1986, but not consummated. Sale to present owner by Sheraton Colby Convention Inc. approved by FCC Oct. 10, 1986. Station returned to air Feb. 11, 1987.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

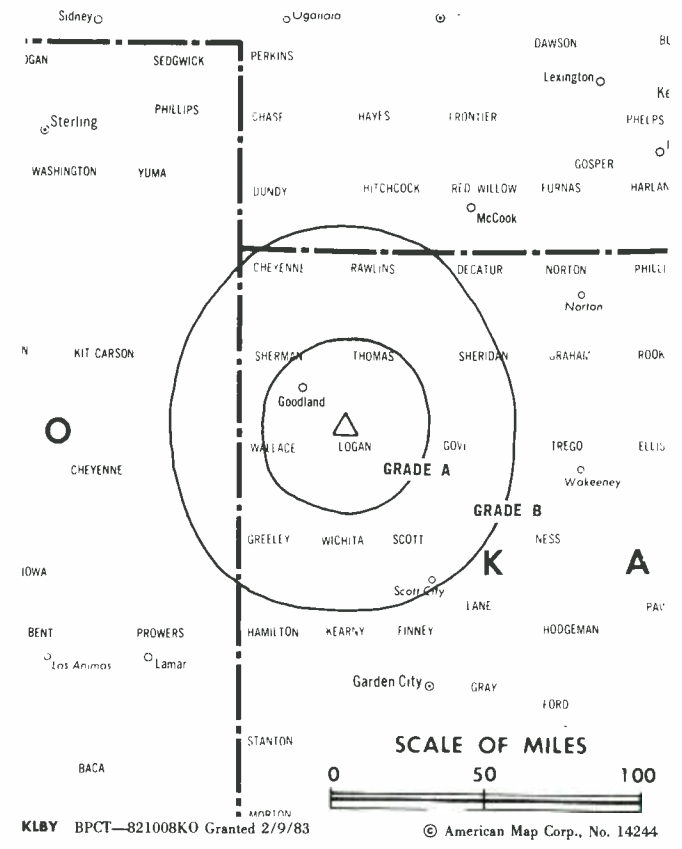
BARRY McCOY, general manager.  
WAYNE ROBERTS, general sales manager.  
DICK WELLMAN, chief engineer.  
DARRELL E. WALT, program director.

**Highest 30 Sec. Rate** (June 23, 1987): \$200.

**City of License:** Colby. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS Wallace	700	700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEBRASKA Hitchcock	1,500	1,500	100
Between 5-24%	COLORADO Cheyenne	1,000	900	89
	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Gove	1,400	1,400	100
	Rawlins	1,500	1,500	100
	Sheridan	1,300	1,300	100
	Sherman	3,000	3,000	100
	Thomas	3,300	3,200	97
	NEBRASKA			
	Red Willow	5,100	5,000	98
<b>Station Totals</b>		<b>22,100</b>	<b>21,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>3,100</b>
<b>Average Daily Circulation (1987)</b>				<b>1,700</b>



# Kansas—Ensign

## KTVC

Ch. 6

(Operates in affiliation with KWCH-TV, Hutchinson-Wichita, KS)

**Network Service:** CBS.

**Licensee:** Southwest Kansas TV Co. Inc., Ensign, KS 67841.

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

**Office:** Box 157, Dodge City, KS 67801.

**Telephone:** 316-227-3121.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Mrs. Leigh Warner, 51.9%; Sidney Warner, 5%; Diane Warner, 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):** Kansas Bcstg. System.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

W. H. BAILEY, general manager.  
BEN DAVIDSON, chief engineer.

**Highest One Hour Rate:** \$300.

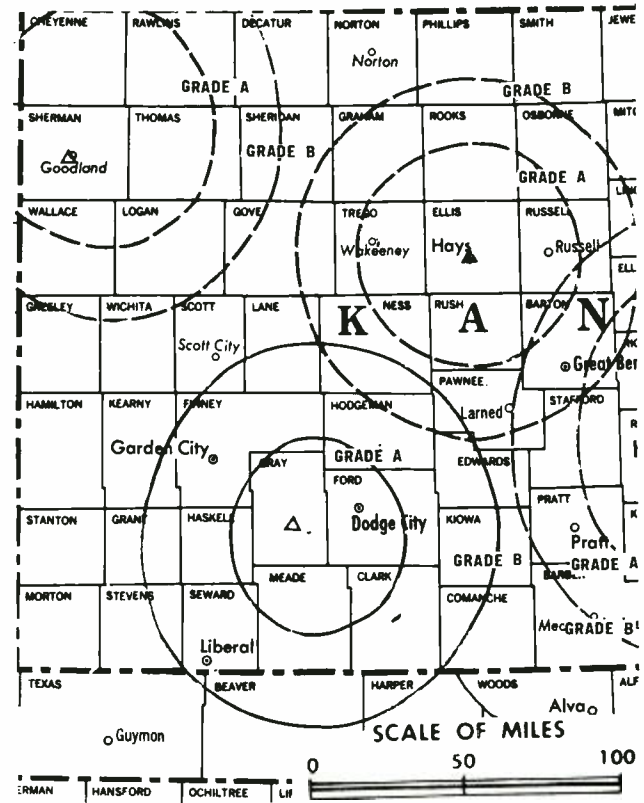
**Highest 30 Sec. Rate:** \$60.

**NETWORK BASE HOURLY RATE:** \$165.

**City of License:** Ensign. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	10,000	9,900	99
	Ford	9,900	9,800	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100



KTVC BPCT-3474 Granted 1/29/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	6,600	6,500	98
	Stanton	800	800	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Edwards	1,700	1,700	100
	Hamilton	1,000	1,000	100
	Kiowa	1,600	1,600	100
	Stevens	1,700	1,600	94
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Beaver	3,000	3,000	100
	Harper	1,900	1,900	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Barber	2,900	2,800	96
	Morton	1,200	1,200	100
	Ness	1,800	1,800	100
	Wichita	1,000	1,000	100
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Texas	6,800	6,700	99
<b>Station Totals</b>		<b>66,900</b>	<b>66,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>40,400</b>
<b>Average Daily Circulation (1987)</b>				<b>21,300</b>

# Kansas—Garden City

**KSNB**

**Ch. 11**

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

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

**Telephone:** 316-276-2311.

**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.

**Satellite Earth Station:** RCA Americom, 3.6-meter Ku-band.

**News Services:** AP, KSN.

**Ownership:** Standard Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 5, 1958. For sale to present owners, see KSNB, Great Bend, KS.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

DON LONG, vice president & general manager.  
SHELDON MARCUS, chief engineer.  
BILL SIKES, program manager.

**Rates:** Offered as a bonus with KSNW, Wichita and its other satellites (KSN Inc.) KSNB, Great Bend and KSNK, McCook, NE.

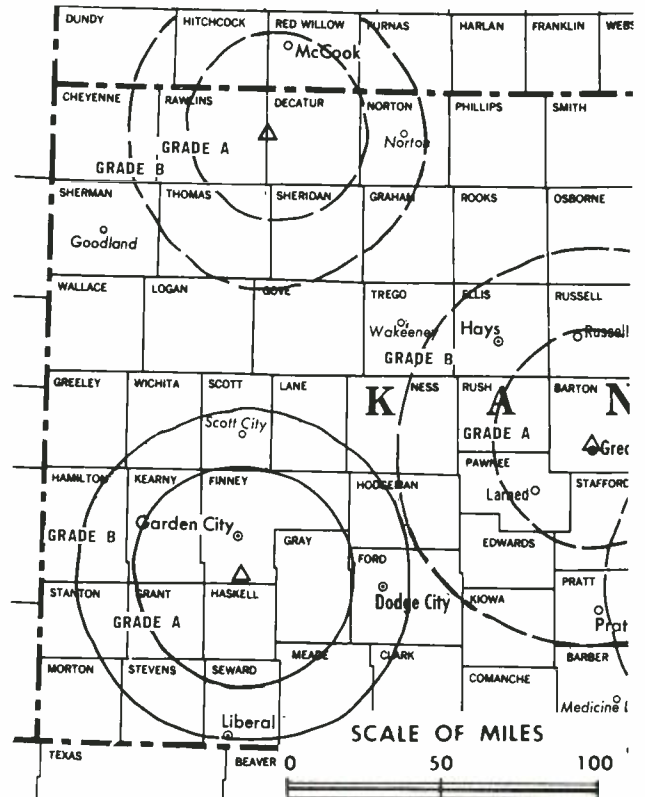
**Highest 30 Sec. Rate:** \$150.

**NETWORK BASE HOURLY RATE:** Bonus to KSNB, Great Bend.

**City of License:** Garden City. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Finney	10,000	9,900	99
	Ford	9,900	9,800	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Greeley	700	700	100
	Hamilton	1,000	1,000	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100



KSNB BPCT-3371 Granted 8/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Scott	2,200	2,200	100
	Seward	6,600	6,500	98
	Stanton	800	800	100
	Stevens	1,700	1,600	94
	Wichita	1,000	1,000	100
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Beaver	3,000	3,000	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Gove	1,400	1,400	100
	Logan	1,400	1,400	100
	Ness	1,800	1,800	100
	Wallace	700	700	100
	<b>OKLAHOMA</b>			
Harper	1,900	1,900	100	
Texas	6,800	6,700	99	
<b>Station Totals</b>		<b>63,900</b>	<b>63,400</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>42,400</b>
<b>Average Daily Circulation (1987)</b>				<b>29,500</b>

# Kansas—Garden City

## KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

**Network Service:** ABC.

**Licensee:** Chronicle Bcstg. of Wichita Inc., 1500 N. West St., Wichita, KS 67203.

**Studio:** Box 216, Copeland, KS 67837.

**Telephone:** 316-668-5513.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 224-kw visual, 44.7-kw aural. Antenna: 870-ft. above av. terrain, 847-ft. above ground, 3687-ft. above sea level.

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

**Transmitter:** 8-mi. NW of Copeland, KS.

**Satellite Earth Stations:** AFC, 3.7-meter Ku-band; Luxor, 3.65-meter; Luxor, M/A-Com receivers.

**News Services:** AP, Group W Newsfeed.

**Ownership:** Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 28, 1964.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

BOB SURBER, general manager.  
BRYCE BAKER, sales manager.  
PAUL HINDERLITER, chief engineer.  
ROXIE TUCKER, program director & farm director.

**Highest 30 Sec. Rate:** \$200.

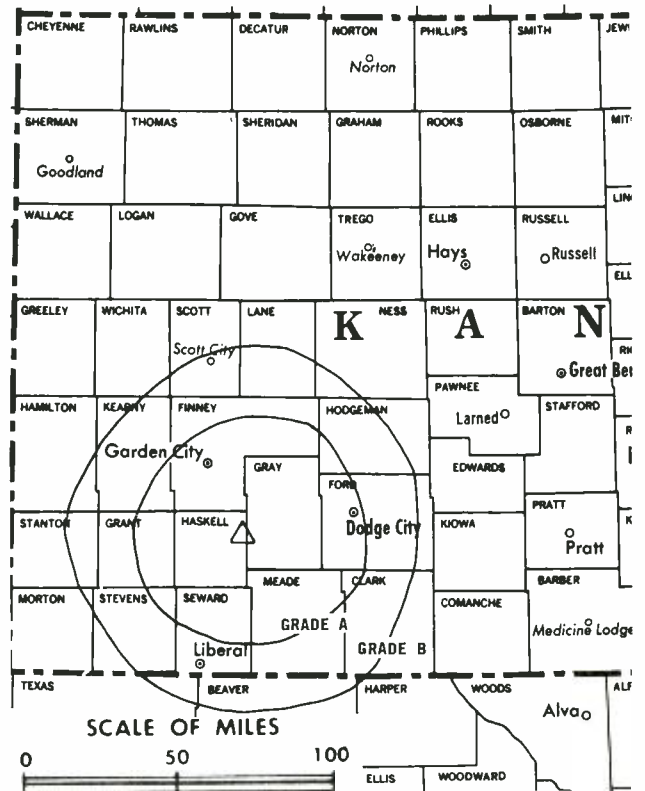
Combination rates with KAKE-TV, Wichita also available.

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

**City of License:** Garden City. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	10,000	9,900	99
	Ford	9,900	9,800	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Hamilton	1,000	1,000	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
Meade	1,800	1,800	100	



KUPK-TV BMPCT—831216KF Granted 1/11/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ness	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	6,600	6,500	98
	Stanton	800	800	100
	Stevens	1,700	1,600	94
	Wichita	1,000	1,000	100
	<b>OKLAHOMA</b>			
Beaver	3,000	3,000	100	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Edwards	1,700	1,700	100
	Morton	1,200	1,200	100
<b>OKLAHOMA</b>				
Harper	1,900	1,900	100	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Prowers	5,400	5,100	94
	<b>KANSAS</b>			
	Greeley	700	700	100
	Kiowa	1,600	1,600	100
	Wallace	700	700	100
	<b>OKLAHOMA</b>			
Texas	6,800	6,700	99	
<b>Station Totals</b>		<b>70,800</b>	<b>70,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>43,800</b>
<b>Average Daily Circulation (1987)</b>				<b>23,900</b>

# Kansas—Goodland

## KLOE-TV

Ch. 10

(Satellite of KAYS-TV, Hays, KS)

**Network Service:** CBS.

**Licensee:** KAYS Inc., Box 817, Hays, KS 67601.

**Studio:** S. Route 27, Goodland, KS 67735.

**Telephone:** 913-625-2578.

**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:** UPI.

**Ownership:** KAYS Inc., 100%. See Kansas Bcstg. System in Group Ownership of TV Stations.

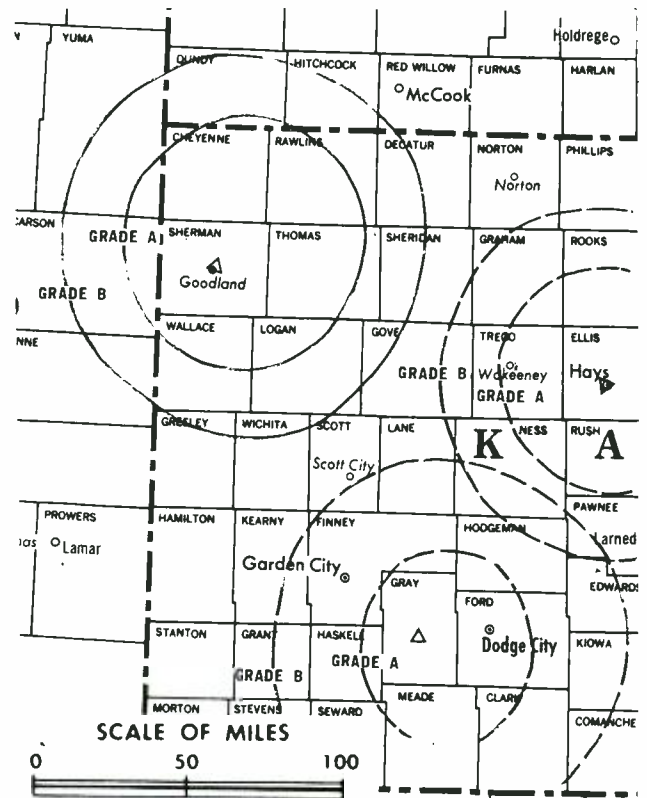
**Began Operation:** Test programming Sept. 11, 1958; full operation April 26, 1959. Sale to KAYS Inc. approved by FCC Aug. 1, 1962. Transfer to Standard Electronics Corp. from Max Jones, trustee in bankruptcy, approved Nov. 2, 1960 by FCC (*Television Digest*, Vol. 16:39, 45). Jones took over station 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):** A. L. Stein.

**Personnel:**

KAY MELIA, resident manager.

**Rates:** Sold in combination with KAYS-TV, Hays, KS and as part of Kansas Bcstg. System which includes KWCH-TV, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV, Hays, KS.



KLOE-TV BPCT-5222 Granted 9/1/78

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**NETWORK BASE HOURLY RATE:** \$138. Combination rate with KAYS-TV, Hays: \$434.

**Arbitron Data:** Included with KAYS-TV, Hays.

**City of License:** Goodland. **ADI:** Wichita-Hutchinson. **Rank:** 58.

# Kansas—Great Bend

**KSNC**

Ch. 2

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

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

**Telephone:** 316-793-7868.

**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.

**Satellite Earth Station:** RCA Americom, 3.6-meter Ku-band.

**News Services:** AP, KSN.

**Ownership:** Standard Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 28, 1954. Sale (with satellites KSNG, Garden City, KS and KSNK, McCook, NE) by Central Kansas Television Co. Inc. approved by FCC June 13, 1962 (*Television Digest*, Vol. 2:25). For sale to present owners, see KSNW, Wichita.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

BILL RANKER, station manager.  
GARY GORE, KSN West sales manager.  
JAMES BOWERS, chief engineer.

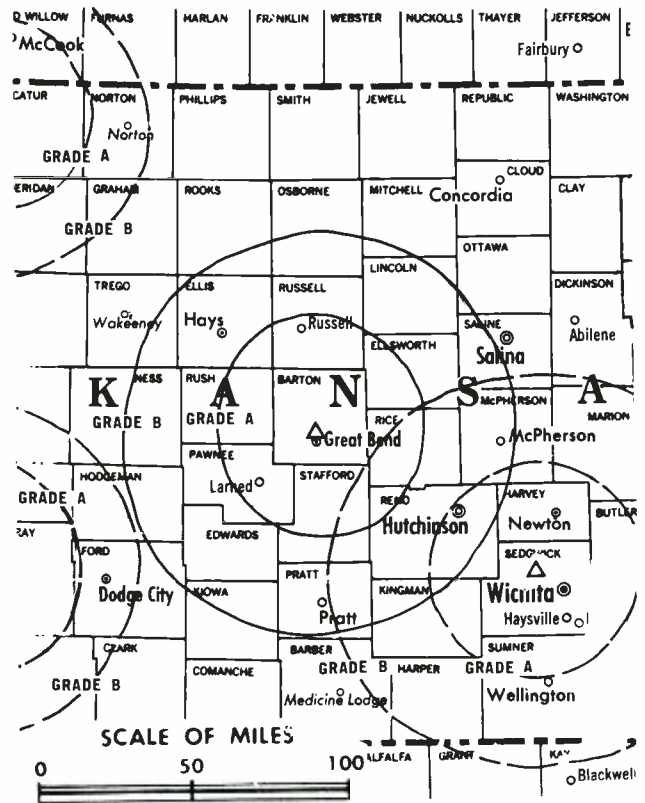
**Rates:** Offered as bonus with KSNW, Wichita & its other satellites (KSN).

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Great Bend. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barton	12,600	12,500	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,500	10,400	99
	Ellsworth	2,900	2,800	97
	Kiowa	1,600	1,600	100
	Lincoln	1,600	1,600	100
	Mitchell	3,400	3,300	97
	Ness	1,800	1,800	100



KSNC BPCT-1838 Granted 3/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Osborne	2,300	2,200	96
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,200	100
	Rice	4,900	4,800	98
	Rush	1,700	1,700	100
	Russell	3,600	3,500	97
	Stafford	2,500	2,500	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Rooks	2,600	2,600	100
	Smith	2,300	2,300	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Cherokee	9,000	8,900	99
	Harvey	11,600	11,400	98
	Hodgeman	900	900	100
	Lane	1,000	1,000	100
	Mc Pherson	10,600	10,400	98
Phillips	2,900	2,800	97	
<b>Station Totals</b>		<b>100,100</b>	<b>98,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>54,700</b>
<b>Average Daily Circulation (1987)</b>				<b>34,900</b>

# Kansas—Hays

## KAYS-TV

Ch. 7

(Operates satellite KLOE-TV, Goodland, KS)

**Network Service:** CBS.

**Licensee:** KAYS Inc., Box 817, Hays, KS 67601.

**Studio:** 2300 Hall St., Hays, KS 67601.

**Telephone:** 913-625-2578.

**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.

**Satellite Earth Stations:** 2 in operation.

**AM Affiliate:** KAYS, 1-kw, 1400 kHz.

**News Service:** UPI.

**Ownership:** KAYS Inc., 100%. See Kansas Bcstg. System in Group Ownership of Television Stations.

**Began Operation:** September 2, 1958.

**Represented (sales):** TeleRep Inc. (Kansas Bcstg. System, including KWCH-TV, Hutchinson-Wichita; KTVC, Ensign & KLOE-TV, Goodland, KS).

**Represented (legal):** 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:** \$85.

**Rates:** Include KLOE-TV, Goodland.

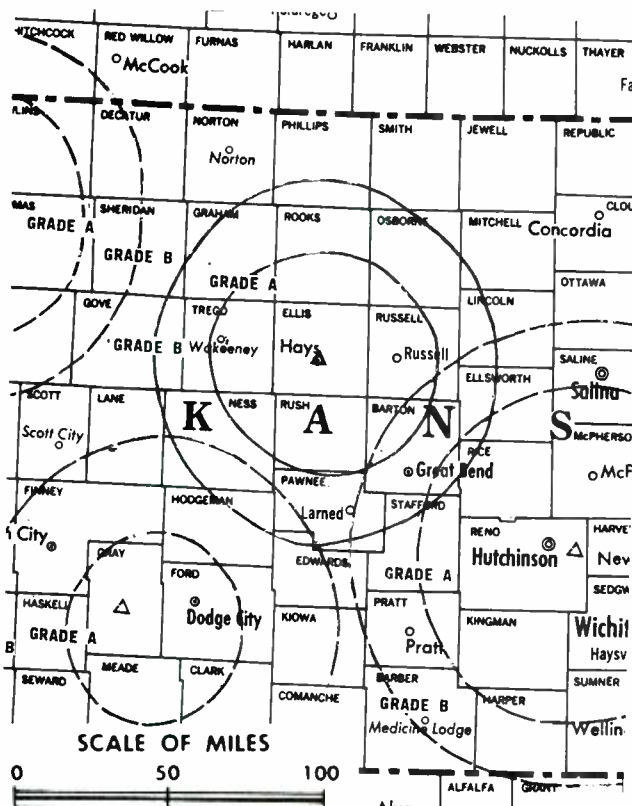
**NETWORK BASE HOURLY RATE:** \$296.

**Arbitron Data:** Figures include KLOE-TV, Goodland, KS.

**City of License:** Hays. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Ellis	10,500	10,400	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Lincoln	1,600	1,600	100
	Logan	1,400	1,400	100
	Ness	1,800	1,800	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Pawnee	3,200	3,200	100
	Phillips	2,900	2,800	97
	Rawlins	1,500	1,500	100
	Rooks	2,600	2,600	100
	Rush	1,700	1,700	100
	Russell	3,600	3,500	97
	Sheridan	1,300	1,300	100
Sherman	3,000	3,000	100	



KAYS-TV BPCT-4033 Granted 10/16/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Smith	2,300	2,300	100
	Thomas	3,300	3,200	97
	Trego	1,600	1,600	100
	Wallace	700	700	100
	Wichita	1,000	1,000	100
	<b>NEBRASKA</b>			
Dundy	1,200	1,200	100	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Cheyenne	1,000	900	89
	Kit Carson	3,000	2,800	93
	<b>KANSAS</b>			
Barton	12,600	12,500	99	
Lane	1,000	1,000	100	
Mitchell	3,400	3,300	97	
Scott	2,200	2,200	100	
<b>NEBRASKA</b>	Chase	2,000	2,000	100
	Hitchcock	1,500	1,500	100
	<b>Between 5-24%</b>	<b>COLORADO</b>		
Kiowa		700	700	100
Washington		2,000	1,900	95
Yuma		4,000	3,800	95
<b>KANSAS</b>				
Comanche	1,000	1,000	100	
Ellsworth	2,900	2,800	97	
Hodgeman	900	900	100	
Stafford	2,500	2,500	100	
<b>NEBRASKA</b>	Hayes	500	500	100
	Red Willow	5,100	5,000	98
	<b>Station Totals</b>		<b>103,400</b>	<b>101,900</b>
<b>Net Weekly Circulation (1987)</b>				<b>62,800</b>
<b>Average Daily Circulation (1987)</b>				<b>40,600</b>

# Kansas—Pittsburg-Joplin, Missouri

## KOAM-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** KOAM-TV Inc., Box 659, Pittsburg, KS 66762.

**Studio:** Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg.

**Telephone:** 316-231-0400. **TWX:** 910-740-1392.

**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, KS.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Draper Communications Inc., 100%. See Group Ownership of Television Stations. **Note:** Sale pends.

**Began Operation:** December 5, 1953. Sale to present owners by Mid-Continent Telecastings Inc. approved by FCC Sept. 27, 1984 (*Television Digest*, Vol. 24:34).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

### Personnel:

PHIL BRASSIE, vice president & general manager.  
LARRY YOUNG, operations director.  
TIM SPINDER, general sales manager.  
LARRY W. WHITE, chief engineer.  
SCOTT BINNS, promotion manager.

**Highest One Hour Rate:** \$3000.

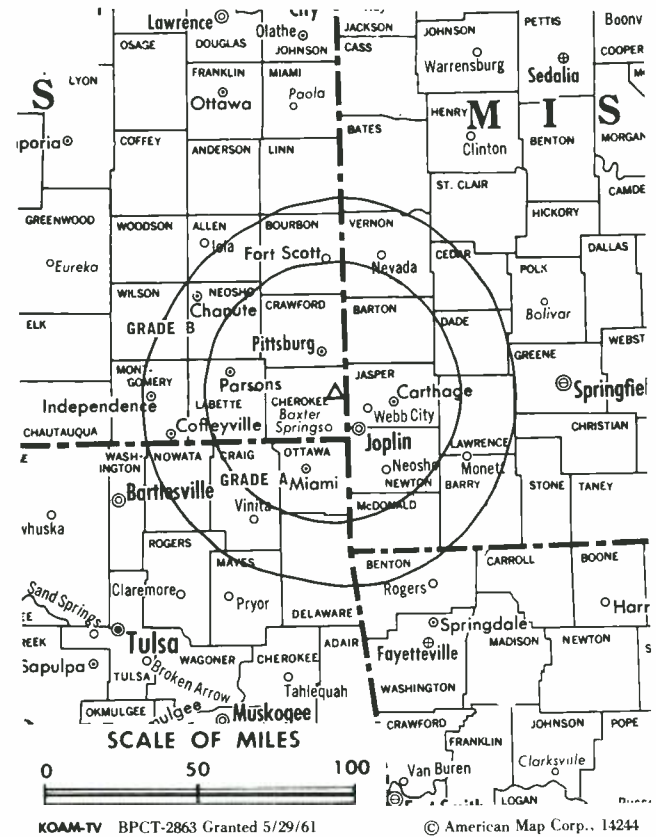
**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$1566.

**City of License:** Pittsburg. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 118.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Benton	34,500	33,800	98
	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Bourbon	6,700	6,600	99
	Cherokee	9,000	8,900	99
	Crawford	15,600	15,400	99
	Elk	1,600	1,600	100
	Labette	9,900	9,700	98
	Montgomery	16,700	16,400	98
	Neosho	7,200	7,100	99
	Wilson	4,800	4,700	98
	Woodson	1,800	1,800	100
	<b>MISSOURI</b>			
	Barton	4,700	4,600	98
	Jasper	34,200	33,700	99
	Mc Donald	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	16,200	16,000	99
	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b>			
	Ottawa	13,300	13,200	99
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Linn	3,500	3,400	97
	<b>MISSOURI</b>			
	Barry	10,000	9,800	98
	Bates	6,100	6,000	98
	Cedar	5,000	4,900	98
	Lawrence	11,700	11,500	98
	<b>OKLAHOMA</b>			
	Delaware	10,900	10,600	97
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Washington	40,100	39,200	98
	<b>KANSAS</b>			
	Anderson	3,400	3,300	97
	Greenwood	3,600	3,500	97
	Miami	8,300	8,200	99
	<b>MISSOURI</b>			
	Dade	3,100	3,100	100
	St Clair	3,400	3,300	97
	<b>OKLAHOMA</b>			
	Craig	5,600	5,500	98
	Nowata	4,600	4,600	100
<b>Station Totals</b>		<b>315,700</b>	<b>310,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>188,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>113,900</b>	

# Kansas—Topeka

**KSNT**

Ch. 27

**Network Service:** NBC.

**Licensee:** Topeka Television Corp.

**Studio:** 6835 Northwest U.S. Hwy. 24.

**Mailing Address:** Box 2700, Topeka, KS 66601.

**Telephone:** 913-582-4000. **TWX:** 910-749-6600.

**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.

**Satellite Earth Stations:** Transmit/receive Harris, 11-meter C-band; Harris, 4.6-meter C-band; RCA Americom, 3-meter Ku-band; Harris, Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, Conus, KSN, NBC.

**Ownership:** Standard Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 28, 1967.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- JOHN CASERTA, general manager.
- HERBERT L. BROWN, general sales manager.
- BILL PERKIN, local/regional sales manager.
- DOUG RETHERFORD, director of news.
- RICHARD L. PEXTON, operations manager.

**Highest One Hour Rate:** \$2000.

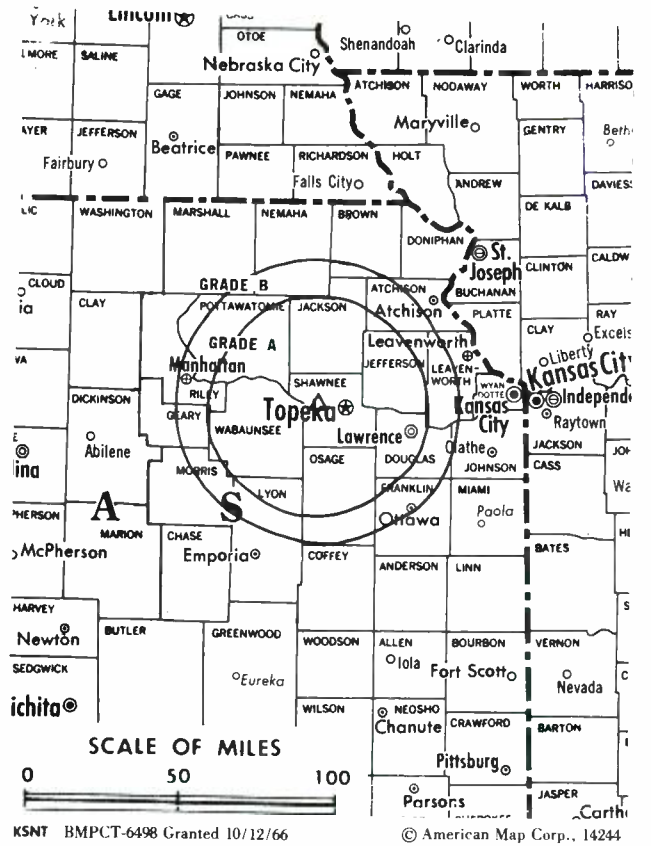
**Highest 30 Sec. Rate (July 1, 1987):** \$900.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Topeka. **ADI:** Topeka. **Rank:** 144.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Clay	3,900	3,800	97
	Coffey	4,000	3,900	98
	Geary	10,400	10,300	99
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	14,600	14,300	98
	Marshall	5,200	5,100	98
	Morris	2,600	2,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98
	Shawnee	63,000	62,400	99
	Wabaunsee	2,500	2,400	96
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Cloud	4,700	4,600	98
	Dickinson	8,100	8,000	99
	Douglas	25,600	25,200	98
	Washington	3,200	3,100	97
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Anderson	3,400	3,300	97
	Doniphan	3,400	3,300	97
	Johnson	116,400	115,800	99
	Leavenworth	18,600	18,400	99
	Miami	8,300	8,200	99
	Wyandotte	63,600	63,000	99
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Buchanan	32,000	31,600	99
<b>Station Totals</b>		<b>465,900</b>	<b>460,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>179,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>93,300</b>	



# Kansas—Topeka

## KTKA-TV

Ch. 49

**Network Service:** ABC.

**Licensee:** Northeast Kansas Broadcast Service Inc.

**Studio:** 101 S.E. Monroe, Topeka, KS 66603.

**Mailing Address:** Box 2229, Topeka, KS 66601.

**Telephone:** 913-234-4949.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; 3.7-meter Ku-band; M/A-Com, 3.7-meter C-band; Pinzone receivers.

**News Service:** AP.

**Ownership:** Joseph L. Brechner, pres., 51.0%; Berl Brechner, exec. v.p.-asst. secy.; Marion B. Brechner, secy.-treas., 49.0%. See Group Ownership of Television Stations.

**Began Operation:** June 20, 1983. Transfer of control to Larry D. Hudson approved by FCC Feb. 11, 1985. Sale to present owners approved by FCC April 28, 1986 (*Television Digest*, Vol. 25:15).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Stanley Lapin Consultants.

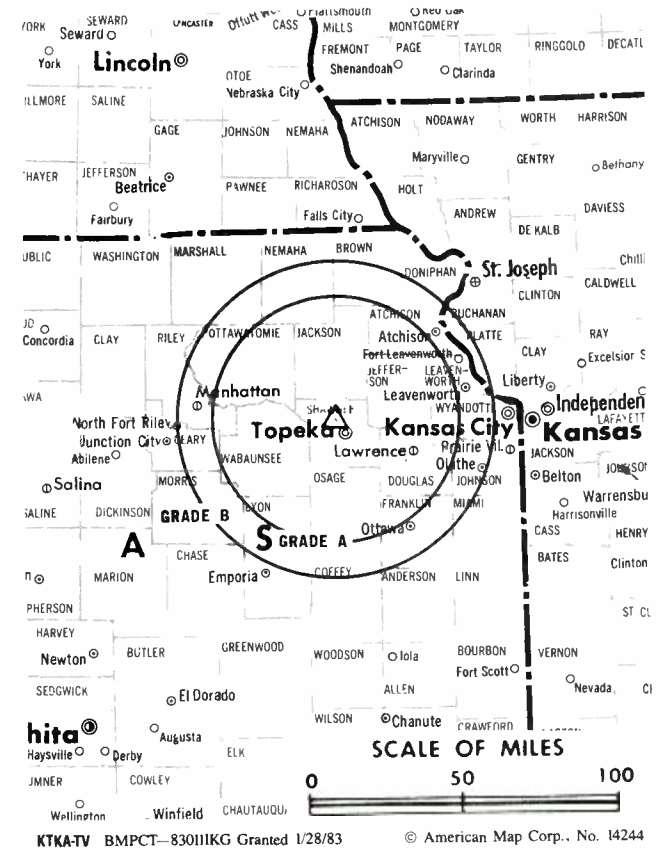
**Personnel:**  
DENNIS CZECHANSKI, general manager.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Topeka. **ADI:** Topeka. **Rank:** 144.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Coffey	4,000	3,900	98
	Geary	10,400	10,300	99
	Jackson	4,400	4,300	98
	Lyon	14,600	14,300	98
	Morris	2,600	2,500	96
	Osage	6,100	6,000	98
Pottawatomie	6,000	5,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Riley	20,400	20,000	98
	Shawnee	63,000	62,400	99
	Wabaunsee	2,500	2,400	96
Between 25-49%	KANSAS			
	Jefferson	5,800	5,700	98
	Nemaha	4,200	4,100	98
Between 5-24%	KANSAS			
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Chase	1,300	1,300	100
	Clay	3,900	3,800	97
	Dickinson	8,100	8,000	99
	Douglas	25,600	25,200	98
	Franklin	8,900	8,800	99
Leavenworth	18,600	18,400	99	
	Marshall	5,200	5,100	98
<b>Station Totals</b>		<b>226,900</b>	<b>223,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>105,900</b>
<b>Average Daily Circulation (1987)</b>				<b>46,400</b>

# Kansas—Topeka

## WIBW-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., Box 119, Topeka, KS 66601.

**Studio:** 5600 W. Sixth St., Topeka, KS 66608.

**Mailing Address:** Box 119, Topeka, KS 66601.

**Telephone:** 913-272-3456. **TWX:** 910-744-6709.

**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, KS.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter; Simulsat, 5-meter; Microdyne, RCA, Simulsat, Scientific-Atlanta receivers.

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

**FM Affiliate:** WIBW-FM, 47-kw, 97.3 MHz (No. 247), 1220-ft.

**News Services:** AP, CNN.

**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 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):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

### Personnel:

JERRY HOLLEY, vice president, broadcasting.

GEORGE LOGAN, general manager.

VINCE FRYE, general sales manager.

PAUL WINDERS, director of engineering.

KENT CORNISH, operations manager.

KELLY LENZ, farm director.

RON PARADIS, sports director.

JAMES HOLLIS, news director.

LARRY SLAWSON, creative director.

BEVERLY ANDERSON, business manager.

BOBBI ATHON, promotion manager.

**Highest One Hour Rate:** \$1150.

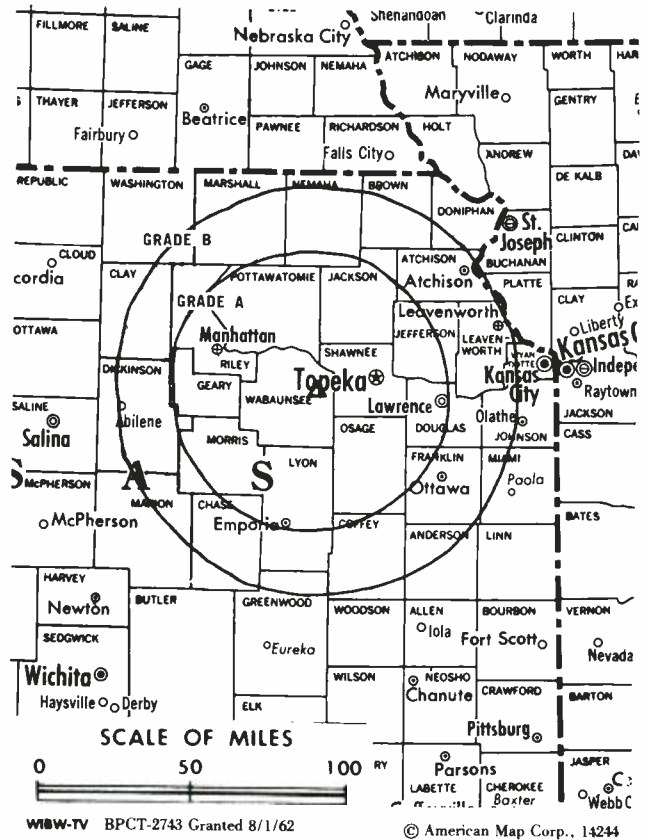
**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$1100.

**City of License:** Topeka. **ADI:** Topeka. **Rank:** 144.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Brown	4,800	4,700	98
	Clay	3,900	3,800	97
	Cloud	4,700	4,600	98
	Coffey	4,000	3,900	98
	Dickinson	8,100	8,000	99
	Franklin	8,900	8,800	99
	Geary	10,400	10,300	99
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	14,600	14,300	98
	Marshall	5,200	5,100	98
	Mitchell	3,400	3,300	97
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98
	Shawnee	63,000	62,400	99
Wabaunsee	2,500	2,400	96	



WIBW-TV BPCT-2743 Granted 8/1/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Chase	1,300	1,300	100
	Doniphan	3,400	3,300	97
	Douglas	25,600	25,200	98
	Greenwood	3,600	3,500	97
	Washington	3,200	3,100	97
	Woodson	1,800	1,800	100
	<b>NEBRASKA</b>			
	Richardson	4,400	4,300	98
	<b>Between 5-24%</b>	<b>KANSAS</b>		
Jewell		2,000	1,900	95
Johnson		116,400	115,800	99
Labette		9,900	9,700	98
Leavenworth		18,600	18,400	99
Marion		5,200	5,100	98
Miami		8,300	8,200	99
Montgomery		16,700	16,400	98
Neosho		7,200	7,100	99
Ottawa		2,300	2,200	96
Pawnee		3,200	3,200	100
Republic		2,900	2,800	97
Wilson		4,800	4,700	98
Wyandotte	63,600	63,000	99	
<b>MISSOURI</b>				
Bates	6,100	6,000	98	
Buchanan	32,000	31,600	99	
Holt	2,700	2,600	96	
<b>NEBRASKA</b>				
Gage	9,100	9,000	99	
Pawnee	1,500	1,500	100	
<b>Station Totals</b>		<b>555,200</b>	<b>547,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>194,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>110,400</b>	

# Kansas—Wichita

## KAKE-TV

Ch. 10

(Operates satellites KUPK-TV, Garden City, KS & KLBV-TV, Colby, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. of Wichita Inc., 1500 N. West St., Wichita, KS 67203.

Studio: 1500 N. West St.

Mailing Address: Box 10, Wichita, KS 67201.

Telephone: 316-943-4221. TWX: 910-741-6926.

Fax: 316-943-5374.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 44.7-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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Dalsat, 3.7-meter portable Ku-band; Andrew, 7.2-meter; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter; Scientific-Atlanta, 7-meter; AFC, 3.7-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: October 19, 1954. Sale to present owner by KAKE-TV & Radio approved by FCC Jan. 21, 1980 (Television Digest, Vol. 19:14).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

RON COLLINS, president & general manager.  
JERRY WATSON, vice president & general sales manager.  
LARRY HATTEBERG, executive news director.  
DARRELL EWALT, program director.  
MARK CHAMBERLIN, community & viewer affairs director.  
DALE MORRELL, chief engineer.  
DON GOLLEDGE, production manager.  
TOM McBROOM, controller.  
VICKI HECKMAN, traffic director.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate (June 23, 1987): \$3000.

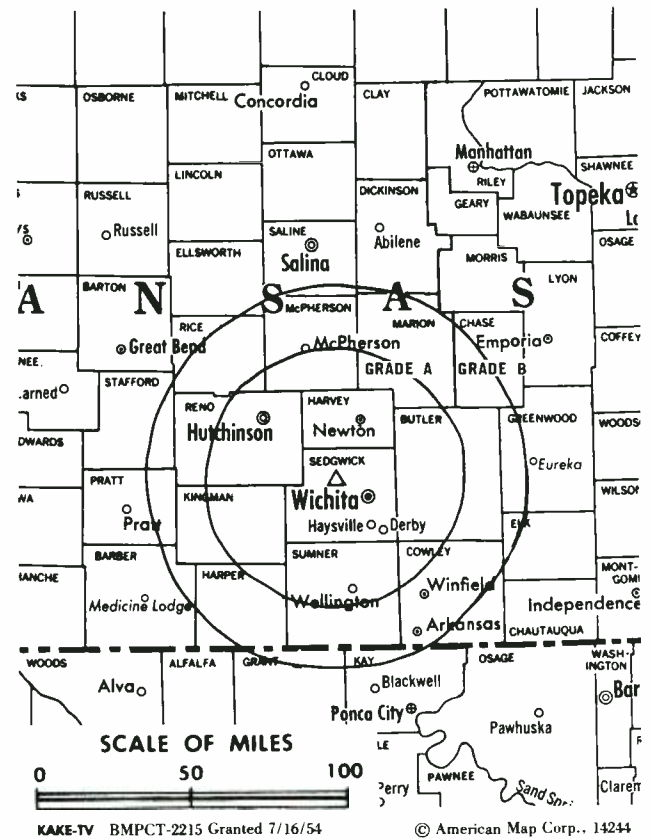
NETWORK BASE HOURLY RATE: \$1150.

Arbitron Data: Figures do not include KUPK-TV, Garden City or KLBV-TV, Colby, KS.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barber	2,900	2,800	96
	Barton	12,600	12,500	99
	Butler	17,500	17,300	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Elk	1,600	1,600	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,600	100
	McPherson	10,600	10,400	98
	Marion	5,200	5,100	98
	Pawnee	3,200	3,200	100
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,900	4,800	98
	Russell	3,600	3,500	97
	Saline	20,100	19,800	99
	Sedgwick	148,900	147,500	99
Stafford	2,500	2,500	100	
Sumner	9,800	9,700	99	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Dickinson	8,100	8,000	99
	Ellis	10,500	10,400	99
	Lyon	14,600	14,300	98
<b>OKLAHOMA</b>	Kay	20,900	20,700	99
	Woods	4,200	4,100	98
	<b>Between 5-24%</b>	<b>KANSAS</b>		
Clay		3,900	3,800	97
Comanche		1,000	1,000	100
Edwards		1,700	1,700	100
Morris		2,600	2,500	96
Ottawa		2,300	2,200	96
Rush		1,700	1,700	100
Wilson		4,800	4,700	98
Woodson		1,800	1,800	100
<b>OKLAHOMA</b>				
Alfalfa	2,700	2,700	100	
Grant	2,700	2,700	100	
<b>Station Totals</b>		<b>401,700</b>	<b>396,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>300,500</b>
<b>Average Daily Circulation (1987)</b>				<b>178,300</b>

# Kansas—Wichita

## KSAS-TV

Ch. 24

**Network Service:** Fox.

**Licensee:** Channel 24 Ltd., 12 Greenway Plaza, Suite 700, Houston, TX 77046.

**Studio:** 316 North West St., Wichita, KS 67203.

**Telephone:** 316-942-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 3303.7-kw max. & 2009-kw horizontal visual, 330.37-kw max. & 200.9-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1161-ft. above ground, 2531-ft. above sea level.

Latitude 37° 46' 40"  
Longitude 97° 30' 37"

**Transmitter:** S of Hwy. 296, 1.4-mi. E of Colwich.

**Satellite Earth Stations:** United Satellite Systems, 3.8-meter C-band; United Satellite Systems, 5-meter C-band; RCA Americom, 3.77-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Columbia-Kansas TV Ltd., gen. partner, 95.592%; Dale R. Bennett, gen. partner, 4.408%. C-KTVL ownership: CCI Kansas Inc., gen. partner, 99.9%; Dale R. Bennett, 0.1%. CCIK ownership: Richard A. Rudy, pres., 38%; Harold S. Goldstein, secy.-treas., 38%; Lee Hanna, exec. v.p., 5%; Louis Freedman, v.p., 19%; Dale R. Bennett, asst. secy. Channel 24 Ltd. is permittee of KAAS-TV, Ch. 18, Salina, KS. Hanna has interest in KLJB-TV, Davenport, IA. Rudy, Goldstein, Friedman & Bennett have interest in Columbia Communications Corp., cable TV operator in Rosenberg, TX.

**Began Operation:** August 24, 1985.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wilner & Scheiner.

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

**Personnel:**

HARLAN REAMS, general manager.  
JOHN FRIEND, sales manager.  
ALEX STEPHENS, production director.  
MICHAEL R. McSHANE, director of engineering.  
LEE REAMS, promotion director & operations manager.

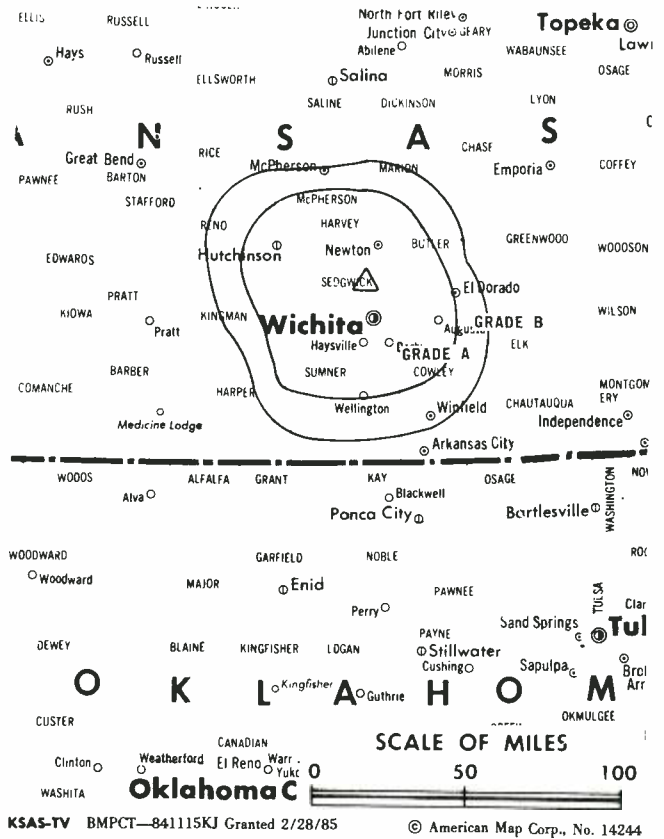
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (June 22, 1987):** \$300.

**City of License:** Wichita. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Butler	17,500	17,300	99
	Kingman	3,400	3,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Reno	26,000	25,700	99
	Sedgwick	148,900	147,500	99
Between 25-49%	<b>KANSAS</b>			
	Cowley	14,600	14,400	99
	Harvey	11,600	11,400	98
	Mc Pherson	10,600	10,400	98
	Marion	5,200	5,100	98
	Rice	4,900	4,800	98
	Stafford	2,500	2,500	100
Between 5-24%	<b>KANSAS</b>			
	Barber	2,900	2,800	96
	Chase	1,300	1,300	100
	Dickinson	8,100	8,000	99
	Harper	3,200	3,200	100
Pratt	4,300	4,200	98	
<b>Station Totals</b>		<b>274,800</b>	<b>271,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>134,600</b>
<b>Average Daily Circulation (1987)</b>				<b>57,900</b>

# Kansas—Wichita

## KSNW

Ch. 3

(Operates KSN Inc., including satellites KSNC, Great Bend, KS; KSNB, Garden City, KS & KSNK, McCook, NE-Oberlin, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** 833 N. Main St., Wichita, KS 67203.

**Mailing Address:** Box 333, Wichita, KS 67201.

**Telephone:** 316-265-5631. **TWX:** 910-741-6976.

**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, KS.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter; Harris, 3-meter; Scientific-Atlanta, 4.6-meter; RCA Americom, 3.6-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, UPI, NBC, KSN, Conus.

**Ownership:** Standard Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1955. Sale to present owner approved by FCC Dec. 30, 1980 (*Television Digest*, (Vol. 19:35, 48).

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

GEORGE C. HATCH, chairman of the board.  
JAY GLASMANN, president.  
ALLAN BUCH, exec. vice president & general manager, KSNW.  
STEVE GLASMANN, vice president, finance.  
RAY JANZ, general sales manager.  
WILLIAM SIKES, director of programming.  
JACK MCKAIN, vice president, engineering.  
DON HOGG, chief engineer.  
ANNE CORRISTON, promotion manager.  
ROBERT YUNA, news director.  
BOB SOWDER, production manager.

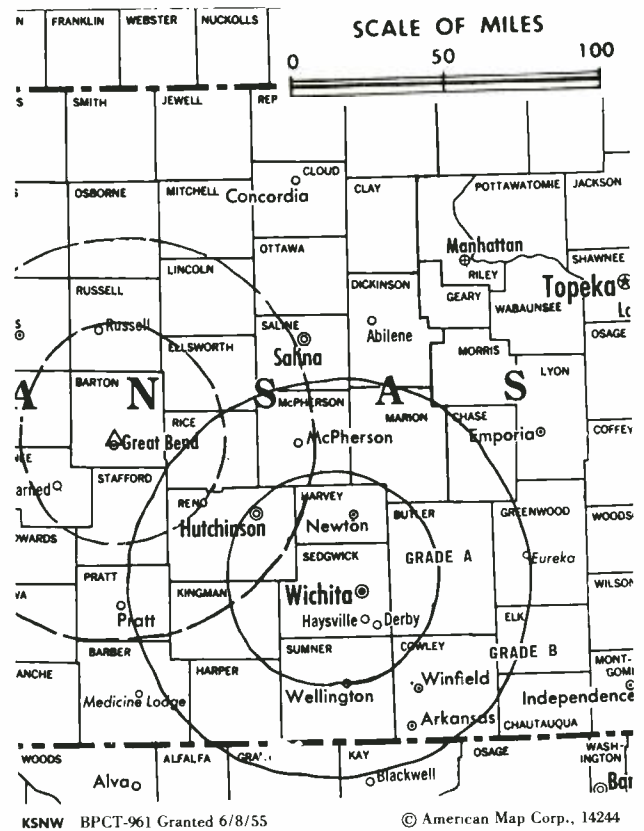
**Highest 30 Sec. Rate:** \$3500.

**NETWORK BASE HOURLY RATE:** \$4000.

**City of License:** Wichita. **ADI:** Wichita-Hutchinson. **Rank:** 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barber	2,900	2,800	96
	Butler	17,500	17,300	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Elk	1,600	1,600	100
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Mc Pherson	10,600	10,400	98
	Marion	5,200	5,100	98
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Saline	20,100	19,800	99
	Sedgwick	148,900	147,500	99
Sumner	9,800	9,700	99	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Dickinson	8,100	8,000	99
	Rice	4,900	4,800	98
	<b>OKLAHOMA</b>			
Kay	20,900	20,700	99	
Woods	4,200	4,100	98	
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Barton	12,600	12,500	99
	Chautauqua	2,300	2,300	100
	Edwards	1,700	1,700	100
	Ellis	10,500	10,400	99
	Lyon	14,600	14,300	98
	Stafford	2,500	2,500	100
	Woodson	1,800	1,800	100
<b>OKLAHOMA</b>				
Alfalfa	2,700	2,700	100	
Grant	2,700	2,700	100	
<b>Station Totals</b>		<b>374,100</b>	<b>369,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>263,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>149,900</b>	

# Kansas—Wichita-Hutchinson

## KWCH-TV

Ch. 12

(Operates Kansas Broadcasting System, including KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland, KS)

Network Service: CBS.

Licensee: Kansas Broadcasting System Inc.

Studios: 2815 E. 37th N., Wichita, KS 67201; 1800 N. Plum St., Hutchinson, KS 67501.

Mailing Address: Box 12, Wichita, KS 67201.

Telephones: 316-838-1212, Wichita; 316-665-5503, Hutchinson.

TWX: 910-741-6998.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 3-meter Ku- & C-band; AFC, 3-meter Ku-band; Scientific-Atlanta, Winegard, Microband receivers.

News Services: AP, UPI.

Ownership: KAYS Inc., 100%. See Kansas Bcstg. System in Group Ownership of Television Stations.

Began Operation: June 22, 1953. FCC approved sale of 80% to Minneapolis Star and Tribune (Cowles) with former owners retaining 20% Oct. 19, 1955 (Television Digest, Vol. 11:28, 43). Sale to present owners by Minneapolis Star and Tribune approved by FCC Nov. 24, 1982.

Represented (sales): TeleRep Inc.

Represented (legal): Marmet & McCombs, P.C.

### Personnel:

RON BERGAMO, vice president & general manager.  
JOHN MILEHAM, vice president, administration & marketing.  
JULIUS EFFLANDT, vice president, programming.  
STEVE MERREN, general sales manager.  
SANDY EVENSON, national sales manager.  
JAY ZACHARIAS, chief engineer.  
SUSAN KIMMEL, promotion manager.  
SHARON MCKITTRICK, EDP manager.

Highest One Hour Rate: \$10,000.

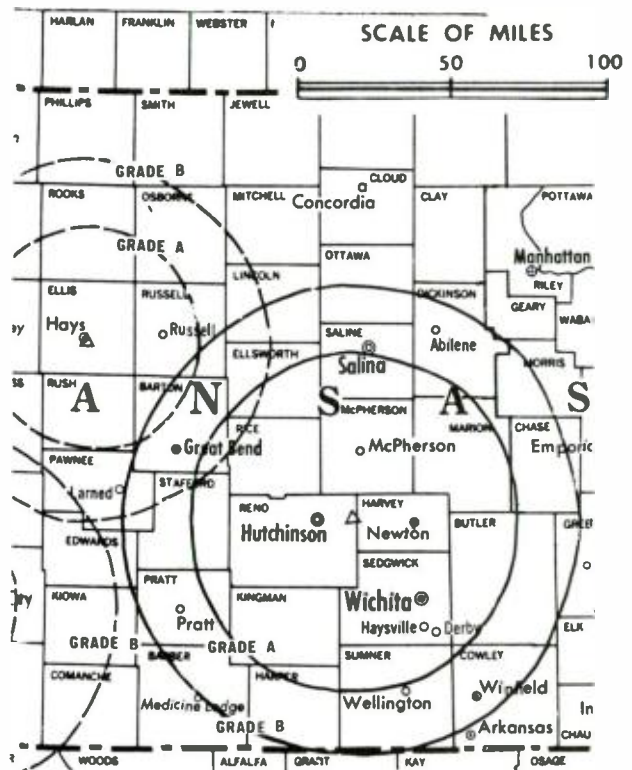
Highest 30 Sec. Rate (January 1, 1987): \$5000.

NETWORK BASE HOURLY RATE: \$948.

City of License: Hutchinson. ADI: Wichita-Hutchinson. Rank: 58.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barber	2,900	2,800	96
	Barton	12,600	12,500	99
	Butler	17,500	17,300	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Dickinson	8,100	8,000	99
	Edwards	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100

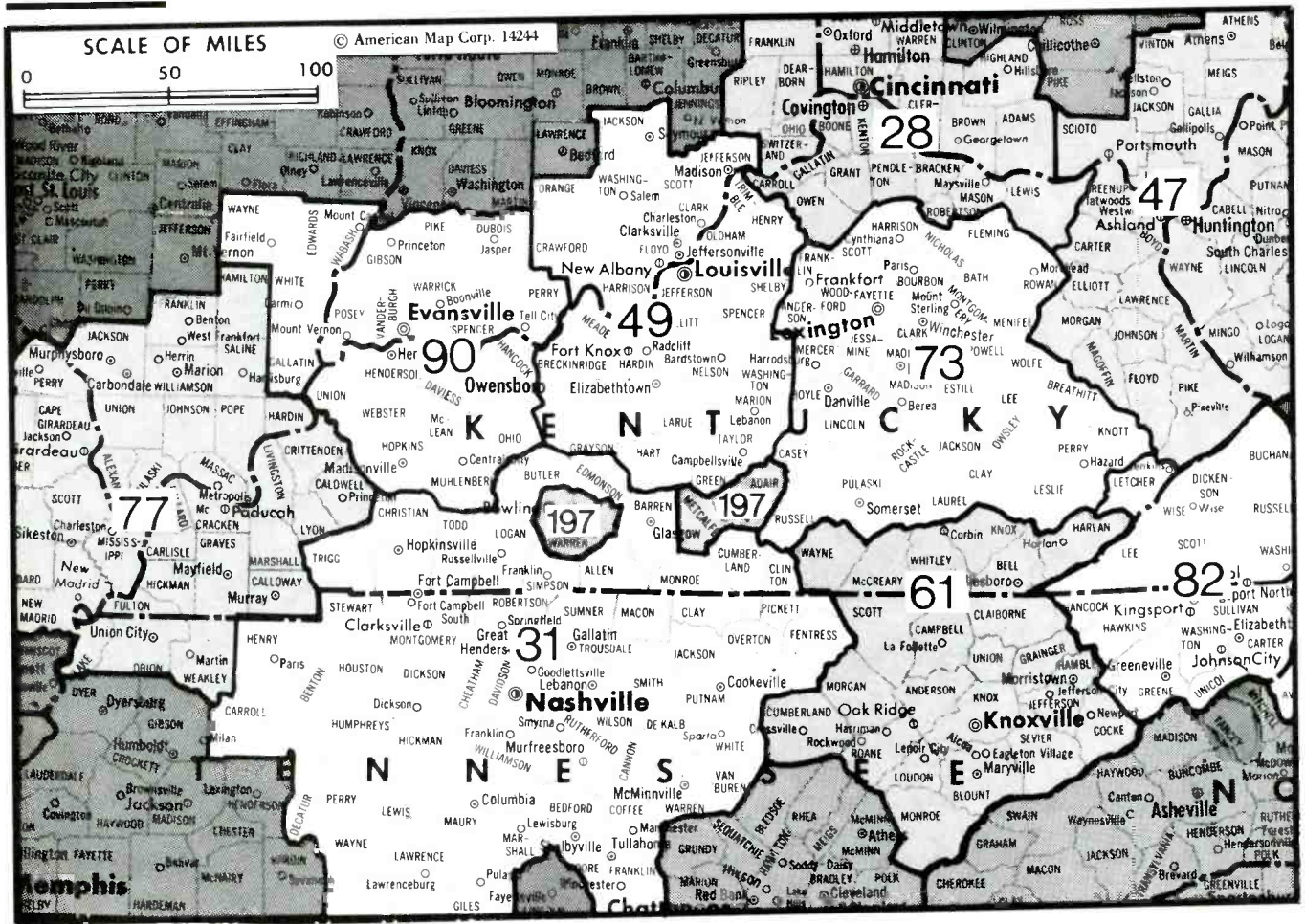


KWCH-TV BPCT-2884 Granted 6/29/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,600	100
	Mc Pherson	10,600	10,400	98
	Marion	5,200	5,100	98
	Mitchell	3,400	3,300	97
	Ottawa	2,300	2,200	96
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,900	4,800	98
	Saline	20,100	19,800	99
	Sedgwick	148,900	147,500	99
	Stafford	2,500	2,500	100
Sumner	9,800	9,700	99	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Comanche	1,000	1,000	100
	Lincoln	1,600	1,600	100
	Lyon	14,600	14,300	98
Pawnee	3,200	3,200	100	
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Clay	3,900	3,800	97
	Cloud	4,700	4,600	98
	Elk	1,600	1,600	100
	Morris	2,600	2,500	96
	Osborne	2,300	2,200	96
	Rush	1,700	1,700	100
	Russell	3,600	3,500	97
	<b>OKLAHOMA</b>			
	Alfalfa	2,700	2,700	100
	Kay	20,900	20,700	99
	Woods	4,200	4,100	98
<b>Station Totals</b>		<b>393,900</b>	<b>388,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>291,100</b>
<b>Average Daily Circulation (1987)</b>				<b>175,900</b>

# Kentucky



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cincinnati, OH	711,900	28	WCPO-TV (9), WHII (64), WKRC-TV(12), WLWT (5), WXIX-TV (19)
Nashville, TN	685,200	31	WCAY-TV (30), WHTN (39), WKRN-TV(2), WSMV (4), WTVF (5), WZTV (17)
Charleston-Huntington, WV	517,100	47	WCHS-TV (8), WOWK-TV(13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Louisville, KY	505,000	49	WAVE-TV (3), WBNA (21), WDRB-TV(41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Knoxville, TN	413,900	61	WATE-TV (6), WBIR-TV (10), WINT-TV(20), WKCH-TV (43), WTVK (8)
Lexington, KY	328,200	73	WDKY-TV (56), WKYT-TV (27), WLFX-TV(18), WLJC-TV (65), WTVQ-TV (36), WYMT-TV (57)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	316,700	77	KBSI (23), KFVS-TV (12), KPOB-TV (15), WCCE (13), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Bristol, VA-Kingsport-Johnson City, TN	287,600	82	WCYB-TV(5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Evansville, IN	264,000	90	WEHT (25), WEVV (44), WFIE-TV(14), WLNC (19), WTVW (7)
Bowling Green, KY	38,100	197	WBKO (13)

### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

WDKY-TV, Lexington	See Danville, KY
WLJC-TV, Lexington	See Beattyville, KY
WGRB, Louisville	See Campbellsville, KY
KFVS-TV & KBSI, Paducah	See Cape Girardeau, MO
WSIL-TV, Paducah	See Harrisburg, IL
WTCT, Paducah	See Marion, IL
WXIX-TV, Newport	See Cincinnati, OH

### Kentucky Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	4	12	16
Educational Television Stations	0	16	16
	4	28	32

# Kentucky—Ashland

**WTSF**

**Ch. 61**

**Network Service:** None, independent.

**Licensee:** Tri-State Family Broadcasting, 3100 Bath Ave., Ashland, KY 41101.

**Studio:** 3100 Bath Ave., Ashland, KY 41101.

**Telephone:** 606-329-2700.

**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, 499-ft. above ground, 1352-ft. above sea level.

Latitude 38° 25' 11"  
Longitude 82° 24' 06"

**Transmitter:** Rotary Park, Huntington, WV.

**Satellite Earth Station:** Paraclype, 3.6-meter; Automation Techniques receivers.

**Ownership:** Claude Messinger, chief exec. officer, 49.6%; Charles Stewart, 18.9%; John Alley, 9.03%; G. O. McClellan, 9.03%; 3 others with less than 5.2% each.

**Began Operation:** April 30, 1983.

**Personnel:**

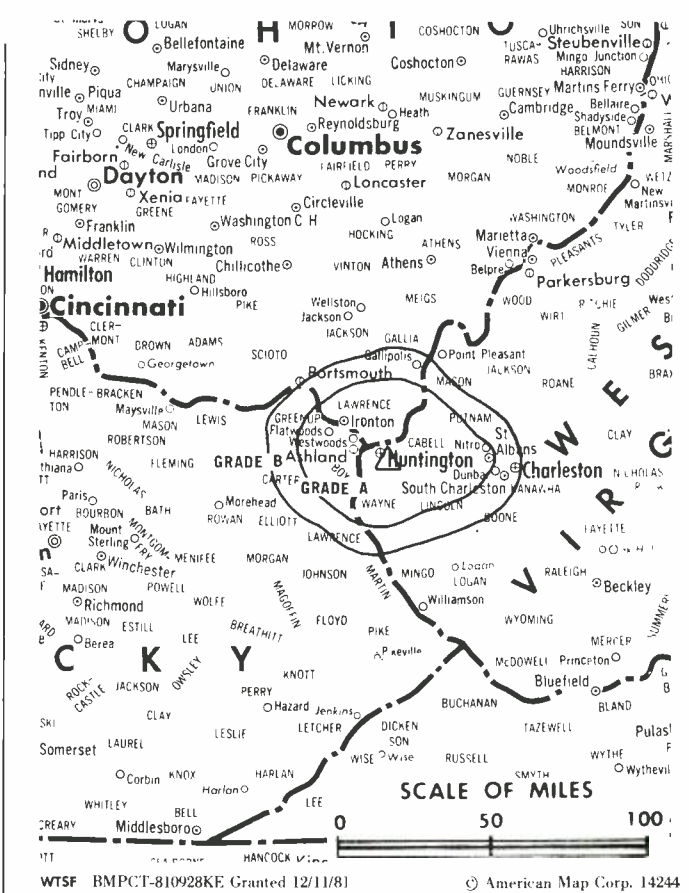
CLAUDE H. MESSINGER, general manager & chief exec. officer.  
LARRY HALL, director of ministries.

**Rates:** Not available.

**City of License:** Ashland. **ADI:** Charleston-Huntington, WV. **Rank:** 47.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Boyd	20,600	20,500	100
	Greenup	13,700	13,600	99
	Lawrence	5,400	5,300	98
	Lewis	5,000	4,900	98



WTSF BNPCT-810928KE Granted 12/11/81 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OHIO</b>			
	Lawrence	23,700	23,200	98
	<b>WEST VIRGINIA</b>			
	Cabell	41,800	41,500	99
	Logan	17,500	17,300	99
Wayne	17,000	16,800	99	
<b>Station Totals</b>		<b>144,700</b>	<b>143,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>13,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>4,000</b>	



# Kentucky—Beattyville

**WLJC-TV**

Ch. 65

**Network Service:** None, independent.

**Licensee:** Hour of Harvest Inc., Station WLJC(FM), c/o Rev. Forest Drake, Beattyville, KY 41311.

**Studio:** Rte. 11, Beattyville, KY 41311.

**Telephone:** 606-464-8672.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 73.45-kw max. visual, 7.345-kw max. aural. Antenna: 632-ft. above av. terrain, 501-ft. above ground, 1578-ft. above sea level.

Latitude 37° 36' 23"  
Longitude 83° 41' 16"

**Transmitter:** 2.4-mi. N on Route 11, Beattyville.

**Satellite Earth Stations:** 3 in operation C-band; Automation Techniques receivers.

**Ownership:** Non-stock corp. Forest Drake, pres.; Margaret Drake, v.p.-secy.-treas. F. Drake is licensee of WLJC(FM), Beattyville, KY.

**Began Operation:** October 18, 1982.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** E. Harold Munn Jr. & Associates.

**Personnel:**

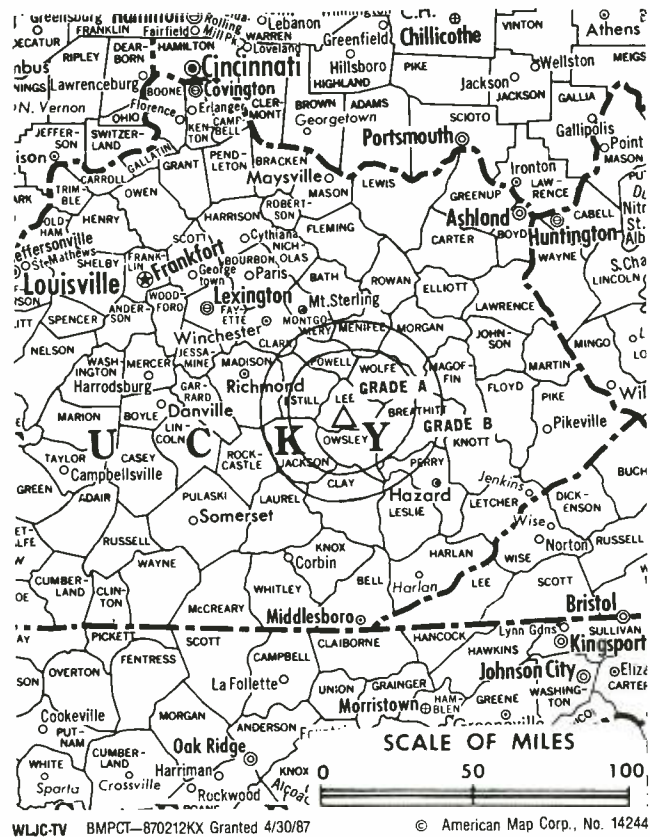
FOREST DRAKE, president & general manager.

**Highest One Hour Rate:** \$152.

**Highest 30 Sec. Rate:** \$7.92.

**City of License:** Beattyville. **ADI:** Lexington. **Rank:** 73.

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



WLJC-TV BMPCT-870212KX Granted 4/30/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY	5,300	5,200	98
	Estill	4,300	4,200	98
	Jackson	2,900	2,800	97
<b>Station Totals</b>		<b>12,500</b>	<b>12,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>2,200</b>
<b>Average Daily Circulation (1987)</b>				<b>1,000</b>

# Kentucky—Bowling Green

## WBKO

Ch. 13

**Network Service:** ABC.

**Licensee:** Bluegrass Television Inc., Box 1198, Bowling Green, KY 42101.

**Studio:** 2727 Russellville Rd., Box 1198, Bowling Green, KY 42101.

**Telephones:** 502-781-1313, studio; 502-777-3030, transmitter.

**TWX:** 810-531-3667.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

Latitude 37° 03' 52"  
Longitude 86° 26' 07"

**Transmitter:** Off State Hwy. 185, 5-mi. NE of Bowling Green, KY.

**Satellite Earth Station:** RCA Ku-band; RCA, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** A. Richard Benedek, 100%. See Group Ownership of Television 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):** Katz Television.

**Represented (legal):** Crowell & Moring.

### Personnel:

CLYDE G. PAYNE, vice president & general manager.  
DENNIS BRADFORD, general sales manager.  
DAVID L. CHUMLEY, director of engineering.  
GENE PRATHER, operations manager.  
JOANNE RYAN, production manager.  
ROY BRASSFIELD, news director.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$350.

**City of License:** Bowling Green. **ADI:** Bowling Green. **Rank:** 197.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Allen	5,800	5,700	98
	Barren	13,100	13,000	99
	Butler	4,300	4,200	98
	Cumberland	2,800	2,700	96
	Edmonson	3,800	3,700	97
	Grayson	8,300	8,200	99
	Green	4,100	4,000	98
	Hart	6,200	6,100	98
	Logan	9,700	9,600	99
	Metcalfe	3,800	3,800	99
	Monroe	4,800	4,800	100
	Muhlenberg	11,600	11,500	99



WBKO BPCT-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ohio	8,500	8,400	99
	Russell	5,700	5,600	98
	Simpson	5,500	5,400	98
	Warren	28,600	28,300	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Breckinridge	6,100	6,000	98
	Clinton	3,500	3,400	97
	Larue	4,600	4,600	100
	Taylor	8,600	8,500	99
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Casey	5,900	5,800	98
	Christian	21,000	20,800	99
	Hardin	27,000	26,800	99
	Hopkins	17,800	17,600	99
	Mc Lean	3,600	3,600	100
	Todd	4,200	4,200	100
	<b>TENNESSEE</b>			
	Clay	3,100	3,000	97
	Macon	6,100	6,000	98
	Overton	6,500	6,400	98
	Pickett	1,600	1,600	100
	Robertson	14,000	13,900	99
Sumner	33,300	33,000	99	
<b>Station Totals</b>		<b>306,000</b>	<b>302,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>132,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>81,300</b>	

# Kentucky—Campbellsville

**WGRB**

**Ch. 34**

**Network Service:** None, independent.

**Licensee:** Green River Bcstg. Co. Inc., Box 400, Campbellsville, KY 42718.

**Studio:** Rte. 1, Cane Valley, KY 42720.

**Telephones:** 502-465-2223; 502-465-2333.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 600-kw max. visual, 108-kw max. aural. Antenna: 1027-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.

**Satellite Earth Stations:** 4 in operation; 3 C-band, one Ku-band; Channel Master, Scientific-Atlanta receivers.

**Ownership:** Billy Speer, pres.-secy.-treas., 100%.

**Began Operation:** April 7, 1983.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Schwartz, Woods & Miller.

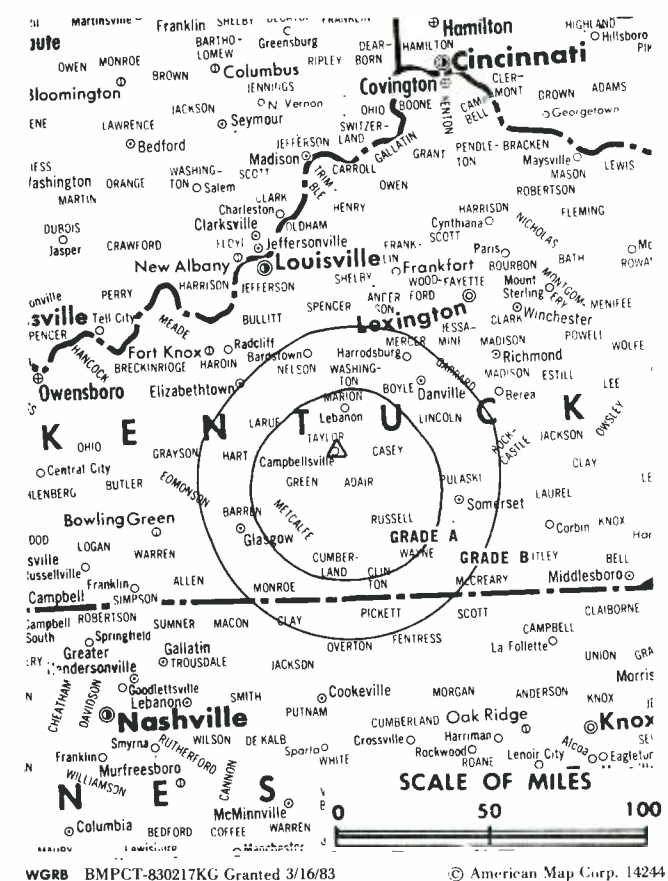
**Personnel:**  
MIKE HARDING, general manager.

**Highest 30 Sec. Rate:** \$60.

**City of License:** Campbellsville. **ADI:** Louisville. **Rank:** 49.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Casey	5,900	5,800	98
	Green	4,100	4,000	98
	Wayne	6,600	6,400	97
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Clinton	3,500	3,400	97
	Lincoln	6,800	6,700	99
	Marion	5,900	5,900	100
	Metcalfe	3,800	3,800	99
	Russell	5,700	5,600	98
	Taylor	8,600	8,500	99
Washington	3,400	3,400	100	



WGRB BMPCT-830217KG Granted 3/16/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Boyle	9,500	9,400	99
	Cumberland	2,800	2,700	96
	Edmonson	3,800	3,700	97
	Garrard	4,100	4,000	98
	Grayson	8,300	8,200	99
	Hardin	27,000	26,800	99
	Hart	6,200	6,100	98
	Mercer	7,400	7,300	99
	Monroe	4,800	4,800	100
	Nelson	9,700	9,600	99
Pulaski	18,400	18,000	98	
<b>TENNESSEE</b>				
Clay	3,100	3,000	97	
<b>Station Totals</b>		<b>165,300</b>	<b>162,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>40,400</b>
<b>Average Daily Circulation (1987)</b>				<b>15,800</b>

# Kentucky—Danville

## WDKY-TV

Ch. 56

**Network Service:** Fox.

**Licensee:** WDKY-TV Inc., 434 Interstate Ave., Lexington, KY 40505.

**Studio:** 434 Interstate Ave., Lexington, KY 40505.

**Mailing Address:** Box 12650, Lexington, KY 40583.

**Telephone:** 606-293-1471.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 3390-kw max. visual, 339-kw max. aural. Antenna: 1206-ft. above av. terrain, 1099-ft. above ground, 2044-ft. above sea level.

Latitude 37° 47' 18"  
Longitude 84° 40' 49"

**Transmitter:** Approx. 3-mi. SE of High Bridge at bend in Kentucky River.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 4.6-meter C-band; Andrew, 4.6-meter Ku-band; AFC, 3.6-meter Ku-band; Andrew, 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Backe Communications Group Inc., 100%. John Backe, chief exec. officer-chmn.-pres.-treas.; Frederick R. Cummings Jr., secy.; William S. Reyner Jr., asst. secy.; Edward Carroll, asst. secy.

**Began Operation:** February 10, 1986.

**Represented (sales):** MMT Marketing Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

### Personnel:

JIM THOMPSON, general manager.  
AL CROUNSE, general sales manager.  
MIM CROWLEY, local sales manager.  
SCOTT WILLS, engineering director.  
PAUL OUGHTON, program director.  
JODI BERRY, promotion director.

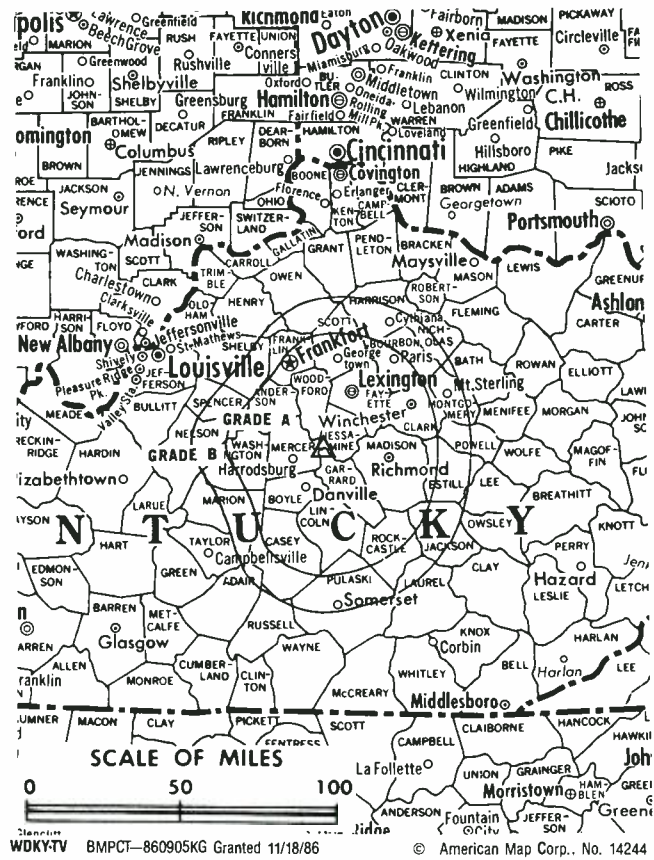
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate (April 5, 1987):** \$200.

**City of License:** Danville. **ADI:** Lexington. **Rank:** 73.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Boyle	9,500	9,400	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Clark	11,000	10,900	99
	Estill	5,300	5,200	98
	Fayette	82,100	81,500	99
	Fleming	4,700	4,600	98
	Garrard	4,100	4,000	98
	Jessamine	10,100	9,900	98
	Lee	2,900	2,800	97
	Lincoln	6,800	6,700	99
	Madison	18,300	18,000	98
Mercer	7,400	7,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Powell	3,900	3,800	97
	Robertson	800	800	100
	Scott	8,000	7,900	99
	Woodford	6,600	6,500	98
<b>BETWEEN 5-24%</b>	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Breathitt	5,400	5,200	96
	Casey	5,900	5,800	98
	Franklin	17,100	17,000	99
	Harlan	14,400	14,200	99
	Harrison	5,400	5,400	100
	Jackson	4,300	4,200	98
	Laurel	15,000	14,700	98
	Marion	5,900	5,900	100
	Menifee	1,600	1,600	100
	Montgomery	7,800	7,700	99
Nicholas	2,600	2,600	100	
Owen	3,500	3,500	100	
Pulaski	18,400	18,000	98	
Rockcastle	5,200	5,100	98	
Shelby	8,700	8,600	99	
Washington	3,400	3,400	100	
<b>Station Totals</b>		<b>321,600</b>	<b>317,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>95,500</b>
<b>Average Daily Circulation (1987)</b>				<b>37,500</b>

# Kentucky—Hazard

**WYMT-TV**

**Ch. 57**

**Network Service:** CBS.

**Licensee:** Kentucky Central Television Inc., Box 1299, Hazard, KY 41701.

**Studio:** Box 1299, Jacklot Hollow, Hazard, KY 41701.

**Telephone:** 606-436-5757.

**Technical Facilities:** Channel No. 57 (728-734 MHz). Authorized power: 2630-kw max. visual, 250-kw max. aural. Antenna: 1560-ft. above av. terrain, 1005-ft. above ground, 2925-ft. above sea level.

Latitude 37° 11' 38"  
Longitude 83° 10' 52"

**Transmitter:** Buffalo Mountain, Hazard.

**Satellite Earth Station:** Harris, 7-meter; Harris receivers.

**News Services:** AP, CBS.

**Ownership:** Bluegrass Bcstg. Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 20, 1969. Sale to present owner by William D. Gorman, et al., approved by FCC May 22, 1985.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

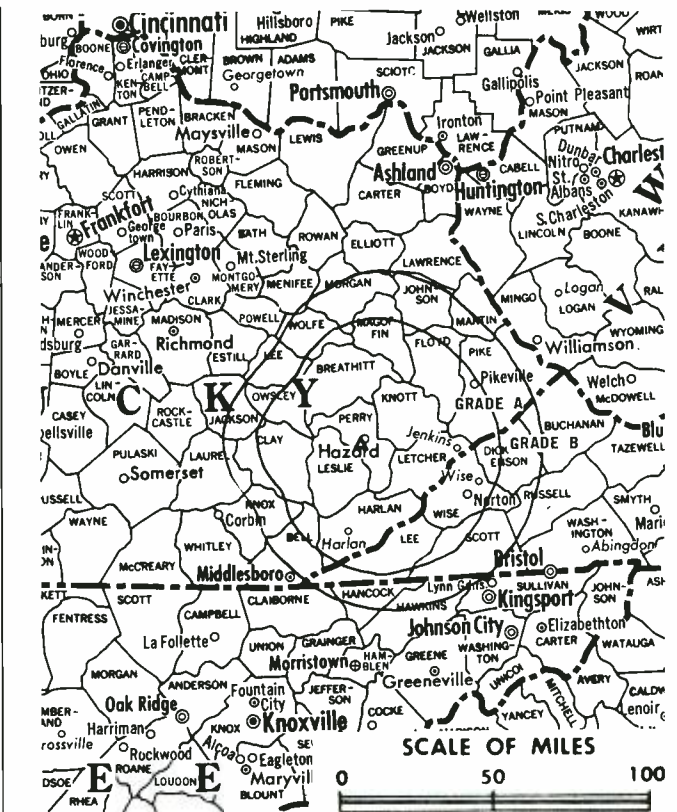
**Personnel:**  
RALPH W. GABBARD, exec. vice president & general manager.  
DAVID ROEDERER, station manager.  
BETTY WHITICKER, office manager.  
RALPH BALDWIN, news director.  
KENNETH COMBS, chief engineer.

**Highest 30 Sec. Rate:** \$340.

**City of License:** Hazard. **ADI:** Lexington. **Rank:** 73.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Breathitt	5,400	5,200	96
	Floyd	18,200	17,900	99
	Knott	6,100	5,900	97
	Letcher	11,000	10,800	98
	Perry	11,800	11,500	97
	Pike	29,900	29,500	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Harlan	14,400	14,200	99
	Johnson	9,000	8,900	99



WYMT-TV BMPCT—851220KF Granted 2/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Leslie	5,100	4,900	96
	Magoffin	4,800	4,700	98
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Clay	7,700	7,500	97
	Jackson	4,300	4,200	98
	Knox	10,900	10,700	98
	Laurel	15,000	14,700	98
	Lee	2,900	2,800	97
	Martin	4,700	4,600	98
	Menifee	1,600	1,600	100
	Morgan	4,300	4,200	98
<b>Station Totals</b>		<b>183,400</b>	<b>179,700</b>	<b>97</b>
	<b>Net Weekly Circulation (1987)</b>			<b>77,000</b>
	<b>Average Daily Circulation (1987)</b>			<b>45,100</b>

# Kentucky—Lexington

## WKYT-TV

Ch. 27

**Network Service:** CBS.

**Licensee:** Kentucky Central Television Inc., Box 5037, Lexington, KY 40555.

**Studio:** Rte. 4, Winchester Rd., Lexington, KY 40555.

**Mailing Address:** Box 5037, Lexington, KY 40555.

**Telephone:** 606-299-0411. **TWX:** 510-476-8850.

**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.

**Satellite Earth Station:** Harris, 7-meter; Harris receivers.

**News Services:** AP, CBS, NIWS.

**Ownership:** Bluegrass Bcstg. Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** 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.
- SHARON HELTON, traffic manager.
- JOHN KUKLINSKI, production manager.

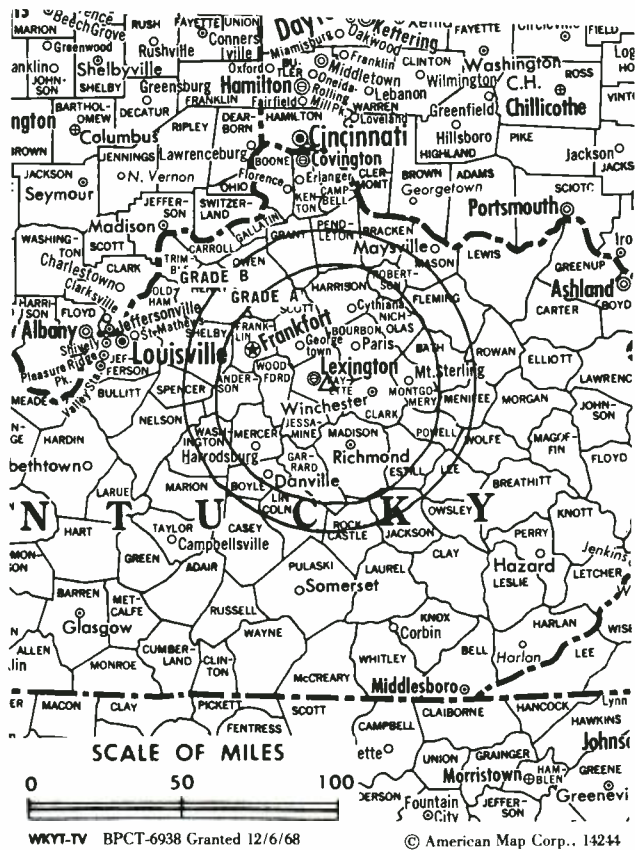
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$1200.

**City of License:** Lexington. **ADI:** Lexington. **Rank:** 73.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Breathitt	5,400	5,200	96
	Casey	5,900	5,800	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,300	5,200	98
	Fayette	82,100	81,500	99
	Fleming	4,700	4,600	98
	Franklin	17,100	17,000	99
Garrard	4,100	4,000	98	
Harlan	14,400	14,200	99	



WKYT-TV BPCT-6938 Granted 12/6/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Harrison	5,400	5,400	100
	Jackson	4,300	4,200	98
	Jessamine	10,100	9,900	98
	Knott	6,100	5,900	97
	Knox	10,900	10,700	98
	Laurel	15,000	14,700	98
	Lee	2,900	2,800	97
	Leslie	5,100	4,900	96
	Lincoln	6,800	6,700	99
	Madison	18,300	18,000	98
	Menifee	1,600	1,600	100
	Mercer	7,400	7,300	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Nicholas	2,600	2,600	100
	Owsley	1,800	1,700	94
	Perry	11,800	11,500	97
	Powell	3,900	3,800	97
	Pulaski	18,400	18,000	98
	Robertson	800	800	100
	Rockcastle	5,200	5,100	98
	Rowan	6,200	6,100	98
	Russell	5,700	5,600	98
	Scott	8,000	7,900	99
	Whitley	13,400	13,200	99
	Wolfe	2,500	2,400	96
	Woodford	6,600	6,500	98

(Continued on page A-465)

<b>Station Totals</b>	<b>650,200</b>	<b>641,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>369,400</b>
<b>Average Daily Circulation (1987)</b>			<b>227,100</b>

# Kentucky—Lexington

## WLEX-TV

Ch. 18

**Network Service:** NBC

**Licensee:** WLEX-TV Inc., Box 1457, Lexington, KY 40591.

**Studio:** Russell Cave Pike.

**Mailing Address:** Box 1457, Lexington, KY 40591.

**Telephone:** 606-255-4404. **TWX:** 510-476-8896.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Comtech, 5-meter; Harris, Pinzone receivers.

**News Service:** UPI.

**Ownership:** J. D. Gay, chmn.-treas., 42.7%; Jean Allen Bell, et al., 10.6%; Corinne Gay, 7.07%; William B. Gess, 5.69%; J. G. Atchison, secy., 0.03%; 6 others, with less than 2%.

**Began Operation:** March 15, 1955.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

### Personnel:

HARRY C. BARFIELD, president & general manager.  
JOE OLIVER, vice president & general sales manager.  
JOHN A. DUVALL, vice president, broadcast operations.  
AL GREENFIELD, production manager.  
HAYS McMAKIN, local sales manager.  
SUE WYLIE, director, public affairs.  
BILL CRAWFORD, director, station promotion.  
JIM ALLISON, news director.  
ALBERT W. SCHEER, vice president, engineering.

**Highest One Hour Rate:** \$4100.

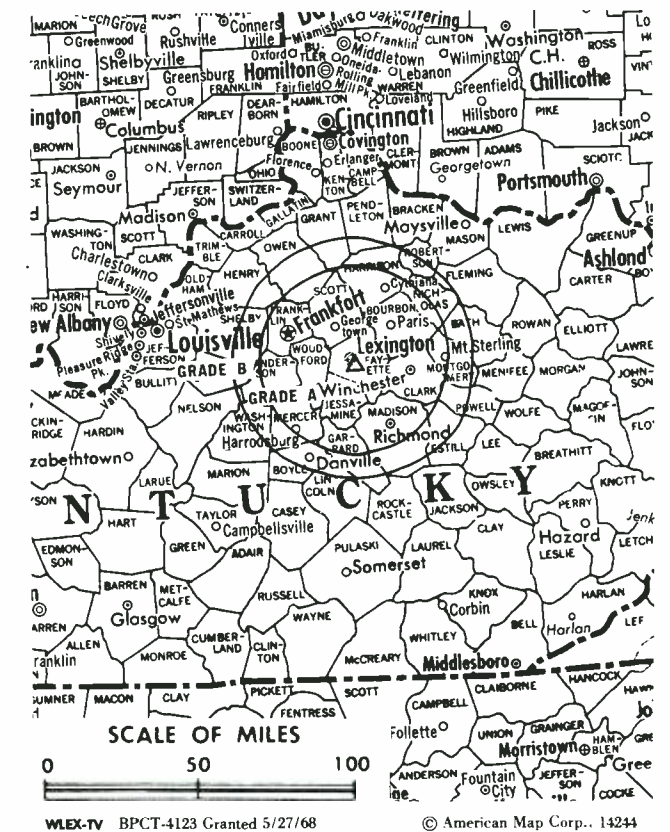
**Highest 30 Sec. Rate** (September 13, 1987): \$1500.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Lexington. **ADI:** Lexington. **Rank:** 73.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Breathitt	5,400	5,200	96
	Casey	5,900	5,800	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,300	5,200	98
	Fayette	82,100	81,500	99
	Fleming	4,700	4,600	98
	Franklin	17,100	17,000	99
	Garrard	4,100	4,000	98
	Harlan	14,400	14,200	99
	Harrison	5,400	5,400	100
	Jackson	4,300	4,200	98



WLEX-TV BPCT-4123 Granted 5/27/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jessamine	10,100	9,900	98
	Knox	10,900	10,700	98
	Laurel	15,000	14,700	98
	Lee	2,900	2,800	97
	Lincoln	6,800	6,700	99
	Madison	18,300	18,000	98
	Menifee	1,600	1,600	100
	Mercer	7,400	7,300	99
	Montgomery	7,800	7,700	99
	Nicholas	2,600	2,600	100
	Owsley	1,800	1,700	94
	Perry	11,800	11,500	97
	Powell	3,900	3,800	97
	Pulaski	18,400	18,000	98
	Robertson	800	800	100
	Rockcastle	5,200	5,100	98
	Rowan	6,200	6,100	98
Russell	5,700	5,600	98	
Scott	8,000	7,900	99	
Wayne	6,600	6,400	97	
Wolfe	2,500	2,400	96	
Woodford	6,600	6,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Leslie	5,100	4,900	96
	Mason	6,400	6,300	98
	Morgan	4,300	4,200	98
	Owen	3,500	3,500	100
	Taylor	8,600	8,500	99
Washington	3,400	3,400	100	
Whitley	13,400	13,200	99	

(Continued on page A-465)

<b>Station Totals</b>	<b>513,200</b>	<b>505,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>327,300</b>	
<b>Average Daily Circulation (1987)</b>		<b>200,400</b>	

# Kentucky—Lexington

**WTVQ-TV**

Ch. 36

**Network Service:** ABC.

**Licensee:** Shamrock Bcstg. Inc., Box 5590, Lexington, KY 40555.

**Studio:** 2940 Bryant Rd., Lexington, KY 40511.

**Telephone:** 606-233-3600. **TWX:** 510-476-8806.

**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.

**Satellite Earth Stations:** 4 in operation; Andrew, Harris receivers.

**News Services:** Group W Newsfeed, UPI.

**Ownership:** Shamrock Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**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):** Katz Television.

**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

WILLIAM SERVICE, vice president & general manager.  
JEB BAKER, general sales manager.  
CRAIG ALEXANDER, news director.  
CAROLYN DOOLEY, business manager.  
JOHN LACKEY, chief engineer.  
JERRY FOX, station manager.

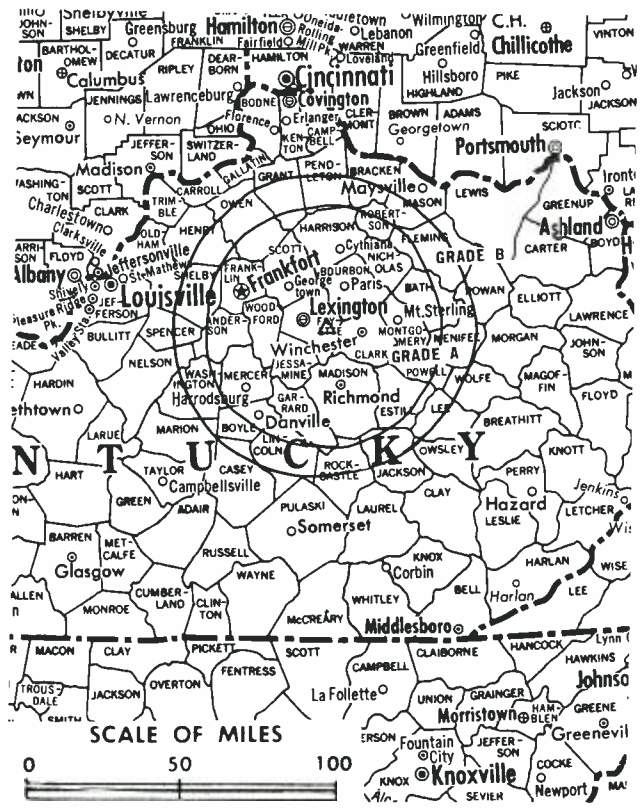
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$650.

**City of License:** Lexington. **ADI:** Lexington. **Rank:** 73.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Breathitt	5,400	5,200	96
	Casey	5,900	5,800	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,300	5,200	98
	Fayette	82,100	81,500	99
	Fleming	4,700	4,600	98
	Franklin	17,100	17,000	99
	Garrard	4,100	4,000	98
	Harrison	5,400	5,400	100
	Jackson	4,300	4,200	98
	Jessamine	10,100	9,900	98
	Laurel	15,000	14,700	98
	Lee	2,900	2,800	97
	Lincoln	6,800	6,700	99
	Madison	18,300	18,000	98
	Menifee	1,600	1,600	100
	Mercer	7,400	7,300	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Nicholas	2,600	2,600	100
	Owsley	1,800	1,700	94
Perry	11,800	11,500	97	



WTVQ-TV Occ.-21392 Granted 4/18/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Powell	3,900	3,800	97
	Pulaski	18,400	18,000	98
	Robertson	800	800	100
	Rockcastle	5,200	5,100	98
	Rowan	6,200	6,100	98
	Scott	8,000	7,900	99
	Whitley	13,400	13,200	99
	Wolfe	2,500	2,400	96
	Woodford	6,600	6,500	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bracken	2,700	2,700	100
	Harlan	14,400	14,200	99
	Knott	6,100	5,900	97
	Knox	10,900	10,700	98
	Mason	6,400	6,300	98
	Russell	5,700	5,600	98
	Washington	3,400	3,400	100
Wayne	6,600	6,400	97	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Carter	8,900	8,800	99
	Floyd	18,200	17,900	99
	Grant	4,900	4,900	100
	Henry	4,800	4,800	100
	Leslie	5,100	4,900	96
	Letcher	11,000	10,800	98
	Lewis	5,000	4,900	98
	Magoffin	4,800	4,700	98
	Marion	5,900	5,900	100
	Nelson	9,700	9,600	99
Owen	3,500	3,500	100	
Pendleton	3,900	3,900	100	
Shelby	8,700	8,600	99	
Taylor	8,600	8,500	99	
<b>Station Totals</b>		<b>504,600</b>	<b>497,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>305,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>169,100</b>	



# Kentucky—Louisville

**WAVE**

Ch. 3

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, KY 40203.

**Studio:** 725 S. Floyd St., Louisville, KY 40203.

**Mailing Address:** Box 32970, Louisville, KY 40232.

**Telephone:** 502-585-2201. **TWX:** 810-535-3142.

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

Latitude 38° 22' 09"  
Longitude 85° 49' 48"

Holds CP for change to 1820-ft. above av. terrain, 1690-ft. above ground, 2500-ft. above sea level, lat. 38° 27' 23", long. 85° 25' 28", transmitter to 4.1-mi. NW of LaGrange, N of Hwy. 42, W of Hwy. 53. BPCT-850211KJ.

**Transmitter:** Floyds Knob, New Albany, IN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** NBC, UPI.

**Ownership:** Cosmos Bcstg. Corp. See Group Ownership of Television Stations.

**Began Operation:** November 24, 1948. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 20:24; 21:4).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

- GUY HEMPEL, vice president & general manager.
- STEPHEN P. LANGFORD, general sales manager.
- JOHN R. KAREM, national sales manager.
- J. HAROLD CULVER, director of engineering & operations.
- ED GODFREY, news director.
- MARK YOUNG, advertising/marketing supervisor.
- ROGER ROEBUCK, program director.
- MARGARET SHADBOURNE, creative services director.

**Highest One Hour Rate:** \$6500.

**Highest 30 Sec. Rate:** \$2900.

**NETWORK BASE HOURLY RATE:** \$3863.

**City of License:** Louisville. **ADI:** Louisville. **Rank:** 49.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,200	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,100	9,900	98
	Jackson	13,700	13,500	99
	Jefferson	10,800	10,600	98
	Jennings	8,000	7,800	97
	Lawrence	16,300	16,000	98
	Orange	6,900	6,700	97
Scott	7,400	7,200	97	
Washington	8,200	7,900	96	



WAVE BPCT-850211KJ Granted 3/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Breckinridge	6,100	6,000	98
	Bullitt	15,300	15,200	99
	Carroll	3,500	3,500	100
	Franklin	17,100	17,000	99
	Grayson	8,300	8,200	99
	Hardin	27,000	26,800	99
	Hart	6,200	6,100	98
	Henry	4,800	4,800	100
	Jefferson	256,600	255,500	100
	Larue	4,600	4,600	100
	Marion	5,900	5,900	100
	Meade	7,900	7,900	100
	Nelson	9,700	9,600	99
Oldham	10,100	10,000	99	
Shelby	8,700	8,600	99	
Spencer	2,200	2,200	100	
Taylor	8,600	8,500	99	
Trimble	2,200	2,200	100	
Washington	3,400	3,400	100	

<b>Between 25-49%</b>	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
	Perry	6,700	6,500	97

<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Boyle	9,500	9,400	99
	Green	4,100	4,000	98
	Mercer	7,400	7,300	99
Owen	3,500	3,500	100	

(Continued on page A-465)

<b>Station Totals</b>	<b>751,900</b>	<b>743,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>541,400</b>	
<b>Average Daily Circulation (1987)</b>		<b>356,900</b>	

# Kentucky—Louisville

**WBNA**

Ch. 21

**Network Service:** None, independent.

**Licensee:** Word Bcstg. Network Inc., Drawer 21, Louisville, KY 40219.

**Studio:** 3701 Fern Valley Rd., Louisville, KY 40219.

**Telephone:** 502-968-5155.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 750-ft. above av. terrain, 549-ft. above ground, 1349-ft. above sea level.

Latitude 38° 01' 59"  
Longitude 85° 45' 16"

**Transmitter:** Prayer Mountain, Sheperdsville.

**Ownership:** Non-stock, non-profit corp. Robert W. Rodgers, pres.; Donald L. Miller, v.p.-secy.; Rhea C. Morgan, treas.

**Began Operation:** April 2, 1986.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

- ROBERT W. RODGERS, general manager.
- RON CHARLES, sales manager.
- STEVE BUTLER, program director.
- JENNIFER MILLSPAUGH, promotion director.
- TERREL SMITH, engineering.
- CLARENCE HENSON, engineering.

**Highest One Hour Rate:** \$750.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Louisville. **ADI:** Louisville. **Rank:** 49.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Bullitt	15,300	15,200	99
	Mercer	7,400	7,300	99
	Oldham	10,100	10,000	99
<b>Station Totals</b>		<b>32,800</b>	<b>32,500</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>14,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>4,600</b>	

# Kentucky—Louisville

## WDRB-TV

Ch. 41

**Network Service:** Fox.

**Licensee:** Independence Television Co., 624 West Muhammad Ali Blvd., Louisville, KY 40203.

**Studio:** 624 W. Muhammad Ali Blvd., Louisville, KY 40203.

**Telephone:** 502-584-6441. **TWX:** 810-535-3328.

**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, IN.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter C-band; Microdyne, 4.7-meter steerable C-band; AFC, 3.6-meter Ku-band; Microdyne receivers.

**News Service:** AP.

**Ownership:** Blade Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** February 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (*Television Digest*, Vol. 23:26). Sale to Cowles by Owsley & Egerton Welch, J. P. Morgan, Arlie Howard, et al., approved by FCC Oct. 25, 1977 (Vol. 17:21, 51).

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

ELMER F. JASPAN, president & general manager.  
JERRY STAGGS, general sales manager.  
GARY BOCKHORST, operations manager.  
PATTIE KIRAY, controller.  
ANGELA DANIELS, traffic supervisor.  
RAY FOUSHEE, promotion director.  
GLEN COOK, chief engineer.

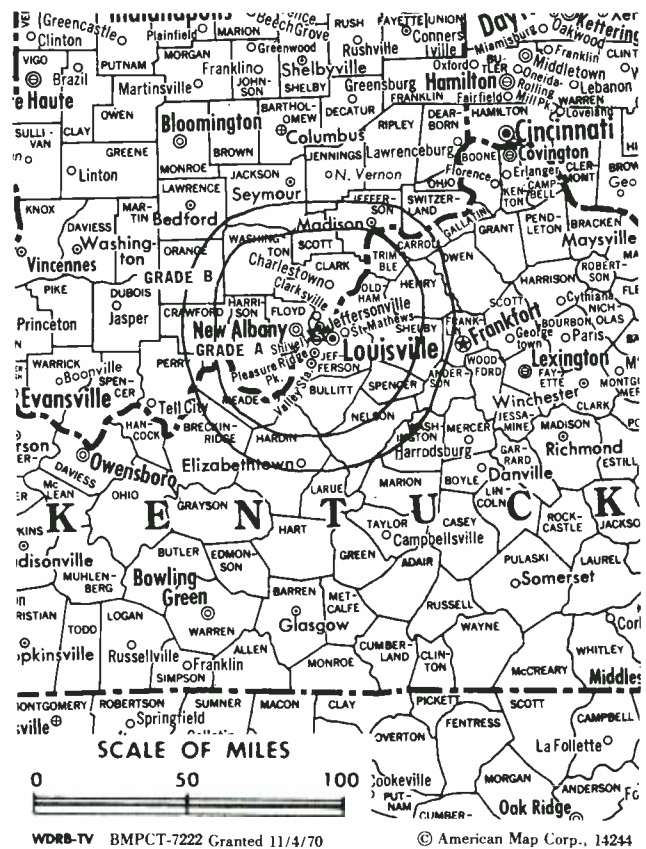
**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Louisville. **ADI:** Louisville. **Rank:** 49.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,200	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,100	9,900	98
	<b>KENTUCKY</b>			
	Bullitt	15,300	15,200	99
	Hardin	27,000	26,800	99
	Henry	4,800	4,800	100
	Jefferson	256,600	255,500	100
	Meade	7,900	7,900	100
	Nelson	9,700	9,600	99
	Oldham	10,100	10,000	99
	Shelby	8,700	8,600	99
Spencer	2,200	2,200	100	
Washington	3,400	3,400	100	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jackson	13,700	13,500	99
	Jefferson	10,800	10,600	98
	Perry	6,700	6,500	97
	Scott	7,400	7,200	97
Washington	8,200	7,900	96	
<b>KENTUCKY</b>				
Anderson	4,900	4,900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Boyle	9,500	9,400	99
	Breckinridge	6,100	6,000	98
	Carroll	3,500	3,500	100
	Daviess	32,500	32,300	99
	Franklin	17,100	17,000	99
	Grayson	8,300	8,200	99
	Hancock	2,900	2,900	100
	Larue	4,600	4,600	100
	Marion	5,900	5,900	100
	Mercer	7,400	7,300	99
	Taylor	8,600	8,500	99
Trimble	2,200	2,200	100	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Dubois	12,700	12,300	97
	Jennings	8,000	7,800	97
	Lawrence	16,300	16,000	98
	Martin	3,900	3,800	97
	Orange	6,900	6,700	97
	Spencer	6,900	6,700	97
	Switzerland	2,900	2,800	96
	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Barren	13,100	13,000	99
	Bourbon	7,000	6,900	99
	Casey	5,900	5,800	98
	Edmonson	3,800	3,700	97
	Estill	5,300	5,200	98
	Garrard	4,100	4,000	98
	Green	4,100	4,000	98
Hart	6,200	6,100	98	
Jessamine	10,100	9,900	98	
Lincoln	6,800	6,700	99	
Madison	18,300	18,000	98	
Owen	3,500	3,500	100	
Woodford	6,600	6,500	98	
<b>Station Totals</b>		<b>733,900</b>	<b>725,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>337,300</b>
<b>Average Daily Circulation (1987)</b>				<b>132,300</b>

# Kentucky—Louisville

## WHAS-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Journal Bcstg. of Kentucky Inc., 75 Fountain St., Providence, RI 02902.

**Studio:** 520 W. Chestnut St., Louisville, KY 40202.

**Telephone:** 502-582-7840. **TWX:** 810-535-3326.

**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, IN.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter; Harris receivers.

**News Services:** AP, UPI, Group W Newsfeed.

**Ownership:** Providence Journal Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** March 27, 1950. Sale to Providence Journal Co. by Louisville Courier-Journal & Times approved by FCC July 30, 1986 (*Television Digest*, Vol. 26:2, 23).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Sidley & Austin.

### Personnel:

N. NEIL KUVIN, president & general manager.  
TOM BORNHAUSER, local sales manager.  
DOUG ROBERTS, national sales manager.  
EDWARD SHADBURNE, v.p., Louisville Productions.  
RICHARD SWEENEY, program director.  
HAL STOPFEL, vice president & news director.  
WILLIAM F. BRATTON, dir. of engineering & operations.

**Highest One Hour Rate:** \$10,000.

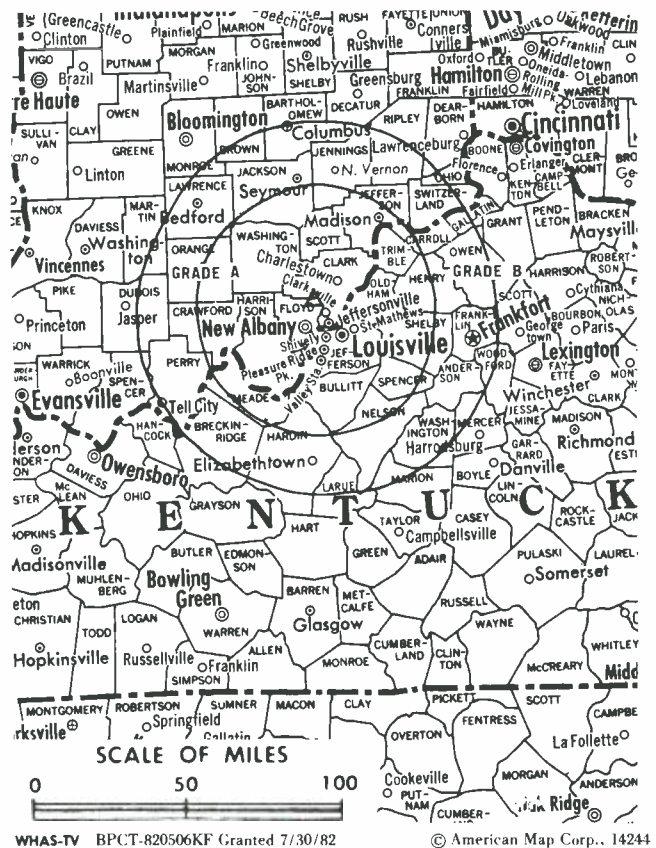
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$2712.

**City of License:** Louisville. **ADI:** Louisville. **Rank:** 49.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,200	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,100	9,900	98
	Jackson	13,700	13,500	99
	Jefferson	10,800	10,600	98
	Jennings	8,000	7,800	97
	Lawrence	16,300	16,000	98
	Orange	6,900	6,700	97
	Scott	7,400	7,200	97
	Washington	8,200	7,900	96
	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Breckinridge	6,100	6,000	98
	Bullitt	15,300	15,200	99
	Carroll	3,500	3,500	100
	Franklin	17,100	17,000	99
	Grayson	8,300	8,200	99
Green	4,100	4,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hardin	27,000	26,800	99
	Hart	6,200	6,100	98
	Henry	4,800	4,800	100
	Jefferson	256,600	255,500	100
	Larue	4,600	4,600	100
	Marion	5,900	5,900	100
	Meade	7,900	7,900	100
	Nelson	9,700	9,600	99
	Oldham	10,100	10,000	99
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
	Taylor	8,600	8,500	99
	Trimble	2,200	2,200	100
	Washington	3,400	3,400	100
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Dubois	12,700	12,300	97
<b>KENTUCKY</b>	Perry	6,700	6,500	97
	Anderson	4,900	4,900	100
	Boyle	9,500	9,400	99
	Hancock	2,900	2,900	100
Mercer	7,400	7,300	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Brown	5,200	5,100	98
	Decatur	8,300	8,100	98
	Spencer	6,900	6,700	97
Switzerland	2,900	2,800	96	
(Continued on page A-465)				
<b>Station Totals</b>		<b>760,100</b>	<b>751,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>546,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>354,300</b>	

# Kentucky—Louisville

## WLKY-TV

Ch. 32

**Network Service:** ABC.

**Licensee:** Pulitzer Broadcasting Co., 1918 Mellwood Ave., Louisville, KY 40206.

**Studio:** 1918 Mellwood Ave., Louisville, KY 40206.

**Telephone:** 502-893-3671. **TWX:** 810-535-3212.

**Technical Facilities:** Channel No. 32 (578-584 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, IN.

**Satellite Earth Stations:** In operation.

**News Service:** AP.

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

### Personnel:

LYN STOYER, general manager.  
JIM OETKEN, general sales manager.  
JACK SHAFER, program director.  
DIANE ALEXANDER, promotion director.  
ANDREW BARTON, news director.  
PAUL KELLEY, chief engineer.  
LORA BRADSHAW, community affairs director.  
PAT KELLOGG, national sales manager.

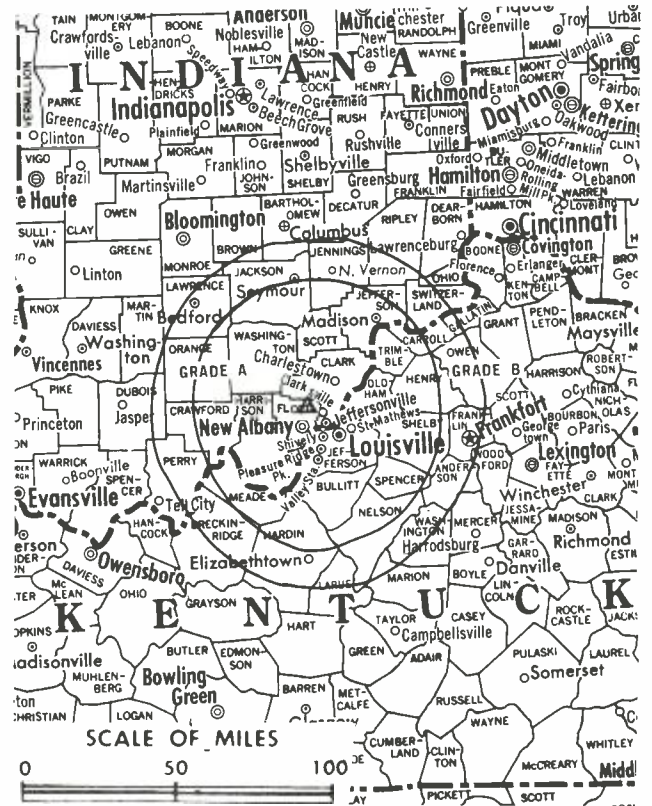
**Highest 30 Sec. Rate:** \$950.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Louisville. **ADI:** Louisville. **Rank:** 49.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,200	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,100	9,900	98
	Jefferson	10,800	10,600	98
	Jennings	8,000	7,800	97
	Scott	7,400	7,200	97
	Washington	8,200	7,900	96
	<b>KENTUCKY</b>			
	Breckinridge	6,100	6,000	98
	Bullitt	15,300	15,200	99
	Franklin	17,100	17,000	99
	Hardin	27,000	26,800	99
	Henry	4,800	4,800	100
	Jefferson	256,600	255,500	100
	Larue	4,600	4,600	100
	Marion	5,900	5,900	100
	Meade	7,900	7,900	100
Nelson	9,700	9,600	99	
Oldham	10,100	10,000	99	
Shelby	8,700	8,600	99	
Spencer	2,200	2,200	100	



WLKY-TV BPCT-4811 Granted 2/18/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Taylor	8,600	8,500	99	
	Washington	3,400	3,400	100	
<b>Between 25-49%</b>	<b>INDIANA</b>				
	Jackson	13,700	13,500	99	
	Lawrence	16,300	16,000	98	
	Orange	6,900	6,700	97	
	Perry	6,700	6,500	97	
<b>KENTUCKY</b>	Adair	5,900	5,800	98	
	Boyle	9,500	9,400	99	
	Grayson	8,300	8,200	99	
	Green	4,100	4,000	98	
	Mercer	7,400	7,300	99	
	Trimble	2,200	2,200	100	
	<b>Between 5-24%</b>	<b>INDIANA</b>			
		Bartholomew	24,300	23,900	98
		Brown	5,200	5,100	98
		Decatur	8,300	8,100	98
Dubois		12,700	12,300	97	
<b>KENTUCKY</b>					
Anderson		4,900	4,900	100	
Barren		13,100	13,000	99	
Carroll		3,500	3,500	100	
Casey		5,900	5,800	98	
Gallatin	1,900	1,900	100		
Grant	4,900	4,900	100		
Hancock	2,900	2,900	100		
Hart	6,200	6,100	98		
Madison	18,300	18,000	98		
Metcalfe	3,800	3,800	100		
Owen	3,500	3,500	100		
Woodford	6,600	6,500	98		
<b>Station Totals</b>		<b>699,000</b>	<b>691,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>453,700</b>		
<b>Average Daily Circulation (1987)</b>			<b>242,800</b>		

# Kentucky—Madisonville

**WLCN**

**Ch. 19**

**Network Service:** None, independent.

**Licensee:** Life Anew Ministries Inc., 27 Grapeview Rd., Box 1087, Madisonville, KY 42431.

**Studio:** 721 Princeton Pike, Madison, KY 42431.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 1143-kw max. & 953-kw horizontal visual, 114.3-kw max. & 95.3-kw horizontal aural. Antenna: 1194-ft. above av. terrain, 1057-ft. above ground, 1667-ft. above sea level.

Latitude 37° 17' 02"  
Longitude 87° 33' 42"

Requests CP for change 215-kw max. visual, 285-ft. above av. terrain, 248-ft. above ground, 728-ft. above sea level, lat. 37° 19' 11", long. 87° 30' 58", transmitter to 721 Princeton Pike, Madisonville. BPCT-870623KF.

**Transmitter:** 1-mi. SE of Hwy. 70, 0.55-mi. NE of Sugar Creek, near Madisonville.

**Ownership:** Non-stock corp. John W. Stalls, pres.; John R. Price, v.p.; Linda M. Stalls, secy.-treas.

**Began Operation:** October 15, 1983.

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

**Represented (engineering):** Edward F. Lorentz.

**Personnel:**

HERB CAMPBELL, general manager.

**Rates:** Not available.

**City of License:** Madisonville. **ADI:** Evansville. **Rank:** 90.

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



WLCN BPCT-810923KE Granted 3/5/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Hopkins	17,800	17,600	99
	Muhlenberg	11,600	11,500	99
<b>Station Totals</b>		<b>34,400</b>	<b>34,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>3,700</b>
<b>Average Daily Circulation (1987)</b>				<b>1,500</b>

# Kentucky—Paducah

## WPSD-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42001.

**Studio:** 100 Television Lane, Paducah, KY 42001.

**Mailing Address:** Box 1197, Paducah, KY 42002-1197.

**Telephone:** 502-442-8214. **TWX:** 510-546-2047.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1585-ft. above av. terrain, 1623-ft. above ground, 2000-ft. above sea level.

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

**Transmitter:** Approx. 23-mi. NW of Paducah near Monkey's Eyebrow, KY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Paducah Newspapers Inc. publishes Paducah Sun. Fred Paxton, pres.

**Began Operation:** May 28, 1957.

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.

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

### Personnel:

FRED PAXTON, president.  
JOHN WILLIAMS, vice president & general manager.  
DAN STEELE, program director & administrative manager.  
ANN EAVES, national sales manager.  
JOHANNA COMISAK, news director.  
DON BROWN, chief engineer.

**Highest One Hour Rate:** \$3500.

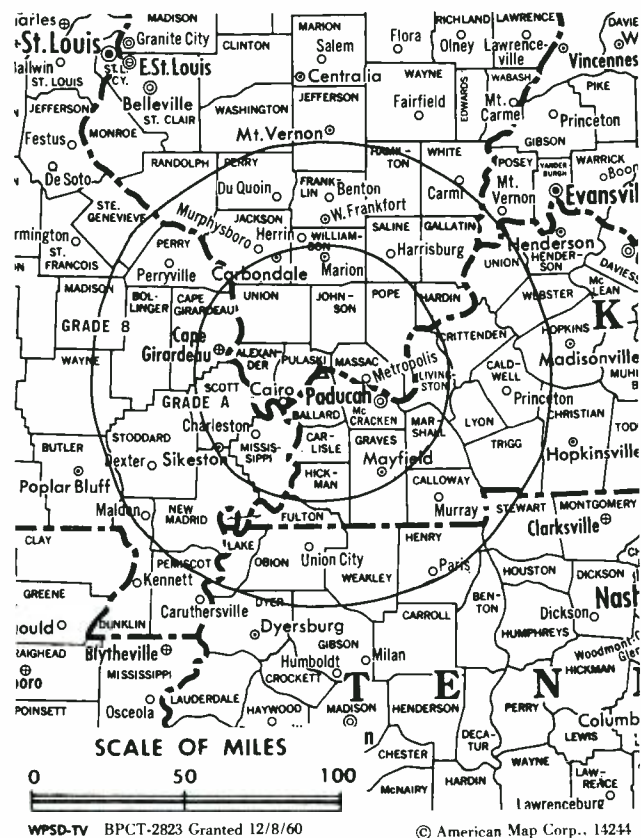
**Highest 30 Sec. Rate:** \$2400.

**NETWORK BASE HOURLY RATE:** \$2700.

**City of License:** Paducah. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 77.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,900	4,700	96
	Franklin	18,100	17,600	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jackson	24,000	23,200	97
	Johnson	3,900	3,800	97
	Massac	6,300	6,100	97
	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Williamson	24,700	24,000	97
	<b>KENTUCKY</b>			
	Ballard	3,400	3,400	100
	Caldwell	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Calloway	12,100	12,000	99
	Carlisle	2,100	2,100	100
	Crittenden	3,400	3,400	100
	Fulton	3,200	3,200	100
	Graves	13,200	13,100	99
	Hickman	2,100	2,100	100
	Livingston	3,700	3,700	100
	Lyon	2,600	2,600	100
	Mc Cracken	24,200	24,100	100
	Marshall	10,400	10,300	99
Trigg	3,600	3,600	100	
<b>MISSOURI</b>	Cape Girardeau	22,300	22,000	99
	Mississippi	5,300	5,200	98
	New Madrid	7,800	7,600	97
	Scott	14,600	14,400	99
	Stoddard	11,000	10,800	98
<b>TENNESSEE</b>	Henry	11,600	11,400	98
	Lake	2,600	2,600	100
	Obion	12,900	12,800	99
	Weakley	12,300	12,200	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Jefferson	15,800	15,300	97
	<b>KENTUCKY</b>			
Hopkins	17,800	17,600	99	
Union	5,700	5,600	98	
(Continued on page A-466)				
<b>Station Totals</b>		<b>538,200</b>	<b>527,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>317,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>202,700</b>	

# Kentucky

## WKYT-TV , Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Boyd	20,600	20,500	100
	Bracken	2,700	2,700	100
	Carter	8,900	8,800	99
	Letcher	11,000	10,800	98
	Lewis	5,000	4,900	98
	Magoffin	4,800	4,700	98
	Mason	6,400	6,300	98
	Owen	3,500	3,500	100
	Taylor	8,600	8,500	99
	Washington	3,400	3,400	100
	Wayne	6,600	6,400	97
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Floyd	18,200	17,900	99
	Grant	4,900	4,900	100
	Greenup	13,700	13,600	99
	Hardin	27,000	26,800	99
	Henry	4,800	4,800	100
	Johnson	9,000	8,900	99
	Kenton	50,300	50,200	100
	Mc Creary	5,600	5,500	98
	Marion	5,900	5,900	100
	Nelson	9,700	9,600	99
	Pendleton	3,900	3,900	100
	Shelby	8,700	8,600	99
	<b>TENNESSEE</b>			
	Campbell	13,500	13,300	99

## WLEX-TV , Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Bracken	2,700	2,700	100
	Gallatin	1,900	1,900	100
	Grant	4,900	4,900	100
	Green	4,100	4,000	98
	Hardin	27,000	26,800	99
	Henry	4,800	4,800	100
	Knott	6,100	5,900	97
	Lewis	5,000	4,900	98
	Mc Creary	5,600	5,500	98
	Magoffin	4,800	4,700	98
	Marion	5,900	5,900	100
	Nelson	9,700	9,600	99
	Pendleton	3,900	3,900	100
	Shelby	8,700	8,600	99
	Trimble	2,200	2,200	100

## WAVE , Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Bartholomew	24,300	23,900	98
	Brown	5,200	5,100	98
	Daviess	10,400	10,100	97
	Decatur	8,300	8,100	98
	Franklin	6,600	6,400	97
	Martin	3,900	3,800	97
	Ripley	8,600	8,400	98
	Spencer	6,900	6,700	97
	Switzerland	2,900	2,800	96
	<b>KENTUCKY</b>			
	Casey	5,900	5,800	98
	Gallatin	1,900	1,900	100
	Garrard	4,100	4,000	98
	Hancock	2,900	2,900	100
	Lincoln	6,800	6,700	99
	Ohio	8,500	8,400	99
Russell	5,700	5,600	98	
Warren	28,600	28,300	99	
Woodford	6,600	6,500	98	

## WHAS-TV , Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Barren	13,100	13,000	99
	Casey	5,900	5,800	98
	Edmonson	3,800	3,700	97
	Gallatin	1,900	1,900	100
	Garrard	4,100	4,000	98
	Grant	4,900	4,900	100
	Lincoln	6,800	6,700	99
	Metcalfe	3,800	3,800	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Ohio	8,500	8,400	99
	Owen	3,500	3,500	100
	Russell	5,700	5,600	98
	Warren	28,600	28,300	99
	Woodford	6,600	6,500	98

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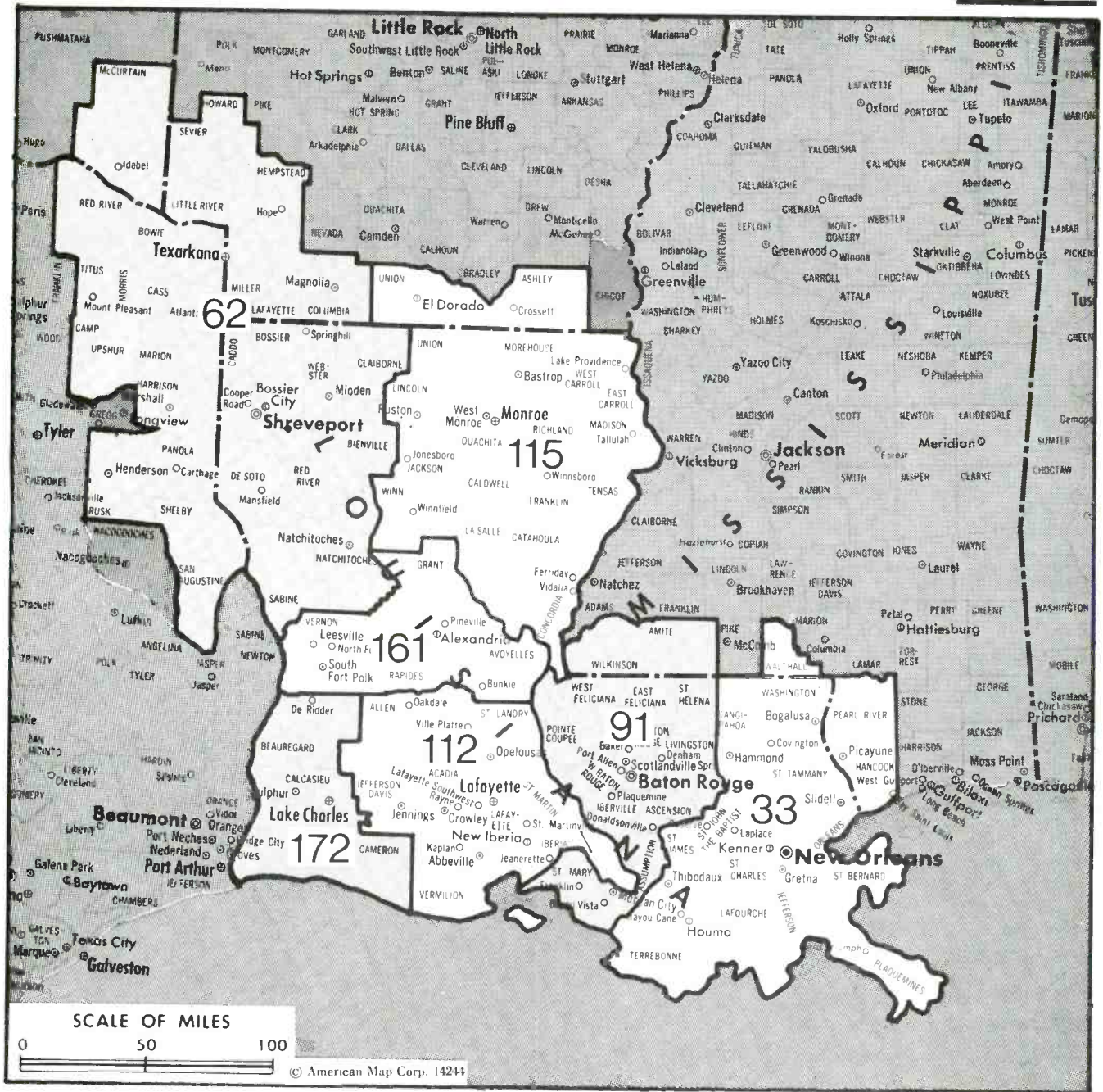
# Kentucky

## WPSD-TV , Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MISSOURI</b>			
	Bollinger	4,100	4,000	98
	Butler	14,800	14,400	97
	Carter	2,000	1,900	95
	Dunklin	13,400	13,100	98
	Perry	6,000	5,900	98
	Wayne	4,800	4,700	98
	<b>TENNESSEE</b>			
	Benton	6,100	6,000	98
	Carroll	10,700	10,600	99
Between 5-24%	<b>ARKANSAS</b>			
	Clay	8,000	7,800	97
	<b>ILLINOIS</b>			
	Perry	9,000	8,700	97
Wayne	7,700	7,300	95	

## WPSD-TV , Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	White	7,400	7,000	95
	<b>INDIANA</b>			
	Posey	9,600	9,300	97
	<b>KENTUCKY</b>			
	Christian	21,000	20,800	99
	Webster	5,700	5,600	98
	<b>MISSOURI</b>			
	Iron	4,000	3,900	97
	Madison	4,500	4,400	98
	Pemiscot	8,400	8,200	98
	Ripley	5,000	4,700	94
	Ste Genevieve	5,400	5,300	98
	<b>TENNESSEE</b>			
	Dyer	13,200	13,100	99
	Gibson	18,800	18,600	99
	Stewart	3,700	3,700	100



Market	Arbitron ADI TV Households	Rank
New Orleans, LA	650,900	33
Shreveport, LA- <i>Texarkana, TX</i>	407,700	62
Baton Rouge, LA	258,600	91
Lafayette, LA	196,600	112
Monroe, LA- <i>El Dorado, AR</i>	181,200	115
Alexandria, LA	89,600	161
Lake Charles, LA	76,400	172

Market Area Commercial TV Stations
WDSU-TV (6), WGNO-TV (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
WAFB-TV (9), WBRZ (2), WVLA (33)
KADN (15), KATC (3), KLFY-TV (10)
KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
KALB-TV (5), KLAX-TV (31)
KPLC-TV (7), KVHP (29)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KARD, West Monroe	See Monroe, LA
KMCT-TV, West Monroe	See Monroe, LA

Louisiana Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	14	9	23
Educational Television Stations	2	6	8
	16	15	31

# Louisiana—Alexandria

## KALB-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, LA 71301.

**Studio:** 605-21 Washington St., Alexandria, LA 71301.

**Telephone:** 318-445-2456. **TWX:** 510-976-5709.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris; Harris receivers.

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

**FM Affiliate:** KZMZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

**News Services:** AP, NBC.

**Ownership:** Tedford E. Kimbell & Mary Jane Harper, Executors, Estate of T. B. Lanford, 55%; Bill L. Fox, 29%; Sylvan Fox, 16%. Lanford Estate owns 100% of KLST(TV), San Angelo, TX; KALB & KZMZ(FM), Alexandria, LA; 13.8% of KNAZ-TV, Flagstaff AZ.

**Began Operation:** September 29, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

ROBERT E. MILLER, vice president & general manager.  
LESLEY GOLMON, asst. general manager & general sales manager.  
BERT CHAUDOIR, national & regional sales manager.  
DOWELL BUSHNELL, local sales manager.  
FRANCES YEAGER, program & promotion director.  
JIMMIE FOX, manager of creative services.  
WILLIAM T. HOLT, chief engineer.

**Highest One Hour Rate:** \$2800.

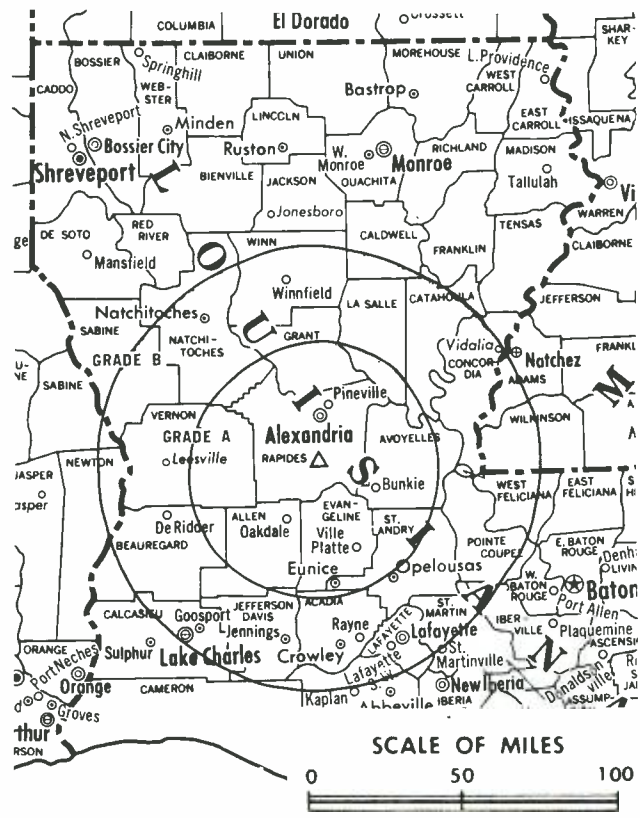
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Alexandria. **ADI:** Alexandria, LA. **Rank:** 161.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Allen	7,600	7,400	97
	Avoyelles	15,100	14,800	98
	Catahoula	4,500	4,300	96
	Concordia	8,200	8,000	98
	Evangeline	12,200	11,900	98
	Grant	6,700	6,600	98
	La Salle	6,800	6,700	99
	Natchitoches	14,300	13,800	96
	Rapides	50,400	49,800	99
	St Landry	30,000	29,300	98



KALB-TV BPCT-3449 Granted 1/13/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Vernon	18,600	18,100	97
	Winn	6,400	6,200	97
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Adams	13,600	13,400	99
	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Beauregard	11,400	11,100	97
	Lafayette	62,400	61,700	99
	Sabine	10,600	10,200	96
	<b>MISSISSIPPI</b>			
	Wilkinson	3,300	3,200	97
	<b>Between 5-24%</b>	<b>LOUISIANA</b>		
Bienville		6,200	6,100	98
Caldwell		4,600	4,500	98
Franklin		8,400	8,200	98
Jackson		6,800	6,700	99
Jefferson Davis		11,100	10,900	98
Pointe Coupee		8,600	8,400	98
St Martin		14,800	14,600	99
St Mary		20,900	20,600	99
Vermilion		18,600	18,400	99
West Feliciana		2,700	2,600	96
<b>MISSISSIPPI</b>				
Amite		4,600	4,500	98
Franklin	3,100	3,000	97	
<b>TEXAS</b>				
Sabine	4,100	4,000	98	
<b>Station Totals</b>		<b>416,700</b>	<b>408,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>208,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>128,800</b>	

# Louisiana—Alexandria

## KLAX-TV

Ch. 31

**Network Service:** ABC.

**Licensee:** Cypress Communications Corp., Debtor-in-Possession, 1811 England Dr., Alexandria, LA 71303.

**Studio:** 1811 England Dr., Alexandria, LA 71303.

**Mailing Address:** Box 8818, Alexandria, LA 71303.

**Telephone:** 318-473-2231.

**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"

Holds CP for change to 1216-kw max. visual, 122-kw max. aural, 1357-ft. above av. terrain, 1292-ft. above ground, 1517-ft. above sea level, lat. 31° 33' 54", long. 92° 33' 00"; transmitter to 1.5-mi. SW of Dry Prong. BPCT-850528KH.

**Transmitter:** 1811 England Dr., Alexandria.

**Satellite Earth Stations:** RCA Americom Ku-band; Scientific-Atlanta C-band; Microdyne receivers.

**News Service:** UPI.

**Ownership:** James C. Richards, pres., 22%; Ben D. Johnson, v.p., 69%; remainder undisclosed. Johnson owns WXOK(AM), Baton Rouge, LA.

**Began Operation:** March 3, 1983. Sale of station to G. Russell Chambers, et al., approved by FCC Dec. 24, 1986, but not consummated.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Sells & Gregory.

**Represented (engineering):** Lechman & Johnson.

**Personnel:**

JAMES RICHARDS, general manager.  
FRANK COE, program director.  
TRACY MATTHEWS, national sales executive.  
BILL DAY, farm director.

**Highest 30 Sec. Rate (August 1, 1987):** \$300.

**City of License:** Alexandria. ADI: Alexandria, LA. Rank: 161.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b> Rapides	50,400	49,800	99
	<b>LOUISIANA</b> Grant Vernon	6,700 18,600	6,600 18,100	98 97
Between 5-24%	<b>LOUISIANA</b> Avoyelles	15,100	14,800	98
	Natchitoches	14,300	13,800	96
<b>Station Totals</b>		<b>105,100</b>	<b>103,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>46,600</b>
<b>Average Daily Circulation (1987)</b>				<b>20,300</b>

# Louisiana—Baton Rouge

## WAFB-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Guaranty Broadcasting Corp., Box 2671, Baton Rouge, LA 70821.

**Studio:** 844 Government St., Baton Rouge, LA 70802.

**Mailing Address:** Box 2671, Baton Rouge, LA 70821.

**Telephone:** 504-383-9999. **TWX:** 510-993-3406.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Electrically tilted 0.35°, 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.

**Satellite Earth Stations:** 8 in operation; 7-meter, 6-meter, 5-meter & 4.5-meter; Comtech, Microdyne, Scientific-Atlanta receivers.

**FM Affiliate:** WGGZ, 100-kw, 98.1 MHz (No. 251), 1550-ft.

**News Services:** AP, CBS, CNN, CNN Headline News, UPI.

**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):** Katz Television.

**Represented (engineering):** David Steel & Associates.

### Personnel:

MERVYN RHYS, president & general manager.  
BILL COMEAUX, chief engineer.  
ED LAMY JR., vice president & program director.  
RONNIE MELANCON, operations manager.  
MARGIE LARSON, public affairs director.  
PEGGY LANGSTON, promotions manager.  
CARLTON CREMEENS, vice president & news director.

**Highest 30 Sec. Rate:** \$1100.

**NETWORK BASE HOURLY RATE:** \$845.

**City of License:** Baton Rouge. **ADI:** Baton Rouge. **Rank:** 91.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	Assumption	6,900	6,700	97
	East Baton Rouge	144,600	143,200	99
	East Feliciana	5,800	5,600	97
	Iberville	10,400	10,200	98
	Livingston	23,900	23,500	98
	Pointe Coupee	8,600	8,400	98
	St Helena	3,300	3,200	97
	St James	6,800	6,700	99
	St Martin	14,800	14,600	99
	St Mary	20,900	20,600	99
	Tangipahoa	31,500	30,900	98
	West Baton Rouge	6,700	6,600	98



WAFB-TV BPCT-3437 Granted 1/22/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	West Feliciana	2,700	2,600	96
	<b>MISSISSIPPI</b>			
	Amite	4,600	4,500	98
	Pike	13,400	13,200	99
	Wilkinson	3,300	3,200	97
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Iberia	22,400	22,100	99
	Lafayette	62,400	61,700	99
	Lafourche	29,200	28,900	99
	St John The Baptist	12,900	12,700	98
	St Landry	30,000	29,300	98
	Vermilion	18,600	18,400	99
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Allen	7,600	7,400	97
	Concordia	8,200	8,000	98
	Jefferson Davis	11,100	10,900	98
	Terrebonne	34,600	34,200	99
	Washington	16,500	16,200	98
	<b>MISSISSIPPI</b>			
	Lincoln	11,100	10,900	98
	Pearl River	13,100	12,900	98
Walthall	4,800	4,700	98	
<b>Station Totals</b>		<b>645,700</b>	<b>636,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>371,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>220,900</b>	

# Louisiana—Baton Rouge

**WBRZ**

Ch. 2

**Network Service:** ABC.

**Licensee:** Louisiana Television Bcstg., 1650 Highland Rd., Box 2906, Baton Rouge, LA 70821.

**Studio:** 1650 Highland Rd., Baton Rouge, LA 70802.

**Mailing Address:** Box 2906, Baton Rouge, LA 70821.

**Telephone:** 504-387-2222. **Easylink:** 628-44170.

**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.

**Satellite Earth Stations:** Transmit/receive Andrew, 7.3-meter & 4.5-meter; Scientific-Atlanta, 10-meter; SatCom, 5.5-meter; Avantek, Microdyne, Scientific-Atlanta receivers.

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

**FM Affiliate:** WFMF, 100-kw, 102.5 MHz (No. 251), 730-ft.

**News Services:** ABC, AP, Conus, UPI.

**Ownership:** Douglas L. Manship, pres., 35%; Charles P. Manship Jr., secy.-treas., 35%; Richard F. Manship, 10%; David C. Manship, 10%; Douglas L. Manship Jr., 10%. See Group Ownership of Television Stations.

**Began Operation:** April 14, 1955.

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

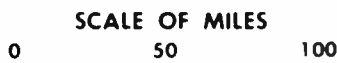
DOUGLAS L. MANSHIP, president.  
RICHARD MANSHIP, general manager.  
PATRICIA L. CHERAMIE, general sales manager.  
WILLIAM YORDY, director of engineering.  
JAMIE POLITZ, public affairs & personnel director.  
DENISE AKERS, marketing manager.  
BARBARA BREE, program director.  
RAYMOND J. DRAGO, production manager.  
JOHN SPAIN, news director.

**Highest 30 Sec. Rate:** \$2000.

**City of License:** Baton Rouge. **ADI:** Baton Rouge. **Rank:** 91.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	Assumption	6,900	6,700	97
	Concordia	8,200	8,000	98
	East Baton Rouge	144,600	143,200	99
	East Feliciana	5,800	5,600	97
	Iberia	22,400	22,100	99
	Iberville	10,400	10,200	98
	Livingston	23,900	23,500	98
	Pointe Coupee	8,600	8,400	98
	St Helena	3,300	3,200	97
	St James	6,800	6,700	99
	St Martin	14,800	14,600	99



WBRZ BPCT-4173 Granted 3/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Mary	20,900	20,600	99
	Tangipahoa	31,500	30,900	98
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,700	2,600	96
	<b>MISSISSIPPI</b>			
	Adams	13,600	13,400	99
	Amite	4,600	4,500	98
	Wilkinson	3,300	3,200	97
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Catahoula	4,500	4,300	96
	Lafayette	62,400	61,700	99
	Lafourche	29,200	28,900	99
	Rapides	50,400	49,800	99
	St Landry	30,000	29,300	98
	Terrebonne	34,600	34,200	99
Vermilion	18,600	18,400	99	
	<b>MISSISSIPPI</b>			
	Franklin	3,100	3,000	97
	Pike	13,400	13,200	99
	Walthall	4,800	4,700	98
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Allen	7,600	7,400	97
	Evangeline	12,200	11,900	98
	St John The Baptist	12,900	12,700	98
	Washington	16,500	16,200	98
	<b>MISSISSIPPI</b>			
	Lawrence	4,500	4,400	98
Lincoln	11,100	10,900	98	
<b>Station Totals</b>		<b>709,800</b>	<b>699,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>423,100</b>
<b>Average Daily Circulation (1987)</b>				<b>248,600</b>

# Louisiana—Baton Rouge

**WVLA**

(formerly WRBT)

Ch. 33

**Network Service:** NBC.

**Licensee:** Rush Broadcasting Corp., 5220 Essen Lane, Baton Rouge, LA 70809.

**Studio:** 5220 Essen Lane, Baton Rouge, LA 70809.

**Mailing Address:** Box 14685, Baton Rouge, LA 70898.

**Telephone:** 504-766-3233.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1713-ft. above av. terrain, 1735-ft. above ground, 1749-ft. above sea level.

Latitude 30° 19' 34.61"  
Longitude 91° 16' 36.10"

**Transmitter:** 1.9-mi. W of Hwy. 1 on Hwy. 1148, Addis, LA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Microwave Assoc., 5-meter C-band; Harris, Microdyne, Microwave Assoc. receivers.

**News Services:** AP, National Weather Service, NBC.

**Ownership:** Cyril E. Vetter, pres., 100%.

**Began Operation:** January 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Philip W. Cary.

**Personnel:**

CYRIL E. VETTER, president & general manager.  
WILLIAM HATHORN, vice president & general sales manager.  
COURTNEY B. WESTBROOK, vice president, administration.  
LARRY DIETZ, vice president, news & production.  
ALLEN McCARTY, local sales manager.  
JOYCE HARVEY, program director.  
ED LAKIN, promotion manager.  
VAN L. PENTECOST, chief engineer.  
FELTON COLEMAN, public affairs manager.  
JOHN GALLIGAN, research & development.

**Highest One Hour Rate:** \$3000.

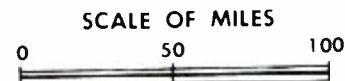
**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$900.

**City of License:** Baton Rouge. **ADI:** Baton Rouge. **Rank:** 91.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	Assumption	6,900	6,700	97
	East Baton Rouge	144,600	143,200	99



WVLA BPTC-860814KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	East Feliciana	5,800	5,600	97
	Iberia	22,400	22,100	99
	Iberville	10,400	10,200	98
	Livingston	23,900	23,500	98
	Pointe Coupee	8,600	8,400	98
	St Helena	3,300	3,200	97
	St James	6,800	6,700	99
	St Mary	20,900	20,600	99
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,700	2,600	96
<b>MISSISSIPPI</b>	Wilkinson	3,300	3,200	97
	<b>LOUISIANA</b>			
<b>Between 25-49%</b>	Lafourche	29,200	28,900	99
	St Martin	14,800	14,600	99
	Tangipahoa	31,500	30,900	98
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Concordia	8,200	8,000	98
	St Landry	30,000	29,300	98
	Terrebonne	34,600	34,200	99
	Vermilion	18,600	18,400	99
<b>MISSISSIPPI</b>	Amite	4,600	4,500	98
	<b>Station Totals</b>	<b>477,700</b>	<b>470,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>272,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>149,300</b>	

# Louisiana—Lafayette

**KADN**

Ch. 15

**Network Service:** Fox.

**Licensee:** KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

**Studio:** 1500 Eraste Landry Rd., Lafayette, LA 70506.

**Telephone:** 318-237-1500.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1180-ft. above av. terrain, 1178-ft. above ground, 1218-ft. above sea level.

Latitude 30° 21' 44"  
Longitude 92° 12' 53"

**Transmitter:** 3-mi. S of Church Point.

**Satellite Earth Stations:** KLM, 4.6-meter C-band; 2 Scientific-Atlanta, 4.6-meter C-band; Vertex, 5.2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CNN, INN.

**Ownership:** Sound Electronics Inc., 100%. Sound Electronics Inc. ownership: Charles Chatelain, 74.34%; Paul J. Azar Jr., 26.66%. Sound Electronics holds a Business Radio Service license.

**Began Operation:** February 27, 1980.

**Represented (sales):** Busby, Finch, Lathom & Widman.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Represented (engineering):** du Treil-Rackley.

**Personnel:**

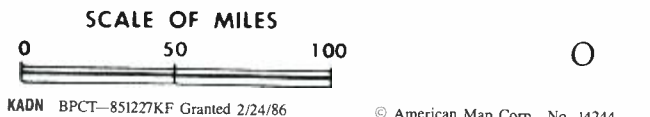
MICHAEL B. MITCHELL, general manager.  
EDDIE BLANCHARD, station manager & program director.  
CLARK WHITE, general sales manager.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Lafayette. **ADI:** Lafayette, LA. **Rank:** 112.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Evangeline	12,200	11,900	98
	Iberia	22,400	22,100	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,400	61,700	99
	St Landry	30,000	29,300	98
<b>Between 5-24%</b>	St Martin	14,800	14,600	99
	Vermilion	18,600	18,400	99
	<b>LOUISIANA</b>			
	Allen	7,600	7,400	97
	Avoyelles	15,100	14,800	98
	Pointe Coupee	8,600	8,400	98
<b>Station Totals</b>		<b>222,900</b>	<b>219,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>127,500</b>
<b>Average Daily Circulation (1987)</b>				<b>59,700</b>



# Louisiana—Lafayette

**KATC**

**Ch. 3**

**Network Service:** ABC.

**Licensee:** KATC Associates, 165 Broadway, 1 Liberty Plaza, New York, NY 10080.

**Studio:** 1103 Eraste Landry Rd., Lafayette, LA 70506.

**Mailing Address:** Box 93133, Lafayette, LA 70509.

**Telephone:** 318-235-3333. **TWX:** 510-975-5043.

**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.

**Satellite Earth Stations:** Andrew motorized, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta motorized, 4.6-meter C-band; Avantek, Microdyne, Scientific-Atlanta receivers.

**News Services:** ABC, AP, NIWS.

**Ownership:** ML Media Partners Ltd. Partnership, 100%. See Group Ownership of TV Stations.

**Began Operation:** September 19, 1962. Sale to Loyola University approved by FCC April 29, 1982. Sale to present owners approved Nov. 28, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

BRION BYRNES, general manager.  
JOEY CARMIER, director of broadcast operations.  
PAT NEWBERG, general sales manager.  
STEPHEN RUPPE, news director.

**Highest One Hour Rate:** \$2150.

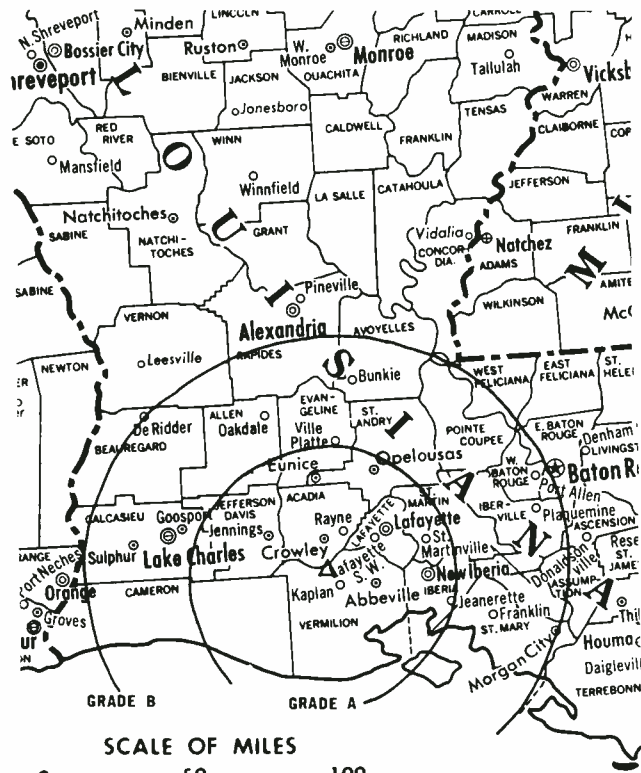
**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$625.

**City of License:** Lafayette. **ADI:** Lafayette, LA. **Rank:** 112.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Allen	7,600	7,400	97
	Beauregard	11,400	11,100	97
	Calcasieu	62,600	62,000	99
	Evangeline	12,200	11,900	98



KATC BPCT-5012 Granted 4/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iberia	22,400	22,100	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,400	61,700	99
	St Landry	30,000	29,300	98
	St Martin	14,800	14,600	99
	St Mary	20,900	20,600	99
	Vermilion	18,600	18,400	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Cameron	3,400	3,300	97
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	Pointe Coupee	8,600	8,400	98
	Rapides	50,400	49,800	99
	Vernon	18,600	18,100	97
<b>Station Totals</b>		<b>397,100</b>	<b>390,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>248,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>146,700</b>	

# Louisiana—Lafayette

**KLFY-TV**

**Ch. 10**

**Network Service:** CBS.

**Licensee:** Texoma Broadcasters Co., Box 90665, Lafayette, LA 70509.

**Studio:** 2410 Eraste Landry Rd., Lafayette, LA 70506.

**Telephone:** 318-981-4823. **TWX:** 510-975-5052.

**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 max. visual, 31.6-kw max. aural, 1740-ft. above av. terrain. BPTC-791231KG.

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

**Satellite Earth Station:** Scientific-Atlanta, 7-meter.

**News Service:** AP.

**Ownership:** M. N. Bostick, 29.972%; Texas Bcstg., 23.225%; Hilton E. Howell, 9.972%; Ross M. Sams, 9.972%; W. W. Callan, 7.824%; Robert Levy, 6.915%; Thomas D. Stribling, 6.378%; George & Ellender Chase, 3.594% jointly; W. Woody Callan Jr., 1.074%; Diana C. Braswell, 1.074%. See M. N. Bostick in Group Ownership of TV Stations.

**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):** Seltel Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

THOMAS G. PEARS, vice president & general manager.  
TERRY DOVER, operations manager.  
DAVE HEBERT, chief engineer.

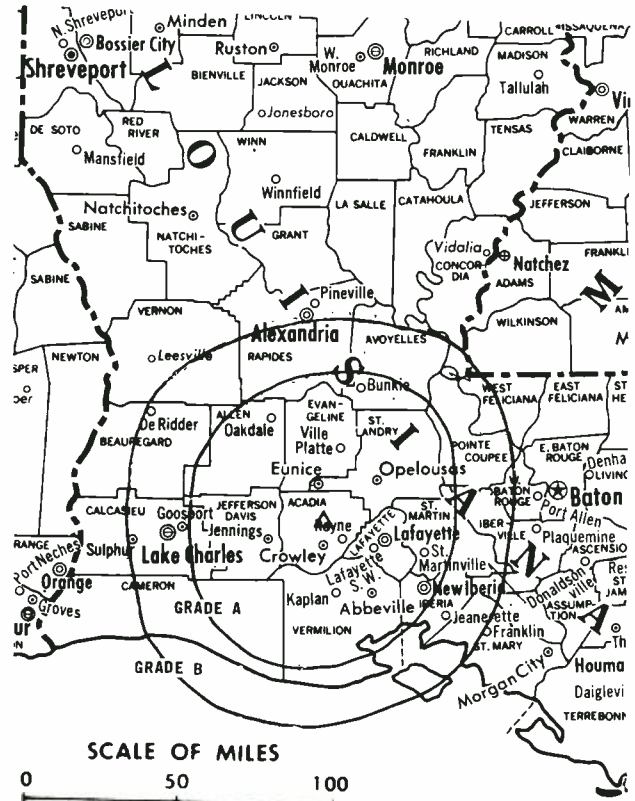
**Highest One Hour Rate:** \$1800.

**Highest 30 Sec. Rate:** \$775.

**City of License:** Lafayette. **ADI:** Lafayette, LA. **Rank:** 112.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Allen	7,600	7,400	97
	Avoyelles	15,100	14,800	98
	Beauregard	11,400	11,100	97
	Calcasieu	62,600	62,000	99
	Evangeline	12,200	11,900	98
	Iberia	22,400	22,100	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,400	61,700	99
St Landry	30,000	29,300	98	



KLFY-TV BPTC-791231KG Granted 7/28/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Martin	14,800	14,600	99
	St Mary	20,900	20,600	99
	Vermilion	18,600	18,400	99
	Vernon	18,600	18,100	97
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Cameron	3,400	3,300	97
	Pointe Coupee	8,600	8,400	98
Rapides	50,400	49,800	99	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	Catahoula	4,500	4,300	96
	Grant	6,700	6,600	98
	Iberville	10,400	10,200	98
	Lafourche	29,200	28,900	99
	La Salle	6,800	6,700	99
	Terrebonne	34,600	34,200	99
	West Feliciana	2,700	2,600	96
	<b>MISSISSIPPI</b>	Wilkinson	3,300	3,200
<b>TEXAS</b>	Jasper	12,500	12,300	98
<b>Station Totals</b>		<b>507,800</b>	<b>499,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>315,800</b>
<b>Average Daily Circulation (1987)</b>				<b>199,700</b>

# Louisiana—Lake Charles

## KPLC-TV

Ch. 7

**Network Service:** NBC.

**Licensee:** Cosmos Corp., Box 1488, Lake Charles, LA 70602.

**Studio:** 320 Division St., Lake Charles, LA 70601.

**Telephone:** 318-439-9071. **TWX:** 510-971-7570.

**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.

**Satellite Earth Stations:** Harris, 10-meter Ku-band; Harris, 3-meter Ku-band; Harris, 3-meter C-band; Harris receivers.

**News Service:** AP.

**Ownership:** Cosmos Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1954. Sale to present owner approved by FCC Nov. 13, 1986 (*Television Digest*, Vol. 26:39). Sale to Channel Communications by G. Russell Chambers approved by FCC March 31, 1986. Previous sale by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Sale to Calcasieu by T. B. Lanford & L. M. Sepaugh Sr. & Jr. approved June 30, 1964 (Vol. 4:18, 27).

**Represented (sales):** MMT Marketing.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

- RONALD LOEWEN, vice president & general manager.
- JAMES D. SERRA, general sales manager.
- RON BLANSETT, chief engineer.
- JAMES SMITH, news director.
- CHRISTINE BROWN, promotion director.
- JIMMY MARTIN, operations manager.
- SANDRA BARROW, business manager.
- ROBIN DAUGEREAU, program coordinator.

**Highest One Hour Rate:** \$5000.

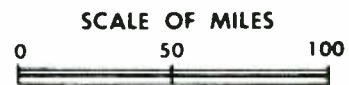
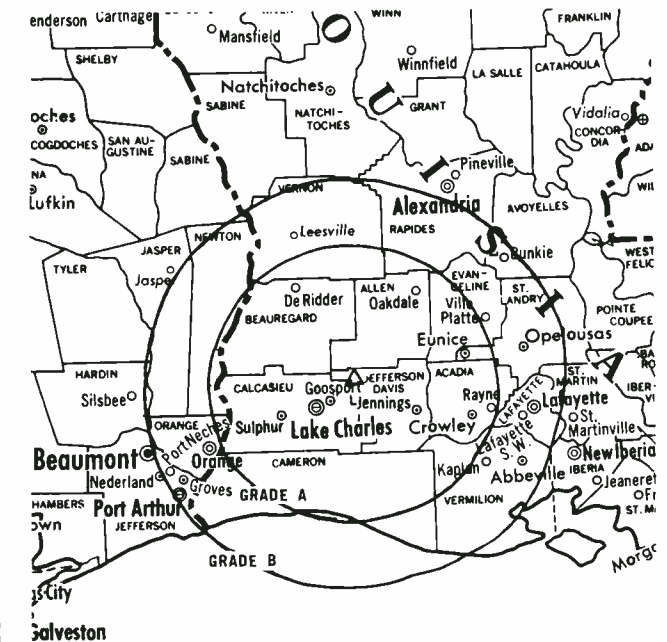
**Highest 30 Sec. Rate** (July 1, 1987): \$1000.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Lake Charles. **ADI:** Lake Charles. **Rank:** 172.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Acadia	20,100	19,800	99
	Allen	7,600	7,400	97
	Beauregard	11,400	11,100	97
	Calcasieu	62,600	62,000	99
	Cameron	3,400	3,300	97



KPLC-TV BPCT-4012 Granted 12/12/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Evangeline	12,200	11,900	98
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,400	61,700	99
	Vermilion	18,600	18,400	99
	Vernon	18,600	18,100	97
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	St Landry	30,000	29,300	98
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Iberia	22,400	22,100	99
	Rapides	50,400	49,800	99
	St Martin	14,800	14,600	99
<b>TEXAS</b>	Hardin	16,000	15,700	98
	Jasper	12,500	12,300	98
	Newton	5,100	5,000	97
	Orange	31,400	31,100	99
	Sabine	4,100	4,000	98
<b>Station Totals</b>		<b>429,800</b>	<b>423,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>216,100</b>
<b>Average Daily Circulation (1987)</b>				<b>128,200</b>

# Louisiana—Lake Charles

**KVHP**

**Ch. 29**

**Network Service:** None, independent.

**Licensee:** Calcasieu Communications Inc., 129 W. Prien Lake Rd., Lake Charles, LA 70605.

**Studio:** 129 W. Prien Lake Rd., Lake Charles, LA 70605.

**Telephone:** 318-474-1316.

**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.

**Satellite Earth Stations:** 2 in operation; Simulcast receivers.

**News Service:** CNN.

**Ownership:** Gary D. Hardesty, pres., 10%; Donald R. Dombrow, 45%; Charles P. Muckenthaler, secy., 22.5%; Michael S. Dillon, 22.5%.

**Began Operation:** January 18, 1983. Sale to Herschell Hardesty & J. W. DiGiglia by Hugh Van Eaton approved by FCC March 3, 1984. Sale to Marvin Gorman Ministries Inc. from receivership approved by FCC July 16, 1986. Sale to present owners approved March 12, 1987.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg.

**Represented (engineering):** Peter V. Gureckis & Associates.

**Personnel:**

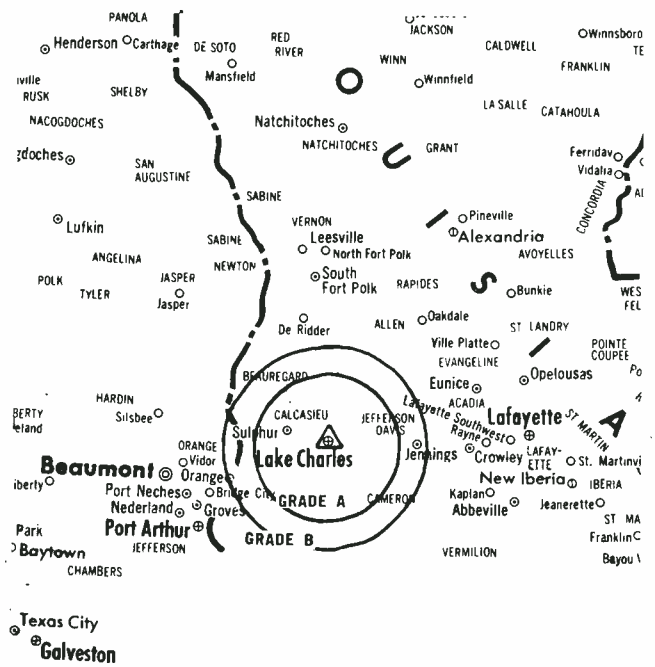
GARY D. HARDESTY, president.

**Highest 30 Sec. Rate:** \$185.

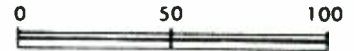
**City of License:** Lake Charles. **ADI:** Lake Charles. **Rank:** 172.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Calcasieu	62,600	62,000	99
	Cameron	3,400	3,300	97



SCALE OF MILES



KVHP BMPCT-821213KE Granted 3/29/83

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Allen	7,600	7,400	97
	Jefferson Davis	11,100	10,900	98
Between 5-24%	LOUISIANA			
	Beauregard	11,400	11,100	97
	TEXAS			
	Orange	31,400	31,100	99
<b>Station Totals</b>		<b>127,500</b>	<b>125,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>51,800</b>	
<b>Average Daily Circulation (1987)</b>			<b>23,000</b>	

# Louisiana—West Monroe-Monroe

## KARD

Ch. 14

**Network Service:** ABC.

**Licensee:** WTVY Inc., 701 Parkwood Dr., West Mornoe, LA 71291.

**Studio:** 701 Parkwood Dr., West Monroe, LA 71291.

**Telephone:** 318-323-1972.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1876-ft. above av. terrain, 1888-ft. above ground, 2008-ft. above sea level.

Latitude 32° 05' 41"  
Longitude 92° 10' 39"

**Transmitter:** 5.5-mi. W of Columbia, 1.5-mi. S of Hwy. 4.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7-meter; Andrew, 3.5-meter; Andrew, Micro-wave Assoc. receivers.

**Ownership:** Charles Woods. See Group Ownership of Television Stations.

**Began Operation:** August 19, 1967 on Ch. 39 as KUZM-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 Kenneth E. Meyer, et al., approved by FCC Jan. 31, 1978. Sale to present owner approved Nov. 2, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**  
GWEN KIDD, general manager.  
CAROL BYNAM, general sales manager.  
RODNEY EVANS, chief engineer.

**Highest 30 Sec. Rate:** \$250.

**City of License:** West Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 115.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Caldwell	4,600	4,500	98
	Franklin	8,400	8,200	98
	Lincoln	14,000	13,800	99
	Morehouse	12,500	12,300	98
	Ouachita	51,600	51,000	99
	Union	8,200	8,100	99



KARD BPCT-85118KE Granted 5/27/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	<b>LOUISIANA</b>			
	Jackson	6,800	6,700	99
	La Salle	6,800	6,700	99
	Madison	5,800	5,600	97
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Marion	5,200	5,100	98
	<b>LOUISIANA</b>			
	Catahoula	4,500	4,300	96
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
<b>Station Totals</b>		<b>177,800</b>	<b>174,500</b>	<b>98</b>
	<b>Net Weekly Circulation (1987)</b>			<b>94,800</b>
<b>Average Daily Circulation (1987)</b>				<b>51,100</b>

# Louisiana—West Monroe

## KMCT-TV

Ch. 39

**Network Service:** None, independent.

**Licensee:** Carolina Christian Bcstg. Inc., Box 1616, Greenville, SC 29602.

**Studio:** 701 Parkwood Dr., West Monroe, LA 71291.

**Telephone:** 318-322-1399.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 560-kw max. visual, 56-kw max. aural. Antenna: 498-ft. above av. terrain, 514-ft. above ground, 583-ft. above sea level.

Latitude 32° 30' 21"  
Longitude 92° 08' 54"

**Transmitter:** 701 Parkwood Dr., West Monroe.

**Satellite Earth Stations:** 2 in operation.

**News Service:** INN.

**Ownership:** Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

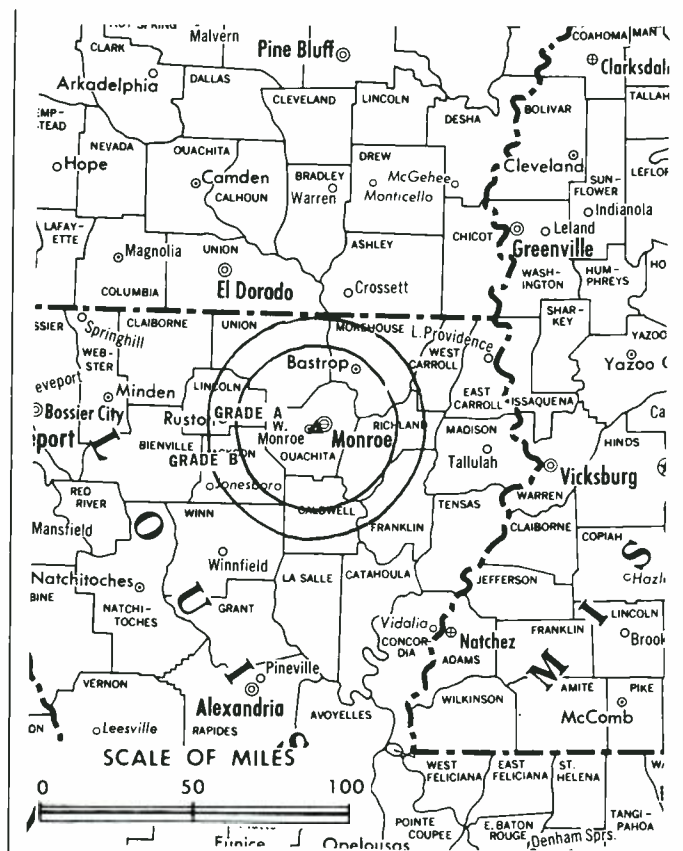
**Began Operation:** April 7, 1986.

### Personnel:

JAMES H. THOMPSON, president.  
BEN F. JONES, general manager.  
SKIP GARRET, sales manager.  
CHARLES REED, sales.  
NORVIN DUNCAN, general counsel.  
GENE GIBSON, chief engineer.

**Rates:** Not available.

**Arbitron Data:** Not available



KMCT-TV BNPCT-850920KG Granted 11/25/85 © American Map Corp., No. 14244

**City of License:** West Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 115.

# Louisiana—Monroe-El Dorado, Arkansas

**KTVE**

**Ch. 10**

**Network Service:** NBC.

**Licensee:** KTVE Inc., 2909 Kilpatrick Blvd., Monroe, LA 71201.

**Studios:** 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

**Telephones:** 318-329-1300, Monroe; 501-862-6651, El Dorado.

**TWX:** 510-977-5386.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1980-ft. above ground, 2106-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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Satcom Technologies, 8.3-meter; Harris, 7-meter; Harris, 3.5-meter; Harris, 3-meter; Harris, Microdyne receivers.

**News Service:** AP.

**Ownership:** Gray Communications Systems Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 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):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

GEORGE SINGLETON, general manager.  
MIKE CARUSO, chief engineer.  
DAVID BROWN, general sales manager.  
TOMMY WALKER, production manager.  
JERRY MAYER, news director.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$1400.

**City of License:** El Dorado, AR. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 115.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Drew	6,400	6,200	97
	Ouachita	12,100	11,800	98
	Union	18,200	17,900	98
	<b>LOUISIANA</b>			
	Caldwell	4,600	4,500	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Jackson	6,800	6,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	14,000	13,800	99
	Morehouse	12,500	12,300	98
	Ouachita	51,600	51,000	99
	Richland	7,600	7,400	97
	Union	8,200	8,100	99
	West Carroll	4,600	4,500	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Bradley	5,200	5,100	98
	Desha	6,500	6,300	97
	<b>LOUISIANA</b>			
Claiborne	6,500	6,300	97	
Winn	6,400	6,200	97	
<b>MISSISSIPPI</b>				
Washington	23,600	23,200	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Cleveland	3,000	2,900	97
	Columbia	9,700	9,500	98
	Dallas	4,000	3,900	97
	Lafayette	3,600	3,500	97
	Nevada	3,800	3,700	97
	<b>LOUISIANA</b>			
	Bienville	6,200	6,100	98
	La Salle	6,800	6,700	99
	Madison	5,800	5,600	97
	Webster	16,900	16,600	98
<b>MISSISSIPPI</b>				
Bolivar	14,100	13,700	97	
Issaquena	800	800	100	
<b>Station Totals</b>		<b>298,700</b>	<b>292,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>168,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>95,000</b>	

# Louisiana—Monroe-West Monroe

## KNOE-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** NOE Enterprises Inc., Box 4067, Monroe, LA 71211.

**Studio:** Knoe Rd., Monroe, LA 71201.

**Mailing Address:** Box 4067, Monroe, LA 71211.

**Telephone:** 318-388-8888. **TWX:** 510-977-5384.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 2.5-mi. N of Riverton, LA.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; Simulsat, 7-meter C-band; RCA, 3.7-meter Ku-band; Comsat, Harris, Pinzone receivers.

**AM Affiliate:** KNOE, 5-kw, 540 kHz.

**FM Affiliate:** KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

**News Services:** AP, CBS, CNN, CNN Headline News, Colorgraphics, National Weather Service, Potomac News Service.

**Ownership:** Noe Corp. James A. Noe Jr., pres., 66.7%; James A. Noe Jr., as trustee for M. E. Noe Deane; J. A. Noe III, J. E. Noe, G. M. Noe & C. L. Noe, 33.33%; Betty S. Noe, v.p.; Paul K. Kirkpatrick Jr., secy.-treas. Noe Corp. owns licensees of KNOE(AM), Monroe; WNOE-AM-FM, New Orleans.

**Began Operation:** September 27, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

### Personnel:

JAMES A. NOE JR., president.  
HUGH V. ROCHE, general manager.  
RONALD SHELBY, controller.  
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 LEWIS, head of sales, service & copy.  
ANSEL SMITH, operations & production manager.  
KEN BOOTH, news director.  
LEON NOLAND JR., chief photographer.  
FREDDY ROBERTS, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 115.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Union	18,200	17,900	98
	<b>LOUISIANA</b>			
	Caldwell	4,600	4,500	98
	Catahoula	4,500	4,300	96
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Grant	6,700	6,600	98
	Jackson	6,800	6,700	99
	La Salle	6,800	6,700	99
Lincoln	14,000	13,800	99	
Madison	5,800	5,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Morehouse	12,500	12,300	98
	Natchitoches	14,300	13,800	96
	Ouachita	51,600	51,000	99
	Rapides	50,400	49,800	99
	Richland	7,600	7,400	97
	Tensas	3,000	2,900	97
	Union	8,200	8,100	99
	West Carroll	4,600	4,500	98
	Winn	6,400	6,200	97
	<b>MISSISSIPPI</b>			
	Adams	13,600	13,400	99
	Jefferson	3,000	2,900	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>LOUISIANA</b>			
	Bienville	6,200	6,100	98
	Claiborne	6,500	6,300	97
	<b>MISSISSIPPI</b>			
Issaquena	800	800	100	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Drew	6,400	6,200	97
	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Red River	3,800	3,700	97
	<b>MISSISSIPPI</b>			
	Amite	4,600	4,500	98
	Claiborne	3,900	3,800	97
Franklin	3,100	3,000	97	
Warren	19,100	18,800	98	
Washington	23,600	23,200	98	
Wilkinson	3,300	3,200	97	
<b>Station Totals</b>		<b>381,600</b>	<b>374,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>249,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>170,000</b>	



# Louisiana—New Orleans

## WDSU-TV

Ch. 6

**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.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 8-meter Ku-band; Harris, 3.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Cosmos Bcstg. Corp. See Group Ownership of Television Stations.

**Began Operation:** December 18, 1948. Sale to present owner by Royal Street Corp. approved by FCC Nov. 29, 1972 (*Television Digest*, Vol. 12:15, 49).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

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

### Personnel:

JAMES M. KEELOR, vice president & general manager.  
MIKE KIBBEY, general sales manager.  
ANNE COLEMAN, station manager.  
MARY McCARTHY, news director.  
EVAN WIGGINS, operations manager.  
STEVE MOHAMMED, business manager.  
LINDA NIX, marketing director.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$2200.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 33.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Jefferson	179,500	178,400	99
	Lafourche	29,200	28,900	99
	Orleans	217,600	215,300	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,900	23,800	100
	St Charles	14,200	14,000	99
	St James	6,800	6,700	99
	St John The Baptist	12,900	12,700	98
St Tammany	50,500	49,900	99	



SCALE OF MILES

0 50 100



WDSU-TV BPCT-2034 Granted 11/10/55

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Tangipahoa	31,500	30,900	98	
	Terrebonne	34,600	34,200	99	
	Washington	16,500	16,200	98	
<b>MISSISSIPPI</b>	Hancock	10,600	10,500	99	
	Harrison	60,500	60,100	99	
	Pearl River	13,100	12,900	98	
	<b>LOUISIANA</b>	Assumption	6,900	6,700	97
		St Helena	3,300	3,200	97
St Mary		20,900	20,600	99	
<b>MISSISSIPPI</b>	Jackson	43,200	42,800	99	
	Stone	3,400	3,400	100	
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
	Ascension	19,800	19,400	98	
	Livingston	23,900	23,500	98	
<b>MISSISSIPPI</b>	Pike	13,400	13,200	99	
	Walthall	4,800	4,700	98	
<b>Station Totals</b>		<b>849,300</b>	<b>840,200</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>670,800</b>		
<b>Average Daily Circulation (1987)</b>			<b>406,000</b>		

# Louisiana—New Orleans

## WGNO-TV

Ch. 26

**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.

**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.

**Satellite Earth Stations:** 2 in operation; Harris, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Tribune Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 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):** TeleRep Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

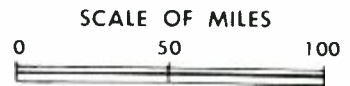
- BOB GREMILLION, station manager.
- BILL ROSS, director of sales.
- BERL GOLUB, program director.
- RANDY DAVIS, chief engineer.
- JOSEPH WARNECKE, national sales manager.
- FRAN PERDISATT, local sales manager.
- TERRY EAGAN, controller.
- DEBRA MABRY, director of community affairs.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 33.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	Jefferson	179,500	178,400	99
	Lafourche	29,200	28,900	99
	Orleans	217,600	215,300	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,900	23,800	100
St James	6,800	6,700	99	



WGNO-TV BPCT-790523KE Granted 1/30/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St John The Baptist	12,900	12,700	98
	St Tammany	50,500	49,900	99
	Terrebonne	34,600	34,200	99
<b>MISSISSIPPI</b>	Hancock	10,600	10,500	99
	<b>LOUISIANA</b>			
	St Charles	14,200	14,000	99
<b>Between 25-49%</b>	Tangipahoa	31,500	30,900	98
	Washington	16,500	16,200	98
	<b>MISSISSIPPI</b>			
<b>Between 5-24%</b>	Harrison	60,500	60,100	99
	Pearl River	13,100	12,900	98
	<b>LOUISIANA</b>			
<b>Between 5-24%</b>	Assumption	6,900	6,700	97
	Livingston	23,900	23,500	98
	St Mary	20,900	20,600	99
<b>MISSISSIPPI</b>	Jackson	43,200	42,800	99
	<b>Station Totals</b>	<b>824,400</b>	<b>815,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>434,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>207,600</b>	

# Louisiana—New Orleans

## WNOL-TV

Ch. 38

**Network Service:** None, independent.

**Licensee:** TVX of New Orleans Inc., 1661 Canal St., New Orleans, LA 70112.

**Studio:** 1661 Canal St., New Orleans, LA 70112.

**Telephone:** 504-525-3838. **TWX:** 910-997-0539.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"  
Longitude 89° 56' 26"

**Transmitter:** 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundary, Chalmette.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** 3 in operation; Simulcast, 7-meter; Harris, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** March 25, 1984. Sale to present owner by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (*Television Digest*, Vol. 25:50).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

**Personnel:**

JOHN CURREN JR., vice president & general manager.  
LEE PREVOST, business manager.  
NANCY COHEN, national sales manager.

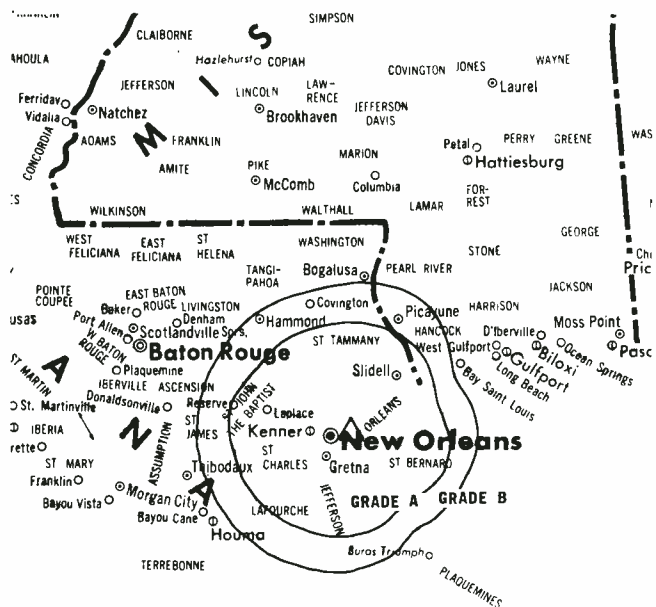
**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$250.

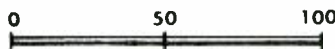
**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 33.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Orleans	217,600	215,300	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,900	23,800	100
	St John The Baptist	12,900	12,700	98
	<b>MISSISSIPPI</b>			
	Pearl River	13,100	12,900	98



SCALE OF MILES



WNOL-TV BMPCT—831214KI Granted 1/26/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Jefferson	179,500	178,400	99
	Lafourche	29,200	28,900	99
	St Charles	14,200	14,000	99
	St James	6,800	6,700	99
	St Tammany	50,500	49,900	99
	Tangipahoa	31,500	30,900	98
	Terbonne	34,600	34,200	99
	<b>MISSISSIPPI</b>			
	Hancock	10,600	10,500	99
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	Assumption	6,900	6,700	97
	Livingston	23,900	23,500	98
	Washington	16,500	16,200	98
<b>MISSISSIPPI</b>				
Harrison	60,500	60,100	99	
Walthall	4,800	4,700	98	
<b>Station Totals</b>		<b>765,100</b>	<b>757,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>322,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>123,800</b>	

# Louisiana—New Orleans

**WVUE**

Ch. 8

**Network Service:** ABC.

**Licensee:** Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Chicago, IL 60611.

**Studio:** 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

**Telephone:** 504-486-6161.

**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.

**Satellite Earth Stations:** Andrew, 9-meter C-band; Andrew, 7-meter C-band; Scientific-Atlanta, 9-meter C-band; Satcom Technologies, 7-meter Ku-band; Avantek, Microdyne, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Burnham Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** December 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 Gaylord Bcstg. approved by FCC June 30, 1977 (Vol. 16:26; 17:28). Sale to Burnham Bcstg. L.P. by Gaylord approved by FCC June 8, 1987 (Vol. 26:47, 27:3).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

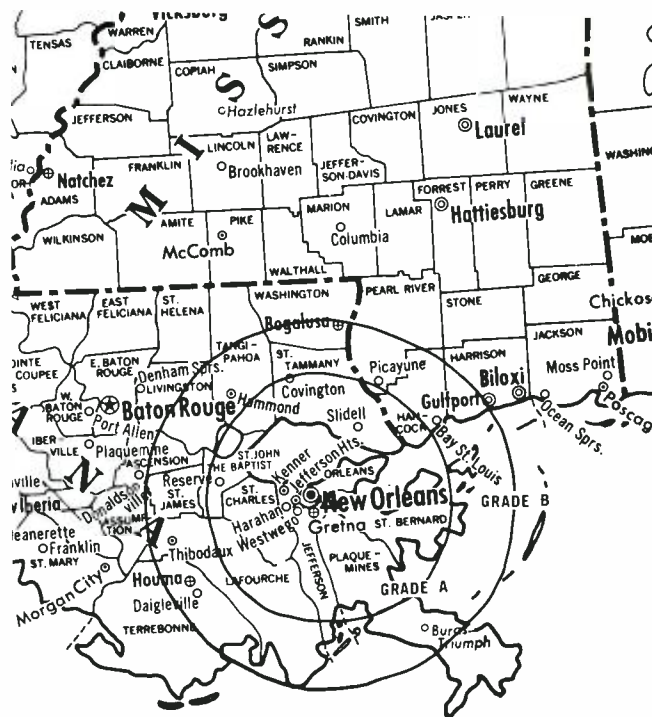
- PHILIP NYE, president & general manager.
- JAMES HUMPHREYS, general sales manager.
- SUSAN WHATLEY, program director.
- KRYS KELLER, national sales manager.
- JIM GOODLAD, local sales manager.
- FRED BARRETT, chief engineer.
- KEVIN BRENNAN, news director.

**Rates:** Not available.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 33.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Jefferson	179,500	178,400	99
	Lafourche	29,200	28,900	99
	Orleans	217,600	215,300	99
	Plaquemines	8,300	8,200	99



SCALE OF MILES



WVUE Doc-18390

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>St Bernard</b>	23,900	23,800	100	
	St Charles	14,200	14,000	99	
	St James	6,800	6,700	99	
	St John The Baptist	12,900	12,700	98	
	St Tammany	50,500	49,900	99	
	Tangipahoa	31,500	30,900	98	
	Terbonne	34,600	34,200	99	
Washington	16,500	16,200	98		
<b>MISSISSIPPI</b>	Hancock	10,600	10,500	99	
	Harrison	60,500	60,100	99	
	Pearl River	13,100	12,900	98	
	<b>LOUISIANA</b>	Ascension	19,800	19,400	98
		Assumption	6,900	6,700	97
St Mary		20,900	20,600	99	
<b>MISSISSIPPI</b>	Pike	13,400	13,200	99	
	<b>LOUISIANA</b>	Livingston	23,900	23,500	98
St Helena		3,300	3,200	97	
<b>MISSISSIPPI</b>		Stone	3,400	3,400	100
	Walthall	4,800	4,700	98	
<b>Station Totals</b>		<b>806,100</b>	<b>797,400</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>609,800</b>		
<b>Average Daily Circulation (1987)</b>			<b>333,200</b>		

# Louisiana—New Orleans

**WWL-TV**

Ch. 4

**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.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 in operation; Harris, Scientific-Atlanta receivers.

**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.

**Ownership:** Loyola University. Rev. James Carter, S. J., pres.

**Began Operation:** September 7, 1957.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

- J. MICHAEL EARLY, vice president, broadcasting & general manager.
- PHIL JOHNSON, assistant manager.
- JERROLD WHALEY, general sales manager.
- JIMMIE B. PHILLIPS, local sales manager.
- PASCAL GLAVIANO, finance director.
- JOE DUKE, news director.
- HUGH BURNEY, chief engineer.
- DEE JOYCE, promotion director.

**Highest One Hour Rate:** \$4500.

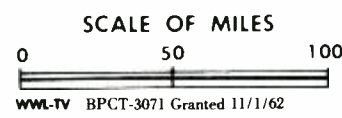
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1200.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 33.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	Jefferson	179,500	178,400	99
	Lafourche	29,200	28,900	99
	Orleans	217,600	215,300	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,900	23,800	100
	St Charles	14,200	14,000	99
	St James	6,800	6,700	99
	St John The Baptist	12,900	12,700	98
St Mary	20,900	20,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Tammany	50,500	49,900	99
	Tangipahoa	31,500	30,900	98
	Terrebonne	34,600	34,200	99
	Washington	16,500	16,200	98
	<b>MISSISSIPPI</b>			
Hancock	10,600	10,500	99	
Harrison	60,500	60,100	99	
Pearl River	13,100	12,900	98	
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Ascension	19,800	19,400	98
	<b>MISSISSIPPI</b>			
	Jackson	43,200	42,800	99
	Pike	13,400	13,200	99
Stone	3,400	3,400	100	
Walthall	4,800	4,700	98	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Iberia	22,400	22,100	99
	Livingston	23,900	23,500	98
	St Helena	3,300	3,200	97
	<b>MISSISSIPPI</b>			
Lamar	9,300	9,200	99	
Marion	9,300	9,100	98	
<b>Station Totals</b>		<b>890,300</b>	<b>880,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>702,300</b>
<b>Average Daily Circulation (1987)</b>				<b>485,400</b>

# Louisiana—Shreveport

## KMSS-TV

Ch. 33

**Network Service:** None, independent.

**Licensee:** SWMM/Shreveport Corp., 6100 Corporate Dr., Suite 130, Houston, TX 77036.

**Studio:** 3519 Jewella Ave., Shreveport, LA 71109.

**Mailing Address:** Box 30033, Shreveport, LA 71130.

**Telephone:** 318-631-5677.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 4532-kw max. visual, 453.2-kw max. aural. Antenna: 1813-ft. above av. terrain, 1749-ft. above ground, 2014-ft. above sea level.

Latitude 32° 40' 00"  
Longitude 93° 56' 02"

**Transmitter:** 0.57-mi. S of KSLA-TV transmitter site.

**Ownership:** Southwest Multimedia Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 6, 1985. Sale by J. D. Waggoner & G. Teekell, et al., to present owner approved by FCC June 24, 1987.

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

**Represented (legal):** Wilner & Scheiner.

### Personnel:

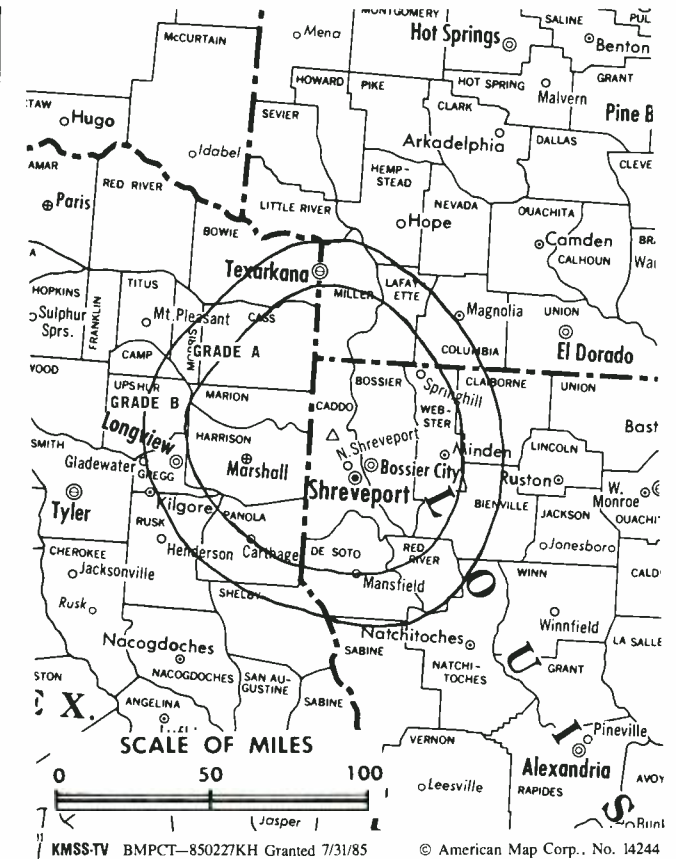
ART LANHAM, vice president & general manager.  
BEN McLAUGHLIN, general sales manager.  
DONALD ADAMS, engineering director.  
JOHN SCHWEIGER, program director.  
CHRIS CARTER, promotion director.  
LAURA ADLEY, business manager.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Shreveport. **AOI:** Shreveport, LA-**Texarkana, TX.** Rank: 62.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ARKANSAS</b>			
	Lafayette	3,600	3,500	97
	Miller	14,200	14,000	99
	<b>LOUISIANA</b>			
	Bienville	6,200	6,100	98
	Bossier	31,700	31,300	99
	Caddo	103,100	101,900	99
	De Soto	9,800	9,600	98
	Red River	3,800	3,700	97
	Webster	16,900	16,600	98
<b>TEXAS</b>				
Cass	11,500	11,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Harrison	20,200	19,900	98
	Marion	4,400	4,300	98
	Panola	8,600	8,400	98
	Upshur	12,300	12,100	98
Between 5-24%	<b>ARKANSAS</b>			
	Nevada	3,800	3,700	97
	<b>LOUISIANA</b>			
	Claiborne	6,500	6,300	97
	<b>TEXAS</b>			
	Bowie	30,200	29,800	99
	Camp	3,900	3,800	97
	Gregg	42,300	41,800	99
	Morris	5,500	5,400	98
	Rusk	17,000	16,700	98
Shelby	9,500	9,300	98	
Wood	11,300	11,100	98	
<b>Station Totals</b>		<b>376,300</b>	<b>370,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>122,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>54,000</b>	

# Louisiana—Shreveport

## KSLA-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** VSC Communications Inc., Box 4812, Shreveport, LA 71104.

**Studio:** 1812 Fairfield Ave., Shreveport, LA 71101.

**Telephone:** 318-222-1212. **TWX:** 510-973-4013.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 2-mi. ESE of Mooringsport.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; 2 Scientific-Atlanta, 7-meter; RCA Americom Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed.

**Ownership:** Viacom Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** December 22, 1953 as KSLA. Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (**Television Digest** Vol. 11:21). Sale to 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):** TeleRep Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

### Personnel:

DAN BATES, vice president & general manager.  
MIKE ARMSTRONG, general sales manager.  
ART SHIVER, operations manager.  
BILL BAUMAN, news director.  
JIM WOMACK, chief engineer.

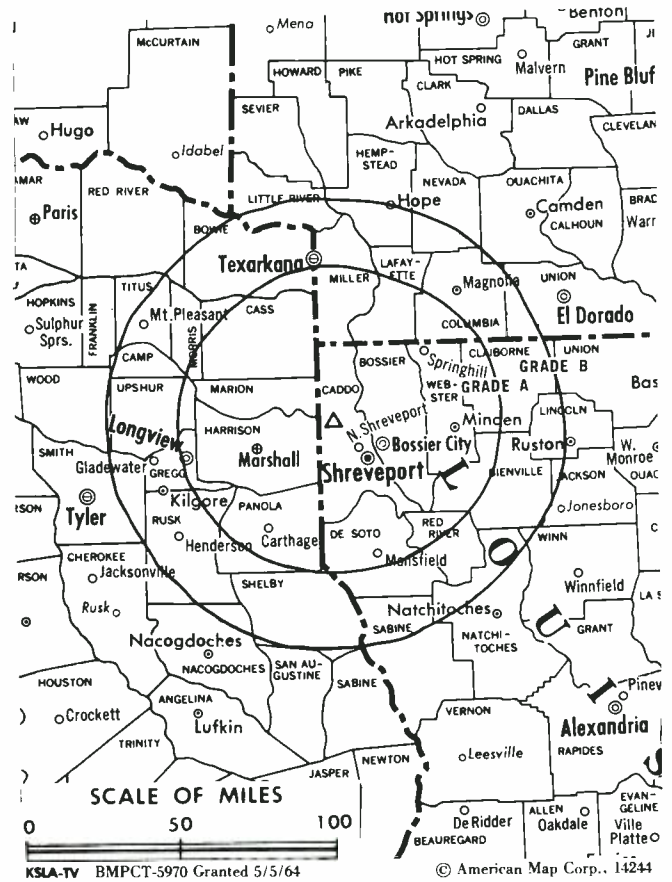
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1733.

**City of License:** Shreveport. **ADI:** Shreveport, LA-Texarkana, TX. **Rank:** 62.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,000	4,900	98
	Miller	14,200	14,000	99
	Sevier	5,500	5,400	98
	<b>LOUISIANA</b>			
	Bienville	6,200	6,100	98
	Bossier	31,700	31,300	99
	Caddo	103,100	101,900	99
	Claiborne	6,500	6,300	97
	De Soto	9,800	9,600	98
Lincoln	14,000	13,800	99	
Natchitoches	14,300	13,800	96	
Red River	3,800	3,700	97	
Sabine	10,600	10,200	96	
Webster	16,900	16,600	98	
<b>TEXAS</b>				
Bowie	30,200	29,800	99	
Camp	3,900	3,800	97	
Cass	11,500	11,300	98	
Franklin	3,200	3,100	97	
Gregg	42,300	41,800	99	
Harrison	20,200	19,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Marion	4,400	4,300	98	
	Morris	5,500	5,400	98	
	Nacogdoches	19,100	18,600	97	
	Panola	8,600	8,400	98	
	Rusk	17,000	16,700	98	
	Shelby	9,500	9,300	98	
	Titus	8,900	8,700	98	
	Upshur	12,300	12,100	98	
	<b>Between 25-49%</b>	<b>ARKANSAS</b>			
		Nevada	3,800	3,700	97
<b>LOUISIANA</b>					
Jackson		6,800	6,700	99	
Winn		6,400	6,200	97	
<b>OKLAHOMA</b>					
Mc Curtin		13,200	12,900	98	
<b>TEXAS</b>					
Hopkins		11,000	10,800	98	
Red River		6,500	6,300	97	
Sabine	4,100	4,000	98		
San Augustine	3,300	3,200	97		
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
	Ouachita	12,100	11,800	98	
	Pike	4,100	4,000	98	
	Polk	6,600	6,400	97	
	Union	18,200	17,900	98	
	<b>LOUISIANA</b>				
	Union	8,200	8,100	99	
	<b>TEXAS</b>				
	Angelina	24,800	24,400	98	
	Cherokee	15,300	14,900	98	
Smith	56,200	55,500	99		
Wood	11,300	11,100	98		
<b>Station Totals</b>		<b>677,200</b>	<b>665,200</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>437,000</b>		
<b>Average Daily Circulation (1987)</b>			<b>274,400</b>		

# Louisiana—Shreveport-Longview, Texas

## KTAL-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

**Studios & Offices:** 3227 Summerhill Rd., Texarkana, TX; 3150 N. Market St., Shreveport, LA 71107.

**Telephones:** 214-793-1133, Texarkana; 318-425-2422, Shreveport.

**TWX:** 510-973-4169.

**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.

**Satellite Earth Stations:** In operation.

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

**FM Affiliate:** KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

**News Service:** AP.

**Ownership:** Walter E. Hussman Jr., trustee of Hussman Family Trusts, 100%. For other interests, see Texarkana Gazette and News under Newspaper Ownership of TV Stations.

**Began Operation:** August 16, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.

### Personnel:

WALTER E. HUSSMAN, president.  
H. LEE BRYANT, vice president & general manager.  
DOUG YODER, sales manager.  
JEAN BYRD, program director.  
GORDON GRAFTON, news director.  
GEORGE TRACY, chief engineer.

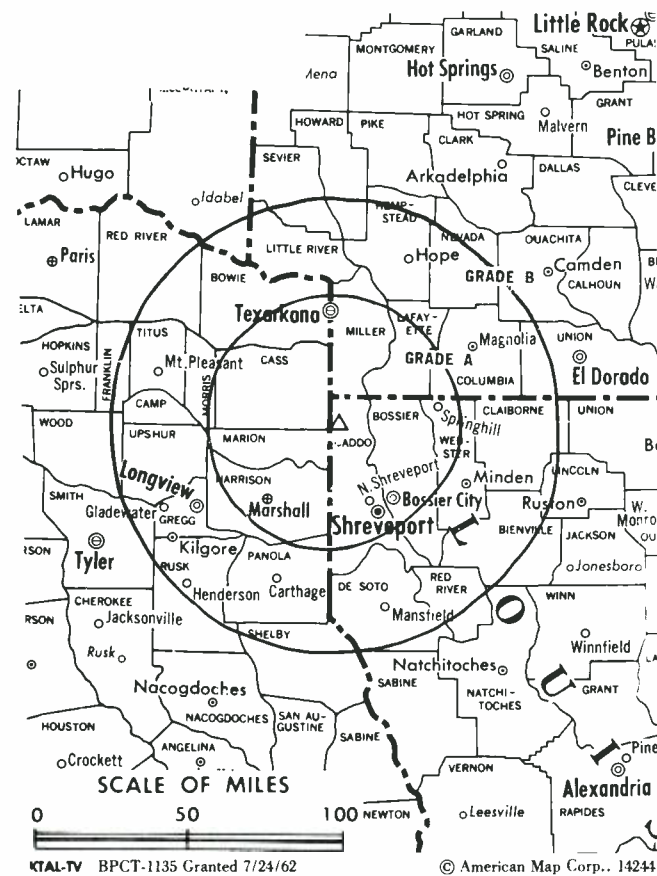
**Highest 30 Sec. Rate:** \$1400.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Texarkana, TX. **ADI:** Shreveport, LA-Texarkana, TX. **Rank:** 62.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,000	4,900	98
	Miller	14,200	14,000	99
	Nevada	3,800	3,700	97
	Sevier	5,500	5,400	98
	<b>LOUISIANA</b>			
	Bienville	6,200	6,100	98
	Bossier	31,700	31,300	99
	Caddo	103,100	101,900	99
	Claiborne	6,500	6,300	97
De Soto	9,800	9,600	98	
Red River	3,800	3,700	97	
Webster	16,900	16,600	98	
<b>OKLAHOMA</b>				
Mc Curtain	13,200	12,900	98	
<b>TEXAS</b>				
Bowie	30,200	29,800	99	



KTAL-TV BPCT-1135 Granted 7/24/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Camp	3,900	3,800	97
	Cass	11,500	11,300	98
	Franklin	3,200	3,100	97
	Gregg	42,300	41,800	99
	Harrison	20,200	19,900	98
	Marion	4,400	4,300	98
	Morris	5,500	5,400	98
	Panola	8,600	8,400	98
	Red River	6,500	6,300	97
	Rusk	17,000	16,700	98
	Shelby	9,500	9,300	98
Titus	8,900	8,700	98	
Upshur	12,300	12,100	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Pike	4,100	4,000	98
	Union	18,200	17,900	98
<b>LOUISIANA</b>	Sabine	10,600	10,200	96
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ouachita	12,100	11,800	98
	Polk	6,600	6,400	97
	<b>LOUISIANA</b>			
	Jackson	6,800	6,700	99
	Natchitoches	14,300	13,800	96
Union	8,200	8,100	99	
Winn	6,400	6,200	97	
<b>TEXAS</b>	Cherokee	15,300	14,900	98
	Hopkins	11,000	10,800	98
	Nacogdoches	19,100	18,600	97
	San Augustine	3,300	3,200	97
	Smith	56,200	55,500	99
	Wood	11,300	11,100	98
	<b>Station Totals</b>		<b>634,300</b>	<b>623,000</b>
<b>Net Weekly Circulation (1987)</b>			<b>407,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>237,000</b>	



# Louisiana—Shreveport

## KTBS-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** KTBS Inc., 312 E. Kings Hwy., Shreveport, LA 71104.

**Studio:** 312 E. Kings Hwy.

**Mailing Address:** Box 44227, Shreveport, LA 71134-4227.

**Telephone:** 318-868-3644. **TWX:** 510-973-4076.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; RCA, 3.7-meter; Avantek, Scientific-Atlanta receivers.

**News Services:** ABC, AP, UPI.

**Ownership:** E. Newton Wray, pres., 37.5%; George D. Wray Jr., v.p., 26.388%; Charles W. Wray, secy.-treas., 26.388%; Evelyn Wray Smith, 4.166%; Lois Wray Rowe, 2.777%; Edwin N. Wray Jr., 2.777%.

**Began Operation:** September 3, 1955.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

E. NEWTON WRAY, president.  
EDWIN N. WRAY JR., vice president & general manager.  
ALLAN STOLL, national sales manager.  
ORAL LINK, production manager.  
MARVIN L. PERRY JR., program manager.  
DON WIEGEL, promotion manager.  
DAVE HENDRICKS, chief engineer.  
ANDREW PONTZ, news director.  
CAROLYN LOWRY, traffic manager.

**Highest One Hour Rate:** \$3000.

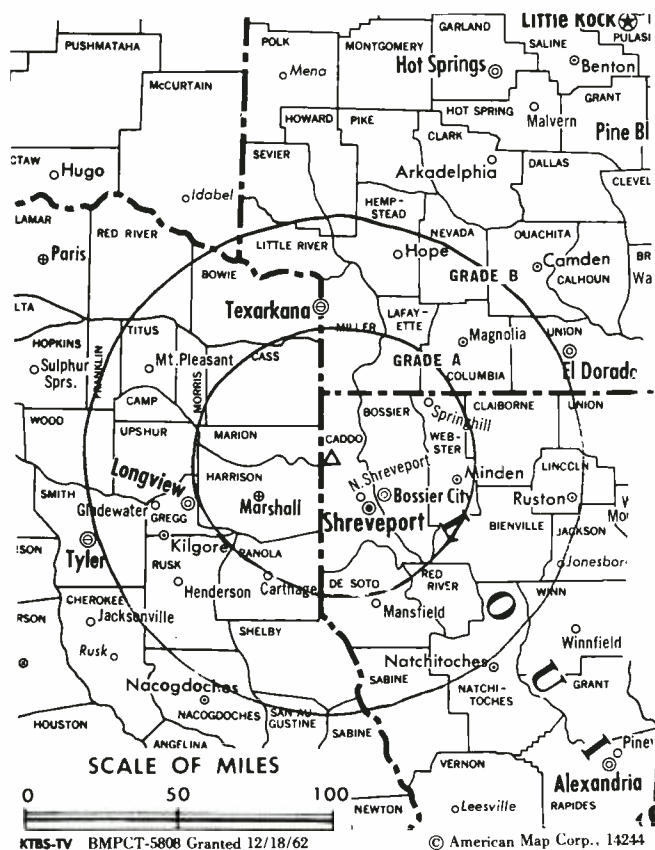
**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1150.

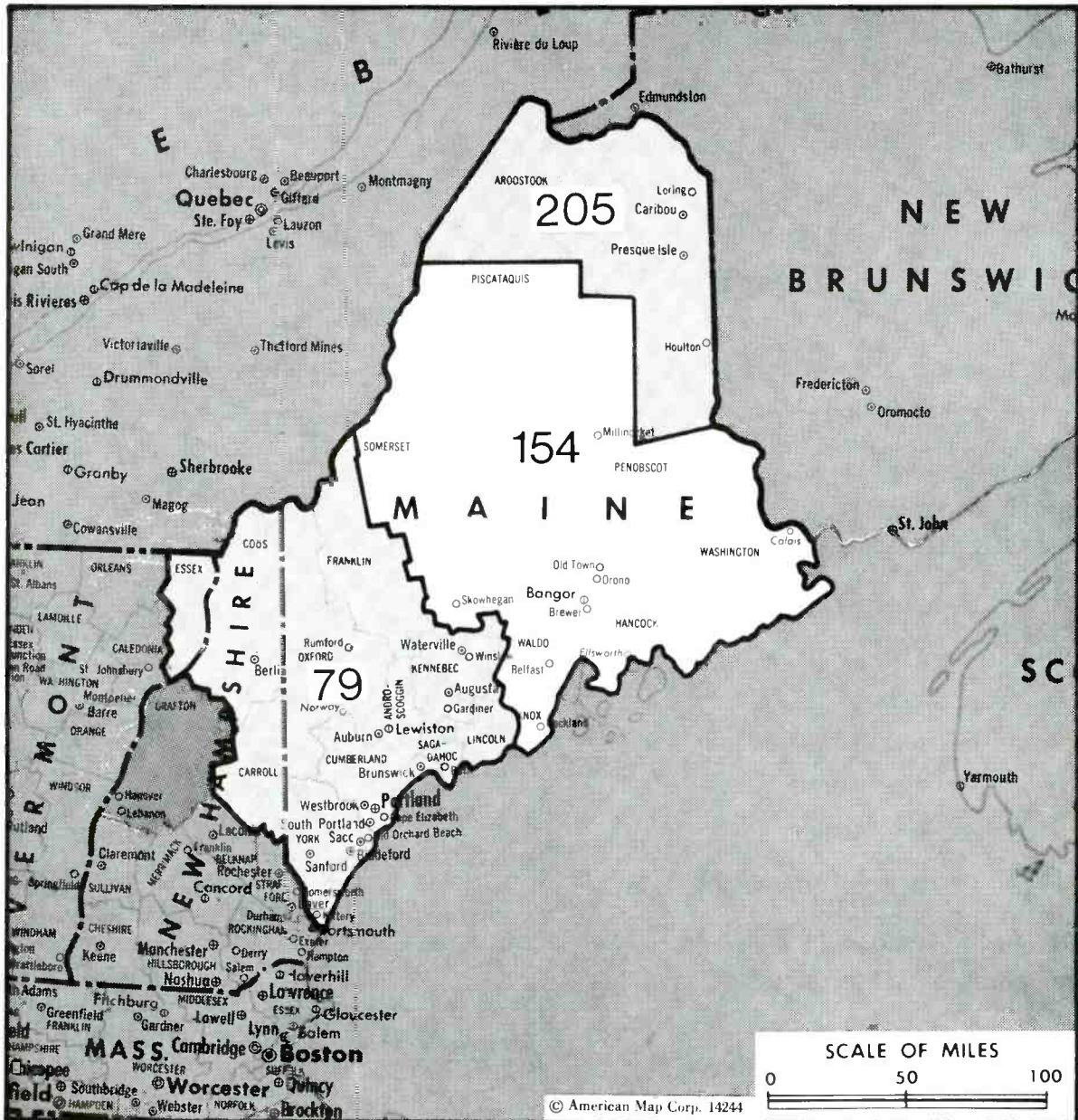
**City of License:** Shreveport. **ADI:** Shreveport, LA-Texarkana, TX. **Rank:** 62.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,000	4,900	98
	Miller	14,200	14,000	99
	Nevada	3,800	3,700	97
	Sevier	5,500	5,400	98
	<b>LOUISIANA</b>			
	Bienville	6,200	6,100	98
	Bossier	31,700	31,300	99
	Caddo	103,100	101,900	99
	Claiborne	6,500	6,300	97
De Soto	9,800	9,600	98	
Lincoln	14,000	13,800	99	
Natchitoches	14,300	13,800	96	
Red River	3,800	3,700	97	
Sabine	10,600	10,200	96	
Webster	16,900	16,600	98	
<b>TEXAS</b>				
Bowie	30,200	29,800	99	
Camp	3,900	3,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Cass	11,500	11,300	98	
	Franklin	3,200	3,100	97	
	Gregg	42,300	41,800	99	
	Harrison	20,200	19,900	98	
	Marion	4,400	4,300	98	
	Morris	5,500	5,400	98	
	Nacogdoches	19,100	18,600	97	
	Panola	8,600	8,400	98	
	Red River	6,500	6,300	97	
	Rusk	17,000	16,700	98	
	Shelby	9,500	9,300	98	
	Titus	8,900	8,700	98	
	Upshur	12,300	12,100	98	
	<b>Between 25-49%</b>	<b>ARKANSAS</b>			
Union		18,200	17,900	98	
<b>LOUISIANA</b>					
Jackson		6,800	6,700	99	
Winn		6,400	6,200	97	
<b>OKLAHOMA</b>					
Mc Curtin	13,200	12,900	98		
<b>TEXAS</b>	Sabine	4,100	4,000	98	
	San Augustine	3,300	3,200	97	
	<b>Between 5-24%</b>	<b>ARKANSAS</b>			
		Calhoun	2,200	2,200	100
Ouachita		12,100	11,800	98	
Pike		4,100	4,000	98	
Polk		6,600	6,400	97	
<b>LOUISIANA</b>					
Union	8,200	8,100	99		
<b>TEXAS</b>					
Cherokee	15,300	14,900	98		
Smith	56,200	55,500	99		
Wood	11,300	11,100	98		
<b>Station Totals</b>		<b>643,600</b>	<b>632,200</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>				<b>448,200</b>	
<b>Average Daily Circulation (1987)</b>				<b>284,000</b>	



Market	Arbitron ADI TV Households	Rank
Portland-Poland Spring, ME	303,300	79
Bangor, ME	124,500	154
Presque Isle, ME	28,600	205

Market Area Commercial TV Stations

WCSH-TV (6), WGME-TV(13), WMTW-TV (8), WPXT (51)  
 WABI-TV (5), WLBS-TV (2), WVII-TV(7)  
 WAGM-TV (8)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
WMTW-TV, Portland	See Poland Spring, ME

Maine Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	7	1	8
Educational Television Stations	4	1	5
	11	2	13

# Maine—Bangor

## WABI-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Diversified Communications, Five Milk St., Portland, ME 04412.

**Studio:** 35 Hildreth St., Bangor, ME 04401.

**Telephone:** 207-947-8321. **TWX:** 910-240-1221.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 6-kw aural. Antenna: 1316-ft. above av. terrain, 490-ft. above ground, 1710-ft. above sea level.

Latitude 44° 42' 13"  
Longitude 69° 04' 47"

**Transmitter:** Pickard Mtn., near Maine Rte. 9.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; M/A-Com Ku-band; M/A-Com, Scientific-Atlanta receivers.

**AM Affiliate:** WABI, 5-kw, 910 kHz.

**FM Affiliate:** WYOU-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. (ABC).

**News Service:** AP.

**Ownership:** Diversified Communications, 100%. See Group Ownership of Television Stations.

**Began Operation:** January 25, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

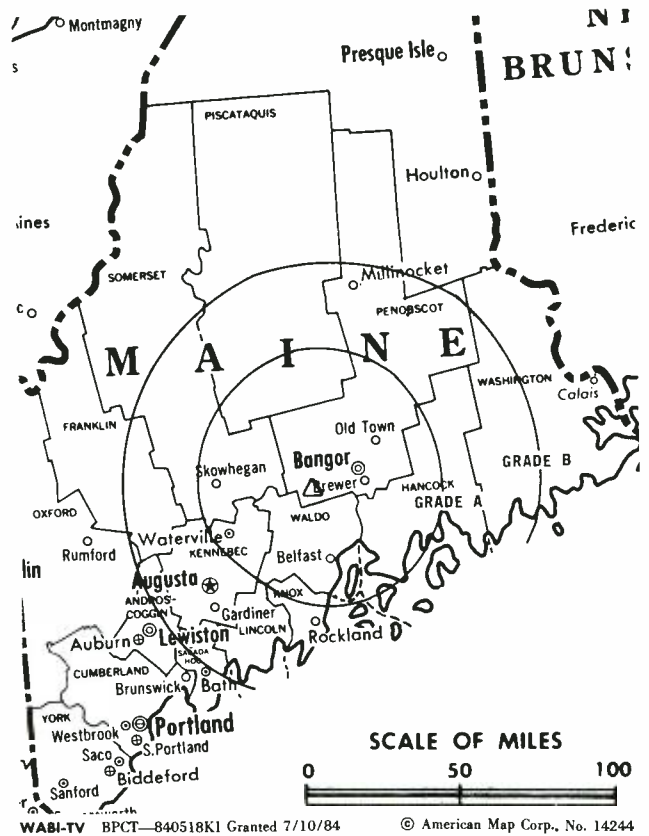
GEORGE GONYAR, general manager.  
TOWLE TOMPKINS, operations manager.  
FRED MORSE, local sales manager.  
DON COLSON, news director.  
DALE CARTER, chief engineer.

**Highest 30 Sec. Rate:** \$550.

**NETWORK BASE HOURLY RATE:** \$1028.

**City of License:** Bangor. **ADI:** Bangor. **Rank:** 154.

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



WABI-TV BPCT-840518K1 Granted 7/10/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Franklin	10,900	10,500	96
	Hancock	17,400	17,100	98
	Kennebec	42,600	41,700	98
	Knox	13,500	13,100	97
	Penobscot	48,200	47,300	98
	Piscataquis	6,700	6,600	98
	Somerset	16,400	16,000	98
	Waldo	11,000	10,700	97
<b>Between 5-24%</b>	<b>MAINE</b>			
	Aroostook	29,400	28,600	97
	Lincoln	10,800	10,600	98
Oxford	18,900	18,600	98	
<b>Station Totals</b>		<b>238,900</b>	<b>233,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>154,300</b>
<b>Average Daily Circulation (1987)</b>				<b>100,500</b>

# Maine—Bangor

**WLBZ-TV**

Ch. 2

**Network Service:** NBC.

**Licensee:** WLBZ Television Inc., Box 934, Bangor, ME 04401.

**Studio:** Mt. Hope Ave., Bangor, ME 04401.

**Mailing Address:** Box 934, Bangor, ME 04401.

**Telephone:** 207-942-4822. **TWX:** 710-222-1877.

**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.

**Satellite Earth Stations:** In operation.

**News Services:** AP, NBC, Group W Newsfeed.

**Ownership:** Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

MARY RINES THOMPSON, chairman of board.  
FREDERIC THOMPSON, president.  
BRUCE McGORRILL, executive vice president.  
MARGO COBB, general manager.  
JIM HOPKINS, chief engineer.

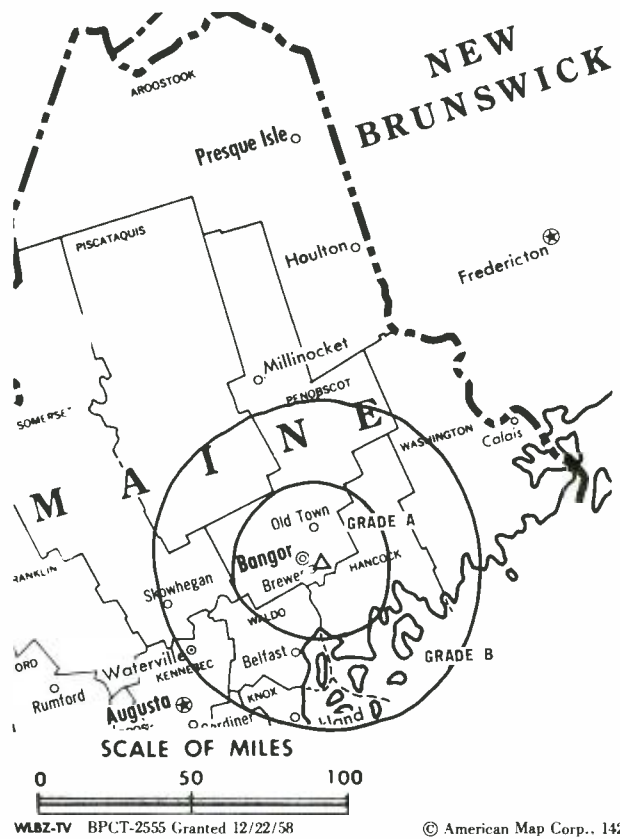
**Highest 30 Sec. Rate:** \$1000.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 765,000.

**City of License:** Bangor. **ADI:** Bangor. **Rank:** 154.

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



WLBZ-TV BPCT-2555 Granted 12/22/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Hancock	17,400	17,100	98
	Knox	13,500	13,100	97
	Penobscot	48,200	47,300	98
	Piscataquis	6,700	6,600	98
	Somerset	16,400	16,000	98
	Waldo	11,000	10,700	97
Washington	13,100	12,700	97	
<b>Between 25-49%</b>	<b>MAINE</b>			
	Aroostook	29,400	28,600	97
	Franklin	10,900	10,500	96
Kennebec	42,600	41,700	98	
<b>Between 5-24%</b>	<b>MAINE</b>			
Oxford	18,900	18,600	98	
<b>Station Totals</b>		<b>228,100</b>	<b>222,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>140,700</b>
<b>Average Daily Circulation (1987)</b>				<b>94,100</b>

# Maine—Bangor

## WVII-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME 04401.

**Studio:** 371 Target Industrial Circle, Bangor, ME 04401.

**Telephone:** 207-954-6457. **TWX:** 710-222-1742.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 819-ft. above av. terrain, 187-ft. above ground, 1184-ft. above sea level.

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

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 819-ft. above av. terrain, 137-ft. above ground, 1134-ft. above sea level. BPCT-861010KN.

**Transmitter:** Black Cap Mountain, Eddington, ME.

**Satellite Earth Station:** Comtech, 5-meter C-band; Pinzone receivers.

**News Service:** AP.

**Ownership:** Seaway Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 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):** Seltel Inc.; Metrospot Television Ltd. (Canada).

**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

**Personnel:**  
BARBARA CYR, vice president & general manager.  
JUDITH L. VARDAMIS, program director & national sales manager.  
RON WOLFE, news director.  
MIKE STAPLES, chief engineer.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$500.

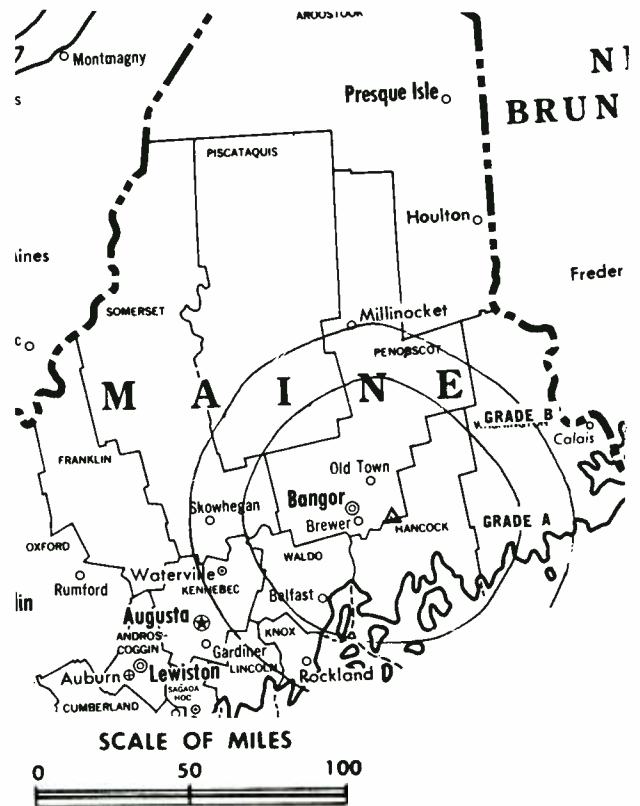
**NETWORK BASE HOURLY RATE:** \$250.

**Station also received in Canadian markets.**

**8BM Weekly Reach (Spring 1987):** 689,000.

**City of License:** Bangor. **ADI:** Bangor. **Rank:** 154.

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



WVII-TV BPCT-861010KN Granted 1/29/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Hancock	17,400	17,100	98
	Knox	13,500	13,100	97
	Penobscot	48,200	47,300	98
	Piscataquis	6,700	6,600	98
	Somerset	16,400	16,000	98
	Waldo	11,000	10,700	97
Washington	13,100	12,700	97	
<b>Between 25-49%</b>	<b>MAINE</b>			
	Aroostook	29,400	28,600	97
	Franklin	10,900	10,500	96
<b>Between 5-24%</b>	<b>MAINE</b>			
	Kennebec	42,600	41,700	98
	Oxford	18,900	18,600	98
<b>Station Totals</b>		<b>228,100</b>	<b>222,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>127,400</b>
<b>Average Daily Circulation (1987)</b>				<b>64,000</b>

# Maine—Portland-Poland Spring

**WMTW-TV**

**Ch. 8**

**Network Service:** ABC.

**Licensee:** Harron Communications Corp., Poland Spring, ME 04274.

**Studio:** Box 8, Auburn, ME 04210.

**Sales Office:** 119 Middle St., Box 9501 DTS, Portland, ME 04112-9501.

**Telephones:** 207-775-1800, Portland; 207-782-1800, Auburn.

**TWX:** 710-221-1708.

**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, NH.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; Avantek, M/A-Com receivers.

**News Services:** AP, ABC.

**Ownership:** Harron Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** August 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):** Petry Television Inc.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

ALFRED P. RITTER, vice president & general manager.  
CLAUS WIESE, station manager.  
MARY JO SNYDER, local sales manager.  
GERALD SALTZER, national sales manager.  
KAREN PEDERSEN, promotion manager.  
JOHN RICKER, director of engineering.  
DICK CUSHMAN, assistant chief engineer.  
ROBYN ROSSER, production manager.  
PHYLLIS BOUCHLES, traffic manager, Auburn.  
JEAN GARDNER, traffic manager, Portland.

**Highest One Hour Rate:** \$3200.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$750.

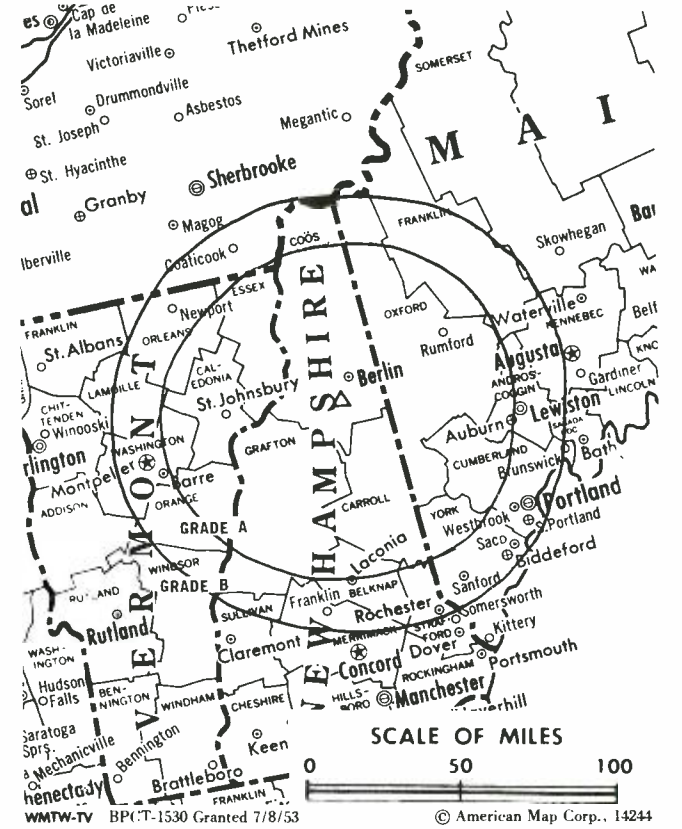
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 287,000.

**City of License:** Poland Spring. **ADI:** Portland-Poland Spring. **Rank:** 79.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,100	36,500	98
	Cumberland	86,400	85,100	98
	Franklin	10,900	10,500	96
	Kennebec	42,600	41,700	98
	Knox	13,500	13,100	97
	Lincoln	10,800	10,600	98
	Oxford	18,900	18,600	98
	Sagadahoc	11,600	11,300	97
	Somerset	16,400	16,000	98
	York	58,200	57,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	17,900	17,700	99
	Carroll	13,400	13,200	98
	Coos	13,000	12,800	98
	Grafton	25,300	24,500	97
	Strafford	32,800	32,200	98
	Sullivan	14,700	14,200	97
	<b>VERMONT</b>			
	Caledonia	10,200	10,000	98
	Essex	2,400	2,400	100
	Orange	9,000	8,800	98
Orleans	8,900	8,800	99	
Windsor	21,100	20,500	97	
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Merrimack	38,400	37,600	98
	<b>VERMONT</b>			
Washington	20,200	19,800	98	
<b>Between 5-24%</b>	<b>MAINE</b>			
	Waldo	11,000	10,700	97
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,600	22,900	97
	Hillsborough	110,300	108,900	99
	Rockingham	80,100	79,100	99
	<b>NEW YORK</b>			
	Clinton	27,000	26,600	99
	<b>VERMONT</b>			
	Addison	10,700	10,400	97
	Chittenden	44,000	43,300	98
Franklin	12,700	12,600	99	
Lamoille	6,800	6,700	99	
Rutland	22,700	22,100	97	
Windham	15,600	14,900	95	
<b>Station Totals</b>		<b>898,200</b>	<b>881,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>386,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>199,600</b>	

# Maine—Portland

## WCSH-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Maine Radio & Television Co., One Congress Square, Portland, ME 04101.

**Studio:** One Congress Square, Portland, ME 04101.

**Telephone:** 207-772-0181. **TWX:** 710-221-1988.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"  
Longitude 70° 42' 40"

**Transmitter:** Winn Mtn., Sebago, ME.

**Satellite Earth Stations:** 3 in operation; Satcom Technologies, 7-meter; M/A-Com receivers.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

### Personnel:

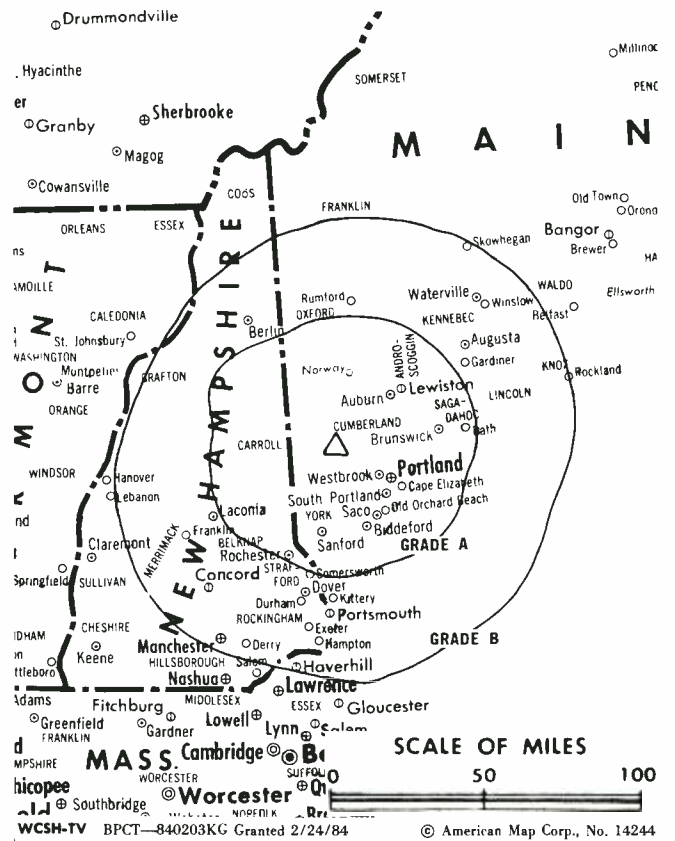
FREDERIC L. THOMPSON, president.  
BRUCE MCGORRILL, executive vice president.  
LEW COLBY, general manager.  
FRED NUTTER, public affairs & editorial director.  
JEFFREY MARKS, news director.  
CLEM PAYEUR, chief engineer.  
RICK BASSETT, film director.

**Rates:** Not available.

**City of License:** Portland. **ADI:** Portland-Poland Spring. **Rank:** 79.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,100	36,500	98
	Cumberland	86,400	85,100	98
	Franklin	10,900	10,500	96
	Kennebec	42,600	41,700	98
	Knox	13,500	13,100	97
	Lincoln	10,800	10,600	98
	Oxford	18,900	18,600	98
	Sagadahoc	11,600	11,300	97
	York	58,200	57,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	17,900	17,700	99
	Carroll	13,400	13,200	98
	Coos	13,000	12,800	98
	Strafford	32,800	32,200	98
<b>Between 25-49%</b>	<b>MAINE</b>			
	Somerset	16,400	16,000	98
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>			
	Merrimack	38,400	37,600	98
	<b>MAINE</b>			
	Waldo	11,000	10,700	97
	<b>NEW HAMPSHIRE</b>			
	Grafton	25,300	24,500	97
	Hillsborough	110,300	108,900	99
	Rockingham	80,100	79,100	99
	Sullivan	14,700	14,200	97
	<b>VERMONT</b>			
Caledonia	10,200	10,000	98	
Essex	2,400	2,400	100	
<b>Station Totals</b>		<b>675,900</b>	<b>664,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>353,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>226,700</b>	

# Maine—Portland

## WGME-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Guy Gannett Publishing Co., Northport Business Park, Broadcast Center, Portland, ME 04104.

**Studio:** Broadcast Center, Northport Business Park, Portland, ME 04104.

**Telephone:** 207-797-9330.

**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.

**Satellite Earth Stations:** 3 C-band; one Ku-band; M/A-Com, Scientific-Atlanta receivers

**News Services:** AP, CBS.

**Ownership:** Guy Gannett Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1954.

**Represented (sales):** Blair Television; Paul Mulvihill Ltd. (Canada).

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

DAVID KING, vice president & general manager.  
WILLIAM WHITTEN, general sales manager.  
FRED DESJARDINS, chief engineer.  
DOUGLAS SMITH, operations manager.

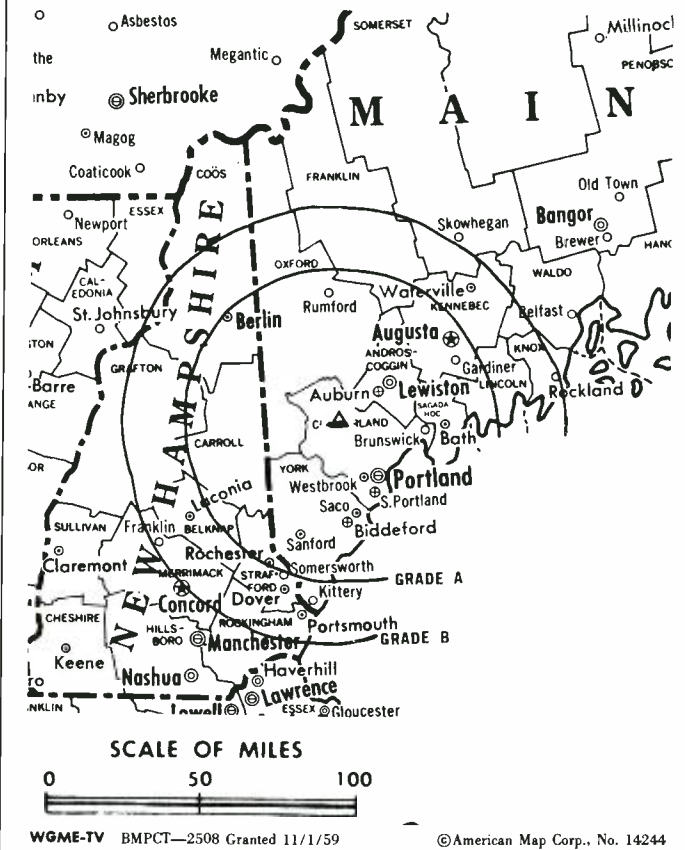
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Portland. **ADI:** Portland-Poland Spring. **Rank:** 79.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,100	36,500	98
	Cumberland	86,400	85,100	98
	Franklin	10,900	10,500	96
	Kennebec	42,600	41,700	98
	Knox	13,500	13,100	97
	Lincoln	10,800	10,600	98
	Oxford	18,900	18,600	98
	Sagadahoc	11,600	11,300	97
	York	58,200	57,400	99



WGME-TV BMPCT—2508 Granted 11/1/59 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Carroll	13,400	13,200	98
<b>Between 25-49%</b>	<b>MAINE</b>			
	Somerset	16,400	16,000	98
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,900	17,700	99
<b>Between 5-24%</b>	Coos	13,000	12,800	98
	Strafford	32,800	32,200	98
	<b>MAINE</b>			
	Waldo	11,000	10,700	97
	<b>NEW HAMPSHIRE</b>			
	Grafton	25,300	24,500	97
<b>VERMONT</b>	Merrimack	38,400	37,600	98
	Rockingham	80,100	79,100	99
	Orange	9,000	8,800	98
<b>Station Totals</b>		<b>547,300</b>	<b>537,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>291,900</b>
<b>Average Daily Circulation (1987)</b>				<b>174,000</b>



# Maine—Portland

**WPXT**

**Ch. 51**

**Network Service:** Fox.

**Licensee:** Portland Broadcasting Inc., 2320 Congress St., Portland, ME 04102.

**Studio:** 2320 Congress St., Portland, ME 04102.

**Telephone:** 207-774-0051.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 3011-kw max. visual, 301-kw max. aural. Antenna: 917-ft. above av. terrain, 697-ft. above ground, 1177-ft. above sea level.

Latitude 43° 51' 05.5"  
Longitude 70° 19' 40.0"

**Transmitter:** 2.5-mi. S of Gray.

**Satellite Earth Stations:** Comtech C-band; Vertex Ku-band; Chapparral C-band; M/A-Com, Pinzone receivers.

**Ownership:** Bride Communications Inc., 100%. John W. Bride, pres.-treas., 79%; John W. Bride, Trustee for Christopher M. & John H. Bride, 21%; Douglas P. Finck, exec. v.p.; Marjorie J. Bride, secy. Bride has interest in WKSQ(FM) Ellsworth, ME.

**Began Operation:** September 14, 1986. FCC approved transfer of control to present owner Oct. 6, 1986.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Hamel & Park.

**Represented (engineering):** Ray Goudreau.

**Personnel:**

JOSH MCGRAW, general manager.  
TONY PALMINTERI, general sales manager.  
MARK BECK, chief engineer.  
JENNIFER DENNISON, program & operations manager.  
DOREEN MORGAN, promotion manager.

**Highest 30 Sec. Rate:** \$350.

**City of License:** Portland. **ADI:** Portland-Poland Spring. **Rank:** 79.



Scale of Miles: 0, 50, 100. © American Map Corp., No. 14244. Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	<b>MAINE</b>			
	Androscoggin	37,100	36,500	98
	Cumberland	86,400	85,100	98
	Kennebec	42,600	41,700	98
	Sagadahoc	11,600	11,300	97
York	58,200	57,400	99	
<b>Station Totals</b>		<b>235,900</b>	<b>232,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>35,000</b>
<b>Average Daily Circulation (1987)</b>				<b>15,300</b>

# Maine—Presque Isle

## WAGM-TV

Ch. 8

**Network Service:** CBS, NBC, ABC.

**Licensee:** NEPSK Inc., 56 W. 45th St., New York, NY 10039.

**Studio:** U.S. Hwy. 1 & Parkhurst Road, Presque Isle, ME.

**Mailing Address:** Box 1149, Presque Isle, ME 04769.

**Telephone:** 207-764-4461. **TWX:** 710-229-1631.

**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.

**Satellite Earth Stations:** Star, 3.6-meter; Comtech, 5-meter C-band; Harris, 4.6-meter Ku-band; M/A-Corn, Standard Communications receivers.

**Ownership:** NEPSK Inc. Thomas P. Shelburne III, chmn.-pres., 52.90%; Peter P. Kozloski, v.p.-secy.-treas., 39.80%.

**Began Operation:** October 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (*Television Digest*, Vol. 13:39). Sale to present owner approved Feb. 8, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

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

### Personnel:

THOMAS P. SHELBURNE III, chief operating officer.  
NORMAN W. JOHNSON, v.p., general manager & national sales manager.  
EDGAR DERY, chief engineer.  
RON MADORE, sales manager, northern district.

**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Presque Isle. **ADI:** Presque Isle. **Rank:** 205.



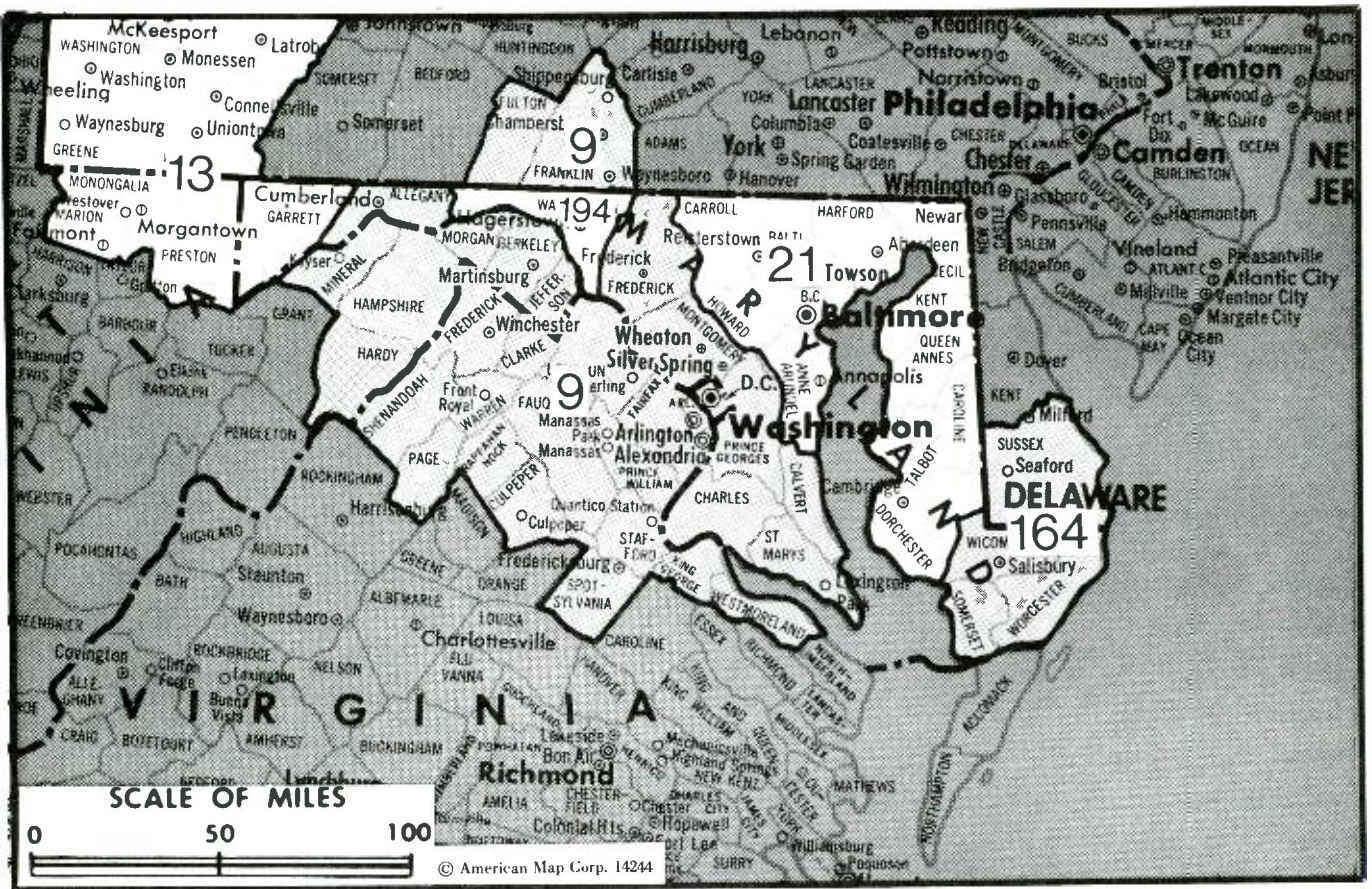
WAGM-TV BMPCT-4232 Granted 10/8/56

© American Map Corp., 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE Aroostook	29,400	28,600	97
<b>Station Totals</b>		<b>29,400</b>	<b>28,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>26,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>21,400</b>	

# Maryland



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,563,600	9	WDCA-TV (20), WFTY (50), WJLA-TV(7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,209,000	13	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	893,100	21	WBAL-TV (11), WBFF (45), WHSV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	86,000	164	WBOC-TV (16), WMDT (47)
Hagerstown, MD	40,300	194	WHAG-TV (25), WJAL (68)

### Maryland Station Status as of October 1, 1987

**BLACKBURN & COMPANY**  
INCORPORATED

Media Brokers & Appraisers Since 1947

- WASHINGTON, D.C. - (202) 331-9270
- CHICAGO, IL - (312) 346-6460
- ATLANTA, GA - (404) 892-4655
- BEVERLY HILLS, CA - (213) 274-8151

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	0	6	6
	3	13	16

# Maryland—Baltimore

**WBAL-TV**

Ch. 11

**Network Service:** CBS.

**Licensee:** Hearst Corp., Radio & TV Division, Maryland's Broadcast Center, Baltimore, MD 21211.

**Studio:** Maryland's Broadcast Center, Baltimore, MD 21211.

**Telephone:** 301-467-3000. **TWX:** 710-234-1086.

**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.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Microdyne, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**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, CNN.

**Ownership:** The Hearst Corp. See Group Ownership of Television Stations.

**Began Operation:** March 11, 1948.

**Represented (sales):** Blair Television.

**Represented (legal):** Dempsey & Koplovitz.

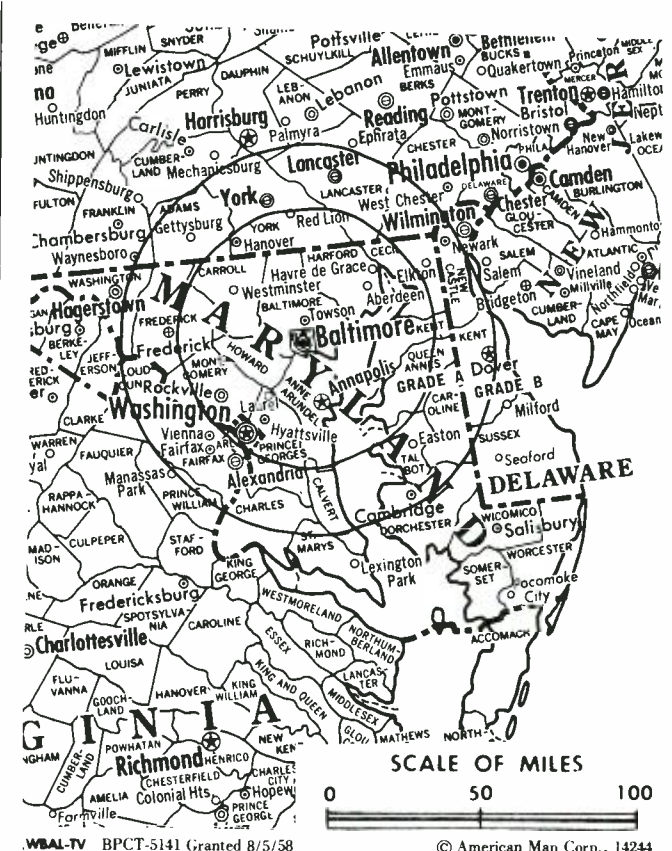
**Personnel:**

- MALCOLM D. POTTER, vice president & general manager.
- JACK GILMORE, vice president & general sales manager.
- LYNN McINTYRE, program director.
- KERRY RICHARDS, promotion director.
- FRANK GRAHAM, news director.
- JOHN COOKE, executive producer.
- J. SYDNEY KING, community services manager.
- TOM BENTSEN, director of engineering.

**City of License:** Baltimore. **ADI:** Baltimore. **Rank:** 21.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Baltimore	256,500	255,300	100
	Calvert	14,000	13,800	99
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Cecil	22,700	22,600	100
	Dorchester	11,400	11,300	99
	Harford	53,700	53,400	99
	Howard	53,000	52,700	99
	Kent	6,500	6,400	98
	Queen Annes	10,400	10,300	99
	Talbot	11,000	10,900	99
	Baltimore City	278,900	277,600	100
	<b>PENNSYLVANIA</b>			
Adams	24,700	24,100	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
	Sussex	40,200	39,700	99
<b>MARYLAND</b>				
Frederick	44,800	44,500	99	
Prince Georges	238,100	237,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Franklin	44,200	42,800	97
	York	125,600	123,300	98
	<b>VIRGINIA</b>			
	Warren	8,800	8,700	99
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
	<b>DISTRICT OF COLUMBIA</b>			
	<b>Between 5-24%</b>			
	<b>DISTRICT OF COLUMBIA</b>			
Dist Of Columbia	251,400	248,800	99	
<b>MARYLAND</b>				
Charles	26,900	26,600	99	
Montgomery	236,400	235,500	100	
<b>PENNSYLVANIA</b>				
Huntingdon	15,300	14,900	97	
Lancaster	140,000	135,200	97	
<b>VIRGINIA</b>				
Arlington	126,900	126,200	99	
Clarke	3,800	3,800	100	
Fairfax	259,100	258,200	100	
Fauquier	13,900	13,700	99	
Frederick	20,200	20,000	99	
Madison	3,800	3,700	97	
Shenandoah	11,100	11,000	99	
<b>WEST VIRGINIA</b>				
Hardy	3,800	3,700	97	
Jefferson	12,100	12,000	99	
Morgan	4,400	4,300	98	
<b>Station Totals</b>		<b>2,725,800</b>	<b>2,702,000</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,162,800</b>		
<b>Average Daily Circulation (1987)</b>		<b>614,300</b>		

# Maryland—Baltimore

**WBFF**

**Ch. 45**

**Network Service:** Fox.

**Licensee:** Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore, MD 21211.

**Studio:** 3500 Parkdale Ave., Baltimore, MD 21211.

**Telephone:** 301-462-4500. **Fax:** 301-462-5647. **TWX:** 710-234-1009.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 3925-kw max. visual, 785-kw max. aural. Antenna: 896-ft. above av. terrain, 706-ft. above ground, 1249-ft. above sea level.

Latitude 39° 17' 13"  
Longitude 76° 45' 16"

Holds CP for change to 1589-kw max. visual, 79.5-kw max. aural, 1056-ft. above av. terrain, 1039-ft. above ground, 1329-ft. above sea level; lat. 39° 20' 10", long. 76° 38' 59", transmitter to 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore. BPCT-860326KF.  
Requests modification of CP for change to 1292-kw max. visual, 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level. BMPCT-870422KH.

**Transmitter:** 1200 N. Rolling Rd.

**Satellite Earth Stations:** Harris, 3-meter; Microdyne, 5-meter; Microdyne, Automation Techniques receivers.

**News Service:** CNN.

**Ownership:** Julian S. Smith, Carolyn C. Smith voting trustees & Robert L. Simmons, trustee, 52.4%; jointly; Commercial Radio Institute Inc., 33%; others, none with more than 5%. See Group Ownership of Television Stations.

**Began Operation:** April 11, 1971.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

- ROBERT SIMMONS, president.
- DAVID D. SMITH, executive vice president.
- BRUCE LUMPKIN, general manager.
- KEN WALTER, sales manager.
- ROBERT SMITH, program manager.
- DWIGHT WEEMS, production manager.
- GEORGE LEWIS, special programs manager.
- SHARON WYLIE, public affairs manager.
- DENNIS WINTERS, chief engineer.
- MIKE SCHROEDER, promotion manager.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Baltimore. **ADI:** Baltimore. **Rank:** 21.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Kent	6,500	6,400	98
	Baltimore City	278,900	277,600	100
	<b>VIRGINIA</b>			
	Clarke	3,800	3,800	100
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Baltimore	256,500	255,300	100
	Calvert	14,000	13,800	99
	Carroll	37,700	37,500	99



WBFF BPCT-860326KF Granted 5/12/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Harford	53,700	53,400	99
	Howard	53,000	52,700	99
	Queen Annes	10,400	10,300	99
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
	<b>MARYLAND</b>			
	Caroline	9,000	8,900	99
	Cecil	22,700	22,600	100
	Charles	26,900	26,600	99
	Dorchester	11,400	11,300	99
	Frederick	44,800	44,500	99
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
	St Marys	22,100	21,900	99
	Talbot	11,000	10,900	99
	<b>PENNSYLVANIA</b>			
Adams	24,700	24,100	98	
Cumberland	71,200	69,900	98	
Franklin	44,200	42,800	97	
Lancaster	140,000	135,200	97	
York	125,600	123,300	98	
<b>VIRGINIA</b>				
Arlington	126,900	126,200	99	
Fairfax	259,100	258,200	100	
Frederick	20,200	20,000	99	
Loudoun	23,000	22,700	99	
Spotsylvania	19,800	19,600	99	
Warren	8,800	8,700	99	
<b>WEST VIRGINIA</b>				
Berkeley	19,300	19,100	99	
Jefferson	12,100	12,000	99	
<b>Station Totals</b>		<b>2,408,400</b>	<b>2,387,700</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>573,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>192,500</b>	

# Maryland—Baltimore

**WHSW**

(formerly WKJL-TV)

Ch. 24

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Maryland, 4820 Seton Dr., Baltimore, MD 21215.

**Studio:** 4820 Seton Dr., Baltimore.

**Telephone:** 301-358-2400.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1180-kw max. visual, 118-kw max. aural. Antenna: 1073-ft. above av. terrain, 900-ft. above ground, 1405-ft. above sea level.

Latitude 39° 17' 15"  
Longitude 76° 45' 38"

**Transmitter:** WNUV-TV transmitter site.

**Satellite Earth Stations:** Weatherscan, 3.9-meter C-band; M/A-Com, 3-meter C-band; DX Engineering, M/A-Com receivers.

**Ownership:** Silver King Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1985. Sale to present owner by Sam Moore, et al., approved by FCC Nov. 6, 1986 (Television Digest, Vol. 26:33, 45).

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- KEN BECKER, station manager.
- BARBARA BROWN, sales manager.
- JAY CLEAVER, sales manager.
- BRAD FOLTYN, program manager.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Baltimore. **ADI:** Baltimore. **Rank:** 21.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Baltimore	256,500	255,300	100



WHSW BIMPCT-840522KF Granted 12/4/84 © American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
Between 5-24%	Calvert	14,000	13,800	99	
	Caroline	9,000	8,900	99	
	Carroll	37,700	37,500	99	
	Cecil	22,700	22,600	100	
	Dorchester	11,400	11,300	99	
	Frederick	44,800	44,500	99	
	Harford	53,700	53,400	99	
	Howard	53,000	52,700	99	
	Prince Georges	238,100	237,300	100	
	Queen Annes	10,400	10,300	99	
	Talbot	11,000	10,900	99	
	Baltimore City	278,900	277,600	100	
	<b>PENNSYLVANIA</b>				
	Adams	24,700	24,100	98	
<b>Station Totals</b>		<b>1,206,000</b>	<b>1,199,600</b>	<b>99</b>	
<b>Net Weekly Circulation (1987)</b>				<b>202,500</b>	
<b>Average Daily Circulation (1987)</b>				<b>71,700</b>	

# Maryland—Baltimore

## WJZ-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Group W Television Inc., Television Hill, Baltimore, MD 21211.

**Studio:** Television Hill, Baltimore, MD 21211.

**Telephone:** 301-466-0013. **TWX:** 301-955-1178.

**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' 04.3"  
Longitude 76° 39' 02.8"

**Transmitter:** Television Hill.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** November 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):** Group W Television Sales.

### Personnel:

JONATHAN KLEIN, vice president & general manager.  
DANA FITZGERALD, general sales manager.  
JAMES EATON, program director.  
KAREN SOBEK, operations manager.  
PHIL ARRINGTON, creative services manager.  
JENNIFER POWELL, human resources manager.  
BOB ROSS, director of broadcast operations & engineering.  
LYNN ALFORD, controller/business manager.  
KRISTAN LEATHERMAN, public relations manager.  
PHYLLIS SHELTON, community affairs manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1925.

**City of License:** Baltimore. **ADI:** Baltimore. **Rank:** 21.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Baltimore	256,500	255,300	100
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Cecil	22,700	22,600	100
	Dorchester	11,400	11,300	99
	Harford	53,700	53,400	99
	Howard	53,000	52,700	99
	Kent	6,500	6,400	98
	Queen Annes	10,400	10,300	99
	Talbot	11,000	10,900	99
	Baltimore City	278,900	277,600	100
	<b>PENNSYLVANIA</b>			
Adams	24,700	24,100	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
	Sussex	40,200	39,700	99
<b>MARYLAND</b>				
Alligany	29,300	29,000	99	
Calvert	14,000	13,800	99	
Frederick	44,800	44,500	99	
Wicomico	25,600	25,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Worcester	13,800	13,600	99
	<b>PENNSYLVANIA</b>			
	Franklin	44,200	42,800	97
	York	125,600	123,300	98
	<b>WEST VIRGINIA</b>			
Berkeley	19,300	19,100	99	
Mineral	10,300	10,200	99	
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>			
	Charles	26,900	26,600	99
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
	St Marys	22,100	21,900	99
	Somerset	6,700	6,600	99
	Washington	41,400	41,100	99
	<b>PENNSYLVANIA</b>			
	Cumberland	71,200	69,900	98
	Fulton	5,300	5,000	95
	Lancaster	140,000	135,200	97
	<b>VIRGINIA</b>			
	Arlington	126,900	126,200	99
Clarke	3,800	3,800	100	
Fairfax	259,100	258,200	100	
Frederick	20,200	20,000	99	
Loudoun	23,000	22,700	99	
Prince William	59,500	59,100	99	
Rappahannock	2,500	2,500	100	
Spotsylvania	19,800	19,600	99	
Stafford	15,500	15,300	99	
Warren	8,800	8,700	99	
<b>WEST VIRGINIA</b>				
Hardy	3,800	3,700	97	
Jefferson	12,100	12,000	99	
<b>Station Totals</b>		<b>2,913,700</b>	<b>2,887,700</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,167,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>651,800</b>	

# Maryland—Baltimore

## WMAR-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Gillett Bcstg. of Maryland Inc., Box 1957, Baltimore, MD 21203.

**Studio:** Television Park, 6400 York Rd., Baltimore, MD 21212.

**Telephone:** 301-377-2222. **TWX:** 710-232-1804.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter.

**News Services:** AP, NBC, UPI.

**Ownership:** Gillett Communications Co. See Group Ownership of Television Stations.

**Began Operation:** October 27, 1947. Sale to present owner by Times Mirror approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Previous sale to Times Mirror by Abell Communications approved simultaneously.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pepper & Corazzini.

### Personnel:

ARNOLD J. KLEINER, president & general manager.

HOWARD ZEIDEN, vice president, sales.

CHARLOTTE MOORE ENGLISH, vice president, broadcast operations & programming.

JOSEPH M. BRUNO, vice president, engineering.

JOHN A. BUTTE, vice president, news.

**Highest 30 Sec. Rate:** \$5000.

**City of License:** Baltimore. **ADI:** Baltimore. **Rank:** 21.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Sussex	40,200	39,700	99
	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Baltimore	256,500	255,300	100
	Calvert	14,000	13,800	99
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Cecil	22,700	22,600	100
	Dorchester	11,400	11,300	99
	Frederick	44,800	44,500	99
	Harford	53,700	53,400	99
	Howard	53,000	52,700	99
	Kent	6,500	6,400	98
	Queen Annes	10,400	10,300	99
	Talbot	11,000	10,900	99
	Wicomico	25,600	25,400	99
	Worcester	13,800	13,600	99
	Baltimore City	278,900	277,600	100
	<b>WEST VIRGINIA</b>			
	Morgan	4,400	4,300	98
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
	<b>MARYLAND</b>			
	Charles	26,900	26,600	99
	Somerset	6,700	6,600	99
Washington	41,400	41,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Adams	24,700	24,100	98
	Franklin	44,200	42,800	97
	York	125,600	123,300	98
	<b>VIRGINIA</b>			
	Clarke	3,800	3,800	100
	King George	3,900	3,900	100
	Warren	8,800	8,700	99
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99
	<b>MARYLAND</b>			
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
	St Marys	22,100	21,900	99
	<b>PENNSYLVANIA</b>			
	Fulton	5,300	5,000	95
	Lancaster	140,000	135,200	97
	Perry	14,500	14,100	97
	<b>VIRGINIA</b>			
	Arlington	126,900	126,200	99
	Fairfax	259,100	258,200	100
	Fauquier	13,900	13,700	99
	Frederick	20,200	20,000	99
	Loudoun	23,000	22,700	99
	Page	7,500	7,500	100
Prince William	59,500	59,100	99	
Spotsylvania	19,800	19,600	99	
Stafford	15,500	15,300	99	
<b>WEST VIRGINIA</b>				
Hampshire	5,900	5,800	98	
Hardy	3,800	3,700	97	
Jefferson	12,100	12,000	99	
<b>Station Totals</b>		<b>2,850,500</b>	<b>2,825,400</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,190,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>658,200</b>	



# Maryland—Baltimore

## WNUV-TV

Ch. 54

**Network Service:** None, independent.

**Licensee:** New-Vision Inc., 6317 Park Heights Ave., Baltimore, MD 21215.

**Studio:** 3001 Druid Park Dr., Baltimore, MD 21215.

**Telephone:** 301-462-5400.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 4680-kw max. visual, 468-kw max. aural. Antenna: 1150-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:** Microdyne, 3.7-meter; Microdyne, 5-meter; Microdyne, 7-meter; Microdyne, M/A-Com receivers.

**Ownership:** Samuel S. Kravetz, pres., 27%; Isaac S. Blonder, v.p., 12.5%; Frances C. Gaguine, secy., 12.5%; Estate of Bernard Salditch, 12.5%; Ben H. Tongue, 12.5%; Dorothy H. Kravetz, 9.2%; Diane F. Kravetz, Richard Kravetz, Katherine Kravetz, 4.6% each.

**Began Operation:** July 1, 1982.

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

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros & Braun.

**Represented (engineering):** Moffet, Larson & Johnson.

### Personnel:

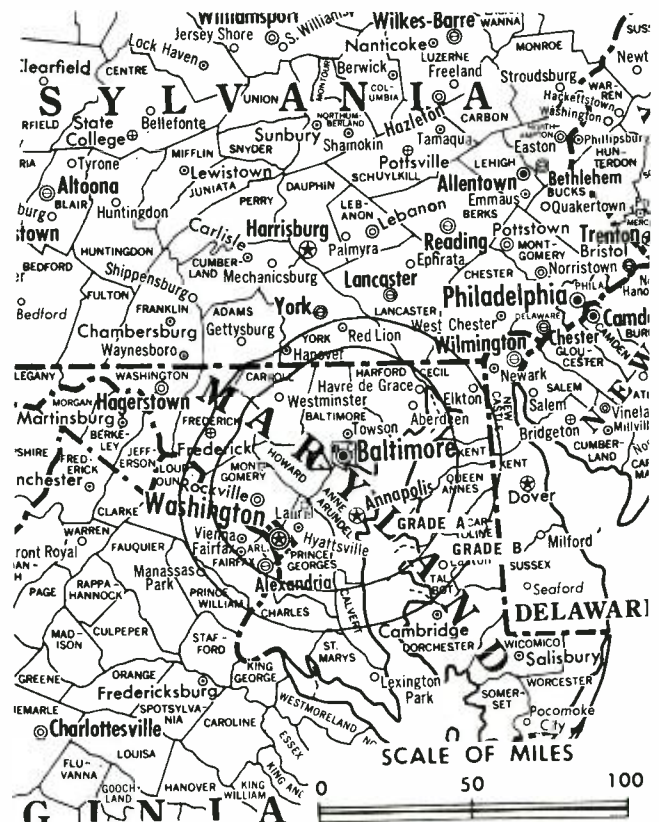
SAMUEL KRAVETZ, general manager.  
MANNY PAIGE, general sales manager.  
MARK SALDITCH, program director.  
PAUL GARNET, chief engineer.  
BRANDT MINNICK, local sales manager.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Baltimore. **ADI:** Baltimore. **Rank:** 21.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	140,100	139,400	100
	Baltimore	256,500	255,300	100
	Harford	53,700	53,400	99
	Baltimore City	278,900	277,600	100
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	251,400	248,800	99



WNUV-TV BMPCT-810116KH Granted 8/11/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Calvert	14,000	13,800	99
	Caroline	9,000	8,900	99
	Carroll	37,700	37,500	99
	Cecil	22,700	22,600	100
	Dorchester	11,400	11,300	99
	Howard	53,000	52,700	99
	Kent	6,500	6,400	98
	Montgomery	236,400	235,500	100
	Prince Georges	238,100	237,300	100
Queen Annes	10,400	10,300	99	
Talbot	11,000	10,900	99	
<b>VIRGINIA</b>	Fairfax	259,100	258,200	100
	King George	3,900	3,900	100
	<b>Station Totals</b>	<b>1,893,800</b>	<b>1,883,800</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>387,800</b>
<b>Average Daily Circulation (1987)</b>				<b>126,600</b>

# Maryland—Hagerstown

## WHAG-TV

Ch. 25

**Network Service:** NBC.

**Licensee:** Williams Communications Inc., 717 E. David Rd., Dayton, OH 45429.

**Studio:** 13 E. Washington St., Hagerstown, MD 21740.

**Telephone:** 301-797-4400.

**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 Mountain.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris receivers.

**News Services:** NBC, UPI.

**Ownership:** Great Trails Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 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):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

HUGH BRESLIN III, general manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate (May 14, 1987):** \$700.

**NETWORK BASE HOURLY RATE:** \$145.

**City of License:** Hagerstown. **ADI:** Hagerstown. **Rank:** 194.

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

Met Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Allegany	29,300	29,000	99
	Washington	41,400	41,100	99
	<b>PENNSYLVANIA</b>			
	Franklin	44,200	42,800	97
	<b>WEST VIRGINIA</b>			
	Berkeley	19,300	19,100	99
	Mineral	10,300	10,200	99
	Morgan	4,400	4,300	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Fulton	5,300	5,000	95



WHAG-TV BPUT-4626 Granted 8/29/73 © American Map Corp.. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Warren	8,800	8,700	99
	<b>WEST VIRGINIA</b>			
	Hampshire	5,900	5,800	98
	Jefferson	12,100	12,000	99
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Frederick	44,800	44,500	99
	Garrett	10,000	9,800	98
	<b>PENNSYLVANIA</b>			
	Bedford	17,600	17,100	97
	Huntingdon	15,300	14,900	97
	Mifflin	17,800	17,200	97
	<b>VIRGINIA</b>			
	Clarke	3,800	3,800	100
	Frederick	20,200	20,000	99
	Page	7,500	7,500	100
	Shenandoah	11,100	11,000	99
	<b>WEST VIRGINIA</b>			
	Hardy	3,800	3,700	97
<b>Station Totals</b>		<b>332,900</b>	<b>327,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>133,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>68,900</b>	

# Maryland—Hagerstown

**WJAL**

**Ch. 68**

**Network Service:** None, independent.

**Grantee:** Good Companion Bcstg. Co., 11 N. Carlisle St., Greencastle, PA 17225.

**Studio:** 16948 Buchanan Trail Rest, Mercersburg, PA 17236.

**Mailing Address:** Box 219, Greencastle, PA 17225.

**Telephone:** 717-597-4076.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 4000-kw max. visual, 400-kw max. aural. Antenna: 1335-ft. above av. terrain, 275-ft. above ground, 2275-ft. above sea level.

Latitude	39°	53'	31"
Longitude	77°	58'	02"

**Transmitter:** State Rd. 16, 3-mi. SSE of McConnellsburg, PA.

**Satellite Earth Station:** Paracclipse, 3-meter Ku & C-band.

**News Service:** INN.

**Ownership:** Mary L. Thomas, pres., 25.0%; James M. Resh Sr., v.p., 25.0%; Samuel Guerrero, secy., 25.0%; Benjamin F. Thomas, treas., 25%. B. F. Thomas owns Greencastle Bcstg. Co., licensee of WKSL(FM), Greencastle, PA.

**Began Operation:** May 5, 1987.

**Represented (legal):** John Midlen.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

MARY LOU THOMAS, general manager.  
BILL KILCHENSTEIN, promotion director & general sales manager.  
JEROME FOREMAN, chief engineer.  
JACK HOUGE, news director.  
JEFF FOREMAN, program director.



**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$250.

**Arbitron Data:** Not available.

**City of License:** Hagerstown. **ADI:** Hagerstown. **Rank:** 194.

# Maryland—Salisbury

**WBOC-TV**

Ch. 16

**Network Service:** CBS, NBC.

**Licensee:** WBOC-TV Inc., 1729 N. Salisbury Blvd., Salisbury, MD 21801.

**Studio:** Radio-TV Park, Salisbury, MD 21801.

**Telephone:** 301-749-1111. **TWX:** 301-344-4947.

**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.

**Satellite Earth Station:** ADM, 6.8-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Draper Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

**Represented (sales):** Katz Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

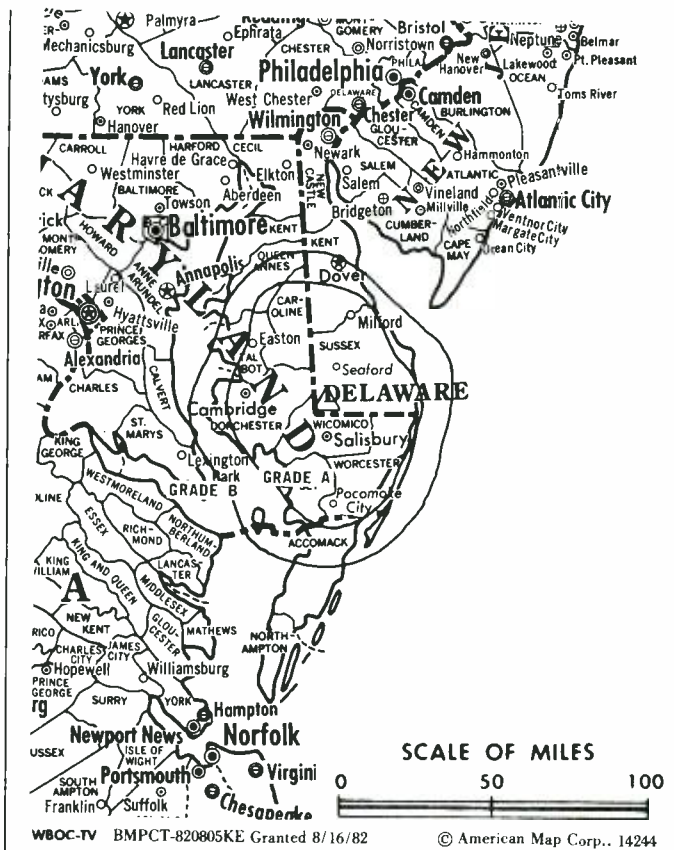
WILLIAM K. KENTON, vice president & general manager.  
ROBERT GETZ, general sales manager.  
CAROL HESS, program director.  
SALLY CANNON, news director.  
VINCENT E. DONOVAN, chief engineer.

**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Salisbury. **ADI:** Salisbury. **Rank:** 164.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
	Sussex	40,200	39,700	99
	<b>MARYLAND</b>			
	Dorchester	11,400	11,300	99
	Somerset	6,700	6,600	99
	Wicomico	25,600	25,400	99
	Worcester	13,800	13,600	99
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Caroline	9,000	8,900	99
	<b>VIRGINIA</b>			
	Accomack	11,500	11,300	98
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Calvert	14,000	13,800	99
	Talbot	11,000	10,900	99
<b>Station Totals</b>		<b>179,700</b>	<b>177,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>119,800</b>
<b>Average Daily Circulation (1987)</b>				<b>78,800</b>

# Maryland—Salisbury

**WMDT**

**Ch. 47**

**Network Service:** ABC, NBC.

**Licensee:** Delmarva Broadcast Service General Partnership, Box 4009, Salisbury, MD 21801.

**Studio:** 202 Downtown Plaza, Salisbury, MD 21801.

**Telephone:** 301-742-4747.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.9-meter Ku-band; Avantek, Microdyne receivers.

**News Services:** ABC, AP.

**Ownership:** Joseph L. Brechner, gen. partner, 53.75%; Marion B. Brechner, gen. partner, 46.25%. See Group Ownership of Television Stations.

**Began Operation:** April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- FRANK PILGRIM, general manager.
- CLAY SPURRIER, director of engineering.
- JOHN LIVOTI, national/regional sales manager.
- RICH DIPILLA, local sales manager.
- ROGER WELLMAN, news director.
- KAREN CANNON, traffic manager.
- JOHN CANNON, promotion director.
- JOHN ELLIS, comptroller.

**Highest One Hour Rate:** \$1500.

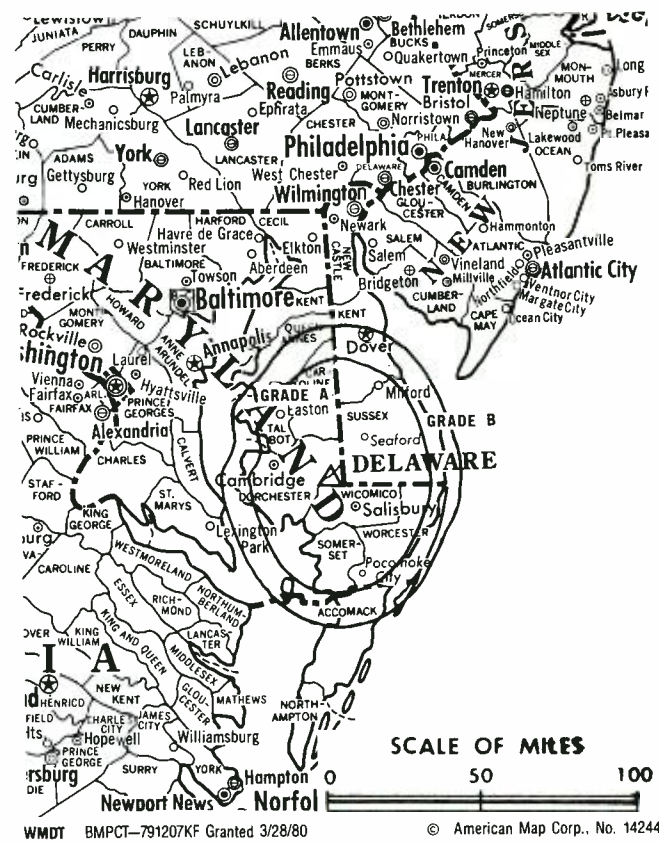
**Highest 30 Sec. Rate (June 1, 1987):** \$475.

**NETWORK BASE HOURLY RATE:** \$275.

**City of License:** Salisbury. **ADI:** Salisbury. **Rank:** 164.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE Sussex	40,200	39,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Somerset	6,700	6,600	99
	Wicomico	25,600	25,400	99
	Worcester	13,800	13,600	99
Between 25-49%	<b>DELAWARE</b>			
	Kent	36,500	36,200	99
Between 5-24%	<b>MARYLAND</b>			
	Dorchester	11,400	11,300	99
	<b>VIRGINIA</b>			
	Accomack	11,500	11,300	98
Between 5-24%	<b>MARYLAND</b>			
	Caroline	9,000	8,900	99
	Kent	6,500	6,400	98
	Talbot	11,000	10,900	99
	<b>VIRGINIA</b>			
	Northampton	5,400	5,300	98
<b>Station Totals</b>		<b>177,600</b>	<b>175,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>99,100</b>
<b>Average Daily Circulation (1987)</b>				<b>48,400</b>



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,037,700	6
Providence, RI-New Bedford, MA	569,600	42
Albany-Schenectady-Troy, NY	482,700	51
Springfield, MA	211,000	106

Market Area Commercial TV Stations

WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WSHH (66), WLVI-TV (56), WMUR-TV (9), WNDS (50), WNEV-TV(7), WNHT (21), WQTV (68), WRYT (46), WSBK-TV (38), WCVX (58), WJAR(10), WLNE (6), WNAC-TV (64), WPRI-TV (12), WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23), WGGB-TV (40), WWLP (22) x H4† MASSACHUSETTS x 1L†

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
WHSB, Boston	See Marlborough, MA
WHLL-TV, Boston	See Worcester, MA
WLVI-TV, Cambridge	See Boston, MA
WCVX, New Bedford	See Vineyard Haven, MA
WLNE, New Bedford	See Providence, RI

Massachusetts Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	3	11	14
Educational Television Stations	1	2	3
	4	13	17

# Massachusetts—Adams

## WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc.

**Studio:** See WTEN, Albany, NY

**Telephone:** 518-436-4822, Albany. **TWX:** 710-441-8203.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 263-kw max. visual, 52.6-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, MA.

**News Services:** AP, UPI, National Weather Service.

**Ownership:** Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 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 approved by FCC Feb. 1971.

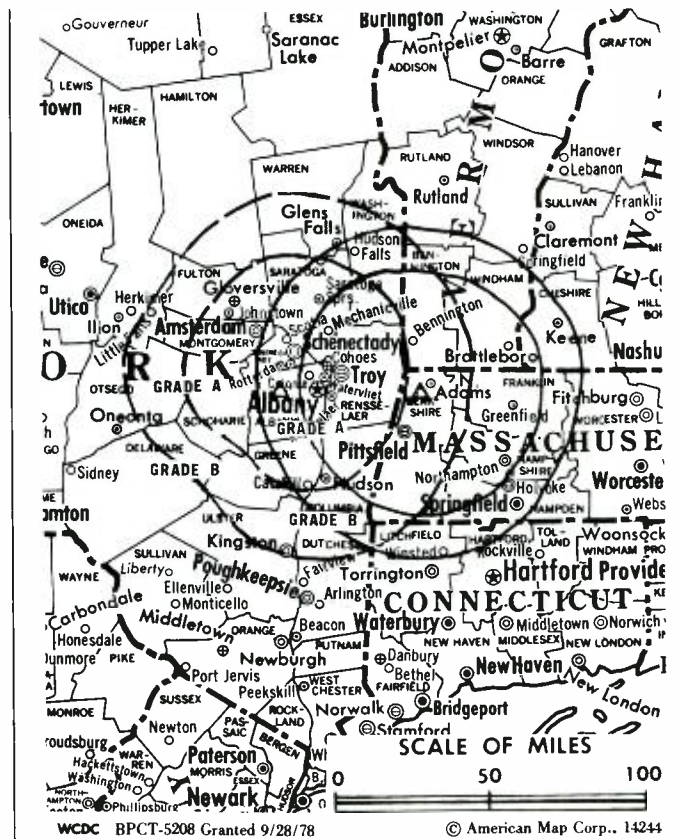
**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Smith & Powstenko.

**Personnel:** See WTEN, Albany, NY.

**Rates:** Sold in combination with WTEN, Albany, NY.



**NETWORK BASE HOURLY RATE:** Bonus to WTEN Albany, NY.

**Arbitron Data:** Included with parent WTEN, Albany, NY

**City of License:** Adams. **ADI:** Albany-Schenectady-Troy. **Rank:** 51.

# Massachusetts—Boston

**WBZ-TV**

Ch. 4

**Network Service:** NBC.

**Licensee:** Group W Television Inc. (Massachusetts), 1170 Soldiers Field Rd., Boston, MA 02134.

**Studio:** 1170 Soldiers Field Rd., Boston, MA 02134.

**Telephone:** 617-787-7000. **TWX:** 710-330-0283.

**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, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Comsat Ku-band; Harris, Scientific-Atlanta receivers.

**AM Affiliate:** WBZ, 50-kw, 1030 kHz.

**News Services:** AP, Group W Newsfeed, NBC, UPI.

**Ownership:** See Group W under Group Ownership of TV Stations.

**Began Operation:** June 9, 1948.

**Represented (sales):** Group W Television Sales.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane.

**Personnel:**

- JOHN J. SPINOLA, vice president & general manager.
- TONY VINCIQUERRA, general sales manager.
- PAM MASTERS, national sales manager.
- SCOTT BRADY, local sales manager.
- BARRY SCHULMAN, program manager.
- BOB GLOVER, production manager.
- FRANCINE ACHBAR, executive producer.
- SHELLEY HOBSON, marketing manager.
- NANCE GUILMARTIN, public relations director.
- STAN HOPKINS, news director.
- BOB HOUGHTON, controller.
- GEORGE ST. ANDRE, engineering manager.
- JOSEPH BLAKE, assistant engineering manager.

**Rates:** Not available.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Barnstable	73,400	72,100	98
	Bristol	180,400	178,300	99
	Dukes	4,800	4,600	96
	Essex	245,300	242,500	99
	Middlesex	498,400	492,600	99
	Nantucket	2,600	2,500	96
	Norfolk	221,600	219,500	99
	Plymouth	151,100	149,200	99
	Suffolk	257,100	251,100	98
	Worcester	242,300	239,000	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,900	17,700	99
	Cheshire	23,600	22,900	97
	Hillsborough	110,300	108,900	99



WBZ-TV BPCT-2072 Granted 2/8/86 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Merrimack	38,400	37,600	98
	Rockingham	80,100	79,100	99
	Stafford	32,800	32,200	98
	Sullivan	14,700	14,200	97
	<b>VERMONT</b>			
Windham	15,600	14,900	95	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	89,500	87,600	98
	<b>MASSACHUSETTS</b>			
	Berkshire	54,600	53,600	98
	Franklin	27,000	26,200	97
	<b>MAINE</b>			
	York	58,200	57,400	99
	<b>NEW HAMPSHIRE</b>			
	Grafton	25,300	24,500	97
	<b>RHODE ISLAND</b>			
	Bristol	15,500	15,400	99
	Kent	57,800	57,300	99
Providence	214,500	211,800	99	
<b>VERMONT</b>				
Caledonia	10,200	10,000	98	
Windsor	21,100	20,500	97	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	40,100	39,300	98
	<b>MASSACHUSETTS</b>			
	Hampden	164,500	162,000	98
	Hampshire	49,000	47,900	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	13,400	13,200	98
	<b>RHODE ISLAND</b>			
Newport	29,800	29,400	99	
Washington	35,200	34,600	98	
<b>Station Totals</b>		<b>3,150,900</b>	<b>3,103,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>2,141,900</b>
<b>Average Daily Circulation (1987)</b>				<b>1,289,100</b>



# Massachusetts—Boston

**WCVB-TV**

**Ch. 5**

**Network Service:** ABC.

**Licensee:** The Hearst Corp., 5 TV Place, Needham Branch, Boston, MA 02192.

**Studio:** 5 TV Place, Needham Branch, Boston, MA 02192.

**Telephone:** 617-449-0400.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-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, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** ABC, AP, CNN, UPI.

**Ownership:** The Hearst Corp. See Group Ownership of Television Stations.

**Began Operation:** March 19, 1972. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Boston Broadcasters approved April 1, 1982 (**Television Digest**, Vol. 21:30, 31; 22:1, 14).

**Represented (sales):** Katz Television.

**Represented (legal):** Dempsey & Koplovitz.

**Personnel:**

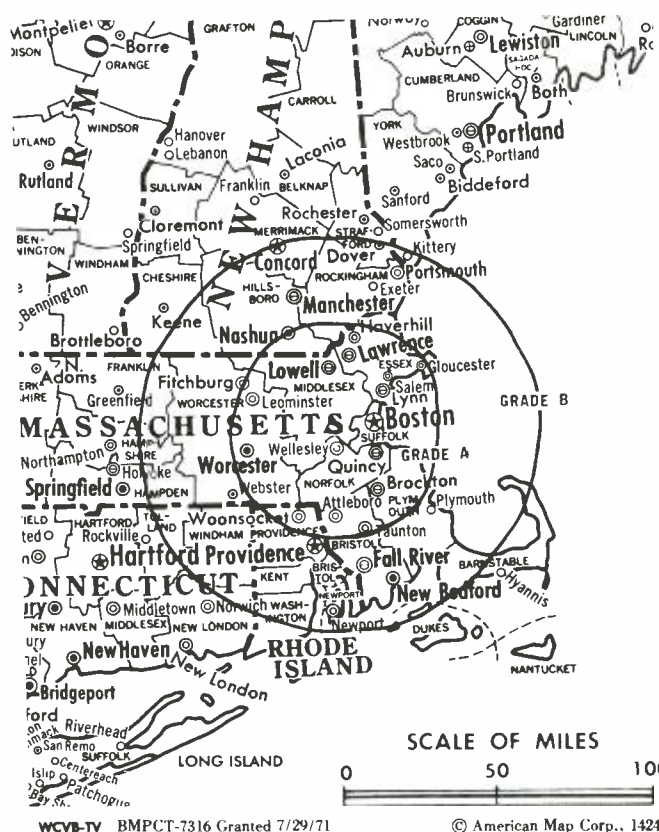
- S. JAMES COPPERSMITH, vice president & general manager.
- DEBORAH J. SINAY, vice president & sales director.
- PAUL LA CAMERA, vice president, programming & public affairs.
- PHILIP S. BALBONI, vice president & director of news.
- THOMAS J. BRINGOLA, vice president & business manager.
- ROSS KAUFFMAN, vice president & director of engineering.
- JUDITH ROSENFELD, vice president & design director.
- EDWARD AARONSON, creative services director.
- BRUCE SUTTON, director of commercial operations.
- WILLIAM FINE, local sales manager.
- BURT PERETSKY, public relations manager.
- ANDREW HOFFMAN, national sales manager.

**Rates:** On request.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Barnstable	73,400	72,100	98
	Bristol	180,400	178,300	99
	Dukes	4,800	4,600	96
	Essex	245,300	242,500	99
	Franklin	27,000	26,200	97
	Middlesex	498,400	492,600	99
	Nantucket	2,600	2,500	96
	Norfolk	221,600	219,500	99
	Plymouth	151,100	149,200	99
	Suffolk	257,100	251,100	98
	Worcester	242,300	239,000	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,900	17,700	99
	Cheshire	23,600	22,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hillsborough	110,300	108,900	99
	Merrimack	38,400	37,600	98
	Rockingham	80,100	79,100	99
	Strafford	32,800	32,200	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	89,500	87,600	98
	<b>MASSACHUSETTS</b>			
	Berkshire	54,600	53,600	98
	<b>MAINE</b>			
	York	58,200	57,400	99
	<b>NEW HAMPSHIRE</b>			
	Grafton	25,300	24,500	97
	Sullivan	14,700	14,200	97
	<b>RHODE ISLAND</b>			
Bristol	15,500	15,400	99	
Kent	57,800	57,300	99	
Providence	214,500	211,800	99	
<b>VERMONT</b>				
Windham	15,600	14,900	95	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	40,100	39,300	98
	<b>MASSACHUSETTS</b>			
	Hampden	164,500	162,000	98
	Hampshire	49,000	47,900	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	13,400	13,200	98
	<b>RHODE ISLAND</b>			
	Newport	29,800	29,400	99
	Washington	35,200	34,600	98
<b>VERMONT</b>				
Windsor	21,100	20,500	97	
<b>Station Totals</b>		<b>3,140,700</b>	<b>3,093,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>2,033,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,121,000</b>	

# Massachusetts—Boston

## WFXT

(formerly WXNE)

Ch. 25

**Network Service:** Fox.

**Licensee:** Fox Television Stations, 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Studio:** 100 2nd Ave., Needham, MA 02192.

**Telephone:** 617-449-4200.

**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.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Fox Television Stations. See Group Ownership of Television Stations.

**Began Operation:** October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc. to present owners Nov. 18, 1986 (**Television Digest**, Vol. 26:33).

**Represented (sales):** Petry Television Inc.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

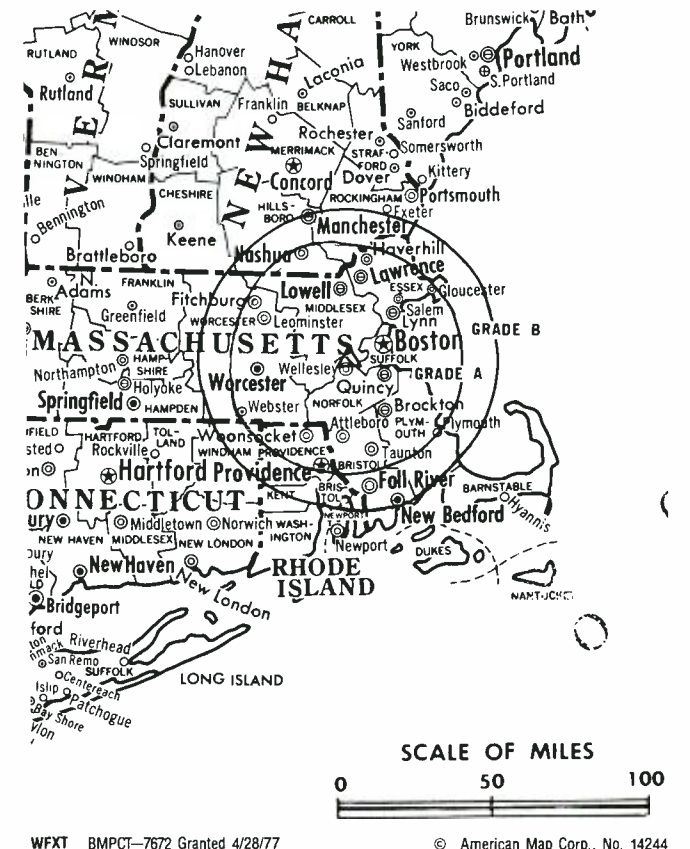
JOE R. ROBINOWITZ, vice president & general manager.  
DAVID LEAHY, general sales manager.  
ARTHUR CARR, national sales manager.  
PETER HENNESSEY, local sales manager.

**Highest 30 Sec. Rate:** \$3000.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Bristol	180,400	178,300	99
	Essex	245,300	242,500	99
	Middlesex	498,400	492,600	99
	Norfolk	221,600	219,500	99
	Plymouth	151,100	149,200	99
	Suffolk	257,100	251,100	98
	Worcester	242,300	239,000	99
	<b>RHODE ISLAND</b>			
	Bristol	15,500	15,400	99
Newport	29,800	29,400	99	



WFXT BMPCT-7672 Granted 4/28/77 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Providence	214,500	211,800	99
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Barnstable	73,400	72,100	98
	Dukes	4,800	4,600	96
	Franklin	27,000	26,200	97
	Hampden	164,500	162,000	98
	Nantucket	2,600	2,500	96
	<b>MAINE</b>			
	York	58,200	57,400	99
<b>NEW HAMPSHIRE</b>				
Cheshire	23,600	22,900	97	
Hillsborough	110,300	108,900	99	
Rockingham	80,100	79,100	99	
Strafford	32,800	32,200	98	
<b>RHODE ISLAND</b>				
Kent	57,800	57,300	99	
Washington	35,200	34,600	98	
<b>Station Totals</b>		<b>2,761,100</b>	<b>2,722,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>761,000</b>
<b>Average Daily Circulation (1987)</b>				<b>239,200</b>

# Massachusetts—Cambridge-Boston

## WLVI-TV

Ch. 56

**Network Service:** None, independent.

**Licensee:** Gannett Massachusetts Bcstg. Inc., 75 Morrissey Blvd., Boston, MA 02125.

**Studio:** 75 Morrissey Blvd., Boston, MA 02125.

**Telephone:** 617-265-5656.

**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, MA.

**Satellite Earth Stations:** 2 Microdyne, 5-meter Ku- & C-band; Microdyne, 4.5-meter Ku-band; Microdyne, 4-meter Ku- & C-band; M/A-Com receivers.

**News Services:** CNN, INN.

**Ownership:** Gannett Co. Inc., 100%. See Group & Newspaper Ownership of TV Stations.

**Began Operation:** August 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):** Blair Television.

### Personnel:

GERALD R. WALSH, president & general manager.  
THOM NEESON, vice president & general sales manager.  
ANDREW M. SEYFFERT, vice president & controller.  
VICKY GREGORIAN, program manager.  
ROBERT GLUCK, national sales manager.  
TOM McGARRITY, local sales manager.  
GUNNAR RIEGER, engineering manager.  
JAMES BYRNE, creative services director.  
NATALIE McIVER, public affairs manager.  
SUSAN BYRNE, research director.  
JACK FITZGERALD, news director.  
GAIL SATZ, production manager.

**Highest 30 Sec. Rate:** \$10000.

**City of License:** Cambridge. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Nantucket	2,600	2,500	96
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	89,500	87,600	98
	<b>MASSACHUSETTS</b>			
	Barnstable	73,400	72,100	98
	Bristol	180,400	178,300	99
	Dukes	4,800	4,600	96
	Essex	245,300	242,500	99
	Middlesex	498,400	492,600	99
	Norfolk	221,600	219,500	99
	Plymouth	151,100	149,200	99
	Suffolk	257,100	251,100	98
	Worcester	242,300	239,000	99
	<b>MAINE</b>			
	Kennebec	42,600	41,700	98
	Sagadahoc	11,600	11,300	97
	York	58,200	57,400	99
	<b>NEW HAMPSHIRE</b>			
Belknap	17,900	17,700	99	
Cheshire	23,600	22,900	97	



WLVI-TV BPCT-4314 Granted 10/7/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Coos	13,000	12,800	98
	Hillsborough	110,300	108,900	99
	Merrimack	38,400	37,600	98
	Rockingham	80,100	79,100	99
	Strafford	32,800	32,200	98
	<b>RHODE ISLAND</b>			
Bristol	15,500	15,400	99	
Kent	57,800	57,300	99	
Newport	29,800	29,400	99	
Providence	214,500	211,800	99	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	40,100	39,300	98
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,000	26,200	97
	Hampshire	49,000	47,900	98
	<b>MAINE</b>			
	Androscoggin	37,100	36,500	98
	Cumberland	86,400	85,100	98
	Franklin	10,900	10,500	96
	Hancock	17,400	17,100	98
	Oxford	18,900	18,600	98
	Penobscot	48,200	47,300	98
Somerset	16,400	16,000	98	
Waldo	11,000	10,700	97	
<b>NEW HAMPSHIRE</b>				
Carroll	13,400	13,200	98	
Grafton	25,300	24,500	97	
Sullivan	14,700	14,200	97	
<b>RHODE ISLAND</b>				
Washington	35,200	34,600	98	
<b>VERMONT</b>				
Windham	15,600	14,900	95	
Windsor	21,100	20,500	97	
<b>Station Totals</b>		<b>3,235,100</b>	<b>3,185,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,143,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>403,100</b>	

**Massachusetts—Boston**

**WNEV-TV**

**WNEV 7 BOSTON**



**TELEREP, INC.**

**Network Service:** CBS.

**Licensee:** New England Television Corp., Govt. Center, Boston, MA 02114.

**Studio:** 7 Bulfinch Place., Govt. Center, Boston, MA 02114.

**Telephone:** 617-725-0777. **TWX:** 710-321-0361.

**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 Rd., Newton, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Avantek, Scientific-Atlanta receivers.

**News Services:** AP, UPI, CBS.

**Ownership:** David G. Mugar, chmn., 56.01%; Robert Kraft, 11.59%; Philip C. Haughey, v.p., 1.01%; others none with more than 1%.

**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):** TeleRep Inc.

**Represented (legal):** Fitch, Miller & Tourse.

**Personnel:**

- SEYMOUR YANOFF, president & general manager.
- BILL RANSOM, vice president, sales.
- BRUCE MARSON, vice president, programming.
- RICHARD WEISBERG, vice president, marketing & creative services.
- JEFF ROSSER, vice president, news.
- KARL RENWANZ, vice president, engineering & operations.
- VICTOR LAI, vice president, finance & administration.
- TERRI PARK, vice president, public relations.
- JACKIE COMEAU, vice president, research.
- LEONARD GOLDMAN, local sales manager.
- MICHAEL WACH, national sales manager.

**Highest 30 Sec. Rate:** \$12,000.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>				
		Barnstable	73,400	72,100	98
		Bristol	180,400	178,300	99
		Essex	245,300	242,500	99
		Middlesex	498,400	492,600	99
		Nantucket	2,600	2,500	96
		Norfolk	221,600	219,500	99
		Plymouth	151,100	149,200	99
		Suffolk	257,100	251,100	98
		Worcester	242,300	239,000	99
		<b>NEW HAMPSHIRE</b>			
		Cheshire	23,600	22,900	97
		Hillsborough	110,300	108,900	99
		Merrimack	38,400	37,600	98



WNEV-TV BPCT-3057 Granted 3/27/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Rockingham	80,100	79,100	99
	Strafford	32,800	32,200	98
	Sullivan	14,700	14,200	97
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Dukes	4,800	4,600	96
	Franklin	27,000	26,200	97
	<b>MAINE</b>			
	York	58,200	57,400	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,900	17,700	99
	<b>RHODE ISLAND</b>			
	Kent	57,800	57,300	99
	Providence	214,500	211,800	99
<b>VERMONT</b>				
Windham	15,600	14,900	95	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	New London	89,500	87,600	98
	Tolland	40,100	39,300	98
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Hampshire	49,000	47,900	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	13,400	13,200	98
	Grafton	25,300	24,500	97
	<b>RHODE ISLAND</b>			
Bristol	15,500	15,400	99	
Newport	29,800	29,400	99	
Washington	35,200	34,600	98	
<b>VERMONT</b>				
Windsor	21,100	20,500	97	
<b>Station Totals</b>		<b>2,921,600</b>	<b>2,878,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,916,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>938,400</b>	

# Massachusetts—Boston

**WQTV**

Ch. 68

**Network Service:** None, independent.

**Licensee:** Monitor Television Inc., One Norway St., Boston, MA 02115.

**Studio:** 1660 Soldiers Field Rd., Boston, MA 02135.

**Telephone:** 617-787-6868.

**Technical Facilities:** Channel No. 68 (794-800 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, Boston.

**Satellite Earth Stations:** Calstar, 5-meter C-band; Vertex, 3.5-meter Ku-band; Harris, M/A-Com receivers.

**Ownership:** Christian Science Monitor Syndicate.

**Began Operation:** January 3, 1979. Sale to present owner by Arlington Broadcast Group approved by FCC Oct. 6, 1986 (*Television Digest*, Vol. 26:23). Sale to Arlington approved by FCC March 22, 1982.

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

**Personnel:**

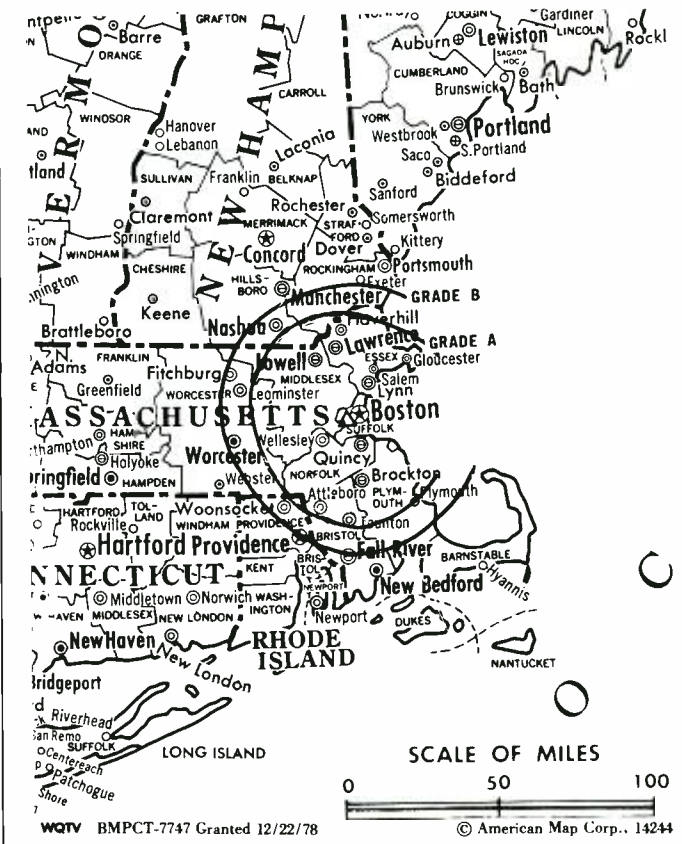
BILL SPITZER, station manager.  
MIKE ROESSLER, sales manager.  
RON STRAUSS, national sales manager.

**Rates:** Not available.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MASSACHUSETTS</b>			
	Essex	245,300	242,500	99
	Franklin	27,000	26,200	97
	Middlesex	498,400	492,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Norfolk	221,600	219,500	99
	Plymouth	151,100	149,200	99
	Suffolk	257,100	251,100	98
	Worcester	242,300	239,000	99
<b>Station Totals</b>		<b>1,642,800</b>	<b>1,620,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>167,300</b>
<b>Average Daily Circulation (1987)</b>				<b>39,800</b>

# Massachusetts—Boston

**WSBK-TV**

**Ch. 38**

**Network Service:** None, independent.

**Licensee:** SCI Television Inc., 83 Leo Birmingham Pkwy., Boston, MA 02135.

**Studio:** 83 Leo Birmingham Pkwy., Brighton, MA 02135.

**Telephone:** 617-783-3838.

**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.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** SCI Television Inc. See Group Ownership of Television Stations.

**Began Operation:** October 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):** Storer Television Sales Inc.

**Represented (legal):** Herrick & Smith.

**Personnel:**

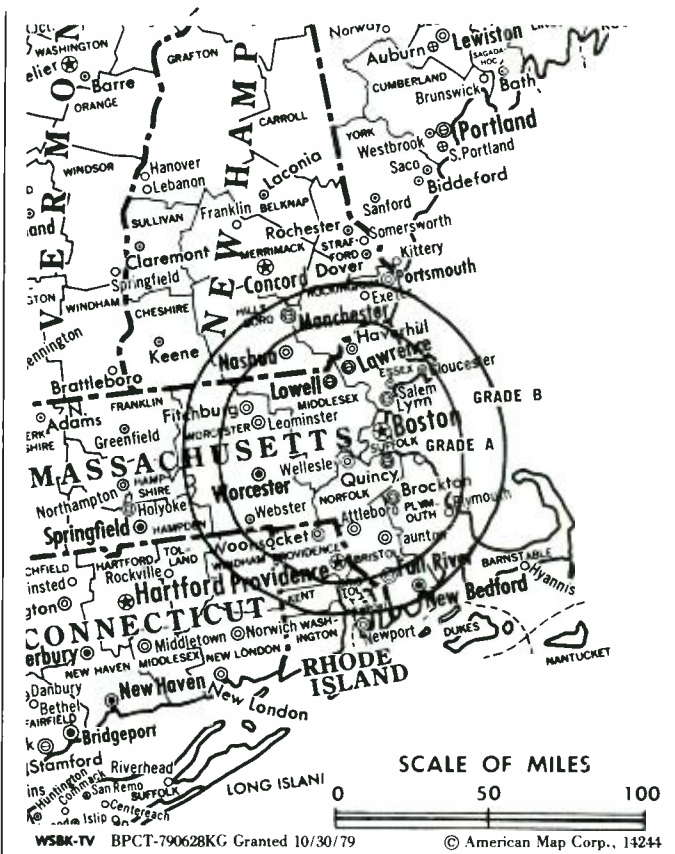
DANIEL J. BERKERY, vice president & general manager.  
VIRGINIA C. JONES, controller.  
STUART TAUBER, assistant general manager.  
FRANK COMERFORD, national sales manager.  
TOM WARNER, local sales manager.  
JOHN ANDERSON, director, sales development.  
JOHN S. VIALL, director of operations.  
FRAN VACCARI, director of technical services.  
LESLIE SAVAGE, acting program director.

**Highest 30 Sec. Rate:** \$5000.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Nantucket	2,600	2,500	96
	Norfolk	221,600	219,500	99
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Middlesex	51,000	50,100	98
	New London	89,500	87,600	98
	Windham	34,800	34,100	98
	<b>MASSACHUSETTS</b>			
	Barnstable	73,400	72,100	98
	Berkshire	54,600	53,600	98
	Bristol	180,400	178,300	99
	Dukes	4,800	4,600	96
	Essex	245,300	242,500	99
Franklin	27,000	26,200	97	
Hampden	164,500	162,000	98	
Hampshire	49,000	47,900	98	
Middlesex	498,400	492,600	99	
Plymouth	151,100	149,200	99	
Suffolk	257,100	251,100	98	
Worcester	242,300	239,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MAINE</b>			
	Androscoggin	37,100	36,500	98
	Cumberland	86,400	85,100	98
	Kennebec	42,600	41,700	98
	York	58,200	57,400	99
<b>NEW HAMPSHIRE</b>	Belknap	17,900	17,700	99
	Cheshire	23,600	22,900	97
	Coos	13,000	12,800	98
	Grafton	25,300	24,500	97
	Hillsborough	110,300	108,900	99
	Merrimack	38,400	37,600	98
	Rockingham	80,100	79,100	99
	Strafford	32,800	32,200	98
<b>NEW YORK</b>	Fulton	21,800	21,400	98
	Onondaga	172,700	170,500	99
	Warren	20,800	20,300	98
	<b>RHODE ISLAND</b>			
Bristol	15,500	15,400	99	
Kent	57,800	57,300	99	
Newport	29,800	29,400	99	
Providence	214,500	211,800	99	
Washington	35,200	34,600	98	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98
	New Haven	285,400	281,500	99
Tolland	40,100	39,300	98	
<b>(Continued on page A-526)</b>				
<b>Station Totals</b>		<b>5,849,800</b>	<b>5,763,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,815,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>619,100</b>	

# Massachusetts—Marlborough

## WHSH

(formerly WVJV-TV)

Ch. 66

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Massachusetts Inc., 111 Speen St., Framingham, MA 01701.

**Studio:** 111 Speen St., Framingham, MA 01701.

**Telephone:** 617-350-6666.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 3630-kw visual, 363-kw aural. Antenna: 1070-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

Latitude 42° 23' 01"  
Longitude 71° 29' 35"

**Transmitter:** Parmenter Rd., Hudson, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; RCA, 3.5-meter Ku-band.

**News Service:** AP.

**Ownership:** Silver King Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 12, 1985. Sale to present owner by Arnold Ginsburg & John Garabedian approved by FCC Sept. 23, 1986 (*Television Digest*, Vol. 26:32, 45).

**Represented (legal):** Dow, Lohnes & Albertson.

### Personnel:

MERRIL BUCHHALTER, general manager.  
HOWARD MARGOLIS, sales manager.  
MARY JO McCLELLAND, program director.



JOSEPH J. CENTORINO, chief engineer.

**Highest 30 Sec. Rate:** \$200.

**Arbitron Data:** Not available.

**City of License:** Marlborough. **ADI:** Boston. **Rank:** 6.

# Massachusetts—Norwell

**WRYT**

**Ch. 46**

**Network Service:** None, independent.

**Licensee:** Massachusetts Channel 46 Corp., 2080 Washington St., Hanover, MA 02339.

**Studio:** 2080 Washington St., Hanover, MA 02339.

**Telephone:** 617-878-6804.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 66-kw max. visual, 0.66-kw max. aural. Antenna: 272-ft. above av. terrain, 128-ft. above ground, 328-ft. above sea level.

Latitude	42°	09'	45"
Longitude	70°	48'	52"

**Transmitter:** Paradise Hill, approx. 1-mi. W of Norwell.

**Ownership:** The Alan & Lina Lee Lidow Revocable Trust, 51.0%; Robert E. Howe, v.p., 25%. Howe has interest in Macoupin County Cablevision, cable TV operator in Carlinville, IL.

**Began Operation:** December 6, 1986.

**Personnel:**

ROLFE AUERBACH, general manager.  
BETSY LYNCH, station manager.  
LAURIE GOUETT, sales manager.

**Arbitron Data:** Not available

**City of License:** Norwell. **ADI:** Boston. **Rank:** 6.



WRYT BMPCT-861031KF Granted 11/25/86

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# Massachusetts—Springfield-Holyoke

## WGGB-TV

Ch. 40

**Network Service:** ABC.

**Licensee:** Guy Gannett Publishing Co., Box 40, Springfield, MA 01102-0040

**Studio:** 1300 Liberty St., Springfield, MA 01104.

**Telephone:** 413-733-4040.

**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.

**Satellite Earth Stations:** Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-meter C-band; Avantek, M/A-Com, Microdyne receivers.

**News Services:** AP, ABC.

**Ownership:** Guy Gannett Publishing Co. See Group Ownership of Television Stations.

**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). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

GILBERT M. LEFKOVICH, vice president & general manager.  
JOSEPH MARCOE, general sales manager.  
RICHARD WYLIE, national sales manager.  
BEN BRENNAN, local sales manager.  
TED GRATKOWSKI, chief engineer.  
LARRY THERIEN, promotion manager.  
DEREK JARVIS, production manager.  
DURHAM CALDWELL, program manager.  
MICHAEL BURKE, news director.

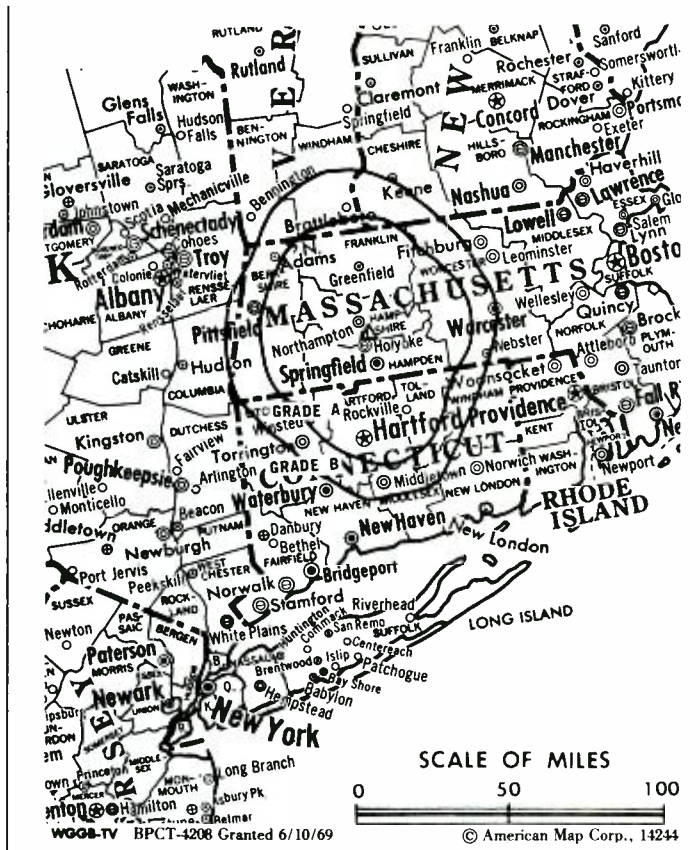
**Highest 30 Sec. Rate:** \$1600.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Springfield. **ADI:** Springfield, MA. **Rank:** 106.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS Hampden	164,500	162,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hampshire	49,000	47,900	98
Between 25-49%	CONNECTICUT Tolland	40,100	39,300	98
	MASSACHUSETTS Franklin	27,000	26,200	97
Between 5-24%	CONNECTICUT Hartford	302,900	298,100	98
	Litchfield	60,700	59,600	98
	Middlesex	51,000	50,100	98
MASSACHUSETTS	Berkshire	54,600	53,600	98
	NEW HAMPSHIRE Cheshire	23,600	22,900	97
VERMONT	Windham	15,600	14,900	95
	<b>Station Totals</b>	<b>789,000</b>	<b>774,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>292,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>143,100</b>	

# Massachusetts—Springfield

**WWLP**

Ch. 22

**Network Service:** NBC.

**Licensee:** Adams TV of Springfield Inc., Box 2210, Springfield, MA 01102-2210

**Studio:** Provin Mountain, Agawam, MA.

**Mailing address:** Box 2210, Springfield, MA 01102-2210.

**Telephone:** 413-786-2200. **Easylink:** 621-475-20.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 3420-kw max. visual, 342-kw max. aural. Antenna: 877-ft. above av. terrain, 495-ft. above ground, 1135-ft. above sea level.

Latitude 42° 05' 00"  
Longitude 72° 42' 16"

**Transmitter:** Provin Mountain, Agawam, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter; Channel Master, Harris receivers.

**News Service:** AP.

**Ownership:** Adams Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** March 17, 1953. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (**Television Digest**, Vol. 23:35).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

WILLIAM PEPIN, president & general manager.  
DANIEL T. SULLIVAN JR., vice president & general sales manager.  
E. HOLLAND LOW, vice president & national sales manager.  
FRANCIS KOZLOWSKI JR., traffic manager.  
MAX MAREK, chief engineer.  
ANNA GIZA, promotion manager.

**Highest One Hour Rate:** \$1750.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Springfield. **ADI:** Springfield, MA. **Rank:** 106.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Franklin	27,000	26,200	97
	Hampden	164,500	162,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hampshire	49,000	47,900	98
	<b>CONNECTICUT</b>			
Between 25-49%	Hartford	302,900	298,100	98
	Tolland	40,100	39,300	98
	<b>MASSACHUSETTS</b>			
Between 5-24%	Berkshire	54,600	53,600	98
	<b>CONNECTICUT</b>			
	Litchfield	60,700	59,600	98
	Middlesex	51,000	50,100	98
	<b>MASSACHUSETTS</b>			
	Worcester	242,300	239,000	99
<b>NEW HAMPSHIRE</b>				
Cheshire	23,600	22,900	97	
<b>VERMONT</b>				
Windham	15,600	14,900	95	
<b>Station Totals</b>		1,031,300	1,013,600	98
<b>Net Weekly Circulation (1987)</b>			342,400	
<b>Average Daily Circulation (1987)</b>			189,500	

# Massachusetts—Vineyard Haven

**WCVX**

**Ch. 58**

**Network Service:** None, independent.

**Licensee:** Cape Video Network, 29 Bassett Lane, Hyannis, MA 02601.

**Studios:** Merchants Mart, State Rd., Vineyard Haven, MA 02568; 29 Bassett Lane, Hyannis, MA 02601.

**Telephone:** 617-775-4242.

**Technical Facilities:** Channel No. 58 (734-740 MHz). Authorized power: 1191-kw max. visual, 119.1-kw max. aural. Antenna: 439-ft. above av. terrain, 370-ft. above ground, 495-ft. above sea level.

Latitude 41° 41' 19"  
Longitude 70° 20' 49"

**Transmitter:** Oak St., 0.6-mi. N of Rte. 6, Barnstable.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Microdyne, 5-meter C-band; Microdyne receivers.

**News Service:** AP.

**Ownership:** Cape Video Network, a Ltd. Partnership. Donald P. Moore, gen. partner.

**Began Operation:** July 19, 1985.

**Represented (legal):** Arter & Hadden.

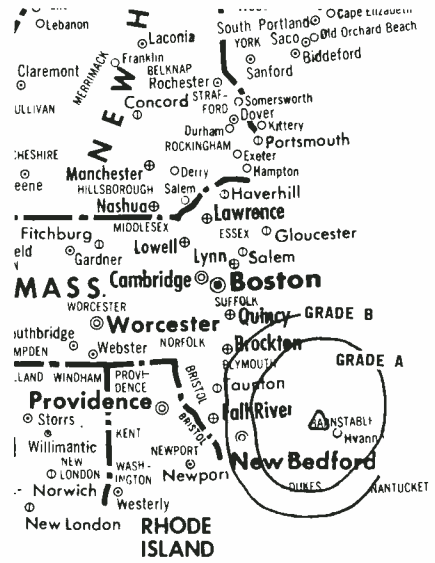
**Personnel:**

DONALD P. MOORE, general manager.  
BEN EMERY, sales manager.  
GREG BUSH, news director.

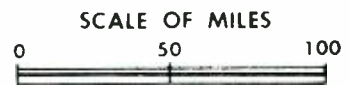
**Highest 30 Sec. Rate:** \$200.

**City of License:** Vineyard Haven. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 42.

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



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**WCVX** BMPCT—850607KH Granted 6/21/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Barnstable	73,400	72,100	98
	Dukes	4,800	4,600	96
<b>Station Totals</b>		<b>78,200</b>	<b>76,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>12,200</b>
<b>Average Daily Circulation (1987)</b>				<b>3,600</b>

# Massachusetts—Worcester

**WHLL**

**Ch. 27**

**Network Service:** None, independent.

**Licensee:** Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

**Studio:** 276 Boston Turnpike, Shrewsbury, MA 01545.

**Telephone:** 617-799-2727.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2301-kw max. visual, 230-kw max. aural. Antenna: 1531-ft. above av. terrain, 1315-ft. above ground, 2015-ft. above sea level.

Latitude 42° 20' 01"  
Longitude 71° 42' 53"

**Transmitter:** Stiles Hill, Cross St., Boylston.

**Satellite Earth Station:** Microdyne, 7-meter.

**News Service:** CNN.

**Ownership:** Corridor Bcstg. Corp. See Group Ownership of TV Stations.

**Began Operation:** January 2, 1970. Sale to present owners by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980. Resumed independent operation Jan. 1, 1986.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Sanford, Adams, McCullough & Beard.

**Personnel:**

- ROBERT THURBER, general manager.
- MICHAEL JONES, sales manager.
- MOSES PRIMO, chief engineer.
- CHRISTINE CIOCILOLO, film director.

**Highest 30 Sec. Rate:** \$360.

**City of License:** Worcester. **ADI:** Boston. **Rank:** 6.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Bristol	180,400	178,300	99
	Essex	245,300	242,500	99
	Franklin	27,000	26,200	97
	Middlesex	498,400	492,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Norfolk	221,600	219,500	99
	Plymouth	151,100	149,200	99
	Suffolk	257,100	251,100	98
	Worcester	242,300	239,000	99
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	110,300	108,900	99
	<b>RHODE ISLAND</b>			
	Bristol	15,500	15,400	99
	Newport	29,800	29,400	99
	Providence	214,500	211,800	99
<b>Station Totals</b>		<b>2,193,300</b>	<b>2,163,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>300,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>78,200</b>	

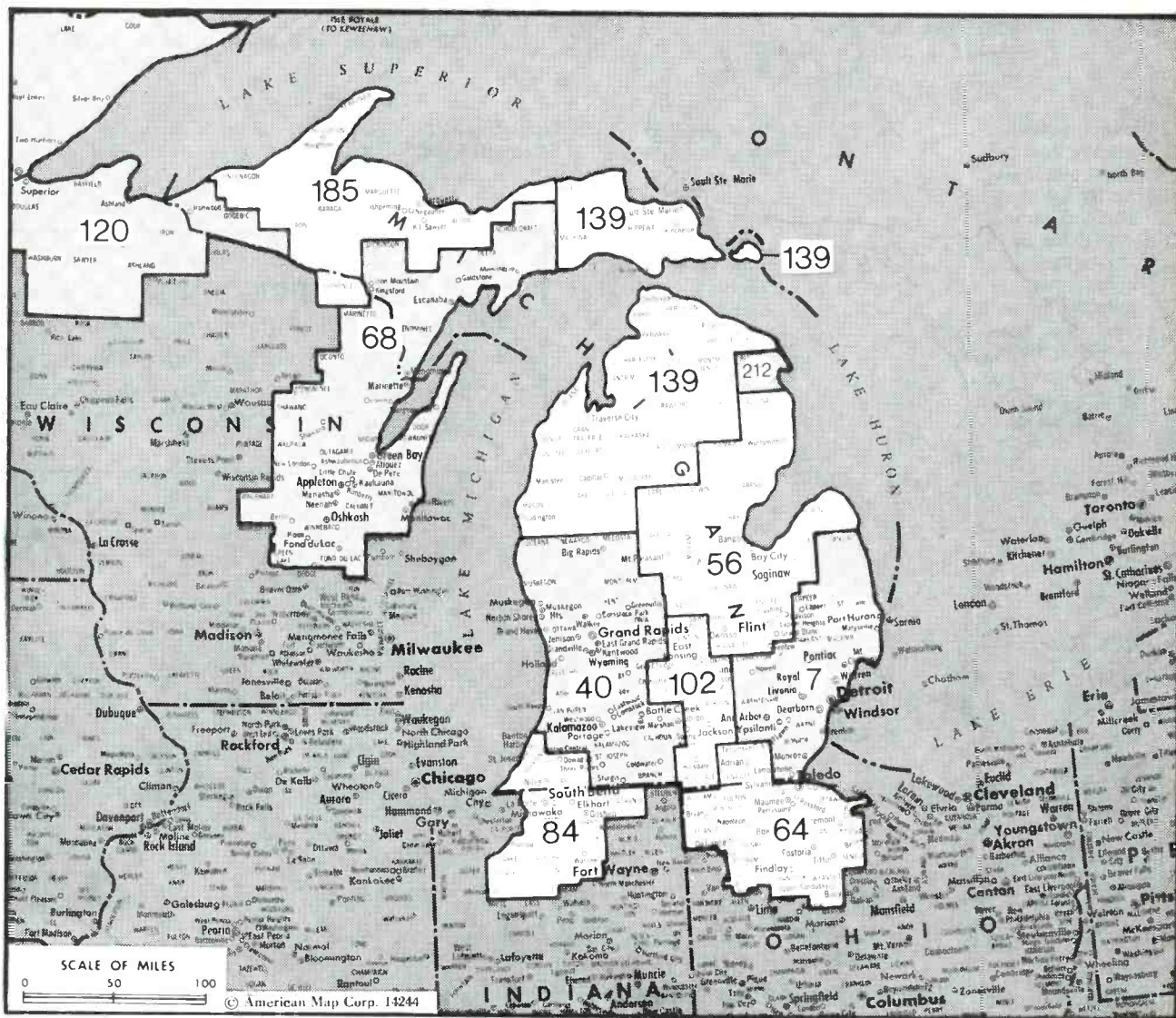
## Massachusetts

### WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MAINE</b>			
	Franklin	10,900	10,500	96
	Hancock	17,400	17,100	98
	Knox	13,500	13,100	97
	Lincoln	10,800	10,600	98
	Oxford	18,900	18,600	98
	Penobscot	48,200	47,300	98
	Sagadahoc	11,600	11,300	97
	Somerset	16,400	16,000	98
	Waldo	11,000	10,700	97
	<b>NEW HAMPSHIRE</b>			
	Carroll	13,400	13,200	98
	Sullivan	14,700	14,200	97
	<b>NEW JERSEY</b>			
	Bergen	314,800	312,600	99
	Passaic	160,300	158,400	99

### WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
	Albany	112,500	110,600	98	
	Broome	80,300	79,100	99	
	Cayuga	28,900	28,300	98	
	Columbia	24,200	23,700	98	
	Delaware	17,300	16,700	97	
	Greene	16,700	16,400	98	
	Montgomery	20,400	20,000	98	
	Oneida West	34,000	33,500	98	
	Otsego	21,900	21,300	97	
	Rensselaer	55,900	54,900	98	
	Rockland	87,400	86,100	99	
	Saratoga	60,100	59,300	99	
	Schenectady	58,000	57,200	99	
	Washington	19,700	19,300	98	
	Westchester	320,000	316,100	99	
		<b>VERMONT</b>			
		Bennington	13,400	13,100	98
		Caledonia	10,200	10,000	98
	Windham	15,600	14,900	95	
	Windsor	21,100	20,500	97	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Detroit, MI	1,684,300	7	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, MI	585,300	40	WOTV (8), WTLJ (54), WUHQ-TV (41), WWMT (3), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI	433,300	56	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Toledo, OH	397,900	64	WGGN-TV (52), WWNO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Green Bay-Appleton, WI	362,900	68	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WSCO (14), WXGZ-TV (32)
South Bend-Elkhart, IN	282,600	84	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, MI	214,600	102	WILX-TV (10), WLNS-TV (6), WSYM-TV (47)
Duluth, MN-Superior, WI	173,000	120	KBJR-TV (6), KDHL-TV (3), WDOJ-TV (10), WIRT (13)
Traverse City-Cadillac, MI	153,000	139	WGTO (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)
Marquette, MI	54,900	185	WLCU-TV (6)
Alpena, MI	10,900	212	WBKB-TV (11)

## State Cross Reference List

Communities That Receive Programs of  
Stations That are Located Elsewhere

WILX-TV, Battle Creek	See Lansing, MI
WUHQ-TV, Battle Creek	See Grand Rapids, MI
WWMT, Battle Creek	See Kalamazoo, MI
WJRT-TV, Bay City	See Flint, MI
WEYI-TV, Bay City	See Saginaw, MI
WPBN-TV Cadillac	See Traverse City, MI
WEYI-TV, Flint	See Saginaw, MI
WLNS-TV, Flint	See Lansing, MI
WNEM-TV, Flint	See Bay City, MI
WWMT, Grand Rapids	See Kalamazoo, MI
WOTV & WZZM-TV, Kalamazoo	See Grand Rapids, MI
WUHQ-TV, Kalamazoo	See Grand Rapids, MI
WJRT-TV, Saginaw	See Flint, MI
WNEM-TV, Saginaw	See Bay City, MI
WWTW, Traverse City	See Cadillac, MI

## Michigan Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	19	12	31
Educational Television Stations	2	10	12
	<u>21</u>	<u>22</u>	<u>43</u>

**TELEVISION DIGEST With Consumer Electronics** --The authoritative weekly information service covering broadcasting, cable, consumer electronics and allied industries. For information, call (202) 872-9200.

# Michigan—Alpena-Oscoda-Tawas City-East Tawas

**WBKB-TV**

**Ch. 11**

**Network Service:** CBS.

**Licensee:** Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

**Studio:** 1390 Bagley St., Alpena, MI 49707.

**Telephone:** 517-356-3434.

**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:** UPI, CBS.

**Ownership:** Stephen A. Marks, pres., 51.4%; Thunder Bay Broadcasting Corp., 43.4%; 70 others.

**Began Operation:** September 22, 1975.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

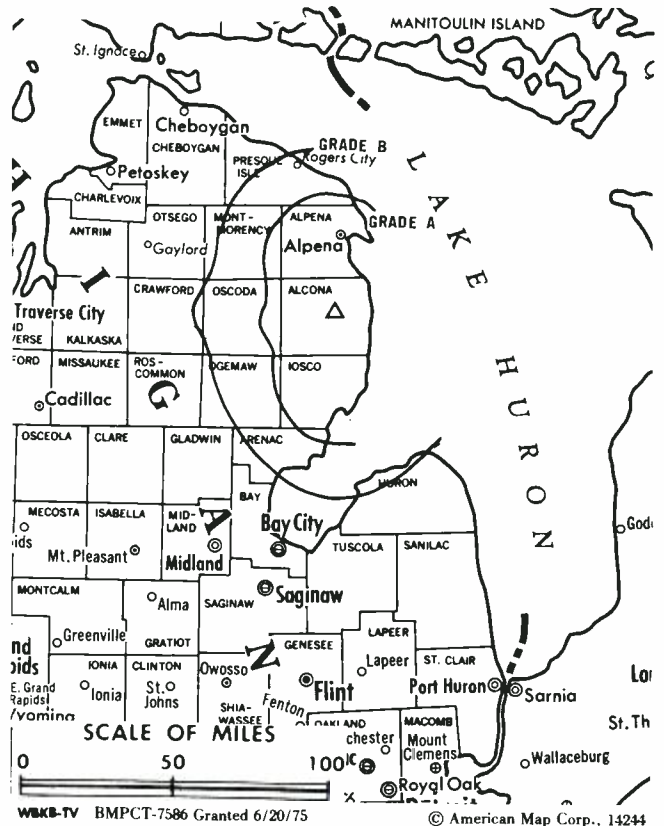
**Personnel:**

STEPHEN A. MARKS, president & general manager.  
PETE MISIAK, vice president.  
BARB BOWEN, national & regional sales manager.  
KELLY SCHULZ, news director.  
MARK NOVAK, chief engineer.  
KEVIN SCHALKOFFSKI, production manager.  
DEBBIE MCKENNEY, program director.

**Rates:** On request.

**City of License:** Alpena. **ADI:** Alpena. **Rank:** 212.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alcona	4,200	4,000	95
	Alpena	11,400	10,900	96
	Iosco	11,400	11,200	98
	Montmorency	3,200	3,100	97
Presque Isle	5,200	5,000	96	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Oscoda	2,900	2,800	96
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Arenac	5,800	5,700	98
	Huron	13,300	13,000	98
Ogemaw	6,900	6,700	98	
<b>Station Totals</b>		<b>64,300</b>	<b>62,400</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>31,700</b>
<b>Average Daily Circulation (1987)</b>				<b>17,800</b>



# Michigan—Ann Arbor

**WIHT**

**Ch. 31**

**Network Service:** None, independent.

**Licensee:** Satellite Television Systems Inc., Box 45684, Tulsa, OK 74145.

**Studio:** 3975 Varsity Dr., Ann Arbor, MI 48108.

**Mailing Address:** Box 2267, Ann Arbor, MI 48106.

**Telephone:** 313-973-7900.

**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:** 4 in operation; Gardiner, 5.6-meter; AFC, 3.5-meter; Microdyne receivers.

**News Service:** CNN.

**Ownership:** Tempo Enterprises Inc., 100%. Edward L. Taylor, chmn.-chief exec. officer. Tempo Enterprises Inc. owns LPTV stations, is a multiple cable TV system operator; produces cable programming.

**Began Operation:** January 12, 1981.

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

CHRIS WEBB, general manager.  
ROBERT THOMPSON, chief engineer.

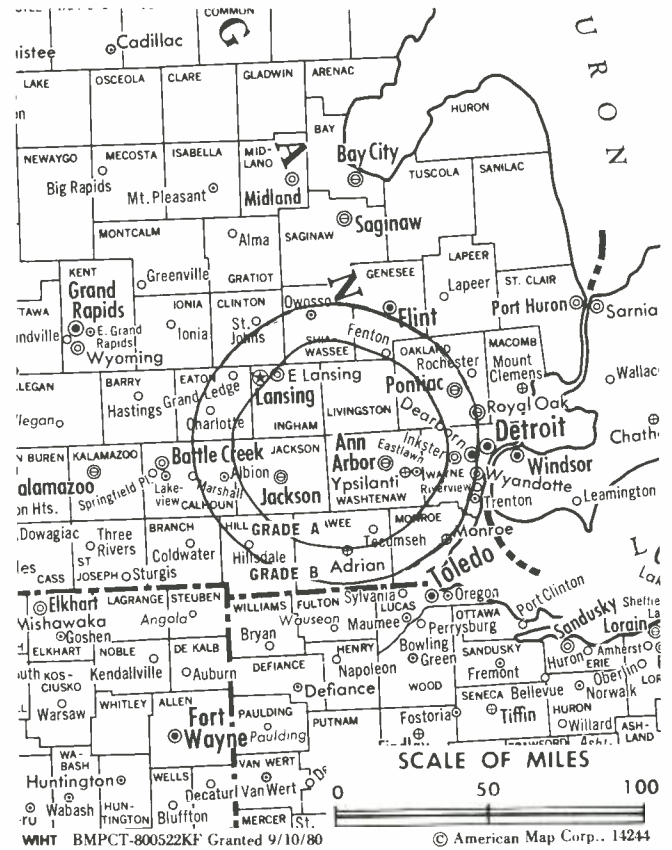
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Ann Arbor. **ADI:** Detroit. **Rank:** 7.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MICHIGAN</b> Clinton	18,600	18,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Eaton	34,000	33,600	99
	Hillsdale	14,600	14,300	98
	Ingham	98,200	96,800	99
	Jackson	51,500	50,900	99
	Lenawee	30,800	30,300	98
	Livingston	35,700	35,300	99
	Monroe	45,200	44,700	99
	Washtenaw	98,900	96,600	98
<b>Station Totals</b>		<b>427,500</b>	<b>420,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>62,800</b>
<b>Average Daily Circulation (1987)</b>				<b>15,800</b>

# Michigan—Bay City-Saginaw-Flint

## WNEM-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Meredith Corp., 107 N. Franklin St., Box 531, Saginaw, MI 48606.

**Studio:** 107 N. Franklin St., Saginaw, MI 48606.

**Mailing Address:** Box 531, Saginaw, MI 48606.

**Office:** G-3426 Miller Rd., Flint, MI.

**Telephones:** 517-755-8191, Saginaw; 313-732-2050, Flint.

**TWX:** 810-265-1203, Saginaw; 810-235-1190, Flint.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1049-ft. above ground, 1635-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

**Transmitter:** 5700 Becker Rd., Saginaw, MI.

**Satellite Earth Stations:** Harris; Drake, Harris receivers.

**News Services:** UPI, NIWS.

**Ownership:** Meredith Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (*Television Digest*, Vol. 9:15).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

PAUL VIRCIGLIO, vice president & general manager.

PAULA MORRISSEY, general sales manager.

BILL AVERY, program director.

MICHELLE FRASIK, promotion director.

GREG SURMA, chief engineer.

BARB HANDLEY, news director.

JOHN HAUPRICHT, production manager.

MARC WESLEY, sports director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1300.

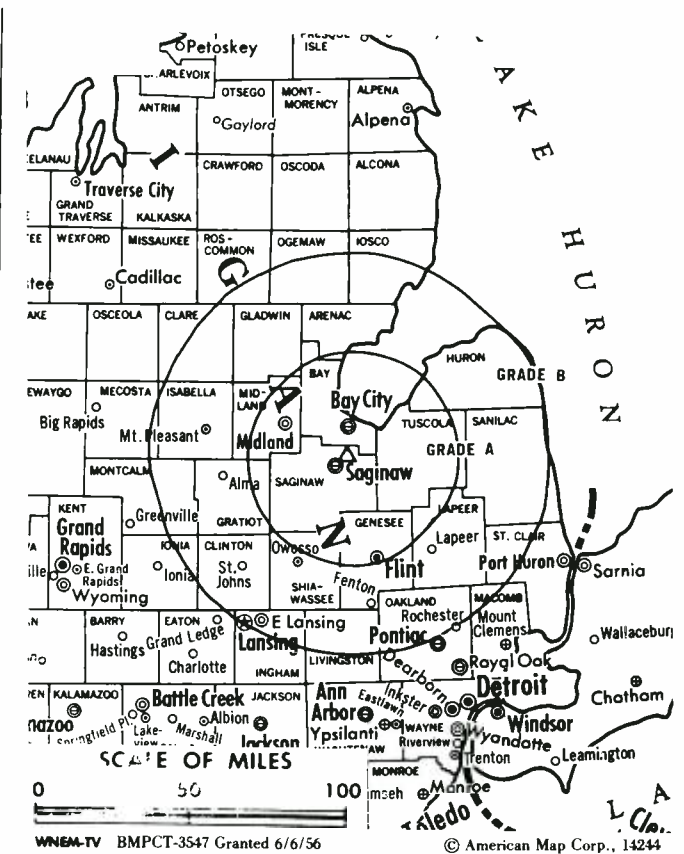
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 56,000.

**City of License:** Bay City. **ADI:** Flint-Saginaw-Bay City. **Rank:** 56.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alpena	11,400	10,900	96
	Arenac	5,800	5,700	98
	Bay	41,300	40,800	99
	Clare	10,100	9,900	98
	Genesee	158,500	156,800	99
	Gladwin	8,400	8,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Gratiot	13,700	13,500	98
	Huron	13,300	13,000	98
	Iosco	11,400	11,200	98
	Isabella	17,800	17,400	98
	Lapeer	23,700	23,400	99
	Midland	26,800	26,500	99
	Ogemaw	6,900	6,700	98
	Roscommon	7,900	7,800	99
	Saginaw	77,900	77,000	99
	Sanilac	14,900	14,600	98
	Shiawassee	23,800	23,500	99
Tuscola	19,100	18,800	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Alcona	4,200	4,000	95
	Oscoda	2,900	2,800	96
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Chippewa	9,800	9,500	97
	Clinton	18,600	18,400	99
	Emmet	9,000	8,700	97
	Ionia	16,800	16,600	99
	Livingston	35,700	35,300	99
	Mecosta	12,200	11,900	98
	Montcalm	17,800	17,500	98
Montmorency	3,200	3,100	97	
Osceola	7,400	7,200	97	
<b>Station Totals</b>		<b>630,300</b>	<b>620,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>453,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>298,700</b>	

# Michigan—Cadillac-Traverse City

## WWTV

Ch. 9

(Also operates satellite WWUP-TV, Sault Ste. Marie, MI)

**Network Service:** CBS.

**Licensee:** Wilson Communications Inc., Box 627, Cadillac, MI 49601.

**Studio:** 9-mi. SE of Cadillac, MI.

**Mailing Address:** Box 627, Cadillac, MI 49601.

**Telephone:** 616-775-3478.

**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.

**Satellite Earth Stations:** Microwave General, 5-meter; one Ku-band; Pinzone receivers.

**News Services:** AP, UPI.

**Ownership:** Inland Tool & Manufacturing Inc., 100%. See Ralph C. Wilson Jr. in Group Ownership of Television Stations.

**Began Operation:** December 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):** Blair Television.

**Represented (legal):** Leventhal, Senter & Lerman.

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

### Personnel:

J. A. (SKIP) SIMMS, general manager.  
RICHARD SCHAPPA, general sales manager.  
LOWELL SHORE, chief engineer.  
BOB LEE, director of news, community & public affairs.

**Highest One Hour Rate:** \$2100.

**Highest 30 Sec. Rate:** \$400.

**Rates:** WWTV is sold in combination with WWUP-TV.

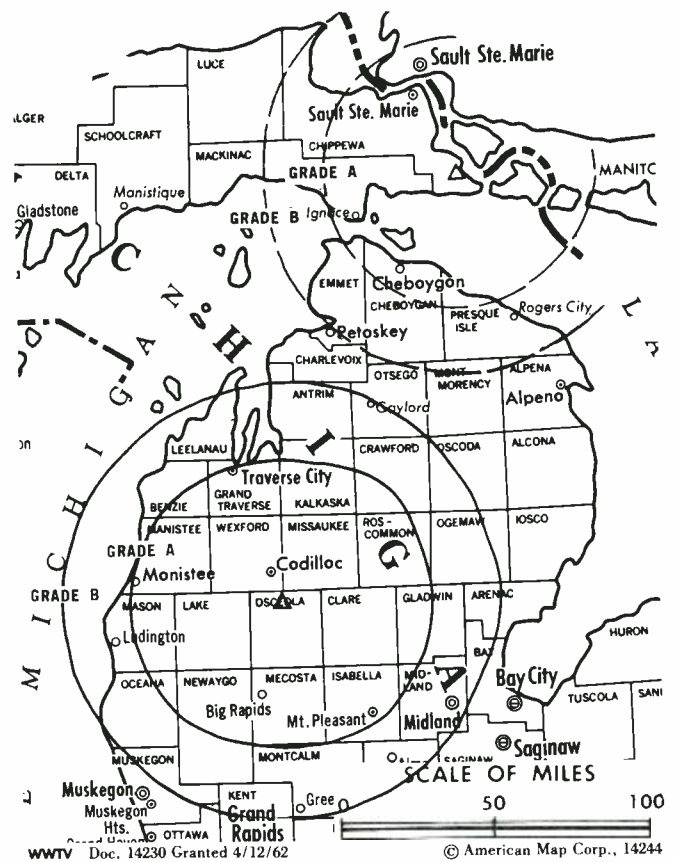
**NETWORK BASE HOURLY RATE:** \$1000.

**Arbitron Data:** Figures include WWUP-TV, Sault Ste. Marie.

**City of License:** Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 139.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,400	6,300	98
	Benzie	4,500	4,400	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,500	97
	Clare	10,100	9,900	98
	Crawford	3,700	3,600	97
	Emmet	9,000	8,700	97
	Gladwin	8,400	8,200	98
	Grand Traverse	21,800	21,300	98
	Isabella	17,800	17,400	98
	Kalkaska	4,900	4,800	98
Lake	3,500	3,400	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Leelanau	5,700	5,600	98
	Luce	2,100	2,000	95
	Mackinac	3,700	3,600	97
	Manistee	9,300	9,100	98
	Mason	10,400	10,000	96
	Mecosta	12,200	11,900	98
	Missaukee	3,800	3,700	97
	Montmorency	3,200	3,100	97
	Oceana	8,000	7,700	96
	Ogemaw	6,900	6,700	98
	Osceola	7,400	7,200	97
	Oscoda	2,900	2,800	96
	Otsego	5,600	5,500	98
	Presque Isle	5,200	5,000	96
Roscommon	7,900	7,800	99	
Wexford	10,000	9,800	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Arenac	5,800	5,700	98
	Gratiot	13,700	13,500	98
	Midland	26,800	26,500	99
	Newaygo	13,700	13,400	98
Schoolcraft	3,000	2,900	97	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Alpena	11,400	10,900	96
	Delta	13,900	13,600	98
	Dickinson	10,200	10,000	98
	Marquette	25,500	25,100	99
	Montcalm	17,800	17,500	98
Muskegon	55,700	54,900	99	
<b>Station Totals</b>		<b>420,900</b>	<b>411,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>231,700</b>
<b>Average Daily Circulation (1987)</b>				<b>138,900</b>

# Michigan—Cheboygan

## WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

**Network Service:** NBC.

**Licensee:** Beam Communications Corp., M72 West, Box 546, Traverse City, MI 49685-0546.

**Studio:** US Rte. 23, 6.7-mi E of Cheboygan.

**Mailing Address:** Box 546, Traverse City, MI 49685-0546.

**Telephone:** 616-947-7770.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Roscor, 2.4-meter mobile Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Com receivers.

**News Services:** Accu-Weather, NBC, CNN Headline News, Sun World Satellite News, UPI.

**Ownership:** Beam Communications Corp., 100%. See Group Ownership of Television Stations.

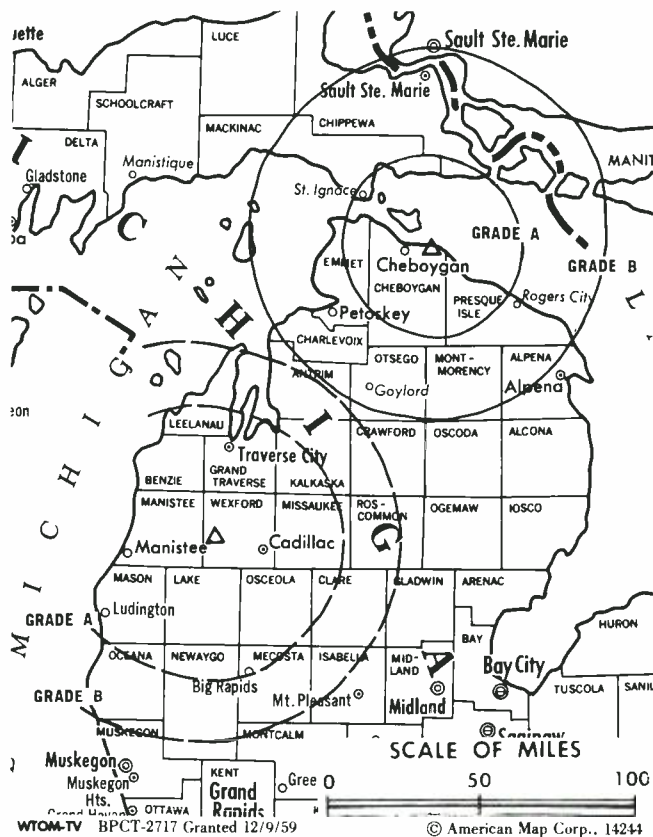
**Began Operation:** May 16, 1959.

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

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

**Personnel:**



PETER GOOD, vice president & general manager.  
LEON BUSH, chief engineer.

**Rates:** See WPBN-TV, Traverse City.

**Arbitron Data:** Included with WPBN-TV, Traverse City.

**City of License:** Cheboygan. **ADI:** Traverse City-Cadillac. **Rank:** 139.

# Michigan—Detroit

**WDIV**

Ch. 4

**Network Service:** NBC.

**Licensee:** Post-Newsweek Station Michigan Inc., 550 Lafayette Blvd., Detroit, MI 48231.

**Studio:** 550 Lafayette Blvd., Detroit, MI 48231.

**Telephone:** 313-222-0444. **TWX:** 810-221-1623.

**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:** 15700 Lincoln Dr., Southfield, MI.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 4.5-meter Ku-band; Harris, 6.1-meter C-band; Microdyne, Scientific-Atlanta receivers.

**News Services:** CNN, Group W Newsfeed, NBC.

**Ownership:** Post-Newsweek Stations Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 3, 1947. Exchange for WTOP-TV (now WUSA-TV), Washington, DC approved by FCC May 18, 1978 (Television Digest, Vol. 17:50; 18:21).

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Covington & Burling.

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

**Personnel:**

- AMY McCOMBS, president & general manager.
- CHRISTOPHER ROHRS, vice president & general sales manager.
- ROBERT WARFIELD, vice president, news.
- BILL BURKE, local sales manager.
- KEITH SIMMONS, national sales manager.
- HENRY MALDONADO, program manager.
- EILEEN WUNDERLICH, press & publicity manager.
- MARCUS WILLIAMS, engineering manager.
- LEE MINARD, creative services director.
- ROBERT O'BOYLE, promotion manager.
- DAVID TING, director of business & administrative affairs.
- MARCIA GOTBERG, business manager.
- DOW C. SMITH, news editor.
- SUE CARTER, editorial director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3802.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 2,289,000.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Lapeer	23,700	23,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Livingston	35,700	35,300	99
	Macomb	245,300	243,900	99
	Monroe	45,200	44,700	99
	Oakland	380,800	378,200	99
	St Clair	49,500	48,800	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,900	96,600	98
Between 25-49%	MICHIGAN	158,500	156,800	99
	Jackson	51,500	50,900	99
	Lenawee	30,800	30,300	98
Between 5-24%	COLORADO			
	San Miguel	1,500	1,400	93
	MICHIGAN			
	Hillsdale	14,600	14,300	98
	Huron	13,300	13,000	98
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
	OHIO			
	Fulton	13,900	13,600	98
	Henry	10,300	10,200	99
Lucas	176,800	174,800	99	
Ottawa	15,100	14,900	99	
Wood	39,600	39,100	99	
<b>Station Totals</b>		<b>2,267,400</b>	<b>2,242,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,690,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,096,100</b>	

# Michigan—Detroit

## WGPR-TV

Ch. 62

**Network Service:** None, independent.

**Licensee:** WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

**Studio:** 3140-46 E. Jefferson Ave., Detroit, MI 48207.

**Telephone:** 313-259-8862.

**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., MI.

**Satellite Earth Stations:** M/A-Com, 3.3-meter; 2 Harris, 4.6-meter; Harris, 5-meter; M/A-Com, Harris, Pinzone receivers.

**Ownership:** Non-profit organization. Tenicia A. Gregory, pres. & gen. mgr.; Ivy Banks, first v.p. & secy.; James W. Panagos, v.p. WGPR Inc. is licensee of WGPR(FM), Detroit.

**Began Operation:** September 29, 1975.

**Represented (sales):** R. A. Lazar Co.

**Represented (legal):** Hogan & Hartson.

### Personnel:

TENICIA A. GREGORY, president & general manager.  
JAMES W. PANAGOS, vice president & general sales manager.  
ULYSSES W. BOYKIN, vice president, public affairs.  
JOHN GROVER, vice president & chief engineer.  
MICHELLE DeDOUZA, vice president, traffic & production manager.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

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



WGPR-TV BNPCT-7498 Granted 6/12/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MICHIGAN</b>			
	Livingston	35,700	35,300	99
	Macomb	245,300	243,900	99
	Oakland	380,800	378,200	99
	St Clair	49,500	48,800	99
	Wayne	804,600	795,100	99
<b>Station Totals</b>		<b>1,515,900</b>	<b>1,501,300</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>199,700</b>
<b>Average Daily Circulation (1987)</b>				<b>60,000</b>

# Michigan—Detroit

## WJBK-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** SCI Television Inc., Number Two Storer Place, Southfield, MI 48075.

**Studio:** Box 2000, Southfield, MI 48037.

**Telephone:** 313-557-2000. **TWX:** 810-224-4876.

**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, MI.

**Satellite Earth Station:** Microdyne, 9-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI, CBS, Storer Washington Bureau.

**Ownership:** SCI Television Inc. See Group Ownership of Television Stations.

**Began Operation:** October 24, 1948.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren Zwicky.

**Personnel:**

- WILLIAM FLYNN, vice president & general manager.
- JAMES CLAYTON, general sales manager.
- CHRISTINE SLOAT, news director.
- KEN RYCYZYN, national sales manager.
- MARLA DRUTZ, director of marketing & research.
- DEBRA LAWSON, community affairs director.
- JIM VERRAS, chief engineer.
- CAROLYN WORFORD, program manager.
- GLORIA PETERSON, controller.

**Rates:** On request.

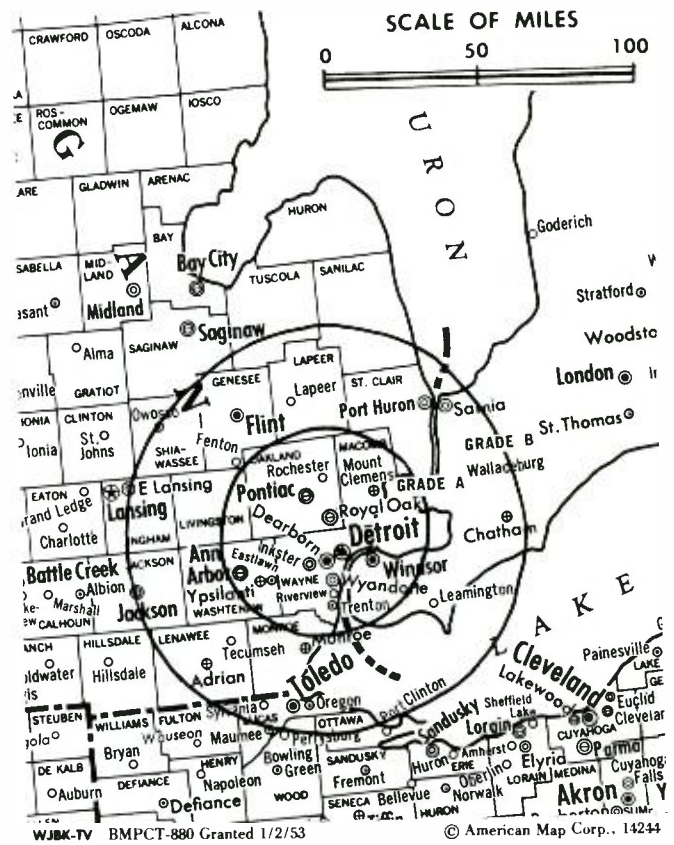
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 2,218,000.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lapeer	23,700	23,400	99
	Livingston	35,700	35,300	99
	Macomb	245,300	243,900	99
	Monroe	45,200	44,700	99
	Oakland	380,800	378,200	99
	St Clair	49,500	48,800	99
	Washtenaw	98,900	96,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wayne	804,600	795,100	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Genesee	158,500	156,800	99
	Lenawee	30,800	30,300	98
	Sanilac	14,900	14,600	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	San Miguel	1,500	1,400	93
	<b>MICHIGAN</b>			
	Hillsdale	14,600	14,300	98
	Jackson	51,500	50,900	99
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
<b>OHIO</b>				
Lucas	176,800	174,800	99	
Ottawa	15,100	14,900	99	
Wood	39,600	39,100	99	
<b>Station Totals</b>		<b>2,229,900</b>	<b>2,205,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,603,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>876,500</b>	

# Michigan—Detroit

**WKBD-TV**

Ch. 50

**Network Service:** Fox.

**Licensee:** WKBD Inc., Box 50, Southfield, MI 48037.

**Studio:** 26955 West 11 Mile Rd., Southfield, MI 48034.

**Mailing Address:** Box 50, Southfield, MI 48037.

**Telephone:** 313-444-8500.

**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 Rd., Southfield, MI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, CNN Headline News.

**Ownership:** Cox Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell, P.C.

**Personnel:**

- GEORGE H. WILLIAMS, vice president & general manager.
- DUANE G. KELL, director of sales/operations.
- J. PATRICK O'DONNELL, national sales manager.
- ELLEN M. BRAMSON, local sales manager.
- PAUL A. PRANGE, program manager.
- BOB FITZGERALD, business manager.
- DAVID L. JERRELL, director of production & engineering.
- RENEE HENRY, promotion manager.
- GREG NEUBACHER, news director.
- KEITH B. PETERSON, engineering manager.

**Highest 30 Sec. Rate:** \$2500.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 395,000.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Gogebic	7,300	7,100	97
	Keweenaw	700	700	100
	Livingston	35,700	35,300	99
	Macomb	245,300	243,900	99
	Monroe	45,200	44,700	99
	Oakland	380,800	378,200	99
	St Clair	49,500	48,800	99
	Schoolcraft	3,000	2,900	97
	Washtenaw	98,900	96,600	98
	Wayne	804,600	795,100	99
	<b>Between 25-49%</b>	<b>MICHIGAN</b>		
Alpena		11,400	10,900	96
	Baraga	3,000	2,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Bay	41,300	40,800	99
	Branch	14,500	14,300	99
	Calhoun	51,300	50,700	99
	Charlevoix	7,900	7,700	97
	Delta	13,900	13,600	98
	Dickinson	10,200	10,000	98
	Emmet	9,000	8,700	97
	Genesee	158,500	156,800	99
	Grand Traverse	21,800	21,300	98
	Houghton	13,200	12,700	96
	Ingham	98,200	96,800	99
	Iosco	11,400	11,200	98
	Jackson	51,500	50,900	99
	Kalamazoo	79,800	78,700	99
	Lapeer	23,700	23,400	99
	Lenawee	30,800	30,300	98
	Luce	2,100	2,000	95
	Marquette	25,500	25,100	99
	Midland	26,800	26,500	99
	Muskegon	55,700	54,900	99
Ontonagon	3,400	3,300	97	
Otsego	5,600	5,500	98	
Sanilac	14,900	14,600	98	
Shiawassee	23,800	23,500	99	
Wexford	10,000	9,800	98	
<b>OHIO</b>	Hancock	24,600	24,300	99
	Lucas	176,800	174,800	99
	Sandusky	23,400	23,200	99
	Wood	39,600	39,100	99

(Continued on page A-560)

<b>Station Totals</b>	<b>3,400,500</b>	<b>3,357,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,610,200</b>	
<b>Average Daily Circulation (1987)</b>		<b>707,500</b>	



**Michigan—Detroit**

**WXON**



**WXON-DETROIT**



**MMT MARKETING DIVISION**

**Network Service:** None, independent.

**Licensee:** WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, MI 48034.

**Studio:** 26935 West 11 Mile Rd., Southfield, MI 48034.

**Telephone:** 313-355-2900.

**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.

**Satellite Earth Station:** M/A-Com, 4.7-meter Ku-band.

**News Service:** UPI.

**Ownership:** Aben E. Johnson Jr., trustee, 97.28%.

**Began Operation:** September 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 (sales):** MMT Sales Inc.

**Represented (legal):** Arthur V. Belendiuk.

**Represented (engineering):** E. Harold Munn Jr. & Associates.

**Personnel:**  
DOUGLAS JOHNSON, vice president & general manager.  
MICHAEL BERMAN, general sales manager.  
A. J. SCHWEIZER, operations manager.  
GARY KING, chief engineer.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Livingston	35,700	35,300	99
	Macomb	245,300	243,900	99
	Wayne	804,600	795,100	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Lapeer	23,700	23,400	99
	Monroe	45,200	44,700	99
	Oakland	380,800	378,200	99
	St Clair	49,500	48,800	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,900	96,600	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Genesee	158,500	156,800	99
	Hillsdale	14,600	14,300	98
	Jackson	51,500	50,900	99
	Lenawee	30,800	30,300	98
	<b>OHIO</b>			
	Fulton	13,900	13,600	98
	Ottawa	15,100	14,900	99
<b>Station Totals</b>		<b>1,983,000</b>	<b>1,961,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>886,500</b>
<b>Average Daily Circulation (1987)</b>				<b>360,300</b>

# Michigan—Detroit

## WXYZ-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Channel 7 of Detroit Inc., 20777 West Ten Mile Rd., Broadcast House, Box 789, Southfield, MI 48037.

**Studio:** 20777 W. Ten Mile Rd., Southfield, MI 48037.

**Telephone:** 313-827-7777. **TWX:** 810-224-4924.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5 in operation; Avantek, Standard Communications receivers.

**News Services:** AP, UPI, ABC.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 9, 1948. FCC approved sale to present owner by American Bcstg. Cos. Nov. 14, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Baker & Hostetler.

### Personnel:

THOMAS GRIESDORN, general manager.  
GRACE GILCHRIST, general sales manager.  
JOE TRONDLE, local sales manager.  
ROBERT SLIVA, national sales manager.  
MILDA SKORUPSKAS, traffic manager.  
WALLACE RODAMMER, director of engineering.  
TOM ROSENBAUM, news director.  
LARRY G. ALT, program director.  
JAN QUALTIERE, business manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3600.

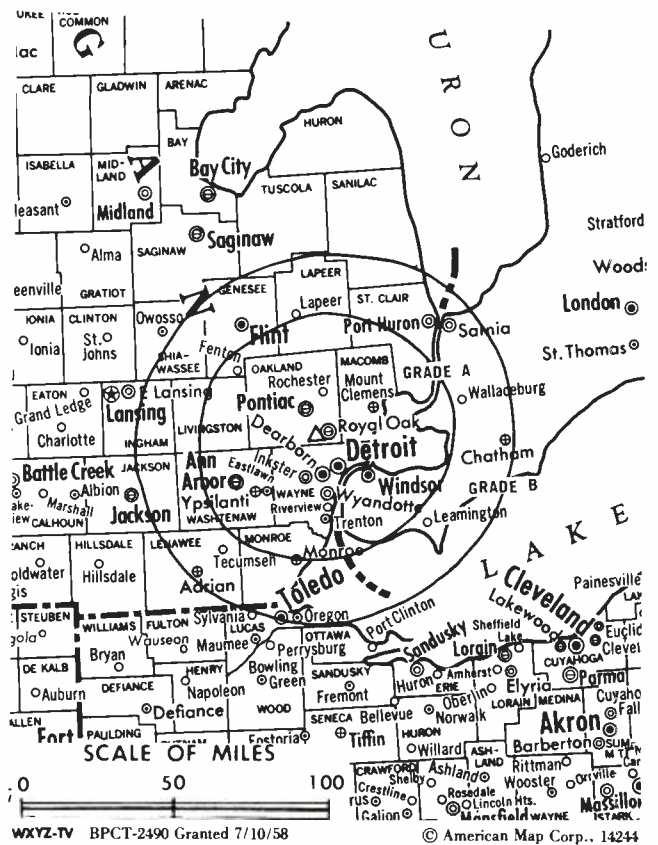
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,525,000.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Jackson	51,500	50,900	99
	Lapeer	23,700	23,400	99
	Lenawee	30,800	30,300	98
	Livingston	35,700	35,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Macomb	245,300	243,900	99
	Monroe	45,200	44,700	99
	Oakland	380,800	378,200	99
	St Clair	49,500	48,800	99
	Sanilac	14,900	14,600	98
	Washtenaw	98,900	96,600	98
	Wayne	804,600	795,100	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Genesee	158,500	156,800	99
	Hillsdale	14,600	14,300	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	San Miguel	1,500	1,400	93
	<b>MICHIGAN</b>			
	Ingham	98,200	96,800	99
	Shiawassee	23,800	23,500	99
Tuscola	19,100	18,800	98	
<b>OHIO</b>	Lucas	176,800	174,800	99
	Ottawa	15,100	14,900	99
	Wood	39,600	39,100	99
	<b>Station Totals</b>		<b>2,328,100</b>	<b>2,302,200</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,697,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>1,030,500</b>	

# Michigan—Detroit-Windsor, Ontario

**CBET**

**Ch. 9**

**Network Service:** CBC.

**Licensee:** Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 825 Riverside Drive W, Windsor, Ont. N9A SK9.

**Telephone:** 519-255-3411. **Telex:** 024-77619.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 35.6-kw aural. Antenna: Directional, 631-ft. above av. terrain, 650-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

**Transmitter:** 825 Riverside Dr. W, Windsor.

**Satellite Earth Station:** Andrew, 3-meter; Scientific-Atlanta receivers.

**Ownership:** Canadian Bcstg. Corp., 100%.

**Began Operation:** September 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):** Canadian Standard Broadcast Sales Inc. (U.S.); CBC National Selective Television Sales (Canada).

**Personnel:**

A. STECHER, location manager.  
R. SUTHERLAND, sales manager.

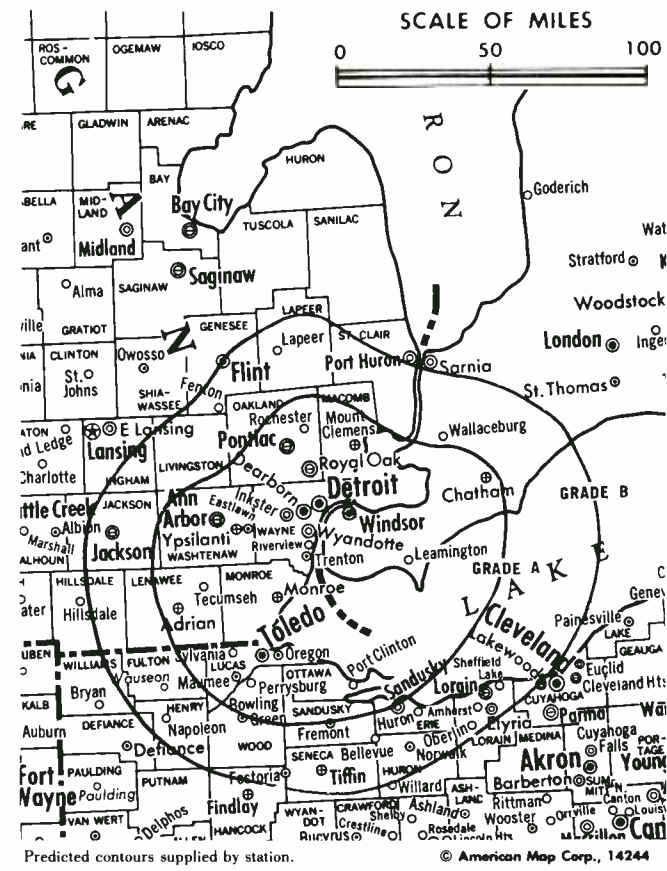
**Highest 30 Sec. Rate:** \$480.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 276,000. **ADI:** Detroit, MI. **Rank:** 7.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MICHIGAN</b> Wayne	804,600	795,100	99
<b>Between 5-24%</b>	<b>MICHIGAN</b> Alpena Charlevoix Lapeer Lenawee Livingston Macomb Monroe	11,400 7,900 23,700 30,800 35,700 245,300 45,200	10,900 7,700 23,400 30,300 35,300 243,900 44,700	96 97 99 98 99 99 99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Oakland Otsego St Clair Washtenaw	380,800 5,600 49,500 98,900	378,200 5,500 48,800 96,600	99 98 99 98
	<b>OHIO</b> Erie Hancock Huron Ottawa Sandusky Seneca Wood	29,300 24,600 20,300 15,100 23,400 21,500 39,600	28,900 24,300 20,000 14,900 23,200 21,200 39,100	99 99 99 99 99 99 99
<b>Station Totals</b>		<b>1,913,200</b>	<b>1,892,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>416,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>119,200</b>	

# Michigan—Escanaba

## WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

**Network Service:** ABC.

**Licensee:** WFRV Television Inc., Box 19055, Green Bay, WI 54307-9055.

**Studio:** See WFRV-TV, Green Bay, WI.

**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 Trenary, MI.

**News Services:** AP, UPI.

**Ownership:** Midwest Radio-Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 7, 1969.

**Represented (sales):** TeleRep Inc.

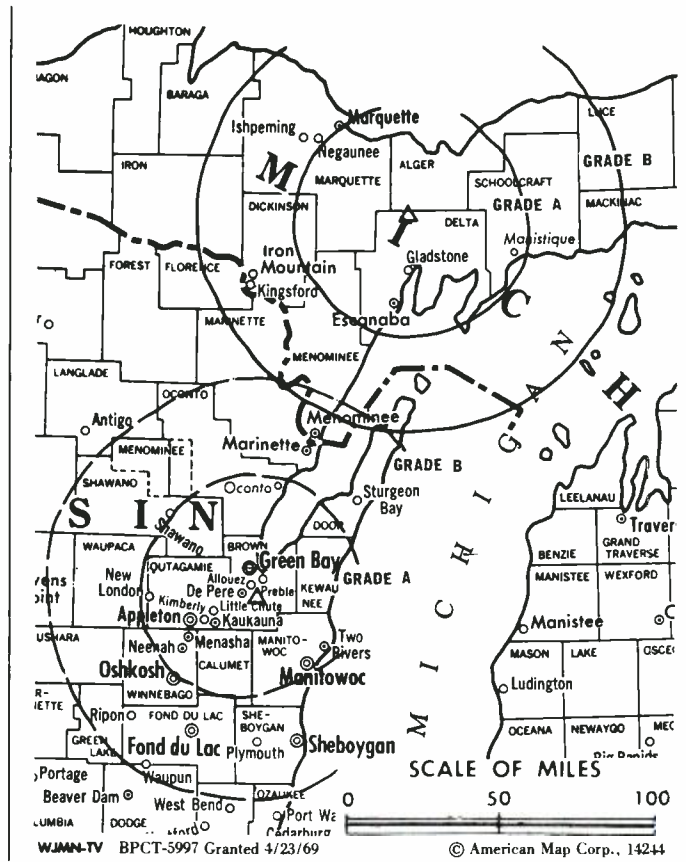
**Represented (legal):** Koteen & Naftalin.

**Personnel:**

**Rates:** See WFRV-TV, Green Bay, WI.

**Arbitron Data:** Included with WFRV-TV, Green Bay, WI.

**City of License:** Escanaba. **ADI:** Green Bay-Appleton, WI. **Rank:** 68.



# Michigan—Flint-Saginaw-Bay City

## WJRT-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc., 2302 Lapeer Rd., Flint, MI 48502.

**Studio:** 2302 Lapeer Rd., Flint, MI 48502.

**Telephone:** 313-233-3130.

**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, MI.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Harris, 4.6-meter Ku-band; Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

THOMAS BRYSON, president & general manager.  
DAN AUBE, general sales manager.  
RAY SCOTT, national sales manager.  
JAMES BLEICHER, news director.  
ROBERT E. SWAYZE, director of operations.  
SARA JO GALLOCK, program director.

**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1650.

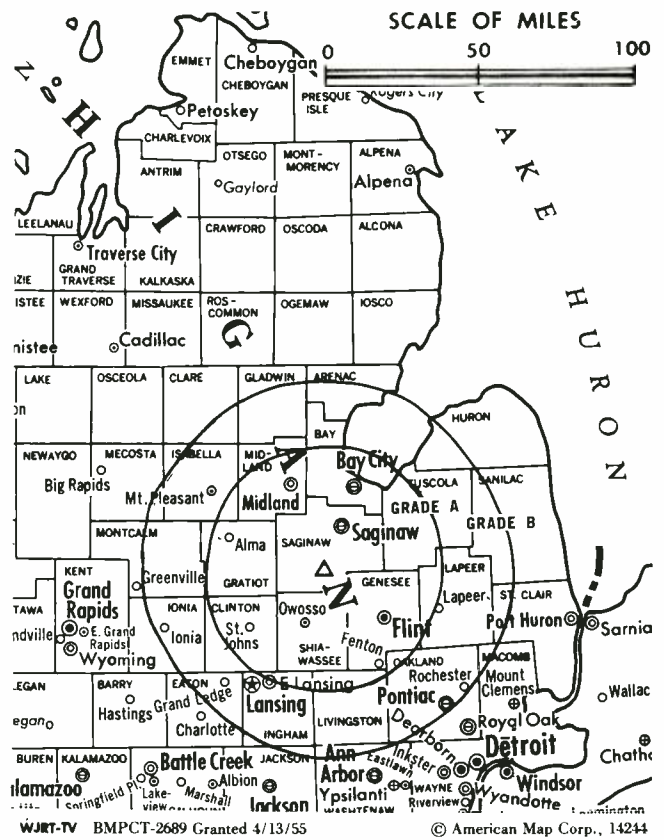
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 51,000.

**City of License:** Flint. **ADI:** Flint-Saginaw-Bay City. **Rank:** 56.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alpena	11,400	10,900	96
	Arenac	5,800	5,700	98
	Bay	41,300	40,800	99
	Clare	10,100	9,900	98
	Clinton	18,600	18,400	99
	Genesee	158,500	156,800	99
	Gladwin	8,400	8,200	98
Gratiot	13,700	13,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Huron	13,300	13,000	98
	Ingham	98,200	96,800	99
	Iosco	11,400	11,200	98
	Isabella	17,800	17,400	98
	Lapeer	23,700	23,400	99
	Midland	26,800	26,500	99
	Ogemaw	6,900	6,700	98
	Saginaw	77,900	77,000	99
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Eaton	34,000	33,600	99
	Ionia	16,800	16,600	99
	Montcalm	17,800	17,500	98
	Roscommon	7,900	7,800	99
Sanilac	14,900	14,600	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,200	4,000	95
	Chippewa	9,800	9,500	97
	Jackson	51,500	50,900	99
	Livingston	35,700	35,300	99
	Mecosta	12,200	11,900	98
Osceola	7,400	7,200	97	
<b>Station Totals</b>		<b>798,900</b>	<b>787,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>537,300</b>
<b>Average Daily Circulation (1987)</b>				<b>312,300</b>

# Michigan—Flint

**WSMH**

**Ch. 66**

**Network Service:** Fox.

**Licensee:** Flint Television Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

**Studio:** G-2288 S. Ballenger Hwy., Flint, MI 48503.

**Mailing Address:** Box 1556, Flint, MI 48501.

**Telephone:** 313-767-8866.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 943-ft. above av. terrain, 967-ft. above ground, 1577-ft. above sea level.

Latitude 43° 13' 18"  
Longitude 84° 03' 14"

**Transmitter:** 7114 Gary Road, Chesaning.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 3-meter C-band; Harris receivers.

**Ownership:** Gerald J. Robinson, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 8, 1985. Sale to present owner by Flint Family TV Inc., et al., approved by FCC April 21, 1986.

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

**Represented (legal):** McCampbell & Young.

**Represented (engineering):** Sterling Communications Inc.

**Personnel:**

- GEORGE C. LEH, general manager.
- BOB WOHLFEL, local sales manager.
- TERESA THROOP, program manager.
- ANNE KNICKERBOCKER, business manager.

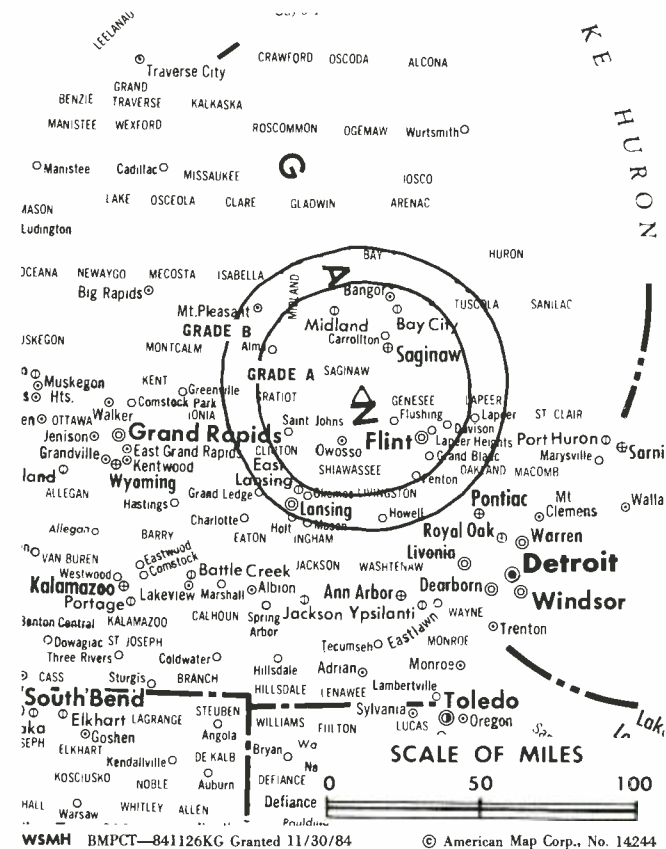
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Flint. **ADI:** Flint-Saginaw-Bay City. **Rank:** 56.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b> Saginaw	77,900	77,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b> Bay	41,300	40,800	99
	Genesee	158,500	156,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Gratiot	13,700	13,500	98
	Isabella	17,800	17,400	98
	Midland	26,800	26,500	99
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Arenac	5,800	5,700	98
	Clare	10,100	9,900	98
	Clinton	18,600	18,400	99
	Gladwin	8,400	8,200	98
	Huron	13,300	13,000	98
	Ionia	16,800	16,600	99
	Lapeer	23,700	23,400	99
Livingston	35,700	35,300	99	
Sanilac	14,900	14,600	98	
<b>Station Totals</b>		<b>526,200</b>	<b>519,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>195,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>76,100</b>	

# Michigan—Grand Rapids-Kalamazoo

**WOTV**

Ch. 8

**Network Service:** NBC.

**Licensee:** LIN-Central Bcstg. Corp., 1370 Ave. of the Americas, New York, NY 10019.

**Studio:** 120 College Ave. SE, Grand Rapids, MI 49503.

**Telephone:** 616-456-8888. **TWX:** 810-273-6920.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 970-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, MI.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 3-meter Ku-band; Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris receivers.

**News Services:** AP, Group W Newstead, Michigan News Exchange, NIWS, UPI.

**Ownership:** LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 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 WLA-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

- GARY R. BOLTON, president & general manager.
- SUE McDONNELL, general sales manager.
- RICHARD MCKAY, national sales manager.
- THOMAS POOLE, local sales manager.
- TOM RICHARDS, program manager.
- JAMES THOMAS, promotion director.
- DAN SPAULDING, news director.
- DON GALLAGHER, chief engineer.

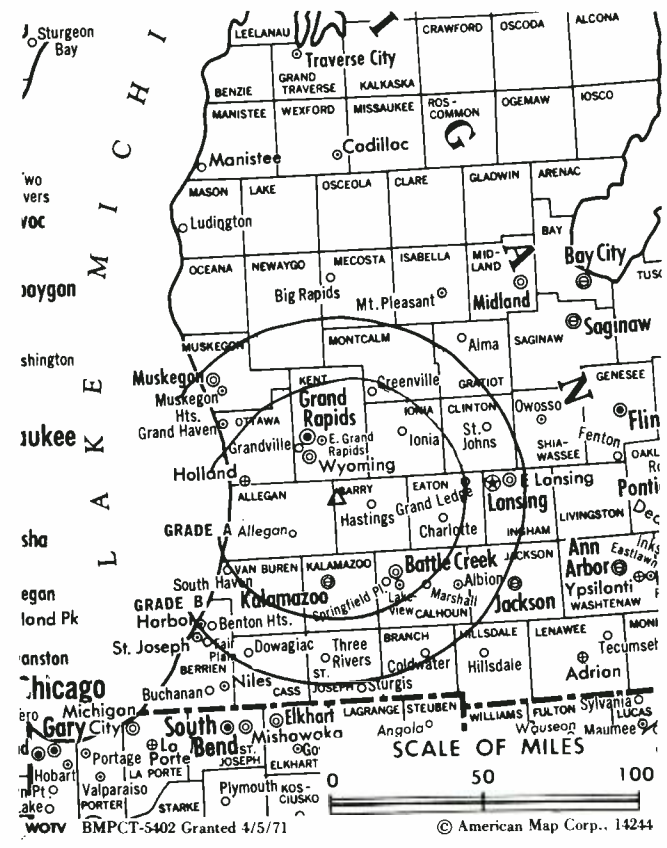
**Highest 30 Sec. Rate:** \$2400.

**NETWORK BASE HOURLY RATE:** \$2400.

**City of License:** Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 40.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	30,000	29,600	99
	Barry	16,800	16,600	99
	Branch	14,500	14,300	99
	Calhoun	51,300	50,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Eaton	34,000	33,600	99
	Ionia	16,800	16,600	99
	Kalamazoo	79,800	78,700	99
	Kent	170,500	167,700	98
	Mecosta	12,200	11,900	98
	Montcalm	17,800	17,500	98
	Muskegon	55,700	54,900	99
	Newaygo	13,700	13,400	98
	Ottawa	56,300	55,500	98
	St Joseph	21,200	20,900	99
Van Buren	25,300	25,000	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Cass	17,900	17,600	98
	Clinton	18,600	18,400	99
	Ingham	98,200	96,800	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Berrien	60,600	59,500	98
	Gratiot	13,700	13,500	98
	Hillsdale	14,600	14,300	98
	Isabella	17,800	17,400	98
	Jackson	51,500	50,900	99
Oceana	8,000	7,700	96	
<b>Station Totals</b>		<b>916,800</b>	<b>903,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>590,900</b>	
<b>Average Daily Circulation (1987)</b>			<b>347,900</b>	

# Michigan—Grand Rapids

**WXMI**

Ch. 17

**Network Service:** Fox.

**Licensee:** TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

**Studio:** 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

**Telephone:** 616-364-8722.

**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:** Davis Rd., 1-mi. W of Cherry Valley Rd.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 4-meter Ku-band; 3-meter C-band; Harris receivers.

**News Service:** UPI.

**Ownership:** TV 17 Unlimited Inc. Harold O. Shively, pres.; Peter Cook, v.p., 23.6%; Grant Gruel, v.p.; Kenneth Hungerford II, treas.; Richard F. Shively, 28.6%; 26 others, none with more than 10%. See R. F. Shively in Group Ownership of TV Stations.

**Began Operation:** March 18, 1982.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Personnel:**

HAROLD O. SHIVELY, president & general manager.  
DICK STAWICKI, director of operations.  
PAT MULLEN, director of sales.  
DALE SCHOLTEN, director of engineering.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate (June 25, 1987):** \$600.

**City of License:** Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 40.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	30,000	29,600	99
	Barry	16,800	16,600	99
	Calhoun	51,300	50,700	99
	Ionia	16,800	16,600	99
	Kalamazoo	79,800	78,700	99
	Kent	170,500	167,700	98
Ottawa	56,300	55,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Van Buren	25,300	25,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Branch	14,500	14,300	99
	Eaton	34,000	33,600	99
	Montcalm	17,800	17,500	98
	Muskegon	55,700	54,900	99
	Newaygo	13,700	13,400	98
St Joseph	21,200	20,900	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Lagrange	8,800	8,400	95
	<b>MICHIGAN</b>			
	Cass	17,900	17,600	98
	Clinton	18,600	18,400	99
Hillsdale	14,600	14,300	98	
Mecosta	12,200	11,900	98	
<b>Station Totals</b>		<b>675,800</b>	<b>665,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>312,200</b>
<b>Average Daily Circulation (1987)</b>				<b>131,700</b>



# Michigan—Grand Rapids

## WZZM-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Western Michigan Bcstg. Corp., Box Z, Grand Rapids, MI 49501.

**Studio:** 645 Three Mile Rd., Walker, MI 49504.

**Mailing Address:** Box Z, Grand Rapids, MI 49501.

**Telephone:** 616-784-4200.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 59-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, MI.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA, 4.5-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, UPI, ABC.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 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 Wometco Enterprises Inc. approved by FCC Dec. 8, 1977 (*Television Digest*, Vol. 16:36; 17:50). Sale to KKR approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16). Sale to present owner approved Dec. 19, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JOHN T. (JACK) MAZZIE, vice president & general manager.  
EDWARD (BUSS) KUNST, general sales manager.  
TIM SIEGEL, national sales manager.  
MIKE SEAGLY, operations manager.  
DALE WOLTERS, chief engineer.

**Highest One Hour Rate:** \$7500.

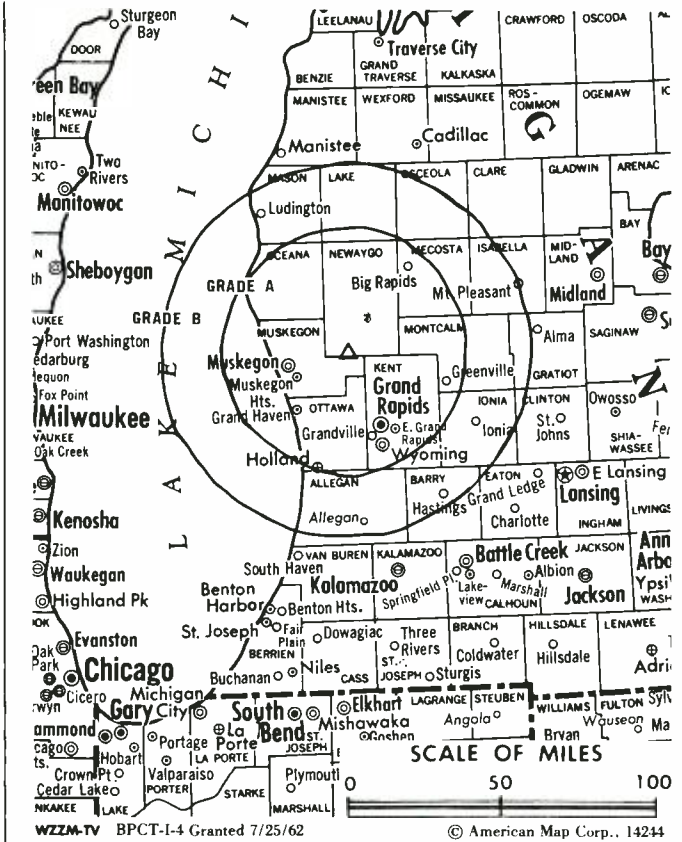
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1100.

**City of License:** Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 40.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	30,000	29,600	99
	Kent	170,500	167,700	98
	Lake	3,500	3,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	10,400	10,000	96
	Mecosta	12,200	11,900	98
	Montcalm	17,800	17,500	98
	Muskegon	55,700	54,900	99
	Newaygo	13,700	13,400	98
	Oceana	8,000	7,700	96
	Osceola	7,400	7,200	97
Ottawa	56,300	55,500	98	
Between 25-49%	MICHIGAN			
	Barry	16,800	16,600	99
	Ionia	16,800	16,600	99
	Kalamazoo	79,800	78,700	99
	Manistee	9,300	9,100	98
Between 5-24%	MICHIGAN			
	Benzie	4,500	4,400	98
	Clare	10,100	9,900	98
	Grand Traverse	21,800	21,300	98
	Isabella	17,800	17,400	98
	Leelanau	5,700	5,600	98
	Van Buren	25,300	25,000	99
	Wexford	10,000	9,800	98
<b>Station Totals</b>		<b>603,400</b>	<b>593,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>397,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>253,500</b>	

# Michigan—Grand Rapids-Kalamazoo -Battle Creek

**WWMT**

Ch. 3

(Also serves Muskegon)

**Network Service:** CBS.

**Licensee:** KOLN Inc., 590 W. Maple St., Kalamazoo, MI 49008.

**Studio:** 590 W. Maple St., Kalamazoo, MI 49008.

**Telephone:** 616-388-3333.

**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, MI.

**Satellite Earth Stations:** In operation; Microdyne, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Busse Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1950. FCC approved sale to Gillett Bcstg. by Fetzer TV Corp. Oct. 29, 1985. Sale to present owners approved July 31, 1987.

**Represented (sales):** MMT Sales Inc.

**Personnel:**

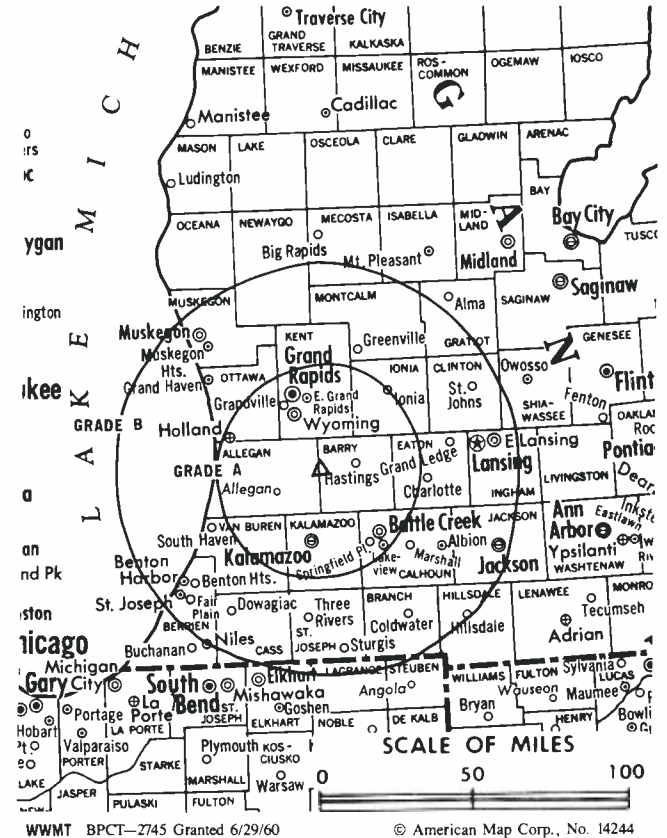
- GEORGE LYONS, president & general manager.
- MIKE BRUNETTE, general sales manager.
- LORI BUMA, national sales manager.
- JOHN LANSING, news director.
- SCOTT DILLARD, business manager.
- JEFF WATTS, production manager.
- LINDA DOSH, program and promotion manager.
- JAMES GARRETT, chief engineer.

**Rates:** On request.

**City of License:** Kalamazoo. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 40.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	30,000	29,600	99
	Barry	16,800	16,600	99
	Branch	14,500	14,300	99
	Calhoun	51,300	50,700	99
	Ionia	16,800	16,600	99
	Kalamazoo	79,800	78,700	99
	Kent	170,500	167,700	98
Montcalm	17,800	17,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Muskegon	55,700	54,900	99
	Newaygo	13,700	13,400	98
	Ottawa	56,300	55,500	98
	St Joseph	21,200	20,900	99
	Van Buren	25,300	25,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Eaton	34,000	33,600	99
	Hillsdale	14,600	14,300	98
	Ingham	98,200	96,800	99
Mecosta	12,200	11,900	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Lagrange	8,800	8,400	95
	Steuben	9,900	9,700	98
<b>MICHIGAN</b>	Berrien	60,600	59,500	98
	Cass	17,900	17,600	98
	Clinton	18,600	18,400	99
	Jackson	51,500	50,900	99
	Mason	10,400	10,000	96
	Oceana	8,000	7,700	96
<b>Station Totals</b>		<b>914,400</b>	<b>900,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>547,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>291,900</b>	

# Michigan—Grand Rapids-Kalamazoo -Battle Creek

**WUHQ-TV**

Ch. 41

**Network Service:** ABC.

**Licensee:** Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

**Studio:** 5200 Dickman Rd., Battle Creek, MI 49016.

**Telephone:** 616-968-9341. **TWX:** 810-276-2201.

**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.

**Satellite Earth Stations:** RCA, 4.5-meter Ku-band; Microdyne, 5-meter C-band; Andrew, 5-meter C-band; Andrew, 7.3-meter C-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** John W. Lawrence, 32.2%; William J. Lawrence Jr., 32.20%; 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):** Seltel Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

JERRY P. COLVIN, executive vice president & general manager.  
MICHAEL J. LAEMERS, vice president & station manager.  
ROBERT CARPENTER, vice president & general sales manager.  
LEE HOLLAND, business manager.  
PHIL HARTMAN, program director.  
MARK FEATHERSTON, local sales manager.  
KATHY LONG, traffic manager.  
MARK CRAWFORD, director of communications.

**Highest One Hour Rate:** \$1300.

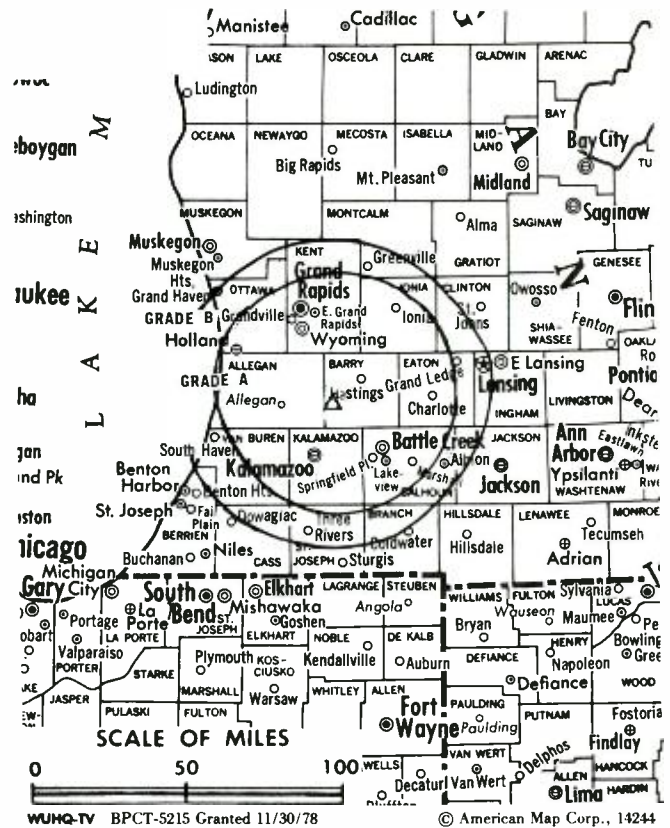
**Highest 30 Sec. Rate (July 1, 1987):** \$500.

**NETWORK BASE HOURLY RATE:** \$475.

**City of License:** Battle Creek. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 40.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	30,000	29,600	99
	Barry	16,800	16,600	99
	Branch	14,500	14,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Calhoun	51,300	50,700	99
	Eaton	34,000	33,600	99
	Ionia	16,800	16,600	99
	Kalamazoo	79,800	78,700	99
	Van Buren	25,300	25,000	99
Between 25-49%	MICHIGAN			
	Hillsdale	14,600	14,300	98
	Kent	170,500	167,700	98
	Ottawa	56,300	55,500	98
	St Joseph	21,200	20,900	99
Between 5-24%	INDIANA			
	Lagrange	8,800	8,400	95
	MICHIGAN			
	Cass	17,900	17,600	98
	Clinton	18,600	18,400	99
	Ingham	98,200	96,800	99
	Jackson	51,500	50,900	99
	Montcalm	17,800	17,500	98
	Muskegon	55,700	54,900	99
	Newaygo	13,700	13,400	98
<b>Station Totals</b>		<b>813,300</b>	<b>801,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>308,900</b>
<b>Average Daily Circulation (1987)</b>				<b>124,500</b>

# Michigan—Lansing-Onondaga

## WILX-TV

Ch. 10

(Also serves Battle Creek & Jackson, MI)

**Network Service:** NBC.

**Licensee:** Adams TV of Lansing Inc., Box 30380, Lansing, MI 48909.

**Studio:** 1510 Springport Rd., Jackson, MI 49202.

**Mailing Address:** Box 30380, Lansing, MI 48909.

**Telephones:** 517-482-0721, Lansing; 517-783-2621, Jackson, MI.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 309-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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Channel Master, 3.3-meter C-band; Comtech, 5-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 4.6-meter Ku-band; Harris, 6-meter Ku-band; Harris, Channel Master, Pinzone, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Adams Communications Corp., 100%. See Group Ownership of Television 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):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** John H. Mullaney & Associates.

**Personnel:**

- WILLIAM SNIDER, general manager.
- LINDA L. MURPHY, vice president, finance.
- SANDRA K. RUSHTON, national sales manager.
- JAMES F. MYERS, chief engineer.
- ROSS WOODSTOCK, news director.
- NANCIE GEE, program/public affairs director.
- STEVEN L. REYNOLDS, production manager.
- STEVEN D. HILLMAN, operations manager.

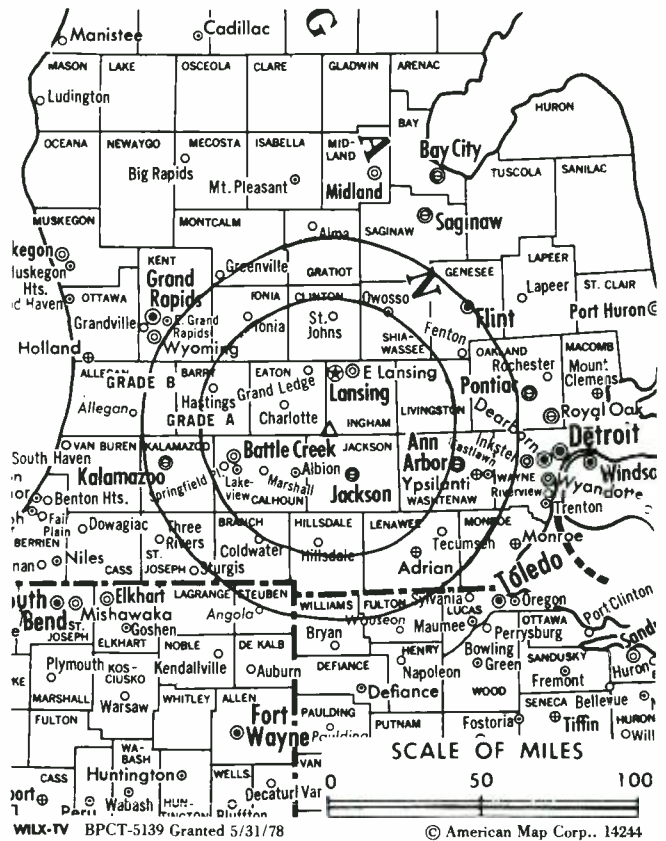
**Highest 30 Sec. Rate:** \$950.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Onondaga. **ADI:** Lansing. **Rank:** 102.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b> Branch	14,500	14,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Calhoun	51,300	50,700	99
	Clinton	18,600	18,400	99
	Eaton	34,000	33,600	99
	Hillsdale	14,600	14,300	98
	Ingham	98,200	96,800	99
	Jackson	51,500	50,900	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Barry	16,800	16,600	99
	Gratiot	13,700	13,500	98
	Ionia	16,800	16,600	99
	Livingston	35,700	35,300	99
	Shiawassee	23,800	23,500	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Kalamazoo	79,800	78,700	99
	Lenawee	30,800	30,300	98
	Montcalm	17,800	17,500	98
	St Joseph	21,200	20,900	99
	Washtenaw	98,900	96,600	98
<b>Station Totals</b>		<b>638,000</b>	<b>628,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>306,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>166,700</b>	

# Michigan—Lansing

## WLNS-TV

Ch. 6

(Also serves Flint & Jackson, MI)

**Network Service:** CBS.

**Licensee:** Young Broadcasting Inc., 3 East 54th St., New York, NY 10022.

**Studio:** 2820 East Saginaw, Lansing, MI 48912.

**Telephone:** 517-372-8282. **TWX:** 810-251-0805.

**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 Jolly Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

**News Services:** UPI, BNS.

**Ownership:** Young Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 1, 1950. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (*Television Digest*, Vol. 26:15). Sale to Backe approved by FCC April 26, 1984 (Vol. 24:12, 12).

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

RONALD J. KWASNICK, president.  
ROBERT E. SERRE, general sales manager.  
CARL ONKEN, chief engineer.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$1214.

**City of License:** Lansing. **ADI:** Lansing. **Rank:** 102.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Clinton	18,600	18,400	99
	Eaton	34,000	33,600	99
	Genesee	158,500	156,800	99
	Gratiot	13,700	13,500	98
	Hillsdale	14,600	14,300	98
	Ingham	98,200	96,800	99
	Ionia	16,800	16,600	99
	Jackson	51,500	50,900	99



WLNS-TV BPCT—2041 Granted 11/23/55 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Shiawassee	23,800	23,500	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Barry	16,800	16,600	99
	Branch	14,500	14,300	99
	Calhoun	51,300	50,700	99
	Livingston	35,700	35,300	99
Montcalm	17,800	17,500	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Clare	10,100	9,900	98
	Isabella	17,800	17,400	98
	Lapeer	23,700	23,400	99
	Lenawee	30,800	30,300	98
	Mecosta	12,200	11,900	98
	Newaygo	13,700	13,400	98
Saginaw	77,900	77,000	99	
Tuscola	19,100	18,800	98	
Washtenaw	98,900	96,600	98	
<b>Station Totals</b>		<b>870,000</b>	<b>857,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>403,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>210,300</b>	

# Michigan—Lansing

## WSYM-TV

Ch. 47

**Network Service:** None, independent.

**Licensee:** WTMJ Inc., 600 W. St. Joseph St., Lansing, MI 48933.

**Studio:** 600 W. St. Joseph St., Lansing, MI 48933.

**Telephone:** 517-484-7747.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"  
Longitude 84° 39' 06"

**Transmitter:** 9447 Holmes Hwy., Eaton Rapids.

**Satellite Earth Stations:** 3.9-meter C-band; 7-meter C-band; 4.6-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** WTMJ Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1982. Sale to present owner by F & S Development Group approved by FCC Nov. 9, 1984 (*Television Digest*, Vol. 24:34, 39).

**Represented (sales):** MMT Sales Inc.

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

**Personnel:**

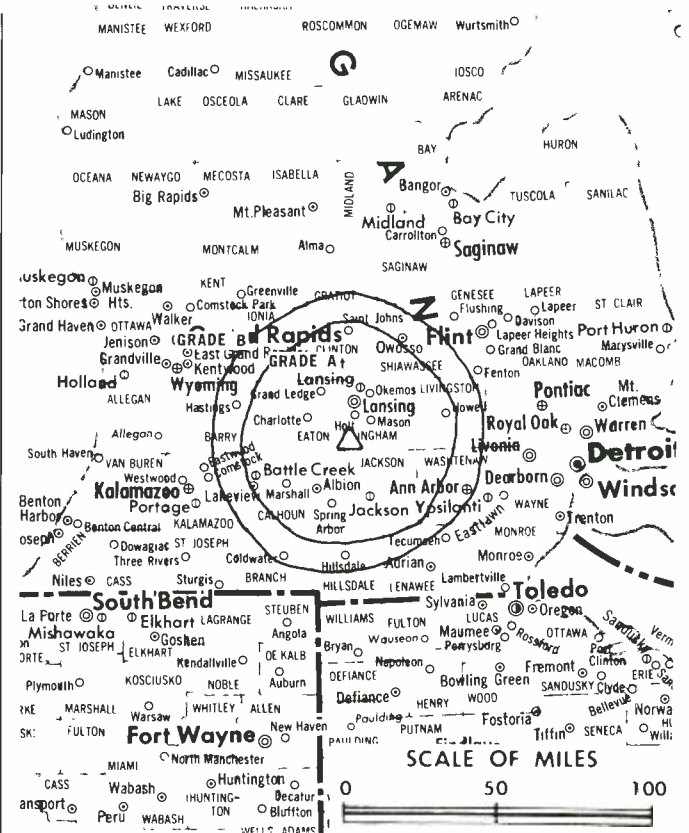
DALE PARKER, vice president & general manager.  
JOHN McCORMICK, general sales manager.  
W. B. SHIPLEY, operations manager.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Lansing. **ADI:** Lansing. **Rank:** 102.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Clinton	18,600	18,400	99
	Eaton	34,000	33,600	99
	Ingham	98,200	96,800	99
	Jackson	51,500	50,900	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Branch	14,500	14,300	99
	Calhoun	51,300	50,700	99



WSYM-TV BMPCT—821004KF Granted 10/15/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Hillsdale	14,600	14,300	98
	Ionia	16,800	16,600	99
	Shiawassee	23,800	23,500	99
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Steuben	9,900	9,700	98
	<b>MICHIGAN</b>			
	Barry	16,800	16,600	99
	Gratiot	13,700	13,500	98
	Kalamazoo	79,800	78,700	99
	Lenawee	30,800	30,300	98
Livingston	35,700	35,300	99	
Montcalm	17,800	17,500	98	
<b>Station Totals</b>		<b>527,800</b>	<b>520,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>189,700</b>
<b>Average Daily Circulation (1987)</b>				<b>78,200</b>

# Michigan—Marquette

## WLUC-TV

Ch. 6

**Network Service:** CBS, NBC.

**Licensee:** Federal Bcstg Co., 27700 Northwestern Hwy., Southfield, MI 48034.

**Studio:** U.S. Hwy. 41 & County Airport Rd.

**Mailing Address:** Box 460, Marquette, MI 49855.

**Telephone:** 906-475-4161. **TWX:** 810-278-4880.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Federal Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 23, 1956. Sale to present owner approved by FCC July 17, 1987. Sale to Gillett Group by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. with WLUK-TV, Green Bay, WI 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):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

### Personnel:

GUY O. SPITSBERG, general manager.  
JACK LaFOREST, promotion & program manager.  
BRAD VAN SLUYTERS, local sales manager.  
JAN IMRICK, national sales manager.  
JUDY RICHER, traffic manager.  
ED KEARNEY, news director.  
JOHN TRUITT, chief engineer.  
STEVE HEIKKINEN, production manager.  
CARL PELLONPAA, public service director.  
DAWN B. CRAYS, community relations director.

**Highest One Hour Rate:** \$2000.

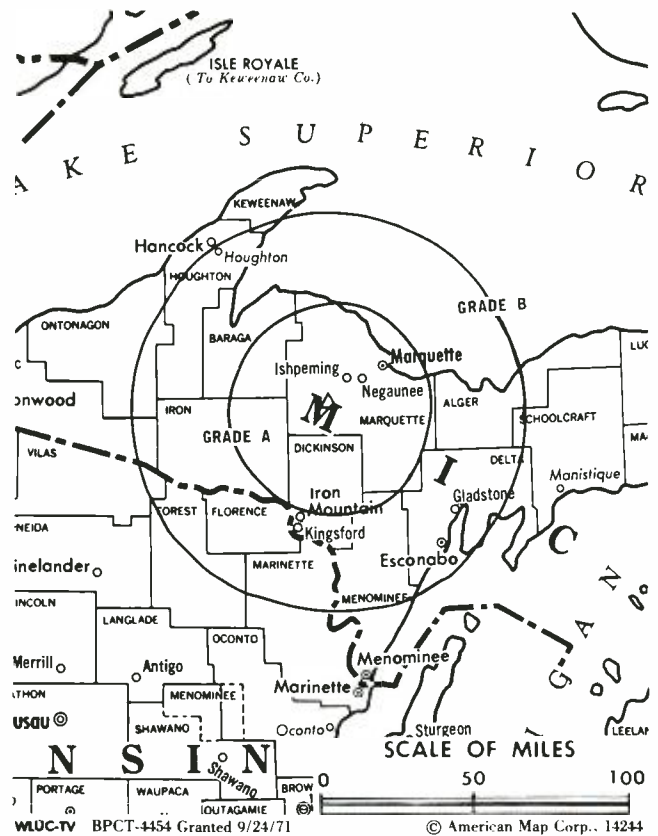
**Highest 30 Sec. Rate (July 1, 1987):** \$370.

**NETWORK BASE HOURLY RATE:** \$882.

**City of License:** Marquette. **ADI:** Marquette. **Rank:** 185.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Baraga	3,000	2,900	97
	Delta	13,900	13,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dickinson	10,200	10,000	98
	Gogebic	7,300	7,100	97
	Houghton	13,200	12,700	96
	Iron	5,600	5,500	98
	Keweenaw	700	700	100
	Marquette	25,500	25,100	99
	Ontonagon	3,400	3,300	97
	Schoolcraft	3,000	2,900	97
	<b>WISCONSIN</b>			
	Florence	1,400	1,400	100
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Luce	2,100	2,000	95
	Menominee	9,500	9,300	98
	<b>WISCONSIN</b>			
Forest	3,500	3,400	97	
Iron	2,700	2,700	100	
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Marinette	15,500	15,300	99
	Oneida	12,900	12,600	97
	Vilas	7,500	7,300	97
<b>Station Totals</b>		<b>144,100</b>	<b>140,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>92,900</b>
<b>Average Daily Circulation (1987)</b>				<b>65,100</b>

# Michigan—Muskegon

**WTLJ**

**Ch. 54**

**Network Service:** None, independent.

**Licensee:** Miami Valley Christian Television Inc., 2675 Dayton Rd., Springfield, OH 45506.

**Studio:** 2516 Glade Rd., Muskegon, MI 49444.

**Telephone:** 613-733-5454.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 4395-kw max. visual, 440-kw max. aural. Antenna: 966-ft. above av. terrain, 962-ft. above ground, 1642-ft. above sea level.

Latitude	42°	57'	25"
Longitude	85°	54'	07"

**Transmitter:** 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

**Ownership:** Non-profit corp. Vernon Wilson, chmn.; Marvin D. Sparks, pres.; Homer Speece, v.p.-secy.-treas.; Murray Ross & William Koch, dirs. MVCT is also licensee of WTJC(TV), Springfield, OH.

**Began Operation:** November 3, 1986.

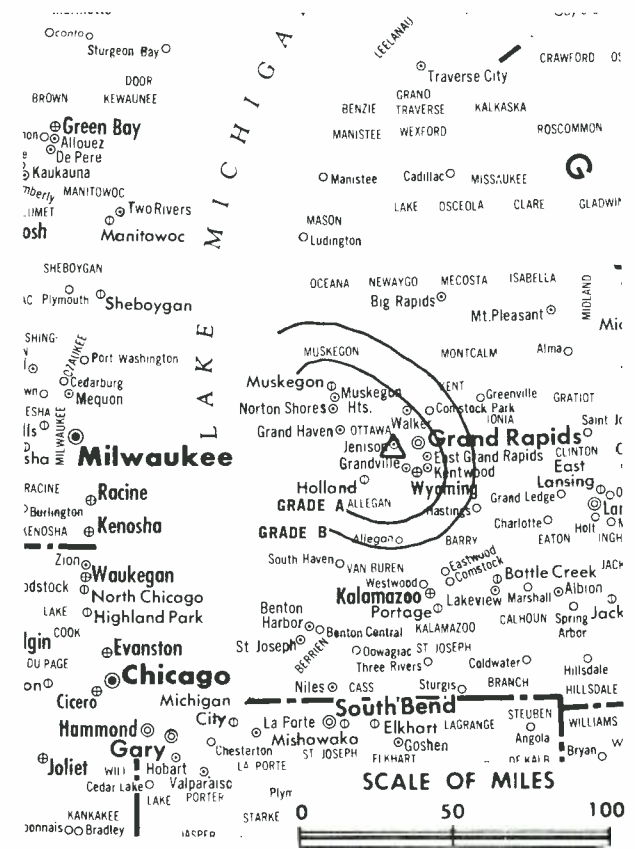
**Represented (legal):** Miller & Fields.

**Represented (engineering):** R. L. Purcell.

**Personnel:**  
MARVIN D. SPARKS, president & general manager.

**Rates:** Not available.

**Arbitron Data:** Not available.



WTLJ BNPCT-860214KE Granted 4/28/86 © American Map Corp., No. 14244

**City of License:** Muskegon. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 40.



# Michigan—Saginaw

## WAQP

Ch. 49

**Network Service:** None, independent.

**Licensee:** Tri-State Christian TV, Box 1010, Marion, IL 62959.

**Mailing Address:** Box 1198, Saginaw, MI 48606.

**Telephone:** 618-997-9333.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 1000-kw max. & 833.68-kw horizontal visual, 100-kw max. & 83.37-kw horizontal aural. Antenna: 940-ft. above av. terrain, 964-ft. above ground, 1574-ft. above sea level.

Latitude 43° 13' 18"  
Longitude 84° 03' 14"

**Transmitter:** NE of Chesaning.

**Satellite Earth Stations:** Scientific-Atlanta Ku-band; Scientific-Atlanta C-band.

**Ownership:** Tri-State Christian TV, 100%. See Group Ownership of Television Stations.

**Began Operation:** March 26, 1985.

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

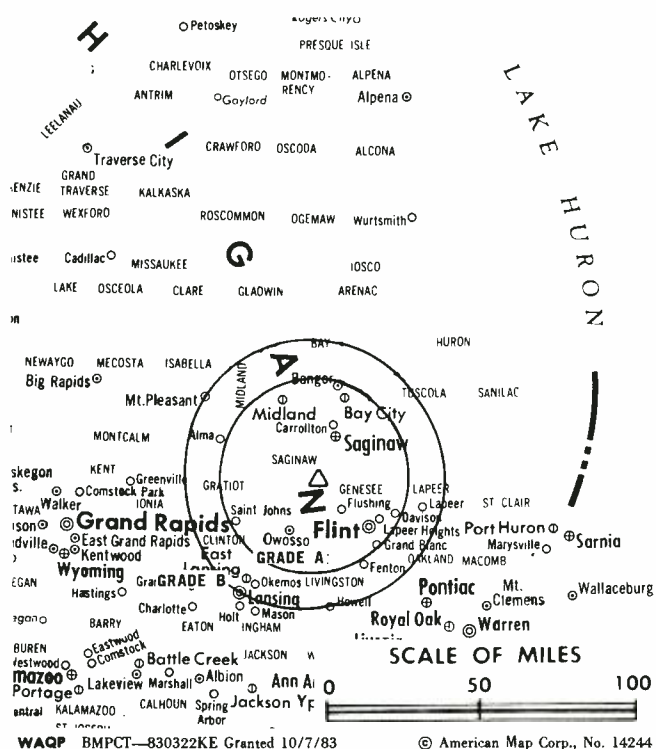
**Personnel:**

GARTH COONCE, general manager.  
KEN BIGELOW, chief engineer.

**Rates:** Not available.

**City of License:** Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 56.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN Saginaw	77,900	77,000	99
<b>Station Totals</b>		<b>77,900</b>	<b>77,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>14,400</b>
<b>Average Daily Circulation (1987)</b>				<b>6,000</b>

# Michigan—Saginaw-Flint-Bay City-Midland

## WEYI-TV

Ch. 25

**Network Service:** CBS.

**Licensee:** WEYI Associates, 2225 W. Willard Rd., Clio, MI 48420.

**Studio:** 2225 W. Willard Rd., Clio, MI 48420.

**Telephones:** 313-687-1000; 517-755-0525.

**TWX:** 810-235-1132.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2035-kw max. & 675-kw horizontal visual, 204-kw max. & 68-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 W. Willard Rd., Clio, MI.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 7-meter C-band; Harris, 9-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris receivers.

**News Service:** AP, Weather Central.

**Ownership:** Television Station Partners, 100%. See Group Ownership of Television 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):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

RALPH E. BECKER, president.  
MICHAEL FIORILE, vice president & general manager.  
MARK SONDERMAN, general sales manager.  
JON BENGTON, program manager.

**Highest One Hour Rate:** \$5000.

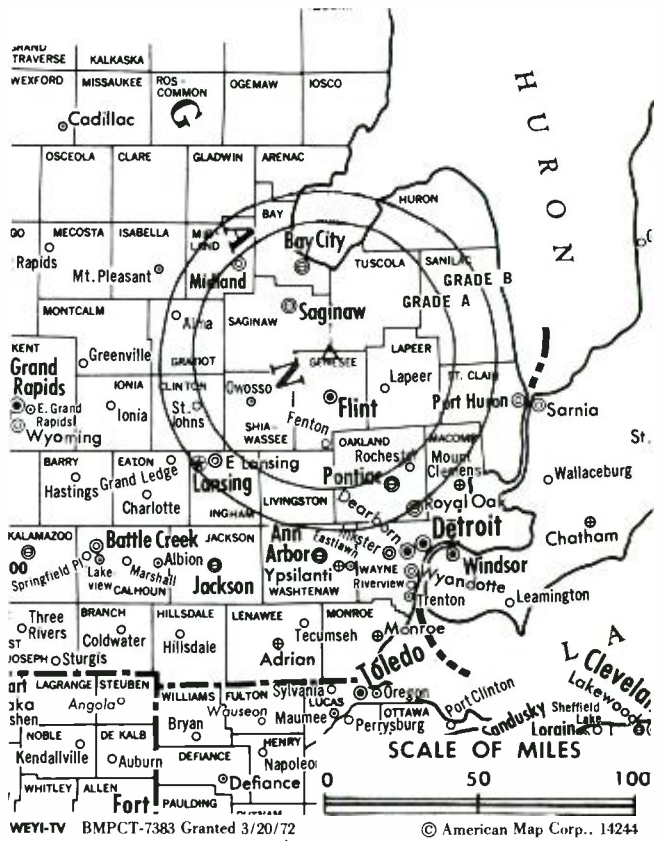
**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$569.

**City of License:** Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 56.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Arenac	5,800	5,700	98
	Bay	41,300	40,800	99
	Genesee	158,500	156,800	99
	Huron	13,300	13,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Midland	26,800	26,500	99
	Saginaw	77,900	77,000	99
	Sanilac	14,900	14,600	98
	Shiawassee	23,800	23,500	99
	Tuscola	19,100	18,800	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Gladwin	8,400	8,200	98
	Gratiot	13,700	13,500	98
	Iosco	11,400	11,200	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,200	4,000	95
	Clare	10,100	9,900	98
	Clinton	18,600	18,400	99
	Isabella	17,800	17,400	98
	Livingston	35,700	35,300	99
Ogemaw	6,900	6,700	98	
<b>Station Totals</b>		<b>531,900</b>	<b>524,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>305,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>146,500</b>	

# Michigan—Sault Ste. Marie

## WGTO

Ch. 8

(Satellite of WGTU, Traverse City, MI)

**Network Service:** ABC.

**Licensee:** Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

**Studio:** 201 E. Front St., Traverse City, MI 49684.

**Telephone:** 616-946-2900. **TWX:** 810-291-1972.

**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.

**Satellite Earth Stations:** In operation; Scientific-Atlanta receivers.

**Ownership:** Michigan Center Broadcasting, 100%. See Adams Communications Corp. in Group Ownership of Television Stations.

**Began Operation:** October 29, 1976.

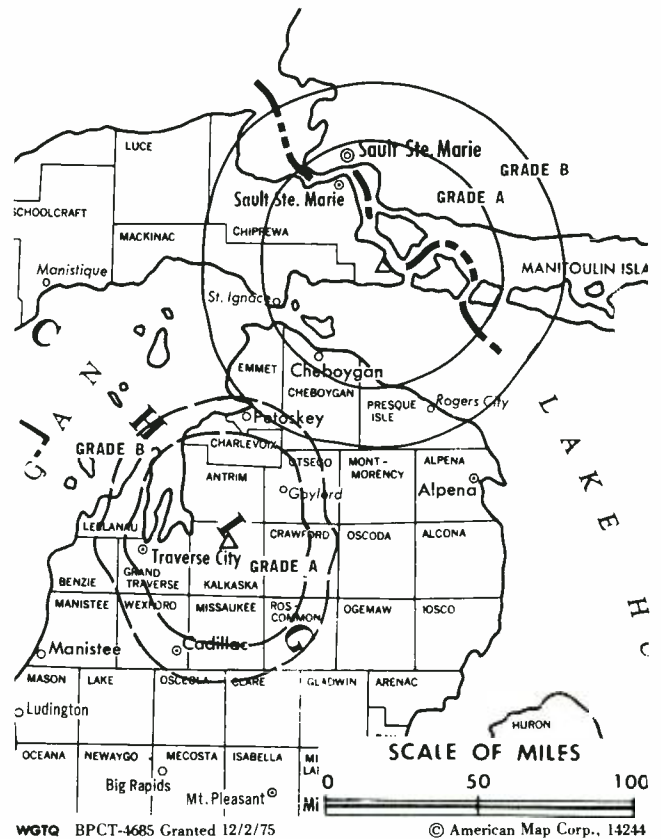
**Represented (sales):** Seltel Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:** See WGTU, Traverse City, MI.

**Rates:** Sold in combination with WGTU, Traverse City, MI.

**Arbitron Data:** Included with WGTU, Traverse City, MI.



**City of License:** Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 139.

# Michigan—Sault Ste. Marie

## WWUP-TV

Ch. 10

(Satellite of WWTW, Cadillac, MI)

**Network Service:** CBS.

**Licensee:** Wilson Communications Inc., Box 627, Cadillac, MI 49601.

**Studio:** Box 627, Cadillac, MI 49601.

**Telephone:** 616-775-3478.

**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"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1214-ft. above av. terrain, 1094-ft. above ground, 1844-ft. above sea level. BPCT-860926KG.

**Transmitter:** Goetzville, MI.

**Satellite Earth Stations:** In operation, Ku-band.

**News Services:** AP, UPI, CBS.

**Ownership:** Ralph C. Wilson Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 15, 1962.

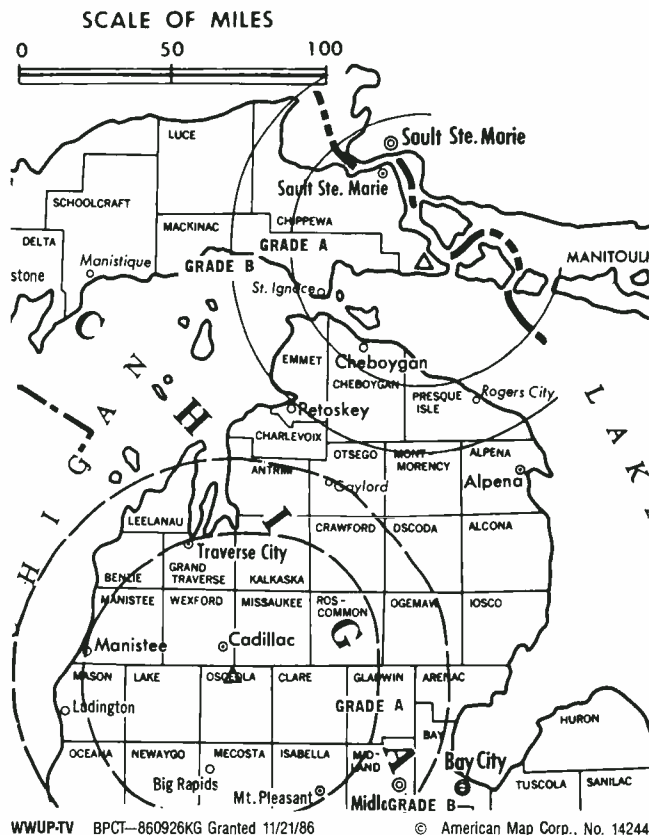
**Represented (sales):** Blair Television.

**Represented (legal):** Leventhal, Senter & Lerman.

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

**Personnel:** See WWTW, Cadillac, MI.

**Rates:** Sold as one rate with WWTW, Cadillac, MI.



**NETWORK BASE HOURLY RATE:** Bonus to WWTW, Cadillac, MI.

**Arbitron Data:** Included with WWTW, Cadillac, MI.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 94,000.

**City of License:** Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 139.

# Michigan—Traverse City

**WGTV**

**Ch. 29**

(Operates satellite **WGTV**, Sault Ste. Marie, MI)

**Network Service:** ABC.

**Licensee:** Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

**Studio:** 201 E. Front St., Traverse City, MI 49684.

**Telephone:** 616-946-2900. **TWX:** 810-291-1972.

**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-mi. E of Kalkaska on Hangi Rd., Excelsior Twp.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, Avantek receivers.

**Ownership:** Michigan Center Broadcasting, 100%. See Adams Communications Corp. in Group Ownership of Television Stations.

**Began Operation:** August 23, 1971. Sale to present owner approved by FCC May 21, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

MICHAEL KHOURI, president & general manager.  
GARY HLAVACEK, general sales manager.  
NANCY SUNDSTROM, program director.  
DEXTER B. MERRY, engineering manager.  
RONALD R. STARK, coordinator, operations/satellite.

**Rates:** On request.

**Arbitron Data:** Figures include **WGTV**, Sault Ste. Marie, MI.

**City of License:** Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 139.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,400	6,300	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,500	97
	Crawford	3,700	3,600	97
	Emmet	9,000	8,700	97
	Grand Traverse	21,800	21,300	98
	Kalkaska	4,900	4,800	98
	Leelanau	5,700	5,600	98
Mackinac	3,700	3,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Missaukee	3,800	3,700	97
	Montmorency	3,200	3,100	97
	Oscoda	2,900	2,800	96
	Otsego	5,600	5,500	98
	Presque Isle	5,200	5,000	96
	Roscommon	7,900	7,800	99
	Wexford	10,000	9,800	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Benzie	4,500	4,400	98
	Luce	2,100	2,000	95
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,200	4,000	95
	Alpena	11,400	10,900	96
	Mason	10,400	10,000	96
	Ogemaw	6,900	6,700	98
	Osceola	7,400	7,200	97
<b>Station Totals</b>		<b>175,800</b>	<b>170,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>98,100</b>
<b>Average Daily Circulation (1987)</b>				<b>56,100</b>

# Michigan—Traverse City-Cadillac

## WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

**Network Service:** NBC.

**Licensee:** Beam Communications Corp., M72 West, Box 546, Traverse City, MI 49685-0546.

**Studio:** 3-mi. W of center of Traverse City, MI 49684.

**Mailing Address:** Box 546, Traverse City, MI 49685-0546.

**Telephone:** 616-947-7770.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Roscor, 2.4-meter mobile Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Com receivers.

**News Services:** Accu-Weather, CNN Headline News, NBC, Sun World Satellite News.

**Ownership:** Beam Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 13, 1954. Sale to present owner by U.S. Tobacco Co. approved by FCC Sept. 18, 1985 (*Television Digest*, Vol. 25:33). Sale by Les Biederman, et al., approved by FCC Sept. 12, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

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

**Personnel:**

PETER S. GOOD, vice president & general manager.  
LEON BUSH, chief engineer.

**Highest 30 Sec. Rate:** \$650.

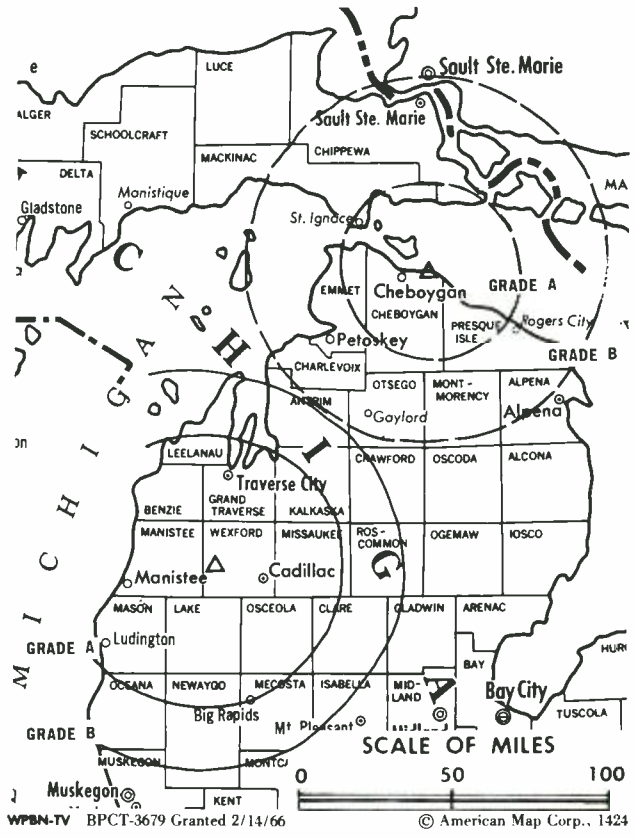
**NETWORK BASE HOURLY RATE:** \$800.

**Arbitron Data:** Figures include WTOM-TV, Cheboygan, MI.

**City of License:** Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 139.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,400	6,300	98
	Benzie	4,500	4,400	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,500	97
	Crawford	3,700	3,600	97
	Emmet	9,000	8,700	97
	Grand Traverse	21,800	21,300	98
	Kalkaska	4,900	4,800	98
Lake	3,500	3,400	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Leelanau	5,700	5,600	98
	Mackinac	3,700	3,600	97
	Manistee	9,300	9,100	98
	Mason	10,400	10,000	96
	Mecosta	12,200	11,900	98
	Missaukee	3,800	3,700	97
	Montmorency	3,200	3,100	97
	Oceana	8,000	7,700	96
	Osceola	7,400	7,200	97
	Oscoda	2,900	2,800	96
	Otsego	5,600	5,500	98
	Presque Isle	5,200	5,000	96
	Roscommon	7,900	7,800	99
Wexford	10,000	9,800	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Alcona	4,200	4,000	95
	Alpena	11,400	10,900	96
	Clare	10,100	9,900	98
Luce	2,100	2,000	95	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Gladwin	8,400	8,200	98
	Isabella	17,800	17,400	98
	Newaygo	13,700	13,400	98
	Ogemaw	6,900	6,700	98
Schoolcraft	3,000	2,900	97	
<b>Station Totals</b>		<b>252,500</b>	<b>245,700</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>172,200</b>
<b>Average Daily Circulation (1987)</b>				<b>108,000</b>

**Michigan**

**WKBD-TV , Detroit  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
	Alcona	4,200	4,000	95	
	Alger	3,200	3,100	97	
	Antrim	6,400	6,300	98	
	Chippewa	9,800	9,500	97	
	Clare	10,100	9,900	98	
	Clinton	18,600	18,400	99	
	Crawford	3,700	3,600	97	
	Eaton	34,000	33,600	99	
	Gratiot	13,700	13,500	98	
	Hillsdale	14,600	14,300	98	
	Ionia	16,800	16,600	99	
	Iron	5,600	5,500	98	
	Isabella	17,800	17,400	98	
	Kent	170,500	167,700	98	
	Leelanau	5,700	5,600	98	
	Mackinac	3,700	3,600	97	
	Menominee	9,500	9,300	98	
	Montcalm	17,800	17,500	98	
	Ottawa	56,300	55,500	98	
	Saginaw	77,900	77,000	99	
	St Joseph	21,200	20,900	99	
	Tuscola	19,100	18,800	98	
	<b>OHIO</b>				
	Fulton	13,900	13,600	98	
	Henry	10,300	10,200	99	
	Huron	20,300	20,000	99	
	Ottawa	15,100	14,900	99	

**WKBD-TV , Detroit  
(Arbitron Data Continued)**

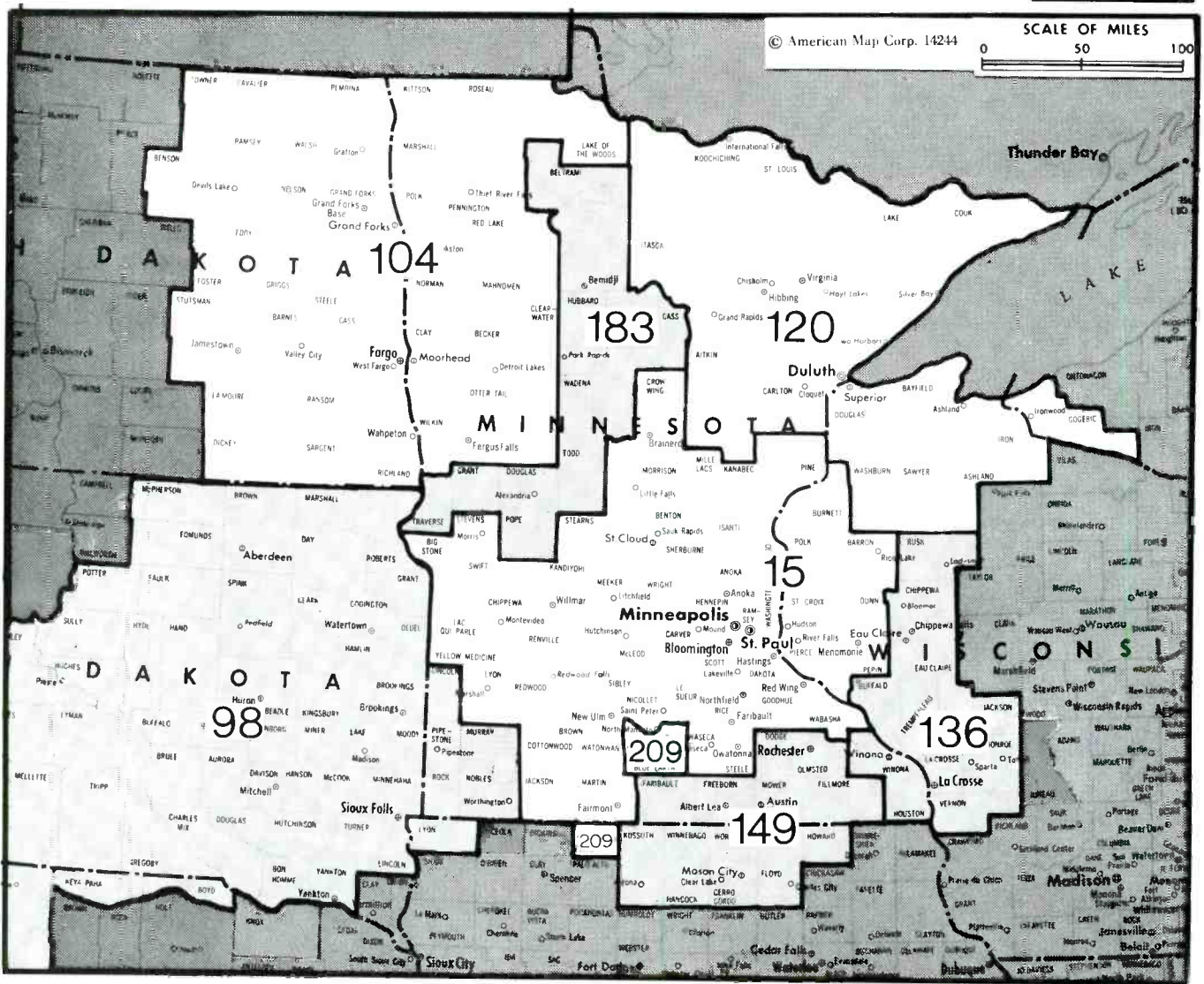
Net Weekly Circulation	State County	Total Households	TV Households Households	%
	Seneca	21,500	21,200	99
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Iron	2,700	2,700	100
	Marinette	15,500	15,300	99

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN.....	1,199,800	15	KARE (11), KITN (29), KMSP-TV (9), KRWF (43), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4)
Sioux Falls-Mitchell, SD.....	218,100	98	KABY-TV (9), KDLO-TV(3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW(17)
Fargo, ND.....	212,900	104	KBRR (10), KNRR (12), KTHI-TV (11),KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI.....	173,000	120	KBJR-TV (6), KDLH-TV(3), WOIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI.....	154,200	136	WEAU-TV (13), WKBT (8),WLAX-TV (25), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN.....	141,900	149	KAAL(6), KIMT (3), KTTC (10), KXLT (47)
Alexandria, MN.....	58,500	183	KCMT (7), KNMT (12), KSAX (42)
Mankato, MN.....	23,300	209	KEYC-TV (12)

KIMT, Austin.....	See Mason City, IA
KTTC, Austin.....	See Rochester, MN
KXLI, Minneapolis.....	See St. Cloud, MN
KVRR, Moorhead.....	See Fargo, ND
KAAL, Rochester.....	See Austin, MN
KIMT, Rochester.....	See Mason City, IA
KSTP-TV, St. Paul.....	See Minneapolis MN

### Minnesota Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	14	6	20
Educational Television Stations	4	2	6
	18	8	26



# Minnesota—Alexandria

**KCMT**

**Ch. 7**

(Affiliated with KNMT, Walker, MN)

**Network Service:** CBS.

**Licensee:** Central Minnesota Television Co., 720 Hawthorne St., Alexandria, MN 56308.

**Studio:** 720 Hawthorne St., Alexandria, MN 56308.

**Telephone:** 612-763-5166. **TWX:** 910-578-0003.

**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, MN.

**Satellite Earth Stations:** Harris, 6-meter; Harris, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Central Minnesota Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 8, 1958.

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc. (regional).

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

BRUCE E. BARNES, president.  
GLENN W. FLINT, vice president & general manager.  
CARL IVERSON, chief engineer.  
JOHN GINTHER, sales manager.

**Highest One Hour Rate:** \$2600.

**Highest 30 Sec. Rate:** \$500.

**Combination Rates:** KCMT, Alexandria & KNMT, Walker, MN.

**NETWORK BASE HOURLY RATE:** \$980.

**City of License:** Alexandria. **ADI:** Alexandria, MN. **Rank:** 183.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Douglas	11,400	11,200	98
	Grant	2,700	2,700	100
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Meeker	7,700	7,600	99
	Morrison	10,300	10,100	98
	Otter Tail	19,900	19,500	98
	Pope	4,600	4,500	98
	Stearns	35,800	35,300	98
	Stevens	3,800	3,700	97
Swift	4,700	4,600	98	



KCMT BPCT-2398 Granted 12/5/57 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Todd	9,400	9,100	97
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
	Yellow Medicine	4,700	4,500	96
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Benton	9,500	9,400	99
	Cass	8,400	8,000	96
	Chippewa	5,600	5,500	98
	Crow Wing	17,100	16,700	98
Hubbard	5,800	5,500	96	
<b>SOUTH DAKOTA</b>	Grant	3,400	3,300	97
	<b>Between 5-24%</b>	<b>MINNESOTA</b>		
Aitkin		5,400	5,300	98
Becker		11,100	10,900	98
Lincoln		3,000	2,900	97
Lyon		9,000	8,800	98
Mille Lacs		7,200	7,100	99
Renville		7,400	7,200	97
<b>SOUTH DAKOTA</b>				
Deuel	1,900	1,900	100	
Roberts	3,900	3,800	97	
<b>Station Totals</b>		<b>241,300</b>	<b>236,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>131,800</b>
<b>Average Daily Circulation (1987)</b>				<b>78,900</b>

# Minnesota—Alexandria

## KSAX

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

**Network Service:** ABC.

**Office:** KSAX-TV Inc., 3415 University Ave. W, St. Paul, MN 55114-2099.

**Studio:** 3415 University Ave., St. Paul, MN 55114-2099.

**Telephone:** 612-642-4200.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 1850-kw max. visual, 185-kw max. aural. Antenna: 1170-ft. above av. terrain, 1183-ft. above ground, 2523-ft. above sea level.

Latitude 45° 41' 30"  
Longitude 95° 11' 15"

Holds CP for change to 2770-kw max. visual, 277-kw max. aural, 1176-ft. above av. terrain, 1164-ft. above ground, 2521-ft. above sea level; lat. 45° 41' 59", long. 95° 10' 36", transmitter E side of Rte. 33, approx. 0.6-mi. S of intersection with Rte. 28. BMPCT-870305K0.

**Transmitter:** Approx. 1-mi. S of intersection of Hwys. 28 & 33, Westport.

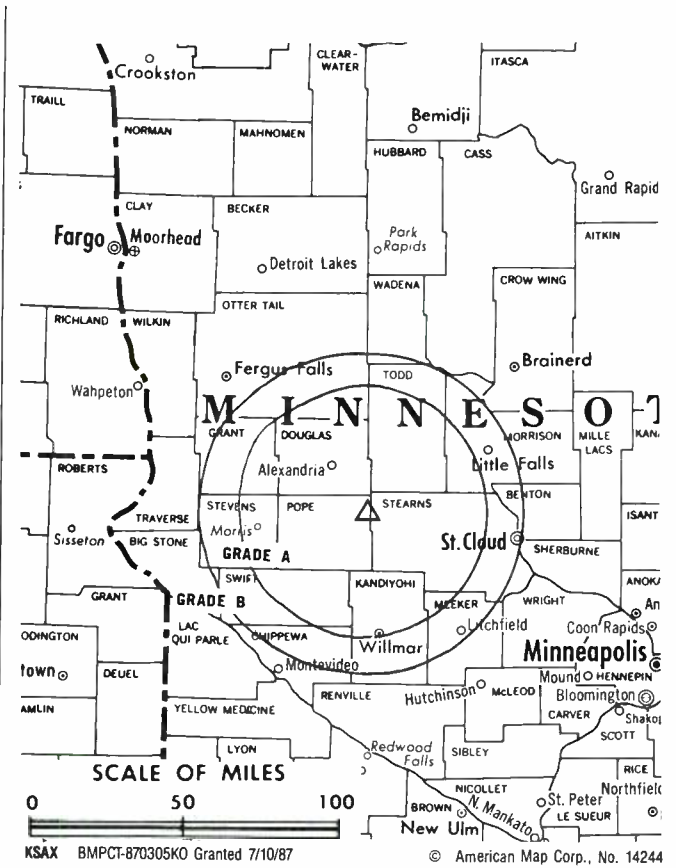
**Ownership:** Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 15, 1987.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.



### Personnel:

MIKE BURGESS, station manager & national/local sales manager.  
PHIL FRYE, chief engineer.  
DONNA CORLE, traffic manager.

**Rates:** On request. **ADI:** Alexandria, MN. **Rank:** 183.

# Minnesota—Austin

**KAAL**

Ch. 6

**Network Service:** ABC.

**Licensee:** MDM Bcstg. Inc., 212 E. Liberty St., Wooster, OH 44691.

**Studio:** 1701 10th Place NE, Austin, MN 55912.

**Telephone:** 507-433-8836.

**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, MN.

**Satellite Earth Stations:** Andrew & Miralite; Pinzone, AvanteK receivers.

**News Services:** AP, ABC.

**Ownership:** The Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 27, 1953. Sale to present owner by News Press & Gazette Co. approved by FCC Dec. 13, 1985 (Television Digest, Vol. 25:44). Sale to News Press & Gazette by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958 (Vol. 13:6).

**Represented (sales):** Blair Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

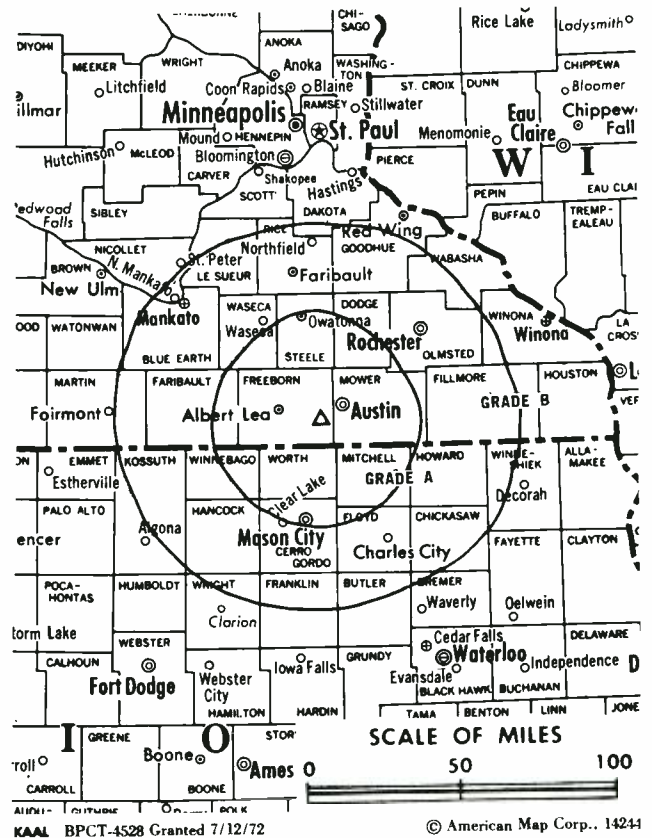
- CLARK CIPRA, general manager.
- JOHN SAMPSON, general sales manager.
- JERALD JONES, vice president, engineering.
- JANET ANDERSON, program director.
- GREG GRIMLEY, production manager.
- DENNIS FISHER, news director.
- GREGG GAFFNEY, assistant chief engineer.
- LORA LEE BAUER, data processing manager.

**Rates:** On request.

**City of License:** Austin. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 149.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	19,600	19,400	99
	Floyd	7,300	7,200	99
	Hancock	5,600	5,500	98
	Howard	4,200	4,100	98
	Kossuth	8,200	8,100	99
	Mitchell	4,600	4,500	98
	Winnebago	5,300	5,200	98
	Worth	3,600	3,600	100
	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,400	13,300	99
Mower	15,000	14,900	99	
Olmsted	35,800	35,500	99	
Steele	11,000	10,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Waseca	6,900	6,800	99
	<b>IOWA</b>			
	Emmet	5,100	5,000	98
	Franklin	5,300	5,300	100
	Wright	6,400	6,300	98
	<b>MINNESOTA</b>			
	Blue Earth	18,500	18,200	98
	Martin	9,700	9,600	99
	Nicollet	9,400	9,300	99
	<b>IOWA</b>			
	Buchanan	8,300	8,200	99
	Butler	6,600	6,500	98
	Chickasaw	5,600	5,500	98
	Humboldt	5,200	5,100	98
Palo Alto	4,800	4,700	98	
Winneshiek	7,800	7,700	99	
<b>MINNESOTA</b>				
Brown	10,200	10,000	98	
Houston	6,400	6,300	98	
Rice	15,800	15,600	99	
Wabasha	7,400	7,300	99	
Watonwan	4,700	4,600	98	
Winona	16,000	15,700	98	
<b>WISCONSIN</b>				
Buffalo	5,400	5,300	98	
La Crosse	34,700	34,200	99	
Pepin	2,800	2,700	96	
<b>Station Totals</b>		<b>357,400</b>	<b>352,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>164,200</b>
<b>Average Daily Circulation (1987)</b>				<b>89,200</b>

# Minnesota—Duluth-Superior, Wisconsin

## KBJR-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

**Studio:** 230 E. Superior St., Duluth, MN 55802.

**Telephone:** 218-727-8484. **TWX:** 910-561-2490.

**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.

**Satellite Earth Stations:** Harris, 3-meter Ku-band; Harris, 6-meter Ku-band; Vertex, 4.5-meter Ku-band; Paracclipse, 3.6-meter C-band; Harris, M/A-Com receivers.

**News Services:** UPI, NBC.

**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, 2%; Thomas G. Barry, 2%; Edwin M. Conrad, 1%.

**Began Operation:** February 23, 1954. Sale to present owners by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (*Television Digest*, Vol. 14:28, 30).

**Represented (sales):** Katz Television; Target Broadcast Sales (Canada).

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros & Braun.

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

### Personnel:

ROBERT J. RICH, chief executive officer & general manager.  
R. W. (RICK) PEARSON, vice president.  
JOHN RICH, general sales manager.  
DAVE JENSCH, news director.  
BOB WILMERS, engineering director.  
STEVEN J. RICH, director, promotion & programming.  
CAROL BARNES, traffic manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$800.

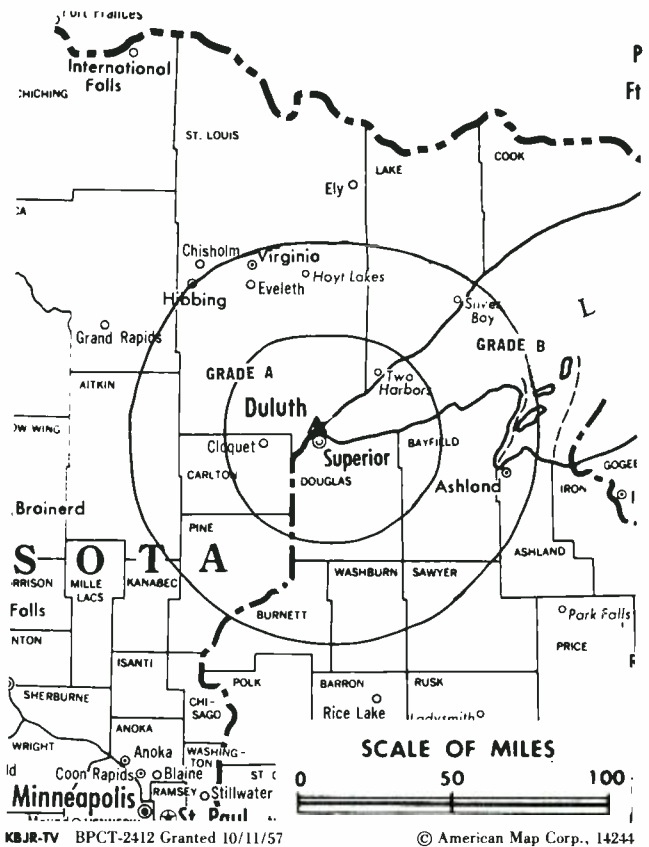
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 22,000.

**City of License:** Superior, WI. **ADI:** Duluth, MN-Superior, WI. **Rank:** 120.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Carlton	10,500	10,400	99
	Cook	1,800	1,800	100
	Itasca	16,600	16,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Koochiching	6,200	6,000	97
	Lake	4,500	4,500	100
	St Louis	81,400	80,500	99
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,600	16,400	99
	Iron	2,700	2,700	100
	Sawyer	5,400	5,200	96
	<b>Between 25-49%</b>	<b>MINNESOTA</b>		
Beltrami		11,400	10,900	96
Cass		8,400	8,000	96
Pine		7,600	7,400	97
<b>WISCONSIN</b>				
Washburn	5,700	5,600	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Gogebic	7,300	7,100	97
	<b>MINNESOTA</b>			
	Crow Wing	17,100	16,700	98
	Hubbard	5,800	5,500	96
<b>WISCONSIN</b>				
Burnett	5,400	5,200	96	
<b>Station Totals</b>		<b>231,800</b>	<b>227,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>160,200</b>
<b>Average Daily Circulation (1987)</b>				<b>104,900</b>

# Minnesota—Duluth-Superior, Wisconsin

## KDLH-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Benedek Bcstg. of Minnesota, 425 W. Superior St., Duluth, MN 55802.

**Studio:** 425 W. Superior St., Duluth, MN 55802.

**Telephone:** 218-727-8911. **TWX:** 910-561-2522.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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:** 3 Observation Rd. & 11th St.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; M/A-Com, 5-meter C-band; Harris, 3.8-meter Ku-band; Scientific-Atlanta, Microdyne receivers.

**News Services:** AP, Group W Newsfeed.

**Ownership:** A. Richard Benedek, pres.-treas., 100%; Laura Benedek, v.p.-secy. See Group Ownership of Television Stations.

**Began Operation:** March 14, 1954. Sale to present owner by Palmer Bcstg. approved by FCC May 23, 1985 (*Television Digest*, Vol. 25:24). Sale to Palmer by WGN Inc. approved Jan. 10, 1979 (Vol. 18:30). Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (Vol. 16:34, 50).

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc.; Glen-Warren Broadcast Sales (Canada).

**Represented (legal):** Crowell & Moring.

### Personnel:

JOHN LaFORGE, exec. vice president & general manager.  
JAMES J. GOLDEN, vice president & general sales manager.  
JIM CUZZO, vice president & program director.  
KEN FLANNERY, operations manager.  
GLEN CARLSON, promotion manager.  
STEVE HASSKAMP, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** (June 25, 1987) \$700.

**NETWORK BASE HOURLY RATE:** \$1060.

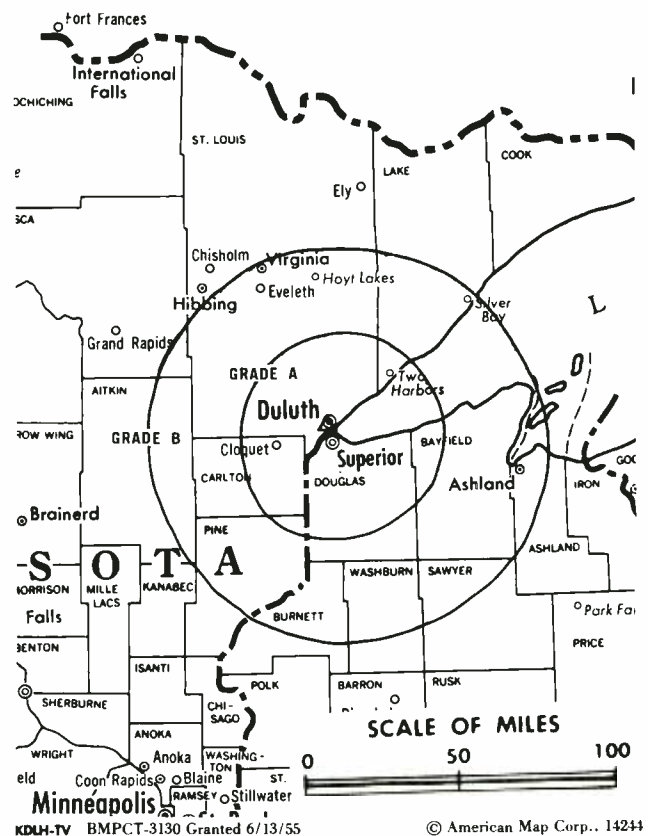
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 9,000.

**City of License:** Duluth. **ADI:** Duluth, MN-Superior, WI. **Rank:** 120.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,300	7,100	97
	MINNESOTA			
	Aitkin	5,400	5,300	98
	Carlton	10,500	10,400	99



KDLH-TV BMPCT-3130 Granted 6/13/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cook	1,800	1,800	100
	Itasca	16,600	16,300	98
	Koochiching	6,200	6,000	97
	Lake	4,500	4,500	100
	St Louis	81,400	80,500	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,600	16,400	99
	Iron	2,700	2,700	100
Sawyer	5,400	5,200	96	
Washburn	5,700	5,600	98	
Between 25-49%	MINNESOTA			
	Pine	7,600	7,400	97
Between 5-24%	MICHIGAN			
	Ontonagon	3,400	3,300	97
	MINNESOTA			
	Beltrami	11,400	10,900	96
	Cass	8,400	8,000	96
Crow Wing	17,100	16,700	98	
WISCONSIN				
Burnett	5,400	5,200	96	
<b>Station Totals</b>		<b>229,400</b>	<b>225,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>155,900</b>
<b>Average Daily Circulation (1987)</b>				<b>101,200</b>

# Minnesota—Duluth

## WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

**Network Service:** ABC.

**Licensee:** Channel 10 Inc., 10 Observation Rd., Duluth, MN 55811.

**Studio:** 10 Observation Rd., Duluth, MN 55811.

**Telephone:** 218-727-6864. **TWX:** 910-561-2539.

**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 Rd.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; 5-meter Ku-band; 5-meter C-band; Avantek receivers.

**News Service:** UPI.

**Ownership:** Harcourt Brace Jovanovich Inc., 100%. Robert L. Edgell, v.p.; Margaret Mary McQuillan, secy. Harcourt Brace Jovanovich Inc. also owns WIRT(TV), Hibbing, MN; has minority interest in several radio stations.

**Began Operation:** January 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):** Petry Television Inc.

**Represented (legal):** Cohen & Berfield.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

FRANK P. BEFERA, president & general manager.  
GEORGE COUTURE, general sales manager.  
DAVE POIRIER, program manager.  
GEORGE W. WOODY, chief engineer.  
JOEL ANDERSON, news director.  
BRUCE GIANUNZIO, film director.  
LUCY REICHERT, on-station promotion.

**Highest One Hour Rate:** \$850.

**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$850.

**Station also received in Canadian markets.**

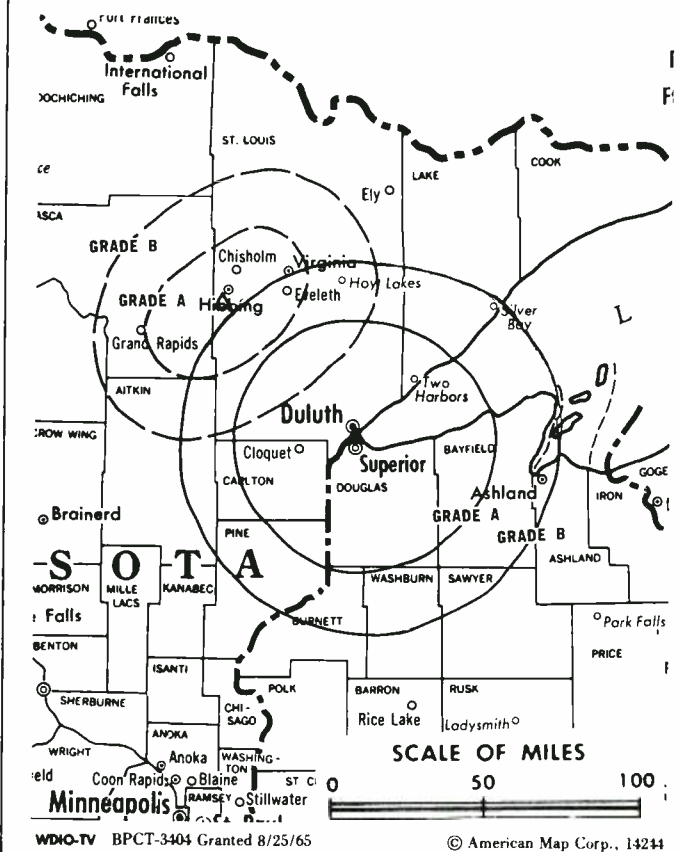
**BBM Weekly Reach (Spring 1987):** 8,000.

**Arbitron Data:** Figures include WIRT, Hibbing, MN.

**City of License:** Duluth. **ADI:** Duluth, MN-Superior, WI. **Rank:** 120.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,300	7,100	97
	MINNESOTA			
	Aitkin	5,400	5,300	98
	Carlton	10,500	10,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cook	1,800	1,800	100
	Itasca	16,600	16,300	98
	Koochiching	6,200	6,000	97
	Lake	4,500	4,500	100
	St Louis	81,400	80,500	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,600	16,400	99
	Sawyer	5,400	5,200	96
Between 25-49%	MICHIGAN			
	Ontonagon	3,400	3,300	97
	MINNESOTA			
	Beltrami	11,400	10,900	96
WISCONSIN				
	Iron	2,700	2,700	100
	Washburn	5,700	5,600	98
Between 5-24%	MINNESOTA			
	Cass	8,400	8,000	96
	Crow Wing	17,100	16,700	98
	Pine	7,600	7,400	97
	WISCONSIN			
	Burnett	5,400	5,200	96
<b>Station Totals</b>		<b>229,400</b>	<b>225,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>158,200</b>
<b>Average Daily Circulation (1987)</b>				<b>97,600</b>

# Minnesota—Hibbing

## WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

**Network Service:** ABC.

**Licensee:** Channel 10 Inc., 10 Observation Rd., Duluth, MN 55811.

**Studio:** 10 Observation Rd., Duluth, MN 55811.

**Telephone:** 218-727-6864. **TWX:** 910-561-2539.

**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.

**Ownership:** Harcourt Brace Jovanovich Inc., 100%. Robert L. Edgell, v.p.; Margaret Mary McQuillan, secy. Harcourt Brace Jovanovich Inc. owns WDIO-TV, Duluth, MN; has minority interest in several radio stations.

**Began Operation:** August 31, 1967.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Cohen & Berfield.

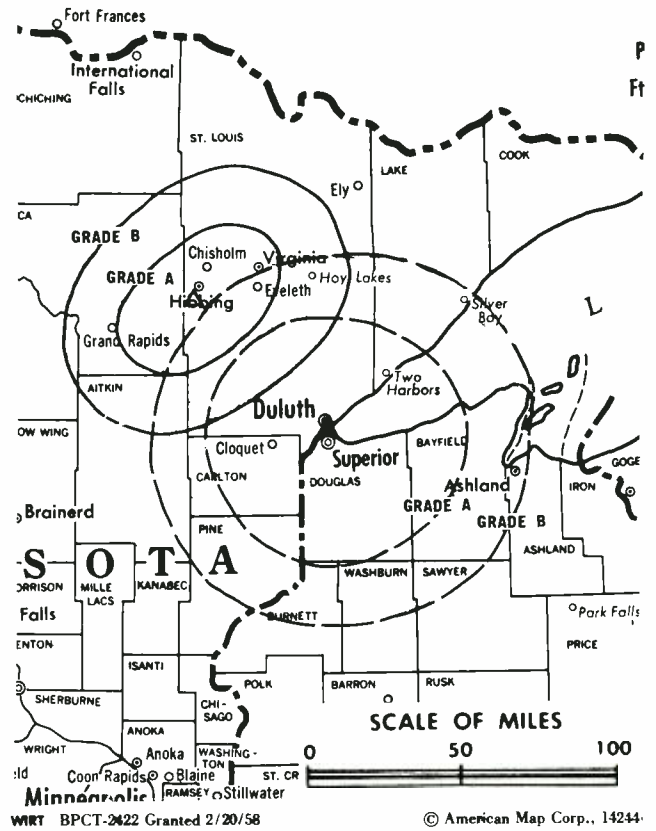
**Represented (engineering):** Smith & Powstenko.

**Personnel:** See WDIO-TV, Duluth.

**Rates:** Sold in combination with WDIO-TV, Duluth.

**NETWORK BASE HOURLY RATE:** Bonus.

**Arbitron Data:** Figures are included with parent WDIO-TV, Duluth, MN.



# Minnesota—Mankato

## KEYC-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** United Communications Corp., Box 128, Mankato, MN 56001.

**Studio:** 1570 Lookout Dr., North Mankato, MN 56001.

**Telephone:** 507-387-7905.

**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, MN.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Howard J. Brown, pres.; Eugene W. Schulte, v.p.-secy.-treas., 5%; United Communications Corp., 93%. UCC owns WWNY-TV, Carthage-Watertown, NY; Kenosha News Publishing Corp.; 81% of Attleboro Sun Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:25).

**Represented (sales):** Katz Television.

**Represented (legal):** Kirkland & Ellis.

### Personnel:

HAP HALLIGAN, v.p., general manager & national sales manager.  
ELAINE PETERSON, operations manager.  
GORDON LUNDIN, production manager.  
DAVID HOOGE, chief engineer.  
JOHN HUSAK, news director.  
LLOYD MILLER, local sales manager.

**Highest One Hour Rate:** \$600.

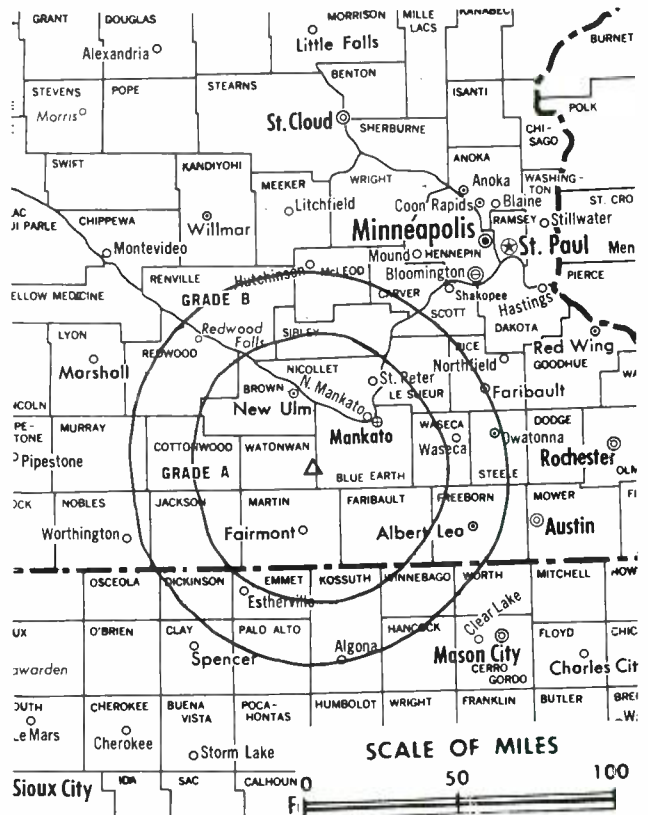
**Highest 30 Sec. Rate:** \$280.

**NETWORK BASE HOURLY RATE:** \$420.

**City of License:** Mankato. **ADI:** Mankato. **Rank:** 209.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Emmet	5,100	5,000	98
	Kossuth	8,200	8,100	99
	Palo Alto	4,800	4,700	98
	<b>MINNESOTA</b>			
	Blue Earth	18,500	18,200	98
	Cottonwood	5,200	5,000	96
	Faribault	7,400	7,300	99
	Jackson	4,900	4,800	98
	Martin	9,700	9,600	99
	Nicollet	9,400	9,300	99
	Redwood	6,700	6,500	97



KEYC-TV BPCT-2433 Granted 6/11/58

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Waseca	6,900	6,800	99	
	Watonwan	4,700	4,600	98	
Between 25-49%	<b>IOWA</b>				
	Dickinson	6,900	6,800	99	
	<b>MINNESOTA</b>				
	Brown	10,200	10,000	98	
	Freeborn	13,400	13,300	99	
	Le Sueur	8,700	8,600	99	
	Renville	7,400	7,200	97	
	Sibley	5,500	5,400	98	
	Between 5-24%	<b>IOWA</b>			
		Hancock	5,600	5,500	98
Pocahontas		4,200	4,100	98	
Winnebago		5,300	5,200	98	
<b>MINNESOTA</b>					
Lyon		9,000	8,800	98	
Murray	4,000	3,900	99		
Nobles	7,900	7,800	99		
Steele	11,000	10,900	99		
Yellow Medicine	4,700	4,500	96		
<b>Station Totals</b>		<b>195,300</b>	<b>191,900</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>				<b>95,400</b>	
<b>Average Daily Circulation (1987)</b>				<b>50,500</b>	



# Minnesota—Minneapolis-St. Paul

## KMSP-TV

Ch. 9

**Network Service:** Fox.

**Licensee:** United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

**Studio:** 6975 York Ave. S, Minneapolis, MN 55435.

**Telephone:** 612-926-9999. **TWX:** 910-576-2926.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual. Antenna: 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude 45° 03' 30"  
Longitude 93° 07' 27"

**Transmitter:** 5509 Gramsie Rd., Shoreview.

**Satellite Earth Stations:** Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 5-meter Ku-band; Microdyne, 7-meter; Scientific-Atlanta, Microdyne, Harris receivers.

**News Services:** INN, CNN.

**Ownership:** United Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 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):** Katz Television.

**Represented (legal):** Hogan & Hartson.

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

### Personnel:

EVAN THOMPSON, president.  
GARTH S. LINDSEY, vice president, finance.  
STUART SWARTZ, general manager.  
ROGER WERNER, general sales manager.  
RICH AMBROSE, national sales manager.  
STEPHANIE PETERSON, local sales manager.  
JAMES ZERWEKH, program director.  
DARRELL SCHMIDT, business manager.  
BARBARA TEELE, traffic manager.  
PENNY PARRISH, director of news.  
JOE CARNEY, director of operations.  
SUSAN ARNESSON, manager, program services.  
DAROLD ARVIDSON, director of engineering.  
PAMELA SPRINGER, promotion manager.  
LEILA LARSON, administrative assistant.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carver	14,000	13,900	99
	Chippewa	5,600	5,500	98
	Chisago	10,000	9,900	99



KMSP-TV BPC1-860116KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Cottonwood	5,200	5,000	96
	Crow Wing	17,100	16,700	98
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Douglas	11,400	11,200	98
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Hennepin	387,800	384,300	99
	Isanti	8,900	8,800	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	McLeod	11,100	11,000	99
	Martin	9,700	9,600	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Olmsted	35,800	35,500	99
	Pine	7,600	7,400	97
	Pope	4,600	4,500	98
	Ramsey	179,300	177,800	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	15,800	15,600	99
	Scott	16,300	16,200	99
	Sherburne	11,000	10,900	99
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
Steele	11,000	10,900	99	
Stevens	3,800	3,700	97	

(Continued on page A-582)

<b>Station Totals</b>	<b>1,831,100</b>	<b>1,807,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,050,100</b>
<b>Average Daily Circulation (1987)</b>			<b>492,600</b>

# Minnesota—Minneapolis-St. Paul

## KTMA-TV

Ch. 23

**Network Service:** None, independent.

**Licensee:** KTMA Acquisition Corp., 2505 Kennedy St. NE, Minneapolis, MN 55413.

**Studio:** 2505 Kennedy St. NE, Minneapolis, MN 55413-2819.

**Telephone:** 612-623-0200.

**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:** 570 Gramsie Rd., Shoreview, MN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

**Ownership:** KTMA Holdings Corp., 100%. Donald W. O'Connor, pres.

**Began Operation:** September 22, 1982. Sale to United Cable TV Corp., et al., by Buford Television approved by FCC Sept. 5, 1984. Sale to present owner approved Sept. 30, 1986 (*Television Digest*, Vol. 26:36).

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

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

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

**Personnel:**

DONALD W. O'CONNOR, president & general manager.  
LEON SERRUYS, general sales manager.

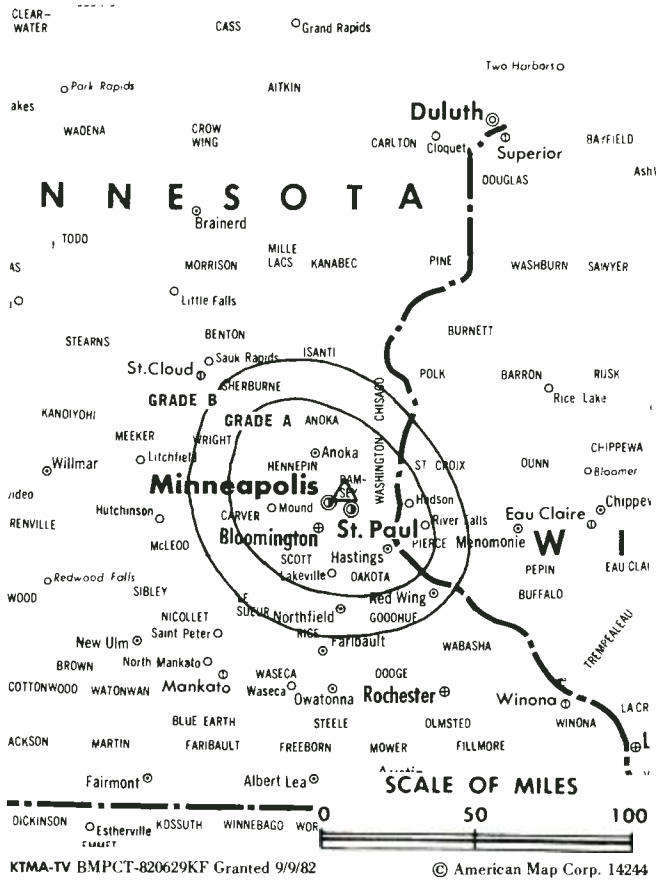
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate (July 1, 1987):** \$1500.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MINNESOTA</b>			
	Scott	16,300	16,200	99
Between 5-24%	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Carver	14,000	13,900	99
	Chisago	10,000	9,900	99
	Dakota	78,300	77,800	99
	Hennepin	387,800	384,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Isanti	8,900	8,800	99
	Kanabec	4,900	4,800	98
	Le Sueur	8,700	8,600	99
	McLeod	11,100	11,000	99
	Mille Lacs	7,200	7,100	99
	Ramsey	179,300	177,800	99
	Rice	15,800	15,600	99
	Sherburne	11,000	10,900	99
	Sibley	5,500	5,400	98
	Steele	11,000	10,900	99
	Washington	42,200	41,900	99
	Wright	21,600	21,300	99
<b>WISCONSIN</b>	Burnett	5,400	5,200	96
	Pierce	11,100	10,900	98
	Polk	13,100	12,900	98
<b>Station Totals</b>		<b>944,200</b>	<b>935,900</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>168,200</b>
<b>Average Daily Circulation (1987)</b>				<b>50,400</b>

# Minnesota—Minneapolis-St. Paul

## WCCO-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** WCCO Television Inc., WCCO Television Bldg., Minneapolis, MN 55403.

**Studio:** 90 South 11th St., Minneapolis, MN 55403.

**Telephone:** 612-339-4444. **TWX:** 910-576-3401.

**Telecopier:** 612-330-2767.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Dalsat, 4.3-meter portable Ku-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.6-meter Ku-band; Microdyne, 5-meter C-band; Harris, 3-meter C-band; Harris, Microdyne, Scientific-Atlanta, DX Engineering receivers.

**AM Affiliate:** WCCO, 50-kw, 830 kHz.

**FM Affiliate:** WLTE, 100-kw, 102.9 MHz (No. 275), 1150-ft.

**News Services:** AP, UPI.

**Ownership:** Midwest Communications Inc., 100%. See Group Ownership of Television Stations.

**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):** TeleRep Inc.

**Represented (legal):** Oppenheimer, Wolff & Donnelly; Fly, Shuebruk, Gaguine, Boros & Braun.

**Personnel:**

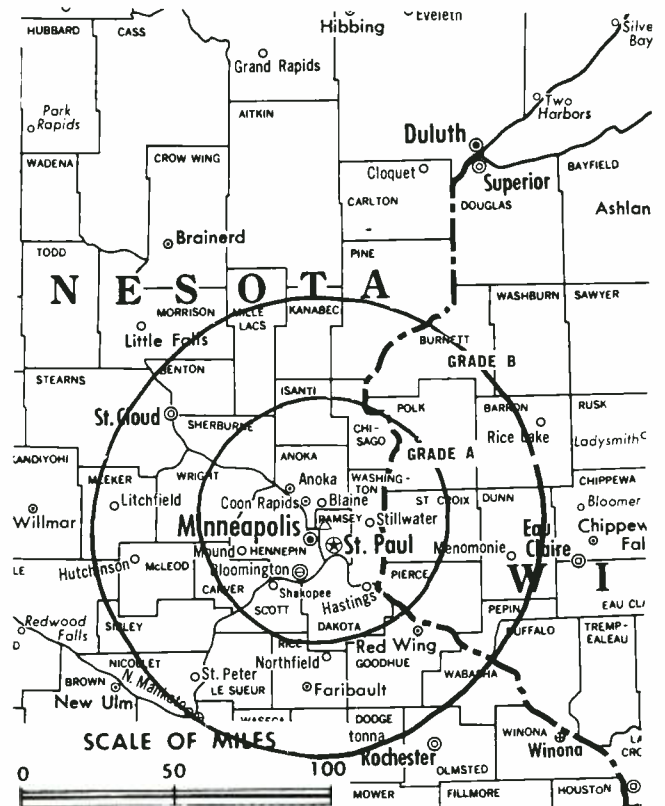
RON HANDBERG, vice president & general manager.  
ROBERT G. McGANN, director of sales & marketing.  
BETTY MAY, program manager.  
JOHN FOGLER, director of graphic design.  
REID JOHNSON, director of news.  
ANN BIRCH, director of advertising & promotion.  
KEN REES, director of creative services.  
MIKE SULLIVAN, director, public affairs, public service & special projects.  
DAVE HIGGINS, director of broadcast operations.  
BILL SANDS, engineering manager.

**Rates:** On request.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carver	14,000	13,900	99



WCCO-TV BMPCT-7126 Granted 1/8/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chippewa	5,600	5,500	98
	Chisago	10,000	9,900	99
	Cottonwood	5,200	5,000	96
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Goodhue	14,600	14,400	99
	Hennepin	387,800	384,300	99
	Isanti	8,900	8,800	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	McLeod	11,100	11,000	99
	Martin	9,700	9,600	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Olmsted	35,800	35,500	99
	Pine	7,600	7,400	97
	Ramsey	179,300	177,800	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
Rice	15,800	15,600	99	
Scott	16,300	16,200	99	
Sherburne	11,000	10,900	99	
Sibley	5,500	5,400	98	
Stearns	35,800	35,300	98	
Steele	11,000	10,900	99	
Stevens	3,800	3,700	97	
Swift	4,700	4,600	98	
Wabasha	7,400	7,300	99	
Waseca	6,900	6,800	99	

(Continued on page A-582)

<b>Station Totals</b>	<b>1,444,200</b>	<b>1,426,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,139,800</b>
<b>Average Daily Circulation (1987)</b>			<b>709,800</b>

# Minnesota—Minneapolis-St. Paul

**KITN**

**Ch. 29**

**Network Service:** None, independent.

**Licensee:** Nationwide Communications, 7325 Aspen Lane N., Brooklyn Park, MN 55428.

**Studio:** 7325 Aspen Lane N., Brooklyn Park, MN 55428.

**Telephone:** 612-424-2929.

**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.

**Satellite Earth Stations:** SatCom, 7-meter C-band; Vertex, 3.7-meter Ku-band; M/A-Com receivers.

**News Service:** CNN.

**Ownership:** Nationwide Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 6, 1982. Sale to present owner by Beverly Hills Hotel Corp. approved by FCC July 30, 1985. Previous sale by Jonathan E. Byrd, et al., approved March 20, 1984.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

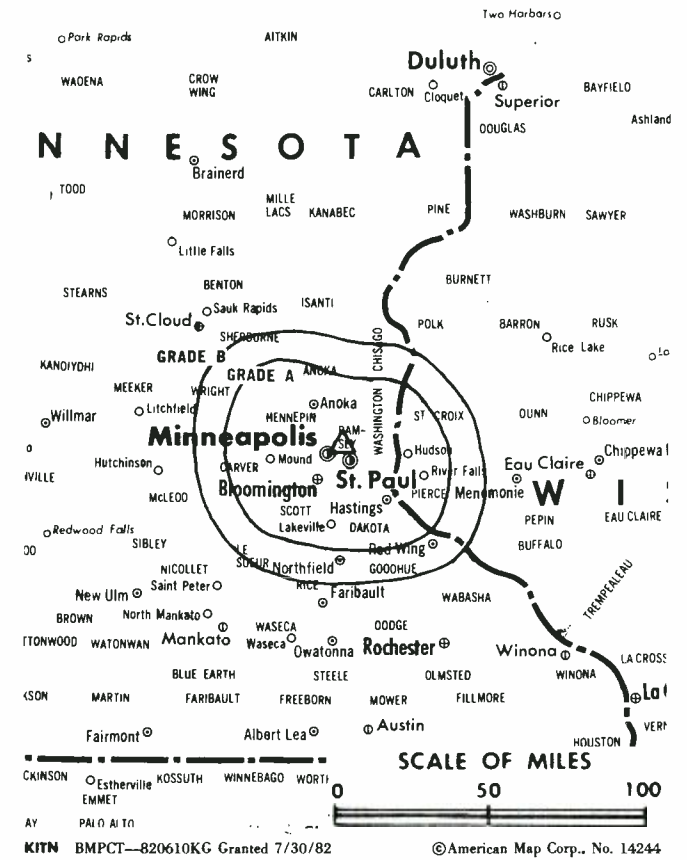
- ROBERT FRANSEN, general manager.
- MEL HOUSE, station manager.
- MARTIN SOKOLER, general sales manager.
- STUART TARAN, local sales manager.
- PHILL DUFF, production manager.

**Rates:** On request.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Dakota	78,300	77,800	99
	Ramsey	179,300	177,800	99
	Scott	16,300	16,200	99
	Sherburne	11,000	10,900	99
	Watonwan	4,700	4,600	98
<b>WISCONSIN</b>	Pierce	11,100	10,900	98
	<b>MINNESOTA</b>			
<b>Between 25-49%</b>	Carver	14,000	13,900	99
	Chisago	10,000	9,900	99
	Hennepin	387,800	384,300	99
	Isanti	8,900	8,800	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Martin	9,700	9,600	99



KITN BMPCT-820610KG Granted 7/30/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Rice	15,800	15,600	99
	Steele	11,000	10,900	99
	Washington	42,200	41,900	99
	Wright	21,600	21,300	99
	<b>WISCONSIN</b>			
	Polk	13,100	12,900	98
	St Croix	16,100	15,900	99
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Benton	9,500	9,400	99
	Blue Earth	18,500	18,200	98
	Cottonwood	5,200	5,000	96
	Goodhue	14,600	14,400	99
	Mc Leod	11,100	11,000	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Nicollet	9,400	9,300	99
	Pine	7,600	7,400	97
	Renville	7,400	7,200	97
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
	Swift	4,700	4,600	98
	Wabasha	7,400	7,300	99
	<b>WISCONSIN</b>			
	Burnett	5,400	5,200	96
Pepin	2,800	2,700	96	
<b>Station Totals</b>		<b>1,109,900</b>	<b>1,098,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>485,100</b>
<b>Average Daily Circulation (1987)</b>				<b>168,800</b>

# Minnesota—Minneapolis-St. Paul

**KARE**

Ch. 11

**Network Service:** NBC.

**Licensee:** Combined Communications Corp., 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

**Studio:** 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

**Telephone:** 612-546-1111. **TWX:** 910-576-2825.

**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' 44.0"  
Longitude 93° 08' 21.3"

**Transmitter:** 960 West County Rd. F, Shoreview, MN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Harris, 6-meter; Harris, 3-meter; Scientific-Atlanta, Harris receivers.

**News Services:** AP, UPI, Gannett News Service, Nexus.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 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 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):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

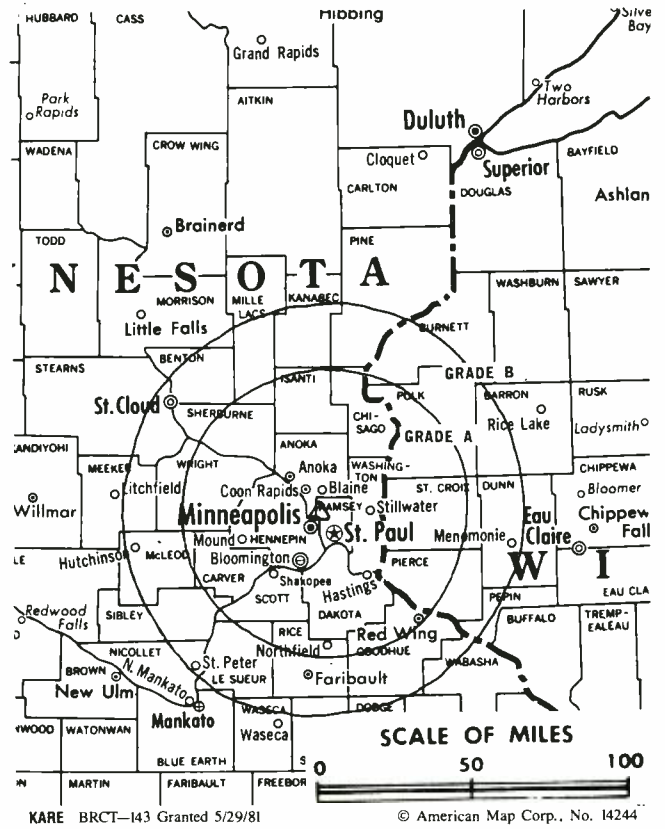
JOSEPH FRANZGROTE, president.  
ELLIOT A. BASS, vice president & general sales manager.  
ARTHUR LUDWIG, vice president & program director.  
THOMAS KIRBY, vice president, news.  
RICHARD MODIG, vice president & business manager.  
MIKE HANRAHAN, national sales manager.  
LOU MORLINO, local sales manager.  
STEVE THAXTON, vice president, advertising & promotion manager.  
H. G. (SKIP) ALDRICH, chief engineer.

**Rates:** Not available.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carver	14,000	13,900	99
	Chippewa	5,600	5,500	98
	Chisago	10,000	9,900	99
	Cottonwood	5,200	5,000	96
	Crow Wing	17,100	16,700	98
	Dakota	78,300	77,800	99
	Goodhue	14,600	14,400	99
	Hennepin	387,800	384,300	99
	Isanti	8,900	8,800	99
	Kanabec	4,900	4,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Mc Leod	11,100	11,000	99
	Martin	9,700	9,600	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Pine	7,600	7,400	97
	Ramsey	179,300	177,800	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	15,800	15,600	99
	Scott	16,300	16,200	99
	Sherburne	11,000	10,900	99
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
	Steele	11,000	10,900	99
	Swift	4,700	4,600	98
	Waseca	6,900	6,800	99
	Washington	42,200	41,900	99
	Wright	21,600	21,300	99
	Yellow Medicine	4,700	4,500	96
<b>WISCONSIN</b>				
	Barron	15,600	15,100	97
	Burnett	5,400	5,200	96
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,100	10,900	98
	Polk	13,100	12,900	98
	St Croix	16,100	15,900	99

(Continued on page A-583)

<b>Station Totals</b>	<b>1,398,400</b>	<b>1,381,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,071,000</b>	
<b>Average Daily Circulation (1987)</b>		<b>590,100</b>	

# Minnesota—St. Paul-Minneapolis

## KSTP-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** 3415 University Ave., St. Paul, MN 55114.

**Telephone:** 612-646-5555. **Telex:** 59-0244.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45"  
Longitude 93° 08' 22"

**Transmitter:** 960 W. County Rd. F, Shoreview, MN.

**Satellite Earth Stations:** Scientific-Atlanta, 11-meter; 2 Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, Andrew receivers.

**AM Affiliate:** KSTP, 50-kw, 1500 kHz.

**FM Affiliate:** KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

**News Services:** AP, UPI, ABC, Conus, Group W Newsfeed.

**Ownership:** Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 23, 1948.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

ROBERT REGALBUTO, president & general manager.  
KARL GENSHEIMER, sales director.  
THOMAS FEE, general & national sales manager.  
PAT NIEKAMP, local sales manager.  
JOHN M. DEGAN, station manager.  
LARRY PRICE, news director.  
RALPH LEE, chief engineer.  
GINNY MORRIS, promotion manager.

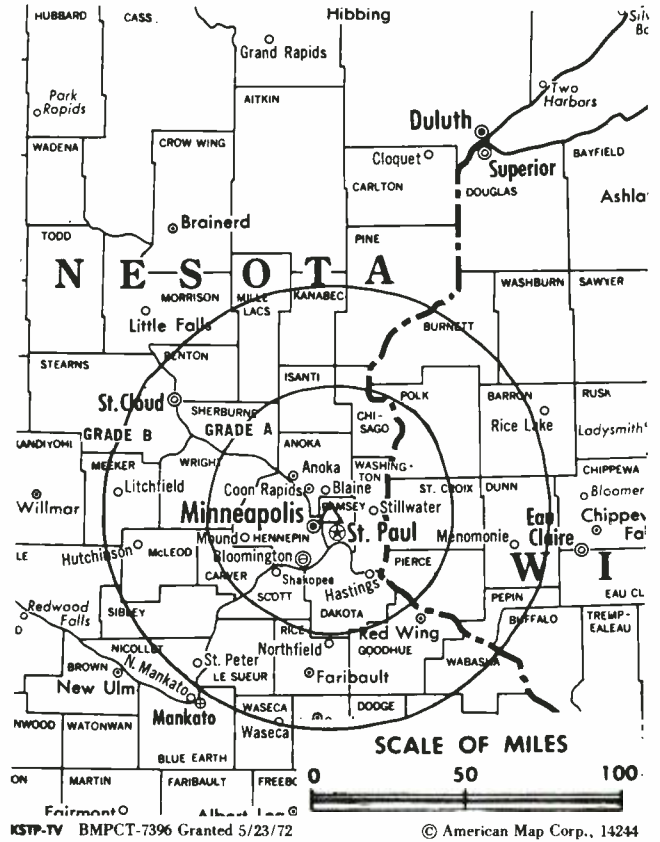
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$1800.

**City of License:** St. Paul. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carver	14,000	13,900	99
	Chippewa	5,600	5,500	98
	Chisago	10,000	9,900	99
	Cottonwood	5,200	5,000	96
	Crow Wing	17,100	16,700	98
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Douglas	11,400	11,200	98
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
Hennepin	387,800	384,300	99	
Isanti	8,900	8,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jackson	4,900	4,800	98
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,100	11,000	99
	Martin	9,700	9,600	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Pine	7,600	7,400	97
	Pope	4,600	4,500	98
	Ramsey	179,300	177,800	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	15,800	15,600	99
	Scott	16,300	16,200	99
	Sherburne	11,000	10,900	99
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
	Steele	11,000	10,900	99
	Stevens	3,800	3,700	97
	Swift	4,700	4,600	98
	Todd	9,400	9,100	97
	Wabasha	7,400	7,300	99
	Wadena	5,000	4,800	96
	Waseca	6,900	6,800	99
	Washington	42,200	41,900	99
	Watonwan	4,700	4,600	98
	Wright	21,600	21,300	99
	Yellow Medicine	4,700	4,500	96

(Continued on page A-583)

<b>Station Totals</b>	<b>1,482,200</b>	<b>1,463,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>1,139,100</b>
<b>Average Daily Circulation (1987)</b>			<b>637,400</b>

# Minnesota—Redwood Falls

**KRWF**

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

**Network Service:** ABC.

**Licensee:** KSAX-TV Inc., 3415 University Ave. W, St. Paul, MN 55114-2099.

**Studio:** 3415 University Ave. W, St. Paul, MN 55114-2009.

**Telephone:** 612-642-4200.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1220-kw max. visual, 122-kw max. aural. Antenna: 547-ft. above av. terrain, 535-ft. above ground, 1619-ft. above sea level.

Latitude 44° 29' 03"  
Longitude 95° 29' 27"

**Transmitter:** 3.6-mi. ENE of intersection of Hwys. 68 & 19.

**Ownership:** Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 14, 1987.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

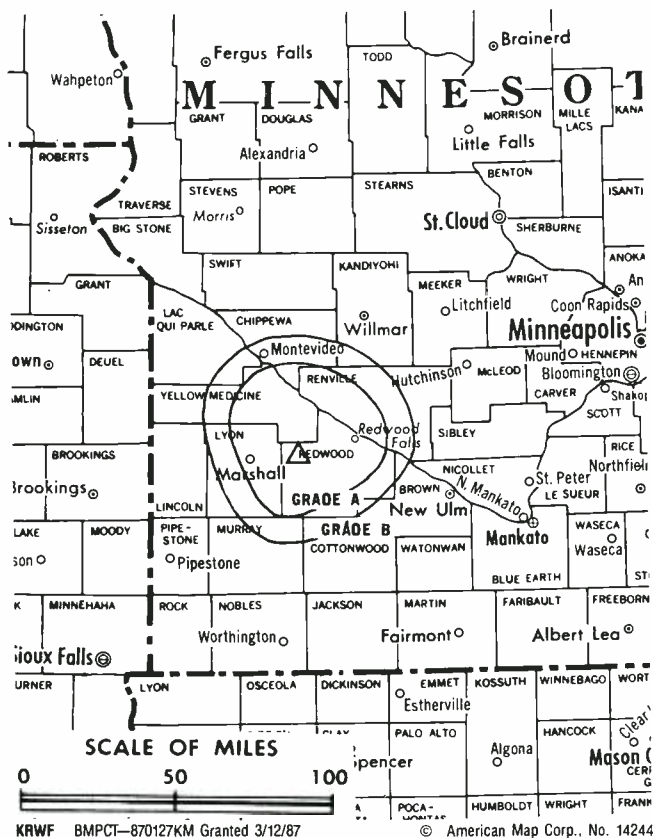
**Represented (engineering):** A. D. Ring & Assoc.

**Personnel:**

See KSTP-TV, St. Paul

**Arbitron Data:** Not available.

**City of License:** Redwood Falls. **ADI:** Minneapolis-St. Paul. **Rank:** 15.



# Minnesota—Rochester

**KTTC**

**Ch. 10**

**Network Service:** NBC.

**Licensee:** KTTC Television Inc., 601 1st Ave. SW, Rochester, MN 55902.

**Studio:** 601 1st Ave. SW, Rochester, MN 55902.

**Telephone:** 507-288-4444. **TWX:** 910-565-2477.

**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, MN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter; Harris, 3-meter; ADM, 6-meter; Channel Master, 3-meter; Harris, Gardiner, Channel Master receivers.

**News Services:** AP, NBC.

**Ownership:** Quincy Broadcasting Co., 100%. See Group Ownership of TV Stations.

**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. & Allan A. Gentling approved April 2, 1963.

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

CLARK L. WIDEMAN, vice president & general manager.  
RUSS HAMILTON, general sales manager.  
RONALD E. GRUBER, operations manager.  
C. H. SANDERS, chief engineer.

**Highest One Hour Rate:** \$550.

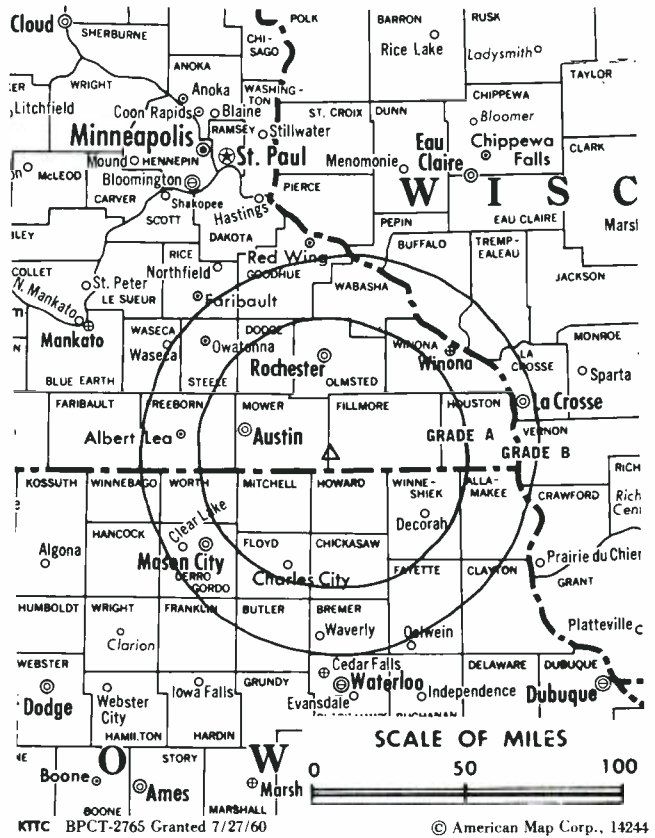
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$490.

**City of License:** Rochester. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 149.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	19,600	19,400	99
	Floyd	7,300	7,200	99
	Hancock	5,600	5,500	98
	Howard	4,200	4,100	98
	Mitchell	4,600	4,500	98
	Winnebago	5,300	5,200	98
	Winneshiek	7,800	7,700	99
	Worth	3,600	3,600	100
	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,400	13,300	99
	Houston	6,400	6,300	98
	Mower	15,000	14,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Olmsted	35,800	35,500	99
	Wabasha	7,400	7,300	99
	Winona	16,000	15,700	98
<b>Between 25-49%</b>	<b>IOWA</b>			
	Allamakee	5,600	5,500	98
	Chickasaw	5,600	5,500	98
	Franklin	5,300	5,300	100
	Kossuth	8,200	8,100	99
	<b>MINNESOTA</b>			
	Waseca	6,900	6,800	99
	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Crawford	6,100	6,000	98
La Crosse	34,700	34,200	99	
Vernon	9,900	9,600	97	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Bremer	9,200	9,100	99
	Butler	6,600	6,500	98
	Emmet	5,100	5,000	98
	Fayette	9,400	9,300	99
	Wright	6,400	6,300	98
	<b>MINNESOTA</b>			
	Blue Earth	18,500	18,200	98
	Goodhue	14,600	14,400	99
	Steele	11,000	10,900	99
<b>WISCONSIN</b>				
Jackson	6,400	6,200	97	
Pepin	2,800	2,700	96	
<b>Station Totals</b>		<b>350,500</b>	<b>345,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>184,000</b>
<b>Average Daily Circulation (1987)</b>				<b>100,100</b>



# Minnesota—Rochester

**KXLT**

**Ch. 47**

(Satellite of KXLI, St. Cloud, MN)

**Network Service:** None, independent.

**Grantee:** L.E.O. Broadcasting Inc., 800 St. Germain St., St. Cloud, MN 56301.

**Studio:** 800 St. Germain St., St. Cloud, MN 56301.

**Mailing Address:** Box 1776, St. Cloud, MN 56302.

**Telephone:** 612-252-0110.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 107.2-kw max. visual, 10.72-kw max. aural. Antenna: 341-ft. above av. terrain, 256-ft. above ground, 1496-ft. above sea level.

Latitude 44° 02' 39"  
Longitude 92° 23' 56"

**Transmitter:** 0.7-mi. SE of Haverhill.

**Ownership:** See KXLI, St. Cloud, MN.

**Began Operation:** August 10, 1987.

**Represented (legal):** Akin, Gump, Strauss, Hauer & Feld.

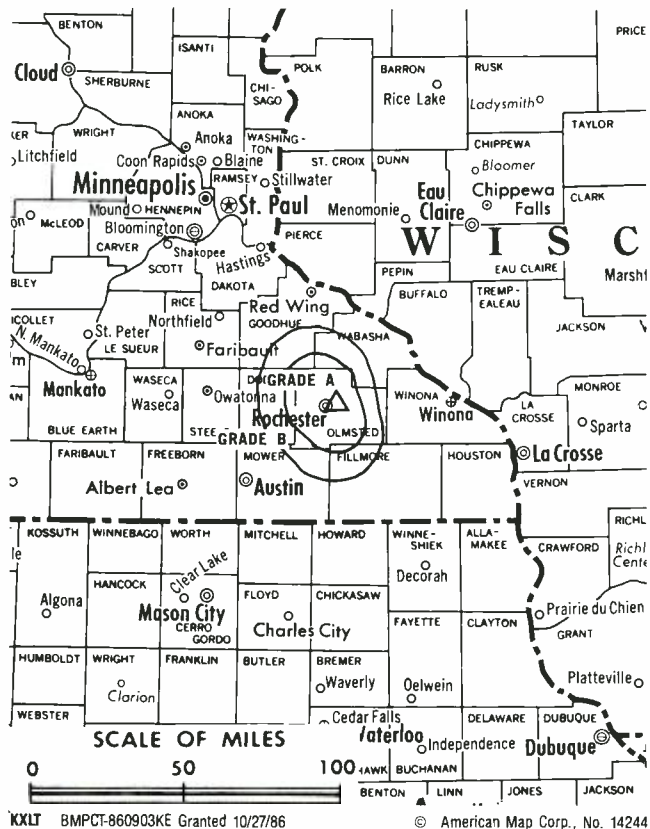
**Represented (engineering):** David L. Steel & Associates.

**Personnel:**

See KXLI, St. Cloud, MN.

**Rates:** Not available.

**City of License:** Rochester. **ADI:** Rochester, MN-Mason City, IA-Austin, MN.  
**Rank:** 149.



# Minnesota—St. Cloud

**KXLI**

**Ch. 41**

**(Operates satellite KXLT, Rochester, MN)**

**Network Service:** Fox.

**Licensee:** L.E.O. Broadcasting Inc., Box 1776, St. Cloud, MN 56302.

**Studio:** 800 St. Germain St., St. Cloud, MN 56301.

**Mailing Address:** Box 1776, St. Cloud, MN 56302.

**Telephone:** 612-252-0110.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: Circularly polarized, 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.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta, Zebra receivers.

**News Services:** AP, CNN.

**Ownership:** Dale W. Lang, pres., 40%; Ronald O. Eikens, v.p.-treas.; Richard Primuth, secy.; Richard Messina, 12.5%; Charles Russel, 12.5%; N. Walter Goins, 12%; John J. Gorra, 11%; John P. Kramer, 3%; Glen Hardyman, 3%; JEMS Partnership, 6%. JEMS ownership: Edward M. Snider, 80%; Joseph Cohen, 20%. Also owns KXLT(TV), Rochester, MN.

**Began Operation:** November 24, 1982.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Akin, Gump, Strauss, Hauer & Feld.

**Represented (engineering):** David L. Steel & Associates.

**Personnel:**

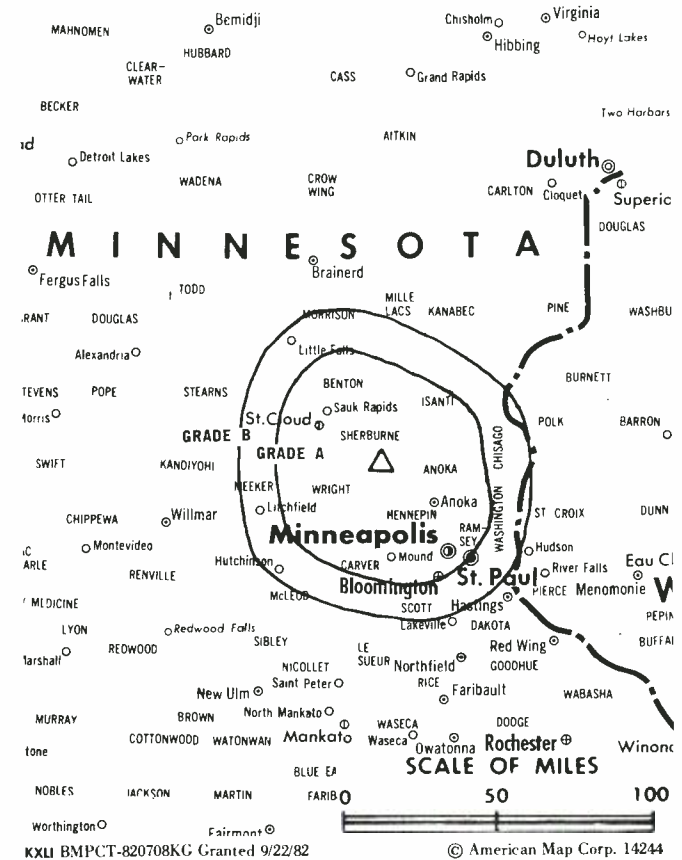
DOUG McMONAGLE, general manager.  
JOHN MUNYON, production manager.  
DIANA FUHRMAN, operations manager.

**Rates:** Not available.

**City of License:** St. Cloud. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Kanabec	4,900	4,800	98
	Sherburne	11,000	10,900	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Isanti	8,900	8,800	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Stearns	35,800	35,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Wright	21,600	21,300	99
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Carver	14,000	13,900	99
	Chisago	10,000	9,900	99
	Hennepin	387,800	384,300	99
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	McLeod	11,100	11,000	99
	Meeker	7,700	7,600	99
	Pine	7,600	7,400	97
	Ramsey	179,300	177,800	99
	Rice	15,800	15,600	99
Scott	16,300	16,200	99	
Todd	9,400	9,100	97	
Washington	42,200	41,900	99	
<b>WISCONSIN</b>				
Polk	13,100	12,900	98	
<b>Station Totals</b>		<b>917,800</b>	<b>909,000</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>128,900</b>
<b>Average Daily Circulation (1987)</b>				<b>33,800</b>

# Minnesota—Thief River Falls

**KBRR**

**Ch. 10**

(Satellite of KVRR, Fargo, ND)

**Network Service:** None, independent.

**Licensee:** Red River Broadcast Corp., 824 Main Ave., Fargo, ND 58103.

**Studio:** 4015 9th Ave., Fargo, ND 58103.

**Telephone:** 701-277-1515.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 240-kw max. visual, 24-kw max. aural. Antenna: 600-ft. above av. terrain, 604-ft. above ground, 1764-ft. above sea level.

Latitude 48° 17' 39"  
Longitude 95° 44' 25"

Holds CP for change to 130-kw max. visual, 13-kw max. aural, 554-ft. above av. terrain, 442-ft. above ground, 1499-ft. above sea level, lat. 48° 01' 19", long. 96° 22' 12", transmitter to 227-ft. NE of intersection of Hwys. 2 & 12, 1463-ft. W of St. Hilaire Mtn. BPCT-860626KE.

**Transmitter:** 0.5-mi. S of intersection of Hwys. 219 & 89, near Grygla.

**Ownership:** Red River Broadcast Corp. See Group Ownership of Television Stations.

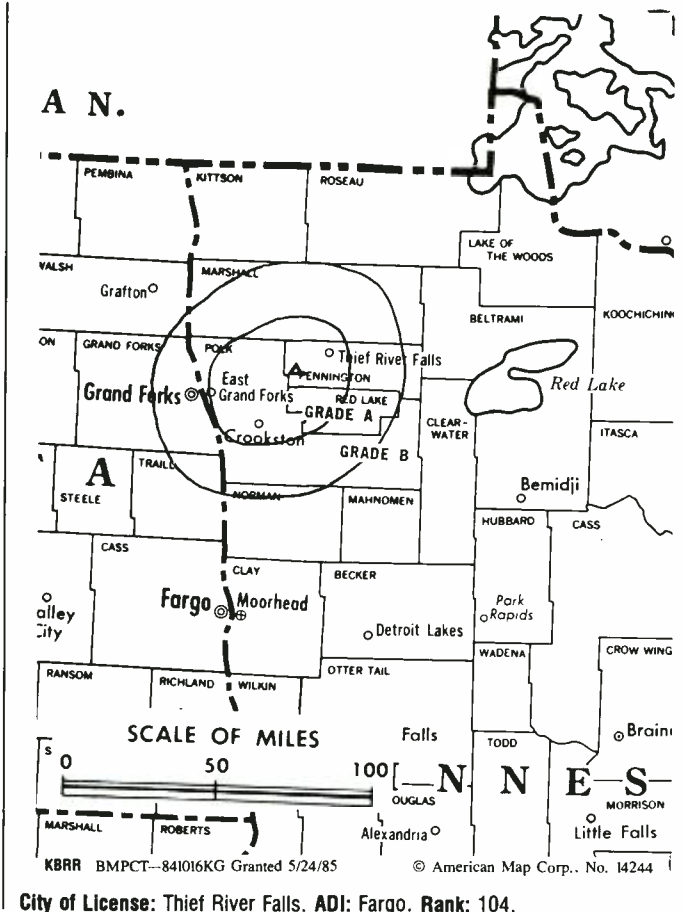
**Began Operation:** October 25, 1985.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Personnel:**  
See KVRR(TV), Fargo, ND.

**Rates:** Not available.

**Arbitron Data:** Included with KVRR, Fargo, ND



**City of License:** Thief River Falls. **ADI:** Fargo. **Rank:** 104.

# Minnesota—Walker

## KNMT

Ch. 12

(Affiliated with KCMT, Alexandria, MN)

**Network Service:** CBS.

**Licensee:** Central Minnesota TV Co., 720 Hawthorne St., Alexandria, MN 56308.

**Studio:** 3-mi. E of Hackensack, MN.

**Telephone:** 612-763-5166. **TWX:** 910-578-0003.

**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.

**Satellite Earth Stations:** In operation; Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Central Minnesota Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1964.

**Represented (sales):** Seltel Inc.; Hyett/Ramslund Inc. (regional).

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

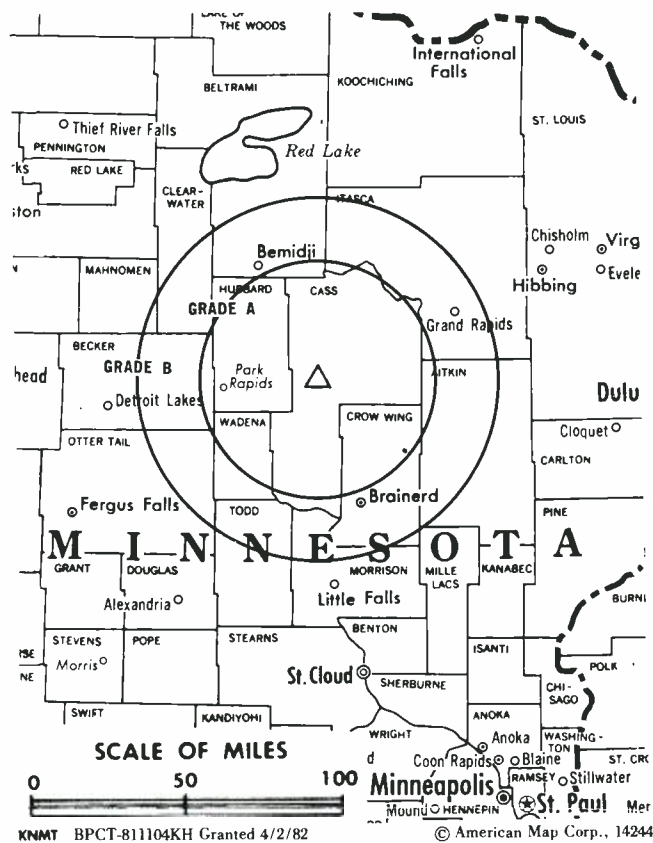
BRUCE BARNES, president.  
GLENN W. FLINT, vice president & general manager.  
JOHN GINTHER, sales manager.  
CARL IVERSON, chief engineer.

**Rates:** Sold in combination with KCMT, Alexandria, MN.

**City of License:** Walker. **ADI:** Alexandria, MN. **Rank:** 183.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Beltrami	11,400	10,900	96
	Cass	8,400	8,000	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crow Wing	17,100	16,700	98
	Hubbard	5,800	5,500	96
	Itasca	16,600	16,300	98
Between 25-49%	MINNESOTA			
	Aitkin	5,400	5,300	98
	Clearwater	3,100	3,000	97
	Wadena	5,000	4,800	96
Between 5-24%	MINNESOTA			
	Becker	11,100	10,900	98
	Otter Tail	19,900	19,500	98
<b>Station Totals</b>		<b>103,800</b>	<b>100,900</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>49,400</b>
<b>Average Daily Circulation (1987)</b>				<b>35,800</b>

# Minnesota

## KMSP-TV , Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MINNESOTA</b>			
	Swift	4,700	4,600	98
	Traverse	1,800	1,800	100
	Wabasha	7,400	7,300	99
	Waseca	6,900	6,800	99
	Washington	42,200	41,900	99
	Watonwan	4,700	4,600	98
	Wright	21,600	21,300	99
	Yellow Medicine	4,700	4,500	96
	<b>SOUTH DAKOTA</b>			
	Grant	3,400	3,300	97
	<b>WISCONSIN</b>			
	Barron	15,600	15,100	97
	Burnett	5,400	5,200	96
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,100	10,900	98
	Polk	13,100	12,900	98
	St Croix	16,100	15,900	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Faribault	7,400	7,300	99
	Freeborn	13,400	13,300	99
	Jackson	4,900	4,800	98
	Lac Qui Parle	3,800	3,700	97
	Lincoln	3,000	2,900	97
	Nobles	7,900	7,800	99
	Otter Tail	19,900	19,500	98
	Pennington	5,800	5,600	97
	St Louis	81,400	80,500	99
	Todd	9,400	9,100	97
	Wadena	5,000	4,800	96
	Wilkin	2,800	2,800	100
	Winona	16,000	15,700	98
	<b>NORTH DAKOTA</b>			
	Richland	7,000	6,900	99
	<b>SOUTH DAKOTA</b>			
	Brown	14,500	14,400	99
	Codington	8,500	8,400	99
	Davison	7,400	7,200	97
	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Chippewa	18,500	18,200	98
	Eau Claire	31,200	30,600	98
	Washburn	5,700	5,600	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Dickinson	6,900	6,800	99
	Emmet	5,100	5,000	98
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Beltrami	11,400	10,900	96
	Carlton	10,500	10,400	99
	Cass	8,400	8,000	96
	Clay	17,200	17,100	99
	Fillmore	7,900	7,800	99
	Itasca	16,600	16,300	98
	Kittson	2,400	2,300	96
	Lake	4,500	4,500	100
	Marshall	4,500	4,400	98
	Mower	15,000	14,900	99
	Murray	4,000	3,900	99
	Pipestone	4,200	4,100	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Rock	3,800	3,800	100
	Roseau	4,700	4,400	94
	<b>NORTH DAKOTA</b>			
	Grand Forks	23,900	23,700	99

## KMSP-TV , Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>			
	Brookings	8,900	8,800	99
	Deuel	1,900	1,900	100
	Minnehaha	47,800	47,500	99
	Roberts	3,900	3,800	97
	<b>WISCONSIN</b>			
	Douglas	16,600	16,400	99
	Rusk	5,900	5,700	97
	Sawyer	5,400	5,200	96

## WCCO-TV , Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Washington	42,200	41,900	99
	Watonwan	4,700	4,600	98
	Wright	21,600	21,300	99
	Yellow Medicine	4,700	4,500	96
	<b>WISCONSIN</b>			
	Barron	15,600	15,100	97
	Burnett	5,400	5,200	96
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,100	10,900	98
	Polk	13,100	12,900	98
	St Croix	16,100	15,900	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Crow Wing	17,100	16,700	98
	Faribault	7,400	7,300	99
	Lac Qui Parle	3,800	3,700	97
	Pope	4,600	4,500	98
	Todd	9,400	9,100	97
	Wadena	5,000	4,800	96
	Winona	16,000	15,700	98
	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Chippewa	18,500	18,200	98
	Eau Claire	31,200	30,600	98
	Washburn	5,700	5,600	98
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Cass	8,400	8,000	96
	Douglas	11,400	11,200	98
	Freeborn	13,400	13,300	99
	Jackson	4,900	4,800	98
	Lincoln	3,000	2,900	97
	Murray	4,000	3,900	99
	Nobles	7,900	7,800	99
	Pipestone	4,200	4,100	98
	Rock	3,800	3,800	100
	<b>SOUTH DAKOTA</b>			
	Grant	3,400	3,300	97
	<b>WISCONSIN</b>			
	Rusk	5,900	5,700	97
	Sawyer	5,400	5,200	96

# Minnesota

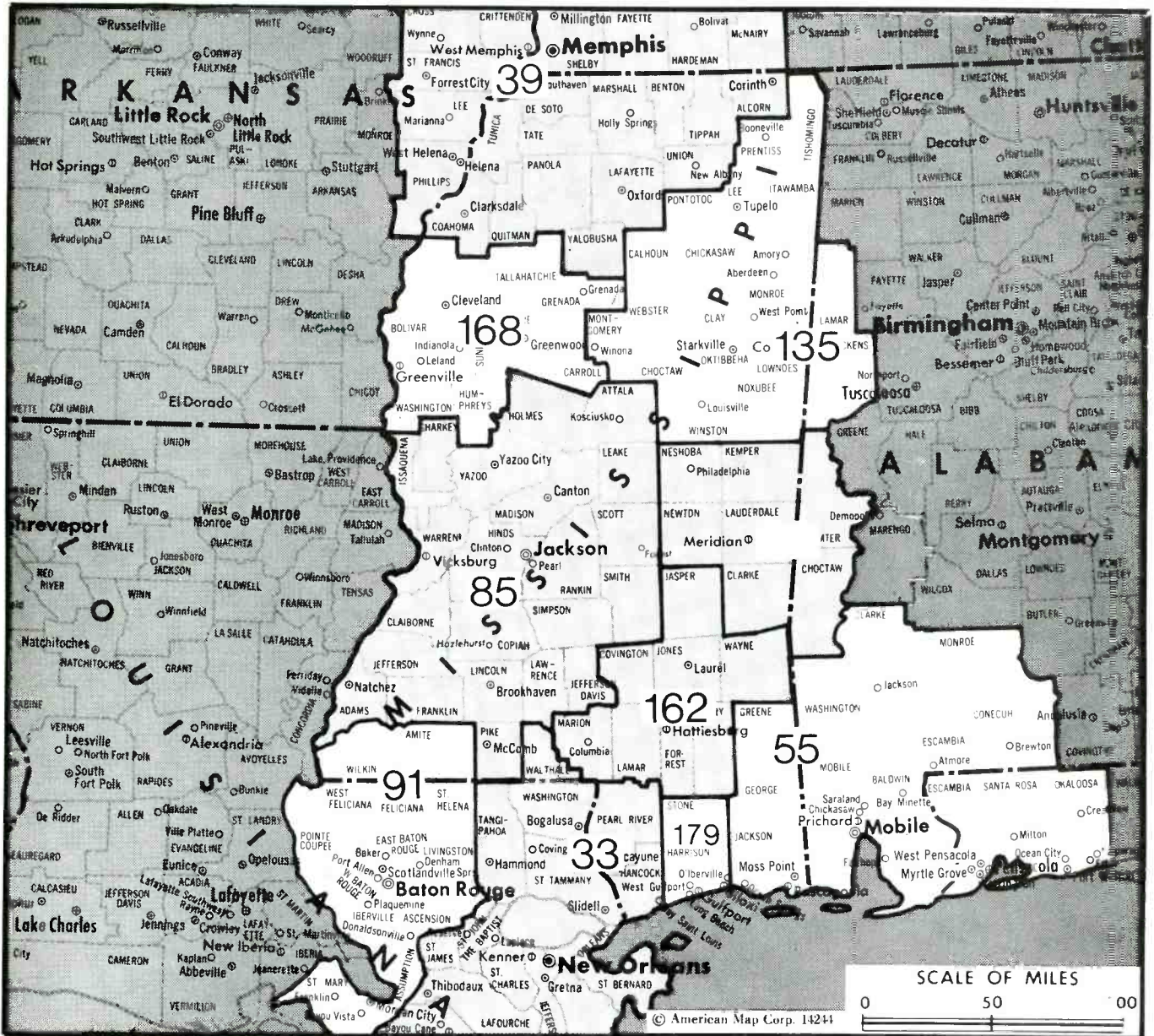
## KARE , Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Jackson	4,900	4,800	98
	Lyon	9,000	8,800	98
	Murray	4,000	3,900	99
	Olmsted	35,800	35,500	99
	Pope	4,600	4,500	98
	Stevens	3,800	3,700	97
	Todd	9,400	9,100	97
	Traverse	1,800	1,800	100
	Wabasha	7,400	7,300	99
	Wadena	5,000	4,800	96
	Watonwan	4,700	4,600	98
		<b>WISCONSIN</b>		
	Eau Claire	31,200	30,600	98
	Washburn	5,700	5,600	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Emmet	5,100	5,000	98
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Cass	8,400	8,000	96
	Douglas	11,400	11,200	98
	Lincoln	3,000	2,900	97
	<b>SOUTH DAKOTA</b>			
	Grant	3,400	3,300	97
	<b>WISCONSIN</b>			
Buffalo	5,400	5,300	98	
Chippewa	18,500	18,200	98	
Rusk	5,900	5,700	97	
Sawyer	5,400	5,200	96	

## KSTP-TV , St. Paul-Minneapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Barron	15,600	15,100	97
	Burnett	5,400	5,200	96
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,100	10,900	98
	Polk	13,100	12,900	98
St Croix	16,100	15,900	99	
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Cass	8,400	8,000	96
	Faribault	7,400	7,300	99
	Hubbard	5,800	5,500	96
	Olmsted	35,800	35,500	99
	Otter Tail	19,900	19,500	98
	Traverse	1,800	1,800	100
	Winona	16,000	15,700	98
	<b>NORTH DAKOTA</b>			
	Richland	7,000	6,900	99
	<b>SOUTH DAKOTA</b>			
	Grant	3,400	3,300	97
<b>WISCONSIN</b>				
Buffalo	5,400	5,300	98	
Washburn	5,700	5,600	98	
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Beltrami	11,400	10,900	96
	Freeborn	13,400	13,300	99
	Lincoln	3,000	2,900	97
	Murray	4,000	3,900	99
	Nobles	7,900	7,800	99
	Wilkin	2,800	2,800	100
	<b>WISCONSIN</b>			
	Chippewa	18,500	18,200	98
	Eau Claire	31,200	30,600	98
Rusk	5,900	5,700	97	

# Mississippi



Market	Arbitron ADI TV Households	Rank
New Orleans, LA	650,900	33
Memphis, TN	587,600	39
Mobile, AL-Pensacola, FL	435,500	55
Jackson, MS	280,900	85
Baton Rouge, LA	258,600	91
Columbus-Tupelo, MS	154,900	135
Laurel-Hattiesburg, MS	89,400	162
Greenwood-Greenville, MS	81,400	168
Meridian, MS	66,900	177
Biloxi-Gulfport-Pascagoula, MS	64,100	179

Market Area	Commercial TV Stations
New Orleans, LA	WDSU-TV (6), WGNO-TV (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Memphis, TN	WHBO-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Mobile, AL-Pensacola, FL	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Jackson, MS	WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3), WNTZ (48)
Baton Rouge, LA	WAFB-TV (9), WBRZ (2), WVLA (33)
Columbus-Tupelo, MS	WCBI-TV (4), WTVA (9), WVSB-TV (27)
Laurel-Hattiesburg, MS	WDAM-TV (7), WHLT (22)
Greenwood-Greenville, MS	WABG-TV (6), WXVT (15)
Meridian, MS	WLBMTV (30), WTOK-TV (11), WTZH (24)
Biloxi-Gulfport-Pascagoula, MS	WLOX-TV (13), WXXV-TV (25)

### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

WTVA, Columbus	See Tupelo, MS
WVSB-TV, Columbus	See West Point, MS
WDAM-TV, Hattiesburg	See Laurel, MS
WHLT, Laurel	See Hattiesburg, MS

### Mississippi Station Status as of October 1, 1987

	VHF	UHF	TOTAL
Commercial Television Stations	8	9	17
Educational Television Stations	2	6	8
	10	15	25

# Mississippi—Biloxi-Gulfport-Pascagoula

## WLOX-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WLOX Television Inc., Box 4596, Biloxi, MS 39535-4596.

**Studio:** Dubuys Rd.

**Mailing Address:** Box 4596, West Biloxi Station, Biloxi, MS 39535-4596.

**Telephone:** 601-896-1313.

**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, MS.

**Satellite Earth Stations:** Andrew, 7-meter; Andrew, 4.5-meter; RCA, 4.5-meter; Avantek, M/A-Com receivers.

**News Services:** ABC, AP, NIWS.

**Ownership:** WLOX Bcstg. James S. Love III, Jo Love Little & Mary E. Love McMillan, 90%; others. WLOX Bcstg. owns WSOK(AM) & WAEV(FM), Savannah, GA; KNAN(FM), Monroe, LA; 53% of WKXI(AM) & WTYX(FM), Jackson, MS. Principals have interest in KDRV(TV), Medford, OR.

**Began Operation:** September 15, 1962.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

### Personnel:

JOHN HASH, president.  
LEON D. LONG, vice president & general manager.  
DON F. MOORE, vice president, director of operations.  
JAMES S. FLEMING, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Biloxi. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 179.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Covington	5,800	5,700	98
	Forrest	25,900	25,700	99
	George	5,500	5,500	100
	Greene	3,300	3,200	97
	Hancock	10,600	10,500	99
	Harrison	60,500	60,100	99
	Jackson	43,200	42,800	99
	Jones	23,000	22,800	99



WLOX-TV BMPT-5991 Granted 7/31/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lamar	9,300	9,200	99
	Marion	9,300	9,100	98
	Pearl River	13,100	12,900	98
	Perry	3,700	3,600	97
	Stone	3,400	3,400	100
	Walthall	4,800	4,700	98
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Washington	16,500	16,200	98
	<b>MISSISSIPPI</b>			
	Wayne	6,800	6,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clarke	9,500	9,300	98
	Mobile	138,500	137,600	99
	<b>MISSISSIPPI</b>			
	Jasper	6,100	6,000	98
	Jefferson Davis	4,600	4,500	98
Smith	5,500	5,400	98	
<b>Station Totals</b>		<b>408,900</b>	<b>404,900</b>	<b>99</b>
<b>Net Weekly Circulation (1987)</b>				<b>212,600</b>
<b>Average Daily Circulation (1987)</b>				<b>129,100</b>



# Mississippi—Columbus

## WCBI-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Columbus Television Inc., Box 271, Columbus, MS 39703.

**Studio:** Hwy. 12, 4-mi. NE of Columbus.

**Mailing Address:** Box 271, Columbus, MS 39703.

**Telephone:** 601-327-4444. **TWX:** 62522560.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 608-ft. above av. terrain, 535-ft. above ground, 695-ft. above sea level.

Latitude 33° 45' 07"  
Longitude 88° 52' 44"

**Transmitter:** Hwy. 47, 4-mi. NE of Montpelier.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Channel Master, 7-meter; Scientific-Atlanta, 7-meter; Channel Master, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, 4-meter; Gardiner, M/A-Com, Scientific-Atlanta receivers.

**AM Affiliate:** WCBI, 1-kw (0.5-kw night), 550 kHz.

**News Services:** AP, CBS.

**Ownership:** Birney Imes Jr., 25.0%; 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. publishes Columbus Commercial Dispatch which owns WMUR-TV, Manchester, NH; 92.5% of WBOY-TV, Clarksburg, WV; operates radios WCBI, Columbus; WROX(AM), Clarksdale, MS.

**Began Operation:** July 13, 1956.

**Represented (sales):** Seitel Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

W. W. WHITFIELD, group manager.  
FRANK IMES, general manager.  
WESLEY ADCOCK, local sales manager.  
BILL CARTER, news director.  
BILL DOSS, chief engineer.

**Highest One Hour Rate:** \$2000.

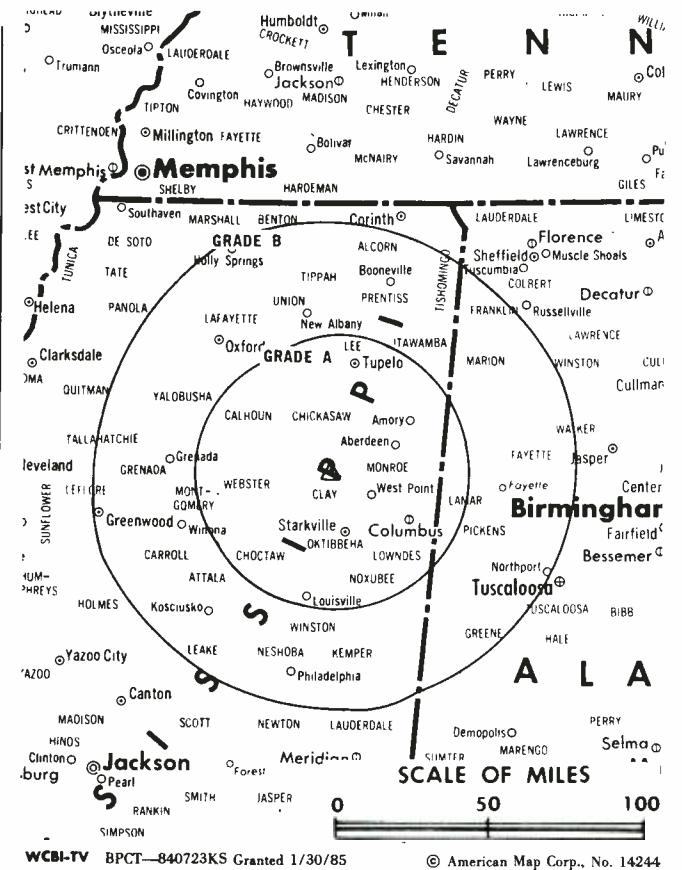
**Highest 30 Sec. Rate (April 28, 1987):** \$400.

**NETWORK BASE HOURLY RATE:** \$1075.

**City of License:** Columbus. **ADI:** Columbus-Tupelo. **Rank:** 135.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Fayette	7,200	7,100	99
	Lamar	6,200	6,100	98
	Pickens	7,300	7,100	97
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Chickasaw	6,200	6,100	98
	Choctaw	3,200	3,100	97
	Clay	7,400	7,300	99
	Itawamba	7,900	7,800	99
	Lee	23,200	22,900	99
	Lowndes	20,900	20,700	99



WCBI-TV BPCT-840723KS Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Monroe	12,800	12,600	98
	Noxubee	4,100	4,000	98
	Oktibbeha	12,300	12,100	98
	Pontotoc	8,200	8,100	99
	Prentiss	9,200	9,100	99
	Tishomingo	7,300	7,200	99
	Webster	3,700	3,600	97
	Winston	6,800	6,700	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Greene	3,800	3,700	97
	Marion	12,100	12,000	99
	<b>MISSISSIPPI</b>			
	Benton	2,700	2,700	100
	Carroll	3,400	3,300	97
<b>Between 5-24%</b>	Kemper	3,500	3,400	97
	Montgomery	4,500	4,400	98
	<b>ALABAMA</b>			
	Franklin	11,300	11,100	98
	Perry	4,800	4,700	98
	Sumter	5,400	5,300	98
	Tuscaloosa	52,600	52,000	99
	<b>MISSISSIPPI</b>			
	Attala	7,000	6,900	99
	Grenada	7,600	7,500	99
	Lafayette	11,500	11,300	98
	Neshoba	9,100	9,000	99
	Panola	9,700	9,600	99
	Tallahatchie	5,300	5,200	98
Union	8,700	8,600	99	
Yalobusha	5,100	5,000	98	
<b>Station Totals</b>		<b>327,700</b>	<b>322,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>163,200</b>
<b>Average Daily Circulation (1987)</b>				<b>96,700</b>

# Mississippi—Greenville

**WXVT**

**Ch. 15**

**Network Service:** CBS.

**Licensee:** Big River Broadcasting Co.

**Studio:** 3015 E. Reed Rd., Greenville, MS 38703.

**Telephone:** 601-334-1500.

**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, MS.

**Satellite Earth Stations:** 2 in operation; Harris, RCA receivers.

**News Service:** AP.

**Ownership:** Lamco Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** November 7, 1980. Sale to present owner by Big River Broadcasting Co. approved by FCC March 5, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:**

JOE MACIONE JR., vice president & general manager.  
JEFF MARTIN, general sales manager.  
PETE SPARKS, chief engineer.

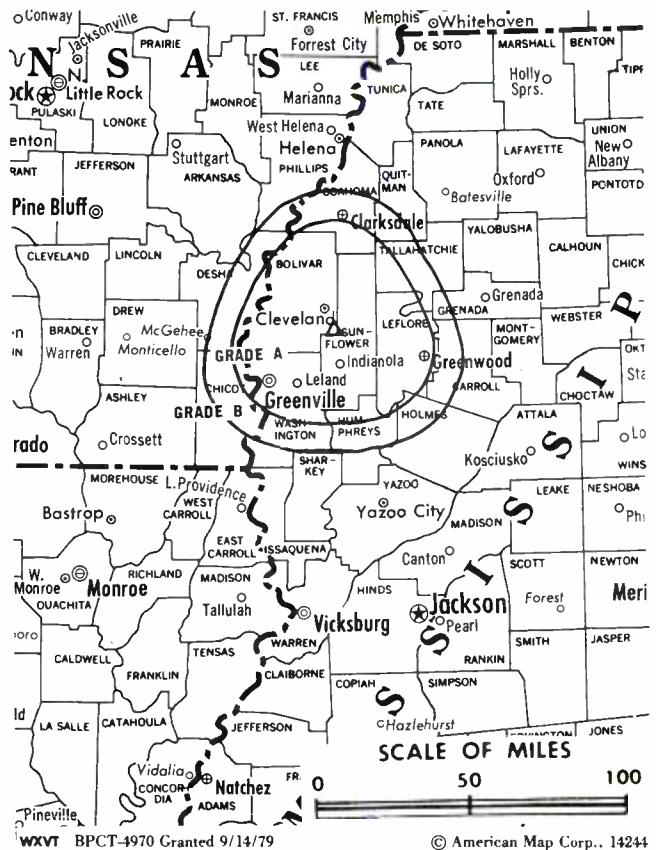
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$325.

**City of License:** Greenville. **ADI:** Greenwood-Greenville. **Rank:** 168.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Bolivar	14,100	13,700	97
	Coahoma	11,900	11,600	97
	Grenada	7,600	7,500	99
	Leflore	13,400	13,100	98
	Sunflower	10,600	10,300	97
	Tallahatchie	5,300	5,200	98
	Washington	23,600	23,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>MISSISSIPPI</b>			
	Carroll	3,400	3,300	97
	Humphreys	4,600	4,500	98
Montgomery	4,500	4,400	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Desha	6,500	6,300	97
	Phillips	11,000	10,700	97
	<b>MISSISSIPPI</b>			
	Holmes	7,400	7,200	97
	Issaquena	800	800	100
Quitman	3,900	3,800	97	
Yazoo	9,300	9,100	98	
<b>Station Totals</b>		<b>143,600</b>	<b>140,200</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>76,200</b>
<b>Average Daily Circulation (1987)</b>				<b>45,700</b>

# Mississippi—Greenwood-Greenville

## WABG-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

**Studio:** 2001 Garrard Ave., Box 720, Greenwood, MS 38930.

**Auxiliary Studio** 849 Washington Ave., Box 1643, Greenville, MS 38701.

**Telephones:** 601-453-4001, Greenwood; 601-332-0949, Greenville.

**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, MS.

**Satellite Earth Stations:** 2 in operation.

**AM Affiliate:** WABG, 1-kw (0.5-kw night), 960 kHz.

**News Services:** AP, ABC, CNN.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 20, 1959.

**Represented (sales):** Katz Television.

**Personnel:**

CY N. BAHAKEL, president.  
GLENN YORK, general manager.  
SHELLEY MARTIN, general sales manager.  
ADA MITCHELL, office manager.  
BOB ASKEW, chief engineer.

**Highest One Hour Rate:** \$2500.

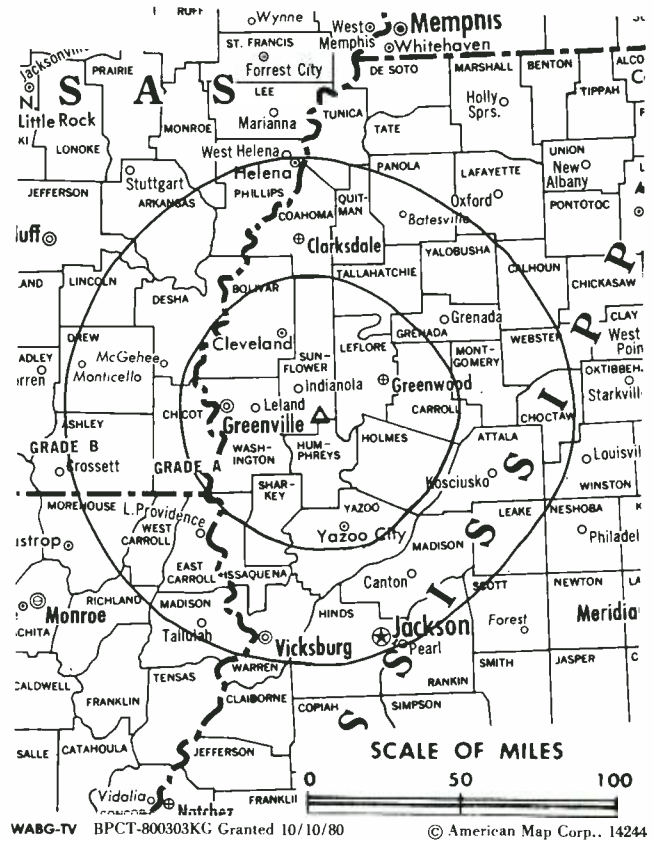
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Greenwood. **ADI:** Greenwood-Greenville. **Rank:** 168.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>LOUISIANA</b>			
	East Carroll	3,700	3,600	97
	<b>MISSISSIPPI</b>			
	Attala	7,000	6,900	99
	Bolivar	14,100	13,700	97
	Carroll	3,400	3,300	97
	Coahoma	11,900	11,600	97
	Grenada	7,600	7,500	99
	Holmes	7,400	7,200	97
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
Leflore	13,400	13,100	98	
Montgomery	4,500	4,400	98	
Sharkey	2,300	2,200	96	
Sunflower	10,600	10,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tallahatchie	5,300	5,200	98
	Washington	23,600	23,200	98
	Yalobusha	5,100	5,000	98
	Yazoo	9,300	9,100	98
Between 25-49%	<b>ARKANSAS</b>			
	Desha	6,500	6,300	97
	<b>LOUISIANA</b>			
	West Carroll	4,600	4,500	98
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
Choctaw	3,200	3,100	97	
Quitman	3,900	3,800	97	
Webster	3,700	3,600	97	
Between 5-24%	<b>ARKANSAS</b>			
	Ashley	9,200	9,000	98
	Phillips	11,000	10,700	97
	<b>MISSISSIPPI</b>			
	Lafayette	11,500	11,300	98
	Leake	6,900	6,800	99
	Madison	15,700	15,400	98
	Neshoba	9,100	9,000	99
Noxubee	4,100	4,000	98	
Panola	9,700	9,600	99	
Warren	19,100	18,800	98	
<b>Station Totals</b>		<b>264,200</b>	<b>258,600</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>144,100</b>
<b>Average Daily Circulation (1987)</b>				<b>89,000</b>

# Mississippi—Gulfport

**WXXV-TV**

**Ch. 25**

**Network Service:** Fox.

**Licensee:** Gulf Coast Television Ltd., 609 W. Government St., Brandon, MS 39042.

**Studio:** Hwy. 49 at Lymon.

**Mailing Address:** Box 2500, Gulfport, MS 39505.

**Telephone:** 601-832-2525.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 1600-ft. above av. terrain, 1540-ft. above ground, 1780-ft. above sea level.

Latitude	30°	44'	48"
Longitude	89°	03'	30"

**Transmitter:** 4.7-mi. NE of McHenry.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Comtech, 5-meter C-band; Pinzone receivers.

**News Service:** CNN.

**Ownership:** Gulf Coast Television Ltd. Lewis C. Hopper, pres., 26%; Joe H. Sanderson, secy.-treas., 25%; Robert M. Buchanan, 25%. Hopper has interest in WLIN(FM), Jackson, MS.; Buchanan owns WKKE(AM), Pearl, MS.

**Began Operation:** February 14, 1987.

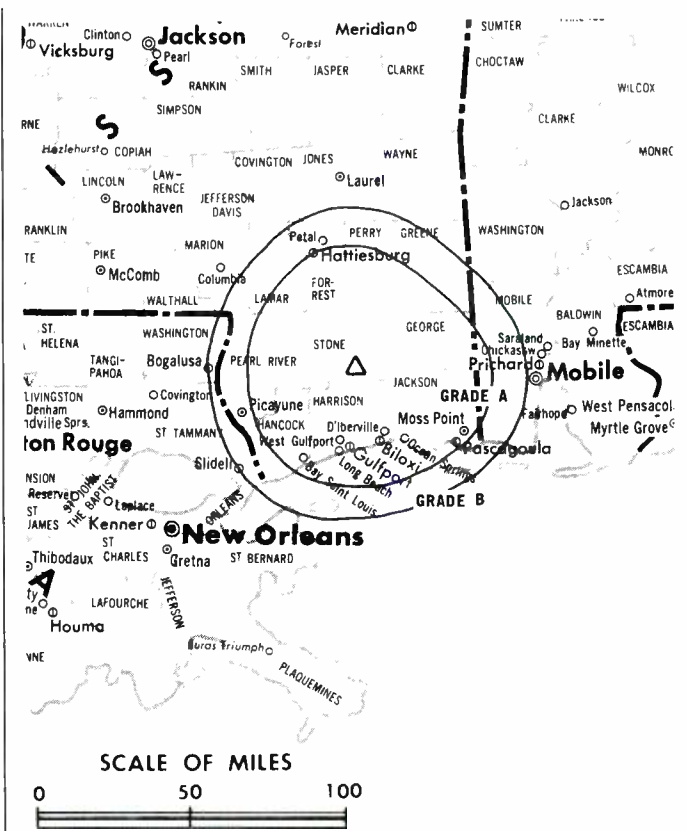
**Represented (sales):** Independent TV Sales.

**Represented (legal):** Cordon & Kelly.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

DAVID C. HOPPER, general manager.  
TERRY SMITH, chief engineer & station manager.  
JOE BRISTER, local sales manager.



WXXV-TV BMPCT—840824KJ Granted 2/28/85

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**Highest One Hour Rate:** \$2250.

**Highest 30 Sec. Rate (July 1, 1987):** \$150.

**Arbitron Data:** Not available

**City of License:** Gulfport. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 179.

# Mississippi—Hattiesburg-Laurel

**WHLT**

**Ch. 22**

**Network Service:** CBS.

**Licensee:** Bcstrs. of Mississippi Inc., Box 8887, Jackson, MS 39204.

**Studio:** Box 232, Hattiesburg, MS 39403-0232.

**Telephone:** 601-545-2077.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 800-ft. above av. terrain, 707-ft. above ground, 1017-ft. above sea level.

Latitude	31°	24'	21"
Longitude	89°	14'	35"

**Transmitter:** 4-mi. NE of Petal on Lynn Ray Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter C-band.

**Ownership:** News Press & Gazette Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 12, 1987.

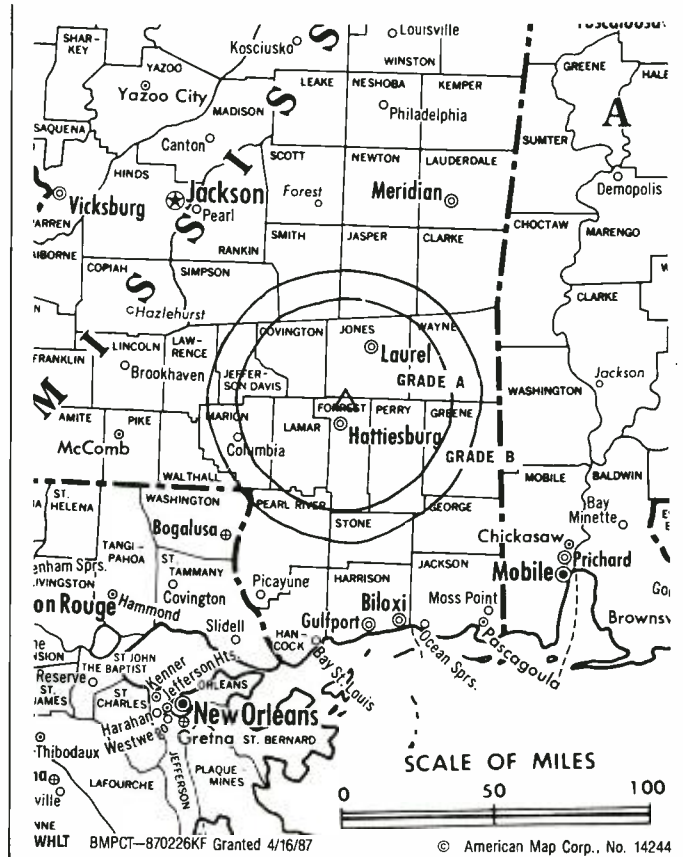
**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros & Braun.

**Personnel:**

RANDY CLELLAND, general manager.  
BUCK HOLSTON, chief engineer.  
MIKE GOLDEN, news director.  
TOM HARRINGTON, production manager.

**Highest 30 Sec. Rate:** \$250.



**Arbitron Data:** Not available

**City of License:** Hattiesburg. **ADI:** Laurel-Hattiesburg. **Rank:** 162.

# Mississippi—Jackson

**WAPT**

**Ch. 16**

**Network Service:** ABC.

**Licensee:** Federal Bcstg. Corp.

**Studio:** Channel 16 Way & Maddox Rd., Jackson

**Mailing Address:** Box 10297, Jackson, MS 39209.

**Telephone:** 601-922-1607. **TWX:** 810-966-2734.

**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:** Channel 16 Way & Maddox Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 3, 1970. Sale by American Public Life Insurance Co. approved by FCC March 18, 1976. Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC Sept. 6, 1979. Sale to present owner approved June 23, 1987 (*Television Digest*, Vol. 27:21).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

BEN STRICKLAND, vice president & general manager.  
JOE ROOT, station manager.

**Highest One Hour Rate:** \$2800.

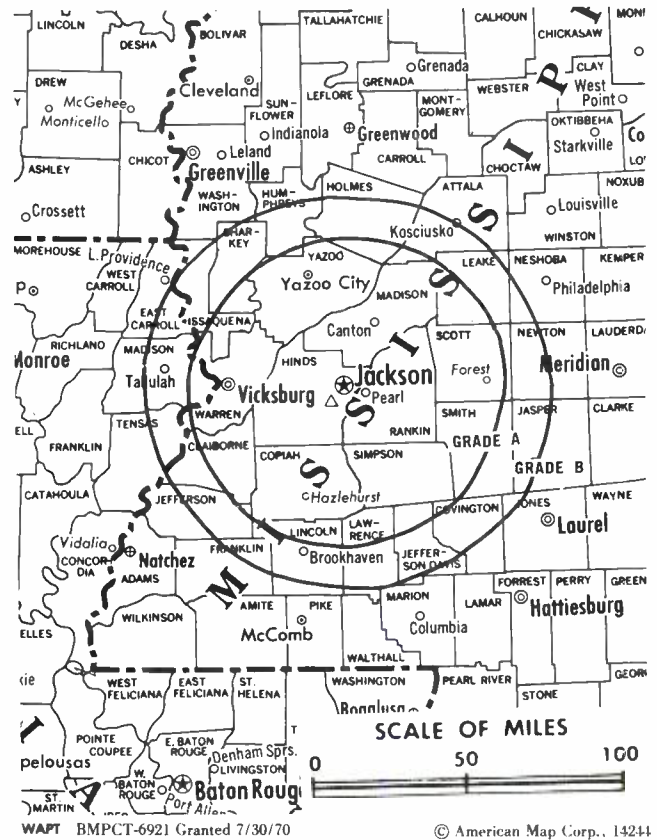
**Highest 30 Sec. Rate:** \$655.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Jackson. **ADI:** Jackson. **Rank:** 85.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	Tensas	3,000	2,900	97
	<b>MISSISSIPPI</b>			
	Claiborne	3,900	3,800	97
	Copiah	9,100	9,000	99
	Hinds	97,700	97,000	99
	Lawrence	4,500	4,400	98
	Madison	15,700	15,400	98
	Rankin	27,100	26,800	99
	Scott	9,100	9,000	99
	Simpson	8,400	8,300	99
Warren	19,100	18,800	98	
Yazoo	9,300	9,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Concordia	8,200	8,000	98
	<b>MISSISSIPPI</b>			
	Adams	13,600	13,400	99
	Attala	7,000	6,900	99
	Holmes	7,400	7,200	97
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,600	4,500	98
	Leake	6,900	6,800	99
	Leflore	13,400	13,100	98
	Lincoln	11,100	10,900	98
	Montgomery	4,500	4,400	98
	Newton	7,400	7,300	99
	Pike	13,400	13,200	99
	Sharkey	2,300	2,200	96
	Smith	5,500	5,400	98
	<b>Between 5-24%</b>	<b>LOUISIANA</b>		
East Carroll		3,700	3,600	97
<b>MISSISSIPPI</b>				
Carroll		3,400	3,300	97
Covington		5,800	5,700	98
Walthall	4,800	4,700	98	
<b>Station Totals</b>		<b>344,100</b>	<b>338,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>214,500</b>
<b>Average Daily Circulation (1987)</b>				<b>116,500</b>

# Mississippi—Jackson

**WDBD**

**Ch. 40**

**Network Service:** Fox.

**Licensee:** Jackson Television Ltd., Debtor-in-Possession, Box 10888, Jackson, MS 39209.

**Studio:** Channel 16 Way, Jackson, MS 39209.

**Mailing Address:** Box 10888, Jackson, MS 39209.

**Telephone:** 601-922-1234.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1050-kw visual, 105-kw aural. Antenna: 1210-ft. above av. terrain, 1078-ft. above ground, 1522-ft. above sea level.

Latitude 32° 16' 53"  
Longitude 90° 17' 41"

**Transmitter:** 1.8-mi. SW of intersection of Hwy. 18 & I-20.

**Satellite Earth Stations:** 3 in operation.

**News Service:** AP.

**Ownership:** Media Central Inc., 50.5%; H. Bernard Dixon, 0.50%; Jackson TV 40 Ltd., ltd. partner, 49.0%. See Media Central in Group Ownership of Television Stations.

**Began Operation:** December 27, 1984. Transfer of control of CP from Brenda Harrison to H. Bernard Dixon approved by FCC April 30, 1985. FCC approved transfer of control to Media Central Nov. 26, 1985.

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

**Represented (legal):** McCampbell & Young.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

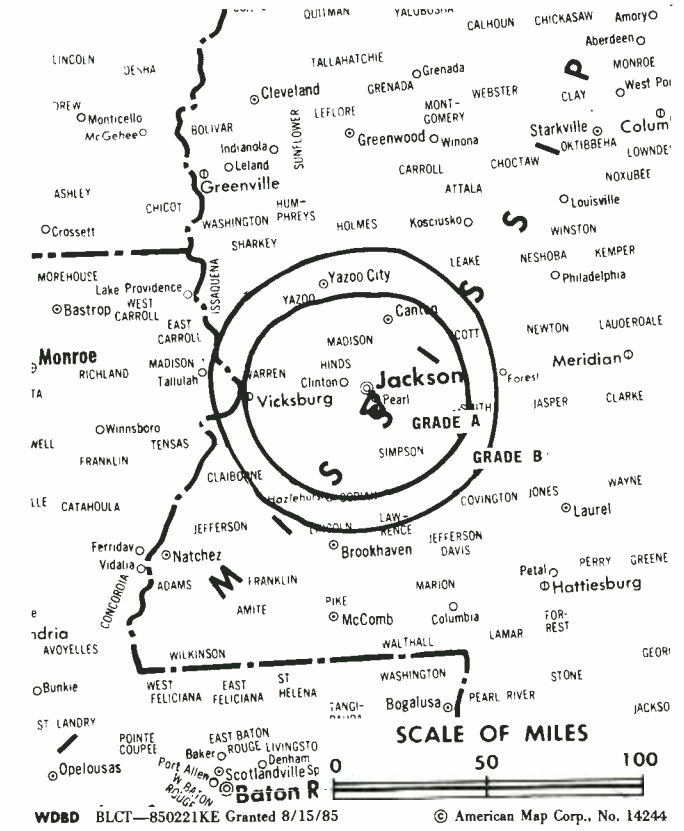
TOM MATTHEWS, general manager.  
MIKE CALDWELL, general sales manager.  
BETH MOORE, program director.  
HAROLD STANTON, chief engineer.  
ANGALA WHITNEY, promotion director.  
GWEN HARMON, news director.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Jackson. **ADI:** Jackson. **Rank:** 85.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Claiborne	3,900	3,800	97
	Copiah	9,100	9,000	99
	Hinds	97,700	97,000	99
	Issaquena	800	800	100
	Madison	15,700	15,400	98
	Rankin	27,100	26,800	99
	Sharkey	2,300	2,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Simpson	8,400	8,300	99
	Warren	19,100	18,800	98
	Yazoo	9,300	9,100	98
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Holmes	7,400	7,200	97
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99
	Lincoln	11,100	10,900	98
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	East Carroll	3,700	3,600	97
	Madison	5,800	5,600	97
	<b>MISSISSIPPI</b>			
	Covington	5,800	5,700	98
Humphreys	4,600	4,500	98	
Jefferson	3,000	2,900	97	
Jefferson Davis	4,600	4,500	98	
Montgomery	4,500	4,400	98	
Smith	5,500	5,400	98	
<b>Station Totals</b>		<b>269,900</b>	<b>266,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>142,300</b>
<b>Average Daily Circulation (1987)</b>				<b>65,200</b>

# Mississippi—Jackson

**WJTV**

Ch. 12

**Network Service:** CBS.

**Licensee:** News Press & Gazette Co., Box 8887, Jackson, MS 39204.

**Studio:** 1820 TV Road, Jackson

**Mailing Address:** Box 8887, Jackson, MS 39204.

**Telephone:** 601-372-6311. **TWX:** 810-966-2735.

**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 Rte. 18.

**Satellite Earth Stations:** 7 in operation; BMS receivers.

**News Service:** AP.

**Ownership:** News Press & Gazette Co. See Group Ownership of Television 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):** Petry Television Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

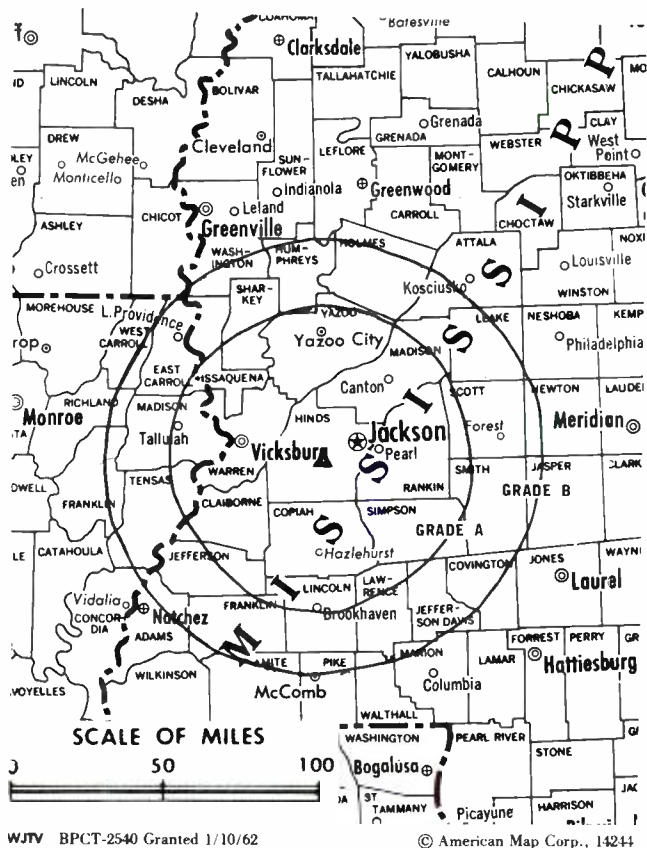
JOHN A. MacGREGOR, president.  
WILLIAM H. DILDAY JR., exec. vice president & general manager.  
STEVE MICHAUD, general sales manager.  
JIMMIE A. STEMBRIDGE, chief engineer.  
STEVE ROLLISON, vice president, news.  
WALTER SADDLER, news director.  
PHYLLIS QUALLS-BROOKS, public affairs director.

**Rates:** Not available.

**City of License:** Jackson. **ADI:** Jackson. **Rank:** 85.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	Tensas	3,000	2,900	97
	<b>MISSISSIPPI</b>			
	Adams	13,600	13,400	99
	Attala	7,000	6,900	99
	Claiborne	3,900	3,800	97
	Copiah	9,100	9,000	99
	Covington	5,800	5,700	98
	Franklin	3,100	3,000	97
Hinds	97,700	97,000	99	
Holmes	7,400	7,200	97	
Humphreys	4,600	4,500	98	
Issaquena	800	800	100	
Jefferson	3,000	2,900	97	
Jefferson Davis	4,600	4,500	98	
Lawrence	4,500	4,400	98	
Leake	6,900	6,800	99	
Leflore	13,400	13,100	98	
Lincoln	11,100	10,900	98	
Madison	15,700	15,400	98	
Montgomery	4,500	4,400	98	
Neshoba	9,100	9,000	99	
Pike	13,400	13,200	99	
Rankin	27,100	26,800	99	



WJTV BPCT-2540 Granted 1/10/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Scott	9,100	9,000	99
	Sharkey	2,300	2,200	96
	Simpson	8,400	8,300	99
	Smith	5,500	5,400	98
	Walthall	4,800	4,700	98
	Warren	19,100	18,800	98
	Washington	23,600	23,200	98
Yazoo	9,300	9,100	98	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Bolivar	14,100	13,700	97
	Carroll	3,400	3,300	97
	Forrest	25,900	25,700	99
	Grenada	7,600	7,500	99
	Jasper	6,100	6,000	98
	Marion	9,300	9,100	98
	Newton	7,400	7,300	99
	Sunflower	10,600	10,300	97
	Winston	6,800	6,700	99
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>LOUISIANA</b>			
	Catahoula	4,500	4,300	96
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Richland	7,600	7,400	97
	West Carroll	4,600	4,500	98
	<b>MISSISSIPPI</b>			
Amite	4,600	4,500	98	
Choctaw	3,200	3,100	97	
Jones	23,000	22,800	99	
Lamar	9,300	9,200	99	
Wilkinson	3,300	3,200	97	
<b>Station Totals</b>		<b>534,500</b>	<b>525,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>335,100</b>
<b>Average Daily Circulation (1987)</b>				<b>208,900</b>



# Mississippi—Jackson

## WLBT-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** TV-3 Inc., Box 1712, Jackson, MS 39205.

**Studio:** 715 S. Jefferson St., Jackson, MS 39205.

**Telephone:** 601-948-3333. **TWX:** 601-948-0726.

**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.

**Satellite Earth Station:** Comtech, 5-meter; Pinzone receivers.

**News Service:** AP.

**Ownership:** Civic Communications Corp. Aaron E. Henry, chmn., 45%; Owen Cooper, pres., 5%; Charles L. Young, v.p., 45%; Frank E. Melton, exec. v.p., 5%. Civic Communications Corp. also owns WLBM-TV, Meridian, MS.

**Began Operation:** December 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. Sale to present owners approved by FCC Dec. 13, 1983 (*Televisin Digest*, Vol. 1:52).

**Represented (sales):** Katz Television.

**Represented (legal):** Blair, Joyce & Silva.

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

**Personnel:**

- FRANK MELTON, executive vice president & general manager.
- DANIEL MODISSETT, general sales manager.
- BRAD STREIT, station manager.
- MARSHA POLLOCK, news director.
- FLOYD KINARD, chief engineer.
- JAQUELYN GARY, personnel director.
- GOLDIA REVIES, public service director.

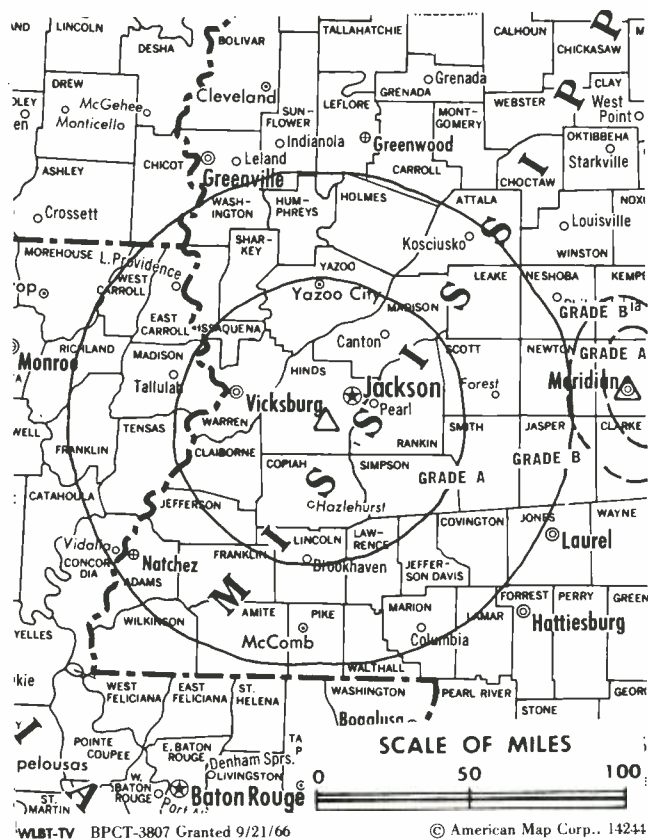
**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$1800.

**City of License:** Jackson. **ADI:** Jackson. **Rank:** 85.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	Tensas	3,000	2,900	97
	<b>MISSISSIPPI</b>			
	Adams	13,600	13,400	99
	Amite	4,600	4,500	98
	Attala	7,000	6,900	99
	Claiborne	3,900	3,800	97
	Copiah	9,100	9,000	99
	Franklin	3,100	3,000	97
	Hinds	97,700	97,000	99
	Holmes	7,400	7,200	97
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,600	4,500	98
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99
	Leflore	13,400	13,100	98
	Lincoln	11,100	10,900	98
	Madison	15,700	15,400	98
Montgomery	4,500	4,400	98	
Newton	7,400	7,300	99	
Pike	13,400	13,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Rankin	27,100	26,800	99
	Scott	9,100	9,000	99
	Sharkey	2,300	2,200	96
	Simpson	8,400	8,300	99
	Smith	5,500	5,400	98
	Walthall	4,800	4,700	98
	Warren	19,100	18,800	98
	Washington	23,600	23,200	98
Yazoo	9,300	9,100	98	
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	East Carroll	3,700	3,600	97
	<b>MISSISSIPPI</b>			
	Carroll	3,400	3,300	97
	Covington	5,800	5,700	98
Jasper	6,100	6,000	98	
Marion	9,300	9,100	98	
Neshoba	9,100	9,000	99	
Sunflower	10,600	10,300	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>LOUISIANA</b>			
	Catahoula	4,500	4,300	96
	Concordia	8,200	8,000	98
	Franklin	8,400	8,200	98
	Richland	7,600	7,400	97
	West Carroll	4,600	4,500	98
	<b>MISSISSIPPI</b>			
	Bolivar	14,100	13,700	97
Choctaw	3,200	3,100	97	
Jones	23,000	22,800	99	
Lamar	9,300	9,200	99	
Wilkinson	3,300	3,200	97	
Winston	6,800	6,700	99	
<b>Station Totals</b>		<b>501,000</b>	<b>492,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>337,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>222,000</b>	

# Mississippi—Laurel-Hattiesburg

**WDAM-TV**

Ch. 7

**Network Service:** NBC.

**Licensee:** Beam Bcstrs. Ltd., Box 16269, Hattiesburg, MS 39404-6269.

**Studio:** U.S. Hwy. 11, approx. 1.2-mi N of Eastabuchie.

**Mailing Address:** Box 16269, Hattiesburg, MS 39404-6269.

**Telephones:** 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

**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 Eastabuchie.

**Satellite Earth Stations:** Harris, 3.5-meter; Harris, 8-meter; Avcom, Harris, M/ A-Com receivers.

**News Service:** AP.

**Ownership:** Beam Communications Corp. See Group Ownership of Television 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 owners, who held CP for Ch. 7, Laurel, MS; 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):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

- CLIFF BROWN, general manager & general sales manager.
- KEN HAWKINS, local & regional sales manager.
- MARTHA SPENCER, program & traffic director.
- ALVIN EATON, community affairs director.
- TIM PERRY, creative services director.
- BILL TELL ZORTMAN, news director.
- BOBBY SMITH, chief engineer.

**Highest One Hour Rate:** \$2000.

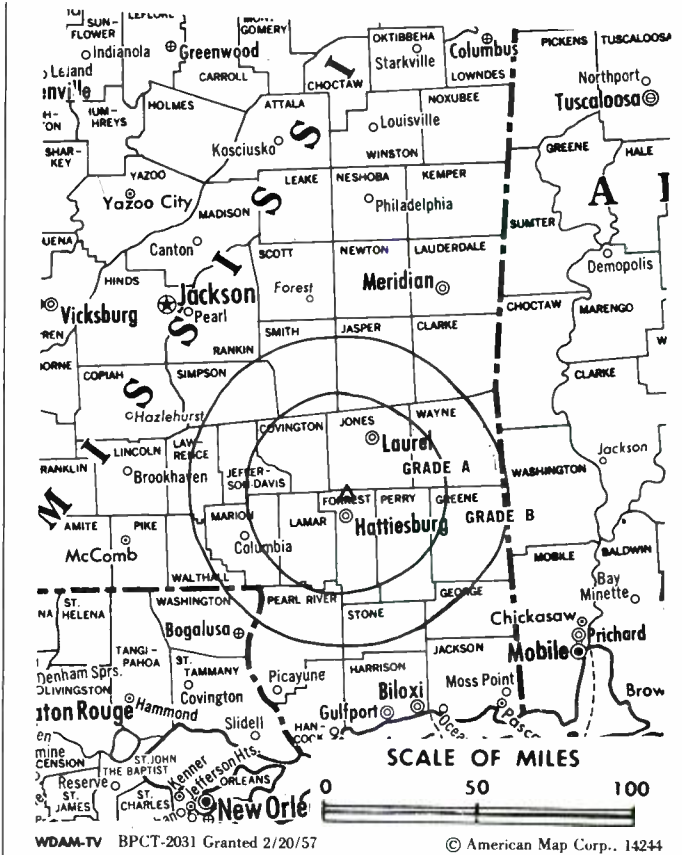
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$975.

**City of License:** Laurel. **ADI:** Laurel-Hattiesburg. **Rank:** 162.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Covington	5,800	5,700	98
	Forrest	25,900	25,700	99
	Greene	3,300	3,200	97



WDAM-TV BPCT-2031 Granted 2/20/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jasper	6,100	6,000	98
	Jefferson Davis	4,600	4,500	98
	Jones	23,000	22,800	99
	Lamar	9,300	9,200	99
	Marion	9,300	9,100	98
	Perry	3,700	3,600	97
	Smith	5,500	5,400	98
	Stone	3,400	3,400	100
Wayne	6,800	6,700	99	
Between 25-49%	MISSISSIPPI			
	Pike	13,400	13,200	99
	Simpson	8,400	8,300	99
Walthall	4,800	4,700	98	
Between 5-24%	ALABAMA			
	Choctaw	5,700	5,600	98
	LOUISIANA			
	Washington	16,500	16,200	98
	MISSISSIPPI			
	Clarke	6,400	6,300	98
	George	5,500	5,500	100
	Lawrence	4,500	4,400	98
	Lincoln	11,100	10,900	98
	Newton	7,400	7,300	99
Pearl River	13,100	12,900	98	
<b>Station Totals</b>		<b>203,500</b>	<b>200,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>118,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>88,200</b>	

# Mississippi—Meridian

**WTZH**

**Ch. 24**

**Network Service:** CBS.

**Licensee:** Meridian Broadcasting Partnership, Box 5185, Meridian, MS 39301.

**Studio:** 1.8-mi. S of Meridian on Hwy. 45.

**Mailing Address:** Box 5185, Meridian, MS 39301.

**Telephone:** 601-693-2933.

**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"  
Longitude 88° 41' 28"

**Transmitter:** Boseman Way.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Prodelin, 5-meter C-band; Prodelin, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Prodelin, 3-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CBS, CNN.

**Ownership:** Meridian Broadcasting Partnership. Meridian Bcstg. Corp., managing partner; Honore A. LeBrun, gen. partner. MBC ownership: Honore A. LeBrun, 90%; Peter Diaz, 10%.

**Began Operation:** June 10, 1968; left air Oct. 13, 1970. Sale to Frank Spain, et al., by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972. FCC approved sale to present owners Aug. 15, 1985.

**Represented (sales):** Seitel Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Personnel:**

NORY LE BRUN, president & general manager.  
RAY B. DENTON, station manager.  
DAWN WALKER, program & promotion director.  
SCOTT SCHARLOW, news director.  
DONNA KNIGHT, regional sales manager.  
SHAWN TAYLOR, traffic manager.  
NEIL HATTEN, production manager.

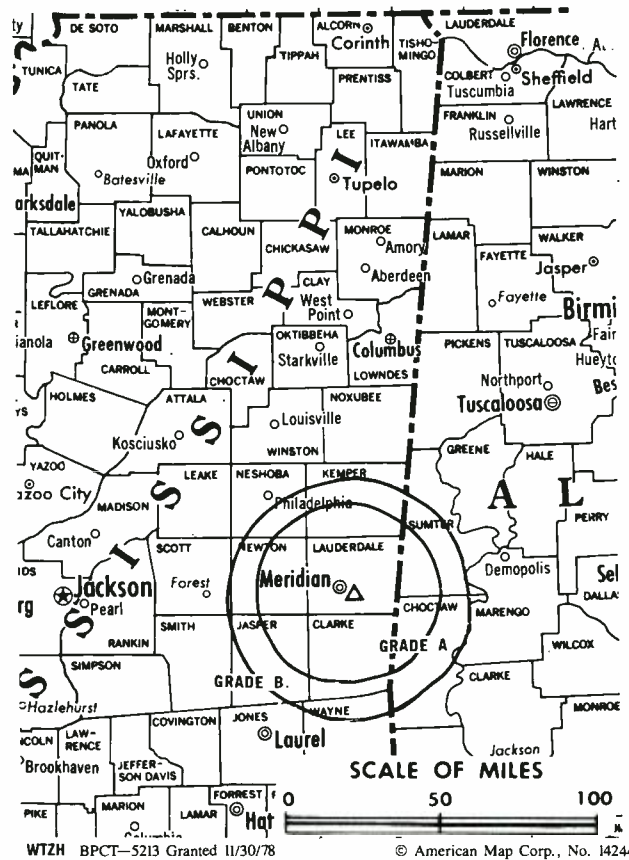
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$355.

**City of License:** Meridian. **ADI:** Meridian. **Rank:** 177.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Clarke	6,400	6,300	98
	Kemper	3,500	3,400	97
	Lauderdale	29,900	29,600	99
	Newton	7,400	7,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Choctaw	5,700	5,600	98
	Sumter	5,400	5,300	98
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Jasper	6,100	6,000	98
	Jones	23,000	22,800	99
	Neshoba	9,100	9,000	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Marengo	8,500	8,300	98
	<b>MISSISSIPPI</b>			
Wayne	6,800	6,700	99	
<b>Station Totals</b>		<b>111,800</b>	<b>110,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>56,000</b>
<b>Average Daily Circulation (1987)</b>				<b>33,900</b>

# Mississippi—Meridian

WLBM-TV

Ch. 30

W L B M

30

M E R I D I A N



Network Service: NBC.

Licensee: TV-3 Inc., 715 S. Jefferson St., Box 1712, Jackson, MS 39201.

Studio: 4608 Skyland Dr., Meridian, MS 39301.

Mailing Address: Box 5840, Meridian, MS 39302-5840.

Telephone: 601-485-3030.

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.

Satellite Earth Stations: 8-meter; 3-meter; Harris receivers.

News Services: AP, NBC.

Ownership: Civic Communications Corp. See WLBT-TV, Jackson, MS.

Began Operation: September 30, 1982.

Represented (sales): Brydson Media Sales International.

Represented (legal): Blair, Joyce & Silva.

Represented (engineering): Jules Cohen & Associates.

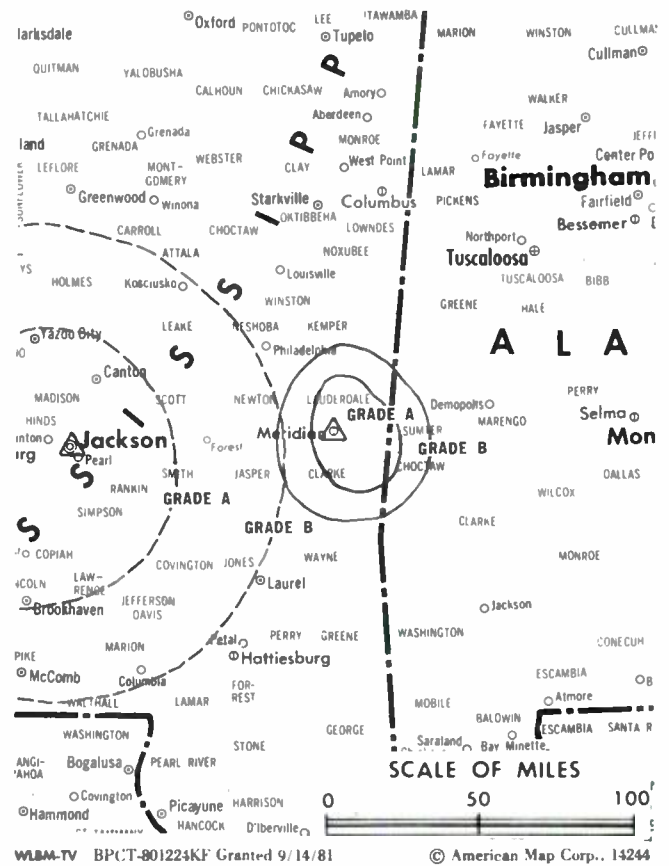
**Personnel:**

PLURIA MARSHALL JR., vice president & general manager.

Highest 30 Sec. Rate: \$400.

City of License: Meridian. ADI: Meridian. Rank: 177.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b> Lauderdale	29,900	29,600	99
	<b>ALABAMA</b> Choctaw Sumter	5,700 5,400	5,600 5,300	98 98
<b>Between 25-49%</b>	<b>MISSISSIPPI</b> Clarke Kemper	6,400 3,500	6,300 3,400	98 97
	<b>ALABAMA</b> Greene Marengo	3,800 8,500	3,700 8,300	97 98
	<b>MISSISSIPPI</b> Jasper Neshoba	6,100 9,100	6,000 9,000	98 99
	Newton	7,400	7,300	99
<b>Station Totals</b>		<b>85,800</b>	<b>84,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>36,300</b>
<b>Average Daily Circulation (1987)</b>				<b>18,800</b>

# Mississippi—Meridian

## WTOK-TV

Ch. 11

**Network Service:** ABC.

**Licensee:** WTOK-TV Inc.

**Studio:** Southern Bldg.

**Mailing Address:** Box 2988, Meridian, MS 39301.

**Telephone:** 601-693-1441. **TWX:** 501-961-1090.

**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.

**Satellite Earth Stations:** 2 in operation; Andrew, Avantek, RCA receivers.

**News Services:** ABC, AP.

**Ownership:** United Broadcasting Corp. See Group Ownership of TV Stations.

**Began Operation:** September 25, 1953. Sale to H & C Communications by Robert F. Wright, et al., approved by FCC July 28, 1981 (*Television Digest*, Vol. 21:14). Sale to Southwest Media Inc. (later United Bcstg. Corp.) approved by FCC Oct. 24, 1984. (Vol. 24:26, 33).

**Represented (sales):** Katz Television.

**Represented (legal):** Gammon & Grange.

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

**Personnel:**

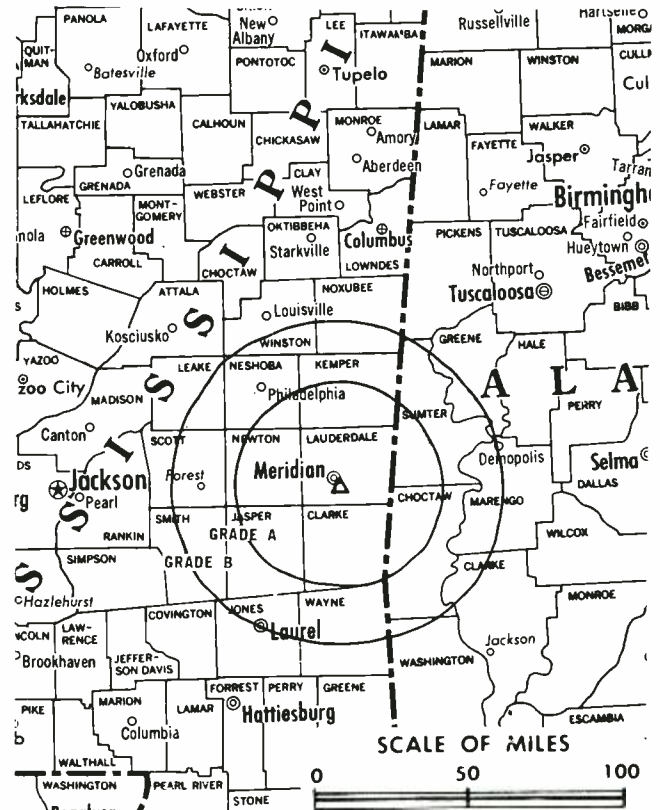
ROBERT F. WARD, president & general manager.  
BOB FORD, general sales manager.  
JOHN JOHNSON, news director.  
BOB HOLLAND, personnel director.  
EDNA LA SHANE, program manager.  
JEANETTE McFARLAND, traffic manager.  
CHRIS BURGBACHER, chief engineer.

**Highest 30 Sec. Rate:** \$900.

**City of License:** Meridian. **ADI:** Meridian. **Rank:** 177.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Choctaw	5,700	5,600	98
	Greene	3,800	3,700	97
	Marengo	8,500	8,300	98
	Sumter	5,400	5,300	98
	<b>MISSISSIPPI</b>			
	Clarke	6,400	6,300	98
	Jasper	6,100	6,000	98
	Kemper	3,500	3,400	97



WTOK-TV BMPCT-3043 Granted 5/2/55

© American Map Corp., 14244;

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lauderdale	29,900	29,600	99
	Neshoba	9,100	9,000	99
	Newton	7,400	7,300	99
	Noxubee	4,100	4,000	98
	Wayne	6,800	6,700	99
	Winston	6,800	6,700	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Hale	5,000	4,900	98
	<b>MISSISSIPPI</b>			
	Jones	23,000	22,800	99
	Smith	5,500	5,400	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clarke	9,500	9,300	98
	Pickens	7,300	7,100	97
	<b>MISSISSIPPI</b>			
	Leake	6,900	6,800	99
	Scott	9,100	9,000	99
Simpson	8,400	8,300	99	
<b>Station Totals</b>		<b>178,200</b>	<b>175,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>105,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>65,700</b>	

# Mississippi—Natchez

**WNTZ**

**Ch. 48**

**Network Service:** None, independent.

**Licensee:** MSLA Bcstg. Inc., Television Plaza, Beltline Hwy., Natchez, MS 39120.

**Studio:** 625 Beltline Hwy., Natchez, MS 39120.

**Mailing Address:** Box 2240, Natchez, MS 39120.

**Telephone:** 601-442-4800.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 1170-kw max. visual, 120-kw max. aural. Antenna: 1043-ft. above av. terrain, 848-ft. above ground, 1008-ft. above sea level.

Latitude 31° 30' 33"  
Longitude 91° 24' 19"

**Transmitter:** 625 Beltline Hwy., Natchez.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Comtech, 3.8-meter C-band; Pinzone receivers.

**Ownership:** MSLA Bcstg. Inc. William B. Atkins, pres., 100%.

**Began Operation:** November 16, 1985.

**Represented (sales):** Mutual Telesales Inc.

**Represented (legal):** Thomas L. Root, P.C.

**Represented (engineering):** Peter V. Gureckis & Assoc.

**Personnel:**

DONALD B. WILBURN, general manager.  
GWEN BELTON, news director.  
MARK McKAY, promotion director.

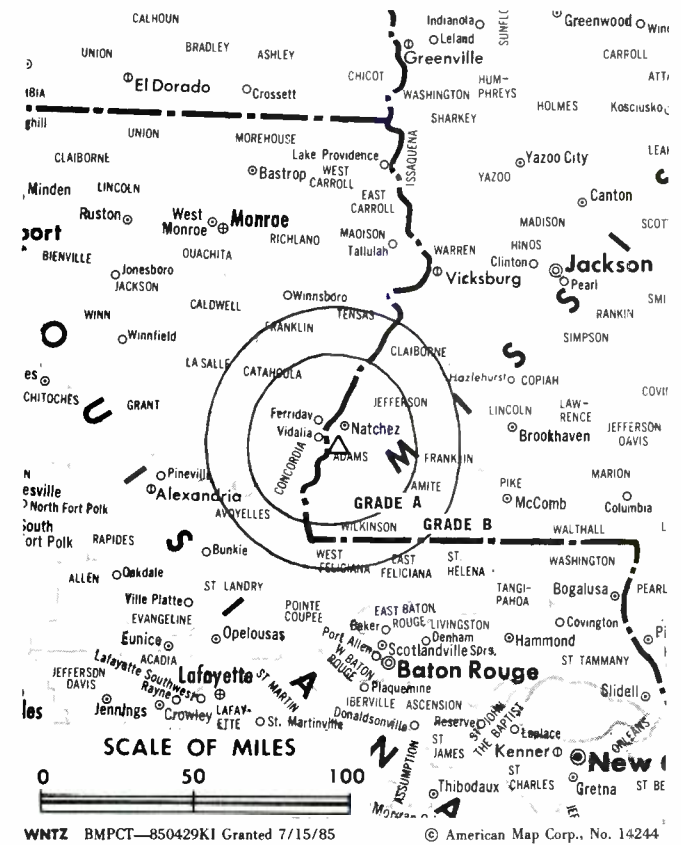
**Highest One Hour Rate:** \$400.

**Highest 30 Sec. Rate:** \$55.

**City of License:** Natchez. **ADI:** Jackson. **Rank:** 85.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Catahoula	4,500	4,300	96
	Concordia	8,200	8,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Adams	13,600	13,400	99
	Jefferson	3,000	2,900	97
Between 25-49%	MISSISSIPPI			
	Amite	4,600	4,500	98
Between 5-24%	LOUISIANA			
	Avoyelles	15,100	14,800	98
	Franklin	8,400	8,200	98
	La Salle	6,800	6,700	99
	Tensas	3,000	2,900	97
	West Feliciana	2,700	2,600	96
	MISSISSIPPI			
	Wilkinson	3,300	3,200	97
<b>Station Totals</b>		<b>73,200</b>	<b>71,500</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>24,000</b>
<b>Average Daily Circulation (1987)</b>				<b>11,100</b>

# Mississippi—Tupelo-Columbus

**WTVA**

**Ch. 9**

**Network Service:** NBC.

**Licensee:** WTUV Inc., Box 350, Tupelo, MS 38802.

**Studio:** Beach Spring Rd., 2.5-mi. N of city limits

**Mailing Address:** Box 350, Tupelo, MS 38802.

**Telephone:** 601-842-7620.

**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.

**Satellite Earth Stations:** 3 in operation.

**News Service:** AP.

**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, FL.

**Began Operation:** March 18, 1957.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

- FRANK K. SPAIN, president.
- MARK LEDBETTER, general manager.
- BOB LEECH, national sales director.
- JACK CRISTIL, local sales director.
- CHARLES ED BISHOP, program director.
- WENDELL ROBINSON, chief engineer.
- GERALD STANFORD, operations director.
- TERRY SMITH, news director.

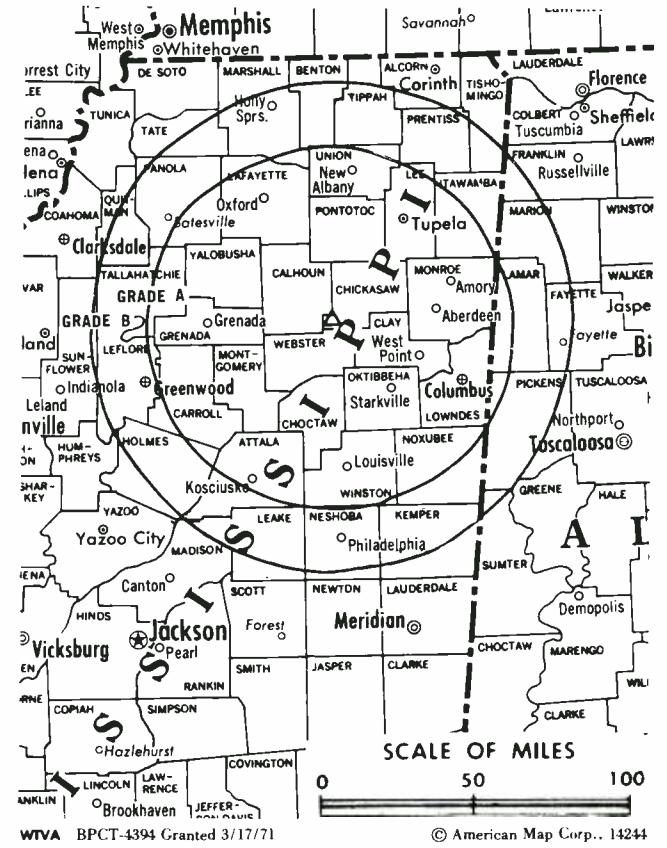
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$900.

**City of License:** Tupelo. **ADI:** Columbus-Tupelo. **Rank:** 135.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Lamar	6,200	6,100	98
	<b>MISSISSIPPI</b>			
	Attala	7,000	6,900	99
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	6,200	6,100	98
	Choctaw	3,200	3,100	97
	Clay	7,400	7,300	99
	Grenada	7,600	7,500	99
	Itawamba	7,900	7,800	99
	Lafayette	11,500	11,300	98
	Lee	23,200	22,900	99
	Leflore	13,400	13,100	98
	Lowndes	20,900	20,700	99
	Monroe	12,800	12,600	98
	Montgomery	4,500	4,400	98
	Neshoba	9,100	9,000	99
	Noxubee	4,100	4,000	98
	Oktibbeha	12,300	12,100	98
Pontotoc	8,200	8,100	99	
Prentiss	9,200	9,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tallahatchie	5,300	5,200	98
	Tippah	7,100	7,000	99
	Tishomingo	7,300	7,200	99
	Union	8,700	8,600	99
	Webster	3,700	3,600	97
	Winston	6,800	6,700	99
	Yalobusha	5,100	5,000	98
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Marion	12,100	12,000	99
	Pickens	7,300	7,100	97
	<b>MISSISSIPPI</b>			
	Alcorn	13,200	13,000	98
<b>Between 5-24%</b>	Benton	2,700	2,700	100
	Coahoma	11,900	11,600	97
	Kemper	3,500	3,400	97
	Panola	9,700	9,600	99
	<b>ALABAMA</b>			
Fayette	7,200	7,100	99	
Franklin	11,300	11,100	98	
Greene	3,800	3,700	97	
Sumter	5,400	5,300	98	
<b>MISSISSIPPI</b>				
Bolivar	14,100	13,700	97	
Holmes	7,400	7,200	97	
Marshall	10,000	9,800	98	
Quitman	3,900	3,800	97	
Sunflower	10,600	10,300	97	
<b>TENNESSEE</b>				
Hardeman	8,100	8,000	99	
Wayne	5,200	5,100	98	
<b>Station Totals</b>		<b>375,200</b>	<b>368,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>228,500</b>
<b>Average Daily Circulation (1987)</b>				<b>153,000</b>

# Mississippi—West Point

**WVSB-TV**

Ch. 27

**Network Service:** ABC.

**Licensee:** Venture Systems Inc., Box 777, West Point, MS 39773.

**Studio:** 310 E. Westbrook, West Point, MS.

**Mailing Address:** Box 777, West Point, MS 39773.

**Telephone:** 601-494-8327.

**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.

**Satellite Earth Stations:** In operation; Scientific-Atlanta receivers.

**News Service:** AP.

**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., 8.30%; Richard D. McRae, 8.30%; Richard M. Hopper, 6.66%; Barbara M. Hopper, 6.66%; Stephen Townsend, 2.77%; Lewis Townsend, 2.77%. Lewis C. Hopper has interest in WXXV-TV, Gulfport, MS & WLIN(FM), Jackson, MS.

**Began Operation:** May 29, 1983.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

- DAVID C. HOPPER, president & general manager.
- LEWIS HOPPER, national sales manager.
- SAM TAYLOR, general sales manager.
- LYNDA MIZE, program director.
- ANDY COVINGTON, news director.
- STAN WEST, chief engineer.
- TRACY GRIFFIN, traffic.

**Highest 30 Sec. Rate:** \$180.

**City of License:** West Point. **ADI:** Columbus-Tupelo. **Rank:** 135.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Chickasaw	6,200	6,100	98
	Clay	7,400	7,300	99
	Lee	23,200	22,900	99
	Lowndes	20,900	20,700	99
	Monroe	12,800	12,600	98
	Oktibbeha	12,300	12,100	98

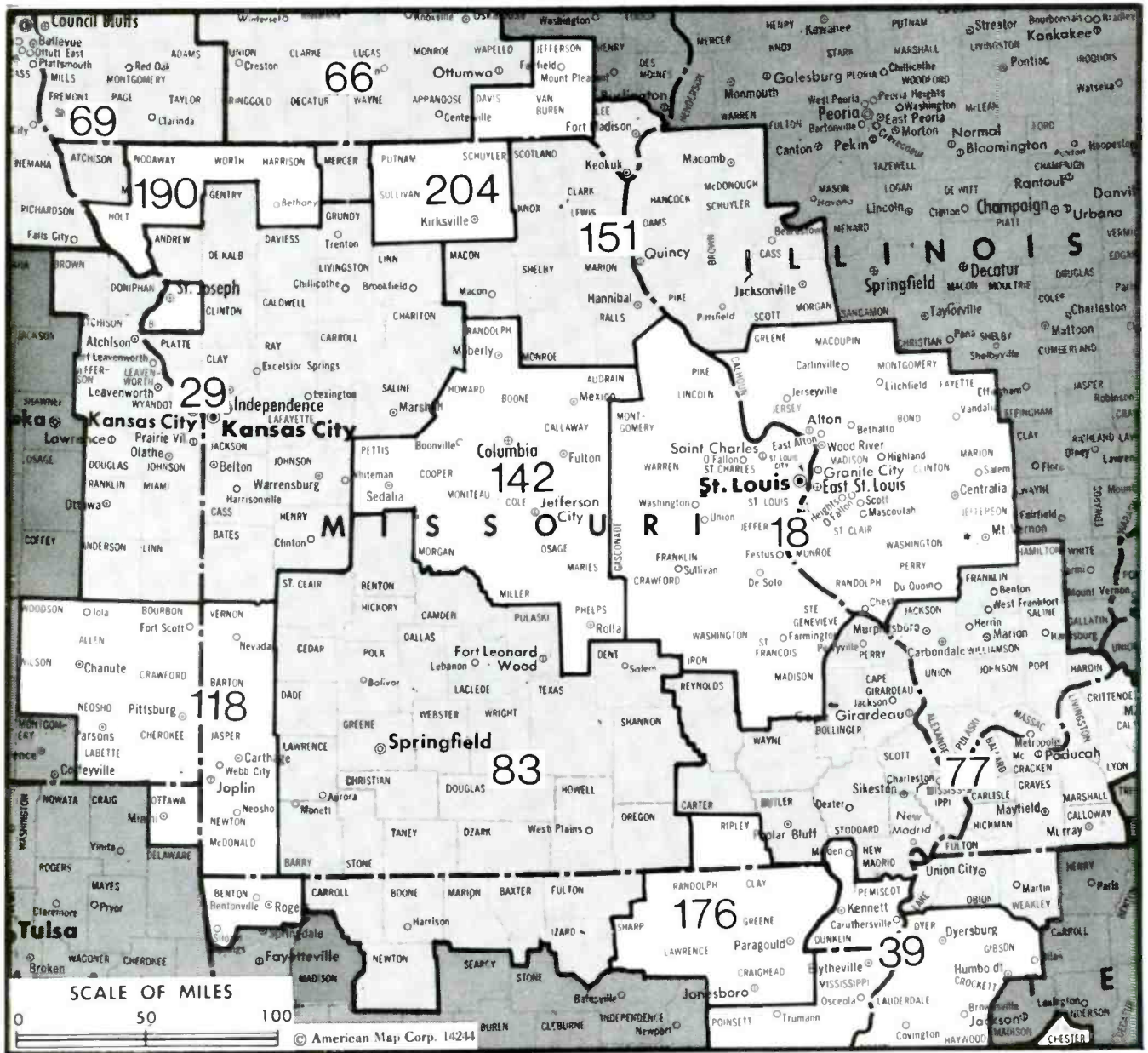


WVSB-TV BMPCT-821109KM Granted 11/29/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pontotoc	8,200	8,100	99
	<b>MISSISSIPPI</b>			
<b>Between 25-49%</b>	Choctaw	3,200	3,100	97
	Itawamba	7,900	7,800	99
	Prentiss	9,200	9,100	99
	Tishomingo	7,300	7,200	99
	Union	8,700	8,600	99
	Webster	3,700	3,600	97
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Lamar	6,200	6,100	98
	Marion	12,100	12,000	99
	<b>MISSISSIPPI</b>			
	Benton	2,700	2,700	100
	Carroll	3,400	3,300	97
	Lafayette	11,500	11,300	98
	Montgomery	4,500	4,400	98
	Noxubee	4,100	4,000	98
	Winston	6,800	6,700	99
	Yalobusha	5,100	5,000	98
<b>Station Totals</b>		<b>193,100</b>	<b>190,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>81,500</b>
<b>Average Daily Circulation (1987)</b>				<b>33,300</b>



# Missouri



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
St. Louis, MO	1,052,300	18	KDNL-TV (30), KMOV (4), KNLC(24), KPLR-TV (11), KSDK (5), KTVI (2)
Kansas City, MO	705,400	29	KCTV (5), KMBC-TV (9), KSHB-TV(41), KYFC (50), KZKC (62), WDAF-TV (4)
Memphis, TN	587,600	39	WHBO-TV (13), WMC-TV (5), WMKW-TV(30), WPTY-TV (24), WREG-TV (3)
Des Moines, IA	379,300	66	KCCI-TV (8), KDSSM-TV (17), WHO-TV(13), WOI-TV (5)
Omaha, NE	354,300	69	KETV (7), KMTV (3), KPTM (42), WOWT(6)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion,IL	316,700	77	KBSI (23), KFVS-TV (12), KPOB-TV (15), WCCE (13),WPSD-TV (6), WSIL-TV (3), WTCT (27)
Springfield, MO	284,400	83	KDEB-TV (27), KOLR (10), KSPR(33), KYTV (3)
Joplin, MO-Pittsburg, KS	175,600	118	KOAM-TV (7), KODE-TV(12), KSNF (16)
Columbia-Jefferson City, MO	149,400	142	KMIZ (17), KNLJ(25), KOMU-TV (8), KRCG (13)
Quincy, IL-Hannibal, MO	137,200	151	KHOA-TV (7), WGEM-TV(10), WTJR (16)
Jonesboro, AR	67,500	176	KAITV (8)
St. Joseph, MO	47,000	190	KQTV (2), KTAJ (16)
Ottumwa, IA-Kirksville, MO	29,200	204	KOIA-TV (15), KTVQ(3)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

- WPSD-TV, Cape Girardeau .....See Paducah, KY
- WSIL-TV, Cape Girardeau .....See Harrisburg, IL
- WTCT, Cape Girardeau .....See Marion, IL
- KNLJ, Columbia .....See Jefferson City, MO
- KRCG, Columbia .....See Jefferson City, MO
- WGEM-TV, Hannibal .....See Quincy, IL
- KOMU-TV, Jefferson City .....See Columbia, MO
- KOAM-TV, Joplin .....See Pittsburg, KS
- KTVO, Kirksville .....See Ottumwa, IA

**Missouri Station Status as of October 1, 1987**

	VHF	UHF	TOTAL
Commercial Television Stations	15	13	28
Educational Television Stations	2	3	5
	17	16	33

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# Missouri—Cape Girardeau

**KBSI**

**Ch. 23**

**Network Service:** Fox.

**Licensee:** Cape Girardeau Family TV Ltd. Partnership, Debtor-in-Possession.

**Studio:** 806 Enterprise, Cape Girardeau, MO 63701.

**Telephone:** 314-334-1223.

**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.

**Satellite Earth Stations:** Zenith, 3-meter Ku- & C-band; Gardiner, 7-meter C-band; Avcom, 10-meter C-band; M/A-Com, 7-meter Ku-band; Avcom, Gardiner, M/A-Com, Zenith receivers.

**Ownership:** Stephen D. Kent, gen. partner, 21.6%; Cape Girardeau Family Television Inc., gen. partner, 1%; Mid-America TV 23 Ltd. Partnership, ltd. partner, 45%; Media Central Inc., ltd. partner, 32.4%. CGFT ownership: Media Central Inc., 60%; Stephen D. Kent, 40%. MC ownership: See S. D. Kent & Media Central in Group Ownership of TV Stations.

**Began Operation:** September 10, 1983.

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

**Represented (legal):** Seymour M. Chase, P.C.

**Personnel:**

MICHAEL D. DeCLUE, general manager.  
GLENN ROSE, general sales manager.  
MARK CULBERTSON, program director.  
DOUG GOODSON, chief engineer.  
MIKE ZIKMUND, local sales manager.  
BRYAN UPTAIN, promotions director.

**Rates:** On request.

**City of License:** Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 77.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,900	4,700	96
	Jackson	24,000	23,200	97
	Union	7,700	7,500	97
	<b>KENTUCKY</b>			
	Carlisle	2,100	2,100	100
	Hickman	2,100	2,100	100
	<b>MISSOURI</b>			
	Bollinger	4,100	4,000	98
	Cape Girardeau	22,300	22,000	99
Mississippi	5,300	5,200	98	
Scott	14,600	14,400	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Franklin	18,100	17,600	97
	Gallatin	3,000	2,900	97
	Johnson	3,900	3,800	97
	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
Williamson	24,700	24,000	97	



KBSI BMPCT-830107KE Granted 5/19/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Ballard	3,400	3,400	100
	Mc Cracken	24,200	24,100	100
	Marshall	10,400	10,300	99
	<b>MISSOURI</b>			
New Madrid	7,800	7,600	97	
Stoddard	11,000	10,800	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jefferson	15,800	15,300	97
	Massac	6,300	6,100	97
	Perry	9,000	8,700	97
	Randolph	12,700	12,400	98
	<b>KENTUCKY</b>			
	Calloway	12,100	12,000	99
	Fulton	3,200	3,200	100
Graves	13,200	13,100	99	
Livingston	3,700	3,700	100	
<b>MISSOURI</b>				
Butler	14,800	14,400	97	
Dunklin	13,400	13,100	98	
Madison	4,500	4,400	98	
Perry	6,000	5,900	98	
Wayne	4,800	4,700	98	
<b>TENNESSEE</b>				
Lake	2,600	2,600	100	
Obion	12,900	12,800	99	
<b>Station Totals</b>		<b>352,200</b>	<b>344,700</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>116,400</b>
<b>Average Daily Circulation (1987)</b>				<b>49,400</b>

# Missouri—Cape Girardeau

## KFVS-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** American Hirsch Bcstg. Co., Box 100, Cape Girardeau, MO 63701.

**Studio:** 310 Broadway, Cape Girardeau, MO 63701.

**Mailing Address:** Box 100, Cape Girardeau, MO 63701.

**Telephone:** 314-335-1212.

**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.

**Satellite Earth Station:** ADM, 7-meter; Avcom receivers.

**News Service:** AP.

**Ownership:** American Family Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 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):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Personnel:**

JOE GOLENIOWSKI, vice president & general manager.  
BISHOP ELLISON, operations manager.  
MICHAEL BEECHER, news director.

**Highest One Hour Rate:** \$2000.

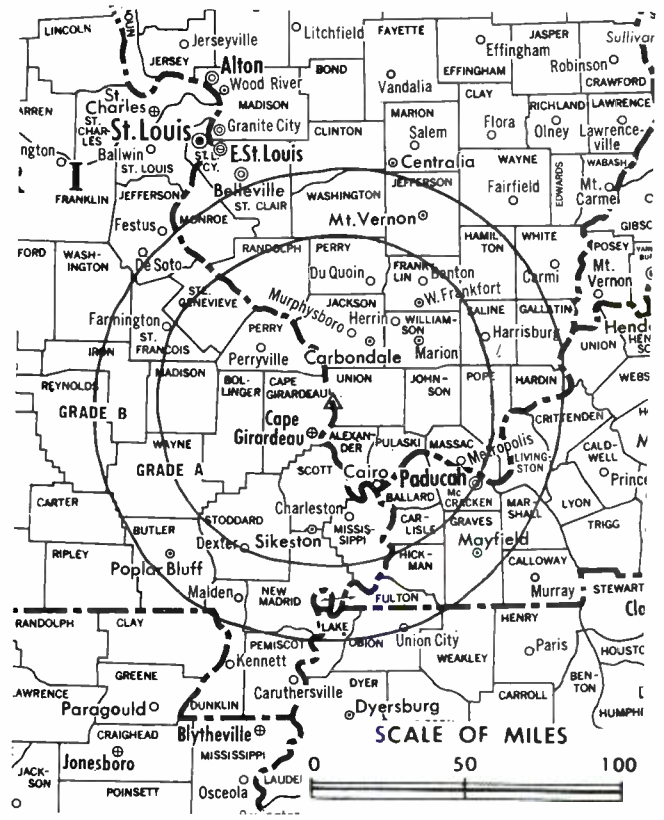
**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$1500.

**City of License:** Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 77.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Clay	8,000	7,800	97
	<b>ILLINOIS</b>			
	Alexander	4,900	4,700	96
	Franklin	18,100	17,600	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jackson	24,000	23,200	97
	Jefferson	15,800	15,300	97
	Johnson	3,900	3,800	97
	Massac	6,300	6,100	97
	Perry	9,000	8,700	97
	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Williamson	24,700	24,000	97
	<b>KENTUCKY</b>			
	Ballard	3,400	3,400	100
Calloway	12,100	12,000	99	
Carlisle	2,100	2,100	100	
Crittenden	3,400	3,400	100	
Fulton	3,200	3,200	100	
Graves	13,200	13,100	99	



KFVS-TV BPCT-2609 Granted 4/17/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hickman	2,100	2,100	100
	Livingston	3,700	3,700	100
	Lyon	2,600	2,600	100
	Mc Cracken	24,200	24,100	100
	Marshall	10,400	10,300	99
<b>MISSOURI</b>				
	Bollinger	4,100	4,000	98
	Butler	14,800	14,400	97
	Cape Girardeau	22,300	22,000	99
	Carter	2,000	1,900	95
	Dunklin	13,400	13,100	98
	Madison	4,500	4,400	98
	Mississippi	5,300	5,200	98
	New Madrid	7,800	7,600	97
	Pemiscot	8,400	8,200	98
	Perry	6,000	5,900	98
	Ripley	5,000	4,700	94
	Scott	14,600	14,400	99
	Stoddard	11,000	10,800	98
	Wayne	4,800	4,700	98
<b>TENNESSEE</b>				
	Lake	2,600	2,600	100
	Obion	12,900	12,800	99
	Weakley	12,300	12,200	99
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Randolph	6,300	6,100	97
	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Randolph	12,700	12,400	98
	Wayne	7,700	7,300	95
(Continued on page A-632)				
<b>Station Totals</b>		<b>530,300</b>	<b>518,800</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>			<b>349,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>235,900</b>	

# Missouri—Columbia

**KMIZ**

**Ch. 17**

**Network Service:** ABC.

**Licensee:** Stauffer Communications Inc., 501 Business 70 East, Columbia, MO 65201.

**Studio:** 501 Business 70 East, Columbia, MO 65201.

**Telephone:** 314-449-0917.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 750-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.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Ajak, 3-meter C-band; Andrew receivers.

**News Services:** ABC, Sports News Satellite.

**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1971. Sale to present owner by Richard E. & Robert H. Koenig approved by FCC Dec. 13, 1984 (*Television Digest*, Vol. 24:43).

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

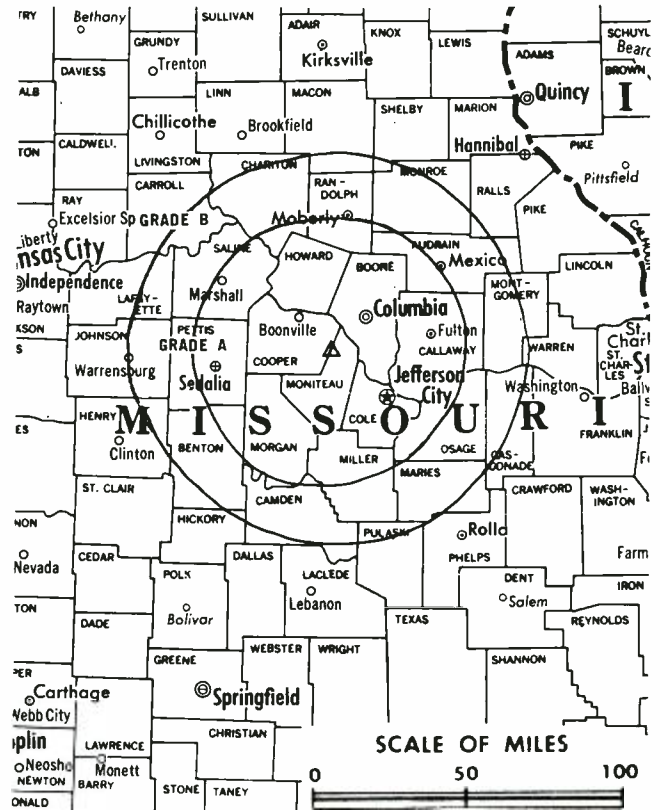
CARLOS FERNANDEZ, general manager.  
JUDY PULLIAM, program director.  
GALE CLEVINGER, news director.  
RON ROWE, chief engineer.  
SEA STIPE, local sales manager.  
JEAN VIOX, national sales manager.

**Highest 30 Sec. Rate:** \$800.

**City of License:** Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 142.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
	Cole	21,700	21,500	99
	Cooper	5,500	5,400	98
	Howard	3,600	3,500	97
	Miller	7,700	7,600	99
	Moniteau	4,400	4,300	98
	Morgan	5,900	5,800	98



KMIZ BMPCT-7323 Granted 7/14/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Osage	4,100	4,000	98
	Randolph	9,600	9,500	98
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Chariton	4,000	3,900	97
	Maries	2,900	2,800	97
	Monroe	3,500	3,500	100
	Pettis	13,800	13,500	98
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Benton	5,200	5,000	96
	Camden	9,300	9,100	98
	Henry	7,900	7,800	99
	Pulaski	10,700	10,500	98
Ralls	3,500	3,500	100	
<b>Station Totals</b>		<b>199,400</b>	<b>196,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>110,600</b>
<b>Average Daily Circulation (1987)</b>				<b>53,300</b>

# Missouri—Columbia

## KOMU-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** The Curators of University of Missouri, Columbia, MO 65201.

**Studio:** Hwy. 63 South, Columbia, MO 65201.

**Telephone:** 314-442-1122. **TWX:** 910-760-1444.

**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.

**Multichannel TV Sound:** Stereo only planned.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; RCA, 2.5-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 6.5-meter; Scientific-Atlanta, Harris receivers.

**News Service:** AP.

**Ownership:** The Curators of the University of Missouri.

**Began Operation:** December 21, 1953.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

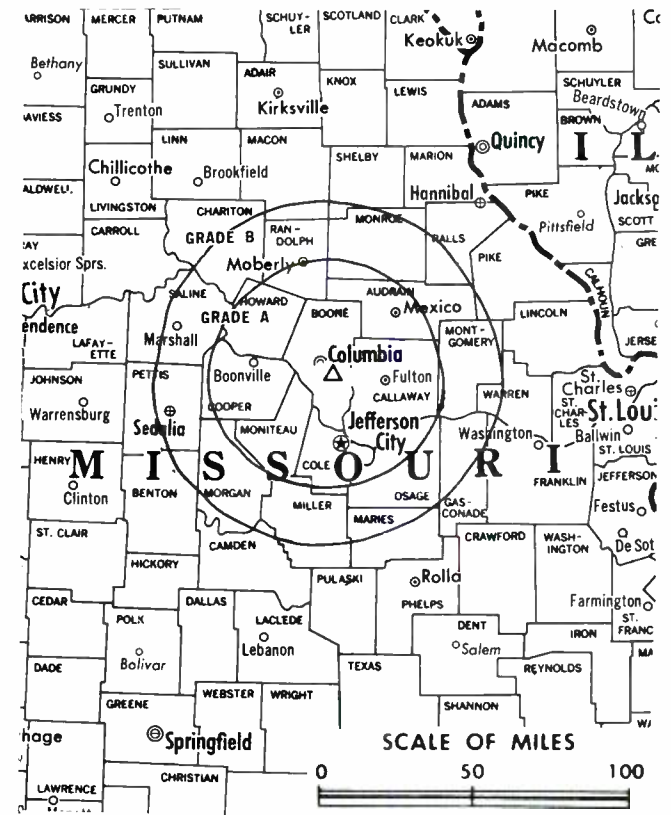
TOM GRAY, general manager.  
DON RUGGLES, sales manager.  
BOB AUSTIN, program director.  
CHARLYN LAW, promotion director.  
JOHN QUARDERER, news director.  
ROGER ALLBEE, operations manager.  
JAMES MOORE, chief engineer.

**Rates:** On request.

**City of License:** Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 142.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
	Chariton	4,000	3,900	97
	Cole	21,700	21,500	99
	Cooper	5,500	5,400	98
	Howard	3,600	3,500	97
	Macon	6,300	6,200	98
	Maries	2,900	2,800	97
	Miller	7,700	7,600	99
	Moniteau	4,400	4,300	98
	Monroe	3,500	3,500	100



KOMU-TV BMPCT-7084 Granted 11/14/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	4,200	4,100	98
	Morgan	5,900	5,800	98
	Osage	4,100	4,000	98
	Pettis	13,800	13,500	98
	Randolph	9,600	9,500	98
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Benton	5,200	5,000	96
	Camden	9,300	9,100	98
	Gasconade	5,300	5,200	98
	Linn	6,300	6,200	98
	Phelps	11,900	11,600	97
<b>Between 5-24%</b>	Pulaski	10,700	10,500	98
	Saline	9,400	9,200	98
	<b>MISSOURI</b>			
	Carroll	4,600	4,500	98
	Dent	5,700	5,500	96
Pike	6,000	5,900	98	
Ralls	3,500	3,500	100	
Shelby	3,000	2,900	97	
<b>Station Totals</b>		<b>238,500</b>	<b>234,200</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>148,600</b>
<b>Average Daily Circulation (1987)</b>				<b>94,100</b>

# Missouri—Hannibal-Quincy, Illinois

## KHQA-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Benedek Bcstg. HQA Inc., 510 Maine St., Quincy, IL 62301.

**Studios:** 2333 Palmyra Rd., Hannibal, MO 63401; WCU Bldg., Quincy, IL 62301.

**Telephones:** 217-222-6200, Quincy; 314-221-2762, Hannibal.

**TWX:** 910-246-2204.

**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, IL.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Harris, Scientific-Atlanta, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Benedek Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 27, 1953. FCC approved sale to present owner by Lee Enterprises Inc. Oct. 30, 1986 (Television Digest, Vol. 26:38).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** David Steel & Associates.

### Personnel:

LOWELL JOHNSON, general manager.  
RON HELLER, operations/news director.  
TANA KENNY, national sales coordinator.  
TIM THOMPSON, local sales manager.  
NADINE MARTIN, business manager.  
HANK MAYHALL, program/production manager.  
LEE GRAY, chief engineer.  
RON HENDREN, farm director.

**Highest One Hour Rate:** \$2500.

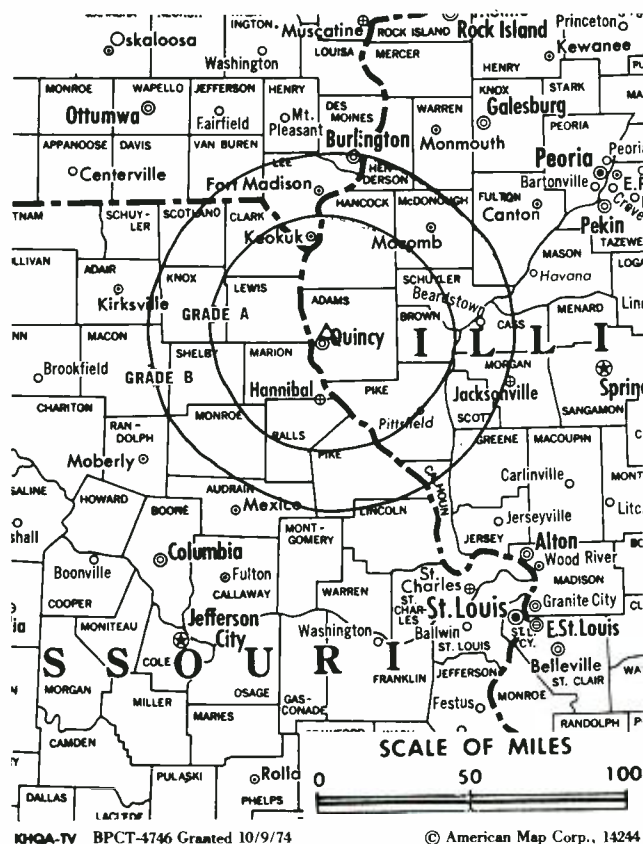
**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$1158.

**City of License:** Hannibal. **ADI:** Quincy, IL-Hannibal, MO. **Rank:** 151.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Lee	16,600	16,400	99
	Van Buren	3,300	3,200	97
	<b>ILLINOIS</b>			
	Adams	27,400	27,000	99
	Brown	2,200	2,100	95
	Cass	5,600	5,500	98
	Hancock	9,400	9,200	98
	Mc Donough	13,000	12,700	98
	Morgan	14,500	14,100	97
Pike	7,500	7,300	97	
Schuyler	3,200	3,100	97	
Scott	2,300	2,300	100	



KHQA-TV BPCT-4746 Granted 10/9/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Adair	9,400	9,300	99
	Clark	3,000	2,900	97
	Knox	2,100	2,100	100
	Lewis	3,900	3,800	97
	Macon	6,300	6,200	98
	Marion	10,700	10,600	99
	Monroe	3,500	3,500	100
	Pike	6,000	5,900	98
	Ralls	3,500	3,500	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
Shelby	3,000	2,900	97	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Des Moines	18,300	18,100	99
	<b>ILLINOIS</b>			
Henderson	3,500	3,400	97	
<b>MISSOURI</b>	Audrain	9,600	9,500	99
	Sullivan	2,900	2,900	100
	<b>Between 5-24%</b>	<b>IOWA</b>		
Davis		3,500	3,500	100
Henry		7,200	7,100	99
Jefferson		6,300	6,200	98
<b>ILLINOIS</b>				
Greene		6,200	6,100	98
Warren	8,100	8,000	99	
<b>MISSOURI</b>	Lincoln	8,200	8,100	99
	Putnam	2,200	2,200	100
<b>Station Totals</b>		<b>236,500</b>	<b>232,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>150,300</b>
<b>Average Daily Circulation (1987)</b>				<b>92,800</b>

# Missouri—Jefferson City

**KNLJ**

**Ch. 25**

**Network Service:** None, independent.

**Licensee:** New Life Evangelistic Center Inc., Rte. 2, Hwy. 54, Box 72, New Bloomfield, MO 65063.

**Studio:** Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

**Telephone:** 314-896-5105.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"  
Longitude 92° 05' 20"

**Transmitter:** Hwys. 54 & 232, New Bloomfield.

**News Service:** CNN Headline News.

**Ownership:** New Life Evangelistic Center Inc. See Group Ownership of Television Stations.

**Began Operation:** March 30, 1986.

**Personnel:**

LARRY RICE, station manager.  
PENNY RICE, sales.

**Highest One Hour Rate:** \$225.

**City of License:** Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 142.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
	Cole	21,700	21,500	99
	Moniteau	4,400	4,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Monroe	3,500	3,500	100
	Osage	4,100	4,000	98
<b>Station Totals</b>		<b>84,500</b>	<b>83,300</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>7,700</b>	
<b>Average Daily Circulation (1987)</b>			<b>2,900</b>	



# Missouri—Jefferson City

**KRCG**

Ch. 13

**Network Service:** CBS.

**Licensee:** Price Communications Corp.

**Studio:** Hwy. 54, Jefferson City, MO 65102.

**Mailing Address:** Box 659, Jefferson City, MO 65102.

**Telephone:** 314-896-5144. **TWX:** 910-760-2923.

**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:** U.S. Hwy. 54, 2-mi. S of New Bloomfield.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.7-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, CBS.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 13, 1955. Sale to present owner by LDX Broadcast approved by FCC Nov. 15, 1984 (*Television Digest*, Vol. 24:36). Sale, including former satellite KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

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

**Personnel:**

JOHN DEUSHANE, vice president & general manager.  
JOHN SCRIVENER, sales manager.  
CLEON CRUM, chief engineer.  
LELAND GORDON, program director.  
DON DIEDRIECH, news director.

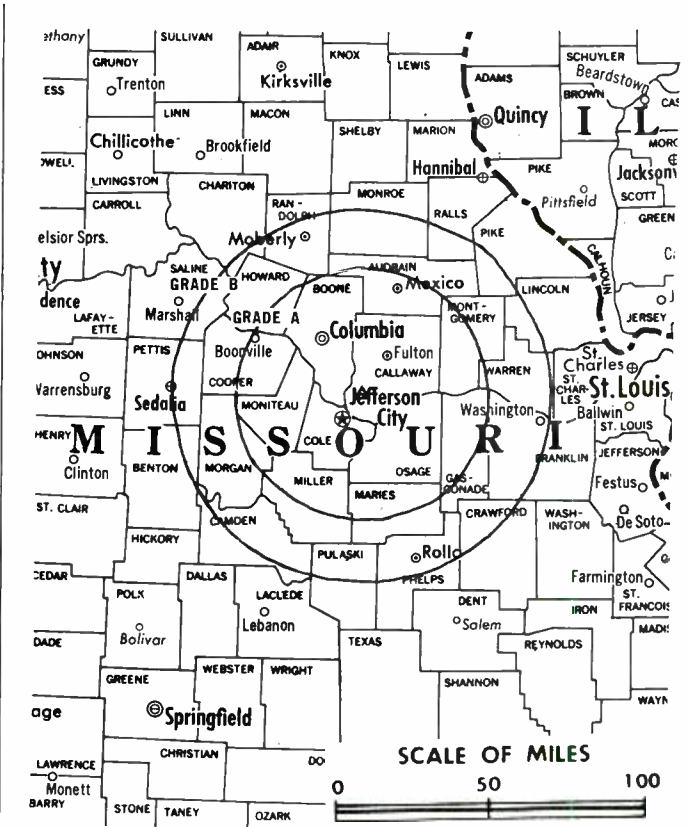
**Highest One Hour Rate:** \$2290.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 142.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
	Chariton	4,000	3,900	97
	Cole	21,700	21,500	99
	Cooper	5,500	5,400	98
	Gasconade	5,300	5,200	98



KRCG BPCT-811221KE. Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Howard	3,600	3,500	97
	Maries	2,900	2,800	97
	Miller	7,700	7,600	99
	Moniteau	4,400	4,300	98
	Montgomery	4,200	4,100	98
	Morgan	5,900	5,800	98
	Osage	4,100	4,000	98
	Pettis	13,800	13,500	98
	Phelps	11,900	11,600	97
	Randolph	9,600	9,500	98
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Camden	9,300	9,100	98
	Monroe	3,500	3,500	100
	Pulaski	10,700	10,500	98
Saline	9,400	9,200	98	
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Benton	5,200	5,000	96
	Crawford	7,200	7,000	97
	Dent	5,700	5,500	96
	Linn	6,300	6,200	98
	Macon	6,300	6,200	98
Ralls	3,500	3,500	100	
<b>Station Totals</b>		<b>232,100</b>	<b>227,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>150,100</b>
<b>Average Daily Circulation (1987)</b>				<b>93,000</b>

# Missouri—Joplin

## KODE-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Gilmore Broadcasting Corp., 1928 W. 13th St., Joplin, MO 64801.

**Studio:** 1928 W. 13th St., Joplin, MO 64801.

**Telephone:** 417-623-7260. **TWX:** 910-774-4516.

**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.

**Satellite Earth Station:** ADM, 3.7-meter C-band; Avantek, Hytek & M/A-Com receivers.

**News Service:** AP.

**Ownership:** Gilmore Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 26, 1954. Sale to present owner by WSTV Inc. (United Printers & 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):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- DOUGLAS PADGETT, general manager.
- RANDY COLLARD, general sales manager.
- KEN SWISHER, chief engineer.
- JAY CORRINGTON, community affairs director.
- BILL ACKER, operations manager.

**Highest One Hour Rate:** \$1500.

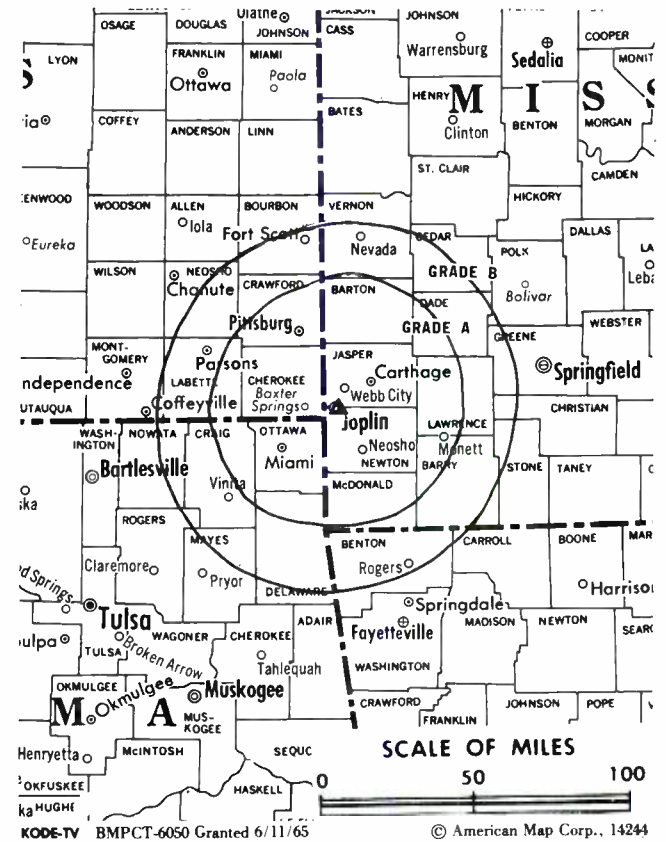
**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Joplin. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 118.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Bourbon	6,700	6,600	99
	Cherokee	9,000	8,900	99
	Crawford	15,600	15,400	99
	Labette	9,900	9,700	98
	Neosho	7,200	7,100	99
	Wilson	4,800	4,700	98
	Woodson	1,800	1,800	100
	<b>MISSOURI</b>			
	Barry	10,000	9,800	98
	Barton	4,700	4,600	98
	Dade	3,100	3,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Jasper	34,200	33,700	99	
	Lawrence	11,700	11,500	98	
	Mc Donald	6,000	5,900	98	
	Newton	16,200	16,000	99	
	Vernon	7,700	7,500	97	
	<b>OKLAHOMA</b>				
	Ottawa	13,300	13,200	99	
	<b>Between 25-49%</b>	<b>ARKANSAS</b>			
		Benton	34,500	33,800	98
		<b>KANSAS</b>			
Montgomery		16,700	16,400	98	
<b>MISSOURI</b>					
Cedar		5,000	4,900	98	
<b>OKLAHOMA</b>					
Craig		5,600	5,500	98	
Delaware		10,900	10,600	97	
<b>Between 5-24%</b>		<b>ARKANSAS</b>			
	Carroll	7,400	7,200	97	
	Washington	40,100	39,200	98	
	<b>KANSAS</b>				
	Elk	1,600	1,600	100	
	Linn	3,500	3,400	97	
	<b>MISSOURI</b>				
	Bates	6,100	6,000	98	
	<b>OKLAHOMA</b>				
	Nowata	4,600	4,600	100	
<b>Station Totals</b>		<b>304,400</b>	<b>299,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1987)</b>			<b>179,900</b>		
<b>Average Daily Circulation (1987)</b>			<b>102,000</b>		

# Missouri—Joplin

**KSNF**

**Ch. 16**

**Network Service:** NBC.

**Licensee:** Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64801.

**Studio:** 1502 Cleveland Ave., Joplin, MO 64801.

**Telephone:** 417-781-2345. **TWX:** 910-774-4520.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; RCA, 3.2-meter Ku-band; Harris, 6.2-meter Ku-band; Channel Master, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 2, 1967. Sale to present owner approved by FCC Feb. 27, 1987. Previous 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, KS.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Personnel:**

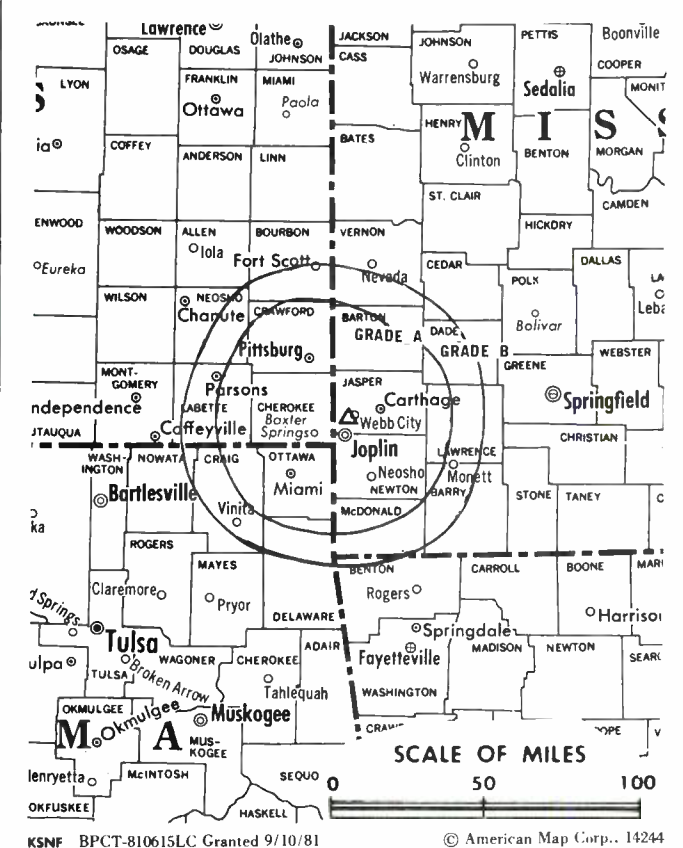
BILL BENGTON, vice president & general manager.  
BILL WARD, general sales manager.  
JIM LOBBEY, operations & production manager.  
MELVIN BROOKS, chief engineer.  
STEVE RUSSELL, news director.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Joplin. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 118.



KSNF BPCT-810615LC Granted 9/10/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	16,200	16,000	99
	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b> Ottawa	13,300	13,200	99
<b>Between 25-49%</b>	<b>KANSAS</b> Montgomery	16,700	16,400	98
	<b>MISSOURI</b> Barry	10,000	9,800	98
	Lawrence	11,700	11,500	98
	<b>OKLAHOMA</b> Delaware	10,900	10,600	97
<b>Between 5-24%</b>	<b>ARKANSAS</b> Washington	40,100	39,200	98
	<b>KANSAS</b> Chautauqua	2,300	2,300	100
	Elk	1,600	1,600	100
	Woodson	1,800	1,800	100
	<b>MISSOURI</b> Bates	6,100	6,000	98
	Cedar	5,000	4,900	98
	Dade	3,100	3,100	100
	St Clair	3,400	3,300	97
	<b>OKLAHOMA</b> Craig	5,600	5,500	98
	<b>Station Totals</b>		<b>294,600</b>	<b>289,500</b>
<b>Net Weekly Circulation (1987)</b>			<b>162,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>101,900</b>	

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b> Benton	34,500	33,800	98
	<b>KANSAS</b> Allen	6,500	6,400	98
	Bourbon	6,700	6,600	99
	Cherokee	9,000	8,900	99
	Crawford	15,600	15,400	99
	Labette	9,900	9,700	98
	Neosho	7,200	7,100	99
	Wilson	4,800	4,700	98
	<b>MISSOURI</b> Barton	4,700	4,600	98
	Jasper	34,200	33,700	99
	Mc Donald	6,000	5,900	98

# Missouri—Kansas City

**KCTV**

Ch. 5

**Network Service:** CBS.

**Licensee:** Meredith Corp., Box 5555, Kansas City, MO 64109.

**Studio:** 4500 Shawnee Mission Pkwy., Fairway, KS 66205.

**Telephone:** 913-677-5555. **TWX:** 910-743-4180; 910-743-4181.

**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.

**Satellite Earth Stations:** In operation; Scientific-Atlanta receivers.

**News Services:** CNN Headline News, Newscope.

**Ownership:** Meredith Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 27, 1953.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

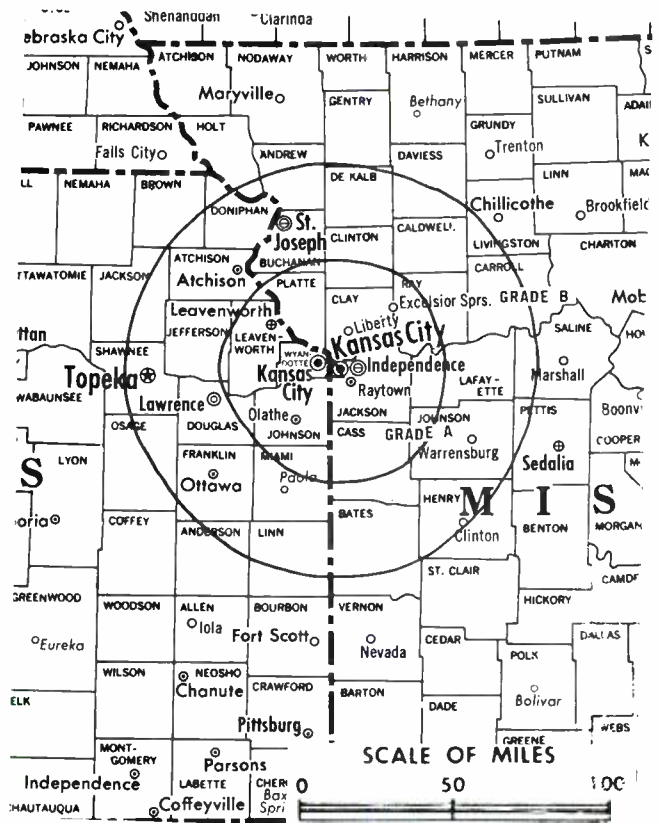
- PHILIP A. JONES, vice president & general manager.
- PAT NORTH, general sales manager.
- ED BRADLEY, national sales manager.
- JOE SNELSON, director of engineering.
- ERWIN PARTHE, station operations director.
- JOAN KOHN, program manager.
- JIM OVERBAY, news director.
- DUKE URIDGE, promotion director.

**Rates:** Not available.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 29.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Doniphan	3,400	3,300	97
	Douglas	25,600	25,200	98
	Franklin	8,900	8,800	99
	Geary	10,400	10,300	99
	Johnson	116,400	115,800	99
	Leavenworth	18,600	18,400	99
	Linn	3,500	3,400	97
	Miami	8,300	8,200	99
	Riley	20,400	20,000	98
	Saline	20,100	19,800	99
	Wyandotte	63,600	63,000	99
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
Bates	6,100	6,000	98	
Buchanan	32,000	31,600	99	
Caldwell	3,200	3,200	100	
Carroll	4,600	4,500	98	
Cass	19,300	19,100	99	
Clay	53,000	52,600	99	
Clinton	6,000	5,900	98	
Daviess	3,400	3,300	97	
De Kalb	3,100	3,000	97	



KCTV BMPCT-2317 Granted 10/26/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	7,900	7,800	99
	Holt	2,700	2,600	96
	Jackson	243,900	240,900	99
	Johnson	12,800	12,600	98
	Lafayette	11,400	11,300	99
	Linn	6,300	6,200	98
	Livingston	6,100	6,000	98
	Nodaway	7,800	7,700	99
	Pettis	13,800	13,500	98
	Platte	18,900	18,700	99
	Ray	8,100	8,000	99
Saline	9,400	9,200	98	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Bourbon	6,700	6,600	99
	Coffey	4,000	3,900	98
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Morris	2,600	2,500	96
	Osage	6,100	6,000	98
	Shawnee	63,000	62,400	99
	<b>MISSOURI</b>			
	Adair	9,400	9,300	99
	Chariton	4,000	3,900	97
	Mercer	1,700	1,700	100
	St Clair	3,400	3,300	97
	Vernon	7,700	7,500	97
Worth	1,100	1,100	100	
<b>NEBRASKA</b>				
Richardson	4,400	4,300	98	

(Continued on page A-632)

<b>Station Totals</b>	<b>1,033,200</b>	<b>1,020,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>750,100</b>
<b>Average Daily Circulation (1987)</b>			<b>443,100</b>

# Missouri—Kansas City

## KMBC-TV

Ch. 9

Network Service: ABC.

Licensee: The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

Studio: 1049 Central St., Kansas City, MO 64105.

Telephone: 816-221-9999. TWX: 910-771-3138.

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.

Satellite Earth Stations: 2 Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Andrew receivers.

News Services: AP, ABC.

Ownership: The Hearst Corp., 100%. See Group Ownership of Television Stations.

Began Operation: August 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): Katz Television.

Represented (legal): Dempsey & Koplowitz.

### Personnel:

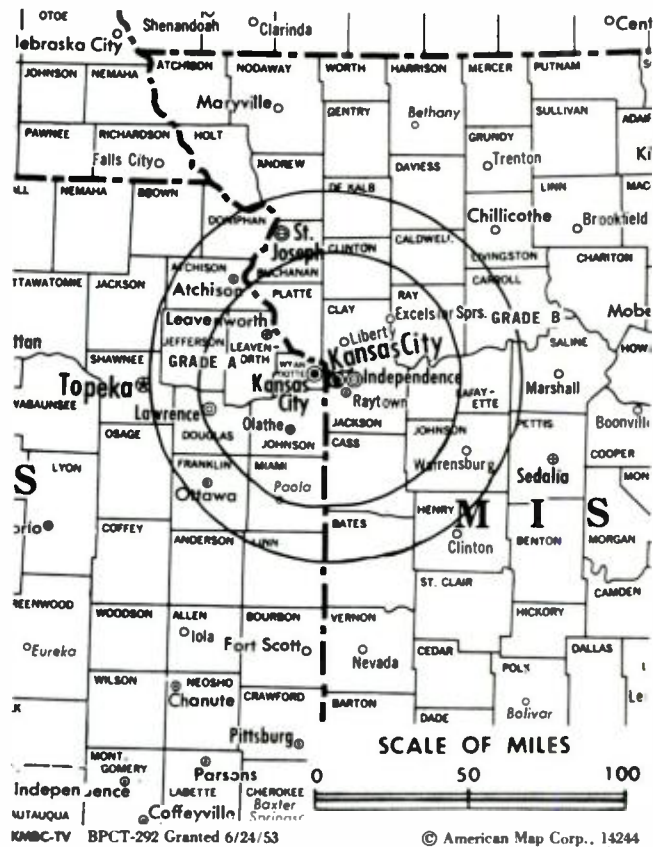
PAUL (DINO) DINOVIK, vice president & general manager.  
BILL LIND, general sales manager.  
CHERYL CRAIGIE-PARKER, national sales manager.  
BOB TWIBELL, local sales manager.  
JOHN CALVER, promotion director.  
GERALD GOLDEN, business manager.  
PATRICK PATTON, program director.  
BRIAN BRACCO, news director.  
JERRY DIXON, chief engineer.  
EVA PINON, traffic/computer operations manager.

Rates: Not available.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Doniphan	3,400	3,300	97
	Douglas	25,600	25,200	98
	Ellis	10,500	10,400	99
	Franklin	8,900	8,800	99
	Geary	10,400	10,300	99
	Jefferson	5,800	5,700	98
	Johnson	116,400	115,800	99
	Leavenworth	18,600	18,400	99
	Linn	3,500	3,400	97
	Miami	8,300	8,200	99
	Neosho	7,200	7,100	99
	Saline	20,100	19,800	99
	Trego	1,600	1,600	100
	Wyandotte	63,600	63,000	99
<b>MISSOURI</b>				
Andrew	5,300	5,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	19,300	19,100	99
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	Davies	3,400	3,300	97
	Grundy	4,700	4,600	98
	Henry	7,900	7,800	99
	Jackson	243,900	240,900	99
	Johnson	12,800	12,600	98
	Lafayette	11,400	11,300	99
	Linn	6,300	6,200	98
	Livingston	6,100	6,000	98
	Pettis	13,800	13,500	98
	Platte	18,900	18,700	99
Ray	8,100	8,000	99	
Saline	9,400	9,200	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Bourbon	6,700	6,600	99
	Brown	4,800	4,700	98
	Clay	3,900	3,800	97
	Cloud	4,700	4,600	98
	Coffey	4,000	3,900	98
	Osage	6,100	6,000	98
	Riley	20,400	20,000	98
	Russell	3,600	3,500	97
	Shawnee	63,000	62,400	99

(Continued on page A-632)

<b>Station Totals</b>	<b>1,108,200</b>	<b>1,093,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>765,500</b>
<b>Average Daily Circulation (1987)</b>			<b>446,700</b>

# Missouri—Kansas City

## KSHB-TV

Ch. 41

**Network Service:** Fox.

**Licensee:** Scripps-Howard Broadcasting Co., 4720 Oak St., Kansas City, MO 64112.

**Studio:** 4720 Oak St., Kansas City, MO 64112.

**Telephone:** 816-753-4141.

**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 Belleview, Kansas City.

**Satellite Earth Stations:** Microwave General, 6-meter; Harris, 6.1-meter C-band; Microdyne, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. See Group Ownership of Television 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):** Blair Television.

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Paul Godley Co.

**Personnel:**

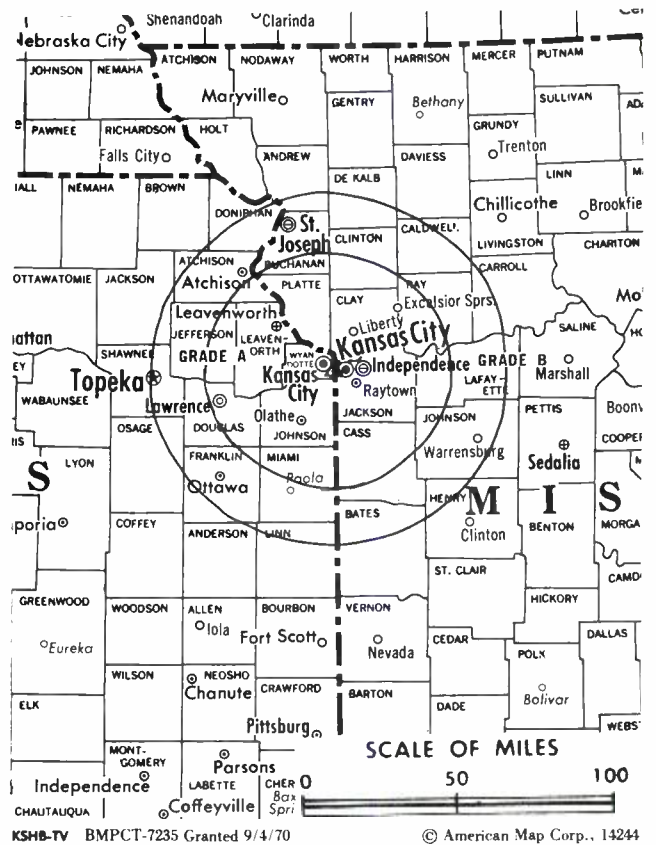
BOB WORMINGTON, vice president & general manager.  
PETER BRAKE, assistant general manager.  
JOANN CAMPO, general sales manager.  
HAROLD DeGOOD, chief engineer.  
TOM CHRISTIANSEN, news director.

**Rates:** Not available.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 29.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Douglas	25,600	25,200	98
	Ellis	10,500	10,400	99
	Johnson	116,400	115,800	99
	Leavenworth	18,600	18,400	99
	Linn	3,500	3,400	97
	Miami	8,300	8,200	99
	Wyandotte	63,600	63,000	99
	<b>MISSOURI</b>			
	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Carroll	4,600	4,500	98
	Cass	19,300	19,100	99
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	Jackson	243,900	240,900	99
Lafayette	11,400	11,300	99	
Livingston	6,100	6,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Platte	18,900	18,700	99
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Allen	6,500	6,400	98
	Anderson	3,400	3,300	97
	Barton	12,600	12,500	99
	Bourbon	6,700	6,600	99
	Brown	4,800	4,700	98
	Cloud	4,700	4,600	98
	Coffey	4,000	3,900	98
	Dickinson	8,100	8,000	99
	Franklin	8,900	8,800	99
	Geary	10,400	10,300	99
	Jefferson	5,800	5,700	98
	Lyon	14,600	14,300	98
	Mitchell	3,400	3,300	97
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Neosho	7,200	7,100	99
Osage	6,100	6,000	98	
Pratt	4,300	4,200	98	
Reno	26,000	25,700	99	
Riley	20,400	20,000	98	
Russell	3,600	3,500	97	
Saline	20,100	19,800	99	
Shawnee	63,000	62,400	99	
Wilson	4,800	4,700	98	
<b>(Continued on page A-633)</b>				
<b>Station Totals</b>		<b>1,273,000</b>	<b>1,256,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>571,400</b>	
<b>Average Daily Circulation (1987)</b>			<b>241,600</b>	

# Missouri—Kansas City

**KYFC**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Kansas City Youth For Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

**Studio:** 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

**Telephone:** 913-262-1700.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 1170-kw max. & 678-kw horizontal visual, 117-kw max. & 67.6-kw horizontal aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 02' 36"  
Longitude 94° 36' 40"

**Transmitter:** 6309 E. 56th St.

**Satellite Earth Stations:** Andrew, 5-meter C-band; Star, 5-meter C-band; Harris receivers.

**News Service:** CNN.

**Ownership:** Non-profit, non-stock corp. Dr. Al Metsker, exec. dir.; J. Mark Armstrong, Josiah E. Smith, Donald E. Land, Roy M. Adams, Thomas L. Gaskell, Lowell L. Metsker, David R. Heinke, Fred C. Riley, Gayle Ludwig & Bob Schmid, dirs.

**Began Operation:** December 15, 1978.

**Represented (legal):** Kirkland & Ellis.

**Personnel:**

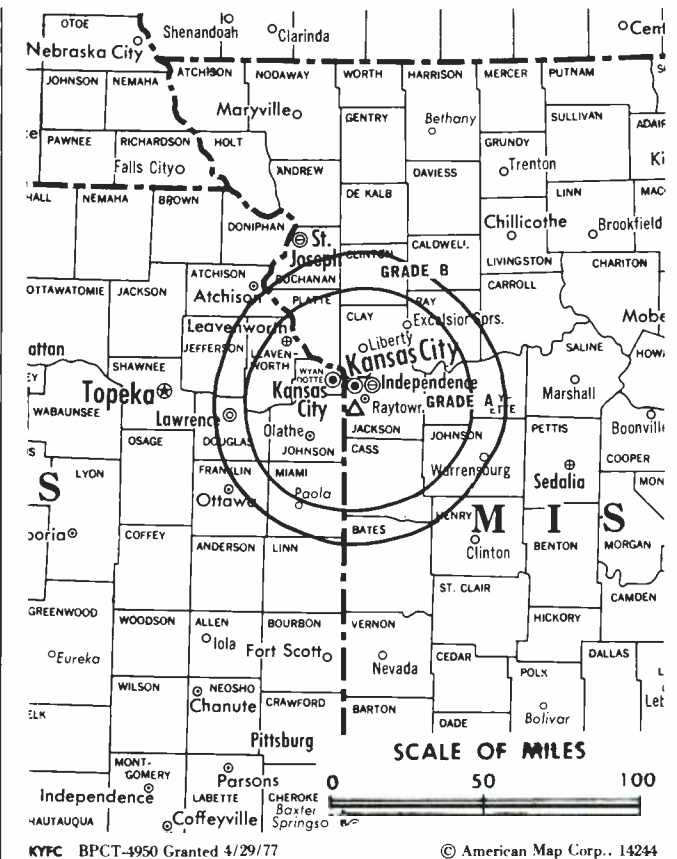
RONNIE METSKER, executive director.  
DAVID LEWIS, general manager.  
JOHN COLLINSON, chief engineer.

**Rates:** Not available.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 29.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
Between 5-24%	<b>KANSAS</b>			
	Brown	4,800	4,700	98
	Johnson	116,400	115,800	99
	Leavenworth	18,600	18,400	99
	Miami	8,300	8,200	99
Wyandotte	63,600	63,000	99	



KYFC BPCT-4950 Granted 4/29/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Bates	6,100	6,000	98
	Carroll	4,600	4,500	98
	Cass	19,300	19,100	99
	Cedar	5,000	4,900	98
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	Henry	7,900	7,800	99
	Jackson	243,900	240,900	99
	Johnson	12,800	12,600	98
	Lafayette	11,400	11,300	99
Platte	18,900	18,700	99	
St Clair	3,400	3,300	97	
<b>Station Totals</b>		<b>610,500</b>	<b>604,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>47,100</b>
<b>Average Daily Circulation (1987)</b>				<b>16,100</b>

# Missouri—Kansas City

**KZKC**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** Kansas City Television Ltd., Debtor-in-Possession, 620 Osborne Office Center, Chattanooga, TN 37411.

**Studio:** Television Place, Kansas City, MO 64126.

**Telephone:** 816-254-6262.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 1660-kw max. & 88.13-kw horizontal visual, 166-kw max. & 8.81-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1222-ft. above ground, 1969-ft. above sea level.

Latitude 39° 04' 59"  
Longitude 94° 28' 49"

Requests CP for change to 3581-kw max. visual, 358-kw max. aural, 850-ft. above av. terrain, 819-ft. above ground, 1829-ft. above sea level, lat. 38° 45' 26", long. 94° 26' 03", transmitter to 2.2-mi. N of Peculiar, Kansas City & change to Ch. 32. BPCT-861216K8.

**Transmitter:** 21st St. & Stark Ave.

**Satellite Earth Stations:** 2 Harris, 3-meter C-band; M/A-Com, 3-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Choice Channel 62 Partnership, gen. partner, 49.47%; Kansas City TV 62 Ltd., Ltd. partner, 49%; Mary Ellen Moore & Nicole Abrams, Ltd. partners, 0.0765% each. Choice Channel ownership: Edward D. Schneiderman, pres., 37.5%; Joseph M. Bernstein, v.p.; Debra L. Slotnick, 25%; David L. Block, 25%; Marvin L. Zembrosky, 12.5%. Kansas City TV 62 Ltd. ownership: Southern Star Media Corp., George G. Everhart, gen. partners, 1% each; Roberta L. Richardson, Ltd. partner, 11.2%; Robert W. Boyd, Ltd. partner, 5.6%; 49 other Ltd. partners, none with as much as 5%.

**Began Operation:** December 7, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

STEVEN M. FRIEDHEIM, vice president & general manager.  
ED PERL, vice president & general sales manager.  
LAURA CROUCH, vice president & business manager.  
MICHAEL SEILER, vice president & sales manager.  
MARTHA HOFFMAN, promotion manager.  
MARTIN COUCH, chief engineer.  
PAGE NADER, vice president & director of news & public relations.  
DEBORAH STAUBER, program director.  
MONTGOMERY FRASIER, production manager.

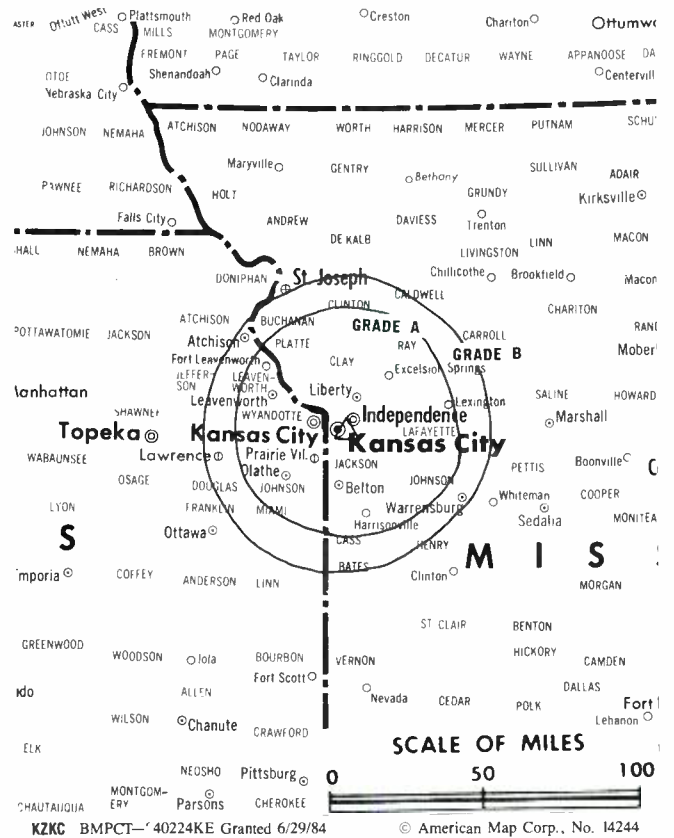
**Highest One Hour Rate:** \$7000.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 29.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Cass	19,300	19,100	99
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Doniphan	3,400	3,300	97
	Douglas	25,600	25,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Franklin	8,900	8,800	99
	Johnson	116,400	115,800	99
	Leavenworth	18,600	18,400	99
	Miami	8,300	8,200	99
	Wyandotte	63,600	63,000	99
<b>MISSOURI</b>				
	Bates	6,100	6,000	98
	Carrroll	4,600	4,500	98
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	De Kalb	3,100	3,000	97
	Jackson	243,900	240,900	99
	Johnson	12,800	12,600	98
	Lafayette	11,400	11,300	99
	Pettis	13,800	13,500	98
	Platte	18,900	18,700	99
	Ray	8,100	8,000	99
<b>KANSAS</b>				
<b>Between 5-24%</b>	Anderson	3,400	3,300	97
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Linn	3,500	3,400	97
<b>MISSOURI</b>				
	Andrew	5,300	5,200	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Daviess	3,400	3,300	97
	Gentry	3,100	3,000	97
	Harrison	4,200	4,100	98
	St Clair	3,400	3,300	97
	Saline	9,400	9,200	98
<b>Station Totals</b>		<b>733,400</b>	<b>724,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>280,100</b>	
<b>Average Daily Circulation (1987)</b>			<b>99,200</b>	



# Missouri—Kansas City

## WDAF-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Taft Television & Radio Co. Inc., Signal Hill, Kansas City, MO 64108.

**Studio:** Signal Hill, Kansas City, MO 64108.

**Telephone:** 816-753-4567. **TWX:** 910-771-2047.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive 2 Harris, 9.2-meter; Harris receivers.

**AM Affiliate:** WDAF, 5-kw, 610 kHz.

**FM Affiliate:** KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

**News Services:** AP, UPI, NIWS.

**Ownership:** Taft Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 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 TV 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):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

EARL BEALL, vice president & general manager.  
CHERYL KERNS, general sales manager.  
MIKE McDONALD, news & broadcast operations manager.  
BUD TURNER, teleport manager.  
ED FULGINITI, program director.  
CATHY SNYDER, national sales manager.  
THERMAL STEWART, business manager.  
JACK WINTER, chief engineer.

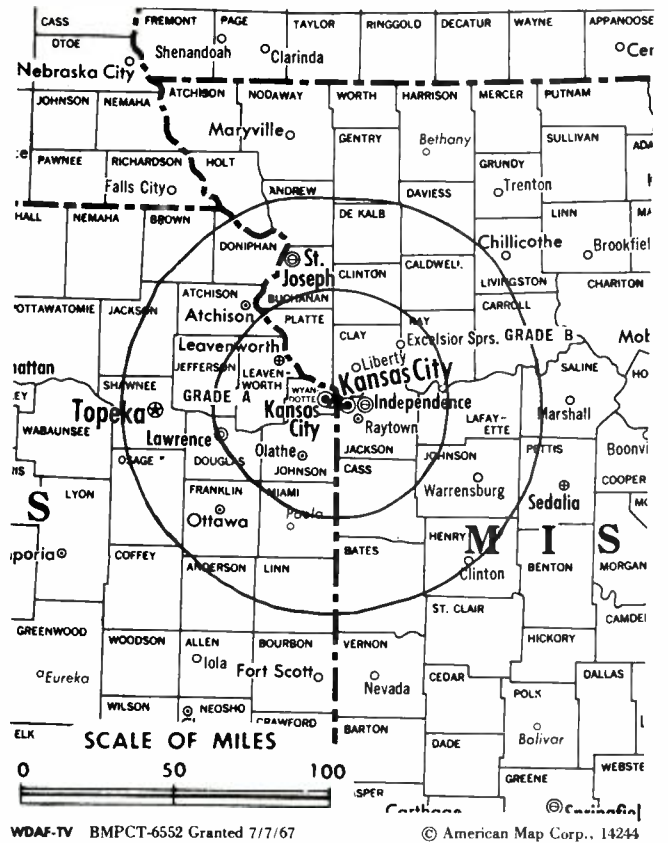
**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1920.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 29.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
50% & Over	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Cloud	4,700	4,600	98
	Doniphan	3,400	3,300	97
	Douglas	25,600	25,200	98
	Franklin	8,900	8,800	99
	Geary	10,400	10,300	99
	Jefferson	5,800	5,700	98
	Johnson	116,400	115,800	99
Leavenworth	18,600	18,400	99	



WDAF-TV BMPCT-6552 Granted 7/7/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	3,500	3,400	97
	Miami	8,300	8,200	99
	Wyandotte	63,600	63,000	99
<b>MISSOURI</b>				
	Andrew	5,300	5,200	98
	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	19,300	19,100	99
	Clay	53,000	52,600	99
	Clinton	6,000	5,900	98
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	7,900	7,800	99
	Holt	2,700	2,600	96
	Jackson	243,900	240,900	99
	Johnson	12,800	12,600	98
	Lafayette	11,400	11,300	99
	Linn	6,300	6,200	98
	Livingston	6,100	6,000	98
	Nodaway	7,800	7,700	99
	Pettis	13,800	13,500	98
	Platte	18,900	18,700	99
	Ray	8,100	8,000	99
	Saline	9,400	9,200	98
	Worth	1,100	1,100	100

(Continued on page A-633)

<b>Station Totals</b>	<b>1,028,100</b>	<b>1,014,800</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>779,800</b>
<b>Average Daily Circulation (1987)</b>			<b>462,700</b>

# Missouri—Poplar Bluff

## KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., 21 W. Poplar St., Harrisburg, IL 62946.

Studio: Oak Grove Community, U.S. Rte. 67. .

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.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

Ownership: Mel Wheeler Inc., 100%. See WSIL-TV, Harrisburg, IL.

Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

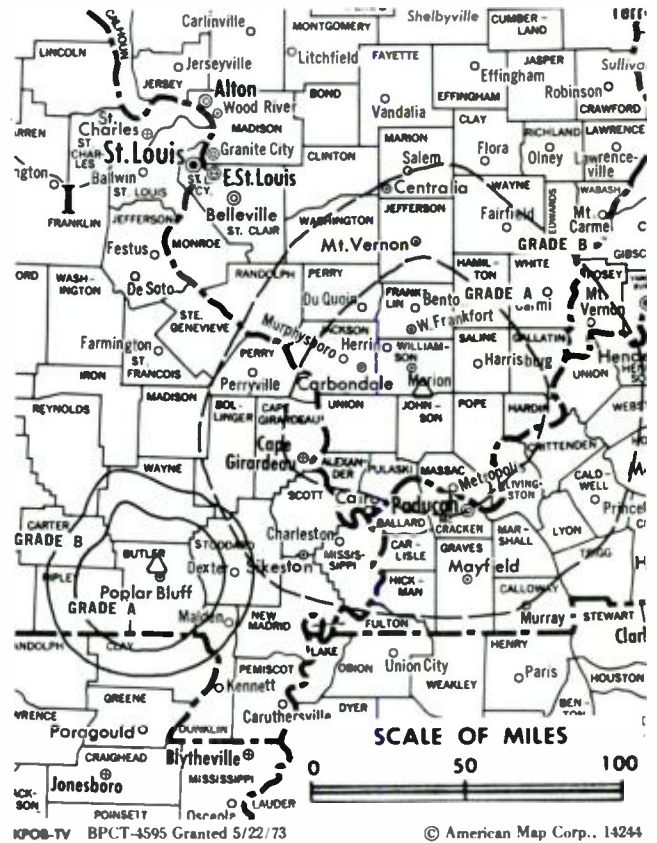
Represented (sales): Seltel Inc.

Represented (legal): Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, IL.

Arbitron Data: Included with parent WSIL-TV, Harrisburg, IL.

City of License: Poplar Bluff. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 77.



# Missouri—St. Joseph

**KQTV**

Ch. 2

**Network Service:** ABC.

**Licensee:** Elba Development Corp., 270 Commerce Drive, Rochester, NY 14623.

**Studio:** 40th & Faraon Sts., St. Joseph, MO 64506.

**Telephone:** 816-364-2222.

**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"

**Transmitter:** 40th & Faraon Sts.

**Satellite Earth Stations:** 3 in operation; ADM, 6.1-meter; Avcom, M/A-Com receivers.

**News Services:** AP, ABC.

**Ownership:** Fabri Development Corp., 100%. See Malcolm I. Glazer in Group Ownership of Television Stations.

**Began Operation:** September 13, 1953. Sale to present owner by Amataro 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 the station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

GEORGE LOAR, senior vice president & general manager.  
DENISE DAILEY, general sales manager.  
DAVE TILLERY, news director.  
WAYNE TINER, director of engineering.

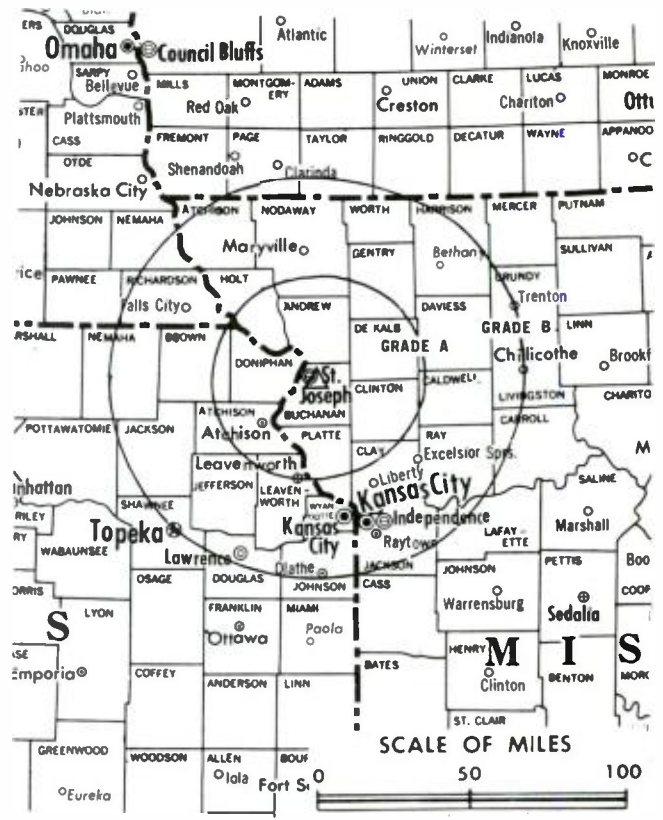
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** St. Joseph. **ADI:** St. Joseph. **Rank:** 190.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Doniphan	3,400	3,300	97
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Atchison	3,200	3,200	100
	Buchanan	32,000	31,600	99
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98



KQTV BPCT-2219 Granted 12/4/56 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Holt	2,700	2,600	96
	Livingston	6,100	6,000	98
	Nodaway	7,800	7,700	99
	Worth	1,100	1,100	100
	<b>NEBRASKA</b>	Richardson	4,400	4,300
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Leavenworth	18,600	18,400	99
Nemaha	4,200	4,100	98	
<b>MISSOURI</b>	Clinton	6,000	5,900	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Ringgold	2,400	2,400	100
	Taylor	3,300	3,200	97
<b>KANSAS</b>	Franklin	8,900	8,800	99
Johnson	116,400	115,800	99	
Pottawatomie	6,000	5,900	98	
<b>MISSOURI</b>	Caldwell	3,200	3,200	100
Chariton	4,000	3,900	97	
Lafayette	11,400	11,300	99	
Mercer	1,700	1,700	100	
Platte	18,900	18,700	99	
<b>NEBRASKA</b>	Pawnee	1,500	1,500	100
<b>Station Totals</b>		<b>312,500</b>	<b>308,900</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>116,500</b>	
<b>Average Daily Circulation (1987)</b>			<b>60,900</b>	

# Missouri—St. Joseph

**KTAJ**

**Ch. 16**

**Network Service:** None, independent.

**Licensee:** All American TV Inc., 3047 Joy St., West Covina, CA 91791.

**Studio:** 1.5-mi SW of intersection of Hwy 31 & Rte. E near Gower.

**Telephone:** 714-641-3222.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 507-ft. above av. terrain, 463-ft. above ground, 1448-ft. above sea level.

Latitude 39° 39' 03"  
Longitude 94° 40' 11"

**Transmitter:** 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

**Ownership:** All America TV Inc. See Group Ownership of Television Stations.

**Began Operation:** October 7, 1986.

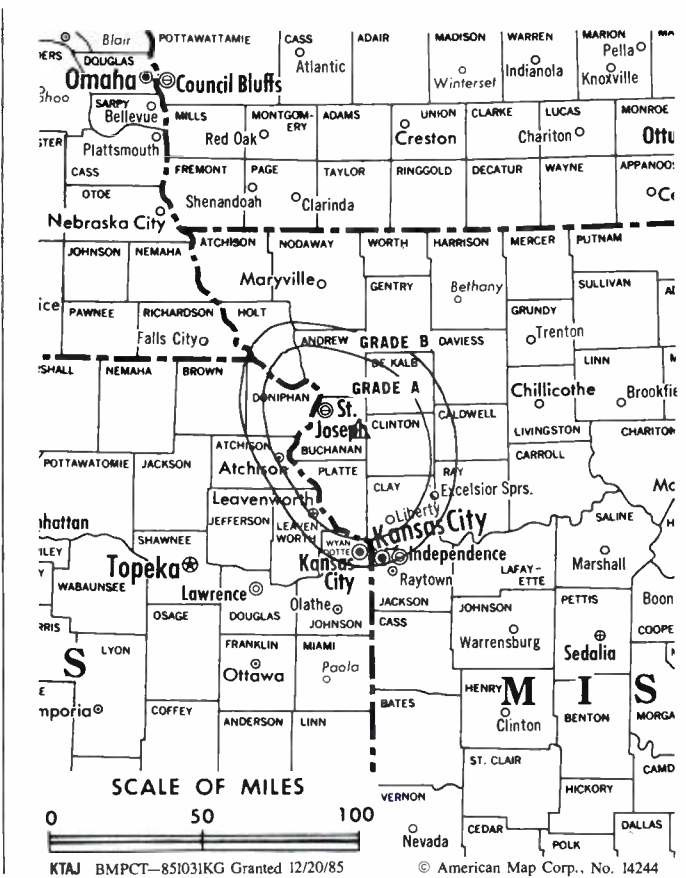
**Represented (legal):** May & Dunne.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**  
GENE SEIBEL, station manager.

**Arbitron Data:** Not available.

**City of License:** St. Joseph. **ADI:** St. Joseph. **Rank:** 190.



# Missouri—St. Louis

## KDNL-TV

Ch. 30

Network Service: Fox.

Licensee: KDNL Inc.

Studio: 1215 Cole St., St. Louis, MO 63106.

Telephone: 314-436-3030.

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 Grounds, Shrewsbury, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 Scientific-Atlanta, 5-meter C-band; RCA Americom, 3.7-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

News Service: AP.

Ownership: Cox Enterprises Inc., 100%. See Group Ownership of Television 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): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen & Dippell.

### Personnel:

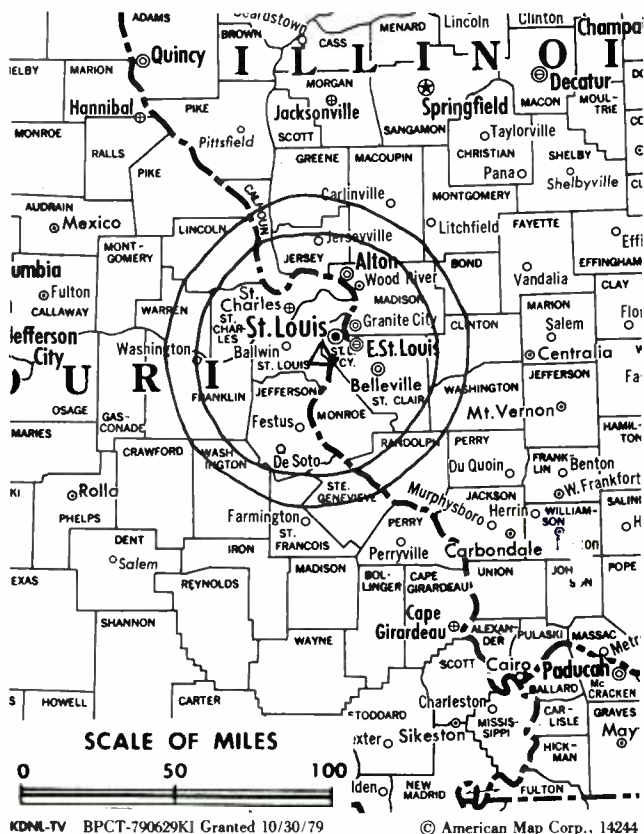
WILLIAM VIANDS, vice president & general manager.  
JOHN McELFRESH, general sales manager.  
JIM WITHERS, director of station operations.  
GENE FAULKNER, chief engineer.  
ROBERT WEST, program director.  
PAUL KLICK, promotion manager.  
WILMA MATTA, business manager.  
MARY PAT O'NEILL, traffic manager.

Highest 30 Sec. Rate: \$1000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Greene	6,200	6,100	98
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	St Clair	94,300	92,600	98
	<b>MISSOURI</b>			
	Jefferson	53,400	53,000	99
	Lincoln	8,200	8,100	99
St Charles	56,100	55,600	99	
St Louis	354,600	350,800	99	
St Louis City	169,500	167,600	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clinton	12,100	11,900	98
	Fayette	8,500	8,200	96
	Marion	17,900	17,500	98
	Monroe	7,600	7,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Randolph	12,700	12,400	98
	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	<b>ILLINOIS</b>			
	Crawford	7,200	7,000	97
	Franklin	26,000	25,700	99
	Madison	4,500	4,400	98
	Pike	6,000	5,900	98
	Ste Genevieve	5,400	5,300	98
St Francois	16,200	16,000	99	
Washington	6,500	6,400	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Calhoun	2,100	2,000	95
	Jefferson	15,800	15,300	97
	Montgomery	12,300	12,000	98
	Perry	9,000	8,700	97
	Pike	7,500	7,300	97
	Union	7,700	7,500	97
	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Callaway	11,600	11,400	98
Gasconade	5,300	5,200	98	
Iron	4,000	3,900	97	
Marion	10,700	10,600	99	
Montgomery	4,200	4,100	98	
Perry	6,000	5,900	98	
Phelps	11,900	11,600	97	
Warren	5,900	5,800	98	
<b>Station Totals</b>		<b>1,131,100</b>	<b>1,115,000</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>554,700</b>
<b>Average Daily Circulation (1987)</b>				<b>220,200</b>

# Missouri—St. Louis

**KMOV**

Ch. 4

**Network Service:** CBS.

**Licensee:** Viacom Broadcasting of Missouri Inc., One Memorial Dr., St. Louis, MO 63102.

**Studio:** One Memorial Dr., St. Louis, MO 63102.

**Telephone:** 314-621-4444. **TWX:** 910-761-1024.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter C-band; Scientific-Atlanta, Pinzone receivers.

**News Services:** AP, UPI, CNN.

**Ownership:** Viacom Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 8, 1954, as KWK-TV. Sale to present owner by CBS Inc. approved by FCC April 4, 1986 (Television Digest, Vol. 25:43, 49; 26:4, 6). Sale to CBS by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KTSP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

**Represented (sales):** TeleRep Inc.

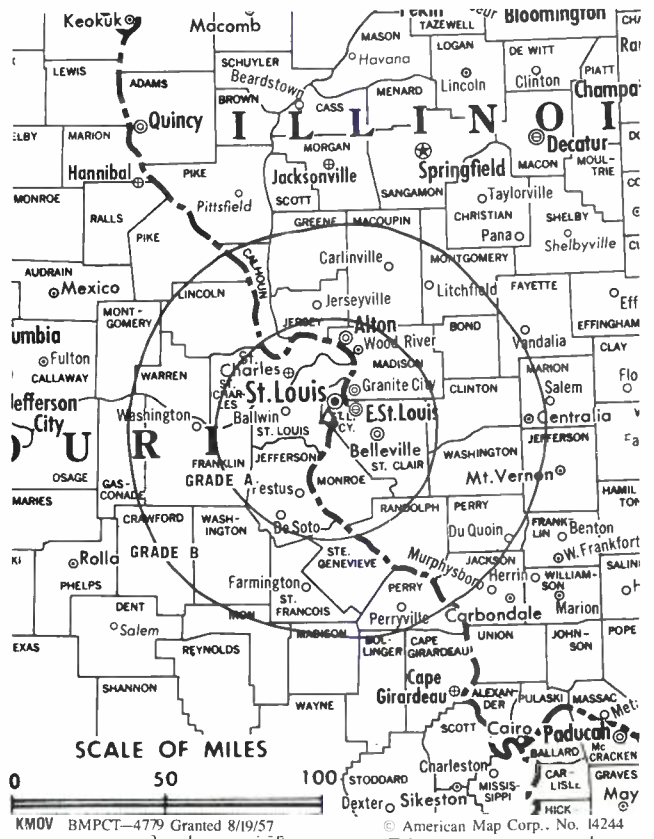
**Personnel:**

- ALLAN COHEN, vice president & general manager.
- PEGGY MILNER, business manager.
- RANDY OSWALD, general sales manager.
- ROBERT D. GRISSOM, national sales manager.
- MARK DORSEY, local sales manager.
- AL HOLTZER, director of news.
- KERRY GARCIA, traffic manager.
- JULIE HEBERER, associate business manager.
- JACK DAVIDSON, chief engineer.
- JIM ROTHSCHILD, director of operations.
- CHARLOTTE OTTEY, director of community affairs.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,100	11,900	98
	Fayette	8,500	8,200	96
	Greene	6,200	6,100	98
	Jefferson	15,800	15,300	97
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	Marion	17,900	17,500	98
	Monroe	7,600	7,400	97
	Montgomery	12,300	12,000	98
	Perry	9,000	8,700	97
	Randolph	12,700	12,400	98
	St Clair	94,300	92,600	98
	Washington	6,000	5,800	97
	<b>MISSOURI</b>			
	Crawford	7,200	7,000	97
Franklin	26,000	25,700	99	
Gasconade	5,300	5,200	98	
Iron	4,000	3,900	97	
Jefferson	53,400	53,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
	Montgomery	4,200	4,100	98
	Perry	6,000	5,900	98
	Pike	6,000	5,900	98
	St Charles	56,100	55,600	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,200	16,000	99
	St Louis	354,600	350,800	99
	Warren	5,900	5,800	98
	Washington	6,500	6,400	98
St Louis City	169,500	167,600	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Pike	7,500	7,300	97
	<b>MISSOURI</b>			
	Butler	14,800	14,400	97
	Dent	5,700	5,500	96
Phelps	11,900	11,600	97	
Reynolds	2,900	2,800	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Adams	27,400	27,000	99
	Brown	2,200	2,100	95
	Jackson	24,000	23,200	97
	Morgan	14,500	14,100	97
	Scott	2,300	2,300	100
	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
Cole	21,700	21,500	99	
Maries	2,900	2,800	97	
Wayne	4,800	4,700	98	
<b>Station Totals</b>		<b>1,272,800</b>	<b>1,253,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>976,500</b>
<b>Average Daily Circulation (1987)</b>				<b>583,900</b>

# Missouri—St. Louis

**KNLC**

**Ch. 24**

**Network Service:** None, independent.

**Licensee:** New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

**Studio:** 1411 Locust St., St. Louis, MO 63103.

**Mailing Address:** Box 924, St. Louis, MO 63188.

**Telephone:** 314-436-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1000-ft. above av. terrain, 706-ft. above ground, 1621-ft. above sea level.

Latitude 38° 21' 40"  
Longitude 90° 32' 58"

**Transmitter:** 6091 Tower Rd., House Springs.

**Ownership:** New Life Evangelistic Center Inc. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1982.

**Represented (legal):** John Midlen.

**Personnel:**  
JUDY REDLICH, acting general manager & program director.

**Rates:** Not available.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Jersey	7,300	7,100	97
	Madison	92,900	91,600	99
	Monroe	7,600	7,400	97
	St Clair	94,300	92,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Crawford	7,200	7,000	97
	Franklin	26,000	25,700	99
	Jefferson	53,400	53,000	99
	Lincoln	8,200	8,100	99
	Ste Genevieve	5,400	5,300	96
	St Louis City	169,500	167,600	99
<b>Station Totals</b>		<b>471,800</b>	<b>465,400</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>57,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>14,200</b>	

# Missouri—St. Louis

## KPLR-TV

Ch. 11

**Network Service:** None, independent.

**Licensee:** Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

**Studio:** 4935 Lindell Blvd., St. Louis, MO 63108.

**Telephone:** 314-367-7211. **TWX:** 910-761-1093.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulsat, 5-meter C-band; Microdyne, 3.66-meter Ku-band; Harris, Microdyne, Gardiner, M/A-Com receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Koplars Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 28, 1959.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Koteen & Naftalin.

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

### Personnel:

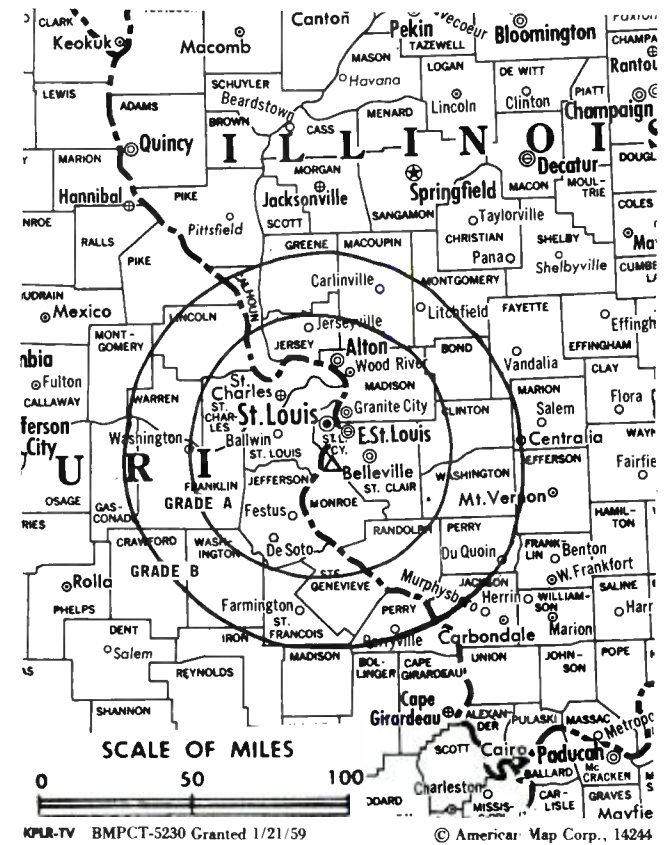
TED KOPLAR, president.  
BARRY BAKER, senior vice president & director, broadcast division.  
LARRY MARCUS, vice president of business affairs.  
JIM WRIGHT, vice president of operations.  
GREG FILANDRINOS, director of sales.  
DENNY VAN VALKENBURGH, national sales manager.  
TIM MCKERNAN, local sales manager.  
JAMES K. LOWERY, chief engineer.  
HOWARD STEVENS, director of programming.  
JIM WINKLE, production manager.  
GIL ENGLER, news director.  
BETSEY HOLM, director of design.  
JAN PENDLETON, traffic manager.  
MARIE T. BOYKIN, public affairs director.

**Highest 30 Sec. Rate:** \$3000.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,100	11,900	98
	Fayette	8,500	8,200	96
	Greene	6,200	6,100	98
	Jefferson	15,800	15,300	97
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	Marion	17,900	17,500	98
	Monroe	7,600	7,400	97
	Montgomery	12,300	12,000	98
	Morgan	14,500	14,100	97
Perry	9,000	8,700	97	
Randolph	12,700	12,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Clair	94,300	92,600	98
	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	<b>MISSOURI</b>			
	Crawford	7,200	7,000	97
	Franklin	26,000	25,700	99
	Gasconade	5,300	5,200	98
	Jefferson	53,400	53,000	99
	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
Montgomery	4,200	4,100	98	
Pike	6,000	5,900	98	
St Charles	56,100	55,600	99	
Ste Genevieve	5,400	5,300	98	
St Francois	16,200	16,000	99	
St Louis	354,600	350,800	99	
Washington	6,500	6,400	98	
St Louis City	169,500	167,600	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Adams	27,400	27,000	99
	Christian	14,300	14,000	98
	Clay	6,300	6,000	95
	Effingham	12,300	11,800	96
	Franklin	18,100	17,600	97
	Jackson	24,000	23,200	97
	Macon	50,500	49,600	98
	Pike	7,500	7,300	97
	Richland	7,200	7,000	97
Sangamon	74,500	72,700	98	
Williamson	24,700	24,000	97	
<b>(Continued on page A-634)</b>				
<b>Station Totals</b>		<b>1,566,000</b>	<b>1,540,100</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>887,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>408,100</b>	



# Missouri—St. Louis

**KSDK**

Ch. 5

**Network Service:** NBC.

**Licensee:** Multimedia KSDK Inc.

**Studio:** Television Plaza, 1000 Market St., St. Louis, MO 63101.

**Telephone:** 314-421-5055. **TWX:** 910-761-1037.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter & 3-meter Ku-band; Anixter-Mark, 5-meter C-band; RCA, 3.7-meter Ku-band; Harris, Microdyne receivers.

**News Services:** AP, UPI, NBC.

**Ownership:** Multimedia Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 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):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

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

**Personnel:**

WILLIAM L. BOLSTER, vice president & general manager.  
EDWARD J. PIETTE, director of broadcast operations.  
EUNICE BECKWITH, manager of community affairs.  
WILLIAM J. KATSAFANAS, general sales manager.  
MARYANNE BRANDMEIER, national sales manager.  
ROBERT DREWEL, local sales manager.  
RICHARD BRASE, director of advertising & promotion.  
TERRY DOLL, public relations.  
STEVE ANTONIOTTI, director of news.  
EUGENE HILL, director of engineering.

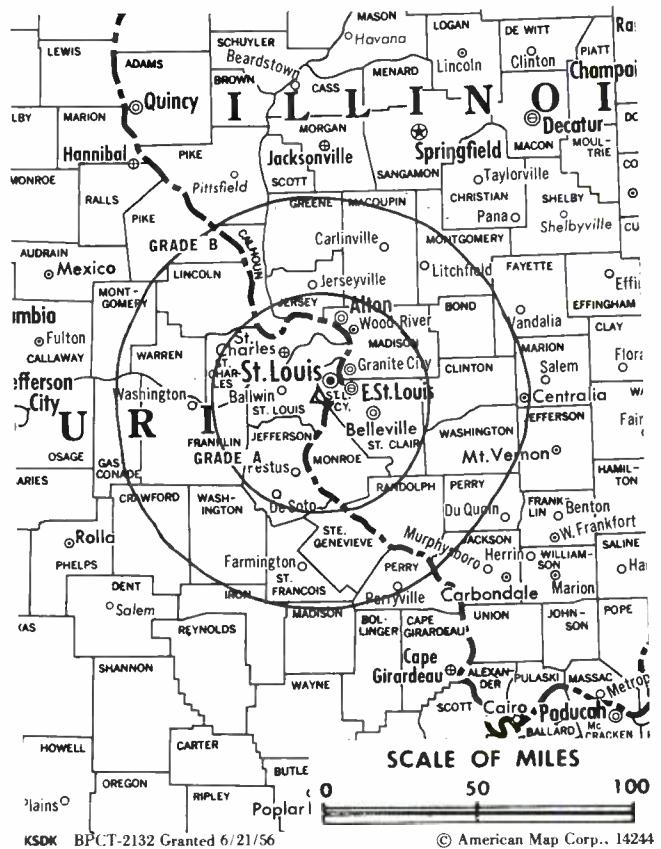
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2350.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,100	11,900	98
	Fayette	8,500	8,200	96
	Greene	6,200	6,100	98
	Jefferson	15,800	15,300	97
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	Marion	17,900	17,500	98
	Monroe	7,600	7,400	97
	Montgomery	12,300	12,000	98
	Perry	9,000	8,700	97
	Pike	7,500	7,300	97
	Randolph	12,700	12,400	98
	St Clair	94,300	92,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
<b>MISSOURI</b>	Crawford	7,200	7,000	97
	Franklin	26,000	25,700	99
	Gasconade	5,300	5,200	98
	Iron	4,000	3,900	97
	Jefferson	53,400	53,000	99
	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
	Montgomery	4,200	4,100	98
	Perry	6,000	5,900	98
	Phelps	11,900	11,600	97
	Pike	6,000	5,900	98
	Reynolds	2,900	2,800	97
	St Charles	56,100	55,600	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,200	16,000	99
	St Louis	354,600	350,800	99
	Warren	5,900	5,800	98
Washington	6,500	6,400	98	
St Louis City	169,500	167,600	99	

<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clay	6,300	6,000	95
	Effingham	12,300	11,800	96
	Morgan	14,500	14,100	97
<b>MISSOURI</b>	Audrain	9,600	9,500	99
	Butler	14,800	14,400	97
	Dent	5,700	5,500	96
	Maries	2,900	2,800	97

(Continued on page A-634)

<b>Station Totals</b>	<b>1,414,000</b>	<b>1,391,500</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>		<b>1,051,900</b>	
<b>Average Daily Circulation (1987)</b>		<b>710,900</b>	

# Missouri—St. Louis

**KTVI**

Ch. 2

**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.

**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.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Microdyne, 3.66-meter Ku-band; Avantek, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Times Mirror Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 10, 1953 as WTVI, Ch. 54, Belleville, IL-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. Peltason 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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

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

**Personnel:**

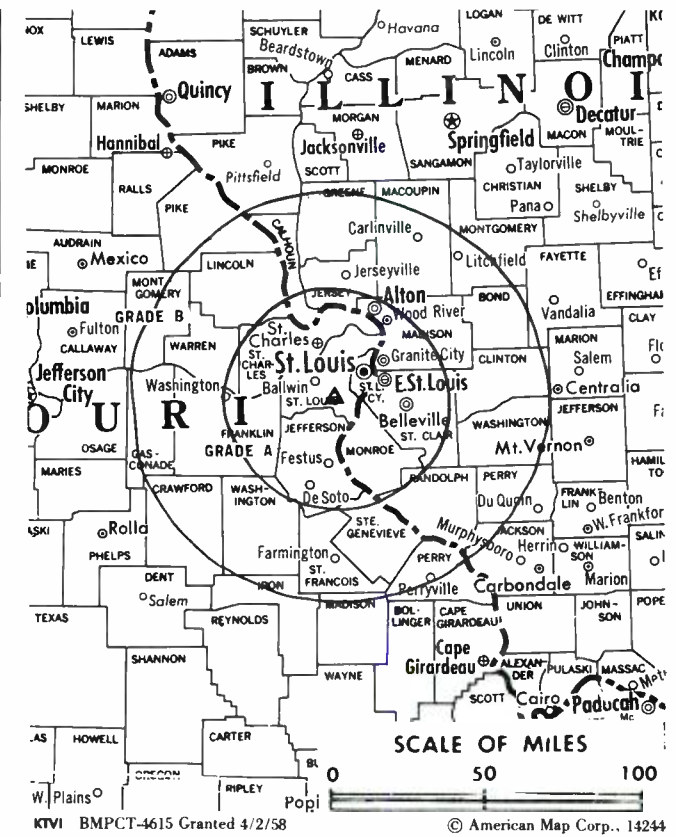
JOHN J. McCRORY, president.  
WAYNE THOMAS, vice president & general manager.  
MARSHALL GALLIERS, vice president & station manager.  
SUSAN EVERETT, program director.  
SUE KAWALERSKI, news director.  
NOBLE REDMON, chief engineer.

**Rates:** Not available.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,100	11,900	98
	Greene	6,200	6,100	98
	Jefferson	15,800	15,300	97
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	92,900	91,600	99
	Marion	17,900	17,500	98
	Monroe	7,600	7,400	97
	Montgomery	12,300	12,000	98
	Morgan	14,500	14,100	97
	Pike	7,500	7,300	97
	Randolph	12,700	12,400	98
	St Clair	94,300	92,600	98
	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	<b>MISSOURI</b>			
Crawford	7,200	7,000	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Franklin	26,000	25,700	99
	Gasconade	5,300	5,200	98
	Iron	4,000	3,900	97
	Jefferson	53,400	53,000	99
	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
	Montgomery	4,200	4,100	98
	Perry	6,000	5,900	98
	Phelps	11,900	11,600	97
	Pike	6,000	5,900	98
	Reynolds	2,900	2,800	97
	St Charles	56,100	55,600	99
	Ste Genevieve	5,400	5,300	98
	St Francois	16,200	16,000	99
	St Louis	354,600	350,800	99
	Warren	5,900	5,800	98
	Washington	6,500	6,400	98
St Louis City	169,500	167,600	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Fayette	8,500	8,200	96
	Perry	9,000	8,700	97
<b>MISSOURI</b>	Dent	5,700	5,500	96
	Marion	10,700	10,600	99
<b>Between 5-24%</b>	<b>IOWA</b>			
	Lee	16,600	16,400	99
	<b>ILLINOIS</b>			
Adams	27,400	27,000	99	
Brown	2,200	2,100	95	
Jackson	24,000	23,200	97	
(Continued on page A-634)				
<b>Station Totals</b>		<b>1,321,400</b>	<b>1,301,600</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>			<b>964,200</b>	
<b>Average Daily Circulation (1987)</b>			<b>546,900</b>	

# Missouri—Springfield

## KDEB-TV

Ch. 27

**Network Service:** Fox.

**Licensee:** Woods Communications Group Inc., 3000 E. Cherry St., Springfield, MO 65802.

**Studio:** 3000 E. Cherry St., Springfield, MO 65802.

**Telephone:** 417-862-2727.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1688-ft. above av. terrain, 1592-ft. above ground, 3147-ft. above sea level.

Latitude 37° 11' 40"  
Longitude 92° 56' 04"

**Transmitter:** 2.5-mi. NNE of Fordland, MO.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Anixter-Mark, 5-meter C-band; 5-meter C-band; AFC, 3.9-meter Ku-band; Harris, Standard Components, M/A-Com receivers.

**Ownership:** Charles Woods, pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

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

**Personnel:**

CHARLES WOODS, president.  
DEBORAH W. CORBETT, general manager.  
BILL LEARY, chief engineer.

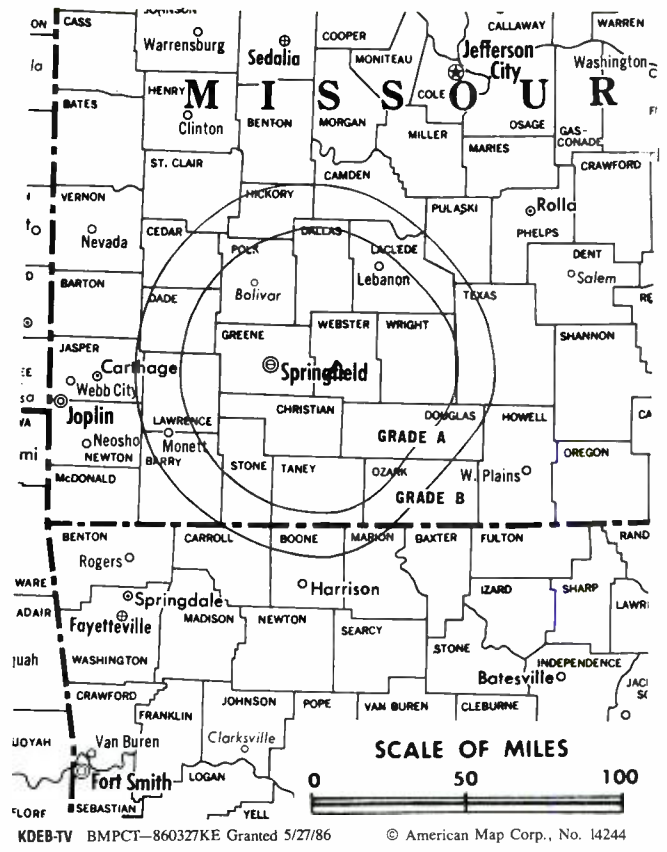
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$125.

**City of License:** Springfield. **ADI:** Springfield, MO. **Rank:** 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
		Boone	11,300	11,100	98
		Marion	5,100	5,000	98
	<b>MISSOURI</b>				
		Christian	9,400	9,200	98
		Dallas	4,800	4,700	98
		Douglas	4,800	4,700	98
		Greene	75,600	74,800	99
		Hickory	3,000	2,900	97
		Howell	11,900	11,400	96
		Laclede	9,800	9,600	98
		Ozark	3,500	3,400	97
		Polk	7,200	7,000	97
		Pulaski	10,700	10,500	98
	Stone	7,300	7,100	97	
	Taney	9,800	9,600	98	
	Webster	7,500	7,300	97	



KDEB-TV BMPCT-860327KE Granted 5/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Wright	6,300	6,100	97	
	<b>ARKANSAS</b>				
	<b>Between 25-49%</b>	Baxter	13,500	13,200	98
		Carroll	7,400	7,200	97
	<b>MISSOURI</b>				
		Benton	5,200	5,000	96
		Camden	9,300	9,100	98
		Cedar	5,000	4,900	98
		Dade	3,100	3,100	100
		Dent	5,700	5,500	96
		Lawrence	11,700	11,500	98
		St Clair	3,400	3,300	97
		Shannon	2,900	2,700	93
		Texas	8,300	8,000	96
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
	Fulton	4,400	4,200	95	
	Izard	4,800	4,600	96	
	Newton	3,000	2,900	97	
	<b>MISSOURI</b>				
		Barry	10,000	9,800	98
		Miller	7,700	7,600	99
		Oregon	4,000	3,800	95
		Phelps	11,900	11,600	97
	<b>Station Totals</b>		<b>309,300</b>	<b>302,400</b>	<b>97</b>
	<b>Net Weekly Circulation (1987)</b>				<b>162,700</b>
	<b>Average Daily Circulation (1987)</b>				<b>74,400</b>

# Missouri—Springfield

**KOLR**

**Ch. 10**

**Network Service:** CBS.

**Licensee:** Independent Broadcasting Co., Box 1716, Springfield, MO 65805.

**Studio:** 2650 E. Division St., Springfield, MO 65803.

**Telephone:** 417-862-1010. **TWX:** 910-775-4718.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** J. H. Cooper, pres., 49.62%; John O. Cooper, v.p.-asst. secy.-treas., 49.62%; Ellis Shook, v.p., 0.25%; Peter C. Charles, secy., 0.25%; William P. Sanford, asst. secy., 0.25%; Clyde Martin, asst. treas., 0.25%.

**Began Operation:** March 14, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Dempsey & Koplovitz.

**Personnel:**

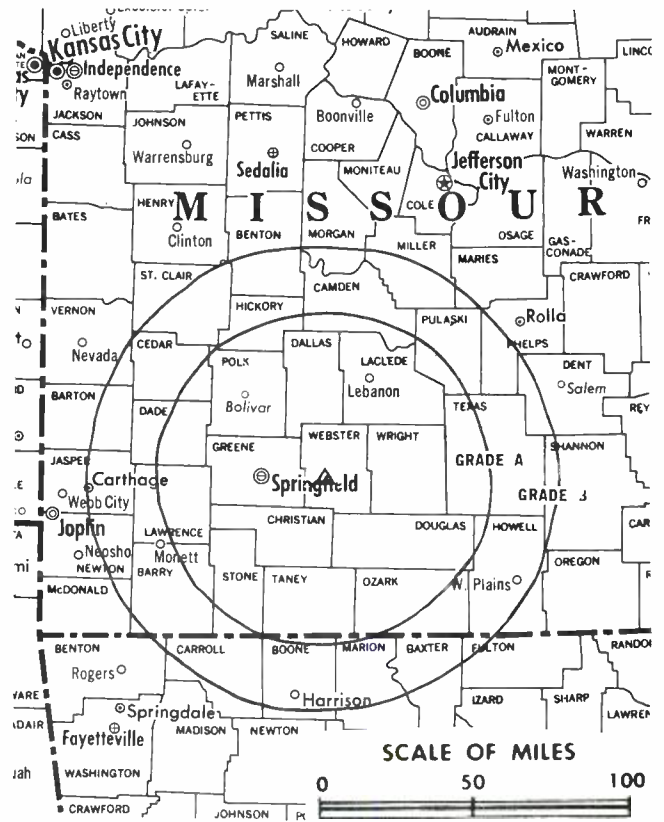
ELLIS SHOOK, vice president & general manager.  
BILL FERRELL, general sales manager.  
HOWARD FROST, chief engineer.

**Rates:** On request.

**City of License:** Springfield. **ADI:** Springfield, MO. **Rank:** 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	13,500	13,200	98
	Boone	11,300	11,100	98
	Carroll	7,400	7,200	97
	Fulton	4,400	4,200	95
	Izard	4,800	4,600	96
	Madison	4,500	4,300	96
	Marion	5,100	5,000	98
	Newton	3,000	2,900	97
	<b>MISSOURI</b>			
	Barry	10,000	9,800	98
	Benton	5,200	5,000	96
	Camden	9,300	9,100	98
	Cedar	5,000	4,900	98
	Christian	9,400	9,200	98
Dade	3,100	3,100	100	
Dallas	4,800	4,700	98	
Dent	5,700	5,500	96	
Douglas	4,800	4,700	98	
Greene	75,600	74,800	99	
Hickory	3,000	2,900	97	
Howell	11,900	11,400	96	
Laclede	9,800	9,600	98	
Lawrence	11,700	11,500	98	
Oregon	4,000	3,800	95	



KOLR BPCT-4549 Granted 12/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ozark	3,500	3,400	97
	Polk	7,200	7,000	97
	Pulaski	10,700	10,500	98
	St Clair	3,400	3,300	97
	Shannon	2,900	2,700	93
	Stone	7,300	7,100	97
	Taney	9,800	9,600	98
	Texas	8,300	8,000	96
	Webster	7,500	7,300	97
	Wright	6,300	6,100	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Searcy	3,600	3,500	97
	Sharp	6,600	6,300	95
	Washington	40,100	39,200	98
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Henry	7,900	7,800	99
	Miller	7,700	7,600	99
	Morgan	5,900	5,800	98
	Phelps	11,900	11,600	97
	Vernon	7,700	7,500	97
	<b>ARKANSAS</b>			
Benton	34,500	33,800	98	
Stone	3,600	3,500	97	
<b>MISSOURI</b>	Barton	4,700	4,600	98
	Jasper	34,200	33,700	99
	Maries	2,900	2,800	97
	Newton	16,200	16,000	99
	Reynolds	2,900	2,800	97
	<b>Station Totals</b>		<b>484,600</b>	<b>474,000</b>
<b>Net Weekly Circulation (1987)</b>			<b>290,600</b>	
<b>Average Daily Circulation (1987)</b>			<b>182,400</b>	

# Missouri—Springfield

**KSPR**

Ch. 33

**Network Service:** ABC.

**Licensee:** Telepictures Bcstg. KSPR Corp.

**Studio:** 1359 St. Louis St., Springfield, MO 65802.

**Telephone:** 417-831-1333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5010-kw max. & 1580-kw horizontal visual, 110-kw max. & 100-kw horizontal aural. Antenna: 1995-ft. above av. terrain, 1816-ft. above ground, 3390-ft. above sea level.

Latitude 37° 13' 08"  
Longitude 92° 56' 56"

**Transmitter:** 4-mi. N of Fordland, MO.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

**News Service:** NIWS.

**Ownership:** Lorimar-Telepictures Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 9, 1983. Sale to present owner by Springfield TV Assoc. Ltd. approved by FCC Dec. 12, 1984.

**Represented (sales):** Petry Television Inc.

**Personnel:**

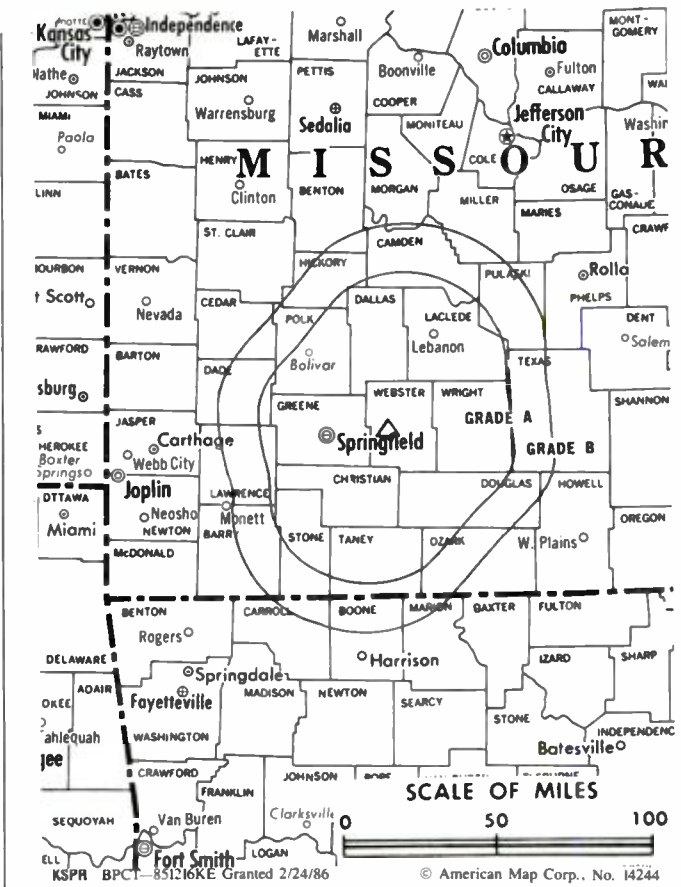
- JOHN R. STUART, general manager.
- JOHN ORR, station manager.
- BUD CALVERT, general sales manager.
- SUE EDWARDS, operations & program director.
- LIBBY SALISBURY, promotion manager.
- PAUL G. KATONA, chief engineer.
- PAULA RINGER, production manager.
- AMAURO OBREGON, controller.
- ANNINA KRAMER, traffic supervisor.

**Rates:** Not available.

**City of License:** Springfield. **ADI:** Springfield, MO. **Rank:** 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Christian	9,400	9,200	98
	Dallas	4,800	4,700	98
	Douglas	4,800	4,700	98
	Greene	75,600	74,800	99
	Hickory	3,000	2,900	97
	Howell	11,900	11,400	96
	Laclede	9,800	9,600	98
	Ozark	3,500	3,400	97
	Polk	7,200	7,000	97
	Pulaski	10,700	10,500	98
	Stone	7,300	7,100	97
	Taney	9,800	9,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Texas	8,300	8,000	96
	Webster	7,500	7,300	97
	Wright	6,300	6,100	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Boone	11,300	11,100	98
	Marion	5,100	5,000	98
	<b>MISSOURI</b>			
	Camden	9,300	9,100	98
	Cedar	5,000	4,900	98
	Dade	3,100	3,100	100
Lawrence	11,700	11,500	98	
Shannon	2,900	2,700	93	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Baxter	13,500	13,200	98
	Carroll	7,400	7,200	97
	Newton	3,000	2,900	97
	<b>MISSOURI</b>			
	Barry	10,000	9,800	98
	Benton	5,200	5,000	96
Morgan	5,900	5,800	98	
Oregon	4,000	3,800	95	
Phelps	11,900	11,600	97	
St Clair	3,400	3,300	97	
<b>Station Totals</b>		<b>292,600</b>	<b>286,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>144,000</b>
<b>Average Daily Circulation (1987)</b>				<b>62,600</b>

# Missouri—Springfield

**KYTV**

Ch. 3

Network Service: NBC.

Licensee: KY3 Inc., Box 3500, Springfield, MO 65808.

Studio: 999 W. Sunshine, Springfield, MO 65804.

Telephone: 417-866-2766. TWX: 910-775-4714.

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.

Satellite Earth Stations: 5 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Schurz Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 1, 1953. Sale to present owner by Harte-Hanks Communications Inc. approved by FCC Feb. 19, 1987 (*Television Digest*, Vol. 26:46, 48). Sale to Harte-Hanks by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Vol. 18:21).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

**Personnel:**

- STANLEY PEDERSON, vice president & general manager.
- JERRY HAYES, general sales manager.
- LAURIE LEGGETT, national sales manager.
- NATALIE MURPHY, public affairs director.
- DAN WHITE, production manager.
- DEB GALLION, advertising & events coordinator.
- JOYCE REED, news director.

Highest One Hour Rate: \$2500.

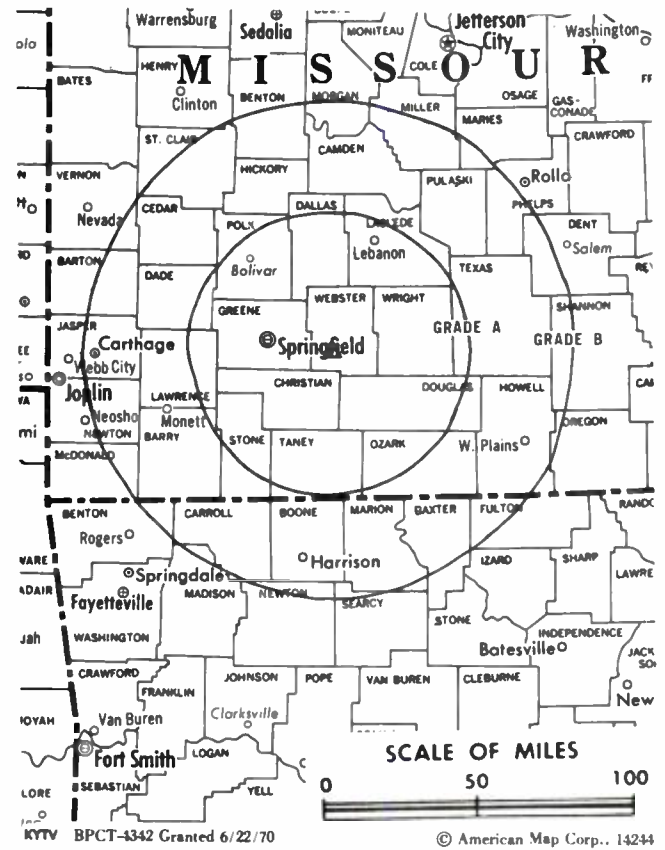
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$2300.

City of License: Springfield. ADI: Springfield, MO. Rank: 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	13,500	13,200	98
	Boone	11,300	11,100	98
	Carroll	7,400	7,200	97
	Fulton	4,400	4,200	95
	Izard	4,800	4,600	96
	Madison	4,500	4,300	96
	Marion	5,100	5,000	98
	Newton	3,000	2,900	97
	Searcy	3,600	3,500	97
	<b>MISSOURI</b>			
	Barry	10,000	9,800	98
	Benton	5,200	5,000	96
	Camden	9,300	9,100	98
	Cedar	5,000	4,900	98
	Christian	9,400	9,200	98
	Dade	3,100	3,100	100
Dallas	4,800	4,700	98	
Dent	5,700	5,500	96	
Douglas	4,800	4,700	98	
Greene	75,600	74,800	99	
Hickory	3,000	2,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Howell	11,900	11,400	96
	Laclede	9,800	9,600	98
	Lawrence	11,700	11,500	98
	Morgan	5,900	5,800	98
	Oregon	4,000	3,800	95
	Ozark	3,500	3,400	97
	Phelps	11,900	11,600	97
	Polk	7,200	7,000	97
	Pulaski	10,700	10,500	98
	St. Clair	3,400	3,300	97
	Shannon	2,900	2,700	93
	Stone	7,300	7,100	97
Taney	9,800	9,600	98	
Texas	8,300	8,000	96	
Webster	7,500	7,300	97	
Wright	6,300	6,100	97	

<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Sharp	6,600	6,300	95
<b>MISSOURI</b>	Miller	7,700	7,600	99

<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Benton	34,500	33,800	98
	Stone	3,600	3,500	97
	<b>MISSOURI</b>			
	Bates	6,100	6,000	98
	Carter	2,000	1,900	95
	Henry	7,900	7,800	99
	Mc Donald	6,000	5,900	98
	Maries	2,900	2,800	97
	Newton	16,200	16,000	99
	Reynolds	2,900	2,800	97
	Vernon	7,700	7,500	97

<b>Station Totals</b>	<b>419,700</b>	<b>410,300</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>		<b>292,200</b>	
<b>Average Daily Circulation (1987)</b>		<b>212,400</b>	

## Missouri

### KFVS-TV , Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	<b>MISSOURI</b>			
	Iron	4,000	3,900	97
	Reynolds	2,900	2,800	97
	Ste Genevieve	5,400	5,300	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Greene	12,000	11,800	98
	<b>ILLINOIS</b>			
	Washington	6,000	5,800	97
	White	7,400	7,000	95
	<b>MISSOURI</b>			
	St Francois	16,200	16,000	99
	Shannon	2,900	2,700	93
	<b>TENNESSEE</b>			
	Carroll	10,700	10,600	99
Dyer	13,200	13,100	99	
Gibson	18,800	18,600	99	
Henry	11,600	11,400	98	

### KCTV , Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Clay	3,900	3,800	97
	Crawford	15,600	15,400	99
	Dickinson	8,100	8,000	99
	Ellis	10,500	10,400	99
	Lyon	14,600	14,300	98
	Nemaha	4,200	4,100	98
	Pottawatomie	6,000	5,900	98
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	Benton	5,200	5,000	96
	Cedar	5,000	4,900	98
	Cooper	5,500	5,400	98
	Randolph	9,600	9,500	98
	Sullivan	2,900	2,900	100
	<b>TEXAS</b>			
	Mc Culloch	3,600	3,500	97

### KMBC-TV , Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>MISSOURI</b>				
	Chariton	4,000	3,900	97	
	Cooper	5,500	5,400	98	
	De Kalb	3,100	3,000	97	
	Gentry	3,100	3,000	97	
	Harrison	4,200	4,100	98	
	Holt	2,700	2,600	96	
	Nodaway	7,800	7,700	99	
	St Clair	3,400	3,300	97	
	Vernon	7,700	7,500	97	
	Worth	1,100	1,100	100	
	<b>NEBRASKA</b>				
	Richardson	4,400	4,300	98	
	<b>Between 5-24%</b>	<b>KANSAS</b>			
		Barton	12,600	12,500	99
Crawford		15,600	15,400	99	
Dickinson		8,100	8,000	99	
Jackson		4,400	4,300	98	
Labette		9,900	9,700	98	
Lyon		14,600	14,300	98	
Montgomery		16,700	16,400	98	
Nemaha		4,200	4,100	98	
Pawnee		3,200	3,200	100	
Pottawatomie		6,000	5,900	98	
Rush		1,700	1,700	100	
Wabaunsee		2,500	2,400	96	
<b>MISSOURI</b>					
Benton	5,200	5,000	96		
Cedar	5,000	4,900	98		
Cole	21,700	21,500	99		
Howard	3,600	3,500	97		
Randolph	9,600	9,500	98		
Sullivan	2,900	2,900	100		

Did you read  
**Television Digest**  
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**Missouri**

**KSHB-TV , Kansas City  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>MISSOURI</b>				
	Adair	9,400	9,300	99	
	Andrew	5,300	5,200	98	
	Caldwell	3,200	3,200	100	
	Gentry	3,100	3,000	97	
	Grundy	4,700	4,600	98	
	Henry	7,900	7,800	99	
	Holt	2,700	2,600	96	
	Johnson	12,800	12,600	98	
	Linn	6,300	6,200	98	
	Macon	6,300	6,200	98	
	Pettis	13,800	13,500	98	
	Ray	8,100	8,000	99	
	St Clair	3,400	3,300	97	
	Saline	9,400	9,200	98	
	Vernon	7,700	7,500	97	
		<b>NEBRASKA</b>			
	Richardson	4,400	4,300	98	
<b>Between 5-24%</b>	<b>IOWA</b>				
	Adams	2,200	2,200	100	
	Marion	11,300	11,200	99	
	Montgomery	5,700	5,600	98	
	Page	7,800	7,700	99	
	Ringgold	2,400	2,400	100	
	Union	5,700	5,600	98	
	Warren	13,400	13,300	99	
		<b>KANSAS</b>			
	Butler	17,500	17,300	99	
Clay	3,900	3,800	97		
Doniphan	3,400	3,300	97		
Edwards	1,700	1,700	100		
Harvey	11,600	11,400	98		
Jackson	4,400	4,300	98		
Labette	9,900	9,700	98		
Marion	5,200	5,100	98		
Montgomery	16,700	16,400	98		
Pawnee	3,200	3,200	100		
Pottawatomie	6,000	5,900	98		
Republic	2,900	2,800	97		
Rush	1,700	1,700	100		
Wabaunsee	2,500	2,400	96		
	<b>MISSOURI</b>				
Atchison	3,200	3,200	100		
Benton	5,200	5,000	96		
Boone	39,200	38,600	98		
Cedar	5,000	4,900	98		

**KSHB-TV , Kansas City  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
	Chariton	4,000	3,900	97
	Cooper	5,500	5,400	98
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Harrison	4,200	4,100	98
	Howard	3,600	3,500	97
	Nodaway	7,800	7,700	99
	Randolph	9,600	9,500	98
	<b>OKLAHOMA</b>			
	Washington	21,100	21,000	100

**WDAF-TV , Kansas City  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>KANSAS</b>				
	Allen	6,500	6,400	98	
	Bourbon	6,700	6,600	99	
	Coffey	4,000	3,900	98	
	Ellis	10,500	10,400	99	
	Jackson	4,400	4,300	98	
	Lyon	14,600	14,300	98	
	Nemaha	4,200	4,100	98	
	Osage	6,100	6,000	98	
	Pottawatomie	6,000	5,900	98	
	Riley	20,400	20,000	98	
	Russell	3,600	3,500	97	
	Saline	20,100	19,800	99	
	Shawnee	63,000	62,400	99	
		<b>MISSOURI</b>			
	Adair	9,400	9,300	99	
	Benton	5,200	5,000	96	
Chariton	4,000	3,900	97		
Mercer	1,700	1,700	100		
St Clair	3,400	3,300	97		
Vernon	7,700	7,500	97		
	<b>NEBRASKA</b>				
Richardson	4,400	4,300	98		
<b>Between 5-24%</b>	<b>KANSAS</b>				
	Clay	3,900	3,800	97	
	Dickinson	8,100	8,000	99	
	Jewell	2,000	1,900	95	
	Mitchell	3,400	3,300	97	
	Pawnee	3,200	3,200	100	
	Republic	2,900	2,800	97	
		<b>MISSOURI</b>			
	Atchison	3,200	3,200	100	
	Cedar	5,000	4,900	98	
Cooper	5,500	5,400	98		
Sullivan	2,900	2,900	100		



**Missouri**

**KPLR-TV , St. Louis  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Butler	14,800	14,400	97
	Cole	21,700	21,500	99
	Dent	5,700	5,500	96
	Iron	4,000	3,900	97
	Marion	10,700	10,600	99
	Mississippi	5,300	5,200	98
	Perry	6,000	5,900	98
	Phelps	11,900	11,600	97
	Randolph	9,600	9,500	98
	Reynolds	2,900	2,800	97
	Scott	14,600	14,400	99
	Warren	5,900	5,800	98
	<b>Between 5-24%</b>	<b>IOWA</b>		
Lee		16,600	16,400	99
<b>ILLINOIS</b>				
Hancock		9,400	9,200	98
Wayne		7,700	7,300	95
<b>MISSOURI</b>				
Bollinger	4,100	4,000	98	
Callaway	11,600	11,400	98	
Cape Girardeau	22,300	22,000	99	
Maries	2,900	2,800	97	
New Madrid	7,800	7,600	97	
Osage	4,100	4,000	98	
Ralls	3,500	3,500	100	
Stoddard	11,000	10,800	98	
Wayne	4,800	4,700	98	

**KSDK , St. Louis  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Lee	16,600	16,400	99
	<b>ILLINOIS</b>			
	Adams	27,400	27,000	99
	Brown	2,200	2,100	95
	Christian	14,300	14,000	98
	Franklin	18,100	17,600	97
	Hancock	9,400	9,200	98
	Jackson	24,000	23,200	97
	Williamson	24,700	24,000	97
	<b>MISSOURI</b>			
	Bollinger	4,100	4,000	98
	Boone	39,200	38,600	98
	Callaway	11,600	11,400	98
	Cole	21,700	21,500	99
	Marion	10,700	10,600	99
	Osage	4,100	4,000	98
	Randolph	9,600	9,500	98
	Stoddard	11,000	10,800	98
	Wayne	4,800	4,700	98

**KTVI , St. Louis  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Bollinger	4,100	4,000	98
	Boone	39,200	38,600	98
	Butler	14,800	14,400	97
	Callaway	11,600	11,400	98
	Cole	21,700	21,500	99
	Maries	2,900	2,800	97
	Osage	4,100	4,000	98
	Ralls	3,500	3,500	100
	Randolph	9,600	9,500	98
	Wayne	4,800	4,700	98

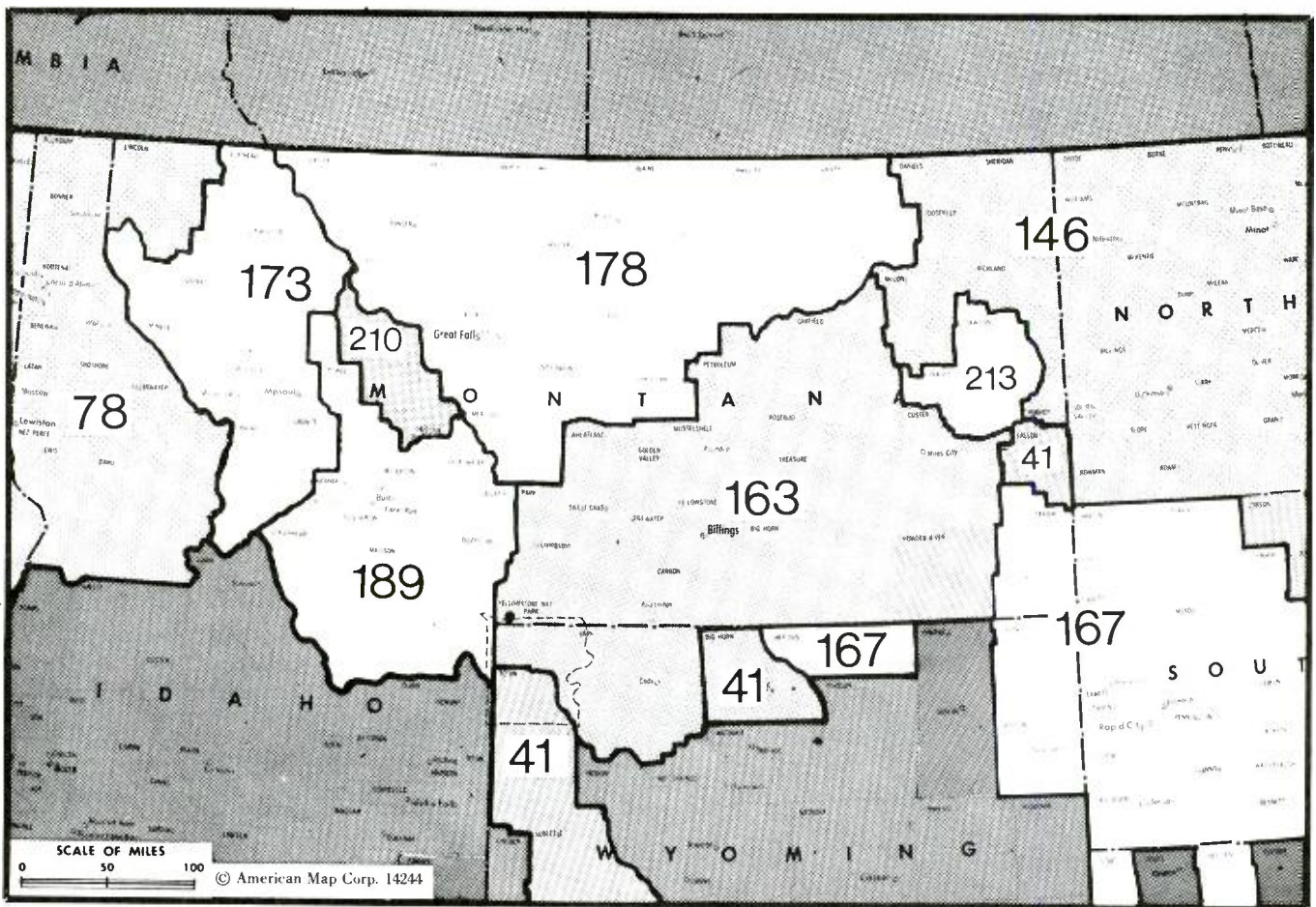
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT .....	581,700	41	KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2)
Spokane, WA .....	313,900	78	KAYU-TV (28), KCWT (27), KHQ-TV (6),KREM-TV (2), KSKN (22), KXLY-TV (4)
Minot-Bismarck-Dickinson, ND .....	144,100	146	KBMY (17), KFYZ-TV(5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXMA-TV (2), KXMB-TV (12),KXMC-TV (13), KXMD-TV (11)
Billings-Hardin, MT .....	88,400	163	KOUS-TV (4), KTVQ (2),KULR-TV (8), KYUS-TV (3)
Missoula, MT .....	76,300	173	KCFW-TV (9), KECI-TV (13), KPAX-TV(8)
Great Falls, MT .....	66,300	178	KFBB-TV (5), KRTV (3), KTGF (16)
Butte, MT .....	48,400	189	KCTZ (7), KTVM (6), KXLF-TV (4)
Helena, MT .....	18,600	210	KTVH (12)
Glendive, MT .....	5,300	213	KXGN-TV (5)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KOUS-TV, Billings .....	See Hardin, MT

Montana Station Status as of October 1, 1987			
	VHF	UHF	TOTAL
Commercial Television Stations	14	1	15
Educational Television Stations	1	0	1
	15	1	16

# Montana—Billings

**KTVQ**

Ch. 2

**Network Service:** CBS.

**Licensee:** SJL Associates Ltd. Partnership, 3203 3rd Ave. N, Box 2557 Billings, MT 59103.

**Studio:** 3203 3rd Ave. N, Box 2557, Billings, MT 59103.

**Telephone:** 406-252-5611. **TWX:** 910-975-1030.

**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.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**News Services:** AP, CBS, MTN.

**Ownership:** SJL Inc. George D. Lilly, pres.-treas., 100%; Pamela D. Heilman, secy. See Group Ownership of Television Stations.

**Begin Operation:** November 9, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 21, 1983.

**Represented (sales):** Blair Television; Montana TV Network.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

KELLY SUGAI, general manager.  
LEE LAREVA, operations director.  
RON JACOBSON, chief engineer.  
AL NASH, news director.

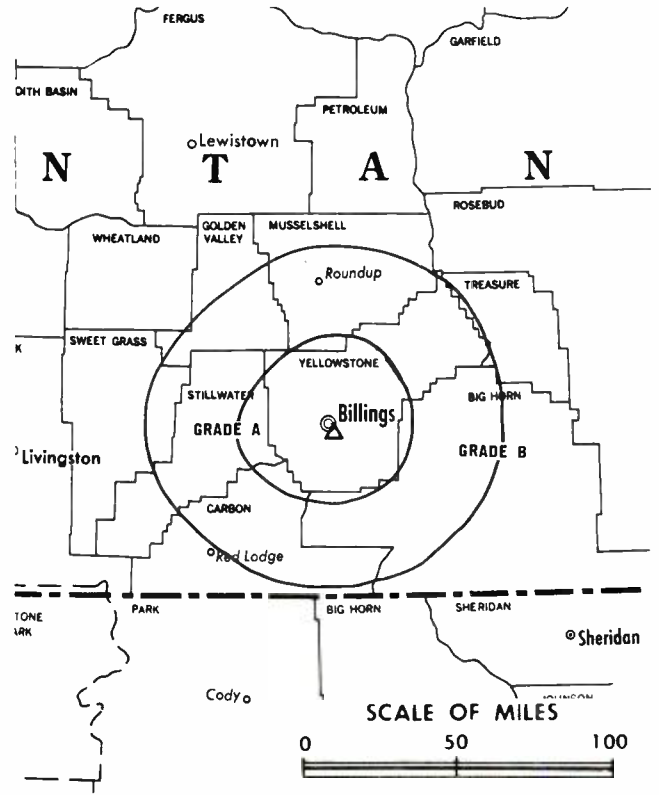
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$770.

**City of License:** Billings. **ADI:** Billings-Hardin. **Rank:** 163.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,500	3,300	94
	Carbon	3,800	3,700	97
	Custer	5,500	5,200	94
	Golden Valley	400	400	100
	Musselshell	2,000	1,900	95
	Park	5,700	5,500	96
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	4,500	4,200	93
	Stillwater	2,400	2,400	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100



KTVQ BMPCT-4001 Granted 8/20/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Yellowstone	49,000	48,200	98
	<b>WYOMING</b>			
	Park	9,100	8,700	96
	Sheridan	10,900	10,300	95
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Fergus	5,200	4,900	94
	Garfield	600	500	83
	Judith Basin	1,000	900	90
	Meagher	800	800	100
<b>Between 5-24%</b>	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Washakie	3,600	3,500	97
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Chouteau	2,200	2,100	95
	Gallatin	18,400	17,700	96
	Phillips	2,200	2,000	91
	Richland	5,000	4,800	96
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
Williams	9,800	9,700	99	
<b>Station Totals</b>		<b>153,800</b>	<b>148,500</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>94,800</b>
<b>Average Daily Circulation (1987)</b>				<b>57,200</b>

# Montana—Billings

## KULR-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** Wooster Republican Printing Co., 212 E. Liberty St., Wooster, OH 44691.

**Studio:** 2045 Overland Ave., Billings, MT 59102.

**Mailing Address:** Box 23909, Billings, MT 59104.

**Telephone:** 406-656-8000. **TWX:** 910-975-1020.

**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.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Harris, 6.1-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** The Wooster Republican Printing Co. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1958. FCC approved sale to present owner by Harriscope Dec. 12, 1986 (**Television Digest**, Vol. 26:45). Sale to Harriscope by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

**Represented (sales):** Katz Television.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

E. D. (BOB) MERRILL, vice president & general manager.  
BOB KORUM, general sales manager.  
DEAN JANSMA, chief engineer.

**Highest One Hour Rate:** \$1100.

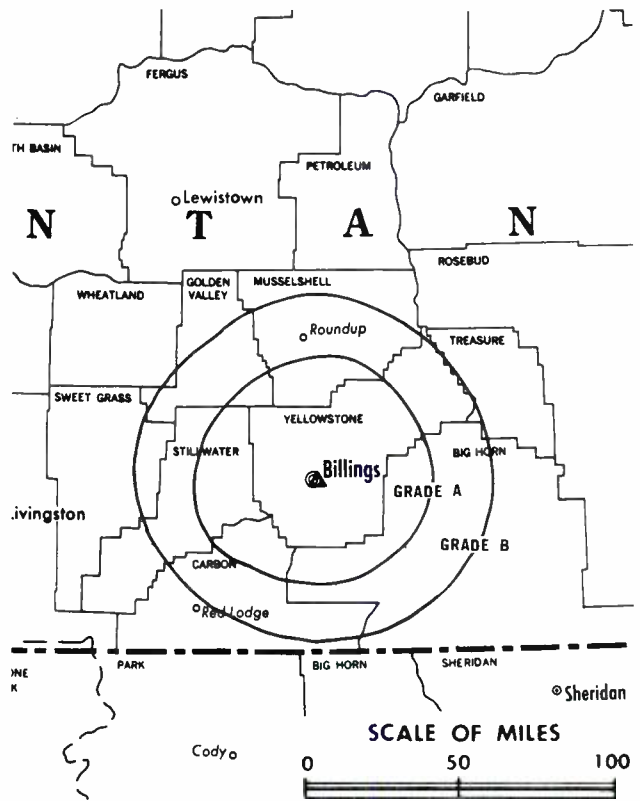
**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Billings. **ADI:** Billings-Hardin. **Rank:** 163.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,500	3,300	94
	Carbon	3,800	3,700	97
	Custer	5,500	5,200	94
	Garfield	600	500	83
	Golden Valley	400	400	100
	Musselshell	2,000	1,900	95
	Park	5,700	5,500	96
	Petroleum	200	200	100



KULR-TV BMPCT-4810 Granted 11/21/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Prairie	700	600	86
	Rosebud	4,500	4,200	93
	Stillwater	2,400	2,400	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	49,000	48,200	98
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Park	9,100	8,700	96
Sheridan	10,900	10,300	95	
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Fergus	5,200	4,900	94
Judith Basin	1,000	900	90	
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Meagher	800	800	100
	Powder River	900	800	89
<b>WYOMING</b>				
Fremont	13,200	12,800	97	
<b>Station Totals</b>		<b>126,500</b>	<b>122,100</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>84,500</b>
<b>Average Daily Circulation (1987)</b>				<b>52,600</b>

# Montana—Bozeman

## KCTZ

Ch. 7

**Network Service:** ABC.

**Grantee:** Bee Bcstg. Associates Ltd. Partnership, Box 6040, Bozeman, MT 59715.

**Studio:** Box 6040, Bozeman, MT 59715.

**Telephone:** 406-586-3280.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 44.1-kw visual, 4.41-kw aural. Antenna: 816-ft. above av. terrain, 306-ft. above ground, 6916-ft. above sea level.

Latitude	45°	40'	24"
Longitude	110°	52'	02"

**Transmitter:** 1.75-mi. W of Hwy. 10, 7.7-mi. E of Bozeman.

**Ownership:** Rose Communications Inc., gen. partner. RCI ownership: Benny Bee, pres., 100%.

**Began Operation:** September 1, 1987.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

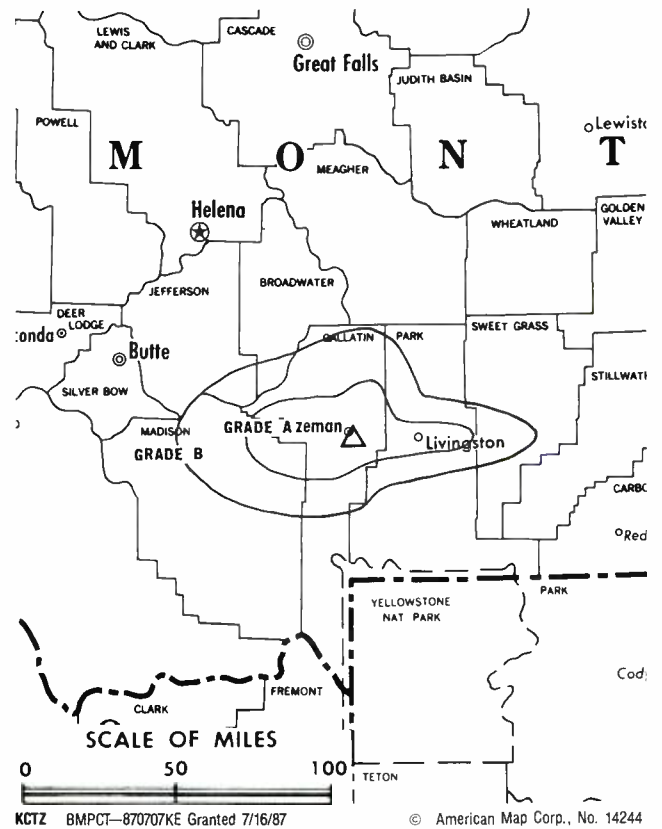
**Represented (engineering):** Hatfield & Dawson.

**Personnel:**

THOM CURTIS, station manager.  
J. R. MIDDLETON, chief engineer.

**Highest 30 Sec. Rate:** \$125.

**Arbitron Data:** Not available. **ADI:** Butte. **Rank:** 189.



# Montana—Butte

**KTVM**

**Ch. 6**

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

**Studio:** 750 Dewey Blvd., Suite 1, Butte, MT 59701.

**Telephone:** 406-494-7603.

**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 Services:** AP, ESPN, NBC.

**Ownership:** Precht Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1970.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

MARGARET ANNE RAGSDALE, general manager.  
LARRY SEM, sales manager & station manager.  
BILLY WARD, chief engineer.

**Highest One Hour Rate:** \$600.

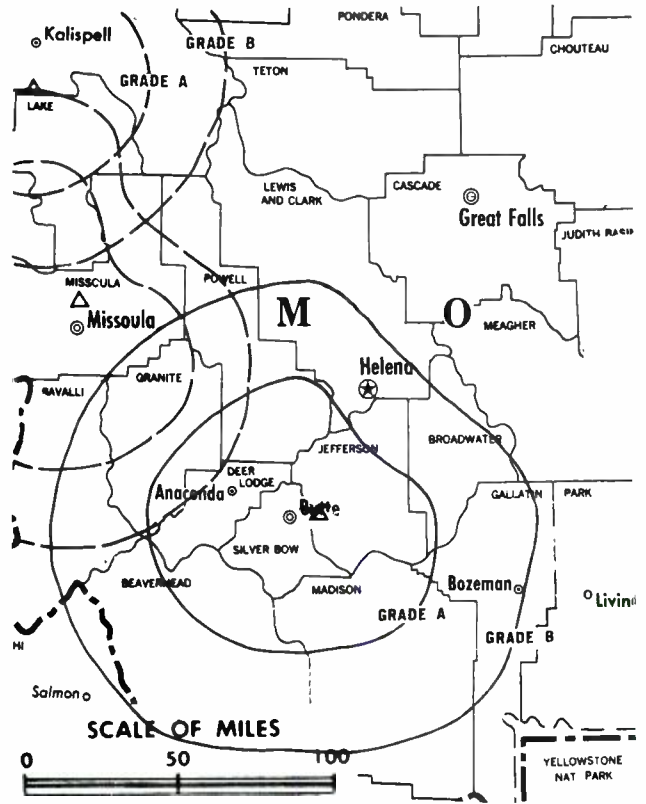
**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Butte. **ADI:** Butte. **Rank:** 189.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Beaverhead	3,200	3,000	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Deer Lodge	4,200	4,100	98
	Gallatin	18,400	17,700	96
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,500	14,200	98
Between 25-49%	<b>MONTANA</b>			
	Broadwater	1,600	1,500	94
	Jefferson	3,100	3,000	97
Between 5-24%	<b>MONTANA</b>			
	Granite Park	1,100	1,100	100
		5,700	5,500	96
<b>Station Totals</b>		<b>56,400</b>	<b>54,600</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>39,500</b>
<b>Average Daily Circulation (1987)</b>				<b>24,200</b>

# Montana—Butte

**KXLF-TV**

**Ch. 4**

**Network Service:** CBS.

**Licensee:** KXLF Communications Inc., Box 3500, Butte, MT 59702.

**Studio:** 1003 S. Montana St., Butte, MT 59701.

**Telephone:** 406-782-0444.

**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.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Ku-band; Harris receivers.

**News Services:** AP, Montana TV Network News.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 14, 1953. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18, 1961 (*Television Digest*, Vol. 16:42; 17:4).

**Represented (sales):** Blair Television; Montana Television Network.

**Personnel:**

RON CASS, vice president, general manager & national sales manager.  
PAT KEARNY, news director.  
MARLA WILKIN, sales manager.  
JOHN MIZELLE, chief engineer.

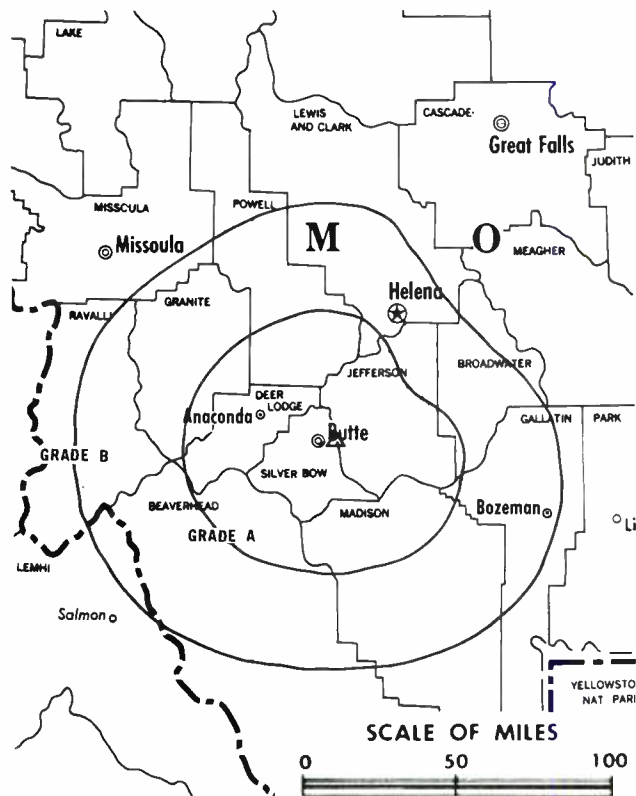
**Highest 30 Sec. Rate:** \$275.

**NETWORK BASE HOURLY RATE:** \$960.

**City of License:** Butte. **ADI:** Butte. **Rank:** 189.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Beaverhead	3,200	3,000	94



KXLF-TV BPCT-3765 Granted 5/12/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Broadwater	1,600	1,500	94
	Deer Lodge	4,200	4,100	98
	Gallatin	18,400	17,700	96
	Granite	1,100	1,100	100
	Jefferson	3,100	3,000	97
	Lewis + Clark	19,100	18,400	96
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,500	14,200	98
Between 25-49%	MONTANA			
	Meagher	800	800	100
	Park	5,700	5,500	96
<b>Station Totals</b>		<b>76,300</b>	<b>73,800</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>60,500</b>
<b>Average Daily Circulation (1987)</b>				<b>38,600</b>

# Montana—Glendive

## KXGN-TV

Ch. 5

**Network Service:** CBS, NBC.

**Licensee:** Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

**Studio:** 210 S. Douglas St., Glendive, MT 59330.

**Telephone:** 406-365-3377.

**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.

**Ownership:** Lewis W. Moore, pres., 99.7%; Elizabeth Lee Hackney, v.p., 0.1%; Lewis W. Moore Jr., secy., 0.1%; Mark Moore, treas., 0.1%.

**Began Operation:** November 1, 1957.

**Represented (sales):** Hooper Jones & Associates.

**Represented (legal):** Blair, Joyce & Silva.

**Represented (engineering):** John H. Mullaney Consulting Engineers.

**Personnel:**

LEWIS W. MOORE, president.  
DAN FRENZEL, general manager.  
WINNIFRED NORTON, office manager.  
MIKEL HUSEBY, chief engineer.

**Highest One Hour Rate:** \$250.

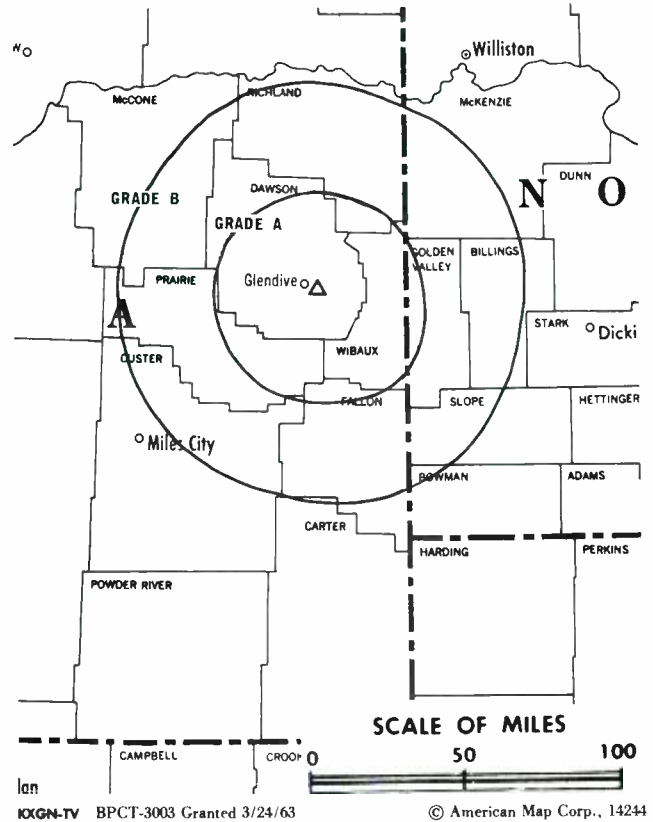
**Highest 30 Sec. Rate:** \$150.

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Glendive. **ADI:** Glendive. **Rank:** 213.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA	4,900	4,700	96
	Dawson			



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fallon	1,400	1,300	93
	Mc Cone	900	900	100
	Prairie	700	600	86
	Wibaux	500	500	100
Between 25-49%	<b>MONTANA</b>	600	600	100
	Carter			
Between 5-24%	<b>MONTANA</b>	600	500	83
	Garfield			
	Richland	5,000	4,800	96
	<b>NORTH DAKOTA</b>	900	900	100
Golden Valley				
<b>Station Totals</b>		<b>15,500</b>	<b>14,800</b>	<b>95</b>
<b>Net Weekly Circulation (1987)</b>				<b>8,400</b>
<b>Average Daily Circulation (1987)</b>				<b>5,400</b>



# Montana—Great Falls

## KFBB-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** MDM Bcstg. Inc., Box 1139, Great Falls, MT 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Mailing Address:** Box 1139, Great Falls, MT 59403.

**Telephone:** 406-453-4377. **TWX:** 910-975-1917.

**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.

**Satellite Earth Stations:** Microdyne, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter Ku-band; Microdyne, Channel Master, Avantek, M/A-Com receivers.

**News Services:** AP, ABC, National Weather Service.

**Ownership:** Dix Stations. See Group Ownership of Television Stations.

**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 Harriscopie Bcstg. Corp. approved April 21, 1977. Sale to Harriscopie by David E. Bright, Ernest Scanlon & Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11, 22). Sale to Bright, Scanlon & O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

**Represented (sales):** Katz Television.

**Represented (legal):** Fleischman & Walsh, P. C.

### Personnel:

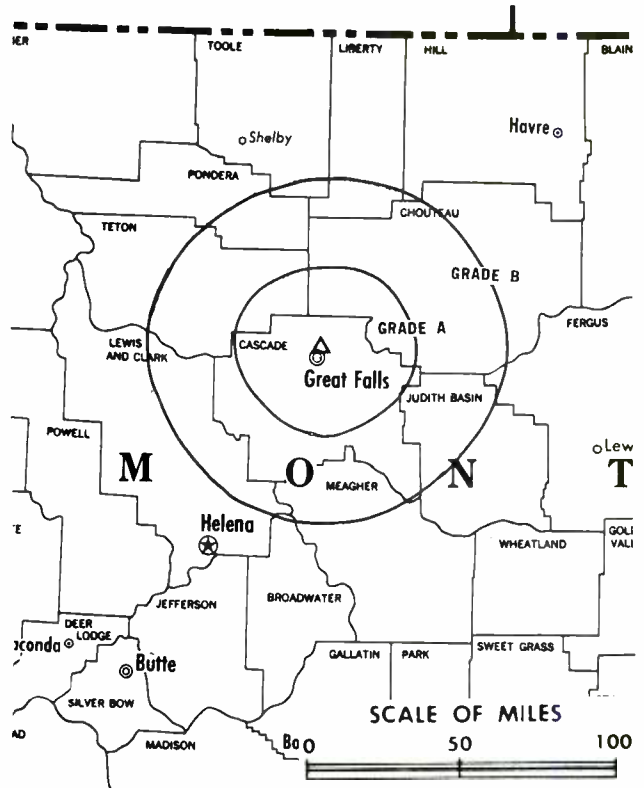
STAN WHITMAN, president & general manager.  
TED SCHROEDER, program director & operations manager.  
JACK FISHER, general sales manager.  
RON SCHLOSSER, chief engineer.  
JOYCE STEELE, accounting supervisor.  
MARY HOYT, traffic manager.  
DON AYERS, production manager.  
DICK POMPA, news & public affairs director.  
ROSEMARY HEMP, promotion manager.

**Rates:** Not available.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 178.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Blaine	2,700	2,500	92
	Broadwater	1,600	1,500	94



KFBB-TV BPCT-4340 Granted 5/7/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cascade	31,500	30,900	98
	Chouteau	2,200	2,100	95
	Fergus	5,200	4,900	94
	Glacier	3,700	3,500	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	900	90
	Liberty	1,100	1,100	100
	Meagher	800	800	100
	Phillips	2,200	2,000	91
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
	Valley	3,800	3,600	95
Between 25-49%	<b>MONTANA</b>			
	Lewis + Clark	19,100	18,400	96
	Roosevelt	3,700	3,600	97
<b>Station Totals</b>		<b>92,800</b>	<b>89,500</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>69,000</b>
<b>Average Daily Circulation (1987)</b>				<b>43,700</b>

# Montana—Great Falls

**KRTV**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** KRTV Communications Inc., Box 1331, Great Falls, MT 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of Great Falls.

**Mailing Address:** Box 1331, Great Falls, MT 59403.

**Telephone:** 406-453-2431.

**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.

**Satellite Earth Stations:** Poultan, 3.2-meter; RCA, 4.5-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, Montana TV Network.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1958. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen 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 (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

PETER B. FRIDEN, general manager.  
GLENN L. LOCKWOOD, operations director.  
PHIL SAXTON, chief engineer.  
REED LARSON, local sales manager.

**Highest One Hour Rate:** \$2000.

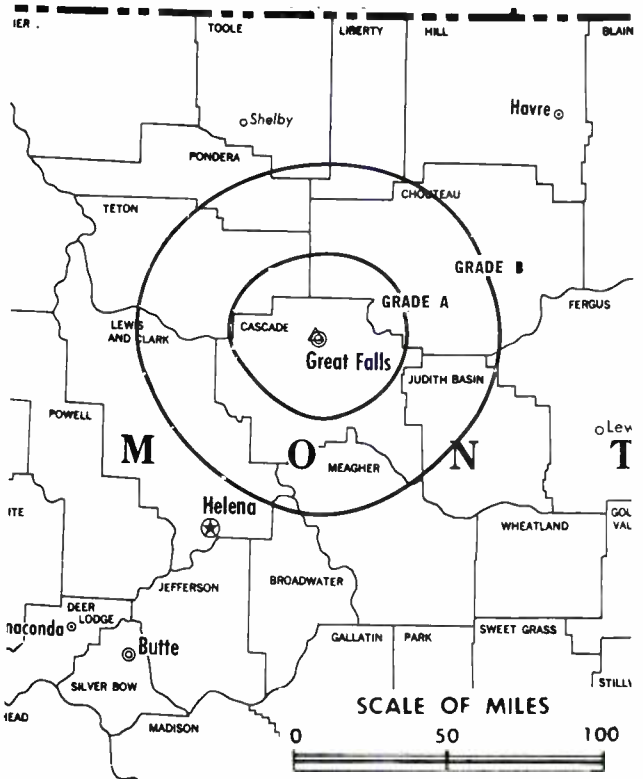
**Highest 30 Sec. Rate** (June 1, 1987): \$255.

**NETWORK BASE HOURLY RATE:** \$655.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 178.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Blaine	2,700	2,500	92
	Cascade	31,500	30,900	98
	Chouteau	2,200	2,100	95



KRTV BPCT-4457 Granted 10/18/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fergus	5,200	4,900	94
	Garfield	600	500	83
	Glacier	3,700	3,500	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	900	90
	Liberty	1,100	1,100	100
	Meagher	800	800	100
	Phillips	2,200	2,000	91
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
Valley	3,800	3,600	95	
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Jefferson	3,100	3,000	97
<b>Station Totals</b>		<b>72,100</b>	<b>69,500</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>58,900</b>
<b>Average Daily Circulation (1987)</b>				<b>38,500</b>

# Montana—Great Falls

**KTGF**

**Ch. 16**

**Network Service:** NBC.

**Licensee:** Continental Television Network Inc., 118 Sixth St. S, Great Falls, MT 59401.

**Studio:** 118 Sixth St. South, Great Falls, MT 59401.

**Mailing Address:** Box 1219, Great Falls, MT 59403.

**Telephone:** 406-761-8816.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 2030-kw max. visual, 203-kw max. aural. Antenna: 1046-ft. above av. terrain, 769-ft. above ground, 4619-ft. above sea level.

Latitude 47° 36' 26"  
Longitude 111° 21' 27"

**Transmitter:** SE quarter of NW quarter of section 4, Twp. 21N Range 3E, near Great Falls.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Paracclipse, 4-meter C-band; Scientific-Atlanta, 4-meter Ku-band; Vertex, 5-meter Ku-band; M/A-Com, Microdyne receivers.

**News Service:** AP.

**Ownership:** James M. Colla, pres., 72.5%; William Cordingley, 12.5%; L. A. (Al) Donohue, 12.5%; Penny Lynn Adkins, v.p., 2.5%.

**Began Operation:** September 21, 1986.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** B. Scott Baxter & Assoc.

**Personnel:**

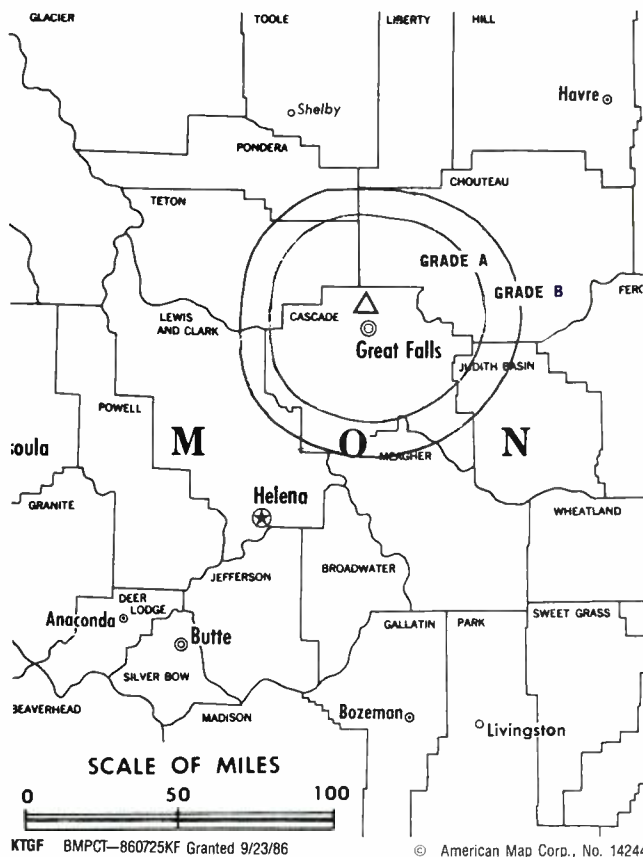
JIM COLLA, general manager.  
CHARLES E. OUTLAND, station & general sales manager.  
ROY DASHER, chief engineer.

**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$195.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 178.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Cascade	31,500	30,900	98
	Pondera	2,500	2,400	96
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Chouteau	2,200	2,100	95
	Liberty	1,100	1,100	100
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
<b>Station Totals</b>		<b>42,100</b>	<b>41,100</b>	<b>97</b>
<b>Net Weekly Circulation (1987)</b>				<b>13,600</b>
<b>Average Daily Circulation (1987)</b>				<b>7,400</b>

# Montana—Hardin-Billings

## KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City, MT)

**Network Service:** ABC.

**Licensee:** KOUS-TV Inc., Drawer D, Hardin, MT 59034.

**Studio:** West 3rd St., Hardin.

**Mailing Address:** Drawer D, Hardin, MT 59034.

**Telephones:** 406-665-3320, Hardin; 406-252-4004, Billings.

**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 Rte., Billings.

**Satellite Earth Stations:** 4-meter & 4.6-meter; DX, Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thom Curtis, 2%.

**Began Operation:** November 26, 1980.

**Represented (sales):** Seitel Inc.; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

**Personnel:**

DANIEL W. COON, president.  
DANA KEHR, general manager.

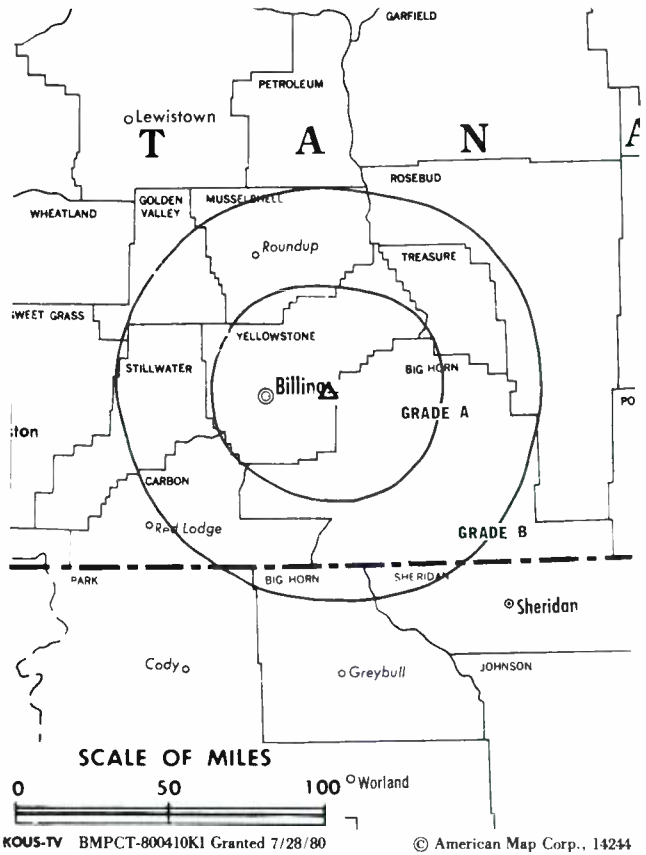
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$490.

**City of License:** Hardin. **ADI:** Billings-Hardin. **Rank:** 163.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,500	3,300	94
	Carbon	3,800	3,700	97
	Golden Valley	400	400	100
	Musselshell	2,000	1,900	95
	Petroleum	200	200	100
	Phillips	2,200	2,000	91
	Stillwater	2,400	2,400	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wheatland	900	900	100
	Yellowstone	49,000	48,200	98
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Rosebud	4,500	4,200	93
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Park	9,100	8,700	96
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Custer	5,500	5,200	94
	Fergus	5,200	4,900	94
	Garfield	600	500	83
	Judith Basin	1,000	900	90
	Park	5,700	5,500	96
	Valley	3,800	3,600	95
	<b>WYOMING</b>			
Sheridan	10,900	10,300	95	
<b>Station Totals</b>		<b>116,900</b>	<b>112,700</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>65,400</b>
<b>Average Daily Circulation (1987)</b>				<b>34,200</b>

# Montana—Helena

**KTVH**

Ch. 12

**Network Service:** NBC.

**Licensee:** KTVH Inc., Box 6125, Helena, MT 59604.

**Studio:** 2433 N. Montana Ave., Helena, MT 59601.

**Telephone:** 406-443-5050.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 105-kw visual, 10.5-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.

**Satellite Earth Stations:** AFC, 3-meter Ku-band; Paraclipse, 3-meter C-band; Vertex, 4.6-meter Ku-band; Microdyne, M/A-Com, DX Antenna receivers.

**News Services:** AP, NBC.

**Ownership:** Donald G. Bradley, pres.-treas., 33.33%; Lyle A. Courtage, v.p. & secy., 33.33%; Albert P. Lundborg, 33.33%.

**Began Operation:** January 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 Lynn H. Koch, et al., approved Nov. 29, 1979. Sale to present owners approved April 22, 1985.

**Represented (sales):** Adam Young Inc.; Art Moore Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Personnel:**

DONALD G. BRADLEY, president & general manager.  
HAL PECK, program director.  
RON MARTIN, acting chief engineer.  
IAN MARQUAND, news director.

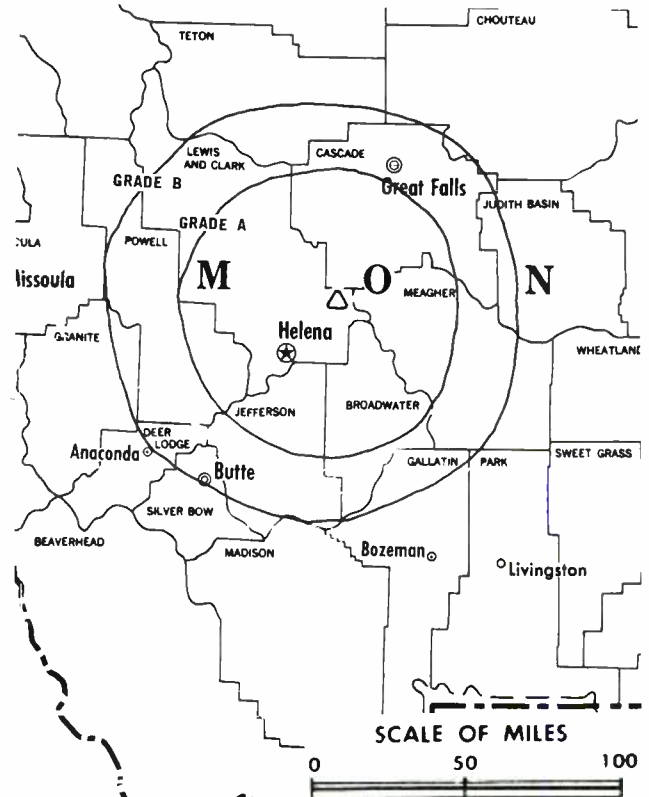
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$125.

**City of License:** Helena. **ADI:** Helena. **Rank:** 210.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Broadwater	1,600	1,500	94
	Lewis + Clark	19,100	18,400	96



KTVH BNPCT-811005KI Granted 11/3/81 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Meagher	800	800	100
	<b>MONTANA</b>			
Between 25-49%	Cascade	31,500	30,900	98
	Jefferson	3,100	3,000	97
Between 5-24%	<b>KANSAS</b>			
	Marion	5,200	5,100	98
	<b>MONTANA</b>			
	Chouteau	2,200	2,100	95
	Fergus	5,200	4,900	94
	Gallatin	18,400	17,700	96
	Judith Basin	1,000	900	90
	Pondera	2,500	2,400	96
	Powell	2,400	2,300	96
	Sweet Grass	1,300	1,200	92
Teton	2,500	2,400	96	
<b>Station Totals</b>		<b>96,800</b>	<b>93,600</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>36,000</b>
<b>Average Daily Circulation (1987)</b>				<b>18,900</b>

# Montana—Kalispell

## KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

**Studio:** 401 First Ave. E, Box 857, Kalispell, MT 59901.

**Telephone:** 406-755-5239.

**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, MT.

**News Services:** AP, ESPN, NBC.

**Ownership:** Precht Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 10, 1968.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

### Personnel:

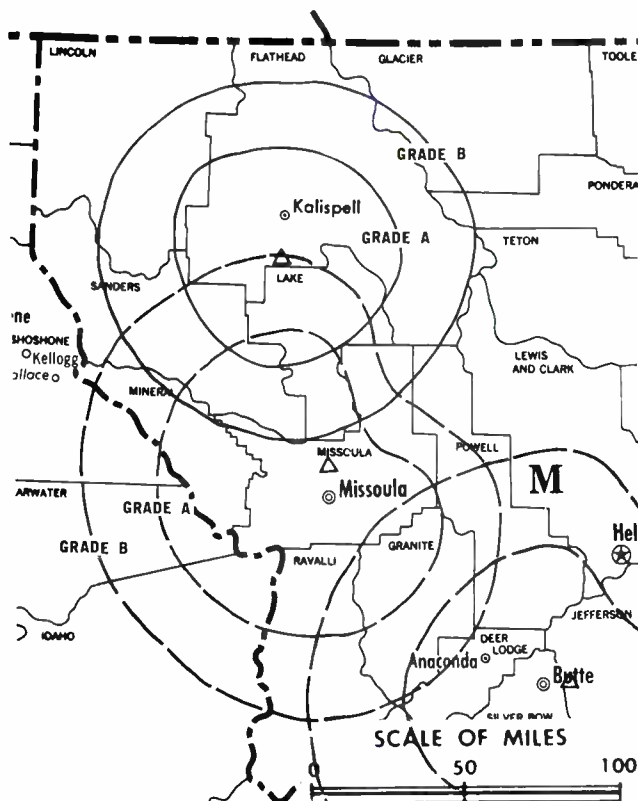
MARGARET ANNE RAGSDALE, general manager.  
STEVE FETVEIT, station manager.  
MARK HOLSTON, news director.  
CHRIS NEUHAUSEN, chief engineer.

**Highest 30 Sec. Rate:** \$150.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Kalispell. **ADI:** Missoula. **Rank:** 173.

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



KCFW-TV BPCT-3985 Granted 12/20/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Flathead	22,400	21,700	97
	Lincoln	6,600	6,300	95
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Lake	8,000	7,700	96
<b>Station Totals</b>		<b>37,000</b>	<b>35,700</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>27,300</b>	
<b>Average Daily Circulation (1987)</b>			<b>18,000</b>	

# Montana—Miles City

## KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

**Network Service:** ABC.

**Licensee:** KOUS-TV Inc., Drawer D, Hardin, MT 59304.

**Studio:** 1-mi. NW of Miles City.

**Telephone:** 406-232-3540.

**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.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thom Curtis, 2%.

**Began Operation:** September 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV approved March 14, 1984 by FCC.

**Represented (sales):** Seltel Inc.; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

**Personnel:**

DANA KEHR, station manager.

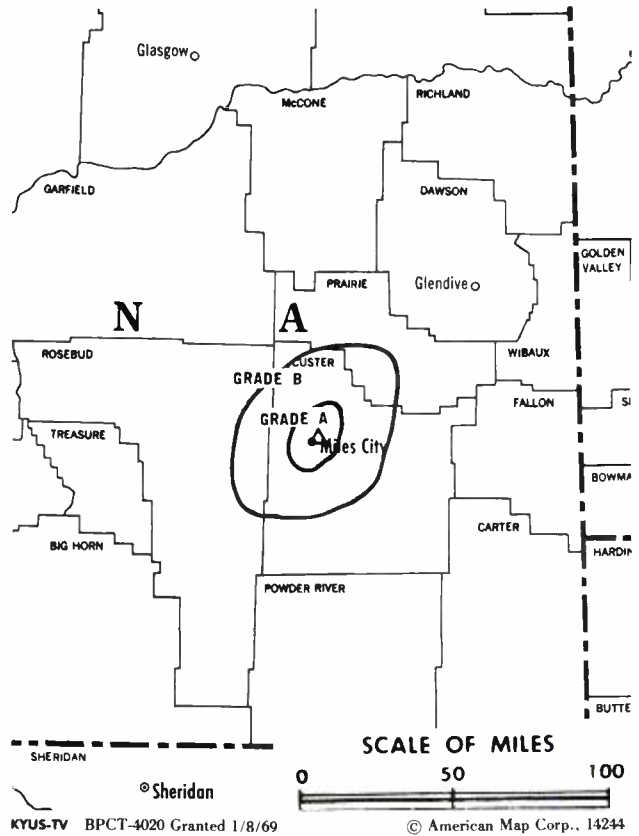
**Highest One Hour Rate:** \$175.

**Highest 30 Sec. Rate:** \$60.

**City of License:** Miles City. **ADI:** Billings-Hardin. **Rank:** 163.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Custer	5,500	5,200	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prairie	700	600	86
	MONTANA Garfield	600	500	83
Between 5-24%	Rosebud	4,500	4,200	93
	<b>Station Totals</b>	<b>11,300</b>	<b>10,500</b>	<b>92</b>
<b>Net Weekly Circulation (1987)</b>				<b>4,900</b>
<b>Average Daily Circulation (1987)</b>				<b>2,300</b>

# Montana—Missoula

## KECI-TV

Ch. 13

(Operates satellites KCFW-TV, Kalispell & KTVM, Butte, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

**Studio:** 340 W. Main St., Missoula, MT 59802.

**Telephone:** 406-721-2063. **TWX:** 406-543-3521.

**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, MT.

**Satellite Earth Stations:** Harris, 7-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris receivers.

**News Services:** AP, ESPN, NBC.

**Ownership:** Precht Communications Inc., 100%. See Group Ownership of Television Stations.

**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):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

MARGARET ANNE RAGSDALE, general manager.  
STEVE HELLEGAARD, station manager.  
JEAN CREPEAU, program director.  
JIM HARMON, news director.  
LARRY ARBAUGH, chief engineer.

**Highest One Hour Rate:** \$1500.

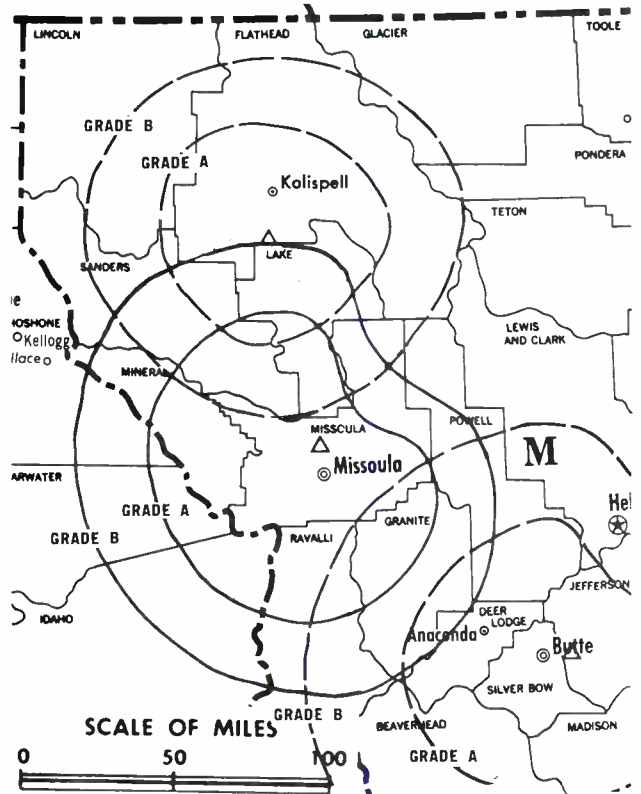
**Highest 30 Sec. Rate:** \$625.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Missoula. **ADI:** Missoula. **Rank:** 173.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO Lemhi	3,000	2,800	93



KECI-TV BPCT-3969 Granted 6/13/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Granite	1,100	1,100	100
	Lake	8,000	7,700	96
	Mineral	1,600	1,600	100
	Missoula	31,700	30,600	97
	Ravalli	10,300	10,000	97
Between 25-49%	<b>MONTANA</b>			
	Sanders	3,800	3,500	93
Between 5-24%	<b>IDAHO</b>			
	Shoshone	6,100	6,000	98
	<b>MONTANA</b>			
	Deer Lodge	4,200	4,100	98
	Powell	2,400	2,300	96
<b>Station Totals</b>		<b>72,200</b>	<b>69,700</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>				<b>49,400</b>
<b>Average Daily Circulation (1987)</b>				<b>31,800</b>



# Montana—Missoula

## KPAX-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** KPAX Communications Inc., Box 4827, Missoula, MT 59806.

**Studio:** 2204 Regent St., Missoula, MT 59801.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48-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.

**Satellite Earth Stations:** Scientific-Atlanta C-band; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 1, 1970. Sale to present owners by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 23, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

WILLIAM F. SULLIVAN, general manager.  
MARK RAPSON, chief engineer.  
TAMMY ENGLE, operations manager.

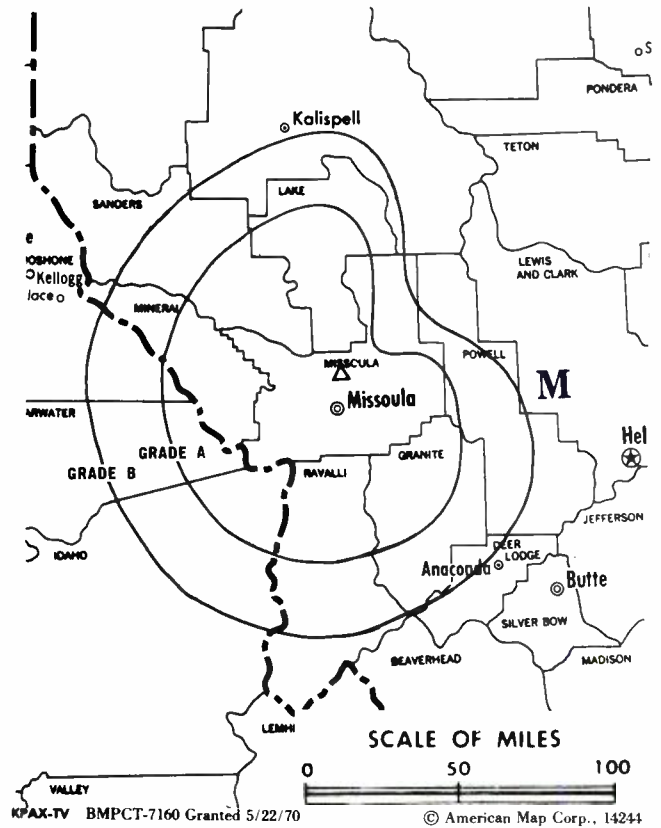
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$375.

**City of License:** Missoula. **ADI:** Missoula. **Rank:** 173.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO	3,000	2,800	93
	Lemhi			



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Flathead	22,400	21,700	97
	Lake	8,000	7,700	96
	Missoula	31,700	30,600	97
	Ravalli	10,300	10,000	97
Between 25-49%	<b>MONTANA</b>			
	Granite	1,100	1,100	100
	Mineral	1,600	1,600	100
	Sanders	3,800	3,500	93
Between 5-24%	<b>MONTANA</b>			
	Lincoln	6,600	6,300	95
<b>Station Totals</b>		<b>88,500</b>	<b>85,300</b>	<b>96</b>
<b>Net Weekly Circulation (1987)</b>			<b>63,000</b>	
<b>Average Daily Circulation (1987)</b>			<b>39,900</b>	